

Interviews: N=400 Likely Voters in Massachusetts
Interviewing Period: October 5 – October 7, 2014
Margin of Error = ± 4.9%
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	35%	35%	38%
Strong Democrat	24%	25%	26%
Not a very strong Democrat	10%	10%	11%
NET: Republican.....	13%	13%	13%
Strong Republican.....	10%	8%	10%
Not a very strong Republican.....	3%	4%	3%
NET: Independent/Unenrolled.....	52%	52%	49%
Leans Democrat	16%	13%	15%
Leans Republican.....	18%	17%	14%
Does not lean either way.....	19%	22%	20%
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=472	n=458	n=454
Definitely be voting	71%	73%	75%
Probably	14%	15%	13%
50-50	9%	6%	6%
Probably won't be voting	4%	6%	5%
Don't know.....	2%	1%	1%
	n=400	n=401	n=400
Definitely be voting	84%	82%	84%
Probably	16%	18%	16%
All others were terminated.....	-	-	-

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4. 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	7%	6%	8%
0 - Not at all enthusiastic	3%	2%	3%
1	1%	2%	1%
2	3%	2%	4%
NET: Neutral +/-	60%	53%	56%
3	6%	4%	4%
4	3%	4%	4%
5	24%	19%	24%
6	12%	12%	8%
7	15%	13%	17%
NET: Enthusiastic	31%	38%	34%
8	14%	16%	12%
9	4%	3%	4%
10 - Extremely enthusiastic	13%	19%	18%
Don't know/Refused	2%	3%	1%

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

Right direction	48%	45%	45%
Wrong track	35%	39%	37%
Mixed (vol.).....	12%	9%	12%
Don't know	5%	7%	6%

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]?

6. Charlie Baker

NET: Favorable	51%	51%	46%
Somewhat unfavorable.....	13%	19%	15%
Very unfavorable	37%	32%	32%
NET: Unfavorable	24%	23%	31%
Very favorable	16%	15%	18%
Somewhat favorable.....	8%	9%	13%
Recognize name but can't rate.....	15%	15%	15%
Don't recognize.....	10%	11%	7%

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7. Martha Coakley			
NET: Favorable	46%	48%	53%
Very favorable	14%	18%	20%
Somewhat favorable.....	32%	31%	33%
NET: Unfavorable	44%	42%	36%
Very favorable	22%	20%	16%
Somewhat favorable.....	22%	23%	21%
Recognize name but can't rate.....	7%	6%	8%
Don't recognize.....	2%	4%	2%
8. 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: Martha Coakley	38%	36%	39%
Martha Coakley - Definitely	-	26%	28%
Martha Coakley - Probably	-	10%	11%
NET: Charlie Baker	40%	39%	34%
Charlie Baker - Definitely.....	-	27%	22%
Charlie Baker - Probably	-	11%	12%
NET: Evan Falchuk	2%	2%	3%
Evan Falchuk - Definitely.....	-	*	2%
Evan Falchuk - Probably	-	1%	1%
NET: Jeff McCormick	2%	1%	2%
Jeff McCormick - Definitely	-	*	*
Jeff McCormick - Probably	-	1%	2%
NET: Scott Lively	1%	1%	2%
Scott Lively - Definitely	-	1%	1%
Scott Lively - Probably.....	-	1%	2%
Don't know.....	18%	21%	20%

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

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[If “Don’t know” in Q8, ask]

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

		n=86	n=78
Weeks before you cast your ballot	-	41%	28%
Days before you cast your ballot	-	41%	43%
Minutes before you cast your ballot.....	-	10%	12%
Don't know	-	8%	17%

10. Question 3 on the November ballot 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%	40%
No on Question 3	-	53%	52%
Don't know	-	7%	8%

Next is a series of qualities and attributes that candidates for Governor could possess. After I read each, please indicate how important each is to you when choosing who to support for Governor this November.

