Western New England University Polling Institute  
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 survey that takes eight minutes or less, 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

What is your gender?

1. Male
2. Female
Q: Q41
Are you currently registered to vote at the address where you live or not?

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

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

1 Democrat
2 Republican
3 Independent
4 Something else / Other
9 Don't Know/Refused (DO NOT READ)

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: Q42B
Thinking about your voter registration that is on file with your local election office, 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.

(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.")
(HIT ANY KEY TO CONTINUE)

[Questions Q45 through Q51 rotate in random order]

Q: Q45
Do you have a favorable or unfavorable opinion of Hillary Clinton?

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)

Q: Q46
Do you have a favorable or unfavorable opinion of Bernie Sanders?

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)
Q: Q47

Do you have a favorable or unfavorable opinion of Joe Biden?

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)

Q: Q48

Do you have a favorable or unfavorable opinion of Donald Trump?

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)

Q: Q49

Do you have a favorable or unfavorable opinion of Jeb Bush?

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)
Q: Q50 ****************************
Do you have a favorable or unfavorable opinion of Ben Carson?

   (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.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)

Q: Q51 ****************************
Do you have a favorable or unfavorable opinion of Carly Fiorina (pronounced fee-or-eena)?

   (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.")

1. Favorable
2. Unfavorable
3. Haven't heard of
4. Have heard of the person, but have no opinion of the person
9. Refused (DO NOT READ)
Q: PRES1

Next I would like to ask your views on possible match-ups in the presidential election that will take place in 2016.

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

Hillary Clinton, the Democrat

and

Donald Trump, the Republican

would you vote for

Hillary Clinton

Donald Trump

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

1. Hillary Clinton, the Democrat
2. Donald Trump, the Republican
3. Some other candidate
4. Wouldn't vote (DO NOT READ)
5. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)
Q: PRES1B ****************************
At this moment do you lean more toward

Hillary Clinton, the Democrat

or more toward

Donald Trump, the Republican

[Names of candidates rotate in random order in the question.]

1. Hillary Clinton
2. Donald Trump
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: PRES2 ****************************
If the election for President were held today, and the candidates were

Hillary Clinton the Democrat

and

Jeb Bush, the Republican

would you vote for

Hillary Clinton

Jeb Bush

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

1. Hillary Clinton, the Democrat  GO TO Q. PRES3
2. Jeb Bush, the Republican  GO TO Q. PRES3
3. Some other candidate  GO TO Q. PRES2B
4. Wouldn't vote (DO NOT READ)  GO TO Q. PRES2B
5. Don't know / Undecided (DO NOT READ)  GO TO Q. PRES2B
9. Refused (DO NOT READ)  GO TO Q. PRES2B
Q: PRES2B

At this moment do you lean more toward

Hillary Clinton, the Democrat

or more toward

Jeb Bush, the Republican

[Names of candidates rotate in random order in the question.]

1. Hillary Clinton
2. Jeb Bush
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: PRES3

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

Hillary Clinton, the Democrat

and

Carly Fiorina, the Republican

would you vote for

Hillary Clinton

Carly Fiorina

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

1. Hillary Clinton, the Democrat  GO TO Q. PRES4
2. Carly Fiorina, the Republican  GO TO Q. PRES4
3. Some other candidate  GO TO Q. PRES3B
4. Wouldn't vote (DO NOT READ)  GO TO Q. PRES3B
5. Don't know / Undecided (DO NOT READ)  GO TO Q. PRES3B
9. Refused (DO NOT READ)  GO TO Q. PRES3B
Q: PRES3B ****************************
At this moment do you lean more toward

Hillary Clinton, the Democrat

or more toward

Carly Fiorina, the Republican

[Names of candidates rotate in random order in the question.]

1. Hillary Clinton
2. Carly Fiorina
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: PRES4 ****************************
Just three more match-ups to go.

