

**WESTERN NEW ENGLAND COLLEGE POLLING INSTITUTE  
OCTOBER 24-28, 2010  
TABLES**

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. 24-28, 2010	Registered voters	58%	26%	11%	4%	0%	456
Party identification**	Democrat	62%	20%	13%	4%	1%	157
	Republican	73%	20%	5%	2%	0%	64
	Independent	52%	32%	12%	4%	0%	207
Oct. 16-21, 2010	Registered voters	62%	27%	8%	3%	0%	469
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.

\*\* Party identification consists of responses to the following question: In politics today, do you consider yourself a Democrat, a Republican, Independent or something else?

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. 24-28, 2010	Registered voters	79%	15%	4%	2%	1%	456
Party identification	Democrat	78%	14%	7%	0	2%	157
	Republican	83%	7%	8%	2%	0%	64
	Independent	78%	18%	1%	2%	0%	207
Oct. 16-21, 2010	Registered voters	84%	11%	4%	1%	1%	469
Sept. 2010	Registered voters	77%	16%	6%	1%	0%	473

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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	42%	37%	11%	3%	4%	2%	361
Party identification	Democrat	89%	3%	3%	1%	3%	0%	114
	Republican	2%	92%	4%	0%	2%	0%	56
	Independent	31%	40%	18%	4%	4%	3%	169
Gender	Male	38%	43%	8%	5%	4%	2%	157
	Female	47%	32%	13%	1%	5%	1%	204
Age	18-29	**	**	**	**	**	**	**
	30-49	34%	45%	11%	5%	3%	1%	92
	50-64	53%	28%	7%	4%	5%	2%	134
	65 and older	47%	29%	13%	1%	7%	3%	125
Education	High school or less	35%	37%	12%	2%	12%	2%	70
	Some college	37%	45%	14%	2%	2%	1%	73
	College graduate	46%	36%	9%	4%	4%	2%	217
Region	Western MA	49%	33%	11%	4%	4%	0%	64
	Central MA	38%	46%	15%	0%	0%	0%	45
	North / South Shore	37%	38%	10%	5%	8%	3%	125
	Boston and suburbs	45%	36%	10%	3%	3%	3%	127
Oct. 24-28, 2010	Registered voters	44%	30%	11%	5%	8%	2%	456
Oct. 16-21, 2010	Likely voters	44%	36%	8%	5%	5%	3%	400
Sept. 2010	Likely voters	39%	33%	16%	3%	7%	2%	402

\* 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 40 respondents.

Voter Preferences for Governor (Without Leaners) – Likely Voters

		Patrick	Baker	Cahill	Stein	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Oct. 24-28, 2010	Likely voters	42%	37%	10%	3%	0%	0%	6%	2%	361
Party identification	Democrat	87%	3%	3%	1%	0%	0%	4%	1%	114
	Republican	2%	92%	4%	0%	2%	0%	0%	0%	56
	Independent	30%	40%	17%	4%	0%	1%	7%	2%	169
Gender	Male	38%	43%	8%	5%	1%	1%	4%	1%	157
	Female	45%	32%	12%	1%	1%	0%	8%	2%	204
Age	18-29	**	**	**	**	**	0%	**	**	**
	30-49	33%	45%	11%	5%	0%	0%	4%	1%	92
	50-64	51%	28%	6%	4%	0%	1%	7%	2%	134
	65 and older	47%	28%	12%	1%	1%	0%	8%	3%	125
Education	High school or less	34%	34%	12%	2%	2%	0%	12%	4%	70
	Some college	34%	45%	14%	2%	0%	1%	3%	1%	73
	College graduate	45%	35%	8%	4%	0%	0%	5%	2%	217
Region	Western MA	47%	33%	11%	4%	2%	0%	4%	0%	64
	Central MA	38%	46%	13%	0%	0%	0%	3%	0%	45
	North / South Shore	37%	38%	9%	5%	1%	1%	7%	3%	125
	Boston and suburbs	44%	36%	10%	2%	0%	0%	6%	2%	127
Oct. 24-28, 2010	Registered voters	42%	30%	10%	5%	0%	0%	10%	2%	456
Oct. 16-21, 2010	Likely voters	40%	34%	7%	4%	0%	0%	11%	3%	400
Sept. 2010	Likely voters	38%	31%	14%	3%	1%	0%	12%	2%	402

\* *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. 24-28, 2010	Likely voters	77%	23%	0%	338
	Patrick supporters	84%	16%	0%	164
	Baker supporters	80%	19%	1%	125
	Cahill supporters	39%	61%	0%	38
Oct. 16-21, 2010	Likely voters	71%	28%	1%	369
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.*

## METHODOLOGY

The Western New England College Polling Institute conducted telephone interviews with 496 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Oct. 24-28, 2010. The sample yielded 456 adults who said they were registered to vote in Massachusetts, and 361 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. Complete results of the poll are available online at [www.wnec.edu/news](http://www.wnec.edu/news).

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 456 registered voters is +/- 4.6 percent, at a 95 percent confidence interval. Thus if 60 percent of registered voters said they would definitely vote in the upcoming election, one would be 95 percent sure that the true figure would be between 55.4 percent and 64.6 percent (60 percent +/- 4.6 percent) had all Massachusetts voters been interviewed, rather than just a sample. The margin of error for the sample of 361 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.

Established in 2005, the Western New England College Polling Institute conducts research on issues of importance to Massachusetts residents and communities. The Institute provides the College’s faculty and students with valuable opportunities to participate in public opinion research. Additional information about the Polling Institute is available at [www1.wnec.edu/pollinginst](http://www1.wnec.edu/pollinginst).