Questionnaire: MONG

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Completion codes

❑ 1 Complete
❑ 2 Break off
❑ 3 Saved
❑ 4 Over quota

(ref:COMP)

TELE

❑ 1 A/C
❑ 2 EXCH
❑ 3 NUMBER
❑ 4 Quota groups
❑ 5 Interviewer
❑ 6 Date
❑ 7 Time
❑ 8 Length
❑ 9 Dialing time

(ref:TELE)

Q.1 Interviewer initials Hello, my name is (caller name). I'm calling for Sun Surveys, a national public opinion research firm. I would like to ask you a few questions concerning the problems facing our nation, state and local communities. I am NOT selling anything, and I will NOT ask you for a donation. May I speak with **(NAME FROM FILE)**? **(IF RESPONDENT, CONTINUE)** (IF NO, Is there another registered voter at the home I can speak with? (IF YES, CONTINUE) **(IF NO, SCHEDULE CALLBACK WITH NAME FROM FILE)**

❑ 1 Dial
❑ 2 Logoff

(ref:0)

Q.2 First of all, are you registered to vote at this address?

❑ 1 Yes
❑ 2 No
❑ 3 (Don't know/ Refused)

(ref:SCREEN1)

Q.3 Sex of respondent **(INTERVIEWER CODE--DO NOT ASK RESPONDENT)**

❑ 1 Male
❑ 2 Female

(ref:GENDER)

Q.4 Generally speaking, do you think that things in Maryland are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

❑ 1 Right direction
❑ 2 Wrong track
❑ 3 (Don't know/refused)

(ref:DIRECT)

Q.5 And do you think that things in Montgomery County are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

❑ 1 Right direction
❑ 2 Wrong track
❑ 3 (Don't know/refused)

(ref:DIRECT2)

Q.6 Now, I would like to read a list of issues facing Montgomery County. Using a scale of 1 to 10, where a 1 means that issue does not concern you at all, and a 10 means you are very concerned about this issue, please rate each of the following. Of course, you can use any number between 1 and 10.

(READ BELOW) Please rate that on a scale of 1 to 10, where 1 means that issues does not concern you at all, and ten means you are very concerned about this issue.

(DON'T KNOW/REFUSED = 0

(RANDOMIZE)

_____ 6 Reducing traffic congestion on our roads and highways

_____ 7 Improving public education

_____ 8 Climate change or global warming

_____ 9 Creating jobs and improving the economy

_____ 10 Reducing utility bills, like electricity and gas

_____ 11 Developing more clean, renewable energy sources

_____ 12 Fighting crime and improving public safety

_____ 13 Keeping county taxes low

_____ 14 Providing more affordable housing

(ref:THERM2)

Q.15 Now thinking just about the issue of energy use, let me tell you about a program being considered by the Montgomery County Government. After you hear about the program, please tell me if you favor or oppose this approach.

The Home Energy Loan Program, or HELP, would provide a low interest loan from the County to interested homeowners to help pay for the costs of improving the energy efficiency of their home, with new windows, doors, insulation or other permanent improvements to reduce the consumption of energy in a home. The loan would be repaid over 15 years as a line item on the property tax associated with the home. The average home would save $230 a year after their annual loan payment and reduce their greenhouse gas emissions by twenty percent.

Do you favor or oppose the Montgomery County Government offering the Home Energy Loan Program?

(PROMPT) And do you strongly (favor/oppose) or just somewhat (favor/oppose)

❑ 1 Strongly favor
❑ 2 Somewhat favor
❑ 3 Somewhat oppose
❑ 4 Strongly oppose
❑ 5 (Undecided/ Don't know)

(ref:GC1)

Q.16 And do you or your family rent or own the home in which you live?

❑ 1 Rent
❑ 2 Own
❑ 3 (Don't know/ Refused)

<div align="right">(ref:OWN)</div>

Q.17 (Ask Homeowners Only)
If the Home Energy Loan Program was passed by the County Council, do you think you would be interested in participating?

