

JANUARY 2014 SPECIAL EDITION

PURPLEPOLL™



MASSACHUSETTS STATEWIDE

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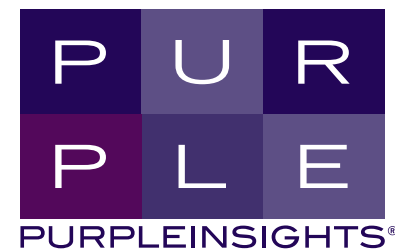
Purple is a fully integrated, bipartisan team that excels at merging red and blue perspectives to find effective strategic solutions. We look to build a consensus that will support a public affairs initiative, influence a debate or stimulate change. Our team includes experts in opinion research, strategic communications, grassroots, government affairs, digital communications and creative.

Recognizing the need for a balanced, bipartisan approach to corporate communications and issue advocacy, Alex Castellanos and Steve McMahon merged two well-established Republican and Democratic firms – National Media and Issue & Image – to create Purple Strategies. By joining forces, Purple brings together strategists and communication specialists from across the political spectrum, including veteran political strategists Bruce Haynes, Mark Squier and Jim Jordan.

The PurplePoll is fielded and analyzed by Purple Insights, the research division of Purple Strategies, the bipartisan public affairs firm.

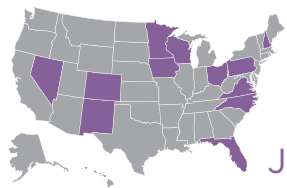
Fielded 1/21-1/23, interviews were conducted using a mixed methodology of automated telephone interviews using landline phones and online interviews of voters who predominantly or exclusively use cell phones. Seventy-five percent (75%) of the interviews were conducted via phone, and 25% online with cell phone users. Total weighted N size=500 likely voters, margin of error +/-4.4.

For more, visit www.purplestrategies.com.



The PurplePoll was named one of the most accurate pollsters of 2012 for its national and swing state polls. It has been cited on television, in print, and online by sources that span the political spectrum, including: *MSNBC*, *Fox News*, *ABC News*, *the Wall Street Journal*, *Talking Points Memo*, *Slate*, *Politico*, *the National Review* and over a hundred other sources.

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Martha Coakley is in a strong but vulnerable position, particularly against Charlie Baker.

With 10 months to go before the 2014 general election, Martha Coakley holds a substantial lead against Mark Fisher, 50% to 30%. She holds a smaller but significant lead against Charlie Baker (46% to 36%). At this early stage, she is in strong position, but still has work to do.

The gender gap is wide in Massachusetts. Coakley holds commanding leads against both candidates among women (23 points against Baker, 33 points against Fisher). Baker leads Coakley among men (46% to 43%), while Fisher trails by just four points.

Baker has consolidated his GOP base against Coakley (89% support) while the lesser-known Fisher does not command as much strength among Republicans (72%). Coakley has some room to grow among

Democrats, with 76% supporting her against Baker, and 79% supporting her against Fisher.

Baker holds a solid lead among independents in the state (44% to 35%), while Coakley holds a slight lead against Fisher among this group (40% to 37%). In a state with a strong Democratic tilt like Massachusetts, the key for Democrats is to consolidate base support while keeping independents within a reasonable margin; the imperative for Republicans is to build a solid lead among this swing group. At this point, there are some caution flags for Coakley – though she sits in good position.

Baker leads Steve Grossman, and Grossman musters just 35% and 34% against either GOP candidate as he remains unknown to most voters.

Steve Grossman performs worse in a general election test than Martha Coakley. He currently trails Baker in a virtual tie (35% to 34%) and leads Fisher by 9 points but with just 35% of the vote. Despite having run for statewide office before, just a third of Massachusetts voters are able to rate the candidate (21% favorable, 13% unfavorable).

In these matchups, more voters are up for grabs than those that include Coakley. For example, 47% of independent voters are undecided in a Grossman-Fisher match-up compared to 23% and 22% in Coakley match-ups. The contours of a race that involves Grossman appear to be much less stable – and perhaps less predictable – than one with Martha Coakley as the Democratic nominee.

