



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

McCollum up for Governor

Raleigh, N.C. – Bill McCollum has a big early lead over Alex Sink in his quest to keep the Florida Governor’s office in the Republican column, but voters aren’t particularly familiar with the candidates at this point.

McCollum leads Sink 44-31. He has a 38-25 lead with independent voters, and wins 20% of the Democratic vote while Sink gets only 11% support from Republicans.

Despite their both serving in statewide office, half of voters don’t know enough about McCollum or Sink to have an opinion of them. 25% have a favorable opinion of McCollum to 26% viewing him unfavorably, and 23% see have a favorable opinion of Sink to 27% viewing her unfavorably.

Sink and McCollum both have negative numbers with independents, reflecting the general trend that they don’t like anyone right now.

If Charlie Crist decided to run for reelection as Governor and could somehow find a way to get through the primary he would be a huge favorite against Sink, leading her 47-27. Sink would lead Crist just 45-33 among Democrats, another reminder that as far as Crist has fallen within his own party he still has an unusual level of crossover support.

“The Sink-McCollum race is shaping up as something less than a Clash of the Titans,” said Dean Debnam, President of Public Policy Polling. “Half the state doesn’t know who they are, and a plurality of the folks who do have a negative opinion of them.”

PPP often finds that voters are not very familiar with down ballot office holders, particularly in a state as large as Florida.

PPP surveyed 849 Florida voters from March 5th to 8th. The survey’s margin of error is +/-3.4%. 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 Survey Results

Q1 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..... 23%
 Unfavorable 27%
 Not Sure..... 50%

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..... 25%
 Unfavorable 26%
 Not Sure..... 50%

Q3 If the candidates for Governor this fall were Democrat Alex Sink and Republican Bill McCollum, who would you vote for? If Alex Sink, press 1. If Bill McCollum, press 2. If you're undecided, press 3.

Sink..... 31%
 McCollum..... 44%
 Undecided..... 25%

Q4 If the candidates for Governor this fall were Democrat Alex Sink and Republican Charlie Crist, who would you vote for? If Alex Sink, press 1. If Charlie Crist, press 2. If you're undecided, press 3.

Sink..... 27%
 Crist..... 47%
 Undecided..... 26%

Q5 Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.

McCain..... 49%
 Obama..... 45%
 Someone Else/Don't Remember..... 6%

Q6 If you are a liberal, press 1. If a moderate, press 2. If a conservative, press 3.

Liberal..... 16%
 Moderate..... 45%
 Conservative..... 39%

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

Woman 56%
 Man..... 44%

Q8 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..... 39%
 Republican..... 42%
 Independent/Other..... 19%

Q9 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%

Q10 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..... 23%
 46 to 65..... 48%
 Older than 65..... 22%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Sink Favorability				
Favorable	23%	14%	33%	32%
Unfavorable	27%	33%	19%	34%
Not Sure	50%	53%	49%	33%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
McCollum Favorability				
Favorable	25%	36%	10%	43%
Unfavorable	26%	16%	37%	24%
Not Sure	50%	48%	53%	33%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Sink/McCollum				
Sink	31%	11%	54%	28%
McCollum	44%	68%	18%	40%
Undecided	25%	22%	28%	31%

	Base	2008 Vote		
		McCain	Obama	Someone Else/Don't Remember
Sink/Crist				
Sink	27%	11%	45%	22%
Crist	47%	62%	31%	43%
Undecided	26%	27%	23%	34%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Sink Favorability				
Favorable	23%	37%	27%	14%
Unfavorable	27%	18%	21%	36%
Not Sure	50%	45%	52%	50%

	Base	Ideology		
		Liberal	Moderate	Conservative
McCollum Favorability				
Favorable	25%	12%	23%	32%
Unfavorable	26%	38%	26%	21%
Not Sure	50%	50%	51%	48%

	Base	Ideology		
		Liberal	Moderate	Conservative
Sink/McCollum				
Sink	31%	61%	35%	14%
McCollum	44%	17%	35%	64%
Undecided	25%	21%	29%	22%

	Base	Ideology		
		Liberal	Moderate	Conservative
Sink/Crist				
Sink	27%	49%	33%	12%
Crist	47%	35%	45%	55%
Undecided	26%	17%	22%	33%





Crosstabs

	Base	Gender	
		Woman	Man
Sink Favorability			
Favorable	23%	26%	19%
Unfavorable	27%	23%	31%
Not Sure	50%	50%	50%

	Base	Gender	
		Woman	Man
McCollum Favorability			
Favorable	25%	22%	27%
Unfavorable	26%	21%	31%
Not Sure	50%	56%	42%

	Base	Gender	
		Woman	Man
Sink/McCollum			
Sink	31%	35%	26%
McCollum	44%	39%	50%
Undecided	25%	26%	24%

	Base	Gender	
		Woman	Man
Sink/Crist			
Sink	27%	29%	25%
Crist	47%	44%	52%
Undecided	26%	28%	23%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Sink Favorability				
Favorable	23%	34%	14%	21%
Unfavorable	27%	18%	36%	25%
Not Sure	50%	48%	50%	54%

	Base	Party		
		Democrat	Republican	Independent/Other
McCollum Favorability				
Favorable	25%	17%	33%	21%
Unfavorable	26%	31%	20%	27%
Not Sure	50%	52%	47%	51%

	Base	Party		
		Democrat	Republican	Independent/Other
Sink/McCollum				
Sink	31%	55%	11%	25%
McCollum	44%	20%	69%	38%
Undecided	25%	25%	20%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
Sink/Crist				
Sink	27%	45%	11%	25%
Crist	47%	33%	63%	43%
Undecided	26%	22%	26%	32%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
Sink Favorability					
Favorable	23%	36%	23%	13%	21%
Unfavorable	27%	27%	29%	16%	17%
Not Sure	50%	36%	48%	72%	63%

	Base	Race			
		Hispanic	White	African American	Other
McCollum Favorability					
Favorable	25%	35%	26%	13%	13%
Unfavorable	26%	17%	27%	22%	33%
Not Sure	50%	48%	47%	66%	54%

	Base	Race			
		Hispanic	White	African American	Other
Sink/McCollum					
Sink	31%	30%	29%	42%	38%
McCollum	44%	43%	49%	23%	21%
Undecided	25%	26%	22%	35%	42%

	Base	Race			
		Hispanic	White	African American	Other
Sink/Crist					
Sink	27%	22%	27%	34%	29%
Crist	47%	57%	49%	28%	50%
Undecided	26%	22%	24%	38%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sink Favorability					
Favorable	23%	23%	24%	24%	20%
Unfavorable	27%	22%	23%	26%	34%
Not Sure	50%	55%	53%	50%	45%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCollum Favorability					
Favorable	25%	18%	25%	22%	30%
Unfavorable	26%	29%	23%	28%	23%
Not Sure	50%	53%	52%	50%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sink/McCollum					
Sink	31%	37%	34%	31%	27%
McCollum	44%	16%	43%	44%	52%
Undecided	25%	47%	23%	25%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Sink/Crist					
Sink	27%	18%	22%	30%	29%
Crist	47%	42%	46%	48%	49%
Undecided	26%	40%	32%	22%	22%

