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Matt Florell, President

Subject: Pinellas County Florida Hurricane Preparedness survey conducted for Future Florida Leaders

Date: December 9, 2014

Executive Summary:

This poll of 826 Pinellas County Florida residents was conducted on Tuesday, December 9, 2014. This poll used the registered voter lists supplied by the state of Florida as of November 5, 2014. The sample of voters that were called included random samples of registered voters within the boundaries of Pinellas County Florida.

The issues surveyed included questions related to Hurricane Preparedness.

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 Pinellas County Florida. The demographics used were: political party, race, age and gender.

The residents polled were chosen at random within the registered voter population within Pinellas County Florida.

The scientific results shown for the questions below have a sample size of 826 respondents and a Margin of Error of 3.4% at a 95% confidence level.

Summary of Scientific Results:

Hurricane season is over for this year, but would your household be prepared if a hurricane were to strike Pinellas County and you could not leave your home for more than 3 days?

Yes:	64.5%
No:	17.3%
Unsure:	18.2%

Do you know what hurricane evacuation zone you live in?

Yes:	72.5%
No:	27.5%

If a hurricane were approaching Pinellas County, what news source would you go to first for information about the storm? A news radio station, Broadcast TV, cable TV news, a local news website or the Pinellas county website.

Radio news:	21.8%
Broadcast TV:	42.4%
Cable TV news:	19.9%
Local website:	7.2%
County website:	6.9%
Unsure:	1.9%

Which of the following would best convince you to evacuate if a severe storm was going to hit Pinellas County? A picture of your area underwater, an evacuation order from the County Sheriff on the TV and radio, local police driving through your neighborhood with loudspeakers telling you to evacuate, police going door-to-door telling you to evacuate, or would you not evacuate under any circumstances.

Picture underwater:	9.3%
Sheriff order:	54.2%
Police loudspeaker:	19.3%
Door-to-door:	8.4%
Will not leave:	8.9%

If you were ordered to evacuate your home, do you know where you would go?

Yes:	66.1%
No:	25.8%
Unsure:	8.1%

Detailed Results with Demographic Breakdowns for Each Question:

Hurricane season is over for this year, but would your household be prepared if a hurricane were to strike Pinellas County and you could not leave your home for more than 3 days?

Yes: 64.5%
No: 17.3%
Unsure: 18.2%

Non-Weighted Results and Demographic Breakdowns:

Yes: 64.4%
No: 17.2%
Unsure: 18.4%

Political Party Breakdown:

Democratic Party 343 responses
Yes: 59.5% No: 19.5% Unsure: 21.0%

Republican Party 309 responses
Yes: 72.8% No: 12.6% Unsure: 14.6%

Independent Voter 174 responses
Yes: 59.2% No: 20.7% Unsure: 20.1%

Race Breakdown:

White, Not Hispanic 697 responses
Yes: 66.6% No: 16.8% Unsure: 16.6%

Black, Not Hispanic 81 responses
Yes: 53.1% No: 19.8% Unsure: 27.2%

Asian or Pacific Islander 9 responses
Yes: 44.4% No: 22.2% Unsure: 33.3%

Hispanic 23 responses
Yes: 34.8% No: 26.1% Unsure: 39.1%

Other or Unknown 16 responses
Yes: 81.2% No: 6.2% Unsure: 12.5%

Gender Breakdown:

Male 338 responses
Yes: 66.3% No: 18.0% Unsure: 15.7%

Female 488 responses
Yes: 63.1% No: 16.6% Unsure: 20.3%

Age Breakdown:

18 to 29 90 responses
Yes: 71.1% No: 15.6% Unsure: 13.3%

30 to 49 239 responses
Yes: 57.7% No: 24.7% Unsure: 17.6%

50 to 69 294 responses
Yes: 70.4% No: 15.3% Unsure: 14.3%

70 and up 203 responses
Yes: 60.6% No: 11.8% Unsure: 27.6%

Do you know what hurricane evacuation zone you live in?

