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Children's Trust of Leon County
Polling Results

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Methodology

Using a national calling center, Clearview Research conducted interviews with a sample of 400 likely 2018 General Election voters across Leon County. The survey was conducted from Thursday, March 1st through Tuesday, March 6th during evening hours.

The composition of respondents took into account turnout in the 2014 and 2016 General Elections as well as current registration, in an attempt to make the final sample "look like" Leon County's likely 2018 General Election voting population. As such, the sample was balanced by gender, race, age, party, and region in order for our distribution to be consistent and similar to the actual voting population. In order to better reach our targets and maintain a representative population, 37% of calls were made to cellphones.

Demographic	Targets & Sample Population
Gender	
Male	44%
Female	56%
Race	
White/Caucasian	68%
African-American	24%
Hispanic/Other	8%
Party	
Democrat	56%
Republican	32%
Other	12%
Region	
City	55%
County	45%
Age	
18-34	25%
35-49	23%
50-64	30%
65+	22%

Based on the above, the weighted sample is both random and representative, yielding a general response set with a margin of error of $\pm$ 5.0 at the 95% confidence level.

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Overall Results

Poll/Qualitative Questions:

Q1. Generally speaking, do you feel things in Leon County are:

Headed in the right direction or	48%
Have gotten off on the wrong track?	32%
Unsure/refused	20%

Q2. From what you have heard or read, how well do you think Leon County does in addressing children's issues such as after-school care, infant mortality, and adoption services? Would you say the job Leon County is doing is:

Excellent,	3%
Good,	38%
Only fair, or	31%
Poor?	6%
Unsure/refused	22%
Good	41%
Bad	37%

Next, I would like to ask your opinion of some individuals and groups. For each, please tell me if your opinion is favorable or unfavorable. The first is:

Q3. Leon County Superintendent of Schools Rocky Hanna

Very favorable	36%
Somewhat favorable	37%
Somewhat unfavorable	9%
Very unfavorable	7%
Unsure/Refused	11%
Favorable	73%
Unfavorable	16%

Q4. Leon County Sheriff Walt McNeil

Very favorable	30%
Somewhat favorable	40%
Somewhat unfavorable	8%
Very unfavorable	3%
Unsure/Refused	19%
Favorable	70%
Unfavorable	11%

Q5. Leon County Commissioner Nick Maddox

Very favorable	11%
Somewhat favorable	35%
Somewhat unfavorable	12%
Very unfavorable	7%
Unsure/Refused	35%
Favorable	46%
Unfavorable	19%

Q6. Leon County Commissioner Bryan Desloge

Very favorable	12%
Somewhat favorable	35%
Somewhat unfavorable	12%
Very unfavorable	3%
Unsure/Refused	38%
Favorable	47%
Unfavorable	15%

Q7. State Representative Loranne Ausley

Very favorable	23%
Somewhat favorable	34%
Somewhat unfavorable	8%
Very unfavorable	4%
Unsure/Refused	30%
Favorable	57%
Unfavorable	12%

Q8. Mayor Andrew Gillum

Very favorable	27%
Somewhat favorable	30%
Somewhat unfavorable	12%
Very unfavorable	22%
Unsure/Refused	9%
Favorable	57%
Unfavorable	34%

Q9. The Leon County Board of County Commissioners

Very favorable	9%
Somewhat favorable	48%
Somewhat unfavorable	15%
Very unfavorable	8%
Unsure/Refused	21%
Favorable	57%
Unfavorable	23%

Q10. The Tallahassee City Commission

Very favorable	8%
Somewhat favorable	39%
Somewhat unfavorable	18%
Very unfavorable	16%
Unsure/Refused	19%
Favorable	47%
Unfavorable	34%

Q11. The Children's Trust of Leon County

Very favorable	5%
Somewhat favorable	20%
Somewhat unfavorable	2%
Very unfavorable	2%
Unsure/Refused	70%
Favorable	25%
Unfavorable	5%

Q12. The Children's Services Council of Leon County

Very favorable	8%
Somewhat favorable	29%
Somewhat unfavorable	4%
Very unfavorable	3%
Unsure/Refused	56%
Favorable	37%
Unfavorable	7%

Q13. The Tallahassee Democrat

Very favorable	13%
Somewhat favorable	38%
Somewhat unfavorable	18%
Very unfavorable	17%
Unsure/Refused	7%
Favorable	57%
Unfavorable	36%

In the upcoming elections, after the candidates there will be a series of questions. One of the questions will pertain to the creation of a Children's Services Council of Leon County. The question is likely to read as follows:

Q14. An independent special district, the "Children's Services Council of Leon County" is created to fund improvements in quality children's development, physical and mental health, and other services by the levying each year of an ad valorem tax not to exceed one-half (½) mill for services for children residing in Leon County and ensure proper fiscal stewardship of these funds. This authorization is approved for ten years and must be reauthorized by a vote of the electorate.

If the election were held today, would you vote Yes or No on authorizing the funding of a Children's Services Council of Leon County as described above?

