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Matt Florell, President

Subject: Jacksonville, Florida General Election survey analysis

Date: May 18, 2015

Executive Summary:

This analysis of 1,282 Jacksonville, Florida likely voters' election survey responses was conducted from Tuesday, May 5, 2015 through Friday, May 14, 2015. This analysis used the registered voter lists supplied by the state of Florida as of April 6, 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 analysis was conducted by randomly selecting proportionally representational results from automated phone call polling and web-based email polling conducted during the survey period. 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 and the demographics of the voters that had submitted their ballots as of Sunday, May 17, 2015. 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 or had already voted in the May 19 election were included in the results. The EARLY VOTERS responses only included voters that were confirmed to have voted by absentee or early voter ballots using Duval County early voter data through Sunday, May 17, 2015. The ALL VOTERS sample includes all of the responses that are in the EARLY VOTERS sample.

The scientific results shown for the ALL VOTERS responses below have a sample size of 1,282 and a 2.7% Margin of Error at a 95% confidence level. The party balance is DEM +3%.

The scientific results shown for the EARLY VOTERS responses below have a sample size of 604 and a 4.0% Margin of Error at a 95% confidence level. The party balance is DEM +5%.

Summary of Scientific Results:

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

	ALL VOTERS	EARLY VOTERS
Alvin Brown:	46.6%	48.1%
Lenny Curry:	47.6%	47.9%
Undecided:	5.8%	4.0%

If the election were held today for Jacksonville Sheriff, would you vote for Ken Jefferson or Mike Williams?

	ALL VOTERS	EARLY VOTERS
Ken Jefferson:	47.6%	49.9%
Mike Williams:	45.5%	45.4%
Undecided:	6.9%	4.6%

Detailed Results with Demographic Breakdowns for Each Question:

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

ALL VOTERS

Alvin Brown:	46.6%
Lenny Curry:	47.6%
Undecided:	5.8%

Non-Weighted Results and Demographic Breakdowns:

Brown:	46.6%
Curry:	47.6%
Undecided:	5.9%

Political Party Breakdown:

Democratic Party	588 responses				
Brown:	78.1%	Curry:	15.6%	Undecided:	6.3%

Republican Party	542 responses				
Brown:	11.3%	Curry:	84.1%	Undecided:	4.6%

Independent Voter	151 responses				
Brown:	51.0%	Curry:	41.1%	Undecided:	7.9%

Race Breakdown:

White, Not Hispanic	814 responses				
Brown:	27.8%	Curry:	68.1%	Undecided:	4.2%

Black, Not Hispanic	379 responses				
Brown:	85.8%	Curry:	5.8%	Undecided:	8.4%

Asian or Pacific Islander	24 responses				
Brown:	41.7%	Curry:	41.7%	Undecided:	16.7%

Hispanic	29 responses				
Brown:	55.2%	Curry:	41.4%	Undecided:	3.4%

Other or Unknown	35 responses				
Brown:	57.1%	Curry:	34.3%	Undecided:	8.6%

Gender Breakdown:

Male	546 responses				
Brown:	41.4%	Curry:	52.4%	Undecided:	6.2%

Female	733 responses				
Brown:	50.3%	Curry:	44.2%	Undecided:	5.5%

Age Breakdown:

18 to 29	83 responses				
Brown:	59.0%	Curry:	32.5%	Undecided:	8.4%

30 to 49	321 responses				
Brown:	48.0%	Curry:	43.9%	Undecided:	8.1%

50 to 69	610 responses				
Brown:	44.8%	Curry:	51.3%	Undecided:	3.9%

70 and up	267 responses				
Brown:	45.3%	Curry:	48.3%	Undecided:	6.4%

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

EARLY VOTERS

Alvin Brown: 48.1%
 Lenny Curry: 47.9%
 Undecided: 4.0%

Non-Weighted Results and Demographic Breakdowns:

Brown: 47.8%
 Curry: 48.2%
 Undecided: 4.0%

Political Party Breakdown:

