

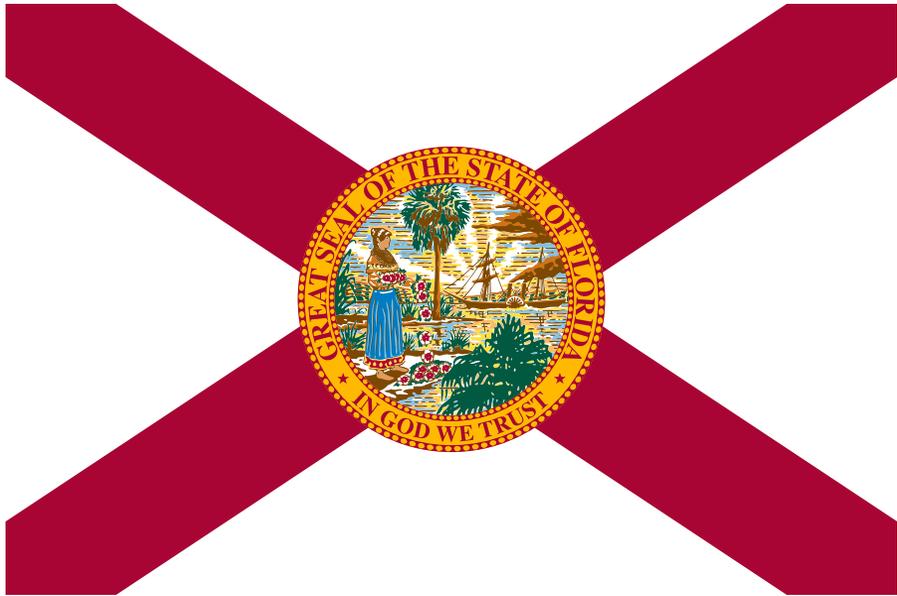
Florida SiX

February 2021

Presented by Ben Lazarus of TargetSmart



Survey Methodology



TargetSmart designed and administered this multimodal survey. Three hundred ninety-two interviews (210 weighted) were conducted online among panelists who were matched to the TargetSmart voter file, and 348 interviews (290 weighted) were conducted online using email and text solicits (133 email, 215 SMS) from the TargetSmart voter file. In total, the survey reached 740 adults (500 weighted), age 18 or older, who are registered to vote in Florida from January 31 to February 4, 2021.

Quotas were designed to reflect the demographic and geographic distribution of registered voters in Florida. The data were weighted by gender, age, race, party registration, TargetSmart Midterm General Election Turnout Score, TargetSmart High School Only Score, and region by media market to ensure an accurate reflection of the population.

The credibility interval (the theoretical margin of error for a blended-methodology poll that relies partially on telephone-based probability sampling, and partially on non-probability based online panel sampling) is +/- 4.4%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

General Outlook

Floridians Less Pessimistic Than They Were Last Summer

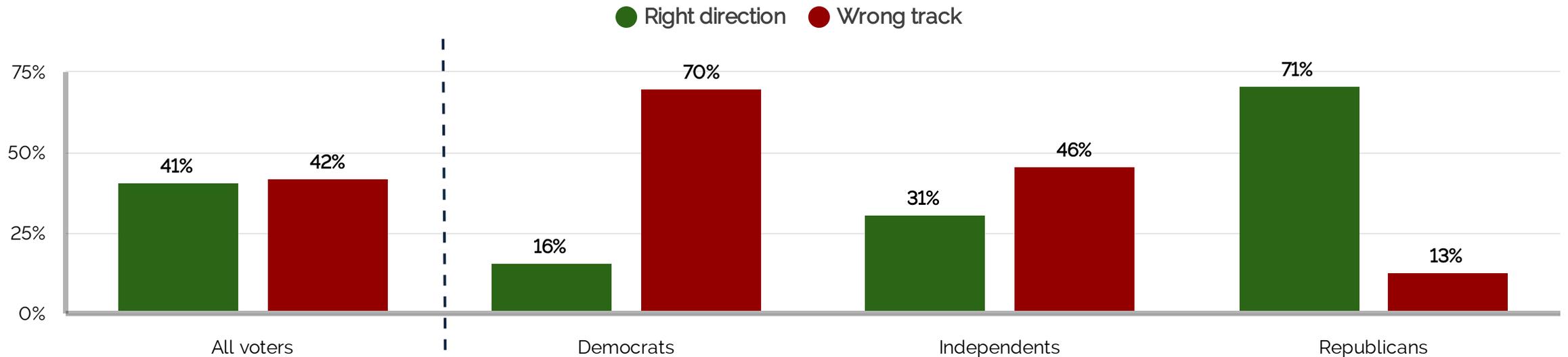
Direction of Florida - Time Series



Q.5 And 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?

Positive Sentiment About the State Buoyed by Republicans and Lean Republicans

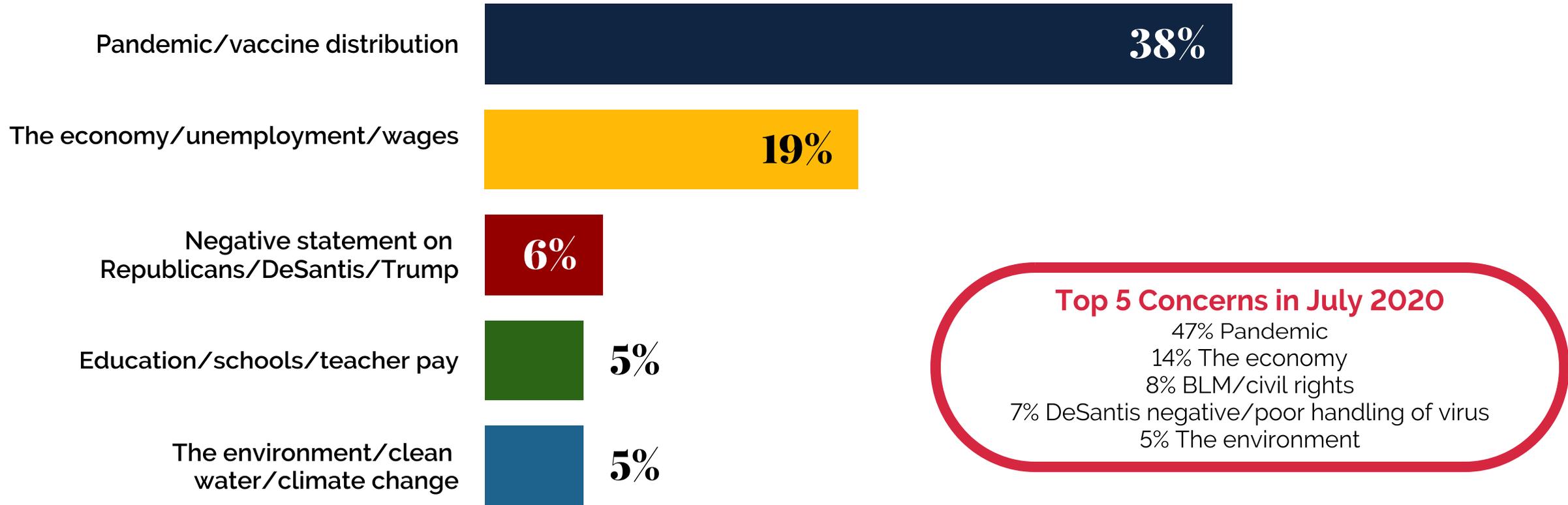
Direction of Florida by 3-1-3 Party ID



Q.5 And 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?

COVID-19 Top of Mind for Florida Voters

Top 5 Issues for the Governor and State Legislature

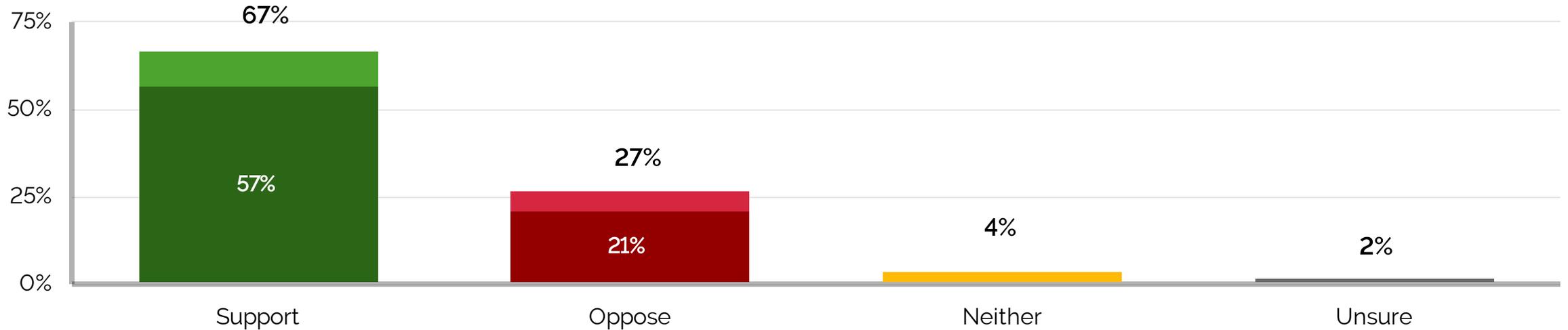


Q.6 What would you say is the biggest issue in Florida that you would like the governor and state legislature to focus on?

