



## Multimodal Survey of Unaffiliated Voters

### New York Statewide

15 minutes; n=600

**DRAFT** 8/8/23

EMC Research #23-8995

#### [IF PHONE NUMBER IS A CELL PHONE READ INTRO\_CELL]

**INTRO\_CELL:** Hello, my name is \_\_\_\_\_, and I'm conducting a survey for \_\_\_\_\_ to find out how people feel about issues in New York. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis. **CONTINUE WITH PERSON ON PHONE, REPEAT INTRO IF NECESSARY**

#### [IF PHONE NUMBER IS A LANDLINE READ INTRO\_LAND]

**INTRO\_LAND:** Hello, my name is \_\_\_\_\_ and I'm conducting a survey for \_\_\_\_\_ to find out how people feel about issues in New York. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis. May I speak to the youngest male in the household who is 18 or over and at home?

**IF NOT AVAILABLE OR NO MALES IN HH:** May I speak to the youngest female in the household who is 18 or over and available?

**IF YOUNGEST MALE/FEMALE IS NOT AVAILABLE CONTINUE WITH PERSON ON THE PHONE, REPEAT INTRO IF NECESSARY**

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#### SAMPLE

1. Overall = 450n
2. High propensity = 150n

#### LANGUAGE

1. English
2. Spanish
3. Chinese

#### REGION

1. NYC
2. Long Island
3. Lower Hudson Valley
4. Eastern Upstate
5. Central Upstate
6. Western Upstate

#### 1. [PHONE ONLY] SEX (RECORD FROM OBSERVATION)

1. Male
2. Female

2. Are you registered to vote in New York? **(IF YES)** Are you actually registered as a Democrat, a Republican, Unaffiliated, or as something else?
  1. Yes, registered Democrat → **TERMINATE**
  3. Yes, registered Republican → **TERMINATE**
  4. Yes, registered Unaffiliated or with no party affiliation → **CONTINUE**
  5. Yes, registered as something else → **TERMINATE**
  6. No, not registered → **TERMINATE**
  7. (Don't know/Refused) → **TERMINATE**
  
3. What would you say are the chances that you will vote in the November 2024 election for President and Congress-- are you almost certain to vote, will you probably vote, are the chances fifty-fifty, or do you think that you will not vote?
  1. Almost certain/(Definitely)
  2. Probably
  3. 50/50 chance
  4. Will not vote
  5. (Don't know/Refused)
  
4. Thinking about when you initially registered in New York to vote, what influenced your decision to register? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**
  
5. And what influenced your decision to register as unaffiliated or without party affiliation in New York? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**
  
6. What does being an unaffiliated voter or registering as unaffiliated mean to you? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**
  
7. Do you feel that things in New York are generally going in the right direction or do you feel things are off on the wrong track?
  1. Right direction
  2. Wrong track
  3. (Don't know/Refused)
  
8. What do you think is the most important problem facing New York today? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**
  
- 9A. If the election for President was held today, would you be more likely to vote for:
 

**(RANDOMIZE)**

Joe Biden

Donald Trump

**(END RANDOMIZE)**

  1. Joe Biden
  2. Donald Trump
  3. (Undecided/Don't know/Refused)

**(IF Q9A = 3 – Undecided, ASK Q9B; ELSE SKIP TO Q9)**

9B. Well, which one do you lean toward at this time?

9. **[COMBINED VARIABLE FROM Q9A-Q9B]**

**(RESUME ASKING EVERYONE)**

10A. If the election for New York Congress in your district was held today, would you be more likely to vote for:

**(RANDOMIZE)**

A Democrat

A Republican

**(END RANDOMIZE)**

or Someone else?

1. A Democrat
2. A Republican
3. Someone else
4. (Undecided/Don't know/Refused)

**(IF Q10A = 4 – Undecided, ASK Q10B; ELSE SKIP TO Q10)**

10B. Well, which one do you lean toward at this time?

**(RESUME)**

10. **[COMBINED VARIABLE FROM Q10A-Q10B]**

**(RESUME ASKING EVERYONE)**

11. Thinking of elections for local offices and measures, do you vote in every election without missing any, do you vote in most elections, do you vote just occasionally, or do you typically not vote?

