

Florida Statewide Survey

PREPARED BY:

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METHODOLOGY



On behalf of The James Madison Institute, Robert Blizzard and Neil Newhouse of Public Opinion Strategies completed a statewide survey of 600 registered voters in Florida via online sample. The survey was conducted August 29 to September 1, 2022 and has a credibility interval of $\pm 4.56\%$.

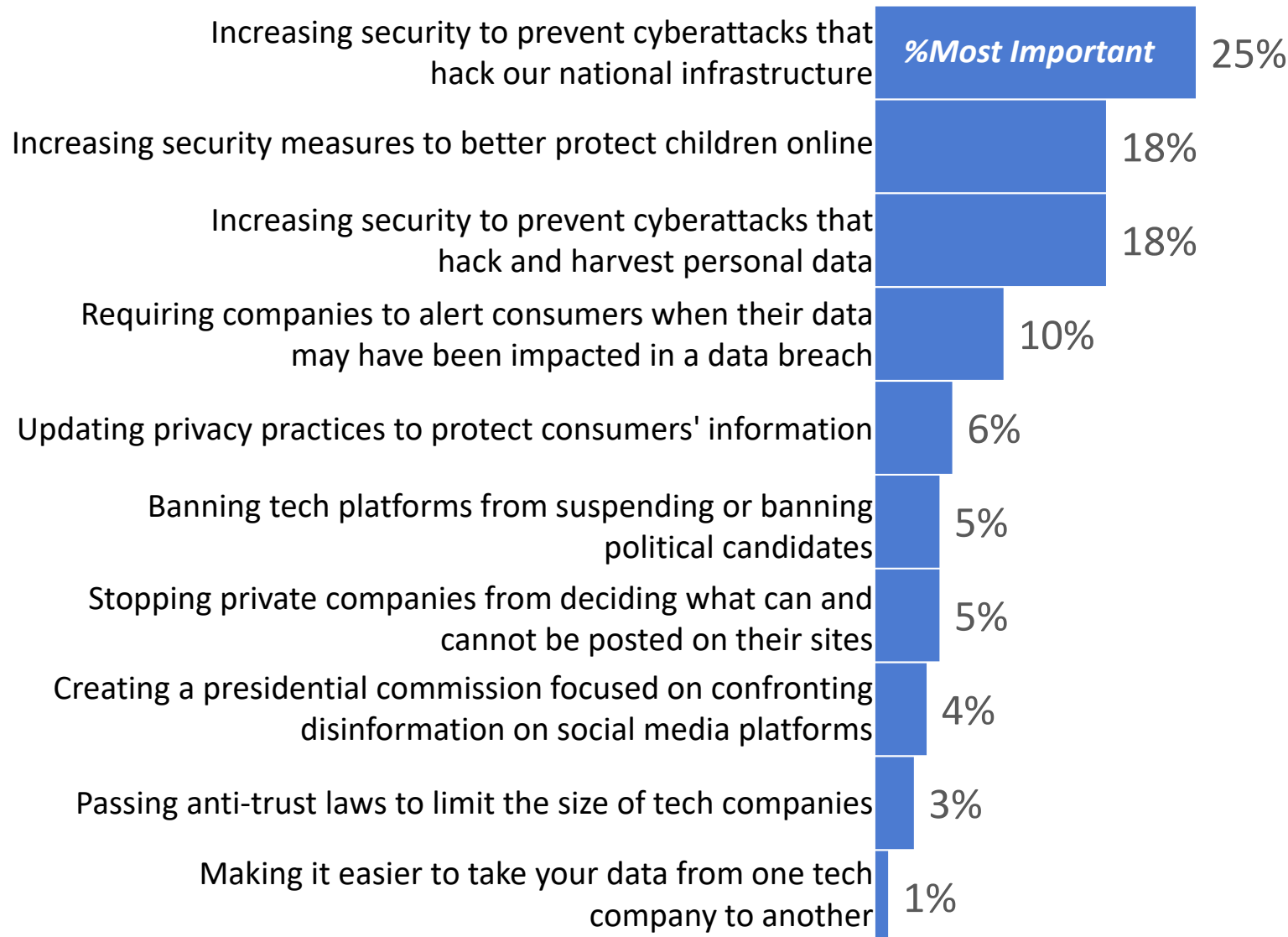


Key Findings

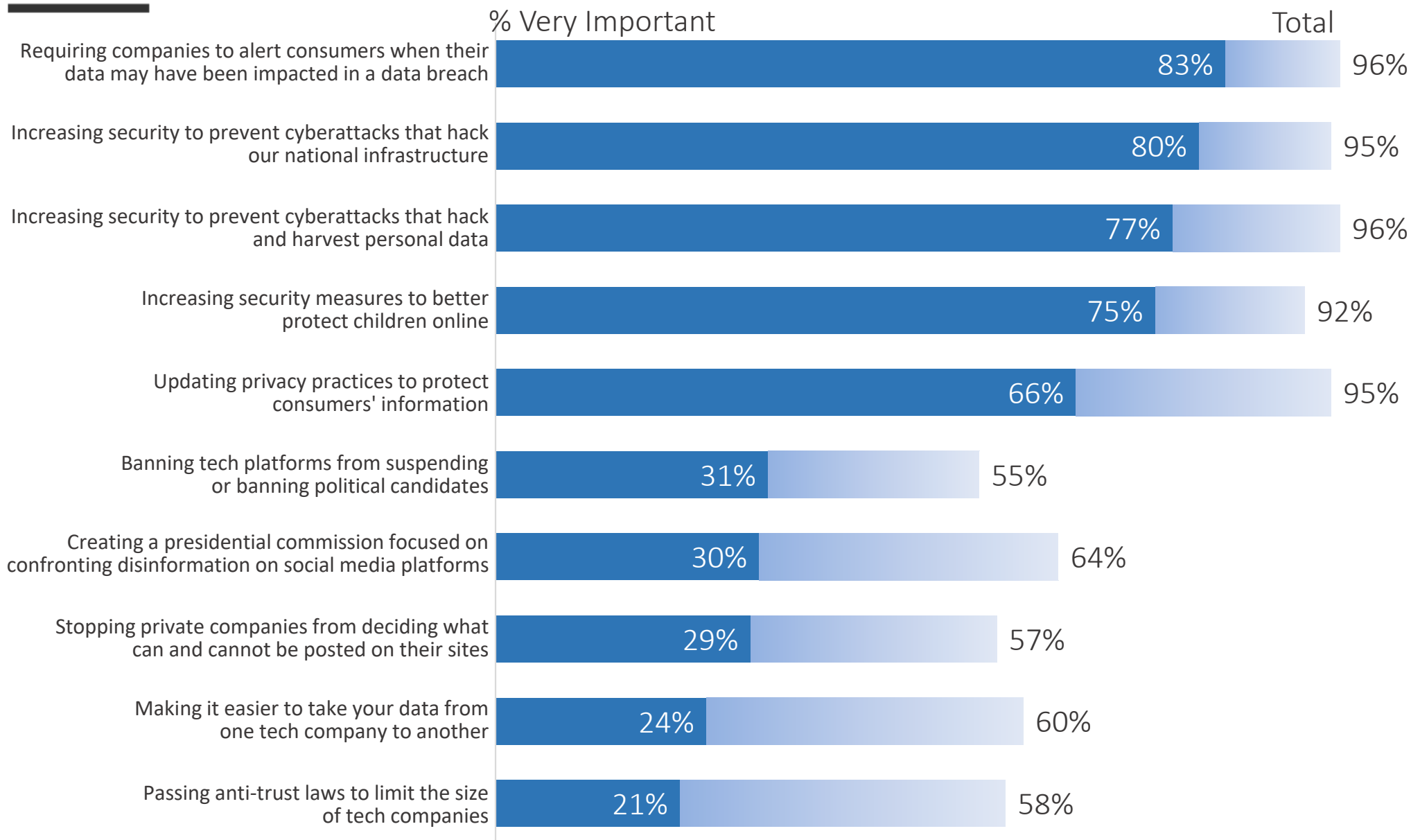
Personal pocketbook issues dominate the issue agenda.

