Florida Registered Voters Survey Late October 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 opinions regarding the upcoming election 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 the upcoming election in Florida. (We are working with the Graham Center for Public Service, the Tampa Bay Times, and Bay News 9 and News 13.)

(IN: 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 less than five minutes.)

(IN: Enter 1 to continue.)

Question EARLY
(IN: SURVEY BEGINS.)
On November 4, the election for Florida governor will be decided. Some people have already voted at an early voting location or by mail, some plan to vote on Election Day, and others are not voting this time.

How about you? Have you already voted, or plan to vote?

1. Already voted—goto EARLY2
2. Plan to vote—goto EARLY2LIKELYSC

-5 IS NOT VOTING—Goto Thank2
-8 DON’T KNOW—goto LIKELYSC
-9 REFUSED—goto LIKELYSC

Question EARLY2
Did you …
1. Vote at an early voting location—goto ELSCW1
2. Mail back an absentee ballot—goto ELSCW1

-8 DON’T KNOW
-8 REFUSED
Question LIKELYSC
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

[If EARLY = 1 or 2, then ELSCW1 else ELSCW]

Question ELSCW1
In the election for governor, for whom did you vote?
(We understand and respect your privacy. We’re only asking for research purposes. All your answers are confidential.)

(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.) \(\rightarrow\) Go to ELWIN
-8 DON’T KNOW \(\rightarrow\) Go to ELWIN
-9 REFUSED \(\rightarrow\) Go to ELWIN

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.) \(\rightarrow\) Go to ELWIN
-8 DON’T KNOW \(\rightarrow\) Go to ELWIN
-9 REFUSED \(\rightarrow\) Go to ELWIN
[If EARLY = 1 or 2, then MARIJ2A else MARIJ2]

Question MARIJ2
This fall’s ballot includes Amendment 2, which “Allows the medical use of marijuana…as determined by a licensed Florida physician.” Did you….
(We understand and respect your privacy. We’re only asking for research purposes. All your answers are confidential.)

1. Vote Yes, or
2. Vote No,

-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 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
AGE and GENDER and PARTY 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 PHNTYPE]

Question ALTRACE
And what would that be?
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?

Ask only if EARLY is -5

Question THANK2
   Thank you for your time, but today we are only talking to people who will be voting in the
election.

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

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