



Massachusetts Statewide

Know Your Sheriff Campaign

January 2022

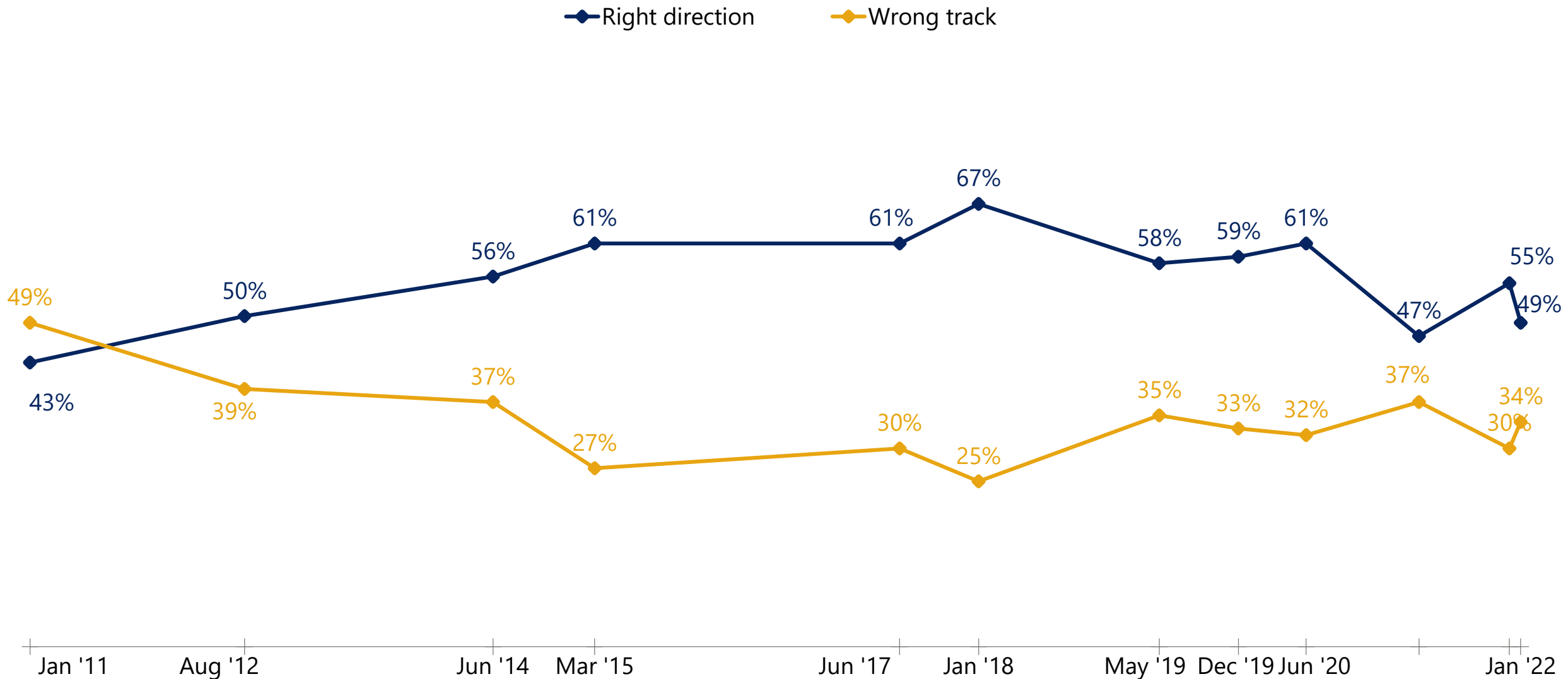
About the Survey



Sample	970 Massachusetts registered voters
Dates	January 14-24, 2022
Mode	Online
Weights	Slight weights were applied to ensure the sample accurately reflects the demographic profile of the Massachusetts electorate
Note	Some data may not add up to 100% due to rounding



