

BOSTON GLOBE POLL #35
MA 2012 SENATE ELECTION

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Conducted by the University of New Hampshire Survey Center
October, 2012

Executive Summary

I. Presidential Election

While the presidential race in Massachusetts will not be close, it has and will continue to get attention as Romney is a former governor.

Overall, there is only modest interest in the 2012 general election – 50% say they are extremely interested in the election, 39% are very interested, and 10% are somewhat or not very interested.

Obama continues to have high favorability ratings, although they have dipped in the past month – 58% have a favorable opinion of Obama, 36% have an unfavorable opinion of him and 5% are neutral or don't know. His net favorability rating is +22%, down from +31% in September.

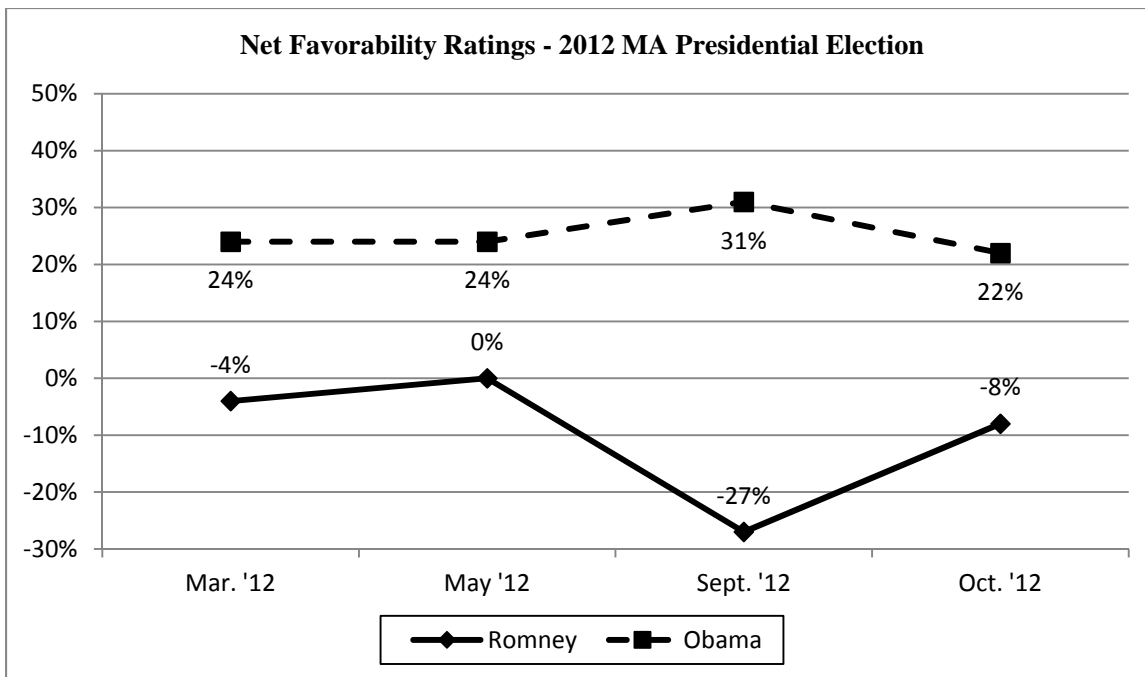
- a. Democrats, minorities, and people living inside 128 give Obama his highest favorability ratings.
- b. Republicans are most likely to have an unfavorable opinion of Obama.

Mitt Romney's favorability ratings have improved since September - he is now viewed favorably by only 44% of MA voters, 52% have an unfavorable opinion of him, and 4% are neutral or don't know.

- a. Romney's net favorability rating, the percentage of those having a favorable opinion of him minus those that have an unfavorable opinion, is -8%, up from -27% among likely voters in September.
- b. Republicans are most likely to have favorable opinions of Romney.
- c. Democrats, minorities, younger voters, and voters living inside 128 give Romney his lowest favorability ratings.
- d. Importantly, Romney now has a higher net favorability rating than Obama among Independents -- +24% to +5%.

Presidential Candidate Favorability Ratings

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Obama (Oct. '12) - LV	58%	5%	36%	1%	+22%	(583)
Obama (Sept. '12) - LV	63%	4%	32%	1%	+31%	(502)
Obama (May '12) - LV	58%	7%	34%	1%	+24%	(649)
Obama (Mar. '12) - LV	59%	4%	35%	2%	+24%	(542)
Obama (Aug. '11)	54%	4%	39%	3%	+15%	(493)
Obama (Sept. '10)	56%	6%	37%	1%	+19%	(520)
Obama (June '10)	54%	4%	41%	1%	+13%	(557)
Romney (Oct. '12) - LV	44%	2%	52%	2%	-8%	(581)
Romney (Sept. '12) - LV	33%	5%	60%	2%	-27%	(502)
Romney (May '12) - LV	45%	8%	45%	2%	0%	(650)
Romney (Mar. '12) - LV	42%	8%	47%	3%	-4%	(542)
Romney (October '06)	34%	10%	54%	2%	-20%	(581)
Romney (September '06)	40%	10%	48%	2%	-8%	(521)
Romney (March '06)	49%	8%	41%	1%	+8%	(510)
Romney (August '05)	50%	8%	41%	2%	+9%	(402)
Romney (March '05)	53%	7%	38%	2%	+15%	(434)



In a matchup between Romney and Obama, 52% of likely voters say they will vote for Obama, 38% for Romney, 1% for some other candidate, and 9% are undecided.

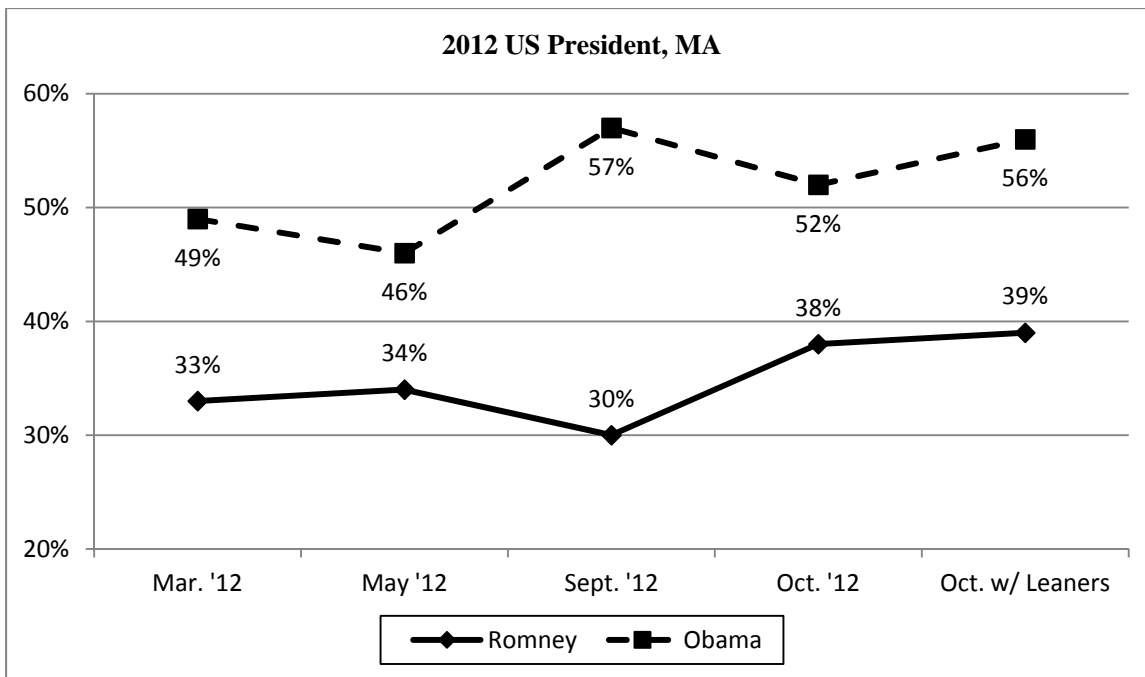
- a. One month ago, 57% of MA voters said they would vote for Obama, 30% for Romney, 2% preferred some other candidate, and 11% were undecided.

When undecided voters are asked which candidate they prefer, 56% say they will vote for Obama, 39% for Romney, 1% prefer some other candidate and 4% are still undecided.

- a. Republicans and voters living in the suburbs between 128 and 495 are most likely to vote for Romney.
- b. Democrats, minorities and voters living inside 128 and in Western MA are most likely to vote for Obama.

Eighty-four percent of likely voters say they have definitely decided who they will vote for in the Presidential election, 7% are leaning to a candidate, and 9% are still trying to decide.

- a. Among those who have definitely decided, 57% say they will vote for Obama and 42% will vote for Brown

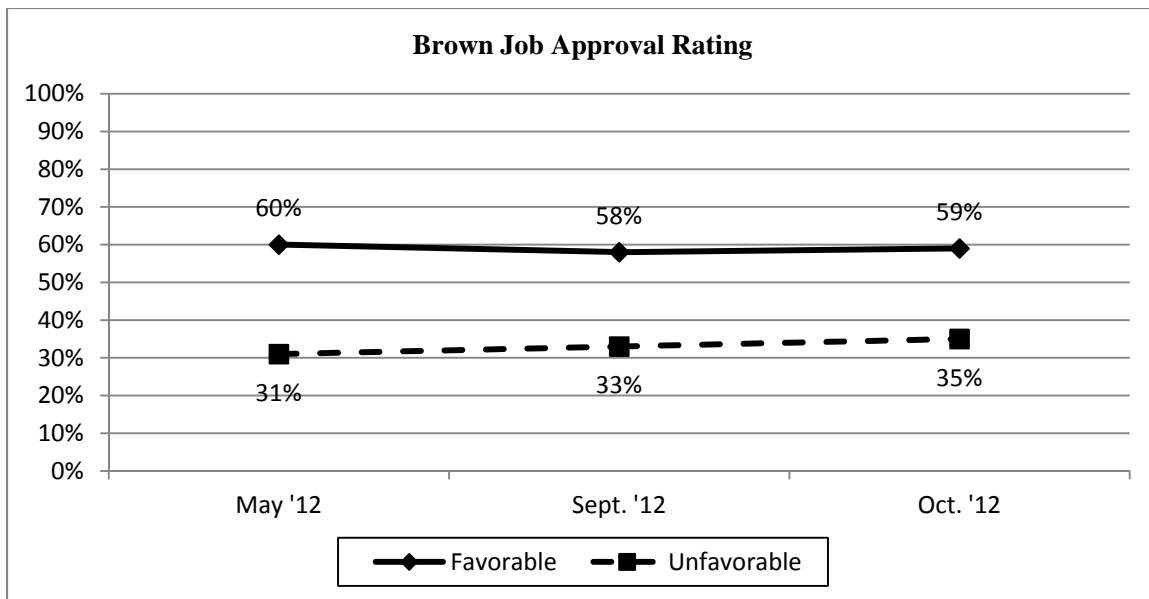


II. MA Senate Election

- The Scott Brown - Elizabeth Warren race continues to be one of the closest watched in the country and candidates and outside groups are dumping millions into the race.
- Both Brown and Warren are popular candidates
- Brown has high job approval ratings, well over the 46% typically seemed as needed for re-election.
- Brown is remarkably popular for a Republican and Warren is also well liked despite the negativity of the race.
- Warren will have to have high Democratic turnout to win the race.

Despite the high volume of negative advertising, Scott Brown still has a high job approval rating, 59% of likely voters say they approve of the job Brown is doing as Senator, 35% disapprove, and 6% are neutral.

- a. These results are essentially unchanged from May.
- b. His highest approval ratings come from Republicans, young voters (18-34) and voters between Rt. 128 and I-495.
- c. Brown's lowest approval ratings come from Democrats and minorities, although 32% of Democrats and 45% of minorities approve of the job he is doing as Senator.
- d. Among Independents, 73% approve of the job he is doing as Senator and 17% disapprove.
- e. Among unenrolled voters, 68% approve of the job he is doing as Senator and 25% disapprove.



Favorability Ratings

Brown also enjoys high favorability ratings for a Republican in MA, 54% of likely voters have a favorable opinion of Brown, 37% have an unfavorable opinion of him, 4% are neutral and 4% don't know enough about him to say. Brown's net favorability rating is +17%, down slightly from +20% in September. That his net favorability rating has not dropped much indicates that negative ads being run against him have not been very effective.

- a. Republicans and voters between Rt. 128 and I-495 are most likely to have favorable opinions of Brown.
- b. Democrats give Brown his lowest favorability ratings.
- c. Minorities are split in their views of Brown – 43% have a favorable opinion of him and 38% have an unfavorable opinion.
- d. Independents (+57%) and unenrolled voters (+40%) have very high net favorability ratings of Brown.

Warren's favorable and unfavorable ratings have dipped slightly in the last months – 49% have a favorable opinion of Warren, 42% have an unfavorable opinion, 4% are neutral and 5% don't know enough about her to say. Warren's net favorability rating is +7%, down from +17% in September. That Warren's net favorable have decreased is evidence that Brown's campaign is succeeding in characterizing her.

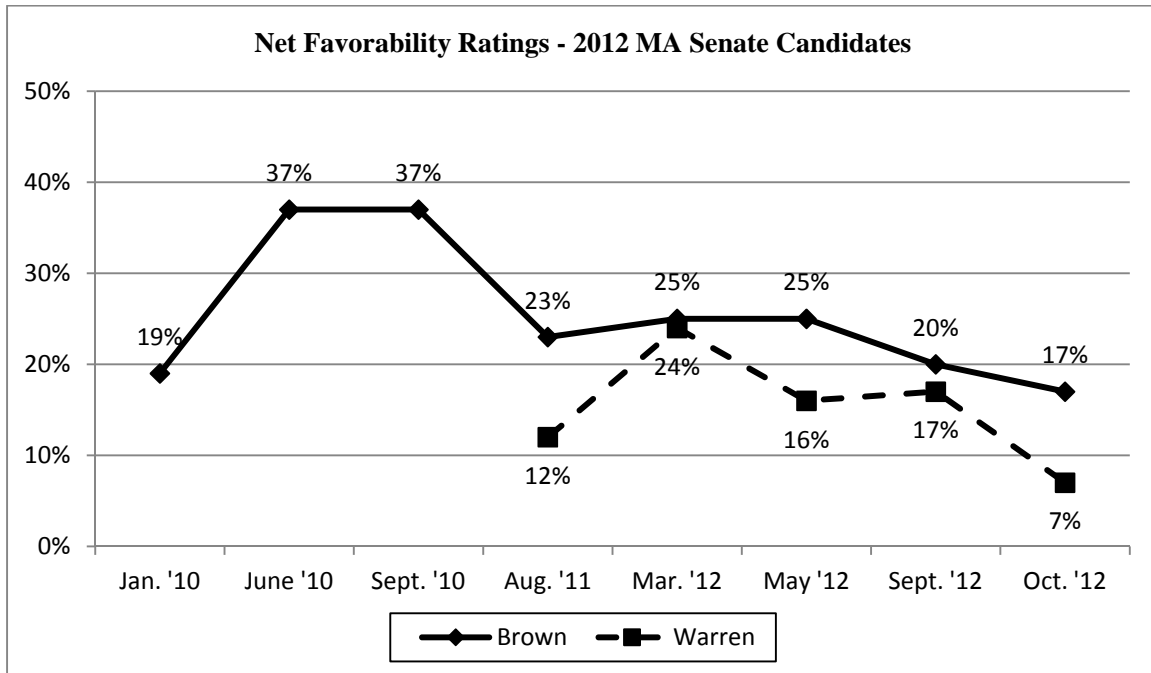
- a. Democrats, minorities, and voters inside 128 and in Western MA give Warren her highest favorability ratings.
- b. Republicans are most likely to have an unfavorable opinion of Warren.
- c. Independents (-23%) and unenrolled voters (-16%) give Warren low favorability ratings. She will have to count on support from Democrats to win the race.

