



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 expands Florida lead

Raleigh, N.C. – Public Policy Polling’s newest Florida survey shows John McCain expanding his lead in the state to 50-45. He had a three point advantage in PPP’s previous poll.

Each candidate has expanded his share of the vote within his own party over the last month but there’s been a five point shift in party identification toward the Republican side, perhaps because of momentum from a successful convention last week.

“Barack Obama has dropped a few points each time we’ve polled Florida over the course of the summer,” said Dean Debnam, President of Public Policy Polling. “Virginia and Colorado may end up as the states more critical to his Electoral College strategy this fall if the trend continues.”

John McCain’s choice of Sarah Palin as his running mate appears to be a hit with Florida voters. 45% of respondents said it made them more likely to support McCain while just 36% said the choice of Joe Biden makes them more likely to choose Obama.

McCain’s support with white voters is at a new high, as he leads 61-34 with them. Obama will have a hard time winning the state if he can’t cut down that margin and also increase his lead with Hispanic voters, among whom he currently leads 49-42.

Continuing its polling of possible opponents against Senator Mel Martinez, PPP finds that Congressmen Ron Klein and Allen Boyd would each lead the incumbent 37-33. Martinez’s approval rating is just 23%. Previous surveys also found Martinez trailing CFO Alex Sink, Congresswoman Debbie Wasserman-Schultz, and former Senator Bob Graham.

PPP surveyed 986 voters on September 6th and 7th. The survey’s margin of error is +/- 3.1%. 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.....50% *Undecided*..... 5%
Obama.....45%

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.....91%
Could Change Mind..... 9%

Q3 Do you approve or disapprove of Republican Senator Mel Martinez's job performance? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve23%
Disapprove.....37%
Not Sure.....40%

Q4 If the candidates for US Senate in 2010 were Democrat Allen Boyd and Republican Mel Martinez, who would you vote for? If Allen Boyd, press 1. If Mel Martinez, press 2. If you're undecided, press 3.

Boyd37%
Martinez.....33%
Undecided.....30%

Q5 If the candidates for US Senate in 2010 were Democrat Ron Klein and Republican Mel Martinez, who would you vote for? If Ron Klein, press 1. If Mel Martinez, press 2. If you're undecided, press 3.

Klein.....37%
Martinez.....33%
Undecided.....30%

Q6 Did Barack Obama's selection of Joe Biden as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely.....36% *No Difference*.....34%
Less Likely.....30%

Q7 Did John McCain's selection of Sarah Palin as his running mate make you more or less likely to vote for him? If it makes you more likely to vote for him, press 1. If it makes you less likely to vote for him, press 2. If it makes no difference, press 3.

More Likely45% *No Difference*.....20%
Less Likely.....34%

Q8 If you are a woman, press 1, if a man, press 2.

Woman51%
Man.....49%

Q9 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....41%
Republican.....43%
Other.....16%

Q10 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%
White67%
African American16%
Other.....4%





Q11 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.

<i>18 to 29</i>	14%
<i>30 to 45</i>	27%
<i>46 to 65</i>	37%
<i>Older than 65</i>	22%





	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	50%	49%	51%
Obama	45%	47%	42%
Undecided	5%	4%	7%

	Base	Gender	
		Woman	Man
Change Mind			
Firmly Committed	91%	93%	90%
Could Change Mind	9%	7%	10%

	Base	Gender	
		Woman	Man
Martinez Approval			
Approve	23%	22%	25%
Disapprove	37%	31%	43%
Not Sure	40%	47%	32%

	Base	Gender	
		Woman	Man
Boyd/Martinez			
Boyd	37%	35%	38%
Martinez	33%	31%	36%
Undecided	30%	34%	26%





	Base	Gender	
		Woman	Man
Klein/Martinez			
Klein	37%	36%	38%
Martinez	33%	32%	35%
Undecided	30%	32%	28%

	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	36%	36%	36%
Less Likely	30%	24%	38%
No Difference	34%	41%	26%

