

<b>Gender</b>	
Base	305
Male	46%
Female	54%
<b>Age</b>	
Base	305
18-34	14%
35-49	16%
50-64	30%
65 and older	40%
<b>Race</b>	
Base	305
White	79%
Black	13%
Other	8%
<b>Party</b>	
Base	305
Republican	27%
Democrat	61%
Other	12%
<b>Gainesville City Commission Ballot Test</b>	
Base	305
Budd	29%
Curtis	33%
Unsure	34%
<b>House District</b>	
Base	305
20	40%
21	60%

Gainesville Municipal Election Benchmark  
Likely Municipal Voters  
April 1-2, 2015 • N=305 • Margin of Error +/- 5.7%

Q1 - Do you feel that things in Gainesville are headed in the right direction, or do you feel that things have gotten off track and are headed in the wrong direction?				
Base	Right direction	Wrong direction	Unsure	Refused

Gender					
Base	305	44%	29%	26%	1%
Male	140	44%	31%	25%	
Female	165	44%	28%	26%	2%

Age					
Base	305	44%	29%	26%	1%
18-34	43	56%	19%	25%	
35-49	48	53%	17%	26%	4%
50-64	93	31%	46%	22%	
65 and older	121	46%	24%	29%	1%

Race					
Base	305	44%	29%	26%	1%
White	242	41%	34%	25%	1%
Black	41	57%	12%	31%	
Other	23	57%	11%	27%	5%

Party					
Base	305	44%	29%	26%	1%
Republican	82	32%	47%	19%	1%
Democrat	186	52%	23%	24%	1%
Other	37	31%	20%	50%	

Gainesville City Commission Ballot Test					
Base	305	44%	29%	26%	1%
Budd	88	59%	21%	18%	1%
Curtis	101	40%	35%	26%	
Unsure	103	36%	31%	32%	2%

House District					
Base	305	44%	29%	26%	1%
20	123	44%	20%	35%	2%
21	182	44%	36%	20%	1%

Q2 - Name ID: Harvey Budd				
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of

Gender					
Base	305	41%	9%	28%	23%
Male	140	36%	14%	27%	24%
Female	165	45%	4%	29%	22%

Age					
Base	305	41%	9%	28%	23%
18-34	43	29%	7%	22%	42%
35-49	48	40%	12%	22%	26%
50-64	93	36%	13%	35%	15%
65 and older	121	49%	4%	27%	20%

Race					
Base	305	41%	9%	28%	23%
White	242	42%	9%	30%	18%
Black	41	37%		23%	40%
Other	23	32%	15%	17%	36%

Party					
Base	305	41%	9%	28%	23%
Republican	82	27%	14%	38%	22%
Democrat	186	50%	5%	23%	22%
Other	37	28%	13%	31%	28%

Gainesville City Commission Ballot Test					
Base	305	41%	9%	28%	23%
Budd	88	84%	2%	11%	3%
Curtis	101	28%	16%	40%	16%
Unsure	103	15%	8%	29%	48%

House District					
Base	305	41%	9%	28%	23%
20	123	39%	7%	30%	23%
21	182	42%	9%	26%	22%

Q3 - Name ID: Jay Curtis						
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of	Refused	

Gender						
Base	305	40%	8%	28%	23%	1%
Male	140	45%	6%	26%	24%	
Female	165	36%	10%	30%	22%	1%

Age						
Base	305	40%	8%	28%	23%	1%
18-34	43	32%	6%	21%	41%	
35-49	48	37%	15%	30%	18%	
50-64	93	36%	10%	39%	14%	1%
65 and older	121	47%	5%	21%	25%	1%

Race						
Base	305	40%	8%	28%	23%	1%
White	242	42%	9%	28%	21%	1%
Black	41	26%	6%	31%	36%	
Other	23	46%	10%	21%	22%	

Party						
Base	305	40%	8%	28%	23%	1%
Republican	82	49%	2%	30%	19%	
Democrat	186	37%	11%	27%	24%	*
Other	37	33%	9%	27%	28%	4%

Gainesville City Commission Ballot Test						
Base	305	40%	8%	28%	23%	1%
Budd	88	23%	23%	31%	20%	3%
Curtis	101	84%	1%	10%	5%	
Unsure	103	11%	3%	43%	43%	

House District						
Base	305	40%	8%	28%	23%	1%
20	123	38%	10%	27%	25%	
21	182	41%	7%	29%	22%	1%

