

BOSTON GLOBE POLL #33
MA 2012 SENATE ELECTION

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The Boston Globe Poll #33

MA 2012 Senate Election

**Conducted by the UNH Survey Center
May, 2012**

Technical Report

Method: Telephone interviews conducted with RDD landline and cellular telephones with Massachusetts residents who are likely November 2012 voters by the UNH Survey Center and the Cornell University Survey Research Institute.

Field Period: May 25 to May 31, 2012

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

Median Completion Time: 8 minutes

Full Sample

Sample Size: 651 randomly selected likely November 2012 voters

Sampling Error: +/- 3.8%

Response Rate (AAPOR #4): 24%

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 #33
Conducted by the UNH Survey Center
May 24, 2012

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."

"The survey will only take about 5 minutes."

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

- 1 CONTINUE
- 2 NO REG VOTERS – VOLUNTEERED

- 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, 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 → TERMINATE

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

IF (CELLREG = 3) OR (NOTREG = 1) SKIPTO VOTEINT

REGVOTE

“First of all, 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 → TERMINATE

REG2

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

- 1 YES
- 2 NO → TERMINATE

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

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, → TERMINATE
- 2 I MAY vote in the November election, → TERMINATE
- 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 TERMINATE

- * 99 NA/REFUSED → SKIPTO TERMINATE

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 FAV5

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 “Harvard professor and consumer advocate Elizabeth Warren.”

FAV3 “Attorney Marisa De Franco.” (mah-REE-sa di-FRANK-oh)

FAV4 “President Barack Obama.”

FAV5 “Former Massachusetts Governor Mitt Romney.”

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, the Republican ... Barack Obama, the Democrat ... some other candidate ... or haven’t you decided yet?”

ROTATE CANDIDATES

- 1 ROMNEY
- 2 OBAMA
- 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

LIKE1

“And regardless of which candidate you are planning to vote for, which candidate do you think is most likable ... Scott Brown or Elizabeth Warren?”

ROTATE CANDIDATES

- 1 BROWN
- 2 WARREN
- 3 BOTH THE SAME – VOLUNTEERED
- 4 NEITHER -- VOLUNTEERED

- 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 WALLST1

- 98 DON'T KNOW / NOT SURE → SKIPTO WALLST1
- 99 NA / REFUSED → SKIPTO WALLST1

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

NATAM3

“Do you feel like Elizabeth Warren has adequately explained her identification as a Native American or not?”

- 1 YES
- 2 NO

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

WALLST1

“How familiar are you with news coverage of Scott Brown campaign fundraising from Wall Street banks and investors? 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 → SKIP TO BRNAPP

- 98 DON'T KNOW / NOT SURE → SKIP TO BRNAPP
- 99 NA / REFUSED → SKIP TO BRNAPP

WALLST2

“Has the news about Scott Brown’s fundraising from Wall Street banks and investors made you more likely to vote for him for Senator ... less likely to vote for him ... 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

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

TOWN

“Now, a few final questions . . .”

“What town do you live?” ENTER NUMBER OF TOWN FROM SHEET.

- 997 OTHER → SPECIFY _____
- 998 DK - DO NOT PROBE
- * 999 NA / REFUSED

D2

“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> 45%	<u>Very Interested</u> 38%	<u>Somewhat Interested</u> 15%	<u>Not Very Interested</u> 1%	<u>Don't Know</u> 0%	<u>(N=)</u> 651
Registered Democrat	46%	40%	12%	1%	0%	246
Registered Unenrolled	43%	37%	18%	2%	0%	291
Registered Republican	45%	39%	17%	0%	0%	113
Democrat	44%	42%	13%	1%	0%	336
Independent	39%	36%	22%	2%	0%	115
Republican	47%	35%	17%	2%	0%	189
Brown supporter	45%	39%	15%	1%	0%	250
Warren supporter	53%	35%	10%	1%	0%	234
Other/Undecided	31%	41%	26%	2%	0%	153
Romney supporter	51%	36%	13%	1%	0%	217
Obama supporter	51%	38%	10%	0%	0%	295
Other/Undecided	20%	44%	31%	5%	0%	124
White	45%	38%	15%	2%	0%	572
Minority	38%	39%	23%	0%	0%	64
18 to 34	31%	34%	35%	0%	0%	76
35 to 49	40%	42%	16%	2%	0%	122
50 to 64	46%	39%	13%	2%	0%	214
65 and over	48%	39%	12%	1%	0%	216
Male	48%	35%	16%	1%	0%	308
Female	42%	41%	15%	1%	0%	343
Inside 128	43%	40%	16%	1%	0%	185
128 to 495	46%	40%	15%	0%	0%	214
Central MA	43%	34%	19%	5%	0%	109
Western MA	46%	33%	19%	0%	1%	81
Southern MA/Cape/Islands	47%	44%	6%	4%	0%	62

