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Subject: Brown makes bad first impression on New Hampshire voters

Date: April 10, 2014

A new PPP survey in New Hampshire finds that Scott Brown has made a very bad first impression on voters in the state over the last six months as he's geared up for his Senate campaign- he has poor favorability ratings and starts out trailing Jeanne Shaheen by an 8 point margin.

Key findings from the survey include:

-Only 35% of Granite State voters have a favorable opinion of Brown compared to 49% who see him negatively. PPP found voters in the state evenly divided on Brown at 40% in September, but since then he's seen a 14 point dip in his net favorability rating.

-Shaheen has seen her lead over Brown double since September and she's very close to the 50% mark despite more than a million dollars that has been spent against her, holding a 49/41 advantage. Shaheen leads with independents 45/39, and she's also winning 89% of the Democratic vote while only 78% of Republicans say they'll support Brown.

-Brown's unpopularity in New Hampshire stands in stark contrast to how voters felt about him in Massachusetts, where he sported a solid 52/36 approval rating even as he lost by 8 points to Elizabeth Warren in 2012. He's now facing an electorate that has a considerably dimmer view of him than the one that rejected him in his last campaign.

- Brown's record of voting to provide tax breaks to oil companies has already hurt him after being spotlighted in an LCV ad campaign in February, and has the potential to give him more headaches down the road. 61% of voters say they're less likely to vote for a candidate like him because of that compared to only 10% that consider it a positive.

PPP interviewed 1,034 New Hampshire voters on April 7th and 8th. The margin of error for the poll is +/-3.1%. This survey was conducted on behalf of the League of Conservation Voters.

