

Name recognition and favorability

Among Massachusetts registered voters surveyed Sept. 22-28, 2011, 37% percent had not yet heard of Democratic Senate hopeful Elizabeth Warren. Who do those voters more closely resemble - those who view Warren favorably or voters who view Republican incumbent Sen. Scott Brown favorably?

	All Mass. Registered voters:		30%	37%	52%			
	Self-described party identification:		View Warren favorably	Never heard of Warren	View Brown favorably			
		Democrat	54%	34%	26%			
		Independent	36%	48%	50%			
		Republican	6%	10%	20%			
34%	47%	14%	Party identification, including ind. who "lean" toward D or R parties		View Warren favorably	Never heard of Warren	View Brown favorably	
				Democrat	85%	52%	41%	
				Independent	5%	13%	10%	
				Republican	10%	30%	47%	
56%	9%	30%	Political views IN GENERAL (asked of Form A half sample, N=506)		View Warren favorably	Never heard of Warren	View Brown favorably	
				Liberal	40%	28%	14%	
				Moderate	46%	39%	46%	
				Conservative	13%	27%	37%	
All RVs	27%	43%	26%	Views on SOCIAL ISSUES such as gay marriage and abortion (Form B, N=499)		View Warren favorably	Never heard of Warren	View Brown favorably
					Liberal	67%	42%	42%
					Moderate	28%	26%	26%
					Conservative	3%	27%	28%
All RVs	45%	28%	22%	Views on FISCAL ISSUES such as taxes and spending (Form B, N=499)		View Warren favorably	Never heard of Warren	View Brown favorably
					Liberal	27%	15%	12%
					Moderate	56%	36%	35%
					Conservative	16%	41%	49%

All Mass. Registered voters:		30%	37%	52%
All RVs 23% 62% 12%	Things in this country today are:	View Warren favorably	Never heard of Warren	View Brown favorably
	Generally going in the right direction	30%	25%	21%
	Seriously off on the wrong track	51%	61%	69%
	Mixed (VOL.)	14%	11%	8%
All RVs 11% 48% 40%	Nation's economy:	View Warren favorably	Never heard of Warren	View Brown favorably
	Getting better	16%	8%	8%
	Getting worse	34%	47%	55%
	Staying about the same	49%	43%	37%
All RVs 52% 40%	Which comes closer to your view:	View Warren favorably	Never heard of Warren	View Brown favorably
	Government should do more to solve problems	71%	53%	42%
	Govt. is doing too many things better left to businesses and individuals	23%	40%	53%
All RVs 29% 55% 13%	What is more important:	View Warren favorably	Never heard of Warren	View Brown favorably
	Taking steps to reduce the deficit	27%	23%	38%
	Keeping Social Security and Medicare benefits as they are	60%	61%	48%
	Both equally (VOL.)	11%	12%	12%
All RVs 46% 48%	Illegal immigrant who graduated from HS in MA and is accepted to a state public college:	View Warren favorably	Never heard of Warren	View Brown favorably
	Should qualify for in-state tuition	65%	44%	39%
	Should not qualify for in-state tuition	28%	49%	55%
All RVs 28% 45% 18% 8%	2006 Massachusetts health care reform	View Warren favorably	Never heard of Warren	View Brown favorably
	Went too far	11%	27%	37%
	Was about right	58%	45%	39%
	Didn't go far enough	26%	17%	16%
All RVs 32% 31% 27% 10%	2010 national health care reform	View Warren favorably	Never heard of Warren	View Brown favorably
	Went too far	12%	29%	46%
	Was about right	38%	31%	25%
	Didn't go far enough	45%	23%	20%
	Don't know/Refused (VOL.)	4%	17%	8%

		All Mass. Registered voters:	30%	37%	52%
All RVs	Tea Party political movement:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Support	4%	12%	19%	
	Oppose	70%	31%	33%	
	Neutral	23%	43%	43%	
All RVs	Personally feel about Obama administration policies: (Form A, N=506)	View Warren favorably	Never heard of Warren	View Brown favorably	
	Enthusiastic	13%	8%	8%	
	Satisfied but not enthusiastic	54%	44%	30%	
	Dissatisfied but not angry	27%	31%	43%	
	Angry	3%	9%	14%	
	Don't know/Refused (VOL.)	3%	8%	5%	
All RVs	Feel about policies offered by Republicans in Congress: (Form B, N=499)	View Warren favorably	Never heard of Warren	View Brown favorably	
	Enthusiastic	%	4%	4%	
	Satisfied but not enthusiastic	20%	31%	40%	
	Dissatisfied but not angry	28%	44%	34%	
	Angry	50%	13%	15%	
	Don't know/Refused (VOL.)	2%	8%	6%	
All RVs	Brown handling of job as U.S. senator:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Strongly approve	4%	12%	26%	
	Somewhat approve	28%	41%	54%	
	Somewhat disapprove	28%	14%	7%	
	Strongly disapprove	26%	6%	1%	
All RVs	As U.S. senator, has Scott Brown:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Exceeded your expectations	13%	6%	11%	
	Met your expectations	37%	45%	60%	
	Fallen short of your expectations	42%	34%	22%	
All RVs	As president, has Barack Obama:	View Warren favorably	Never heard of Warren	View Brown favorably	
	Exceeded your expectations	10%	7%	4%	
	Met your expectations	41%	34%	30%	
	Fallen short of your expectations	46%	55%	62%	

	All Mass. Registered voters:		30%	37%	52%	
All RVs	Are Scott Brown's political views:		View Warren favorably	Never heard of Warren	View Brown favorably	
		29%	Too conservative	54%	20%	14%
		11%	Too liberal	10%	11%	12%
		49%	About right	29%	53%	67%
All RVs	Has Obama compromised with Republicans: (Form A, N=506)		View Warren favorably	Never heard of Warren	View Brown favorably	
		33%	Too much	56%	28%	24%
		34%	About the right amount	28%	38%	29%
		24%	Not enough	13%	20%	38%
All RVs	Has Brown compromised with Democrats: (Form B, N=499)		View Warren favorably	Never heard of Warren	View Brown favorably	
		8%	Too much	6%	9%	12%
		50%	About the right amount	40%	50%	60%
		32%	Not enough	49%	27%	21%
All RVs	Is Brown looking out for economic interests of Wall Street financial institutions:		View Warren favorably	Never heard of Warren	View Brown favorably	
		24%	Too much	40%	16%	16%
		22%	Too little	22%	22%	21%
		31%	About the right amount	21%	32%	42%
		23%	Don't know/Refused (VOL.)	17%	30%	21%
All RVs	Is Brown looking out for economic interests of middle class:		View Warren favorably	Never heard of Warren	View Brown favorably	
		4%	Too much	4%	3%	5%
		48%	Too little	69%	42%	36%
		37%	About the right amount	23%	39%	52%
		12%	Don't know/Refused (VOL.)	4%	16%	7%
All RVs	Has Brown been:		View Warren favorably	Never heard of Warren	View Brown favorably	
		50%	An independent voice for Mass.	39%	47%	71%
		41%	Not an independent voice	58%	38%	24%

Note: Percentages down columns within each question might not add to 100 because of rounding

University of Massachusetts Lowell Poll, 1,005 Massachusetts registered voters, Sept. 22-28, 2011