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Matt Florell, President

Subject: Florida U.S. Congressional District 13 Primary Election survey

Date: October 15, 2013

Executive Summary:

This poll of 1741 Florida U.S. Congressional District 13 active voters was conducted on Monday, October 15, 2013. This poll used the registered voter lists supplied by the state of Florida as of October 3rd, 2013. The sample of voters that were called included random samples of registered voters within the boundaries of the 13th U.S. Congressional District of Florida.

The issues surveyed included questions related to the 2014 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 for Florida U.S. Congressional District 13. The demographics used were: political party, race and age.

The voters polled were chosen at random within the registered voter population within Florida U.S. Congressional District 13. Only voters that had voted in both the 2010 and 2012 general elections were included in this survey.

The scientific results shown for the All Voter questions below have a sample size of 1741 respondents and a Margin of Error of 2.3% at a 95% confidence level.

The scientific results shown for the Republican questions below have a sample size of 742 respondents and a Margin of Error of 3.6% at a 95% confidence level.

The scientific results shown for the Democratic questions below have a sample size of 706 respondents and a Margin of Error of 3.7% at a 95% confidence level.

Summary of Scientific Results:

ALL VOTERS:

If the general election for the US Congressional district 13 seat were held today, and the candidates were Rick Baker and Jessica Ehrlich, who would you vote for?

 Baker:
 34.6%

 Ehrlich:
 30.7%

 Undecided:
 34.7%

If the candidates were Rick Baker and Alex Sink, who would you vote for?

 Baker:
 34.0%

 Sink:
 50.8%

 Undecided:
 15.2%

If the candidates were Neil Brickfield and Alex Sink, who would you vote for?

 Brickfield:
 24.0%

 Sink:
 56.6%

 Undecided:
 19.4%

REPUBLICAN VOTERS ONLY:

In the Republican Primary for the US Congressional district 13 seat, would you vote for Rick Baker, Neil Brickfield, Larry Crow, David Jolly, Karen Seel, Bill Young Jr. or Someone else?

 Baker:
 42.9%

 Brickfield:
 6.0%

 Crow:
 3.8%

 Jolly:
 1.8%

 Seel:
 8.3%

 Young:
 17.8%

 Someone Else:
 19.4%

In the Republican Primary for the US Congressional district 13 seat, would you vote for Rick Baker, Neil Brickfield, Larry Crow, David Jolly, Karen Seel or Someone else?

 Baker:
 50.5%

 Brickfield:
 6.7%

 Crow:
 4.3%

 Jolly:
 2.0%

 Seel:
 9.9%

 Someone Else:
 26.5%

Do you have a favorable or unfavorable opinion of Rick Baker?

Favorable: 60.4% Unfavorable: 14.7% Unsure: 24.9%

DEMOCRATIC VOTERS ONLY:

In the Democratic Primary for the US Congressional district 13 seat, would you vote for Jessica Ehrlich, Alex Sink or someone else?

 Ehrlich:
 19.8%

 Sink:
 63.1%

 Someone Else:
 10.0%

 Unsure:
 7.2%

Do you have a favorable or unfavorable opinion of Alex Sink?

Favorable: 73.1% Unfavorable: 10.8% Unsure: 16.1%

Detailed Results with Demographic Breakdowns for Each Question:

ALL VOTERS:

If the general election for the US Congressional district 13 seat were held today, and the candidates were Rick Baker and Jessica Ehrlich, who would you vote for?

 Baker:
 34.6%

 Ehrlich:
 30.7%

 Undecided:
 34.7%

Non-Weighted Results and Demographic Breakdowns:

Baker: 34.8% Ehrlich: 30.6% Undecided: 34.6%

Ondecided.	34.0 %				
Political Party B Democratic Pa Baker:		esponses Ehrlich:	47.7%	Undecided:	33.6%
Republican Pa Baker:	arty 742 re 53.1%	sponses Ehrlich:	16.0%	Undecided:	30.9%
Independent \ Baker:	oter 293 r 27.3%	esponses Ehrlich:	26.3%	Undecided:	46.4%
Race Breakdowi					
White, Not His Baker:	spanic 162 35.4%	7 responses Ehrlich:	30.5%	Undecided:	34.1%
Black, Not His Baker:	spanic 41 i 22.0%	responses Ehrlich:	29.3%	Undecided:	48.8%
Asian or Pacif Baker:	ic Islander 45.5%	11 responses Ehrlich:	27.3%	Undecided:	27.3%
Hispanic 27 Baker:	responses 22.2%	Ehrlich:	29.6%	Undecided:	48.1%
Other or Unkr Baker:	own 35 re 28.6%	sponses Ehrlich:	40.0%	Undecided:	31.4%
Gender Breakdo	wn:				
Male 743 res Baker:		Ehrlich:	28.8%	Undecided:	33.1%
Female 998 r Baker:	esponses 32.4%	Ehrlich:	32.0%	Undecided:	35.7%
Age Breakdown					
18 to 29 41 re Baker:		Ehrlich:	26.8%	Undecided:	29.3%
30 to 49 232 Baker:	responses 34.5%	Ehrlich:	34.5%	Undecided:	31.0%
50 to 69 850 Baker:	responses 34.2%	Ehrlich:	35.8%	Undecided:	30.0%
70 and up 61 Baker:	8 response 35.1%	s Ehrlich:	22.3%	Undecided:	42.6%

If the candidates were Rick Baker and Alex Sink, who would you vote for?

 Baker:
 34.0%

 Sink:
 50.8%

 Undecided:
 15.2%

Non-Weighted Results and Demographic Breakdowns:

Baker: 34.5% Sink: 51.1% Undecided: 14.4%

P	olitical Party Bre Democratic Par	ty 706 re	•			
	Baker:	13.2%	Sink:	75.4%	Undecided:	11.5%
	Republican Part	ty 742 re: 58.8%	sponses Sink:	27.2%	Undecided:	14.0%
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	Independent Vo Baker:	ter 293 ro 24.6%	esponses Sink:	53.2%	Undecided:	22.2%
D	ace Breakdown:					
ĸ	White, Not Hisp	anic 162	7 roenone	20		
	Baker:		Sink:		Undecided:	13.6%
	Black, Not Hispa	anic 41 r	esponses			
	Baker:	7.3%		56.1%	Undecided:	36.6%
	Asian or Pacific	Islander	11 respo	nses		
	Baker:	45.5%	Sink:	36.4%	Undecided:	18.2%
	Hispanic 27 res	sponses				
	Baker:	18.5%	Sink:	51.9%	Undecided:	29.6%
	Other or Unknow	wn 35 res	sponses			
	Baker:	31.4%		57.1%	Undecided:	11.4%
G	ender Breakdow	n·				
~	Male 743 respo					
	Baker:	37.7%	Sink:	49.0%	Undecided:	13.3%
	Female 998 res	sponses				
	Baker:	32.2%	Sink:	52.7%	Undecided:	15.1%
A	ge Breakdown:					
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	Baker:	36.6%	Sink:	48.8%	Undecided:	14.6%
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	Baker:	37.9%	Sink:	46.1%	Undecided:	15.9%
	50 to 69 850 re	enoneoe				
	Baker:	33.4%	Sink:	52.7%	Undecided:	13.9%
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	70 and up 618	response	S			
	Baker:	34.6%	Sink:	51.0%	Undecided:	14.4%

If the candidates were Neil Brickfield and Alex Sink, who would you vote for? Brickfield: 24.0%

 Brickfield:
 24.0%

 Sink:
 56.6%

 Undecided:
 19.4%

Non-Weighted Results and Demographic Breakdowns:

Brickfield: 24.5% Sink: 56.7% Undecided: 18.7%

Political Party Br Democratic Pa Brickfield:		esponses Sink:	80.5%	Undecided:	12.9%
Republican Pa Brickfield:	rty 742 re 43.7%	sponses Sink:	34.4%	Undecided:	22.0%
Independent V Brickfield:	oter 293 i 19.1%	response: Sink:	s 56.3%	Undecided:	24.6%
Dago Brookdown					
Race Breakdown White, Not His		7 respon	ses		
Brickfield:	25.3%	Sink:	56.5%	Undecided:	18.1%
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Black, Not Hisp Brickfield:	2.4%	response: Sink:	s 61.0%	Undecided:	36.6%
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Asian or Pacifi				l lood a aid a de	40.00/
Brickfield:	18.2%	Sink:	63.6%	Undecided:	18.2%
Hispanic 27 re	esponses				
Brickfield:	11.1%	Sink:	48.1%	Undecided:	40.7%
Other or Unkno	own 35 re	enonses			
Brickfield:	25.7%	Sink:	65.7%	Undecided:	8.6%
Gender Breakdov Male 743 resp					
Brickfield:		Sink:	53.2%	Undecided:	18.8%
Female 998 re Brickfield:	esponses 21.9%	Sink:	59.4%	Undecided:	18.6%
Brickileia.	21.3/0	JIIK.	33.4 /0	Olidecided.	10.0 /6
Age Breakdown:					
18 to 29 41 re		011	E0 E0/	Handa alda da	40 50/
Brickfield:	22.0%	Sink:	58.5%	Undecided:	19.5%
30 to 49 232 r	esponses				
Brickfield:	28.0%	Sink:	51.7%	Undecided:	20.3%
50 to 69 850 r	aenoneae				
Brickfield:	23.6%	Sink:	59.3%	Undecided:	17.1%
	-				
70 and up 618	•		EE 00/	Undooidad	20.49/
Brickfield:	24.6%	Sink:	55.0%	Undecided:	20.4%

REPUBLICAN VOTERS ONLY:

In the Republican Primary for the US Congressional district 13 seat, would you vote for Rick Baker, Neil Brickfield, Larry Crow, David Jolly, Karen Seel, Bill Young Jr. or Someone else?

Baker:	42.9%
Brickfield:	6.0%
Crow:	3.8%
Jolly:	1.8%
Seel:	8.3%
Young:	17.8%
Someone Else:	19.4%

Non-Weighted Results and Demographic Breakdowns:

 Baker:
 42.3%

 Brickfield:
 5.9%

 Crow:
 3.9%

 Jolly:
 1.5%

 Seel:
 8.2%

 Young:
 18.2%

 Someone else:
 19.9%

Race Breal	kdown:
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White,	Not Hispa	anic 720 res	spons	es									
		Brickfield:			4.0%	Jolly:	1.5%	Seel:	8.3%	Young:	17.8%	Someone else:	20.0%
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Baker:	50.0%	Brickfield:	0%	Crow: 0)% Jo	olly: 0%		Seel:	0%	Young:	0%	Someone else:	50.0%
		Islander 5											
Baker:	80.0%	Brickfield:	0%	Crow: 0)% Jo	olly: 0%		Seel:	0%	Young:	0%	Someone else:	20.0%
	ic 5 resp												
Baker:	40.0%	Brickfield:	0%	Crow: ()% Jo	olly: 0%		Seel:	20.0%	Young:	20.0%	Someone else:	20.0%
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Female	382 res	nonses											
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Age Break	kdown:												
•	18 res	oonses											
		Brickfield:	5.6%	Crow:	5.6%	Jolly:	11.1%	Seel:	11.1%	Young:	16.7%	Someone else:	5.6%
						•				Ŭ			
30 to 49	107 res	sponses											
Baker:	48.6%	Brickfield:	8.4%	Crow:	0.9%	Jolly:	1.9%	Seel:	7.5%	Young:	13.1%	Someone else:	19.6%
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50 to 69	345 res	sponses											
Baker:	43.5%	Brickfield:	4.9%	Crow:	4.9%	Jolly:	1.4%	Seel:	9.9%	Young:	16.2%	Someone else:	19.1%
	•	responses		_									
Baker:	38.2%	Brickfield:	6.2%	Crow:	3.7%	Jolly:	0.7%	Seel:	6.2%	Young:	22.8%	Someone else:	22.1%

In the Republican Primary for the US Congressional district 13 seat, would you vote for Rick Baker, Neil Brickfield, Larry Crow, David Jolly, Karen Seel or Someone else?

