

**Kimball Political Consulting, LLC**  
**Executive Summary**  
**August 21, 2012 Massachusetts Statewide Survey**

- A survey of registered voters in Massachusetts indicates that President Obama will carry the State and its 11 Electoral votes.
  - If the election were held today, President Obama would lead by 11 points over Mitt Romney, capturing 52% of the vote (7% undecided).
  - The President's overall favorability is 53% but among independents this drops to 43%. His unfavorable rating is at 42% which is over the 40% threshold typically favored by candidates. However among Independents it is 50%.
- There are signs that Romney could regain a majority of votes if he is able to frame the deficit as the most important issue.
  - Only 21% of the voters think the deficit is the most important issue, but among these voters Romney carries a 3:1 lead (72% to 26%)
  - The most important issue for 40% is jobs, and the President holds a 20 point lead with this group (57% to 37%)
  - Romney does carry the vote among Independents by a slight margin (48% to 44%)
  - This image problem that the former Governor has in Massachusetts cannot be overlooked. 54% of voters have an unfavorable impression of Romney and only 39% have a favorable impression.
- Perhaps the most interesting result concerns the split ticket (those who will vote for President Obama and Senator Brown on Election Day).
  - Independents are splitting their votes between President Obama and Senator Brown. Obama carries 44% of these voters and Brown carries 56%, but Brown has been able to make slight inroads into the Democrats getting 21% of his support while Warren only has 6% voting support from Republicans.

## Key Findings for Select Groups

### Ballot Test

- ✓ President Obama holds an 11 point lead on Mitt Romney (52% to 41%) with 7% undecided
  - The President holds a 22 point lead amongst Women (57% to 35%) and carries every age group by double digits except those 60 and over (49% to 44%)
  - Surprisingly, Romney holds a 48% to 44% lead among Independent voters, and smaller 2 point lead amongst Males (49% to 47%).
  - The President holds very strong leads in Western Mass (+15 points) Central Mass (+18) and in the Metro Boston area (+33 points).
  - Romney carries the North Shore (54% to 38%) which is interesting considering the congressional race between Congressman Tierney and Challenger Richard Tisea.
  - Voters who see the deficit was the most important issue supported Romney almost 3:1 (72% to 26%). This may explain why Paul Ryan was named the Vice Presidential Nominee in order to attempt to make the deficit the most important issue for people to focus on in November.
  - Every other issue was carried by the President by at least 20 points except people who thought Gas prices are most important issue; they voted for the President 52%-48%.
- ✓ Scott Brown holds a 6 point lead over Elizabeth Warren (49% to 43%) with 9% still undecided.
  - Brown is carrying the independent vote by 25 points (56% to 31%) and has made some inroads into the Democrat vote with 21% of Democrats saying they would vote for Brown, compared to just 6% of Republicans who said they would vote for Warren.
  - Males break toward Brown by 15 points (54% to 39%) while women are basically split between the two (44% to 46% for Warren)
  - Brown beats Warren by 26 points by people 40-49 years old. This is interesting considering this age group considered Education to be a very important issue (23%) and of everyone who thought Cost of education was most important broke towards Warren at 3:1 (69% to 23%). This was the only issue Warren run that was outside the margin.
  - Warren does carry the 50-59 age group (52% to 41%) .
  - Regionally, Browns strongest area is the North Shore at nearly 2:1 (61% to 31%) followed by the South shore (50% to 38%).

- Warren's Strength lies within the Metro Boston Area (53% to 40%).
- Western Mass (44-48% for Warren) and Central Mass (48-42% for Brown) are both within the margin of error of +/- 4%.
- While Brown has a 4:1 lead over those who think the deficit is most important, there appears to be room for Warren to improve with the issue of Jobs. Of those voters who considered Jobs the most important issue Warren has a slight (46%-44) lead. However, if gas prices continue to rise, she may be in trouble, as this group of voters heavily support Brown (56% to 22%)

