



Advocacy partner of Environmental Defense Fund

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# EDF Action

## Florida Statewide Survey

### Findings and Recommendations

August 2019

# Survey Methodology

- An online MaxDiff survey of n=1449 likely 2020 general election voters in Florida was conducted August 14-20, 2019.
- This includes an N=1000 main sample statewide, with additional N=200 oversamples in both the Tampa and West Palm Beach media markets.
- The survey was conducted in both English and Spanish. 16% of Hispanic respondents took the survey in Spanish.
- Interviews were apportioned geographically and demographically based on voter file data. Because the survey was conducted online, all respondents owned a computer, tablet, or smart phone and had internet access.

# Key Findings

- **Like always, it's a tight political landscape in Florida.**
  - The generic Democratic presidential nominee is +4 vs Trump
  - President Trump's favorability is slightly underwater (Net -5)
  - Generic Congressional ballot is D+1
  - Both political parties underwater in their popularity.
- Direction of the Country: 33% Right Direction / 42% Wrong Direction
- Direction of Florida: 40% Right Direction / 26% Wrong Direction

# Key Findings (cont.)

## ➤ **Opinions of Trump are well-established, but there are still persuadable targets.**

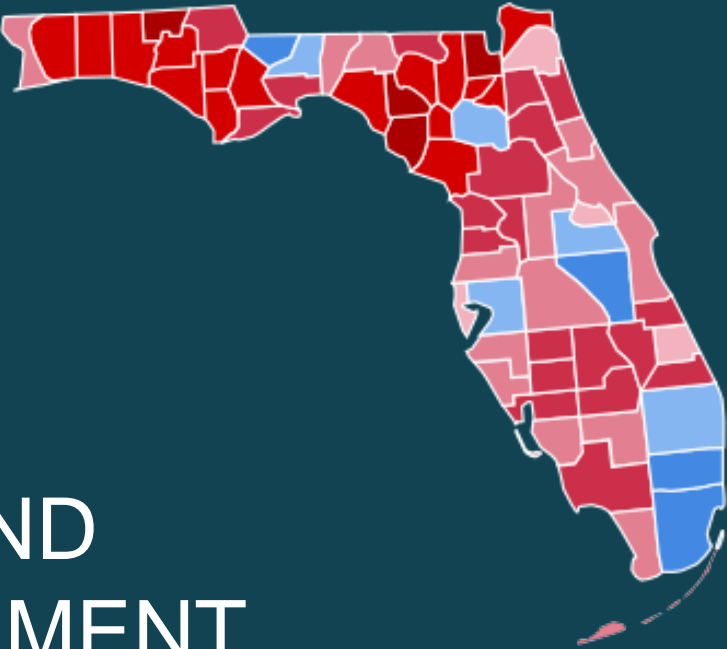
- Trump trails in the generic Presidential ballot and is underwater in his personal popularity. That said, he won the state before with a net-unfavorable rating and we can again expect Florida to be a razor-thin margin.
- In a state so closely-contested, every bit of traction is critical. And while there's not a ton of movement post-messaging, we do see a net -5 point decline for Trump in the Tampa media market.

## ➤ **Aligning with previous Florida polling, Trump's weakest ratings are on the environment and climate change. These could be effective messaging frames — if properly tied back to the quality of life and/or economy.**

- Addressing climate change is Trump's worst rating (29% positive / 60% negative)
- His marks on "protecting clean air and water" (33% positive / 55% negative) are slightly worse than his marks on "protecting our land and water." (39% positive / 51 % negative).
- Trump is only viewed net-positively on the economy (+14%) and national security/terrorism (+10%).

# Key Findings (cont.)

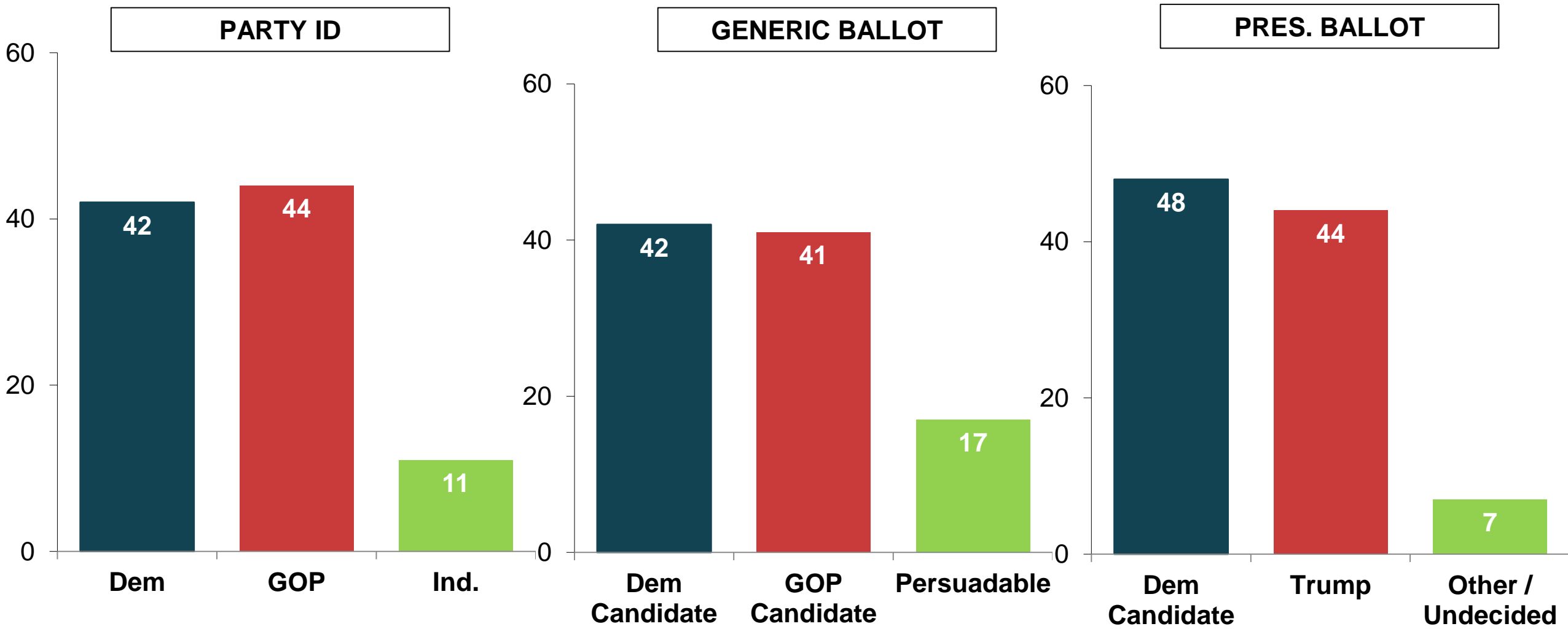
- **Combined concerns for environmental issues is the 4<sup>th</sup> highest among the issues tested.**
  - The environment lags behind only healthcare, guns, and national security in the list of Floridians concerns.
  - Enviro concerns are higher than many traditional top-tier issues like immigration, taxes, education, and jobs/economy.
  - By a margin of 62% - 36%, Floridians say they're personally concerned about climate change.
  - Only 14% think Florida's environment will be in better condition for the next generation.
  
