



**CENTER FOR POLITICAL  
COMMUNICATION**

**Delaware Voter Survey 2014**  
Methodology and topline results

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## Methodology

Survey firm:	Princeton Survey Research Associates International
Field dates:	09/10/2014-09/22/2014
Mode:	Telephone (landlines and cellular phones)
Universe:	Registered voters
Geographic coverage:	State of Delaware
Sample size:	902 respondents
Weights:	Vendor-supplied weights
Response Rate:	N/A

The National Agenda Opinion Project research was funded by the University of Delaware's Center for Political Communication (CPC) and the William P. Frank Foundation. The study was supervised by the CPC's Associate Director, Paul Brewer, a professor in the Departments of Communication and Political Science & International Relations. Results are based on telephone interviews with a representative sample of 902 adults residing in the state of Delaware. Telephone interviews were conducted via landline (n=450) and cell phone (n=452 including 190 without a landline phone). The survey was conducted by Princeton Survey Research Associates International, and the interviews were administered in English by Princeton Data Source. The data were collected from September 10-22, 2014. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.9$  percentage points. Results based on subsamples have larger margins of error. Readers should be aware that in addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

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## Topline results

Note: All statistics are calculated using vendor-supplied survey weights. Some questions designed for administrative purposes and/or concerning sensitive data have been withheld from this release.

**Q1:** Overall, how closely do you follow news about national politics-very closely, somewhat closely, not too closely, or not at all?

Very closely	31.9%
Somewhat closely	38.8%
Not too closely	18.6%
Not at all	10.4%
Don't know/Refused (VOL)	0.2%

**Q2:** Is your overall opinion of **[INSERT ITEM; RANDOMIZE]** very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How **about [NEXT NAME]**? **[IF NECESSARY:** Just in general, is your overall opinion of **[NAME]** very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN “NEVER HEARD OF” AND “CAN’T RATE”]**

[RANDOMIZE ITEMS]

a. Barack Obama

Very favorable	23.2%
Mostly favorable	27.2%
Mostly unfavorable	19.0%
Very unfavorable	27.3%
Never heard of (VOL)	0.3%
Can't Rate (VOL)	2.3%
Refused (VOL)	0.8%

b. Joe Biden

Very favorable	28.5%
Mostly favorable	33.5%
Mostly unfavorable	16.4%
Very unfavorable	16.7%
Never heard of (VOL)	0.9%
Can't Rate (VOL)	3.4%
Refused (VOL)	0.6%

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c. Hilary Clinton

Very favorable	24.8%
Mostly favorable	32.6%
Mostly unfavorable	17.1%
Very unfavorable	19.6%
Never heard of (VOL)	0.8%
Can't Rate (VOL)	3.7%
Refused (VOL)	1.4%

d. Chris Christie

Very favorable	12.1%
Mostly favorable	34.0%
Mostly unfavorable	21.6%
Very unfavorable	14.2%
Never heard of (VOL)	6.1%
Can't Rate (VOL)	9.8%
Refused (VOL)	2.2%

e. Rand Paul

Very favorable	5.5%
Mostly favorable	21.8%
Mostly unfavorable	20.2%
Very unfavorable	16.6%
Never heard of (VOL)	18.2%
Can't Rate (VOL)	15.3%
Refused (VOL)	2.3%

f. Jeb Bush

Very favorable	6.5%
Mostly favorable	26.3%
Mostly unfavorable	21.7%
Very unfavorable	17.5%
Never heard of (VOL)	11.2%
Can't Rate (VOL)	14.6%
Refused (VOL)	2.1%

