

Interviews: N=401 Likely Voters in Massachusetts
Interviewing Period: September 28 – September 30, 2014
Margin of Error = ± 4.89%
Designed and Directed by: SocialSphere, Inc.
Mode: Live Landline and Cell Phone via Registration Based Sample



Note: The sum of percentages for each question may not add up to 100% as each response is rounded to the nearest percent.

INTERVIEWER: Good afternoon/evening. My name is _____ calling on behalf of ADG, a national research firm. We are conducting an opinion poll of residents in Massachusetts on issues facing the state and you have been randomly selected to participate. I assure you that your answers will be kept completely confidential and this is not a sales call – we are only interested in your opinions. May I please speak to the youngest [MALE/FEMALE] 18 years of age or older in your household?

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1. Are you registered to vote at this address?			
Yes	100%	100%	100%
2. When it comes to voting, with which party do you consider yourself to be affiliated?			
NET: Democrat	34%	35%	35%
Strong Democrat	25%	24%	25%
Not a very strong Democrat	9%	10%	10%
NET: Republican.....	13%	13%	13%
Strong Republican.....	9%	10%	8%
Not a very strong Republican.....	4%	3%	4%
NET: Independent/Unenrolled.....	53%	52%	52%
Leans Democrat	16%	16%	13%
Leans Republican	14%	18%	17%
Does not lean either way.....	22%	19%	22%
3. In November, there will be a general election in Massachusetts for Governor, Treasurer, State Representative and ballot initiatives, among other races. How likely is it that you will vote in this general election in November? Will you definitely be voting, will you probably be voting, are you 50-50, or do you think you probably won't be voting in this election?			
	n=454	n=472	n=458
Definitely be voting	73%	71%	73%
Probably	16%	14%	15%
50-50	6%	9%	6%
Probably won't be voting	4%	4%	6%
Don't know	1%	2%	1%
	n=407	n=400	n=401
Definitely be voting	82%	84%	82%
Probably	18%	16%	18%
All others were terminated	-	-	-



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4. In addition to the race for Governor, the November ballot will also include four Yes/No ballot questions that were proposed by initiative petition. How likely are you to vote on these questions?

Definitely be voting	-	-	77%
Probably	-	-	16%
50-50	-	-	3%
Probably won't be voting	-	-	*
Don't know	-	-	4%

5. Using a scale from 0 to 10, regardless of how likely you are to vote, how enthusiastic are you about this election (November general election)?

NET: Not Enthusiastic.....	8%	7%	6%
0 - Not at all enthusiastic	4%	3%	2%
1	1%	1%	2%
2	3%	3%	2%
NET: Neutral +/-	55%	60%	53%
3	5%	6%	4%
4	3%	3%	4%
5	18%	24%	19%
6	11%	12%	12%
7	18%	15%	13%
NET: Enthusiastic.....	35%	31%	38%
8	11%	14%	16%
9	5%	4%	3%
10 - Extremely enthusiastic	18%	13%	19%
Don't know/Refused	2%	2%	3%

6. In general, would you say things in the United States are headed in the right direction or are they off on the wrong track?

Right direction	24%	26%	27%
Wrong track	57%	52%	56%
Mixed (vol.).....	14%	17%	11%
Don't know.....	4%	5%	6%

7. In general, would you say things in Massachusetts are headed in the right direction or are they off on the wrong track?

Right direction	43%	48%	45%
Wrong track	41%	35%	39%
Mixed (vol.).....	13%	12%	9%
Don't know.....	3%	5%	7%



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Now I am going to read you the names of some people active in government and politics. For each one, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that person. If you are unfamiliar with the name, just say so. Here's the first one [INSERT NAME]. What is your opinion of [INSERT NAME]?

8. Charlie Baker

NET: Favorable	44%	51%	51%
Somewhat unfavorable	18%	13%	19%
Very unfavorable	26%	37%	32%
NET: Unfavorable	25%	24%	23%
Very favorable	16%	16%	15%
Somewhat favorable	9%	8%	9%
Recognize name but can't rate.....	16%	15%	15%
Don't recognize	16%	10%	11%

9. Martha Coakley

NET: Favorable	48%	46%	48%
Very favorable	17%	14%	18%
Somewhat favorable	31%	32%	31%
NET: Unfavorable	41%	44%	42%
Very favorable	20%	22%	20%
Somewhat favorable	21%	22%	23%
Recognize name but can't rate.....	8%	7%	6%
Don't recognize	2%	2%	4%



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10. If the general election for Governor were held today and the candidates were (a) Charlie Baker, the Republican, (b) Martha Coakley, the Democrat, (c) Evan Falchuk, the United Independent candidate, (d) Jeff McCormick, an Independent and (e) Scott Lively, an Independent -- for whom would you vote? Would you say you are definitely or probably voting for [INSERT CHOICE]?*