Baker:	50.5%
Brickfield:	6.7%
Crow:	4.3%
Jolly:	2.0%
Seel:	9.9%
Someone Else:	26.5%

Non-Weighted Results and Demographic Breakdowns:

Baker:	49.7%
Brickfield:	6.6%
Crow:	4.4%
Jolly:	1.8%
Seel:	9.7%
Someone else:	27.8%

	ace Breakdown:											
	White, Not Hispa			C 70/	C	4.00/	I a II a u	4.00/	Cash	0.70/	Compone along	07.00/
	Baker:	49.6%	Brickfield:	6.7%	Crow:	4.6%	Jolly:	1.8%	Seel:	9.7%	Someone else:	27.6%
	Black, Not Hispa	anic 2 re	sponses									
	Baker:	50.0%	Brickfield:	0%	Crow:	0%	Jolly:	0%	Seel:	0%	Someone else:	50.0%
	Asian or Pacific	lelandor	5 response									
	Baker:	80.0%	Brickfield:		Crow:	0%	Jolly:	0%	Seel:	0%	Someone else:	20.0%
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	Hispanic 5 resp Baker:	onses 20.0%	Brickfield:	20.00	/ C	00/	I a II a u	0%	Seel:	40.0%	Someone else:	20.00/
	Daker:	20.0%	Brickileia:	20.07	o Crow:	0%	Jolly:	U%	Seer.	40.0%	Someone eise:	20.0%
	Other or Unknow	vn 10 re	sponses									
	Baker:	60.0%	Brickfield:	0%	Crow:	0%	Jolly:	0%	Seel:	0%	Someone else:	40.0%
G	ender Breakdow	n·										
	Male 360 respo											
	Baker:	49.7%	Brickfield:	7.2%	Crow:	4.2%	Jolly:	1.7%	Seel:	8.9%	Someone else:	28.3%
	Female 382 res	ponses										
	Baker:	49.7%	Brickfield:	6.0%	Crow:	4.7%	Jolly:	1.8%	Seel:	10.5%	Someone else:	27.2%
							•					
	ge Breakdown:											
	18 to 29 18 res Baker:	66.7%	Brickfield:	0%	Crow:	5.6%	Jolly:	11.1%	Seel:	11.1%	Someone else:	5.6%
	D anon	70	Diromioidi	• / 0	0.0	0.070	coy.	111170	000	,		0.070
		sponses										
	Baker:	55.1%	Brickfield:	12.1%	6 Crow:	1.9%	Jolly:	1.9%	Seel:	9.3%	Someone else:	19.6%
	50 to 69 345 re	sponses										
	Baker:	48.7%	Brickfield:	6.1%	Crow:	5.2%	Jolly:	1.7%	Seel:	11.3%	Someone else:	27.0%
	70 and up 070	roononca	•									
	70 and up 272 Baker:	response: 47.8%	s Brickfield:	5.5%	Crow:	4.4%	Jolly:	1.1%	Seel:	7.7%	Someone else:	33.5%
				2.270				,		, .		

Do you have a favorable or unfavorable opinion of Rick Baker?

Favorable: 60.4% Unfavorable: 14.7% Unsure: 24.9%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 58.9% Unfavorable: 15.2% Unsure: 25.9%

Race Breakdown: White, Not Hispanic 720 responses Favorable: 58.8% Unfavorable: 15.6% Unsure: 25.7% Black, Not Hispanic 2 responses Unfavorable: Favorable: 50.0% 0% Unsure: 50.0% Asian or Pacific Islander 5 responses Favorable: 80.0% Unfavorable: 20.0% Unsure: 0% Hispanic 5 responses Favorable: 80.0% Unfavorable: 0% Unsure: 20.0% Other or Unknown 10 responses 50.0% Unfavorable: 0% Unsure: 50.0% Favorable: Gender Breakdown: Male 360 responses Favorable: 60.3% Unfavorable: 16.9% Unsure: 22.8% Female 382 responses Favorable: 57.6% Unfavorable: 13.6% Unsure: 28.8%

Age Breakdown:

18 to 29 18 responses
Favorable: 83.3% Unfavorable: 5.6% Unsure: 11.1%

30 to 49 107 responses
Favorable: 68.2% Unfavorable: 12.1% Unsure: 19.6%

50 to 69 345 responses

70 and up 272 responses

60.0%

Favorable:

Favorable: 52.2% Unfavorable: 14.7% Unsure: 33.1%

Unfavorable:

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17.1% Unsure: 22.9%

DEMOCRATIC VOTERS ONLY:

In the Democratic Primary for the US Congressional district 13 seat, would you vote for Jessica Ehrlich, Alex Sink or someone else?

