UMass Amherst/WBZ Poll of Massachusetts Registered Voters

Toplines

Field dates: September 19th – September 23rd
Sample: 600 registered Massachusetts voters

The survey was conducted by YouGov America (http://yougov.com). YouGov interviewed 708 respondents who were then matched down to a sample of 600 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.

The margin of error for registered voters is 4.4%.

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General Election Vote

If the 2014 Massachusetts general election for Governor were being held today, which candidate would you vote for?

All Registered Voters (N=594)

	RV's (with Leaners)	RV's (without Leaners)	April 2014 UMass Poll (RV's) *N=500*
Charles Baker (Republican)	42%	37%	34%
Martha Coakley (Democrat)	47%	42%	45%
Evan Falchuk (United Independent Party)	2%	2%	-
Jeffrey McCormick (Independent)	3%	1%	-
Scott Lively (Independent)	3%	<1%	-
Other	<1%	<1%	-
Not sure	3%	18%	21%

Likely Voters (N=440)

	LV's (with Leaners)	LV's (without Leaners)
Charles Baker (Republican)	46%	43%
Martha Coakley (Democrat)	45%	42%
Evan Falchuk (United Independent Party)	2%	2%
Jeffrey McCormick (Independent)	2%	<1%
Scott Lively (Independent)	2%	<1%
Other	<1%	<1%
Not sure	2%	12%

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Ballot Issues

There will be four questions on the ballot in November. If the election were held today, how would you vote on the following?

All Registered Voters *(N=593)*

	Yes	No	Not Sure
Question1: A yes vote would eliminate the requirement that the state's gas tax be adjusted annually based on the Consumer Price Index.	44%	32%	24%
Question 2: A yes vote would 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.	36%	53%	12%
Question 3: A yes vote would prohibit casinos, any gambling establishment with slot machines, and wagering on simulcast greyhound races.	41%	48%	11%
Question 4: A yes vote would entitle employees in Massachusetts to earn and sue sick time according to certain conditions.	60%	21%	19%

Likely Voters (N=440)

	Yes	No	Not Sure
Question1: A yes vote would eliminate the requirement that the state's gas tax be adjusted annually based on the Consumer Price Index.	47%	33%	20%
Question 2: A yes vote would 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.	35%	54%	11%
Question 3: A yes vote would prohibit casinos, any gambling establishment with slot machines, and wagering on simulcast greyhound races.	42%	48%	10%
Question 4: A yes vote would entitle employees in Massachusetts to earn and sue sick time according to certain conditions.	60%	23%	17%

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Attorney General

In the election for Attorney General, which candidate would you vote for?

	RV's (*N=593*)	LV's (*N=441*)
John Miller (Republican)	24%	30%
Maura Healey (Democrat)	52%	53%
Other	<1%	1%
Not sure	23%	16%

Secretary of the Commonwealth

In the election for Secretary of the Commonwealth, which candidate would you vote for?

	RV's (*N=587*)	LV's (*N=437*)
David D'Arcangelo (Republican)	24%	28%
William Galvin (Democrat)	53%	56%
Other	<1%	<1%
Not sure	23%	16%

Treasurer

In the election for Treasurer, which candidate would you vote for?

	RV's (*N=587*)	LV's (*N=437*)
Mike Heffernan (Republican)	31%	35%
Deb Goldberg (Democrat)	45%	47%
Other	1%	1%
Not sure	23%	18%

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Candidate Trait Comparison

Please rank the following traits in terms of how well they fit Charles Baker/ Martha Coakley. *(N= 465). Respondents ranked traits from 1 to 6, with 1 indicating that the trait was the best fit for the candidate.*

Martha Coakley		**Charles Baker**	
Trait	*Average Ranking*	*Trait*	*Average Ranking*
Experienced	2.12	Intelligent	2.22
Intelligent	2.25	Experienced	2.68
Honest	3.66	Likable	3.28
Likable	3.90	Honest	3.68
Bipartisan	4.41	Bipartisan	4.19
Inspiring	4.54	Inspiring	4.73

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Words Describing Gubernatorial Candidates

What one word would you use to describe Martha Coakley?