Yes: 72.5%
No: 27.5%

Non-Weighted Results and Demographic Breakdowns:

Yes: 72.6%
No: 27.4%

Political Party Breakdown:

Democratic Party 343 responses
Yes: 73.5% No: 26.5%

Republican Party 309 responses
Yes: 76.7% No: 23.3%

Independent Voter 174 responses
Yes: 63.8% No: 36.2%

Race Breakdown:

White, Not Hispanic 697 responses
Yes: 74.0% No: 26.0%

Black, Not Hispanic 81 responses
Yes: 61.7% No: 38.3%

Asian or Pacific Islander 9 responses
Yes: 66.7% No: 33.3%

Hispanic 23 responses
Yes: 65.2% No: 34.8%

Other or Unknown 16 responses
Yes: 81.2% No: 18.8%

Gender Breakdown:

Male 338 responses
Yes: 73.4% No: 26.6%

Female 488 responses
Yes: 72.1% No: 27.9%

Age Breakdown:

18 to 29 90 responses
Yes: 72.2% No: 27.8%

30 to 49 239 responses
Yes: 65.7% No: 34.3%

50 to 69 294 responses
Yes: 79.9% No: 20.1%

70 and up 203 responses
Yes: 70.4% No: 29.6%

If a hurricane were approaching Pinellas County, what news source would you go to first for information about the storm? A news radio station, Broadcast TV, cable TV news, a local news website or the Pinellas county website.

Radio news: 21.8%
 Broadcast TV: 42.4%
 Cable TV news: 19.9%
 Local website: 7.2%
 County website: 6.9%
 Unsure: 1.9%

Non-Weighted Results and Demographic Breakdowns:

Radio news: 22.0%
 Broadcast TV: 42.4%
 Cable TV: 19.9%
 Local website: 7.0%
 County website: 6.8%
 Unsure: 1.9%

Political Party Breakdown:

Democratic Party 343 responses

Radio news: 23.6% Broadcast TV: 45.2% Cable TV: 17.8% Local website: 5.2% County website: 5.8% Unsure: 2.3%

Republican Party 309 responses

Radio news: 23.0% Broadcast TV: 41.1% Cable TV: 20.1% Local website: 5.8% County website: 8.4% Unsure: 1.6%

Independent Voter 174 responses

Radio news: 17.2% Broadcast TV: 39.1% Cable TV: 23.6% Local website: 12.6% County website: 5.7% Unsure: 1.7%

Race Breakdown:

White, Not Hispanic 697 responses

Radio news: 21.1% Broadcast TV: 42.5% Cable TV: 20.4% Local website: 7.3% County website: 6.6% Unsure: 2.2%

Black, Not Hispanic 81 responses

Radio news: 34.6% Broadcast TV: 38.3% Cable TV: 18.5% Local website: 4.9% County website: 2.5% Unsure: 1.2%

Asian or Pacific Islander 9 responses

Radio news: 11.1% Broadcast TV: 44.4% Cable TV: 11.1% Local website: 11.1% County website: 22.2% Unsure: 0%

Hispanic 23 responses

Radio news: 17.4% Broadcast TV: 47.8% Cable TV: 21.7% Local website: 4.3% County website: 8.7% Unsure: 0%

Other or Unknown 16 responses

Radio news: 12.5% Broadcast TV: 50.0% Cable TV: 6.2% Local website: 6.2% County website: 25.0% Unsure: 0%

Gender Breakdown:

Male 338 responses

Radio news: 22.2% Broadcast TV: 41.4% Cable TV: 20.7% Local website: 7.7% County website: 6.5% Unsure: 1.5%

Female 488 responses

Radio news: 21.9% Broadcast TV: 43.0% Cable TV: 19.3% Local website: 6.6% County website: 7.0% Unsure: 2.3%

Age Breakdown:

18 to 29 90 responses

Radio news: 23.3% Broadcast TV: 43.3% Cable TV: 14.4% Local website: 6.7% County website: 10.0% Unsure: 2.2%

30 to 49 239 responses

Radio news: 18.0% Broadcast TV: 41.0% Cable TV: 21.8% Local website: 9.6% County website: 6.7% Unsure: 2.9%

50 to 69 294 responses

Radio news: 21.8% Broadcast TV: 44.6% Cable TV: 21.8% Local website: 5.4% County website: 5.4% Unsure: 1.0%

70 and up 203 responses

Radio news: 26.6% Broadcast TV: 40.4% Cable TV: 17.2% Local website: 6.4% County website: 7.4% Unsure: 2.0%

Which of the following would best convince you to evacuate if a severe storm was going to hit Pinellas County? A picture of your area underwater, an evacuation order from the County Sheriff on the TV and radio, local police driving through your neighborhood with loudspeakers telling you to evacuate, police going door-to-door telling you to evacuate, or would you not evacuate under any circumstances.

