

Interviews: N=600 Likely Voters in Massachusetts
Interviewing Period: October 26 – October 29, 2014
Margin of Error = ± 4.0%
Designed and Directed by: SocialSphere, Inc.
Mode: Live Landline and Cell Phone via Registration Based Sample



Sample size:

Release 19: N=400

Release 20: N=400 or N=500 (varying by question, as we conducted an additional n=100 interviews with registered, likely voters in Massachusetts on a select group of questions).

Release 21: N=600

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?			
		N=500	
Yes	100%	100%	100%
2. When it comes to voting, with which party do you consider yourself to be affiliated?			
		N=500	
NET: Democrat	35%	36%	36%
Strong Democrat	26%	24%	25%
Not a very strong Democrat	9%	12%	11%
NET: Republican.....	13%	14%	14%
Strong Republican.....	9%	8%	9%
Not a very strong Republican	4%	6%	5%
NET: Independent/Unenrolled.....	52%	50%	50%
Leans Democrat	15%	13%	16%
Leans Republican.....	16%	17%	16%
Does not lean either way.....	22%	20%	18%

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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=450	n=565	n=673
Definitely be voting	75%	79%	81%
Probably	14%	10%	8%
50-50	6%	6%	6%
Probably won't be voting	4%	5%	4%
Don't know	1%	1%	1%
	n=400	n=500	n=600
Definitely be voting	85%	88%	91%
Probably	15%	12%	9%
All others were terminated.....	-	-	-

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)?

		n=400	
NET: Not Enthusiastic.....	8%	8%	5%
0 - Not at all enthusiastic	5%	4%	2%
1	1%	1%	1%
2	2%	3%	2%
NET: Neutral +/-	53%	50%	53%
3	2%	2%	4%
4	4%	3%	5%
5	22%	20%	19%
6	9%	11%	9%
7	16%	14%	15%
NET: Enthusiastic.....	38%	41%	41%
8	13%	15%	14%
9	4%	4%	5%
10 - Extremely enthusiastic	22%	22%	22%
Don't know/Refused	1%	1%	1%

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

		n=400	
Right direction	39%	39%	41%
Wrong track	40%	43%	39%
Mixed (vol.).....	14%	13%	14%
Don't know	6%	4%	6%

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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]?

6. Charlie Baker

		n=400	
NET: Favorable	53%	58%	57%
Very favorable	19%	23%	23%
Somewhat favorable.....	33%	35%	34%
NET: Unfavorable	28%	25%	26%
Somewhat unfavorable.....	18%	17%	15%
Very unfavorable	10%	8%	11%
Recognize name but can't rate.....	10%	11%	11%
Don't recognize.....	9%	6%	6%

7. Martha Coakley

		n=400	
NET: Favorable	50%	41%	46%
Very favorable	17%	14%	20%
Somewhat favorable.....	33%	27%	26%
NET: Unfavorable	41%	51%	45%
Somewhat unfavorable.....	18%	23%	19%
Very unfavorable	24%	28%	26%
Recognize name but can't rate.....	6%	7%	6%
Don't recognize.....	3%	1%	2%

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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]?

	N=500		
NET: Charlie Baker	41%	45%	44%
Charlie Baker - Definitely	29%	34%	32%
Charlie Baker - Probably	10%	9%	11%
Charlie Baker - Lean	2%	3%	1%
NET: Martha Coakley	41%	36%	37%
Martha Coakley - Definitely	26%	24%	26%
Martha Coakley - Probably	11%	10%	9%
Martha Coakley - Lean	4%	2%	2%
NET: Evan Falchuk	3%	3%	4%
Evan Falchuk - Definitely	2%	2%	2%
Evan Falchuk - Probably	2%	1%	2%
Evan Falchuk - Lean	*	-	*
NET: Scott Lively	2%	2%	2%
Scott Lively - Definitely	1%	1%	1%
Scott Lively - Probably	1%	1%	1%
Scott Lively - Lean	1%	-	*
NET: Jeff McCormick	2%	2%	1%
Jeff McCormick - Definitely	1%	-	*
Jeff McCormick - Probably	2%	2%	*
Jeff McCormick - Lean	*	-	*
Don't know	10%	11%	11%

9. 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?

	n=400		
Definitely be voting	-	82%	83%
Probably	-	13%	10%
50-50	-	3%	5%
Probably won't be voting	-	*	1%
Don't know	-	2%	2%

