WESTERN NEW ENGLAND UNIVERSITY POLLING INSTITUTE

2018 Massachusetts Statewide Survey

October 10-27, 2018

TABLES

First, we'd like to ask you a few questions about public officials. Do you approve or disapprove of the way Charlie Baker is handling his job as governor?

Job Approval – Charlie Baker

		Approve	Disapprove	Don't know/ Refused (Vol.)	N*
Oct. 10 – 27, 2018	Likely voters	70%	17%	13%	402
Party Registration**	Democrat	69%	18%	13%	162
	Republican	70%	20%	10%	50
	Unenrolled	69%	17%	14%	183
Gender	Male	71%	17%	12%	175
	Female	70%	17%	13%	225
Oct. 10 – 27, 2018	Registered voters	67%	15%	18%	485
Oct. 24 – Nov. 7, 2017	Registered voters	68%	13%	19%	437
Nov. 8 – 15, 2015	Registered voters	72%	12%	16%	354
April 6 – 14, 2015	Registered voters	63%	10%	27%	427

** Samples 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: Thinking about your voter registration that is on file with your local election office, are you registered as a Democrat, Republican, unenrolled or independent voter, or something else?*

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

Do you approve or disapprove of the way Elizabeth Warren is handling her job as United States senator?

Job Approval – Elizabeth Warren

		Approve	Disapprove	Don't know/ Refused (Vol.)	N*
Oct. 10 – 27, 2018	Likely voters	59%	34%	7%	402
Party Registration	Democrat	85%	12%	3%	162
	Republican	12%	83%	5%	50
	Unenrolled	51%	39%	10%	183
Gender	Male	51%	40%	9%	175
	Female	65%	29%	6%	225
Oct. 10 – 27, 2018	Registered voters	55%	33%	12%	485
Oct. 24 – Nov. 7, 2017	Registered voters	63%	30%	7%	437
Nov. 7 – 15, 2015	Registered voters	55%	27%	18%	354
April 6 – 14, 2015	Registered voters	62%	21%	17%	427
April 11 – 18, 2013	Registered voters	49%	26%	25%	528

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

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Job Approval – Donald Trump

		Approve	Disapprove	Don't know/ Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	25%	68%	7%	485
Party Registration	Democrat	8%	89%	3%	180
	Republican	70%	26%	4%	61
	Unenrolled	28%	62%	10%	233
Gender	Male	33%	58%	8%	219
	Female	18%	75%	7%	264
Oct. 24 – Nov. 7, 2017	Registered voters	19%	76%	5%	437

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

As you may know, there will be an election on November Sixth. How much INTEREST do you have in this election -- a lot, some, a little, or none at all?

Amount of Interest in November Election

		A lot	Some	A little	None at all	Don't know/ Refused	N*
Oct. 10 – 27, 2018 (Governor and U.S. Senate)	Registered voters	70%	18%	9%	2%	1%	485
Party Registration	Democrat	80%	16%	3%	1%	0%	180
	Republican	81%	12%	2%	2%	2%	61
	Unenrolled	64%	20%	12%	3%	0%	233
Gender	Male	69%	19%	10%	1%	1%	219
	Female	71%	18%	8%	3%	0%	264
Oct. 21 – 30, 2014 (Governor and U.S. Senate)	Registered voters	51%	32%	12%	5%	0%	522
Oct. 26 – Nov. 1, 2012 (Presidential and U.S. Senate)	Registered voters	82%	10%	3%	4%	0%	644
Oct. 24 – 28, 2010 (Governor)	Registered voters	58%	26%	11%	4%	0%	456

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

Voters in Massachusetts will elect a governor in November. If the election for governor were held today, and the candidates were Jay Gonzalez, the Democrat, and Charlie Baker, the Republican, would you vote for Jay Gonzalez, Charlie Baker, or some other candidate for governor? (If no preference is stated): At this moment do you lean more toward Jay Gonzalez or Charlie Baker?

(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 Governor (Likely Voters With Leaners)

		Baker	Gonzalez	Don't know / Undecided (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Likely voters	65%	27%	7%	1%	402
Party Registration	Democrat	54%	41%	4%	0%	162
	Republican	85%	0%	15%	0%	50
	Unenrolled or Independent	67%	24%	8%	2%	183
Gender	Male	62%	30%	6%	2%	175
	Female	67%	24%	8%	0%	225
Age	18-39	53%	39%	8%	0%	43
	40-54	72%	22%	5%	1%	87
	55-64	59%	32%	9%	0%	89
	65 and older	74%	20%	7%	0%	175
Education	High school or less	63%	23%	14%	0%	50
	Some college	74%	17%	9%	0%	83
	College graduate	62%	31%	6%	1%	262
Region	Western MA	63%	29%	8%	0%	93
	Central MA	66%	12%	22%	0%	49
	North / South Shore	66%	31%	3%	0%	111
	Boston and suburbs	64%	28%	7%	2%	144
Oct. 10 – 27, 2018	Registered voters	64%	25%	10%	1%	485

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

Voters also will elect a United States senator in November. If the election for Senate were held today, and the candidates were Elizabeth Warren, the Democrat, Geoff Diehl, the Republican, and Shiva Ayyadurai, the independent, would you vote for Elizabeth Warren, Geoff Diehl, Shiva Ayyadurai, or some other candidate for Senator? (If no preference is stated): At this moment do you lean more toward Elizabeth Warren, Geoff Diehl, or Shiva Ayyadurai?

