



Florida SiX Statewide Poll

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TargetSmart Polling
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Survey Methodology

Florida Statewide Poll



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.

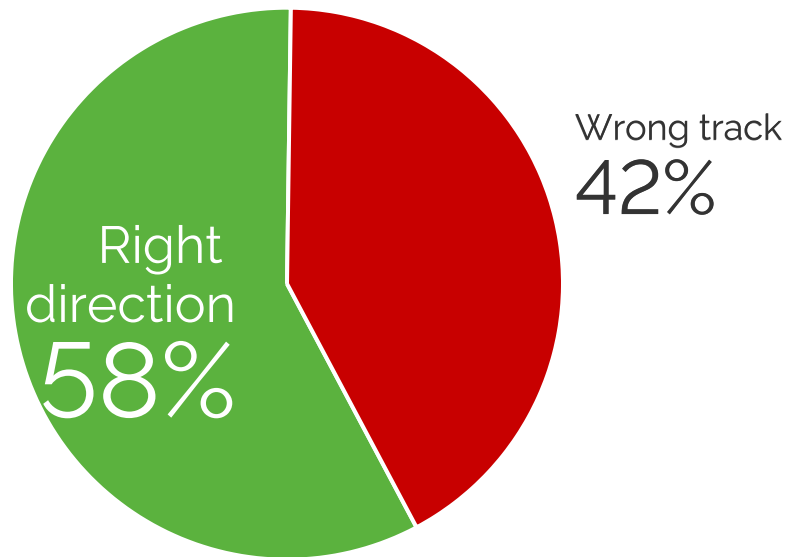
Quotas were assigned to reflect the demographic and geographic distribution of registered voters in Florida. The data were weighted by age, party registration, race from file, self-identified race, TargetSmart High School Only Score, and region by media market to ensure an accurate reflection of the 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.

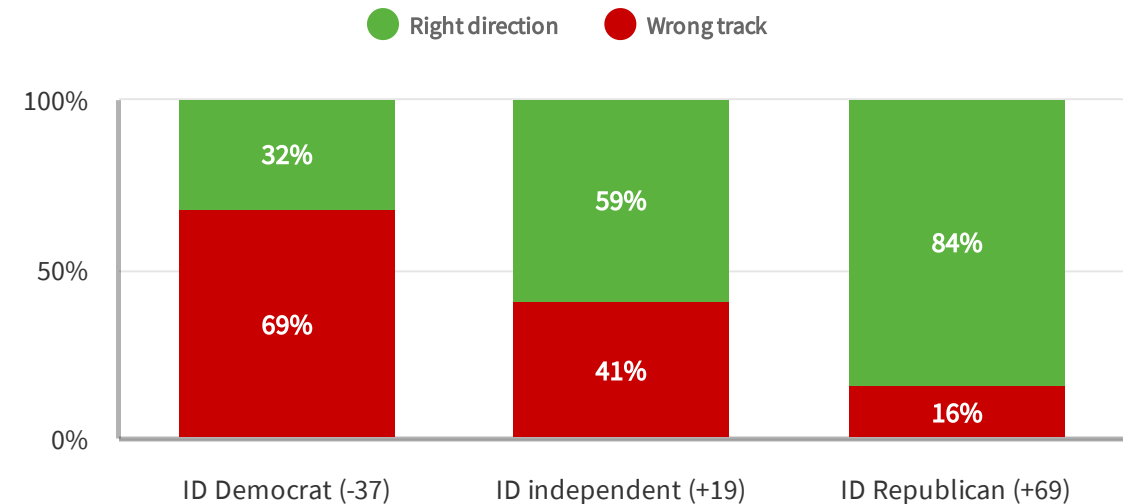
Majority Of Voters are Optimistic About the Direction of the State

