

BOSTON GLOBE POLL #34
MA 2012 SENATE ELECTION

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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.

The Boston Globe Poll #34
Conducted by the UNH Survey Center
FINAL

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): _____ → SKIP TO INT2
- 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

FAV

“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

BROWNOP

“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?”

WARROP

“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?”

CCHAR

“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

CCHAR1

“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 |

CCHAR2

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

CCHAR3

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

CCHAR4

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

CCHAR5

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

CCHAR6

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

CCHAR7

“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.”

- 1 BROWN HEAVILY INFLUENCED BY NATIONAL GOP
- 2 SOMETIMES INFLUENCED BY NATIONAL GOP
- 3 BROWN VOTES INDEPENDENT OF NATIONAL GOP

- 98 DK / NOT SURE
- 99 NA / REFUSED

ROTATE ISSEXP1 & ISSEXP2

ISSEXP1

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

- 1 YES
- 2 NO

- 98 DK / NOT SURE
- 99 NA / REFUSED

ISSEXP2

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

- 1 YES
- 2 NO

- 98 DK / NOT SURE
- 99 NA / REFUSED

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?”

- 1 VERY FAMILIAR
- 2 SOMEWHAT FAMILIAR
- 3 NOT VERY FAMILIAR
- 4 NOT FAMILIAR AT ALL → SKIPTO BRNWOM

- 98 DON’T KNOW / NOT SURE → SKIPTO BRNWOM
- 99 NA / REFUSED → SKIPTO BRNWOM

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?”

- 1 MORE LIKELY TO VOTE FOR
- 2 LESS LIKELY TO VOTE FOR
- 3 NO IMPACT ON VOTE

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

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 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?”

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

98 DK

* 99 NA / REFUSED

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?”

- 0 NO LAND LINE
- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

98 DK

* 99 NA / REFUSED

D10

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

- 0 NO CELL PHONE
- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

98 DK

* 99 NA / REFUSED

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?”

1 YES “Could I have just your first name in case a reporter wants to call you?” _____

2 NO / DK (DO NOT PROBE)

99 NA / REFUSED

“Thank you for your time and participation. Your input has been very valuable. Goodbye.”

Tabular Results

Interest in 2012 Election

MA 2012 LIKELY VOTERS	<u>Extremely Interested</u> 50%	<u>Very Interested</u> 39%	<u>Somewhat Interested</u> 8%	<u>Not Very Interested</u> 2%	<u>(N=)</u> 502
Registered Democrat	52%	41%	5%	2%	183
Registered Unenrolled	50%	37%	11%	2%	243
Registered Republican	51%	38%	9%	1%	72
Democrat	51%	40%	7%	2%	283
Independent	44%	39%	12%	5%	74
Republican	54%	36%	9%	1%	136
Brown supporter	48%	42%	7%	2%	190
Warren supporter	59%	35%	5%	1%	214
Other/Undecided	37%	41%	17%	6%	93
Romney supporter	52%	38%	8%	2%	147
Obama supporter	53%	40%	6%	1%	281
Other/Undecided	39%	36%	19%	5%	63
White	51%	38%	9%	2%	449
Minority	51%	43%	6%	0%	49
18 to 34	33%	48%	19%	0%	69
35 to 49	53%	38%	7%	2%	118
50 to 64	59%	35%	5%	1%	147
65 and over	47%	41%	9%	3%	156
Male	51%	38%	9%	2%	243
Female	50%	40%	8%	2%	259
Inside 128	49%	40%	8%	3%	133
128 to 495	51%	40%	9%	1%	159
Central MA	52%	37%	9%	3%	84
Western MA	52%	33%	12%	4%	64
Southern MA/Cape/Islands	51%	44%	3%	2%	62

Favorability Rating – Scott Brown

MA 2012 LIKELY VOTERS	<u>Favorable</u> 53%	<u>Neutral</u> 9%	<u>Unfavorable</u> 33%	<u>DK</u> 5%	<u>(N)</u> 502
Registered Democrat	23%	14%	56%	7%	183
Registered Unenrolled	67%	6%	24%	3%	243
Registered Republican	83%	4%	8%	5%	72
Democrat	30%	12%	52%	6%	283
Independent	69%	8%	22%	1%	74
Republican	92%	3%	2%	4%	136
Brown supporter	96%	2%	2%	1%	190
Warren supporter	14%	11%	70%	5%	214
Other/Undecided	56%	20%	12%	12%	93
Romney supporter	93%	2%	3%	1%	147
Obama supporter	28%	13%	53%	6%	281
Other/Undecided	73%	6%	20%	2%	63
Extremely interested in election	50%	7%	40%	3%	253
Very interested	57%	10%	29%	5%	196
Somewhat/not very interested	56%	15%	17%	12%	53
White	56%	8%	33%	3%	449
Minority	27%	20%	34%	18%	49
18 to 34	44%	9%	41%	6%	69
35 to 49	60%	7%	25%	8%	118
50 to 64	60%	7%	33%	1%	147
65 and over	47%	13%	36%	5%	156
Male	59%	5%	31%	5%	243
Female	48%	13%	35%	4%	259
Inside 128	48%	3%	41%	8%	133
128 to 495	60%	9%	29%	2%	159
Central MA	53%	8%	32%	7%	84
Western MA	48%	8%	39%	4%	64
Southern MA/Cape/Islands	52%	23%	24%	1%	62

Favorability Rating – Elizabeth Warren

MA 2012 LIKELY VOTERS	<u>Favorable</u> 53%	<u>Neutral</u> 5%	<u>Unfavorable</u> 36%	<u>DK</u> 6%	<u>(N)</u> 502
Registered Democrat	80%	4%	12%	5%	183
Registered Unenrolled	43%	7%	45%	5%	243
Registered Republican	18%	2%	69%	11%	72
Democrat	78%	5%	12%	5%	283
Independent	38%	10%	48%	3%	74
Republican	11%	3%	78%	9%	136
Brown supporter	6%	4%	86%	5%	190
Warren supporter	96%	2%	1%	1%	214
Other/Undecided	50%	13%	18%	19%	93
Romney supporter	9%	1%	86%	4%	147
Obama supporter	81%	6%	8%	5%	281
Other/Undecided	38%	9%	46%	7%	63
Extremely interested in election	58%	3%	35%	4%	253
Very interested	50%	7%	38%	5%	196
Somewhat/not very interested	40%	8%	38%	14%	53
White	51%	5%	39%	5%	449
Minority	71%	7%	7%	14%	49
18 to 34	55%	13%	25%	8%	69
35 to 49	48%	3%	44%	4%	118
50 to 64	52%	3%	39%	6%	147
65 and over	56%	5%	32%	7%	156
Male	47%	6%	39%	8%	243
Female	58%	4%	34%	4%	259
Inside 128	58%	3%	33%	5%	133
128 to 495	44%	10%	40%	6%	159
Central MA	55%	2%	38%	6%	84
Western MA	61%	4%	28%	6%	64
Southern MA/Cape/Islands	54%	2%	38%	6%	62

Favorability Rating – Barack Obama

MA 2012 LIKELY VOTERS	<u>Favorable</u> 63%	<u>Neutral</u> 4%	<u>Unfavorable</u> 32%	<u>DK</u> 1%	<u>(N)</u> 502
Registered Democrat	90%	2%	5%	2%	183
Registered Unenrolled	54%	6%	40%	1%	243
Registered Republican	23%	4%	72%	1%	72
Democrat	92%	2%	6%	1%	283
Independent	44%	15%	39%	2%	74
Republican	14%	3%	81%	2%	136
Brown supporter	18%	7%	73%	1%	190
Warren supporter	97%	0%	3%	0%	214
Other/Undecided	75%	7%	15%	4%	93
Romney supporter	7%	5%	88%	0%	147
Obama supporter	99%	0%	1%	0%	281
Other/Undecided	39%	18%	38%	4%	63
Extremely interested in election	64%	2%	34%	0%	253
Very interested	64%	5%	29%	2%	196
Somewhat/not very interested	54%	10%	31%	5%	53
White	60%	4%	35%	1%	449
Minority	93%	0%	7%	0%	49
18 to 34	78%	3%	19%	0%	69
35 to 49	55%	3%	43%	0%	118
50 to 64	63%	6%	31%	0%	147
65 and over	63%	4%	29%	4%	156
Male	60%	4%	35%	2%	243
Female	66%	4%	29%	1%	259
Inside 128	70%	3%	25%	2%	133
128 to 495	61%	8%	31%	0%	159
Central MA	60%	1%	37%	2%	84
Western MA	63%	3%	32%	2%	64
Southern MA/Cape/Islands	57%	2%	40%	0%	62

