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Subject: St. Petersburg, Florida 2013 election for Mayor survey, conducted for SaintPetersBlog.com

Date: April 15, 2013

Executive Summary:

This poll of 479 registered City of St. Petersburg voters was conducted on Monday, April 15, 2013. This poll used the registered voter lists supplied by the state of Florida as of March 3rd, 2013. The sample of voters that were called included random samples of registered voters within the city of St. Petersburg, Florida.

The issues surveyed included a defined set of three candidates in the 2013 race for Mayor, and the favorability of those 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 registered voter population in St. Petersburg. 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.

The scientific results shown in the summary below have a sample size of 479 and margin of error of 4.5% at a 95% confidence level.

Summary of Scientific Results:

If the election for Mayor of St. Petersburg was held today, would you vote for Kathleen Ford, Bill Foster or Rick Kriseman?

Kathleen Ford:	27.2%
Bill Foster:	28.4%
Rick Kriseman:	23.0%
Undecided:	21.4%

Do you have a favorable or unfavorable opinion of Kathleen Ford?

Favorable:	36.0%
Unfavorable:	27.0%
Unsure:	37.0%

Do you have a favorable or unfavorable opinion of Bill Foster?

Favorable:	35.9%
Unfavorable:	44.1%
Unsure:	20.1%

Do you have a favorable or unfavorable opinion of Rick Kriseman?

Favorable:	32.3%
Unfavorable:	24.1%
Unsure:	43.6%

Detailed Results with Demographic Breakdowns for Each Question:

If the election for Mayor of St. Petersburg was held today, would you vote for Kathleen Ford, Bill Foster or Rick Kriseman?

Kathleen Ford:	27.2%
Bill Foster:	28.4%
Rick Kriseman:	23.0%
Undecided:	21.4%

Non-Weighted Results and Demographic Breakdowns:

Ford:	27.1%
Foster:	28.6%
Kriseman:	23.2%
Undecided:	21.1%

Political Party Breakdown:

Democratic Party 245 responses				
Ford: 30.6%	Foster: 21.6%	Kriseman: 26.1%	Undecided: 21.6%	
Republican Party 145 responses				
Ford: 22.1%	Foster: 42.1%	Kriseman: 20.7%	Undecided: 15.2%	
Independent Voter 89 responses				
Ford: 25.8%	Foster: 25.8%	Kriseman: 19.1%	Undecided: 29.2%	

Race Breakdown:

White, Not Hispanic 344 responses				
Ford: 27.0%	Foster: 29.4%	Kriseman: 26.2%	Undecided: 17.4%	
Black, Not Hispanic 100 responses				
Ford: 24.0%	Foster: 28.0%	Kriseman: 14.0%	Undecided: 34.0%	
Asian or Pacific Islander 10 responses				
Ford: 50.0%	Foster: 20.0%	Kriseman: 20.0%	Undecided: 10.0%	
Hispanic 14 responses				
Ford: 28.6%	Foster: 35.7%	Kriseman: 14.3%	Undecided: 21.4%	
Other or Unknown 7 responses				
Ford: 57.1%	Foster: 14.3%	Kriseman: 0%	Undecided: 28.6%	

Gender Breakdown:

Male 227 responses				
Ford: 27.3%	Foster: 30.8%	Kriseman: 20.7%	Undecided: 21.1%	
Female 252 responses				
Ford: 27.0%	Foster: 26.6%	Kriseman: 25.4%	Undecided: 21.0%	

Age Breakdown:

18 to 29 85 responses				
Ford: 37.6%	Foster: 20.0%	Kriseman: 17.6%	Undecided: 24.7%	
30 to 49 156 responses				
Ford: 24.4%	Foster: 26.9%	Kriseman: 23.1%	Undecided: 25.6%	
50 to 69 166 responses				
Ford: 27.1%	Foster: 30.1%	Kriseman: 25.3%	Undecided: 17.5%	
70 and up 70 responses				
Ford: 21.4%	Foster: 38.6%	Kriseman: 24.3%	Undecided: 15.7%	

Do you have a favorable or unfavorable opinion of Kathleen Ford?

Favorable:	36.0%
Unfavorable:	27.0%
Unsure:	37.0%

Non-Weighted Results and Demographic Breakdowns:

Favorable:	36.1%
Unfavorable:	27.1%
Unsure:	36.7%

Political Party Breakdown:

Democratic Party	245 responses				
Favorable:	40.4%	Unfavorable:	24.9%	Unsure:	34.7%

Republican Party	145 responses				
Favorable:	31.7%	Unfavorable:	33.1%	Unsure:	35.2%

Independent Voter	89 responses				
Favorable:	31.5%	Unfavorable:	23.6%	Unsure:	44.9%

Race Breakdown:

White, Not Hispanic	344 responses				
Favorable:	36.9%	Unfavorable:	29.4%	Unsure:	33.7%

Black, Not Hispanic	100 responses				
Favorable:	31.0%	Unfavorable:	20.0%	Unsure:	49.0%

