

Crosstabs

UMass Amherst/WBZ Poll of MA Likely Primary Voters

Field Dates:	February 19 - February 25
Sample:	891 Registered Voters in Massachusetts 400 Likely Democratic Primary Voters 292 Likely Republican Primary Voters
Margin of Error:	4.1% for All Registered Voters 6.5% for Democratic Likely Voters 6.3% for Republican Likely Voters

YouGov interviewed 1032 respondents who were then matched down to a sample of 891 to produce the final dataset consisting of 400 Democratic likely voters, 292 Republican Likely Voters, and 199 registered voters who were not likely primary voters. The respondents were matched to a sampling frame on gender, age, race, and party identification. The frame was constructed by stratified sampling from the Massachusetts Voter List with selection within strata by weighted sampling with replacement. The Democratic frame included active voters registered with either the Democratic Party or Unaffiliated voters who had voted in the 2008 or 2010 Democratic Primaries. The Republican frame included active Voters registered with either the Republican Party or Unaffiliated voters who had voted in the 2012 or 2014 Republican Primaries.

The matched cases and the respective frames were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, and three category education. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The final weights were raked to exit poll results on age, race, gender, and three point ideology.

As a final step, all three samples were combined with a sampling frame for Registered Voters. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The full sample was then post stratified to represent the official Party Registration statistics provided by the Secretary of State, and to the joint gender and four category age distribution.

UMass Poll Directors/Fellows

Brian F. Schaffner, Ph.D.	Director	schaffne@polsci.umass.edu			
Raymond La Raja, Ph.D.	Associate Director	laraja@polsci.umass.edu	Mia Costa	Research Fellow	micosta@polsci.umass.edu
Tatishe Nteta, Ph.D.	Associate Director	nteta@polsci.umass.edu	Kaylee Johnson	Research Fellow	ktjohnson@polsci.umass.edu



Vote Choice – Democratic Primary (Likely Voters with Leaners)

	Gender		Age				Income			Education				Ideology		
	Male	Female	18-29	30-44	45-64	>65	<\$40k	\$40-\$100k	>\$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Very Lib.	Lib.	Mod.
Clinton	42	50	36	56	48	42	47	50	45	48	35	50	46	43	50	53
Sanders	48	41	58	42	42	43	38	45	52	37	56	44	48	51	48	36

	Religion			Important Candidate Quality					Terrorism		Obama		Warren	
	Protestant	Catholic	None	Shares views	Best Chance	Leader	Trustworthy	Experienced	Worried	Not worried	Approve	Disapprove	Approve	Disapprove
Clinton	40	51	41	25	65	66	15	90	50	42	51	18	48	16
Sanders	55	30	53	64	29	23	73	4	37	54	42	59	44	50

Vote Choice – Republican Primary (Likely Voters with Leaners)

	Gender		Age				Income			Education				Ideology		
	Male	Female	18-29	30-44	45-64	>65	<\$40k	\$40-\$100k	>\$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Mod.	Cons.	Very Cons.
Cruz	9	21	26	17	10	19	16	10	19	18	9	15	17	8	18	24
Kasich	10	12	13	12	9	13	11	12	11	6	13	9	19	22	7	0
Rubio	16	14	39	19	11	16	10	16	17	9	16	16	19	17	14	15
Trump	57	36	16	33	55	42	53	49	42	49	49	52	33	35	54	52

	Religion			Important Candidate Quality					Terrorism		Baker	
	Protestant	Catholic	None	Shares views	Best Chance	Leader	Trustworthy	Experienced	Worried	Not worried	Approve	Disapprove
Cruz	18	13	17	21	8	8	20	6	17	8	16	11
Kasich	10	8	16	4	14	9	13	39	9	24	12	2
Rubio	18	12	14	11	42	6	13	6	13	23	15	12
Trump	35	59	35	57	24	65	35	24	50	24	44	71

Percentage of individuals who might change their mind on who they were voting for

	Democratic Vote Choice		Republican Vote Choice			
	Clinton	Sanders	Cruz	Kasich	Rubio	Trump
Not Sure/Might Change Mind	38	37	57	62	47	26
Won't Change Mind	62	63	43	38	53	74