

NEWS

Paul Tsongas CONGRESSMAN

5th District
Massachusetts

Lowell
Lawrence
Lexington

50 Kearney Sq.
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POST-ELECTION POLL RELEASED BY TSONGAS

A post-election poll done for U.S. Senator-elect Paul Tsongas released today shows that 81% of the electorate cast ballots for the candidate of their choice in the Senate election; 15% said they voted against a candidate's opponent.

The poll of 532 registered voters was conducted November 13-16 by Tsongas' chief legislative assistant and campaign pollster, Richard Arenberg. It is the 28th poll he has done for Tsongas during the four years he has worked for the Congressman.

In a poll question which tested a voter's strength of support for his choice in the Senate race, 46% said they supported their choice very strongly; 36% said fairly strongly and 15% said not very strongly at all.

When asked what served as a voter's primary source of information used to make the ballot choice 31% of those polled said newspaper articles, 18% said television news, 14% said televised debates, 7% said television ads, 3% said newspaper ads, 3% said radio news, 2% said leaflets and other campaign literature and 22% said other sources.

Questions asked to elicit information about the demographics of the vote produced the following information:

	TSONGAS	BROOKE		TSONGAS	BROOKE
Democrats	68%	30%	Income under \$7,000	63%	34%
Republicans	33%	64%	Income \$7-15,000	62%	37%
Independents	55%	43%	Income \$15-20,000	68%	32%
Hatch supporters	50%	50%	Income over \$20,000	47%	50%
King supporters	62%	37%	Irish	70%	30%
Liberals	63%	34%	Italian	72%	24%
Conservatives	53%	46%	French-Canadian	75%	21%
Moderates	53%	46%	English	30%	66%
Protestants	40%	60%	18-24 years of age	61%	35%
Catholics	67%	30%	25-34 years of age	58%	42%
Jews	52%	39%	35-59 years of age	56%	40%
Labor union members	63%	35%	60 or older	52%	49%
Non-union members	54%	44%	Men	59%	40%
			Women	54%	43%

Those voters who were polled were also asked what issue they considered the most important in the campaign between Senator Brooke and Congressman Tsongas. Of those who voted for Tsongas the top three issues listed were effectiveness, accessibility and personal qualities. Brooke supporters listed Brooke's record in general, his experience and seniority as chief issues in the campaign. Below is a table of the responses:

TSONGAS VOTERS		BROOKE VOTERS	
16%	Effectiveness	23%	Record in general
14%	Accessibility	20%	Experience
12%	Personal qualities	11%	No particular issue
8%	Inflation and taxes	10%	Seniority
8%	New pace	8%	Brooke's financial and family problems
7%	Brooke's financial and family problems	6%	Many issues
7%	Record in general	4%	Inflation and taxes
6%	Defense and neutron bomb	4%	Only black in U.S. Senate
6%	No particular issue	4%	Personal qualities
5%	National health insurance	3%	Effectiveness
3%	Energy	2%	National health insurance
3%	Panama Canal		
3%	Many issues		