

**Western New England University Polling Institute
Massachusetts Statewide Survey, March 31 – April 7, 2014: Final Draft
Cell Phone 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 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: Q41 *****

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

- 1. Yes (GO TO Q42r)
- 2. No (GO TO CAS1)
- 9. Don't know / Refused (DO NOT READ) (GO TO CAS1)

Q: Q42r *****

Are you registered as a

- 1 Democrat
- 2 Republican
- 3 Unenrolled or independent voter
- 4 Or something else? (specify) _____
- 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)

[QUESTIONS Q44 THROUGH Q51 ROTATE IN RANDOM ORDER]

(Interviewer: if the respondent asks who these individuals are, reply, "They are simply active in public life. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.")

Q: Q44 *****

Do you have a favorable or unfavorable opinion of Charlie Baker?

- 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 Steve Grossman (pronounced Gr-oe-ssman)?

- 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 Martha Coakley (pronounced Coke-lee)?

- 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 Don Berwick?

- 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 Joe Avellone (pronounced Ah-veh-loan)?

- 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 Juliette Kayyem (pronounced Ky-yem)?

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

Q: Q50 *****

Do you have a favorable or unfavorable opinion of Evan Falchuk (pronounced "fall-chuck")?

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

Q: Q51 *****

Do you have a favorable or unfavorable opinion of Jeff McCormick?

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

Q: INT *****

As you may know, Massachusetts voters will elect a governor in November. 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: MATCH2 *****

Next, I am going to read a list of names, and I can repeat the list if that helps.

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

- Martha Coakley, the Democrat
- Charlie Baker, the Republican
- Evan Falchuk, the independent
- Jeff McCormick, the independent

for whom would you vote?

(Note: The names of the Democrat and the Republican should rotate in random order as the first and second choices that the interviewer reads. The names of the independent candidates should rotate as the third and fourth choices that the interviewer reads.)

- | | |
|---|--------------------|
| 1. Martha Coakley, the Democrat | (GO TO Q. MATCH1) |
| 2. Charlie Baker, the Republican | (GO TO Q. MATCH1) |
| 3. Evan Falchuk, independent | (GO TO Q. MATCH1) |
| 4. Jeff McCormick, independent | (GO TO Q. MATCH1) |
| 5. Some other candidate | (GO TO Q. MATCH2B) |
| 6. Wouldn't vote (DO NOT READ) | (GO TO Q. MATCH2B) |
| 7. 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

- Martha Coakley, the Democrat
- Charlie Baker, the Republican
- Evan Falchuk, the independent
- Jeff McCormick, the independent

(Note: The names of the Democrat and the Republican should rotate in random order as the first and second choices that the interviewer reads. The names of the independent candidates should rotate as the third and fourth choices that the interviewer reads.)

- 1. Martha Coakley, the Democrat
- 2. Charlie Baker, the Republican
- 3. Evan Falchuk, the independent
- 4. Jeff McCormick, the independent
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: MATCH1 *****

Once more, I am going to read a list of names, and I can repeat the list if that helps.

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

- Steve Grossman, the Democrat
- Charlie Baker, the Republican
- Evan Falchuk, the independent
- Jeff McCormick, the independent

for whom would you vote?

(Note: The names of the Democrat and the Republican should rotate in random order as the first and second choices that the interviewer reads. The names of the independent candidates should rotate as the third and fourth choices that the interviewer reads.)

- 1. Steve Grossman, the Democrat (GO TO Q. CAS1)
- 2. Charlie Baker, the Republican (GO TO Q. CAS1)
- 3. Evan Falchuk, independent (GO TO Q. CAS1)
- 4. Jeff McCormick, independent (GO TO Q. CAS1)
- 5. Some other candidate (GO TO Q. MATCH1B)
- 6. Wouldn't vote (DO NOT READ) (GO TO Q. MATCH1B)
- 7. 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

- Steve Grossman, the Democrat
- Charlie Baker, the Republican
- Evan Falchuk, the independent
- Jeff McCormick, the independent

(Note: The names of the Democrat and the Republican should rotate in random order as the first and second choices that the interviewer reads. The names of the independent candidates should rotate as the third and fourth choices that the interviewer reads.)

- 1. Steve Grossman, the Democrat
- 2. Charlie Baker, the Republican
- 3. Evan Falchuk, the independent
- 4. Jeff McCormick, the independent
- 8. Don't know / Undecided (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: CAS1 *****

Next, we'd like to ask you some questions about casinos.

Massachusetts is considering licensing up to three casinos in the state. Do you support or oppose establishing casinos in Massachusetts?

- 1. Support
- 2. Oppose
- 9. Don't know / Refused (DO NOT READ)

Q: CAS2 *****

Do you support or oppose having a casino in your community?

- 1. Support
- 2. Oppose
- 9. Don't know / Refused (DO NOT READ)

Q: CAS3 *****

Thinking about the issue of establishing casinos in the state, how important is this issue **to you personally**?

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

Q: MAR1 *****

Next, we'd like to ask some questions about the Boston Marathon. Have you ever attended the Boston Marathon, either as a spectator, participant, volunteer, or in some other role?

- 1. Yes (GO TO Q. MAR2)
- 2. No (GO TO Q. MAR3)
- 9. Don't know / Refused (DO NOT READ) (GO TO Q. MAR3)

Q: MAR2 *****

Did you attend the Boston Marathon last year?

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

Q: MAR3 *****

Are you planning to attend the Boston Marathon this year, either as a participant, spectator, volunteer, or in some other role?

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

Q: MAR4 *****

How confident are you that law enforcement agencies will be able to keep the Boston Marathon safe from violence this year? Are you...

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

Q: MAR5 *****

Dzhokhar Tsarnaev (pronounced Joe-car Sar-n-eye-ev) faces trial on charges that he and his brother set off two bombs at the Boston Marathon last year. If Tsarnaev (pronounced Sar-n-eye-ev) is found guilty of those charges, should he be sentenced to

(INTERVIEWER: RESPONSES ROTATE)

Death

or

Life in prison with no chance of parole

- 1. Death
- 2. Life in prison with no chance of parole
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

Q. MAR6 *****

Generally speaking, do you think the Marathon bombing changed the city of Boston in a lasting way, or not?

- 1. Yes (GO TO Q. MAR7)
- 2. No (GO TO Q. Q10A)
- 8. Don't know (DO NOT READ) (GO TO Q. Q10A)
- 9. Refused (DO NOT READ) (GO TO Q. Q10A)

Q. MAR7 *****

Was it a change for the better, or a change for the worse?

- 1. Change for the better
- 2. Change for the worse
- 3. Change for both better and worse (DO NOT READ)
- 8. Don't know (DO NOT READ)
- 9. Refused (DO NOT READ)

Q: Q10a*****

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

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. Q41)
- 9. Don't know / Refused (DO NOT READ) (Go to Q. Q41)

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*****

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 or Caucasian
- 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. If you would like to see the results of the survey, they will be posted beginning on Tuesday, April 8th, on the Western New England University web site at www.wne.edu. Have a good day / evening.

(HIT ANY KEY TO CONTINUE)

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