

**Western New England University Polling Institute  
Massachusetts Statewide Survey, April 11-18, 2013: Final Draft  
Landline Telephone Version**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Respondent phone number: \_\_\_\_\_ Record number: \_\_\_\_\_

Q: INTRO \*\*\*\*\*

Hello, my name is (first name),

I am a student calling from Western New England University. We are conducting a public opinion survey in Massachusetts. The survey takes no more than seven minutes and all answers are confidential. I'd like to ask a few questions of the YOUNGEST MALE, age 18 or older, who is now at home.

IF NO MALE AT HOME NOW:

Then may I speak with the YOUNGEST FEMALE, age 18 or older, who is now at home?

IF NEW RESPONDENT GETS ON THE PHONE:

Repeat above intro

Q: Q1 \*\*\*\*\*

Are you a resident of Massachusetts?

- 1. Yes
- 2. No (Go to TERM1)
- 9. Don't know / Refused (DO NOT READ) (Go to TERM1)

Q: Q2 \*\*\*\*\*

GENDER (by observation)

- 1. Male
- 2. Female

Q: Q41 \*\*\*\*\*

Are you currently registered to vote at the address where you live or not?

- 1. Yes (Go to Q. Q42r)
- 2. No (Go to Q. Q10a)
- 9. Don't know / Refused (DO NOT READ) (Go to Q. Q10a)

Q42r \*\*\*\*\*

Are you registered as a

- 1 Democrat
- 2 Republican
- 3 Independent or unenrolled voter
- 4 Reform
- 5 Green
- 6 Libertarian
- 7 Other (specify) (DO NOT READ)
- 9 Don't Know/Refused (DO NOT READ)

Q: Q43\*\*\*\*\*

Next, please tell me if you have a favorable or unfavorable opinion of the following people. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.

(HIT ANY KEY TO CONTINUE)  
(NOTE: Q44 – Q48 ROTATE IN RANDOM ORDER)

Q: Q44\*\*\*\*\*

Do you have a favorable or unfavorable opinion of Ed Markey?

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. No opinion
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q45\*\*\*\*\*

Do you have a favorable or unfavorable opinion of Stephen Lynch?

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. No opinion
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q46\*\*\*\*\*

Do you have a favorable or unfavorable opinion of Gabriel Gomez?

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. No opinion
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q47\*\*\*\*\*

Do you have a favorable or unfavorable opinion of Michael Sullivan?

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. No opinion
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q48\*\*\*\*\*

Do you have a favorable or unfavorable opinion of Dan Winslow?

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. No opinion
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q49\*\*\*\*\*

Do you have a favorable or unfavorable opinion of Elizabeth Warren?

- 1. Favorable
- 2. Unfavorable
- 3. Haven't heard of
- 4. No opinion
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q52\*\*\*\*\*

Do you approve or disapprove of the way Elizabeth Warren is handling her job as United States senator?

- 1. Approve
- 2. Disapprove
- 9. Don't Know/Refused (DO NOT READ)

Q: Prim1 \*\*\*\*\*

As you may know, voters will nominate candidates for the United States Senate in primary elections on April 30th. How likely are you to vote in the primary?

- 1. Very likely
- 2. Somewhat likely
- 3. Not very likely (GO TO Q. MATCH)
- 4. Not at all likely (GO TO Q. MATCH)
- 9. Don't know / Refused (DO NOT READ) (GO TO Q. MATCH)

Q: Prim2\*\*\*\*\*

(The following question is asked only of independent / unenrolled voters who say they are very or somewhat likely to vote in one of the primaries.)

Unenrolled voters can vote in either the Democratic primary or the Republican primary. Which primary are you most likely to vote in?

- 1. Democratic primary (GO TO Q. DEM1)
- 2. Republican primary (GO TO Q. REP1)
- 3. Neither (DO NOT READ) (GO TO Q. MATCH)
- 4. undecided (DO NOT READ) (GO TO Q. MATCH)
- 9. Don't Know/ Refused (DO NOT READ) (GO TO Q. MATCH)

Q: DEM1 \*\*\*\*\*

(Asked of registered Democrats and independents / unenrolleds who said they are very or somewhat likely to vote in the Democratic primary)

If the Democratic primary were held today, would you vote for

Ed Markey

or

Stephen Lynch

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

(IF VOTER IS UNSURE:)

Toward which candidate are you leaning?

