

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**

Warren gains 7 points on Brown in a month, takes 2 point lead

Raleigh, N.C. – Things have been going Elizabeth Warren's way in the Massachusetts Senate race over the last month. She's gained 7 points and now leads Scott Brown 48-46 after trailing him by a 49-44 margin on our last poll.

Warren's gaining because Democratic voters are coming back into the fold. Last month she led only 73-20 with Democrats. Now she's up 81-13. That explains basically the entire difference between the two polls. There are plenty of Democrats who like Scott Brown- 29% approve of him- but fewer are now willing to vote for him. That's probably because of another finding on our poll- 53% of voters want Democrats to have control of the Senate compared to only 36% who want Republicans in charge. More and more Democrats who may like Brown are shifting to Warren because they don't like the prospect of a GOP controlled Senate.

Brown's approval numbers have actually improved since our poll last month. 55% of voters approve of him to 34% who disapprove. He continues to dominate the race with independents, leading 56-35, and he's taking 94% of the Republican vote. 56% of voters think he's ideologically 'about right' to only 29% who think he's too conservative. And 49% consider him to be more an 'independent voice for Massachusetts' than the 40% who think he's more a 'partisan voice for the national Republican Party.' Brown continues to be one of the more popular Senators in the country and he's doing what he needs to do in this campaign, but his party label may end up being more than he can overcome.

Warren's image has seen some improvement in the last month. She has a +8 net favorability at 51/43, up 5 points from last month when she was at 46/43. That reverses the trend of her numbers falling in every poll we'd done this year up until now. Again the difference is Democrats becoming more enthusiastic about her. She's gone from a 75/16 spread with them last month now up to an 81/12 one.

“The Massachusetts Senate race remains a toss up,” said Dean Debnam, President of Public Policy Polling. “But the momentum is clearly on Elizabeth Warren’s side now.”

PPP surveyed 876 likely Massachusetts voters from September 13th to 16th. The margin of error for the overall survey is +/-3.3%. 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 55%
Disapprove..... 34%
Not sure 12%

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

Favorable..... 51%
Unfavorable 43%
Not sure 6%

Q3 The candidates for Senate this fall are Democrat Elizabeth Warren and Republican Scott Brown. If the election was today, who would you vote for?

Elizabeth Warren 48%
Scott Brown 46%
Undecided..... 6%

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

Too liberal 7%
Too conservative..... 29%
About right 56%
Not sure 8%

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

Too liberal 44%
Too conservative..... 2%
About right 49%
Not sure..... 5%

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

Too liberal 11%
Too conservative..... 56%
About right 26%
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..... 7%
About right 43%
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 40%
Not sure 12%

Q9 Do you have a higher opinion of Scott Brown or John Kerry?

Scott Brown 46%
John Kerry 44%
Like both equally 6%
Not sure 4%

Q10 Would you rather that Democrats or Republicans had control of the US Senate?

Democrats 53%
Republicans 37%
Not sure 10%





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>	21%
<i>Moderate</i>	35%
<i>Somewhat conservative</i>	23%
<i>Very conservative</i>	8%

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

<i>Woman</i>	50%
<i>Man</i>	50%

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>	17%
<i>Independent/Other</i>	45%

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

<i>White</i>	84%
<i>Other</i>	16%

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>	9%
<i>30 to 45</i>	21%
<i>46 to 65</i>	48%
<i>Older than 65</i>	22%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brown Approval						
Approve	55%	15%	30%	60%	81%	84%
Disapprove	34%	69%	55%	26%	13%	12%
Not sure	12%	16%	15%	14%	6%	5%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Warren Favorability						
Favorable	51%	87%	83%	52%	16%	6%
Unfavorable	43%	9%	15%	39%	77%	92%
Not sure	6%	5%	2%	9%	8%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Warren/Brown						
Elizabeth Warren	48%	90%	81%	44%	15%	5%
Scott Brown	46%	8%	15%	44%	82%	92%
Undecided	6%	3%	4%	12%	3%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Brown Ideology						
Too liberal	7%	3%	2%	7%	6%	33%
Too conservative	29%	64%	52%	24%	7%	5%
About right	56%	21%	36%	63%	80%	61%
Not sure	8%	12%	10%	7%	7%	2%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Warren Ideology						
Too liberal	44%	13%	15%	38%	77%	94%
Too conservative	2%	5%	2%	1%	2%	-
About right	49%	80%	80%	52%	16%	5%
Not sure	5%	2%	3%	9%	6%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
GOP Ideology						
Too liberal	11%	2%	4%	11%	11%	41%
Too conservative	56%	78%	84%	60%	27%	8%
About right	26%	9%	9%	21%	51%	47%
Not sure	8%	11%	3%	8%	11%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Dem Ideology						
Too liberal	45%	9%	13%	45%	77%	95%
Too conservative	7%	25%	9%	5%	3%	-
About right	43%	61%	75%	44%	16%	4%
Not sure	4%	5%	2%	6%	4%	2%

