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Subject:

Florida Statewide General Election survey

Date: July 29, 2015

Executive Summary:

This poll of 2,788 Florida likely voters was conducted from Saturday, July 18, 2015 to Tuesday, July 28, 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 voters within the boundaries of the state of Florida.

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

Polling for two possible ballot initiatives found enough support to show that they would surpass the 60% threshold which Florida requires for inclusion in the state Constitution. Medical Marijuana with 68.2% support and support of 65.2% for a minimum wage increase to ten dollars per hour.

Methodology:

The poll was conducted through a web-based email polling system. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the active registered voter population for the state of Florida. The weighting demographics used were: political party, 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 sampling of registered voters from the state of Florida.

The scientific results shown for the questions below have a sample size of 2,788 and a 1.9% 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	1074 =	38.5%
Republican Party	1038 =	37.7%
Other	663 =	23.8%

Race Breakdown:

White, Not Hispanic	2305 =	82.7%
Black, Not Hispanic	121 =	4.3%
Asian or Pacific Islander	27 =	1.0%
Hispanic	248 =	8.9%
Other or Unknown	87 =	3.1%

Gender Breakdown:

Male	1517 =	54.4%
Female	1271 =	45.6%

Age Breakdown:

18 to 29	336 =	12.1%
30 to 49	606 =	21.7%
50 to 69	1172 =	42.0%
70 and up	674 =	24.2%

Media Market Breakdown:

Pensacola	132 =	4.7%
Panama City	41 =	1.5%
Tallahassee	87 =	3.1%
Jacksonville	260 =	9.3%
Gainesville	74 =	2.7%
Orlando	551 =	19.8%
Tampa	692 =	24.8%
West Palm Beach	141 =	5.1%
Fort Myers	201 =	7.2%
Miami	609 =	21.8%

Summary of Scientific Results:

Last year the constitutional amendment to legalize medical marijuana was narrowly defeated. If the new medical marijuana initiative makes it on to the ballot this year will you vote for it?

Yes, for medical marijuana:	68.2%
No, against medical marijuana:	25.3%
Unsure:	6.5%

If an amendment to raise the minimum wage were on the ballot, which of the following would you vote for?

I would not vote to raise the minimum wage:	29.8%
I would vote to raise the minimum wage to \$10/hour:	25.3%
I would vote to raise the minimum wage to \$12.50/hour:	16.9%
I would vote to raise the minimum wage to \$15/hour:	23.0%
Unsure:	5.0%

* 65.2% of respondents would vote to raise the state minimum wage to at least \$10 per hour

Detailed Results with Demographic Breakdowns for Each Question:

Last year the constitutional amendment to legalize medical marijuana was narrowly defeated. If the new medical marijuana initiative makes it on to the ballot this year will you vote for it?

Yes, for medical marijuana:	68.2%
No, against medical marijuana:	25.3%
Unsure:	6.5%

Non-Weighted Results and Demographic Breakdowns:

Yes:	68.2%
No:	25.4%
Unsure:	6.5%

Political Party Breakdown:

Democratic Party	1074 responses -	Yes:	85.6%	No:	9.9%	Unsure:	4.6%
Republican Party	1051 responses -	Yes:	48.0%	No:	43.5%	Unsure:	8.5%
Independent Voter	663 responses -	Yes:	71.9%	No:	21.7%	Unsure:	6.3%

Race Breakdown:

White, Not Hispanic	2305 responses -	Yes:	68.7%	No:	24.8%	Unsure:	6.5%
Black, Not Hispanic	121 responses -	Yes:	76.0%	No:	16.5%	Unsure:	7.4%
Asian or Pacific Islander	27 responses -	Yes:	51.9%	No:	40.7%	Unsure:	7.4%
Hispanic	248 responses -	Yes:	59.7%	No:	34.3%	Unsure:	6.0%
Other or Unknown	87 responses -	Yes:	72.4%	No:	23.0%	Unsure:	4.6%

Gender Breakdown:

Male	1517 responses -	Yes:	70.6%	No:	23.5%	Unsure:	5.9%
Female	1271 responses -	Yes:	65.3%	No:	27.6%	Unsure:	7.1%

Age Breakdown:

18 to 29	336 responses -	Yes:	77.1%	No:	17.3%	Unsure:	5.7%
30 to 49	606 responses -	Yes:	71.1%	No:	23.9%	Unsure:	5.0%
50 to 69	1173 responses -	Yes:	70.1%	No:	23.7%	Unsure:	6.2%
70 and up	673 responses -	Yes:	57.8%	No:	33.6%	Unsure:	8.6%

Media Market Breakdown:

Pensacola	132 responses -	Yes:	68.2%	No:	27.3%	Unsure:	4.5%
Panama City	41 responses -	Yes:	61.0%	No:	31.7%	Unsure:	7.3%
Tallahassee	87 responses -	Yes:	69.0%	No:	24.1%	Unsure:	6.9%
Jacksonville	260 responses -	Yes:	65.4%	No:	23.8%	Unsure:	10.8%
Gainesville	74 responses -	Yes:	79.7%	No:	14.9%	Unsure:	5.4%
Orlando	551 responses -	Yes:	63.3%	No:	30.5%	Unsure:	6.2%
Tampa	692 responses -	Yes:	73.6%	No:	21.4%	Unsure:	5.1%
West Palm Beach	141 responses -	Yes:	66.7%	No:	24.1%	Unsure:	9.2%
Fort Myers	201 responses -	Yes:	56.2%	No:	34.8%	Unsure:	9.0%
Miami	609 responses -	Yes:	70.9%	No:	23.6%	Unsure:	5.4%

If an amendment to raise the minimum wage were on the ballot, which of the following would you vote for?

