==========
Project Code: UMAS0015a
Project Name: Massachusetts Registered Voters pt 1
Prepared for: Brian Schaffner
Interviews: 600
Field Period: September 18, 2014 to September 23, 2014
Project Manager: Sam Luks - 650.462.8009
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YouGov interviewed 708 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, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known characteristics of registered voters in Massachusetts from the 2010 American Community Survey using propensity score weighting.

Margin of error = 4.4%

Variable List

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Name	Description
caseid	Case ID
weight	Case weight
Q1	Party registration
votereg_f	Same zip code
regzip	Zip code where registered to vote
birthyr	Birth Year
gender	Gender
race	Race
hispanic	Hispanic
educ	Education
Q2	U.S. Right direction/wrong track
Q3	Mass. Right direction/wrong track
Q4	Approval
Q4a	Governor Deval Patrick
Q4b	Senator Elizabeth Warren
Q4c	Senator Ed Markey
Q5	Patrick Better/Worse than before
Q6	Turnout
Q6a	Un-enrolled Primary
Q6b	Democratic Primary Vote
Q6c	Republican Primary Vote
Q7s	Vote likelihood
Q8a	Which candidate would you vote for 1
Q8a_lean	Who you are leaning towards voting for 1
Q8b	Which candidate would you vote for 2

Q8b_lean	Who you are leaning towards voting for 2
Q9	Miller v. Healy
Q10	Galvin v. D'Arcangelo
Q11	Heffernan v. Goldberg
Q12	Tisei v. Moulton
Q15a	Yourself
Q15b	Deval Patrick
Q15c	Elizabeth Warren
Q15d	Ed Markey
Q15e	The Republican Party
Q15f	The Democratic Party
Q15g	Martha Coakley
Q15h	Charles Baker
Q17_1	Inspiring
Q17_2	Intelligent
Q17_3	Experienced
Q17_4	Likeable
Q17_5	Honest
Q17_6	Bipartisan
Q18_1	Inspiring
Q18_2	Intelligent
Q18_3	Experienced
Q18_4	Likeable
Q18_5	Honest
Q18_6	Bipartisan
Q19a	Ballot grid -1
Q19b	Ballot grid -2
Q19c	Ballot grid -3
Q19d	Ballot grid -4
employ	Employment Status
marstat	Marital Status
pid3	3 point party ID
pid7	7 point Party ID
ideo5	Ideology
faminc	Family income
newsint	Political Interest

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Verbatims

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Variable Map and Codebook

```
================================================================================
Name:         caseid
Description:  Case ID


================================================================================
Name:         weight
Description:  Case weight


================================================================================
Name:         Q1
Description:  Party registration

        Count Code Label
        ----- ---- -----
          237    1 Yes, I'm registered as a Democrat
           72    2 Yes, I'm registered as a Republican
          291    3 Yes, I'm registered as un-enrolled (no party affiliation dec

================================================================================
Name:         votereg_f
Description:   Same zip code

        Count Code Label
        ----- ---- -----
          577    1 Yes
           23    2 No
            0    8 Skipped
            0    9 Not Asked

================================================================================
Name:         regzip
Description:  Zip code where registered to vote

        Count Code Label
        ----- ---- -----
            0 999998 Skipped
          577 999999 Not Asked

================================================================================
Name:         birthyr
Description:  Birth Year

        Count Code Label
        ----- ---- -----
```

```
            0 9998 Skipped
            0 9999 Not Asked

================================================================================
Name:         gender
Description:  Gender

        Count Code Label
        ----- ---- -----
          272    1 Male
          328    2 Female
            0    8 Skipped
            0    9 Not Asked

================================================================================
Name:         race
Description:  Race

        Count Code Label
        ----- ---- -----
          518    1 White
           25    2 Black
           20    3 Hispanic
           16    4 Asian
            2    5 Native American
            8    6 Mixed
           10    7 Other
            1    8 Middle Eastern
            0   98 Skipped
            0   99 Not Asked

================================================================================
Name:         hispanic
Description:  Hispanic

        Count Code Label
        ----- ---- -----
            7    1 Yes
          565    2 No
            8    8 Skipped
           20    9 Not Asked

================================================================================
Name:         educ
Description:  Education

        Count Code Label
        ----- ---- -----
```

