UMass Poll of Massachusetts

Field dates: March 31st – April 6th
Sample: 500 registered Massachusetts voters

The survey was conducted by YouGov America (http://yougov.com). YouGov interviewed 674 respondents who were then matched down to a sample of 500 to produce the final dataset. The respondents were matched on gender, age, race, education, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known characteristics of registered voters in Massachusetts from the 2010 American Community Survey using propensity score weighting and then post stratified the weights to party registration statistics from October 2012 (https://www.sec.state.ma.us/ele/eleenr/enridx.htm). All analyses were produced using these weights.

The margin of error for registered voters is 5.9%.

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U.S. Right direction/wrong track

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	April 2014	August 2013	October 2012
Right direction	**32%**	28%	32%
Wrong track	**53%**	55%	49%
Not sure	**14%**	17%	19%
	(N = 500)	(N = 600)	(N = 495)

Massachusetts Right direction/wrong track

Do you think things in Massachusetts are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	April 2014	August 2013	October 2012
Right direction	**46%**	39%	43%
Wrong track	**43%**	44%	41%
Not sure	**11%**	17%	17%
	(N = 500)	(N = 600)	(N = 495)

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Patrick Better/Worse than Before

Thinking back on Governor Patrick's time in office, would you say that Massachusetts is better off or worse off than it was before?

Better than before	31%
About the same	32%
Worse off than before	34%
Not Sure	3%
(N = 500)	

Deval Patrick Approval

Do you approve or disapprove of the way Deval Patrick is doing his job?

	April 2014
Strongly approve	17%
Somewhat approve	26%
Neither approve nor disapprove	19%
Somewhat disapprove	12%
Strongly disapprove	24%
Not sure	1%
	(N = 500)

Democratic Primary Vote

If the Democratic primary for Governor was held today, who would you be most likely to vote for?

**Asked only of participants who identified as a registered Democrat (N = 156).*

Juliette Kayyem	3%
Steve Grossman	9%
Martha Coakley	39%
Donald Berwick	3%
Other	2%
Not Sure	44%

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General Election Trial Heats

If Charlie Baker was running against Martha Coakley, who would you be most likely to vote for?

Charlie Baker (Republican)	34%
Martha Coakley (Democrat)	45%
Not Sure	21%

If Charlie Baker was running against Steve Grossman, who would you be most likely to vote for?

Charlie Baker (Republican)	29%
Steve Grossman (Democrat)	35%
Not Sure	36%

If Charlie Baker was running against Juliette Kayyem, who would you be most likely to vote for?

Charlie Baker (Republican)	32%
Juliette Kayyem (Democrat)	32%
Not Sure	36%

If Charlie Baker was running against Donald Berwick, who would you be most likely to vote for?

Charlie Baker (Republican)	32%
Donald Berwick (Democrat)	29%
Not Sure	39%

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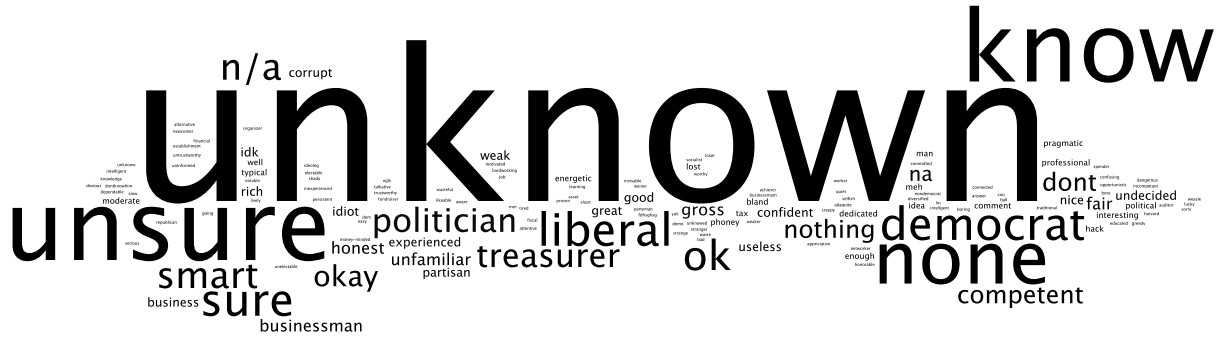
Words Describing Gubernatorial Hopefuls

What one word would you use to describe Martha Coakley?

What one word would you use to describe Charlie Baker?

What one word would you use to describe Steve Grossman?



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