Fewer than half of voters see Massachusetts heading in the right direction

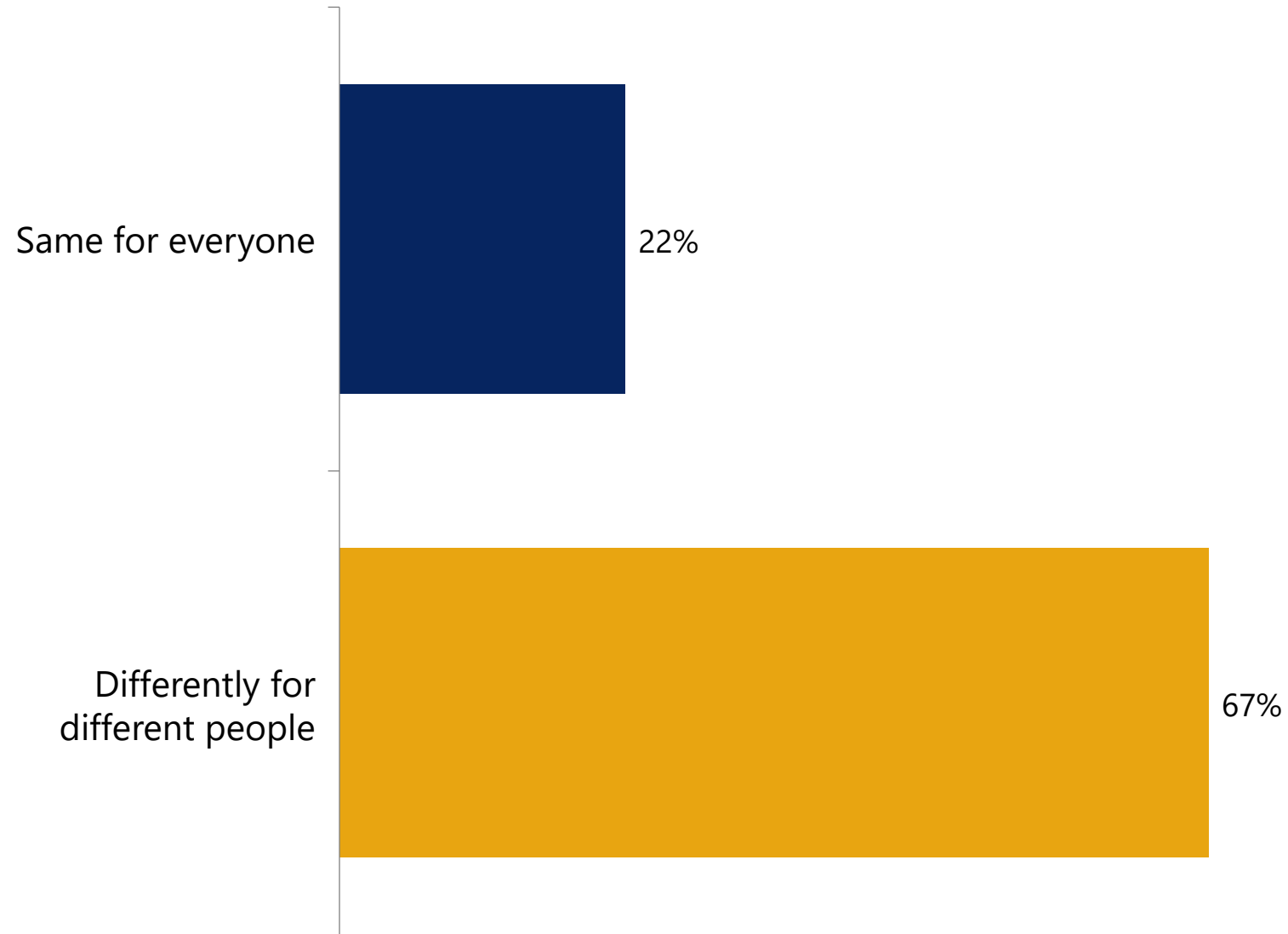


Note: Remainder Don't know

Do you feel things in Massachusetts are generally heading in the right direction or have things gotten pretty seriously off on the wrong track?