Two Thirds of Florida Voters Support Statewide Mask Mandate

Statewide Mask Mandate in Public Places

● Somewhat ● Strongly



Q.34 Do you support or oppose a statewide mask mandate in public places across Florida?

Non-Democrats Overindex on Concern on the Economy While Democrats are Heavily Focused on COVID

Top 3 Issues by 3-1-3 Party ID



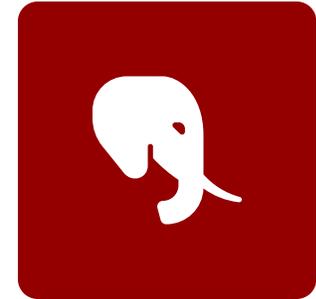
Democrats

1. The pandemic - 55%
2. The economy - 13%
3. Negative statement on Republicans - 11%



Independents

1. The economy - 26%
2. The pandemic - 24%
3. Uphold Constitution - 11%



Republicans

1. The pandemic - 29%
2. The economy - 21%
3. Illegal immigration - 8%

Q.6 What would you say is the biggest issue in Florida that you would like the governor and state legislature to focus on?

Latinx Voters Overindex on Concern with the Economy

Top 3 Issues by Race



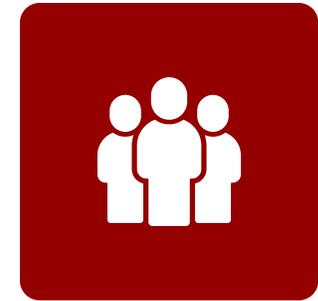
White

1. The pandemic - 41%
2. The economy - 12%
3. Negative statement on Republicans - 7%



Latinx

1. **The economy - 42%**
2. The pandemic - 24%
3. Health care in general - 5%



People of Color

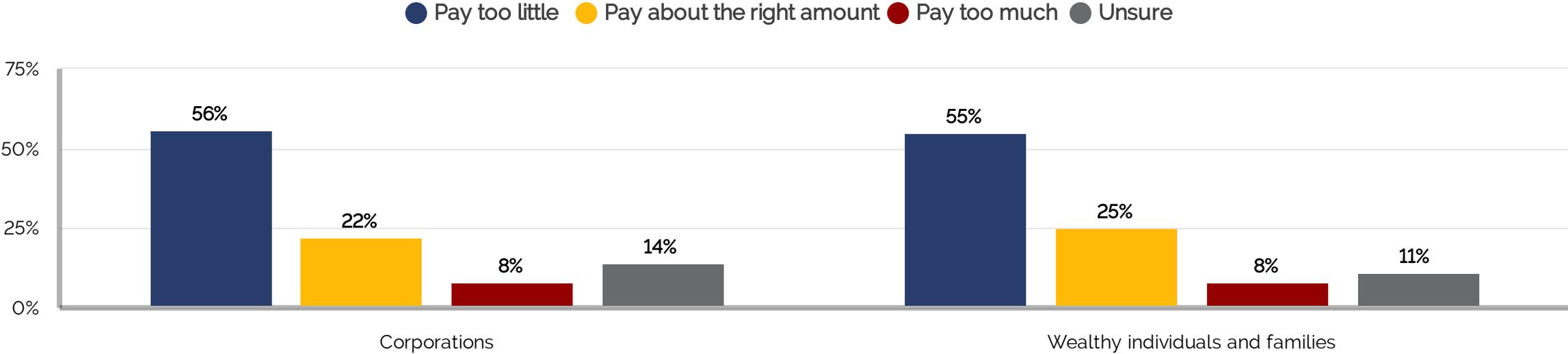
1. The pandemic - 32%
2. The economy - 29%
3. Negative statement on Republicans - 5%

Q.6 What would you say is the biggest issue in Florida that you would like the governor and state legislature to focus on?

Taxes, Revenue Raisers

Majority of Voters Believe Corporations and the Wealthy in Florida Pay Too Little in Taxes

Amount Paid in State Taxes

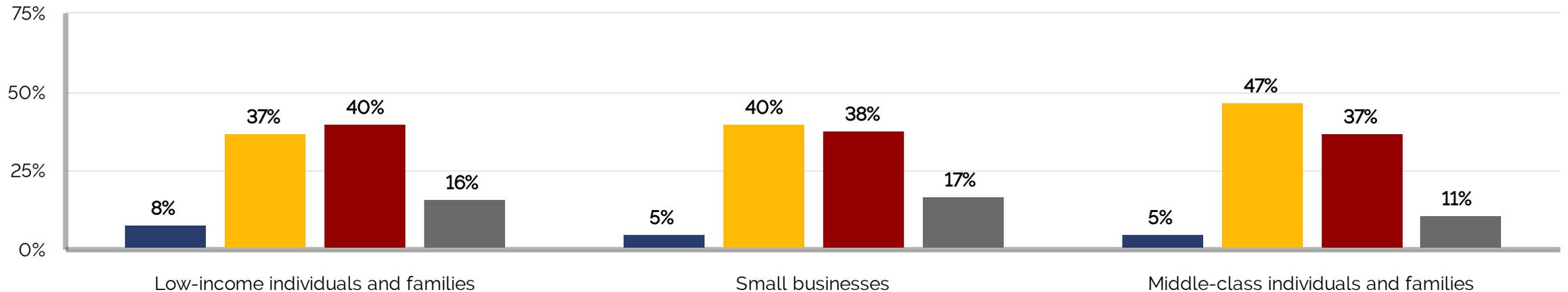


Q.30 Do you think each of the following groups of people in Florida pay too little in state taxes, about the right amount in state taxes, or too much in state taxes?

Other Groups Seen As Paying the Right Amount or Too Much

Amount Paid in State Taxes

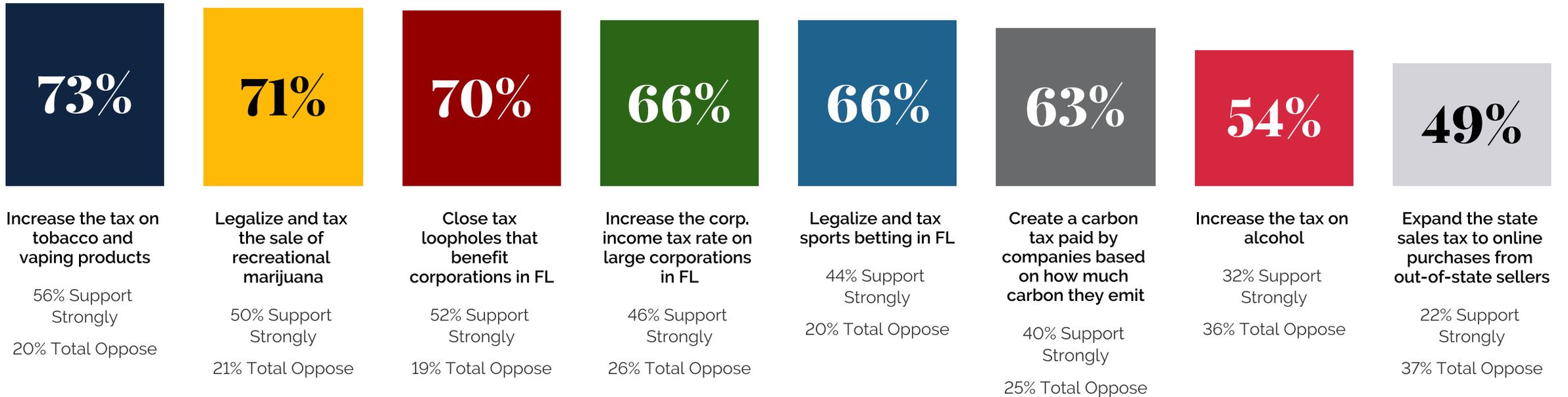
● Pay too little ● Pay about the right amount ● Pay too much ● Unsure



Q.30 Do you think each of the following groups of people in Florida pay too little in state taxes, about the right amount in state taxes, or too much in state taxes?

Floridians Generally Support Progressive New Revenue from Corporations and Increases in Sin Taxes

% Total Support Revenue Proposals



Q.31 Please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following proposals that will raise revenue for the state budget in Florida.

