Results of SurveyUSA Election Poll #19950

Geography: Florida
Data Collected: 10/17/2012 - 10/18/2012
Release Date: 10/19/2012
Percentages

Sponsor:
WFLA-TV (Tampa)

In Florida, Romney and Obama A Whisker Apart, 18 Days Till Votes Are Counted; Republican Mack Gains On Democrat Nelson in Senate Fight: In an election for President of the United States in Florida today, 10/19/12, Barack Obama is a nominal, statistically insignificant, single point ahead of Mitt Romney, 47% to 46%, according to a SurveyUSA poll conducted for WFLA-TV in Tampa. Compared to an identical SurveyUSA poll 5 weeks ago, Romney is up 2 points, Obama is down 1 point. Florida's critical 29 electoral votes remain up for grabs, 18 days till votes are counted. Romney has gained ground in each of 3 SurveyUSA tracking polls going back to 07/20/12. Obama's once 12-point lead among Florida women has been reduced to 4 points. The contest is tied among men. Narrowly, Cubans vote Republican. Decisively, non-Cuban Hispanics vote Democrat. Voters under age 50 vote for Obama. Voters age 50+ vote for Romney. Whites vote for Romney 5:4. Moderates vote for Obama 5:4. Independents break 44% to 40% for Romney. Voters with a high school education split 45% for each candidate. Voters with some college education split 47% for each candidate. Romney has a 5-point edge among those with a 4-year college degree. Obama leads among those who earn less than $80,000 a year. Romney leads among Florida voters who earn more than $80,000 a year. 4 of Florida's 5 regions break for Romney. Obama's advantage comes entirely from Southeast Florida, where he leads by 24 points. Obama has a Plus 3 Net Favorability today. Romney has a Minus 2 Net Favorability today. In an election for United States Senator from Florida today, Democrat Bill Nelson gets 48% to 40% for Republican Connie Mack. Compared to an identical SurveyUSA poll 5 weeks ago, Nelson is up 1 point, Mack is up 4 points. Nelson had led by 11, now leads by 8. Nelson had led by 15 points in Central Florida, now leads by 1. Nelson had led by 14 among Independent voters, now leads by 6. Nelson had led by 37 points among political moderates, now leads by 23. There is offsetting movement among middle-income voters, where Nelson had led by 10, now leads by 15, and among seniors, where Nelson had led by 2, now leads by 10. Nelson has a Plus 9 Net Favorability in the state. Mack has a Minus 10 Net Favorability. **Cell-phone and home-phone respondents included in this research:** SurveyUSA interviewed 700 Florida adults 10/17/12 and 10/18/12. Of the adults, 645 were registered to vote. Of the registered, 600 were determined by SurveyUSA to be likely to vote in the 11/06/12 election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (77% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (23% of likely voters) were shown a questionnaire on their smartphone, tablet, or other electronic device. All interviews conducted after 10/16/12 town-hall Presidential debate.

1 If the election for President were today, would you vote for ... (choices rotated) Republican Mitt Romney? Democrat Barack Obama? Or one of the other candidates?

600 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Hispani	Race			Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Cuban	Non-Cu	White	Black	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Mitt Romney (R)	46%	46%	45%	33%	44%	53%	52%	39%	52%	48%	27%	51%	14%	46%	35%	49%	86%	14%	44%	84%	40%	5%	45%	47%	44%	42%	42%	53%
Barack Obama (D)	47%	46%	49%	55%	47%	43%	45%	51%	44%	40%	67%	42%	84%	39%	53%	46%	11%	81%	40%	14%	53%	82%	45%	47%	49%	50%	51%	42%
Other	2%	4%	1%	2%	3%	2%	2%	3%	2%	3%	1%	3%	0%	2%	2%	2%	2%	2%	4%	1%	1%	6%	4%	2%	2%	3%	2%	1%
Undecided	5%	4%	5%	9%	6%	2%	2%	8%	2%	10%	5%	4%	2%	13%	10%	3%	2%	3%	12%	2%	6%	7%	7%	3%	5%	5%	5%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	26%	24%	50%	50%	11%	12%	78%	14%	8%	23%	77%	34%	43%	23%	32%	42%	20%	18%	35%	47%	36%	36%	29%

1 If the election for President were today, would you vote for ... (choices rotated) Republican Mitt Romney? Democrat Barack Obama? Or one of the other candidates?

