

the polling company™ inc./WomanTrend
on behalf of
Independent Women's Voice

Post-Election Survey of 411 Actual Voters in Massachusetts

Field Dates: January 23-24, 2010
Margin of Error: ±4.9%

TOPLINE DATA

A. Party Registration (RECORDED FROM SAMPLE)

12% REPUBLICAN
37% DEMOCRAT
51% UN-ENROLLED/OTHER

B. Are you registered to vote at your current address?

100% YES (CONTINUED TO C)

B. Thinking about this week's elections for United States Senator, did you: vote at the polls (Did you vote at the polls on Tuesday or prior to Tuesday?), vote by mail or by absentee ballot, or did decide not vote in this election because of scheduling conflicts or because you didn't like any of the candidates or the issues being discussed?

96% VOTED AT THE POLLS ON TUESDAY
* ALREADY VOTED AT THE POLLS PRIOR TO TUESDAY
4% ALREADY VOTED BY MAIL OR ABSENTEE BALLOT

TUESDAY'S ELECTION

1. In Tuesday's election for United States Senator, did you vote for (ROTATED) Republican Scott Brown or Democrat Martha Coakley?

52% REPUBLICAN SCOTT BROWN
47% DEMOCRAT MARTHA COAKLEY
1% OTHER (SPECIFIED) (VOLUNTEERED)

2. A. (ASKED THOSE WHO VOTED FOR SCOTT BROWN, PUNCH 1:1) Was your vote (ROTATED) mostly for Scott Brown or against Martha Coakley? (N=214)

72% MOSTLY FOR BROWN
15% MOSTLY AGAINST COAKLEY
4% NEITHER (VOLUNTEERED)
9% BOTH (VOLUNTEERED)
1% DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

- B. (ASKED THOSE WHO VOTED FOR MARTHA COAKLEY, PUNCH 1:2) Was your vote (ROTATED) mostly for Martha Coakley or against Scott Brown? (N=193)

60% MOSTLY FOR COAKLEY
28% MOSTLY AGAINST BROWN
5% NEITHER (VOLUNTEERED)
6% BOTH (VOLUNTEERED)
1% DO NOT KNOW (VOLUNTEERED)
1% REFUSED (VOLUNTEERED)

3. A. (ASKED THOSE WHO VOTED FOR SCOTT BROWN, PUNCH 1:1) How much of your vote, if any, was to oppose President Obama's agenda in Washington? (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP) (N=214)

43% ALL
37% SOME
8% NOT TOO MUCH
11% NONE
- NEITHER (VOLUNTEERED)
- BOTH (VOLUNTEERED)
1% DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

- B. (ASKED THOSE WHO VOTED FOR MARTHA COAKLEY, PUNCH 1:2) How much of your vote, if any, was to advance President Obama's agenda in Washington? (N=193)

47% ALL
35% SOME
4% NOT TOO MUCH
13% NONE
* NEITHER (VOLUNTEERED)
1% BOTH (VOLUNTEERED)
- DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

4. A. (ASKED THOSE WHO VOTED FOR SCOTT BROWN, PUNCH 1:1) Was your vote for Scott Brown more (ROTATED) to support him specifically or to send a message to Democrats' about their agenda in Washington? (N=214)

39% TO SEND A MESSAGE TO DEMOCRATS ABOUT THEIR AGENDA IN WASHINGTON
35% TO SUPPORT HIM SPECIFICALLY
23% BOTH (VOLUNTEERED)
3% NEITHER (VOLUNTEERED)
* OTHER (VOLUNTEERED)
- DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

- B. (ASKED THOSE WHO VOTED FOR MARTHA COAKLEY, PUNCH 1:2) Was your vote for Martha Coakley more (ROTATED) to support her specifically or to advance the Democrats' agenda in Washington? (N=193)

67% TO ADVANCE THE DEMOCRATS' AGENDA IN WASHINGTON
19% TO SUPPORT HER SPECIFICALLY
10% BOTH (VOLUNTEERED)
4% NEITHER (VOLUNTEERED)
- OTHER (VOLUNTEERED)
- DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

