

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
(June 16 – 20, 2013)

TABLES

Do you approve or disapprove of the way Barack Obama is handling his job as president?

		Job Approval – Barack Obama			
		Approve	Disapprove	Don't know/ Refused	N*
June 16 – 20, 2013	Likely voters	54%	40%	6%	566
Party ID**	Democrat	85%	13%	2%	203
	Republican	6%	89%	5%	71
	Independent	44%	48%	9%	284
Gender	Male	45%	50%	5%	257
	Female	62%	32%	6%	309
Age	18-34	63%	32%	5%	37
	35-49	52%	43%	5%	90
	50-64	53%	45%	2%	181
	65 and older	55%	40%	5%	219
Education	High school or less	58%	38%	4%	140
	Some college	51%	47%	2%	137
	College graduate	54%	39%	7%	283
Region	Western MA	60%	32%	8%	80
	Central MA	45%	54%	2%	66
	North / South Shore	53%	45%	1%	154
	Boston and suburbs	55%	36%	9%	266
June 16 – 20, 2013	Adults	54%	38%	8%	717
	Registered voters	54%	40%	7%	653
Oct. 26 – Nov. 1, 2012	Adults	59%	35%	6%	685
	Registered voters	58%	36%	6%	644
	Likely voters	58%	38%	4%	535
Sept. 28 – Oct. 4, 2012	Adults	61%	33%	6%	567
	Registered voters	60%	35%	5%	516
	Likely voters	60%	37%	3%	440

* *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?"*

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*
June 16-20, 2013	Likely voters	35%	30%	7%	26%	3%	566
Party Identification	Democrat	15%	51%	4%	26%	4%	203
	Republican	55%	7%	14%	22%	2%	71
	Independent	45%	20%	7%	26%	2%	284
Gender	Male	41%	23%	7%	26%	3%	257
	Female	29%	36%	7%	25%	2%	309
June 16-20, 2013	Registered voters	30%	30%	12%	25%	2%	653
April 11-18, 2013	Likely voters	19%	9%	38%	28%	6%	480
	Registered voters	18%	9%	39%	28%	7%	528

Favorable – Unfavorable Ratings for Ed Markey

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
June 16-20, 2013	Likely voters	42%	32%	6%	20%	1%	566
Party Identification	Democrat	70%	10%	3%	16%	1%	203
	Republican	6%	54%	16%	21%	2%	71
	Independent	30%	42%	4%	23%	1%	284
Gender	Male	36%	38%	5%	21%	1%	257
	Female	48%	26%	6%	19%	1%	309
June 16-20, 2013	Registered voters	39%	29%	9%	21%	1%	653
April 11-18, 2013	Likely voters	39%	24%	14%	18%	5%	480
	Registered voters	37%	24%	16%	19%	4%	528

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

As you may know, Massachusetts voters will vote for a United States Senator on June 25th. How much interest do you have in this election - a lot, some, a little, or none at all?

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
Party Identification	Democrat	44%	28%	16%	12%	0%	221
	Republican	42%	34%	18%	5%	0%	80
	Independent	41%	32%	18%	9%	0%	338
Gender	Male	38%	33%	21%	7%	0%	297
	Female	44%	28%	15%	12%	0%	356

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

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

** The wording for the question in the Oct. 26 – Nov. 1, 2012 survey was: As you may know, Massachusetts voters will vote for president and a United States Senator in November. How much interest do you have in this election - a lot, some, a little, or none at all?

*** The wording for the question in the Oct. 24 – 28, 2010 survey was: 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?

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. Seven respondents said they had already cast an absentee ballot in the race. Six respondents stated for whom they voted and one declined to reveal that information. Their responses are included in the percentages below and in the table that presents initial preferences without leaners.)

		Voter Preferences for the U.S. Senate Seat				
		Markey	Gomez	Don't know / Undecided	Refused	N*
June 16 – 20, 2013	Likely voters	49%	41%	9%	1%	566
Party Identification	Democrat	80%	12%	8%	0%	203
	Republican	7%	86%	7%	0%	71
	Independent	36%	51%	11%	2%	284
Gender	Male	39%	51%	10%	0%	257
	Female	57%	33%	9%	2%	309
Age	18-34	59%	32%	9%	0%	37
	35-49	40%	51%	7%	1%	90
	50-64	51%	38%	11%	0%	181
	65 and older	53%	40%	6%	1%	219
Education	High school or less	52%	35%	13%	0%	140
	Some college	44%	46%	9%	0%	137
	College graduate	49%	42%	7%	2%	283
Region	Western MA	51%	41%	5%	3%	80
	Central MA	48%	48%	4%	0%	66
	North / South Shore	49%	42%	9%	0%	154
	Boston and suburbs	48%	39%	13%	1%	266
June 16 – 20, 2013	Registered voters	49%	37%	13%	1%	653
April 11 – 18, 2013	Likely voters	51%	36%	12%	1%	480

