

**WBUR Tracking Poll
Massachusetts 2014 General Election
Field Dates September 24-27, 2014**

I'm going to read you the names of several people who are active in public affairs. After I read each one please tell me if you have a generally favorable or generally unfavorable view of the person. If you have never heard of the person or if you are undecided, please just say so. **READ FIRST NAME.** How about **READ NEXT NAME?**

REPEAT QUESTION TEXT ONLY IF NECESSARY, PROBE IF RESPONDENT SAYS "DON'T KNOW".

Have you heard of **READ NAME** and are undecided about (him/her)? Or **PAUSE** have you never heard of (him/her)?

<i>Order rotated.</i>		Favorable	Unfavorable	Heard of / Undecided	Never heard of	Refused
Charlie Baker	Sept. 24-27	47%	22%	27%	5%	1%
	Sept. 16-21	42%	24%	29%	4%	1%
	Sept. 11-14	42%	21%	27%	9%	<1%
	Sept. 2-7	41%	17%	30%	12%	<1%
	Aug. 24-31	36%	18%	29%	16%	1%
Martha Coakley	Sept. 24-27	44%	38%	15%	3%	<1%
	Sept. 16-21	51%	30%	16%	2%	1%
	Sept. 11-14	47%	33%	16%	3%	<1%
	Sept. 2-7	42%	36%	20%	3%	<1%
	Aug. 24-31	47%	30%	19%	3%	<1%
Jeff McCormick	Sept. 24-27	5%	5%	26%	63%	1%
	Sept. 16-21	6%	3%	23%	67%	1%
	Sept. 11-14	5%	4%	21%	69%	1%
	Sept. 2-7	4%	3%	25%	67%	<1%
	Aug. 24-31	4%	4%	23%	68%	<1%
Evan Falchuk	Sept. 24-27	4%	6%	25%	65%	<1%
	Sept. 16-21	5%	4%	24%	66%	1%
	Sept. 11-14	4%	4%	20%	70%	1%
	Sept. 2-7	3%	4%	18%	74%	<1%
	Aug. 24-31	4%	7%	15%	74%	<1%
Scott Lively	Sept. 24-27	3%	4%	21%	72%	<1%
	Sept. 16-21	3%	5%	18%	73%	1%
	Sept. 11-14	3%	3%	21%	71%	1%
	Sept. 2-7	3%	1%	18%	77%	<1%
	Aug. 24-31	2%	3%	17%	77%	1%

If the election for Governor of Massachusetts were held today, and the candidates were Democrat Martha Coakley, Republican Charlie Baker, independent Evan Falchuk, independent Jeff McCormick, and independent Scott Lively for whom would you vote? *Order rotated.*

If undecided ask... Even though you say you are undecided -- which way are you leaning as of today-- Democrat Martha Coakley, Republican Charlie Baker, independent Evan Falchuk, independent Jeff McCormick, or independent Scott Lively? *Order rotated.*

Initial preference (without leaners)	Sept. 24-27	Sept. 16-21	Sept. 11-14	Sept. 2-7	Aug. 24-31
Martha Coakley	41%	43%	41%	39%	40%
Charlie Baker	38%	34%	34%	34%	31%
Evan Falchuk	1%	2%	<1%	1%	1%
Jeff McCormick	2%	1%	2%	1%	2%
Scott Lively	1%	<1%	1%	1%	1%
Some other candidate (not read)	<1%	1%	1%	2%	2%
Would not vote (not read)	0%	1%	1%	1%	1%
Don't Know / Refused	17%	18%	20%	20%	21%

Vote preference with leaners			
Martha Coakley	44%	46%	44%
Charlie Baker	41%	36%	35%
Evan Falchuk	1%	2%	<1%
Jeff McCormick	2%	1%	2%
Scott Lively	1%	1%	1%
Some other candidate (not read)	>1%	1%	1%
Would not vote (not read)	0%	1%	1%
Don't Know / Refused	11%	12%	15%

There also will be a measure on the November ballot dealing with casinos. 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 for this measure were held today, would you vote yes or no?

If undecided ask... How are you leaning as of today?

	Sept. 24-27	Sept. 16-21	Sept. 11-14	Sept. 2-7	Aug. 24-31
Yes	35%	41%	41%	40%	37%
No	55%	51%	52%	54%	52%
Don't Know / Undecided (not read)	9%	7%	7%	7%	10%
Refused (not read)	1%	<1%	0%	<1%	<1%

I would like to ask you just a few more questions on another topic.

Would you say you are an NFL football fan, or not?

Yes I am	64%
No I am not	36%
Don't Know /Refused	1%

Do you think the NFL, as an organization, portrays women in a _____ on its broadcasts, or in a _____? *Order rotated.*

Respectful manner	30%
Disrespectful manner	34%
Both / neither / depends (not read)	15%
Don't Know /Refused	21%

How closely, if at all, have you been following news about alleged domestic violence and child abuse by several NFL football players —very closely, somewhat closely, not too closely, or not at all?

Very closely	36%
Somewhat closely	47%
Not too closely	11%
Not at all	5%
Don't Know /Refused	1%

As you may know, there have been news reports recently about several incidents of domestic violence and child abuse by NFL football players. Do you approve or disapprove of how the NFL has responded to these reports?

Approve	20%
Disapprove	61%
Don't Know /Refused	19%

Do you think NFL commissioner Roger Goodell should resign over the league's handling of the domestic violence issue, or not?

Should resign	32%
Should not resign	47%
Don't Know /Refused	21%

How closely, if at all, have you been following news about concussions and other head injuries among NFL football players —very closely, somewhat closely, not too closely, or not at all?

Very closely	29%
Somewhat closely	41%
Not too closely	19%
Not at all	9%
Don't Know /Refused	1%

As you may know, there have been news reports recently long term health problems for NFL football players caused by head injuries suffered while playing football. Do you approve or disapprove of how the NFL has responded to these reports?

Approve	29%
Disapprove	37%
Don't Know /Refused	34%

Has any of these recent news reports about domestic violence and head injuries in the NFL made you watch _____, _____, or has it not changed the amount you watch NFL football? *First two options rotated.*

More NFL football	2%
Less NFL football	9%
Has made no change	87%
Don't Know /Refused	3%

Demographics

Race

White / Caucasian	84%
All others	13%
Don't Know / Refused	4%

Age

18 to 29	12%
30 to 44	26%
45 to 59	33%
60+	29%

Gender

Male	48%
Female	52%

Party Registration

Democrat	36%
Republican	12%
Independent / Unenrolled	52%

Education

High School or less	18%
Some college, no degree	29%
College graduate (BA/BS)	31%
Advanced degree	21%
Don't Know / Refused	2%

About the Poll

These results are based on a survey of 503 likely voters in the November 2014 Massachusetts general election. These questions were asked September 24-27, 2014 as a part of the WBUR Tracking Poll. Live telephone interviews were conducted via both landline and cell phone using conventional registration based sampling procedures. The margin of sampling error for the full sample is +/- 4.4 percent with a 95 percent level of confidence. The poll was sponsored by WBUR, a National Public Radio station in the Boston area.