MEMORANDUM

To: Equality Florida
From: Ryan Tyson, LPTAD
Re: Florida Likely Republican Primary Voter Survey, Florida Competitive Workforce Act
Date: 11/1/19

This survey of 600 likely Republican Primary Voters was conducted from October 25 – October 27. Additionally, n=150 bilingual likely republican primary voting Hispanics in Miami Dade County were surveyed between October 28 & 29. Just under half the participants were reached on their cell phone.

Key Findings:

• 50% of Republican Primary Voters are not aware that Florida lacks protections from discrimination for people based on their sexual orientation. This lack of awareness peaks with primary voters over 75 years of age as 56% indicated they weren’t aware.

• Over a majority of likely Republican primary voters (59%) support the Florida Competitive Workforce Act, as compared to the 27% who oppose it. Intense opposition to the act only made up 18% of the sample. Over half of high frequency church goers support the act (53%) as well as 52% of voters who self-identify as “very conservative.” Amongst the Hispanic oversample, support climbs to 65%. [see chart below]
• Furthermore, we clarified for the voter that bill “specifically would add sexual orientation and gender identity to the Florida Civil Rights Act of 1992. That act prohibited discrimination because of a citizen’s race, sex, age, religious belief or handicap.” Support levels remained intact as 58% continued to support the act, and opposition only slightly increased to 30%.

• Finally, a majority of Republican primary voters (51%) indicated that a vote for the Workforce Act did not matter when deciding their vote for a state legislative candidate. Of the voters who did care about this vote as a matter of persuasion, it was a +7% positive (23% More Likely, 16% Less Likely). Fifty percent of very conservative primary voters indicate this issue makes no difference when deciding their vote for legislative office. Amongst Hispanics in Miami Dade, it’s a +23% positive with 41% indicating it made no difference. [see chart below]

• Political Atmosphere:

  • Direction of the Country +55%: 73% Right Track, 18% Wrong Direction, 10% Unsure
  • Direction of the State +75%: 83% Right Track, 8% Wrong Direction, 10% Unsure
  • Donald Trump Job Approval +78%; 88% Approve, 10% Disapprove
    78% of Republican primary voters strongly approve of the job that Donald Trump is doing as President.
  • Ron DeSantis Job Approval +85%; 89% Approve, 4% Disapprove
    71% of Republican primary voters strongly approve of the job that Ron DeSantis is doing as Governor.