Favorability Rating – Scott Brown

MA 2012 LIKELY VOTERS	<u>Favorable</u> 55%	<u>Neutral</u> 9%	<u>Unfavorable</u> 30%	<u>DK</u> 5%	<u>(N)</u> 648
Registered Democrat	33%	9%	51%	7%	246
Registered Unenrolled	65%	9%	22%	5%	288
Registered Republican	81%	9%	6%	4%	113
Democrat	35%	10%	47%	8%	334
Independent	68%	10%	18%	3%	114
Republican	84%	7%	6%	2%	189
Brown supporter	92%	3%	4%	1%	250
Warren supporter	18%	10%	67%	5%	234
Other/Undecided	52%	18%	18%	13%	152
Romney supporter	86%	7%	6%	1%	217
Obama supporter	28%	10%	54%	8%	295
Other/Undecided	67%	10%	16%	7%	122
Extremely interested in election	52%	6%	38%	3%	290
Very interested	58%	11%	26%	4%	248
Somewhat/not very interested	55%	13%	19%	13%	110
White	57%	9%	30%	4%	571
Minority	39%	14%	37%	11%	64
18 to 34	36%	15%	37%	12%	76
35 to 49	64%	8%	23%	4%	122
50 to 64	51%	11%	35%	3%	214
65 and over	63%	6%	26%	4%	215
Male	58%	7%	31%	4%	307
Female	52%	11%	30%	7%	341
Inside 128	46%	8%	37%	9%	184
128 to 495	61%	9%	25%	5%	213
Central MA	61%	9%	25%	5%	109
Western MA	44%	14%	40%	2%	80
Southern MA/Cape/Islands	69%	6%	23%	3%	62

Favorability Rating – Elizabeth Warren

MA 2012 LIKELY VOTERS	<u>Favorable</u> 48%	<u>Neutral</u> 8%	<u>Unfavorable</u> 32%	<u>DK</u> 12%	<u>(N)</u> 651
Registered Democrat	77%	4%	8%	11%	246
Registered Unenrolled	38%	11%	37%	14%	291
Registered Republican	10%	6%	73%	11%	113
Democrat	74%	5%	8%	13%	335
Independent	35%	15%	38%	13%	115
Republican	10%	8%	71%	11%	189
Brown supporter	9%	8%	75%	8%	250
Warren supporter	95%	1%	0%	4%	234
Other/Undecided	39%	18%	11%	32%	153
Romney supporter	11%	8%	73%	8%	217
Obama supporter	81%	4%	4%	10%	295
Other/Undecided	33%	16%	27%	24%	124
Extremely interested in election	52%	7%	36%	5%	291
Very interested	47%	8%	32%	13%	250
Somewhat/not very interested	39%	8%	24%	29%	110
White	46%	8%	34%	13%	571
Minority	67%	8%	12%	12%	64
18 to 34	36%	8%	23%	33%	76
35 to 49	40%	10%	37%	13%	122
50 to 64	57%	6%	29%	8%	214
65 and over	47%	9%	36%	9%	215
Male	44%	7%	38%	12%	308
Female	52%	8%	27%	12%	343
Inside 128	54%	7%	24%	16%	185
128 to 495	46%	8%	36%	11%	214
Central MA	43%	10%	35%	13%	109
Western MA	52%	9%	27%	12%	81
Southern MA/Cape/Islands	44%	4%	47%	5%	62

