

Interviews: N=400 Likely Voters in Massachusetts
Interviewing Period: October 19 – October 21, 2014
Margin of Error = ± 4.9%
Designed and Directed by: SocialSphere, Inc.
Mode: Live Landline and Cell Phone via Registration Based Sample



Note: The sum of percentages for each question may not add up to 100% as each response is rounded to the nearest percent.

INTERVIEWER: Good afternoon/evening. My name is _____ calling on behalf of ADG, a national research firm. We are conducting an opinion poll of residents in Massachusetts on issues facing the state and you have been randomly selected to participate. I assure you that your answers will be kept completely confidential and this is not a sales call – we are only interested in your opinions. May I please speak to the youngest [MALE/FEMALE] 18 years of age or older in your household?

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|--|----------------------------------|------------------------------------|------------------------------------|
| 1. Are you registered to vote at this address? | | | |
| Yes | 100% | 100% | 100% |
| 2. When it comes to voting, with which party do you consider yourself to be affiliated? | | | |
| NET: Democrat | 38% | 35% | 36% |
| Strong Democrat | 26% | 26% | 23% |
| Not a very strong Democrat | 11% | 9% | 12% |
| NET: Republican..... | 13% | 13% | 14% |
| Strong Republican..... | 10% | 9% | 8% |
| Not a very strong Republican..... | 3% | 4% | 6% |
| NET: Independent/Unenrolled..... | 49% | 52% | 51% |
| Leans Democrat | 15% | 15% | 15% |
| Leans Republican..... | 14% | 16% | 19% |
| Does not lean either way..... | 20% | 22% | 17% |
| 3. In November, there will be a general election in Massachusetts for Governor, Treasurer, State Representative and ballot initiatives, among other races. How likely is it that you will vote in this general election in November? Will you definitely be voting, will you probably be voting, are you 50-50, or do you think you probably won't be voting in this election? | | | |
| | n=454 | n=450 | n=452 |
| Definitely be voting | 75% | 75% | 78% |
| Probably | 13% | 14% | 10% |
| 50-50 | 6% | 6% | 5% |
| Probably won't be voting | 5% | 4% | 5% |
| Don't know..... | 1% | 1% | 2% |
| | n=400 | n=400 | n=400 |
| Definitely be voting | 84% | 85% | 87% |
| Probably | 16% | 15% | 13% |
| All others were terminated..... | - | - | - |

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4. Using a scale from 0 to 10, regardless of how likely you are to vote, how enthusiastic are you about this election (November general election)?

| | | | |
|------------------------------------|------------|------------|------------|
| NET: Not Enthusiastic | 8% | 8% | 8% |
| 0 - Not at all enthusiastic | 3% | 5% | 4% |
| 1 | 1% | 1% | 1% |
| 2 | 4% | 2% | 3% |
| NET: Neutral +/- | 56% | 53% | 50% |
| 3 | 4% | 2% | 2% |
| 4 | 4% | 4% | 3% |
| 5 | 24% | 22% | 20% |
| 6 | 8% | 9% | 11% |
| 7 | 17% | 16% | 14% |
| NET: Enthusiastic | 34% | 38% | 41% |
| 8 | 12% | 13% | 15% |
| 9 | 4% | 4% | 4% |
| 10 - Extremely enthusiastic | 18% | 22% | 22% |
| Don't know/Refused | 1% | 1% | 1% |

5. In general, would you say things in Massachusetts are headed in the right direction or are they off on the wrong track?

| | | | |
|-----------------------|-----|-----|-----|
| Right direction | 45% | 39% | 39% |
| Wrong track | 37% | 40% | 43% |
| Mixed (vol.)..... | 12% | 14% | 13% |
| Don't know | 6% | 6% | 4% |

Now I am going to read you the names of some people active in government and politics. For each one, please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of that person. If you are unfamiliar with the name, just say so. Here's the first one [INSERT NAME]. What is your opinion of [INSERT NAME]?

