

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

McCain takes small Florida lead

Raleigh, N.C. – John McCain has retaken the lead in Florida, Public Policy Polling's newest survey shows.

Barack Obama had taken a small lead in June after trailing in PPP surveys of the state in March and January, but McCain now has a 47-44 advantage.

Obama earns just 76% of the Democratic vote, with the folks in his party supporting McCain disproportionately older white females.

"The Democrats crossing over to support John McCain are your prototypical Hillary Clinton supporters," said Dean Debnam, President of Public Policy Polling. "Barack Obama still has some work to do getting those folks on his side if he wants to have any chance of winning Florida."

The survey also shows tightening among Hispanic voters over the last month. Obama now leads by just three points with them after showing a 14 point advantage in the previous survey.

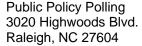
PPP continues to find Senator Mel Martinez with an abysmal approval rating, at 24% this month. If former Senator Bob Graham decided to make a comeback and challenge Martinez in 2010 it appears he would be a shoo in, as he leads 51-31 in a hypothetical match up.

Martinez also trails Congresswoman Debbie Wasserman Schultz 38-37 in a possible contest. Last month PPP showed Martinez would trail CFO Alex Sink and tie Congressman Robert Wexler in possible match ups.

PPP surveyed 807 likely voters from July 30th to August 2nd. The survey's margin of error is +/-3.5%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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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Florida Poll

Q1	The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3. McCain	Q5 Q6	If you are a woman, press 1, if a man, press 2. Woman
Q2	Do you approve or disapprove of Senator Mel Martinez's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3. Approve24% Not sure35% Disapprove40%	Q7	Republican
Q3	If the election for US Senate in 2010 was between Democrat Bob Graham and Republican Mel Martinez, who would you vote for? If Bob Graham, press 1. If Mel Martinez, press 2. If you're undecided, press 3. Graham	Q8	White
Q4	If the election for US Senate in 2010 was between Republican Mel Martinez and Democrat Debbie Wasserman Schultz, who would you vote for? If Mel Martinez, press 1. If Debbie Wasserman Schultz, press 2. If you're undecided, press 3. **Martinez** Martinez** Undecided** 25% **Schultz** Schultz** 38%		30 to 45





		Gender		
	Base	Woman	Man	
McCain/Obama				
McCain	47%	52%	43%	
Obama	44%	41%	48%	
Undecided	8%	7%	9%	

		Gender		
	Base	Woman	Man	
Martinez Approval				
Approve	24%	23%	26%	
Disapprove	40%	36%	45%	
Not sure	35%	42%	28%	

		Gender		
	Base	Woman	Man	
Graham/Martinez		-		
Graham	51%	48%	54%	
Martinez	31%	29%	32%	
Undecided	18%	22%	14%	

		Gender	
	Base	Woman	Man
Martinez/Schultz		-	
Martinez	37%	32%	42%
Schultz	38%	36%	40%
Undecided	25%	32%	18%





		Party		
	Base	Democrat	Republican	Other
McCain/Obama			•	
McCain	47%	16%	84%	43%
Obama	44%	76%	12%	43%
Undecided	8%	9%	5%	14%

		Party		
	Base	Democrat	Republican	Other
Martinez Approval		-		
Approve	24%	10%	42%	19%
Disapprove	40%	55%	23%	44%
Not sure	35%	35%	35%	37%

		Party			
	Base	Democrat	Republican	Other	
Graham/Martinez			•	='	
Graham	51%	75%	23%	58%	
Martinez	31%	12%	56%	20%	
Undecided	18%	14%	22%	22%	

		Party		
	Base	Democrat	Republican	Other
Martinez/Schultz		-		
Martinez	37%	13%	66%	30%
Schultz	38%	63%	9%	42%
Undecided	25%	24%	25%	28%





		Race			
	Base	Hispanic	White	Black	Other
McCain/Obama		•			
McCain	47%	45%	55%	15%	50%
Obama	44%	48%	36%	80%	41%
Undecided	8%	6%	9%	5%	9%

		Race			
	Base	Hispanic	White	Black	Other
Martinez Approval		-			
Approve	24%	30%	25%	15%	33%
Disapprove	40%	36%	40%	47%	44%
Not sure	35%	34%	35%	38%	23%

		Race			
	Base	Hispanic	White	Black	Other
Graham/Martinez		•			
Graham	51%	56%	48%	63%	45%
Martinez	31%	24%	35%	17%	39%
Undecided	18%	21%	18%	20%	16%

		Race				
	Base	Hispanic	White	Black	Other	
Martinez/Schultz		-				
Martinez	37%	32%	40%	23%	55%	
Schultz	38%	38%	35%	53%	27%	
Undecided	25%	30%	25%	23%	18%	





		Age			
	Base	18 to 29	30 to 45		Older than 65
McCain/Obama					-
McCain	47%	39%	47%	47%	56%
Obama	44%	55%	46%	45%	33%
Undecided	8%	6%	7%	8%	12%

		Age			
	Base	18 to 29	30 to 45		Older than 65
Martinez Approval					-
Approve	24%	28%	24%	24%	23%
Disapprove	40%	34%	37%	46%	38%
Not sure	35%	38%	39%	30%	39%

		Age			
	Base	18 to 29		46 to 65	Older than 65
Graham/Martinez					
Graham	51%	40%	52%	52%	56%
Martinez	31%	32%	28%	32%	30%
Undecided	18%	28%	20%	16%	14%

		Age			
	Base	18 to 29	30 to 45	46 to 65	Older than 65
Martinez/Schultz					
Martinez	37%	31%	36%	37%	41%
Schultz	38%	35%	35%	43%	36%
Undecided	25%	34%	29%	20%	24%

