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%**

Political Party Breakdown:

Democratic Party   706 responses

Baker:	18.7%	Ehrlich:	47.7%	Undecided:	33.6%

Republican Party   742 responses

Baker:	53.1%	Ehrlich:	16.0%	Undecided:	30.9%

Independent Voter   293 responses

Baker:	27.3%	Ehrlich:	26.3%	Undecided:	46.4%

Race Breakdown:

White, Not Hispanic   1627 responses

Baker:	35.4%	Ehrlich:	30.5%	Undecided:	34.1%

Black, Not Hispanic   41 responses

Baker:	22.0%	Ehrlich:	29.3%	Undecided:	48.8%

Asian or Pacific Islander   11 responses

Baker:	45.5%	Ehrlich:	27.3%	Undecided:	27.3%

Hispanic   27 responses

Baker:	22.2%	Ehrlich:	29.6%	Undecided:	48.1%

Other or Unknown   35 responses

Baker:	28.6%	Ehrlich:	40.0%	Undecided:	31.4%

Gender Breakdown:

Male   743 responses

Baker:	38.1%	Ehrlich:	28.8%	Undecided:	33.1%

Female   998 responses

Baker:	32.4%	Ehrlich:	32.0%	Undecided:	35.7%

Age Breakdown:

18 to 29   41 responses

Baker:	43.9%	Ehrlich:	26.8%	Undecided:	29.3%

30 to 49   232 responses

Baker:	34.5%	Ehrlich:	34.5%	Undecided:	31.0%

50 to 69   850 responses

Baker:	34.2%	Ehrlich:	35.8%	Undecided:	30.0%

70 and up   618 responses

Baker:	35.1%	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%**

Political Party Breakdown:
  Democratic Party 706 responses
  Baker: **13.2%**   **Sink:**   **75.4%**   **Undecided:**   **11.5%**

  Republican Party 742 responses
  Baker: **58.8%**   **Sink:**   **27.2%**   **Undecided:**   **14.0%**

  Independent Voter 293 responses
  Baker: **24.6%**   **Sink:**   **53.2%**   **Undecided:**   **22.2%**

Race Breakdown:
  White, Not Hispanic 1627 responses
  Baker: **35.5%**   **Sink:**   **51.0%**   **Undecided:**   **13.6%**

  Black, Not Hispanic 41 responses
  Baker: **7.3%**   **Sink:**   **56.1%**   **Undecided:**   **36.6%**

  Asian or Pacific Islander 11 responses
  Baker: **45.5%**   **Sink:**   **36.4%**   **Undecided:**   **18.2%**

  Hispanic 27 responses
  Baker: **18.5%**   **Sink:**   **51.9%**   **Undecided:**   **29.6%**

  Other or Unknown 35 responses
  Baker: **31.4%**   **Sink:**   **57.1%**   **Undecided:**   **11.4%**

Gender Breakdown:
  Male 743 responses
  Baker: **37.7%**   **Sink:**   **49.0%**   **Undecided:**   **13.3%**

  Female 998 responses
  Baker: **32.2%**   **Sink:**   **52.7%**   **Undecided:**   **15.1%**

Age Breakdown:
  18 to 29 41 responses
  Baker: **36.6%**   **Sink:**   **48.8%**   **Undecided:**   **14.6%**

  30 to 49 232 responses
  Baker: **37.9%**   **Sink:**   **46.1%**   **Undecided:**   **15.9%**

  50 to 69 850 responses
  Baker: **33.4%**   **Sink:**   **52.7%**   **Undecided:**   **13.9%**

  70 and up 618 responses
  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%
Sink: 56.6%
Undecided: 19.4%

Non-Weighted Results and Demographic Breakdowns:

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

Political Party Breakdown:
Democratic Party   706 responses
Brickfield: 6.7%   Sink: 80.5%   Undecided: 12.9%

Republican Party   742 responses
Brickfield: 43.7%   Sink: 34.4%   Undecided: 22.0%

Independent Voter   293 responses
Brickfield: 19.1%   Sink: 56.3%   Undecided: 24.6%

Race Breakdown:
White, Not Hispanic   1627 responses
Brickfield: 25.3%   Sink: 56.5%   Undecided: 18.1%

