

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

Regardless of how you plan to vote in the Senate election, please tell me whether you think each of the following statements applies more to Gabriel Gomez or Ed Markey.

(Notes: The names of the candidates were rotated in random order in the question. Interviewers were instructed to read only the candidates' names with each statement, and not to read the options "Neither," "Both," and "Don't know / Refused." Interviewers entered data for those categories, however, when respondents volunteered those answers.)

Is Honest and Trustworthy – Gomez or Markey – June 16 – 20, 2013

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N*
June 16 – 20, 2013	Likely voters	32%	35%	10%	10%	13%	566
Party Identification**	Democrat	10%	61%	10%	9%	10%	203
	Republican	59%	10%	8%	5%	19%	71
	Independent	41%	21%	11%	13%	14%	284
Gender	Male	38%	28%	9%	13%	11%	257
	Female	26%	41%	12%	8%	14%	309
Age	18-34	20%	50%	17%	3%	10%	37
	35-49	35%	26%	9%	11%	18%	90
	50-64	36%	40%	9%	8%	8%	181
	65 and older	31%	34%	9%	15%	10%	219
Education	High school or less	24%	43%	11%	9%	13%	140
	Some college	39%	31%	9%	9%	12%	137
	College graduate	32%	32%	11%	12%	12%	283

Is Honest and Trustworthy – Brown or Warren – Sept. 6 – 13, 2012

		Brown	Warren	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	38%	35%	2%	16%	9%	444

** 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?"*

Has the Experience to Effectively Represent Massachusetts In Washington
 – Gomez or Markey – June 16 – 20, 2013

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N*
June 16 – 20, 2013	Likely voters	22%	55%	7%	3%	13%	566
Party Identification	Democrat	7%	78%	3%	1%	11%	203
	Republican	44%	23%	9%	4%	20%	71
	Independent	29%	45%	8%	4%	13%	284
Gender	Male	30%	50%	8%	2%	10%	257
	Female	16%	60%	6%	3%	16%	309
Age	18-34	21%	48%	9%	3%	18%	37
	35-49	26%	51%	4%	3%	16%	90
	50-64	20%	66%	5%	3%	6%	181
	65 and older	24%	56%	7%	2%	11%	219
Education	High school or less	18%	60%	9%	1%	12%	140
	Some college	28%	47%	6%	4%	15%	137
	College graduate	22%	57%	6%	3%	12%	283

Has the Experience to Effectively Represent Massachusetts In Washington
 – Brown or Warren – Sept. 6 – 13, 2012

		Brown	Warren	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	48%	33%	3%	10%	6%	444

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

Cares More About People Like You – Gomez or Markey – June 16 – 20, 2013

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N*
June 16 – 20, 2013	Likely voters	34%	43%	7%	2%	14%	566
Party Identification	Democrat	11%	67%	6%	1%	15%	203
	Republican	69%	13%	4%	0%	14%	71
	Independent	42%	32%	9%	4%	13%	284
Gender	Male	43%	37%	9%	2%	9%	257
	Female	26%	47%	6%	3%	17%	309
Age	18-34	32%	46%	2%	3%	17%	37
	35-49	39%	36%	10%	2%	13%	90
	50-64	33%	46%	7%	4%	10%	181
	65 and older	32%	47%	7%	1%	14%	219
Education	High school or less	28%	49%	11%	0%	12%	140
	Some college	43%	34%	6%	3%	14%	137
	College graduate	33%	43%	7%	4%	13%	283

Cares More About People Like You – Brown or Warren – Sept. 6 – 13, 2012

		Brown	Warren	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	36%	47%	1%	8%	7%	444

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

Can Work With Senators From Both Parties To Solve Problems
– Gomez or Markey – June 16 – 20, 2013

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N*
June 16 – 20, 2013	Likely voters	32%	41%	5%	6%	15%	566
Party Identification	Democrat	12%	64%	3%	5%	16%	203
	Republican	59%	16%	3%	4%	17%	71
	Independent	42%	30%	8%	7%	13%	284
Gender	Male	40%	36%	6%	3%	14%	257
	Female	26%	45%	4%	8%	16%	309
Age	18-34	27%	53%	0%	3%	17%	37
	35-49	34%	31%	6%	9%	20%	90
	50-64	34%	46%	8%	6%	6%	181
	65 and older	32%	44%	4%	5%	15%	219
Education	High school or less	28%	47%	5%	5%	15%	140
	Some college	37%	35%	6%	5%	17%	137
	College graduate	33%	41%	5%	7%	14%	283

Can Work With Senators From Both Parties To Solve Problems
– Brown or Warren – Sept. 6 – 13, 2012

		Brown	Warren	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	51%	30%	3%	8%	7%	444

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

Has The Best Ideas For Creating Jobs in Massachusetts – Gomez or Markey – June 16 – 20, 2013

