Local Elections

TallahasseeVoices

August 2010

TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research, which is solely responsible for information contained within TallahasseeVoices' reports.

Contact: Phillip Downs, Ph.D.,
Senior Partner, Kerr & Downs Research
Professor of Marketing, Florida State University
Founder, TallahasseeVoices pd@kerr-downs.com

The following media partners have graciously agreed to provide coverage of results of TallahasseeVoices' surveys: WCTV, WFSU-FM, and the Tallahassee Democrat.

The present survey on local issues was conducted in late July 2010. 475 of the 6,000 panel members responded. Results were weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.

Re-electing Local Incumbents

Based on local politicians' performance in office, TallahasseeVoices' panelists think:*

- Cliff Thaell & Gil Ziffer **should** be re-elected
- John Marks, Bob Rackleff, & Bill Proctor should **not**

*It should be noted that TallahasseeVoices' panelists live throughout Leon County and most of the local races are **NOT** county-wide.

Local Incumbents' Performance

Positive & **Negative** ratings of local incumbents:

40%	**43%**	Thaell
35%	**32%**	Ziffer
45%	**48%**	Marks
38%	**50%**	Rackleff
20%	**69%**	Proctor

Only Ziffer, among incumbents, received more positive than negative ratings.

TallahasseeVoices' Panelist Pick

Thaell in a landslide

Ziffer over Jackson & Robbins 3rd

Stewart over Marks & Hendricks a distant 3rd

Dozier over Rackleff & Ward 3rd

Byrne over Proctor

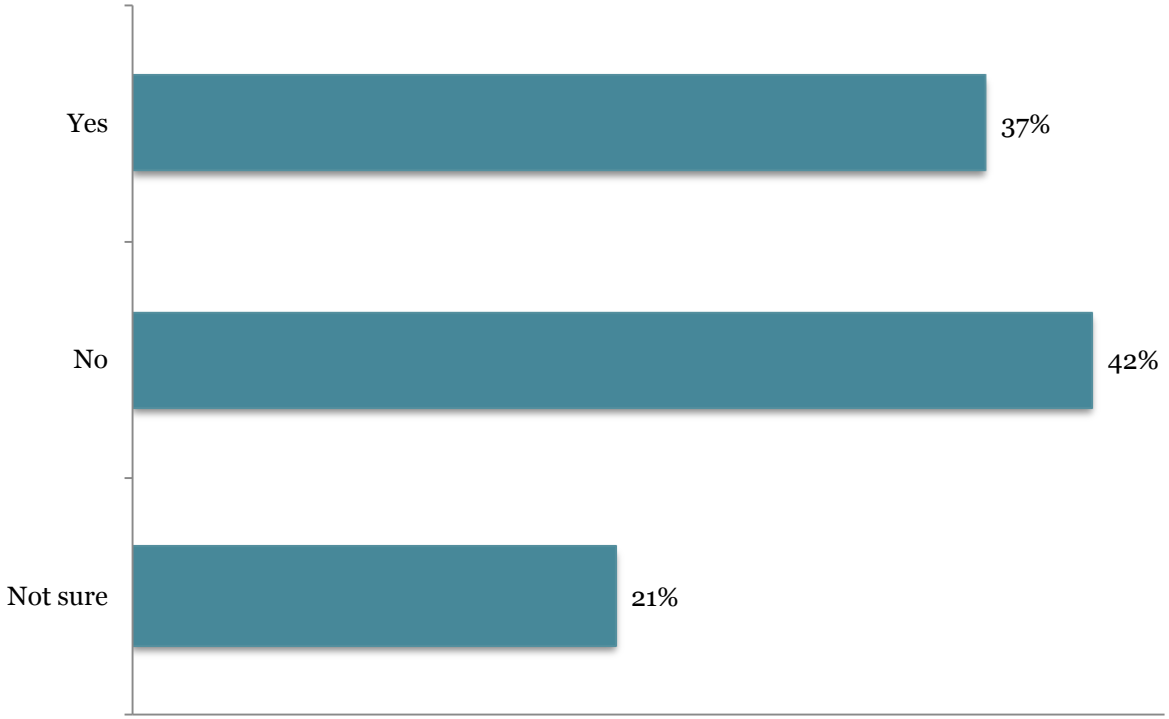
Hogge & **Miller** neck & neck

TallahasseeVoices panelists were asked to assess local political incumbents on their performance on the following:*

- State of the local economy
- Local unemployment rate
- Storm water services
- Duplication of services between the two local governments
- Transparency of local governments
- Condition of local streets and roads
- Utility rates and fees
- Local jail services
- Fire services
- Integrity of local governments
- Parks & recreation services
- Deferred compensation issue
- Traffic conditions
- Local police and sheriff services
- Other taxes and fees
- Performance of local public schools
- Pay scales and retirement benefits of local government leaders
- Salaries of senior officials in local governments
- Level of retirement benefits for local government officials
- Local mass transit service
- Property tax levels
- Local judicial and court services
- Utility services
- Airport services
- Local growth and development
- local coding, permitting, and growth regulations
- State of the local environment
- Aesthetic quality of the community