Black, Not Hispanic   41 responses
Brickfield: 2.4%   Sink: 61.0%   Undecided: 36.6%

Asian or Pacific Islander   11 responses
Brickfield: 18.2%   Sink: 63.6%   Undecided: 18.2%

Hispanic   27 responses
Brickfield: 11.1%   Sink: 48.1%   Undecided: 40.7%

Other or Unknown   35 responses
Brickfield: 25.7%   Sink: 65.7%   Undecided: 8.6%

Gender Breakdown:
Male   743 responses
Brickfield: 28.0%   Sink: 53.2%   Undecided: 18.8%

Female   998 responses
Brickfield: 21.9%   Sink: 59.4%   Undecided: 18.6%

Age Breakdown:
18 to 29   41 responses
Brickfield: 22.0%   Sink: 58.5%   Undecided: 19.5%

30 to 49   232 responses
Brickfield: 28.0%   Sink: 51.7%   Undecided: 20.3%

50 to 69   850 responses
Brickfield: 23.6%   Sink: 59.3%   Undecided: 17.1%

70 and up   618 responses
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 Breakdown:

White, Not Hispanic   720 responses
Baker: 42.2%   Brickfield: 6.1% Crow: 4.0%   Jolly: 1.5%   Seel: 8.3%   Young: 17.8%   Someone else: 20.0%

Black, Not Hispanic   2 responses
Baker: 50.0%   Brickfield: 0%   Crow: 0%   Jolly: 0%   Seel: 0%   Young: 0%   Someone else: 50.0%

Asian or Pacific Islander   5 responses
Baker: 80.0%   Brickfield: 0%   Crow: 0%   Jolly: 0%   Seel: 0%   Young: 0%   Someone else: 20.0%

Hispanic   5 responses
Baker: 40.0%   Brickfield: 0%   Crow: 0%   Jolly: 0%   Seel: 20.0%   Young: 20.0%   Someone else: 20.0%

Other or Unknown   10 responses
Baker: 30.0%   Brickfield: 0%   Crow: 0%   Jolly: 0%   Seel: 0%   Young: 60.0%   Someone else: 10.0%

Gender Breakdown:

Male   360 responses
Baker: 44.7%   Brickfield: 5.6% Crow: 3.9%   Jolly: 2.2%   Seel: 8.1%   Young: 14.2%   Someone else: 21.4%

Female   382 responses
Baker: 40.1%   Brickfield: 6.3% Crow: 3.9%   Jolly: 0.8%   Seel: 8.4%   Young: 22.0%   Someone else: 18.6%

Age Breakdown:

18 to 29   18 responses
Baker: 44.4%   Brickfield: 5.6% Crow: 5.6%   Jolly: 11.1%   Seel: 11.1%   Young: 16.7%   Someone else: 5.6%

30 to 49   107 responses
Baker: 48.6%   Brickfield: 8.4% Crow: 0.9%   Jolly: 1.9%   Seel: 7.5%   Young: 13.1%   Someone else: 19.6%

50 to 69   345 responses
Baker: 43.5%   Brickfield: 4.9% Crow: 4.9%   Jolly: 1.4%   Seel: 9.9%   Young: 16.2%   Someone else: 19.1%

70 and up   272 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%**

Race Breakdown:

White, Not Hispanic   720 responses

Baker:	49.6%	Brickfield:	6.7%	Crow:	4.6%	Jolly:	1.8%	Seel:	9.7%	Someone else:	27.6%

Black, Not Hispanic   2 responses

Baker:	50.0%	Brickfield:	0%	Crow:	0%	Jolly:	0%	Seel:	0%	Someone else:	50.0%

Asian or Pacific Islander   5 responses

Baker:	80.0%	Brickfield:	0%	Crow:	0%	Jolly:	0%	Seel:	0%	Someone else:	20.0%

Hispanic   5 responses

Baker:	20.0%	Brickfield:	20.0%	Crow:	0%	Jolly:	0%	Seel:	40.0%	Someone else:	20.0%

Other or Unknown   10 responses

Baker:	60.0%	Brickfield:	0%	Crow:	0%	Jolly:	0%	Seel:	0%	Someone else:	40.0%

Gender Breakdown:

Male   360 responses

Baker:	49.7%	Brickfield:	7.2%	Crow:	4.2%	Jolly:	1.7%	Seel:	8.9%	Someone else:	28.3%

