

BOSTON GLOBE POLL #37
2013 MA SENATE SPECIAL ELECTION

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The Survey Center
University of New Hampshire

June 16, 2013

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**The Boston Globe Poll #37
2013 MA Senate Special Election**

**Conducted by the UNH Survey Center
June 16, 2013**

Technical Report

Field Period: June 11 to June 14, 2013

Hours: 10 a.m. to 9 p.m.

Median Completion Time: 7 minutes

Sample Size: 755 randomly selected MA adults (RDD)
508 randomly selected Massachusetts likely voters in the 2013 special Senate Election (RDD)

Sampling Error: +/- 3.6% (all respondents)
+/- 4.3% (likely voters)

Response Rate (AAPOR #4): 16%

The data have been weighted by the number of voters in a household and the number of telephone numbers at which a household can be reached in order to equalize the chances of an individual MA voter being selected. The data have also been weighted by the sex and race of the respondent and the region of the state based on the American Community Survey conducted by the US Census and past election results.

The Boston Globe Poll #37
MA Senate Special Election Poll
Conducted by the UNH Survey Center
June 2013

* = DEFINED MISSING VALUE

INTRO

"Good afternoon / evening. My name is _____ and I'm calling for the University of New Hampshire Survey Center. We're conducting a short, confidential survey of voters in Massachusetts about the upcoming special election for US Senate, and we'd really appreciate your help and cooperation."

"The survey will only take a little more than 5 minutes."

IF ASKED: "This poll is being conducted for the Boston Globe and will be in the paper next week."

IF NO REGISTERED VOTERS OR WON'T VOTE, CONFIRM R IS 18 OR OLDER

- 1 CONTINUE
- 2 NO REGISTERED VOTERS IN HH – VOLUNTEERED → SEX2
- 3 WON'T VOTE IN SPECIAL ELECTION – VOLUNTEERED → SEX2

- 99 REFUSED

CELL1

"First, to confirm, have I reached you on your cell phone or a land line?"

- 1 CELL PHONE → SKIPTO CELL2
- 2 LAND LINE → SKIPTO BIR1

- * 99 REFUSED → TERMINATE

CELL2

"Are you currently driving a car or doing any activity that requires your full attention?"

- 1 IF YES: "Can I call back at a later time?" MAKE APPOINTMENT
- 2 NO → SKIPTO AGE18

- * 99 NA / REFUSED → TERMINATE

AGE18

"And are you 18 years old or older?"

- 1 YES → SKIP TO SEX
- 2 NO → "Thank you very much, but we are only interviewing adults 18 years old or older."

- * 99 REFUSAL → "Thank you very much, but we are only interviewing adults 18 years old or older."

BIR1

“In order to determine who to interview, could you tell me, of the REGISTERED VOTERS who currently live in your household -- including yourself -- who had the most recent birthday? I don't mean who is the youngest, but rather, who had the most recent birthday?”

- 1 INFORMANT → SKIP TO SEX
- 2 SOMEONE ELSE (SPECIFY): _____ → SKIP TO INT2
- 3 DON'T KNOW ALL BIRTHDAYS, ONLY SOME → CONTINUE WITH BIR2
- 4 DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN → SKIP TO SEX
- 5 NO REGISTERED VOTERS → SKIP TO SEX2

- 99 REFUSED -- ENTER NON-RESPONSE INFORMATION

BIR2

“Of the ones that you do know, who had the most recent birthday?”

- 1 INFORMANT _____ → SKIP TO SEX
- 2 SOMEONE ELSE (SPECIFY): _____ → SKIP TO INT2
- 3 PERSON NOT AVAILABLE

- 99 REFUSED

INT2

ASK TO SPEAK TO THAT PERSON

“Hello, this is _____ calling from the University of New Hampshire. This month, we are conducting a confidential study about the upcoming special election for US Senator from Massachusetts, and we'd really appreciate your help and cooperation. You have been identified as the adult in your household who had the most recent birthday. Is this correct?”

- 1 YES → SKIP TO SEX
- 2 APPOINTMENT

- 99 REFUSAL TERMINATE

SEX2

"I have just a couple questions then, but before we begin I want to assure you that all of your answers are strictly confidential. They will be combined with answers from other people from across the state. Your telephone number was randomly selected from all families in Massachusetts."

"Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time. This call may be monitored for quality assurance."

"I only have a couple questions."

RECORD SEX OF RESPONDENT

- 1 MALE
- 2 FEMALE

- 99 REFUSAL / NA

SKIP ALL NON-VOTERS TO SPY1

SEX

“Thank you very much for helping us with this important study. We really appreciate your help. Before we begin I want to assure you that all of your answers are strictly confidential. They will be combined with answers from other people from across the state. Your telephone number was randomly selected from all families in Massachusetts.”

“Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time. This call may be monitored for quality assurance.”

“This survey will take about five minutes to complete.”

RECORD SEX OF RESPONDENT

- 1 MALE
- 2 FEMALE
- * 99 REFUSAL / NA

REGVOTE

“First of all, are you registered to vote as a Democrat, Independent, Republican or something else?”

- 1 REGISTERED DEMOCRAT
- 2 REGISTERED INDEPENDENT / UNAFFILIATED
- 3 REGISTERED REPUBLICAN
- 4 REGISTERED - OTHER
- 98 NOT REGISTERED / DK (DO NOT PROBE) → SKIPTO SPY1
- * 99 NA / REFUSED → SKIPTO SPY1

ELAWARE

“How much attention have you been paying to the upcoming special election for Senate ... a lot of attention ... some attention ... little attention ... or not much attention at all?”

- 1 LOT OF ATTENTION
- 2 SOME ATTENTION
- 3 LITTLE ATTENTION
- 4 NOT MUCH ATTENTION AT ALL
- 98 DK (DO NOT PROBE)
- * 99 NA

VOTEINT

“And as you know, the special election for U.S. Senator from Massachusetts is being held on June 25. How interested would you say you are in the special election for U.S. Senator ... extremely interested ... very interested ... somewhat interested ... or not very interested?”

- 1 EXTREMELY INTERESTED
- 2 VERY INTERESTED
- 3 SOMEWHAT INTERESTED
- 4 NOT VERY INTERESTED
- 98 DK (DO NOT PROBE)
- * 99 NA

LIKEVOTE

“Which of the following statements best describes you ... (READ NUMBERS 1 TO 5)

- 1 I will probably NOT vote in the special Senate election, → SKIPTO SPY1
- 2 I MAY vote in the special Senate election, → SKIPTO SPY1
- 3 Unless some emergency comes up, I WILL vote in the special Senate election,
- 4 I will DEFINITELY vote in the special Senate election, or
- 5 I just don't know at this time.” → SKIPTO SPY1

* 99 NA/REFUSED → SKIPTO SPY1

SENFAV

“Next, I'd like to get your overall opinion of the candidates in the Senate election. As I read each name, please say if you have a favorable or unfavorable opinion of this person -- or if you have never heard of him. First, how about ...

ROTATE SENFAV1 TO SENFAV2

SENFAV1

“Democratic candidate Ed Markey.”

(READ IF NECESSARY)

“Would you say you have a favorable or unfavorable opinion of him or don't you know enough about him to say?”

- 1 FAVORABLE
- 2 NEITHER FAVORABLE OR UNFAVORABLE - VOLUNTEERED
- 3 UNFAVORABLE

98 DK / NEVER HEARD OF / KNOW TOO LITTLE TO SAY

* 99 NA / REFUSED

SENFAV2

“Republican candidate Gabriel Gomez.”

SENFIRM

“Have you definitely decided who you will vote for in the special election for US Senator ... are you leaning toward a candidate ... or have you considered the candidates and are still trying to make up your mind?”

- 1 DEFINITELY DECIDED
- 2 LEANING TOWARD A CANDIDATE
- 3 STILL TRYING TO DECIDE

98 DK (DO NOT PROBE)

99 NA / REFUSED

SEN1

"If the election for US Senator from Massachusetts were held today, which of the following candidates would you vote for ... Republican Gabriel Gomez ... Democrat Ed Markey ... or someone else ... or will you probably not vote?" (ROTATE CANDIDATES)

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 OTHER CANDIDATE – SPECIFY

- 97 WILL NOT VOTE → SKIPTO SPY1
- 98 DK / NOT SURE → SKIP TO SENLEAN
- * 99 NA / REFUSED → SKIPTO SPY1

SKIPTO SENWIN

SENLEAN

"Which candidate would you say you are leaning toward at this time ... Republican Gabriel Gomez or Democrat Ed Markey ... or do you think you probably won't vote?"

