



Dr. Joshua J. Dyck and Dr. Francis Talty, Co-Directors  
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# UMass Lowell/7News Poll of Massachusetts Registered Voters and Likely Democratic Primary Voters (August 2014)

Survey produced by Professor Joshua J. Dyck, Ph.D.

Field Dates: 8/25/14 – 8/31/14

N=1624 Massachusetts Registered Voters (RVs)

N=685 Likely Massachusetts Democratic Primary Voters (Dem LVs)

Adjusted Margin of Error: +/- 2.94% for RVs; +/-4.55% for Dem LVs

Margin of errors have been adjusted to include for design effects resulting from weighting and survey design features.

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## Methodology in Brief

Data collection by Abt SRBI, Inc. This is a survey of 1624 Massachusetts Registered Voters collected using an overlapping dual-frame random digit dial design with a 68% landline/32% cell phone split.

Respondents qualify as registered voters if they say they are registered to vote at their current address. Likely Democratic Primary Voters were identified as voters Registered as Democrats or “unenrolled” who indicated an intention to vote in the Democratic primary. Reported frequencies have been weighted so that the final data reflect known population totals for age, gender, race, education, and geography in the Commonwealth of Massachusetts. Details are available in our full methodology report.

While we report a Likely Voter Model for Democratic Primary Voters for the September 9<sup>th</sup> Primary, we explicitly do not report a likely voter model for the trial heats for the November 4, 2014 General Election as such models are unreliable more than 30 days before an election.

**ASKED OF ALL REGISTERED VOTERS (N=1624)**

**Baker v. Coakley Trial Heat**

Q3 If the election for GOVERNOR OF MASSACHUSETTS were being held TODAY, and the candidates were [RANDOMIZE: Charlie Baker, the Republican, Martha Coakley, the Democrat,]  
[RANDOMIZE: Evan Falchuk, the United Independent candidate, and Jeff McCormick, the Independent], for whom would you vote?

Q3a As of TODAY, do you LEAN more toward: (asked to those who did not pick a candidate in Q3)

32% Charlie Baker, the Republican  
41% Martha Coakley, the Democrat  
1% Evan Falchuk, United Independent  
7% Jeff McCormick, Independent  
17% Undecided/DK/NA/REF (VOL)  
3% Would not vote (VOL)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Charlie Baker	11	27	75	8	35	84
Martha Coakley	67	18	6	75	27	2
Evan Falchuk	1	2	*	1	2	*
Jeff McCormick	6	10	6	4	9	5
Undecided/Other	12	39	9	10	24	7

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Charlie Baker	23	33	41	26	31	41	32
Martha Coakley	47	43	37	39	42	38	47
Evan Falchuk	2	1	*	1	1	1	1
Jeff McCormick	8	6	7	9	8	4	5
Undecided/Other	18	13	13	20	16	14	13

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Charlie Baker	40	26	28	22	36	34	36	11	29	58
Martha Coakley	32	48	37	47	38	41	42	68	39	16
Evan Falchuk	1	1	1	2	1	1	1	*	2	*
Jeff McCormick	7	6	13	7	7	5	4	7	7	6
Undecided/Other	16	17	17	18	17	16	15	12	19	18

**Baker v. Grossman Trial Heat**

Q4 If the election for GOVERNOR OF MASSACHUSETTS were being held TODAY, and the candidates were [RANDOMIZE: Charlie Baker, the Republican, Steve Grossman, the Democrat,] [RANDOMIZE: Evan Falchuk, the United Independent candidate, and Jeff McCormick, the Independent], for whom would you vote?

