



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

Florida a toss up

Raleigh, N.C. – The race for President in Florida is about as close as it can be right now, with Barack Obama leading John McCain just 48-47 in the state. That represents a tightening since three weeks ago, when Obama led 49-46.

Obama has lost some ground with white voters since the last time PPP surveyed Florida, with John McCain increasing his lead with that demographic from 52-41 to 55-39. The Hispanic vote, which has swung back and forth in PPP Florida polls, has also shifted from a 50-46 Obama lead to a 50-46 McCain lead.

“Even as John McCain loses more and more ground in states like North Carolina and Missouri that weren’t all that competitive in 2004, he’s keeping it tight in Florida,” said Dean Debnam, President of Public Policy Polling. “Of course the reality at this point is that Florida is the least relevant it’s been in a Presidential election in several cycles. If Obama hangs on to his commanding leads in Virginia and Colorado it’s game over, and Florida will mainly help to determine the size of his victory.”

Despite slipping with some groups Obama continues to rack up large margins with his core supporters of African Americans, with whom he has a 91-8 advantage, and voters under 30, where he’s up 59-37.

The economy polls as the top issue for 61% of Florida voters, and among those folks Obama has a 57-36 advantage.

Other PPP polls released this week have shown Obama leading in Indiana and North Carolina.

PPP surveyed 1,158 likely voters from October 16th to 19th. The survey’s margin of error is +/-2.9%. 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.

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Florida Poll

Q1 The candidates for President are Republican John McCain and Democrat Barack Obama. If the election was today, who would you vote for? If John McCain, press 1. If Barack Obama, press 2. If you're undecided, press 3.

McCain.....47% *Undecided*..... 5%

Obama.....48%

Q2 Are you firmly committed to your choice for President, or could you change your mind between now and the election? If you are firmly committed, press 1. If you could change your mind, press 2.

Firmly Committed.....95%

Could Change Mind..... 5%

Q3 In 2004 the candidates for President were Republican George W. Bush and Democrat John Kerry. Who did you vote for that year, or did you not vote? If you voted for George W. Bush, press 1. If John Kerry, press 2. If you didn't vote, press 3.

Bush.....49% *Didn't Vote*..... 8%

Kerry43%

Q4 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq..... 12%

Education..... 5%

Economy and Jobs 61%

Taxes..... 6%

Moral and Family Values 9%

Health Care..... 3%

Immigration..... 2%

Other..... 2%

Q5 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

Urban.....22%

Suburban49%

Rural.....10%

Small Town.....19%

Q6 If you are a woman, press 1, if a man, press 2.

Woman53%

Man.....47%

Q7 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....42%

Republican.....42%

Other.....16%





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

Hispanic..... 13%
White 69%
African American 14%
Other..... 3%

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..... 14%
30 to 45..... 26%
46 to 65..... 36%
Older than 65..... 24%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McCain/Obama					
McCain	47%	46%	43%	54%	56%
Obama	48%	52%	52%	42%	36%
Undecided	5%	2%	5%	4%	8%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
2004 Vote					
Bush	49%	46%	47%	54%	56%
Kerry	43%	44%	46%	37%	39%
Didn't Vote	8%	10%	7%	9%	5%

	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	47%	44%	50%
Obama	48%	50%	45%
Undecided	5%	6%	5%

	Base	Gender	
		Woman	Man
2004 Vote			
Bush	49%	46%	53%
Kerry	43%	47%	38%
Didn't Vote	8%	7%	9%





	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	47%	17%	82%	35%
Obama	48%	80%	14%	52%
Undecided	5%	4%	4%	13%

	Base	Party		
		Democrat	Republican	Other
2004 Vote				
Bush	49%	15%	88%	37%
Kerry	43%	76%	8%	46%
Didn't Vote	8%	8%	4%	16%

	Base	Race			
		Hispanic	White	African American	Other
McCain/Obama					
McCain	47%	50%	55%	8%	40%
Obama	48%	46%	39%	91%	51%
Undecided	5%	5%	6%	1%	9%

	Base	Race			
		Hispanic	White	African American	Other
2004 Vote					
Bush	49%	49%	57%	11%	57%
Kerry	43%	36%	38%	75%	40%
Didn't Vote	8%	15%	5%	14%	4%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	47%	37%	44%	50%	52%
Obama	48%	59%	50%	45%	42%
Undecided	5%	4%	6%	5%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
2004 Vote					
Bush	49%	33%	49%	53%	54%
Kerry	43%	46%	43%	43%	42%
Didn't Vote	8%	21%	8%	4%	4%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
McCain/Obama									
McCain	47%	58%	25%	36%	90%	95%	18%	59%	51%
Obama	48%	37%	72%	57%	7%	4%	76%	32%	49%
Undecided	5%	5%	3%	6%	2%	1%	6%	9%	-

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
2004 Vote									
Bush	49%	56%	36%	41%	83%	88%	29%	59%	63%
Kerry	43%	38%	55%	51%	14%	9%	64%	21%	30%
Didn't Vote	8%	6%	9%	8%	3%	3%	6%	21%	7%