Favorability Ratings

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Brown (Oct. '12) – LV	54%	4%	37%	4%	+17%	(583)
Brown (Sept. '12) – LV	53%	9%	33%	5%	+20%	(502)
Brown (May '12) – LV	55%	9%	30%	5%	+25%	(648)
Brown (Mar. '12) – LV	54%	10%	29%	7%	+25%	(542)
Brown (Aug. '11)	49%	8%	26%	17%	+23%	(493)
Brown (Sept. '10)	58%	10%	21%	11%	+37%	(518)
Brown (June '10)	55%	13%	18%	14%	+37%	(558)
Brown (Jan. '10) **	44%	7%	25%	23%	+19%	(551)

Warren (Oct. '12) – LV	49%	4%	42%	5%	+7%	(583)
Warren (Sept. '12) – LV	53%	5%	36%	6%	+17%	(502)
Warren (May '12) – LV	48%	7%	32%	12%	+16%	(651)
Warren (Mar. '12) – LV	47%	6%	23%	25%	+24%	(542)
Warren (Aug '11)	23%	4%	12%	60%	+12%	(493)

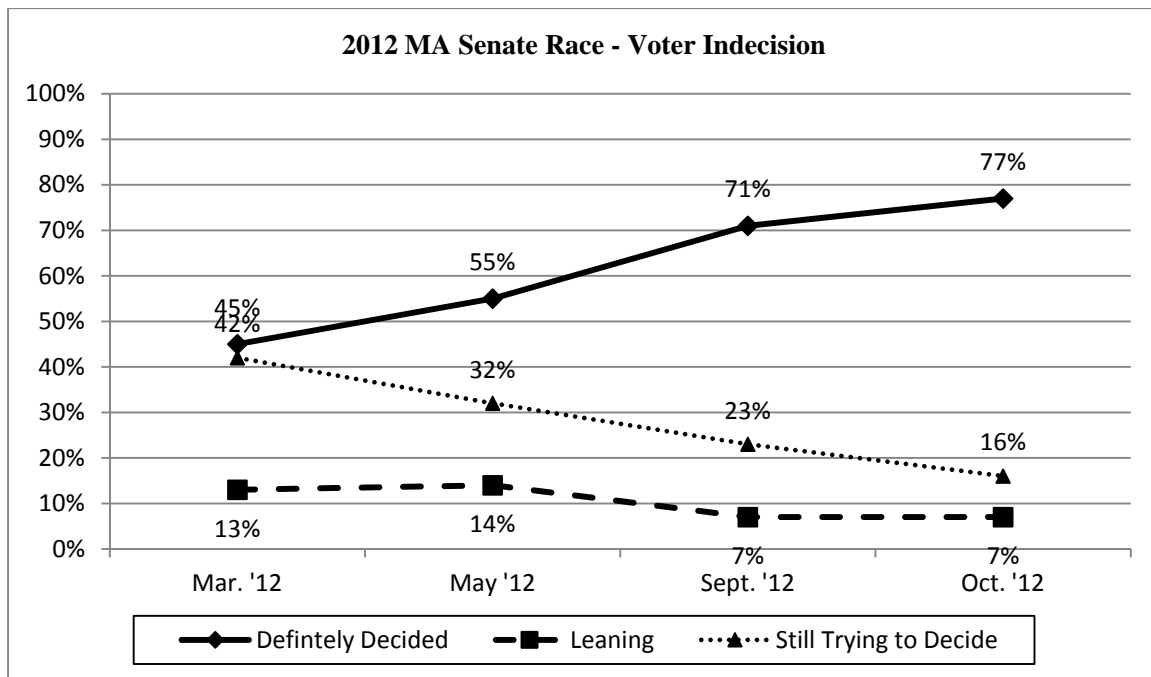
** Likely 2010 Special Senate Election Voters



Voter Indecision

Looking to the November election, three-quarters of likely voters say they have made up their minds who they will vote for – 77% say they have definitely decided who they will vote for, 7% are leaning toward a candidate, and 16% are still trying to decide.

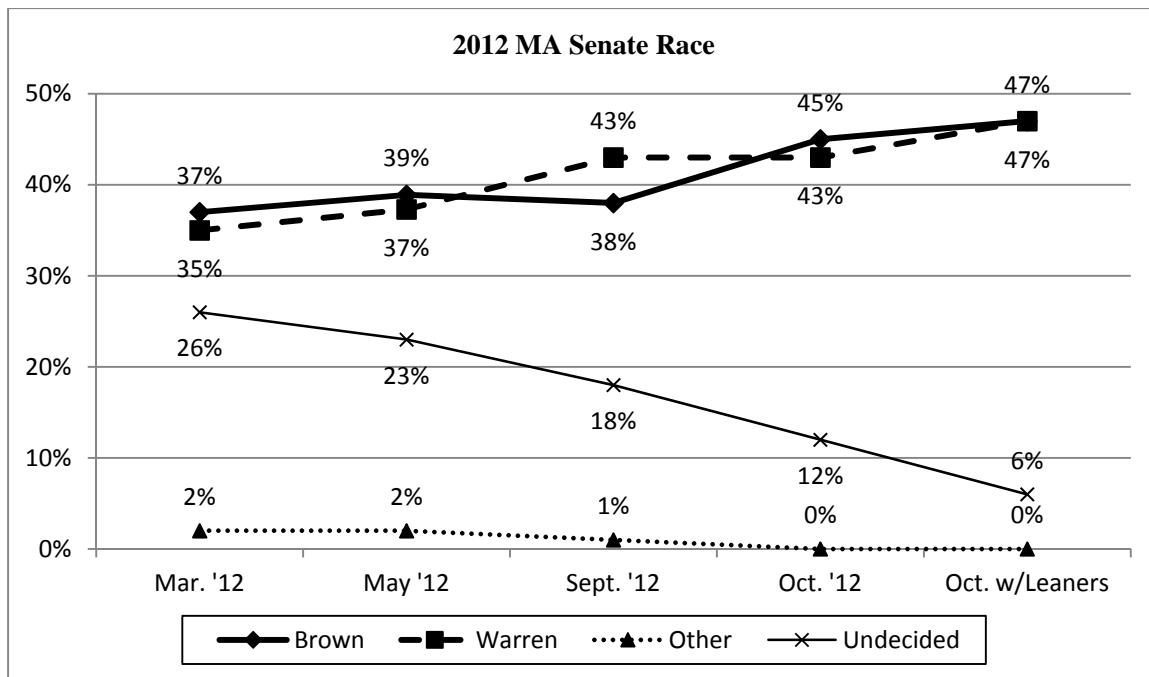
- a. In September, 71% of likely voters said they had definitely decided who they were going to vote for, 7% were leaning towards someone, and 23% were still trying to decide.



Senate Trial Heat

Among likely voters, 45% of likely voters say they will vote for Brown, 43% for Warren, and 12% are undecided. When undecided voters are probed for which candidate they lean toward, 47% say they will vote for Brown, 47% for Warren, and 6% remain undecided.

- a. Brown has regained the lead after trailing 43% to 38% in September.
- b. Support generally breaks down along party lines – Democrats (82%) are most likely to support Warren while Republicans (96%) are most likely to support Brown.
- c. Independents break for Brown by a larger margin than in September – 62% to 23% compared to 45% to 23%. In May, Independents preferred Brown 48% to 25%. Unenrolled voters are breaking to Brown by 58% to 34%. Brown has to win a large percentage of independents, as well as many Democrats (he is currently getting 13% of Democrats and 15% of Registered Democrats), to make up for the natural Democratic advantage that Warren has. Warren needs to pull wavering Democrats back to her.
- d. There is a small gender gap, but it favors Brown. Warren leads among women by 7 percentage points (49% to 42%, down from 48% to 36% in September), but Brown leads among men by 8 percentage points (52% to 44%, up from 41% to 38% in September).
- e. Among voters who have definitely decided who they are going to vote for, Warren holds a 50% to 44% lead. Less decided voters are favoring Brown.
- f. Warren continues to face considerable drop-off from the top of the ticket, 14% of Obama voters say they will vote for Brown while only 5% of Romney voters say they will vote for Warren. Among voters who are undecided about the top of the ticket, 51% say they will vote for Brown while only 12% say they will vote for Warren.



Voters are split as to who they think will win in November –38% think Brown will win reelection, 40% think Warren will win, 1% think some other candidate will win, and 21% are unsure.

- The percentage thinking Brown will win is down since May when 52% thought Brown would win and 27% believed Warren would win.
- 71% of Republicans, 46% of Independents, and 17% of Democrats think Brown will win.
- 63% of Democrats, 25% of Independents, and 12% of Republicans think Warren will win.
- 71% of Brown supporters and 9% of Warren supporters think Brown will win while 71% of Warren supporters and 10% of Brown supporters think Warren will win.

Senate Control

Three-quarters of likely voters say that control of the Senate is important to their vote for Senator – 49% say this is very important to their vote and 27% say it is somewhat important, while 12% say it is only somewhat important, 11% say it is not important at all and 1% are unsure.

- This is a much more important issue for Warren voters than for Brown voters – 86% of Warren voters say that control of the Senate is important to their vote (64% “very important” and 22% “somewhat important”) while only 66% of Brown supporters say this is important (39% “very important” and 27% “somewhat important”).

Candidate Characteristics

	Brown				Warren			
	March	May	Sept.	Oct.	March	May	Sept.	Oct.
Strongest leader	43%		47%	53%	31%		37%	34%
Most likeable	57%	52%	58%	58%	23%	26%	27%	28%
Best able to work with opposite party	49%		58%	57%	27%		27%	27%
Understands people like me	40%		47%	44%	39%		42%	44%
Best help working people	44%		44%	43%	35%		51%	48%
Make sure Medicare is available			27%	33%			56%	51%
Work for or run a business you own			44%	51%			37%	34%

Overall, there have been no significant changes in how candidates are viewed on the following characteristics.

Scott Brown is currently seen as the stronger leader compared to Elizabeth Warren – 53% of likely voters said Brown was the strongest leader, 34% favored Warren, 5% said there was no difference between the two, 1% said neither were strong leaders, and 7% were unsure.

- a. Brown has consistently been seen as the strongest leader. In September, 47% said Brown was the strongest leader compared to 37% for Warren.

Brown continues to be seen as the most likable candidate – 58% say Brown is most likable and 28% say Warren is, 8% say they are equal, 1% think neither is, and 4% don't know.

- a. This measure is unchanged from September.
- a. Brown's "likeability" has among Democrats – 36% now see him as most likeable (48% think Warren is), down from 43% in May.
- b. Independents think Brown is more likeable by 65% to 15%.
- c. Women think Brown is more likeable by 57% to 29%.

Brown also continues to be seen as the candidate best able to work with the opposite party – 57% say Brown is best able to work with the opposite party, 27% say Warren is, 9% say they are equal, 3% think neither is, and 5% don't know.

- a. This measure is also stable since last month.

Likely voters are split on who they see as the more empathetic of the two candidates – 44% said Warren better understands people like themselves, 44% said Brown.

- a. In September, voters gave Warren a narrow edge with 47% naming Warren and 44% naming Brown.

Warren continues to be seen as the candidate who can best help working people – 48% believe Warren can best help working people, 43% think Brown can, 4% say they are equal, 1% say neither do, and 4% don't know.

- a. In September, 51% believed Warren could best help working people and 37% named Brown.

Turning to specific issues, Warren is seen as the candidate who will make sure Medicare is available for seniors – 51% name Warren, 33% name Brown, 4% say they are equal, 2% say neither or someone else, and 9% don't know.

- a. In September, 56% named Warren and 27% said Brown was the candidate who would make sure Medicare was available for seniors.

Brown is seen as the candidate voters would want to work for or to run a business they own – 51% name Brown on this measure, 34% name Warren, 3% say they are equal, 5% don't prefer either, and 7% don't know.

- a. In September, 44% named Brown and 37% named Warren.

On a related issue, Brown is not seen as being heavily influenced by the Republican Party – only 21% think he is heavily influenced by the GOP, 38% think he is sometimes influenced, 34% think he votes independently, and 6% don't know.

- a. Only 34% of Democrats think Brown is heavily influenced by the GOP.

Voters think both candidates have told them enough about where they stand on the issues – 65% think Brown has told them enough and 72% think Warren has told them enough.

- a. In September, 58% thought Brown had told them enough and 63% think Warren had told them enough.
- b. For both candidates, voters in the opposite party are most likely to say the candidate has not told them enough about where they stand on the issues – 42% of Democrats think Brown has not told them enough and 39% of Republicans think Warren has not told them enough.

Warren & Native American Issue

The news reports about Warren's Native American identification continues to not have an impact on most likely voters – 74% say the news reports will have no impact on their vote (71% in September), but 20 percent say they will make them less likely to vote for Warren (24% in September), 5% say they are more likely to vote for Warren (4% in September), while 2% don't know or have not heard enough about the issues to say.

- a. This issue is losing relevance as the election nears.
- b. Only 22% of Independents (down from 36% in September) and 4% of Obama supporters (10% in September) say they are less likely to vote for Warren because of news stories about her Native American identification.

