

Massachusetts Statewide Telephone Survey

Western New England
University Polling Institute

March 31 - April 7, 2014

**WESTERN NEW ENGLAND UNIVERSITY POLLING INSTITUTE
STATEWIDE TELEPHONE SURVEY
MARCH 31 – APRIL 7, 2014**

METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 477 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing March 31 – April 7, 2014. The sample yielded 424 adults who said they are registered to vote in Massachusetts.

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.

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 424 registered voters is +/- 5 percent at a 95 percent confidence interval. Thus if 55 percent of adults said they are very interested in the upcoming election for governor, one would be 95 percent sure that the true figure would be between 50 percent and 60 percent (55 percent +/- 5 percent) had all Massachusetts voters been interviewed, rather than just a sample. 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.

TABLES

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 candidates for governor were rotated in random order in the survey.*)

Favorable – Unfavorable Ratings for Candidates for Governor – Registered Voters						
March 31 – April 7, 2014	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	31%	13%	30%	24%	2%	424
Martha Coakley	51%	27%	5%	17%	0%	424
Steve Grossman	21%	14%	44%	18%	3%	424
Don Berwick	4%	5%	74%	14%	4%	424
Juliette Kayyem	8%	3%	70%	17%	3%	424
Joe Avellone	3%	3%	74%	17%	3%	424
Evan Falchuk	1%	2%	76%	18%	4%	424
Jeff McCormick	7%	3%	67%	21%	3%	424
Oct. 1 – 7, 2013						
Charlie Baker	26%	14%	31%	25%	4%	431
Martha Coakley	52%	27%	6%	13%	1%	431
Steve Grossman	22%	10%	42%	21%	5%	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						
Charlie 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, Massachusetts voters will elect a governor in November. How much INTEREST do you have in this election - a lot, some, a little, or none at all?

		Interest in the Election for Governor – Registered Voters					
		A lot	Some	A little	None at all	Don't know/Refused	N*
March 31 – April 7, 2014	Registered voters	50%	33%	15%	2%	0%	424
Party Registration**	Democrat	54%	29%	15%	2%	0%	136
	Republican	54%	33%	11%	3%	0%	60
	Unenrolled	45%	37%	17%	1%	0%	220
Gender	Male	51%	36%	11%	2%	0%	209
	Female	49%	31%	18%	2%	0%	215
Age	18-39	32%	39%	29%	0%	0%	47
	40-54	53%	36%	8%	2%	0%	106
	55-64	64%	28%	7%	1%	0%	93
	65 and older	63%	25%	8%	4%	0%	172
Education	High school or less	41%	32%	21%	6%	0%	76
	Some college	63%	26%	9%	1%	0%	107
	College graduate	47%	36%	15%	1%	0%	234
Region	Western MA	52%	30%	14%	3%	0%	88
	Central MA	52%	32%	16%	0%	0%	53
	North / South Shore	46%	39%	13%	3%	0%	122
	Boston and suburbs	52%	31%	16%	1%	0%	160
Oct. 24-28, 2010	Registered voters	58%	26%	11%	4%	0%	456
Oct. 16-21, 2010	Registered voters	62%	27%	8%	3%	0%	469
Sept. 19-23, 2010	Registered voters	53%	29%	13%	4%	0%	473

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

** Party registration was measured with the following question: "Are you registered as a Democrat, Republican, unenrolled or independent voter, or something else?"

Next, I am going to read a list of names, and I can repeat the list if that helps. If the election for governor were held today, and the candidates were Charlie Baker, the Republican, Martha Coakley, the Democrat, Evan Falchuk, the independent, (and) Jeff McCormick, the independent, for whom would you vote?

(If no preference is stated): At this moment do you lean more toward Charlie Baker, the Republican, Martha Coakley, the Democrat, Evan Falchuk, the independent, (or) Jeff McCormick, the independent?

(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 (Including Leaners) – Registered Voters		Coakley	Baker	Falchuk	McCormick	Don't know / Undecided	Refused	N*
March 31 – April 7, 2014	Registered voters	54%	25%	3%	3%	14%	1%	424
Party Registration	Democrat	85%	3%	0%	2%	9%	1%	136
	Republican	10%	73%	0%	4%	12%	0%	60
	Unenrolled	49%	27%	4%	4%	16%	0%	220
Gender	Male	45%	35%	3%	4%	13%	0%	209
	Female	62%	16%	3%	3%	15%	1%	215
Age	18-39	55%	20%	6%	4%	15%	0%	47
	40-54	54%	25%	1%	4%	16%	0%	106
	55-64	43%	36%	2%	2%	15%	1%	93
	65 and older	58%	29%	1%	3%	8%	2%	172
Education	High school or less	53%	21%	9%	4%	13%	1%	76
	Some college	54%	24%	5%	5%	12%	1%	107
	College graduate	54%	27%	0%	3%	15%	0%	234
Region	Western MA	65%	16%	0%	5%	14%	0%	88
	Central MA	48%	35%	0%	4%	13%	0%	53
	North / South Shore	44%	32%	7%	8%	9%	0%	122
	Boston and suburbs	60%	20%	1%	0%	19%	1%	160
Oct. 1- 7 2013	Registered voters	54%	34%	**	**	10%	2%	431

