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Project Code: UMAS0004
Project Name: Massachusetts Survey
Prepared for: Brian Schaffner
Interviews: 500
Field Period: 11/9 - 11/22
Project Manager: Sam Luks
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Matching and Weighting

YouGov interviewed 548 respondents who were then matched down to a sample of 500 to produce the final dataset. The respondents were matched on gender, age, race, education, party identification, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known marginals for U.S. citizens from the state of Massachussetts from the 2007 American Community Survey. Those marginals are shown below.

Age: 18-29: 20.80%
30-64: 61.99%
65+: 17.17%

Gender: Male: 48.21%
Female: 51.75%

Race: White/Other: 88.05%
Black: 5.11%
Hispanic: 6.82%

Education: HS or less: 40.58%
Some College: 25.27%
College Graduate: 20.27%
Post-graduate: 13.86%

Variable List

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Name	Description
caseid	Case ID
weight	Case Weight
Q15_treat	Q15 Treatment
Q18_treat	Q18 Treatment
zipcode2	inputzip
birthyr	Birth Year
educ	Education
race	Race
Q1	U.S. Right direction/wrong track
Q2	Mass. Right direction/wrong track
Q3a	Approval - Obama
Q3b	Approval - Deval Patrick
Q3c	Approval - John Kerry
Q3d	Approval - Scott Brown
Q3e	Approval - Congress
Q3f	Approval - State Leg
Q4	Party registration
Q5	Brown/Coakley vote
Q6	Primary vote
Q7	Primary Choice
Q8	General Senate vote
Q9	Warren
Q10	Brown
Q11a	Issue comparisons - Economy
Q11b	Issue comparisons - Health care
Q11c	Issue comparisons - Terrorism
Q11d	Issue comparisons - Taxes
Q12	Presidential Vote
Q13	President vote Romney
Q14	Happy Hour
Q15	Teacher personnel decisions

Q17	Casinos
q17b	Percentage of budget on UMASS
Q18	UMASS funding
Q19	Health care state
Q20	Health care own
Q22	Tea Party
Q23	Occupy Wall Street
gender	Gender
pid7	7 point Party ID
pid3	3 point party ID
marstat	Marital Status
employ	Employment Status
union	Union membership
pew_bornagain	Born Again (Pew version)
pew_religimp	Importance of religion (Pew version)
pew_churatd	Church attendance (Pew version)
pew_prayer	Frequency of Prayer (Pew version)
religpew	Pew religion
religpew_protestant	Protestant Church
ideo5	Ideology
newsint	Interest in news and public affairs
income	Family income
votereg	Voter Registration Status
inputstate	State of Residence

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Verbatims

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Q9_t	Warren text
Q10_t	Brown text
cand_1	Candidate 1
cand_2	Candidate 2

Variable Map and Codebook

Name: caseid
Description: Case ID

Name: weight
Description: Case Weight

Name: Q15_treat
Description: Q15 Treatment

Count	Code	Label
240	1	Massachusetts Teachers Association
260	2	Control
0	8	Skipped
0	9	Not Asked

Name: Q18_treat
Description: Q18 Treatment

Count	Code	Label
251	1	Extra text
249	2	Control
0	8	Skipped
0	9	Not Asked

Name: zipcode2
Description: inputzip

Count	Code	Label
0	999998	Skipped
0	999999	Not Asked

Name: birthyr
Description: Birth Year

Count	Code	Label
0	9998	Skipped
0	9999	Not Asked

Name: educ
Description: Education

Count	Code	Label
21	1	No HS
170	2	High school graduate
99	3	Some college
30	4	2-year
115	5	4-year
65	6	Post-grad
0	8	Skipped
0	9	Not Asked

Name: race
Description: Race

Count	Code	Label
426	1	White
18	2	Black
17	3	Hispanic
11	4	Asian
3	5	Native American
7	6	Mixed
18	7	Other
0	8	Middle Eastern
0	98	Skipped
0	99	Not Asked

==========

Name: Q1
Description: U.S. Right direction/wrong track

Count	Code	Label
61	1	Right direction
361	2	Wrong track
77	3	Not sure
1	8	Skipped
0	9	Not Asked

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Name: Q2
Description: Mass. Right direction/wrong track

Count	Code	Label
158	1	Right direction
263	2	Wrong track
79	3	Not sure
0	8	Skipped
0	9	Not Asked

==========

Name: Q3a
Description: Approval - Obama

Count	Code	Label
77	1	Strongly Approve
157	2	Somewhat Approve
73	3	Somewhat Disapprove
174	4	Strongly Disapprove
16	5	Not sure
3	8	Skipped
0	9	Not Asked

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Name: Q3b
Description: Approval - Deval Patrick

