

Vermont VPR / VT PBS 2018 General Election Poll

Appendix A: Methodology

This project was sponsored jointly by Vermont Public Radio (VPR) and Vermont PBS, Colchester, VT. The sponsors suggested the topics and the overall study goals, while Rich Clark, professor of political science and former director of the Castleton Polling Institute developed the questionnaire.

Data were collected between October 5 and October 14, 2018 by Braun Research, Inc., a market research, data collection, and data processing company headquartered in Princeton, New Jersey, with call centers in four locations. Interviews were conducted by phone with live interviewers.

A dual frame landline and cell phone random digit dialing design was used; the sampling procedures for both frames are described below. Of the 606 completed interviews, 303 were conducted over landline phones, and 303 calls were made to cell phones.

For the cell phone sample, interviewers selected whomever answered the phone, assuming a one-to-one relationship between phone number and individuals. Anyone who did not live in the prescribed geographic area (the state of Vermont) was screened out as ineligible. For the landline sample, interviewers requested to speak with the youngest male member of the household who is at least 18 years of age; if there was no male in the household, interviewers requested the youngest female.

The margin-of-error is (+/-) 4 percentage points at the 95% confidence level for data representing the entire sample. Data were weighted by utilizing a raking method to reflect census figures for gender, age, education, and geographic distribution (county-level population) across the state. The weights are based on the U.S. Census American Community Survey 5-year estimates from 2016 for the state of Vermont. Neither sampling errors nor statistical tests were adjusted to account for sample design effects due to weighting. An average design effect from the dual-frame sample for this study was not calculated. Table 1 shows the margins of error for the sample and sub-sample groups.

Table 1. Sampling Error at the 95 percent confidence level

	Sampling Error	Sample Size	Population
Total sample	0.040	606	502500
	Sampling Error	Sample Size	Population
Male	0.058	290	244834
Female	0.055	316	257666
Democrat (with leaners)	0.056	309	259290
Republican (with leaners)	0.073	180	170348
Independent	0.115	72	72360
Chittenden County	0.077	160	128102
Northern Vermont	0.086	131	115360
Central Vermont	0.088	124	100282
Southern Vermont	0.071	191	158756
Registered voters	0.042	538	477450
Likely voters (based on 55% turnout)	0.044	495	262598
18 - 44 years of age	0.073	178	209444
45 - 64 years of age	0.069	200	190398
65 years of age and older	0.069	201	102658
High School Diploma or less	0.079	155	191874
Beyond HS but no 4-yr degree	0.080	150	132309
4 yr college degree and beyond	0.057	295	166455

Table 2. Representativeness of weighted data

	Vermont State Figures	VPR Poll figures (weighted)	Difference
Male	48.7%	48.8%	0.1%
18 - 34 years old	27.2%	27.5%	0.3%
> 64 years old	20.4%	21.7%	1.3%
Pct with HS Diploma or more	91.6%	93.4%	1.8%
Pct with {Bachelor's degree / College degree} or more	35.2%	35.2%	0.0%
Pct registered to vote (VAP)	93.9%	91.5%	-2.4%
Pct Cell phone only	34.4%	41.9%	7.5%
Pct LL only	15.3%	16.5%	1.2%
Median HH Income	\$54,447		
HH Income < \$40K	36.9%	36.6%	-0.3%
HH Income > \$100K	20.8%	19.0%	-1.9%
Counties			
Addison	5.9%	6.0%	0.1%
Bennington	5.9%	6.0%	0.2%
Caledonia	5.0%	4.8%	-0.1%
Chittenden	25.5%	25.8%	0.4%
Essex	1.0%	1.0%	0.0%
Franklin	7.7%	7.8%	0.1%
Grand Isle	1.1%	1.0%	-0.1%
Lamoille	4.0%	4.0%	0.0%
Orange	4.6%	4.7%	0.1%
Orleans	4.3%	4.0%	-0.3%
Rutland	9.7%	9.5%	-0.1%
Washington	9.5%	9.5%	0.0%
Windham	7.0%	7.0%	0.0%
Windsor	8.9%	8.7%	-0.2%

Appendix B: Survey Instrument

Vermont VPR/VT PBS 2018 General Election Poll

[INTRO]: Hi, my name is _____ and I'm calling on behalf of Vermont Public Radio and Vermont PBS. I am not selling anything or asking for money. We are conducting a study concerning the future of our state, and we'd really appreciate your help.

Have we reached you on a landline or cell phone?

Landline

Cell phone

REFUSED → "Thank you" and terminate

Do you live in Vermont?

YES, LIVES IN VERMONT

NO, DOES NOT LIVE IN VERMONT → "Thank you" and terminate

[If calling cell phone]: **Are you currently driving a car or doing any activity that requires your full attention?**

Yes, engaged in other activity → "Can I call back at a later time?"

No, not doing anything to distract

Not sure / Refused → "Can I call back at a later time?"