September 2014

April 2014

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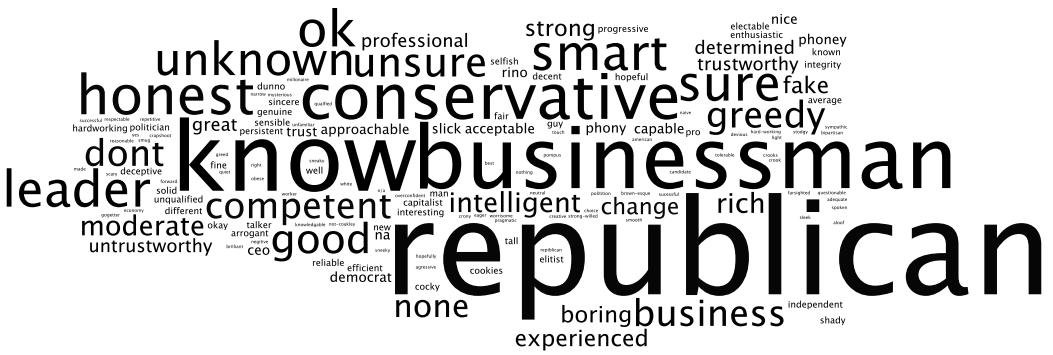
What one word would you use to describe Charlie Baker?

September 2014



April 2014

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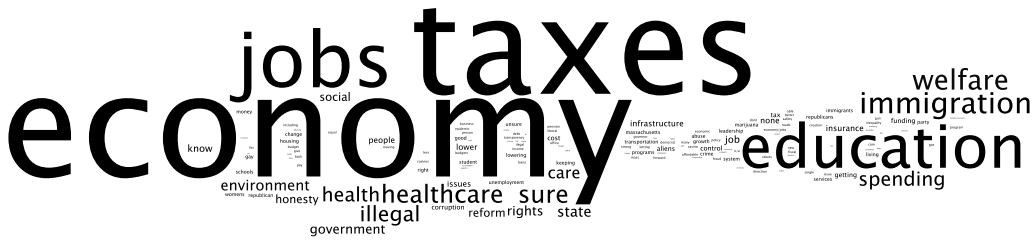
Most Important Issue

In thinking about the election for Governor, what issue is most important in your vote?



MA Ideology Grid

How would you rate each of the following individuals and groups? *(N=590)*

	Very liberal	Liberal	Somewhat liberal	Middle of the Road	Somewhat conservative	Conservative	Very conservative	Not sure
Deval Patrick	**30%**	**31%**	**16%**	**11%**	**2%**	**1%**	**<1%**	**9%**
Elizabeth Warren	**47%**	**27%**	**9%**	**6%**	**2%**	**2%**	**<1%**	**8%**
Ed Markey	**27%**	**26%**	**15%**	**10%**	**2%**	**2%**	**<1%**	**19%**
Republican Party	**2%**	**1%**	**2%**	**7%**	**13%**	**25%**	**42%**	**9%**
Democratic Party	**33%**	**27%**	**19%**	**12%**	**2%**	**1%**	**<1%**	**6%**
Martha Coakley	**23%**	**30%**	**17%**	**15%**	**2%**	**2%**	**<1%**	**10%**
Charles Baker	**1%**	**2%**	**3%**	**19%**	**27%**	**25%**	**5%**	**18%**

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Patrick Better/Worse than Before

Deval Patrick became Governor of Massachusetts in 2007. Thinking back on Governor Patrick's time in office, would you say that Massachusetts is better off or worse off than it was before?

September 2014 *N=600*		**April 2014** *N=500*	
Better than before	31%	Better than before	31%
About the same	29%	About the same	32%
Worse off than before	34%	Worse off than before	34%
Not Sure	6%	Not Sure	3%

MA Elected Official Approval

Do you approve or disapprove of the way each is doing their job? *(N=598)*

	Deval Patrick	Ed Markey	Elizabeth Warren
Strongly approve	14%	11%	29%
Somewhat approve	36%	29%	22%
Somewhat disapprove	17%	13%	10%
Strongly disapprove	27%	26%	29%
Not sure	7%	21%	9%

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? *(N = 600)*

	September 2014	April 2014	August 2013	October 2012
Right direction	38%	38%	34%	40%
Wrong track	62%	62%	66%	60%

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? *(N = 600)*

	September 2014	April 2014	August 2013	October 2012
Right direction	52%	52%	47%	51%
Wrong track	48%	48%	53%	49%

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Demographics

Trait	Category	Registered Voters	Likely Voters
Gender	Male	46%	57%
	Female	54%	53%
Age	18-29	15%	11%
	30-54	43%	41%
	55+	42%	48%
Race	White	88%	92%
	Black	4%	3%
	Hispanic	6%	3%
	Other	3%	2%
Education	HS or less	27%	25%
	Some college	23%	24%
	College degree	29%	29%
	Postgraduate	21%	22%
Income	< $40k	32%	30%
	$40 - $100k	49%	51%
	> $100k	18%	19%
Party ID	Democrat	41%	42%
	Republican	12%	14%
	Independent	47%	44%
Ideology	Liberal	38%	41%
	Moderate	33%	30%
	Conservative	26%	27%
	Other	3%	2%

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