

Results of SurveyUSA Election Poll #21497

Geography: Florida
Data Collected: 07/31/2014 - 08/04/2014
Release Date: 08/05/2014
Percentaaes

Florida Teeter-Totter Tips Back Towards Scott, As News Novelty of Crist's Running Mate Announcement Wears Off: 3 months till votes are counted in the 2014 election for Governor of Florida, incumbent Republican Rick Scott is a nominal 2 points atop Democratic challenger Charlie Crist, according to WFLA-TV's latest tracking poll, conducted by SurveyUSA. Scott is at 45% today, Crist is at 43%. Compared to a SurveyUSA WFLA-TV tracking poll 2 weeks ago, which was conducted during a time of positive news coverage for Crist, Scott is up 5, Crist is down 3. Scott reaches the 50% support level among male voters today, the 1st time he has done so in 9 tracking polls going back to 04/15/14. Scott reaches 54% support among seniors, his highest support to date among voters age 65+. Independents today prefer Scott by 12 points. Moderates today prefer Crist by 21 points. Scott holds 81% of Republicans, 80% of conservatives. Crist holds 78% of Democrats, 76% of liberals. Looking ahead to the election for President in the state of Florida in 2016, in hypothetical head-to-head match-ups today: Hillary Clinton defeats Rick Perry 50% to 40%. Perry and Joe Biden duel to an effective draw, 44% to 43%. **Cell-phone respondents and home-phone respondents included in this research:** SurveyUSA interviewed 950 state of Florida adults 07/31/14 through 08/04/14. Of the adults, 859 were registered to vote. Of the registered voters, 576 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 (75% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone were shown a questionnaire on their smartphone, tablet or electronic device.

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? 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%	35%	44%	42%	54%	41%	48%	45%	44%	49%	15%	53%	80%	13%	45%	81%	33%	12%	46%	52%	42%	41%	43%	51%	33%	50%
Charlie Crist (D)	43%	41%	45%	50%	45%	44%	37%	47%	41%	45%	41%	39%	78%	26%	14%	78%	33%	10%	54%	76%	41%	35%	47%	47%	47%	36%	51%	40%
Other	8%	6%	9%	7%	7%	8%	8%	7%	8%	3%	12%	7%	7%	14%	5%	5%	12%	6%	7%	10%	6%	9%	7%	6%	6%	10%	5%	8%
Undecided	4%	4%	5%	8%	5%	6%	1%	6%	3%	7%	3%	5%	0%	7%	1%	4%	9%	2%	6%	1%	7%	4%	4%	7%	4%	3%	11%	2%
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%	12%	22%	34%	32%	34%	66%	9%	6%	84%	10%	6%	37%	38%	24%	34%	43%	20%	13%	33%	54%	26%	42%	33%	25%	75%

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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%	54%	64%	48%	46%	35%
Charlie Crist (D)	43%	41%	30%	38%	42%	53%
Other	8%	1%	4%	11%	7%	8%
Undecided	4%	4%	2%	4%	6%	4%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	7%	9%	32%	22%	30%

2 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 Rick Perry and Democrat Hillary Clinton, who would you vote for?

859 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
Rick Perry (R)	40%	43%	37%	30%	38%	41%	45%	35%	43%	45%	33%	43%	12%	44%	78%	10%	41%	80%	30%	7%	35%	43%	39%	33%	38%	47%	29%	44%
Hillary Clinton (D)	50%	44%	55%	49%	50%	51%	49%	50%	50%	47%	52%	45%	84%	45%	14%	84%	40%	15%	59%	81%	52%	45%	52%	54%	51%	46%	49%	50%
Undecided	10%	12%	9%	21%	12%	8%	6%	15%	7%	8%	15%	11%	4%	10%	8%	6%	19%	5%	11%	12%	13%	11%	9%	13%	11%	7%	21%	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 Registered Voters	100%	48%	52%	16%	24%	32%	29%	40%	60%	8%	8%	82%	12%	6%	33%	41%	24%	30%	45%	19%	18%	35%	47%	32%	40%	29%	28%	72%

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Credibility Interval: +/-3.4 pct points		North	North E	Central	South	South E
Rick Perry (R)	40%	45%	54%	43%	42%	30%
Hillary Clinton (D)	50%	37%	37%	45%	45%	64%
Undecided	10%	17%	9%	11%	13%	7%
Total	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	6%	9%	32%	21%	31%

3 What if the only two candidates on the ballot were Republican Rick Perry and Democrat Joe Biden?

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Joe Biden (D)	43%	39%	46%	51%	48%	41%	35%	49%	38%	46%	55%	39%	75%	36%	10%	74%	36%	11%	49%	79%	41%	41%	44%	47%	43%	38%	47%	41%
Undecided	14%	13%	14%	18%	10%	14%	14%	13%	14%	3%	12%	14%	13%	16%	7%	14%	21%	8%	14%	14%	23%	11%	13%	18%	14%	10%	20%	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 Registered Voters	100%	48%	52%	16%	24%	32%	29%	40%	60%	8%	8%	82%	12%	6%	33%	41%	24%	30%	45%	19%	18%	35%	47%	32%	40%	29%	28%	72%

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Total	100%	100%	100%	100%	100%	100%
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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.