

Florida Statewide Survey

February 2009



Associated Industries
of Florida
Service Corporation

By Jim McLaughlin 2/27/2009 • McLaughlin & Associates
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Methodology:

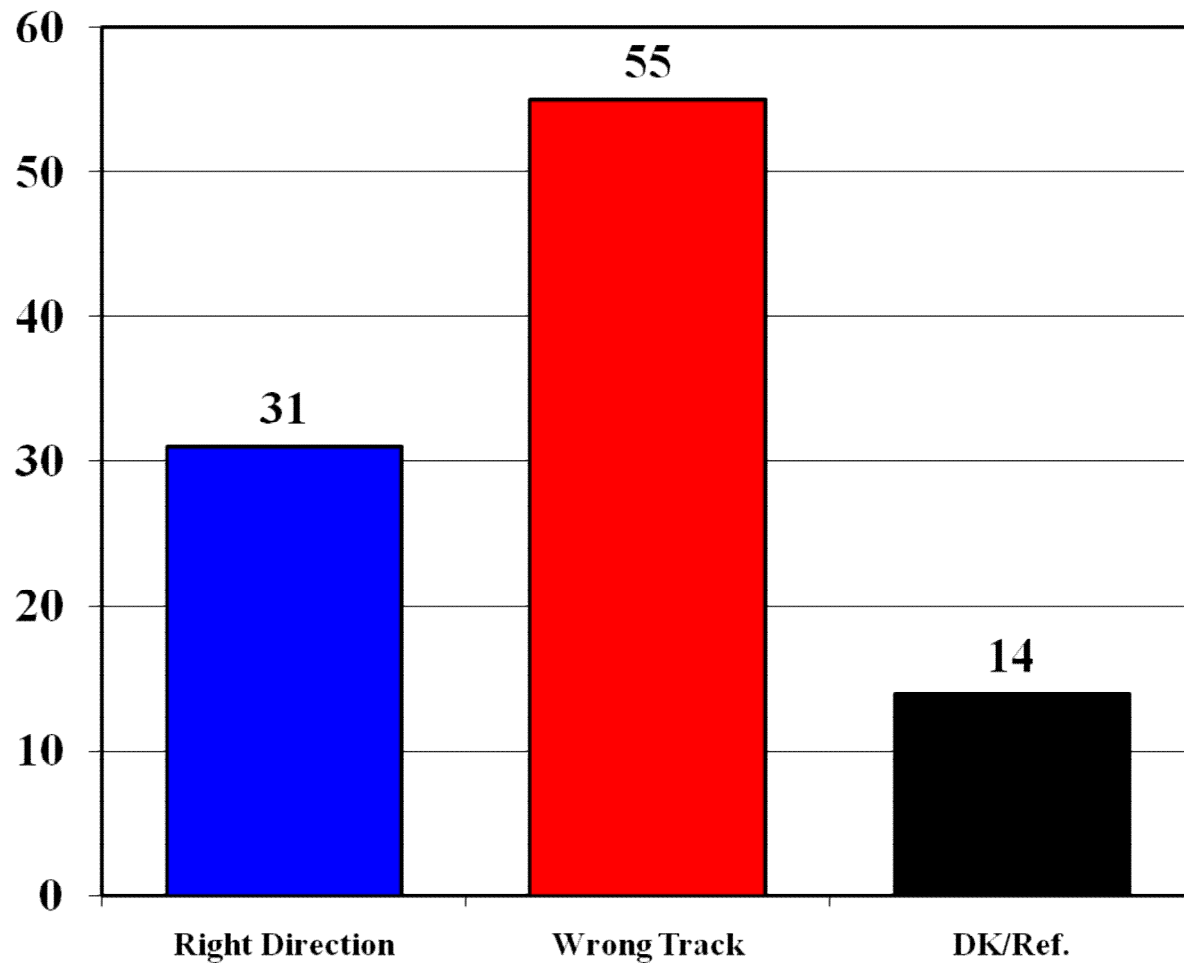
This survey of 600 likely general election voters in Florida was conducted on February 10 & 11, 2009.

All interviews were conducted via telephone by professional interviewers. Interview selection was random within predetermined election units. These units were structured to correlate with actual voter turnout.

The survey of 600 likely general election voters have an accuracy of +/- 4.0% at a 95% confidence interval.



