



# Massachusetts U.S. Senate Democratic Primary Statewide Poll Results

## POLLING METHODOLOGY

For this poll, a sample of likely Democratic primary households was chosen from the population registered to vote in the state of Massachusetts for a “hybrid” automated (for landlines)/texted (for cell phones) poll, where 37% of the phone numbers were landlines and 63% of the phone numbers were cell phones. There were 500 completed responses to nine poll questions.

The survey was conducted July 29-30. The margin of error, with a 95% confidence interval, was 4.4%. The partisan breakdown (by voter registration) was 57% Democratic and 43% Unaffiliated. The geographic breakdown of the respondents was as follows: 10% from Boston, 12% from Essex County, 27% from Middlesex County, 12% from Norfolk County, 7% from Plymouth County, 11% from southeastern Massachusetts, and 21% from western Massachusetts (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

## POLL RESULTS

Question 1: If the Democratic primary for US Senate were held today, which candidate would you support?

<b>Markey</b>	<b>40%</b>
<b>Kennedy</b>	<b>36%</b>
<b>Undecided</b>	<b>24%</b>

Question 2: (Only if undecided selected for previous question) Given that you are undecided, which candidate are you leaning towards supporting? (Includes those who selected a candidate in the previous question)

<b>Markey</b>	<b>44%</b>
<b>Kennedy</b>	<b>41%</b>
<b>Undecided</b>	<b>16%</b>

Question 3: Senator Ed Markey has served in Congress for 44 years. Would his 44 year length of service make you more or less likely to vote for him again ?

<b>More Likely</b>	<b>30%</b>
<b>Less Likely</b>	<b>30%</b>
<b>Makes No Difference</b>	<b>40%</b>

Question 4: Would you be more or less likely to vote for a candidate who has the Kennedy name?

<b>More Likely</b>	<b>20%</b>
<b>Less Likely</b>	<b>24%</b>
<b>Makes No Difference</b>	<b>57%</b>

Question 5: The *Boston Globe* recently endorsed Ed Markey in the Democratic Senate primary. How would their endorsement affect your vote ?

<b>More likely to support Markey</b>	<b>19%</b>
<b>More likely to support Kennedy</b>	<b>14%</b>
<b>Makes No Difference</b>	<b>67%</b>

Question 6: To ensure that our survey responses are most accurate, are you male or female?

<b>Female</b>	<b>56%</b>
<b>Male</b>	<b>44%</b>

Question 7: What is your race or ethnicity?

<b>White</b>	<b>82%</b>
<b>African-American</b>	<b>6%</b>
<b>Asian</b>	<b>4%</b>
<b>Hispanic</b>	<b>2%</b>
<b>Middle Eastern</b>	<b>&lt;1%</b>
<b>Other</b>	<b>6%</b>

Question 8: For demographic purposes, what is your age?

<b>18-34</b>	<b>10%</b>
<b>35-54</b>	<b>26%</b>
<b>55-64</b>	<b>20%</b>
<b>65 years old or over</b>	<b>44%</b>

Question 9: And finally, what is the highest level of formal education you have completed?

<b>8<sup>th</sup> grade or below</b>	<b>1%</b>
<b>Some high school</b>	<b>1%</b>
<b>High school diploma/GED</b>	<b>10%</b>
<b>Some college</b>	<b>19%</b>
<b>4 year college degree</b>	<b>32%</b>
<b>Graduate/professional degree</b>	<b>37%</b>

## SUMMARY

JMC Analytics and Polling (through crowdfunding support) conducted this poll for the Massachusetts Democratic primary for the U.S. Senate. There are three main takeaways from this poll: (1) Senator Markey has a narrow lead that is within the statistical margin of error, (2) the extent to which unaffiliated voters participate in this primary will determine the winner, and (3) there are substantial differences in support when examining the age and educational attainment of the poll respondent.

On the ballot test, Senator Markey has a 40-36% lead over Congressman Joe Kennedy III. If undecided “leaners” are included, Markey’s lead narrows slightly to 44-41%. While there is some difference in support by geography (Markey has wide leads in Boston and its northern suburbs, while Kennedy does better in areas south of Boston), patterns of support are much more noticeable when examining the age and/or educational attainment of the respondent. There is a clear delineation of support when analyzing whether or not the respondent is older or younger than 55 years old. Those under 55 are 45-28% for Markey (46-34% if “leaners” are included), while Kennedy has a 40-38% lead among those older than 55 years old (45-42% with “leaners”).

