

Gender	
Base	305
Male	46%
Female	54%
Age	
Base	305
18-34	14%
35-49	16%
50-64	30%
65 and older	39%
Race	
Base	305
White	79%
Black	13%
Other	8%
Party	
Base	305
Republican	27%
Democrat	61%
Other	12%
Generic City Commission Ballot Test	
Base	305
Republican	22%
Democrat	46%
Unsure	28%
Gainesville City Commission Municipal Election Ballot Test	
Base	305
Budd	14%
Curtis	9%
Hayes-Santos	11%
Shepherd	2%
Unsure	59%
Pro-life v Pro-choice	
Base	305
Pro-life	30%
Pro-choice	58%
Ideology	
Base	305
Conservative	28%
Moderate	36%
Liberal	31%
CCD	
Base	305
CCD 1	18%
CCD 2	40%
CCD 3	16%
CCD 4	26%

**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	Right direction	Wrong direction	Unsure	Refused
Gender					
Base	305	49%	22%	29%	*
Male	140	51%	24%	25%	-
Female	165	47%	21%	32%	1%
Age					
Base	305	49%	22%	29%	*
18-34	43	71%	7%	22%	-
35-49	49	62%	15%	22%	2%
50-64	93	38%	34%	28%	-
65 and older	120	43%	22%	35%	-
Race					
Base	305	49%	22%	29%	*
White	242	46%	24%	29%	*
Black	41	49%	19%	32%	-
Other	23	74%	6%	20%	-
Party					
Base	305	49%	22%	29%	*
Republican	82	44%	33%	24%	-
Democrat	186	50%	19%	31%	1%
Other	37	53%	17%	30%	-
Generic City Commission Ballot Test					
Base	305	49%	22%	29%	*
Republican	67	50%	28%	22%	-
Democrat	141	52%	13%	34%	1%
Unsure	86	45%	29%	27%	-
Gainesville City Commission Municipal Election Ballot Test					
Base	305	49%	22%	29%	*
Budd	42	58%	19%	23%	-
Curtis	26	57%	24%	19%	-
Hayes-Santos	33	56%	26%	18%	-
Shepherd	6	15%	21%	63%	-
Unsure	181	44%	22%	34%	1%
Pro-life v Pro-choice					
Base	305	49%	22%	29%	*
Pro-life	91	51%	26%	23%	-
Pro-choice	176	51%	21%	27%	1%
Ideology					
Base	305	49%	22%	29%	*
Conservative	85	47%	28%	26%	-
Moderate	111	51%	21%	28%	-
Liberal	96	50%	16%	32%	1%
CCD					
Base	305	49%	22%	29%	*
CCD 1	56	39%	28%	31%	2%
CCD 2	122	48%	21%	31%	-
CCD 3	48	60%	18%	22%	-
CCD 4	80	48%	24%	28%	-

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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

