



Gainesville Municipal Election Benchmark
 Likely Municipal Voters
 February 18-19, 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	305
Right direction	49%
Wrong direction	22%
Unsure	29%
Refused	*

Q2 - Which of the following should be the top priority for Gainesville's elected leaders to work on over the next two years?

Base	305
Balancing the city budget	7%
Reducing electric utility bills	24%
Holding down property taxes	7%
Protecting our local environment, air, and water	17%
Reducing crime and promoting public safety	7%
Jobs and growing Gainesville's economy	18%
Improving transportation services	13%
Unsure	6%
Refused	1%

Q3 - If the primary election for Gainesville City Commission were held today would you be voting for the Republican Candidate or the Democratic Candidate?

Base	305
Republican / Definitely	13%
Republican / Probably	8%
Republican / Lean	2%
Democrat / Definitely	30%
Democrat / Probably	12%
Democrat / Lean	4%
Unsure	28%
Refused	3%



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Q3cat - If the primary election for Gainesville City Commission were held today would you be voting for the Republican Candidate or the Democratic Candidate?

Base	305
Total Republican	22%
Total Democrat	46%
Unsure	28%
Refused	3%

Q4 - Name ID: Harvey Budd

Base	305
Know / Favorable	24%
Know / Unfavorable	5%
Know / No opinion	20%
Never heard of	51%
Refused	-

Q5 - Name ID: Jay Curtis

Base	305
Know / Favorable	13%
Know / Unfavorable	4%
Know / No opinion	17%
Never heard of	66%
Refused	-

Q6 - Name ID: Adrian Hayes-Santos

Base	305
Know / Favorable	19%
Know / Unfavorable	2%
Know / No opinion	19%
Never heard of	60%
Refused	*



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Q7 - Name ID: Donald Shepherd, Sr.

Base	305
Know / Favorable	2%
Know / Unfavorable	8%
Know / No opinion	13%
Never heard of	76%
Refused	*

Q8 - If the election for City Commission were held today, would you be voting for Harvey Budd, Jay Curtis, Adrian Hayes-Santos or Donald Shepherd, Sr.?

Base	305
Budd / Definitely	7%
Budd / Probably	6%
Budd / Lean	-
Curtis / Definitely	3%
Curtis / Probably	3%
Curtis / Lean	2%
Hayes-Santos / Definitely	6%
Hayes-Santos / Probably	4%
Hayes-Santos / Lean	1%
Shepherd / Definitely	*
Shepherd / Probably	2%
Shepherd / Lean	-
Unsure	59%
Refused	5%

Q8cat - If the election for City Commission were held today, would you be voting for Harvey Budd, Jay Curtis, Adrian Hayes-Santos or Donald Shepherd, Sr.?

Base	305
Total Budd	14%
Total Curtis	9%
Total Hayes-Santos	11%
Total Shepherd	2%
Unsure	59%
Refused	5%



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Q9 - When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?

Base	305
Strongly pro-life	25%
Somewhat pro-life	5%
Somewhat pro-choice	11%
Strongly pro-choice	46%
Unsure	10%
Refused	3%

Q9cat - When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?

Base	305
Total pro-life	30%
Total pro-choice	58%
Unsure	10%
Refused	3%

Q10 - When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?

Base	305
Strongly conservative	21%
Somewhat conservative	7%
Moderate	36%
Somewhat liberal	11%
Strongly liberal	21%
Unsure	3%
Refused	1%

Q10cat - When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?

Base	305
Total conservative	28%
Moderate	36%
Total liberal	31%
Unsure	3%
Refused	1%



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Q11 - Gender

Base	305
Male	46%
Female	54%

Race

Base	305
White	79%
Black	13%
Other	8%

Party

Base	305
Republican	27%
Democrat	61%
Other	12%