5. A. (ASKED THOSE WHO VOTED FOR SCOTT BROWN, PUNCH 1:1) And did you not vote for Martha Coakley more (ROTATED) because of the type of candidate she was and the type of campaign she ran or because of the her views on the issues and the agenda she would support in Washington? (N=214)

48% BECAUSE OF HER VIEWS ON THE ISSUES AND THE AGENDA SHE WOULD SUPPORT IN WASHINGTON
24% BECAUSE OF THE TYPE OF CANDIDATE SHE WAS AND THE TYPE OF CAMPAIGN SHE RAN
23% BOTH (VOLUNTEERED)
3% NEITHER (VOLUNTEERED)
1% OTHER (VOLUNTEERED)
* DO NOT KNOW (VOLUNTEERED)
* REFUSED (VOLUNTEERED)

- B. (ASKED THOSE WHO VOTED FOR MARTHA COAKLEY, PUNCH 1:2) And, did you not vote for Scott Brown (ROTATED) more because of the type of candidate he was and the type of campaign he ran or because of his views on the issues and the agenda he would support in Washington? (N=193)

70% BECAUSE OF HIS VIEWS ON THE ISSUES AND THE AGENDA HE WOULD SUPPORT IN WASHINGTON
11% BECAUSE OF THE TYPE OF CANDIDATE HE WAS AND THE TYPE OF CAMPAIGN HE RAN
5% BOTH (VOLUNTEERED)
9% NEITHER (VOLUNTEERED)
4% OTHER (VOLUNTEERED)
1% DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

6. In the past, did you ever vote for Ted Kennedy for U.S. Senator from Massachusetts? (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP. ACCEPT ONLY ONE.)

63% TOTAL FREQUENTLY VOTED FOR KENNEDY (NET)

41% ALWAYS
22% OFTEN

34% TOTAL INFREQUENTLY VOTED FOR KENNEDY (NET)

9% RARELY
25% NEVER

4% DO NOT KNOW/CANNOT REMEMBER/FIRST TIME VOTING (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

7. (ASKED THOSE WHO VOTED FOR SCOTT BROWN, PUNCH 1:1) How much of your support for Scott Brown, if any, was to due to a desire to reduce single-party rule in Washington? (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP) (N=214)

75% TOTAL ALL/SOME (NET)

37% ALL
38% SOME

24% TOTAL JUST A LITTLE BIT/NONE (NET)

11% JUST A LITTLE BIT
13% NONE

1% DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

8. Regardless of how you voted in this week's election for United States Senator, do you generally... (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

45% TOTAL FOR DEMOCRATS (NET)

14% ALWAYS VOTE FOR DEMOCRATS
31% MOSTLY VOTE FOR DEMOCRATS

31% SPLIT VOTES EVENLY BETWEEN DEMOCRATS AND REPUBLICANS

20% TOTAL FOR REPUBLICANS (NET)

16% MOSTLY VOTE FOR REPUBLICANS
4% ALWAYS VOTE FOR REPUBLICANS

3% DO NOT KNOW (VOLUNTEERED)
1% REFUSED (VOLUNTEERED)

9. And, thinking about the future, do you think you will...(READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

38% TOTAL FOR DEMOCRATS (NET)

11% ALWAYS VOTE FOR DEMOCRATS
27% MOSTLY VOTE FOR DEMOCRATS

34% SPLIT VOTES EVENLY BETWEEN DEMOCRATS AND REPUBLICANS

20% TOTAL FOR REPUBLICANS (NET)

16% MOSTLY VOTE FOR REPUBLICANS
4% ALWAYS VOTE FOR REPUBLICANS

6% DO NOT KNOW (VOLUNTEERED)
2% REFUSED (VOLUNTEERED)

10. When did you firmly decide to vote for INSERTED CANDIDATE FROM QUESTION 1: BROWN OR COAKLEY OR OTHER]? (READ CHOICES)

