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Subject: 2014 Florida Democratic primary for Governor polling results of active voters

Date: September 9, 2012

Executive Summary:

This poll of 1,689 active democratic voters was conducted on Saturday, September 8, 2012. This poll used the registered voter lists supplied by the state of Florida as of August 9th, 2012. The sample of voters that were called included a proportional sample of registered democratic voters in the state of Florida.

The poll asks about a hypothetical race for Governor, as well as the favorability of the potential 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 active voter population. The demographics used were: race, gender and age.

The voters polled were chosen at random within each of Florida's 120 State House districts. The number of voters chosen from each district were proportional to the the number of democratic voters within that district.

In order to qualify respondents as active voters, only those voters that had voted in a recent election were called, and those voters were asked what political party they were registered with. Only if they responded that they were a registered Democrat were they then asked the other questions in this poll.

The scientific results shown in the summary have a margin of error of $\pm 2.4\%$ at a 95% confidence level.

Summary of Scientific Results:

In a hypothetical match-up for the 2014 democratic primary for Governor, who would you vote for: Charlie Crist, Buddy Dyer, Nan Rich, Alex Sink or Rod Smith?

Charlie Crist:	60.9%
Buddy Dyer:	7.0%
Nan Rich:	3.5%
Alex Sink:	25.1%
Rod Smith:	3.4%

Do you have a favorable or unfavorable opinion of Charlie Crist?

Favorable:	73.1%
Unfavorable:	16.2%
Do not know:	10.7%

Do you have a favorable or unfavorable opinion of Buddy Dyer?

Favorable:	20.1%
Unfavorable:	25.1%
Do not know:	54.7%

Do you have a favorable or unfavorable opinion of Nan Rich?

Favorable:	13.3%
Unfavorable:	22.3%
Do not know:	64.4%

Do you have a favorable or unfavorable opinion of Alex Sink?

Favorable:	55.1%
Unfavorable:	20.6%
Do not know:	24.3%

Do you have a favorable or unfavorable opinion of Rod Smith?

Favorable:	13.8%
Unfavorable:	22.0%
Do not know:	64.2%

Detailed Non-Weighted Results with Demographic Breakdowns for Each Question:

**In a hypothetical match-up for the 2014 democratic primary for Governor, who would you vote for:
Charlie Crist, Buddy Dyer, Nan Rich, Alex Sink or Rod Smith?**

Charlie Crist: 61.4%
Buddy Dyer: 7.0%
Nan Rich: 3.4%
Alex Sink: 24.8%
Rod Smith: 3.5%

Race Breakdown:

White, Not Hispanic 1026 responses

Charlie Crist: 60.8% Buddy Dyer: 5.1% Nan Rich: 4.0% Alex Sink: 27.2% Rod Smith: 2.9%

Black, Not Hispanic 467 responses

Charlie Crist: 62.5% Buddy Dyer: 10.5% Nan Rich: 1.7% Alex Sink: 19.7% Rod Smith: 5.6%

Asian or Pacific Islander 16 responses

Charlie Crist: 62.5% Buddy Dyer: 6.2% Nan Rich: 6.2% Alex Sink: 18.8% Rod Smith: 6.2%

Other or Unknown 44 responses

Charlie Crist: 56.8% Buddy Dyer: 9.1% Nan Rich: 2.3% Alex Sink: 29.5% Rod Smith: 2.3%

Gender Breakdown:

Male 685 responses

Charlie Crist: 60.1% Buddy Dyer: 8.2% Nan Rich: 3.5% Alex Sink: 24.7% Rod Smith: 3.5%

Female 1002 responses

Charlie Crist: 62.1% Buddy Dyer: 6.1% Nan Rich: 3.4% Alex Sink: 25.0% Rod Smith: 3.5%

Age Breakdown:

18 to 29 163 responses

Charlie Crist: 41.7% Buddy Dyer: 9.2% Nan Rich: 3.1% Alex Sink: 41.1% Rod Smith: 4.9%

30 to 49 504 responses

Charlie Crist: 58.3% Buddy Dyer: 7.7% Nan Rich: 4.6% Alex Sink: 26.0% Rod Smith: 3.4%

50 to 69 642 responses

Charlie Crist: 67.0% Buddy Dyer: 5.9% Nan Rich: 2.6% Alex Sink: 21.0% Rod Smith: 3.4%

70 and up 386 responses

Charlie Crist: 64.2% Buddy Dyer: 6.7% Nan Rich: 3.4% Alex Sink: 22.5% Rod Smith: 3.1%

Do you have a favorable or unfavorable opinion of Charlie Crist?

Favorable: 73.5%
Unfavorable: 15.8%
Do not know: 10.7%

Race Breakdown:

White, Not Hispanic 985 responses

Favorable: 77.4% Unfavorable: 14.1% Do not know: 8.5%

Black, Not Hispanic 434 responses

Favorable: 65.7% Unfavorable: 18.7% Do not know: 15.7%

Asian or Pacific Islander 14 responses

Favorable: 57.1% Unfavorable: 14.3% Do not know: 28.6%

Other or Unknown 41 responses

Favorable: 70.7% Unfavorable: 24.4% Do not know: 4.9%

Gender Breakdown:

Male 652 responses

Favorable: 75.8% Unfavorable: 16.3% Do not know: 8.0%

Female 944 responses

Favorable: 71.9% Unfavorable: 15.5% Do not know: 12.6%

Age Breakdown:

18 to 29 155 responses

Favorable: 57.4% Unfavorable: 27.7% Do not know: 14.8%

30 to 49 470 responses

Favorable: 70.2% Unfavorable: 19.1% Do not know: 10.6%

50 to 69 613 responses

Favorable: 77.3% Unfavorable: 12.9% Do not know: 9.8%

70 and up 366 responses

Favorable: 78.1% Unfavorable: 11.5% Do not know: 10.4%

Do you have a favorable or unfavorable opinion of Buddy Dyer?

