## MASSACHUSETTS STATEWIDE SURVEY, MAY 29-31, 2012 SENATE RACE 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 <br> heard of | No opinion | Refused | $\mathrm{N}^{*}$ |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| May 29-31, 2012 | Registered voters | $49 \%$ | $32 \%$ | $1 \%$ | $16 \%$ | $1 \%$ | 504 |
| Party | Democrat | $26 \%$ | $56 \%$ | $1 \%$ | $17 \%$ | $1 \%$ | 160 |
| Identification** | Republican | $84 \%$ | $12 \%$ | $0 \%$ | $4 \%$ | $0 \%$ | 71 |
|  | Independent | $55 \%$ | $26 \%$ | $0 \%$ | $18 \%$ | $0 \%$ | 257 |
| Gender | Male | $54 \%$ | $29 \%$ | $2 \%$ | $15 \%$ | $1 \%$ | 240 |
|  | Female | $46 \%$ | $35 \%$ | $1 \%$ | $18 \%$ | $0 \%$ | 264 |
| Feb. 23- | Registered voters | $47 \%$ | $28 \%$ | $5 \%$ | $16 \%$ | $3 \%$ | 527 |
| March 1, 2012 |  |  |  |  |  |  |  |
| Party | Democrat | $27 \%$ | $48 \%$ | $3 \%$ | $19 \%$ | $3 \%$ | 194 |
| Identification | 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- | Registered voters | $52 \%$ | $27 \%$ | $5 \%$ | $14 \%$ | $2 \%$ | 475 |
| Oct. 5, 2011 | Megistered voters | $53 \%$ | $27 \%$ | $4 \%$ | $15 \%$ | $1 \%$ | 472 |
| March 6-10, 2011 | Recer |  |  |  |  |  |  |

