

FOR IMMEDIATE RELEASE

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Senate Race Competitive

Raleigh, N.C. – The race to replace Ted Kennedy in the US Senate is looking like a toss up, with Republican Scott Brown up 48-47 on Martha Coakley.

Brown is benefiting from depressed Democratic interest in the election and a huge lead among independents for his surprisingly strong standing. Those planning to vote in the special election only report having voted for Barack Obama in 2008 by a 16 point margin, in contrast to his actual 26 point victory in the state.

That decline in turnout from Obama voters plagued Democratic candidates for Governor in Virginia and New Jersey last fall. Beyond that 66% of Republicans say they're 'very excited' about turning out while only 48% of Democrats express that sentiment.

Brown leads 63-31 with independents and is winning 17% of the Democratic vote while Coakley receives only 6% support from GOP voters. Both candidates are relatively popular, with 57% viewing Brown favorably to only 25% unfavorable and 50% with a positive opinion of Coakley to 42% negative.

Those folks planning to vote in the special election are actually opposed to Obama's health care plan by a 47/41 margin and only narrowly express approval of the President's overall job performance 44/43.

"The Massachusetts Senate race is shaping up as a potential disaster for Democrats," said Dean Debnam, President of Public Policy Polling. "Martha Coakley's complacent campaign has put Scott Brown in a surprisingly strong position and she will need to step it up in the final week to win a victory once thought inevitable."

PPP surveyed 744 likely Massachusetts voters from January 7th to 9th. The margin of error is +/-3.6%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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Massachusetts Survey Results

Q1 The candidates for US Senate are Republican Scott Brown and Democrat Martha Coakley. If the election was today, who would you vote for? If Scott Brown, press 1. If Martha Coakley, press 2. If you're undecided, press 3.

Brown 48%
Coakley..... 47%
Undecided..... 6%

Q2 Do you have a favorable or unfavorable opinion of Scott Brown? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 57%
Unfavorable 25%
Not Sure..... 17%

Q3 Do you have a favorable or unfavorable opinion of Martha Coakley? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 50%
Unfavorable 42%
Not Sure..... 9%

Q4 How excited are you about casting your vote in the Senate election? If you are very excited, press 1. If somewhat excited, press 2. If not very excited, press 3. If you're not sure, press 4.

Very Excited..... 51%
Somewhat Excited..... 30%
Not Very Excited..... 17%
Not Sure..... 3%

Q5 Do you approve or disapprove of Barack Obama's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve 44%
Disapprove..... 43%
Not Sure..... 13%

Q6 Do you support or oppose President Obama's health care plan, or do you not have an opinion? If you support it, press 1. If you oppose it, press 2. If you don't have an opinion, press 3.

Support 41%
Oppose 47%
No Opinion..... 12%

Q7 Do you have a favorable or unfavorable opinion of the Democrats in Congress? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 33%
Unfavorable 55%
Not Sure..... 13%

Q8 Do you have a favorable or unfavorable opinion of the Republicans in Congress? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable..... 21%
Unfavorable 59%
Not Sure..... 20%





Q9 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

McCain..... 38%
Obama..... 54%
Someone Else/Don't Remember..... 7%

Q10 If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 26%
Moderate..... 47%
Conservative..... 27%

Q11 If you are a woman, press 1, if a man, press 2.

Woman 52%
Man..... 48%

Q12 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 44%
Republican..... 17%
Independent/Other..... 39%

Q13 If you are white, press 1. If African American, press 2. If Hispanic, press 3. If other, press 4.

