

**Western New England University Polling Institute  
 Massachusetts Statewide Telephone Survey  
 Conducted in Partnership with Masslive.com and The Republican Newspaper  
 (October 26 – November 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 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*
Oct. 26 – Nov. 1, 2012	Likely voters	53%	36%	0%	10%	1%	535
Party Identification**	Democrat	20%	65%	0%	14%	1%	203
	Republican	97%	2%	0%	1%	0%	70
	Independent	70%	21%	0%	8%	1%	240
Gender	Male	62%	30%	0%	7%	1%	265
	Female	45%	41%	0%	14%	0%	270
Oct. 26 – Nov. 1, 2012	Registered voters	52%	34%	0%	11%	2%	644
Sept. 28 – Oct. 4, 2012	Likely voters	52%	36%	1%	11%	1%	440
	Registered voters	50%	33%	2%	15%	1%	516
Sept. 6-13, 2012	Likely voters	54%	32%	2%	10%	2%	444
	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*
Oct. 26 – Nov. 1, 2012	Likely voters	51%	40%	0%	8%	1%	535
Party Identification	Democrat	87%	8%	0%	3%	2%	203
	Republican	1%	75%	1%	22%	0%	70
	Independent	35%	57%	0%	7%	1%	240
Gender	Male	41%	49%	0%	9%	1%	265
	Female	61%	31%	0%	6%	2%	270
Oct. 26 – Nov. 1, 2012	Registered voters	49%	39%	0%	9%	2%	644
Sept. 28 – Oct. 4, 2012	Likely voters	50%	41%	1%	9%	0%	440
	Registered voters	46%	40%	2%	12%	0%	516
Sept. 6-13, 2012	Likely voters	53%	33%	3%	10%	2%	444
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?

		Job Approval – Scott Brown			
		Approve	Disapprove	Don't know/ Refused	N*
Oct. 26 – Nov. 1, 2012	Likely voters	57%	31%	13%	535
Party Identification	Democrat	25%	56%	19%	203
	Republican	96%	2%	3%	70
	Independent	75%	16%	9%	240
Gender	Male	65%	27%	8%	265
	Female	49%	34%	17%	270
Age	18-34	50%	26%	24%	39
	35-49	65%	23%	12%	124
	50-64	55%	34%	12%	196
	65 and older	55%	37%	9%	156
Education	High school or less	57%	29%	14%	87
	Some college	65%	21%	14%	105
	College graduate	55%	33%	12%	340
Region	Western MA	39%	38%	23%	99
	Central MA	68%	24%	7%	69
	North / South Shore	63%	25%	12%	142
	Boston and suburbs	55%	33%	12%	223
Oct. 26 – Nov. 1, 2012	Registered voters	54%	30%	16%	644
Sept. 28 – Oct. 4, 2012	Likely voters	55%	33%	13%	440
	Registered voters	56%	29%	15%	516
Sept. 6-13, 2012	Likely voters	57%	30%	12%	444
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.

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*
Oct. 26 – Nov. 1, 2012	Likely voters	50%	46%	4%	0%	535
Party Identification	Democrat	89%	8%	3%	0%	203
	Republican	2%	97%	1%	0%	70
	Independent	31%	64%	5%	0%	240
Gender	Male	39%	56%	5%	0%	265
	Female	60%	36%	3%	0%	270
Age	18-34	54%	33%	12%	1%	39
	35-49	42%	55%	2%	0%	124
	50-64	50%	47%	2%	0%	196
	65 and older	57%	40%	3%	0%	156
Education	High school or less	45%	51%	4%	0%	87
	Some college	40%	55%	4%	0%	105
	College graduate	54%	42%	4%	0%	340
Region	Western MA	65%	28%	5%	3%	99
	Central MA	37%	56%	7%	0%	69
	North / South Shore	41%	58%	1%	0%	142
	Boston and suburbs	54%	41%	5%	0%	223
Oct. 26 – Nov. 1, 2012	Registered voters	49%	44%	7%	0%	644
Sept. 28 – Oct. 4, 2012	Likely voters	50%	45%	3%	2%	440
	Registered voters	50%	44%	4%	2%	516
Sept. 6-13, 2012	Likely voters	50%	44%	6%	0%	444
	Registered voters	53%	41%	6%	0%	545
May 29-31, 2012	Registered voters	45%	43%	11%	0%	504

