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Matt Florell, President

**Subject: Pinellas County survey conducted for Ax the Tax**

**Date: July 22, 2014**

**Executive Summary:**

This poll of 764 Pinellas County Florida active voters was conducted on Tuesday, July 22, 2014. This poll used the registered voter lists supplied by the state of Florida as of June 6, 2014. The sample of voters that were called included random samples of registered voters within the boundaries of Pinellas County.

The issues surveyed included questions related to the 2014 election, including a ballot question.

**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 active voter population for Pinellas County. The demographics used were: political party, race, age and gender.

The voters polled were chosen at random within the active voter population within Pinellas County. Only voters who voted in the 2010 and 2012 general elections were counted in the results.

The scientific results shown for the questions below have a sample size of 764 with a 3.5% Margin of Error at a 95% confidence level.

## Summary of Scientific Results:

**If the referendum were held today to increase your sales tax to pay for the proposed light rail program how would you vote?**

Yes:	34.7%
No:	55.2%
Undecided or not vote:	10.1%

**Are you generally aware of the route that the light rail plan will take?**

Aware:	53.9%
Not aware:	42.5%
Undecided or not vote	3.5%

**If you were aware that the light rail plan would cost your household over \$4,000 would you be more or less likely to vote for the rail tax?**

More likely:	15.9%
Less Likely:	76.1%
Undecided or not vote	8.0%

**If this tax passes Pinellas County's sales tax rate will be 8% which would be the highest sales tax rate of any county in the state. Knowing this would you be more likely or less likely to vote for rail tax?**

More likely:	26.1%
Less Likely:	68.0%
Undecided or not vote	5.9%

**If you were aware that the route for the light rail system would be from downtown Clearwater to downtown St. Petersburg with 16 stops in between would you be more likely or less likely to vote for the rail tax?**

More likely:	32.8%
Less Likely:	61.6%
Undecided or not vote	5.6%

**Given all that you now know about the proposed light rail tax, are you more likely or less likely to vote for the rail tax?**

More likely:	28.3%
Less Likely:	65.7%
Undecided or not vote	6.0%

## Detailed Results with Demographic Breakdowns for Each Question:

**If the referendum were held today to increase your sales tax to pay for the proposed light rail program how would you vote?**

Yes: 34.7%  
No: 55.2%  
Undecided or not vote: 10.1%

Non-Weighted Results and Demographic Breakdowns:

Yes: 34.7%  
No: 55.2%  
Undecided: 10.1%

### Political Party Breakdown:

Democratic Party 289 responses

Yes: 50.9% No: 35.6% Undecided: 13.5%

Republican Party 355 responses

Yes: 21.4% No: 71.5% Undecided: 7.0%

Independent Voter 120 responses

Yes: 35.0% No: 54.2% Undecided: 10.8%

### Race Breakdown:

White, Not Hispanic 681 responses

Yes: 33.0% No: 57.6% Undecided: 9.4%

Black, Not Hispanic 53 responses

Yes: 49.1% No: 32.1% Undecided: 18.9%

Asian or Pacific Islander 2 responses

Yes: 50.0% No: 50.0% Undecided: 0%

Hispanic 17 responses

Yes: 58.8% No: 29.4% Undecided: 11.8%

Other or Unknown 11 responses

Yes: 27.3% No: 63.6% Undecided: 9.1%

### Gender Breakdown:

Male 351 responses

Yes: 37.3% No: 55.3% Undecided: 7.4%

Female 413 responses

Yes: 32.4% No: 55.2% Undecided: 12.3%

### Age Breakdown:

18 to 29 13 responses

Yes: 46.2% No: 46.2% Undecided: 7.7%

30 to 49 167 responses

Yes: 37.1% No: 53.9% Undecided: 9.0%

50 to 69 350 responses

Yes: 36.6% No: 54.6% Undecided: 8.9%

70 and up 234 responses

Yes: 29.5% No: 57.7% Undecided: 12.8%

## Are you generally aware of the route that the light rail plan will take?

Aware:	53.9%
Not aware:	42.5%
Undecided or not vote	3.5%

### Non-Weighted Results and Demographic Breakdowns:

Aware:	53.9%
Not aware:	42.5%
Undecided:	3.5%

#### Political Party Breakdown:

##### Democratic Party 289 responses

Aware:	53.6%	Not aware:	43.6%	Undecided:	2.8%
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##### Republican Party 355 responses

Aware:	54.9%	Not aware:	40.8%	Undecided:	4.2%
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##### Independent Voter 120 responses

Aware:	51.7%	Not aware:	45.0%	Undecided:	3.3%
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#### Race Breakdown:

##### White, Not Hispanic 681 responses

Aware:	56.4%	Not aware:	40.5%	Undecided:	3.1%
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##### Black, Not Hispanic 53 responses

Aware:	26.4%	Not aware:	66.0%	Undecided:	7.5%
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##### Asian or Pacific Islander 2 responses

Aware:	50.0%	Not aware:	50.0%	Undecided:	0%
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##### Hispanic 17 responses

Aware:	47.1%	Not aware:	47.1%	Undecided:	5.9%
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##### Other or Unknown 11 responses

Aware:	45.5%	Not aware:	45.5%	Undecided:	9.1%
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#### Gender Breakdown:

##### Male 351 responses

Aware:	56.7%	Not aware:	40.5%	Undecided:	2.8%
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##### Female 413 responses

Aware:	51.6%	Not aware:	44.3%	Undecided:	4.1%
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#### Age Breakdown:

##### 18 to 29 13 responses

Aware:	61.5%	Not aware:	30.8%	Undecided:	7.7%
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##### 30 to 49 167 responses

Aware:	53.9%	Not aware:	43.1%	Undecided:	3.0%
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##### 50 to 69 350 responses

Aware:	56.6%	Not aware:	41.1%	Undecided:	2.3%
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##### 70 and up 234 responses

Aware:	49.6%	Not aware:	44.9%	Undecided:	5.6%
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**If you were aware that the light rail plan would cost your household over \$4,000 would you be more or less likely to vote for the rail tax?**

More likely: 15.9%  
 Less Likely: 76.1%  
 Undecided or not vote 8.0%

Non-Weighted Results and Demographic Breakdowns:

More likely: 15.8%  
 Less likely: 76.2%  
 Undecided: 8.0%

**Political Party Breakdown:**

**Democratic Party 289 responses**  
 More likely: 21.5% Less likely: 67.5% Undecided: 11.1%

**Republican Party 355 responses**  
 More likely: 10.4% Less likely: 83.9% Undecided: 5.6%

**Independent Voter 120 responses**  
 More likely: 18.3% Less likely: 74.2% Undecided: 7.5%

**Race Breakdown:**

**White, Not Hispanic 681 responses**  
 More likely: 15.9% Less likely: 76.7% Undecided: 7.5%

**Black, Not Hispanic 53 responses**  
 More likely: 9.4% Less likely: 77.4% Undecided: 13.2%

**Asian or Pacific Islander 2 responses**  
 More likely: 50.0% Less likely: 50.0% Undecided: 0%

**Hispanic 17 responses**  
 More likely: 41.2% Less likely: 47.1% Undecided: 11.8%

**Other or Unknown 11 responses**  
 More likely: 0% Less likely: 90.9% Undecided: 9.1%

**Gender Breakdown:**

**Male 351 responses**  
 More likely: 19.4% Less likely: 72.9% Undecided: 7.7%

**Female 413 responses**  
 More likely: 12.8% Less likely: 78.9% Undecided: 8.2%

**Age Breakdown:**

**18 to 29 13 responses**  
 More likely: 23.1% Less likely: 69.2% Undecided: 7.7%

**30 to 49 167 responses**  
 More likely: 18.0% Less likely: 73.7% Undecided: 8.4%

**50 to 69 350 responses**  
 More likely: 16.9% Less likely: 76.9% Undecided: 6.3%

**70 and up 234 responses**  
 More likely: 12.4% Less likely: 77.4% Undecided: 10.3%

**If this tax passes Pinellas County's sales tax rate will be 8% which would be the highest sales tax rate of any county in the state. Knowing this would you be more likely or less likely to vote for rail tax?**

More likely: 26.1%  
 Less Likely: 68.0%  
 Undecided or not vote 5.9%

Non-Weighted Results and Demographic Breakdowns:

More likely: 26.0%  
 Less likely: 68.1%  
 Undecided: 5.9%

**Political Party Breakdown:**

**Democratic Party 289 responses**  
 More likely: 37.7% Less likely: 54.3% Undecided: 8.0%

**Republican Party 355 responses**  
 More likely: 15.8% Less likely: 79.7% Undecided: 4.5%

**Independent Voter 120 responses**  
 More likely: 28.3% Less likely: 66.7% Undecided: 5.0%

**Race Breakdown:**

**White, Not Hispanic 681 responses**  
 More likely: 25.8% Less likely: 68.4% Undecided: 5.7%

**Black, Not Hispanic 53 responses**  
 More likely: 26.4% Less likely: 64.2% Undecided: 9.4%

**Asian or Pacific Islander 2 responses**  
 More likely: 50.0% Less likely: 50.0% Undecided: 0%

**Hispanic 17 responses**  
 More likely: 47.1% Less likely: 52.9% Undecided: 0%

**Other or Unknown 11 responses**  
 More likely: 0% Less likely: 90.9% Undecided: 9.1%

**Gender Breakdown:**

**Male 351 responses**  
 More likely: 30.8% Less likely: 64.4% Undecided: 4.8%

**Female 413 responses**  
 More likely: 22.0% Less likely: 71.2% Undecided: 6.8%

**Age Breakdown:**

**18 to 29 13 responses**  
 More likely: 30.8% Less likely: 61.5% Undecided: 7.7%

**30 to 49 167 responses**  
 More likely: 29.3% Less likely: 65.3% Undecided: 5.4%

**50 to 69 350 responses**  
 More likely: 27.1% Less likely: 67.1% Undecided: 5.7%

**70 and up 234 responses**  
 More likely: 21.8% Less likely: 71.8% Undecided: 6.4%

**If you were aware that the route for the light rail system would be from downtown Clearwater to downtown St. Petersburg with 16 stops in between would you be more likely or less likely to vote for the rail tax?**

More likely: 32.8%  
 Less Likely: 61.6%  
 Undecided or not vote 5.6%

Non-Weighted Results and Demographic Breakdowns:

More likely: 32.7%  
 Less likely: 61.6%  
 Undecided: 5.6%

**Political Party Breakdown:**

**Democratic Party 289 responses**  
 More likely: 47.4% Less likely: 45.7% Undecided: 6.9%

**Republican Party 355 responses**  
 More likely: 21.1% Less likely: 74.4% Undecided: 4.5%

**Independent Voter 120 responses**  
 More likely: 31.7% Less likely: 62.5% Undecided: 5.8%

**Race Breakdown:**

**White, Not Hispanic 681 responses**  
 More likely: 31.6% Less likely: 63.3% Undecided: 5.1%

**Black, Not Hispanic 53 responses**  
 More likely: 45.3% Less likely: 43.4% Undecided: 11.3%

**Asian or Pacific Islander 2 responses**  
 More likely: 50.0% Less likely: 50.0% Undecided: 0%

**Hispanic 17 responses**  
 More likely: 58.8% Less likely: 35.3% Undecided: 5.9%

**Other or Unknown 11 responses**  
 More likely: 0% Less likely: 90.9% Undecided: 9.1%

**Gender Breakdown:**

**Male 351 responses**  
 More likely: 32.5% Less likely: 61.8% Undecided: 5.7%

**Female 413 responses**  
 More likely: 32.9% Less likely: 61.5% Undecided: 5.6%

**Age Breakdown:**

**18 to 29 13 responses**  
 More likely: 53.8% Less likely: 46.2% Undecided: 0%

**30 to 49 167 responses**  
 More likely: 37.7% Less likely: 58.1% Undecided: 4.2%

**50 to 69 350 responses**  
 More likely: 34.0% Less likely: 60.3% Undecided: 5.7%

**70 and up 234 responses**  
 More likely: 26.1% Less likely: 67.1% Undecided: 6.8%

**Given all that you now know about the proposed light rail tax, are you more likely or less likely to vote for the rail tax?**

More likely: 28.3%  
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Non-Weighted Results and Demographic Breakdowns:

More likely: 28.3%  
 Less likely: 65.7%  
 Undecided: 6.0%

**Political Party Breakdown:**

**Democratic Party 289 responses**  
 More likely: 42.6% Less likely: 48.8% Undecided: 8.7%

**Republican Party 355 responses**  
 More likely: 16.3% Less likely: 79.4% Undecided: 4.2%

**Independent Voter 120 responses**  
 More likely: 29.2% Less likely: 65.8% Undecided: 5.0%

**Race Breakdown:**

**White, Not Hispanic 681 responses**  
 More likely: 27.6% Less likely: 67.0% Undecided: 5.4%

**Black, Not Hispanic 53 responses**  
 More likely: 34.0% Less likely: 50.9% Undecided: 15.1%

**Asian or Pacific Islander 2 responses**  
 More likely: 50.0% Less likely: 50.0% Undecided: 0%

**Hispanic 17 responses**  
 More likely: 52.9% Less likely: 47.1% Undecided: 0%

**Other or Unknown 11 responses**  
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**Gender Breakdown:**

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 More likely: 26.4% Less likely: 67.1% Undecided: 6.5%

**Age Breakdown:**

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 More likely: 22.6% Less likely: 70.1% Undecided: 7.3%