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 percents 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.

UMass Poll Directors
Brian F. Schaffner, Ph.D.  Director  schaffne@polsci.umass.edu
Raymond La Raja, Ph.D.  Associate Director  laraja@polsci.umass.edu
Tatishe Nteta, Ph.D.  Associate Director  nteta@polsci.umass.edu
Melinda Tarsi, Ph.D.  Associate Director  melinda.tarsi@bridgew.edu
Cameron Roche  Assistant Director  cjroche@polsci.umass.edu
This page presents weighted toplines 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?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>85</td>
<td>15</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Education</td>
<td>80</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td>Health care</td>
<td>79</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td>Equal Pay</td>
<td>63</td>
<td>31</td>
<td>6</td>
</tr>
<tr>
<td>Abortion</td>
<td>51</td>
<td>28</td>
<td>21</td>
</tr>
<tr>
<td>Income Tax</td>
<td>62</td>
<td>32</td>
<td>6</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Approve</th>
<th>Disapprove</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barack Obama</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>Deval Patrick</td>
<td>61</td>
<td>39</td>
</tr>
<tr>
<td>Elizabeth Warren</td>
<td>63</td>
<td>38</td>
</tr>
<tr>
<td>Ed Markey</td>
<td>64</td>
<td>36</td>
</tr>
</tbody>
</table>

Please indicate whether each candidate for Governor supported the following:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Baker</th>
<th>Coakley</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>A woman’s right to choose an abortion</td>
<td>21</td>
<td>46</td>
<td>33</td>
</tr>
<tr>
<td>Increasing the minimum wage</td>
<td>17</td>
<td>77</td>
<td>6</td>
</tr>
<tr>
<td>Cutting the state income tax</td>
<td>83</td>
<td>15</td>
<td>2</td>
</tr>
</tbody>
</table>