October 2014 UMass Amherst/WBZ New Hampshire Senate 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 New Hampshire?

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

Q1a-Undeclared Primary

SINGLE CHOICE

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

In which party's 2016 Presidential primary do you intend vote?

1. Democratic
2. Republican

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– NH Right Direction/Wrong Track

SINGLE CHOICE

Do you think things in New Hampshire 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

Only show e) (Congresswoman Carol Shea-Porter) if respondent is a resident of NH District 1 AND only show f) (Congresswoman Annie Kuster) if respondent is a resident of NH District 2.

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

a) Governor Maggie Hassan
b) Senator Kelly Ayotte
c) Senator Jeanne Shaheen
d) President Barack Obama
e) Congresswoman Carol Shea-Porter
f) Congresswoman Annie Kuster

Response Options:

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

Q5- Vote likelihood

SLIDING SCALE

Sliding scale from 0-100. Label zero as "I definitely will not vote" and 100 as "I definitely will vote".

The general election will be held on November 4th of this year. We 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, 0 represents a person who will not vote and 50 means you have a 50/50 chance of voting, where on this scale of 0 to 100 do you place yourself?

Q6- Brown v. Shaheen

SINGLE CHOICE- WITH POP-UP

Randomize response options 1 and 2.

If the 2014 New Hampshire election for the U.S. Senate were being held today, which candidate would you vote for?

1. Scott Brown (Republican)
2. Jeanne Shaheen (Democrat)
3. Other
4. Not sure
5. Would not vote

Q6a- Leaners

POP-UP

Ask as a pop-up if Q6=4 (''Not sure''). Randomize response options 1 and 2. After answering this question, respondents should proceed to Q7 without being able to change their previous answer to Q6.

Who would you say you are leaning towards voting for?

1. Scott Brown (Republican)
2. Jeanne Shaheen (Democrat)
3. Other
4. Not Sure

Q7- Brown word

SHORT TEXT BOX

Randomize the order of Q7-8

What one word would you use to describe Scott Brown?

Q8- Shaheen word

SHORT TEXT BOX

What one word would you use to describe Jeanne Shaheen?

Q9- Issue open text

SHORT TEXT BOX

In thinking about the election for U.S. Senate, what issue is most important to your vote?

Q10 – Negative Campaign

SINGLE CHOICE

Randomize response options 1 and 2

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

1. Jeanne Shaheen (Democrat)
2. Scott Brown (Republican)
3. Not sure

Q11 – 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. National Security

Columns:

1. Jeanne Shaheen (Democrat)
2. Scott Brown (Republican)
3. None of these
4. Not Sure

Q12- Position-Taking

GRID

Randomize columns 1 and 2.

Which candidate does the following statement best describe?

Rows:

a. Cares about people like me
b. Takes clear positions on the issues
c. Willing to go against their own party on issues

Columns:

1. Jeanne Shaheen (Democrat)
2. Scott Brown (Republican)
3. Neither
4. Not Sure

Q13 – Group Representation

GRID

Randomize Columns 1-2; randomize rows a-e.

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

Rows:

a. Women
b. The Middle Class
c. Independents
d. Labor Unions
e. New Hampshire Voters

Columns:

1. Jeanne Shaheen (Democrat)
2. Scott Brown (Republican)
3. Neither
4. Not sure

Q13Z- Favorability

GRID

Randomize rows a-b

What is your opinion of the following individuals?

a) Jeanne Shaheen
b) Scott Brown

Response options:

1. Very favorable
2. Somewhat favorable
3. Somewhat unfavorable
4. Very unfavorable
5. Not Sure

Q14- Guinta v. Shea-Porter

SINGLE CHOICE- WITH POP-UP

Randomize response options 1 and 2. Only show to respondents who reside in NH District 1.

If the 2014 New Hampshire election for the U.S. House of Representatives were being held today, which candidate would you vote for?

