

UNIVERSITY OF MASSACHUSETTS LOWELL  
MASSACHUSETTS U.S. SENATE POLL  
Sept. 22-28, 2011 - 1,005 Registered Voters (RVs)

15% are following the Senate campaign “very closely” and 34% are following “somewhat closely,” with the rest split between “not too closely,” 27%, and “not closely at all,” 22%. Democrats are following the race about as closely as Republicans.

Among voters following the race “very closely,” Warren leads Brown 56%-38%. These candidates are about even (Warren 45%, Brown 42%) among those following the campaign “somewhat closely” and Brown leads 41% to 28% among those who are less engaged in the race right now. Partisanship and ideology do not explain this as there’s much less difference in interest in the campaign by those factors.

The poll began little more than a week after Warren announced her candidacy on Sept. 14 with a statewide speaking tour. She also gained attention for a widely circulated YouTube video in which she defended taxation on corporations as part of the social contract.

Against Brown, Warren apparently gets some support simply by virtue of being a Democrat, as Brown does for being a Republican. The trial heat question explicitly mentioned the candidates’ party affiliation – and among voters who say they’re likely to vote for(n c)TJ4(e)TJ{ 2(n l)TJJ ( l)TJ5(e)TJ (arre

Beyond party identification is ideology. Asked to describe their political views in ge

Asked what one issue they'd most like to hear the Democratic Senate candidates talk about in their debate at UML, 27% mentioned jobs and unemployment and 20% said the economy. No other issue came close - health care and insurance was next at 8%, taxes 6% and the federal debt and deficit/government spending cited by 5%.

#### ROLE OF GOVERNMENT, AND ITS SPENDING

52% say "government should do more to solve problems" vs. 40% who say "government is doing too many things better left to businesses and individuals." This split was 50% to 47% in in the 2010 s ma