6. Charlie Baker

| | | | |
|------------------------------------|------------|------------|------------|
| NET: Favorable | 46% | 53% | 58% |
| Very favorable | 15% | 19% | 23% |
| Somewhat favorable..... | 32% | 33% | 35% |
| NET: Unfavorable | 31% | 28% | 25% |
| Somewhat unfavorable..... | 18% | 18% | 17% |
| Very unfavorable | 13% | 10% | 8% |
| Recognize name but can't rate..... | 15% | 10% | 11% |
| Don't recognize..... | 7% | 9% | 6% |

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|------------------------------------|---|---|---|
| 7. Martha Coakley | | | |
| NET: Favorable | 53% | 50% | 41% |
| Very favorable | 20% | 17% | 14% |
| Somewhat favorable..... | 33% | 33% | 27% |
| NET: Unfavorable | 36% | 41% | 51% |
| Somewhat unfavorable..... | 16% | 18% | 23% |
| Very unfavorable | 21% | 24% | 28% |
| Recognize name but can't rate..... | 8% | 6% | 7% |
| Don't recognize..... | 2% | 3% | 1% |

8. If the general election for Governor were held today and the candidates were (a) Charlie Baker, the Republican, (b) Martha Coakley, the Democrat, (c) Evan Falchuk, the United Independent candidate, (d) Jeff McCormick, an Independent and (e) Scott Lively, an Independent -- for whom would you vote? Would you say you are definitely or probably voting for [INSERT CHOICE]?

| | | | |
|-----------------------------------|------------|------------|------------|
| NET: Charlie Baker | 34% | 41% | 46% |
| Charlie Baker - Definitely..... | 22% | 29% | 34% |
| Charlie Baker - Probably | 12% | 10% | 10% |
| Charlie Baker - Lean | - | 2% | 2% |
| NET: Martha Coakley | 39% | 41% | 37% |
| Martha Coakley - Definitely | 28% | 26% | 24% |
| Martha Coakley - Probably | 11% | 11% | 10% |
| Martha Coakley - Lean | - | 4% | 2% |
| NET: Evan Falchuk | 3% | 3% | 3% |
| Evan Falchuk - Definitely..... | 2% | 2% | 2% |
| Evan Falchuk - Probably | 1% | 2% | 1% |
| Evan Falchuk - Lean | - | * | - |
| NET: Jeff McCormick | 2% | 2% | 2% |
| Jeff McCormick - Definitely..... | * | 1% | * |
| Jeff McCormick - Probably | 2% | 2% | 2% |
| Jeff McCormick - Lean | - | * | - |
| NET: Scott Lively | 2% | 2% | 2% |
| Scott Lively - Definitely | 1% | 1% | 1% |
| Scott Lively - Probably..... | 2% | 1% | 1% |
| Scott Lively - Lean | - | 1% | - |
| Don't know | 20% | 10% | 8% |

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[If “Don’t know” in Q8, ask Q9 & Q10]

9. Which candidate do you lean toward at this time?

| | | n=68 | n=52 |
|----------------------------|---|-------------|-------------|
| Lean: Martha Coakley | - | 21% | 18% |
| Lean: Charlie Baker..... | - | 12% | 17% |
| Lean: Scott Lively | - | 3% | - |
| Lean: Jeff McCormick..... | - | 2% | - |
| Lean: Evan Falchuk..... | - | 1% | - |
| Don't know..... | - | 61% | 65% |

10. When do you expect that you will decide which candidate you will vote for Governor?

| | n=78 | n=68 | n=52 |
|--|-------------|-------------|-------------|
| Weeks before you cast your ballot | 28% | 24% | 16% |
| Days before you cast your ballot..... | 43% | 52% | 55% |
| Minutes before you cast your ballot..... | 12% | 9% | 17% |
| Don't know..... | 17% | 15% | 12% |

11. In addition to the race for Governor, the November ballot will also include four Yes/No ballot questions that were proposed by initiative petition. How likely are you to vote on these questions?

| | | | |
|--------------------------------|---|---|-----|
| Definitely be voting | - | - | 82% |
| Probably | - | - | 13% |
| 50-50 | - | - | 3% |
| Probably won't be voting | - | - | * |
| Don't know..... | - | - | 2% |

12. The first initiative on the ballot is Question 1. Question 1 is titled, Eliminating Gas Tax Indexing. The ballot states that a YES VOTE would eliminate the requirement that the state’s gas tax be adjusted annually based on the Consumer Price Index. A NO VOTE would make no change in the laws regarding the gas tax. If the election were held today, would you vote YES or NO on Question 1?

| | | | |
|-------------------------|---|---|-----|
| Yes on Question 1 | - | - | 42% |
| No on Question 1 | - | - | 42% |
| Don't know..... | - | - | 16% |