### Name Recognition

- ✓ Scott Brown (57%) has the highest favorable rating of all four candidates followed by Barak Obama (53%) then Elizabeth Warren (49%) and then by Mitt Romney (39%)
  - Scott Brown also has the highest ratio of favorable to unfavorable rating at nearly 2:1 (57%-31%)
  - Barak Obama (53%-42%) and Elizabeth Warren (49% to 39%) both have higher favorable than unfavorable ratings
  - Mitt Romney has a 54% unfavorable rating and is the only candidate with a lower favorable to unfavorable ratio.
  - Brown has a 3:1 favorable/ unfavorable ration amongst Independents (64% to 22%) and has a 35% favorable rating from democrats as compared to Romney who has only 13% favorability amongst Democrats. Obama and Warren both carry low ratings amongst Republicans (15% and 13% respectively).
  - Brown's favorability (70%) go up amongst those 40-49 while Warren's (44%) goes down amongst this age group.

### Issue

- ✓ The most important issue facing Massachusetts was Jobs ( 40%) followed by the deficit at 21%.
  - Both Democrats (45%) and Independents (38%) said Jobs was most important.
  - Republicans said the deficit was most important (35%) along with Jobs (34%)

- Both Males (36%) and Females (43%) thought jobs were most important, but males thought the deficit was relatively important (26%)
- All age groups perceived Jobs as the most important, but it was interesting to note that those age 40-49 ranking education (23%) as the second most important issue while every other age group ranked deficit as the most important issue. This could be due perhaps to the children of this age demographic going to college and the expense associated with it.
- Jobs stay as the most important issue amongst the 5 regions, with the South Shore also seeing the deficit as very important (30%).

Elizabeth Warren	Favorable	Unfavorable	Undecided	Never Heard of
TOTALS	49%	39%	10%	3%
Democrat	77%	12%	9%	3%
Republican	13%	76%	6%	5%
Independent	39%	47%	12%	2%
Female	55%	33%	10%	2%
Male	42%	45%	10%	3%
18-29	37%	33%	20%	10%
30-39	47%	30%	16%	7%
40-49	44%	44%	10%	3%
50-59	52%	36%	11%	1%
60+	50%	40%	7%	2%
Western Mass	56%	32%	11%	2%
Central Mass	46%	41%	12%	1%
North Shore	39%	52%	7%	2%
Boston Metro	55%	30%	10%	5%
South Shore/Cape	47%	39%	11%	3%
The Deficit	24%	68%	7%	2%
Cost of Education	79%	12%	8%	2%
Gas Prices	37%	41%	11%	11%
Healthcare	57%	27%	13%	3%
Jobs	53%	35%	10%	3%
Other	48%	37%	12%	3%

Scott Brown	Favorable	Unfavorable	Undecided	Never Heard of
TOTALS	57%	31%	12%	1%
Democrat	35%	52%	12%	1%
Republican	89%	5%	5%	1%
Independent	64%	22%	13%	1%
Female	55%	32%	12%	2%
Male	60%	30%	10%	0%
18-29*	43%	30%	20%	7%
30-39*	51%	33%	14%	2%
40-49	70%	28%	3%	0%
50-59	55%	35%	10%	1%
60+	57%	29%	14%	1%
Western Mass	52%	29%	18%	2%
Central Mass	57%	30%	12%	1%
North Shore	66%	24%	8%	2%
Boston Metro	45%	41%	13%	1%
South Shore/Cape	66%	27%	7%	0%
The Deficit	81%	12%	6%	1%
Cost of Education	42%	51%	6%	2%
Gas Prices	67%	11%	19%	4%
Healthcare	47%	35%	17%	1%
Jobs	52%	35%	13%	0%
Other	51%	34%	13%	2%

Mitt Romney	Favorable	Unfavorable	Undecided	Never Heard of
TOTALS	39%	54%	7%	1%
Democrat	13%	82%	5%	1%
Republican	81%	16%	4%	0%
Independent	46%	45%	9%	1%
Female	32%	60%	7%	1%
Male	46%	48%	7%	0%
18-29	27%	57%	17%	0%
30-39	35%	61%	2%	2%
40-49	36%	59%	5%	0%
50-59	37%	58%	5%	0%
60+	42%	49%	8%	1%
Western Mass	34%	56%	8%	2%
Central Mass	40%	53%	7%	0%
North Shore	48%	45%	6%	1%
Boston Metro	30%	63%	7%	1%
South Shore/Cape	43%	52%	5%	0%
The Deficit	72%	24%	4%	0%
Cost of Education	12%	79%	8%	2%
Gas Prices	48%	37%	7%	7%
Healthcare	24%	63%	12%	1%
Jobs	35%	59%	6%	0%
Other	30%	63%	8%	0%