<u>ALL</u> <u>N=411</u>	<u>BROWN</u> <u>N=214</u>	<u>COAKLEY</u> <u>N=193</u>	
21%	22%	19%	IN SEPTEMBER
6%	5%	8%	IN OCTOBER
11%	9%	13%	IN NOVEMBER
14%	16%	12%	EARLY DECEMBER
11%	11%	11%	LATE DECEMBER
12%	15%	9%	EARLY JANUARY
10%	10%	9%	THE WEEK BEFORE THE ELECTION
1%	1%	2%	MONDAY BEFORE ELECTION DAY
3%	2%	5%	TUESDAY/ELECTION DAY
3%	5%	-	I ALWAYS VOTE REPUBLICAN FOR SENATOR
3%	-	7%	I ALWAYS VOTE DEMOCRAT FOR SENATOR
6%	4%	7%	DO NOT KNOW/CANNOT REMEMBER (VOLUNTEERED)
-	-	-	REFUSED (VOLUNTEERED)

11. Had you always intended to support [INSERTED CANDIDATE FROM QUESTION 1: BROWN OR COAKLEY] or did you change your mind at some point during the campaign?

38%	ALWAYS INTENDED TO SUPPORT BROWN
27%	ALWAYS INTENDED TO SUPPORT COAKLEY
28%	CHANGED MIND
16%	<i>CHANGED FROM BROWN TO COAKLEY</i>
13%	<i>CHANGED FROM COAKLEY TO BROWN</i>
7%	DO NOT KNOW (VOLUNTEERED)
*	REFUSED (VOLUNTEERED)

12. When did you start to believe that Scott Brown could beat Martha Coakley in the Senate election to succeed Ted Kennedy? (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

9%	ALWAYS BELIEVED HE COULD
7%	NOT ALWAYS, BUT BEFORE CHRISTMAS
21%	AFTER CHRISTMAS
43%	IN THE FINAL WEEK OF THE CAMPAIGN
18%	NEVER BELIEVED IT
2%	DO NOT KNOW (VOLUNTEERED)
*	REFUSED (VOLUNTEERED)

13. Which of the following issues was MOST important to you as you voted in Tuesday's elections?
(READ AND ROTATED. ACCEPTED ONLY ONE.)

38% HEALTHCARE
16% THE ECONOMY
13% JOBS/UNEMPLOYMENT
7% GOVERNMENT SPENDING
6% NATIONAL SECURITY/TERRORISM/TREATMENT OF ENEMY COMBATANTS
4% CONSCIENCE RIGHTS FOR HEALTHCARE PROVIDERS
4% ETHICS
3% THE ENVIRONMENT
3% TAXES
* TRANSPORTATION ISSUES
4% OTHER (SPECIFIED) (VOLUNTEERED)
1% DO NOT KNOW (VOLUNTEERED)
* REFUSED (VOLUNTEERED)

JOBS & THE ECONOMY

14. When you voted in Tuesday's election, how important to you were the issues of jobs and the economy? Were they... (READ CHOICES. ACCEPTED ONLY ONE.)

18% THE TOP ISSUES
62% NOT THE TOP ISSUES, BUT ONE OF THE TOP THREE ISSUES
16% NOT ONE OF THE TOP THREE ISSUES, BUT ONE OF THE TOP FIVE ISSUES
2% NOT ONE OF THE TOP FIVE ISSUES, BUT ONE OF THE TOP TEN ISSUES
2% NOT ONE OF THE TOP TEN ISSUES
1% DO NOT KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

15. Generally speaking, do you think that increased federal government spending will (ROTATED) speed up or slow down the country's economic recovery? (PROBED: And would that be DEFINITELY or PROBABLY SPEED UP/SLOW DOWN?)

33% TOTAL SPEED UP (NET)

9% DEFINITELY SPEED UP
24% PROBABLY SPEED UP

46% TOTAL SLOW DOWN (NET)

20% PROBABLY SLOW DOWN
26% DEFINITELY SLOW DOWN

20% DO NOT KNOW (VOLUNTEERED)
2% REFUSED (VOLUNTEERED)

16. And, do you think that providing tax cuts to small businesses for job creation will (ROTATED) speed up or slow down the country's economic recovery? (PROBED: And would that be DEFINITELY or PROBABLY SPEED UP/SLOW DOWN?)

