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MEDIA · SURVEYS · STRATEGY

Republican National Committee
Massachusetts Statewide
Final

Hello, I'm _____ of AG Research, a national opinion research firm. We're conducting a public opinion poll, and would like to ask you a few questions on a confidential basis. May I speak to the youngest registered voter in your household please?

1.   Are you, or is any member of your household employed by a newspaper, a TV or radio station or by a political party or a campaign for political office?

    0%   Yes (TERMINATE)
    100%   No (CONTINUE)
    0%   DK/Refused (TERMINATE)

2.   Are you registered to vote at this address? If you are not registered to vote, just say so.

    100%   Yes (CONTINUE)
    0%   No/All other responses (TERMINATE)

3.   How likely are you to vote in the elections this Tuesday? Would you say you will: (READ)

    11%   I have already voted (CONTINUE)
    65%   Definitely vote (CONTINUE)
    24%   Very Likely to vote (CONTINUE)
    0%   Somewhat Likely to vote (TERMINATE)
    0%   Somewhat Unlikely to vote (TERMINATE)
    0%   Probably not vote (TERMINATE)
    0%   Definitely not vote (TERMINATE)
    0%   DK/All other responses (DO NOT READ) (TERMINATE)

4.   Do you think the country is headed in the right direction or have we gotten off on the wrong track?

    36%   Right Direction
    53%   Wrong Track
    11%   DK/Refused (DO NOT READ)

5. Thinking about the election for U.S. Congress this November, if it were held today, for whom would you vote, the Republican candidate or the Democrat candidate? (ROTATE)

    33% Republican
    38% Democrat
    29% Undecided (ALL OTHER RESPONSES)

6. From the following list, which issue is personally most important to you in deciding your vote for U.S. Senate? (READ & ROTATE)

    7%   Lowering taxes
    11% Strengthening National Security and winning the war on terror
    14% Reducing wasteful government spending
    41% Improving the economy and creating jobs
    24% Reforming health care
    3%   DK/Refused (DO NOT READ)

I am going to read some names of people and organizations in the news. For each one, please tell me, first whether you've heard of the person, then, if so, please tell me whether you have a favorable or unfavorable impression of the person. If I name someone you don't know much about, just tell me and we'll go on to the next one. (IF FAV/UNFAV, ASK: And would you say that you are very favorable/unfavorable or just somewhat favorable/unfavorable towards…)

The (FIRST/NEXT) name is...(RANDOMIZE NAMES IN SERIES)

		Total Fav	Very Fav	Smwht Fav	**Total Unfav**	Very Unfav.	Smwht Unfav	No Opin.	Never Heard
7.	Barack Obama	**55%**	31%	24%	**35%**	22%	13%	10%	0%
8.	Nancy Pelosi	**32%**	13%	19%	**49%**	37%	12%	17%	2%
9.	Scott Brown	**55%**	34%	21%	**28%**	19%	9%	16%	1%
10.	Martha Coakley (Coke - lee)	**45%**	20%	25%	**41%**	28%	13%	13%	1%
11.	Democrat Leadership In Congress	**41%**	13%	28%	**47%**	33%	14%	11%	1%
12.	The health care reform bill in Congress.	**37%**	11%	26%	**51%**	39%	12%	12%	0%

(END SERIES)

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(CONTINUE TO ALL)
13.   If the election for U.S. Senate were held today and the candidates were (ROTATE NAMES) Scott
       Brown, the Republican, Martha Coakley, the Democrat and Joseph Kennedy, the Libertarian, for whom
       would you vote?

       46%   Scott Brown
       37%   Martha Coakley
       3%   Joseph Kennedy
       14%   Undecided (DO NOT READ)

(IF UNDECIDED, ASK)
14.   If you had to choose, which one are you leaning toward, (ROTATE NAMES) Scott Brown, the
       Republican, Martha Coakley, the Democrat or Joseph Kennedy, the Libertarian?

       2%   Lean Scott Brown
       3%   Lean Martha Coakley
       0%   Lean Joseph Kennedy
       9%   Firm Undecided (DO NOT READ)

AGGREGATE
       48%   TOTAL SCOTT BROWN
       46%   Vote Scott Brown
       2%   Lean Scott Brown

       40%   TOTAL MARTHA COAKLEY
       37%   Vote Martha Coakley
       3%   Lean Martha Coakley

       3%   TOTAL JOSEPH KENNEDY
       3%   Vote Joseph Kennedy
       0%   Lean Joseph Kennedy

       9%   FIRM UNDECIDED

(END SERIES)

(CONTINUE TO ALL)
Now I am going to read you a list of issues. For each one please tell me whether you approve or disapprove of
President Obama's handling of that issue.   (IF APPROVE/DISAPPROVE, ASK: And would you say you
strongly approve/disapprove or just somewhat approve/disapprove?)

