

# Results of SurveyUSA Election Poll #13218



Geography: Florida  
 Data Collected: 01/20/2008  
 Release Date: 01/21/2008

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

**1ST LOOK AT FLORIDA GOP PRIMARY AFTER SC GOP PRIMARY: McCain Steady, Rudy & Huckabee Down** -- In a Florida Republican Primary today, 01/21/08, 8 days to the vote, John McCain holds his ground following his narrow win in South Carolina, but two of his opponents falter ever-so-slightly, so the net result is a 5-point advantage for McCain, within the survey's margin of sampling error, but just large enough to remark upon. In this 7th Florida tracking poll conducted by SurveyUSA exclusively for WFLA-TV Tampa and WKRG-TV Mobile, it's McCain 25%, Rudolph Giuliani 20%, Mitt Romney 19%, Mike Huckabee 14%, Fred Thompson and Ron Paul at 7%. All interviews were conducted after results of the 01/19/08 South Carolina Primary were known. In an identical SurveyUSA poll released 1 week ago, McCain was at 25%, unchanged. Giuliani has dropped from 23% to 20%, where he is effectively tied with Romney, who went from 18% to 19% following Romney's strong showing in Nevada. Huckabee fell from 18% a week ago to 14% today. Among Conservatives, Giuliani and Romney are tied today, up slightly from a week ago. McCain and Huckabee down slightly. Among Moderates, McCain has twice the votes of any other candidate. Among voters who say the Economy is the issue the next President should focus on ahead of all others, McCain is 1st, 10 atop Romney. Among voters who say Terrorism is most important, Giuliani is 1st, 8 atop McCain. Giuliani's entire campaign is predicated on a Giuliani win in Florida and the "big states" that follow. Giuliani led in SurveyUSA tracking polls released 11/06/07, 11/29/07, 12/04/07 and 12/17/07. He has not led since. Florida is the first state where all 4 of Giuliani, McCain, Romney and Huckabee are actively campaigning; one or more of the four has bypassed previous primaries and caucuses.

**Filtering / Early Voting:** 2,050 Florida adults were interviewed by SurveyUSA 01/20/08. Of them, 1,781 were registered to vote. Of them, 518 had already voted in early voting, or were determined by SurveyUSA to be likely to vote on or before Primary Day. Among those who have already voted, McCain has 31%, Giuliani has 25%, within the margin of sampling error for that sub-group. Surveys conducted with a one-day field period may be more volatile than surveys conducted across multiple days.

**1** If the Republican Primary for President of the United States were today, would you vote for ...(names rotated) Rudy Giuliani? Mike Huckabee? John McCain? Mitt Romney? Fred Thompson? Ron Paul? Or some other Republican?

518 Likely And Actual Voters	All	Gender		Early Voting		Race				Ideology			Region				
		Male	Female	Actual	Likely V	White	Black	Hispani	Other	Conser	Moder	Liberal	North	North E	Central	South	South E
Margin of Sampling Error: +/-4.4%																	
Giuliani	20%	18%	23%	25%	19%	19%	11%	36%	14%	23%	17%	25%	6%	18%	15%	22%	32%
Huckabee	14%	13%	17%	11%	15%	14%	17%	18%	18%	18%	13%	3%	16%	19%	16%	12%	12%
McCain	25%	25%	24%	31%	23%	25%	8%	23%	21%	19%	37%	24%	29%	15%	24%	29%	25%
Romney	19%	21%	18%	19%	20%	20%	15%	15%	10%	23%	13%	17%	21%	31%	22%	19%	10%
Thompson	7%	8%	6%	7%	7%	7%	0%	7%	0%	10%	3%	0%	19%	5%	6%	4%	7%
Paul	7%	8%	4%	5%	7%	7%	0%	0%	27%	4%	11%	14%	5%	0%	7%	7%	10%
Other	1%	1%	1%	1%	1%	1%	0%	0%	4%	0%	2%	4%	0%	4%	0%	2%	1%
Not Sure	7%	6%	7%	1%	8%	6%	48%	1%	7%	3%	5%	12%	4%	8%	10%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	55%	45%	20%	80%	85%	2%	11%	2%	59%	26%	6%	9%	11%	35%	21%	25%

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518 Likely And Actual Voters	All	Age				<50 / 50+		Attend Religious Services			Abortion		Change Your Mi	
		18-34	35-49	50-64	65+	18-49	50+	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-4.4%														
Giuliani	20%	23%	18%	21%	20%	20%	21%	11%	38%	23%	18%	25%	25%	16%
Huckabee	14%	17%	21%	15%	7%	19%	11%	21%	8%	6%	19%	6%	12%	17%
McCain	25%	14%	23%	27%	31%	19%	29%	27%	17%	29%	24%	25%	20%	25%
Romney	19%	12%	16%	18%	29%	14%	24%	20%	20%	18%	21%	18%	20%	20%
Thompson	7%	6%	9%	7%	5%	8%	6%	7%	5%	8%	7%	7%	5%	8%
Paul	7%	13%	9%	5%	2%	10%	4%	7%	3%	9%	5%	8%	3%	9%
Other	1%	0%	0%	3%	1%	0%	2%	0%	1%	4%	1%	2%	1%	1%
Not Sure	7%	15%	5%	4%	5%	9%	4%	7%	9%	4%	6%	8%	15%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	18%	27%	27%	29%	45%	55%	53%	25%	22%	59%	38%	35%	64%

**1** If the Republican Primary for President of the United States were today, would you vote for ...(names rotated) Rudy Giuliani? Mike Huckabee? John McCain? Mitt Romney? Fred Thompson? Ron Paul? Or some other Republican?

518 Likely And Actual Voters	All	Top Issue For Next President							
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra
Margin of Sampling Error: +/-4.4%									
Giuliani	20%	17%	25%	28%	16%	33%	3%	9%	16%
Huckabee	14%	16%	8%	12%	4%	13%	19%	34%	13%
McCain	25%	29%	4%	26%	21%	25%	35%	20%	21%
Romney	19%	19%	14%	12%	4%	20%	26%	14%	31%
Thompson	7%	4%	8%	8%	11%	6%	13%	17%	9%
Paul	7%	8%	7%	6%	30%	0%	2%	0%	2%
Other	1%	2%	0%	2%	0%	1%	0%	0%	0%
Not Sure	7%	5%	34%	6%	13%	3%	3%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	40%	3%	7%	7%	21%	3%	1%	14%

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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 Verona, NJ.