

**FOR IMMEDIATE RELEASE**

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## **Bill Nelson Would Beat Rush Limbaugh in 2012**

**Raleigh, N.C.** – Rush Limbaugh has bloviated about politics on the radio and in books for two decades, but has never put his own hat in the ring. Limbaugh, a Florida resident, could get his opportunity in 2012, when his senior senator, Bill Nelson, is up for re-election. Nelson is potentially vulnerable, leading a little-known GOP congressman by only nine points in PPP's latest poll. But he would beat the massively unpopular Limbaugh handily.

Nelson tops Limbaugh, 50-36, and Congressman Connie Mack IV, 42-33. A caveat in Nelson's favor: these numbers come among the likely 2010 electorate, which is more GOP-heavy (and anti-incumbent) than 2012, a presidential year, will likely be. If Nelson were facing an electorate with a partisan breakdown more like 2008's, he would be ahead of Limbaugh, 53-33, and Mack, 45-31.

Nelson has a 40-35 job approval rating. That mildly positive grade seems poor for someone heading into a re-election cycle, but in this toxic environment for politicians, that puts him in the top third, 20<sup>th</sup> out of 60 senators on which PPP has polled in 2010.

Mack, the great-grandson of the longtime Philadelphia A's owner and manager, has a famous name, but represents only about 4% of the Sunshine State, and is thus still known to no more than 39% of voters. Those who do profess to have an opinion of him break down, 18-21, slightly against him.

Limbaugh is anathema to everyone but Republicans, and even 22% of them dislike him. The jock has an overall 35-53 favorability mark, boosted by his 64% with the GOP. But he has respective 13-76 and 23-67 standings with Democrats and independents.

“Bill Nelson can only hope the GOP continues its string of bad primary picks and chooses Rush Limbaugh to go up against him next time,” said Dean Debnam, President of Public Policy Polling. “Unlikely as that is, though, Nelson still looks pretty good in this bad year for Democrats.”

PPP surveyed 448 likely Florida voters from October 9<sup>th</sup> to 10<sup>th</sup>. The margin of error for the survey is +/-4.6%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.



## Florida Survey Results

**Q1** Do you approve or disapprove of Senator George LeMieux's job performance?

*Approve* ..... 15%  
*Disapprove*..... 26%  
*Not sure* ..... 59%

**Q2** Do you approve or disapprove of Senator Bill Nelson's job performance?

*Approve* ..... 40%  
*Disapprove*..... 35%  
*Not sure* ..... 25%

**Q3** Do you have a favorable or unfavorable opinion of Rush Limbaugh?

*Favorable*..... 35%  
*Unfavorable* ..... 53%  
*Not sure* ..... 12%

**Q4** Do you have a favorable or unfavorable opinion of Connie Mack IV?

*Favorable*..... 18%  
*Unfavorable* ..... 21%  
*Not sure* ..... 60%

**Q5** If the candidates for US Senate in 2012 were Republican Rush Limbaugh and Democrat Bill Nelson, who would you vote for?

*Rush Limbaugh*..... 36%  
*Bill Nelson*..... 50%  
*Undecided*..... 14%

**Q6** If the candidates for US Senate in 2012 were Republican Connie Mack IV and Democrat Bill Nelson, who would you vote for?

*Connie Mack IV* ..... 33%  
*Bill Nelson*..... 42%  
*Undecided*..... 25%

**Q7** If there was an election for Congress today, would you vote Democratic or Republican?

*Democratic*..... 41%  
*Republican*..... 47%  
*Undecided*..... 12%

**Q8** Who did you vote for President in 2008?

*John McCain*..... 51%  
*Barack Obama*..... 44%  
*Someone else/Don't remember* ..... 5%

**Q9** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 21%  
*Moderate*..... 40%  
*Conservative*..... 39%

**Q10** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 52%  
*Man*..... 48%

**Q11** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 41%  
*Republican*..... 40%  
*Independent/Other*..... 19%

**Q12** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

*Hispanic*..... 15%  
*White* ..... 70%  
*African-American* ..... 11%  
*Other*..... 4%