Count	Code	Label
75	1	Strongly Approve
159	2	Somewhat Approve
84	3	Somewhat Disapprove
143	4	Strongly Disapprove
37	5	Not sure
2	8	Skipped
0	9	Not Asked

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================================================================================
Name:         Q3c
Description:  Approval - John Kerry

        Count Code Label
        ----- ---- -----
           61    1 Strongly Approve
          157    2 Somewhat Approve
           83    3 Somewhat Disapprove
          141    4 Strongly Disapprove
           54    5 Not sure
            4    8 Skipped
            0    9 Not Asked

================================================================================
Name:         Q3d
Description:  Approval - Scott Brown

        Count Code Label
        ----- ---- -----
           43    1 Strongly Approve
          145    2 Somewhat Approve
          118    3 Somewhat Disapprove
          129    4 Strongly Disapprove
           63    5 Not sure
            2    8 Skipped
            0    9 Not Asked

================================================================================
Name:         Q3e
Description:  Approval - Congress

        Count Code Label
        ----- ---- -----
            8    1 Strongly Approve
           49    2 Somewhat Approve
          151    3 Somewhat Disapprove
          250    4 Strongly Disapprove
           39    5 Not sure
            3    8 Skipped
            0    9 Not Asked

================================================================================
Name:         Q3f
Description:  Approval - State Leg

        Count Code Label
        ----- ---- -----
           11    1 Strongly Approve
          124    2 Somewhat Approve
          128    3 Somewhat Disapprove
          159    4 Strongly Disapprove
           76    5 Not sure
            2    8 Skipped
            0    9 Not Asked

================================================================================
Name:         Q4
Description:  Party registration

        Count Code Label
        ----- ---- -----
          156    1 Yes, I'm registered as a Democrat
           67    2 Yes, I'm registered as a Republican
          226    3 Yes, I'm registered as unenrolled (no party affiliation de
           48    4 I am not currently registered to vote
            3    8 Skipped
            0    9 Not Asked
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Name: Q5
Description: Brown/Coakley vote

Count	Code	Label
190	1	Yes, I voted for Scott Brown
147	2	Yes, I voted for Martha Coakley
20	3	Yes, I voted for some other candidate
88	4	No, I was not able to vote in that election
4	8	Skipped
51	9	Not Asked

==========

Name: Q6
Description: Primary vote

Count	Code	Label
117	1	Very likely
16	2	Somewhat likely
7	3	Somewhat unlikely
7	4	Very unlikely
8	5	Not sure
1	8	Skipped
344	9	Not Asked

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Name: Q7
Description: Primary Choice

Count	Code	Label
90	1	Elizabeth Warren
8	2	Thomas Conroy
6	3	Marisa DeFranco
2	4	Herb Robinson
16	5	Someone else
10	6	I would not vote in this race
1	8	Skipped
367	9	Not Asked

==========

Name: Q8
Description: General Senate vote

Count	Code	Label
172	1	Republican Scott Brown
187	2	Democrat Elizabeth Warren
15	3	Someone else
63	4	Not sure
7	5	Would note vote
4	8	Skipped
52	9	Not Asked

==========

Name: Q9
Description: Warren

Count	Code	Label
296	1	
152	2	Don't know enough about her
1	8	Skipped
51	9	Not Asked

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================================================================================
Name:         Q10
Description:  Brown

        Count Code Label
        ----- ---- -----
          377    1
           70    2 Don't know enough about him
            2    8 Skipped
           51    9 Not Asked

================================================================================
Name:         Q11a
Description:  Issue comparisons - Economy

        Count Code Label
        ----- ---- -----
          146    1 Scott Brown
          167    2 Elizabeth Warren
           71    3 Neither
            6    4 Both
           59    5 Not sure
            0    8 Skipped
           51    9 Not Asked

================================================================================
Name:         Q11b
Description:  Issue comparisons - Health care

        Count Code Label
        ----- ---- -----
          130    1 Scott Brown
          180    2 Elizabeth Warren
           69    3 Neither
            9    4 Both
           60    5 Not sure
            1    8 Skipped
           51    9 Not Asked

================================================================================
Name:         Q11c
Description:  Issue comparisons - Terrorism

        Count Code Label
        ----- ---- -----
          154    1 Scott Brown
          111    2 Elizabeth Warren
           79    3 Neither
           28    4 Both
           74    5 Not sure
            3    8 Skipped
           51    9 Not Asked

================================================================================
Name:         Q11d
Description:  Issue comparisons - Taxes

        Count Code Label
        ----- ---- -----
          138    1 Scott Brown
          162    2 Elizabeth Warren
           75    3 Neither
            8    4 Both
           64    5 Not sure
            2    8 Skipped
           51    9 Not Asked

================================================================================
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Name: Q12
Description: Presidential Vote

Count	Code	Label
228	1	Barack Obama
114	2	$cand_2
68	3	Someone else
33	4	Not sure
6	5	Would not vote
0	8	Skipped
51	9	Not Asked

