

## UMass Poll of Massachusetts

Field dates: November 9<sup>th</sup> – 22<sup>nd</sup>, 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 Massachusetts 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.





## Presidential Preference and Tea Party/Occupy Wall Street Favorability

### *Presidential Election in Massachusetts*

If the 2012 Presidential election were held today and Democratic President Barack Obama was running against \_\_\_\_\_, how would you vote?

	Obama	Republican	Someone Else	Not sure
Texas Republican Governor Rick Perry (Asked of half sample only; N = 222)	54%	23%	16%	7%
Republican businessman Herman Cain (Asked of half sample only; N = 228)	51%	28%	14%	8%
Former Republican Massachusetts Governor Mitt Romney (Asked of all registered voters; N = 446)	49%	34%	9%	8%

### *Tea Party Favorability*

What is your view of the Tea Party movement--would you say it is very positive, somewhat positive, neutral, somewhat negative, or very negative, or don't you know enough about the Tea Party movement to say?

Very positive	20%
Somewhat positive	14%
Neutral	6%
Somewhat Negative	10%
Very Negative	34%
Don't know enough to say	12%
No Opinion	5%

N = 494 Massachusetts adults

### *Occupy Wall Street Favorability*

What is your view of the Occupy Wall Street movement--would you say it is very positive, somewhat positive, neutral, somewhat negative, or very negative, or don't you know enough about the Occupy Wall Street movement to say?

Very positive	16%
Somewhat positive	21%
Neutral	11%
Somewhat Negative	9%
Very Negative	28%
Don't know enough to say	13%
No Opinion	2%

N = 496 Massachusetts adults

**Cross Tabulations for 2012 Senate Race**

<b>Candidate Preference</b>	<b>Registered Voters</b>	<b>Gender</b>		<b>Income</b>			<b>Age</b>			<b>Party Affiliation</b>		
		<b>Men</b>	<b>Women</b>	<b>Less than \$40k</b>	<b>\$40k - \$100k</b>	<b>Over \$100k</b>	<b>18-29</b>	<b>30-54</b>	<b>55+</b>	<b>Dem.</b>	<b>Rep.</b>	<b>Ind.</b>
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

<b>Candidate Preference</b>	<b>2010 Special Election</b>			<b>Direction of U.S.</b>		<b>Direction of Mass.</b>		<b>Region</b>			
	<b>Brown</b>	<b>Coakley</b>	<b>Did not vote</b>	<b>Right Direction</b>	<b>Wrong Track</b>	<b>Right Direction</b>	<b>Wrong Track</b>	<b>Boston Area</b>	<b>New Bedford /Cape Cod</b>	<b>Central MA</b>	<b>Western MA</b>
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

<b>Candidate Preference</b>	<b>Occupy Wall Street Opinion</b>			<b>Tea Party Opinion</b>			<b>Ideology</b>		
	<b>Positive</b>	<b>Negative</b>	<b>Neutral /DK</b>	<b>Positive</b>	<b>Negative</b>	<b>Neutral /DK</b>	<b>Liberal</b>	<b>Moderate</b>	<b>Conservative</b>
Scott Brown	8%	77%	21%	81%	8%	33%	5%	31%	87%
Elizabeth Warren	80%	10%	38%	7%	77%	33%	77%	49%	4%
Someone Else	3%	5%	5%	6%	3%	0%	4%	3%	5%
Not sure	9%	8%	37%	7%	12%	35%	14%	18%	4%
Total N	176	172	83	158	204	57	137	150	125