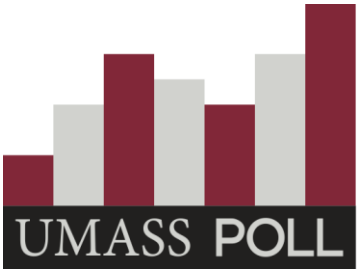

September 2014 UMass Amherst/WBZ Post-Primary Poll

(DRAFT Questionnaire)

Q1 – Party registration

SINGLE CHOICE

If R selects option 4 terminate interview…not eligible for the survey.

Are you registered to vote in Massachusetts?

1. Yes, I'm registered as a Democrat
2. Yes, I'm registered as a Republican
3. Yes, I'm registered as un-enrolled (no party affiliation declared)
4. I am not currently registered to vote

Q2 – U.S. Right Direction/Wrong Track

SINGLE CHOICE

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

1. Right Direction
2. Wrong Track

Q3– MA Right Direction/Wrong Track

SINGLE CHOICE

Do you think things in this Massachusetts are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

1. Right Direction
2. Wrong Track

Q4-Approval

GRID

Do you approve or disapprove of the way each is doing their job?

a) Governor Deval Patrick
b) Senator Elizabeth Warren
c) Senator Ed Markey

Response Options:

1. Strongly approve
2. Approve
3. Disapprove
4. Strongly disapprove
5. Not Sure

Q5-Patrick Better/Worse than Before

SINGLE CHOICE

Deval Patrick became Governor of Massachusetts in 2007. Thinking back on Governor Patrick's time in office, would you say that Massachusetts is better or worse off than it was before?

1. Better off than before
2. About the same
3. Worse off than before
4. Not Sure

Q6-Turnout

SINGLE CHOICE

Randomize bracketed text, 50% of respondents should be exposed to the bracketed text and the other 50% should not see the text.

Massachusetts held its primary election on September 9th. [Most people did not vote in this primary election.] Which of the following best describes you:

1. I did not vote in the primary election
2. I thought about voting in the primary but didn't
3. I usually vote, but didn't this time
4. I attempted to vote, but did not or could not
5. I definitely voted in the primary election

Q6a-Un-enrolled Primary

SINGLE CHOICE

Ask only if respondent selects option 5 from Q6 AND option 3 from Q1. Randomize response options 1-2.

In which party's 2014 Gubernatorial primary did you vote?

1. Democratic
2. Republican

Q6b-Democratic Primary Vote

SINGLE CHOICE

Ask if answer to Q1 is 1 (Yes, I am a registered Democrat) AND answer to Q6 is 5 (I definitely voted in the primary) OR if answer to Q6a is 1 (Democratic). Randomize response options 1-3.

For whom did you vote for in the Democratic Primary for Governor?

1. Steve Grossman
2. Martha Coakley
3. Donald Berwick
4. Other
5. Not Sure
6. I did not vote in the primary

Q6c- Republican Primary Vote

SINGLE CHOICE

Ask if answer to Q1 is 2 (Yes, I am a registered Republican) AND answer to Q6 is 5 (I definitely voted in the primary election) OR if answer to Q6a is 2 (Republican). Randomize response options 1-2.

For whom did you vote for in the Republican primary for Governor?

1. Charles Baker
2. Mark Fisher
3. Other
4. Not Sure
5. I did not vote in the primary

Q7- Vote likelihood

SLIDING SCALE

Sliding scale from 0-100. Label zero as "I definitely will not vote", 100 as "I definitely will vote", and the midpoint as "I have a 50/50 chance of voting".

The general election will be held on November 4th of this year. I would like you to rate your chances of voting in this election on a scale from 0 to 100. If 100 represents a person who will definitely vote, and 0 represents a person who will not vote, where on this scale of 0 to 100 do you place yourself?

Q8- Baker v. Coakley

SINGLE CHOICE- WITH POP-UP

Randomize response options 1 and 2;randomize the order of 3-5, but 1 and 2 should always appear above 3-5.

If the 2014 Massachusetts election for Governor were being held today, which candidate would you vote for?

1. Charles Baker (Republican)
2. Martha Coakley (Democrat)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. Other
7. Not sure
8. Would not vote

Q8a- Leaners

POP-UP

Ask as a pop-up if Q8=7 ("Not sure"). Randomize response options 1 and 2;randomize the order of 3-5, but always show 1 and 2 above 3-5.

Who would you say you are leaning towards voting for?

1. Charles Baker (Republican)
2. Martha Coakley (Democrat)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. Other
7. Not Sure

Q9- Miller v. Healey

SINGLE CHOICE

Randomize response options 1 and 2.

In the election for Attorney General, which candidate would you vote for?

1. John Miller (Republican)
2. Maura Healey (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q10- Galvin v. D'Arcangleo

SINGLE CHOICE

Randomize response options 1 and 2.

In the election for Secretary of the Commonwealth, which candidate would you vote for?

1. David D'Arcangelo (Republican)
2. William Galvin (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q11- Heffernan v. Goldberg

SINGLE CHOICE

Randomize response options 1 and 2.

In the election for Treasurer, which candidate would you vote for?

1. Mike Heffernan (Republican)
2. Deb Goldberg (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q12- Tisei v. Moulton

SINGLE CHOICE

Ask only of Respondents who reside in Massachusetts' 6th Congressional District. Randomize response options 1 and 2.

In the election for U.S. House of Representatives, which candidate would you vote for?