*\* 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*
Oct. 26 – Nov. 1, 2012	Likely voters	48%	45%	1%	0%	6%	0%	535
Party Identification	Democrat	85%	7%	1%	0%	6%	0%	203
	Republican	2%	97%	0%	0%	1%	0%	70
	Independent	30%	63%	1%	0%	5%	0%	240
Gender	Male	38%	55%	1%	0%	6%	0%	265
	Female	57%	35%	1%	0%	6%	0%	270
Age	18-34	49%	31%	5%	0%	15%	0%	39
	35-49	41%	55%	0%	0%	4%	0%	124
	50-64	49%	46%	1%	0%	4%	0%	196
	65 and older	56%	40%	1%	0%	3%	1%	156
Education	High school or less	45%	50%	2%	0%	3%	0%	87
	Some college	37%	55%	2%	0%	5%	1%	105
	College graduate	52%	41%	1%	0%	6%	0%	340
Region	Western MA	64%	26%	2%	0%	8%	0%	99
	Central MA	37%	56%	2%	0%	4%	0%	69
	North / South Shore	40%	57%	1%	0%	2%	0%	142
	Boston and suburbs	51%	40%	1%	0%	7%	0%	223
Oct. 26 – Nov. 1, 2012	Registered voters	45%	43%	4%	1%	7%	0%	644
Sept. 28 – Oct. 4, 2012	Likely voters	47%	42%	5%	0%	5%	1%	440
	Registered voters	47%	42%	5%	0%	6%	1%	516
Sept. 6 – 13, 2012	Likely voters	48%	42%	3%	0%	7%	0%	444
	Registered voters	51%	39%	3%	0%	7%	0%	545

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How Obama and Romney Supporters Would Vote if the Senate Election Were Held Today

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		Elizabeth Warren	Scott Brown	Don't know / Undecided	Refused	N*
Oct. 26 – Nov. 1, 2012	Likely voters	50%	46%	4%	0%	535
Presidential vote preference	Obama supporter or leaner	84%	10%	5%	0%	300
	Romney supporter or leaner	3%	95%	2%	0%	223
Sept. 28 – Oct. 4, 2012	Likely voters	50%	45%	3%	2%	440
Presidential vote preference	Obama supporter or leaner	76%	18%	4%	2%	265
	Romney supporter or leaner	7%	93%	0%	0%	158
Sept. 6 – 13, 2012	Likely voters	50%	44%	6%	0%	444
Presidential vote preference	Obama supporter or leaner	77%	14%	9%	0%	265
	Romney supporter or leaner	8%	91%	1%	0%	166

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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 the 514 likely voters and the 608 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*
Oct. 26 – Nov. 1, 2012	Likely voters	90%	9%	1%	514
Candidate choice	Warren supporters and leaners	90%	8%	2%	266
	Brown supporters and leaners	90%	10%	0%	248
Party Identification	Democrat	90%	8%	2%	198
	Republican	96%	4%	0%	69
	Independent	89%	11%	0%	229
Gender	Male	90%	10%	0%	252
	Female	90%	9%	2%	262
Oct. 26 – Nov. 1, 2012	Registered voters	86%	12%	1%	608
Sept. 28 – Oct. 4, 2012	Likely voters	84%	15%	1%	425
	Registered voters	81%	18%	1%	494
Sept. 6-13, 2012	Likely voters	82%	17%	0%	421
	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

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

Thinking back over the past month, has anyone from one of the Senate campaigns, a political party, or some other organization spoken to you by telephone and asked you to support a candidate for Senate?

Telephone Contact With a Caller From a Senate Campaign, Party, Other Organization		Yes	No	Don't know/ Refused	N*
Oct. 26 – Nov. 1, 2012	Likely voters	26%	73%	1%	535
Party ID**	Democrat	25%	74%	1%	203
	Republican	21%	79%	0%	70
	Independent	31%	68%	1%	240
Gender	Male	27%	72%	1%	265
	Female	26%	74%	0%	270
Oct. 26 – Nov. 1, 2012	Registered voters	24%	75%	2%	644

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

Did the caller ask you to support Scott Brown, Elizabeth Warren or some other candidate for Senate?

*Asked of the 170 likely voters and 189 registered voters who said they had gotten a call or calls from a Senate campaign, political party or some other organization on behalf of a Senate candidate.*

*Candidate names rotated in random order in the question. If the respondent said s/he had more than one telephone conversation with someone from a campaign, party or other organization in the past month, the interviewer asked if all of the calls were on behalf of one of the candidates, and if so which one, or were the calls on behalf of both candidates.*

Did caller(s) ask you to support Scott Brown or Elizabeth Warren?

		Scott Brown	Elizabeth Warren	Other Candidate (Vol.)	Both (Vol.)	Don't know / Refused (Vol.)	N*
Oct. 26 – Nov. 1, 2012	Likely voters	18%	42%	1%	37%	2%	170
Oct. 26 – Nov. 1, 2012	Registered voters	21%	41%	2%	35%	2%	189

\* *Row percentages may not sum to 100 percent due to rounding.*



Thinking back over the past month, has anyone from one of the Senate campaigns, a political party, or some other organization come to your home and talked to you about supporting a candidate for Senate?