Favorability Rating – Mitt Romney

MA 2012 LIKELY VOTERS	<u>Favorable</u> 33%	<u>Neutral</u> 5%	<u>Unfavorable</u> 60%	<u>DK</u> 2%	<u>(N)</u> 502
Registered Democrat	7%	2%	88%	3%	183
Registered Unenrolled	39%	6%	54%	1%	243
Registered Republican	72%	11%	13%	4%	72
Democrat	6%	3%	89%	2%	283
Independent	39%	11%	47%	3%	74
Republican	82%	7%	7%	3%	136
Brown supporter	75%	7%	16%	2%	190
Warren supporter	1%	3%	95%	1%	214
Other/Undecided	18%	6%	71%	5%	93
Romney supporter	93%	3%	3%	1%	147
Obama supporter	1%	3%	95%	1%	281
Other/Undecided	27%	18%	49%	6%	63
Extremely interested in election	32%	4%	64%	0%	253
Very interested	34%	3%	60%	3%	196
Somewhat/not very interested	28%	18%	43%	11%	53
White	35%	5%	57%	2%	449
Minority	9%	6%	85%	0%	49
18 to 34	19%	3%	78%	0%	69
35 to 49	35%	8%	54%	3%	118
50 to 64	38%	5%	57%	0%	147
65 and over	32%	3%	59%	5%	156
Male	35%	5%	56%	3%	243
Female	30%	5%	64%	1%	259
Inside 128	26%	3%	67%	4%	133
128 to 495	36%	8%	54%	2%	159
Central MA	32%	3%	61%	4%	84
Western MA	33%	10%	57%	0%	64
Southern MA/Cape/Islands	39%	0%	61%	0%	62

Favorability Rating – Charlie Baker

MA 2012 LIKELY VOTERS	<u>Favorable</u> 22%	<u>Neutral</u> 15%	<u>Unfavorable</u> 14%	<u>DK</u> 49%	<u>(N)</u> 502
Registered Democrat	11%	11%	20%	57%	183
Registered Unenrolled	24%	18%	13%	45%	243
Registered Republican	40%	13%	4%	43%	72
Democrat	12%	12%	19%	57%	283
Independent	19%	23%	9%	50%	74
Republican	43%	15%	8%	34%	136
Brown supporter	41%	20%	9%	29%	190
Warren supporter	9%	11%	23%	57%	214
Other/Undecided	13%	14%	5%	68%	93
Romney supporter	43%	17%	7%	32%	147
Obama supporter	11%	12%	18%	59%	281
Other/Undecided	24%	20%	14%	42%	63
Extremely interested in election	23%	13%	19%	45%	253
Very interested	24%	16%	9%	51%	196
Somewhat/not very interested	14%	17%	12%	58%	53
White	23%	15%	15%	47%	449
Minority	13%	14%	10%	63%	49
18 to 34	19%	22%	15%	44%	69
35 to 49	28%	16%	16%	40%	118
50 to 64	23%	17%	15%	45%	147
65 and over	19%	8%	10%	63%	156
Male	27%	15%	14%	44%	243
Female	17%	15%	15%	54%	259
Inside 128	22%	16%	18%	43%	133
128 to 495	25%	15%	12%	47%	159
Central MA	22%	12%	25%	41%	84
Western MA	14%	12%	3%	72%	64
Southern MA/Cape/Islands	23%	18%	7%	52%	62

Favorability Rating – Martha Coakley

MA 2012 LIKELY VOTERS	<u>Favorable</u> 54%	<u>Neutral</u> 11%	<u>Unfavorable</u> 26%	<u>DK</u> 10%	<u>(N)</u> 500
Registered Democrat	69%	8%	14%	8%	183
Registered Unenrolled	50%	11%	29%	10%	243
Registered Republican	27%	16%	47%	9%	71
Democrat	68%	9%	14%	10%	283
Independent	51%	12%	26%	11%	74
Republican	25%	15%	51%	9%	134
Brown supporter	29%	15%	50%	6%	189
Warren supporter	78%	4%	8%	10%	214
Other/Undecided	49%	17%	22%	13%	93
Romney supporter	26%	12%	54%	7%	146
Obama supporter	72%	7%	13%	8%	281
Other/Undecided	37%	24%	24%	15%	63
Extremely interested in election	51%	12%	29%	8%	253
Very interested	59%	6%	26%	9%	195
Somewhat/not very interested	49%	19%	13%	19%	53
White	53%	10%	29%	9%	447
Minority	60%	21%	3%	16%	49
18 to 34	57%	12%	21%	10%	69
35 to 49	45%	11%	33%	12%	118
50 to 64	55%	13%	27%	5%	147
65 and over	58%	7%	22%	13%	154
Male	47%	14%	31%	8%	243
Female	60%	8%	21%	11%	258
Inside 128	57%	8%	27%	8%	133
128 to 495	57%	11%	24%	7%	157
Central MA	49%	14%	31%	6%	84
Western MA	54%	7%	20%	20%	64
Southern MA/Cape/Islands	44%	14%	29%	13%	62

Favorability Rating – Steve Grossman

MA 2012 LIKELY VOTERS	<u>Favorable</u> 22%	<u>Neutral</u> 18%	<u>Unfavorable</u> 7%	<u>DK</u> 53%	<u>(N)</u> 499
Registered Democrat	27%	11%	4%	58%	183
Registered Unenrolled	21%	23%	8%	48%	240
Registered Republican	13%	19%	14%	54%	72
Democrat	25%	14%	3%	57%	281
Independent	23%	23%	9%	45%	74
Republican	15%	22%	15%	47%	136
Brown supporter	18%	24%	14%	44%	190
Warren supporter	27%	15%	3%	55%	212
Other/Undecided	18%	11%	6%	65%	93
Romney supporter	16%	25%	14%	45%	147
Obama supporter	27%	15%	3%	56%	278
Other/Undecided	18%	16%	9%	57%	63
Extremely interested in election	25%	18%	9%	48%	253
Very interested	20%	16%	5%	58%	193
Somewhat/not very interested	12%	25%	6%	57%	53
White	21%	19%	7%	53%	446
Minority	27%	14%	8%	52%	49
18 to 34	27%	24%	5%	44%	66
35 to 49	15%	21%	12%	53%	118
50 to 64	23%	18%	9%	50%	147
65 and over	24%	12%	5%	59%	156
Male	25%	19%	10%	46%	243
Female	18%	17%	5%	59%	257
Inside 128	28%	22%	5%	45%	133
128 to 495	19%	19%	7%	55%	159
Central MA	24%	16%	6%	54%	84
Western MA	22%	15%	8%	54%	64
Southern MA/Cape/Islands	12%	12%	15%	61%	59

Favorability Rating – John Kerry

MA 2012 LIKELY VOTERS	<u>Favorable</u> 53%	<u>Neutral</u> 10%	<u>Unfavorable</u> 33%	<u>DK</u> 4%	<u>(N)</u> 502
Registered Democrat	79%	8%	9%	3%	183
Registered Unenrolled	46%	10%	41%	4%	243
Registered Republican	13%	11%	70%	6%	72
Democrat	77%	8%	11%	3%	283
Independent	37%	17%	43%	3%	74
Republican	14%	8%	71%	7%	136
Brown supporter	22%	10%	64%	4%	190
Warren supporter	80%	7%	11%	2%	214
Other/Undecided	54%	14%	23%	9%	93
Romney supporter	15%	5%	77%	2%	147
Obama supporter	76%	10%	11%	3%	281
Other/Undecided	38%	18%	36%	8%	63
Extremely interested in election	51%	10%	38%	1%	253
Very interested	60%	7%	28%	6%	196
Somewhat/not very interested	41%	16%	30%	12%	53
White	52%	9%	36%	4%	449
Minority	68%	18%	12%	2%	49
18 to 34	65%	13%	17%	5%	69
35 to 49	46%	4%	46%	4%	118
50 to 64	51%	15%	33%	2%	147
65 and over	56%	6%	31%	7%	156
Male	49%	12%	36%	4%	243
Female	57%	8%	31%	5%	259
Inside 128	60%	8%	27%	5%	133
128 to 495	47%	16%	36%	2%	159
Central MA	51%	8%	35%	5%	84
Western MA	52%	7%	32%	9%	64
Southern MA/Cape/Islands	56%	3%	38%	3%	62