**Q13** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i> .....	8%
<i>30 to 45</i> .....	20%
<i>46 to 65</i> .....	40%
<i>Older than 65</i> .....	32%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>LeMieux Approval</b>				
<b>Approve</b>	15%	19%	12%	4%
<b>Disapprove</b>	26%	24%	29%	23%
<b>Not sure</b>	59%	58%	60%	73%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Nelson Approval</b>				
<b>Approve</b>	40%	27%	58%	21%
<b>Disapprove</b>	35%	46%	22%	36%
<b>Not sure</b>	25%	27%	21%	43%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	35%	63%	3%	31%
<b>Unfavorable</b>	53%	21%	90%	53%
<b>Not sure</b>	12%	15%	7%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Mack Favorability</b>				
<b>Favorable</b>	18%	22%	15%	10%
<b>Unfavorable</b>	21%	17%	25%	24%
<b>Not sure</b>	60%	60%	60%	66%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Limbaugh/Nelson</b>				
<b>Rush Limbaugh</b>	36%	65%	3%	32%
<b>Bill Nelson</b>	50%	19%	86%	59%
<b>Undecided</b>	14%	16%	11%	9%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Mack/Nelson</b>				
<b>Connie Mack IV</b>	33%	56%	8%	19%
<b>Bill Nelson</b>	42%	15%	74%	40%
<b>Undecided</b>	25%	29%	18%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Generic Ballot</b>				
<b>Democratic</b>	41%	4%	85%	23%
<b>Republican</b>	47%	86%	5%	24%
<b>Undecided</b>	12%	9%	10%	53%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>LeMieux Approval</b>				
<b>Approve</b>	15%	8%	11%	23%
<b>Disapprove</b>	26%	38%	25%	20%
<b>Not sure</b>	59%	54%	64%	58%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Nelson Approval</b>				
<b>Approve</b>	40%	49%	53%	22%
<b>Disapprove</b>	35%	26%	23%	52%
<b>Not sure</b>	25%	25%	24%	25%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	35%	5%	18%	69%
<b>Unfavorable</b>	53%	88%	70%	17%
<b>Not sure</b>	12%	7%	12%	14%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Mack Favorability</b>				
<b>Favorable</b>	18%	15%	17%	21%
<b>Unfavorable</b>	21%	25%	20%	21%
<b>Not sure</b>	60%	60%	63%	58%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Limbaugh/Nelson</b>				
<b>Rush Limbaugh</b>	36%	7%	19%	69%
<b>Bill Nelson</b>	50%	81%	67%	17%
<b>Undecided</b>	14%	12%	14%	14%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Mack/Nelson</b>				
<b>Connie Mack IV</b>	33%	7%	20%	60%
<b>Bill Nelson</b>	42%	74%	54%	13%
<b>Undecided</b>	25%	19%	26%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Generic Ballot</b>				
<b>Democratic</b>	41%	80%	50%	10%
<b>Republican</b>	47%	12%	33%	81%
<b>Undecided</b>	12%	7%	17%	9%

	Base	Gender	
		Woman	Man
<b>LeMieux Approval</b>			
<b>Approve</b>	15%	11%	19%
<b>Disapprove</b>	26%	26%	26%
<b>Not sure</b>	59%	63%	55%

	Base	Gender	
		Woman	Man
<b>Nelson Approval</b>			
<b>Approve</b>	40%	41%	39%
<b>Disapprove</b>	35%	29%	42%
<b>Not sure</b>	25%	30%	19%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Limbaugh Favorability</b>			
<b>Favorable</b>	35%	32%	38%
<b>Unfavorable</b>	53%	52%	55%
<b>Not sure</b>	12%	16%	7%

	Base	Gender	
		Woman	Man
<b>Mack Favorability</b>			
<b>Favorable</b>	18%	14%	23%
<b>Unfavorable</b>	21%	20%	22%
<b>Not sure</b>	60%	65%	55%

	Base	Gender	
		Woman	Man
<b>Limbaugh/Nelson</b>			
<b>Rush Limbaugh</b>	36%	32%	40%
<b>Bill Nelson</b>	50%	53%	48%
<b>Undecided</b>	14%	15%	13%