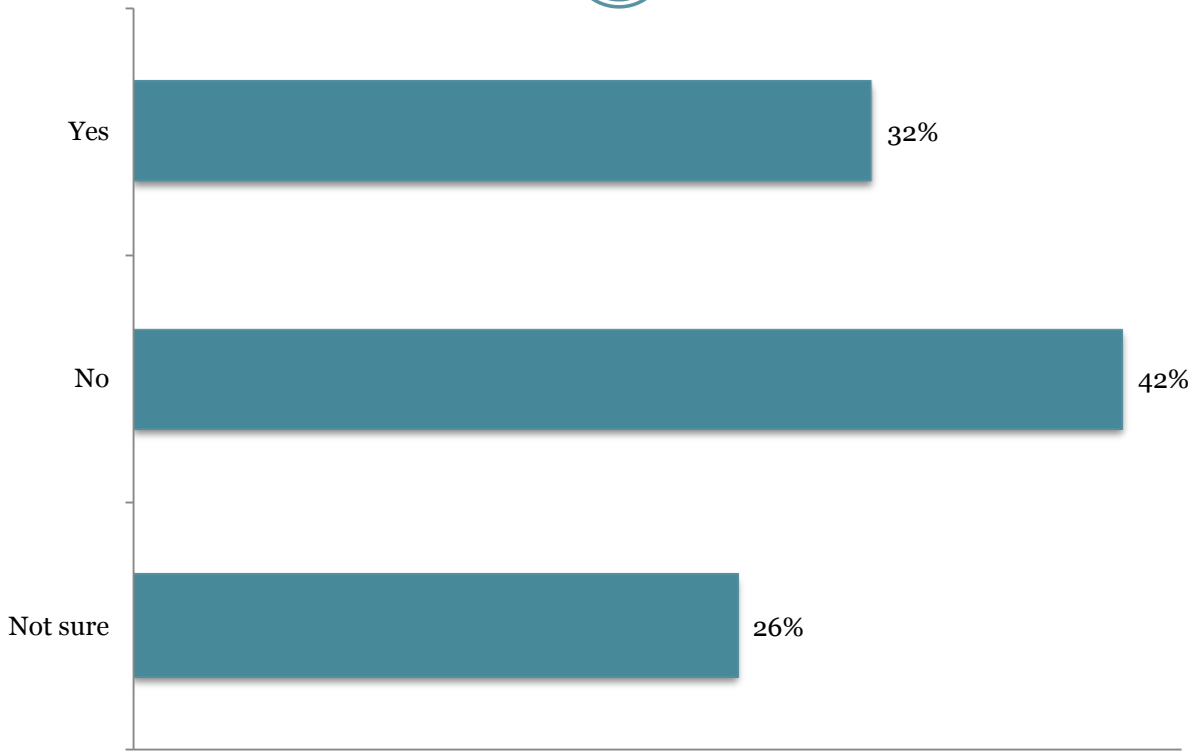
Some of these issues/services pertain to the City; some to the County; and some to both.

Do you think John Marks should be re-elected?



SOURCE: TallahasseeVoices.com, a pro bono internet survey panel of 6,000 residents.
JOIN - www.tallahasseevoices.com

Do you think Bob Rackleff should be re-elected?



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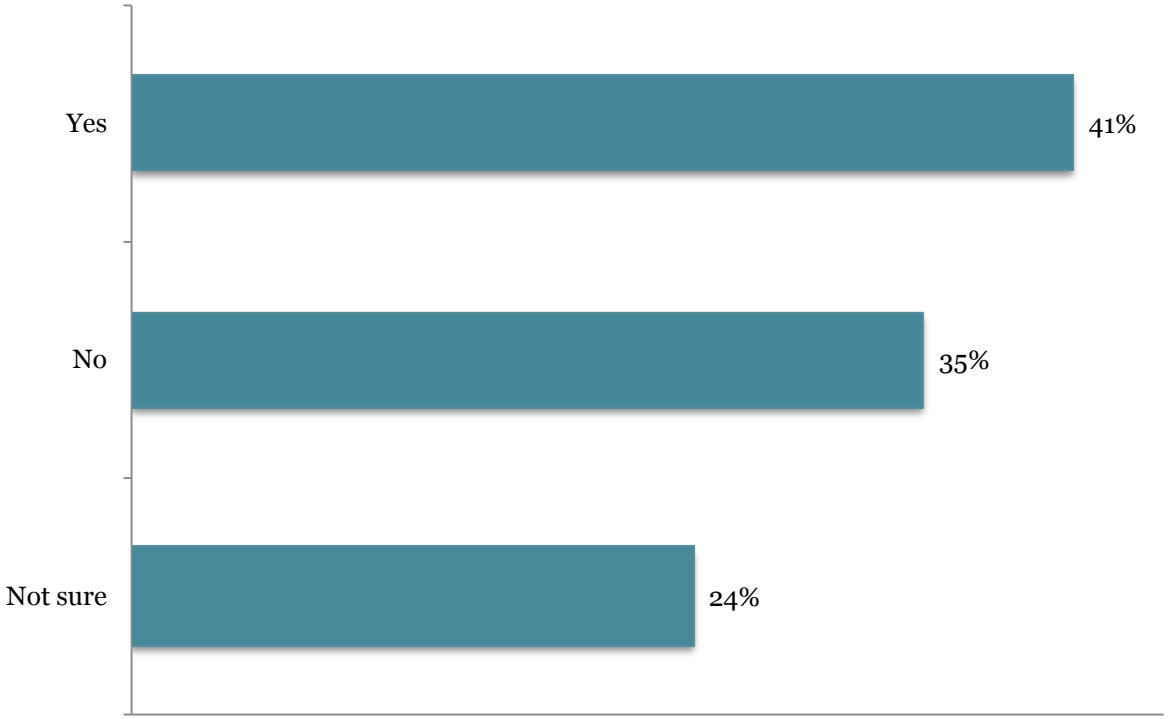
Do you think Cliff Thaell should be re-elected?



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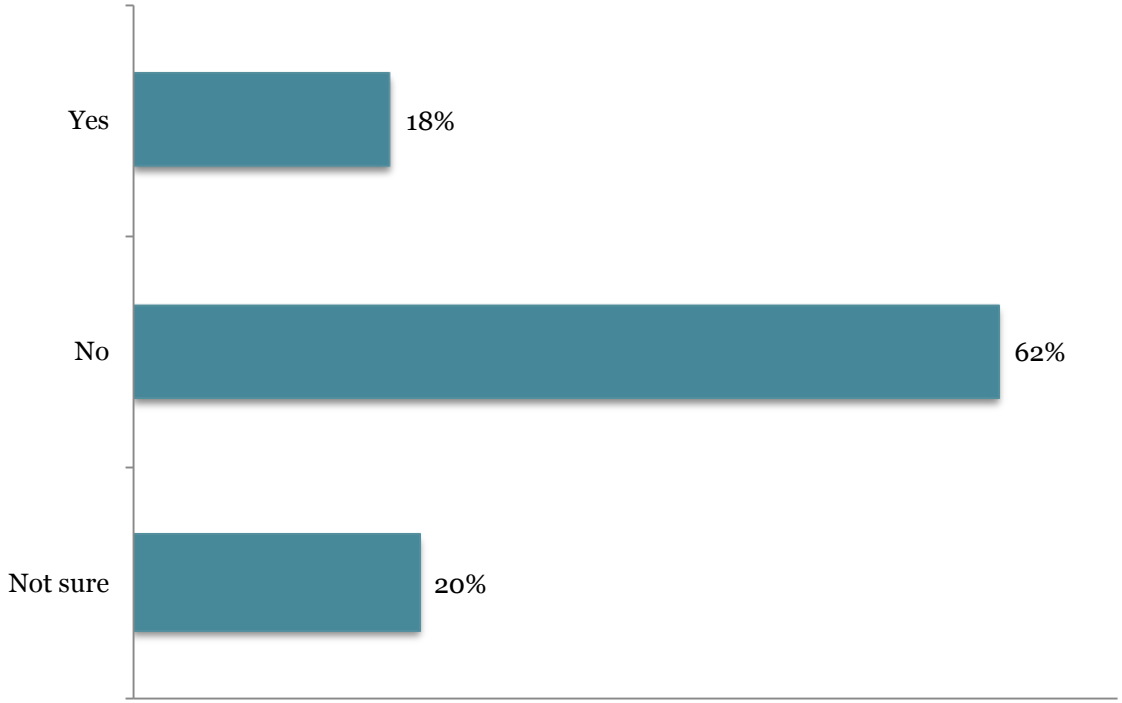
Do you think Bill Proctor should be re-elected?



