

**Western New England University Polling Institute
in Partnership with Masslive.com, The Republican, and WSHM-TV
Massachusetts Senate Poll – April 11-18, 2013**

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 the Senate candidates were rotated in random order in the survey.)*

Favorable – Unfavorable Ratings for Gabriel Gomez

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
April 11 – 18, 2013	All registered voters	18%	9%	39%	28%	7%	528
	General election likely voters	19%	9%	38%	28%	6%	480
	Republican Primary likely voters	33%	8%	27%	27%	5%	128

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

Favorable – Unfavorable Ratings for Michael Sullivan

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
April 11 – 18, 2013	All registered voters	18%	11%	34%	28%	8%	528
	General election likely voters	19%	12%	33%	28%	8%	480
	Republican Primary likely voters	34%	13%	26%	23%	5%	128

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

Favorable – Unfavorable Ratings for Dan Winslow

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
April 11 – 18, 2013	All registered voters	8%	8%	47%	27%	10%	528
	General election likely voters	9%	8%	46%	27%	10%	480
	Republican Primary likely voters	17%	8%	38%	27%	9%	128

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

Favorable – Unfavorable Ratings for Stephen Lynch

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
April 11 – 18, 2013	All registered voters	40%	17%	16%	24%	4%	528
	General election likely voters	41%	18%	14%	23%	4%	480
	Democratic Primary likely voters	44%	19%	13%	21%	2%	270

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

Favorable – Unfavorable Ratings for Ed Markey

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
April 11 – 18, 2013	All registered voters	37%	24%	16%	19%	4%	528
	General election likely voters	39%	24%	14%	18%	5%	480
	Democratic Primary likely voters	55%	15%	12%	14%	4%	270

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

If the Republican primary were held today, would you vote for Gabriel Gomez, Michael Sullivan, (or) Dan Winslow? (*Names were rotated in random order.*)

INTERVIEWER: IF VOTER IS UNSURE: Toward which candidate are you leaning?

(Asked of voters who identified themselves as registered Republican or unenrolled voters, and who said they are very or somewhat likely to vote in the Republican Senate primary on April 30.)

Voter Preferences in April 30 Republican Primary

		Gomez	Sullivan	Winslow	Wouldn't vote	Undecided/Don't know	Refused	N*
April 11 – 18, 2012	Likely Republican Primary voters	33%	27%	9%	2%	30%	0%	128
Breakout of likely Republican Primary voters by registration	Republican voters	35%	24%	7%	2%	32%	0%	64
	Unenrolled voters	30%	30%	11%	2%	28%	0%	64

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

Are you very sure of your choice, or might you change your mind before the primary? (*Asked of the 89 likely Republican Primary voters who expressed a preference in response to the previous question.*)

Very Sure About Choice or Might Change Mind – Likely Voters

		Very Sure	Might Change Mind	Don't know/Refused	N
April 11 – 18, 2013	Likely Republican Primary voters	41%	59%	0%	89

If the Democratic primary were held today, would you vote for Stephen Lynch or Ed Markey?
(Names were rotated in random order.)

INTERVIEWER: IF VOTER IS UNSURE: Toward which candidate are you leaning?

(Asked of voters who identified themselves as registered Democratic or unenrolled voters, and who said they are very or somewhat likely to vote in the Democratic Senate primary on April 30.)

Voter Preferences in April 30 Democratic Primary

		Lynch	Markey	Wouldn't vote	Undecided / Don't know	Refused	N*
April 11 – 18, 2013	Likely Democratic Primary voters	34%	44%	2%	21%	0%	270
Breakout of likely Democratic Primary voters by registration	Democratic voters	29%	49%	2%	20%	0%	161
	Unenrolled voters	41%	35%	2%	21%	0%	109

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

Are you very sure of your choice, or might you change your mind before the primary? *(Asked of the 212 likely Democratic Primary voters who expressed a preference in response to the previous question.)*

Very Sure About Choice or Might Change Mind – Likely Voters

		Very Sure	Might Change Mind	Don't know/ Refused	N
April 11 – 18, 2013	Likely Democratic Primary voters	64%	36%	0%	212

Next, I would like to ask your views on a series of possible match-ups in the general election set for June 25th.

