WESTERN NEW ENGLAND UNIVERSITY POLLING INSTITUTE September 29 – October 5, 2011

METHODOLOGY

The Western New England University Polling Institute conducted telephone interviews with 524 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Sept. 29 through Oct. 5, 2011. The sample yielded 475 adults who said they are registered to vote in Massachusetts. Unless otherwise noted, the figures in this release are based on the statewide sample of registered voters.

The Polling Institute dialed household telephone numbers, known as "landline numbers," and cell phone numbers for the survey. In order to draw a representative sample from the landline numbers, interviewers first asked for the youngest male age 18 or older who was home at the time of the call, and if no adult male was present, the youngest female age 18 or older who was at home at the time of the call. Interviewers dialing cell phone numbers interviewed the respondent who answered the cell phone after confirming three things: (1) that the respondent was in a safe setting to complete the survey; (2) that the respondent was an adult age 18 or older; and (3) that the respondent was a resident of Massachusetts. The landline and cell phone data were combined and weighted to reflect the adult population of Massachusetts by gender, race, age, and county of residence using U.S. Census estimates for Massachusetts. Complete results of the poll are available online at www.wne.edu/news.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 475 registered voters is +/- 4.5 percent, at a 95 percent confidence interval. Thus if 55 percent of registered voters said they approved of the job that Scott Brown is doing as U.S. Senator, one would be 95 percent sure that the true figure would be between 50.5 percent and 59.5 percent (55 percent +/- 4.5 percent) had all Massachusetts voters been interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

Established in 2005, the Western New England University Polling Institute conducts research on issues of importance to Massachusetts residents and communities. The Institute provides the University's faculty and students with valuable opportunities to participate in public opinion research. Additional information about the Polling Institute is available at www1.wne.edu/pollinginst.

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TABLES

Next, please tell me if you have a favorable or unfavorable opinion of the following people. If you haven't heard of them or don't have an opinion of them, just tell me and we'll move on.

Do you have a favorable or unfavorable opinion of (name). (Names of potential Senate candidates were rotated in random order in the survey.)

Favorable – Unfavorable Ratings for U.S. Senate Candidates in 2012 Registered Voters

| Sept. 29 – Oct. 5, 2011 | Favorable | Unfavorable | Haven't heard of | No opinion | Refused | N* |
|-------------------------|-----------|-------------|------------------|------------|---------|-----|
| Scott Brown | 52% | 27% | 5% | 14% | 2% | 475 |
| Elizabeth Warren | 33% | 16% | 30% | 16% | 5% | 475 |
| Alan Khazei | 14% | 11% | 47% | 21% | 7% | 475 |
| Bob Massie | 6% | 6% | 60% | 21% | 7% | 475 |
| Tom Conroy | 4% | 6% | 64% | 18% | 8% | 475 |
| Marisa DeFranco | 3% | 5% | 65% | 19% | 8% | 475 |
| March 6-10, 2011 | - | • | | - | | - |
| Scott Brown | 53% | 27% | 4% | 15% | 1% | 472 |
| Elizabeth Warren | 17% | 3% | 59% | 18% | 3% | 472 |
| Alan Khazei | 14% | 9% | 60% | 16% | 1% | 472 |
| Bob Massie | 7% | 6% | 60% | 25% | 2% | 472 |
| Oct. 18-22, 2009 | | | | | | |
| Scott Brown | 13% | 6% | 52% | 26% | 4% | 468 |
| Alan Khazei | 7% | 4% | 56% | 28% | 4% | 468 |

^{*} Samples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.

Do you approve or disapprove of the way Scott Brown is handling his job as United States senator?

| Job Approval – Scott Brown | 1 |
|----------------------------|---|
|----------------------------|---|

| | | Approve | Disapprove | Don't know/ Refused | N* |
|----------------------------|---------------------|---------|------------|------------------------|-----|
| Sept. 29 – Oct. 5, 2011 | Registered voters | 54% | 30% | 17% | 475 |
| Party Identification** | Democrat | 21% | 58% | 22% | 143 |
| | Republican | 85% | 7% | 8% | 59 |
| | Independent | 64% | 21% | 15% | 244 |
| Gender | Male | 61% | 28% | 11% | 230 |
| | Female | 47% | 31% | 22% | 245 |
| Age | 18-29 | *** | *** | *** | *** |
| | 30-49 | 58% | 32% | 10% | 124 |
| | 50-64 | 49% | 37% | 14% | 167 |
| | 65 and older | 59% | 28% | 14% | 144 |
| Education | High school or less | 51% | 19% | 30% | 102 |
| | Some college | 58% | 27% | 15% | 102 |
| | College graduate | 53% | 35% | 12% | 268 |
| Region | Western MA | 48% | 32% | 20% | 83 |
| | Central MA | 61% | 24% | 15% | 63 |
| | North / South Shore | 60% | 24% | 17% | 132 |
| | Boston and suburbs | 49% | 35% | 16% | 196 |
| March 6-10, 2011 | Registered voters | 57% | 24% | 19% | 472 |

^{*} Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.

