

**MassINC Polling Group Post-Election Poll**

**November 4, 2010**



The MassINC Polling Group  
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**MassINC Polling Group Post-Election Poll**  
**Field Date: November 3, 2010**

**Final Vote Choice Tables**

		Unweighted Count*	Final Vote Choice			
			Deval Patrick	Charlie Baker	Tim Cahill	Jill Stein
Overall	Overall	500	48%	42%	8%	1%
Party Registration	Democrat	180	79%	14%	6%	0%
	Republican	65	7%	90%	2%	1%
	Unenrolled / Other	255	36%	50%	12%	2%
Gender	Male	240	39%	52%	7%	2%
	Female	260	57%	33%	9%	1%
Age Groupings	18 to 34	86	39%	44%	14%	3%
	35 to 49	127	47%	44%	7%	2%
	50 to 64	169	55%	37%	6%	1%
	65 +	118	46%	45%	9%	0%
Age and Gender	Men age 18-49	105	32%	54%	11%	3%
	Women age 18-40	108	55%	36%	8%	1%
	Men age 50+	135	44%	50%	5%	1%
	Women age 50+	152	58%	31%	10%	1%
Party Registration and Gender	Democrat male	70	71%	24%	5%	1%
	Democrat female	110	85%	9%	6%	0%
	Unenrolled male	131	31%	56%	11%	2%
	Unenrolled female	124	42%	44%	13%	2%
	Republican male	39	8%	89%	0%	2%
	Republican female**	26	x	x	x	x
Race	White / Caucasian	431	46%	43%	9%	1%
	All others	69	59%	36%	4%	2%
Level of Education	High School or less	95	38%	46%	15%	1%
	Some college, no degree	115	45%	44%	9%	2%
	College graduate (BA/BS)	192	45%	45%	9%	1%
	Advanced degree	87	68%	31%	0%	1%
College Degree	No college degree	210	42%	45%	12%	2%
	Has college degree	279	52%	40%	6%	1%
Income Ranges	Less than \$25k	48	59%	23%	16%	2%
	\$25-\$75k	137	53%	38%	7%	1%
	\$75-\$150k	145	46%	46%	8%	1%
	More than \$150k	63	47%	44%	8%	1%

\* The "Unweighted Count" column shows the unweighted sample size for each group. It is cited only to inform readers of the number of interviews that each line represents and should not be used as an estimate for the size of each group in the electorate. For more information, please see the methodology note at the end of this report.

\*\* Not shown due to small sample size.

		Unweighted Count*	Deval Patrick	Final Vote Choice		
				Charlie Baker	Tim Cahill	Jill Stein
Do you consider yourself to be a supporter of the Tea Party movement, an opponent of the Tea Party movement, or neither?	Supporter of Tea Party	82	7%	88%	4%	1%
	Opponent of Tea Party	136	85%	9%	5%	1%
	Neither supporter or opponent	265	44%	44%	11%	2%
When did you make up your mind about who you would support in the election for Governor?	Within last week	112	43%	37%	17%	3%
	September and October	133	43%	46%	9%	2%
	Earlier than September	245	54%	42%	4%	1%
During the campaign process, was there a time when you were intending to vote for someone other than (insert name of final vote choice)?	Yes, considered another candidate	94	37%	44%	15%	4%
	No, did not consider another candidate	399	51%	42%	7%	1%
Which other candidate were you intending to vote for?	Deval Patrick**	12	x	x	x	x
	Charlie Baker**	17	x	x	x	x
	Tim Cahill	30	45%	54%	0%	2%
	Jill Stein**	5	x	x	x	x
Voted for Brown or Coakley in special election	Scott Brown Voter	211	12%	79%	7%	1%
	Martha Coakley Voter	214	82%	7%	10%	1%
Brown Voters & Party Registration	Unenrolled and Democrat Brown Voters	157	15%	74%	9%	1%
	Republican Brown Voters	54	3%	95%	2%	0%
	Coakley Voters	214	82%	7%	10%	1%
MA headed in right direction vs on wrong track	Right Direction	254	81%	13%	6%	1%
	Wrong Track	213	10%	77%	10%	2%
Important Issues - Voters rating each issue as "very important" in deciding their vote.	Jobs and the Economy	186	43%	46%	8%	2%
	Environmental Issues	75	71%	20%	7%	2%
	State Budget Shortfalls	165	43%	49%	7%	1%
<i>Each item was asked to half of total sample.</i>	Health Care	186	51%	36%	11%	2%
	Taxes	153	39%	49%	11%	1%
	Education	169	58%	33%	8%	1%
	Corruption in state government	147	42%	48%	9%	1%