Barak Obama	Favorable	Unfavorable	Undecided	Never Heard of
TOTALS	53%	42%	5%	0%
Democrat	83%	14%	3%	1%
Republican	15%	83%	2%	0%
Independent	43%	50%	7%	0%
Female	59%	36%	5%	0%
Male	47%	48%	5%	0%
18-29	57%	37%	7%	0%
30-39	49%	42%	9%	0%
40-49	53%	43%	5%	0%
50-59	57%	39%	5%	0%
60+	52%	43%	5%	1%
Western Mass	55%	40%	6%	0%
Central Mass	57%	37%	5%	1%
North Shore	40%	56%	4%	1%
Boston Metro	66%	30%	5%	0%
South Shore/Cape	47%	46%	7%	0%
The Deficit	23%	74%	3%	0%
Cost of Education	80%	14%	6%	0%
Gas Prices	48%	44%	7%	0%
Healthcare	61%	35%	3%	1%
Jobs	59%	37%	4%	0%
Other	54%	33%	12%	2%



US President	Mitt Romney	Barak Obama	Undecided
TOTALS	41%	52%	7%
Democrat	15%	82%	4%
Republican	87%	9%	5%
Independent	48%	44%	9%
Female	35%	57%	8%
Male	49%	47%	5%
18-29	37%	53%	10%
30-39	35%	58%	7%
40-49	40%	54%	6%
50-59	37%	56%	7%
60+	45%	49%	6%
Western Mass	40%	55%	6%
Central Mass	39%	57%	5%
North Shore	54%	38%	8%
Boston Metro	30%	63%	7%
South Shore/Cape	44%	48%	8%
The Deficit	72%	26%	2%
Cost of Education	17%	77%	6%
Gas Prices	48%	52%	0%
Healthcare	31%	55%	15%
Jobs	37%	57%	6%
Other	33%	58%	9%

US Senate	Scott Brown	Elizabeth Warren	Undecided
TOTALS	49%	43%	9%
Democrat	21%	73%	6%
Republican	92%	6%	2%
Independent	56%	31%	12%
Female	44%	46%	10%
Male	54%	39%	7%
18-29	43%	47%	10%
30-39	51%	37%	12%
40-49	59%	33%	9%
50-59	41%	52%	7%
60+	50%	41%	9%
Western Mass	44%	48%	7%
Central Mass	48%	42%	10%
North Shore	61%	31%	8%
Boston Metro	40%	53%	7%
South Shore/Cape	50%	38%	12%
The Deficit	79%	18%	3%
Cost of Education	23%	69%	8%
Gas Prices	56%	22%	22%
Healthcare	39%	49%	12%
Jobs	44%	46%	10%
Other	40%	52%	8%

Issue	Deficit	Education	Gas	Healthcare	Jobs	Other
TOTALS	21%	11%	5%	13%	40%	11%
Democrat	14%	14%	5%	12%	45%	10%
Republican	35%	2%	6%	15%	34%	7%
Independent	22%	11%	4%	12%	38%	13%
Female	17%	12%	5%	13%	43%	11%
Male	26%	10%	4%	13%	36%	12%
18-29	23%	13%	3%	7%	33%	20%
30-39	12%	14%	9%	7%	44%	14%
40-49	16%	23%	5%	14%	29%	14%
50-59	16%	10%	2%	11%	49%	13%
60+	26%	8%	5%	15%	38%	8%
Western Mass	21%	9%	9%	12%	33%	15%
Central Mass	17%	11%	1%	15%	45%	12%
North Shore	21%	14%	5%	11%	38%	11%
Boston Metro	15%	11%	3%	12%	47%	12%
South Shore/Cape	30%	10%	4%	15%	35%	7%