

Interviews: N=605 Likely Voters in Massachusetts
Interviewing Period: August 10-12, and August 17-19, 2014
Margin of Error = ± 4.0%
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?

	Release 10 7/27-29, 8/3-5	Release 11 8/3-5, 8/10-12	Release 12 8/10-12, 8/17-19
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	24%	24%	25%
Not a very strong Democrat	10%	11%	10%
NET: Republican.....	13%	13%	13%
Strong Republican.....	8%	9%	8%
Not a very strong Republican.....	5%	4%	5%
NET: Independent/Unenrolled.....	53%	52%	52%
Leans Democrat	18%	16%	14%
Leans Republican.....	17%	16%	16%
Does not lean either way.....	19%	20%	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=719	n=692	n=709
Definitely be voting	68%	70%	69%
Probably	16%	16%	17%
50-50	8%	8%	8%
Probably won't be voting	6%	5%	5%
Don't know.....	1%	1%	2%
	n=605	n=606	n=605
Definitely be voting	81%	80%	80%
Probably	19%	20%	20%
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	10%	10%	9%
0 - Not at all enthusiastic	5%	4%	4%
1	2%	3%	2%
2	3%	4%	4%
NET: Neutral +/-	56%	57%	60%
3	4%	5%	6%
4	5%	5%	5%
5	25%	25%	22%
6	11%	11%	12%
7	12%	12%	15%
NET: Enthusiastic	31%	30%	29%
8	15%	13%	11%
9	3%	3%	4%
10 - Extremely enthusiastic	14%	14%	14%
Don't know/Refused	2%	2%	2%

5. This September, there will be a Democratic primary for Governor in Massachusetts. How likely is it that you will vote in this primary in September? 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=527	n=527	n=525
NET: Likely to vote	69%	68%	68%
Definitely be voting	48%	47%	51%
Probably be voting	21%	21%	17%
NET: Less likely	30%	31%	31%
50-50	14%	16%	14%
Probably won't be voting	16%	15%	17%
Don't know/Refused	1%	1%	2%

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6. Using a scale from 0 to 10, regardless of how likely you are to vote, how enthusiastic are you about this election (September Democratic primary)?

	n=527	n=527	n=525
NET: Not Enthusiastic	16%	17%	18%
0 - Not at all enthusiastic	10%	8%	9%
1	3%	3%	3%
2	3%	6%	7%
NET: Neutral +/-	54%	53%	53%
3	6%	6%	5%
4	5%	6%	6%
5	22%	21%	18%
6	10%	10%	12%
7	11%	10%	11%
NET: Enthusiastic	28%	28%	27%
8	15%	14%	13%
9	2%	2%	3%
10 - Extremely enthusiastic	11%	12%	11%
Don't know/Refused	1%	2%	2%

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%	42%	43%
Wrong track	38%	39%	40%
Mixed (vol.).....	14%	13%	12%
Don't know	5%	6%	5%

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	39%	41%	44%
Very favorable	10%	10%	12%
Somewhat favorable.....	29%	31%	33%
NET: Unfavorable	23%	22%	21%
Somewhat unfavorable.....	15%	14%	15%
Very unfavorable	8%	7%	6%
Recognize name but can't rate.....	16%	17%	14%
Don't recognize.....	23%	21%	20%

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9. Martha Coakley			
NET: Favorable	53%	53%	52%
Very favorable	22%	19%	17%
Somewhat favorable.....	32%	34%	35%
NET: Unfavorable	37%	37%	37%
Somewhat unfavorable.....	17%	15%	16%
Very unfavorable	20%	22%	21%
Recognize name but can't rate.....	8%	8%	7%
Don't recognize.....	2%	3%	4%
10. Steve Grossman			
NET: Favorable	32%	34%	38%
Very favorable	6%	6%	7%
Somewhat favorable.....	26%	28%	31%
NET: Unfavorable	14%	15%	14%
Somewhat unfavorable.....	10%	10%	11%
Very unfavorable	4%	4%	4%
Recognize name but can't rate.....	20%	17%	16%
Don't recognize.....	34%	34%	32%
11. Don Berwick			
NET: Favorable	12%	12%	13%
Very favorable	4%	3%	4%
Somewhat favorable.....	8%	9%	9%
NET: Unfavorable	5%	5%	6%
Somewhat unfavorable.....	3%	4%	4%
Very unfavorable	2%	2%	2%
Recognize name but can't rate.....	13%	13%	13%
Don't recognize.....	70%	70%	68%

