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IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE

Obama Barely Ahead in Florida

Raleigh, N.C.-- President Obama's lead in the sunshine state has shrunk from 4 points over challenger Mitt Romney to 1 point, 48% to 47%, since PPP's last survey in the state, conducted in June. Romney has benefited from a significant spike in his favorability rating, from -14 to -3, while Obama's approval rating has turned upside down, reversing from a +3 rating in June to -3. This was PPP's first survey of the state conducted among likely voters.

Independent voters are responsible for much of the change in these numbers, as many have shifted sides in the last month and a half. While unaffiliated voters favored Obama by 9 points in June, they now favor Romney by 7, at 47% to 40%. This group has softened on Romney, who has experienced some pretty dismal favorability numbers this cycle, and now 42% have a favorable view of Romney compared to 48% who see him unfavorably.

Out of the possible Republican vice presidential candidates PPP tested, only two were able to bring Florida into Mitt Romney's column. Senator Marco Rubio brings the most to the Republican ticket, and flips the state's decision to 49% to 47% in favor of Romney. Condoleezza Rice also pulls Romney into the lead, but only by 1 point, 46% to 45%.

All the other potential VPs, the three now considered to be the most likely selections, either hurt the ticket or make no difference. Louisiana Governor Bobby Jindal, the most popular of these three at an even 29% to 29% favorability, brings Obama's lead to +3. Former Minnesota Governor Tim Pawlenty doesn't change the margin at all. Ohio Senator and former Bush aid Rob Portman, who brings the lowest net favorables (-9) and the lowest name recognition (45%) to the ticket, improves Obama's standing to +4.

"Florida looks like it will once again be among the closest states in the country with neither candidate having a clear advantage there," said Dean Debnam, President of Public Policy Polling.

PPP surveyed 871 likely Florida voters from July 26th to 29th. The margin of error for the 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.

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Florida Survey Results

Q1	Do you approve or disapprove of President Barack Obama's job performance?	Q7	If the Democratic ticket was Barack Obama for President and Joe Biden for Vice President,			
	Approve47%		and the Republican ticket was Mitt Romney President and Bobby Jindal for Vice Preside			
	Disapprove50%		which would you vote for?	,		
	Not sure		Obama-Biden	47%		
Q2	Do you have a favorable or unfavorable opinion of Mitt Romney?		Romney-Jindal			
	Favorable46%	Q8	Undecided Do you have a favorable or unfavorable opin			
	Unfavorable49%	QO	of Tim Pawlenty?	11011		
	Not sure5%		Favorable	26%		
Q3	If the candidates for President this year were		Unfavorable			
	Democrat Barack Obama and Republican Mitt Romney, who would you vote for?		Not sure			
	Barack Obama	Q9	If the Democratic ticket was Barack Obama	for		
	Mitt Romney47%		President and Joe Biden for Vice President, and the Republican ticket was Mitt Romney			
	Undecided 5%		President and Tim Pawlenty for Vice Preside which would you vote for?	ent,		
Q4	Do you approve or disapprove of Senator Marco Rubio's job performance?		Obama-Biden	46%		
	Approve45% Not sure		Romney-Pawlenty	45%		
	Disapprove42%		Undecided	8%		
Q5	If the Democratic ticket was Barack Obama for President and Joe Biden for Vice President,	Q10	Do you have a favorable or unfavorable opir of Rob Portman?	nion		
	and the Republican ticket was Mitt Romney for		Favorable	18%		
	President and Marco Rubio for Vice President, which would you vote for?		Unfavorable			
	Obama-Biden47%		Not sure	55%		
	Romney-Rubio49%	Q11	If the Democratic ticket was Barack Obama President and Joe Biden for Vice President,			
	Undecided4%		and the Republican ticket was Mitt Romney	for		
Q6	Do you have a favorable or unfavorable opinion of Bobby Jindal?		President and Rob Portman for Vice Preside which would you vote for?	,		
	Favorable29%		Obama-Biden			
	Unfavorable29%		Romney-Portman			
	Not sure42%		Undecided	12%		





