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Subject:

Florida Senate District 20 Republican Primary Election survey conducted for FloridaPolitics.com

Date: September 22, 2015

Executive Summary:

This poll of Florida likely Republican primary voters was conducted on Tuesday, September 22, 2015. This poll used the registered voter lists supplied by the state of Florida as of July 10, 2015. The sample of voters that were contacted included random samples of registered Republican voters within the boundaries of the estimated new boundaries of the 20th Florida State Senate District based in Northern Pinellas County.

The issues surveyed included questions related to the 2016 Republican Florida primary election.

Methodology:

The poll was conducted through 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 Republican primary voter population within the estimated new boundaries of the 20th Florida State Senate District based in Northern Pinellas County. The weighting demographics used were: race, age and gender.

The voters polled were chosen at random within the registered voter population within the estimated new boundaries of the 20th Florida State Senate District based in Northern Pinellas County. The random sample used was made up of a proportional sampling of registered Republican party voters that voted in either the 2012 or 2014 primary elections.

The scientific results for "NEW SD-20" shown for the questions below have a sample size of 499 and a 4.4% Margin of Error at a 95% confidence level.

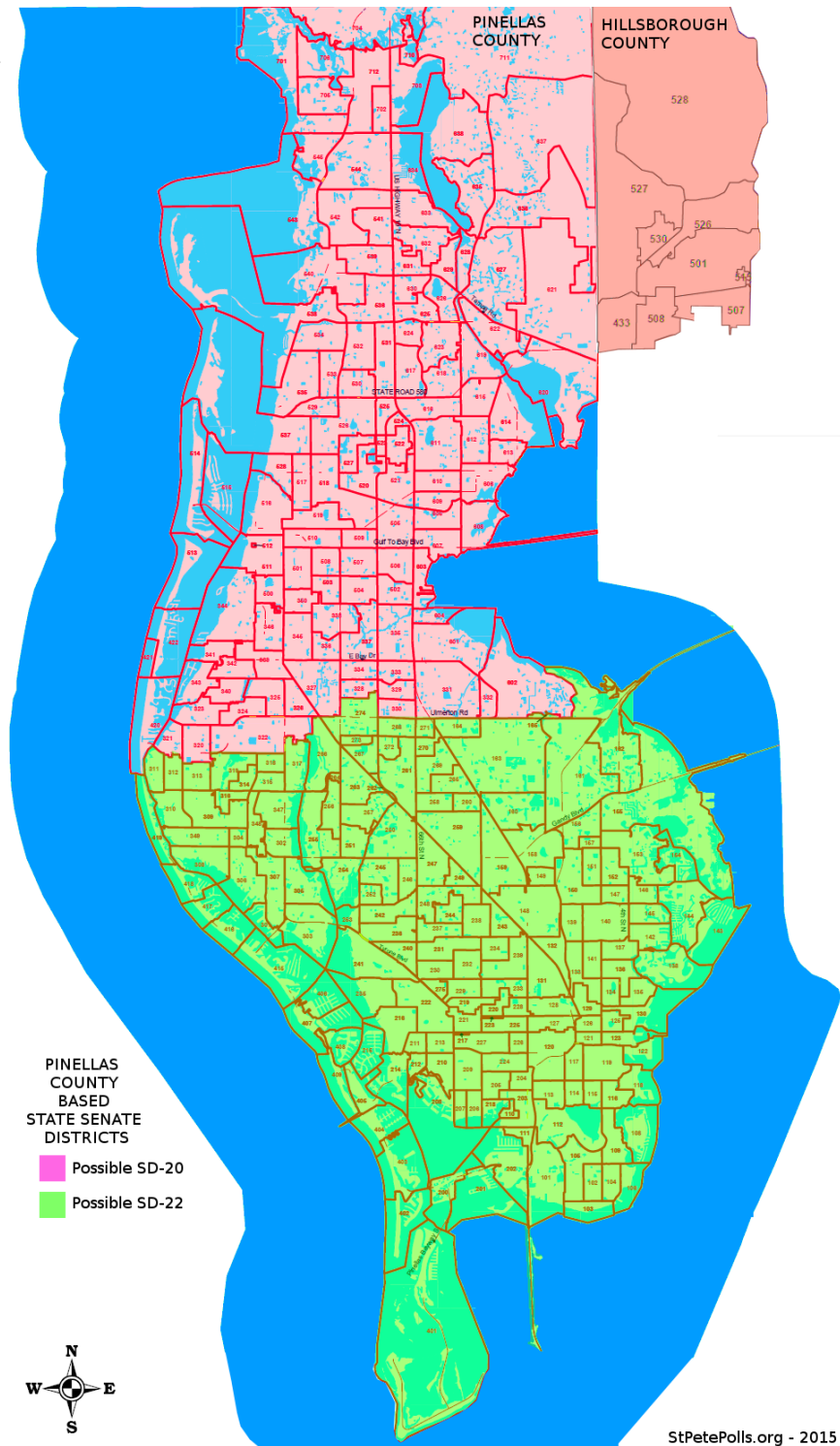
The scientific results for "ALL PINELLAS" shown for the questions below have a sample size of 953 and a 3.2% Margin of Error at a 95% confidence level.

