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Subject: St. Petersburg Pier Design Survey conducted for FloridaPolitics.com

Date: March 22, 2015

Executive Summary:

This poll of 843 City of St. Petersburg, Florida Registered voters was conducted on Sunday, March 22, 2015. This poll used the registered voter lists supplied by the state of Florida as of February 18, 2015. The sample of voters that were contacted included random samples of registered voters within the boundaries of the City of St. Petersburg, Florida.

The issues surveyed included questions related to the 2015 Pier Design Process.

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 registered voter population for the City of St. Petersburg, Florida. The demographics used were: race, age and gender.

The sample of voters polled was chosen at random within the registered voter population within the City of St. Petersburg, Florida. Only voters that said they were familiar with the Pier Design Competition process were included in the results.

The scientific results shown for the questions below have a sample size of 843 and a 3.4% Margin of Error at a 95% confidence level.

Summary of Scientific Results:

**Which of the three final design choices do you support,
The Pier Park, Destination St. Pete Pier or Alma?**

Pier Park:	23.1%
Destination St. Pete Pier:	45.4%
Alma:	8.7%
Unsure:	22.8%

**If the pier selection committee does not choose most popular Pier design from the
City's survey, should the City Council reject the Pier Selection Committee's choice?**

Yes:	54.8%
No:	32.5%
Unsure:	12.7%

Detailed Results with Demographic Breakdowns for Each Question:

Which of the three final design choices do you support, The Pier Park, Destination St. Pete Pier or Alma?

Pier Park:	23.1%
Destination St. Pete Pier:	45.4%
Alma:	8.7%
Unsure:	22.8%

Non-Weighted Results and Demographic Breakdowns:

Pier Park:	22.8%
Destination:	45.1%
Alma:	8.9%
Unsure:	23.3%

Political Party Breakdown:

Democratic Party 430 responses

Pier Park:	25.3%	Destination:	39.5%	Alma:	10.0%	Unsure:	25.1%
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Republican Party 258 responses

Pier Park:	18.2%	Destination:	48.8%	Alma:	7.4%	Unsure:	25.6%
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Independent Voter 155 responses

Pier Park:	23.2%	Destination:	54.2%	Alma:	8.4%	Unsure:	14.2%
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Race Breakdown:

White, Not Hispanic 643 responses

Pier Park:	20.7%	Destination:	45.9%	Alma:	10.0%	Unsure:	23.5%
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Black, Not Hispanic 163 responses

Pier Park:	30.1%	Destination:	42.9%	Alma:	5.5%	Unsure:	21.5%
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Asian or Pacific Islander 5 responses

Pier Park:	20.0%	Destination:	60.0%	Alma:	0%	Unsure:	20.0%
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Hispanic 14 responses

Pier Park:	35.7%	Destination:	42.9%	Alma:	7.1%	Unsure:	14.3%
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Other or Unknown 18 responses

Pier Park:	22.2%	Destination:	33.3%	Alma:	5.6%	Unsure:	38.9%
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Gender Breakdown:

Male 363 responses

Pier Park:	21.8%	Destination:	47.1%	Alma:	10.7%	Unsure:	20.4%
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Female 480 responses

Pier Park:	23.5%	Destination:	43.5%	Alma:	7.5%	Unsure:	25.4%
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Age Breakdown:

18 to 29 96 responses

Pier Park:	27.1%	Destination:	49.0%	Alma:	8.3%	Unsure:	15.6%
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30 to 49 247 responses

Pier Park:	24.3%	Destination:	49.8%	Alma:	6.9%	Unsure:	19.0%
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50 to 69 336 responses

Pier Park:	22.6%	Destination:	45.8%	Alma:	10.7%	Unsure:	20.8%
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70 and up 164 responses

Pier Park:	18.3%	Destination:	34.1%	Alma:	8.5%	Unsure:	39.0%
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If the pier selection committee does not choose most popular Pier design from the City's survey, should the City Council reject the Pier Selection Committee's choice?

