

**BOSTON GLOBE POLL #32**  
**MA 2012 SENATE ELECTION**

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**The Boston Globe Poll #32**

**MA 2012 Senate Election**

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

**Technical Report**

**Method:** Telephone interviews conducted with RDD landline and cellular telephones with Massachusetts residents who are likely November 2012 voters

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

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

**Median Completion Time:** 15 minutes

**Full Sample**

**Sample Size:** 544 randomly selected likely November 2012 voters

**Sampling Error:** +/- 4.2%

**Response Rate, Full Sample (AAPOR #4):** 21%

**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 #32**  
**Conducted by the UNH Survey Center**  
**March 20, 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 short, confidential survey of voters in Massachusetts about issues and politics in Massachusetts, and we'd really appreciate your help and cooperation."

"The survey will only take about 10 minutes."

IF ASKED: "This poll is being conducted for the Boston Globe and will be in the Sunday paper on April first."

- 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



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,
- 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

PRESAPP

“GENERALLY SPEAKING, do you approve or disapprove of the way Barack Obama is handling his job as President?”

(IF APPROVE): “Would you say that you STRONGLY approve of the way he is handling his job as President, or that you approve only SOMEWHAT?”

(IF DISAPPROVE): “Would you say that you STRONGLY disapprove of the way he is handling his job as President, 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 President?”

- 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

GOVAPP

“And GENERALLY SPEAKING, do you approve or disapprove of the way Deval Patrick is handling his job as governor?”

(IF APPROVE): “Would you say that you STRONGLY approve of the way he is handling his job as governor, or that you approve only SOMEWHAT?”

(IF DISAPPROVE): “Would you say that you STRONGLY disapprove of the way he is handling his job as governor, 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 governor?”

- 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

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 FAV14

FAV1

“Governor Deval Patrick.”

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 “Businessman Charlie Baker.”

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

FAV4 “Speaker of the House Robert DeLeo.” (duh-LEE-oh)

FAV5 “Senator Scott Brown.”

FAV6 “Attorney General Martha Coakley”

FAV7 “State Treasurer Steve Grossman.”

FAV8 “Senator John Kerry

FAV10 “Senate President Therese Murray.”

FAV11 “Lieutenant Governor Tim Murray.”

FAV12 “President Barack Obama.”

FAV13 “Former governor Mitt Romney.”

FAV14 “Attorney and consumer advocate Elizabeth Warren.”

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 some 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

"Suppose that Mitt Romney wins the Republican nomination for President. In the presidential election in November, will you vote for Mitt Romney, Republican ... Barack Obama, the Democrat ... someone else ... 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 some 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 ... someone else ... 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

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 CCHAR5

CCHAR1

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

- 1 SCOTT BROWN
- 2 ELIZABETH WARREN
- 3 SOMEONE ELSE
  
- 97 NONE
- 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?"

CCHAR5

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

BRRESP

"How responsive do you think Scott Brown has been to the people and needs of Massachusetts, very responsive ... somewhat responsive ... not very responsive ... not responsive at all, or don't you have an opinion about this to say?"

- 1 VERY RESPONSIVE
- 2 SOMEWHAT RESPONSIVE
- 3 NOT VERY RESPONSIVE
- 4 NOT RESPONSIVE AT ALL
  
- 98 DK / NOT SURE
- 99 NA / REFUSED

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 WARRCON & BRNCON

WARRCON

"How well do you think Elizabeth Warren understands the concerns of people like you ... very well ... somewhat ... not very well ... or not well at all?"

- 1 VERY WELL
- 2 SOMEWHAT
- 3 NOT VERY WELL
- 4 NOT WELL AT ALL
  
- 98 DK / NOT SURE
- 99 NA / REFUSED

BRNCON

"How well do you think Scott Brown understands the concerns of people like you ... very well ... somewhat ... not very well ... or not well at all?"

- 1 VERY WELL
- 2 SOMEWHAT
- 3 NOT VERY WELL
- 4 NOT WELL AT ALL
  
- 98 DK / NOT SURE
- 99 NA / REFUSED

CLASS1

"People often talk about social class in America. "Which class do you consider yourself to be part of ... the upper class ... the middle class ... the working class ... or the poor?"

- 1 UPPER CLASS
- 2 MIDDLE CLASS
- 3 WORKING CLASS
- 4 POOR
  
- 98 DK / NOT SURE
- 99 NA / REFUSED

CLASS2

"Have you had to delay an important purchase or decision this year because of money?"

- 1 YES - SPECIFY
- 2 NO
  
- 98 DK / NOT SURE
- 99 NA / REFUSED

ISSUES

“Let’s turn to some issues facing the country. For each of the following, please tell me which candidate for Senate, Scott Brown or Elizabeth Warren is most likely to be able to accomplish this, or if you don’t have an opinion on it.”

ROTATE ISS1 TO ISS8

ISS1

“Cutting spending on social programs?”

READ IF NECESSARY: “Do you think Scott Brown or Elizabeth Warren is most likely to be able to accomplish this, or don’t you have an opinion on this?”

- 1 BROWN
- 2 WARREN
- 3 BOTH EQUAL
  
- 98 DK / NOT SURE
- 99 NA / REFUSED

ISS2

“Raising taxes on wealthy Americans?”

ISS3

“Lowering the price of gasoline?”

ISS4

“Balancing the federal budget?”

ISS5

“Reducing the power of corporations in American politics?”

IMM1

“Turning to immigration for a moment ... In general, how serious a problem do you think illegal immigration is in the United States: a very serious problem, somewhat serious, not very serious, or not a problem at all?”

- 1 VERY SERIOUS PROBLEM
- 2 SOMEWHAT SERIOUS
- 3 NOT VERY SERIOUS
- 4 NOT A PROBLEM AT ALL
  
- 98 DK / NOT SURE – DO NOT PROBE
- \* 99 NA / REFUSED

IMM2

“Do you think state and local police in Massachusetts should cooperate with federal officials in deporting illegal immigrants?”

- 1 YES
- 2 NO
  
- 98 DK / NOT SURE – DO NOT PROBE
- \* 99 NA / REFUSED

MBTA1

“Let’s change the subject again. Currently, the MBTA, the organization that runs the subway and bus systems in and around Boston, is facing a large budget deficit. Do you think the State of Massachusetts should use state funds to help balance the MBTA budget, or don’t you have an opinion on this?”

- 1 YES
- 2 NO
  
- 98 DK / NOT SURE – DO NOT PROBE
- \* 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

D1

“What is the highest grade in school, or level of education that you've completed and got credit for ...” [READ RESPONSES]

- 1 “Eighth grade or less,
- 2 Some high school,
- 3 High school graduate, (INCLUDES G.E.D.)
- 4 Technical school,
- 5 Some college,
- 6 College graduate,
- 7 Or postgraduate work?”
  
- 98 DK (DO NOT PROBE)
- \* 99 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

D3

"We hear a lot of talk these days about liberals and conservatives. What about yourself--that is, in politics, do you generally think of yourself as a liberal, a moderate, or a conservative?" (PROBE: "In general . . .")

(IF LIBERAL): "Would you say you are EXTREMELY liberal, FAIRLY liberal, or just SOMEWHAT liberal?"

(IF CONSERVATIVE): "Would you say you are EXTREMELY conservative, FAIRLY conservative, or just SOMEWHAT conservative?"

(IF MODERATE MIDDLE OF THE ROAD): "Would you say that you LEAN a little more toward the LIBERAL side or the CONSERVATIVE side?"

- 1 EXTREMELY LIBERAL
  - 2 FAIRLY LIBERAL
  - 3 SOMEWHAT LIBERAL
  - 4 MODERATE--LEANS LIBERAL
  - 5 MODERATE--LEANS NEITHER
  - 6 MODERATE--LEANS CONSERVATIVE
  - 7 SOMEWHAT CONSERVATIVE
  - 8 FAIRLY CONSERVATIVE
  - 9 EXTREMELY CONSERVATIVE
- 97 REFUSED
- 98 DK (PROBE: "In general . . .")
- 99 NA / REFUSED

VOTEHIST

"Now, please think about elections you have voted in over the last five years . . . including local, state, and national elections. Would you say you have voted for more Democrats . . . more Republicans . . . or that you have voted for almost exactly the same number of each?"

IF DEMOCRATS--"Have you voted only for Democrats, mostly for Democrats, or for slightly more Democrats than Republicans?"

IF REPUBLICANS--"Have you voted only for Republicans, mostly for Republicans, or for slightly more Republicans than Democrats?"

- 1 ONLY DEMOCRATS
- 2 MOSTLY DEMOCRATS
- 3 SLIGHTLY MORE DEMOCRATS
- 4 ALMOST SAME DEMOCRATS AND REPUBLICANS
- 5 SLIGHTLY MORE REPUBLICANS
- 6 MOSTLY REPUBLICANS
- 7 ONLY REPUBLICANS

- 98 DK
- 99 NA

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

D8

“How much TOTAL income did you and your family receive in 2011, not just from wages or salaries but from ALL sources -- that is, before taxes and other deductions were made? Was it ....” (READ CATEGORIES)

	<u>ANNUAL</u>	<u>MONTHLY EQUIVALENT</u>
1	Less than \$15,000,	LESS THAN \$1,250
2	\$15,000 - \$29,999,	\$1,250 - \$2,499
3	\$30,000 - \$44,999,	\$2,500 - \$3,749
4	\$45,000 - \$59,999,	\$3,750 - \$4,999
5	\$60,000 - \$74,999,	\$5,000 - \$6,249
6	\$75,000 - \$99,999,	\$6,250 - \$8,333
7	\$100,000 to \$149,999, or	\$8,334 - \$12,4999
8	\$150,000 and over?”	\$12,500 or more
* 97	REFUSED – PROBE: “Which of these categories is closest to your income ...”	
* 98	DK – PROBE: “Which of these categories is closest to your income ...”	
* 99	NA – PROBE: “Which of these categories is closest to your income ...”	

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

**Presidential Approval Rating - Overall**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Approve</u></b> <b>56%</b>	<b><u>Neutral</u></b> <b>5%</b>	<b><u>Disapprove</u></b> <b>39%</b>	<b><u>(N=)</u></b> <b>539</b>
Registered Democrat	85%	4%	11%	195
Registered Unaffiliated	48%	6%	46%	272
Registered Republican	10%	3%	87%	68
Democrat	89%	3%	8%	284
Independent	37%	12%	52%	98
Republican	9%	4%	87%	143
Liberal Democrat	97%	0%	3%	133
Mod/Conserv Democrat	82%	5%	13%	151
Independent	37%	12%	52%	98
Republican	9%	4%	87%	143
Liberal	91%	3%	7%	152
Moderate	56%	5%	39%	243
Conservative	15%	8%	77%	115
Vote mostly Democrat	90%	3%	8%	252
Swing voter	38%	9%	52%	193
Vote mostly Republican	4%	1%	95%	90
White	55%	5%	40%	468
Minority	76%	7%	18%	53
18 to 34	61%	7%	32%	64
35 to 49	54%	7%	39%	123
50 to 64	61%	5%	34%	205
65 and over	51%	3%	46%	129
Male	48%	6%	46%	261
Female	64%	4%	32%	278
Upper class	63%	3%	33%	28
Middle class	54%	3%	43%	300
Working class	55%	8%	37%	165
Poor	76%	10%	15%	28
Less than \$30K	76%	0%	24%	55
\$30K to \$60K	63%	6%	30%	76
\$60K to \$75K	44%	5%	51%	48
\$75K to \$100K	57%	4%	40%	59
\$100K or more	54%	4%	41%	146
High school or less	44%	9%	47%	75
Some college	50%	7%	44%	121
College graduate	59%	3%	38%	164
Post-graduate	64%	4%	31%	175
Inside 128	65%	4%	31%	143
128 to 495	59%	4%	37%	170
Central MA	50%	6%	45%	98
Western MA	53%	6%	41%	68
Southern MA/Cape/Islands	43%	8%	49%	59

### Gubernatorial Approval Rating - Overall

MA 2012 LIKELY VOTERS	<u>Approve</u> 57%	<u>Neutral</u> 11%	<u>Disapprove</u> 31%	<u>(N=)</u> 540
Registered Democrat	80%	8%	12%	193
Registered Unaffiliated	52%	12%	36%	275
Registered Republican	17%	17%	66%	67
Democrat	82%	9%	9%	281
Independent	49%	14%	37%	100
Republican	18%	14%	68%	143
Liberal Democrat	88%	4%	7%	132
Mod/Conserv Democrat	76%	14%	10%	150
Independent	49%	14%	37%	100
Republican	18%	14%	68%	143
Liberal	84%	7%	9%	151
Moderate	59%	12%	29%	244
Conservative	25%	15%	60%	115
Vote mostly Democrat	81%	10%	10%	251
Swing voter	47%	12%	41%	194
Vote mostly Republican	17%	15%	68%	89
White	57%	12%	31%	470
Minority	66%	9%	25%	53
18 to 34	43%	25%	32%	64
35 to 49	56%	9%	35%	121
50 to 64	62%	11%	28%	205
65 and over	61%	10%	29%	130
Male	49%	11%	40%	261
Female	65%	12%	23%	279
Upper class	71%	10%	20%	28
Middle class	57%	11%	32%	300
Working class	54%	11%	35%	164
Poor	66%	17%	18%	29
Less than \$30K	72%	13%	14%	55
\$30K to \$60K	60%	7%	33%	75
\$60K to \$75K	57%	11%	32%	48
\$75K to \$100K	50%	21%	29%	59
\$100K or more	59%	6%	34%	146
High school or less	44%	22%	34%	76
Some college	50%	12%	38%	122
College graduate	57%	9%	34%	165
Post-graduate	68%	9%	23%	174
Inside 128	68%	7%	25%	143
128 to 495	57%	13%	30%	170
Central MA	50%	17%	33%	99
Western MA	59%	10%	31%	68
Southern MA/Cape/Islands	45%	10%	45%	59

