

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**

Brown edges Warren by five in MA-Sen.

Raleigh, N.C. – Scott Brown has returned to the lead in the crucial Massachusetts Senate race. The two were tied at 46% in PPP’s late June poll, but in the firm’s first test of likely voters in this fall’s election, Brown tops Elizabeth Warren, 49-44.

Independents make up almost half (48%) of voters, one of their largest shares of any state’s electorate. Unlike in many states where the role of independents is overblown, here they are truly decisive. And right now Brown is winning with them by 26 points (58-32), similar to June (57-33). To top that off, Brown has grown a bit both with his own party and Warren’s. He has essentially locked up his base (91-7, up from 86-9 just under two months ago), and is now poaching 20% of Warren’s partisans, up from 18% and leaving her with only 73% of the party which accounts for two-and-a-half times as many voters as Brown’s does.

There are two keys for a Warren victory: convincing the majority of voters who want a Democratic-controlled Senate that it depends on her winning, and knocking down Brown’s image as a moderate rebel from the GOP that wants to wrest that majority from Democrats. 53% want Democrats in charge in Congress’ upper chamber, to only 36% who prefer GOP rule. It is 42-40 with independents. But 14% of those who prefer the Democrats are voting for Brown right now, including 20% of the independents and 11% of the Democrats who feel that way. A 14-point swing in the race would mean a nine-point Warren lead (51-42).

Voters are also still more concerned that Warren is too liberal (41%) than that Brown is too conservative (30%), including a 50-19 disparity with independents. They also see Brown as more an independent voice for the state (49%) than a partisan voice for national Republicans (38%), including 56-28 with independents.

“Scott Brown’s been able to hold up his image as a moderate and that has him in a good position right now,” said Dean Debnam, President of Public Policy Polling. “Democrats will have to convince voters who like him to vote against him anyway to keep the Senate from going Republican.”

PPP surveyed 1,115 likely Massachusetts voters from August 16th to 19th. The margin of error for the survey is +/-2.9%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Massachusetts Survey Results

Q1 Do you approve or disapprove of Senator Scott Brown's job performance?

Approve 53%
Disapprove..... 36%
Not sure 11%

Q2 Do you have a favorable or unfavorable opinion of Elizabeth Warren?

Favorable..... 46%
Unfavorable 43%
Not sure 11%

Q3 If the candidates for Senate this fall were Republican Scott Brown and Democrat Elizabeth Warren, who would you vote for?

Scott Brown 49%
Elizabeth Warren 44%
Undecided..... 8%

Q4 Do you think that Scott Brown is too liberal, too conservative, or about right?

Too liberal 7%
Too conservative..... 30%
About right..... 54%
Not sure 8%

Q5 Do you think that Elizabeth Warren is too liberal, too conservative, or about right?

Too liberal 41%
Too conservative..... 4%
About right 49%
Not sure 6%

Q6 Do you think the Republican Party in general is too liberal, too conservative, or about right?

Too liberal 9%
Too conservative..... 56%
About right 27%
Not sure 8%

Q7 Do you think the Democratic Party in general is too liberal, too conservative, or about right?

Too liberal 45%
Too conservative..... 12%
About right 39%
Not sure 4%

Q8 Do you think Scott Brown has been more an independent voice for Massachusetts or a partisan voice for the national Republican Party?

An independent voice for Massachusetts 49%
A partisan voice for the national Republican Party 38%
Not sure 12%

Q9 Would you rather that Democrats or Republicans had control of the US Senate?

Democrats 53%
Republicans 36%
Not sure 11%

Q10 Who did you vote for President in 2008?

John McCain..... 33%
Barack Obama..... 58%
Someone else/Don't remember 8%





Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	13%
<i>Somewhat liberal</i>	23%
<i>Moderate</i>	35%
<i>Somewhat conservative</i>	22%
<i>Very conservative</i>	7%

Q12 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	52%
<i>Man</i>	48%

Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	38%
<i>Republican</i>	15%
<i>Independent/Other</i>	48%

Q14 If you are white, press 1. If other, press 2.

<i>White</i>	87%
<i>Other</i>	13%

Q15 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.