11. Will manage the state government effectively.

Very important	-	-	87%
Somewhat important	-	-	11%
Not very important	-	-	-
Not at all important	-	-	-
Don't know	-	-	2%

12. Is fiscally responsible.

Very important	-	-	82%
Somewhat important	-	-	14%
Not very important	-	-	1%
Not at all important	-	-	1%
Don't know	-	-	2%

82% rated this attribute as “very important” in Release 1 on June 6;
45% said this attribute applied most to Charlie Baker in Release 15 on September 19;
27% said this attribute applied most to Martha Coakley in Release 15 on September 19.

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13. Will create jobs and improve the economy.

Very important	-	-	81%
Somewhat important	-	-	17%
Not very important	-	-	1%
Not at all important	-	-	*
Don't know	-	-	1%

85% rated this attribute as “very important” in Release 1 on June 6;
42% said this attribute applied most to Charlie Baker in Release 15 on September 19;
27% said this attribute applied most to Martha Coakley in Release 15 on September 19.

14. Is committed to improving education in public schools.

Very important	-	-	76%
Somewhat important	-	-	19%
Not very important	-	-	2%
Not at all important	-	-	2%
Don't know	-	-	1%

76% rated this attribute as “very important” in Release 1 on June 6;
25% said this attribute applied most to Charlie Baker in Release 15 on September 19;
40% said this attribute applied most to Martha Coakley in Release 15 on September 19.

15. Will ensure that we have high-quality affordable health care.

Very important	-	-	75%
Somewhat important	-	-	19%
Not very important	-	-	4%
Not at all important	-	-	2%
Don't know	-	-	1%

67% rated this attribute as “very important” in Release 1 on June 6;
26% said this attribute applied most to Charlie Baker in Release 15 on September 19;
41% said this attribute applied most to Martha Coakley in Release 15 on September 19.

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16. Cares about people like me.

Very important	-	-	67%
Somewhat important	-	-	24%
Not very important	-	-	5%
Not at all important	-	-	2%
Don't know	-	-	2%

64% rated this attribute as “very important” in Release 1 on June 6;
29% said this attribute applied most to Charlie Baker in Release 15 on September 19;
39% said this attribute applied most to Martha Coakley in Release 15 on September 19.

17. Will stand up to the Legislature.

Very important	-	-	67%
Somewhat important	-	-	24%
Not very important	-	-	5%
Not at all important	-	-	1%
Don't know	-	-	3%

67% rated this attribute as “very important” in Release 1 on June 6;
37% said this attribute applied most to Charlie Baker in Release 15 on September 19;
33% said this attribute applied most to Martha Coakley in Release 15 on September 19.

18. Agrees with me on the major issues.

Very important	-	-	61%
Somewhat important	-	-	34%
Not very important	-	-	2%
Not at all important	-	-	2%
Don't know	-	-	2%

53% rated this attribute as “very important” in Release 1 on June 6;
36% said this attribute applied most to Charlie Baker in Release 15 on September 19;
36% said this attribute applied most to Martha Coakley in Release 15 on September 19.

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19. Brings fresh ideas and perspective.

Very important	-	-	58%
Somewhat important	-	-	34%
Not very important	-	-	6%
Not at all important	-	-	1%
Don't know	-	-	1%

61% rated this attribute as “very important” in Release 1 on June 6;
44% said this attribute applied most to Charlie Baker in Release 15 on September 19;
27% said this attribute applied most to Martha Coakley in Release 15 on September 19.

20. Will not raise taxes.

Very important	-	-	50%
Somewhat important	-	-	28%
Not very important	-	-	13%
Not at all important	-	-	6%
Don't know	-	-	2%

42% rated this attribute as “very important” in Release 1 on June 6.

21. Is committed to reducing the gap in income between the wealthy and everyone else.

Very important	-	-	50%
Somewhat important	-	-	28%
Not very important	-	-	11%
Not at all important	-	-	6%
Don't know	-	-	4%

47% rated this attribute as “very important” in Release 1 on June 6.

22. Has private sector experience.

Very important	-	-	35%
Somewhat important	-	-	34%
Not very important	-	-	17%
Not at all important	-	-	9%
Don't know	-	-	5%

35% rated this attribute as “very important” in Release 1 on June 6.

