UNIVERSITY OF MASSACHUSETTS LOWELL-BOSTON HERALD

MASSACHUSETTS U.S. SENATE POLL

Oct. 31-Nov. 3, 2012 - 956 Registered Voters (RVs) Including 800 Likely Voters (LVs)

Sample design: Overlapping dual-frame random digit dial landline (63%) and cell phone (37%). English only.	Sampling error +/- 3.7 percentage points for all registered voters +/- 4.1 percentage points for all likely voters
Survey producer: Mike Mokrzycki for the University of Massachusetts Lowell	<i>By self-described party ID, full sample of RVs:</i> Unleaned: D +/- 6.6 points; I +/- 5.0 points; R: +/-11.1 points With independents "leaned" to a party: D +/-5.0 pts; R +/- 6.3 pts
Data collection/tabulation: Princeton Survey Research Associates International; interviewing by Princeton Data Source	 RVs by party - Unleaned: D 29% of RVs, I 53%, R 11% Leaned: D 53% of RVs, I 8%, R 33% LVs by party - Unleaned: D 29% of LVs, I 54%, R 11% Leaned: D 53% of LVs, I 7%, R 34%

Respondents qualify as registered voters if they say they are registered to vote at their current address and, when asked in a follow-up question if there is ANY chance their registration may have lapsed, they affirm that they are "absolutely certain" they are registered.

"Likely voters" are defined based on a 7-item turnout scale. These items measure registration status, interest in the election, voting intentions, past voting history, and familiarity with the voting process. Scoring is adjusted by age so that those under 30 are properly represented in the likely voter base. A total of 60% of Massachusetts adults were classified as likely voters.

All party breaks are by self-described party identification, not registration

Due to rounding, percentages may not total 100%

* = less than 0.5%

Q.1 I'm going to read the names of some people in politics. Please tell me if overall you have a favorable or unfavorable view of each person. If you have never heard of the person, please just say so. (First/Next) [NAME] - overall, do you have a favorable or unfavorable view of [NAME]? How about [NEXT NAME]? IF NECESSARY: Have you heard of [NAME] and are undecided about (him/her)? Or have you never heard of (him/her)? RANDOMIZE ALL

	<u>Favorable</u>	<u>Unfavorable</u>	Never <u>Heard of</u>	Heard of/ <u>Undecided</u>
<i>Based on RV's (n=956)</i> a. Scott Brown	54	39	1	7
b. Elizabeth Warren	50	42	1	8
c. Barack Obama	62	34	*	4
d. Mitt Romney	39	56	*	5
TREND DATA				
Based on RV's				
a. Scott Brown				
Oct. 31-Nov. 3, 2012	54	39	1	7
Sept. 13-17, 2012	57	29	4	8
Dec. 1-6, 2011	48 52	35 29	4 8	11 11
Sept. 22-28, 2011	52	29	0	11
b. Elizabeth Warren				
Oct. 31-Nov. 3, 2012	50	42	1	8
Sept. 13-17, 2012	48	34	6	11
Dec. 1-6, 2011	34	27	23	15
Sept. 22-28, 2011	30	18	37	14
c. Barack Obama				
Oct. 31-Nov. 3, 2012	62	34	*	4
Sept. 13-17, 2012	60	34		4
Dec. 1-6, 2011	61	31		6
Sept. 22-28, 2011	61	34	*	4
d. Mitt Romney				
Oct. 31-Nov. 3, 2012	39	56	*	5
Sept. 13-17, 2012	32	60		6
Dec. 1-6, 2011	40	48	2	9
Sept. 22-28, 2011	45	43	4	7