82% TOTAL SPEED UP (NET)

36% DEFINITELY SPEED UP

46% PROBABLY SPEED UP

4% TOTAL SLOW DOWN (NET)

4% PROBABLY SLOW DOWN

* DEFINITELY SLOW DOWN

11% DO NOT KNOW (VOLUNTEERED)

2% REFUSED (VOLUNTEERED)

17. Which of the following is the best way to stimulate the economy and increase the number of jobs? (READ AND ROTATED)

49% REDUCING TAXES AND REGULATIONS ON SMALL BUSINESSES

32% INCREASING GOVERNMENT SPENDING ON PROJECTS LIKE ROAD REPAIR, SCHOOL CONSTRUCTION, OR OTHER INFRASTRUCTURE DEVELOPMENTS

5% NEITHER (VOLUNTEERED)

8% BOTH (VOLUNTEERED)

6% DO NOT KNOW (VOLUNTEERED)

* REFUSED (VOLUNTEERED)

18. I will now read you the opinions of two people. Please tell me which comes closest to your own view:

Person 1 believes that Congress should continue to spend money on current and new programs at its current rate, even if it means the country goes into deeper debt than it is now.

Person 2 believes Congress should stop spending at its current rate and should instead focus on reducing the country's debt, even if it means the federal government cannot create new programs or has to make cuts to existing programs.

(PROBED: And would that be STRONGLY or SOMEWHAT AGREE PERSON 1/2?)

35% TOTAL AGREE PERSON 1 (NET)

18% STRONGLY AGREE PERSON 1

17% SOMEWHAT AGREE PERSON 1

56% TOTAL AGREE PERSON 2 (NET)

19% SOMEWHAT AGREE PERSON 2

37% STRONGLY AGREE PERSON 2

7% DO NOT KNOW (VOLUNTEERED)

2% REFUSED (VOLUNTEERED)

19. As you might be aware, a number of tax cuts are set to expire next year. If Congress does not reauthorize them, taxes will increase on capital gains, dividends, estates, and investments. While some argue that most Americans will not be impacted directly, others say that the overall American economy will be negatively impacted if the tax cuts are not reauthorized because businesses will not have access to capital that allows for job creation. In your opinion, should Congress (ROTATED) allow the tax cuts to expire or reauthorize the tax cuts? (PROBED: And would that be DEFINITELY or PROBABLY ALLOW/REAUTHORIZE?)

33% TOTAL ALLOW TAX CUTS TO EXPIRE (NET)
 20% DEFINITELY ALLOW THE TAX CUTS TO EXPIRE
 13% PROBABLY ALLOW THE TAX CUTS TO EXPIRE

56% TOTAL REAUTHORIZE TAX CUTS (NET)
 21% PROBABLY REAUTHORIZE THE TAX CUTS
 35% DEFINITELY REAUTHORIZE THE TAX CUTS
 10% DO NOT KNOW (VOLUNTEERED)
 1% REFUSED (VOLUNTEERED)

HEALTHCARE

Thanks for sticking with me. I appreciate your time. Changing topics slightly...

20. When you voted in Tuesday's election, how important to you was the issue of the current healthcare legislation being discussed in Washington, D.C.? Was it... (READ CHOICES. ACCEPTED ONLY ONE.)

29% THE TOP ISSUE
 57% NOT THE TOP ISSUE, BUT ONE OF THE TOP THREE ISSUES
 10% NOT ONE OF THE TOP THREE ISSUES, BUT ONE OF THE TOP FIVE ISSUES
 10% NOT ONE OF THE TOP FIVE ISSUES, BUT ONE OF THE TOP TEN ISSUES
 2% NOT ONE OF THE TOP TEN ISSUES
 * DO NOT KNOW (VOLUNTEERED)
 - REFUSED (VOLUNTEERED)

21. (ASKED OF THOSE WHO SAID HEALTHCARE LEGISLATION WAS THEIR TOP ISSUE IN THE PREVIOUS QUESTION) Was this because you (ROTATED) support or oppose the current healthcare legislation being discussed in Washington, D.C. (N=118)

46% SUPPORT
 51% OPPOSE
 3% DO NOT KNOW (VOLUNTEERED)
 - REFUSED (VOLUNTEERED)

22. (ASKED OF THOSE WHO SAID “OPPOSE” IN THE PREVIOUS QUESTION) And what elements, specifically, of the legislation do you oppose? (READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES.) (N=60)