[IF LANDLINE] **To correct for sampling errors, may I please speak to the youngest adult male in the household who is at least 18 years of age?**

SPEAKING

GETTING PERSON [REPEAT INTRO]

CALLBACK [GET NAME]

NO MALE IN HOUSEHOLD [PROCEED WITH YOUNGEST FEMALE]

REFUSED

[IF LANDLINE, Once target respondent is on the phone] **Thank you very much for helping us with this important study. Your telephone number was randomly selected from among all households in Vermont. This call may be monitored for quality assurance.**

Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time.

[IF ASKED:] **This survey should take {approximately/less than} 10 minutes to complete.**

Intro: **Let's begin...**

Q1: follownews

How closely do you follow news about national and state politics? Would you say very closely, somewhat closely, not very much, or not at all?

- 1 VERY CLOSELY
- 2 SOMEWHAT CLOSELY
- 3 NOT VERY MUCH
- 4 NOT AT ALL
- 9 DON'T KNOW/REFUSED

Q2: PresApp

Do you approve or disapprove of the way Donald Trump is handling his job as President?

- 1 APPROVE
- 2 DISAPPROVE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q3 GovApp

Do you approve or disapprove of the way Phil Scott is handling his job as Governor of Vermont?

- 1 APPROVE
- 2 DISAPPROVE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q4: voteyet

Have you already voted in the general election through early voting?

- 1 Yes → **SKIP TO Q8 "Horserace_gov"**
- 2 No
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q5: likelyvote

How likely are you to vote in the November 6th election? Would you say you definitely will vote, probably will vote, probably will not vote, or definitely will not vote?

- 1 DEFINITELY WILL VOTE
- 2 PROBABLY WILL VOTE
- 3 PROBABLY WILL NOT VOTE
- 4 DEFINITELY WILL NOT VOTE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q6: Horserace_gov

If the election for Vermont's Governor were held today, would you vote for ... [RANDOMIZE ORDER OF 7 NAMED CANDIDATES]

- 1 Republican Phil Scott
- 2 Democrat Christine Hallquist
- 3 Independent Trevor Barlow
- 4 Independent Cris Ericson
5. Independent Charles Laramie
- 6 Liberty Union candidate Emily Peyton
- 7 Earth Rights candidate Stephen Marx
- 8 NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q7: Horserace_LG

If the election for Vermont's Lieutenant Governor were held today, would you vote for ... [RANDOMIZE ORDER OF THREE NAMED CANDIDATES]

- 1 Republican Don Turner
- 2 Democrat/Progressive David Zuckerman
- 3 Liberty Union candidate Murray Ngoima [en-GOY-muh]
- 4 NONE/WRITE IN/OTHER
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q8: Horserace_Senate

If the election for US Senate were held today, would you vote for ... [RANDOMIZE ORDER OF NINE NAMED CANDIDATES]

- 1 Independent Bernie Sanders
- 2 Republican Lawrence Zupan
- 3 Independent Folasade Adeluola [fo-luh-SHAH-day ah-day-LU-oh-la]
- 4 Independent Russell Beste [BEST-eee]
- 5 Independent Bruce Busa [BOO-za]
- 6 Independent Edward Gilbert Jr
- 7 Liberty Union candidate Reid Kane
- 8 Independent Brad Peacock
- 9 Independent Jon Svitavsky [Yon Siv-TAV-ski]
- 10 NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q9: Horserace_House

If the election for US House of Representatives were held today, would you vote for ... [RANDOMIZE ORDER OF FOUR NAMED CANDIDATES]

- 1 Democrat Peter Welch
- 2 Republican Anya Tynio [ON-yuh TIN-yo]
- 3 Independent Cris Ericson
- 4 Liberty Union candidate Laura Potter
- 5 NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q10: Horserace_AG

If the election for Vermont Attorney General were held today, would you vote for ... [RANDOMIZE ORDER OF THREE NAMED CANDIDATES]

- 1 Democrat T.J. Donovan
- 2 Republican Janssen Willhoit
- 3 Liberty Union candidate Rosemarie Jackowski
- 4 NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q11: Horserace_SoS

If the election for Vermont Secretary of State were held today, would you vote for ... [RANDOMIZE ORDER OF THREE NAMED CANDIDATES]

- 1 Democrat Jim Condos
- 2 Republican Brooke Paige
- 3 Liberty Union candidate Mary Alice Hebert
- 4 NONE/WRITE IN/OTHER
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q12: FamLeave

Would you favor or oppose a payroll tax of roughly \$70 per person a year, if the revenue were to provide new parents with up to 12 weeks of paid leave at 70 percent of their salary upon the birth of a child?

- 1 FAVOR
- 2 OPPOSE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q13: Racism1

To what extent do you think racism is a problem in Vermont today? Would you say it is a big problem, somewhat of a problem, a small problem, or no problem at all?

- 1 BIG PROBLEM

- 2 SOMEWHAT PROBLEM
- 3 SMALL PROBLEM
- 4 NO PROBLEM
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q14: Racism2

Do you think too little, just enough, or too much is being done to bring attention to racial issues in Vermont today?

- 1 TOO LITTLE
- 2 JUST ENOUGH
- 3 TOO MUCH
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q15: IntroAfford

I am going to read you a list of ideas that might make it more affordable to live in Vermont. For each idea, please say if you think it would help a lot, help some, or help very little in making Vermont more affordable ...