**Favorability Rating – Deval Patrick**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>57%</b>	<b><u>Neutral</u></b> <b>10%</b>	<b><u>Unfavorable</u></b> <b>27%</b>	<b><u>DK</u></b> <b>6%</b>	<b><u>(N)</u></b> <b>543</b>
Registered Democrat	81%	7%	10%	3%	195
Registered Unaffiliated	50%	11%	33%	7%	276
Registered Republican	24%	16%	52%	8%	67
Democrat	81%	7%	8%	5%	284
Independent	43%	12%	35%	10%	99
Republican	23%	15%	56%	5%	144
Liberal Democrat	88%	2%	8%	2%	133
Mod/Conserv Democrat	74%	10%	8%	7%	151
Independent	43%	12%	35%	10%	99
Republican	23%	15%	56%	5%	144
Liberal	82%	6%	10%	2%	152
Moderate	58%	12%	23%	7%	244
Conservative	28%	13%	53%	5%	116
Vote mostly Democrat	81%	6%	8%	5%	251
Swing voter	44%	14%	35%	7%	196
Vote mostly Republican	22%	13%	61%	4%	90
White	56%	11%	28%	5%	473
Minority	69%	4%	16%	12%	53
18 to 34	50%	5%	26%	19%	64
35 to 49	57%	10%	30%	4%	123
50 to 64	58%	13%	25%	4%	206
65 and over	61%	9%	26%	4%	129
Male	51%	10%	35%	4%	263
Female	63%	10%	19%	8%	280
Upper class	87%	7%	6%	0%	28
Middle class	57%	11%	28%	4%	298
Working class	53%	8%	30%	9%	169
Poor	51%	16%	21%	13%	29
Less than \$30K	69%	9%	12%	9%	55
\$30K to \$60K	55%	9%	29%	7%	77
\$60K to \$75K	56%	5%	33%	6%	48
\$75K to \$100K	53%	19%	25%	3%	59
\$100K or more	60%	8%	27%	5%	146
High school or less	48%	16%	31%	6%	78
Some college	50%	14%	28%	8%	123
College graduate	55%	8%	30%	7%	164
Post-graduate	69%	6%	22%	3%	175
Inside 128	66%	8%	20%	6%	144
128 to 495	54%	12%	29%	5%	172
Central MA	58%	5%	29%	9%	99
Western MA	56%	14%	25%	5%	69
Southern MA/Cape/Islands	46%	13%	37%	4%	58

**Favorability Rating – Charlie Baker**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u> 18%</b>	<b><u>Neutral</u> 10%</b>	<b><u>Unfavorable</u> 16%</b>	<b><u>DK</u> 56%</b>	<b><u>(N)</u> 540</b>
Registered Democrat	8%	9%	24%	59%	193
Registered Unaffiliated	21%	11%	14%	55%	276
Registered Republican	39%	10%	3%	49%	67
Democrat	9%	10%	23%	58%	282
Independent	11%	14%	11%	64%	99
Republican	42%	7%	9%	42%	143
Liberal Democrat	8%	10%	22%	61%	133
Mod/Conserv Democrat	10%	11%	23%	55%	149
Independent	11%	14%	11%	64%	99
Republican	42%	7%	9%	42%	143
Liberal	9%	11%	20%	60%	152
Moderate	19%	11%	18%	52%	242
Conservative	34%	5%	10%	52%	116
Vote mostly Democrat	10%	12%	23%	55%	249
Swing voter	18%	9%	11%	62%	196
Vote mostly Republican	43%	5%	11%	42%	90
White	19%	9%	18%	55%	471
Minority	13%	13%	7%	68%	52
18 to 34	13%	9%	11%	67%	64
35 to 49	21%	12%	13%	54%	122
50 to 64	22%	9%	20%	49%	205
65 and over	12%	9%	16%	62%	129
Male	24%	11%	14%	51%	263
Female	13%	9%	18%	60%	278
Upper class	29%	10%	20%	40%	28
Middle class	20%	13%	18%	50%	296
Working class	16%	7%	14%	63%	169
Poor	7%	9%	11%	73%	29
Less than \$30K	12%	6%	20%	62%	55
\$30K to \$60K	14%	9%	12%	65%	77
\$60K to \$75K	17%	8%	14%	61%	47
\$75K to \$100K	24%	6%	12%	58%	59
\$100K or more	22%	14%	26%	38%	144
High school or less	21%	7%	7%	64%	78
Some college	15%	10%	18%	57%	123
College graduate	22%	6%	14%	58%	162
Post-graduate	15%	14%	22%	49%	175
Inside 128	21%	14%	18%	48%	143
128 to 495	19%	7%	22%	52%	172
Central MA	18%	7%	13%	61%	99
Western MA	7%	15%	8%	70%	69
Southern MA/Cape/Islands	19%	8%	11%	62%	57

**Favorability Rating – Marisa De Franco**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>5%</b>	<b><u>Neutral</u></b> <b>8%</b>	<b><u>Unfavorable</u></b> <b>4%</b>	<b><u>DK</u></b> <b>82%</b>	<b><u>(N)</u></b> <b>542</b>
Registered Democrat	6%	7%	4%	83%	195
Registered Unaffiliated	5%	8%	5%	82%	275
Registered Republican	4%	10%	4%	82%	67
Democrat	6%	7%	4%	83%	284
Independent	6%	7%	4%	82%	99
Republican	2%	10%	4%	84%	143
Liberal Democrat	5%	8%	3%	84%	133
Mod/Conserv Democrat	7%	6%	4%	82%	151
Independent	6%	7%	4%	82%	99
Republican	2%	10%	4%	84%	143
Liberal	5%	8%	3%	84%	152
Moderate	5%	10%	4%	81%	243
Conservative	6%	5%	7%	82%	116
Vote mostly Democrat	6%	9%	4%	82%	251
Swing voter	6%	7%	4%	83%	196
Vote mostly Republican	2%	8%	5%	85%	90
White	5%	7%	5%	83%	472
Minority	4%	12%	5%	79%	53
18 to 34	2%	6%	3%	89%	64
35 to 49	6%	12%	6%	76%	123
50 to 64	7%	6%	5%	82%	206
65 and over	4%	7%	2%	87%	129
Male	4%	9%	4%	83%	263
Female	6%	6%	5%	82%	279
Upper class	5%	7%	0%	88%	28
Middle class	5%	8%	4%	84%	298
Working class	5%	8%	7%	79%	169
Poor	10%	8%	0%	83%	29
Less than \$30K	12%	5%	8%	75%	55
\$30K to \$60K	7%	15%	3%	76%	77
\$60K to \$75K	5%	8%	6%	81%	48
\$75K to \$100K	5%	6%	6%	84%	58
\$100K or more	4%	9%	4%	83%	146
High school or less	5%	8%	6%	81%	78
Some college	6%	9%	5%	80%	123
College graduate	5%	8%	3%	83%	164
Post-graduate	5%	7%	4%	84%	174
Inside 128	2%	10%	5%	83%	144
128 to 495	4%	7%	5%	85%	172
Central MA	5%	7%	3%	85%	99
Western MA	12%	8%	5%	75%	69
Southern MA/Cape/Islands	10%	5%	5%	80%	58

**Favorability Rating – Robert DeLeo**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u> 17%</b>	<b><u>Neutral</u> 12%</b>	<b><u>Unfavorable</u> 27%</b>	<b><u>DK</u> 44%</b>	<b><u>(N)</u> 540</b>
Registered Democrat	23%	11%	18%	47%	194
Registered Unaffiliated	13%	14%	28%	45%	274
Registered Republican	15%	7%	51%	27%	67
Democrat	20%	12%	21%	48%	283
Independent	11%	11%	22%	56%	99
Republican	16%	13%	42%	29%	142
Liberal Democrat	21%	15%	17%	46%	133
Mod/Conserv Democrat	19%	9%	24%	49%	150
Independent	11%	11%	22%	56%	99
Republican	16%	13%	42%	29%	142
Liberal	19%	16%	16%	50%	152
Moderate	19%	12%	27%	43%	242
Conservative	13%	7%	44%	36%	115
Vote mostly Democrat	19%	11%	19%	51%	250
Swing voter	18%	15%	28%	39%	195
Vote mostly Republican	7%	10%	46%	37%	90
White	17%	12%	28%	42%	470
Minority	15%	6%	22%	57%	53
18 to 34	13%	3%	12%	72%	64
35 to 49	13%	10%	34%	43%	123
50 to 64	15%	16%	30%	40%	205
65 and over	24%	12%	26%	38%	129
Male	18%	13%	33%	37%	263
Female	16%	12%	22%	51%	277
Upper class	24%	4%	50%	22%	28
Middle class	17%	16%	28%	39%	297
Working class	14%	8%	23%	54%	167
Poor	23%	8%	24%	44%	29
Less than \$30K	25%	1%	21%	53%	55
\$30K to \$60K	16%	12%	22%	50%	77
\$60K to \$75K	20%	19%	15%	46%	48
\$75K to \$100K	17%	1%	34%	47%	58
\$100K or more	17%	14%	35%	34%	145
High school or less	16%	9%	30%	45%	76
Some college	22%	13%	30%	35%	123
College graduate	17%	10%	23%	50%	163
Post-graduate	13%	15%	28%	44%	174
Inside 128	19%	14%	24%	43%	144
128 to 495	16%	14%	37%	33%	171
Central MA	14%	7%	22%	56%	99
Western MA	16%	12%	16%	56%	69
Southern MA/Cape/Islands	19%	11%	30%	40%	57



**Favorability Rating – Scott Brown**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u> 54%</b>	<b><u>Neutral</u> 10%</b>	<b><u>Unfavorable</u> 29%</b>	<b><u>DK</u> 7%</b>	<b><u>(N)</u> 542</b>
Registered Democrat	32%	13%	47%	8%	194
Registered Unaffiliated	61%	10%	23%	7%	276
Registered Republican	89%	1%	5%	5%	67
Democrat	32%	14%	47%	8%	283
Independent	63%	7%	18%	12%	99
Republican	92%	2%	2%	4%	144
Liberal Democrat	23%	14%	56%	7%	133
Mod/Conserv Democrat	39%	14%	39%	8%	150
Independent	63%	7%	18%	12%	99
Republican	92%	2%	2%	4%	144
Liberal	27%	14%	52%	7%	152
Moderate	57%	11%	26%	6%	243
Conservative	86%	1%	8%	5%	116
Vote mostly Democrat	27%	15%	49%	9%	250
Swing voter	71%	6%	16%	6%	196
Vote mostly Republican	95%	2%	2%	2%	90
White	56%	10%	28%	6%	472
Minority	39%	10%	35%	16%	53
18 to 34	45%	10%	29%	16%	64
35 to 49	59%	8%	26%	7%	123
50 to 64	48%	12%	35%	5%	206
65 and over	62%	9%	23%	6%	129
Male	59%	9%	26%	6%	263
Female	50%	10%	32%	8%	279
Upper class	54%	11%	36%	0%	28
Middle class	57%	10%	29%	4%	298
Working class	55%	10%	23%	11%	169
Poor	15%	7%	61%	18%	29
Less than \$30K	45%	1%	37%	16%	55
\$30K to \$60K	46%	14%	32%	9%	77
\$60K to \$75K	65%	8%	23%	4%	48
\$75K to \$100K	57%	11%	31%	1%	59
\$100K or more	57%	12%	27%	4%	145
High school or less	62%	12%	21%	6%	78
Some college	56%	9%	26%	9%	123
College graduate	57%	8%	24%	10%	163
Post-graduate	46%	12%	39%	4%	175
Inside 128	45%	13%	37%	5%	143
128 to 495	54%	10%	28%	8%	172
Central MA	60%	7%	25%	9%	99
Western MA	56%	11%	22%	11%	69
Southern MA/Cape/Islands	64%	6%	27%	2%	58

**Favorability Rating – Martha Coakley**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>62%</b>	<b><u>Neutral</u></b> <b>6%</b>	<b><u>Unfavorable</u></b> <b>23%</b>	<b><u>DK</u></b> <b>9%</b>	<b><u>(N)</u></b> <b>541</b>
Registered Democrat	71%	6%	13%	11%	193
Registered Unaffiliated	63%	6%	23%	9%	276
Registered Republican	34%	5%	53%	8%	67
Democrat	76%	6%	8%	9%	283
Independent	57%	4%	26%	14%	99
Republican	40%	7%	48%	6%	143
Liberal Democrat	74%	7%	9%	11%	133
Mod/Conserv Democrat	78%	6%	8%	8%	150
Independent	57%	4%	26%	14%	99
Republican	40%	7%	48%	6%	143
Liberal	74%	6%	9%	12%	152
Moderate	66%	6%	22%	6%	243
Conservative	42%	6%	44%	8%	115
Vote mostly Democrat	75%	6%	9%	10%	251
Swing voter	60%	5%	25%	9%	195
Vote mostly Republican	32%	8%	56%	5%	90
White	63%	5%	23%	8%	472
Minority	51%	11%	19%	19%	53
18 to 34	38%	5%	27%	30%	64
35 to 49	57%	8%	25%	9%	123
50 to 64	67%	6%	23%	4%	205
65 and over	70%	2%	20%	8%	129
Male	55%	7%	30%	8%	263
Female	68%	5%	17%	10%	279
Upper class	51%	10%	37%	2%	28
Middle class	63%	6%	26%	5%	298
Working class	59%	5%	20%	15%	168
Poor	79%	0%	5%	16%	29
Less than \$30K	69%	2%	10%	18%	55
\$30K to \$60K	71%	7%	14%	7%	77
\$60K to \$75K	63%	2%	25%	10%	47
\$75K to \$100K	68%	3%	23%	6%	59
\$100K or more	58%	6%	31%	5%	146
High school or less	67%	7%	16%	11%	78
Some college	59%	8%	20%	13%	122
College graduate	65%	3%	22%	10%	164
Post-graduate	59%	6%	29%	5%	175
Inside 128	69%	6%	15%	11%	144
128 to 495	55%	8%	30%	7%	172
Central MA	60%	3%	22%	15%	99
Western MA	64%	3%	24%	10%	69
Southern MA/Cape/Islands	65%	7%	26%	2%	57