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 OTHER CANDIDATE – SPECIFY

- 97 WILL NOT VOTE → SKIPTO SPY1
- 98 DK / NOT SURE
- * 99 NA / REFUSED

SENWIN

"Regardless of which candidate you plan to vote for, which candidate do you think will win the election for US Senate ... Gabriel Gomez or Ed Markey?" ROTATE CANDIDATE NAMES

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 OTHER CANDIDATE

- 98 DK / NOT SURE
- * 99 NA / REFUSED

MARK1

"How well do you think you know Ed Markey? Would you say you know a lot about him ... that you know about him somewhat ... or that you know little or nothing about him?"

- 1 KNOW A LOT
- 2 KNOW ABOUT HIM SOMEWHAT
- 3 KNOW LITTLE OR NOTHING

- 98 DK / NOT SURE
- * 99 NA / REFUSED

GOMEZ1

“How well do you think you know Gabriel Gomez? Would you say you know a lot about him ... that you know about him somewhat ... or that you know little or nothing about him?”

- 1 KNOW A LOT
- 2 KNOW ABOUT HIM SOMEWHAT
- 3 KNOW LITTLE OR NOTHING

- 98 DK / NOT SURE
- * 99 NA / REFUSED

MARK2

“Ed Markey has been a U.S. Congressman for 37 years. Does this make you more likely to vote for him ... less likely to vote for him ... or does this have little impact on your vote?”

- 1 MORE LIKELY TO VOTE FOR
- 2 LESS LIKELY TO VOTE FOR
- 3 LITTLE OR NO IMPACT ON VOTE

- 98 DK / NOT SURE
- * 99 NA / REFUSED

MARK3

“Ed Markey has voted to raise taxes 231 times since he has been in Congress. Does this make you more likely to vote for him ... less likely to vote for him ... or does this have little impact on your vote?”

- 1 MORE LIKELY TO VOTE FOR
- 2 LESS LIKELY TO VOTE FOR
- 3 LITTLE OR NO IMPACT ON VOTE

- 98 DK / NOT SURE
- * 99 NA / REFUSED

GOMEZ2

“Gabriel Gomez has never held elected office. Does this make you more likely to vote for him ... less likely to vote for him ... or does this have little impact on your vote?”

- 1 MORE LIKELY TO VOTE FOR
- 2 LESS LIKELY TO VOTE FOR
- 3 LITTLE OR NO IMPACT ON VOTE

- 98 DK / NOT SURE
- * 99 NA / REFUSED

GOMEZ3

“Gabriel Gomez says he is personally pro-life, but will not try to make any changes to existing abortion laws. Does make you more likely to vote for Gomez ... less likely to vote for him ... or does this have little impact on your vote?”

- 1 MORE LIKELY TO VOTE FOR
- 2 LESS LIKELY TO VOTE FOR
- 3 LITTLE OR NO IMPACT ON VOTE

- 98 DK / NOT SURE
- * 99 NA / REFUSED

ISS1

“How important is it to you that a Gomez victory would add to Republican numbers in the Senate and potentially help pave the way for a majority? Very important ... somewhat important ... not very important ... or not at important all?”

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT

- 98 DK / NOT SURE
- * 99 NA / REFUSED

ISS2

“The candidates have different views on a ban on military style assault weapons. Markey supports such a ban and Gomez opposes it. Does a candidate’s position on a ban on military style assault weapons have a major impact on your vote ... a minor impact on your vote ... or will it make little difference on your vote?”

- 1 MAJOR IMPACT ON VOTE
- 2 MINOR IMPACT ON VOTE
- 3 NO IMPACT

- 98 DON’T KNOW
- * 99 REFUSED

CCHAR1

“Which candidate do you think best understands people like you? Ed Markey or Gabriel Gomez?”

ROTATE RESPONSES

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 NO DIFFERENCE - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

CCHAR2

“Which candidate do you think is most likeable? Ed Markey or Gabriel Gomez?”

ROTATE RESPONSES

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 NO DIFFERENCE - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

CCHAR3

“Which candidate do you think would be best able to work with members of the opposite party? Ed Markey or Gabriel Gomez?”

ROTATE RESPONSES

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 NO DIFFERENCE - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

CCHAR4

“Which candidate do you trust more to handle the country’s economic problems? Ed Markey or Gabriel Gomez?”

ROTATE RESPONSES

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 NO DIFFERENCE - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

CCHAR5

“Which candidate do you trust more to handle national security issues? Ed Markey or Gabriel Gomez?”

ROTATE RESPONSES

- 1 GABRIEL GOMEZ
- 2 ED MARKEY
- 3 NO DIFFERENCE - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

SPY1

“On a very different topic. As you may have heard, the federal government has been obtaining phone and electronic information on millions of Americans. Do you support or oppose the federal government obtaining this phone and electronic information on American citizens or haven’t you thought enough about this to say?”

“Is that strongly or just somewhat?”

- 1 STRONGLY SUPPORT
- 2 SOMEWHAT SUPPORT
- 3 NEUTRAL / DON’T KNOW - VOLUNTEERED
- 4 SOMEWHAT OPPOSE
- 5 STRONGLY OPPOSE

- 98 DON’T KNOW / HAVEN’T THOUGHT ENOUGH ABOUT
- * 99 REFUSED

FOR NON-LIKELY VOTERS, ASK D1, D5, D6, D7, D8, D9 AND D10

D1

“Now, a few final questions . . .”

“What town do you live in?” ENTER NUMBER OF TOWN FROM SHEET.

- 997 OTHER → SPECIFY _____
- 998 DK - DO NOT PROBE
- * 999 NA / REFUSED

D2

“What is the highest grade in school, or level of education that you’ve completed and got credit for ...” [READ RESPONSES]

- 1 “Eighth grade or less,
- 2 Some high school,
- 3 High school graduate, (INCLUDES G.E.D.)
- 4 Technical school,
- 5 Some college,
- 6 College graduate,
- 7 Or postgraduate work?”

- 8 DK (DO NOT PROBE)
- * 9 NA / REFUSED

D3

“GENERALLY SPEAKING, do you usually think of yourself as a Republican, a Democrat, an Independent or what?”

(IF REPUBLICAN): “Would you call yourself a STRONG Republican or a NOT VERY STRONG Republican?”

(IF DEMOCRAT): “Would you call yourself a STRONG Democrat or a NOT VERY STRONG Democrat?”

(IF INDEPENDENT, NO PREFERENCE, OR OTHER): “Do you think of yourself as closer to the Republican or to the Democratic party?”

- 1 STRONG DEMOCRAT
- 2 NOT VERY STRONG DEMOCRAT
- 3 INDEPENDENT, BUT CLOSER TO DEMOCRATS
- 4 INDEPENDENT--CLOSER TO NEITHER
- 5 INDEPENDENT, BUT CLOSER TO REPUBLICANS
- 6 NOT VERY STRONG REPUBLICAN
- 7 STRONG REPUBLICAN
- 8 OTHER PARTY

* 99 DK / NA / REFUSED

D4

“Think back to the special election for Senate in January 2010 between Scott Brown and Martha Coakley. Did you vote for Scott Brown ... Martha Coakley ... some other candidate ... or did you not vote in that election?”

- 1 SCOTT BROWN
- 2 MARTHA COAKLEY
- 3 OTHER CANDIDATE
- 4 DID NOT VOTE

98 DK / NOT SURE / CAN'T REMEMBER – DO NOT PROBE

99 NA / REFUSED

D5

“What is your current age?”

____ : ____ : ____ : ____ : (RECORD EXACT NUMBER OF YEARS OLD -- E.G., 45)
: ____ : ____ :

96 NINETY-SIX YEARS OF AGE OR OLDER

* 97 REFUSED

* 98 DK

* 99 NA

D6

“Are you of Hispanic or Spanish origin?”