Q.1 Brown/Warren trend, with party breaks

		All		UNLEANED		LEANED	
		<u>RV's</u>	DEM.	IND.	REP.	DEM.	REP.
а.	Scott Brown						
	Favorable						
	Oct. 31-Nov. 3, 2012	54	21	64	89	26	95
	Sept. 13-17, 2012	57		66		37	89
	Dec. 1-6, 2011	48		59		32	82
	Sept. 22-28, 2011	52	38	59	78	38	80
	Unfavorable						
	Oct. 31-Nov. 3, 2012	39	69	30	7	65	2
	Sept. 13-17, 2012	29		22	/	49	2
	Dec. 1-6, 2011	35		22		52	5
	Sept. 22-28, 2011	29	45	24	10	43	3 3 5 8
	Jept. 22-20, 2011	29	J	27	10	J	0
	Never Heard of						
	Oct. 31-Nov. 3, 2012	1	1	1	1	1	*
	Sept. 13-17, 2012	4		1		5	2
	Dec. 1-6, 2011	4		3		3	2 3 3
	Sept. 22-28, 2011	8	10	4	6	9	3
	Heard of/Undecided						
	Oct. 31-Nov. 3, 2012	7	9	6	3	8	2
	Sept. 13-17, 2012	8		7		7	7
	Dec. 1-6, 2011	11		12		12	, 7
	Sept. 22-28, 2011	11	7	12	6	9	9
	Jept. 22 20, 2011	11	/	15	0	5	2

	All		-UNLEANED	LEANED		
	<u>RV's</u>	DEM.	<u>IND.</u>	<u>REP.</u>	<u>DEM.</u>	REP.
b. Elizabeth Warren						
Favorable						
Oct. 31-Nov. 3, 2012	2 50	82	41	15	79	10
Sept. 13-17, 2012	2 48		45		72	9
Dec. 1-6, 2011	134		28		50	7
Sept. 22-28, 201	1 30	46	24	12	45	10
Unfavorable						
Oct. 31-Nov. 3, 2012	2 42	12	51	77	13	84
Sept. 13-17, 2012	2 34		40		11	73
Dec. 1-6, 2011	1 27		31		17	45
Sept. 22-28, 201	1 18	7	19	43	8	38
Never Heard of						
Oct. 31-Nov. 3, 2012	21	*	*	1	1	*
Sept. 13-17, 2012	26		3		8	3
Dec. 1-6, 2011	123		21		20	30
Sept. 22-28, 201	1 37	36	41	28	34	37
Heard of/Undecided						
Oct. 31-Nov. 3, 2012	28	6	8	7	7	5
Sept. 13-17, 2012	2 11		9		8	14
Dec. 1-6, 2011	1 15		18		12	17
Sept. 22-28, 201	1 14	11	16	17	12	16

Q.2/2a If the presidential election were being held TODAY, would you vote for **[READ AND RANDOMIZE]?** Q.2a As of TODAY, do you LEAN more to **[READ IN SAME ORDER AS Q.2]**?

SUMMARY TABLE INCLUDING LEANERS, with party breaks

	ALL REGISTERED VOTERS									
	<u>A</u>	LL		UNLEANE)	LEA	NED			
	R	Vs	DEM.	IND.	REP.	DEM.	REP.			
Mitt Romney and Paul Ryan, the Republicans	3	5	4	42	84	3	87			
Barack Obama and Joe Biden, the Democrats	5	9	94	51	13	94	10			
Neither/Someone else (VOL.)		2	1	2	0	1	1			
Don't know/Refused VOL.)		4	1	5	3	2	2			
		ALL LIKELY VOTERS								
	<u>A</u>	<u>LL</u>		UNLEANE	D	LEA	ANED			
	<u>L'</u>	<u>Vs</u>	DEM.	IND.	REP.	DEM.	REP.			
Mitt Romney and Paul Ryan, the Republicans	3	57	5	44	87	3	89			
Barack Obama and Joe Biden, the Democrats	5	7	93	50	11	94	8			
Neither/Someone else (VOL.)		1	1	2	0	1	1			
Don't know/Refused (VOL.)		4	2	4	3	2	2			
TREND DATA FROM S	EPT. 2	<u>2012</u>		-All RVs			All LVs			
	All	All	Unleaned	Leaned	Leaned	Unleaned	Leaned	Leaned		
	<u>RVs</u>	LVs	Ind.	Dem.	Rep.	<u>Ind.</u>	Dem.	<u>Rep.</u>		
Mitt Romney and Paul Ryan, the Republicans	35	36	42	2	91	44	2	92		
Barack Obama and Joe Biden, the Democrats	60	59	53	97	5	52	97	4		
Neither/Someone else (VOL.)	*	*	*		*	*		*		
Don't know VOL.) Refused (VOL.)	3 2	3 2	2 2	1 1	2 1	2 2	1 1	3 1		

