

BRUSHFIRE SURVEY OF LIKELY VOTERS IN MA 06

SEPTEMBER 25-26, 2012

Hello, may I please speak with _____? Mr./Ms. _____, this is _____ with GMRS, a public opinion research company. We're talking with people in your area today for just a few minutes about some elections this year. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation (DO NOT PAUSE).

FOR CELL PHONE SAMPLE:

CELL 1. Have I reached you on a cell phone?

YES.....1 GO TO Q. CELL 2
NO.....2 THANK AND CLOSE

CELL 2. Are you in a place right now where you can safely take the survey?

YES.....1 GO TO Q. A
NO.....2 SCHED. CALLBACK
NOT WILLING TO TAKE SURVEY.....3 THANK AND CLOSE

A. Our information indicates that you are registered to vote in your county. Is that correct?

YES..... 100%

B. Are you absolutely certain, very likely, somewhat likely, or not too likely to vote in the election for President and Congress this November?

	SEP	AUG
ABSOLUTELY CERTAIN.....	81%	72%
VERY LIKELY.....	17%	25%
SOMEWHAT LIKELY.....	2%	3%

C. Are you, or is any member of your family, employed by a political campaign, an elected official, or a media organization?

NO..... 100%

1. Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

	SEP	AUG
RIGHT DIRECTION.....	40%	34%
WRONG TRACK.....	54%	59%
DON'T KNOW.....	6%	8%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

2. Which one of the following issues is currently most important to you in deciding how to vote for Congress? Is it (RANDOMIZE: jobs, the economy, government spending, Social Security and Medicare, education, health care, moral values, terrorism and homeland security, taxes, energy and gas prices, or illegal immigration)?

	SEP	AUG
JOB	13%	15%
ECONOMY	30%	31%
GOVERNMENT SPENDING	9%	13%
SOCIAL SECURITY/MEDICARE	12%	13%
EDUCATION	4%	5%
HEALTH CARE	9%	9%
MORAL VALUES	4%	3%
TERRORISM/HOMELAND SECURITY	3%	1%
TAXES	4%	3%
ENERGY/GAS PRICES	1%	1%
ILLEGAL IMMIGRATION	3%	2%
OTHER	5%	2%
DON'T KNOW/NO OPINION	4%	4%

3. And how interested are you in the elections in November for such offices as President, U.S. Senate, and U.S. Congress? Please rate your interest from one to ten, with “one” meaning that you have no interest in this election, and “ten” meaning that you are extremely interested. Of course, you can choose any number between one and ten.

	SEP	AUG
ONE	0%	1%
TWO	0%	0%
THREE	0%	1%
FOUR	1%	1%
FIVE	2%	5%
SIX	1%	1%
SEVEN	2%	4%
EIGHT	8%	9%
NINE	6%	6%
TEN	79%	73%
DON'T KNOW/NO OPINION	0%	0%

4. If the election for U.S. Congress were being held today, for whom would you vote: (ROTATE: the Republican candidate or the Democratic candidate)?

	SEP	AUG
REPUBLICAN	44%	42%
DEMOCRAT	40%	40%
DEPENDS ON THE CANDIDATES (VOL.)	11%	5%
DON'T KNOW (VOL.)	5%	15%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

Now I would like to read you a list of names and have you tell me, for each one, whether you've heard of that person and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of the person, just say so (RANDOMIZE):

		<i>FAV</i>	<i>UNFAV</i>	<i>NO OPINION</i>	<i>NEVER HEARD OF</i>
5. Richard Tisei	SEP	33%	28%	19%	20%
	AUG	31%	16%	14%	39%
6. John Tierney	SEP	29%	47%	19%	5%
	AUG	41%	43%	13%	4%
7. Mitt Romney	SEP	46%	47%	7%	0%
	AUG	45%	47%	7%	1%
8. Barack Obama	SEP	51%	45%	5%	0%
	AUG	49%	43%	9%	0%
9. Paul Ryan	SEP	42%	40%	13%	6%
10. Joe Biden	SEP	44%	46%	9%	2%

11. If the election for President were being held today and the candidates were (ROTATE: Mitt Romney and Paul Ryan, the Republicans, and Barack Obama and Joe Biden, the Democrats) for which candidates would you vote?

