UMassAmherst WBZ

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UMass Amherst/WBZ Poll of MA 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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All results are for registered voters unless otherwise noted.

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

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Charles Baker (Republican)	37	40	41	44
Martha Coakley (Democrat)	38	41	48	48
Evan Falchuk (United Independent Party)	2	2	2	2
Jeffrey McCormick (Independent)	1	1	3	2
Scott Lively (Independent)	1	1	3	2
Other	<1	0	<1	0
Not sure	20	15	3	2

Regardless of your vote, which candidate do you believe will win the 2014 Massachusetts election for Governor?

	Registered	Likely
Charles Baker(Republican)	29	33
Martha Coakley (Democrat)	50	49
Not Sure	20	17

Which candidate does the following statement best describe?

	Baker	Coakley
Cares about people like me	42	58
Takes clear positions on the issues	50	50
Works well with politicians from the other party	49	51
Willing to go against their own party on issues	58	42

Please rank the following issues based on how important each will be to your vote for governor in November:

	Average Ranking	% Ranking Most Important
The Economy	2.41	39
Health Care	3.33	16
Taxes	3.55	15
Education	4.00	11
Homeland Security	4.67	10
Immigration	4.90	7
Welfare	5.09	4

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

	Baker	Coakley	Falchuk	McCormick	Lively	None	Not sure
The Economy	43	36	2	1	1	1	17
Health Care	38	42	1	1	1	1	16
Taxes	40	35	1	2	1	1	19
Education	28	44	1	2	2	1	22
Immigration	34	34	1	2	1	1	27
Welfare	38	37	2	1	2	1	20

Do you favor adjusting the Massachusetts income tax [from the current rate of 5.25 percent] to 5 percent?
Text in brackets only shown to one-half of sample.

	W/o Added Text	W/ Added Text
Yes	53	65
No	16	23
Not Sure	31	12

Do you support a plan to [raise taxes to] provide comprehensive early childhood education to Massachusetts children?
Text in brackets only shown to one-half of sample.

	W/o Added Text	W/ Added Text
Yes	69	27
No	17	57
Not Sure	14	16

Which of the following would you prefer:

Investing $500 million over ten years towards improving the infrastructure (such as roads and bridges) in Massachusetts	54
Cutting taxes for business to stimulate job creation	33
Not sure	14

Which candidate do you think would do a better job of representing the following groups while Governor?

	Baker	Coakley	Falchuk	McCormick	Lively	None	Not sure
Women	18	64	0	1	1	1	15
The Middle Class	35	41	2	2	2	1	16
The Poor	22	52	2	2	2	1	20
Independents	34	27	3	6	6	1	22
Immigrants	17	52	2	1	1	1	25
Labor Unions	16	57	1	1	2	1	23
Small business owners	45	30	2	3	1	1	19

Which candidate do you think has run the more negative campaign?

Charles Baker	22
Martha Coakley	31
Not sure	48

Which candidate(s) for Governor do you think has taken the following positions: *(Asked of one-half of the sample).*

	Baker	Coakley	Neither	Both
Supports a woman's right to choose an abortion	12	53	8	27
Supports investing $500 million in infrastructure improvements over 10 years	19	48	18	15
Supports increasing the Massachusetts minimum wage to $10 per hour	9	67	12	13
Supports cutting the Massachusetts income tax to 5 percent	55	14	22	9
Supports tax cuts for businesses to help spur job creation	63	14	13	11

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

	Not told candidate positions	Told candidate positions	All RVs
Very well	15	16	16
Somewhat well	38	51	45
Not well at all	32	22	27
Not sure	14	11	13

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

	Not told candidate positions	Told candidate positions	All RVs
Very well	15	30	22
Somewhat well	37	36	37
Not well at all	40	28	34
Not sure	8	6	7

Sample Demographics

	Category	Registered	Likely
Gender	Male	47	47
	Female	53	53
Aget	18-29	15	10
	30-54	43	40
	55+	42	51
Race	White	85	87
	Black	5	6
	Hispanic	8	6
	Other	2	1
Education	HS or less	26	26
	Some college	20	20
	College degree	32	32
	Postgraduate	21	23
Income	< $40k	28	26
	$40 - $100k	54	56
	> $100k	18	18
Party ID	Democrat	38	38
	Republican	14	14
	Independent	48	47
Ideology	liberal	41	42
	moderate	30	30
	conservative	24	25
	Other	5	3