

MA Likely **GOP Voters** Topline  
August, 2014

GeoCode

(N=400)	n	%
Worcester / West -----	92	23.00
Northeastern-----	136	34.00
Suffolk-----	16	4.00
Se Mass / Cape-----	156	39.00

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Hello, my name is \_\_\_\_\_ and I am conducting a survey for Suffolk University and I would like to get your opinions on some issues of the day in Massachusetts. Would you be willing to spend just five minutes answering some questions so that we can include your opinions? {IF YES PROCEED; IF NO, UNDECIDED, GO TO CLOSE}

**QUOTA GENDER, PARTY, & AGE... SCREEN.**

SCREEN. How likely are you to vote in the upcoming Republican primary – very likely, somewhat likely, not very likely, not at all likely?

(N=400)	n	%
Very likely -----	400	100.00

SCREEN. Can you tell me when the Republican Primary will be held? Accept “September 9,” “week after Labor Day”, “second week of September” “month of September,” or in a “couple/few weeks.” {TERMINATE ALL OTHERS}

(N=400)	n	%
Know of Primary -----	400	100.00

QUOTA-1 Gender

(N=400)	n	%
Male-----	200	50.00
Female -----	200	50.00

QUOTA-2. What is your age category?

(N=400)	n	%
18-35 YRS -----	27	6.75
36-45 YRS -----	81	20.25
46-55 YRS -----	89	22.25
56-65 YRS -----	80	20.00
66-75 YRS -----	58	14.50
OVER 75 YRS-----	51	12.75
Refused-----	14	3.50

QUOTA-3. Are you currently registered as a Democrat, Republican, or Unenrolled/Independent?

(N=400)	n	%
Republican -----	196	49.00
Independent/Unenrolled -----	204	51.00

QUOTA 4. For statistical purposes only, can you please tell me what your ethnic background / ancestry is?

(N=400)	n	%
White/Caucasian-----	371	92.75
Black/African-American -----	1	0.25
American Indian / Alaska Native -----	1	0.25
Asian-----	0	0.00
Native Hawaiian / Other Pacific Islander-----	1	0.25
Hispanic/Latino-----	2	0.50
Other-----	9	2.25
Undecided-----	0	0.00
Refused-----	15	3.75

Great, I'm going to read you a list of individuals in state and local politics. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Charlie Baker. Would you say your opinion of Charlie Baker is generally favorable or generally unfavorable?...{Next name, "How about..." etc.}

(N=400)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UND</u>
1. Charlie Baker	24 6.00	285 71.25	28 7.00	63 15.75
2. Mark Fisher	187 46.75	64 16.00	52 13.00	97 24.25
3. Karyn Polito	162 40.50	113 28.25	40 10.00	85 21.25
4. John Miller	288 72.00	39 9.75	12 3.00	61 15.25
5. David D'Arcangelo	300 75.00	28 7.00	16 4.00	56 14.00
6. Michael Heffernan	270 67.50	39 9.75	21 5.25	70 17.50
7. Patricia Saint Aubin	280 70.00	29 7.25	24 6.00	67 16.75
8. Mitt Romney	1 0.25	354 88.50	30 7.50	15 3.75
9. Brian Herr	292 73.00	32 8.00	18 4.50	58 14.50

10. On Tuesday, September 9<sup>th</sup>, the Republican Primary will be held. For Governor, there are two candidates listed on your ballot in the following order: Charlie Baker of Swampscott and Mark Fisher from Shrewsbury. At this point, who will you vote or lean toward – Baker or Fisher?

(N=400)	n	%
Charlie Baker -----	281	70.25
Mark Fisher -----	45	11.25
Undecided-----	71	17.75
Refused-----	3	0.75

11. At this point, how closely are you following the Governor’s race – very closely, somewhat closely, not very closely, or not at all?

(N=400)	n	%
Very closely -----	72	18.00
Somewhat closely -----	205	51.25
Not very closely -----	105	26.25
Not at all -----	16	4.00
Undecided-----	2	0.50
Refused-----	0	0.00

12. If your candidate loses the primary, will you vote for the Democratic nominee, vote for the Republican nominee, or vote for one of the Independents running for Governor?

(N=400)	n	%
Democratic nominee-----	12	3.00
Republican nominee -----	212	53.00
One of the independents-----	51	12.75
Won't vote in November -----	1	0.25
Undecided-----	123	30.75
Refused-----	1	0.25

{FOR 12.3}

13. Which of the Independent candidates for Governor would you vote for – Evan Falchuk, Scott Lively, or Jeff McCormick?

(N=51)	n	%
Evan Falchuk -----	3	5.88
Scott Lively-----	5	9.80
Jeff McCormick-----	9	17.65
Undecided-----	33	64.71
Refused-----	1	1.96

14. How would you rate Charlie Baker’s campaign operation to date – excellent, good, fair, or poor?

(N=400)	n	%
Excellent-----	32	8.00
Good-----	171	42.75
Fair-----	95	23.75
Poor-----	19	4.75
Undecided-----	81	20.25
Refused-----	2	0.50

15. Comparing Charlie Baker to other Republican statewide candidates, do you think Charlie Baker is a better or worse statewide candidate compared to Mitt Romney?

