

**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%

**Race Breakdown:**

White, Not Hispanic 410 responses

More likely:	32.0%
Less likely:	40.7%

Unsure: 27.3%

Black, Not Hispanic 98 responses

More likely:	35.7%
Less likely:	28.6%

Unsure: 35.7%

Asian or Pacific Islander 7 responses

More likely:	28.6%
Less likely:	57.1%

Unsure: 14.3%

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:**

18 to 29 79 responses

More likely:	32.9%
Less likely:	29.1%

Unsure: 38.0%

30 to 49 193 responses

More likely:	29.5%
Less likely:	39.9%

Unsure: 30.6%

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%

30 to 49	193 responses				
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				
Support:	13.3%	Do not support:	67.8%	Do not care:	18.9%

**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%

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

Agree:	34.7%
Do not agree:	29.8%
Unsure:	35.4%

**Political Party Breakdown:**

Democratic Party	279 responses				
Agree:	42.7%	Do not agree:	20.1%	Unsure:	37.3%

Republican Party	178 responses				
Agree:	24.2%	Do not agree:	44.4%	Unsure:	31.5%

Independent Voter	96 responses				
Agree:	31.2%	Do not agree:	31.2%	Unsure:	37.5%

**Race Breakdown:**

White, Not Hispanic	410 responses				
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%

**Age Breakdown:**

18 to 29	79 responses				
Agree:	32.9%	Do not agree:	24.1%	Unsure:	43.0%

30 to 49	193 responses				
Agree:	32.6%	Do not agree:	30.6%	Unsure:	36.8%

50 to 69	189 responses				
Agree:	44.4%	Do not agree:	25.4%	Unsure:	30.2%

70 and up	90 responses				
Agree:	21.1%	Do not agree:	42.2%	Unsure:	36.7%

**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%

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

Agree:	45.0%
Do not agree:	23.3%
Unsure:	31.6%

**Political Party Breakdown:**

Democratic Party	279 responses				
Agree:	49.1%	Do not agree:	17.9%	Unsure:	33.0%

Republican Party	178 responses				
Agree:	37.6%	Do not agree:	32.0%	Unsure:	30.3%

Independent Voter	96 responses				
Agree:	46.9%	Do not agree:	22.9%	Unsure:	30.2%

**Race Breakdown:**

White, Not Hispanic	410 responses				
Agree:	47.6%	Do not agree:	22.4%	Unsure:	30.0%

Black, Not Hispanic	98 responses				
Agree:	35.7%	Do not agree:	29.6%	Unsure:	34.7%

Asian or Pacific Islander	7 responses				
Agree:	28.6%	Do not agree:	42.9%	Unsure:	28.6%

Hispanic	25 responses				
Agree:	40.0%	Do not agree:	12.0%	Unsure:	48.0%

Other or Unknown	11 responses				
Agree:	45.5%	Do not agree:	18.2%	Unsure:	36.4%

**Gender Breakdown:**

Male	279 responses				
Agree:	44.8%	Do not agree:	24.7%	Unsure:	30.5%

Female	274 responses				
Agree:	45.3%	Do not agree:	21.9%	Unsure:	32.8%

**Age Breakdown:**

18 to 29	79 responses				
Agree:	43.0%	Do not agree:	24.1%	Unsure:	32.9%

30 to 49	193 responses				
Agree:	45.1%	Do not agree:	24.9%	Unsure:	30.1%

50 to 69	189 responses				
Agree:	49.7%	Do not agree:	19.6%	Unsure:	30.7%

70 and up	90 responses				
Agree:	36.7%	Do not agree:	27.8%	Unsure:	35.6%