Direction of Florida

+17 Right Direction



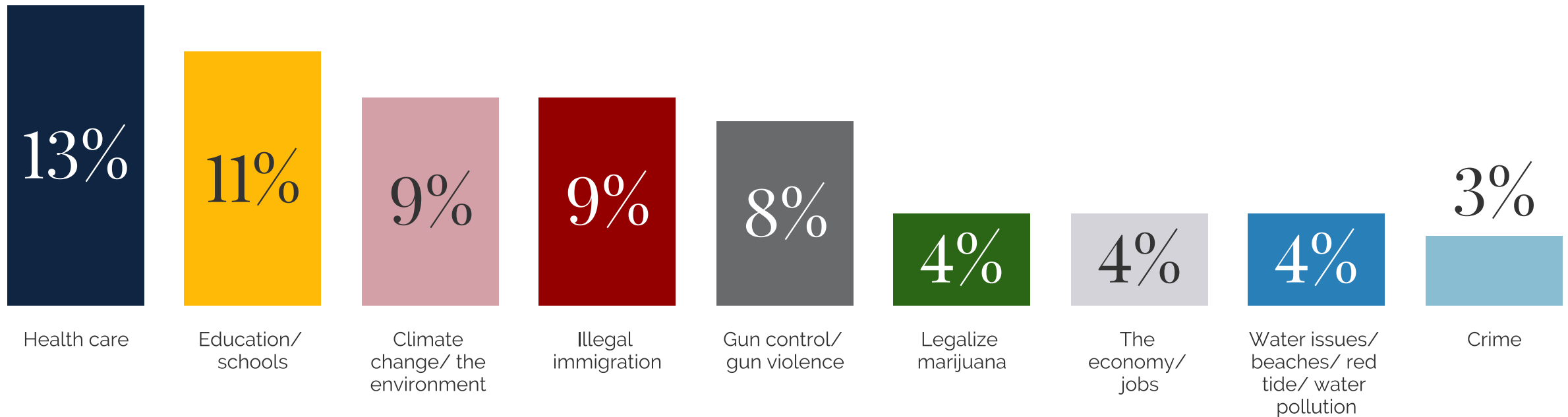
Direction of Florida by Party ID



Q.3 Generally speaking, do you think that things in Florida are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Policy Priorities

Very Diffuse Issue Environment in Open Ended Question



Q.4 What would you say is the biggest policy issue that you would like the Florida legislature to prioritize?

When Trade-Offs Are Measured, Lowering Health Care Costs Emerges as Top Priority

Top Tier Legislative Priorities



Q.7 Below is a list of issues on which members of the Florida State Legislature could focus. Imagine you had \$100 to spend on all of these issues. You'd spend the most money on the issues you care about the most and want the Florida Legislature to focus on the most. You'd spend zero dollars on any issues that you don't care about at all and don't want the Florida Legislature to focus on at all. If you do care about an issue at all, just make sure you save some money to spend on it. You must spend all \$100 on these issues.

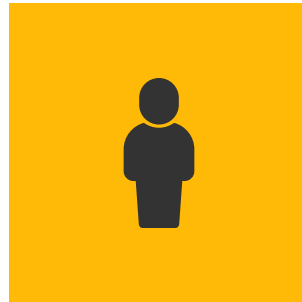
Lowering Health Care Costs is a Consistent Priority Across Parties

Top Legislative Policy Priorities by Party ID



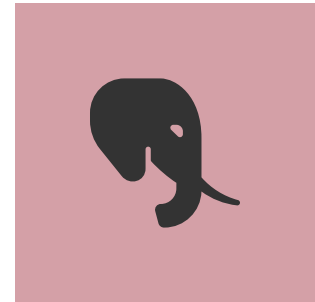
Democrat

1. Lowering health care costs - \$17.70
2. Preventing gun violence - \$15.00
3. Addressing climate change - \$11.90



Independent

1. Lowering health care costs - \$19.40
2. Adequately funding public ed. - \$11.00
3. Preventing gun violence - \$10.30



Republican

1. Lowering health care costs - \$19.90
2. Investing in improvements for roads, bridges - \$14.40
3. Adequately funding public ed. - \$13.50

Paid Leave, OT Pay

Trade-Offs Message on Paid Sick Leave Tops the Argument on Public Health

59%

Don't Have to Choose

We should guarantee all workers the right to earned, paid sick days off, so Floridians don't have to decide between going to doctor or caring for a sick child and making the mortgage payment or buying groceries for their family.

41%

Public Health

We should guarantee all workers the right to earned, paid sick days off to keep our workplaces safe from infectious disease, especially those that might pose a threat to public health like grocery stores, restaurants, and schools.

Q.10 Below are two arguments some people have made for requiring employers to provide paid sick leave for their employees. Please indicate which of these two arguments you find to be a more convincing reason to require employers to provide paid sick leave for their employees.

Clear Message Preference on Paid Family Leave

73%

Healthy Family and Economy

A family health crisis can happen to anyone. Every working person should be able to take the time off to deal with their own health crisis or that of a family member without risking financial security. It is critical for a healthy work environment, a healthy home environment, and – ultimately – a healthy economy.

27%

Take Care of Baby

All working Floridians should have the right to paid family leave so they can stay home and take care of a newborn child and not have to worry about job security or paying their bills.

Q.11 Below are two arguments some people have made for requiring employers to provide paid family leave for their employees. Please indicate which of these two arguments you find to be a more convincing reason to require employers to provide paid family leave for their employees.

