

# Results of SurveyUSA Election Poll #13192



Geography: Florida  
 Data Collected: 01/11/2008 - 01/13/2008  
 Release Date: 01/14/2008

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

**FLORIDA DEMOCRATIC PRIMARY -- Clinton Pushes Obama Off Center-Stage:** In a Democratic Primary in Florida today, 01/14/08, 2 weeks to the vote, Hillary Clinton defeats Barack Obama by 33 points, according to a SurveyUSA tracking poll conducted exclusively for WFLA-TV Tampa and WKRG-TV Mobile. Today: it's Clinton 56%, Obama 23%, John Edwards 14%. In 6 SurveyUSA tracking polls over the past 10 weeks, Clinton has led by 30 points or more on 5 occasions. Obama closed to within 20 points only once, in interviews conducted by SurveyUSA immediately following the New Hampshire primary, and released 01/11/08. In the 3 days since then, Clinton is up 5, Obama is down 9. Clinton's support among females is higher than it has ever been in Florida, now 65%. She leads Obama among women by 46 points.

**Filtering:** 2,000 state of Florida adults were interviewed by SurveyUSA 01/11/08 through 01/13/08. Of them, 1,752 were registered to vote. Of them, 601 were determined by SurveyUSA to be likely to vote in the Democratic Primary on 01/29/08. Results from Nevada on 01/19/08 and South Carolina on 01/26/08 can and will color what happens in Florida. Expect further buffeting in future SurveyUSA tracking polls.

**'Triangle-T' is SurveyUSA Exclusive:** Reminder that every place you see a black Triangle with a white T, that is SurveyUSA's cue to click to examine our interactive tracking graphs, a SurveyUSA exclusive. For example, to see Florida's male Democrats flirt briefly with Barack Obama last week, and then return to John Edwards today, go [here](#). From that URL, use the pull-down to access tracking graphs for every other demographic subpopulation of interest to you.

**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?

601 Likely Voters	All	Gender		Race				Ideology			Region				
		Male	Female	White	Black	Hispani	Other	Conser	Moder	Liberal	North	North E	Central	South	South E
Margin of Sampling Error: +/-4%															
Clinton	56%	45%	65%	57%	30%	83%	64%	43%	52%	59%	41%	51%	55%	57%	60%
Edwards	14%	17%	11%	16%	8%	5%	14%	22%	14%	13%	20%	9%	17%	14%	11%
Obama	23%	29%	19%	18%	59%	7%	13%	14%	25%	25%	34%	25%	18%	24%	24%
Other	5%	6%	3%	5%	1%	5%	5%	16%	5%	1%	3%	10%	7%	3%	3%
Undecided	3%	3%	2%	3%	2%	0%	3%	5%	3%	1%	2%	5%	3%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	44%	56%	69%	16%	12%	2%	12%	38%	33%	8%	7%	31%	17%	38%

# Results of SurveyUSA Election Poll #13192



Geography: Florida  
 Data Collected: 01/11/2008 - 01/13/2008  
 Release Date: 01/14/2008

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

**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?

601 Likely Voters	All	Age				<50 / 50+	
		18-34	35-49	50-64	65+	18-49	50+
Margin of Sampling Error: +/-4%							
Clinton	56%	64%	53%	48%	62%	58%	55%
Edwards	14%	6%	14%	17%	15%	11%	16%
Obama	23%	27%	29%	26%	13%	28%	20%
Other	5%	2%	1%	7%	6%	2%	7%
Undecided	3%	0%	3%	3%	4%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	17%	22%	30%	30%	39%	61%

**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.