CYGNAL

Survey of Likely General Election Voters
Florida Statewide

November 13 – 15, 2023 | n=800 | ±3.41%

Insights & Analysis

- The political environment in Florida **favors Republicans** as the generic Congressional ballot stands at **R+6**, and voters are **slightly optimistic about the direction of the state** (48% right direction; 44% wrong track).

  - On the generic ballot, the **Republican has notable leads** among women without a college degree, Hispanic voters, and outside of South Florida.

  - NPAs (about 1-in-5 voters) and suburban residents **lean for the Democrat**.

- The top priority for Congress is **inflation and economy** (26%), followed by **illegal immigration** (18%), **gun control** (14%), and **national security** (11%).

  - Republicans and white voters are split on **inflation** and **illegal immigration,** while Democrats place most emphasis on **gun control**. **Hispanic voters** care most about **inflation**.

  - Both men and women under 55 are **distinctly most concerned with inflation**, and those over 55 are much more diverse in their top issues, with **illegal immigration** standing out among both genders.

- Regarding the **economy in Florida**, voters are *mostly* **optimistic about the direction** it is headed (48% right direction; 45% wrong track), but in a significant contrast, over **9-in-10 voters believe the cost of living has increased *a lot*** over the past two years and **59% believe their personal finances have gotten worse** compared to one year ago (31% say their finances have stayed the same).

  - In a similarly negative sentiment, three-quarters of voters believe that **homeowners' insurance rates have increased over the past few years, and nearly all voters (91%) are concerned with current homeowners' insurance rates** in Florida.

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Insights & Analysis

- **President Biden** (-24 net fav) **is far more unfavorable than Donald Trump** (-10 net fav), as Trump is net favorable among men without a degree, rural residents, and white voters. Both have **remarkably similar images among NPAs** (nearly 2:1 unfavorable).

  - **Governor DeSantis** (-3 net fav) **has a slightly more favorable image than Trump** across the electorate, while **Lieutenant Governor Nunez** (+1 net fav) **is completely unknown** to nearly a majority of voters.

  - **Marco Rubio** (-4 net fav) **is more favorable than Rick Scott** (-16 net fav) as Scott is more unfavorable among each group, **especially Republicans**.

  - **Republicans in the State Legislature (+1 net fav) are more favorable than Democrats in the State Legislature** (-6 net fav). Hispanic voters find Republicans slightly favorable and Democrats unfavorable, and **NPAs find both parties slightly unfavorable**.

- In a **Presidential matchup between Trump and Biden**, **Trump leads 48% to 43%** with 9% undecided. Trump leads among Hispanic voters and outside of South Florida, while NPAs lean for Biden. College-educated men and women 55+ are split.

  - In a matchup between **DeSantis and Biden**, **DeSantis leads 46% to 43%,** with 11% undecided as Trump's former leads shrink across the electorate, but college-educated men flip from split to R+4.

  - In a matchup between **Biden and any Republican other than Trump**, the **Republican leads 45% to 37%,** with 18% undecided. **NPAs support the Republican R+12** as they markedly prefer a Republican outside of Trump or DeSantis.

  - In a matchup between **Trump** (44%), **Biden** (37%), and **RFK, Jr.** (11%), Trump's lead over Biden increases as **Biden loses support from key groups to RFK, Jr.** Most of RFK, Jr.'s support comes from women under 55, college-educated women, NPAs, and urban residents.

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Insights & Analysis

- There is **resounding support for recreational marijuana legalization** (57% support), including from Republicans (44% support; 39% oppose), and even **stronger support for Florida's three-day mandatory waiting period to buy a firearm** (80% support).
  - Republicans overwhelmingly support the mandatory waiting period (60% *strongly* support).

- **Homelessness** is seen as a **minor problem for a plurality of voters** (38%), particularly those in **Orlando and Tampa**. It is either a **major problem** (35%) or a **crisis** (15%) in **North Florida and urban residents** across the state. Interestingly, **women see it as much more of a problem** than men.

- **41% support expanding parole opportunities** for Florida inmates, and **29% oppose it**. Most support comes from the most liberal-leaning groups, while opposition resides strongest among the most conservative groups.
  - With the frame of a **recent damning audit** of private prisons, a **majority support eliminating private prisons**—Republicans lean support +11.

- **46% support** Governor DeSantis' decision to **disband campus groups** with ties to the national Students for Justice in Palestine organization, and 37% oppose it. The contentious issue is most **clearly defined along party lines** as Republicans most support and Democrats most oppose, but opposition reveals itself most-notably among **younger and college-educated women**.

- A law that would **protect historical monuments and memorials**, including some for soldiers who fought for the Confederate States of America, gets support from 6-in-10 voters as only Democrats oppose the law (53% oppose; 28% support).

- The law that **bans children's books** that are deemed sexually explicit from schools in the state **garners support from a majority** of voters, while 44% oppose it. Support is consistent among most groups, while **opposition is strongest** among younger and college-educated women, NPAs, Democrats, and urban residents.

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Insights & Analysis

- Regarding the top three biggest threats to the agricultural industry, there are distinct four ones that stand out: **rising inflation, cost of labor and/or operating costs** (39%), **overdevelopment onto farming and agricultural land** (32%), **destruction from climate change** (26%), and **labor shortage** (22%).

    - Voters without a degree, those in North Florida, Republicans, and rural residents are most concerned with **inflation and other costs**. NPAs place most emphasis on **overdevelopment**, and Democrats are most concerned with **climate change and labor shortage**.

- Machine learning generated four segmentation analysis groups:

    - *Low Information Voters* (14%) are generally Republicans who find Trump more favorable than DeSantis and support Trump on each ballot. They are the lowest propensity voter group.

    - *Anti-Trump / GOP* (7%) are moderate Republicans who support DeSantis. They are the highest-educated and highest-income group.

    - *GOP Base* (36%) finds Trump favorable and shows him the most support on the ballots. They are the least-educated, oldest, and most religious group.

    - *Dem Base* (43%) is the most female-leaning group that lives mostly in suburban communities and is mostly located in South Florida.
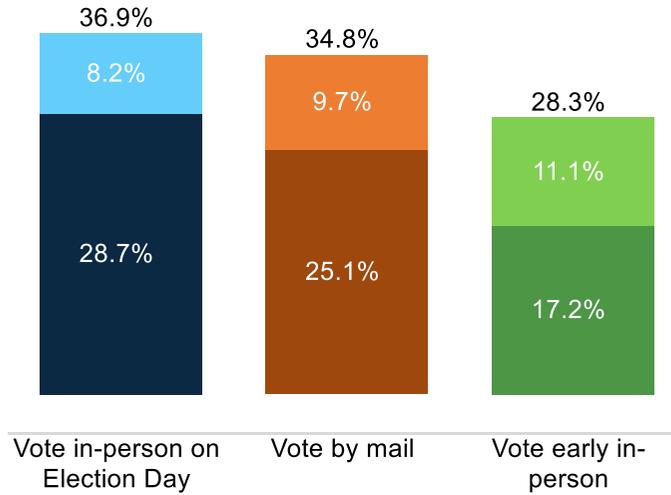
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Vote Method

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Definitely vote	75%	71%	67%	71%	72%	67%	71%	74%	78%	68%	65%	72%	72%	73%	69%	69%	71%	71%	73%	71%	74%	69%	73%	70%
Probably vote	25%	29%	33%	29%	28%	33%	29%	26%	22%	32%	35%	28%	28%	27%	31%	31%	29%	29%	27%	29%	26%	31%	27%	30%
Vote in-person on Election Day	42%	30%	38%	40%	35%	41%	34%	37%	35%	35%	46%	35%	45%	45%	22%	37%	36%	36%	42%	39%	38%	22%	51%	21%
Vote absentee by mail	26%	43%	29%	37%	36%	32%	37%	34%	34%	41%	23%	37%	26%	32%	47%	37%	33%	36%	29%	34%	33%	41%	20%	50%
Vote early in-person	32%	27%	33%	23%	29%	27%	29%	30%	31%	24%	32%	28%	29%	23%	31%	25%	31%	28%	29%	27%	28%	37%	29%	29%
Definitely vote in-person on Election Day	34%	25%	27%	30%	29%	28%	28%	29%	30%	26%	32%	28%	36%	37%	15%	27%	29%	27%	38%	31%	30%	15%	41%	14%
Probably vote in-person on Election Day	8%	5%	11%	10%	6%	13%	6%	7%	5%	9%	14%	6%	9%	8%	8%	11%	7%	9%	4%	8%	8%	7%	9%	6%
Definitely vote by mail	21%	30%	20%	28%	26%	23%	26%	25%	26%	30%	14%	27%	20%	23%	33%	25%	26%	26%	20%	24%	25%	30%	15%	36%
Probably vote by mail	6%	13%	9%	9%	10%	9%	11%	9%	8%	11%	9%	10%	6%	9%	14%	12%	7%	10%	10%	10%	9%	11%	5%	14%
Definitely vote early in-person	20%	16%	20%	13%	17%	16%	17%	20%	22%	12%	19%	17%	16%	14%	21%	17%	16%	18%	16%	15%	19%	24%	16%	19%
Probably vote early in-person	12%	11%	12%	10%	12%	11%	12%	10%	9%	12%	13%	11%	13%	10%	10%	8%	14%	10%	13%	11%	9%	13%	13%	10%

How do you plan to vote in the November 2024 general election for President, U.S. Congress, and U.S. Senate?
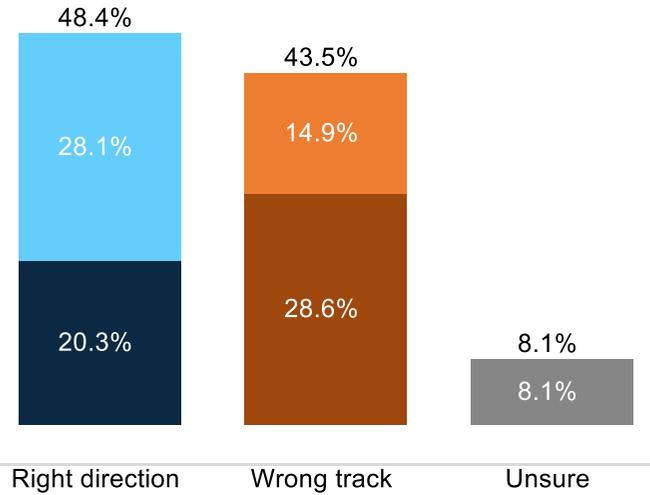
CYGNAL

State Direction

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Right direction	43%	47%	48%	56%	49%	53%	47%	42%	50%	50%	56%	43%	82%	35%	16%	39%	57%	45%	57%	56%	45%	21%	81%	12%
Wrong track	51%	43%	45%	35%	41%	39%	42%	52%	43%	45%	33%	48%	13%	50%	77%	51%	32%	48%	36%	37%	46%	69%	12%	80%
Definitely the right direction	14%	18%	23%	27%	26%	25%	18%	13%	19%	21%	29%	16%	37%	14%	7%	12%	26%	20%	22%	23%	21%	12%	35%	5%
Mostly the right direction	29%	29%	24%	29%	24%	28%	29%	28%	31%	29%	26%	27%	45%	21%	10%	27%	31%	25%	35%	33%	25%	9%	46%	8%
Mostly the wrong track	12%	15%	19%	14%	17%	16%	12%	16%	12%	18%	14%	15%	7%	21%	22%	17%	11%	16%	15%	12%	17%	25%	6%	25%
Definitely the wrong track	39%	28%	27%	21%	25%	23%	30%	36%	30%	27%	19%	33%	6%	30%	55%	34%	21%	32%	21%	25%	29%	44%	6%	55%
Unsure	6%	10%	7%	9%	9%	7%	10%	6%	8%	5%	11%	9%	5%	15%	7%	10%	11%	6%	7%	7%	8%	11%	7%	8%

Generally speaking, would you say things in Florida are headed in the right direction or off on the wrong track?

Generic Ballot
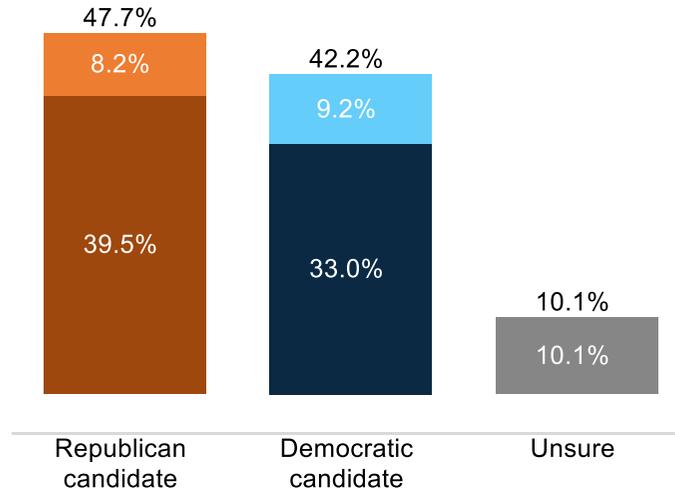
	Republican candidate	Democratic candidate	Unsure
Total	47.7%	42.2%	10.1%
	8.2% / 39.5%	9.2% / 33.0%	10.1%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Republican candidate	39%	46%	48%	58%	47%	57%	50%	35%	47%	51%	51%	44%	90%	38%	4%	40%	58%	42%	60%	57%	47%	10%	89%	3%
Democratic candidate	51%	45%	37%	35%	40%	33%	43%	53%	43%	38%	36%	47%	3%	44%	89%	50%	31%	47%	32%	34%	44%	78%	2%	90%
Definitely the Republican candidate	33%	39%	34%	50%	39%	45%	45%	28%	35%	42%	43%	38%	79%	25%	2%	30%	50%	35%	49%	49%	39%	5%	77%	0%
Probably the Republican candidate	6%	6%	14%	8%	8%	12%	6%	7%	12%	9%	8%	5%	10%	13%	2%	10%	8%	7%	11%	8%	8%	5%	12%	3%
Probably the Democratic candidate	10%	8%	12%	7%	13%	8%	7%	10%	11%	6%	8%	11%	1%	19%	13%	9%	4%	12%	8%	7%	13%	16%	1%	18%
Definitely the Democratic candidate	41%	37%	24%	28%	27%	26%	36%	43%	33%	32%	27%	37%	2%	25%	76%	41%	27%	35%	25%	27%	31%	61%	0%	72%
Unsure	9%	9%	15%	7%	13%	10%	7%	12%	9%	11%	13%	9%	8%	17%	7%	10%	11%	10%	8%	9%	9%	12%	9%	7%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

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Image Tests

Net Fav

Joe Biden
| 19.4% | 16.7% | | 7.4% | 53.0% | **-24.2** |

Donald Trump
| 32.0% | 11.3% | | 5.9% | 47.7% | **-10.1** |

Ron DeSantis
| 32.4% | 14.3% | | 6.8% | 43.2% | **-3.4** |

Jeanette Nuñez
| 6.4% | 7.7% | 25.7% | 46.6% | 4.3% | 9.3% | **0.5** |

Marco Rubio
| 21.6% | 21.8% | 8.6% | 14.4% | 32.5% | **-3.6** |

Rick Scott
| 16.5% | 18.5% | 10.2% | 15.3% | 36.2% | **-16.4** |

Republicans in Florida State Legislature
| 24.9% | 18.0% | 12.1% | 9.1% | 33.1% | **0.7** |

Democrats in Florida State Legislature
| 16.8% | 21.0% | 13.5% | 5.3% | 12.4% | 31.1% | **-5.7** |

0   20   40   60   80   100%

■ Very favorable ■ Somewhat favorable ■ No opinion □ Never heard of ■ Somewhat unfavorable ■ Very unfavorable

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Image Tests Heatmap - Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Joe Biden	37%	42%	29%	33%	34%	30%	36%	45%	37%	34%	28%	41%	3%	36%	75%	41%	30%	39%	28%	30%	33%	67%	2%	76%
Donald Trump	37%	44%	44%	48%	37%	52%	47%	33%	44%	47%	45%	40%	80%	34%	5%	37%	50%	39%	54%	50%	46%	12%	82%	3%
Ron DeSantis	40%	47%	46%	53%	46%	52%	49%	38%	48%	46%	54%	43%	85%	40%	7%	42%	56%	41%	55%	56%	40%	11%	87%	4%
Jeanette Nuñez	11%	11%	19%	17%	16%	19%	10%	12%	16%	13%	11%	15%	21%	15%	6%	11%	14%	13%	22%	14%	19%	12%	21%	7%
Marco Rubio	35%	43%	40%	56%	46%	50%	45%	32%	42%	45%	47%	42%	79%	30%	10%	34%	53%	39%	54%	50%	46%	10%	76%	9%
Rick Scott	27%	37%	29%	45%	32%	41%	37%	27%	33%	38%	37%	33%	62%	26%	10%	33%	42%	30%	41%	40%	40%	7%	60%	9%
Republicans in Florida State Legislature	33%	43%	45%	51%	41%	53%	47%	28%	44%	41%	49%	40%	77%	39%	6%	38%	47%	39%	56%	50%	45%	11%	78%	5%
Democrats in Florida State Legislature	44%	40%	30%	35%	37%	30%	38%	47%	34%	34%	31%	46%	9%	38%	74%	42%	29%	43%	29%	32%	40%	62%	9%	71%

CYGNAL

Image Tests Heatmap - Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Joe Biden	60%	53%	66%	65%	62%	67%	61%	51%	58%	65%	66%	56%	94%	62%	20%	56%	67%	57%	68%	68%	62%	24%	96%	20%
Donald Trump	62%	54%	50%	48%	57%	44%	52%	65%	55%	50%	51%	56%	18%	62%	91%	60%	47%	59%	37%	48%	54%	77%	16%	95%
Ron DeSantis	58%	51%	49%	43%	46%	45%	48%	61%	48%	48%	42%	56%	13%	58%	89%	58%	40%	55%	36%	41%	58%	80%	10%	93%
Jeanette Nuñez	17%	11%	12%	15%	8%	17%	12%	15%	16%	12%	13%	13%	9%	12%	20%	12%	14%	14%	13%	12%	15%	15%	9%	20%
Marco Rubio	54%	48%	44%	41%	44%	42%	46%	56%	46%	45%	41%	51%	12%	56%	83%	52%	40%	52%	33%	39%	50%	77%	13%	85%
Rick Scott	57%	51%	52%	46%	53%	47%	50%	57%	51%	50%	47%	55%	25%	57%	79%	52%	44%	57%	45%	47%	48%	77%	25%	81%
Republicans in Florida State Legislature	55%	40%	39%	35%	40%	35%	41%	54%	44%	39%	36%	46%	8%	45%	81%	49%	33%	48%	27%	36%	42%	70%	6%	82%
Democrats in Florida State Legislature	39%	39%	46%	51%	39%	54%	44%	33%	45%	46%	49%	38%	69%	44%	13%	39%	51%	39%	51%	50%	44%	16%	71%	14%

