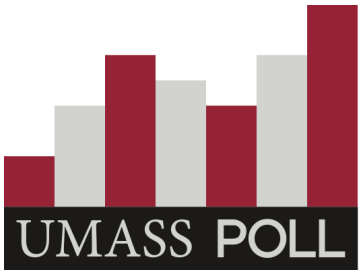

October 2014 UMass Amherst/WBZ Pre-Debate Issues Poll

(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 – 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?

Q3- 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

Q3a- Leaners

POP-UP

Ask as a pop-up if Q3=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

Q4- Winners

SINGLE CHOICE

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

Regardless of your vote, which candidate do you believe will win the 2014 Massachusetts election for Governor?

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

Q5 – Position-Taking

GRID

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

Which candidate does the following statement best describe?

Rows:

a. Cares about people like me
b. Takes clear positions on the issues
c. Works well with politicians from the other party
d. Willing to go against their own party on issues

Columns:

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. None of these
4. Not Sure

Q6 – Issue Ranking

RANK

Randomize order in which items appear.

Please rank the following issues based on how important each will be to your vote for governor in November:

a. The Economy
b. Health care
c. Taxes
d. Immigration
e. Education
f. Welfare

Q7 – Issue Comparisons

DYNAMIC GRID

Randomize the order of columns 1-2. Also randomize order in which items a-f appear.

Which candidate do you trust more to handle the following issues:

Rows:

a. The Economy
b. Health care
c. Taxes
d. Immigration
e. Education
f. Welfare

Columns:

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. None of these
7. Not Sure

Q8 – Income Taxes

SINGLE CHOICE

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

Do you favor adjusting the Massachusetts income tax [from the current rate of 5.25 percent] to 5 percent?

1. Yes
2. No
3. Not Sure

Q9 –Education

SINGLE CHOICE

Only show text in brackets to randomly assigned 50% of sample.

Do you support a plan to [raise taxes to] provide comprehensive early childhood education to Massachusetts children?

1. Yes
2. No
3. Not Sure

Q10 – Tax Cuts versus Infrastructure Investment

SINGLE CHOICE

Randomize order in which options 1 and 2 appear.

Which of the following would you prefer:

1. Investing $500 million over ten years towards improving the infrastructure (such as roads and bridges) in Massachusetts
2. Cutting taxes for business to stimulate job creation
3. Not sure

Q11 – Group Representation

GRID

Randomize Columns 1-5; randomize rows a-f.

Which candidate do you think would do a better job of representing the following groups while Governor?

Rows:

a. Women
b. The Middle Class
c. The Poor
d. Independents
e. Immigrants
f. Labor Unions
g. Small business owners

Columns:

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. Evan Falchuk (United Independent Party)
4. Jeffrey McCormick (Independent)
5. Scott Lively (Independent)
6. None of these
7. Not sure

Q12 – Negative Campaign

SINGLE CHOICE

Randomize response options 1 and 2

Which candidate do you think has run the more negative campaign?

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. Not sure

Q13a – Knowledge

GRID

Randomly assign half of respondents to Q13a and the other half to Q13b; Randomize response options 1 and 2. Randomize order of a-e.

Which candidate(s) for Governor do you think has taken the following positions:

a) Supports a woman's right to choose an abortion
b) Supports investing $500 million in infrastructure improvements over 10 years
c) Supports increasing the Massachusetts minimum wage to $10 per hour
d) Supports cutting the Massachusetts income tax to 5 percent
e) Supports tax cuts for businesses to help spur job creation

Response Options:

1. Martha Coakley (Democrat)
2. Charles Baker (Republican)
3. Neither
4. Both

Q13b

Randomly assign half of respondents to Q13a and the other half to Q13b. Use image issues.pdf for Q13b.

Before answering the next questions, please take a moment to review the candidates' issue positions shown below:

Charlie Baker	Issue	Martha Coakley
✔	Supports a woman's right to choose an abortion	✔
	Supports investing $500 million in infrastructure improvements over 10 years	✔
✔	Supports increasing the Massachusetts minimum wage to more than $10 per hour	✔
✔	Supports cutting the Massachusetts income tax to 5 percent	✔
✔	Supports tax cuts for businesses to help spur job creation	

Q14 – Baker Representative

SINGLE CHOICE

Randomize order in which R's receive Q14 and Q15.

To what extent do you think Charles Baker shares your views on issues facing Massachusetts?

1. Very well
2. Somewhat well
3. Not well at all
4. Not sure

Q15 – Coakley Representative

SINGLE CHOICE

Randomize order in which R's receive Q14 and Q15.

To what extent do you think Martha Coakley shares your views on issues facing Massachusetts?

1. Very well
2. Somewhat well
3. Not well at all
4. 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

D18 – Child18

SINGLE CHOICE WITH POPUP

Are you the parent or guardian of any children under the age of 18?

1 Yes
2 No

D18a – Children
POP-UP
SHORT TEXT BOX

Ask as a pop=up if D18=1 ("yes").

How many children?