

UNIVERSITY OF MASSACHUSETTS LOWELL-BOSTON HERALD

MASSACHUSETTS U.S. SENATE POLL

Dec. 1-6, 2011 - 505 Registered Voters (RVs)

<p>Sample design: Overlapping dual-frame random digit dial landline (63%) and cell phone (37%). 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</p> <p><i>By self-described party ID, full sample:</i> Unleaned: D +/- 9.3 points; I +/- 7.4 points. (R subgroup too small to report) With independents "leaned" to a party: D +/- 7.1 pts; R +/- 9.2 pts</p> <p>Party breaks - Unleaned: D 33% of sample, I 50%, R 12% Leaned: D 56% of sample, I 11%, R 32%</p>
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All party breaks are by self-described party identification, not registration

Percentages may not total 100% because of rounding

** = 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**

	ALL RVs:	<u>Favorable</u>	<u>Unfavorable</u>	<u>Heard of/ undecided</u>	<u>Never heard of</u>
a. Scott Brown		48%	35%	11%	4%
b. Elizabeth Warren		34	27	15	23
c. Barack Obama		61	31	6	-
d. Mitt Romney		40	48	9	2
e. Newt Gingrich		22	56	13	8
f. Barney Frank		46	34	7	12

Trend:

	ALL RVs:	<u>Favorable</u>	<u>Unfavorable</u>	<u>Heard of/ undecided</u>	<u>Never heard of</u>
Scott Brown					
Dec. 1-6, 2011		48%	35%	11%	4%
Sept. 22-28, 2011		52	29	11	8
Elizabeth Warren					
Dec. 1-6, 2011		34	27	15	23
Sept. 22-28, 2011		30	18	14	37
Barack Obama					
Dec. 1-6, 2011		61	31	6	-
Sept. 22-28, 2011		61	34	4	*
Mitt Romney					
Dec. 1-6, 2011		40	48	9	2
Sept. 22-28, 2011		45	43	7	4

Comparisons:

	ALL RVs:	<u>Favorable</u>	<u>Unfavorable</u>	<u>Heard of/ undecided</u>	<u>Never heard of</u>
Newt Gingrich					
Dec. 1-6, 2011		22%	56%	13%	8%
Rick Perry					
Sept. 22-28, 2011		18	44	12	25
Barney Frank					
Dec. 1-6, 2011		46	34	7	12
John Kerry					
Sept. 22-28, 2011		57	34	6	3
Deval Patrick					
Sept. 22-28, 2011		52	31	10	7

Q.1 Brown/Warren trend, with party breaks

SCOTT BROWN	ALL RVs	-UNLEANED- <u>Ind</u>	---LEANED--- <u>Dem</u>	<u>Rep</u>
Favorable				
Dec. 1-6, 2011	48%	59%	32%	82%
Sept. 22-28, 2011	52	59	38	80
Unfavorable				
Dec. 1-6, 2011	35	24	52	5
Sept. 22-28, 2011	29	24	43	8
Heard of/undecided				
Dec. 1-6, 2011	11	12	12	7
Sept. 22-28, 2011	11	13	9	9
Never heard of				
Dec. 1-6, 2011	4	3	3	3
Sept 22-28, 2011	8	4	9	3

ELIZABETH WARREN	ALL RVs	-UNLEANED- <u>Ind</u>	---LEANED--- <u>Dem</u>	<u>Rep</u>
Favorable				
Dec. 1-6, 2011	34%	28%	50%	7%
Sept. 22-28, 2011	30	24	45	10
Unfavorable				
Dec. 1-6, 2011	27	31	17	45
Sept. 22-28, 2011	18	19	8	38
Heard of/undecided				
Dec. 1-6, 2011	15	18	12	17
Sept. 22-28, 2011	14	16	12	16
Never heard of				
Dec. 1-6, 2011	23	21	20	30
Sept. 22-28, 2011	37	41	34	37

Q.2 Do you approve or disapprove of the way Scott Brown is handling his job as U.S. senator?