CYGNAL

Image: Joe Biden

	Favorable	Unfavorable	No opinion	Never heard of
	36.2%	60.4%	3.0%	.4%
	16.7% / 19.4%	7.4% / 53.0%		

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	37%	42%	29%	33%	34%	30%	36%	45%	37%	34%	28%	41%	3%	36%	75%	41%	30%	39%	28%	30%	33%	67%	2%	76%
Unfavorable Total	60%	53%	66%	65%	62%	67%	61%	51%	58%	65%	66%	56%	94%	62%	20%	56%	67%	57%	68%	68%	62%	24%	96%	20%
Very favorable	14%	29%	12%	18%	15%	16%	23%	22%	19%	22%	15%	20%	1%	12%	47%	19%	18%	21%	16%	16%	9%	48%	1%	43%
Somewhat favorable	23%	13%	17%	15%	20%	14%	13%	23%	18%	12%	14%	21%	3%	24%	28%	23%	12%	18%	11%	14%	24%	19%	1%	33%
Somewhat unfavorable	12%	4%	10%	6%	11%	6%	7%	8%	5%	6%	8%	10%	5%	10%	9%	12%	5%	8%	5%	7%	9%	9%	4%	11%
Very unfavorable	49%	49%	57%	59%	52%	61%	54%	43%	53%	59%	59%	46%	89%	51%	11%	44%	63%	49%	63%	62%	53%	15%	92%	9%
No opinion	2%	4%	4%	2%	3%	2%	3%	4%	4%	1%	5%	3%	2%	2%	5%	3%	2%	4%	4%	1%	4%	9%	2%	4%
Never heard of	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Joe Biden?
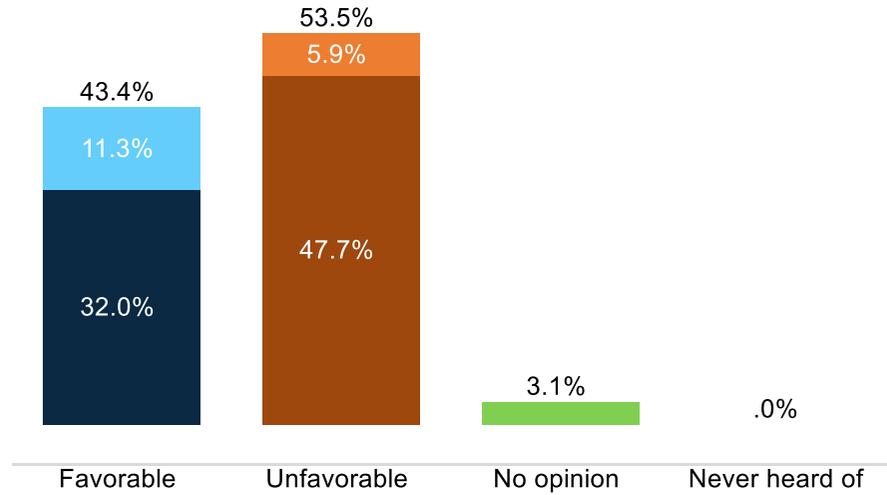
CYGNAL

Image: Donald Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	37%	44%	44%	48%	37%	52%	47%	33%	44%	47%	45%	40%	80%	34%	5%	37%	50%	39%	54%	50%	46%	12%	82%	3%
Unfavorable Total	62%	54%	50%	48%	57%	44%	52%	65%	55%	50%	51%	56%	18%	62%	91%	60%	47%	59%	37%	48%	54%	77%	16%	95%
Very favorable	25%	34%	34%	35%	28%	38%	36%	23%	31%	33%	34%	31%	61%	25%	2%	26%	38%	30%	40%	37%	40%	5%	61%	1%
Somewhat favorable	12%	11%	10%	13%	9%	14%	11%	11%	13%	13%	12%	9%	19%	9%	4%	12%	12%	10%	15%	13%	6%	7%	21%	2%
Somewhat unfavorable	7%	2%	11%	5%	10%	7%	4%	4%	4%	8%	5%	6%	6%	9%	4%	5%	7%	6%	5%	6%	4%	8%	6%	4%
Very unfavorable	55%	52%	39%	43%	47%	37%	48%	60%	50%	43%	45%	51%	12%	53%	87%	56%	40%	52%	33%	42%	50%	70%	9%	90%
No opinion	2%	2%	5%	4%	6%	4%	1%	2%	1%	3%	4%	4%	1%	3%	3%	2%	3%	2%	8%	2%	0%	10%	3%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?
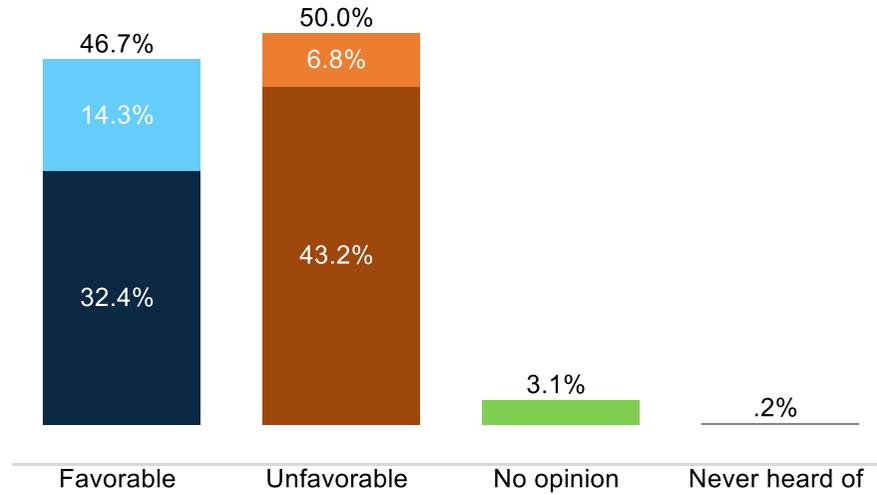
CYGNAL

Image: Ron DeSantis

Favorable 46.7% (14.3% + 32.4%), Unfavorable 50.0% (6.8% + 43.2%), No opinion 3.1%, Never heard of .2%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	40%	47%	46%	53%	46%	52%	49%	38%	48%	46%	54%	43%	85%	40%	7%	42%	56%	41%	55%	56%	40%	11%	87%	4%
Unfavorable Total	58%	51%	49%	43%	46%	45%	48%	61%	48%	48%	42%	56%	13%	58%	89%	58%	40%	55%	36%	41%	58%	80%	10%	93%
Very favorable	28%	31%	33%	37%	32%	38%	33%	27%	32%	33%	41%	28%	62%	25%	3%	27%	37%	30%	41%	39%	30%	6%	62%	2%
Somewhat favorable	11%	16%	14%	16%	14%	14%	16%	11%	17%	13%	13%	15%	23%	15%	4%	15%	19%	12%	14%	17%	10%	5%	25%	2%
Somewhat unfavorable	6%	6%	8%	7%	7%	8%	7%	6%	6%	10%	6%	6%	6%	7%	7%	8%	5%	6%	9%	6%	8%	10%	5%	8%
Very unfavorable	52%	45%	41%	35%	39%	37%	42%	56%	42%	38%	36%	50%	7%	51%	82%	50%	35%	49%	27%	36%	50%	70%	5%	85%
No opinion	2%	1%	5%	5%	8%	3%	3%	1%	3%	5%	4%	1%	3%	2%	3%	0%	3%	3%	7%	2%	2%	8%	3%	3%
Never heard of	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%

Do you have a favorable or unfavorable opinion of Ron DeSantis?

Image: Jeanette Nuñez
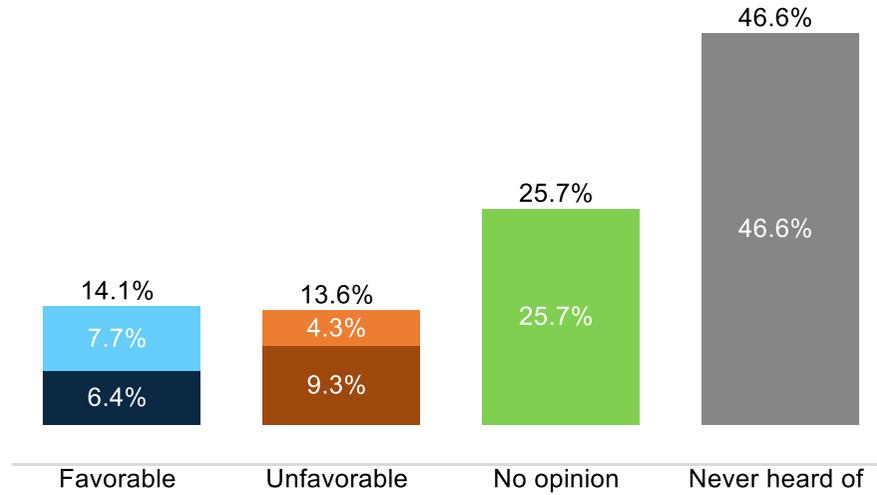
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden 20
Favorable Total	11%	11%	19%	17%	16%	19%	10%	12%	16%	13%	11%	15%	21%	15%	6%	11%	14%	13%	22%	14%	19%	12%	21%	7%
Unfavorable Total	17%	11%	12%	15%	8%	17%	12%	15%	16%	12%	13%	13%	9%	12%	20%	12%	14%	14%	13%	12%	15%	15%	9%	20%
Very favorable	4%	6%	10%	6%	10%	7%	5%	5%	10%	3%	5%	7%	12%	6%	1%	4%	6%	6%	10%	6%	11%	1%	11%	1%
Somewhat favorable	7%	5%	9%	11%	6%	12%	5%	7%	7%	9%	5%	8%	9%	9%	5%	7%	8%	7%	11%	7%	8%	10%	10%	5%
Somewhat unfavorable	4%	5%	4%	5%	3%	5%	4%	5%	4%	5%	6%	3%	4%	3%	6%	4%	4%	4%	7%	5%	1%	7%	3%	6%
Very unfavorable	13%	6%	9%	10%	5%	12%	8%	10%	12%	8%	7%	10%	5%	9%	14%	8%	10%	10%	6%	8%	14%	7%	6%	14%
No opinion	25%	26%	20%	31%	27%	25%	27%	24%	29%	30%	26%	21%	24%	32%	23%	27%	28%	23%	27%	27%	19%	28%	27%	24%
Never heard of	47%	53%	49%	37%	49%	39%	51%	48%	39%	45%	50%	50%	46%	41%	50%	49%	43%	50%	38%	47%	46%	46%	43%	50%

Do you have a favorable or unfavorable opinion of Jeanette Nuñez?
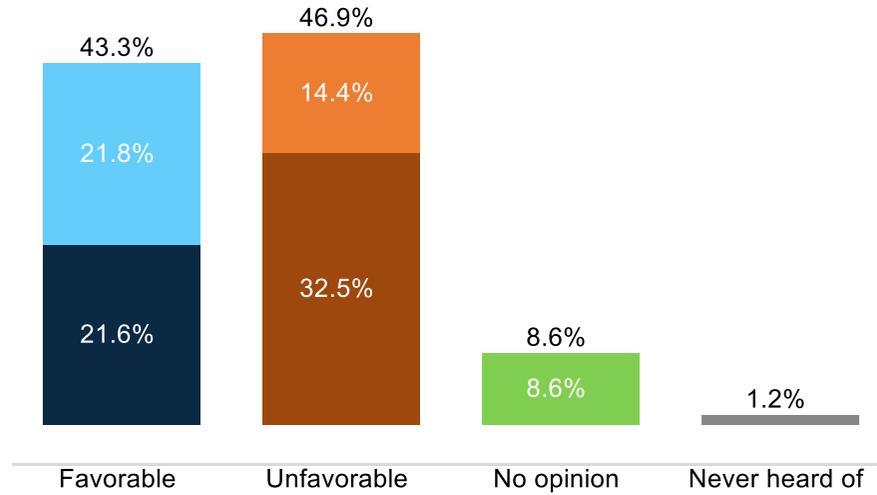
CYGNAL

Image: Marco Rubio

Favorable: 43.3% (21.8% + 21.6%)
Unfavorable: 46.9% (14.4% + 32.5%)
No opinion: 8.6%
Never heard of: 1.2%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	35%	43%	40%	56%	46%	50%	45%	32%	42%	45%	47%	42%	79%	30%	10%	34%	53%	39%	54%	50%	46%	10%	76%	9%
Unfavorable Total	54%	48%	44%	41%	44%	42%	46%	56%	46%	45%	41%	51%	12%	56%	83%	52%	40%	52%	33%	39%	50%	77%	13%	85%
Very favorable	15%	24%	12%	33%	18%	26%	22%	18%	20%	23%	22%	21%	44%	10%	2%	22%	28%	17%	27%	26%	22%	1%	42%	0%
Somewhat favorable	19%	19%	27%	23%	28%	23%	23%	14%	22%	21%	25%	21%	35%	20%	8%	12%	25%	22%	27%	24%	24%	9%	34%	8%
Somewhat unfavorable	16%	16%	12%	12%	13%	11%	14%	19%	16%	11%	13%	16%	6%	21%	20%	16%	18%	14%	8%	12%	18%	19%	8%	21%
Very unfavorable	39%	31%	32%	29%	31%	30%	32%	37%	30%	34%	28%	35%	6%	35%	63%	36%	22%	38%	25%	27%	32%	58%	5%	64%
No opinion	11%	7%	15%	3%	10%	8%	7%	10%	8%	10%	11%	7%	7%	13%	6%	12%	5%	8%	12%	9%	2%	12%	10%	6%
Never heard of	0%	3%	1%	0%	0%	1%	2%	2%	4%	1%	0%	0%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%

Do you have a favorable or unfavorable opinion of Marco Rubio?
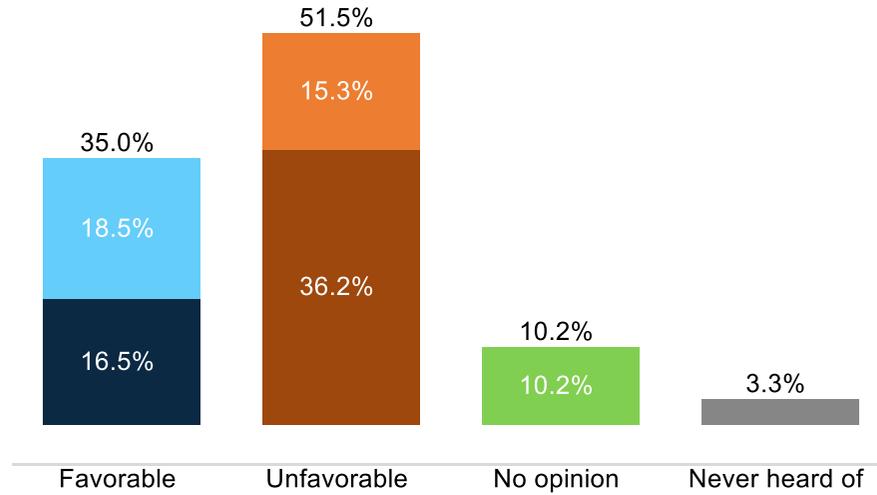
CYGNAL

Image: Rick Scott

Favorable 35.0% (18.5% + 16.5%)
Unfavorable 51.5% (15.3% + 36.2%)
No opinion 10.2%
Never heard of 3.3%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	27%	37%	29%	45%	32%	41%	37%	27%	33%	38%	37%	33%	62%	26%	10%	33%	42%	30%	41%	40%	40%	7%	60%	9%
Unfavorable Total	57%	51%	52%	46%	53%	47%	50%	57%	51%	50%	47%	55%	25%	57%	79%	52%	44%	57%	45%	47%	48%	77%	25%	81%
Very favorable	7%	16%	13%	28%	21%	22%	15%	10%	17%	15%	18%	16%	33%	10%	2%	14%	20%	13%	24%	19%	16%	4%	32%	1%
Somewhat favorable	20%	20%	15%	18%	12%	19%	22%	17%	16%	23%	19%	17%	29%	17%	9%	19%	22%	17%	17%	20%	24%	3%	28%	8%
Somewhat unfavorable	16%	14%	16%	16%	20%	14%	13%	17%	14%	16%	12%	17%	13%	18%	15%	15%	19%	15%	10%	16%	12%	17%	14%	17%
Very unfavorable	41%	37%	36%	30%	33%	33%	37%	41%	37%	34%	35%	38%	11%	39%	64%	37%	25%	42%	35%	31%	36%	60%	11%	64%
No opinion	11%	10%	17%	5%	11%	10%	8%	12%	11%	9%	13%	9%	11%	15%	6%	12%	11%	10%	9%	10%	10%	11%	12%	7%
Never heard of	5%	3%	2%	4%	4%	2%	5%	3%	5%	3%	3%	2%	3%	2%	4%	3%	3%	3%	5%	3%	2%	5%	3%	3%

Do you have a favorable or unfavorable opinion of Rick Scott?
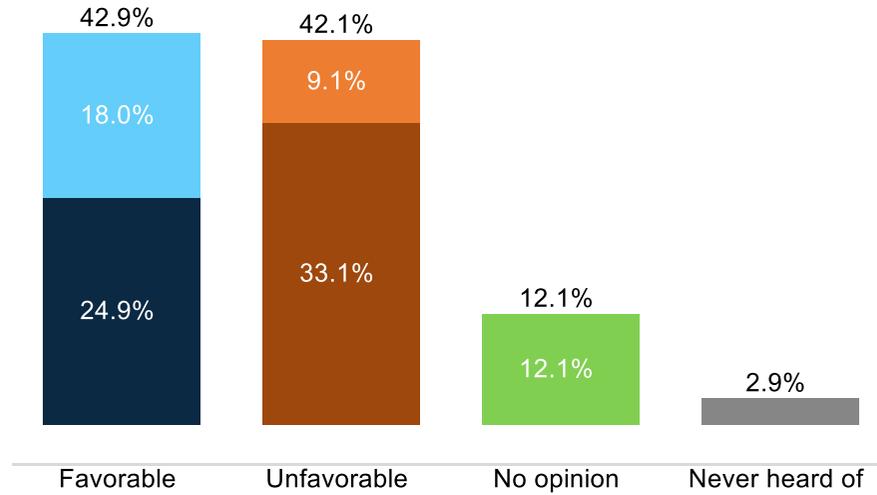
CYGNAL

