FLORIDA STATEWIDE– SURVEY MEMORANDUM

The information below was gathered by Cygnal through an advanced multi-mode (SMS + Email + IVR) survey of likely 2020 general election voters in Florida, conducted March 9, 2020 – March 11, 2020. This survey has a sample size of n808 and an MoE of ±3.45% at a 95% confidence interval.

While Trump is doing well in Florida, voters there don't think he's doing enough to address climate change. They do think climate change is real and that it needs to be addressed - responsibly. Even 61% of Republicans think we need a balanced approach to climate change that protects both the economy and the environment. There's widespread agreement among Florida voters that extreme weather is increasing and that it's due to climate change, that human activity is playing a role in climate change, and that it's impacting (or will in the future) the Everglades and people personally. Because of this, Floridians overwhelmingly prefer a candidate who acknowledges and works to address climate change. The best approach is widespread with an emphasis on regulations and taxing polluters.

Voters – including the GOP – are ready for action on climate change.
When it comes to climate change, more than half of respondents believe we need a balanced approach that protects both the economy and the environment. 61% of Republicans chose this option. More than half of every group chose this option except 18-24 year olds, Democrats, people in Tampa, and low-propensity voters, who all leaned toward taking immediate action no matter the consequences. In fact, less than 1 in 5 think climate change isn't real or have no opinion.

And it's no wonder they want to take action - 68% believe extreme weather events are increasing and more than half blame climate change (56%), including a quarter of Republicans (the only group that was below 46% agree). Interestingly, 42% of Republicans think human activity plays a role in climate change. More than 2/3 of respondents share this view, and it's especially popular with young people, non-whites, and in Miami/Ft Lauderdale.

Trump's doing pretty well.
Trump's favorability in Florida is a bit softer than his national number (-10 nationally) and we see the usual breaks – more popular with men than women, older voters than younger ones, and whites than non-whites. He's popular in North Florida (Gainesville, Jacksonville, Mobile/Pensacola, Panama City, and Tallahassee) and with high-propensity voters. At -22, Sanders is not popular here (-14 nationally), though he does well with young voters, non-whites, and low-propensity voters. At -8, Biden is doing better than Sanders but still falling far short of his national rating of +3. He's doing very well in Miami/Ft Lauderdale and with non-whites, but he struggles with men and voters under 35.

Desantis is blowing everyone out of the water with +27. His approval only dips into the negatives with 18-34 year olds and Democrats.

Floridians are split on the direction of the country.
Floridians are split on whether the U.S. is headed in the right direction or off on the wrong track. 5% more women than men chose wrong track. Younger people are much more likely to choose wrong track than older ones, as are non-white voters when compared to white ones. Voters in North Florida (Gainesville, Jacksonville, Mobile/Pensacola, Panama City, and Tallahassee) have a much rosier view of the direction of our country.

This time, it's personal.

More than half of voters believe climate change has or will impact them personally and the numbers for whether or not it's impacting the Everglades are almost identical.

With these beliefs. It's no wonder 70% of respondents would prefer a candidate who acknowledges climate change and is working to address it. This is the chosen response among every group, even Republicans (42%). Their faith in the Democrats as the party of eco-warriors isn't as solid as you might think – only 9% more chose them over the GOP when asked who they trusted most to address climate change. Though there was a strong preference for Democrats on this issue among young voters, Independents, non-whites, and in Miami/Ft Lauderdale. North Floridians, whites, and older voters are looking to Republicans to tackle this issue.. 1 in 5 chose neither party.

All of the above is the way to go . . .
When asked how respondents would like to combat climate change, 45% want an all-of-the-above approach (regulations, taxing polluters, and subsidies). Of the three specific options, regulations and taxing polluters were statistically tied (12% and 11%, respectively) with subsidies far behind at 2%. Among those who trust the GOP most on this issue, taxing polluters was the most popular of the three proposed solutions. Those who trust Democrats predictably chose regulations.

And Trump's not doing it.
Most agree President Trump isn't doing enough to address climate change (56%), including 14% of people who view him favorably. 69% of people who don't think human activity plays a role think he's doing the right amount.

Trump CC policy by Trump image	Fav	Unfav	No opinion
Not enough	14%	95%	65%
The correct amount	70%	2%	none
Too much	2%	1%	9%
Unsure	15%	2%	25%

METHODOLOGY: This probabilistic survey was conducted March 9, 2020 - March 11, 2020, with 808 likely 2020 general election voters. It has a margin of error of ±3.45%. Interviews were conducted using Interactive Voice Response (IVR) to landline phones, and an online sample acquired via email and SMS invitation sent to known registered voters. This survey was weighted to a likely 2020 general election universe.

ABOUT THE FIRM: Cygnal is a national public opinion and research firm that specializes in data-driven approaches to decision making. Cygnal was recently named the #1 private pollster and the #2 pollster overall by Nate Silver's *FiveThirtyEight*, as well as the #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Its team members have worked in 46 states on more than 1,100 corporate, public affairs, and political campaigns.