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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:

34.7%

Yes:

| Tes. | | 34.7 /0 | | | |
|-------------|------------|------------|----------|------------|--------|
| No: | | 55.2% | | | |
| Undecide | ed: | 10.1% | | | |
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| | | | | | |
| Delitieel | Dente Con | | | | |
| | | eakdown: | | | |
| Demo | | rty 289 re | | | |
| Yes: | 50.9% | No: | 35.6% | Undecided: | 13.5% |
| | | | | | |
| Reput | hlican Pai | rty 355 re | enoneos | | |
| • | 21.4% | | | Undecided: | 7 00/ |
| res. | 21.470 | NO. | /1.5% | Undecided. | 7.0% |
| | | | | | |
| | | oter 120 r | | | |
| Yes: | 35.0% | No: | 54.2% | Undecided: | 10.8% |
| | | | | | |
| Race Br | eakdown | | | | |
| | | Danic 681 | rospons | 205 | |
| | 33.0% | | | Undecided: | 9.4% |
| res: | 33.0% | NO: | 57.0% | Undecided: | 9.4% |
| | | | | | |
| Black | , Not Hisp | banic 53 r | response | es | |
| Yes: | 49.1% | No: | 32.1% | Undecided: | 18.9% |
| | | | | | |
| ∆sian | or Pacifi | c Islander | 2 respo | nses | |
| | 50.0% | | | Undecided: | 0% |
| Tes. | 50.0 % | NO. | 50.0 % | Undecided. | 0 /0 |
| | | | | | |
| | | esponses | | | |
| Yes: | 58.8% | No: | 29.4% | Undecided: | 11.8% |
| | | | | | |
| Other | or Unkno | own 11 re | sponses | | |
| | 27.3% | | | Undecided: | 9.1% |
| 163. | 21.070 | NO. | 00.070 | ondecided. | 3.170 |
| 0 | D | | | | |
| | Breakdov | | | | |
| | 351 resp | | | | |
| Yes: | 37.3% | No: | 55.3% | Undecided: | 7.4% |
| | | | | | |
| Fema | le 413 re | sponses | | | |
| Yes: | | | 55 2% | Undecided: | 12.3% |
| | 021170 | | 00.270 | endeeldedi | |
| Ana Bra | akdawa | | | | |
| | akdown: | | | | |
| | 29 13 res | | | | |
| Yes: | 46.2% | No: | 46.2% | Undecided: | 7.7% |
| | | | | | |
| 30 to . | 49 167 re | esponses | | | |
| | 37.1% | | 53.9% | Undecided: | 9.0% |
| 163. | 57.170 | NO. | 00.070 | onucciucu. | 3.0 /0 |
| 50 / | ~ ~ ~ ~ | | | | |
| | | esponses | | | |
| Yes: | 36.6% | No: | 54.6% | Undecided: | 8.9% |
| | | | | | |
| 70 an | dup 234 | response | s | | |
| | 29.5% | | | Undecided: | 12.8% |
| 100. | -0.070 | | 0111/0 | endolidou. | 12.0/0 |

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:

53.9%

Aware:

| Not aware: | 42.5% | | | | |
|------------------------|----------------|--------------|--------|------------------|----------------|
| Undecided: | 42.5 % 3.5% | | | | |
| Undecided: | 3.5% | | | | |
| | | | | | |
| Political Party E | roakdown | | | | |
| Democratic P | | enoneoe | | | |
| Aware: | 53.6% | Not aware: | 43.6% | Undecided: | 2.8% |
| Aware. | 55.0% | NOT aware. | 43.0% | Undecided. | 2.0% |
| Denublican D | orth 255 ro | | | | |
| Republican P Aware: | 54.9% | Not aware: | 40.8% | Undecided: | 4.2% |
| Aware. | 54.9% | NUL aware. | 40.0% | Undecided. | 4.270 |
| Independent | Votor 120 r | osponsos | | | |
| • | | • | 45 00/ | Undesided | 2 20/ |
| Aware: | 51.7% | Not aware: | 45.0% | Undecided: | 3.3% |
| Race Breakdow | | | | | |
| White, Not Hi | | rooponoo | | | |
| • | • | • | 40 50/ | المعام ما ما م | 2 4 9/ |
| Aware: | 56.4% | Not aware: | 40.5% | Undecided: | 3.1% |
| Disale Natill | | | | | |
| Black, Not His | | | 00.00/ | | 7 50/ |
| Aware: | 26.4% | Not aware: | 66.0% | Undecided: | 7.5% |
| Asian an Dasi | fia lalandan | 0 | | | |
| | | 2 responses | | | • ••/ |
| Aware: | 50.0% | Not aware: | 50.0% | Undecided: | 0% |
| | | | | | |
| Hispanic 17 | • | | | | - 00/ |
| Aware: | 47.1% | Not aware: | 47.1% | Undecided: | 5.9% |
| A 41 11 1 | | | | | |
| Other or Unk | | | 45 50/ | | 0.40/ |
| Aware: | 45.5% | Not aware: | 45.5% | Undecided: | 9.1% |
| Condon Duo alcal | | | | | |
| Gender Breakdo | | | | | |
| Male 351 res | | NI-4 | 40 50/ | | 0.00/ |
| Aware: | 56.7% | Not aware: | 40.5% | Undecided: | 2.8% |
| Female 442 | | | | | |
| Female 413 | • | NI-4 | 44.00/ | | 4.40/ |
| Aware: | 51.6% | Not aware: | 44.3% | Undecided: | 4.1% |
| | | | | | |
| Age Breakdown | | | | | |
| 18 to 29 13 r | • | | 20.00/ | المعام ما ما م | 7 70/ |
| Aware: | 61.5% | Not aware: | 30.8% | Undecided: | 7.7% |
| 20 40 40 407 | | | | | |
| | responses | NI-4 | 40 40/ | | 0.00/ |
| Aware: | 53.9% | Not aware: | 43.1% | Undecided: | 3.0% |
| F0.44 00 070 | | | | | |
| 50 to 69 350 | | Net engeneer | 44 40/ | المعام والعام با | A A A A |
| Aware: | 56.6% | Not aware: | 41.1% | Undecided: | 2.3% |
| 70 | | _ | | | |
| 70 and up 23 | | | 44.00% | Handa at da 1 | F 00/ |
| Aware: | 49.6% | Not aware: | 44.9% | Undecided: | 5.6% |
| | | | | | |

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 Part | | sponses | | | |
| More likely: | 10.4% | Less likely: | 83.9% | Undecided: | 5.6% |
| Independent Vot | ter 120 r | esponses | | | |
| More likely: | 18.3% | Less likely: | 74.2% | Undecided: | 7.5% |
| Race Breakdown: | | | | | |
| White, Not Hispa | anic 681 | | | | |
| More likely: | 15.9% | Less likely: | 76.7% | Undecided: | 7.5% |
| Black, Not Hispa | anic 53 r | 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 res | sponses | | | | |
| More likely: | 41.2% | Less likely: | 47.1% | Undecided: | 11.8% |
| Other or Unknow | | | | | |
| Uner or Unknow | wn 11re | sponses | | | |
| | wn 11 re 0% | sponses Less likely: | 90.9% | Undecided: | 9.1% |
| | 0% | • | 90.9% | Undecided: | 9.1% |
| More likely: | 0% n: | • | 90.9% | Undecided: | 9.1% |
| More likely: Gender Breakdow | 0% n: | • | 90.9% 72.9% | Undecided: Undecided: | 9.1% 7.7% |
| More likely: Gender Breakdow Male 351 respo | 0% n: onses 19.4% | Less likely: | | | |
| More likely: Gender Breakdown Male 351 respo More likely: | 0% n: onses 19.4% | Less likely: | | | |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res | 0% n: onses 19.4% sponses | Less likely: Less likely: | 72.9% | Undecided: | 7.7% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: | 0% n: onses 19.4% sponses 12.8% | Less likely: Less likely: | 72.9% | Undecided: | 7.7% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: | 0% n: onses 19.4% sponses 12.8% | Less likely: Less likely: | 72.9% | Undecided: | 7.7% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: 18 to 29 13 res More likely: | 0% n: onses 19.4% sponses 12.8% ponses 23.1% | Less likely: Less likely: Less likely: | 72.9% 78.9% | Undecided: Undecided: | 7.7% 8.2% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: 18 to 29 13 res | 0% n: onses 19.4% sponses 12.8% ponses 23.1% | Less likely: Less likely: Less likely: | 72.9% 78.9% | Undecided: Undecided: | 7.7% 8.2% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: 18 to 29 13 res More likely: 30 to 49 167 res More likely: | 0% n: onses 19.4% sponses 12.8% ponses 23.1% sponses 18.0% | Less likely: Less likely: Less likely: Less likely: | 72.9% 78.9% 69.2% | Undecided: Undecided: Undecided: | 7.7% 8.2% 7.7% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: 18 to 29 13 res More likely: 30 to 49 167 res More likely: 50 to 69 350 res | 0% n: onses 19.4% sponses 12.8% 23.1% sponses 18.0% sponses | Less likely: Less likely: Less likely: Less likely: Less likely: | 72.9% 78.9% 69.2% 73.7% | Undecided: Undecided: Undecided: Undecided: | 7.7% 8.2% 7.7% 8.4% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: 18 to 29 13 res More likely: 30 to 49 167 res More likely: 50 to 69 350 res More likely: | 0% n: onses 19.4% sponses 12.8% ponses 23.1% sponses 18.0% sponses 16.9% | Less likely: Less likely: Less likely: Less likely: Less likely: Less likely: | 72.9% 78.9% 69.2% | Undecided: Undecided: Undecided: | 7.7% 8.2% 7.7% |
| More likely: Gender Breakdown Male 351 respo More likely: Female 413 res More likely: Age Breakdown: 18 to 29 13 res More likely: 30 to 49 167 res More likely: 50 to 69 350 res | 0% n: onses 19.4% sponses 12.8% ponses 23.1% sponses 18.0% sponses 16.9% | Less likely: Less likely: Less likely: Less likely: Less likely: Less likely: | 72.9% 78.9% 69.2% 73.7% | Undecided: Undecided: Undecided: Undecided: | 7.7% 8.2% 7.7% 8.4% |

