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Matt Florell, President

**Subject:**

**Florida Statewide Democratic Primary Election survey conducted for FloridaPolitics.com**

**Date: July 15, 2015**

**Executive Summary:**

This poll of 1,018 Florida likely Democratic primary voters was conducted on Wednesday, July 15, 2015. This poll used the registered voter lists supplied by the state of Florida as of June 18, 2015. The sample of voters that were contacted included random samples of registered Democratic voters within the boundaries of the state of Florida.

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 election voter population for the state of Florida. The weighting demographics used were: race, age, gender and media market.

The voters polled were chosen at random within the registered voter population within the state of Florida. The random sample used was made up of a proportional sampling of registered Democratic party voters from every one of Florida's 120 State House districts.

The scientific results shown for the questions below have a sample size of 1,018 and a 3.1% Margin of Error at a 95% confidence level.

## Respondents' Demographics:

Here is a summary of the demographic breakdown of the voters who responded to this survey:

### Political Party Breakdown:

Democratic Party 1018 = 100%

### Race Breakdown:

White, Not Hispanic 685 = 67.3%

Black, Not Hispanic 266 = 26.1%

Asian or Pacific Islander 9 = 0.9%

Hispanic 40 = 3.9%

Other or Unknown 18 = 1.8%

### Gender Breakdown:

Male 378 = 37.1%

Female 640 = 62.9%

### Age Breakdown:

18 to 29 19 = 1.9%

30 to 49 88 = 8.6%

50 to 69 534 = 52.5%

70 and up 377 = 37.0%

### Media Market Breakdown:

Pensacola 27 = 2.7%

Panama City 16 = 1.6%

Tallahassee 24 = 2.4%

Jacksonville 77 = 7.6%

Gainesville 36 = 3.5%

Orlando 207 = 20.3%

Tampa 252 = 24.8%

West Palm Beach 100 = 9.8%

Fort Myers 57 = 5.6%

Miami 222 = 21.8%

## Summary of Scientific Results:

### Do you have a favorable or unfavorable opinion of Congressman Alan Grayson?

Favorable:	38.4%
Unfavorable:	18.6%
Unsure:	43.0%

### Do you have a favorable or unfavorable opinion of Pam Keith?

Favorable:	14.8%
Unfavorable:	18.0%
Unsure:	67.2%

### Do you have a favorable or unfavorable opinion of Congressman Patrick Murphy?

Favorable:	33.7%
Unfavorable:	15.0%
Unsure:	51.3%

### In next year's Democratic Primary for the U.S. Senate, who would you vote for: Alan Grayson, Pam Keith, Patrick Murphy or Someone else?

Grayson:	29.7%
Keith:	7.7%
Murphy:	23.2%
Someone else:	17.3%
Undecided:	22.1%

## Detailed Results with Demographic Breakdowns for Each Question:

### Do you have a favorable or unfavorable opinion of Congressman Alan Grayson?

Favorable: 38.4%  
 Unfavorable: 18.6%  
 Unsure: 43.0%

#### Non-Weighted Results and Demographic Breakdowns:

Favorable: 38.4%  
 Unfavorable: 18.7%  
 Unsure: 42.9%

#### Race Breakdown:

<b>White, Not Hispanic</b>	685 responses			
Favorable:	37.2%	Unfavorable:	21.2%	Unsure: 41.6%
<b>Black, Not Hispanic</b>	266 responses			
Favorable:	40.2%	Unfavorable:	11.3%	Unsure: 48.5%
<b>Asian or Pacific Islander</b>	9 responses			
Favorable:	44.4%	Unfavorable:	22.2%	Unsure: 33.3%
<b>Hispanic</b>	40 responses			
Favorable:	42.5%	Unfavorable:	15.0%	Unsure: 42.5%
<b>Other or Unknown</b>	18 responses			
Favorable:	44.4%	Unfavorable:	38.9%	Unsure: 16.7%

#### Gender Breakdown:

<b>Male</b>	378 responses			
Favorable:	43.1%	Unfavorable:	18.5%	Unsure: 38.4%
<b>Female</b>	640 responses			
Favorable:	35.6%	Unfavorable:	18.8%	Unsure: 45.6%

