

FOR IMMEDIATE RELEASE

August 25, 2010

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

Alex Sink Still Leads Rick Scott for FL Gov.

Raleigh, N.C. – The divisive Republican gubernatorial primary in Florida has done nothing if it has not made Alex Sink brighter in voters’ eyes. As she waited last night to begin her general-election campaign against a bloodied Rick Scott, she had to feel good about starting out with a seven-point lead and a personal favorability margin 33 points higher than Scott’s.

Sink currently tops Scott, 41-34, with independent Bud Chiles at 8%, and 17% undecided. In PPP’s last poll of the race in July, she led 36-30, with Chiles at 13%.

Sink is among the most popular gubernatorial candidates PPP has polled this year, with a 35-23 favorable margin, versus 24-22 only a month ago. Scott, already at 23-41 in July, is now even less liked than before, at 28-49. While Republicans are down on Sink only 18-30, Democrats give Scott a 12-62 grade. In the tail stretch of the primary, Scott also is favored by Republicans only 44-35, with independents against him, 26-54.

Despite the electorate moving rightward, Sink has become more popular and maintained her lead in the horse race almost entirely by boosting her standing with her own party. Democrats now have a positive view of their nominee, 54-12, versus 33-18 in July. Against Scott, she gets 72% of her own party, versus 62% in July. Scott pulls only 57% of the GOP. While independents now personally like Sink only 32-30, versus 32-15 in July, her nine-point lead over Scott among them has not moved since the previous poll.

“Rick Scott has to hope Bill McCollum supporters forgive him for the negativity of the primary. Right now, Democrats and independents are behind Alex Sink, and Floridians seem ready to elect a Democrat after 12 years of Republican governors,” said Dean Debnam, President of Public Policy Polling.

PPP surveyed 567 likely Florida voters on August 21st and 22nd. The margin of error for the survey is +/-4.1%. 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.



Florida Survey Results

Q1 Do you have a favorable or unfavorable opinion of Bud Chiles?

Favorable..... 12%
Unfavorable 16%
Not sure 72%

Q2 Do you have a favorable or unfavorable opinion of Bill McCollum?

Favorable..... 25%
Unfavorable 54%
Not sure 21%

Q3 Do you have a favorable or unfavorable opinion of Rick Scott?

Favorable..... 28%
Unfavorable 49%
Not sure 23%

Q4 Do you have a favorable or unfavorable opinion of Alex Sink?

Favorable..... 35%
Unfavorable 23%
Not sure 43%

Q5 If the candidates for Governor this fall were Independent Bud Chiles, Republican Bill McCollum, and Democrat Alex Sink who would you vote for?

Bud Chiles 12%
Bill McCollum 31%
Alex Sink 39%
Undecided 18%

Q6 If the candidates for Governor this fall were Independent Bud Chiles, Republican Rick Scott, and Democrat Alex Sink who would you vote for?

Bud Chiles 8%
Rick Scott 34%
Alex Sink 41%
Undecided 17%

Q7 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man 46%

Q8 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic 13%
White 70%
African-American 13%
Other 4%

Q9 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 10%
30 to 45 24%
46 to 65 38%
Older than 65 27%

Q10 Would you describe yourself as a liberal, moderate, or conservative?

Liberal 22%
Moderate 36%
Conservative 41%



Q11 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 42%
Republican..... 44%
Independent/Other..... 14%

Q12 Who did you vote for President in 2008?

John McCain..... 48%
Barack Obama..... 45%
Someone else/Don't remember 7%



Crosstabs

	Base	Gender	
		Woman	Man
Chiles Favorability			
Favorable	12%	12%	11%
Unfavorable	16%	12%	21%
Not sure	72%	76%	68%

	Base	Gender	
		Woman	Man
McCollum Favorability			
Favorable	25%	24%	26%
Unfavorable	54%	52%	57%
Not sure	21%	24%	17%

	Base	Gender	
		Woman	Man
Scott Favorability			
Favorable	28%	23%	34%
Unfavorable	49%	49%	48%
Not sure	23%	28%	17%

	Base	Gender	
		Woman	Man
Sink Favorability			
Favorable	35%	32%	37%
Unfavorable	23%	21%	24%
Not sure	43%	46%	39%





Crosstabs

	Base	Gender	
		Woman	Man
Chiles/McCollum/Sink			
Bud Chiles	12%	11%	13%
Bill McCollum	31%	33%	30%
Alex Sink	39%	35%	44%
Undecided	18%	22%	13%

	Base	Gender	
		Woman	Man
Chiles/Scott/Sink			
Bud Chiles	8%	10%	6%
Rick Scott	34%	29%	40%
Alex Sink	41%	40%	42%
Undecided	17%	22%	12%

	Base	Race			
		Hispanic	White	African-American	Other
Chiles Favorability					
Favorable	12%	20%	11%	15%	-
Unfavorable	16%	27%	14%	11%	24%
Not sure	72%	53%	75%	74%	76%

	Base	Race			
		Hispanic	White	African-American	Other
McCollum Favorability					
Favorable	25%	33%	26%	12%	19%
Unfavorable	54%	47%	56%	54%	50%
Not sure	21%	20%	18%	35%	31%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Scott Favorability					
Favorable	28%	20%	33%	8%	19%
Unfavorable	49%	43%	49%	52%	44%
Not sure	23%	37%	17%	40%	38%