The issue is...(RANDOMIZE ISSUES IN SERIES)

		Total APP	Strong App	Smwht App	**Total DisAPP**	Strong Disapp	Smwht Disapp	DK/R
15.	The Economy	**47%**	18%	29%	**48%**	27%	21%	6%
16.	Health Care	**42%**	17%	25%	**53%**	35%	18%	5%

(END SERIES)

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(CONTINUE TO ALL)
Between (ROTATE NAMES) Scott Brown and Martha Coakley, who is best described by each of the following phrases? (RANDOMIZE SERIES)

		Scott Brown	Martha Coakley	Both (DNR)	Neither (DNR)	DK/ Refused (DNR)
17.	Will promote policies that are good for the economy and create jobs.	47%	35%	5%	5%	9%
18.	Will fight to keep taxes low.	57%	24%	4%	7%	8%
19.	Will do the right thing in the debate on health care reform.	47%	38%	2%	4%	8%
20.	Will work to get government spending under control.	54%	26%	4%	7%	10%
21.	Will represent the people of Massachusetts and not Washington lobbyists.	47%	33%	5%	6%	10%

(END SERIES)

(CONTINUE TO ALL)
22.   If you knew that Scott Brown would be the deciding vote against the health care reform plan currently being discussed in Congress, would that make you more or less likely to support him for U.S. Senate or would it make no difference on your vote? (IF MORE/LESS LIKELY, ASK: And would you say it would make you much more/less likely or just somewhat more/less likely to vote for Scott Brown?)

43%   TOTAL MORE LIKELY
32%   Much More Likely
11%   Somewhat More Likely
33%   TOTAL LESS LIKELY
28%   Much Less Likely
5%   Somewhat Less Likely
21%   No difference
4%   DK/Refused (DO NOT READ)

23.   If a candidate for U.S. Senate voted to increase the national debt limit to over 13 trillion dollars, would that make you more or less likely to support that candidate or would it make no difference on your vote? (IF MORE/LESS LIKELY, ASK: And would you say it would make you much more/less likely or just somewhat more/less likely to vote for that candidate?)

9%   TOTAL MORE LIKELY
4%   Much More Likely
5%   Somewhat More Likely
56%   TOTAL LESS LIKELY
45%   Much Less Likely
11%   Somewhat Less Likely
26%   No difference
8%   DK/Refused (DO NOT READ)

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24. Thinking about the Democrats in Congress, how satisfied are you that Democrat Congressmen and Senators are listening to the concerns of people like you? Would you say you are satisfied or unsatisfied? (IF Satisfied/Unsatisfied, ASK: And would you say you are strongly satisfied/unsatisfied or just somewhat satisfied/unsatisfied?)

41% **TOTAL SATISFIED**
11% Very Satisfied
31% Somewhat Satisfied
53% **TOTAL UNSATISFIED**
37% Very Unsatisfied
16% Somewhat Unsatisfied
6% DK/Refused (DO NOT READ)

25. Would you consider voting for a Republican in order to send a message to Democrats and make them listen to the concerns of voters?

52% Yes
39% No
9% DK/Refused (DO NOT READ)

26. Which statement comes closest to your opinion?

33% Some (Other) people say Massachusetts needs a U.S. Senator who will carry on the work and legacy of Ted Kennedy.
58% Other (Some) people say Massachusetts needs a U.S. Senator who will go in a new direction with fresh ideas.
9% DK/Refused (DO NOT READ)

27. Which of the following statements best describes your opinion on the U.S. Senate race?

75% Some (Other) people say this Senate seat belongs only to the people of Massachusetts.
12% Other (Some) people say this is Ted Kennedy's Senate seat and must be filled only by a Democrat.
5% Both (DO NOT READ)
3% Neither (DO NOT READ)
4% DK/Refused (DO NOT READ)

28. Should the winner of this special election be seated in the U.S. Senate immediately or should the Democrat leaders in Washington be allowed to delay seating the winner until after the health care reform bill has been voted on?

