UMass Poll of Massachusetts

Field dates: May 30 – June 4th
Sample: 500 registered Massachusetts voters

The survey was conducted by YouGov America (http://yougov.com). Respondents were matched on gender, age, race, education, party identification, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known marginals for registered voters from the state of Massachussetts from the American Community Survey. All analyses were produced using these weights.

The margin of error for registered voters is 5.4%.

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Matchups for 2014 Massachusetts Gubernatorial Election

	Capuano	Grossman	Kennedy
Baker	**36%**	**27%**	**48%**
	24%	**26%**	**25%**
Brown	**33%**	**26%**	**41%**
	45%	**55%**	**42%**
Tisei	**40%**	**31%**	**40%**
	20%	**26%**	**33%**

How to read this table: Each cell indicates a matchup between the candidate in the row and the candidate in the column. For example, the top left cell is the matchup between Capuano and Baker. The red part of the cell shows the percentage of registered voters saying they would vote for the Republican candidate in that matchup and the blue part of the cell is the percentage saying they would vote for the Republican. Thus, the top left cell shows that when respondents were asked about a Capuano/Baker matchup, 36% said they would vote for Capuano and 24% said they would vote for Baker. The remaining respondents were not sure who they would vote for.

Question wording is presented on the following page.

For each of the questions below, we randomly selected one candidate from list A and one candidate from list B, but never allowed respondents to be asked about the same candidate pairing.

Next year, Massachusetts voters will elect a new Governor to replace Deval Patrick, who is finishing his second term in office. If [CANDIDATE A] was running against [CANDIDATE B], who would you be most likely to vote for?

1. [CANDIDATE A]
2. [CANDIDATE B]
3. Not sure
4. Would not vote

What if the candidates were [CANDIDATE A] and [CANDIDATE B], who would you be most likely to vote for?

1. [CANDIDATE A]
2. [CANDIDATE B]
3. Not sure
4. Would not vote

What if the candidates were [CANDIDATE A] and [CANDIDATE B], who would you be most likely to vote for?

1. [CANDIDATE A]
2. [CANDIDATE B]
3. Not sure
4. Would not vote

Candidate A list:
Scott Brown (Republican)
Charlie Baker (Republican)
Richard Tisei (Republican)

Candidate B list:
Steven Grossman (Democrat)
Michael Capuano (Democrat)
Joseph Kennedy II (Democrat)