==========

Name: Q13
Description: President vote Romney

Count	Code	Label
216	1	Barack Obama
151	2	Mitt Romney
39	3	Someone else
37	4	Not sure
2	5	Would not vote
4	8	Skipped
51	9	Not Asked

==========

Name: Q14
Description: Happy Hour

Count	Code	Label
236	1	Change the law to allow discounted alcoholic drinks
221	2	Continue the ban on discounted alcoholic drinks
42	3	Not sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q15
Description: Teacher personnel decisions

Count	Code	Label
160	1	Entirely on teacher effectiveness (no consideration to senio
262	2	More on effectiveness than seniority
31	3	More on seniority than effectiveness
10	4	Entirely on teacher seniority (no consideration to effective
36	5	Not sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q17
Description: Casinos

Count	Code	Label
111	1	More likely to vote for the representative
137	2	Less likely to vote for the representative
229	3	It would not matter
19	4	Not sure
4	8	Skipped
0	9	Not Asked

==========

Name: q17b

Description: Percentage of budget on UMASS

Count	Code	Label
7	998	Skipped
0	999	Not Asked

==========

Name: Q18
Description: UMASS funding

Count	Code	Label
91	1	Significantly increased
108	2	Slightly increased
130	3	Kept about the same
47	4	Slightly decreased
36	5	Significantly decreased
87	6	Not sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q19
Description: Health care state

Count	Code	Label
194	1	Improved health care in the state
152	2	Worsened health care in the state
101	3	Made no difference
52	4	Not sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q20
Description: Health care own

Count	Code	Label
79	1	Improved your own healthcare
112	2	Worsened your own healthcare
284	3	Made no difference
22	4	Not sure
3	8	Skipped
0	9	Not Asked

==========

Name: Q22
Description: Tea Party

Count	Code	Label
97	1	Very positive
73	2	Somewhat positive
31	3	Neutral
49	4	Somewhat Negative
169	5	Very Negative
56	6	Don't know enough to say
22	7	No Opinion
3	8	Skipped
0	9	Not Asked

==========

Name: Q23
Description: Occupy Wall Street

Count	Code	Label
83	1	Very positive
108	2	Somewhat positive
49	3	Neutral
47	4	Somewhat Negative
140	5	Very Negative
64	6	Don't know enough to say
8	7	No Opinion
1	8	Skipped
0	9	Not Asked

==========

Name: gender
Description: Gender

Count	Code	Label
220	1	Male
280	2	Female
0	8	Skipped
0	9	Not Asked

==========

Name: pid7
Description: 7 point Party ID

Count	Code	Label
115	1	Strong Democrat
49	2	Not very strong Democrat
74	3	Lean Democrat
96	4	Independent
73	5	Lean Republican
23	6	Not very strong Republican
48	7	Strong Republican
21	8	Not sure
1	98	Skipped
0	99	Not Asked

==========

Name: pid3
Description: 3 point party ID

Count	Code	Label
164	1	Democrat
71	2	Republican
216	3	Independent
21	4	Other
28	5	Not sure
0	8	Skipped
0	9	Not Asked

==========

Name: marstat
Description: Marital Status

Count	Code	Label
258	1	Married
15	2	Separated
51	3	Divorced
24	4	Widowed
130	5	Single
21	6	Domestic partnership
1	8	Skipped
0	9	Not Asked

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================================================================================
Name:         employ
Description:  Employment Status

        Count Code Label
        ----- ---- -----
          191    1 Full-time
           74    2 Part-time
            2    3 Temporarily laid off
           45    4 Unemployed
           91    5 Retired
           27    6 Permanently disabled
           33    7 Homemaker
           24    8 Student
           13    9 Other
            0   98 Skipped
            0   99 Not Asked

================================================================================
Name:         union
Description:  Union membership

        Count Code Label
        ----- ---- -----
           40    1 Current
          122    2 Past
          335    3 Never
            3    8 Skipped
            0    9 Not Asked

================================================================================
Name:         pew_bornagain
Description:  Born Again (Pew version)

        Count Code Label
        ----- ---- -----
           68    1 Yes
          432    2 No
            0    8 Skipped
            0    9 Not Asked

================================================================================
Name:         pew_religimp
Description:  Importance of religion (Pew version)

        Count Code Label
        ----- ---- -----
          149    1 Very important
          139    2 Somewhat important
          101    3 Not too important
          111    4 Not at all important
            0    8 Skipped
            0    9 Not Asked

================================================================================
Name:         pew_churatd
Description:  Church attendance (Pew version)