Direction of Florida

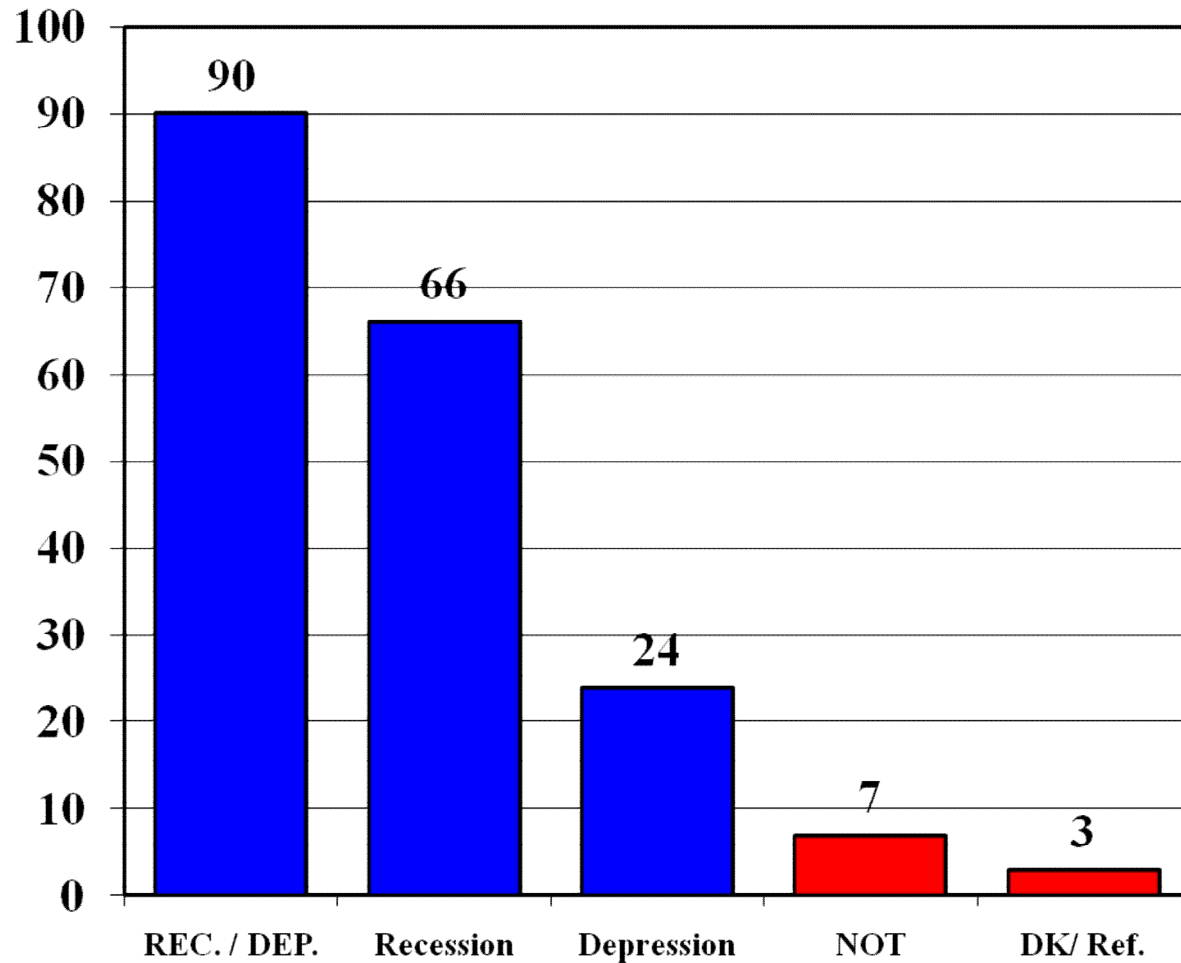


Thinking about issues being
dealt with in the Florida
Legislature this year,
what one issue do you
view as the most
important to you?

	Total
ECONOMIC	58
Improve Economy	15
Create Jobs/Reduce Unemployment	14
Reduce Property Taxes	9
Cut Wasteful Gov't Spending	8
Hold Line on State Taxes	6
Lower Cost of Home Insurance	6
SOCIAL	31
Improve Education	15
Fight Illegal Immigration	8
Health Care Afford-Access	8
Protect the Environment	1
RESTORE HONESTY/ INTEGRITY TO GOV'T	3
CONTROL GROWTH/ DEVELOPMENT	2
FIGHT CRIME & DRUGS	2



Which of the following comes closest to your own personal view of Florida's economy?



