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## **Sox fans gloomy, MA voters want no more Chick-fil-A's**

**Raleigh, N.C.** – Red Sox fans started out with such high hopes for the season. Despite the turmoil and disappointment of an epic collapse down the stretch of the 2011 season, despite no postseason berth since 2009, and despite a bitter split with a beloved manager and the hiring of a contentious new one, 82% of Boston faithful said in a mid-March PPP poll that the Beantown crew would make the playoffs. Now, following an historic salary dump last Friday that was a proverbial white flag, they are 13-and-a-half games out of first place in the American League East and nine games from wild card contention. The BoSox have not had a losing season in 15 years, but three games below .500 they sit. So it should be no surprise that now only 27% of their fans in Massachusetts think they will even play a game after October 3<sup>rd</sup>. And a big fan base that is—78% of likely voters in this fall's election.

The last time PPP polled Massachusetts from June 22<sup>nd</sup> to 24<sup>th</sup>, the Red Sox were two games over .500, with plenty of time remaining. Though the bloc of fans who believed the Sox could go all the way had dropped in two months from 20% to 7%, still 54% thought they would see some October play—twice as many as now. And a plurality (33%) approved of new manager Bobby Valentine's job performance, with only a quarter disapproving. Now, with a player revolt on public display, more than twice as many disapprove as approve (21-44). And fans are split on whether Bobby V should continue (35%) or be fired (34%). That is down from a 52-17 spread less than two months ago.

In other cultural news in the Bay State, Chick-fil-A's foray into Massachusetts also has voters split. Boston Mayor Tom Menino recently released a letter to the company's president informing him that the company would have a hard time getting any more business permits for franchises in Boston. On the restaurant itself, 31% of all the state's voters each see it favorably and unfavorably. 27% think that no more Chick-fil-A's should open in the state, 21% would like to see more of them, and 52% do not care. Republicans are a little more in favor of more Chick-fil-A's (48-11) than Democrats against (9-42), but Democrats way outnumber Republicans. The most numerous voters, the unenrolled, just slightly favor more Chick-fil-A establishments (23-20).

PPP surveyed 1,115 likely Massachusetts voters from August 16<sup>th</sup> to 19<sup>th</sup>. The margin of error for the survey is +/-2.9%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



## Massachusetts Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Tom Menino?
- Favorable*..... 47%
  - Unfavorable* ..... 24%
  - Not sure* ..... 29%
- Q2** Do you have a favorable or unfavorable opinion of Chick-fil-A?
- Favorable*..... 31%
  - Unfavorable* ..... 31%
  - Not sure* ..... 38%
- Q3** Would you like to see more Chick-fil-A stores open in Massachusetts, or not, or do you not care?
- Would like to see more Chick-fil-A's in Massachusetts*..... 21%
  - Would not*..... 27%
  - Don't care* ..... 52%
- Q4** Would you pay 11 to 14 cents extra for a Papa John's pizza to ensure that the company's employees have health care, or not?
- Would pay more*..... 68%
  - Would not*..... 16%
  - Not sure* ..... 17%
- Q5** Do you consider yourself to be a Boston Red Sox fan, or not?
- Are a Red Sox fan* ..... 78%
  - Are not*..... 22%
- Q6** (Q's 31-34 asked only of Sox fans) Do you approve or disapprove of the job Bobby Valentine is doing as manager?
- Approve* ..... 21%
  - Disapprove*..... 44%
  - Not sure* ..... 35%
- Q7** Do you think Bobby Valentine should continue to serve as manager of the Red Sox, or should he be fired?
- Valentine should continue as manager* ..... 35%
  - He should be fired*..... 34%
  - Not sure*..... 31%
- Q8** Would you like to see Terry Francona return as manager of the Red Sox someday, or not?
- Would like to see Francona return* ..... 50%
  - Would not*..... 24%
  - Not sure* ..... 26%
- Q9** What do you think the outcome of the Red Sox season will be this year: win the World Series, win the American League but not the World Series, make the playoffs but not win the pennant, or miss the playoffs?
- Sox will win the World Series*..... 6%
  - They'll win the AL but not the Series*..... 4%
  - They'll make the playoffs but not win the pennant*..... 17%
  - They'll miss the playoffs*..... 69%
  - Not sure* ..... 5%
- Q10** Who did you vote for President in 2008?
- John McCain*..... 33%
  - Barack Obama*..... 58%
  - Someone else/Don't remember* ..... 8%
- Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 13%
  - Somewhat liberal* ..... 23%
  - Moderate*..... 35%
  - Somewhat conservative*..... 22%
  - Very conservative* ..... 7%





