



Gainesville Municipal Election Benchmark
Likely Municipal Voters
March 8-9, 2015 • N=300 • 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	300
Right direction	41%
Wrong direction	31%
Unsure	26%
Refused	1%

Q2 - Name ID: Harvey Budd

Base	300
Know / Favorable	33%
Know / Unfavorable	6%
Know / No opinion	26%
Never heard of	35%
Refused	-

Q3 - Name ID: Jay Curtis

Base	300
Know / Favorable	28%
Know / Unfavorable	4%
Know / No opinion	29%
Never heard of	39%
Refused	*

Q4 - Name ID: Adrian Hayes-Santos

Base	300
Know / Favorable	22%
Know / Unfavorable	3%
Know / No opinion	25%
Never heard of	50%
Refused	-



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Q5 - 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	300
Budd / Definitely	8%
Budd / Probably	10%
Budd / Lean	3%
Curtis / Definitely	11%
Curtis / Probably	5%
Curtis / Lean	2%
Hayes-Santos / Definitely	7%
Hayes-Santos / Probably	3%
Hayes-Santos / Lean	1%
Shepherd / Definitely	1%
Shepherd / Probably	*
Shepherd / Lean	*
Unsure	46%
Refused	2%

Q5cat - 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	300
Total Budd	21%
Total Curtis	18%
Total Hayes-Santos	11%
Total Shepherd	1%
Unsure	46%
Refused	2%

Q6 - Gender

Base	300
Male	46%
Female	54%



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Age

Base	300
18-34	14%
35-49	16%
50-64	30%
65 and older	40%

Race

Base	300
White	79%
Black	13%
Other	8%

Party

Base	300
Republican	27%
Democrat	61%
Other	12%