10	1	No HS
187	2	High school graduate
108	3	Some college
36	4	2-year
153	5	4-year
106	6	Post-grad
0	8	Skipped
0	9	Not Asked

Name: Q2
Description: U.S. Right direction/wrong track

Count	Code	Label
227	1	Right direction
371	2	Wrong track
2	8	Skipped
0	9	Not Asked

Name: Q3
Description: Mass. Right direction/wrong track

Count	Code	Label
310	1	Right direction
288	2	Wrong track
2	8	Skipped
0	9	Not Asked

Name: Q4
Description: Approval

Count	Code	Label
0	8	Skipped
0	9	Not Asked

Name: Q4a
Description: Governor Deval Patrick

Count	Code	Label
86	1	Strongly approve
215	2	Approve

99	3	Disapprove
156	4	Strongly disapprove
42	5	Not sure
2	8	Skipped
0	9	Not Asked

==========

Name: Q4b
Description: Senator Elizabeth Warren

Count	Code	Label
169	1	Strongly approve
144	2	Approve
59	3	Disapprove
175	4	Strongly disapprove
52	5	Not sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q4c
Description: Senator Ed Markey

Count	Code	Label
64	1	Strongly approve
180	2	Approve
82	3	Disapprove
149	4	Strongly disapprove
123	5	Not sure
2	8	Skipped
0	9	Not Asked

==========

Name: Q5
Description: Patrick Better/Worse than before

Count	Code	Label
186	1	Better off than before
173	2	About the same
202	3	Worse off than before
38	4	Not Sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q6
Description: Turnout

Count	Code	Label
160	1	I did not vote in the primary election
48	2	I thought about voting in the primary but didn't
71	3	I usually vote but didn't this time
20	4	I attempted to vote but did not or could not
301	5	I definitely voted in the primary election
0	8	Skipped
0	9	Not Asked

==========

Name: Q6a
Description: Un-enrolled Primary

Count	Code	Label
77	1	Democratic
49	2	Republican
2	8	Skipped
472	9	Not Asked

==========

Name: Q6b
Description: Democratic Primary Vote

Count	Code	Label
60	1	Steve Grossman
93	2	Martha Coakley
45	3	Donald Berwick
7	4	Other
3	5	Not Sure
0	6	I did not vote in the primary
0	8	Skipped
392	9	Not Asked

==========

Name: Q6c
Description: Republican Primary Vote

Count	Code	Label
64	1	Charles Baker
22	2	Mark Fisher
1	3	Other

3	4	Not Sure
0	5	I did not vote in the primary
1	8	Skipped
509	9	Not Asked

==========

Name: Q7s
Description: Vote likelihood

Count	Code	Label
0	0	0 - I definitely will not vote
315	100	100 - I definitely will vote
0	998	Skipped
0	999	Not Asked

==========

Name: Q8a
Description: Which candidate would you vote for 1

Count	Code	Label
101	1	Charles Baker (Republican)
102	2	Martha Coakley (Democrat)
6	3	Evan Falchuk (United Independent Party)
4	4	Jeffrey McCormick (Independent)
2	5	Scott Lively (Independent)
1	6	Other
56	7	Not sure
3	8	Would not vote
0	98	Skipped
325	99	Not Asked

==========

Name: Q8a_lean
Description: Who you are leaning towards voting for 1

Count	Code	Label
17	1	Charles Baker (Republican)
16	2	Martha Coakley (Democrat)
0	3	Evan Falchuk (United Independent Party)
5	4	Jeffrey McCormick (Independent)
9	5	Scott Lively (Independent)
9	8	Skipped
544	9	Not Asked