 Ehrlich:
 19.8%

 Sink:
 63.1%

 Someone Else:
 10.0%

 Unsure:
 7.2%

Non-Weighted Results and Demographic Breakdowns:

Ehrlich: 18.6% Sink: 64.7% Someone else: 10.2% Unsure: 6.5%

	e Breakdown:							
	hite, Not Hisp hrlich:	18.6%	response Sink:		Someone else:	10.2%	Unsure:	6.0%
В	lack, Not Hisp	anic 36 r	esponses	;				
	hrlich:	19.4%	Sink:		Someone else:	16.7%	Unsure:	8.3%
A	sian or Pacific	Islander	6 respon	ises				
EI	hrlich:	0%	Sink:	83.3%	Someone else:	16.7%	Unsure:	0%
Hi	ispanic 14 re	sponses						
El	hrlich:	28.6%	Sink:	50.0%	Someone else:	0%	Unsure:	21.4%
0	ther or Unkno	wn 21 re	sponses					
	nrlich:	14.3%	Sink:	71.4%	Someone else:	4.8%	Unsure:	9.5%
Gen	der Breakdow	/n:						
М	ale 240 resp	onses						
El	hrlich:	20.8%	Sink:	62.9%	Someone else:	10.4%	Unsure:	5.8%
Fe	emale 466 re	sponses						
El	hrlich:	17.4%	Sink:	65.7%	Someone else:	10.1%	Unsure:	6.9%
Age	Breakdown:							
18	3 to 29 16 res	sponses						
El	hrlich:	31.2%	Sink:	56.2%	Someone else:	6.2%	Unsure:	6.2%
30) to 49 84 res	sponses						
	nrlich:	27.4%	Sink:	48.8%	Someone else:	9.5%	Unsure:	14.3%
50) to 69 360 re	esponses						
	nrlich:	19.4%	Sink:	65.8%	Someone else:	8.9%	Unsure:	5.8%
70) and up 246	response	s					
	hrlich:	13.4%	Sink:	69.1%	Someone else:	12.6%	Unsure:	4.9%

Do you have a favorable or unfavorable opinion of Alex Sink?

Favorable: 73.1% Unfavorable: 10.8% Unsure: 16.1%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 74.9% Unfavorable: 10.9% Unsure: 14.2%

Race Breakdow White, Not His	spanic 629				
Favorable:	76.0%	Unfavorable:	11.8%	Unsure:	12.2%
Black, Not His	spanic 36 ı	responses			
Favorable:	63.9%	Unfavorable:	5.6%	Unsure:	30.6%
Asian an Dasi	Ca lalandan	6			
Asian or Paci	nc islander 83.3%	6 responses Unfavorable:	0%	Unsure:	16.7%
1 4 0 1 4 5 1 0 1	00.070	omavorabio.	• 70	O.I.Ou.O.	1011 70
Hispanic 14			-01		
Favorable:	42.9%	Unfavorable:	0%	Unsure:	57.1%
Other or Unkr	nown 21 re	sponses			
Favorable:	81.0%	Unfavorable:	4.8%	Unsure:	14.3%
Gender Breakdo					
Male 240 res					
Favorable:	74.6%	Unfavorable:	11.2%	Unsure:	14.2%
Female 466 i	responses 75.1%	Unfavorable:	10.7%	Unsure:	14.2%
i avolable.	7 3.1 70	Omavorable.	10.7 /0	Olisule.	14.2 /0
Age Breakdown					
18 to 29 16 r	esponses 56.2%	Unfavorable:	12.5%	Unsure:	31.2%
ravorable:	30.2%	Uniavorable:	12.5%	onsure:	31.2%
30 to 49 84 r	esponses				
Favorable:	66.7%	Unfavorable:	13.1%	Unsure:	20.2%
50 to 69 360	raenaneae				
Favorable:	78.1%	Unfavorable:	11.1%	Unsure:	10.8%
70 and up 24			0.00/	Haarine :	45.00/
Favorable:	74.4%	Unfavorable:	9.8%	Unsure:	15.9%