



Services to be Reduced or Eliminated to Reduce Property Taxes

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& The Tallahassee Democrat

TallahasseeVoices is a pro bono Internet survey panel sponsored by Kerr & Downs Research and The Tallahassee Democrat. There were 581 responses to the survey sent out in June 14 and 15, 2007. Panel results have been weighted to reflect the demographics of Leon County and results are representative of all local residents who have access to the Internet at home, work, or school. Go to our website at www.tallahasseevoices.com to join our panel and let your voice be heard.

2/21/2008

TallahasseeVoices surveys have accurately
predicted local votes on:

The coal plant

Sales tax increase for healthcare

Switching City elections from Fall to the Spring

Nearly all local elections it has covered

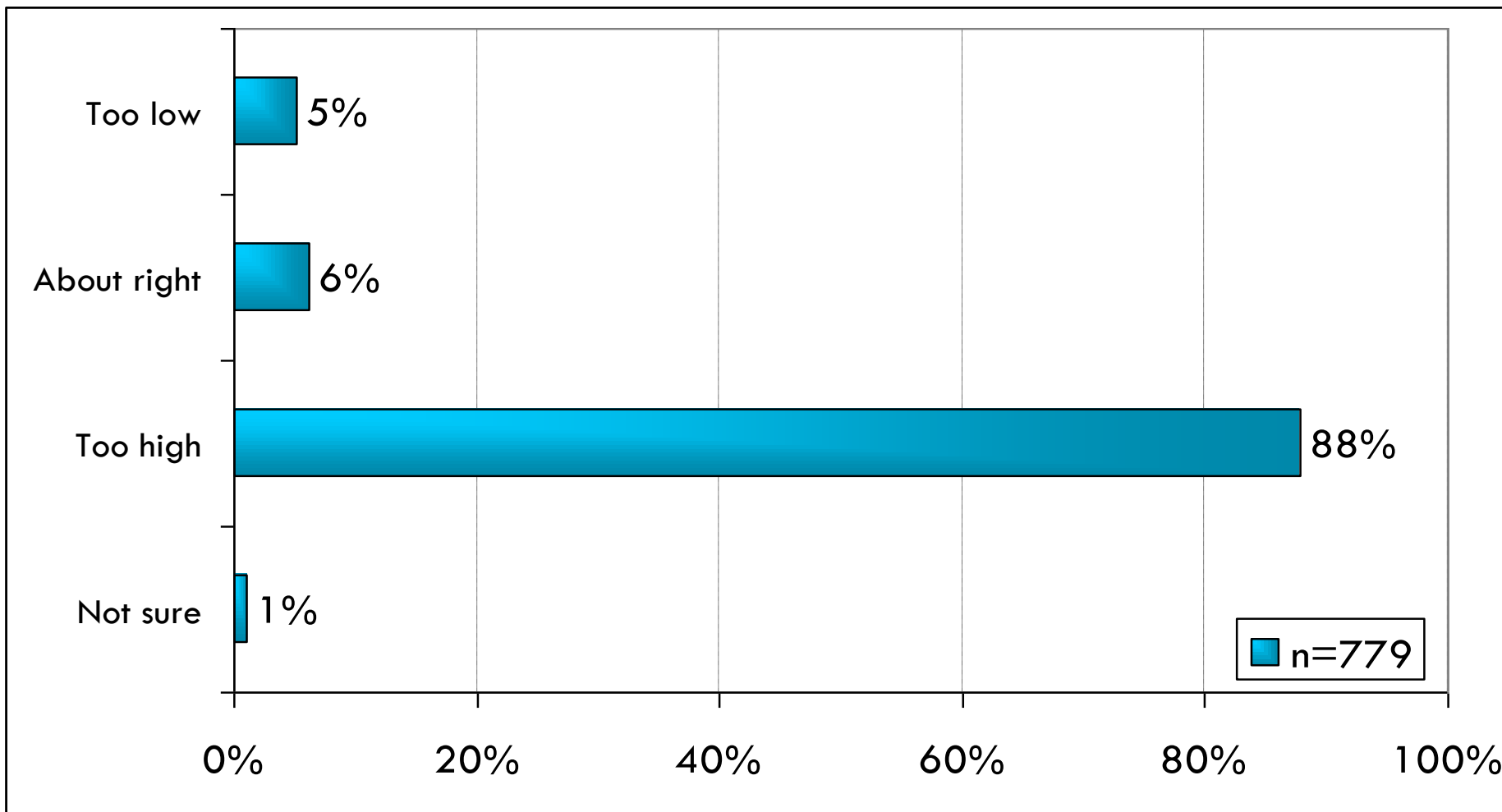
TallahasseeVoices, an experiment in democracy

To join, go to www.tallahasseevoices.com.