Favorability Rating – Marisa De Franco

MA 2012 LIKELY VOTERS	<u>Favorable</u> 7%	<u>Neutral</u> 11%	<u>Unfavorable</u> 5%	<u>DK</u> 77%	<u>(N)</u> 648
Registered Democrat	10%	10%	3%	76%	246
Registered Unenrolled	5%	14%	5%	77%	288
Registered Republican	7%	6%	10%	77%	113
Democrat	7%	10%	3%	80%	335
Independent	5%	18%	4%	73%	114
Republican	9%	9%	9%	74%	187
Brown supporter	9%	11%	7%	73%	247
Warren supporter	8%	10%	4%	78%	234
Other/Undecided	3%	14%	3%	81%	152
Romney supporter	10%	10%	8%	73%	215
Obama supporter	7%	12%	3%	78%	295
Other/Undecided	5%	13%	3%	79%	123
Extremely interested in election	8%	13%	6%	73%	289
Very interested	6%	10%	3%	81%	249
Somewhat/not very interested	7%	7%	8%	78%	110
White	7%	11%	5%	77%	569
Minority	5%	15%	6%	74%	64
18 to 34	2%	13%	7%	77%	76
35 to 49	11%	10%	5%	74%	122
50 to 64	9%	12%	4%	76%	213
65 and over	6%	10%	5%	78%	214
Male	8%	10%	6%	76%	307
Female	7%	12%	4%	77%	340
Inside 128	10%	11%	3%	77%	185
128 to 495	6%	11%	6%	76%	213
Central MA	5%	7%	5%	83%	109
Western MA	12%	16%	5%	67%	79
Southern MA/Cape/Islands	4%	11%	6%	78%	61

Favorability Rating – Barack Obama

MA 2012 LIKELY VOTERS	<u>Favorable</u> 58%	<u>Neutral</u> 7%	<u>Unfavorable</u> 34%	<u>DK</u> 1%	<u>(N)</u> 649
Registered Democrat	89%	5%	6%	0%	246
Registered Unenrolled	49%	9%	41%	2%	289
Registered Republican	11%	9%	79%	1%	113
Democrat	89%	5%	5%	1%	334
Independent	42%	13%	44%	1%	114
Republican	13%	7%	80%	1%	189
Brown supporter	21%	8%	70%	2%	250
Warren supporter	92%	2%	5%	0%	234
Other/Undecided	66%	15%	19%	1%	153
Romney supporter	6%	6%	88%	1%	217
Obama supporter	96%	3%	1%	1%	295
Other/Undecided	55%	22%	20%	3%	123
Extremely interested in election	57%	6%	37%	0%	290
Very interested	58%	7%	33%	2%	249
Somewhat/not very interested	59%	12%	29%	0%	110
White	54%	7%	37%	1%	572
Minority	88%	7%	5%	0%	64
18 to 34	58%	9%	33%	0%	76
35 to 49	60%	7%	33%	0%	122
50 to 64	62%	7%	30%	0%	214
65 and over	51%	8%	39%	2%	216
Male	53%	6%	41%	0%	307
Female	62%	9%	28%	2%	342
Inside 128	70%	7%	22%	1%	184
128 to 495	54%	8%	37%	1%	213
Central MA	50%	6%	43%	0%	109
Western MA	59%	10%	28%	3%	81
Southern MA/Cape/Islands	45%	4%	52%	0%	62

Favorability Rating – Mitt Romney

MA 2012 LIKELY VOTERS	<u>Favorable</u> 45%	<u>Neutral</u> 8%	<u>Unfavorable</u> 45%	<u>DK</u> 2%	<u>(N)</u> 650
Registered Democrat	15%	7%	74%	3%	246
Registered Unenrolled	53%	10%	35%	1%	290
Registered Republican	87%	4%	7%	2%	113
Democrat	16%	9%	72%	3%	334
Independent	55%	14%	30%	1%	115
Republican	89%	3%	7%	1%	189
Brown supporter	81%	5%	12%	1%	250
Warren supporter	11%	6%	82%	0%	234
Other/Undecided	37%	14%	42%	7%	153
Romney supporter	93%	2%	4%	1%	217
Obama supporter	8%	7%	83%	2%	295
Other/Undecided	50%	20%	24%	6%	124
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Very interested	47%	9%	42%	1%	249
Somewhat/not very interested	42%	9%	42%	6%	110
White	47%	7%	44%	2%	572
Minority	21%	14%	60%	5%	64
18 to 34	44%	8%	45%	2%	76
35 to 49	48%	9%	41%	2%	122
50 to 64	40%	8%	51%	1%	214
65 and over	48%	7%	42%	3%	216
Male	48%	6%	43%	2%	308
Female	41%	9%	47%	2%	342
Inside 128	35%	9%	54%	2%	184
128 to 495	49%	6%	43%	2%	214
Central MA	49%	7%	38%	6%	109
Western MA	36%	14%	50%	0%	81
Southern MA/Cape/Islands	64%	4%	31%	0%	62