- 52% THE CUTS TO MEDICARE
- 51% HOW IT WILL AFFECT THE QUALITY OF MY HEALTHCARE OR INSURANCE
- 51% CONGRESS’S CLOSED-DOOR NEGOTIATIONS
- 45% THE COSTS OF THE LEGISLATION
- 45% HOW IT WILL INCREASE THE FEDERAL DEBT AND BUDGET DEFICIT
- 41% THE LACK OF BIPARTISANSHIP
- 41% HOW IT WILL REDUCE THE CHOICES I HAVE IN HEALTHCARE OR INSURANCE
- 35% THE LOSS OF PRIVACY OF MEDICAL RECORDS
- 12% OTHER (SPECIFY _____) (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)
- 1% DO NOT KNOW (VOLUNTEERED)

23. As you might remember, Senator-elect Scott Brown said on the campaign trail, QUOTE “I will be the forty-first” END QUOTE vote against healthcare. How important was this statement to your voting decision? (READ CHOICES)

86% TOTAL IMPORTANT (NET)

- 67% VERY IMPORTANT
- 19% SOMEWHAT IMPORTANT

13% TOTAL UNIMPORTANT (NET)

- 7% NOT TOO IMPORTANT
- 6% NOT AT ALL IMPORTANT

- * DO NOT KNOW (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

POLITICAL LANDSCAPE

Changing topics slightly...

24. From what you have read, seen, or heard , do you (ROTATED) support or oppose current proposals or legislation being debated in Washington to change the way healthcare is covered and delivered here in the United States? (PROBED: And would that be STRONGLY or SOMEWHAT SUPPORT/OPPOSE?)

47% TOTAL SUPPORT (NET)

- 29% STRONGLY SUPPORT
- 18% SOMEWHAT SUPPORT

44% TOTAL OPPOSE (NET)

- 10% SOMEWHAT OPPOSE
- 34% STRONGLY OPPOSE

- 10% DO NOT KNOW/CANNOT JUDGE (VOLUNTEERED)
- * REFUSED (VOLUNTEERED)

25. Which, if any, of the following should President Obama and the Democrats in Congress do to change the way healthcare legislation is being developed in Washington? (READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES. DID NOT ALLOW A RESPONDENT TO DUALY SELECT "START ALL OVER" AND "KEEP GOING AS-IS")

- 47% OPEN NEGOTIATIONS FOR THE PUBLIC TO OBSERVE
- 36% START ALL OVER
- 28% REMOVE SPECIAL TREATMENT PROVISIONS FOR CERTAIN STATES
- 16% ADD SOME OF THE PROVISIONS SCOTT BROWN SUGGESTED DURING HIS SENATE CAMPAIGN HERE IN MASSACHUSETTS
- 16% KEEP GOING AS-IS
- 3% NONE OF THE ABOVE (VOLUNTEERED)
- 3% DO NOT KNOW (VOLUNTEERED)
- * REFUSED (VOLUNTEERED)

26. Some have suggested that there are additional ways for President Obama and the Democrats to improve the current healthcare bill. Which, if any, of the following should they consider incorporating into the legislation? (READ AND ROTATED. ACCEPT MULTIPLE RESPONSES.)

- 57% ALLOW SMALL BUSINESSES TO FORM GROUPS TO BUY HEALTHCARE COVERAGE AT LOWER RATES
- 50% ENACT PROVISIONS THAT MAKE IT MORE AFFORDABLE FOR PEOPLE TO BUY HEALTH INSURANCE ON THEIR OWN, INSTEAD OF THROUGH THEIR JOBS, IN THE SAME WAY PEOPLE BUY HOMEOWNERS' AND LIFE INSURANCE
- 46% INCLUDE MEDICAL MALPRACTICE REFORM TO BRING DOWN THE COSTS OF PHYSICIANS DEFENDING AGAINST MALPRACTICE LAWSUITS
- 36% ADD PROVISIONS THAT ALLOW PEOPLE TO PURCHASE HEALTH INSURANCE ACROSS STATE LINES
- 6% NONE OF THE ABOVE (VOLUNTEERED)
- 3% DO NOT KNOW (VOLUNTEERED)
- 2% REFUSED (VOLUNTEERED)

