

GEOC

N=			500	100%
Worcester/West	1	(1/ 86)	120	24%
NE	2		176	35%
Suffolk	3		39	8%
SE Mass/Cape	4		165	33%

START

Hello, my name is _____ and I am conducting a survey for 7NEWS/Suffolk University and I would like to get your opinions on some political questions. Would you be willing to spend five minutes answering some questions?

N=			500	100%
Continue	1	(1/ 88)	500	100%

GENDR

Gender

N=			500	100%
Male	1	(1/ 89)	240	48%
Female	2		260	52%

S1

Thank You.

S1. Are you currently registered to vote?

N=			500	100%
Yes	1	(1/ 90)	500	100%
NO/DK/RF	2		0	0%

SA

A. How likely are you to vote in the Special Election for U.S. Senator - would you say you are very likely, somewhat likely, somewhat unlikely, or not at all likely?

N=			500	100%
Very likely	1	(1/ 93)	449	90%
Somewhat likely	2		51	10%
Somewhat unlikely	3		0	0%
No at all likely	4		0	0%
DK/RF	5		0	0%

SB

B. Can you tell me when the Special Election for U.S. Senate will be held?

N=			500	100%
"January 19 th "	1	(1/ 96)	346	69%
"Next Tuesday"	2		132	26%
"Next week"	3		14	3%
"Mid-end of January"	4		8	2%
All other responses	5		0	0%

S2. Are you currently registered as a Democrat, Republican, or Unenrolled/Independent?

N=			500	100%
Democrat	1	(1/ 99)	196	39%
Republican	2		75	15%
Unenrolled/Ind	3		227	45%
Other	4		2	0%
Und/Ref/Not reg	5		0	0%

S3. What is your age category?

N=			500	100%
18-24 YRS	1	(1/102)	22	4%
25-34 YRS	2		34	7%
35-44 YRS	3		98	20%
45-54 YRS	4		116	23%
55-64 YRS	5		113	23%
65-74 YRS	6		64	13%
75+ YRS	7		53	11%
Refused (DO NOT READ)	8		0	0%

S4. For statistical purposes only, can you please tell me what your ethnic background/ancestry is?

N=			500	100%
White/Caucasian	1	(1/103)	451	90%
Black/African-American	2		24	5%
American Indian and Alaska Native	3		3	1%
Asian	4		3	1%
Native Hawaiian and Other Pacific Islander	5		0	0%
Hispanic/Latino	6		19	4%
Other (DO NOT READ)	7		0	0%
Don't know (DO NOT READ)	8		0	0%

PRE1

Great, I am going to read you a list of individuals in state and local politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Deval Patrick.

N=			500	100%
Continue	1	(1/104)	500	100%

Q1. Is your opinion of Deval Patrick generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/105)	0	0%
Favorable	2		204	41%
Unfavorable	3		252	50%
Heard of/Undecided	4		44	9%

Q2. Is your opinion of Tim Cahill (KAY-Hill) generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/106)	73	15%
Favorable	2		160	32%
Unfavorable	3		86	17%
Heard of/Undecided	4		181	36%

Q3. Is your opinion of Martha Coakley generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/107)	2	0%
Favorable	2		245	49%
Unfavorable	3		203	41%
Heard of/Undecided	4		50	10%

Q4. Is your opinion of Independent Senate candidate Joseph L. Kennedy generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/108)	41	8%
Favorable	2		95	19%
Unfavorable	3		124	25%
Heard of/Undecided	4		240	48%

Q5. Is your opinion of Barack Obama generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/109)	0	0%
Favorable	2		277	55%
Unfavorable	3		177	35%
Heard of/Undecided	4		46	9%

Q6. Is your opinion of Scott Brown generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/110)	23	5%
Favorable	2		284	57%
Unfavorable	3		97	19%
Heard of/Undecided	4		96	19%

Q7. Is your opinion of Mitt Romney generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/111)	2	0%
Favorable	2		244	49%
Unfavorable	3		216	43%
Heard of/Undecided	4		38	8%

Q8. Is your opinion of Sarah Palin (PAY-Lin) generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/112)	2	0%
Favorable	2		124	25%
Unfavorable	3		299	60%
Heard of/Undecided	4		75	15%

Q8A. Is your opinion of Bill Clinton generally favorable or generally unfavorable?