Favorability Rating – Tim Murray

MA 2012 LIKELY VOTERS	<u>Favorable</u> 25%	<u>Neutral</u> 13%	<u>Unfavorable</u> 28%	<u>DK</u> 34%	<u>(N)</u> 502
Registered Democrat	35%	13%	20%	31%	183
Registered Unenrolled	19%	13%	31%	37%	243
Registered Republican	23%	9%	40%	28%	72
Democrat	31%	14%	20%	35%	283
Independent	21%	11%	33%	35%	74
Republican	15%	11%	43%	31%	136
Brown supporter	17%	13%	43%	28%	190
Warren supporter	34%	12%	16%	38%	214
Other/Undecided	24%	13%	26%	36%	93
Romney supporter	14%	12%	44%	30%	147
Obama supporter	34%	14%	19%	33%	281
Other/Undecided	15%	8%	35%	41%	63
Extremely interested in election	27%	13%	33%	28%	253
Very interested	26%	11%	22%	41%	196
Somewhat/not very interested	17%	17%	26%	40%	53
White	24%	13%	28%	35%	449
Minority	35%	8%	27%	30%	49
18 to 34	24%	16%	21%	39%	69
35 to 49	26%	14%	28%	32%	118
50 to 64	27%	12%	35%	25%	147
65 and over	24%	10%	24%	42%	156
Male	28%	11%	35%	26%	243
Female	23%	14%	21%	42%	259
Inside 128	27%	10%	29%	34%	133
128 to 495	24%	12%	29%	34%	159
Central MA	31%	18%	29%	21%	84
Western MA	29%	12%	19%	41%	64
Southern MA/Cape/Islands	14%	11%	29%	45%	62

Decided 2012 Presidential Vote

MA 2012 LIKELY VOTERS	Def. Decided <u>Vote</u> 76%	Leaning Towards <u>Someone</u> 14%	Still Trying <u>To Decide</u> 10%	(N=) 502
Registered Democrat	85%	11%	4%	183
Registered Unenrolled	70%	15%	14%	243
Registered Republican	77%	15%	8%	72
Democrat	83%	12%	5%	283
Independent	49%	19%	32%	74
Republican	76%	16%	8%	136
Brown supporter	72%	18%	10%	190
Warren supporter	88%	7%	5%	214
Other/Undecided	58%	19%	22%	93
Romney supporter	84%	15%	1%	147
Obama supporter	89%	10%	1%	281
Other/Undecided	13%	21%	66%	63
Extremely interested in election	83%	11%	6%	253
Very interested	76%	13%	11%	196
Somewhat/not very interested	48%	31%	21%	53
White	77%	13%	10%	449
Minority	72%	22%	7%	49
18 to 34	83%	12%	5%	69
35 to 49	75%	11%	14%	118
50 to 64	76%	14%	10%	147
65 and over	75%	15%	9%	156
Male	72%	18%	10%	243
Female	81%	9%	10%	259
Inside 128	82%	14%	4%	133
128 to 495	72%	14%	14%	159
Central MA	68%	20%	12%	84
Western MA	81%	6%	13%	64
Southern MA/Cape/Islands	82%	12%	6%	62

2012 Presidential Election – Romney vs. Obama

MA 2012 LIKELY VOTERS	<u>Romney</u> 30%	<u>Obama</u> 57%	<u>Other</u> 2%	<u>Undecided</u> 11%	<u>(N)</u> 491
Registered Democrat	7%	90%	1%	3%	180
Registered Unenrolled	35%	46%	3%	17%	236
Registered Republican	72%	13%	1%	14%	72
Democrat	5%	88%	2%	5%	279
Independent	33%	30%	2%	35%	71
Republican	80%	7%	2%	11%	133
Brown supporter	72%	13%	2%	13%	186
Warren supporter	3%	92%	0%	5%	213
Other/Undecided	7%	67%	5%	21%	88
Def. decided vote	32%	66%	1%	1%	381
Leaning toward someone	35%	44%	3%	18%	64
Still trying to decide	3%	5%	5%	86%	45
Extremely interested in election	31%	59%	2%	8%	251
Very interested	30%	58%	1%	11%	190
Somewhat/not very interested	29%	41%	5%	25%	49
White	33%	53%	2%	12%	438
Minority	3%	91%	2%	3%	48
18 to 34	13%	77%	1%	8%	68
35 to 49	34%	49%	4%	13%	115
50 to 64	33%	53%	1%	12%	146
65 and over	33%	58%	0%	10%	150
Male	33%	53%	3%	11%	237
Female	27%	61%	1%	11%	254
Inside 128	26%	70%	2%	3%	130
128 to 495	32%	52%	3%	13%	155
Central MA	28%	51%	1%	20%	83
Western MA	32%	56%	0%	12%	62
Southern MA/Cape/Islands	34%	53%	2%	11%	60

Decided 2012 Senate Vote

MA 2012 LIKELY VOTERS	Def. Decided <u>Vote</u> 71%	Leaning Towards <u>Someone</u> 7%	Still Trying <u>To Decide</u> 23%	(N=) 502
Registered Democrat	74%	7%	19%	183
Registered Unenrolled	66%	8%	26%	243
Registered Republican	82%	3%	15%	72
Democrat	69%	8%	23%	283
Independent	58%	9%	34%	74
Republican	81%	3%	16%	136
Brown supporter	90%	4%	7%	190
Warren supporter	84%	9%	7%	214
Other/Undecided	5%	6%	89%	93
Romney supporter	88%	4%	8%	147
Obama supporter	69%	7%	24%	281
Other/Undecided	44%	8%	48%	63
Extremely interested in election	78%	6%	17%	253
Very interested	70%	7%	23%	196
Somewhat/not very interested	41%	10%	49%	53
White	72%	6%	22%	449
Minority	61%	11%	28%	49
18 to 34	62%	9%	30%	69
35 to 49	71%	6%	23%	118
50 to 64	75%	6%	19%	147
65 and over	69%	6%	24%	156
Male	71%	7%	23%	243
Female	71%	7%	23%	259
Inside 128	79%	6%	14%	133
128 to 495	66%	7%	26%	159
Central MA	69%	7%	24%	84
Western MA	66%	6%	27%	64
Southern MA/Cape/Islands	70%	5%	24%	62

2012 MA Senate Election – Brown vs. Warren

MA 2012 LIKELY VOTERS	<u>Brown</u> 38%	<u>Warren</u> 43%	<u>Other</u> 1%	<u>Undecided</u> 18%	<u>(N)</u> 498
Registered Democrat	12%	69%	2%	17%	182
Registered Unenrolled	46%	33%	0%	21%	241
Registered Republican	80%	12%	0%	7%	71
Democrat	12%	67%	1%	19%	281
Independent	45%	23%	0%	32%	73
Republican	88%	4%	0%	7%	135
Def. decided vote	48%	51%	0%	1%	355
Leaning toward someone	23%	59%	4%	14%	32
Still trying to decide	11%	13%	2%	74%	110
Romney supporter	92%	4%	0%	4%	146
Obama supporter	9%	70%	1%	20%	280
Other/Undecided	45%	17%	3%	34%	62
Extremely interested in election	36%	50%	1%	13%	252
Very interested	42%	39%	1%	19%	193
Somewhat/not very interested	33%	27%	3%	37%	52
White	42%	41%	1%	17%	444
Minority	6%	66%	2%	27%	49
18 to 34	28%	49%	1%	22%	66
35 to 49	45%	38%	2%	15%	118
50 to 64	41%	39%	0%	20%	147
65 and over	36%	46%	0%	18%	154
Male	41%	38%	1%	20%	242
Female	36%	48%	1%	16%	256
Inside 128	34%	52%	2%	12%	131
128 to 495	43%	33%	0%	24%	158
Central MA	40%	43%	1%	17%	84
Western MA	30%	53%	0%	16%	64
Southern MA/Cape/Islands	41%	40%	1%	18%	61

Who Will Win 2012 MA Senate Race?

