

Results of SurveyUSA Election Poll #13246



Geography: Florida
 Data Collected: 01/23/2008 - 01/24/2008
 Release Date: 01/25/2008

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

FL Democratic Primary -- Clinton's Support Among Women Drops Below 50% for 1st Time; SE FL Re-Discovers Obama: In a Democratic Primary in Florida today, 01/25/08, 4 days to an election that no Democrat may campaign for, Hillary Clinton defeats Barack Obama 47% to 30%, according to this 8th SurveyUSA tracking poll conducted exclusively for WFLA-TV Tampa and WKRG-TV Mobile. Compared to an identical SurveyUSA poll released 5 days ago, Clinton is down 9 points, Obama is up 7 points. Clinton had led by 33 at the beginning of the week, leads by 17 at the end of the week. Clinton had 65% of female votes two weeks ago, 60% earlier this week, 48% today. Among voters under age 50, where Clinton had led by 30 points 2 weeks ago, Obama today leads by 7, a 37-point swing to Obama. In SE FL, Clinton led by 44 points earlier this week, now by 6, a 38-point swing to Obama in 4 days. In SW and Central FL, Clinton leads by 32 points. In NW and NE FL, Clinton and Obama are effectively tied. Among those who say the Economy is most important, Clinton leads Obama 5:3. Among those who say Iraq is most important, Clinton and Obama tie.

Filtering / Caveats: 2,100 state of Florida adults were interviewed 01/23/08 and 01/24/08. All interviews completed after 01/21/08 Democratic candidate debate in which Clinton and Obama sparred ferociously. Interviews conducted during fierce battle among Democrats in South Carolina, whose primary is this Saturday 01/26/08. Results of the South Carolina primary may well buffet what happens in Florida, even though Democratic candidates have agreed not to campaign in Florida. Because, at present at least, no delegates won in Florida will be seated at the Democratic National Convention, because no candidate has campaigned in Florida, and because the Primary is largely symbolic, it is unclear who will actually turn-out. Further complicating the polling challenge, there is a constitutional amendment on the ballot on Tuesday which would change Florida's property tax laws. All registered voters, including unaffiliated voters, may vote on the ballot measure, though only registered Democrats may vote in the "closed" Primary. Of the 1,795 registered voters surveyed, 522 were determined by SurveyUSA to have already voted in the Democratic Primary, or to be certain to vote on or before Tuesday. Of those who have already voted, Clinton leads by 24.

1 If the Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? John Edwards? Barack Obama? Or some other Democrat?

522 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%																	
Clinton	47%	45%	48%	53%	44%	54%	21%	54%	33%	35%	48%	48%	34%	37%	55%	53%	43%
Edwards	12%	12%	11%	12%	12%	17%	1%	0%	2%	12%	11%	15%	15%	12%	12%	15%	10%
Obama	30%	36%	25%	29%	30%	18%	63%	41%	26%	30%	30%	31%	36%	33%	23%	21%	37%
Other	4%	4%	5%	3%	5%	6%	0%	0%	5%	11%	4%	2%	6%	9%	5%	4%	3%
Not Sure	7%	2%	11%	2%	9%	5%	15%	6%	34%	12%	8%	4%	9%	8%	5%	7%	8%
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%	45%	55%	28%	72%	67%	20%	11%	1%	14%	35%	34%	7%	9%	28%	17%	40%

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522 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%														
Clinton	47%	25%	40%	47%	65%	35%	55%	43%	46%	48%	40%	48%	41%	43%
Edwards	12%	10%	7%	16%	13%	8%	14%	13%	8%	15%	12%	13%	8%	14%
Obama	30%	38%	44%	28%	13%	42%	21%	27%	35%	31%	36%	29%	28%	35%
Other	4%	4%	3%	3%	7%	3%	5%	6%	3%	4%	5%	4%	7%	5%
Not Sure	7%	23%	6%	6%	2%	12%	4%	12%	7%	3%	7%	7%	16%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	15%	28%	31%	27%	42%	58%	35%	31%	33%	26%	71%	17%	73%

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522 Likely And Actual Voters	All	Top Issue For Next President							
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra
Margin of Sampling Error: +/-4.4%									
Clinton	47%	50%	54%	49%	39%	54%	44%	30%	39%
Edwards	12%	14%	13%	10%	10%	23%	12%	12%	22%
Obama	30%	29%	30%	32%	41%	6%	36%	51%	15%
Other	4%	5%	0%	2%	6%	10%	1%	0%	19%
Not Sure	7%	3%	3%	7%	5%	7%	7%	7%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely And Actual Vot	100%	42%	4%	18%	15%	3%	4%	5%	3%

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.