



Trust in Tallahassee Institutions

TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research with special media support of WCTV. Survey was conducted March 5th & 6th, 2012. 315 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:
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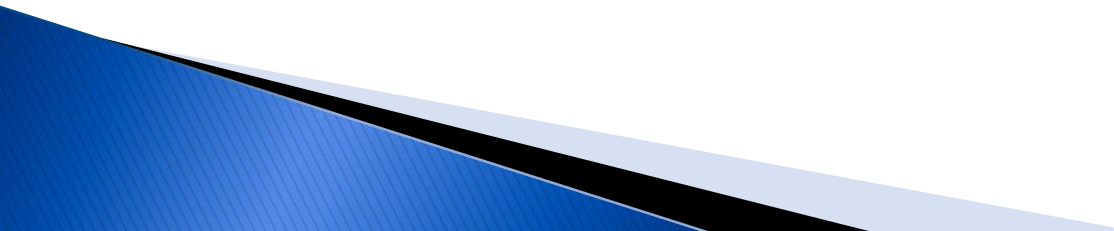
Executive Summary

- ▶ Tallahassee residents trust WFSU and their religious institutions more so than all other institutions in this area.
- ▶ Governor Scott is the whipping boy, as he is the least trusted of 20 “institutions” tested.
- ▶ Phillip Downs, Founder of TallahasseeVoices, notes, “These two results are no surprise given the liberal slant of the local citizenry and the number of state workers in Leon County.”

Executive Summary

- ▶ The Florida House & Senate also ranked near the bottom on trust and transparency – again no surprise given the number of state workers in the community.
- ▶ Locally owned businesses and non profit organizations also ranked highly on trust and transparency. National businesses doing business in this community, however, ranked considerably below local businesses on trust.
- ▶ Downs adds, “Local businesses often find themselves at a disadvantage vis-à-vis national chains in terms of advertising dollars, purchasing power, name brand recognition, etc. Yet, trust is a very powerful competitive weapon that more local businesses should use to their advantage.”

Executive Summary

- ▶ Of local media tested, WFSU scored highest on trust and transparency, while the Tallahassee Democrat and the local FOX affiliate (FOX49) scored lowest.
 - ▶ The City of Tallahassee government, Leon County government, Tallahassee Police and the Leon County Sheriff's Department all scored in the middle of the pack in terms of trust and transparency.
 - ▶ FSU scored considerably higher than FAMU on trust and transparency.
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Institution/Leadership	Median ¹
Florida State University	7
Florida A&M University	5
Florida House of Representatives	3
Florida Senate	3
Governor Scott	1
City of Tallahassee government	5
Leon County government	5
Locally owned businesses	7
National business doing business in this area	5
Non profit organizations and associations	7

¹Median is the score at which half of the results are higher and half are lower. A 10–point scale was used where 10 is the highest level of trust and transparency; 1 is the lowest level.

Institution/Leadership	Median ¹
Churches, Synagogues, etc.	8
Tallahassee Police	6
Leon County Sheriff	6
State of Florida Departments	6
Tallahassee Democrat	5
WCTV-TV, local CBS affiliate	6
WTXL-TV, local ABC affiliate	6
WTWC-TV, local NBC affiliate	6
FOX49, local Fox affiliate	5
WFSU radio & TV, local Public Broadcasting Service affiliate	8

¹Median is the score at which half of the results are higher and half are lower. A 10-point scale was used where 10 is the highest level of trust and transparency; 1 is the lowest level.

Information given to TallahasseeVoices' panelists before they answered the questions:

How much do you trust the following institutions and their leadership to be honest and transparent?

Note: this is not a popularity contest; this is about honesty and transparency. Use a Scale of 1 to 10, where 10 is you trust them completely to be honest and transparent; 1 means you do not trust them at all. You can use any score from 1 to 10. You can leave an answer blank if you do not know enough to answer.