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g. Governor Jack Markell

Very favorable	18.3%
Mostly favorable	38.2%
Mostly unfavorable	17.2%
Very unfavorable	9.6%
Never heard of (VOL)	5.2%
Can't Rate (VOL)	9.9%
Refused (VOL)	1.6%

h. Lieutenant Governor Matt Denn

Very favorable	10.3%
Mostly favorable	28.4%
Mostly unfavorable	9.8%
Very unfavorable	5.4%
Never heard of (VOL)	22.0%
Can't Rate (VOL)	22.5%
Refused (VOL)	1.7%

i. State Attorney General Beau Biden

Very favorable	21.2%
Mostly favorable	38.8%
Mostly unfavorable	15.6%
Very unfavorable	10.0%
Never heard of (VOL)	2.9%
Can't Rate (VOL)	10.2%
Refused (VOL)	1.3%

j. Senator Chris Coons

Very favorable	13.9%
Mostly favorable	33.8%
Mostly unfavorable	15.3%
Very unfavorable	10.5%
Never heard of (VOL)	9.4%
Can't Rate (VOL)	15.4%
Refused (VOL)	1.7%

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## k. Senator Tom Carper

Very favorable	19.8%
Mostly favorable	43.6%
Mostly unfavorable	11.4%
Very unfavorable	7.0%
Never heard of (VOL)	7.3%
Can't Rate (VOL)	9.4%
Refused (VOL)	1.4%

## l. Representative John Carney

Very favorable	12.2%
Mostly favorable	37.7%
Mostly unfavorable	12.4%
Very unfavorable	5.9%
Never heard of (VOL)	10.3%
Can't Rate (VOL)	19.3%
Refused (VOL)	2.2%

**Q3:** If the election for United States Senator were being held today and the candidates were [**RANDOMIZE:** (Chris Coons, the Democrat), (Kevin Wade, the Republican), and (Andrew Groff of the Green Party)], who would you vote for?

Chris Coons	48.7%
Kevin Wade	26.6%
Andrew Groff	5.1%
None of them/Other candidate (VOL)	7.8%
Don't know/Refused (VOL)	11.9%

**Q4:** If the election for United States Representative were being held today and the candidates were [**RANDOMIZE:** (John Carney, the Democrat), (Rose Izzo, the Republican), (Bernie of the Green Party), and (Scott Gesty, the Libertarian)], who would you vote for?

John Carney	52.1%
Rose Izzo	20.2%
Bernie August	3.3%
Scott Gesty	6.4%
None of them/Other candidate (VOL)	6.9%
Don't know/Refused (VOL)	11.1%

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**Q5a:** If the 2016 presidential election were being held today and the candidates were [ROTATE: (Hillary Clinton, the Democrat) and (Chris Christie, the Republican)] who would you vote for?

	All Responses	Excluding DK/Ref. Responses
Hilary Clinton	48.4%	54%
Chris Christie	38.3%	33%
None of them/Other candidate (VOL)	8.3%	
Don't know/Refused (VOL)	4.9%	

**Q5b:** If the 2016 presidential election were being held today and the candidates were [ROTATE: (Joe Biden, the Democrat) and (Chris Christie, the Republican)] who would you vote for?

	All Responses	Excluding DK/Ref. Responses
Joe Biden	51.5%	54%
Chris Christie	38.6%	38%
None of them/Other candidate (VOL)	6.1%	
Don't know/Refused (VOL)	3.7%	

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**Q6:** Next... what do you think is the most important problem facing Delaware today? **(RECORD VERBATIM RESPONSE; PROBE FOR ADDITIONAL CLARITY; DO NOT PROBE FOR ADDITIONAL MENTIONS; IF MORE THAN ONE MENTION, RECORD ALL IN ORDER OF MENTION.** Respondents could choose up to 3 additional responses.10% of respondents chose not to respond.)