NET: Charlie Baker	36%	40%	39%
Charlie Baker - Definitely	-	-	27%
Charlie Baker - Probably	-	-	11%
NET: Martha Coakley	39%	38%	36%
Martha Coakley - Definitely	-	-	26%
Martha Coakley - Probably	-	-	10%
NET: Evan Falchuk	2%	2%	2%
Evan Falchuk - Definitely	-	-	*
Evan Falchuk - Probably	-	-	1%
NET: Jeff McCormick	1%	2%	1%
Jeff McCormick - Definitely	-	-	*
Jeff McCormick - Probably	-	-	1%
NET: Scott Lively	3%	1%	1%
Scott Lively - Definitely	-	-	1%
Scott Lively - Probably	-	-	1%
Don't know.....	19%	18%	21%

* Please note that in Release 15 and Release 16, the follow-up question “would you say you are definitely or probably voting for [INSERT CHOICE]?* was not included.

If “Don’t know” in Q10, ask:

11. When do you expect that you will decide which candidate you will vote for Governor?

		n=86
Weeks before you cast your ballot	-	41%
Days before you cast your ballot	-	41%
Minutes before you cast your ballot	-	10%
Don't know	-	8%



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Moving on now:

12. The first initiative on the ballot is Question 1. Question 1 is titled, Eliminating Gas Tax Indexing. The ballot states that a YES VOTE would eliminate the requirement that the state’s gas tax be adjusted annually based on the Consumer Price Index. A NO VOTE would make no change in the laws regarding the gas tax. If the election were held today, would you vote YES or NO on Question 1?

Yes on Question 1	-	-	42%
No on Question 1	-	-	40%
Don’t know	-	-	18%

13. Question 2 is titled Expanding the Beverage Container Deposit Law. The ballot states that a YES VOTE would expand the state’s beverage container deposit law to require deposits on containers for all non-alcoholic, non-carbonated drinks with certain exceptions, increase the associated handling fees, and make other changes to the law. A NO VOTE would make no change in the laws regarding beverage container deposits. If the election were held today, would you vote YES or NO on Question 2?

Yes on Question 2	-	-	33%
No on Question 2	-	-	60%
Don’t know	-	-	8%

14. Question 3 is titled Expanding Prohibitions on Gaming. A YES VOTE would prohibit casinos, any gaming establishment with slot machines, and wagering on simulcast greyhound races. A NO VOTE would make no change in the current laws regarding gaming. If the election were held today, would you vote YES or NO on Question 3?

Yes on Question 3	-	-	40%
No on Question 3	-	-	53%
Don’t know	-	-	7%



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If “Yes” in Q14, ask:

15. What is the number one reason you would vote YES on Question 3? [OPEN-ENDED]

			n=161
Generally opposed to gambling	-	-	41%
Economic-related reasons	-	-	11%
Not good for cities/state	-	-	8%
Market is oversaturated.....	-	-	6%
Corruption/criminal activity	-	-	3%
Tax on the poor	-	-	3%
Other	-	-	10%
Don't know	-	-	5%
Do not understand question	-	-	12%
(gave reasons why they support casinos)			

If “No” in Q14, ask:

16. What is the number one reason you would vote NO on Question 3? [OPEN-ENDED]

			n=212
Create jobs/boost economy	-	-	28%
Generally in favor of gaming	-	-	16%
It's already been voted	-	-	9%
It's an individual choice	-	-	7%
Other	-	-	15%
Don't know	-	-	7%
Do not understand question	-	-	17%
(gave reasons why they oppose casinos)			



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17. Question 4 is titled Earned Sick Time for Employees. A YES VOTE would entitle employees in Massachusetts to earn and use sick time according to certain conditions. A NO VOTE would make no change in the laws regarding earned sick time. If the election were held today, would you vote YES or NO on Question 4?

Yes on Question 4.....	-	-	52%
No on Question 4	-	-	30%
Don't know	-	-	18%

18. By the end of this year, it is likely that 5 of Atlantic City's 12 casinos will be closed.

Some people say that this provides more opportunity for Massachusetts casinos to thrive –

Other people say that it shows that the market is over-saturated.

Does this information make you more likely to support casinos in Massachusetts, less likely, or does it not make a difference?

More likely to support casinos.....	-	-	14%
Less likely to support casinos	-	-	26%
No difference.....	-	-	57%
Don't know	-	-	3%

19. Massachusetts casino legislation was passed and signed into law in 2011. Since that time, the Massachusetts economy has improved.

