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Subject:

Florida Senate District 22 Democratic Primary Election survey conducted for FloridaPolitics.com

Date: September 22, 2015

Executive Summary:

This poll of 492 Florida likely Democratic 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 Democratic voters within the boundaries of the estimated new boundaries of the 22nd Florida State Senate District based in Southern Pinellas County.

The issues surveyed included questions related to the 2016 Democratic 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 Democratic primary voter population within the estimated new boundaries of the 22nd Florida State Senate District based in Southern 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 22nd Florida State Senate District based in Southern Pinellas County. The random sample used was made up of a proportional sampling of registered Democratic party voters that voted in either the 2012 or 2014 primary elections.

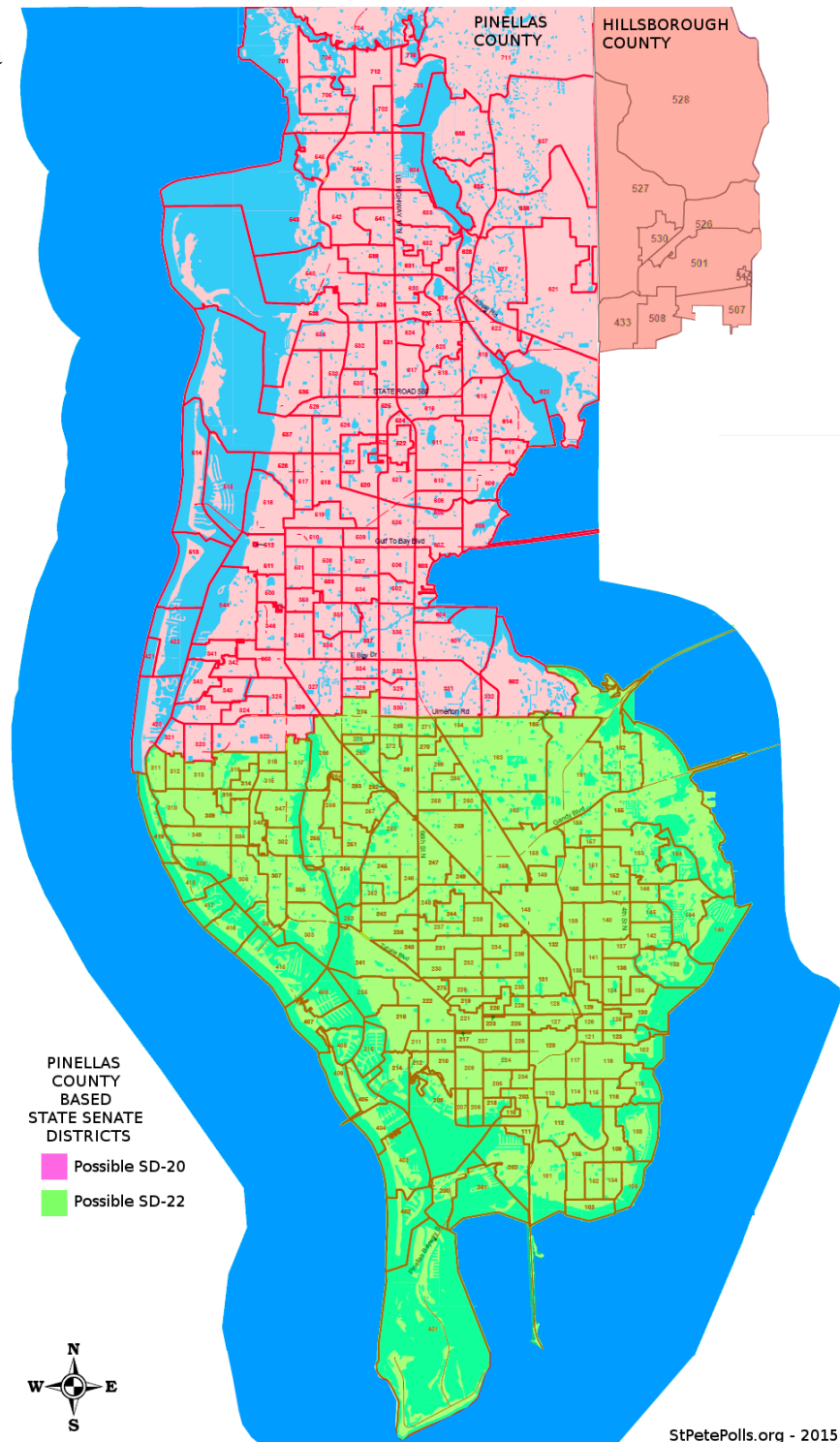
The scientific results shown for the questions below have a sample size of 492 and a 4.4% Margin of Error at a 95% confidence level.

How we came up with the new map for SD-22:

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 its 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-22:

Here is a breakdown of the demographics of the registered voters in the current SD-22 compared to the demographics of the estimated new boundaries of SD-22:

	CURRENT SD-22	NEW SD-22	DIFFERENCE
Political Party Breakdown:			
Republican Party =	36.1%	31.7%	-4.4%
Democratic Party =	34.4%	39.6%	+5.2%
Independent or NPA =	29.5%	28.7%	-0.8%
Race Breakdown:			
White, Not Hispanic =	83.9%	77.6%	-6.3%
Black, Not Hispanic =	4.4%	12.1%	+7.7%
Asian or Pacific Islander =	2.8%	2.6%	-0.2%
Hispanic =	5.1%	4.0%	-1.1%
Other or Unknown =	3.7%	3.6%	-0.1%
Gender Breakdown:			
Male =	46.1%	45.0%	-1.1%
Female =	52.2%	53.2%	+1.0%
Age Breakdown:			
18 to 29 =	15.8%	16.0%	+0.2%
30 to 49 =	31.3%	29.2%	-2.1%
50 to 69 =	35.8%	36.8%	+1.0%
70 and up =	16.8%	17.8%	+1.0%

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 Democratic primary election for State Senate were held today, and the candidates were Dwight Dudley and Darryl Rouson, who would you vote for?