MASSACHUSETTS HEALTHCARE LAWS

27. From your personal experiences with healthcare reform enacted here in Massachusetts a few years ago, would you say you are...(READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP)

61% TOTAL SATISFIED (NET)

- 22% VERY SATISFIED
- 39% SOMEWHAT SATISFIED

29% TOTAL UNSATISFIED (NET)

- 18% SOMEWHAT UNSATISFIED
- 11% VERY UNSATISFIED

- 9% DO NOT KNOW/CANNOT JUDGE (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

28. If you had to grade the current laws on mandatory health insurance here in Massachusetts, what grade would you give? (READ AND ROTATED TOP TO BOTTOM AND BOTTOM TO TOP. ACCEPT ONLY ONE.)

12% A
35% B
31% C
12% D
7% F
4% DO NOT KNOW/CANNOT JUDGE (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

29. Has your quality of healthcare has (ROTATED) gotten better, gotten worse, or stayed the same since Massachusetts enacted a law requiring everyone to have health insurance?

75% STAYED THE SAME
14% GOTTEN WORSE
6% GOTTEN BETTER
5% DO NOT KNOW/CANNOT JUDGE (VOLUNTEERED)
* REFUSED (VOLUNTEERED)

30. Have your healthcare costs (ROTATED) increased, decreased, or stayed the same since Massachusetts enacted a law requiring everyone to have health insurance?

57% INCREASED
34% STAYED THE SAME
7% DECREASED
3% DO NOT KNOW/CANNOT JUDGE (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

NATIONAL SECURITY/TERRORISM

31. As you might remember, Senator-elect Scott Brown said on the campaign trail, QUOTE “In dealing with terrorists, our tax dollars should pay for weapons to stop them, not lawyers to defend them” END QUOTE. How important was this statement to your voting decision? (READ CHOICES)

64% TOTAL IMPORTANT (NET)

42% VERY IMPORTANT
22% SOMEWHAT IMPORTANT

34% TOTAL UNIMPORTANT (NET)

16% NOT TOO IMPORTANT
18% NOT AT ALL IMPORTANT

2% DO NOT KNOW (VOLUNTEERED)
1% REFUSED (VOLUNTEERED)

FAVORABILITY RATINGS

32. Are you (ROTATED) mostly positive, mostly negative, or neutral toward the Republican Party?

- 43% NEUTRAL
- 35% MOSTLY NEGATIVE
- 20% MOSTLY POSITIVE
- 1% DO NOT KNOW (VOLUNTEERED)
- * REFUSED (VOLUNTEERED)

33. Are you (ROTATED) mostly positive, mostly negative, or neutral toward the Democratic Party?

- 37% MOSTLY POSITIVE
- 36% NEUTRAL
- 26% MOSTLY NEGATIVE
- 1% DO NOT KNOW (VOLUNTEERED)
- * REFUSED (VOLUNTEERED)

34. Are you (ROTATED) mostly positive, mostly negative, or neutral toward the Tea Party movement?

- 34% NEUTRAL
- 29% MOSTLY NEGATIVE
- 17% MOSTLY POSITIVE
- 19% DO NOT KNOW (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

CAMPAIGN MEDIA RECALL

35. Thinking about this past election for U.S. Senate, what were the three most important sources of information you relied upon for information about the candidates? (READ LIST. ACCEPT UP TO THREE RESPONSES.)

- 44% NEWSPAPER STORIES
- 40% TELEVISION STORIES
- 30% TELEVISION ADS
- 28% RADIO STORIES
- 15% RADIO ADS
- 15% NEWSPAPER ADS
- 15% INFORMATION ON THE CANDIDATES' WEBSITES
- 13% INFORMATION ON OTHER, NON-CANDIDATE ORGANIZATIONS' WEBSITES
- 8% PHONE CALLS TO YOUR HOME
- 4% ITEMS RECEIVED IN THE MAIL
- 5% OTHER (RECORDED VERBATIM) (VOLUNTEERED)
- * DO NOT KNOW (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

36. Did you receive a phone call or hear a radio advertisement with a message about healthcare during this recent election for U.S. Senator?