^{**} Party identification was measured with the following question: "In politics today, do you consider yourself a Democrat, Republican, Independent or something else?"

^{***} Subgroup contains fewer than 40 respondents.

Voters in Massachusetts will elect a United States Senator in 2012. How much information have you heard about the upcoming election for the Senate seat?

| How Much Information Have You Heard About the Senate Race – Registered Voters | | | | | | | | |
|---|------------------------|-------|------|-------------|----------------|----------------------------|-----|--|
| | | A lot | Some | A Little | None at all | Don't know / Refused | N* | |
| Sept. 29 – Oct. 5, 2011 | Registered voters | 17% | 30% | 43% | 10% | 0% | 475 | |
| Party Identification | Democrat | 21% | 35% | 29% | 15% | 0% | 143 | |
| | Republican | 20% | 19% | 48% | 14% | 0% | 59 | |
| | Independent | 15% | 30% | 48% | 6% | 0% | 244 | |
| Gender | Male | 23% | 28% | 43% | 7% | 0% | 230 | |
| | Female | 11% | 32% | 42% | 14% | 0% | 245 | |
| Age | 18-29 | ** | ** | ** | ** | ** | *** | |
| | 30-49 | 14% | 34% | 42% | 9% | 0% | 124 | |
| | 50-64 | 22% | 30% | 40% | 9% | 0% | 167 | |
| | 65 and older | 30% | 32% | 31% | 6% | 0% | 144 | |
| Education | High school or less | 18% | 26% | 35% | 21% | 0% | 102 | |
| | Some college | 16% | 19% | 56% | 9% | 0% | 102 | |
| | College graduate | 17% | 36% | 39% | 7% | 0% | 268 | |
| Region | Western MA | 14% | 29% | 44% | 14% | 0% | 83 | |
| | Central MA | 11% | 28% | 53% | 8% | 0% | 63 | |
| | North / South Shore | 18% | 26% | 40% | 16% | 0% | 132 | |
| | Boston and suburbs | 19% | 34% | 42% | 5% | 0% | 196 | |

If the election for Senate were held today and the candidates were Scott Brown, the Republican, and Alan Khazei, the Democrat, would you vote for Scott Brown, the Republican, Alan Khazei, the Democrat, or some other candidate for Senate?

(If no preference is stated): At this moment do you lean more toward Scott Brown, the Republican, or more toward Alan Khazei, the Democrat?

(Names were rotated in random order in the initial and follow-up questions. Initial preferences and preferences of leaning voters in the follow-up question were combined in the table below.)

| V | oter Preferences for the | U.S. Senai | ie Seat – F | kegisterea Vo | ters | |
|----------------------------|--------------------------|------------|-------------|------------------------------|---------|-----|
| | | Khazei | Brown | Don't know / Undecided | Refused | N* |
| Sept. 29 – Oct. 5, 2011 | Registered voters | 35% | 52% | 12% | 1% | 475 |
| Party Identification | Democrat | 70% | 15% | 14% | 1% | 143 |
| | Republican | 2% | 97% | 2% | 0% | 59 |
| | Independent | 26% | 62% | 13% | 0% | 244 |
| Gender | Male | 32% | 59% | 9% | 0% | 230 |
| | Female | 38% | 45% | 16% | 0% | 245 |
| Age | 18-29 | ** | ** | ** | ** | *** |
| | 30-49 | 39% | 55% | 6% | 0% | 124 |
| | 50-64 | 36% | 52% | 12% | 1% | 167 |
| | 65 and older | 37% | 51% | 12% | 0% | 144 |
| Education | High school or less | 28% | 50% | 21% | 0% | 102 |
| | Some college | 33% | 59% | 8% | 0% | 102 |
| | College graduate | 39% | 50% | 11% | 0% | 268 |
| Region | Western MA | 30% | 45% | 25% | 0% | 83 |
| | Central MA | 20% | 64% | 16% | 0% | 63 |
| | North / South Shore | 31% | 57% | 11% | 1% | 132 |
| | Boston and suburbs | 43% | 48% | 9% | 0% | 196 |

^{*} Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding. ** Subgroup contains fewer than 40 respondents.

