

FOR IMMEDIATE RELEASE

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Scott Brown looking good for 2012 re-election

Raleigh, N.C. – In a look ahead to 2012, PPP tested five different Democrats against freshman Massachusetts Senator Scott Brown, who surprised the world by taking Ted Kennedy’s old seat in a January 2010 special election that was a precursor to November’s midterm drubbings. But Brown is still so popular even in a wider electorate that even in this heavily blue state, none of the five can come closer than a seven-point deficit.

Brown tops recently re-elected Governor Deval Patrick, 49-42; Kennedy’s widow Vicki, 48-41; 34-year representative of the 7th congressional district, Ed Markey, 49-39; 8th-district Congressman Mike Capuano, 52-36; and 9th-district Congressman Stephen Lynch, 49-30. The varying deficits are largely a function of name recognition, but there is clearly a ceiling for a Democrat right now in an unlikely place. Brown gets 22-28% of Democrats, something usually only seen in Southern Democratic states like North Carolina. He maintains 85-89% of his own party, and holds 29- to 34-point leads with independents, who make up almost as much of the electorate (38%) as Democrats (42%).

In a sign of how moderate and mainstream Brown’s image is, 53% say his views are “about right,” something only 32% say of the GOP as a whole. Likewise, 52% think the Republicans too conservative, but only a third say that of Brown. Even 35% of Democrats see Brown’s ideology as acceptable, though half do think him too far right.

Brown has a considerably stronger approval rating than even colleague John Kerry, 53-29 versus 50-43. But the silver lining for Democrats is that all five but Patrick are far less known than Brown, and in this state, that means they have time to become more popular as voters become aware of them. Even 29% have no opinion of Kennedy, but she is the most popular of the five, with a 40-30 favorability mark; the others are each a few points one way or the other from breaking even. But since they each represent only about 10% of the state, 37-50% are unaware of the congressmen, versus 18% for Brown.

“Scott Brown is not going to be a pushover for Democrats in 2012,” said Dean Debnam, President of Public Policy Polling. “Since taking office he’s been able to maintain the appeal to the center that got him elected as a Republican in a dark blue state.

PPP surveyed 500 Massachusetts voters from November 29th to December 1st. The survey’s margin of error is +/-4.4%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



Massachusetts Survey Results

Q1 Do you approve or disapprove of Governor Deval Patrick's job performance?

Approve 45%
Disapprove..... 45%
Not sure 9%

Q2 Do you approve or disapprove of Senator John Kerry's job performance?

Approve 50%
Disapprove..... 43%
Not sure 7%

Q3 Do you approve or disapprove of Senator Scott Brown's job performance?

Approve 53%
Disapprove..... 29%
Not sure 18%

Q4 Do you have a favorable or unfavorable opinion of Mike Capuano?

Favorable..... 26%
Unfavorable 27%
Not sure 47%

Q5 Do you have a favorable or unfavorable opinion of Stephen Lynch?

Favorable..... 23%
Unfavorable 26%
Not sure 50%

Q6 Do you have a favorable or unfavorable opinion of Ed Markey?

Favorable..... 33%
Unfavorable 30%
Not sure 37%

Q7 Do you have a favorable or unfavorable opinion of Vicki Kennedy?

Favorable..... 40%
Unfavorable 30%
Not sure 29%

Q8 If the candidates for US Senate in 2012 were Republican Scott Brown and Democrat Mike Capuano, who would you vote for?

Scott Brown 52%
Mike Capuano..... 36%
Undecided..... 12%

Q9 If the candidates for US Senate in 2012 were Republican Scott Brown and Democrat Stephen Lynch, who would you vote for?

Scott Brown 49%
Stephen Lynch..... 30%
Undecided..... 20%

Q10 If the candidates for US Senate in 2012 were Republican Scott Brown and Democrat Ed Markey, who would you vote for?

Scott Brown 49%
Ed Markey..... 39%
Undecided..... 13%

Q11 If the candidates for US Senate in 2012 were Republican Scott Brown and Democrat Vicki Kennedy, who would you vote for?

Scott Brown 48%
Vicki Kennedy 41%
Undecided..... 11%





Q12 If the candidates for US Senate in 2012 were Republican Scott Brown and Democrat Deval Patrick, who would you vote for?

<i>Scott Brown</i>	49%
<i>Deval Patrick</i>	42%
<i>Undecided</i>	9%

Q13 Do you think Scott Brown is too liberal, too conservative, or about right?

