BOSTON GLOBE POLL #34

MA 2012 SENATE ELECTION

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The Survey Center
University of New Hampshire

September 27, 2012
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</tbody>
</table>
The Boston Globe Poll #34

MA 2012 Senate Election

Conducted by the UNH Survey Center
September, 2012

Technical Report

**Method:** Telephone interviews conducted with Massachusetts residents with RDD landline and/or cellular telephones who are likely November 2012 voters. Interviews were conducted by the UNH Survey Center.

**Field Period:** September 21 to September 27, 2012

**Hours:** 10 a.m. to 9 p.m.

**Median Completion Time:** 12 minutes

**Sample Size:** 502 randomly selected likely November 2012 voters.

**Sampling Error:** +/- 4.4%

**Response Rate (AAPOR #4):** 23%

**Weighting:** The data have been weighted by the number of adults in a household and the number of telephone numbers, land and cellular, at which adults in the household can be reached in order to equalize the chances of an individual MA adult being selected. The data have also been weighted by the sex and race of the respondent and the region of the state based on the American Community Survey conducted by the US Census.
INTRO
"Good afternoon / evening. My name is _________________ and I'm calling for the University of New Hampshire Survey Center. We're conducting a very short, confidential survey of voters in Massachusetts about issues and politics in the state and we'd really appreciate your help and cooperation."

IF ASKED: “The survey will about 10 minutes.”

IF ASKED: "This poll is being conducted for the Boston Globe and will be in the paper the weekend of September 30."

1 CONTINUE
2 NO REG VOTERS – VOLUNTEERED NOLVDEM
99 REFUSED

CELL1
“First, to confirm, have I reached you on your cell phone or a land line?”

1 CELL PHONE → SKIPTO CELL2
2 LAND LINE → SKIPTO BIR1
99 REFUSED → TERMINATE

CELL2
“Are you currently driving a car or doing any activity that requires your full attention?”

1 IF YES: “Can I call back at a later time?”  MAKE APPOINTMENT
2 NO → SKIPTO AGE18
99 NA / REFUSED → TERMINATE

AGE18
“And are you 18 years old or older?”

1 YES → SKIP TO CELLREG
2 NO → "Thank you very much, but we are only interviewing adults 18 years old or older."
* 99 REFUSAL → "Thank you very much, we are only interviewing adults 18 years old or older."

CELLREG
“Are you currently registered to vote in Massachusetts?”

IF NO: “Do you plan to register so that you can vote in the general election in November?”

1 YES → SKIP TO SEX
2 NO, BUT PLANNING TO REGISTER → SKIP TO SEX
3 NOT REGISTERED, NOT PLANNING TO REGISTER → NOLVDEM
98 DK / NOT SURE (DO NOT PROBE) → NOLVDEM
* 99 NA / REFUSED → NOLVDEM
BIR1
“In order to determine who to interview, could you tell me, of the REGISTERED VOTERS who currently live in your household -- including yourself -- who had the most recent birthday? I don't mean who is the youngest, but rather, who had the most recent birthday?”

1  INFORMANT   →  SKIP TO SEX
2  SOMEONE ELSE (SPECIFY): ___________________    →  CONTINUE WITH BIR2
3  DON'T KNOW ALL BIRTHDAYS, ONLY SOME   →  CONTINUE WITH BIR2
4  DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN →  SKIP TO SEX
5  NO REGISTERED VOTERS    →  SKIP TO NOTREG
99  REFUSED -- ENTER NON-RESPONSE INFORMATION

NOTREG
“Do you plan to register so that you can vote in the general election in November?”

1  YES   →  SKIP TO SEX
2  NO → NOLVDEM

98  DK / NOT SURE (DO NOT PROBE) → NOLVDEM
* 99  NA / REFUSED  →  NOLVDEM

BIR2
“Of the ones that you do know, who had the most recent birthday?”

1  INFORMANT _____ →  SKIP TO SEX
2  SOMEONE ELSE (SPECIFY): ___________________    →  SKIP TO INT2
3  PERSON NOT AVAILABLE

99  REFUSED

INT2
ASK TO SPEAK TO THAT PERSON
“Hello, this is _______________ calling from the University of New Hampshire. This month, we are conducting a confidential study about issues and politics in Massachusetts, and we'd really appreciate your help and cooperation. You have been identified as the REGISTERED VOTER in your household who had the most recent birthday. Is this correct?”