Some people say that an improved economy is good because people have more money to spend on entertainment, like gaming –

Other people say that the improved economy means the need for new jobs in the construction and gaming industries are not as important as they were a few years ago.

Does this information make you more likely to support casinos in Massachusetts, less likely, or does it not make a difference?

More likely to support casinos.....	-	-	16%
Less likely to support casinos	-	-	20%
No difference.....	-	-	61%
Don't know	-	-	3%



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20. Do you approve or disapprove of the decision by the Massachusetts Gaming Commission to award the Boston-area license to the Wynn Resorts casino that will be located in Everett?

Approve	-	-	37%
Disapprove	-	-	35%
Don't know	-	-	29%

[If “Democrat” or “Independent” in Q2, ask]

21. Did you vote in the Democratic primary for Governor on September 9?

	n=354	n=348	n=349
Yes	42%	44%	46%
No	58%	56%	54%

[If “Yes” in Q21, ask]

22. Did you vote for ...

	n=147	n=154	n=160
Martha Coakley	41%	43%	38%
Steve Grossman	30%	26%	29%
Don Berwick	15%	19%	13%
Don't remember	14%	12%	19%

23. When it comes to most political issues, do you think of yourself as a...?

Liberal	28%	30%	31%
Moderate	45%	45%	42%
Conservative	27%	25%	26%
Don't know	-	-	-

24. As a moderate, which way do you lean?

	n=183	n=181	n=169
Liberal	28%	30%	29%
Moderate	44%	35%	43%
Conservative	28%	34%	29%
Don't know.....	-	-	-

25. Could you please tell me your age?

18 to 34	14%	14%	14%
35 to 44	16%	15%	16%
45 to 54	20%	21%	20%
55 to 64	25%	24%	25%
65 and over	24%	26%	25%



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26. What was the last grade you completed in school?			
0-11	1%	1%	1%
High school grad	16%	16%	18%
Technical/ Vocational	3%	2%	3%
Some college	19%	16%	16%
College grad	34%	34%	32%
Graduate degree	26%	30%	29%
Decline to answer	1%	*	*
27. The next question is about the total income of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household.			
\$50,000 or less	18%	22%	21%
More than \$50,000, but less than \$75,000	15%	16%	13%
More than \$75,000, but less than \$100,000	15%	13%	11%
More than \$100,000, but less than \$150,000	14%	14%	16%
More than \$150,000	17%	15%	18%
Don't know	4%	1%	4%
Decline to answer	16%	17%	17%
28. Are you now married, widowed, divorced, separated, never married, or living with a partner?			
Married	63%	61%	65%
Never Married	20%	15%	14%
Divorced	7%	6%	9%
Widowed	5%	8%	6%
Living with partner	2%	8%	5%
Separated	2%	1%	2%
29. Which of the following is your race or origin?			
White	84%	85%	85%
NET: Non-White	13%	9%	8%
Black or African American	7%	4%	4%
Hispanic, Latino or Spanish origin	3%	3%	2%
Asian	2%	*	1%
American Indian or Alaska Native	-	*	1%
Native Hawaiian or other Pacific Islander	*	1%	-
Some other race	1%	2%	3%
Decline to answer	2%	4%	5%



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30. Are you, or is any member of your household a union member? If yes, is it a public sector union or a private sector union?			
NET: Union.....	21%	18%	19%
Public sector.....	17%	12%	12%
Private sector	3%	4%	4%
Both unions	1%	2%	3%
No.....	76%	79%	76%
Don't know/Refused	3%	3%	5%
31. When it comes to statewide general elections, held in November, which statement best describes you?			
Voting is a priority, I try to never miss a general election if at all possible	-	70%	64%
I vote in most, but not all statewide elections	-	25%	29%
I rarely vote in statewide elections	-	1%	4%
I never vote in statewide elections	-	1%	-
Don't know/Refused	-	3%	4%
32. County			
Barnstable	3%	4%	4%
Berkshire	3%	2%	2%
Bristol	7%	7%	9%
Dukes	-	-	-
Essex	11%	10%	11%
Franklin.....	2%	2%	1%
Hampden.....	6%	7%	7%
Hampshire.....	2%	3%	2%
Middlesex	24%	25%	25%
Nantucket	-	*	-
Norfolk.....	12%	11%	11%
Plymouth	8%	7%	8%
Suffolk	10%	11%	9%
Worcester	12%	12%	12%
33. Gender			
Male	47%	45%	48%
Female	53%	55%	52%



Methodology

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between September 28 and September 30, 2014 among a random sample of N=401 registered, likely general election voters in Massachusetts. The margin of error for the total sample is ± 4.89 points at the 95% confidence interval. Sampling and data collection (live interviewing) was performed by American Directions Group.