- **“Climate Change” & “Winners and Losers” are clearly the two best-testing messages.**
  - Similar response to messages beyond those two.
  - Third-best differs regionally and by demographics.



# LAY OF THE LAND AND POLITICAL ENVIRONMENT

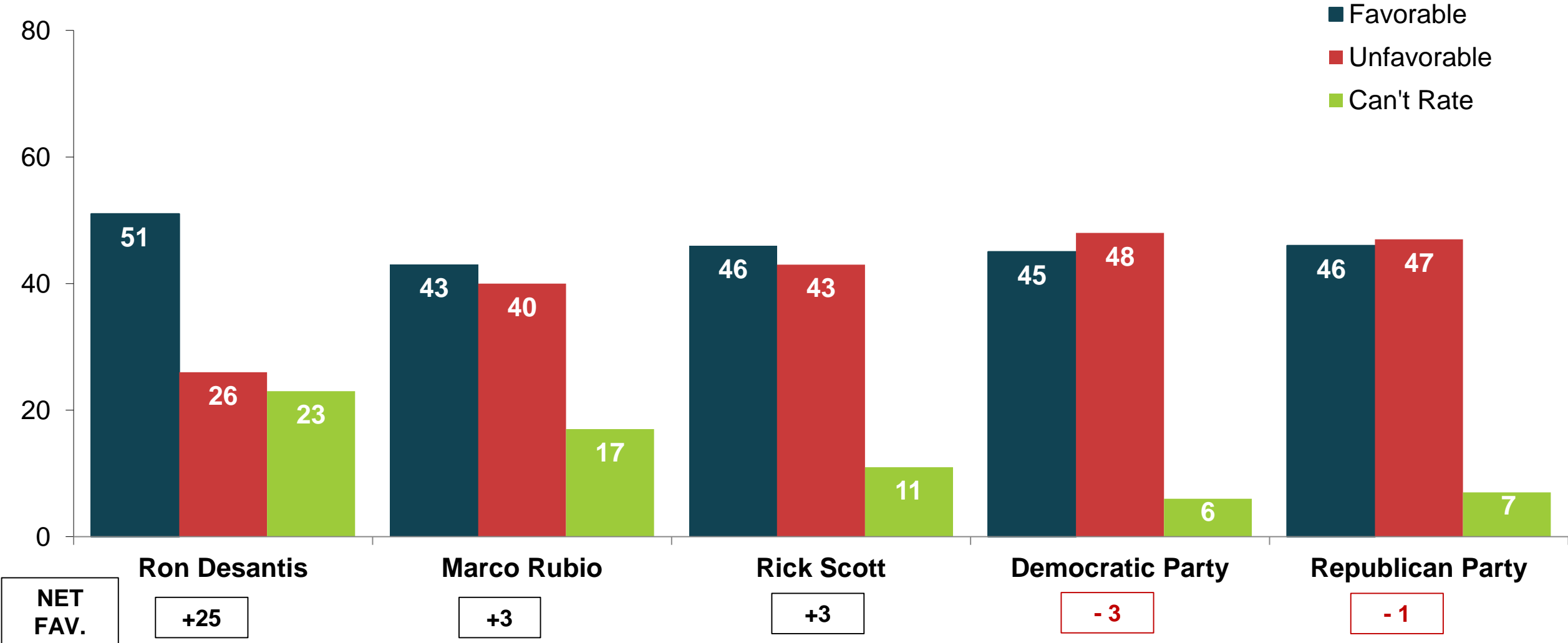
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Despite an unpopular president nationally, partisan metrics remain close in the nation's largest swing state.



# Statewide-elected Republicans are above water, with Gov. DeSantis still enjoying his honeymoon popularity.

Both political parties are narrowly below water. Independents are -18 unfavorable toward the Democratic Party and -30 unfavorable on the Republican Party.

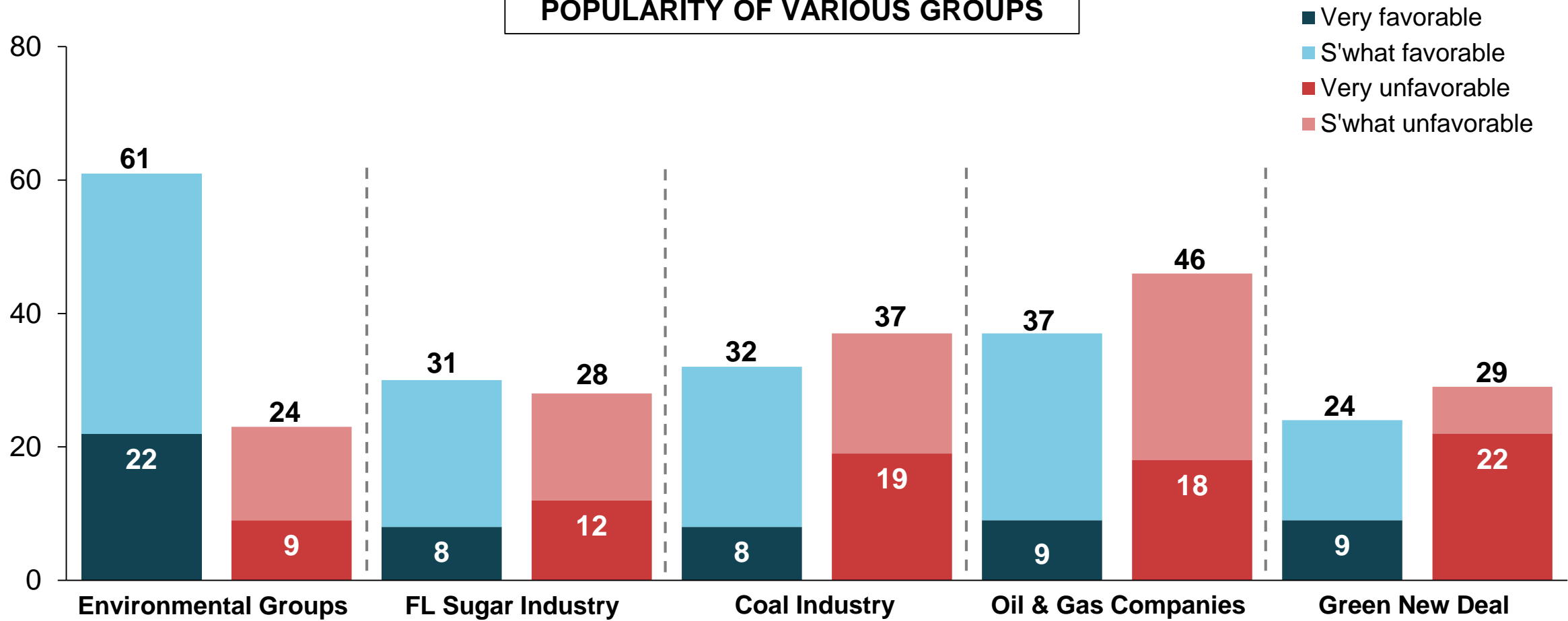




# Floridians are more supportive of environmental groups than industries.

Enviro groups are +24 favorable among voters who are soft on Trump.

