

**FOR IMMEDIATE RELEASE**

**July 21, 2010**

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

## **Sink Benefiting from Republican Primary is Ahead in Florida Governor Race**

Democrat Alex Sink is ahead of both of her potential Republican challengers. Sink leads Rick Scott 36:30 and Attorney General Bill McCollum 37:23. In both horseraces Independent candidate Bud Chiles finishes third with less than a sixth of the vote.

Despite leading the race Sink has relatively low name recognition, 54% of Florida voters say they have yet to form an opinion of the Democratic nominee. She is fairly unknown amongst Democrats as well. 49% of Floridians within her own party are unsure of their opinion of Sink and only 33% have a favorable opinion. Sink is certainly benefiting from the brutally competitive Republican Primary.

The Republican primary battle is taking its toll on both McCollum and Scott. Both candidates are undoubtedly better known than Sink, but it is not necessarily in their favor. 41% of Florida voters have an unfavorable opinion of Scott and 51% have an unfavorable opinion of McCollum.

The negative campaigning has worked, but it is unclear if either candidate has really benefited from the attacks. 40% of Republicans have an unfavorable opinion of McCollum and 30% of Republicans have an unfavorable opinion of Scott. While Scott may have the upper hand now, the negative attention may continue to be a scar on his campaign even into the general election.

“Voters hate negative campaigning and at this rate no matter which candidate the Republicans nominate they will enter the general with baggage too heavy to lose,” said Dean Debnam, President of Public Policy Polling. “As the general election rolls around Sink will simply need to highlight her strengths as a candidate to win.”

*PPP surveyed 900 Florida voters from July 16-18. The survey's margin of error is +/-3.26%. 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.*



## Florida Survey Results

**Q1** Do you have a favorable or unfavorable opinion of Bud Chiles? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 12%  
*Unfavorable* ..... 18%  
*Not Sure*..... 70%

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

*Favorable*..... 16%  
*Unfavorable* ..... 51%  
*Not sure* ..... 33%

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

*Favorable*..... 23%  
*Unfavorable* ..... 41%  
*Not Sure*..... 36%

**Q4** Do you have a favorable or unfavorable opinion of Alex Sink? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*..... 24%  
*Unfavorable* ..... 22%  
*Not Sure*..... 54%

**Q5** If the candidates for Governor this fall were Independent Bud Chiles, Republican Bill McCollum, and Democrat Alex Sink who would you vote for? If Bud Chiles, press 1. If Bill McCollum, press 2. If Alex Sink, press 3. If you're undecided, press 4.

*Chiles*..... 14%  
*McCollum*..... 23%  
*Sink*..... 37%  
*Undecided*..... 26%

**Q6** If the candidates for Governor this fall were Independent Bud Chiles, Republican Rick Scott, and Democrat Alex Sink who would you vote for? If Bud Chiles, press 1. If Rick Scott, press 2. If Alex Sink, press 3. If you're undecided, press 4.

*Chiles*..... 13%  
*Scott* ..... 30%  
*Sink*..... 36%  
*Undecided*..... 22%

**Q7** Who did you vote for President last year?

*John McCain*..... 48%  
*Barack Obama*..... 46%  
*Someone Else/Don't Remember*..... 6%

**Q8** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 19%  
*Moderate*..... 44%  
*Conservative*..... 37%

**Q9** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 49%  
*Man*..... 51%





**Q10** 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* ..... 40%  
*Republican*..... 40%  
*Independent/Other*..... 20%

**Q11** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

*Hispanic*..... 10%  
*White* ..... 76%  
*African American* ..... 10%  
*Other*..... 4%