Less Popular Revenue Raisers Include Applying the Sales Tax to Services and Implementing a Sales Tax on Mobile App Purchases

% Total Oppose Revenue Proposals



Apply a sales tax to services like hair salons, auto repairs, legal services, or accounting services

41% Oppose Strongly
25% Total Support



Implement a sales tax on purchases of mobile apps like those available in the Apple Store or Google Play

41% Oppose Strongly
29% Total Support

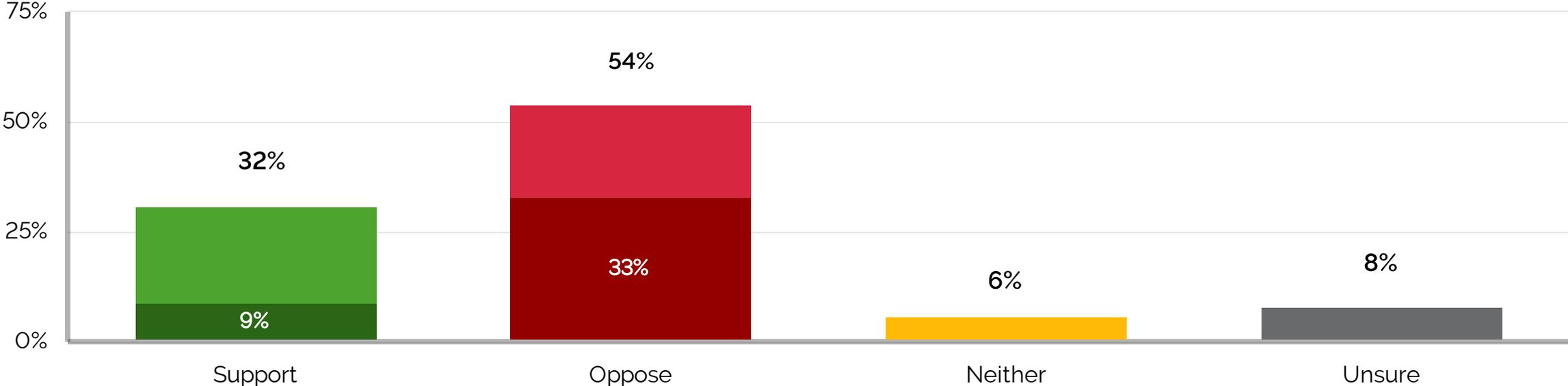
Q.31 Please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following proposals that will raise revenue for the state budget in Florida.

Majority Oppose the Construction of New Toll Roads



Construction of New Toll Roads

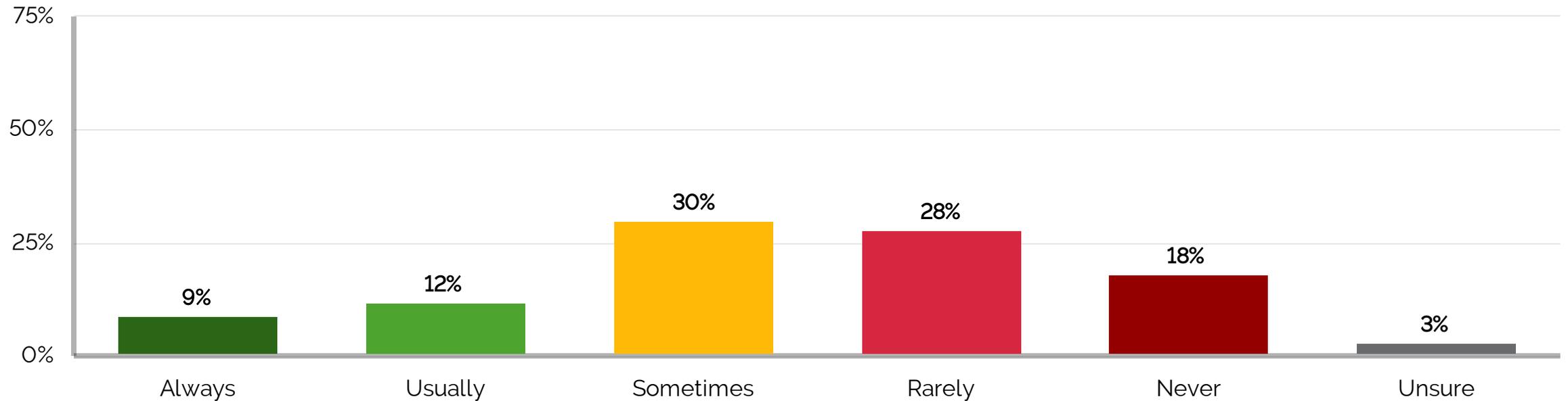
● Somewhat ● Strongly



Q.18 And do you support or oppose more construction of toll roads across undeveloped parts of Florida?

Only 1-in-5 Florida Voters Usually or Always Takes Advantage of Sales Tax Holidays

Use of FL Sales Tax Holidays

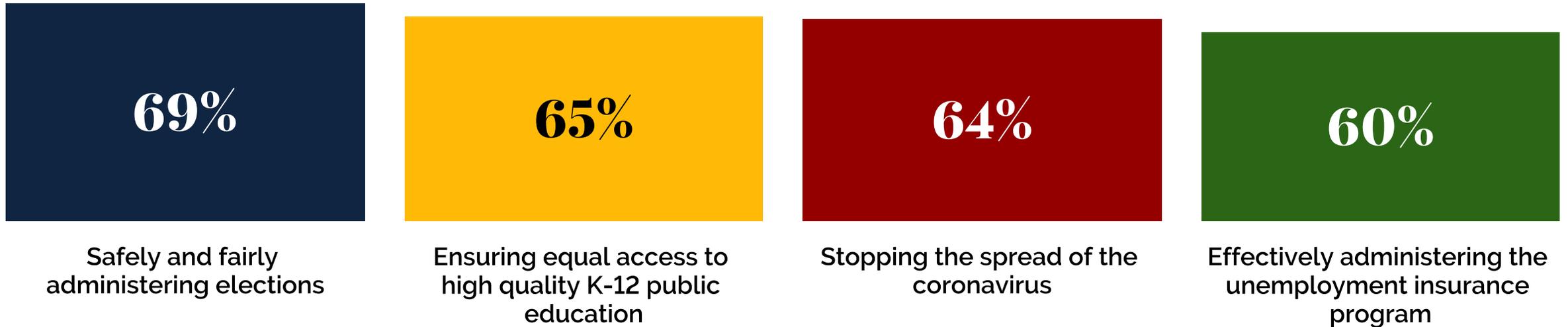


Q.29 And how frequently would you say you take advantage of Florida's sales tax holidays for things like back to school and natural disasters?

Role of State Government

Most Consensus Emerges Around State Government's Major Role in Election Administration, Education, COVID Response, and UI Administration

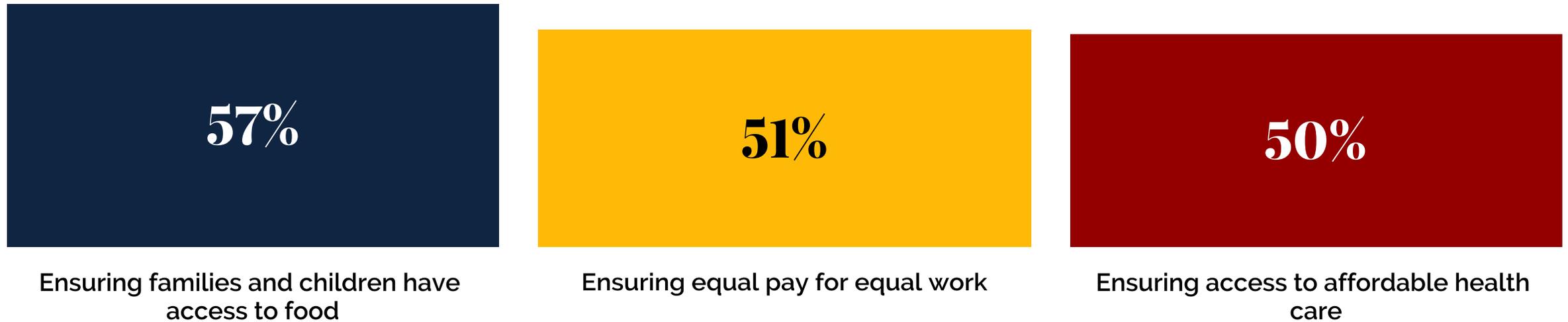
% Major State Government Role In An Issue



Q.27 Please indicate whether you think state government should have a major role, some role, a minor role, or no real role in dealing with each of the following issues.

Food Access, Equal Pay, Affordable Health Care Emerge as Second Tier Major Role of State Government

% Major State Government Role In An Issue



Q.27 Please indicate whether you think state government should have a major role, some role, a minor role, or no real role in dealing with each of the following issues.

Legislative Priorities

In Trade-Off Exercise, Coronavirus Response Is Top Focus Area Followed by Healthcare Costs, Education Funding, and Jobs

Mean Budget Allocation for Issue You Want FL Legislature to Focus On Out of \$100



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.

