Florida Registered Voters Survey Oct 2014
Final Draft

Question HELLO

Hello, my name is _________________. I'm calling from the University of Florida. (This is not a sales call.)

(INT: Enter 1 for English → Go to ER
Enter 3 for Spanish.) → Go to LANG

Hello, this is ________________ from the University of Florida. (This is not a sales call.)

(INT: This call could be a partial-complete.)

(INT: Enter 1 for English → Go to ER
Enter 3 for Spanish.) → Go to LANG

Question LANG

(INT: Enter 1 to continue in Spanish.
Enter 2 to exit survey.)

[IF (ANS = 1) ALTERNATE "spanish"]
[IF (ANS = 2) CTRLEND]

Question ER

May I please speak with [FIRST NAME ] [LAST NAME ]?

(We're conducting research about your opinions regarding state government and other issues in Florida.)

(INT: Enter 1 if [FIRST NAME ] [LAST NAME ] is on the phone
Enter 2 if the phone is passed

If [FNAME ] [LNAME ] is unavailable, schedule a time to call back.)
Question IRB1
We are conducting research to understand the views of registered voters about state government and some of the issues facing Florida. We are working with the Graham Center for Public Service, the Tampa Bay Times, and Bay News 9 (and News 13.)

(INT: Enter 1 to continue.)

Question IRB2
Your name was selected from a list of Florida registered voters.

You don’t have to answer any question you don’t want to answer and I want you to know this call may be recorded for quality control purposes.

(This survey should take around 12 minutes.)

(INT: Enter 1 to continue.)

Question LIKELYSC

(INT: SURVEY BEGINS.)
Next month there will be an election for Florida governor. How likely are you TO VOTE in the election for Governor and other political offices in November? Where would you place yourself on a scale of 0 to 10, where 0 means there is no chance you will vote and 10 means that you are absolutely certain that you will vote?

0-10 ACTUAL RESPONSE
-8 DON’T KNOW
-9 REFUSED

Question HOWVOTE
When and where do you plan to vote?
1 On election day at your precinct
2 At an early voting location
3 By absentee ballot
4 Haven’t decided yet

-7 NOT PLANNING TO VOTE
-8 DON’T KNOW
-9 REFUSED
Question ELSCW
If the election for governor were being held today, for whom would you vote....

(INT: "Crist" rhymes with "list".)

1 Rick Scott the Republican
2 Charlie Crist the Democrat, or
3 Adrian Wyllie ("WHY-lee") the Libertarian?

-6 RESPONDENT NAMES SOMEONE ELSE (INT: Do not read choice.)
-7 NEITHER/THEY WOULDN’T VOTE (INT: Do not read choice.) Go to ELWIN
-8 DON'T KNOW Go to ELWIN
-9 REFUSED Go to ELWIN

Question ENTHU
And how much ENTHUSIASM do you have about voting for this candidate?

1 A great deal
2 Much
3 Some
4 Little, or
5 None?
-8 DON'T KNOW
-9 REFUSED

Question ELWIN
Regardless of how YOU plan to vote, who do you think will be elected governor?

1 Rick Scott the Republican
2 Charlie Crist the Democrat, or
3 Adrian Wyllie ("WHY-lee") the Libertarian?

-6 RESPONDENT NAMES SOMEONE ELSE (INT: Do not read choice.)
-7 NEITHER/THEY WOULDN’T VOTE (INT: Do not read choice.)
-8 DON'T KNOW
-9 REFUSED

Question TRAITS
I am going to read a list of words and phrases people may use to describe political figures. For each, tell me whether the word or phrase describes the candidate that I name.

(INT: Enter 1 to continue.)
Question UNDER\$S
First, Rick Scott. In your opinion, does the phrase ‘understands the problems of people like me’ describe Scott?

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

Question LEADS
Does the phrase ‘provides leadership’ describe Scott?

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

Question HON\$S
Does the phrase ‘honest and ethical’ describe Rick Scott?

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

Question UNDER\$C
Next, Charlie Crist. In your opinion, does the phrase ‘understands the problems of people like me’ describe Crist?

(INT: "Crist" rhymes with "list").

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED
Question LEADC
Does the phrase ‘provides leadership’ describe Crist?