Survey Results

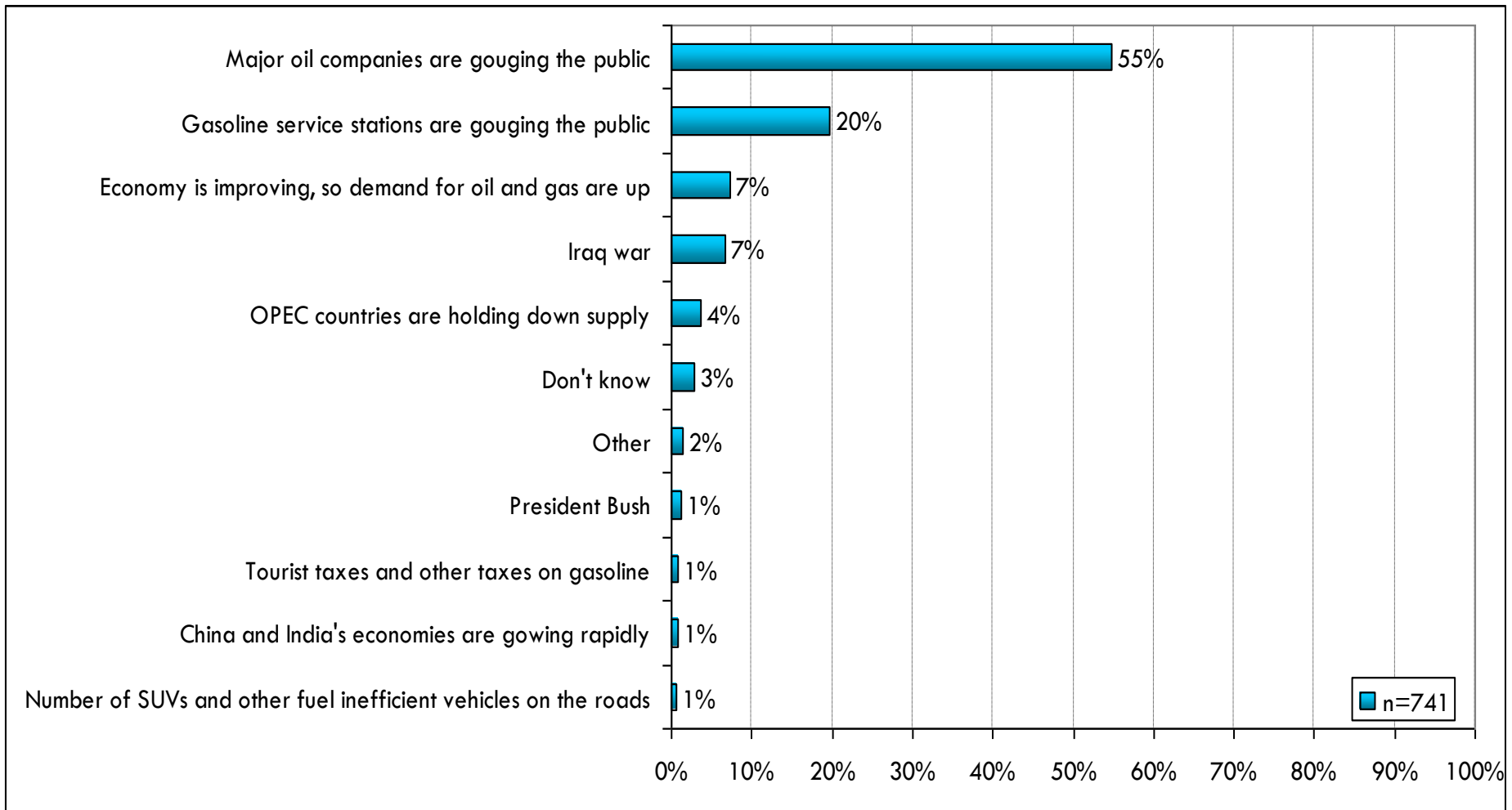
- Almost 90% of residents believe that gas prices are too high
- Price gouging by major oil companies and gas stations are the number one and two reasons, respectively, that residents believe that gas prices are too high
- Respondents were allowed to write in their own responses and here are a few:
 - “We’ve got a president who’s an oilman from Texas, why do you think they’re so high?”
 - “Supply vs. Demand”
 - “Lack of refinery capacity”
 - “GREED!”

In your opinion are gasoline prices too low, about right, or too high?



2/21/2008

Why do you think gasoline prices are so high?*



*Respondents were able to chose multiple responses.

2/21/2008

Reactions to High Gas Prices

- Residents are now planning ahead before getting into their vehicles – 6 out of 10 residents take fewer unnecessary trips because of high gas prices.
- Carpooling is still not catching on – only about 12% of residents are catching a ride with someone else
- 7% of respondents reported that they did nothing different and are accepting the prices as is

Reactions to High Gas Prices

- When respondents were given the chance to write in their reactions here's what a few had to say:
 - “Living in Tallahassee it is very difficult to walk, ride bikes, and even carpool, and mass transit is not available.”
 - “If gas prices REALLY were too high, people would start making lifestyle changes. Clearly we're not there yet.”
 - “Plan travel to make greater efficiency from each trip.”

