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UMass Lowell/7News Poll of Massachusetts Voters

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

Field Dates: 10/21/14-10/25/14

N=1001 Massachusetts Registered Voters (RVs)

N=601 Likely Voters (LVs)

Adjusted Margin of Error: +/- 3.6% for RVs; +/-4.5 for LVs

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

Note: not all percentages will sum to 100 due to rounding error

Methodology in Brief

Data collection by live interviewers from Abt SRBI, Inc. This is a probability sample of 1001 Massachusetts Registered Voters (RVs) collected using an overlapping dual-frame random digit dial design with a 65% landline/35% cell phone split. Using the model detailed on page 2, 601 of these RVs were identified as Likely Voters (LVs).

The data were first weighted to address the imbalance that occurs because some respondents have a greater probability of being included in the frame if they have multiple landlines or both a landline and a cellular number. To ensure a representative sample, we collected demographic data on all respondents who were residents of New Hampshire and at least 18 years of age (including non-registered voters) so that our overall sample can be weighted to data on age by gender, education, and race from the 2012 American Community Survey for Massachusetts. The youngest male/female method was used for in-household selection.

UMass Lowell is a public institution and releases surveys as a source of public information. We report our questionnaire in our topline document which includes likely voter model questions and wording. We offer a complete methodology report, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something in the release you do not see, please contact Professor Joshua J. Dyck (joshua_dyck@uml.edu; [@drjjdyck](#)).

Likely Voter Model (Asked of all RVs)

Q3 As you know, a general election will be held across the country in November which includes races for Governor and U.S. Senator in Massachusetts. How closely are you following news about candidates running for office in Massachusetts— very closely, somewhat closely, just a bit, or haven't you really been following it much at all?

29% Very closely
33 Somewhat closely
21 Just a bit
17 Haven't really been following it much at all
1 (VOL) Don't know/no answer

Q4 How often would you say that you vote when there's an election for Governor – always, almost always, just sometimes, hardly ever, or never? If you have just registered to vote for the first time, please tell me.

64% Always
15 Almost always
8 Just sometimes
3 Hardly ever
5 Never
4 Just registered to vote for first time
0 (VOL) Don't know/no answer

Q5 Many people don't vote in elections unless the race for President is on the ballot. At this point, would you say you'll definitely NOT vote in the upcoming election for Governor of Massachusetts and U.S. Senator, PROBABLY NOT vote, may or may not vote depending upon how you feel at the time, PROBABLY vote, or DEFINITELY vote in the upcoming election? If you have already voted or early voted, just tell me.

5% Definitely not vote
5 Probably not vote
6 May or may not vote
13 Probably vote
68 Definitely vote
2 Already voted
1 (VOL) Don't know/No Answer

Likely voters are defined as those who are following news of the election “very closely,” or “somewhat closely” (Q3=1,2), “always” or “almost always” vote when there's an election (Q4=1,2), and say that they “definitely will vote,” or have “already voted” in the election (Q5=5,6). Voters who report that they “just registered” (Q4=6) were classified as likely voters if they are following news of the election “very closely” (Q3=1) and say that they “definitely will vote,” or have “already voted” in the election (Q5=5,6).

Among partisans (using leaned party ID), **51% of Democrats, 57% of Republicans and 51% of Independents** are classified as “Likely Voters.”

Q6 If the election for GOVERNOR of MASSACHUSETTS was being held today would you vote for [RANDOMIZE: Charlie Baker, the Republican, Martha Coakley, the Democrat,] [RANDOMIZE: Evan Falchuk, an Independent, Jeff McCormick, an Independent, OR Scott Lively, an independent]?

Q6a As of TODAY, do you LEAN more toward: (asked to those who answered 8/9 in Q6)

Q6b Did you vote for ? (if the respondent reports already voting, Q5=6)

LV	RV	RV AUG	
45%	38%	32%	Charlie Baker, the Republican
41	42	41	Martha Coakley, the Democrat
3	2	1	Evan Falchuk, an independent
2	2	7	Jeff McCormick, an independent
1	1	*	Scott Lively, an independent
8	15	20	(VOL) Other/Don't know/unsure/Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Charlie Baker	16	50	86	14	50	95
Martha Coakley	73	10	5	80	27	*
Evan Falchuk	3	8	2	2	5	3
Jeff McCormick	2	8	*	1	3	*
Scott Lively	*	*	3	*	2	*
Undecided/Other	6	23	5	3	13	2

