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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%
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Black, Not Hispanic 97 responses

Clinton:	78.4%	Sanders:	7.2%	O'Malley:	1.0%	Chafee:	0%	Webb:	1.0%	Unsure or Other:	12.4%
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Asian or Pacific Islander 10 responses

Clinton:	30.0%	Sanders:	40.0%	O'Malley:	0%	Chafee:	0%	Webb:	0%	Unsure or Other:	30.0%
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Hispanic 111 responses

Clinton:	58.6%	Sanders:	27.9%	O'Malley:	0%	Chafee:	0%	Webb:	0%	Unsure or Other:	13.5%
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Other or Unknown 44 responses

Clinton:	40.9%	Sanders:	40.9%	O'Malley:	0%	Chafee:	0%	Webb:	2.3%	Unsure or Other:	15.9%
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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%
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Female 561 responses

Clinton:	57.4%	Sanders:	27.1%	O'Malley:	0.4%	Chafee:	0.2%	Webb:	1.2%	Unsure or Other:	13.7%
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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%
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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%
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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%
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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%
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Media Market Breakdown:

Pensacola 38 responses

Clinton: 52.6% Sanders: 31.6% O'Malley: 0% Chafee: 2.6% Webb: 7.9% Unsure or Other: 5.3%

Panama City 17 responses

Clinton: 23.5% Sanders: 29.4% O'Malley: 0% Chafee: 0% Webb: 5.9% Unsure or Other: 41.2%

Tallahassee 61 responses

Clinton: 47.5% Sanders: 32.8% O'Malley: 3.3% Chafee: 0% Webb: 1.6% Unsure or Other: 14.8%

Jacksonville 94 responses

Clinton: 43.6% Sanders: 38.3% O'Malley: 0% Chafee: 0% Webb: 3.2% Unsure or Other: 14.9%

Gainesville 39 responses

Clinton: 33.3% Sanders: 61.5% O'Malley: 0% Chafee: 0% Webb: 0% Unsure or Other: 5.1%

Orlando 216 responses

Clinton: 47.7% Sanders: 37.5% O'Malley: 0% Chafee: 0.5% Webb: 2.8% Unsure or Other: 11.6%

Tampa 264 responses

Clinton: 55.7% Sanders: 28.4% O'Malley: 0.8% Chafee: 0% Webb: 1.5% Unsure or Other: 13.6%

West Palm Beach 54 responses

Clinton: 59.3% Sanders: 22.2% O'Malley: 0% Chafee: 0% Webb: 0% Unsure or Other: 18.5%

Fort Myers 63 responses

Clinton: 57.1% Sanders: 25.4% O'Malley: 3.2% Chafee: 0% Webb: 1.6% Unsure or Other: 12.7%

Miami 234 responses

Clinton: 63.2% Sanders: 24.4% O'Malley: 0.4% Chafee: 0% Webb: 0.4% Unsure or Other: 11.5%

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:

Grayson:	19.9%
Murphy:	19.4%
Keith:	7.1%
Other:	53.5%

Race Breakdown:

White, Not Hispanic	818 responses				
Grayson:	22.0%	Murphy:	20.5%	Keith:	6.8%
Other:	50.6%				
Black, Not Hispanic	97 responses				
Grayson:	11.3%	Murphy:	22.7%	Keith:	10.3%
Other:	55.7%				
Asian or Pacific Islander	10 responses				
Grayson:	0%	Murphy:	10.0%	Keith:	0%
Other:	90.0%				
Hispanic	111 responses				
Grayson:	13.5%	Murphy:	10.8%	Keith:	7.2%
Other:	68.5%				
Other or Unknown	44 responses				
Grayson:	20.5%	Murphy:	15.9%	Keith:	6.8%
Other:	56.8%				

Gender Breakdown:

Male	519 responses				
Grayson:	26.2%	Murphy:	23.3%	Keith:	5.2%
Other:	45.3%				
Female	561 responses				
Grayson:	14.1%	Murphy:	15.9%	Keith:	8.9%
Other:	61.1%				

Age Breakdown:

18 to 29	124 responses				
Grayson:	14.5%	Murphy:	12.1%	Keith:	9.7%
Other:	63.7%				
30 to 49	186 responses				
Grayson:	17.2%	Murphy:	18.8%	Keith:	7.0%
Other:	57.0%				
50 to 69	510 responses				
Grayson:	21.6%	Murphy:	21.0%	Keith:	6.1%
Other:	51.4%				
70 and up	260 responses				
Grayson:	21.2%	Murphy:	20.4%	Keith:	8.1%
Other:	50.4%				

Media Market Breakdown:

Pensacola	38 responses				
Grayson:	13.2%	Murphy:	15.8%	Keith:	10.5%
Other:	60.5%				
Panama City	17 responses				
Grayson:	11.8%	Murphy:	17.6%	Keith:	0%
Other:	70.6%				
Tallahassee	61 responses				
Grayson:	16.4%	Murphy:	21.3%	Keith:	9.8%
Other:	52.5%				
Jacksonville	94 responses				
Grayson:	16.0%	Murphy:	16.0%	Keith:	9.6%
Other:	58.5%				
Gainesville	39 responses				
Grayson:	12.8%	Murphy:	10.3%	Keith:	10.3%
Other:	66.7%				
Orlando	216 responses				
Grayson:	41.2%	Murphy:	13.9%	Keith:	6.5%
Other:	38.4%				
Tampa	264 responses				
Grayson:	16.3%	Murphy:	12.9%	Keith:	7.2%
Other:	63.6%				
West Palm Beach	54 responses				
Grayson:	13.0%	Murphy:	64.8%	Keith:	1.9%
Other:	20.4%				
Fort Myers	63 responses				
Grayson:	11.1%	Murphy:	17.5%	Keith:	7.9%
Other:	63.5%				
Miami	234 responses				
Grayson:	13.7%	Murphy:	25.2%	Keith:	6.4%
Other:	54.7%				