**Favorability Rating – Steve Grossman**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u> 30%</b>	<b><u>Neutral</u> 10%</b>	<b><u>Unfavorable</u> 6%</b>	<b><u>DK</u> 53%</b>	<b><u>(N)</u> 542</b>
Registered Democrat	35%	7%	5%	53%	195
Registered Unaffiliated	29%	12%	6%	54%	275
Registered Republican	24%	13%	15%	48%	67
Democrat	35%	10%	3%	52%	283
Independent	24%	6%	9%	61%	99
Republican	26%	13%	12%	49%	144
Liberal Democrat	38%	12%	3%	47%	133
Mod/Conserv Democrat	32%	8%	3%	57%	150
Independent	24%	6%	9%	61%	99
Republican	26%	13%	12%	49%	144
Liberal	35%	11%	5%	48%	152
Moderate	27%	10%	3%	60%	243
Conservative	33%	9%	13%	45%	116
Vote mostly Democrat	32%	11%	4%	54%	250
Swing voter	34%	9%	6%	52%	196
Vote mostly Republican	18%	9%	16%	57%	90
White	31%	10%	5%	54%	473
Minority	26%	8%	14%	52%	53
18 to 34	14%	3%	2%	81%	64
35 to 49	26%	13%	8%	53%	123
50 to 64	37%	10%	8%	44%	206
65 and over	34%	8%	4%	54%	128
Male	33%	11%	9%	48%	263
Female	28%	9%	4%	58%	279
Upper class	35%	12%	0%	53%	28
Middle class	32%	11%	7%	49%	298
Working class	29%	10%	3%	58%	168
Poor	25%	0%	21%	54%	29
Less than \$30K	30%	4%	4%	62%	54
\$30K to \$60K	29%	17%	8%	46%	77
\$60K to \$75K	34%	6%	7%	53%	48
\$75K to \$100K	25%	7%	9%	59%	59
\$100K or more	40%	10%	7%	43%	146
High school or less	34%	10%	4%	53%	78
Some college	28%	13%	9%	50%	123
College graduate	29%	9%	3%	59%	163
Post-graduate	31%	9%	9%	51%	175
Inside 128	31%	13%	7%	49%	144
128 to 495	29%	11%	7%	53%	172
Central MA	26%	6%	4%	64%	99
Western MA	29%	8%	8%	55%	69
Southern MA/Cape/Islands	40%	10%	4%	46%	57

**Favorability Rating – John Kerry**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>54%</b>	<b><u>Neutral</u></b> <b>5%</b>	<b><u>Unfavorable</u></b> <b>37%</b>	<b><u>DK</u></b> <b>4%</b>	<b><u>(N)</u></b> <b>543</b>
Registered Democrat	82%	3%	12%	3%	195
Registered Unaffiliated	44%	8%	44%	4%	276
Registered Republican	18%	2%	77%	3%	67
Democrat	75%	7%	14%	4%	284
Independent	44%	5%	46%	5%	99
Republican	23%	3%	72%	2%	144
Liberal Democrat	85%	5%	8%	3%	133
Mod/Conserv Democrat	66%	8%	20%	6%	151
Independent	44%	5%	46%	5%	99
Republican	23%	3%	72%	2%	144
Liberal	81%	7%	9%	4%	152
Moderate	53%	6%	39%	2%	244
Conservative	26%	3%	68%	3%	116
Vote mostly Democrat	78%	6%	13%	3%	251
Swing voter	43%	7%	45%	5%	196
Vote mostly Republican	12%	2%	85%	1%	90
White	54%	6%	38%	3%	473
Minority	63%	4%	23%	10%	53
18 to 34	52%	1%	34%	13%	64
35 to 49	51%	4%	40%	5%	123
50 to 64	60%	6%	32%	1%	206
65 and over	49%	9%	39%	3%	129
Male	45%	6%	46%	3%	263
Female	63%	5%	27%	5%	280
Upper class	59%	4%	33%	4%	28
Middle class	52%	6%	40%	2%	298
Working class	58%	4%	32%	6%	169
Poor	56%	12%	32%	0%	29
Less than \$30K	67%	9%	16%	7%	55
\$30K to \$60K	66%	5%	24%	5%	77
\$60K to \$75K	59%	3%	38%	0%	48
\$75K to \$100K	53%	1%	43%	3%	59
\$100K or more	47%	8%	42%	3%	146
High school or less	45%	6%	47%	2%	78
Some college	52%	6%	37%	4%	123
College graduate	51%	4%	39%	7%	164
Post-graduate	62%	7%	30%	1%	175
Inside 128	63%	6%	27%	4%	144
128 to 495	55%	5%	38%	1%	172
Central MA	47%	8%	38%	7%	99
Western MA	53%	6%	35%	6%	69
Southern MA/Cape/Islands	44%	0%	54%	2%	58

**Favorability Rating – Therese Murray**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u> 20%</b>	<b><u>Neutral</u> 9%</b>	<b><u>Unfavorable</u> 17%</b>	<b><u>DK</u> 54%</b>	<b><u>(N)</u> 542</b>
Registered Democrat	30%	8%	8%	54%	194
Registered Unaffiliated	15%	10%	20%	56%	276
Registered Republican	9%	14%	29%	47%	67
Democrat	27%	10%	9%	54%	283
Independent	11%	8%	18%	63%	99
Republican	12%	11%	30%	48%	144
Liberal Democrat	34%	9%	5%	51%	133
Mod/Conserv Democrat	22%	10%	12%	56%	150
Independent	11%	8%	18%	63%	99
Republican	12%	11%	30%	48%	144
Liberal	32%	9%	5%	54%	152
Moderate	18%	9%	19%	54%	243
Conservative	10%	10%	28%	51%	116
Vote mostly Democrat	28%	10%	8%	53%	250
Swing voter	17%	8%	18%	58%	196
Vote mostly Republican	4%	11%	35%	50%	90
White	19%	9%	18%	54%	473
Minority	23%	6%	9%	62%	53
18 to 34	14%	7%	14%	65%	64
35 to 49	17%	12%	14%	57%	123
50 to 64	21%	9%	17%	53%	206
65 and over	23%	9%	19%	50%	129
Male	16%	11%	19%	54%	263
Female	23%	8%	15%	54%	279
Upper class	32%	12%	29%	28%	28
Middle class	23%	12%	20%	46%	298
Working class	14%	6%	11%	69%	169
Poor	13%	9%	4%	74%	29
Less than \$30K	20%	7%	7%	66%	55
\$30K to \$60K	16%	5%	9%	70%	77
\$60K to \$75K	25%	10%	15%	50%	48
\$75K to \$100K	15%	12%	21%	53%	59
\$100K or more	23%	11%	19%	47%	145
High school or less	18%	6%	15%	60%	78
Some college	20%	8%	15%	57%	123
College graduate	19%	6%	20%	56%	163
Post-graduate	20%	16%	16%	49%	175
Inside 128	25%	11%	13%	52%	144
128 to 495	21%	8%	22%	50%	172
Central MA	17%	10%	14%	59%	99
Western MA	9%	15%	8%	68%	69
Southern MA/Cape/Islands	21%	5%	25%	49%	57

**Favorability Rating – Tim Murray**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u> 29%</b>	<b><u>Neutral</u> 8%</b>	<b><u>Unfavorable</u> 30%</b>	<b><u>DK</u> 33%</b>	<b><u>(N)</u> 542</b>
Registered Democrat	33%	8%	21%	37%	194
Registered Unaffiliated	29%	7%	32%	31%	276
Registered Republican	22%	10%	45%	23%	67
Democrat	34%	10%	20%	36%	283
Independent	25%	3%	31%	41%	99
Republican	24%	8%	48%	20%	144
Liberal Democrat	35%	11%	17%	38%	133
Mod/Conserv Democrat	33%	9%	23%	35%	150
Independent	25%	3%	31%	41%	99
Republican	24%	8%	48%	20%	144
Liberal	34%	10%	18%	38%	152
Moderate	32%	10%	30%	29%	243
Conservative	21%	4%	44%	31%	116
Vote mostly Democrat	32%	11%	19%	37%	250
Swing voter	33%	5%	30%	32%	196
Vote mostly Republican	14%	5%	57%	25%	90
White	30%	8%	31%	31%	472
Minority	29%	9%	16%	46%	53
18 to 34	21%	0%	24%	55%	64
35 to 49	34%	11%	24%	31%	123
50 to 64	30%	7%	35%	28%	206
65 and over	29%	11%	28%	32%	129
Male	27%	9%	35%	29%	262
Female	32%	7%	25%	36%	280
Upper class	11%	12%	40%	37%	28
Middle class	32%	11%	31%	26%	298
Working class	32%	4%	24%	41%	169
Poor	16%	7%	32%	45%	29
Less than \$30K	34%	7%	19%	39%	55
\$30K to \$60K	30%	7%	21%	42%	77
\$60K to \$75K	39%	5%	20%	36%	48
\$75K to \$100K	25%	13%	33%	28%	59
\$100K or more	34%	10%	32%	24%	146
High school or less	29%	7%	36%	28%	78
Some college	41%	6%	22%	32%	122
College graduate	18%	10%	33%	39%	164
Post-graduate	32%	9%	29%	31%	175
Inside 128	33%	6%	23%	38%	143
128 to 495	23%	12%	37%	28%	172
Central MA	36%	5%	26%	33%	99
Western MA	33%	8%	23%	37%	69
Southern MA/Cape/Islands	25%	8%	38%	30%	58

**Favorability Rating - Barack Obama**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>59%</b>	<b><u>Neutral</u></b> <b>4%</b>	<b><u>Unfavorable</u></b> <b>35%</b>	<b><u>DK</u></b> <b>2%</b>	<b><u>(N)</u></b> <b>542</b>
Registered Democrat	89%	2%	9%	0%	194
Registered Unaffiliated	50%	6%	41%	2%	276
Registered Republican	13%	2%	83%	3%	67
Democrat	90%	3%	5%	1%	284
Independent	45%	5%	46%	5%	99
Republican	10%	3%	85%	1%	143
Liberal Democrat	98%	0%	2%	0%	133
Mod/Conserv Democrat	84%	6%	8%	2%	151
Independent	45%	5%	46%	5%	99
Republican	10%	3%	85%	1%	143
Liberal	91%	2%	7%	1%	152
Moderate	61%	6%	33%	1%	244
Conservative	19%	2%	75%	3%	115
Vote mostly Democrat	92%	2%	5%	1%	251
Swing voter	44%	7%	47%	2%	195
Vote mostly Republican	5%	2%	92%	1%	90
White	57%	5%	36%	2%	472
Minority	82%	0%	15%	2%	53
18 to 34	67%	2%	24%	7%	64
35 to 49	58%	3%	37%	2%	123
50 to 64	64%	3%	32%	1%	205
65 and over	51%	7%	41%	1%	129
Male	52%	3%	44%	1%	263
Female	66%	5%	27%	2%	279
Upper class	67%	4%	29%	0%	28
Middle class	57%	4%	39%	1%	298
Working class	57%	4%	34%	4%	168
Poor	79%	7%	14%	0%	29
Less than \$30K	75%	1%	18%	6%	55
\$30K to \$60K	71%	0%	26%	3%	77
\$60K to \$75K	48%	0%	52%	0%	48
\$75K to \$100K	54%	7%	39%	0%	59
\$100K or more	58%	2%	38%	2%	146
High school or less	47%	9%	43%	1%	78
Some college	55%	4%	38%	4%	122
College graduate	58%	4%	36%	1%	164
Post-graduate	69%	3%	27%	1%	175
Inside 128	69%	3%	27%	1%	144
128 to 495	60%	6%	33%	0%	172
Central MA	53%	5%	39%	3%	99
Western MA	55%	2%	38%	5%	69
Southern MA/Cape/Islands	48%	4%	48%	0%	57

**Favorability Rating – Mitt Romney**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>42%</b>	<b><u>Neutral</u></b> <b>8%</b>	<b><u>Unfavorable</u></b> <b>47%</b>	<b><u>DK</u></b> <b>3%</b>	<b><u>(N)</u></b> <b>542</b>
Registered Democrat	23%	6%	69%	2%	194
Registered Unaffiliated	47%	9%	40%	4%	276
Registered Republican	75%	9%	12%	4%	67
Democrat	18%	7%	72%	2%	284
Independent	48%	8%	36%	8%	99
Republican	84%	8%	7%	2%	143
Liberal Democrat	9%	4%	85%	2%	133
Mod/Conserv Democrat	27%	10%	61%	3%	151
Independent	48%	8%	36%	8%	99
Republican	84%	8%	7%	2%	143
Liberal	12%	5%	79%	4%	152
Moderate	47%	9%	42%	2%	244
Conservative	73%	9%	14%	4%	115
Vote mostly Democrat	17%	7%	74%	2%	251
Swing voter	53%	8%	34%	5%	195
Vote mostly Republican	90%	8%	2%	1%	90
White	44%	9%	45%	3%	472
Minority	28%	5%	63%	5%	53
18 to 34	36%	7%	49%	9%	64
35 to 49	45%	8%	46%	2%	123
50 to 64	41%	7%	50%	2%	205
65 and over	45%	10%	42%	3%	129
Male	47%	7%	44%	2%	263
Female	38%	9%	49%	4%	279
Upper class	44%	8%	47%	0%	28
Middle class	48%	8%	42%	2%	298
Working class	37%	8%	48%	7%	168
Poor	21%	2%	76%	0%	29
Less than \$30K	35%	3%	55%	7%	55
\$30K to \$60K	32%	13%	51%	4%	77
\$60K to \$75K	40%	10%	46%	5%	48
\$75K to \$100K	52%	2%	46%	0%	59
\$100K or more	46%	6%	45%	3%	146
High school or less	40%	15%	42%	3%	78
Some college	42%	7%	46%	6%	122
College graduate	47%	6%	45%	2%	164
Post-graduate	38%	7%	52%	3%	175
Inside 128	38%	9%	50%	3%	144
128 to 495	41%	10%	47%	3%	172
Central MA	47%	4%	45%	4%	99
Western MA	40%	4%	50%	6%	69
Southern MA/Cape/Islands	52%	11%	37%	0%	57



