



A Division of Fextel, Inc.

8601 4<sup>th</sup> St. N., Suite 304  
St. Petersburg, FL 33702  
Phone: (727) 245-1962  
Fax: (727) 577-7470  
Email: [info@stpetepolls.org](mailto:info@stpetepolls.org)  
Website: [www.stpetepolls.org](http://www.stpetepolls.org)  
Matt Florell, President

**Subject: St. Petersburg, Florida 2013 election for Mayor survey, conducted for CAF Productions**

**Date: June 4, 2013**

**Executive Summary:**

This poll of 417 likely City of St. Petersburg voters was conducted on Tuesday, June 4, 2013. This poll used the registered voter lists supplied by the state of Florida as of May 3rd, 2013. The sample of voters that were called included a random sample of likely voters within the city of St. Petersburg, Florida.

The issues surveyed included the 2013 race for Mayor, including several hypothetical candidates.

**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 likely voter population in St. Petersburg. The demographics used were: party, race and age.

The likely voters polled were chosen at random within the registered voter population inside of the City of St. Petersburg. To be considered a likely voter, the registered voter had to have voted in a city election in either 2009 or 2011. This resulted in a significant shift in the demographics as compared to the total registered voter population. For example, there are approximately 9% more registered Republicans, 9% more white voters and 28% more voters over the age of 50 in the likely city election voter population.

The scientific results shown in the summary below have a sample size of 417 and margin of error 4.8% at a 95% confidence level.

## Summary of Scientific Results:

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster and Rick Kriseman, which one would you vote for?**

Kathleen Ford:	29.5%
Bill Foster:	24.1%
Rick Kriseman:	25.4%
Undecided:	21.0%

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster, Rick Kriseman and Wengay Newton, which one would you vote for?**

Kathleen Ford:	24.2%
Bill Foster:	24.1%
Rick Kriseman:	23.4%
Wengay Newton:	14.9%
Undecided:	13.4%

**If the election for St. Pete Mayor was held today and the candidates were Leslie Curran, Kathleen Ford, Bill Foster and Rick Kriseman, which one would you vote for?**

Leslie Curran:	10.2%
Kathleen Ford:	26.4%
Bill Foster:	26.2%
Rick Kriseman:	21.7%
Undecided:	15.4%

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster, Rick Kriseman and Karl Nurse, which one would you vote for?**

Kathleen Ford:	27.8%
Bill Foster:	24.3%
Rick Kriseman:	21.4%
Karl Nurse:	11.1%
Undecided:	15.4%

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster, Rick Kriseman and Ken Welch, which one would you vote for?**

Kathleen Ford:	27.7%
Bill Foster:	22.1%
Rick Kriseman:	21.3%
Ken Welch:	12.7%
Undecided:	16.1%

## Detailed Results with Demographic Breakdowns for Each Question:

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster and Rick Kriseman, which one would you vote for?**

Kathleen Ford:	29.5%
Bill Foster:	24.1%
Rick Kriseman:	25.4%
Undecided:	21.0%

### Non-Weighted Results and Demographic Breakdowns:

Ford:	29.5%
Foster:	24.2%
Kriseman:	25.4%
Undecided:	20.9%

#### Political Party Breakdown:

Democratic Party 200 responses

Ford:	30.0%	Foster:	15.5%	Kriseman:	30.0%	Undecided:	24.5%
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Republican Party 152 responses

Ford:	25.7%	Foster:	33.6%	Kriseman:	20.4%	Undecided:	20.4%
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Independent Voter 65 responses

Ford:	36.9%	Foster:	29.2%	Kriseman:	23.1%	Undecided:	10.8%
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#### Race Breakdown:

White, Not Hispanic 333 responses

Ford:	27.9%	Foster:	25.2%	Kriseman:	29.1%	Undecided:	17.7%
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Black, Not Hispanic 63 responses

Ford:	38.1%	Foster:	15.9%	Kriseman:	9.5%	Undecided:	36.5%
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Asian or Pacific Islander 6 responses

Ford:	0%	Foster:	66.7%	Kriseman:	0%	Undecided:	33.3%
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Hispanic 9 responses