#### Age Breakdown:

<b>18 to 29</b>	19 responses			
Favorable:	57.9%	Unfavorable:	5.3%	Unsure: 36.8%
<b>30 to 49</b>	88 responses			
Favorable:	38.6%	Unfavorable:	18.2%	Unsure: 43.2%
<b>50 to 69</b>	534 responses			
Favorable:	41.4%	Unfavorable:	19.3%	Unsure: 39.3%
<b>70 and up</b>	377 responses			
Favorable:	33.2%	Unfavorable:	18.6%	Unsure: 48.3%

#### Media Market Breakdown:

<b>Pensacola</b>	27 responses			
Favorable:	37.0%	Unfavorable:	18.5%	Unsure: 44.4%
<b>Panama City</b>	16 responses			
Favorable:	25.0%	Unfavorable:	37.5%	Unsure: 37.5%
<b>Tallahassee</b>	24 responses			
Favorable:	25.0%	Unfavorable:	16.7%	Unsure: 58.3%
<b>Jacksonville</b>	77 responses			
Favorable:	28.6%	Unfavorable:	18.2%	Unsure: 53.2%
<b>Gainesville</b>	36 responses			
Favorable:	13.9%	Unfavorable:	25.0%	Unsure: 61.1%
<b>Orlando</b>	207 responses			
Favorable:	63.3%	Unfavorable:	16.4%	Unsure: 20.3%
<b>Tampa</b>	252 responses			
Favorable:	32.9%	Unfavorable:	21.0%	Unsure: 46.0%
<b>West Palm Beach</b>	100 responses			
Favorable:	28.0%	Unfavorable:	21.0%	Unsure: 51.0%
<b>Fort Myers</b>	57 responses			
Favorable:	36.8%	Unfavorable:	8.8%	Unsure: 54.4%
<b>Miami</b>	222 responses			
Favorable:	36.5%	Unfavorable:	17.6%	Unsure: 45.9%

## Do you have a favorable or unfavorable opinion of Pam Keith?

Favorable: 14.8%  
 Unfavorable: 18.0%  
 Unsure: 67.2%

### Non-Weighted Results and Demographic Breakdowns:

Favorable: 14.8%  
 Unfavorable: 18.0%  
 Unsure: 67.2%

#### Race Breakdown:

<b>White, Not Hispanic</b>	<b>685 responses</b>				
Favorable:	12.6%	Unfavorable:	17.7%	Unsure:	69.8%
<b>Black, Not Hispanic</b>	<b>266 responses</b>				
Favorable:	20.3%	Unfavorable:	17.3%	Unsure:	62.4%
<b>Asian or Pacific Islander</b>	<b>9 responses</b>				
Favorable:	22.2%	Unfavorable:	33.3%	Unsure:	44.4%
<b>Hispanic</b>	<b>40 responses</b>				
Favorable:	17.5%	Unfavorable:	17.5%	Unsure:	65.0%
<b>Other or Unknown</b>	<b>18 responses</b>				
Favorable:	11.1%	Unfavorable:	33.3%	Unsure:	55.6%

#### Gender Breakdown:

<b>Male</b>	<b>378 responses</b>				
Favorable:	14.8%	Unfavorable:	20.1%	Unsure:	65.1%
<b>Female</b>	<b>640 responses</b>				
Favorable:	14.8%	Unfavorable:	16.7%	Unsure:	68.4%

#### Age Breakdown:

<b>18 to 29</b>	<b>19 responses</b>				
Favorable:	21.1%	Unfavorable:	15.8%	Unsure:	63.2%
<b>30 to 49</b>	<b>88 responses</b>				
Favorable:	12.5%	Unfavorable:	15.9%	Unsure:	71.6%
<b>50 to 69</b>	<b>534 responses</b>				
Favorable:	13.9%	Unfavorable:	18.2%	Unsure:	68.0%
<b>70 and up</b>	<b>377 responses</b>				
Favorable:	16.4%	Unfavorable:	18.3%	Unsure:	65.3%