Q4a As of TODAY, do you LEAN more toward: (asked to those who did not pick a candidate in Q4)

33% Charlie Baker, the Republican  
 31% Steve Grossman, the Democrat  
 2% Evan Falchuk, United Independent  
 8% Jeff McCormick, Independent  
 23% Undecided/DK/NA/REF (VOL)  
 4% Would not vote (VOL)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Charlie Baker	15	23	74	13	36	81
Steve Grossman	51	12	5	60	17	4
Evan Falchuk	2	*	1	2	1	1
Jeff McCormick	8	8	7	5	10	4
Undecided/Other	20	47	11	18	31	9

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Charlie Baker	24	36	42	27	31	43	34
Steve Grossman	35	30	30	26	32	29	38
Evan Falchuk	1	2	2	1	2	1	2
Jeff McCormick	9	7	7	11	10	3	5
Undecided/Other	26	20	18	29	22	21	18

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Charlie Baker	41	27	28	27	37	36	35	13	32	56
Steve Grossman	27	34	26	32	28	32	32	52	28	13
Evan Falchuk	2	2	2	*	1	2	2	2	2	1
Jeff McCormick	8	7	19	7	6	5	5	9	8	6
Undecided/Other	18	27	22	26	25	21	22	22	26	21

### Q5 Casino Repeal Ballot Initiative

Question 3 on the Massachusetts ballot in November will consider repealing a 2011 law allowing up to 3 resort casinos to operate in different areas of the state. A vote of YES is a vote to repeal the law and BAN CASINOS while a vote of NO is a vote to keep the law as it stands and ALLOW casino development to continue. If the election were being held today, how would you vote, YES to repeal the law and ban casinos, or NO to allow casino development to continue?

- 36% Yes, repeal the law and ban casinos
- 59% No, allow casino development to continue
- 5% Undecided/DK/NA/REF (VOL)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Yes, Repeal	37	29	39	36	34	42
No, Keep Law As Is	59	61	57	60	60	53
Undecided/Other	4	10	5	4	7	5

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Yes, Repeal	36	33	39	25	34	42	46
No, Keep Law As Is	61	62	56	69	61	51	50
Undecided/Other	3	4	5	6	4	7	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Yes, Repeal	35	37	30	25	36	41	39	41	29	41
No, Keep Law As Is	61	57	65	70	58	55	53	54	65	54
Undecided/Other	4	7	5	2	6	4	7	5	7	5

**THE FOLLOWING QUESTIONS WERE ASKED OF LIKELY DEMOCRATIC PRIMARY VOTERS (N=685)**

**Democratic Primary – Governor**

Q22 If the DEMOCRATIC PRIMARY for GOVERNOR of Massachusetts was being held today would you vote for [RANDOMIZE ORDER: Martha Coakley, Steve Grossman, or Don Berwick]?

Q22a As of TODAY, do you LEAN more toward:

52% Martha Coakley  
20% Steve Grossman  
9% Don Berwick  
19% Undecided/DK/NA/REF

	Party ID		
	Strong Democrat N=327	Weak/Leaning Democrat N=288	Other (Pure Independent or Republican)* N=70
Martha Coakley	61	49	19
Steve Grossman	15	21	39
Don Berwick	8	10	9
Undecided/DK/REF	15	20	33

\*70 of the 685 Dem Primary LVs (10%) were either pure independents (36), Weak/Leaning Republicans (32) or Strong Republicans (2).

	Income			Education			
	Below \$50K	\$50k- \$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Martha Coakley	48	58	52	49	49	59	50
Steve Grossman	14	20	27	15	19	17	28
Don Berwick	10	5	11	4	9	12	11
Undecided/DK/REF	27	18	10	31	22	12	12

	Gender		Age					Ideology		
	Male	Female	18- 29	30- 39	40- 49	50- 64	65+	Liberal	Moderate	Conservative
Martha Coakley	48	55	56	68	47	49	49	58	53	28
Steve Grossman	23	17	10	10	21	23	25	17	22	21
Don Berwick	11	8	9	5	9	10	11	11	8	6
Undecided/DK/REF	19	18	25	17	24	18	16	14	17	46

**Democratic Primary – Lieutenant Governor**

Q23 If the DEMOCRATIC PRIMARY for LIEUTENANT GOVERNOR of Massachusetts was being held today, would you vote for [RANDOMIZE ORDER: Leland Cheung [Chung], Steve Kerrigan, or Mike Lake]?

Q23a As of TODAY, do you LEAN more toward:

10%	Leland Cheung [Chung]
24%	Steve Kerrigan
10%	Mike Lake
57%	Undecided/DK/NA/REF

**Democratic Primary – Attorney General**

Q24 If the DEMOCRATIC PRIMARY for ATTORNEY GENERAL of Massachusetts was being held today, would you vote for [RANDOMIZE ORDER: Maura Healey, or Warren Tolman]?