Base	Balancing the city budget	Reducing electric utility bills	Holding down property taxes	Protecting our local environment, air, and water	Reducing crime and promoting public safety	Jobs and growing Gainesville's economy	Improving transportation services	Unsure	Refused
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Gender										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
Male	140	9%	23%	7%	16%	6%	22%	10%	7%	-
Female	165	6%	25%	6%	18%	7%	15%	15%	6%	1%
Age										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
18-34	43	8%	12%	-	26%	19%	22%	13%	-	-
35-49	49	5%	22%	2%	25%	2%	25%	16%	2%	-
50-64	93	8%	21%	11%	12%	3%	21%	15%	8%	-
65 and older	120	6%	32%	7%	16%	7%	12%	9%	9%	2%
Race										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
White	242	8%	21%	7%	19%	7%	18%	14%	6%	1%
Black	41	5%	56%	7%	4%	4%	15%	-	9%	-
Other	23	5%	5%	-	29%	7%	30%	20%	4%	-
Party										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
Republican	82	9%	32%	8%	3%	8%	25%	8%	7%	-
Democrat	186	6%	23%	6%	22%	6%	16%	14%	7%	1%
Other	37	7%	16%	5%	27%	7%	15%	18%	4%	-
Generic City Commission Ballot Test										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
Republican	67	10%	41%	5%	1%	9%	20%	10%	4%	-
Democrat	141	5%	17%	7%	27%	4%	18%	14%	7%	1%
Unsure	86	9%	22%	8%	15%	6%	19%	13%	8%	-
Gainesville City Commission Municipal Election Ballot Test										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
Budd	42	3%	41%	8%	18%	6%	16%	2%	7%	-
Curtis	26	8%	29%	4%	25%	4%	12%	19%	-	-
Hayes-Santos	33	5%	16%	3%	17%	-	22%	35%	3%	-
Shepherd	6	-	45%	-	-	-	55%	-	-	-
Unsure	181	9%	21%	7%	15%	9%	19%	11%	8%	1%
Pro-life v Pro-choice										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
Pro-life	91	7%	37%	6%	6%	8%	25%	8%	4%	-
Pro-choice	176	6%	16%	6%	24%	6%	16%	17%	7%	1%
Ideology										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
Conservative	85	7%	39%	7%	2%	5%	24%	8%	5%	2%
Moderate	111	8%	26%	9%	16%	10%	14%	14%	4%	-
Liberal	96	6%	11%	2%	34%	5%	20%	15%	8%	-
CCD										
Base	305	7%	24%	7%	17%	7%	18%	13%	6%	1%
CCD 1	56	3%	35%	7%	9%	6%	24%	8%	7%	-
CCD 2	122	11%	32%	11%	11%	4%	19%	8%	4%	1%
CCD 3	48	6%	4%	2%	40%	11%	18%	10%	10%	-
CCD 4	80	5%	18%	3%	20%	8%	12%	26%	8%	1%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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		Republican / Definitely	Republican / Probably	Republican / Lean	Democrat / Definitely	Democrat / Probably	Democrat / Lean	Unsure	Refused
Gender									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
Male	140	11%	9%	-	27%	14%	3%	33%	3%
Female	165	14%	7%	3%	33%	11%	4%	24%	4%
Age									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
18-34	43	11%	12%	-	25%	27%	-	26%	-
35-49	49	19%	5%	2%	31%	9%	5%	26%	2%
50-64	93	10%	7%	1%	29%	12%	3%	32%	5%
65 and older	120	13%	8%	2%	33%	8%	5%	27%	4%
Race									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
White	242	15%	8%	2%	26%	12%	4%	30%	3%
Black	41	5%	-	-	57%	9%	2%	20%	7%
Other	23	4%	14%	-	32%	24%	4%	23%	-
Party									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
Republican	82	43%	18%	4%	-	4%	-	28%	3%
Democrat	186	2%	4%	1%	47%	15%	5%	22%	4%
Other	37	-	4%	-	12%	16%	4%	59%	5%
Generic City Commission Ballot Test									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
Republican	67	58%	35%	7%	-	-	-	-	-
Democrat	141	-	-	-	66%	27%	8%	-	-
Unsure	86	-	-	-	-	-	-	100%	-
Gainesville City Commission Municipal Election Ballot Test									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
Budd	42	16%	14%	-	28%	7%	2%	25%	8%
Curtis	26	22%	5%	5%	39%	9%	-	18%	4%
Hayes-Santos	33	-	5%	-	43%	7%	-	42%	3%
Shepherd	6	-	21%	-	17%	15%	-	47%	-
Unsure	181	14%	7%	2%	28%	14%	5%	26%	3%
Pro-life v Pro-choice									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
Pro-life	91	33%	13%	4%	16%	4%	-	27%	3%
Pro-choice	176	3%	6%	1%	41%	17%	6%	24%	3%
Ideology									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
Conservative	85	34%	16%	3%	11%	2%	1%	29%	3%
Moderate	111	8%	8%	2%	25%	13%	3%	37%	4%
Liberal	96	1%	1%	-	53%	21%	6%	15%	3%
CCD									
Base	305	13%	8%	2%	30%	12%	4%	28%	3%
CCD 1	56	2%	3%	-	48%	17%	3%	21%	6%
CCD 2	122	16%	10%	4%	22%	10%	3%	33%	3%
CCD 3	48	8%	5%	-	28%	22%	9%	26%	2%
CCD 4	80	19%	9%	-	32%	6%	1%	29%	4%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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	Total Republican	Total Democrat	Unsure	Refused
Gender					
Base	305	22%	46%	28%	3%
Male	140	20%	44%	33%	3%
Female	165	24%	48%	24%	4%
Age					
Base	305	22%	46%	28%	3%
18-34	43	23%	52%	26%	-
35-49	49	27%	45%	26%	2%
50-64	93	19%	44%	32%	5%
65 and older	120	22%	46%	27%	4%
Race					
Base	305	22%	46%	28%	3%
White	242	25%	41%	30%	3%
Black	41	5%	68%	20%	7%
Other	23	17%	59%	23%	-
Party					
Base	305	22%	46%	28%	3%
Republican	82	66%	4%	28%	3%
Democrat	186	6%	68%	22%	4%
Other	37	4%	32%	59%	5%
Generic City Commission Ballot Test					
Base	305	22%	46%	28%	3%
Republican	67	100%	-	-	-
Democrat	141	-	100%	-	-
Unsure	86	-	-	100%	-
Gainesville City Commission Municipal Election Ballot Test					
Base	305	22%	46%	28%	3%
Budd	42	30%	37%	25%	8%
Curtis	26	31%	47%	18%	4%
Hayes-Santos	33	5%	50%	42%	3%
Shepherd	6	21%	32%	47%	-
Unsure	181	23%	48%	26%	3%
Pro-life v Pro-choice					
Base	305	22%	46%	28%	3%
Pro-life	91	50%	20%	27%	3%
Pro-choice	176	10%	64%	24%	3%
Ideology					
Base	305	22%	46%	28%	3%
Conservative	85	54%	14%	29%	3%
Moderate	111	18%	41%	37%	4%
Liberal	96	2%	80%	15%	3%
CCD					
Base	305	22%	46%	28%	3%
CCD 1	56	4%	69%	21%	6%
CCD 2	122	30%	35%	33%	3%
CCD 3	48	14%	59%	26%	2%
CCD 4	80	28%	40%	29%	4%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