Approve	45%
Disapprove	36
Don't know/Refused (VOL.)	19

Q.2 trend and party breaks:

	ALL RVs	-UNLEANED- Ind	---LEANED--- Dem	Rep
Approve				
Dec. 1-6, 2011	45	55	28	79
Sept. 22-28, 2011	53	60	35	82
Disapprove				
Dec. 1-6, 2011	36	27	51	12
Sept. 22-28, 2011	29	22	43	7
Don't know/Refused (VOL.)				
Dec. 1-6, 2011	19	19	21	10
Sept. 22-28, 2011	19	18	22	10

Q.3 As you may know, in Massachusetts next year there will be an election for the U.S. Senate seat won by Scott Brown in the 2010 special election. How closely are you following the 2012 Senate campaign at this point – very closely, somewhat closely, not too closely, or not closely at all?

Very closely	17%
Somewhat closely	34
Not too closely	28
Not closely at all	20
Don't know/Refused (VOL.)	1

Q.3 trend

Following the 2012 Senate campaign ...

	Very Closely	Somewhat closely	Not too closely	Not closely at all	Don't know/refused
Dec. 1-6, 2011	17%	34%	28%	20%	1%
Sept. 22-28, 2011	15	34	27	22	1

Q.4 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.4: Brown, the Republican (or) Warren, the Democrat]?**

SUMMARY TABLE INCLUDING LEANERS, with party breaks

	ALL RVs	-UNLEANED- Ind	---LEANED---	
			Dem	Rep
Scott Brown	42%	53%	20	89%
Elizabeth Warren	49	37	2%	7
Neither/ someone else (VOL.)	3	2	74	1
Don't know (VOL.)	6	7	4	2
Refused (VOL.)	*	*	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]**?¹

	ALL RVs	-----UNLEANED-----			---LEANED---	
		Dem	Ind	Rep	Dem	Rep
Scott Brown	41%	16%	48%	83%	18%	84%
Elizabeth Warren	38	65	29	6	61	4
Neither/ someone else (VOL.)	3	3	3	0	3	1
Never heard of E. Warren (VOL.)	3	3	4	2	4	1
Don't know (VOL.)	14	12	15	8	14	9
Refused (VOL.)	1	1	1	*	*	1

¹ Other Democrats tested: Tom Conroy, Marisa DeFranco, Alan Khazei, Bob Massie, Herb Robinson, Setti Warren, Deval Patrick, Joe Kennedy

ASK IF CHOSE BROWN OR WARREN IN Q.4/Q.4b

Q.5 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?

SUMMARY TABLE

	ALL RVs	-UNLEANED- <u>Ind</u>	---LEANED--- <u>Dem</u>	<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.) ²	13	11	8	8

SUMMARY TABLE

	ALL RVs	-UNLEANED- <u>Ind</u>	---LEANED--- <u>Dem</u>	<u>Rep</u>
Brown – definite	21%	27%	3%	57%
Warren – definite	24	14	39	1
NET Persuadables	55	59	58	42

Q.6 How much advertising have you seen about the 2012 race for U.S. Senate in Massachusetts?

	ALL RVs
A lot	21%
Some	33
Not much	29
None at all	15
Don't know/Refused (VOL.)	1

²Includes respondents who chose Brown or Warren in Q.4/Q.4b but answered DK/Ref to Q.5

Q.7-8 RANDOMIZED

Q.7 Do you support, oppose or feel neutral about the Tea Party political movement?

Support	18%
Oppose	42
Neutral	29
Don't know/Refused (VOL.)	11

Q.7 trend

Feelings about Tea Party ...	Support	Oppose	Neutral	Don't know/ref.
Dec. 1-6, 2011	18%	42%	29%	11%
Sept. 22-28, 2011	14	42	36	8

Q.8 Do you support, oppose or feel neutral about the Occupy Wall Street political movement?

	ALL RVs
Support	26%
Oppose	34
Neutral	29
Don't know/Refused (VOL.)	11

No trend available.