Elizabeth Warren is the most popular statewide elected official tested; Patrick completes his term with mixed popularity.

Senator Elizabeth Warren is the only politician tested of whom a majority hold a favorable view (51% favorable, 37% unfavorable). Forty-nine percent (49%) feel the same way about President Obama (42% unfavorable). Deval Patrick heads into his last year with overall favorable ratings, but he too falls short of a majority in popularity (46% favorable, 41% unfavorable). Forty-four percent (44%) have a favorable view of Attorney General Coakley (33% unfavorable).

While these key Democratic elected officials retain strong popularity among Democrats, their personal ratings are upside down among independents (Obama, -26; Warren,



-16; Patrick -20), indicating a general dissatisfaction among this group. Coakley finds her popularity evenly divided among independents (36% favorable, 36% unfavorable).

The Republican candidates for governor – and Steve Grossman – are less well-known. Both Baker (30% favorable, 17% unfavorable) and Grossman (21% favorable, 13% unfavorable) find more Massachusetts voters feeling favorable about them. Fisher is upside-down (6%/10%) but with much room to grow.

Voters are mixed on the direction of the state’s business climate, and prioritize job growth.

Just 21% of Massachusetts voters believe that the business climate in the state is improving, while 23% believe that it is getting worse. A plurality (50%) believe that it is staying the same. Across parties, pluralities believe that the business climate is staying about the same, with Democrats (not surprisingly under a Democratic governor) more likely to believe that it is getting better than Republicans.

The economy and job growth weighs most heavily on Massachusetts voters going into this election cycle. Two-thirds (66%) say that it is “one of the most important issues” facing Massachusetts. It ranks first across every demographic group, and should be a clear priority for gubernatorial candidates.

Health care is also an important issue – specifically, “addressing issues in health care as a result of Obamacare.” Forty-two percent (42%) of voters say this is one of the most important issues. Forty-nine percent (49%) of Republicans say this is one of the most important issues, as do (perhaps surprisingly) 40% of Democrats.

Improving the business climate is a lower-tier issue, with 37% saying it is one of the most important issues. Maintaining consistent sources of energy achieves the same 37%, while increasing the minimum wage is considered one of the most important issues by 32% of voters.



		Total	Male	Female	Dem	GOP	Ind	No College	College	<44	45-64	65+
Barack Obama Favorability	Favorable	49	43	54	88	10	30	42	54	46	51	50
	Unfavorable	42	51	34	7	88	56	47	38	38	44	43
	Not sure	10	7	12	5	2	14	11	9	16	6	7
Elizabeth Warren Favorability	Favorable	51	45	56	83	16	36	48	53	51	48	55
	Unfavorable	37	47	29	4	78	52	39	36	35	42	33
	Not sure	12	8	15	13	6	12	13	11	14	10	11
Deval Patrick Favorability	Favorable	46	42	50	78	14	32	38	55	47	46	47
	Unfavorable	41	49	33	9	82	52	46	36	41	43	37
	Not sure	13	9	17	12	4	16	16	10	12	10	16
Martha Coakley Favorability	Favorable	44	39	48	64	18	36	46	41	38	43	50
	Unfavorable	33	42	24	12	68	36	34	31	31	36	29
	Not sure	24	19	28	24	14	28	20	28	31	21	20
Steve Grossman Favorability	Favorable	21	26	16	28	16	18	23	19	13	25	24
	Unfavorable	13	17	10	10	22	14	11	15	8	19	14
	Not sure	66	57	74	62	62	69	66	66	79	56	62
Charlie Baker Favorability	Favorable	30	40	22	18	55	33	35	27	21	36	35
	Unfavorable	17	20	14	26	8	14	16	18	10	23	18
	Not sure	53	40	64	56	37	53	50	55	69	41	47

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=500 likely voters, margin of error +/-4.4.