Initial Voter Preferences for the U.S. Senate Seat (Without Leaners) – Registered Voters Some other Wouldn't Don't know / Khazei Refused N^* Brown candidate vote Undecided Sept. 29 – Registered voters 25% 47% 16% 2% 10% 1% 475 Oct. 5, 2011 55% 12% 20% 2% 10% 143 Democrat 1% Party Identification Republican 93% 2% 2% 59 2% 2% 0% Independent 15% 56% 16% 2% 11% 0% 244 Gender 8% Male 0% 230 22% 52% 17% 0% Female 28% 42% 14% 12% 245 3% 0% 18-29 ** ** ** ** ** ** *** Age 30-49 25% 46% 17% 8% 4% 1% 124 50-64 28% 46% 13% 1% 13% 0% 167 7% 22% 48% 21% 1% 65 and older 0% 144 Education High school or less 17% 45% 22% 102 1% 15% 0% Some college 5% 102 20% 57% 16% 1% 0% College graduate 44% 10% 268 31% 12% 2% 0% Region Western MA 17% 42% 22% 2% 17% 0% 83 Central MA 15% 59% 13% 6% 6% 0% 63 North / South Shore 24% 53% 9% 3% 1% 132 11% Boston and suburbs 32% 42% 20% 0% 6% 0% 196

^{*} Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.

^{**} Subgroup contains fewer than 40 respondents.

If the election for Senate were held today and the candidates were Scott Brown, the Republican, and Elizabeth Warren, the Democrat, would you vote for Scott Brown, the Republican, Elizabeth Warren, the Democrat, or some other candidate for Senate?

(If no preference is stated): At this moment do you lean more toward Scott Brown, the Republican, or more toward Elizabeth Warren, the Democrat?

(Names were rotated in random order in the initial and follow-up questions. Initial preferences and preferences of leaning voters in the follow-up question were combined in the table below.)

| V | Voter Preferences for the U.S. Senate Seat – Registered Voters | | | | | |
|----------------------------|--|--------|-------|------------------------------|---------|-----|
| | | Warren | Brown | Don't know / Undecided | Refused | N* |
| Sept. 29 – Oct. 5, 2011 | Registered voters | 42% | 47% | 10% | 1% | 475 |
| Party Identification | Democrat | 82% | 9% | 6% | 2% | 143 |
| | Republican | 3% | 92% | 5% | 0% | 59 |
| | Independent | 32% | 57% | 11% | 0% | 244 |
| Gender | Male | 40% | 54% | 6% | 0% | 230 |
| | Female | 45% | 40% | 14% | 1% | 245 |
| Age | 18-29 | ** | ** | ** | ** | *** |
| | 30-49 | 40% | 50% | 9% | 2% | 124 |
| | 50-64 | 49% | 42% | 9% | 0% | 167 |
| | 65 and older | 42% | 44% | 14% | 0% | 144 |
| Education | High school or less | 34% | 44% | 20% | 2% | 102 |
| | Some college | 36% | 58% | 6% | 0% | 102 |
| | College graduate | 48% | 44% | 8% | 0% | 268 |
| Region | Western MA | 42% | 37% | 20% | 0% | 83 |
| | Central MA | 26% | 59% | 15% | 0% | 63 |
| | North / South Shore | 38% | 52% | 8% | 2% | 132 |
| | Boston and suburbs | 50% | 44% | 7% | 0% | 196 |
| March 2011 | Registered voters | 34% | 51% | 14% | 1% | 472 |

^{*} Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding. ** Subgroup contains fewer than 40 respondents.

