

**Interviews: N=500 Likely Voters in Massachusetts\***  
**Interviewing Period: October 19 – October 22, 2014**  
**Margin of Error = ± 4.38%**  
**Designed and Directed by: SocialSphere, Inc.**  
**Mode: Live Landline and Cell Phone via Registration Based Sample**



*\*Please note this is a supplemental topline to our weekly poll, as we conducted an additional 100 interviews with registered, likely voters in Massachusetts on a select group of questions.*

*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?

	<u>Release 18</u> 10/5 – 10/7	<u>Release 19</u> 10/12 – 10/14	<u>Release 20*</u> 10/19 – 10/22
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?			
<b>NET: Democrat .....</b>	<b>38%</b>	<b>35%</b>	<b>36%</b>
Strong Democrat .....	26%	26%	24%
Not a very strong Democrat .....	11%	9%	12%
<b>NET: Republican.....</b>	<b>13%</b>	<b>13%</b>	<b>14%</b>
Strong Republican .....	10%	9%	8%
Not a very strong Republican .....	3%	4%	6%
<b>NET: Independent/Unenrolled .....</b>	<b>49%</b>	<b>52%</b>	<b>50%</b>
Leans Democrat .....	15%	15%	13%
Leans Republican.....	14%	16%	17%
Does not lean either way.....	20%	22%	20%
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?			
Definitely be voting .....	84%	85%	88%
Probably .....	16%	15%	12%
All others were terminated.....	-	-	-

4. 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]?

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<b>NET: Charlie Baker</b> .....	<b>34%</b>	<b>41%</b>	<b>45%</b>
Charlie Baker - Definitely .....	22%	29%	34%
Charlie Baker - Probably .....	12%	10%	9%
Charlie Baker - Lean .....	-	2%	3%
<b>NET: Martha Coakley</b> .....	<b>39%</b>	<b>41%</b>	<b>36%</b>
Martha Coakley - Definitely .....	28%	26%	24%
Martha Coakley - Probably .....	11%	11%	10%
Martha Coakley - Lean .....	-	4%	2%
<b>NET: Evan Falchuk</b> .....	<b>3%</b>	<b>3%</b>	<b>3%</b>
Evan Falchuk - Definitely .....	2%	2%	2%
Evan Falchuk - Probably .....	1%	2%	1%
Evan Falchuk - Lean .....	-	*	-
<b>NET: Jeff McCormick</b> .....	<b>2%</b>	<b>2%</b>	<b>2%</b>
Jeff McCormick - Definitely .....	*	1%	-
Jeff McCormick - Probably .....	2%	2%	2%
Jeff McCormick - Lean .....	-	*	-
<b>NET: Scott Lively</b> .....	<b>2%</b>	<b>2%</b>	<b>2%</b>
Scott Lively - Definitely .....	1%	1%	1%
Scott Lively - Probably .....	2%	1%	1%
Scott Lively - Lean .....	-	1%	-
Don't know .....	20%	10%	11%

[If “Don’t know” in Q4, ask]

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

		<b>n=68</b>	<b>n=77</b>
Lean: Charlie Baker .....	-	12%	18%
Lean: Martha Coakley .....	-	21%	14%
Lean: Scott Lively .....	-	3%	-
Lean: Jeff McCormick .....	-	2%	-
Lean: Evan Falchuk .....	-	1%	-
Don't know .....	-	61%	68%

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6. Could you please tell me your age?			
18 to 34 .....	14%	14%	14%
35 to 44 .....	17%	14%	14%
45 to 54 .....	20%	21%	20%
55 to 64 .....	26%	27%	26%
65 and over .....	23%	23%	25%
Decline to answer .....	-	2%	3%
7. What was the last grade you completed in school?			
0-11 .....	4%	2%	1%
High school grad .....	16%	15%	16%
Technical/ Vocational .....	3%	1%	1%
Some college.....	14%	16%	16%
College grad .....	33%	32%	36%
Graduate degree .....	30%	32%	29%
Decline to answer .....	*	1%	1%
8. Which of the following is your race or origin?			
White .....	84%	84%	84%
<b>NET: Non-White .....</b>	<b>10%</b>	<b>9%</b>	<b>9%</b>
Black or African American .....	4%	4%	3%
Hispanic, Latino or Spanish origin .....	4%	3%	3%
Asian .....	1%	2%	1%
Native Hawaiian or other Pacific Islander .....	*	-	*
American Indian or Alaska Native .....	1%	-	*
Some other race .....	3%	4%	3%
Decline to answer .....	3%	4%	5%

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9. County			
Barnstable .....	3%	4%	5%
Berkshire .....	2%	3%	3%
Bristol .....	7%	8%	9%
Dukes .....	1%	-	-
Essex.....	11%	12%	11%
Franklin.....	2%	1%	1%
Hampden.....	9%	6%	7%
Hampshire .....	2%	2%	2%
Middlesex .....	25%	24%	24%
Nantucket .....	-	*	-
Norfolk .....	10%	11%	11%
Plymouth .....	7%	8%	7%
Suffolk .....	9%	9%	9%
Worcester .....	12%	12%	12%
10. Gender			
Male.....	48%	49%	47%
Female .....	52%	51%	53%

#### **Methodology**

This tracking poll was designed and directed by SocialSphere, Inc. and conducted by landline and cell phone between October 19 and October 22, 2014 among a random sample of N=500 registered, likely general election voters in Massachusetts. The margin of error for the total sample is  $\pm 4.38$  points at the 95% confidence interval. Sampling and data collection (live interviewing) was performed by American Directions Group.