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:

26.0%

More likely:

| Less likely: | 68.1% | | | | |
|-------------------------------|------------|-------------------|---------------|-------------|--------|
| Undecided: | 5.9% | | | | |
| | | | | | |
| | | | | | |
| Political Party Br | eakdown: | | | | |
| Democratic Pa | rty 289 re | sponses | | | |
| More likely: | 37.7% | Less likely: | 54.3% | Undecided: | 8.0% |
| | | | | | |
| Republican Pa | • | | | | |
| More likely: | 15.8% | Less likely: | 79.7% | Undecided: | 4.5% |
| la de condece da la d | | | | | |
| Independent V | | • | CC 70/ | السطم مأطمط | E 00/ |
| More likely: | 28.3% | Less likely: | 66.7% | Undecided: | 5.0% |
| Race Breakdown | | | | | |
| White, Not His | - | responses | | | |
| More likely: | 25.8% | Less likely: | 68.4% | Undecided: | 5.7% |
| more mory. | 2010/0 | Looo mory. | 001170 | enaceraca | 011 /0 |
| Black, Not His | oanic 53 r | esponses | | | |
| More likely: | 26.4% | Less likely: | 64.2% | Undecided: | 9.4% |
| | | | | | |
| Asian or Pacifi | c Islander | 2 responses | | | |
| More likely: | 50.0% | Less likely: | 50.0% | Undecided: | 0% |
| | | | | | |
| Hispanic 17 r | | | | | |
| More likely: | 47.1% | Less likely: | 52.9% | Undecided: | 0% |
| • • • • | | | | | |
| Other or Unkno | | • | | | |
| More likely: | 0% | Less likely: | 90.9% | Undecided: | 9.1% |
| Gender Breakdov | | | | | |
| Male 351 resp | | | | | |
| More likely: | 30.8% | Less likely: | 64.4% | Undecided: | 4.8% |
| more intery. | 30.070 | Less intery. | 04.470 | ondecided. | 4.070 |
| Female 413 re | esponses | | | | |
| More likely: | 22.0% | Less likely: | 71.2% | Undecided: | 6.8% |
| | | | | | |
| Age Breakdown: | | | | | |
| 18 to 29 13 re | sponses | | | | |
| More likely: | 30.8% | Less likely: | 61.5% | Undecided: | 7.7% |
| | | | | | |
| 30 to 49 167 r | | | | | |
| More likely: | 29.3% | Less likely: | 65.3% | Undecided: | 5.4% |
| FO 4. 00 0F- | | | | | |
| 50 to 69 350 r | • | | 0- 404 | | |
| More likely: | 27.1% | Less likely: | 67.1% | Undecided: | 5.7% |
| 70 and up 23 | Irochance | . | | | |
| 70 and up 234 More likely: | 21.8% | s Less likely: | 71.8% | Undecided: | 6.4% |
| more intery. | 21.0/0 | Loop incly. | 11.070 | Shueelueu. | 0.77 |