**Q12** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 52%

*Man*..... 48%

**Q13** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 38%

*Republican*..... 15%

*Independent/Other*..... 48%

**Q14** If you are white, press 1. If other, press 2.

*White* ..... 87%

*Other*..... 13%

**Q15** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

*18 to 29*..... 17%

*30 to 45*..... 25%

*46 to 65*..... 40%

*Older than 65*..... 18%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Menino Favorability</b>				
<b>Favorable</b>	47%	27%	59%	31%
<b>Unfavorable</b>	24%	46%	12%	29%
<b>Not sure</b>	29%	27%	29%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Chick-fil-A Favorability</b>				
<b>Favorable</b>	31%	62%	13%	35%
<b>Unfavorable</b>	31%	8%	45%	17%
<b>Not sure</b>	38%	31%	41%	48%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Want More Chick-fil-A's in MA?</b>				
<b>Would like to see more Chick-fil-A's in Massachusetts</b>	21%	42%	9%	23%
<b>Would not</b>	27%	8%	39%	15%
<b>Don't care</b>	52%	50%	51%	62%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Would Pay 11-14c More for Pizza to Give Employees Health Care?</b>				
<b>Would pay more</b>	68%	50%	81%	41%
<b>Would not</b>	16%	26%	9%	21%
<b>Not sure</b>	17%	24%	9%	39%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Sox Fan?</b>				
<b>Are a Red Sox fan</b>	<b>78%</b>	78%	78%	76%
<b>Are not</b>	<b>22%</b>	22%	22%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Bobby V Approval</b>				
<b>Approve</b>	<b>21%</b>	22%	21%	18%
<b>Disapprove</b>	<b>44%</b>	45%	44%	42%
<b>Not sure</b>	<b>35%</b>	33%	35%	40%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Should V Continue or Be Fired?</b>				
<b>Valentine should continue as manager</b>	<b>35%</b>	34%	36%	30%
<b>He should be fired</b>	<b>34%</b>	38%	31%	37%
<b>Not sure</b>	<b>31%</b>	27%	33%	33%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Would Like to See Francona Back Someday?</b>				
<b>Would like to see Francona return</b>	<b>50%</b>	52%	49%	48%
<b>Would not</b>	<b>24%</b>	27%	24%	14%
<b>Not sure</b>	<b>26%</b>	21%	27%	37%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>This Season's Outcome?</b>				
Sox will win the World Series	6%	4%	6%	15%
They'll win the AL but not the Series	4%	4%	4%	1%
They'll make the playoffs but not win the pennant	17%	16%	17%	20%
They'll miss the playoffs	69%	72%	68%	56%
Not sure	5%	4%	5%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Menino Favorability</b>						
Favorable	47%	57%	63%	51%	27%	12%
Unfavorable	24%	6%	7%	20%	47%	66%
Not sure	29%	37%	30%	29%	26%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Chick-fil-A Favorability</b>						
Favorable	31%	5%	7%	29%	59%	78%
Unfavorable	31%	68%	44%	28%	6%	5%
Not sure	38%	26%	49%	43%	35%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Want More Chick-fil-A's in MA?</b>						
Would like to see more Chick-fil-A's in Massachusetts	21%	6%	7%	18%	37%	65%
Would not	27%	58%	40%	25%	4%	8%
Don't care	52%	36%	53%	57%	59%	27%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Would Pay 11-14c More for Pizza to Give Employees Health Care?</b>						
<b>Would pay more</b>	68%	89%	83%	66%	48%	47%
<b>Would not</b>	16%	7%	7%	15%	24%	38%
<b>Not sure</b>	17%	4%	10%	19%	28%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Sox Fan?</b>						
<b>Are a Red Sox fan</b>	78%	73%	77%	82%	79%	66%
<b>Are not</b>	22%	27%	23%	18%	21%	34%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Bobby V Approval</b>						
<b>Approve</b>	21%	28%	18%	17%	24%	26%
<b>Disapprove</b>	44%	41%	40%	48%	43%	52%
<b>Not sure</b>	35%	30%	43%	35%	33%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Should V Continue or Be Fired?</b>						
<b>Valentine should continue as manager</b>	35%	41%	33%	30%	39%	43%
<b>He should be fired</b>	34%	31%	27%	38%	35%	40%
<b>Not sure</b>	31%	28%	41%	33%	26%	17%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Would Like to See Francona Back Someday?</b>						
<b>Would like to see Francona return</b>	50%	53%	42%	52%	50%	60%
<b>Would not</b>	24%	24%	22%	24%	30%	12%
<b>Not sure</b>	26%	22%	36%	24%	20%	29%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>This Season's Outcome?</b>						
<b>Sox will win the World Series</b>	6%	7%	6%	5%	6%	12%
<b>They'll win the AL but not the Series</b>	4%	9%	5%	2%	4%	-
<b>They'll make the playoffs but not win the pennant</b>	17%	17%	15%	19%	15%	13%
<b>They'll miss the playoffs</b>	69%	58%	67%	70%	73%	72%
<b>Not sure</b>	5%	9%	7%	4%	2%	3%

