

WESTERN NEW ENGLAND UNIVERSITY

Western New England University Polling Institute

Massachusetts Statewide Telephone Survey
September 20-28, 2014

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For Immediate Release

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 candidates for governor were rotated in random order in the survey.*)

Favorable – Unfavorable Ratings for Candidates for Governor – Likely and Registered Voters

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
Sept. 20 – 28, 2014 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	42%	21%	14%	19%	5%	536
Martha Coakley	42%	35%	4%	16%	3%	536
Evan Falchuk	6%	6%	63%	17%	8%	536
Jeff McCormick	4%	6%	61%	20%	8%	536
Scott Lively	4%	6%	63%	19%	9%	536
March 31 – April 7, 2014 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	31%	13%	30%	24%	2%	424
Martha Coakley	51%	27%	5%	17%	0%	424
Evan Falchuk	1%	2%	76%	18%	4%	424
Jeff McCormick	7%	3%	67%	21%	3%	424
Oct. 1 – 7, 2013 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Charlie Baker	26%	14%	31%	25%	4%	431
Martha Coakley	52%	27%	6%	13%	1%	431

* 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

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
Sept. 20 – 28, 2014 Registered voters	Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Ed Markey	37%	32%	11%	16%	3%	536
Brian Herr	3%	5%	69%	14%	8%	536
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.

Do you feel things in Massachusetts are generally going in the right direction, or do you feel things have pretty seriously gotten off on the wrong track?

Right Direction / Wrong Track – Likely and Registered Voters		Right Direction	Wrong Track	Don't know/ Refused	N*
Sept. 20 – 28, 2014	Likely voters	46%	46%	8%	416
Party identification**	Democrat	76%	17%	7%	141
	Republican	18%	76%	5%	70
	Independent	34%	54%	12%	196
Sept. 20 – 28, 2014	Registered voters	44%	45%	11%	536
Oct. 2013	Registered voters	56%	35%	9%	431
Oct. 2010	Registered voters	38%	52%	10%	469
Sept. 2010	Registered voters	35%	51%	14%	473
April 2010	Registered voters	30%	60%	10%	481
Nov. 2008	Registered voters	39%	50%	11%	548

* *Subsamples are unweighted N's, and consist of registered 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, 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*
Sept. 20 -28, 2014										
Likely voters (with leaners)	43%	44%	2%	2%	1%	---	---	7%	1%	416
Likely voters (without leaners)	40%	42%	2%	1%	1%	1%	1%	12%	1%	416
Registered voters (with leaners)	40%	41%	2%	3%	2%	---	---	11%	1%	536
Registered voters (without leaners)	37%	38%	2%	2%	1%	1%	2%	16%	1%	536
March 31 – April 7, 2014**										
Registered voters (with leaners)	54%	25%	3%	3%	---	---	---	14%	1%	424

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

**The March 31 – April 7, 2014 survey did not include Scott Lively in the match-up questions.

Voter Preferences for Governor (With Leaners) – Likely Voters

		Coakley	Baker	Falchuk	McCormick	Lively	Don't know / Undecided	Refused	N*
Sept. 20 – 28, 2014	Likely voters	43%	44%	2%	2%	1%	7%	1%	416
	Democrat	78%	11%	2%	3%	0%	7%	0%	141
Party Identification	Republican	9%	81%	3%	3%	0%	5%	0%	70
	Independent	30%	54%	2%	1%	2%	10%	2%	196
Gender	Male	36%	52%	2%	1%	1%	7%	1%	195
	Female	48%	37%	2%	3%	1%	8%	1%	221
Age	18-39	45%	44%	0%	7%	0%	3%	1%	30
	40-54	40%	48%	3%	0%	2%	8%	0%	112
	55-64	49%	39%	2%	0%	1%	9%	0%	102
	65 and older	40%	46%	1%	3%	0%	7%	2%	160
Education	High school or less	42%	49%	1%	1%	0%	4%	3%	71
	Some college	43%	37%	2%	2%	0%	15%	1%	97
	College graduate	43%	46%	2%	2%	1%	5%	0%	248
Region	Western MA	50%	36%	5%	2%	0%	5%	2%	83
	Central MA	30%	48%	0%	0%	0%	21%	1%	56
	North / South Shore	41%	45%	2%	4%	2%	5%	0%	124
	Boston and suburbs	45%	45%	2%	1%	0%	6%	1%	150

* 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 governor, or might you change your mind before Election Day?

Asked of the 378 likely voters and the 473 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*
Sept. 20 – 28, 2014	Likely voters	57%	41%	2%	378
Candidate choice	Coakley supporters and leaners	56%	43%	2%	177
	Baker supporters and leaners	62%	37%	0%	182
Party Identification	Democrat	63%	36%	2%	131
	Republican	64%	33%	3%	69
	Independent	52%	47%	0%	170
Gender	Male	62%	37%	1%	179
	Female	53%	44%	2%	199
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.*

Regardless of whom you plan to support, who do you think will win the election for governor?

Who Do You Think Will Win the Election? – Likely and Registered Voters

	Coakley	Baker	Falchuk	McCormick	Lively	Don't know	Refused	N*
Sept. 20 -28, 2014								
Likely voters	45%	30%	0%	1%	2%	22%	0%	416
Registered voters	47%	25%	0%	1%	1%	25%	1%	536
Likely voters – Coakley supporters and leaners	65%	9%	0%	0%	3%	23%	0%	177
Likely voters – Baker supporters and leaners	28%	54%	0%	0%	1%	16%	0%	182

**Figures are row percentages, and 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*
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Sept. 20 -28, 2014							
Likely voters (with leaners)	56%	34%	---	---	9%	1%	416
Likely voters (without leaners)	53%	32%	0%	2%	11%	1%	416
Registered voters (with leaners)	52%	34%	---	---	12%	2%	536
Registered voters (without leaners)	49%	31%	0%	4%	16%	1%	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*
Sept. 20 – 28, 2014	Likely voters	56%	34%	9%	1%	416
Party Identification	Democrat	93%	5%	3%	0%	141
	Republican	10%	79%	10%	1%	70
	Independent	48%	37%	14%	1%	196
Gender	Male	50%	43%	8%	0%	195
	Female	61%	27%	10%	1%	221
Age	18-39	64%	29%	6%	1%	30
	40-54	49%	38%	12%	0%	112
	55-64	61%	29%	8%	2%	102
	65 and older	57%	35%	8%	0%	160
Education	High school or less	49%	43%	6%	2%	71
	Some college	54%	32%	12%	1%	97
	College graduate	58%	33%	9%	0%	248
Region	Western MA	63%	27%	8%	2%	83
	Central MA	36%	48%	14%	2%	56
	North / South Shore	53%	36%	10%	1%	124
	Boston and suburbs	60%	32%	8%	0%	150

* 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 598 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Sept. 20 – 28, 2014. The sample yielded 536 adults who said they are registered to vote in Massachusetts. Of those registered voters, 416 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 likelihood of voting in the upcoming 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 432 interviews completed on landlines and 166 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 536 registered voters is +/- 4 percent at a 95 percent confidence interval, and the margin of sampling error for a sample of 416 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.