

## Early 2012 Senate vote preference by ideology

**GENERAL IDEOLOGY:** Asked of **Form A** half sample; N=506 registered voters

	In general, would you describe your political views as:	Scott Brown (R)	Elizabeth Warren (D)	Other/no opinion	N=
<b>27%</b>	Liberal	20%	59%	21%	136
<b>43%</b>	Moderate	38%	44%	18%	229
<b>26%</b>	Conservative	65%	19%	17%	126

1% volunteered "don't know" and 3% refused to answer

**SOCIAL IDEOLOGY:** Asked of **Form B** half sample; N=499 registered voters

	On social issues such as gay marriage and abortion, in general would you describe your views as:	Scott Brown (R)	Elizabeth Warren (D)	Other/no opinion	N=
<b>45%</b>	Liberal	28%	49%	23%	227
<b>28%</b>	Moderate	48%	33%	19%	132
<b>22%</b>	Conservative	62%	19%	19%	114

4% volunteered "don't know" and 1% refused to answer

**FISCAL IDEOLOGY:** Asked of **Form B** half sample; N=499 registered voters

	On fiscal issues such as taxes and spending, in general would you describe your views as:	Scott Brown (R)	Elizabeth Warren (D)	Other/no opinion	N=
<b>16%</b>	Liberal	19%	62%	18%	88
<b>43%</b>	Moderate	34%	43%	23%	205
<b>37%</b>	Conservative	65%	19%	17%	189

3% volunteered "don't know" and 1% refused to answer

Percentages across rows might not add to 100 because of rounding

**NOTE 1:** Because of small subgroup sizes (N), sampling error on vote preference estimates in this table are large - exceeding +/- 10 percentage points for the smallest subgroups. For estimates among ALL voters, sampling error is +/- 5.3 points for Form A, +/-5.4 for Form B.

**NOTE 2:** To mitigate potential order effects, response categories were read in reverse order to a random half of respondents for each version of each question. And for Form B questions, half got the "social issues" version first; the other half got the "fiscal issues" version first.

University of Massachusetts Lowell Poll, Massachusetts registered voters, Sept. 22-28, 2011