1. Frank Guinta (Republican)
2. Carol Shea-Porter (Democrat)
3. Other
4. Not sure
5. Would not vote

Q14a- LeanersCD1

POP-UP

Ask as a pop-up if Q14=4 ("Not sure"). Randomize response options 1 and 2. After answering this question, respondents should proceed to the next question without being able to change their previous answer to Q14.

Who would you say you are leaning towards voting for?

1. Frank Guinta (Republican)
2. Carol Shea-Porter (Democrat)
3. Other
4. Not Sure

Q15- Kuster v. Garcia

SINGLE CHOICE- WITH POP-UP

Randomize response options 1 and 2. Only show to respondents who reside in NH District 2.

If the 2014 New Hampshire election for the U.S. House of Representatives were being held today, which candidate would you vote for?

1. Marilinda Garcia (Republican)
2. Annie Kuster (Democrat)
3. Other
4. Not sure
5. Would not vote

Q15a- LeanersCD2

POP-UP

Ask as a pop-up if Q15=4 ("Not sure"). Randomize response options 1 and 2. After answering this question, respondents should proceed to the next question without being able to change their previous answer to Q15.

Who would you say you are leaning towards voting for?

1. Marilinda Garcia (Republican)
2. Ann Kuster (Democrat)
3. Other
4. Not Sure

Q16- Republican 2016 Primary

SINGLE CHOICE

Ask if respondent answers 2 to Q1 or 2 (Republican) to Q1a. Randomize responses 1-13. Please allow a small text box for respondents on response option 14.

Thinking ahead to the 2016 presidential election, if the Republican primary were held today, please indicate which one of the following candidates you would be most likely to support.

1. Rand Paul
2. Jeb Bush
3. Paul Ryan
4. Chris Christie
5. Mike Huckabee
6. Rick Perry
7. Ted Cruz
8. Rick Santorum
9. John Huntsman
10. Rob Portman
11. Bobby Jindal
12. Marco Rubio
13. Mitt Romney
14. Other

Q16a- Republican 2016 Primary 2nd choice

SINGLE CHOICE

Ask if respondent answers 2 to Q1 or 2 (Republican) to Q1a. Randomize responses 1-13. Please allow a small text box for respondents on response option 14. Remove respondent's choice from Q16 from the response options.

If *[insert candidate response from Q16 here]* announced they would not to run, please indicate which one of the following candidates you would be most likely to support as your 2nd choice.

1. Rand Paul
2. Jeb Bush
3. Paul Ryan
4. Chris Christie
5. Mike Huckabee
6. Rick Perry
7. Ted Cruz
8. Rick Santorum
9. John Huntsman
10. Rob Portman
11. Bobby Jindal
12. Marco Rubio
13. Mitt Romney
14. Other

Q17- Democratic 2016 Primary

SINGLE CHOICE

Ask if respondent answers 1 Q1 or 1 (Democrat) to Q1a. Randomize responses 1-8. Please allow a small text box for respondents on response option 9.

Thinking ahead to the 2016 presidential election, if the Democratic primary were held today, please indicate which one of the following candidates you would be most likely to support.

1. Hillary Clinton
2. Elizabeth Warren
3. Joseph Biden
4. Andrew Cuomo
5. Bernie Sanders
6. Martin O'Malley
7. Deval Patrick
8. Cory Booker
9. Other

Q17a- Democratic 2016 Primary 2nd Choice

SINGLE CHOICE

Ask if respondent answers 1 Q1 or 1 (Democrat) to Q1a. Randomize responses 1-8. Please allow a small text box for respondents on response option 9. Remove respondent's choice from Q17 from the response options.

If *[insert candidate response from Q17 here]* announced they would not to run, please indicate which one of the following candidates you would be most likely to support as your 2nd choice.

1. Hillary Clinton
2. Elizabeth Warren
3. Joseph Biden
4. Andrew Cuomo
5. Bernie Sanders
6. Martin O'Malley
7. Deval Patrick
8. Cory Booker
9. Other