Warren & Corporate Legal Work Issue

Stories and political advertisements about Warren's legal work for various corporations are having a somewhat stronger impact on the race – 59% say the stories have no impact on their vote, but 32% say the stories make them less likely to vote for her, and 7% say they are more likely to vote for Warren, and 2% don't know or have not heard enough about the issues to say.

- a. 41% of Independents and 11% of Obama supporters say they are less likely to vote for Warren because of news stories about her corporate legal work.

Brown & Women

Brown is seen by most voters as supporting issues that are important to MA women – 55% say he supports issues that are important to women (37% say he strongly and 18% think he supports them somewhat), 19% think he opposes them somewhat, 15% think he strongly opposes them and 11% don't know.

- a. There has been no change on this measure since September when 57% said Brown strongly or somewhat supports important issues to women and 39% said he opposed such issues.
- b. Half of women (50%) think he supports issues important to women.
- c. Only 22% of Warren supporters think Brown supports women's issues.

Debate

Most voters have now watched at least one of the televised debates between Brown and Warren – 38% have watched both debates, 22% have watched one, and 39% have not watched either. However, voters are split on who has been more effective in the debates. Currently, 31% say Brown has been the more effective of the two, 30% say Warren, 6% say they were equally effective, 3% thought neither was, and 31% don't know.

- a. Not surprisingly, Republicans (59%) and Brown supporters (57%) thought he was the more effective candidate in the debates while Democrats (48%) and Warren supporters (58%) thought she was. Independents are more likely to give Brown the edge, with 35% saying Brown and 21% for Warren.

III. Ballot Issues

The two ballot issues polled seem likely to pass this November. However, support for Ballot Issue #2, which would make physician assisted suicide in cases of terminal illness legal in the state, has declined in the last month receives broad support – 47% say they will vote Yes on the issue, 37% will vote No, and 16% are undecided.

- a. In September, 68% said they would vote Yes on the issue, 20% would vote No, and 12% were undecided.
- b. Support for the measure has declined significantly across all partisan groups – 53% of Democrats support the issue (down from 74%), while only 44% of Independents (down from 61%), and 41% of Republicans (down from 60%) are planning to vote Yes.

Support for Ballot Issue #3, which would eliminate state and civil penalties for the medicinal use of marijuana, remains strong – 63% of likely voters say they will vote Yes, 28% will vote No, and 9% are undecided.

- d. This measure still receives majority bipartisan support, with majorities of Democrats (73%), Independents (54%), and Republicans (51%) planning to vote Yes.

V. Other Political Figures

Turning to other public figures in MA, Senator John Kerry remains popular in the state – 56% of likely 2012 voters have a favorable opinion of Kerry, 31% have an unfavorable opinion of him, and 13% are neutral or don't know enough about him to say. Kerry's net favorability stands at +25%. In September, Kerry's net favorability was at +20%.

Attorney General Martha Coakley also remains a popular figure in MA – 49% currently have a favorable opinion of her, 27% have an unfavorable opinion of her, and 24% are neutral or don't know enough about her to say. Coakley's net favorability is at a high +22%. This is down slightly from September, where her net favorability stood at +28%

Lieutenant Governor Tim Murray receives mixed ratings – 27% have a favorable opinion of Murray, 22% unfavorable, 11% are neutral, and 40% don't know enough about him to say. Murray net favorability stands at +5%, up slightly from -3% in September.

Potential gubernatorial candidate Charlie Baker has positive favorability ratings currently – 19% have a favorable opinion of him, 15% have an unfavorable opinion of him, 10% are neutral, and 56% don't know enough about him to say. Baker's net favorability is at +4%, down slightly from +8% in September.

State Treasurer Steve Grossman also receives positive favorability ratings. Currently, 20% of likely voters in MA have a favorable opinion of him, 9% have an unfavorable opinion of him, 15% are neutral, and 56% don't know enough about him to say. Grossman's net favorability stands at +11%. In September, Grossman had a net favorability of +15% among likely voters.

Favorability Ratings

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Baker (Oct. '12) – LV	19%	10%	15%	56%	+4%	(582)
Baker (Sept. '12) – LV	22%	15%	14%	49%	+8%	(502)
Baker (Mar. '12) – LV	18%	10%	16%	56%	+2%	(540)
Baker (Oct. '10) - LV	38%	8%	40%	14%	-2%	(519)
Baker (Sept. '10)	31%	14%	25%	30%	+6%	(520)
Baker (June '10)	20%	16%	20%	45%	0%	(558)
Baker (Jan. '10) **	19%	6%	13%	62%	+6%	(551)
Baker (July '09)	16%	6%	14%	63%	+2%	(545)
Coakley (Oct. '12) -- LV	49%	8%	27%	16%	+22%	(581)
Coakley (Sept. '12) -- LV	54%	11%	26%	10%	+28%	(500)
Coakley (Mar. '12) -- LV	62%	6%	23%	9%	+39%	(541)
Coakley (Jan. '10) **	61%	6%	26%	8%	+35%	(553)
Coakley (July '09)	56%	7%	15%	21%	+41%	(545)
Coakley (Dec. '08)	58%	4%	12%	25%	+46%	(501)
Coakley (Sept. '07)	56%	10%	14%	21%	+42%	(501)
Coakley (April '07)	62%	10%	10%	18%	+52%	(498)
Grossman (Oct. '12) – LV	20%	15%	9%	56%	+11%	(580)
Grossman (Sept. '12) – LV	22%	18%	7%	53%	+15%	(499)
Grossman (Mar. '12) – LV	30%	10%	6%	53%	+24%	(542)
Kerry (Oct. '12) -- LV	56%	8%	31%	5%	+25%	(583)
Kerry (Sept. '12) -- LV	53%	10%	33%	4%	+20%	(502)
Kerry (Mar. '12) -- LV	54%	5%	37%	4%	+17%	(543)

Kerry (Aug. '11)	52%	9%	34%	5%	+18%	(494)
Kerry (Sept. '10)	48%	10%	38%	5%	+10%	(520)
Kerry (June '10)	52%	5%	37%	6%	+15%	(558)
Kerry (July '09)	46%	7%	44%	3%	+2%	(543)
Tim Murray (Oct. '12) LV	27%	11%	22%	40%	+5%	(583)
Tim Murray (Sept. '12) LV	25%	13%	28%	34%	-3%	(502)
Tim Murray (Mar. '12) LV	29%	8%	30%	33%	-1%	(542)
Tim Murray (Sept. '07)	31%	20%	10%	39%	+21%	(500)
Tim Murray (April '07)	41%	18%	6%	35%	+35%	(494)

** Likely 2010 Special Senate Election Voters

The Boston Globe Poll #35

MA 2012 Senate Election

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

Technical Report

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

Field Period: October 24 to October 28, 2012

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

Median Completion Time: 10 minutes

Sample Size: 583 randomly selected likely November 2012 voters.

Sampling Error: +/- 4.1%. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Response Rate (AAPOR #4): 22%

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 #35
Conducted by the UNH Survey Center
October, 2012

INTRO

"Good afternoon / evening. My name is _____ and I'm calling for the University of New Hampshire Survey Center. We're conducting a very short, confidential survey of voters in Massachusetts about issues and politics in the state and we'd really appreciate your help and cooperation."

IF ASKED: "The survey will about 10 minutes."

IF ASKED: "This poll is being conducted for the Boston Globe and will be in the paper on Tuesday, October 30th."

- 1 CONTINUE
- 2 NO REG VOTERS – VOLUNTEERED → SKIPTO TOWN

- 99 REFUSED

CELL1

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

- 1 CELL PHONE → SKIPTO CELL2
- 2 LAND LINE → SKIPTO BIR1

- 99 REFUSED → TERMINATE

CELL2

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

- 1 IF YES: "Can I call back at a later time?" MAKE APPOINTMENT
- 2 NO → SKIPTO AGE18

- 99 NA / REFUSED → TERMINATE

AGE18

"And are you 18 years old or older?"

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

- * 99 REFUSAL → "Thank you very much, we are only interviewing adults 18 years old or older."

CELLREG

"Are you currently registered to vote in Massachusetts?"

- 1 YES → SKIP TO SEX
- 2 NO → SKIPTO TOWN

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

BIR1

"In order to determine who to interview, could you tell me, of the REGISTERED VOTERS who currently live in your household -- including yourself -- who had the most recent birthday? I don't mean who is the youngest, but rather, who had the most recent birthday?"

- 1 INFORMANT → SKIP TO SEX
- 2 SOMEONE ELSE (SPECIFY): _____ → SKIP TO INT2
- 3 DON'T KNOW ALL BIRTHDAYS, ONLY SOME → CONTINUE WITH BIR2
- 4 DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN → SKIP TO SEX
- 5 NO REGISTERED VOTERS → SKIPTO TOWN

- 99 REFUSED -- ENTER NON-RESPONSE INFORMATION

BIR2

"Of the ones that you do know, who had the most recent birthday?"

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

- 99 REFUSED

INT2

ASK TO SPEAK TO THAT PERSON

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

- 1 YES SKIP TO SEX
- 2 APPOINTMENT
- 99 REFUSAL TERMINATE

SEX

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

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

"This survey will take about ten minutes to complete."

RECORD SEX OF RESPONDENT

- 1 MALE
- 2 FEMALE
- * 99 NA

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) → SKIPTO TOWN
- * 99 NA / REFUSED → SKIPTO TOWN

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

- * 99 NA/REFUSED → SKIPTO TOWN

FAV

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

FAV1 “Senator Scott Brown.”

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

- 1 FAVORABLE
- 2 NEITHER FAVORABLE OR UNFAVORABLE - VOLUNTEERED
- 3 UNFAVORABLE

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

FAV2 “Democratic Senate candidate Elizabeth Warren.”

FAV3 “President Barack Obama.”

FAV4 “Former Massachusetts Governor Mitt Romney.”

FAV5 “Businessman Charlie Baker.”

FAV6 “Attorney General Martha Coakley.”

FAV7 “State Treasurer Steve Grossman.”

FAV8 “Senator John Kerry.”

FAV9 “Lieutenant Governor Tim Murray.”

BRNAPP

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

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

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

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

- 1 STRONGLY APPROVE
- 2 APPROVE SOMEWHAT
- 3 LEAN TOWARD APPROVING

- 4 NEITHER, NOT SURE, DK

- 5 LEAN TOWARD DISAPPROVING
- 6 DISAPPROVE SOMEWHAT
- 7 STRONGLY DISAPPROVE

- * 99 NA / REFUSED

PRES1

"Let's turn to the election for President in November. Have you definitely decided who you will vote for in the election for President ... are you leaning toward someone ... or have you considered the candidates but are still trying to decide?"

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

- * 99 NA / REFUSED

PRES2

"Thinking about the presidential election in November, will you vote for Republicans Mitt Romney and Paul Ryan ... Democrats Barack Obama and Joe Biden ... or someone else?"

ROTATE CANDIDATES

- 1 ROMNEY & RYAN
- 2 OBAMA & BIDEN
- 3 OTHER - SPECIFY
- 4 WILL NOT VOTE → SKIPTO SEN1

- 98 DK / UNSURE / UNDECIDED → SKIPTO PRESLN
- * 99 NA/REFUSED → SKIPTO SEN1

PRES3

"Are you firm in your choice or could you change your mind?"

- 1 FIRM CHOICE
- 2 COULD CHANGE MIND

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

SKIPTO SEN1

PRESLN

"Would you say you are leaning towards Republicans Mitt Romney and Paul Ryan or Democrats Barack Obama and Joe Biden?"

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

- 98 DK / UNSURE / 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 ... or some other candidate?”

ROTATE CANDIDATES

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

- 98 DK / NOT SURE / UNDECIDED → SKIPTO SENLN
- * 99 NA / REFUSED

SEN3

“Are you firm in your choice or could you change your mind?”

- 1 FIRM CHOICE
- 2 COULD CHANGE MIND

- 98 DK / NOT SURE / UNDECIDED
- * 99 NA / REFUSED

SKIPTO SENWIN

SENLN

“Would you say you are leaning towards Scott Brown, the Republican or Elizabeth Warren, the Democrat?”

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

- 98 DK / UNSURE / UNDECIDED
- * 99 NA/REFUSED

SENWIN

“Regardless of which candidate you are planning to vote for, which candidate do you think is most likely to win the senate election this fall ... Scott Brown or Elizabeth Warren?”

ROTATE CANDIDATES

- 1 BROWN
- 2 WARREN
- 3 NEITHER - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

ISS2

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

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

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

- 98 DK / NOT SURE
- * 99 NA / REFUSED

ISS3

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

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

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

- 98 DK / NOT SURE
- * 99 NA / REFUSED

SENCONT

“Thinking about your vote for Senate, how important is which party controls the Senate to your decision about who you will vote for? Would you say party control of the Senate is very important in your decision who to vote for ... somewhat important ... not very important ... or not important at all?”

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 3 NOT IMPORTANT AT ALL

- 98 DK / NOT SURE
- * 99 NA / REFUSED

DEBATE1

“Have you watched either of the two debates on TV between Scott Brown and Elizabeth Warren?”

IF YES: “How many of the debates have you watched?”

- 0 0, HAVE WATCHED NO DEBATES
- 1 WATCHED ONE DEBATE
- 2 WATCHED BOTH DEBATES

- 98 DK / NOT SURE
- * 99 NA / REFUSED

DEBATE2

“Overall, which candidate do you think was most effective in the debates, Brown or Warren?”

ROTATE CANDIDATES

- 1 BROWN
- 2 WARREN
- 3 BOTH, EQUAL, THE SAME – VOLUNTEERED
- 4 NEITHER, BOTH WERE BAD - VOLUNTEERED

- 98 DK / NOT SURE
- * 99 NA / REFUSED

CCHAR

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

ROTATE CCHAR1 TO CCHAR7

CCHAR1

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

- 1 SCOTT BROWN
- 2 ELIZABETH WARREN
- 3 SOMEONE ELSE
- 4 BOTH THE SAME – NO DIFFERENCE

- 97 NONE / NEITHER
- 98 DK / NOT SURE
- 99 NA / REFUSED

CCHAR2

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

CCHAR3

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

CCHAR4

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

CCHAR5

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

CCHAR6

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

CCHAR7

"Which is most likely to make sure that the Medicare program is available for seniors?"

BRGOP

"Which of the following statements do you agree with about Scott Brown and the national Republican Party? Scott Brown's votes are heavily influenced by national Republicans ... national Republicans sometimes have some influence over how Scott Brown votes ... or Scott Brown votes independent of national Republicans."

