

Name recognition and favorability

Among Massachusetts registered voters surveyed Sept. 22-28, 2011, 37% percent had not yet heard of Democratic Senate hopeful Elizabeth Warren. Who do those voters more closely resemble - those who view Warren favorably or voters who view Republican incumbent Sen. Scott Brown favorably?

		All Mass. Registered voters:	30%	37%	52%
			View Warren favorably	Never heard of Warren	View Brown favorably
Self-described party identification:					
34%	Democrat		54%	34%	26%
47%	Independent		36%	48%	50%
14%	Republican		6%	10%	20%
Party identification, including ind. who "lean" toward D or R parties					
56%	Democrat		85%	52%	41%
9%	Independent		5%	13%	10%
30%	Republican		10%	30%	47%
Political views IN GENERAL <i>(asked of Form A half sample, N=506)</i>					
All RVs			View Warren favorably	Never heard of Warren	View Brown favorably
27%	Liberal		40%	28%	14%
43%	Moderate		46%	39%	46%
26%	Conservative		13%	27%	37%
Views on SOCIAL ISSUES such as gay marriage and abortion <i>(Form B, N=499)</i>					
All RVs			View Warren favorably	Never heard of Warren	View Brown favorably
45%	Liberal		67%	42%	42%
28%	Moderate		28%	26%	26%
22%	Conservative		3%	27%	28%
Views on FISCAL ISSUES such as taxes and spending <i>(Form B, N=499)</i>					
All RVs			View Warren favorably	Never heard of Warren	View Brown favorably
16%	Liberal		27%	15%	12%
43%	Moderate		56%	36%	35%
37%	Conservative		16%	41%	49%

		All Mass. Registered voters:	30%	37%	52%
All RVs	Things in this country today are:	View Warren favorably	Never heard of Warren	View Brown favorably	
	23% Generally going in the right direction	30%	25%	21%	
	62% Seriously off on the wrong track	51%	61%	69%	
	12% Mixed (VOL.)	14%	11%	8%	
All RVs	Nation's economy:	View Warren favorably	Never heard of Warren	View Brown favorably	
	11% Getting better	16%	8%	8%	
	48% Getting worse	34%	47%	55%	
	40% Staying about the same	49%	43%	37%	
All RVs	Which comes closer to your view:	View Warren favorably	Never heard of Warren	View Brown favorably	
	52% Government should do more to solve problems	71%	53%	42%	
	40% Govt. is doing too many things better left to businesses and individuals	23%	40%	53%	
All RVs	What is more important:	View Warren favorably	Never heard of Warren	View Brown favorably	
	29% Taking steps to reduce the deficit	27%	23%	38%	
	55% Keeping Social Security and Medicare benefits as they are	60%	61%	48%	
	13% Both equally (VOL.)	11%	12%	12%	
All RVs	Illegal immigrant who graduated from HS in MA and is accepted to a state public college:	View Warren favorably	Never heard of Warren	View Brown favorably	
	46% Should qualify for in-state tuition	65%	44%	39%	
	48% Should not qualify for in-state tuition	28%	49%	55%	
All RVs	2006 Massachusetts health care reform	View Warren favorably	Never heard of Warren	View Brown favorably	
	28% Went too far	11%	27%	37%	
	45% Was about right	58%	45%	39%	
	18% Didn't go far enough	26%	17%	16%	
	8% Don't know/Refused (VOL.)	6%	11%	8%	
All RVs	2010 national health care reform	View Warren favorably	Never heard of Warren	View Brown favorably	
	32% Went too far	12%	29%	46%	
	31% Was about right	38%	31%	25%	
	27% Didn't go far enough	45%	23%	20%	
	10% Don't know/Refused (VOL.)	4%	17%	8%	

		All Mass. Registered voters:	30%	37%	52%
All RVs	Tea Party political movement:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Support	4%	12%	19%	
	Oppose	70%	31%	33%	
	Neutral	23%	43%	43%	
All RVs	Personally feel about Obama administration policies: (Form A, N=506)	View Warren favorably	Never heard of Warren	View Brown favorably	
	Enthusiastic	13%	8%	8%	
	Satisfied but not enthusiastic	54%	44%	30%	
	Dissatisfied but not angry	27%	31%	43%	
	Angry	3%	9%	14%	
	Don't know/Refused (VOL.)	3%	8%	5%	
All RVs	Feel about policies offered by Republicans in Congress: (Form B, N=499)	View Warren favorably	Never heard of Warren	View Brown favorably	
	Enthusiastic	%	4%	4%	
	Satisfied but not enthusiastic	20%	31%	40%	
	Dissatisfied but not angry	28%	44%	34%	
	Angry	50%	13%	15%	
	Don't know/Refused (VOL.)	2%	8%	6%	
All RVs	Brown handling of job as U.S. senator:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Strongly approve	4%	12%	26%	
	Somewhat approve	28%	41%	54%	
	Somewhat disapprove	28%	14%	7%	
	Strongly disapprove	26%	6%	1%	
All RVs	As U.S. senator, has Scott Brown:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Exceeded your expectations	13%	6%	11%	
	Met your expectations	37%	45%	60%	
	Fallen short of your expectations	42%	34%	22%	
All RVs	As president, has Barack Obama:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Exceeded your expectations	10%	7%	4%	
	Met your expectations	41%	34%	30%	
	Fallen short of your expectations	46%	55%	62%	

		All Mass. Registered voters:	30%	37%	52%
All RVs	Are Scott Brown's political views:		View Warren favorably	Never heard of Warren	View Brown favorably
	29%	Too conservative	54%	20%	14%
	11%	Too liberal	10%	11%	12%
	49%	About right	29%	53%	67%
All RVs	Has Obama compromised with Republicans: (Form A, N=506)		View Warren favorably	Never heard of Warren	View Brown favorably
	33%	Too much	56%	28%	24%
	34%	About the right amount	28%	38%	29%
	24%	Not enough	13%	20%	38%
All RVs	Has Brown compromised with Democrats: (Form B, N=499)		View Warren favorably	Never heard of Warren	View Brown favorably
	8%	Too much	6%	9%	12%
	50%	About the right amount	40%	50%	60%
	32%	Not enough	49%	27%	21%
All RVs	Is Brown looking out for economic interests of Wall Street financial institutions:		View Warren favorably	Never heard of Warren	View Brown favorably
	24%	Too much	40%	16%	16%
	22%	Too little	22%	22%	21%
	31%	About the right amount	21%	32%	42%
	23%	Don't know/Refused (VOL.)	17%	30%	21%
All RVs	Is Brown looking out for economic interests of middle class:		View Warren favorably	Never heard of Warren	View Brown favorably
	4%	Too much	4%	3%	5%
	48%	Too little	69%	42%	36%
	37%	About the right amount	23%	39%	52%
	12%	Don't know/Refused (VOL.)	4%	16%	7%
All RVs	Has Brown been:		View Warren favorably	Never heard of Warren	View Brown favorably
	50%	An independent voice for Mass.	39%	47%	71%
	41%	Not an independent voice	58%	38%	24%

Note: Percentages down columns within each question might not add to 100 because of rounding

University of Massachusetts Lowell Poll, 1,005 Massachusetts registered voters, Sept. 22-28, 2011