Q.3/3a If the election for U.S. SENATOR were being held TODAY and the candidates were [RANDOMIZE: Scott Brown, the Republican, (and) Elizabeth Warren, the Democrat], for whom would you vote? Q.3a [If "neither," "someone else," don't know or refused, ask: As of TODAY, do you LEAN more toward [RANDOMIZE IN SAME ORDER AS IN Q.3: Brown, the Republican (or) Warren, the Democrat]?

SUMMARY TABLE INCLUDING LEANERS, with party breaks

Current	ALL REGISTERED VOTERS									
	<u>ALL</u>	l	JNLEANED	LEA	LEANED					
	<u>RVs</u>	DEM.	IND.	REP.	DEM.	REP.				
Scott Brown	47	12	56	90	15	94				
Elizabeth Warren	49	85	40	8	82	5				
Neither/Someone else (VOL.)	1	*	2	0	1	*				
Don't know/Refused (VOL.)	2	2	2	2	2	1				

<u>Current</u>	ALL LIKELY VOTERS									
	ALL	U	UNLEANED			NED	<u>OBAMA</u>	<u>ROMNEY</u>		
	LVs	DEM.	IND.	REP.	<u>DEM.</u>	REP.	<u>VOTER</u>	<u>VOTER</u>		
Scott Brown	49	13	58	93	14	96	16	97		
Elizabeth Warren	48	84	39	6	82	4	81	2		
Neither/Someone else (VOL.)	1	1	1	0	1	*	1	*		
Don't know/ Refused (VOL.)	1	*	*	1	1	*	0	0		

TREND DATA FROM SEPT. 2012

			ALL RVs			All LVs				
	All	All	Unleaned	Leaned	Leaned	Unleaned	Leaned	Leaned	Obama	Romney
	RVs	LVs	Ind	Dem	<u>Rep</u>	Ind	Dem	<u>Rep</u>	<u>Voter</u>	Voter
Scott Brown	50	49	58	21	93	58	20	93	22	93
Elizabeth Warren	44	45	35	72	6	35	73	7	71	6
Neither/Someone else (VOL.)	1	1	1	1		1	1		1	*
Don't know (VOL.)	4	4	5	5	*	4	5	*	5	1
Refused (VOL.)	1	2	1	1		1	1		1	

		UNLEANED	LEANED	LEANED
TREND DATA	<u>All RV's</u>	<u>IND.</u>	DEM.	<u>REP.</u>
Scott Brown				
Oct. 31-Nov 4, 2012	47	56	15	94
Sept. 13-17, 2012	50	58	21	93
Dec. 1-6, 2011	42	53	20	89
Elizabeth Warren				
Oct. 31-Nov 4, 2012	49	40	82	5
Sept. 13-17, 2012	44	35	72	6
Dec. 1-6, 2011	49	37	74	7
Neither/Someone else (VOL.)				
Oct. 31-Nov 4, 2012	1	2	1	*
Sept. 13-17, 2012	1	1	1	
Dec. 1-6, 2011	3	2	2	1
Don't know/Refused (VOL.)				
Oct. 31-Nov 4, 2012	2	2	2	1
Sept. 13-17, 2012	5	6	6	*
Dec. 1-6, 2011	6	7	4	3

COMPARE TO Sept. 22-28, 2011:

Thinking now about the U.S. Senate general election in November 2012 ... please tell me for whom you likely would vote if it came down to a choice between Scott Brown, the Republican, and each of the following Democrats. First, what if you had to choose between Scott Brown and **[FIRST NAME]**? Next, what if you had to choose between Scott Brown and **[NEXT NAME]**?

