



Local Elections

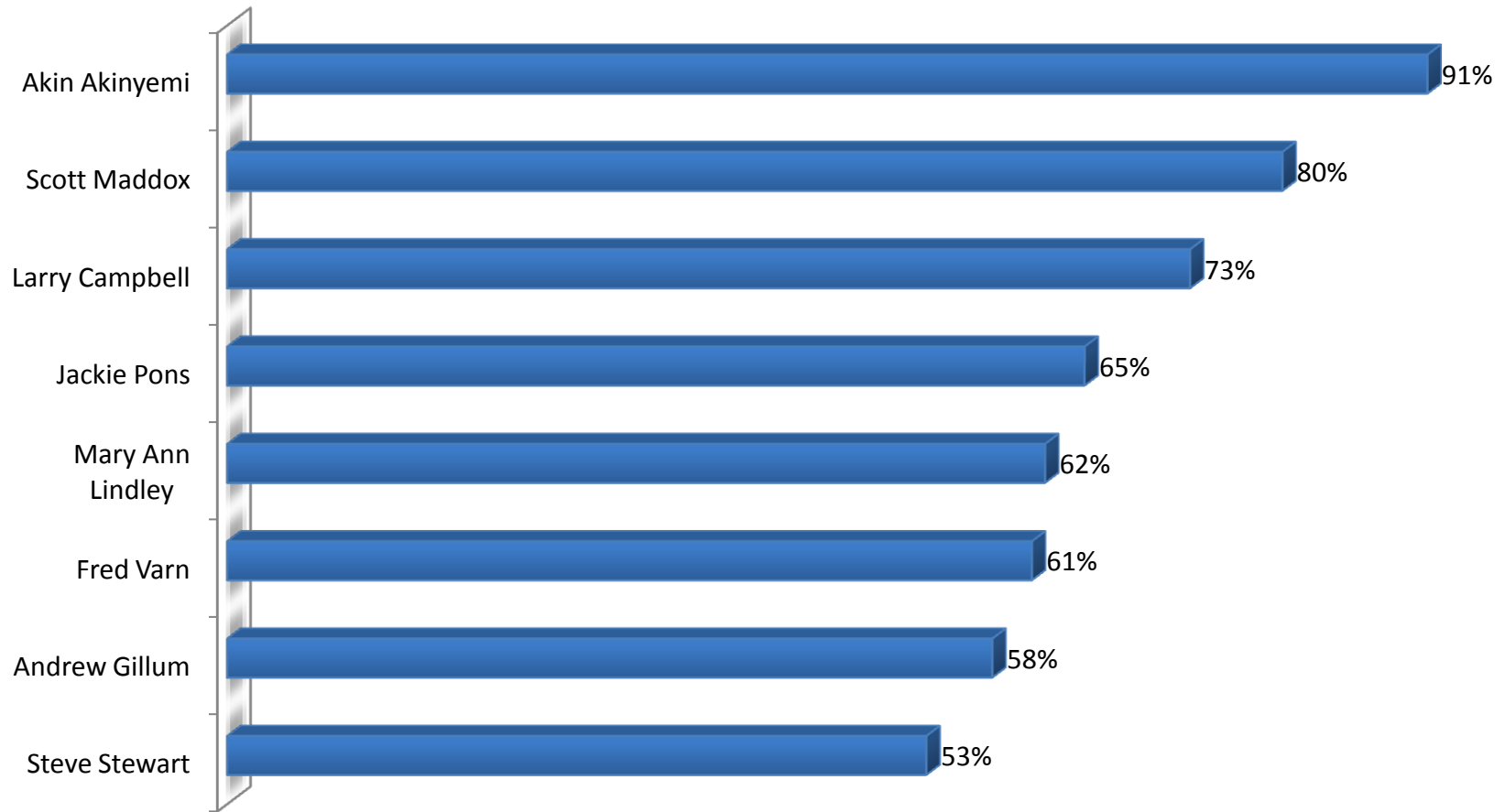
***TallahasseeVoices* is a pro bono internet survey panel sponsored by Kerr & Downs Research with special media support of WCTV. Survey was conducted July 6th through July 16th, 2012. 364 of the 5,000 panel members responded. Results are weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.**

**TallahasseeVoices – brought to you by:
Kerr & Downs Research
Phillip Downs, Ph.D., Senior Partner
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Executive Summary