1 YES

2 NO

98 DON'T KNOW

* 99 REFUSED

D7

“Which of the following best describes your race? Is it ... White ... African-American ... Asian ... Native-American ... or some other race?”

- 1 WHITE (CAUCASIAN)
- 2 BLACK (AFRICAN-AMERICAN)
- 3 HISPANIC - VOLUNTEERED
- 4 ASIAN
- 5 NATIVE AMERICAN
- 6 OTHER – SPECIFY: _____

- 98 DON'T KNOW
- 99 NO ANSWER/REFUSED

D8

“Including yourself, how many REGISTERED VOTERS CURRENTLY live in your household?”

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

- 98 DK
- * 99 NA / REFUSED

ASK TO NON-VOTERS

D8X

“Including yourself, how many adults CURRENTLY live in your household?”

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

- 98 DK
- * 99 NA / REFUSED

D9

“Not counting business lines, extension phones, or cellular phones -- on how many different LAND LINE telephone numbers can your household be reached?”

- 0 NO LANDLINE
- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

- 98 DK
- * 99 NA / REFUSED

D10

“And on how many different CELL PHONE numbers can your household be reached?”

- 0 NO CELL PHONE
- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

- 98 DK
- * 99 NA / REFUSED

D11

“Finally, would you be willing to be interviewed by a reporter to discuss your reactions to some of the topics we’ve been talking about?”

- 1 YES → “Could I have just your first name in case a reporter wants to call you?” _____
- 2 NO / DK (DO NOT PROBE)
- 99 NA / REFUSED

“Thank you for your time and participation. Your input has been very valuable. Goodbye.”

Tabular Results

2013 Senate Election - Gomez vs. Markey

STATEWIDE	<u>Gabriel Gomez</u> 41%	<u>Ed Markey</u> 54%	<u>Other</u> 2%	<u>Undecided</u> 4%	<u>(N=)</u> 502
Democrat	9%	86%	2%	3%	266
Independent	62%	30%	2%	6%	75
Republican	93%	3%	1%	3%	139
Reg. Democrat	12%	83%	2%	2%	203
Reg. Indep/Other	51%	43%	1%	6%	220
Reg. Republican	88%	6%	1%	5%	78
Extremely Interested In Election	45%	53%	0%	2%	156
Very Interested	42%	52%	3%	4%	210
Somewhat Interested	35%	58%	2%	6%	121
Not Very Interested	36%	51%	0%	13%	14
Paying Lot of Attention To Election	52%	45%	1%	2%	153
Some Attention	36%	58%	2%	4%	264
Little Attention	32%	60%	1%	7%	54
Not Much Attention At All	41%	50%	3%	6%	30
Decided Voter	45%	54%	1%	0%	378
Leaning Voter	34%	60%	1%	5%	52
Undecided Voter	25%	48%	3%	24%	70
Brown Voter	75%	18%	2%	5%	245
Coakley Voter	5%	94%	0%	2%	185
Other/DK/Did Not Vote	16%	70%	5%	9%	60
Male	48%	46%	2%	4%	236
Female	34%	60%	1%	4%	265
18 to 34	32%	58%	2%	7%	43
35 to 49	43%	52%	1%	4%	109
50 to 64	40%	54%	2%	3%	184
65 and older	44%	52%	1%	3%	137
High school or less	42%	47%	3%	8%	64
Technical school/some college	54%	39%	2%	5%	99
College graduate	42%	52%	2%	4%	175
Postgraduate work	30%	68%	1%	1%	153
White	43%	52%	1%	3%	452
Minority	10%	74%	7%	8%	30
Inside 128	27%	62%	4%	8%	123
128 to 495	47%	51%	1%	1%	163
Central MA	47%	48%	0%	5%	85
Western MA	41%	53%	0%	6%	63
Southern MA/Cape/Islands	44%	54%	1%	1%	67
Land-line Only	43%	54%	0%	4%	40
Mixed	42%	53%	1%	4%	380
Cell-phone Only	33%	58%	4%	4%	81

2013 Senate Election - Gomez vs. Markey With Undecideds Probed

STATEWIDE	<u>Gabriel Gomez</u> 43%	<u>Ed Markey</u> 54%	<u>Other</u> 2%	<u>Undecided</u> 2%	<u>(N=)</u> 502
Democrat	10%	87%	2%	1%	266
Independent	64%	30%	2%	4%	75
Republican	96%	3%	1%	0%	139
Reg. Democrat	13%	84%	2%	1%	203
Reg. Indep/Other	53%	44%	1%	3%	220
Reg. Republican	91%	6%	1%	2%	78
Extremely Interested In Election	46%	53%	0%	1%	156
Very Interested	43%	53%	3%	2%	210
Somewhat Interested	39%	59%	2%	1%	121
Not Very Interested	43%	51%	0%	6%	14
Paying Lot of Attention To Election	53%	45%	1%	1%	153
Some Attention	38%	59%	2%	2%	264
Little Attention	38%	60%	1%	1%	54
Not Much Attention At All	47%	50%	3%	0%	30
Decided Voter	45%	54%	1%	0%	378
Leaning Voter	38%	60%	1%	1%	52
Undecided Voter	36%	51%	3%	10%	70
Brown Voter	78%	18%	2%	2%	245
Coakley Voter	5%	94%	0%	1%	185
Other/DK/Did Note Vote	20%	71%	5%	5%	60
Male	51%	47%	2%	1%	236
Female	36%	61%	1%	2%	265
18 to 34	39%	58%	2%	0%	43
35 to 49	44%	53%	1%	2%	109
50 to 64	42%	54%	2%	2%	184
65 and older	46%	52%	1%	1%	137
High school or less	45%	48%	3%	4%	64
Technical school/some college	56%	39%	2%	3%	99
College graduate	45%	52%	2%	1%	175
Postgraduate work	31%	68%	1%	0%	153
White	45%	53%	1%	1%	452
Minority	14%	75%	7%	4%	30
Inside 128	30%	63%	4%	4%	123
128 to 495	47%	51%	1%	1%	163
Central MA	51%	48%	0%	2%	85
Western MA	43%	54%	0%	2%	63
Southern MA/Cape/Islands	44%	54%	1%	0%	67
Land-line Only	43%	54%	0%	4%	40
Mixed	44%	53%	1%	2%	380
Cell-phone Only	36%	58%	4%	1%	81

Who Will Win 2013 MA Senate Race?

LIKELY MA VOTERS	<u>Gabriel Gomez</u> 14%	<u>Ed Markey</u> 73%	<u>Not Sure</u> 12%	<u>(N=)</u> 505
Democrat	2%	88%	9%	267
Independent	26%	56%	18%	77
Republican	32%	55%	13%	139
Reg. Democrat	3%	89%	8%	204
Reg. Indep/Other	17%	67%	16%	223
Reg. Republican	35%	51%	15%	78
Extremely Interested In Election	17%	71%	12%	157
Very Interested	15%	73%	12%	211
Somewhat Interested	11%	77%	12%	121
Not Very Interested	0%	76%	24%	15
Paying Lot of Attention To Election	21%	62%	16%	155
Some Attention	12%	80%	8%	264
Little Attention	12%	79%	9%	55
Not Much Attention At All	1%	66%	33%	30
Gomez Supporter	31%	56%	13%	214
Markey Supporter	2%	88%	10%	271
Undecided/Other	5%	61%	33%	16
Decided Voter	16%	73%	10%	380
Leaning Voter	5%	83%	11%	52
Undecided Voter	9%	68%	23%	72
Brown Voter	26%	62%	12%	245
Coakley Voter	2%	88%	10%	186
Other/DK/Did Not Vote	4%	76%	20%	60
Male	18%	71%	11%	239
Female	11%	76%	14%	266
18 to 34	6%	90%	4%	43
35 to 49	10%	82%	8%	109
50 to 64	18%	69%	13%	184
65 and older	15%	71%	14%	139
High school or less	21%	61%	19%	66
Technical school/some college	20%	70%	10%	99
College graduate	13%	77%	10%	175
Postgraduate work	9%	78%	13%	154
White	15%	73%	12%	454
Minority	4%	80%	16%	30
Inside 128	10%	78%	12%	124
128 to 495	13%	78%	9%	165
Central MA	12%	70%	19%	85
Western MA	17%	64%	19%	63
Southern MA/Cape/Islands	24%	69%	7%	67
Land-line Only	13%	57%	30%	40
Mixed	14%	74%	12%	383
Cell-phone Only	17%	79%	4%	81