#### Media Market Breakdown:

<b>Pensacola</b>	<b>27 responses</b>				
Favorable:	18.5%	Unfavorable:	14.8%	Unsure:	66.7%
<b>Panama City</b>	<b>16 responses</b>				
Favorable:	0%	Unfavorable:	31.2%	Unsure:	68.8%
<b>Tallahassee</b>	<b>24 responses</b>				
Favorable:	4.2%	Unfavorable:	20.8%	Unsure:	75.0%
<b>Jacksonville</b>	<b>77 responses</b>				
Favorable:	16.9%	Unfavorable:	11.7%	Unsure:	71.4%
<b>Gainesville</b>	<b>36 responses</b>				
Favorable:	13.9%	Unfavorable:	11.1%	Unsure:	75.0%
<b>Orlando</b>	<b>207 responses</b>				
Favorable:	14.0%	Unfavorable:	19.3%	Unsure:	66.7%
<b>Tampa</b>	<b>252 responses</b>				
Favorable:	18.7%	Unfavorable:	17.9%	Unsure:	63.5%
<b>West Palm Beach</b>	<b>100 responses</b>				
Favorable:	10.0%	Unfavorable:	22.0%	Unsure:	68.0%
<b>Fort Myers</b>	<b>57 responses</b>				
Favorable:	10.5%	Unfavorable:	19.3%	Unsure:	70.2%
<b>Miami</b>	<b>222 responses</b>				
Favorable:	15.8%	Unfavorable:	17.1%	Unsure:	67.1%

## Do you have a favorable or unfavorable opinion of Congressman Patrick Murphy?

Favorable: 33.7%  
 Unfavorable: 15.0%  
 Unsure: 51.3%

### Non-Weighted Results and Demographic Breakdowns:

Favorable: 33.5%  
 Unfavorable: 15.0%  
 Unsure: 51.5%

#### Race Breakdown:

<b>White, Not Hispanic</b>	685 responses	Favorable: 34.2%	Unfavorable: 15.5%	Unsure: 50.4%
<b>Black, Not Hispanic</b>	266 responses	Favorable: 28.2%	Unfavorable: 14.3%	Unsure: 57.5%
<b>Asian or Pacific Islander</b>	9 responses	Favorable: 55.6%	Unfavorable: 0%	Unsure: 44.4%
<b>Hispanic</b>	40 responses	Favorable: 42.5%	Unfavorable: 10.0%	Unsure: 47.5%
<b>Other or Unknown</b>	18 responses	Favorable: 55.6%	Unfavorable: 27.8%	Unsure: 16.7%

#### Gender Breakdown:

<b>Male</b>	378 responses	Favorable: 35.4%	Unfavorable: 16.1%	Unsure: 48.4%
<b>Female</b>	640 responses	Favorable: 32.3%	Unfavorable: 14.4%	Unsure: 53.3%

#### Age Breakdown:

<b>18 to 29</b>	19 responses	Favorable: 42.1%	Unfavorable: 15.8%	Unsure: 42.1%
<b>30 to 49</b>	88 responses	Favorable: 36.4%	Unfavorable: 11.4%	Unsure: 52.3%
<b>50 to 69</b>	534 responses	Favorable: 33.5%	Unfavorable: 15.9%	Unsure: 50.6%
<b>70 and up</b>	377 responses	Favorable: 32.4%	Unfavorable: 14.6%	Unsure: 53.1%

#### Media Market Breakdown:

<b>Pensacola</b>	27 responses	Favorable: 22.2%	Unfavorable: 22.2%	Unsure: 55.6%
<b>Panama City</b>	16 responses	Favorable: 12.5%	Unfavorable: 37.5%	Unsure: 50.0%
<b>Tallahassee</b>	24 responses	Favorable: 25.0%	Unfavorable: 12.5%	Unsure: 62.5%
<b>Jacksonville</b>	77 responses	Favorable: 28.6%	Unfavorable: 9.1%	Unsure: 62.3%
<b>Gainesville</b>	36 responses	Favorable: 33.3%	Unfavorable: 8.3%	Unsure: 58.3%
<b>Orlando</b>	207 responses	Favorable: 23.7%	Unfavorable: 15.9%	Unsure: 60.4%
<b>Tampa</b>	252 responses	Favorable: 27.8%	Unfavorable: 19.8%	Unsure: 52.4%
<b>West Palm Beach</b>	100 responses	Favorable: 77.0%	Unfavorable: 11.0%	Unsure: 12.0%
<b>Fort Myers</b>	57 responses	Favorable: 33.3%	Unfavorable: 10.5%	Unsure: 56.1%
<b>Miami</b>	222 responses	Favorable: 35.1%	Unfavorable: 12.6%	Unsure: 52.3%

## In next year's Democratic Primary for the U.S. Senate, who would you vote for: Alan Grayson, Pam Keith, Patrick Murphy or Someone else?