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\*\* Not shown due to small sample size.

**Selected Results**

During the campaign process, was there a time when you were intending to vote for someone other than (insert name of final vote choice)?	Yes	18%
	No	80%
	Don't know	1%
	Refused	0%
Which other candidate were you intending to vote for? (among those considering another candidate)	Democrat Deval Patrick	12%
	Republican Charlie Baker	18%
	Independent Tim Cahill	34%
	Green Rainbow Party candidate Jill Stein	6%
	(Do not read) Other Candidate	3%
	Don't know	5%
	Refused	24%
When did you make up your mind about who you would support in the election for Governor- during Election Day yesterday, over the last three days, over the last week, earlier in October, in September, or before September?	Election day	6%
	Last few days	7%
	Last week	10%
	Earlier in October	13%
	September	13%
	Before September	49%
	Don't know	2%
Refused	0%	
Do you consider yourself to be a supporter of the Tea Party movement, an opponent of the Tea Party movement, or neither?	Supporter of Tea Party	17%
	Opponent of Tea Party	26%
	Neither supporter or opponent	53%
	Don't know	3%
Overall, do you think things in Massachusetts are headed in the right direction or are they off on the wrong track?	Refused	1%
	Right Direction	50%
	Wrong Track	43%
	Don't know	6%
	Refused	1%

### Important Issues in Deciding Vote

“How important were each of the following issues to you in deciding who to vote for? Was the issue of \_\_\_\_\_ very important, somewhat important, not too important, or not at all important in deciding how you voted?”

Importance in deciding vote - Jobs and the Economy	Very important	74%
	Somewhat important	21%
	Not too important	4%
	Not at all important	2%
	Don't know	0%
	Refused	0%
Importance in deciding vote - Environmental Issues	Very important	30%
	Somewhat important	41%
	Not too important	17%
	Not at all important	11%
	Don't know	1%
	Refused	0%
Importance in deciding vote - State Budget Shortfalls	Very important	67%
	Somewhat important	24%
	Not too important	4%
	Not at all important	2%
	Don't know	3%
	Refused	0%
Importance in deciding vote - Health Care	Very important	74%
	Somewhat important	17%
	Not too important	7%
	Not at all important	2%
	Don't know	0%
	Refused	0%
Importance in deciding vote - Taxes	Very important	63%
	Somewhat important	28%
	Not too important	6%
	Not at all important	3%
	Don't know	1%
	Refused	0%
Importance in deciding vote - Education	Very important	68%
	Somewhat important	25%
	Not too important	4%
	Not at all important	3%
	Don't know	0%
	Refused	0%

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Importance in deciding vote - Corruption in state government	Very important	60%
	Somewhat important	24%
	Not too important	10%
	Not at all important	4%
	Don't know	1%
	Refused	0%

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#### **About the Poll**

These results are based on a poll of 500 voters who participated in the November 2, 2010 general election for Massachusetts Governor. Live telephone interviews were conducted November 3, 2010 via both landline and cell phone by Eastern Research Services. Because precise voter turnout figures by demographic group are not available at this time, the demographic makeup of the sample was derived from analysis of gross turnout figures for this election, demographic figures from previous election cycles, and current political trends. The margin of sampling error is +/- 4.4 percent with a 95 percent level of confidence.