Q12	Do you have a favorable or unfavorable op of Condoleezza Rice?	oinion
	Favorable	59%
	Unfavorable	28%
	Not sure	13%
Q13	If the Democratic ticket was Barack Obams President and Joe Biden for Vice Presiden and the Republican ticket was Mitt Romne President and Condoleezza Rice for Vice President, which would you vote for?	t,
	Obama-Biden	45%
	Romney-Rice	46%
	Undecided	9%
Q14	Do you think Mitt Romney should release hax returns for the last 12 years, or not?	nis
	He should	53%
	He should not	36%
	Not sure	11%
Q15	Would you describe yourself as very libera somewhat liberal, moderate, somewhat conservative, or very conservative?	l,
	Very liberal	10%
	Somewhat liberal	17%
	Moderate	33%
	Somewhat conservative	20%
	Very conservative	20%

Q16	If you are a woman, press 1. If a man, pre	ess 2.
	Woman	55%
	Man	45%
Q17	If you are a Democrat, press 1. If a Repub press 2. If you are an independent or ident with another party, press 3.	lican,
	Democrat	42%
	Republican	40%
	Independent/Other	
Q18	If you are Hispanic, press 1. If white, pres If African-American, press 3. If other, pres	s 2.
	Hispanic	15%
	White	69%
	African-American	11%
	Other	
Q19	If you are 18 to 29 years old, press 1. If 30 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.	to
	18 to 29	14%
	30 to 45	26%
	46 to 65	32%
	Older than 65	





		ldeology				
	Base	Very liberal	Som ew hat liberal		Somewhat conservative	Very conservative
Obama Approval			<u>-</u>	<u>-</u>		
Approve	47%	80%	83%	57%	18%	10%
Disapprove	50%	15%	15%	40%	81%	87%
Not sure	3%	4%	2%	4%	1%	3%

		Ideolog	ЭУ			
	Base	Very liberal	Som ew hat liberal		Somew hat conservative	Very conservative
Romney Favorability						
Favorable	46%	22%	17%	34%	70%	79%
Unfavorable	49%	78%	79%	58%	24%	19%
Not sure	5%	1%	4%	9%	6%	2%

		Ideolog	deology						
	Base	Very liberal	Som ew hat liberal		Somew hat conservative	. ,			
Obam a/Rom ney		_	<u>-</u>	_	<u>-</u>	='			
Barack Obama	48%	85%	83%	60%	17%	10%			
Mitt Romney	47%	12%	12%	34%	75%	87%			
Undecided	5%	3%	5%	6%	7%	2%			

		Ideology					
	Base	Very liberal	Som ew hat liberal		Somew hat conservative	. ,	
Rubio Approval		-	=	-	-		
Approve	45%	16%	16%	34%	72%	78%	
Disapprove	42%	75%	68%	53%	17%	11%	
Not sure	12%	9%	16%	13%	11%	11%	





		Ideology				
	Base	Very liberal	Som ew hat liberal		Som ew hat conservative	
Obama- Biden/Romney-Rubio						
Obam a-Biden	47%	82%	85%	59%	15%	8%
Rom ney-Rubio	49%	16%	13%	35%	79%	89%
Undecided	4%	3%	2%	6%	6%	3%

		Ideolog	ЭУ			
	Base	Very liberal	Som ew hat liberal		Somew hat conservative	Very conservative
Jindal Favorability						
Favorable	29%	13%	7%	17%	44%	62%
Unfavorable	29%	48%	43%	40%	11%	8%
Not sure	42%	39%	50%	43%	45%	30%

		lde ology				
	Base	Very liberal	Som ew hat liberal		Somewhat conservative	
Obama- Biden/Romney-Jindal		=	•	-	•	
Obam a-Biden	47%	81%	86%	59%	16%	6%
Romney-Jindal	44%	16%	11%	31%	66%	84%
Undecided	10%	3%	4%	10%	18%	10%