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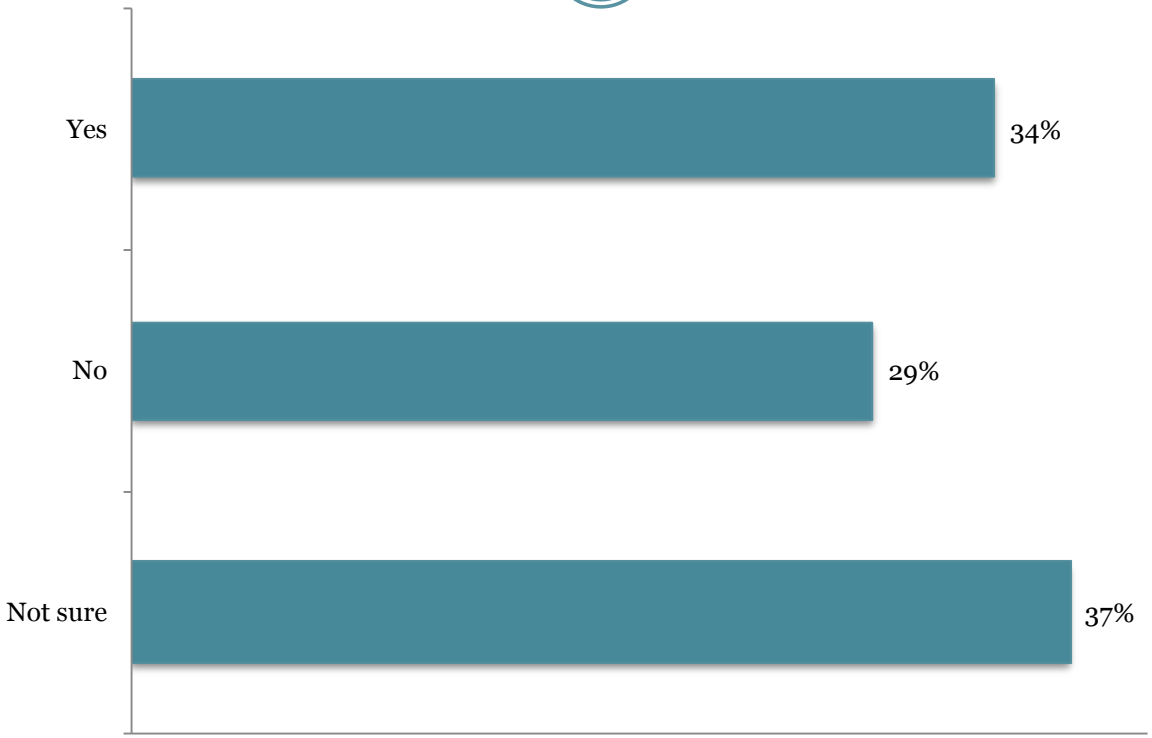
Do you think Gil Ziffer should be re-elected?



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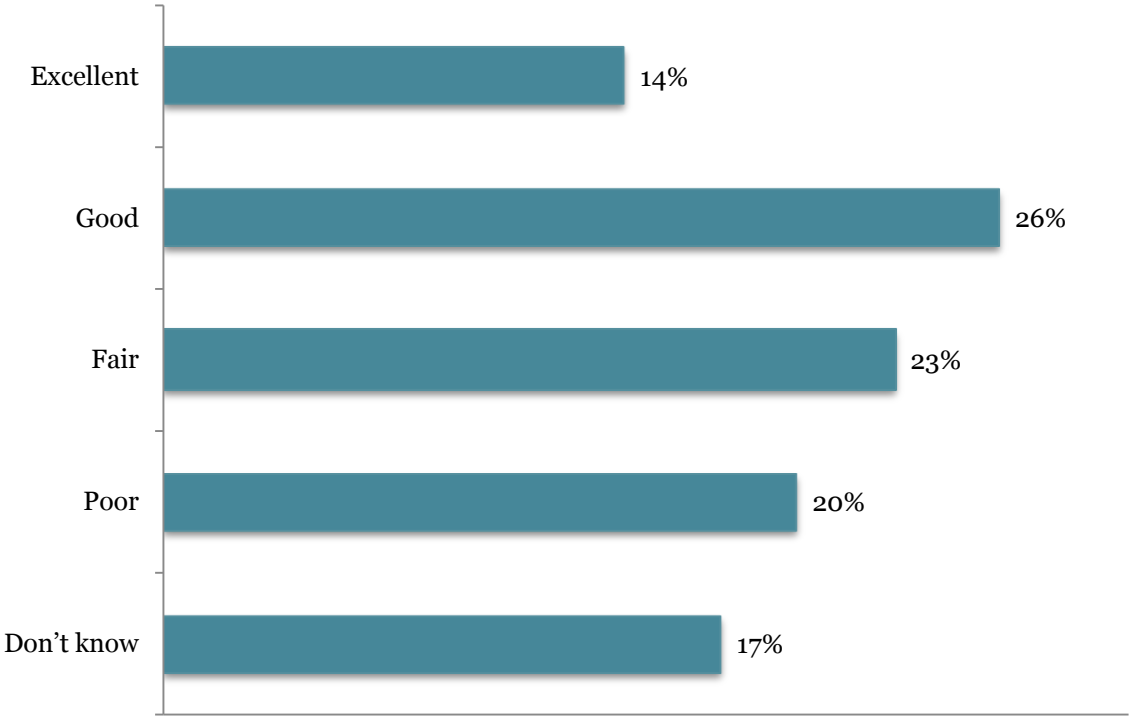
How would you rate Cliff Thaell's performance as a County Commissioner?



