

# Results of SurveyUSA Election Poll #14388



Sponsors:

All SurveyUSA clients in Florida

Geography: Florida

Data Collected: 09/16/2008 - 09/17/2008

Release Date: 09/18/2008

**A Tale of 2 Floridas: Obama Leads in Southeast, McCain Leads Elsewhere & Is 6 Ahead in Fight for 27 Electoral Votes:** In an election for President of the United States in Florida today, 09/18/08, seven weeks till votes are counted, the Sunshine State splits cleanly in two, according to this latest SurveyUSA poll conducted exclusively for WFLA-TV Tampa, WKRG-TV Mobile/Pensacola, WFOR-TV Miami, and WFTX-TV Fort Myers. John McCain today carries the Northwest, Northeast, and Southwest portions of the state, and defeats Barack Obama 51% to 45%. Obama carries Southeast Florida, where Miami, Fort Lauderdale and Palm Beach are located, but that is not enough to overcome McCain's margins elsewhere. McCain and Obama tie in Central Florida. The regional divides today are more pronounced in the parts of the state that border Alabama and Georgia than they were in an identical SurveyUSA poll released 6 weeks ago. Then, as now, McCain led by 6 points statewide. No dramatic movement on the surface. But underneath, this discovery: In Northwest Florida, which includes Pensacola, McCain had led by 14, now leads by 41. In Northeast Florida, which includes Jacksonville, McCain had led by 8, now leads by 46. In Southeast Florida, which includes many transplanted Northeasterners, Obama's lead has increased from 9 points 6 weeks ago to 12 points today. McCain has gained ground among men. But, in this first SurveyUSA poll after his pick of Sarah Palin, McCain has lost ground among women. Pro-Choice voters are drifting to Obama. Pro-Life voters are drifting to McCain. Voters focused on the economy now break 5:4 for Obama. But voters focused on Terrorism break 11:1 for McCain. McCain holds 81% of the GOP base. But Obama holds just 71% of Democrats. 23% of Democrats today cross over to vote Republican. Independents split. Among white voters, McCain leads by 15 points. Among Hispanics, McCain leads by 19.

**Filtering:** SurveyUSA interviewed 900 Florida adults 09/16/08 through 09/17/08. Interviews were conducted during a time of exceptional financial turbulence, coinciding with the bankruptcy of Lehman Brothers, the federal rescue of AIG insurance company, and immediately following the federal takeover of Fannie Mae. Of the registered voters, 832 were registered to vote. Of the registered voters, 707 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Florida has 27 Electoral College votes. George Bush carried Florida by 5 points in 2004 and by one one hundredth of a point in 2000.

**1** If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

707 Adults	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-3.8%																
McCain (R)	51%	54%	48%	44%	49%	52%	58%	47%	55%	48%	60%	51%	56%	21%	55%	**
Obama (D)	45%	44%	46%	49%	49%	46%	38%	49%	42%	48%	36%	46%	41%	77%	36%	**
Other	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	0%	**
Undecided	2%	0%	4%	6%	1%	1%	2%	3%	2%	3%	2%	1%	1%	1%	9%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	20%	27%	27%	27%	47%	53%	41%	14%	44%	73%	11%	13%	3%

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707 Adults	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.8%																
McCain (R)	51%	81%	23%	49%	85%	44%	18%	54%	48%	61%	46%	39%	74%	35%	47%	52%
Obama (D)	45%	17%	71%	47%	14%	54%	73%	44%	47%	37%	53%	52%	25%	60%	34%	47%
Other	1%	0%	2%	2%	0%	2%	2%	1%	2%	1%	1%	3%	1%	2%	4%	1%
Undecided	2%	1%	4%	1%	1%	1%	8%	1%	4%	1%	0%	6%	0%	4%	15%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	41%	43%	15%	32%	39%	17%	53%	47%	45%	31%	25%	40%	58%	13%	86%

**1** If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

707 Adults	All	Top Issue For Next President								Income		Region				
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	North	North E	Central	South	South E
Margin of Sampling Error: +/-3.8%																
McCain (R)	51%	43%	**	51%	33%	94%	**	**	**	45%	54%	69%	72%	48%	55%	42%
Obama (D)	45%	53%	**	44%	64%	6%	**	**	**	48%	44%	28%	26%	48%	41%	54%
Other	1%	1%	**	3%	1%	1%	**	**	**	2%	1%	2%	1%	2%	2%	0%
Undecided	2%	3%	**	2%	1%	0%	**	**	**	5%	1%	2%	2%	2%	2%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	60%	2%	7%	5%	10%	3%	5%	5%	35%	65%	7%	9%	31%	21%	32%

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

: WFLA-TV Tampa, WFOR-TV Miami, WFTX-TV Ft. Myers, WKRG-TV Mobile-Pensacola

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**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, 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 been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Clifton, NJ.