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

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

		Markey	Gomez	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
June 16 – 20, 2013	Likely voters	44%	36%	4%	2%	14%	1%	566
Party Identification	Democrat	76%	10%	2%	1%	11%	0%	203
	Republican	3%	77%	3%	3%	13%	0%	71
	Independent	30%	44%	5%	2%	18%	1%	284
Gender	Male	34%	45%	6%	1%	14%	0%	257
	Female	52%	28%	2%	3%	15%	1%	309
Age	18-34	50%	26%	5%	2%	14%	3%	37
	35-49	37%	42%	1%	4%	17%	0%	90
	50-64	48%	36%	5%	1%	10%	0%	181
	65 and older	48%	36%	5%	1%	10%	0%	219
Education	High school or less	40%	31%	5%	1%	21%	2%	140
	Some college	42%	38%	2%	3%	15%	0%	137
	College graduate	47%	37%	4%	2%	11%	0%	283
Region	Western MA	44%	32%	3%	6%	16%	0%	80
	Central MA	36%	44%	6%	0%	15%	0%	66
	North / South Shore	48%	37%	4%	2%	8%	0%	154
	Boston and suburbs	44%	33%	3%	1%	18%	1%	266
June 16 – 20, 2013	Registered voters	43%	32%	5%	2%	17%	1%	653
April 11 – 18, 2013	Likely voters	45%	30%	6%	2%	16%	0%	480

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

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

Asked of the 503 likely voters who expressed a preference in response to the initial Senate match-up question or the follow-up measure of preferences among leaning voters. The seven respondents who said they had already voted by absentee ballot did not receive this question.

Very Sure About Choice or Might Change Mind

Gomez vs. Markey, June 2013 compared to
Brown v. Warren, November 2012

		Very Sure	Might Change Mind	Don't know/ Refused	N*
June 16 – 20, 2013	Likely voters	76%	23%	1%	503
Candidate choice	Markey supporters and leaners	80%	18%	2%	270
	Gomez supporters and leaners	72%	28%	0%	233
Party Identification	Democrat	81%	17%	2%	188
	Republican	78%	22%	0%	65
	Independent	71%	29%	0%	244
Gender	Male	76%	24%	0%	230
	Female	76%	22%	2%	273
Oct. 26 – Nov. 1, 2012	Likely voters	90%	9%	1%	514
Candidate choice	Warren supporters and leaners	90%	8%	2%	266
	Brown supporters and leaners	90%	10%	0%	248
Party Identification	Democrat	90%	8%	2%	198
	Republican	96%	4%	0%	69
	Independent	89%	11%	0%	229
Gender	Male	90%	10%	0%	252
	Female	90%	9%	2%	262

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

What is the most important issue to you personally in determining whom to vote for for the Senate? Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.

Most Important Issue in Senate Race – 2013 Special Senate Election

	June 16 -- 20, 2013	Democrats	Republicans	Independent	April 11 – 18, 2013
	Likely voters	Likely voters	Likely voters	Likely voters	Likely voters
The economy, unemployment, jobs, stock market	22%	21%	26%	21%	31%
Morals, ethics, personal integrity of the candidate	10%	10%	7%	10%	5%
No issue. The party of the candidate	7%	8%	4%	8%	4%
No issue. Party control of the Senate	4%	4%	0%	4%	1%
Education	3%	5%	0%	2%	6%
Health care	5%	8%	4%	3%	6%
Taxes and tax reform	5%	4%	11%	4%	5%
Social Security / retirement	4%	6%	3%	4%	4%
Defense, war on terrorism, national security, homeland security	2%	1%	6%	2%	1%
Budget deficit / cutting size of government	5%	3%	8%	5%	2%
Abortion	4%	2%	7%	4%	3%
Banking reform, Wall Street reform	0%	0%	0%	0%	1%
New ideas in Washington / term limits	3%	1%	4%	4%	0%
Environment	1%	1%	0%	2%	2%
Gun control	4%	6%	3%	2%	7%
Women's rights	1%	1%	0%	2%	0%
Immigration reform	1%	0%	0%	3%	0%
Standing up for the working class / middle class	1%	2%	4%	0%	1%
Ability to work in a bipartisan way	0%	0%	0%	0%	1%
Candidate's background, experience, record	2%	2%	0%	2%	2%
Other	4%	2%	7%	5%	10%
Don't know / Refused	11%	12%	6%	12%	8%
N	566	203	71	284	480

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