Florida Voters Overwhelmingly Support Expanding Overtime Pay



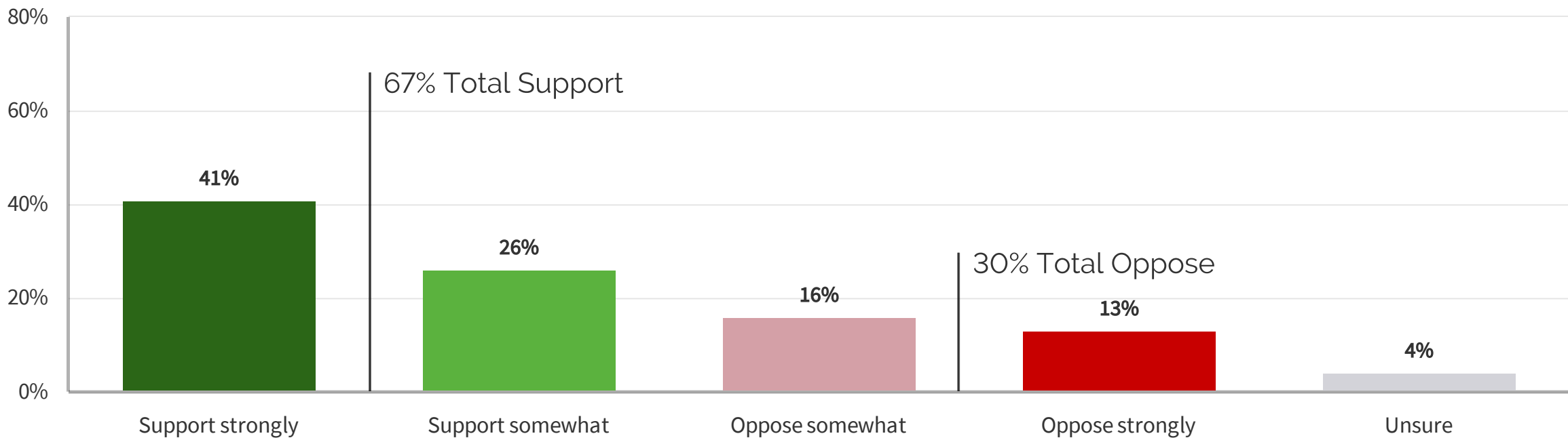
Q.14 Below are arguments from supporters and opponents of expanding overtime pay in Florida. Please indicate which of these two statements you agree with more.

Minimum Wage

Over 2:1 Support for Raising the Minimum Wage to \$15

Raising the State Minimum Wage to \$15

+37 Support



Q.8 Do you support or oppose raising the minimum wage to \$15 in Florida?

Democrats, Independents, Voters in Suburban and Urban Census Blocks Strongly Back Increased Minimum Wage

Support for Minimum Wage Increase by Key Demographics

	Total Support	Total Oppose	Margin
ID Democrat	88%	10%	+78
ID independent	67%	27%	+40
ID Republican	45%	52%	-7
Rural men	43%	52%	-9
Rural women	47%	47%	-
Suburban men	61%	35%	+26
Suburban women	70%	28%	+41
Urban men	73%	23%	+50
Urban women	78%	16%	+62

Solid Support for Increased Minimum Wage Across Florida, Except in Jacksonville Market Where Voters are Split

Support for Minimum Wage Increase by Media Market

	Total Support	Total Oppose	Margin
Fort Myers-Naples	59%	37%	+22
Jacksonville	49%	48%	+2
Miami-Ft. Lauderdale	77%	17%	+61
Orlando-Daytona Beach-Melbourne	75%	21%	+53
Tampa-St. Petersburg	65%	31%	+34
West Palm Beach-Fort Pierce	63%	34%	+29

Voters Split on Which Minimum Wage Message is More Convincing

52%

2 or 3 Jobs

We should raise the minimum wage in Florida because someone working 40 hours a week shouldn't have to work 2 or 3 jobs just to make ends meet.

48%

Poverty Line

We should raise the minimum wage in Florida because someone working 40 hours a week shouldn't be living under the poverty line and eligible for government assistance.

Q.9 Below are two arguments some people have made for raising the minimum wage in Florida for all workers. Please indicate which of these two arguments you find to be a more convincing reason to support raising the minimum wage for all workers.

