

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE**

Brownback unpopular heading into 2014 re-election campaign

Raleigh, N.C. – Republican Gov. Sam Brownback is unpopular and potentially vulnerable heading into his 2014 re-election effort with small to moderate leads over six potential Democratic challengers, according to PPP's first ever public Kansas poll.

Brownback has a negative -15 job approval rating, with 37% of Kansas voters approving and 52% disapproving of his performance as governor. 72% of moderates disapprove of his performance as well as 30% of Republicans and 66% of independents.

Brownback's plan to phase out the state's income tax is almost as unpopular as he is, with 48% of voters opposed and 37% supportive. 65% of moderates and 56% of independents oppose the plan. Even 34% of somewhat conservative voters and 28% of Republicans are opposed to the proposal to overhaul the income tax.

Brownback leads all six possible Democratic challengers PPP tested against him by 4 to 10 points. Brownback leads Carl Brewer 44/40, Kathleen Sebelius 48/43, Mark Parkinson 45/39, Tom Holland 45/38, Joe Reardon 45/36 and Chad Taylor 44/32. His leads over Brewer and Sebelius are within the poll's margin of error.

"Sam Brownback's really unpopular," said Dean Debnam, President of Public Policy Polling. "The question is whether he's unpopular enough to allow a Democratic challenger to overcome the very heavy Republican lean of the state."

Kansas voters view Sebelius unfavorably by a narrow margin, 44% favorable to 47% unfavorable. Moderates approve of her 65% to 25% and independents approve of her 50% to 40%. Sebelius has a national political profile and 91% name recognition in her home state, but none of the other Democratic politicians in this poll had name recognition higher than 32%. It's surprising that so many of the largely unknown Kansas Democrats are competitive against Brownback given the state's strong Republican advantage in terms of voter registration.

PPP surveyed 1,229 registered Kansas voters from February 21st to 24th. The margin of error for the overall sample is +/-2.8%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Kansas Survey Results

Q1 Do you approve or disapprove of Governor Sam Brownback's job performance?

Approve 37%
Disapprove..... 52%
Not sure 11%

Q2 Do you support or oppose Governor Brownback's plan for phasing out the income tax?

Support 37%
Oppose 48%
Not sure 15%

Q3 Do you have a favorable or unfavorable opinion of Carl Brewer?

Favorable..... 13%
Unfavorable 20%
Not sure 68%

Q4 Do you have a favorable or unfavorable opinion of Tom Holland?

Favorable..... 12%
Unfavorable 15%
Not sure 73%

Q5 Do you have a favorable or unfavorable opinion of Mark Parkinson?

Favorable..... 17%
Unfavorable 15%
Not sure 69%

Q6 Do you have a favorable or unfavorable opinion of Joe Reardon?

Favorable..... 14%
Unfavorable 14%
Not sure 73%

Q7 Do you have a favorable or unfavorable opinion of Kathleen Sebelius?

Favorable..... 44%
Unfavorable 47%
Not sure 9%

Q8 Do you have a favorable or unfavorable opinion of Chad Taylor?

Favorable..... 7%
Unfavorable 13%
Not sure 80%

Q9 If the candidates for Governor next year were Republican Sam Brownback and Democrat Carl Brewer, who would you vote for?

Sam Brownback..... 44%
Carl Brewer..... 40%
Not sure 15%

Q10 If the candidates for Governor next year were Republican Sam Brownback and Democrat Tom Holland, who would you vote for?

Sam Brownback..... 45%
Tom Holland..... 38%
Not sure 17%

Q11 If the candidates for Governor next year were Republican Sam Brownback and Democrat Mark Parkinson, who would you vote for?

Sam Brownback..... 45%
Mark Parkinson..... 39%
Not sure 16%





Q12 If the candidates for Governor next year were Republican Sam Brownback and Democrat Joe Reardon, who would you vote for?

Sam Brownback..... 45%
Joe Reardon 36%
Not sure 19%

Q13 If the candidates for Governor next year were Republican Sam Brownback and Democrat Kathleen Sebelius, who would you vote for?

Sam Brownback..... 48%
Kathleen Sebelius..... 43%
Not sure 9%

Q14 If the candidates for Governor next year were Republican Sam Brownback and Democrat Chad Taylor, who would you vote for?

Sam Brownback..... 44%
Chad Taylor..... 34%
Not sure 22%

Q15 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 8%
Somewhat liberal 16%
Moderate..... 27%
Somewhat conservative..... 26%
Very conservative 22%

Q16 If you are a woman, press 1. If a man, press 2.

