

Western New England University Polling Institute

Massachusetts Statewide Telephone Survey

October 21-30, 2014

Dr. Tim Vercellotti, Polling Institute Director

TABLES

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 – Likely and Registered Voters

Oct. 21 – 30, 2014 Likely voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	54%	28%	7%	10%	1%	430
Martha Coakley	42%	47%	1%	8%	2%	430
Evan Falchuk	17%	10%	53%	18%	2%	430
Jeff McCormick	6%	6%	65%	19%	4%	430
Scott Lively	7%	9%	67%	13%	4%	430
Oct. 21 – 30, 2014 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	46%	26%	12%	13%	3%	522
Martha Coakley	38%	46%	3%	11%	2%	522
Evan Falchuk	15%	8%	56%	18%	3%	522
Jeff McCormick	6%	6%	64%	20%	5%	522
Scott Lively	6%	8%	67%	14%	5%	522
Sept. 20 – 28, 2014 Likely voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	47%	24%	9%	17%	3%	416
Martha Coakley	46%	38%	2%	12%	2%	416
Evan Falchuk	7%	6%	62%	19%	6%	416
Jeff McCormick	5%	5%	63%	20%	8%	416
Scott Lively	5%	5%	66%	16%	8%	416

* *Samples are unweighted N's. Row percentages may not sum to 100 percent due to rounding.*

(Names of candidates for the United States Senate also were rotated in random order in the survey.)

Favorable – Unfavorable Ratings for U.S. Senate Candidates –
Likely and Registered Voters

Oct. 21 – 30, 2014 Likely voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Ed Markey	39%	35%	8%	16%	2%	430
Brian Herr	6%	5%	73%	12%	4%	430
Oct. 21 – 30, 2014 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Ed Markey	36%	29%	12%	21%	3%	522
Brian Herr	6%	4%	69%	16%	5%	522
Sept. 20 – 28, 2014 Likely voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Ed Markey	43%	33%	8%	14%	1%	416
Brian Herr	4%	5%	70%	14%	7%	416
June 16-20, 2013 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Ed Markey	39%	29%	9%	21%	1%	653
April 11-18, 2013 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Ed Markey	37%	24%	16%	19%	4%	528

** Samples are unweighted N's. Row percentages may not sum to 100 percent due to rounding.*

As you may know, there will be an election for governor of Massachusetts in November. How much INTEREST do you have in this election - a lot, some, a little, or none at all?

Amount of Interest in Nov. 4, 2014 Gubernatorial Election

		A lot	Some	A little	None at all	Don't know/ Refused	N*
Oct. 21-30, 2014	Registered voters	51%	32%	12%	5%	0%	522

Amount of Interest in June 25, 2013 Special Senate Election

		A lot	Some	A little	None at all	Don't know/ Refused	N*
June 16-20, 2013	Registered voters	42%	30%	18%	10%	0%	653

Amount of Interest in Nov. 6, 2012 Presidential and Senate Election

		A lot	Some	A little	None at all	Don't know/ Refused	N*
Oct. 26 – Nov. 1, 2012	Registered voters	82%	10%	3%	4%	0%	644

Amount of Interest in Nov. 2, 2010 Gubernatorial Election

		A lot	Some	A little	None at all	Don't know/ Refused	N*
Oct. 24 – 28, 2010	Registered voters	58%	26%	11%	4%	0%	456

**Figures are row percentages, and may not sum to 100 percent due to rounding.*

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, Jeff McCormick, the independent, (and) Scott Lively, the independent, for whom would you vote? (If no preference is stated): At this moment do you lean more toward Charlie Baker, Martha Coakley, Evan Falchuk, Jeff McCormick, or Scott Lively?

(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 rows one and three in the table below.)

Voter Preferences for Governor (With and Without Leaners) – Likely and Registered Voters*

	Coakley	Baker	Falchuk	McCormick	Lively	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Oct. 21 - 30, 2014										
Likely voters (with leaners)	41%	46%	3%	1%	1%	---	---	7%	1%	430
Likely voters (without leaners)	40%	44%	3%	1%	1%	0%	0%	10%	1%	430
Registered voters (with leaners)	40%	41%	4%	1%	2%	---	---	11%	1%	522
Registered voters (without leaners)	39%	40%	3%	1%	2%	0%	2%	12%	1%	522
Sept. 20 -28, 2014										
Likely voters (with leaners)	43%	44%	2%	2%	1%	---	---	7%	1%	416
Registered voters (with leaners)	40%	41%	2%	3%	2%	---	---	11%	1%	536