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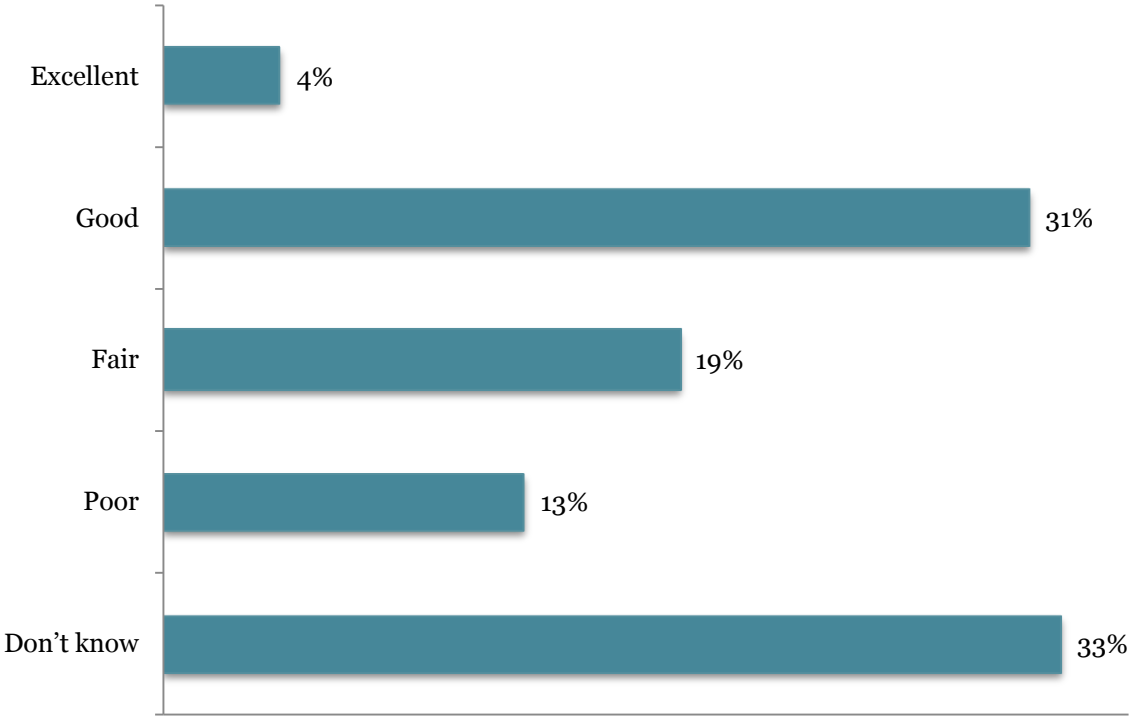

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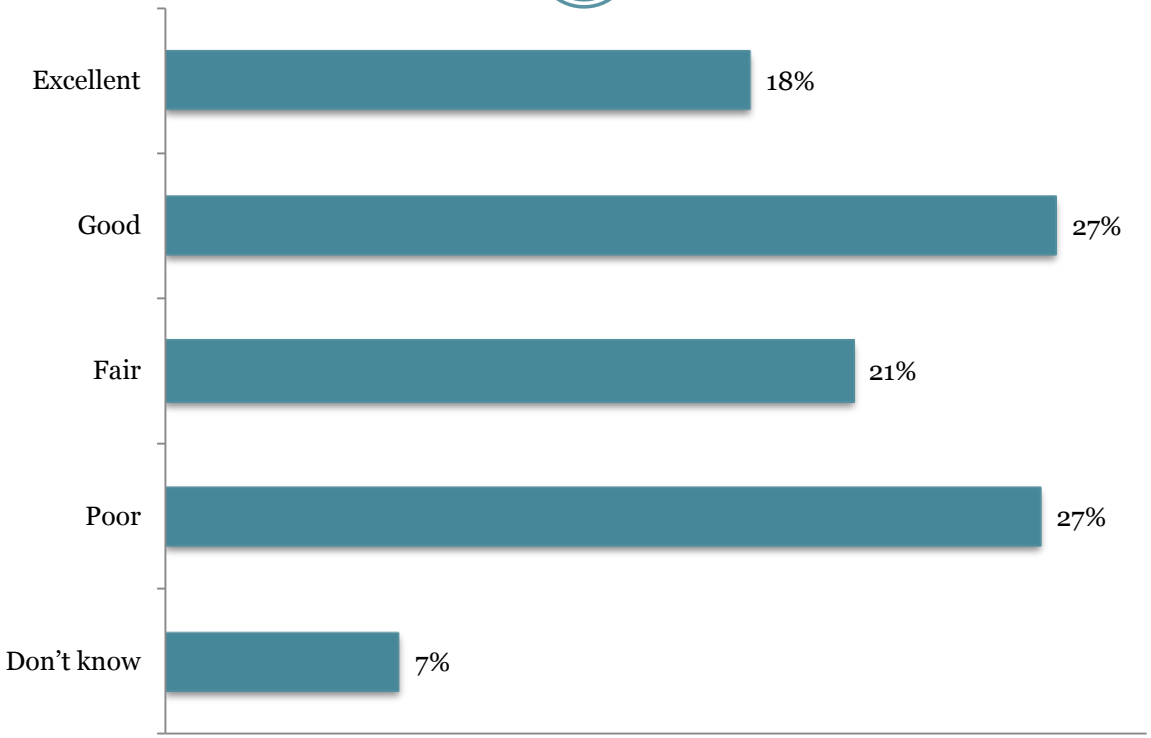
How would you rate John Marks' performance as Mayor of the City?



