

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

McCain takes small Florida lead

Raleigh, N.C. – John McCain has retaken the lead in Florida, Public Policy Polling's newest survey shows.

Barack Obama had taken a small lead in June after trailing in PPP surveys of the state in March and January, but McCain now has a 47-44 advantage.

Obama earns just 76% of the Democratic vote, with the folks in his party supporting McCain disproportionately older white females.

“The Democrats crossing over to support John McCain are your prototypical Hillary Clinton supporters,” said Dean Debnam, President of Public Policy Polling. “Barack Obama still has some work to do getting those folks on his side if he wants to have any chance of winning Florida.”

The survey also shows tightening among Hispanic voters over the last month. Obama now leads by just three points with them after showing a 14 point advantage in the previous survey.

PPP continues to find Senator Mel Martinez with an abysmal approval rating, at 24% this month. If former Senator Bob Graham decided to make a comeback and challenge Martinez in 2010 it appears he would be a shoo in, as he leads 51-31 in a hypothetical match up.

Martinez also trails Congresswoman Debbie Wasserman Schultz 38-37 in a possible contest. Last month PPP showed Martinez would trail CFO Alex Sink and tie Congressman Robert Wexler in possible match ups.

PPP surveyed 807 likely voters from July 30th to August 2nd. The survey's margin of error is +/-3.5%. 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 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*..... 8%

Obama.....44%

Q2 Do you approve or disapprove of Senator Mel Martinez's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve24% *Not sure*35%

Disapprove.....40%

Q3 If the election for US Senate in 2010 was between Democrat Bob Graham and Republican Mel Martinez, who would you vote for? If Bob Graham, press 1. If Mel Martinez, press 2. If you're undecided, press 3.

Graham.....51%

Martinez..... 31%

Undecided..... 18%

Q4 If the election for US Senate in 2010 was between Republican Mel Martinez and Democrat Debbie Wasserman Schultz, who would you vote for? If Mel Martinez, press 1. If Debbie Wasserman Schultz, press 2. If you're undecided, press 3.

Martinez 37% *Undecided*..... 25%

Schultz 38%

Q5 If you are a woman, press 1, if a man, press 2.

Woman 51%

Man.....49%

Q6 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat 43%

Republican.....40%

Other..... 17%

Q7 If you are Hispanic, press one now. If you are white, press two now. If you are black, press three. If other, press four.

Hispanic..... 16%

White 67%

Black..... 14%

Other..... 3%

Q8 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..... 15%

30 to 45.....28%

46 to 65..... 38%

Older than 65..... 19%





| | Base | Gender | |
|---------------------|------|--------|-----|
| | | Woman | Man |
| McCain/Obama | | | |
| McCain | 47% | 52% | 43% |
| Obama | 44% | 41% | 48% |
| Undecided | 8% | 7% | 9% |

| | Base | Gender | |
|--------------------------|------|--------|-----|
| | | Woman | Man |
| Martinez Approval | | | |
| Approve | 24% | 23% | 26% |
| Disapprove | 40% | 36% | 45% |
| Not sure | 35% | 42% | 28% |

| | Base | Gender | |
|------------------------|------|--------|-----|
| | | Woman | Man |
| Graham/Martinez | | | |
| Graham | 51% | 48% | 54% |
| Martinez | 31% | 29% | 32% |
| Undecided | 18% | 22% | 14% |

| | Base | Gender | |
|-------------------------|------|--------|-----|
| | | Woman | Man |
| Martinez/Schultz | | | |
| Martinez | 37% | 32% | 42% |
| Schultz | 38% | 36% | 40% |
| Undecided | 25% | 32% | 18% |





| | Base | Party | | |
|---------------------|------|----------|------------|-------|
| | | Democrat | Republican | Other |
| McCain/Obama | | | | |
| McCain | 47% | 16% | 84% | 43% |
| Obama | 44% | 76% | 12% | 43% |
| Undecided | 8% | 9% | 5% | 14% |

| | Base | Party | | |
|--------------------------|------|----------|------------|-------|
| | | Democrat | Republican | Other |
| Martinez Approval | | | | |
| Approve | 24% | 10% | 42% | 19% |
| Disapprove | 40% | 55% | 23% | 44% |
| Not sure | 35% | 35% | 35% | 37% |

| | Base | Party | | |
|------------------------|------|----------|------------|-------|
| | | Democrat | Republican | Other |
| Graham/Martinez | | | | |
| Graham | 51% | 75% | 23% | 58% |
| Martinez | 31% | 12% | 56% | 20% |
| Undecided | 18% | 14% | 22% | 22% |

| | Base | Party | | |
|-------------------------|------|----------|------------|-------|
| | | Democrat | Republican | Other |
| Martinez/Schultz | | | | |
| Martinez | 37% | 13% | 66% | 30% |
| Schultz | 38% | 63% | 9% | 42% |
| Undecided | 25% | 24% | 25% | 28% |





| | Base | Race | | | |
|---------------------|------|----------|-------|-------|-------|
| | | Hispanic | White | Black | Other |
| McCain/Obama | | | | | |
| McCain | 47% | 45% | 55% | 15% | 50% |
| Obama | 44% | 48% | 36% | 80% | 41% |
| Undecided | 8% | 6% | 9% | 5% | 9% |

| | Base | Race | | | |
|--------------------------|------|----------|-------|-------|-------|
| | | Hispanic | White | Black | Other |
| Martinez Approval | | | | | |
| Approve | 24% | 30% | 25% | 15% | 33% |
| Disapprove | 40% | 36% | 40% | 47% | 44% |
| Not sure | 35% | 34% | 35% | 38% | 23% |

| | Base | Race | | | |
|------------------------|------|----------|-------|-------|-------|
| | | Hispanic | White | Black | Other |
| Graham/Martinez | | | | | |
| Graham | 51% | 56% | 48% | 63% | 45% |
| Martinez | 31% | 24% | 35% | 17% | 39% |
| Undecided | 18% | 21% | 18% | 20% | 16% |

| | Base | Race | | | |
|-------------------------|------|----------|-------|-------|-------|
| | | Hispanic | White | Black | Other |
| Martinez/Schultz | | | | | |
| Martinez | 37% | 32% | 40% | 23% | 55% |
| Schultz | 38% | 38% | 35% | 53% | 27% |
| Undecided | 25% | 30% | 25% | 23% | 18% |





| | Base | Age | | | |
|---------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| McCain/Obama | | | | | |
| McCain | 47% | 39% | 47% | 47% | 56% |
| Obama | 44% | 55% | 46% | 45% | 33% |
| Undecided | 8% | 6% | 7% | 8% | 12% |

| | Base | Age | | | |
|--------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Martinez Approval | | | | | |
| Approve | 24% | 28% | 24% | 24% | 23% |
| Disapprove | 40% | 34% | 37% | 46% | 38% |
| Not sure | 35% | 38% | 39% | 30% | 39% |

| | Base | Age | | | |
|------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Graham/Martinez | | | | | |
| Graham | 51% | 40% | 52% | 52% | 56% |
| Martinez | 31% | 32% | 28% | 32% | 30% |
| Undecided | 18% | 28% | 20% | 16% | 14% |

| | Base | Age | | | |
|-------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Martinez/Schultz | | | | | |
| Martinez | 37% | 31% | 36% | 37% | 41% |
| Schultz | 38% | 35% | 35% | 43% | 36% |
| Undecided | 25% | 34% | 29% | 20% | 24% |