How we came up with the new map for SD-20:

After the July 9th, 2015 Florida Supreme Court ruling on the 2012 Congressional maps was released, we started to work on new estimated maps of what Pinellas County districts might look like. Because of the wording in the court's ruling, we concluded that district boundaries can't cross long bridges as the only point of connection with the rest of the district anymore, which make Pinellas County a lot easier to map given it's geography and population.

Soon after the court decision, the Florida State Senate announced that they would also be creating new maps for their 40 state districts as well, since many of the same issues existed in their maps as the Congressional maps.

Taking the entire population from the 19th Senate district at the Southern end of the Pinellas County peninsula and adding it to the existing 22nd Senate district, as well as removing the entire portion of the 22nd district in Hillsborough County, means that we have to add roughly 7% more residents to this 22nd district for it to be the right population. This resulted in moving the 20th Senate district boundaries into Hillsborough County to make up for the loss of 7% of it's residents. We decided to do this in the most compact and even way possible, and we ended up with the map that you see to the right.



Demographic Changes in SD-20:

Here is a breakdown of the demographics of the registered voters in the current SD-20 compared to the demographics of the estimated new boundaries of SD-20:

| | CURRENT SD-20 | NEW SD-20 | DIFFERENCE |
|-----------------------------------|----------------------|------------------|-------------------|
| Political Party Breakdown: | | | |
| Republican Party = | 37.4% | 37.7% | +0.3% |
| Democratic Party = | 31.9% | 31.5% | -0.4% |
| Independent or NPA = | 30.7% | 30.8% | +0.1% |
| Race Breakdown: | | | |
| White, Not Hispanic = | 85.4% | 84.8% | -0.6% |
| Black, Not Hispanic = | 4.9% | 5.0% | +0.1% |
| Asian or Pacific Islander = | 1.7% | 1.9% | +0.2% |
| Hispanic = | 4.6% | 5.0% | +0.4% |
| Other or Unknown = | 3.3% | 3.4% | +0.1% |
| Gender Breakdown: | | | |
| Male = | 45.3% | 45.4% | +0.1% |
| Female = | 53.2% | 53.1% | -0.1% |
| Age Breakdown: | | | |
| 18 to 29 = | 15.1% | 15.0% | -0.1% |
| 30 to 49 = | 27.8% | 27.6% | -0.2% |
| 50 to 69 = | 37.3% | 37.2% | -0.1% |
| 70 and up = | 20.5% | 20.0% | -0.5% |

NOTE: The above demographics are for all registered voters. Our polling detailed in this report is only for voters who voted in the 2012 or 2014 primary elections, so the demographics are different.

Summary of Scientific Results:

If the Republican primary election for state Senate were held today, and the candidates were Jeff Brandes and Jack Latvala, who would you vote for?

| | NEW SD-20 | ALL PINELLAS |
|------------|------------------|---------------------|
| Brandes: | 22.6% | 40.1% |
| Latvala: | 48.4% | 33.0% |
| Undecided: | 29.0% | 26.9% |

Do you have a favorable or unfavorable opinion of Jeff Brandes?

| | NEW SD-20 | ALL PINELLAS |
|--------------|------------------|---------------------|
| Favorable: | 28.2% | 45.3% |
| Unfavorable: | 12.1% | 10.0% |
| Unsure: | 59.8% | 44.7% |

Do you have a favorable or unfavorable opinion of Jack Latvala?

| | NEW SD-20 | ALL PINELLAS |
|--------------|------------------|---------------------|
| Favorable: | 52.2% | 44.4% |
| Unfavorable: | 16.4% | 18.0% |
| Unsure: | 31.4% | 37.5% |

Detailed Results with Demographic Breakdowns for Each Question:

If the Republican primary election for state Senate were held today, and the candidates were Jeff Brandes and Jack Latvala, who would you vote for?

