

Results of SurveyUSA Election Poll #14190



Geography: Florida
 Data Collected: 08/01/2008 - 08/03/2008
 Release Date: 08/04/2008

Sponsors:
 WFLA-TV (Tampa), WKRG-TV (Mobile-Pensacola)

Florida, Three Months Out -- Sun Shines on McCain: In an election in critical swing-state Florida for President of the United States today, 08/04/2008, Republican John McCain defeats Democrat Barack Obama, 50% to 44%, according to this latest SurveyUSA poll pre-election poll conducted exclusively for WFLA-TV Tampa and WKRG-TV Pensacola. Obama leads by 9 points in Southeastern Florida, where he takes 52% of the vote; McCain takes 52% of the vote in Central Florida, 53% in Southwestern Florida, 55% in the northeastern Florida, and 59% in Northwestern Florida. Among voters younger than Barack Obama, who turns 47 years old today, Obama leads by 5 points. Among voters older than John McCain, who turns 72 at the end of the month, McCain leads by 13. Among voters in-between their ages, McCain leads by 14. Among white voters, McCain leads by 19 points. Among black voters, Obama leads by 68. Hispanics favor Obama by 60 points. McCain leads among both men and women, among both college grads and non-college grads, among both those who earn less than \$50,000 a year and among those who earn more than \$50,000 a year.

Filtering: SurveyUSA interviewed 900 Florida adults 08/01/08 through 08/03/08. Of them, 830 were registered to vote. Of the registered voters, 679 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?

679 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: +/-3.8%																
McCain (R)	50%	49%	51%	32%	55%	53%	54%	46%	53%	45%	54%	54%	57%	16%	42%	**
Obama (D)	44%	44%	44%	60%	41%	41%	41%	48%	41%	50%	41%	40%	38%	84%	48%	**
Other	3%	3%	2%	4%	2%	3%	2%	3%	3%	3%	2%	3%	2%	0%	8%	**
Undecided	3%	3%	3%	4%	2%	3%	4%	3%	3%	2%	3%	3%	4%	0%	2%	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	51%	17%	27%	27%	30%	43%	57%	38%	16%	46%	73%	11%	13%	3%

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679 Likely Voters	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)	50%	79%	20%	48%	81%	39%	18%	49%	52%	59%	45%	44%	68%	38%	41%	53%
Obama (D)	44%	18%	75%	39%	17%	54%	74%	45%	43%	35%	50%	52%	29%	56%	41%	45%
Other	3%	1%	2%	8%	1%	3%	5%	4%	1%	3%	2%	1%	2%	2%	5%	1%
Undecided	3%	1%	3%	5%	1%	4%	3%	2%	4%	3%	3%	3%	2%	4%	12%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	43%	38%	17%	35%	38%	14%	55%	45%	43%	31%	26%	42%	55%	17%	82%

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679 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: +/-3.8%																
McCain (R)	50%	48%	**	41%	33%	85%	**	**	89%	50%	52%	59%	55%	52%	53%	43%
Obama (D)	44%	48%	**	51%	56%	13%	**	**	6%	47%	42%	35%	43%	43%	39%	52%
Other	3%	2%	**	3%	3%	1%	**	**	3%	1%	3%	3%	1%	1%	6%	2%
Undecided	3%	2%	**	5%	8%	1%	**	**	2%	2%	2%	2%	1%	4%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	58%	2%	6%	8%	10%	4%	3%	6%	37%	63%	8%	9%	34%	18%	30%

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

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 Verona, NJ.