How long do you
think it will take
for the economy
to recover?

	Total
One year or less	8
Two to three years	47
Four to five years	20
Five years or more	18
DK/Refused	7



What percentage of your
tax dollars that go to the
state budget each year do
you think are wasted?

	Total
None	3
0% to 15%	13
15% to 30%	32
30% to 50%	23
50% to 75%	9
More than 75%	6
MEAN	33
DK/Refused	14



What is your
biggest worry
when it comes
to our current
economic
situation?

	Total
You or someone in your family losing their job or becoming unemployed	33
Lack of faith in banks and financial institutions	19
Rising insurance costs	14
Saving for retirement	8
Paying your mortgage	8
Paying your state and federal taxes	6
Paying for your children's college education	4
DK/Refused	9

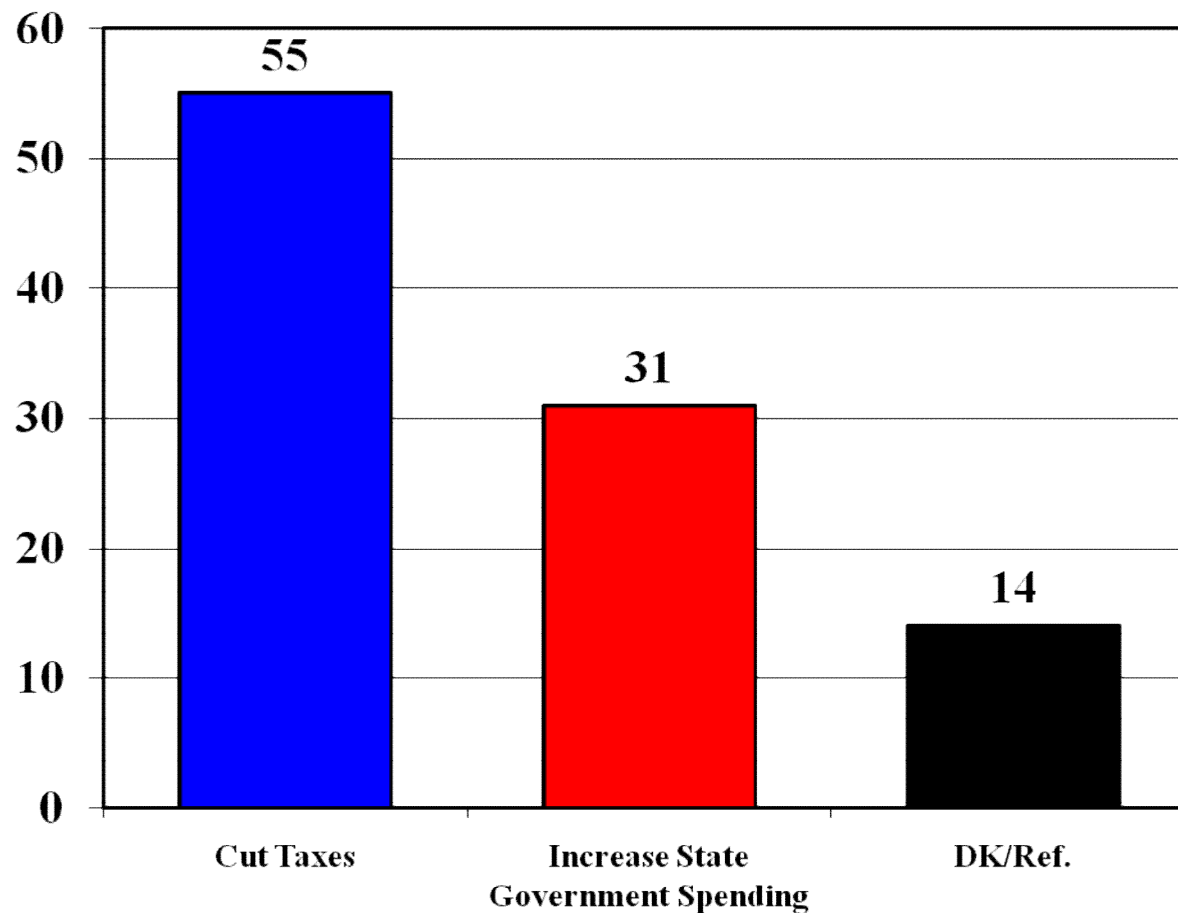


When it comes to you and your family's own personal finances, which of the following could the Governor and the State Legislature do that would help you and your family the MOST?