Jobs/Unemployment/Wages/Minimum Wage	27.7%
The Economy/Economic Development	8.7%
Education/School Funding	11.6%
Health Care	2.2%
Taxes	2.1%
Violence/Crime/Drugs/Public Safety/Prison Issues/Police	14.8%
Infrastructure/Roads/Traffic – includes planning, building	4.2%
Environmental Issues/Pollution	3.1%
Politicians/Government Overreach/Corruption/Congress/Democrats	7.1%
Morals/Values/Social Issues	1.0%
Welfare/Aid/Benefits (both too much and too little)/Needs/Abuse	1.6%
Money issues: poverty, cost of living, (housing, energy, gas, etc.)	4.4%
Budget/Deficit/Debt/Revenue	2.7%
None/Nothing	0.4%
Something Else	6.7%
Immigration	1.7%

**Q7:** About how much time, if any, did you spend watching television yesterday **[INTERVIEW PROBE:** If respondent indicates they don't know, ask 'just your best guess...'] **[DO NOT READ OPTIONS]?**

Did not watch	19.0%
Less than half an hour	4.3%
Thirty minutes to less than one hour	5.3%
About an hour	14.1%
More than one hour but less than two hours	7.6%
Two hours to less than three hours	18.3%
Three hours to less than four hours	12.6%
Four hours or more	18.1%
Don't know/Refused (VOL)	0.7%



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**Q8:** How often do you watch [INSERT; RANDOMIZE]: regularly, sometimes, hardly ever or never? How about [NEXT ITEM]? IF NECESSARY: regularly, sometimes, hardly ever or never?

## A. The Fox News Cable Channel

Regularly	23.9%
Sometimes	24.5%
Hardly ever	18.5%
Never	32.7%
Don't know/Refused (VOL)	0.3%

## B. MSNBC

Regularly	11.5%
Sometimes	26.8%
Hardly ever	21.3%
Never	39.6%
Don't know/Refused (VOL)	0.8%

## C. CNN

Regularly	19.1%
Sometimes	32.5%
Hardly ever	20.8%
Never	27.4%
Don't know/Refused (VOL)	0.2%

## D. National network evening news programs such as ABC World News, CBS Evening News, or NBC Nightly News

Regularly	40.1%
Sometimes	25.3%
Hardly ever	15.5%
Never	18.8%
Don't know/Refused (VOL)	0.2%

**Q9:** Next... how often do you read a daily newspaper: regularly, sometimes, hardly ever, or never?

Regularly	40.8%
Sometimes	17.5%
Hardly ever	17.6%
Never	23.9%
Don't know/Refused (VOL)	0.1%

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**Q10:** Which daily newspaper do you read the most?

News Journal (Wilmington News Journal, Delaware News Journal)	59.7%
Delaware State News (State News, Dover State News)	16.0%
Philadelphia Inquirer (Inquirer)	1.1%
Baltimore Sun (Sun)	0.6%
USA Today	2.5%
Wall Street Journal	2.7%
New York Times	5.5%
Washington Post	1.7%
Other (DO NOT RECORD VERBATIM)	8.9%
Don't know/Refused (VOL)	1.3%

**Q11:** Do you think the use of marijuana should be made legal, or not?

Yes, should be made legal	49.7%
No, should not be made legal	44.9%
Don't know/Refused (VOL)	5.4%

**Q12:** Which do you think is more harmful to a person's health: alcohol or marijuana?

Alcohol	60.2%
Marijuana	20.0%
Both (VOL)	15.4%
Neither (VOL)	1.9%
Don't know/Refused (VOL)	2.5%

**Q13:** Do you strongly favor, mostly favor, mostly oppose, or strongly oppose death penalty for murder?

Strongly favor	28.8%
Mostly favor	28.8%
Mostly oppose	18.1%
Strongly oppose	19.5%
Don't know/Refused (VOL)	4.7%

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**Q14:** Do you happen to know if the state of Delaware currently has a law allowing the death penalty for murder or not [**INTERVIEWER PROBE:** If respondent indicates they don't know, ask 'just your best guess']?

Yes	54.4%
No	30.2%
Don't know/Refused (VOL)	15.4%

**Q15:** What is your opinion? Do you strongly favor, mostly favor, mostly oppose, or strongly oppose voter ID laws?

Strongly favor	56.6%
Mostly favor	21.7%
Mostly oppose	11.2%
Strongly oppose	8.0%
Don't know/Refused (VOL)	2.4%

**Q16:** Do you think voter ID laws will increase how many people vote, decrease how many people vote, or have no effect on how many people vote?

