Subject:
Florida Statewide Democratic Primary Election survey

Date: July 28, 2015

Executive Summary:

This poll of 1,080 Florida likely Democratic primary 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 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 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 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 sampling of registered Democratic party voters from the state of Florida.

The scientific results shown for the questions below have a sample size of 1,080 and a 3.0% 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 1080 = 100%

Race Breakdown:
White, Not Hispanic 818 = 75.7%
Black, Not Hispanic 97 = 9.0%
Asian or Pacific Islander 10 = 0.9%
Hispanic 111 = 10.3%
Other or Unknown 44 = 4.1%

Gender Breakdown:
Male 519 = 48.1%
Female 561 = 51.9%

Age Breakdown:
18 to 29 124 = 11.5%
30 to 49 186 = 17.2%
50 to 69 510 = 47.2%
70 and up 260 = 24.1%

Media Market Breakdown:
Pensacola 38 = 3.5%
Panama City 17 = 1.6%
Tallahassee 61 = 5.6%
Jacksonville 94 = 8.7%
Gainesville 39 = 3.6%
Orlando 216 = 20.0%
Tampa 264 = 24.4%
West Palm Beach 54 = 5.0%
Fort Myers 63 = 5.8%
Miami 234 = 21.7%
Summary of Scientific Results:

If the Democratic presidential primary election were held today who would you choose?

- Hillary Clinton: 55.1%
- Bernie Sanders: 29.1%
- Martin O'Malley: 0.7%
- Lincoln Chafee: 0.2%
- Jim Webb: 1.8%
- Unsure or Someone else: 13.2%

If the Democratic primary for US Senator were held today who would you vote for?

- Alan Grayson: 19.2%
- Patrick Murphy: 20.4%
- Pamela Michele Keith: 7.2%
- Unsure: 53.2%
Detailed Results with Demographic Breakdowns for Each Question:

If the Democratic presidential primary election were held today who would you choose?

- Hillary Clinton: 55.1%
- Bernie Sanders: 29.1%
- Martin O'Malley: 0.7%
- Lincoln Chafee: 0.2%
- Jim Webb: 1.8%
- Unsure or Someone else: 13.2%

Non-Weighted Results and Demographic Breakdowns:

- Clinton: 53.1%
- Sanders: 31.3%
- O'Malley: 0.6%
- Chafee: 0.2%
- Webb: 1.9%
- Unsure or Other: 13.0%

Race Breakdown:

- White, Not Hispanic: 818 responses
  - Clinton: 50.2%
  - Sanders: 34.0%
  - O'Malley: 0.7%
  - Chafee: 0.2%
  - Webb: 2.2%
  - Unsure or Other: 12.6%
- Black, Not Hispanic: 97 responses
  - Clinton: 78.4%
  - Sanders: 7.2%
  - O'Malley: 1.0%
  - Chafee: 0%
  - Webb: 0%
  - Unsure or Other: 12.4%
- Asian or Pacific Islander: 10 responses
  - Clinton: 30.0%
  - Sanders: 40.0%
  - O'Malley: 0%
  - Chafee: 0%
  - Webb: 0%
  - Unsure or Other: 30.0%
- Hispanic: 111 responses
  - Clinton: 58.6%
  - Sanders: 27.9%
  - O'Malley: 0%
  - Chafee: 0%
  - Webb: 0%
  - Unsure or Other: 13.5%
- Other or Unknown: 44 responses
  - Clinton: 40.9%
  - Sanders: 40.9%
  - O'Malley: 0%
  - Chafee: 0%
  - Webb: 2.3%
  - Unsure or Other: 15.9%

Gender Breakdown:

- Male: 519 responses
  - Clinton: 48.4%
  - Sanders: 35.8%
  - O'Malley: 1.0%
  - Chafee: 0.2%
  - Webb: 2.5%
  - Unsure or Other: 12.1%
- Female: 561 responses
  - Clinton: 57.4%
  - Sanders: 27.1%
  - O'Malley: 0.4%
  - Chafee: 0.2%
  - Webb: 1.2%
  - Unsure or Other: 13.7%

Age Breakdown:

- 18 to 29: 124 responses
  - Clinton: 33.9%
  - Sanders: 50.0%
  - O'Malley: 0%
  - Chafee: 0%
  - Webb: 0%
  - Unsure or Other: 16.1%
- 30 to 49: 186 responses
  - Clinton: 53.8%
  - Sanders: 32.8%
  - O'Malley: 0.5%
  - Chafee: 0.5%
  - Webb: 0%
  - Unsure or Other: 12.4%
- 50 to 69: 510 responses
  - Clinton: 54.7%
  - Sanders: 30.0%
  - O'Malley: 0.6%
  - Chafee: 0.2%
  - Webb: 2.4%
  - Unsure or Other: 12.2%
- 70 and up: 260 responses
  - Clinton: 58.5%
  - Sanders: 23.8%
  - O'Malley: 1.2%
  - Chafee: 0%
  - Webb: 3.1%
  - Unsure or Other: 13.5%
<table>
<thead>
<tr>
<th>Media Market Breakdown:</th>
<th>Pensacola 38 responses</th>
<th>Panama City 17 responses</th>
<th>Tallahassee 61 responses</th>
<th>Jacksonville 94 responses</th>
<th>Gainesville 39 responses</th>
<th>Orlando 216 responses</th>
<th>Tampa 264 responses</th>
<th>West Palm Beach 54 responses</th>
<th>Fort Myers 63 responses</th>
<th>Miami 234 responses</th>
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</thead>
<tbody>
<tr>
<td>Clinton:</td>
<td>52.6%</td>
<td>23.5%</td>
<td>47.5%</td>
<td>43.6%</td>
<td>33.3%</td>
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<td>55.7%</td>
<td>59.3%</td>
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<td>63.2%</td>
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<td>Sanders:</td>
<td>31.6%</td>
<td>29.4%</td>
<td>32.8%</td>
<td>38.3%</td>
<td>61.5%</td>
<td>37.5%</td>
<td>28.4%</td>
<td>22.2%</td>
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<td>O'Malley:</td>
<td>0%</td>
<td>0%</td>
<td>3.3%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0.8%</td>
<td>0%</td>
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<td>Chafee:</td>
<td>2.6%</td>
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<td>0%</td>
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<tr>
<td>Webb:</td>
<td>7.9%</td>
<td>5.9%</td>
<td>1.6%</td>
<td>3.2%</td>
<td>0%</td>
<td>2.8%</td>
<td>1.5%</td>
<td>0%</td>
<td>1.6%</td>
<td>0.4%</td>
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<tr>
<td>Unsure or Other:</td>
<td>5.3%</td>
<td>41.2%</td>
<td>14.8%</td>
<td>14.9%</td>
<td>5.1%</td>
<td>11.6%</td>
<td>13.6%</td>
<td>18.5%</td>
<td>12.7%</td>
<td>11.5%</td>
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phone: (727) 245-1962  
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If the Democratic primary for US Senator were held today who would you vote for?