	Total
Create more jobs and improve the economy	27
Lower local property taxes	26
Make health care more accessible and affordable	13
Lower other state taxes like sales, gas and income taxes	12
Increase salaries and wages to keep up with the cost of living	10
Help people save for retirement	3
Make college more affordable	3
Increase government spending for public works projects	3
DK/Refused	3



Which do you believe is the best way to stimulate the economy and create jobs?
Cut taxes for businesses and individuals to create jobs. **OR,**
Increase state government spending for government programs to create jobs.

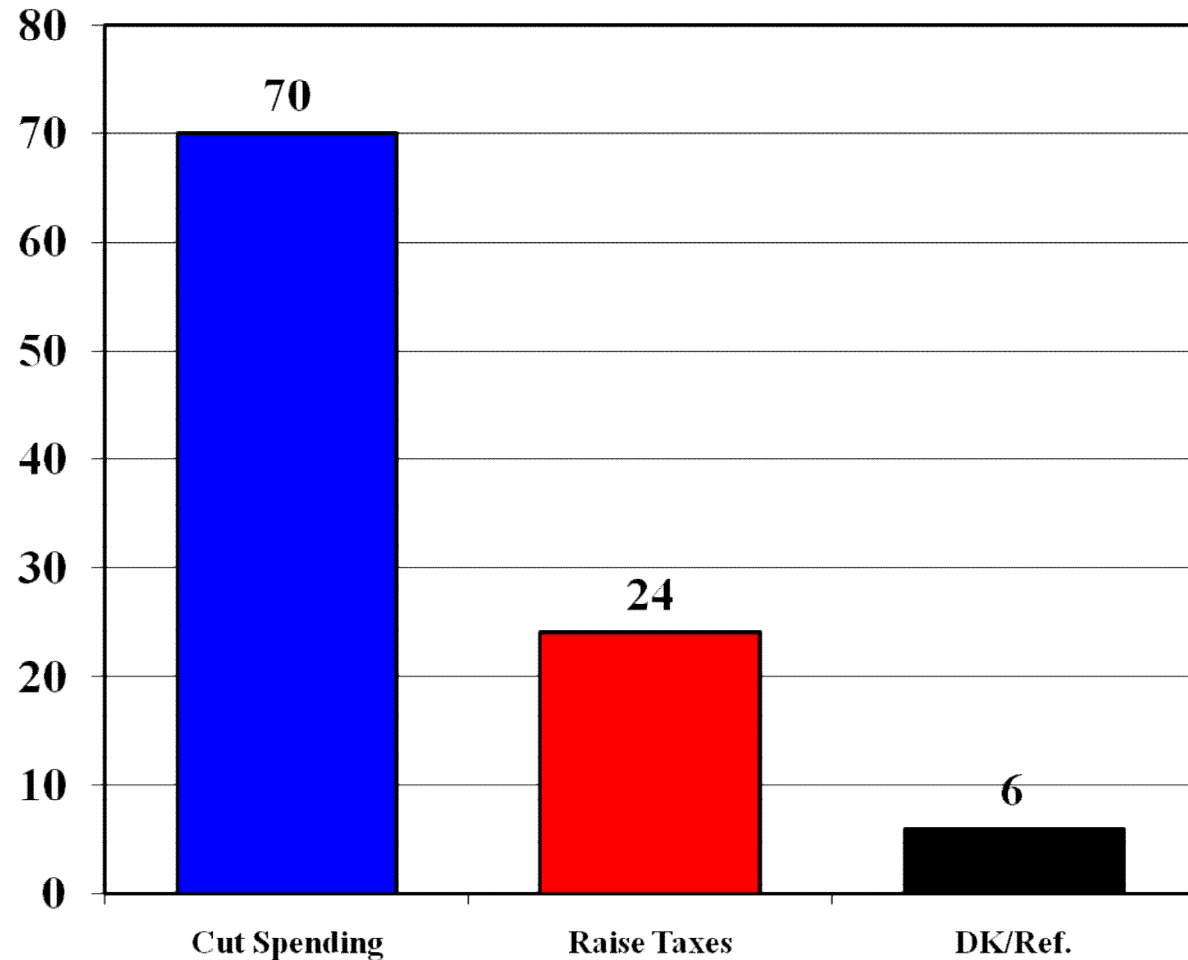


The Florida state legislature is required by our State Constitution to pass a balanced budget. The current economy has led to a large reduction in tax revenues to fund state programs. Which of the following statements comes closest to your own personal opinion?