**POPULARITY OF VARIOUS GROUPS**



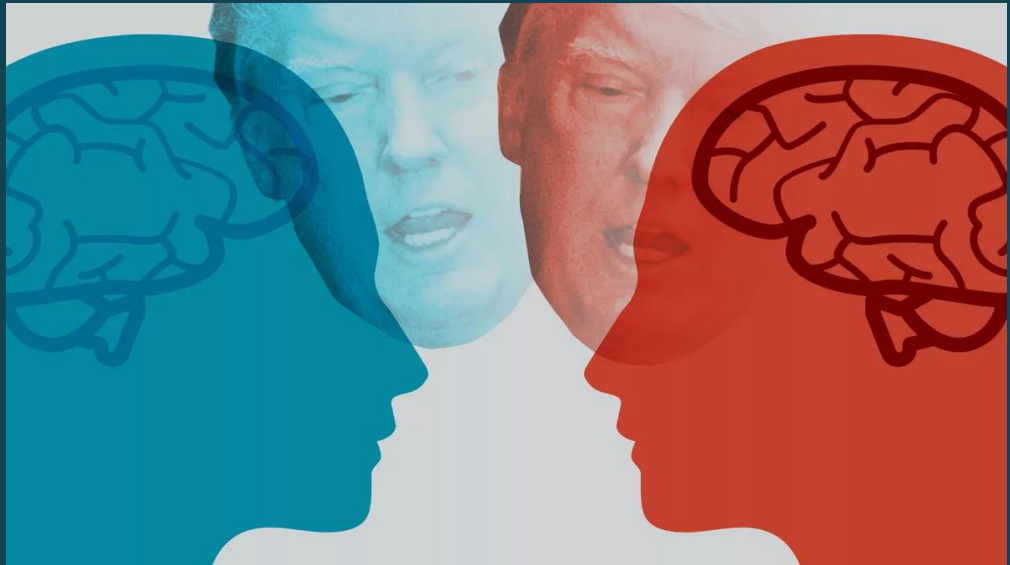
NET +37

+3

-5

-9

-5

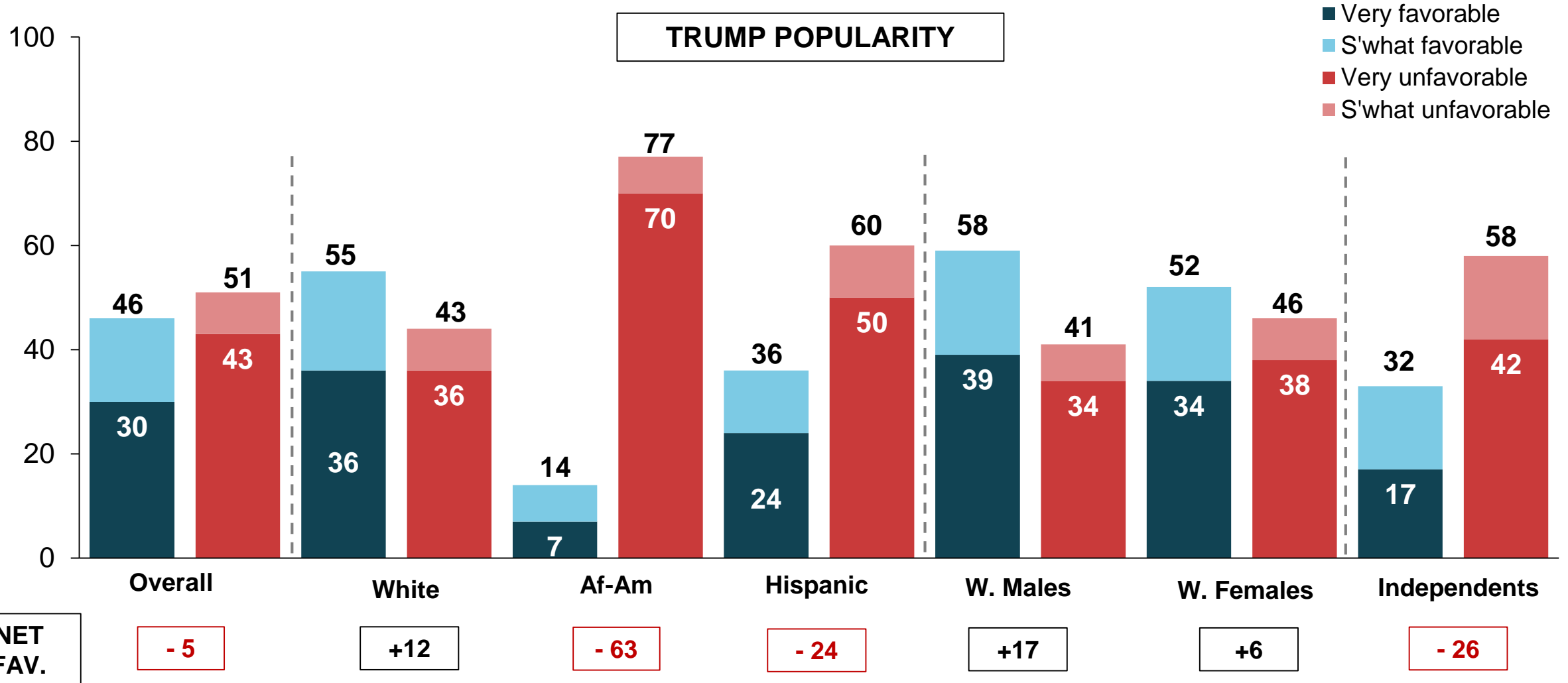


# PERCEPTIONS OF TRUMP

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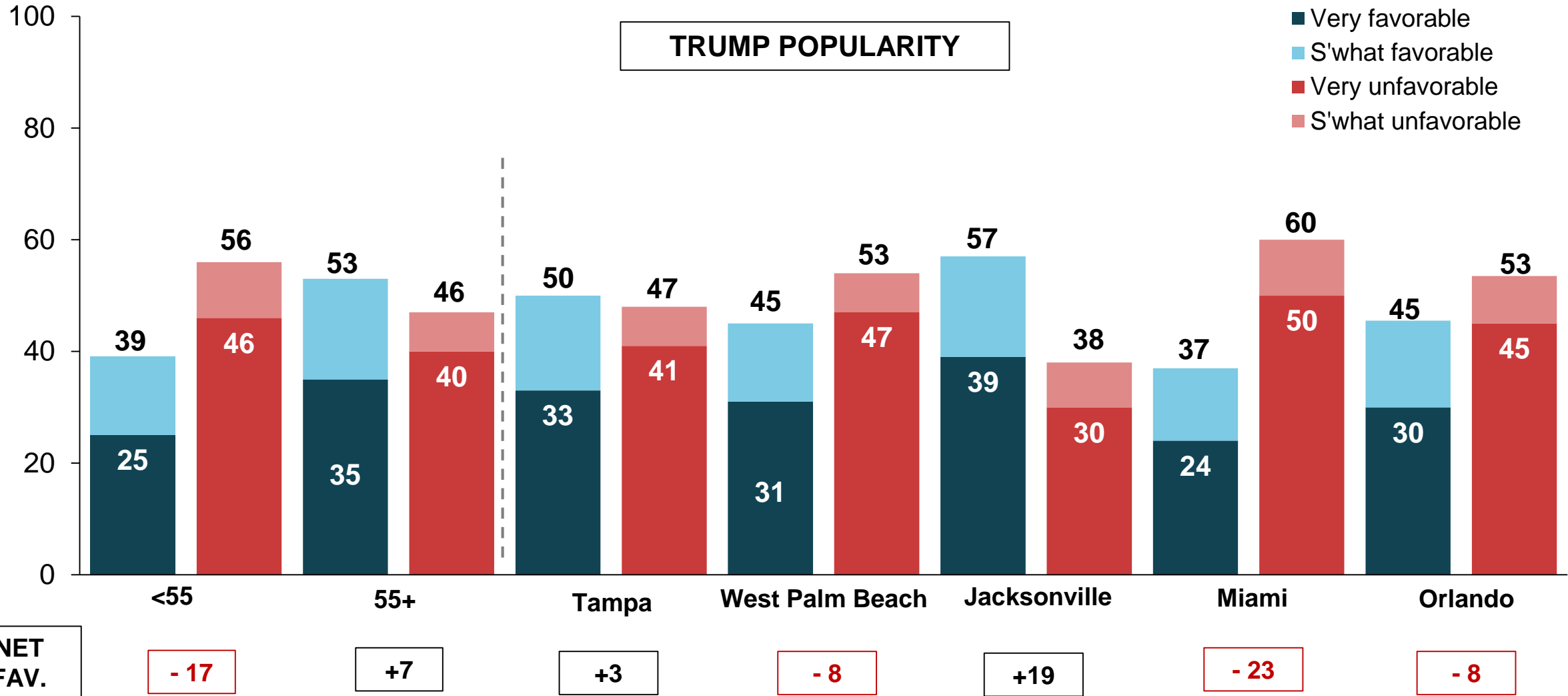
# President Trump's favorability is below water (net -5%) statewide.

