FLORIDA DEEP DIVE ANALYSIS

FLORIDA: RESEARCH METHODOLOGY

1 Focus Groups

Global Strategy Group and Garin Hart Yang conducted four focus groups in Florida on May 21st and 22nd, 2019.

Two groups were conducted with persuadable voters from Pasco and Pinellas counties:

- The groups were white men and white women, all were white; all voted for Trump in 2016, but none were committed to voting for him in 2020.

Two groups were conducted with turnout targets in Broward County:

- 18-35 year olds who did not vote in 2016 (mix of ethnicities, gender, socio-economic backgrounds).

- African Americans who had not voted in 2016 with a mix of gender, age and socio-economic backgrounds.

2 Online Survey

Global Strategy Group and Garin Hart Yang conducted an **online survey of 1,056 likely 2020 general election voters in Florida** between June 18th and 30th, 2019.

The survey also included an oversample of **347 Florida turnout targets**. Turnout targets did not vote in 2016 and identify as Democrats, or as independents but lean Democratic or strongly disapprove of Trump's job performance. This group included a share of unregistered voters who indicated they would consider registering in the future.
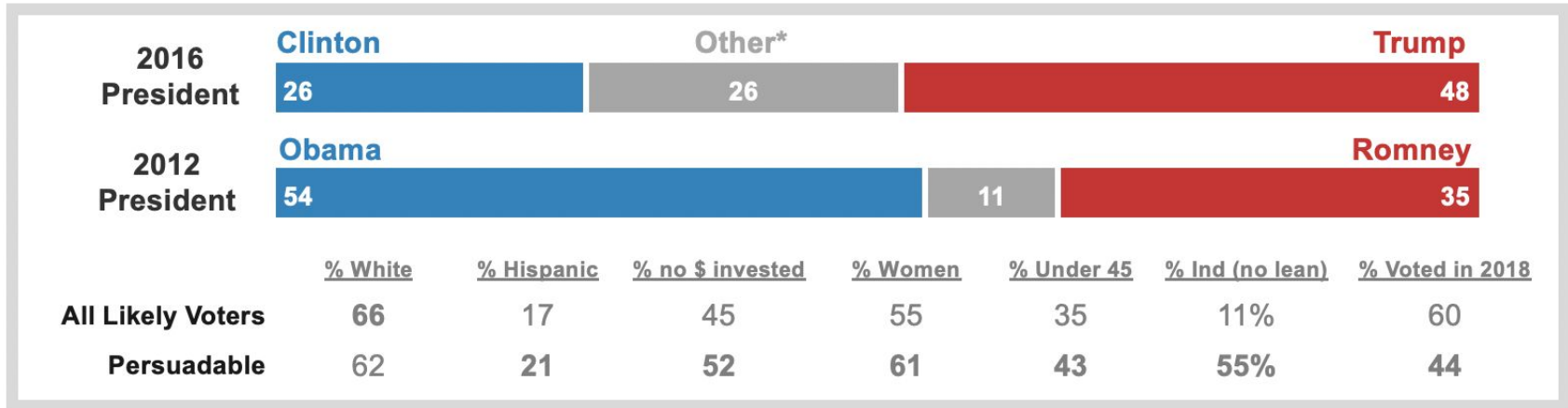
KEY TAKEAWAYS

- The race is tight in Florida, but there is a persuadable middle, including former third party voters and new voters, but also many disaffected Trump voters not locked into the president's base.

- Many more Democratic-leaning, anti-Trump voters who sat out 2016 – prospective GOTV targets – now acknowledge paying more attention to politics, offering additional opportunities.

- As seen in other battlegrounds, Trump starts out with some of his most glaring weaknesses on health care, Medicare and Social Security, and general political divisiveness. Climate change and foreign affairs are other areas where there is very little upside for Trump.

- However, there is also a segment of voters who give Trump credit for his handling of the national economy in general, but who express real concern about other key issues, such as rising cost of living and, particularly, health care costs. Many of these voters do not yet see Trump as actively worsening these problems – but they don't see him helping to fix them either.