Q4 - Name ID: Harvey Budd						
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of	Refused	
Gender						
Base	305	24%	5%	20%	51%	-
Male	140	25%	8%	25%	42%	-
Female	165	22%	3%	16%	60%	-
Age						
Base	305	24%	5%	20%	51%	-
18-34	43	5%	8%	13%	74%	-
35-49	49	18%	3%	24%	55%	-
50-64	93	27%	8%	24%	41%	-
65 and older	120	30%	3%	18%	50%	-
Race						
Base	305	24%	5%	20%	51%	-
White	242	25%	6%	20%	48%	-
Black	41	24%	-	19%	57%	-
Other	23	6%	6%	15%	73%	-
Party						
Base	305	24%	5%	20%	51%	-
Republican	82	14%	2%	24%	61%	-
Democrat	186	31%	6%	20%	43%	-
Other	37	9%	8%	11%	72%	-
Generic City Commission Ballot Test						
Base	305	24%	5%	20%	51%	-
Republican	67	15%	3%	18%	64%	-
Democrat	141	23%	7%	21%	49%	-
Unsure	86	27%	5%	19%	49%	-
Gainesville City Commission Municipal Election Ballot Test						
Base	305	24%	5%	20%	51%	-
Budd	42	83%	2%	8%	7%	-
Curtis	26	28%	8%	27%	37%	-
Hayes-Santos	33	19%	19%	16%	46%	-
Shepherd	6	-	15%	35%	49%	-
Unsure	181	12%	3%	23%	62%	-
Pro-life v Pro-choice						
Base	305	24%	5%	20%	51%	-
Pro-life	91	19%	4%	15%	63%	-
Pro-choice	176	26%	6%	23%	46%	-
Ideology						
Base	305	24%	5%	20%	51%	-
Conservative	85	22%	3%	18%	57%	-
Moderate	111	22%	6%	23%	48%	-
Liberal	96	27%	7%	20%	47%	-
CCD						
Base	305	24%	5%	20%	51%	-
CCD 1	56	17%	5%	21%	56%	-
CCD 2	122	26%	6%	17%	50%	-
CCD 3	48	26%	3%	18%	53%	-
CCD 4	80	23%	5%	24%	48%	-

Q5 - Name ID: Jay Curtis						
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of	Refused	
Gender						
Base	305	13%	4%	17%	66%	-
Male	140	10%	7%	20%	63%	-
Female	165	15%	1%	15%	69%	-
Age						
Base	305	13%	4%	17%	66%	-
18-34	43	15%	5%	12%	68%	-
35-49	49	8%	4%	23%	65%	-
50-64	93	11%	3%	20%	66%	-
65 and older	120	15%	4%	15%	67%	-
Race						
Base	305	13%	4%	17%	66%	-
White	242	13%	4%	17%	66%	-
Black	41	7%	2%	24%	67%	-
Other	23	17%	3%	13%	67%	-
Party						
Base	305	13%	4%	17%	66%	-
Republican	82	15%	-	19%	65%	-
Democrat	186	13%	5%	16%	65%	-
Other	37	3%	4%	19%	74%	-
Generic City Commission Ballot Test						
Base	305	13%	4%	17%	66%	-
Republican	67	15%	3%	13%	70%	-
Democrat	141	12%	4%	18%	65%	-
Unsure	86	10%	4%	19%	68%	-
Gainesville City Commission Municipal Election Ballot Test						
Base	305	13%	4%	17%	66%	-
Budd	42	9%	6%	26%	58%	-
Curtis	26	79%	2%	19%	-	-
Hayes-Santos	33	11%	17%	11%	61%	-
Shepherd	6	-	-	63%	37%	-
Unsure	181	5%	1%	16%	78%	-
Pro-life v Pro-choice						
Base	305	13%	4%	17%	66%	-
Pro-life	91	15%	4%	14%	67%	-
Pro-choice	176	12%	4%	18%	67%	-
Ideology						
Base	305	13%	4%	17%	66%	-
Conservative	85	15%	3%	15%	67%	-
Moderate	111	14%	2%	20%	63%	-
Liberal	96	10%	5%	17%	68%	-
CCD						
Base	305	13%	4%	17%	66%	-
CCD 1	56	8%	4%	19%	69%	-
CCD 2	122	13%	5%	16%	67%	-
CCD 3	48	8%	3%	17%	72%	-
CCD 4	80	18%	1%	20%	61%	-