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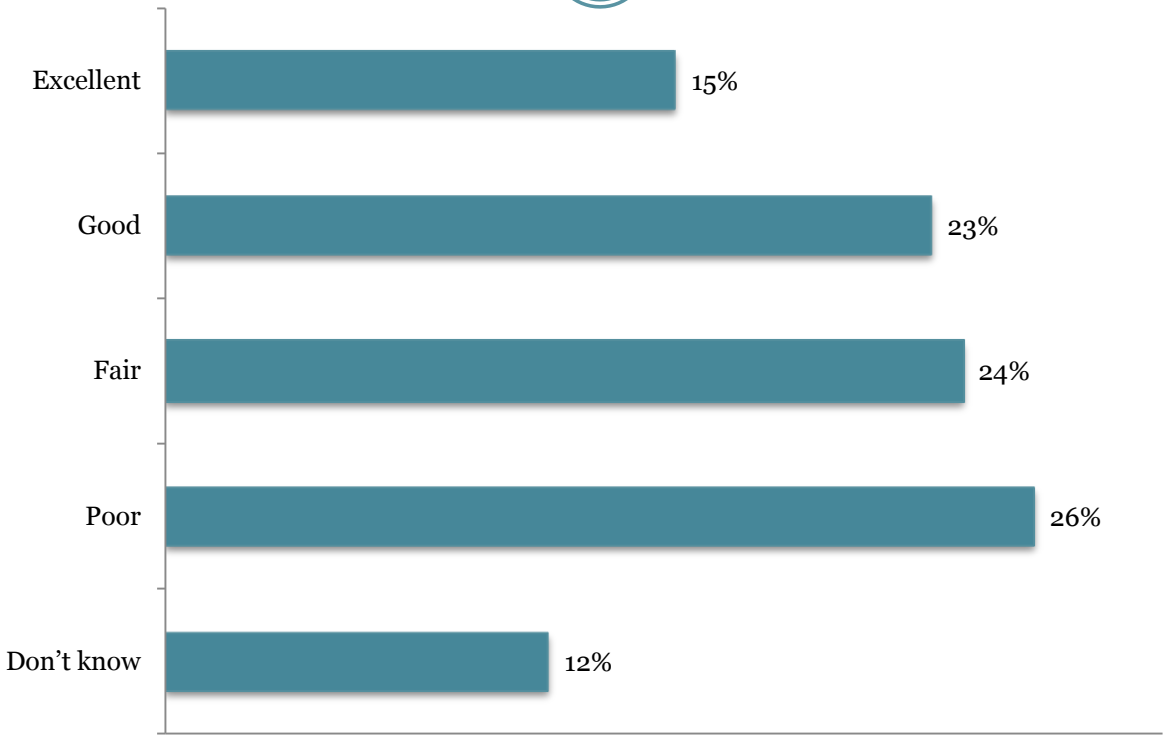
How would you rate Bob Rackleff's performance as County Commissioner?



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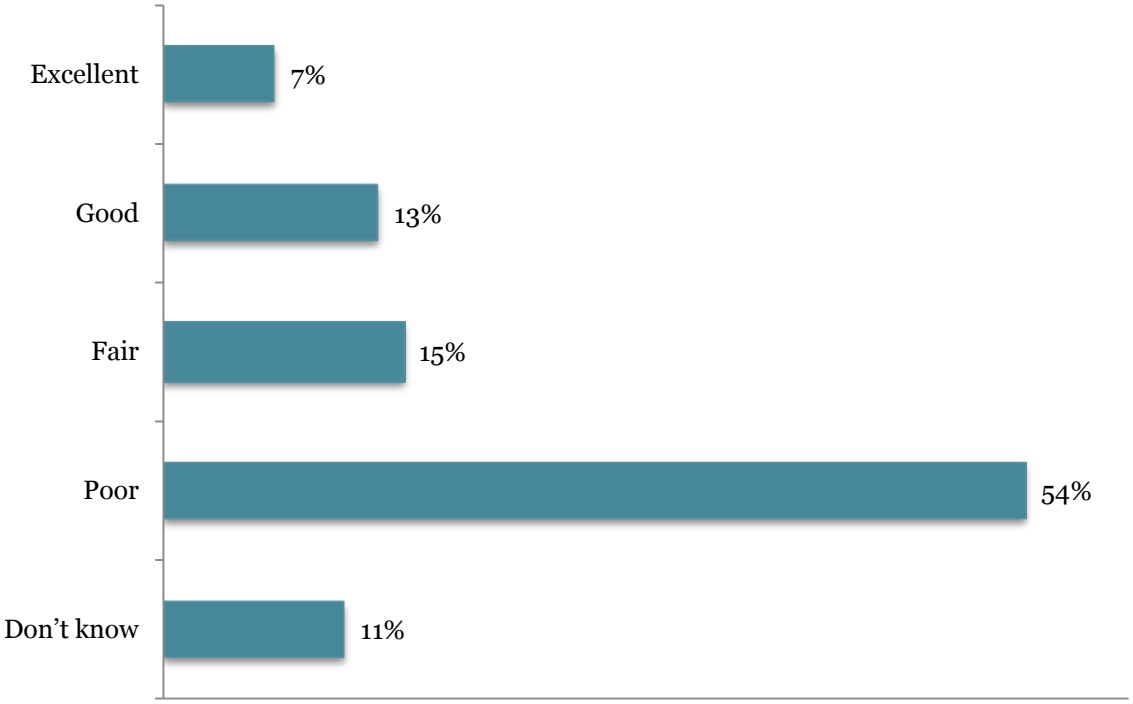
How would you rate Bill Proctor's performance as County Commissioner?