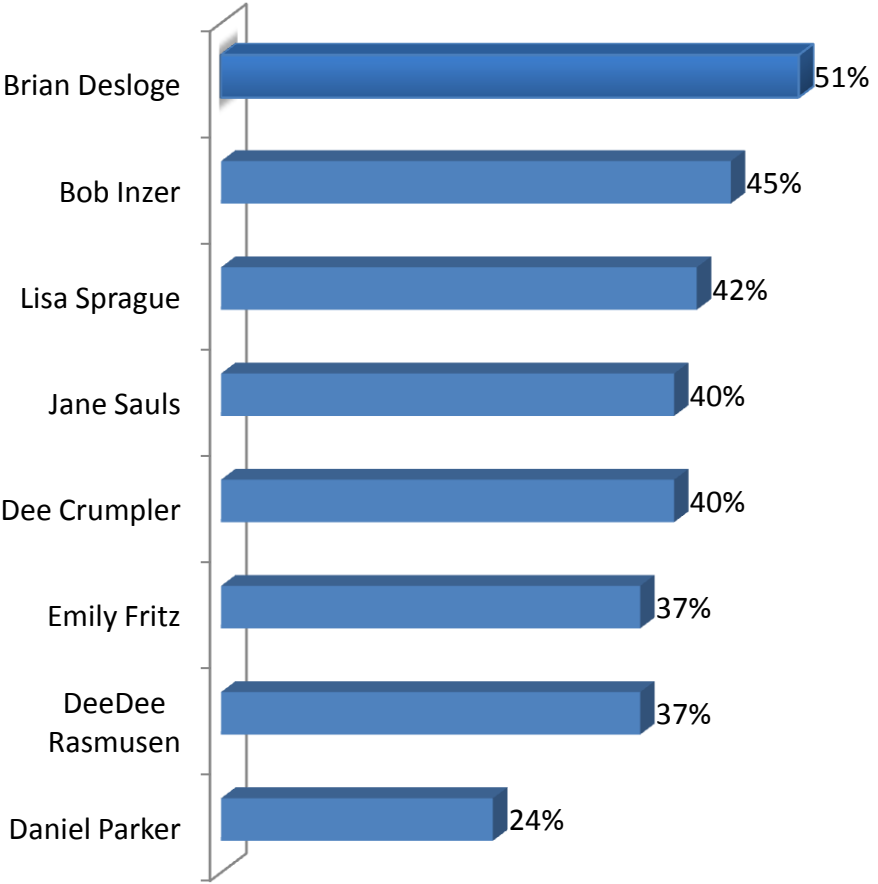
- Potential voters are not really tuned into local races.
- Over 8 out of 10 potential voters know that Scott Maddox and Akin Akinyemi are running for local offices. After these 2 candidates, awareness that some candidates are running is surprisingly low.
- For example, only 73% of potential voters know that long-time Sheriff, Larry Campbell, is running
- Only 58% of potential voters know that Andrew Gillum is running, slightly more than the 53% that know Steve Stewart is running.

Which of the following candidates are definitely running for office?



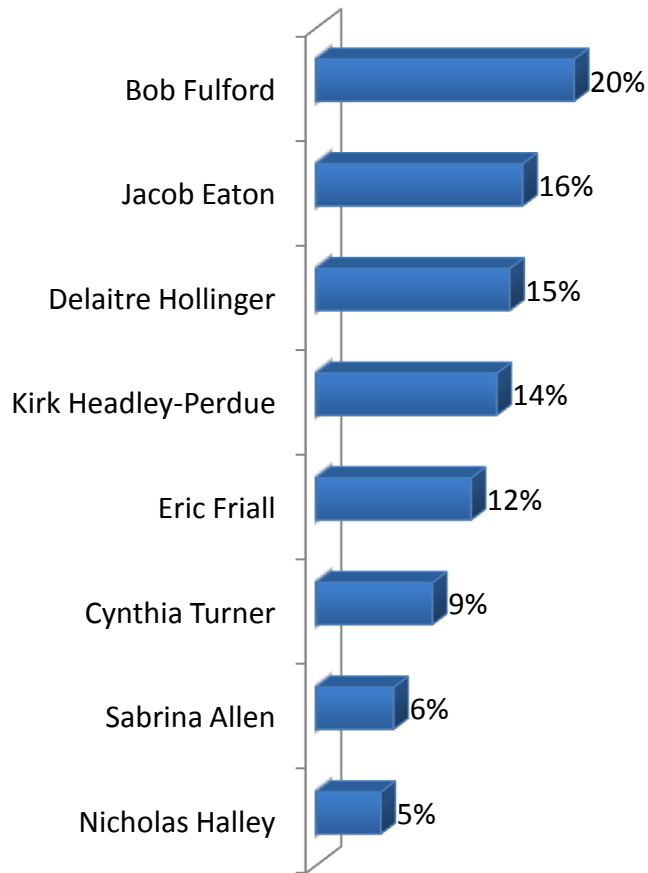
Source: TallahasseeVoices, a pro bono project by Kerr & Downs Research