**Favorability Rating – Elizabeth Warren**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Favorable</u></b> <b>47%</b>	<b><u>Neutral</u></b> <b>6%</b>	<b><u>Unfavorable</u></b> <b>23%</b>	<b><u>DK</u></b> <b>25%</b>	<b><u>(N)</u></b> <b>542</b>
Registered Democrat	67%	4%	6%	23%	195
Registered Unaffiliated	42%	7%	26%	24%	275
Registered Republican	9%	5%	56%	29%	67
Democrat	70%	5%	5%	20%	284
Independent	33%	10%	25%	33%	98
Republican	14%	3%	56%	26%	144
Liberal Democrat	82%	3%	1%	13%	133
Mod/Conserv Democrat	59%	6%	8%	27%	151
Independent	33%	10%	25%	33%	98
Republican	14%	3%	56%	26%	144
Liberal	77%	3%	5%	14%	151
Moderate	45%	8%	22%	25%	244
Conservative	18%	2%	48%	31%	116
Vote mostly Democrat	73%	4%	6%	18%	251
Swing voter	30%	7%	30%	33%	195
Vote mostly Republican	13%	6%	56%	26%	90
White	48%	5%	23%	23%	471
Minority	36%	10%	11%	43%	53
18 to 34	36%	0%	11%	53%	64
35 to 49	39%	7%	20%	33%	123
50 to 64	54%	5%	25%	16%	205
65 and over	49%	6%	26%	18%	129
Male	41%	5%	29%	26%	262
Female	52%	6%	18%	24%	280
Upper class	54%	7%	29%	10%	28
Middle class	47%	5%	28%	20%	298
Working class	43%	7%	16%	34%	168
Poor	51%	2%	9%	39%	29
Less than \$30K	41%	8%	15%	37%	55
\$30K to \$60K	55%	3%	17%	25%	77
\$60K to \$75K	39%	2%	29%	30%	48
\$75K to \$100K	45%	4%	25%	27%	59
\$100K or more	54%	4%	26%	16%	146
High school or less	34%	8%	22%	36%	76
Some college	37%	9%	29%	25%	123
College graduate	48%	3%	21%	28%	164
Post-graduate	59%	5%	20%	16%	175
Inside 128	55%	4%	21%	20%	144
128 to 495	47%	7%	26%	19%	172
Central MA	41%	4%	15%	39%	99
Western MA	40%	8%	21%	30%	68
Southern MA/Cape/Islands	42%	6%	33%	20%	58

**2012 Presidential Election – Romney vs. Obama**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Romney</u> 33%</b>	<b><u>Obama</u> 49%</b>	<b><u>Other</u> 2%</b>	<b><u>Undecided</u> 16%</b>	<b><u>(N)</u> 533</b>
Registered Democrat	8%	82%	2%	9%	193
Registered Unaffiliated	39%	37%	2%	23%	267
Registered Republican	82%	5%	2%	11%	69
Democrat	4%	82%	0%	14%	281
Independent	35%	26%	6%	33%	95
Republican	87%	2%	1%	10%	143
Liberal Democrat	3%	90%	1%	6%	132
Mod/Conserv Democrat	6%	75%	0%	20%	149
Independent	35%	26%	6%	33%	95
Republican	87%	2%	1%	10%	143
Def. decided vote	27%	69%	0%	3%	271
Leaning toward someone	51%	39%	2%	8%	121
Still trying to decide	30%	19%	4%	47%	140
Liberal	7%	82%	2%	9%	151
Moderate	30%	47%	2%	21%	243
Conservative	74%	9%	0%	17%	114
Vote mostly Democrat	4%	85%	1%	10%	249
Swing voter	41%	25%	4%	29%	192
Vote mostly Republican	96%	0%	0%	4%	89
White	35%	47%	2%	16%	466
Minority	14%	67%	0%	19%	52
18 to 34	33%	44%	2%	21%	62
35 to 49	34%	43%	1%	21%	119
50 to 64	30%	55%	2%	13%	205
65 and over	37%	47%	2%	13%	129
Male	41%	39%	2%	18%	261
Female	25%	59%	1%	15%	273
Upper class	31%	61%	0%	8%	28
Middle class	38%	46%	1%	15%	297
Working class	31%	49%	4%	16%	161
Poor	5%	67%	3%	24%	29
Less than \$30K	20%	66%	1%	13%	55
\$30K to \$60K	26%	53%	3%	18%	76
\$60K to \$75K	44%	42%	3%	11%	46
\$75K to \$100K	40%	48%	2%	10%	58
\$100K or more	37%	51%	0%	12%	142
High school or less	44%	30%	3%	23%	73
Some college	35%	46%	2%	18%	119
College graduate	36%	49%	1%	14%	165
Post-graduate	25%	60%	1%	14%	173
Inside 128	24%	57%	2%	17%	143
128 to 495	35%	48%	2%	16%	167
Central MA	35%	43%	1%	21%	95
Western MA	34%	52%	3%	11%	69
Southern MA/Cape/Islands	46%	38%	1%	14%	59

**2012 MA Senate Election – Brown vs. Warren**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Brown</u> 37%</b>	<b><u>Warren</u> 35%</b>	<b><u>Other</u> 2%</b>	<b><u>Undecided</u> 26%</b>	<b><u>(N)</u> 530</b>
Registered Democrat	11%	64%	2%	23%	188
Registered Unaffiliated	42%	24%	3%	30%	271
Registered Republican	82%	3%	1%	13%	69
Democrat	8%	63%	2%	27%	273
Independent	42%	14%	6%	38%	98
Republican	86%	1%	0%	13%	143
Liberal Democrat	1%	76%	1%	23%	126
Mod/Conserv Democrat	15%	51%	4%	31%	147
Independent	42%	14%	6%	38%	98
Republican	86%	1%	0%	13%	143
Def. decided vote	51%	48%	0%	1%	241
Leaning toward someone	43%	44%	2%	11%	67
Still trying to decide	19%	19%	5%	58%	221
Liberal	5%	68%	2%	25%	146
Moderate	37%	33%	1%	29%	240
Conservative	76%	3%	5%	16%	114
Vote mostly Democrat	7%	65%	2%	26%	244
Swing voter	50%	16%	4%	31%	191
Vote mostly Republican	89%	0%	1%	10%	90
White	38%	36%	1%	24%	463
Minority	15%	34%	10%	42%	52
18 to 34	26%	39%	1%	33%	60
35 to 49	37%	25%	4%	34%	123
50 to 64	32%	41%	2%	25%	201
65 and over	47%	37%	1%	15%	127
Male	43%	30%	2%	24%	260
Female	30%	40%	3%	27%	271
Upper class	40%	43%	3%	13%	28
Middle class	41%	38%	1%	20%	293
Working class	34%	25%	4%	37%	162
Poor	13%	59%	7%	21%	29
Less than \$30K	29%	40%	4%	27%	53
\$30K to \$60K	29%	40%	2%	29%	75
\$60K to \$75K	37%	27%	0%	36%	47
\$75K to \$100K	41%	40%	4%	15%	57
\$100K or more	40%	37%	3%	21%	146
High school or less	45%	24%	3%	28%	75
Some college	45%	27%	4%	23%	122
College graduate	35%	32%	1%	33%	159
Post-graduate	28%	50%	3%	20%	172
Inside 128	29%	43%	5%	22%	141
128 to 495	37%	38%	1%	24%	169
Central MA	41%	23%	2%	34%	94
Western MA	40%	30%	2%	28%	68
Southern MA/Cape/Islands	43%	34%	2%	21%	58

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

	<u>Moderate/ Independent</u> 11%	<u>Honest</u> 6%	<u>Other Positive</u> 28%	<u>Dishonest/ Fake</u> 6%	<u>Other Negative</u> 15%	<u>Other</u> 27%	<u>Don't Know</u> 7%	<u>(N=)</u> 517
<b>MA 2012 LIKELY VOTERS</b>								
Registered Democrat	5%	2%	22%	9%	25%	29%	6%	183
Registered Undeclared	14%	8%	30%	4%	11%	25%	8%	265
Registered Republican	17%	13%	34%	2%	5%	26%	2%	65
Democrat	6%	2%	21%	10%	23%	28%	8%	268
Independent	15%	7%	28%	0%	11%	27%	11%	96
Republican	18%	13%	41%	1%	3%	21%	2%	139
Liberal Democrat	7%	1%	17%	11%	24%	32%	7%	126
Mod/Conserv Democrat	5%	3%	25%	10%	22%	25%	9%	142
Independent	15%	7%	28%	0%	11%	27%	11%	96
Republican	18%	13%	41%	1%	3%	21%	2%	139
Brown supporter	17%	15%	45%	0%	2%	19%	2%	189
Warren supporter	4%	1%	13%	14%	33%	29%	6%	183
Other/Undecided	12%	3%	23%	2%	11%	35%	14%	135
Liberal	7%	3%	18%	10%	23%	32%	7%	145
Moderate	12%	7%	31%	6%	15%	22%	7%	234
Conservative	17%	11%	33%	0%	5%	29%	6%	113
Vote mostly Democrat	9%	2%	18%	10%	27%	28%	7%	236
Swing voter	10%	7%	38%	3%	7%	27%	8%	190
Vote mostly Republican	21%	19%	29%	0%	1%	26%	4%	85
White	12%	7%	27%	6%	14%	28%	6%	453
Minority	9%	2%	25%	2%	26%	17%	19%	49
18 to 34	14%	3%	14%	3%	7%	38%	20%	54
35 to 49	16%	5%	26%	1%	13%	35%	4%	115
50 to 64	8%	6%	26%	9%	19%	23%	8%	203
65 and over	11%	9%	34%	6%	14%	22%	3%	125
Male	15%	5%	26%	4%	13%	32%	5%	253
Female	8%	8%	29%	7%	17%	22%	10%	264
Upper class	14%	6%	27%	0%	25%	28%	0%	28
Middle class	14%	7%	28%	6%	14%	25%	6%	289
Working class	7%	6%	30%	6%	11%	29%	10%	160
Poor	0%	0%	14%	10%	41%	26%	8%	26
Less than \$30K	9%	1%	38%	6%	19%	23%	5%	49
\$30K to \$60K	13%	3%	22%	9%	18%	28%	8%	73
\$60K to \$75K	5%	4%	53%	4%	13%	15%	6%	48
\$75K to \$100K	15%	5%	20%	5%	11%	38%	6%	55
\$100K or more	12%	8%	22%	7%	19%	29%	4%	142
High school or less	8%	8%	33%	4%	11%	25%	11%	76
Some college	7%	11%	30%	8%	15%	27%	3%	116
College graduate	15%	4%	25%	4%	14%	29%	10%	152
Post-graduate	12%	5%	25%	7%	18%	26%	6%	170
Inside 128	6%	2%	29%	5%	24%	29%	5%	137
128 to 495	13%	10%	26%	5%	12%	26%	9%	170
Central MA	12%	7%	29%	9%	10%	24%	9%	93
Western MA	10%	5%	33%	6%	9%	30%	7%	62
Southern MA/Cape/Islands	18%	6%	20%	6%	18%	25%	7%	55

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

<b>MA 2012 LIKELY VOTERS</b>	<b>Consumer Advocate 14%</b>	<b>Intelligent 10%</b>	<b>Other Positive 22%</b>	<b>Too Liberal 6%</b>	<b>Other Negative 7%</b>	<b>Other 20%</b>	<b>Don't Know 21%</b>	<b>(N=) 506</b>
Registered Democrat	23%	12%	26%	0%	3%	16%	19%	185
Registered Unaffiliated	10%	10%	23%	7%	7%	22%	22%	256
Registered Republican	3%	3%	6%	21%	22%	25%	21%	61
Democrat	21%	13%	30%	1%	1%	16%	17%	271
Independent	10%	7%	14%	1%	11%	22%	35%	93
Republican	1%	6%	12%	18%	17%	28%	19%	129
Liberal Democrat	26%	11%	29%	0%	1%	19%	13%	128
Mod/Conserv Democrat	17%	15%	31%	1%	1%	13%	21%	143
Independent	10%	7%	14%	1%	11%	22%	35%	93
Republican	1%	6%	12%	18%	17%	28%	19%	129
Brown supporter	2%	4%	10%	15%	19%	28%	22%	176
Warren supporter	30%	14%	36%	1%	1%	12%	6%	186
Other/Undecided	7%	11%	18%	1%	1%	20%	41%	134
Liberal	24%	10%	28%	0%	3%	18%	17%	144
Moderate	13%	12%	25%	6%	5%	21%	18%	229
Conservative	2%	5%	10%	15%	15%	24%	29%	109
Vote mostly Democrat	24%	14%	29%	1%	1%	17%	14%	238
Swing voter	5%	5%	21%	6%	10%	22%	30%	184
Vote mostly Republican	3%	8%	7%	21%	17%	24%	21%	80
White	14%	11%	22%	6%	7%	20%	20%	443
Minority	11%	0%	22%	8%	0%	16%	44%	47
18 to 34	23%	4%	20%	5%	4%	13%	31%	57
35 to 49	12%	10%	10%	5%	6%	27%	30%	107
50 to 64	15%	10%	26%	7%	7%	17%	18%	199
65 and over	11%	12%	27%	6%	9%	22%	13%	127
Male	15%	6%	18%	8%	7%	24%	21%	240
Female	13%	13%	26%	4%	7%	16%	22%	267
Upper class	28%	8%	13%	7%	5%	28%	11%	28
Middle class	13%	13%	22%	6%	11%	18%	16%	283
Working class	10%	4%	25%	4%	3%	23%	31%	157
Poor	18%	10%	29%	2%	0%	6%	35%	24
Less than \$30K	14%	2%	38%	4%	7%	13%	22%	50
\$30K to \$60K	13%	10%	19%	2%	5%	24%	27%	73
\$60K to \$75K	11%	9%	17%	5%	9%	22%	26%	47
\$75K to \$100K	23%	11%	8%	11%	8%	17%	22%	57
\$100K or more	14%	13%	23%	9%	8%	25%	10%	135
High school or less	9%	7%	14%	5%	6%	21%	37%	73
Some college	4%	8%	27%	6%	6%	21%	28%	112
College graduate	12%	12%	20%	6%	8%	22%	21%	152
Post-graduate	24%	10%	25%	7%	7%	17%	11%	167
Inside 128	17%	7%	27%	6%	3%	18%	22%	132
128 to 495	13%	14%	22%	6%	8%	20%	16%	166
Central MA	9%	7%	22%	6%	5%	19%	31%	89
Western MA	14%	5%	16%	5%	12%	24%	24%	65
Southern MA/Cape/Islands	11%	13%	18%	7%	12%	19%	20%	53

Which candidate is the strongest leader?