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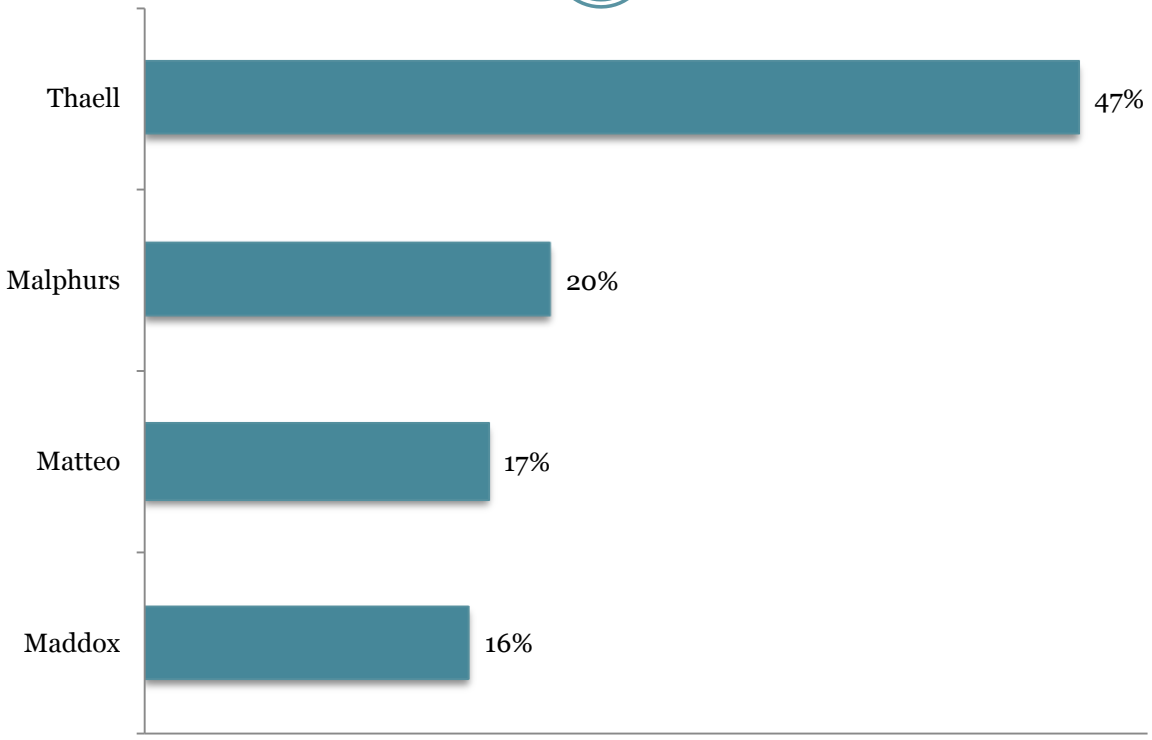
Information provided to TallahasseeVoices' Panelists

- In the following questions, statements about candidates for local election were written by TallahasseeVoices by taking information from candidates' websites and speeches. While each candidate has a more complex and comprehensive platform, statements in the following questions are based on what has seemingly been emphasized by each candidate based on internet searches and websites constructed by candidates.

- TallahasseeVoices encourages you to visit each candidate's website before answering the following questions:

Cliff Thaell will focus on functional consolidation of the two local governments, job growth, and protecting the quality of life.
Nick Maddox will focus on establishing a business friendly environment, enhancing the quality of life, improving the infrastructure, and lowering taxes and fees.
Scott Matteo will focus on developing fiscal responsibility, simplifying permitting for the benefit of businesses and the environment, and neighborhood and environmental protection.
Ralph Malphurs will focus on improving economic health, controlling the budget, limiting economic growth, and engaging the community more in government decision making.

Which candidate will do the best job as Leon County Commissioner?



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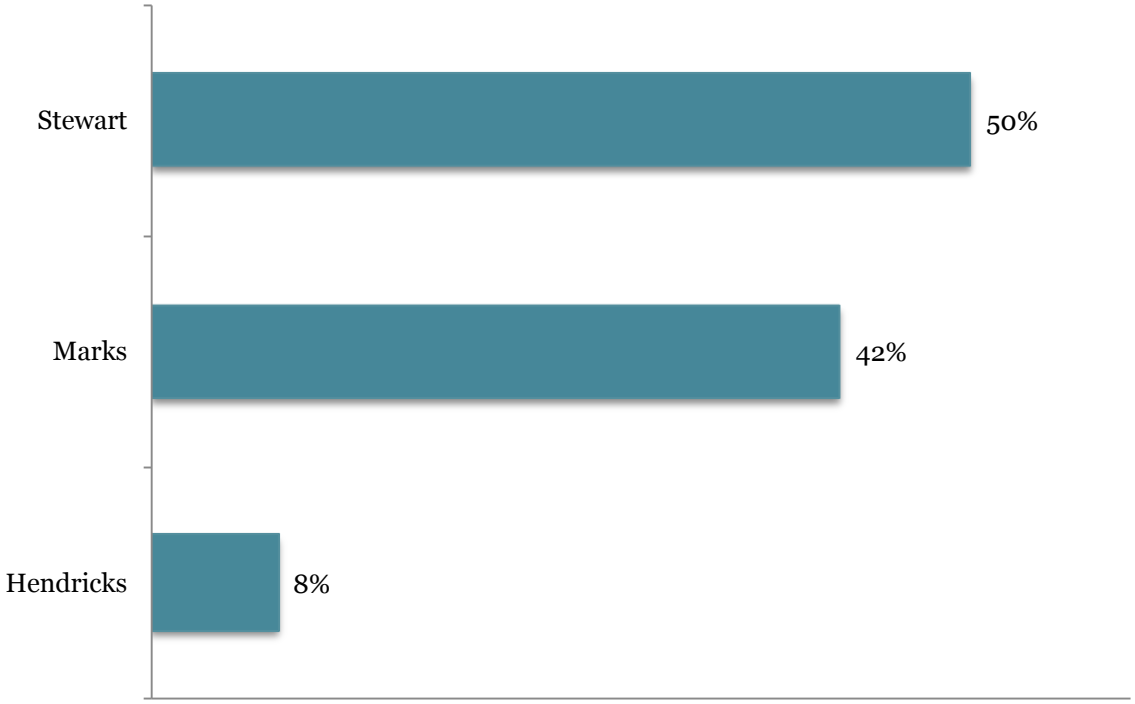
City of Tallahassee Mayor
John Marks will focus on job creation and the unemployment rate, balancing the budget, and environmental protection.
Steve Stewart will focus on increasing jobs, reducing electric rates, and making local government open and transparent to citizens.
Larry Hendricks will focus on eliminating questionable relationships between commissioners and special interests, increasing citizen input, and improving infrastructure that facilitates health and safety.

Which candidate will do the best job as Mayor of the City?