- 10% YES, RADIO
- 32% YES, PHONE CALL
- 32% YES, BOTH
- 20% NO, NEITHER
- 5% DO NOT KNOW/CANNOT REMEMBER (VOLUNTEERED)
- * REFUSED (VOLUNTEERED)

DEMOGRAPHICS

And, finally, I would like to ASKED you a few confidential statistical questions for classification purposes only.

37. Into which of the following categories does your age fall? (READ CATEGORIES)

- 3% 18-24
- 6% 25-34
- 14% 35-44
- 25% 45-54
- 30% 55-64
- 22% 65+
- * REFUSED (VOLUNTEERED)

38. Which of the following best describes your racial background...? (READ AND ROTATED)

- 90% CAUCASIAN OR WHITE
- 2% AFRICAN-AMERICAN OR BLACK
- 1% HISPANIC OR LATINO
- * ASIAN OR PACIFIC ISLANDER
- 1% NATIVE AMERICAN
- MIDDLE EASTERN
- 2% MULTI-RACIAL OR OTHER (VOLUNTEERED)
- DO NOT KNOW (VOLUNTEERED)
- 2% REFUSED (VOLUNTEERED)

39. Thinking for a moment about your social, economic, and political views...Do you consider yourself to be...?

[IF CONSERVATIVE/LIBERAL, ASKED] And would you consider yourself to be VERY (conservative/liberal) or just SOMEWHAT (conservative/liberal)?

34% TOTAL CONSERVATIVE (NET)

12% VERY CONSERVATIVE
22% SOMEWHAT CONSERVATIVE

28% MODERATE

34% TOTAL LIBERAL (NET)

24% SOMEWHAT LIBERAL
10% VERY LIBERAL

2% LIBERTARIAN
2% DO NOT KNOW/REFUSED (VOLUNTEERED)

40. In politics today, do you consider yourself to be a...(ROTATED) Republican, Independent or Democrat? (IF REPUBLICAN OR DEMOCRAT, ASKED: "Are you a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?" (IF "INDEPENDENT" ASKED: "Which way do you lean, or usually vote, the Democratic or Republican Party?")

25% TOTAL REPUBLICAN (NET)

10% STRONG REPUBLICAN
5% NOT-SO-STRONG REPUBLICAN
10% INDEPENDENT LEANING REPUBLICAN

30% INDEPENDENT

41% TOTAL DEMOCRAT (NET)

11% INDEPENDENT LEANING DEMOCRAT
10% NOT-SO-STRONG DEMOCRAT
20% STRONG DEMOCRAT

1% OTHER (VOLUNTEERED)
1% DO NOT KNOW (VOLUNTEERED)
2% REFUSED (VOLUNTEERED)

41. Are you...(READ CATEGORIES)

48% CATHOLIC
22% PROTESTANT
6% AGNOSTIC/ATHEIST
4% JEWISH
* MUSLIM
* MORMON/LATTER-DAY SAINT
6% OTHER (SPECIFY) (VOLUNTEERED)
9% NONE/UNAFFILIATED (VOLUNTEERED)
5% REFUSED (VOLUNTEERED)

42. How often do you attend religious services?

4% A FEW TIMES A WEEK
22% ONCE A WEEK
15% A FEW TIMES PER MONTH
24% A FEW TIMES PER YEAR
29% SELDOM/NEVER
6% DO NOT KNOW/REFUSED (VOLUNTEERED)

43. Are you or is anyone in your household a member of a public or private sector union?

16% TOTAL UNION HOUSEHOLD (NET)

14% YES, PUBLIC
2% YES, PRIVATE

80% NO

2% DO NOT KNOW (VOLUNTEERED)
2% REFUSED (VOLUNTEERED)

44. Gender (RECORD BY OBSERVATION)

48% MALE
52% FEMALE

45. Congressional District (RECORD FROM SAMPLE)

10% 1
10% 2
10% 3
10% 4
10% 5
10% 6
10% 7
10% 8
10% 9
10% 10

46. Region (RECORD FROM SAMPLE BY COUNTY)

25% EASTERN
45% NORTHEASTERN
20% SOUTHEASTERN
10% SUFFOLK