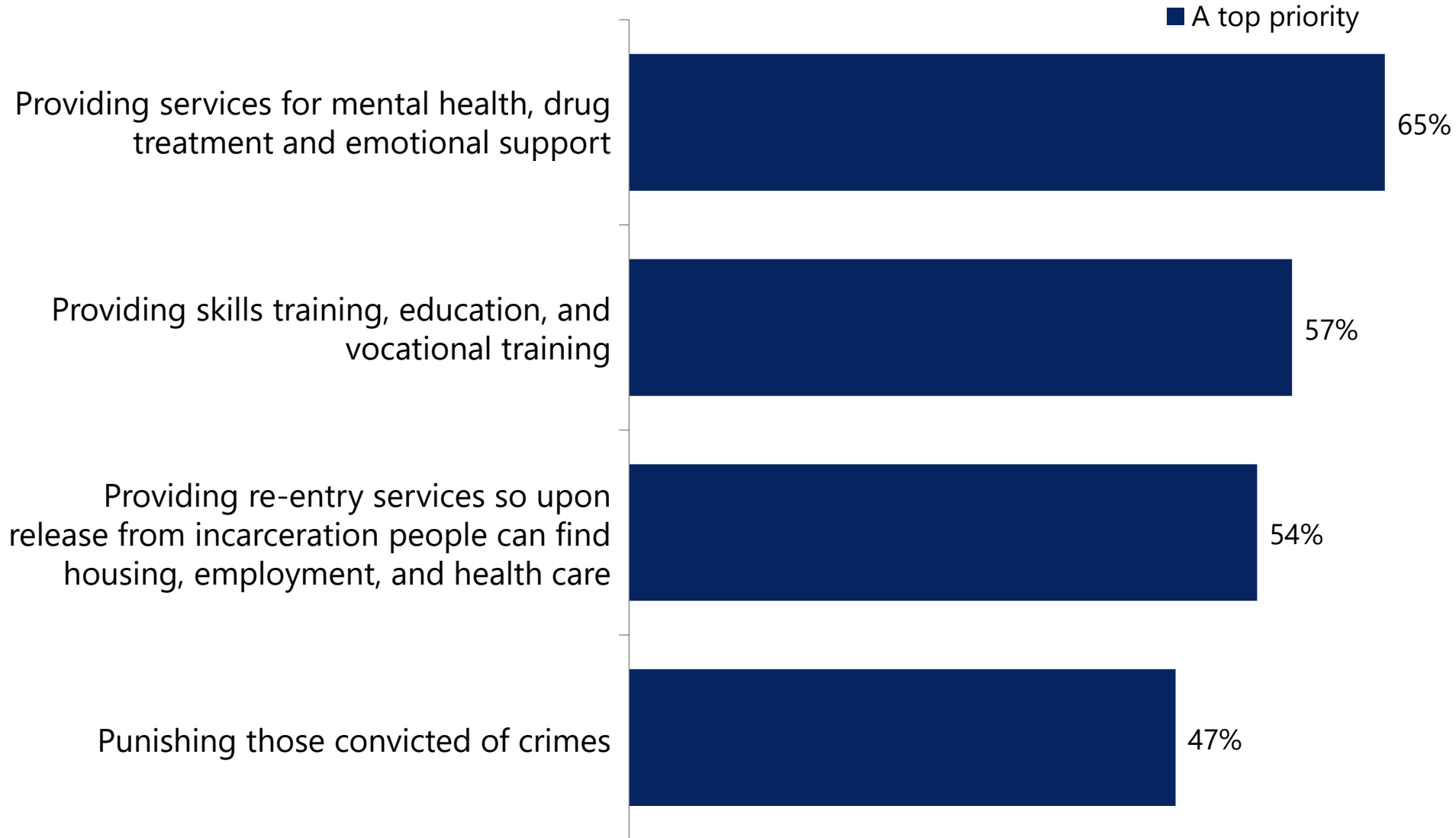


Two-thirds think the system works differently for different people





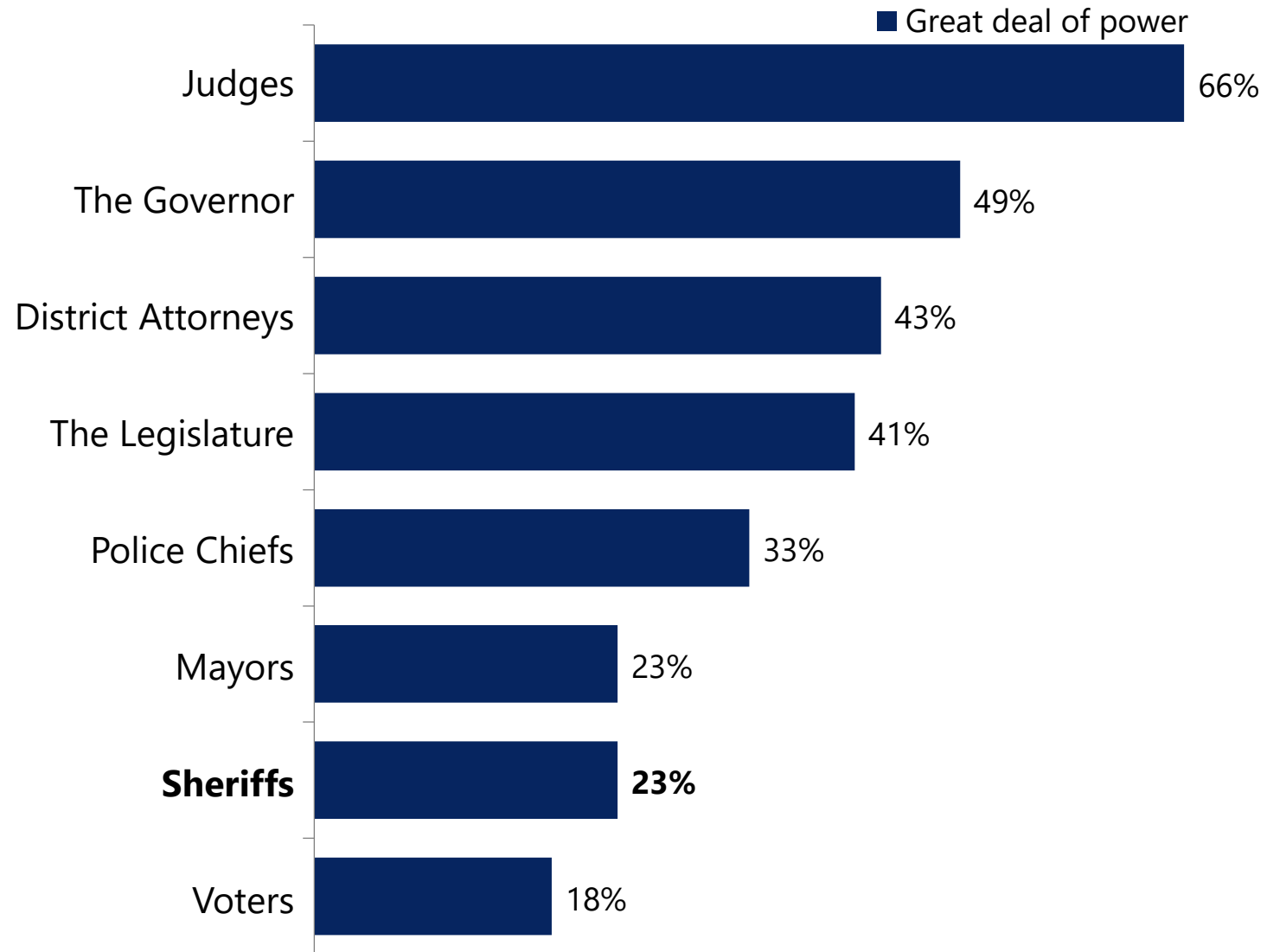
Priorities for dealing with incarcerated people in Massachusetts



