Western New England University Polling Institute

Massachusetts Statewide Survey Data

October 1 – 7, 2013

TABLES

Preceding this question in the survey were questions measuring job approval for President Barack Obama, Democrats in Congress, and Republicans in Congress; familiarity with the issues regarding the partial government shutdown that began Oct. 1, 2013; and attributions of responsibility for the shutdown. The complete text of the questionnaire is available at www1.wne.edu/pollinginst

Do you approve or disapprove of the way Deval Patrick is handling his job as governor?

Job Approval – Deval Patrick

		Approve	Disapprove	Don't know/ Refused	N*
Oct. 1 – 7, 2013	Adults	62%	28%	10%	468
	Registered voters	64%	26%	10%	431
Party Identification**	Democrat	82%	12%	6%	152
	Republican	42%	49%	9%	49
	Independent	56%	33%	11%	218
Gender	Male	61%	27%	12%	209
	Female	66%	26%	8%	222
Age	18-34	64%	24%	12%	44
	35-49	67%	24%	9%	109
	50-64	59%	35%	6%	145
	65 and older	66%	24%	10%	124
Education	High school or less	43%	42%	14%	83
	Some college	56%	34%	11%	86
	College graduate	72%	20%	8%	260
Region	Western MA	74%	16%	9%	79
	Central MA	47%	46%	7%	71
	North / South Shore	60%	30%	9%	130
	Boston and suburbs	69%	20%	11%	150
March 2011	Registered voters	54%	40%	7%	472
April 2010	Registered voters	34%	49%	18%	481
March 2009	Registered voters	40%	43%	17%	510
February 2009	Registered voters	48%	36%	16%	524
November 2008	Registered voters	50%	26%	23%	548

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding. ** Party identification was measured with the following question: "In politics today, do you consider yourself a Democrat, Republican, Independent or something else?"*

Next, please tell me if you have a favorable or unfavorable opinion of the following people. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.

Do you have a favorable or unfavorable opinion of (name). *(Names of declared and potential candidates for governor were rotated in random order in the survey.)*

Favorable – Unfavorable Ratings for Declared and Potential Candidates for Governor in 2014 – Registered Voters

Oct. 1 – 7, 2013	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charles Baker	26%	14%	31%	25%	4%	431
Martha Coakley	52%	27%	6%	13%	1%	431
Steve Grossman	22%	10%	42%	21%	5%	431
Dan Wolf	8%	7%	57%	22%	7%	431
Don Berwick	7%	3%	69%	14%	7%	431
Juliette Kayyem	6%	6%	67%	14%	7%	431
Joe Avellone	6%	3%	66%	18%	7%	431
April 11 – 15, 2010						
Charles Baker	20%	13%	40%	22%	5%	481
Oct. 18 – 22, 2009						
Martha Coakley	43%	19%	17%	19%	2%	468

** Samples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

As you may know, voters in Massachusetts will elect a governor in November 2014. If the election for governor were held today, and the candidates were Steve Grossman, the Democrat, and Charles Baker, the Republican, would you vote for Steve Grossman, Charles Baker, or some other candidate for governor?

(If no preference is stated): At this moment do you lean more toward Steve Grossman, the Democrat, or Charles Baker, the Republican?

(Names were rotated in random order in the initial and follow-up questions. Initial preferences and preferences of leaning voters in the follow-up question were combined in the table below.)

Voter Preferences for Governor – Baker vs. Grossman – Registered Voters

		Grossman	Baker	Don't know / Undecided	Refused	N*
Oct.1 – 7, 2013	Registered voters	43%	30%	25%	2%	431
Party Identification	Democrat	70%	7%	22%	1%	152
	Republican	6%	83%	10%	2%	49
	Independent	32%	37%	29%	1%	218
Gender	Male	43%	34%	21%	2%	209
	Female	43%	26%	29%	2%	222
Age	18-34	59%	19%	22%	0%	44
	35-49	34%	33%	32%	1%	109
	50-64	41%	37%	20%	2%	145
	65 and older	43%	32%	24%	1%	124
Education	High school or less	42%	29%	27%	3%	83
	Some college	40%	42%	15%	2%	86
	College graduate	44%	27%	28%	1%	260
Region	Western MA	36%	29%	33%	2%	79
	Central MA	40%	32%	27%	1%	71
	North / South Shore	43%	31%	22%	3%	130
	Boston and suburbs	46%	29%	23%	1%	150