% Most Important Priority	Total	GOP (38%)	IND (27%)	DEM (35%)	White (70%)	Black (12%)	Hisp. (16%)	Tampa/ St. Pete (24%)	Orlando (21%)	Miami (20%)	West PB (10%)	Jax (9%)	Ft. Meyers/ Naples (7%)	Balance (9%)
Controlling inflation and rising costs	42%	54%	42%	28%	43%	36%	43%	44%	38%	46%	41%	50%	39%	30%
Addressing illegal immigration	9%	15%	10%	1%	11%	4%	4%	11%	7%	3%	22%	5%	-	13%
Reducing gun violence	8%	3%	7%	14%	6%	11%	15%	6%	10%	11%	8%	8%	6%	6%
Growing the economy	8%	10%	6%	7%	7%	6%	10%	6%	9%	7%	8%	7%	16%	10%
Lowering healthcare costs	7%	4%	10%	8%	7%	8%	6%	5%	10%	9%	2%	6%	5%	5%
Addressing the issue of abortion	6%	-	6%	12%	6%	9%	3%	7%	3%	6%	9%	1%	9%	6%
Addressing climate change and the environment	6%	1%	3%	13%	6%	5%	3%	8%	4%	5%	3%	3%	14%	5%
Controlling government spending	4%	8%	4%	1%	5%	-	3%	2%	5%	2%	4%	7%	5%	12%
Improving K-12 public schools	3%	2%	3%	4%	2%	7%	5%	2%	3%	5%	-	3%	-	7%
Lowering taxes	2%	2%	2%	3%	2%	4%	2%	3%	1%	3%	-	2%	7%	-
Improving our nation's roads, bridges and highways	1%	-	1%	3%	1%	-	2%	1%	1%	2%	-	3%	-	3%
Supporting our military	1%	-	1%	1%	-	1%	2%	1%	2%	-	-	-	-	-
Regulating the mainstream media	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
Regulating tech companies	-	-	-	-	-	1%	-	-	-	-	-	2%	-	-

Florida voters say Congress should focus most on preventing cyberattacks, increasing security measures to better protect children, and alerting customers in a data breach.



In terms of importance, Floridians rate security measures toward the top as well.