Decided 2013 Senate Vote

	Def. Decided Vote	Leaning Towards Someone	Still Trying To Decide	(N=)
STATEWIDE	76%	10%	14%	506
Democrat	78%	9%	12%	266
Independent	59%	15%	26%	77
Republican	83%	10%	7%	139
Reg. Democrat	83%	7%	10%	204
Reg. Indep/Other	65%	14%	21%	221
Reg. Republican	85%	8%	7%	81
Extremely Interested In Election	89%	6%	6%	159
Very Interested	78%	11%	11%	211
Somewhat Interested	61%	12%	26%	121
Not Very Interested	20%	29%	50%	15
Paying Lot of Attention To Election	85%	7%	8%	154
Some Attention	76%	12%	12%	266
Little Attention	62%	12%	25%	55
Not Much Attention At All	42%	8%	50%	30
Gomez Supporter	79%	9%	12%	215
Markey Supporter	75%	11%	14%	273
Undecided/Other	36%	6%	58%	15
Brown Voter	72%	12%	15%	245
Coakley Voter	85%	6%	9%	185
Other/DK/Did Not Vote	65%	17%	18%	59
Male	77%	10%	13%	241
Female	75%	10%	15%	265
18 to 34	61%	18%	20%	43
35 to 49	71%	15%	14%	109
50 to 64	80%	7%	13%	184
65 and older	78%	10%	13%	139
High school or less	71%	7%	22%	65
Technical school/some college	73%	8%	19%	99
College graduate	71%	14%	15%	178
Postgraduate work	86%	9%	6%	154
White	78%	10%	13%	456
Minority	52%	19%	29%	30
Inside 128	80%	7%	13%	124
128 to 495	78%	10%	12%	165
Central MA	63%	19%	18%	85
Western MA	75%	8%	18%	62
Southern MA/Cape/Islands	79%	6%	15%	69
Land-line Only	81%	4%	15%	39
Mixed	77%	11%	12%	382
Cell-phone Only	67%	9%	24%	84

Favorability – Ed Markey

	<u>Favorable</u>	<u>Neither Favorable Or Unfavorable</u>	<u>Unfavorable</u>	<u>Don't Know/Know Too Little To Say</u>	<u>(N=)</u>
STATEWIDE	53%	5%	36%	6%	507
Democrat	84%	4%	9%	3%	266
Independent	28%	14%	51%	7%	77
Republican	7%	4%	82%	8%	139
Reg. Democrat	81%	3%	13%	4%	203
Reg. Indep/Other	43%	8%	44%	6%	223
Reg. Republican	11%	5%	73%	12%	81
Extremely Interested In Election	53%	2%	40%	5%	160
Very Interested	54%	4%	37%	4%	211
Somewhat Interested	52%	11%	26%	11%	121
Not Very Interested	36%	0%	60%	3%	14
Paying Lot of Attention To Election	48%	3%	46%	3%	155
Some Attention	56%	5%	34%	5%	266
Little Attention	52%	10%	28%	11%	54
Not Much Attention At All	47%	9%	19%	25%	30
Gomez Supporter	8%	6%	79%	7%	216
Markey Supporter	91%	4%	1%	4%	272
Undecided/Other	25%	16%	43%	16%	16
Decided Voter	54%	3%	40%	3%	383
Leaning Voter	56%	5%	31%	8%	52
Undecided Voter	45%	16%	17%	22%	71
Brown Voter	20%	8%	66%	6%	245
Coakley Voter	92%	4%	3%	1%	185
Other/DK/Did Note Vote	65%	2%	19%	15%	60
Male	47%	3%	45%	5%	241
Female	58%	8%	28%	7%	266
18 to 34	62%	6%	21%	10%	43
35 to 49	52%	6%	35%	8%	109
50 to 64	51%	7%	37%	5%	184
65 and older	53%	4%	41%	3%	138
High school or less	46%	4%	37%	13%	66
Technical school/some college	39%	5%	47%	9%	99
College graduate	52%	4%	38%	6%	178
Postgraduate work	65%	8%	25%	1%	153
White	52%	6%	37%	5%	456
Minority	65%	0%	13%	22%	30
Inside 128	62%	7%	27%	4%	124
128 to 495	50%	3%	42%	5%	164
Central MA	48%	6%	40%	6%	85
Western MA	47%	7%	37%	10%	63
Southern MA/Cape/Islands	54%	6%	31%	9%	70
Land-line Only	57%	7%	35%	0%	40
Mixed	53%	5%	37%	6%	382
Cell-phone Only	51%	8%	32%	8%	84

Favorability – Gabriel Gomez

	<u>Favorable</u>	<u>Neither Favorable Or Unfavorable</u>	<u>Unfavorable</u>	<u>Don't Know/Know Too Little To Say</u>	<u>(N=)</u>
STATEWIDE	44%	8%	36%	11%	507
Democrat	16%	11%	60%	14%	266
Independent	67%	7%	14%	12%	77
Republican	91%	3%	2%	4%	139
Reg. Democrat	17%	10%	58%	15%	203
Reg. Indep/Other	53%	10%	28%	9%	223
Reg. Republican	87%	0%	5%	7%	81
Extremely Interested In Election	44%	8%	41%	7%	160
Very Interested	46%	8%	34%	13%	211
Somewhat Interested	42%	8%	37%	13%	121
Not Very Interested	49%	11%	21%	19%	14
Paying Lot of Attention To Election	52%	5%	38%	5%	155
Some Attention	40%	9%	40%	11%	266
Little Attention	39%	13%	32%	16%	54
Not Much Attention At All	46%	12%	8%	34%	30
Gomez Supporter	90%	3%	3%	4%	216
Markey Supporter	9%	12%	64%	15%	272
Undecided/Other	24%	19%	24%	33%	16
Decided Voter	45%	6%	42%	7%	383
Leaning Voter	48%	14%	16%	22%	52
Undecided Voter	37%	16%	23%	24%	71
Brown Voter	80%	4%	10%	6%	245
Coakley Voter	6%	15%	70%	10%	185
Other/DK/Did Note Vote	24%	3%	40%	33%	60
Male	52%	4%	35%	9%	241
Female	37%	12%	38%	14%	266
18 to 34	40%	2%	46%	11%	43
35 to 49	43%	11%	35%	11%	109
50 to 64	46%	7%	36%	11%	184
65 and older	48%	8%	34%	10%	138
High school or less	47%	4%	29%	20%	66
Technical school/some college	52%	12%	25%	11%	99
College graduate	49%	7%	32%	12%	178
Postgraduate work	33%	8%	53%	6%	153
White	47%	8%	36%	10%	456
Minority	14%	8%	48%	29%	30
Inside 128	36%	9%	45%	9%	124
128 to 495	49%	6%	35%	11%	164
Central MA	49%	7%	28%	16%	85
Western MA	44%	8%	35%	13%	63
Southern MA/Cape/Islands	41%	14%	37%	8%	70
Land-line Only	39%	5%	44%	12%	40
Mixed	45%	9%	34%	12%	382
Cell-phone Only	44%	4%	44%	8%	84

How Well Do You Know Ed Markey?