In-Person Contact With a Canvasser From a Senate Campaign, Party, Other Organization		Yes	No	Don't know/ Refused	N*
Oct. 26 – Nov. 1, 2012	Likely voters	9%	91%	0%	535
Party ID	Democrat	9%	91%	0%	203
	Republican	2%	97%	0%	70
	Independent	11%	89%	0%	240
Gender	Male	8%	92%	0%	265
	Female	9%	91%	0%	270
Oct. 26 – Nov. 1, 2012	Registered voters	8%	92%	0%	644

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

Did the person who came to your home ask you to support Scott Brown, Elizabeth Warren or some other candidate for Senate?

*Asked of the 43 likely voters and 49 registered voters who said they had gotten a visit or visits from a Senate campaign, political party or some other organization on behalf of a Senate candidate.*

*Note: Candidate names rotated in random order in the question. If the respondent said s/he had more than one visit from someone with a campaign, party, or other organization in the past month, the interviewer asked if all of the visits were on behalf of one of the candidates, and if so which one, or were the visits on behalf of both candidates.)*

Did canvasser(s) ask you to support Scott Brown or Elizabeth Warren?

		Scott Brown	Elizabeth Warren	Other Candidate (Vol.)	Both (Vol.)	Don't know / Refused (Vol.)	N*
Oct. 26 – Nov. 1, 2012	Likely voters	22%	62%	3%	8%	5%	43
Oct. 26 – Nov. 1, 2012	Registered voters	20%	67%	2%	7%	4%	49

\* *Row percentages may not sum to 100 percent due to rounding.*

Taking into account this contact - either by telephone, in person, or both - how important has the contact been in helping you to choose a candidate for Senate? Would you say the contact has been very important, somewhat important, not very important, or not at all important?

*(Asked of the 196 likely voters and 219 registered voters who indicated they had had at least one conversation with a caller, canvasser, or both from a Senate campaign, political party or other organization.)*

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How Important Has the Contact Been in Making a Choice for Senate?

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		Very important	Somewhat important	Not very important	Not at all important	Don't know / Refused (Vol.)	N*
Oct. 26 – Nov. 1, 2012	Likely voters	4%	12%	23%	59%	1%	196
Candidate choice	Warren supporters and leaners	2%	16%	30%	49%	2%	96
	Brown supporters and leaners	6%	9%	17%	68%	0%	94
Oct. 26 – Nov. 1, 2012	Registered voters	4%	12%	24%	58%	2%	219

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

Have you spoken to any of your relatives or friends to try to show them why they should vote for one of the candidates for Senate?

		Lobbying Relatives and Friends to Support a Senate Candidate			
		Yes	No	Don't know/ Refused	N*
Oct. 26 – Nov. 1, 2012	Likely voters	49%	51%	0%	535
Party ID	Democrat	49%	51%	0%	203
	Republican	56%	44%	0%	70
	Independent	48%	52%	0%	240
Gender	Male	51%	49%	0%	265
	Female	48%	52%	0%	270
Oct. 26 – Nov. 1, 2012	Registered voters	46%	54%	0%	644

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

Which candidate have you urged people to vote for?

*Asked of the 276 likely voters and 312 registered voters who said they had urged a relative or friend to vote for a Senate candidate. Respondents volunteered a name.*

		Which candidate have you urged people to vote for?				
		Scott Brown	Elizabeth Warren	Other Candidate (Vol.)	Don't know / Refused (Vol.)	N*
Oct. 26 – Nov. 1, 2012	Likely voters	44%	50%	0%	6%	276
Party Identification	Democrat	6%	91%	0%	3%	109
	Republican	97%	0%	0%	3%	44
	Independent	61%	31%	0%	8%	113
Gender	Male	53%	40%	0%	7%	140
	Female	35%	60%	0%	5%	136
Oct. 26 – Nov. 1, 2012	Registered voters	42%	47%	3%	7%	312

## METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 685 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Sept. 28 – Oct. 4, 2012. The sample yielded 644 adults who said they are registered to vote in Massachusetts, and 535 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 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](http://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 535 likely voters is +/- 4.2 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 50.8 percent and 59.2 percent (55 percent +/- 4.2 percent) had all Massachusetts likely voters been interviewed, rather than just a sample. The margin of sampling error for the sample of 644 registered voters is +/- 3.9 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 opportunities to participate in public opinion research. Additional information about the Polling Institute is available at [www1.wne.edu/pollinginst](http://www1.wne.edu/pollinginst).