<i>Too liberal</i>	9%
<i>Too conservative</i>	33%
<i>About right</i>	53%
<i>Not sure</i>	5%

Q14 Do you think the Republican Party is too liberal, too conservative, or about right?

<i>Too liberal</i>	10%
<i>Too conservative</i>	52%
<i>About right</i>	32%
<i>Not sure</i>	7%

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

<i>Liberal</i>	24%
<i>Moderate</i>	51%
<i>Conservative</i>	25%

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

<i>Woman</i>	54%
<i>Man</i>	46%

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.

<i>Democrat</i>	42%
<i>Republican</i>	20%
<i>Independent/Other</i>	38%

Q18 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	86%
<i>African-American</i>	7%
<i>Other</i>	7%

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.

<i>18 to 29</i>	9%
<i>30 to 45</i>	29%
<i>46 to 65</i>	42%
<i>Older than 65</i>	20%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Patrick Approval				
Approve	45%	78%	45%	16%
Disapprove	45%	12%	45%	78%
Not sure	9%	10%	10%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
Kerry Approval				
Approve	50%	81%	53%	13%
Disapprove	43%	8%	40%	80%
Not sure	7%	10%	6%	7%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown Approval				
Approve	53%	27%	56%	71%
Disapprove	29%	50%	27%	14%
Not sure	18%	23%	17%	15%

	Base	Ideology		
		Liberal	Moderate	Conservative
Capuano Favorability				
Favorable	26%	39%	29%	9%
Unfavorable	27%	11%	24%	46%
Not sure	47%	50%	47%	45%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Lynch Favorability				
Favorable	23%	18%	25%	26%
Unfavorable	26%	25%	25%	31%
Not sure	50%	58%	50%	43%

	Base	Ideology		
		Liberal	Moderate	Conservative
Markey Favorability				
Favorable	33%	59%	34%	7%
Unfavorable	30%	2%	27%	61%
Not sure	37%	38%	38%	33%

	Base	Ideology		
		Liberal	Moderate	Conservative
V. Kennedy Favorability				
Favorable	40%	65%	45%	8%
Unfavorable	30%	6%	23%	67%
Not sure	29%	29%	32%	26%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Capuano				
Scott Brown	52%	15%	53%	83%
Mike Capuano	36%	67%	35%	10%
Undecided	12%	18%	11%	8%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Lynch				
Scott Brown	49%	17%	50%	79%
Stephen Lynch	30%	51%	31%	10%
Undecided	20%	32%	20%	11%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Markey				
Scott Brown	49%	14%	48%	83%
Ed Markey	39%	71%	38%	9%
Undecided	13%	15%	14%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Kennedy				
Scott Brown	48%	13%	48%	83%
Vicki Kennedy	41%	71%	43%	8%
Undecided	11%	16%	10%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Patrick				
Scott Brown	49%	14%	49%	82%
Deval Patrick	42%	76%	41%	13%
Undecided	9%	10%	10%	5%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown Ideology				
Too liberal	9%	4%	7%	17%
Too conservative	33%	68%	31%	3%
About right	53%	22%	57%	73%
Not sure	5%	6%	4%	7%

	Base	Ideology		
		Liberal	Moderate	Conservative
GOP Ideology				
Too liberal	10%	4%	7%	19%
Too conservative	52%	87%	59%	6%
About right	32%	5%	28%	65%
Not sure	7%	4%	6%	10%

	Base	Gender	
		Woman	Man
Patrick Approval			
Approve	45%	50%	40%
Disapprove	45%	38%	54%
Not sure	9%	12%	6%

	Base	Gender	
		Woman	Man
Kerry Approval			
Approve	50%	56%	41%
Disapprove	43%	33%	55%
Not sure	7%	11%	3%





Crosstabs

	Base	Gender	
		Woman	Man
Brown Approval			
Approve	53%	48%	58%
Disapprove	29%	32%	26%
Not sure	18%	20%	16%

	Base	Gender	
		Woman	Man
Capuano Favorability			
Favorable	26%	24%	29%
Unfavorable	27%	19%	36%
Not sure	47%	57%	35%

	Base	Gender	
		Woman	Man
Lynch Favorability			
Favorable	23%	20%	27%
Unfavorable	26%	21%	32%
Not sure	50%	58%	41%

	Base	Gender	
		Woman	Man
Markey Favorability			
Favorable	33%	33%	34%
Unfavorable	30%	22%	39%
Not sure	37%	44%	28%





Crosstabs

	Base	Gender	
		Woman	Man
V. Kennedy Favorability			
Favorable	40%	46%	34%
Unfavorable	30%	24%	37%
Not sure	29%	30%	28%