LIKELY MA VOTERS	<u>Know A Lot</u> 34%	<u>Know About Him Somewhat</u> 53%	<u>Know Little Or Nothing</u> 13%	<u>Don't Know/Not Sure</u> 0%	(N=) 504
Democrat	30%	61%	9%	0%	265
Independent	32%	53%	15%	0%	77
Republican	44%	42%	14%	0%	139
Reg. Democrat	32%	59%	9%	0%	203
Reg. Indep/Other	33%	50%	17%	0%	223
Reg. Republican	42%	47%	11%	0%	78
Extremely Interested In Election	51%	44%	5%	0%	155
Very Interested	31%	58%	10%	0%	211
Somewhat Interested	19%	57%	24%	0%	121
Not Very Interested	21%	56%	23%	0%	15
Paying Lot of Attention To Election	57%	39%	4%	0%	153
Some Attention	28%	60%	12%	0%	264
Little Attention	15%	56%	29%	0%	55
Not Much Attention At All	9%	59%	32%	0%	30
Gomez Supporter	41%	44%	15%	0%	213
Markey Supporter	30%	59%	11%	0%	271
Undecided/Other	6%	74%	14%	5%	16
Decided Voter	42%	50%	9%	0%	378
Leaning Voter	17%	69%	15%	0%	52
Undecided Voter	8%	61%	30%	1%	72
Brown Voter	36%	49%	14%	0%	243
Coakley Voter	34%	58%	8%	0%	186
Other/DK/Did Note Vote	24%	56%	19%	1%	60
Male	39%	49%	11%	0%	239
Female	30%	56%	14%	0%	265
18 to 34	32%	60%	8%	0%	43
35 to 49	23%	57%	19%	1%	109
50 to 64	37%	52%	11%	0%	184
65 and older	39%	52%	9%	0%	138
High school or less	32%	50%	18%	0%	66
Technical school/some college	30%	59%	10%	1%	99
College graduate	28%	59%	13%	0%	174
Postgraduate work	44%	44%	11%	0%	154
White	35%	54%	11%	0%	453
Minority	25%	51%	24%	0%	30
Inside 128	37%	48%	14%	0%	124
128 to 495	43%	47%	9%	1%	165
Central MA	24%	64%	12%	0%	83
Western MA	25%	57%	18%	0%	63
Southern MA/Cape/Islands	28%	58%	13%	0%	67
Land-line Only	38%	49%	13%	0%	40
Mixed	34%	53%	13%	0%	383
Cell-phone Only	35%	55%	10%	1%	80

How Well Do You Know Gabriel Gomez?

	<u>Know A Lot</u>	<u>Know About Him Somewhat</u>	<u>Know Little Or Nothing</u>	<u>Don't Know/Not Sure</u>	<u>(N=)</u>
LIKELY MA VOTERS	13%	59%	28%	0%	505
Democrat	8%	57%	35%	0%	267
Independent	17%	57%	26%	0%	77
Republican	21%	65%	13%	0%	139
Reg. Democrat	11%	51%	38%	0%	204
Reg. Indep/Other	14%	60%	25%	0%	223
Reg. Republican	17%	74%	8%	2%	78
Extremely Interested In Election	23%	59%	18%	0%	157
Very Interested	10%	62%	27%	0%	211
Somewhat Interested	5%	56%	38%	1%	121
Not Very Interested	10%	30%	60%	0%	15
Paying Lot of Attention To Election	26%	60%	14%	0%	155
Some Attention	6%	65%	28%	0%	264
Little Attention	13%	47%	40%	0%	55
Not Much Attention At All	6%	24%	69%	2%	30
Gomez Supporter	21%	66%	13%	1%	214
Markey Supporter	8%	54%	38%	0%	271
Undecided/Other	0%	52%	48%	0%	16
Decided Voter	16%	61%	22%	0%	380
Leaning Voter	3%	64%	33%	0%	52
Undecided Voter	5%	42%	52%	1%	72
Brown Voter	17%	62%	20%	1%	245
Coakley Voter	9%	60%	31%	0%	186
Other/DK/Did Not Vote	7%	42%	50%	1%	60
Male	16%	60%	24%	1%	239
Female	11%	58%	31%	0%	266
18 to 34	10%	73%	17%	0%	43
35 to 49	15%	55%	30%	0%	109
50 to 64	13%	61%	27%	0%	184
65 and older	14%	56%	30%	0%	139
High school or less	17%	47%	34%	2%	66
Technical school/some college	13%	58%	29%	0%	99
College graduate	11%	61%	28%	0%	175
Postgraduate work	13%	63%	24%	0%	154
White	13%	61%	26%	0%	454
Minority	7%	27%	66%	0%	30
Inside 128	10%	60%	30%	0%	124
128 to 495	13%	63%	24%	0%	165
Central MA	18%	53%	29%	0%	85
Western MA	11%	53%	34%	2%	63
Southern MA/Cape/Islands	16%	57%	27%	0%	67
Land-line Only	19%	46%	36%	0%	40
Mixed	13%	58%	28%	0%	383
Cell-phone Only	9%	67%	24%	0%	81

How Does Ed Markey Being In Congress For 37 Years Affect Your Vote?

LIKELY MA VOTERS	<u>More Likely To Vote For</u> 24%	<u>More Likely To Vote Against</u> 29%	<u>No Impact On Vote</u> 47%	<u>Don't Know/Not Sure</u> 1%	<u>(N=)</u> 505
Democrat	37%	7%	55%	1%	267
Independent	10%	44%	45%	0%	77
Republican	5%	67%	28%	0%	139
Reg. Democrat	36%	10%	53%	1%	204
Reg. Indep/Other	18%	34%	47%	0%	223
Reg. Republican	6%	66%	28%	0%	78
Extremely Interested In Election	25%	34%	39%	1%	157
Very Interested	20%	29%	51%	0%	211
Somewhat Interested	29%	24%	47%	0%	121
Not Very Interested	13%	27%	60%	0%	15
Paying Lot of Attention To Election	18%	38%	43%	1%	155
Some Attention	23%	27%	50%	0%	264
Little Attention	33%	20%	47%	0%	55
Not Much Attention At All	38%	25%	34%	3%	30
Gomez Supporter	4%	64%	31%	1%	214
Markey Supporter	38%	3%	59%	0%	271
Undecided/Other	37%	18%	45%	0%	16
Decided Voter	23%	31%	45%	1%	380
Leaning Voter	29%	25%	46%	0%	52
Undecided Voter	21%	23%	55%	0%	72
Brown Voter	11%	54%	34%	1%	245
Coakley Voter	35%	4%	60%	0%	186
Other/DK/Did Note Vote	40%	9%	50%	2%	60
Male	18%	33%	48%	0%	239
Female	28%	26%	45%	1%	266
18 to 34	32%	12%	56%	0%	43
35 to 49	23%	32%	45%	1%	109
50 to 64	23%	31%	46%	0%	184
65 and older	23%	32%	44%	1%	139
High school or less	30%	22%	46%	1%	66
Technical school/some college	20%	38%	42%	0%	99
College graduate	21%	31%	47%	1%	175
Postgraduate work	25%	25%	50%	0%	154
White	22%	31%	47%	1%	454
Minority	53%	6%	40%	0%	30
Inside 128	25%	24%	52%	0%	124
128 to 495	21%	32%	47%	0%	165
Central MA	26%	30%	42%	2%	85
Western MA	29%	33%	36%	1%	63
Southern MA/Cape/Islands	19%	31%	50%	0%	67
Land-line Only	30%	25%	43%	2%	40
Mixed	23%	31%	46%	0%	383
Cell-phone Only	23%	23%	52%	2%	81

How Does Ed Markey Voting to Raise Taxes 231 Times Affect Your Vote?

