

Gender	
Base	300
Male	46%
Female	54%
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%
Gainesville City Commission Ballot Test	
Base	300
Budd	21%
Curtis	18%
Hayes-Santos	11%
Unsure	46%

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	300	41%	31%	26%	1%
Male	138	47%	28%	24%	1%
Female	162	37%	34%	28%	1%

Age					
Base	300	41%	31%	26%	1%
18-34	42	72%	12%	16%	
35-49	48	55%	30%	14%	
50-64	91	31%	39%	29%	1%
65 and older	119	33%	33%	33%	2%

Race					
Base	300	41%	31%	26%	1%
White	238	43%	32%	25%	*
Black	40	26%	30%	40%	4%
Other	22	51%	31%	18%	

Party					
Base	300	41%	31%	26%	1%
Republican	81	34%	45%	21%	
Democrat	183	45%	26%	28%	1%
Other	37	40%	27%	30%	3%

Gainesville City Commission Ballot Test					
Base	300	41%	31%	26%	1%
Budd	63	38%	33%	29%	
Curtis	55	37%	46%	17%	
Hayes-Santos	34	44%	23%	33%	
Unsure	137	44%	27%	28%	1%

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

Gender				
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Base	300	33%	6%	26%	35%
Male	138	31%	9%	28%	33%
Female	162	35%	4%	25%	36%

Age				
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Base	300	33%	6%	26%	35%
18-34	42	19%	5%	21%	55%
35-49	48	33%	6%	19%	42%
50-64	91	32%	10%	26%	32%
65 and older	119	38%	4%	31%	26%

Race				
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Base	300	33%	6%	26%	35%
White	238	35%	7%	30%	28%
Black	40	25%		13%	62%
Other	22	23%	11%	11%	55%

Party				
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Base	300	33%	6%	26%	35%
Republican	81	19%	10%	34%	37%
Democrat	183	40%	6%	22%	32%
Other	37	26%		32%	42%

Gainesville City Commission Ballot Test				
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Base	300	33%	6%	26%	35%
Budd	63	84%	1%	9%	6%
Curtis	55	28%	16%	26%	30%
Hayes-Santos	34	30%	14%	31%	25%
Unsure	137	11%	3%	32%	54%

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

Gender						
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Base	300	28%	4%	29%	39%	*
Male	138	31%	6%	26%	38%	
Female	162	25%	2%	33%	40%	1%

Age						
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Base	300	28%	4%	29%	39%	*
18-34	42	23%	4%	25%	48%	
35-49	48	29%	6%	19%	46%	
50-64	91	27%	5%	34%	35%	
65 and older	119	30%	2%	32%	36%	1%

Race						
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Base	300	28%	4%	29%	39%	*
White	238	30%	4%	31%	35%	*
Black	40	9%	4%	31%	55%	
Other	22	41%		6%	54%	

Party						
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Base	300	28%	4%	29%	39%	*
Republican	81	35%	1%	28%	35%	
Democrat	183	25%	4%	31%	39%	1%
Other	37	24%	6%	23%	47%	

Gainesville City Commission Ballot Test						
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Base	300	28%	4%	29%	39%	*
Budd	63	22%	5%	39%	34%	
Curtis	55	78%	2%	20%		
Hayes-Santos	34	22%	13%	34%	31%	
Unsure	137	9%	2%	29%	60%	

Q4 - Name ID: Adrian Hayes-Santos				
Base	Know / Favorable	Know / Unfavorable	Know / No opinion	Never heard of

Gender					
Base	300	22%	3%	25%	50%
Male	138	26%	4%	23%	48%
Female	162	19%	3%	27%	52%

Age					
Base	300	22%	3%	25%	50%
18-34	42	20%	6%	23%	52%
35-49	48	30%	2%	19%	50%
50-64	91	20%	4%	29%	46%
65 and older	119	21%	3%	25%	52%

Race					
Base	300	22%	3%	25%	50%
White	238	24%	3%	25%	48%
Black	40	9%		31%	60%
Other	22	22%	11%	19%	49%

Party					
Base	300	22%	3%	25%	50%
Republican	81	9%	3%	20%	68%
Democrat	183	29%	4%	27%	40%
Other	37	17%		26%	57%