Decided 2012 Presidential Vote

MA 2012 LIKELY VOTERS	Def. Decided <u>Vote</u> 66%	Leaning Towards <u>Someone</u> 16%	Still Trying <u>To Decide</u> 19%	(N=) 650
Registered Democrat	74%	12%	14%	246
Registered Unenrolled	56%	18%	25%	290
Registered Republican	72%	16%	11%	113
Democrat	71%	14%	15%	334
Independent	39%	22%	39%	115
Republican	71%	16%	13%	189
Brown supporter	68%	18%	14%	250
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Somewhat/not very interested	39%	23%	38%	110
White	67%	15%	18%	572
Minority	53%	14%	32%	64
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Female	65%	15%	21%	342
Inside 128	62%	16%	22%	184
128 to 495	66%	16%	18%	214
Central MA	64%	13%	23%	109
Western MA	69%	17%	15%	81
Southern MA/Cape/Islands	74%	16%	10%	62

2012 Presidential Election – Romney vs. Obama

MA 2012 LIKELY VOTERS	<u>Romney</u> 34%	<u>Obama</u> 46%	<u>Other</u> 2%	<u>Undecided</u> 17%	<u>(N)</u> 636
Registered Democrat	6%	82%	1%	12%	242
Registered Unenrolled	38%	33%	4%	25%	280
Registered Republican	87%	4%	1%	8%	112
Democrat	4%	81%	2%	13%	329
Independent	37%	21%	1%	41%	109
Republican	85%	2%	3%	11%	188
Brown supporter	73%	10%	2%	14%	247
Warren supporter	5%	88%	0%	7%	232
Other/Undecided	14%	42%	5%	39%	150
Def. decided vote	40%	58%	0%	1%	421
Leaning toward someone	39%	43%	5%	13%	97
Still trying to decide	8%	7%	7%	78%	118
Extremely interested in election	39%	53%	0%	9%	285
Very interested	32%	46%	4%	18%	245
Somewhat/not very interested	28%	30%	5%	37%	106
White	37%	44%	2%	17%	557
Minority	8%	67%	7%	18%	64
18 to 34	35%	47%	1%	16%	73
35 to 49	33%	39%	5%	23%	122
50 to 64	29%	52%	3%	15%	211
65 and over	40%	45%	0%	15%	210
Male	39%	42%	3%	16%	303
Female	29%	51%	2%	18%	332
Inside 128	23%	55%	1%	21%	182
128 to 495	38%	44%	2%	15%	206
Central MA	35%	38%	6%	22%	108
Western MA	35%	51%	2%	12%	78
Southern MA/Cape/Islands	50%	39%	0%	11%	62

Decided 2012 Senate Vote

MA 2012 LIKELY VOTERS	Def. Decided <u>Vote</u> 55%	Leaning Towards <u>Someone</u> 14%	Still Trying <u>To Decide</u> 32%	(N=) 642
Registered Democrat	55%	12%	33%	240
Registered Unenrolled	50%	16%	34%	287
Registered Republican	64%	11%	24%	113
Democrat	51%	14%	35%	327
Independent	44%	17%	39%	114
Republican	65%	12%	23%	189
Brown supporter	75%	13%	12%	249
Warren supporter	69%	16%	15%	232
Other/Undecided	2%	12%	87%	149
Romney supporter	72%	11%	17%	216
Obama supporter	55%	14%	30%	293
Other/Undecided	24%	17%	59%	119
Extremely interested in election	67%	14%	18%	291
Very interested	51%	13%	36%	242
Somewhat/not very interested	29%	13%	58%	109
White	56%	14%	30%	563
Minority	35%	13%	52%	64
18 to 34	31%	15%	53%	75
35 to 49	53%	15%	32%	122
50 to 64	57%	14%	29%	212
65 and over	61%	13%	27%	211
Male	61%	12%	27%	306
Female	48%	16%	36%	336
Inside 128	59%	14%	28%	179
128 to 495	51%	12%	37%	212
Central MA	53%	11%	35%	109
Western MA	48%	26%	27%	80
Southern MA/Cape/Islands	66%	8%	25%	62