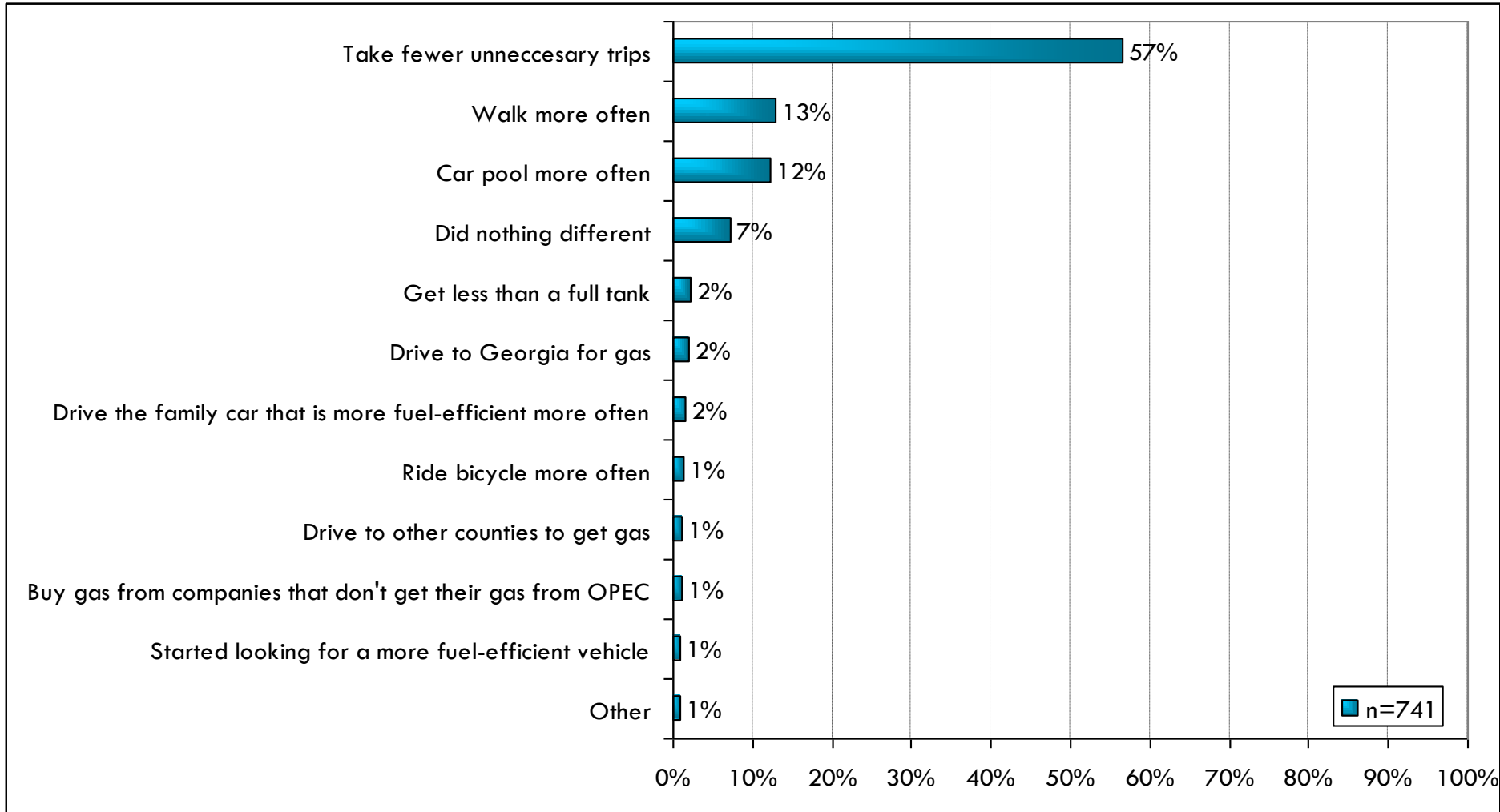
What's Too Expensive?

- 7 out of 10 residents believe that gas is too expensive in the \$2.00 - \$3.00/gallon range
- Almost 1/2 of respondents believe that gas prices will be between \$3.00-\$3.99 at the peak of summer
- Respondents were allowed to write in their own answers, here are a few:
 - “The American public will pay whatever Big Oil charges, for there is no other game in town.”
 - “When price exceeds demand-supply equilibrium.”
 - “Should pay more to finance alternative energy, not to enrich the already greedy oil companies.”

What's Too Expensive?

