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Subject: February 2013 City of St. Petersburg survey conducted for SaintPetersBlog.com about the Tampa Bay Times

Date: February 28, 2013

Executive Summary:

This poll of City of St. Petersburg registered voters was conducted on Wednesday, February 27, 2013. This poll used the registered voter lists supplied by the state of Florida as of January 3rd, 2013. The sample of voters that were called included random samples of registered voters in the City of St. Petersburg, Florida.

The issues surveyed included opinion questions about the Tampa Bay Times newspaper.

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. The demographics used were: political party, race and age.

The voters polled were chosen at random within the City of St. Petersburg.

This is a poll of registered voters that uses a sample from all registered voters and then weights the results against the demographics of all registered voters.

The scientific results shown in the summary below have a sample size of 553 and margin of error of 4.2% at a 95% confidence level.

Summary of Scientific Results:

Do you have a favorable opinion of the Tampa Bay Times?

Favorable:	61.5%
Unfavorable:	23.5%
Unsure:	15.0%

Are you more likely or less likely to support a political candidate who is recommended by the Tampa Bay Times editorial board?

More likely:	32.8%
Less likely:	37.5%
Unsure:	29.6%

Do you support or not support or not care about the local newspaper's decision to change its name to Tampa Bay Times?

Support:	22.4%
Do not support:	51.6%
Do not care:	25.9%

Do you agree with the following statement: The Tampa Bay Times coverage of the debate concerning the new St. Petersburg Pier has been balanced and fair.

Agree:	34.6%
Do not agree:	29.8%
Unsure:	35.6%

Do you agree with the following statement: The Tampa Bay Times coverage of the Tampa Bay Rays pursuit of a new stadium has been balanced and fair.

Agree:	45.1%
Do not agree:	23.4%
Unsure:	31.6%

Detailed Results with Demographic Breakdowns for Each Question:

Do you have a favorable opinion of the Tampa Bay Times?

Favorable: 61.5%
Unfavorable: 23.5%
Unsure: 15.0%

Non-Weighted Results and Demographic Breakdowns:

Favorable: 61.3%
Unfavorable: 23.7%
Unsure: 15.0%

Political Party Breakdown:

Democratic Party 279 responses

Favorable: 69.5% Unfavorable: 14.7% Unsure: 15.8%

Republican Party 178 responses

Favorable: 46.1% Unfavorable: 40.4% Unsure: 13.5%

Independent Voter 96 responses

Favorable: 65.6% Unfavorable: 18.8% Unsure: 15.6%

Race Breakdown:

White, Not Hispanic 410 responses

Favorable: 62.7% Unfavorable: 24.6% Unsure: 12.7%

Black, Not Hispanic 98 responses

Favorable: 57.1% Unfavorable: 20.4% Unsure: 22.4%

Asian or Pacific Islander 7 responses

Favorable: 57.1% Unfavorable: 42.9% Unsure: 0%

Hispanic 25 responses

Favorable: 60.0% Unfavorable: 16.0% Unsure: 24.0%

Other or Unknown 11 responses

Favorable: 45.5% Unfavorable: 27.3% Unsure: 27.3%

Gender Breakdown:

Male 279 responses

Favorable: 59.9% Unfavorable: 25.4% Unsure: 14.7%

Female 274 responses

Favorable: 62.8% Unfavorable: 21.9% Unsure: 15.3%

Age Breakdown:

18 to 29 79 responses

Favorable: 67.1% Unfavorable: 19.0% Unsure: 13.9%

30 to 49 193 responses

Favorable: 57.0% Unfavorable: 27.5% Unsure: 15.5%

50 to 69 189 responses

Favorable: 67.7% Unfavorable: 20.6% Unsure: 11.6%

70 and up 90 responses

Favorable: 51.1% Unfavorable: 26.7% Unsure: 22.2%

Are you more likely or less likely to support a political candidate who is recommended by the Tampa Bay Times editorial board?