600 Likely Voters	All	Region				
Credibility Interval: +/-4.1 pct points		North	North E	Central	South	South E
Mitt Romney (R)	46%	48%	61%	48%	50%	34%
Barack Obama (D)	47%	46%	27%	46%	44%	58%
Other	2%	3%	4%	1%	3%	2%
Undecided	5%	4%	8%	5%	2%	6%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	30%	21%	31%

2 If the election for United States Senator were today, would you vote for ... (choices rotated) Republican Connie Mack? Democrat Bill Nelson? Or one of the other candidates?

600 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Hispani	Race			Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Cuban	Non-Cu	White	Black	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Connie Mack (R)	40%	41%	39%	33%	42%	42%	41%	38%	42%	44%	27%	43%	18%	43%	32%	42%	77%	14%	35%	77%	32%	7%	39%	41%	39%	38%	37%	45%
Bill Nelson (D)	48%	48%	48%	50%	48%	44%	51%	49%	47%	40%	58%	44%	77%	37%	47%	48%	14%	79%	41%	16%	55%	79%	44%	47%	51%	48%	52%	46%
Other	4%	4%	4%	2%	3%	6%	6%	3%	6%	5%	4%	5%	1%	3%	3%	5%	4%	2%	8%	4%	5%	3%	6%	4%	3%	7%	3%	3%
Undecided	8%	6%	9%	15%	6%	8%	2%	10%	5%	12%	11%	7%	5%	17%	18%	5%	5%	5%	16%	3%	9%	10%	11%	8%	7%	8%	9%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	26%	24%	50%	50%	11%	12%	78%	14%	8%	23%	77%	34%	43%	23%	32%	42%	20%	18%	35%	47%	36%	36%	29%

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2 If the election for United States Senator were today, would you vote for ... (choices rotated) Republican Connie Mack? Democrat Bill Nelson? Or one of the other candidates?

600 Likely Voters	All	Region				
Credibility Interval: +/-4.1 pct points		North	North E	Central	South	South E
Connie Mack (R)	40%	44%	53%	44%	41%	30%
Bill Nelson (D)	48%	46%	35%	45%	47%	58%
Other	4%	5%	7%	5%	7%	1%
Undecided	8%	5%	5%	7%	6%	11%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	30%	21%	31%

3 Is your opinion of Barack Obama ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

600 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Hispani	Race			Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Cuban	Non-Cu	White	Black	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	46%	44%	47%	57%	45%	41%	42%	50%	41%	42%	61%	40%	85%	29%	51%	44%	12%	75%	40%	15%	47%	85%	41%	46%	48%	47%	51%	40%
Unfavorable	43%	46%	41%	30%	42%	51%	50%	36%	51%	50%	28%	49%	13%	40%	32%	47%	79%	15%	42%	80%	37%	6%	43%	44%	42%	40%	41%	49%
Neutral	10%	8%	11%	11%	13%	8%	8%	12%	8%	8%	9%	10%	1%	27%	16%	8%	8%	9%	15%	4%	15%	8%	15%	9%	9%	11%	8%	11%
No Opinion	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	0%	5%	1%	1%	1%	0%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	26%	24%	50%	50%	11%	12%	78%	14%	8%	23%	77%	34%	43%	23%	32%	42%	20%	18%	35%	47%	36%	36%	29%

3 Is your opinion of Barack Obama ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

600 Likely Voters	All	Region				
Credibility Interval: +/-4.1 pct points		North	North E	Central	South	South E
Favorable	46%	44%	29%	43%	40%	58%
Unfavorable	43%	48%	62%	45%	46%	32%
Neutral	10%	8%	8%	11%	12%	9%
No Opinion	1%	0%	2%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	30%	21%	31%

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4 Is your opinion of Mitt Romney ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

600 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Hispani	Race			Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Cuban	Non-Cu	White	Black	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	42%	42%	42%	30%	38%	49%	50%	34%	50%	40%	21%	47%	16%	40%	31%	45%	79%	15%	38%	78%	36%	4%	39%	44%	40%	37%	39%	50%
Unfavorable	44%	43%	44%	48%	46%	40%	40%	47%	40%	35%	56%	39%	76%	35%	44%	43%	13%	70%	38%	14%	45%	82%	41%	45%	44%	46%	48%	37%
Neutral	13%	13%	13%	19%	15%	11%	8%	17%	9%	24%	19%	14%	6%	21%	22%	10%	7%	14%	21%	7%	18%	14%	16%	10%	14%	15%	13%	11%
No Opinion	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	5%	1%	2%	4%	2%	1%	1%	1%	3%	1%	2%	1%	3%	1%	1%	1%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	26%	24%	50%	50%	11%	12%	78%	14%	8%	23%	77%	34%	43%	23%	32%	42%	20%	18%	35%	47%	36%	36%	29%