Ford:	44.4%	Foster:	11.1%	Kriseman:	22.2%	Undecided:	22.2%
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Other or Unknown 6 responses

Ford:	33.3%	Foster:	33.3%	Kriseman:	16.7%	Undecided:	16.7%
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#### Gender Breakdown:

Male 196 responses

Ford:	27.6%	Foster:	26.0%	Kriseman:	29.1%	Undecided:	17.3%
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Female 221 responses

Ford:	31.2%	Foster:	22.6%	Kriseman:	22.2%	Undecided:	24.0%
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#### Age Breakdown:

18 to 29 17 responses

Ford:	35.3%	Foster:	29.4%	Kriseman:	23.5%	Undecided:	11.8%
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30 to 49 82 responses

Ford:	30.5%	Foster:	30.5%	Kriseman:	35.4%	Undecided:	3.7%
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50 to 69 199 responses

Ford:	28.6%	Foster:	23.1%	Kriseman:	28.1%	Undecided:	20.1%
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70 and up 119 responses

Ford:	29.4%	Foster:	21.0%	Kriseman:	14.3%	Undecided:	35.3%
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**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster, Rick Kriseman and Wengay Newton, which one would you vote for?**

Kathleen Ford:	24.2%
Bill Foster:	24.1%
Rick Kriseman:	23.4%
Wengay Newton:	14.9%
Undecided:	13.4%

**Non-Weighted Results and Demographic Breakdowns:**

Ford:	24.2%
Foster:	24.2%
Kriseman:	23.5%
Newton:	14.6%
Undecided:	13.4%

**Political Party Breakdown:**

Democratic Party 200 responses

Ford:	26.5%	Foster:	15.0%	Kriseman:	28.5%	Newton:	16.5%	Undecided:	13.5%
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Republican Party 152 responses

Ford:	19.1%	Foster:	34.9%	Kriseman:	18.4%	Newton:	13.2%	Undecided:	14.5%
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Independent Voter 65 responses

Ford:	29.2%	Foster:	27.7%	Kriseman:	20.0%	Newton:	12.3%	Undecided:	10.8%
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**Race Breakdown:**

White, Not Hispanic 333 responses

Ford:	24.3%	Foster:	26.1%	Kriseman:	27.0%	Newton:	10.2%	Undecided:	12.3%
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Black, Not Hispanic 63 responses

Ford:	22.2%	Foster:	12.7%	Kriseman:	7.9%	Newton:	36.5%	Undecided:	20.6%
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Asian or Pacific Islander 6 responses

Ford:	0%	Foster:	66.7%	Kriseman:	0%	Newton:	0%	Undecided:	33.3%
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Hispanic 9 responses

Ford:	66.7%	Foster:	0%	Kriseman:	22.2%	Newton:	11.1%	Undecided:	0%
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Other or Unknown 6 responses

Ford:	0%	Foster:	33.3%	Kriseman:	16.7%	Newton:	50.0%	Undecided:	0%
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**Gender Breakdown:**

Male 196 responses

Ford:	20.4%	Foster:	26.0%	Kriseman:	26.5%	Newton:	18.9%	Undecided:	8.2%
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Female 221 responses

Ford:	27.6%	Foster:	22.6%	Kriseman:	20.8%	Newton:	10.9%	Undecided:	18.1%
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**Age Breakdown:**

18 to 29 17 responses

Ford:	11.8%	Foster:	35.3%	Kriseman:	29.4%	Newton:	11.8%	Undecided:	11.8%
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30 to 49 82 responses

Ford:	25.6%	Foster:	28.0%	Kriseman:	30.5%	Newton:	13.4%	Undecided:	2.4%
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50 to 69 199 responses

Ford:	23.6%	Foster:	23.1%	Kriseman:	24.6%	Newton:	17.6%	Undecided:	11.1%
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70 and up 119 responses

Ford:	26.1%	Foster:	21.8%	Kriseman:	16.0%	Newton:	10.9%	Undecided:	25.2%
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**If the election for St. Pete Mayor was held today and the candidates were Leslie Curran, Kathleen Ford, Bill Foster and Rick Kriseman, which one would you vote for?**