Prevalent Gender, Education, Race Divides on Minimum Wage Messaging

Minimum Wage Messaging by Key Demographics

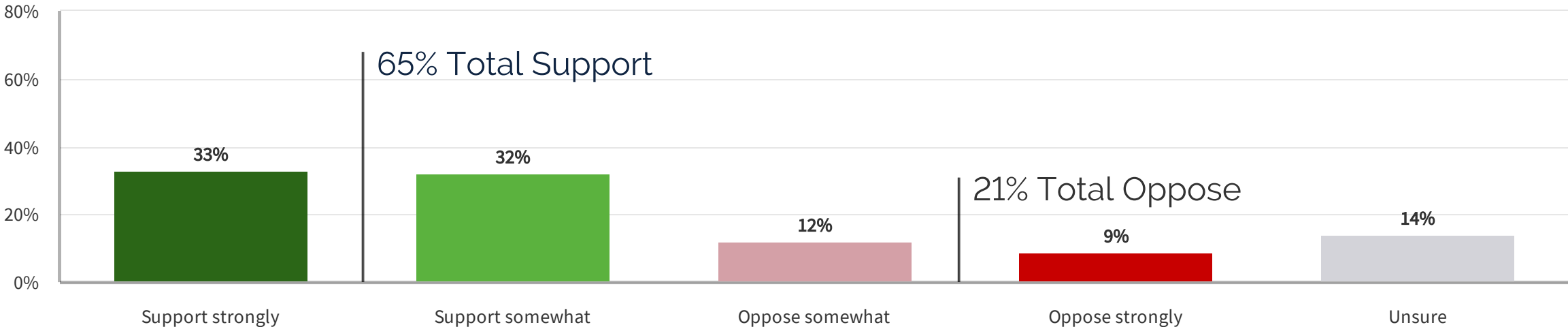
	Poverty line	2-3 Jobs	Margin
Men	54%	46%	+8
Women	44%	56%	-12
College graduates	55%	45%	+11
Non-college	41%	59%	-17
White	51%	49%	+3
Hispanic	47%	53%	-6
Black	33%	67%	-34
Total Non-White	43%	58%	-15

Tax Credits

Strong Support for Creating a Working Families Tax Credit

Establishing a State EITC

+45 Support



Q.12 The Earned Income Tax Credit is a tax cut for working families. The federal EITC was established during the Reagan administration as a way to reduce poverty and to reward people who work in low-wage industries. Twenty-nine states and the District of Columbia have a state EITC. If Florida passed an EITC it could provide a tax cut to millions of low-income Florida families. Based on what you have read, do you support or oppose establishing a state Earned Income Tax Credit in Florida?

Health Care Policy

Addressing Health Care Costs Highly Popular

Mean Rating of Health Care Policy

8.4

Eliminate surprise medical billing for non-emergency services by ensuring patients are told beforehand of the cost of any non-emergency service

52% rated “10”

8.1

Make it illegal in Florida for big pharmaceutical companies to pay generic drug makers to delay creating and selling less expensive, generic equivalents of their brand-name medications

53% rated “10”

7.9

Ban gifts from drug companies to doctors for prescribing certain medications

51% rated “10”

Q.15 Please read the policies below that focus on health care costs that could be considered in Florida's legislature. Please rate each idea on a scale of 0 to 10, where a 10 means you strongly support the policy and a 0 means you do not support the policy at all.

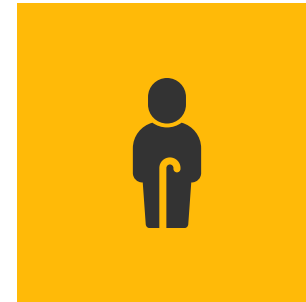
Older Voters More Intensely Support Agenda for Addressing Health Care Costs

Health Care Cost Agenda by Age



Under 50 Years Old

1. Ban surprise medical billing - **8.0 mean**
2. Ban gifts from Rx companies - **7.8 mean**
3. Ban generic Rx delays for pay - **7.7 mean**



50+ Years Old

1. Ban surprise medical billing - **8.7 mean**
2. Ban generic Rx delays for pay - **8.4 mean**
3. Ban gifts from Rx companies - **8.0 mean**

Democracy and Voting Reform Messaging

Security Messaging Beats Out Participation Messaging on AVR

64%

Accurate and Secure Elections

To protect American democracy, we need to safeguard our elections by improving our voter registration system so it's more accurate and secure. Automatic voter registration will replace an outdated and less secure paper-based registration system and will help election officials maintain accurate lists of eligible voters with multiple layers of verification.

36%

Increase Election Participation

American democracy thrives when more eligible voters participate in our elections. Automatic voter registration will help ensure that all eligible voters are in the system and able to cast a vote come Election Day without the hassle of getting paperwork submitted by a particular deadline.

Q.16 Below are two arguments some people have made for creating an Automatic Voter Registration (AVR) program in Florida. Please indicate which of these two arguments you find to be a more convincing reason to create an Automatic Voter Registration program in Florida.

Convenience More Effective Same-Day Registration Frame than Eliminating Paperwork and Deadlines

64%

Recent Movers

Same-day registration ensures that all eligible voters can cast their vote on Election Day, including individuals who have moved into a new voting district in the days or weeks prior to an election.

36%

Eliminating Paperwork and Deadlines

Same-day registration ensures that all eligible voters can cast their vote on Election Day and eliminates the hassle and stress of submitting registration paperwork by a certain deadline.

Q.17 Same-day voter registration allows eligible voters to both register and vote at their polling place on Election Day. Below are two arguments some people have made for creating a same-day voter registration program in Florida. Please indicate which of these two arguments you find to be a more convincing reason to create a same-day voter registration program in Florida.