N=			500	100%
Never heard	1	(1/113)	0	0%
Favorable	2		293	59%
Unfavorable	3		168	34%
Heard of/Undecided	4		39	8%

The following are questions about national and state politicians and issues.

Q9. Do you approve or disapprove of the job Barack Obama is doing as President?

N=			500	100%
Approve	1	(1/114)	239	48%
Disapprove	2		214	43%
Undecided (DO NOT READ)	3		47	9%

Q10. Do you approve or disapprove of the job Deval Patrick is doing as Governor?

N=			500	100%
Approve	1	(1/115)	175	35%
Disapprove	2		278	56%
Undecided (DO NOT READ)	3		47	9%

Q11. Do you think Massachusetts is heading in the right direction or is on the wrong track?

N=			500	100%
Right	1	(1/116)	163	33%
Wrong	2		273	55%
Undecided	3		64	13%

Q12. Is the recession over in Massachusetts?

N=			500	100%
Yes	1	(1/117)	31	6%
No	2		449	90%
Undecided	3		20	4%

Q13. On January 19th the General election for U.S. Senate will be held. The candidates listed on your ballot are Scott Brown - REPUBLICAN, Martha Coakley - DEMOCRAT, and Joseph L. Kennedy - LIBERTY. For whom will you vote or toward whom do you lean at this time - Brown, Coakley, or Kennedy?

N=			500	100%
Scott Brown	1	(1/118)	248	50%
Martha Coakley	2		225	45%
Joseph L. Kennedy	3		10	2%
Undecided (DO NOT READ)	4		16	3%
Refused (DO NOT READ)	5		1	0%

Q14. If you were standing in the voting booth right now would you vote for Brown, Coakley, or Kennedy?
{BASE: Q13 RESPONDENTS (17) WHO WERE UNDECIDED OR REFUSED}

N=			17	100%
Scott Brown	1	(1/119)	2	12%
Martha Coakley	2		3	18%
Joseph L. Kennedy	3		4	24%
Undecided (DO NOT READ)	4		7	41%
Refused (DO NOT READ)	5		1	6%

Q13 & 14 CONSOLIDATED BALLOT TEST

N=			500	100%
Scott Brown	1	(1/118)	250	50%
Martha Coakley	2		228	46%
Joseph L. Kennedy.....	3		14	3%
Undecided (DO NOT READ)	4		7	1%
Refused (DO NOT READ)	5		1	0%

Q14A. As you may know, Senator Ted Kennedy's widow Vicki and his nephew Joe Kennedy have endorsed Martha Coakley for U.S. Senate. Does that endorsement make you more likely or less likely to vote for Martha Coakley?

N=			500	100%
More likely	1	(1/121)	98	20%
Less likely	2		135	27%
(No difference)	3		260	52%
Undecided (DO NOT READ)	4		4	1%
Refused (DO NOT READ)	5		3	1%

Q15. Have you watched any of the televised debates between Brown, Coakley, and Kennedy?

N=			500	100%
Yes	1	(1/122)	241	48%
No	2		259	52%
Undecided (DO NOT READ)	3		0	0%
Refused (DO NOT READ)	4		0	0%

Q16. In your opinion, who won the debates?

N=			241	100%
Scott Brown	1	(1/123)	100	41%
Martha Coakley	2		61	25%
Joseph L. Kennedy.....	3		6	2%
Undecided (DO NOT READ)	4		74	31%
Refused (DO NOT READ)	5		0	0%

Q17. Have you seen the Scott Brown political ad comparing himself to John F. Kennedy?

N=			500	100%
Yes	1	(1/124)	294	59%
No	2		205	41%
Undecided (DO NOT READ)	3		1	0%
Refused (DO NOT READ)	4		0	0%

Q18. How effective was this ad?