*Below are some potential goals and priorities of the jails, prisons, and houses of correction in Massachusetts.
Please rate how much of a priority you think each one should be in dealing with incarcerated people in Massachusetts.*



Only a quarter of voters think sheriffs have a great deal of power

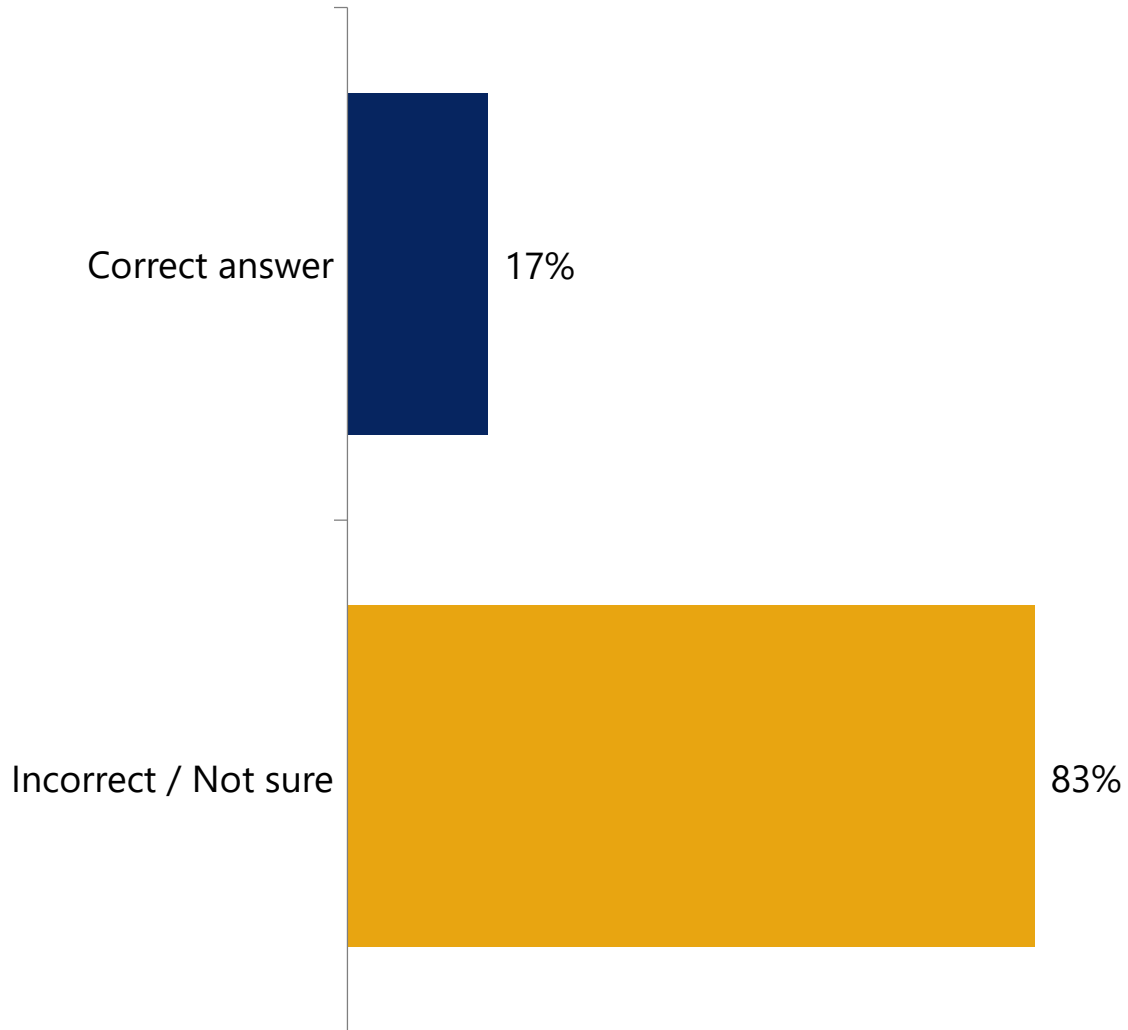


For each of these individuals, please indicate if you think they have a great deal of power, some power, not much power, or no real power in influencing how criminal justice is dispensed in Massachusetts.