Voters Prioritize Safeguarding Elections over Increasing Convenience of Voting When it Comes to Election Modernization

68%

Safeguard Elections

Modernizing and better funding Florida's election system will ensure that every eligible Floridian can register, vote, and have their voice heard, while also safeguarding our elections with mandatory audits and better technology to protect against hacking and tampering.

32%

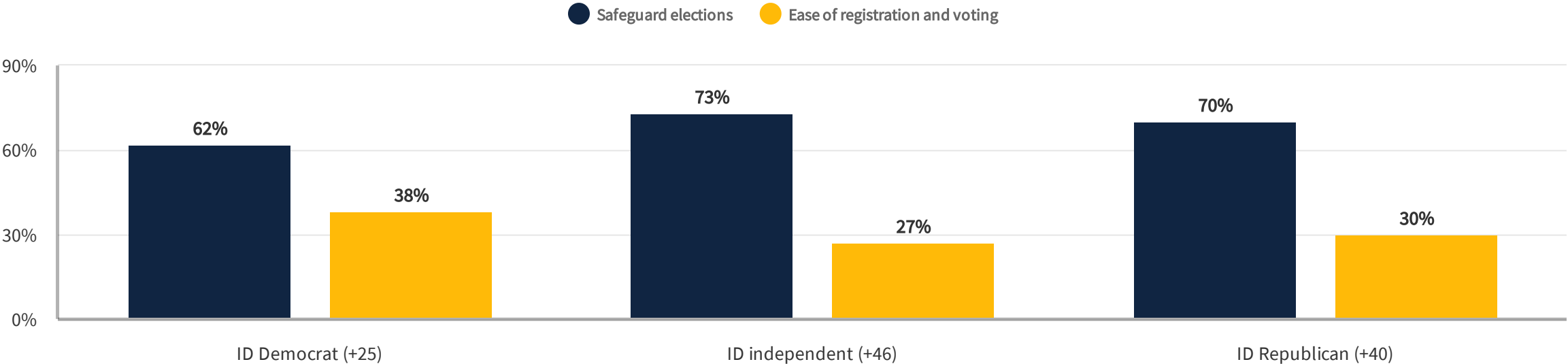
Ease of Registration and Voting

Modernizing and better funding Florida's election system will help increase the ease, access, and convenience of registration and voting so a parent juggling two jobs or a senior citizen who doesn't drive can still have their voice heard on Election Day.

Q.18 Below are two arguments some people have made for modernizing Florida's election system. Please indicate which of these two arguments you find to be a more convincing reason to modernize Florida's election system.

Cross-Party Appeal for Election Modernizations to Safeguard Elections

Modernizing FL's Election System Frames by Party ID



Q.18 Below are two arguments some people have made for modernizing Florida's election system. Please indicate which of these two arguments you find to be a more convincing reason to modernize Florida's election system.

Over 2-in-3 Florida Voters Agree with Argument Against Pre-Emption

68%

Interfering in Local Communities

Other people say that by overriding and changing local laws, state-level government officials are abusing their power and are interfering in local communities' rights to set their own laws and policies.

32%

Power to Overrule Local Laws

Some people say that Florida state legislators are granted power by being elected by the people of Florida and they have the legal prerogative to change or overrule local laws as they see fit.

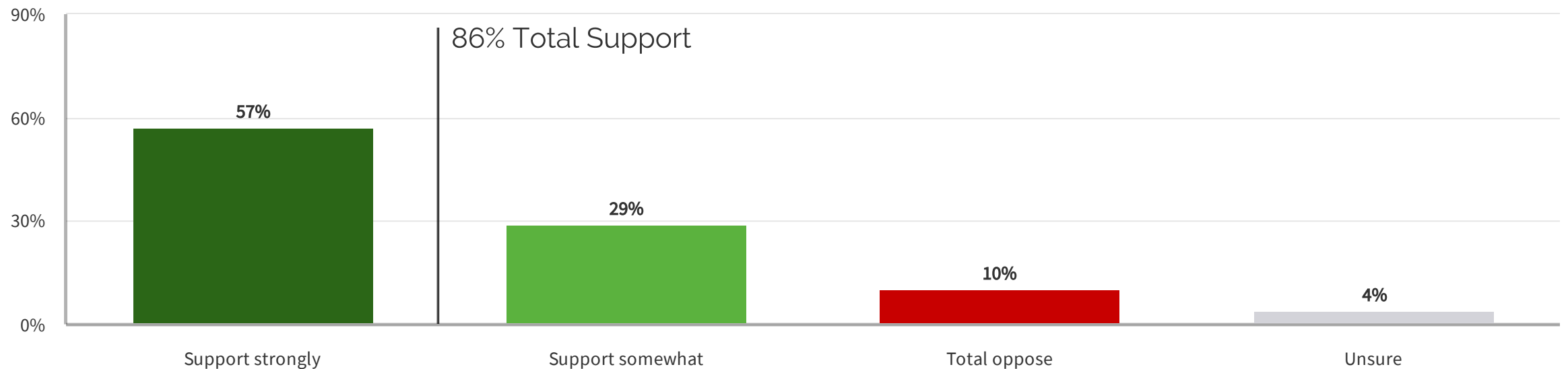
Q.19 Below are two statements about the reach and breadth of the state government's power in Florida. Please indicate which statement you agree with more.