If the election for Senate were held today and the candidates were Gabriel Gomez, the Republican, and Ed Markey, the Democrat, would you vote for Gabriel Gomez, Ed Markey, or some other candidate for Senate? (If no preference is stated): At this moment do you lean more toward Gabriel Gomez, 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 the table below.)

Voter Preferences for the U.S. Senate Seat – Markey versus Gomez		Markey	Gomez	Don't know / Undecided	Refused	N*
April 11 – 18, 2013	Likely voters	51%	36%	12%	1%	480
Party Registration**	Democrat	84%	10%	6%	0%	167
	Republican	9%	80%	12%	0%	71
	Unenrolled	43%	39%	16%	1%	227
Gender	Male	51%	41%	7%	1%	218
	Female	51%	31%	17%	1%	262
Region	Western MA	55%	31%	11%	3%	86
	Central MA	36%	53%	11%	0%	60
	North / South Shore	49%	35%	14%	2%	153
	Boston and suburbs	56%	32%	11%	0%	181

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

** *Party registration was measured with the following question posed to respondents who identified themselves as registered voters: "Are you registered as a: Democrat, Republican, independent or unenrolled voter, Reform, Green, or Libertarian?"*

If the election for Senate were held today and the candidates were Michael Sullivan, the Republican, and Ed Markey, the Democrat, would you vote for Michael Sullivan, Ed Markey, or some other candidate for Senate? (If no preference is stated): At this moment do you lean more toward Michael Sullivan, 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 the table below.)

Voter Preferences for the U.S. Senate Seat – Markey versus Sullivan		Markey	Sullivan	Don't know / Undecided	Refused	N*
April 11 – 18, 2013	Likely voters	52%	34%	14%	1%	480
Party Registration	Democrat	86%	8%	6%	0%	167
	Republican	12%	75%	13%	0%	71
	Unenrolled	42%	37%	19%	2%	227
Gender	Male	52%	37%	9%	2%	218
	Female	51%	30%	18%	1%	262
Region	Western MA	60%	24%	13%	3%	86
	Central MA	42%	36%	22%	0%	60
	North / South Shore	51%	35%	11%	3%	153
	Boston and suburbs	53%	34%	13%	0%	181

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

If the election for Senate were held today and the candidates were Dan Winslow, the Republican, and Ed Markey, the Democrat, would you vote for Dan Winslow, Ed Markey, or some other candidate for Senate? (If no preference is stated): At this moment do you lean more toward Dan Winslow, 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 the table below.)

Voter Preferences for the U.S. Senate Seat – Markey versus Winslow		Markey	Winslow	Don't know / Undecided	Refused	N*
April 11 – 18, 2013	Likely voters	51%	32%	16%	1%	480
Party Registration	Democrat	83%	8%	10%	0%	167
	Republican	13%	76%	11%	0%	71
	Unenrolled	43%	33%	23%	2%	227
Gender	Male	52%	35%	11%	2%	218
	Female	50%	29%	21%	1%	262
Region	Western MA	61%	19%	17%	3%	86
	Central MA	39%	41%	20%	0%	60
	North / South Shore	50%	34%	13%	3%	153
	Boston and suburbs	52%	31%	17%	0%	181

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

If the election for Senate were held today and the candidates were Gabriel Gomez, the Republican, and Stephen Lynch, the Democrat, would you vote for Gabriel Gomez, Stephen Lynch, or some other candidate for Senate? (If no preference is stated): At this moment do you lean more toward Gabriel Gomez, the Republican, or more toward Stephen Lynch, 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 the table below.)

Voter Preferences for the U.S. Senate Seat – Lynch versus Gomez		Lynch	Gomez	Don't know / Undecided	Refused	N*
April 11 – 18, 2013	Likely voters	58%	26%	14%	1%	480
Party Registration	Democrat	80%	9%	11%	1%	167
	Republican	23%	68%	9%	0%	71
	Unenrolled	54%	26%	18%	2%	227
Gender	Male	60%	27%	11%	2%	218
	Female	56%	26%	18%	1%	262
Region	Western MA	54%	28%	15%	3%	86
	Central MA	48%	37%	14%	0%	60
	North / South Shore	63%	27%	8%	3%	153
	Boston and suburbs	58%	23%	18%	1%	181

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

If the election for Senate were held today and the candidates were Michael Sullivan, the Republican, and Stephen Lynch, the Democrat, would you vote for Michael Sullivan, Stephen Lynch, or some other candidate for Senate? (If no preference is stated): At this moment do you lean more toward Michael Sullivan, the Republican, or more toward Stephen Lynch, 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 the table below.)