Picture underwater: 9.3%
 Sheriff order: 54.2%
 Police loudspeaker: 19.3%
 Door-to-door: 8.4%
 Will not leave: 8.9%

Non-Weighted Results and Demographic Breakdowns:

Picture underwater: 9.1%
 Sheriff order: 54.4%
 Police loudspeaker: 19.4%
 Door to door: 8.4%
 No leave: 8.8%

Political Party Breakdown:

Democratic Party 343 responses

Picture underwater: 8.2% Sheriff order: 56.0% Police loudspeaker: 20.7% Door to door: 7.6% No leave: 7.6%

Republican Party 309 responses

Picture underwater: 9.1% Sheriff order: 55.3% Police loudspeaker: 16.8% Door to door: 9.1% No leave: 9.7%

Independent Voter 174 responses

Picture underwater: 10.9% Sheriff order: 49.4% Police loudspeaker: 21.3% Door to door: 8.6% No leave: 9.8%

Race Breakdown:

White, Not Hispanic 697 responses

Picture underwater: 9.0% Sheriff order: 55.2% Police loudspeaker: 18.7% Door to door: 7.6% No leave: 9.5%

Black, Not Hispanic 81 responses

Picture underwater: 7.4% Sheriff order: 49.4% Police loudspeaker: 27.2% Door to door: 12.3% No leave: 3.7%

Asian or Pacific Islander 9 responses

Picture underwater: 22.2% Sheriff order: 33.3% Police loudspeaker: 11.1% Door to door: 33.3% No leave: 0%

Hispanic 23 responses

Picture underwater: 17.4% Sheriff order: 43.5% Police loudspeaker: 21.7% Door to door: 13.0% No leave: 4.3%

Other or Unknown 16 responses

Picture underwater: 0% Sheriff order: 68.8% Police loudspeaker: 12.5% Door to door: 0% No leave: 18.8%

Gender Breakdown:

Male 338 responses

Picture underwater: 10.7% Sheriff order: 53.0% Police loudspeaker: 16.0% Door to door: 10.1% No leave: 10.4%

Female 488 responses

Picture underwater: 8.0% Sheriff order: 55.3% Police loudspeaker: 21.7% Door to door: 7.2% No leave: 7.8%

Age Breakdown:

18 to 29 90 responses

Picture underwater: 14.4% Sheriff order: 50.0% Police loudspeaker: 21.1% Door to door: 6.7% No leave: 7.8%

30 to 49 239 responses

Picture underwater: 11.3% Sheriff order: 53.6% Police loudspeaker: 18.8% Door to door: 10.5% No leave: 5.9%

50 to 69 294 responses

Picture underwater: 6.5% Sheriff order: 57.5% Police loudspeaker: 18.7% Door to door: 6.8% No leave: 10.5%

70 and up 203 responses

Picture underwater: 7.9% Sheriff order: 52.7% Police loudspeaker: 20.2% Door to door: 8.9% No leave: 10.3%

If you were ordered to evacuate your home, do you know where you would go?

Yes: 66.1%
No: 25.8%
Unsure: 8.1%

Non-Weighted Results and Demographic Breakdowns:

Yes: 66.1%
No: 25.7%
Unsure: 8.2%

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Democratic Party 343 responses
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Yes: 70.6% No: 24.6% Unsure: 4.9%

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Asian or Pacific Islander 9 responses
Yes: 66.7% No: 33.3% Unsure: 0%

Hispanic 23 responses
Yes: 56.5% No: 30.4% Unsure: 13.0%

Other or Unknown 16 responses
Yes: 75.0% No: 12.5% Unsure: 12.5%

Gender Breakdown:

Male 338 responses
Yes: 64.8% No: 30.5% Unsure: 4.7%

Female 488 responses
Yes: 67.0% No: 22.3% Unsure: 10.7%

Age Breakdown:

18 to 29 90 responses
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50 to 69 294 responses
Yes: 67.3% No: 24.1% Unsure: 8.5%

70 and up 203 responses
Yes: 69.5% No: 21.2% Unsure: 9.4%