UMass Poll of Massachusetts

Field dates: November 9th – 22nd, 2011
Sample: 500 Massachusetts adults

The survey was conducted by YouGov America (http://yougov.com). YouGov interviewed 548 respondents who were then matched down to a sample of 500 to produce the final dataset. The respondents were matched on gender, age, race, education, party identification, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known marginals for U.S. citizens from the state of Massachussetts from the 2007 American Community Survey. Those marginals are shown below. All analyses were produced using these weights.

The margin of error for analyses of Massachusetts adults is 4.4%. The margin of error for registered voters is 4.6%. The margin of error would be larger for subpopulations.

Marginals used for weighting:

Age:
18-29: 20.80%
30-64: 61.99%
65+: 17.17%

Gender:
Male: 48.21%
Female: 51.75%

Race:
White/Other: 88.05%
Black: 5.11%
Hispanic: 6.82%

Education:
HS or less: 40.58%
Some College: 25.27%
College Graduate: 20.27%
Post-graduate: 13.86%

State of the Commonwealth and Nation

Nation right/wrong track

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	13%
Wrong track	71%
Not sure	16%

N = 496 Massachusetts adults

Massachusetts right/wrong track

Do you think things in Massachusetts are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	32%
Wrong track	52%
Not sure	16%

N = 497 Massachusetts adults

Approval ratings

Do you approve or disapprove of the way each is doing their job?

	Strongly Approve	Somewhat Approve	Somewhat Disapprove	Strongly Disapprove	Not sure
President Barack Obama	16%	33%	14%	34%	3%
Governor Deval Patrick	15%	32%	17%	28%	8%
Senator John Kerry	12%	31%	17%	27%	12%
Senator Scott Brown	8%	29%	24%	25%	15%
The U.S. Congress	2%	10%	30%	49%	9%
The Massachusetts Legislature	2%	26%	25%	31%	16%

N = 493 Massachusetts adults

2012 Massachusetts Senate Race

Democratic Primary

If the Democratic primary for U.S. Senator was held today, who would you be most likely to vote for?

Elizabeth Warren	73%
Thomas Conroy	7%
Marisa DeFranco	6%
Herb Robinson	2%
Someone else	13%

N = 122 registered Democrats who said they were very or somewhat likely to vote in the primary.

General Election

Next year, there will be an election for the Senate seat currently held by Republican Scott Brown. Who would you likely vote for if the election were between Brown and Democrat Elizabeth Warren?

Republican Scott Brown	39%
Democrat Elizabeth Warren	43%
Someone else	4%
Not sure	14%

N = 433 registered voters.

Brown/Warren Issue Comparison

Which candidate do you trust more to handle the following issues:

	Scott Brown	Elizabeth Warren	Neither	Both	Not sure
The economy	32%	38%	16%	1%	13%
Health care	29%	40%	15%	2%	14%
Terrorism	33%	25%	17%	7%	18%
Taxes	30%	37%	16%	2%	15%

N = 442 registered voters.

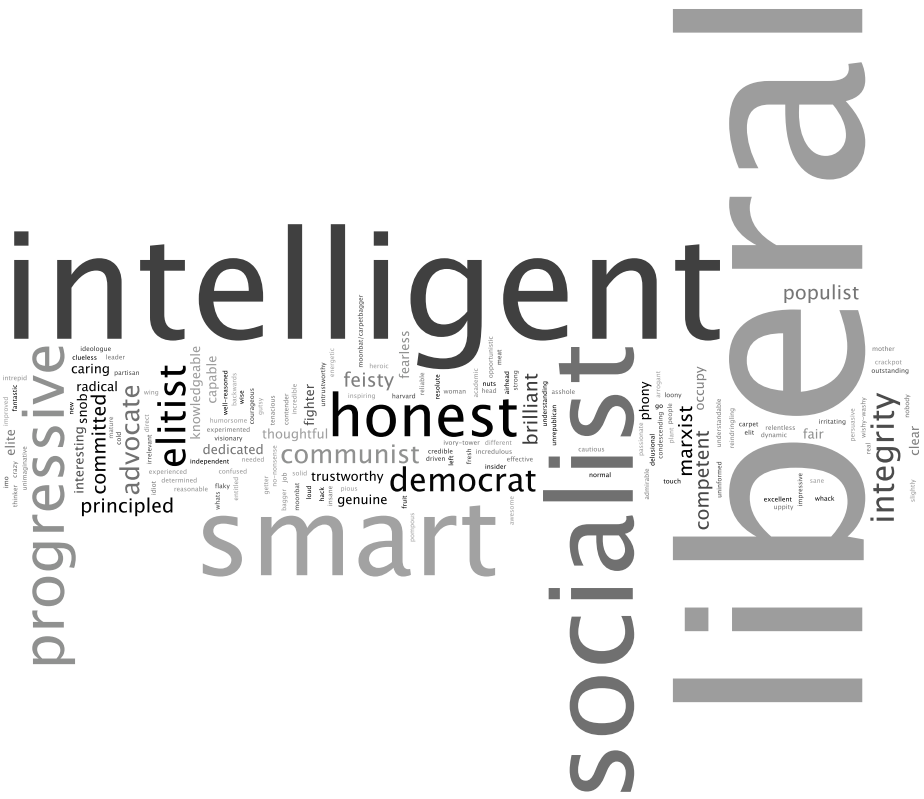
How respondents described the candidates

What one word would you use to describe Elizabeth Warren?

Most frequent words describing Warren:

Word	**Number**	**Percent**
liberal	36	12%
intelligent	23	8%
socialist	18	6%
smart	17	6%

N = 296 respondents who provided a response.



What one word would you use to describe Scott Brown?

Most frequent words describing Brown:

Word	**Number**	**Percent**
moderate	20	5%
honest	16	4%
conservative	12	3%
republican	8	2%

N = 374 respondents who provided a response.

Cross Tabulations for 2012 Senate Race

Candidate Preference	Registered Voters	Gender		Income			Age			Party Affiliation		
		Men	Women	Less than $40k	$40k - $100k	Over $100k	18-29	30-54	55+	Dem.	Rep.	Ind.
Scott Brown	39%	46%	31%	27%	37%	48%	21%	44%	41%	6%	93%	49%
Elizabeth Warren	43%	40%	46%	42%	48%	42%	52%	38%	44%	78%	0%	31%
Someone Else	4%	5%	3%	9%	2%	1%	1%	4%	5%	1%	2%	5%
Not sure	14%	9%	20%	22%	12%	9%	26%	14%	10%	14%	5%	15%
Total N	437	203	234	119	174	79	65	158	214	153	65	192

Candidate Preference	2010 Special Election			Direction of U.S.		Direction of Mass.		Region			
	Brown	Coakley	Did not vote	Right Direction	Wrong Track	Right Direction	Wrong Track	Boston Area	New Bedford /Cape Cod	Central MA	Western MA
Scott Brown	81%	3%	15%	8%	49%	9%	60%	39%	41%	48%	25%
Elizabeth Warren	7%	89%	45%	75%	35%	80%	21%	46%	38%	35%	46%
Someone Else	5%	1%	14%	5%	4%	1%	6%	3%	6%	2%	9%
Not sure	7%	7%	26%	11%	12%	10%	14%	13%	15%	15%	20%
Total N	188	145	81	53	319	140	235	247	76	50	60