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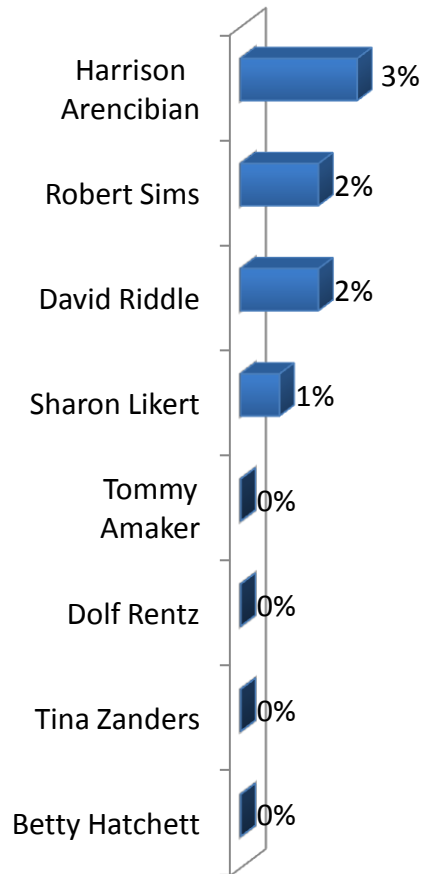
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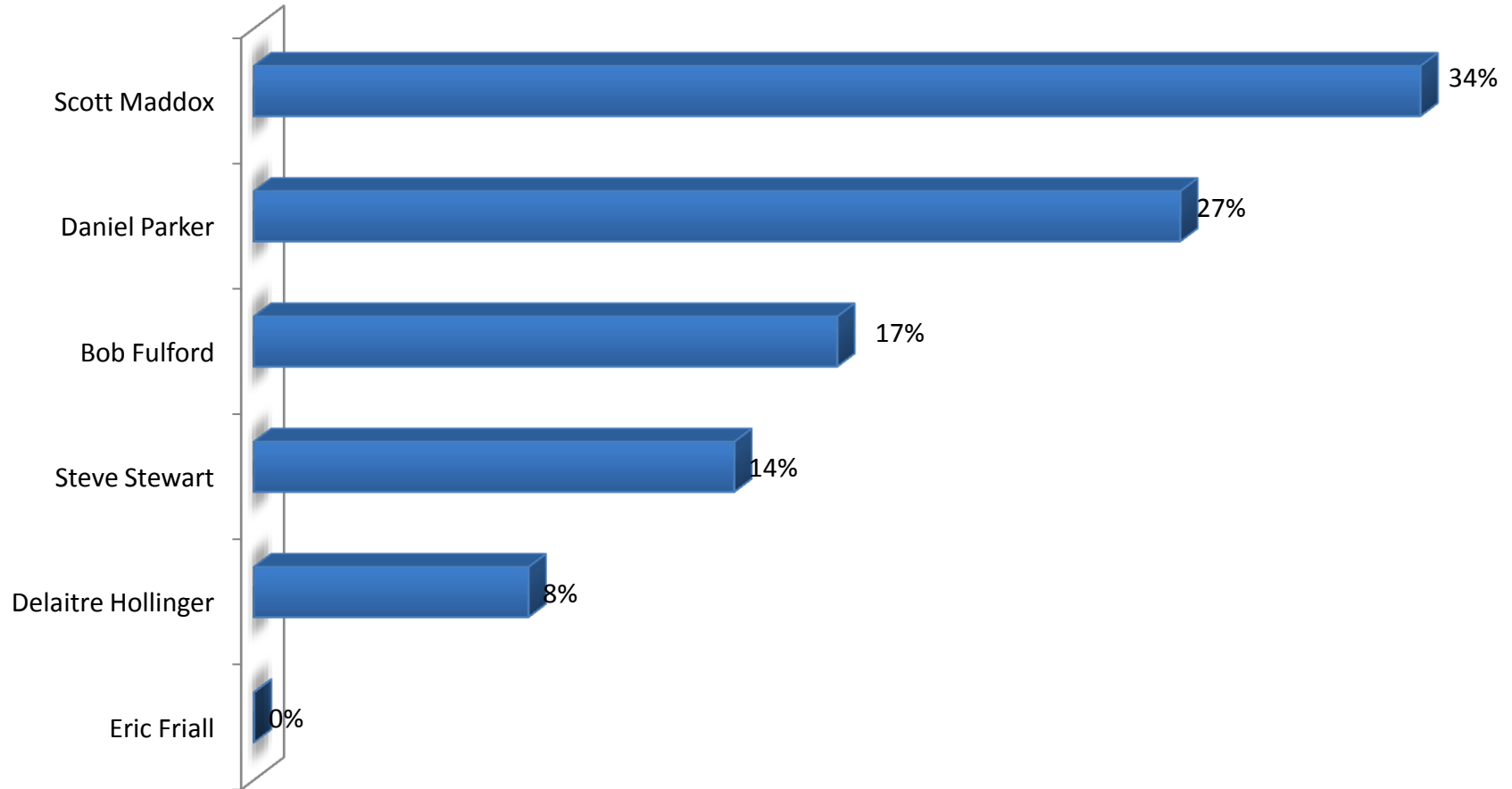
Which of the following candidates are definitely running for office?



Robert Sims, Sharon Likert, Tommy Amaker, Dolf Rentz, Tina Zanders, and Betty Hatchett are fictitious candidates inserted to measure positive response bias, which was very low.

Source: TallahasseeVoices, a pro bono project by Kerr & Downs Research

Please indicate which, if any, of these individuals is the incumbent- City Commission Seat 1



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