Female   382 responses

Baker:	49.7%	Brickfield:	6.0%	Crow:	4.7%	Jolly:	1.8%	Seel:	10.5%	Someone else:	27.2%

Age Breakdown:

18 to 29   18 responses

Baker:	66.7%	Brickfield:	0%	Crow:	5.6%	Jolly:	11.1%	Seel:	11.1%	Someone else:	5.6%

30 to 49   107 responses

Baker:	55.1%	Brickfield:	12.1%	Crow:	1.9%	Jolly:	1.9%	Seel:	9.3%	Someone else:	19.6%

50 to 69   345 responses

Baker:	48.7%	Brickfield:	6.1%	Crow:	5.2%	Jolly:	1.7%	Seel:	11.3%	Someone else:	27.0%

70 and up   272 responses

Baker:	47.8%	Brickfield:	5.5%	Crow:	4.4%	Jolly:	1.1%	Seel:	7.7%	Someone else:	33.5%

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

Favorable:	**50.0%**	**Unfavorable:**	**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

Favorable:	**50.0%**	**Unfavorable:**	**0%**	**Unsure:**	**50.0%**

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

Favorable:	**60.0%**	**Unfavorable:**	**17.1%**	**Unsure:**	**22.9%**

70 and up   272 responses

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

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%**

Race Breakdown:

White, Not Hispanic   629 responses

Ehrlich:	18.6%	Sink:	65.2%	Someone else:	10.2%	Unsure:	6.0%

Black, Not Hispanic   36 responses

Ehrlich:	19.4%	Sink:	55.6%	Someone else:	16.7%	Unsure:	8.3%

Asian or Pacific Islander   6 responses

Ehrlich:	0%	Sink:	83.3%	Someone else:	16.7%	Unsure:	0%

Hispanic   14 responses

Ehrlich:	28.6%	Sink:	50.0%	Someone else:	0%	Unsure:	21.4%

Other or Unknown   21 responses

Ehrlich:	14.3%	Sink:	71.4%	Someone else:	4.8%	Unsure:	9.5%

Gender Breakdown:

Male   240 responses

Ehrlich:	20.8%	Sink:	62.9%	Someone else:	10.4%	Unsure:	5.8%

Female   466 responses

Ehrlich:	17.4%	Sink:	65.7%	Someone else:	10.1%	Unsure:	6.9%

Age Breakdown:

18 to 29   16 responses

Ehrlich:	31.2%	Sink:	56.2%	Someone else:	6.2%	Unsure:	6.2%

30 to 49   84 responses

Ehrlich:	27.4%	Sink:	48.8%	Someone else:	9.5%	Unsure:	14.3%

50 to 69   360 responses

Ehrlich:	19.4%	Sink:	65.8%	Someone else:	8.9%	Unsure:	5.8%

70 and up   246 responses

Ehrlich:	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 Breakdown:
White, Not Hispanic   629 responses
Favorable:	76.0%	Unfavorable:	11.8%	Unsure:	12.2%

Black, Not Hispanic   36 responses
Favorable:	63.9%	Unfavorable:	5.6%	Unsure:	30.6%

Asian or Pacific Islander   6 responses
Favorable:	83.3%	Unfavorable:	0%	Unsure:	16.7%

Hispanic   14 responses
Favorable:	42.9%	Unfavorable:	0%	Unsure:	57.1%

Other or Unknown   21 responses
Favorable:	81.0%	Unfavorable:	4.8%	Unsure:	14.3%

Gender Breakdown:
Male   240 responses
Favorable:	74.6%	Unfavorable:	11.2%	Unsure:	14.2%

Female   466 responses
Favorable:	75.1%	Unfavorable:	10.7%	Unsure:	14.2%

Age Breakdown:
18 to 29   16 responses
Favorable:	56.2%	Unfavorable:	12.5%	Unsure:	31.2%

30 to 49   84 responses
Favorable:	66.7%	Unfavorable:	13.1%	Unsure:	20.2%

50 to 69   360 responses
Favorable:	78.1%	Unfavorable:	11.1%	Unsure:	10.8%

70 and up   246 responses
Favorable:	74.4%	Unfavorable:	9.8%	Unsure:	15.9%