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Matt Florell, President

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

Date: July 20, 2013

Executive Summary:

This poll of 404 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 Mayor, and other questions related to the 2013 City of St. Petersburg Primary Election.

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. 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. 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 a sample size of 404 respondents and a Margin of Error of 4.9% at a 95% confidence level.

Summary of Scientific Results:

If the election for Mayor of St. Petersburg were held today, would you vote for Anthony Cates, Paul Congemi, Kathleen Ford, Bill Foster or Rick Kriseman?

Cates:	3.5%
Congemi:	1.5%
Ford:	25.3%
Foster:	30.1%
Kriseman:	24.0%
Undecided:	15.6%

Will you vote Yes or No on the Ordinance Terminating the Michael Maltzan New Pier Design Agreement Based on the Lens Concept?

Yes:	51.9%
No:	34.7%
Undecided:	13.3%

Detailed Results with Demographic Breakdowns for Each Question:

If the election for Mayor of St. Petersburg were held today, would you vote for Anthony Cates, Paul Congemi, Kathleen Ford, Bill Foster or Rick Kriseman?

Cates:	3.5%
Congemi:	1.5%
Ford:	25.3%
Foster:	30.1%
Kriseman:	24.0%
Undecided:	15.6%

Non-Weighted Results and Demographic Breakdowns:

Cates:	3.5%
Congemi:	1.5%
Ford:	25.2%
Foster:	30.0%
Kriseman:	24.3%
Undecided:	15.6%

Political Party Breakdown:

Democratic Party 194 responses

Cates:	4.1%	Congemi:	1.5%	Ford:	21.1%	Foster:	26.8%	Kriseman:	29.9%	Undecided:	16.5%
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Republican Party 116 responses

Cates:	4.3%	Congemi:	1.7%	Ford:	29.3%	Foster:	34.5%	Kriseman:	16.4%	Undecided:	13.8%
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Independent Voter 94 responses

Cates:	1.1%	Congemi:	1.1%	Ford:	28.7%	Foster:	30.9%	Kriseman:	22.3%	Undecided:	16.0%
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Race Breakdown:

White, Not Hispanic 299 responses

Cates:	2.3%	Congemi:	1.3%	Ford:	24.7%	Foster:	29.4%	Kriseman:	27.8%	Undecided:	14.4%
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Black, Not Hispanic 79 responses

Cates:	7.6%	Congemi:	2.5%	Ford:	25.3%	Foster:	27.8%	Kriseman:	15.2%	Undecided:	21.5%
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Asian or Pacific Islander 7 responses

Cates:	0%	Congemi:	0%	Ford:	28.6%	Foster:	57.1%	Kriseman:	0%	Undecided:	14.3%
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Hispanic 8 responses

Cates:	12.5%	Congemi:	0%	Ford:	37.5%	Foster:	37.5%	Kriseman:	0%	Undecided:	12.5%
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Other or Unknown 7 responses

Cates:	0%	Congemi:	0%	Ford:	28.6%	Foster:	42.9%	Kriseman:	14.3%	Undecided:	14.3%
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Gender Breakdown:

Male 179 responses

Cates:	3.4%	Congemi:	1.7%	Ford:	26.3%	Foster:	33.0%	Kriseman:	24.0%	Undecided:	11.7%
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Female 225 responses

Cates:	3.6%	Congemi:	1.3%	Ford:	24.4%	Foster:	27.6%	Kriseman:	24.4%	Undecided:	18.7%
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Age Breakdown:

18 to 29 67 responses

Cates:	1.5%	Congemi:	1.5%	Ford:	20.9%	Foster:	37.3%	Kriseman:	19.4%	Undecided:	19.4%
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30 to 49 135 responses

Cates:	6.7%	Congemi:	2.2%	Ford:	23.0%	Foster:	25.9%	Kriseman:	25.9%	Undecided:	16.3%
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50 to 69 141 responses

Cates:	2.1%	Congemi:	0.7%	Ford:	29.8%	Foster:	29.1%	Kriseman:	24.8%	Undecided:	13.5%
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70 and up 59 responses

Cates:	1.7%	Congemi:	1.7%	Ford:	25.4%	Foster:	32.2%	Kriseman:	23.7%	Undecided:	15.3%
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Will you vote Yes or No on the Ordinance Terminating the Michael Maltzan New Pier Design Agreement Based on the Lens Concept?

Yes: 51.9%
No: 34.7%
Undecided: 13.3%

Non-Weighted Results and Demographic Breakdowns:

Yes: 52.0%
No: 34.7%
Undecided: 13.4%

Political Party Breakdown:

Democratic Party 194 responses
Yes: 49.5% No: 37.6% Undecided: 12.9%

Republican Party 116 responses
Yes: 50.0% No: 35.3% Undecided: 14.7%

Independent Voter 94 responses
Yes: 59.6% No: 27.7% Undecided: 12.8%

Race Breakdown:

White, Not Hispanic 299 responses
Yes: 53.8% No: 34.8% Undecided: 11.4%

Black, Not Hispanic 79 responses
Yes: 48.1% No: 30.4% Undecided: 21.5%

Asian or Pacific Islander 7 responses
Yes: 57.1% No: 28.6% Undecided: 14.3%

Hispanic 8 responses
Yes: 37.5% No: 62.5% Undecided: 0%

Other or Unknown 7 responses
Yes: 42.9% No: 42.9% Undecided: 14.3%

Gender Breakdown:

Male 179 responses
Yes: 55.3% No: 34.1% Undecided: 10.6%

Female 225 responses
Yes: 49.3% No: 35.1% Undecided: 15.6%

Age Breakdown:

18 to 29 67 responses
Yes: 53.7% No: 34.3% Undecided: 11.9%

30 to 49 135 responses
Yes: 58.5% No: 28.9% Undecided: 12.6%

50 to 69 141 responses
Yes: 52.5% No: 36.9% Undecided: 10.6%

70 and up 59 responses
Yes: 32.2% No: 44.1% Undecided: 23.7%