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12. If the Democratic primary for Governor were held today and the candidates were Don Berwick, Martha Coakley and Steve Grossman -- for whom would you vote?*

	n=361	n=357	n=358
Martha Coakley	45%	45%	45%
Steve Grossman.....	18%	21%	24%
Don Berwick	9%	10%	10%
Don't know	28%	24%	21%
Margin of error:.....	5.2%	5.2%	5.2%

**Only voters who indicate that they will "definitely" or "probably" vote in the Democratic primary are asked this question.*

13. If the Democratic primary for Lieutenant Governor were held today and the candidates were Leland Cheung, Steve Kerrigan and Mike Lake -- for whom would you vote?

			n=358
Steve Kerrigan.....	-	-	12%
Leland Cheung	-	-	7%
Mike Lake	-	-	5%
Don't know	-	-	75%
Margin of error:.....	-	-	5.2%

14. If the Democratic primary for Attorney General were held today and the candidates were Maura Healey and Warren Tolman -- for whom would you vote?

			n=358
Maura Healey	-	-	28%
Warren Tolman.....	-	-	26%
Don't know	-	-	46%
Margin of error:.....	-	-	5.2%

15. If the Democratic primary for Treasurer were held today and the candidates were Thomas Conroy, Barry Finegold and Deb Goldberg -- for whom would you vote?

			n=358
Barry Finegold	-	-	16%
Deb Goldberg	-	-	13%
Thomas Conroy.....	-	-	10%
Don't know	-	-	62%
Margin of error:.....	-	-	5.2%

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16. If the general election for Governor were held today and the candidates were Charlie Baker, the Republican, **Martha Coakley**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Martha Coakley	42%	40%	41%
Charlie Baker.....	31%	32%	34%
Jeff McCormick.....	5%	6%	6%
Evan Falchuk.....	2%	1%	2%
Don't know	21%	21%	18%

17. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, **Steve Grossman**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Charlie Baker.....	31%	32%	34%
Steve Grossman.....	30%	29%	32%
Jeff McCormick.....	6%	6%	5%
Evan Falchuk.....	2%	2%	2%
Don't know	31%	31%	26%

18. If the general election for Governor were held today and the candidates were, Charlie Baker, the Republican, **Don Berwick**, the Democrat, Evan Falchuk, the United Independent candidate and Jeff McCormick, the Independent -- for whom would you vote?

Charlie Baker.....	36%	37%	40%
Don Berwick	23%	22%	22%
Jeff McCormick.....	6%	6%	6%
Evan Falchuk.....	1%	1%	2%
Don't know	34%	33%	30%

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19. In 2011, Governor Patrick signed the Massachusetts Gaming Act, which allows for up to three destination resort casinos across three geographically diverse regions across the state. This November, there will be an initiative on the ballot calling for repeal of this law. Based upon the information you have today, would you (a) vote to keep the current law in place, or (b) vote to repeal the law?

Keep in place.....	49%	50%	50%
Repeal the law.....	40%	41%	41%
Don't know.....	10%	8%	9%

20. Do you have children under the age of 18 in your home?

Yes	28%
No	72%
Refused	-

21. Overall, how satisfied are you with the quality of education in Massachusetts public schools?

NET: Satisfied	-	-	72%
Very satisfied.....	-	-	28%
Somewhat satisfied	-	-	44%
NET: Not satisfied	-	-	21%
Not very satisfied.....	-	-	12%
Not at all satisfied	-	-	8%
Don't know.....	-	-	7%

22. Overall, how satisfied are you with the quality of education in your city or town's public schools?

NET: Satisfied	-	-	72%
Very satisfied.....	-	-	38%
Somewhat satisfied	-	-	34%
NET: Not satisfied	-	-	21%
Not very satisfied.....	-	-	11%
Not at all satisfied	-	-	10%
Don't know.....	-	-	7%

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If “yes” in Q20, ask:

23. Overall, how satisfied are you with the quality of education in the public schools that your child or children have attended?

			n=172
NET: Satisfied	-	-	76%
Very satisfied	-	-	45%
Somewhat satisfied	-	-	31%
NET: Not satisfied	-	-	10%
Not very satisfied	-	-	5%
Not at all satisfied	-	-	5%
Did not attend public school	-	-	11%
Don't know	-	-	2%

24. Compared to students from other parts of the country, do you think graduates from Massachusetts public schools are more prepared, less prepared or prepared at the same level as other graduates?

More	-	-	48%
Less	-	-	10%
Same	-	-	33%
Don't know	-	-	9%

25. Over the last 10 years, do you think the quality of education across public schools in Massachusetts has gotten better, gotten worse, or stayed about the same?