- 1. Stephen Lynch (GO TO Q. 494C)
- 2. Ed Markey (GO TO Q. 494C)
- 3. Wouldn't vote (DO NOT READ) (GO TO Q. MATCH)
- 4. Undecided / Don't know (DO NOT READ) (GO TO Q. MATCH)
- 9. Refused (DO NOT READ) (GO TO Q. MATCH)

Q: REP1 \*\*\*\*\*

(Asked of registered Republicans and independents / unenrolleds who said they are very or somewhat likely to vote in the Republican primary)

If the Republican primary were held today, would you vote for

- Gabriel Gomez
- Michael Sullivan
- Dan Winslow

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

(IF VOTER IS UNSURE:)

Toward which candidate are you leaning?

- 1. Gabriel Gomez (GO TO Q. 494C)
- 2. Michael Sullivan (GO TO Q. 494C)
- 3. Dan Winslow (GO TO Q. 494C)
- 4. Wouldn't vote (DO NOT READ) (GO TO Q. MATCH)
- 5. Undecided / Don't know (DO NOT READ) (GO TO Q. MATCH)
- 9. Refused (DO NOT READ) (GO TO Q. MATCH)

Q: Q494c \*\*\*\*\*

Are you very sure about your choice, or might you change your mind before the primary?

(INTERVIEWER: NO NEED TO RE-READ THE RESPONSE CATEGORIES BELOW)

- 1. Very sure
- 2. Might change mind
- 9. Don't know / Refused (DO NOT READ)

Q: MATCH \*\*\*\*\*

As you may know, voters will elect a United States Senator from Massachusetts in a special election June 25th. How likely are you to vote in the election?

- 1. Very likely
- 2. Somewhat likely
- 3. Not very likely (GO TO Q. 10A)
- 4. Not at all likely (GO TO Q. 10A)
- 9. Don't know / Refused (DO NOT READ) (GO TO Q. 10A)

Q: MATCH1 \*\*\*\*\*

Next I would like to ask your views on a series of possible match-ups in the general election set for June 25th.

If the election for Senate were held today, and the candidates were

Ed Markey, the Democrat

and

Gabriel Gomez, the Republican

would you vote for

Ed Markey

Gabriel Gomez

or some other candidate for Senate?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- 1. Ed Markey, the Democrat (GO TO Q. MATCH2)
- 2. Gabriel Gomez, the Republican (GO TO Q. MATCH2)
- 3. Some other candidate (GO TO Q. MATCH1B)
- 4. Wouldn't vote (DO NOT READ) (GO TO Q. MATCH1B)
- 5. Don't know / Undecided (DO NOT READ) (GO TO Q. MATCH1B)
- 9. Refused (DO NOT READ) (GO TO Q. MATCH1B)

Q: MATCH1B \*\*\*\*\*

At this moment do you lean more toward

Ed Markey, the Democrat

or more toward

Gabriel Gomez, the Republican

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- 1. Ed Markey, the Democrat
- 2. Gabriel Gomez, the Republican
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: MATCH2 \*\*\*\*\*

If the election for Senate were held today, and the candidates were

Ed Markey, the Democrat

and

Michael Sullivan, the Republican

would you vote for

Ed Markey

Michael Sullivan

or some other candidate for Senate?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- |   |                    |
|---|--------------------|
| 1. Ed Markey, the Democrat              | (GO TO Q. MATCH3)  |
| 2. Michael Sullivan, the Republican     | (GO TO Q. MATCH3)  |
| 3. Some other candidate                 | (GO TO Q. MATCH2B) |
| 4. Wouldn't vote (DO NOT READ)          | (GO TO Q. MATCH2B) |
| 5. Don't know / Undecided (DO NOT READ) | (GO TO Q. MATCH2B) |
| 9. Refused (DO NOT READ)                | (GO TO Q. MATCH2B) |

Q: MATCH2B \*\*\*\*\*

At this moment do you lean more toward

Ed Markey, the Democrat

Or more toward

Michael Sullivan, the Republican

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

1. Ed Markey, the Democrat
2. Michael Sullivan, the Republican
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: MATCH3 \*\*\*\*\*