1  YES SKIP TO SEX
2  APPOINTMENT
99  REFUSAL TERMINATE

SEX
“Thank you very much for helping us with this important study. We really appreciate your help. Before we begin I want to assure you that all of your answers are strictly confidential. They will be combined with answers from other people from across the state. Your telephone number was randomly selected from all families in Massachusetts.”

“Participation is voluntary. If you decide to participate, you may decline to answer any question or end the interview at any time. This call may be monitored for quality assurance.”

“This survey will take about ten minutes to complete.”

RECORD SEX OF RESPONDENT

1  MALE
2  FEMALE
* 99  NA
TOWN
“First of all, in what town do you live?”

ENTER NUMBER OF TOWN FROM SHEET.

997 OTHER ➔ SPECIFY _____________________________
998 DK - DO NOT PROBE
* 999 NA / REFUSED

IF (CELLREG = 2) OR (NOTREG = 1) SKIPTO VOTEINT

REGVOTE
“And are you registered to vote as a Democrat, Independent, Republican or something else?”

1 REGISTERED DEMOCRAT
2 REGISTERED INDEPENDENT / UNENROLLED
3 REGISTERED REPUBLICAN
4 REGISTERED - OTHER

98 NOT REGISTERED / DK (DO NOT PROBE) ➔ SKIP TO REG2
* 99 NA / REFUSED ➔ NOLVDEM

REG2
“Do you plan to register so that you can vote in the general election in November?”

1 YES
2 NO ➔ NOLVDEM

98 DK / NOT SURE (DO NOT PROBE) ➔ NOLVDEM
* 99 NA / REFUSED ➔ NOLVDEM

VOTEINT
“And how interested would you say you are in the general election for President, Senate and other offices in November ... extremely interested ... very interested ... somewhat interested ... or not very interested?”

1 EXTREMELY INTERESTED
2 VERY INTERESTED
3 SOMEWHAT INTERESTED
4 NOT VERY INTERESTED

98 DK (DO NOT PROBE)
* 99 NA

LIKEVOTE
“Which of the following statements best describes you ... (READ NUMBERS 1 TO 5)

1 I will probably NOT vote in the general election in November, ➔ NOLVDEM
2 I MAY vote in the November election, ➔ NOLVDEM
3 Unless some emergency comes up, I WILL vote in the November election,
4 I will DEFINITELY vote in the November general election, or
5 I just don't know at this time.” ➔ SKIPTO NOLVDEM

* 99 NA/REFUSED ➔ SKIPTO NOLVDEM
“Next, I’d like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person -- or if you don’t know enough about them to say. First, how about ... ROTATE FAV1 TO FAV9

FAV1 “Senator Scott Brown.”

IF NECESSARY: “Would you say you have a favorable or unfavorable opinion about him, or don’t you know enough about him to say?”

1 FAVORABLE
2 NEITHER FAVORABLE OR UNFAVORABLE - VOLUNTEERED
3 UNFAVORABLE

98 DK / NEVER HEARD OF / KNOW TOO LITTLE TO SAY
* 99 NA / REFUSED

FAV2 “Democratic Senate candidate Elizabeth Warren.”
FAV3 “President Barack Obama.”
FAV4 “Former Massachusetts Governor Mitt Romney.”
FAV5 “Businessman Charlie Baker.”
FAV6 “Attorney General Martha Coakley.”
FAV7 “State Treasurer Steve Grossman.”
FAV8 “Senator John Kerry.”
FAV9 “Lieutenant Governor Tim Murray.”

BRNAPP
“GENERALLY SPEAKING, do you approve or disapprove of the way Scott Brown is handling his job as Senator?”

(IF APPROVE): “Would you say that you STRONGLY approve of the way he is handling his job as Senator, or that you approve only SOMEWHAT?”
(IF DISAPPROVE): “Would you say that you STRONGLY disapprove of the way he is handling his job as Senator, or that you disapprove only SOMEWHAT?”
(IF NEITHER, NOT SURE, DK): “Would you say that you lean a little more toward APPROVING or DISAPPROVING of the way he is handling his job as Senator?”