Image: Republicans in Florida State Legislature

Favorable: 42.9% (18.0% + 24.9%)
Unfavorable: 42.1% (9.1% + 33.1%)
No opinion: 12.1%
Never heard of: 2.9%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	33%	43%	45%	51%	41%	53%	47%	28%	44%	41%	49%	40%	77%	39%	6%	38%	47%	39%	56%	50%	45%	11%	78%	5%
Unfavorable Total	55%	40%	39%	35%	40%	35%	41%	54%	44%	39%	36%	46%	8%	45%	81%	49%	33%	48%	27%	36%	42%	70%	6%	82%
Very favorable	20%	26%	25%	28%	26%	28%	27%	20%	26%	20%	31%	24%	49%	18%	2%	24%	28%	21%	34%	29%	30%	3%	48%	1%
Somewhat favorable	13%	16%	20%	23%	15%	25%	20%	8%	18%	21%	19%	16%	28%	21%	4%	14%	20%	18%	22%	22%	14%	8%	31%	5%
Somewhat unfavorable	11%	6%	11%	9%	13%	8%	6%	11%	9%	10%	10%	8%	3%	13%	14%	9%	6%	10%	12%	8%	8%	16%	3%	14%
Very unfavorable	44%	34%	27%	26%	27%	27%	35%	43%	35%	30%	25%	38%	5%	32%	67%	41%	27%	38%	16%	28%	34%	55%	2%	68%
No opinion	9%	14%	16%	10%	16%	10%	10%	15%	11%	15%	10%	12%	12%	15%	10%	10%	16%	11%	11%	10%	12%	16%	12%	11%
Never heard of	3%	3%	1%	4%	3%	2%	2%	3%	2%	5%	5%	2%	3%	1%	3%	3%	4%	2%	6%	3%	1%	3%	3%	2%

Do you have a favorable or unfavorable opinion of Republicans in Florida State Legislature?
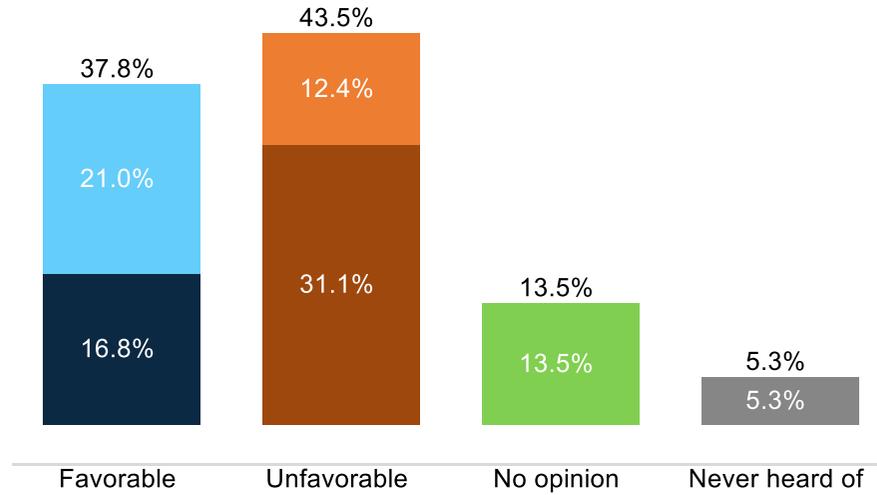
CYGNAL

Image: Democrats in Florida State Legislature

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Favorable Total	44%	40%	30%	35%	37%	30%	38%	47%	34%	34%	31%	46%	9%	38%	74%	42%	29%	43%	29%	32%	40%	62%	9%	71%
Unfavorable Total	39%	39%	46%	51%	39%	54%	44%	33%	45%	46%	49%	38%	69%	44%	13%	39%	51%	39%	51%	50%	44%	16%	71%	14%
Very favorable	16%	24%	11%	13%	12%	12%	19%	21%	14%	18%	12%	20%	2%	11%	38%	19%	13%	18%	15%	15%	15%	28%	2%	35%
Somewhat favorable	28%	16%	19%	22%	25%	18%	18%	26%	20%	16%	20%	26%	6%	27%	36%	23%	16%	24%	14%	17%	25%	34%	7%	36%
Somewhat unfavorable	11%	10%	15%	14%	10%	17%	11%	11%	11%	17%	14%	9%	13%	18%	8%	11%	16%	11%	11%	13%	11%	11%	15%	10%
Very unfavorable	28%	29%	31%	37%	29%	37%	33%	23%	35%	29%	35%	29%	56%	26%	5%	28%	35%	28%	40%	37%	32%	5%	56%	4%
No opinion	10%	14%	18%	11%	19%	12%	11%	15%	14%	14%	14%	13%	14%	15%	10%	12%	15%	14%	11%	13%	11%	18%	14%	12%
Never heard of	6%	6%	5%	3%	5%	4%	8%	4%	6%	6%	6%	4%	8%	3%	3%	6%	4%	4%	9%	5%	5%	5%	6%	4%

Do you have a favorable or unfavorable opinion of Democrats in Florida State Legislature?
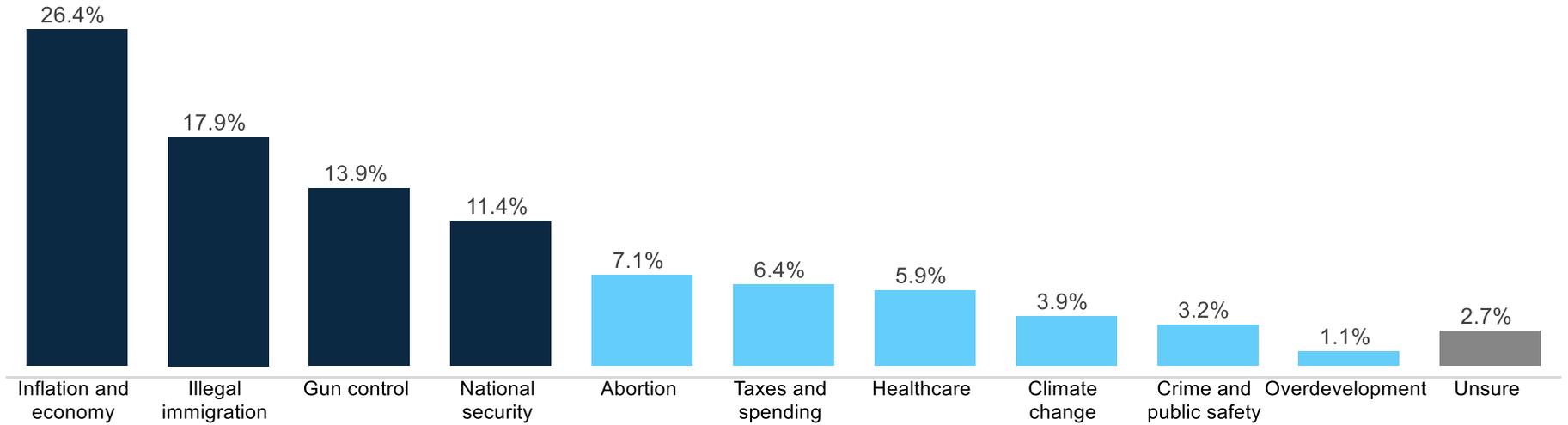
CYGNAL

Top Priority

Bar chart — "Which one of the following issues do you believe should be the top priority for Congress?"

- Inflation and economy: 26.4%
- Illegal immigration: 17.9%
- Gun control: 13.9%
- National security: 11.4%
- Abortion: 7.1%
- Taxes and spending: 6.4%
- Healthcare: 5.9%
- Climate change: 3.9%
- Crime and public safety: 3.2%
- Overdevelopment: 1.1%
- Unsure: 2.7%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Inflation and economy	36%	19%	32%	21%	24%	28%	25%	29%	21%	30%	26%	27%	33%	20%	21%	28%	27%	25%	26%	24%	33%	29%	32%	20%
Illegal immigration	10%	20%	14%	26%	15%	24%	21%	10%	20%	19%	20%	15%	32%	17%	3%	12%	25%	16%	21%	23%	12%	4%	33%	2%
Gun control	14%	17%	8%	15%	14%	11%	16%	15%	13%	16%	11%	15%	2%	13%	29%	15%	16%	14%	9%	11%	15%	24%	2%	28%
National security	6%	16%	7%	15%	16%	9%	15%	8%	14%	10%	13%	10%	17%	7%	5%	9%	14%	11%	11%	14%	6%	7%	18%	5%
Abortion	11%	8%	5%	4%	7%	2%	6%	14%	8%	5%	9%	7%	3%	7%	12%	10%	4%	8%	3%	7%	9%	5%	2%	13%
Taxes and spending	5%	3%	13%	7%	9%	10%	3%	4%	6%	10%	6%	5%	7%	10%	5%	10%	4%	6%	6%	5%	7%	9%	8%	5%
Healthcare	9%	4%	10%	2%	5%	5%	6%	7%	7%	3%	7%	7%	1%	7%	11%	4%	3%	8%	5%	6%	5%	8%	1%	11%
Climate change	5%	3%	6%	2%	5%	3%	3%	5%	2%	4%	2%	6%	0%	7%	7%	5%	1%	5%	2%	4%	3%	4%	0%	9%
Crime and public safety	1%	5%	1%	5%	3%	3%	4%	3%	2%	2%	3%	5%	2%	6%	4%	5%	1%	2%	8%	2%	5%	6%	2%	4%
Overdevelopment	2%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	1%	1%	2%	0%	3%	1%	1%	1%	1%	1%
Unsure	2%	3%	5%	1%	2%	4%	1%	4%	5%	0%	3%	3%	2%	5%	2%	1%	3%	3%	5%	2%	4%	2%	2%	2%

Which one of the following issues do you believe should be the top priority for Congress?

CYGNAL

Biden v Trump
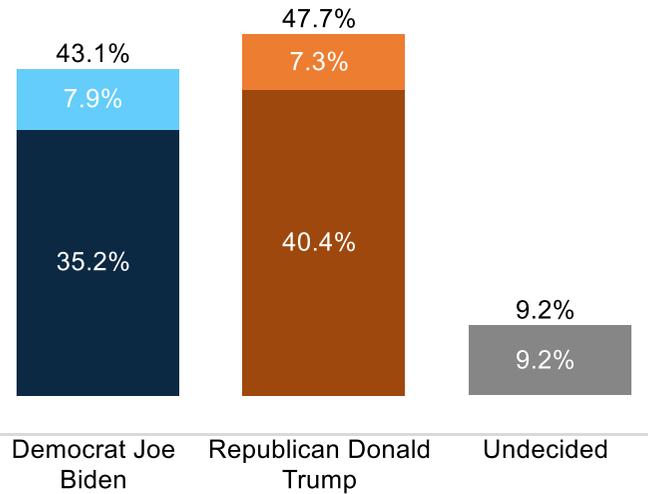
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Democrat Joe Biden	49%	47%	37%	38%	45%	33%	42%	55%	43%	37%	40%	48%	4%	45%	89%	51%	34%	47%	32%	34%	44%	79%	2%	90%
Republican Donald Trump	41%	46%	51%	53%	44%	57%	49%	37%	47%	54%	49%	43%	88%	39%	5%	42%	55%	43%	60%	56%	48%	12%	89%	3%
Definitely Democrat Joe Biden	40%	40%	30%	29%	35%	26%	35%	46%	35%	34%	28%	40%	2%	36%	75%	43%	31%	37%	26%	29%	32%	66%	1%	75%
Probably Democrat Joe Biden	9%	7%	7%	8%	10%	7%	7%	10%	8%	4%	12%	9%	2%	9%	14%	8%	4%	10%	7%	5%	13%	13%	1%	16%
Probably Republican Donald Trump	6%	8%	6%	9%	6%	9%	8%	7%	7%	10%	7%	6%	12%	8%	2%	8%	7%	7%	7%	9%	4%	4%	13%	1%
Definitely Republican Donald Trump	35%	38%	45%	44%	39%	48%	42%	31%	40%	44%	42%	38%	76%	30%	4%	34%	48%	36%	52%	47%	44%	8%	76%	2%
Undecided	10%	7%	12%	9%	11%	11%	9%	7%	10%	9%	11%	8%	7%	16%	6%	7%	10%	10%	8%	9%	8%	9%	9%	7%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

CYGNAL

Biden v DeSantis
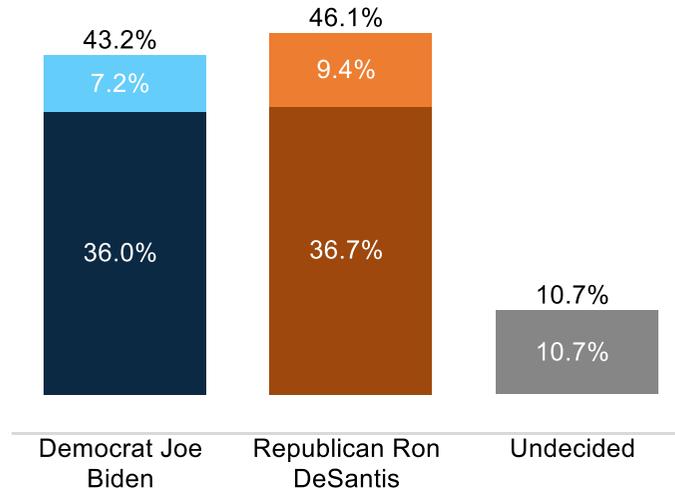
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Democrat Joe Biden	50%	46%	37%	38%	43%	35%	41%	56%	43%	38%	38%	49%	4%	43%	91%	51%	33%	48%	32%	34%	44%	80%	1%	91%
Republican Ron DeSantis	41%	44%	46%	53%	47%	52%	46%	39%	48%	49%	51%	41%	85%	38%	6%	38%	55%	43%	54%	56%	46%	6%	85%	3%
Definitely Democrat Joe Biden	44%	39%	30%	29%	37%	25%	34%	50%	37%	33%	30%	41%	2%	34%	78%	43%	29%	39%	28%	30%	35%	66%	1%	77%
Probably Democrat Joe Biden	6%	7%	7%	8%	6%	9%	7%	6%	6%	6%	8%	8%	2%	9%	12%	9%	4%	9%	5%	5%	8%	14%	0%	14%
Probably Republican Ron DeSantis	10%	10%	7%	9%	3%	11%	10%	11%	12%	9%	13%	6%	16%	9%	2%	6%	11%	10%	8%	11%	11%	0%	16%	2%
Definitely Republican Ron DeSantis	30%	34%	39%	44%	44%	41%	36%	28%	36%	40%	38%	34%	69%	29%	3%	32%	44%	32%	46%	45%	35%	6%	69%	1%
Undecided	9%	9%	16%	9%	10%	14%	13%	5%	9%	13%	11%	10%	11%	19%	4%	11%	12%	9%	14%	10%	11%	14%	13%	6%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

CYGNAL

Biden v Non-Trump R

Bar chart:
- **Democrat Joe Biden: 37.1%** (28.6% dark, 8.5% light blue)
- **Republican other than Donald Trump: 45.4%** (29.5% dark, 16.0% orange)
- **Undecided: 17.5%** (17.5%)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Democrat Joe Biden	39%	42%	33%	32%	34%	32%	36%	47%	35%	36%	35%	41%	1%	34%	83%	41%	29%	42%	28%	30%	30%	78%	1%	80%
A Republican other than Donald Trump	44%	40%	49%	51%	52%	49%	44%	38%	47%	44%	49%	44%	74%	46%	11%	49%	57%	38%	45%	52%	50%	9%	75%	12%
Definitely Democrat Joe Biden	31%	32%	26%	24%	27%	24%	27%	37%	25%	29%	26%	32%	1%	23%	66%	32%	24%	32%	20%	22%	24%	61%	0%	62%
Probably Democrat Joe Biden	8%	10%	7%	8%	8%	8%	9%	10%	9%	7%	9%	9%	0%	12%	17%	9%	5%	10%	8%	8%	6%	16%	0%	18%
Probably a Republican other than Donald Trump	20%	11%	18%	17%	14%	19%	15%	15%	19%	19%	14%	13%	23%	20%	5%	18%	20%	12%	19%	17%	19%	6%	22%	9%
Definitely a Republican other than Donald Trump	24%	29%	32%	34%	37%	30%	29%	23%	28%	25%	35%	31%	51%	26%	6%	31%	37%	26%	26%	35%	31%	3%	53%	3%
Undecided	17%	18%	18%	17%	14%	19%	20%	15%	19%	20%	16%	16%	25%	20%	6%	10%	14%	20%	27%	18%	20%	13%	24%	7%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

