

WBUR Massachusetts Senate Special Election Poll

Topline Results
 Survey of 497 Likely Voters
 Field Dates: May 5-6, 2013

I'm going to read you the names of several people and groups 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
Ed Markey	43%	25%	27%	6%	0%
Gabriel Gomez	37%	16%	32%	15%	0%

Candidate order rotated for next two questions

If the June two thousand thirteen election for U.S. Senate were held today, and the candidates were Democrat Ed Markey and Republican Gabriel Gomez, for whom would you vote?

If undecided...Even though you say you are undecided – which way do you lean – Democrat Ed Markey or Republican Gabriel Gomez?

Initial preference (without leaners)

Ed Markey	41%
Gabriel Gomez	35%
Another candidate (not read)	0%
Don't Know/Undecided (not read)	23%
Refused (not read)	1%

Vote preference with leaners

Ed Markey	46%
Gabriel Gomez	38%
Another candidate (not read)	0%
Don't Know/Undecided (not read)	13%
Refused (not read)	2%

Order of next two questions rotated.

As you may know, 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 it make no difference?

More likely	19%
Less likely	18%
Makes no difference	60%
Don't Know / Refused	4%

As you may know, Ed Markey has served in Congress for more than 30 years. Does this make you more likely to vote for him, less likely to vote for him, or does it make no difference?

More likely	22%
Less likely	29%
Makes no difference	47%
Don't Know / Refused	3%

Order of next two questions rotated.

Do you think Gabriel Gomez is too liberal, too conservative, or about right? *Liberal/conservative rotated.*

Too liberal	4%
Too conservative	16%
About right	33%
Don't Know / Refused	47%

Do you think Ed Markey is too liberal, too conservative, or about right? *Liberal/conservative rotated.*

Too liberal	24%
Too conservative	5%
About right	43%
Don't Know / Refused	28%

Would you say Gabriel Gomez's positions on important issues are very similar, somewhat similar, somewhat different or very different from those of the national Republican Party? *Order rotated.*

Very similar	10%
Somewhat similar	22%
Somewhat different	21%
Very different	5%
Don't Know / Refused	43%

Demographics

Race

White / Caucasian	83%
All others	12%
Don't Know / Refused	5%

Age

18 to 29	11%
30 to 44	21%
45 to 59	36%
60+	32%

Gender

Male	47%
Female	53%

Party Registration

Democrat	35%
Republican	13%
Independent / Unenrolled	52%

Education

High School or less	31%
Some college, no degree	21%
College graduate (BA/BS)	29%
Advanced degree	18%

About the Poll

These results are based on a survey of 497 likely voters in the June 2013 special election for U.S. Senate in Massachusetts. The poll was conducted May 5-6, 2013. 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.