2012 MA Senate Election – Brown vs. Warren

MA 2012 LIKELY VOTERS	<u>Brown</u> 39%	<u>Warren</u> 37%	<u>Other</u> 2%	<u>Undecided</u> 23%	<u>(N)</u> 637
Registered Democrat	9%	65%	1%	24%	241
Registered Unenrolled	48%	25%	1%	25%	283
Registered Republican	82%	3%	2%	13%	112
Democrat	10%	63%	2%	24%	327
Independent	51%	13%	0%	36%	110
Republican	82%	5%	1%	12%	188
Def. decided vote	53%	46%	0%	1%	351
Leaning toward someone	37%	43%	3%	18%	85
Still trying to decide	15%	18%	4%	63%	194
Romney supporter	85%	5%	1%	9%	214
Obama supporter	8%	70%	1%	21%	291
Other/Undecided	34%	13%	4%	49%	124
Extremely interested in election	40%	44%	1%	16%	283
Very interested	40%	34%	3%	23%	244
Somewhat/not very interested	36%	25%	1%	39%	110
White	41%	36%	1%	22%	559
Minority	21%	47%	6%	26%	64
18 to 34	28%	30%	3%	39%	72
35 to 49	47%	31%	4%	19%	122
50 to 64	33%	46%	1%	21%	208
65 and over	47%	34%	0%	19%	214
Male	45%	34%	1%	20%	300
Female	34%	39%	2%	25%	337
Inside 128	33%	49%	0%	18%	183
128 to 495	40%	31%	3%	26%	208
Central MA	42%	29%	1%	29%	108
Western MA	36%	46%	5%	14%	79
Southern MA/Cape/Islands	54%	23%	0%	23%	59

Who Will Win 2012 MA Senate Race?

MA 2012 LIKELY VOTERS	<u>Brown</u> 52%	<u>Warren</u> 27%	<u>Neither</u> 2%	<u>Undecided</u> 19%	<u>(N)</u> 649
Registered Democrat	33%	43%	2%	23%	244
Registered Unenrolled	60%	19%	2%	18%	290
Registered Republican	72%	13%	2%	13%	113
Democrat	34%	41%	2%	23%	334
Independent	66%	17%	0%	17%	114
Republican	75%	9%	3%	13%	189
Brown supporter	83%	6%	2%	9%	250
Warren supporter	17%	54%	3%	26%	233
Other/Undecided	53%	20%	0%	27%	153
Romney supporter	74%	10%	2%	13%	216
Obama supporter	30%	45%	3%	22%	295
Other/Undecided	63%	17%	0%	21%	124
Def. decided vote	51%	32%	3%	14%	350
Leaning toward someone	53%	17%	3%	27%	88
Still trying to decide	52%	24%	0%	25%	203
Extremely interested in election	52%	27%	4%	17%	290
Very interested	53%	26%	1%	20%	249
Somewhat/not very interested	48%	28%	0%	24%	110
White	52%	25%	2%	20%	571
Minority	44%	45%	0%	11%	64
18 to 34	42%	37%	0%	20%	76
35 to 49	65%	18%	0%	17%	122
50 to 64	47%	30%	4%	19%	213
65 and over	52%	27%	2%	19%	215
Male	53%	27%	2%	18%	308
Female	50%	27%	2%	21%	341
Inside 128	43%	32%	2%	22%	184
128 to 495	54%	24%	3%	19%	214
Central MA	54%	26%	0%	20%	108
Western MA	53%	32%	1%	15%	81
Southern MA/Cape/Islands	63%	20%	3%	15%	61

Which candidate is the most likeable?

