

2013 Boston Mayoral Election Poll
 Topline Results
 Survey of 503 Likely Voters
 Field Dates: October 19-20, 2013

In your opinion, what is the number one issue the next Mayor of Boston should focus on? *Open ended.*

Taxes	4%
Crime	17%
The economy/ jobs	22%
Education	30%
Traffic	1%
Public transportation (transit/trains/buses)	3%
Health care	3%
Cost of housing	4%
Casinos	1%
Other (Please specify: _____)	8%
Don't Know / Refused	6%

I'm going to read you the names of several people and groups who are active in public affairs. After I read each one please tell me if you have a generally favorable or generally unfavorable view of the person. If you have never heard of the person or if you are undecided, please just say so. **READ FIRST NAME.** How about **READ NEXT NAME?**

REPEAT QUESTION TEXT ONLY IF NECESSARY, PROBE IF RESPONDENT SAYS "DON'T KNOW".

Have you heard of **READ NAME** and are undecided about (him/her)? Or **PAUSE** have you never heard of (him/her)?

<i>Order rotated.</i>	Favorable	Unfavorable	Heard of / Undecided	Never heard of	Refused
John Connolly	60%	17%	19%	3%	1%
Marty Walsh	61%	18%	17%	4%	1%

If the November election for Mayor of Boston were held today, and the candidates were John Connolly and Marty Walsh, for whom would you vote?

If undecided ask... Even though you say you are undecided – which way are you leaning – John Connolly or Marty Walsh?

Initial preference (without leaners)

John Connolly	35%
Marty Walsh	34%
Another candidate	1%
Don't Know / Undecided	28%
Refused	3%

Vote preference with leaners

John Connolly	41%
Marty Walsh	39%
Another candidate	1%
Don't Know / Undecided	17%
Refused	3%

Did you vote in the preliminary election for Mayor, held September twenty fourth?

Yes, I voted	79%
No, I did not vote	21%
Don't Know / Refused	<1%

Asked only to self-identified preliminary election voters.

For whom did you vote in the preliminary election? **ONLY IF RESPONDENT CAN'T RECALL, PROMPT WITH** The candidates in the preliminary election were **READ LIST. ROTATE ORDER.** Hearing these names, do you remember which candidate you voted for?

Felix Arroyo	5%
John Barros	6%
Charles Clemons	1%
Dan Conley	4%
John Connolly	21%
Rob Consalvo	4%
Charlotte Golar Richie	8%
Mike Ross	5%
Bill Walczak	3%
Marty Walsh	23%
David Wyatt	1%
Charles Yancey	0%
Another candidate	3%
Don't Know / Undecided	5%
Refused	12%

If **READ NAME** were elected Mayor of Boston, do you think labor unions would have too much influence, not enough influence, or about the right amount?

<i>Order rotated.</i>	Too much influence	Not enough influence	About the right amount	Don't Know / Refused
John Connolly	10%	14%	51%	24%
Marty Walsh	34%	4%	38%	24%

I'm going to name some people and organizations. If you heard that one of them was supporting a candidate for Mayor of Boston, would you be more likely to vote for that candidate, less likely to vote for that candidate or would it make no difference?

<i>Order rotated.</i>	More likely	Less likely	Would make no difference	Don't Know / Refused
Former mayoral candidates that are African American or Latino	24%	4%	67%	5%
The Boston Globe	21%	10%	62%	6%
Business leaders in Boston	27%	8%	58%	8%
Stand for Children	32%	4%	50%	14%

Demographics

Race

White / Caucasian	62%
African-American / Black	20%
Hispanic (Puerto Rican, Mexican etc)	9%
Asian or Pacific Islander	4%
Mixed	2%
Other	1%
Don't Know / Refused	2%

Age

18 to 29	12%
30 to 44	26%
45 to 59	31%
60+	31%

Gender

Male	46%
Female	54%

Education

High School or less	19%
Some college, no degree	18%
College graduate (BA/BS)	30%
Advanced degree	31%
Don't Know / Refused	2%

School-age children in household?

Yes	23%
No	75%
Don't Know / Refused	2%

Member of household in labor union?

Yes	21%
No	76%
Don't Know / Refused	3%

About the Poll

These results are based on a survey of 503 likely voters in the November 2013 election for Mayor in Boston, Massachusetts. The poll was conducted October 19-20, 2013. Live telephone interviews were conducted via both landline and cell phone using conventional registration based sampling procedures. The margin of sampling error for the full sample is +/- 4.4 percent with a 95 percent level of confidence. The poll was sponsored by WBUR, a National Public Radio station in the Boston area.