* 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* |
| May 29-31, 2012 | Registered voters | 41\% | 30\% | 6\% | 21\% | 2\% | 504 |
| Party <br> Identification | Democrat | 71\% | 9\% | 2\% | 16\% | 1\% | 160 |
|  | Republican | 8\% | 62\% | 3\% | 24\% | 4\% | 71 |
|  | Independent | 36\% | 34\% | 8\% | 23\% | 0\% | 257 |
| Gender | Male | 38\% | 36\% | 7\% | 18\% | 1\% | 240 |
|  | Female | 44\% | 24\% | 6\% | 24\% | 2\% | 264 |
| Feb. 23- March 1, 2012 | Registered voters | 37\% | 20\% | 17\% | 19\% | 7\% | 527 |
| Party <br> 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 |
| $\begin{aligned} & \hline \text { Sept. 29-} \\ & \text { Oct. 5, } 2011 \end{aligned}$ | Registered voters | 33\% | 16\% | 30\% | 16\% | 5\% | 475 |
| 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* |
| May 29-31, 2012 | Registered voters | 51\% | 32\% | 17\% | 504 |
| Party Identification | Democrat | 29\% | 51\% | 20\% | 160 |
|  | Republican | 85\% | 12\% | 3\% | 71 |
|  | Independent | 56\% | 27\% | 17\% | 257 |
| Gender | Male | 59\% | 29\% | 12\% | 240 |
|  | Female | 44\% | 34\% | 22\% | 264 |
| Age | 18-29 | ** | ** | ** | ** |
|  | 30-49 | 54\% | 30\% | 16\% | 116 |
|  | 50-64 | 46\% | 35\% | 19\% | 179 |
|  | 65 and older | 62\% | 23\% | 15\% | 159 |
| Education | High school or less | 50\% | 25\% | 25\% | 107 |
|  | Some college | 51\% | 34\% | 15\% | 132 |
|  | College graduate | 51\% | 34\% | 15\% | 255 |
| Region | Western MA | 50\% | 31\% | 19\% | 76 |
|  | Central MA | 60\% | 33\% | 7\% | 61 |
|  | North / South Shore | 50\% | 30\% | 19\% | 163 |
|  | Boston and suburbs | 49\% | 34\% | 17\% | 195 |
| Feb. 23 - <br> March 1, 2012 | Registered voters | 54\% | 28\% | 19\% | 527 |
| $\begin{aligned} & \text { Sept. } 29 \text { - Oct. 5, } \\ & 2011 \end{aligned}$ | 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, Elizabeth Warren, 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* |
| May 29-31, 2012 | Registered voters | 45\% | 43\% | 11\% | 0\% | 504 |
| Party Identification | Democrat | 84\% | 10\% | 6\% | 0\% | 160 |
|  | Republican | 4\% | 91\% | 5\% | 0\% | 71 |
|  | Independent | 37\% | 50\% | 13\% | 0\% | 257 |
| Gender | Male | 38\% | 50\% | 12\% | 0\% | 240 |
|  | Female | 52\% | 37\% | 10\% | 0\% | 264 |
| Age | 18-29 | ** | ** | ** | ** | ** |
|  | 30-49 | 44\% | 47\% | 9\% | 0\% | 116 |
|  | 50-64 | 53\% | 36\% | 10\% | 0\% | 179 |
|  | 65 and older | 47\% | 48\% | 5\% | 0\% | 159 |
| Education | High school or less | 46\% | 37\% | 16\% | 0\% | 107 |
|  | Some college | 42\% | 45\% | 13\% | 0\% | 132 |
|  | College graduate | 47\% | 45\% | 8\% | 0\% | 255 |
| Region | Western MA | 44\% | 41\% | 14\% | 0\% | 76 |
|  | Central MA | 40\% | 54\% | 6\% | 0\% | 61 |
|  | North / South Shore | 40\% | 44\% | 16\% | 0\% | 163 |
|  | Boston and suburbs | 51\% | 42\% | 7\% | 0\% | 195 |
| $\begin{aligned} & \hline \text { Feb. } 23 \text { - March 1, } \\ & 2012 \end{aligned}$ | Registered voters | 41\% | 49\% | 10\% | 1\% | 527 |
| Sept. 29 - <br> 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* |
| May 29-31, 2012 | Registered voters | 40\% | 42\% | 4\% | 2\% | 10\% | 1\% | 504 |
|  | Democrat | 77\% | 10\% | 1\% | 0\% | 10\% | 2\% | 160 |
| Party Identification | Republican | 1\% | 85\% | 8\% | 0\% | 4\% | 1\% | 71 |
|  | Independent | 32\% | 49\% | 6\% | 2\% | 12\% | 0\% | 257 |
| Gender | Male | 34\% | 49\% | 5\% | 5\% | 7\% | 0\% | 240 |
|  | Female | 46\% | 35\% | 5\% | 0\% | 13\% | 1\% | 264 |
| Age | 18-29 | ** | ** | ** | ** | ** | ** | ** |
|  | 30-49 | 39\% | 46\% | 3\% | 2\% | 10\% | 1\% | 116 |
|  | 50-64 | 49\% | 35\% | 5\% | 2\% | 9\% | 1\% | 179 |
|  | 65 and older | 41\% | 47\% | 1\% | 0\% | 10\% | 1\% | 159 |
| Education | High school or less | 37\% | 35\% | 5\% | 7\% | 14\% | 1\% | 107 |
|  | Some college | 38\% | 44\% | 6\% | 0\% | 10\% | 1\% | 132 |
|  | College graduate | 43\% | 43\% | 4\% | 2\% | 7\% | 0\% | 255 |
| Region | Western MA | 41\% | 40\% | 3\% | 4\% | 11\% | 0\% | 76 |
|  | Central MA | 36\% | 54\% | 6\% | 0\% | 4\% | 0\% | 61 |
|  | North / South Shore | 38\% | 40\% | 5\% | 3\% | 15\% | 0\% | 163 |
|  | Boston and suburbs | 43\% | 41\% | 5\% | 1\% | 8\% | 1\% | 195 |
| $\begin{aligned} & \text { Feb. } 23 \text { - March 1, } \\ & 2012 \end{aligned}$ | Registered voters | 38\% | 44\% | 9\% | 1\% | 7\% | 1\% | 527 |
| Sept. 29 - <br> 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 |

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

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

Asked of the 455 respondents who expressed a preference in response to the initial Senate matchup 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* |
| May 29-31, 2012 | Registered voters | 72\% | 26\% | 2\% | 455 |
| Candidate choice | Warren supporters and leaners | 69\% | 28\% | $3 \%$ | 241 |
|  | Brown supporters and leaners | 75\% | 24\% | 1\% | 214 |
| Party Identification | Democrat | 72\% | 27\% | 1\% | 149 |
|  | Republican | 82\% | 18\% | 0\% | 67 |
|  | Independent | 68\% | 28\% | 3\% | 230 |
| Gender | Male | 74\% | 24\% | 1\% | 219 |
|  | Female | 70\% | 28\% | 3\% | 236 |
| Age | 18-29 | ** | ** | ** | ** |
|  | 30-49 | 70\% | 28\% | 2\% | 105 |
|  | 50-64 | 78\% | 20\% | 2\% | 162 |
|  | 65 and older | 75\% | 21\% | 4\% | 149 |
| Education | High school or less | 63\% | 36\% | 1\% | 94 |
|  | Some college | 66\% | 30\% | 3\% | 117 |
|  | College graduate | 78\% | 21\% | 1\% | 236 |
| Region | Western MA | 73\% | 24\% | 3\% | 68 |
|  | Central MA | 82\% | 18\% | 0\% | 57 |
|  | North / South Shore | 67\% | 30\% | $3 \%$ | 141 |
|  | Boston and suburbs | 73\% | 26\% | 1\% | 182 |
| Feb. 23- March 1, 2012 | Registered voters | 69\% | 31\% | 1\% | 478 |