1. Every election
2. Most elections
3. Occasionally
4. Typically do not vote
5. (Don't know/Refused)

12. You're going to hear a list of elections some people might vote in. Please tell me which elections you think are a priority to vote in. You can choose more than one. **(SELECT ALL THAT APPLY)**

1. Presidential elections
2. Federal elections, like U.S. Senate and Congress
3. State elections, like Governor and State Legislator
4. Local elections, like Mayor and City Council
5. No elections
6. (Don't know/Refused)

13. As you may know, New York is a closed primary state, meaning that unaffiliated voters are not able to vote in primary elections. How aware are you that unaffiliated voters such as yourself are unable to vote in primary elections in New York?
1. Very aware
  2. Somewhat aware
  3. Not very aware
  4. Not aware at all
  5. (Don't Know/Refused)
14. Which emotions do you feel about this information? Please select all that apply.
1. Happy
  2. Sad
  3. Angry
  4. Neutral
  5. Frustrated
  6. Shame
  7. Pride
  8. Anxious
  9. Embarrassed
  10. Another emotion [TEXT BOX]
  11. (Don't Know/Refused)
15. Since unaffiliated voters in New York are not able to vote in primary elections, how much does this discourage you from voting in general elections, using a scale from one to ten, with one meaning not at all discouraged and ten meaning extremely discouraged?
1. 1 – Not at all discouraged
  2. 2
  3. 3
  4. 4
  5. 5
  6. 6
  7. 7
  8. 8
  9. 9
  10. 10 – Extremely discouraged
  11. (Don't know/Refused)
16. If unaffiliated voters were allowed to vote in primary elections, how likely would you be to vote in a primary election – very likely, somewhat likely, somewhat unlikely, very unlikely, or would you definitely not vote in a primary election?
1. Very likely
  2. Somewhat likely
  3. Somewhat unlikely
  4. Very unlikely
  5. Definitely would not vote
  6. (Don't know/Refused)

(IF Q16 = 1 OR 2, ASK Q17)

17. And which primary elections would you vote in? Please select all that apply
1. Presidential elections
  2. Federal elections, like U.S. Senate and Congress
  3. State elections, like Governor and State Legislator
  4. Local elections, like Mayor and City Council
  5. (Don't know/Refused)

18INT. Next I will read you a list of election policies that could be considered in the state of New York. For each one, please tell me if that policy would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote in a primary election.

**(PROMPT IF NECESSARY:** Would that policy make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote in a primary election?)

**SCALE:**

1. Much more likely
2. Somewhat more likely
3. Somewhat less likely
4. Much less likely
5. (Don't know/Refused)

**(RANDOMIZE)**

18. Instituting open primaries, or allowing everyone to vote in primaries regardless of their registration
19. Allowing unaffiliated voters to temporarily register with a party for the purpose of voting in a primary election
20. Allowing unaffiliated voters to vote in a primary election without having to register with a party

**(END RANDOMIZE)**

21INT. Please indicate whether you agree or disagree with each of the following statements.

**SCALE:**

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. No Opinion

**(RANDOMIZE)**

21. I follow New York politics closely
22. I feel like I have a strong voice in our political system
23. My elected officials care about people like me
24. Voting is important to me
25. I feel like my vote matters in our elections
26. A candidate's party affiliation is not important to me

**(END RANDOMIZE)**

27. Next I'd like to read you a pair of statements. Please indicate which is closer to your opinion:

**(RANDOMIZE PUNCH 1-2)**

1. Voting is a privilege that people need to earn to exercise
2. Voting is a right that should be extended to anyone who is eligible
3. (Both)
4. (Neither)
5. (No response)

**DEMOS.** My last questions are for statistical purposes only.

28. In the November 2020 presidential election, did you vote for...

1. Joe Biden
2. Donald Trump
3. Someone else
4. Don't recall
5. I did not vote
6. (Don't know/Refused)

**(ASK Q29 IF Q28 = 1-4)**

29. In the presidential election, would you say your vote was more for **[BIDEN/TRUMP]** or against **(INSERT OTHER CANDIDATE)?**

1. For Biden
2. Against Trump
3. For Trump
4. Against Biden
5. (Don't know/Refused)

**(RESUME ASKING ALL)**

30. What is the most important reason why you **[VOTED/DIDN'T VOTE]** in the November 2020 election?  
**(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**