- Respondents were allowed to give their own responses about what price gas will be at the peak in summer, here are their responses:
 - “Too much!”
 - “Post Labor Day, 4th of July, and Memorial Day are potential peaks.”
 - “It fluctuates so much that it is hard to tell. My guess is \$3.15”

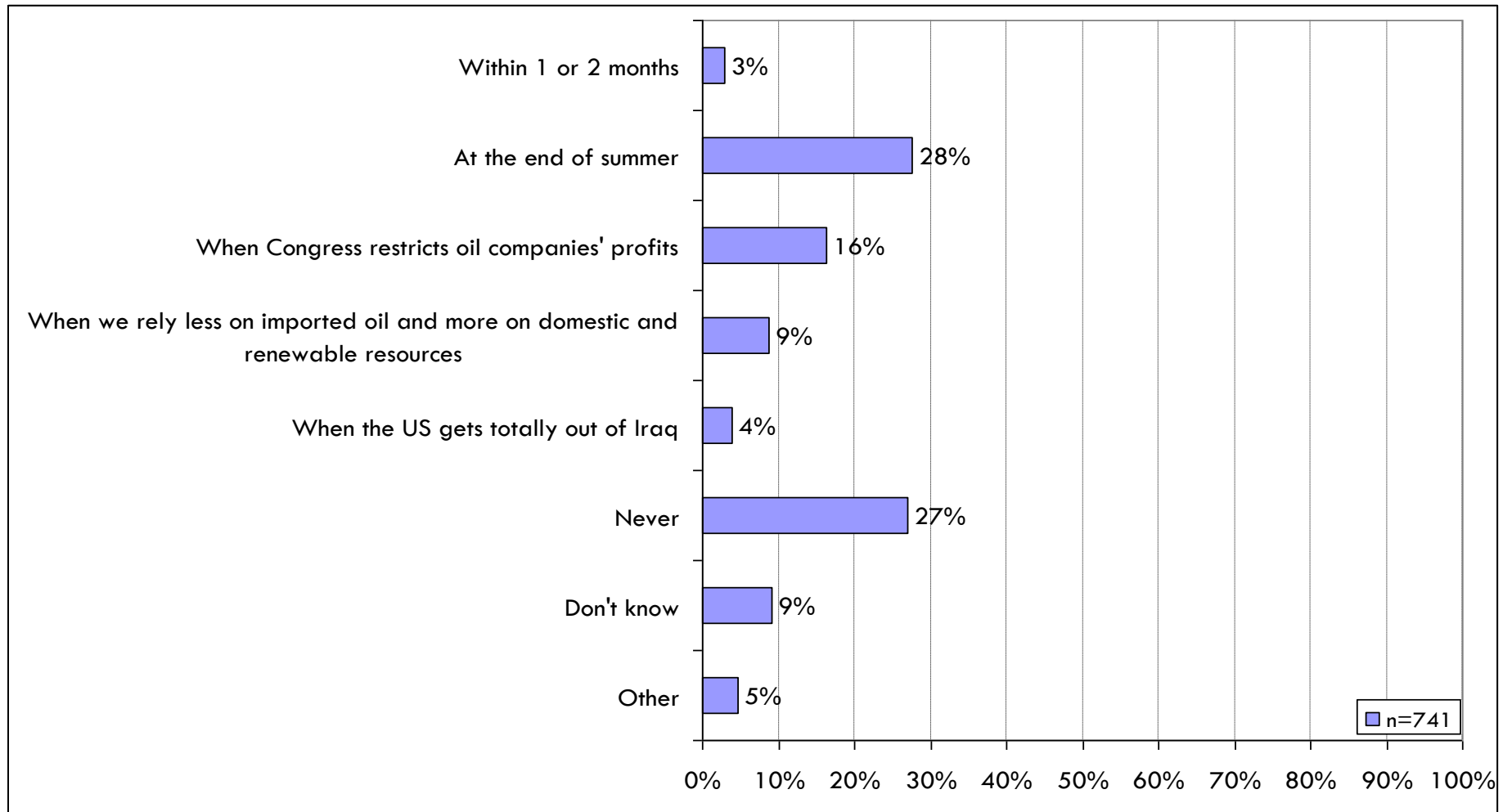
Have you done any of the following in the past 2 months because of the high price of gasoline?*



