

**WBUR Massachusetts 2012 General Election Poll**

Topline Results

Survey of 516 Likely Voters

Field Dates: October 21-22, 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	49%	38%	11%	1%	1%
Elizabeth Warren	49%	39%	10%	1%	1%
Mitt Romney	38%	54%	6%	1%	0%
Barack Obama	58%	35%	6%	0%	1%

*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	43%
Elizabeth Warren	48%
Some other candidate	1%
Don't Know / Undecided	7%
Refused	1%

**Vote preference with leaners**

Scott Brown	44%
Elizabeth Warren	50%
Some other candidate	1%
Don't Know / Undecided	4%
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	56%
Mitt Romney	36%
Another candidate (not read)	2%
Don't Know / Undecided	6%
Refused	1%

Thinking about different approaches to reducing the federal budget deficit, I'd like to know how big a role you think each of the following should play in reducing our nation's deficit. First/Next, should **READ FIRST/NEXT ITEM** play a major role, minor role, or no role at all in reducing the federal budget deficit?

<i>Order rotated</i>		Major role	Minor Role	No role at all	Don't Know / Refused
Closing tax loopholes for wealthy Americans	Oct 21-22 2012 Likely Voters	67%	21%	5%	7%
	Nov 28-30, 2011 All adults	68%	20%	9%	2%
Closing tax loopholes for large businesses	Oct 21-22 2012 Likely Voters	68%	23%	5%	5%
	Nov 28-30, 2011 All adults	68%	21%	6%	5%
Increasing tax rates for wealthy Americans	Oct 21-22 2012 Likely Voters	54%	28%	13%	4%
	Nov 28-30, 2011 All adults	62%	24%	11%	2%
Increasing taxes for all Americans	Oct 21-22 2012 Likely Voters	26%	38%	29%	6%
	Nov 28-30, 2011 All adults	27%	38%	33%	2%
Reducing spending on government programs and services	Oct 21-22 2012 Likely Voters	47%	35%	11%	7%
	Nov 28-30, 2011 All adults	43%	40%	12%	5%
Reducing benefits paid through Social Security	Oct 21-22 2012 Likely Voters	21%	38%	36%	5%
	Nov 28-30, 2011 All adults	20%	31%	45%	3%
Reducing benefits paid through Medicare	Oct 21-22 2012 Likely Voters	22%	38%	34%	6%
	Nov 28-30, 2011 All adults	23%	34%	39%	3%
Reducing spending on the U.S. Military	Oct 21-22 2012 Likely Voters	33%	36%	25%	6%
	Nov 28-30, 2011 All adults	45%	36%	17%	2%

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
	Oct 21-22 2012	21%	29%	34%	4%	13%
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	Oct 21-22 2012	41%	34%	19%	2%	5%
	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	Oct 21-22 2012	46%	38%	8%	2%	6%
	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	Oct 21-22 2012	51%	25%	17%	2%	5%
	Sep 26-28 2012	47%	25%	21%	2%	5%
	Sep 15-17 2012	54%	19%	16%	1%	9%
Has been honest and forthright during this campaign	Oct 21-22 2012	25%	33%	18%	16%	8%
Knows how to get the economy moving again	Oct 21-22 2012	30%	38%	14%	11%	7%
	Sep 26-28 2012	NA	NA	NA	NA	NA
	Sep 15-17 2012	30%	32%	9%	15%	13%
	Feb 2012	23%	32%	14%	12%	19%

## Demographics

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

Race	White / Caucasian	81%
	All others	16%
	Don't Know / Refused	3%

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	33%
	College graduate (BA/BS)	28%
	Advanced degree	19%
	Don't Know / Refused	0%

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### About the Poll

These results are based on a survey of 516 likely voters in Massachusetts in the 2012 General Election. The poll was conducted October 21-22, 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.