Subject: Brookville Red Light Camera Referendum survey

Date: September 9, 2014

Executive Summary:

This poll of City of Brookville, 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 Brookville, Florida, which is only within the 4th precinct in Hernando County.

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

Even though the City of Brookville 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 Brookville, 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 Brookville, 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
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%