

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

GeoCode

(N=400)	n	%
Worcester / West -----	84	21.00
Northeastern-----	152	38.00
Suffolk-----	48	12.00
Se Mass / Cape-----	116	29.00

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 Democratic 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 Democratic Primary will be held? Accept “September 9,” “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-----	172	43.00
Female -----	228	57.00

QUOTA-2. What is your age category?

(N=400)	n	%
18-35 YRS -----	33	8.25
36-45 YRS -----	61	15.25
46-55 YRS -----	85	21.25
56-65 YRS -----	96	24.00
66-75 YRS -----	70	17.50
OVER 75 YRS-----	44	11.00
Refused-----	11	2.75

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

(N=400)	n	%
Democrat -----	291	72.75
Independent/Unenrolled -----	109	27.25

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

(N=400)	n	%
White/Caucasian-----	333	83.25
Black/African-American -----	40	10.00
American Indian / Alaska Native -----	2	0.50
Asian-----	4	1.00
Native Hawaiian / Other Pacific Islander-----	3	0.75
Hispanic/Latino-----	16	4.00
Other-----	0	0.00
Undecided-----	0	0.00
Refused-----	2	0.50

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 Deval Patrick. Would you say your opinion of Deval Patrick 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. Deval Patrick	10 2.50	298 74.50	53 13.25	39 9.75
2. Martha Coakley	5 1.25	241 60.25	87 21.75	67 16.75
3. Steven Grossman	44 11.00	173 43.25	47 11.75	136 34.00
4. Elizabeth Warren	4 1.00	323 80.75	43 10.75	30 7.50
5. Ed Markey	10 2.50	262 65.50	59 14.75	69 17.25
6. Donald Berwick	167 41.75	112 28.00	20 5.00	101 25.25
7. Barack Obama	1 0.25	316 79.00	55 13.75	28 7.00
8. Hillary Clinton	2 0.50	307 76.75	44 11.00	47 11.75

9. On Tuesday, September 9th, the Democratic Primary will be held. For Governor, there are three candidates listed on your ballot in the following order: Donald Berwick from Newton, Martha Coakley from Medford, and Steven Grossman from Newton. At this point, who will you vote or lean toward – Berwick, Coakley, or Grossman?

(N=400)	n	%
Donald Berwick -----	63	15.75
Martha Coakley -----	169	42.25
Steven Grossman -----	120	30.00
Undecided-----	46	11.50
Refused-----	2	0.50

10. 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 -----	118	29.50
Somewhat closely -----	179	44.75
Not very closely -----	81	20.25
Not at all -----	10	2.50
Undecided-----	12	3.00
Refused-----	0	0.00

11. 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-----	239	59.75
Republican nominee-----	30	7.50
One of the independents-----	23	5.75
Won’t vote in November -----	2	0.50
Undecided-----	104	26.00
Refused-----	2	0.50

{FOR 11.3}

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

(N=23)	n	%
Evan Falchuk -----	0	0.00
Scott Lively-----	2	8.70
Jeff McCormick-----	3	13.04
Undecided-----	17	73.91
Refused-----	1	4.35

13. How would you rate Martha Coakley's campaign operation to date – excellent, good, fair, or poor?

(N=400)	n	%
Excellent-----	34	8.50
Good-----	123	30.75
Fair-----	123	30.75
Poor-----	49	12.25
Undecided-----	69	17.25
Refused-----	2	0.50

14. Comparing Martha Coakley to other Democratic statewide candidates, do you think Martha Coakley is a better or worse statewide candidate compared to Deval Patrick?

(N=400)	n	%
Better-----	95	23.75
Worse-----	182	45.50
Same/No Diff-----	46	11.50
Undecided-----	74	18.50
Refused-----	3	0.75

15. Do you think Martha Coakley is a better or worse statewide candidate compared to Elizabeth Warren?

(N=400)	n	%
Better-----	63	15.75
Worse-----	213	53.25
Same/No Diff.-----	45	11.25
Undecided-----	75	18.75
Refused-----	4	1.00

16. Do you think Martha Coakley is too liberal, too moderate, too conservative, or just about right?

(N=400)	n	%
Too Liberal-----	32	8.00
Too moderate-----	43	10.75
Too conservative-----	31	7.75
Just about right-----	201	50.25
Undecided-----	88	22.00
Refused-----	5	1.25

17. For Lieutenant Governor, there are three Democratic candidates listed on your ballot – Leland Cheung from Cambridge, Stephen Kerrigan from Lancaster, and Michael Lake from Boston. At this point, who will you vote or lean toward – Cheung, Kerrigan, or Lake?

(N=400)	n	%
Leland Cheung-----	35	8.75
Stephen Kerrigan-----	38	9.50
Michael Lake-----	36	9.00
Undecided-----	283	70.75
Refused-----	8	2.00

18. For Attorney General, there are two candidates – Maura Healey from Boston and Warren Tolman from Watertown. At this point, who will you vote or lean toward – Healey or Tolman?

(N=400)	n	%
Maura Healey-----	114	28.50
Warren Tolman-----	139	34.75
Undecided-----	140	35.00
Refused-----	7	1.75

19. For State Treasurer the candidates are Thomas Conroy from Wayland, Barry Finegold from Andover, and Deborah Goldberg from Brookline. At this point would you vote or lean toward Conroy, Finegold, or Goldberg?

(N=400)	n	%
Thomas Conroy-----	26	6.50
Barry Finegold-----	31	7.75
Deborah Goldberg-----	79	19.75
Undecided-----	254	63.50
Refused-----	10	2.50

20. I'm going to read you five possible Democratic candidates for President. Please tell me which of the following would be your first choice if the Democratic Primary were held today (ROTATE): Joe Biden, Hillary Clinton, Andrew Cuomo, Martin O'Malley, or Elizabeth Warren?

(N=400)	n	%
Joe Biden-----	31	7.75
Hillary Clinton-----	220	55.00
Andrew Cuomo-----	19	4.75
Martin O'Malley-----	6	1.50
Elizabeth Warren-----	69	17.25
Undecided-----	49	12.25
Refused-----	5	1.25
Other-----	1	0.25

{FOR 20.1 – 20.5 and 20.8}
 21. Who would be your second choice...

(N=346)	n	%
Joe Biden-----	82	23.63
Hillary Clinton-----	55	15.85
Andrew Cuomo -----	34	9.80
Martin O’Malley -----	15	4.32
Elizabeth Warren -----	95	27.38
Undecided-----	56	16.18
Refused-----	5	1.44
Other-----	4	1.15

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

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

(N=400)	n	%
Yes-----	60	15.00
No-----	339	84.75
Refused-----	1	0.25

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

(N=400)	n	%
Yes-----	99	24.75
No-----	297	74.25
Undecided-----	2	0.50
Refused-----	2	0.50

24. 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-----	47	11.75
CBS-----	50	12.50
CNN-----	46	11.50
C-SPAN-----	13	3.25
COMEDY Central-----	25	6.25
Fox NEWS-----	35	8.75
MSNBC-----	57	14.25
NBC-----	46	11.50
Undecided-----	65	16.25
Refused-----	16	4.00

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