	<u>More Likely To Vote For</u>	<u>More Likely To Vote Against</u>	<u>No Impact On Vote</u>	<u>Don't Know/Not Sure</u>	<u>(N=)</u>
LIKELY MA VOTERS	7%	39%	51%	3%	504
Democrat	11%	12%	74%	3%	263
Independent	0%	56%	44%	0%	76
Republican	0%	83%	17%	0%	139
Reg. Democrat	12%	14%	71%	3%	202
Reg. Indep/Other	4%	50%	43%	3%	222
Reg. Republican	0%	74%	26%	0%	81
Extremely Interested In Election	7%	37%	53%	4%	157
Very Interested	6%	43%	49%	2%	210
Somewhat Interested	8%	36%	54%	2%	121
Not Very Interested	0%	47%	53%	0%	15
Paying Lot of Attention To Election	8%	46%	43%	3%	153
Some Attention	6%	36%	56%	2%	265
Little Attention	4%	40%	51%	5%	55
Not Much Attention At All	13%	36%	52%	0%	30
Gomez Supporter	1%	80%	19%	0%	213
Markey Supporter	11%	6%	79%	4%	269
Undecided/Other	0%	59%	23%	18%	16
Decided Voter	7%	40%	52%	2%	379
Leaning Voter	0%	39%	59%	2%	52
Undecided Voter	10%	39%	45%	7%	72
Brown Voter	2%	69%	28%	1%	243
Coakley Voter	13%	5%	78%	4%	184
Other/DK/Did Note Vote	3%	29%	66%	2%	60
Male	8%	46%	45%	1%	240
Female	5%	33%	57%	4%	264
18 to 34	14%	32%	54%	0%	43
35 to 49	1%	44%	53%	2%	109
50 to 64	8%	38%	53%	1%	183
65 and older	6%	41%	48%	5%	137
High school or less	6%	48%	42%	5%	66
Technical school/some college	6%	49%	43%	2%	98
College graduate	5%	42%	51%	2%	177
Postgraduate work	8%	26%	63%	2%	152
White	6%	41%	52%	2%	453
Minority	13%	25%	62%	0%	30
Inside 128	11%	33%	53%	4%	123
128 to 495	8%	38%	52%	2%	165
Central MA	1%	50%	48%	1%	83
Western MA	7%	36%	52%	5%	63
Southern MA/Cape/Islands	3%	44%	51%	2%	70
Land-line Only	2%	42%	47%	9%	40
Mixed	6%	40%	52%	2%	382
Cell-phone Only	13%	35%	51%	2%	82

How Does Gomez Holding No Previous Elected Office Affect Your Vote?

	<u>More Likely To Vote For</u>	<u>More Likely To Vote Against</u>	<u>No Impact On Vote</u>	<u>Don't Know/Not Sure</u>	<u>(N=)</u>
LIKELY MA VOTERS	23%	23%	53%	1%	506
Democrat	4%	36%	59%	2%	265
Independent	37%	13%	50%	0%	77
Republican	54%	1%	43%	1%	139
Reg. Democrat	5%	37%	56%	2%	203
Reg. Indep/Other	33%	15%	51%	2%	223
Reg. Republican	43%	7%	49%	0%	81
Extremely Interested In Election	27%	32%	40%	1%	158
Very Interested	25%	16%	57%	1%	211
Somewhat Interested	15%	23%	62%	1%	121
Not Very Interested	26%	13%	61%	0%	15
Paying Lot of Attention To Election	31%	23%	44%	3%	153
Some Attention	20%	23%	56%	0%	266
Little Attention	19%	29%	52%	0%	55
Not Much Attention At All	19%	11%	70%	0%	30
Gomez Supporter	52%	3%	44%	1%	213
Markey Supporter	2%	38%	59%	1%	271
Undecided/Other	8%	6%	69%	17%	16
Decided Voter	26%	23%	50%	1%	381
Leaning Voter	22%	18%	58%	2%	52
Undecided Voter	12%	24%	63%	1%	72
Brown Voter	43%	7%	50%	0%	243
Coakley Voter	2%	40%	57%	1%	186
Other/DK/Did Note Vote	13%	24%	58%	5%	60
Male	28%	22%	49%	1%	242
Female	19%	23%	56%	2%	265
18 to 34	15%	28%	57%	0%	43
35 to 49	17%	24%	59%	0%	109
50 to 64	23%	21%	55%	2%	184
65 and older	31%	23%	45%	1%	138
High school or less	22%	15%	57%	6%	66
Technical school/some college	37%	18%	45%	0%	99
College graduate	23%	23%	53%	1%	177
Postgraduate work	16%	29%	56%	0%	154
White	25%	21%	54%	1%	455
Minority	7%	47%	39%	7%	30
Inside 128	13%	27%	59%	1%	124
128 to 495	29%	23%	47%	1%	165
Central MA	29%	22%	48%	1%	83
Western MA	22%	15%	61%	2%	63
Southern MA/Cape/Islands	21%	22%	53%	3%	70
Land-line Only	30%	21%	45%	5%	40
Mixed	23%	24%	52%	1%	383
Cell-phone Only	20%	19%	60%	1%	82

How Does Gomez Abortion Views Affect Your Vote?

	<u>More Likely To Vote For</u> 18%	<u>More Likely To Vote Against</u> 29%	<u>No Impact On Vote</u> 51%	<u>Don't Know/ Not Sure</u> 2%	<u>(N=)</u> 503
LIKELY MA VOTERS					
Democrat	6%	49%	43%	2%	265
Independent	27%	7%	64%	2%	76
Republican	34%	4%	61%	1%	138
Reg. Democrat	7%	46%	46%	2%	203
Reg. Indep/Other	23%	22%	53%	2%	220
Reg. Republican	30%	6%	63%	1%	81
Extremely Interested In Election	22%	32%	44%	2%	156
Very Interested	15%	28%	56%	1%	210
Somewhat Interested	17%	28%	54%	2%	121
Not Very Interested	20%	16%	60%	4%	15
Paying Lot of Attention To Election	18%	31%	50%	1%	151
Some Attention	16%	32%	50%	2%	266
Little Attention	15%	21%	62%	2%	55
Not Much Attention At All	36%	11%	50%	4%	30
Gomez Supporter	34%	4%	61%	1%	211
Markey Supporter	6%	50%	42%	2%	270
Undecided/Other	6%	17%	71%	6%	16
Decided Voter	16%	32%	50%	2%	379
Leaning Voter	27%	20%	53%	0%	51
Undecided Voter	20%	18%	60%	3%	72
Brown Voter	31%	10%	58%	1%	242
Coakley Voter	3%	56%	38%	3%	186
Other/DK/Did Not Vote	13%	25%	61%	2%	60
Male	18%	25%	56%	1%	240
Female	18%	33%	47%	3%	264
18 to 34	17%	34%	49%	0%	43
35 to 49	16%	32%	52%	0%	109
50 to 64	17%	34%	48%	1%	184
65 and older	20%	22%	55%	2%	136
High school or less	18%	16%	66%	0%	66
Technical school/some college	20%	20%	59%	1%	97
College graduate	19%	25%	54%	3%	177
Postgraduate work	15%	46%	39%	1%	154
White	18%	30%	51%	1%	454
Minority	17%	27%	53%	3%	30
Inside 128	12%	43%	44%	1%	123
128 to 495	20%	26%	53%	1%	165
Central MA	15%	29%	54%	2%	83
Western MA	19%	17%	61%	3%	62
Southern MA/Cape/Islands	24%	23%	50%	3%	70
Land-line Only	28%	24%	45%	2%	40
Mixed	18%	29%	51%	2%	381
Cell-phone Only	10%	33%	57%	0%	82

How Important Is It To You That A Gomez Victory Could Help Lead To A GOP Majority?

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Sure</u>	<u>(N=)</u>
LIKELY MA VOTERS	58%	23%	7%	10%	1%	503
Democrat	64%	19%	6%	10%	1%	263
Independent	33%	34%	7%	26%	1%	77
Republican	64%	27%	7%	1%	1%	139
Reg. Democrat	67%	16%	5%	12%	0%	201
Reg. Indep/Other	47%	29%	10%	11%	2%	222
Reg. Republican	67%	26%	4%	2%	0%	81
Extremely Interested In Election	63%	16%	8%	11%	3%	158
Very Interested	64%	25%	3%	7%	0%	209
Somewhat Interested	47%	31%	10%	13%	0%	121
Not Very Interested	21%	16%	38%	25%	0%	15
Paying Lot of Attention To Election	66%	18%	5%	10%	2%	153
Some Attention	60%	27%	5%	7%	0%	264
Little Attention	48%	25%	17%	7%	4%	55
Not Much Attention At All	22%	18%	18%	43%	0%	30
Gomez Supporter	54%	27%	11%	7%	1%	214
Markey Supporter	64%	20%	4%	11%	1%	267
Undecided/Other	24%	40%	2%	28%	6%	16
Decided Voter	66%	19%	5%	8%	1%	379
Leaning Voter	45%	36%	8%	11%	0%	51
Undecided Voter	25%	37%	17%	20%	1%	72
Brown Voter	54%	30%	9%	7%	1%	245
Coakley Voter	69%	16%	5%	9%	2%	182
Other/DK/Did Note Vote	48%	23%	3%	24%	2%	60
Male	59%	22%	7%	11%	1%	242
Female	57%	24%	7%	9%	2%	262
18 to 34	55%	19%	17%	9%	0%	43
35 to 49	57%	24%	10%	9%	0%	107
50 to 64	55%	27%	4%	12%	2%	183
65 and older	66%	20%	5%	8%	1%	138
High school or less	58%	22%	9%	9%	2%	65
Technical school/some college	57%	25%	6%	10%	2%	99
College graduate	51%	28%	10%	10%	1%	177
Postgraduate work	69%	17%	4%	10%	0%	152
White	60%	23%	7%	8%	1%	453
Minority	49%	21%	1%	28%	1%	29
Inside 128	65%	21%	5%	9%	0%	124
128 to 495	56%	23%	9%	11%	1%	163
Central MA	53%	27%	8%	11%	1%	83
Western MA	63%	23%	1%	10%	3%	63
Southern MA/Cape/Islands	55%	26%	10%	8%	1%	70
Land-line Only	76%	5%	0%	16%	2%	40
Mixed	56%	27%	7%	9%	1%	379
Cell-phone Only	60%	18%	11%	11%	0%	84

How Do Gomez/Markey Positions on Military Assault Weapons Affect Your Vote?