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

Initial Voter Preferences for Governor (Without Leaners) – Baker vs. Grossman – Registered Voters								
		Grossman	Baker	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Oct. 1 – 7, 2013	Registered voters	33%	24%	18%	1%	22%	1%	431
	Democrat	59%	5%	13%	0%	23%	0%	152
Party Identification	Republican	6%	70%	18%	0%	7%	0%	49
	Independent	21%	29%	23%	2%	24%	1%	218
Gender	Male	33%	31%	16%	1%	19%	0%	209
	Female	33%	17%	20%	1%	26%	2%	222
Age	18-34	44%	13%	20%	0%	24%	0%	44
	35-49	29%	24%	16%	2%	29%	0%	109
	50-64	32%	33%	23%	0%	11%	1%	145
	65 and older	31%	28%	13%	2%	24%	1%	124
Education	High school or less	29%	23%	16%	0%	30%	1%	83
	Some college	34%	35%	16%	1%	13%	2%	86
	College graduate	34%	21%	19%	1%	23%	1%	260
Region	Western MA	29%	18%	27%	1%	24%	0%	79
	Central MA	25%	27%	24%	2%	21%	1%	71
	North / South Shore	36%	24%	20%	1%	17%	1%	130
	Boston and suburbs	35%	25%	13%	1%	25%	1%	150

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

If the election for governor were held today, and the candidates were Martha Coakley, the Democrat, and Charles Baker, the Republican, would you vote for Martha Coakley, Charles Baker, or some other candidate for governor?

(If no preference is stated): At this moment do you lean more toward Martha Coakley, the Democrat, or Charles Baker, the Republican?

(Names were rotated in random order in the initial and follow-up questions. Initial preferences and preferences of leaning voters in the follow-up question were combined in the table below.)

Voter Preferences for Governor – Baker vs. Coakley – Registered Voters

		Coakley	Baker	Don't know / Undecided	Refused	N*
Oct.1 – 7, 2013	Registered voters	54%	34%	10%	2%	431
Party Identification	Democrat	76%	16%	9%	0%	152
	Republican	11%	84%	4%	2%	49
	Independent	49%	39%	12%	1%	218
Gender	Male	48%	38%	13%	1%	209
	Female	61%	30%	7%	1%	222
Age	18-34	57%	30%	13%	0%	44
	35-49	52%	36%	11%	1%	109
	50-64	51%	39%	10%	1%	145
	65 and older	64%	29%	6%	1%	124
Education	High school or less	59%	29%	10%	2%	83
	Some college	43%	45%	11%	1%	86
	College graduate	56%	32%	10%	1%	260
Region	Western MA	57%	31%	11%	2%	79
	Central MA	56%	28%	15%	0%	71
	North / South Shore	54%	31%	13%	2%	130
	Boston and suburbs	53%	39%	7%	1%	150

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

Initial Voter Preferences for Governor (Without Leaners) – Baker vs. Coakley – Registered Voters								
		Coakley	Baker	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Oct. 1 – 7, 2013	Registered voters	51%	31%	8%	1%	8%	1%	431
	Democrat	74%	15%	6%	2%	4%	0%	152
Party Identification	Republican	10%	79%	7%	0%	4%	0%	49
	Independent	43%	35%	9%	1%	11%	0%	218
Gender	Male	42%	35%	10%	2%	11%	0%	209
	Female	59%	28%	6%	1%	5%	2%	222
Age	18-34	54%	27%	7%	1%	10%	0%	44
	35-49	46%	33%	6%	3%	12%	0%	109
	50-64	48%	37%	12%	0%	1%	1%	145
	65 and older	60%	26%	5%	2%	6%	1%	124
Education	High school or less	54%	28%	6%	1%	8%	2%	83
	Some college	41%	40%	7%	1%	10%	1%	86
	College graduate	52%	30%	8%	1%	7%	1%	260
Region	Western MA	52%	29%	9%	2%	7%	0%	79
	Central MA	44%	28%	6%	0%	21%	0%	71
	North / South Shore	51%	29%	11%	2%	5%	2%	130
	Boston and suburbs	50%	35%	5%	1%	8%	1%	150