Second Tier Priorities for the State Legislature

Mean Budget Allocation for Issue You Want FL Legislature to Focus On Out of \$100



Third Tier Priorities for the State Legislature

Mean Budget Allocation for Issue You Want FL Legislature to Focus On Out of \$100



Investment vs. Austerity

Florida Voters Overwhelmingly Prioritize Investment Over Low Taxes and Austerity

62%

Invest More

State government in Florida should invest more in the state and its residents, ensuring they are safe, healthy, and economically secure, even if it means corporations and the wealthy have to contribute more in taxes.

12%

Keep Taxes Low

State government in Florida should keep taxes low, even if it means cutting funding for education and infrastructure and cutting unemployment insurance and healthcare coverage.

26% Neither/Unsure

Q.8 Switching gears a bit -- which of these statements comes closer to your own view, even if neither of them is exactly right?

Cross-Partisan and Demographic Support for Investment

Invest More vs. Keep Taxes Low by Key Demographics

	Invest more	Keep Taxes Low
All voters	62%	12%
Democrats	79%	7%
Independents	60%	17%
Republicans	48%	15%
White	62%	13%
Latinx	62%	10%
People of Color	64%	11%
18 to 49	64%	13%
50 to 64	67%	11%
65+	56%	11%

Majorities Support More Investment Over Austerity Across Media Markets with the Exception of West Palm Beach-Ft. Pierce

Invest More vs. Keep Taxes Low by Media Market, Urbanicity

	Invest more	Keep Taxes Low
All voters	62%	12%
Ft. Myers - Naples	55%	14%
Jacksonville	67%	7%
Miami - Ft. Lauderdale	57%	14%
Orlando - Daytona Beach - Mel	67%	12%
Tampa - St. Petersburg	70%	11%
West Palm Beach - Ft. Pierce	48%	9%
Rural	55%	18%
Suburban	63%	11%
Urban	63%	11%

COVID Context Does Not Change Topline on Investment vs. Austerity

63%

Invest More - COVID

Because of the impacts of COVID-19, Florida should invest more resources in struggling families, businesses, schools, and healthcare systems.

13%

Live Within Means - COVID

Because of the impacts of COVID-19, Florida must find ways to live within its means, even if that means cutting resources for families, businesses, schools, and healthcare systems.

24% Neither/Unsure

Q.9 And which of these statements comes closer to your own view, even if neither of them is exactly right?

Majorities of Independents and Republicans Also Prefer Increased Investment in the Context of COVID

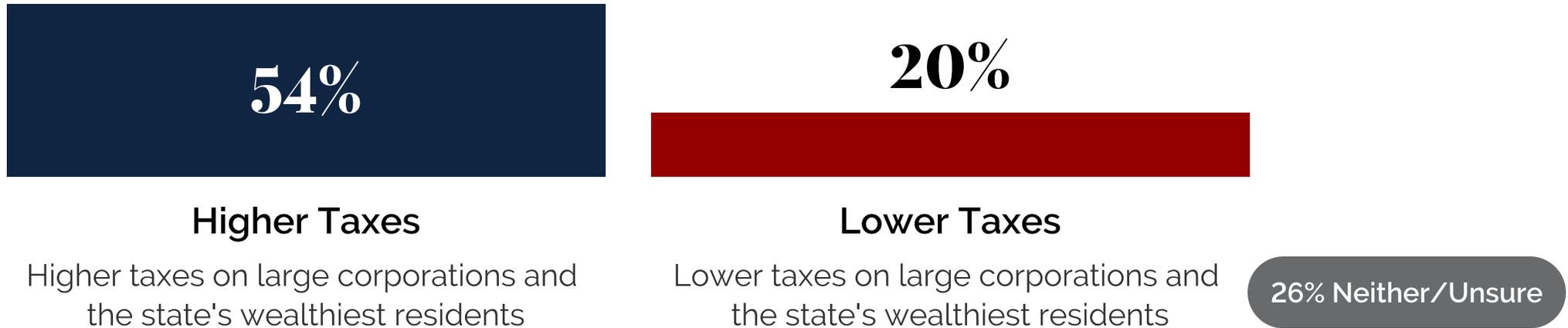
COVID Investment vs. Austerity by Key Demographics

	Invest more - COVID	Live Within Means - COVID
All voters	63%	13%
Democrats	79%	8%
Independents	55%	14%
Republicans	53%	18%
White	61%	16%
Latinx	62%	11%
People of Color	66%	9%
18 to 49	66%	12%
50 to 64	64%	10%
65+	58%	18%

COVID Investment vs. Austerity by Media Market, Urbanicity

	Invest more - COVID	Live Within Means - COVID
All voters	63%	13%
Ft. Myers - Naples	63%	11%
Jacksonville	61%	14%
Miami - Ft. Lauderdale	63%	12%
Orlando - Daytona Beach - Mel	64%	12%
Tampa - St. Petersburg	67%	15%
West Palm Beach - Ft. Pierce	56%	11%
Rural	50%	27%
Suburban	64%	11%
Urban	67%	11%

By a Wide Margin Floridians Believe Higher Taxes on Corporations and the Wealthy, Rather Than Lower, Would Be Better For Working People



Q.11 What do you think would be better for working people and working families in Florida?

Almost All Democrats, a Majority of Independents, and Even 3-in-10 Republicans See Higher Taxes on Corporations and the Wealthy As Better for Working Families

Adjust Tax Level on Corporations/The Wealthy by Key Demographics

	Higher Taxes	Lower Taxes
All voters	54%	20%
Democrats	82%	5%
Independents	51%	18%
Republicans	29%	37%
Men	44%	27%
Women	63%	14%
White	51%	19%
Latinx	52%	26%
People of Color	58%	21%
18 to 49	50%	28%
50 to 64	63%	13%
65+	53%	14%

Adjust Tax Level on Corporations/The Wealthy by Media Market, Urbanicity

	Higher Taxes	Lower Taxes
All voters	54%	20%
Ft. Myers - Naples	45%	14%
Jacksonville	56%	24%
Miami - Ft. Lauderdale	52%	32%
Orlando - Daytona Beach - Mel	58%	15%
Tampa - St. Petersburg	61%	18%
West Palm Beach - Ft. Pierce	42%	12%
Rural	56%	17%
Suburban	53%	18%
Urban	55%	25%

Work Regulations and Employee Benefits

Opinion on Work Regulations is More Mixed, But Leans Towards Stricter Enforcement by Double Digits



Q.10 What do you think would be better for working people and working families in Florida?

A Plurality of Latinx Voters Prefer Looser Enforcement of State Regulations

Regulations Enforcement by Key Demographics

	Stricter Enforcement of Regs	Looser Enforcement of Regs
All voters	46%	35%
Democrats	64%	16%
Independents	44%	37%
Republicans	32%	52%
Men	43%	40%
Women	49%	30%
White	46%	33%
Latinx	37%	42%
People of Color	45%	38%
18 to 49	45%	39%
50 to 64	49%	28%
65+	46%	35%

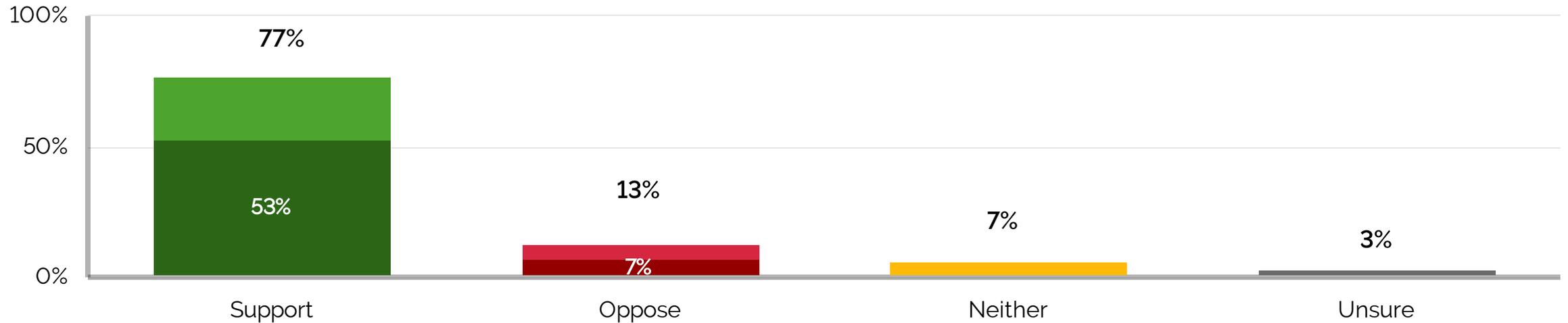
Regulations Enforcement by Media Market, Urbanicity

	Stricter Enforcement of Regs	Looser Enforcement of Regs
All voters	46%	35%
Ft. Myers - Naples	49%	26%
Jacksonville	65%	21%
Miami - Ft. Lauderdale	47%	43%
Orlando - Daytona Beach - Mel	49%	34%
Tampa - St. Petersburg	45%	41%
West Palm Beach - Ft. Pierce	32%	35%
Rural	36%	38%
Suburban	48%	30%
Urban	48%	42%