Trump is boosted by a +17 rating among white men but has a weak rating from voters of color and Independents.

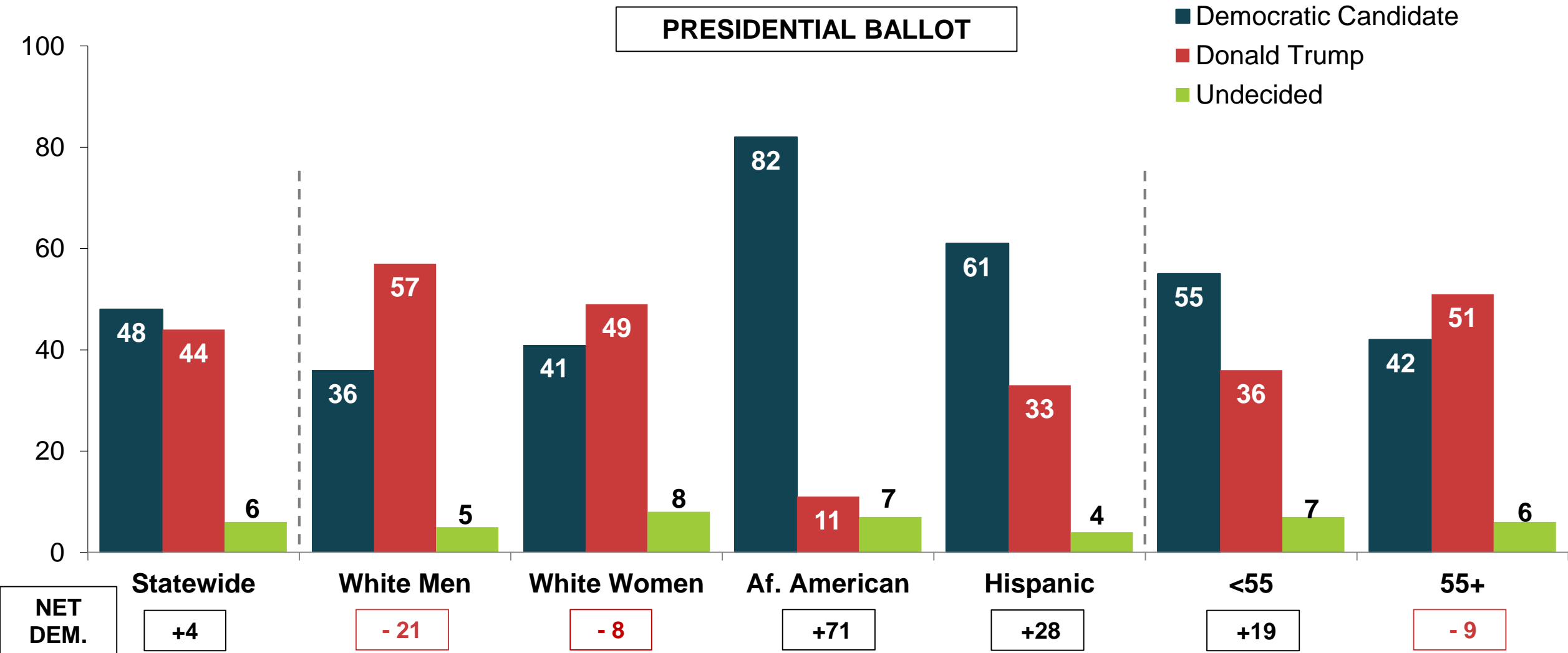


Unsurprisingly, Trump's image is strongest in Jacksonville and with older voters, but particularly weak in Miami and with younger voters.