Gainesville Municipal Election Benchmark  
Likely Municipal Voters  
April 1-2, 2015 • N=305 • Margin of Error +/- 5.7%

Q4 - If the election for City Commission were held today, would you be voting for Harvey Budd or Jay Curtis?									
	Base	Budd / Definitely	Budd / Probably	Budd / Lean	Curtis / Definitely	Curtis / Probably	Curtis / Lean	Unsure	Refused
<b>Gender</b>									
Base	305	19%	7%	3%	21%	10%	2%	34%	4%
Male	140	16%	6%	2%	25%	11%	3%	33%	5%
Female	165	21%	8%	4%	18%	10%	1%	35%	4%
<b>Age</b>									
Base	305	19%	7%	3%	21%	10%	2%	34%	4%
18-34	43	14%	9%	1%	14%	11%		48%	2%
35-49	48	15%	13%	3%	16%	13%		40%	
50-64	93	19%	7%	2%	19%	13%	3%	33%	5%
65 and older	121	22%	5%	4%	27%	8%	2%	27%	6%
<b>Race</b>									
Base	305	19%	7%	3%	21%	10%	2%	34%	4%
White	242	20%	7%	3%	21%	11%	2%	32%	5%
Black	41	13%	8%	3%	21%	12%		40%	3%
Other	23	17%	11%	3%	20%	6%		44%	
<b>Party</b>									
Base	305	19%	7%	3%	21%	10%	2%	34%	4%
Republican	82	12%	7%	3%	32%	7%	5%	28%	5%
Democrat	186	24%	7%	3%	17%	11%	*	35%	3%
Other	37	9%	8%	4%	16%	15%		40%	8%
<b>Gainesville City Commission Ballot Test</b>									
Base	305	19%	7%	3%	21%	10%	2%	34%	4%
Budd	88	65%	25%	10%					
Curtis	101				63%	31%	5%		
Unsure	103							100%	
<b>House District</b>									
Base	305	19%	7%	3%	21%	10%	2%	34%	4%
20	123	17%	9%	4%	24%	10%	3%	29%	5%
21	182	20%	6%	2%	19%	11%	1%	37%	4%

Gainesville Municipal Election Benchmark  
Likely Municipal Voters  
April 1-2, 2015 • N=305 • Margin of Error +/- 5.7%

Q4cat - If the election for City Commission were held today, would you be voting for Harvey Budd or Jay Curtis?					
Base	Total Budd	Total Curtis	Unsure	Refused	

Gender					
Base	305	29%	33%	34%	4%
Male	140	24%	39%	33%	5%
Female	165	33%	28%	35%	4%
Age					
Base	305	29%	33%	34%	4%
18-34	43	24%	26%	48%	2%
35-49	48	31%	29%	40%	
50-64	93	28%	35%	33%	5%
65 and older	121	31%	36%	27%	6%
Race					
Base	305	29%	33%	34%	4%
White	242	30%	34%	32%	5%
Black	41	24%	33%	40%	3%
Other	23	30%	26%	44%	
Party					
Base	305	29%	33%	34%	4%
Republican	82	22%	45%	28%	5%
Democrat	186	34%	28%	35%	3%
Other	37	21%	31%	40%	8%
Gainesville City Commission Ballot Test					
Base	305	29%	33%	34%	4%
Budd	88	100%			
Curtis	101		100%		
Unsure	103			100%	
House District					
Base	305	29%	33%	34%	4%
20	123	29%	37%	29%	5%
21	182	29%	31%	37%	4%

Q5 - Gender		
Base	Male	Female

Gender			
Base	305	46%	54%
Male	140	100%	
Female	165		100%

Age			
Base	305	46%	54%
18-34	43	67%	33%
35-49	48	34%	66%
50-64	93	52%	48%
65 and older	121	39%	61%

Race			
Base	305	46%	54%
White	242	48%	52%
Black	41	29%	71%
Other	23	54%	46%

Party			
Base	305	46%	54%
Republican	82	54%	46%
Democrat	186	41%	59%
Other	37	51%	49%

Gainesville City Commission Ballot Test			
Base	305	46%	54%
Budd	88	38%	62%
Curtis	101	54%	46%
Unsure	103	44%	56%

House District			
Base	305	46%	54%
20	123	48%	52%
21	182	45%	55%