Florida Voters Overwhelmingly Support New Workplace Safety Requirements During Pandemic

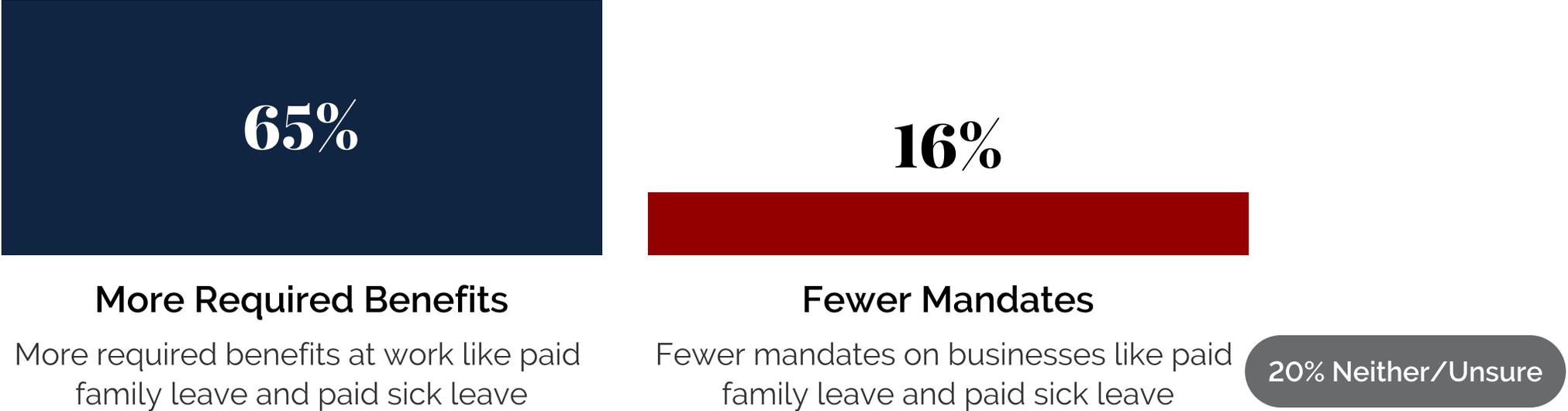
New Workplace COVID Safety Requirements

● Somewhat ● Strongly



Q.33 Do you support or oppose new workplace safety requirements in Florida meant to keep workers safe from COVID during the pandemic?

Nearly Two-Thirds of Florida Voters View More Required Benefits Like Paid Leave As Better for Working People



More Required Benefits

More required benefits at work like paid family leave and paid sick leave

Fewer Mandates

Fewer mandates on businesses like paid family leave and paid sick leave

20% Neither/Unsure

Q.12 What do you think would be better for working people and working families in Florida?

Younger Floridians and Floridians of Color Overwhelmingly View More Required Leave Benefits As Better For Working Families

Requiring More Benefits by Key Demographics

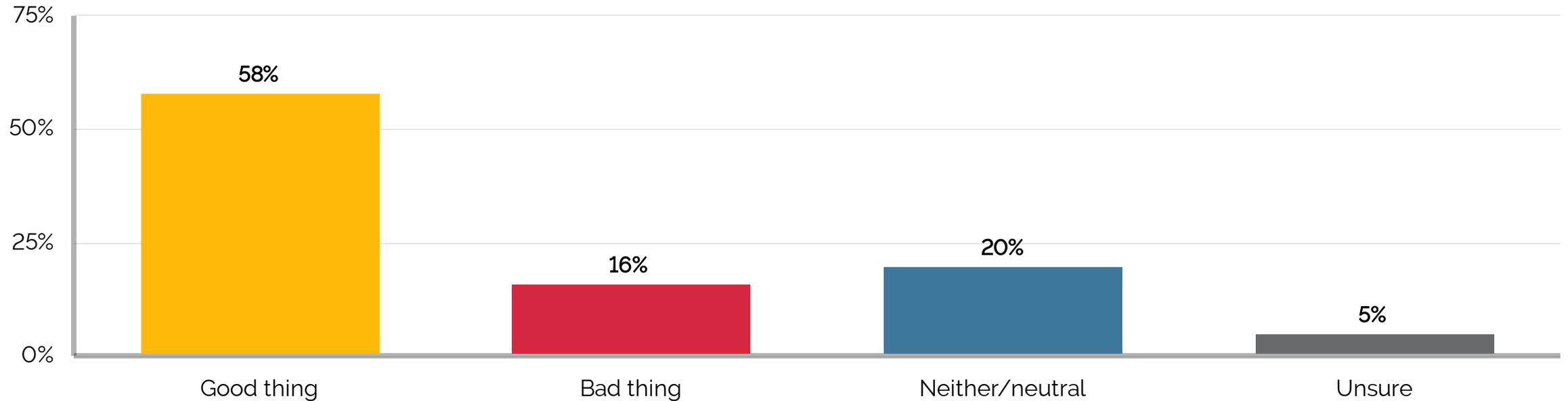
	More Required Benefits	Fewer Mandates
All voters	65%	16%
Democrats	87%	1%
Independents	62%	21%
Republicans	45%	27%
White	58%	19%
Latinx	74%	9%
People of Color	74%	10%
18 to 49	75%	12%
50 to 64	65%	14%
65+	49%	22%

Requiring More Benefits by Media Market, Urbanicity

	More Required Benefits	Fewer Mandates
All voters	65%	16%
Ft. Myers - Naples	46%	21%
Jacksonville	76%	9%
Miami - Ft. Lauderdale	64%	16%
Orlando - Daytona Beach - Mel	73%	8%
Tampa - St. Petersburg	67%	16%
West Palm Beach - Ft. Pierce	51%	22%
Rural	57%	23%
Suburban	65%	15%
Urban	67%	14%

Florida Voters Overwhelmingly View the Expansion of Unemployment Benefits as a Good Thing

Expanding Unemployment Benefits, Insurance, and Protections



Q.13 And do you think it would be a good thing or bad thing to expand unemployment benefits, insurance, and protections for Floridians?

7-in-10 Voters of Color and Even a Plurality of GOP Voters View Expanding Unemployment Benefits as a Good Thing

Expanding Unemployment Benefits by Key Demographics

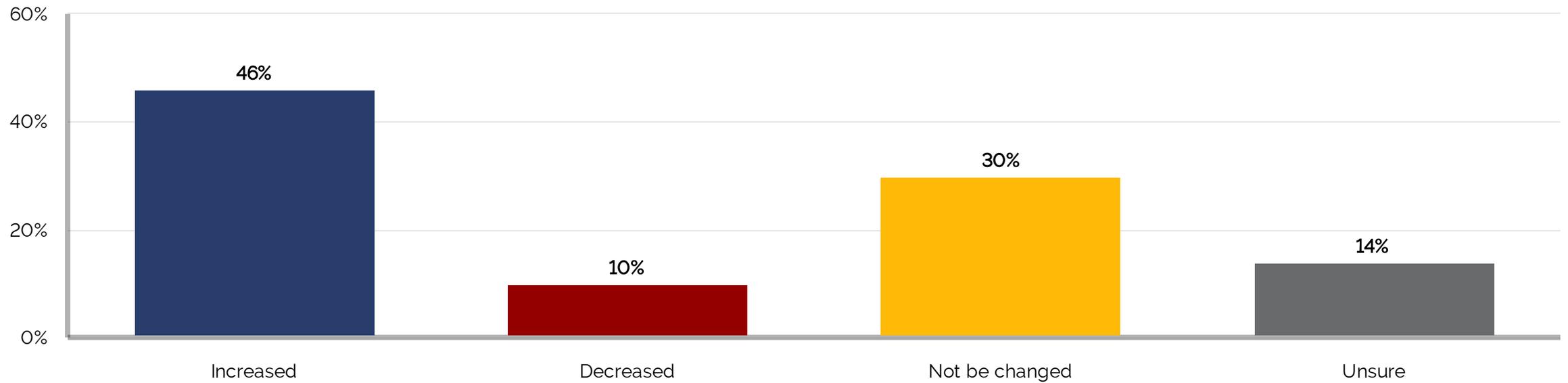
	Good Thing	Bad Thing
All voters	58%	16%
Democrats	78%	2%
Independents	54%	28%
Republicans	42%	24%
White	50%	19%
Latinx	70%	13%
People of Color	72%	9%
18 to 49	60%	16%
50 to 64	68%	11%
65+	48%	20%

Expanding Unemployment Benefits by Media Market, Urbanicity

	Good Thing	Bad Thing
All voters	58%	16%
Ft. Myers - Naples	34%	42%
Jacksonville	54%	18%
Miami - Ft. Lauderdale	66%	16%
Orlando - Daytona Beach - Mel	60%	15%
Tampa - St. Petersburg	61%	13%
West Palm Beach - Ft. Pierce	49%	14%
Rural	55%	20%
Suburban	55%	18%
Urban	65%	11%

Plurality of Florida Voters Believe Amount of Unemployment Benefits Should Be Increased From Current Level

Change in the Amount of Money Received in Unemployment Benefits



Q.14 Do you think the amount of money those receiving unemployment benefits in Florida should be increased, decreased, or not be changed from its current level?