**Q12** 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*..... 7%  
*30 to 45*..... 24%  
*46 to 65*..... 39%  
*Older than 65*..... 30%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Chiles Favorability</b>				
Favorable	12%	10%	12%	28%
Unfavorable	18%	21%	16%	4%
Not Sure	70%	68%	72%	69%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>McCollum Favorability</b>				
Favorable	16%	24%	7%	16%
Unfavorable	51%	42%	62%	39%
Not sure	33%	34%	31%	45%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Scott Favorability</b>				
Favorable	23%	36%	9%	19%
Unfavorable	41%	27%	57%	32%
Not Sure	36%	37%	34%	49%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Sink Favorability</b>				
Favorable	24%	14%	36%	15%
Unfavorable	22%	31%	15%	11%
Not Sure	54%	55%	49%	74%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Governor w/McCollum</b>				
<b>Chiles</b>	14%	14%	13%	22%
<b>McCollum</b>	23%	42%	3%	20%
<b>Sink</b>	37%	12%	65%	33%
<b>Undecided</b>	26%	32%	19%	26%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone Else/Don't Remember
<b>Governor w/Scott</b>				
<b>Chiles</b>	13%	14%	11%	15%
<b>Scott</b>	30%	52%	6%	18%
<b>Sink</b>	36%	8%	67%	29%
<b>Undecided</b>	22%	25%	16%	38%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Chiles Favorability</b>				
<b>Favorable</b>	12%	19%	13%	7%
<b>Unfavorable</b>	18%	16%	14%	23%
<b>Not Sure</b>	70%	65%	73%	70%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>McCollum Favorability</b>				
<b>Favorable</b>	16%	10%	13%	23%
<b>Unfavorable</b>	51%	56%	58%	40%
<b>Not sure</b>	33%	35%	29%	37%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Scott Favorability</b>				
<b>Favorable</b>	<b>23%</b>	8%	18%	36%
<b>Unfavorable</b>	<b>41%</b>	64%	43%	26%
<b>Not Sure</b>	<b>36%</b>	28%	39%	38%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Sink Favorability</b>				
<b>Favorable</b>	<b>24%</b>	31%	34%	9%
<b>Unfavorable</b>	<b>22%</b>	13%	18%	32%
<b>Not Sure</b>	<b>54%</b>	56%	48%	60%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Governor w/McCollum</b>				
<b>Chiles</b>	<b>14%</b>	17%	15%	12%
<b>McCollum</b>	<b>23%</b>	7%	14%	42%
<b>Sink</b>	<b>37%</b>	60%	47%	13%
<b>Undecided</b>	<b>26%</b>	16%	24%	33%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Governor w/Scott</b>				
<b>Chiles</b>	<b>13%</b>	10%	14%	13%
<b>Scott</b>	<b>30%</b>	6%	17%	57%
<b>Sink</b>	<b>36%</b>	66%	47%	8%
<b>Undecided</b>	<b>22%</b>	18%	22%	23%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Chiles Favorability</b>			
<b>Favorable</b>	12%	16%	9%
<b>Unfavorable</b>	18%	15%	21%
<b>Not Sure</b>	70%	69%	71%

	Base	Gender	
		Woman	Man
<b>McCollum Favorability</b>			
<b>Favorable</b>	16%	14%	18%
<b>Unfavorable</b>	51%	51%	51%
<b>Not sure</b>	33%	35%	31%

	Base	Gender	
		Woman	Man
<b>Scott Favorability</b>			
<b>Favorable</b>	23%	18%	27%
<b>Unfavorable</b>	41%	42%	40%
<b>Not Sure</b>	36%	41%	32%

	Base	Gender	
		Woman	Man
<b>Sink Favorability</b>			
<b>Favorable</b>	24%	22%	26%
<b>Unfavorable</b>	22%	19%	26%
<b>Not Sure</b>	54%	59%	49%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Governor w/McCollum</b>			
<b>Chiles</b>	14%	15%	13%
<b>McCollum</b>	23%	20%	26%
<b>Sink</b>	37%	37%	37%
<b>Undecided</b>	26%	28%	24%

	Base	Gender	
		Woman	Man
<b>Governor w/Scott</b>			
<b>Chiles</b>	13%	16%	10%
<b>Scott</b>	30%	23%	36%
<b>Sink</b>	36%	36%	36%
<b>Undecided</b>	22%	26%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Chiles Favorability</b>				
<b>Favorable</b>	12%	17%	9%	10%
<b>Unfavorable</b>	18%	17%	19%	17%
<b>Not Sure</b>	70%	66%	72%	73%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>McCollum Favorability</b>				
<b>Favorable</b>	16%	8%	27%	9%
<b>Unfavorable</b>	51%	59%	40%	57%
<b>Not sure</b>	33%	33%	33%	34%







