

**Western New England University Polling Institute**  
**Massachusetts Statewide Telephone Survey**  
**Conducted in partnership with MassLive.com, The Republican newspaper**  
**and television station WSHM, CBS 3, Springfield, MA**  
**June 16 – 20, 2013**

**METHODOLOGY**

The Western New England University Polling Institute survey consists of telephone interviews with 717 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing June 16 – 20, 2013. The sample yielded 653 adults who said they are registered to vote in Massachusetts. Within the sample of registered voters, 566 voters were classified as likely to vote in the June 25 special Senate election. Unless otherwise noted, the figures in this release are based on the statewide sample of likely voters for the June 25 election. The Polling Institute identified likely voters based on responses to questions measuring interest in the Senate race, respondents' stated likelihood of voting, voting history, whether they knew and could name the polling place in their neighborhood, and strength of party identification.

Braun Research, Inc. of Princeton, NJ conducted the telephone interviews under the direction of the Polling Institute. The call center 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. Complete results of the poll are available online at [www.wne.edu/news](http://www.wne.edu/news). The full text of the questionnaire for this survey is available at [www1.wne.edu/pollinginst](http://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 566 likely voters is +/- 4.1 percent at a 95 percent confidence interval. Thus if 50 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 54.1 percent and 45.9 percent (50 percent +/- 4.1 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 entire sample of 653 registered voters is plus or minus 3.8 percentage points, and the margin of error for the sample of 717 adults is plus or minus 3.7 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.