	Base	Gender	
		Woman	Man
<b>Mack/Nelson</b>			
<b>Connie Mack IV</b>	33%	30%	36%
<b>Bill Nelson</b>	42%	44%	41%
<b>Undecided</b>	25%	27%	23%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Generic Ballot</b>			
<b>Democratic</b>	41%	44%	38%
<b>Republican</b>	47%	46%	49%
<b>Undecided</b>	12%	10%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>LeMieux Approval</b>				
<b>Approve</b>	15%	12%	19%	14%
<b>Disapprove</b>	26%	30%	21%	27%
<b>Not sure</b>	59%	59%	60%	59%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Nelson Approval</b>				
<b>Approve</b>	40%	55%	26%	38%
<b>Disapprove</b>	35%	25%	45%	35%
<b>Not sure</b>	25%	19%	29%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Limbaugh Favorability</b>				
<b>Favorable</b>	35%	13%	64%	23%
<b>Unfavorable</b>	53%	76%	22%	67%
<b>Not sure</b>	12%	11%	13%	10%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Mack Favorability</b>				
<b>Favorable</b>	18%	18%	20%	16%
<b>Unfavorable</b>	21%	22%	16%	29%
<b>Not sure</b>	60%	60%	63%	56%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Limbaugh/Nelson</b>				
<b>Rush Limbaugh</b>	36%	11%	64%	30%
<b>Bill Nelson</b>	50%	76%	21%	58%
<b>Undecided</b>	14%	13%	15%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Mack/Nelson</b>				
<b>Connie Mack IV</b>	33%	13%	56%	28%
<b>Bill Nelson</b>	42%	67%	15%	45%
<b>Undecided</b>	25%	19%	30%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Generic Ballot</b>				
<b>Democratic</b>	41%	77%	5%	37%
<b>Republican</b>	47%	15%	84%	40%
<b>Undecided</b>	12%	8%	11%	23%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>LeMieux Approval</b>					
<b>Approve</b>	15%	19%	15%	12%	15%
<b>Disapprove</b>	26%	35%	26%	15%	19%
<b>Not sure</b>	59%	46%	60%	73%	66%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Nelson Approval</b>					
<b>Approve</b>	40%	54%	36%	45%	40%
<b>Disapprove</b>	35%	24%	40%	20%	26%
<b>Not sure</b>	25%	22%	23%	35%	34%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Lim baugh Favorability</b>					
<b>Favorable</b>	35%	21%	43%	10%	19%
<b>Unfavorable</b>	53%	63%	46%	75%	81%
<b>Not sure</b>	12%	16%	11%	15%	-

	Base	Race			
		Hispanic	White	African-American	Other
<b>Mack Favorability</b>					
<b>Favorable</b>	18%	21%	19%	12%	15%
<b>Unfavorable</b>	21%	26%	19%	27%	25%
<b>Not sure</b>	60%	52%	62%	60%	60%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Limbaugh/Nelson</b>					
<b>Rush Limbaugh</b>	<b>36%</b>	26%	43%	13%	14%
<b>Bill Nelson</b>	<b>50%</b>	62%	44%	70%	71%
<b>Undecided</b>	<b>14%</b>	12%	13%	17%	15%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Mack/Nelson</b>					
<b>Connie Mack IV</b>	<b>33%</b>	20%	41%	10%	-
<b>Bill Nelson</b>	<b>42%</b>	58%	34%	65%	60%
<b>Undecided</b>	<b>25%</b>	21%	25%	25%	40%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Generic Ballot</b>					
<b>Democratic</b>	<b>41%</b>	50%	33%	78%	38%
<b>Republican</b>	<b>47%</b>	39%	56%	10%	33%
<b>Undecided</b>	<b>12%</b>	12%	11%	13%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>LeMieux Approval</b>					
<b>Approve</b>	<b>15%</b>	22%	9%	14%	19%
<b>Disapprove</b>	<b>26%</b>	33%	24%	23%	28%
<b>Not sure</b>	<b>59%</b>	44%	67%	63%	54%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Nelson Approval</b>					
Approve	40%	33%	38%	40%	43%
Disapprove	35%	28%	24%	41%	36%
Not sure	25%	39%	38%	19%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Limbaugh Favorability</b>					
Favorable	35%	17%	24%	38%	44%
Unfavorable	53%	56%	67%	54%	43%
Not sure	12%	28%	9%	9%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Mack Favorability</b>					
Favorable	18%	12%	22%	14%	23%
Unfavorable	21%	29%	11%	24%	22%
Not sure	60%	59%	67%	61%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Limbaugh/Nelson</b>					
Rush Limbaugh	36%	33%	24%	38%	42%
Bill Nelson	50%	50%	67%	47%	45%
Undecided	14%	17%	9%	16%	13%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Mack/Nelson</b>					
<b>Connie Mack IV</b>	<b>33%</b>	22%	16%	37%	42%
<b>Bill Nelson</b>	<b>42%</b>	39%	49%	43%	38%
<b>Undecided</b>	<b>25%</b>	39%	36%	20%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Generic Ballot</b>					
<b>Democratic</b>	<b>41%</b>	44%	51%	39%	36%
<b>Republican</b>	<b>47%</b>	33%	29%	52%	57%
<b>Undecided</b>	<b>12%</b>	22%	20%	10%	7%