More likely: 32.8%
Less likely: 37.5%
Unsure: 29.6%

Non-Weighted Results and Demographic Breakdowns:

More likely: 32.9%
Less likely: 37.6%
Unsure: 29.5%

Political Party Breakdown:

Democratic Party 279 responses
More likely: 47.0% Less likely: 23.7% Unsure: 29.4%

Republican Party 178 responses
More likely: 12.9% Less likely: 59.6% Unsure: 27.5%

Independent Voter 96 responses
More likely: 29.2% Less likely: 37.5% Unsure: 33.3%

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Hispanic 25 responses
More likely: 36.0% Less likely: 24.0% Unsure: 40.0%

Other or Unknown 11 responses
More likely: 36.4% Less likely: 18.2% Unsure: 45.5%

Gender Breakdown:

Male 279 responses
More likely: 34.8% Less likely: 38.4% Unsure: 26.9%

Female 274 responses
More likely: 31.0% Less likely: 36.9% Unsure: 32.1%

Age Breakdown:

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50 to 69 189 responses
More likely: 40.2% Less likely: 36.0% Unsure: 23.8%

70 and up 90 responses
More likely: 25.6% Less likely: 43.3% Unsure: 31.1%

Do you support or not support or not care about the local newspaper's decision to change its name to Tampa Bay Bay Times?

Support: 22.4%
Do not support: 51.6%
Do not care: 25.9%

Non-Weighted Results and Demographic Breakdowns:

Support: 22.2%
Do not support: 51.9%
Do not care: 25.9%

Political Party Breakdown:

Democratic Party 279 responses
Support: 22.9% Do not support: 53.0% Do not care: 24.0%

Republican Party 178 responses
Support: 19.7% Do not support: 52.2% Do not care: 28.1%

Independent Voter 96 responses
Support: 25.0% Do not support: 47.9% Do not care: 27.1%

Race Breakdown:

White, Not Hispanic 410 responses
Support: 23.2% Do not support: 52.0% Do not care: 24.9%

Black, Not Hispanic 98 responses
Support: 17.3% Do not support: 57.1% Do not care: 25.5%

Asian or Pacific Islander 7 responses
Support: 28.6% Do not support: 57.1% Do not care: 14.3%

Hispanic 25 responses
Support: 24.0% Do not support: 40.0% Do not care: 36.0%

Other or Unknown 11 responses
Support: 18.2% Do not support: 36.4% Do not care: 45.5%

Gender Breakdown:

Male 279 responses
Support: 22.6% Do not support: 53.4% Do not care: 24.0%

Female 274 responses
Support: 21.9% Do not support: 50.4% Do not care: 27.7%

Age Breakdown:

18 to 29 79 responses
Support: 27.8% Do not support: 44.3% Do not care: 27.8%

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Support: 24.4% Do not support: 45.1% Do not care: 30.6%

50 to 69 189 responses
Support: 21.7% Do not support: 54.5% Do not care: 23.8%

70 and up 90 responses
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Republican Party 178 responses
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Independent Voter 96 responses
Agree: 31.2% Do not agree: 31.2% Unsure: 37.5%

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Agree: 35.9% Do not agree: 31.5% Unsure: 32.7%

Black, Not Hispanic 98 responses
Agree: 34.7% Do not agree: 23.5% Unsure: 41.8%

Asian or Pacific Islander 7 responses
Agree: 42.9% Do not agree: 42.9% Unsure: 14.3%

Hispanic 25 responses
Agree: 28.0% Do not agree: 24.0% Unsure: 48.0%

Other or Unknown 11 responses
Agree: 9.1% Do not agree: 27.3% Unsure: 63.6%

Gender Breakdown:

Male 279 responses
Agree: 33.3% Do not agree: 32.3% Unsure: 34.4%

Female 274 responses
Agree: 36.1% Do not agree: 27.4% Unsure: 36.5%

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