

**Interviews: N=605 Likely Voters in Massachusetts**  
**Interviewing Period: August 17-19, and August 24-26, 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?

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	<b>8/3-5, 8/10-12</b>	<b>8/10-12, 8/17-19</b>	<b>8/17-19, 8/24-26</b>
<b>1. Are you registered to vote at this address?</b>			
Yes .....	100%	100%	100%
<b>2. When it comes to voting, with which party do you consider yourself to be affiliated?</b>			
<b>NET: Democrat .....</b>	<b>35%</b>	<b>35%</b>	<b>33%</b>
Strong Democrat .....	24%	25%	23%
Not a very strong Democrat .....	11%	10%	10%
<b>NET: Republican.....</b>	<b>13%</b>	<b>13%</b>	<b>13%</b>
Strong Republican.....	9%	8%	8%
Not a very strong Republican.....	4%	5%	5%
<b>NET: Independent/Unenrolled.....</b>	<b>52%</b>	<b>52%</b>	<b>54%</b>
Leans Democrat .....	16%	14%	15%
Leans Republican.....	16%	16%	17%
Does not lean either way.....	20%	22%	22%
<b>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?</b>			
	<b>n=692</b>	<b>n=709</b>	<b>n=713</b>
Definitely be voting .....	70%	69%	71%
Probably .....	16%	17%	14%
50-50 .....	8%	8%	9%
Probably won't be voting .....	5%	5%	4%
Don't know.....	1%	2%	2%
	<b>n=606</b>	<b>n=605</b>	<b>n=605</b>
Definitely be voting .....	80%	80%	83%
Probably .....	20%	20%	17%
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)?

<b>NET: Not Enthusiastic</b> .....	<b>10%</b>	<b>9%</b>	<b>9%</b>
0 - Not at all enthusiastic .....	4%	4%	4%
1 .....	3%	2%	1%
2 .....	4%	4%	3%
<b>NET: Neutral +/-</b> .....	<b>57%</b>	<b>60%</b>	<b>60%</b>
3 .....	5%	6%	5%
4 .....	5%	5%	5%
5 .....	25%	22%	23%
6 .....	11%	12%	13%
7 .....	12%	15%	14%
<b>NET: Enthusiastic</b> .....	<b>30%</b>	<b>29%</b>	<b>30%</b>
8 .....	13%	11%	14%
9 .....	3%	4%	4%
10 - Extremely enthusiastic .....	14%	14%	13%
Don't know/Refused .....	2%	2%	1%

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?

	<b>n=527</b>	<b>n=525</b>	<b>n=525</b>
<b>NET: Likely to vote</b> .....	<b>68%</b>	<b>68%</b>	<b>69%</b>
Definitely be voting .....	47%	51%	51%
Probably be voting .....	21%	17%	18%
<b>NET: Less likely</b> .....	<b>31%</b>	<b>31%</b>	<b>30%</b>
50-50 .....	16%	14%	12%
Probably won't be voting .....	15%	17%	18%
Don't know/Refused .....	1%	2%	1%

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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)?

	<b>n=527</b>	<b>n=525</b>	<b>n=525</b>
<b>NET: Not Enthusiastic</b> .....	<b>17%</b>	<b>18%</b>	<b>17%</b>
0 - Not at all enthusiastic .....	8%	9%	8%
1 .....	3%	3%	3%
2 .....	6%	7%	6%
<b>NET: Neutral +/-</b> .....	<b>53%</b>	<b>53%</b>	<b>56%</b>
3 .....	6%	5%	4%
4 .....	6%	6%	7%
5 .....	21%	18%	21%
6 .....	10%	12%	11%
7 .....	10%	11%	13%
<b>NET: Enthusiastic</b> .....	<b>28%</b>	<b>27%</b>	<b>25%</b>
8 .....	14%	13%	11%
9 .....	2%	3%	4%
10 - Extremely enthusiastic .....	12%	11%	10%
Don't know/Refused .....	2%	2%	1%

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 .....	42%	43%	44%
Wrong track .....	39%	40%	40%
Mixed (vol.).....	13%	12%	11%
Don't know .....	6%	5%	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

<b>NET: Favorable</b> .....	<b>41%</b>	<b>44%</b>	<b>47%</b>
Very favorable .....	10%	12%	15%
Somewhat favorable.....	31%	33%	33%
<b>NET: Unfavorable</b> .....	<b>22%</b>	<b>21%</b>	<b>22%</b>
Somewhat unfavorable.....	14%	15%	15%
Very unfavorable .....	7%	6%	7%
Recognize name but can't rate.....	17%	14%	14%
Don't recognize.....	21%	20%	17%

