

**UNIVERSITY OF MASSACHUSETTS LOWELL-BOSTON HERALD**

**MASSACHUSETTS CONGRESSIONAL DISTRICT 4 POLL**

**Feb. 2-4 and 6-8, 2012**

**408 Registered Voters (RVs) in MA CD4**

**Sample design:** Overlapping dual-frame random digit dial landline (75%) and cell phone (25%), weighted to 66% landline/34% cell. English only. See methodology statement at <http://uml.edu/poll> for details.

**Survey producer:** Mike Mokrzycki for the University of Massachusetts Lowell

**Data collection/tabulation:** SSRS / Social Science Research Solutions, Media, Pennsylvania

**Sampling error**

+/- 6.4 percentage points for all registered voters

**Party breaks**

Unleaned: D 36% of sample, I 49%, R 11%

Leaned: D 55% of sample, I 13%, R 31%

Unless noted otherwise, results are for all registered voters in CD4

Due to rounding, percentages may not total 100%

\* = less than 0.5%

Note: In these telephone interviews the name Joseph Kennedy III was read "Joseph Kennedy the third" and Joseph Kennedy II was read "Joseph Kennedy the second."

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 BUT ALWAYS ASK JOSEPH KENNEDY III IMMEDIATELY BEFORE JOSEPH KENNEDY II.**

	<b>ALL RVs:</b>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Heard of/ undecided</u>	<u>Never heard of</u>
Joseph Kennedy III <sup>1</sup>		<b>51%</b>	<b>17%</b>	<b>26%</b>	<b>7%</b>
Joseph Kennedy II <sup>2</sup>		<b>55</b>	<b>17</b>	<b>18</b>	<b>10</b>
Sean Bielat		<b>13</b>	<b>13</b>	<b>18</b>	<b>55</b>
Barney Frank		<b>53</b>	<b>35</b>	<b>7</b>	<b>6</b>
Scott Brown		<b>53</b>	<b>33</b>	<b>10</b>	<b>4</b>
Elizabeth Warren		<b>36</b>	<b>19</b>	<b>16</b>	<b>29</b>
Barack Obama		<b>59</b>	<b>38</b>	<b>4</b>	<b>--</b>
Elizabeth Childs		<b>4</b>	<b>3</b>	<b>20</b>	<b>73</b>
Paul Heroux		<b>2</b>	<b>3</b>	<b>11</b>	<b>85</b>

*For comparison:*

**STATEWIDE** surveys of registered voters, UMass Lowell-Boston Herald:

	<b>ALL RVs:</b>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Heard of/ undecided</u>	<u>Never heard of</u>
Barney Frank					
Dec. 1-6, 2011		<b>46</b>	<b>34</b>	<b>7</b>	<b>12</b>
Scott Brown					
Dec. 1-6, 2011		<b>48</b>	<b>35</b>	<b>11</b>	<b>4</b>
Sept. 22-28, 2011		<b>52</b>	<b>29</b>	<b>11</b>	<b>8</b>
Elizabeth Warren					
Dec. 1-6, 2011		<b>34</b>	<b>27</b>	<b>15</b>	<b>23</b>
Sept. 22-28, 2011		<b>30</b>	<b>18</b>	<b>14</b>	<b>37</b>
Barack Obama					
Dec. 1-6, 2011		<b>61</b>	<b>31</b>	<b>6</b>	<b>-</b>
Sept. 22-28, 2011		<b>61</b>	<b>34</b>	<b>4</b>	<b>*</b>

<sup>1</sup> If respondent made a reference to Joseph Kennedy II when asked about the son, interviewer read: "Joseph Kennedy the third is a former assistant district attorney and the son of former congressman Joseph Kennedy the second." This happened in 26% of cases. There was no statistically significant difference in favorable views toward or vote preference for Joseph Kennedy III between those who were read this language and those who weren't.

<sup>2</sup> If respondent made a reference to Joseph Kennedy III when asked about the father, interviewer read: "Joseph Kennedy the second is a businessman and former congressman from the 8<sup>th</sup> Congressional District of Massachusetts." This happened in 30% of cases.

