

**Western New England University Polling Institute
Massachusetts Statewide Survey, June 16-20, 2013, Final Draft
Cell Phone Version**

Date: _____ Time: _____ Interviewer: _____

Respondent phone number: _____ Record number: _____

Q: INTRO *****

Hello, my name is (first name),

I am calling on behalf of Western New England University. We are conducting a public opinion survey in Massachusetts. The survey takes no more than eight minutes and all answers are confidential. Would you be willing to take the survey?

IF YES, CLICK NEXT TO CONTINUE.

IF NO, HIT CTRL-END AND CODE AS A REFUSAL.

IF THEY WANT TO SCHEDULE A CALLBACK, HIT CTRL-END AND SCHEDULE A CALLBACK.

IF THERE IS NO ANSWER, HIT CTRL-END AND CODE THE PHONE NUMBER APPROPRIATELY.

IF RESPONDENT OBJECTS TO RECEIVING A CALL ON A CELL PHONE:

"I understand that this is a cell phone number. We are calling both cell phone and landline numbers to ensure we have a representative sample. Would you be willing to complete this short survey?"

Q: SAFE *****

Are you in a place where you can safely talk on the phone and answer my questions?
For example, if you are driving we can schedule a time to call back.

IF THE ANSWER IS YES, CLICK NEXT TO CONTINUE.

IF THE ANSWER IS YES, BUT THE RESPONDENT SAYS HE / SHE IS DRIVING, SAY THAT WE WILL CALL THEM BACK. HIT CTRL-END AND SCHEDULE A CALLBACK.

IF THE ANSWER IS NO, HIT CTRL-END AND SCHEDULE A CALLBACK.

Q: SCREEN *****

Are you age 18 or older?

IF THE ANSWER IS YES, CLICK NEXT TO CONTINUE.

IF THE ANSWER IS NO, THANK THE RESPONDENT FOR HIS / HER TIME, AND EXPLAIN THAT WE ARE ONLY INTERVIEWING ADULTS FOR THE SURVEY. THEN, HIT CTRL-END AND CODE THE RESPONDENT AS INELIGIBLE.

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: Q2a*****

What is the name of the county in Massachusetts where you live?

(INTERVIEWER: DO NOT READ CHOICES)

- 1. Barnstable
- 2. Berkshire
- 3. Bristol
- 4. Dukes
- 5. Essex
- 6. Franklin
- 7. Hampden
- 8. Hampshire
- 9. Middlesex
- 10. Nantucket
- 11. Norfolk
- 12. Plymouth
- 13. Suffolk
- 14. Worcester
- 15. Other (Specify): _____
- 99. Don't know / refused

Q: Q2*****

GENDER (by observation)

- 1. Male
- 2. Female

Q: PRES1*****

Do you approve or disapprove of the way Barack Obama is handling his job as president?

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

Q: Q41*****

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

- 1. Yes (Go to Q. Q42)
- 2. No (Go to Q. Q10a)
- 9. Don't know / Refused (DO NOT READ) (Go to Q. Q10a)

Q: Q42*****
In politics today, do you consider yourself a Democrat,
Republican, Independent or something else?

- 1 Democrat (Go to Q. Q43)
- 2 Republican (Go to Q. Q43)
- 3 Independent (Go to Q. Q42a)
- 4 Something else/ Other (Go to Q. Q42a)
- 9 Don't Know/Refused (DO NOT READ) (Go to Q. Q42a)

Q: Q42a*****
Do you lean more toward the Democratic Party or more toward the Republican Party?

- 1 Democratic
- 2 Republican
- 3 Other Party (DO NOT READ)
- 4 Neither (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 – Q45 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 Gabriel Gomez?

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

Q: Q44a*****

As you may know, Massachusetts voters will vote for a United States Senator on June 25th. How much INTEREST do you have in this election - a lot, some, a little, or none at all?

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

- 1. A lot
- 2. Some
- 3. A little
- 4. None at all
- 9. Don't Know/ Refused (DO NOT READ)

Q: Q45a*****

Do you think you will definitely vote, probably vote, probably NOT vote, or definitely NOT vote in the election on June 25th?

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

- 1. Definitely will (GO TO Q. Q8)
- 2. Probably will (GO TO Q. Q8)
- 3. Probably will not (GO TO Q. Q8)
- 4. Definitely will not (GO TO Q. Q8)
- 8. Has already voted with an absentee ballot (DO NOT READ) (GO TO Q. Q45b)
- 9. Don't Know/ Refused (DO NOT READ) (GO TO Q. Q8)

Q: Q45b*****

Did you vote for

Gabriel Gomez, the Republican
Ed Markey, the Democrat

or some other candidate for Senate?