CYGNAL

Biden v Trump v Kennedy

Stacked bar chart:
- Republican Donald Trump: 43.7% (8.0% + 35.7%)
- Democrat Joe Biden: 37.0% (7.1% + 29.9%)
- Independent Robert F. Kennedy, Jr.: 11.2% (7.4%)
- Undecided: 8.0% (8.0%)
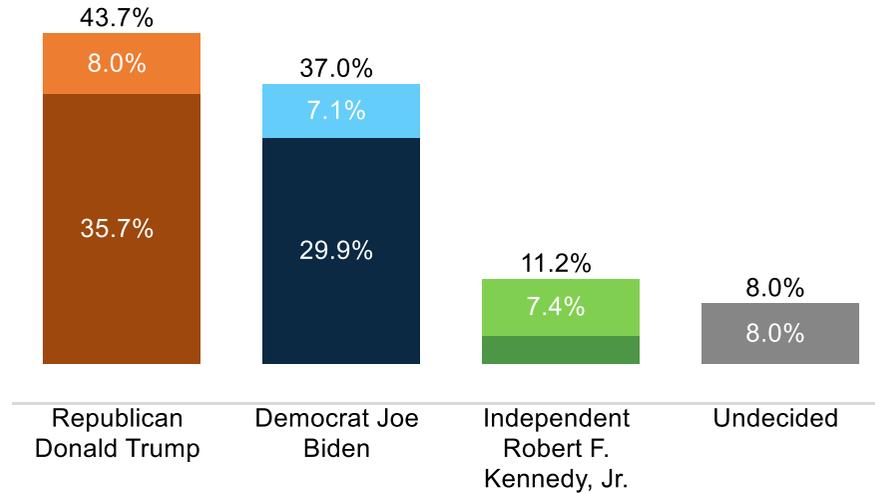
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Republican Donald Trump	34%	43%	48%	50%	43%	53%	46%	30%	44%	48%	45%	40%	83%	35%	3%	36%	52%	39%	55%	51%	45%	12%	83%	1%
Democrat Joe Biden	40%	42%	31%	34%	37%	30%	37%	46%	35%	34%	35%	41%	2%	37%	79%	39%	30%	43%	24%	31%	33%	72%	2%	79%
Independent Robert F. Kennedy, Jr.	19%	10%	10%	7%	10%	7%	11%	18%	11%	13%	10%	11%	7%	17%	12%	20%	8%	8%	17%	10%	14%	10%	7%	15%
Definitely Republican Donald Trump	26%	37%	38%	42%	33%	44%	39%	24%	36%	39%	36%	33%	71%	25%	1%	30%	43%	32%	45%	42%	39%	6%	69%	0%
Probably Republican Donald Trump	8%	6%	10%	8%	10%	9%	8%	6%	8%	8%	9%	8%	12%	10%	2%	6%	9%	8%	10%	9%	6%	5%	14%	1%
Definitely Democrat Joe Biden	30%	36%	25%	27%	29%	24%	30%	37%	27%	28%	28%	34%	1%	27%	67%	33%	26%	33%	21%	24%	28%	62%	0%	65%
Probably Democrat Joe Biden	10%	6%	6%	7%	8%	6%	7%	8%	8%	6%	7%	7%	2%	10%	12%	6%	5%	10%	4%	7%	6%	10%	1%	14%
Definitely Independent Robert F. Kennedy, Jr.	7%	3%	3%	3%	4%	3%	3%	6%	4%	3%	6%	3%	2%	6%	4%	5%	3%	3%	7%	4%	2%	5%	2%	4%
Probably Independent Robert F. Kennedy, Jr.	13%	7%	6%	4%	7%	4%	8%	11%	7%	9%	4%	8%	5%	11%	8%	15%	5%	5%	10%	6%	12%	5%	4%	10%
Undecided	7%	6%	11%	9%	10%	10%	6%	7%	10%	6%	10%	8%	8%	11%	6%	5%	9%	10%	4%	8%	8%	7%	9%	5%

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?
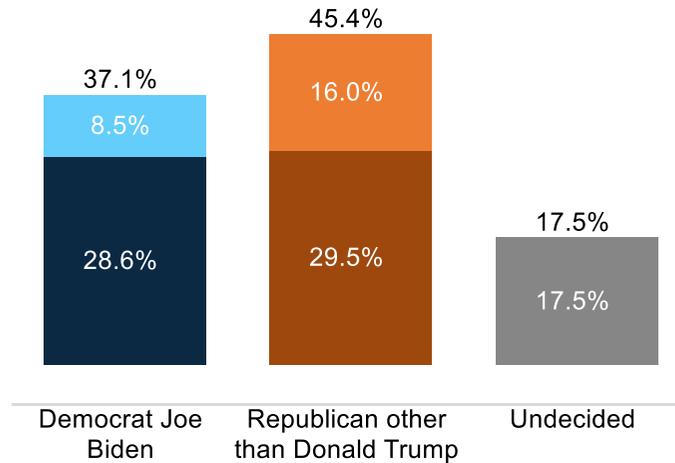
CYGNAL

Economy Direction
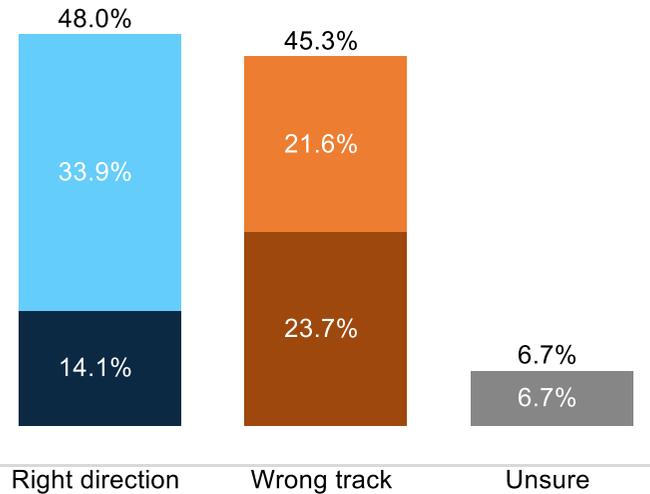
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Right direction	38%	47%	49%	58%	58%	51%	47%	39%	49%	47%	55%	44%	73%	39%	25%	42%	51%	46%	57%	55%	43%	24%	70%	24%
Wrong track	55%	44%	45%	38%	39%	42%	47%	51%	44%	48%	41%	46%	23%	52%	66%	52%	41%	47%	36%	40%	49%	64%	26%	68%
Definitely the right direction	8%	12%	15%	21%	25%	15%	11%	10%	14%	14%	14%	14%	26%	9%	4%	13%	14%	14%	15%	17%	13%	3%	24%	3%
Mostly the right direction	30%	35%	34%	37%	33%	36%	36%	29%	34%	34%	41%	30%	47%	30%	21%	29%	37%	32%	42%	38%	30%	21%	46%	20%
Mostly the wrong track	22%	20%	23%	22%	22%	24%	21%	21%	23%	22%	17%	23%	9%	29%	33%	22%	18%	26%	10%	18%	27%	33%	11%	33%
Definitely the wrong track	33%	25%	22%	16%	17%	19%	26%	31%	21%	26%	23%	23%	14%	23%	34%	30%	23%	21%	26%	22%	22%	31%	15%	34%
Unsure	7%	9%	6%	4%	3%	6%	7%	10%	7%	5%	4%	9%	4%	9%	9%	7%	8%	6%	7%	5%	8%	12%	4%	9%

Generally speaking, do you think the economy in Florida is headed in the right direction or off on the wrong track?

CYGNAL
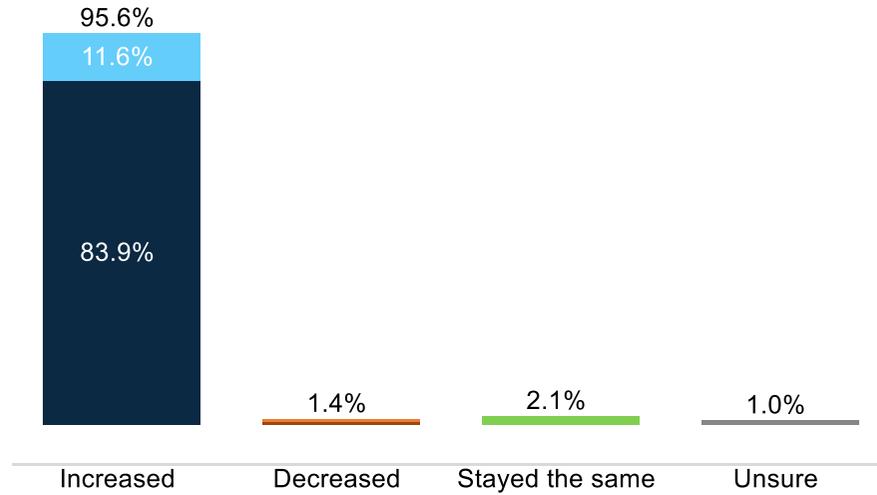
Cost of Living

95.6%
11.6%
83.9%

1.4%
2.1%
1.0%

Increased | Decreased | Stayed the same | Unsure

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Increased Total	96%	95%	97%	94%	95%	96%	96%	96%	97%	96%	97%	94%	95%	99%	95%	95%	97%	96%	95%	97%	96%	88%	96%	95%
Decreased Total	1%	2%	0%	2%	0%	2%	1%	2%	1%	1%	0%	2%	2%	0%	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%
Increased a lot	91%	80%	87%	79%	83%	83%	81%	89%	82%	86%	78%	86%	79%	90%	86%	88%	82%	84%	81%	82%	92%	82%	82%	87%
Increased a little	5%	15%	10%	15%	12%	13%	15%	6%	15%	10%	18%	8%	16%	9%	9%	7%	14%	12%	14%	15%	4%	6%	14%	8%
Stayed the same	2%	2%	2%	3%	4%	2%	2%	1%	0%	2%	2%	3%	2%	0%	2%	1%	1%	3%	3%	1%	1%	7%	2%	3%
Decreased a little	0%	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	1%	0%
Decreased a lot	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	2%	1%	2%	1%	0%	0%	1%	2%	0%	1%
Unsure	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	1%	1%	3%	1%	1%

Generally speaking, do you think the cost of living in Florida has increased, decreased, or stayed the same over the past two years?
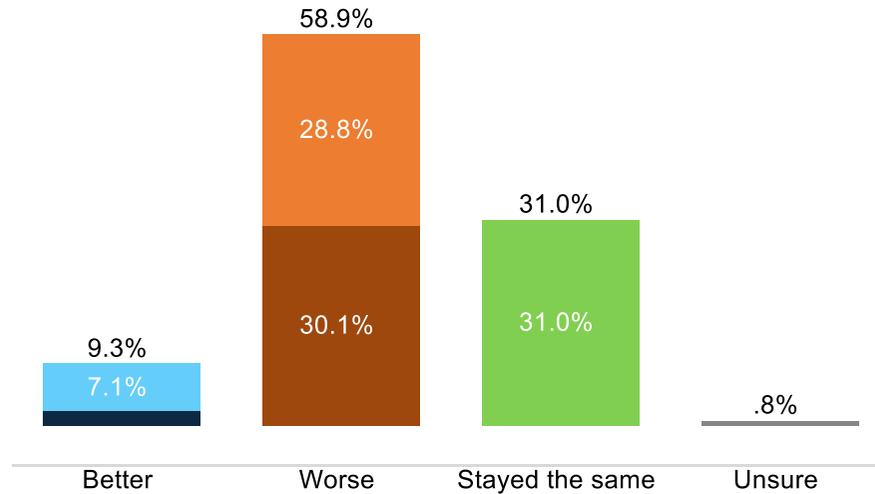
CYGNAL

Personal Finances

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Better Total	7%	8%	17%	7%	17%	8%	7%	8%	6%	13%	10%	8%	7%	12%	11%	12%	7%	9%	8%	9%	7%	13%	6%	12%
Worse Total	62%	60%	58%	55%	53%	59%	69%	52%	60%	60%	57%	59%	65%	60%	51%	58%	62%	58%	59%	58%	66%	50%	70%	49%
Much better	2%	3%	4%	0%	4%	1%	2%	2%	1%	4%	4%	1%	2%	3%	2%	3%	1%	2%	3%	3%	1%	2%	2%	3%
Somewhat better	6%	5%	13%	7%	13%	7%	5%	6%	4%	9%	6%	7%	5%	9%	9%	9%	6%	7%	5%	6%	7%	12%	5%	9%
Stayed the same	29%	31%	24%	38%	30%	33%	24%	39%	35%	27%	33%	31%	28%	27%	38%	29%	31%	32%	30%	33%	26%	32%	24%	37%
Somewhat worse	27%	26%	33%	30%	31%	32%	31%	23%	27%	29%	31%	28%	30%	30%	26%	25%	29%	32%	23%	28%	30%	27%	32%	25%
Much worse	35%	34%	25%	25%	21%	27%	38%	29%	32%	31%	25%	31%	35%	30%	24%	33%	32%	26%	37%	30%	36%	23%	38%	24%
Unsure	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%	2%	0%	1%	1%	1%	1%	0%	2%	0%	1%	4%	0%	1%

Compared to one year ago, have your personal finances gotten better, worse, or stayed the same?
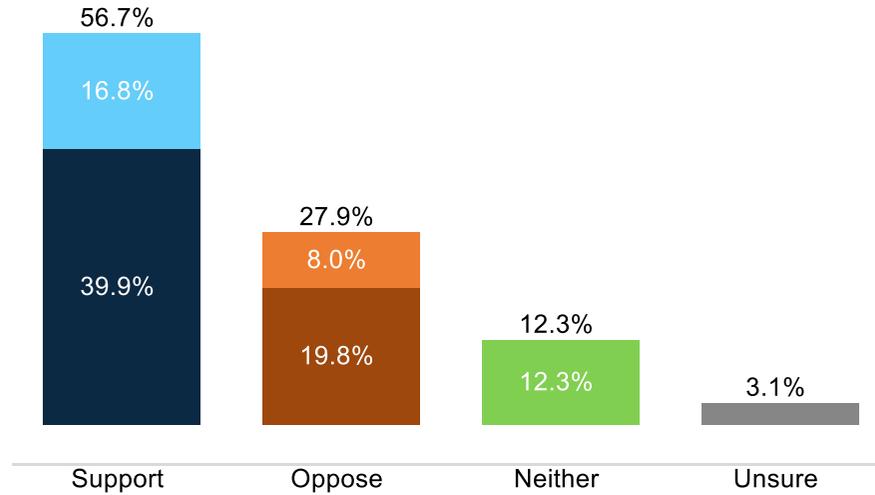
CYGNAL

Recreational Marijuana Legalization

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	70%	48%	62%	51%	58%	55%	58%	57%	59%	60%	55%	55%	44%	56%	70%	59%	52%	60%	50%	58%	49%	57%	44%	70%
Oppose Total	19%	32%	24%	34%	34%	27%	29%	23%	32%	30%	23%	27%	39%	27%	16%	26%	30%	27%	29%	29%	33%	23%	41%	15%
Strongly support	57%	33%	41%	32%	34%	37%	44%	43%	41%	40%	38%	40%	28%	36%	54%	43%	38%	42%	33%	40%	33%	44%	28%	53%
Somewhat support	13%	15%	21%	19%	24%	17%	14%	14%	17%	20%	16%	15%	16%	20%	16%	15%	14%	19%	17%	17%	16%	13%	16%	18%
Neither support nor oppose	9%	14%	12%	13%	9%	15%	10%	14%	7%	9%	19%	14%	13%	14%	12%	12%	13%	11%	17%	11%	12%	16%	12%	11%
Somewhat oppose	6%	9%	7%	10%	16%	4%	6%	9%	8%	8%	5%	10%	8%	8%	8%	9%	8%	9%	4%	9%	6%	10%	9%	8%
Strongly oppose	14%	23%	17%	24%	17%	23%	23%	14%	24%	21%	19%	17%	31%	19%	8%	18%	23%	18%	25%	20%	27%	13%	32%	7%
Unsure	2%	5%	2%	2%	0%	3%	3%	6%	2%	2%	3%	5%	3%	4%	2%	3%	5%	2%	4%	2%	6%	4%	2%	3%

The Florida Supreme Court recently listened to arguments about the legalization of adult personal use of marijuana in the state. Do you support or oppose the legalization of recreational marijuana use for adults in Florida?
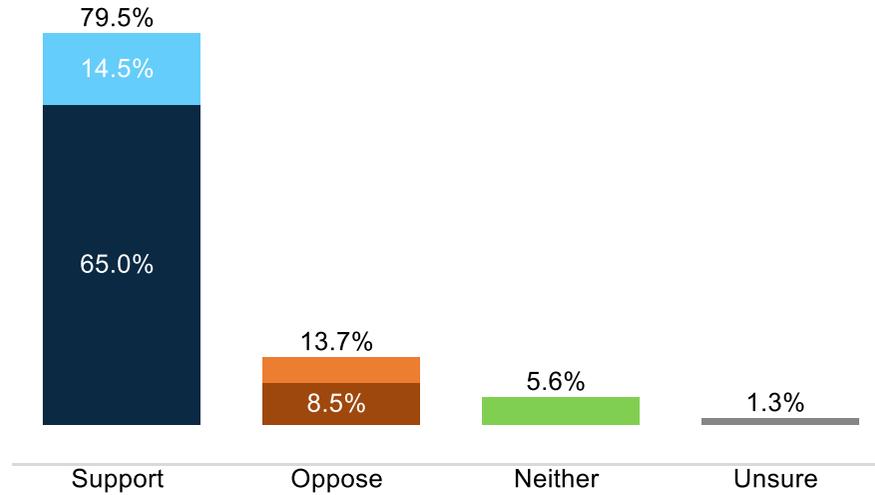
CYGNAL

Three-Day Firearm Law

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	82%	85%	65%	82%	76%	75%	84%	83%	77%	84%	78%	79%	77%	74%	85%	82%	78%	81%	74%	82%	79%	73%	74%	86%
Oppose Total	12%	11%	24%	10%	20%	14%	12%	9%	16%	12%	12%	14%	14%	15%	12%	15%	11%	13%	21%	12%	11%	22%	17%	10%
Strongly support	72%	72%	47%	64%	58%	56%	72%	74%	62%	63%	68%	66%	60%	57%	77%	64%	67%	67%	58%	66%	69%	61%	55%	77%
Somewhat support	10%	13%	18%	18%	18%	19%	12%	9%	15%	21%	10%	12%	18%	18%	8%	18%	11%	15%	16%	16%	10%	12%	19%	9%
Neither support nor oppose	5%	2%	9%	7%	4%	10%	2%	5%	7%	4%	8%	5%	6%	10%	2%	2%	9%	6%	5%	5%	9%	3%	8%	3%
Somewhat oppose	6%	3%	8%	5%	6%	7%	3%	5%	6%	6%	4%	5%	6%	5%	3%	3%	7%	5%	7%	5%	2%	9%	7%	3%
Strongly oppose	6%	8%	16%	5%	14%	8%	9%	4%	10%	6%	8%	10%	8%	10%	8%	12%	4%	7%	14%	7%	10%	14%	10%	6%
Unsure	0%	3%	1%	0%	0%	1%	1%	2%	1%	1%	2%	2%	2%	0%	1%	2%	3%	1%	0%	1%	2%	2%	1%	1%