Higher paying jobs. Would that help a lot, some, or very little?

- 1 HELP A LOT
- 2 HELP SOME
- 3 HELP VERY LITTLE
- 4 WON'T HELP AT ALL (vol.)
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Lower health care costs. Would that help a lot, some, or very little?

- 1 HELP A LOT
- 2 HELP SOME
- 3 HELP VERY LITTLE
- 4 WON'T HELP AT ALL (vol.)
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Less expensive housing. Would that help a lot, some, or very little?

- 1 HELP A LOT
- 2 HELP SOME
- 3 HELP VERY LITTLE
- 4 WON'T HELP AT ALL (vol.)
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Lower property taxes. Would that help a lot, some, or very little?

- 1 HELP A LOT
- 2 HELP SOME
- 3 HELP VERY LITTLE
- 4 WON'T HELP AT ALL (vol.)
- 8 NOT SURE/NO OPINION
- 9 REFUSED

Q20: FinancialStress

Consider your regular living expenses. Which single expense creates the most financial stress in your life? [ASK OPEN-ENDED BUT APPLY PRE-CODED RESPONSES WHERE APPROPRIATE]

- 1 Taxes
- 2 Housing costs (e.g. rent or mortgage)
- 3 Child care
- 4 Education
- 5 Eldercare
- 6 Health care costs (include prescriptions)
- 7 Transportation
- 8 OTHER (Record response)
- 98 NOT SURE/NO OPINION
- 99 REFUSED

Q21: Staying

Thinking about your plans for the next five years, are you planning on staying in Vermont or moving elsewhere?

- 1 STAYING IN VERMONT
- 2 MOVING ELSEWHERE
- 8 NOT SURE / NO OPINION
- 9 REFUSED

Q22: MeToo

Have you personally experienced or witnessed sexual harassment in a Vermont workplace or institution?

- 1 YES
- 2 NO
- 8 NOT SURE / NO OPINION
- 9 REFUSED

Q23: Kavanaugh

Looking back on all you know at this time, do you think the nomination of Brett Kavanaugh to the U.S. Supreme Court was the right choice or a poor choice?

- 1 RIGHT CHOICE
- 2 POOR CHOICE
- 8 NOT SURE/NO OPINION
- 9 REFUSED

DEMOGRAPHICS

Q24: Gender

Lastly, I would like to ask a few questions about you merely for the purposes of classification and to be sure our sample accurately reflects the population as a whole.

INTERVIEWER: MARK GENDER, DO NOT ASK

- 1 MALE
- 2 FEMALE

Q25: YearBorn

In what year were you born?

- DON'T KNOW = 8888
- REFUSED = 9999

Q26: Education

What is the highest grade of school or year in college you have completed?

- 1 Less than High School
- 2 High School Diploma
- 3 Some college
- 4 College degree
- 5 Some post-graduate work
- 6 Post-graduate degree
- 8 DON'T KNOW
- 9 REFUSED

Q27: Party

In politics today, do you consider yourself a Republican, a Democrat, an Independent, or something else?

- 1 REPUBLICAN
- 2 DEMOCRAT
- 3 INDEPENDENT

- 4 OTHER (SPECIFY)
- 8 DON'T KNOW
- 9 REFUSED

[ASK ONLY IF PARTY = "Independent" OR "Other"] Q28: IndLean

As of today, do you lean more to the Democratic Party or to the Republican Party?

- 1 LEAN DEMOCRAT
- 2 LEAN REPUBLICAN
- 3 LEAN TOWARD NEITHER PARTY
- 4 OTHER (SPECIFY)
- 8 DON'T KNOW
- 9 REFUSED

Q29: RegVote

Are you registered to vote in Vermont?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q30: County

In what county do you live?

- 1 ADDISON
- 2 BENNINGTON
- 3 CALEDONIA
- 4 CHITTENDEN
- 5 ESSEX
- 6 FRANKLIN
- 7 GRAND ISLE
- 8 LAMOILLE
- 9 ORANGE
- 10 ORLEANS
- 11 RUTLAND
- 12 WASHINGTON
- 13 WINDHAM
- 14 WINDSOR
- 88 DON'T KNOW
- 99 REFUSED

[ASK ONLY IF CALLING CELL PHONE] Q32a: Landline

Do you use a landline phone at home on which you can be reached?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

[ASK ONLY IF CALLING LANDLINE PHONE] Q32b: Cell

Do you also use a cellphone for personal use on which you can be reached?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q33: Income1

Last year, that is in 2017, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. [READ]

- 1 Less than \$20,000
- 2 20 to under \$40,000
- 3 40 to under \$60,000
- 4 60 to under \$80,000
- 5 80 to under \$100,000 [OR]
- 6 \$100,000 or more
- 9 DK/Refused [VOL. DO NOT READ]

Q34: Followup

Finally, would you be willing to be interviewed by a reporter to discuss your reactions to some of the topics we've been talking about?

- 1 YES → [COLLECT NAME AND CONTACT NUMBER]
- 2 NO

Q35: Completed

That completes our survey. Thank you for your time, and have a wonderful {day/evening}!