Woman 51%
Man..... 49%

Q17 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 29%
Republican..... 51%
Independent/Other..... 21%

Q18 If you are white, press 1. If other, press 2.

White 91%
Other..... 9%

Q19 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 15%
30 to 45..... 28%
46 to 65..... 38%
Older than 65..... 19%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback Approval						
Approve	37%	16%	9%	20%	48%	73%
Disapprove	52%	77%	86%	72%	35%	13%
Not sure	11%	7%	5%	8%	17%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Support/Oppose Brownback Tax Plan						
Support	37%	20%	8%	23%	50%	69%
Oppose	48%	69%	78%	65%	34%	13%
Not sure	15%	11%	14%	12%	16%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brewer Favorability						
Favorable	13%	6%	22%	15%	11%	8%
Unfavorable	20%	27%	14%	21%	21%	18%
Not sure	68%	67%	64%	65%	69%	74%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Holland Favorability						
Favorable	12%	22%	20%	13%	5%	8%
Unfavorable	15%	19%	18%	15%	18%	8%
Not sure	73%	59%	62%	73%	78%	83%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Parkinson Favorability						
Favorable	17%	22%	24%	22%	12%	9%
Unfavorable	15%	19%	15%	14%	17%	11%
Not sure	69%	59%	62%	64%	71%	80%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Reardon Favorability						
Favorable	14%	20%	17%	14%	11%	11%
Unfavorable	14%	17%	14%	13%	16%	10%
Not sure	73%	62%	69%	72%	73%	79%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Sebelius Favorability						
Favorable	44%	77%	81%	65%	22%	4%
Unfavorable	47%	15%	16%	25%	64%	89%
Not sure	9%	8%	3%	9%	14%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Taylor Favorability						
Favorable	7%	11%	6%	9%	7%	2%
Unfavorable	13%	15%	14%	14%	14%	9%
Not sure	80%	74%	80%	77%	79%	89%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback/Brewer						
Sam Brownback	44%	21%	9%	21%	63%	85%
Carl Brewer	40%	67%	78%	60%	18%	5%
Not sure	15%	12%	13%	20%	19%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback/Holland						
Sam Brownback	45%	22%	8%	21%	64%	88%
Tom Holland	38%	71%	74%	55%	15%	4%
Not sure	17%	7%	18%	24%	21%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback/Parkinson						
Sam Brownback	45%	23%	9%	20%	63%	87%
Mark Parkinson	39%	70%	74%	59%	17%	5%
Not sure	16%	8%	17%	21%	21%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback/Reardon						
Sam Brownback	45%	25%	8%	21%	62%	88%
Joe Reardon	36%	64%	69%	53%	15%	6%
Not sure	19%	11%	23%	26%	23%	7%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback/Sebelius						
Sam Brownback	48%	20%	9%	22%	70%	92%
Kathleen Sebelius	43%	70%	83%	68%	16%	6%
Not sure	9%	10%	8%	10%	14%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brownback/Taylor						
Sam Brownback	44%	23%	9%	20%	62%	88%
Chad Taylor	34%	68%	66%	49%	12%	4%
Not sure	22%	9%	25%	30%	26%	8%

	Base	Gender	
		Woman	Man
Brownback Approval			
Approve	37%	30%	43%
Disapprove	52%	56%	48%
Not sure	11%	13%	9%

	Base	Gender	
		Woman	Man
Support/Oppose Brownback Tax Plan			
Support	37%	30%	45%
Oppose	48%	55%	41%
Not sure	15%	16%	14%





Crosstabs

	Base	Gender	
		Woman	Man
Brewer Favorability			
Favorable	13%	12%	13%
Unfavorable	20%	15%	25%
Not sure	68%	73%	62%

	Base	Gender	
		Woman	Man
Holland Favorability			
Favorable	12%	13%	10%
Unfavorable	15%	10%	20%
Not sure	73%	77%	70%

	Base	Gender	
		Woman	Man
Parkinson Favorability			
Favorable	17%	16%	17%
Unfavorable	15%	11%	18%
Not sure	69%	73%	64%

	Base	Gender	
		Woman	Man
Reardon Favorability			
Favorable	14%	12%	15%
Unfavorable	14%	10%	17%
Not sure	73%	78%	67%