	<u>Brown</u>	<u>Warren</u>	Someone <u>Else</u>	Neither/ <u>None</u>	<u>Don't Know</u>	(N=)
<b>MA 2012 LIKELY VOTERS</b>	<b>43%</b>	<b>31%</b>	<b>4%</b>	<b>2%</b>	<b>20%</b>	<b>533</b>
Registered Democrat	24%	56%	2%	2%	17%	191
Registered Unaffiliated	48%	21%	5%	1%	26%	270
Registered Republican	83%	2%	3%	6%	6%	68
Democrat	18%	54%	3%	2%	23%	278
Independent	53%	10%	7%	3%	27%	99
Republican	86%	3%	2%	1%	8%	143
Liberal Democrat	10%	69%	5%	2%	14%	131
Mod/Conserv Democrat	26%	40%	2%	1%	31%	147
Independent	53%	10%	7%	3%	27%	99
Republican	86%	3%	2%	1%	8%	143
Brown supporter	91%	0%	1%	2%	6%	192
Warren supporter	8%	71%	3%	1%	17%	187
Other/Undecided	28%	19%	10%	2%	40%	142
Liberal	16%	61%	4%	2%	17%	150
Moderate	43%	27%	2%	2%	26%	241
Conservative	81%	5%	6%	2%	7%	114
Vote mostly Democrat	18%	56%	3%	2%	22%	249
Swing voter	58%	12%	5%	1%	24%	192
Vote mostly Republican	84%	3%	4%	2%	7%	89
White	45%	30%	4%	2%	20%	463
Minority	29%	36%	7%	2%	25%	53
18 to 34	37%	30%	3%	0%	30%	63
35 to 49	49%	29%	4%	1%	17%	123
50 to 64	38%	36%	3%	2%	21%	203
65 and over	49%	25%	4%	3%	18%	127
Male	51%	30%	4%	2%	14%	258
Female	37%	32%	4%	2%	25%	275
Upper class	40%	43%	3%	3%	10%	28
Middle class	45%	33%	3%	2%	16%	297
Working class	45%	24%	4%	1%	25%	164
Poor	24%	40%	12%	3%	22%	28
Less than \$30K	37%	32%	10%	3%	17%	54
\$30K to \$60K	39%	34%	3%	2%	22%	73
\$60K to \$75K	45%	29%	3%	0%	23%	47
\$75K to \$100K	52%	36%	2%	2%	8%	58
\$100K or more	47%	33%	4%	1%	15%	146
High school or less	59%	21%	1%	2%	17%	72
Some college	51%	26%	3%	1%	19%	120
College graduate	39%	27%	7%	3%	24%	165
Post-graduate	36%	43%	2%	1%	19%	174
Inside 128	42%	36%	2%	2%	19%	144
128 to 495	42%	35%	6%	1%	17%	170
Central MA	46%	22%	4%	3%	25%	97
Western MA	46%	30%	1%	0%	23%	65
Southern MA/Cape/Islands	45%	24%	4%	6%	21%	57

Which candidate best understands people like you

MA 2012 LIKELY VOTERS	<u>Brown</u>	<u>Warren</u>	Someone	Neither/	<u>Don't Know</u>	<u>(N=)</u>
	39%	40%	<u>Else</u>	<u>None</u>	14%	537
Registered Democrat	16%	66%	2%	2%	13%	193
Registered Undeclared	44%	30%	3%	7%	16%	271
Registered Republican	81%	4%	1%	5%	9%	68
Democrat	11%	67%	2%	5%	15%	281
Independent	47%	19%	4%	10%	20%	100
Republican	86%	3%	2%	2%	8%	143
Liberal Democrat	4%	81%	1%	6%	8%	132
Mod/Conserv Democrat	17%	55%	4%	4%	21%	149
Independent	47%	19%	4%	10%	20%	100
Republican	86%	3%	2%	2%	8%	143
Brown supporter	88%	1%	2%	3%	6%	192
Warren supporter	2%	88%	1%	3%	5%	188
Other/Undecided	23%	28%	5%	10%	35%	144
Liberal	8%	74%	1%	7%	10%	151
Moderate	39%	36%	2%	5%	18%	243
Conservative	78%	8%	2%	5%	7%	116
Vote mostly Democrat	11%	70%	1%	6%	12%	251
Swing voter	53%	18%	4%	5%	20%	194
Vote mostly Republican	85%	3%	2%	4%	6%	89
White	41%	39%	3%	5%	13%	467
Minority	12%	49%	2%	9%	28%	53
18 to 34	26%	44%	1%	4%	25%	63
35 to 49	42%	30%	3%	8%	17%	123
50 to 64	33%	49%	2%	5%	12%	204
65 and over	49%	32%	4%	4%	11%	129
Male	44%	34%	2%	6%	14%	261
Female	34%	45%	3%	4%	15%	276
Upper class	47%	45%	3%	0%	5%	28
Middle class	42%	42%	2%	5%	10%	298
Working class	36%	32%	4%	5%	23%	164
Poor	7%	66%	2%	13%	11%	28
Less than \$30K	27%	45%	6%	5%	18%	55
\$30K to \$60K	34%	44%	3%	6%	13%	75
\$60K to \$75K	41%	30%	3%	3%	24%	47
\$75K to \$100K	41%	38%	0%	9%	12%	59
\$100K or more	43%	42%	2%	4%	9%	146
High school or less	53%	25%	5%	7%	12%	74
Some college	50%	31%	3%	2%	14%	121
College graduate	32%	37%	1%	9%	21%	165
Post-graduate	31%	55%	2%	3%	9%	174
Inside 128	29%	53%	1%	3%	13%	144
128 to 495	40%	42%	3%	4%	10%	170
Central MA	41%	26%	3%	6%	24%	98
Western MA	40%	29%	1%	10%	19%	66
Southern MA/Cape/Islands	49%	34%	3%	6%	8%	59

Which candidate is the most likeable?

MA 2012 LIKELY VOTERS	<u>Brown</u>	<u>Warren</u>	Someone	Neither/	<u>Don't Know</u>	<u>(N=)</u>
	57%	23%	<u>Else</u>	<u>None</u>	15%	536
Registered Democrat	42%	38%	1%	3%	15%	192
Registered Unaffiliated	60%	18%	3%	3%	16%	272
Registered Republican	84%	3%	0%	2%	10%	68
Democrat	40%	38%	3%	3%	16%	280
Independent	62%	13%	1%	5%	19%	99
Republican	85%	4%	0%	1%	11%	143
Liberal Democrat	34%	49%	3%	2%	13%	130
Mod/Conserv Democrat	45%	29%	2%	4%	19%	150
Independent	62%	13%	1%	5%	19%	99
Republican	85%	4%	0%	1%	11%	143
Brown supporter	90%	3%	0%	1%	6%	193
Warren supporter	34%	49%	0%	4%	12%	186
Other/Undecided	43%	16%	6%	3%	32%	144
Liberal	35%	45%	2%	1%	17%	149
Moderate	59%	20%	1%	4%	16%	243
Conservative	82%	6%	2%	3%	8%	116
Vote mostly Democrat	38%	42%	1%	4%	16%	249
Swing voter	66%	10%	4%	2%	18%	195
Vote mostly Republican	91%	2%	0%	0%	7%	89
White	58%	22%	1%	3%	15%	466
Minority	38%	40%	7%	0%	14%	53
18 to 34	40%	32%	3%	2%	22%	63
35 to 49	62%	18%	2%	3%	14%	123
50 to 64	57%	24%	2%	3%	14%	204
65 and over	59%	24%	1%	3%	13%	127
Male	62%	20%	1%	2%	15%	259
Female	52%	27%	2%	4%	15%	277
Upper class	66%	19%	3%	0%	12%	28
Middle class	61%	24%	0%	3%	13%	297
Working class	52%	24%	4%	2%	18%	165
Poor	42%	33%	3%	8%	15%	27
Less than \$30K	55%	25%	9%	0%	11%	53
\$30K to \$60K	51%	33%	2%	1%	14%	76
\$60K to \$75K	60%	22%	0%	0%	18%	47
\$75K to \$100K	52%	36%	2%	2%	8%	58
\$100K or more	62%	18%	1%	7%	13%	146
High school or less	66%	20%	1%	3%	10%	74
Some college	52%	24%	3%	3%	18%	122
College graduate	58%	20%	2%	1%	19%	165
Post-graduate	55%	28%	1%	4%	13%	172
Inside 128	48%	33%	1%	4%	14%	144
128 to 495	60%	23%	1%	2%	14%	170
Central MA	59%	20%	2%	3%	16%	96
Western MA	59%	13%	2%	4%	22%	67
Southern MA/Cape/Islands	65%	18%	3%	1%	12%	59



Which candidate would do more to help working people?

	<u>Brown</u>	<u>Warren</u>	<u>Someone</u> <u>Else</u>	<u>Neither/</u> <u>None</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>MA 2012 LIKELY VOTERS</b>	<b>35%</b>	<b>44%</b>	<b>3%</b>	<b>3%</b>	<b>14%</b>	<b>538</b>
Registered Democrat	13%	69%	2%	1%	14%	193
Registered Unaffiliated	38%	37%	4%	4%	16%	271
Registered Republican	83%	4%	2%	4%	7%	69
Democrat	9%	73%	4%	2%	13%	282
Independent	39%	21%	3%	8%	28%	100
Republican	83%	6%	2%	2%	7%	144
Liberal Democrat	4%	86%	5%	0%	5%	132
Mod/Conserv Democrat	13%	62%	2%	4%	19%	150
Independent	39%	21%	3%	8%	28%	100
Republican	83%	6%	2%	2%	7%	144
Brown supporter	83%	6%	2%	2%	7%	194
Warren supporter	1%	89%	2%	0%	6%	188
Other/Undecided	16%	36%	7%	8%	33%	144
Liberal	8%	79%	5%	0%	7%	151
Moderate	34%	41%	2%	3%	19%	243
Conservative	71%	10%	2%	7%	11%	116
Vote mostly Democrat	7%	75%	3%	2%	13%	251
Swing voter	48%	24%	5%	4%	19%	194
Vote mostly Republican	85%	3%	2%	5%	6%	90
White	37%	43%	3%	3%	13%	468
Minority	12%	57%	7%	0%	24%	53
18 to 34	26%	49%	6%	0%	19%	63
35 to 49	35%	40%	4%	3%	18%	123
50 to 64	30%	51%	3%	4%	13%	206
65 and over	46%	38%	2%	4%	10%	129
Male	41%	40%	3%	2%	14%	262
Female	29%	48%	4%	4%	15%	276
Upper class	31%	63%	3%	0%	3%	28
Middle class	40%	44%	1%	3%	13%	298
Working class	35%	40%	6%	4%	15%	166
Poor	6%	63%	10%	3%	19%	28
Less than \$30K	27%	54%	8%	3%	8%	55
\$30K to \$60K	24%	51%	4%	4%	18%	76
\$60K to \$75K	41%	36%	0%	0%	23%	47
\$75K to \$100K	41%	48%	2%	1%	8%	58
\$100K or more	34%	46%	3%	4%	12%	146
High school or less	48%	35%	2%	6%	8%	74
Some college	43%	33%	4%	3%	17%	121
College graduate	32%	44%	5%	5%	14%	165
Post-graduate	26%	57%	2%	0%	14%	175
Inside 128	29%	53%	2%	2%	14%	144
128 to 495	36%	47%	3%	2%	12%	170
Central MA	35%	38%	5%	6%	16%	98
Western MA	39%	33%	2%	2%	24%	67
Southern MA/Cape/Islands	46%	37%	5%	6%	6%	59