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Charlie Baker	30	45	52	43	46	47	41
Martha Coakley	48	42	40	43	33	38	52
Evan Falchuk	5	3	3	3	6	2	2
Jeff McCormick	4	1	1	4	2	2	*
Scott Lively	1	3	*	1	1	2	1
Undecided/Other	12	6	4	6	12	9	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Charlie Baker	51	38	19	49	49	44	44	13	48	76
Martha Coakley	36	46	38	40	40	40	44	75	31	17
Evan Falchuk	2	4	6	*	6	3	3	3	5	1
Jeff McCormick	3	1	28	*	*	1	2	3	2	1
Scott Lively	1	1	*	*	2	2	*	1	2	*
Undecided/Other	6	10	10	12	3	11	8	5	12	5

As you know, Massachusetts voters will decide on 4 ballot measures this Fall.

Q8 Question 1 proposes a law that would change the gas tax in Massachusetts. If the election was being held today, how would you vote, YES to eliminate the requirement that the state’s gas tax be adjusted annually based on the Consumer Price Index, or NO to make no changes to the existing gas tax law?

8a. As of TODAY, do you LEAN more toward: YES to eliminate the requirement that the state’s gas tax be adjusted annually based on the Consumer Price Index, or NO to make no changes to the existing gas tax law?

IF NEEDED: The Consumer Price Index measures the rate of inflation.

LVs	RVs	
40%	39%	Yes, eliminate the requirement
54	52	No, make no changes to the existing gas tax law
6	9	(VOL) Don’t know/unsure/undecided/Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Yes	27	57	52	28	42	58
No	66	32	44	62	53	40
Undecided/Other	7	11	3	9	6	2

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Yes	36	40	41	39	38	42	86
No	57	56	55	56	56	54	14
Undecided/Other	7	4	5	5	6	4	*

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Yes	41	39	47	37	41	45	32	30	40	53
No	56	52	53	62	50	48	62	61	53	46
Undecided/Other	3	9	*	2	8	6	6	8	8	1

Q9 Question 2 proposes a law to 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. If the election was being held today, how would you vote, YES to expand the beverage container deposit law, or NO to make no changes to the existing law?

9a. As of TODAY, do you LEAN more toward: YES to expand the beverage container deposit law, or NO to make no changes to the existing law?

LVs	RVs	
26%	27%	Yes, expand the beverage container deposit law
72	70	No, make no changes to the existing law
2	3	(VOL) Don’t know/unsure/undecided/Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Yes	36	22	13	38	22	8
No	61	78	87	58	76	92
Undecided/Other	4	1	1	4	2	*

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Yes	24	29	29	18	18	30	39
No	71	69	70	82	81	66	57
Undecided/Other	5	1	1	*	1	3	4

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Yes	29	23	56	40	23	25	23	42	21	15
No	70	73	44	47	75	74	75	54	78	84
Undecided/Other	1	4	*	13	2	1	1	4	1	2

Q10 Question 3 proposes a state law that would prohibit casinos, any gaming establishment with slot machines, and wagering on simulcast greyhound races. If the election was being held today, how would you vote, YES to ban casino gaming including slot machine gambling and betting on simulcast greyhound races in Massachusetts, or NO to make no changes to the existing law?

10a. As of TODAY, do you LEAN more toward: YES to ban casino gaming including slot machine gambling and betting on simulcast greyhound races in Massachusetts, or NO to make no changes to the existing law?

LVs	RVs	RVs	AUG14
39%	35%	36%	Yes, ban casino gaming
60	63	59	No, make no changes to the existing law
1	2	5	(VOL) Don't know/unsure/undecided/Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Yes	40	38	35	42	37	31
No	59	58	65	57	62	69
Undecided/Other	1	3	*	1	1	*

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Yes	43	29	45	22	35	43	55
No	56	71	55	77	63	57	45
Undecided/Other	1	*	1	2	2	*	*

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Yes	41	36	25	46	36	43	35	46	33	39
No	58	62	70	54	64	56	64	53	66	60
Undecided/Other	1	1	5	*	*	1	1	1	1	1

Q11 Question 4 proposes a law that would change the rules about earned sick time for employees in Massachusetts who work at least 11 hours a week. If the election was being held today, how would you vote -- YES to allow employees in Massachusetts to earn and use sick time under certain conditions or NO to make no change in the laws regarding earned sick time?

11a. As of TODAY, do you LEAN more toward: YES to allow employees in Massachusetts to earn and use sick time under certain conditions or NO to make no change in the laws regarding earned sick time?