Definitely voting Yes,	32%
Leaning towards voting Yes,	35%
Leaning towards voting No, or	10%
Definitely voting No?	18%
Unsure/refused	6%
Yes	67%
No	28%

When thinking about a Children's Services Council of Leon County, I would like to read you a list of projects that the Council could help fund. For each, please tell me if you think that project is important or unimportant for the property tax money to be spent on.

Q15. To help reduce gang violence

Very important	61%
Somewhat important	20%
Somewhat unimportant	10%
Very unimportant	8%
Unsure/Refused	2%
Important	81%
Unimportant	17%

Q16. To help reduce teen pregnancy

Very important	52%
Somewhat important	29%
Somewhat unimportant	9%
Very unimportant	7%
Unsure/Refused	2%
Important	82%
Unimportant	16%

Q17. To help keep kids off drugs and away from alcohol

Very important	63%
Somewhat important	22%
Somewhat unimportant	7%
Very unimportant	7%
Unsure/Refused	1%
Important	85%
Unimportant	15%

Q18. To help fund after-school activities that keep kids out of trouble and off the streets

Very important	63%
Somewhat important	24%
Somewhat unimportant	5%
Very unimportant	6%
Unsure/Refused	1%
Important	87%
Unimportant	12%

Q19. To prevent child abuse and neglect

Very important	78%
Somewhat important	12%
Somewhat unimportant	5%
Very unimportant	5%
Unsure/Refused	1%
Important	90%
Unimportant	10%

Q20. To reduce the infant mortality rate

Very important	63%
Somewhat important	20%
Somewhat unimportant	8%
Very unimportant	6%
Unsure/Refused	2%
Important	84%
Unimportant	14%

Q21. To help provide after school programs for kids who need help in school

Very important	65%
Somewhat important	23%
Somewhat unimportant	5%
Very unimportant	6%
Unsure/Refused	1%
Important	88%
Unimportant	10%

Q22. To help improve quality of early childhood education in Leon County

Very important	60%
Somewhat important	26%
Somewhat unimportant	5%
Very unimportant	6%
Unsure/Refused	2%
Important	86%
Unimportant	12%

Q23. To help improve the availability of child care in Leon County

Very important	54%
Somewhat important	25%
Somewhat unimportant	11%
Very unimportant	9%
Unsure/Refused	2%
Important	79%
Unimportant	19%

Q24. To provide support programs for parents to help them become better parents

Very important	52%
Somewhat important	32%
Somewhat unimportant	7%
Very unimportant	7%
Unsure/Refused	1%
Important	84%
Unimportant	14%

Q25. To help at-risk or troubled teens

Very important	66%
Somewhat important	22%
Somewhat unimportant	5%
Very unimportant	6%
Unsure/Refused	1%
Important	88%
Unimportant	11%

Q26. To ensure children are healthy

Very important	71%
Somewhat important	18%
Somewhat unimportant	4%
Very unimportant	6%
Unsure/Refused	1%
Important	88%
Unimportant	11%

Q27. To provide mental health counseling for teens and young adults

Very important	71%
Somewhat important	19%
Somewhat unimportant	3%
Very unimportant	6%
Unsure/Refused	1%
Important	90%
Unimportant	9%

Q28. To address juvenile crime

Very important	60%
Somewhat important	24%
Somewhat unimportant	8%
Very unimportant	7%
Unsure/Refused	1%
Important	84%
Unimportant	15%

Q29. To help young children get ready for kindergarten

Very important	47%
Somewhat important	28%
Somewhat unimportant	14%
Very unimportant	10%
Unsure/Refused	2%
Important	75%
Unimportant	23%

Q30. To ensure children have enough to eat

Very important	78%
Somewhat important	12%
Somewhat unimportant	4%
Very unimportant	5%
Unsure/Refused	- -%
Important	90%
Unimportant	9%

Next I would like to read you some statements about the The Children's Services Council of Leon County. For each statement, Please tell me whether you would be more or less likely to support it based on the following information:

Q31. All of the money raised for the Council will be used right here in our community.

Much more likely	55%
Somewhat more likely	30%
Somewhat less likely	6%
Much less likely	7%
Unsure/refused	2%
More likely	85%
Less likely	13%

Q32. A yes vote for the Children's Services Council is a vote to increase local property taxes in order to fund these local services.

Much more likely	18%
Somewhat more likely	29%
Somewhat less likely	22%
Much less likely	26%
Unsure/refused	5%
More likely	47%
Less likely	48%

Q33. This Children's Services Council would be funded with property tax dollars and some say that it is not fair to make property owners pay for the costs of these services.

Much more likely	19%
Somewhat more likely	26%
Somewhat less likely	23%
Much less likely	24%
Unsure/refused	8%
More likely	45%
Less likely	47%

Q34. The dollars raised from the tax will be overseen by an independent citizens committee.

Much more likely	30%
Somewhat more likely	34%
Somewhat less likely	18%
Much less likely	13%
Unsure/refused	4%
More likely	65%
Less likely	31%

Q35. Sometimes after hearing the pros and cons of an issue, people change their mind, so I would like to ask you again, if the election were held today, would you vote Yes or No to authorizing the funding of a Children's Services Council of Leon County as described above?