==========

Name: Q8b
Description: Which candidate would you vote for 2

Count	Code	Label
115	1	Charles Baker (Republican)
143	2	Martha Coakley (Democrat)
3	3	Evan Falchuk (United Independent Party)
3	4	Jeffrey McCormick (Independent)
0	5	Scott Lively (Independent)
1	6	Other
57	7	Not sure
3	8	Would not vote
0	98	Skipped
275	99	Not Asked

==========

Name: Q8b_lean
Description: Who you are leaning towards voting for 2

Count	Code	Label
15	1	Charles Baker (Republican)
16	2	Martha Coakley (Democrat)
4	3	Evan Falchuk (United Independent Party)
3	4	Jeffrey McCormick (Independent)
8	5	Scott Lively (Independent)
11	8	Skipped
543	9	Not Asked

==========

Name: Q9
Description: Miller v. Healy

Count	Code	Label
150	1	John Miller (Republican)
309	2	Maura Healey (Democrat)
6	3	Other
128	4	Not sure
7	5	Would not vote
0	8	Skipped
0	9	Not Asked

==========

Name: Q10
Description: Galvin v. D'Arcangelo

Count	Code	Label
136	1	David D'Arcangelo (Republican)
313	2	William Galvin (Democrat)
2	3	Other
136	4	Not sure
11	5	Would not vote
2	8	Skipped
0	9	Not Asked

==========

Name: Q11
Description: Heffernan v. Goldberg

Count	Code	Label
179	1	Mike Heffernan (Republican)
264	2	Deb Goldberg (Democrat)
3	3	Other
140	4	Not sure
13	5	Would not vote
1	8	Skipped
0	9	Not Asked

==========

Name: Q12
Description: Tisei v. Moulton

Count	Code	Label
24	1	Richard Tisei (Republican)
35	2	Seth Moulton (Democrat)
0	3	Other
9	4	Not sure
0	5	Would not vote
0	8	Skipped
532	9	Not Asked

==========

Name: Q15a
Description: Yourself

Count	Code	Label
78	1	Very liberal
94	2	Liberal
57	3	Somewhat liberal
161	4	Middle of the road

68	5	Somewhat conservative
82	6	Conservative
35	7	Very conservative
22	8	Not sure
3	98	Skipped
0	99	Not Asked

==========

Name: Q15b
Description: Deval Patrick

Count	Code	Label
173	1	Very liberal
175	2	Liberal
102	3	Somewhat liberal
65	4	Middle of the road
14	5	Somewhat conservative
8	6	Conservative
1	7	Very conservative
55	8	Not sure
7	98	Skipped
0	99	Not Asked

==========

Name: Q15c
Description: Elizabeth Warren

Count	Code	Label
276	1	Very liberal
149	2	Liberal
56	3	Somewhat liberal
37	4	Middle of the road
13	5	Somewhat conservative
10	6	Conservative
3	7	Very conservative
49	8	Not sure
7	98	Skipped
0	99	Not Asked

==========

Name: Q15d
Description: Ed Markey

Count	Code	Label
154	1	Very liberal

145	2	Liberal
93	3	Somewhat liberal
62	4	Middle of the road
12	5	Somewhat conservative
13	6	Conservative
1	7	Very conservative
113	8	Not sure
7	98	Skipped
0	99	Not Asked

==========

Name: Q15e
Description: The Republican Party

Count	Code	Label
9	1	Very liberal
6	2	Liberal
12	3	Somewhat liberal
46	4	Middle of the road
81	5	Somewhat conservative
146	6	Conservative
237	7	Very conservative
53	8	Not sure
10	98	Skipped
0	99	Not Asked

==========

Name: Q15f
Description: The Democratic Party

Count	Code	Label
192	1	Very liberal
156	2	Liberal
108	3	Somewhat liberal
72	4	Middle of the road
16	5	Somewhat conservative
7	6	Conservative
4	7	Very conservative
40	8	Not sure
5	98	Skipped
0	99	Not Asked