❑ 1 Yes
❑ 2 No
❑ 3 (Depends)
❑ 4 (Don't know/ Refused)

<div align="right">(ref:PARTICIP)</div>

Q.18 Now, let me read you a series of reasons to support the Home Energy Loan Program. Please tell me whether each one is a very convincing, somewhat convincing, a little convincing or not at all convincing reason to support the Home Energy Loan Program.

(PROMPT) Is that a very convincing, somewhat convincing, a little convincing, or not at all a convincing reason to support HELP?

_____1 = Very convincing
_____2 = Somewhat convincing
_____3 = A little convincing
_____4 = Not at all convincing
_____5 = (Don't know/refused)

(RANDOMIZE AND READ)

____ 18 The loan would be paid back over 15 years as a line item on the property taxes associated with the home. This means that the cost of the improvements would stay with the property and the current homeowner would always enjoy the benefit.

____ 19 Realtors and the real estate industry have endorsed the program as it makes it easier to identify energy efficient homes.

____ 20 Businesses and the building industry have endorsed the program as it will provide jobs for workers and improve housing in Montgomery County.

____ 21 The average home would save two hundred and thirty dollars a year after their annual loan payment.

____ 22 The average home would reduce their greenhouse gas emissions by twenty percent.

____ 23 As part of the program, a certified auditor would provide a home energy audit to identify cost effective measures eligible for improvement under the Home Energy Loan Program. The cost of the audit would be included in the loan.

____ 24 The Home Energy Loan Program pays for itself and there is no significant cost to the County or taxpayers.

<div align="right">(ref:DEMCONV)</div>

Q.25 Now, let me ask you again about the Home Energy Loan Program, which would provide a low interest loan to help homeowners pay for the costs of improving the energy efficiency of their home.

Do you favor or oppose the Montgomery County Government offering the Home Energy Loan Program?

(PROMPT) And do you strongly (favor/oppose) or just somewhat (favor/oppose)

❑ 1 Strongly favor
❑ 2 Somewhat favor
❑ 3 Somewhat oppose
❑ 4 Strongly oppose
❑ 5 (Undecided)
❑ 6 (Don't know/ refused)

                                                                                                            (ref:FINAL)

Q.26 Now I am going to read you two statements about the Home Energy Loan Progam, and I want you to tell me whether you agree more with the first statement or more with the second statement, even if neither is exactly right. The (first/next) pair is...

(ROTATE STATEMENTS)

> The HELP program should be mandatory for Montgomery County homeowners to make make sure that we significantly cut energy use and reduce greenhouse gas emissions. If the program isn't mandatory, no one will participate.

> The HELP program should be optional for Montgomery County homeowners, who know best what they can afford and what their home needs. Lower energy bills are incentive enough for most homeowners to participate.

Do you agree more with the first statement, that the program should be mandatory, or the second statement, that the program should be voluntary?

(AFTER CHOICE, PROBE:)
        Is that much more or somewhat more?

_____1 = STATEMENT A MUCH MORE
_____2 = STATEMENT A SOMEWHAT MORE
_____3 = STATEMENT B SOMEWHAT MORE
_____4 = STATEMENT B MUCH MORE
_____5 = (Both)
_____6 = (Neither)
_____7 = (Don't know/refused)

                                                                                                            (ref:PAIRS)

Q.28 Now I am going to read some things that some people say might happen if the Home Energy Loan Program were passed. For each one, please tell me if you think it is very likely to happen, somewhat likely to happen, not too likely to happen or not at all likely to happen if the Home Energy Loan program were passed.
(PROMPT) Is that very likely to happen, somewhat likely to happen, not too likely to happen or not at all likely to happen if the Home Energy Loan program were passed?

_____1 = Very likely to happen
_____2 = Somewhat likely to happen
_____3 = Not too likely to happen
_____4 = Not at all likely to happen
_____5 = (Don't know/refused)

(RANDOMIZE AND READ)

____ 28 Homeowners will save money utility bills, like electricity and gas.

____ 29 The program would create jobs in the housing and construction industries.

____ 30 The resale value of homes that participate in the Home Energy Loan Program will increase, since buyers will know that the home is more energy efficient.