	SEP	AUG
IF REFUSED OR UNDECIDED, ASK:		
Which way do you lean as of today,		
toward (ROTATE: Romney/Ryan or	ROMNEY/RYAN43%	42%
Obama/Biden)?	LEAN ROMNEY/RYAN.....2%	1%
	OBAMA/BIDEN46%	46%
	LEAN OBAMA/BIDEN2%	2%
	UNDECIDED.....8%	10%
	ROMNEY/RYAN45%	43%
	OBAMA/BIDEN48%	48%
	UNDECIDED.....8%	10%

12. If the election for U.S. Senate were being held today and the candidates were (ROTATE: Scott Brown, the Republican, and Elizabeth Warren, the Democrat) for which candidate would you vote?

	SEP	AUG
IF REFUSED OR UNDECIDED, ASK:		
Which way do you lean as of today,		
toward (ROTATE: Brown or Warren)?	BROWN50%	55%
	LEAN BROWN.....2%	1%
	WARREN39%	35%
	LEAN WARREN1%	2%
	UNDECIDED.....8%	8%
	BROWN52%	56%
	WARREN40%	37%
	UNDECIDED.....8%	8%

NO QUESTION 13

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14. If the election for Congress were being held today and the candidates were (ROTATE: Richard Tisei, the Republican, and John Tierney, the Democrat) for which candidate would you vote?

	SEP	AUG
IF TISEI OR TIERNEY, ASK:		
Would that be definitely (Tisei/Tierney), or just probably (Tisei/Tierney)?	DEFINITELY TISEI 36%	34%
	PROBABLY TISEI 7%	7%
	LEAN TISEI 2%	2%
	DEFINITELY TIERNEY 31%	32%
	PROBABLY TIERNEY 5%	10%
IF REFUSED OR UNDECIDED, ASK:		
Which way do you lean as of today, toward (Tisei or Tierney)?	LEAN TIERNEY 1%	3%
	UNDECIDED 18%	13%
	TISEI 45%	43%
	TIERNEY 37%	45%
	UNDECIDED 18%	13%

15a. What are some of the reasons why you are voting for Richard Tisei instead of John Tierney? PROBE FOR SPECIFICS.

15b. What are some of the reasons why you are voting for John Tierney instead of Richard Tisei? PROBE FOR SPECIFICS.

16. Do you approve or disapprove of the job Barack Obama is doing as President?

IF APPROVE/DISAPPROVE, ASK: Would that be strongly (approve/disapprove), or just somewhat (approve/disapprove)?

	SEP	AUG
STRONGLY APPROVE	30%	25%
SOMEWHAT APPROVE	20%	24%
SOMEWHAT DISAPPROVE	10%	13%
STRONGLY DISAPPROVE	36%	34%
DON'T KNOW/NO OPINION	3%	5%
APPROVE	50%	49%
DISAPPROVE	46%	47%
DON'T KNOW/NO OPINION	3%	5%

17. If President Obama is reelected, which of the following candidates for Congress would you be most likely to vote for: (ROTATE: A Republican candidate who would be a check and balance to President Obama, or a Democratic candidate who would help President Obama pass his agenda)?

	SEP	AUG
REPUBLICAN/ CHECK AND BALANCE	46%	45%
DEMOCRAT/SUPPORT OBAMA	42%	43%
DON'T KNOW/NO OPINION	12%	12%

Results are based on 400 weighted respondents, MoE = ±4.90 percent. Totals may not equal 100 percent due to rounding.