16% OF LIKELY VOTERS IN FLORIDA START OUT UNDECIDED OR MOVE AFTER MESSAGING

2016 President	**Clinton** 26	**Other*** 26		**Trump** 48	
2012 President	**Obama** 54	11	**Romney** 35		

	% White	% Hispanic	% no $ invested	% Women	% Under 45	% Ind (no lean)	% Voted in 2018
All Likely Voters	66	17	45	55	35	11%	60
Persuadable	62	21	52	61	43	55%	44

TURNOUT TARGETS ARE LESS MOTIVATED ABOUT 2020 THAN OTHER DEMOCRATS, BUT MOST ACKNOWLEDGE BEING MORE ATTENTIVE TO POLITICS

How motivated would you say you feel about voting in the 2020 elections? (0-10 scale)

	Extremely motivated and enthusiastic (8-10)	Somewhat (5-7)	Not at all motivated or enthusiastic (0-4)
Democratic Base	83	13	4
Turnout	50	34	16

Are you paying more or less attention to what is going on politically than you were in 2016?

	Much more	Somewhat more	Same amount of attention	Somewhat/Much less	Net "More attention"
Democratic Base	45	23	24	7	68
Turnout	38	26	22	14	64
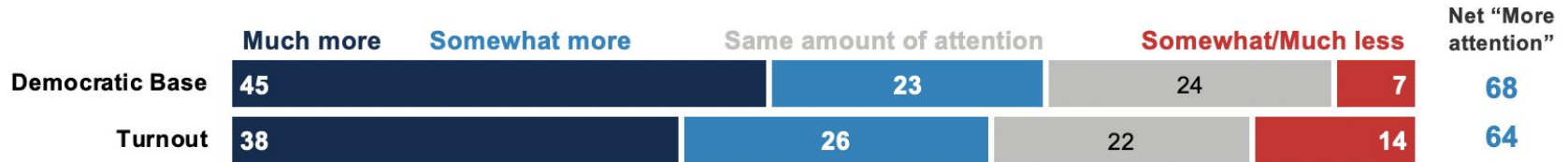
BOTH PARTIES' BASES KNOW WHY TO SHOW UP. BUT THERE'S FUNDAMENTAL WORK TO BE DONE IN CONVINCING TURNOUT VOTERS – AND PERSUADABLE VOTERS FOR THAT MATTER – THEIR VOTE TRULY MATTERS

When it comes to elections, how much do you think your vote matters for who wins and loses?

	My vote matters a lot	Matters some	Doesn't matter much	Doesn't matter at all
Democratic Base	50	35	12	3
Republican Base	68	26	5	
Persuadable	34	34	24	7
Turnout	34	33	20	13
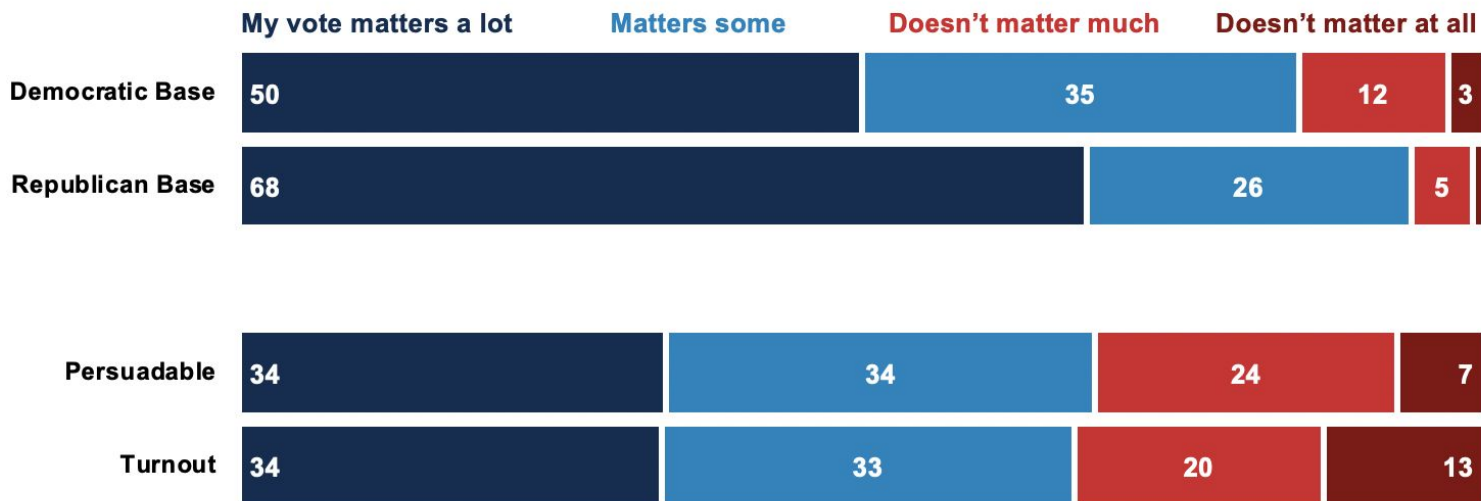
TURNOUT TARGETS ARE ESPECIALLY ALARMED BY TRUMP'S APPROACH TO A HANDFUL OF ISSUES, INCLUDING IMMIGRATION, HEALTH CARE, CLIMATE, AND GUNS