Crosstabs

	Base	Gender	
		Woman	Man
Sebelius Favorability			
Favorable	44%	51%	38%
Unfavorable	47%	42%	53%
Not sure	9%	8%	10%

	Base	Gender	
		Woman	Man
Taylor Favorability			
Favorable	7%	6%	7%
Unfavorable	13%	10%	17%
Not sure	80%	84%	76%

	Base	Gender	
		Woman	Man
Brownback/Brewer			
Sam Brownback	44%	36%	53%
Carl Brewer	40%	46%	35%
Not sure	15%	18%	13%

	Base	Gender	
		Woman	Man
Brownback/Holland			
Sam Brownback	45%	37%	53%
Tom Holland	38%	44%	31%
Not sure	17%	18%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Brownback/Parkinson			
Sam Brownback	45%	37%	52%
Mark Parkinson	39%	46%	32%
Not sure	16%	17%	16%

	Base	Gender	
		Woman	Man
Brownback/Reardon			
Sam Brownback	45%	37%	52%
Joe Reardon	36%	43%	30%
Not sure	19%	20%	18%

	Base	Gender	
		Woman	Man
Brownback/Sebelius			
Sam Brownback	48%	41%	55%
Kathleen Sebelius	43%	50%	37%
Not sure	9%	10%	8%

	Base	Gender	
		Woman	Man
Brownback/Taylor			
Sam Brownback	44%	37%	52%
Chad Taylor	34%	40%	27%
Not sure	22%	23%	21%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback Approval				
Approve	37%	14%	55%	22%
Disapprove	52%	81%	30%	66%
Not sure	11%	5%	15%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
Support/Oppose Brownback Tax Plan				
Support	37%	13%	55%	28%
Oppose	48%	76%	28%	56%
Not sure	15%	10%	17%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Brewer Favorability				
Favorable	13%	18%	9%	13%
Unfavorable	20%	17%	19%	24%
Not sure	68%	65%	72%	63%

	Base	Party		
		Democrat	Republican	Independent/Other
Holland Favorability				
Favorable	12%	20%	7%	12%
Unfavorable	15%	14%	13%	19%
Not sure	73%	66%	79%	69%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Parkinson Favorability				
Favorable	17%	26%	14%	9%
Unfavorable	15%	13%	13%	21%
Not sure	69%	60%	73%	70%

	Base	Party		
		Democrat	Republican	Independent/Other
Rearidon Favorability				
Favorable	14%	19%	11%	13%
Unfavorable	14%	13%	12%	18%
Not sure	73%	68%	77%	69%

	Base	Party		
		Democrat	Republican	Independent/Other
Sebelius Favorability				
Favorable	44%	82%	20%	50%
Unfavorable	47%	11%	70%	40%
Not sure	9%	7%	10%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Taylor Favorability				
Favorable	7%	8%	5%	7%
Unfavorable	13%	12%	13%	15%
Not sure	80%	80%	82%	78%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback/Brewer				
Sam Brownback	44%	9%	71%	25%
Carl Brewer	40%	78%	15%	52%
Not sure	15%	12%	14%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback/Holland				
Sam Brownback	45%	11%	71%	27%
Tom Holland	38%	77%	13%	46%
Not sure	17%	12%	16%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback/Parkinson				
Sam Brownback	45%	11%	72%	24%
Mark Parkinson	39%	77%	15%	47%
Not sure	16%	12%	13%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback/Reardon				
Sam Brownback	45%	11%	71%	26%
Joe Reardon	36%	74%	13%	43%
Not sure	19%	15%	16%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback/Sebelius				
Sam Brownback	48%	11%	76%	28%
Kathleen Sebelius	43%	83%	17%	53%
Not sure	9%	5%	7%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
Brownback/Taylor				
Sam Brownback	44%	11%	72%	24%
Chad Taylor	34%	69%	10%	43%
Not sure	22%	20%	18%	34%

	Base	Race	
		White	Other
Brownback Approval			
Approve	37%	38%	26%
Disapprove	52%	52%	53%
Not sure	11%	10%	21%

	Base	Race	
		White	Other
Support/Oppose Brownback Tax Plan			
Support	37%	38%	29%
Oppose	48%	48%	50%
Not sure	15%	14%	20%





Crosstabs

	Base	Race	
		White	Other
Brewer Favorability			
Favorable	13%	13%	13%
Unfavorable	20%	19%	20%
Not sure	68%	68%	67%

	Base	Race	
		White	Other
Holland Favorability			
Favorable	12%	12%	8%
Unfavorable	15%	14%	20%
Not sure	73%	74%	72%

