

FOR IMMEDIATE RELEASE

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Obama takes the lead in Florida

Raleigh, N.C. – Benefiting from increased voter concern over the economy and the declining popularity of Sarah Palin, Barack Obama has taken a 49-46 lead over John McCain in Florida. A PPP survey conducted three weeks ago, right after the Republican convention, showed McCain leading by five points in the state.

64% of poll respondents named the economy as their top issue, and within that group Obama holds a 55-40 lead. By comparison when PPP asked the same issues question in a January Florida survey just 26% said their biggest concern was the economy, and McCain led Obama by six points.

Another factor driving movement in Obama's direction in Florida is Sarah Palin's rapidly declining standing with voters in the state. Right after the convention 45% said they were more likely to vote for McCain because of her spot on the ticket, compared to 34% who said they were less likely to do so. Now the number saying Palin makes them more likely to support McCain has gone down to 40%, while the percentage of those saying they are less likely to do so has ticked up to 41%.

"The events of the past few weeks are pushing independents into Barack Obama's camp," said Dean Debnam, President of Public Policy Polling. "Where McCain and Obama were tied with those voters three weeks ago, Obama now has an eight point advantage. John McCain badly needs the campaign to 'switch topics' if he's going to reverse the strong movement in Obama's direction."

Also important to Obama's movement in Florida is a much improved performance with white voters in the state. Where he had a 27 point deficit with them in early September, it is now down to just 11 points.

PPP released a survey yesterday showing Barack Obama with a slight lead in North Carolina.

PPP surveyed 941 likely voters on September 27th and 28th. The survey's margin of error is +/-3.2%. 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 Tom Jensen at 919-744-6312.



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.....46% *Undecided*..... 6%

Obama.....49%

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.....92%

Could Change Mind..... 8%

Q3 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..... 31% *No Difference*..... 37%

Less Likely 31%

Q4 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 Likely40% *No Difference*.....19%

Less Likely.....41%

Q5 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..... 15%

Education..... 3%

Economy and Jobs 64%

Taxes..... 4%

Moral and Family Values 7%

Health Care..... 2%

Immigration..... 2%

Other..... 3%

Q6 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%

Suburban 50%

Rural..... 9%

Small Town..... 19%

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

Woman52%

Man.....48%

Q8 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat..... 44%

Republican.....38%

Other..... 18%





Q9 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 71%
African American 13%
Other..... 3%

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..... 16%
30 to 45..... 27%
46 to 65..... 35%
Older than 65..... 22%





	Base	Community Type			
		Urban	Suburban	Rural	Small Town
McCain/Obama					
McCain	46%	43%	45%	60%	44%
Obama	49%	53%	50%	37%	47%
Undecided	6%	4%	6%	3%	9%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Biden Pick					
More Likely	31%	33%	32%	23%	32%
Less Likely	31%	29%	32%	32%	32%
No Difference	37%	38%	36%	45%	36%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Palin Pick					
More Likely	40%	39%	38%	49%	42%
Less Likely	41%	39%	45%	33%	37%
No Difference	19%	22%	17%	17%	21%

	Base	Gender	
		Woman	Man
McCain/Obama			
McCain	46%	43%	48%
Obama	49%	51%	46%
Undecided	6%	6%	6%





	Base	Gender	
		Woman	Man
Biden Pick			
More Likely	31%	32%	31%
Less Likely	31%	29%	33%
No Difference	37%	39%	36%

	Base	Gender	
		Woman	Man
Palin Pick			
More Likely	40%	39%	42%
Less Likely	41%	42%	40%
No Difference	19%	19%	18%

	Base	Party		
		Democrat	Republican	Other
McCain/Obama				
McCain	46%	15%	84%	40%
Obama	49%	81%	11%	48%
Undecided	6%	4%	5%	13%

	Base	Party		
		Democrat	Republican	Other
Biden Pick				
More Likely	31%	48%	13%	30%
Less Likely	31%	19%	48%	27%
No Difference	37%	33%	40%	44%





	Base	Party		
		Democrat	Republican	Other
Palin Pick				
More Likely	40%	18%	70%	32%
Less Likely	41%	63%	13%	46%
No Difference	19%	19%	17%	21%

	Base	Race			
		Hispanic	White	African American	Other
McCain/Obama					
McCain	46%	46%	52%	6%	51%
Obama	49%	50%	41%	92%	39%
Undecided	6%	4%	7%	2%	10%

	Base	Race			
		Hispanic	White	African American	Other
Biden Pick					
More Likely	31%	30%	29%	48%	33%
Less Likely	31%	39%	34%	8%	28%
No Difference	37%	31%	37%	44%	38%

	Base	Race			
		Hispanic	White	African American	Other
Palin Pick					
More Likely	40%	48%	45%	5%	41%
Less Likely	41%	39%	39%	56%	41%
No Difference	19%	14%	16%	39%	17%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McCain/Obama					
McCain	46%	40%	41%	48%	52%
Obama	49%	52%	53%	49%	41%
Undecided	6%	9%	6%	4%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biden Pick					
More Likely	31%	23%	31%	34%	34%
Less Likely	31%	31%	25%	33%	35%
No Difference	37%	45%	44%	33%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Palin Pick					
More Likely	40%	42%	34%	40%	46%
Less Likely	41%	36%	47%	40%	39%
No Difference	19%	22%	19%	19%	14%





	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
McCain/Obama									
McCain	46%	43%	33%	40%	80%	88%	30%	80%	34%
Obama	49%	54%	56%	55%	15%	6%	62%	14%	35%
Undecided	6%	3%	10%	5%	5%	7%	8%	7%	31%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Biden Pick									
More Likely	31%	41%	26%	34%	12%	10%	47%	-	17%
Less Likely	31%	27%	31%	29%	46%	45%	19%	60%	40%
No Difference	37%	32%	43%	37%	41%	45%	34%	40%	43%

	Base	Issues							
		War in Iraq	Education	Economy and Jobs	Taxes	Moral and Family Values	Health Care	Immigration	Other
Palin Pick									
More Likely	40%	34%	27%	37%	65%	75%	19%	69%	39%
Less Likely	41%	46%	49%	46%	12%	12%	55%	7%	26%
No Difference	19%	20%	23%	17%	23%	13%	26%	24%	35%