Voters of Color and Pre-Retirement Voters Most Likely to Call for Increase in Unemployment Benefits

Change in the Amount of Money Received in Unemployment Benefits by Key Demographics

	Increased	Not Be Changed	Decreased
All voters	46%	30%	10%
Democrats	66%	20%	2%
Independents	50%	27%	12%
Republicans	26%	41%	16%
White	39%	35%	11%
Latinx	51%	24%	10%
People of Color	58%	21%	8%
18 to 49	47%	25%	12%
50 to 64	58%	29%	8%
65+	37%	37%	8%

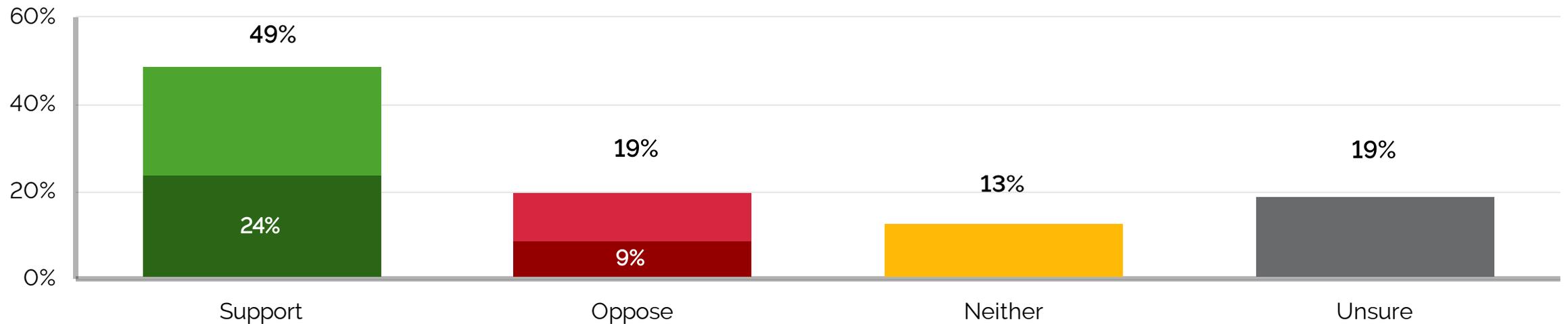
Change in the Amount of Money Received in Unemployment Benefits by Media Market, Urbanicity

	Increased	Not Be Changed	Decreased
All voters	46%	30%	10%
Ft. Myers - Naples	37%	24%	22%
Jacksonville	52%	18%	3%
Miami - Ft. Lauderdale	42%	34%	14%
Orlando - Daytona Beach - Mel	52%	25%	6%
Tampa - St. Petersburg	47%	35%	8%
West Palm Beach - Ft. Pierce	43%	29%	4%
Rural	39%	32%	12%
Suburban	48%	28%	8%
Urban	47%	32%	11%

Near Majority Support Expanding UI to Gig Economy Workers While Just 1-in-5 Oppose

Expanding Unemployment Insurance to Gig Economy Workers

● Somewhat ● Strongly



Q.15 And do you support or oppose expanding unemployment insurance and protections to gig economy workers in Florida?

Messaging Exercise on Expanding Unemployment Benefits



Supporters - Center Small Business (SPLIT A)

Supporters say with so many people out of work and having their hours cut due to the pandemic, getting more money into the hands of the unemployed **will keep our economy moving and prevent local small businesses from closing.**



Supporters - Center Families (SPLIT B)

Supporters say with so many people out of work and having their hours cut due to the pandemic, we need to help them by getting money into the hands of the unemployed **to keep people from going hungry and losing their homes.**



Opponents

Opponents say that the only way to pay for more unemployment benefits is to raise taxes on small Florida businesses that are already struggling to stay afloat during the pandemic, slowing down the economy and killing jobs.

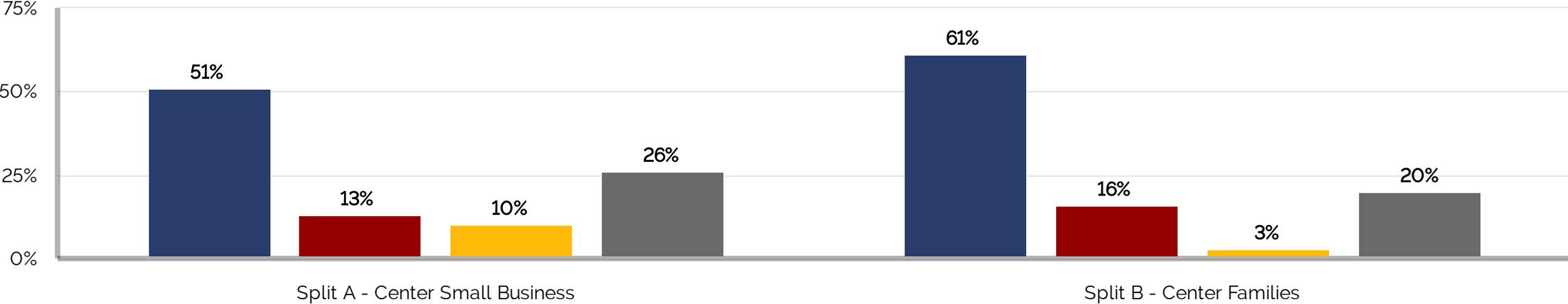
Q.16 Below are statements from supporters and opponents of expanding unemployment benefits, insurance, and protections for Floridians during the pandemic. Please indicate whether you agree more with the supporters or opponents, even if neither one is exactly right.

Supporters' Messaging Easily Beats Opposition Messaging on UI Regardless, Centering Families Has Slightly More Reach



UI Split Message Pair Exercise

● Supporters ● Opponents ● Both ● Neither/Unsure

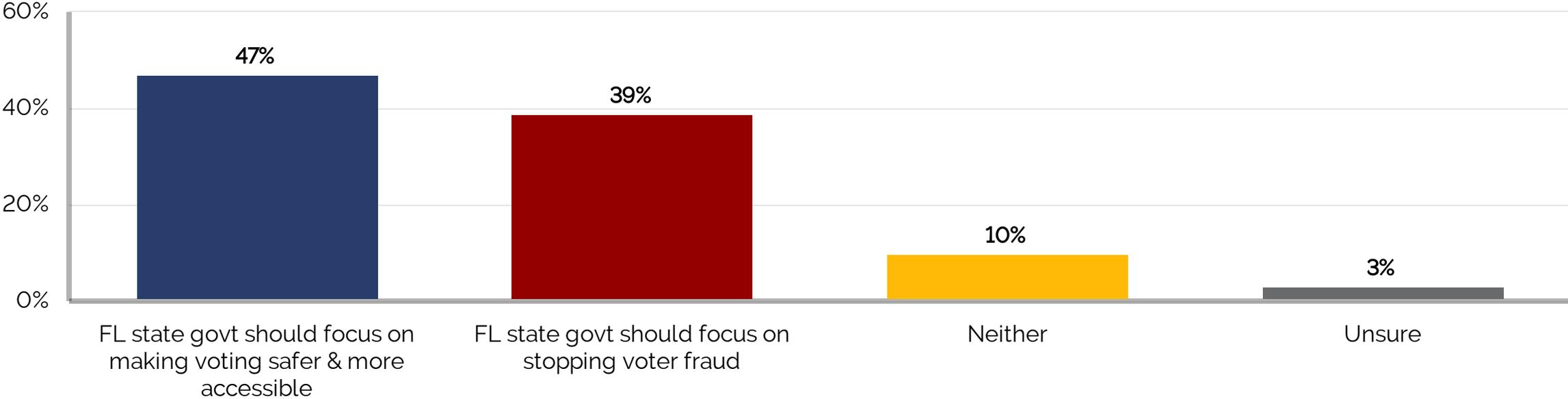


Q.16 Below are statements from supporters and opponents of expanding unemployment benefits, insurance, and protections for Floridians during the pandemic. Please indicate whether you agree more with the supporters or opponents, even if neither one is exactly right.

Democracy

Florida Voters Lean Towards a Focus on Safe and Accessible Voting Over Focus on Stopping Fraud

Voting Focus



Q.19 Which of these statements comes closer to your own view, even if neither of them is exactly right?