**Figures are row percentages, and may not sum to 100 percent due to rounding.*

Voter Preferences for Governor (With Leaners) – Likely Voters

		Coakley	Baker	Falchuk	McCormick	Lively	Don't know / Undecided	Refused	N*
Oct. 21 -30, 2014	Likely voters	41%	46%	3%	1%	1%	7%	1%	430
Party Identification**	Democrat	75%	15%	2%	1%	0%	7%	0%	153
	Republican	0%	94%	0%	2%	0%	3%	2%	76
	Independent	29%	54%	6%	1%	1%	8%	1%	192
Gender	Male	36%	54%	3%	1%	1%	4%	1%	200
	Female	46%	40%	3%	1%	0%	9%	0%	230
Age	18-39	46%	37%	2%	0%	0%	16%	0%	46
	40-54	43%	48%	3%	0%	2%	3%	0%	94
	55-64	36%	50%	5%	1%	0%	6%	1%	119
	65 and older	42%	45%	4%	2%	1%	4%	2%	157
Education	High school or less	36%	48%	4%	1%	3%	8%	0%	82
	Some college	35%	55%	1%	1%	0%	7%	0%	95
	College graduate	46%	42%	4%	0%	0%	6%	1%	250
Region	Western MA	47%	43%	3%	0%	0%	6%	1%	101
	Central MA	46%	46%	7%	0%	0%	1%	0%	66
	North / South Shore	40%	53%	3%	1%	0%	2%	0%	100
	Boston and suburbs	39%	43%	2%	1%	2%	11%	1%	162

* Subsamples are unweighted N's, and consist of likely 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?"

Are you very sure about your choice for governor, or might you change your mind before Election Day?

Asked of the 402 likely voters and the 475 registered voters who expressed a preference in response to the initial gubernatorial match-up question or the follow-up measure of preferences among leaning voters.

		Very Sure About Choice or Might Change Mind			
		Very Sure	Might Change Mind	Don't know/ Refused	N*
Oct. 21 – 30, 2014	Likely voters	70%	29%	1%	402
Candidate choice	Coakley supporters and leaners	66%	33%	2%	171
	Baker supporters and leaners	77%	23%	0%	207
Party Identification	Democrat	69%	31%	0%	144
	Republican	91%	9%	0%	73
	Independent	63%	35%	2%	178
Gender	Male	74%	25%	1%	187
	Female	67%	33%	0%	215
Oct. 21 – 30, 2014	Registered voters	66%	33%	1%	475
Sept. 20 – 28, 2014	Likely voters	57%	41%	2%	378
Sept. 20 – 28, 2014	Registered voters	52%	47%	1%	473

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

In your own words, what is the most important issue to you personally in determining whom to support for governor? *Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.*

Most Important Issue in Governor's Race			
	Oct. 21 – 30, 2014 Likely voters	Coakley Supporters and Leaners	Baker Supporters and Leaners
The economy (general) / unemployment / jobs	31%	25%	39%
Health care	4%	4%	4%
Welfare reform	3%	1%	4%
Education (pre-school, elementary, secondary, higher ed)	14%	23%	3%
Taxes / government spending	11%	5%	17%
Corruption among public officials	2%	1%	2%
Abortion / choice	1%	1%	0%
Services for senior citizens	1%	1%	1%
Gun control	1%	0%	1%
Crime	1%	0%	1%
Environment / climate change	2%	5%	1%
Illegal immigration	1%	0%	2%
No issue – The candidate's gender	1%	1%	1%
No issue -- The candidate's ethics, morals, character	7%	6%	7%
No Issue -- The candidate's party	4%	7%	4%
No issue -- The candidate's professional background and experience	4%	4%	4%
Other, specify:	5%	5%	4%
Don't know / Refused	8%	11%	5%
N	430	171	207

Column percentages may not sum to 100 percent due to rounding.

Voters also will elect a United States senator in November. If the election for Senate was held today, and the candidates were Brian Herr, the Republican, and Ed Markey, the Democrat, for whom would you vote? (If no preference is stated): At this moment do you lean more toward Brian Herr, the Republican, or more toward Ed Markey, the Democrat?

(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 rows one and three in the table below.)

Voter Preferences for the U.S. Senate (With and Without Leaners) – Likely and Registered Voters

	Markey	Herr	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Oct. 21 – 30, 2014							
Likely voters (with leaners)	54%	34%	---	---	11%	1%	430
Likely voters (without leaners)	50%	31%	2%	2%	14%	1%	430
Registered voters (with leaners)	53%	31%	---	---	15%	2%	522
Registered voters (without leaners)	49%	28%	1%	3%	17%	1%	522
Sept. 20 -28, 2014							
Likely voters (with leaners)	56%	34%	---	---	9%	1%	416
Registered voters (with leaners)	52%	34%	---	---	12%	2%	536

**Figures are row percentages, and may not sum to 100 percent due to rounding.*

Voter Preferences for the U.S. Senate Seat (Likely Voters With Leaners)

		Markey	Herr	Don't know / Undecided	Refused	N*
Oct. 21 -- 30, 2014	Likely voters	54%	34%	11%	1%	430
Party Identification	Democrat	80%	9%	11%	0%	153
	Republican	14%	81%	3%	2%	76
	Independent	48%	35%	15%	1%	192
Gender	Male	51%	40%	8%	1%	200
	Female	57%	29%	14%	0%	230
Age	18-39	52%	27%	21%	0%	46
	40-54	61%	32%	7%	0%	94
	55-64	49%	43%	6%	2%	119
	65 and older	50%	36%	12%	2%	157
Education	High school or less	51%	41%	8%	0%	82
	Some college	40%	45%	14%	1%	95
	College graduate	60%	27%	12%	1%	250
Region	Western MA	50%	38%	11%	2%	101
	Central MA	52%	37%	10%	0%	66
	North / South Shore	47%	47%	5%	0%	100
	Boston and suburbs	60%	23%	16%	1%	162