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9. Martha Coakley

<b>NET: Favorable</b> .....	<b>53%</b>	<b>52%</b>	<b>51%</b>
Very favorable .....	19%	17%	19%
Somewhat favorable.....	34%	35%	33%
<b>NET: Unfavorable</b> .....	<b>37%</b>	<b>37%</b>	<b>40%</b>
Somewhat unfavorable.....	15%	16%	19%
Very unfavorable .....	22%	21%	21%
Recognize name but can't rate.....	8%	7%	6%
Don't recognize.....	3%	4%	3%

10. Steve Grossman

<b>NET: Favorable</b> .....	<b>34%</b>	<b>38%</b>	<b>38%</b>
Very favorable .....	6%	7%	8%
Somewhat favorable.....	28%	31%	30%
<b>NET: Unfavorable</b> .....	<b>15%</b>	<b>14%</b>	<b>16%</b>
Somewhat unfavorable.....	10%	11%	12%
Very unfavorable .....	4%	4%	4%
Recognize name but can't rate.....	17%	16%	17%
Don't recognize.....	34%	32%	29%

11. Don Berwick

<b>NET: Favorable</b> .....	<b>12%</b>	<b>13%</b>	<b>13%</b>
Very favorable .....	3%	4%	4%
Somewhat favorable.....	9%	9%	9%
<b>NET: Unfavorable</b> .....	<b>5%</b>	<b>6%</b>	<b>7%</b>
Somewhat unfavorable.....	4%	4%	4%
Very unfavorable .....	2%	2%	3%
Recognize name but can't rate.....	13%	13%	15%
Don't recognize.....	70%	68%	65%

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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?\*

	<b>n=357</b>	<b>n=358</b>	<b>n=361</b>
Martha Coakley .....	45%	45%	46%
Steve Grossman.....	21%	24%	24%
Don Berwick .....	10%	10%	10%
Don't know .....	24%	21%	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?

		<b>n=358</b>	<b>n=361</b>
Steve Kerrigan.....	-	12%	14%
Mike Lake .....	-	5%	7%
Leland Cheung .....	-	7%	5%
Don't know .....	-	75%	74%
Margin of error:.....	-	5.2%	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?

		<b>n=358</b>	<b>n=361</b>
Maura Healey .....	-	28%	30%
Warren Tolman.....	-	26%	30%
Don't know .....	-	46%	40%
Margin of error:.....	-	5.2%	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?

		<b>n=358</b>	<b>n=361</b>
Barry Finegold .....	-	16%	17%
Deb Goldberg .....	-	13%	14%
Thomas Conroy.....	-	10%	9%
Don't know .....	-	62%	60%
Margin of error:.....	-	5.2%	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?

Charlie Baker.....	32%	34%	38%
Martha Coakley .....	40%	41%	37%
Jeff McCormick.....	6%	6%	5%
Evan Falchuk.....	1%	2%	2%
Don't know .....	21%	18%	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.....	32%	34%	37%
Steve Grossman.....	29%	32%	33%
Jeff McCormick.....	6%	5%	5%
Evan Falchuk.....	2%	2%	2%
Don't know .....	31%	26%	22%

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.....	37%	40%	44%
Don Berwick .....	22%	22%	19%
Jeff McCormick.....	6%	6%	6%
Evan Falchuk.....	1%	2%	2%
Don't know .....	33%	30%	29%

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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.....	50%	50%	51%
Repeal the law.....	41%	41%	42%
Don't know.....	8%	9%	7%

20. Relative to other states, Massachusetts has relatively strict campaign finance regulations. Starting in January, a citizen can give \$1,000 per candidate per year. Do you support this limit, or do you believe that individual citizens should be able to donate as much money as they wish to state political candidates?

Support limit .....	-	-	64%
Do not support limit .....	-	-	30%
Don't know.....	-	-	6%

21. In Massachusetts, Super PACs can raise unlimited funds from people, corporations, and labor unions and spend them on advertisements during a political campaign — as long as these efforts are not coordinated with a candidate. Generally speaking, do you believe that Super PAC advertisements are helpful or harmful to the political discourse in Massachusetts?

