



MEMORANDUM

To: Equality Florida

From: Ryan Tyson, LPTAD

Re: Florida Likely Republican Primary Voter Survey, Florida Competitive Workforce Act

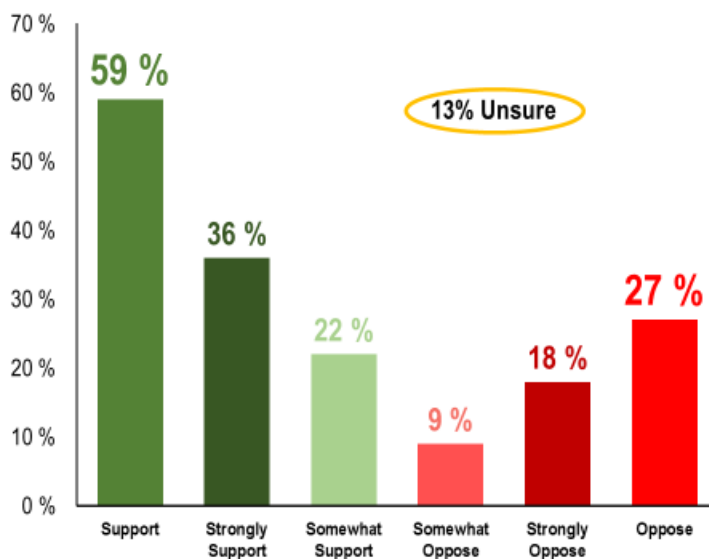
Date: 11/1/19

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]*

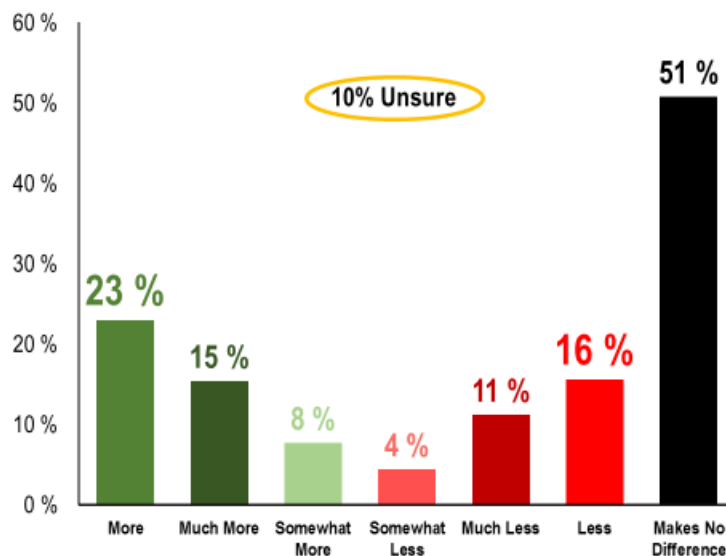
There is legislation being considered in Tallahassee called the Florida Competitive Workforce Act. It would protect gay, lesbian and transgender people from being discriminated against in employment, housing, and public accommodations. Do you support or oppose this concept?



	SUPPORT	OPPOSE
TOPLINE (N=600)	59%	27%
MIAMI-DADE (O=150)	65%	18%
Protestant	52%	31%
Roman Catholic	63%	21%
Christian	53%	34%
Pro-Life	54%	30%
Pro-Choice	72%	18%
White	59%	26%
Male	58%	28%
Female	59%	26%
Attend Church Once a Week	53%	32%
Seldom Attend Church	64%	22%
Somewhat Conservative	61%	26%
Very Conservative	52%	32%
55-64	59%	25%
65-74	67%	23%
75+	53%	31%
1 of 3	62%	23%
2 of 3	61%	23%
3 of 3	50%	36%
Whites 55+	60%	27%
Whites Under 55	57%	25%
White Men 55+	61%	27%
Women 55+	59%	26%
White Men Under 55	55%	27%
White Women Under 55	58%	24%

- 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]

Would you be MORE or LESS likely to vote for a candidate for the state legislature who voted for a bill that would protect gay, lesbian and transgender people from being discriminated against, or does it make no difference in how you would vote?



	MORE	LESS	MAKES NO DIF.
TOPLINE (N=600)	23%	16%	51%
MIAMI-DADE (Q=150)	34%	11%	41%
Protestant	20%	17%	52%
Roman Catholic	25%	15%	51%
Christian	17%	15%	56%
Pro-Life	20%	19%	50%
Pro-Choice	31%	8%	52%
White	23%	15%	52%
Male	21%	16%	53%
Female	25%	15%	49%
Attend Church Once a Week	20%	20%	47%
Seldom Attend Church	26%	12%	53%
Somewhat Conservative	22%	11%	61%
Very Conservative	19%	20%	50%
55-64	20%	11%	50%
65-74	26%	18%	49%
75+	21%	15%	53%
1 of 3	24%	14%	51%
2 of 3	28%	14%	46%
3 of 3	20%	20%	52%
Whites 55+	22%	15%	52%
Whites Under 55	28%	16%	52%
White Men 55+	18%	15%	56%
Women 55+	24%	14%	49%
White Men Under 55	27%	20%	47%
White Women Under 55	29%	12%	56%

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.