Q6 - Name ID: Adrian Hayes-Santos						
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of	Refused	
Gender						
Base	305	19%	2%	19%	60%	*
Male	140	23%	3%	20%	54%	1%
Female	165	15%	2%	17%	66%	-
Age						
Base	305	19%	2%	19%	60%	*
18-34	43	26%	4%	8%	62%	-
35-49	49	20%	-	19%	60%	-
50-64	93	15%	2%	23%	60%	-
65 and older	120	18%	2%	18%	60%	1%
Race						
Base	305	19%	2%	19%	60%	*
White	242	21%	3%	17%	58%	*
Black	41	5%	-	29%	67%	-
Other	23	17%	-	12%	71%	-
Party						
Base	305	19%	2%	19%	60%	*
Republican	82	8%	3%	18%	71%	-
Democrat	186	23%	2%	18%	56%	*
Other	37	23%	-	20%	56%	-
Generic City Commission Ballot Test						
Base	305	19%	2%	19%	60%	*
Republican	67	10%	3%	10%	77%	-
Democrat	141	23%	1%	20%	56%	-
Unsure	86	20%	1%	20%	58%	1%
Gainesville City Commission Municipal Election Ballot Test						
Base	305	19%	2%	19%	60%	*
Budd	42	16%	5%	26%	53%	-
Curtis	26	34%	10%	12%	44%	-
Hayes-Santos	33	94%	-	3%	3%	-
Shepherd	6	-	-	40%	60%	-
Unsure	181	5%	1%	20%	73%	*
Pro-life v Pro-choice						
Base	305	19%	2%	19%	60%	*
Pro-life	91	9%	2%	15%	74%	-
Pro-choice	176	24%	2%	19%	54%	1%
Ideology						
Base	305	19%	2%	19%	60%	*
Conservative	85	10%	4%	12%	75%	-
Moderate	111	18%	2%	18%	61%	1%
Liberal	96	28%	1%	25%	46%	-
CCD						
Base	305	19%	2%	19%	60%	*
CCD 1	56	21%	-	27%	52%	-
CCD 2	122	14%	3%	12%	70%	1%
CCD 3	48	21%	3%	26%	50%	-
CCD 4	80	23%	2%	17%	58%	-

Q7 - Name ID: Donald Shepherd, Sr.						
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of	Refused	
Gender						
Base	305	2%	8%	13%	76%	*
Male	140	5%	9%	15%	70%	1%
Female	165	-	6%	12%	82%	-
Age						
Base	305	2%	8%	13%	76%	*
18-34	43	5%	9%	7%	80%	-
35-49	49	2%	6%	13%	80%	-
50-64	93	2%	12%	15%	71%	-
65 and older	120	2%	5%	14%	78%	1%
Race						
Base	305	2%	8%	13%	76%	*
White	242	2%	9%	12%	76%	*
Black	41	2%	-	19%	79%	-
Other	23	3%	8%	13%	76%	-
Party						
Base	305	2%	8%	13%	76%	*
Republican	82	1%	6%	13%	80%	-
Democrat	186	3%	8%	11%	77%	*
Other	37	4%	7%	23%	65%	-
Generic City Commission Ballot Test						
Base	305	2%	8%	13%	76%	*
Republican	67	2%	8%	7%	83%	-
Democrat	141	3%	7%	14%	76%	-
Unsure	86	2%	7%	15%	75%	1%
Gainesville City Commission Municipal Election Ballot Test						
Base	305	2%	8%	13%	76%	*
Budd	42	7%	12%	21%	61%	-
Curtis	26	2%	26%	12%	59%	-
Hayes-Santos	33	9%	16%	5%	69%	-
Shepherd	6	-	-	79%	21%	-
Unsure	181	1%	3%	11%	84%	*
Pro-life v Pro-choice						
Base	305	2%	8%	13%	76%	*
Pro-life	91	2%	3%	10%	85%	-
Pro-choice	176	3%	9%	14%	74%	1%
Ideology						
Base	305	2%	8%	13%	76%	*
Conservative	85	4%	4%	10%	82%	-
Moderate	111	-	11%	16%	73%	1%
Liberal	96	4%	8%	11%	78%	-
CCD						
Base	305	2%	8%	13%	76%	*
CCD 1	56	3%	4%	17%	76%	-
CCD 2	122	3%	8%	14%	74%	1%
CCD 3	48	3%	9%	11%	77%	-
CCD 4	80	1%	9%	11%	79%	-

