

Western New England University Polling Institute
in Partnership with *The Republican* newspaper and Masslive.com
February 23 – March 1, 2012

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 Senate candidates were rotated in random order in the survey.*)

Favorable – Unfavorable Ratings for Scott Brown

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Feb. 23 – March 1, 2012	Registered voters	47%	28%	5%	16%	3%	527
Party Identification**	Democrat	27%	48%	3%	19%	3%	194
	Republican	85%	4%	0%	11%	0%	63
	Independent	58%	20%	7%	13%	2%	241
Gender	Male	52%	25%	4%	15%	4%	251
	Female	43%	31%	6%	18%	3%	276
Sept. 29 – Oct. 5, 2011	Registered voters	52%	27%	5%	14%	2%	475
Party Identification	Democrat	23%	50%	12%	14%	2%	143
	Republican	90%	2%	0%	7%	2%	59
	Independent	61%	20%	2%	15%	2%	244
Gender	Male	59%	24%	4%	11%	1%	230
	Female	46%	30%	6%	16%	2%	245
March 6-10, 2011	Registered voters	53%	27%	4%	15%	1%	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?"

Favorable – Unfavorable Ratings for Elizabeth Warren

		Favorable	Unfavorable	Haven't heard of	No opinion	Refused	N*
Feb. 23 – March 1, 2012	Registered voters	37%	20%	17%	19%	7%	527
Party Identification	Democrat	57%	6%	17%	18%	3%	194
	Republican	11%	53%	11%	17%	8%	63
	Independent	28%	24%	19%	19%	10%	241
Gender	Male	36%	27%	16%	13%	9%	251
	Female	38%	14%	18%	24%	6%	276
Sept. 29 – Oct. 5, 2011	Registered voters	33%	16%	30%	16%	5%	475
Party Identification	Democrat	53%	2%	28%	12%	5%	143
	Republican	10%	39%	30%	19%	2%	59
	Independent	30%	17%	30%	17%	6%	244
Gender	Male	33%	22%	27%	14%	3%	230
	Female	32%	10%	33%	19%	7%	245
March 6-10, 2011	Registered voters	17%	3%	59%	18%	3%	472

** Subsamples 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					
		Approve	Disapprove	Don't know/ Refused	N*
Feb. 23 – March 1, 2012	Registered voters	54%	28%	19%	527
Party Identification	Democrat	39%	42%	18%	194
	Republican	88%	4%	8%	63
	Independent	58%	21%	20%	241
Gender	Male	58%	27%	15%	251
	Female	50%	28%	23%	276
Age	18-29	**	**	**	**
	30-49	56%	25%	19%	153
	50-64	48%	33%	18%	193
	65 and older	58%	26%	16%	150
Education	High school or less	55%	18%	27%	107
	Some college	55%	30%	15%	119
	College graduate	52%	30%	18%	300
Region	Western MA	44%	29%	27%	97
	Central MA	51%	26%	22%	62
	North / South Shore	61%	20%	19%	164
	Boston and suburbs	51%	33%	16%	202
Sept. 29 – Oct. 5, 2011	Registered voters	54%	30%	17%	475
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.

** Subgroup contains fewer than 40 respondents.

As you may know, voters in Massachusetts will elect a United States Senator in November. 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.)

Voter Preferences for the U.S. Senate Seat – Registered Voters						
		Warren	Brown	Don't know / Undecided	Refused	N*
Feb. 23 – March 1, 2012	Registered voters	41%	49%	10%	1%	527
Party Identification	Democrat	70%	22%	8%	1%	194
	Republican	4%	94%	2%	0%	63
	Independent	29%	58%	12%	0%	241
Gender	Male	35%	56%	8%	1%	251
	Female	46%	42%	11%	0%	276
Age	18-29	**	**	**	**	**
	30-49	38%	50%	10%	1%	153
	50-64	52%	40%	7%	1%	193
	65 and older	42%	49%	9%	0%	150
Education	High school or less	36%	56%	8%	0%	107
	Some college	41%	45%	13%	1%	119
	College graduate	43%	48%	9%	1%	300
Region	Western MA	42%	44%	13%	2%	97
	Central MA	40%	46%	14%	0%	62
	North / South Shore	33%	54%	12%	1%	164
	Boston and suburbs	48%	46%	6%	0%	202
Sept. 29 – Oct. 5, 2011	Registered voters	42%	47%	10%	1%	475
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								
		Warren	Brown	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Feb. 23 – March 1, 2012	Registered voters	38%	44%	9%	1%	7%	1%	527
Party Identification	Democrat	67%	17%	10%	1%	5%	0%	194
	Republican	4%	92%	0%	2%	2%	0%	63
	Independent	24%	54%	10%	0%	11%	1%	241
Gender	Male	31%	52%	7%	1%	8%	1%	251
	Female	43%	38%	12%	0%	7%	0%	276
Age	18-29	**	**	**	**	**	**	**
	30-49	36%	48%	8%	0%	8%	1%	153
	50-64	50%	39%	2%	2%	7%	1%	193
	65 and older	39%	47%	4%	1%	8%	0%	150
Education	High school or less	31%	48%	18%	0%	3%	0%	107
	Some college	33%	39%	12%	2%	14%	1%	119
	College graduate	42%	45%	6%	0%	6%	1%	300
Region	Western MA	39%	39%	11%	0%	9%	2%	97
	Central MA	37%	45%	6%	2%	10%	0%	62
	North / South Shore	32%	47%	12%	1%	7%	1%	164
	Boston and suburbs	42%	44%	8%	0%	6%	0%	202
Sept. 29 – Oct. 5, 2011	Registered voters	40%	45%	5%	2%	7%	1%	475
March 6-10, 2011	Registered voters	28%	46%	11%	0%	14%	1%	472

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Are you very sure about your choice for the Senate, or might you change your mind before Election Day?

Asked of 478 respondents who expressed a preference in response to the initial Senate match-up question or the follow-up measure of preferences among leaning voters.

Very Sure About Choice or Might Change Mind – Registered Voters					
		Very Sure	Might Change Mind	Don't know/ Refused	N*
Feb. 23 – March 1, 2012	Registered voters	69%	31%	1%	478
Candidate choice	Warren supporters and leaners	72%	28%	1%	226
	Brown supporters and leaners	66%	34%	0%	252
Party Identification	Democrat	74%	25%	1%	181
	Republican	91%	9%	0%	61
	Independent	60%	40%	0%	211
Gender	Male	73%	27%	1%	232
	Female	65%	34%	1%	246
Age	18-29	**	**	**	**
	30-49	73%	27%	0%	136
	50-64	72%	28%	0%	178
	65 and older	76%	22%	1%	138
Education	High school or less	66%	34%	0%	99
	Some college	56%	44%	0%	105
	College graduate	74%	26%	1%	273
Region	Western MA	57%	43%	0%	86
	Central MA	65%	33%	2%	54
	North / South Shore	68%	32%	0%	147
	Boston and suburbs	74%	26%	0%	189

* *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.*

METHODOLOGY

The Western New England University Polling Institute conducted telephone interviews with 576 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Feb. 23 through March 1, 2012. The sample yielded 527 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.

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 527 registered voters is +/- 4.3 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 50.7 percent and 59.3 percent (55 percent +/- 4.3 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.