	<u>Brown</u>	<u>Warren</u>	<u>Both the Same</u>	<u>Neither</u>	<u>Don't Know</u>	<u>(N=)</u>
MA 2012 LIKELY VOTERS	52%	26%	9%	2%	11%	646
Registered Democrat	29%	44%	11%	1%	15%	243
Registered Unenrolled	62%	19%	9%	3%	8%	290
Registered Republican	76%	4%	5%	2%	14%	111
Democrat	32%	42%	12%	1%	13%	332
Independent	58%	14%	12%	4%	12%	113
Republican	82%	4%	4%	2%	8%	189
Brown supporter	86%	3%	6%	2%	4%	248
Warren supporter	18%	59%	13%	0%	9%	232
Other/Undecided	47%	15%	8%	3%	26%	153
Romney supporter	79%	3%	4%	4%	9%	217
Obama supporter	24%	50%	13%	1%	11%	293
Other/Undecided	69%	9%	8%	1%	13%	122
Def. decided vote	56%	28%	9%	1%	6%	350
Leaning toward someone	45%	26%	14%	1%	14%	88
Still trying to decide	46%	22%	9%	3%	20%	200
Extremely interested in election	50%	30%	13%	2%	5%	291
Very interested	56%	24%	7%	1%	12%	246
Somewhat/not very interested	49%	20%	5%	2%	25%	109
White	52%	24%	10%	2%	11%	567
Minority	42%	44%	4%	1%	9%	64
18 to 34	52%	26%	2%	3%	17%	76
35 to 49	65%	20%	3%	0%	12%	122
50 to 64	46%	34%	9%	2%	9%	214
65 and over	51%	23%	15%	1%	9%	212
Male	57%	22%	9%	2%	10%	307
Female	47%	29%	10%	2%	12%	339
Inside 128	42%	35%	12%	3%	7%	182
128 to 495	55%	19%	10%	1%	14%	213
Central MA	56%	24%	6%	0%	14%	107
Western MA	50%	33%	4%	3%	9%	81
Southern MA/Cape/Islands	63%	16%	10%	2%	10%	62

Familiarity with Warren Native American Story

	<u>Very Familiar</u> 37%	<u>Somewhat Familiar</u> 33%	<u>Not Very Familiar</u> 12%	<u>Not Familiar At All</u> 16%	<u>Don't Know</u> 1%	<u>(N=)</u> 644
MA 2012 LIKELY VOTERS						
Registered Democrat	30%	36%	19%	13%	2%	243
Registered Unenrolled	41%	33%	8%	17%	0%	287
Registered Republican	44%	26%	8%	19%	3%	113
Democrat	32%	36%	15%	15%	1%	334
Independent	37%	34%	11%	18%	0%	113
Republican	46%	28%	7%	16%	2%	188
Brown supporter	48%	30%	9%	11%	1%	249
Warren supporter	36%	37%	14%	13%	1%	231
Other/Undecided	23%	31%	15%	29%	2%	152
Romney supporter	51%	26%	8%	14%	2%	215
Obama supporter	32%	38%	14%	15%	1%	295
Other/Undecided	29%	31%	15%	23%	2%	122
Def. decided vote	49%	32%	9%	9%	1%	347
Leaning toward someone	30%	37%	14%	19%	1%	88
Still trying to decide	22%	33%	16%	27%	2%	201
Extremely interested in election	48%	33%	5%	12%	2%	288
Very interested	32%	38%	16%	13%	0%	246
Somewhat/not very interested	21%	23%	21%	32%	2%	110
White	39%	34%	11%	14%	1%	566
Minority	23%	24%	19%	33%	1%	64
18 to 34	16%	29%	16%	38%	1%	76
35 to 49	35%	38%	9%	19%	0%	122
50 to 64	43%	31%	11%	14%	1%	213
65 and over	40%	34%	13%	10%	2%	213
Male	41%	30%	10%	16%	2%	307
Female	34%	36%	14%	16%	1%	338
Inside 128	38%	34%	17%	11%	1%	182
128 to 495	40%	34%	8%	16%	3%	212
Central MA	35%	28%	14%	22%	1%	108
Western MA	31%	34%	15%	21%	0%	81
Southern MA/Cape/Islands	39%	37%	7%	17%	0%	62