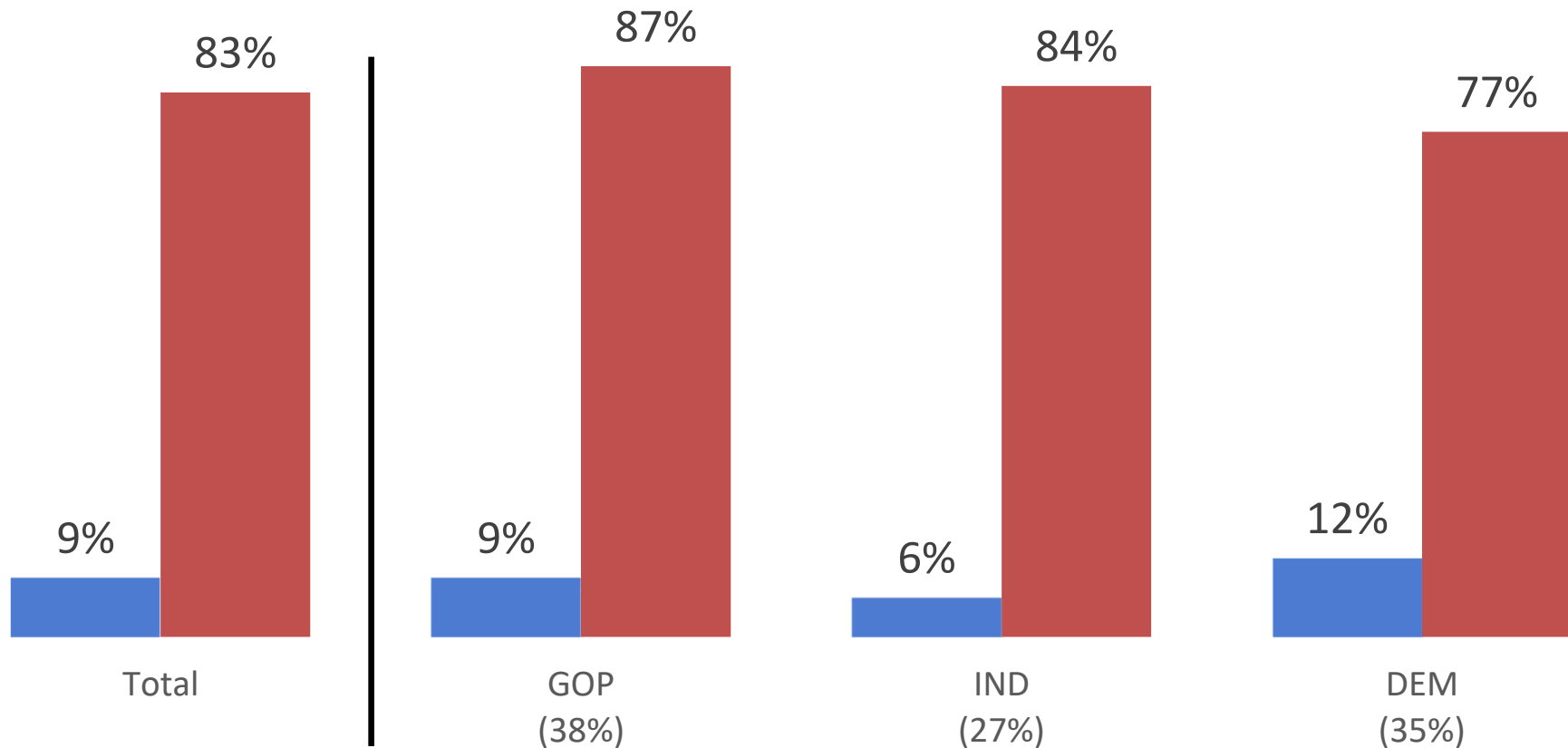


There's little doubt there are far higher priorities for voters, especially on personal pocketbook issues, than regulating tech companies.

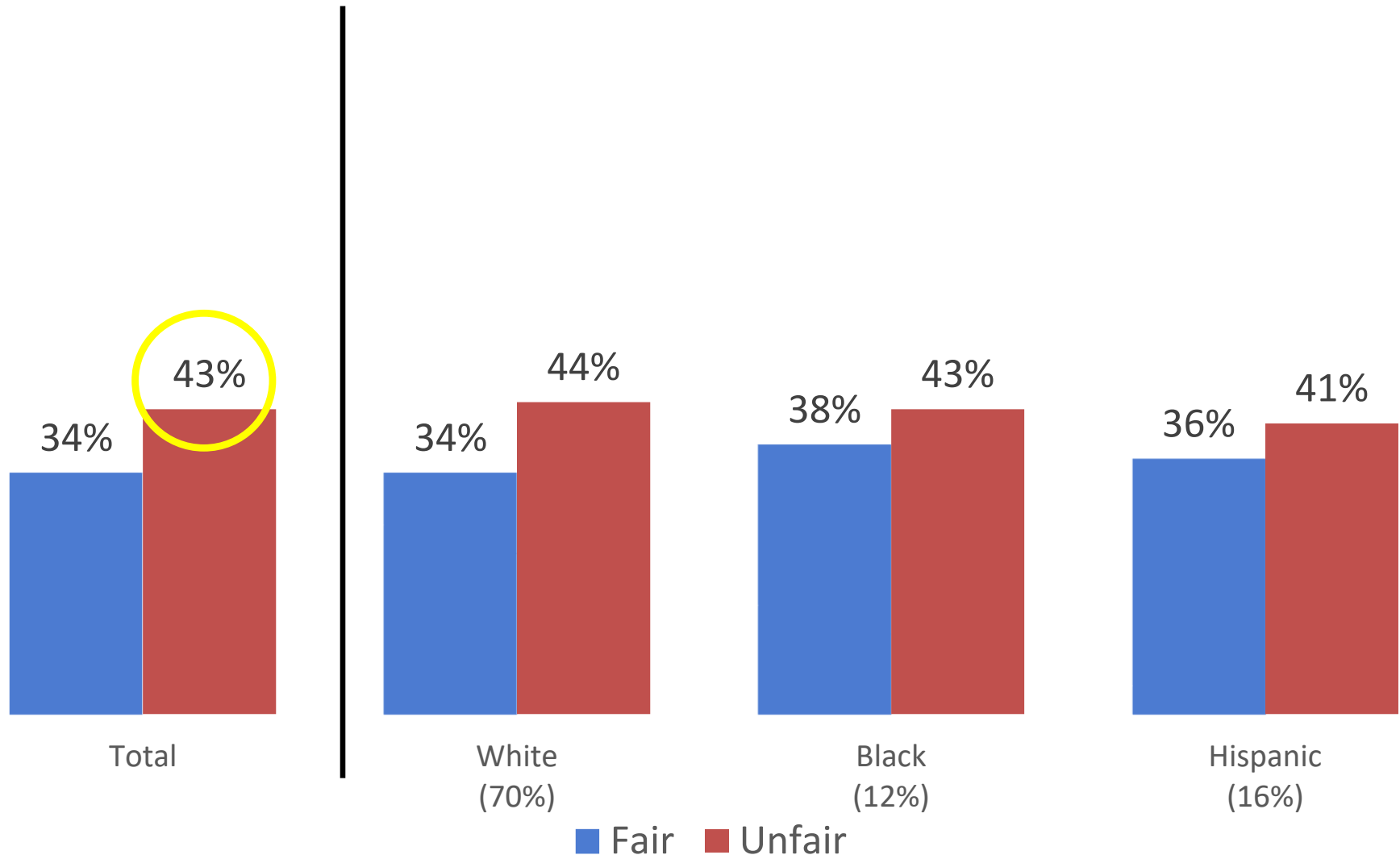
Regulating big tech companies is important and should be a top priority for Congress right now.