Educational attainment also plays a role in candidate preference: those with some or no college favor Kennedy 42-24% (49-31% with “leaners” included), while those with at least a college degree favor Markey 47-33% (49-37% with “leaners” included).

Furthermore, the party affiliation of the respondent matters: Markey leads 44-34% (48-40% with “leaners”) among Democrats, while unaffiliated voters favor Kennedy 38-35% (42-38% with “leaners” included).

Respondents' opinions were also sought about (1) Senator Markey's lengthy (44 years) tenure in Congress, (2) whether the Kennedy name matters, and (3) the impact of the *Boston Globe* endorsement of Senator Markey. For all three questions, the impact on the Senate race was minimal, although there was some difference in opinion by educational attainment over the *Globe*'s endorsement: those with a college degree were more likely than not to be influenced to vote for Markey, while those with less than a college degree were more likely to support Kennedy – in other words, a modest correlation to existing patterns of support in the Senate primary.

In summary, Senator Markey has a lead in the race, but it's not substantial, and hinges on a strong vote from registered Democrats and/or younger voters (as well as those with at least a college degree).

# CROSSTABS

## Question 1 – Ballot test

		Party		
		Democrat	Unaffiliated	Total
Ballot	1 Markey	44%	35%	40%
	2 Kennedy	34%	38%	36%
	3 Undecided	22%	27%	24%
Total		100%	100%	100%

		Voter Score (Last 4 primaries)					
		0	1	2	3	4	Total
Ballot	1 Markey	36%	40%	49%	43%	46%	40%
	2 Kennedy	37%	33%	30%	41%	39%	36%
	3 Undecided	27%	27%	21%	15%	15%	24%
Total		100%	100%	100%	100%	100%	100%

		Region							
		Boston	Essex	Middlesex	Norfolk	Plymouth	SE Mass	W Mass	Total
Ballot	1 Markey	45%	41%	47%	29%	46%	32%	38%	40%
	2 Kennedy	27%	34%	32%	48%	32%	39%	37%	36%
	3 Undecided	27%	24%	22%	23%	22%	29%	25%	24%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone?		
		Landline	Cell	Total
Ballot	1 Markey	40%	40%	40%
	2 Kennedy	40%	33%	36%
	3 Undecided	19%	27%	24%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot	1 Markey	40%	40%	40%
	2 Kennedy	33%	38%	36%
	3 Undecided	28%	22%	24%
Total		100%	100%	100%

		Race						
		1 White	2 African American	3 Hispanic	4 Asian	5 Middle Eastern	6 Other	Total
Ballot	1 Markey	42%	26%	36%	44%		28%	40%
	2 Kennedy	36%	45%	27%	28%		31%	36%
	3 Undecided	22%	29%	36%	28%	100%	41%	24%
Total		100%	100%	100%	100%	100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65+	Total
Ballot	1 Markey	50%	43%	37%	38%	40%
	2 Kennedy	26%	29%	46%	37%	36%
	3 Undecided	24%	28%	17%	25%	24%
Total		100%	100%	100%	100%	100%

		Education						
		1 8th grade below	2 Some HS	3 HS or GED	4 Some college	5 4 yr degree	6 Graduate/professional	Total
Ballot	1 Markey		17%	19%	28%	44%	50%	40%
	2 Kennedy	33%	33%	56%	35%	30%	35%	36%
	3 Undecided	67%	50%	25%	37%	25%	15%	24%
Total		100%	100%	100%	100%	100%	100%	100%

*Question 2 – Ballot test (leaners included)*

		Party		
		Democrat	Unaffiliated	Total
Ballot with leaners	1 Markey	48%	38%	44%
	2 Kennedy	40%	42%	41%
	3 Undecided	12%	20%	16%
Total		100%	100%	100%

		Voter Score (Last 4 primaries)					
		0	1	2	3	4	Total
Ballot with leaners	1 Markey	40%	43%	52%	46%	51%	44%
	2 Kennedy	42%	38%	31%	48%	41%	41%
	3 Undecided	18%	19%	16%	7%	7%	16%
Total		100%	100%	100%	100%	100%	100%

		Region							Total
		Boston	Essex	Middlesex	Norfolk	Plymouth	SE Mass	W Mass	Total
Ballot with leaners	1 Markey	47%	48%	50%	34%	46%	36%	40%	44%
	2 Kennedy	31%	41%	35%	50%	43%	45%	43%	41%
	3 Undecided	22%	10%	14%	16%	11%	20%	17%	16%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone?		
		Landline	Cell	Total
Ballot with leaners	1 Markey	45%	43%	44%
	2 Kennedy	45%	38%	41%
	3 Undecided	9%	20%	16%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot with leaners	1 Markey	42%	45%	44%
	2 Kennedy	37%	44%	41%
	3 Undecided	21%	12%	16%
Total		100%	100%	100%