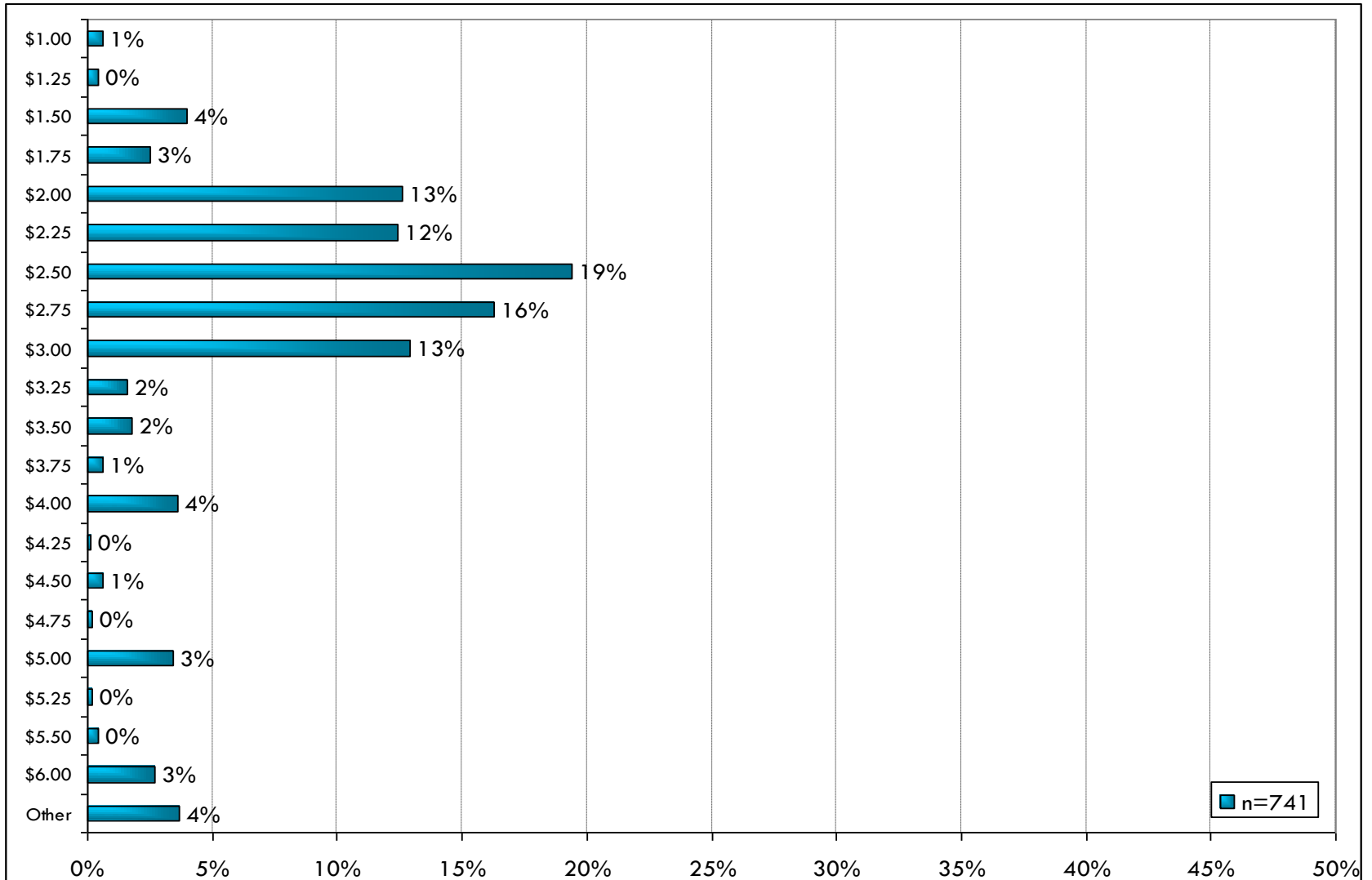
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*Respondents were allowed to give multiple answers