Increase	8.5%
Decrease	38.8%
Have no effect	48.7%
Don't know/Refused (VOL)	4.0%

**Q17:** Now, please tell me how strongly you **FAVOR** or **OPPOSE** each of the following?

- A. Limiting how much money wealthy individuals who do not live in Delaware can spend promoting the election of Delaware candidates

Strongly favor	32.3%
Favor	24.3%
Oppose	20.7%
Strongly oppose	16.5%
Don't know/Refused (VOL)	6.2%

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- B. Limiting how much money corporations that are not located in Delaware can spend promoting the election of Delaware candidates

Strongly favor	31.7%
Favor	22.8%
Oppose	21.2%
Strongly oppose	18.1%
Don't know/Refused (VOL)	6.2%

- C. Requiring wealthy individuals who do not live in Delaware to publicly report how much money they spend promoting the election of Delaware candidates?

Strongly favor	39.5%
Favor	25.2%
Oppose	16.3%
Strongly oppose	13.5%
Don't know/Refused (VOL)	5.5%

- D. Requiring corporations that are not located in Delaware to publicly report how much money they spend promoting the election of Delaware candidates?

Strongly favor	45.8%
Sometimes	26.1%
Hardly ever	13.0%
Never	10.3%
Don't know/Refused (VOL)	4.9%

**Q18:** When it comes to **[INSERT; RANDOMIZE]** are police departments in Delaware doing an excellent, good, only fair, or poor job?

- A. Treating racial and ethnic groups equally

Excellent	17.1%
Good	37.1%
Only fair	23.1%
Poor	15.4%
Don't know/Refused (VOL)	7.3%

- B. Respecting people's privacy

Excellent	17.6%
Good	42.6%
Only fair	21.5%
Poor	12.3%
Don't know/Refused (VOL)	6.0%

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## C. Using the right amount of force for each situation

Excellent	19.0%
Good	40.1%
Only fair	22.3%
Poor	12.0%
Don't know/Refused (VOL)	6.7%

## D. Holding officers accountable when misconduct occurs

Excellent	15.3%
Good	37.9%
Only fair	24.9%
Poor	14.1%
Don't know/Refused (VOL)	7.8%

## E. Protecting people from crime

Regularly	17.2%
Sometimes	43.5%
Hardly ever	23.7%
Never	12.3%
Don't know/Refused (VOL)	3.3%

## Q19: How many children under age 18 do you have living at home?

None/No children under age 18	74.1%
1	12.5%
2	8.5%
3	3.2%
4	1.0%
5	0.7%
More than 12 children	0.0%
Refused (VOL)	0.0%

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**Q20:** What overall grade would you give to the **PUBLIC SCHOOL** systems in Delaware?

A	8.2%
B	32.4%
C	31.3%
D	15.4%
F	5.8%
Don't know/Refused (VOL)	7.0%

**Q21:** What overall grade would you give to the **PRIVATE SCHOOL** systems in Delaware?

A	25.1%
B	38.8%
C	14.5%
D	3.4%
F	1.2%
Don't know/Refused (VOL)	17.0%

**Q22:** If the state legislature proposed [**INSERT; RANDOMIZE**] to improve schools in the state, would you support it or not?

A. A tax increase

Yes	56.9%
No	37.7%
Don't know/Refused (VOL)	5.4%

B. A **SMALL** tax increase

Yes	55.1%
No	42.4%
Don't know/Refused (VOL)	2.5%

C. A **ONE PERCENT** tax increase

Yes	59.5%
No	38.6%
Don't know/Refused (VOL)	1.9%

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D. A **ONE DOLLAR** tax increase

Yes	74.5%
No	24.1%
Don't know/Refused (VOL)	1.4%

## DEMOGRAPHICS

**EDUC2:** What is the highest level of school you have completed or the highest degree you have received? **[DO NOT READ]**