Dudley:	41.2%
Rouson:	26.0%
Undecided:	32.8%

Do you have a favorable or unfavorable opinion of Dwight Dudley?

Favorable:	44.0%
Unfavorable:	9.4%
Unsure:	46.6%

Do you have a favorable or unfavorable opinion of Darryl Rouson?

Favorable:	39.4%
Unfavorable:	18.1%
Unsure:	42.5%

Detailed Results with Demographic Breakdowns for Each Question:

If the Democratic primary election for State Senate were held today, and the candidates were Dwight Dudley and Darryl Rouson, who would you vote for?

Dudley:	41.2%
Rouson:	26.0%
Undecided:	32.8%

Non-Weighted Results and Demographic Breakdowns:

Dudley:	39.8%
Rouson:	25.0%
Undecided:	35.2%

Race Breakdown:

White, Not Hispanic 377 responses

Dudley:	48.3%	Rouson:	12.7%	Undecided:	39.0%
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Black, Not Hispanic 101 responses

Dudley:	6.9%	Rouson:	72.3%	Undecided:	20.8%
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Asian or Pacific Islander 2 responses

Dudley:	0%	Rouson:	0%	Undecided:	100.0%
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Hispanic 7 responses

Dudley:	42.9%	Rouson:	28.6%	Undecided:	28.6%
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Other or Unknown 5 responses

Dudley:	80.0%	Rouson:	0%	Undecided:	20.0%
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Gender Breakdown:

Male 150 responses

Dudley:	49.3%	Rouson:	18.0%	Undecided:	32.7%
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Female 342 responses

Dudley:	35.7%	Rouson:	28.1%	Undecided:	36.3%
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Age Breakdown:

18 to 29 3 responses

Dudley:	100.0%	Rouson:	0%	Undecided:	0%
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30 to 49 11 responses

Dudley:	36.4%	Rouson:	54.5%	Undecided:	9.1%
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50 to 69 153 responses

Dudley:	46.4%	Rouson:	26.8%	Undecided:	26.8%
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70 and up 325 responses

Dudley:	36.3%	Rouson:	23.4%	Undecided:	40.3%
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Do you have a favorable or unfavorable opinion of Dwight Dudley?

Favorable: 44.0%
Unfavorable: 9.4%
Unsure: 46.6%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 42.3%
Unfavorable: 9.1%
Unsure: 48.6%

Race Breakdown:

White, Not Hispanic 377 responses
Favorable: 49.6% Unfavorable: 8.0% Unsure: 42.4%

Black, Not Hispanic 101 responses
Favorable: 14.9% Unfavorable: 14.9% Unsure: 70.3%

Asian or Pacific Islander 2 responses
Favorable: 0% Unfavorable: 0% Unsure: 100.0%

Hispanic 7 responses
Favorable: 42.9% Unfavorable: 0% Unsure: 57.1%

Other or Unknown 5 responses
Favorable: 60.0% Unfavorable: 0% Unsure: 40.0%

Gender Breakdown:

Male 150 responses
Favorable: 49.3% Unfavorable: 12.0% Unsure: 38.7%

Female 342 responses
Favorable: 39.2% Unfavorable: 7.9% Unsure: 52.9%

Age Breakdown:

18 to 29 3 responses
Favorable: 100.0% Unfavorable: 0% Unsure: 0%

30 to 49 11 responses
Favorable: 54.5% Unfavorable: 18.2% Unsure: 27.3%

50 to 69 153 responses
Favorable: 47.7% Unfavorable: 8.5% Unsure: 43.8%

70 and up 325 responses
Favorable: 38.8% Unfavorable: 9.2% Unsure: 52.0%

Do you have a favorable or unfavorable opinion of Darryl Rouson?

Favorable: 39.4%
Unfavorable: 18.1%
Unsure: 42.5%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 38.2%
Unfavorable: 18.1%
Unsure: 43.7%

Race Breakdown:

White, Not Hispanic 377 responses
Favorable: 29.7% Unfavorable: 20.4% Unsure: 49.9%

Black, Not Hispanic 101 responses
Favorable: 70.3% Unfavorable: 8.9% Unsure: 20.8%

Asian or Pacific Islander 2 responses
Favorable: 0% Unfavorable: 0% Unsure: 100.0%

Hispanic 7 responses
Favorable: 42.9% Unfavorable: 28.6% Unsure: 28.6%

Other or Unknown 5 responses
Favorable: 40.0% Unfavorable: 20.0% Unsure: 40.0%

Gender Breakdown:

Male 150 responses
Favorable: 35.3% Unfavorable: 25.3% Unsure: 39.3%

Female 342 responses
Favorable: 39.5% Unfavorable: 14.9% Unsure: 45.6%

Age Breakdown:

18 to 29 3 responses
Favorable: 33.3% Unfavorable: 33.3% Unsure: 33.3%

30 to 49 11 responses
Favorable: 72.7% Unfavorable: 0% Unsure: 27.3%

50 to 69 153 responses
Favorable: 36.6% Unfavorable: 21.6% Unsure: 41.8%

70 and up 325 responses
Favorable: 37.8% Unfavorable: 16.9% Unsure: 45.2%