____ 31 The Home Energy Loan Program will reduce the overall carbon footprint of Montgomery County.

____ 32 The Home Energy Loan Program will make Montgomery County a more attractive place to live.

(ref:REPCONV)

Q.33 And, regardless of whether you favor or oppose the Home Energy Loan Program, thinking about everything you have just heard about it, what stood out as the single most important reason to support the Home Energy Loan Program? (INTERVIEWER - OPEN END, RECORD VERBATIM RESPONSE

_____

_____

_____

_____

(ref:OPEN)

Q.34 Finally, I would like to ask you a few questions for statistical purposes.

Generally speaking, do you think of yourself as a **(ROTATE)** Republican, a Democrat or what?

❑ 1 Democrat
❑ 2 (Independent)
❑ 3 Republican
❑ 4 (Other)
❑ 5 (Don't know)

(ref:PTYID1)

Q.35 **(IF DEMOCRAT OR REPUBLICAN FROM PTYID1)** Would you call yourself a strong
(DEMOCRAT/REPUBLICAN FROM PTYID1) or a not very strong **(DEMOCRAT/REPUBLICAN FROM PTYID1)**?

❑ 1 Strong
❑ 2 Not strong
❑ 3 (Don't know)

(ref:PTYID2)

Q.36 (IF INDEPENDENT, OTHER OR DON'T KNOW IN PTYID1) Do you think of yourself as closer to the Republican or Democratic Party?

❑ 1 Closer to Democrats
❑ 2 Closer to Republicans
❑ 3 (Neither/independent)
❑ 4 (Don't know/refused)

(ref:PTYID3)

Q.37 Thinking in political terms, would you say that you are **(ROTATE LIBERAL AND CONSERVATIVE WITH MODERATE ALWAYS IN THE MIDDLE)**
Liberal, Moderate, or Conservative?

❑ 1 Liberal
❑ 2 Moderate
❑ 3 Conservative
❑ 4 (Don't know/refused)

(ref:IDEO1)

Q.38 In what year were you born? **(DON'T KNOW = 0000)**

_____ 38 Year

(ref:AGE)

Q.39 What is the last year of schooling that you have completed?
(DO NOT READ LIST)

❑ 1 1 - 11th grade
❑ 2 High school graduate
❑ 3 Non-college post H.S.
❑ 4 Some college
❑ 5 College graduate
❑ 6 Post-graduate school
❑ 7 (Don't know/refused)

(ref:EDUC)

Q.40 What is your race?
(DO NOT READ LIST)

❑ 1 White
❑ 2 Black
❑ 3 Hispanic
❑ 4 Asian/Pacific Islander
❑ 5 (Other)
❑ 6 (Don't know/refused)

(ref:RACE)

Q.41 (IF WHITE, BLACK, OTHER, DK/REF IN RACE) Do you consider yourself an Hispanic, Latino or a Spanish-speaking American?

❑ 1 Yes
❑ 2 No
❑ 3 (Don't know/refused)

(ref:RACE2)

Q.42 In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

❑ 1 Employed
❑ 2 Unemployed
❑ 3 Retired
❑ 4 Student
❑ 5 Homemaker
❑ 6 (Other)
❑ 7 (Don't know/refused)

(ref:EMPLOY)

Q.43 And finally, strictly for verification purposes, can I have just your first name?

_____

_____

_____

_____

(ref:NAME)

Voter ID number

_____ 43 Voter ID number

(ref:VID)

Q.44 (INTERVIEWER - CODE DO NOT ASK) Party Registration from voter file.

❑ 1 Democrat
❑ 2 Independent
❑ 3 Republican

(ref:REGIS)

Reg

_____ 44 region

(ref:REG)

Precinct

_____ 44 precinct

(ref:PREC)

media

_____ 44 media market DMA

(ref:MEDMKT)