		Ideolog	deology					
	Base	Very liberal	Som ew hat liberal		Somew hat conservative	Very conservative		
TPaw Favorability			_		='			
Favorable	26%	8%	11%	23%	36%	44%		
Unfavorable	30%	46%	46%	33%	13%	18%		
Not sure	44%	46%	43%	44%	51%	37%		





	Base	Ideolog	gy			
		Very liberal	Som ew hat liberal		Som ew hat conservative	Very conservative
Obama- Biden/Romney- Pawlenty		•				
Obam a-Biden	46%	79%	85%	59%	14%	9%
Romney-Pawlenty	45%	18%	11%	34%	70%	81%
Undecided	8%	3%	4%	7%	16%	10%

		Ideolog	deology				
	Base	Very liberal	Som ew hat liberal		Somew hat conservative		
Portman Favorability			-				
Favorable	18%	8%	16%	14%	24%	23%	
Unfavorable	27%	48%	38%	31%	9%	20%	
Not sure	55%	43%	45%	55%	67%	58%	

		Ideolog	deology				
	Base	Very liberal	Som ew hat liberal		Somew hat conservative	. ,	
Obam a- Bide n/Rom ney- Portm an			-				
Obam a-Biden	46%	82%	84%	57%	15%	8%	
Romney-Portman	42%	15%	12%	32%	67%	75%	
Undecided	12%	3%	4%	11%	18%	16%	

		Ideolog	deology				
	Base	Very liberal	Very beral Somewhat liberal Somewhat conservative Very conservative				
Condi Favorability			-				
Favorable	59%	38%	50%	54%	69%	78%	
Unfavorable	28%	47%	40%	33%	15%	11%	
Not sure	13%	15%	10%	13%	16%	11%	





		Ideolog	ду			
	Base	Very liberal	Som ew hat liberal		Somewhat conservative	
Obama- Biden/Romney-Rice						
Obam a-Biden	45%	82%	84%	56%	14%	6%
Romney-Rice	46%	16%	14%	33%	72%	85%
Undecided	9%	3%	2%	11%	14%	8%

		Ideology				
	Base	Very liberal			Somewhat conservative	Very conservative
Should Romney Release 12 Yrs of Taxes?						
He should	53%	79%	90%	66%	22%	20%
He should not	36%	16%	8%	26%	56%	67%
Not sure	11%	5%	3%	8%	21%	13%

		Gender	
	Base	Woman	Man
Obama Approval		-	
Approve	47%	50%	43%
Disapprove	50%	46%	55%
Notsure	3%	4%	2%

		Gender	
	Base	Woman	Man
Romney Favorability		- -	
Favorable	46%	43%	49%
Unfavorable	49%	50%	48%
Not sure	5%	6%	4%





		Gender	
	Base	Woman	Man
Obama/Romney		-	
Barack Obama	48%	51%	45%
Mitt Romney	47%	44%	50%
Undecided	5%	6%	5%

		Gender	
	Base	Woman	Man
Rubio Approval		-	
Approve	45%	44%	47%
Disapprove	42%	40%	45%
Not sure	12%	16%	8%

		Gender		
	Base	Woman	Man	
Obama- Biden/Romney-Rubio				
Obam a-Bide n	47%	49%	44%	
Romney-Rubio	49%	47%	51%	
Undecided	4%	4%	5%	

		Gender		
	Base	Woman	Man	
Jindal Favorability		-		
Favorable	29%	25%	34%	
Unfavorable	29%	25%	34%	
Not sure	42%	49%	32%	





		Gender	
	Base	Woman	Man
Obama- Biden/Romney-Jindal			·
Obam a-Bide n	47%	48%	45%
Romney-Jindal	44%	41%	47%
Undecided	10%	11%	8%

		Gender	
	Base	Woman	Man
TPaw Favorability		-	
Favorable	26%	25%	28%
Unfavorable	30%	25%	35%
Not sure	44%	50%	37%

		Gender	
	Base	Woman	Man
Obama- Biden/Romney- Pawlenty			
Obam a-Bide n	46%	48%	45%
Romney-Pawlenty	45%	43%	48%
Undecided	8%	9%	8%