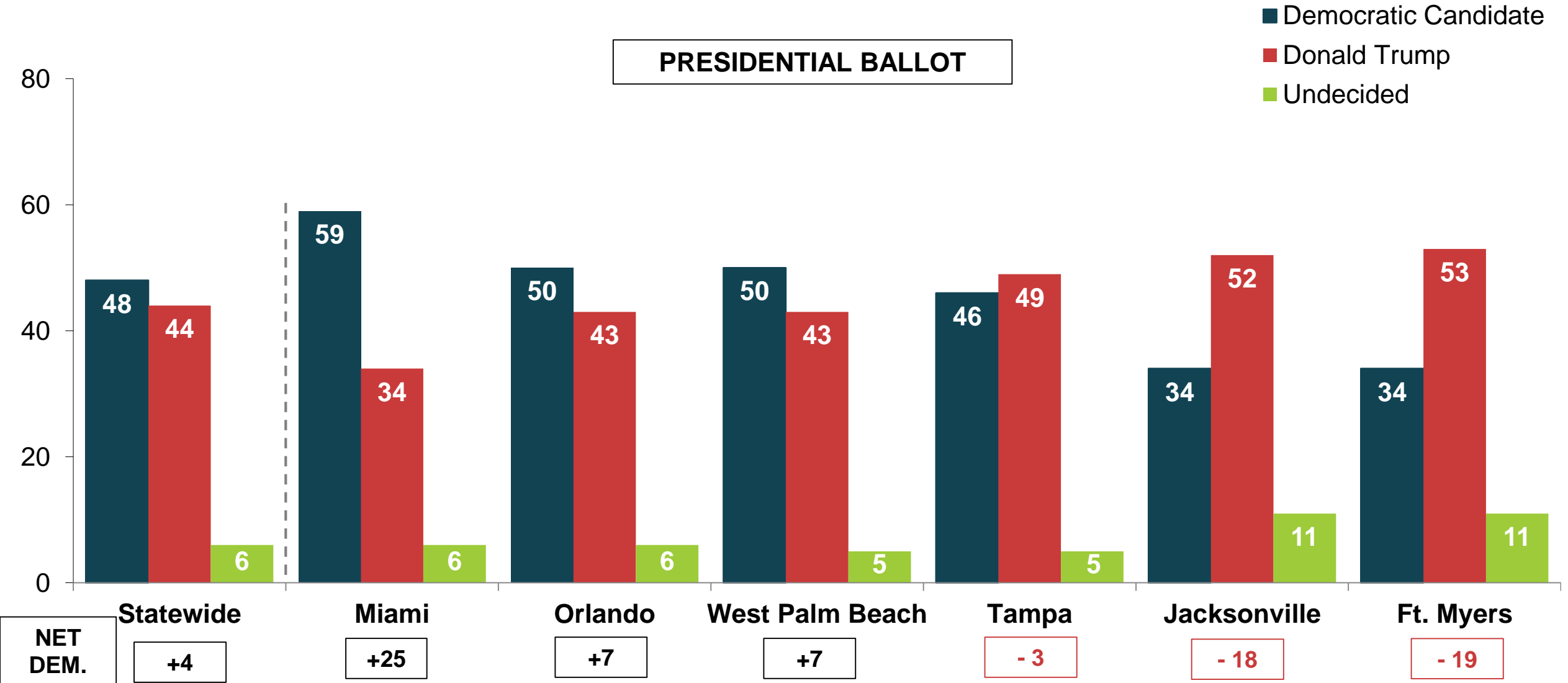
Trump begins +3 in Tampa, a relative strength given the importance of that market statewide.



Trump's 2020 coalition is built on support from men (particularly non-college men), whites, and older voters, but he's still getting a third of FL's Hispanic vote. Trump is deeply unpopular with women and African Americans.



Trump trails a Democratic candidate in the Miami, West Palm, and Orlando media markets, but is statistically tied in the Tampa market. The Jax and Ft. Myers markets remain solidly Trump.

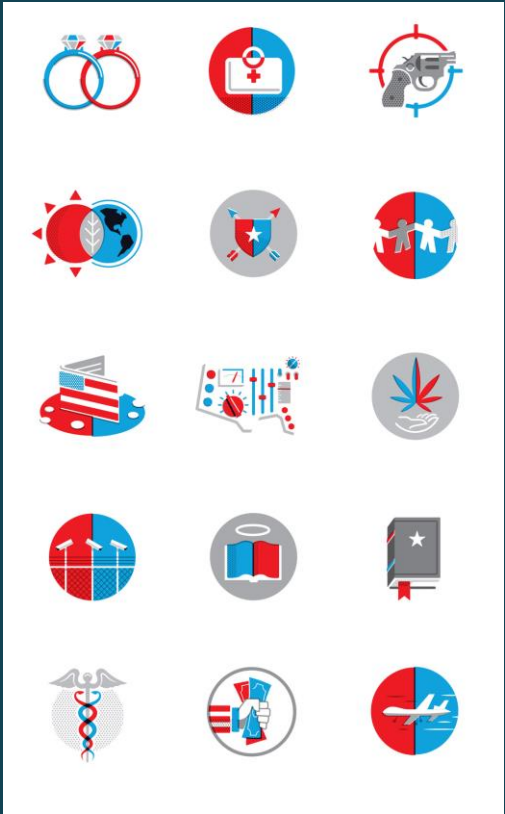


Trump receives net-negative marks on all issues except the economy and national security. Environmental issues are again his lowest marks. Given that Trump is net-favorable in Tampa market, his poor environmental metrics are encouraging there.

Trump: Specific Job Ratings	Positive / Negative	Statewide Net	Tampa	West Palm	Miami	Orlando
Climate Change	29 / 60	- 31	- 29	- 36	- 35	- 33
Environment	33 / 57	- 24	- 18	- 25	- 35	- 31
Protecting clean air & water	33 / 55	- 22	- 18	- 35	- 30	- 19
Healthcare	39 / 54	- 15	- 16	- 17	- 24	- 21
Protecting our land & water	39 / 51	- 12	- 10	+ 3	- 29	- 26
Education	40 / 47	- 7	- 9	- 9	- 17	- 17
Budget and National Debt	41 / 52	- 11	- 10	- 17	- 16	- 20
Immigration	47 / 51	- 4	- 1	- 11	- 17	- 6
National Security / Terrorism	53 / 43	+ 10	+ 13	+ 5	- 11	+ 6
Economy	55 / 41	+ 14	+ 23	+ 15	0	- 6

# ISSUE PRIORITIES

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## MaxDiff Issue Priority Exercise

THE ENVIRONMENT

JOBS AND THE ECONOMY

PUBLIC EDUCATION

CRIME AND PUBLIC SAFETY

HEALTHCARE

IMMIGRATION

ABORTION

TAXES

GUN ISSUES

AFFORDABLE HOUSING

RACE RELATIONS

NATIONAL SECURITY

On each of the following screens you will find a series of issues.

For each screen, please select the issue that you find as the MOST IMPORTANT to you and your family, and then select the issue that you find the LEAST IMPORTANT to you and your family.

In order to help us best understand your views, you will see each of these issues more than once in different combinations on the following screens.