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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	Budd / Definitely	Budd / Probably	Budd / Lean	Curtis / Definitely	Curtis / Probably	Curtis / Lean	Hayes- Santos / Definitely	Hayes- Santos / Probably	Hayes- Santos / Lean	Shepherd / Definitely	Shepherd / Probably	Shepherd / Lean	Unsure	Refused
Gender															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
Male	140	11%	7%	-	2%	2%	2%	7%	6%	1%	-	1%	-	55%	6%
Female	165	5%	6%	-	4%	4%	2%	6%	2%	1%	1%	2%	-	63%	5%
Age															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
18-34	43	-	4%	-	5%	4%	6%	9%	6%	-	-	3%	-	56%	8%
35-49	49	2%	9%	-	2%	4%	2%	9%	4%	-	-	5%	-	58%	5%
50-64	93	4%	8%	-	2%	4%	1%	3%	6%	1%	1%	-	-	66%	4%
65 and older	120	15%	5%	-	5%	3%	1%	6%	2%	1%	-	1%	-	56%	6%
Race															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
White	242	8%	5%	-	4%	3%	1%	7%	5%	1%	1%	1%	-	60%	5%
Black	41	5%	16%	-	-	2%	2%	2%	2%	-	-	2%	-	60%	7%
Other	23	3%	4%	-	6%	3%	5%	9%	3%	-	-	5%	-	53%	10%
Party															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
Republican	82	10%	8%	-	6%	7%	1%	-	-	-	2%	-	-	63%	3%
Democrat	186	8%	6%	-	3%	2%	2%	6%	6%	1%	-	1%	-	59%	6%
Other	37	-	5%	-	-	-	3%	19%	4%	-	-	7%	-	55%	7%
Generic City Commission Ballot Test															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
Republican	67	12%	7%	-	5%	5%	2%	-	1%	1%	2%	-	-	62%	3%
Democrat	141	8%	3%	-	3%	3%	2%	8%	4%	-	-	1%	-	61%	5%
Unsure	86	3%	10%	-	1%	3%	1%	8%	7%	1%	-	3%	-	55%	8%
Gainesville City Commission Municipal Election Ballot Test															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
Budd	42	54%	46%	-	-	-	-	-	-	-	-	-	-	-	-
Curtis	26	-	-	-	40%	38%	21%	-	-	-	-	-	-	-	-
Hayes-Santos	33	-	-	-	-	-	-	56%	38%	6%	-	-	-	-	-
Shepherd	6	-	-	-	-	-	-	-	-	-	21%	79%	-	-	-
Unsure	181	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Pro-life v Pro-choice															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
Pro-life	91	8%	8%	-	4%	6%	2%	3%	1%	-	1%	-	-	64%	2%
Pro-choice	176	7%	5%	-	4%	2%	2%	8%	6%	1%	-	1%	-	58%	6%
Ideology															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
Conservative	85	10%	6%	-	3%	5%	1%	2%	-	1%	-	-	-	66%	6%
Moderate	111	5%	9%	-	4%	3%	3%	8%	4%	-	1%	4%	-	56%	3%
Liberal	96	9%	3%	-	3%	2%	1%	9%	7%	1%	-	-	-	56%	9%
CCD															
Base	305	7%	6%	-	3%	3%	2%	6%	4%	1%	*	2%	-	59%	5%
CCD 1	56	2%	6%	-	3%	3%	2%	5%	9%	-	-	-	-	59%	11%
CCD 2	122	11%	6%	-	2%	4%	1%	6%	2%	-	-	2%	-	63%	3%
CCD 3	48	8%	5%	-	3%	4%	4%	3%	4%	-	-	4%	-	58%	6%
CCD 4	80	6%	7%	-	7%	3%	2%	9%	3%	2%	2%	-	-	55%	5%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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	Total Budd	Total Curtis	Total Hayes-Santos	Total Shepherd	Unsure	Refused
Gender							
Base	305	14%	9%	11%	2%	59%	5%
Male	140	18%	6%	14%	1%	55%	6%
Female	165	11%	10%	9%	2%	63%	5%
Age							
Base	305	14%	9%	11%	2%	59%	5%
18-34	43	4%	14%	16%	3%	56%	8%
35-49	49	10%	9%	12%	5%	58%	5%
50-64	93	12%	7%	10%	1%	66%	4%
65 and older	120	20%	8%	9%	1%	56%	6%
Race							
Base	305	14%	9%	11%	2%	59%	5%
White	242	13%	9%	12%	2%	60%	5%
Black	41	21%	5%	5%	2%	60%	7%
Other	23	7%	14%	11%	5%	53%	10%
Party							
Base	305	14%	9%	11%	2%	59%	5%
Republican	82	18%	14%	-	2%	63%	3%
Democrat	186	14%	7%	13%	1%	59%	6%
Other	37	5%	3%	23%	7%	55%	7%
Generic City Commission Ballot Test							
Base	305	14%	9%	11%	2%	59%	5%
Republican	67	19%	12%	3%	2%	62%	3%
Democrat	141	11%	9%	12%	1%	61%	5%
Unsure	86	12%	5%	16%	3%	55%	8%
Gainesville City Commission Municipal Election Ballot Test							
Base	305	14%	9%	11%	2%	59%	5%
Budd	42	100%	-	-	-	-	-
Curtis	26	-	100%	-	-	-	-
Hayes-Santos	33	-	-	100%	-	-	-
Shepherd	6	-	-	-	100%	-	-
Unsure	181	-	-	-	-	100%	-
Pro-life v Pro-choice							
Base	305	14%	9%	11%	2%	59%	5%
Pro-life	91	16%	13%	4%	1%	64%	2%
Pro-choice	176	12%	7%	15%	1%	58%	6%
Ideology							
Base	305	14%	9%	11%	2%	59%	5%
Conservative	85	16%	9%	3%	-	66%	6%
Moderate	111	14%	10%	12%	5%	56%	3%
Liberal	96	12%	7%	17%	-	56%	9%
CCD							
Base	305	14%	9%	11%	2%	59%	5%
CCD 1	56	8%	8%	15%	-	59%	11%
CCD 2	122	17%	6%	8%	2%	63%	3%
CCD 3	48	13%	10%	8%	4%	58%	6%
CCD 4	80	13%	12%	15%	2%	55%	5%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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