Independents are Split on the Focus of Voting While Democrats Overwhelmingly Want Voting to Be Safer, More Accessible

State Legislature Voting Focus by Key Demographics

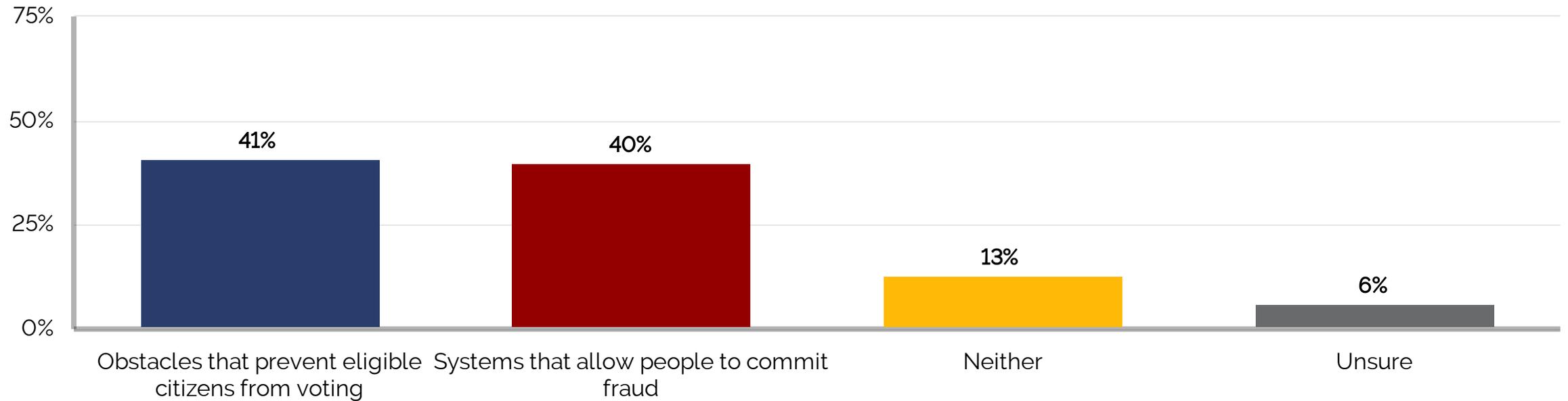
	Make Voting Safer, More Accessible	Stop Voter Fraud
All voters	47%	39%
Democrats	80%	7%
Independents	43%	45%
Republicans	20%	67%
Men	44%	42%
Women	51%	37%
White	38%	48%
Latinx	54%	29%
People of Color	62%	25%
18 to 49	49%	38%
50 to 64	55%	28%
65+	39%	50%

State Legislature Voting Focus by Media Market, Urbanicity

	Make Voting Safer, More Accessible	Stop Voter Fraud
All voters	47%	39%
Ft. Myers - Naples	49%	46%
Jacksonville	43%	49%
Miami - Ft. Lauderdale	43%	34%
Orlando - Daytona Beach - Mel	56%	33%
Tampa - St. Petersburg	46%	46%
West Palm Beach - Ft. Pierce	45%	32%
Rural	36%	53%
Suburban	50%	38%
Urban	48%	36%

Floridians Evenly Divided on What Constitutes a Bigger Problem, Voting Obstacles or Fraud

Bigger Voting Problem in Florida



Q.20 Which of the following is a bigger problem in Florida?

Voters of Color Overindex on Removing Obstacles to Voting

Bigger Voting Problem in FL by Key Demographics

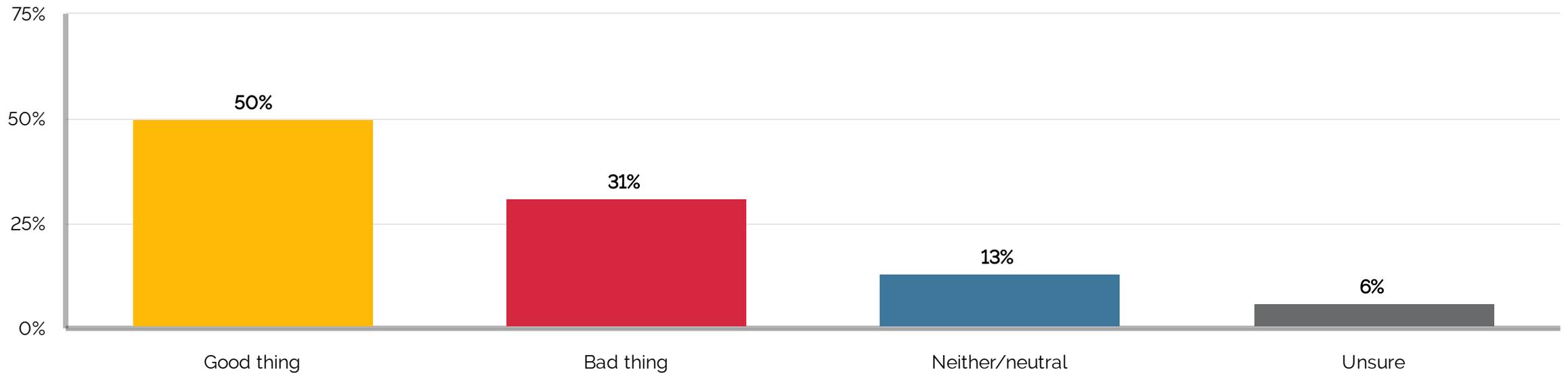
	Obstacles That Prevent Voting	Systems That Allow Fraud
All voters	41%	40%
Democrats	70%	7%
Independents	40%	43%
Republicans	15%	68%
Men	38%	47%
Women	44%	33%
White	37%	44%
Latinx	35%	35%
People of Color	46%	32%
18 to 49	48%	40%
50 to 64	41%	31%
65+	31%	47%

Bigger Voting Problem in FL by Media Market, Urbanicity

	Obstacles That Prevent Voting	Systems That Allow Fraud
All voters	41%	40%
Ft. Myers - Naples	34%	48%
Jacksonville	33%	49%
Miami - Ft. Lauderdale	36%	37%
Orlando - Daytona Beach - Mel	48%	37%
Tampa - St. Petersburg	37%	49%
West Palm Beach - Ft. Pierce	45%	28%
Rural	39%	47%
Suburban	43%	37%
Urban	39%	41%

A Majority of Florida Voters View Automatic Voter Registration as a Good Thing

Automatic Voter Registration

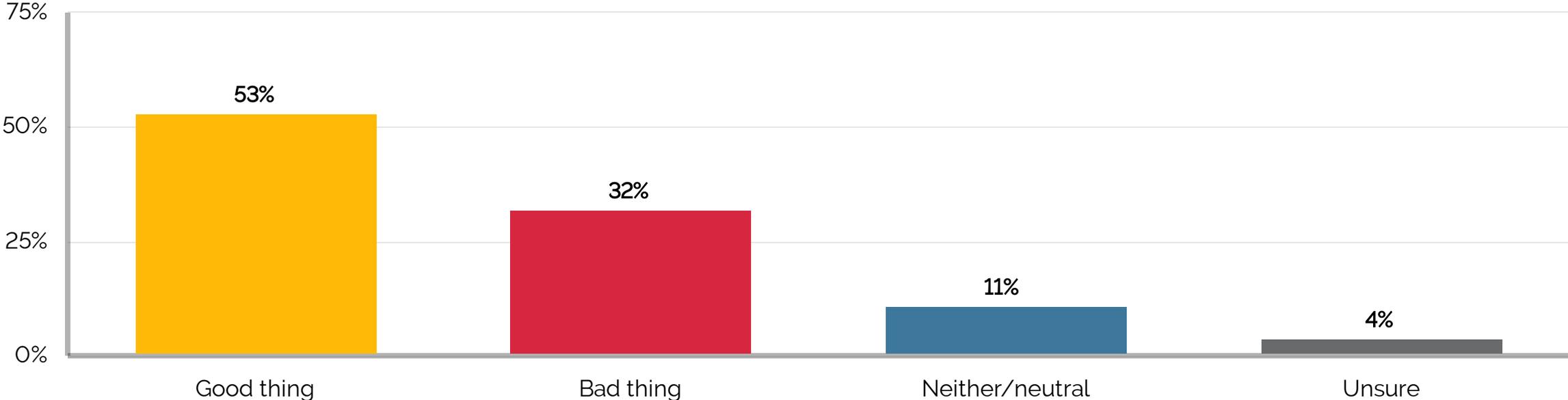


Q.21 And do you think it would be a good thing or bad thing for every eligible resident of Florida to be automatically registered to vote unless they opt out?