31. In the November 2022 Gubernatorial election, did you vote for...

1. Kathy Hochul
2. Lee Zeldin
3. Someone else
4. Don't recall
5. I did not vote in that election
6. (Don't know/Refused)

**(IF Q31 = 1-4, ASK Q32, ELSE SKIP TO Q33)**

32. For the November 2022 election, did you vote absentee by mail, vote early in person, or vote in person on Election Day?
1. Absentee/Mail
  2. Early in person
  3. Election Day in person
  4. (Don't know/Refused)
33. What is the most important reason why you **[VOTED/DIDN'T VOTE]** in the November 2022 Gubernatorial election? **(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)**
34. Do you follow what's going on in government and politics...
1. All the time
  1. Most of the time
  2. Some of the time
  3. Only now and then
  4. Hardly at all
  5. (Don't know/Refused)
35. What is your most important source of information about local news and events in New York? **(READ LIST) (ACCEPT ONE RESPONSE)**
1. Television news
  2. Newspapers, either in print or online
  3. Radio
  4. Facebook
  5. Twitter
  6. Other social media
  7. Other Internet sites
  8. Some other source **(SPECIFY)**
  9. (Don't know/Refused)
36. Do you currently own the home or apartment where you live, do you rent, do you live with family, or do you not have stable housing?
1. Own/buying
  2. Rent/lease
  3. Live with family
  4. No stable housing
  5. (Don't Know/Refused)
37. Would you describe the area you live in as an urban area, a suburban area, or a rural area?
1. Urban
  2. Suburban
  3. Rural
  4. (Don't know/Refused)

38. What is the last grade you completed in school? **(READ LIST IF NECESSARY)**
1. Some grade school
  2. Some high school
  3. Graduated high school
  4. Technical or Vocational school
  5. Some college or Less than 4-year degree
  6. Graduated college or 4-year degree (BA, Bachelor)
  7. Graduate or Professional Degree (MA, Master's, PhD, MBA, Doctorate)
  8. (Don't know/Refused)
39. Do you consider yourself to be Hispanic or Latino, white or Caucasian, African American or Black, Asian or Pacific Islander, biracial, multiracial or something else?
1. Hispanic or Latino
  2. White or Caucasian
  3. African American or Black
  4. Asian or Pacific Islander
  5. Biracial or Multiracial
  6. Something else
  7. (Refused)
40. What was your total household income before taxes for 2022? Was it **(READ OPTIONS)**
1. Less than \$25,000
  2. \$25,000 to less than 50,000
  3. \$50,000 to less than 75,000
  4. \$75,000 to less than 100,000
  5. \$100,000 to less than 150,000
  6. \$150,000 and over
  7. (Don't know/Refused)
41. Do you generally think of yourself as a Democrat, an Independent, a Republican or something else? **(IF DEMOCRAT/REPUBLICAN)** Would you call yourself a strong **(DEMOCRAT/REPUBLICAN)** or a not very strong **(DEMOCRAT/REPUBLICAN)**? **(IF INDEPENDENT)** Do you think of yourself as closer to the Democratic or Republican party? **(IF NEITHER CODE AS "Independent")**
1. Strong Democrat
  2. Not very strong Democrat
  3. Independent, closer to Democratic party
  4. Independent
  5. Independent, closer to Republican party
  6. Not very strong Republican
  7. Strong Republican
  8. (Something else/Don't know/Refused)



42. In politics, do you generally consider yourself a progressive, liberal, moderate or a conservative?
1. Progressive
  2. Liberal
  3. Moderate
  4. Conservative
  5. (Don't know/Refused)
43. In what year were you born? **(DO NOT READ CATEGORIES; CODE AS APPROPRIATE)**
1. 1947 or earlier
  2. 1948-1952
  3. 1953-1957
  4. 1958-1962
  5. 1963-1967
  6. 1968-1972
  7. 1973-1977
  8. 1978-1982
  9. 1983-1987
  10. 1988-1992
  11. 1993-1997
  12. 1998-2004
  13. (Refused)
- 43B. **[AGE RANGE - CODE FROM PREVIOUS QUESTION]**
- (IF REFUSED THEN ASK FOLLOWUP: "Which age group are you in? (READ LIST)...")**
1. 18-29
  2. 30-39
  3. 40-49
  4. 50-64
  5. 65 or over
  6. (Refused)
1. **[ONLINE ONLY] Do you identify as... (FORCE RESPONSE)**
1. Male
  2. Female
  3. Non-binary
  4. Another gender identity
  5. Prefer not to respond

**THANK AND TERMINATE**