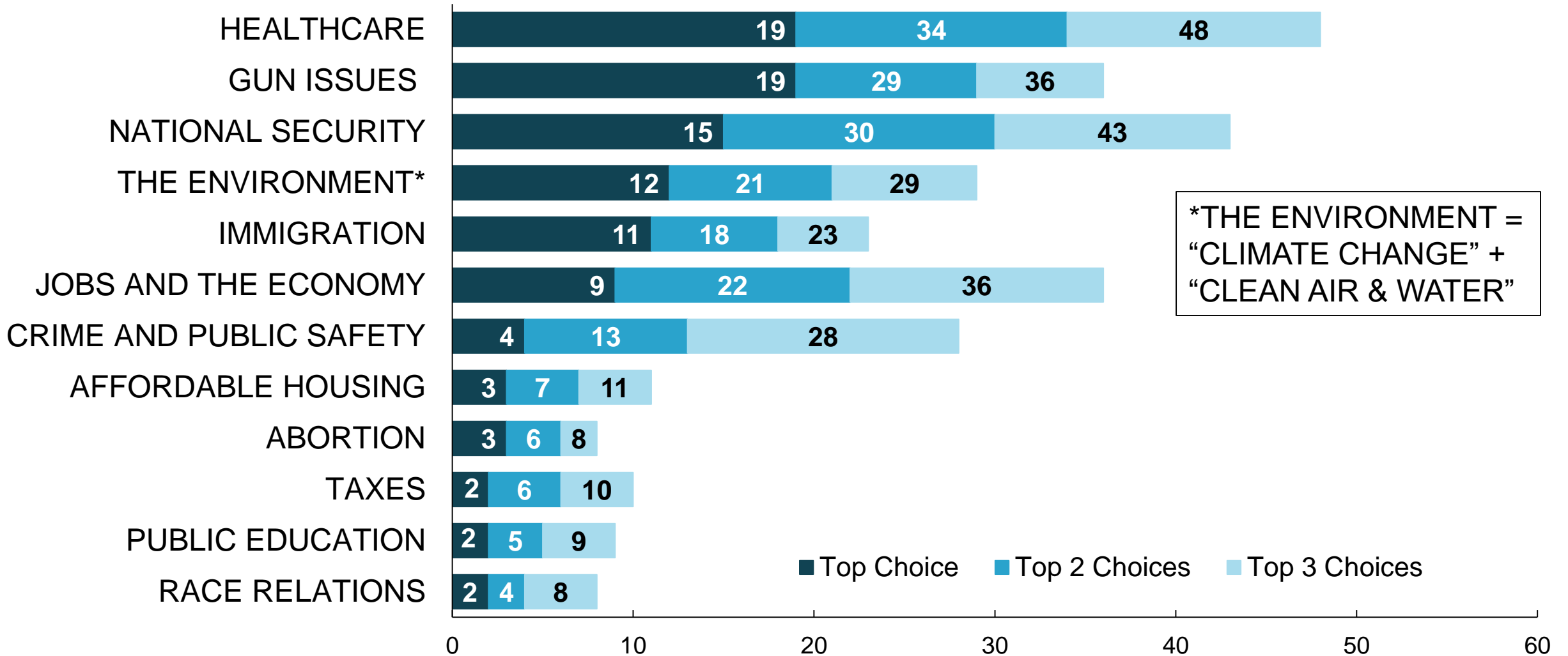
(1 of 10)

MOST IMPORTANT		LEAST IMPORTANT
<input type="radio"/>	Immigration	<input type="radio"/>
<input type="radio"/>	Jobs and the economy	<input type="radio"/>
<input type="radio"/>	Climate change	<input type="radio"/>
<input type="radio"/>	National security	<input type="radio"/>

Click the 'Next' button to continue...

The combined enviro issues rank 4<sup>th</sup> among Floridians' top concerns, behind only healthcare, guns, and national security.

Environmental concerns have risen above many traditionally important “kitchen table issues,” concerns slightly higher in Tampa MM than WPB.



Extreme weather like hurricanes and floods and pollution in air and drinking water are universally concerning, but more regionally-felt concerns are pronounced; provides a good opportunity for tailored messages.

The other issues tested were all in the low single-digits.

% Top Enviro Concern			
	Total	Tampa	WPB
Extreme Weather	20%	19%	21%
Air and Water Pollution	18%	16%	16%
Off-Shore Drilling	10%	11%	5%
Red Tide	9%	17%	8%
Green Algae in Lake Okeechobee	5%	4%	13%

% Top 2 Enviro Concerns Combined			
	Total	Tampa	WPB
Extreme Weather	34%	34%	36%
Air and Water Pollution	30%	30%	31%
Off-Shore Drilling	18%	20%	13%
Red Tide	18%	28%	15%
Green Algae in Lake Okeechobee	11%	9%	23%



# MESSAGING

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# Explaining the MaxDiff Exercise

- 14 positive environmental messages were tested. Respondents saw a series of 11 “statement screens,” each with four statements per screen.
- Respondents were asked to choose the proposal that they felt to be the “most convincing” and “least convincing” statement to oppose Donald Trump.
- Each statement was seen at least three times – against different statements each time.
- Compared to a traditional FL poll that generates 800-1,200 data points, the MaxDiff exercise generates over 223,000 data points, which are used to identify the relative strength of each statement, and determine the optimal statement combinations for the greatest audience “reach.”

On each of the following screens you will find a series of statements about Donald Trump and the environment.

For each screen, please select the statement that you find as the MOST CONVINCING reason to oppose Donald Trump in the 2020 election and then select the statement that you find as the LEAST CONVINCING reason to oppose Donald Trump in the 2020 election

In order to help us best understand your views, you will see each of these statements more than once in different combinations on the following screens.

(1 of 11)

MOST CONVINCING		LEAST CONVINCING
<input type="radio"/>	More severe weather costs Floridians more money: repairing and upgrading their homes, lost days at work and lost money from tourism. We can't afford a president like Trump who refuses to address the problem of climate change, how it impacts weather, and makes us less safe.	<input type="radio"/>
<input checked="" type="radio"/>	While gas prices continue to skyrocket, President Trump's tax overhaul gave \$15 billion in handouts to wealthy, big oil companies that are already making tens of billions of dollars a year on the back of American consumers.	<input checked="" type="radio"/>
<input type="radio"/>	Florida stands to lose more homes - and real estate value - to rising sea levels than any other state. 64,000 Floridians will soon face weekly flooding, devastating families and costing them money.	<input type="radio"/>
<input checked="" type="radio"/>	After decades of improvement, air quality in the U.S. is now getting worse, with more polluted days during Trump's first 2 years of office. This isn't just a problem for the future, Trump's pro-polluter agenda is already putting our health at risk.	<input checked="" type="radio"/>

Click the 'Next' button to continue...