Florida law currently requires a three-day mandatory waiting period to purchase a firearm. Do you support or oppose the state law?
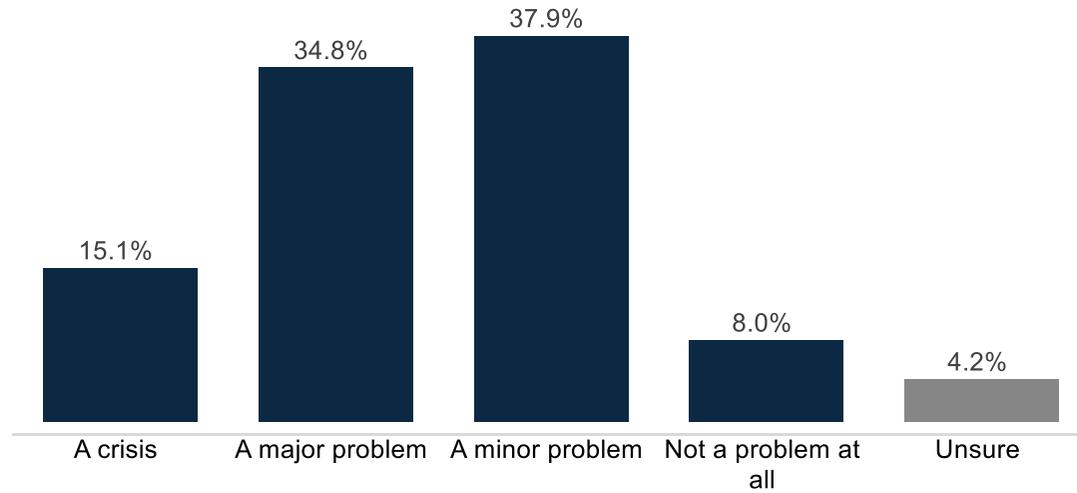
CYGNAL

Homelessness Problem

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
A crisis	22%	16%	10%	12%	8%	13%	22%	14%	12%	16%	18%	15%	14%	12%	19%	15%	15%	13%	23%	11%	19%	25%	13%	19%
A major problem	38%	39%	34%	28%	31%	30%	37%	40%	30%	34%	43%	34%	30%	33%	43%	45%	32%	33%	33%	35%	34%	38%	30%	39%
A minor problem	32%	33%	44%	45%	46%	43%	30%	36%	42%	42%	27%	38%	42%	40%	31%	32%	39%	42%	30%	41%	36%	28%	42%	32%
Not a problem at all	5%	6%	11%	11%	13%	10%	6%	6%	10%	6%	7%	9%	10%	9%	5%	6%	7%	9%	10%	8%	9%	4%	10%	7%
Unsure	4%	6%	2%	5%	3%	4%	5%	4%	7%	3%	4%	4%	5%	6%	2%	2%	7%	4%	3%	5%	1%	5%	5%	3%

Would you say homelessness in your local areas is a crisis, a major problem, a minor problem, or not a problem at all?

CYGNAL

Expanding Parole
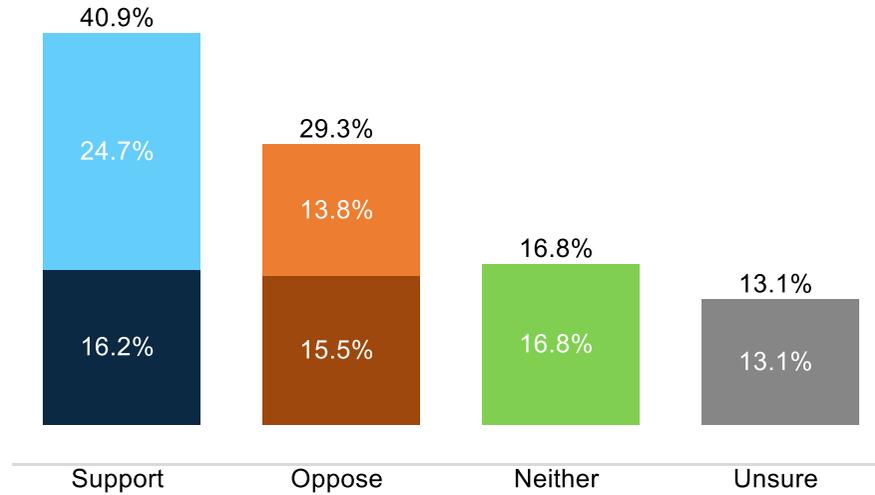
Bar chart:
- Support: 40.9% (24.7% light blue / 16.2% dark navy)
- Oppose: 29.3% (13.8% orange / 15.5% dark orange)
- Neither: 16.8% (16.8% green)
- Unsure: 13.1% (13.1% gray)

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	44%	37%	50%	35%	50%	37%	36%	46%	38%	42%	44%	40%	25%	39%	60%	41%	35%	43%	42%	38%	34%	60%	24%	59%
Oppose Total	17%	33%	21%	43%	26%	37%	34%	16%	31%	32%	26%	28%	43%	25%	17%	37%	35%	23%	28%	33%	23%	25%	45%	16%
Strongly support	19%	15%	18%	13%	15%	15%	15%	20%	17%	16%	17%	15%	8%	16%	26%	17%	13%	16%	19%	13%	12%	33%	8%	26%
Somewhat support	25%	22%	32%	22%	34%	22%	21%	26%	21%	25%	27%	25%	17%	23%	34%	24%	22%	27%	23%	25%	22%	28%	17%	33%
Neither support nor oppose	24%	13%	18%	14%	14%	16%	14%	22%	17%	15%	19%	17%	17%	20%	13%	9%	16%	21%	17%	16%	26%	11%	17%	15%
Somewhat oppose	9%	14%	11%	19%	12%	18%	16%	7%	17%	15%	14%	11%	21%	7%	9%	18%	16%	11%	12%	16%	11%	10%	20%	8%
Strongly oppose	8%	19%	10%	24%	14%	19%	18%	9%	14%	17%	12%	17%	22%	18%	8%	19%	19%	12%	17%	17%	12%	14%	25%	7%
Unsure	15%	17%	11%	8%	10%	9%	15%	16%	14%	11%	11%	15%	14%	17%	9%	13%	14%	13%	13%	14%	17%	5%	14%	11%

The state of Florida eliminated parole for most inmates in 1983. Some organizations are expressing interest in expanding parole opportunities for Florida inmates. Do you support or oppose expanding parole opportunities for Florida inmates?
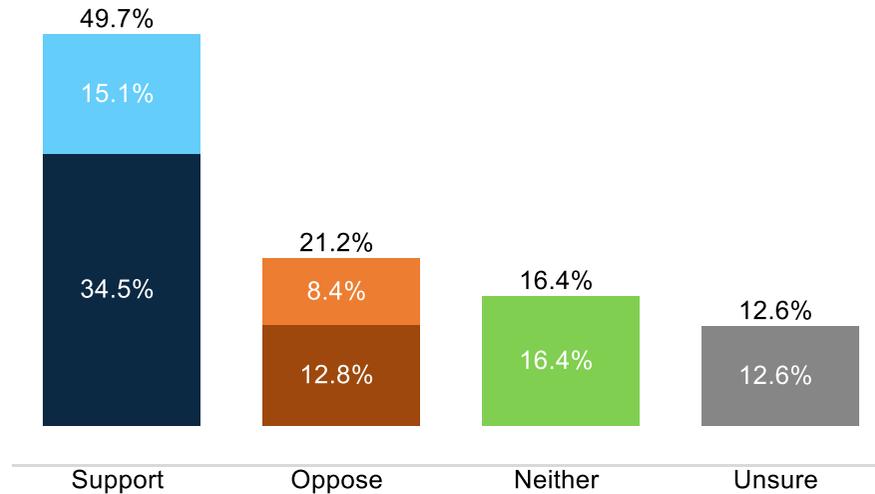
CYGNAL

Eliminate Private Prisons

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	56%	44%	58%	45%	51%	51%	44%	55%	51%	50%	49%	49%	36%	63%	59%	57%	43%	51%	47%	50%	50%	49%	41%	59%
Oppose Total	18%	25%	13%	27%	22%	20%	23%	19%	18%	23%	20%	22%	25%	9%	23%	23%	24%	18%	26%	19%	22%	28%	23%	20%
Strongly support	40%	27%	45%	31%	40%	36%	26%	41%	37%	33%	38%	33%	21%	41%	47%	34%	27%	38%	37%	35%	31%	37%	23%	48%
Somewhat support	16%	17%	13%	13%	11%	15%	19%	15%	14%	17%	11%	16%	16%	22%	12%	23%	15%	13%	10%	15%	19%	12%	18%	11%
Neither support nor oppose	12%	15%	17%	23%	17%	21%	18%	8%	16%	16%	21%	15%	22%	19%	9%	10%	20%	19%	12%	18%	15%	11%	21%	10%
Somewhat oppose	6%	10%	7%	10%	8%	9%	9%	8%	8%	11%	7%	7%	12%	6%	6%	10%	9%	7%	10%	9%	11%	3%	11%	6%
Strongly oppose	11%	15%	6%	17%	14%	10%	14%	12%	10%	12%	13%	15%	13%	4%	17%	13%	15%	11%	16%	10%	11%	25%	12%	14%
Unsure	15%	16%	12%	6%	9%	8%	14%	17%	15%	11%	9%	14%	17%	8%	9%	11%	14%	12%	14%	12%	13%	12%	14%	10%

Privately owned and operated prisons began operating nearly 30 years ago in Florida. After a damning audit showed failures in oversight of the private prisons, the state's Department of Corrections has taken over the oversight of seven private prisons. Knowing this, do you support or oppose the elimination of privately owned and operated prisons in Florida?
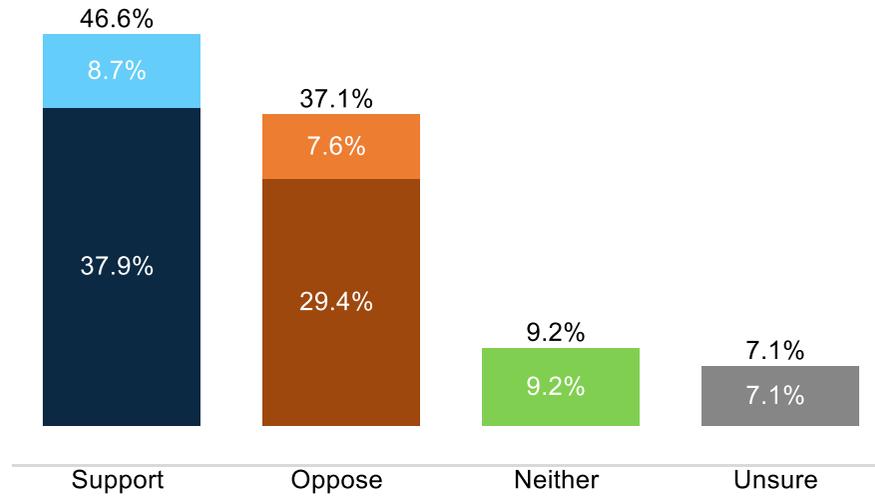
CYGNAL

Disband Pro-Palestine Groups

Support: 46.6% (8.7% + 37.9%)
Oppose: 37.1% (7.6% + 29.4%)
Neither: 9.2%
Unsure: 7.1%

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	35%	46%	46%	59%	55%	52%	48%	33%	48%	47%	49%	45%	82%	35%	12%	43%	53%	42%	55%	55%	46%	13%	79%	12%
Oppose Total	50%	32%	42%	27%	36%	31%	33%	49%	36%	36%	34%	40%	4%	45%	70%	41%	29%	42%	27%	30%	40%	62%	8%	69%
Strongly support	28%	39%	34%	50%	45%	41%	42%	24%	39%	37%	41%	37%	72%	25%	6%	34%	46%	35%	41%	45%	38%	7%	69%	6%
Somewhat support	8%	7%	12%	10%	11%	11%	6%	9%	9%	9%	9%	8%	10%	11%	6%	10%	7%	8%	14%	10%	8%	6%	10%	6%
Neither support nor oppose	7%	11%	7%	11%	6%	11%	10%	9%	7%	9%	14%	9%	5%	15%	12%	10%	9%	9%	10%	9%	9%	13%	6%	12%
Somewhat oppose	8%	8%	6%	8%	7%	7%	7%	9%	4%	9%	10%	7%	1%	14%	10%	9%	5%	9%	5%	7%	10%	7%	4%	12%
Strongly oppose	42%	24%	35%	19%	29%	24%	26%	40%	31%	27%	24%	33%	3%	31%	60%	32%	25%	33%	22%	22%	30%	55%	5%	57%
Unsure	7%	11%	6%	3%	3%	5%	9%	9%	10%	8%	3%	7%	8%	5%	6%	6%	9%	7%	8%	6%	4%	12%	7%	7%

Governor Ron DeSantis recently directed state universities to disband campus groups with ties to the national Students for Justice in Palestine organization, marking the first punishments handed down to colleges here amid the Israel-Hamas war. Do you support or oppose Governor DeSantis' decision to disband campus groups with ties to the national Students for Justice in Palestine organization?

CYGNAL
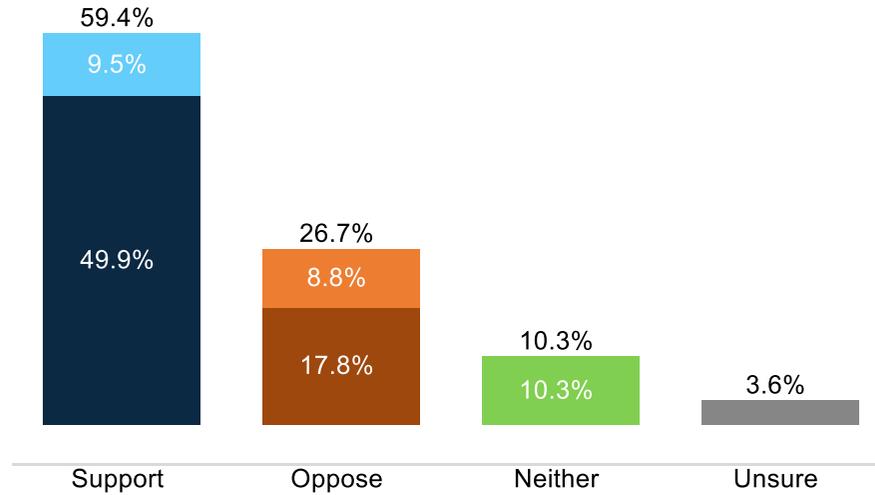
Confederate Statues

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	42%	65%	55%	73%	64%	64%	64%	45%	61%	61%	63%	56%	91%	51%	28%	50%	66%	56%	72%	70%	52%	30%	91%	26%
Oppose Total	41%	23%	26%	18%	21%	23%	23%	41%	24%	24%	28%	29%	2%	30%	53%	31%	23%	31%	10%	21%	29%	49%	2%	53%
Strongly support	38%	53%	44%	62%	53%	55%	54%	37%	53%	48%	57%	46%	81%	43%	19%	40%	61%	45%	60%	59%	46%	20%	82%	16%
Somewhat support	5%	12%	10%	10%	12%	10%	10%	8%	8%	13%	6%	10%	10%	8%	9%	10%	5%	11%	12%	11%	6%	10%	9%	10%
Neither support nor oppose	13%	8%	15%	7%	11%	10%	9%	12%	12%	11%	8%	10%	5%	16%	14%	14%	7%	10%	11%	8%	13%	15%	4%	17%
Somewhat oppose	17%	5%	10%	4%	11%	5%	8%	13%	9%	8%	9%	9%	1%	14%	15%	13%	6%	11%	0%	7%	9%	17%	1%	17%
Strongly oppose	23%	18%	16%	14%	11%	18%	14%	27%	15%	16%	20%	20%	1%	16%	38%	18%	17%	20%	10%	14%	19%	32%	2%	36%
Unsure	5%	4%	4%	2%	3%	3%	5%	3%	3%	5%	1%	4%	2%	3%	5%	5%	3%	2%	7%	2%	6%	6%	2%	4%

Legislation recently filed in the State House would protect historic monuments and memorials, including some for soldiers those who fought for the Confederate States of America, against the federal government, and would give the state a wide variety of enforcement powers against local officials who subverted the legislative will. Do you support or oppose a law that would protect historic monuments and memorials, including some for soldiers those who fought for the Confederate States of America?

CYGNAL

Banning Explicit Children's Books

Bar chart:

- Support: 49.7% (42.2% strongly / 7.5% somewhat)
- Oppose: 43.7% (34.8% strongly / 8.9% somewhat)
- Neither: 4.0%
- Unsure: 2.5%
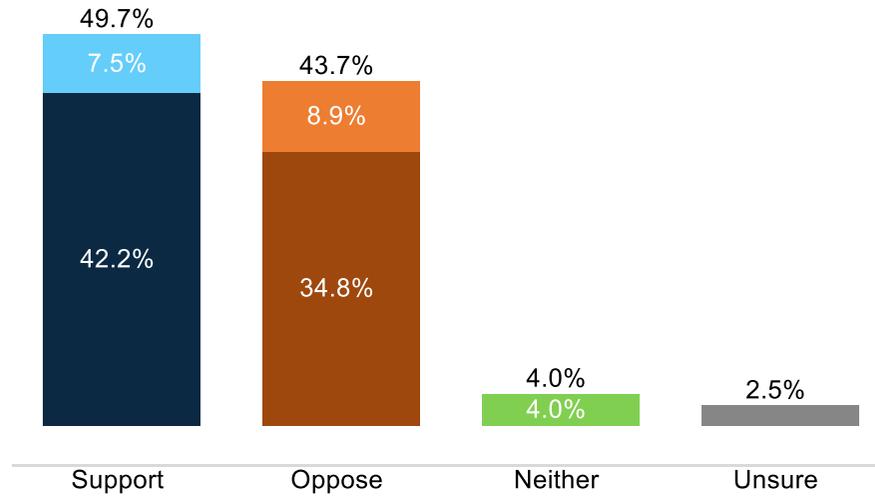
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Support Total	37%	51%	55%	56%	53%	57%	56%	31%	51%	54%	60%	41%	83%	41%	17%	43%	60%	46%	53%	57%	46%	24%	83%	12%
Oppose Total	54%	44%	40%	37%	44%	35%	38%	61%	45%	39%	34%	52%	12%	53%	76%	49%	33%	48%	40%	38%	43%	67%	11%	81%
Strongly support	31%	42%	46%	49%	47%	48%	47%	25%	44%	44%	50%	36%	73%	36%	10%	37%	52%	38%	48%	50%	40%	15%	75%	7%
Somewhat support	6%	8%	9%	7%	6%	8%	9%	6%	7%	10%	11%	5%	9%	5%	7%	6%	8%	8%	5%	7%	6%	9%	9%	5%
Neither support nor oppose	4%	4%	2%	5%	2%	5%	4%	4%	3%	4%	2%	5%	3%	5%	4%	5%	4%	5%	1%	3%	7%	5%	3%	5%
Somewhat oppose	8%	10%	9%	8%	8%	9%	8%	11%	9%	9%	7%	10%	4%	12%	13%	9%	4%	11%	10%	8%	6%	16%	4%	14%
Strongly oppose	46%	34%	31%	30%	36%	27%	30%	50%	36%	30%	26%	42%	8%	41%	63%	40%	30%	37%	30%	30%	37%	52%	7%	67%
Unsure	5%	1%	2%	2%	1%	3%	2%	3%	2%	3%	4%	2%	2%	1%	3%	4%	2%	1%	5%	2%	4%	4%	3%	2%

Earlier this year, a law was passed in Florida that banned certain types of children's books deemed sexually explicit from schools in the state. Do you support or oppose the law that bans children's books that are deemed sexually explicit from schools in the state?