	Base	Gender	
		Woman	Man
Brown/Capuano			
Scott Brown	52%	46%	58%
Mike Capuano	36%	41%	31%
Undecided	12%	13%	11%

	Base	Gender	
		Woman	Man
Brown/Lynch			
Scott Brown	49%	45%	54%
Stephen Lynch	30%	32%	28%
Undecided	20%	23%	18%

	Base	Gender	
		Woman	Man
Brown/Markey			
Scott Brown	49%	45%	53%
Ed Markey	39%	39%	38%
Undecided	13%	16%	8%





Crosstabs

	Base	Gender	
		Woman	Man
Brown/Kennedy			
Scott Brown	48%	42%	56%
Vicki Kennedy	41%	44%	37%
Undecided	11%	14%	7%

	Base	Gender	
		Woman	Man
Brown/Patrick			
Scott Brown	49%	41%	58%
Deval Patrick	42%	47%	36%
Undecided	9%	11%	6%

	Base	Gender	
		Woman	Man
Brown Ideology			
Too liberal	9%	9%	9%
Too conservative	33%	34%	31%
About right	53%	51%	55%
Not sure	5%	6%	5%

	Base	Gender	
		Woman	Man
GOP Ideology			
Too liberal	10%	9%	10%
Too conservative	52%	56%	48%
About right	32%	27%	37%
Not sure	7%	8%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Patrick Approval				
Approve	45%	70%	10%	36%
Disapprove	45%	21%	79%	55%
Not sure	9%	9%	10%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Kerry Approval				
Approve	50%	74%	14%	41%
Disapprove	43%	17%	78%	53%
Not sure	7%	9%	7%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Approval				
Approve	53%	35%	74%	61%
Disapprove	29%	41%	13%	25%
Not sure	18%	24%	12%	14%

	Base	Party		
		Democrat	Republican	Independent/Other
Capuano Favorability				
Favorable	26%	41%	11%	18%
Unfavorable	27%	15%	37%	34%
Not sure	47%	44%	52%	48%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Lynch Favorability				
Favorable	23%	25%	19%	24%
Unfavorable	26%	22%	31%	29%
Not sure	50%	54%	50%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
Markey Favorability				
Favorable	33%	47%	12%	29%
Unfavorable	30%	12%	55%	37%
Not sure	37%	41%	33%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
V. Kennedy Favorability				
Favorable	40%	63%	12%	30%
Unfavorable	30%	8%	62%	38%
Not sure	29%	29%	26%	32%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Capuano				
Scott Brown	52%	28%	87%	59%
Mike Capuano	36%	58%	7%	28%
Undecided	12%	14%	7%	13%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Lynch				
Scott Brown	49%	25%	87%	58%
Stephen Lynch	30%	48%	5%	24%
Undecided	20%	28%	9%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Markey				
Scott Brown	49%	25%	85%	57%
Ed Markey	39%	64%	7%	27%
Undecided	13%	12%	8%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Kennedy				
Scott Brown	48%	22%	86%	59%
Vicki Kennedy	41%	69%	7%	26%
Undecided	11%	9%	7%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Patrick				
Scott Brown	49%	22%	89%	59%
Deval Patrick	42%	70%	5%	30%
Undecided	9%	8%	7%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Ideology				
Too liberal	9%	6%	15%	9%
Too conservative	33%	50%	7%	27%
About right	53%	35%	76%	60%
Not sure	5%	8%	2%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
GOP Ideology				
Too liberal	10%	6%	17%	9%
Too conservative	52%	72%	15%	50%
About right	32%	13%	66%	35%
Not sure	7%	9%	2%	6%

	Base	Race		
		White	African-American	Other
Patrick Approval				
Approve	45%	44%	54%	59%
Disapprove	45%	47%	38%	26%
Not sure	9%	9%	8%	15%

	Base	Race		
		White	African-American	Other
Kerry Approval				
Approve	50%	49%	54%	50%
Disapprove	43%	45%	31%	35%
Not sure	7%	6%	15%	15%





Crosstabs

	Base	Race		
		White	African-American	Other
Brown Approval				
Approve	53%	55%	38%	35%
Disapprove	29%	30%	15%	41%
Not sure	18%	15%	46%	24%

	Base	Race		
		White	African-American	Other
Capuano Favorability				
Favorable	26%	23%	46%	45%
Unfavorable	27%	28%	23%	12%
Not sure	47%	49%	31%	42%

	Base	Race		
		White	African-American	Other
Lynch Favorability				
Favorable	23%	24%	23%	12%
Unfavorable	26%	26%	23%	30%
Not sure	50%	49%	54%	58%