==========

Name: Q15g
Description: Martha Coakley

Count	Code	Label
131	1	Very liberal
176	2	Liberal
108	3	Somewhat liberal
87	4	Middle of the road
14	5	Somewhat conservative
13	6	Conservative
3	7	Very conservative
65	8	Not sure
3	98	Skipped
0	99	Not Asked

==========

Name: Q15h
Description: Charles Baker

Count	Code	Label
10	1	Very liberal
10	2	Liberal
21	3	Somewhat liberal
115	4	Middle of the road
157	5	Somewhat conservative
143	6	Conservative
26	7	Very conservative
110	8	Not sure
8	98	Skipped
0	99	Not Asked

==========

Name: Q17_1
Description: Inspiring

Count	Code	Label
15	1	Ranked first
34	2	Ranked second
56	3	Ranked third
65	4	Ranked fourth
118	5	Ranked fifth
187	6	Ranked sixth
125	8	Skipped
0	9	Not Asked

==========

Name: Q17_2
Description: Intelligent

Count	Code	Label
179	1	Ranked first
149	2	Ranked second
100	3	Ranked third
43	4	Ranked fourth
19	5	Ranked fifth
11	6	Ranked sixth
99	8	Skipped
0	9	Not Asked

==========

Name: Q17_3
Description: Experienced

Count	Code	Label
146	1	Ranked first
126	2	Ranked second
86	3	Ranked third
62	4	Ranked fourth
51	5	Ranked fifth
28	6	Ranked sixth
101	8	Skipped
0	9	Not Asked

==========

Name: Q17_4
Description: Likeable

Count	Code	Label
96	1	Ranked first
88	2	Ranked second
74	3	Ranked third
100	4	Ranked fourth
89	5	Ranked fifth
45	6	Ranked sixth
108	8	Skipped
0	9	Not Asked

==========

Name: Q17_5
Description: Honest

Count	Code	Label

Count	Code	Label
42	1	Ranked first
68	2	Ranked second
103	3	Ranked third
105	4	Ranked fourth
96	5	Ranked fifth
71	6	Ranked sixth
115	8	Skipped
0	9	Not Asked

==========

Name: Q17_6
Description: Bipartisan

Count	Code	Label
36	1	Ranked first
42	2	Ranked second
70	3	Ranked third
103	4	Ranked fourth
101	5	Ranked fifth
128	6	Ranked sixth
120	8	Skipped
0	9	Not Asked

==========

Name: Q18_1
Description: Inspiring

Count	Code	Label
21	1	Ranked first
27	2	Ranked second
54	3	Ranked third
93	4	Ranked fourth
122	5	Ranked fifth
144	6	Ranked sixth
139	8	Skipped
0	9	Not Asked

==========

Name: Q18_2
Description: Intelligent

Count	Code	Label
171	1	Ranked first
170	2	Ranked second
73	3	Ranked third

38	4	Ranked fourth
23	5	Ranked fifth
17	6	Ranked sixth
108	8	Skipped
0	9	Not Asked

==========

Name: Q18_3
Description: Experienced

Count	Code	Label
210	1	Ranked first
125	2	Ranked second
85	3	Ranked third
42	4	Ranked fourth
25	5	Ranked fifth
10	6	Ranked sixth
103	8	Skipped
0	9	Not Asked

==========

Name: Q18_4
Description: Likeable

Count	Code	Label
47	1	Ranked first
57	2	Ranked second
67	3	Ranked third
107	4	Ranked fourth
126	5	Ranked fifth
73	6	Ranked sixth
123	8	Skipped
0	9	Not Asked

==========

Name: Q18_5
Description: Honest

Count	Code	Label
41	1	Ranked first
62	2	Ranked second
128	3	Ranked third
96	4	Ranked fourth
75	5	Ranked fifth
71	6	Ranked sixth