How concerned are you about Donald Trump's approach to _____?

	Extremely	Very	Somewhat	Not that/Not at all	% Extremely Concerning 18-34	% Extremely Concerning Af-Am
Immigration	59	22	10	9	65%	56%
Social Security and Medicare	54	25	14	7	44%	60%
Foreign relations	54	26	13	7	56%	50%
Health care	53	27	13	7	47%	49%
Border security	53	26	11	9	56%	47%
Climate change	52	21	17	10	55%	44%
Abortion	52	23	15	10	61%	46%
The issue of guns	51	21	17	11	49%	53%
Wages and cost of living	47	31	14	7	49%	46%
Trade and tariffs	42	26	22	10	37%	41%
Voting rights	37	28	20	15	38%	36%
The economy	34	32	22	11	35%	43%
U.S. relations with Cuba	32	25	25	18	30%	36%

PERSUADABLE VOTERS ARE ALSO DISTINGUISHED BY A LARGE GAP BETWEEN THE CREDIT THEY GIVE TRUMP FOR THE ECONOMY, VS. HIS PERFORMANCE OVERALL

Trump: overall approval

	Approve	Disapprove	Net Approval
Likely Voters	48	52	-4
Persuadable	42	58	-16
Turnout	11	89	-78

Trump: approval on the economy

	Approve	Disapprove	Net Approval
Likely Voters	56	44	+12
Persuadable	64	36	+28
Turnout	20	80	-60
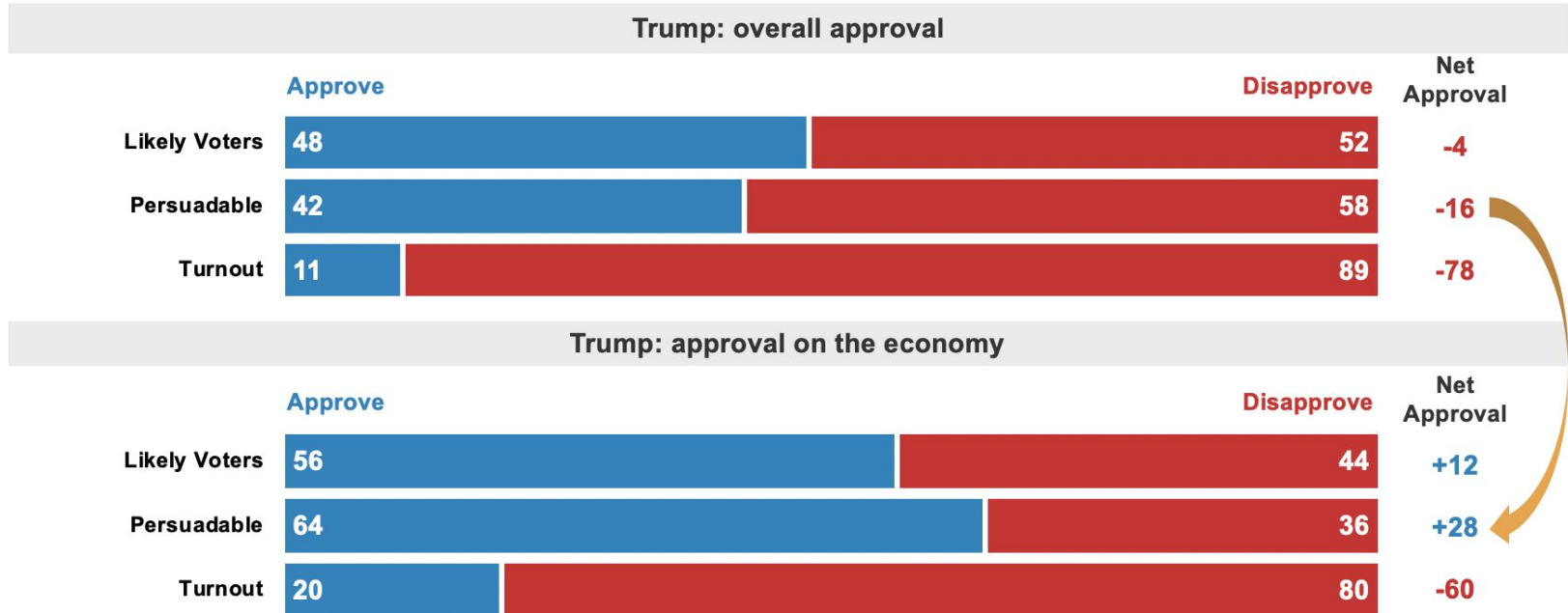
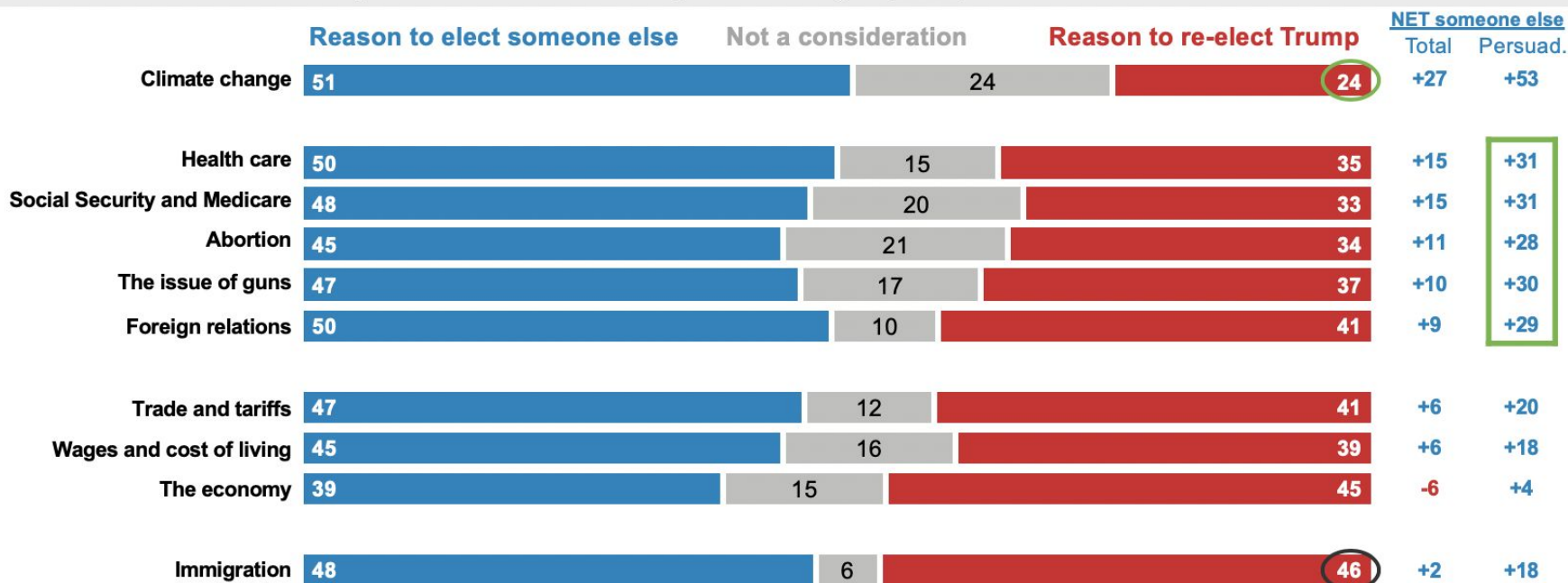# PERSUADABLE VOTERS AND TURNOUT VOTERS ARE BOTH MORE PESSIMISTIC THAN AVERAGE WHEN IT COMES TO THEIR OWN PERSONAL FINANCIAL SITUATION