**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Scott Favorability</b>				
<b>Favorable</b>	23%	10%	34%	26%
<b>Unfavorable</b>	41%	52%	30%	40%
<b>Not Sure</b>	36%	38%	36%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Sink Favorability</b>				
<b>Favorable</b>	24%	33%	11%	32%
<b>Unfavorable</b>	22%	18%	30%	15%
<b>Not Sure</b>	54%	49%	59%	54%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Governor w/McCollum</b>				
<b>Chiles</b>	14%	17%	12%	11%
<b>McCollum</b>	23%	6%	45%	12%
<b>Sink</b>	37%	61%	12%	40%
<b>Undecided</b>	26%	16%	30%	37%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Governor w/Scott</b>				
<b>Chiles</b>	13%	14%	13%	10%
<b>Scott</b>	30%	8%	52%	28%
<b>Sink</b>	36%	62%	10%	36%
<b>Undecided</b>	22%	16%	25%	26%





**Crosstabs**

	Base	Race			
		Hispanic	White	African American	Other
<b>Chiles Favorability</b>					
<b>Favorable</b>	12%	11%	13%	11%	-
<b>Unfavorable</b>	18%	5%	19%	28%	7%
<b>Not Sure</b>	70%	84%	68%	61%	93%

	Base	Race			
		Hispanic	White	African American	Other
<b>McCollum Favorability</b>					
<b>Favorable</b>	16%	11%	18%	11%	7%
<b>Unfavorable</b>	51%	47%	51%	50%	53%
<b>Not sure</b>	33%	42%	31%	39%	40%

	Base	Race			
		Hispanic	White	African American	Other
<b>Scott Favorability</b>					
<b>Favorable</b>	23%	11%	26%	11%	13%
<b>Unfavorable</b>	41%	37%	40%	56%	33%
<b>Not Sure</b>	36%	53%	34%	33%	53%

	Base	Race			
		Hispanic	White	African American	Other
<b>Sink Favorability</b>					
<b>Favorable</b>	24%	26%	24%	22%	27%
<b>Unfavorable</b>	22%	11%	24%	22%	20%
<b>Not Sure</b>	54%	63%	52%	56%	53%





**Crosstabs**

	Base	Race			
		Hispanic	White	African American	Other
<b>Governor w/McCollum</b>					
<b>Chiles</b>	14%	11%	15%	11%	7%
<b>McCollum</b>	23%	21%	27%	6%	-
<b>Sink</b>	37%	58%	33%	44%	53%
<b>Undecided</b>	26%	11%	25%	39%	40%

	Base	Race			
		Hispanic	White	African American	Other
<b>Governor w/Scott</b>					
<b>Chiles</b>	13%	11%	15%	-	7%
<b>Scott</b>	30%	11%	35%	17%	14%
<b>Sink</b>	36%	63%	28%	61%	50%
<b>Undecided</b>	22%	16%	22%	22%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Chiles Favorability</b>					
<b>Favorable</b>	12%	3%	15%	14%	10%
<b>Unfavorable</b>	18%	31%	13%	17%	19%
<b>Not Sure</b>	70%	66%	72%	68%	71%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McCollum Favorability</b>					
<b>Favorable</b>	16%	20%	11%	18%	17%
<b>Unfavorable</b>	51%	26%	46%	54%	56%
<b>Not sure</b>	33%	54%	42%	28%	27%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Scott Favorability</b>					
<b>Favorable</b>	23%	14%	19%	24%	26%
<b>Unfavorable</b>	41%	40%	35%	46%	39%
<b>Not Sure</b>	36%	47%	46%	30%	35%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Sink Favorability</b>					
<b>Favorable</b>	24%	10%	21%	27%	26%
<b>Unfavorable</b>	22%	32%	13%	22%	27%
<b>Not Sure</b>	54%	58%	66%	51%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Governor w/McCollum</b>					
<b>Chiles</b>	14%	8%	8%	17%	17%
<b>McCollum</b>	23%	36%	22%	21%	23%
<b>Sink</b>	37%	27%	38%	39%	37%
<b>Undecided</b>	26%	28%	32%	23%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Governor w/Scott</b>					
<b>Chiles</b>	13%	10%	11%	15%	11%
<b>Scott</b>	30%	25%	29%	29%	32%
<b>Sink</b>	36%	32%	37%	39%	33%
<b>Undecided</b>	22%	33%	23%	18%	23%