	Base	Race	
		White	Other
Parkinson Favorability			
Favorable	17%	17%	12%
Unfavorable	15%	15%	16%
Not sure	69%	68%	72%

	Base	Race	
		White	Other
Reardon Favorability			
Favorable	14%	13%	19%
Unfavorable	14%	14%	12%
Not sure	73%	73%	69%





Crosstabs

	Base	Race	
		White	Other
Sebelius Favorability			
Favorable	44%	43%	55%
Unfavorable	47%	49%	33%
Not sure	9%	8%	12%

	Base	Race	
		White	Other
Taylor Favorability			
Favorable	7%	6%	8%
Unfavorable	13%	13%	16%
Not sure	80%	81%	76%

	Base	Race	
		White	Other
Brownback/Brewer			
Sam Brownback	44%	46%	23%
Carl Brewer	40%	39%	52%
Not sure	15%	14%	25%

	Base	Race	
		White	Other
Brownback/Holland			
Sam Brownback	45%	46%	29%
Tom Holland	38%	37%	45%
Not sure	17%	16%	25%





Crosstabs

	Base	Race	
		White	Other
Brownback/Parkinson			
Sam Brownback	45%	46%	26%
Mark Parkinson	39%	39%	44%
Not sure	16%	15%	30%

	Base	Race	
		White	Other
Brownback/Reardon			
Sam Brownback	45%	46%	26%
Joe Reardon	36%	36%	44%
Not sure	19%	18%	30%

	Base	Race	
		White	Other
Brownback/Sebelius			
Sam Brownback	48%	50%	27%
Kathleen Sebelius	43%	41%	62%
Not sure	9%	9%	12%

	Base	Race	
		White	Other
Brownback/Taylor			
Sam Brownback	44%	46%	25%
Chad Taylor	34%	33%	42%
Not sure	22%	21%	33%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback Approval					
Approve	37%	33%	41%	36%	35%
Disapprove	52%	50%	47%	56%	54%
Not sure	11%	17%	12%	8%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Support/Oppose Brownback Tax Plan					
Support	37%	36%	38%	38%	35%
Oppose	48%	47%	42%	50%	53%
Not sure	15%	17%	20%	12%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brewer Favorability					
Favorable	13%	9%	12%	14%	14%
Unfavorable	20%	18%	19%	20%	22%
Not sure	68%	73%	69%	66%	65%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Holland Favorability					
Favorable	12%	9%	9%	13%	16%
Unfavorable	15%	21%	14%	14%	13%
Not sure	73%	70%	77%	73%	71%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Parkinson Favorability					
Favorable	17%	11%	13%	20%	22%
Unfavorable	15%	18%	12%	15%	14%
Not sure	69%	71%	75%	65%	65%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Reardon Favorability					
Favorable	14%	8%	8%	16%	21%
Unfavorable	14%	20%	11%	14%	13%
Not sure	73%	73%	81%	70%	66%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sebelius Favorability					
Favorable	44%	44%	42%	47%	41%
Unfavorable	47%	45%	43%	47%	54%
Not sure	9%	11%	15%	5%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Taylor Favorability					
Favorable	7%	8%	8%	5%	7%
Unfavorable	13%	17%	11%	13%	14%
Not sure	80%	76%	81%	82%	79%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback/Brewer					
Sam Brownback	44%	42%	48%	42%	44%
Carl Brewer	40%	45%	37%	43%	36%
Not sure	15%	12%	15%	15%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback/Holland					
Sam Brownback	45%	52%	48%	42%	41%
Tom Holland	38%	33%	35%	41%	39%
Not sure	17%	15%	17%	17%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback/Parkinson					
Sam Brownback	45%	50%	49%	41%	41%
Mark Parkinson	39%	35%	35%	44%	40%
Not sure	16%	15%	16%	15%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback/Reardon					
Sam Brownback	45%	48%	48%	42%	40%
Joe Reardon	36%	30%	33%	41%	37%
Not sure	19%	21%	19%	17%	23%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback/Sebelius					
Sam Brownback	48%	50%	47%	46%	49%
Kathleen Sebelius	43%	44%	40%	47%	40%
Not sure	9%	6%	12%	7%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brownback/Taylor					
Sam Brownback	44%	47%	48%	42%	42%
Chad Taylor	34%	32%	34%	36%	30%
Not sure	22%	21%	18%	21%	28%