        Count Code Label
        ----- ---- -----
           21    1 More than once a week
           70    2 Once a week
           35    3 Once or twice a month
           83    4 A few times a year
          132    5 Seldom
          154    6 Never
            5    7 Don't know
```

0	8	Skipped
0	9	Not Asked

==========

Name: pew_prayer
Description: Frequency of Prayer (Pew version)

Count	Code	Label
104	1	Several times a day
68	2	Once a day
69	3	A few times a week
14	4	Once a week
30	5	A few times a month
99	6	Seldom
100	7	Never
16	8	Don't know
0	98	Skipped
0	99	Not Asked

==========

Name: religpew
Description: Pew religion

Count	Code	Label
112	1	Protestant
183	2	Roman Catholic
1	3	Mormon
5	4	Eastern or Greek Orthodox
22	5	Jewish
2	6	Muslim
2	7	Buddhist
1	8	Hindu
27	9	Atheist
34	10	Agnostic
83	11	Nothing in particular
26	12	Something else
2	98	Skipped
0	99	Not Asked

==========

Name: religpew_protestant
Description: Protestant Church

Count	Code	Label
19	1	Baptist
9	2	Methodist
19	3	Nondenominational or Independent Church
9	4	Lutheran
5	5	Presbyterian
8	6	Pentecostal
22	7	Episcopalian
2	8	Church of Christ or Disciples of Christ
14	9	Congregational or United Church of Christ
0	10	Holiness
1	11	Reformed
0	12	Adventist
4	13	Jehovah's Witness
9	90	Something else
0	98	Skipped
379	99	Not Asked

==========

Name: ideo5
Description: Ideology

Count	Code	Label
63	1	Very liberal
84	2	Liberal
171	3	Moderate
105	4	Conservative
34	5	Very Conservative
43	6	Not sure
0	8	Skipped
0	9	Not Asked

==========

Name: newsint
Description: Interest in news and public affairs

Count	Code	Label
309	1	Most of the time
113	2	Some of the time
45	3	Only now and then
27	4	Hardly at all
6	7	Don't know
0	8	Skipped
0	9	Not Asked

==========

Name: income
Description: Family income

Count	Code	Label
8	1	Less than $10,000
18	2	$10,000 - $14,999
23	3	$15,000 - $19,999
17	4	$20,000 - $24,999
27	5	$25,000 - $29,999
58	6	$30,000 - $39,999
40	7	$40,000 - $49,999
33	8	$50,000 - $59,999
38	9	$60,000 - $69,999
34	10	$70,000 - $79,999
42	11	$80,000 - $99,999
26	12	$100,000 - $119,999
29	13	$120,000 - $149,999
28	14	$150,000 or more
79	15	Prefer not to say
0	98	Skipped
0	99	Not Asked

==========

Name: votereg
Description: Voter Registration Status

Count	Code	Label
450	1	Yes
44	2	No
6	3	Don't know
0	8	Skipped
0	9	Not Asked

==========

Name: inputstate
Description: State of Residence

Count	Code	Label
0	1	Alabama

0	2	Alaska
0	4	Arizona
0	5	Arkansas
0	6	California
0	8	Colorado
0	9	Connecticut
0	10	Delaware
0	11	District of Columbia
0	12	Florida
0	13	Georgia
0	15	Hawaii
0	16	Idaho
0	17	Illinois
0	18	Indiana
0	19	Iowa
0	20	Kansas
0	21	Kentucky
0	22	Louisiana
0	23	Maine
0	24	Maryland
500	25	Massachusetts
0	26	Michigan
0	27	Minnesota
0	28	Mississippi
0	29	Missouri
0	30	Montana
0	31	Nebraska
0	32	Nevada
0	33	New Hampshire
0	34	New Jersey
0	35	New Mexico
0	36	New York
0	37	North Carolina
0	38	North Dakota
0	39	Ohio
0	40	Oklahoma
0	41	Oregon
0	42	Pennsylvania
0	44	Rhode Island
0	45	South Carolina
0	46	South Dakota
0	47	Tennessee
0	48	Texas
0	49	Utah
0	50	Vermont
0	51	Virginia
0	53	Washington
0	54	West Virginia
0	55	Wisconsin
0	56	Wyoming
0	60	American Samoa
0	64	Federated States of Micronesia
0	66	Guam
0	68	Marshall Islands
0	69	Northern Mariana Islands
0	70	Palau
0	72	Puerto Rico
0	74	U.S. Minor Outlying Islands
0	78	Virgin Islands
0	81	Alberta
0	82	British Columbia
0	83	Manitoba
0	84	New Brunswick
0	85	Newfoundland
0	86	Northwest Territories
0	87	Nova Scotia
0	88	Nunavut
0	89	Ontario

```
            0   90 Prince Edward Island
            0   91 Quebec
            0   92 Saskatchewan
            0   93 Yukon Territory
            0   99 Not in the U.S. or Canada
            0  998 Skipped
            0  999 Not Asked
```