**Which candidate is best able to work with the opposite party?**

	<u>Brown</u>	<u>Warren</u>	<u>Someone</u> <u>Else</u>	<u>Neither/</u> <u>None</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>MA 2012 LIKELY VOTERS</b>	<b>49%</b>	<b>27%</b>	<b>3%</b>	<b>3%</b>	<b>17%</b>	<b>534</b>
Registered Democrat	30%	47%	3%	4%	17%	190
Registered Unaffiliated	55%	19%	4%	4%	18%	271
Registered Republican	82%	1%	2%	0%	15%	68
Democrat	27%	44%	4%	5%	21%	279
Independent	56%	16%	4%	4%	20%	100
Republican	87%	3%	1%	0%	9%	143
Liberal Democrat	23%	54%	4%	4%	15%	131
Mod/Conserv Democrat	30%	35%	4%	5%	26%	148
Independent	56%	16%	4%	4%	20%	100
Republican	87%	3%	1%	0%	9%	143
Brown supporter	89%	3%	0%	2%	6%	193
Warren supporter	17%	56%	6%	5%	16%	187
Other/Undecided	40%	18%	5%	3%	34%	141
Liberal	25%	49%	4%	4%	17%	150
Moderate	52%	22%	4%	4%	18%	242
Conservative	76%	11%	0%	2%	11%	114
Vote mostly Democrat	26%	47%	5%	4%	18%	248
Swing voter	60%	12%	3%	3%	21%	194
Vote mostly Republican	91%	2%	0%	0%	7%	89
White	51%	25%	4%	4%	16%	464
Minority	28%	47%	0%	0%	26%	53
18 to 34	35%	25%	9%	3%	28%	63
35 to 49	54%	23%	4%	2%	18%	123
50 to 64	46%	31%	2%	5%	16%	205
65 and over	58%	25%	2%	1%	13%	126
Male	57%	21%	3%	5%	14%	259
Female	42%	32%	4%	2%	20%	276
Upper class	66%	17%	0%	9%	8%	28
Middle class	54%	26%	3%	2%	15%	297
Working class	46%	28%	4%	3%	20%	166
Poor	12%	52%	5%	6%	24%	27
Less than \$30K	30%	38%	8%	3%	20%	54
\$30K to \$60K	42%	30%	4%	5%	19%	74
\$60K to \$75K	60%	23%	3%	0%	14%	47
\$75K to \$100K	48%	35%	12%	0%	5%	58
\$100K or more	57%	22%	0%	2%	19%	146
High school or less	59%	16%	8%	6%	11%	72
Some college	47%	31%	3%	2%	18%	121
College graduate	49%	23%	3%	3%	22%	164
Post-graduate	47%	32%	3%	3%	16%	174
Inside 128	44%	33%	5%	2%	16%	144
128 to 495	51%	27%	3%	4%	16%	169
Central MA	52%	24%	5%	4%	15%	97
Western MA	48%	20%	1%	3%	28%	66
Southern MA/Cape/Islands	56%	23%	2%	2%	17%	57

**Responsiveness of Brown to people and needs of MA**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Very Responsive</u> 19%</b>	<b><u>Somewhat Responsive</u> 52%</b>	<b><u>Not Very Responsive</u> 14%</b>	<b><u>Not Responsive At All</u> 5%</b>	<b><u>Don't Know</u> 10%</b>	<b><u>(N=)</u> 539</b>
Registered Democrat	9%	51%	24%	8%	7%	193
Registered Unaffiliated	20%	55%	10%	3%	13%	273
Registered Republican	44%	43%	8%	2%	4%	69
Democrat	7%	52%	23%	7%	10%	280
Independent	15%	55%	8%	3%	19%	99
Republican	44%	51%	2%	1%	2%	144
Liberal Democrat	5%	48%	31%	7%	9%	132
Mod/Conserv Democrat	10%	56%	16%	8%	10%	148
Independent	15%	55%	8%	3%	19%	99
Republican	44%	51%	2%	1%	2%	144
Brown supporter	43%	52%	1%	0%	4%	194
Warren supporter	3%	49%	30%	11%	7%	186
Other/Undecided	8%	52%	12%	4%	23%	146
Liberal	5%	47%	29%	7%	12%	151
Moderate	20%	55%	13%	4%	8%	240
Conservative	36%	55%	1%	3%	5%	116
Vote mostly Democrat	7%	49%	24%	9%	11%	250
Swing voter	24%	57%	8%	2%	8%	193
Vote mostly Republican	39%	52%	1%	0%	8%	90
White	19%	54%	13%	4%	10%	470
Minority	13%	27%	31%	11%	17%	52
18 to 34	11%	48%	20%	2%	19%	62
35 to 49	19%	58%	14%	3%	6%	122
50 to 64	14%	55%	17%	7%	7%	205
65 and over	28%	44%	9%	5%	13%	130
Male	19%	55%	15%	3%	8%	259
Female	18%	49%	14%	7%	12%	279
Upper class	35%	52%	9%	3%	0%	27
Middle class	20%	54%	13%	4%	9%	297
Working class	17%	55%	15%	2%	11%	168
Poor	4%	17%	28%	28%	24%	28
Less than \$30K	19%	39%	18%	12%	12%	55
\$30K to \$60K	7%	68%	14%	6%	6%	76
\$60K to \$75K	26%	56%	10%	2%	6%	48
\$75K to \$100K	25%	44%	20%	0%	12%	59
\$100K or more	15%	61%	16%	4%	4%	143
High school or less	25%	52%	5%	5%	12%	77
Some college	24%	47%	13%	5%	11%	122
College graduate	14%	52%	16%	5%	12%	163
Post-graduate	16%	55%	18%	4%	6%	174
Inside 128	17%	52%	19%	5%	7%	142
128 to 495	23%	48%	16%	4%	9%	170
Central MA	15%	54%	14%	4%	14%	98
Western MA	16%	63%	5%	4%	14%	68
Southern MA/Cape/Islands	22%	48%	12%	9%	9%	59

**Republican Party influence on Brown voting**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Heavily Influenced</u> 20%</b>	<b><u>Sometimes Influenced</u> 44%</b>	<b><u>Votes Independently</u> 27%</b>	<b><u>DK</u> 8%</b>	<b><u>(N)</u> 542</b>
Registered Democrat	32%	45%	14%	8%	194
Registered Unaffiliated	16%	43%	32%	8%	275
Registered Republican	7%	48%	43%	3%	69
Democrat	31%	47%	15%	7%	282
Independent	12%	39%	36%	13%	100
Republican	8%	47%	42%	3%	144
Liberal Democrat	35%	47%	13%	6%	132
Mod/Conserv Democrat	27%	46%	18%	9%	150
Independent	12%	39%	36%	13%	100
Republican	8%	47%	42%	3%	144
Brown supporter	6%	44%	47%	4%	194
Warren supporter	37%	49%	8%	6%	188
Other/Undecided	19%	41%	24%	16%	148
Liberal	34%	46%	13%	7%	151
Moderate	17%	50%	26%	6%	244
Conservative	11%	36%	50%	4%	116
Vote mostly Democrat	30%	49%	11%	9%	252
Swing voter	15%	37%	42%	5%	195
Vote mostly Republican	6%	48%	40%	6%	90
White	20%	46%	26%	8%	472
Minority	27%	25%	35%	13%	53
18 to 34	30%	37%	12%	20%	63
35 to 49	16%	52%	26%	6%	123
50 to 64	21%	52%	23%	4%	206
65 and over	20%	31%	42%	7%	129
Male	20%	47%	28%	5%	262
Female	21%	42%	27%	11%	280
Upper class	18%	58%	19%	6%	28
Middle class	18%	51%	26%	5%	299
Working class	19%	38%	32%	12%	168
Poor	52%	10%	25%	13%	28
Less than \$30K	32%	28%	26%	14%	55
\$30K to \$60K	26%	43%	29%	2%	76
\$60K to \$75K	12%	43%	41%	4%	48
\$75K to \$100K	15%	50%	28%	7%	59
\$100K or more	18%	61%	19%	2%	146
High school or less	23%	31%	33%	13%	77
Some college	17%	42%	32%	8%	122
College graduate	19%	43%	28%	10%	165
Post-graduate	23%	53%	20%	4%	175
Inside 128	22%	47%	24%	7%	144
128 to 495	21%	43%	28%	7%	172
Central MA	20%	42%	28%	10%	98
Western MA	15%	46%	29%	10%	68
Southern MA/Cape/Islands	22%	43%	27%	8%	59

How well does Warren understand the needs of people like you?

	<b>Very Well</b> <b>30%</b>	<b>Somewhat Well</b> <b>33%</b>	<b>Not Very Well</b> <b>10%</b>	<b>Not Well At All</b> <b>12%</b>	<b>Don't Know</b> <b>15%</b>	<b>(N=)</b> <b>543</b>
<b>MA 2012 LIKELY VOTERS</b>						
Registered Democrat	49%	34%	2%	4%	12%	194
Registered Unaffiliated	23%	37%	13%	13%	15%	275
Registered Republican	5%	17%	24%	34%	20%	69
Democrat	48%	36%	2%	1%	12%	283
Independent	14%	39%	11%	19%	17%	100
Republican	8%	24%	26%	27%	15%	144
Liberal Democrat	62%	30%	2%	0%	6%	132
Mod/Conserv Democrat	35%	42%	2%	2%	18%	151
Independent	14%	39%	11%	19%	17%	100
Republican	8%	24%	26%	27%	15%	144
Brown supporter	7%	27%	22%	29%	15%	194
Warren supporter	64%	31%	1%	0%	5%	188
Other/Undecided	17%	43%	7%	6%	27%	148
Liberal	54%	33%	3%	1%	9%	151
Moderate	27%	39%	12%	9%	12%	245
Conservative	8%	26%	18%	32%	17%	116
Vote mostly Democrat	48%	37%	3%	2%	10%	252
Swing voter	20%	33%	13%	17%	17%	196
Vote mostly Republican	3%	26%	24%	30%	17%	90
White	31%	33%	11%	12%	14%	473
Minority	27%	41%	6%	4%	22%	53
18 to 34	28%	39%	7%	5%	21%	63
35 to 49	23%	36%	9%	15%	16%	123
50 to 64	35%	31%	12%	10%	12%	206
65 and over	30%	33%	11%	15%	11%	130
Male	28%	31%	12%	15%	13%	262
Female	31%	35%	8%	9%	16%	281
Upper class	41%	34%	17%	8%	0%	28
Middle class	32%	28%	13%	14%	13%	300
Working class	24%	39%	7%	10%	20%	168
Poor	35%	45%	0%	7%	13%	28
Less than \$30K	35%	39%	4%	4%	18%	55
\$30K to \$60K	30%	32%	12%	7%	19%	76
\$60K to \$75K	25%	24%	8%	25%	18%	48
\$75K to \$100K	33%	30%	9%	19%	9%	59
\$100K or more	33%	34%	14%	12%	7%	146
High school or less	22%	31%	11%	16%	19%	77
Some college	25%	29%	16%	11%	20%	122
College graduate	26%	38%	8%	11%	16%	165
Post-graduate	40%	33%	8%	12%	7%	175
Inside 128	30%	40%	14%	7%	9%	144
128 to 495	34%	29%	9%	16%	12%	172
Central MA	23%	32%	8%	11%	26%	98
Western MA	30%	30%	10%	13%	18%	68
Southern MA/Cape/Islands	28%	38%	8%	12%	13%	59

**How well does Brown understand the needs of people like you?**

	<b>Very Well</b>	<b>Somewhat Well</b>	<b>Not Very Well</b>	<b>Not Well At All</b>	<b>Don't Know</b>	<b>(N=)</b>
<b>MA 2012 LIKELY VOTERS</b>	<b>26%</b>	<b>40%</b>	<b>16%</b>	<b>11%</b>	<b>7%</b>	<b>543</b>
Registered Democrat	9%	35%	26%	20%	9%	194
Registered Unaffiliated	30%	45%	12%	6%	7%	275
Registered Republican	54%	37%	5%	4%	0%	69
Democrat	10%	38%	28%	16%	8%	283
Independent	17%	55%	4%	11%	12%	100
Republican	61%	36%	1%	1%	1%	144
Liberal Democrat	4%	34%	33%	24%	5%	132
Mod/Conserv Democrat	16%	42%	24%	8%	9%	151
Independent	17%	55%	4%	11%	12%	100
Republican	61%	36%	1%	1%	1%	144
Brown supporter	56%	42%	0%	0%	1%	194
Warren supporter	4%	34%	32%	24%	6%	188
Other/Undecided	16%	44%	17%	8%	16%	148
Liberal	5%	35%	30%	23%	6%	151
Moderate	30%	42%	15%	7%	6%	245
Conservative	46%	45%	4%	3%	1%	116
Vote mostly Democrat	9%	36%	29%	18%	9%	252
Swing voter	34%	46%	7%	7%	6%	196
Vote mostly Republican	55%	42%	2%	0%	1%	90
White	27%	42%	15%	10%	7%	473
Minority	19%	21%	27%	23%	10%	53
18 to 34	17%	36%	20%	11%	16%	63
35 to 49	23%	48%	15%	9%	5%	123
50 to 64	23%	40%	20%	12%	5%	206
65 and over	36%	36%	11%	11%	7%	130
Male	29%	43%	11%	11%	6%	262
Female	23%	38%	20%	11%	9%	281
Upper class	38%	36%	12%	2%	12%	28
Middle class	27%	42%	17%	9%	5%	300
Working class	25%	41%	16%	11%	7%	168
Poor	9%	17%	16%	47%	12%	28
Less than \$30K	23%	35%	13%	20%	9%	55
\$30K to \$60K	19%	48%	20%	12%	2%	76
\$60K to \$75K	32%	38%	12%	6%	12%	48
\$75K to \$100K	29%	33%	20%	16%	2%	59
\$100K or more	24%	47%	18%	9%	2%	146
High school or less	39%	36%	8%	10%	7%	77
Some college	30%	37%	12%	11%	9%	122
College graduate	20%	46%	17%	9%	8%	165
Post-graduate	22%	39%	21%	13%	5%	175
Inside 128	22%	38%	18%	16%	5%	144
128 to 495	29%	37%	19%	8%	7%	172
Central MA	24%	46%	11%	10%	10%	98
Western MA	20%	47%	15%	9%	9%	68
Southern MA/Cape/Islands	34%	40%	12%	11%	4%	59