Grayson: 29.7%  
 Keith: 7.7%  
 Murphy: 23.2%  
 Someone else: 17.3%  
 Undecided: 22.1%

### Non-Weighted Results and Demographic Breakdowns:

Grayson: 29.9%  
 Keith: 7.8%  
 Murphy: 22.9%  
 Someone else: 17.3%  
 Undecided: 22.2%

#### Race Breakdown:

<b>White, Not Hispanic</b> 685 responses	Grayson: 28.5%	Keith: 6.7%	Murphy: 23.6%	Someone else: 18.8%	Undecided: 22.3%
<b>Black, Not Hispanic</b> 266 responses	Grayson: 34.2%	Keith: 9.0%	Murphy: 18.4%	Someone else: 13.9%	Undecided: 24.4%
<b>Asian or Pacific Islander</b> 9 responses	Grayson: 44.4%	Keith: 0%	Murphy: 55.6%	Someone else: 0%	Undecided: 0%
<b>Hispanic</b> 40 responses	Grayson: 20.0%	Keith: 10.0%	Murphy: 35.0%	Someone else: 20.0%	Undecided: 15.0%
<b>Other or Unknown</b> 18 responses	Grayson: 33.3%	Keith: 27.8%	Murphy: 16.7%	Someone else: 11.1%	Undecided: 11.1%

#### Gender Breakdown:

<b>Male</b> 378 responses	Grayson: 34.7%	Keith: 5.6%	Murphy: 20.4%	Someone else: 17.5%	Undecided: 22.0%
<b>Female</b> 640 responses	Grayson: 27.0%	Keith: 9.1%	Murphy: 24.4%	Someone else: 17.2%	Undecided: 22.3%

#### Age Breakdown:

<b>18 to 29</b> 19 responses	Grayson: 42.1%	Keith: 10.5%	Murphy: 15.8%	Someone else: 15.8%	Undecided: 15.8%
<b>30 to 49</b> 88 responses	Grayson: 25.0%	Keith: 6.8%	Murphy: 35.2%	Someone else: 6.8%	Undecided: 26.1%
<b>50 to 69</b> 534 responses	Grayson: 32.6%	Keith: 7.9%	Murphy: 22.7%	Someone else: 15.0%	Undecided: 21.9%
<b>70 and up</b> 377 responses	Grayson: 26.5%	Keith: 7.7%	Murphy: 20.7%	Someone else: 23.1%	Undecided: 22.0%

#### Media Market Breakdown:

<b>Pensacola</b> 27 responses	Grayson: 25.9%	Keith: 14.8%	Murphy: 18.5%	Someone else: 29.6%	Undecided: 11.1%
<b>Panama City</b> 16 responses	Grayson: 31.2%	Keith: 0%	Murphy: 6.2%	Someone else: 56.2%	Undecided: 6.2%
<b>Tallahassee</b> 24 responses	Grayson: 20.8%	Keith: 0%	Murphy: 20.8%	Someone else: 33.3%	Undecided: 25.0%
<b>Jacksonville</b> 77 responses	Grayson: 15.6%	Keith: 13.0%	Murphy: 19.5%	Someone else: 20.8%	Undecided: 31.2%
<b>Gainesville</b> 36 responses	Grayson: 13.9%	Keith: 11.1%	Murphy: 19.4%	Someone else: 11.1%	Undecided: 44.4%
<b>Orlando</b> 207 responses	Grayson: 56.5%	Keith: 3.9%	Murphy: 14.0%	Someone else: 9.2%	Undecided: 16.4%
<b>Tampa</b> 252 responses	Grayson: 27.0%	Keith: 10.7%	Murphy: 17.9%	Someone else: 21.8%	Undecided: 22.6%
<b>West Palm Beach</b> 100 responses	Grayson: 15.0%	Keith: 3.0%	Murphy: 65.0%	Someone else: 7.0%	Undecided: 10.0%
<b>Fort Myers</b> 57 responses	Grayson: 29.8%	Keith: 3.5%	Murphy: 17.5%	Someone else: 22.8%	Undecided: 26.3%
<b>Miami</b> 222 responses	Grayson: 23.9%	Keith: 9.5%	Murphy: 23.0%	Someone else: 16.7%	Undecided: 27.0%