Few voters outside of Bristol County can correctly name their sheriffs

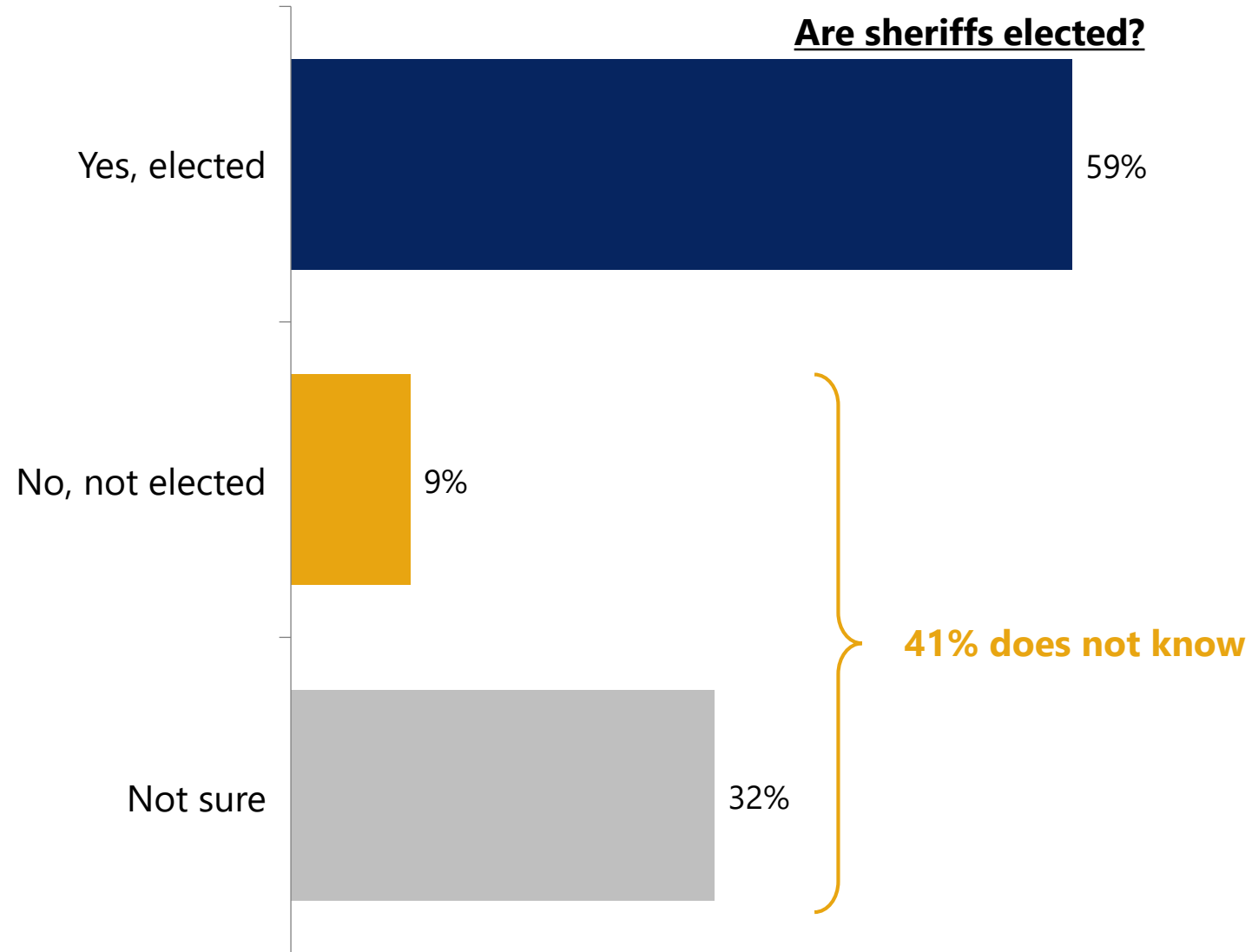
Who is the sheriff in your county?