**What class do you consider yourself to be a part of?**

	<u>Upper Class</u>	<u>Middle Class</u>	<u>Working Class</u>	<u>Poor</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>MA 2012 LIKELY VOTERS</b>	<b>5%</b>	<b>56%</b>	<b>31%</b>	<b>5%</b>	<b>2%</b>	<b>539</b>
Registered Democrat	7%	55%	27%	8%	4%	195
Registered Unaffiliated	3%	55%	36%	4%	1%	272
Registered Republican	8%	61%	26%	3%	2%	68
Democrat	5%	53%	32%	6%	4%	282
Independent	5%	51%	36%	7%	1%	99
Republican	5%	66%	26%	2%	1%	142
Liberal Democrat	5%	50%	33%	8%	3%	133
Mod/Conserv Democrat	5%	55%	32%	4%	4%	149
Independent	5%	51%	36%	7%	1%	99
Republican	5%	66%	26%	2%	1%	142
Brown supporter	6%	62%	28%	2%	1%	192
Warren supporter	7%	60%	22%	9%	2%	187
Other/Undecided	3%	42%	45%	6%	4%	146
Liberal	5%	50%	33%	9%	3%	152
Moderate	7%	60%	27%	5%	2%	241
Conservative	2%	61%	32%	3%	2%	115
Vote mostly Democrat	6%	53%	29%	8%	4%	251
Swing voter	4%	52%	38%	4%	2%	194
Vote mostly Republican	6%	71%	21%	2%	0%	88
White	5%	58%	30%	5%	2%	469
Minority	8%	30%	46%	11%	5%	53
18 to 34	4%	52%	40%	3%	0%	64
35 to 49	8%	51%	37%	2%	3%	122
50 to 64	5%	56%	28%	8%	2%	204
65 and over	3%	60%	27%	6%	3%	128
Male	7%	53%	31%	6%	3%	261
Female	4%	58%	32%	4%	2%	278
Less than \$30K	1%	21%	54%	24%	0%	55
\$30K to \$60K	0%	42%	45%	9%	4%	76
\$60K to \$75K	2%	54%	44%	0%	0%	48
\$75K to \$100K	3%	77%	20%	0%	0%	59
\$100K or more	11%	67%	19%	1%	3%	145
High school or less	1%	38%	55%	4%	3%	78
Some college	0%	46%	43%	10%	1%	121
College graduate	7%	56%	30%	5%	3%	163
Post-graduate	9%	70%	14%	3%	3%	175
Inside 128	6%	57%	29%	5%	3%	143
128 to 495	8%	57%	28%	5%	2%	172
Central MA	2%	52%	36%	7%	3%	97
Western MA	1%	46%	48%	3%	2%	69
Southern MA/Cape/Islands	5%	66%	19%	6%	3%	58

**Had to delay an important purchase or decision this year because of money**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Yes</u></b> <b>57%</b>	<b><u>No</u></b> <b>42%</b>	<b><u>Don't Know</u></b> <b>0%</b>	<b><u>(N=)</u></b> <b>543</b>
Registered Democrat	54%	46%	0%	194
Registered Unaffiliated	61%	39%	0%	276
Registered Republican	56%	44%	0%	69
Democrat	57%	43%	1%	283
Independent	62%	38%	0%	100
Republican	54%	46%	0%	144
Liberal Democrat	59%	41%	0%	132
Mod/Conserv Democrat	54%	45%	1%	151
Independent	62%	38%	0%	100
Republican	54%	46%	0%	144
Brown supporter	58%	41%	1%	194
Warren supporter	53%	47%	0%	188
Other/Undecided	61%	39%	0%	149
Liberal	60%	40%	0%	151
Moderate	56%	44%	1%	245
Conservative	56%	44%	0%	116
Vote mostly Democrat	56%	43%	0%	252
Swing voter	60%	39%	0%	196
Vote mostly Republican	55%	45%	0%	90
White	57%	43%	0%	474
Minority	63%	37%	0%	53
18 to 34	65%	35%	0%	64
35 to 49	65%	35%	0%	123
50 to 64	59%	41%	0%	206
65 and over	47%	52%	1%	130
Male	57%	43%	0%	263
Female	58%	42%	0%	280
Upper class	31%	67%	2%	28
Middle class	50%	50%	0%	299
Working class	71%	29%	0%	169
Poor	90%	10%	0%	29
Less than \$30K	77%	23%	0%	55
\$30K to \$60K	65%	35%	0%	77
\$60K to \$75K	68%	32%	0%	48
\$75K to \$100K	62%	38%	0%	59
\$100K or more	50%	50%	0%	146
High school or less	55%	45%	0%	78
Some college	62%	38%	0%	123
College graduate	57%	43%	0%	165
Post-graduate	57%	43%	0%	174
Inside 128	53%	46%	1%	143
128 to 495	60%	39%	0%	172
Central MA	58%	42%	0%	99
Western MA	67%	33%	0%	69
Southern MA/Cape/Islands	48%	52%	0%	59



**Purchase or Decision Delayed**

MA 2012 LIKELY VOTERS	<u>Car</u>	<u>Home Renov./</u>	<u>Electronics/</u>	<u>Vacation/</u>	<u>Other</u>	<u>Don't</u>	<u>(N=)</u>	
	<b>28%</b>	<b>Repairs</b>	<b>Necessities</b>	<b>Appliances</b>	<b>Travel</b>	<b>Know</b>		
		<b>16%</b>	<b>10%</b>	<b>9%</b>	<b>8%</b>	<b>29%</b>	<b>0%</b>	<b>278</b>
Registered Democrat	23%	14%	11%	12%	9%	31%	0%	93
Registered Unaffiliated	30%	15%	11%	9%	7%	28%	0%	152
Registered Republican	34%	28%	3%	0%	11%	24%	0%	31
Democrat	22%	17%	14%	9%	8%	30%	0%	145
Independent	31%	12%	11%	17%	4%	25%	0%	56
Republican	42%	19%	2%	2%	8%	27%	0%	67
Liberal Democrat	23%	15%	16%	10%	11%	25%	1%	71
Mod/Conserv Democrat	20%	19%	12%	9%	5%	35%	0%	74
Independent	31%	12%	11%	17%	4%	25%	0%	56
Republican	42%	19%	2%	2%	8%	27%	0%	67
Brown supporter	41%	15%	6%	7%	5%	26%	0%	98
Warren supporter	22%	16%	12%	12%	10%	27%	1%	90
Other/Undecided	21%	14%	11%	7%	12%	36%	0%	81
Liberal	22%	13%	17%	10%	11%	27%	1%	83
Moderate	27%	20%	6%	9%	9%	29%	0%	121
Conservative	34%	14%	7%	9%	2%	33%	0%	55
Vote mostly Democrat	19%	15%	13%	10%	10%	34%	0%	126
Swing voter	39%	17%	9%	11%	3%	21%	0%	111
Vote mostly Republican	28%	19%	2%	0%	12%	39%	0%	39
White	27%	15%	10%	8%	9%	30%	0%	242
Minority	31%	23%	0%	15%	4%	27%	0%	30
18 to 34	16%	17%	5%	7%	13%	41%	0%	36
35 to 49	36%	25%	9%	5%	4%	20%	1%	70
50 to 64	27%	9%	12%	10%	6%	36%	0%	111
65 and over	31%	19%	6%	10%	11%	22%	0%	55
Male	31%	14%	10%	7%	9%	29%	0%	130
Female	26%	18%	9%	10%	7%	29%	0%	148
Upper class	19%	24%	0%	0%	12%	45%	0%	9
Middle class	33%	16%	3%	10%	10%	27%	0%	128
Working class	27%	20%	14%	4%	6%	28%	0%	110
Poor	15%	0%	31%	19%	8%	27%	0%	25
Less than \$30K	20%	16%	15%	3%	5%	40%	1%	41
\$30K to \$60K	23%	11%	24%	23%	5%	13%	0%	50
\$60K to \$75K	36%	13%	13%	4%	11%	23%	0%	29
\$75K to \$100K	27%	13%	0%	8%	13%	39%	0%	27
\$100K or more	35%	28%	0%	4%	5%	27%	0%	67
High school or less	29%	7%	19%	8%	12%	25%	0%	40
Some college	27%	14%	12%	14%	2%	30%	1%	71
College graduate	24%	19%	6%	6%	9%	37%	0%	85
Post-graduate	33%	19%	8%	7%	11%	22%	0%	82
Inside 128	29%	12%	8%	13%	14%	24%	0%	72
128 to 495	34%	12%	12%	2%	10%	30%	1%	86
Central MA	22%	23%	9%	6%	6%	34%	0%	54
Western MA	26%	23%	9%	14%	0%	27%	0%	39
Southern MA/Cape/Islands	19%	18%	8%	16%	5%	33%	0%	26

**Cutting spending on social programs – Brown vs. Warren**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Brown</u> 65%</b>	<b><u>Warren</u> 8%</b>	<b><u>Both Equal</u> 2%</b>	<b><u>DK</u> 25%</b>	<b><u>(N)</u> 527</b>
Registered Democrat	65%	12%	2%	22%	188
Registered Unaffiliated	63%	8%	3%	26%	269
Registered Republican	74%	0%	2%	24%	66
Democrat	63%	10%	2%	25%	274
Independent	55%	10%	6%	29%	99
Republican	75%	5%	1%	19%	141
Liberal Democrat	65%	12%	1%	22%	132
Mod/Conserv Democrat	61%	8%	3%	29%	142
Independent	55%	10%	6%	29%	99
Republican	75%	5%	1%	19%	141
Brown supporter	75%	4%	3%	19%	189
Warren supporter	69%	13%	3%	16%	181
Other/Undecided	49%	8%	2%	41%	144
Liberal	61%	12%	2%	25%	151
Moderate	65%	6%	4%	25%	232
Conservative	78%	5%	0%	18%	116
Vote mostly Democrat	65%	9%	3%	23%	244
Swing voter	58%	9%	3%	31%	193
Vote mostly Republican	82%	4%	0%	15%	86
White	65%	8%	3%	24%	457
Minority	62%	10%	3%	25%	53
18 to 34	63%	9%	0%	29%	63
35 to 49	74%	5%	0%	21%	122
50 to 64	67%	8%	4%	20%	199
65 and over	56%	10%	3%	32%	126
Male	75%	7%	2%	17%	260
Female	55%	9%	3%	32%	267
Upper class	68%	8%	4%	20%	28
Middle class	69%	6%	3%	22%	292
Working class	59%	10%	2%	29%	162
Poor	61%	16%	0%	23%	27
Less than \$30K	51%	15%	2%	32%	53
\$30K to \$60K	63%	9%	0%	28%	75
\$60K to \$75K	57%	10%	6%	28%	48
\$75K to \$100K	73%	5%	8%	14%	59
\$100K or more	82%	4%	2%	12%	141
High school or less	60%	8%	4%	28%	72
Some college	58%	10%	0%	32%	118
College graduate	60%	8%	4%	29%	165
Post-graduate	77%	7%	2%	14%	169
Inside 128	69%	8%	0%	23%	138
128 to 495	70%	7%	4%	20%	166
Central MA	55%	12%	5%	29%	98
Western MA	63%	4%	1%	33%	65
Southern MA/Cape/Islands	60%	11%	3%	25%	59

**Raising taxes on wealthy Americans – Brown vs. Warren**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Brown</u> 13%</b>	<b><u>Warren</u> 56%</b>	<b><u>Both Equal</u> 5%</b>	<b><u>DK</u> 26%</b>	<b><u>(N)</u> 536</b>
Registered Democrat	12%	66%	3%	19%	192
Registered Unaffiliated	14%	49%	7%	30%	270
Registered Republican	12%	57%	6%	25%	69
Democrat	9%	65%	4%	22%	283
Independent	18%	36%	5%	40%	97
Republican	19%	52%	6%	23%	142
Liberal Democrat	9%	72%	4%	15%	133
Mod/Conserv Democrat	8%	58%	5%	29%	150
Independent	18%	36%	5%	40%	97
Republican	19%	52%	6%	23%	142
Brown supporter	23%	49%	4%	24%	191
Warren supporter	6%	75%	5%	14%	188
Other/Undecided	11%	41%	7%	40%	143
Liberal	11%	66%	4%	19%	152
Moderate	14%	54%	7%	25%	243
Conservative	12%	54%	5%	29%	113
Vote mostly Democrat	7%	68%	5%	20%	252
Swing voter	20%	38%	7%	35%	193
Vote mostly Republican	15%	61%	4%	20%	89
White	12%	56%	5%	26%	466
Minority	20%	50%	10%	20%	53
18 to 34	8%	57%	3%	31%	63
35 to 49	13%	62%	3%	22%	121
50 to 64	13%	60%	7%	21%	204
65 and over	16%	45%	7%	32%	130
Male	16%	58%	5%	21%	258
Female	11%	53%	5%	30%	278
Upper class	19%	73%	2%	6%	28
Middle class	12%	59%	6%	23%	298
Working class	15%	47%	5%	33%	163
Poor	22%	49%	12%	18%	28
Less than \$30K	17%	49%	5%	29%	55
\$30K to \$60K	18%	44%	8%	30%	77
\$60K to \$75K	16%	51%	3%	30%	48
\$75K to \$100K	11%	68%	4%	18%	55
\$100K or more	9%	71%	5%	15%	146
High school or less	23%	33%	6%	38%	72
Some college	18%	46%	1%	35%	122
College graduate	9%	59%	6%	26%	164
Post-graduate	9%	70%	8%	13%	174
Inside 128	12%	65%	3%	21%	141
128 to 495	12%	63%	5%	20%	169
Central MA	15%	41%	6%	38%	99
Western MA	18%	39%	5%	38%	68
Southern MA/Cape/Islands	13%	57%	11%	19%	58