If the election for Senate were held today, and the candidates were

Ed Markey, the Democrat

and

Dan Winslow, the Republican

would you vote for

Ed Markey

Dan Winslow

or some other candidate for Senate?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- |   |                    |
|---|--------------------|
| 1. Ed Markey, the Democrat              | (GO TO Q. MATCH4)  |
| 2. Dan Winslow, the Republican          | (GO TO Q. MATCH4)  |
| 3. Some other candidate                 | (GO TO Q. MATCH3B) |
| 4. Wouldn't vote (DO NOT READ)          | (GO TO Q. MATCH3B) |
| 5. Don't know / Undecided (DO NOT READ) | (GO TO Q. MATCH3B) |
| 9. Refused (DO NOT READ)                | (GO TO Q. MATCH3B) |

Q: MATCH3B \*\*\*\*\*

At this moment do you lean more toward

Ed Markey

or more toward

Dan Winslow

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

1. Ed Markey, the Democrat
2. Dan Winslow, the Republican
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)



Q: MATCH4 \*\*\*\*\*  
Just three more match-ups to go.

If the election for Senate were held today, and the candidates were

Stephen Lynch, the Democrat

and

Gabriel Gomez, the Republican

would you vote for

Stephen Lynch

Gabriel Gomez

or some other candidate for Senate?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- |   |                    |
|---|--------------------|
| 1. Stephen Lynch, the Democrat          | (GO TO Q. MATCH5)  |
| 2. Gabriel Gomez, the Republican        | (GO TO Q. MATCH5)  |
| 3. Some other candidate                 | (GO TO Q. MATCH4B) |
| 4. Wouldn't vote (DO NOT READ)          | (GO TO Q. MATCH4B) |
| 5. Don't know / Undecided (DO NOT READ) | (GO TO Q. MATCH4B) |
| 9. Refused (DO NOT READ)                | (GO TO Q. MATCH4B) |

Q: MATCH4B \*\*\*\*\*  
At this moment do you lean more toward

Stephen Lynch, the Democrat

or more toward

Gabriel Gomez, the Republican

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

1. Stephen Lynch, the Democrat
2. Gabriel Gomez, the Republican
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: MATCH5 \*\*\*\*\*

If the election for Senate were held today, and the candidates were

Stephen Lynch, the Democrat

and

Michael Sullivan, the Republican

would you vote for

Stephen Lynch

Michael Sullivan

or some other candidate for Senate?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- |   |                    |
|---|--------------------|
| 1. Stephen Lynch, the Democrat          | (GO TO Q. MATCH6)  |
| 2. Michael Sullivan, the Republican     | (GO TO Q. MATCH6)  |
| 3. Some other candidate                 | (GO TO Q. MATCH5B) |
| 4. Wouldn't vote (DO NOT READ)          | (GO TO Q. MATCH5B) |
| 5. Don't know / Undecided (DO NOT READ) | (GO TO Q. MATCH5B) |
| 9. Refused (DO NOT READ)                | (GO TO Q. MATCH5B) |

Q: MATCH5B \*\*\*\*\*

At this moment do you lean more toward

Stephen Lynch, the Democrat

or more toward

Michael Sullivan, the Republican

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

1. Stephen Lynch, the Democrat
2. Michael Sullivan, the Republican
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: MATCH6 \*\*\*\*\*

If the election for Senate were held today, and the candidates were

Stephen Lynch, the Democrat

and

Dan Winslow, the Republican

would you vote for

Stephen Lynch

Dan Winslow

or some other candidate for Senate?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- |   |                    |
|---|--------------------|
| 1. Stephen Lynch, the Democrat          | (GO TO Q. 495)     |
| 2. Dan Winslow, the Republican          | (GO TO Q. 495)     |
| 3. Some other candidate                 | (GO TO Q. MATCH6B) |
| 4. Wouldn't vote (DO NOT READ)          | (GO TO Q. MATCH6B) |
| 5. Don't know / Undecided (DO NOT READ) | (GO TO Q. MATCH6B) |
| 9. Refused (DO NOT READ)                | (GO TO Q. MATCH6B) |

Q: MATCH6B \*\*\*\*\*

At this moment do you lean more toward

Stephen Lynch, the Democrat

or more toward

Dan Winslow, the Republican

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

1. Stephen Lynch, the Democrat
2. Dan Winslow, the Republican
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: Q495 \*\*\*\*\*

(We can compare this question to the Sept. 28 – Oct. 4, 2012 survey)

What is the most important issue to you personally in determining whom to vote for for the Senate?

[DO NOT READ LIST. ACCEPT ONLY ONE ANSWER -  
PROBE FOR MOST IMPORTANT.]