(The names of Ed Markey and Gabriel Gomez should rotate in random order in the question stem)

- 1. Ed Markey, the Democrat (GO TO Q. Q495)
- 2. Gabriel Gomez, the Republican (GO TO Q. Q495)
- 3. Another candidate (specify) _____ (GO TO Q. Q495)
- 9. Refused to answer (DO NOT READ) (GO TO Q. Q495)

Q: Q8 *****

Do you happen to know where people who live in your neighborhood go to vote?

(INTERVIEWER: DON'T READ RESPONSES. IF RESPONDENT SAYS YES, PROBE: Where is that?)

- 1. Yes, names location (enter location in box)_____
- 2. Yes, but does not name location
- 3. No
- 4. Don't know / Refused (DO NOT READ)

Q. Q8B*****

In the election for governor in 2010, did things come up that kept you from voting, or did you happen to vote in that election?

- 1. DID NOT vote in the 2010 election for governor (DO NOT READ)
- 2. DID vote in the 2010 election for governor (DO NOT READ)
- 3. Not eligible to vote in the 2010 election due to age (DO NOT READ)
- 4. Not eligible to vote in the 2010 election because respondent lived outside of Massachusetts at the time (DO NOT READ)
- 9 Don't know / Refused (DO NOT READ)

Q: MATCH1 *****

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. Q494C)
- 2. Gabriel Gomez, the Republican (GO TO Q. Q494C)
- 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 (GO TO Q. Q494C)
- 2. Gabriel Gomez, the Republican (GO TO Q. Q494C)
- 8. Don't know / Undecided (DO NOT READ) (GO TO Q. Q495)
- 9. Refused (DO NOT READ) (GO TO Q. Q495)

Q: Q494C*****

Are you very sure about your choice for the Senate, or might you change your mind before Election Day?

(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: Q495 *****

(We can compare this question to the Sept. 28 – Oct. 4, 2012 and April 11-18, 2013 surveys)
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: TRAIT*****

(NOTE: NAMES OF CANDIDATES ROTATE IN RANDOM ORDER IN THIS QUESTION)

Regardless of how you plan to vote in the Senate election, please tell me whether you think each of the following statements applies more to

Gabriel Gomez

or

Ed Markey

(Note: Do not read choices "Neither," "Both," and "Don't Know / Refused")

	Gomez	Markey	Neither	Both	DK / Refused
Is honest and trustworthy					
Has the experience to effectively represent Massachusetts in Washington					
Cares more about people like you					
Can work with senators from both parties to solve problems					
Has the best ideas for creating jobs in Massachusetts					
Has the best ideas to reform gun laws					
Has the best ideas to reform the federal tax code					

(NOTE: QUESTIONS Q495A AND Q495B ROTATE IN RANDOM ORDER)

Q: Q495A *****

Which of the following words best describes Gabriel Gomez?
If you don't know enough to give an answer, just tell me and we'll move on.

1. Very liberal
2. Somewhat liberal
3. Moderate
4. Somewhat conservative
5. Very conservative
8. Don't know
9. Refused (DO NOT READ)

Q: Q495B *****

Which of the following words best describes Ed Markey?
If you don't know enough to give an answer, just tell
me and we'll move on.

1. Very liberal
2. Somewhat liberal
3. Moderate
4. Somewhat conservative
5. Very conservative
8. Don't know
9. Refused (DO NOT READ)

Q: Q9 *****

In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time.

Thinking about the 2012 presidential election between Barack Obama and Mitt Romney, which of the following statements best describes you:

1. I did not vote in the 2012 presidential election
2. I thought about voting in 2012 - but didn't
3. I usually vote, but didn't in 2012
4. I am sure I voted in 2012
8. I wasn't old enough to vote in 2012 (DO NOT READ)
9. Don't know / Refused (DO NOT READ)

Q: Q10a *****

Now, thinking about your telephone use, is there at least one telephone INSIDE
your home that is currently working and is not a cell phone?

- | | |
|---------------------------------------|-----------------|
| 1. Yes, has a home telephone | (Go to Q. Q10b) |
| 2. No, does not have a home telephone | (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, June 23rd.

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.