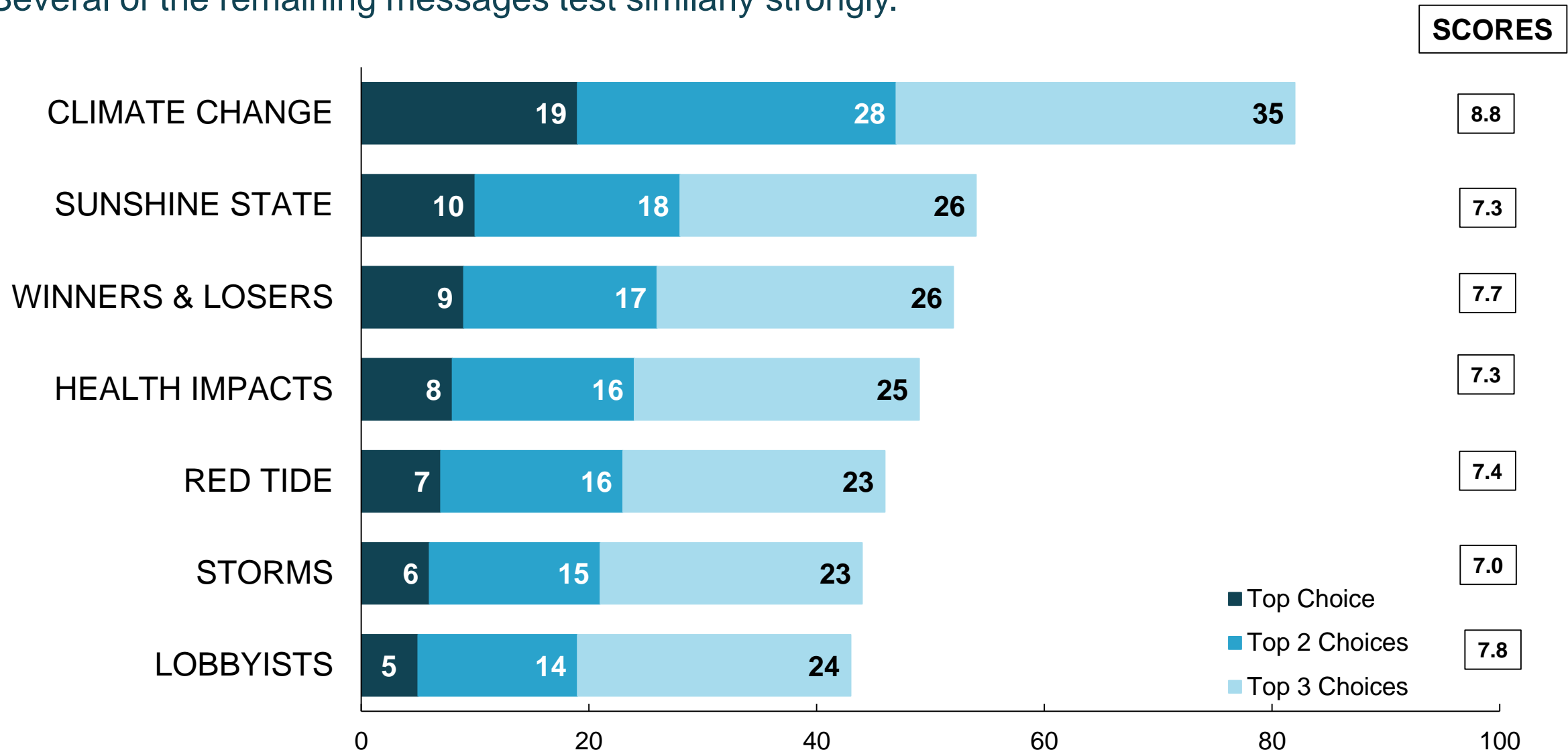
## TOP TIER: MaxDiff Messaging Exercise

CLIMATE CHANGE	<i>Scientists, NASA, and military leaders agree that climate change is real and caused by human activity. But Trump called climate change a “hoax,” pulled out of an international agreement on climate change, and rolled back limits on methane and carbon pollution tied to warming.</i>
SUNSHINE STATE	<i>Florida is the Sunshine State, with vast potential for solar energy to lower monthly bills for Florida families and seniors. But Trump has imposed huge tariffs on solar panels and proposed eliminating solar tax credits, hurting Florida’s transition to solar energy.</i>
WINNERS & LOSERS	<i>Corporations are making billions putting short term profit ahead of the health and safety of our children and planet. They get tax breaks and continue to wreck the environment, and we are left to pick up the pieces.</i>
DRILLING	<i>Trump has pushed to open up Florida’s coasts to oil drilling. This would threaten Florida beaches and wildlife and devastate local fishing and tourism industries.</i>
HEALTHCARE IMPACTS	<i>Trump's refusal to act on climate change and his elimination of environmental protections will strain our health care system, lead to more asthma attacks, more incidents of heart disease and cancer while making it easier for infectious diseases to spread in places like Florida.</i>
SEA RISE	<i>Florida stands to lose more homes - and real estate value - to rising sea levels than any other state. 64,000 Floridians will soon face weekly flooding, devastating families and costing them money.</i>
RED TIDE	<i>Trump has done nothing to combat climate change, which worsens Red Tide and toxic algae blooms that devastate Florida fishermen, kill marine life, and cost Florida's tourism industry millions of dollars</i>

## SECOND TIER: MaxDiff Messaging Exercise

OIL HANDOUTS	<i>While gas prices continue to skyrocket, President Trump's tax overhaul gave \$15 billion in handouts to wealthy, big oil companies that are already making tens of billions of dollars a year on the back of American consumers.</i>
STORMS	<i>More severe weather costs Floridians more money: repairing and upgrading their homes, lost days at work and lost money from tourism. We can't afford a president like Trump who refuses to address the problem of climate change, how it impacts weather, and makes us less safe.</i>
BROKEN PROMISES	<i>In his campaign for president, Trump frequently promised to protect clean air and water, but since taking office he has removed vital protections for our air and water. Trump is even targeting mercury pollution standards that save more than 10,000 lives a year.</i>
LOBBYIST	<i>Oil, gas and coal companies gave tens of millions to Trump's campaign. In turn, Trump put their industry lobbyists in charge of the EPA and key positions where they rolled back environmental protections against methane, carbon, and mercury pollution.</i>
KIDS	<i>Trump's EPA is trying to roll back standards, allowing higher levels of mercury, methane, and carbon pollution to be pumped into our children's air and water. Trump even weakened a law meant to protect kids from toxic chemicals in homes</i>
LOW CARBON PROSPERITY	<i>Proven clean energy technologies bring a lower cost of living and doing business. But the Trump administration tried to force taxpayers to subsidize dirty and failing coal plants. Trump and his cronies are robbing us of billions by locking in the vast inefficiency of burning fossil fuels.</i>
AIR QUALITY	<i>After decades of improvement, air quality in the U.S. is now getting worse, with more polluted days during Trump's first 2 years of office. This isn't just a problem for the future, Trump's pro-polluter agenda is already putting our health at risk.</i>