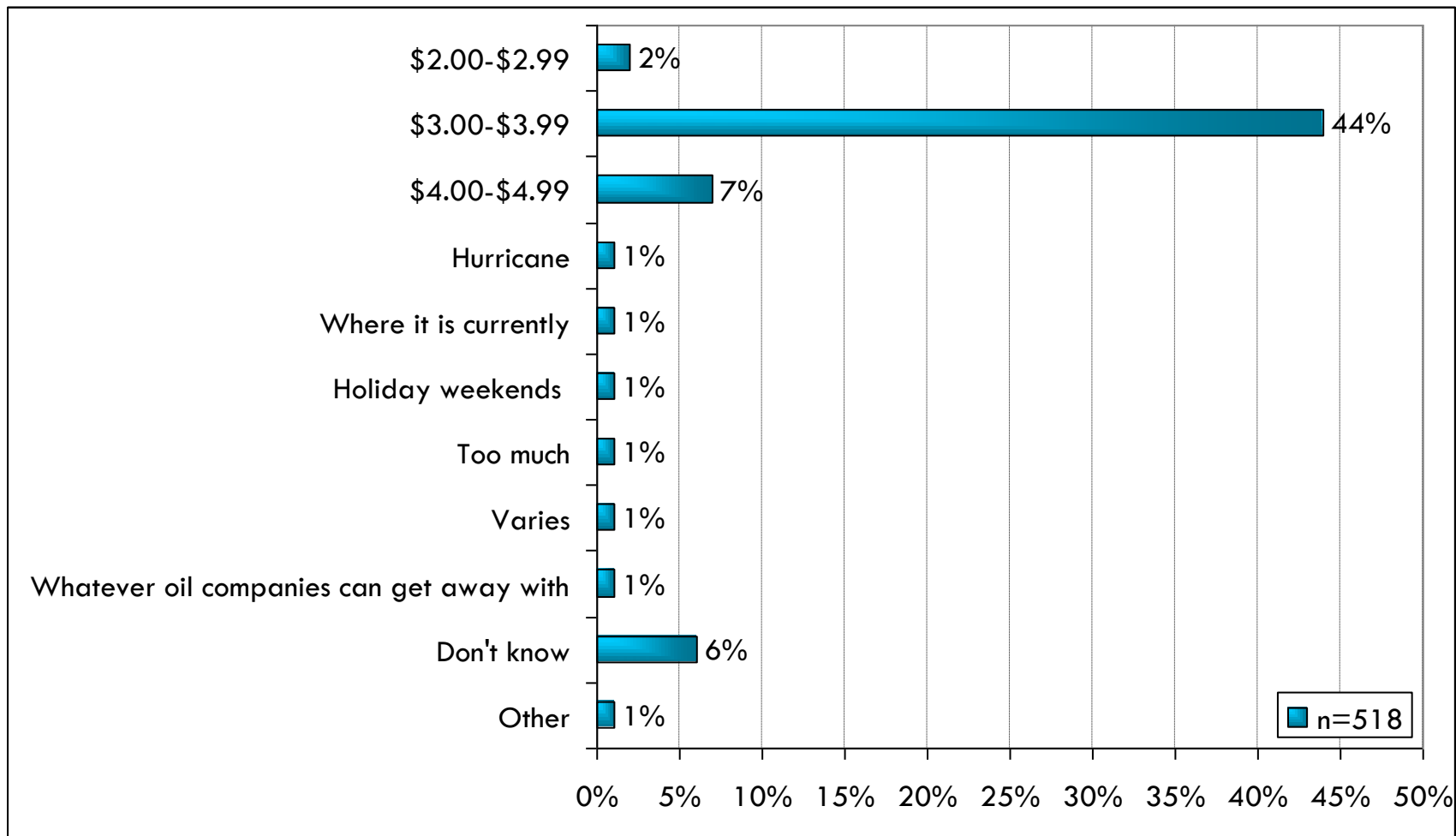
When do you expect gasoline prices to come down significantly, say by 25 cents per gallon?



At what price per gallon do you feel that gas is too expensive?



At what price per gallon will “regular” gas be during the peak summer driving period?*



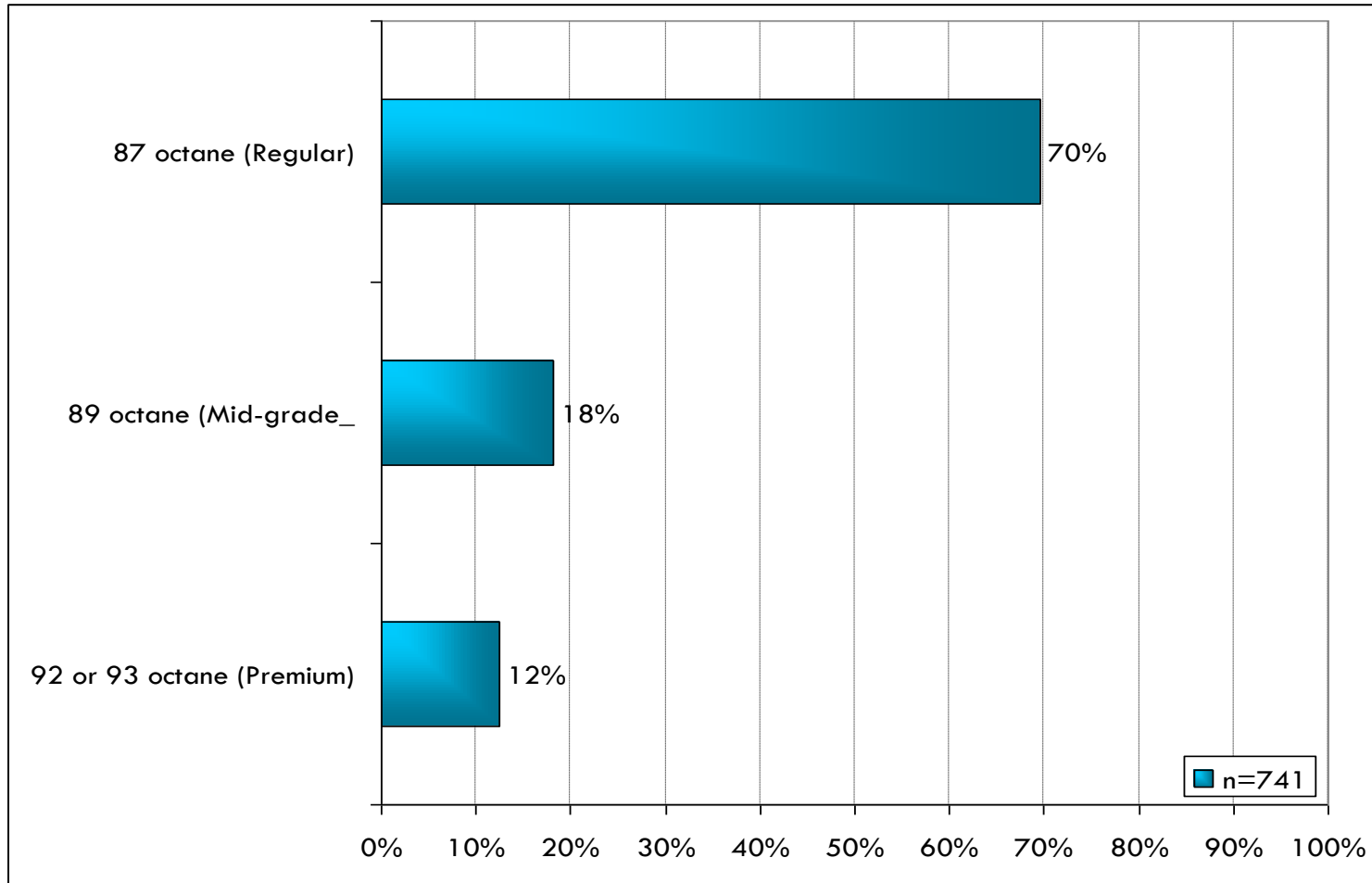
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*Respondents were given the chance to write in their own answers