(N=400)	n	%
Better-----	94	23.50
Worse-----	176	44.00
Same/No Diff-----	51	12.75
Undecided-----	75	18.75
Refused-----	4	1.00

16. Do you think Charlie Baker is a better or worse candidate compared to Scott Brown?

(N=400)	n	%
Better-----	129	32.25
Worse-----	147	36.75
Same/No Diff-----	62	15.50
Undecided-----	59	14.75
Refused-----	3	0.75

17. Do you think Charlie Baker is too liberal, too moderate, too conservative, or just about right?

(N=400)	n	%
Too Liberal-----	47	11.75
Too moderate-----	41	10.25
Too conservative-----	17	4.25
Just about right-----	203	50.75
Undecided-----	91	22.75
Refused-----	1	0.25

18. I'm going to read you about a dozen Republican candidates for President. Please tell me which of the following would be your first choice if the Republican Primary were held today (ROTATE): Jeb Bush, Chris Christie, Ted Cruz, Mike Huckabee, Jon Huntsman, John Kasich, Bobby Jindal, Rand Paul, Rick Perry, Marco Rubio, Paul Ryan, Rick Santorum, Scott Walker

(N=400)	n	%
Jeb Bush-----	43	10.75
Chris Christie -----	44	11.00
Ted Cruz -----	17	4.25
Mike Huckabee-----	28	7.00
Jon Huntsman-----	7	1.75
Bobby Jindal-----	14	3.50
John Kasich-----	4	1.00
Rand Paul-----	42	10.50
Rick Perry-----	19	4.75
Marco Rubio-----	23	5.75
Paul Ryan-----	44	11.00
Rick Santorum-----	11	2.75
Scott Walker-----	27	6.75
Undecided-----	73	18.25
Refused-----	2	0.50
Other-----	2	0.50

{FOR 18.1 – 18.13 or 18.16}

19. Who would be your second choice...

(N=325)	n	%
Jeb Bush-----	34	10.46
Chris Christie -----	34	10.46
Ted Cruz -----	22	6.77
Mike Huckabee-----	22	6.77
Jon Huntsman-----	6	1.85
Bobby Jindal-----	28	8.62
John Kasich-----	10	3.08
Rand Paul-----	16	4.92
Rick Perry-----	29	8.92
Marco Rubio-----	36	11.08
Paul Ryan-----	29	8.92
Rick Santorum-----	10	3.08
Scott Walker-----	17	5.23
Undecided-----	26	8.00
Refused-----	4	1.23
Other-----	2	0.62

{FOR 18.1 – 18.13 or 18.16}

20. Thinking back to your first choice, if I added Mitt Romney to that list, would you still vote for \_\_\_\_\_, or vote for Romney..... or someone else?

(N=325)	n	%
Mitt Romney -----	158	48.62
Jeb Bush-----	17	5.23
Chris Christie -----	25	7.69
Ted Cruz -----	12	3.69
Mike Huckabee-----	10	3.08
Jon Huntsman-----	11	3.38
Bobby Jindal-----	11	3.38
John Kasich-----	4	1.23
Rand Paul-----	11	3.38
Rick Perry-----	5	1.54
Marco Rubio-----	9	2.77
Paul Ryan-----	18	5.54
Rick Santorum-----	4	1.23
Scott Walker-----	11	3.38
Undecided-----	16	4.92
Refused-----	3	0.92

The final three questions will help us classify your answers with others taking the survey

21. Do you currently have children in the school system?

(N=400)	n	%
Yes-----	59	14.75
No-----	337	84.25
Refused-----	4	1.00

22. Are there any members of your household who are union members?

(N=400)	n	%
Yes-----	53	13.25
No-----	340	85.00
Undecided-----	3	0.75
Refused-----	4	1.00

23. When it comes to politics, what TV News Network or commentary source do you trust the most (randomize) ABC, NBC, CBS, Fox NEWS, CNN, MSNBC, C-SPAN, COMEDY Central?

(N=400)	n	%
ABC-----	22	5.50
CBS-----	19	4.75
CNN-----	23	5.75
C-SPAN-----	4	1.00
COMEDY Central-----	3	0.75
Fox NEWS-----	247	61.75
MSNBC-----	11	2.75
NBC-----	12	3.00
Undecided-----	47	11.75
Refused-----	12	3.00

**[THANK YOU FOR YOUR TIME. HAVE A NICE DAY/EVENING.]**