

# QUESTIONNAIRE FOR A TELEPHONE POLL

of voters of Gainesville, Florida  
concerning

**the 2013 Gainesville general election of March 19, 2013 for mayor and  
the 2013 Gainesville runoff election of April 16, 2013 for mayor**

Good (morning/afternoon/evening). My name is \_\_\_\_\_ (*first name*). I am conducting a poll of Gainesville, Florida voters on matters pertaining to the 2013 Gainesville, Florida city elections for Saint Pete Polls of Saint Petersburg, Florida.

1 Are you registered to vote in Gainesville, Florida?

- yes
- no

*If no,*

Thank you for your time. Goodbye.

*If yes,*

This poll takes about \_\_\_\_\_ minutes. Upon compiling data, the results of the poll will be available at StPetePolls.com. Would you care to participate?

2 Did you vote in the 2013 Gainesville general election on March 19, 2013?

- yes
- no

*If no,*

3 How much do each of the following reasons for not voting apply to you:

	<b>question</b>	<b>does not apply</b>	<b>somewhat applies</b>	<b>mostly applies</b>	<b>completely applies</b>
4	I did not take time.				
5	My work did not allow me time.				

	<b>question</b>	<b>does not apply</b>	<b>somewhat applies</b>	<b>mostly applies</b>	<b>completely applies</b>
6	I forgot to vote.				
7	I did not know where or how to vote.				
8	I had no way to get to my polling place.				
9	I did not know enough about the candidates and their views.				
10	I did not think that any of the candidates were good.				
11	I did not know enough about the issues.				
12	I do not think that voting changes anything.				
13	I do not think that elections are run honestly.				

*If yes,*

14 For which candidate for mayor did you vote?

- Ed Braddy
- Scherwinn Henry
- Pete Johnson
- Craig Lowe
- Don Shepperd
- Mark Venzke

15 Regardless of your vote for mayor or any other considerations, which candidate did you think would actually be the best mayor?

- Ed Braddy
- Scherwinn Henry
- Pete Johnson
- Craig Lowe
- Don Shepperd
- Mark Venzke

**If the respondent did not vote for the candidate that he or she thought was the best one,**

To what degree did each of the following considerations influence you to vote for a candidate who you did not think would be the best mayor?

		<b>not at all</b>	<b>somewhat</b>	<b>considerably</b>	<b>completely</b>
16	electability				
17	balance needed on the City Commission				
18	values, knowledge, capabilities				
19	ideology or positions				
20	loyalty to a party or organized movement				
21	loyalty to a candidate				

22 Regardless of your vote for mayor and any other considerations, which candidate did you think would actually be the second-best mayor?

- Ed Braddy
- Scherwinn Henry
- Pete Johnson
- Craig Lowe
- Don Shepperd
- Mark Venzke

23 Regardless of your vote for mayor and any other considerations, which candidate did you think would actually be the third-best mayor?

- Ed Braddy
- Scherwinn Henry
- Pete Johnson
- Craig Lowe
- Don Shepperd
- Mark Venzke

24 Regardless of your vote for mayor or any other considerations, which candidate did you think would actually be the fourth-best mayor?

- Ed Braddy
- Scherwinn Henry
- Pete Johnson

- Craig Lowe
- Don Shepperd
- Mark Venzke

25 Regardless of your vote for mayor or any other considerations, which candidate did you think would be the fifth-best mayor?

- Ed Braddy
- Scherwinn Henry
- Pete Johnson
- Craig Lowe
- Don Shepperd
- Mark Venzke

How influential were each of the following information and activities in affecting how you voted in the Gainesville general election on March 19, 2013:

#	information and activities	not influential	slightly influential	fairly influential	very influential	completely influential	not experienced
26	campaign Internet sites						
27	personal candidate visits						
28	personal assurance of a candidate to address a concern of mine						
29	group meetings with candidates						
30	candidate forums						
31	print media articles by candidates						
32	questionnaires completed by candidates						
33	print media articles by journalists						
34	print media editorials by journalists						
35	broadcast media stories by journalists						
36	print media advertising						
37	broadcast media						

#	information and activities	not influential	slightly influential	fairly influential	very influential	completely influential	not experienced
	advertising						
38	blogs						
39	radio talk show discussions						
40	recorded telephone messages ("robocalls")						
41	live campaign telephone conversations						
42	endorsements by organizations						
43	recommendations by observers and opinion leaders						
44	verbal discussions with non-candidates						
45	social media communications						
46	small signs (yard signs)						
47	billboards						
48	supporters holding signs at intersections						
49	pin-on buttons						
50	bumper stickers						
51	reports of money raised by campaigns						
52	unmailed campaign literature						
53	campaign mailings received prior to two weeks before the election						
54	campaign mailings received within two weeks before the election						
55	appeals of campaign workers at or near my						

#	information and activities	not influential	slightly influential	fairly influential	very influential	completely influential	not experienced
	polling place on election day						
56	printed materials that campaign workers gave to me at my polling place on election day						

A Florida Highway Patrolman arrested mayoral candidate, Craig Lowe, on DUI and property damage charges on March 21, 2013, two days after the Gainesville general election in which he and mayoral candidate, Ed Braddy, qualified to run in a runoff election on April 16, 2013.

57 Did you intend to vote in the runoff election for candidate, Craig Lowe, before his arrest?

- yes
- no

*If yes,*

58 Do you still intend to vote in the runoff election for candidate, Craig Lowe?

- yes
- no

*If no and yes,*

59 Do you intend to vote for a write-in candidate?

- yes
- no

*If yes,*

60 For what candidate do you intend to vote as a write-in candidate? (Please spell the name slowly and clearly.)

\_\_\_\_\_

*If no and if yes,*

Thank you for your help (today / tonight).

Again, you will be able to view the results of this poll in about \_\_\_\_ days on the Internet site Saint Pete Polls at [www.StPetePolls.com](http://www.StPetePolls.com).

Good bye.