1 STRONGLY APPROVE
2 APPROVE SOMEWHAT
3 LEAN TOWARD APPROVING

4 NEITHER, NOT SURE, DK

5 LEAN TOWARD DISAPPROVING
6 DISAPPROVE SOMEWHAT
7 STRONGLY DISAPPROVE

* 99 NA / REFUSED
PRES1
“Let’s turn to the election for President in November. Have you definitely decided who you will vote for in the election for President … are you leaning toward someone … or have you considered the candidates but are still trying to decide?”

1  DEFINITELY DECIDED WHO WILL VOTE FOR
2  LEANING TOWARD SOMEONE
3  STILL TRYING TO DECIDE

*  99  NA / REFUSED

PRES2
“In the presidential election in November, will you vote for Mitt Romney and Paul Ryan, the Republicans … Barack Obama and Joe Biden, the Democrats … some other candidate … or haven’t you decided yet?”

ROTATE CANDIDATES

1  ROMNEY & RYAN
2  OBAMA & BIDEN
3  OTHER → SPECIFY
4  WILL NOT VOTE – VOLUNTEERED

98  DK / NOT SURE / UNDECIDED

*  99  NA / REFUSED

SEN1
“And what about the election for U.S. Senator from Massachusetts. Have you definitely decided who you will vote for in the election for U.S. Senator from Massachusetts in November … are you leaning toward someone … or have you considered the candidates but are still trying to decide?”

1  DEFINITELY DECIDED WHO WILL VOTE FOR
2  LEANING TOWARD SOMEONE
3  STILL TRYING TO DECIDE

*  99  NA / REFUSED

SEN2
"In the election for U.S. Senate … will you vote for Scott Brown, the Republican … Elizabeth Warren, the Democrat … some other candidate … or haven’t you decided yet?"

ROTATE CANDIDATES

1  BROWN
2  WARREN
3  OTHER
4  WILL NOT VOTE – VOLUNTEERED

98  DK / NOT SURE / UNDECIDED

*  99  NA / REFUSED
SEN3
“Regardless of which candidate you are planning to vote for, which candidate do you think is most likely to win the senate election this fall … Scott Brown or Elizabeth Warren?”

ROTATE CANDIDATES

1  BROWN
2  WARREN
3  NEITHER - VOLUNTEERED

98  DK / NOT SURE
*  99  NA / REFUSED

ISS2
“I’d like to turn to an issue that will be on the ballot in November. Issue 2 concerns allowing a person who is terminally ill to request a physician to help them end their life. The proposed law would require that the person have an incurable disease and have six months or less to live, voluntarily request a physician’s assistance in ending their life, and be medically determined to be mentally capable of making the decision to end their life. A YES vote on Issue 2 would enact the law allowing a physician to prescribe medication, at the request of a terminally-ill patient, to end that person’s life. A NO vote would make no change in existing laws.”

“Based on what you know about this issue, would you vote YES or NO on Issue 2 to allow a terminally-ill patient to request a physician to prescribe medication to end their life, or don’t you know enough about this to say?”

1  VOTE YES ON ISSUE 2
2  VOTE NO ON ISSUE 2

98  DK / NOT SURE
*  99  NA / REFUSED

ISS3
“Another issue on the ballot concerns legalizing the use of marijuana for medical purposes. If passed, Issue 3 would eliminate state criminal and civil penalties for the medical use of marijuana by patients who have been diagnosed with a debilitating medical condition such as cancer, glaucoma, HIV, hepatitis, multiple sclerosis and other debilitating diseases. A YES vote on Issue 3 would legalize the use of marijuana for medical purposes. A NO vote would make no change in existing laws.”

“Based on what you know about this issue, would you vote YES or NO on Issue 3 to legalize the use of marijuana for medical purposes, or don’t you know enough about this to say?”

1  VOTE YES ON ISSUE 3
2  VOTE NO ON ISSUE 3

98  DK / NOT SURE
*  99  NA / REFUSED

SENOPP
“I want you to think for a moment about the candidates in the race for U.S. senate.”

ROTATE BROWNOP & WARROP
“What is the first thing that you think of when you think of Scott Brown?”

RECORD VERBATIM RESPONSE
PROBE FOR SPECIFIC ANSWERS: “Could you be more specific?” or “Could you give me an example?”