I would not vote to raise the minimum wage:	29.8%
I would vote to raise the minimum wage to \$10/hour:	25.3%
I would vote to raise the minimum wage to \$12.50/hour:	16.9%
I would vote to raise the minimum wage to \$15/hour:	23.0%
Unsure:	5.0%

* 65.2% of respondents would vote to raise the state minimum wage to at least \$10 per hour

Non-Weighted Results and Demographic Breakdowns:

No change:	30.2%
\$10.00/hr:	25.4%
\$12.50/hr:	16.7%
\$15.00/hr:	22.6%
Unsure:	5.1%

Political Party Breakdown:

Democratic Party 1074 responses -	No: 8.6%	\$10: 23.1%	\$12.50: 25.4%	\$15: 38.8%	Unsure: 4.1%
Republican Party 1051 responses -	No: 52.3%	\$10: 26.7%	\$12.50: 8.0%	\$15: 7.2%	Unsure: 5.7%
Independent Voter 663 responses -	No: 30.2%	\$10: 26.8%	\$12.50: 16.4%	\$15: 20.8%	Unsure: 5.7%

Race Breakdown:

White, Not Hispanic 2305 responses -	No: 31.6%	\$10: 26.2%	\$12.50: 15.8%	\$15: 21.1%	Unsure: 5.2%
Black, Not Hispanic 121 responses -	No: 6.6%	\$10: 17.4%	\$12.50: 30.6%	\$15: 43.8%	Unsure: 1.7%
Asian or Pacific Islander 27 responses -	No: 40.7%	\$10: 25.9%	\$12.50: 7.4%	\$15: 18.5%	Unsure: 7.4%
Hispanic 248 responses -	No: 25.8%	\$10: 24.6%	\$12.50: 18.1%	\$15: 27.0%	Unsure: 4.4%
Other or Unknown 87 responses -	No: 34.5%	\$10: 17.2%	\$12.50: 19.5%	\$15: 21.8%	Unsure: 6.9%

Gender Breakdown:

Male 1517 responses -	No: 32.6%	\$10: 23.0%	\$12.50: 16.4%	\$15: 23.0%	Unsure: 5.0%
Female 1271 responses -	No: 27.4%	\$10: 28.2%	\$12.50: 17.1%	\$15: 22.2%	Unsure: 5.2%

Age Breakdown:

18 to 29 336 responses -	No: 31.5%	\$10: 27.4%	\$12.50: 17.6%	\$15: 18.8%	Unsure: 4.8%
30 to 49 606 responses -	No: 36.5%	\$10: 22.8%	\$12.50: 14.9%	\$15: 19.8%	Unsure: 6.1%
50 to 69 1173 responses -	No: 27.5%	\$10: 24.7%	\$12.50: 16.4%	\$15: 26.5%	Unsure: 4.9%
70 and up 673 responses -	No: 28.7%	\$10: 27.8%	\$12.50: 18.6%	\$15: 20.4%	Unsure: 4.6%

Media Market Breakdown:

Pensacola 132 responses -	No: 44.7%	\$10: 19.7%	\$12.50: 12.9%	\$15: 15.2%	Unsure: 7.6%
Panama City 41 responses -	No: 48.8%	\$10: 26.8%	\$12.50: 2.4%	\$15: 17.1%	Unsure: 4.9%
Tallahassee 87 responses -	No: 36.8%	\$10: 10.3%	\$12.50: 24.1%	\$15: 18.4%	Unsure: 10.3%
Jacksonville 260 responses -	No: 40.0%	\$10: 25.0%	\$12.50: 11.9%	\$15: 17.3%	Unsure: 5.8%
Gainesville 74 responses -	No: 18.9%	\$10: 17.6%	\$12.50: 21.6%	\$15: 35.1%	Unsure: 6.8%
Orlando 551 responses -	No: 32.3%	\$10: 29.4%	\$12.50: 14.9%	\$15: 20.0%	Unsure: 3.4%
Tampa 692 responses -	No: 28.0%	\$10: 26.6%	\$12.50: 17.3%	\$15: 22.7%	Unsure: 5.3%
West Palm Beach 141 responses -	No: 34.0%	\$10: 26.2%	\$12.50: 15.6%	\$15: 20.6%	Unsure: 3.5%
Fort Myers 201 responses -	No: 29.4%	\$10: 31.8%	\$12.50: 14.9%	\$15: 21.4%	Unsure: 2.5%
Miami 609 responses -	No: 22.0%	\$10: 22.3%	\$12.50: 20.7%	\$15: 29.2%	Unsure: 5.7%