CYGNAL

Homeowner's Insurance Rates
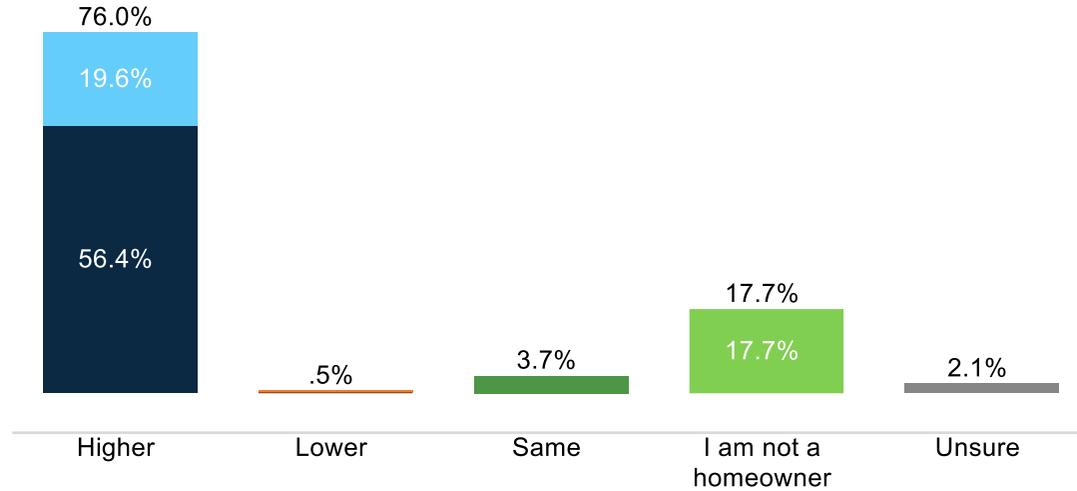
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Higher Total	69%	78%	71%	84%	84%	75%	69%	81%	75%	78%	73%	77%	78%	79%	71%	71%	80%	74%	81%	78%	75%	66%	81%	72%
Lower Total	0%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	2%	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%
Much higher	57%	57%	49%	61%	62%	51%	52%	63%	56%	56%	49%	60%	54%	60%	56%	58%	58%	54%	61%	57%	62%	45%	57%	56%
Somewhat higher	12%	21%	22%	23%	21%	23%	17%	18%	19%	21%	23%	17%	24%	19%	15%	13%	22%	21%	20%	21%	13%	20%	23%	16%
Stayed the same	3%	6%	2%	3%	5%	1%	7%	2%	8%	2%	4%	2%	4%	1%	4%	2%	3%	5%	4%	4%	4%	1%	3%	4%
Somewhat lower	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Much lower	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
I am not a homeowner	26%	13%	23%	11%	10%	21%	22%	14%	13%	18%	21%	19%	16%	15%	22%	26%	15%	18%	8%	15%	18%	29%	14%	21%
Unsure	1%	2%	3%	2%	1%	3%	1%	2%	3%	1%	2%	2%	2%	2%	2%	1%	1%	2%	6%	2%	2%	4%	2%	2%

Have your homeowner's insurance rates gotten higher, lower, or stayed the same over the past few years? If you are not a homeowner, choose so.
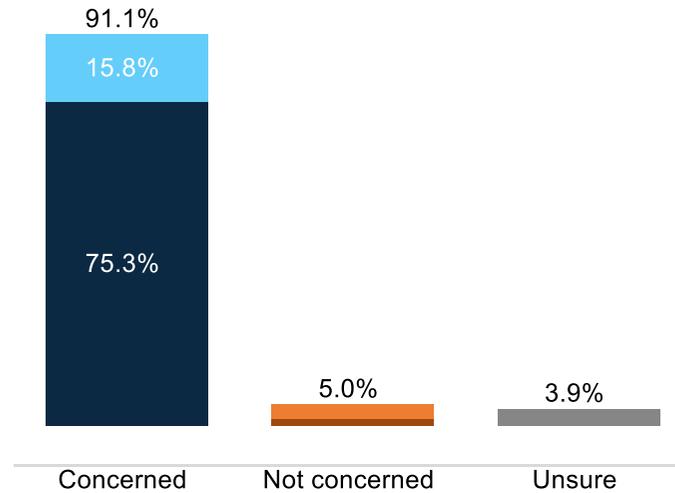
CYGNAL

Insurance Rates Concern

91.1%

15.8%

75.3%

5.0%

3.9%

| | Concerned | Not concerned | Unsure |

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Concerned Total	95%	93%	86%	90%	84%	90%	91%	97%	88%	94%	94%	90%	91%	91%	92%	90%	94%	92%	86%	94%	91%	82%	92%	91%
Not concerned Total	2%	3%	7%	8%	13%	5%	4%	1%	6%	4%	4%	6%	6%	4%	4%	6%	4%	5%	7%	4%	4%	9%	6%	5%
Very concerned	80%	80%	64%	74%	70%	69%	78%	83%	70%	78%	72%	78%	72%	75%	80%	79%	81%	72%	70%	75%	82%	66%	75%	77%
Somewhat concerned	15%	12%	22%	16%	14%	22%	14%	13%	18%	16%	21%	11%	19%	16%	12%	11%	13%	19%	16%	18%	9%	16%	17%	13%
Not very concerned	1%	2%	5%	5%	10%	2%	3%	1%	5%	2%	3%	3%	4%	3%	3%	4%	2%	3%	6%	3%	3%	6%	4%	4%
Not concerned at all	1%	1%	2%	3%	3%	2%	1%	0%	2%	2%	0%	2%	2%	2%	1%	2%	2%	2%	1%	1%	0%	3%	2%	1%
Unsure	3%	4%	7%	1%	2%	5%	5%	3%	6%	2%	2%	5%	3%	5%	4%	4%	2%	4%	7%	2%	5%	9%	3%	4%

For many, homeowner's insurance rates have skyrocketed in Florida, and many companies are leaving the state entirely. How concerned are you with the current homeowner's insurance rates in Florida?.

CYGNAL

Agriculture Industry Concern

Concern	Percentage
Rising inflation, cost of labor, and/or operating costs	38.5%
Overdevelopment onto farming and agricultural land	32.2%
Destruction from climate change	25.5%
Labor shortage	21.9%
Federal government or FDA overreach	16.2%
Destruction from natural disasters	15.9%
Local Government regulations	13.8%
Soil degradation and loss of farmable land	13.7%
Lack of interest in working in agriculture from youth	13.6%
Pests, diseases, and/or invasive species	11.7%
Water scarcity	9.2%
Supply chain disruptions	7.0%
Slow technological advancement from the industry	3.6%
Lack of competitive business	1.9%
Americans avoiding meat consumption	1.1%
Unsure	8.7%

Florida is known for is known for its agriculture industry, and the industry fuels our state's economy. Which of the following do you believe are the greatest threats to the industry? Select up to three options.

CYGNAL

Agriculture Industry Concern

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Orlando DMA	Tampa DMA	North FL	South FL	Republican	NPA	Democrat	Urban	Small Town	Suburban	Rural	White	Hispanic	Other Race	Trump '20	Biden '20
Rising inflation, cost of labor, and/or operating costs	39%	39%	43%	33%	34%	40%	46%	31%	42%	39%	50%	31%	46%	37%	29%	32%	41%	36%	51%	42%	31%	34%	48%	29%
Overdevelopment onto farming and agricultural land	33%	32%	29%	35%	32%	31%	32%	33%	34%	34%	32%	30%	33%	43%	25%	29%	34%	31%	37%	36%	25%	24%	34%	28%
Destruction from climate change	33%	25%	24%	21%	26%	20%	24%	34%	22%	29%	23%	27%	10%	27%	45%	31%	25%	26%	15%	22%	29%	34%	8%	45%
Labor shortage	23%	20%	21%	23%	26%	21%	17%	28%	24%	17%	21%	24%	13%	23%	32%	21%	19%	25%	17%	18%	30%	30%	13%	32%
Federal government or FDA overreach	15%	12%	20%	20%	14%	23%	14%	11%	19%	16%	22%	12%	25%	15%	5%	10%	17%	15%	27%	18%	14%	7%	27%	4%
Destruction from natural disasters	16%	15%	15%	17%	19%	15%	16%	15%	17%	12%	17%	18%	15%	12%	18%	19%	16%	17%	9%	15%	16%	18%	15%	16%
Local Government regulations	12%	12%	15%	17%	16%	16%	14%	9%	16%	11%	18%	12%	14%	17%	12%	14%	16%	14%	10%	15%	15%	10%	16%	11%
Soil degradation and loss of farmable land	17%	13%	13%	12%	13%	13%	15%	14%	15%	12%	18%	12%	13%	14%	14%	15%	16%	12%	13%	14%	10%	15%	12%	16%
Lack of interest in working in agriculture from youth	9%	16%	14%	16%	13%	16%	16%	12%	12%	12%	18%	14%	14%	13%	13%	12%	14%	11%	23%	13%	17%	15%	14%	12%
Pests, diseases, and/or invasive species	12%	9%	13%	14%	12%	15%	9%	12%	13%	13%	12%	10%	13%	13%	10%	11%	13%	11%	11%	11%	13%	8%	14%	10%
Water scarcity	9%	12%	6%	9%	6%	9%	8%	14%	11%	12%	7%	8%	9%	8%	10%	9%	8%	9%	10%	10%	6%	6%	9%	10%
Supply chain disruptions	5%	8%	10%	5%	8%	6%	8%	6%	7%	6%	10%	7%	9%	6%	6%	5%	8%	7%	7%	7%	7%	8%	9%	5%
Slow technological advancement from the industry	1%	3%	5%	5%	10%	2%	3%	2%	2%	6%	4%	3%	2%	2%	6%	2%	2%	5%	6%	3%	5%	4%	3%	5%
Lack of competitive business	1%	1%	3%	2%	0%	4%	2%	1%	5%	1%	2%	1%	1%	1%	3%	1%	2%	2%	1%	2%	2%	3%	1%	3%
Americans avoiding meat consumption	0%	2%	1%	1%	2%	1%	1%	1%	1%	0%	3%	1%	1%	1%	1%	1%	0%	1%	4%	1%	1%	2%	1%	1%
Unsure	11%	11%	7%	4%	5%	5%	10%	12%	6%	12%	2%	11%	10%	6%	9%	10%	8%	8%	8%	7%	10%	14%	9%	9%

Florida is known for is known for its agriculture industry, and the industry fuels our state's economy. Which of the following do you believe are the greatest threats to the industry? Select up to three options.

CYGNAL

Segmentation Analysis:

Low Information Voters (14%)

Vote Method
- Vote in-person on Election Day: 58.8%
- Vote by mail: 25.5%
- Vote early in-person: 15.8%

State Direction
- Right direction: 50.6%
- Wrong track: 31.0%
- Unsure: 18.4%

Generic Ballot
- Republican candidate: 60.8%
- Democratic candidate: 9.1%
- Unsure: 30.1%

Image: Joe Biden
- Favorable: 2.5%
- Unfavorable: 97.5%

Image: Donald Trump
- Favorable: 69.6%
- Unfavorable: 30.4%

Image: Ron DeSantis
- Favorable: 51.5%
- Unfavorable: 48.5%

Image: Jeanette Nuñez
- Favorable: 7.1%
- Unfavorable: 10.8%
- No opinion: 35.1%
- Never heard of: 47.0%

Image: Marco Rubio
- Favorable: 28.4%
- Unfavorable: 35.3%
- No opinion: 31.9%
- Never heard of: 4.4%

Image: Rick Scott
- Favorable: 19.8%
- Unfavorable: 38.1%
- No opinion: 34.0%
- Never heard of: 8.1%

Image: Republicans in Florida State Legislature
- Favorable: 43.1%
- Unfavorable: 20.6%
- No opinion: 29.9%
- Never heard of: 6.4%

Image: Democrats in Florida State Legislature
- Favorable: 12.4%
- Unfavorable: 48.4%
- No opinion: 31.7%
- Never heard of: 7.5%

Anti Trump/GOP (7%)

Vote Method
- Vote in-person on Election Day: 36.2%
- Vote by mail: 33.7%
- Vote early in-person: 30.1%

State Direction
- Right direction: 83.7%
- Wrong track: 10.4%
- Unsure: 5.9%

Generic Ballot
- Republican candidate: 58.7%
- Democratic candidate: 17.1%
- Unsure: 24.3%

Image: Joe Biden
- Favorable: 10.3%
- Unfavorable: 89.7%

Image: Donald Trump
- Favorable: 13.3%
- Unfavorable: 86.7%

Image: Ron DeSantis
- Favorable: 89.7%
- Unfavorable: 10.3%

Image: Jeanette Nuñez
- Favorable: 16.7%
- Unfavorable: 5.2%
- No opinion: 37.3%
- Never heard of: 40.9%

Image: Marco Rubio
- Favorable: 66.6%
- Unfavorable: 23.7%
- No opinion: 9.6%
- Never heard of: .0%

Image: Rick Scott
- Favorable: 53.0%
- Unfavorable: 33.5%
- No opinion: 8.6%
- Never heard of: 4.8%

Image: Republicans in Florida State Legislature
- Favorable: 57.2%
- Unfavorable: 13.0%
- No opinion: 25.3%
- Never heard of: 4.5%

Image: Democrats in Florida State Legislature
- Favorable: 31.4%
- Unfavorable: 32.4%
- No opinion: 30.3%
- Never heard of: 5.9%

GOP Base (36%)

Vote Method
- Vote in-person on Election Day: 48.6%
- Vote by mail: 20.1%
- Vote early in-person: 31.3%

State Direction
- Right direction: 89.5%
- Wrong track: 6.6%
- Unsure: 3.9%

Generic Ballot
- Republican candidate: 98.1%
- Democratic candidate: .0%
- Unsure: 1.9%

Image: Joe Biden
- Favorable: .4%
- Unfavorable: 99.6%

Image: Donald Trump
- Favorable: 93.6%
- Unfavorable: 6.4%

Image: Ron DeSantis
- Favorable: 95.7%
- Unfavorable: 4.3%

Image: Jeanette Nuñez
- Favorable: 27.1%
- Unfavorable: 8.9%
- No opinion: 23.3%
- Never heard of: 40.7%

Image: Marco Rubio
- Favorable: 88.7%
- Unfavorable: 6.2%
- No opinion: 4.8%
- Never heard of: .3%

Image: Rick Scott
- Favorable: 70.6%
- Unfavorable: 21.2%
- No opinion: 6.1%
- Never heard of: 2.1%

Image: Republicans in Florida State Legislature
- Favorable: 90.0%
- Unfavorable: 2.2%
- No opinion: 5.6%
- Never heard of: 2.3%

Image: Democrats in Florida State Legislature
- Favorable: 5.8%
- Unfavorable: 81.6%
- No opinion: 5.8%
- Never heard of: 6.7%

Dem Base (43%)

Vote Method
- Vote in-person on Election Day: 20.4%
- Vote by mail: 50.0%
- Vote early in-person: 29.6%

State Direction
- Right direction: 8.3%
- Wrong track: 83.1%
- Unsure: 8.6%

Generic Ballot
- Republican candidate: .3%
- Democratic candidate: 91.7%
- Unsure: 8.0%

Image: Joe Biden
- Favorable: 84.2%
- Unfavorable: 15.8%

Image: Donald Trump
- Favorable: 1.2%
- Unfavorable: 98.8%

Image: Ron DeSantis
- Favorable: 1.5%
- Unfavorable: 98.5%

Image: Jeanette Nuñez
- Favorable: 5.2%
- Unfavorable: 19.7%
- No opinion: 22.8%
- Never heard of: 52.3%

Image: Marco Rubio
- Favorable: 7.3%
- Unfavorable: 87.8%
- No opinion: 3.9%
- Never heard of: 1.0%

Image: Rick Scott
- Favorable: 7.9%
- Unfavorable: 83.5%
- No opinion: 6.0%
- Never heard of: 2.6%

Image: Republicans in Florida State Legislature
- Favorable: 1.9%
- Unfavorable: 86.6%
- No opinion: 9.6%
- Never heard of: 1.9%

Image: Democrats in Florida State Legislature
- Favorable: 73.3%
- Unfavorable: 12.4%
- No opinion: 11.1%
- Never heard of: 3.3%

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

CYGNAL

Segmentation Analysis:

Low Information Voters (14%)

Top Priority

Category	%
Inflation and economy	36.1%
Illegal immigration	20.1%
Gun control	7.4%
National security	8.1%
Abortion	.8%
Taxes and spending	16.3%
Healthcare	.9%
Climate change	1.4%
Crime and public safety	.8%
Overdevelopment	.0%
Unsure	8.2%

Biden v Trump

	%
Democrat Joe Biden	5.3%
Republican Donald Trump	74.4%
Undecided	20.3%

Biden v DeSantis

	%
Democrat Joe Biden	5.9%
Republican Ron DeSantis	57.2%
Undecided	36.9%

Biden v Non-Trump R

	%
Democrat Joe Biden	1.4%
Republican other than Donald Trump	59.6%
Undecided	39.0%