(INT: "Crist" rhymes with "list".)

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

Question HONC
Does the phrase ‘honest and ethical’ describe Charlie Crist?

(INT: "Crist" rhymes with "list".)

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

<IF ELSCW = 3, ask UNDERW to HONW, else skip those>

Question UNDERW
Next, Adrian Wyllie. In your opinion, does the phrase ‘understands the problems of people like me’ describe Wyllie?

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

Question LEADW
Does the phrase ‘provides leadership’ describe Wyllie?

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED
Question HONW
Does the phrase ‘honest and ethical’ describe Adrian Wyllie?

(INT: Read choices if necessary.)
1. Yes
2. No
-8 DON’T KNOW
-9 REFUSED

Question GOV1
Overall, do you approve or disapprove of the way Rick Scott is handling his job as Governor?

(INT: Read choices if necessary.)
1 Approve
2 Disapprove

-8 DON'T KNOW/UNSURE
-9 REFUSED

Question GOV3
Thinking back to when Charlie Crist was Florida Governor from 2007 to 2011, did you approve or disapprove of the way that he handled his job as Governor?

(INT: "Crist" rhymes with "list").

(INT: Read choices if necessary.)
1 Approve
2 Disapprove

-7 DID NOT LIVE IN FL AT THAT TIME
-8 DON'T KNOW/ UNSURE
-9 REFUSED

Question ECO3
Which of these best describes your opinion about Florida’s economy?
1. Florida’s economy is recovering.
2. The economy is not yet recovering but will recover soon.
3. It will be a long time before the economy recovers.

-8 DON’T KNOW
-9 REFUSED
Question ECO4
Is the condition of Florida’s economy something the Governor can do a lot about, or is that beyond any Governor’s control?

(INT: Read choices if necessary.)
1. Can do a lot about
2. Beyond any Governor's control

-8 DON’T KNOW/ UNSURE
-9 REFUSED

Question ATTYG
This fall, Floridians will also vote for the Florida Attorney General. If the election were being held today for whom would you vote…..

1 Pam Bondi (BON-dee) the Republican,
2 George Sheldon the Democrat, or
3 Bill Wohlsifer (WOOL-si-fur) the Libertarian?

-6 RESPONDENT NAMES SOMEONE ELSE (⇐ INT: DO NOT READ CHOICE)
-7 NEITHER/THEY WOULDN’T VOTE (⇐ INT: DO NOT READ CHOICE)
-8 DON’T KNOW
-9 REFUSED

Question CAME1
Candidates spend money to get the word out before an election. Which of the following is the most FREQUENT way you have received these messages?

1. Network or Cable Television
2. Radio
3. Newspapers in print or online
4. Social media or other internet
5. Automated telephone messages
6. Or Something else? (Specify:____)

-8 DON'T KNOW
-9 REFUSED
Question CAME2
And which of the following has had the most IMPACT on your ideas about the candidates?

1. Network or Cable Television
2. Radio
3. Newspapers in print or online
4. Social media or other internet
5. Automated telephone messages
6. Or Something else? (specify: ____________________)
-8 DON'T KNOW
-9 REFUSED

Question ISSUES
Now I’d like to ask you about a few issues facing our state.

(INT: Enter 1 to continue.)

Question PATH
Do you support federal immigration reform, including a pathway to citizenship?

(INT: Read choices if necessary.)
1. Yes, support
2. No, don’t support
-8 DON'T KNOW
-9 REFUSED

Question MINWAGE
Some people support increasing the minimum wage in Florida, while others oppose doing so. Do you favor or oppose increasing the minimum wage in Florida? Or haven’t you thought much about this?

(INT: Read choices if necessary.)
1. Favor increasing minimum wage
2. Oppose increasing minimum wage
3. Haven’t thought much about this
-8 DON’T KNOW
-9 REFUSED
Question MARIJ2

This fall’s ballot includes Amendment 2, which “Allows the medical use of marijuana…as determined by a licensed Florida physician.” Do you think you will…. 