Asian or Pacific Islander	10 responses				
Favorable:	50.0%	Unfavorable:	20.0%	Unsure:	30.0%

Hispanic	14 responses				
Favorable:	42.9%	Unfavorable:	35.7%	Unsure:	21.4%

Other or Unknown	7 responses				
Favorable:	57.1%	Unfavorable:	0%	Unsure:	42.9%

Gender Breakdown:

Male	227 responses				
Favorable:	33.0%	Unfavorable:	27.8%	Unsure:	39.2%

Female	252 responses				
Favorable:	38.9%	Unfavorable:	26.6%	Unsure:	34.5%

Age Breakdown:

18 to 29	85 responses				
Favorable:	42.4%	Unfavorable:	21.2%	Unsure:	36.5%

30 to 49	156 responses				
Favorable:	29.5%	Unfavorable:	28.8%	Unsure:	41.7%

50 to 69	166 responses				
Favorable:	38.6%	Unfavorable:	29.5%	Unsure:	31.9%

70 and up	70 responses				
Favorable:	37.1%	Unfavorable:	24.3%	Unsure:	38.6%

Do you have a favorable or unfavorable opinion of Bill Foster?

Favorable: 35.9%
Unfavorable: 44.1%
Unsure: 20.1%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 36.1%
Unfavorable: 44.1%
Unsure: 19.8%

Political Party Breakdown:

Democratic Party 245 responses
Favorable: 31.4% Unfavorable: 49.4% Unsure: 19.2%

Republican Party 145 responses
Favorable: 45.5% Unfavorable: 35.2% Unsure: 19.3%

Independent Voter 89 responses
Favorable: 33.7% Unfavorable: 43.8% Unsure: 22.5%

Race Breakdown:

White, Not Hispanic 344 responses
Favorable: 36.9% Unfavorable: 45.3% Unsure: 17.7%

Black, Not Hispanic 100 responses
Favorable: 37.0% Unfavorable: 36.0% Unsure: 27.0%

Asian or Pacific Islander 10 responses
Favorable: 20.0% Unfavorable: 70.0% Unsure: 10.0%

Hispanic 14 responses
Favorable: 35.7% Unfavorable: 57.1% Unsure: 7.1%

Other or Unknown 7 responses
Favorable: 28.6% Unfavorable: 28.6% Unsure: 42.9%

Gender Breakdown:

Male 227 responses
Favorable: 36.1% Unfavorable: 44.9% Unsure: 18.9%

Female 252 responses
Favorable: 36.1% Unfavorable: 43.3% Unsure: 20.6%

Age Breakdown:

18 to 29 85 responses
Favorable: 22.4% Unfavorable: 50.6% Unsure: 27.1%

30 to 49 156 responses
Favorable: 36.5% Unfavorable: 43.6% Unsure: 19.9%

50 to 69 166 responses
Favorable: 39.8% Unfavorable: 44.6% Unsure: 15.7%

70 and up 70 responses
Favorable: 44.3% Unfavorable: 35.7% Unsure: 20.0%

Do you have a favorable or unfavorable opinion of Rick Kriseman?

Favorable:	32.3%
Unfavorable:	24.1%
Unsure:	43.6%

Non-Weighted Results and Demographic Breakdowns:

Favorable:	32.6%
Unfavorable:	24.0%
Unsure:	43.4%

Political Party Breakdown:

Democratic Party 245 responses					
Favorable:	37.1%	Unfavorable:	21.2%	Unsure:	41.6%

Republican Party 145 responses					
Favorable:	27.6%	Unfavorable:	29.0%	Unsure:	43.4%

Independent Voter 89 responses					
Favorable:	28.1%	Unfavorable:	23.6%	Unsure:	48.3%

Race Breakdown:

White, Not Hispanic 344 responses					
Favorable:	37.2%	Unfavorable:	22.4%	Unsure:	40.4%

Black, Not Hispanic 100 responses					
Favorable:	20.0%	Unfavorable:	25.0%	Unsure:	55.0%

Asian or Pacific Islander 10 responses					
Favorable:	30.0%	Unfavorable:	30.0%	Unsure:	40.0%

Hispanic 14 responses					
Favorable:	14.3%	Unfavorable:	50.0%	Unsure:	35.7%

Other or Unknown 7 responses					
Favorable:	14.3%	Unfavorable:	28.6%	Unsure:	57.1%

Gender Breakdown:

Male 227 responses					
Favorable:	28.6%	Unfavorable:	26.9%	Unsure:	44.5%

Female 252 responses					
Favorable:	36.1%	Unfavorable:	21.4%	Unsure:	42.5%

Age Breakdown:

18 to 29 85 responses					
Favorable:	22.4%	Unfavorable:	35.3%	Unsure:	42.4%

30 to 49 156 responses					
Favorable:	33.3%	Unfavorable:	19.2%	Unsure:	47.4%

50 to 69 166 responses					
Favorable:	36.7%	Unfavorable:	24.7%	Unsure:	38.6%

70 and up 70 responses					
Favorable:	32.9%	Unfavorable:	18.6%	Unsure:	48.6%