Initial Voter Preferences for the U.S. Senate Seat (Without Leaners) – Registered Voters Some other Wouldn't Don't know / Warren Brown Refused N^* candidate vote Undecided Sept. 29 – Registered voters 40% 5% 2% 7% 45% 1% 475 Oct. 5, 2011 80% 8% 2% 143 Democrat 2% 6% 1% Party Identification Republican 59 2% 95% 0% 2% 2% 0% Independent 28% 54% 6% 3% 9% 0% 244 Gender Male 230 40% 52% 4% 0% 4% 0% Female 39% 245 40% 6% 4% 11% .0% 18-29 ** ** ** ** ** *** Age 30-49 37% 50% 5% 4% 4% 1% 124 50-64 47% 40% 3% 2% 8% 0% 167 42% 12% 65 and older 40% 4% 1% 0% 144 Education High school or less 102 32% 43% 10% 2% 14% 0% Some college 32% 56% 7% 1% 4% 0% 102 College graduate 268 46% 42% 2% 3% 6% 0% Region Western MA 40% 37% 7% 3% 13% 83 0% Central MA 4% 4% 63 27% 60% 4% 0% North / South Shore 34% 49% 7% 132 5% 4% 1% Boston and suburbs 47% 43% 4% 0% 6% 0% 196 March 6-10, 2011 Registered voters 28% 46% 11% 0% 14% 1% 472

^{*} Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding.

^{**} Subgroup contains fewer than 40 respondents.

Which of the following words best describes Scott Brown? If you don't know enough to give an answer, just tell me and we'll move on.

Which Word Best Describes Scott Brown – Registered Voters Conserv-Don't Liberal Moderate Refused N*ative know Sept. 29 – Registered voters 4% 44% 28% 24% 1% 475 Oct. 5, 2011 Party Democrat 5% 33% 39% 22% 143 1% Identification Republican 3% 63% 19% 15% 0% 59 Independent 3% 45% 24% 28%0% 244 Warren supporter Vote choice 4% 32% 40% 24% 0% 202 or leaner Brown supporter 59% 19% 217 4% 17% 0% or leaner Undecided 20% 13% 60% 2% 54 4% Gender Male 4% 50% 30% 16% 0% 230 Female 4% 37% 25% 32% 1% 245 18-29 ** ** ** ** ** *** Age 30-49 44% 29% 25% 0% 124 3% 50-64 9% 48% 28% 15% 0% 167 65 and older 2% 47% 26% 24% 1% 144 High school or Education 5% 32% 20% 40% 2% 102 less Some college 8% 37% 31% 24% 0% 102 College graduate 2% 51% 29% 18% 0% 268 Region Western MA 24% 39% 0% 83 3% 34% Central MA 0% 63 2% 52% 17% 28% North / South 3% 45% 26% 26% 1% 132 Shore Boston and 6% 44% 33% 18% 0% 196 suburbs

^{*} Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to 100 percent due to rounding. ** Subgroup contains fewer than 40 respondents.

Elizabeth Warren currently teaches at Harvard Law School. Does Warren's employment as a Harvard professor make you more likely to vote for her for the Senate, less likely to vote for her for the Senate, or does it make no difference?

(The response options "more likely to vote for her for the Senate" and "less likely to vote for her for the Senate" were rotated in random order in the question.)

| In | Impact of Warren's Employment at Harvard – Registered Voters | | | | | | |
|----------------------------|--|--|---|------------------------|----------------------------|-----|--|
| | | More likely to vote for Warren | Less likely to vote for Warren | Makes no difference | Don't know / Refused | N* | |
| Sept. 29 – Oct. 5, 2011 | Registered voters | 21% | 13% | 63% | 3% | 475 | |
| Party Identification | Democrat | 31% | 3% | 65% | 1% | 143 | |
| | Republican | 7% | 18% | 73% | 2% | 59 | |
| | Independent | 19% | 17% | 60% | 3% | 244 | |
| Vote choice | Warren supporter or leaner | 33% | 2% | 65% | 0% | 202 | |
| | Brown supporter or leaner | 10% | 26% | 61% | 4% | 217 | |
| | Undecided | 21% | 5% | 67% | 7% | 54 | |
| Gender | Male | 18% | 18% | 62% | 2% | 230 | |
| | Female | 24% | 8% | 65% | 3% | 245 | |
| Age | 18-29 | ** | ** | ** | ** | *** | |
| | 30-49 | 19% | 14% | 68% | 0% | 124 | |
| | 50-64 | 22% | 15% | 60% | 4% | 167 | |
| | 65 and older | 21% | 16% | 59% | 4% | 144 | |
| Education | High school or less | 27% | 14% | 55% | 4% | 102 | |
| | Some college | 18% | 20% | 60% | 2% | 102 | |
| | College graduate | 19% | 10% | 69% | 2% | 268 | |
| Region | Western MA | 30% | 5% | 63% | 2% | 83 | |
| | Central MA | 4% | 17% | 78% | 0% | 63 | |
| | North / South Shore | 15% | 19% | 62% | 4% | 132 | |
| | Boston and suburbs | 26% | 10% | 61% | 3% | 196 | |