		Race						Total
		1 White	2 African American	3 Hispanic	4 Asian	5 Middle Eastern	6 Other	Total
Ballot with leaners	1 Markey	46%	26%	36%	50%		28%	44%
	2 Kennedy	41%	55%	36%	28%		34%	41%
	3 Undecided	13%	19%	27%	22%	100%	38%	16%
Total		100%	100%	100%	100%	100%	100%	100%

		Age				Total
		1 18-34	2 35-54	3 55-64	4 65+	Total
Ballot with leaners	1 Markey	52%	44%	39%	43%	44%
	2 Kennedy	30%	35%	50%	42%	41%
	3 Undecided	18%	21%	11%	14%	16%
Total		100%	100%	100%	100%	100%

		Education						Total
		1 8th grade below	2 Some HS	3 HS or GED	4 Some college	5 4 yr degree	6 Graduate/ professional	
Ballot with leaners	1 Markey		17%	27%	34%	47%	51%	44%
	2 Kennedy	33%	33%	60%	44%	36%	38%	41%
	3 Undecided	67%	50%	13%	22%	17%	11%	16%
Total		100%	100%	100%	100%	100%	100%	100%

*Question 3 – Senator Markey in Congress 44 years*

		Party		
		Democrat	Unaffiliated	Total
Markey 44 years	1 More Likely	35%	25%	30%
	2 Less Likely	26%	35%	30%
	3 No Difference	39%	41%	40%
Total		100%	100%	100%

		Voter Score (Last 4 primaries)					Total
		0	1	2	3	4	
Markey 44 years	1 More Likely	27%	29%	30%	39%	44%	30%
	2 Less Likely	27%	34%	30%	37%	29%	30%
	3 No Difference	46%	37%	40%	24%	27%	40%
Total		100%	100%	100%	100%	100%	100%

		Region							Total
		Boston	Essex	Middlesex	Norfolk	Plymouth	SE Mass	W Mass	
Markey 44 years	1 More Likely	25%	34%	34%	26%	46%	25%	26%	30%
	2 Less Likely	22%	26%	27%	37%	22%	41%	31%	30%
	3 No Difference	53%	40%	39%	37%	32%	34%	43%	40%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone?		
		Landline	Cell	Total
Markey 44 years	1 More Likely	43%	23%	30%
	2 Less Likely	37%	25%	30%
	3 No Difference	20%	51%	40%
Total		100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Markey 44 years	1 More Likely	28%	32%	30%
	2 Less Likely	33%	27%	30%
	3 No Difference	38%	41%	40%
Total		100%	100%	100%

		Race						Total
		1 White	2 African American	3 Hispanic	4 Asian	5 Middle Eastern	6 Other	
Markey 44 years	1 More Likely	32%	26%	18%	28%		24%	30%
	2 Less Likely	30%	35%	45%	6%	100%	17%	30%
	3 No Difference	38%	39%	36%	67%		59%	40%
Total		100%	100%	100%	100%	100%	100%	100%

		Age				Total
		1 18-34	2 35-54	3 55-64	4 65+	
Markey 44 years	1 More Likely	32%	24%	26%	36%	30%
	2 Less Likely	16%	28%	32%	33%	30%
	3 No Difference	52%	48%	42%	32%	40%
Total		100%	100%	100%	100%	100%

		Education					Total	
		1 8th grade below	2 Some HS	3 HS or GED	4 Some college	5 4 yr degree		6 Graduate/professional
Markey 44 years	1 More Likely		33%	37%	33%	29%	29%	30%
	2 Less Likely	67%	17%	37%	30%	31%	26%	30%
	3 No Difference	33%	50%	27%	37%	40%	45%	40%
Total		100%	100%	100%	100%	100%	100%	100%

*Question 4 – Voting for candidate with Kennedy name*

		Party		Total
		Democrat	Unaffiliated	
Kennedy name	1 More Likely	20%	19%	20%
	2 Less Likely	23%	25%	24%
	3 No Difference	57%	56%	57%
Total		100%	100%	100%



Voter Score (Last 4 primaries)

		0	1	2	3	4	Total
Kennedy name	1 More Likely	22%	13%	9%	22%	34%	20%
	2 Less Likely	22%	25%	24%	30%	22%	24%
	3 No Difference	56%	62%	67%	48%	44%	57%
Total		100%	100%	100%	100%	100%	100%

Region

		Boston	Essex	Middlesex	Norfolk	Plymouth	SE Mass	W Mass	Total
Kennedy name	1 More Likely	16%	12%	16%	24%	19%	23%	26%	20%
	2 Less Likely	25%	29%	23%	23%	19%	30%	18%	24%
	3 No Difference	59%	59%	61%	53%	62%	46%	55%	57%
Total		100%	100%	100%	100%	100%	100%	100%	100%

Cell Phone?

