

WESTERN NEW ENGLAND COLLEGE POLLING INSTITUTE
October 16-21, 2010

METHODOLOGY

The Western New England College Polling Institute conducted telephone interviews with 525 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing October 16-21, 2010. The sample yielded 469 adults who said they were registered to vote in Massachusetts, and 400 voters who were deemed likely to vote in the Nov. 2 election for governor. Unless otherwise noted, the figures in this release are based on the statewide samples of registered and likely voters.

The Polling Institute dialed household telephone numbers, known as “landline numbers,” and cell phone numbers for the survey. In order to draw a representative sample from the landline numbers, interviewers first asked for the youngest male age 18 or older who was home at the time of the call, and if no adult male was present, the youngest female age 18 or older who was at home at the time of the call. Interviewers dialing cell phone numbers interviewed the respondent who answered the cell phone after confirming three things: (1) that the respondent was in a safe setting to complete the survey; (2) that the respondent was an adult age 18 or older; and (3) that the respondent was a resident of Massachusetts. The landline and cell phone data were combined and weighted to reflect the adult population of Massachusetts by gender, race, and age using population estimates from the U.S. Census Bureau’s 2006-2008 American Community Survey for Massachusetts.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 469 registered voters is +/- 4.5 percent, at a 95 percent confidence interval. Thus if 50 percent of registered voters said the state is headed in the right direction, one would be 95 percent sure that the true figure would be between 45.5 percent and 54.5 percent (50 percent +/- 4.5 percent) had all Massachusetts voters been interviewed, rather than just a sample. The margin of error for the sample of likely voters is +/- 5 percent. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

TABLES

Do you feel things in Massachusetts are generally going in the right direction, or do you feel things have pretty seriously gotten off on the wrong track?

		Right Direction / Wrong Track – Registered Voters			
		Right Direction	Wrong Track	Don't know/ Refused	N*
Oct. 2010	Registered voters	38%	52%	10%	469
Party identification (including leaners)	Democrat	58%	32%	9%	234
	Republican	11%	82%	7%	155
	Independent	25%	56%	19%	79
Sept. 2010	Registered voters	35%	51%	14%	473
April 2010	Registered voters	30%	60%	10%	481
Nov. 2008	Registered voters	39%	50%	11%	548

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

As you may know, there will be an election for governor of Massachusetts in November. How much INTEREST do you have in this election - a lot, some, a little, or none at all?

		Interest in the Election for Governor – Registered Voters					
		A lot	Some	A Little	None at All	Don't know/ Refused	N*
Oct. 2010	Registered voters	62%	27%	8%	3%	0%	469
Party identification (including leaners)	Democrat	57%	34%	5%	3%	0%	234
	Republican	69%	19%	11%	1%	0%	155
	Independent	62%	21%	15%	3%	0%	79
Sept. 2010	Registered voters	53%	29%	13%	4%	0%	473

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

Do you think you will definitely vote, probably vote, probably NOT vote, or definitely NOT vote in the election for governor?

Probability of Voting in Election for Governor – Registered Voters		Definitely vote	Probably vote	Probably not vote	Definitely not vote	Don't know/ Refused	N*
Oct. 2010	Registered voters	84%	11%	4%	1%	1%	469
Party identification (including leaners)	Democrat	82%	13%	3%	1%	1%	234
	Republican	88%	9%	1%	1%	0%	155
	Independent	79%	10%	10%	0%	0%	79
Sept. 2010	Registered voters	77%	16%	6%	1%	0%	473

** Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.*

If the election for governor were held today, and the candidates were Deval Patrick, the Democrat, Charles Baker, the Republican, Tim Cahill, the Independent, and Jill Stein, the Green / Rainbow Party candidate, for whom would you vote?

(If no preference is stated): At this moment do you lean more towards Deval Patrick, the Democrat, Charles Baker, the Republican, Tim Cahill, the Independent, or Jill Stein, the Green / Rainbow Party Candidate?