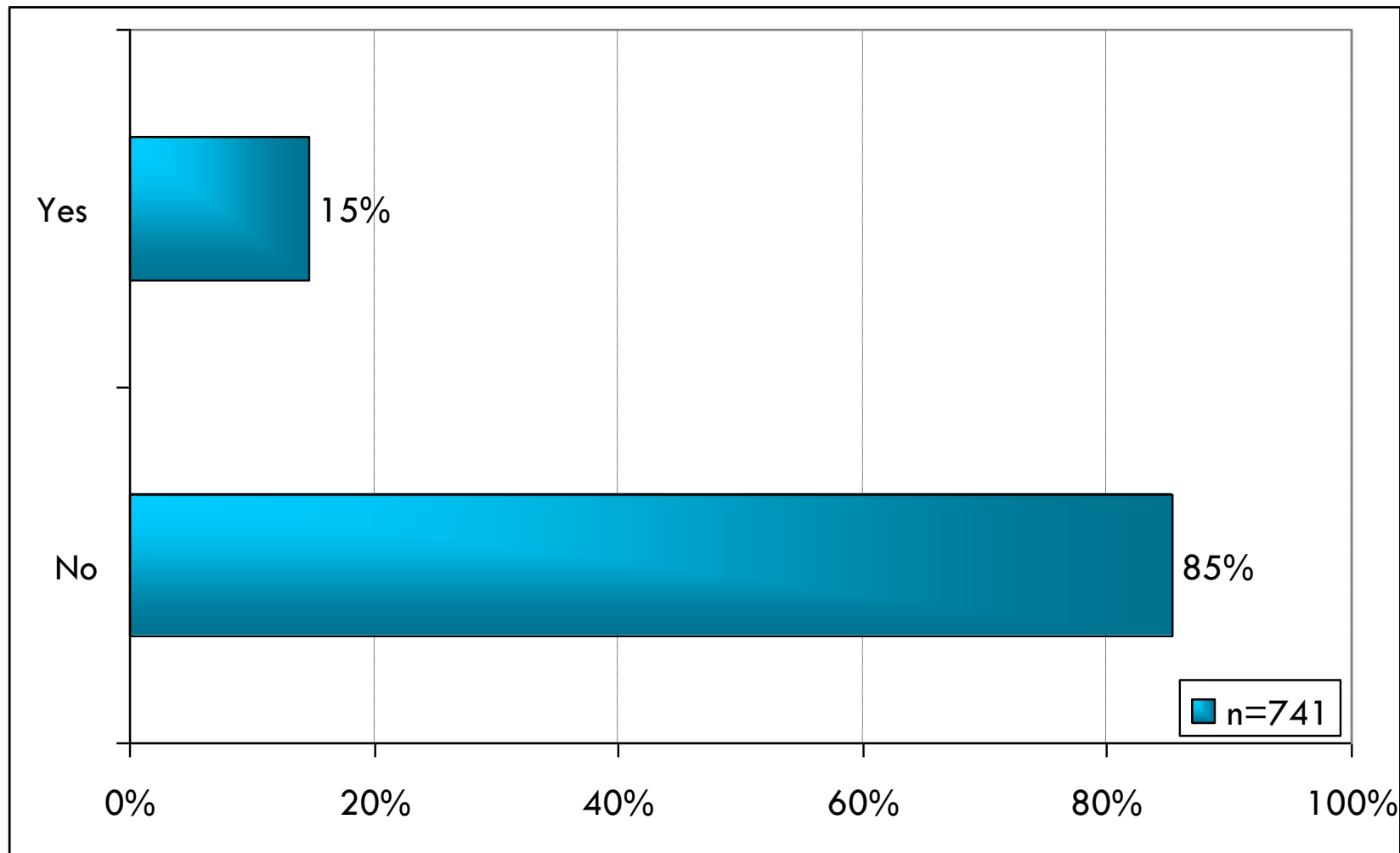
Grade of Gas

- 7 out of 10 residents purchase regular grade fuel for their vehicles
- 15% of respondents have changed their grade of gas due to the price of gas

What grade of gas do you normally purchase for you vehicle?