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

- 98 DK / NOT SURE
- 99 NA / REFUSED

ROTATE ISSEXP1 & ISSEXP2

ISSEXP1

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

- 1 YES
- 2 NO

- 98 DK / NOT SURE
- 99 NA / REFUSED

ISSEXP2

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

- 1 YES
- 2 NO

- 98 DK / NOT SURE
- 99 NA / REFUSED

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
- 4 HAVE NOT HEARD ABOUT THIS - VOLUNTEERED

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

LTV

“Have news reports about Elizabeth Warren’s legal work for several major corporations 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
- 4 HAVE NOT HEARD ABOUT THIS - VOLUNTEERED

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

BRNWOM

“Do you think that Scott Brown supports or opposes issues that are important to women in Massachusetts?”
“Do you believe that strongly or just somewhat?”

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

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

TOWN

"Now, a few final questions . . ."

"First, in what town do you live?"

ENTER NUMBER OF TOWN FROM SHEET.

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

D1

"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

D2

"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

D3

"Are you of Hispanic or Spanish origin?"

- 1 YES
- 2 NO
- 98 DON'T KNOW
- * 99 REFUSED

D4

“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

D5

“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

D6

“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

D7

“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

D8

“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

Scott Brown Approval Rating - Overall

MA 2012 LIKELY VOTERS	<u>Approve</u> 59%	<u>Neutral</u> 6%	<u>Disapprove</u> 35%	<u>(N=)</u> 571
Registered Democrat	35%	8%	58%	219
Registered Unenrolled	68%	7%	25%	273
Registered Republican	95%	0%	5%	79
Democrat	32%	7%	61%	288
Independent	73%	10%	17%	108
Republican	94%	2%	3%	162
Brown supporter	98%	0%	2%	268
Warren supporter	20%	8%	72%	267
Other/Undecided	54%	34%	12%	36
Romney supporter	96%	2%	3%	225
Obama supporter	32%	9%	59%	313
Other/Undecided	60%	17%	23%	28
Extremely interested in election	55%	5%	40%	333
Very interested	64%	5%	31%	188
Somewhat/not very interested	64%	19%	17%	50
White	60%	5%	34%	501
Minority	45%	14%	41%	56
18 to 34	72%	4%	24%	60
35 to 49	61%	5%	34%	137
50 to 64	58%	6%	36%	201
65 and over	52%	8%	40%	156
Male	63%	3%	34%	275
Female	55%	9%	36%	296
Inside 128	54%	9%	37%	137
128 to 495	66%	5%	29%	162
Central MA	63%	3%	34%	105
Western MA	49%	6%	46%	69
Southern MA/Cape/Islands	56%	7%	37%	99

Favorability Rating – Scott Brown

MA 2012 LIKELY VOTERS	<u>Favorable</u> 54%	<u>Neutral</u> 4%	<u>Unfavorable</u> 37%	<u>DK</u> 4%	<u>(N)</u> 583
Registered Democrat	24%	6%	63%	7%	226
Registered Unenrolled	67%	3%	27%	2%	279
Registered Republican	93%	3%	1%	3%	79
Democrat	23%	6%	66%	6%	295
Independent	75%	2%	18%	6%	112
Republican	94%	3%	1%	2%	162
Brown supporter	96%	1%	1%	2%	272
Warren supporter	14%	5%	77%	4%	273
Other/Undecided	47%	15%	16%	22%	38
Romney supporter	92%	2%	4%	2%	226
Obama supporter	27%	6%	63%	5%	320
Other/Undecided	63%	7%	16%	14%	30
Extremely interested in election	53%	4%	41%	2%	339
Very interested	56%	4%	35%	5%	190
Somewhat/not very interested	55%	5%	25%	15%	54
White	55%	4%	37%	3%	508
Minority	43%	6%	38%	13%	61
18 to 34	65%	10%	22%	3%	63
35 to 49	57%	4%	34%	4%	139
50 to 64	53%	3%	41%	4%	204
65 and over	49%	3%	43%	5%	160
Male	57%	3%	37%	3%	279
Female	51%	6%	38%	6%	304
Inside 128	47%	4%	44%	6%	140
128 to 495	62%	6%	31%	1%	166
Central MA	55%	3%	35%	7%	109
Western MA	41%	3%	50%	6%	69
Southern MA/Cape/Islands	60%	3%	35%	3%	99

Favorability Rating – Elizabeth Warren

MA 2012 LIKELY VOTERS	<u>Favorable</u> 49%	<u>Neutral</u> 4%	<u>Unfavorable</u> 42%	<u>DK</u> 5%	<u>(N)</u> 583
Registered Democrat	74%	4%	14%	8%	226
Registered Unenrolled	38%	4%	54%	4%	279
Registered Republican	11%	6%	82%	1%	79
Democrat	80%	4%	11%	6%	295
Independent	32%	5%	55%	9%	112
Republican	5%	4%	88%	3%	162
Brown supporter	5%	4%	87%	4%	272
Warren supporter	91%	3%	2%	4%	273
Other/Undecided	50%	17%	8%	25%	38
Romney supporter	6%	5%	87%	3%	226
Obama supporter	80%	4%	11%	6%	320
Other/Undecided	40%	6%	41%	13%	30
Extremely interested in election	50%	4%	44%	2%	339
Very interested	48%	5%	40%	7%	190
Somewhat/not very interested	41%	6%	35%	17%	54
White	47%	4%	44%	5%	508
Minority	61%	4%	29%	5%	61
18 to 34	36%	12%	43%	9%	63
35 to 49	48%	4%	41%	7%	139
50 to 64	53%	4%	41%	3%	204
65 and over	48%	3%	44%	6%	160
Male	46%	5%	46%	4%	279
Female	51%	4%	38%	7%	304
Inside 128	57%	3%	33%	7%	140
128 to 495	46%	4%	47%	3%	166
Central MA	39%	7%	48%	6%	109
Western MA	57%	4%	33%	6%	69
Southern MA/Cape/Islands	46%	4%	45%	5%	99

Favorability Rating – Barack Obama

MA 2012 LIKELY VOTERS	<u>Favorable</u> 58%	<u>Neutral</u> 5%	<u>Unfavorable</u> 36%	<u>DK</u> 1%	<u>(N)</u> 583
Registered Democrat	86%	3%	10%	1%	226
Registered Unenrolled	50%	4%	45%	1%	279
Registered Republican	11%	10%	79%	0%	79
Democrat	91%	3%	5%	1%	295
Independent	48%	6%	43%	3%	112
Republican	9%	7%	84%	1%	162
Brown supporter	20%	7%	72%	1%	272
Warren supporter	95%	2%	3%	1%	273
Other/Undecided	70%	10%	18%	3%	38
Romney supporter	7%	6%	87%	1%	226
Obama supporter	96%	3%	0%	1%	320
Other/Undecided	45%	18%	34%	4%	30
Extremely interested in election	55%	3%	42%	0%	339
Very interested	62%	5%	31%	2%	190
Somewhat/not very interested	67%	15%	16%	3%	54
White	57%	4%	38%	1%	508
Minority	81%	4%	16%	0%	61
18 to 34	61%	6%	32%	0%	63
35 to 49	58%	5%	34%	2%	139
50 to 64	61%	5%	33%	0%	204
65 and over	55%	3%	41%	1%	160
Male	54%	4%	42%	0%	279
Female	62%	5%	30%	2%	304
Inside 128	66%	4%	29%	0%	140
128 to 495	54%	4%	41%	1%	166
Central MA	53%	6%	38%	2%	109
Western MA	64%	2%	31%	2%	69
Southern MA/Cape/Islands	56%	5%	39%	0%	99

Favorability Rating – Mitt Romney

MA 2012 LIKELY VOTERS	<u>Favorable</u> 44%	<u>Neutral</u> 2%	<u>Unfavorable</u> 52%	<u>DK</u> 2%	<u>(N)</u> 581
Registered Democrat	14%	2%	82%	2%	225
Registered Unenrolled	58%	2%	38%	1%	277
Registered Republican	80%	2%	16%	2%	79
Democrat	11%	3%	84%	2%	295
Independent	59%	4%	35%	3%	110
Republican	91%	0%	7%	1%	161
Brown supporter	82%	1%	15%	1%	270
Warren supporter	7%	1%	90%	1%	272
Other/Undecided	41%	13%	38%	9%	38
Romney supporter	96%	0%	3%	1%	225
Obama supporter	8%	2%	87%	2%	320
Other/Undecided	39%	11%	46%	4%	29
Extremely interested in election	48%	1%	51%	0%	339
Very interested	41%	3%	53%	3%	189
Somewhat/not very interested	30%	9%	53%	9%	52
White	45%	2%	51%	1%	507
Minority	31%	0%	63%	6%	61
18 to 34	36%	6%	55%	2%	63
35 to 49	47%	1%	51%	1%	138
50 to 64	43%	2%	52%	3%	204
65 and over	44%	1%	53%	1%	159
Male	48%	1%	49%	2%	279
Female	40%	3%	55%	2%	302
Inside 128	36%	3%	60%	1%	139
128 to 495	52%	1%	45%	2%	166
Central MA	45%	5%	49%	1%	109
Western MA	34%	1%	63%	1%	68
Southern MA/Cape/Islands	46%	2%	49%	3%	99

Favorability Rating – Charlie Baker

MA 2012 LIKELY VOTERS	<u>Favorable</u> 19%	<u>Neutral</u> 10%	<u>Unfavorable</u> 15%	<u>DK</u> 56%	<u>(N)</u> 582
Registered Democrat	9%	11%	21%	59%	226
Registered Unenrolled	23%	10%	12%	56%	278
Registered Republican	32%	9%	10%	49%	79
Democrat	8%	12%	20%	60%	294
Independent	23%	10%	9%	58%	112
Republican	34%	8%	9%	48%	162
Brown supporter	32%	10%	8%	50%	272
Warren supporter	9%	11%	23%	57%	272
Other/Undecided	0%	1%	7%	91%	38
Romney supporter	30%	11%	8%	51%	226
Obama supporter	11%	10%	21%	58%	319
Other/Undecided	20%	7%	7%	66%	30
Extremely interested in election	24%	11%	17%	49%	338
Very interested	12%	10%	14%	64%	190
Somewhat/not very interested	12%	7%	7%	75%	54
White	19%	11%	15%	55%	507
Minority	16%	8%	9%	67%	61
18 to 34	14%	10%	19%	57%	63
35 to 49	25%	11%	13%	51%	139
50 to 64	19%	10%	20%	51%	203
65 and over	15%	11%	7%	66%	160
Male	25%	9%	19%	47%	278
Female	13%	12%	11%	65%	304
Inside 128	17%	13%	22%	48%	140
128 to 495	23%	7%	18%	52%	165
Central MA	16%	12%	10%	62%	109
Western MA	8%	8%	11%	73%	69
Southern MA/Cape/Islands	24%	12%	9%	55%	99

Favorability Rating – Martha Coakley

MA 2012 LIKELY VOTERS	<u>Favorable</u> 49%	<u>Neutral</u> 8%	<u>Unfavorable</u> 27%	<u>DK</u> 16%	<u>(N)</u> 581
Registered Democrat	62%	5%	14%	19%	225
Registered Unenrolled	45%	9%	33%	13%	277
Registered Republican	28%	16%	42%	15%	79
Democrat	65%	5%	9%	20%	294
Independent	49%	12%	28%	11%	112
Republican	21%	11%	58%	11%	160
Brown supporter	30%	11%	48%	11%	270
Warren supporter	67%	6%	8%	19%	272
Other/Undecided	56%	5%	11%	28%	38
Romney supporter	27%	11%	52%	9%	225
Obama supporter	65%	5%	9%	20%	319
Other/Undecided	40%	17%	28%	15%	30
Extremely interested in election	51%	7%	32%	10%	337
Very interested	48%	12%	21%	20%	190
Somewhat/not very interested	39%	6%	19%	35%	54
White	49%	8%	29%	14%	506
Minority	48%	6%	15%	31%	61
18 to 34	26%	7%	36%	30%	63
35 to 49	49%	9%	28%	15%	139
50 to 64	56%	6%	26%	12%	204
65 and over	49%	11%	24%	16%	158
Male	44%	9%	33%	14%	277
Female	54%	8%	21%	17%	304
Inside 128	50%	10%	23%	18%	139
128 to 495	52%	7%	31%	10%	165
Central MA	43%	9%	31%	17%	109
Western MA	53%	10%	18%	19%	69
Southern MA/Cape/Islands	48%	6%	28%	18%	99

Favorability Rating – Steve Grossman

MA 2012 LIKELY VOTERS	<u>Favorable</u> 20%	<u>Neutral</u> 15%	<u>Unfavorable</u> 9%	<u>DK</u> 56%	<u>(N)</u> 580
Registered Democrat	27%	16%	8%	49%	226
Registered Unenrolled	17%	15%	5%	63%	276
Registered Republican	11%	12%	23%	53%	79
Democrat	26%	13%	6%	55%	294
Independent	20%	17%	8%	56%	110
Republican	9%	16%	15%	61%	162
Brown supporter	14%	17%	13%	56%	270
Warren supporter	29%	14%	5%	51%	272
Other/Undecided	2%	4%	3%	90%	38
Romney supporter	15%	19%	11%	55%	224
Obama supporter	25%	13%	5%	56%	319
Other/Undecided	12%	10%	22%	55%	30
Extremely interested in election	23%	18%	10%	49%	336
Very interested	19%	11%	4%	66%	190
Somewhat/not very interested	9%	7%	17%	68%	54
White	20%	15%	8%	57%	505
Minority	20%	14%	17%	49%	61
18 to 34	7%	20%	14%	59%	63
35 to 49	14%	15%	9%	62%	139
50 to 64	27%	13%	9%	52%	201
65 and over	22%	15%	6%	57%	160
Male	24%	16%	12%	49%	276
Female	17%	14%	6%	63%	304
Inside 128	28%	14%	12%	46%	140
128 to 495	25%	15%	4%	56%	165
Central MA	16%	16%	11%	57%	109
Western MA	11%	14%	8%	68%	69
Southern MA/Cape/Islands	14%	15%	10%	61%	98