MA 2012 LIKELY VOTERS	<u>Brown</u> 43%	<u>Warren</u> 37%	<u>Neither</u> 3%	<u>Undecided</u> 17%	<u>(N)</u> 498
Registered Democrat	24%	61%	3%	12%	183
Registered Unenrolled	48%	26%	4%	22%	239
Registered Republican	72%	13%	0%	14%	72
Democrat	26%	53%	3%	19%	281
Independent	51%	24%	4%	21%	73
Republican	73%	12%	3%	12%	136
Brown supporter	77%	10%	3%	10%	190
Warren supporter	11%	67%	2%	20%	212
Other/Undecided	46%	25%	5%	24%	92
Romney supporter	76%	13%	2%	8%	147
Obama supporter	26%	54%	1%	19%	278
Other/Undecided	46%	23%	4%	26%	61
Def. decided vote	43%	42%	2%	13%	353
Leaning toward someone	46%	33%	0%	20%	33
Still trying to decide	43%	24%	5%	29%	112
Extremely interested in election	42%	39%	1%	18%	252
Very interested	45%	37%	2%	16%	193
Somewhat/not very interested	44%	29%	13%	14%	53
White	46%	33%	3%	18%	444
Minority	22%	71%	0%	7%	49
18 to 34	36%	45%	5%	15%	66
35 to 49	47%	33%	3%	18%	118
50 to 64	45%	36%	1%	18%	146
65 and over	42%	41%	4%	14%	156
Male	44%	42%	3%	11%	241
Female	42%	33%	2%	23%	257
Inside 128	36%	43%	5%	16%	133
128 to 495	50%	31%	3%	16%	159
Central MA	44%	38%	3%	14%	84
Western MA	31%	42%	2%	25%	63
Southern MA/Cape/Islands	54%	31%	0%	16%	59

Vote on Ballot Issue 2 – Physician Assisted Suicide

MA 2012 LIKELY VOTERS	<u>Yes</u> 68%	<u>No</u> 20%	<u>Undecided</u> 12%	<u>(N)</u> 502
Registered Democrat	74%	17%	9%	183
Registered Unenrolled	69%	19%	12%	243
Registered Republican	56%	31%	13%	72
Democrat	74%	16%	10%	283
Independent	61%	29%	10%	74
Republican	60%	25%	15%	136
Brown supporter	62%	27%	12%	190
Warren supporter	77%	14%	9%	214
Other/Undecided	61%	22%	17%	93
Romney supporter	55%	31%	14%	147
Obama supporter	74%	16%	11%	281
Other/Undecided	71%	16%	13%	63
Def. decided vote	70%	21%	9%	355
Leaning toward someone	55%	26%	19%	33
Still trying to decide	67%	16%	17%	114
Extremely interested in election	70%	22%	8%	253
Very interested	68%	18%	14%	196
Somewhat/not very interested	62%	18%	21%	53
White	68%	21%	11%	449
Minority	69%	17%	14%	49
18 to 34	80%	8%	12%	69
35 to 49	80%	8%	12%	118
50 to 64	62%	25%	13%	147
65 and over	62%	29%	9%	156
Male	74%	16%	10%	243
Female	63%	24%	13%	259
Inside 128	70%	18%	12%	133
128 to 495	63%	23%	14%	159
Central MA	73%	13%	14%	84
Western MA	70%	20%	9%	64
Southern MA/Cape/Islands	72%	25%	3%	62

Vote on Ballot Issue 3 – Medical Marijuana

MA 2012 LIKELY VOTERS	<u>Yes</u> 69%	<u>No</u> 22%	<u>Undecided</u> 9%	<u>(N)</u> 502
Registered Democrat	76%	17%	8%	183
Registered Unenrolled	67%	23%	10%	243
Registered Republican	57%	34%	9%	72
Democrat	78%	14%	8%	283
Independent	67%	23%	10%	74
Republican	51%	40%	10%	136
Brown supporter	56%	35%	9%	190
Warren supporter	78%	15%	6%	214
Other/Undecided	73%	13%	14%	93
Romney supporter	52%	41%	7%	147
Obama supporter	76%	15%	9%	281
Other/Undecided	83%	8%	9%	63
Def. decided vote	67%	25%	7%	355
Leaning toward someone	62%	25%	14%	33
Still trying to decide	75%	12%	13%	114
Extremely interested in election	64%	26%	10%	253
Very interested	74%	19%	8%	196
Somewhat/not very interested	74%	17%	9%	53
White	68%	23%	9%	449
Minority	79%	12%	8%	49
18 to 34	87%	9%	4%	69
35 to 49	75%	18%	7%	118
50 to 64	67%	22%	11%	147
65 and over	59%	31%	10%	156
Male	65%	26%	9%	243
Female	72%	19%	9%	259
Inside 128	72%	22%	6%	133
128 to 495	67%	18%	15%	159
Central MA	68%	25%	7%	84
Western MA	74%	25%	1%	64
Southern MA/Cape/Islands	63%	27%	10%	62

Which candidate is the strongest leader?

	<u>Brown</u>	<u>Warren</u>	<u>Someone</u> <u>Else</u>	<u>Both the</u> <u>Same</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>(N=)</u>
MA 2012 LIKELY VOTERS	47%	37%	1%	5%	2%	7%	502
Registered Democrat	25%	64%	0%	5%	1%	5%	183
Registered Unenrolled	56%	25%	1%	7%	3%	8%	243
Registered Republican	74%	14%	1%	3%	2%	7%	72
Democrat	28%	56%	1%	6%	1%	8%	283
Independent	55%	26%	2%	5%	5%	7%	74
Republican	82%	4%	1%	4%	3%	6%	136
Brown supporter	92%	1%	0%	1%	3%	3%	190
Warren supporter	11%	75%	0%	8%	1%	5%	214
Other/Undecided	43%	25%	3%	7%	3%	19%	93
Romney supporter	86%	5%	1%	2%	3%	2%	147
Obama supporter	25%	60%	1%	7%	1%	7%	281
Other/Undecided	58%	18%	2%	3%	3%	15%	63
Def. decided vote	50%	42%	0%	4%	2%	2%	355
Leaning toward someone	46%	35%	0%	12%	0%	7%	33
Still trying to decide	39%	25%	3%	8%	3%	22%	114
Extremely interested in election	46%	41%	0%	6%	1%	5%	253
Very interested	48%	35%	1%	5%	2%	8%	196
Somewhat/not very interested	49%	29%	0%	1%	7%	14%	53
White	49%	35%	1%	5%	2%	8%	449
Minority	30%	60%	0%	8%	1%	2%	49
18 to 34	49%	39%	0%	6%	0%	6%	69
35 to 49	53%	36%	1%	6%	2%	3%	118
50 to 64	50%	37%	1%	5%	2%	5%	147
65 and over	41%	39%	1%	5%	2%	12%	156
Male	49%	34%	1%	5%	3%	8%	243
Female	46%	41%	0%	5%	1%	6%	259
Inside 128	43%	44%	1%	7%	2%	4%	133
128 to 495	56%	28%	2%	5%	4%	5%	159
Central MA	47%	31%	0%	5%	0%	16%	84
Western MA	36%	51%	0%	5%	0%	9%	64
Southern MA/Cape/Islands	49%	42%	0%	2%	2%	5%	62

Which candidate best understands people like you?

