

**WBUR Massachusetts 2012 General Election Poll**  
 Topline Results  
 Survey of 507 Likely Voters  
 Field Dates: September 15-17, 2012

I'm going to read you the names of several people 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?**

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

<i>Order rotated</i>	Favorable	Unfavorable	Heard of / Undecided	Never heard of	Refused
Scott Brown	52%	30%	16%	2%	1%
Elizabeth Warren	48%	32%	17%	2%	0%
Barack Obama	61%	33%	6%	0%	0%
Mitt Romney	32%	56%	11%	0%	0%
Paul Ryan	24%	50%	19%	5%	2%
Joe Biden	51%	35%	12%	2%	1%

*Question, 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? *Order rotated*

*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	40%
Elizabeth Warren	45%
Some other candidate	2%
Don't Know / Undecided	12%
Refused	1%

**Vote preference with leaners**

Scott Brown	42%
Elizabeth Warren	47%
Some other candidate	2%
Don't Know / Undecided	8%
Refused	1%

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

Barack Obama	59%
Mitt Romney	31%
Some other candidate	2%
Don't Know / Undecided	7%
Refused	0%

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 2012	24%	23%	32%	3%	18%
	Feb 2012	17%	28%	27%	4%	25%
Will stand up for regular people when in the Senate	Sep 2012	39%	29%	23%	2%	8%
	Feb 2012	30%	33%	21%	4%	12%
Understands the needs of middle class families	Sep 2012	35%	27%	26%	3%	9%
	Feb 2012	32%	31%	21%	3%	13%
Has deep roots here in Massachusetts	Sep 2012	13%	44%	26%	1%	16%
	Feb 2012	13%	39%	28%	3%	17%
Seems to be running a positive campaign	Sep 2012	21%	35%	26%	9%	9%
	Feb 2012	20%	23%	37%	6%	14%
Knows how to get the economy moving again	Sep 2012	30%	32%	9%	15%	13%
	Feb 2012	23%	32%	14%	12%	19%
Agrees with you on key issues that matter to you	Sep 2012	45%	33%	9%	3%	9%
	Feb 2012	35%	36%	11%	4%	14%
Seems to be gaining momentum lately for the November election	Sep 2012	40%	23%	14%	5%	19%
	Feb 2012	34%	24%	14%	9%	19%
Will stand up for women's interests when in the Senate	Sep 2012	54%	19%	16%	1%	9%
	Feb 2012	NA	NA	NA	NA	NA

Do you plan to watch any of the US Senate Election debates that are scheduled between Scott Brown and Elizabeth Warren?

Yes	77%
No	16%
Don't Know / Refused	7%

Please tell me if you agree or disagree with each of the follow statements. First, do you agree or disagree that **READ FIRST STATEMENT?** And do you agree or disagree that **READ NEXT STATEMENT?**

<i>Order rotated</i>		Agree	Disagree	Don't Know / Refused
Watching debates is a good way to learn about the positions of the candidates	Sep 2012	86%	12%	2%
	Feb 2012	85%	14%	1%
I might change my mind about who I am supporting for U.S. Senate based on what I hear in debates	Sep 2012	50%	46%	4%
	Feb 2012	62%	36%	2%

I will now read you some phrases some people say describe Elizabeth Warren. After I read each one, tell me whether you agree or disagree that the phrase describes her. **PROBE:** And is that strongly (agree/disagree) or somewhat (agree/disagree)

<i>Order rotated</i>	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know / Refused
In an appealing leader	30%	29%	15%	16%	10%
Is in touch with women's issues and concerns	53%	27%	6%	4%	11%
Knows how to connect with regular people	33%	31%	13%	11%	12%
Fights for what she believes in	61%	23%	4%	5%	7%
Acts as though she is superior to other people	18%	18%	21%	29%	14%
Is running an effective campaign	31%	34%	14%	9%	12%

## Demographics

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

Race	White / Caucasian	80%
	All others	15%
	Don't Know / Refused	5%

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	34%
	College graduate (BA/BS)	28%
	Advanced degree	18%
	Don't Know / Refused	0%

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### About the Poll

These results are based on a survey of 507 likely voters in Massachusetts in the 2012 General Election. The poll was conducted September 15-17, 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.