

**Western New England University Polling Institute
September 6-13, 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 the 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*
Sept. 6-13, 2012	Likely voters	54%	32%	2%	10%	2%	444
Party Identification**	Democrat	25%	60%	4%	10%	0%	163
	Republican	91%	0%	2%	3%	3%	61
	Independent	66%	20%	1%	11%	2%	217
Gender	Male	63%	28%	1%	7%	1%	225
	Female	46%	35%	3%	14%	2%	219
Sept. 6-13, 2012	Registered voters	52%	30%	4%	11%	3%	545
May 29-31, 2012	Registered voters	49%	32%	1%	16%	1%	504
Feb. 23 – March 1, 2012	Registered voters	47%	28%	5%	16%	3%	527
Sept. 29 – Oct. 5, 2011	Registered voters	52%	27%	5%	14%	2%	475
March 6-10, 2011	Registered voters	53%	27%	4%	15%	1%	472

* *Subsamples are unweighted N's, and consist of likely 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*
Sept. 6-13, 2012	Likely voters	53%	33%	3%	10%	2%	444
Party Identification	Democrat	82%	6%	3%	9%	0%	163
	Republican	15%	71%	2%	11%	1%	61
	Independent	43%	41%	3%	10%	3%	217
Gender	Male	49%	40%	3%	7%	1%	225
	Female	56%	26%	3%	13%	3%	219
Sept. 6-13, 2012	Registered voters	54%	28%	5%	11%	3%	545
May 29-31, 2012	Registered voters	41%	30%	6%	21%	2%	504
Feb. 23 – March 1, 2012	Registered voters	37%	20%	17%	19%	7%	527
Sept. 29 – Oct. 5, 2011	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 likely 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?

		Approve	Disapprove	Don't know/ Refused	N*
Sept. 6-13, 2012		57%	30%	12%	444
	Likely voters				
Party Identification	Democrat	30%	58%	12%	163
	Republican	92%	3%	6%	61
	Independent	67%	18%	15%	217
Gender	Male	62%	28%	10%	225
	Female	53%	33%	14%	219
Age	18-29	**	**	**	**
	30-49	57%	31%	12%	121
	50-64	63%	24%	12%	157
	65 and older	55%	36%	9%	140
Education	High school or less	68%	25%	7%	89
	Some college	58%	26%	17%	108
	College graduate	54%	34%	12%	246
Region	Western MA	48%	26%	26%	82
	Central MA	66%	27%	7%	55
	North / South Shore	62%	33%	5%	136
	Boston and suburbs	55%	30%	15%	171
Sept. 6-13, 2012	Registered voters	55%	28%	17%	545
May 29-31, 2012	Registered voters	51%	32%	17%	504
Feb. 23 – March 1, 2012	Registered voters	54%	28%	19%	527
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 likely voters. Row percentages may not sum to 100 percent due to rounding.*

** *Subgroup contains fewer than 40 respondents.*

As you may know, Massachusetts voters will vote for president and a United States Senator in November. How much interest do you have in this election – a lot, some, a little, or none at all?

Interest in the Upcoming Election

		A lot	Some	A little	None at all	Don't know / Refused	N*
Sept. 6-13, 2012	Likely voters	88%	11%	1%	0%	0%	444
Party Identification	Democrat	93%	6%	0%	0%	0%	163
	Republican	81%	17%	2%	0%	0%	61
	Independent	86%	13%	1%	0%	0%	217
Sept. 6-13, 2012	Registered voters	76%	18%	4%	2%	0%	545
Party Identification	Democrat	83%	15%	1%	1%	0%	208
	Republican	81%	16%	2%	0%	0%	63
	Independent	72%	21%	5%	3%	0%	267