		Gender	
	Base	Woman	Man
Portman Favorability		- -	
Favorable	18%	13%	23%
Unfavorable	27%	24%	31%
Not sure	55%	62%	46%





		Gender		
	Base	Woman	Man	
Obama- Biden/Romney- Portman				
Obam a-Bide n	46%	48%	44%	
Romney-Portman	42%	39%	46%	
Undecided	12%	13%	10%	

		Gender	
	Base	Woman	Man
Condi Favorability			
Favorable	59%	57%	62%
Unfavorable	28%	26%	29%
Not sure	13%	16%	9%

		Gender	
	Base	Woman	Man
Obama- Biden/Romney-Rice			
Obam a-Bide n	45%	47%	42%
Romney-Rice	46%	44%	49%
Undecided	9%	9%	9%

		Gender	
	Base	Woman	Man
Should Romney Release 12 Yrs of Taxes?			
He should	53%	55%	51%
He should not	36%	34%	39%
Not sure	11%	11%	11%





		Party			
	Base	Democrat	Republican	Independent/Other	
Obam a Approval					
Approve	47%	80%	15%	39%	
Disapprove	50%	16%	84%	54%	
Not sure	3%	3%	1%	7%	

		Party			
	Base	Democrat	Republican	Independent/Other	
Romney Favorability		•			
Favorable	46%	15%	80%	42%	
Unfavorable	49%	80%	17%	48%	
Not sure	5%	5%	3%	10%	

		Party				
	Base	Democrat	Republican	Independent/Other		
Obama/Romney		='	•	-		
Barack Obama	48%	84%	14%	40%		
Mitt Romney	47%	12%	83%	47%		
Undecided	5%	4%	3%	13%		
Barack Obama Mitt Romney	47%	12%	83%	47%		

		Party			
	Base	Democrat	Republican	Independent/Other	
Rubio Approval		='			
Approve	45%	19%	74%	44%	
Disapprove	42%	65%	17%	45%	
Not sure	12%	15%	10%	12%	





		Party				
	Base	Democrat	Republican	Independent/Other		
Obama- Biden/Romney-Rubio			•			
Obam a-Biden	47%	82%	13%	41%		
Romney-Rubio	49%	14%	85%	49%		
Undecided	4%	4%	2%	9%		

		Party					
	Base	Democrat	Republican	Independent/Other			
Jindal Favorability		='					
Favorable	29%	13%	48%	26%			
Unfavorable	29%	40%	19%	28%			
Not sure	42%	47%	34%	46%			

		Party						
	Base	Democrat	Republican	Independent/Other				
Obama- Biden/Romney-Jindal		-	•	-				
Obam a-Biden	47%	83%	13%	38%				
Rom ney-Jindal	44%	11%	76%	47%				
Undecided	10%	6%	11%	15%				

		Party						
	Base	Democrat	Republican	Independent/Other				
TPaw Favorability		='						
Favorable	26%	10%	40%	32%				
Unfavorable	30%	41%	19%	26%				
Not sure	44%	48%	41%	42%				





		Party					
	Base	Democrat	Republican	Independent/Other			
Obama- Biden/Romney- Paw lenty							
Obam a-Biden	46%	81%	13%	38%			
Romney-Pawlenty	45%	14%	77%	48%			
Undecided	8%	5%	10%	14%			

		Party					
	Base	Democrat	Republican	Independent/Other			
Portman Favorability		='					
Favorable	18%	11%	25%	16%			
Unfavorable	27%	37%	18%	26%			
Not sure	55%	52%	57%	58%			

		Party				
	Base	Democrat	Republican	Independent/Other		
Obama- Biden/Romney- Portman						
Obam a-Biden	46%	82%	14%	35%		
Romney-Portman	42%	11%	72%	48%		
Undecided	12%	7%	14%	17%		

		Party						
	Base	Democrat	Republican	Independent/Other				
Condi Favorability		-	•	-				
Favorable	59%	42%	76%	62%				
Unfavorable	28%	41%	15%	26%				
Not sure	13%	17%	9%	13%				