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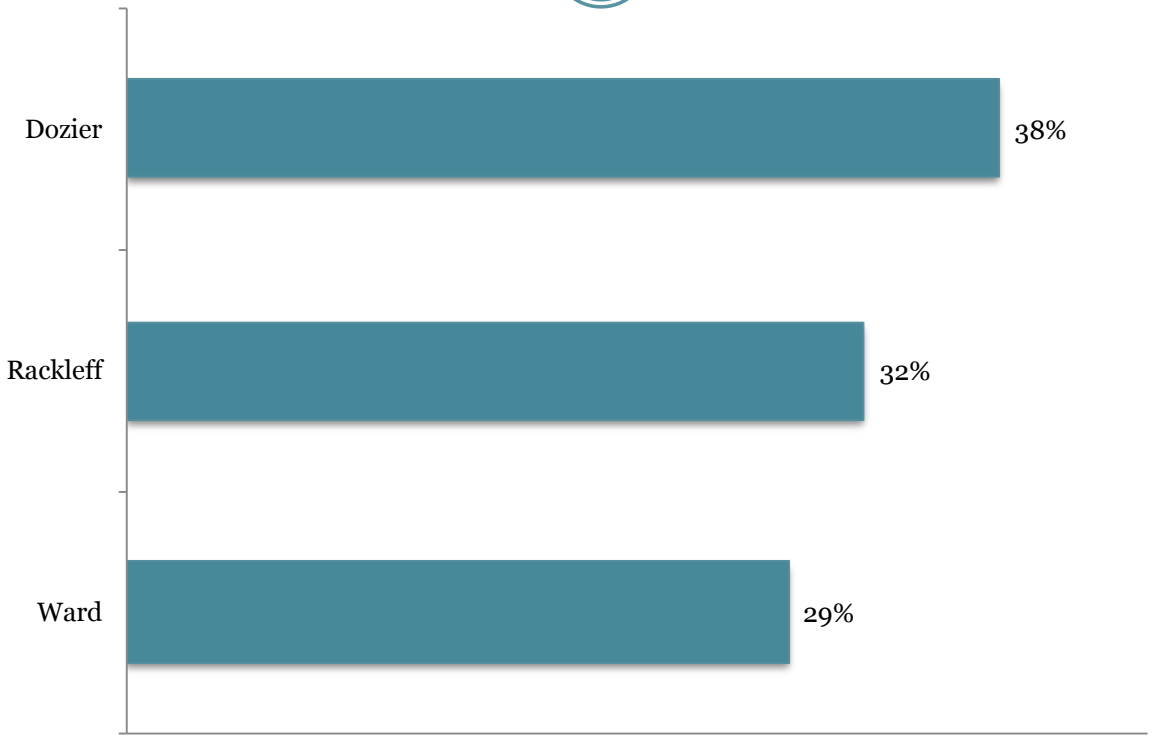
Bob Rackleff will focus on helping locally-owned technology businesses, expanding an entrepreneurial infrastructure, and improving and sustaining a high quality of life.
Kristen Dozier will focus on balancing economic development and preserving the environment, diversify the job base, and maintaining safe neighborhoods and quality of life.
David Ward will focus on controlling taxes and fees, eliminating wasteful spending, and encouraging economic development among local businesses.

Which candidate will do the best job as Leon County Commissioner?



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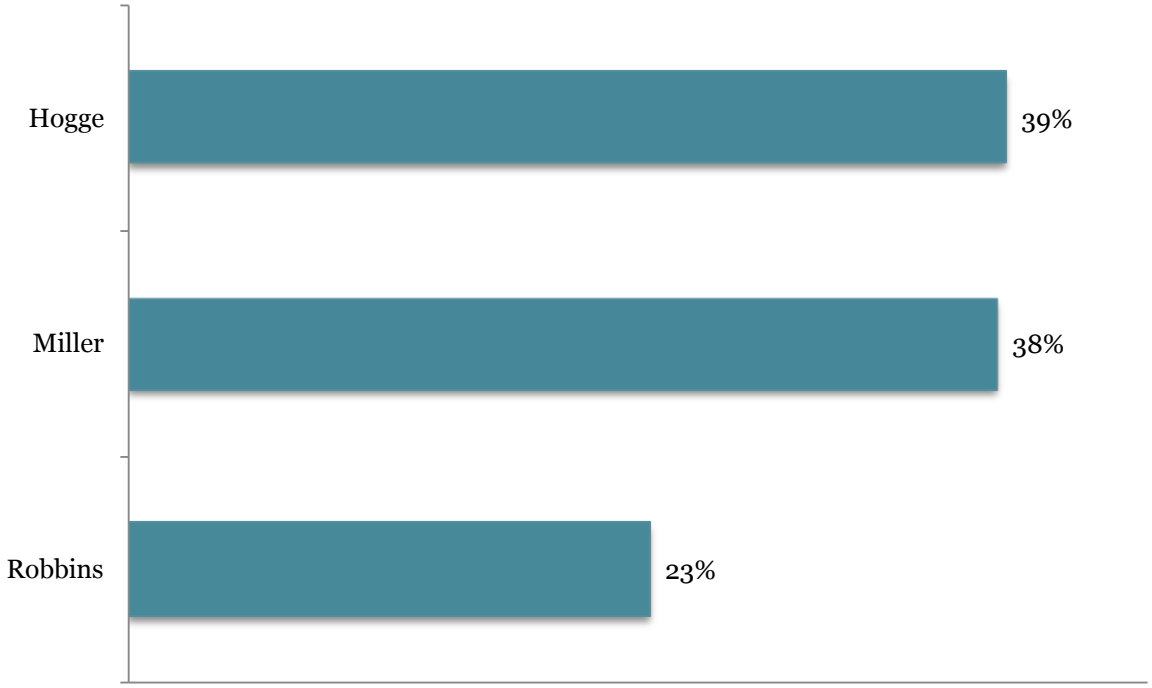
Stephen Hogge will focus on governing smarter, creating jobs and economic prosperity, quality neighborhoods, and responsible stewardship of financial and environmental resources.
Nancy Miller will focus on economic development of Tallahassee businesses, balancing economic growth with the environment, and being accountable with taxpayer money.
William Rollins will focus on quality of life, economic development, lowering electric-utility rates, and caring for disadvantaged people and those with fixed incomes.