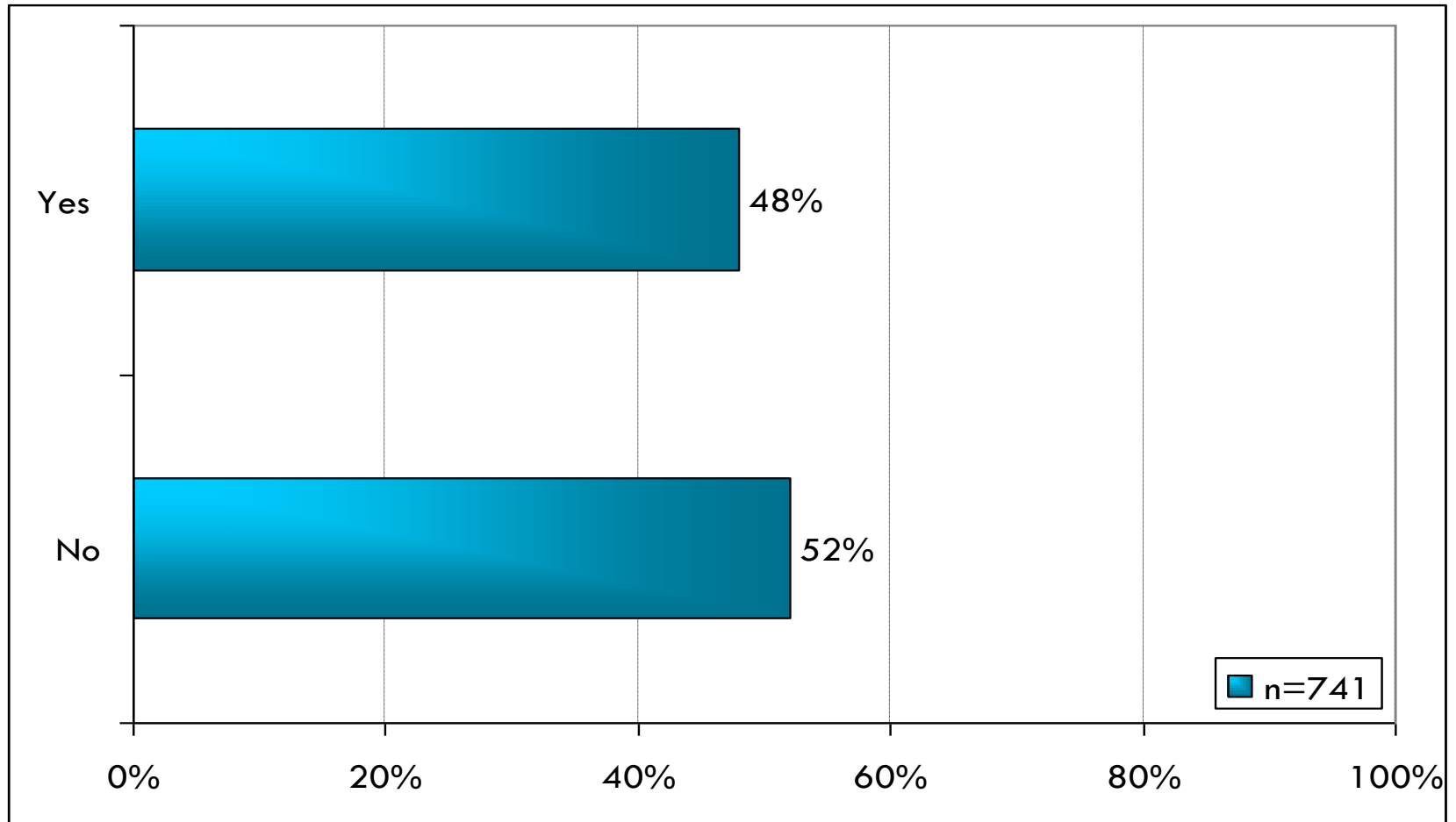
Have you changed the grade of gas due to the price of gas?



Survey Results

- Almost half of all respondents have cancelled pleasure trips due to the high cost of gasoline
- However, 92% of respondents did not cancel any business trips due to the price of gasoline

In the past year, have you cancelled any pleasure trips because of the cost of gasoline?



In the past year, have you cancelled any business trips because of the cost of gasoline?