	<u>Brown</u>	<u>Warren</u>	<u>Someone</u> <u>Else</u>	<u>Both the</u> <u>Same</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>(N=)</u>
MA 2012 LIKELY VOTERS	42%	47%	1%	3%	3%	4%	500
Registered Democrat	18%	74%	2%	2%	1%	3%	183
Registered Unenrolled	49%	38%	0%	3%	5%	4%	241
Registered Republican	77%	12%	0%	3%	2%	6%	72
Democrat	19%	74%	1%	2%	2%	3%	283
Independent	54%	26%	0%	3%	10%	6%	73
Republican	83%	4%	0%	4%	4%	5%	136
Brown supporter	90%	1%	0%	1%	3%	4%	190
Warren supporter	2%	95%	0%	1%	1%	1%	214
Other/Undecided	37%	32%	4%	9%	10%	9%	92
Romney supporter	89%	4%	0%	2%	3%	2%	147
Obama supporter	16%	77%	0%	3%	2%	3%	281
Other/Undecided	51%	22%	0%	3%	12%	12%	61
Def. decided vote	46%	51%	0%	1%	2%	1%	355
Leaning toward someone	18%	64%	0%	7%	6%	4%	33
Still trying to decide	38%	33%	3%	7%	8%	12%	112
Extremely interested in election	40%	52%	0%	2%	3%	2%	253
Very interested	47%	44%	0%	3%	2%	4%	194
Somewhat/not very interested	32%	38%	5%	3%	8%	14%	53
White	44%	44%	1%	3%	3%	4%	447
Minority	24%	74%	0%	0%	2%	0%	49
18 to 34	31%	55%	0%	3%	6%	5%	69
35 to 49	49%	41%	0%	3%	7%	1%	118
50 to 64	45%	48%	0%	1%	1%	6%	146
65 and over	39%	48%	2%	4%	2%	4%	156
Male	46%	43%	1%	2%	6%	2%	241
Female	39%	51%	0%	3%	1%	5%	259
Inside 128	37%	53%	2%	2%	2%	3%	133
128 to 495	47%	42%	0%	4%	4%	2%	157
Central MA	40%	47%	0%	3%	5%	5%	84
Western MA	34%	54%	0%	1%	2%	9%	64
Southern MA/Cape/Islands	53%	42%	0%	0%	3%	2%	62

Which candidate is the most likeable?

	<u>Brown</u>	<u>Warren</u>	<u>Someone</u> <u>Else</u>	<u>Both the</u> <u>Same</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>(N=)</u>
MA 2012 LIKELY VOTERS	58%	27%	1%	8%	2%	4%	500
Registered Democrat	40%	49%	2%	7%	2%	1%	183
Registered Unenrolled	64%	17%	0%	10%	3%	6%	241
Registered Republican	82%	7%	1%	6%	0%	5%	72
Democrat	43%	42%	1%	9%	1%	4%	283
Independent	66%	18%	0%	8%	5%	3%	73
Republican	83%	2%	1%	7%	1%	5%	136
Brown supporter	88%	3%	0%	5%	1%	3%	190
Warren supporter	31%	55%	0%	10%	0%	3%	214
Other/Undecided	56%	15%	4%	10%	7%	8%	92
Romney supporter	85%	6%	1%	5%	1%	2%	147
Obama supporter	43%	41%	0%	9%	2%	5%	281
Other/Undecided	64%	16%	0%	10%	5%	6%	61
Def. decided vote	60%	31%	0%	7%	0%	2%	355
Leaning toward someone	55%	20%	0%	18%	3%	3%	33
Still trying to decide	52%	19%	3%	10%	6%	10%	112
Extremely interested in election	59%	27%	0%	9%	2%	3%	253
Very interested	55%	29%	0%	8%	2%	6%	194
Somewhat/not very interested	59%	22%	5%	3%	3%	6%	53
White	60%	24%	1%	9%	2%	4%	447
Minority	36%	59%	0%	3%	0%	2%	49
18 to 34	42%	48%	0%	3%	3%	5%	69
35 to 49	64%	23%	1%	5%	3%	4%	118
50 to 64	71%	18%	0%	9%	1%	2%	146
65 and over	49%	30%	2%	13%	2%	4%	156
Male	58%	26%	1%	9%	2%	3%	241
Female	57%	28%	0%	8%	1%	5%	259
Inside 128	55%	34%	3%	6%	1%	1%	133
128 to 495	60%	22%	0%	10%	3%	4%	157
Central MA	62%	19%	0%	12%	3%	4%	84
Western MA	45%	37%	0%	8%	0%	9%	64
Southern MA/Cape/Islands	63%	26%	0%	4%	2%	5%	62

Which candidate can best help working people?

MA 2012 LIKELY VOTERS	<u>Brown</u> 37%	<u>Warren</u> 51%	<u>Someone</u> <u>Else</u> 0%	<u>Both the</u> <u>Same</u> 5%	<u>Neither</u> 1%	<u>Don't</u> <u>Know</u> 5%	<u>(N=)</u> 502
Registered Democrat	19%	75%	1%	4%	1%	2%	183
Registered Unenrolled	41%	43%	1%	6%	2%	7%	243
Registered Republican	73%	15%	0%	5%	0%	6%	72
Democrat	17%	76%	0%	4%	0%	3%	283
Independent	41%	33%	0%	7%	7%	12%	74
Republican	75%	9%	1%	8%	0%	7%	136
Brown supporter	84%	6%	0%	5%	1%	4%	190
Warren supporter	2%	97%	0%	2%	0%	0%	214
Other/Undecided	22%	40%	1%	13%	5%	18%	93
Romney supporter	84%	7%	1%	7%	0%	2%	147
Obama supporter	12%	80%	0%	3%	1%	4%	281
Other/Undecided	41%	30%	0%	6%	6%	17%	63
Def. decided vote	43%	53%	0%	3%	0%	1%	355
Leaning toward someone	18%	70%	0%	5%	0%	6%	33
Still trying to decide	24%	40%	1%	13%	4%	18%	114
Extremely interested in election	36%	55%	1%	6%	1%	1%	253
Very interested	38%	49%	0%	4%	1%	9%	196
Somewhat/not very interested	38%	38%	0%	8%	3%	13%	53
White	39%	48%	0%	6%	1%	5%	449
Minority	20%	75%	0%	0%	0%	4%	49
18 to 34	27%	63%	0%	1%	2%	7%	69
35 to 49	39%	48%	0%	4%	3%	6%	118
50 to 64	42%	50%	1%	4%	0%	3%	147
65 and over	35%	48%	1%	8%	1%	6%	156
Male	39%	47%	1%	5%	2%	7%	243
Female	36%	55%	0%	5%	0%	4%	259
Inside 128	35%	56%	0%	6%	0%	3%	133
128 to 495	40%	46%	1%	6%	2%	4%	159
Central MA	38%	48%	0%	4%	3%	8%	84
Western MA	21%	60%	0%	9%	0%	9%	64
Southern MA/Cape/Islands	48%	45%	0%	1%	0%	6%	62

Which candidate would work best with the opposite party?

	<u>Brown</u>	<u>Warren</u>	<u>Someone</u> <u>Else</u>	<u>Both the</u> <u>Same</u>	<u>Neither</u>	<u>Don't</u> <u>Know</u>	<u>(N=)</u>
MA 2012 LIKELY VOTERS	58%	24%	0%	9%	3%	5%	499
Registered Democrat	39%	39%	0%	10%	5%	6%	181
Registered Unenrolled	66%	17%	0%	10%	3%	5%	241
Registered Republican	81%	8%	1%	4%	1%	6%	72
Democrat	40%	36%	0%	12%	4%	8%	282
Independent	73%	14%	0%	9%	4%	0%	73
Republican	86%	5%	0%	3%	2%	4%	136
Brown supporter	94%	2%	0%	2%	0%	2%	190
Warren supporter	25%	46%	0%	16%	6%	7%	213
Other/Undecided	61%	17%	0%	8%	5%	10%	92
Romney supporter	91%	4%	0%	2%	1%	1%	147
Obama supporter	37%	37%	0%	14%	5%	6%	279
Other/Undecided	74%	11%	0%	4%	3%	8%	61
Def. decided vote	58%	26%	0%	9%	3%	3%	354
Leaning toward someone	58%	17%	0%	8%	10%	7%	33
Still trying to decide	57%	18%	1%	9%	4%	12%	112
Extremely interested in election	58%	25%	0%	9%	4%	3%	253
Very interested	58%	22%	0%	10%	3%	6%	193
Somewhat/not very interested	54%	24%	0%	6%	3%	14%	53
White	61%	23%	0%	9%	2%	5%	445
Minority	29%	35%	0%	11%	17%	7%	49
18 to 34	46%	25%	0%	10%	13%	6%	69
35 to 49	66%	23%	1%	8%	2%	1%	118
50 to 64	63%	24%	0%	9%	0%	3%	144
65 and over	53%	24%	0%	8%	4%	11%	156
Male	62%	22%	0%	7%	6%	3%	240
Female	54%	26%	0%	11%	1%	7%	259
Inside 128	51%	25%	1%	10%	7%	5%	132
128 to 495	66%	19%	0%	10%	2%	3%	157
Central MA	58%	27%	0%	8%	1%	6%	84
Western MA	50%	35%	0%	8%	0%	6%	64
Southern MA/Cape/Islands	60%	19%	0%	5%	5%	12%	62