1. Vote Yes, or
2. Vote No,

-8 DON’T KNOW
-9 REFUSED
Question PARTYID
Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

(INT: Read choices if necessary.)
1 Republican [go to PSTRENR]
2 Democrat [go to PSTREND]
3 Independent [go to PLEAN]

-6 NEITHER [go to PLEAN]
-7 OTHER (includes Libertarian, Green, “something else” or any other specified party) [go to B2016]
-8 DON’T KNOW  Go to PLEAN
-9 REFUSED  Go to PLEAN

Question PSTRENR
Do you consider yourself a strong Republican or a not very strong Republican?

(INT: Read choices if necessary.)
1 Strong
2 Not very strong
-8 DON’T KNOW
-9 REFUSED
[go to B2016]

Question PSTREND
Do you consider yourself a strong Democrat or a not very strong Democrat?

(INT: Read choices if necessary.)
1 Strong
2 Not very strong
-8 DON’T KNOW
-9 REFUSED
[go to B2016]
Question PLEAN

Do you think of yourself as closer to the Republican Party or to the Democratic Party?

(INT: Read choices if necessary.)

1  Closer to republican
2  Closer to democrat

-7  NO/NEITHER
-8  DON’T KNOW
-9  REFUSED

Question B2016

These next questions move from Florida to national issues.

UFSRC programming/tester note: If PARTYID or PLEAN do not equal 1 or 2, say: This next question moves from Florida to national issues.

(INT: Enter 1 to continue.)

Question B2016R <ask only if PLEAN = 1 or PARTYID = 1>

I'm going to read a list of possible candidates for the Republican nomination for president in 2016. After you hear the list, please tell me, if the 2016 Republican presidential primary were being held today, for whom would you vote?

1  Jeb Bush
2  Chris Christie
3  Rand Paul
4  Rick Perry
5  Marco Rubio
6  Someone else  (Who would that be?_______)

-8 DON’T KNOW
-9 REFUSED

Question B2016D <Ask only if PLEAN = 2 or PARTYID = 2>

I'm going to read a list of possible candidates for the Democratic nomination for president in 2016. After you hear the list, please tell me, if the 2016 Democratic presidential primary were being held today, for whom would you vote?

1  Joe Biden
2  Hilary Clinton
3  Elizabeth Warren
4  Someone else  (Who would that be?_______)

-8 DON’T KNOW
-9 REFUSED
Question OBAMA
Do you approve or disapprove of the way Barack Obama is handling his job as president?

(INT: Read choices if necessary.)
1 Approve
2 Disapprove

-8 DON'T KNOW/UNSURE
-9 REFUSED

Question COUNTY
The next set of questions will help us analyze your answers along with the answers of others.

In what Florida county do you live?

(INT: Read choices if necessary.)
1 Alachua    22 Glades    43 Martin    64 Volusia
2 Baker      23 Gulf     44 Monroe    65 Wakulla
3 Bay        24 Hamilton 45 Nassau    66 Walton
5 Brevard    26 Hendry   47 Okeechobee-8 Don't Know
6 Broward    27 Hernando 48 Orange    -9 Refused
7 Calhoun    28 Highlands 49 Osceola
8 Charlotte  29 Hillsborough 50 Palm Beach
9 Citrus     30 Holmes   51 Pasco
10 Clay      31 Indian River 52 Pinellas
11 Collier   32 Jackson  53 Polk
12 Columbia  33 Jefferson 54 Putnam
13 Miami-Dade34 Lafayette 55 St.Johns
14 De Soto   35 Lake     56 St.Lucie
15 Dixie     36 Lee      57 Santa Rosa
16 Duval     37 Leon     58 Sarasota
17 Escambia  38 Levy     59 Seminole
18 Flagler   39 Liberty  60 Sumter
19 Franklin  40 Madison  61 Suwannee
20 Gadsden   41 Manatee  62 Taylor
21 Gilchrist 42 Marion  63 Union
Question MARRY
Are you currently married, separated, divorced, widowed
or have you never been married?

(INT: Read choices if necessary.)
1 Now married
2 Now widowed
3 Never married
4 Divorced or separated
-8 DON'T KNOW
-9 REFUSED

*AGE and GENDER are not being asked as they are reliably available from the voter file. It will be in the dataset because it will be uploaded as part of the sample file.*

Question HISPAN
Are you of Spanish or Hispanic origin?