Q24a As of TODAY, do you LEAN more toward:

34%	Maura Healey
39%	Warren Tolman
27%	Undecided/DK/NA/REF

### Who do Democratic Primary Voters think will win?

Q25 Regardless of who you are planning to vote for, who do you think will be the next Governor of Massachusetts: [RANDOMIZE: Charlie Baker, Mark Fisher, Martha Coakley, Steve Grossman, Don Berwick, Evan Falchuk, or Jeff McCormick?]

20% Charlie Baker  
 1% Mark Fisher  
 48% Martha Coakley  
 11% Steve Grossman  
 1% Don Berwick  
 \* Evan Falchuk  
 1% Jeff McCormick  
 18% Unsure/DK/REF/NA

	Party ID		
	Strong Democrat	Weak/Leaning Democrat	Other (Pure Independents and Republicans)
Charlie Baker	13	22	45
Martha Coakley	56	45	22
Other (collapsed)	14	16	96
Unsure	17	17	29

### Favorability Ratings

Q10 I'm going to read the names of some people in politics. Please tell me if overall you have a favorable or unfavorable view of each person. If you have never heard of the person, please just say so.

	Favorability Ratings			
	Favorable	Unfavorable	Heard of/No opinion	Never Heard of
Charlie Baker	42	24	18	16
Steve Grossman	54	8	19	19
Martha Coakley	68	19	9	4
Leland Cheung	11	7	24	58
Steve Kerrigan	25	5	26	44
Mike Lake	11	6	18	66

### Divided Government

Q26 Thinking about the State Government on Beacon Hill in Boston, do you think it's better when the Governor and the Legislature are from the same party or is it better if control is divided between Democrats and Republicans?

- 43% Same political party
- 46% Divided between Democrats and Republicans
- 11% DK/NA/REF (VOL)

### Trust in State Government

Q27 How much of the time do you think you can trust the State Government on Beacon Hill to do what is right? [READ RESPONSES]

- 4% Just about always
- 35% Most of the time
- 56% Only some of the time
- 4% Never (VOL)

### Health Care

Q28 Overall, do you think that the Affordable Care Act has made healthcare in Massachusetts [ROTATE: better, worse], or is there no difference?

- 22% Better
- 32% Worse
- 34% No difference
- 11% DK/NA/REF (VOL)

### Tax/Spend Priorities

Q29 Which of the following statements do you agree with more—I'd rather pay higher taxes and have a state government that provides more services, or I'd rather pay lower taxes and have a state government that provides fewer services?

- 65% Higher taxes/more services
- 28% Lower taxes/fewer services
- 6% DK/NA/REF (VOL)



### **Will the next Governor Raise Taxes?**

Q30 Regardless of who wins the election in November, do you think the next Governor of Massachusetts will [ROTATE: definitely, probably, probably not or definitely not] raise taxes in his or her first term?

13%	Definitely will raise taxes
43%	Probably raise taxes
32%	Probably not raise taxes
3%	Definitely not raise taxes
9%	DK/NA/REF (VOL)

### **Likely Voter Modeling in a Semi-Closed Primary Election**

A note about our likely voter model. Massachusetts uses what is often termed a “semi-closed” primary system. In such a system, an unenrolled voter makes a public declaration at their polling place of which primary ballot they choose to vote on, without actually registering for that party. About half of all Massachusetts registered voters are “unenrolled.” If registered Democrats and Republicans choose to vote in a primary, they must vote on their party’s ballot, unless they request, in writing, to change their registration 20 days before an election. We therefore, designed question tracks that differed slightly for registered Democrats and unenrolled voters in developing our Democratic Primary Likely Voter Model. Registered Republicans were excluded as our survey was fielded within 20 days of the election and hence it was too late for any registered Republicans to change their registration status in order to vote in the Democratic primary.

We included in our Democratic Primary Likely Voter model any Democratic registrant who said that they either definitely, probably, or may or may not vote in the primary election and any unenrolled registrant who said they were planning to vote in the Democratic primary. This method produced a likely voter electorate with 469 Democratic registrants and 216 unenrolled registrants.