Democratic Party 280 responses
 Brown: 80.0% Curry: 15.7% Undecided: 4.3%

Republican Party 246 responses
 Brown: 8.9% Curry: 88.2% Undecided: 2.8%

Independent Voter 78 responses
 Brown: 55.1% Curry: 38.5% Undecided: 6.4%

Race Breakdown:

White, Not Hispanic 397 responses
 Brown: 30.2% Curry: 67.3% Undecided: 2.5%

Black, Not Hispanic 170 responses
 Brown: 88.8% Curry: 4.7% Undecided: 6.5%

Asian or Pacific Islander 8 responses
 Brown: 50.0% Curry: 25.0% Undecided: 25.0%

Hispanic 10 responses
 Brown: 40.0% Curry: 60.0% Undecided: 0%

Other or Unknown 19 responses
 Brown: 52.6% Curry: 42.1% Undecided: 5.3%

Gender Breakdown:

Male 256 responses
 Brown: 42.2% Curry: 54.7% Undecided: 3.1%

Female 348 responses
 Brown: 52.0% Curry: 43.4% Undecided: 4.6%

Age Breakdown:

18 to 29 35 responses
 Brown: 57.1% Curry: 37.1% Undecided: 5.7%

30 to 49 117 responses
 Brown: 49.6% Curry: 43.6% Undecided: 6.8%

50 to 69 304 responses
 Brown: 46.7% Curry: 51.3% Undecided: 2.0%

70 and up 148 responses
 Brown: 46.6% Curry: 48.0% Undecided: 5.4%

If the election were held today for Jacksonville Sheriff, would you vote for Ken Jefferson or Mike Williams?

ALL VOTERS

Ken Jefferson: 47.6%
 Mike Williams: 45.5%
 Undecided: 6.9%

Non-Weighted Results and Demographic Breakdowns:

Jefferson: 47.5%
 Williams: 45.6%
 Undecided: 6.9%

Political Party Breakdown:

Democratic Party 588 responses					
Jefferson:	76.4%	Williams:	17.3%	Undecided:	6.3%
Republican Party 542 responses					
Jefferson:	17.0%	Williams:	76.9%	Undecided:	6.1%
Independent Voter 151 responses					
Jefferson:	45.0%	Williams:	43.0%	Undecided:	11.9%

Race Breakdown:

White, Not Hispanic 814 responses					
Jefferson:	28.9%	Williams:	64.5%	Undecided:	6.6%
Black, Not Hispanic 379 responses					
Jefferson:	87.3%	Williams:	6.6%	Undecided:	6.1%
Asian or Pacific Islander 24 responses					
Jefferson:	33.3%	Williams:	45.8%	Undecided:	20.8%
Hispanic 29 responses					
Jefferson:	44.8%	Williams:	48.3%	Undecided:	6.9%
Other or Unknown 35 responses					
Jefferson:	62.9%	Williams:	25.7%	Undecided:	11.4%

Gender Breakdown:

Male 546 responses					
Jefferson:	42.9%	Williams:	50.5%	Undecided:	6.6%
Female 733 responses					
Jefferson:	50.9%	Williams:	42.0%	Undecided:	7.1%

Age Breakdown:

18 to 29 83 responses					
Jefferson:	49.4%	Williams:	34.9%	Undecided:	15.7%
30 to 49 321 responses					
Jefferson:	49.2%	Williams:	42.7%	Undecided:	8.1%
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Jefferson:	45.9%	Williams:	48.5%	Undecided:	5.6%
70 and up 267 responses					
Jefferson:	48.7%	Williams:	45.7%	Undecided:	5.6%

If the election were held today for Jacksonville Sheriff, would you vote for Ken Jefferson or Mike Williams?

EARLY VOTERS

Ken Jefferson: 49.9%
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Race Breakdown:

White, Not Hispanic 397 responses
 Jefferson: 31.0% Williams: 64.0% Undecided: 5.0%

Black, Not Hispanic 170 responses
 Jefferson: 91.8% Williams: 4.7% Undecided: 3.5%

Asian or Pacific Islander 8 responses
 Jefferson: 50.0% Williams: 25.0% Undecided: 25.0%

Hispanic 10 responses
 Jefferson: 40.0% Williams: 60.0% Undecided: 0%

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