**Lowering the price of gasoline – Brown vs. Warren**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Brown</u> 23%</b>	<b><u>Warren</u> 11%</b>	<b><u>Both Equal</u> 16%</b>	<b><u>DK</u> 50%</b>	<b><u>(N)</u> 502</b>
Registered Democrat	10%	22%	18%	49%	175
Registered Unaffiliated	25%	6%	16%	53%	256
Registered Republican	47%	0%	10%	43%	66
Democrat	7%	16%	20%	56%	257
Independent	23%	11%	13%	52%	95
Republican	50%	1%	9%	40%	137
Liberal Democrat	6%	23%	20%	50%	127
Mod/Conserv Democrat	9%	10%	20%	61%	131
Independent	23%	11%	13%	52%	95
Republican	50%	1%	9%	40%	137
Brown supporter	49%	1%	11%	39%	187
Warren supporter	5%	22%	23%	50%	164
Other/Undecided	9%	11%	14%	67%	137
Liberal	7%	22%	19%	53%	145
Moderate	19%	7%	19%	55%	220
Conservative	49%	7%	8%	35%	110
Vote mostly Democrat	8%	18%	21%	53%	225
Swing voter	28%	6%	12%	53%	189
Vote mostly Republican	48%	4%	10%	38%	84
White	24%	10%	16%	50%	431
Minority	11%	22%	18%	49%	53
18 to 34	23%	15%	11%	51%	62
35 to 49	24%	7%	11%	58%	113
50 to 64	21%	17%	18%	44%	190
65 and over	27%	4%	21%	48%	120
Male	28%	9%	15%	48%	246
Female	18%	13%	17%	52%	255
Upper class	32%	6%	28%	35%	26
Middle class	24%	11%	15%	49%	279
Working class	20%	8%	14%	58%	158
Poor	19%	30%	23%	27%	24
Less than \$30K	31%	17%	10%	42%	50
\$30K to \$60K	21%	12%	18%	49%	74
\$60K to \$75K	22%	6%	11%	61%	47
\$75K to \$100K	27%	8%	20%	46%	51
\$100K or more	20%	13%	20%	47%	134
High school or less	30%	8%	8%	54%	67
Some college	27%	16%	13%	44%	118
College graduate	16%	10%	19%	54%	153
Post-graduate	22%	9%	19%	50%	162
Inside 128	22%	15%	13%	49%	133
128 to 495	24%	10%	21%	45%	154
Central MA	22%	5%	14%	59%	95
Western MA	25%	10%	13%	52%	65
Southern MA/Cape/Islands	19%	14%	17%	50%	54

### Balancing the federal budget – Brown vs. Warren

MA 2012 LIKELY VOTERS	<u>Brown</u> 37%	<u>Warren</u> 21%	<u>Both</u> <u>Equal</u> 8%	<u>DK</u> 34%	<u>(N)</u> 523
Registered Democrat	19%	39%	10%	32%	184
Registered Unaffiliated	42%	14%	7%	38%	266
Registered Republican	67%	3%	5%	25%	69
Democrat	16%	33%	10%	40%	271
Independent	35%	17%	9%	38%	95
Republican	76%	3%	2%	19%	143
Liberal Democrat	8%	44%	9%	38%	131
Mod/Conserv Democrat	24%	22%	11%	42%	140
Independent	35%	17%	9%	38%	95
Republican	76%	3%	2%	19%	143
Brown supporter	76%	1%	4%	19%	191
Warren supporter	12%	43%	10%	35%	179
Other/Undecided	18%	19%	10%	52%	139
Liberal	10%	40%	9%	41%	150
Moderate	43%	17%	10%	31%	235
Conservative	64%	8%	3%	26%	110
Vote mostly Democrat	18%	37%	11%	34%	242
Swing voter	43%	9%	7%	42%	190
Vote mostly Republican	77%	5%	2%	16%	89
White	38%	20%	7%	34%	453
Minority	27%	29%	13%	32%	53
18 to 34	39%	29%	2%	30%	62
35 to 49	41%	16%	6%	37%	119
50 to 64	32%	25%	10%	33%	199
65 and over	42%	17%	8%	33%	127
Male	47%	19%	8%	26%	254
Female	28%	24%	8%	41%	269
Upper class	50%	31%	14%	5%	27
Middle class	42%	21%	8%	29%	294
Working class	31%	18%	6%	45%	161
Poor	11%	42%	7%	39%	26
Less than \$30K	24%	23%	13%	40%	53
\$30K to \$60K	30%	24%	2%	44%	74
\$60K to \$75K	43%	21%	8%	28%	47
\$75K to \$100K	51%	18%	9%	22%	54
\$100K or more	41%	25%	10%	23%	143
High school or less	38%	15%	3%	43%	69
Some college	38%	20%	5%	37%	121
College graduate	38%	21%	8%	34%	161
Post-graduate	36%	25%	11%	28%	169
Inside 128	33%	27%	6%	34%	140
128 to 495	37%	25%	7%	31%	165
Central MA	38%	15%	10%	37%	94
Western MA	41%	13%	7%	39%	66
Southern MA/Cape/Islands	42%	15%	11%	32%	57

**Reducing the power of corporations in America – Brown vs. Warren**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Brown</u> 20%</b>	<b><u>Warren</u> 46%</b>	<b><u>Both Equal</u> 7%</b>	<b><u>DK</u> 28%</b>	<b><u>(N)</u> 529</b>
Registered Democrat	10%	66%	4%	20%	189
Registered Unaffiliated	23%	37%	9%	30%	271
Registered Republican	32%	22%	5%	40%	65
Democrat	9%	64%	6%	21%	280
Independent	23%	27%	8%	42%	97
Republican	40%	24%	6%	30%	138
Liberal Democrat	4%	79%	1%	16%	132
Mod/Conserv Democrat	13%	50%	10%	27%	148
Independent	23%	27%	8%	42%	97
Republican	40%	24%	6%	30%	138
Brown supporter	40%	23%	8%	28%	188
Warren supporter	5%	79%	3%	13%	185
Other/Undecided	10%	34%	8%	48%	143
Liberal	6%	73%	2%	19%	151
Moderate	19%	44%	10%	27%	237
Conservative	36%	21%	7%	36%	113
Vote mostly Democrat	8%	68%	6%	19%	249
Swing voter	29%	27%	7%	37%	191
Vote mostly Republican	32%	24%	9%	35%	87
White	20%	47%	5%	28%	459
Minority	12%	46%	15%	27%	53
18 to 34	10%	52%	8%	31%	64
35 to 49	20%	50%	4%	26%	120
50 to 64	19%	50%	7%	24%	203
65 and over	25%	35%	8%	32%	124
Male	22%	47%	4%	27%	258
Female	18%	44%	10%	29%	271
Upper class	22%	55%	10%	13%	28
Middle class	19%	51%	6%	24%	295
Working class	24%	34%	7%	35%	163
Poor	7%	50%	9%	34%	26
Less than \$30K	34%	36%	4%	25%	52
\$30K to \$60K	18%	45%	5%	32%	76
\$60K to \$75K	26%	32%	7%	35%	47
\$75K to \$100K	15%	51%	12%	21%	57
\$100K or more	17%	57%	7%	19%	145
High school or less	31%	27%	4%	38%	73
Some college	26%	36%	4%	35%	119
College graduate	17%	49%	6%	27%	164
Post-graduate	13%	58%	11%	19%	171
Inside 128	17%	57%	5%	21%	140
128 to 495	17%	51%	9%	24%	164
Central MA	23%	30%	8%	39%	99
Western MA	23%	37%	6%	33%	68
Southern MA/Cape/Islands	23%	41%	4%	31%	58

**Seriousness of illegal immigration problem**

	<u>Very Serious</u>	<u>Somewhat Serious</u>	<u>Not Very Serious</u>	<u>Not Serious At All</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>MA 2012 LIKELY VOTERS</b>	<b>44%</b>	<b>34%</b>	<b>14%</b>	<b>6%</b>	<b>2%</b>	<b>543</b>
Registered Democrat	28%	37%	25%	8%	2%	195
Registered Unaffiliated	51%	32%	10%	5%	3%	276
Registered Republican	65%	30%	2%	3%	0%	67
Democrat	27%	41%	21%	8%	3%	284
Independent	50%	33%	10%	5%	2%	100
Republican	73%	21%	5%	1%	0%	143
Liberal Democrat	23%	41%	25%	9%	2%	133
Mod/Conserv Democrat	31%	41%	18%	6%	3%	151
Independent	50%	33%	10%	5%	2%	100
Republican	73%	21%	5%	1%	0%	143
Liberal	26%	40%	23%	9%	2%	152
Moderate	41%	38%	16%	4%	1%	245
Conservative	73%	24%	0%	2%	2%	116
Vote mostly Democrat	23%	41%	24%	9%	3%	252
Swing voter	57%	31%	7%	3%	1%	196
Vote mostly Republican	76%	20%	4%	0%	0%	90
White	47%	34%	13%	5%	1%	474
Minority	26%	29%	26%	11%	8%	53
18 to 34	31%	37%	22%	10%	0%	64
35 to 49	40%	32%	13%	9%	6%	123
50 to 64	44%	37%	13%	5%	1%	206
65 and over	57%	28%	12%	2%	1%	130
Male	46%	25%	19%	8%	2%	263
Female	43%	42%	10%	3%	2%	280
Upper class	25%	25%	41%	9%	0%	28
Middle class	43%	38%	14%	5%	1%	298
Working class	52%	30%	9%	7%	2%	169
Poor	40%	27%	25%	0%	7%	29
Less than \$30K	62%	23%	8%	7%	0%	55
\$30K to \$60K	49%	29%	14%	5%	4%	77
\$60K to \$75K	45%	30%	9%	17%	0%	48
\$75K to \$100K	35%	46%	16%	3%	0%	59
\$100K or more	36%	38%	19%	7%	0%	146
High school or less	68%	20%	5%	6%	1%	78
Some college	58%	30%	8%	2%	3%	123
College graduate	45%	33%	15%	4%	3%	165
Post-graduate	25%	43%	22%	10%	1%	175
Inside 128	36%	38%	14%	10%	2%	144
128 to 495	43%	32%	21%	3%	1%	172
Central MA	48%	35%	10%	3%	4%	99
Western MA	50%	34%	8%	7%	2%	69
Southern MA/Cape/Islands	57%	28%	10%	3%	1%	58

**Should local police cooperate with federal officials in deporting illegal immigrants?**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Yes</u> 64%</b>	<b><u>No</u> 25%</b>	<b><u>Don't Know</u> 11%</b>	<b><u>(N=)</u> 532</b>
Registered Democrat	45%	39%	15%	192
Registered Unaffiliated	70%	20%	10%	271
Registered Republican	89%	6%	5%	65
Democrat	45%	38%	16%	278
Independent	75%	17%	8%	100
Republican	92%	5%	3%	140
Liberal Democrat	34%	49%	17%	131
Mod/Conserv Democrat	55%	29%	16%	146
Independent	75%	17%	8%	100
Republican	92%	5%	3%	140
Liberal	39%	46%	15%	150
Moderate	67%	21%	12%	238
Conservative	91%	5%	4%	115
Vote mostly Democrat	41%	42%	17%	248
Swing voter	81%	12%	7%	192
Vote mostly Republican	92%	5%	3%	89
White	66%	23%	11%	464
Minority	40%	45%	15%	53
18 to 34	64%	25%	11%	63
35 to 49	64%	22%	14%	121
50 to 64	64%	29%	7%	202
65 and over	64%	22%	14%	128
Male	69%	22%	9%	260
Female	59%	27%	14%	272
Upper class	59%	35%	5%	28
Middle class	66%	22%	12%	291
Working class	67%	23%	10%	167
Poor	40%	47%	14%	29
Less than \$30K	60%	33%	6%	54
\$30K to \$60K	71%	23%	6%	76
\$60K to \$75K	58%	38%	4%	48
\$75K to \$100K	66%	18%	17%	58
\$100K or more	66%	26%	9%	143
High school or less	72%	13%	15%	77
Some college	74%	17%	8%	120
College graduate	65%	25%	11%	163
Post-graduate	52%	36%	13%	171
Inside 128	57%	27%	16%	140
128 to 495	61%	28%	10%	169
Central MA	66%	21%	13%	99
Western MA	71%	24%	5%	68
Southern MA/Cape/Islands	77%	17%	5%	56



**Should state funds be used to help balance the MBTA budget?**

<b>MA 2012 LIKELY VOTERS</b>	<b><u>Yes</u> 40%</b>	<b><u>No</u> 34%</b>	<b><u>Don't Know/ No Opinion</u> 26%</b>	<b><u>(N)</u> 540</b>
Registered Democrat	52%	20%	28%	193
Registered Unaffiliated	36%	40%	24%	275
Registered Republican	24%	49%	27%	67
Democrat	52%	22%	26%	281
Independent	32%	43%	25%	100
Republican	24%	50%	26%	143
Liberal Democrat	59%	15%	26%	132
Mod/Conserv Democrat	45%	29%	26%	149
Independent	32%	43%	25%	100
Republican	24%	50%	26%	143
Liberal	56%	19%	25%	151
Moderate	39%	37%	24%	243
Conservative	23%	48%	29%	116
Vote mostly Democrat	52%	23%	25%	250
Swing voter	34%	40%	26%	196
Vote mostly Republican	21%	52%	26%	90
White	39%	33%	28%	472
Minority	52%	35%	13%	53
18 to 34	45%	31%	24%	64
35 to 49	43%	36%	21%	123
50 to 64	37%	39%	24%	206
65 and over	41%	28%	32%	128
Male	41%	41%	18%	262
Female	40%	28%	33%	278
Upper class	56%	24%	20%	28
Middle class	39%	37%	24%	297
Working class	41%	31%	28%	168
Poor	41%	27%	31%	29
Less than \$30K	39%	30%	31%	55
\$30K to \$60K	36%	35%	29%	76
\$60K to \$75K	41%	46%	13%	48
\$75K to \$100K	41%	33%	26%	59
\$100K or more	46%	39%	15%	146
High school or less	34%	41%	26%	77
Some college	37%	30%	32%	123
College graduate	39%	37%	24%	165
Post-graduate	47%	30%	23%	174
Inside 128	52%	28%	20%	144
128 to 495	43%	31%	27%	172
Central MA	32%	38%	30%	97
Western MA	28%	41%	31%	69
Southern MA/Cape/Islands	31%	43%	26%	58