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Subject: St. Petersburg, Florida 2013 election for City Council survey, conducted for People for an Informed Electorate

Date: July 20, 2013

Executive Summary:

This poll of likely City of St. Petersburg voters was conducted on Saturday, July 20, 2013. This poll used the registered voter lists supplied by the state of Florida as of June 3rd, 2013. The sample of voters that were called included random samples of registered voters within the city of St. Petersburg, Florida.

The issues surveyed included the 2013 race for City Council Districts 4 and 8.

Methodology:

The poll was conducted by an automated phone call polling system. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the registered voter population in St. Petersburg districts 4 and 8. The demographics used were: party, race and age.

The voters polled were chosen at random within the registered voter population inside of the City of St. Petersburg districts 8 and 4. Only voters that answered that they were planning on voting in the August 27th Primary election were asked the questions included in this survey.

The scientific results shown in the summary below have their sample size and Margin of Error shown next to the questions.

Due to the small sample sizes in this survey, the results cannot be considered statistically significant.

Summary of Scientific Results:

If the election for City Council District 4 were held today, would you vote for Richard Eldridge, Carolyn Fries, David McKalip or Darden Rice?

Responses: 197 ($\pm 7.0\%$ margin of error at a 95% confidence level)

Eldridge:	3.6%
Fries:	11.1%
McKalip:	16.6%
Rice:	32.0%
Undecided:	36.7%

If the election for City Council District 8 were held today, would you vote for Robert Davis, Alex Duensing, Amy Foster or Steve Galvin?

Responses: 188 ($\pm 7.1\%$ margin of error at a 95% confidence level)

Davis:	4.9%
Duensing:	6.2%
Foster:	43.9%
Galvin:	7.4%
Undecided:	37.5%

Detailed Results with Demographic Breakdowns for Each Question:

If the election for City Council District 4 were held today, would you vote for Richard Eldridge, Carolyn Fries, David McKalip or Darden Rice?

Responses: 197 (± 7.0% margin of error at a 95% confidence level)

Eldridge:	3.6%
Fries:	11.1%
McKalip:	16.6%
Rice:	32.0%
Undecided:	36.7%

Non-Weighted Results and Demographic Breakdowns:

Eldridge:	4.1%
Fries:	11.2%
McKalip:	17.3%
Rice:	31.5%
Undecided:	36.0%

Political Party Breakdown:

Democratic Party 93 responses

Eldridge:	6.5%	Fries:	6.5%	McKalip:	16.1%	Rice:	39.8%	Undecided:	31.2%
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Republican Party 63 responses

Eldridge:	0%	Fries:	15.9%	McKalip:	19.0%	Rice:	23.8%	Undecided:	41.3%
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Independent Voter 41 responses

Eldridge:	4.9%	Fries:	14.6%	McKalip:	17.1%	Rice:	24.4%	Undecided:	39.0%
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Race Breakdown:

White, Not Hispanic 184 responses

Eldridge:	4.3%	Fries:	12.0%	McKalip:	17.4%	Rice:	32.1%	Undecided:	34.2%
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Black, Not Hispanic 3 responses

Eldridge:	0%	Fries:	0%	McKalip:	0%	Rice:	66.7%	Undecided:	33.3%
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Asian or Pacific Islander 2 responses

Eldridge:	0%	Fries:	0%	McKalip:	0%	Rice:	0%	Undecided:	100.0%
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Hispanic 3 responses

Eldridge:	0%	Fries:	0%	McKalip:	33.3%	Rice:	0%	Undecided:	66.7%
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Other or Unknown 4 responses

Eldridge:	0%	Fries:	0%	McKalip:	0%	Rice:	25.0%	Undecided:	75.0%
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Gender Breakdown:

Male 87 responses

Eldridge:	4.6%	Fries:	12.6%	McKalip:	20.7%	Rice:	28.7%	Undecided:	33.3%
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Female 110 responses

Eldridge:	3.6%	Fries:	10.0%	McKalip:	14.5%	Rice:	33.6%	Undecided:	38.2%
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Age Breakdown:

18 to 29 11 responses

Eldridge:	0%	Fries:	0%	McKalip:	9.1%	Rice:	45.5%	Undecided:	45.5%
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30 to 49 38 responses

Eldridge:	2.6%	Fries:	15.8%	McKalip:	18.4%	Rice:	31.6%	Undecided:	31.6%
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50 to 69 96 responses

Eldridge:	3.1%	Fries:	12.5%	McKalip:	15.6%	Rice:	35.4%	Undecided:	33.3%
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70 and up 52 responses

Eldridge:	7.7%	Fries:	7.7%	McKalip:	21.2%	Rice:	21.2%	Undecided:	42.3%
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If the election for City Council District 8 were held today, would you vote for Robert Davis, Alex Duensing, Amy Foster or Steve Galvin?

Responses: 188 (± 7.1% margin of error at a 95% confidence level)

Davis:	4.9%
Duensing:	6.2%
Foster:	43.9%
Galvin:	7.4%
Undecided:	37.5%

Non-Weighted Results and Demographic Breakdowns:

Davis:	5.3%
Duensing:	6.4%
Foster:	45.7%
Galvin:	6.9%
Undecided:	35.6%

Political Party Breakdown:

Democratic Party 98 responses

Davis:	6.1%	Duensing:	5.1%	Foster:	52.0%	Galvin:	5.1%	Undecided:	31.6%
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Republican Party 56 responses

Davis:	5.4%	Duensing:	7.1%	Foster:	37.5%	Galvin:	8.9%	Undecided:	41.1%
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Independent Voter 34 responses

Davis:	2.9%	Duensing:	8.8%	Foster:	41.2%	Galvin:	8.8%	Undecided:	38.2%
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Race Breakdown:

White, Not Hispanic 168 responses

Davis:	5.4%	Duensing:	7.1%	Foster:	45.2%	Galvin:	6.0%	Undecided:	36.3%
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Black, Not Hispanic 7 responses

Davis:	0%	Duensing:	0%	Foster:	85.7%	Galvin:	0%	Undecided:	14.3%
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Asian or Pacific Islander 5 responses

Davis:	0%	Duensing:	0%	Foster:	40.0%	Galvin:	40.0%	Undecided:	20.0%
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Hispanic 1 responses

Davis:	0%	Duensing:	0%	Foster:	0%	Galvin:	0%	Undecided:	100.0%
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Other or Unknown 6 responses

Davis:	16.7%	Duensing:	0%	Foster:	33.3%	Galvin:	16.7%	Undecided:	33.3%
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Gender Breakdown:

Male 90 responses

Davis:	2.2%	Duensing:	5.6%	Foster:	42.2%	Galvin:	8.9%	Undecided:	41.1%
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Female 98 responses

Davis:	8.2%	Duensing:	7.1%	Foster:	49.0%	Galvin:	5.1%	Undecided:	30.6%
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Age Breakdown:

18 to 29 13 responses

Davis:	0%	Duensing:	0%	Foster:	38.5%	Galvin:	7.7%	Undecided:	53.8%
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30 to 49 34 responses

Davis:	8.8%	Duensing:	5.9%	Foster:	38.2%	Galvin:	5.9%	Undecided:	41.2%
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50 to 69 78 responses

Davis:	2.6%	Duensing:	11.5%	Foster:	43.6%	Galvin:	10.3%	Undecided:	32.1%
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70 and up 63 responses

Davis:	7.9%	Duensing:	1.6%	Foster:	54.0%	Galvin:	3.2%	Undecided:	33.3%
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