Better	-	-	29%
Worse	-	-	25%
Same	-	-	38%
Don't know	-	-	8%

26. Currently there is a debate about whether or not to lift the cap on the number of charter schools in Massachusetts.

Those who **support lifting the cap** on charter schools say that charter schools give parents more choice in their child’s education and that charter schools have had positive impacts on the school districts where they exist. Those who **oppose lifting the cap** on charter schools say that keeping the cap in place allows for resources to be kept in locally controlled public schools, where they are needed most.

Which of the following comes closer to your view?

Lift the cap	-	-	43%
Do not lift the cap	-	-	47%
Don't know	-	-	11%

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27. Would you be willing to pay an additional \$10 a month in taxes if you knew that the money would go to improve schools in your city or town?

Yes	-	-	64%
No	-	-	32%
Don't know	-	-	4%

If "yes" in Q20, ask:

28. How much do you think you will spend in back-to-school shopping for your children, including clothes and supplies?

			n=172
\$0 - \$100	-	-	11%
\$101 - \$200	-	-	17%
\$201- \$300	-	-	13%
\$301- \$500	-	-	27%
\$501-\$1,000	-	-	12%
More than \$1,000	-	-	9%
Don't know	-	-	11%
Mean	-	-	\$602
Median	-	-	\$400

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

Liberal	31%	32%	30%
Moderate	40%	37%	38%
Conservative	29%	31%	31%
Don't know	-	-	-

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

	n=240	n=226	n=231
Liberal	32%	29%	29%
Moderate	37%	41%	42%
Conservative	31%	30%	29%
Don't know	-	-	-

31. Could you please tell me your age?

18 to 34	14%	14%	14%
35 to 44	14%	14%	14%
45 to 54	21%	21%	21%
55 to 64	26%	27%	27%
65 and over	25%	24%	24%

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32. What was the last grade you completed in school?			
0-11	1%	1%	1%
High school grad	16%	17%	15%
Technical/ Vocational	2%	1%	2%
Some college.....	18%	18%	15%
College grad.....	31%	29%	31%
Graduate degree	31%	33%	36%
Decline to answer.....	1%	*	*
33. 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.....	20%	19%	18%
More than \$50,000, but less than \$75,000	13%	12%	13%
More than \$75,000, but less than \$100,000	15%	14%	14%
More than \$100,000, but less than \$150,000	16%	18%	18%
More than \$150,000	18%	20%	18%
Don't know.....	3%	2%	2%
Decline to answer.....	15%	15%	17%
34. Are you now married, widowed, divorced, separated, never married, or living with a partner?			
Married	62%	64%	63%
Never Married.....	17%	15%	15%
Divorced	7%	7%	9%
Widowed.....	6%	8%	7%
Living with partner	5%	4%	4%
Separated.....	2%	3%	2%
35. Which of the following is your race or origin?			
White	87%	88%	83%
NET: Non-White	10%	10%	12%
Black or African American	4%	3%	4%
Hispanic, Latino or Spanish origin.....	3%	3%	3%
Asian	1%	1%	1%
American Indian or Alaska Native	*	1%	1%
Native Hawaiian or other Pacific Islander	*	-	*
Some other race.....	2%	2%	3%
Decline to answer.....	3%	2%	4%

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36. 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	24%	22%	22%
Public sector.....	16%	15%	15%
Private sector.....	6%	6%	6%
Both unions.....	2%	1%	1%
No.....	73%	75%	74%
Don't know/Refused.....	3%	2%	3%
37. County			
Barnstable.....	4%	4%	5%
Berkshire.....	2%	2%	2%
Bristol.....	6%	6%	6%
Dukes.....	*	-	-
Essex.....	12%	12%	11%
Franklin.....	1%	1%	1%
Hampden.....	7%	6%	7%
Hampshire.....	2%	2%	3%
Middlesex.....	24%	24%	25%
Norfolk.....	12%	12%	11%
Plymouth.....	8%	9%	8%
Suffolk.....	9%	9%	9%
Worcester.....	12%	12%	12%
38. Gender			
Male.....	47%	48%	49%
Female.....	53%	52%	51%

Methodology

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between August 10 and August 12 and August 17 and August 19, 2014 among a random sample of N=605 likely, registered voters in Massachusetts (including n=358 with likely voters in the Democratic primary). The margin of error for the total sample is ± 4.0 points at the 95% confidence interval and ± 5.2 points for the Democratic primary match-up. Sampling and data collection (live interviewing) was performed by American Directions Group.