		Landline	Cell	Total
Kennedy name	1 More Likely	25%	16%	20%
	2 Less Likely	35%	17%	24%
	3 No Difference	40%	67%	57%
Total		100%	100%	100%

Gender

		1 Male	2 Female	Total
Kennedy name	1 More Likely	21%	19%	20%
	2 Less Likely	27%	21%	24%
	3 No Difference	52%	60%	57%
Total		100%	100%	100%

Race

		1 White	2 African American	3 Hispanic	4 Asian	5 Middle Eastern	6 Other	Total
Kennedy name	1 More Likely	20%	26%	9%	28%		14%	20%
	2 Less Likely	26%	13%	36%	6%		14%	24%
	3 No Difference	55%	61%	55%	67%	100%	72%	57%
Total		100%	100%	100%	100%	100%	100%	100%

		Age				Total
		1 18-34	2 35-54	3 55-64	4 65+	
Kennedy name	1 More Likely	18%	17%	23%	20%	20%
	2 Less Likely	26%	19%	18%	29%	24%
	3 No Difference	56%	64%	59%	52%	57%
Total		100%	100%	100%	100%	100%

		Education					Total	
		1 8th grade below	2 Some HS	3 HS or GED	4 Some college	5 4 yr degree		6 Graduate/ professional
Kennedy name	1 More Likely	67%		31%	19%	18%	18%	20%
	2 Less Likely	33%	17%	31%	19%	22%	25%	24%
	3 No Difference		83%	38%	61%	60%	57%	57%
Total		100%	100%	100%	100%	100%	100%	100%

*Question 5 – Boston Globe endorsement of Markey*

		Party		Total
		Democrat	Unaffiliated	
Boston Globe	1 Markey	20%	18%	19%
	2 Kennedy	14%	14%	14%
	3 No Difference	66%	68%	67%
Total		100%	100%	100%

		Voter Score (Last 4 primaries)					Total
		0	1	2	3	4	
Boston Globe	1 Markey	18%	21%	19%	15%	29%	19%
	2 Kennedy	13%	19%	10%	15%	12%	14%
	3 No Difference	69%	60%	70%	70%	59%	67%
Total		100%	100%	100%	100%	100%	100%

		Region						Total	
		Boston	Essex	Middlesex	Norfolk	Plymouth	SE Mass		W Mass
Boston Globe	1 Markey	18%	9%	28%	16%	16%	18%	19%	19%
	2 Kennedy	12%	10%	14%	11%	14%	16%	17%	14%
	3 No Difference	71%	81%	58%	73%	70%	66%	63%	67%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phone?		Total
		Landline	Cell	
Boston Globe	1 Markey	22%	18%	19%
	2 Kennedy	23%	9%	14%
	3 No Difference	55%	74%	67%
Total		100%	100%	100%