How Will the Native American Story Impact Your Vote for Warren

MA 2012 LIKELY VOTERS	<u>More Likely to Vote For</u> 3%	<u>Less Likely to Vote For</u> 23%	<u>No Impact On Vote</u> 72%	<u>DK</u> 2%	<u>(N)</u> 533
Registered Democrat	6%	6%	85%	3%	207
Registered Unenrolled	3%	29%	67%	1%	236
Registered Republican	1%	43%	56%	0%	88
Democrat	5%	8%	84%	2%	278
Independent	1%	31%	66%	2%	92
Republican	1%	42%	57%	0%	154
Brown supporter	2%	46%	52%	0%	218
Warren supporter	6%	3%	90%	0%	200
Other/Undecided	1%	12%	80%	7%	105
Romney supporter	2%	46%	52%	0%	182
Obama supporter	5%	6%	88%	0%	249
Other/Undecided	2%	19%	70%	8%	92
Def. decided vote	4%	26%	70%	0%	312
Leaning toward someone	0%	27%	73%	0%	71
Still trying to decide	2%	14%	81%	3%	144
Extremely interested in election	3%	22%	74%	0%	248
Very interested	3%	26%	68%	2%	213
Somewhat/not very interested	5%	15%	78%	3%	73
White	3%	23%	72%	1%	477
Minority	6%	17%	74%	3%	42
18 to 34	0%	27%	73%	0%	47
35 to 49	0%	22%	76%	2%	99
50 to 64	5%	19%	75%	1%	182
65 and over	5%	24%	68%	2%	186
Male	3%	26%	70%	1%	252
Female	3%	20%	75%	2%	282
Inside 128	3%	18%	74%	4%	161
128 to 495	2%	24%	74%	0%	173
Central MA	5%	23%	71%	1%	83
Western MA	8%	27%	64%	1%	64
Southern MA/Cape/Islands	0%	26%	74%	0%	51

Has Warren Adequately Explained Native American Identification

MA 2012 LIKELY VOTERS	<u>Yes</u> 37%	<u>No</u> 42%	<u>Don't Know</u> 21%	<u>(N=)</u> 521
Registered Democrat	49%	23%	29%	201
Registered Unenrolled	35%	50%	16%	232
Registered Republican	13%	68%	19%	87
Democrat	50%	23%	28%	271
Independent	31%	57%	12%	88
Republican	17%	68%	15%	154
Brown supporter	18%	72%	11%	215
Warren supporter	57%	16%	27%	194
Other/Undecided	37%	32%	32%	102
Romney supporter	16%	72%	12%	181
Obama supporter	54%	20%	26%	242
Other/Undecided	30%	41%	29%	88
Def. decided vote	36%	48%	16%	305
Leaning toward someone	35%	48%	16%	69
Still trying to decide	38%	29%	32%	139
Extremely interested in election	43%	39%	18%	243
Very interested	31%	49%	20%	208
Somewhat/not very interested	32%	32%	36%	69
White	37%	43%	21%	467
Minority	37%	29%	34%	40
18 to 34	45%	30%	25%	47
35 to 49	32%	46%	22%	96
50 to 64	36%	41%	22%	179
65 and over	36%	43%	21%	180
Male	36%	45%	19%	247
Female	37%	40%	23%	274
Inside 128	42%	33%	25%	158
128 to 495	37%	48%	15%	168
Central MA	34%	44%	21%	81
Western MA	33%	38%	29%	63
Southern MA/Cape/Islands	26%	53%	21%	51

Familiarity with Brown Wall Street Fundraising Story

	<u>Very Familiar</u> 19%	<u>Somewhat Familiar</u> 37%	<u>Not Very Familiar</u> 24%	<u>Not Familiar At All</u> 19%	<u>Don't Know</u> 1%	<u>(N=)</u> 650
MA 2012 LIKELY VOTERS						
Registered Democrat	19%	30%	29%	21%	1%	245
Registered Unenrolled	21%	40%	21%	18%	0%	290
Registered Republican	15%	43%	19%	20%	3%	113
Democrat	16%	34%	28%	21%	1%	334
Independent	23%	38%	20%	19%	0%	114
Republican	23%	40%	19%	16%	2%	189
Brown supporter	26%	38%	20%	16%	1%	250
Warren supporter	18%	37%	26%	18%	0%	233
Other/Undecided	9%	36%	26%	27%	1%	153
Romney supporter	26%	41%	15%	17%	2%	216
Obama supporter	17%	35%	29%	19%	0%	295
Other/Undecided	13%	31%	28%	27%	1%	124
Def. decided vote	27%	38%	19%	15%	1%	351
Leaning toward someone	12%	43%	27%	18%	0%	88
Still trying to decide	10%	33%	32%	25%	1%	203
Extremely interested in election	27%	42%	18%	12%	1%	291
Very interested	15%	35%	27%	22%	0%	248
Somewhat/not very interested	7%	26%	30%	34%	2%	110
White	21%	37%	24%	17%	1%	571
Minority	4%	39%	20%	37%	0%	64
18 to 34	14%	34%	21%	30%	1%	76
35 to 49	13%	41%	26%	19%	1%	122
50 to 64	23%	34%	26%	17%	0%	214
65 and over	22%	38%	20%	18%	2%	215
Male	28%	33%	22%	18%	1%	308
Female	12%	40%	26%	21%	1%	341
Inside 128	20%	29%	24%	25%	1%	184
128 to 495	19%	40%	23%	16%	2%	214
Central MA	16%	41%	22%	20%	0%	109
Western MA	20%	36%	27%	18%	0%	81
Southern MA/Cape/Islands	22%	39%	25%	14%	0%	62