Helpful .....	-	-	17%
Harmful.....	-	-	71%
Depends (vol.).....	-	-	4%
Don't know.....	-	-	9%

22. In recent elections, some candidates such as Scott Brown and Elizabeth Warren have discouraged the use of Super PACs on their behalf and signed a pledge to try to prevent them from advertising in their campaign. Are you more likely to vote for, less likely to vote for or would it make no difference in your support of a candidate if he/she pledged to limit the spending of Super PACs in their campaign?

More likely to support candidate.....	-	-	50%
Less likely to support candidate .....	-	-	5%
No difference .....	-	-	42%
Don't know.....	-	-	3%

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23. If the candidate you are supporting for Governor contacted you directly and asked you to donate to his or her campaign, how likely would you be to donate?

<b>NET: Likely</b> .....	-	-	<b>41%</b>
Very likely .....	-	-	10%
Somewhat likely .....	-	-	31%
<b>NET: Not likely</b> .....	-	-	<b>55%</b>
Not very likely .....	-	-	22%
Not at all likely .....	-	-	32%
Don't know.....	-	-	5%

24. Does the state's current campaign finance system encourage or discourage people like you from running for office?

Encourage .....	-	-	10%
Discourage .....	-	-	49%
Makes no difference (vol.).....	-	-	25%
Don't know.....	-	-	16%

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

Liberal.....	32%	30%	27%
Moderate .....	37%	38%	42%
Conservative .....	31%	31%	30%
Don't know.....	-	-	-

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

	<b>n=226</b>	<b>n=231</b>	<b>n=256</b>
Liberal.....	29%	29%	28%
Moderate .....	41%	42%	41%
Conservative .....	30%	29%	31%
Don't know.....	-	-	-

27. Could you please tell me your age?

18 to 34 .....	14%	14%	14%
35 to 44 .....	14%	14%	15%
45 to 54 .....	21%	21%	20%
55 to 64 .....	27%	27%	27%
65 and over .....	24%	24%	24%



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28. What was the last grade you completed in school?			
0-11 .....	1%	1%	1%
High school grad .....	17%	15%	16%
Technical/ Vocational .....	1%	2%	2%
Some college.....	18%	15%	16%
College grad.....	29%	31%	31%
Graduate degree .....	33%	36%	33%
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.....	19%	18%	18%
More than \$50,000, but less than \$75,000 .....	12%	13%	15%
More than \$75,000, but less than \$100,000 .....	14%	14%	14%
More than \$100,000, but less than \$150,000 .....	18%	18%	17%
More than \$150,000 .....	20%	18%	18%
Don't know.....	2%	2%	3%
Decline to answer.....	15%	17%	15%
30. Are you now married, widowed, divorced, separated, never married, or living with a partner?			
Married .....	64%	63%	65%
Never Married.....	15%	15%	17%
Divorced .....	7%	9%	8%
Widowed.....	8%	7%	4%
Living with partner .....	4%	4%	4%
Separated.....	3%	2%	1%
31. Which of the following is your race or origin?			
White .....	88%	83%	85%
<b>NET: Non-White .....</b>	<b>10%</b>	<b>12%</b>	<b>12%</b>
Black or African American .....	3%	4%	4%
Hispanic, Latino or Spanish origin.....	3%	3%	3%
Asian .....	1%	1%	2%
American Indian or Alaska Native .....	1%	1%	1%
Native Hawaiian or other Pacific Islander .....	-	*	*
Some other race.....	2%	3%	2%
Decline to answer.....	2%	4%	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?			
<b>NET: Union</b> .....	<b>22%</b>	<b>22%</b>	<b>24%</b>
Public sector.....	15%	15%	16%
Private sector.....	6%	6%	6%
Both unions.....	1%	1%	2%
No.....	75%	74%	73%
Don't know/Refused.....	2%	3%	4%
33. County			
Barnstable.....	4%	5%	5%
Berkshire.....	2%	2%	3%
Bristol.....	6%	6%	8%
Dukes.....	-	-	*
Essex.....	12%	11%	11%
Franklin.....	1%	1%	2%
Hampden.....	6%	7%	6%
Hampshire.....	2%	3%	2%
Middlesex.....	24%	25%	24%
Norfolk.....	12%	11%	11%
Plymouth.....	9%	8%	8%
Suffolk.....	9%	9%	8%
Worcester.....	12%	12%	12%
34. Gender			
Male.....	48%	49%	48%
Female.....	52%	51%	52%

**Methodology**

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between August 17 and August 19 and August 24 and August 26, 2014 among a random sample of N=605 likely, registered voters in Massachusetts (including n=361 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.