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

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 – Likely and Registered Voters						
		Warren	Brown	Don't know / Undecided	Refused	N*
Sept. 6-13, 2012	Likely voters	50%	44%	6%	0%	444
Party Identification	Democrat	89%	6%	5%	0%	163
	Republican	4%	91%	5%	0%	61
	Independent	35%	57%	7%	0%	217
Gender	Male	44%	49%	7%	0%	225
	Female	55%	40%	5%	0%	219
Age	18-29	**	**	**	**	**
	30-49	46%	51%	3%	0%	121
	50-64	46%	47%	7%	0%	157
	65 and older	63%	35%	1%	0%	140
Education	High school or less	51%	48%	2%	0%	89
	Some college	51%	39%	9%	0%	108
	College graduate	48%	46%	6%	0%	246
Region	Western MA	61%	33%	6%	0%	82
	Central MA	38%	50%	12%	0%	55
	North / South Shore	47%	49%	5%	0%	136
	Boston and suburbs	52%	43%	5%	0%	171
Sept. 6-13, 2012	Registered voters	53%	41%	6%	0%	545
May 29-31, 2012	Registered voters	45%	43%	11%	0%	504
Feb. 23 – March 1, 2012	Registered voters	41%	49%	10%	1%	527
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 likely 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) – Likely and Registered Voters

		Warren	Brown	Some other candidate	Wouldn't vote	Don't know / Undecided	Refused	N*
Sept. 6-13, 2012	Likely voters	48%	42%	3%	0%	7%	0%	444
Party Identification	Democrat	87%	5%	4%	0%	5%	0%	163
	Republican	4%	87%	3%	0%	6%	0%	61
	Independent	34%	54%	3%	0%	9%	0%	217
Gender	Male	43%	48%	4%	0%	4%	0%	225
	Female	52%	36%	2%	0%	9%	0%	219
Age	18-29	**	**	**	**	**	**	**
	30-49	45%	49%	1%	0%	4%	0%	121
	50-64	44%	44%	2%	0%	10%	0%	157
	65 and older	62%	31%	0%	0%	7%	0%	140
Education	High school or less	49%	43%	0%	0%	9%	0%	89
	Some college	50%	39%	4%	0%	7%	0%	108
	College graduate	47%	43%	4%	0%	6%	0%	246
Region	Western MA	56%	29%	6%	0%	9%	0%	82
	Central MA	36%	47%	6%	0%	11%	0%	55
	North / South Shore	45%	47%	1%	0%	6%	0%	136
	Boston and suburbs	51%	41%	3%	0%	6%	0%	171
Sept. 6 – 13, 2012	Registered voters	51%	39%	3%	0%	7%	0%	545
May 29 – 31, 2012	Registered voters	40%	42%	4%	2%	10%	1%	504
Feb. 23 – March 1, 2012	Registered voters	38%	44%	9%	1%	7%	1%	527
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

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

Asked of the 421 likely voters and the 515 registered voters 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 – Likely and Registered Voters					
		Very Sure	Might Change Mind	Don't know/ Refused	N*
Sept. 6-13, 2012	Likely voters	82%	17%	0%	421
Candidate choice	Warren supporters and leaners	83%	16%	0%	225
	Brown supporters and leaners	82%	18%	0%	196
Party Identification	Democrat	85%	15%	0%	157
	Republican	91%	9%	0%	59
	Independent	78%	21%	0%	202
Gender	Male	85%	14%	0%	212
	Female	80%	20%	0%	209
Sept. 6-13, 2012	Registered voters	78%	21%	1%	515
May 29-31, 2012	Registered voters	72%	26%	2%	455
Feb. 23 – March 1, 2012	Registered voters	69%	31%	1%	478

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METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 588 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Sept. 6-13, 2012. The sample yielded 545 adults who said they are registered to vote in Massachusetts, and 444 adults who are classified as likely to vote in the Nov. 6, 2012 general election. Unless otherwise noted, the figures in this release are based on the statewide sample of likely voters. The Polling Institute classified likely voters based on voters' responses to questions about interest in the election, likelihood of voting in the election, ability to identify their polling place, and whether they reported voting in the 2008 presidential election.

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. The full text of the questionnaire for this survey is available at www1.wne.edu/pollinginst.

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 444 likely voters is +/- 4.6 percent at a 95 percent confidence interval. Thus if 55 percent of likely 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 50.4 percent and 59.6 percent (55 percent +/- 4.6 percent) had all Massachusetts voters been interviewed, rather than just a sample. The margin of sampling error for the sample of 545 registered voters is +/- 4.2 percent at a 95 percent confidence interval. 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 and the region. 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.