

targetsmart



DATE: January 10, 2020  
TO: State Innovation Exchange  
FROM: Ben Lazarus, TargetSmart  
RE: Florida 2020 Session Poll, Health Care and Economic Policy Key Findings

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Our recent statewide online issue poll of Florida voters<sup>1</sup> highlights several important trends as lawmakers gavel back into session this week. This memo provides the key takeaways on health care and economic policies.

While Florida voters want the legislature to focus on a range of pressing issues, when we asked voters to assign priorities we find that for the second straight year **health care affordability** is the most important issue (average of \$18.80 out of \$100 budget for poll respondents, the next top issue average was only \$11.30 out of \$100 budget). Florida voters are enthusiastic about a range of prescriptions for lowering these costs, from eliminating surprise medical billing (average score of 8.4 on 1 to 10 scale) and outlawing generic drug delays (average of 8.1), to banning drug company gifts for doctors (average of 7.9).

Florida voters are broadly supportive of a series of progressive reforms meant to help working people in the workplace. An overwhelming 81 percent support providing salaried workers with overtime compensation (just 19 percent opposed). Two-thirds of Florida voters support increasing the state's minimum wage to \$15 dollars an hour (67 percent support to 30 percent oppose) and the establishment of the earned income tax credit – a tax credit for working families - at the state level (65 percent support to 21 percent oppose when the policy concept is explained).

Additionally, Sunshine State voters reject trickle-down tax policies, favoring tax cuts for individuals over corporate tax cuts. Roughly 6-in-10 voters (61 percent) believe future tax breaks should be targeted at working people, while about 4-in-10 (39 percent) say those tax breaks should go to businesses.

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<sup>1</sup> TargetSmart designed this online survey. The survey reached 892 adults, age 18 or older, who indicated they were registered to vote in Florida. The survey was also administered in the respondent's language of choice (Spanish or English), utilizing the following recruitment techniques – voter file matched online panels to web, email to web, and SMS to web. All responses are matched to the TargetSmart voter file. Of the 892 respondents, 629 interviews were conducted via panel recruitment, 85 interviews were conducted via email recruitment, and 178 interviews were conducted via SMS recruitment. Quotas were assigned to reflect the demographic and geographic distribution of registered voters in Florida. The data were weighted by age, party registration, race from file, self-identified race, TargetSmart High School Only Score, and region by media market to ensure an accurate reflection of the population. No margins of sampling error are calculated for this survey, as this statistic is only applicable to fully random sampled surveys, which this survey is not due to its reliance on non-representative, opt-in panels and incentivized SMS and email to web respondents. Percentage totals may not add up precisely due to rounding.