...Or...

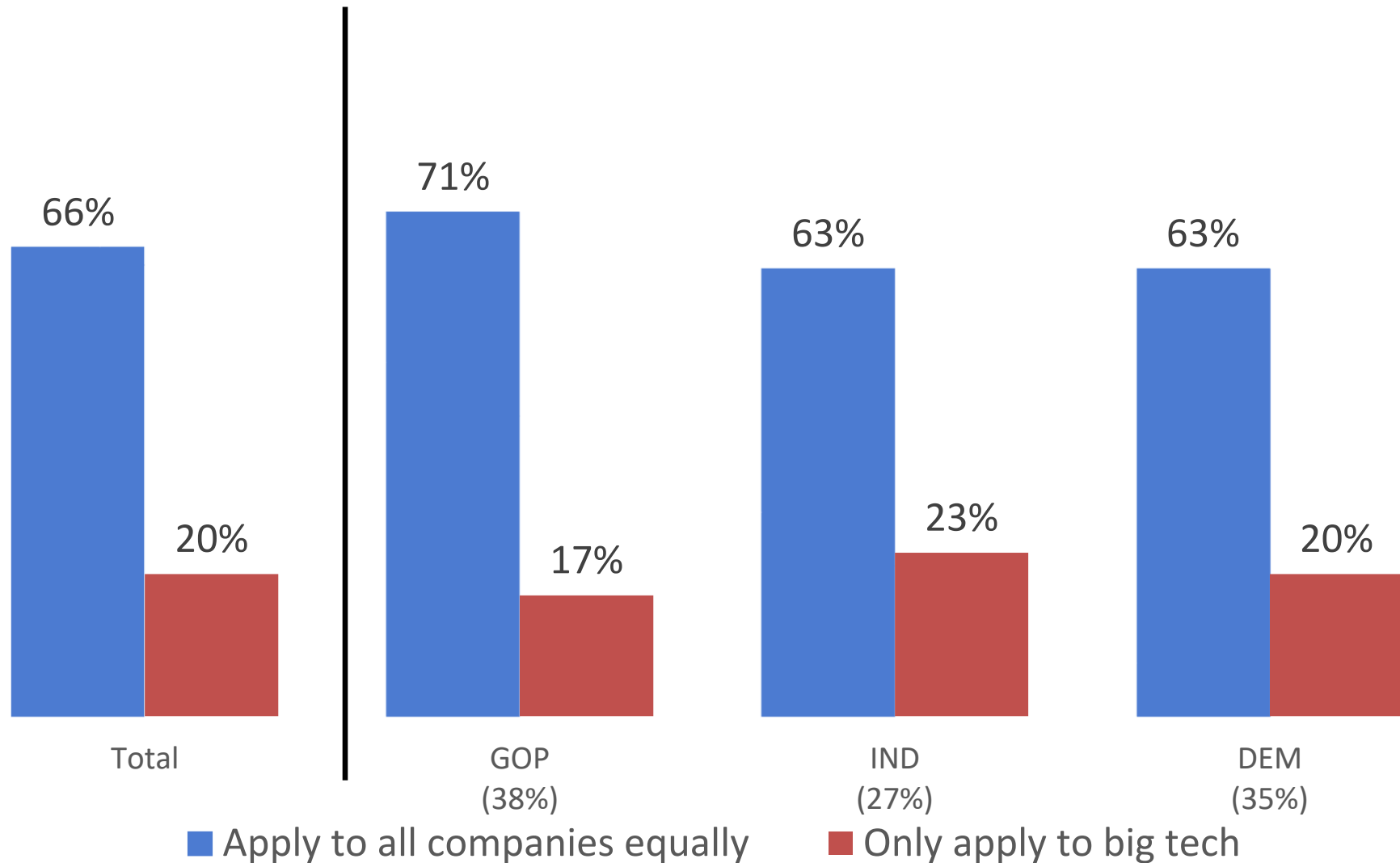
Other issues like controlling inflation and rising costs are more important and should be their focus right now.