How Wall Street Fundraising Story Impact Your Vote for Brown

MA 2012 LIKELY VOTERS	<u>More Likely to Vote For</u> 4%	<u>Less Likely to Vote For</u> 26%	<u>No Impact On Vote</u> 66%	<u>DK</u> 4%	<u>(N)</u> 517
Registered Democrat	2%	35%	57%	6%	192
Registered Unenrolled	4%	23%	69%	4%	236
Registered Republican	8%	11%	80%	1%	87
Democrat	2%	39%	55%	4%	261
Independent	2%	16%	75%	6%	91
Republican	9%	9%	79%	3%	156
Brown supporter	9%	7%	81%	4%	207
Warren supporter	1%	43%	53%	4%	190
Other/Undecided	1%	28%	66%	5%	108
Romney supporter	7%	6%	84%	2%	177
Obama supporter	1%	39%	56%	4%	239
Other/Undecided	5%	24%	63%	8%	88
Def. decided vote	4%	22%	71%	3%	294
Leaning toward someone	3%	25%	68%	4%	72
Still trying to decide	5%	31%	57%	7%	149
Extremely interested in election	4%	29%	65%	2%	255
Very interested	3%	22%	69%	6%	192
Somewhat/not very interested	8%	21%	62%	9%	70
White	3%	27%	66%	4%	464
Minority	8%	19%	63%	9%	40
18 to 34	2%	41%	56%	2%	52
35 to 49	8%	19%	70%	2%	98
50 to 64	1%	30%	63%	6%	178
65 and over	6%	20%	70%	4%	170
Male	4%	25%	66%	4%	250
Female	3%	26%	66%	5%	267
Inside 128	4%	26%	65%	5%	135
128 to 495	3%	25%	69%	3%	175
Central MA	7%	26%	62%	4%	86
Western MA	3%	30%	58%	8%	67
Southern MA/Cape/Islands	1%	21%	76%	2%	53

Scott Brown Approval Rating - Overall

MA 2012 LIKELY VOTERS	<u>Approve</u> 60%	<u>Neutral</u> 9%	<u>Disapprove</u> 31%	<u>(N=)</u> 628
Registered Democrat	40%	11%	49%	236
Registered Unenrolled	68%	9%	23%	282
Registered Republican	82%	7%	10%	108
Democrat	44%	11%	45%	321
Independent	69%	11%	20%	111
Republican	84%	6%	10%	185
Brown supporter	92%	4%	4%	247
Warren supporter	25%	10%	65%	226
Other/Undecided	58%	20%	22%	142
Romney supporter	88%	4%	8%	214
Obama supporter	37%	11%	52%	287
Other/Undecided	66%	16%	18%	113
Extremely interested in election	59%	4%	37%	288
Very interested	59%	12%	29%	236
Somewhat/not very interested	66%	20%	14%	104
White	63%	8%	29%	550
Minority	32%	23%	45%	64
18 to 34	47%	22%	32%	72
35 to 49	63%	10%	27%	119
50 to 64	57%	6%	36%	208
65 and over	66%	7%	26%	209
Male	64%	7%	30%	296
Female	57%	12%	31%	332
Inside 128	47%	16%	37%	175
128 to 495	65%	6%	29%	209
Central MA	70%	10%	20%	105
Western MA	54%	8%	38%	76
Southern MA/Cape/Islands	71%	4%	25%	62