

**WBUR Tracking Poll  
Massachusetts 2014 General Election  
Field Dates October 1-4, 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	Oct. 1-4	46%	21%	25%	8%	<1%
	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	Oct. 1-4	41%	39%	16%	3%	1%
	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	Oct. 1-4	6%	5%	27%	61%	1%
	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	Oct. 1-4	6%	6%	23%	64%	1%
	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	Oct. 1-4	5%	7%	26%	60%	1%
	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.*

<b>Initial preference (without leaners)</b>	Oct. 1-4	Sept. 24-27	Sept. 16-21	Sept. 11-14	Sept. 2-7	Aug. 24-31
Martha Coakley	38%	41%	43%	41%	39%	40%
Charlie Baker	37%	38%	34%	34%	34%	31%
Evan Falchuk	1%	1%	2%	<1%	1%	1%
Jeff McCormick	2%	2%	1%	2%	1%	2%
Scott Lively	1%	1%	<1%	1%	1%	1%
Some other candidate (not read)	<1%	<1%	1%	1%	2%	2%
Would not vote (not read)	1%	0%	1%	1%	1%	1%
Don't Know / Refused	19%	17%	18%	20%	20%	21%

**Vote preference with leaners**

Martha Coakley	41%	44%	46%	44%
Charlie Baker	39%	41%	36%	35%
Evan Falchuk	2%	1%	2%	<1%
Jeff McCormick	2%	2%	1%	2%
Scott Lively	1%	1%	1%	1%
Some other candidate (not read)	1%	>1%	1%	1%
Would not vote (not read)	1%	0%	1%	1%
Don't Know / Refused	13%	11%	12%	15%

If the election for U.S. Senate were held today, and the candidates were Democrat Ed Markey and Republican Brian Herr, 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 Ed Markey or Republican Brian Herr? *Order rotated.*

	Oct. 1-4	Sept. 16-21
<b>Initial preference (without leaners)</b>		
Ed Markey	53%	55%
Brian Herr	30%	28%
Some other candidate (not read)	1%	1%
Would not vote (not read)	2%	1%
Don't Know / Refused	14%	14%
<b>Vote preference with leaners</b>		
Ed Markey	56%	58%
Brian Herr	30%	30%
Some other candidate (not read)	1%	1%
Would not vote (not read)	3%	1%
Don't Know / Refused	10%	10%

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?

	Oct. 1-4	Sept. 24-27	Sept. 16-21	Sept. 11-14	Sept. 2-7	Aug. 24-31
Yes	44%	35%	41%	41%	40%	37%
No	49%	55%	51%	52%	54%	52%
Don't Know / Undecided (not read)	7%	9%	7%	7%	7%	10%
Refused (not read)	<1%	1%	<1%	0%	<1%	<1%

If a candidate for Massachusetts governor made **READ FIRST** a major priority, would it make you more likely to support him or her, less likely to support him or her, or would it make no difference? **PROBE IF MORE OR LESS LIKELY.** And would it make you much (more/less) likely, or just somewhat (more/less) likely?

<i>Order rotated.</i>	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Would make no difference	Don't Know / Refused
Reducing income inequality	35%	17%	6%	9%	24%	10%
Keeping state taxes as low as possible	54%	18%	5%	3%	16%	3%
Improving the economy in cities outside of the Boston area	52%	25%	2%	1%	16%	3%
Expanding access to early childhood education	45%	24%	3%	5%	19%	4%
Giving all workers in Massachusetts the ability to earn sick time at work	47%	22%	4%	6%	17%	5%
Making higher education more affordable in Massachusetts	61%	18%	3%	3%	13%	3%
Improving the state's transportation system	42%	25%	4%	3%	22%	4%
Reforming the state's welfare system	55%	16%	4%	3%	16%	6%
Reducing the cost of health care in Massachusetts	59%	17%	3%	3%	14%	3%
Making state government function better	61%	19%	2%	2%	12%	4%

## Demographics

Race	White / Caucasian	85%
	All others	12%
	Don't Know / Refused	3%
Age	18 to 29	11%
	30 to 44	26%
	45 to 59	34%
	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)	32%
	Advanced degree	21%
	Don't Know / Refused	<1%

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### About the Poll

These results are based on a survey of 504 likely voters in the November 2014 Massachusetts general election. These questions were asked October 1-4, 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.