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

**The October 1-7, 2013 survey did not include Evan Falchuk and Jeff McCormick in the match-up questions.

Voter Preferences for Governor (Without Leaners) – Registered voters

		Coakley	Baker	Falchuk	McCormick	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
March 31 – April 7, 2014	Registered voters	50%	23%	2%	3%	2%	3%	16%	1%	424
Party Registration	Democrat	84%	3%	0%	2%	0%	1%	10%	0%	136
	Republican	8%	68%	0%	3%	2%	6%	12%	0%	60
	Unenrolled	43%	25%	3%	4%	2%	3%	21%	0%	220
Gender	Male	42%	31%	1%	3%	3%	5%	14%	0%	209
	Female	58%	16%	3%	3%	1%	1%	18%	0%	215
Age	18-39	49%	16%	4%	4%	4%	4%	20%	0%	47
	40-54	53%	24%	1%	4%	2%	2%	14%	0%	106
	55-64	38%	35%	1%	2%	0%	1%	23%	0%	93
	65 and older	57%	28%	1%	2%	1%	3%	8%	1%	172
Education	High school or less	50%	17%	9%	2%	0%	7%	15%	1%	76
	Some college	48%	22%	1%	5%	4%	2%	18%	0%	107
	College graduate	51%	26%	0%	2%	2%	2%	16%	0%	234
Region	Western MA	60%	14%	0%	5%	1%	2%	17%	0%	88
	Central MA	39%	31%	0%	4%	3%	5%	18%	0%	53
	North / South Shore	41%	32%	5%	7%	3%	2%	11%	0%	122
	Boston and suburbs	58%	17%	1%	0%	2%	3%	20%	0%	160
Oct. 1- 7 2013	Registered voters	51%	31%	**	**	8%	1%	8%	1%	431

Once more, I am going to read a list of names, and I can repeat the list if that helps. If the election for governor were held today, and the candidates were Charlie Baker, the Republican, Steve Grossman, the Democrat, Evan Falchuk, the independent, (and) Jeff McCormick, the independent, for whom would you vote?

(If no preference is stated): At this moment do you lean more toward Charlie Baker, the Republican, Steve Grossman, the Democrat, Evan Falchuk, the independent, (or) Jeff McCormick, the independent?

(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 (Including Leaners) – Registered Voters		Grossman	Baker	Falchuk	McCormick	Don't know / Undecided	Refused	N*
March 31 – April 7, 2014	Registered voters	38%	29%	4%	9%	19%	1%	424
Party Registration	Democrat	64%	8%	5%	4%	19%	0%	136
	Republican	9%	74%	0%	2%	15%	0%	60
	Unenrolled	32%	30%	3%	14%	20%	1%	220
Gender	Male	36%	34%	5%	8%	17%	0%	209
	Female	41%	24%	2%	11%	22%	1%	215
Age	18-39	39%	23%	8%	15%	16%	0%	47
	40-54	35%	32%	2%	6%	26%	0%	106
	55-64	38%	31%	3%	6%	19%	2%	93
	65 and older	40%	33%	1%	9%	17%	1%	172
Education	High school or less	35%	25%	8%	16%	17%	0%	76
	Some college	38%	25%	8%	7%	21%	1%	107
	College graduate	39%	31%	1%	9%	20%	0%	234
Region	Western MA	39%	22%	6%	6%	26%	1%	88
	Central MA	27%	45%	7%	5%	17%	0%	53
	North / South Shore	31%	34%	6%	17%	12%	0%	122
	Boston and suburbs	47%	23%	0%	5%	24%	1%	160
Oct. 1- 7 2013	Registered voters	43%	30%	**	**	25%	2%	431

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding. **The October 1-7, 2013 survey did not include Evan Falchuk and Jeff McCormick in the match-up questions.*

Voter Preferences for Governor (Without Leaners) – Registered voters										
		Grossman	Baker	Falchuk	McCormick	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
March 31 – April 7, 2014	Registered voters	33%	27%	3%	9%	2%	6%	19%	1%	424
	Democrat	59%	8%	5%	3%	1%	8%	17%	0%	136
Party Registration	Republican	9%	74%	0%	2%	2%	2%	11%	0%	60
	Unenrolled	27%	28%	2%	14%	2%	4%	21%	1%	220
Gender	Male	32%	34%	3%	8%	2%	6%	15%	1%	209
	Female	35%	22%	2%	10%	2%	5%	24%	0%	215
Age	18-39	38%	23%	5%	15%	2%	3%	15%	0%	47
	40-54	28%	30%	1%	5%	3%	7%	27%	0%	106
	55-64	34%	31%	3%	6%	2%	5%	17%	3%	93
	65 and older	35%	30%	1%	8%	2%	9%	15%	1%	172
Education	High school or less	29%	23%	6%	16%	1%	7%	18%	1%	76
	Some college	29%	24%	5%	6%	2%	7%	25%	1%	107
	College graduate	36%	30%	1%	8%	2%	4%	17%	0%	234
Region	Western MA	34%	20%	6%	5%	2%	6%	25%	0%	88
	Central MA	19%	44%	4%	5%	4%	5%	19%	0%	53
	North / South Shore	31%	31%	4%	16%	2%	3%	12%	1%	122
	Boston and suburbs	39%	23%	0%	5%	2%	7%	23%	1%	160
Oct. 1- 7 2013	Registered voters	33%	24%	**	**	18%	1%	22%	1%	431