Favorability Rating – John Kerry

MA 2012 LIKELY VOTERS	<u>Favorable</u> 56%	<u>Neutral</u> 8%	<u>Unfavorable</u> 31%	<u>DK</u> 5%	<u>(N)</u> 583
Registered Democrat	75%	9%	11%	4%	226
Registered Unenrolled	51%	8%	38%	4%	279
Registered Republican	17%	6%	67%	10%	79
Democrat	82%	8%	7%	4%	295
Independent	48%	8%	33%	10%	112
Republican	16%	9%	72%	4%	162
Brown supporter	24%	8%	62%	6%	272
Warren supporter	86%	7%	4%	3%	273
Other/Undecided	70%	9%	12%	9%	38
Romney supporter	16%	9%	71%	4%	226
Obama supporter	82%	7%	5%	6%	320
Other/Undecided	70%	9%	18%	4%	30
Extremely interested in election	52%	7%	38%	3%	339
Very interested	56%	10%	25%	9%	190
Somewhat/not very interested	75%	8%	12%	6%	54
White	55%	7%	34%	4%	508
Minority	60%	14%	11%	14%	61
18 to 34	60%	15%	21%	4%	63
35 to 49	58%	11%	25%	6%	139
50 to 64	54%	7%	33%	7%	204
65 and over	55%	4%	38%	3%	160
Male	49%	8%	39%	4%	279
Female	61%	8%	25%	6%	304
Inside 128	59%	11%	27%	3%	140
128 to 495	51%	6%	35%	8%	166
Central MA	58%	7%	32%	3%	109
Western MA	58%	9%	25%	8%	69
Southern MA/Cape/Islands	54%	7%	36%	3%	99

Favorability Rating – Tim Murray

MA 2012 LIKELY VOTERS	<u>Favorable</u> 27%	<u>Neutral</u> 11%	<u>Unfavorable</u> 22%	<u>DK</u> 40%	<u>(N)</u> 583
Registered Democrat	34%	12%	14%	40%	226
Registered Unenrolled	23%	10%	26%	41%	279
Registered Republican	22%	12%	28%	38%	79
Democrat	33%	12%	13%	42%	295
Independent	27%	10%	24%	38%	112
Republican	16%	10%	35%	39%	162
Brown supporter	19%	12%	31%	38%	272
Warren supporter	34%	12%	14%	40%	273
Other/Undecided	32%	4%	4%	60%	38
Romney supporter	21%	11%	32%	36%	226
Obama supporter	32%	12%	14%	43%	320
Other/Undecided	29%	5%	27%	40%	30
Extremely interested in election	27%	14%	26%	34%	339
Very interested	27%	8%	16%	49%	190
Somewhat/not very interested	29%	5%	14%	52%	54
White	27%	11%	22%	40%	508
Minority	24%	14%	19%	43%	61
18 to 34	19%	8%	17%	56%	63
35 to 49	30%	10%	21%	39%	139
50 to 64	30%	13%	24%	33%	204
65 and over	23%	12%	20%	44%	160
Male	29%	10%	26%	34%	279
Female	25%	12%	17%	46%	304
Inside 128	18%	13%	18%	51%	140
128 to 495	26%	8%	28%	38%	166
Central MA	37%	13%	21%	30%	109
Western MA	32%	11%	9%	48%	69
Southern MA/Cape/Islands	27%	13%	24%	36%	99

Interest in 2012 Election

MA 2012 LIKELY VOTERS	<u>Extremely Interested</u>	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Not Very Interested</u>	<u>(N=)</u>
	58%	33%	8%	2%	583
Registered Democrat	60%	29%	8%	3%	226
Registered Unenrolled	55%	36%	8%	1%	279
Registered Republican	63%	31%	3%	3%	79
Democrat	57%	33%	8%	2%	295
Independent	45%	42%	14%	0%	112
Republican	68%	27%	3%	3%	162
Brown supporter	59%	33%	7%	2%	272
Warren supporter	62%	32%	6%	1%	273
Other/Undecided	29%	39%	25%	8%	38
Romney supporter	68%	28%	3%	0%	226
Obama supporter	56%	36%	7%	2%	320
Other/Undecided	10%	31%	49%	11%	30
White	58%	33%	7%	1%	508
Minority	57%	26%	12%	5%	61
18 to 34	49%	37%	14%	0%	63
35 to 49	57%	31%	10%	2%	139
50 to 64	58%	35%	6%	2%	204
65 and over	61%	31%	6%	3%	160
Male	61%	32%	6%	1%	279
Female	55%	33%	9%	2%	304
Inside 128	63%	28%	8%	1%	140
128 to 495	61%	31%	6%	2%	166
Central MA	47%	39%	12%	1%	109
Western MA	60%	37%	3%	1%	69
Southern MA/Cape/Islands	58%	31%	7%	4%	99

Decided 2012 Presidential Vote

	Def. Decided Leaning Towards		Still Trying	(N=)
	<u>Vote</u>	<u>Someone</u>	<u>To Decide</u>	
MA 2012 LIKELY VOTERS	84%	7%	9%	582
Registered Democrat	88%	5%	7%	226
Registered Unenrolled	81%	9%	10%	279
Registered Republican	87%	4%	9%	78
Democrat	86%	6%	7%	295
Independent	74%	10%	16%	112
Republican	88%	5%	7%	160
Brown supporter	81%	10%	9%	270
Warren supporter	91%	4%	5%	273
Other/Undecided	65%	5%	30%	38
Romney supporter	90%	6%	4%	226
Obama supporter	86%	7%	8%	320
Other/Undecided	20%	19%	60%	29
Extremely interested in election	92%	5%	2%	339
Very interested	84%	7%	9%	189
Somewhat/not very interested	34%	18%	48%	54
White	84%	8%	8%	507
Minority	87%	1%	12%	61
18 to 34	84%	8%	7%	63
35 to 49	82%	7%	11%	139
50 to 64	84%	8%	8%	203
65 and over	86%	4%	10%	160
Male	87%	6%	7%	279
Female	82%	8%	10%	303
Inside 128	86%	9%	6%	140
128 to 495	86%	6%	9%	166
Central MA	82%	10%	8%	109
Western MA	87%	4%	9%	68
Southern MA/Cape/Islands	81%	5%	13%	99

2012 Presidential Election – Romney vs. Obama

MA 2012 LIKELY VOTERS	<u>Romney</u> 38%	<u>Obama</u> 52%	<u>Other</u> 1%	<u>Undecided</u> 9%	<u>(N)</u> 577
Registered Democrat	12%	81%	0%	6%	224
Registered Unenrolled	47%	39%	2%	12%	275
Registered Republican	80%	12%	2%	6%	78
Democrat	8%	85%	0%	7%	292
Independent	40%	37%	1%	22%	110
Republican	87%	5%	3%	5%	159
Brown supporter	75%	14%	2%	10%	269
Warren supporter	4%	91%	1%	4%	272
Other/Undecided	11%	44%	0%	45%	36
Def. decided vote	42%	56%	1%	1%	486
Leaning toward someone	30%	45%	5%	20%	40
Still trying to decide	2%	17%	3%	78%	50
Extremely interested in election	46%	52%	0%	2%	336
Very interested	32%	55%	3%	10%	187
Somewhat/not very interested	7%	39%	2%	53%	54
White	40%	49%	1%	9%	504
Minority	16%	76%	0%	9%	61
18 to 34	33%	59%	4%	4%	62
35 to 49	39%	51%	1%	10%	138
50 to 64	34%	53%	1%	12%	203
65 and over	41%	49%	2%	8%	158
Male	44%	49%	1%	6%	277
Female	32%	55%	1%	12%	300
Inside 128	30%	62%	2%	6%	138
128 to 495	44%	44%	2%	10%	166
Central MA	42%	49%	0%	9%	108
Western MA	31%	57%	2%	10%	69
Southern MA/Cape/Islands	37%	50%	1%	11%	97

2012 Presidential Election – Romney vs. Obama – With Undecideds Probed

MA 2012 LIKELY VOTERS	<u>Romney</u> 39%	<u>Obama</u> 56%	<u>Other</u> 1%	<u>Undecided</u> 4%	<u>(N)</u> 576
Registered Democrat	13%	85%	0%	2%	223
Registered Unenrolled	48%	43%	2%	6%	275
Registered Republican	83%	14%	2%	1%	78
Democrat	8%	90%	0%	2%	291
Independent	42%	42%	1%	14%	110
Republican	90%	7%	3%	0%	159
Brown supporter	78%	17%	2%	4%	269
Warren supporter	4%	94%	1%	0%	271
Other/Undecided	14%	55%	0%	31%	36
Def. decided vote	42%	57%	1%	0%	485
Leaning toward someone	32%	53%	5%	9%	40
Still trying to decide	17%	49%	3%	32%	50
Extremely interested in election	46%	53%	0%	1%	336
Very interested	34%	61%	3%	2%	186
Somewhat/not very interested	16%	50%	2%	31%	54
White	42%	53%	1%	4%	503
Minority	16%	81%	0%	3%	61
18 to 34	35%	61%	4%	1%	62
35 to 49	40%	55%	1%	4%	138
50 to 64	36%	58%	1%	5%	202
65 and over	42%	53%	2%	4%	158
Male	44%	52%	1%	2%	277
Female	34%	59%	1%	5%	299
Inside 128	31%	66%	2%	1%	138
128 to 495	46%	50%	2%	2%	166
Central MA	42%	50%	0%	8%	108
Western MA	33%	64%	2%	1%	68
Southern MA/Cape/Islands	41%	51%	1%	7%	97

Decided 2012 Senate Vote

MA 2012 LIKELY VOTERS	Def. Decided Leaning Towards		Still Trying	(N=)
	<u>Vote</u>	<u>Someone</u>	<u>To Decide</u>	
	77%	7%	16%	579
Registered Democrat	76%	5%	19%	223
Registered Unenrolled	75%	9%	16%	278
Registered Republican	84%	7%	9%	78
Democrat	74%	6%	20%	292
Independent	64%	13%	23%	112
Republican	88%	5%	7%	161
Brown supporter	85%	7%	8%	271
Warren supporter	78%	7%	15%	269
Other/Undecided	4%	6%	89%	38
Romney supporter	87%	6%	7%	225
Obama supporter	73%	8%	20%	316
Other/Undecided	39%	12%	49%	30
Extremely interested in election	86%	6%	8%	338
Very interested	70%	8%	22%	188
Somewhat/not very interested	39%	14%	46%	53
White	79%	7%	15%	504
Minority	63%	7%	30%	61
18 to 34	62%	12%	26%	63
35 to 49	76%	7%	18%	138
50 to 64	78%	7%	15%	204
65 and over	82%	6%	12%	157
Male	82%	6%	11%	278
Female	71%	8%	21%	301
Inside 128	74%	6%	20%	139
128 to 495	78%	9%	13%	164
Central MA	75%	4%	21%	107
Western MA	80%	5%	15%	69
Southern MA/Cape/Islands	78%	10%	12%	99

2012 MA Senate Election – Brown vs. Warren

MA 2012 LIKELY VOTERS	<u>Brown</u> 45%	<u>Warren</u> 43%	<u>Other</u> 0%	<u>Undecided</u> 12%	<u>(N)</u> 583
Registered Democrat	15%	72%	0%	13%	226
Registered Unenrolled	56%	31%	0%	12%	279
Registered Republican	91%	1%	0%	9%	79
Democrat	12%	75%	0%	13%	295
Independent	61%	19%	1%	19%	112
Republican	92%	2%	0%	6%	162
Def. decided vote	52%	48%	0%	0%	443
Leaning toward someone	39%	36%	0%	25%	41
Still trying to decide	15%	21%	2%	62%	94
Romney supporter	90%	5%	0%	5%	226
Obama supporter	12%	73%	0%	15%	320
Other/Undecided	51%	12%	4%	34%	30
Extremely interested in election	46%	48%	0%	5%	339
Very interested	44%	40%	1%	16%	190
Somewhat/not very interested	42%	18%	0%	39%	54
White	47%	42%	0%	10%	508
Minority	28%	46%	0%	26%	61
18 to 34	50%	25%	2%	23%	63
35 to 49	45%	42%	1%	12%	139
50 to 64	42%	46%	0%	12%	204
65 and over	47%	46%	0%	7%	160
Male	50%	39%	0%	11%	279
Female	40%	47%	1%	13%	304
Inside 128	35%	49%	1%	15%	140
128 to 495	50%	39%	0%	11%	166
Central MA	53%	34%	1%	12%	109
Western MA	35%	55%	0%	10%	69
Southern MA/Cape/Islands	48%	41%	0%	11%	99

2012 MA Senate Election – Brown vs. Warren – With Undecideds Probed

MA 2012 LIKELY VOTERS	<u>Brown</u> 47%	<u>Warren</u> 47%	<u>Other</u> 0%	<u>Undecided</u> 6%	<u>(N)</u> 583
Registered Democrat	15%	79%	0%	6%	226
Registered Unenrolled	58%	34%	0%	8%	279
Registered Republican	96%	2%	0%	2%	79
Democrat	13%	82%	0%	6%	295
Independent	62%	23%	1%	15%	112
Republican	96%	2%	0%	2%	162
Def. decided vote	52%	48%	0%	0%	443
Leaning toward someone	48%	46%	0%	6%	41
Still trying to decide	22%	42%	2%	34%	94
Romney supporter	92%	5%	0%	2%	226
Obama supporter	14%	80%	0%	6%	320
Other/Undecided	51%	12%	4%	34%	30
Extremely interested in election	47%	50%	0%	3%	339
Very interested	47%	45%	1%	7%	190
Somewhat/not very interested	44%	33%	0%	23%	54
White	48%	45%	0%	6%	508
Minority	29%	60%	0%	11%	61
18 to 34	53%	38%	2%	7%	63
35 to 49	48%	45%	1%	6%	139
50 to 64	43%	49%	0%	8%	204
65 and over	47%	50%	0%	3%	160
Male	52%	44%	0%	4%	279
Female	42%	49%	1%	8%	304
Inside 128	36%	58%	1%	6%	140
128 to 495	53%	41%	0%	5%	166
Central MA	54%	36%	1%	9%	109
Western MA	36%	62%	0%	2%	69
Southern MA/Cape/Islands	50%	42%	0%	8%	99

Who Will Win 2012 MA Senate Race?

