

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)?

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

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	43%
Gabriel Gomez	36%
Another candidate (not read)	2%
Don't Know/Undecided (not read)	17%
Refused (not read)	2%

Vote preference with leaners

Ed Markey	46%
Gabriel Gomez	39%
Another candidate (not read)	2%
Don't Know/Undecided (not read)	11%
Refused (not read)	3%

Thinking back to the primary election for US Senate in April, did you vote in the Democratic Primary, the Republican Primary, or did you not vote in either primary? *Order rotated.*

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

Asked of Democratic Primary voters. Who did you vote for in the Democratic primary Steve: Lynch or Ed Markey? *Order rotated.*

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.*

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

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%

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.