N=			294	100%
Very effective	1	(1/125)	38	13%
Somewhat effective	2		68	23%
Not very effective	3		56	19%
Not at all effective	4		124	42%
Undecided (DO NOT READ)	5		8	3%
Refused (DO NOT READ)	6		0	0%

Q19. Is Scott Brown more like John F. Kennedy or George W. Bush?

N=			500	100%
Kennedy	1	(1/126)	67	13%
Bush	2		142	28%
Neither	3		177	35%
Undecided (DO NOT READ)	4		112	22%
Refused (DO NOT READ)	5		2	0%

Q20. As a U.S. Senator, do you think Martha Coakley will be an independent voice or tow the Democratic party line?

N=			500	100%
Independent voice	1	(1/127)	121	24%
Tow the party line	2		320	64%
Undecided (DO NOT READ)	3		57	11%
Refused (DO NOT READ)	4		2	0%

Q21. Compared to other states, do you think Massachusetts is out of the political mainstream?

N=		500	100%
Yes	1 (1/128)	204	41%
No	2	259	52%
Undecided (DO NOT READ)	3	34	7%
Refused (DO NOT READ)	4	3	1%

Q22. What is the most important issue facing our next U.S. Senator?

N=		500	100%
"Healthcare"	01 (1/129)	189	38%
"Economy/Jobs"	02	221	44%
"Taxes"	03	6	1%
"War"	04	24	5%
"Education"	05	1	0%
"Spending/Budget"	06	15	3%
"National Security/Terrorism"	07	7	1%
Other	97	18	4%
Don't know	98	19	4%
Refused	99	0	0%

Q23. Do you support the Massachusetts near universal healthcare law?

N=		500	100%
Yes	1 (1/131)	270	54%
No	2	179	36%
Undecided (DO NOT READ)	3	51	10%
Refused (DO NOT READ)	4	0	0%

Q24. Can Massachusetts afford its healthcare system?

N=		500	100%
Yes	1 (1/132)	134	27%
No	2	311	62%
Undecided (DO NOT READ)	3	55	11%
Refused (DO NOT READ)	4	0	0%

Q25. Do you support the proposed national near universal healthcare law?

N=		500	100%
Yes	1 (1/133)	178	36%
No	2	257	51%
Undecided (DO NOT READ)	3	65	13%
Refused (DO NOT READ)	4	0	0%

Q26. Can the federal government afford the proposed national healthcare plan?

N=		500	100%
Yes	1 (1/134)	160	32%
No	2	307	61%
Undecided (DO NOT READ)	3	33	7%
Refused (DO NOT READ)	4	0	0%

Q27. Generally speaking, do you <Q27W > the healthcare reform plan proposed by President Obama and the Congressional Democrats?

N=		500	100%
Strongly favor	1 (1/136)	99	20%
Somewhat favor	2	135	27%
Somewhat oppose	3	56	11%
Strongly oppose	4	184	37%
Undecided (DO NOT READ)	5	26	5%
Refused (DO NOT READ)	6	0	0%

Q28. Regardless of who you personally support for U.S. Senate, who do you think will be our next U.S. Senator?

DO NOT READ LIST

N=		500	100%
Scott Brown	1 (1/137)	129	26%
Martha Coakley	2	318	64%
Joseph L. Kennedy	3	10	2%
Undecided	4	43	9%
Refused	5	0	0%

DEMO

THE FINAL TWO QUESTIONS WILL HELP US CLASSIFY YOUR ANSWERS WITH OTHERS TAKING THE SURVEY.

N= 500 100%
 Continue 1 (1/138) 500 100%

Q29. Do you currently have children in the school system?

N= 500 100%
 Yes 1 (1/139) 126 25%
 No 2 371 74%
 Undecided (DO NOT READ) 3 3 1%

Q30. Are there any members of your household who are union members?

N= 500 100%
 Yes 1 (1/140) 110 22%
 No 2 389 78%
 Undecided (DO NOT READ) 3 1 0%

THANK

Thank you very much for your time. Have a nice day/evening.

N= 500 100%
 END 1 (1/141) 500 100%