Base	Strongly pro-life	Somewhat pro-life	Somewhat pro-choice	Strongly pro-choice	Unsure	Refused
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Gender

Base	305	25%	5%	11%	46%	10%	3%
Male	140	22%	5%	14%	47%	9%	4%
Female	165	28%	5%	9%	46%	10%	3%

Age

Base	305	25%	5%	11%	46%	10%	3%
18-34	43	17%	2%	13%	55%	13%	-
35-49	49	27%	-	10%	55%	5%	2%
50-64	93	23%	9%	9%	43%	13%	3%
65 and older	120	29%	5%	13%	43%	7%	5%

Race

Base	305	25%	5%	11%	46%	10%	3%
White	242	24%	4%	13%	47%	8%	3%
Black	41	27%	10%	7%	35%	21%	-
Other	23	27%	-	4%	58%	8%	4%

Party

Base	305	25%	5%	11%	46%	10%	3%
Republican	82	51%	6%	11%	16%	9%	6%
Democrat	186	13%	4%	13%	59%	8%	2%
Other	37	25%	4%	4%	51%	15%	-

Generic City Commission Ballot Test

Base	305	25%	5%	11%	46%	10%	3%
Republican	67	60%	8%	9%	16%	3%	4%
Democrat	141	10%	3%	11%	68%	8%	-
Unsure	86	22%	6%	11%	37%	19%	5%

Gainesville City Commission Municipal Election Ballot Test

Base	305	25%	5%	11%	46%	10%	3%
Budd	42	30%	4%	14%	36%	12%	4%
Curtis	26	35%	8%	6%	43%	2%	5%
Hayes-Santos	33	9%	3%	6%	76%	4%	3%
Shepherd	6	21%	-	-	32%	47%	-
Unsure	181	27%	5%	12%	44%	9%	3%

Pro-life v Pro-choice

Base	305	25%	5%	11%	46%	10%	3%
Pro-life	91	84%	16%	-	-	-	-
Pro-choice	176	-	-	20%	80%	-	-

