

**WBUR Massachusetts 2012 General Election Poll**  
 Topline Results  
 Survey of 504 Likely Voters  
 Field Dates: September 26-28, 2012

I'm going to read you the names of several people and groups who are active in public affairs. After I read each one please tell me if you have a generally favorable or generally unfavorable view of the person. If you have never heard of the person or if you are undecided, please just say so. **READ FIRST NAME.** How about **READ NEXT NAME?**

**REPEAT QUESTION TEXT ONLY IF NECESSARY, PROBE IF RESPONDENT SAYS "DON'T KNOW".**  
 Have you heard of **READ NAME** and are undecided about (him/her)? Or **PAUSE** have you never heard of (him/her)?

<i>Order rotated</i>	Favorable	Unfavorable	Heard of / Undecided	Never heard of	Refused
Scott Brown	52%	33%	13%	2%	1%
Elizabeth Warren	47%	37%	13%	2%	0%
Barack Obama	61%	32%	6%	0%	0%
Mitt Romney	34%	59%	7%	0%	0%
The Tea Party	17%	59%	19%	3%	3%

*Candidate order rotated for next three questions*

If the November two thousand twelve election for U.S. Senate were held today, and if the candidates were for Democrat Elizabeth Warren and Republican Scott Brown, for whom would you vote?

*If undecided...* Even though you say you are undecided -- which way do you lean – Democrat Elizabeth Warren or Republican Scott Brown?

**Initial preference (without leaners)**

Scott Brown	44%
Elizabeth Warren	46%
Some other candidate	1%
Don't Know / Undecided	9%
Refused	1%

**Vote preference with leaners**

Scott Brown	45%
Elizabeth Warren	49%
Some other candidate	1%
Don't Know / Undecided	5%
Refused	1%

If the November, twenty twelve election for President were held today, and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?

Barack Obama	60%
Mitt Romney	32%
Another candidate (not read)	2%
Don't Know / Undecided	5%
Refused	1%

*Question, candidate order rotated for next two questions*

Let's say as Election Day approaches, it appears President Obama is very likely to win re-election. In this case, if it appeared President Obama would win re-election, would you be more likely to vote for Democrat Elizabeth Warren or Republican Scott Brown in the election for U.S. Senate?

Scott Brown	44%
Elizabeth Warren	50%
Another candidate (not read)	0%
Don't Know / Undecided	6%
Refused	0%

Let's say as Election Day approaches, it appears the Presidential Election between is going to be very close. In this case, if the election is very close, would you be more likely to vote for Democrat Elizabeth Warren or Republican Scott Brown in the election for U.S. Senate?

Scott Brown	43%
Elizabeth Warren	49%
Another candidate (not read)	0%
Don't Know / Undecided	6%
Refused	1%

I'd like to read you some issues or characteristics that people might consider when they chose for whom to vote for U.S. Senate – and ask you to compare the candidates. For each one, please tell me whether it better describes **[ROTATE]** — Elizabeth Warren, Scott Brown, or both of them equally.

<i>Order rotated</i>		Warren	Brown	Both equally	Neither	Don't Know / Refused
Grew up in a middle class background	Sep 26-28 2012	20%	33%	33%	4%	10%
	Sep 15-17 2012	24%	23%	32%	3%	18%
	Feb 2012	17%	28%	27%	4%	25%
Will stand up for regular people when in the Senate	Sep 26-28 2012	43%	35%	18%	1%	3%
	Sep 15-17 2012	39%	29%	23%	2%	8%
	Feb 2012	30%	33%	21%	4%	12%
Agrees with you on key issues that matter to you	Sep 26-28 2012	45%	39%	8%	2%	5%
	Sep 15-17 2012	45%	33%	9%	3%	9%
	Feb 2012	35%	36%	11%	4%	14%
Will stand up for women's interests when in the Senate	Sep 26-28 2012	47%	25%	21%	2%	5%
	Sep 15-17 2012	54%	19%	16%	1%	9%
	Feb 2012	NA	NA	NA	NA	NA

Did you watch the debate that happened last week between Scott Brown and Elizabeth Warren?

*If yes...* Who would you say did a better job in the debate—**ROTATE ORDER** Scott Brown or Elizabeth Warren?

Did not watch	60%
Watched	40%
<i>Scott Brown</i>	16%
<i>Elizabeth Warren</i>	14%
<i>Both (not read)</i>	5%
<i>Neither (not read)</i>	2%
<i>Don't Know / Refused</i>	3%

During his time in the Senate, would you say Scott Brown has been willing to compromise with Democrats too often, not often enough, or just about the right amount?

	Feb 2012	Sep 26-28, 2012
Too often	8%	3%
Not often enough	30%	34%
Just about the right amount	48%	48%
Don't Know / Refused	14%	14%

After this election, which party would you rather be in control of The Senate? The Democrats or the Republicans?

Democrats	58%
Republicans	29%
Both (not read)	1%
Neither (not read)	5%
Don't Know / Refused	7%

As you may be aware, Scott Brown is currently the only Massachusetts Republican in either the Senate or the House of Representatives. If he loses, the congressional delegation may end up being all Democrats. In your view, would a Massachusetts delegation made up of all Democrats be a positive or a negative development?

	Feb 2012	Sep 26-28, 2012
Positive development	41%	48%
Negative development	43%	38%
Both (not read)	2%	2%
Neither (not read)	5%	3%
Don't Know / Refused	8%	10%

Would you say Scott Brown's positions on important issues are **ROTATE ORDER BOTTOM TO TOP, TOP TO BOTTOM** very similar, somewhat similar, somewhat different or very different from those expressed by Mitt Romney?

Very similar	15%
Somewhat similar	42%
Somewhat different	27%
Very different	6%
Don't Know / Refused	10%

## Demographics

For statistical purposes only, can you please tell me your race? *Response options collapsed for display*

Race	White / Caucasian	81%
	All others	15%
	Don't Know / Refused	4%

Age	18 to 29	14%
	30 to 44	27%
	45 to 59	36%
	60+	23%

Gender	Male	48%
	Female	52%

Party Registration	Democrat	36%
	Republican	12%
	Independent / Unenrolled	52%

Education	High School or less	20%
	Some college, no degree	35%
	College graduate (BA/BS)	27%
	Advanced degree	18%
	Don't Know / Refused	0%

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### About the Poll

These results are based on a survey of 504 likely voters in Massachusetts in the 2012 General Election. The poll was conducted September 26-28, 2012. Live telephone interviews were conducted via both landline and cell phone using conventional registration based sampling procedures. Likely voters were identified using a combination of previous voting behavior and screening questions. Results were weighted to reflect the demographic and geographic makeup of the likely electorate based on previous turnout figures and current trends. The margin of sampling error is +/- 4.4 percent with a 95 percent level of confidence. The poll was sponsored by WBUR, a National Public Radio station in the Boston area.