4 Is your opinion of Mitt Romney ... favorable? Unfavorable? Neutral? Or, do you have no opinion one way or the other?

600 Likely Voters	All	Region				
Credibility Interval: +/-4.1 pct points		North	North E	Central	South	South E
Favorable	42%	45%	56%	45%	46%	31%
Unfavorable	44%	41%	26%	42%	43%	52%
Neutral	13%	12%	15%	12%	10%	16%
No Opinion	1%	1%	3%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	30%	21%	31%

5 Is your opinion of Bill Nelson ...

600 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Hispani	Race			Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Cuban	Non-Cu	White	Black	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	38%	40%	36%	36%	33%	36%	46%	35%	41%	38%	46%	36%	50%	31%	35%	39%	16%	58%	31%	18%	44%	58%	31%	36%	41%	40%	37%	37%
Unfavorable	29%	31%	27%	19%	28%	31%	37%	24%	34%	29%	22%	31%	16%	28%	18%	32%	50%	12%	29%	53%	24%	6%	31%	28%	28%	29%	29%	29%
Neutral	25%	23%	26%	27%	32%	27%	12%	29%	20%	15%	20%	24%	24%	28%	34%	22%	25%	22%	29%	21%	26%	23%	22%	28%	23%	20%	26%	28%
No Opinion	9%	6%	11%	18%	7%	5%	6%	12%	5%	18%	12%	8%	9%	13%	13%	8%	9%	8%	10%	8%	5%	13%	15%	7%	8%	11%	8%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	26%	24%	50%	50%	11%	12%	78%	14%	8%	23%	77%	34%	43%	23%	32%	42%	20%	18%	35%	47%	36%	36%	29%

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5 Is your opinion of Bill Nelson ...

600 Likely Voters	All	Region				
Credibility Interval: +/-4.1 pct points		North	North E	Central	South	South E
Favorable	38%	37%	33%	39%	35%	40%
Unfavorable	29%	28%	40%	34%	33%	18%
Neutral	25%	25%	18%	21%	25%	29%
No Opinion	9%	10%	10%	6%	7%	12%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	30%	21%	31%

6 Is your opinion of Connie Mack ...

600 Likely Voters	All	Gender		Age				<50 / 50+		Cuban	Hispani	Race			Cell Phone / Lan		Party Affiliation			Ideology			Education			Income		
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Cuban	Non-Cu	White	Black	Asian /	Cell Ph	Landlin	Republi	Democr	Indepe	Conser	Modera	Liberal	High Sc	Some	College	< $40K	$40K -	> $80K
Favorable	29%	30%	29%	23%	29%	31%	34%	26%	32%	27%	14%	32%	17%	26%	21%	32%	58%	11%	22%	57%	21%	8%	31%	30%	29%	27%	28%	34%
Unfavorable	39%	41%	37%	31%	37%	41%	47%	34%	44%	39%	48%	39%	43%	35%	31%	41%	17%	57%	38%	17%	48%	56%	38%	37%	41%	41%	38%	40%
Neutral	26%	24%	28%	35%	29%	25%	15%	32%	20%	29%	33%	25%	31%	33%	36%	23%	22%	25%	34%	25%	26%	27%	25%	27%	26%	26%	29%	22%
No Opinion	5%	5%	6%	10%	5%	3%	4%	7%	3%	5%	6%	5%	9%	6%	11%	4%	3%	7%	6%	2%	5%	9%	7%	6%	4%	6%	5%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	24%	26%	26%	24%	50%	50%	11%	12%	78%	14%	8%	23%	77%	34%	43%	23%	32%	42%	20%	18%	35%	47%	36%	36%	29%

6 Is your opinion of Connie Mack ...

600 Likely Voters	All	Region				
Credibility Interval: +/-4.1 pct points		North	North E	Central	South	South E
Favorable	29%	34%	43%	31%	28%	22%
Unfavorable	39%	25%	31%	42%	41%	42%
Neutral	26%	35%	22%	23%	26%	29%
No Opinion	5%	6%	5%	4%	5%	7%
Total	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	9%	10%	30%	21%	31%

Statement of Methodology: About the Poll: This 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. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, 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 with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.

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