

UNIVERSITY OF MASSACHUSETTS LOWELL-BOSTON HERALD

MASSACHUSETTS U.S. SENATE POLL

**Sept. 13-17, 2012 - 524 Registered Voters (RVs)
Including 497 Likely Voters (LVs)**

<p>Sample design: Overlapping dual-frame random digit dial landline (62%) and cell phone (38%). English only.</p> <p>Survey producer: Mike Mokrzycki for the University of Massachusetts Lowell</p> <p>Data collection/tabulation: Princeton Survey Research Associates International; interviewing by Princeton Data Source</p>	<p>Sampling error +/- 5.3 percentage points for all registered voters +/- 5.5 percentage points for all likely voters</p> <p><i>By self-described party ID, full sample of RVs:</i> Unleaned: D +/- 10.1 points; I +/- 7.0 points With independents "leaned" to a party: D +/-7.3 pts; R +/- 9.0 pts</p> <p>RVs by party - Unleaned: D 28% of RVs, I 56%, R 12% Leaned: D 55% of RVs, I 8%, R 36%</p> <p>LVs by party - Unleaned: D 28% of LVs, I 56%, R 11% Leaned: D 56% of LVs, I 7%, R 36%</p>
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Respondents qualify as registered voters if they say they are registered to vote at their current address and, when asked in a follow-up question if there is ANY chance their registration may have lapsed, they affirm that they are "absolutely certain" they are registered.

"Likely voters" in this survey are defined as registered voters who say they "definitely" or "probably" will vote in the coming election AND who say they vote at least part of the time when there is an election or who are under 30 years of age. (Past voting history for younger voters is discounted because research shows that otherwise this group would be underrepresented as likely voters.)

All party breaks are by self-described party identification, not registration

Due to rounding, percentages may not total 100%

** = less than 0.5%*

Q.1 I'm going to read the names of some people in politics. Please tell me if overall you have a favorable or unfavorable view of each person. If you have never heard of the person, please just say so. (First/Next) **[NAME]** - overall, do you have a favorable or unfavorable view of **[NAME]**? How about **[NEXT NAME]**? **IF NECESSARY:** Have you heard of **[NAME]** and are undecided about (him/her)? Or have you never heard of (him/her)? **RANDOMIZE ALL**

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Heard of/ Undecided</u>	<u>Never Heard of</u>
<i>Based on RV's (n=524)</i>				
a. Scott Brown	57	29	8	4
b. Elizabeth Warren	48	34	11	6
c. Barack Obama	60	34	4	--
d. Mitt Romney	32	60	6	--
e. Deval Patrick	57	33	6	2

TREND DATA

Based on RV's

a. Scott Brown				
Sept. 13-17, 2012	57	29	8	4
Dec. 1-6, 2011	48	35	11	4
Sept. 22-28, 2011	52	29	11	8
b. Elizabeth Warren				
Sept. 13-17, 2012	48	34	11	6
Dec. 1-6, 2011	34	27	15	23
Sept. 22-28, 2011	30	18	14	37
c. Barack Obama				
Sept. 13-17, 2012	60	34	4	--
Dec. 1-6, 2011	61	31	6	--
Sept. 22-28, 2011	61	34	4	*
d. Mitt Romney				
Sept. 13-17, 2012	32	60	6	--
Dec. 1-6, 2011	40	48	9	2
Sept. 22-28, 2011	45	43	7	4
e. Deval Patrick				
Sept. 13-17, 2012	57	33	6	2
Sept. 22-28, 2011	52	31	10	7