Teachers' Pay

Near Unanimous Support on Pay Increases for Teachers and Education Professionals

Increasing Pay for Teachers and Education Professionals

+76 Support



Q.20 And do you support or oppose pay increases for Florida teachers and education support professionals, including teacher aides and school bus drivers?

Over 9-in-10 Floridians Who Want to See Teachers and Education Professionals Receive a Pay Raise Prefer Permanent Salary Increases Over One-Time Bonuses



92% of Florida voters want to see permanent salary increases for teachers and education professionals

- 70% prefer permanent salary increases
- 22% prefer permanent salary increase AND 1 time bonus



7% of Florida voters prefer one-time bonuses for teachers and education professionals

Q.21 (IF SUPPORT IN Q. 20) And would you prefer Florida teachers, teacher aides, and school bus drivers receive permanent salary increases or one-time bonuses?

Climate Change

Arguments for Climate Change Intervention All Equally Effective – Public Health Argument Marginally More Persuasive

Percent Ranked as Number 1

36%

Public Health Argument

Hotter temperatures, air pollution, declining water quality, and warmer waters are a serious threat to the health of our residents, especially children and the elderly. As a matter of public safety and health, the Florida Legislature has an obligation to address climate change.

34%

Moral Responsibility

It is our moral responsibility to reduce Florida's carbon footprint for the sake of future generations. The Florida Legislature has a responsibility to our state and its people to protect the things that make Florida such a beautiful place to live.

31%

Tourism and the Economy

Floridians rely on tourism and a healthy environment. Climate change and its associated impacts are a direct threat to our economy and way of life. The Florida Legislature needs to protect our economy by doing what it can to mitigate impacts and reduce carbon in our atmosphere.

Q.24 Switching gears again, we've listed below 3 arguments for why the FL State Legislature should act when it comes to climate change and reducing our reliance on fossil fuels. Once you read each argument, please drag and drop them in order of how persuasive they are to you, where “1” is the most persuasive, “2” is the second most persuasive, and “3” is the least persuasive.

Democrats, Independents Persuaded Most by Public Health Argument, Republicans by Economic Argument

