

Results of SurveyUSA Election Poll #14474



Sponsors:

All SurveyUSA clients in Florida

Geography: Florida

Data Collected: 09/27/2008 - 09/28/2008

Release Date: 09/29/2008

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			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCain	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-4.1%																
McCain (R)	48%	46%	50%	36%	53%	49%	51%	46%	50%	46%	53%	49%	52%	21%	50%	**
Obama (D)	47%	47%	47%	58%	43%	46%	45%	49%	45%	49%	45%	46%	42%	79%	49%	**
Other	3%	5%	1%	5%	2%	2%	3%	3%	3%	4%	1%	3%	3%	0%	1%	**
Undecided	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	0%	0%	**
Total	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%

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599 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-4.1%																
McCain (R)	48%	83%	15%	43%	84%	39%	16%	46%	50%	62%	41%	34%	69%	34%	37%	50%
Obama (D)	47%	15%	83%	45%	12%	57%	77%	50%	45%	34%	55%	60%	27%	63%	43%	49%
Other	3%	2%	1%	10%	3%	1%	5%	2%	4%	3%	2%	3%	3%	2%	10%	2%
Undecided	2%	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%
Composition of Likely Voters	100%	42%	40%	16%	32%	34%	18%	54%	46%	43%	29%	27%	41%	57%	12%	87%

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599 Likely Voters	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: +/-4.1%																
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: 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.