1. Richard Tisei (Republican)
2. Seth Moulton (Democrat)
3. Other
4. Not Sure
5. Would Not Vote

Q13- Coakley word

SHORT TEXT BOX

Randomize the order of Q13-14

What one word would you use to describe Martha Coakley?

Q14- Baker word

SHORT TEXT BOX

What one word would you use to describe Charles Baker?

Q15 – Ideological Placement

GRID

Randomize order of rows.

How would you rate each of the following individuals and groups?

Rows:

a. Yourself
b. Deval Patrick
c. Elizabeth Warren
d. Ed Markey
e. The Republican Party
f. The Democratic Party
g. Martha Coakley
h. Charles Baker

Columns:

1. Very liberal
2. Liberal
3. Somewhat liberal
4. Middle of the road
5. Somewhat conservative
6. Conservative
7. Very conservative
8. Not Sure

Q16- Issue open text

SHORT TEXT BOX

In thinking about the election for Governor, what issue is most important in your vote?

Q17- Candidate Traits Baker

RANK

Randomize the order of Q17-Q18. Randomize order of items to be ranked.

Please rank the following traits in terms of how well they fit Charles Baker.

a) Inspiring
b) Intelligent
c) Experienced
d) Likable
e) Honest
f) Bipartisan

Q18- Candidate Traits Coakley

RANK

Randomize order of items to be ranked.

Please rank the following traits in terms of how well they fit Martha Coakley.

a) Inspiring
b) Intelligent
c) Experienced
d) Likable
e) Honest
f) Bipartisan

Q19- Ballot Grid

DYNAMIC GRID

There will be four questions on the ballot in November. IF the election were held today, how would you vote on each of the following?

Question1: A yes vote would eliminate the requirement that the state's gas tax be adjusted annually based on the Consumer Price Index.
Question 2: A yes vote would expand the state's beverage container deposit law to require deposits on containers for all non-alcoholic, non-carbonated drinks with certain exceptions, increase the associated handling fees, and make other changes to the law.
Question 3: A yes vote would prohibit casinos, any gambling establishment with slot machines, and wagering on simulcast greyhound races.
Question 4: A yes vote would entitle employees in Massachusetts to earn and sue sick time according to certain conditions.

Response Options:

1. Yes
2. No
3. Not Sure

D1- Birth Year

In what year were you born?

D2- Gender

Are you male or female?

1. Male
2. Female

D3- Education

What is the highest level of education you have completed?

1. No HS
2. High school graduate
3. Some college
4. 2-year
5. 4-year
6. Post-grad

D4- Race

What race or ethnic group best describes you?

1. White
2. Black
3. Hispanic
4. Asian
5. Native American
6. Mixed
7. Other
8. Middle Eastern

D5- Hispanic

Are you of Spanish, Latino, or Hispanic origin or descent?

1. Yes
2. No

D6- Employment Status

Which of the following best describes your current employment status?

1. Full-time
2. Part-time
3. Temporarily laid off
4. Unemployed
5. Retired
6. Permanently disabled
7. Homemaker
8. Student
9. Other

D7- Marital Status

What is your marital status?

1. Married
2. Separated
3. Divorced
4. Widowed
5. Single
6. Domestic partnership

D8- PID 7

Would you call yourself a strong Democrat or a not very strong Democrat? Would you call yourself a strong Republican or a not very strong Republican? Do you think of yourself as closer to the Democratic or the Republican Party?

1. Strong Democrat
2. Not very strong Democrat
3. Lean Democrat
4. Independent
5. Lean Republican
6. Not very strong Republican
7. Strong Republican
8. Not sure

D9- PID 3

Generally speaking, do you think of yourself as a ...?

1. Democrat
2. Republican
3. Independent
4. Other
5. Not sure

D10- Ideology 5

Thinking about politics these days, how would you describe your own political viewpoint?

1. Very liberal
2. Liberal
3. Moderate
4. Conservative
5. Very Conservative
6. Not sure

D11- Born Again

Would you describe yourself as a born-again or evangelical Christian, or not?

1. Yes
2. No

D12- Prayer

People practice their religion in different ways. Outside of attending religious services, how often do you pray?

1. Several times a day
2. Once a day
3. A few times a week
4. Once a week
5. A few times a month
6. Seldom
7. Never
8. Don't know

D13- Attend Church

Aside from weddings and funerals, how often do you attend religious services?

1. More than once a week
2. Once a week
3. Once or twice a month
4. A few times a year
5. Seldom
6. Never
7. Don't know

D14- Religion Importance

How important is religion in your life?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important

D15- Religion?

What is your present religion, if any?

1. Protestant
2. Roman Catholic
3. Mormon
4. Eastern or Greek Orthodox
5. Jewish
6. Muslim
7. Buddhist
8. Hindu
9. Atheist
10. Agnostic
11. Nothing in particular
12. Something else

D16- Family Income

Thinking back over the last year, what was your family's annual income?

1. Less than $10,000
2. $10,000 - $19,999
3. $20,000 - $29,999
4. $30,000 - $39,999
5. $40,000 - $49,999
6. $50,000 - $59,999
7. $60,000 - $69,999
8. $70,000 - $79,999
9. $80,000 - $99,999
10. $100,000 - $119,999
11. $120,000 - $149,999
12. $150,000 - $199,999
13. $200,000 - $249,999
14. $250,000 - $349,999
15. $350,000 - $499,999
16. $500,000 or more
17. $150,000 or more
18. $250,000 or more
19. Prefer not to say

D17- News Interest

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ... ?

1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
5. Don't know