Correct answers by county	
Bristol (n=100)	52%
Franklin (n=18)	33%
Hampden (n=86)	30%
Plymouth (n=62)	19%
Barnstable (n=33)	18%
Worcester (n=118)	13%
Hampshire (n=24)	13%
Essex (n=96)	10%
Berkshire (n=30)	10%
Middlesex (n=196)	8%
Norfolk (n=85)	7%
Suffolk (n=119)	6%



Many voters do not know sheriffs are elected officials



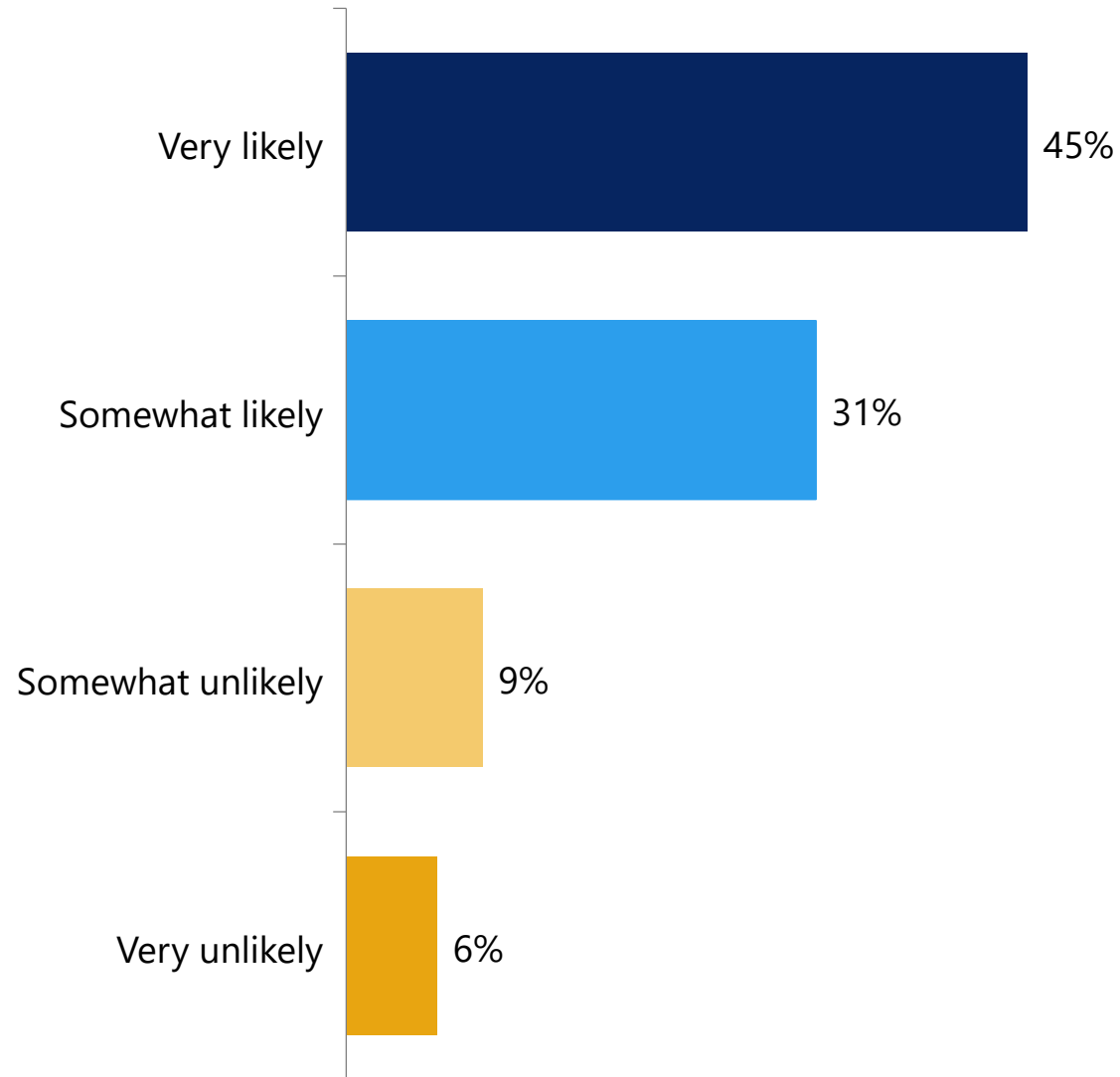
As far as you know, are sheriffs elected where you live?



Only 10% of voters know how long a sheriff's term is

Length of term	
1	1%
2	8
3	3
4	26
5	2
6	10
7	*
8	1
9	*
10	*
Life term	1
Not sure	47

Fewer than half of voters say they are “very likely” to vote in next sheriff election