ROTATE QUESTIONS 18-19 AND 20-21

18. Have you seen, read, or heard anything recently regarding Richard Tisei or his campaign for U.S. Congress? IF YES, ASK: Has what you've seen, read, or heard given you a more favorable or less favorable impression of him?

YES/MORE FAVORABLE	19%
YES/LESS FAVORABLE	16%
YES/NO EFFECT (VOL.).....	15%
NO.....	47%
DON'T KNOW/NO OPINION.....	4%

19. And what was the source of this information? (DO NOT READ - ACCEPT MULTIPLE RESPONSES)

TV	55%
RADIO	16%
MAIL	11%
NEWSPAPER.....	50%
FRIENDS/FAMILY	4%
MET CANDIDATE.....	3%
PHONE CALL.....	1%
INTERNET/EMAIL	6%
SIGNS/BILLBOARDS.....	7%
OTHER (SPECIFY)	0%
DON'T KNOW/NO OPINION.....	5%

Note: Total exceeds 100 percent because multiple responses were accepted.

20. Have you seen, read, or heard anything recently regarding John Tierney or his campaign for U.S. Congress? IF YES, ASK: Has what you've seen, read, or heard given you a more favorable or less favorable impression of him?

YES/MORE FAVORABLE	10%
YES/LESS FAVORABLE	40%
YES/NO EFFECT (VOL.).....	19%
NO.....	28%
DON'T KNOW/NO OPINION.....	3%

21. And what was the source of this information? (DO NOT READ - ACCEPT MULTIPLE RESPONSES)

TV	64%
RADIO.....	17%
MAIL	9%
NEWSPAPER.....	50%
FRIENDS/FAMILY	1%
MET CANDIDATE.....	2%
PHONE CALL.....	2%
INTERNET/EMAIL	10%
SIGNS/BILLBOARDS.....	2%
OTHER (SPECIFY)	0%
DON'T KNOW/NO OPINION.....	3%

Note: Total exceeds 100 percent because multiple responses were accepted.

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Now I have a few questions just for statistical purposes.

D1. In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

	SEP	AUG
IF "REP" OR "DEM", ASK:		
Would you consider yourself a strong or a not-so-strong Republican/Democrat?	STRONG REP 13%	10%
	NOT-SO-STRONG REP 6%	7%
	IND LEAN REP 15%	16%
	IND/NO PREF 25%	23%
IF "IND," ASK:		
Do you think of yourself as closer to the (ROTATE: Republican or Democratic Party)?	IND LEAN DEM 13%	13%
	NOT-SO-STRONG DEM 5%	5%
	STRONG DEM 22%	20%
	REFUSED 1%	6%

D2. When thinking about politics today, do you normally consider yourself to be (ROTATE: very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal)?

	SEP	AUG
VERY CONSERVATIVE.....	13%	11%
SOMEWHAT CONSERVATIVE.....	23%	25%
MODERATE.....	33%	29%
SOMEWHAT LIBERAL.....	17%	21%
VERY LIBERAL.....	10%	9%
NO OPINION.....	4%	6%

D3. Are you from a Hispanic or Spanish-speaking background?

IF NO, ASK: What would you say is your main race: white, African American, Asian, or something else?

	SEP	AUG
YES/HISPANIC.....	3%	2%
NO/WHITE.....	93%	89%
NO/BLACK/AFRICAN AMERICAN.....	1%	1%
NO/ASIAN.....	1%	1%
NO/OTHER.....	1%	4%
REFUSED.....	2%	3%

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That's all the questions I have. Thank you very much for sharing your opinions with us.

FROM SAMPLE

GENDER:

	SEP	AUG
MALE	49%	47%
FEMALE	51%	53%

AGE:

	SEP	AUG
18 TO 34	8%	10%
35 TO 49	25%	24%
50 TO 64	37%	36%
65 OR OLDER	31%	30%

PARTY REG

COUNTY FIPS:

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