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

Bernie Sanders, the Democrat

and

Donald Trump, the Republican

would you vote for

Bernie Sanders

Donald Trump

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

1. Bernie Sanders, the Democrat       GO TO Q. PRES5
2. Donald Trump, the Republican      GO TO Q. PRES5
3. Some other candidate              GO TO Q. PRES4B
4. Wouldn't vote (DO NOT READ)        GO TO Q. PRES4B
5. Don't know / Undecided (DO NOT READ) GO TO Q. PRES4B
9. Refused (DO NOT READ)              GO TO Q. PRES4B
Q: PRES4B *******************************************************************
At this moment do you lean more toward

Bernie Sanders, the Democrat

or more toward

Donald Trump, the Republican

[Names of candidates rotate in random order in the question.]

1. Bernie Sanders
2. Donald Trump
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: PRES5 *******************************************************************
If the election for President were held today, and the candidates were

Bernie Sanders, the Democrat

and

Jeb Bush, the Republican

would you vote for

Bernie Sanders

Jeb Bush

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

1. Bernie Sanders, the Democrat  GO TO Q. PRES6
2. Jeb Bush, the Republican  GO TO Q. PRES6
3. Some other candidate  GO TO Q. PRES5B
4. Wouldn't vote (DO NOT READ)  GO TO Q. PRES5B
5. Don't know / Undecided (DO NOT READ)  GO TO Q. PRES5B
9. Refused (DO NOT READ)  GO TO Q. PRES5B
Q: PRES5B

At this moment do you lean more toward

Bernie Sanders, the Democrat

or more toward

Jeb Bush, the Republican

[Names of candidates rotate in random order in the question.]

1. Bernie Sanders
2. Jeb Bush
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: PRES6

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

Bernie Sanders, the Democrat

and

Carly Fiorina, the Republican

would you vote for

Bernie Sanders

Carly Fiorina

or some other candidate for President?

[Names of candidates rotate in random order in parts one and two of the question.]

1. Bernie Sanders, the Democrat GO TO Q. Q495
2. Carly Fiorina, the Republican GO TO Q. Q495
3. Some other candidate GO TO Q. PRES6B
4. Wouldn't vote (DO NOT READ) GO TO Q. PRES6B
5. Don't know / Undecided (DO NOT READ) GO TO Q. PRES6B
9. Refused (DO NOT READ) GO TO Q. PRES6B
Q: PRES6B

At this moment do you lean more toward

Bernie Sanders, the Democrat

or more toward

Carly Fiorina, the Republican

[Names of candidates rotate in random order in the question.]

1. Bernie Sanders
2. Carly Fiorina
8. Don't know / Undecided (DO NOT READ)
9. Refused (DO NOT READ)

Q: Q495

In your own words, what is the most important issue to you personally in deciding whom to support for president?

[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. Illegal immigration
09. Social Security / retirement
10. Character / morals / ethics / personal integrity of the candidate
11. Defense / war on terror / national security / homeland security
12. Gun control
13. Environment
14. Crime
95. No Issue / The professional background of the candidate
96. No Issue / The party of the candidate
98. Other, specify: _____________________________________
99. Don't know/Refused
Q: ENTHUS  *******************************************************************
How enthusiastic would you say you are about voting for president in next year's election?

1. Extremely enthusiastic
2. Very enthusiastic
3. Somewhat enthusiastic
4. Not too enthusiastic
5. Not at all enthusiastic
9. No opinion (DO NOT READ)

Q: FIELD  ********************************************************************
Thinking about the field of candidates for president, which of the following statements comes closest to your view?

1. I am satisfied with the current field of candidates  GO TO Q. Q10A
2. I would like to see someone else enter the race  GO TO Q. NEWCAND
9. Don't know / Refused (DO NOT READ)  GO TO Q. Q10A

Q: NEWCAND  ***********************************************************************
Whom would you like to see enter the race for president?

(Interviewer: Enter the name below.)

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. 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: 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 Friday, October 9th, on the Western New England University web site at www.wne.edu. 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.