		L	JNLEANED-	LEANED		
	<u>All RV's</u>	Dem.	<u>Ind.</u>	<u>Rep.</u>	Dem.	<u>Rep.</u>
Scott Brown	41	16	48	83	18	84
Elizabeth Warren	38	65	29	6	61	4

Q.4 Do you support [Scott Brown/Elizabeth Warren] strongly or only moderately?

	<u>ALL</u>	<u>ALL</u>	UNLEANED			LEANED	
	<u>RV's</u>	<u>LV's</u>	DEM.	IND.	<u>REP.</u>	DEM.	REP.
Scott Brown							
Brown - Strongly	30	33	5	36	66	5	70
Brown – Moderately	16	15	8	20	21	10	23
Don't know/Refused	1	1	0	*	3	*	1
Elizabeth Warren							
Warren - Strongly	34	34	68	22	0	58	1
Warren – Moderately	15	14	16	17	8	23	4
Don't know/Refused	*	*	1	*	0	1	*
Neither/Someone else	1	1	*	2	0	1	*
(VOL.)							
Don't know /Refused(VOL.)	2	2	2	2	2	2	1

			UNLEANED	LEANED	LEANED
TREND FROM SEPT. 2012	<u>All RV's</u>	<u>All LV's</u>	<u>IND.</u>	DEM.	<u>REP.</u>
Scott Brown					
Brown - Strongly	29	28	34	7	62
Brown – Moderately	20	20	23	13	29
Don't know/Refused	1	1	*	1	3
Elizabeth Warren					
Warren - Strongly	23	25	16	41	1
Warren – Moderately	19	18	19	28	4
Don't know/Refused	2	2	*	3	2
Neither/Someone else (VOL.)	1	1	1	1	
Don't know (VOL.)	4	4	5	5	*
Refused (VOL.)	1	2	1	1	

Q.4a Will you definitely vote for [Scott Brown/Elizabeth Warren] for U.S. Senate in November 2012 or is there a chance you could change your mind and vote for someone else?

	<u>ALL</u>	<u>ALL</u>		-UNLEANE	D	LEA	NED
	<u>RV's</u>	<u>LV's</u>	DEM.	IND.	<u>REP.</u>	DEM.	REP.
Brown – Definite	39	43	8	48	83	9	86
Brown – Could Change Mind	6	5	4	7	5	5	6
Brown - Don't know/Refused (VOL.)	2	1	1	2	2	*	1
Warren – Definite	42	41	80	31	4	72	3
Warren – Could Change Mind	7	6	5	9	3	9	2
Warren - Don't know/Refused (VOL.)	*	*	1	*	*	1	*
Neither/Other (VOL.)	1	1	*	2	0	1	*
Don't know/Refused (VOL.)	2	2	2	2	2	2	1
Brown – Definite	39	43	8	48	83	9	86
Warren – Definite	42	41	80	31	4	72	3
NET Persuadables	19	16	12	21	13	19	10

TREND FROM SEPT. 2012 Brown – Definite Brown – Could Change Mind Brown - Don't know/Refused (VOL.)	<u>All RV's</u> 35 15 *	<u>All LV's</u> 35 14 *	UNLEANED <u>IND.</u> 42 16 *	LEANED <u>DEM.</u> 7 14 *	LEANED <u>REP.</u> 78 15
Warren – Definite	34	36	22	58	5
Warren – Could Change Mind	8	8	10	13	1
Warren - Don't know/Refused (VOL.)	1	1	2	1	*
Neither/Other (VOL.)	1	1	1	1	
Don't know/Refused (VOL.)	5	6	6	6	*
Brown — Definite	35	35	42	7	78
Warren — Definite	34	36	22	58	5
NET Persuadables	31	36	36	35	17

		UNLEANED	LEANED	LEANED	
TREND FROM DEC. 2011	<u>All RV's</u>	<u>IND.</u>	DEM.	<u>REP.</u>	
Brown – Definite	21	27	3	57	
Brown – Could Change Mind	20	24	16	29	
Warren – Definite	24	14	39	1	
Warren – Could Change Mind	23	22	33	5	
Don't know/Refused (VOL.) ¹	13	11	8	8	
Brown – Definite	21	27	3	57	
Warren – Definite	24	14	39	1	
NET Persuadables	55	59	58	42	

¹ Includes respondents who chose Brown or Warren in Q.3 but answered DK/Ref to Q.4.