		Party						
	Base	Democrat	Republican	Independent/Other				
Obama- Biden/Romney-Rice			•					
Obam a-Biden	45%	81%	12%	36%				
Romney-Rice	46%	14%	79%	49%				
Undecided	9%	5%	9%	15%				

		Party					
	Base	Democrat	Republican	Independent/Other			
Should Romney Release 12 Yrs of Taxes?							
He should	53%	78%	27%	50%			
He should not	36%	12%	62%	38%			
Not sure	11%	9%	11%	12%			

		Race				
	Base	Hispanic	White	African- American	Other	
Obama Approval						
Approve	47%	58%	37%	84%	59%	
Disapprove	50%	40%	60%	16%	29%	
Not sure	3%	3%	3%	-	12%	

		Race			
	Base	Hispanic	White	African- American	Other
Romney Favorability					
Favorable	46%	43%	54%	9%	23%
Unfavorable	49%	55%	40%	85%	74%
Not sure	5%	2%	6%	5%	3%





		Race				
	Base	Hispanic	White	African- American	Other	
Obama/Romney		-		-		
Barack Obama	48%	61%	39%	83%	57%	
Mitt Romney	47%	34%	56%	13%	29%	
Undecided	5%	5%	5%	4%	14%	

		Race				
	Base	Hispanic	White	African- American	Other	
Rubio Approval		-		-		
Approve	45%	41%	53%	16%	24%	
Disapprove	42%	47%	37%	59%	71%	
Not sure	12%	12%	11%	25%	5%	

		Race					
	Base	Hispanic	White	African- American	Other		
Obama- Biden/Romney-Rubio							
Obam a-Biden	47%	55%	38%	83%	61%		
Romney-Rubio	49%	41%	58%	13%	29%		
Undecided	4%	4%	4%	4%	10%		

		Race				
	Base	Hispanic	White	African- American	Other	
Jindal Favorability						
Favorable	29%	24%	34%	13%	20%	
Unfavorable	29%	35%	27%	37%	29%	
Not sure	42%	41%	40%	50%	52%	





		Race					
	Base	Hispanic	White	African- American	Other		
Obama- Biden/Romney-Jindal							
Obam a-Biden	47%	57%	38%	83%	61%		
Romney-Jindal	44%	38%	52%	12%	18%		
Undecided	10%	5%	11%	6%	21%		

		Race					
	Base	Hispanic	White	African- American	Other		
TPaw Favorability		-		-			
Favorable	26%	27%	29%	13%	17%		
Unfavorable	30%	34%	28%	27%	39%		
Not sure	44%	39%	43%	60%	43%		

		Race				
	Base	Hispanic	White	African- American	Other	
Obama- Biden/Romney- Paw lenty						
Obam a-Biden	46%	55%	38%	83%	63%	
Romney-Pawlenty	45%	38%	53%	12%	27%	
Undecided	8%	7%	9%	5%	10%	

		Race				
	Base	Hispanic	White	African- American	Other	
Portman Favorability						
Favorable	18%	18%	19%	10%	13%	
Unfavorable	27%	36%	23%	36%	45%	
Not sure	55%	47%	58%	54%	42%	





		Race			
	Base	Hispanic	White	African- American	Other
Obama- Biden/Romney- Portman					
Obam a-Biden	46%	55%	38%	84%	59%
Romney-Portman	42%	36%	50%	12%	18%
Undecided	12%	10%	12%	4%	23%

		Race			
	Base	Hispanic	White	African- American	Other
Condi Favorability		<u>- </u>			
Favorable	59%	58%	62%	46%	49%
Unfavorable	28%	33%	26%	35%	25%
Not sure	13%	10%	12%	19%	26%

		Race	Race				
	Base	Hispanic	White	African- American	Other		
Obama- Biden/Romney-Rice							
Obam a-Biden	45%	53%	37%	80%	56%		
Romney-Rice	46%	39%	54%	16%	27%		
Undecided	9%	8%	9%	4%	17%		