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

MA 2012 LIKELY VOTERS	<u>Brown</u> 44%	<u>Warren</u> 37%	<u>Someone</u> <u>Else</u> 2%	<u>Both the</u> <u>Same</u> 4%	<u>Neither</u> 4%	<u>Don't</u> <u>Know</u> 9%	<u>(N=)</u> 501
Registered Democrat	21%	60%	4%	4%	3%	8%	183
Registered Unenrolled	52%	29%	2%	2%	5%	10%	242
Registered Republican	78%	8%	1%	8%	3%	3%	72
Democrat	24%	56%	3%	3%	3%	12%	283
Independent	50%	31%	2%	1%	10%	6%	73
Republican	82%	3%	2%	6%	3%	4%	136
Brown supporter	87%	4%	1%	3%	3%	2%	189
Warren supporter	13%	69%	4%	3%	2%	9%	214
Other/Undecided	32%	32%	2%	5%	10%	19%	93
Romney supporter	86%	4%	2%	2%	4%	1%	146
Obama supporter	23%	58%	3%	3%	2%	11%	281
Other/Undecided	41%	24%	2%	8%	14%	10%	63
Def. decided vote	50%	37%	3%	2%	3%	5%	354
Leaning toward someone	44%	40%	0%	2%	2%	12%	33
Still trying to decide	26%	35%	2%	7%	9%	20%	114
Extremely interested in election	42%	40%	4%	4%	4%	6%	253
Very interested	47%	36%	1%	2%	4%	10%	196
Somewhat/not very interested	44%	27%	0%	7%	6%	17%	52
White	46%	35%	2%	4%	4%	9%	447
Minority	29%	54%	11%	0%	2%	5%	49
18 to 34	49%	27%	8%	2%	4%	10%	69
35 to 49	54%	37%	2%	3%	3%	2%	118
50 to 64	47%	36%	1%	4%	4%	8%	147
65 and over	34%	43%	2%	5%	5%	12%	154
Male	51%	31%	4%	4%	5%	5%	243
Female	38%	43%	1%	3%	3%	12%	258
Inside 128	42%	36%	5%	3%	3%	10%	132
128 to 495	51%	35%	3%	3%	5%	4%	159
Central MA	42%	30%	2%	7%	7%	12%	84
Western MA	37%	52%	0%	4%	0%	7%	64
Southern MA/Cape/Islands	43%	38%	0%	1%	5%	12%	62

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

MA 2012 LIKELY VOTERS	<u>Brown</u> 27%	<u>Warren</u> 56%	<u>Someone</u> <u>Else</u> 0%	<u>Both the</u> <u>Same</u> 7%	<u>Neither</u> 1%	<u>Don't</u> <u>Know</u> 9%	<u>(N=)</u> 502
Registered Democrat	9%	77%	0%	4%	0%	9%	183
Registered Unenrolled	33%	50%	1%	9%	1%	6%	243
Registered Republican	54%	22%	0%	9%	0%	15%	72
Democrat	10%	79%	0%	3%	0%	8%	283
Independent	37%	42%	2%	9%	2%	8%	74
Republican	57%	16%	0%	14%	1%	11%	136
Brown supporter	65%	14%	0%	12%	0%	9%	190
Warren supporter	3%	91%	0%	2%	0%	4%	214
Other/Undecided	8%	62%	2%	7%	3%	18%	93
Romney supporter	68%	12%	0%	11%	1%	8%	147
Obama supporter	7%	82%	0%	4%	0%	7%	281
Other/Undecided	29%	45%	2%	11%	3%	10%	63
Def. decided vote	34%	54%	0%	6%	0%	5%	355
Leaning toward someone	7%	67%	0%	13%	0%	12%	33
Still trying to decide	12%	59%	1%	7%	2%	18%	114
Extremely interested in election	28%	59%	0%	7%	0%	5%	253
Very interested	29%	51%	1%	8%	1%	9%	196
Somewhat/not very interested	15%	58%	0%	0%	3%	23%	53
White	30%	52%	0%	8%	1%	9%	449
Minority	3%	87%	0%	2%	2%	6%	49
18 to 34	14%	74%	0%	5%	0%	8%	69
35 to 49	31%	48%	0%	6%	1%	15%	118
50 to 64	29%	56%	1%	9%	1%	5%	147
65 and over	29%	54%	0%	8%	1%	8%	156
Male	26%	57%	1%	10%	1%	6%	243
Female	29%	55%	0%	5%	0%	12%	259
Inside 128	25%	58%	0%	5%	1%	11%	133
128 to 495	29%	56%	1%	8%	1%	6%	159
Central MA	23%	58%	0%	12%	0%	8%	84
Western MA	26%	58%	0%	6%	0%	10%	64
Southern MA/Cape/Islands	36%	48%	0%	4%	2%	11%	62

Republican Party Influence on Scott Brown

MA 2012 LIKELY VOTERS	<u>Heavily Influenced</u> 20%	<u>Sometimes Influenced</u> 41%	<u>Votes Independently</u> 33%	<u>Don't Know</u> 6%	<u>(N)</u> 501
Registered Democrat	29%	46%	20%	6%	183
Registered Unenrolled	17%	42%	36%	5%	241
Registered Republican	9%	29%	52%	10%	72
Democrat	29%	47%	19%	6%	283
Independent	19%	33%	46%	2%	73
Republican	4%	34%	54%	9%	136
Brown supporter	3%	30%	61%	5%	190
Warren supporter	37%	50%	10%	2%	213
Other/Undecided	16%	45%	25%	15%	93
Romney supporter	3%	32%	61%	4%	147
Obama supporter	29%	48%	18%	5%	279
Other/Undecided	22%	35%	33%	10%	63
Def. decided vote	21%	40%	36%	3%	354
Leaning toward someone	10%	53%	35%	2%	33
Still trying to decide	20%	42%	22%	16%	114
Extremely interested in election	25%	40%	32%	3%	252
Very interested	16%	45%	34%	5%	196
Somewhat/not very interested	11%	33%	33%	24%	53
White	21%	39%	34%	6%	447
Minority	14%	58%	25%	3%	49
18 to 34	22%	48%	22%	7%	69
35 to 49	17%	46%	33%	4%	118
50 to 64	20%	42%	36%	1%	147
65 and over	21%	33%	36%	10%	154
Male	18%	43%	35%	4%	241
Female	22%	39%	30%	8%	259
Inside 128	17%	44%	34%	5%	133
128 to 495	20%	40%	38%	3%	157
Central MA	18%	51%	24%	7%	84
Western MA	28%	31%	33%	8%	64
Southern MA/Cape/Islands	22%	37%	30%	11%	62

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

MA 2012 LIKELY VOTERS	<u>Yes</u> 58%	<u>No</u> 31%	<u>Don't Know</u> 11%	<u>(N)</u> 502
Registered Democrat	45%	40%	15%	183
Registered Unenrolled	62%	32%	7%	243
Registered Republican	76%	10%	13%	72
Democrat	47%	40%	13%	283
Independent	55%	37%	7%	74
Republican	82%	9%	9%	136
Brown supporter	83%	12%	6%	190
Warren supporter	43%	48%	10%	214
Other/Undecided	44%	34%	22%	93
Romney supporter	83%	12%	5%	147
Obama supporter	47%	40%	13%	281
Other/Undecided	51%	36%	13%	63
Def. decided vote	64%	29%	7%	355
Leaning toward someone	46%	39%	15%	33
Still trying to decide	41%	36%	22%	114
Extremely interested in election	59%	30%	11%	253
Very interested	58%	34%	8%	196
Somewhat/not very interested	51%	28%	21%	53
White	58%	32%	10%	449
Minority	51%	28%	21%	49
18 to 34	50%	32%	18%	69
35 to 49	66%	25%	9%	118
50 to 64	60%	34%	5%	147
65 and over	53%	35%	13%	156
Male	60%	29%	11%	243
Female	56%	34%	11%	259
Inside 128	54%	32%	14%	133
128 to 495	61%	30%	9%	159
Central MA	55%	35%	10%	84
Western MA	58%	32%	10%	64
Southern MA/Cape/Islands	63%	27%	10%	62

Elizabeth Warren Told You Enough About Where He Stands on the Issues?