Biden v Trump v Kennedy

	%
Republican Donald Trump	59.8%
Democrat Joe Biden	1.8%
Independent Robert F. Kennedy, Jr.	21.2%
Undecided	17.1%

Economy Direction

	%
Right direction	43.1%
Wrong track	47.9%
Unsure	9.0%

Cost of Living

	%
Increased	93.9%
Stayed the same	3.2%
Decreased	.0%
Unsure	2.9%

Personal Finances

	%
Better	6.6%
Stayed the same	15.5%
Worse	75.4%
Unsure	2.4%

Recreational Marijuana Legalization

	%
Support	55.0%
Neither support nor oppose	14.9%
Oppose	23.4%
Unsure	6.6%

Anti Trump/GOP (7%)

Top Priority

Category	%
Inflation and economy	25.8%
Illegal immigration	18.9%
Gun control	3.1%
National security	19.7%
Abortion	6.9%
Taxes and spending	14.7%
Healthcare	1.5%
Climate change	.0%
Crime and public safety	6.9%
Overdevelopment	2.4%
Unsure	.0%

Biden v Trump

	%
Democrat Joe Biden	15.9%
Republican Donald Trump	27.3%
Undecided	56.8%

Biden v DeSantis

	%
Democrat Joe Biden	15.1%
Republican Ron DeSantis	75.0%
Undecided	9.9%

Biden v Non-Trump R

	%
Democrat Joe Biden	4.4%
Republican other than Donald Trump	73.6%
Undecided	21.9%

Biden v Trump v Kennedy

	%
Republican Donald Trump	10.8%
Democrat Joe Biden	10.2%
Independent Robert F. Kennedy, Jr.	35.3%
Undecided	43.7%

Economy Direction

	%
Right direction	72.3%
Wrong track	25.7%
Unsure	2.0%

Cost of Living

	%
Increased	90.1%
Stayed the same	6.8%
Decreased	.0%
Unsure	3.1%

Personal Finances

	%
Better	9.6%
Stayed the same	58.2%
Worse	32.1%
Unsure	.0%

Recreational Marijuana Legalization

	%
Support	51.8%
Neither support nor oppose	13.5%
Oppose	34.7%
Unsure	.0%

GOP Base (36%)

Top Priority

Category	%
Inflation and economy	31.4%
Illegal immigration	37.5%
Gun control	.0%
National security	18.0%
Abortion	2.8%
Taxes and spending	4.5%
Healthcare	.4%
Climate change	.0%
Crime and public safety	2.4%
Overdevelopment	1.6%
Unsure	1.3%

Biden v Trump

	%
Democrat Joe Biden	.6%
Republican Donald Trump	98.4%
Undecided	1.0%

Biden v DeSantis

	%
Democrat Joe Biden	.2%
Republican Ron DeSantis	92.2%
Undecided	7.6%

Biden v Non-Trump R

	%
Democrat Joe Biden	.0%
Republican other than Donald Trump	79.6%
Undecided	20.4%

Biden v Trump v Kennedy

	%
Republican Donald Trump	96.5%
Democrat Joe Biden	.0%
Independent Robert F. Kennedy, Jr.	2.1%
Undecided	1.4%

Economy Direction

	%
Right direction	77.5%
Wrong track	18.8%
Unsure	3.6%

Cost of Living

	%
Increased	97.4%
Stayed the same	.7%
Decreased	1.9%
Unsure	.0%

Personal Finances

	%
Better	6.6%
Stayed the same	23.6%
Worse	69.8%
Unsure	.0%

Recreational Marijuana Legalization

	%
Support	40.4%
Neither support nor oppose	13.1%
Oppose	44.6%
Unsure	1.9%

Dem Base (43%)

Top Priority

Category	%
Inflation and economy	19.1%
Illegal immigration	1.0%
Gun control	29.2%
National security	5.7%
Abortion	12.8%
Taxes and spending	3.3%
Healthcare	12.8%
Climate change	8.5%
Crime and public safety	4.1%
Overdevelopment	.9%
Unsure	2.5%

Biden v Trump

	%
Democrat Joe Biden	94.7%
Republican Donald Trump	.7%
Undecided	4.6%

Biden v DeSantis

	%
Democrat Joe Biden	95.2%
Republican Ron DeSantis	.0%
Undecided	4.8%

Biden v Non-Trump R

	%
Democrat Joe Biden	84.4%
Republican other than Donald Trump	8.3%
Undecided	7.3%

Biden v Trump v Kennedy

	%
Republican Donald Trump	.4%
Democrat Joe Biden	83.2%
Independent Robert F. Kennedy, Jr.	11.6%
Undecided	4.7%

Economy Direction

	%
Right direction	21.5%
Wrong track	69.2%
Unsure	9.3%

Cost of Living

	%
Increased	95.5%
Stayed the same	2.1%
Decreased	1.6%
Unsure	9%

Personal Finances

	%
Better	12.3%
Stayed the same	37.8%
Worse	48.9%
Unsure	.9%

Recreational Marijuana Legalization

	%
Support	71.4%
Neither support nor oppose	10.6%
Oppose	14.5%
Unsure	3.5%

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

CYGNAL

Segmentation Analysis:

Low Information Voters (14%)

Three-Day Firearm Law
- Support: 55.8%
- Neither support nor oppose: 14.9%
- Oppose: 25.7%
- Unsure: 3.6%

Homelessness Problem
- A crisis: 19.8%
- A major problem: 35.8%
- A minor problem: 29.9%
- Not a problem at all: 8.6%
- Unsure: 5.8%

Expanding Parole
- Support: 29.4%
- Neither support nor oppose: 20.1%
- Oppose: 27.4%
- Unsure: 23.1%

Eliminate Private Prisons
- Support: 46.2%
- Neither support nor oppose: 16.0%
- Oppose: 17.2%
- Unsure: 20.5%

Disband Pro-Palestine Groups
- Support: 38.8%
- Neither support nor oppose: 17.2%
- Oppose: 22.2%
- Unsure: 21.8%

Confederate Statues
- Support: 65.0%
- Neither support nor oppose: 13.7%
- Oppose: 11.4%
- Unsure: 9.9%

Banning Explicit Children's Books
- Support: 59.2%
- Neither support nor oppose: 12.9%
- Oppose: 17.5%
- Unsure: 10.4%

Homeowner's Insurance Rates
- Higher: 67.0%
- Stayed the same: 1.1%
- Lower: .0%
- I am not a homeowner: 26.1%
- Unsure: 5.8%

Insurance Rates Concern
- Concerned: 84.5%
- Not concerned: 1.1%
- Unsure: 14.4%

Anti Trump/GOP (7%)

Three-Day Firearm Law
- Support: 81.8%
- Neither support nor oppose: 1.1%
- Oppose: 17.2%
- Unsure: 0%

Homelessness Problem
- A crisis: 11.3%
- A major problem: 25.9%
- A minor problem: 48.6%
- Not a problem at all: 10.5%
- Unsure: 3.7%

Expanding Parole
- Support: 45.5%
- Neither support nor oppose: 12.6%
- Oppose: 33.0%
- Unsure: 8.9%

Eliminate Private Prisons
- Support: 41.0%
- Neither support nor oppose: 17.0%
- Oppose: 30.0%
- Unsure: 12.1%

Disband Pro-Palestine Groups
- Support: 62.1%
- Neither support nor oppose: 16.2%
- Oppose: 15.7%
- Unsure: 5.9%

Confederate Statues
- Support: 79.0%
- Neither support nor oppose: 11.9%
- Oppose: 7.4%
- Unsure: 1.7%

Banning Explicit Children's Books
- Support: 64.5%
- Neither support nor oppose: 0%
- Oppose: 35.5%
- Unsure: 0%

Homeowner's Insurance Rates
- Higher: 95.9%
- Stayed the same: 4.1%
- Lower: 0%
- I am not a homeowner: 0%
- Unsure: 0%

Insurance Rates Concern
- Concerned: 87.0%
- Not concerned: 13.0%
- Unsure: 0%

GOP Base (36%)

Three-Day Firearm Law
- Support: 78.6%
- Neither support nor oppose: 6.5%
- Oppose: 14.2%
- Unsure: .7%

Homelessness Problem
- A crisis: 10.7%
- A major problem: 30.5%
- A minor problem: 44.1%
- Not a problem at all: 9.7%
- Unsure: 5.0%

Expanding Parole
- Support: 21.0%
- Neither support nor oppose: 17.0%
- Oppose: 48.4%
- Unsure: 13.6%

Eliminate Private Prisons
- Support: 37.6%
- Neither support nor oppose: 23.7%
- Oppose: 25.0%
- Unsure: 13.7%

Disband Pro-Palestine Groups
- Support: 90.8%
- Neither support nor oppose: 2.1%
- Oppose: 4.0%
- Unsure: 3.1%

Confederate Statues
- Support: 97.9%
- Neither support nor oppose: .4%
- Oppose: .0%
- Unsure: 1.7%

Banning Explicit Children's Books
- Support: 91.8%
- Neither support nor oppose: 1.2%
- Oppose: 5.8%
- Unsure: 1.2%

Homeowner's Insurance Rates
- Higher: 81.7%
- Stayed the same: 3.8%
- Lower: .5%
- I am not a homeowner: 13.0%
- Unsure: 1.0%

Insurance Rates Concern
- Concerned: 94.0%
- Not concerned: 4.9%
- Unsure: 1.1%

Dem Base (43%)

Three-Day Firearm Law
- Support: 87.5%
- Neither support nor oppose: 2.5%
- Oppose: 8.7%
- Unsure: 1.2%

Homelessness Problem
- A crisis: 17.7%
- A major problem: 39.4%
- A minor problem: 33.8%
- Not a problem at all: 6.1%
- Unsure: 3.0%

Expanding Parole
- Support: 60.2%
- Neither support nor oppose: 16.2%
- Oppose: 13.6%
- Unsure: 10.1%

Eliminate Private Prisons
- Support: 62.1%
- Neither support nor oppose: 10.5%
- Oppose: 18.1%
- Unsure: 9.2%

Disband Pro-Palestine Groups
- Support: 10.5%
- Neither support nor oppose: 11.4%
- Oppose: 72.4%
- Unsure: 5.7%

Confederate Statues
- Support: 22.9%
- Neither support nor oppose: 17.1%
- Oppose: 56.6%
- Unsure: 3.5%

Banning Explicit Children's Books
- Support: 9.7%
- Neither support nor oppose: 4.1%
- Oppose: 84.7%
- Unsure: 1.5%

Homeowner's Insurance Rates
- Higher: 71.1%
- Stayed the same: 4.4%
- Lower: .8%
- I am not a homeowner: 21.7%
- Unsure: 2.1%

Insurance Rates Concern
- Concerned: 91.5%
- Not concerned: 5.0%
- Unsure: 3.5%

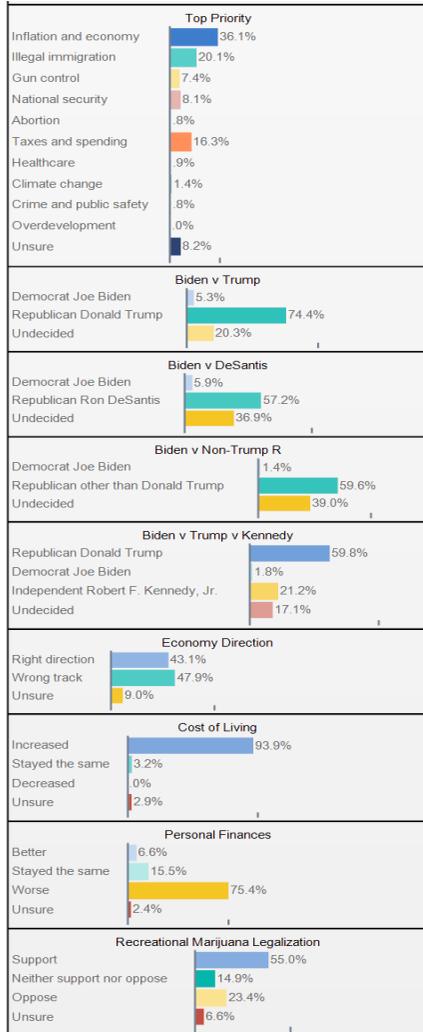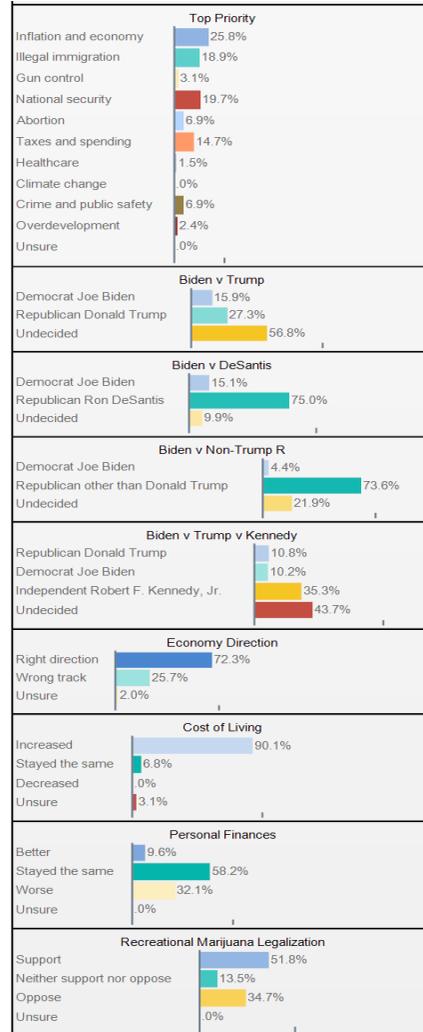*Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.*
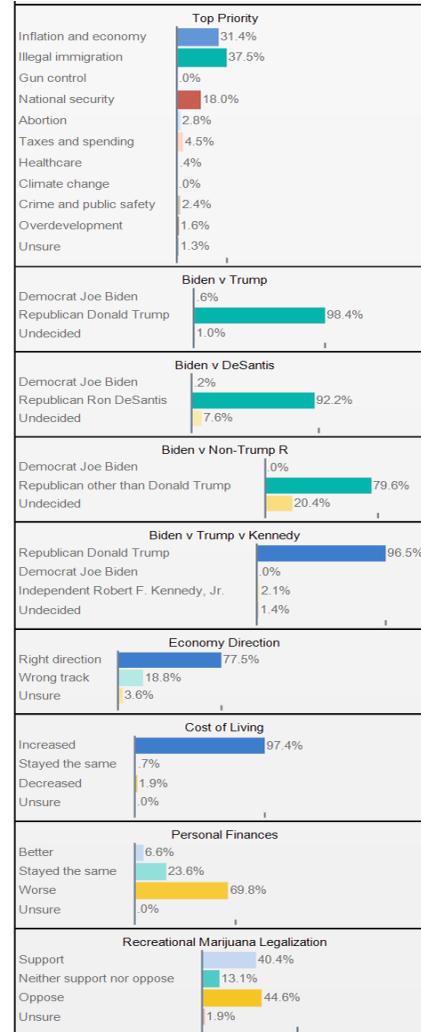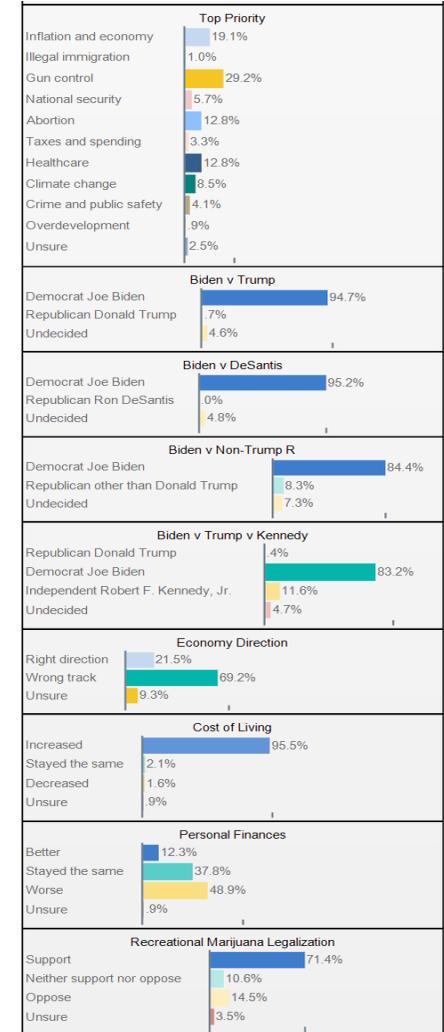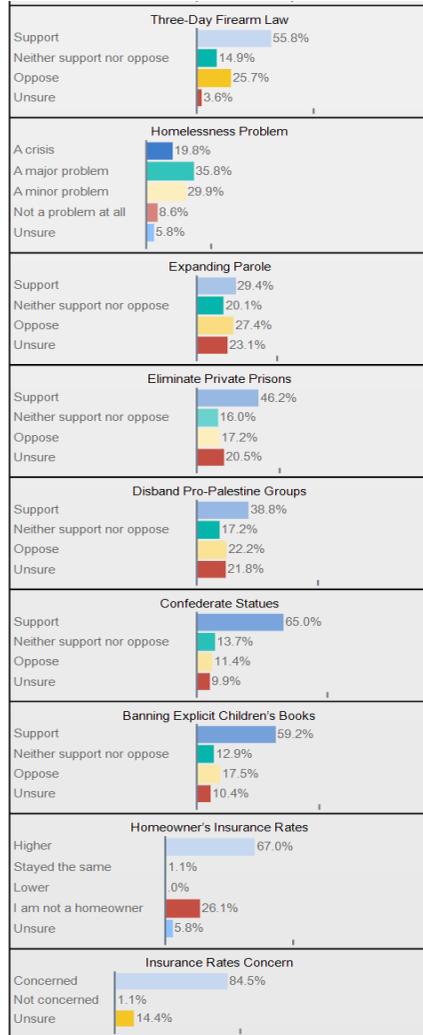
CYGNAL

Segmentation Analysis:

Low Information Voters (14%)

