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Matt Florell, President

Subject: Jacksonville, Florida Election survey conducted for FloridaPolitics.com

Date: January 25, 2015

Executive Summary:

This poll of 1,247 Jacksonville, Florida likely voters was conducted from Friday, January 23, 2015 to Sunday, January 25, 2015. This poll used the registered voter lists supplied by the state of Florida as of January 7, 2015. The sample of voters that were contacted included random samples of registered voters within the boundaries of The City of Jacksonville, Florida.

The issues surveyed included questions related to the 2015 city 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 active voter population for Jacksonville, Florida. The demographics used were: political party, race, age and gender.

The sample of voters polled was chosen at random within the registered voter population within Jacksonville, Florida. Only those voters that said they were planning to vote in the March election were included in the results.

The scientific results shown for the questions below have a sample size of 1,247 and a 2.8% Margin of Error at a 95% confidence level.

Summary of Scientific Results:

Do you feel that Jacksonville is on the right track or the wrong track?

Right track:	40.6%
Wrong track:	43.2%
Unsure:	16.2%

Do you think that Mayor Alvin Brown should be reelected, or do you think that it is time for someone new to be Mayor of Jacksonville?

Brown reelected:	38.9%
New mayor:	52.9%
Unsure:	8.2%

If the election were held today for Jacksonville Mayor, would you vote for Alvin Brown, Lenny Curry, Bill Bishop or someone else?

Brown:	37.9%
Curry:	30.6%
Bishop:	8.9%
Someone else:	15.7%
Undecided:	6.8%

If the election for Jacksonville Mayor were between Alvin Brown and Lenny Curry, who would you vote for?

Brown:	41.5%
Curry:	45.3%
Undecided:	13.2%

Detailed Results with Demographic Breakdowns for Each Question:

Do you feel that Jacksonville is on the right track or the wrong track?

Right track:	40.6%
Wrong track:	43.2%
Unsure:	16.2%

Non-Weighted Results and Demographic Breakdowns:

Right track:	40.7%
Wrong track:	43.1%
Unsure:	16.2%

Political Party Breakdown:

Democratic Party 504 responses

Right track:	53.0%	Wrong track:	30.4%	Unsure:	16.7%
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Republican Party 546 responses

Right track:	29.5%	Wrong track:	54.6%	Unsure:	15.9%
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Independent Voter 197 responses

Right track:	40.1%	Wrong track:	44.2%	Unsure:	15.7%
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Race Breakdown:

White, Not Hispanic 816 responses

Right track:	33.3%	Wrong track:	50.9%	Unsure:	15.8%
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Black, Not Hispanic 328 responses

Right track:	55.5%	Wrong track:	27.7%	Unsure:	16.8%
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Asian or Pacific Islander 32 responses

Right track:	56.2%	Wrong track:	18.8%	Unsure:	25.0%
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Hispanic 35 responses

Right track:	51.4%	Wrong track:	37.1%	Unsure:	11.4%
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Other or Unknown 36 responses

Right track:	47.2%	Wrong track:	36.1%	Unsure:	16.7%
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Gender Breakdown:

Male 509 responses

Right track:	41.7%	Wrong track:	43.4%	Unsure:	14.9%
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Female 738 responses

Right track:	40.0%	Wrong track:	43.0%	Unsure:	17.1%
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Age Breakdown:

18 to 29 171 responses

Right track:	39.2%	Wrong track:	46.2%	Unsure:	14.6%
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30 to 49 344 responses

Right track:	45.1%	Wrong track:	39.2%	Unsure:	15.7%
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50 to 69 538 responses

Right track:	37.9%	Wrong track:	47.2%	Unsure:	14.9%
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70 and up 194 responses

Right track:	41.8%	Wrong track:	36.1%	Unsure:	22.2%
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Do you think that Mayor Alvin Brown should be reelected, or do you think that it is time for someone new to be Mayor of Jacksonville?

Brown reelected: 38.9%
 New mayor: 52.9%
 Unsure: 8.2%

Non-Weighted Results and Demographic Breakdowns:

Brown reelected: 39.1%
 New mayor: 52.7%
 Unsure: 8.2%

Political Party Breakdown:

Democratic Party 504 responses
 Brown reelected: 62.9% New mayor: 29.4% Unsure: 7.7%

Republican Party 546 responses
 Brown reelected: 16.7% New mayor: 76.0% Unsure: 7.3%

Independent Voter 197 responses
 Brown reelected: 40.6% New mayor: 47.7% Unsure: 11.7%

Race Breakdown:

White, Not Hispanic 816 responses
 Brown reelected: 24.6% New mayor: 67.3% Unsure: 8.1%

Black, Not Hispanic 328 responses
 Brown reelected: 74.1% New mayor: 19.2% Unsure: 6.7%

Asian or Pacific Islander 32 responses
 Brown reelected: 46.9% New mayor: 40.6% Unsure: 12.5%

Hispanic 35 responses
 Brown reelected: 31.4% New mayor: 57.1% Unsure: 11.4%

Other or Unknown 36 responses
 Brown reelected: 50.0% New mayor: 33.3% Unsure: 16.7%

Gender Breakdown:

Male 509 responses
 Brown reelected: 39.3% New mayor: 52.1% Unsure: 8.6%

Female 738 responses
 Brown reelected: 39.0% New mayor: 53.1% Unsure: 7.9%

Age Breakdown:

18 to 29 171 responses
 Brown reelected: 44.4% New mayor: 47.4% Unsure: 8.2%

30 to 49 344 responses
 Brown reelected: 50.0% New mayor: 42.4% Unsure: 7.6%

50 to 69 538 responses
 Brown reelected: 35.1% New mayor: 57.2% Unsure: 7.6%

70 and up 194 responses
 Brown reelected: 26.3% New mayor: 62.9% Unsure: 10.8%

If the election were held today for Jacksonville Mayor, would you vote for Alvin Brown, Lenny Curry, Bill Bishop or someone else?