Ideology

Base	305	25%	5%	11%	46%	10%	3%
Conservative	85	58%	8%	7%	14%	10%	3%
Moderate	111	17%	4%	17%	47%	9%	6%
Liberal	96	7%	2%	6%	77%	8%	-

CCD

Base	305	25%	5%	11%	46%	10%	3%
CCD 1	56	21%	9%	10%	44%	16%	-
CCD 2	122	31%	5%	12%	36%	12%	4%
CCD 3	48	13%	2%	19%	56%	10%	-
CCD 4	80	26%	3%	6%	58%	1%	6%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

Q9cat - When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?					
	Base	Total pro-life	Total pro-choice	Unsure	Refused
Gender					
Base	305	30%	58%	10%	3%
Male	140	27%	61%	9%	4%
Female	165	32%	55%	10%	3%
Age					
Base	305	30%	58%	10%	3%
18-34	43	19%	68%	13%	-
35-49	49	27%	65%	5%	2%
50-64	93	32%	52%	13%	3%
65 and older	120	33%	55%	7%	5%
Race					
Base	305	30%	58%	10%	3%
White	242	29%	60%	8%	3%
Black	41	37%	42%	21%	-
Other	23	27%	61%	8%	4%
Party					
Base	305	30%	58%	10%	3%
Republican	82	57%	28%	9%	6%
Democrat	186	18%	71%	8%	2%
Other	37	29%	56%	15%	-
Generic City Commission Ballot Test					
Base	305	30%	58%	10%	3%
Republican	67	67%	25%	3%	4%
Democrat	141	13%	80%	8%	-
Unsure	86	28%	48%	19%	5%
Gainesville City Commission Municipal Election Ballot Test					
Base	305	30%	58%	10%	3%
Budd	42	34%	49%	12%	4%
Curtis	26	43%	50%	2%	5%
Hayes-Santos	33	12%	81%	4%	3%
Shepherd	6	21%	32%	47%	-
Unsure	181	32%	57%	9%	3%
Pro-life v Pro-choice					
Base	305	30%	58%	10%	3%
Pro-life	91	100%	-	-	-
Pro-choice	176	-	100%	-	-
Ideology					
Base	305	30%	58%	10%	3%
Conservative	85	67%	21%	10%	3%
Moderate	111	21%	64%	9%	6%
Liberal	96	9%	83%	8%	-
CCD					
Base	305	30%	58%	10%	3%
CCD 1	56	30%	55%	16%	-
CCD 2	122	36%	48%	12%	4%
CCD 3	48	15%	76%	10%	-
CCD 4	80	29%	64%	1%	6%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

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

Base	Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	Unsure	Refused
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Gender								
Base	305	21%	7%	36%	11%	21%	3%	1%
Male	140	20%	7%	38%	8%	20%	5%	1%
Female	165	21%	7%	36%	13%	21%	2%	1%

Age								
Base	305	21%	7%	36%	11%	21%	3%	1%
18-34	43	11%	6%	41%	20%	21%	2%	-
35-49	49	21%	-	45%	5%	27%	2%	-
50-64	93	16%	8%	39%	10%	21%	5%	1%
65 and older	120	28%	10%	30%	10%	18%	3%	1%

Race								
Base	305	21%	7%	36%	11%	21%	3%	1%
White	242	21%	9%	37%	10%	20%	3%	*
Black	41	26%	2%	36%	14%	17%	2%	2%
Other	23	10%	-	35%	14%	34%	3%	4%

Party								
Base	305	21%	7%	36%	11%	21%	3%	1%
Republican	82	50%	12%	31%	3%	1%	2%	-
Democrat	186	9%	6%	37%	13%	31%	3%	1%
Other	37	17%	4%	45%	18%	12%	4%	-

Generic City Commission Ballot Test								
Base	305	21%	7%	36%	11%	21%	3%	1%
Republican	67	56%	12%	29%	-	3%	-	-
Democrat	141	6%	3%	32%	18%	36%	3%	1%
Unsure	86	17%	12%	48%	7%	9%	6%	1%

Gainesville City Commission Municipal Election Ballot Test								
Base	305	21%	7%	36%	11%	21%	3%	1%
Budd	42	28%	4%	37%	2%	25%	4%	-
Curtis	26	26%	5%	42%	9%	15%	3%	-
Hayes-Santos	33	7%	-	41%	12%	37%	3%	-
Shepherd	6	-	-	100%	-	-	-	-
Unsure	181	22%	9%	34%	13%	17%	4%	1%

Pro-life v Pro-choice								
Base	305	21%	7%	36%	11%	21%	3%	1%
Pro-life	91	52%	11%	26%	2%	7%	2%	-
Pro-choice	176	7%	3%	41%	15%	30%	3%	1%