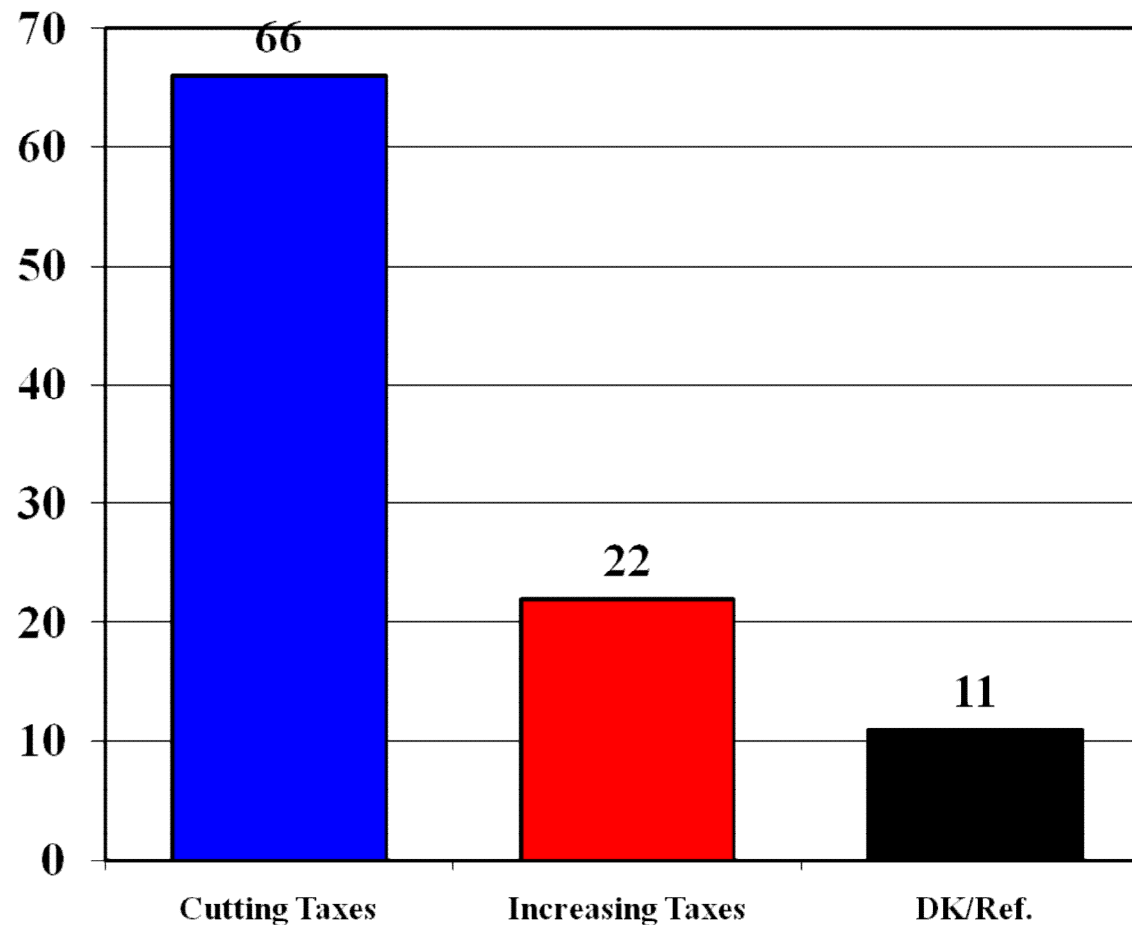
(Some/Others) say the state legislature should cut its spending and make do with less the same way Florida businesses and families are doing in these tough economic times.