MA 2012 LIKELY VOTERS	<u>Brown</u> 38%	<u>Warren</u> 40%	<u>Neither</u> 1%	<u>Undecided</u> 21%	<u>(N)</u> 581
Registered Democrat	18%	62%	1%	20%	224
Registered Unenrolled	45%	31%	0%	24%	279
Registered Republican	75%	12%	1%	12%	79
Democrat	17%	63%	1%	20%	293
Independent	46%	25%	1%	28%	112
Republican	71%	12%	1%	17%	162
Brown supporter	71%	10%	1%	19%	272
Warren supporter	9%	71%	1%	19%	272
Other/Undecided	15%	37%	0%	48%	37
Romney supporter	68%	11%	1%	20%	226
Obama supporter	18%	64%	0%	18%	320
Other/Undecided	33%	14%	0%	53%	30
Def. decided vote	41%	40%	1%	18%	443
Leaning toward someone	47%	33%	0%	20%	41
Still trying to decide	23%	44%	0%	33%	92
Extremely interested in election	37%	43%	0%	19%	337
Very interested	37%	40%	1%	23%	190
Somewhat/not very interested	52%	25%	2%	21%	54
White	39%	40%	1%	21%	506
Minority	36%	42%	1%	20%	61
18 to 34	55%	35%	0%	11%	62
35 to 49	42%	35%	1%	22%	139
50 to 64	32%	46%	0%	22%	204
65 and over	38%	40%	2%	20%	159
Male	41%	40%	0%	19%	279
Female	36%	41%	1%	22%	302
Inside 128	37%	48%	0%	15%	139
128 to 495	39%	35%	1%	25%	166
Central MA	40%	36%	1%	23%	109
Western MA	31%	55%	1%	13%	69
Southern MA/Cape/Islands	42%	34%	0%	24%	99

Vote on Ballot Issue 2 – Physician Assisted Suicide

MA 2012 LIKELY VOTERS	<u>Yes</u> 47%	<u>No</u> 37%	<u>Undecided</u> 16%	<u>(N)</u> 583
Registered Democrat	50%	33%	17%	226
Registered Unenrolled	47%	36%	17%	279
Registered Republican	42%	50%	8%	79
Democrat	53%	28%	19%	295
Independent	44%	40%	17%	112
Republican	41%	49%	11%	162
Brown supporter	42%	47%	12%	272
Warren supporter	55%	27%	19%	273
Other/Undecided	33%	45%	22%	38
Romney supporter	43%	47%	10%	226
Obama supporter	51%	31%	18%	320
Other/Undecided	44%	30%	26%	30
Def. decided vote	51%	37%	12%	443
Leaning toward someone	48%	40%	12%	41
Still trying to decide	33%	35%	32%	94
Extremely interested in election	49%	38%	12%	339
Very interested	47%	36%	17%	190
Somewhat/not very interested	36%	33%	31%	54
White	49%	36%	15%	508
Minority	39%	43%	18%	61
18 to 34	53%	27%	21%	63
35 to 49	47%	36%	17%	139
50 to 64	47%	39%	14%	204
65 and over	47%	39%	14%	160
Male	55%	31%	14%	279
Female	40%	43%	17%	304
Inside 128	43%	43%	14%	140
128 to 495	47%	38%	15%	166
Central MA	44%	38%	18%	109
Western MA	51%	30%	19%	69
Southern MA/Cape/Islands	55%	30%	14%	99

Vote on Ballot Issue 3 – Medical Marijuana

MA 2012 LIKELY VOTERS	<u>Yes</u> 63%	<u>No</u> 28%	<u>Undecided</u> 9%	<u>(N)</u> 582
Registered Democrat	74%	17%	9%	225
Registered Unenrolled	57%	33%	10%	279
Registered Republican	53%	45%	2%	79
Democrat	73%	17%	10%	294
Independent	54%	36%	10%	112
Republican	51%	43%	6%	162
Brown supporter	53%	42%	6%	272
Warren supporter	76%	15%	9%	272
Other/Undecided	48%	25%	27%	38
Romney supporter	50%	43%	8%	226
Obama supporter	74%	18%	8%	319
Other/Undecided	48%	30%	22%	30
Def. decided vote	63%	30%	7%	443
Leaning toward someone	72%	23%	5%	41
Still trying to decide	59%	24%	17%	94
Extremely interested in election	63%	29%	8%	339
Very interested	65%	26%	9%	190
Somewhat/not very interested	56%	31%	13%	53
White	64%	28%	9%	507
Minority	53%	37%	10%	61
18 to 34	82%	12%	6%	63
35 to 49	65%	28%	7%	139
50 to 64	64%	27%	9%	204
65 and over	53%	38%	9%	159
Male	66%	28%	6%	279
Female	60%	28%	11%	303
Inside 128	65%	27%	8%	140
128 to 495	62%	29%	8%	166
Central MA	59%	30%	11%	109
Western MA	68%	26%	6%	69
Southern MA/Cape/Islands	64%	27%	9%	99

Importance of Senate Control To Your Vote?

MA 2012 LIKELY VOTERS	<u>Very Important</u> 49%	<u>Somewhat Important</u> 27%	<u>Not Very Important</u> 12%	<u>Not At All Important</u> 11%	<u>Don't Know</u> 1%	<u>(N=)</u> 583
Registered Democrat	59%	22%	9%	7%	2%	226
Registered Unenrolled	36%	34%	15%	14%	1%	279
Registered Republican	62%	16%	8%	14%	0%	79
Democrat	58%	22%	9%	9%	2%	295
Independent	23%	37%	19%	21%	0%	112
Republican	49%	28%	12%	9%	1%	162
Brown supporter	39%	27%	17%	16%	1%	272
Warren supporter	64%	22%	6%	6%	1%	273
Other/Undecided	7%	56%	10%	21%	7%	38
Romney supporter	45%	26%	14%	13%	1%	226
Obama supporter	54%	26%	10%	8%	2%	320
Other/Undecided	11%	47%	7%	36%	0%	30
Def. decided vote	53%	24%	11%	11%	1%	443
Leaning toward someone	44%	24%	14%	16%	3%	41
Still trying to decide	29%	42%	14%	13%	3%	94
Extremely interested in election	58%	23%	9%	9%	1%	339
Very interested	39%	33%	14%	13%	1%	190
Somewhat/not very interested	22%	33%	19%	21%	6%	54
White	48%	29%	12%	11%	1%	508
Minority	55%	14%	9%	18%	5%	61
18 to 34	38%	31%	19%	12%	0%	63
35 to 49	41%	30%	14%	14%	1%	139
50 to 64	46%	29%	12%	11%	1%	204
65 and over	62%	20%	6%	8%	3%	160
Male	49%	26%	12%	13%	0%	279
Female	49%	28%	11%	10%	2%	304
Inside 128	52%	25%	13%	8%	1%	140
128 to 495	45%	28%	14%	11%	3%	166
Central MA	41%	39%	8%	12%	1%	109
Western MA	67%	12%	10%	11%	0%	69
Southern MA/Cape/Islands	45%	25%	12%	17%	1%	99

Watched Senate Debates

MA 2012 LIKELY VOTERS	<u>None</u> 39%	<u>One</u> 22%	<u>Both</u> 38%	<u>Don't Know</u> 0%	<u>(N)</u> 583
Registered Democrat	38%	21%	40%	1%	226
Registered Unenrolled	39%	23%	37%	0%	279
Registered Republican	43%	20%	37%	0%	79
Democrat	40%	23%	37%	0%	295
Independent	40%	21%	39%	0%	112
Republican	39%	22%	39%	0%	162
Brown supporter	39%	20%	41%	0%	272
Warren supporter	37%	23%	40%	0%	273
Other/Undecided	64%	29%	7%	0%	38
Romney supporter	37%	22%	41%	0%	226
Obama supporter	39%	23%	38%	1%	320
Other/Undecided	59%	16%	25%	0%	30
Def. decided vote	35%	22%	43%	0%	443
Leaning toward someone	39%	17%	44%	1%	41
Still trying to decide	61%	24%	15%	0%	94
Extremely interested in election	33%	20%	46%	0%	339
Very interested	42%	28%	30%	0%	190
Somewhat/not very interested	67%	11%	19%	3%	54
White	38%	22%	40%	0%	508
Minority	50%	23%	27%	0%	61
18 to 34	61%	18%	20%	0%	63
35 to 49	48%	21%	31%	0%	139
50 to 64	35%	20%	45%	0%	204
65 and over	29%	27%	43%	1%	160
Male	39%	21%	40%	0%	279
Female	40%	23%	37%	1%	304
Inside 128	45%	20%	35%	0%	140
128 to 495	38%	26%	36%	0%	166
Central MA	29%	24%	47%	1%	109
Western MA	47%	20%	33%	0%	69
Southern MA/Cape/Islands	42%	17%	41%	0%	99

Which Candidate More Effective In Debates?

MA 2012 LIKELY VOTERS	<u>Brown</u> 31%	<u>Warren</u> 30%	<u>Both</u> <u>Equal</u> 6%	<u>Neither</u> 3%	<u>Don't</u> <u>Know</u> 31%	<u>(N=)</u> 553
Registered Democrat	17%	47%	5%	2%	30%	214
Registered Unenrolled	36%	23%	8%	3%	30%	263
Registered Republican	54%	6%	2%	3%	35%	75
Democrat	13%	48%	5%	2%	32%	279
Independent	35%	21%	11%	3%	30%	108
Republican	59%	4%	4%	3%	29%	153
Brown supporter	57%	5%	4%	3%	30%	258
Warren supporter	8%	58%	7%	2%	26%	257
Other/Undecided	4%	13%	14%	5%	64%	38
Romney supporter	58%	7%	5%	4%	27%	210
Obama supporter	13%	47%	7%	2%	31%	306
Other/Undecided	30%	10%	9%	6%	45%	30
Def. decided vote	32%	32%	6%	2%	27%	418
Leaning toward someone	45%	33%	4%	6%	12%	41
Still trying to decide	18%	16%	8%	3%	55%	90
Extremely interested in election	33%	35%	6%	3%	22%	316
Very interested	28%	27%	7%	3%	35%	183
Somewhat/not very interested	27%	9%	2%	0%	62%	54
White	31%	31%	6%	3%	29%	483
Minority	25%	22%	10%	0%	43%	57
18 to 34	38%	20%	3%	0%	39%	63
35 to 49	30%	24%	6%	1%	38%	131
50 to 64	28%	34%	6%	3%	29%	193
65 and over	32%	34%	8%	5%	21%	149
Male	32%	30%	5%	4%	28%	265
Female	29%	30%	7%	1%	32%	287
Inside 128	24%	33%	4%	2%	37%	132
128 to 495	34%	28%	10%	3%	25%	157
Central MA	36%	26%	9%	4%	26%	107
Western MA	21%	40%	3%	1%	34%	62
Southern MA/Cape/Islands	35%	27%	2%	3%	33%	95

Which candidate is the strongest leader?

MA 2012 LIKELY VOTERS	<u>Brown</u> 53%	<u>Warren</u> 34%	<u>Someone</u> <u>Else</u> 0%	<u>Both the</u> <u>Same</u> 5%	<u>Neither</u> 1%	<u>Don't</u> <u>Know</u> 7%	<u>(N=)</u> 581
Registered Democrat	26%	57%	0%	6%	2%	8%	224
Registered Unenrolled	64%	24%	1%	5%	0%	7%	279
Registered Republican	90%	3%	0%	3%	2%	2%	78
Democrat	24%	59%	0%	7%	2%	8%	295
Independent	69%	14%	2%	5%	0%	11%	112
Republican	91%	3%	0%	1%	1%	3%	160
Brown supporter	93%	3%	0%	2%	1%	2%	269
Warren supporter	15%	68%	1%	7%	2%	8%	273
Other/Undecided	43%	12%	2%	12%	0%	31%	38
Romney supporter	91%	4%	0%	2%	1%	3%	224
Obama supporter	25%	57%	0%	8%	2%	8%	320
Other/Undecided	71%	7%	6%	0%	0%	16%	30
Def. decided vote	54%	38%	0%	3%	1%	4%	443
Leaning toward someone	64%	21%	2%	11%	0%	3%	41
Still trying to decide	43%	17%	2%	11%	2%	24%	92
Extremely interested in election	51%	36%	0%	5%	1%	6%	338
Very interested	50%	36%	1%	5%	2%	6%	189
Somewhat/not very interested	69%	12%	2%	0%	3%	14%	54
White	53%	34%	1%	5%	1%	6%	507
Minority	48%	38%	0%	3%	0%	11%	61
18 to 34	63%	26%	0%	3%	2%	6%	63
35 to 49	57%	29%	0%	4%	2%	9%	137
50 to 64	49%	38%	1%	6%	0%	6%	204
65 and over	50%	37%	1%	4%	1%	7%	160
Male	59%	31%	0%	3%	2%	5%	278
Female	47%	37%	1%	7%	1%	8%	303
Inside 128	43%	35%	2%	6%	2%	12%	139
128 to 495	55%	32%	0%	5%	1%	7%	166
Central MA	61%	29%	0%	5%	1%	4%	108
Western MA	41%	50%	0%	4%	0%	4%	68
Southern MA/Cape/Islands	62%	28%	0%	3%	3%	4%	99

Which candidate best understands people like you?

MA 2012 LIKELY VOTERS	<u>Brown</u> 44%	<u>Warren</u> 44%	<u>Both the</u> <u>Same</u> 5%	<u>Neither</u> 3%	<u>Don't</u> <u>Know</u> 4%	<u>(N=)</u> 581
Registered Democrat	15%	71%	6%	3%	5%	225
Registered Unenrolled	55%	33%	5%	3%	4%	278
Registered Republican	87%	4%	1%	5%	2%	79
Democrat	11%	74%	7%	3%	5%	295
Independent	59%	28%	4%	5%	5%	110
Republican	92%	2%	1%	2%	3%	161
Brown supporter	88%	2%	4%	4%	1%	271
Warren supporter	3%	86%	5%	3%	4%	272
Other/Undecided	23%	36%	9%	5%	28%	38
Romney supporter	86%	6%	3%	3%	2%	225
Obama supporter	13%	72%	6%	4%	5%	319
Other/Undecided	58%	22%	6%	3%	12%	30
Def. decided vote	49%	43%	3%	3%	2%	442
Leaning toward someone	40%	48%	4%	7%	0%	41
Still trying to decide	22%	42%	12%	4%	19%	93
Extremely interested in election	44%	47%	4%	1%	3%	338
Very interested	40%	40%	7%	6%	7%	189
Somewhat/not very interested	52%	35%	1%	6%	6%	54
White	46%	42%	5%	3%	4%	507
Minority	25%	56%	3%	5%	11%	61
18 to 34	48%	36%	2%	8%	6%	63
35 to 49	46%	40%	6%	4%	5%	137
50 to 64	41%	48%	5%	3%	2%	204
65 and over	43%	46%	5%	1%	5%	160
Male	48%	41%	4%	5%	2%	278
Female	40%	46%	6%	2%	6%	303
Inside 128	35%	50%	5%	2%	7%	139
128 to 495	47%	40%	5%	4%	5%	166
Central MA	51%	39%	4%	2%	4%	109
Western MA	34%	55%	3%	4%	3%	68
Southern MA/Cape/Islands	49%	39%	6%	4%	2%	99

Which candidate is the most likeable?