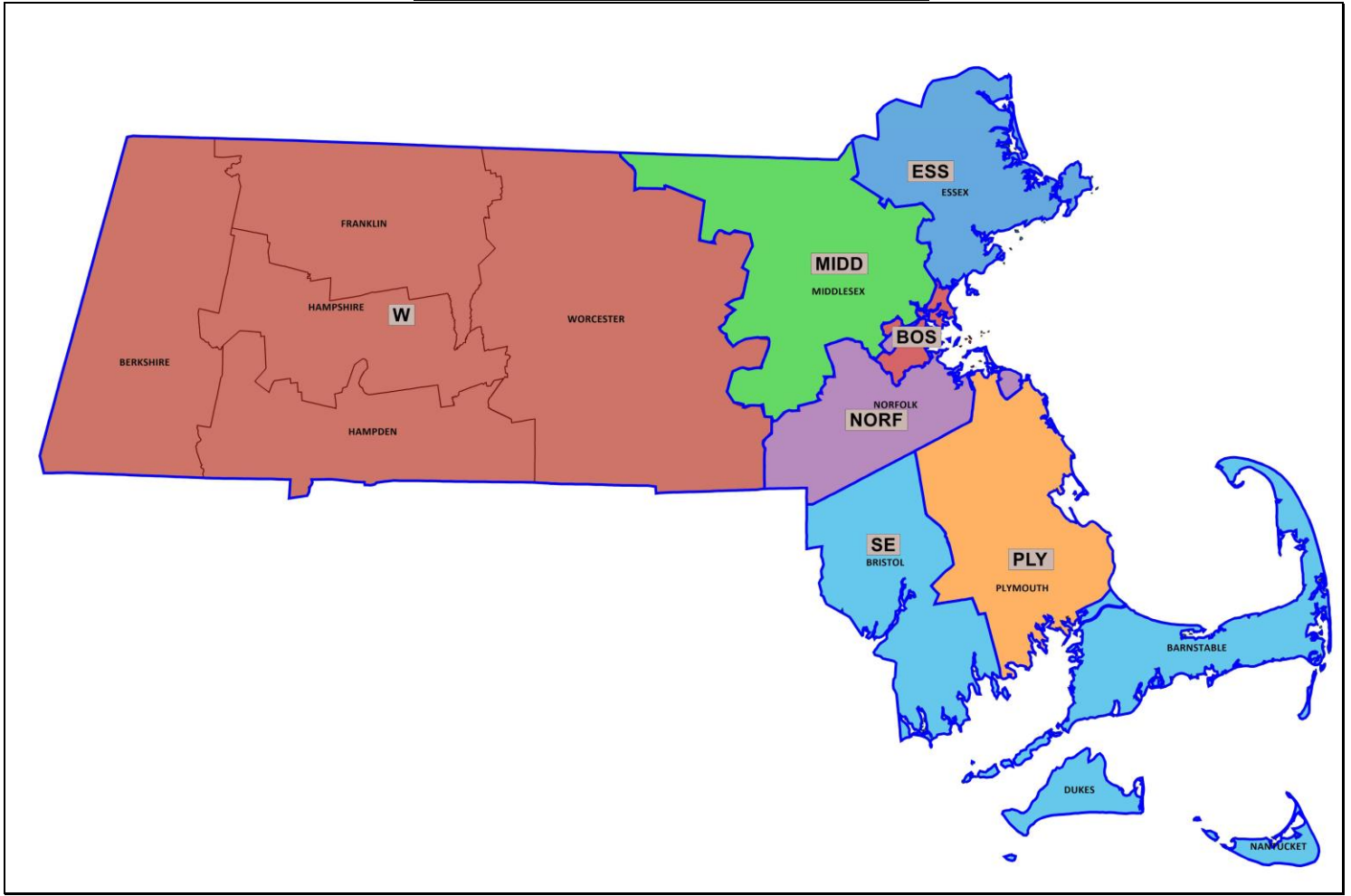
		Gender		Total
		1 Male	2 Female	
Boston Globe	1 Markey	23%	17%	19%
	2 Kennedy	17%	12%	14%
	3 No Difference	60%	72%	67%
Total		100%	100%	100%

		Race					Total	
		1 White	2 African American	3 Hispanic	4 Asian	5 Middle Eastern		6 Other
Boston Globe	1 Markey	20%	29%		28%		10%	19%
	2 Kennedy	14%	16%	18%	6%	100%	10%	14%
	3 No Difference	66%	55%	82%	67%		79%	67%
Total		100%	100%	100%	100%	100%	100%	100%

		Age				Total
		1 18-34	2 35-54	3 55-64	4 65+	
Boston Globe	1 Markey	22%	17%	21%	19%	19%
	2 Kennedy	2%	12%	18%	16%	14%
	3 No Difference	76%	71%	61%	64%	67%
Total		100%	100%	100%	100%	100%

		Education					Total	
		1 8th grade below	2 Some HS	3 HS or GED	4 Some college	5 4 yr degree		6 Graduate/professional
Boston Globe	1 Markey		17%	21%	16%	17%	23%	19%
	2 Kennedy	33%		35%	15%	12%	9%	14%
	3 No Difference	67%	83%	44%	69%	70%	68%	67%
Total		100%	100%	100%	100%	100%	100%	100%

## Appendix A: Massachusetts regions



*BOS = Boston/Suffolk County, ESS=Essex County, MIDD=Middlesex County, NORF=Norfolk County, PLY=Plymouth County, SE = southeastern Massachusetts, W=western Massachusetts*