	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	45%	41%	50%
Less Likely	34%	36%	33%
No Difference	20%	23%	17%

	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	50%	13%	87%	43%
Obama	45%	82%	10%	43%
Undecided	5%	4%	3%	15%





	Base	Party		
		Democrat	Republican	Other
Change Mind				
Firmly Committed	91%	92%	93%	86%
Could Change Mind	9%	8%	7%	14%

	Base	Party		
		Democrat	Republican	Other
Martinez Approval				
Approve	23%	10%	40%	14%
Disapprove	37%	55%	19%	37%
Not Sure	40%	35%	41%	49%

	Base	Party		
		Democrat	Republican	Other
Boyd/Martinez				
Boyd	37%	60%	15%	36%
Martinez	33%	12%	58%	22%
Undecided	30%	28%	27%	42%

	Base	Party		
		Democrat	Republican	Other
Klein/Martinez				
Klein	37%	66%	11%	31%
Martinez	33%	10%	59%	24%
Undecided	30%	24%	29%	45%





	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	36%	57%	17%	33%
Less Likely	30%	15%	45%	30%
No Difference	34%	28%	38%	38%

	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	45%	19%	72%	41%
Less Likely	34%	57%	12%	38%
No Difference	20%	24%	17%	21%

	Base	Race			
		Hispanic	White	African American	Other
McCain/Obama					
McCain	50%	42%	61%	10%	43%
Obama	45%	49%	34%	88%	41%
Undecided	5%	9%	5%	2%	16%

	Base	Race			
		Hispanic	White	African American	Other
Change Mind					
Firmly Committed	91%	94%	90%	94%	93%
Could Change Mind	9%	6%	10%	6%	7%





	Base	Race			
		Hispanic	White	African American	Other
Martinez Approval					
Approve	23%	24%	28%	4%	24%
Disapprove	37%	41%	31%	55%	45%
Not Sure	40%	35%	41%	41%	31%

	Base	Race			
		Hispanic	White	African American	Other
Boyd/Martinez					
Boyd	37%	41%	32%	53%	35%
Martinez	33%	38%	37%	14%	35%
Undecided	30%	22%	31%	33%	31%

	Base	Race			
		Hispanic	White	African American	Other
Klein/Martinez					
Klein	37%	39%	31%	61%	35%
Martinez	33%	35%	38%	12%	33%
Undecided	30%	26%	31%	27%	33%

	Base	Race			
		Hispanic	White	African American	Other
Biden Pick					
More Likely	36%	36%	32%	53%	33%
Less Likely	30%	27%	34%	16%	35%
No Difference	34%	37%	34%	31%	33%





	Base	Race			
		Hispanic	White	African American	Other
Palin Pick					
More Likely	45%	43%	52%	20%	39%
Less Likely	34%	45%	30%	45%	39%
No Difference	20%	12%	18%	35%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	50%	44%	47%	49%	57%
Obama	45%	52%	46%	45%	38%
Undecided	5%	4%	6%	5%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Change Mind					
Firmly Committed	91%	93%	90%	92%	91%
Could Change Mind	9%	7%	10%	8%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Martinez Approval					
Approve	23%	17%	20%	25%	29%
Disapprove	37%	38%	38%	37%	34%
Not Sure	40%	45%	42%	38%	36%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Boyd/Martinez					
Boyd	37%	39%	33%	38%	38%
Martinez	33%	27%	32%	34%	39%
Undecided	30%	34%	35%	28%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Klein/Martinez					
Klein	37%	40%	35%	37%	37%
Martinez	33%	27%	33%	32%	40%
Undecided	30%	33%	32%	31%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	36%	42%	29%	38%	37%
Less Likely	30%	27%	34%	28%	32%
No Difference	34%	31%	37%	34%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	45%	44%	44%	43%	52%
Less Likely	34%	37%	34%	36%	31%
No Difference	20%	20%	22%	21%	17%