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13. Question 2 is titled Expanding the Beverage Container Deposit Law. The ballot states that 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. A NO VOTE would make no change in the laws regarding beverage container deposits. If the election were held today, would you vote YES or NO on Question 2?

| | | | |
|-------------------------|---|---|-----|
| Yes on Question 2 | - | - | 29% |
| No on Question 2 | - | - | 63% |
| Don't know | - | - | 8% |

14. Question 3 on the November ballot is titled Expanding Prohibitions on Gaming. A YES VOTE would prohibit casinos, any gaming establishment with slot machines, and wagering on simulcast greyhound races. A NO VOTE would make no change in the current laws regarding gaming. If the election were held today, would you vote YES or NO on Question 3?

| | | | |
|-------------------------|-----|-----|-----|
| Yes on Question 3 | 40% | 36% | 39% |
| No on Question 3 | 52% | 56% | 53% |
| Don't know | 8% | 8% | 8% |

15. Question 4 is titled Earned Sick Time for Employees. A YES VOTE would entitle employees in Massachusetts to earn and use sick time according to certain conditions. A NO VOTE would make no change in the laws regarding earned sick time. If the election were held today, would you vote YES or NO on Question 4?

| | | | |
|-------------------------|---|---|-----|
| Yes on Question 4 | - | - | 53% |
| No on Question 4 | - | - | 35% |
| Don't know | - | - | 12% |

| | | |
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Next is a series of qualities and attributes that candidates for Governor could possess. After I read each, please indicate which candidate for Governor you think each applies to most – does it apply more to Charlie Baker or Martha Coakley?

*Please note the inclusion of data from Release 18 (interview period: October 5 – 7), when respondents were asked: “How important each [of the following attributes] is to you when choosing whom to support for Governor this November?” Percent who responded “very important” is included below.**

16. Will manage the state government effectively.

| | | | |
|------------------------------|---|---|-----|
| Charlie Baker..... | - | - | 52% |
| Martha Coakley | - | - | 27% |
| Neither (vol.)..... | - | - | 6% |
| Applies equally (vol.) | - | - | 4% |
| Don't know..... | - | - | 12% |

**87% rated this attribute as “very important” in Release 18 on October 10.*

17. Is fiscally responsible.

| | | | |
|------------------------------|---|---|-----|
| Charlie Baker..... | - | - | 51% |
| Martha Coakley | - | - | 24% |
| Neither (vol.)..... | - | - | 5% |
| Applies equally (vol.) | - | - | 6% |
| Don't know..... | - | - | 15% |

**82% rated this attribute as “very important” in Release 18 on October 10;
45% said this attribute applied most to Charlie Baker in Release 15 on September 19;
27% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

18. Will create jobs and improve the economy.

| | | | |
|------------------------------|---|---|-----|
| Charlie Baker..... | - | - | 50% |
| Martha Coakley | - | - | 26% |
| Neither (vol.)..... | - | - | 8% |
| Applies equally (vol.) | - | - | 5% |
| Don't know..... | - | - | 11% |

**81% rated this attribute as “very important” in Release 18 on October 10;
42% said this attribute applied most to Charlie Baker in Release 15 on September 19;
27% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | Release 18 10/5 – 10/7 | Release 19 10/12 – 10/14 | Release 20 10/19 – 10/21 |
|--|----------------------------------|------------------------------------|------------------------------------|
| 19. Is committed to improving education in public schools. | | | |
| Charlie Baker..... | - | - | 30% |
| Martha Coakley | - | - | 40% |
| Neither (vol.)..... | - | - | 7% |
| Applies equally (vol.) | - | - | 7% |
| Don't know..... | - | - | 15% |

**76% rated this attribute as “very important” in Release 18 on October 10;
 25% said this attribute applied most to Charlie Baker in Release 15 on September 19;
 40% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | | | |
|---|---|---|-----|
| 20. Will ensure that we have high-quality affordable health care. | | | |
| Charlie Baker..... | - | - | 32% |
| Martha Coakley | - | - | 38% |
| Neither (vol.)..... | - | - | 9% |
| Applies equally (vol.) | - | - | 5% |
| Don't know..... | - | - | 15% |