Voter Preferences for Governor (Including Leaners) – Likely Voters		Patrick	Baker	Cahill	Stein	Don't know / Undecided	Refused	N*
Oct. 2010	Likely voters	44%	36%	8%	5%	5%	3%	400
Party identification (including leaners)	Democrat	76%	5%	5%	8%	2%	4%	192
	Republican	5%	81%	6%	0%	6%	2%	143
	Independent	26%	32%	22%	6%	11%	4%	65
State direction	Right direction	75%	7%	5%	6%	3%	5%	159
	Wrong track	19%	59%	11%	3%	6%	2%	212
Gender	Male	46%	40%	8%	3%	1%	2%	193
	Female	42%	32%	8%	6%	9%	3%	207
Age	18-29	**	**	**	**	**	**	**
	30-49	36%	39%	9%	6%	6%	4%	119
	50-64	42%	36%	8%	4%	6%	4%	152
	65 and older	49%	36%	9%	1%	4%	0%	106
Education	High school or less	36%	43%	7%	3%	5%	7%	65
	Some college	34%	39%	12%	6%	6%	2%	96
	College graduate	49%	33%	7%	4%	4%	2%	236
Region	Western MA	44%	24%	12%	10%	8%	2%	71
	Central MA	31%	41%	8%	8%	4%	8%	51
	North / South Shore	39%	40%	12%	6%	2%	0%	114
	Boston and suburbs	49%	36%	4%	1%	6%	4%	164
Oct. 2010	Registered voters	45%	32%	11%	4%	6%	2%	469
Sept. 2010	Likely voters	39%	33%	16%	3%	7%	2%	402
Sept. 2010	Registered voters	38%	30%	17%	4%	10%	2%	473

* Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding. ** Subgroup contains fewer than 50 respondents.

Voter Preferences for Governor (Without Leaners) – Likely Voters

		Patrick	Baker	Cahill	Stein	Some other candidate	Don't know / Undecided	Refused	N*
Oct. 2010	Likely voters	40%	34%	7%	4%	0%	11%	3%	400
Party identification (including leaners)	Democrat	72%	4%	4%	7%	0%	8%	4%	192
	Republican	5%	78%	6%	0%	1%	9%	2%	143
	Independent	18%	30%	20%	6%	0%	22%	4%	65
State direction	Right direction	71%	7%	5%	6%	0%	7%	5%	159
	Wrong track	16%	56%	10%	3%	1%	12%	2%	212
Gender	Male	43%	39%	8%	3%	1%	4%	2%	193
	Female	38%	29%	6%	5%	0%	17%	4%	207
Age	18-29	**	**	**	**	**	**	**	**
	30-49	34%	35%	8%	6%	1%	12%	4%	119
	50-64	39%	35%	7%	4%	0%	11%	4%	152
	65 and older	47%	34%	9%	1%	1%	6%	1%	106
Education	High school or less	34%	41%	7%	3%	0%	8%	7%	65
	Some college	30%	37%	11%	4%	2%	14%	2%	96
	College graduate	46%	31%	6%	5%	0%	10%	2%	236
Region	Western MA	41%	24%	12%	10%	0%	12%	2%	71
	Central MA	29%	40%	8%	8%	0%	6%	8%	51
	North / South Shore	35%	37%	11%	4%	1%	11%	0%	114
	Boston and suburbs	47%	34%	2%	1%	1%	11%	4%	164
Oct. 2010	Registered voters	42%	30%	9%	3%	1%	11%	3%	469
Sept. 2010	Registered voters	36%	27%	15%	3%	1%	15%	2%	473

* *Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.*

Are you very sure about your choice for governor, or might you change your mind before Election Day?

Asked of those who expressed a preference in response to the initial gubernatorial match-up question or the follow-up measure of preferences among leaning voters.

		Very Sure About Choice or Might Change Mind – Likely Voters			
		Very Sure	Might Change Mind	Don't know/Refused	N*
Oct. 2010	Likely voters	71%	28%	1%	369
	Patrick supporters	74%	26%	0%	171
	Baker supporters	81%	18%	1%	145
	Cahill supporters	31%	69%	0%	37
Sept. 2010	Likely voters	56%	42%	1%	364

** Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.*