Leslie Curran: 10.2%  
 Kathleen Ford: 26.4%  
 Bill Foster: 26.2%  
 Rick Kriseman: 21.7%  
 Undecided: 15.4%

**Non-Weighted Results and Demographic Breakdowns:**

Curran: 10.1%  
 Ford: 26.4%  
 Foster: 26.4%  
 Kriseman: 21.8%  
 Undecided: 15.3%

**Political Party Breakdown:**

Democratic Party 200 responses

Curran: 10.5% Ford: 27.5% Foster: 19.5% Kriseman: 24.5% Undecided: 18.0%

Republican Party 152 responses

Curran: 11.2% Ford: 22.4% Foster: 34.9% Kriseman: 17.8% Undecided: 13.8%

Independent Voter 65 responses

Curran: 6.2% Ford: 32.3% Foster: 27.7% Kriseman: 23.1% Undecided: 10.8%

**Race Breakdown:**

White, Not Hispanic 333 responses

Curran: 10.2% Ford: 24.6% Foster: 27.3% Kriseman: 24.9% Undecided: 12.9%

Black, Not Hispanic 63 responses

Curran: 11.1% Ford: 33.3% Foster: 19.0% Kriseman: 7.9% Undecided: 28.6%

Asian or Pacific Islander 6 responses

Curran: 0% Ford: 0% Foster: 66.7% Kriseman: 0% Undecided: 33.3%

Hispanic 9 responses

Curran: 11.1% Ford: 55.6% Foster: 11.1% Kriseman: 22.2% Undecided: 0%

Other or Unknown 6 responses

Curran: 0% Ford: 33.3% Foster: 33.3% Kriseman: 16.7% Undecided: 16.7%

**Gender Breakdown:**

Male 196 responses

Curran: 11.7% Ford: 24.5% Foster: 27.0% Kriseman: 24.0% Undecided: 12.8%

Female 221 responses

Curran: 8.6% Ford: 28.1% Foster: 25.8% Kriseman: 19.9% Undecided: 17.6%

**Age Breakdown:**

18 to 29 17 responses

Curran: 5.9% Ford: 23.5% Foster: 35.3% Kriseman: 23.5% Undecided: 11.8%

30 to 49 82 responses

Curran: 14.6% Ford: 30.5% Foster: 26.8% Kriseman: 25.6% Undecided: 2.4%

50 to 69 199 responses

Curran: 11.1% Ford: 24.6% Foster: 24.1% Kriseman: 24.1% Undecided: 16.1%

70 and up 119 responses

Curran: 5.9% Ford: 26.9% Foster: 28.6% Kriseman: 15.1% Undecided: 23.5%

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster, Rick Kriseman and Karl Nurse, which one would you vote for?**

Kathleen Ford: 27.8%  
 Bill Foster: 24.3%  
 Rick Kriseman: 21.4%  
 Karl Nurse: 11.1%  
 Undecided: 15.4%

**Non-Weighted Results and Demographic Breakdowns:**

Ford: 27.8%  
 Foster: 24.5%  
 Kriseman: 21.3%  
 Nurse: 11.0%  
 Undecided: 15.3%