**75% rated this attribute as “very important” in Release 18 on October 10;
 26% said this attribute applied most to Charlie Baker in Release 15 on September 19;
 41% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | | | |
|---------------------------------|---|---|-----|
| 21. Cares about people like me. | | | |
| Charlie Baker..... | - | - | 34% |
| Martha Coakley | - | - | 33% |
| Neither (vol.)..... | - | - | 15% |
| Applies equally (vol.) | - | - | 6% |
| Don't know..... | - | - | 12% |

**67% rated this attribute as “very important” in Release 18 on October 10;
 29% said this attribute applied most to Charlie Baker in Release 15 on September 19;
 39% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | Release 18 10/5 – 10/7 | Release 19 10/12 – 10/14 | Release 20 10/19 – 10/21 |
|---------------------------------------|---|---|---|
| 22. Will stand up to the Legislature. | | | |
| Charlie Baker..... | - | - | 48% |
| Martha Coakley | - | - | 28% |
| Neither (vol.)..... | - | - | 6% |
| Applies equally (vol.) | - | - | 5% |
| Don't know..... | - | - | 13% |

**67% rated this attribute as “very important” in Release 18 on October 10;
 37% said this attribute applied most to Charlie Baker in Release 15 on September 19;
 33% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | | | |
|---|---|---|-----|
| 23. Agrees with me on the major issues. | | | |
| Charlie Baker..... | - | - | 42% |
| Martha Coakley | - | - | 35% |
| Neither (vol.)..... | - | - | 8% |
| Applies equally (vol.) | - | - | 3% |
| Don't know..... | - | - | 13% |

**61% rated this attribute as “very important” in Release 18 on October 10;
 36% said this attribute applied most to Charlie Baker in Release 15 on September 19;
 36% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | | | |
|---|---|---|-----|
| 24. Brings fresh ideas and perspective. | | | |
| Charlie Baker..... | - | - | 49% |
| Martha Coakley | - | - | 22% |
| Neither (vol.)..... | - | - | 13% |
| Applies equally (vol.) | - | - | 5% |
| Don't know..... | - | - | 12% |

**58% rated this attribute as “very important” in Release 18 on October 10;
 44% said this attribute applied most to Charlie Baker in Release 15 on September 19;
 27% said this attribute applied most to Martha Coakley in Release 15 on September 19.*

| | <u>Release 18</u> 10/5 – 10/7 | <u>Release 19</u> 10/12 – 10/14 | <u>Release 20</u> 10/19 – 10/21 |
|--|----------------------------------|------------------------------------|------------------------------------|
|--|----------------------------------|------------------------------------|------------------------------------|

[If “Democrat” or “Independent” in Q2, ask]

| | | | | |
|-----|---|--------------|--------------|--------------|
| 25. | Did you vote in the Democratic primary for Governor on September 9? | n=346 | n=348 | n=344 |
| | Yes | 45% | 49% | 46% |
| | No | 55% | 51% | 54% |

[If “Yes” in Q25, ask]

| | | | | |
|-----|----------------------|--------------|--------------|--------------|
| 26. | Did you vote for...? | n=155 | n=169 | n=159 |
| | Martha Coakley | 43% | 38% | 37% |
| | Steve Grossman..... | 25% | 27% | 25% |
| | Don Berwick | 17% | 15% | 20% |
| | Don't remember..... | 15% | 20% | 18% |

| | | | | |
|-----|---|-----|-----|-----|
| 27. | When it comes to most political issues, do you think of yourself as a...? | | | |
| | Liberal..... | 32% | 28% | 29% |
| | Moderate | 42% | 46% | 39% |
| | Conservative | 26% | 27% | 32% |
| | Don't know..... | - | - | - |

| | | | | |
|-----|---------------------------------------|--------------|--------------|--------------|
| 28. | As a moderate, which way do you lean? | n=168 | n=182 | n=158 |
| | Liberal..... | 33% | 29% | 22% |
| | Moderate | 37% | 37% | 41% |
| | Conservative | 30% | 34% | 37% |
| | Don't know | - | - | - |

| | | | | |
|-----|------------------------------------|-----|-----|-----|
| 29. | Could you please tell me your age? | | | |
| | 18 to 34 | 14% | 14% | 14% |
| | 35 to 44 | 17% | 14% | 15% |
| | 45 to 54 | 20% | 21% | 19% |
| | 55 to 64 | 26% | 27% | 26% |
| | 65 and over | 23% | 23% | 24% |
| | Decline to answer..... | - | 2% | 2% |

