

Results of SurveyUSA Election Poll #21523

Geography: Florida
Data Collected: 08/15/2014 - 08/18/2014
Release Date: 08/19/2014
Percentaes

With Libertarian Wyllie on the Ballot in Florida, Republican Scott Now Leads Democrat Crist by 3: In this 10th tracking poll for WFLA-TV in Tampa, SurveyUSA adds the name of Libertarian Adrian Wyllie to the "who would you vote for" question, and finds the results largely consistent with previous releases, where survey respondents could select an option for "some other candidate" to express support for Wyllie. Today, it's incumbent Republican Rick Scott 44%, Democratic challenger Charlie Crist 41%, Wyllie 4%. Wyllie appears to take ever-so-slightly more votes from Scott than from Crist, an analysis of the results reveals. That's because in 8 out of the 9 previous WFLA-TV tracking polls, Scott has led among independent voters, but today, with Wyllie siphoning off 12% of the independents, Crist leads among independents 37% to 30%. 2 weeks ago, Scott led by 2 points, today by 3. Crist suffers from an apparent weakening of his support in Southeast Florida (which includes Miami and Fort Lauderdale). Previously, Crist had led in the Southeast by as many as 25 points, and most recently by 18 points, but today leads there by just 5. In Central FL, often a battleground, Scott today leads by 8. Crist today leads by 5 among voters under age 50; Scott today leads by 7 among voters age 50+. Scott leads by 3 among men and leads by 3 among women. Scott holds 79% of the Republican base. Crist holds 76% of the Democratic base. Conservatives, as expected, break 8:1 for Scott. Liberals, as expected, break 8:1 for Crist. Moderates, a critical swing group, break for Crist 52% to 29%. Looking ahead to the 2016 presidential election, Democrat Hillary Clinton keeps Florida's critical 29 electoral college votes blue if she is opposed by a resurrected Mitt Romney. But Romney turns Florida red if he is opposed by Democrat Joe Biden. This is consistent with previous WFLA-TV polling, which shows that Clinton defeats each and every high-profile Republican in an election today, holding the state for the Democrats, but Biden loses to each and every high-profile Republican today. 270 electoral college votes are needed to win the White House; Florida alone accounts for 11% of the total needed. **Cell-phone respondents and home-phone respondents are included in this survey:** SurveyUSA interviewed 950 adults 08/15/14 through 08/18/14. Of the adults, 852 were registered to vote. Of the registered voters, 564 were determined by SurveyUSA to be 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 (73% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (27% of likely voters) were shown a questionnaire on their smartphone, tablet or other electronic device. In this release, cell-phone respondents favor Crist by 11 points. Landline respondents favor Scott by 7 points. You must credit WFLA-TV if you air, cite or publish these results in whole or in 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?

564 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)	44%	43%	44%	33%	43%	42%	50%	39%	46%	40%	51%	48%	15%	36%	79%	13%	30%	80%	29%	9%	47%	46%	41%	37%	47%	43%	36%	46%
Charlie Crist (D)	41%	40%	41%	48%	42%	39%	40%	44%	39%	31%	39%	37%	72%	37%	12%	76%	37%	10%	52%	71%	35%	41%	42%	46%	38%	41%	47%	39%
Adrian Wyllie (L)	4%	6%	3%	6%	7%	5%	1%	7%	3%	7%	0%	5%	0%	9%	2%	1%	12%	5%	4%	6%	4%	3%	5%	5%	4%	5%	3%	5%
Other / Undecided	11%	11%	11%	13%	8%	15%	9%	10%	12%	22%	9%	11%	14%	17%	7%	9%	21%	5%	15%	15%	14%	10%	11%	12%	12%	11%	13%	11%
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%	53%	47%	12%	21%	33%	34%	33%	67%	8%	5%	84%	11%	5%	40%	35%	24%	34%	45%	16%	13%	36%	51%	28%	39%	33%	27%	73%

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564 Likely Voters	All	Region				
Credibility Interval: +/-4.2 pct points		North	North E	Central	South	South E
Rick Scott (R)	44%	51%	42%	44%	42%	42%
Charlie Crist (D)	41%	28%	42%	36%	47%	47%
Adrian Wyllie (L)	4%	8%	4%	6%	3%	2%
Other / Undecided	11%	12%	12%	14%	8%	10%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	34%	21%	26%

2 How will you cast your vote in the election for Governor? Will you vote early by mail? Vote early in person? Vote on Election Day? Or are you not yet certain?