Brown:	37.9%
Curry:	30.6%
Bishop:	8.9%
Someone else:	15.7%
Undecided:	6.8%

Non-Weighted Results and Demographic Breakdowns:

Brown:	38.2%
Curry:	30.4%
Bishop:	8.9%
Other:	15.7%
Undecided:	6.8%

Political Party Breakdown:

Democratic Party 504 responses

Brown:	61.9%	Curry:	12.1%	Bishop:	6.9%	Other:	13.9%	Undecided:	5.2%
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Republican Party 546 responses

Brown:	15.8%	Curry:	49.6%	Bishop:	10.3%	Other:	16.1%	Undecided:	8.2%
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Independent Voter 197 responses

Brown:	39.6%	Curry:	23.9%	Bishop:	10.2%	Other:	19.3%	Undecided:	7.1%
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Race Breakdown:

White, Not Hispanic 816 responses

Brown:	23.0%	Curry:	40.9%	Bishop:	11.0%	Other:	17.6%	Undecided:	7.4%
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Black, Not Hispanic 328 responses

Brown:	73.5%	Curry:	7.0%	Bishop:	4.6%	Other:	9.8%	Undecided:	5.2%
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Asian or Pacific Islander 32 responses

Brown:	46.9%	Curry:	15.6%	Bishop:	12.5%	Other:	18.8%	Undecided:	6.2%
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Hispanic 35 responses

Brown:	31.4%	Curry:	28.6%	Bishop:	2.9%	Other:	22.9%	Undecided:	14.3%
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Other or Unknown 36 responses

Brown:	58.3%	Curry:	19.4%	Bishop:	2.8%	Other:	16.7%	Undecided:	2.8%
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Gender Breakdown:

Male 509 responses

Brown:	39.9%	Curry:	28.1%	Bishop:	10.8%	Other:	14.7%	Undecided:	6.5%
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Female 738 responses

Brown:	37.0%	Curry:	32.0%	Bishop:	7.6%	Other:	16.4%	Undecided:	7.0%
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Age Breakdown:

18 to 29 171 responses

Brown:	46.8%	Curry:	24.6%	Bishop:	9.9%	Other:	14.6%	Undecided:	4.1%
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30 to 49 344 responses

Brown:	49.4%	Curry:	24.1%	Bishop:	4.7%	Other:	15.1%	Undecided:	6.7%
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50 to 69 538 responses

Brown:	32.5%	Curry:	30.7%	Bishop:	11.7%	Other:	17.5%	Undecided:	7.6%
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70 and up 194 responses

Brown:	26.3%	Curry:	45.9%	Bishop:	7.7%	Other:	12.9%	Undecided:	7.2%
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If the election for Jacksonville Mayor were between Alvin Brown and Lenny Curry, who would you vote for?

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Non-Weighted Results and Demographic Breakdowns:

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Curry:	45.1%
Undecided:	13.2%

Political Party Breakdown:

Democratic Party 504 responses
 Brown: 65.9% Curry: 21.2% Undecided: 12.9%

Republican Party 546 responses
 Brown: 17.9% Curry: 68.9% Undecided: 13.2%

Independent Voter 197 responses
 Brown: 46.2% Curry: 40.1% Undecided: 13.7%

Race Breakdown:

White, Not Hispanic 816 responses
 Brown: 27.2% Curry: 59.3% Undecided: 13.5%

Black, Not Hispanic 328 responses
 Brown: 76.2% Curry: 12.5% Undecided: 11.3%

Asian or Pacific Islander 32 responses
 Brown: 50.0% Curry: 31.2% Undecided: 18.8%

Hispanic 35 responses
 Brown: 31.4% Curry: 45.7% Undecided: 22.9%

Other or Unknown 36 responses
 Brown: 61.1% Curry: 30.6% Undecided: 8.3%

Gender Breakdown:

Male 509 responses
 Brown: 43.2% Curry: 42.2% Undecided: 14.5%

Female 738 responses
 Brown: 40.8% Curry: 47.0% Undecided: 12.2%

Age Breakdown:

18 to 29 171 responses
 Brown: 49.7% Curry: 38.6% Undecided: 11.7%

30 to 49 344 responses
 Brown: 53.5% Curry: 35.5% Undecided: 11.0%

50 to 69 538 responses
 Brown: 37.4% Curry: 48.1% Undecided: 14.5%

70 and up 194 responses
 Brown: 26.3% Curry: 59.3% Undecided: 14.4%