(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 U.S. Senator (Likely Voters With Leaners)

		Elizabeth Warren	Geoff Diehl	Shiva Ayyadurai	Don't know / Undecided (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Likely voters	57%	27%	7%	8%	1%	402
Party Registration	Democrat	84%	10%	3%	3%	1%	162
	Republican	10%	78%	10%	2%	0%	50
	Unenrolled	47%	29%	9%	14%	1%	183
Gender	Male	53%	31%	10%	5%	2%	175
	Female	61%	24%	4%	11%	0%	225
Age	18-39	64%	14%	10%	12%	0%	43
	40-54	51%	32%	10%	7%	0%	87
	55-64	55%	32%	4%	7%	1%	89
	65 and older	59%	32%	2%	7%	0%	175
Education	High school or less	48%	36%	12%	5%	0%	50
	Some college	54%	33%	4%	9%	0%	83
	College graduate	59%	24%	7%	8%	1%	262
Region	Western MA	65%	29%	6%	0%	0%	93
	Central MA	60%	26%	10%	5%	0%	49
	North / South Shore	44%	38%	8%	10%	0%	111
	Boston and suburbs	62%	20%	6%	10%	2%	144
Oct. 10 – 27, 2018	Registered voters	54%	27%	6%	12%	1%	485

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

Compared to past elections, this year do you feel more enthusiastic about voting than usual, less enthusiastic about voting than usual, or do you feel about the same? *(Options "more enthusiastic" and "less enthusiastic" rotated in random order in the question.)*

Enthusiasm for Voting in this Election Compared to Past Elections

		More enthusiastic	Less enthusiastic	About the same	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Likely voters	49%	4%	46%	1%	0%	402
Party Registration	Democrat	60%	4%	35%	0%	0%	162
	Republican	48%	10%	42%	0%	0%	50
	Unenrolled	42%	3%	54%	1%	0%	183
Gender	Male	49%	6%	44%	1%	0%	175
	Female	50%	3%	47%	0%	0%	225
Age	18-39	52%	2%	44%	2%	0%	43
	40-54	36%	6%	58%	0%	0%	87
	55-64	54%	4%	41%	0%	0%	89
	65 and older	60%	3%	37%	0%	0%	175
Education	High school or less	55%	0%	40%	5%	0%	50
	Some college	46%	4%	49%	0%	0%	83
	College graduate	49%	5%	45%	0%	0%	262
Region	Western MA	60%	6%	33%	0%	0%	93
	Central MA	61%	0%	39%	0%	0%	49
	North / South Shore	44%	2%	52%	2%	0%	111
	Boston and suburbs	46%	7%	47%	0%	0%	144
Oct. 10 – 27, 2018	Registered voters	44%	7%	48%	1%	0%	485

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

Here's a list of activities some people do and others do not. Please indicate if you have done each of the following activities in the past year. *(Questions about the following five activities rotated in random order in the survey. The wording of questions 1, 2, 3, and 5 was adapted from a Pew Research Center national survey conducted online July 30 – Aug. 12, 2018.)*

1. Attended a political rally, protest or campaign event
2. Worked or volunteered for a political party, candidate or campaign
3. Contributed money to a candidate running for public office or to a group working to elect a candidate
4. Tried to persuade a family member or friend to support a candidate or a political party
5. Publicly expressed your support for a candidate, elected official or political campaign on Facebook, Twitter or other social media

Attended a political rally, protest or campaign event in the past year

		Yes	No	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	26%	73%	1%	0%	485
Party Registration	Democrat	37%	62%	0%	0%	180
	Republican	17%	81%	2%	0%	61
	Unenrolled	20%	79%	1%	0%	233
Gender	Male	20%	78%	2%	0%	219
	Female	31%	69%	0%	0%	264
Age	18-39	26%	71%	3%	0%	67
	40-54	25%	75%	0%	0%	102
	55-64	29%	70%	1%	0%	102
	65 and older	24%	76%	0%	0%	198
Education	High school or less	18%	81%	2%	0%	74
	Some college	21%	79%	0%	0%	103
	College graduate	29%	70%	1%	0%	301
Region	Western MA	28%	72%	0%	0%	112
	Central MA	18%	82%	0%	0%	60
	North / South Shore	25%	73%	2%	0%	129
	Boston and suburbs	28%	71%	1%	0%	177