<i>18 to 29</i>	17%
<i>30 to 45</i>	25%
<i>46 to 65</i>	40%
<i>Older than 65</i>	18%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown Approval				
Approve	53%	83%	35%	55%
Disapprove	36%	9%	53%	26%
Not sure	11%	7%	12%	19%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Warren Favorability				
Favorable	46%	8%	71%	26%
Unfavorable	43%	85%	17%	50%
Not sure	11%	7%	12%	24%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown/Warren				
Scott Brown	49%	92%	23%	57%
Elizabeth Warren	44%	6%	68%	23%
Undecided	8%	2%	10%	19%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown Ideology				
Too liberal	7%	12%	4%	9%
Too conservative	30%	4%	46%	18%
About right	54%	82%	39%	57%
Not sure	8%	2%	11%	16%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Warren Ideology				
Too liberal	41%	81%	18%	46%
Too conservative	4%	3%	5%	3%
About right	49%	12%	72%	36%
Not sure	6%	4%	6%	15%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
GOP Ideology				
Too liberal	9%	15%	6%	9%
Too conservative	56%	24%	75%	45%
About right	27%	51%	12%	32%
Not sure	8%	10%	6%	14%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Dem Ideology				
Too liberal	45%	84%	21%	61%
Too conservative	12%	2%	18%	3%
About right	39%	11%	57%	25%
Not sure	4%	2%	5%	11%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown Independent Voice for MA or Partisan for Nat. GOP?				
An independent voice for Massachusetts	49%	77%	33%	52%
A partisan voice for the national Republican Party	38%	14%	55%	21%
Not sure	12%	9%	12%	27%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Rather Dems or GOP Controlled Sen.?				
Democrats	53%	11%	80%	25%
Republicans	36%	78%	11%	44%
Not sure	11%	11%	9%	30%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brown Approval						
Approve	53%	29%	33%	52%	81%	80%
Disapprove	36%	66%	52%	34%	13%	10%
Not sure	11%	5%	15%	14%	6%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Warren Favorability						
Favorable	46%	82%	72%	42%	15%	6%
Unfavorable	43%	16%	13%	44%	76%	86%
Not sure	11%	2%	15%	14%	9%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brown/Warren						
Scott Brown	49%	17%	19%	50%	84%	88%
Elizabeth Warren	44%	79%	73%	37%	12%	7%
Undecided	8%	4%	8%	12%	4%	5%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brown Ideology						
Too liberal	7%	8%	4%	5%	9%	28%
Too conservative	30%	65%	50%	23%	7%	2%
About right	54%	23%	39%	60%	77%	69%
Not sure	8%	3%	7%	12%	8%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Warren Ideology						
Too liberal	41%	5%	10%	42%	80%	87%
Too conservative	4%	14%	4%	3%	1%	1%
About right	49%	75%	85%	45%	14%	10%
Not sure	6%	5%	2%	10%	6%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
GOP Ideology						
Too liberal	9%	9%	3%	5%	13%	41%
Too conservative	56%	76%	82%	61%	25%	2%
About right	27%	12%	9%	23%	51%	48%
Not sure	8%	3%	6%	10%	11%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Dem Ideology						
Too liberal	45%	9%	13%	48%	81%	92%
Too conservative	12%	43%	7%	8%	3%	7%
About right	39%	45%	77%	36%	14%	1%
Not sure	4%	3%	3%	8%	2%	-





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brown Independent Voice for MA or Partisan for Nat. GOP?						
An independent voice for Massachusetts	49%	28%	30%	48%	77%	73%
A partisan voice for the national Republican Party	38%	60%	56%	37%	15%	19%
Not sure	12%	12%	14%	15%	7%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rather Dems or GOP Controlled Sen.?						
Democrats	53%	86%	88%	48%	16%	8%
Republicans	36%	8%	5%	33%	76%	84%
Not sure	11%	6%	7%	19%	8%	8%

	Base	Gender	
		Woman	Man
Brown Approval			
Approve	53%	50%	55%
Disapprove	36%	38%	35%
Not sure	11%	12%	10%

	Base	Gender	
		Woman	Man
Warren Favorability			
Favorable	46%	52%	40%
Unfavorable	43%	37%	49%
Not sure	11%	11%	11%





Crosstabs

	Base	Gender	
		Woman	Man
Brown/Warren			
Scott Brown	49%	41%	57%
Elizabeth Warren	44%	50%	36%
Undecided	8%	9%	7%

	Base	Gender	
		Woman	Man
Brown Ideology			
Too liberal	7%	8%	7%
Too conservative	30%	29%	31%
About right	54%	52%	57%
Not sure	8%	11%	5%

	Base	Gender	
		Woman	Man
Warren Ideology			
Too liberal	41%	33%	50%
Too conservative	4%	4%	4%
About right	49%	55%	42%
Not sure	6%	7%	4%

	Base	Gender	
		Woman	Man
GOP Ideology			
Too liberal	9%	8%	12%
Too conservative	56%	57%	55%
About right	27%	26%	27%
Not sure	8%	10%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Dem Ideology			
Too liberal	45%	36%	55%
Too conservative	12%	11%	12%
About right	39%	48%	30%
Not sure	4%	6%	2%

	Base	Gender	
		Woman	Man
Brown Independent Voice for MA or Partisan for Nat. GOP?			
An independent voice for Massachusetts	49%	45%	54%
A partisan voice for the national Republican Party	38%	40%	37%
Not sure	12%	15%	9%

	Base	Gender	
		Woman	Man
Rather Dems or GOP Controlled Sen.?			
Democrats	53%	57%	48%
Republicans	36%	29%	44%
Not sure	11%	13%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Approval				
Approve	53%	29%	87%	61%
Disapprove	36%	59%	7%	28%
Not sure	11%	12%	6%	12%



Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Warren Favorability				
Favorable	46%	75%	10%	34%
Unfavorable	43%	16%	86%	50%
Not sure	11%	8%	4%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Warren				
Scott Brown	49%	20%	91%	58%
Elizabeth Warren	44%	73%	7%	32%
Undecided	8%	8%	2%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Ideology				
Too liberal	7%	5%	18%	6%
Too conservative	30%	54%	3%	19%
About right	54%	34%	75%	65%
Not sure	8%	8%	4%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Warren Ideology				
Too liberal	41%	14%	84%	50%
Too conservative	4%	6%	3%	3%
About right	49%	77%	10%	38%
Not sure	6%	3%	3%	9%



Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
GOP Ideology				
Too liberal	9%	8%	19%	8%
Too conservative	56%	74%	20%	52%
About right	27%	13%	57%	28%
Not sure	8%	5%	4%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Dem Ideology				
Too liberal	45%	19%	88%	53%
Too conservative	12%	16%	3%	11%
About right	39%	62%	7%	30%
Not sure	4%	3%	1%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Independent Voice for MA or Partisan for Nat. GOP?				
An independent voice for Massachusetts	49%	30%	77%	56%
A partisan voice for the national Republican Party	38%	60%	16%	28%
Not sure	12%	10%	7%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Rather Dems or GOP Controlled Sen.?				
Democrats	53%	84%	6%	42%
Republicans	36%	11%	92%	40%
Not sure	11%	5%	2%	19%





Crosstabs

	Base	Race	
		White	Other
Brown Approval			
Approve	53%	54%	44%
Disapprove	36%	36%	40%
Not sure	11%	10%	16%

	Base	Race	
		White	Other
Warren Favorability			
Favorable	46%	46%	50%
Unfavorable	43%	43%	41%
Not sure	11%	11%	10%

	Base	Race	
		White	Other
Brown/Warren			
Scott Brown	49%	49%	47%
Elizabeth Warren	44%	43%	45%
Undecided	8%	8%	8%

	Base	Race	
		White	Other
Brown Ideology			
Too liberal	7%	7%	12%
Too conservative	30%	31%	20%
About right	54%	55%	51%
Not sure	8%	7%	17%





Crosstabs

	Base	Race	
		White	Other
Warren Ideology			
Too liberal	41%	42%	35%
Too conservative	4%	4%	5%
About right	49%	49%	45%
Not sure	6%	5%	15%

	Base	Race	
		White	Other
GOP Ideology			
Too liberal	9%	9%	13%
Too conservative	56%	57%	48%
About right	27%	26%	28%
Not sure	8%	8%	12%

	Base	Race	
		White	Other
Dem Ideology			
Too liberal	45%	46%	41%
Too conservative	12%	11%	13%
About right	39%	39%	40%
Not sure	4%	4%	6%

	Base	Race	
		White	Other
Brown Independent Voice for MA or Partisan for Nat. GOP?			
An independent voice for Massachusetts	49%	50%	49%
A partisan voice for the national Republican Party	38%	38%	41%
Not sure	12%	12%	10%





Crosstabs

	Base	Race	
		White	Other
Rather Dems or GOP Controlled Sen.?			
Democrats	53%	53%	51%
Republicans	36%	36%	35%
Not sure	11%	11%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Approval					
Approve	53%	36%	57%	55%	57%
Disapprove	36%	43%	36%	35%	33%
Not sure	11%	21%	7%	10%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren Favorability					
Favorable	46%	47%	46%	47%	45%
Unfavorable	43%	38%	42%	44%	45%
Not sure	11%	16%	12%	9%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Warren					
Scott Brown	49%	43%	48%	50%	51%
Elizabeth Warren	44%	47%	42%	44%	41%
Undecided	8%	10%	10%	6%	7%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Ideology					
Too liberal	7%	15%	3%	8%	6%
Too conservative	30%	33%	27%	32%	26%
About right	54%	42%	58%	56%	58%
Not sure	8%	10%	12%	5%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren Ideology					
Too liberal	41%	36%	39%	44%	43%
Too conservative	4%	10%	2%	3%	4%
About right	49%	50%	51%	48%	44%
Not sure	6%	4%	8%	4%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Ideology					
Too liberal	9%	18%	6%	9%	8%
Too conservative	56%	54%	62%	57%	48%
About right	27%	20%	21%	30%	32%
Not sure	8%	8%	11%	5%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dem Ideology					
Too liberal	45%	38%	43%	50%	44%
Too conservative	12%	24%	9%	11%	6%
About right	39%	32%	45%	36%	45%
Not sure	4%	6%	3%	4%	6%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Independent Voice for MA or Partisan for Nat. GOP?					
An independent voice for Massachusetts	49%	44%	49%	53%	48%
A partisan voice for the national Republican Party	38%	36%	41%	38%	38%
Not sure	12%	20%	10%	9%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rather Dem s or GOP Controlled Sen.?					
Democrats	53%	56%	55%	51%	50%
Republicans	36%	34%	33%	38%	37%
Not sure	11%	10%	12%	10%	13%

