

**2016 INDIANA VOTERS SURVEY  
PRINCETON SURVEY RESEARCH ASSOCIATES INTERNATIONAL FOR  
BALL STATE UNIVERSITY**

N= 803 Registered Voters in Indiana age 18 or older

Landline – xxx  
Cell Phone – xxx

Regional Targets for LL sample completes (geo from SSI sample):

Northern IN    xxx LL  
Central IN     xxx LL  
Southern IN    xxx LL

Interviewing dates: October 10-16, 2016

Pretest: None

Language: English only

Field House: PDS

*PSRA Job# 36xxx*

**LANDLINE INTRODUCTION**

Hello, my name is \_\_\_\_\_ and I'm calling on behalf of Ball State University to talk with Indiana residents about issues important to the state. It's very important that we include your household.

**[READ IF NECESSARY:** This survey is for research purposes ONLY. We won't ask you for money or try to sell you anything.]

May I please speak with the YOUNGEST **[RANDOMIZE RESPONDENT SELECTION (DO NOT RANDOMIZE BY FORM):** (MALE/FEMALE)], age 18 or older, who is now at home? **[IF NO MALE/FEMALE, ASK:** May I please speak with the YOUNGEST (FEMALE/MALE), age 18 or older, who is now at home?]

**[Repeat introduction if respondent did not answer the telephone.]**

**GO TO CONTACT**

## CELL PHONE INTRODUCTION

Hello, I am \_\_\_\_\_ calling on behalf of Ball State University to talk with Indiana residents about issues important to the state. I know I am calling you on a cell phone. This is not a sales call.

**[IF R SAYS DRIVING/UNABLE TO TAKE CALL: Thank you. We will try you another time...]**

**[IF NECESSARY: The survey usually takes about 10 minutes or less.]**

## VOICEMAIL MESSAGE [LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO

**VOICEMAIL]:** I am calling on behalf of Ball State University. We are conducting a short survey of Indiana residents. This is NOT a sales call. We will try to call you again.

## CELL PHONE SAMPLE SCREENING INTERVIEW

S1. Are you under 18 years old, OR are you 18 or older?

- 1 Under 18
- 2 18 or older
- 9 Don't know/Refused

**IF S1=2, CONTINUE WITH CONTACT**

**IF S1=1, THANK AND TERMINATE – RECORD AS AGE INELIGIBLE:** This survey is limited to adults age 18 and over. I won't take any more of your time...

**IF S1=9, THANK AND TERMINATE – RECORD AS SCREENING REFUSAL:** This survey is limited to adults age 18 and over. I won't take any more of your time...

**CONTACT.** We're working on an important statewide survey of Indiana residents. This is a confidential survey. Your answers will only be used for research purposes. Your cooperation is very important to the success of this study.

**[READ TO ALL CELL PHONE RESPONDENTS (SAMPLE=2):**

If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.]

**[TO LANDLINE AND CELL PHONE RESPONDENTS]** Will you please help us in this study?

**[IF NEEDED – LENGTH]:** The survey usually takes about 10 minutes or less. Can we please begin now and finish later?

**[IF NEEDED – HESITANT]:** (IF APPLICABLE) I'm not selling anything. This study is designed to understand the opinions of Indiana residents on important issues. Your input is very important to the success of the study and we would really appreciate your participation. If this isn't a good time, I'd be happy to call back whenever is most convenient for you. When would be a good time? (SCHEDULE CALLBACK)

**[IF NEEDED – NOT A GOOD TIME]:** Your input is very important to us. I'd be happy to call back whenever is most convenient for you. When would be a good time?

**[IF NEEDED – SURVEY TOPICS]:** We'd like to ask some questions about your attitudes and opinions on important issues facing the state of Indiana. If you'll let me start, you can see what the questions are like.

**[IF NEEDED – HOW SELECTED]:** Your telephone number was randomly selected. Your input is very important to the success of the study.

