

Results of SurveyUSA Election Poll #14474

Geography: Florida  
Data Collected: 09/27/2008 - 09/28/2008  
Release Date: 09/29/2008  
Percentaes

**Central FL Moves to McCain, But Men & Southeast FL Move to Obama, Putting 27 Electoral Votes Into Play, 21 Days Till Voting Begins:** In an election for President of the United States in Florida today, 09/29/08, three weeks till early voting begins, Democrat Barack Obama and Republican John McCain tie, according to a SurveyUSA poll conducted for WFLA-TV Tampa, WFOR-TV Miami, WKRG-TV Mobile-Pensacola, and WFTX-TV Cape Coral. McCain gets 48% today, Obama 47%, an outcome within the survey's margin of sampling error. McCain's nominal 1-point advantage may or may not have statistical significance; the contest should be reported as even. Compared to an identical SurveyUSA poll released 09/18/08, McCain has lost 11 points among Florida men. McCain had led by 10 among men, now trails by 1. Obama is up in Southeast Florida, which includes Miami and Fort Lauderdale, where Obama had led by 12, but now leads by 22. McCain is up in Central Florida, which includes Orlando, where McCain and Obama had been tied, but McCain now leads by 14. In Southwest Florida, which includes Tampa, McCain had let by 14, now leads by 4. There was important movement among college grads, where McCain had led by 10, now trails by 4; among lower-income voters, where Obama had led by 3, now leads by 10; and among voters older than John McCain, where McCain had led by 24, now leads by 8. [SurveyUSA's interactive tracking graphs](#) , a SurveyUSA exclusive, allow you to track the votes of every demographic group.

**Filtering:** SurveyUSA interviewed 775 Florida adults 09/27/08 and 09/28/08. Interviews were conducted immediately after the first presidential debate, held 09/26/08 in Mississippi. Of the adults, 704 were registered to vote. Of the registered voters, 599 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Early voting begins 10/20/08. 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?

599 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				Party Affiliation			Ideology			College Grad		Attend Religious Service			Abortion		Change Your Mi	
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	Yes	No	Regular	Occasi	Almost	Pro-life	Pro-cho	Could	Mind M
McCain (R)	48%	46%	50%	36%	53%	49%	51%	46%	50%	46%	53%	49%	52%	21%	50%	**	83%	15%	43%	84%	39%	16%	46%	50%	62%	41%	34%	69%	34%	37%	50%
Obama (D)	47%	47%	47%	58%	43%	46%	45%	49%	45%	49%	45%	46%	42%	79%	49%	**	15%	83%	45%	12%	57%	77%	50%	45%	34%	55%	60%	27%	63%	43%	49%
Other	3%	5%	1%	5%	2%	2%	3%	3%	3%	4%	1%	3%	3%	0%	1%	**	2%	1%	10%	3%	1%	5%	2%	4%	3%	2%	3%	2%	10%	2%	
Undecided	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	0%	0%	**	0%	1%	3%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	10%	0%
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%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	18%	30%	25%	27%	48%	52%	42%	14%	43%	76%	10%	12%	3%	42%	40%	16%	32%	34%	18%	54%	46%	43%	29%	27%	41%	57%	12%	87%

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

599 Likely Voters	All	Top Issue For Next President								Income		Region				
Credibility Interval: +/-4.1 pct points		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigr	< \$50K	> \$50K	North	North E	Central	South	South E
McCain (R)	48%	47%	**	36%	37%	92%	**	**	**	42%	52%	66%	44%	55%	49%	38%
Obama (D)	47%	50%	**	59%	57%	8%	**	**	**	52%	45%	27%	43%	41%	45%	60%
Other	3%	2%	**	4%	2%	0%	**	**	**	4%	2%	6%	6%	2%	4%	1%
Undecided	2%	1%	**	1%	4%	0%	**	**	**	2%	1%	1%	7%	2%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	65%	4%	5%	8%	8%	2%	3%	3%	36%	64%	7%	9%	30%	23%	30%

\*\* 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

**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.