“What is the first thing that you think of when you think of Elizabeth Warren?”

RECORD VERBATIM RESPONSE
PROBE FOR SPECIFIC ANSWERS: “Could you be more specific?” or “Could you give me an example?”

“I'm going to read you a few phrases which may describe the candidates running for Senate, and for each one, tell me who you think that phrase best describes, regardless of who you are voting for. Please feel free to name a candidate even if you may not be voting for that person.”

ROTATE CCHAR1 TO CCHAR7

“Which candidate do you think is the strongest leader?” READ LIST IF NECESSARY

1 SCOTT BROWN
2 ELIZABETH WARREN
3 SOMEONE ELSE
4 BOTH THE SAME – NO DIFFERENCE
97 NONE / NEITHER
98 DK / NOT SURE
99 NA / REFUSED

“Which candidate do you think best understands people like you?” READ LIST IF NECESSARY

“Which candidate do you think is most likable?” READ LIST IF NECESSARY

“Which candidate do you think would do more to help working people?” READ LIST IF NECESSARY

“Which candidate do you think would be able to work with members of the opposite party?” READ LIST IF NECESSARY

“Which candidate would you want to run a business you owned or worked for?” READ LIST IF NECESSARY

“Which is most likely to make sure that the Medicare program is available for seniors?”
BRGOP
“Which of the following statements do you agree with about Scott Brown and the national Republican Party? Scott Brown’s votes are heavily influenced by national Republicans … national Republicans sometimes have some influence over how Scott Brown votes … or Scott Brown votes independent of national Republicans.”

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BROWN HEAVILY INFLUENCED BY NATIONAL GOP</td>
</tr>
<tr>
<td>2</td>
<td>SOMETIMES INFLUENCED BY NATIONAL GOP</td>
</tr>
<tr>
<td>3</td>
<td>BROWN VOTES INDEPENDENT OF NATIONAL GOP</td>
</tr>
<tr>
<td>98</td>
<td>DK / NOT SURE</td>
</tr>
<tr>
<td>99</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

ROTATE ISSEX1 & ISSEX2

ISSEX1
“Do you feel that Scott Brown has told you enough about where he stands on the issues?”

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YES</td>
</tr>
<tr>
<td>2</td>
<td>NO</td>
</tr>
<tr>
<td>98</td>
<td>DK / NOT SURE</td>
</tr>
<tr>
<td>99</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

ISSEX2
“Do you feel that Elizabeth Warren has told you enough about where she stands on the issues?”

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>YES</td>
</tr>
<tr>
<td>2</td>
<td>NO</td>
</tr>
<tr>
<td>98</td>
<td>DK / NOT SURE</td>
</tr>
<tr>
<td>99</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

NATAM1
“How familiar would you say you are with news coverage about whether or not Elizabeth Warren has Native American ancestors? Would you say you are very familiar … somewhat familiar … not very familiar … or not familiar at all?”

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>VERY FAMILIAR</td>
</tr>
<tr>
<td>2</td>
<td>SOMewhat FAMILIAR</td>
</tr>
<tr>
<td>3</td>
<td>NOT VERY FAMILIAR</td>
</tr>
<tr>
<td>4</td>
<td>NOT FAMILIAR AT ALL → SKIPTO BRNWOM</td>
</tr>
<tr>
<td>98</td>
<td>DON’T KNOW / NOT SURE → SKIPTO BRNWOM</td>
</tr>
<tr>
<td>99</td>
<td>NA / REFUSED → SKIPTO BRNWOM</td>
</tr>
</tbody>
</table>

NATAM2
“Have news reports about Elizabeth Warren’s past identification as a Native American made you more likely to vote for her for Senator…less likely to vote for her…or has this had no impact on your vote?”

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MORE LIKELY TO VOTE FOR</td>
</tr>
<tr>
<td>2</td>
<td>LESS LIKELY TO VOTE FOR</td>
</tr>
<tr>
<td>3</td>
<td>NO IMPACT ON VOTE</td>
</tr>
<tr>
<td>98</td>
<td>DON’T KNOW / NOT SURE</td>
</tr>
<tr>
<td>99</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>
BRNWOM
“Do you think that Scott Brown supports or opposes issues that are important to women in Massachusetts?”
“Do you believe that strongly or just somewhat?”

