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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:

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Not aware:	42.5%
Undecided or not vote	3.5%

Non-Weighted Results and Demographic Breakdowns:

53.9%

Aware:

Not aware:	42.5%				
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Undecided:	3.5%				
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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%
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More likely:	9.4%	Less likely:	77.4%	Undecided:	13.2%
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More likely:	50.0%	Less likely:	50.0%	Undecided:	0%
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More likely:	41.2%	Less likely:	47.1%	Undecided:	11.8%
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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%
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Non-Weighted Results and Demographic Breakdowns:

32.7%

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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?

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More likely:	34.0%	Less likely:	50.9%	Undecided:	15.1%
Asian or Pacifi	c Islander	2 responses			
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More likely:	52.9%	Less likely:	47.1%	Undecided:	0%
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