	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%	11%	27%	52%	71%	88%
A partisan voice for the national Republican Party	40%	72%	64%	35%	18%	9%
Not sure	12%	18%	9%	13%	11%	3%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Higher Opinion of Brown or Kerry?						
Scott Brown	46%	9%	14%	44%	83%	94%
John Kerry	44%	83%	76%	40%	13%	3%
Like both equally	6%	4%	8%	11%	1%	-
Not sure	4%	4%	2%	5%	4%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Rather Dems or GOP Controlled Sen.?						
Democrats	53%	89%	84%	53%	21%	3%
Republicans	37%	4%	10%	30%	72%	93%
Not sure	10%	6%	6%	17%	7%	4%

	Base	Gender	
		Woman	Man
Brown Approval			
Approve	55%	48%	61%
Disapprove	34%	36%	31%
Not sure	12%	16%	8%

	Base	Gender	
		Woman	Man
Warren Favorability			
Favorable	51%	61%	42%
Unfavorable	43%	33%	53%
Not sure	6%	7%	6%





Crosstabs

	Base	Gender	
		Woman	Man
Warren/Brown			
Elizabeth Warren	48%	56%	39%
Scott Brown	46%	36%	55%
Undecided	6%	7%	6%

	Base	Gender	
		Woman	Man
Brown Ideology			
Too liberal	7%	6%	9%
Too conservative	29%	30%	29%
About right	56%	55%	56%
Not sure	8%	10%	6%

	Base	Gender	
		Woman	Man
Warren Ideology			
Too liberal	44%	32%	55%
Too conservative	2%	2%	2%
About right	49%	58%	40%
Not sure	5%	7%	4%

	Base	Gender	
		Woman	Man
GOP Ideology			
Too liberal	11%	9%	13%
Too conservative	56%	56%	55%
About right	26%	25%	27%
Not sure	8%	11%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Dem Ideology			
Too liberal	45%	33%	57%
Too conservative	7%	6%	8%
About right	43%	54%	33%
Not sure	4%	7%	2%

	Base	Gender	
		Woman	Man
Brown Independent Voice for MA or Partisan for Nat. GOP?			
An independent voice for Massachusetts	49%	42%	56%
A partisan voice for the national Republican Party	40%	44%	36%
Not sure	12%	15%	9%

	Base	Gender	
		Woman	Man
Higher Opinion of Brown or Kerry?			
Scott Brown	46%	37%	55%
John Kerry	44%	52%	37%
Like both equally	6%	9%	4%
Not sure	4%	3%	4%

	Base	Gender	
		Woman	Man
Rather Dems or GOP Controlled Sen.?			
Democrats	53%	62%	44%
Republicans	37%	30%	45%
Not sure	10%	9%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Approval				
Approve	55%	29%	92%	62%
Disapprove	34%	56%	4%	25%
Not sure	12%	15%	4%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Warren Favorability				
Favorable	51%	81%	6%	42%
Unfavorable	43%	12%	91%	51%
Not sure	6%	6%	3%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Warren/Brown				
Elizabeth Warren	48%	81%	5%	35%
Scott Brown	46%	13%	94%	56%
Undecided	6%	6%	1%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Ideology				
Too liberal	7%	5%	11%	7%
Too conservative	29%	53%	5%	19%
About right	56%	30%	84%	66%
Not sure	8%	12%	1%	7%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Warren Ideology				
Too liberal	44%	15%	87%	52%
Too conservative	2%	3%	1%	2%
About right	49%	78%	8%	40%
Not sure	5%	4%	4%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
GOP Ideology				
Too liberal	11%	8%	14%	12%
Too conservative	56%	71%	29%	52%
About right	26%	11%	54%	29%
Not sure	8%	10%	2%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Dem Ideology				
Too liberal	45%	15%	91%	55%
Too conservative	7%	9%	2%	7%
About right	43%	71%	4%	33%
Not sure	4%	5%	3%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Independent Voice for MA or Partisan for Nat. GOP?				
An independent voice for Massachusetts	49%	24%	86%	57%
A partisan voice for the national Republican Party	40%	61%	9%	32%
Not sure	12%	15%	5%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Higher Opinion of Brown or Kerry?				
Scott Brown	46%	14%	95%	56%
John Kerry	44%	75%	3%	33%
Like both equally	6%	7%	1%	8%
Not sure	4%	4%	1%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Rather Dems or GOP Controlled Sen.?				
Democrats	53%	87%	6%	40%
Republicans	37%	8%	91%	43%
Not sure	10%	5%	3%	16%