564 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
Early By Mail	31%	29%	34%	23%	22%	32%	40%	22%	36%	32%	14%	32%	24%	29%	29%	33%	33%	28%	31%	35%	34%	34%	29%	36%	29%	31%	24%	34%
Early In Person	24%	23%	25%	41%	23%	21%	21%	30%	21%	31%	54%	22%	34%	28%	22%	28%	21%	24%	24%	27%	16%	25%	26%	21%	26%	25%	25%	24%
On Election Day	38%	41%	35%	32%	50%	42%	30%	43%	36%	35%	32%	38%	38%	37%	41%	34%	40%	41%	40%	30%	38%	37%	39%	38%	40%	37%	47%	35%
Not Yet Certain	6%	7%	6%	4%	5%	5%	9%	5%	7%	2%	0%	7%	4%	5%	8%	4%	7%	7%	6%	7%	12%	4%	7%	5%	6%	8%	4%	7%
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%	53%	47%	12%	21%	33%	34%	33%	67%	8%	5%	84%	11%	5%	40%	35%	24%	34%	45%	16%	13%	36%	51%	28%	39%	33%	27%	73%

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Credibility Interval: +/-4.2 pct points		North	North E	Central	South	South E
Early By Mail	31%	13%	21%	29%	58%	23%
Early In Person	24%	20%	33%	25%	16%	28%
On Election Day	38%	61%	37%	42%	19%	42%
Not Yet Certain	6%	6%	9%	4%	7%	7%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	34%	21%	26%

3 Should Charlie Crist debate Nan Rich, his opponent in the Democratic primary? Or not?

564 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation			Ideology			Education			Income			Cell Phone / Lan	
Credibility Interval: +/-4 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
Should	66%	66%	66%	70%	64%	72%	59%	66%	65%	77%	76%	68%	52%	57%	65%	64%	68%	68%	67%	65%	66%	62%	69%	59%	69%	70%	72%	63%
Should Not	16%	17%	16%	10%	22%	16%	16%	17%	16%	10%	17%	15%	25%	24%	15%	19%	15%	13%	17%	19%	16%	18%	15%	18%	13%	19%	10%	19%
Not Sure	18%	18%	18%	20%	14%	13%	24%	17%	19%	13%	7%	17%	23%	19%	19%	17%	17%	19%	16%	16%	18%	20%	16%	23%	18%	11%	18%	18%
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%	53%	47%	12%	21%	33%	34%	33%	67%	8%	5%	84%	11%	5%	40%	35%	24%	34%	45%	16%	13%	36%	51%	28%	39%	33%	27%	73%

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Credibility Interval: +/-4 pct points		North	North E	Central	South	South E
Should	66%	48%	58%	67%	68%	71%
Should Not	16%	20%	19%	14%	21%	13%
Not Sure	18%	32%	23%	18%	11%	16%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	34%	21%	26%

4 Thinking ahead now to the 2016 election for President of the United States ... If the 2016 election for President were today, and the only two candidates on the ballot were Republican Mitt Romney and Democrat Hillary Clinton, who would you vote for?

852 Registered Voters	All	Gender		Age				<50 / 50+		Cuban	Non-Cu	Race			Party Affiliation			Ideology			Education			Income			Cell Phone / Lan	
Credibility Interval: +/-3.4 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
Mitt Romney (R)	41%	45%	38%	31%	40%	41%	49%	36%	45%	56%	33%	46%	14%	35%	84%	10%	34%	82%	30%	10%	39%	40%	43%	33%	43%	48%	33%	44%
Hillary Clinton (D)	48%	42%	53%	54%	51%	46%	44%	52%	45%	37%	59%	44%	72%	50%	10%	85%	45%	11%	59%	84%	47%	48%	49%	55%	45%	45%	53%	46%
Undecided	11%	12%	10%	15%	10%	13%	7%	12%	10%	7%	8%	10%	14%	15%	6%	5%	21%	6%	11%	6%	14%	12%	8%	12%	12%	7%	14%	9%
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 Registered Voters	100%	47%	53%	17%	24%	31%	29%	40%	60%	7%	8%	80%	13%	6%	34%	38%	25%	29%	45%	19%	17%	37%	46%	32%	38%	30%	28%	72%

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Credibility Interval: +/-3.4 pct points		North	North E	Central	South	South E
Mitt Romney (R)	41%	48%	46%	45%	40%	35%
Hillary Clinton (D)	48%	38%	46%	44%	52%	53%
Undecided	11%	14%	9%	11%	8%	13%
Total	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	7%	9%	33%	23%	28%

5 What if the only two candidates on the ballot were Republican Mitt Romney and Democrat Joe Biden?

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Joe Biden (D)	39%	36%	42%	50%	37%	35%	38%	42%	37%	27%	37%	35%	68%	37%	5%	72%	35%	10%	46%	72%	32%	42%	39%	46%	41%	31%	43%	37%
Undecided	14%	14%	14%	17%	13%	18%	9%	15%	14%	14%	16%	13%	16%	18%	6%	13%	23%	6%	16%	13%	24%	13%	12%	18%	12%	12%	17%	13%
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 Registered Voters	100%	47%	53%	17%	24%	31%	29%	40%	60%	7%	8%	80%	13%	6%	34%	38%	25%	29%	45%	19%	17%	37%	46%	32%	38%	30%	28%	72%

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Credibility Interval: +/-3.4 pct points		North	North E	Central	South	South E
Mitt Romney (R)	47%	53%	60%	50%	44%	40%
Joe Biden (D)	39%	39%	30%	35%	43%	43%
Undecided	14%	8%	10%	15%	13%	17%
Total	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	7%	9%	33%	23%	28%

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.