Q.2 If the election for U.S. HOUSE were being held TODAY and the candidates were **[RANDOMIZE: Sean Bielat (BEE-lot), the Republican, (and) Joseph Kennedy III, 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.2: Bielat (BEE-lot), the Republican (or) Kennedy, the Democrat]?**

SUMMARY TABLE INCLUDING LEANERS

	<u>ALL RVs</u>
<b>Joseph Kennedy III, the Democrat</b>	<b>60%</b>
<b>Sean Bielat, the Republican</b>	<b>28</b>
Neither/someone else (VOL.)	<b>4</b>
Don’t know (VOL.)	<b>7</b>
Refused (VOL.)	<b>-</b>

**[RANDOMIZE Q.3 AND Q.4]**

**[ASK Q.3 of those who had heard of Joseph Kennedy III in Q.1; N=382]**

Q.3 From what you know about him, do you think Joseph Kennedy III does or does not have the kind of experience it takes to serve effectively in Congress?

Does	<b>48%</b>
Does not	<b>22</b>
Don’t know/Refused (VOL.)	<b>31</b>

**[RANDOMIZE Q.3 AND Q.4]**

**[ASK Q.4 of those who had heard of Sean Bielat in Q.1; N=209]**

Q.4 From what you know about him, do you think Sean Bielat does or does not have the kind of experience it takes to serve effectively in Congress?

Does	<b>35%</b>
Does not	<b>29</b>
Don’t know/Refused (VOL.)	<b>36</b>

**[ASK ALL]**

Q.5 Overall, do you have a favorable or unfavorable view of the Kennedy family?

	<u>ALL RVs</u>
Favorable	<b>73%</b>
Unfavorable	<b>17</b>
Don’t know/Refused (VOL.)	<b>10</b>

**[RANDOMIZE Q.6 AND Q.7]**

Q.6. Does the fact that Joseph Kennedy III is a member of the Kennedy family generally make you **[RANDOMIZE: (more likely to vote for him for U.S. House), (less likely to vote for him for U.S. House)]**, or does it not really make a difference?

	<u><b>ALL RVs</b></u>
More likely	<b>28%</b>
Less likely	<b>15</b>
Makes no difference	<b>56</b>
Don't know/Refused (VOL.)	<b>1</b>

**[RANDOMIZE Q.6 AND Q.7]**

Q.7. Generally speaking, do you think the Kennedy family has **[RANDOMIZE: (too much influence), (not enough influence)]** or about the right amount of influence on Massachusetts politics?

	<u><b>ALL RVs</b></u>
Too much	<b>34%</b>
Not enough	<b>8</b>
About the right amount	<b>49</b>
Don't know/Refused (VOL.)	<b>10</b>

## DEMOGRAPHICS

	<b>Unweighted %</b>	<b>Weighted %</b>
<b>SEX</b>		
Male	46	45
Female	54	55
<b>AGE</b>		
18-29	7	12
30-49	33	32
50-64	34	35
65+	25	21
<b>EDUC</b>		
HS or less	20	27
Some college	22	26
College graduate	26	23
Post-graduate	30	23
<b>RACE</b>		
White non-Hisp.	91	92
Black	2	2
Hispanic	3	2
Other	3	2
<b>INCOME</b>		
		<b>ALL</b>
		<b><u>RVs</u></b>
Less than \$50K		<b>26%</b>
		<b>24</b>
\$100K+		<b>28</b>
Don't know/Refused (VOL.)		<b>21</b>

**[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]**?

	<b><u>ALL RVs</u></b>
Liberal	<b>52%</b>
Moderate	<b>22</b>
Conservative	<b>19</b>
Don't know (VOL.)	<b>3</b>
Refused (VOL.)	<b>4</b>

**[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]**?

	<b><u>ALL RVs</u></b>
Liberal	<b>19%</b>
Moderate	<b>37</b>
Conservative	<b>37</b>
Don't know/Refused (VOL.)	<b>6</b>
Refused (VOL.)	<b>1</b>