	Base	Race	
		White	Other
Brown Approval			
Approve	55%	55%	50%
Disapprove	34%	34%	31%
Not sure	12%	11%	18%

	Base	Race	
		White	Other
Warren Favorability			
Favorable	51%	51%	50%
Unfavorable	43%	44%	38%
Not sure	6%	5%	12%





Crosstabs

	Base	Race	
		White	Other
Warren/Brown			
Elizabeth Warren	48%	48%	49%
Scott Brown	46%	47%	41%
Undecided	6%	6%	10%

	Base	Race	
		White	Other
Brown Ideology			
Too liberal	7%	7%	7%
Too conservative	29%	31%	20%
About right	56%	55%	59%
Not sure	8%	6%	14%

	Base	Race	
		White	Other
Warren Ideology			
Too liberal	44%	44%	43%
Too conservative	2%	2%	1%
About right	49%	49%	48%
Not sure	5%	5%	7%

	Base	Race	
		White	Other
GOP Ideology			
Too liberal	11%	9%	16%
Too conservative	56%	59%	41%
About right	26%	25%	29%
Not sure	8%	6%	14%





Crosstabs

	Base	Race	
		White	Other
Dem Ideology			
Too liberal	45%	47%	40%
Too conservative	7%	7%	6%
About right	43%	42%	46%
Not sure	4%	4%	8%

	Base	Race	
		White	Other
Brown Independent Voice for MA or Partisan for Nat. GOP?			
An independent voice for Massachusetts	49%	49%	49%
A partisan voice for the national Republican Party	40%	40%	38%
Not sure	12%	11%	13%

	Base	Race	
		White	Other
Higher Opinion of Brown or Kerry?			
Scott Brown	46%	47%	42%
John Kerry	44%	44%	44%
Like both equally	6%	6%	6%
Not sure	4%	3%	8%

	Base	Race	
		White	Other
Rather Dems or GOP Controlled Sen.?			
Democrats	53%	53%	52%
Republicans	37%	39%	31%
Not sure	10%	9%	17%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Approval					
Approve	55%	53%	56%	54%	56%
Disapprove	34%	33%	30%	35%	34%
Not sure	12%	13%	14%	11%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren Favorability					
Favorable	51%	53%	44%	54%	51%
Unfavorable	43%	40%	49%	41%	42%
Not sure	6%	7%	6%	6%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren/Brown					
Elizabeth Warren	48%	50%	43%	49%	49%
Scott Brown	46%	47%	49%	44%	46%
Undecided	6%	3%	8%	7%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Ideology					
Too liberal	7%	7%	8%	7%	6%
Too conservative	29%	30%	23%	34%	25%
About right	56%	63%	62%	50%	58%
Not sure	8%	-	7%	8%	11%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren Ideology					
Too liberal	44%	38%	56%	40%	42%
Too conservative	2%	-	-	2%	5%
About right	49%	50%	42%	52%	48%
Not sure	5%	12%	2%	6%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
GOP Ideology					
Too liberal	11%	8%	16%	9%	10%
Too conservative	56%	48%	59%	61%	44%
About right	26%	32%	16%	26%	35%
Not sure	8%	12%	10%	4%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Dem Ideology					
Too liberal	45%	40%	53%	45%	42%
Too conservative	7%	8%	7%	8%	5%
About right	43%	44%	37%	43%	47%
Not sure	4%	8%	4%	3%	6%

	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%	40%	54%	49%	49%
A partisan voice for the national Republican Party	40%	36%	45%	40%	35%
Not sure	12%	24%	2%	11%	17%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Higher Opinion of Brown or Kerry?					
Scott Brown	46%	50%	48%	43%	49%
John Kerry	44%	42%	48%	44%	40%
Like both equally	6%	8%	2%	8%	7%
Not sure	4%	-	2%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Rather Dems or GOP Controlled Sen.?					
Democrats	53%	46%	50%	55%	52%
Republicans	37%	38%	41%	35%	39%
Not sure	10%	17%	9%	10%	10%