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

Worked or volunteered for a political party, candidate or campaign in the past year

		Yes	No	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	15%	85%	0%	0%	485
Party Registration	Democrat	22%	78%	0%	0%	180
	Republican	15%	85%	0%	0%	61
	Unenrolled	12%	88%	0%	0%	233
Gender	Male	13%	86%	0%	0%	219
	Female	17%	83%	0%	0%	264
Age	18-39	10%	90%	0%	0%	67
	40-54	13%	86%	0%	0%	102
	55-64	18%	82%	0%	0%	102
	65 and older	22%	78%	0%	0%	198
Education	High school or less	10%	90%	0%	0%	74
	Some college	17%	83%	0%	0%	103
	College graduate	16%	84%	0%	0%	301
Region	Western MA	12%	87%	0%	0%	112
	Central MA	11%	89%	0%	0%	60
	North / South Shore	15%	85%	0%	0%	129
	Boston and suburbs	16%	83%	0%	0%	177

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

Contributed money to a candidate running for public office or to a group working to elect a candidate in the past year						
		Yes	No	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	28%	71%	1%	1%	485
Party Registration	Democrat	41%	58%	0%	1%	180
	Republican	42%	58%	0%	0%	61
	Unenrolled	18%	81%	1%	0%	233
Gender	Male	25%	73%	1%	1%	219
	Female	30%	69%	0%	0%	264
Age	18-39	12%	86%	1%	1%	67
	40-54	25%	75%	0%	0%	102
	55-64	47%	53%	0%	0%	102
	65 and older	39%	60%	1%	0%	198
Education	High school or less	15%	84%	0%	2%	74
	Some college	20%	79%	1%	0%	103
	College graduate	33%	66%	1%	0%	301
Annual household income	Under $35,000	10%	89%	2%	0%	72
	$35,000 to just under $70,000	25%	71%	2%	1%	94
	$70,000 to just under $100,000	38%	62%	0%	0%	86
	$100,000 or more	33%	67%	0%	0%	168
Region	Western MA	29%	71%	0%	0%	112
	Central MA	30%	68%	0%	2%	60
	North / South Shore	24%	74%	2%	0%	129
	Boston and suburbs	29%	71%	0%	0%	177

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

Tried to persuade a family member or friend to support a candidate or a political party in the past year

		Yes	No	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	42%	58%	0%	0%	485
Party Registration	Democrat	49%	51%	0%	0%	180
	Republican	29%	71%	0%	0%	61
	Unenrolled	41%	59%	0%	0%	233
Gender	Male	41%	59%	0%	0%	219
	Female	44%	56%	0%	0%	264
Age	18-39	43%	57%	0%	0%	67
	40-54	38%	62%	0%	0%	102
	55-64	49%	51%	0%	0%	102
	65 and older	44%	55%	0%	0%	198
Education	High school or less	30%	70%	0%	0%	74
	Some college	55%	45%	0%	0%	103
	College graduate	42%	58%	0%	0%	301
Region	Western MA	46%	54%	0%	0%	112
	Central MA	36%	64%	0%	0%	60
	North / South Shore	39%	61%	0%	0%	129
	Boston and suburbs	44%	56%	0%	0%	177

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

Publicly expressed your support for a candidate, elected official or political campaign on Facebook, Twitter or other social media in the past year						
		Yes	No	Don't know (Vol.)	Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	34%	65%	1%	0%	485
Party Registration	Democrat	40%	59%	1%	0%	180
	Republican	33%	65%	2%	0%	61
	Unenrolled	32%	67%	0%	0%	233
Gender	Male	26%	73%	0%	0%	219
	Female	41%	58%	1%	0%	264
Age	18-39	41%	58%	0%	0%	67
	40-54	39%	61%	0%	0%	102
	55-64	29%	70%	1%	0%	102
	65 and older	23%	74%	3%	0%	198
Education	High school or less	28%	70%	2%	0%	74
	Some college	32%	67%	1%	0%	103
	College graduate	36%	63%	0%	0%	301
Region	Western MA	37%	61%	2%	0%	112
	Central MA	37%	63%	0%	0%	60
	North / South Shore	39%	60%	1%	0%	129
	Boston and suburbs	29%	69%	1%	0%	177

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

Looking ahead to the race for president in 2020, there has been talk that Elizabeth Warren should run for president. Do you think it would be a good idea or a bad idea for Elizabeth Warren to run for president? *(Options "good idea" and "bad idea" rotated in random order in the question.)*

Is A Warren Presidential Candidacy A Good Idea Or A Bad Idea?