Less than high school (Grades 1-8 or no formal schooling)	0.3%
High school incomplete (Grades 9-11 or Grade 12 with NO diploma)	2.8%
High school graduate (Grade 12 with diploma or GED certificate)	28.5%
Some college, no degree (includes some community college)	16.4%
Two year associate degree from a college or university	11.8%
Four year college or university degree/Bachelor's degree (e.g., BS, BA, AB)	21.0%
Some postgraduate or professional schooling, no postgraduate degree	1.7%
Postgraduate or professional degree, including master's, doctorate, medical, or law degree (e.g., MA, MS, PhD, MD, JD)	17.3%
Don't know/Refused (VOL)	0.3%

**HISP:** Are you, yourself, of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

Yes	5.8%
No	92.7%
Don't know/Refused (VOL)	1.6%

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**RACE:** What is your race? Are you white, black, Asian, or some other race? **[IF R SAYS HISPANIC OR LATINO, PROBE:** Do you consider yourself a WHITE (Hispanic/Latino) or a BLACK (Hispanic/Latino)? **IF R DOES NOT SAY WHITE, BLACK OR ONE OF THE RACE CATEGORIES LISTED, RECORD AS ‘OTHER’ (CODE 6)]** IF RESPONDENT VOLUNTEERS MORE THAN ONE RACE, CODE AS “4” (MIXED RACE).]

White	75.8%
Black or African-American	14.7%
Asian or Pacific Islander	2.7%
Mixed race	1.6%
Native American/American Indian	0.6%
Other ( <b>SPECIFY</b> )	1.0%
Don't know/Refused (VOL)	3.7%

**PARTY:** In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

Republican	23.7%
Democrat	35.3%
Independent	35.7%
No preference (VOL)	3.3%
Other Party (VOL)	0.3%
Don't know/Refused (VOL)	1.7%

**IF ANSWERED REPUBLICAN OR DEMOCRAT IN PARTY, ASK:**

**PARTYSTR:** Would you call yourself a strong [Democrat/Republican] or not a very strong [Democrat/Republican]?

Strong	59.4%
Not very strong	38.9%
Other/Don't know/Refused (VOL)	1.7%

**IF ANSWERED INDEPENDENT OR OTHER IN PARTY, ASK:**

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

Republican	39.5%
Democratic	37.8%
Other/Don't know/Refused (VOL)	22.7%



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**IDEO:** In general, would you describe your political views as... **[READ]**

Very conservative	14.9%
Somewhat conservative	24.6%
Moderate	34.8%
Somewhat liberal [OR]	13.5%
Very liberal	9.2%
Don't know/Refused (VOL)	3.0%

**INC:** Last year—that is, in 2015—approximately what was your total family income before taxes? Just tell me when I get to the right category. **(READ)**

Less than \$10,000	5.1%
\$10,000 to under \$20,000	8.1%
\$20,000 to under \$30,000	9.0%
\$30,000 to under \$40,000	9.2%
\$40,000 to under \$50,000	10.6%
\$50,000 to under \$75,000	14.0%
\$75,000 to under \$100,000	13.2%
\$100,000 to under \$150,000	11.1%
\$150,000 or over	8.1%
Don't know/Refused (VOL)	11.6%

**HH1:** How many adults, age 18 and over, currently live in your household INCLUDING YOURSELF?

1	25.3%
2	52.7%
3	14.2%
4	6.0%
5	1.2%
6 or greater	0.4%
Don't know/Refused (VOL)	0.2%

**ASK ALL LANDLINE SAMPLE**

**L1:** Now thinking about your telephone use... Do you have a working cell phone?

Yes	87.6%
No	12.2%
Don't know/Refused (VOL)	0.2%

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## ASK IF NO CELL PHONE AND MULTI-PERSON HOUSEHOLD:

**L1a:** Does anyone else in your household have a working cell phone?

Yes, has a home telephone	62.1%
No, no home telephone	37.9%
Don't know/Refused (VOL)	0.0%

## ASK ALL CELL PHONE SAMPLE

**C1:** Now thinking about your telephone use... Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Yes, has a home telephone	58.0%
No, no home telephone	41.4%
Don't know/Refused (VOL)	0.7%