**Political Party Breakdown:**

Democratic Party 200 responses

Ford: 31.0% Foster: 15.0% Kriseman: 24.0% Nurse: 14.5% Undecided: 15.5%

Republican Party 152 responses

Ford: 22.4% Foster: 34.9% Kriseman: 18.4% Nurse: 8.6% Undecided: 15.8%

Independent Voter 65 responses

Ford: 30.8% Foster: 29.2% Kriseman: 20.0% Nurse: 6.2% Undecided: 13.8%

**Race Breakdown:**

White, Not Hispanic 333 responses

Ford: 25.8% Foster: 25.2% Kriseman: 23.7% Nurse: 11.7% Undecided: 13.5%

Black, Not Hispanic 63 responses

Ford: 34.9% Foster: 17.5% Kriseman: 11.1% Nurse: 11.1% Undecided: 25.4%

Asian or Pacific Islander 6 responses

Ford: 0% Foster: 66.7% Kriseman: 0% Nurse: 0% Undecided: 33.3%

Hispanic 9 responses

Ford: 66.7% Foster: 11.1% Kriseman: 22.2% Nurse: 0% Undecided: 0%

Other or Unknown 6 responses

Ford: 33.3% Foster: 33.3% Kriseman: 16.7% Nurse: 0% Undecided: 16.7%

**Gender Breakdown:**

Male 196 responses

Ford: 27.0% Foster: 25.0% Kriseman: 22.4% Nurse: 13.3% Undecided: 12.2%

Female 221 responses

Ford: 28.5% Foster: 24.0% Kriseman: 20.4% Nurse: 9.0% Undecided: 18.1%

**Age Breakdown:**

18 to 29 17 responses

Ford: 23.5% Foster: 35.3% Kriseman: 5.9% Nurse: 23.5% Undecided: 11.8%

30 to 49 82 responses

Ford: 30.5% Foster: 28.0% Kriseman: 28.0% Nurse: 8.5% Undecided: 4.9%

50 to 69 199 responses

Ford: 27.1% Foster: 20.6% Kriseman: 24.1% Nurse: 13.6% Undecided: 14.6%

70 and up 119 responses

Ford: 27.7% Foster: 26.9% Kriseman: 14.3% Nurse: 6.7% Undecided: 24.4%

**If the election for St. Pete Mayor was held today and the candidates were Kathleen Ford, Bill Foster, Rick Kriseman and Ken Welch, which one would you vote for?**

Kathleen Ford: 27.7%  
 Bill Foster: 22.1%  
 Rick Kriseman: 21.3%  
 Ken Welch: 12.7%  
 Undecided: 16.1%

**Non-Weighted Results and Demographic Breakdowns:**

Ford: 27.8%  
 Foster: 22.3%  
 Kriseman: 21.3%  
 Welch: 12.5%  
 Undecided: 16.1%

**Political Party Breakdown:**

Democratic Party 200 responses

Ford: 28.5% Foster: 13.0% Kriseman: 25.0% Welch: 17.5% Undecided: 16.0%

Republican Party 152 responses

Ford: 24.3% Foster: 32.9% Kriseman: 17.1% Welch: 7.9% Undecided: 17.8%

Independent Voter 65 responses

Ford: 33.8% Foster: 26.2% Kriseman: 20.0% Welch: 7.7% Undecided: 12.3%

**Race Breakdown:**

White, Not Hispanic 333 responses

Ford: 27.6% Foster: 24.0% Kriseman: 24.3% Welch: 9.0% Undecided: 15.0%

Black, Not Hispanic 63 responses

Ford: 27.0% Foster: 11.1% Kriseman: 7.9% Welch: 31.7% Undecided: 22.2%

Asian or Pacific Islander 6 responses

Ford: 0% Foster: 50.0% Kriseman: 0% Welch: 16.7% Undecided: 33.3%

Hispanic 9 responses

Ford: 66.7% Foster: 11.1% Kriseman: 22.2% Welch: 0% Undecided: 0%

Other or Unknown 6 responses

Ford: 16.7% Foster: 33.3% Kriseman: 16.7% Welch: 16.7% Undecided: 16.7%

**Gender Breakdown:**

Male 196 responses

Ford: 27.6% Foster: 24.0% Kriseman: 21.9% Welch: 14.3% Undecided: 12.2%

Female 221 responses

Ford: 28.1% Foster: 20.8% Kriseman: 20.8% Welch: 10.9% Undecided: 19.5%

**Age Breakdown:**

18 to 29 17 responses

Ford: 29.4% Foster: 35.3% Kriseman: 11.8% Welch: 5.9% Undecided: 17.6%

30 to 49 82 responses

Ford: 30.5% Foster: 24.4% Kriseman: 26.8% Welch: 13.4% Undecided: 4.9%

50 to 69 199 responses

Ford: 26.1% Foster: 20.6% Kriseman: 24.1% Welch: 14.1% Undecided: 15.1%

70 and up 119 responses

Ford: 28.6% Foster: 21.8% Kriseman: 14.3% Welch: 10.1% Undecided: 25.2%