		Good idea	Bad idea	Don't know/ Refused (Vol.)	N*
Oct. 10 – 27, 2018	Registered voters	27%	56%	17%	485
Party Registration	Democrat	28%	53%	19%	180
	Republican	19%	71%	10%	61
	Unenrolled	30%	55%	15%	233
Warren job approval	Approve	31%	49%	20%	272
	Disapprove	17%	77%	5%	169
Gender	Male	24%	61%	15%	219
	Female	30%	52%	18%	264
Age	18-39	39%	43%	18%	67
	40-54	15%	67%	18%	102
	55-64	25%	62%	13%	102
	65 and older	26%	59%	15%	198
Education	High school or less	28%	51%	21%	74
	Some college	44%	47%	10%	103
	College graduate	22%	60%	17%	301
Annual household income	Under $35,000	39%	38%	23%	72
	$35,000 to just under $70,000	32%	48%	20%	94
	$70,000 to just under $100,000	22%	70%	8%	86
	$100,000 or more	25%	59%	16%	168
Region	Western MA	32%	55%	13%	112
	Central MA	32%	43%	26%	60
	North / South Shore	25%	58%	17%	129
	Boston and suburbs	26%	59%	16%	177
April 6 - 14, 2015**	Registered voters	32%	57%	11%	427

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

***Question wording in April 2015 survey: "Looking ahead to the race for president in 2016, there has been talk that Elizabeth Warren should run for president. Do you think it would be a good idea or a bad idea for Elizabeth Warren to run for president?" Options "good idea" and "bad idea" rotated in random order in the question.*

In a sentence or two, can you say why you think it would be a good idea for Elizabeth Warren to run for president?

Asked of the 126 registered voters who said they thought it would be a good idea for Elizabeth Warren to run for president. Open-ended responses from survey participants were coded into the following categories:

Why a Warren Presidential Run Would Be A Good Idea	
	Oct. 10 – 27, 2018
Warren has good ideas / is sincere	25%
Warren can provide competition for Trump / defeat Trump	18%
Warren will lose in 2020	15%
Respondent likes Warren's issue positions	12%
Respondent wants a woman to run for president	11%
Warren stands up for the middle class	4%
The 2020 race needs a liberal candidate	4%
Other	6%
Don't know / Refused (Vol.)	5%
N	126

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

In a sentence or two, can you say why you think it would be a bad idea for Elizabeth Warren to run for president?

Asked of the 279 registered voters who said they thought it would be a bad idea for Elizabeth Warren to run for president. Open-ended responses from survey participants were coded into the following categories:

Why a Warren Presidential Run Would Be A Bad Idea	
	Oct. 10 – 27, 2018
Warren is too liberal	22%
Warren can't win the presidency	18%
Respondent doesn't like Warren or her issue positions	17%
Warren doesn't have enough experience / is not qualified	11%
Warren is doing a good job in the Senate and should remain there	8%
Warren is not truthful / trustworthy	6%
The country is not ready to elect a woman president	4%
There are better candidates running for president	3%
Warren wouldn't be a good president	2%
Other	5%
Don't know / Refused (Vol.)	4%
N	279

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

METHODOLOGY

The Western New England University Polling Institute conducted a telephone survey using live interviewers Oct. 10 – 27, 2018. Western New England University sponsored and funded the study. The survey sample consists of telephone interviews in English only with 525 adults ages 18 and older drawn from across Massachusetts using a combination of a random sample of listed telephone numbers for households and random-digit-dialing of cell phones. The sample yielded 485 adults who said they are registered to vote in Massachusetts, and 402 adults who indicated they are likely to vote in the Nov. 6, 2018 election. Likely voters were identified in one of two ways: (1) Eighteen voters in the sample said they had already voted early or by absentee ballot and thus were counted as part of the subsample of likely voters. (2) Individuals who had not yet voted at the time of the phone interview were classified as likely voters based on their responses to questions about interest in the upcoming election, likelihood of voting in the election, and knowledge of the location and name of their polling place.

Interviewers at the Polling Institute used 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 283 interviews completed on landlines and 242 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 and to adjust for voter registration by party using figures from the office of the Massachusetts Secretary of the Commonwealth. Complete results of the poll and the full text of the landline and cell phone versions of the survey are available at http://www1.wne.edu/polling-institute/index.cfm.

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 485 registered voters is +/- 4 percent at a 95 percent confidence interval, and the margin of sampling error for a sample of 402 likely voters is +/- 5 percent at a 95 percent confidence interval. Thus if 65 percent of likely voters said they approve of the job that Charlie Baker is doing as governor, one would be 95 percent sure that the true figure would be between 60 percent and 70 percent (65 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. The Institute is a charter member of the Transparency Initiative, sponsored by the American Association for Public Opinion Research. The Transparency Initiative supports greater openness in the reporting of survey research methodology. Additional information about the Polling Institute is available from Dr. Tim Vercellotti, director of the Polling Institute, at polling@wne.edu.