01. The economy (general)/unemployment/jobs/stock market
02. Health care
03. Banking reform / Wall Street reform
04. Education
05. Taxes and tax reform
06. Budget deficit
07. Abortion / choice
08. Contraception
09. Social Security/retirement
10. Morals/ethics/personal integrity of the candidate
11. Defense/war on terrorism/national security/homeland security
12. Gun control
13. Environment
14. Crime
96. No Issue / The party of the candidate
97. No issue / Party control of the U.S. Senate
98. Other, specify:
99. Don't know/Refused

Q: FIELD \*\*\*\*\*

How satisfied are you with the field of candidates for the special Senate election?

1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied
9. Don't know / Refused (DO NOT READ)

Q: WIN \*\*\*\*\*

Regardless of whom you plan to support for the Senate, who do you think will win the special Senate election on June 25th?

(INTERVIEWER: DO NOT READ CHOICES)

1. Stephen Lynch
2. Ed Markey
3. Gabriel Gomez
4. Michael Sullivan
5. Dan Winslow
6. Other (specify)
7. Don't know
9. Refused

Q: Q10a\*\*\*\*\*

Now, thinking about your telephone use, do you have a working cell phone?

- 1. Yes, has a cell phone (Go to Q. Q10b)
- 2. No, does not have a cell phone (Go to Q. Q12)
- 9. Don't know / Refused (DO NOT READ) (Go to Q. Q12)

Q: Q10b\*\*\*\*\*

Of all the PERSONAL telephone calls that you receive, do you get

- 1. All or almost all calls on a cell phone
- 2. Some on a cell phone and some on a regular home phone
- 3. All or almost all calls on a regular home phone
- 9. Don't know / Refused (DO NOT READ)

Q: Q12\*\*\*\*\*

We're almost finished. We have just a few more questions to help us understand our survey results.

What was the last grade in school that you completed?

(DO NOT READ CATEGORIES)

- 1. Eighth grade or less
- 2. High school incomplete (grades 9,10,11)
- 3. High school complete (grade 12)
- 4. Vocational/ technical school
- 5. Some college
- 6. Junior college graduate (2 yr, associate DEGREE)
- 7. Four year college graduate (bachelors)
- 8. Graduate work (masters, doctorate, law, medical school)
- 9. Don't know / refused

Q: Q13a \*\*\*\*\*

For statistical purposes only, in what year were you born?

(Interviewer: Enter the four-digit year. If the respondent refuses to answer the question, enter 9999.)

\_\_\_\_\_

Q: Q14\*\*\*\*\*

Are you of Latino or Hispanic origin, such as Mexican, Puerto Rican, Cuban or some other Spanish-speaking background?

- 1. Yes
- 2. No
- 9. Don't Know / Refused (DO NOT READ)

Q: Q15\*\*\*\*\*  
Which of the following describes your race? You can select as many as apply.

(INTERVIEWER: CHECK ALL THAT APPLY. IF THE RESPONDENT SAYS HISPANIC, ASK IF SHE / HE IS WHITE HISPANIC OR BLACK HISPANIC. IF THE RESPONDENT REFUSES TO SAY, CODE THE RESPONDENT AS SOME OTHER RACE.)

- 1. White
- 2. Black or African-American
- 3. Native American
- 4. Asian or Asian-American
- 5. Some other race (DO NOT READ)
- 9. Don't Know / Refused (DO NOT READ)

Q: Q16\*\*\*\*\*  
So that we can group answers, is your total annual family income before taxes....?

- 1 Under \$35,000
- 2 \$35,000 to just under \$70,000
- 3 \$70,000 to just under \$100,000
- 4 \$100,000 or more
- 9 Don't Know/ Refused (DO NOT READ)

Q: THANK1\*\*\*\*\*  
That concludes the survey. Thank you very much for your help. The results of the survey will be released in The Springfield Republican newspaper and on MassLive.com beginning Sunday, April 21st.

Sometimes we need to re-contact people to verify that this interview took place, or someone writing up the results for a news report may want to know more about how you feel. Would it be okay for us to re-contact you if necessary?

[IF YES, ASK: Could I please have just your first name?]

- 1. Yes  
If yes, First name\_\_\_\_\_
- 2. No

Thank you for your time. Have a good day / evening.

Q: TERM1\*\*\*\*\*  
We are only interviewing residents of Massachusetts for this study.  
Thank you for your time. Have a good day / evening.