An Emerson College Polling Society; conducted 5/20-22/2013; surveyed 867 Massachusetts Registered Voters; margin of error +/- 3.26% (release, 5/23/2013).

Survey Instrument

Screening Question 1:

How likely are you to vote in the June 25 Special Election for US Senate in Massachusetts? Press 1 on your keypad for very likely, press 2 for somewhat likely, press 3 for 50-50 or press 4 for not likely at all.

Question 2:

Did you vote in either the Republican or Democrat Primary on April 30?
Press 1 if you voted in the Republican Primary
Press 2 if you voted in the Democrat Primary
Press 3 if you did not vote in the primary

Question:

Great, I am going to read you a list of politicians. 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 Ed Markey

Question 3: Is your opinion of *Ed Markey* generally favorable or generally unfavorable?
Press 1 for favorable, press 2 for unfavorable, press 3 if you are undecided and Press 4 if you've never heard of this public figure.

Question 4: Next, Is your opinion of Gabriel Gomez generally favorable or generally unfavorable?
Press 1 for favorable, press 2 for unfavorable, press 3 if you are undecided and Press 4 if you've never heard of this public figure.

Question 5: If the general election of U.S. Senate is held tomorrow, the candidates are Democrat Ed Markey and Republican Gabriel Gomez, for whom will you vote for?
Press 1 for Democrat Ed Markey
Press 2 for Republican Gabriel Gomez
Press 3 if you are undecided

Question 6: what is the most important issue facing Massachusetts?
Press 1 for Healthcare
Press 2 for Terrorism
Press 3 for Deficit
Press 4 for Jobs
Press 5 for Education
Press 6 for other

Question 7: Are you currently registered as a Democrat, Republican, Independent or are you not registered?

Press 1 for Democrat
Press 2 for Republican
Press 3 for Independent
Press 4 if you are not a registered voter (eliminated from survey)

Question 8: What is Gender?
Press 1 for Male
Press 2 for Female

Question 9: What is your age category?
Press 1 for 18-29
Press 2 for 30-39
Press 3 for 40-49
Press 4 for 50-59
Press 5 for 60+

Question 10: What is your Ethnicity?
Press 1 for White
Press 2 for Black
Press 3 for Latino
Press 4 for Asian
Press 5 for Other

Question 11- Geographic- do not ask, calculated after

Survey Results

Likelihood of Voting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	709	81.8	81.8	81.8
	Somewhat Likely	66	7.6	7.6	89.4
	50-50	52	6.0	6.0	95.4
	Not Likely	40	4.6	4.6	100.0
	Total	867	100.0	100.0	

Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican Primary	248	28.6	28.6	28.6
	Democrat Primary	347	40.0	40.0	68.6
	did not vote	272	31.4	31.4	100.0
	Total	867	100.0	100.0	

Name Recognition Ed Markey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	429	49.5	49.5	49.5
	Unfavorable	309	35.6	35.6	85.1
	Undecided	112	12.9	12.9	98.0
	Never Heard Of	17	2.0	2.0	100.0
	Total	867	100.0	100.0	

Name Recognition Gabriel Gomez

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	356	41.1	41.1	41.1
	Unfavorable	302	34.8	34.8	75.9
	Undecided	157	18.1	18.1	94.0
	Never Heard Of	52	6.0	6.0	100.0
	Total	867	100.0	100.0	

Ballot Test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ed Markey	388	44.8	44.8	44.8
	Gabriel Gomez	287	33.1	33.1	77.9
	Undecided	192	22.1	22.1	100.0
	Total	867	100.0	100.0	

Most Important Issue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Healthcare	168	19.4	19.4	19.4
	Terrorism	35	4.0	4.0	23.4
	Deficit	121	14.0	14.0	37.4
	Jobs	290	33.4	33.4	70.8
	Education	138	15.9	15.9	86.7
	Other	115	13.3	13.3	100.0
	Total	867	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	387	44.6	44.6	44.6
	Republican	91	10.5	10.5	55.1
	Independent	389	44.9	44.9	100.0
	Total	867	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	426	49.1	49.1	49.1
	Female	441	50.9	50.9	100.0
	Total	867	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	28	3.2	3.2	3.2
	30-39	70	8.1	8.1	11.3
	40-49	193	22.3	22.3	33.6
	50-59	212	24.5	24.5	58.0
	60+	364	42.0	42.0	100.0
	Total	867	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	693	79.9	79.9	79.9
	Black	64	7.4	7.4	87.3
	Latino	19	2.2	2.2	89.5
	Asian	17	2.0	2.0	91.5
	Other	74	8.5	8.5	100.0
	Total	867	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WesternMass (413)	64	7.4	7.4	7.4
	Central/Northshore (978)	245	28.3	28.3	35.6
	Central/Southshore (508)	193	22.3	22.3	57.9
	Boston (617)	184	21.2	21.2	79.1
	Metro Boston (781)	181	20.9	20.9	100.0
	Total	867	100.0	100.0	

Cross Tabs

http://emersoncollegepollingsociety.com/ECPS_MAUSS_5.23.xls