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Matt Florell, President

**Subject: Brooksville Red Light Camera Referendum survey**

**Date: September 9, 2014**

**Executive Summary:**

This poll of City of Brooksville, Florida voters was conducted from Thursday, September 4 to Saturday September 6, 2014. This poll used the registered voter lists supplied by the state of Florida as of August 4, 2014. The samples of voters that were called included random samples of registered voters within the boundaries of the City of Brooksville, Florida, which is only within the 4<sup>th</sup> precinct in Hernando County.

The issues surveyed included questions related to the possible Red Light Camera Referendum.

Even though the City of Brooksville only has a population of 7,711, with 5,039 registered voters, the issue of Red Light Cameras is a very contentious one and has allowed us to achieve a response rate on this survey of over 20% of the voters we attempted to contact. In contrast to this, the voter turnout in Hernando County for the Primary election two weeks ago was only 16%.

**Methodology:**

The poll was conducted by an automated phone call polling system as well as hand-dialed cellphone calls and email surveying of registered voters. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the registered voter population for the City of Brooksville, Florida. The demographics used were: political party, race, age and gender.

The sample of voters polled were chosen at random within the registered voter population within the City of Brooksville, Florida.

The scientific results shown for the responses below have a sample size of 400 and a 4.9% Margin of Error at a 95% confidence level.

## Summary of Scientific Results:

### Would you vote to ban red light cameras in Brooksville?

Yes:	77.7%
No:	15.6%
Unsure:	6.7%

### Breakdown by Contact Method:

Land-Line Telephone responses: 313 responses

Yes:	76.7%
No:	15.3%
Unsure:	8.0%

Cellphone Responses: 34 responses

Yes:	82.4%
No:	14.7%
Unsure:	2.9%

Email Responses: 53 responses

Yes:	77.4%
No:	20.8%
Unsure:	1.9%

Raw Anonymous Data Export available at:

[http://stpetepolls.org/files/StPetePolls\\_2014\\_Brooksville\\_RedLightCameras\\_September\\_6\\_DATA.csv](http://stpetepolls.org/files/StPetePolls_2014_Brooksville_RedLightCameras_September_6_DATA.csv)

## Detailed Results with Demographic Breakdowns for Each Question:

### Would you vote to ban red light cameras in Brooksville?

Yes: 77.7%  
No: 15.6%  
Unsure: 6.7%

#### Non-Weighted Results and Demographic Breakdowns:

Yes: 77.2%  
No: 16.0%  
Unsure: 6.8%

#### Political Party Breakdown:

##### Democratic Party 160 responses

Yes: 71.9%      No: 18.1%      Unsure: 10.0%

##### Republican Party 176 responses

Yes: 81.8%      No: 14.2%      Unsure: 4.0%

##### Independent Voter 64 responses

Yes: 78.1%      No: 15.6%      Unsure: 6.2%

#### Race Breakdown:

##### White, Not Hispanic 331 responses

Yes: 76.7%      No: 16.9%      Unsure: 6.3%

##### Black, Not Hispanic 48 responses

Yes: 85.4%      No: 8.3%      Unsure: 6.2%

##### Asian or Pacific Islander 1 responses

Yes: 0%      No: 100.0%      Unsure: 0%

##### Hispanic 5 responses

Yes: 60.0%      No: 0%      Unsure: 40.0%

##### Other or Unknown 15 responses

Yes: 73.3%      No: 20.0%      Unsure: 6.7%

#### Gender Breakdown:

##### Male 157 responses

Yes: 82.2%      No: 15.3%      Unsure: 2.5%

##### Female 243 responses

Yes: 74.1%      No: 16.5%      Unsure: 9.5%

#### Age Breakdown:

##### 18 to 29 49 responses

Yes: 81.6%      No: 16.3%      Unsure: 2.0%

##### 30 to 49 64 responses

Yes: 87.5%      No: 7.8%      Unsure: 4.7%

##### 50 to 69 129 responses

Yes: 79.8%      No: 15.5%      Unsure: 4.7%

##### 70 and up 158 responses

Yes: 69.6%      No: 19.6%      Unsure: 10.8%