



A Division of Fextel, Inc.

8601 4th St. N., Suite 304
St. Petersburg, FL 33702
Phone: (727) 245-1962
Fax: (727) 577-7470
Email: info@stpetepolls.org
Website: www.stpetepolls.org
Matt Florell, President

Subject: Florida Statewide Democratic Primary Election survey conducted for FloridaPolitics.com

Date: August 21, 2014

Executive Summary:

This poll of 1,825 Florida registered Democratic party voters was conducted on Thursday, August 21, 2014. This poll used the registered voter lists supplied by the state of Florida as of August 4, 2014. The sample of voters that were called included random samples of registered Democratic voters within the boundaries of the state of Florida.

The issues surveyed included questions related to the 2014 Florida Democratic 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 active Democratic voter population for the state of Florida. The demographics used were: race, age and gender.

The voters polled were chosen at random within the registered Democratic voter population within the state of Florida. The random sample used was made up of a proportional sampling of registered Democrats from every one of Florida's 120 State House districts. Only those voters that said they were planning to vote or had already voted in the August 26th primary were included in the results.

659 of the respondents said that they had already voted.
1,166 of the respondents said that they were planning to vote.

The scientific results shown for the questions below have a sample size of 1,825 and a 2.3% Margin of Error at a 95% confidence level.

Summary of Scientific Results:

In the primary race for Florida Governor who would you vote for: Charlie Crist or Nan Rich?

	<u>TOTAL</u>	ALREADY VOTED	PLAN TO VOTE
Crist:	68.5%	75.6%	64.5%
Rich:	18.9%	17.5%	19.6%
Undecided:	12.7%	7.0%	15.9%

Do you have a favorable or unfavorable opinion of Charlie Crist?

	<u>TOTAL</u>	ALREADY VOTED	PLAN TO VOTE
Favorable:	70.5%	76.8%	67.0%
Unfavorable:	18.7%	16.2%	20.2%
Unsure:	10.7%	7.0%	12.9%

Detailed Results with Demographic Breakdowns for Each Question:

In the primary race for Florida Governor who would you vote for: Charlie Crist or Nan Rich?

	<u>TOTAL</u>	ALREADY VOTED	PLAN TO VOTE
Crist:	68.5%	75.6%	64.5%
Rich:	18.9%	17.5%	19.6%
Undecided:	12.7%	7.0%	15.9%

Non-Weighted Results and Demographic Breakdowns:

Crist: 68.5%
 Rich: 18.8%
 Undecided: 12.7%

Race Breakdown:

White, Not Hispanic 1154 responses					
Crist:	66.5%	Rich:	22.8%	Undecided:	10.7%
Black, Not Hispanic 497 responses					
Crist:	73.4%	Rich:	10.1%	Undecided:	16.5%
Asian or Pacific Islander 15 responses					
Crist:	66.7%	Rich:	6.7%	Undecided:	26.7%
Hispanic 92 responses					
Crist:	67.4%	Rich:	20.7%	Undecided:	12.0%
Other or Unknown 67 responses					
Crist:	68.7%	Rich:	16.4%	Undecided:	14.9%

Gender Breakdown:

Male 730 responses					
Crist:	68.9%	Rich:	17.9%	Undecided:	13.2%
Female 1095 responses					
Crist:	68.2%	Rich:	19.5%	Undecided:	12.3%

Age Breakdown:

18 to 29 103 responses					
Crist:	68.0%	Rich:	15.5%	Undecided:	16.5%
30 to 49 312 responses					
Crist:	65.7%	Rich:	19.6%	Undecided:	14.7%
50 to 69 836 responses					
Crist:	69.6%	Rich:	19.4%	Undecided:	11.0%
70 and up 574 responses					
Crist:	68.5%	Rich:	18.3%	Undecided:	13.2%

Do you have a favorable or unfavorable opinion of Charlie Crist?

	<u>TOTAL</u>	ALREADY VOTED	PLAN TO VOTE
Favorable:	70.5%	76.8%	67.0%
Unfavorable:	18.7%	16.2%	20.2%
Unsure:	10.7%	7.0%	12.9%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 70.5%
Unfavorable: 18.7%
Unsure: 10.7%

Race Breakdown:

White, Not Hispanic 1154 responses

Favorable: 68.9% Unfavorable: 23.1% Unsure: 8.1%

Black, Not Hispanic 497 responses

Favorable: 75.5% Unfavorable: 9.7% Unsure: 14.9%

Asian or Pacific Islander 15 responses

Favorable: 73.3% Unfavorable: 13.3% Unsure: 13.3%

Hispanic 92 responses

Favorable: 67.4% Unfavorable: 17.4% Unsure: 15.2%

Other or Unknown 67 responses

Favorable: 65.7% Unfavorable: 14.9% Unsure: 19.4%

Gender Breakdown:

Male 730 responses

Favorable: 70.0% Unfavorable: 19.2% Unsure: 10.8%

Female 1095 responses

Favorable: 70.9% Unfavorable: 18.4% Unsure: 10.7%

Age Breakdown:

18 to 29 103 responses

Favorable: 68.9% Unfavorable: 19.4% Unsure: 11.7%

30 to 49 312 responses

Favorable: 68.3% Unfavorable: 20.8% Unsure: 10.9%

50 to 69 836 responses

Favorable: 70.5% Unfavorable: 19.4% Unsure: 10.2%

70 and up 574 responses

Favorable: 72.1% Unfavorable: 16.6% Unsure: 11.3%