Definitely voting Yes,	35%
Leaning towards voting Yes,	33%
Leaning towards voting No, or	9%
Definitely voting No?	20%
Unsure/refused	3%
Yes	68%
No	29%

Q36. How often to you read the Tallahassee Democrat, either in print or online?

Very often, almost every day	34%
Not very often, a few times a month	35%
Almost never.	31%
Unsure/Refused	- -%

Demographic/Statistical Questions:

I would like to ask you a few final questions just for statistical purposes to be sure we have included a good cross section of people in our survey. First…

D1. How are you registered to vote?

As a Democrat,	55%
As a Republican, or	30%
As something else?	15%

D2. How old are you?

18-34	25%
35-49	23%
50-64	30%
65 or older	22%

D3. And how would you describe your ethnicity?

White/Caucasian	68%
Black/African-American	24%
Other/Unsure/Refused	8%

D4. Do you have children?

Yes, but not living at home	32%
Yes, and living at home	33%
No	35%
Other/unsure/refused	- -%

D5. Which of the following best describes your annual household income:

Less than $20,000	18%
Between $20,000 and $60,000	31%
Between $60,000 and $100,000	22%
More than $100,000	23%
Unsure/refused	6%

Coded Questions:

Gender: (BY OBSERVATION)

Male	44%
Female	56%

Voter Type: (TAKEN FROM VOTER FILE, 16G & 16P)

Presidential	52%
Primary	48%

Region 1 (TAKEN FROM VOTER FILE)

Tallahassee Precincts	55%
Leon County precincts	45%

Region 2 (TAKEN FROM VOTER FILE)

County Commission District 1	16%
County Commission District 2	16%
County Commission District 3	26%
County Commission District 4	25%
County Commission District 5	17%

Call taken by: (TAKEN FROM VOTER FILE)

Land line	36%
Cell phone	37%

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Rank Order of Responses

Q3-13: Next, I would like to ask your opinion of some individuals and groups. For each, please tell me if your opinion is favorable or unfavorable.
(Highest to Lowest Net "Favorable" Response)

#	Favorability Questions	Favorable	Unfavorable	Net +/-
4	Leon County Sheriff Walt McNeil	70%	11%	59%
3	Leon County Superintendent of Schools Rocky Hanna	73%	16%	57%
7	State Representative Loranne Ausley	57%	12%	45%
9	The Leon County Board of County Commissioners	57%	23%	34%
6	Leon County Commissioner Bryan Desloge	47%	15%	32%
12	The Children's Services Council of Leon County	37%	7%	30%
5	Leon County Commissioner Nick Maddox	46%	19%	27%
8	Mayor Andrew Gillum	57%	34%	23%
13	The Tallahassee Democrat	57%	36%	21%
11	The Children's Trust of Leon County	25%	5%	20%
10	The Tallahassee City Commission	47%	34%	13%

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Q15-30: When thinking about a Children's Services Council of Leon County, I would like to read you a list of projects that the Council could help fund. For each, please tell me if you think that project is important or unimportant for the property tax money to be spent on. **(Highest to Lowest Net "Important" Response)**

#	Services Questions	Important	Unimportant	Net +/-
27	To provide mental health counseling for teens and young adults	90%	9%	81%
30	To ensure children have enough to eat	90%	9%	81%
19	To prevent child abuse and neglect	90%	10%	80%
21	To help provide after school programs for kids who need help in school	88%	10%	78%
25	To help at-risk or troubled teens	88%	11%	77%
26	To ensure children are healthy	88%	11%	77%
18	To help fund after-school activities that keep kids out of trouble and off the streets	87%	12%	75%
22	To help improve quality of early childhood education in Leon County	86%	12%	74%
17	To help keep kids off drugs and away from alcohol	85%	15%	70%
20	To reduce the infant mortality rate	84%	14%	70%
24	To provide support programs for parents to help them become better parents	84%	14%	70%
28	To address juvenile crime	84%	15%	69%
16	To help reduce teen pregnancy	82%	16%	66%
15	To help reduce gang violence	81%	17%	64%
23	To help improve the availability of child care in Leon County	79%	19%	60%
29	To help young children get ready for kindergarten	75%	23%	52%

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Q31-34: Next I would like to read you some statements about the The Children's Services Council of Leon County. For each statement, Please tell me whether you would be more or less likely to support it based on the following information:

(Highest to Lowest Net "Likely" Response)

#	Additional Questions	More Likely	Less Likely	Net +/-
31	All of the money raised for the Council will be used right here in our community.	85%	13%	72%
34	The dollars raised from the tax will be overseen by an independent citizens committee.	65%	31%	34%
32	A yes vote for the Children's Services Council is a vote to increase local property taxes in order to fund these local services.	47%	48%	-1%
33	This Children's Services Council would be funded with property tax dollars and some say that it is not fair to make property owners pay for the costs of these services.	45%	47%	-2%