Please indicate how satisfied you are with each of the following…

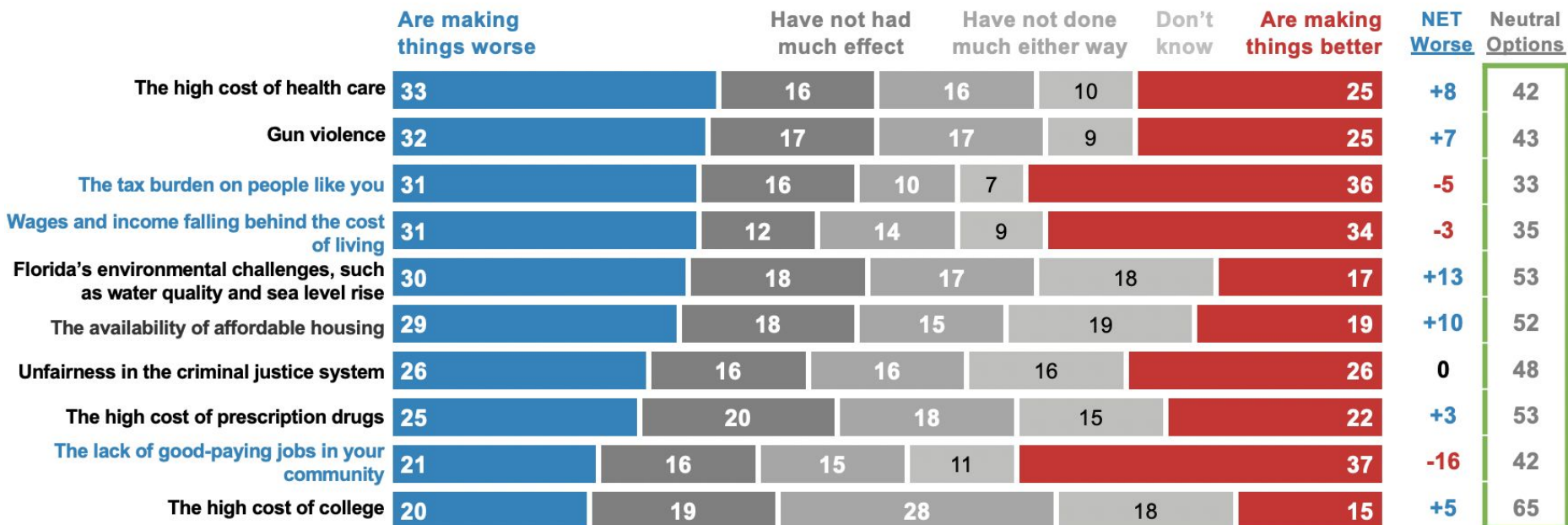|	Very/Fairly satisfied	Somewhat satisfied	Not that/Not at all satisfied	NET Satisfaction Likely	NET Satisfaction Pers.	NET Satisfaction Turnout
Economic conditions in Florida	49	21	30	**+19**	0	**-40**
				High: I-4 Corridor (+29)	Low: Miami DMA (+4)	
Economic conditions in the country	46	21	33	**+13**	**+3**	**-49**
					-19	
Your personal financial situation	43	22	35	**+8**	**-16**	**-34**
The overall direction of the country	42	12	46	**-4**	**-11**	**-66**

CLIMATE STANDS ALONE AS AN ISSUE WHERE TRUMP HAS ALMOST NO BACKERS, WHILE A HOST OF OTHER ISSUES RANGING FROM HEALTH CARE TO ABORTION TO FOREIGN RELATIONS ARE NET WEAKNESSES

Do you think Donald Trump's handling of _____ is more of a...

	Reason to elect someone else	Not a consideration	Reason to re-elect Trump	NET someone else Total	Persuad.
Climate change	51	24	24	+27	+53
Health care	50	15	35	+15	+31
Social Security and Medicare	48	20	33	+15	+31
Abortion	45	21	34	+11	+28
The issue of guns	47	17	37	+10	+30
Foreign relations	50	10	41	+9	+29
Trade and tariffs	47	12	41	+6	+20
Wages and cost of living	45	16	39	+6	+18
The economy	39	15	45	-6	+4
Immigration	48	6	46	+2	+18

ON A HOST OF ECONOMIC AND POCKETBOOK ISSUES, VOTERS NEED – AND ARE OPEN TO – MORE COMMUNICATION TO SEE TRUMP AS TRULY PART OF THE PROBLEM