Climate Change Intervention Arguments Ranked by Party ID, % Ranked as Number 1



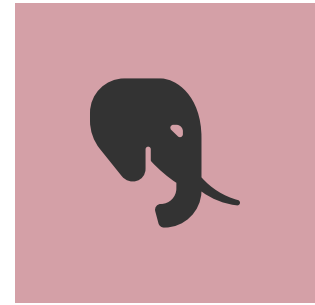
Democrat

1. Public health argument - 42%
2. Moral responsibility - 33%
3. Tourism and the economy - 25%



Independent

1. Public health argument - 43%
2. Moral responsibility - 30%
3. Tourism and the economy - 27%

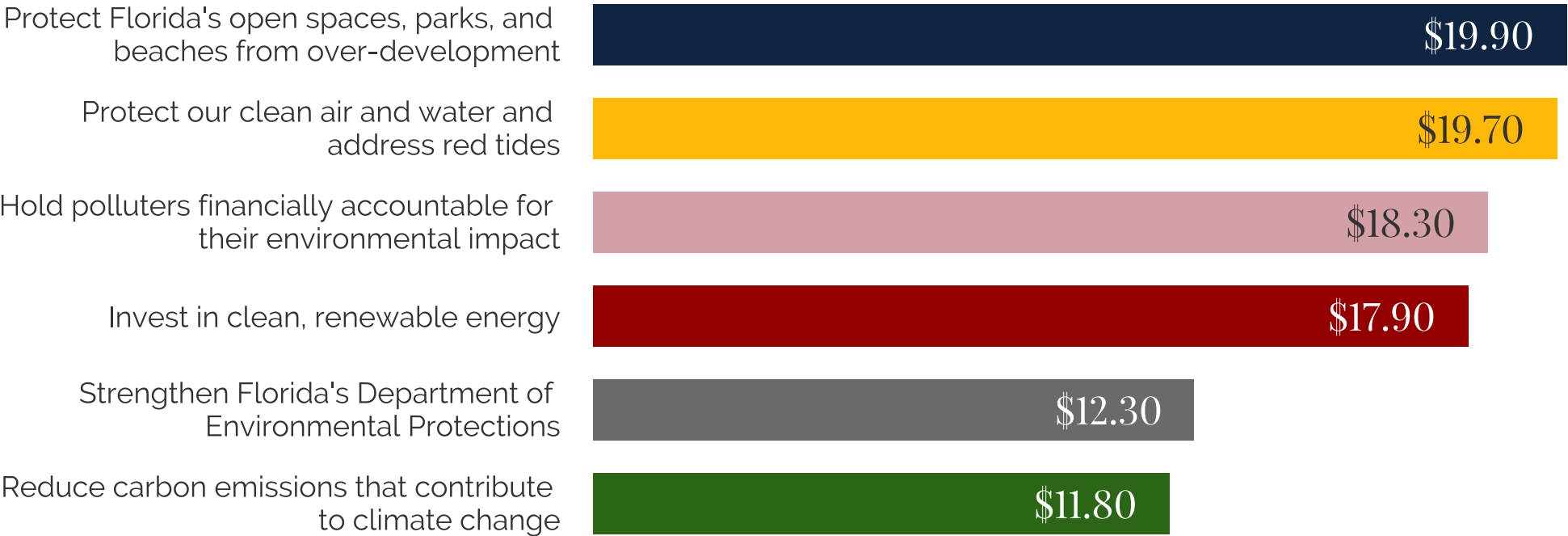


Republican

1. Tourism and the economy - 39%
2. Moral responsibility - 36%
3. Public health argument - 25%

Environmental Priorities Include Protecting Open Spaces, Air, and Water, Holding Polluters Accountable, and Investing in Renewable Energy

Mean Monetary Allocation of Environmental Policies



Q. 25 Below is a list of several actions that the FL State Legislature could take to protect our environment and combat climate change. Imagine you had \$100 to spend on all of these actions. You'd spend the most money on the actions you care about the most and want the FL Legislature to focus on the most. You'd spend \$0 on any actions that you don't care about at all and don't want the FL Legislature to focus on at all. If you do care about an action at all, just make sure you save some money to spend on it. You must spend all \$100 on these issues.

Top Environmental Priorities by Media Market

Mean Ranking of Environmental Policies by Media Market

Ft. Myers-Naples

1. Clean air and water - \$30.30
2. Protect from overdevelopment - \$17.80
3. Hold polluters accountable - \$15.80

Jacksonville

1. Protect from overdevelopment - \$25.60
2. Hold polluters accountable - \$21.00
3. Clean air and water - \$19.00

Miami-Ft. Lauderdale

1. Clean air and water - \$18.20
2. Invest in renewables - \$17.90
3. Hold polluters accountable - \$17.50

Orlando-Daytona Beach

1. Protect from overdevelopment - \$21.20
2. Invest in renewables - \$18.20
3. Hold polluters accountable - \$17.30

Tampa-St. Petersburg

1. Clean air and water - \$22.70
2. Protect from overdevelopment - \$21.00
3. Hold polluters accountable - \$17.90

West Palm Beach-Fort Pierce

1. Hold polluters accountable - \$21.10
2. Invest in renewables - \$20.20
3. Clean air and water - \$19.70

Criminal Justice Reform

Florida Voters Split on Primary Purpose of Incarceration

53%

Rehabilitation

Rehabilitating offenders so they can contribute to society once they are released

47%

Punishment

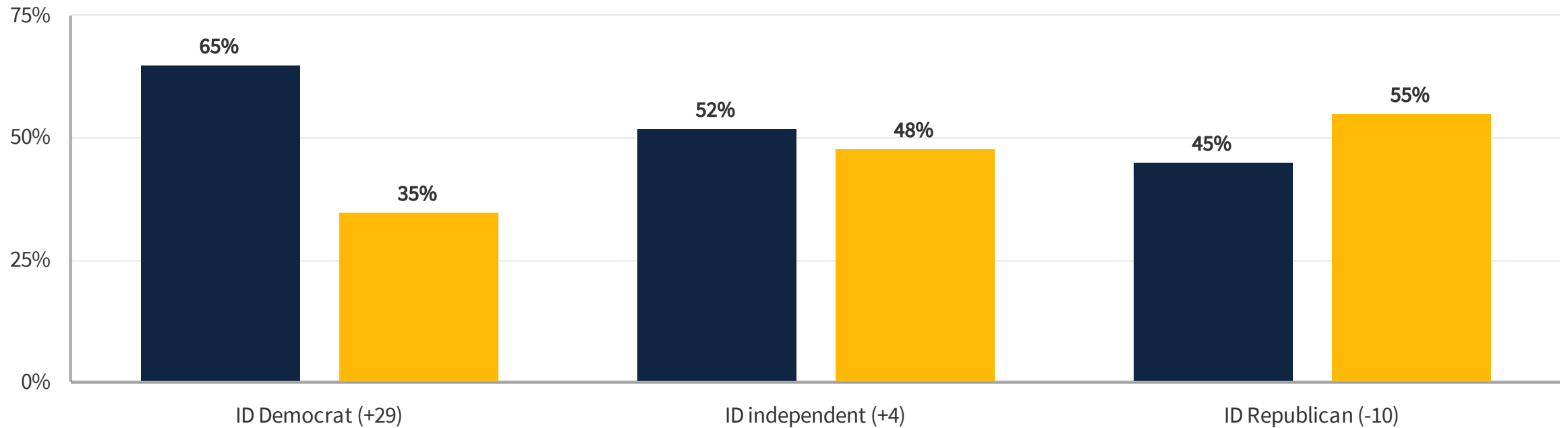
Punishing offenders and preventing others from committing the same crimes