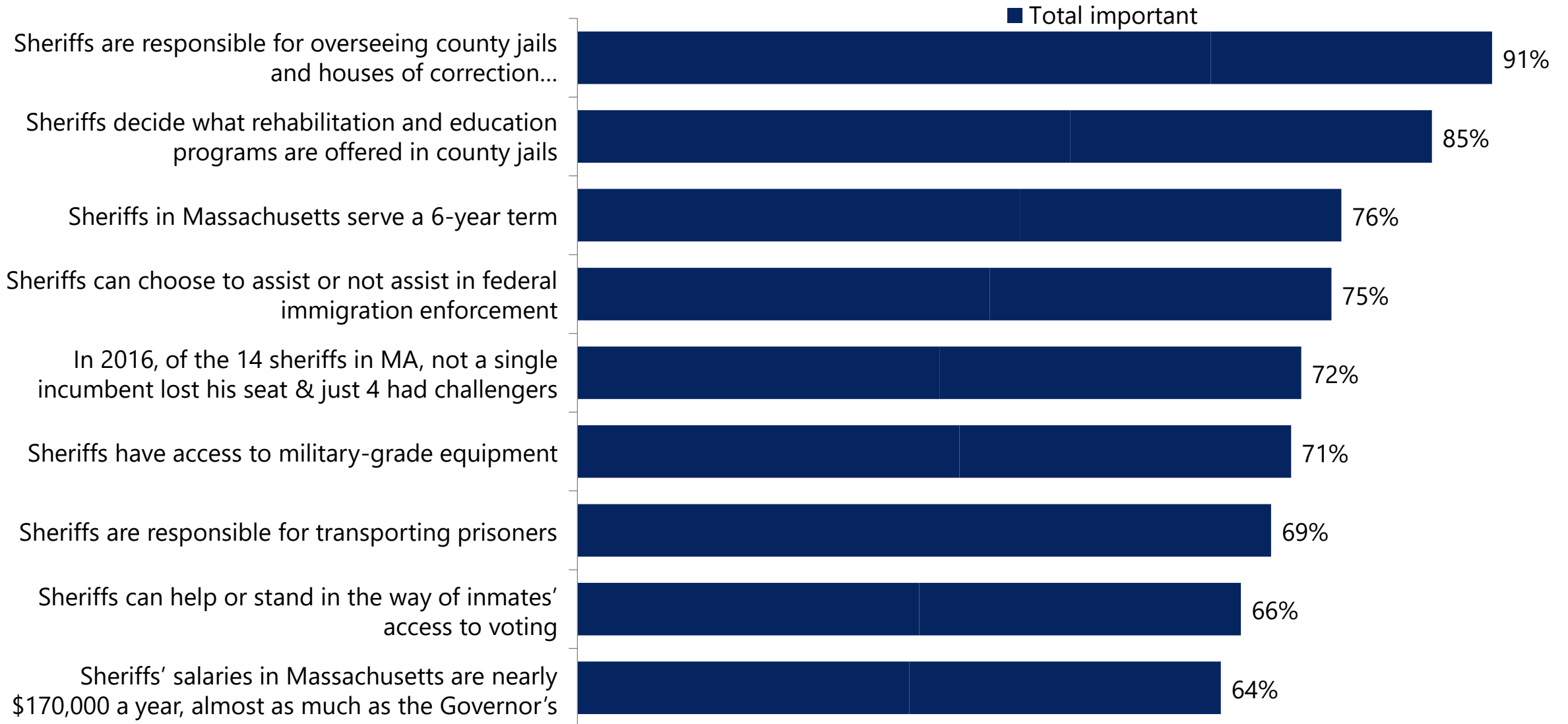


Note: Remainder Not sure

In fact, sheriffs are elected in Massachusetts. How likely are you to vote in the next election for sheriff?



Sheriffs' overseeing of jails and influence over rehab programs are most important



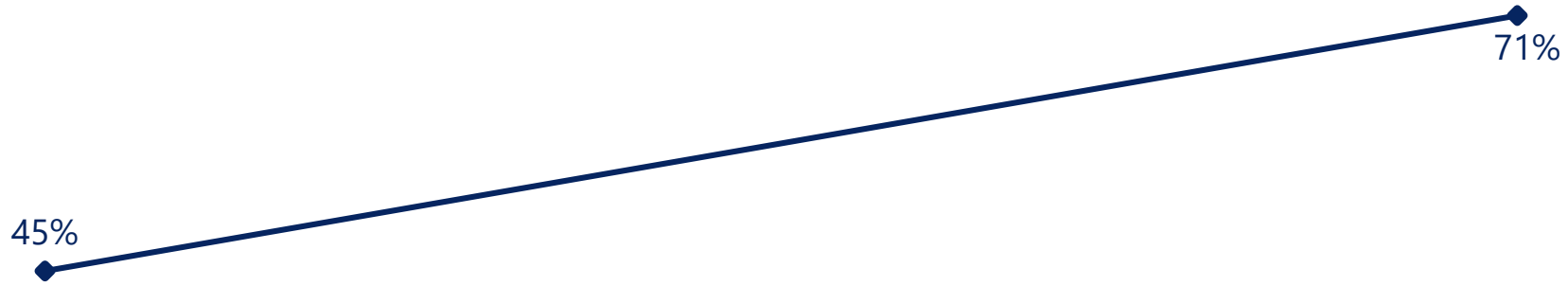
*Here are some facts about the roles and duties of sheriffs in Massachusetts.
For each, please indicate how important of a reason it is to vote in the next election for sheriff.*