White 83%
African American 9%
Hispanic..... 5%
Other..... 4%

Q14 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

18 to 29..... 11%
30 to 45..... 18%
46 to 65..... 48%
Older than 65..... 23%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Brown/Coakley				
Brown	48%	90%	15%	69%
Coakley	47%	7%	79%	17%
Undecided	6%	3%	7%	14%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Brown Favorability				
Favorable	57%	92%	30%	75%
Unfavorable	25%	3%	44%	7%
Not Sure	17%	5%	26%	18%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Coakley Favorability				
Favorable	50%	16%	76%	24%
Unfavorable	42%	76%	16%	53%
Not Sure	9%	7%	7%	23%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Vote Excitement				
Very Excited	51%	62%	44%	40%
Somewhat Excited	30%	26%	33%	28%
Not Very Excited	17%	10%	20%	24%
Not Sure	3%	2%	3%	8%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Obama Approval				
Approve	44%	5%	75%	11%
Disapprove	43%	85%	13%	55%
Not Sure	13%	10%	12%	35%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Health Care Plan				
Support	41%	3%	73%	12%
Oppose	47%	91%	13%	67%
No Opinion	12%	6%	14%	21%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Congressional Dems				
Favorable	33%	3%	58%	10%
Unfavorable	55%	91%	25%	75%
Not Sure	13%	7%	17%	15%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Congressional GOP				
Favorable	21%	41%	7%	19%
Unfavorable	59%	36%	77%	52%
Not Sure	20%	23%	16%	29%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Coakley				
Brown	48%	13%	49%	79%
Coakley	47%	86%	42%	16%
Undecided	6%	1%	9%	5%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown Favorability				
Favorable	57%	22%	62%	84%
Unfavorable	25%	52%	21%	7%
Not Sure	17%	26%	17%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Coakley Favorability				
Favorable	50%	77%	51%	19%
Unfavorable	42%	16%	41%	70%
Not Sure	9%	7%	8%	12%

	Base	Ideology		
		Liberal	Moderate	Conservative
Vote Excitement				
Very Excited	51%	51%	45%	60%
Somewhat Excited	30%	28%	34%	25%
Not Very Excited	17%	21%	19%	8%
Not Sure	3%	0%	2%	6%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Obama Approval				
Approve	44%	77%	42%	15%
Disapprove	43%	11%	43%	76%
Not Sure	13%	12%	16%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Health Care Plan				
Support	41%	77%	38%	12%
Oppose	47%	12%	48%	79%
No Opinion	12%	11%	13%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
Congressional Dems				
Favorable	33%	63%	30%	9%
Unfavorable	55%	19%	57%	85%
Not Sure	13%	18%	14%	6%

	Base	Ideology		
		Liberal	Moderate	Conservative
Congressional GOP				
Favorable	21%	3%	18%	46%
Unfavorable	59%	81%	60%	35%
Not Sure	20%	16%	22%	19%





Crosstabs

	Base	Gender	
		Woman	Man
Brown/Coakley			
Brown	48%	42%	53%
Coakley	47%	52%	41%
Undecided	6%	6%	5%

	Base	Gender	
		Woman	Man
Brown Favorability			
Favorable	57%	51%	64%
Unfavorable	25%	26%	25%
Not Sure	17%	23%	12%

	Base	Gender	
		Woman	Man
Coakley Favorability			
Favorable	50%	56%	43%
Unfavorable	42%	34%	50%
Not Sure	9%	10%	8%

	Base	Gender	
		Woman	Man
Vote Excitement			
Very Excited	51%	51%	51%
Somewhat Excited	30%	28%	32%
Not Very Excited	17%	17%	16%
Not Sure	3%	4%	1%





Crosstabs

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	44%	46%	41%
Disapprove	43%	38%	49%
Not Sure	13%	16%	10%

	Base	Gender	
		Woman	Man
Health Care Plan			
Support	41%	45%	38%
Oppose	47%	42%	52%
No Opinion	12%	13%	10%

	Base	Gender	
		Woman	Man
Congressional Dems			
Favorable	33%	38%	28%
Unfavorable	55%	49%	60%
Not Sure	13%	13%	12%