		Total	Male	Female	Dem	GOP	Ind	No College	College	<44	45-64	65+
Mark Fisher Favorability	Favorable	6	8	4	10	5	4	9	3	7	3	9
	Unfavorable	10	15	5	10	9	10	11	7	5	12	12
	Not sure	84	77	91	81	86	86	79	90	88	85	78
2014 Gubernatorial Election: Democrat Martha Coakley vs. Republican Charlie Baker	Coakley	46	43	50	76	9	35	45	48	44	46	50
	Baker	36	46	27	5	89	44	38	34	35	38	35
	Not sure	18	11	24	19	3	22	17	18	21	16	15
2014 Gubernatorial Election: Democrat Martha Coakley vs. Republican Mark Fisher	Coakley	50	44	55	79	11	40	48	52	44	53	53
	Fisher	30	40	22	4	72	37	33	27	36	29	25
	Not sure	20	16	23	17	17	23	19	21	20	19	21
2014 Gubernatorial Election: Democrat Steve Grossman vs. Republican Charlie Baker	Grossman	34	32	36	63	3	22	30	39	33	37	34
	Baker	35	43	27	6	84	42	35	34	29	39	37
	Not sure	31	24	36	31	14	36	35	27	38	24	30
2014 Gubernatorial Election: Democrat Steve Grossman vs. Republican Mark Fisher	Grossman	35	36	35	63	1	25	31	40	32	42	33
	Fisher	26	32	21	6	69	28	29	23	27	24	27
	Not sure	38	32	44	30	30	47	40	36	41	34	40

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=500 likely voters, margin of error +/-4.4.



		Total	Male	Female	Dem	GOP	Ind	No College	College	<44	45-64	65+
Improving the economy and creating jobs	One of the most important issues	66	69	64	68	66	67	71	62	48	77	75
	Very important	25	22	28	22	29	25	21	30	39	16	21
	Somewhat important	7	8	7	9	3	7	8	7	12	7	3
	Not too important	0	0	1	1	0	0	1	0	1	0	0
	Not at all important	0	1	0	0	0	1	0	0	0	0	0
	DK/Not sure	0	0	0	0	1	0	0	1	1	0	0
Raising the minimum wage	One of the most important issues	32	29	34	51	12	20	40	25	26	30	39
	Very important	24	19	28	28	16	25	19	28	28	24	20
	Somewhat important	22	24	21	16	25	26	20	25	25	18	24
	Not too important	14	17	11	3	27	19	13	15	14	18	10
	Not at all important	7	10	5	1	19	9	8	7	8	9	5
	DK/Not sure	1	1	0	1	1	1	0	1	0	0	2
Maintaining consistent, reliable and affordable sources of energy	One of the most important	37	41	33	37	31	37	46	27	23	42	45
	Very important	35	32	37	36	28	37	32	37	38	32	34
	Somewhat important	21	19	23	20	29	19	15	28	30	18	15
	Not too important	5	6	4	3	9	5	3	7	5	7	3
	Not at all important	1	2	1	1	3	1	2	1	2	1	2
	DK/Not sure	1	1	1	2	1	0	2	0	1	0	2

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=500 likely voters, margin of error +/-4.4.



		Total	Male	Female	Dem	GOP	Ind	No College	College	<44	45-64	65+
Addressing new challenges in health care as a result of Obamacare	One of the most important	42	40	42	40	49	41	53	32	28	51	46
	Very important	26	26	26	28	13	28	19	32	41	15	21
	Somewhat important	22	20	24	24	26	20	17	26	24	20	24
	Not too important	6	9	4	6	9	6	7	6	5	9	6
	Not at all important	3	5	2	2	3	5	3	3	3	5	2
	DK/Not sure	1	0	1	0	0	0	1	1	0	0	0
Improving the business climate	One of the most important	37	44	32	27	51	42	46	30	21	47	44
	Very important	33	31	34	35	24	35	33	32	30	31	38
	Somewhat important	26	21	30	33	19	20	17	33	42	19	15
	Not too important	3	3	3	4	5	2	3	3	3	3	2
	Not at all important	1	1	1	1	1	1	1	1	2	1	1
	DK/Not sure	1	0	1	1	0	0	1	1	2	0	0
Business climate in Massachusetts	Getting Better	21	21	21	33	12	14	15	26	21	23	18
	Getting Worse	23	26	20	12	39	27	27	19	19	27	23
	Staying about the same	50	51	50	46	46	55	53	48	53	46	53
	DK/Not sure	6	3	9	9	4	4	5	7	7	4	6

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=500 likely voters, margin of error +/-4.4.