OR,

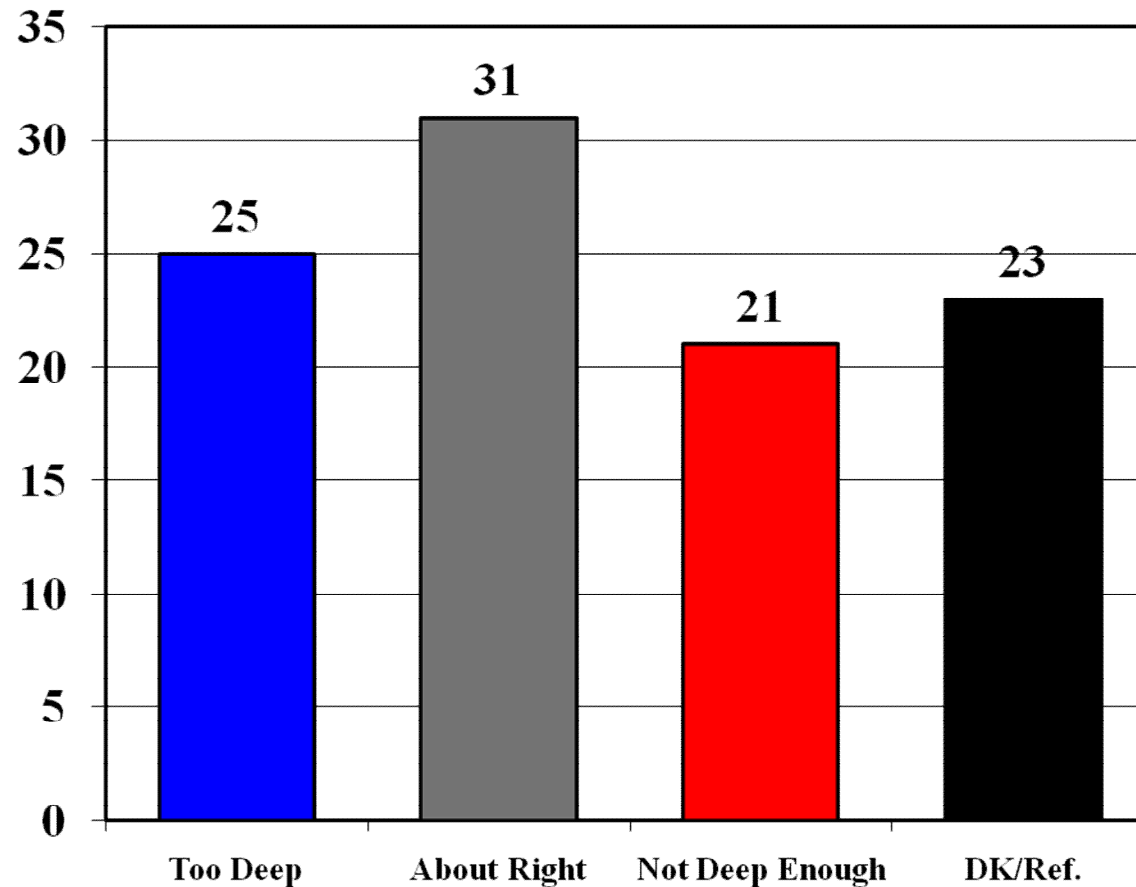
(Some/Others) say we need to increase sources of revenues even if it means raising taxes to avoid cuts in services.