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

23.	Did you vote in the Democratic primary for Governor on September 9?	n=348	n=349	n=346
	Yes	44%	46%	45%
	No	56%	54%	55%

[If “Yes” in Q23, ask]

24.	Did you vote for...?	n=154	n=160	n=155
	Martha Coakley	43%	38%	43%
	Steve Grossman.....	26%	29%	25%
	Don Berwick	19%	13%	17%
	Don't remember.....	12%	19%	15%

25.	When it comes to most political issues, do you think of yourself as a...?			
	Liberal.....	30%	31%	32%
	Moderate	45%	42%	42%
	Conservative	25%	26%	26%
	Don't know.....	-	-	-

26.	As a moderate, which way do you lean?	n=181	n=169	n=168
	Liberal.....	30%	29%	33%
	Moderate	35%	43%	37%
	Conservative	34%	29%	30%
	Don't know.....	-	-	-

27.	Could you please tell me your age?			
	18 to 34	14%	14%	14%
	35 to 44	15%	16%	17%
	45 to 54	21%	20%	20%
	55 to 64	24%	25%	26%
	65 and over	26%	25%	23%

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28. What was the last grade you completed in school?			
0-11	1%	1%	4%
High school grad	16%	18%	16%
Technical/ Vocational	2%	3%	3%
Some college.....	16%	16%	14%
College grad.....	34%	32%	33%
Graduate degree	30%	29%	30%
Decline to answer.....	*	*	*
29. 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.....	22%	21%	18%
More than \$50,000, but less than \$75,000	16%	13%	11%
More than \$75,000, but less than \$100,000	13%	11%	16%
More than \$100,000, but less than \$150,000	14%	16%	19%
More than \$150,000	15%	18%	16%
Don't know.....	1%	4%	2%
Decline to answer.....	17%	17%	18%
30. Are you now married, widowed, divorced, separated, never married, or living with a partner?			
Married	61%	65%	66%
Never Married.....	15%	14%	16%
Divorced	6%	9%	8%
Widowed.....	8%	6%	5%
Living with partner	8%	5%	4%
Separated.....	1%	2%	2%
31. Which of the following is your race or origin?			
White	85%	85%	84%
NET: Non-White	9%	8%	10%
Black or African American	4%	4%	4%
Hispanic, Latino or Spanish origin.....	3%	2%	4%
Asian	*	1%	1%
American Indian or Alaska Native	*	1%	1%
Native Hawaiian or other Pacific Islander	1%	-	*
Some other race.....	2%	3%	3%
Decline to answer.....	4%	5%	3%

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32. 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	18%	19%	23%
Public sector.....	12%	12%	19%
Private sector.....	4%	4%	3%
Both unions.....	2%	3%	1%
No.....	79%	76%	73%
Don't know/Refused.....	3%	5%	4%
33. 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%	66%
I vote in most, but not all statewide elections.....	25%	29%	30%
I rarely vote in statewide elections.....	1%	4%	2%
I never vote in statewide elections.....	1%	-	-
Don't know/Refused.....	3%	4%	2%
34. County			
Barnstable.....	4%	4%	3%
Berkshire.....	2%	2%	2%
Bristol.....	7%	9%	7%
Dukes.....	-	-	1%
Essex.....	10%	11%	11%
Franklin.....	2%	1%	2%
Hampden.....	7%	7%	9%
Hampshire.....	3%	2%	2%
Middlesex.....	25%	25%	25%
Nantucket.....	*	-	-
Norfolk.....	11%	11%	10%
Plymouth.....	7%	8%	7%
Suffolk.....	11%	9%	9%
Worcester.....	12%	12%	12%
35. Gender			
Male.....	45%	48%	48%
Female.....	55%	52%	52%

Methodology

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between October 5 and October 7, 2014 among a random sample of N=400 registered, likely general election voters in Massachusetts. The margin of error for the total sample is ± 4.9 points at the 95% confidence interval. Sampling and data collection (live interviewing) was performed by American Directions Group.