

July 1st, 2013  
PRESS RELEASE

FOR IMMEDIATE RELEASE

**EMERSON COLLEGE POLLING SOCIETY CORRECTLY PREDICTS MARKEY AS THE  
WINNER OF THE MASSACHUSETTS SENATE ELECTION**

BOSTON, MA—July 1st, 2013— In a special Massachusetts Senate election last Tuesday, Emerson College Polling Society correctly predicted a 10-point advantage for Democratic candidate Ed Markey over his Republican opponent Gabriel Gomez. Markey defeated Gomez 55 percent to 45 percent, winning the seat previously held by Secretary of State John Kerry.

The reason behind Markey's victory is largely attributed to his strong support by women. In the three polls conducted by ECPS during the election cycle, Markey held a double digit leads among female voters in every survey. In the final poll before the June 25th election, Markey had his largest lead among women voters in the entire race. He defeated Gomez 55% to 36% in that category.

An ECPS poll released May 1st showed Gomez with a post primary bounce. However, Markey's domination of the airwaves with negative television ads, combined with Markey's strong debate performance, caused Gomez's favorability to decrease and pushed undecided voters to Markey.

Even though last week's poll indicated that a majority of Independents would choose Gomez over Markey on Election Day (53% to 37%), Gomez failed to win the support of Independents at a 2 to 1 rate, the ratio that Republicans need to be successful in statewide elections due to the near 4 to 1 Democrat to Republican voter registration advantage here in the Bay State.

This special election also had one of the lowest turnout rates in recent history. The total votes counted between Markey and Gomez was 1.1 million. In comparison, then Republican candidate Scott Brown earned 1.5 million votes alone in the 2012 Senate election. According to the *Christian Science Monitor*, only 27 percent of the eligible voters in Massachusetts casted their ballots last Tuesday, compared to 54 percent in the 2010 special election. Such a low voter turnout can be attributed to the odd timing of the election as well as an overall lack of interest among voters.

About Emerson College Polling Society

Emerson College Polling Society is a student organization at Emerson College dedicated to formulating, administering, and analyzing public opinion polls. The results and analysis of this release are the sole views of Emerson College Polling Society and do not reflect the views of Emerson College as a whole.

###