Please indicate if you think Donald Trump's policies and actions…

	Are making things worse	Have not had much effect	Have not done much either way	Don't know	Are making things better	NET Worse	Neutral Options
The high cost of health care	33	16	16	10	25	+8	42
Gun violence	32	17	17	9	25	+7	43
The tax burden on people like you	31	16	10	7	36	-5	33
Wages and income falling behind the cost of living	31	12	14	9	34	-3	35
Florida's environmental challenges, such as water quality and sea level rise	30	18	17	18	17	+13	53
The availability of affordable housing	29	18	15	19	19	+10	52
Unfairness in the criminal justice system	26	16	16	16	26	0	48
The high cost of prescription drugs	25	20	18	15	22	+3	53
The lack of good-paying jobs in your community	21	16	15	11	37	-16	42
The high cost of college	20	19	28	18	15	+5	65

HEALTH CARE AND POCKETBOOK ISSUES ARE ALSO PART OF THE MOST EFFECTIVE OVERALL NARRATIVES AGAINST TRUMP

Top Performing Narratives

	Likely voters	Persuad-able	Turnout	White Non-College
Donald Trump promised to protect Medicare and Social Security, but now his administration is proposing massive cuts to these programs.	**40%** (Raises biggest doubts about voting for Trump – top two)	**43**	**40**	**42**
Donald Trump says the economy is going great, but wages are not keeping up with the cost of living for many middle class Americans and working families.	31	**41**	**45**	**23**
Donald Trump said he would fix the health care system, but his policies as president have made health care even more expensive.	30	**43**	**40**	**30**
Donald Trump was elected to bring a new approach to Washington, but he has been ineffective in this job as President, instead bringing even more chaos and division to our politics.	30	**33**	**36**	**20**
Donald Trump promised to drain the swamp, but today, powerful special interests in Washington are doing better than ever.	18	**17**	**13**	**17**

TOP PROOF POINTS TO REINFORCE THESE NARRATIVES INCLUDE MEDICARE CUTS, COST OF LIVING, AND PRESCRIPTION DRUGS

Please indicate how much each one bothers you on a scale of 0-10…

Score of 10 "Bothers you a great deal"

After the tax law added $1.5 trillion to the national debt, Trump has proposed **$840 billion in cuts to Medicare and another $25 billion in cuts to Social Security** to pay for it
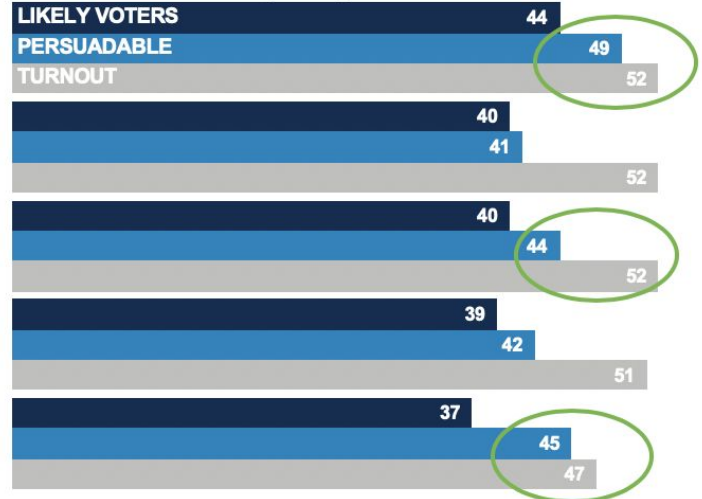
LIKELY VOTERS	44
PERSUADABLE	49
TURNOUT	52

Policies being pursued by the Trump administration would **eliminate protections for 7.8 million Floridians with pre-existing conditions**, allowing insurers to deny or charge them much more for coverage.

	40
	41
	52

As a result of Trump's tax law, the number of **companies paying zero dollars in taxes has doubled, but 80% of American workers say they are living paycheck to paycheck, and 40% say they do not have $400** to cover an emergency expense.

	40
	44
	52

As a result of Trump's tax law, a majority of Americans – including 70% of middle-income taxpayers and **everyone making less than $75,000 – will wind up paying more in taxes.**

	39
	42
	51

Despite Trump's promise to lower drug costs, **pharmaceutical companies have hiked the prices of more than 1,000 drugs** during his tenure, with 20 prescription drugs rising by more than 200% in his first 14 months alone.

	37
	45
	47

LEAST effective proof points: The impact of tariffs on Florida businesses (28% for likely voters / 23% for persuadable / 37% for turnout) and the impact of Trump's EPA cuts on Florida's natural resources (35 / 31 / 47)