	<u>Major Impact On Vote</u> 50%	<u>Minor Impact On Vote</u> 27%	<u>No Impact On Vote</u> 20%	<u>Don't Know/ Not Sure</u> 2%	<u>(N=)</u> 506
LIKELY MA VOTERS					
Democrat	72%	17%	8%	3%	265
Independent	30%	31%	38%	1%	77
Republican	23%	45%	30%	2%	139
Reg. Democrat	71%	15%	11%	3%	203
Reg. Indep/Other	40%	33%	25%	1%	223
Reg. Republican	24%	43%	30%	3%	81
Extremely Interested In Election	58%	22%	18%	2%	158
Very Interested	50%	28%	20%	2%	211
Somewhat Interested	42%	34%	23%	1%	121
Not Very Interested	33%	20%	35%	11%	15
Paying Lot of Attention To Election	57%	22%	17%	5%	153
Some Attention	49%	29%	21%	1%	266
Little Attention	46%	35%	19%	0%	55
Not Much Attention At All	28%	31%	35%	6%	30
Gomez Supporter	23%	42%	34%	2%	213
Markey Supporter	73%	16%	9%	2%	271
Undecided/Other	25%	45%	13%	17%	16
Decided Voter	53%	25%	20%	2%	381
Leaning Voter	50%	37%	13%	0%	52
Undecided Voter	33%	35%	28%	4%	72
Brown Voter	30%	37%	31%	2%	243
Coakley Voter	76%	16%	6%	1%	186
Other/DK/Did Note Vote	51%	27%	15%	7%	60
Male	50%	26%	23%	1%	242
Female	50%	28%	18%	4%	265
18 to 34	48%	37%	15%	0%	43
35 to 49	50%	34%	17%	0%	109
50 to 64	50%	26%	21%	3%	184
65 and older	55%	18%	24%	3%	138
High school or less	43%	26%	25%	6%	66
Technical school/some college	43%	25%	30%	2%	99
College graduate	51%	30%	18%	1%	177
Postgraduate work	57%	26%	15%	1%	154
White	50%	28%	20%	2%	455
Minority	48%	21%	23%	8%	30
Inside 128	61%	16%	21%	3%	124
128 to 495	46%	32%	20%	2%	165
Central MA	43%	37%	18%	1%	83
Western MA	52%	22%	22%	3%	63
Southern MA/Cape/Islands	45%	29%	22%	4%	70
Land-line Only	57%	19%	24%	0%	40
Mixed	47%	31%	19%	3%	383
Cell-phone Only	60%	14%	27%	0%	82

Which Candidate Do You Think Best Understands People Like You?

LIKELY MA VOTERS	<u>Gabriel Gomez</u> 39%	<u>Ed Markey</u> 47%	<u>No Difference</u> 9%	<u>Not Sure</u> 5%	<u>(N=)</u> 505
Democrat	10%	77%	10%	3%	265
Independent	54%	23%	10%	13%	77
Republican	89%	3%	4%	4%	138
Reg. Democrat	13%	77%	7%	3%	202
Reg. Indep/Other	45%	33%	13%	9%	222
Reg. Republican	87%	8%	4%	1%	81
Extremely Interested In Election	40%	48%	7%	6%	157
Very Interested	40%	48%	7%	5%	211
Somewhat Interested	36%	46%	11%	6%	121
Not Very Interested	43%	23%	31%	3%	15
Paying Lot of Attention To Election	47%	44%	6%	3%	152
Some Attention	36%	51%	9%	4%	266
Little Attention	33%	44%	14%	9%	55
Not Much Attention At All	38%	33%	13%	16%	30
Gomez Supporter	86%	4%	5%	5%	213
Markey Supporter	2%	83%	11%	4%	270
Undecided/Other	43%	9%	22%	26%	16
Decided Voter	41%	50%	6%	3%	381
Leaning Voter	38%	39%	20%	4%	52
Undecided Voter	29%	34%	17%	21%	70
Brown Voter	72%	16%	7%	4%	243
Coakley Voter	4%	83%	9%	4%	186
Other/DK/Did Not Vote	17%	59%	12%	12%	60
Male	48%	41%	8%	3%	241
Female	31%	52%	10%	7%	264
18 to 34	27%	54%	13%	6%	43
35 to 49	44%	41%	11%	4%	108
50 to 64	41%	46%	7%	5%	184
65 and older	40%	49%	5%	7%	138
High school or less	46%	44%	3%	7%	66
Technical school/some college	51%	41%	3%	5%	99
College graduate	39%	44%	11%	5%	176
Postgraduate work	29%	53%	13%	5%	154
White	41%	45%	9%	5%	455
Minority	12%	70%	6%	12%	30
Inside 128	29%	51%	12%	8%	123
128 to 495	43%	44%	8%	5%	165
Central MA	48%	42%	8%	2%	83
Western MA	36%	50%	4%	10%	63
Southern MA/Cape/Islands	40%	47%	11%	1%	70
Land-line Only	33%	53%	8%	6%	40
Mixed	41%	45%	8%	6%	382
Cell-phone Only	34%	49%	14%	2%	82

Which Candidate Do You Think Is Most Likeable?

LIKELY MA VOTERS	<u>Gabriel Gomez</u> 41%	<u>Ed Markey</u> 30%	<u>No Difference</u> 19%	<u>Not Sure</u> 11%	<u>(N=)</u> 504
Democrat	20%	47%	23%	10%	265
Independent	52%	12%	17%	20%	77
Republican	79%	4%	9%	8%	137
Reg. Democrat	23%	45%	21%	11%	203
Reg. Indep/Other	45%	22%	19%	13%	221
Reg. Republican	73%	10%	13%	4%	79
Extremely Interested In Election	44%	32%	15%	9%	158
Very Interested	42%	26%	20%	12%	210
Somewhat Interested	36%	35%	17%	11%	120
Not Very Interested	39%	0%	50%	11%	15
Paying Lot of Attention To Election	49%	31%	13%	7%	153
Some Attention	40%	32%	19%	10%	266
Little Attention	36%	25%	27%	12%	55
Not Much Attention At All	19%	15%	31%	35%	30
Gomez Supporter	77%	6%	7%	10%	213
Markey Supporter	14%	50%	25%	10%	269
Undecided/Other	25%	9%	33%	33%	16
Decided Voter	44%	32%	15%	9%	380
Leaning Voter	43%	21%	29%	7%	52
Undecided Voter	23%	24%	28%	25%	71
Brown Voter	68%	11%	11%	10%	244
Coakley Voter	15%	51%	25%	9%	185
Other/DK/Did Not Vote	19%	39%	22%	20%	60
Male	50%	25%	17%	8%	240
Female	32%	34%	20%	14%	264
18 to 34	23%	50%	17%	10%	43
35 to 49	46%	30%	15%	9%	109
50 to 64	42%	27%	16%	14%	182
65 and older	43%	28%	21%	8%	139
High school or less	40%	33%	11%	16%	66
Technical school/some college	53%	23%	16%	8%	98
College graduate	43%	28%	20%	9%	176
Postgraduate work	31%	34%	24%	12%	153
White	42%	29%	19%	10%	454
Minority	23%	39%	11%	27%	30
Inside 128	34%	34%	25%	8%	122
128 to 495	39%	29%	16%	16%	164
Central MA	51%	23%	18%	8%	84
Western MA	43%	36%	6%	15%	63
Southern MA/Cape/Islands	42%	26%	27%	5%	70
Land-line Only	38%	37%	18%	7%	40
Mixed	42%	27%	19%	12%	380
Cell-phone Only	35%	37%	20%	7%	84

Which Candidate Do You Think Would Be Best Able To Work With The Opposite Party?