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

Do you feel things in Massachusetts are generally going in the right direction, or do you feel things have pretty seriously gotten off on the wrong track?

Right Direction / Wrong Track – Registered Voters

		Right Direction	Wrong Track	Don't know/ Refused	N*
Oct. 1 – 7, 2013	Registered voters	56%	35%	9%	431
Party identification	Democrat	71%	17%	12%	152
	Republican	31%	65%	5%	49
	Independent	52%	41%	7%	218
Oct. 2010	Registered voters	38%	52%	10%	469
Sept. 2010	Registered voters	35%	51%	14%	473
April 2010	Registered voters	30%	60%	10%	481
Nov. 2008	Registered voters	39%	50%	11%	548

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

What is the most important problem facing Massachusetts today?

Most Important Problem Facing Massachusetts Today				
	Registered voters Oct. 2013	All Adults Oct. 2013	All Adults April 2010	All Adults March 2009
Economy / jobs / stock market	35%	33%	53%	60%
Taxes / government spending	12%	11%	18%	19%
Education	11%	10%	6%	6%
Health care	8%	9%	6%	4%
Crime	4%	5%	3%	0%
Corruption among public officials	2%	2%	1%	2%
Gas / oil prices	0%	0%	0%	2%
Traffic / transportation / roads	3%	4%	1%	1%
Housing costs	2%	3%	1%	0%
Welfare reform	2%	2%	0%	0%
Environment / climate change	1%	1%	0%	0%
Illegal immigration	1%	1%	0%	0%
Other	10%	11%	7%	3%
Don’t know / refused	8%	8%	3%	2%
N	431	468	528	545

Column percentages may not sum to100 percent due to rounding.

METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 468 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Oct 1-7, 2013. The sample yielded 431 adults who said they are registered to vote in Massachusetts. Unless otherwise noted, the figures in this release are based on the statewide sample of registered voters.

Paid interviewers at The Polling Institute dialed household telephone numbers, known as "landline numbers," and cell phone numbers using random samples obtained from Survey Sampling International of Shelton, CT. In order to draw a representative sample from the landline numbers, interviewers first asked for the youngest male age 18 or older who was home at the time of the call, and if no adult male was present, the youngest female age 18 or older who was at home at the time of the call. Interviewers dialing cell phone numbers interviewed the respondent who answered the cell phone after confirming three things: (1) that the respondent was in a safe setting to complete the survey; (2) that the respondent was an adult age 18 or older; and (3) that the respondent was a resident of Massachusetts. The landline and cell phone data were combined and weighted to reflect the adult population of Massachusetts by gender, race, age, and county of residence using U.S. Census estimates for Massachusetts. The data also were weighted to adjust for cell phone and landline usage based on state-level estimates for Massachusetts from the National Center for Health Statistics. The full text of the questionnaire for this survey is available at www1.wne.edu/pollinginst.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 468 adults is +/- 4.5 percent at a 95 percent confidence interval. Thus if 55 percent of adults said they approved of the job that Deval Patrick is doing as governor, one would be 95 percent sure that the true figure would be between 50.5 percent and 59.5 percent (55 percent +/- 4.5 percent) had all Massachusetts adults been interviewed, rather than just a sample. The margin of sampling error for the sample of 431 registered voters is +/- 5 percent at a 95 percent confidence interval. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

Established in 2005, the Western New England University Polling Institute conducts research on issues of importance to Massachusetts and the region. The Institute provides the University's faculty and students with opportunities to participate in public opinion research. Additional information about the Polling Institute is available at www1.wne.edu/pollinginst.