	Base	Gender	
		Woman	Man
Congressional GOP			
Favorable	21%	19%	23%
Unfavorable	59%	57%	60%
Not Sure	20%	24%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Coakley				
Brown	48%	17%	90%	63%
Coakley	47%	77%	6%	31%
Undecided	6%	6%	4%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Favorability				
Favorable	57%	33%	90%	70%
Unfavorable	25%	42%	4%	16%
Not Sure	17%	25%	6%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Coakley Favorability				
Favorable	50%	75%	13%	36%
Unfavorable	42%	17%	78%	54%
Not Sure	9%	8%	9%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
Vote Excitement				
Very Excited	51%	48%	66%	47%
Somewhat Excited	30%	31%	20%	33%
Not Very Excited	17%	19%	10%	17%
Not Sure	3%	2%	4%	3%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	44%	70%	7%	30%
Disapprove	43%	19%	82%	54%
Not Sure	13%	11%	11%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Health Care Plan				
Support	41%	69%	4%	27%
Oppose	47%	20%	89%	59%
No Opinion	12%	10%	7%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Congressional Dems				
Favorable	33%	64%	5%	13%
Unfavorable	55%	24%	89%	72%
Not Sure	13%	13%	6%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
Congressional GOP				
Favorable	21%	10%	50%	21%
Unfavorable	59%	72%	36%	55%
Not Sure	20%	18%	14%	24%





Crosstabs

	Base	Race			
		White	African American	Hispanic	Other
Brown/Coakley					
Brown	48%	53%	14%	11%	51%
Coakley	47%	41%	79%	89%	42%
Undecided	6%	6%	7%	-	7%

	Base	Race			
		White	African American	Hispanic	Other
Brown Favorability					
Favorable	57%	62%	38%	22%	52%
Unfavorable	25%	23%	38%	44%	20%
Not Sure	17%	15%	25%	33%	27%

	Base	Race			
		White	African American	Hispanic	Other
Coakley Favorability					
Favorable	50%	45%	81%	78%	41%
Unfavorable	42%	46%	19%	11%	45%
Not Sure	9%	9%	-	11%	14%

	Base	Race			
		White	African American	Hispanic	Other
Vote Excitement					
Very Excited	51%	49%	63%	56%	59%
Somewhat Excited	30%	31%	31%	11%	16%
Not Very Excited	17%	17%	-	33%	20%
Not Sure	3%	2%	6%	-	5%





Crosstabs

	Base	Race			
		White	African American	Hispanic	Other
Obama Approval					
Approve	44%	39%	73%	78%	39%
Disapprove	43%	47%	20%	11%	45%
Not Sure	13%	14%	7%	11%	16%

	Base	Race			
		White	African American	Hispanic	Other
Health Care Plan					
Support	41%	36%	71%	78%	41%
Oppose	47%	51%	21%	11%	52%
No Opinion	12%	12%	7%	11%	7%

	Base	Race			
		White	African American	Hispanic	Other
Congressional Dems					
Favorable	33%	29%	64%	50%	25%
Unfavorable	55%	60%	18%	13%	63%
Not Sure	13%	10%	18%	38%	13%

	Base	Race			
		White	African American	Hispanic	Other
Congressional GOP					
Favorable	21%	23%	9%	13%	28%
Unfavorable	59%	59%	64%	50%	59%
Not Sure	20%	18%	27%	38%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Coakley					
Brown	48%	42%	48%	47%	50%
Coakley	47%	45%	46%	48%	45%
Undecided	6%	13%	6%	5%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Favorability					
Favorable	57%	53%	54%	57%	62%
Unfavorable	25%	38%	20%	26%	24%
Not Sure	17%	8%	26%	18%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Coakley Favorability					
Favorable	50%	56%	43%	50%	50%
Unfavorable	42%	32%	50%	40%	44%
Not Sure	9%	12%	7%	10%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Vote Excitement					
Very Excited	51%	45%	52%	51%	53%
Somewhat Excited	30%	35%	23%	30%	32%
Not Very Excited	17%	11%	22%	17%	14%
Not Sure	3%	10%	2%	2%	2%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	44%	46%	43%	44%	43%
Disapprove	43%	43%	42%	43%	45%
Not Sure	13%	11%	15%	13%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Health Care Plan					
Support	41%	41%	41%	43%	39%
Oppose	47%	48%	48%	46%	48%
No Opinion	12%	11%	11%	11%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Congressional Dems					
Favorable	33%	35%	30%	35%	28%
Unfavorable	55%	51%	54%	52%	63%
Not Sure	13%	14%	16%	13%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Congressional GOP					
Favorable	21%	21%	23%	20%	23%
Unfavorable	59%	57%	63%	56%	60%
Not Sure	20%	22%	14%	23%	17%