LIKELY MA VOTERS	<u>Gabriel Gomez</u> 39%	<u>Ed Markey</u> 41%	<u>No Difference</u> 9%	<u>Not Sure</u> 11%	<u>(N=)</u> 504
Democrat	13%	66%	10%	12%	262
Independent	55%	21%	11%	13%	77
Republican	84%	6%	3%	7%	139
Reg. Democrat	15%	66%	6%	13%	201
Reg. Indep/Other	46%	28%	13%	13%	222
Reg. Republican	78%	12%	7%	4%	81
Extremely Interested In Election	40%	45%	9%	6%	158
Very Interested	44%	35%	8%	13%	209
Somewhat Interested	32%	44%	12%	12%	121
Not Very Interested	26%	49%	7%	17%	15
Paying Lot of Attention To Election	51%	38%	4%	7%	151
Some Attention	37%	42%	10%	12%	266
Little Attention	29%	44%	16%	11%	55
Not Much Attention At All	18%	42%	15%	24%	30
Gomez Supporter	80%	7%	5%	7%	214
Markey Supporter	6%	71%	11%	12%	267
Undecided/Other	37%	9%	16%	38%	16
Decided Voter	43%	43%	7%	8%	378
Leaning Voter	32%	34%	16%	17%	52
Undecided Voter	25%	35%	18%	21%	72
Brown Voter	70%	15%	8%	6%	245
Coakley Voter	5%	72%	10%	13%	182
Other/DK/Did Not Vote	17%	52%	6%	25%	60
Male	47%	35%	10%	9%	239
Female	32%	46%	9%	13%	265
18 to 34	30%	58%	6%	6%	43
35 to 49	38%	30%	17%	15%	109
50 to 64	37%	43%	7%	13%	181
65 and older	46%	41%	7%	7%	138
High school or less	39%	43%	8%	10%	66
Technical school/some college	51%	33%	5%	11%	98
College graduate	40%	39%	12%	9%	178
Postgraduate work	30%	47%	10%	14%	150
White	41%	40%	9%	10%	453
Minority	16%	53%	12%	19%	30
Inside 128	30%	49%	9%	12%	121
128 to 495	41%	40%	9%	11%	165
Central MA	42%	36%	8%	14%	85
Western MA	40%	43%	7%	11%	62
Southern MA/Cape/Islands	43%	34%	14%	8%	70
Land-line Only	24%	54%	9%	13%	40
Mixed	40%	41%	8%	12%	382
Cell-phone Only	41%	35%	16%	7%	81

Which Candidate Do You Trust More To Handle The Country's Economic Problems?

LIKELY MA VOTERS	<u>Gabriel Gomez</u> 38%	<u>Ed Markey</u> 47%	<u>No Difference</u> 7%	<u>Not Sure</u> 8%	<u>(N=)</u> 503
Democrat	7%	77%	9%	7%	265
Independent	61%	20%	8%	11%	77
Republican	90%	5%	1%	5%	139
Reg. Democrat	11%	75%	8%	6%	202
Reg. Indep/Other	46%	35%	8%	11%	223
Reg. Republican	86%	10%	1%	3%	78
Extremely Interested In Election	44%	45%	5%	7%	156
Very Interested	41%	46%	5%	8%	211
Somewhat Interested	30%	54%	8%	9%	121
Not Very Interested	14%	38%	45%	3%	14
Paying Lot of Attention To Election	50%	41%	6%	2%	154
Some Attention	37%	51%	4%	9%	264
Little Attention	24%	49%	16%	11%	54
Not Much Attention At All	19%	44%	15%	21%	30
Gomez Supporter	85%	6%	3%	6%	213
Markey Supporter	2%	81%	9%	8%	271
Undecided/Other	31%	24%	23%	22%	16
Decided Voter	44%	49%	4%	4%	380
Leaning Voter	33%	45%	11%	11%	51
Undecided Voter	15%	39%	20%	27%	71
Brown Voter	71%	16%	8%	6%	245
Coakley Voter	3%	85%	4%	8%	184
Other/DK/Did Not Vote	15%	61%	6%	17%	60
Male	46%	41%	6%	7%	237
Female	32%	52%	7%	9%	266
18 to 34	21%	59%	9%	11%	43
35 to 49	38%	50%	6%	6%	108
50 to 64	40%	45%	9%	6%	184
65 and older	44%	45%	3%	8%	138
High school or less	37%	41%	14%	7%	66
Technical school/some college	49%	37%	5%	9%	99
College graduate	40%	47%	5%	8%	175
Postgraduate work	30%	56%	7%	6%	152
White	40%	47%	5%	8%	452
Minority	11%	63%	19%	7%	30
Inside 128	26%	62%	7%	5%	124
128 to 495	43%	42%	9%	6%	164
Central MA	42%	38%	6%	13%	85
Western MA	39%	47%	1%	12%	63
Southern MA/Cape/Islands	44%	44%	5%	6%	67
Land-line Only	38%	45%	0%	17%	40
Mixed	40%	45%	7%	8%	382
Cell-phone Only	29%	57%	10%	3%	81

Which Candidate Do You Trust More To Handle National Security Issues?

LIKELY MA VOTERS	<u>Gabriel Gomez</u> 42%	<u>Ed Markey</u> 45%	<u>No Difference</u> 7%	<u>Not Sure</u> 6%	<u>(N=)</u> 506
Democrat	13%	72%	8%	7%	266
Independent	62%	19%	11%	8%	76
Republican	91%	5%	2%	2%	139
Reg. Democrat	16%	71%	8%	5%	203
Reg. Indep/Other	51%	34%	6%	9%	222
Reg. Republican	83%	9%	7%	2%	81
Extremely Interested In Election	45%	46%	5%	4%	159
Very Interested	45%	43%	6%	6%	211
Somewhat Interested	36%	45%	10%	9%	121
Not Very Interested	20%	51%	22%	7%	14
Paying Lot of Attention To Election	53%	39%	5%	2%	154
Some Attention	39%	46%	7%	7%	266
Little Attention	30%	52%	9%	9%	54
Not Much Attention At All	30%	45%	10%	15%	30
Gomez Supporter	90%	4%	3%	3%	212
Markey Supporter	6%	77%	8%	8%	271
Undecided/Other	17%	34%	28%	21%	16
Decided Voter	45%	46%	7%	2%	383
Leaning Voter	45%	36%	11%	7%	50
Undecided Voter	24%	43%	6%	27%	72
Brown Voter	75%	14%	7%	4%	245
Coakley Voter	7%	82%	3%	8%	184
Other/DK/Did Not Vote	21%	55%	12%	12%	60
Male	51%	38%	7%	4%	241
Female	34%	50%	7%	9%	265
18 to 34	38%	51%	8%	4%	42
35 to 49	41%	48%	4%	6%	108
50 to 64	42%	44%	10%	4%	184
65 and older	46%	43%	3%	8%	139
High school or less	45%	42%	10%	3%	66
Technical school/some college	49%	35%	7%	9%	99
College graduate	48%	41%	5%	5%	177
Postgraduate work	30%	55%	8%	7%	153
White	44%	44%	6%	6%	455
Minority	21%	57%	20%	3%	30
Inside 128	31%	61%	5%	3%	123
128 to 495	48%	39%	9%	3%	165
Central MA	49%	31%	6%	13%	85
Western MA	39%	48%	1%	11%	63
Southern MA/Cape/Islands	41%	41%	11%	7%	70
Land-line Only	40%	49%	0%	11%	40
Mixed	42%	44%	8%	6%	383
Cell-phone Only	42%	46%	8%	4%	83