	Base	Race			
		Hispanic	White	African-American	Other
Sink Favorability					
Favorable	35%	38%	32%	44%	56%
Unfavorable	23%	21%	24%	16%	19%
Not sure	43%	41%	44%	40%	25%

	Base	Race			
		Hispanic	White	African-American	Other
Chiles/McCollum/Sink					
Bud Chiles	12%	27%	11%	8%	-
Bill McCollum	31%	37%	34%	8%	31%
Alex Sink	39%	30%	36%	60%	63%
Undecided	18%	7%	19%	24%	6%

	Base	Race			
		Hispanic	White	African-American	Other
Chiles/Scott/Sink					
Bud Chiles	8%	17%	7%	4%	6%
Rick Scott	34%	33%	38%	12%	25%
Alex Sink	41%	40%	37%	60%	63%
Undecided	17%	10%	18%	24%	6%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chiles Favorability					
Favorable	12%	21%	12%	12%	8%
Unfavorable	16%	21%	17%	15%	15%
Not sure	72%	59%	71%	73%	78%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCollum Favorability					
Favorable	25%	32%	14%	27%	27%
Unfavorable	54%	44%	60%	50%	60%
Not sure	21%	24%	26%	23%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Scott Favorability					
Favorable	28%	24%	28%	31%	27%
Unfavorable	49%	44%	43%	49%	55%
Not sure	23%	32%	29%	20%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sink Favorability					
Favorable	35%	36%	35%	33%	35%
Unfavorable	23%	19%	20%	23%	26%
Not sure	43%	45%	45%	44%	39%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chiles/McCollum/Sink					
Bud Chiles	12%	22%	10%	8%	15%
Bill McCollum	31%	26%	30%	32%	33%
Alex Sink	39%	27%	45%	40%	36%
Undecided	18%	25%	15%	19%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chiles/Scott/Sink					
Bud Chiles	8%	8%	6%	6%	11%
Rick Scott	34%	25%	39%	35%	32%
Alex Sink	41%	39%	42%	43%	37%
Undecided	17%	27%	13%	16%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Chiles Favorability				
Favorable	12%	17%	16%	6%
Unfavorable	16%	13%	16%	17%
Not sure	72%	70%	68%	77%

	Base	Ideology		
		Liberal	Moderate	Conservative
McCollum Favorability				
Favorable	25%	12%	23%	33%
Unfavorable	54%	57%	59%	50%
Not sure	21%	31%	18%	18%





Crosstabs

	Base	Ideology		
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Scott Favorability				
Favorable	28%	9%	22%	44%
Unfavorable	49%	61%	57%	35%
Not sure	23%	30%	21%	21%

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Favorable	35%	55%	46%	14%
Unfavorable	23%	13%	19%	31%
Not sure	43%	33%	35%	54%

	Base	Ideology		
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Chiles/McCollum/Sink				
Bud Chiles	12%	14%	8%	14%
Bill McCollum	31%	10%	25%	48%
Alex Sink	39%	65%	52%	15%
Undecided	18%	11%	15%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
Chiles/Scott/Sink				
Bud Chiles	8%	9%	6%	8%
Rick Scott	34%	6%	24%	57%
Alex Sink	41%	72%	56%	12%
Undecided	17%	13%	13%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Chiles Favorability				
Favorable	12%	16%	9%	10%
Unfavorable	16%	12%	18%	20%
Not sure	72%	72%	73%	71%

	Base	Party		
		Democrat	Republican	Independent/Other
McCollum Favorability				
Favorable	25%	13%	35%	26%
Unfavorable	54%	59%	51%	52%
Not sure	21%	28%	14%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Scott Favorability				
Favorable	28%	12%	44%	26%
Unfavorable	49%	62%	35%	54%
Not sure	23%	26%	21%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
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Favorable	35%	54%	18%	32%
Unfavorable	23%	12%	30%	30%
Not sure	43%	34%	52%	38%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Chiles/McCollum/Sink				
Bud Chiles	12%	12%	12%	10%
Bill McCollum	31%	13%	48%	30%
Alex Sink	39%	62%	18%	39%
Undecided	18%	12%	22%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Chiles/Scott/Sink				
Bud Chiles	8%	6%	8%	13%
Rick Scott	34%	12%	57%	28%
Alex Sink	41%	72%	13%	37%
Undecided	17%	11%	22%	23%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Chiles Favorability				
Favorable	12%	8%	16%	10%
Unfavorable	16%	15%	17%	17%
Not sure	72%	76%	67%	73%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
McCollum Favorability				
Favorable	25%	37%	11%	28%
Unfavorable	54%	49%	61%	52%
Not sure	21%	15%	28%	21%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Scott Favorability				
Favorable	28%	44%	10%	38%
Unfavorable	49%	33%	68%	34%
Not sure	23%	23%	22%	28%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Sink Favorability				
Favorable	35%	18%	55%	22%
Unfavorable	23%	32%	12%	27%
Not sure	43%	51%	33%	52%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Chiles/McCollum/Sink				
Bud Chiles	12%	12%	12%	11%
Bill McCollum	31%	51%	12%	18%
Alex Sink	39%	16%	66%	30%
Undecided	18%	22%	11%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Chiles/Scott/Sink				
Bud Chiles	8%	10%	6%	7%
Rick Scott	34%	56%	9%	35%
Alex Sink	41%	13%	73%	26%
Undecided	17%	21%	12%	32%