Q.1 Brown/Warren trend, with party breaks

	<u>All RV's</u>	<u>UNLEANED IND</u>	<u>LEANED DEM</u>	<u>LEANED REP</u>
a. Scott Brown				
Favorable				
Sept. 13-17, 2012	57	66	37	89
Dec. 1-6, 2011	48	59	32	82
Sept. 22-28, 2011	52	59	38	80
Unfavorable				
Sept. 13-17, 2012	29	22	49	3
Dec. 1-6, 2011	35	24	52	5
Sept. 22-28, 2011	29	24	43	8
Heard of/Undecided				
Sept. 13-17, 2012	8	7	7	7
Dec. 1-6, 2011	11	12	12	7
Sept. 22-28, 2011	11	13	9	9
Never Heard of				
Sept. 13-17, 2012	4	1	5	2
Dec. 1-6, 2011	4	3	3	3
Sept. 22-28, 2011	8	4	9	3
	<u>All RV's</u>	<u>UNLEANED IND</u>	<u>LEANED DEM</u>	<u>LEANED REP</u>
b. Elizabeth Warren				
Favorable				
Sept. 13-17, 2012	48	45	72	9
Dec. 1-6, 2011	34	28	50	7
Sept. 22-28, 2011	30	24	45	10
Unfavorable				
Sept. 13-17, 2012	34	40	11	73
Dec. 1-6, 2011	27	31	17	45
Sept. 22-28, 2011	18	19	8	38
Heard of/Undecided				
Sept. 13-17, 2012	11	9	8	14
Dec. 1-6, 2011	15	18	12	17
Sept. 22-28, 2011	14	16	12	16
Never Heard of				
Sept. 13-17, 2012	6	3	8	3
Dec. 1-6, 2011	23	21	20	30
Sept. 22-28, 2011	37	41	34	37

Q.2 If the presidential election were being held TODAY, would you vote for **[READ AND RANDOMIZE]**? Q.2a As of TODAY, do you LEAN more to **[READ IN SAME ORDER AS Q.2]**?

SUMMARY TABLE INCLUDING LEANERS, with party breaks

	-----All RVs-----					-----All LVs-----		
	All RVs	All LVs	Unleaned Ind	Leaned Dem	Leaned Rep	Unleaned Ind	Leaned Dem	Leaned Rep
Mitt Romney and Paul Ryan, the Republicans	35	36	42	2	91	44	2	92
Barack Obama and Joe Biden, the Democrats	60	59	53	97	5	52	97	4
Neither/Someone else (VOL.)	*	*	*	--	*	*	--	*
Don't know (VOL.)	3	3	2	1	2	2	1	3
Refused (VOL.)	2	2	2	1	1	2	1	1

Q.3 If the election for U.S. SENATOR were being held TODAY and the candidates were **[RANDOMIZE: Scott Brown, the Republican, (and) Elizabeth Warren, the Democrat]**, for whom would you vote? **[If "neither," "someone else," don't know or refused, ask: As of TODAY, do you LEAN more toward [RANDOMIZE IN SAME ORDER AS IN Q.3: Brown, the Republican (or) Warren, the Democrat]?**

SUMMARY TABLE INCLUDING LEANERS, with party breaks

	-----All RVs-----					-----All LVs-----				
	All RVs	All LVs	Unleaned Ind	Leaned Dem	Leaned Rep	Unleaned Ind	Leaned Dem	Leaned Rep	Obama Voter	Romney Voter
Scott Brown	50	49	58	21	93	58	20	93	22	93
Elizabeth Warren	44	45	35	72	6	35	73	7	71	6
Neither/Someone else (VOL.)	1	1	1	1	--	1	1	--	1	*
Don't know (VOL.)	4	4	5	5	*	4	5	*	5	1
Refused (VOL.)	1	2	1	1	--	1	1	--	1	--

	All RV's	UNLEANED IND	LEANED DEM	LEANED REP
Scott Brown				
Sept. 13-17, 2012	50	58	21	93
Dec. 1-6, 2011	42	53	20	89
Elizabeth Warren				
Sept. 13-17, 2012	44	35	72	6
Dec. 1-6, 2011	49	37	74	7
Neither/Someone else (VOL.)				
Sept. 13-17, 2012	1	1	1	--
Dec. 1-6, 2011	3	2	2	1
Don't know (VOL.)				
Sept. 13-17, 2012	4	5	5	*
Dec. 1-6, 2011	6	7	4	2
Refused (VOL.)				
Sept. 13-17, 2012	1	1	1	--
Dec. 1-6, 2011	*	*	0	1

COMPARE TO Sept. 22-28, 2011:

Thinking now about the U.S. Senate general election in November 2012 ... please tell me for whom you likely would vote if it came down to a choice between Scott Brown, the Republican, and each of the following Democrats. First, what if you had to choose between Scott Brown and **[FIRST NAME]**? Next, what if you had to choose between Scott Brown and **[NEXT NAME]**?

		---UNLEANED---			--LEANED--	
	<u>All RV's</u>	<u>Dem.</u>	<u>Ind</u>	<u>Rep</u>	<u>Dem</u>	<u>Rep</u>
Scott Brown	41	16	48	83	18	84
Elizabeth Warren	38	65	29	6	61	4

Q.4 Do you support [Scott Brown/Elizabeth Warren] strongly or only moderately?