MA 2012 LIKELY VOTERS	<u>Brown</u> 58%	<u>Warren</u> 28%	<u>Both the</u> <u>Same</u> 8%	<u>Neither</u> 1%	<u>Don't</u> <u>Know</u> 4%	<u>(N=)</u> 579
Registered Democrat	32%	51%	9%	1%	7%	224
Registered Unenrolled	70%	18%	9%	1%	3%	276
Registered Republican	89%	3%	2%	3%	2%	79
Democrat	36%	48%	10%	2%	5%	293
Independent	65%	15%	12%	2%	6%	110
Republican	91%	3%	2%	1%	2%	160
Brown supporter	92%	3%	2%	1%	2%	270
Warren supporter	25%	56%	12%	1%	5%	270
Other/Undecided	45%	14%	20%	3%	19%	38
Romney supporter	91%	5%	2%	1%	2%	225
Obama supporter	34%	47%	12%	2%	5%	317
Other/Undecided	69%	9%	19%	0%	4%	30
Def. decided vote	62%	28%	6%	1%	3%	440
Leaning toward someone	48%	33%	14%	5%	0%	41
Still trying to decide	43%	29%	14%	1%	13%	93
Extremely interested in election	59%	30%	8%	0%	3%	335
Very interested	56%	25%	9%	3%	7%	190
Somewhat/not very interested	58%	27%	7%	3%	5%	54
White	59%	27%	7%	2%	4%	504
Minority	44%	40%	10%	0%	7%	61
18 to 34	62%	28%	4%	0%	6%	63
35 to 49	60%	24%	9%	2%	4%	137
50 to 64	57%	29%	7%	2%	4%	204
65 and over	55%	32%	9%	1%	3%	158
Male	59%	28%	8%	2%	3%	277
Female	57%	29%	8%	1%	5%	302
Inside 128	48%	35%	9%	1%	7%	137
128 to 495	60%	26%	9%	2%	3%	166
Central MA	59%	25%	10%	0%	6%	109
Western MA	60%	31%	3%	4%	1%	69
Southern MA/Cape/Islands	64%	25%	7%	1%	3%	98

Which candidate can best help working people?

MA 2012 LIKELY VOTERS	<u>Brown</u> 43%	<u>Warren</u> 48%	<u>Someone</u> <u>Else</u> 0%	<u>Both the</u> <u>Same</u> 4%	<u>Neither</u> 1%	<u>Don't</u> <u>Know</u> 4%	<u>(N=)</u> 581
Registered Democrat	16%	75%	0%	4%	1%	5%	225
Registered Unenrolled	52%	37%	0%	5%	2%	5%	278
Registered Republican	91%	8%	0%	1%	0%	0%	79
Democrat	11%	78%	0%	4%	1%	6%	295
Independent	59%	27%	1%	6%	4%	4%	112
Republican	90%	8%	0%	1%	0%	2%	160
Brown supporter	88%	6%	0%	2%	2%	2%	270
Warren supporter	2%	90%	0%	3%	1%	4%	273
Other/Undecided	21%	42%	0%	14%	0%	23%	38
Romney supporter	86%	9%	0%	2%	1%	1%	224
Obama supporter	13%	78%	0%	4%	0%	5%	320
Other/Undecided	50%	19%	0%	13%	7%	11%	30
Def. decided vote	48%	47%	0%	2%	1%	2%	442
Leaning toward someone	41%	57%	0%	0%	0%	2%	41
Still trying to decide	23%	42%	1%	12%	4%	18%	93
Extremely interested in election	44%	50%	0%	2%	1%	3%	338
Very interested	40%	48%	0%	5%	0%	7%	189
Somewhat/not very interested	49%	31%	2%	8%	7%	3%	54
White	45%	46%	0%	4%	0%	4%	507
Minority	29%	59%	0%	0%	5%	7%	61
18 to 34	54%	33%	0%	2%	2%	8%	63
35 to 49	40%	49%	0%	4%	2%	5%	137
50 to 64	40%	50%	0%	4%	1%	4%	204
65 and over	45%	49%	0%	3%	0%	3%	160
Male	49%	44%	0%	3%	1%	3%	278
Female	37%	51%	0%	4%	1%	6%	303
Inside 128	36%	53%	0%	4%	1%	6%	140
128 to 495	45%	42%	1%	6%	1%	4%	166
Central MA	51%	42%	0%	1%	2%	4%	109
Western MA	34%	60%	0%	1%	0%	5%	68
Southern MA/Cape/Islands	47%	47%	0%	3%	0%	3%	98

Which candidate would work best with the opposite party?

MA 2012 LIKELY VOTERS	<u>Brown</u> 57%	<u>Warren</u> 27%	<u>Both the</u> <u>Same</u> 9%	<u>Neither</u> 3%	<u>Don't</u> <u>Know</u> 5%	<u>(N=)</u> 582
Registered Democrat	33%	42%	14%	5%	7%	225
Registered Unenrolled	65%	22%	7%	1%	4%	278
Registered Republican	96%	4%	0%	0%	0%	79
Democrat	30%	46%	13%	4%	6%	295
Independent	73%	14%	7%	1%	5%	112
Republican	94%	2%	2%	0%	2%	160
Brown supporter	95%	1%	3%	0%	1%	270
Warren supporter	19%	56%	14%	5%	5%	273
Other/Undecided	52%	9%	11%	0%	28%	38
Romney supporter	92%	3%	3%	0%	1%	225
Obama supporter	32%	46%	13%	4%	6%	320
Other/Undecided	66%	13%	7%	3%	11%	30
Def. decided vote	57%	30%	7%	3%	2%	442
Leaning toward someone	70%	12%	15%	2%	0%	41
Still trying to decide	50%	22%	11%	0%	16%	94
Extremely interested in election	55%	29%	9%	3%	4%	338
Very interested	56%	27%	10%	2%	5%	190
Somewhat/not very interested	70%	15%	3%	0%	11%	54
White	58%	27%	8%	3%	4%	507
Minority	49%	31%	8%	2%	10%	61
18 to 34	63%	26%	8%	0%	3%	63
35 to 49	61%	18%	12%	3%	5%	138
50 to 64	55%	32%	6%	3%	4%	204
65 and over	53%	30%	10%	2%	5%	160
Male	63%	26%	6%	3%	2%	278
Female	51%	29%	11%	2%	7%	304
Inside 128	49%	36%	7%	3%	5%	139
128 to 495	59%	22%	11%	2%	6%	166
Central MA	69%	18%	8%	1%	5%	109
Western MA	47%	38%	9%	5%	2%	69
Southern MA/Cape/Islands	58%	27%	9%	3%	3%	98

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

MA 2012 LIKELY VOTERS	<u>Brown</u> 51%	<u>Warren</u> 34%	<u>Someone</u> <u>Else</u> 2%	<u>Both the</u> <u>Same</u> 3%	<u>Neither</u> 3%	<u>Don't</u> <u>Know</u> 7%	<u>(N=)</u> 582
Registered Democrat	24%	55%	2%	6%	6%	8%	225
Registered Unenrolled	62%	24%	1%	2%	2%	7%	278
Registered Republican	89%	6%	1%	0%	0%	4%	79
Democrat	25%	56%	2%	5%	5%	8%	295
Independent	67%	15%	3%	3%	2%	10%	111
Republican	87%	7%	1%	0%	1%	3%	161
Brown supporter	89%	5%	1%	1%	1%	3%	270
Warren supporter	16%	63%	2%	6%	5%	8%	273
Other/Undecided	34%	30%	6%	3%	0%	28%	38
Romney supporter	85%	6%	1%	2%	2%	4%	225
Obama supporter	27%	55%	1%	5%	4%	8%	320
Other/Undecided	60%	11%	8%	4%	2%	16%	30
Def. decided vote	53%	36%	1%	3%	3%	4%	443
Leaning toward someone	62%	20%	6%	6%	0%	6%	41
Still trying to decide	39%	28%	3%	5%	4%	21%	93
Extremely interested in election	51%	35%	2%	4%	3%	5%	339
Very interested	48%	36%	1%	2%	2%	12%	189
Somewhat/not very interested	62%	18%	4%	3%	8%	4%	53
White	52%	33%	2%	3%	3%	7%	508
Minority	45%	39%	0%	7%	2%	8%	61
18 to 34	67%	22%	2%	1%	2%	6%	63
35 to 49	55%	32%	2%	2%	3%	5%	138
50 to 64	51%	36%	1%	3%	3%	6%	204
65 and over	42%	35%	2%	6%	4%	10%	160
Male	56%	31%	2%	4%	2%	4%	279
Female	46%	36%	1%	3%	4%	10%	303
Inside 128	47%	39%	1%	3%	2%	8%	140
128 to 495	52%	30%	3%	3%	2%	10%	166
Central MA	53%	33%	2%	3%	4%	5%	109
Western MA	39%	46%	3%	4%	4%	4%	68
Southern MA/Cape/Islands	62%	24%	0%	5%	4%	6%	99

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

MA 2012 LIKELY VOTERS	<u>Brown</u> 33%	<u>Warren</u> 51%	<u>Someone</u> <u>Else</u> 1%	<u>Both the</u> <u>Same</u> 4%	<u>Neither</u> 1%	<u>Don't</u> <u>Know</u> 9%	<u>(N=)</u> 579
Registered Democrat	11%	75%	0%	3%	0%	10%	223
Registered Unenrolled	40%	42%	1%	6%	2%	9%	279
Registered Republican	74%	17%	1%	0%	1%	7%	77
Democrat	7%	80%	0%	3%	0%	10%	293
Independent	44%	31%	2%	8%	4%	12%	112
Republican	71%	15%	2%	4%	1%	6%	159
Brown supporter	67%	12%	2%	7%	2%	10%	268
Warren supporter	2%	90%	0%	2%	0%	7%	273
Other/Undecided	15%	51%	2%	7%	3%	23%	37
Romney supporter	70%	14%	2%	6%	1%	8%	224
Obama supporter	7%	80%	0%	3%	0%	10%	320
Other/Undecided	44%	26%	2%	4%	7%	17%	29
Def. decided vote	37%	50%	1%	5%	0%	6%	442
Leaning toward someone	31%	52%	2%	3%	0%	13%	41
Still trying to decide	16%	54%	0%	4%	3%	23%	91
Extremely interested in election	36%	53%	0%	4%	0%	6%	336
Very interested	29%	51%	2%	5%	1%	12%	188
Somewhat/not very interested	32%	42%	0%	2%	4%	21%	54
White	35%	50%	1%	5%	1%	9%	504
Minority	17%	70%	2%	0%	3%	8%	61
18 to 34	31%	51%	2%	3%	0%	13%	61
35 to 49	27%	57%	1%	6%	1%	8%	138
50 to 64	32%	53%	0%	4%	1%	10%	204
65 and over	40%	48%	0%	4%	1%	8%	160
Male	37%	51%	0%	3%	0%	8%	277
Female	30%	52%	1%	5%	1%	11%	302
Inside 128	25%	56%	2%	5%	0%	12%	138
128 to 495	31%	52%	0%	5%	1%	11%	165
Central MA	42%	43%	1%	4%	2%	8%	108
Western MA	31%	60%	0%	0%	2%	7%	68
Southern MA/Cape/Islands	40%	47%	1%	5%	0%	7%	99

Republican Party Influence on Scott Brown

MA 2012 LIKELY VOTERS	<u>Heavily Influenced</u> 21%	<u>Sometimes Influenced</u> 38%	<u>Votes Independently</u> 34%	<u>Don't Know</u> 6%	<u>(N)</u> 581
Registered Democrat	34%	41%	18%	7%	224
Registered Unenrolled	16%	37%	40%	7%	278
Registered Republican	1%	37%	58%	4%	79
Democrat	34%	45%	13%	8%	295
Independent	17%	28%	47%	8%	112
Republican	1%	34%	62%	3%	161
Brown supporter	2%	33%	62%	3%	271
Warren supporter	41%	44%	8%	7%	272
Other/Undecided	22%	32%	24%	22%	38
Romney supporter	1%	32%	63%	4%	225
Obama supporter	36%	45%	12%	7%	319
Other/Undecided	20%	18%	43%	19%	30
Def. decided vote	22%	38%	36%	4%	443
Leaning toward someone	11%	50%	39%	0%	41
Still trying to decide	23%	36%	21%	20%	93
Extremely interested in election	24%	37%	36%	3%	339
Very interested	20%	41%	29%	10%	189
Somewhat/not very interested	10%	37%	39%	13%	54
White	20%	39%	35%	6%	507
Minority	34%	31%	23%	12%	61
18 to 34	20%	48%	28%	4%	63
35 to 49	18%	44%	33%	5%	138
50 to 64	24%	42%	28%	6%	203
65 and over	20%	26%	44%	10%	160
Male	22%	42%	34%	2%	279
Female	20%	35%	35%	10%	303
Inside 128	22%	40%	33%	5%	140
128 to 495	17%	49%	30%	3%	165
Central MA	16%	29%	44%	11%	109
Western MA	30%	34%	25%	11%	68
Southern MA/Cape/Islands	26%	30%	38%	6%	99

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

MA 2012 LIKELY VOTERS	<u>Yes</u> 65%	<u>No</u> 28%	<u>Don't Know</u> 7%	<u>(N)</u> 582
Registered Democrat	44%	44%	12%	226
Registered Unenrolled	73%	21%	5%	277
Registered Republican	94%	5%	1%	79
Democrat	46%	42%	12%	295
Independent	72%	24%	4%	112
Republican	92%	6%	1%	160
Brown supporter	91%	7%	2%	270
Warren supporter	43%	47%	10%	273
Other/Undecided	40%	40%	21%	38
Romney supporter	92%	7%	1%	225
Obama supporter	45%	44%	11%	320
Other/Undecided	72%	15%	13%	30
Def. decided vote	69%	26%	5%	442
Leaning toward someone	55%	36%	9%	41
Still trying to decide	48%	34%	18%	94
Extremely interested in election	66%	30%	4%	338
Very interested	66%	26%	9%	190
Somewhat/not very interested	56%	24%	21%	54
White	68%	26%	7%	506
Minority	42%	46%	13%	61
18 to 34	66%	25%	9%	63
35 to 49	65%	29%	6%	138
50 to 64	63%	31%	5%	203
65 and over	67%	25%	9%	160
Male	67%	28%	5%	277
Female	63%	28%	9%	304
Inside 128	51%	37%	11%	140
128 to 495	66%	27%	7%	165
Central MA	75%	18%	6%	109
Western MA	59%	37%	4%	69
Southern MA/Cape/Islands	75%	20%	6%	98

