



An Emerson College Polling Society; conducted 6/19-20/2013; surveyed 1,422 Massachusetts Likely Voters; margin of error +/- 2.5% (release, 6/21/2013).

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:

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 2: 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 3: 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 4: 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 5: Regardless of who you are going to vote for, who do you think will win the election for US Senate?

Press 1 for Republican Gabriel Gomez

Press 2 for Democrat Ed Markey

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

Frequency Table

Likelihood of Voting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	1422	100.0	100.0	100.0

Name Recognition Ed Markey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	752	52.9	52.9	52.9
	Unfavorable	586	41.2	41.2	94.1
	Undecided	80	5.6	5.6	99.7
	Never Heard Of	4	.3	.3	100.0
	Total	1422	100.0	100.0	

Name Recognition Gabriel Gomez

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	660	46.4	46.4	46.4
	Unfavorable	605	42.5	42.5	89.0
	Undecided	140	9.8	9.8	98.8
	Never Heard Of	17	1.2	1.2	100.0
	Total	1422	100.0	100.0	

Ballot Test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ed Markey	719	50.6	50.6	50.6
	Gabriel Gomez	582	40.9	40.9	91.5
	Undecided	121	8.5	8.5	100.0
	Total	1422	100.0	100.0	

Think will Win

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gomez	398	28.0	28.0	28.0
	Markey	831	58.4	58.4	86.4
	Don't know	193	13.6	13.6	100.0
	Total	1422	100.0	100.0	

Most Important Issue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Healthcare	238	16.7	16.7	16.7
	Terrorism	62	4.4	4.4	21.1
	Deficit	217	15.3	15.3	36.4
	Jobs	489	34.4	34.4	70.7
	Education	200	14.1	14.1	84.8
	Other	216	15.2	15.2	100.0
	Total	1422	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	583	41.0	41.0	41.0
	Republican	155	10.9	10.9	51.9
	Independent	684	48.1	48.1	100.0
	Total	1422	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	682	48.0	48.0	48.0
	Female	740	52.0	52.0	100.0
	Total	1422	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	42	3.0	3.0	3.0
	30-39	90	6.3	6.3	9.3
	40-49	169	11.9	11.9	21.2
	50-59	349	24.5	24.5	45.7
	60+	772	54.3	54.3	100.0
	Total	1422	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	1225	86.1	86.1	86.1
	Black	63	4.4	4.4	90.6
	Latino	30	2.1	2.1	92.7
	Asian	13	.9	.9	93.6
	Other	91	6.4	6.4	100.0
	Total	1422	100.0	100.0	

		Region			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WesternMass (413)	139	9.8	9.8	9.8
	Central/Northshore (978)	443	31.2	31.2	40.9
	Central/Southshore (508)	415	29.2	29.2	70.1
	Boston (617)	184	12.9	12.9	83.1
	Metro Boston (781)	241	16.9	16.9	100.0
	Total	1422	100.0	100.0	

Cross-Tabs http://emersoncollegepollingsociety.com/ECPS_6.20.xls