	<u>All RV's</u>	<u>All LV's</u>	UNLEANED <u>IND</u>	LEANED <u>DEM</u>	LEANED <u>REP</u>
Scott Brown					
Brown - Strongly	29	28	34	7	62
Brown – Moderately	20	20	23	13	29
Don't know/Refused	1	1	*	1	3
Elizabeth Warren					
Warren - Strongly	23	25	16	41	1
Warren – Moderately	19	18	19	28	4
Don't know/Refused	2	2	*	3	2
Neither/Someone else (VOL.)	1	1	1	1	--
Don't know (VOL.)	4	4	5	5	*
Refused (VOL.)	1	2	1	1	--

Q.4a Will you definitely vote for [Scott Brown/Elizabeth Warren] for U.S. Senate in November 2012 or is there a chance you could change your mind and vote for someone else?

	<u>All RV's</u>	<u>All LV's</u>	UNLEANED <u>IND</u>	LEANED <u>DEM</u>	LEANED <u>REP</u>
Brown – Definite	35	35	42	7	78
Brown – Could Change Mind	15	14	16	14	15
Brown - Don't know/Refused (VOL.)	*	*	*	*	--
Warren – Definite	34	36	22	58	5
Warren – Could Change Mind	8	8	10	13	1
Warren - Don't know/Refused (VOL.)	1	1	2	1	*
Neither/Other (VOL.)	1	1	1	1	--
Don't know/Refused (VOL.)	5	6	6	6	*
Brown – Definite	35	35	42	7	78
Warren – Definite	34	36	22	58	5
NET Persuadables	31	36	36	35	17

Trend Dec. 1-6, 2011

	<u>All RV's</u>	UNLEANED <u>IND</u>	LEANED <u>DEM</u>	LEANED <u>REP</u>
Brown – Definite	21	27	3	57
Brown – Could Change Mind	20	24	16	29
Warren – Definite	24	14	39	1
Warren – Could Change Mind	23	22	33	5
Don't know/Refused (VOL.) ¹	13	11	8	8
Brown – Definite	21	27	3	57
Warren – Definite	24	14	39	1
NET Persuadables	55	59	58	42

¹ Includes respondents who chose Brown or Warren in Q.3 but answered DK/Ref to Q.4.

Q.5 Do you approve or disapprove of the way Scott Brown is handling his job as U.S. senator?

	<u>RV's</u>
Approve	58
Disapprove	26
Don't know/Refused (VOL.)	17

	<u>All RV's</u>	<u>UNLEANED IND</u>	<u>LEANED DEM</u>	<u>LEANED REP</u>
Approve				
Sept. 13-17, 2012	58	65	37	91
Dec. 1-6, 2011	45	55	28	79
Sept. 22-28, 2011	53	60	35	82
Disapprove				
Sept. 13-17, 2012	26	19	40	3
Dec. 1-6, 2011	36	27	51	12
Sept. 22-28, 2011	29	22	43	7
Don't know/Refused (VOL.)				
Sept. 13-17, 2012	17	16	22	6
Dec. 1-6, 2011	19	19	21	10
Sept. 22-28, 2011	19	18	22	10

Q.6 In general, do you think Scott Brown's political views are too conservative, too liberal or about right?

	<u>RV's</u>
Too conservative	24
Too liberal	6
About right	56
Don't know/Refused (VOL.)	13

	<u>Too conservative</u>	<u>Too liberal</u>	<u>About right</u>	<u>Don't know/Ref.</u>
Sept. 13-17, 2012	24	6	56	13
Dec. 1-6, 2011	29	7	45	19
Sept. 22-28, 2011	29	11	49	12

Q.7 In general, do you think Elizabeth Warren's political views are too conservative, too liberal or about right?

	<u>RV's</u>
Too conservative	3
Too liberal	30
About right	49
Don't know/Refused (VOL.)	18

	<u>Too conservative</u>	<u>Too liberal</u>	<u>About right</u>	<u>Don't know/Ref.</u>
Sept. 13-17, 2012	3	30	49	18
Dec. 1-6, 2011	2	25	40	33

Q.8 Which comes closer to your view **(READ AND ROTATE)** Government should do more to solve problems, or Government is doing too many things better left to businesses and individuals.

