Massachusetts 2013 Senate Special Election Poll
Topline Results
Survey of 500 Likely Voters
Field Dates: June 6-9, 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)?

<table>
<thead>
<tr>
<th>Order rotated</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Heard of / Undecided</th>
<th>Never heard of</th>
<th>Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ed Markey</td>
<td>42%</td>
<td>31%</td>
<td>21%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Gabriel Gomez</td>
<td>40%</td>
<td>27%</td>
<td>26%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>The Tea Party</td>
<td>22%</td>
<td>46%</td>
<td>27%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Initial preference (without leaners)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ed Markey</td>
<td>43%</td>
</tr>
<tr>
<td>Gabriel Gomez</td>
<td>36%</td>
</tr>
<tr>
<td>Another candidate (not read)</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t Know/Undecided (not read)</td>
<td>17%</td>
</tr>
<tr>
<td>Refused (not read)</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vote preference with leaners</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ed Markey</td>
<td>46%</td>
</tr>
<tr>
<td>Gabriel Gomez</td>
<td>39%</td>
</tr>
<tr>
<td>Another candidate (not read)</td>
<td>2%</td>
</tr>
<tr>
<td>Don’t Know/Undecided (not read)</td>
<td>11%</td>
</tr>
<tr>
<td>Refused (not read)</td>
<td>3%</td>
</tr>
</tbody>
</table>
Thinking back to the primary election for US Senate in April, did you vote in the Democratic Primary, the Republican Primary, or did you note vote in either primary? Order rotated.

Democratic Primary 36%
Republican Primary 18%
Did not vote in either 41%
Don't Know / Refused 6%


Steve Lynch 31%
Ed Markey 61%
Neither / someone else (not read) 3%
Don't Know / Refused 6%

*Asked of Republican Primary voters.* Who did you vote for in the Republican primary: Michael Sullivan, Dan Winslow or Gabriel Gomez? Order rotated.

Michael Sullivan 8%
Dan Winslow 5%
Gabriel Gomez 69%
None of these / someone else (not read) 6%
Don't Know / Refused 12%

Compared to other recent elections in Massachusetts, would you say you have been paying more attention to this election, less attention to this election, or about the same amount? Order rotated.

More attention 11%
Less attention 22%
About the same amount 66%
Don’t Know / Refused 1%

*Asked of those who responded “Less attention.”* What would you say are the main reasons you are paying less attention to this election than you usually do? Coded open ended responses.

I don’t like the candidates 14%
The campaign is not focused on issues that matter to me 8%
The campaign is not interesting 14%
I am busy with other things 29%
There have been too many elections in Massachusetts recently 3%
I will start paying attention later 1%
Other issues in the news have been more important to me recently 9%
Other (please specify: _________________________) 14%
Don't Know / Refused 7%
How important would you say each of the following issues are in deciding whom to support in the election for U.S. Senate—very important, somewhat important, not too important, or not at all important? *Order rotated.*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not too important</th>
<th>Not at all important</th>
<th>Don’t Know / Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which candidate will vote with your political party while in the Senate</td>
<td>33%</td>
<td>35%</td>
<td>17%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Which candidate will stand up for people like you</td>
<td>70%</td>
<td>22%</td>
<td>4%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Which candidate seems like a more likeable person</td>
<td>24%</td>
<td>37%</td>
<td>25%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Which candidate agrees with you on key issues that matter to you</td>
<td>72%</td>
<td>22%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Which candidate will compromise with the other party more often when in the Senate</td>
<td>44%</td>
<td>37%</td>
<td>10%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>The kinds of environmental policies each candidate would support</td>
<td>46%</td>
<td>36%</td>
<td>12%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>How many years each candidate has spent in Washington.</td>
<td>17%</td>
<td>29%</td>
<td>36%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Which candidate will stand up for women’s issues while in the Senate.</td>
<td>60%</td>
<td>28%</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
### Demographics

#### Race

- White / Caucasian: 84%
- All others: 12%
- Don’t Know / Refused: 4%

#### 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%
- Don’t Know / Refused: 1%

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**About the Poll**

These results are based on a survey of 500 likely voters in the June 2013 special election for U.S. Senate in Massachusetts. The poll was conducted June 6-9, 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.