Voter Preferences for the U.S. Senate Seat – Lynch versus Sullivan		Lynch	Sullivan	Don't know / Undecided	Refused	N*
April 11 – 18, 2013	Likely voters	57%	25%	17%	1%	480
Party Registration	Democrat	81%	7%	11%	1%	167
	Republican	19%	66%	15%	0%	71
	Unenrolled	54%	24%	21%	2%	227
Gender	Male	55%	31%	12%	2%	218
	Female	59%	20%	20%	1%	262
Region	Western MA	57%	20%	20%	3%	86
	Central MA	46%	33%	21%	0%	60
	North / South Shore	59%	28%	10%	3%	153
	Boston and suburbs	58%	22%	19%	1%	181

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

If the election for Senate were held today and the candidates were Dan Winslow, the Republican, and Stephen Lynch, the Democrat, would you vote for Dan Winslow, Stephen Lynch, or some other candidate for Senate? (If no preference is stated): At this moment do you lean more toward Dan Winslow, the Republican, or more toward Stephen Lynch, 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 the table below.)

Voter Preferences for the U.S. Senate Seat – Lynch versus Winslow		Lynch	Winslow	Don't know / Undecided	Refused	N*
April 11 – 18, 2013	Likely voters	59%	23%	16%	1%	480
Party Registration	Democrat	83%	6%	11%	1%	167
	Republican	25%	66%	9%	0%	71
	Unenrolled	55%	21%	22%	2%	227
Gender	Male	58%	28%	12%	2%	218
	Female	60%	19%	20%	1%	262
Region	Western MA	60%	20%	17%	3%	86
	Central MA	47%	33%	20%	0%	60
	North / South Shore	60%	27%	10%	3%	153
	Boston and suburbs	61%	19%	19%	1%	181

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

How satisfied are you with the field of candidates for the special Senate election?

Satisfaction With the Field of Candidates for the Special Senate Election

		Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know / Refused	N*
April 11 – 18, 2013	General election likely voters	18%	50%	15%	5%	12%	480
Breakout of general election likely voters by party registration	Democrats	28%	52%	9%	4%	7%	167
	Republicans	3%	62%	20%	7%	8%	71
	Unenrolled voters	15%	47%	19%	5%	14%	227

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

Regardless of whom you plan to support for the Senate, who do you think will win the special Senate election on June 25?

(Interviewers: Do not read choices. Wait for the respondent to volunteer an answer.)

Expected Winner of June 25 th Election	
Stephen Lynch	15%
Ed Markey	38%
Gabriel Gomez	3%
Michael Sullivan	2%
Dan Winslow	1%
One of the Democratic candidates	2%
One of the Republican candidates	1%
Other	1%
Don't know	37%
Refused	1%
N (Likely general election voters)	480

METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 582 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing April 11 – 18, 2013. The sample yielded 528 adults who said they are registered to vote in Massachusetts. Within the sample of registered voters, 480 voters were classified as likely to vote in the June 25 special Senate election, 270 voters were identified as likely to vote in the Senate Democratic Primary on April 30 and 128 adults were identified as likely to vote in the Senate Republican Primary on April 30. Unless otherwise noted, the figures in this release are based on the statewide sample of likely voters for the June 25 election and the April 30 primaries.

The Polling Institute dialed household telephone numbers, known as “landline numbers,” and cell phone numbers for the survey. 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 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 480 likely voters is +/- 4.5 percent at a 95 percent confidence interval. Thus if 55 percent of likely voters said they planned to vote for a specific candidate, 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 likely 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. The margin of error for the sample of 270 likely voters in the Democratic primary is plus or minus 6 percentage points, and the margin of error for the sample of 128 likely voters in the Republican primary is plus or minus 9 percentage points. 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.