1  BROWN SUPPORTS WOMENS ISSUES STRONGLY
2  BROWN SUPPORTS WOMENS ISSUES SOMEWHAT
3  BROWN OPPOSES WOMENS ISSUES SOMEWHAT
4  BROWN OPPOSES WOMENS ISSUES STRONGLY

98  DON’T KNOW / NOT SURE
99  NA / REFUSED

DEBATE
“Did you watch the televised debate between Scott Brown and Elizabeth Warren this past Thursday night?” IF YES: “In your opinion, who do you think won the debate?”

1  YES – BROWN WON
2  YES – WARREN WON
3  YES – DEBATE WAS A TIE - VOLUNTEERED
4  DID NOT WATCH DEBATE

98  DON’T KNOW / NOT SURE
99  NA / REFUSED
D2
“Now, a few final questions . . .”

“GENERALLY SPEAKING, do you usually think of yourself as a Republican, a Democrat, an Independent or what?”

(IF REPUBLICAN): “Would you call yourself a STRONG Republican or a NOT VERY STRONG Republican?”
(IF DEMOCRAT): “Would you call yourself a STRONG Democrat or a NOT VERY STRONG Democrat?”
(IF INDEPENDENT, NO PREFERENCE, OR OTHER): “Do you think of yourself as closer to the Republican or to the Democratic party?”

1  STRONG DEMOCRAT
2  NOT VERY STRONG DEMOCRAT
3  INDEPENDENT, BUT CLOSER TO DEMOCRATS
4  INDEPENDENT--CLOSER TO NEITHER
5  INDEPENDENT, BUT CLOSER TO REPUBLICANS
6  NOT VERY STRONG REPUBLICAN
7  STRONG REPUBLICAN
8  OTHER PARTY

*  99  DK / NA / REFUSED

D4
“What is your current age?”

RECORD EXACT NUMBER OF YEARS OLD -- E.G., 45

96  NINETY-SIX YEARS OF AGE OR OLDER
97  REFUSED
98  DK
*  99  NA

D5
“Are you of Hispanic or Spanish origin?”

1  YES
2  NO

98  DON’T KNOW
*  99  REFUSED

D6
“Which of the following best describes your race? Is it ...White ... African-American ... Hispanic … Asian ... Native-American ... or some other race?”

1  WHITE (CAUCASIAN)
2  BLACK (AFRICAN-AMERICAN)
3  HISPANIC
4  ASIAN
5  NATIVE AMERICAN
6  OTHER - SPECIFY: ________________________________

98  DON’T KNOW
*  99  NO ANSWER/REFUSED
D7
“Including yourself, how many adults CURRENTLY live in your household?”

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>ONE</td>
</tr>
<tr>
<td>2</td>
<td>TWO</td>
</tr>
<tr>
<td>3</td>
<td>THREE</td>
</tr>
<tr>
<td>4</td>
<td>FOUR</td>
</tr>
<tr>
<td>5</td>
<td>FIVE</td>
</tr>
<tr>
<td>6</td>
<td>SIX</td>
</tr>
<tr>
<td>7</td>
<td>SEVEN OR MORE</td>
</tr>
<tr>
<td>98</td>
<td>DK</td>
</tr>
<tr>
<td>*</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

D9
“Thinking about only land-line telephones … not counting business lines, extension phones, or cellular phones -- on how many different landline telephone NUMBERS can your household be reached?”

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>NO LAND LINE</td>
</tr>
<tr>
<td>1</td>
<td>ONE</td>
</tr>
<tr>
<td>2</td>
<td>TWO</td>
</tr>
<tr>
<td>3</td>
<td>THREE</td>
</tr>
<tr>
<td>4</td>
<td>FOUR</td>
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<tr>
<td>5</td>
<td>FIVE</td>
</tr>
<tr>
<td>6</td>
<td>SIX</td>
</tr>
<tr>
<td>7</td>
<td>SEVEN OR MORE</td>
</tr>
<tr>
<td>98</td>
<td>DK</td>
</tr>
<tr>
<td>*</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

D10
“And on how many different cellphone NUMBERS can your household be reached?”