	Base	Gender	
		Woman	Man
<b>Menino Favorability</b>			
<b>Favorable</b>	47%	48%	45%
<b>Unfavorable</b>	24%	20%	29%
<b>Not sure</b>	29%	32%	25%

	Base	Gender	
		Woman	Man
<b>Chick-fil-A Favorability</b>			
<b>Favorable</b>	31%	27%	36%
<b>Unfavorable</b>	31%	32%	29%
<b>Not sure</b>	38%	41%	35%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Want More Chick-fil-A's in MA?</b>			
<b>Would like to see more Chick-fil-A's in Massachusetts</b>	21%	17%	26%
<b>Would not</b>	27%	31%	23%
<b>Don't care</b>	52%	52%	51%

	Base	Gender	
		Woman	Man
<b>Would Pay 11-14c More for Pizza to Give Employees Health Care?</b>			
<b>Would pay more</b>	68%	71%	64%
<b>Would not</b>	16%	11%	21%
<b>Not sure</b>	17%	18%	15%

	Base	Gender	
		Woman	Man
<b>Sox Fan?</b>			
<b>Are a Red Sox fan</b>	78%	82%	74%
<b>Are not</b>	22%	18%	26%

	Base	Gender	
		Woman	Man
<b>Bobby V Approval</b>			
<b>Approve</b>	21%	18%	24%
<b>Disapprove</b>	44%	38%	52%
<b>Not sure</b>	35%	44%	24%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Should V Continue or Be Fired?</b>			
<b>Valentine should continue as manager</b>	35%	32%	39%
<b>He should be fired</b>	34%	28%	41%
<b>Not sure</b>	31%	40%	20%

	Base	Gender	
		Woman	Man
<b>Would Like to See Francona Back Someday?</b>			
<b>Would like to see Francona return</b>	50%	49%	51%
<b>Would not</b>	24%	19%	31%
<b>Not sure</b>	26%	32%	18%

	Base	Gender	
		Woman	Man
<b>This Season's Outcome?</b>			
<b>Sox will win the World Series</b>	6%	7%	5%
<b>They'll win the AL but not the Series</b>	4%	5%	3%
<b>They'll make the playoffs but not win the pennant</b>	17%	20%	13%
<b>They'll miss the playoffs</b>	69%	61%	78%
<b>Not sure</b>	5%	7%	2%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Menino Favorability</b>				
<b>Favorable</b>	47%	62%	16%	43%
<b>Unfavorable</b>	24%	12%	54%	26%
<b>Not sure</b>	29%	26%	30%	31%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Chick-fil-A Favorability</b>				
<b>Favorable</b>	31%	12%	66%	36%
<b>Unfavorable</b>	31%	45%	8%	26%
<b>Not sure</b>	38%	43%	26%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Want More Chick-fil-A's in MA?</b>				
<b>Would like to see more Chick-fil-A's in Massachusetts</b>	21%	9%	48%	23%
<b>Would not</b>	27%	42%	11%	20%
<b>Don't care</b>	52%	49%	41%	57%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Would Pay 11-14c More for Pizza to Give Employees Health Care?</b>				
<b>Would pay more</b>	68%	80%	50%	64%
<b>Would not</b>	16%	10%	29%	16%
<b>Not sure</b>	17%	10%	22%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Sox Fan?</b>				
<b>Are a Red Sox fan</b>	78%	77%	80%	78%
<b>Are not</b>	22%	23%	20%	22%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Bobby V Approval</b>				
<b>Approve</b>	21%	24%	26%	17%
<b>Disapprove</b>	44%	38%	48%	49%
<b>Not sure</b>	35%	39%	26%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Should V Continue or Be Fired?</b>				
<b>Valentine should continue as manager</b>	35%	38%	32%	34%
<b>He should be fired</b>	34%	27%	45%	35%
<b>Not sure</b>	31%	35%	23%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Would Like to See Francona Back Someday?</b>				
<b>Would like to see Francona return</b>	50%	50%	57%	48%
<b>Would not</b>	24%	24%	25%	24%
<b>Not sure</b>	26%	26%	18%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>This Season's Outcome?</b>				
<b>Sox will win the World Series</b>	6%	6%	8%	5%
<b>They'll win the AL but not the Series</b>	4%	5%	4%	3%
<b>They'll make the playoffs but not win the pennant</b>	17%	17%	18%	15%
<b>They'll miss the playoffs</b>	69%	65%	64%	73%
<b>Not sure</b>	5%	6%	5%	4%





**Crosstabs**

	Base	Race	
		White	Other
<b>Menino Favorability</b>			
<b>Favorable</b>	47%	47%	45%
<b>Unfavorable</b>	24%	24%	28%
<b>Not sure</b>	29%	29%	27%