Ideology								
Base	305	21%	7%	36%	11%	21%	3%	1%
Conservative	85	74%	26%	-	-	-	-	-
Moderate	111	-	-	100%	-	-	-	-
Liberal	96	-	-	-	34%	66%	-	-

CCD								
Base	305	21%	7%	36%	11%	21%	3%	1%
CCD 1	56	22%	3%	31%	14%	25%	3%	2%
CCD 2	122	23%	11%	42%	8%	14%	2%	1%
CCD 3	48	6%	6%	35%	17%	28%	8%	-
CCD 4	80	25%	5%	33%	9%	24%	2%	1%

**Gainesville Municipal Election Benchmark
Likely Municipal Voters
February 18-19, 2015 • N=305 • Margin of Error +/- 5.7%**

Q10cat - When it comes to the topic of abortion, do you personally identify as pro-life or pro-choice?						
	Base	Total conservative	Moderate	Total liberal	Unsure	Refused
Gender						
Base	305	28%	36%	31%	3%	1%
Male	140	28%	38%	29%	5%	1%
Female	165	28%	36%	34%	2%	1%
Age						
Base	305	28%	36%	31%	3%	1%
18-34	43	17%	41%	41%	2%	-
35-49	49	21%	45%	32%	2%	-
50-64	93	24%	39%	32%	5%	1%
65 and older	120	38%	30%	28%	3%	1%
Race						
Base	305	28%	36%	31%	3%	1%
White	242	29%	37%	30%	3%	*
Black	41	29%	36%	31%	2%	2%
Other	23	10%	35%	47%	3%	4%
Party						
Base	305	28%	36%	31%	3%	1%
Republican	82	62%	31%	4%	2%	-
Democrat	186	14%	37%	44%	3%	1%
Other	37	21%	45%	30%	4%	-
Generic City Commission Ballot Test						
Base	305	28%	36%	31%	3%	1%
Republican	67	68%	29%	3%	-	-
Democrat	141	9%	32%	55%	3%	1%
Unsure	86	29%	48%	16%	6%	1%
Gainesville City Commission Municipal Election Ballot Test						
Base	305	28%	36%	31%	3%	1%
Budd	42	33%	37%	27%	4%	-
Curtis	26	30%	42%	24%	3%	-
Hayes-Santos	33	7%	41%	49%	3%	-
Shepherd	6	-	100%	-	-	-
Unsure	181	31%	34%	30%	4%	1%
Pro-life v Pro-choice						
Base	305	28%	36%	31%	3%	1%
Pro-life	91	63%	26%	9%	2%	-
Pro-choice	176	10%	41%	45%	3%	1%
Ideology						
Base	305	28%	36%	31%	3%	1%
Conservative	85	100%	-	-	-	-
Moderate	111	-	100%	-	-	-
Liberal	96	-	-	100%	-	-
CCD						
Base	305	28%	36%	31%	3%	1%
CCD 1	56	25%	31%	39%	3%	2%
CCD 2	122	34%	42%	21%	2%	1%
CCD 3	48	12%	35%	45%	8%	-
CCD 4	80	31%	33%	33%	2%	1%

Q11 - Gender			
	Base	Male	Female
Gender			
Base	305	46%	54%
Male	140	100%	-
Female	165	-	100%
Age			
Base	305	46%	54%
18-34	43	57%	43%
35-49	49	36%	64%
50-64	93	47%	53%
65 and older	120	45%	55%
Race			
Base	305	46%	54%
White	242	48%	52%
Black	41	34%	66%
Other	23	49%	51%
Party			
Base	305	46%	54%
Republican	82	50%	50%
Democrat	186	43%	57%
Other	37	52%	48%
Generic City Commission Ballot Test			
Base	305	46%	54%
Republican	67	42%	58%
Democrat	141	44%	56%
Unsure	86	54%	46%
Gainesville City Commission Municipal Election Ballot Test			
Base	305	46%	54%
Budd	42	59%	41%
Curtis	26	34%	66%
Hayes-Santos	33	58%	42%
Shepherd	6	34%	66%
Unsure	181	43%	57%
Pro-life v Pro-choice			
Base	305	46%	54%
Pro-life	91	41%	59%
Pro-choice	176	49%	51%
Ideology			
Base	305	46%	54%
Conservative	85	45%	55%
Moderate	111	47%	53%
Liberal	96	42%	58%
CCD			
Base	305	46%	54%
CCD 1	56	45%	55%
CCD 2	122	39%	61%
CCD 3	48	68%	32%
CCD 4	80	43%	57%