Q.26 Switching gears again, do you believe the PRIMARY purpose of incarcerating individuals convicted of crimes against other Floridians or the state of FL should be:

Independents Divided on Primary Purpose of Incarceration

Purpose of Incarceration by Party ID

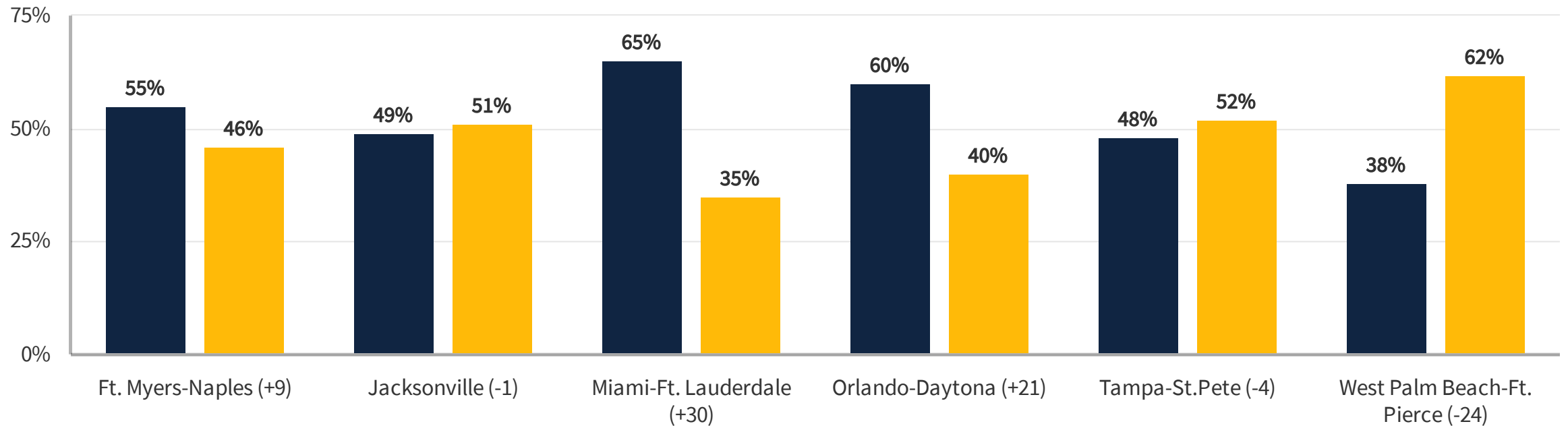
● Rehabilitation ● Punishment



Jacksonville, Tampa Markets Split; West Palm Beach Firmly Behind Punishment Argument

Purpose of Incarceration by Media Market

● Rehabilitation ● Punishment



Fiscal Argument for Criminal Justice Reform Far Less Persuasive than Human Rights and Law and Order Arguments

Percent Ranked as Number 1

40%

Mass Incarceration

Incarceration rates in FL exceed the national average and far too many Floridians serve prison time for low-level crimes. We need criminal justice reform to end mass incarceration, help rehabilitate prisoners rather than punish them, and protect human rights in FL.

39%

Strict Punishments

We must maintain strict punishments for criminals and offenders in Florida in order to deter crime, prevent others from committing similar crimes, and maintain law and order in our state.

21%

Spending on Imprisonment

The state of FL should stop spending so much taxpayer money on putting people in prison. Florida spends over \$19,000 a year on each inmate, money that could be used for education, infrastructure improvements, and tax breaks.

Q.27 Listed below are three arguments for why the FL State Legislature should act when it comes to criminal justice reform. Once you read each argument, please drag and drop them in order of how persuasive they are to you, where “1” is the most persuasive, “2” is the second most persuasive, and “3” is the least persuasive.

Fiscal Argument Most Effective with Voters in Urban Census Blocks

Arguments for Criminal Justice Reform Rank Ordered by Urbanicity, % Ranked as Number 1



Rural

1. Strict punishments - 49%
2. Mass incarceration - 38%
3. Spending on imprisonment - 13%



Suburban

1. Strict punishments - 41%
2. Mass incarceration - 41%
3. Spending on imprisonment - 18%



Urban

1. Mass incarceration - 39%
2. Strict punishments - 32%
- 3. Spending on imprisonment - 30%**

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