

Listener Group/Political Matrix Polls Nearly Perfect in Florida Primary

For Immediate Release:

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Over the past 13 months, and especially during the last 90 days of the Florida Primary Election Cycle, the polls conducted by the Listener Group/Political Matrix proved to be nearly perfect yet again. With the majority of the public polls being conducted with the Inweekly, TLG/PM called the winners in 17 out of 19 elections.

As far as to the reason for the consistency in the accuracy of their data, Principal, Scott Miller states, “Our proprietary scoring model ensures that we only include the opinions of people with a very high likelihood of participating in the election. While even big-name national pollsters have been relaxing their participant criteria to cut costs, we have remained dedicated to high quality, high confidence polling methodology and the results speak for themselves.”

Greg Fink, the other Principal with TLG/PM points to the fact that they are asking open, objective questions. “When we are asking the question, we are not trying to push any type of agenda. Our only goal is to demonstrate exactly what is on the top of mind of the study participants.”

2020 Campaigns Studied

- Picked: U.S. Congress District 1
- Picked: Escambia County Commissioner District 1
- Picked: Escambia County Commissioner District 3
- Picked: Emerald Coast Utility Authority District 1
- Missed: Emerald Coast Utility Authority District 3
- Picked: Florida State House District 1 Rep
- Picked: Florida State House District 1 Dem
- Picked: Florida State House District 2
- Picked: Florida State House District 4
- Picked: Emerald Coast Utility Authority District 5
- Picked: Pensacola City Council District 7
- Picked: Santa Rosa county Commissioner District 1
- Picked: Santa Rosa county School Board District 4
- Missed: Santa Rosa county Commissioner District 5
- Picked: Okaloosa County School Board District 5
- Picked: Okaloosa County Commissioner District 1
- Picked: Okaloosa County Commissioner District 5
- Picked: Okaloosa Superintendent of Schools
- Picked: U.S. Congress District 5

About the Listener Group:

The Listener Group has been calling consumers and voters since 1998. However, the past 10 years TLG has focused their polling and research primarily on corporate, public policy and political research. Headquartered in Pensacola, Florida; TLG continues to gather the data media and decision makers need to stay on the cutting edge

of the thoughts of the citizenry. For more information, please do not hesitate to contact Greg Fink at greg@thelistenergroup.com or Scott Miller at scott@thelistenergroup.com.

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