**IF YES – GO TO S2**

**IF NO – THANK AND TERMINATE – RECORD AS SCREENING REFUSAL:** I won't take any more of your time...

**INTERVIEWER:** If R says it is not a good time, try to arrange a time to call back. Offer the toll-free call-in number they can use to complete the survey before ending the conversation.

**SCREENING INTERVIEW (LANDLINE AND CELL SAMPLES):**

S2. I need to confirm that you CURRENTLY live in the state of Indiana. Is that correct?

- 1 Yes, current Indiana resident
- 2 No, live elsewhere
- 9 Don't know/Refused

**IF S2=1 GO TO MAIN INTERVIEW**

**IF S2=2, THANK AND TERMINATE – RECORD AS 'NOT AN INDIANA RESIDENT':** This survey is limited to current Indiana residents. I won't take any more of your time...

**IF S2=9, THANK AND TERMINATE – RECORD AS SCREENING REFUSAL:** This survey is limited to current Indiana residents. I won't take any more of your time...

**MAIN INTERVIEW**

SEX. Record Respondent's sex [DO NOT ASK]

- 1 Male
- 2 Female

**ASK ALL:**

Q1. All in all, do you think things in Indiana are generally headed in the right direction, or do you think that things are off on the wrong track? {2015 Ball State Poll}

- 1 Right Direction 54%
- 2 Wrong Track 36%
- 3 Mixed (VOL.) 5%
- 4 Unsure (VOL.) 4%
- 9 Refused (VOL.) 1%

\*2. Next, I'm going to ask you some questions about priorities for the state of Indiana. Please tell me if you think each of the following should be a TOP priority for the state, important but not a top priority, not too important, or not at all important. (First,/Next,) what about...[INSERT ITEMS; RANDOMIZE]?

**READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY:** Should this be a TOP priority for the state, important but not a top priority, not too important, or not at all important?

	<b>Top</b>	<b>Imp/Not Top</b>	<b>Not Too Imp Important</b>	<b>Not at all Important</b>
a. Bringing more jobs to the state	74%	23%	2%	.5%
b. Improving public transportation	16%	45%	28%	9%
c. Protecting the environment	43%	44%	10%	3%
d. Reducing illegal immigration	37%	32%	19%	10%
e. Full Day Kindergarten	29%	38%	22%	9%
e. Improving local schools	66%	27%	4%	2%
f. Improving highways and roads	39%	47%	11%	2%
g. Improving public safety and reducing crime	67%	29%	3%	.5%

**CATEGORIES**

- 1 Top priority
- 2 Important but not a top priority
- 3 Not too important
- 4 Not at all important
- 9 Don't know/Refused (VOL.)

\*3. Thinking about some local government services and your community's record in providing these services over the past year. First, what about [INSERT FIRST ITEM; RANDOMIZE] where you

live? Have government services in this area gotten better, gotten worse, or stayed about the same over the past year? Next, what about... **[INSERT NEXT ITEM]** where you live?<sup>1</sup>

**REPEAT AS NECESSARY:** Have government services in this area gotten better, gotten worse, or stayed about the same over the past year?

	Better	Worse	Same
a. Road maintenance	30%	22%	48%
b. The quality of public schools	18%	19%	54%
c. Public parks and recreation	28%	5%	63%
d. Fire and police protection	23%	7%	68%

#### **CATEGORIES**

- 1 Gotten better
- 2 Gotten worse
- 3 Stayed about the same
- 4 Doesn't apply/Service not provided (**VOL.**)
- 9 Don't know/Refused (**VOL.**)

Q 4. Would you favor or oppose an amendment to the Civil Rights Act in Indiana that would PROHIBIT discrimination based on sexual orientation and gender identity?

- 1. Favor 61%
- 2. Oppose 30%
- 3. Don't know/Refused (VOL.) 14.7 9%

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<sup>1</sup> Figures may not add to 100% due to rounding and Don't Know or Refused Responses.