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:

32.7%

More likely:

| Less likely: Undecided: | 61.6% 5.6% | | | | |
|----------------------------------|---------------------|-----------------------------|--------|------------|-------|
| Political Party Br | | | | | |
| Democratic Pa More likely: | rty 289 re 47.4% | sponses Less likely: | 45.7% | Undecided: | 6.9% |
| Republican Pa More likely: | rty 355 re 21.1% | sponses Less likely: | 74.4% | Undecided: | 4.5% |
| Independent V More likely: | oter 120 r 31.7% | esponses Less likely: | 62.5% | Undecided: | 5.8% |
| Race Breakdown | | Less intery. | 02.070 | ondecided. | 0.070 |
| White, Not His More likely: | panic 681 31.6% | responses Less likely: | 63.3% | Undecided: | 5.1% |
| Black, Not His More likely: | panic 53 r 45.3% | esponses Less likely: | 43.4% | Undecided: | 11.3% |
| Asian or Pacifi More likely: | c Islander 50.0% | 2 responses Less likely: | 50.0% | Undecided: | 0% |
| Hispanic 17 r More likely: | esponses 58.8% | Less likely: | 35.3% | Undecided: | 5.9% |
| Other or Unkno More likely: | own 11 re 0% | sponses Less likely: | 90.9% | Undecided: | 9.1% |
| Gender Breakdov Male 351 resp | | | | | |
| More likely: | 32.5% | Less likely: | 61.8% | Undecided: | 5.7% |
| Female 413 re More likely: | esponses 32.9% | Less likely: | 61.5% | Undecided: | 5.6% |
| Age Breakdown: 18 to 29 13 re | snonses | | | | |
| More likely: | 53.8% | Less likely: | 46.2% | Undecided: | 0% |
| 30 to 49 167 r More likely: | esponses 37.7% | Less likely: | 58.1% | Undecided: | 4.2% |
| 50 to 69 350 r More likely: | esponses 34.0% | Less likely: | 60.3% | Undecided: | 5.7% |
| 70 and up 234 More likely: | l response 26.1% | s 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% |
|-----------------------|-------|
| Less Likely: | 65.7% |
| Undecided or not vote | 6.0% |

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 Pa More likely: | rty 355 re 16.3% | esponses Less likely: | 79.4% | Undecided: | 4.2% |
| Independent V More likely: | oter 120 29.2% | responses Less likely: | 65.8% | Undecided: | 5.0% |
| Race Breakdown | : | | | | |
| White, Not His | | | 07.00/ | | F 40/ |
| More likely: | 27.6% | Less likely: | 67.0% | Undecided: | 5.4% |
| Black, Not His | | | | | |
| More likely: | 34.0% | Less likely: | 50.9% | Undecided: | 15.1% |
| Asian or Pacifi | c Islander | 2 responses | | | |
| More likely: | 50.0% | Less likely: | 50.0% | Undecided: | 0% |
| Hispanic 17 r | esponses | | | | |
| More likely: | 52.9% | Less likely: | 47.1% | Undecided: | 0% |
| Other or Unkno | owo 11 m | | | | |
| More likely: | 0% | Less likely: | 90.9% | Undecided: | 9.1% |
| | | | | | |
| Gender Breakdov Male 351 resp | | | | | |
| More likely: | 30.5% | Less likely: | 64.1% | Undecided: | 5.4% |
| | | - | | | |
| Female 413 re More likely: | esponses 26.4% | Less likely: | 67.1% | Undecided: | 6.5% |
| more intery. | 20.470 | Less intery. | 07.170 | Ondecided. | 0.070 |
| Age Breakdown: | | | | | |
| 18 to 29 13 re More likely: | sponses 38.5% | Less likely: | 61.5% | Undecided: | 0% |
| | | • | •• | | • • • |
| 30 to 49 167 r More likely: | esponses 31.1% | Less likely: | 62.9% | Undecided: | 6.0% |
| wore likely. | 51.170 | Less likely. | 02.370 | Undecided. | 0.078 |
| 50 to 69 350 r | | | | | |
| More likely: | 30.3% | Less likely: | 64.3% | Undecided: | 5.4% |
| 70 and up 234 | l response | | | | |
| More likely: | 22.6% | Less likely: | 70.1% | Undecided: | 7.3% |
| | | | | | |