UMass Poll of Massachusetts

Field dates: October 2-8, 2012
Sample: 500 registered Massachusetts voters

The survey was conducted by YouGov America (http://yougov.com). YouGov interviewed 573 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 registered voters from the state of Massachussetts from the American Community Survey. All analyses were produced using these weights.

The margin of error for analyses of Massachusetts adults is 5%. The margin of error for registered voters is 5.4%. The margin of error would be larger for subpopulations.

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?

	Now	Nov. 2011
Right direction	32%	13%
Wrong track	49%	73%
Not sure	19%	14%

N = 495 registered voters

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?

	Now	Nov. 2011
Right direction	43%	33%
Wrong track	41%	54%
Not sure	17%	13%

N = 495 registered voters

Favorability ratings

What is your opinion of the following individuals?

	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Very Unfavorable	Not sure
President Barack Obama	29%	30%	13%	22%	5%
Governor Deval Patrick	19%	31%	21%	21%	8%
Senator John Kerry	17%	34%	21%	19%	9%
Senator Scott Brown	16%	31%	24%	19%	11%
Mitt Romney	16%	18%	17%	42%	8%
Elizabeth Warren	18%	29%	16%	25%	13%

N = 497 registered voters

2012 Presidential Race

General Election – Registered Voters

If the presidential election were held today, who would you vote for?

Democrat Barack Obama	55%
Republican Mitt Romney	30%
Other	3%
Don't know	12%

N = 494 registered voters

General Election – Likely Voters

Democrat Barack Obama	55%
Republican Mitt Romney	34%
Other	2%
Don't know	9%

N = 437 likely voters

2012 Massachusetts Senate Race

General Election – Registered Voters

If the 2012 Massachusetts election for Senate were being held today, which candidate would you vote for? (Includes voters leaning towards a particular candidate)

	Likely Voters	Registered Voters
Republican Scott Brown	45%	43%
Democrat Elizabeth Warren	48%	48%
Not sure	6%	6%
Would not vote	0%	2%
	N = 436 likely voters	N = 493 registered voters

Senate Party Control and Senate Vote Choice

For Warren voters:

What if you knew that if Warren won the election it would mean that Democrats would have a majority of seats in the U.S. Senate, would you still vote for her?

Yes	94%
No	2%
Not sure	4%

N = 257 Warren Supporters

For Brown voters:

What if you knew that if Brown won the election it would mean that Republicans would have a majority of seats in the U.S. Senate, would you still vote for him?

Yes	86%
No	3%
Not sure	11%

N = 199 Brown Supporters

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	36%	37%	12%	5%	10%
Health care	29%	45%	11%	4%	11%
Terrorism/national security	37%	22%	17%	7%	18%
Taxes	30%	38%	13%	6%	13%

N = 498 registered voters

Bipartisan Ability

Which candidate do you believe will be more willing to work with political leaders from the other party if elected to the Senate?

Scott Brown	43%
Elizabeth Warren	33%
Neither	10%
Both	14%

N = 496 registered voters

Candidate Traits

Please tell me which candidate you feel best fits each trait:

	Scott Brown	Elizabeth Warren	Neither	Both
Honest	38%	30%	20%	12%
Knowledgeable	35%	32%	7%	26%
Experienced	47%	22%	12%	19%
Likeable	41%	28%	10%	21%

N = 496 registered voters

Negative Campaigns

So far, which candidate do you think has run the more negative campaign?

Scott Brown	45%
Elizabeth Warren	26%
Not sure	29%

N= 498 registered voters

Representing Different Groups

Which candidate do you think would do a better job of representing the following groups in the Senate?

	Scott Brown	Elizabeth Warren	Neither	Not sure
Women	21%	59%	8%	12%
The middle class	33%	46%	9%	13%
Independents	40%	30%	11%	19%

N = 495 registered voters

Words Used to Describe Senate Candidates

What one word would you use to describe Elizabeth Warren?

What one word would you use to describe Scott Brown?

Massachusetts Ballot Question 2: Prescribing Medication to End Life

A current ballot initiative proposes a law that would allow a physician licensed in Massachusetts to prescribe medication, at a terminally ill patient's request, to end that patient's life. Would you support this law?

Yes	65%
No	19%
Don't know	17%

N = 498 registered voters

Massachusetts Ballot Question 3: Medical Use of Marijuana

A current ballot initiative proposes a law that would eliminate state criminal and civil penalties for the medical use of marijuana by qualifying patients with debilitating conditions. Would you support this law?

Yes	68%
No	20%
Don't know	13%

N = 499 registered voters

Marriage Equality

In 2004 the Supreme Judicial Court of Massachusetts made same-sex marriage legal in the Commonwealth of Massachusetts. Do you agree or disagree with the court ruling that gay and lesbian couples have the legal right to marry?

Strongly agree	42%
Agree	20%
Neither agree nor disagree	16%
Disagree	12%
Strongly disagree	9%

N = 499 registered voters

Cross Tabulations for 2012 Senate Race

		Gender		Income			Age			Party Affiliation		
Candidate Preference	**Likely Voters**	**Men**	**Women**	**Less than $40k**	**$40k - $100k**	**Over $100k**	**18-29**	**30-54**	**55+**	**Dem.**	**Rep.**	**Ind.**
Scott Brown	45%	49%	42%	40%	44%	51%	54%	46%	43%	19%	94%	52%
Elizabeth Warren	48%	46%	51%	54%	50%	47%	46%	45%	52%	77%	6%	41%
Not sure	6%	5%	7%	5%	6%	2%	0%	8%	6%	2%	0%	7%
Total N	436	222	215	109	179	58	60	183	194	142	48	235

	Direction of U.S.		Direction of Mass.		Ideology		
Candidate Preference	**Right Direction**	**Wrong Track**	**Right Direction**	**Wrong Track**	**Liberal**	**Moderate**	**Conservative**
Scott Brown	15%	69%	26%	70%	21%	48%	79%
Elizabeth Warren	80%	24%	70%	23%	77%	42%	18%
Not sure	5%	7%	4%	6%	3%	8%	2%
Total N	155	215	199	179	166	141	113