



Election Day Exit Poll

Final Results - Toplines

Field Date: November 4, 2014
Sample: 825 Massachusetts Voters
Margin of Error: 4.3%

The sample for the exit poll was selected in two stages. The first stage involved randomly selecting precincts within four geographic strata in Massachusetts. The four regional strata used were Western Massachusetts, Suffolk County, Central Massachusetts, and the North/South Shore Areas. Two precincts were selected within each strata with a probability proportional to the precinct's turnout in recent elections. While we ultimately selected 8 precincts across the state, some precincts we selected vote at the same location as other precincts, which means we ultimately interviewed voters from 9 precincts across the state. Second, at each precinct, voters were randomly sampled throughout the day as they left the polling place. Interviewers selected each Nth voter to be interviewed; therefore, each voter at a precinct had an equal probability of being selected for an interview. The value of N was determined by previous turnout at the precinct to ensure a sufficient number of voters would be selected at each location. Each randomly selected voter was asked to fill out a brief self-administered questionnaire. Margin of error will be greater for subgroups. Calculations are produced using sampling weights to account for the stratified sampling design and post-stratification weights to balance the sample on gender and the actual final vote for Governor.

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This page presents weighted topline from selected exit poll questions. These questions were asked of all respondents:

Do you generally consider yourself a:

Democrat	39
Independent	44
Republican	16

Do you generally consider yourself a:

Conservative	22
Moderate	45
Liberal	33

What was the last grade of school you completed?

Did not complete high school	<1
High school graduate	23
College graduate	44
Postgraduate degree	33

What was your total family income in 2013?

Less than \$20,000	7
\$20,000 to \$49,999	17
\$50,000 to \$74,999	18
\$75,000 to \$99,999	15
\$100,000 to \$150,000	22
More than \$150,000	20

The following questions were asked to just one-half of the sample:

When did you make up your mind about how you would vote for governor?

This week	17
During October	17
During September	13
Before September	53

Was your vote for governor mainly:

For your candidate	71
Against another candidate	29

How important was each of the following issues to your vote for GOVERNOR today?

	Very Important	Somewhat Important	Not very Important
Economy	85	15	<1
Education	80	19	1
Health care	79	20	1
Equal Pay	63	31	6
Abortion	51	28	21
Income Tax	62	32	6

Indicate whether you approve of how each of the following is handling their job:

	Approve	Disapprove
Barack Obama	48	52
Deval Patrick	61	39
Elizabeth Warren	63	38
Ed Markey	64	36

Please indicate whether each candidate for Governor supported the following:

	Baker	Coakley	Both
A woman's right to choose an abortion	21	46	33
Increasing the minimum wage	17	77	6
Cutting the state income tax	83	15	2