NEW SD-20

| | |
|------------|-------|
| Brandes: | 22.6% |
| Latvala: | 48.4% |
| Undecided: | 29.0% |

Non-Weighted Results and Demographic Breakdowns:

| | |
|------------|-------|
| Brandes: | 22.4% |
| Latvala: | 49.5% |
| Undecided: | 28.1% |

Race Breakdown:

White, Not Hispanic 490 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 22.4% | Latvala: | 50.0% | Undecided: | 27.6% |
|----------|-------|----------|-------|------------|-------|

Black, Not Hispanic 0 responses

| | | | | | |
|----------|----|----------|----|------------|----|
| Brandes: | 0% | Latvala: | 0% | Undecided: | 0% |
|----------|----|----------|----|------------|----|

Asian or Pacific Islander 1 responses

| | | | | | |
|----------|----|----------|----|------------|--------|
| Brandes: | 0% | Latvala: | 0% | Undecided: | 100.0% |
|----------|----|----------|----|------------|--------|

Hispanic 6 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 33.3% | Latvala: | 16.7% | Undecided: | 50.0% |
|----------|-------|----------|-------|------------|-------|

Other or Unknown 2 responses

| | | | | | |
|----------|----|----------|-------|------------|-------|
| Brandes: | 0% | Latvala: | 50.0% | Undecided: | 50.0% |
|----------|----|----------|-------|------------|-------|

Gender Breakdown:

Male 200 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 21.5% | Latvala: | 53.0% | Undecided: | 25.5% |
|----------|-------|----------|-------|------------|-------|

Female 299 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 23.1% | Latvala: | 47.2% | Undecided: | 29.8% |
|----------|-------|----------|-------|------------|-------|

Age Breakdown:

18 to 29 2 responses

| | | | | | |
|----------|----|----------|----|------------|--------|
| Brandes: | 0% | Latvala: | 0% | Undecided: | 100.0% |
|----------|----|----------|----|------------|--------|

30 to 49 20 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 20.0% | Latvala: | 55.0% | Undecided: | 25.0% |
|----------|-------|----------|-------|------------|-------|

50 to 69 152 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 28.9% | Latvala: | 40.8% | Undecided: | 30.3% |
|----------|-------|----------|-------|------------|-------|

70 and up 325 responses

| | | | | | |
|----------|-------|----------|-------|------------|-------|
| Brandes: | 19.7% | Latvala: | 53.5% | Undecided: | 26.8% |
|----------|-------|----------|-------|------------|-------|

If the Republican primary election for state Senate were held today, and the candidates were Jeff Brandes and Jack Latvala, who would you vote for?

ALL PINELLAS

Brandes: 40.1%
 Latvala: 33.0%
 Undecided: 26.9%

Non-Weighted Results and Demographic Breakdowns:

Brandes: 38.9%
 Latvala: 33.8%
 Undecided: 27.3%

Race Breakdown:

White, Not Hispanic 929 responses

Brandes: 38.6% Latvala: 34.2% Undecided: 27.1%

Black, Not Hispanic 1 responses

Brandes: 0% Latvala: 0% Undecided: 100.0%

Asian or Pacific Islander 3 responses

Brandes: 0% Latvala: 66.7% Undecided: 33.3%

Hispanic 11 responses

Brandes: 54.5% Latvala: 9.1% Undecided: 36.4%

Other or Unknown 9 responses

Brandes: 66.7% Latvala: 11.1% Undecided: 22.2%

Gender Breakdown:

Male 371 responses

Brandes: 41.2% Latvala: 34.5% Undecided: 24.3%

Female 582 responses

Brandes: 37.5% Latvala: 33.3% Undecided: 29.2%

Age Breakdown:

18 to 29 6 responses

Brandes: 33.3% Latvala: 16.7% Undecided: 50.0%

30 to 49 44 responses

Brandes: 50.0% Latvala: 29.5% Undecided: 20.5%

50 to 69 314 responses

Brandes: 47.8% Latvala: 28.3% Undecided: 23.9%

70 and up 589 responses

Brandes: 33.4% Latvala: 37.2% Undecided: 29.4%

Do you have a favorable or unfavorable opinion of Jeff Brandes?