	Base	Race		
		White	African-American	Other
Markey Favorability				
Favorable	33%	32%	38%	44%
Unfavorable	30%	31%	23%	21%
Not sure	37%	37%	38%	35%





Crosstabs

	Base	Race		
		White	African-American	Other
V. Kennedy Favorability				
Favorable	40%	39%	54%	50%
Unfavorable	30%	33%	15%	15%
Not sure	29%	29%	31%	35%

	Base	Race		
		White	African-American	Other
Brown/Capuano				
Scott Brown	52%	55%	31%	32%
Mike Capuano	36%	34%	46%	53%
Undecided	12%	11%	23%	15%

	Base	Race		
		White	African-American	Other
Brown/Lynch				
Scott Brown	49%	52%	31%	29%
Stephen Lynch	30%	29%	38%	38%
Undecided	20%	19%	31%	32%

	Base	Race		
		White	African-American	Other
Brown/Markey				
Scott Brown	49%	52%	31%	24%
Ed Markey	39%	36%	62%	47%
Undecided	13%	12%	8%	29%





Crosstabs

	Base	Race		
		White	African-American	Other
Brown/Kennedy				
Scott Brown	48%	52%	31%	26%
Vicki Kennedy	41%	39%	62%	44%
Undecided	11%	10%	8%	29%

	Base	Race		
		White	African-American	Other
Brown/Patrick				
Scott Brown	49%	53%	31%	24%
Deval Patrick	42%	39%	62%	56%
Undecided	9%	8%	8%	21%

	Base	Race		
		White	African-American	Other
Brown Ideology				
Too liberal	9%	9%	-	15%
Too conservative	33%	31%	46%	38%
About right	53%	55%	46%	35%
Not sure	5%	5%	8%	12%

	Base	Race		
		White	African-American	Other
GOP Ideology				
Too liberal	10%	9%	8%	12%
Too conservative	52%	50%	69%	62%
About right	32%	34%	15%	15%
Not sure	7%	6%	8%	12%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Patrick Approval					
Approve	45%	59%	39%	50%	40%
Disapprove	45%	35%	51%	42%	50%
Not sure	9%	7%	10%	9%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kerry Approval					
Approve	50%	57%	49%	52%	43%
Disapprove	43%	34%	43%	44%	44%
Not sure	7%	9%	8%	4%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Approval					
Approve	53%	50%	53%	55%	50%
Disapprove	29%	27%	28%	32%	28%
Not sure	18%	23%	20%	13%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Capuano Favorability					
Favorable	26%	30%	28%	26%	23%
Unfavorable	27%	26%	24%	31%	21%
Not sure	47%	44%	48%	43%	56%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Lynch Favorability					
Favorable	23%	20%	20%	29%	17%
Unfavorable	26%	26%	26%	28%	24%
Not sure	50%	54%	54%	43%	58%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Markey Favorability					
Favorable	33%	24%	25%	38%	39%
Unfavorable	30%	31%	33%	28%	30%
Not sure	37%	45%	42%	34%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
V. Kennedy Favorability					
Favorable	40%	48%	29%	44%	46%
Unfavorable	30%	22%	30%	30%	34%
Not sure	29%	31%	41%	25%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Capuano					
Scott Brown	52%	52%	50%	50%	57%
Mike Capuano	36%	37%	38%	41%	25%
Undecided	12%	11%	12%	10%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Lynch					
Scott Brown	49%	43%	48%	49%	54%
Stephen Lynch	30%	33%	34%	30%	23%
Undecided	20%	24%	18%	20%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Markey					
Scott Brown	49%	58%	49%	46%	48%
Ed Markey	39%	31%	34%	42%	41%
Undecided	13%	11%	17%	11%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Kennedy					
Scott Brown	48%	48%	46%	48%	54%
Vicki Kennedy	41%	43%	38%	43%	39%
Undecided	11%	9%	16%	10%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Patrick					
Scott Brown	49%	45%	51%	46%	55%
Deval Patrick	42%	48%	38%	47%	34%
Undecided	9%	7%	11%	7%	11%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Ideology					
Too liberal	9%	13%	9%	9%	9%
Too conservative	33%	26%	40%	34%	24%
About right	53%	54%	47%	54%	58%
Not sure	5%	7%	4%	4%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Ideology					
Too liberal	10%	20%	9%	8%	9%
Too conservative	52%	38%	55%	56%	46%
About right	32%	34%	28%	31%	38%
Not sure	7%	9%	8%	5%	7%