MA 2012 LIKELY VOTERS	<u>Yes</u> 63%	<u>No</u> 29%	<u>Don't Know</u> 8%	<u>(N)</u> 500
Registered Democrat	67%	25%	8%	181
Registered Unenrolled	62%	31%	7%	243
Registered Republican	52%	35%	13%	71
Democrat	71%	20%	8%	282
Independent	49%	41%	9%	74
Republican	52%	40%	8%	135
Brown supporter	49%	44%	6%	189
Warren supporter	83%	14%	4%	213
Other/Undecided	45%	34%	20%	93
Romney supporter	54%	41%	5%	147
Obama supporter	73%	20%	7%	279
Other/Undecided	44%	40%	16%	63
Def. decided vote	68%	28%	3%	353
Leaning toward someone	60%	24%	16%	33
Still trying to decide	46%	33%	21%	114
Extremely interested in election	64%	32%	5%	252
Very interested	64%	26%	10%	194
Somewhat/not very interested	52%	28%	20%	53
White	63%	28%	9%	446
Minority	63%	35%	1%	49
18 to 34	68%	26%	6%	69
35 to 49	62%	32%	6%	118
50 to 64	65%	30%	5%	146
65 and over	58%	29%	13%	155
Male	66%	28%	6%	241
Female	60%	30%	10%	258
Inside 128	66%	27%	6%	132
128 to 495	63%	31%	6%	158
Central MA	59%	30%	11%	84
Western MA	73%	18%	9%	64
Southern MA/Cape/Islands	51%	36%	13%	62

Familiarity with Warren Native American Story

	<u>Very Familiar</u> 51%	<u>Somewhat Familiar</u> 28%	<u>Not Very Familiar</u> 7%	<u>Not Familiar At All</u> 11%	<u>Don't Know</u> 3%	<u>(N=)</u> 498
MA 2012 LIKELY VOTERS						
Registered Democrat	49%	33%	7%	8%	3%	181
Registered Unenrolled	52%	29%	6%	10%	3%	240
Registered Republican	55%	13%	10%	18%	4%	72
Democrat	48%	33%	8%	9%	3%	280
Independent	54%	29%	5%	8%	3%	74
Republican	56%	17%	8%	16%	2%	136
Brown supporter	61%	22%	6%	10%	1%	190
Warren supporter	52%	32%	6%	7%	3%	211
Other/Undecided	28%	32%	13%	21%	5%	93
Romney supporter	63%	21%	5%	10%	1%	147
Obama supporter	48%	34%	7%	9%	3%	277
Other/Undecided	42%	19%	12%	25%	2%	63
Def. decided vote	59%	28%	4%	6%	2%	351
Leaning toward someone	54%	18%	17%	11%	0%	33
Still trying to decide	24%	31%	14%	25%	6%	114
Extremely interested in election	60%	24%	5%	8%	2%	253
Very interested	45%	34%	8%	10%	2%	192
Somewhat/not very interested	26%	26%	13%	26%	9%	53
White	52%	28%	7%	10%	3%	445
Minority	41%	30%	7%	20%	2%	49
18 to 34	41%	32%	8%	19%	0%	69
35 to 49	45%	29%	11%	13%	2%	118
50 to 64	57%	30%	4%	8%	2%	145
65 and over	57%	22%	7%	9%	5%	154
Male	54%	28%	6%	10%	2%	240
Female	48%	29%	8%	12%	3%	258
Inside 128	53%	29%	3%	10%	4%	133
128 to 495	54%	29%	8%	8%	2%	159
Central MA	52%	22%	10%	12%	4%	83
Western MA	39%	32%	9%	18%	2%	63
Southern MA/Cape/Islands	48%	27%	10%	14%	1%	60

How Will the Native American Story Impact Your Vote for Warren

MA 2012 LIKELY VOTERS	<u>More Likely to Vote For</u> 4%	<u>Less Likely to Vote For</u> 24%	<u>No Impact On Vote</u> 71%	<u>DK</u> 1%	<u>(N)</u> 430
Registered Democrat	7%	10%	81%	3%	162
Registered Unenrolled	1%	30%	68%	0%	209
Registered Republican	2%	38%	56%	4%	56
Democrat	5%	13%	80%	2%	246
Independent	3%	36%	60%	0%	66
Republican	1%	41%	56%	2%	110
Brown supporter	1%	48%	50%	1%	168
Warren supporter	7%	4%	89%	0%	190
Other/Undecided	1%	19%	74%	6%	69
Romney supporter	1%	46%	52%	1%	131
Obama supporter	6%	10%	82%	2%	246
Other/Undecided	1%	30%	68%	0%	45
Def. decided vote	5%	26%	70%	0%	322
Leaning toward someone	0%	21%	79%	0%	29
Still trying to decide	2%	17%	74%	7%	78
Extremely interested in election	4%	23%	71%	2%	227
Very interested	4%	26%	69%	1%	168
Somewhat/not very interested	0%	16%	84%	0%	34
White	4%	26%	70%	1%	387
Minority	4%	8%	77%	11%	39
18 to 34	0%	25%	75%	0%	56
35 to 49	1%	31%	67%	1%	101
50 to 64	4%	22%	70%	3%	132
65 and over	7%	21%	72%	1%	133
Male	6%	28%	65%	2%	212
Female	2%	20%	77%	1%	218
Inside 128	5%	24%	71%	0%	115
128 to 495	3%	22%	71%	4%	144
Central MA	3%	27%	70%	0%	69
Western MA	5%	19%	76%	0%	51
Southern MA/Cape/Islands	1%	30%	69%	0%	51

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

MA 2012 LIKELY VOTERS	<u>Supports Strongly</u> 32%	<u>Supports Somewhat</u> 25%	<u>Opposes Somewhat</u> 14%	<u>Opposes Strongly</u> 13%	<u>Don't Know</u> 17%	<u>(N=)</u> 502
Registered Democrat	16%	21%	21%	24%	19%	183
Registered Unenrolled	39%	27%	12%	7%	15%	243
Registered Republican	55%	27%	3%	2%	14%	72
Democrat	15%	27%	19%	19%	20%	283
Independent	45%	17%	15%	8%	15%	74
Republican	62%	25%	2%	1%	11%	136
Brown supporter	68%	24%	0%	0%	8%	190
Warren supporter	5%	23%	26%	27%	19%	214
Other/Undecided	24%	29%	13%	5%	29%	93
Romney supporter	69%	21%	2%	1%	6%	147
Obama supporter	13%	28%	19%	21%	19%	281
Other/Undecided	35%	20%	16%	5%	24%	63
Def. decided vote	37%	21%	15%	15%	12%	355
Leaning toward someone	21%	50%	6%	11%	12%	33
Still trying to decide	20%	29%	12%	6%	33%	114
Extremely interested in election	36%	21%	15%	15%	14%	253
Very interested	31%	30%	10%	13%	16%	196
Somewhat/not very interested	21%	24%	20%	3%	32%	53
White	35%	25%	13%	11%	17%	449
Minority	12%	26%	19%	27%	16%	49
18 to 34	11%	37%	16%	26%	11%	69
35 to 49	35%	25%	13%	5%	22%	118
50 to 64	43%	23%	11%	12%	10%	147
65 and over	31%	22%	16%	11%	20%	156
Male	34%	26%	18%	11%	12%	243
Female	31%	24%	10%	14%	21%	259
Inside 128	26%	31%	15%	16%	12%	133
128 to 495	35%	31%	11%	9%	14%	159
Central MA	32%	20%	21%	11%	15%	84
Western MA	37%	11%	11%	16%	25%	64
Southern MA/Cape/Islands	36%	17%	10%	12%	25%	62

What is the first thing that you think of when you think of Scott Brown?