NEW SD-20

| | |
|--------------|-------|
| Favorable: | 28.2% |
| Unfavorable: | 12.1% |
| Unsure: | 59.8% |

Non-Weighted Results and Demographic Breakdowns:

| | |
|--------------|-------|
| Favorable: | 28.7% |
| Unfavorable: | 11.6% |
| Unsure: | 59.7% |

Race Breakdown:

| | | | | |
|----------------------------------|----------------------|--------------|-------|----------------|
| White, Not Hispanic | 490 responses | | | |
| Favorable: | 29.2% | Unfavorable: | 11.6% | Unsure: 59.2% |
| Black, Not Hispanic | 0 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 0% |
| Asian or Pacific Islander | 1 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 100.0% |
| Hispanic | 6 responses | | | |
| Favorable: | 0% | Unfavorable: | 16.7% | Unsure: 83.3% |
| Other or Unknown | 2 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 100.0% |

Gender Breakdown:

| | | | | |
|---------------|----------------------|--------------|-------|---------------|
| Male | 200 responses | | | |
| Favorable: | 28.5% | Unfavorable: | 13.5% | Unsure: 58.0% |
| Female | 299 responses | | | |
| Favorable: | 28.8% | Unfavorable: | 10.4% | Unsure: 60.9% |

Age Breakdown:

| | | | | |
|------------------|----------------------|--------------|-------|----------------|
| 18 to 29 | 2 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 100.0% |
| 30 to 49 | 20 responses | | | |
| Favorable: | 15.0% | Unfavorable: | 15.0% | Unsure: 70.0% |
| 50 to 69 | 152 responses | | | |
| Favorable: | 33.6% | Unfavorable: | 16.4% | Unsure: 50.0% |
| 70 and up | 325 responses | | | |
| Favorable: | 27.4% | Unfavorable: | 9.2% | Unsure: 63.4% |

Do you have a favorable or unfavorable opinion of Jeff Brandes?

ALL PINELLAS

| | |
|--------------|-------|
| Favorable: | 45.3% |
| Unfavorable: | 10.0% |
| Unsure: | 44.7% |

Non-Weighted Results and Demographic Breakdowns:

| | |
|--------------|-------|
| Favorable: | 44.8% |
| Unfavorable: | 9.5% |
| Unsure: | 45.6% |

Race Breakdown:

| | | | | | |
|--|--------|--------------|------|---------|-------|
| White, Not Hispanic 929 responses | | | | | |
| Favorable: | 44.7% | Unfavorable: | 9.7% | Unsure: | 45.6% |
| Black, Not Hispanic 1 responses | | | | | |
| Favorable: | 100.0% | Unfavorable: | 0% | Unsure: | 0% |
| Asian or Pacific Islander 3 responses | | | | | |
| Favorable: | 33.3% | Unfavorable: | 0% | Unsure: | 66.7% |
| Hispanic 11 responses | | | | | |
| Favorable: | 36.4% | Unfavorable: | 9.1% | Unsure: | 54.5% |
| Other or Unknown 9 responses | | | | | |
| Favorable: | 66.7% | Unfavorable: | 0% | Unsure: | 33.3% |

Gender Breakdown:

| | | | | | |
|-----------------------------|-------|--------------|-------|---------|-------|
| Male 371 responses | | | | | |
| Favorable: | 45.6% | Unfavorable: | 10.2% | Unsure: | 44.2% |
| Female 582 responses | | | | | |
| Favorable: | 44.3% | Unfavorable: | 9.1% | Unsure: | 46.6% |

Age Breakdown:

| | | | | | |
|--------------------------------|-------|--------------|-------|---------|-------|
| 18 to 29 6 responses | | | | | |
| Favorable: | 16.7% | Unfavorable: | 16.7% | Unsure: | 66.7% |
| 30 to 49 44 responses | | | | | |
| Favorable: | 45.5% | Unfavorable: | 13.6% | Unsure: | 40.9% |
| 50 to 69 314 responses | | | | | |
| Favorable: | 51.6% | Unfavorable: | 12.4% | Unsure: | 36.0% |
| 70 and up 589 responses | | | | | |
| Favorable: | 41.4% | Unfavorable: | 7.6% | Unsure: | 50.9% |

Do you have a favorable or unfavorable opinion of Jack Latvala?