Massachusetts		
Are you male or female?	Male	47
	Female	53
Do you consider yourself to be a Democrat, Republican, or Independent?	Democrat	38
	Republican	16
	Independent	43
	Not sure/Would rather not say	3
In today's politics, do you consider yourself a liberal, moderate or conservative?	Liberal	25
	Moderate	43
	Conservative	24
	Not sure/Would rather not say	8
What is your race?	Black	3
	Hispanic/Latino	3
	White	80
	Asian	4
	Other	2
	Would rather not say	8
What is the highest level of education you have completed?	No college	47
	College	51
	Don't know/refused	3
What is your age?	18-44	33
	45-64	34
	65+	31
	Don't know/refused	1

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=500 likely voters, margin of error +/-4.4.



1. Do you have a favorable or unfavorable view of Barack Obama?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

2. Do you have a favorable or unfavorable view of Elizabeth Warren?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

3. Do you have a favorable or unfavorable view of Deval Patrick?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

4. Do you have a favorable or unfavorable view of Martha Coakley?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

5. Do you have a favorable or unfavorable view of Steve Grossman?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

6. Do you have a favorable or unfavorable view of Charles Baker?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

7. Do you have a favorable or unfavorable view of Mark Fisher?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

The next election for Governor in Massachusetts will be held in November 2014.

8. If the 2014 gubernatorial election were held today and the candidates were Democrat Martha Coakley and Republican Charles Baker, for whom would you vote?

- 1) Coakley
- 2) Baker
- 3) Not sure

9. If the 2014 gubernatorial election were held today and the candidates were Democrat Martha Coakley and Republican Mark Fisher, for whom would you vote?

- 1) Coakley
- 2) Fisher
- 3) Not sure

10. If the 2014 gubernatorial election were held today and the candidates were Democrat Steve Grossman and Republican Charles Baker, for whom would you vote?

- 1) Grossman
- 2) Baker
- 3) Not sure

11. If the 2014 gubernatorial election were held today and the candidates were Democrat Steve Grossman and Republican Mark Fisher, for whom would you vote?

- 1) Grossman
- 2) Fisher
- 3) Not sure



Now I'm going to ask you about some different issues. For each one, please tell me how important you think it is for Massachusetts. For each one, please tell me if it is one of the most important issues, very important, somewhat important, not too important, or not at all important for Massachusetts.

12. Improving the economy and creating jobs. Is that one of the most important issues, very important, somewhat important, not too important, or not at all important for Massachusetts?

- 1) One of the most important
- 2) Very important
- 3) Somewhat important
- 4) Not too important
- 5) Not at all important
- 6) DK/Not sure

13. Raising the minimum wage. Is that one of the most important issues, very important, somewhat important, not too important, or not at all important for Massachusetts?

- 1) One of the most important
- 2) Very important
- 3) Somewhat important
- 4) Not too important
- 5) Not at all important
- 6) DK/Not sure

14. Maintaining consistent, reliable and affordable sources of energy. Is that one of the most important issues, very important, somewhat important, not too important, or not at all important for Massachusetts?

- 1) One of the most important
- 2) Very important
- 3) Somewhat important
- 4) Not too important
- 5) Not at all important
- 6) DK/Not sure

15. Addressing new challenges in health care as a result of Obamacare. Is that one of the most important issues, very important, somewhat important, not too important, or not at all important for Massachusetts?

- 1) One of the most important
- 2) Very important
- 3) Somewhat important
- 4) Not too important
- 5) Not at all important
- 6) DK/Not sure

16. Improving the business climate. Is that one of the most important issues, very important, somewhat important, not too important, or not at all important for Massachusetts?

- 1) One of the most important
- 2) Very important
- 3) Somewhat important
- 4) Not too important
- 5) Not at all important
- 6) DK/Not sure

17. Generally speaking, do you think the business climate in Massachusetts is getting better, getting worse, or staying about the same?

- 1) Better
- 2) Worse
- 3) About the same
- 4) DK/Not sure