Voters are much more likely to vote for sheriff after learning about them



Very likely to vote

◆ Initial likelihood ◆ After information



Initial likelihood

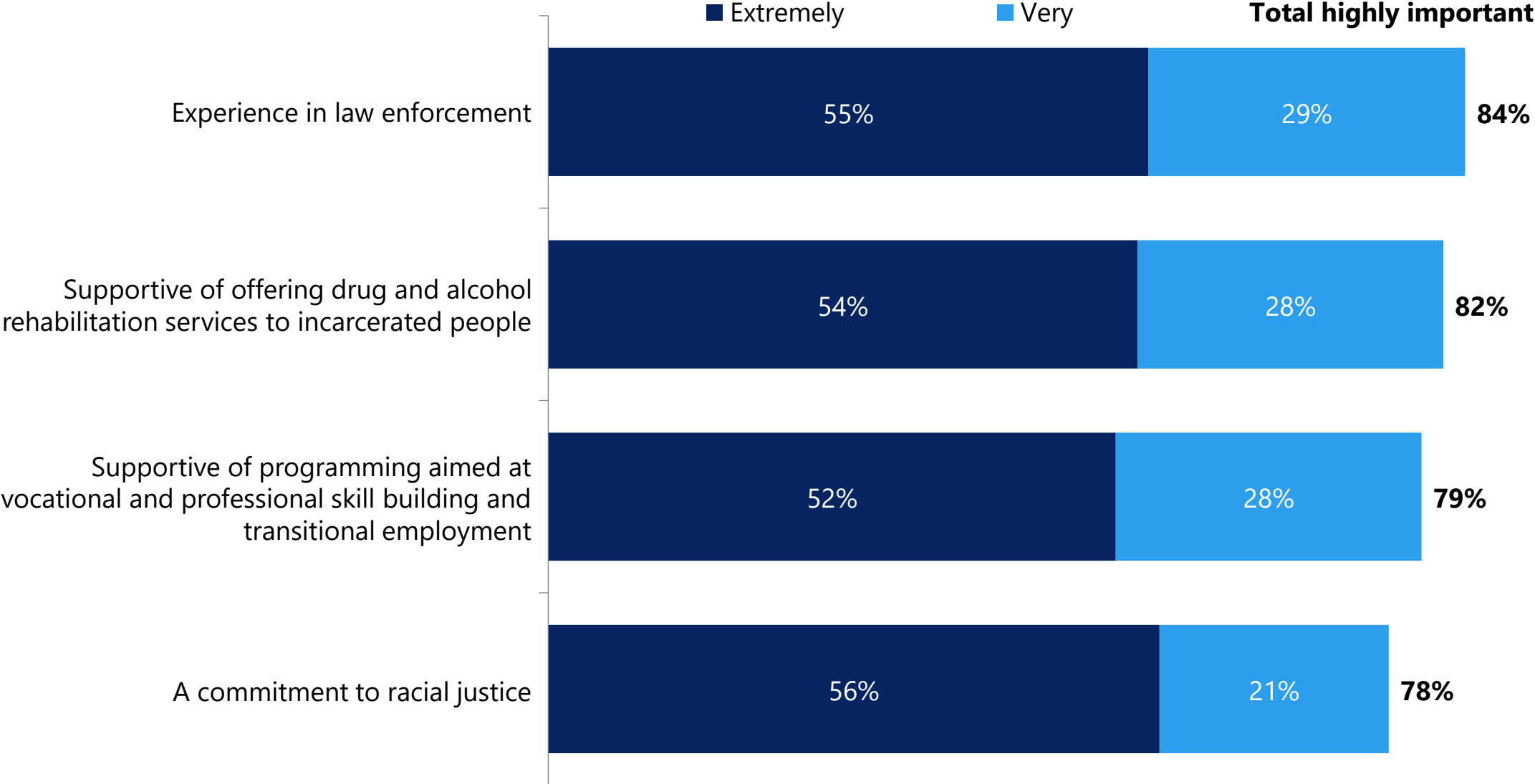
After information

Note: Remainder Not sure

How likely are you to vote in the next election for sheriff?



Top attributes for candidates for sheriff



Below are some qualities and skills of candidates for sheriff. Please indicate if you think each is important or not important for a candidate for sheriff to possess.



Profile of the Sample

Category	Group	% of Sample
Gender	Female	53
	Male	46
Age	18 – 29	14
	30 – 44	19
	45 – 54	22
	55 – 64	22
	65+	23
Ethnicity	White	81
	Latino or Hispanic	9
	Black	8
	Asian	5
Education	High school or less	17
	Some college	23
	Four-year degree	31
	Graduate degree	30

Category	Group	% of Sample
PID	Democrat	39
	Independent	42
	Republican	15
HHI	Below \$60k	38
	\$60k - \$100k	28
	Above \$100k	30
Region	Middlesex	26
	South (<i>Bristol, Plymouth, Barnstable, Dukes, Nantucket</i>)	19
	West (<i>Hampden, Hampshire, Berkshire, Franklin</i>)	13
	Essex	11
	Norfolk	11
	Suffolk	11
	Worcester	9



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R E S E A R C H

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