LVs	RVs	
60%	64%	Yes, allow employees to earn sick leave
35	30	No, make no changes in the laws regarding sick time
5	5	(VOL) Don't know/unsure/undecided/Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Yes	80	44	37	80	55	35
No	17	48	57	16	40	57
Undecided/Other	3	8	6	3	5	9

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Yes	64	62	59	57	60	53	71
No	29	35	38	39	36	37	28
Undecided/Other	7	4	3	4	5	9	1

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Yes	54	66	64	77	70	55	57	79	62	34
No	44	26	36	21	28	40	35	18	34	58
Undecided/Other	2	7	*	2	2	5	8	4	4	8

Q12 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 – LIKELY VOTERS				
	Favorable	Unfavorable	Heard of/No opinion	Never Heard of DK/NA
Barack Obama	51	45	3	*
Charlie Baker	52	35	11	2
Martha Coakley	50	43	7	1
Elizabeth Warren	48	44	5	2
Deval Patrick	52	42	4	1

Favorability Ratings – REGISTERED VOTERS				
	Favorable	Unfavorable	Heard of/No opinion	Never Heard of DK/NA
Barack Obama	53	41	5	1
Charlie Baker	46	31	16	8
Martha Coakley	48	37	12	3
Elizabeth Warren	49	37	9	5
Deval Patrick	55	36	6	3

Q13 Thinking about the State Government on Beacon Hill in Boston, do you think it's better when the Governor and the Legislature are controlled by the same political party or is it better if control is divided between Democrats and Republicans?

- 20% Same political party
- 65 Divided between Democrats and Republicans
- 15 (VOL) Don't know/No Answer/Refused

	Better when Government is...	
	Unified	Divided
Charlie Baker	18	58
Martha Coakley	70	28
Evan Falchuk	3	4
Jeff McCormick	2	2
Scott Lively	1	1
Undecided/Other	6	7

Q17-Q23 Thinking about the two major party candidates for Governor, [ROTATE: Charlie Baker, the Republican and Martha Coakley, the Democrat], which candidate.....?

Baker vs. Coakley issues/traits LIKELY VOTERS				
	Baker	Coakley	Both Equal	DK/NA/REF
Cares more about people like you	40	41	8	12
Is personally more likeable	50	32	7	11
Will do a better job on the economy	53	33	4	11
Will do a better job when it comes to education	35	48	3	14
Is more independent minded	47	32	6	15

Baker vs. Coakley issues/traits REGISTERED VOTERS				
	Baker	Coakley	Both Equal	DK/NA/REF
Cares more about people like you	33	40	8	19
Is personally more likeable	44	34	7	16
Will do a better job on the economy	45	34	3	18
Will do a better job when it comes to education	28	49	4	20
Is more independent minded	41	32	5	23

Q24 Which candidate has run a better campaign? [ROTATE SAME AS Q17: Baker or Coakley?]

LVs	RVs	
42%	34%	Baker
29	31	Coakley
14	12	Same/both equal (VOL)
15	22	(VOL) Don't know/No Answer/Refused

Q26 Regardless of who you are planning to vote for, who do you think will be the next Governor of Massachusetts: [ROTATE SAME AS Q17: Charlie Baker, Martha Coakley], [ROTATE: Evan Falchuk, Jeff McCormick, or Scott Lively?]

LVs	RVs	
43%	36%	Charlie Baker
45	48	Martha Coakley
*	*	Other Candidate
12	15	(VOL) Don't know/No Answer/Refused

Demographics and Political Variables

Weighted percentages; numbers are for Registered Voter Sample

Party ID	
Strong Dem	24
Weak Dem	12
Ind Leaning Dem	18
Pure Independent	16
Ind Leaning Rep	16
Weak Rep	7
Strong Rep	8

Party Registration	
Democrat	33
Independent/Else/DK/NA	55
Republican	12

Ideology	
Very Liberal	12
Somewhat Liberal	21
Moderate	42
Somewhat Conservative	17
Very Conservative	8

Political Interest	
A great deal	27
A fair amount	46
Only a Little	22
None	5

Gender	
Male	46
Female	54

Age	
18-29	14
30-39	12
40-49	20
50-64	31
65 and up	22

Race/Ethnicity	
White	81
Black	5
Hispanic	5
Other	5

Education	
High school or less	28
Some College	28
College Degree	24
Post-Graduate Degree	19

Income	
Less than \$50k	34
\$50k-\$100k	30
More than \$100k	35