Favorable: 19.5%
Unfavorable: 25.2%
Do not know: 55.3%

Race Breakdown:

White, Not Hispanic 900 responses

Favorable: 17.1% Unfavorable: 21.3% Do not know: 61.6%

Black, Not Hispanic 374 responses

Favorable: 20.9% Unfavorable: 34.2% Do not know: 44.9%

Asian or Pacific Islander 11 responses

Favorable: 18.2% Unfavorable: 36.4% Do not know: 45.5%

Other or Unknown 39 responses

Favorable: 28.2% Unfavorable: 25.6% Do not know: 46.2%

Gender Breakdown:

Male 586 responses

Favorable: 22.0% Unfavorable: 27.8% Do not know: 50.2%

Female 842 responses

Favorable: 17.5% Unfavorable: 23.5% Do not know: 59.0%

Age Breakdown:

18 to 29 135 responses

Favorable: 29.6% Unfavorable: 20.7% Do not know: 49.6%

30 to 49 417 responses

Favorable: 21.1% Unfavorable: 27.6% Do not know: 51.3%

50 to 69 543 responses

Favorable: 17.9% Unfavorable: 24.3% Do not know: 57.8%

70 and up 339 responses

Favorable: 16.2% Unfavorable: 25.4% Do not know: 58.4%

Do you have a favorable or unfavorable opinion of Nan Rich?

Favorable: 13.0%
Unfavorable: 22.0%
Do not know: 65.0%

Race Breakdown:

White, Not Hispanic 873 responses
Favorable: 12.5% Unfavorable: 17.2% Do not know: 70.3%

Black, Not Hispanic 353 responses
Favorable: 11.9% Unfavorable: 32.0% Do not know: 56.1%

Asian or Pacific Islander 11 responses
Favorable: 0% Unfavorable: 45.5% Do not know: 54.5%

Other or Unknown 38 responses
Favorable: 15.8% Unfavorable: 26.3% Do not know: 57.9%

Gender Breakdown:

Male 555 responses
Favorable: 14.1% Unfavorable: 24.5% Do not know: 61.4%

Female 815 responses
Favorable: 12.3% Unfavorable: 20.4% Do not know: 67.4%

Age Breakdown:

18 to 29 130 responses
Favorable: 16.9% Unfavorable: 24.6% Do not know: 58.5%

30 to 49 399 responses
Favorable: 13.3% Unfavorable: 23.6% Do not know: 63.2%

50 to 69 520 responses
Favorable: 11.5% Unfavorable: 20.2% Do not know: 68.3%

70 and up 327 responses
Favorable: 13.5% Unfavorable: 22.0% Do not know: 64.5%

Do you have a favorable or unfavorable opinion of Alex Sink?

Favorable: 55.0%
Unfavorable: 20.6%
Do not know: 24.4%

Race Breakdown:

White, Not Hispanic 859 responses
Favorable: 58.4% Unfavorable: 19.0% Do not know: 22.6%

Black, Not Hispanic 346 responses
Favorable: 48.0% Unfavorable: 23.4% Do not know: 28.6%

Asian or Pacific Islander 11 responses
Favorable: 36.4% Unfavorable: 54.5% Do not know: 9.1%

Other or Unknown 35 responses
Favorable: 48.6% Unfavorable: 20.0% Do not know: 31.4%

Gender Breakdown:

Male 543 responses
Favorable: 57.1% Unfavorable: 21.5% Do not know: 21.4%

Female 801 responses
Favorable: 53.8% Unfavorable: 19.9% Do not know: 26.3%

Age Breakdown:

18 to 29 129 responses
Favorable: 66.7% Unfavorable: 14.7% Do not know: 18.6%

30 to 49 389 responses
Favorable: 57.6% Unfavorable: 21.6% Do not know: 20.8%

50 to 69 514 responses
Favorable: 52.1% Unfavorable: 22.0% Do not know: 25.9%

70 and up 318 responses
Favorable: 51.6% Unfavorable: 19.5% Do not know: 28.9%

Do you have a favorable or unfavorable opinion of Rod Smith?

Favorable: 13.5%
Unfavorable: 21.8%
Do not know: 64.7%

Race Breakdown:

White, Not Hispanic 855 responses
Favorable: 13.5% Unfavorable: 17.4% Do not know: 69.1%

Black, Not Hispanic 334 responses
Favorable: 12.9% Unfavorable: 31.1% Do not know: 56.0%

Asian or Pacific Islander 11 responses
Favorable: 0% Unfavorable: 36.4% Do not know: 63.6%

Other or Unknown 34 responses
Favorable: 14.7% Unfavorable: 29.4% Do not know: 55.9%

Gender Breakdown:

Male 530 responses
Favorable: 16.4% Unfavorable: 23.8% Do not know: 59.8%

Female 790 responses
Favorable: 11.5% Unfavorable: 20.5% Do not know: 68.0%

Age Breakdown:

18 to 29 127 responses
Favorable: 22.0% Unfavorable: 22.0% Do not know: 55.9%

30 to 49 384 responses
Favorable: 13.8% Unfavorable: 22.7% Do not know: 63.5%

50 to 69 503 responses
Favorable: 11.5% Unfavorable: 21.3% Do not know: 67.2%

70 and up 312 responses
Favorable: 12.8% Unfavorable: 21.5% Do not know: 65.7%