		Race	_		
	Base	Hispanic	White	African- American	Other
Should Romney Release 12 Yrs of Taxes?					
He should	53%	54%	48%	74%	77%
He should not	36%	35%	42%	14%	10%
Not sure	11%	12%	10%	13%	14%





		Age			
	Base	18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	47%	51%	48%	46%	44%
Disapprove	50%	40%	51%	53%	52%
Not sure	3%	9%	1%	1%	3%

		Age				
	Base	18 to 29	30 to 45		Older than 65	
Romney Favorability						
Favorable	46%	44%	38%	49%	50%	
Unfavorable	49%	56%	56%	46%	43%	
Not sure	5%	-	6%	5%	7%	

		Age					
	Base	18 to 29	30 to 45	46 to 65	Older than 65		
Obama/Romney							
Barack Obama	48%	58%	51%	45%	44%		
Mitt Romney	47%	35%	42%	51%	52%		
Undecided	5%	7%	7%	4%	4%		

		Age					
	Base	18 to 29	30 to 45	46 to 65	Older than 65		
Rubio Approval							
Approve	45%	44%	37%	47%	52%		
Disapprove	42%	42%	52%	41%	35%		
Not sure	12%	14%	10%	13%	13%		





		Age				
	Base	18 to 29	30 to 45		Older than 65	
Obama- Biden/Romney-Rubio						
Obam a-Biden	47%	53%	48%	45%	45%	
Romney-Rubio	49%	42%	48%	51%	51%	
Undecided	4%	5%	5%	5%	3%	

		Age				
	Base	18 to 29	30 to 45	46 to 65	Older than 65	
Jindal Favorability						
Favorable	29%	30%	23%	30%	33%	
Unfavorable	29%	21%	41%	26%	26%	
Not sure	42%	49%	36%	44%	41%	

		Age				
	Base	18 to 29	30 to 45		Older than 65	
Obama- Biden/Romney-Jindal						
Obam a-Biden	47%	53%	49%	44%	45%	
Romney-Jindal	44%	37%	38%	48%	47%	
Undecided	10%	9%	13%	8%	9%	

		Age				
	Base	18 to 29	30 to 45	46 to 65	Older than 65	
TPaw Favorability						
Favorable	26%	14%	22%	30%	32%	
Unfavorable						
Not sure	44%	56%	37%	43%	46%	





		Age			
	Base	18 to 29	30 to 45	46 to 65	Older than 65
Obama- Biden/Romney- Pawlenty					
Obam a-Biden	46%	51%	49%	44%	44%
Romney-Pawlenty	45%	37%	41%	49%	49%
Undecided	8%	12%	10%	7%	7%

		Age				
	Base	18 to 29	30 to 45		Older than 65	
Portman Favorability						
Favorable	18%	14%	12%	20%	22%	
Unfavorable	27%	21%	42%	23%	22%	
Not sure	55%	65%	47%	57%	55%	

		Age				
	Base	18 to 29	30 to 45	46 to 65	Older than 65	
Obama- Biden/Romney- Portman						
Obam a-Biden	46%	53%	49%	42%	44%	
Romney-Portman	42%	35%	36%	47%	46%	
Undecided	12%	12%	15%	11%	9%	

		Age			
	Base	18 to 29	30 to 45	46 to 65	Older than 65
Condi Favorability					
Favorable	59%	42%	62%	66%	59%
Unfavorable	28%	37%	27%	25%	27%
Not sure	13%	21%	12%	9%	14%





		Age					
	Base	18 to 29	30 to 45		Older than 65		
Obama- Biden/Romney-Rice		•					
Obam a-Biden	45%	51%	47%	42%	44%		
Romney-Rice	46%	37%	44%	50%	48%		
Undecided	9%	12%	9%	8%	7%		

		Age			
	Base	18 to 29	30 to 45	46 to 65	Older than 65
Should Romney Release 12 Yrs of Taxes?					
He should	53%	45%	63%	52%	50%
He should not	36%	35%	33%	39%	37%
Not sure	11%	20%	4%	9%	13%

