

Voices Predicts Leon County Results¹

Phillip E. Downs, Ph.D., Kerr & Downs Research/Florida State University
Michael Roe, Kerr & Downs Research
pd@kerr-downs.com/mpr@kerr-downs.com

Voices, an internet survey panel jointly sponsored by Kerr & Downs Research and The Tallahassee Democrat correctly predicted how Leon County voters would cast their ballots on all races. In nearly all races, *Voices* predicted the winner within the margin of error (4% points). For example, *Voices* predicted that Kerry would take 65% of Leon County's vote – unofficial totals from Leon County Supervisor of Elections show that Kerry received 62% in Leon County.

Voices predicted that Castor would win 68% of Leon County's votes, and the Supervisor of Elections' unofficial returns show she won 65%.

Voices was even closer on the Boyd/Kilmer race missing it by only 1% point. Likewise, *Voices* was within 1% point of the vote for Maloy/Pumphrey in the Leon County Tax Collector race. The one race in which *Voices* picked the winner, but was not close to the final margin of victory, was the Meggs/Hooper race for State Attorney, 2nd Judicial Circuit.

Voices came within 3% points of calling the Montford/Sunday race for Superintendent of Leon County Schools, and *Voices* was within 2% points of hitting the Coley/Duncan race for State Representative, 7th House District.

Voices came within 4% points of accurately predicting the Argenziano/Brooks race for State Senator, 3rd Senatorial District. *Voices* came within 2% points of predicting the final results of the Ausley/Covington race for State Representative, 9th House District.

Voices correctly predicted how Leon County residents would vote on 7 of the 8 constitutional amendments.

To become part of *Voices*, an experiment in democracy, go to www.voices2004.com.

¹ *Voices* interviewed 600 likely voters by internet from October 25-27, 2004.