NEW SD-20

| | |
|--------------|-------|
| Favorable: | 52.2% |
| Unfavorable: | 16.4% |
| Unsure: | 31.4% |

Non-Weighted Results and Demographic Breakdowns:

| | |
|--------------|-------|
| Favorable: | 53.5% |
| Unfavorable: | 15.4% |
| Unsure: | 31.1% |

Race Breakdown:

| | | | | |
|----------------------------------|---------------|--------------|-------|----------------|
| White, Not Hispanic | 490 responses | | | |
| Favorable: | 54.1% | Unfavorable: | 15.5% | Unsure: 30.4% |
| Black, Not Hispanic | 0 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 0% |
| Asian or Pacific Islander | 1 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 100.0% |
| Hispanic | 6 responses | | | |
| Favorable: | 16.7% | Unfavorable: | 16.7% | Unsure: 66.7% |
| Other or Unknown | 2 responses | | | |
| Favorable: | 50.0% | Unfavorable: | 0% | Unsure: 50.0% |

Gender Breakdown:

| | | | | |
|---------------|---------------|--------------|-------|---------------|
| Male | 200 responses | | | |
| Favorable: | 55.5% | Unfavorable: | 18.5% | Unsure: 26.0% |
| Female | 299 responses | | | |
| Favorable: | 52.2% | Unfavorable: | 13.4% | Unsure: 34.4% |

Age Breakdown:

| | | | | |
|------------------|---------------|--------------|-------|---------------|
| 18 to 29 | 2 responses | | | |
| Favorable: | 0% | Unfavorable: | 50.0% | Unsure: 50.0% |
| 30 to 49 | 20 responses | | | |
| Favorable: | 55.0% | Unfavorable: | 15.0% | Unsure: 30.0% |
| 50 to 69 | 152 responses | | | |
| Favorable: | 44.7% | Unfavorable: | 21.7% | Unsure: 33.6% |
| 70 and up | 325 responses | | | |
| Favorable: | 57.8% | Unfavorable: | 12.3% | Unsure: 29.8% |

Do you have a favorable or unfavorable opinion of Jack Latvala?

ALL PINELLAS

| | |
|--------------|-------|
| Favorable: | 44.4% |
| Unfavorable: | 18.0% |
| Unsure: | 37.5% |

Non-Weighted Results and Demographic Breakdowns:

| | |
|--------------|-------|
| Favorable: | 45.5% |
| Unfavorable: | 16.9% |
| Unsure: | 37.6% |

Race Breakdown:

| | | | | |
|----------------------------------|---------------|--------------|-------|----------------|
| White, Not Hispanic | 929 responses | | | |
| Favorable: | 46.0% | Unfavorable: | 16.9% | Unsure: 37.1% |
| Black, Not Hispanic | 1 responses | | | |
| Favorable: | 0% | Unfavorable: | 0% | Unsure: 100.0% |
| Asian or Pacific Islander | 3 responses | | | |
| Favorable: | 66.7% | Unfavorable: | 0% | Unsure: 33.3% |
| Hispanic | 11 responses | | | |
| Favorable: | 18.2% | Unfavorable: | 18.2% | Unsure: 63.6% |
| Other or Unknown | 9 responses | | | |
| Favorable: | 33.3% | Unfavorable: | 22.2% | Unsure: 44.4% |

Gender Breakdown:

| | | | | |
|---------------|---------------|--------------|-------|---------------|
| Male | 371 responses | | | |
| Favorable: | 45.6% | Unfavorable: | 19.4% | Unsure: 35.0% |
| Female | 582 responses | | | |
| Favorable: | 45.5% | Unfavorable: | 15.3% | Unsure: 39.2% |

Age Breakdown:

| | | | | |
|------------------|---------------|--------------|-------|---------------|
| 18 to 29 | 6 responses | | | |
| Favorable: | 16.7% | Unfavorable: | 33.3% | Unsure: 50.0% |
| 30 to 49 | 44 responses | | | |
| Favorable: | 31.8% | Unfavorable: | 34.1% | Unsure: 34.1% |
| 50 to 69 | 314 responses | | | |
| Favorable: | 42.7% | Unfavorable: | 19.4% | Unsure: 37.9% |
| 70 and up | 589 responses | | | |
| Favorable: | 48.4% | Unfavorable: | 14.1% | Unsure: 37.5% |