(INT: Read choices if necessary.)
1 Yes (Spanish or Hispanic)
2 No (Not Spanish or Hispanic)
-8 DON'T KNOW
-9 REFUSED

Question RRACE
What race do you consider yourself?

(INT: Read choices if necessary)
1 WHITE (CAUCASIAN)
2 BLACK (AFRICAN-AMERICAN)
3 ASIAN OR PACIFIC ISLANDER
4 AMERICAN INDIAN OR ALASKA NATIVE
5 OTHER
6 MULTI-RACIAL OR MIXED RACE
-8 DON'T KNOW
-9 REFUSED

[IF (ANS <> 5) SKIPTO EDUCAT]
Question ALTRACE
   And what would that be?

Question EDUCAT
   What is the highest grade of school or year in college you yourself completed?

(INT: If resp. says 'high school', or 'college', you may probe with the relevant answer choices instead of entire list.)

(INT: Read choices if necessary)
   1 Less than 9th grade
   2 Some high school, no diploma
   3 High school graduate/GED
   4 Some college, no degree
   5 Associates degree
   6 Three years of college
   7 Bachelors degree
   8 Some Graduate school
   9 Graduate/Professional Degree (Masters, Doctorate, MD, Dentistry, Law)

-8 DON’T KNOW
-9 REFUSED

Question EMPLOY
   Are you currently employed outside the home?

(INT: Read choices if necessary.)
   1 Yes
   2 No
   -8 DON’T KNOW
   -9 REFUSED

[IF (ANS <> 2) SKIPTO RELIG1]
Question LOOKWK
Would you describe yourself as Unemployed but looking for work, Not looking for work, or Retired?

(INT: Read choices if necessary.)

1 Unemployed but looking for work
2 Not looking for work
3 Retired
-8 DON’T KNOW
-9 REFUSED

Question RELIG1
Would you say your religious affiliation is Protestant, Catholic, Jewish, something else, or do you have no affiliation?

(INT: Select as appropriate, read list only if needed.)
1. Protestant (Includes “Christian,” Methodist, Episcopalian, Baptist, Congregational, Lutheran, Presbyterian, 7th Day Adventist, etc.)
2. Catholic (Including Greek Orthodox)
3. Mormon
4. Jewish
5. Muslim
6. No affiliation (INCLUDING ATHEISTS, AGNOSTICS)
7. Other (SPECIFY)
-8. DON’T KNOW
-9 REFUSED

<IF ANS = 1 Go to RELIG1a, Otherwise Go to RELIG3>

Question RELIG1a
Do you identify as a Born Again or Evangelical Christian?

1 Yes
2 No
-8. DON’T KNOW
-9 REFUSED
Question RELIG3
Apart from occasional weddings, baptisms, or funerals, do you attend religious services every week, almost every week, once or twice a month, a few times a year, or never?

(INT: Read choices if necessary.)

1. Every week
2. Almost every week
3. Once or twice a month
4. A few times a year
5. Never

-8 DON'T KNOW
-9 REFUSED

Question INCOM2
Now consider your family's household income from all sources. As I read a list, please stop me when I get to the income level that best describes your household income in 2013 (Before Taxes).

(INT: Please read choices until respondent indicates appropriate income range.)

1  Less than $20,000
2  $20,000 to $39,999
3  $40,000 to $59,999
4  $60,000 to $99,999
5  $100,000 to $150,000
6  Over $150,000
-8 DON'T KNOW
-9 REFUSED

Question PHNTYPE
Finally, have I reached you today on…

(INT: Say if necessary: Telephone service over the internet counts as landline service. It includes VONAGE, MAGIC JACK, and Other Home-Based Phone services.)

1  A landline phone?
2  Or your cell phone?

-8 DON'T KNOW
-9 REFUSED
Question CONTACT1
Our research partners at The Tampa Bay Times are interested in contacting a few voters for an interview for an upcoming article. Would you be willing to talk with a reporter?

1. Yes (go to CONTACT2)
2. No (go to THANKYOU)

-8 DON'T KNOW ➔ Go to THANKYOU
-9 REFUSED ➔ Go to THANKYOU

Question CONTACT2
What is the best phone number for them to reach you during the day?

Question THANKYOU
Thank you very much. That's all I need to know.

(INT: End call & press ‘G’ to code case as 'complete'.)