	Base	Race	
		White	Other
<b>Chick-fil-A Favorability</b>			
<b>Favorable</b>	31%	31%	31%
<b>Unfavorable</b>	31%	31%	26%
<b>Not sure</b>	38%	38%	43%

	Base	Race	
		White	Other
<b>Want More Chick-fil-A's in MA?</b>			
<b>Would like to see more Chick-fil-A's in Massachusetts</b>	21%	22%	19%
<b>Would not</b>	27%	27%	26%
<b>Don't care</b>	52%	51%	56%

	Base	Race	
		White	Other
<b>Would Pay 11-14c More for Pizza to Give Employees Health Care?</b>			
<b>Would pay more</b>	68%	68%	66%
<b>Would not</b>	16%	16%	13%
<b>Not sure</b>	17%	16%	22%





**Crosstabs**

	Base	Race	
		White	Other
<b>Sox Fan?</b>			
<b>Are a Red Sox fan</b>	78%	78%	76%
<b>Are not</b>	22%	22%	24%

	Base	Race	
		White	Other
<b>Bobby V Approval</b>			
<b>Approve</b>	21%	21%	22%
<b>Disapprove</b>	44%	45%	37%
<b>Not sure</b>	35%	34%	41%

	Base	Race	
		White	Other
<b>Should V Continue or Be Fired?</b>			
<b>Valentine should continue as manager</b>	35%	35%	37%
<b>He should be fired</b>	34%	35%	24%
<b>Not sure</b>	31%	30%	39%

	Base	Race	
		White	Other
<b>Would Like to See Francona Back Someday?</b>			
<b>Would like to see Francona return</b>	50%	48%	64%
<b>Would not</b>	24%	25%	21%
<b>Not sure</b>	26%	27%	15%





**Crosstabs**

	Base	Race	
		White	Other
<b>This Season's Outcome?</b>			
<b>Sox will win the World Series</b>	6%	6%	8%
<b>They'll win the AL but not the Series</b>	4%	4%	7%
<b>They'll make the playoffs but not win the pennant</b>	17%	16%	24%
<b>They'll miss the playoffs</b>	69%	71%	54%
<b>Not sure</b>	5%	5%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Menino Favorability</b>					
<b>Favorable</b>	47%	44%	50%	45%	49%
<b>Unfavorable</b>	24%	27%	19%	28%	21%
<b>Not sure</b>	29%	29%	31%	27%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Chick-fil-A Favorability</b>					
<b>Favorable</b>	31%	33%	27%	33%	29%
<b>Unfavorable</b>	31%	46%	30%	30%	20%
<b>Not sure</b>	38%	21%	43%	38%	51%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Want More Chick-fil-A's in MA?</b>					
<b>Would like to see more Chick-fil-A's in Massachusetts</b>	21%	21%	17%	24%	23%
<b>Would not</b>	27%	44%	26%	25%	17%
<b>Don't care</b>	52%	35%	57%	52%	60%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Would Pay 11-14c More for Pizza to Give Employees Health Care?</b>					
<b>Would pay more</b>	<b>68%</b>	70%	71%	68%	60%
<b>Would not</b>	<b>16%</b>	15%	13%	16%	18%
<b>Not sure</b>	<b>17%</b>	15%	16%	15%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Sox Fan?</b>					
<b>Are a Red Sox fan</b>	<b>78%</b>	70%	83%	80%	74%
<b>Are not</b>	<b>22%</b>	30%	17%	20%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bobby V Approval</b>					
<b>Approve</b>	<b>21%</b>	23%	20%	20%	23%
<b>Disapprove</b>	<b>44%</b>	52%	56%	38%	37%
<b>Not sure</b>	<b>35%</b>	26%	23%	42%	40%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Should V Continue or Be Fired?</b>					
<b>Valentine should continue as manager</b>	<b>35%</b>	32%	33%	33%	46%
<b>He should be fired</b>	<b>34%</b>	35%	46%	31%	22%
<b>Not sure</b>	<b>31%</b>	32%	21%	36%	33%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Would Like to See Francona Back Someday?</b>					
<b>Would like to see Francona return</b>	<b>50%</b>	48%	60%	45%	49%
<b>Would not</b>	<b>24%</b>	29%	20%	26%	22%
<b>Not sure</b>	<b>26%</b>	23%	20%	29%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>This Season's Outcome?</b>					
<b>Sox will win the World Series</b>	<b>6%</b>	10%	7%	5%	3%
<b>They'll win the AL but not the Series</b>	<b>4%</b>	14%	2%	2%	4%
<b>They'll make the playoffs but not win the pennant</b>	<b>17%</b>	21%	10%	19%	17%
<b>They'll miss the playoffs</b>	<b>69%</b>	52%	72%	71%	73%
<b>Not sure</b>	<b>5%</b>	3%	9%	4%	3%

