UMass Amherst WBZ

Toplines

UMass Amherst/WBZ Poll of MA Likely Primary Voters

Field Dates:	February 19 - February 25
Sample:	891 Registered Voters in Massachusetts
	400 Likely Democratic Primary Voters
	292 Likely Republican Primary Voters
Margin of Error:	4.1% for All Registered Voters
	6.5% for Democratic Likely Voters
	6.3% for Republican Likely Voters

YouGov interviewed 1032 respondents who were then matched down to a sample of 891 to produce the final dataset consisting of 400 Democratic likely voters, 292 Republican Likely Voters, and 199 registered voters who were not likely primary voters.The respondents were matched to a sampling frame on gender, age, race, and party identification. The frame was constructed by stratified sampling from the Massachusetts Voter List with selection within strata by weighted sampling with replacement. The Democratic frame included active voters registered with either the Democratic Party or Unaffiliated voters who had voted in the 2008 or 2010 Democratic Primaries. The Republican frame included active Voters registered with either the Republican Party or Unaffiliated voters who had voted in the 2012 or 2014 Republican Primaries.

The matched cases and the respective frames were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, and three category education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The final weights were raked to exit poll results on age, race, gender, and three point ideology.

As a final step, all three samples were combined with a sampling frame for Registered Voters. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender,race/ethnicity, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The full sample was then post stratified to represent the official Party Registration statistics provided by the Secretary of State, and to the joint gender and four category age distribution.

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Likely Republican Primary Voters
(N = 292)

If the presidential primary election were being held today, which candidate would you vote for?

If answered "not sure" then follow up question was "Who would you say you are leaning towards voting for?"

	W/o Leaners	W/ Leaners
Trump	46	47
Rubio	14	15
Cruz	14	15
Kasich	11	11
Carson	2	2
Other	6	7
Not sure	9	3

Some people have not yet decided for sure who they will vote for. Is there any chance you might vote for someone other than [CANDIDATE NAME] on election day?

Asked only of those who responded with a candidate intention to first question

Yes	45
No	55

What other candidates are you considering voting for?

Asked of those who said they were not sure who they were voting for or who said they might vote for someone else (N = 137).

Rubio	25
Cruz	18
Trump	18
Kasich	13
Carson	9

Likely Democratic Primary Voters
(N = 400)

If the presidential primary election were being held today, which candidate would you vote for?

If answered "not sure" then follow up question was "Who would you say you are leaning towards voting for?"

	W/o Leaners	W/ Leaners
Clinton	44	47
Sanders	43	44
Other	4	4
Not sure	9	5

Some people have not yet decided for sure who they will vote for. Is there any chance you might vote for someone other than [CANDIDATE NAME] on election day?

Asked only of those who responded with a candidate intention to first question

Yes	41
No	59

Sample Demographics

	Category	All LVs	Dem LVs	Rep LVs
Gender	Male	48%	43%	51%
	Female	52%	57%	49%
Age	18-29	13%	11%	3%
	30-44	25%	24%	8%
	45-64	40%	32%	45%
	65+	22%	32%	44%
Education	HS or less	31%	31%	29%
	Some college	19%	12%	21%
	College degree	31%	32%	28%
	Postgraduate	19%	25%	21%
Party ID	Democrat	31%	78%	< 1%
	Republican	13%	1%	47%
	Independent	56%	21%	52%
Ideology	Very Liberal	7%	31%	1%
	Liberal	16%	30%	2%
	Moderate	44%	31%	31%
	Conservative	28%	6%	45%
	Very Conservative	5%	2%	20%
Income	< $40k	30%	35%	22%
	$40 - $100k	44%	43%	50%
	> $100k	25%	23%	28%