	<u>All RV's</u>	-----UNLEANED-----			-----LEANED-----	
		<u>Dem.</u>	<u>Ind</u>	<u>Rep²</u>	<u>Dem</u>	<u>Rep</u>
Government should do more to solve problems	49	78	41	--	70	19
Government is doing too many things better left to businesses and individuals	41	13	50	--	19	74
Don't know/Refused (VOL.)	10	9	8	--	11	6

Trend info

	<u>All RV's</u> <u>9/11</u>
Government should do more to solve problems	52
Government is doing too many things better left to businesses and individuals	40
Don't know/Refused (VOL.)	8

*COMPARE TO: **January 2010** Washington Post/Kaiser Family Foundation/Harvard School of Health telephone poll of Massachusetts voters shortly after the special election for U.S. Senate:*

	<u>Voters</u> <u>1/10</u>	<u>Brown (R)</u> <u>Voters</u>	<u>Coakley (D)</u> <u>Voters</u>
	Government should do more to solve problems	50	26
Government is doing too many things better left to businesses and individuals	47	73	19
Don't know/Refused (VOL.)	2	1	5

² Number of cases is too small to report.

Q.9 Do you think that as U.S. Senator, Scott Brown has compromised with Democrats too much, not enough or about the right amount?

		-----UNLEANED-----			-----LEANED-----	
	<u>All RV's</u>	<u>Dem.</u>	<u>Ind</u>	<u>Rep</u> ³	<u>Dem</u>	<u>Rep</u>
Too much	4	2	4	--	3	5
Not enough	27	48	20	--	42	7
About the right amount	55	29	64	--	38	81
Don't know/Refused (VOL.)	15	21	12	--	17	7

		-----UNLEANED-----			-----LEANED-----	
	<u>All RV's</u>	<u>Dem.</u>	<u>Ind</u>	<u>Rep</u>	<u>Dem</u>	<u>Rep</u>
<u>Sept 2011 (n=506)</u>						
Too much	8	4	11	--	5	15
Not enough	32	44	29	--	47	11
About the right amount	50	41	51	--	39	70
Don't know/Refused (VOL.)	9	11	10	--	8	4

³ Number of cases is too small to report.

Q.10 Regardless of how you may vote for U.S. Senate next year, who do you think would do a better job of looking out for the economic interests of middle class families –
[ROTATE: Scott Brown or Elizabeth Warren?]

	<u>RV's</u>
Scott Brown	44
Elizabeth Warren	46
Neither (VOL.)	1
Both equally (VOL.)	2
Don't know/Refused (VOL.)	8

	<u>Brown</u>	<u>Warren</u>	<u>Neither</u> <u>(VOL.)</u>	<u>Both</u> <u>(VOL.)</u>	<u>DK/</u> <u>Ref.</u>
Sept. 13-17, 2012	44	46	1	2	8
Dec. 1-6, 2011	33	43	5	1	18

DEMOGRAPHICS

	<u>Unweighted %</u>	<u>Weighted %</u>
SEX		
Male	45	47
Female	55	53
AGE		
18-34	13	20
35-49	17	26
50-64	34	31
65+	32	20
EDUC		
HS or less	23	29
Some college	25	25
College graduate	28	26
Post-graduate	23	18
RACE/ETHNICITY		
White, non-Hispanic	82	85
Black	6	6
Hispanic	3	4
Other	7	3
REGION		
Boston proper	6	11
Inner Suburbs	14	15
Outer Suburbs	36	34
Southeast	15	12
Central	15	15
Western	14	14

	<u>ALL RV's</u>
INCOME	
Less than \$50,000	34
\$50,000 to under \$100,000	29
\$100,000 +	23
Don't know/Refused (VOL.)	14

ROTATE WITH IDEOF

IDEOS On social issues such as gay marriage and abortion, in general would you describe your views as **[REVERSE ORDER FOR HALF OF RESPONDENTS, SAME AS IDEOF: liberal, moderate (or) conservative]**?

	<u>ALL RV's</u>
Liberal	48
Moderate	28
Conservative	17
Don't know (VOL.)	4
Refused (VOL.)	2

ROTATE WITH IDEOS

IDEOF On fiscal issues such as taxes and spending, in general would you describe your views as **[REVERSE ORDER FOR HALF OF RESPONDENTS, SAME AS IDEOS: liberal, moderate (or) conservative]**?

	<u>ALL RV's</u>
Liberal	20
Moderate	45
Conservative	33
Don't know (VOL.)	2
Refused (VOL.)	1