

http://www.realclearpolitics.com/epolls/2008/president/fl/florida_republican_primary-260.html:

Florida Republican Primary

Tuesday, January 29 | [Delegates at Stake: 57 \(Winner Take All\)](#)

Polling Data								
Poll	Date	McCain	Giuliani	Romney	Huckabee	Thompson	Paul	Spread
RCP Average	01/09 - 01/20	23.3	20.0	19.3	16.0	8.3	5.5	McCain +3.3
Rasmussen	01/20 -	20	19	25	13	12	5	Romney +5.0
SurveyUSA	01/20 -	25	20	19	14	7	7	McCain +5.0
InsiderAdvantage	01/15 -	20	21	20	13	7	6	Giuliani +1.0
Research 2000	01/14 -	26	22	16	17	7	5	McCain +4.0
Strategic Vision (R)	01/11 -	27	18	17	20	10	5	McCain +7.0
Quinnipiac	01/09 -	22	20	19	19	7	5	McCain +2.0
	01/13							

Each link above was “clickable” and the paragraphs on the next page give the standard “how the survey was conducted” paragraph from each survey organization’s website.

What’s missing from the table above?

What do you think of the RCP Average?

Looking over the paragraphs on the next page, what additional information might you need, to evaluate what each survey is telling us?

What might account for the differing positions of the candidates among these surveys?

Rasmussen: “This telephone survey of 754 Likely Republican Primary Voters was conducted by Rasmussen Reports on January 20, 2008. The margin of sampling error for the survey is +/- 4 percentage points with a 95% level of confidence.”

SurveyUSA: “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.”

Insider Advantage: “446 registered voters likely to vote in Tuesday Jan. 29 primary. Weighted for age, race, gender, and party affiliation. Margin of error +/-4.5%.”

Research 2000: “The Research 2000 Florida Poll was conducted January 14 through January 16, 2008. There were a total of 500 likely Democratic and 500 likely Republican primary voters, as well as 500 statewide primary voters interviewed by telephone. The margin for error among each sample is 4.5%.”

Strategic Vision: “Results are based on telephone interviews with 1450 likely voters in Florida, aged 18+, and conducted January 11-13, 2008. The margin of sampling error is ± 3 percentage points.”

Quinnipiac University: “From January 9 - 13, Quinnipiac University surveyed 419 Florida likely Democratic primary voters, and 421 likely Republican primary voters, each with a margin of error of 4.8 percent.”