Gainesville City Commission Ballot Test					
Base	300	22%	3%	25%	50%
Budd	63	24%	5%	34%	38%
Curtis	55	11%	11%	18%	59%
Hayes-Santos	34	83%		11%	5%
Unsure	137	10%		28%	62%

Gainesville Municipal Election Benchmark
Likely Municipal Voters
March 8-9, 2015 • N=300 • Margin of Error +/- 5.7%

Q5 - If the election for City Commission were held today, would you be voting for Harvey Budd, Jay Curtis, 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
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Gender

Base	300	8%	10%	3%	11%	5%	2%	7%	3%	1%	1%	*
Male	138	7%	7%	3%	13%	3%	2%	10%	5%	1%	1%	
Female	162	10%	12%	2%	10%	7%	2%	5%	2%	1%	1%	1%

Age

Base	300	8%	10%	3%	11%	5%	2%	7%	3%	1%	1%	*
18-34	42	7%	5%		13%		2%	7%	6%	2%		
35-49	48	2%	11%		10%	7%		14%	4%			2%
50-64	91	8%	15%	3%	9%	4%	4%	5%	4%	2%		
65 and older	119	12%	7%	4%	12%	7%	1%	6%	1%		2%	

Race

Base	300	8%	10%	3%	11%	5%	2%	7%	3%	1%	1%	*
White	238	8%	11%	3%	11%	5%	2%	8%	4%	1%	*	*
Black	40	13%	4%		3%	7%	2%	7%	2%		2%	
Other	22	5%	5%		23%			5%				

Party

Base	300	8%	10%	3%	11%	5%	2%	7%	3%	1%	1%	*
Republican	81		9%	4%	21%	7%	4%	1%	1%			1%
Democrat	183	13%	10%	3%	7%	5%	1%	10%	3%	1%	1%	
Other	37	3%	12%		12%			6%	6%			

Gainesville City Commission Ballot Test

Base	300	8%	10%	3%	11%	5%	2%	7%	3%	1%	1%	*
Budd	63	40%	48%	13%								
Curtis	55				61%	27%	11%					
Hayes-Santos	34							64%	28%	8%		
Unsure	137											

Gainesville Municipal Election Benchmark
Likely Municipal Voters
March 8-9, 2015 • N=300 • Margin of Error +/- 5.7%

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	Total Budd	Total Curtis	Total Hayes-Santos	Total Shepherd	Unsure	Refused
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Gender

Base	300	21%	18%	11%	1%	46%	2%
Male	138	17%	18%	16%	1%	46%	2%
Female	162	24%	19%	7%	2%	45%	3%

Age

Base	300	21%	18%	11%	1%	46%	2%
18-34	42	12%	15%	15%		58%	
35-49	48	13%	18%	18%	4%	47%	
50-64	91	26%	18%	12%		45%	
65 and older	119	24%	20%	7%	2%	42%	6%

Race

Base	300	21%	18%	11%	1%	46%	2%
White	238	23%	19%	12%	1%	43%	3%
Black	40	18%	12%	9%	4%	55%	2%
Other	22	11%	23%	5%		61%	

Party

Base	300	21%	18%	11%	1%	46%	2%
Republican	81	13%	32%	3%	1%	48%	3%
Democrat	183	26%	13%	15%	1%	42%	2%
Other	37	15%	12%	11%		59%	3%

Gainesville City Commission Ballot Test

Base	300	21%	18%	11%	1%	46%	2%
Budd	63	100%					
Curtis	55		100%				
Hayes-Santos	34			100%			
Unsure	137					100%	

Q6 - Gender		
Base	Male	Female

Gender			
Base	300	46%	54%
Male	138	100%	
Female	162		100%

Age			
Base	300	46%	54%
18-34	42	67%	33%
35-49	48	39%	61%
50-64	91	46%	54%
65 and older	119	41%	59%

Race			
Base	300	46%	54%
White	238	48%	52%
Black	40	24%	76%
Other	22	63%	37%

Party			
Base	300	46%	54%
Republican	81	51%	49%
Democrat	183	43%	57%
Other	37	49%	51%

Gainesville City Commission Ballot Test			
Base	300	46%	54%
Budd	63	38%	62%
Curtis	55	45%	55%
Hayes-Santos	34	67%	33%
Unsure	137	47%	53%