UMassAmherst WBZ

Crosstabs

UMass Amherst/WBZ Poll of Massachusetts Registered/Likely Voters

Field Dates:	September 26 - October 2
Sample:	600 Registered Massachusetts Voters
	414 Likely Voters
Margin of Error:	4.6% for Registered Voters
	5.5% for Likely Voters

YouGov interviewed 783 respondents who were then matched down to a sample of 600 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2012 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2012 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

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Results on this page are for likely voters.

Vote for Governor (without Leaners)

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	53	29	38	35	45	27	41	50	49	47	37	27	6	93	51	7	47	83
Coakley	31	49	37	47	37	47	42	40	30	33	45	56	81	0	23	75	29	7
Not Sure	11	19	18	14	15	22	14	7	18	14	13	14	10	6	20	14	20	7

Vote for Governor (with Leaners)

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	56	33	40	41	47	30	46	50	52	51	41	31	9	95	56	10	51	85
Coakley	37	58	43	54	45	56	48	49	38	38	52	65	87	0	33	84	37	9

Results from this point forward are for registered voters.

Which candidate does the following statement best describe?

Cares about people like me

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	53	33	33	40	47	32	42	48	47	55	40	25	9	97	52	11	48	81
Coakley	47	67	67	60	53	68	58	52	53	45	60	75	91	3	48	89	52	19

Takes clear positions on the issues

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	60	42	40	49	55	39	52	54	53	57	51	38	19	97	61	22	59	82
Coakley	40	58	60	51	45	61	48	46	47	43	49	62	81	3	39	78	41	18

Works well with politicians from the other party

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	61	39	48	45	54	38	48	57	54	58	48	38	19	92	62	25	54	79
Coakley	39	61	52	55	46	62	52	43	46	42	52	62	81	8	38	75	46	21

Willing to go against their own party on issues

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	67	51	61	58	58	52	55	66	59	66	61	46	30	96	69	34	65	85
Coakley	33	49	39	42	42	48	45	34	41	34	39	54	70	4	31	66	35	15

Which candidate do you trust more to handle the following issues?

The Economy

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	51	35	40	41	45	33	41	56	49	46	39	36	14	92	50	16	49	76
Coakley	30	40	30	38	35	42	38	33	28	30	36	50	66	3	23	63	27	9
Not Sure	12	22	25	18	14	19	16	11	18	18	21	11	17	2	21	17	18	11

Health Care

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	47	30	32	35	42	28	37	50	45	44	31	31	11	85	45	12	43	70
Coakley	32	51	43	43	41	51	42	36	36	34	42	60	73	2	31	71	36	11
Not Sure	14	17	19	18	12	15	17	10	16	16	21	7	13	9	20	12	16	16

Taxes

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	48	33	29	38	46	29	39	50	39	47	40	34	12	90	47	12	51	72
Coakley	32	38	41	37	31	40	35	35	32	28	36	47	64	3	24	64	24	11
Not Sure	12	26	25	19	17	23	20	14	24	19	18	15	21	4	22	20	16	14

Education

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	36	22	22	28	31	18	29	40	32	38	24	20	8	75	31	6	33	60
Coakley	38	50	40	45	46	54	45	38	38	35	41	67	74	8	34	70	40	15
Not Sure	17	26	31	22	17	21	19	17	25	21	26	10	16	12	28	19	21	20

Immigration

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	40	28	27	31	40	26	35	36	40	37	35	21	9	85	39	8	36	73
Coakley	32	37	40	38	29	39	34	36	28	34	30	50	67	0	21	62	26	8
Not Sure	20	33	27	27	27	27	27	24	27	25	29	26	22	12	34	24	33	17

Welfare

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Baker	47	30	29	34	45	25	41	47	45	43	35	30	12	85	44	12	44	73
Coakley	31	42	44	41	32	50	35	36	34	30	37	50	69	3	24	64	27	12
Not Sure	14	25	23	20	19	18	19	14	16	22	24	17	16	7	26	18	24	13

To what extent do you think Charles Baker shares your views on issues facing Massachusetts?

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Well	65	56	61	61	59	51	59	66	66	64	57	53	42	87	66	41	68	81
Not well	28	26	20	28	28	28	29	27	21	25	31	30	46	9	18	41	25	13

To what extent do you think Martha Coakley shares your views on issues facing Massachusetts?

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Well	48	68	66	60	55	65	59	55	52	48	58	81	89	19	48	86	59	20
Not well	48	22	23	32	40	26	34	44	41	43	36	15	7	77	43	7	35	76