



An Emerson College Polling Society; conducted 5/1/2013; surveyed 797 Massachusetts Registered Voters; Automated Telephone collect. margin of error +/- 3.4% (release, 5/2/2013).

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

Press 1 for Republican

Press 2 for Democrat

Press 3 for Independent

Press 4 if you refuse to state

Press 5 if you are not a registered voter (eliminated from survey)

Question 7: What is Gender?

Press 1 for Female

Press 2 for Male

Question 8: 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 9: 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 10- Geographic- do not ask, calculated after

Survey Results

Frequency Table

Likelihood of Voting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	658	82.6	82.6	82.6
	Somewhat Likely	51	6.4	6.4	89.0
	50-50	44	5.5	5.5	94.5
	Not Likely	44	5.5	5.5	100.0
	Total	797	100.0	100.0	

Name Recognition Ed Markey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	379	47.6	47.6	47.6
	Unfavorable	294	36.9	36.9	84.4
	Undecided	96	12.0	12.0	96.5
	Never Heard Of	28	3.5	3.5	100.0
	Total	797	100.0	100.0	

Name Recognition Gabriel Gomez

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	361	45.3	45.3	45.3
	Unfavorable	200	25.1	25.1	70.4
	Undecided	159	19.9	19.9	90.3
	Never Heard Of	77	9.7	9.7	100.0
	Total	797	100.0	100.0	

Ballot Test

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ed Markey	332	41.7	41.7	41.7
	Gabriel Gomez	287	36.0	36.0	77.7
	Undecided	178	22.3	22.3	100.0
	Total	797	100.0	100.0	

Most Important Issue

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Healthcare	114	14.3	14.3	14.3
	Terrorism	34	4.3	4.3	18.6
	Deficit	154	19.3	19.3	37.9
	Jobs	289	36.3	36.3	74.2
	Education	109	13.7	13.7	87.8
	Other	97	12.2	12.2	100.0
	Total	797	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	119	14.9	14.9	14.9
	Democrat	345	43.3	43.3	58.2
	Independent	333	41.8	41.8	100.0
	Total	797	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	397	49.8	49.8	49.8
	Female	400	50.2	50.2	100.0
	Total	797	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	24	3.0	3.0	3.0
	30-39	64	8.0	8.0	11.0
	40-49	160	20.1	20.1	31.1
	50-59	212	26.6	26.6	57.7
	60+	337	42.3	42.3	100.0
	Total	797	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	612	76.8	76.8	76.8
	Black	62	7.8	7.8	84.6
	Latino	31	3.9	3.9	88.5
	Asian	9	1.1	1.1	89.6
	Other	83	10.4	10.4	100.0
	Total	797	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WesternMass (413)	67	8.4	8.4	8.4
	Central/Northshore (978)	200	25.1	25.1	33.5
	Central/Southshore (508)	176	22.1	22.1	55.6
	Boston (617)	163	20.5	20.5	76.0
	Metro Boston (781)	191	24.0	24.0	100.0
	Total	797	100.0	100.0	

Cross Tabs

http://emersoncollegepollingsociety.com/ECPS_MAUSS_5.1.xls