79% Seated Immediately
10% Allow Democrat Leaders To Delay Seating
1% Both (DO NOT READ)
1% Neither (DO NOT READ)
9% DK/Refused (DO NOT READ)

29.   Do you favor or oppose making congressmen and senators use the same health care system that they want to impose on the rest of the country? (IF FAVOR/OPPOSE, ASK: And would you say you strongly favor/oppose or just somewhat favor/oppose?)

86%   TOTAL FAVOR
72%   Strongly Favor
14%   Somewhat Favor
7%   TOTAL OPPOSE
4%   Strongly Oppose
3%   Somewhat Oppose
8%   DK/Refused (DO NOT READ)

Now I am just going to ask you a few more questions for statistical purposes.

30.   With which political party are you registered? (ROTATE 1 & 2)

12%   Republican
37%   Democrat
OR
49%   Independent (INCLUDE ALL THIRD PARTY MENTIONS)
2%   DK/Refused (DO NOT READ)

(IF REPUBLICAN OR DEMOCRAT, ASK)
31.   Would you call yourself a strong Republican/Democrat or would you say you lean Republican/Democrat?

Strong Republican/Democrat
Lean Republican/Democrat
Don't Know/Refused (DO NOT READ)

AGGREGATE

37%   TOTAL DEMOCRAT
18%   Strong Democrat
13%   Lean Democrat
6%   DK Democrat
49%   INDEPENDENT
12%   TOTAL REPUBLICAN
8%   Strong Republican
3%   Lean Republican
1%   DK Republican
2%   DK/Refused (DO NOT READ)

(END SERIES)

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(CONTINUE TO ALL)

32.   If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs? (IF LIBERAL/CONSERVATIVE ASK, and would you say you are very liberal/conservative or just somewhat liberal/conservative?)

23%   TOTAL LIBERAL
11%   Very Liberal
12%   Somewhat Liberal
40%   MODERATE
33%   TOTAL CONSERVATIVE
15%   Very Conservative
17%   Somewhat Conservative
4%   DK/Refused (DO NOT READ)

33.   Which of the following most accurately describes where you live? Would you say you live in …

9%   A rural area
32%   A small town
36%   A suburban area
21%   An urban area or city
2%   DK/Refused (DO NOT READ)

34.   How do you usually vote? Would you say that you … (ROTATE TOP/BOTTOM, BOTTOM/TOP)

35%   TOTAL DEMOCRAT
10%   Always vote Democrat
25%   Usually vote Democrat
38%   TICKETSPLITTERS: Usually vote for as many Democrats as Republicans
21%   TOTAL REPUBLICAN
16%   Always vote Republican
5%   Usually vote Republican
6%   DK/Refused (DO NOT READ)

35.   Which of the following best describes your religion?

32%   TOTAL PROTESTANT (Should include ALL Protestant categories along with Christian)
3%   Evangelical Protestant
19%   Mainstream Protestant
9%   Christian (DO NOT READ) (any Christian responses that does not fall under punch 1, 2 or 3)
48%   Catholic
3%   Jewish
7%   Atheist/Agnostic
1%   Other (Specify) _____
10%   DK/Refused (DO NOT READ)

36.   What is your current marital status?

11%   Single, never married
68%   Married
1%   Separated
9%   Divorced
10%   Widowed
2%   DK/Refused (DO NOT READ)

37. Do you or does any member of your family who lives in this household belong to a trade, labor, public employee or teachers union?

24%   Yes
75%   No
1%   DK/Refused (DO NOT READ)

38. Which of the following ranges includes your annual household income? Would you say…
(READ CHOICES)

4%   Under $20,000
9%   Between $20,000 and $40,000
12%   Between $40,000 and $60,000
11%   Between $60,000 and $75,000
13%   Between $75,000 and $100,000
11%   Between $100,000 and $150,000
4%   Between $150,000 and $200,000
4%   Over $200,000
32%   DK/Refused (DO NOT READ)

39. What is your race?

2%   Hispanic
4%   African-American/Black
1%   Asian
89%   White
1%   Other (Specify) _____
4%   Refused (DO NOT READ)

40. In what year were you born? ___ ___ ___ ___ (Enter 9999 for refused)

2%   18-25
3%   26-35
13%   36-45
24%   46-55
25%   56-65
28%   66+
5%   Refused

41. Gender: (BY OBSERVATION)

48%   Male
52%   Female

42. Media Market:

2%   Albany
81%   Boston
7%   Providence
10%   Springfield