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Matt Florell, President

**Subject: St. Petersburg, Florida 2013 election for District 4 City Council survey, conducted for SaintPetersBlog.com**

**Date: June 1, 2013**

### **Executive Summary:**

This poll of 301 registered City of St. Petersburg District 4 voters was conducted on Saturday, June 1, 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 random samples of registered voters within the city of St. Petersburg, Florida city council district 4.

The issues surveyed included only the 2013 race for city council district 4.

### **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 in St. Petersburg district 4. The demographics used were: party, race and age.

The voters polled were chosen at random within the registered voter population inside of the City of St. Petersburg district 4.

The scientific results shown in the summary below has a sample size of 301 and a margin of error of 5.6% at a 95% confidence level.

## Summary of Scientific Results:

**If the election for City Council District 4 were held today, would you vote for Carolyn Fries, David McKalip or Darden Rice?**

Carolyn Fries	15.0%
David McKalip	17.1%
Darden Rice:	25.5%
Undecided:	42.5%

## Detailed Results with Demographic Breakdowns for Each Question:

**If the election for City Council District 4 were held today, would you vote for Carolyn Fries, David McKalip or Darden Rice?**

Carolyn Fries	15.0%
David McKalip	17.1%
Darden Rice:	25.5%
Undecided:	42.5%

Non-Weighted Results and Demographic Breakdowns:

Fries:	15.3%
McKalip:	16.9%
Rice:	24.9%
Undecided:	42.9%

Political Party Breakdown:

Democratic Party 129 responses					
Fries:	20.9%	McKalip:	11.6%	Rice:	34.1%
				Undecided:	33.3%

Republican Party 97 responses					
Fries:	12.4%	McKalip:	24.7%	Rice:	12.4%
				Undecided:	50.5%

Independent Voter 75 responses					
Fries:	9.3%	McKalip:	16.0%	Rice:	25.3%
				Undecided:	49.3%

Race Breakdown:

White, Not Hispanic 273 responses					
Fries:	16.1%	McKalip:	16.8%	Rice:	23.8%
				Undecided:	43.2%

Black, Not Hispanic 11 responses					
Fries:	0%	McKalip:	9.1%	Rice:	45.5%
				Undecided:	45.5%

Asian or Pacific Islander 2 responses					
Fries:	0%	McKalip:	50.0%	Rice:	0%
				Undecided:	50.0%

Hispanic 8 responses					
Fries:	0%	McKalip:	25.0%	Rice:	50.0%
				Undecided:	25.0%

Other or Unknown 6 responses					
Fries:	33.3%	McKalip:	0%	Rice:	16.7%
				Undecided:	50.0%

Gender Breakdown:

Male 135 responses					
Fries:	17.0%	McKalip:	22.2%	Rice:	24.4%
				Undecided:	36.3%

Female 166 responses					
Fries:	13.9%	McKalip:	12.7%	Rice:	25.3%
				Undecided:	48.2%

Age Breakdown:

18 to 29 22 responses					
Fries:	13.6%	McKalip:	18.2%	Rice:	36.4%
				Undecided:	31.8%

30 to 49 83 responses					
Fries:	14.5%	McKalip:	13.3%	Rice:	27.7%
				Undecided:	44.6%

50 to 69 138 responses					
Fries:	16.7%	McKalip:	21.0%	Rice:	23.9%
				Undecided:	38.4%

70 and up 58 responses					
Fries:	13.8%	McKalip:	12.1%	Rice:	19.0%
				Undecided:	55.2%