A plurality of Floridians – across ethnicity – believe it is unfair for Congress to target tech companies like Google, Amazon, Facebook, and Apple based on their size.

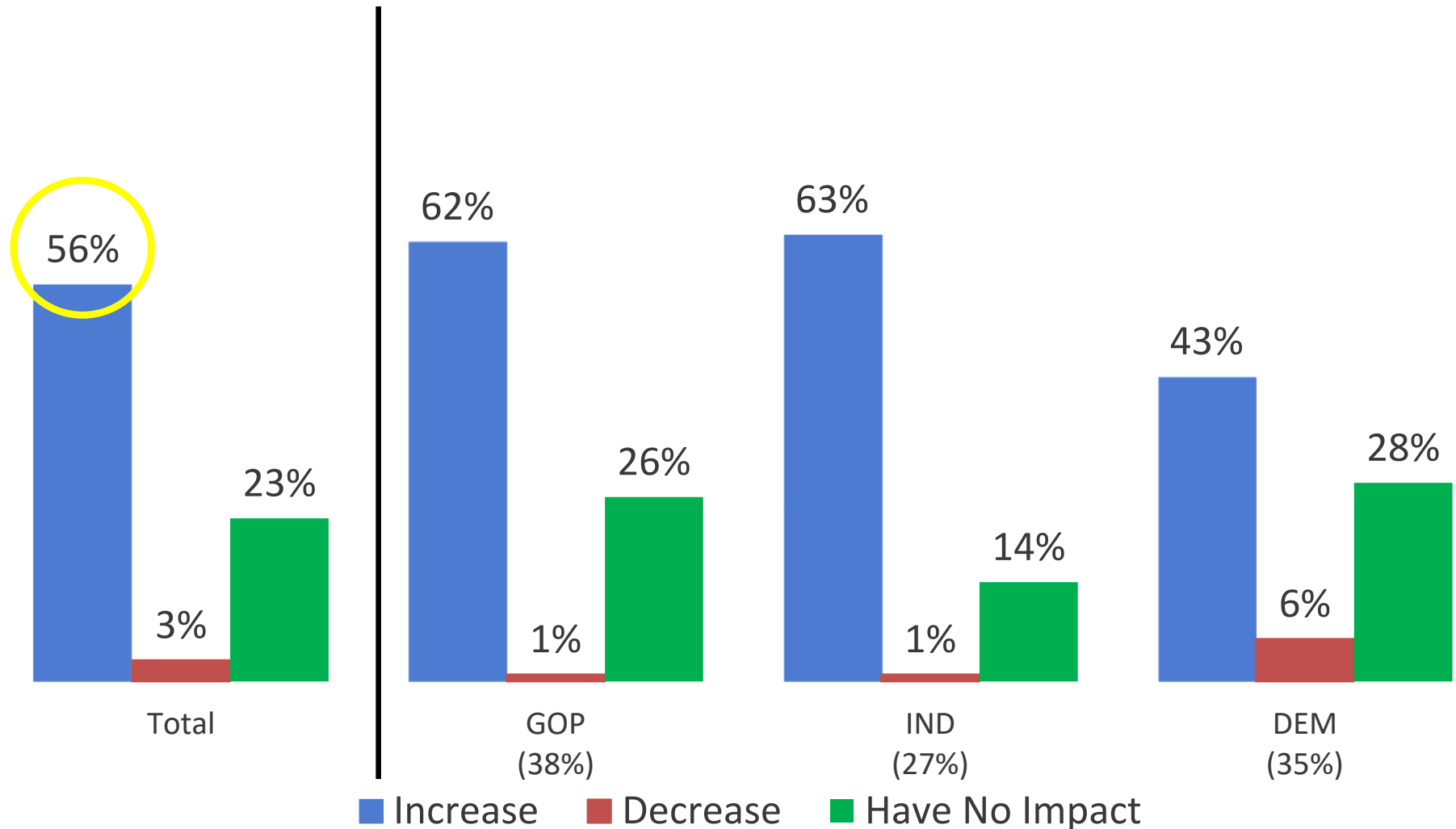


Voters across party lines are clear: increased regulation on tech companies should apply to all companies equally, not just the ones Congress decides are “Big Tech.”