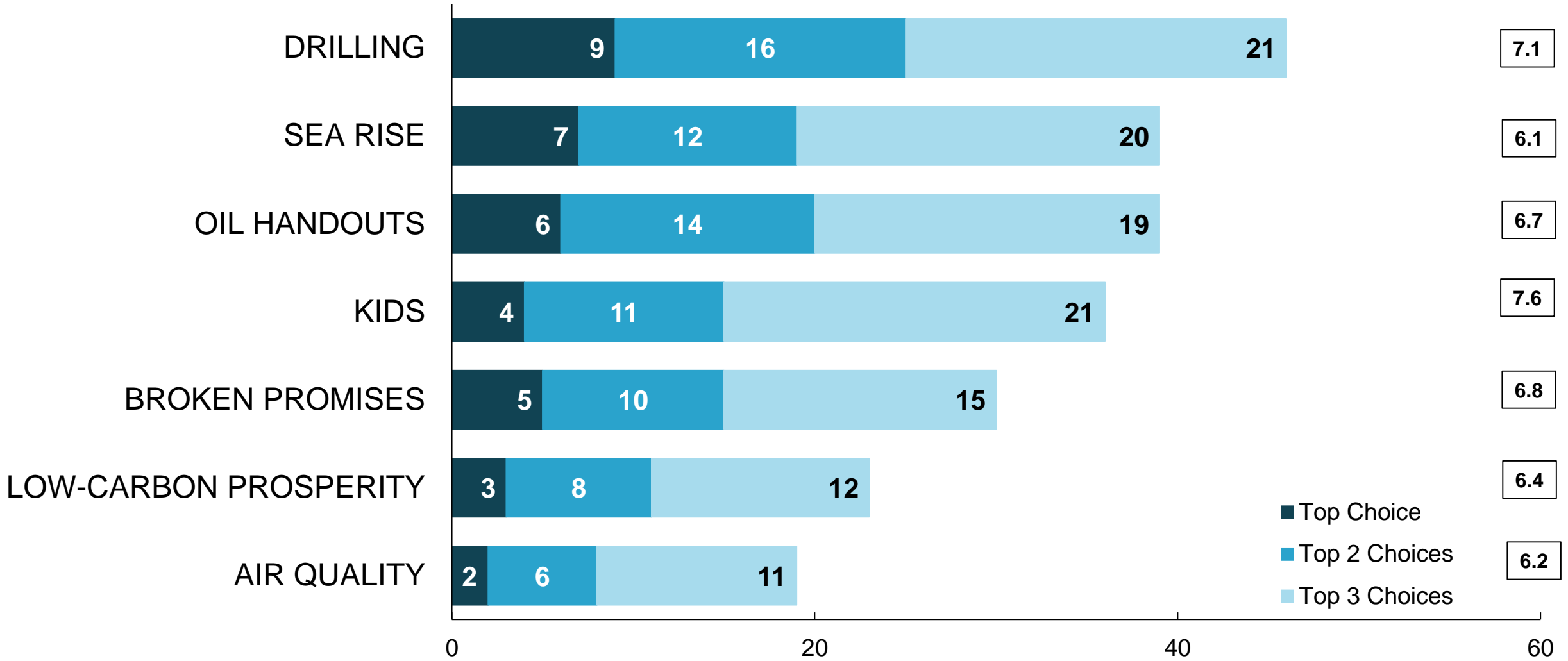
“Climate Change” and “Winners & Losers” are the two most convincing messages statewide and among all demos and geographies. Several of the remaining messages test similarly strongly.





This tier of messages performed well, but not quite as strongly as the previous set.

**SCORES**

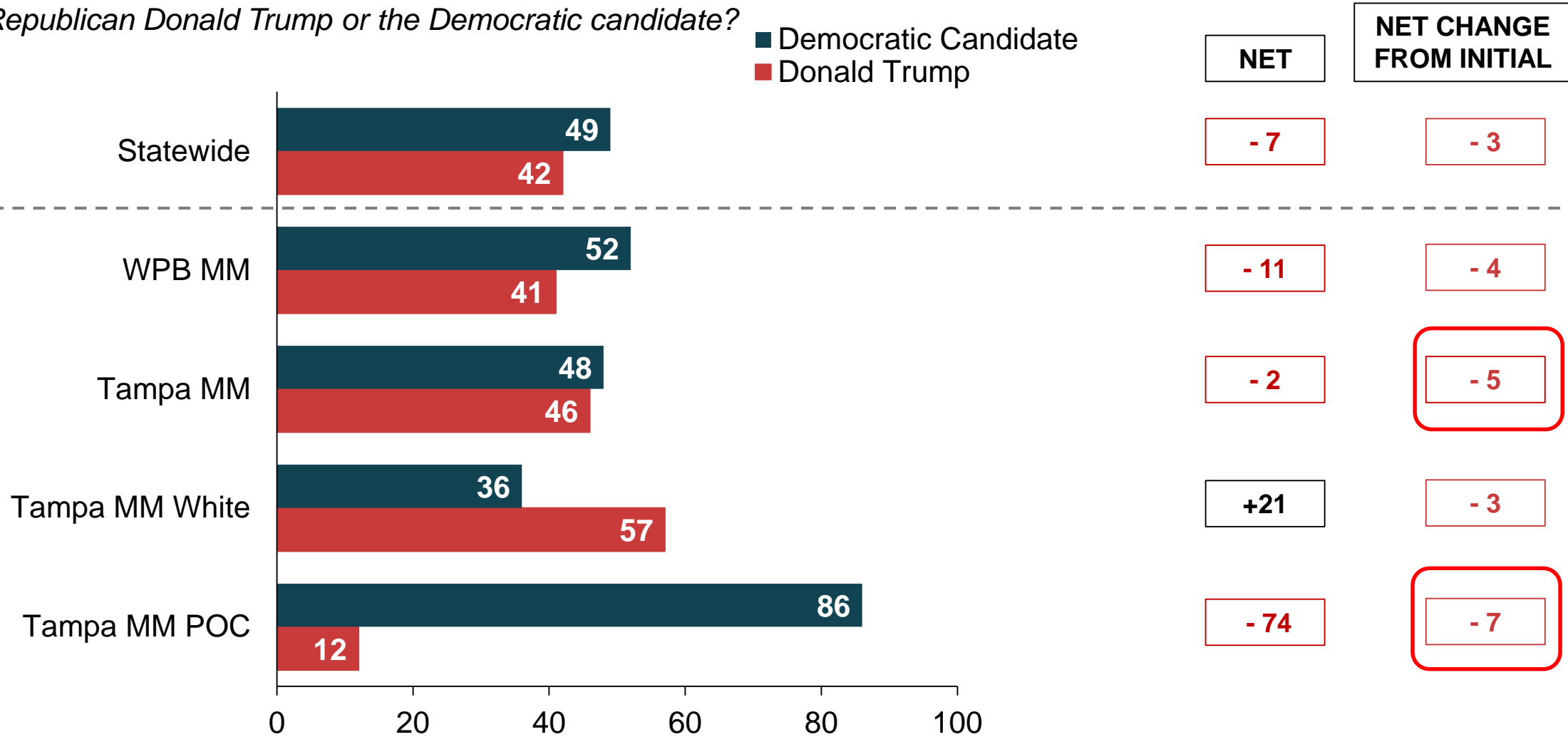


We do see variations on a third message sweetener, to round out the environmental messaging triangle in Florida.

	Top Choice	Top 2 Choices	Top 3 Choices
WPB MM	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[SEA RISE]
	41%	61%	75%
Tampa MM	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[RED TIDE]
	38%	59%	71%
Undecideds	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[SUNSHINE STATE]
	41%	59%	81%
Soft on Trump	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[SUNSHINE STATE]
	40%	58%	73%
Hispanics	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[SUNSHINE STATE]
	38%	52%	72%
Democrats	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[RED TIDE]
	39%	60%	77%
Independents	[CLIMATE CHANGE]	[WINNERS & LOSERS]	[SUNSHINE STATE]
	43%	61%	75%

Retesting the presidential head-to-head doesn't show a ton of movement, as opinions and support for Trump are well established. That said, the movement does tip the scales outside the MoE in Florida.

*And if the election for U.S. President were today, would you support --  
Republican Donald Trump or the Democratic candidate?*



# Questions?

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