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MEMORANDUM

TO: Interested Parties
FROM: Geoff Garin and Mark Bunge
DATE: March 4, 2013
RE: Recent Survey On The Democratic Senate Primary Election In Massachusetts

On behalf of the League of Conservation voters and NARAL Pro-Choice America, Garin-Hart-Yang conducted a statewide survey among a cross section of 613 likely Democratic Senate primary voters in Massachusetts. The survey was conducted on February 26 and 27, 2013, and has an overall margin of error of ± 4 percentage points. This memo outlines the key findings from that survey.

With less than two months until the primary election, Ed Markey is very well-positioned to win the Democratic nomination to fill John Kerry's U.S. Senate seat. Not only does Markey start off with an advantage over Stephen Lynch in terms of favorability, name recognition, and trial heat standing, but he also has a higher ceiling and more room to build his support as voters get to know the candidates over the course of the campaign. Our survey finds that on most key issues, Ed Markey is simply better aligned with the values and priorities of Bay State voters.

Our findings show Ed Markey currently holding a 14-point lead over Stephen Lynch, with 42% of likely Democratic primary voters supporting Markey and 28% supporting Lynch. No doubt this is a fluid contest, with three in 10 voters still undecided and many of them unfamiliar with the candidates outside their own home district. That said, one measure that historically has been a reliable early predictor of the outcome in primary elections is how the candidates fare among the voters who are most familiar with them. Markey holds a significant lead (52% to 32%) among the 48% of primary voters who know both candidates.

Although both candidates are relatively popular, Markey is better known and better liked than Lynch off the bat. Overall feelings toward Ed Markey stand at 40% positive to just 5% negative, with 66% name recognition, while Lynch has lower positives (27%), higher negatives (8%), and lower name ID (57%). Registered Democrats clearly are more favorable toward Markey (45% positive, 5% negative) than toward Lynch (29% positive, 9% negative), as are

independents (31% positive, 8% negative toward Markey; 24% positive, 8% negative toward Lynch), putting a significant roadblock in Lynch's already narrow path to the nomination.

This primary, however, is not a popularity contest between two candidates trying to manufacture differences where none exist. Rather, Congressmen Markey and Lynch have important, substantive differences in their voting records, and our survey findings demonstrate that on many fundamental issues Ed Markey is far more in-line with Bay State primary voters' values and priorities.

- Eighty-one percent (81%) of primary voters prefer a candidate who "supports a woman's right to choose whether or not to have an abortion." Only 11% favor a candidate who "believes in protecting the life of the unborn child."
- Markey's record of protecting the environment and standing up to oil companies also is extremely compelling to primary voters. Fully 69% say that Markey's efforts to make oil companies pay for oil spills and deal with tar sands oil is a VERY strong reason to vote for him. And 68% say that Markey's legislation to prevent Wall Street speculators from distorting the oil market is a very strong reason to vote for him.
- Three-quarters of all primary voters would favor a candidate who voted FOR President Obama's health care reform law, while only 16% would prefer a candidate who voted against it.