Yes: 54.8%
No: 32.5%
Unsure: 12.7%

Non-Weighted Results and Demographic Breakdowns:

Yes: 54.7%
No: 32.5%
Unsure: 12.8%

Political Party Breakdown:

Democratic Party 430 responses

Yes: 48.1% No: 37.7% Unsure: 14.2%

Republican Party 258 responses

Yes: 59.7% No: 29.8% Unsure: 10.5%

Independent Voter 155 responses

Yes: 64.5% No: 22.6% Unsure: 12.9%

Race Breakdown:

White, Not Hispanic 643 responses

Yes: 56.6% No: 30.3% Unsure: 13.1%

Black, Not Hispanic 163 responses

Yes: 45.4% No: 42.3% Unsure: 12.3%

Asian or Pacific Islander 5 responses

Yes: 60.0% No: 40.0% Unsure: 0%

Hispanic 14 responses

Yes: 50.0% No: 35.7% Unsure: 14.3%

Other or Unknown 18 responses

Yes: 72.2% No: 16.7% Unsure: 11.1%

Gender Breakdown:

Male 363 responses

Yes: 57.3% No: 31.7% Unsure: 11.0%

Female 480 responses

Yes: 52.7% No: 33.1% Unsure: 14.2%

Age Breakdown:

18 to 29 96 responses

Yes: 58.3% No: 26.0% Unsure: 15.6%

30 to 49 247 responses

Yes: 51.0% No: 36.4% Unsure: 12.6%

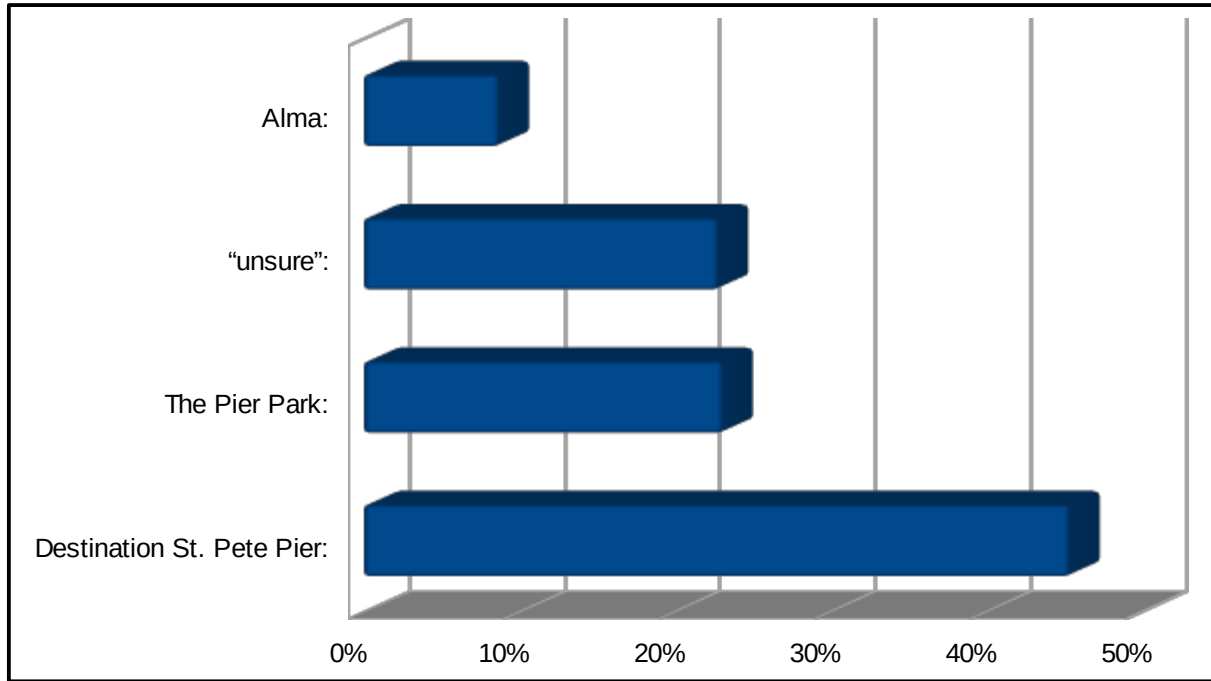
50 to 69 336 responses

Yes: 57.4% No: 32.4% Unsure: 10.1%

70 and up 164 responses

Yes: 52.4% No: 30.5% Unsure: 17.1%

Which of the three final design choices do you support?



Destination St. Pete Pier:	45.40%
The Pier Park:	23.10%
"unsure":	22.80%
Alma:	8.70%