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10. 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?

		n=400	
Yes on Question 1	-	42%	45%
No on Question 1	-	42%	42%
Don't know	-	16%	14%

11. 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?

		n=400	
Yes on Question 2	-	29%	28%
No on Question 2	-	63%	66%
Don't know	-	8%	6%

12. 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?

		n=400	
Yes on Question 3	36%	39%	36%
No on Question 3	56%	53%	54%
Don't know	8%	8%	10%

13. 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?

		n=400	
Yes on Question 4	-	53%	55%
No on Question 4	-	35%	31%
Don't know	-	12%	14%

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14. When it comes to most political issues, do you think of yourself as a...?			
		n=400	
Liberal.....	28%	29%	30%
Moderate	46%	39%	44%
Conservative	27%	32%	26%
Don't know.....	-	-	-
15. As a moderate, which way do you lean?			
	n=182	n=158	n=265
Liberal.....	29%	22%	24%
Moderate	37%	41%	43%
Conservative	34%	37%	33%
Don't know.....	-	-	-
16. Could you please tell me your age?			
		N=500	
18 to 34	14%	14%	14%
35 to 44	14%	14%	17%
45 to 54	21%	20%	20%
55 to 64	27%	26%	25%
65 and over	23%	25%	22%
Decline to answer.....	2%	3%	2%
17. What was the last grade you completed in school?			
		N=500	
0-11	2%	1%	1%
High school grad	15%	16%	16%
Technical/ Vocational	1%	1%	2%
Some college.....	16%	16%	16%
College grad.....	32%	36%	35%
Graduate degree	32%	29%	29%
Decline to answer.....	1%	1%	1%

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18. 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.

		n=400	
\$50,000 or less	19%	16%	17%
More than \$50,000, but less than \$75,000	13%	12%	12%
More than \$75,000, but less than \$100,000	16%	14%	14%
More than \$100,000, but less than \$150,000	16%	20%	15%
More than \$150,000	17%	16%	18%
Don't know	3%	4%	5%
Decline to answer	16%	18%	19%

19. Are you now married, widowed, divorced, separated, never married, or living with a partner?

		n=400	
Married	65%	69%	67%
Never Married	15%	13%	15%
Widowed	6%	7%	8%
Divorced	9%	7%	6%
Living with partner	4%	2%	3%
Separated	1%	1%	1%

20. Which of the following is your race or origin?

		N=500	
White	84%	84%	86%
NET: Non-White	9%	9%	9%
Black or African American	4%	3%	3%
Hispanic, Latino or Spanish origin	3%	3%	2%
Asian	2%	1%	2%
American Indian or Alaska Native	-	*	1%
Native Hawaiian or other Pacific Islander	-	*	*
Some other race	4%	3%	1%
Decline to answer	4%	5%	4%

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21. 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?

		n=400	
NET: Union	24%	22%	22%
Public sector.....	17%	17%	15%
Private sector.....	6%	4%	6%
Both unions.....	1%	2%	1%
No.....	72%	76%	75%
Decline to answer.....	4%	2%	3%

22. When it comes to statewide general elections held in November, which statement best describes you?

		n=400	
Voting is a priority, I try to never miss a general election if at all possible.....	69%	65%	66%
I vote in most, but not all statewide elections.....	26%	31%	30%
I rarely vote in statewide elections.....	3%	3%	2%
I never vote in statewide elections.....	1%	*	*
Decline to answer.....	1%	1%	2%

23. County

		N=500	
Barnstable.....	4%	5%	4%
Berkshire.....	3%	3%	2%
Bristol.....	8%	9%	8%
Dukes.....	-	-	*
Essex.....	12%	11%	12%
Franklin.....	1%	1%	1%
Hampden.....	6%	7%	6%
Hampshire.....	2%	2%	3%
Middlesex.....	24%	24%	25%
Nantucket.....	*	-	-
Norfolk.....	11%	11%	12%
Plymouth.....	8%	7%	6%
Suffolk.....	9%	9%	9%
Worcester.....	12%	12%	12%

24. Gender

		N=500	
Male.....	49%	47%	46%
Female.....	51%	53%	54%

Methodology

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between October 26 and October 29, 2014 among a random sample of N=600 registered, likely general election voters in Massachusetts. The margin of error for the total sample is ± 4.0 points at the 95% confidence interval. Sampling and data collection (live interviewing) was performed by American Directions Group.