MA 2012 LIKELY VOTERS	<u>Moderate/ Independent</u> 10%	<u>Honest</u> 9%	<u>Other Positive</u> 26%	<u>Dishonest/ Fake</u> 9%	<u>Other Negative</u> 19%	<u>Other</u> 22%	<u>Don't Know</u> 5%	<u>(N=)</u> 460
Registered Democrat	3%	3%	20%	16%	29%	22%	6%	170
Registered Unenrolled	13%	10%	29%	5%	15%	25%	2%	223
Registered Republican	16%	22%	30%	7%	7%	12%	7%	62
Democrat	7%	4%	19%	13%	27%	25%	5%	261
Independent	7%	12%	38%	6%	20%	15%	1%	68
Republican	19%	19%	34%	1%	3%	19%	5%	123
Brown supporter	16%	21%	40%	1%	2%	20%	2%	168
Warren supporter	6%	2%	11%	17%	33%	27%	3%	202
Other/Undecided	8%	2%	34%	7%	19%	17%	13%	86
Romney supporter	16%	20%	36%	1%	4%	21%	3%	136
Obama supporter	6%	3%	20%	13%	27%	25%	5%	262
Other/Undecided	11%	13%	29%	11%	17%	16%	2%	52
Extremely interested in election	10%	12%	24%	10%	20%	21%	3%	244
Very interested	11%	8%	28%	11%	16%	24%	2%	168
Somewhat/not very interested	5%	0%	31%	0%	19%	27%	19%	49
White	11%	10%	26%	8%	19%	23%	4%	411
Minority	2%	2%	26%	20%	15%	22%	13%	45
18 to 34	10%	0%	13%	18%	17%	32%	10%	59
35 to 49	15%	9%	27%	7%	13%	24%	5%	117
50 to 64	8%	17%	31%	8%	20%	15%	1%	137
65 and over	6%	6%	28%	8%	25%	21%	5%	138
Male	11%	11%	24%	11%	15%	24%	5%	224
Female	9%	8%	28%	8%	23%	21%	5%	236
Inside 128	5%	6%	27%	16%	16%	25%	5%	124
128 to 495	14%	10%	26%	7%	18%	22%	4%	145
Central MA	15%	14%	19%	12%	18%	17%	5%	75
Western MA	9%	7%	29%	0%	29%	21%	6%	59
Southern MA/Cape/Islands	6%	11%	28%	7%	17%	27%	4%	57

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

MA 2012 LIKELY VOTERS	<u>Consumer Advocate</u> 8%	<u>Intelligent</u> 7%	<u>Other Positive</u> 33%	<u>Dishonest</u> 12%	<u>Other Negative</u> 22%	<u>Other</u> 10%	<u>Don't Know</u> 7%	<u>(N=)</u> 456
Registered Democrat	9%	9%	54%	6%	8%	8%	6%	163
Registered Unenrolled	8%	7%	24%	13%	29%	11%	9%	221
Registered Republican	3%	1%	17%	28%	35%	9%	8%	68
Democrat	12%	11%	48%	5%	7%	8%	9%	255
Independent	4%	5%	26%	17%	35%	10%	3%	64
Republican	1%	1%	9%	24%	45%	12%	8%	129
Brown supporter	2%	0%	7%	27%	46%	11%	7%	182
Warren supporter	15%	15%	60%	1%	1%	8%	2%	183
Other/Undecided	6%	6%	34%	6%	16%	11%	20%	87
Romney supporter	1%	0%	9%	26%	47%	11%	6%	141
Obama supporter	13%	11%	50%	3%	6%	9%	7%	251
Other/Undecided	2%	8%	23%	19%	35%	7%	8%	53
Extremely interested in election	8%	8%	37%	11%	23%	9%	3%	235
Very interested	7%	7%	31%	16%	19%	12%	7%	173
Somewhat/not very interested	8%	4%	25%	2%	28%	5%	28%	48
White	7%	7%	31%	13%	24%	10%	7%	411
Minority	13%	4%	58%	6%	2%	8%	9%	41
18 to 34	13%	8%	37%	7%	7%	8%	20%	61
35 to 49	7%	6%	20%	16%	27%	17%	6%	104
50 to 64	6%	7%	36%	10%	30%	7%	2%	137
65 and over	8%	7%	37%	14%	18%	9%	7%	143
Male	8%	5%	32%	13%	21%	11%	9%	229
Female	7%	8%	34%	12%	24%	9%	5%	227
Inside 128	9%	7%	37%	7%	22%	8%	10%	124
128 to 495	8%	6%	29%	13%	22%	15%	7%	149
Central MA	8%	5%	34%	17%	24%	8%	4%	75
Western MA	5%	12%	36%	4%	22%	11%	9%	55
Southern MA/Cape/Islands	5%	6%	35%	26%	19%	3%	6%	54

Who Won Senate Debate?

	Brown Won 14%	Warren Won 12%	Debate Was A Tie 11%	Did Not Watch 60%	Don't Know 4%	(N=) 496
MA 2012 LIKELY VOTERS						
Registered Democrat	8%	20%	10%	59%	4%	183
Registered Unenrolled	15%	8%	13%	61%	3%	238
Registered Republican	24%	3%	6%	61%	5%	71
Democrat	6%	17%	10%	63%	4%	281
Independent	17%	8%	15%	56%	3%	73
Republican	29%	2%	10%	56%	4%	133
Brown supporter	33%	2%	9%	53%	4%	189
Warren supporter	2%	24%	11%	59%	4%	211
Other/Undecided	3%	4%	14%	75%	4%	92
Romney supporter	28%	2%	10%	56%	4%	147
Obama supporter	5%	19%	10%	63%	3%	276
Other/Undecided	21%	4%	14%	55%	5%	62
Def. decided vote	17%	14%	11%	54%	4%	352
Leaning toward someone	12%	17%	9%	61%	0%	33
Still trying to decide	3%	4%	11%	79%	4%	111
Extremely interested in election	14%	15%	13%	55%	3%	252
Very interested	15%	9%	9%	63%	4%	192
Somewhat/not very interested	9%	5%	3%	74%	9%	52
White	15%	11%	10%	60%	4%	443
Minority	2%	20%	16%	60%	3%	49
18 to 34	5%	11%	11%	70%	2%	67
35 to 49	13%	7%	7%	69%	3%	117
50 to 64	18%	10%	9%	61%	2%	147
65 and over	14%	18%	15%	48%	5%	153
Male	14%	15%	14%	54%	3%	241
Female	13%	9%	8%	65%	5%	256
Inside 128	14%	11%	11%	60%	4%	131
128 to 495	16%	12%	15%	54%	3%	155
Central MA	15%	12%	10%	56%	8%	84
Western MA	4%	12%	4%	80%	0%	64
Southern MA/Cape/Islands	18%	12%	7%	58%	5%	62

Scott Brown Approval Rating - Overall

MA 2012 LIKELY VOTERS	<u>Approve</u> 58%	<u>Neutral</u> 9%	<u>Disapprove</u> 33%	<u>(N=)</u> 493
Registered Democrat	33%	12%	55%	180
Registered Unenrolled	68%	9%	23%	238
Registered Republican	87%	5%	8%	71
Democrat	37%	12%	51%	278
Independent	71%	10%	19%	73
Republican	95%	3%	2%	133
Brown supporter	96%	3%	2%	189
Warren supporter	19%	15%	66%	211
Other/Undecided	70%	10%	20%	89
Romney supporter	93%	3%	4%	147
Obama supporter	36%	12%	52%	275
Other/Undecided	71%	10%	19%	61
Extremely interested in election	53%	7%	40%	251
Very interested	64%	11%	25%	194
Somewhat/not very interested	57%	17%	26%	49
White	61%	8%	31%	441
Minority	32%	18%	50%	48
18 to 34	48%	6%	46%	64
35 to 49	64%	8%	28%	116
50 to 64	62%	7%	31%	145
65 and over	55%	13%	32%	156
Male	63%	9%	28%	238
Female	53%	10%	37%	255
Inside 128	52%	10%	38%	131
128 to 495	67%	7%	26%	159
Central MA	59%	8%	34%	81
Western MA	48%	13%	38%	61
Southern MA/Cape/Islands	55%	12%	33%	62