127	8	Skipped
0	9	Not Asked

==========

Name: Q18_6
Description: Bipartisan

Count	Code	Label
16	1	Ranked first
45	2	Ranked second
66	3	Ranked third
94	4	Ranked fourth
93	5	Ranked fifth
151	6	Ranked sixth
135	8	Skipped
0	9	Not Asked

==========

Name: Q19a
Description: Ballot grid -1

Count	Code	Label
264	1	Yes
189	2	No
146	3	Not Sure
1	8	Skipped
0	9	Not Asked

==========

Name: Q19b
Description: Ballot grid -2

Count	Code	Label
210	1	Yes
320	2	No
62	3	Not Sure
8	8	Skipped
0	9	Not Asked

==========

Name: Q19c
Description: Ballot grid -3

Count	Code	Label

Count	Code	Label
241	1	Yes
290	2	No
67	3	Not Sure
2	8	Skipped
0	9	Not Asked

==========

Name: Q19d
Description: Ballot grid -4

Count	Code	Label
359	1	Yes
122	2	No
112	3	Not Sure
7	8	Skipped
0	9	Not Asked

==========

Name: employ
Description: Employment Status

Count	Code	Label
279	1	Full-time
64	2	Part-time
5	3	Temporarily laid off
22	4	Unemployed
123	5	Retired
35	6	Permanently disabled
34	7	Homemaker
30	8	Student
8	9	Other
0	98	Skipped
0	99	Not Asked

==========

Name: marstat
Description: Marital Status

Count	Code	Label
279	1	Married
11	2	Separated
53	3	Divorced
35	4	Widowed
187	5	Single
35	6	Domestic partnership

```
            0    8 Skipped
            0    9 Not Asked

================================================================================
Name:         pid3
Description:  3 point party ID

        Count Code Label
        ----- ---- -----
          250    1 Democrat
           74    2 Republican
          258    3 Independent
            9    4 Other
            9    5 Not sure
            0    8 Skipped
            0    9 Not Asked

================================================================================
Name:         pid7
Description:  7 point Party ID

        Count Code Label
        ----- ---- -----
          188    1 Strong Democrat
           62    2 Not very strong Democrat
           73    3 Lean Democrat
          102    4 Independent
           92    5 Lean Republican
           27    6 Not very strong Republican
           47    7 Strong Republican
            9    8 Not sure
            0   98 Skipped
            0   99 Not Asked

================================================================================
Name:         ideo5
Description:  Ideology

        Count Code Label
        ----- ---- -----
           87    1 Very liberal
          130    2 Liberal
          203    3 Moderate
          123    4 Conservative
           34    5 Very conservative
           23    6 Not sure
            0    8 Skipped
            0    9 Not Asked
```

```
================================================================================
Name:         faminc
Description:  Family income

        Count Code Label
        ----- ---- -----
            2    1 Less than $10,000
            6    2 $10,000 - $19,999
            9    3 $20,000 - $29,999
           15    4 $30,000 - $39,999
           19    5 $40,000 - $49,999
           13    6 $50,000 - $59,999
            5    7 $60,000 - $69,999
           10    8 $70,000 - $79,999
           20    9 $80,000 - $99,999
           10   10 $100,000 - $119,999
           16   11 $120,000 - $149,999
            0   12 $150,000 - $199,999
            0   13 $200,000 - $249,999
            0   14 $250,000 - $349,999
            0   15 $350,000 - $499,999
            0   16 $500,000 or more
           12   31 $150,000 or more
           21   97 Prefer not to say
            2   98 Skipped
          440   99 Not Asked

================================================================================
Name:         newsint
Description:  Political Interest

        Count Code Label
        ----- ---- -----
          359    1 Most of the time
          176    2 Some of the time
           45    3 Only now and then
           15    4 Hardly at all
            5    7 Don't know
            0    8 Skipped
            0    9 Not Asked
```