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td>NO CELL PHONE</td>
</tr>
<tr>
<td>1</td>
<td>ONE</td>
</tr>
<tr>
<td>2</td>
<td>TWO</td>
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<tr>
<td>3</td>
<td>THREE</td>
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<td>SIX</td>
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<td>7</td>
<td>SEVEN OR MORE</td>
</tr>
<tr>
<td>98</td>
<td>DK</td>
</tr>
<tr>
<td>*</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

D11
“Finally, would you be willing to be interviewed by a reporter to discuss your reactions to some of the topics we've been talking about?”

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YES “Could I have just your first name in case a reporter wants to call you?” ____________</td>
</tr>
<tr>
<td>2</td>
<td>NO / DK (DO NOT PROBE)</td>
</tr>
<tr>
<td>99</td>
<td>NA / REFUSED</td>
</tr>
</tbody>
</table>

“Thank you for your time and participation. Your input has been very valuable. Goodbye.”
Tabular Results
### Interest in 2012 Election

<table>
<thead>
<tr>
<th>MA 2012 LIKELY VOTERS</th>
<th>Extremely Interested</th>
<th>Very Interested</th>
<th>Somewhat Interested</th>
<th>Not Very Interested</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Democrat</td>
<td>52%</td>
<td>41%</td>
<td>5%</td>
<td>2%</td>
<td>183</td>
</tr>
<tr>
<td>Registered Unenrolled</td>
<td>50%</td>
<td>37%</td>
<td>11%</td>
<td>2%</td>
<td>243</td>
</tr>
<tr>
<td>Registered Republican</td>
<td>51%</td>
<td>38%</td>
<td>9%</td>
<td>1%</td>
<td>72</td>
</tr>
<tr>
<td>Democrat</td>
<td>51%</td>
<td>40%</td>
<td>7%</td>
<td>2%</td>
<td>283</td>
</tr>
<tr>
<td>Independent</td>
<td>44%</td>
<td>39%</td>
<td>12%</td>
<td>5%</td>
<td>74</td>
</tr>
<tr>
<td>Republican</td>
<td>54%</td>
<td>36%</td>
<td>9%</td>
<td>1%</td>
<td>136</td>
</tr>
<tr>
<td>Brown supporter</td>
<td>48%</td>
<td>42%</td>
<td>7%</td>
<td>2%</td>
<td>190</td>
</tr>
<tr>
<td>Warren supporter</td>
<td>59%</td>
<td>35%</td>
<td>5%</td>
<td>1%</td>
<td>214</td>
</tr>
<tr>
<td>Other/Undecided</td>
<td>37%</td>
<td>41%</td>
<td>17%</td>
<td>6%</td>
<td>93</td>
</tr>
<tr>
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## Favorability Rating – Scott Brown

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### Favorability Rating – Elizabeth Warren

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### Favorability Rating – Barack Obama

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## 2012 Presidential Election – Romney vs. Obama

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Decided 2012 Senate Vote  

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Which candidate is the strongest leader?

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<th>Brown</th>
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Which candidate best understands people like you?

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<th>Neither</th>
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Which candidate is the most likeable?

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<th>Someone</th>
<th>Both the</th>
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Which candidate can best help working people?

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Which candidate would work best with the opposite party?

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Which candidate would you want to run a business you own or work for?

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Which candidate will make sure the Medicare program is available to seniors?

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# Republican Party Influence on Scott Brown

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Scott Brown Told You Enough About Where He Stands on the Issues?

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**Think Scott Brown supports or opposes issues that are important to women in MA?**

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<th>Dishonest/ Fake</th>
<th>Other Negative</th>
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<td>19%</td>
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### Who Won Senate Debate?

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<th>MA 2012 LIKELY VOTERS</th>
<th>Brown Won</th>
<th>Warren Won</th>
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<tr>
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<tr>
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<tr>
<td>Republican</td>
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<td>10%</td>
<td>56%</td>
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<tr>
<td>Brown supporter</td>
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<tr>
<td>Warren supporter</td>
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<td>24%</td>
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<td>59%</td>
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<tr>
<td>Other/Undecided</td>
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<tr>
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<tr>
<td>Very interested</td>
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<td>9%</td>
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</tr>
<tr>
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<tr>
<td>Southern MA/Cape/Islands</td>
<td>18%</td>
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## Scott Brown Approval Rating - Overall

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