

Survey Results

Q1. In next Tuesday's special election for the U.S. Senate, the candidates are Democrat Martha Coakley, Republican Scott Brown, and Liberty Party candidate Joseph Kennedy. If the election were held today, who do you think you would vote for? For Martha Coakley, press 2 For Scott Brown, press 5.* For Joseph Kennedy, press 8. If you're not sure, press 9.

Brown	50.8%
Coakley	41.2%
Kennedy	1.8%
Not Sure	6.2%

*Approximately half the sample heard Coakley's name read first and associated with key 2 and Brown's read second and associated with key 5, while the other half of the sample heard the names in the opposite order and associated with the opposite keys.

Q2. How strong are you in your support for [candidate's name]? If you are definitely going to support him/her, press 1. If you are probably going to support him/her, press 2. If you are just leaning that way, press 3.

	<u>Brown</u>	<u>Coakley</u>	<u>Kennedy</u>
Definitely	92%	90%	56%
Probably	6%	8%	22%
Leaning	2%	2%	22%

Q3. Do you generally approve of Barack Obama’s job performance as president? Press 4 if you generally approve, press 6 if you generally disapprove. Press 9 if you’re not sure.

	<u>Total</u>	<u>Brown</u>	<u>Coakley</u>	<u>Undecided</u>
Approve	47%	10%	92%	68%
Disapprove	42%	75%	5%	6%
Not sure	11%	15%	3%	26%

Q4. What is the most important issue to you in this campaign? The choices are abortion laws; healthcare reform; jobs, the economy, and taxes; and national security. For abortion laws, press 4. For healthcare reform, press 5. For jobs, the economy, and taxes, press 6. Or, for national security, press 7. If it’s another issue or you’re not sure, press 9.

	<u>Total</u>	<u>Brown</u>	<u>Coakley</u>	<u>Undecided</u>
Abortion laws	7%	8%	5%	7%
Healthcare reform	41%	35%	50%	37%
Taxes, jobs, economy	42%	47%	36%	40%
National Security	6%	7%	5%	7%
Other/Not sure	3%	2%	4%	10%

Q5. Recently, family members of the late Senator Ted Kennedy publicly endorsed Martha Coakley in this election. Did this endorsement make you more likely to vote for Martha Coakley, less likely, or was it not important to you? If their endorsement made you more likely to vote for Martha Coakley, press 2; if it made you less likely press 5; or if was not important to you, press 8.

	<u>Total</u>	<u>Brown</u>	<u>Coakley</u>	<u>Undecided</u>
More likely	18%	2%	38%	18%
Less likely	27%	48%	1%	14%
Not important	55%	50%	61%	68%

Demographics

D1. If you consider yourself to be a liberal, press 1; a moderate, press 2; or a conservative, press 3. If you don't know, press 9.

	<u>Liberal</u>	<u>Moderate</u>	<u>Conservative</u>	<u>Don't know</u>
Total	23%	36%	28%	12%
Brown	8%	62%	79%	45%
Coakley	87%	32%	17%	34%
Kennedy	2%	0%	1%	7%
Undecided	3%	6%	3%	14%

D2. If you are a man, press 1. If you are a woman, press 2.

	<u>Man</u>	<u>Woman</u>
Total	41%	59%
Brown	62%	46%
Coakley	32%	46%
Kennedy	2%	2%
Undecided	5%	6%

D3. If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent, or identify with another party, press 3. If you don't know, press 9.

	<u>Democrat</u>	<u>Republican</u>	<u>Independent</u>	<u>Don't know</u>
Total	34%	17%	48%	1%
Brown	17%	95%	64%	--
Coakley	78%	4%	26%	--
Kennedy	1%	0%	3%	--
Undecided	4%	1%	7%	--

D4. If you generally identify as white, press 1. If you identify as African American or Black, press 2. If you identify as Latino or Hispanic, press 3. If other, press 4.

	<u>White</u>	<u>African American</u>	<u>Latino</u>	<u>Other</u>
Total	91%	3%	2%	4%

	<u>White</u>	<u>Non-white (combined)*</u>
Brown	54%	38%
Coakley	39%	55%
Kennedy	2%	0%
Undecided	5%	7%

*Sample sizes of non-white subgroups too small to report separate crosstabs. Accordingly, non-whites combined into single group for crosstabs.

D5. If you are 18 to 44 years old, press 1; 45 to 59, press 2; or 60 or older, press 3.

	<u>18 – 44</u>	<u>45 – 59</u>	<u>60+</u>
Total	21%	34%	45%
Brown	54%	50%	53%
Coakley	34%	41%	44%
Kennedy	4%	3%	0%
Undecided	8%	6%	3%