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N*
June 16 – 20, 2013	Likely voters	30%	37%	9%	3%	21%	566
Party Identification	Democrat	12%	61%	6%	3%	17%	203
	Republican	63%	9%	7%	0%	21%	71
	Independent	35%	26%	12%	3%	23%	284
Gender	Male	41%	30%	11%	2%	16%	257
	Female	21%	42%	8%	3%	25%	309
Age	18-34	23%	56%	3%	0%	18%	37
	35-49	36%	25%	8%	4%	27%	90
	50-64	33%	41%	12%	2%	12%	181
	65 and older	25%	34%	12%	3%	26%	219
Education	High school or less	26%	46%	8%	4%	16%	140
	Some college	34%	30%	9%	4%	23%	137
	College graduate	31%	34%	10%	1%	23%	283

Has The Best Ideas For Creating Jobs in Massachusetts – Brown or Warren – Sept. 6 – 13, 2012

		Brown	Warren	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	35%	39%	5%	2%	19%	444

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

Has the Best Ideas to Reform Gun Laws – Gomez or Markey – June 16 – 20, 2013*

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N**
June 16 – 20, 2013	Likely voters	26%	47%	8%	0%	20%	566
Party Identification	Democrat	10%	70%	4%	0%	16%	203
	Republican	55%	21%	4%	0%	20%	71
	Independent	29%	37%	12%	0%	22%	284
Gender	Male	29%	43%	10%	0%	17%	257
	Female	22%	50%	6%	0%	21%	309
Age	18-34	32%	45%	3%	0%	19%	37
	30-49	31%	41%	8%	0%	21%	90
	50-64	21%	57%	8%	0%	14%	181
	65 and older	21%	48%	11%	0%	19%	219
Education	High school or less	30%	44%	8%	0%	18%	140
	Some college	28%	43%	6%	0%	22%	137
	College graduate	22%	50%	9%	0%	18%	283

* *There is no comparable question from the 2012 Brown – Warren Senate race*

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

Has the Best Ideas to Reform the Federal Tax Code – Gomez or Markey – June 16 – 20, 2013*

		Gomez	Markey	Neither (Vol.)	Both (Vol.)	Don't know/ Refused (Vol.)	N**
June 16 – 20, 2013	Likely voters	32%	34%	10%	1%	24%	566
Party Identification	Democrat	10%	60%	7%	1%	22%	203
	Republican	63%	14%	7%	0%	15%	71
	Independent	40%	19%	12%	1%	28%	284
Gender	Male	42%	30%	11%	1%	17%	257
	Female	23%	38%	9%	1%	30%	309
Age	18-34	26%	52%	3%	0%	19%	37
	30-49	33%	28%	10%	0%	29%	90
	50-64	36%	30%	10%	1%	22%	181
	65 and older	28%	37%	10%	1%	24%	219
Education	High school or less	25%	44%	12%	1%	18%	140
	Some college	34%	28%	5%	1%	31%	137
	College graduate	34%	33%	11%	0%	23%	283

* *There is no comparable question from the 2012 Brown – Warren Senate race*

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

The following two questions rotated in random order in the survey.

Which of the following words best describes Gabriel Gomez? If you don't know enough to give an answer, just tell me and we'll move on.

Perceived Ideology of the Senate Candidates – Gabriel Gomez – June 16 – 20, 2013									
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	Don't know	Refused (Vol.)	N*
June 16 – 20, 2013	Likely voters	2%	6%	19%	38%	13%	21%	2%	566
Party Identification	Democrat	1%	4%	15%	36%	20%	22%	3%	203
	Republican	4%	2%	18%	47%	3%	25%	0%	71
	Independent	2%	8%	22%	37%	10%	19%	1%	284
Perceived Ideology of the Senate Candidates – Scott Brown – Sept. 6 – 13, 2012									
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	Don't know	Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	2%	4%	32%	42%	7%	13%	1%	444

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

Which of the following words best describes Ed Markey? If you don't know enough to give an answer, just tell me and we'll move on.

Perceived Ideology of the Senate Candidates – Ed Markey – June 16 – 20, 2013									
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	Don't know	Refused (Vol.)	N*
Sept. 6 – 13, 2012	Likely voters	30%	32%	10%	4%	4%	19%	1%	566
Party Identification	Democrat	19%	43%	9%	6%	6%	16%	1%	203
	Republican	46%	12%	8%	2%	2%	30%	0%	71
	Independent	36%	29%	10%	5%	2%	17%	2%	284
Perceived Ideology of the Senate Candidates – Elizabeth Warren – Sept. 6 – 13, 2012									
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative	Don't know	Refused (Vol.)	N
Sept. 6 – 13, 2012	Likely voters	37%	28%	13%	3%	1%	18%	1%	444

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

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. 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 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.

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.