

		GENDER			RACE					AGE					DESIGNATED MARKET AREA (DMA)										
		TOTAL	Woman	Man	African American	White	Hispanic	Asian	Other / prefer not to say	18-29	30-39	40-49	50-69	70+	FT. MYERS/ NAPLES DMA (EST.)	GAINESVILLE DMA (EST.)	JACKSONVILLE DMA (EST.)	MIAMI/FT. LAUDER DMA (EST.)	MOBILE/ PENSACOLA DMA (EST.)	ORLANDO/ DAYT BCH DMA (EST.)	PANAMA CITY DMA (EST.)	TALLA-HASSEE DMA (EST.)	TAMPA/ST. PETE DMA (EST.)	WEST PALM BEACH DMA (EST.)	
Q1	Almost Certain	79%	79%	79%	69%	81%	87%	82%	89%	90%	32%	90%	91%	80%	95%	79%	89%	77%	97%	89%	92%	53%	67%	88%	
	probably	10%	14%	4%	5%	14%	9%	10%	7%	6%	25%	0%	7%	8%	2%	9%	7%	19%	0%	3%	7%	8%	37%	3%	4%
	50/50	11%	7%	17%	26%	5%	4%	8%	4%	4%	43%	10%	2%	12%	3%	13%	3%	4%	0%	3%	0%	9%	30%	8%	8%
Q2	Favorable	26%	21%	33%	35%	22%	19%	19%	28%	7%	71%	38%	25%	10%	21%	24%	28%	18%	22%	19%	43%	23%	32%	43%	
	Unfavorable	10%	9%	10%	10%	12%	5%	0%	9%	17%	0%	6%	11%	9%	0%	6%	1%	16%	18%	8%	5%	16%	10%	5%	
	Not Sure	64%	69%	57%	55%	65%	76%	81%	63%	76%	29%	56%	64%	81%	79%	70%	71%	66%	60%	72%	53%	61%	58%	52%	
Q3	Favorable	43%	36%	52%	51%	43%	31%	39%	36%	35%	55%	32%	43%	50%	31%	45%	18%	38%	33%	48%	45%	28%	60%	18%	
	Unfavorable	9%	11%	7%	11%	9%	5%	8%	12%	11%	0%	17%	11%	8%	6%	7%	1%	9%	10%	6%	37%	26%	9%	14%	
	Not Sure	48%	53%	42%	37%	47%	65%	53%	52%	54%	45%	51%	46%	43%	62%	48%	81%	54%	57%	46%	19%	46%	31%	68%	
Q4	Favorable	29%	19%	43%	32%	31%	23%	16%	20%	4%	87%	28%	30%	15%	22%	37%	61%	22%	8%	28%	15%	8%	25%	48%	
	Unfavorable	11%	8%	14%	10%	13%	5%	0%	17%	19%	0%	14%	11%	13%	5%	15%	9%	24%	22%	9%	31%	12%	7%	1%	
	Not Sure	60%	73%	43%	58%	55%	73%	84%	63%	77%	13%	58%	59%	72%	74%	48%	30%	54%	70%	64%	54%	81%	68%	51%	
Q5	Favorable	36%	40%	31%	32%	36%	42%	50%	41%	34%	0%	38%	47%	45%	40%	25%	32%	60%	27%	23%	11%	27%	36%	45%	
	Unfavorable	13%	10%	17%	9%	18%	8%	0%	16%	3%	16%	14%	17%	11%	6%	19%	32%	7%	57%	18%	15%	10%	9%	4%	
	Not Sure	51%	50%	51%	59%	47%	50%	50%	42%	64%	84%	48%	35%	45%	54%	55%	36%	33%	16%	60%	74%	63%	56%	51%	
Q6	Favorable	11%	12%	10%	14%	8%	15%	8%	8%	24%	0%	9%	16%	5%	11%	11%	4%	18%	0%	11%	0%	11%	10%	10%	
	Unfavorable	21%	10%	37%	33%	20%	4%	10%	18%	23%	59%	21%	12%	14%	10%	19%	36%	20%	29%	10%	31%	13%	29%	24%	
	Not Sure	68%	78%	54%	53%	72%	81%	81%	74%	53%	41%	70%	72%	81%	79%	69%	60%	62%	71%	79%	69%	76%	61%	66%	
Q7	Andrew Gillum	8%	10%	6%	9%	8%	4%	10%	15%	0%	13%	20%	7%	4%	0%	12%	0%	11%	19%	7%	32%	32%	3%	10%	
	Gwen Graham	26%	23%	30%	28%	33%	10%	28%	23%	31%	13%	29%	26%	31%	29%	19%	14%	27%	33%	34%	45%	19%	28%	9%	
	Chris King	15%	13%	18%	7%	20%	0%	7%	3%	32%	6%	18%	8%	8%	6%	33%	62%	13%	6%	11%	0%	8%	3%	32%	
	Phillip Levine	27%	25%	30%	37%	18%	30%	36%	22%	14%	43%	20%	29%	28%	33%	7%	6%	39%	24%	14%	0%	16%	41%	26%	
	Jeff Greene	3%	1%	5%	4%	2%	2%	0%	0%	4%	0%	9%	1%	5%	3%	0%	1%	1%	3%	5%	0%	0%	3%	2%	
	Not Sure / someone else	21%	28%	12%	15%	18%	32%	27%	33%	48%	0%	17%	19%	24%	29%	28%	17%	10%	15%	29%	23%	25%	21%	20%	
Q8	Right Direction	29%	32%	24%	30%	25%	44%	11%	13%	48%	68%	6%	22%	21%	30%	9%	28%	23%	35%	32%	46%	46%	34%	11%	
	Wrong Track	48%	46%	52%	41%	57%	33%	55%	69%	39%	16%	69%	60%	53%	52%	48%	56%	60%	60%	41%	26%	37%	51%	40%	
	Not Sure	23%	22%	24%	30%	18%	24%	35%	18%	13%	16%	26%	18%	26%	18%	43%	17%	16%	5%	27%	28%	17%	15%	49%	