- Alan Grayson: 19.2%
- Patrick Murphy: 20.4%
- Pamela Michele Keith: 7.2%
- Unsure: 53.2%

Non-Weighted Results and Demographic Breakdowns:

<table>
<thead>
<tr>
<th></th>
<th>Grayson</th>
<th>Murphy</th>
<th>Keith</th>
<th>Other</th>
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<tbody>
<tr>
<td></td>
<td>19.9%</td>
<td>19.4%</td>
<td>7.1%</td>
<td>53.5%</td>
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<tr>
<td>Race Breakdown:</td>
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<td></td>
<td></td>
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<tr>
<td>White, Not Hispanic   818 responses</td>
<td>Grayson: 22.0%</td>
<td>Murphy: 20.5%</td>
<td>Keith: 6.8%</td>
<td>Other: 50.6%</td>
</tr>
<tr>
<td>Black, Not Hispanic   97 responses</td>
<td>Grayson: 11.3%</td>
<td>Murphy: 22.7%</td>
<td>Keith: 10.3%</td>
<td>Other: 55.7%</td>
</tr>
<tr>
<td>Asian or Pacific Islander 10 responses</td>
<td>Grayson: 0%</td>
<td>Murphy: 10.0%</td>
<td>Keith: 0%</td>
<td>Other: 90.0%</td>
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<tr>
<td>Hispanic   111 responses</td>
<td>Grayson: 13.5%</td>
<td>Murphy: 10.8%</td>
<td>Keith: 7.2%</td>
<td>Other: 68.5%</td>
</tr>
<tr>
<td>Other or Unknown   44 responses</td>
<td>Grayson: 20.5%</td>
<td>Murphy: 15.9%</td>
<td>Keith: 6.8%</td>
<td>Other: 56.8%</td>
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<tr>
<td>Gender Breakdown:</td>
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<tr>
<td>Male   519 responses</td>
<td>Grayson: 26.2%</td>
<td>Murphy: 23.3%</td>
<td>Keith: 5.2%</td>
<td>Other: 45.3%</td>
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<td>Female   561 responses</td>
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<td>Murphy: 15.9%</td>
<td>Keith: 8.9%</td>
<td>Other: 61.1%</td>
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<td>50 to 69   510 responses</td>
<td>Grayson: 21.6%</td>
<td>Murphy: 21.0%</td>
<td>Keith: 6.1%</td>
<td>Other: 51.4%</td>
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<td>70 and up   260 responses</td>
<td>Grayson: 21.2%</td>
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<td>Keith: 8.1%</td>
<td>Other: 50.4%</td>
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<td>Murphy: 15.8%</td>
<td>Keith: 10.5%</td>
<td>Other: 60.5%</td>
</tr>
<tr>
<td>Panama City   17 responses</td>
<td>Grayson: 11.8%</td>
<td>Murphy: 17.6%</td>
<td>Keith: 0%</td>
<td>Other: 70.6%</td>
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<tr>
<td>Tallahassee   61 responses</td>
<td>Grayson: 16.4%</td>
<td>Murphy: 21.3%</td>
<td>Keith: 9.8%</td>
<td>Other: 52.5%</td>
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<td>Jacksonville   94 responses</td>
<td>Grayson: 16.0%</td>
<td>Murphy: 16.0%</td>
<td>Keith: 9.6%</td>
<td>Other: 58.5%</td>
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<tr>
<td>Gainesville   39 responses</td>
<td>Grayson: 12.8%</td>
<td>Murphy: 10.3%</td>
<td>Keith: 10.3%</td>
<td>Other: 66.7%</td>
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<td>Orlando   216 responses</td>
<td>Grayson: 41.2%</td>
<td>Murphy: 13.9%</td>
<td>Keith: 6.5%</td>
<td>Other: 38.4%</td>
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<td>Tampa   264 responses</td>
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<td>West Palm Beach   54 responses</td>
<td>Grayson: 13.0%</td>
<td>Murphy: 64.8%</td>
<td>Keith: 1.9%</td>
<td>Other: 20.4%</td>
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<td>Fort Myers   63 responses</td>
<td>Grayson: 11.1%</td>
<td>Murphy: 17.5%</td>
<td>Keith: 7.9%</td>
<td>Other: 63.5%</td>
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<tr>
<td>Miami   234 responses</td>
<td>Grayson: 13.7%</td>
<td>Murphy: 25.2%</td>
<td>Keith: 6.4%</td>
<td>Other: 54.7%</td>
</tr>
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