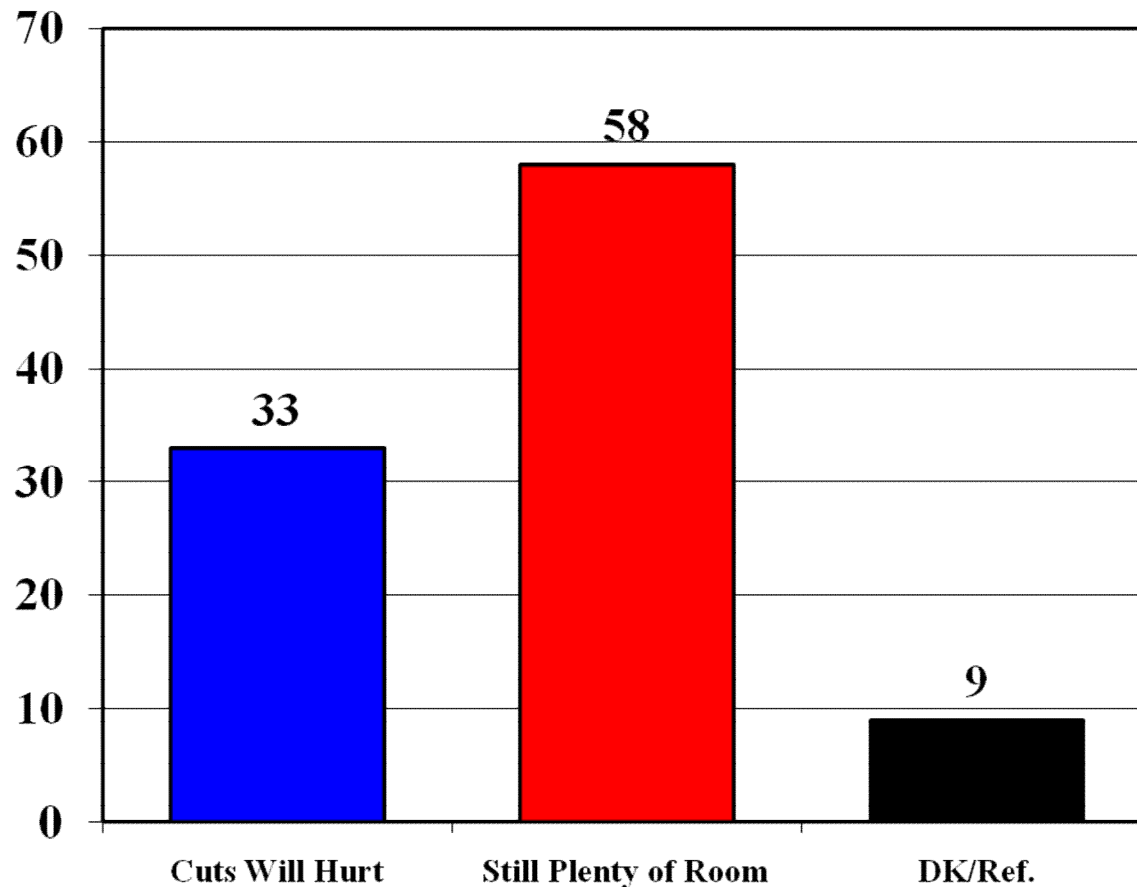
In your opinion, which is the better way to get Florida's economy moving in the right direction? Cutting taxes on homeowners and small businesses **OR**, Increasing taxes to pay for programs to stimulate the economy.



From what you have seen, read or heard, do you think the proposed cuts to the state budget would be too deep, about the right amount or not deep enough?



Which of the following statements comes closest to your own personal opinion?
(Some/Others) say that cuts to the budget will hurt education and health care. **OR,**
(Some/Others) say that there is still plenty of room to cut unnecessary
programs and fat from the budget.



If the Governor
and State
Legislature had
to cut spending,
what one area
would you most
prefer to see the
cuts made to?

	Total
Purchasing land for conservation	33
Everglades restoration	16
State prisons and law enforcement	12
State road and highway construction and repairs	9
Public health care programs like Medicaid	5
State community colleges and universities	4
Publics schools from kindergarten to high school	3
All of the above	5
None of the above	9
DK/Refused	6



Voter Profile

<u>Voter Likelihood</u>	<u>Total</u>	<u>Voting Behavior</u>	<u>Total</u>	<u>Area</u>	<u>Total</u>
Very likely	87	Vote Democrat	35	Miami	17
Somewhat likely	13	Ticket Splitter	30	West Palm	11
<u>Direction of Florida</u>	<u>%</u>	Vote Republican	32	Ft Myers / Naples	7
Right Direction	31	<u>Race</u>	<u>%</u>	Tampa / St. Pete	26
Wrong Track	55	White	74	Orlando / Daytona	20
<u>Generic Ballot</u>	<u>%</u>	Non-White	25	Gainesville	2
Republican	33	African American	10	Mobile / Pensacola	8
Democrat	40	Hispanic	12	Jacksonville	4
Undecided	27	<u>Age</u>	<u>%</u>	Tallahassee	3
<u>Party</u>	<u>%</u>	18-25	5	Panama City	2
Republican	40	26-40	10	<u>Region</u>	<u>%</u>
Democrat	47	41-55	23	North	19
Independent	13	56-65	25	Central	46
<u>Ideology</u>	<u>%</u>	66-75	17	South	35
Liberal	22	Over 75	17		
Moderate	35	<u>Gender</u>	<u>%</u>		
Conservative	37	Men	48		
		Women	52		



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