| | Release 18 10/5 – 10/7 | Release 19 10/12 – 10/14 | Release 20 10/19 – 10/21 |
|---|---|---|---|
| 30. What was the last grade you completed in school? | | | |
| 0-11 | 4% | 2% | 1% |
| High school grad | 16% | 15% | 15% |
| Technical/ Vocational | 3% | 1% | 1% |
| Some college..... | 14% | 16% | 17% |
| College grad..... | 33% | 32% | 37% |
| Graduate degree | 30% | 32% | 28% |
| Decline to answer..... | * | 1% | * |
| 31. The next question is about the total income of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household. | | | |
| \$50,000 or less..... | 18% | 19% | 16% |
| More than \$50,000, but less than \$75,000 | 11% | 13% | 12% |
| More than \$75,000, but less than \$100,000 | 16% | 16% | 14% |
| More than \$100,000, but less than \$150,000 | 19% | 16% | 20% |
| More than \$150,000 | 16% | 17% | 16% |
| Don't know..... | 2% | 3% | 4% |
| Decline to answer..... | 18% | 16% | 18% |
| 32. Are you now married, widowed, divorced, separated, never married, or living with a partner? | | | |
| Married | 66% | 65% | 69% |
| Never Married..... | 16% | 15% | 13% |
| Divorced | 8% | 9% | 7% |
| Widowed..... | 5% | 6% | 7% |
| Living with partner | 4% | 4% | 2% |
| Separated..... | 2% | 1% | 1% |
| 33. Which of the following is your race or origin? | | | |
| White | 84% | 84% | 84% |
| NET: Non-White | 10% | 9% | 9% |
| Black or African American | 4% | 4% | 3% |
| Hispanic, Latino or Spanish origin..... | 4% | 3% | 3% |
| Asian | 1% | 2% | 2% |
| Native Hawaiian or other Pacific Islander | * | - | * |
| American Indian or Alaska Native | 1% | - | - |
| Some other race..... | 3% | 4% | 2% |
| Decline to answer..... | 3% | 4% | 5% |

| | Release 18 10/5 – 10/7 | Release 19 10/12 – 10/14 | Release 20 10/19 – 10/21 |
|---|---|---|---|
| 34. Are you, or is any member of your household, a union member? If yes, is it a public sector union or a private sector union? | | | |
| NET: Union | 23% | 24% | 22% |
| Public sector..... | 19% | 17% | 17% |
| Private sector..... | 3% | 6% | 4% |
| Both unions..... | 1% | 1% | 2% |
| No..... | 73% | 72% | 76% |
| Decline to answer..... | 4% | 4% | 2% |
| 35. When it comes to statewide general elections held in November, which statement best describes you? | | | |
| Voting is a priority, I try to never miss a general election if at all possible..... | 66% | 69% | 65% |
| I vote in most, but not all statewide elections..... | 30% | 26% | 31% |
| I rarely vote in statewide elections..... | 2% | 3% | 3% |
| I never vote in statewide elections..... | - | 1% | * |
| Decline to answer..... | 2% | 1% | 1% |
| 36. County | | | |
| Barnstable..... | 3% | 4% | 4% |
| Berkshire..... | 2% | 3% | 3% |
| Bristol..... | 7% | 8% | 8% |
| Dukes..... | 1% | - | - |
| Essex..... | 11% | 12% | 11% |
| Franklin..... | 2% | 1% | 2% |
| Hampden..... | 9% | 6% | 7% |
| Hampshire..... | 2% | 2% | 2% |
| Middlesex..... | 25% | 24% | 25% |
| Nantucket..... | - | * | - |
| Norfolk..... | 10% | 11% | 10% |
| Plymouth..... | 7% | 8% | 7% |
| Suffolk..... | 9% | 9% | 9% |
| Worcester..... | 12% | 12% | 12% |
| 37. Gender | | | |
| Male..... | 48% | 49% | 46% |
| Female..... | 52% | 51% | 54% |

Methodology

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between October 19 and October 21, 2014 among a random sample of N=400 registered, likely general election voters in Massachusetts. The margin of error for the total sample is ± 4.9 points at the 95% confidence interval. Sampling and data collection (live interviewing) was performed by American Directions Group.