Which candidate will do the best job as City Commissioner?



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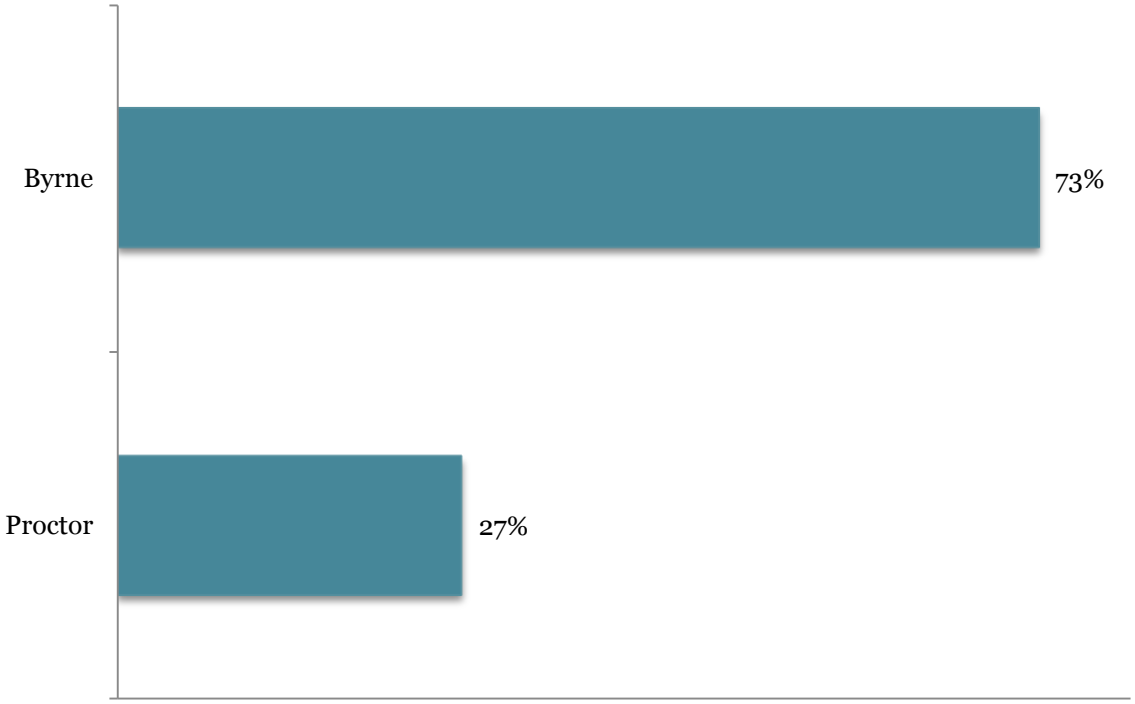
John Byrne will focus on the local economy, preserving environmental resources, and attracting more visitors by promoting new tourism experiences.
Bill Proctor will focus on relocating the Fairgrounds and developing on its current site, central sewer for south Leon County, and promoting youth achievements.

Which candidate will do the best job as County Commissioner?



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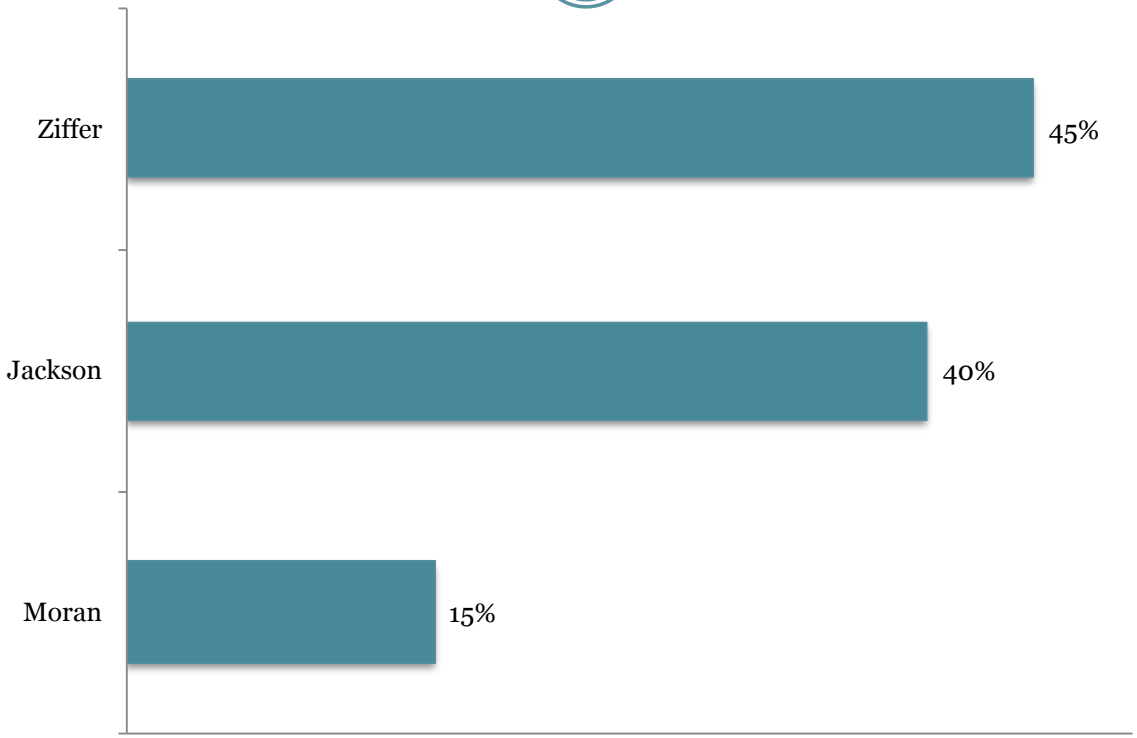
Gil Ziffer will focus on pushing for sound fiscal management of the budget, creating more jobs, and protecting neighborhoods.
Erwin Jackson will focus on reducing utility rates, creating jobs and reducing unemployment, and improving fiscal responsibility and integrity in City Hall.
James Moran will focus on bringing more citizen involvement to City Hall and being a watchdog for poor and disadvantaged people.

Which candidate will do the best job as City Commissioner?



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