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

Voters also will vote on a ballot question regarding a state law that allows the state to license up to three casinos in Massachusetts. *(The following two options rotated in random order in the question.)* [A yes vote on the ballot question would prohibit casinos, any gaming establishment with slot machines, and wagering on simulcast greyhound races in Massachusetts.] [A no vote would make no change in the current laws regarding gaming.] If the election were held today, would you vote [yes] or [no] on the ballot question? *(The “yes” and “no” options rotated in random order in the second part of the question.)*

		Would You Vote Yes or No on Repeal of Casino Law					
		Yes	No	Wouldn't vote (Vol.)	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 21 – 30, 2014	Likely voters	35%	59%	1%	5%	0%	430
	Registered voters	34%	60%	1%	5%	0%	522
Party identification	Democrat	40%	52%	2%	6%	0%	153
	Republican	30%	66%	1%	3%	0%	76
	Independent	35%	61%	0%	4%	0%	192
Gender	Male	33%	63%	0%	4%	0%	200
	Female	37%	56%	1%	5%	0%	230
Age	18-39	23%	73%	4%	0%	0%	46
	40-54	27%	70%	0%	3%	0%	94
	55-64	36%	53%	1%	10%	0%	119
	65 and older	53%	42%	0%	5%	0%	157
Education	High school or less	41%	54%	0%	5%	0%	82
	Some college	24%	73%	0%	3%	0%	95
	College graduate	37%	56%	2%	5%	0%	250
Household income	Under \$35,000	35%	57%	0%	9%	0%	57
	\$35,000 to \$69,999	39%	51%	3%	7%	0%	111
	\$70,000 to \$99,999	29%	70%	0%	1%	0%	82
	\$100,000 or more	32%	64%	1%	3%	0%	127
Casino regions	Region A – Boston area and Central MA	36%	58%	1%	5%	0%	263
	Region B – Western MA	33%	64%	0%	3%	0%	101
	Region C – South Shore and Cape Cod	34%	61%	0%	5%	0%	65
Sept. 20 - 28, 2014	Likely voters	41%	52%	0%	6%	1%	416
	Registered voters	38%	54%	0%	7%	1%	536

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

Vote on Ballot Question on Casino Law Repeal – By Religion and Attendance at Services						
Oct. 21 -- 30, 2014	Yes	No	Wouldn't vote (Vol.)	Don't know (Vol.)	Refused (Vol.)	N*
Likely voters	35%	59%	1%	5%	0%	430
All Catholic likely voters**	32%	62%	0%	6%	0%	233
Catholic likely voters who attend services at least once a week or almost every week***	37%	54%	1%	8%	0%	96
Catholic likely voters who attend services about once a month, seldom or never	30%	66%	0%	4%	0%	135
All Protestant likely voters	46%	51%	0%	3%	0%	87
Protestant likely voters who attend services at least once a week or almost every week	55%	45%	0%	0%	0%	39
Protestant likely voters who attend services about once a month, seldom or never	40%	54%	0%	6%	0%	47
Likely voters from other religious backgrounds	37%	58%	0%	5%	0%	45
Likely voters who identify as agnostic or atheist	27%	67%	5%	1%	0%	43

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

** Religious denomination was measured with the following question: "Do you consider yourself to be Catholic, Protestant, Jewish, Muslim, some other religion, atheist or agnostic?"

*** Attendance at worship services was measured with the following question: "How often do you attend church, synagogue, or other worship services -- at least once a week, almost every week, about once a month, seldom, or never?"

METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 586 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Oct. 21 – 30, 2014. The sample yielded 522 adults who said they are registered to vote in Massachusetts. Of those registered voters, 430 voters were classified as likely to vote in the Nov. 4, 2014 election. Voters were classified as likely voters based on their responses to questions about interest in the upcoming election, likelihood of voting in the election, participation in recent elections, and knowledge of the location and name of their polling place.

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 alternated asking for the youngest adult male or the youngest adult female age 18 or older who was 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 sample of all adults consisted of 402 interviews completed on landlines and 184 interviews completed on cell phones. 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. Complete results of the poll are available online at www.wne.edu/news. 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 margin of sampling error for a sample of 522 registered voters is +/- 4 percent at a 95 percent confidence interval, and the margin of sampling error for a sample of 430 likely voters is +/- 5 percent at a 95 percent confidence interval. Thus if 55 percent of likely voters said they hold a favorable view of a candidate, one would be 95 percent sure that the true figure would be between 50 percent and 60 percent (55 percent +/- 5 percent) had all likely voters in Massachusetts 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.

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.