A Majority of Florida Voters View More Widely Available VBM as a Good Thing



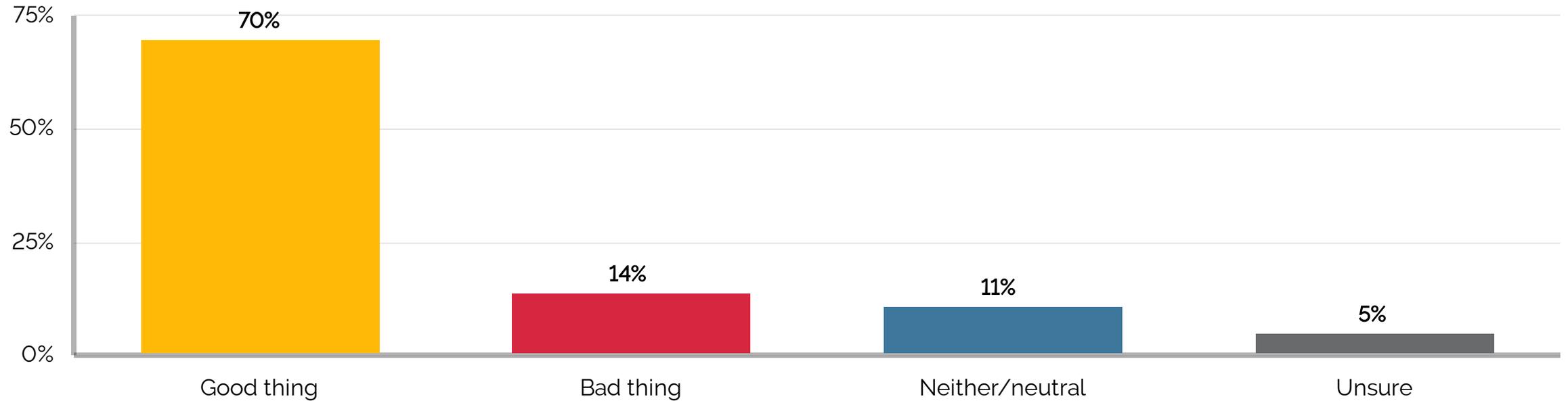
Make Voting by Mail More Widely Accessible



Q.22 And do you think it would be a good thing or bad thing for Florida to make voting by mail more widely accessible?

7-in-10 Florida Voters View More Widely Accessible Early Voting as a Good Thing

Make Early Voting More Widely Accessible



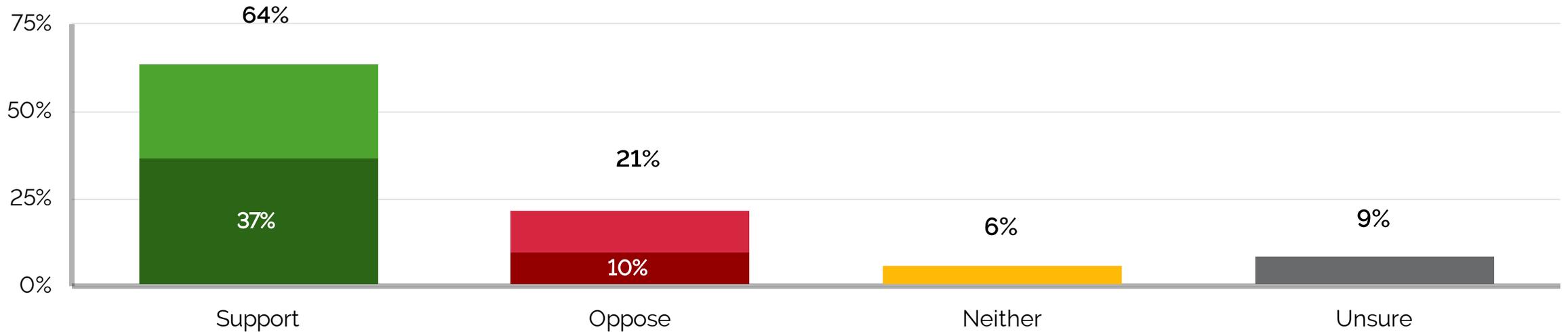
Q.23 And do you think it would be a good thing or bad thing for Florida to make early voting more widely accessible?

Medicaid Expansion

Almost Two-Thirds of Florida Voters Support Expanding Medicaid

Expand Medicaid Coverage in Florida

● Somewhat ● Strongly



Q.26 Do you support or oppose expanding Medicaid coverage to more Floridians?

3-in-5 Independents and a Plurality of Republicans Want to See Medicaid Expanded in Florida

Expand Medicaid Coverage by Key Demographics

	Support	Oppose
All voters	64%	21%
Democrats	87%	4%
Independents	60%	27%
Republicans	45%	34%
Men	60%	28%
Women	67%	15%
White	55%	27%
Latinx	75%	12%
People of Color	77%	12%
18 to 49	69%	15%
50 to 64	72%	16%
65+	49%	36%

Expand Medicaid Coverage by Media Market, Urbanicity

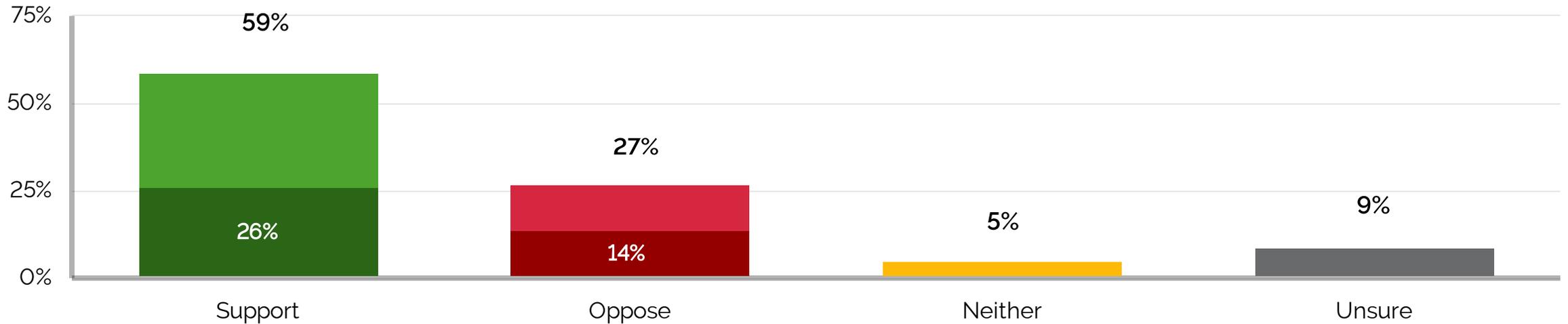
	Support	Oppose
All voters	64%	21%
Ft. Myers - Naples	54%	22%
Jacksonville	55%	23%
Miami - Ft. Lauderdale	71%	19%
Orlando - Daytona Beach - Mel	65%	21%
Tampa - St. Petersburg	70%	18%
West Palm Beach - Ft. Pierce	39%	28%
Rural	62%	29%
Suburban	56%	23%
Urban	76%	15%

Other Policies Tested

Roughly 6-in-10 Florida Voters Support Reducing the State's Non-Violent Prison Population

Reduce State's Prison Population of Non-Violent Offenders

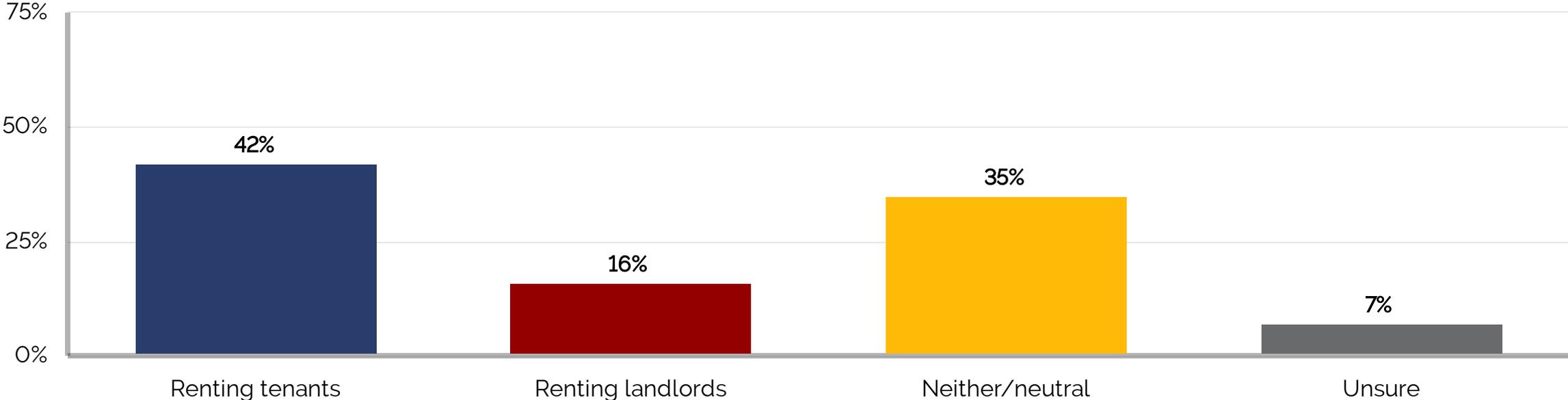
● Somewhat ● Strongly



Q.25 Switching gears a bit, do you support or oppose reducing Florida's prison population of non-violent offenders?

Among Those Who Have An Opinion, Overwhelming Support Surfaces For Renter Protections

Rent Protections



Q.17 Generally speaking, do you support more protections for renting tenants or renting landlords in Florida?

Questions?

targetsmart



Ben Lazarus
Director of Research Solutions

ben.lazarus@targetsmart.com

m: (734) 649-3438