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

MA 2012 LIKELY VOTERS	<u>Yes</u> 72%	<u>No</u> 24%	<u>Don't Know</u> 4%	<u>(N)</u> 579
Registered Democrat	79%	16%	5%	225
Registered Unenrolled	71%	24%	5%	278
Registered Republican	55%	45%	0%	76
Democrat	82%	13%	5%	295
Independent	64%	33%	3%	109
Republican	58%	39%	4%	159
Brown supporter	56%	40%	4%	267
Warren supporter	92%	6%	2%	273
Other/Undecided	44%	36%	20%	38
Romney supporter	62%	35%	4%	222
Obama supporter	82%	15%	4%	320
Other/Undecided	48%	41%	11%	30
Def. decided vote	75%	22%	3%	442
Leaning toward someone	76%	23%	1%	39
Still trying to decide	55%	33%	11%	93
Extremely interested in election	75%	21%	4%	335
Very interested	74%	22%	4%	189
Somewhat/not very interested	45%	49%	6%	54
White	73%	22%	4%	505
Minority	63%	34%	4%	61
18 to 34	66%	32%	3%	63
35 to 49	71%	25%	3%	137
50 to 64	79%	18%	4%	204
65 and over	70%	27%	4%	158
Male	71%	26%	3%	278
Female	73%	22%	5%	301
Inside 128	67%	24%	8%	138
128 to 495	74%	23%	3%	166
Central MA	67%	30%	2%	109
Western MA	79%	21%	1%	68
Southern MA/Cape/Islands	75%	20%	4%	98

How Will the Native American Story Impact Your Vote for Warren

MA 2012 LIKELY VOTERS	<u>More Likely to Vote For</u> 5%	<u>Less Likely to Vote For</u> 20%	<u>No Impact On Vote</u> 74%	<u>DK</u> 2%	<u>(N)</u> 581
Registered Democrat	6%	7%	84%	3%	225
Registered Unenrolled	5%	23%	70%	2%	277
Registered Republican	1%	43%	55%	0%	78
Democrat	8%	5%	84%	2%	295
Independent	1%	22%	74%	2%	110
Republican	1%	42%	56%	1%	161
Brown supporter	0%	41%	58%	1%	270
Warren supporter	9%	1%	88%	2%	273
Other/Undecided	3%	6%	81%	11%	38
Romney supporter	1%	40%	58%	0%	225
Obama supporter	8%	4%	86%	2%	320
Other/Undecided	0%	30%	64%	6%	30
Def. decided vote	5%	23%	72%	1%	442
Leaning toward someone	9%	11%	80%	0%	41
Still trying to decide	3%	10%	80%	6%	94
Extremely interested in election	5%	21%	72%	2%	337
Very interested	4%	18%	76%	2%	190
Somewhat/not very interested	8%	16%	73%	3%	54
White	3%	19%	77%	1%	507
Minority	18%	23%	53%	7%	61
18 to 34	5%	31%	60%	4%	63
35 to 49	4%	19%	76%	1%	139
50 to 64	4%	20%	75%	1%	203
65 and over	5%	15%	76%	4%	160
Male	6%	23%	70%	0%	279
Female	4%	16%	77%	3%	302
Inside 128	4%	14%	78%	4%	140
128 to 495	4%	17%	78%	1%	166
Central MA	2%	27%	70%	1%	109
Western MA	14%	22%	63%	0%	68
Southern MA/Cape/Islands	2%	24%	72%	2%	99

How Will Corporate Legal Work Stories Impact Your Vote for Warren

MA 2012 LIKELY VOTERS	More Likely to Vote For 7%	Less Likely to Vote For 32%	No Impact On Vote 59%	DK 2%	(N) 582
Registered Democrat	10%	13%	74%	3%	225
Registered Unenrolled	5%	38%	55%	2%	279
Registered Republican	3%	63%	33%	0%	78
Democrat	11%	10%	76%	3%	295
Independent	1%	41%	55%	3%	112
Republican	2%	66%	31%	1%	161
Brown supporter	2%	61%	36%	1%	271
Warren supporter	12%	5%	81%	2%	273
Other/Undecided	3%	19%	66%	13%	38
Romney supporter	2%	60%	38%	0%	226
Obama supporter	10%	11%	76%	3%	320
Other/Undecided	3%	44%	47%	6%	30
Def. decided vote	7%	35%	57%	1%	443
Leaning toward someone	4%	30%	66%	0%	41
Still trying to decide	5%	21%	67%	7%	94
Extremely interested in election	7%	31%	60%	1%	338
Very interested	6%	34%	56%	3%	190
Somewhat/not very interested	4%	27%	64%	6%	54
White	6%	33%	58%	2%	508
Minority	8%	17%	70%	5%	61
18 to 34	6%	35%	58%	1%	63
35 to 49	9%	25%	66%	0%	139
50 to 64	5%	33%	60%	1%	204
65 and over	6%	37%	52%	5%	160
Male	8%	33%	59%	1%	279
Female	6%	31%	60%	3%	303
Inside 128	6%	30%	61%	3%	140
128 to 495	9%	34%	55%	2%	166
Central MA	4%	37%	57%	2%	109
Western MA	6%	27%	67%	0%	69
Southern MA/Cape/Islands	7%	29%	61%	3%	99

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

	<u>Supports Strongly</u> 37%	<u>Supports Somewhat</u> 18%	<u>Opposes Somewhat</u> 19%	<u>Opposes Strongly</u> 15%	<u>Don't Know</u> 11%	<u>(N=)</u> 571
MA 2012 LIKELY VOTERS						
Registered Democrat	14%	19%	24%	28%	14%	222
Registered Unenrolled	44%	17%	20%	9%	11%	273
Registered Republican	75%	18%	2%	1%	6%	76
Democrat	11%	18%	30%	28%	13%	292
Independent	46%	20%	15%	5%	14%	109
Republican	76%	16%	3%	0%	5%	155
Brown supporter	74%	17%	3%	0%	7%	265
Warren supporter	3%	19%	35%	31%	12%	269
Other/Undecided	9%	22%	21%	11%	36%	36
Romney supporter	74%	16%	2%	1%	5%	223
Obama supporter	11%	19%	31%	27%	13%	317
Other/Undecided	32%	22%	23%	0%	22%	25
Def. decided vote	43%	15%	17%	16%	8%	438
Leaning toward someone	28%	42%	20%	6%	4%	40
Still trying to decide	11%	21%	27%	14%	27%	88
Extremely interested in election	40%	16%	18%	19%	7%	335
Very interested	34%	20%	20%	12%	14%	186
Somewhat/not very interested	21%	21%	22%	7%	28%	50
White	39%	17%	19%	15%	10%	499
Minority	16%	23%	22%	19%	20%	61
18 to 34	39%	19%	20%	9%	12%	60
35 to 49	37%	21%	21%	13%	9%	135
50 to 64	34%	20%	19%	18%	9%	203
65 and over	39%	11%	17%	17%	15%	156
Male	39%	20%	15%	17%	9%	271
Female	34%	16%	23%	14%	13%	300
Inside 128	28%	23%	20%	18%	11%	134
128 to 495	41%	20%	16%	12%	12%	162
Central MA	45%	13%	18%	15%	10%	109
Western MA	28%	13%	29%	20%	10%	68
Southern MA/Cape/Islands	39%	16%	17%	14%	13%	98

Registered to Vote

	<u>Registered Democrat</u> 39%	<u>Registered Unenrolled</u> 48%	<u>Registered Republican</u> 14%	<u>(N=)</u> 583
MA 2012 LIKELY VOTERS				
Democrat	70%	29%	1%	295
Independent	8%	85%	7%	112
Republican	5%	55%	41%	162
Brown supporter	13%	59%	28%	272
Warren supporter	65%	34%	1%	273
Other/Undecided	35%	62%	3%	38
Romney supporter	12%	59%	29%	226
Obama supporter	60%	37%	3%	320
Other/Undecided	14%	78%	8%	30
White	37%	49%	14%	508
Minority	47%	40%	12%	61
18 to 34	42%	39%	19%	63
35 to 49	36%	46%	18%	139
50 to 64	38%	50%	11%	204
65 and over	39%	51%	10%	160
Male	37%	45%	18%	279
Female	40%	51%	9%	304
Inside 128	56%	34%	10%	140
128 to 495	32%	57%	12%	166
Central MA	37%	45%	18%	109
Western MA	33%	54%	14%	69
Southern MA/Cape/Islands	33%	51%	16%	99

Party Identification

MA 2012 LIKELY VOTERS	<u>Democrat</u> 52%	<u>Independent</u> 20%	<u>Republican</u> 28%	<u>(N=)</u> 568
Registered Democrat	93%	4%	3%	223
Registered Unenrolled	32%	35%	33%	270
Registered Republican	3%	10%	87%	76
Brown supporter	14%	26%	60%	261
Warren supporter	90%	9%	1%	268
Other/Undecided	45%	46%	10%	38
Romney supporter	11%	22%	67%	215
Obama supporter	82%	15%	3%	318
Other/Undecided	21%	62%	18%	28
White	50%	20%	29%	498
Minority	64%	18%	18%	59
18 to 34	50%	8%	43%	62
35 to 49	48%	23%	29%	135
50 to 64	53%	23%	24%	202
65 and over	53%	18%	29%	156
Male	48%	20%	32%	268
Female	56%	20%	25%	300
Inside 128	61%	16%	23%	138
128 to 495	48%	20%	32%	159
Central MA	47%	21%	32%	106
Western MA	53%	23%	24%	67
Southern MA/Cape/Islands	49%	20%	30%	97

	Sex		
MA 2012 LIKELY VOTERS	<u>Male</u> 48%	<u>Female</u> 52%	<u>(N=)</u> 583
Registered Democrat	46%	54%	226
Registered Unenrolled	45%	55%	279
Registered Republican	64%	36%	79
Democrat	43%	57%	295
Independent	48%	52%	112
Republican	54%	46%	162
Brown supporter	53%	47%	272
Warren supporter	45%	55%	273
Other/Undecided	29%	71%	38
Romney supporter	54%	46%	226
Obama supporter	45%	55%	320
Other/Undecided	32%	68%	30
White	48%	52%	508
Minority	52%	48%	61
18 to 34	61%	39%	63
35 to 49	54%	46%	139
50 to 64	45%	55%	204
65 and over	41%	59%	160
Inside 128	51%	49%	140
128 to 495	50%	50%	166
Central MA	40%	60%	109
Western MA	39%	61%	69
Southern MA/Cape/Islands	55%	45%	99

	Age				(N=)
	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65 and Older</u>	
MA 2012 LIKELY VOTERS	11%	25%	36%	28%	566
Registered Democrat	12%	23%	36%	29%	216
Registered Unenrolled	9%	23%	38%	30%	273
Registered Republican	15%	33%	31%	20%	76
Democrat	11%	23%	37%	29%	285
Independent	4%	28%	43%	25%	110
Republican	17%	25%	30%	28%	158
Brown supporter	13%	25%	33%	29%	264
Warren supporter	9%	23%	38%	30%	266
Other/Undecided	15%	27%	44%	14%	36
Romney supporter	10%	26%	34%	30%	217
Obama supporter	12%	24%	37%	27%	313
Other/Undecided	10%	23%	38%	29%	30
White	9%	24%	38%	30%	498
Minority	25%	35%	25%	15%	60
Male	14%	28%	34%	25%	271
Female	8%	22%	38%	32%	295
Inside 128	18%	24%	29%	29%	132
128 to 495	9%	25%	41%	25%	163
Central MA	9%	24%	36%	30%	107
Western MA	5%	29%	32%	35%	67
Southern MA/Cape/Islands	12%	22%	40%	26%	97

Region of the State

	<u>Inside Rt. 128</u>	<u>Rt. 128 to I-495</u>	<u>Central MA</u>	<u>Western MA</u>	<u>Southern MA/ Cape/Islands</u>	<u>(N=)</u>
MA 2012 LIKELY VOTERS	24%	28%	19%	12%	17%	583
Registered Democrat	34%	23%	18%	10%	15%	226
Registered Unenrolled	17%	34%	18%	13%	18%	279
Registered Republican	18%	25%	25%	12%	20%	79
Democrat	29%	26%	17%	12%	16%	295
Independent	20%	29%	20%	14%	18%	112
Republican	20%	31%	21%	10%	18%	162
Brown supporter	18%	33%	22%	9%	18%	272
Warren supporter	30%	25%	14%	16%	15%	273
Other/Undecided	24%	23%	27%	4%	21%	38
Romney supporter	19%	34%	20%	10%	17%	226
Obama supporter	28%	26%	17%	14%	15%	320
Other/Undecided	15%	21%	30%	8%	26%	30
White	22%	30%	19%	11%	18%	508
Minority	34%	22%	21%	14%	9%	61
18 to 34	39%	22%	16%	5%	18%	63
35 to 49	23%	30%	19%	14%	15%	139
50 to 64	19%	32%	19%	11%	19%	204
65 and over	24%	26%	20%	14%	16%	160
Male	26%	30%	15%	10%	20%	279
Female	22%	27%	22%	14%	15%	304

MA 2012 LIKELY VOTERS	Race		(N=)
	<u>White</u> 89%	<u>Minority</u> 11%	
Registered Democrat	87%	13%	219
Registered Unenrolled	91%	9%	272
Registered Republican	90%	10%	78
Democrat	87%	13%	290
Independent	91%	9%	112
Republican	93%	7%	156
Brown supporter	93%	7%	264
Warren supporter	86%	14%	267
Other/Undecided	82%	18%	38
Romney supporter	96%	4%	219
Obama supporter	84%	16%	316
Other/Undecided	93%	7%	28
18 to 34	75%	25%	60
35 to 49	85%	15%	138
50 to 64	92%	8%	202
65 and over	94%	6%	158
Male	88%	12%	274
Female	90%	10%	295
Inside 128	85%	15%	135
128 to 495	92%	8%	164
Central MA	88%	12%	108
Western MA	87%	13%	65
Southern MA/Cape/Islands	94%	6%	97