Q.5 Do you approve or disapprove of the way Scott Brown is handling his job as U.S. senator?

	<u>RV's</u>
Approve	53
Disapprove	35
Don't know/Refused (VOL.)	12

TREND DATA	All	<u>l</u>	JNLEANED	<u>)</u>	LEA	<u>NED</u>
	RV's	DEM.	IND.	REP.	DEM.	REP.
Approve						
Oct. 31-Nov. 3, 2012	53	24	62	87	28	92
Sept. 13-17, 2012	58		65		37	91
Dec. 1-6, 2011	45		55		28	79
Sept. 22-28, 2011	53	32	60	83	35	82
Disapprove						
• •	25	64	26	8	58	4
Oct. 31-Nov. 3, 2012	35	04	-	0		
Sept. 13-17, 2012	26		19		40	3
Dec. 1-6, 2011	36		27		51	12
Sept. 22-28, 2011	29	45	22	10	43	7
Don't know/Refused (VOL.)						
Oct. 31-Nov. 3, 2012	12	12	12	5	14	4
Sept. 13-17, 2012	17		16		22	6
Dec. 1-6, 2011	19		19		21	10
Sept. 22-28, 2011	19	23	18	6	22	10
5000.2220,2011	10	25	10	U	~~	10

Q.6 In general, do you think Scott Brown's political views are too conservative, too liberal or about right?

CURRENT		LEANED				
	<u>All RV's</u>	DEM.	IND.	REP.	DEM.	<u>REP.</u>
Too conservative	30	58	21	4	52	3
Too liberal	7	6	8	7	6	8
About right	53	24	62	85	31	86
Don't know/Refused (VOL.)	10	12	9	4	11	4

	Too		About	Don't
<u>TREND DATA</u>	<u>conservative</u>	<u>Too liberal</u>	<u>right</u>	<u>know/Ref.</u>
Oct. 31-Nov. 3, 2012	30	7	53	10
Sept. 13-17, 2012	24	6	56	13
Dec. 1-6, 2011	29	7	45	19
Sept. 22-28, 2011	29	11	49	12

Q.7 In general, do you think Elizabeth Warren's political views are too conservative, too liberal or about right?

CURRENT	UNLEANED				LEANED	
	<u>All RV's</u>	DEM.	IND.	REP.	DEM.	REP.
Too conservative	4	4	6	1	5	3
Too liberal	37	11	42	80	12	77
About right	49	80	41	11	77	10
Don't know/Refused (VOL.)	10	6	12	8	7	10

	Тоо		About	Don't
TREND DATA	<u>conservative</u>	<u>Too liberal</u>	<u>right</u>	<u>know/Ref.</u>
Oct. 31-Nov. 3, 2012	4	37	49	10
Sept. 13-17, 2012	3	30	49	18
Dec. 1-6, 2011	2	25	40	33

THERE IS NO QUESTION 8

Q.9 Do you think that as U.S. Senator, Scott Brown has compromised with Democrats too much, not enough or about the right amount?