RANDOMIZE Q.9-10

Q.9 In general, do you think Scott Brown's political views are too conservative, too liberal or about right?

Too conservative	29%
Too liberal	7
About right	45
Don't know/Refused (VOL.)	19

Q.9 trend

Scott Brown's political views ...

	Too conservative	Too liberal	About right	Don't know/refused
Dec. 1-6, 2011	29%	7%	45%	19%
Sept. 22-28, 2011	29	11	49	12

Q.10 In general, do you think Elizabeth Warren's political views are too conservative, too liberal or about right?

	ALL
	<u>RVs</u>
Too conservative	2%
Too liberal	25
About right	40
Don't know/Refused (VOL.)	33

No trend available.

Q.11 Regardless of how you may vote for U.S. Senate next year, who do you think would do a better job of [ITEM] – [RANDOMIZE ACROSS INTERVIEWS BUT SAME ORDER WITHIN INTERVIEWS: Scott Brown or Elizabeth Warren?]

a. Looking out for the economic interests of middle class families

	ALL RVs
Scott Brown	33%
Elizabeth Warren	43
Neither (VOL.)	5
Both equally (VOL.)	1
Don't know/Refused (VOL.)	18

b. Pursuing appropriate regulation of Wall Street financial institutions

	ALL RVs
Scott Brown	29%
Elizabeth Warren	47
Neither (VOL.)	3
Both equally (VOL.)	*
Don't know/Refused (VOL.)	20

FOR COMPARISON

Sept. 22-28, 2011

When it comes to looking out for the economic interests of [ITEM], do you think Senator Scott Brown is doing too much, too little or about the right amount?

	Too much	Too little	About right	Don't know
Wall Street financial institutions	24%	22%	31%	23%
Middle class families	4	48	37	12

RANDOMIZE Q.12, Q.13 AND Q.14

Q.12 Does the fact that Elizabeth Warren is a professor at Harvard University make you **[ROTATE: more likely (or) less likely to vote for her]**, or does it not make much difference either way?

	ALL RVs
More likely to vote for Warren	18%
Less likely to vote for Warren	7
Not make much difference	74
Don't know/Refused (VOL.)	1

Q.13 Does Elizabeth Warren's support for the Occupy Wall Street movement make you **[ROTATE: more likely (or) less likely to vote for her]**, or does it not make much difference either way?

	ALL RVs
More likely to vote for Warren	16%
Less likely to vote for Warren	23
Not make much difference	57
Don't know/Refused (VOL.)	4

Q.14 Does the fact that Scott Brown receives a lot of campaign funding from Wall Street financial institutions make you **[ROTATE: more likely (or) less likely to vote for him]**, or does it not make much difference either way?

	ALL RVs
More likely to vote for Brown	2%
Less likely to vote for Brown	37
Not make much difference	58
Don't know/Refused (VOL.)	3

DEMOGRAPHICS

	Unweighted %	Weighted %
SEX		
Male	44	48
Female	56	52
AGE		
18-34	12	18
35-44	14	17
45-54	19	22
55-64	22	16
65+	29	24
EDUC		
HS or less	25	35
Some college	24	20
College graduate	28	26
Post-graduate	22	18
RACE		
White non-Hisp.	86	88
Black	3	3
Hispanic	4	4
Other	5	3
REGION		
Boston proper	8	12
Inner Suburbs	13	21
Outer Suburbs	35	31
Southeast	13	11
Central	16	13
Western	16	12
INCOME		
		<u>ALL RVs</u>
Less than \$30K		18%
\$30-50K		11
\$50-75K		18
\$75-100K		16
\$100-150K		12
\$150-200K		7
\$200K+		4
Don't know/Refused (VOL.)		13

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]**?

	ALL RVs
Liberal	43%
Moderate	29
Conservative	21
Don't know (VOL.)	5
Refused (VOL.)	3

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]**?

	ALL RVs
Liberal	16%
Moderate	44
Conservative	34
Don't know (VOL.)	5
Refused (VOL.)	2