* Subsamples are unweighted $N$ 's, and consist of registered voters. Row percentages may not sum to100 percent due to rounding.
** Subgroup contains fewer than 40 respondents.

What is the most important issue to you personally in determining whom to vote for for the Senate?

Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.
[Interviewers: Do not read list. Accept only one answer - probe for most important.]

| Most Important Issue in Senate Race |  |
| :--- | :---: |
| The economy, unemployment, jobs, stock market | $39 \%$ |
| Morals, ethics, personal integrity of the candidate | $10 \%$ |
| No issue. The party of the candidate | $7 \%$ |
| Education | $7 \%$ |
| Health care | $7 \%$ |
| Taxes and tax reform | $5 \%$ |
| Social Security | $3 \%$ |
| Defense, war on terrorism, national security, homeland | $2 \%$ |
| security | $2 \%$ |
| Budget deficit | $2 \%$ |
| Abortion | $2 \%$ |
| Banking reform, Wall Street reform | $1 \%$ |
| Environment | $1 \%$ |
| Gun control / crime | $3 \%$ |
| Other | $10 \%$ |
| Don't know / Refused | 504 |
| N |  |

Column percentages may not sum to 100 percent due to rounding.

The following two questions on candidate gender rotated in random order in the survey.
Regardless of how you plan to vote, do you think people in general will be more likely to vote for Elizabeth Warren because she is a woman, less likely to vote for her because she is a woman, or won't that matter to people one way or the other?
(Note: The response options "more likely" and" less likely" rotated in random order in the question.)

Will Warren's Gender Make Voters More Likely or Less Likely to Support Her?

|  |  | More likely | Less likely | Won't <br> matter | Don't <br> know | Refused | $\mathrm{N}^{*}$ |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| May 29-31, 2012 | Registered voters | $7 \%$ | $15 \%$ | $73 \%$ | $4 \%$ | $1 \%$ | 504 |
| Party | Democrat | $7 \%$ | $20 \%$ | $67 \%$ | $5 \%$ | $1 \%$ | 160 |
| Identification | Republican | $12 \%$ | $12 \%$ | $71 \%$ | $5 \%$ | $0 \%$ | 71 |
|  | Independent | $7 \%$ | $14 \%$ | $75 \%$ | $4 \%$ | $1 \%$ | 257 |
| Gender | Male | $8 \%$ | $18 \%$ | $68 \%$ | $5 \%$ | $1 \%$ | 240 |
|  | Female | $7 \%$ | $13 \%$ | $76 \%$ | $3 \%$ | $1 \%$ | 264 |

Regardless of how you plan to vote, do you think people in general will be more likely to vote for Scott Brown because he is a man, less likely to vote for him because he is a man, or won't that matter to people one way or the other?
(Note: The response options "more likely" and" less likely" rotated in random order in the question.)

Will Brown's Gender Make Voters More Likely or Less Likely to Support Him?

|  |  | More likely | Less likely | Won't <br> matter | Don't <br> know | Refused | $\mathrm{N}^{*}$ |
| :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| May 29-31, 2012 | Registered voters | $16 \%$ | $1 \%$ | $78 \%$ | $4 \%$ | $1 \%$ | 504 |
| Party | Democrat | $21 \%$ | $2 \%$ | $72 \%$ | $5 \%$ | $0 \%$ | 160 |
| Identification | Republican | $8 \%$ | $0 \%$ | $89 \%$ | $3 \%$ | $0 \%$ | 71 |
|  | Independent | $17 \%$ | $1 \%$ | $78 \%$ | $3 \%$ | $2 \%$ | 257 |
| Gender | Male | $16 \%$ | $2 \%$ | $77 \%$ | $3 \%$ | $2 \%$ | 240 |
|  | Female | $17 \%$ | $0 \%$ | $79 \%$ | $4 \%$ | $0 \%$ | 264 |

* Subsamples are unweighted N's, and consist of registered voters. Row percentages may not sum to100 percent due to rounding.