CURRENT		U	INLEANED		LEAN	NED
	<u>All RV's</u>	DEM.	<u>IND.</u>	<u>REP.</u>	DEM.	<u>REP.</u>
Too much	8	6	8	13	7	10
Not enough	33	56	26	7	53	5
About the right amount	50	31	57	75	32	79
Don't know/Refused	9	7	9	6	8	6
(VOL.)						
TREND FROM SEPT 20	12	U	INLEANED		LEAN	NED
	All RV's	Dem.	Ind	<u>Rep²</u>	Dem	<u>Rep</u>
Too much	4	2	4		3	5
Not enough	27	48	20		42	7
About the right amount	55	29	64		38	81
Don't know/Refused	15	21	12		17	7
(VOL.)						
TREND FROM SEPT. 20	<u>11</u>	U	INLEANED		LEAN	NED
	<u>All RV's</u>	Dem.	Ind	<u>Rep</u>	<u>Dem</u>	<u>Rep</u>
Too much	8	4	11		5	15
Not enough	32	44	29		47	11
About the right amount	50	41	51		39	70
Don't know/Refused	9	11	10		8	4
(VOL.)						

 $^{^{\}rm 2}$ Number of cases is too small to report.

Q.10 Regardless of how you may vote for U.S. Senate next year, who do you think would do a better job of looking out for the economic interests of middle class families – **[ROTATE:** Scott Brown or Elizabeth Warren?]

<u>CURRENT</u>			UNLEANED		LEAN	NED
	<u>All RV's</u>	DEM.	IND.	REP.	DEM.	REP.
Scott Brown	43	13	51	84	14	88
Elizabeth Warren	47	80	39	12	78	7
Neither (VOL.)	1	1	2	0	2	0
Both equally (VOL.)	1	1	1	0	1	0
Don't know/Refused	7	5	7	5	6	5
(VOL.)						
	_			Neither	Both	DK/
TREND DATA	Brown	<u>l</u>	<u>Warren</u>	<u>(VOL.)</u>	<u>(VOL.)</u>	<u>Ref.</u>
Oct 31-Nov. 3, 201			47	1	1	7
Sept. 13-17, 201	2 44		46	1	2	8

Q.10.1 Regardless of who you support for U.S. Senate, who do you think would do a better job on issues especially important to women – **[ROTATE:** Scott Brown or Elizabeth Warren?**]**

Dec. 1-6, 2011

CURRENT	UNLEANED					NED
	<u>All RV's</u>	DEM.	IND.	<u>REP.</u>	DEM.	REP.
Scott Brown	35	10	41	68	10	74
Elizabeth Warren	55	86	48	17	85	14
Neither (VOL.)	1	*	1	0	1	1
Both equally (VOL.)	2	1	2	5	1	3
Don't know/Refused (VOL.)	7	3	8	11	3	8

DEMOGRAPHICS

	<u>Unweighted %</u>	Weighted %
SEX Male Female	47 53	48 52
AGE 18-34 35-49 50-64 65+	15 20 36 26	21 25 31 20
EDUC HS or less Some college College graduate Post-graduate	21 22 31 25	29 25 26 18
RACE/ETHNICITY White, non-Hispanic Black Hispanic Other	85 4 4 6	86 3 5 4
REGION Boston proper Inner Suburbs Outer Suburbs Southeast Central Western	13 15 33 13 11 13	10 16 37 13 13 12

	<u>ALL RV's</u>
INCOME	
Less than \$50,000	25
\$50,000 to under \$100,000	34
\$100,000 +	24
Don't know/Refused (VOL.)	17

ROTATE WITH IDEOF

IDEOS On social issues such as gay marriage and abortion, in general would you describe your views as **[REVERSE ORDER FOR HALF OF RESPONDENTS, SAME AS IDEOF:** liberal, moderate (or) conservative]?

	<u>ALL RV's</u>
Liberal	51
Moderate	27
Conservative	17
Don't know (VOL.)	3
Refused (VOL.)	2

ROTATE WITH IDEOS

IDEOF On fiscal issues such as taxes and spending, in general would you describe your views as **[REVERSE ORDER FOR HALF OF RESPONDENTS, SAME AS IDEOS:** liberal, moderate (or) conservative]?

	<u>ALL RV's</u>
Liberal	21
Moderate	39
Conservative	38
Don't know (VOL.)	2
Refused (VOL.)	1