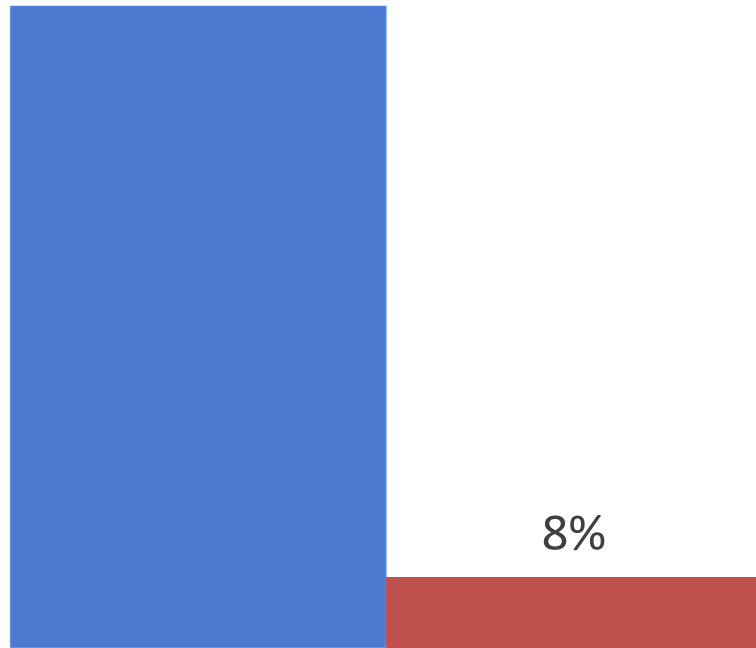
And, if Congress were to increase government regulation on tech companies, should these regulations apply to all companies equally, or only apply to the companies Congress decides are Big Tech?

A clear majority of Florida voters believe more government regulation of tech companies will likely cause their prices to increase.



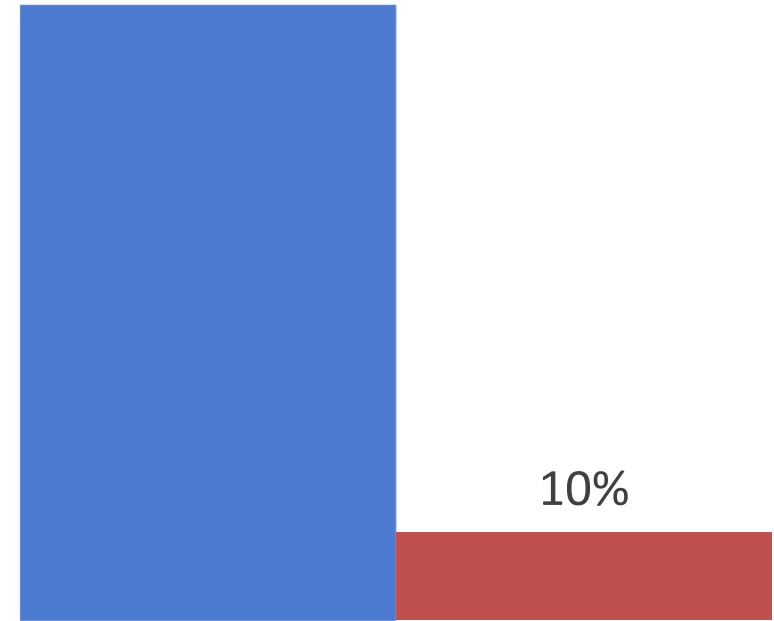
Finally, there's a strong sentiment that a free market generates more innovation than a tightly-regulated market, and that Corporate America generates more innovation than the government.

73%



8%

70%



10%

■ A free market ■ A tightly-regulated market ■ Corporate America ■ The federal government

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