

Results of SurveyUSA Election Poll #21574

Geography: Florida
Data Collected: 09/05/2014 - 09/08/2014
Release Date: 09/09/2014
Percentaaes

8 Weeks Till Votes are Counted, Florida Governor Duel Back to Steady-State: Scott 45%, Crist 44%: The DNA double helix that is the 2014 Florida Governor's fight is beautifully illustrated in this exclusive WFLA-TV [interactive tracking graph](#), which shows the results of the last 3 WFLA-TV polls, since the name of Libertarian Adrian Wyllie was added to the survey. As time passes, the chart moves to the right, and as voters make up their mind, and as fewer-and-fewer are undecided, the lines on the chart move from the bottom to the top. Today SurveyUSA finds incumbent Republican Rick Scott at 45%, Democratic challenger Charlie Crist at 44%, Wyllie at 3%. Wyllie today hurts Crist, taking twice as many votes from the Democrat as he does from the Republican. Normally, this wouldn't matter with a 3rd-party candidate who is at 3%, but in a contest that may be decided by a few thousand votes, each one is precious. Scott continues to nip at Crist's heels in Southeast Florida, a Democratic bastion where Democrats typically run up big margins, to off-set Republican strongholds elsewhere in the sprawling state. Today, Scott is within 9 of Crist in Dade and Broward counties, which include Miami and Fort Lauderdale. In Central FL, always a battleground, the [interactive tracking graph](#) again models a DNA helix: Scott led by 8 on 08/19/14, Crist led by 8 on 08/29/14, Scott leads by 8 today. Independents split in this WFLA-TV release, 41% Scott, 41% Crist. Moderates, however, break by 20 points for the Democrat. The Gender Gap today is 17 points. Cubans, narrowly, vote Republican. Non-cuban Hispanics vote Democratic. **Cell-phone and home-phone respondents included in this research:** SurveyUSA interviewed 750 state of FL adults 09/05/14 through 09/08/14. Of the adults, 678 were registered to vote. Of the registered voters, SurveyUSA determined that 576 were likely to vote in the 11/04/14 general election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (29% of likely voters) were shown a questionnaire on their smartphone, tablet or other electronic device. You must credit WFLA-TV if you re-broadcast, publish or cite these poll results in whole or part.

1 If the election for Florida governor were today, and you were filling out your ballot right now, who would you vote for? ... (candidate names rotated) Republican Rick Scott? Democrat Charlie Crist? Libertarian Adrian Wyllie? Or some other candidate?

576 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation			Ideology			Education			Income			Cell Phone / Lan	
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Yes	Hispani	White	Black	Asian /	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Cell Ph	Landlin
Rick Scott (R)	45%	50%	41%	42%	40%	47%	48%	41%	48%	47%	41%	48%	20%	54%	79%	12%	41%	75%	35%	16%	38%	48%	46%	45%	41%	48%	41%	47%
Charlie Crist (D)	44%	40%	48%	45%	47%	44%	41%	46%	43%	43%	53%	41%	70%	30%	14%	78%	41%	14%	55%	69%	46%	41%	45%	42%	46%	44%	45%	44%
Adrian Wyllie (L)	3%	2%	4%	2%	2%	3%	4%	2%	4%	0%	0%	3%	2%	3%	2%	4%	1%	2%	3%	5%	3%	4%	2%	4%	4%	2%	3%	3%
Other / Undecided	8%	7%	8%	11%	11%	6%	6%	11%	6%	11%	6%	7%	8%	13%	5%	6%	17%	9%	6%	9%	13%	8%	7%	9%	9%	6%	12%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	15%	22%	34%	29%	37%	63%	6%	11%	82%	11%	7%	40%	39%	20%	35%	43%	18%	13%	38%	50%	29%	34%	37%	29%	71%

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576 Likely Voters	All	Region				
Credibility Interval: +/-4.2 pct points		North	North E	Central	South	South E
Rick Scott (R)	45%	47%	52%	47%	44%	41%
Charlie Crist (D)	44%	31%	43%	39%	47%	50%
Adrian Wyllie (L)	3%	11%	1%	3%	4%	2%
Other / Undecided	8%	11%	3%	11%	4%	8%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	8%	9%	30%	24%	29%

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.