



From: Tom Jensen, Director of Public Policy Polling

To: Interested Parties

Subject: Warren takes largest lead yet in Massachusetts Senate race

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A new Public Policy Polling survey in Massachusetts finds Elizabeth Warren with her biggest lead in the race to date, 53-44 over Republican incumbent Scott Brown. Warren's gained three points since last week we found her ahead 50-44.

Key findings from the survey include:

-Brown's approval rating has dipped to just 46%, with 45% of voters unhappy with his job performance. Meanwhile Warren's favorability numbers continue improving as the campaign progresses. 52% of voters now have a positive opinion of her to just 43% with a negative one.

-Warren is now leading Brown with both women (55-40) and men (50-48). She also has the advantage with voters in every age group. She's cut Brown's lead with independents almost in half over the last two months, from 26 points in August to now just 15 points. And she has the Democratic base pretty unified around her with 81% planning to vote for her compared to only 14% who are siding with Brown.

-Barack Obama leads the Presidential race in the state 57-39, a small improvement from last week when he led only 55-41. He's winning over 16% of the Republican vote in the state, more than Mitt Romney's 11% share with Democrats.

PPP interviewed 709 likely Massachusetts voters on October 15th and 16th on behalf of the League of Conservation Voters. The margin of error is +/-3.7%





Massachusetts Survey Results

Q1 The candidates for President are Democrat Barack Obama and Republican Mitt Romney. If the election was today, who would you vote for?

Barack Obama 57%
Mitt Romney 39%
Undecided 3%

Q2 Do you approve or disapprove of Senator Scott Brown's job performance?

Approve 46%
Disapprove 45%
Not sure 8%

Q3 Do you have a favorable or unfavorable opinion of Elizabeth Warren?

Favorable 52%
Unfavorable 43%
Not sure 5%

Q4 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 53%
Scott Brown 44%
Undecided 3%

Q5 Who did you vote for President in 2008?

John McCain 31%
Barack Obama 61%
Someone else/Don't remember 8%

Q6 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man 46%

Q7 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 42%
Republican 16%
Independent/Other 42%

Q8 If you are white, press 1. If other, press 2.

White 82%
Other 18%

Q9 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 12%
30 to 45 25%
46 to 65 39%
Older than 65 23%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Obama/Romney				
Barack Obama	57%	9%	85%	32%
Mitt Romney	39%	90%	12%	53%
Undecided	3%	1%	3%	15%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Brown Approval				
Approve	46%	88%	23%	62%
Disapprove	45%	9%	67%	25%
Not sure	8%	3%	11%	13%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Warren Favorability				
Favorable	52%	11%	75%	32%
Unfavorable	43%	85%	20%	59%
Not sure	5%	4%	4%	8%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Warren/Brown				
Elizabeth Warren	53%	10%	77%	32%
Scott Brown	44%	89%	19%	58%
Undecided	3%	2%	4%	10%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	57%	60%	54%
Mitt Romney	39%	36%	44%
Undecided	3%	4%	2%

	Base	Gender	
		Woman	Man
Brown Approval			
Approve	46%	43%	50%
Disapprove	45%	47%	43%
Not sure	8%	10%	7%

	Base	Gender	
		Woman	Man
Warren Favorability			
Favorable	52%	54%	49%
Unfavorable	43%	41%	47%
Not sure	5%	5%	4%

	Base	Gender	
		Woman	Man
Warren/Brown			
Elizabeth Warren	53%	55%	50%
Scott Brown	44%	40%	48%
Undecided	3%	5%	2%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	57%	88%	16%	43%
Mitt Romney	39%	11%	82%	51%
Undecided	3%	1%	2%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Approval				
Approve	46%	21%	89%	54%
Disapprove	45%	67%	9%	38%
Not sure	8%	12%	2%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Warren Favorability				
Favorable	52%	78%	12%	42%
Unfavorable	43%	16%	83%	55%
Not sure	5%	6%	5%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
Warren/Brown				
Elizabeth Warren	53%	81%	11%	41%
Scott Brown	44%	14%	88%	56%
Undecided	3%	4%	0%	4%





Crosstabs

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	57%	55%	67%
Mitt Romney	39%	42%	29%
Undecided	3%	3%	4%

	Base	Race	
		White	Other
Brown Approval			
Approve	46%	48%	39%
Disapprove	45%	45%	47%
Not sure	8%	7%	14%

	Base	Race	
		White	Other
Warren Favorability			
Favorable	52%	50%	62%
Unfavorable	43%	45%	34%
Not sure	5%	5%	4%

	Base	Race	
		White	Other
Warren/Brown			
Elizabeth Warren	53%	51%	63%
Scott Brown	44%	47%	29%
Undecided	3%	3%	8%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	57%	64%	57%	58%	53%
Mitt Romney	39%	32%	38%	40%	44%
Undecided	3%	4%	5%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Approval					
Approve	46%	52%	43%	46%	47%
Disapprove	45%	40%	49%	45%	45%
Not sure	8%	8%	8%	9%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren Favorability					
Favorable	52%	40%	55%	55%	48%
Unfavorable	43%	56%	38%	41%	46%
Not sure	5%	4%	7%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Warren/Brown					
Elizabeth Warren	53%	52%	56%	53%	49%
Scott Brown	44%	48%	38%	44%	47%
Undecided	3%	-	5%	3%	4%

