

UMass Lowell-Boston Herald poll / Mass. Senate race / Oct. 31-Nov. 3, 2012

Massachusetts Senate vote preference by demographics and party ID (likely voters)

Registered voters	VOTE PREFERENCE (includes leaners):			
		Scott Brown (R)	Elizabeth Warren (D)	Undecided
GENDER				
48%	Men	52%	46%	1%
52%	Women	45%	50%	1%
AGE				
21%	18-34	45%	53%	2%
25%	35-44	52%	46%	1%
31%	45-64	45%	51%	3%
20%	65+	50%	47%	2%
RACE				
86%	White	51%	34%	1%
14%	Non-White	47%	57%	0%
EDUCATION				
29%	High school graduate or less	45%	49%	4%
25%	Some college	58%	37%	3%
26%	College graduate	53%	45%	1%
18%	Post-graduate study	36%	62%	2%
HOUSEHOLD INCOME				
13%	Less than \$30,000	37%	58%	4%
13%	\$30,000 to less than \$50,000	46%	50%	4%
16%	\$50,00 to less than \$75,000	50%	48%	1%
18%	\$75,000 to less than \$100,000	55%	44%	1%
24%	\$100,000 or more	44%	53%	2%
17%	Don't know/refused to answer	49%	46%	5%
PARTY ID				
25%	Democrat (strong)	10%	88%	2%
27%	Democrat (not strong/leaning)	19%	76%	3%
7%	Independent (no lean)	70%	23%	4%
28%	Republican (not strong/leaning)	95%	5%	0%
7%	Republican (strong)	100%	0%	0%
REGION				
10%	Boston and the rest of Suffolk County	27%	72%	1%
16%	Near Boston (including Cambridge) – mostly inside I-95	44%	52%	5%
37%	Outer suburbs – mostly between I-95 and I-495	55%	41%	3%
13%	Southeast (most of Bristol and Plymouth counties) + Cape and Islands	48%	46%	3%
13%	Central (Most of Worcester Co., parts of northwestern Middlesex Co.)	53%	45%	1%
12%	Western (Berkshire, Franklin, Hampden and Hampshire counties)	49%	50%	0%

Note: Percentages across rows might not add to 100 because of rounding

University of Massachusetts Lowell-Boston Herald 10/31-11/3 Poll, Massachusetts Likely Voters