Agriculture Industry Concern
Destruction from climate change	12.4%
Destruction from natural disasters	21.7%
Soil degradation and loss of farma...	14.5%
Rising inflation, cost of labor, and/or...	41.2%
Labor shortage	13.7%
Supply chain disruptions	1.8%
Water scarcity	4.3%
Pests, diseases, and/or invasive...	11.6%
Overdevelopment onto farming and...	29.7%
Local Government regulations	16.7%
Lack of competitive business	2.0%
Lack of interest in working in...	10.0%
Federal government or FDA...	22.6%
Americans avoiding meat...	.0%
Slow technological advancement f...	2.8%
Unsure	20.4%

Gender
Female	50.4%
Male	49.6%

Age Range
18 - 29	25.5%
30 - 44	24.2%
45 - 54	18.6%
55 - 64	12.3%
65+	19.6%

Partisanship by Registration
Republican	44.1%
Democrat	8.1%
No Party Affiliation	29.9%
Other	11.0%
Unsure	6.9%

Ideology
Very conservative	15.9%
Somewhat conservative	28.3%
Moderate	38.4%
Somewhat liberal	8.6%
Very liberal	1.9%
Unsure	7.0%

Community Type
Rural	13.5%
Small Town	19.5%
Suburban	46.8%
Urban	20.2%

Anti Trump/GOP (7%)

Agriculture Industry Concern
Destruction from climate change	18.3%
Destruction from natural disasters	13.9%
Soil degradation and loss of farma...	20.3%
Rising inflation, cost of labor, and/or...	32.5%
Labor shortage	22.2%
Supply chain disruptions	3.6%
Water scarcity	18.4%
Pests, diseases, and/or invasive...	13.0%
Overdevelopment onto farming and...	37.3%
Local Government regulations	15.1%
Lack of competitive business	.0%
Lack of interest in working in...	17.3%
Federal government or FDA...	23.0%
Americans avoiding meat...	6.9%
Slow technological advancement f...	6.5%
Unsure	1.9%

Gender
Female	46.2%
Male	53.8%

Age Range
18 - 29	.0%
30 - 44	21.6%
45 - 54	15.7%
55 - 64	16.5%
65+	46.2%

Partisanship by Registration
Republican	57.9%
Democrat	23.7%
No Party Affiliation	18.4%
Other	.0%
Unsure	.0%

Ideology
Very conservative	17.9%
Somewhat conservative	23.7%
Moderate	58.4%
Somewhat liberal	.0%
Very liberal	.0%
Unsure	.0%

Community Type
Rural	18.8%
Small Town	29.5%
Suburban	35.3%
Urban	16.4%

GOP Base (36%)

Agriculture Industry Concern
Destruction from climate change	4.1%
Destruction from natural disasters	13.2%
Soil degradation and loss of farma...	10.3%
Rising inflation, cost of labor, and/or...	50.5%
Labor shortage	12.0%
Supply chain disruptions	11.1%
Water scarcity	8.6%
Pests, diseases, and/or invasive...	13.9%
Overdevelopment onto farming and...	36.9%
Local Government regulations	16.8%
Lack of competitive business	.7%
Lack of interest in working in...	16.1%
Federal government or FDA...	28.6%
Americans avoiding meat...	1.6%
Slow technological advancement f...	1.7%
Unsure	6.4%

Gender
Female	49.8%
Male	50.2%

Age Range
18 - 29	2.7%
30 - 44	14.7%
45 - 54	16.8%
55 - 64	23.0%
65+	42.7%

Partisanship by Registration
Republican	83.1%
Democrat	1.0%
No Party Affiliation	14.1%
Other	1.8%
Unsure	.0%

Ideology
Very conservative	55.0%
Somewhat conservative	35.0%
Moderate	7.1%
Somewhat liberal	.7%
Very liberal	.9%
Unsure	1.3%

Community Type
Rural	16.1%
Small Town	29.5%
Suburban	39.6%
Urban	14.8%

Dem Base (43%)

Agriculture Industry Concern
Destruction from climate change	48.6%
Destruction from natural disasters	16.5%
Soil degradation and loss of farma...	15.1%
Rising inflation, cost of labor, and/or...	28.7%
Labor shortage	32.7%
Supply chain disruptions	5.9%
Water scarcity	9.9%
Pests, diseases, and/or invasive...	9.7%
Overdevelopment onto farming and...	28.3%
Local Government regulations	10.1%
Lack of competitive business	3.2%
Lack of interest in working in...	12.2%
Federal government or FDA...	2.9%
Americans avoiding meat...	0%
Slow technological advancement f...	5.1%
Unsure	7.8%

Gender
Female	61.4%
Male	38.6%

Age Range
18 - 29	11.6%
30 - 44	20.8%
45 - 54	12.8%
55 - 64	19.9%
65+	34.8%

Partisanship by Registration
Republican	2.5%
Democrat	73.7%
No Party Affiliation	21.1%
Other	2.0%
Unsure	.6%

Ideology
Very conservative	1.9%
Somewhat conservative	8.8%
Moderate	35.4%
Somewhat liberal	25.2%
Very liberal	26.4%
Unsure	2.2%

Community Type
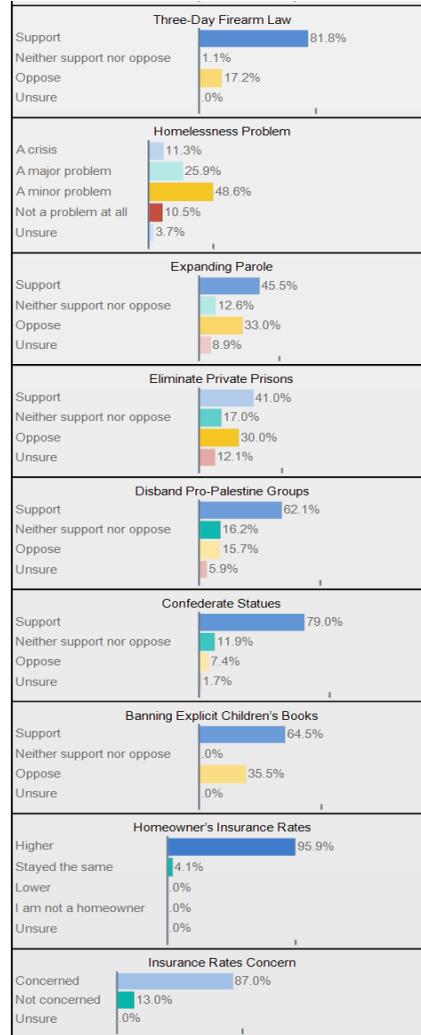|	
Rural	9.3%
Small Town	17.5%
Suburban	51.9%
Urban	21.2%

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
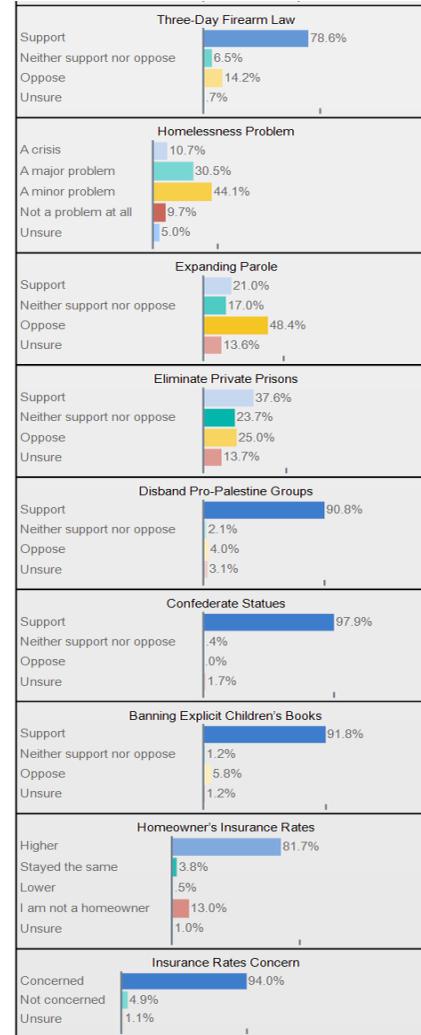
CYGNAL
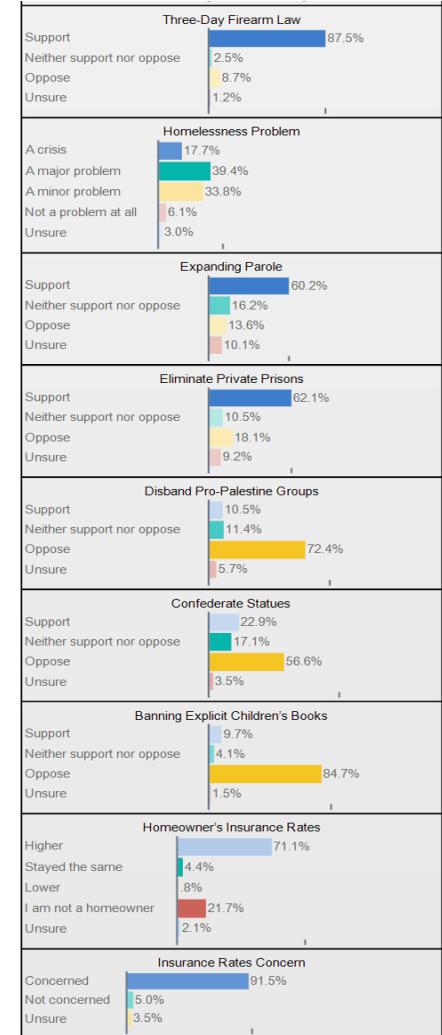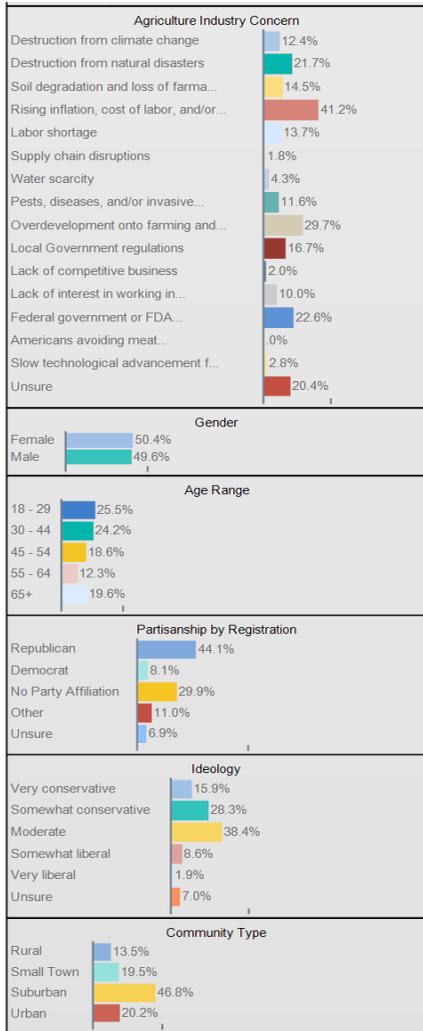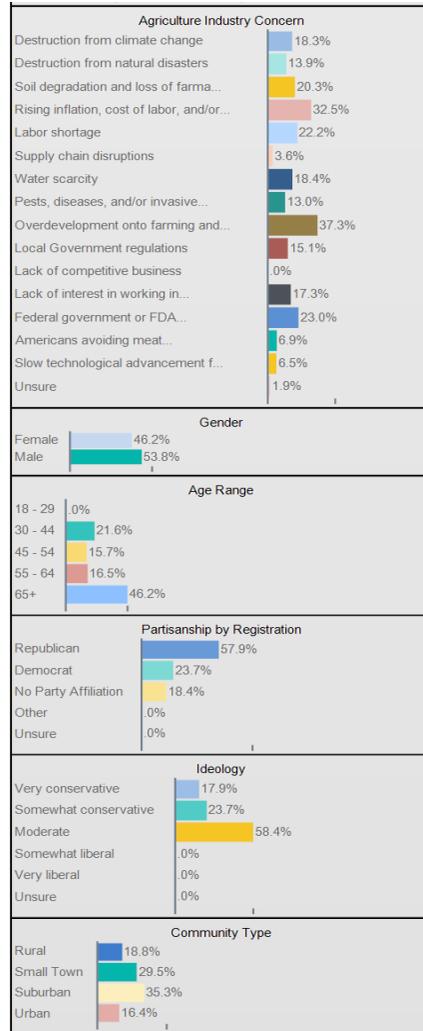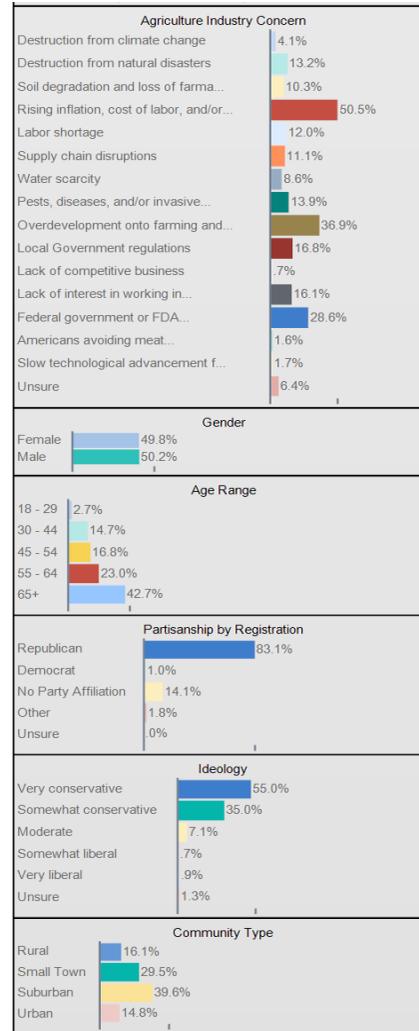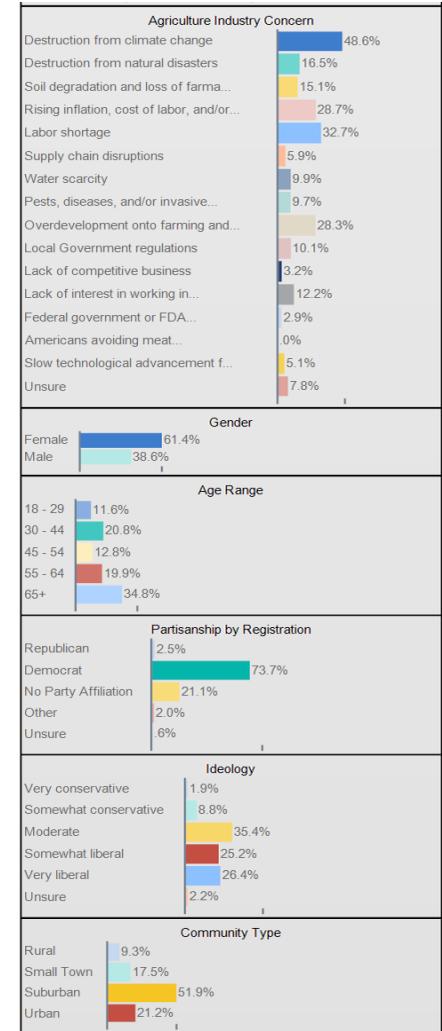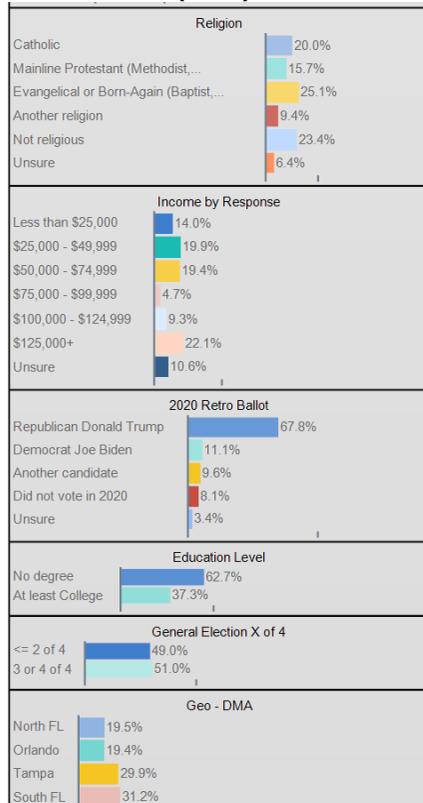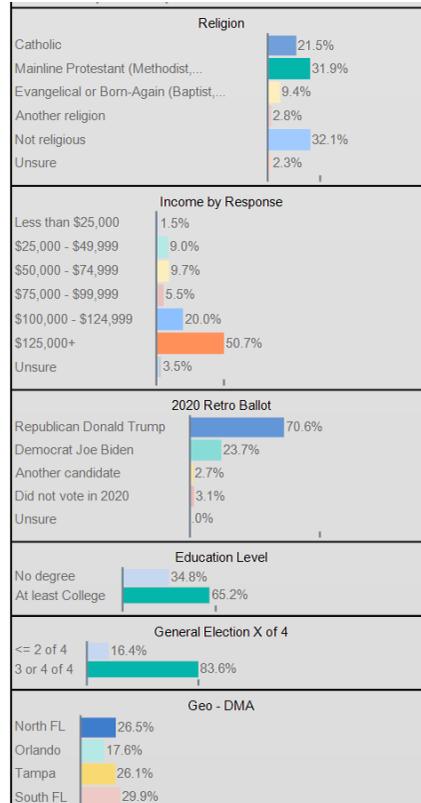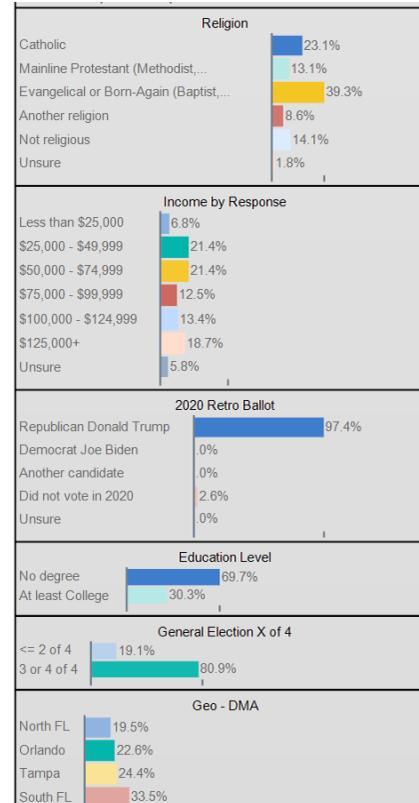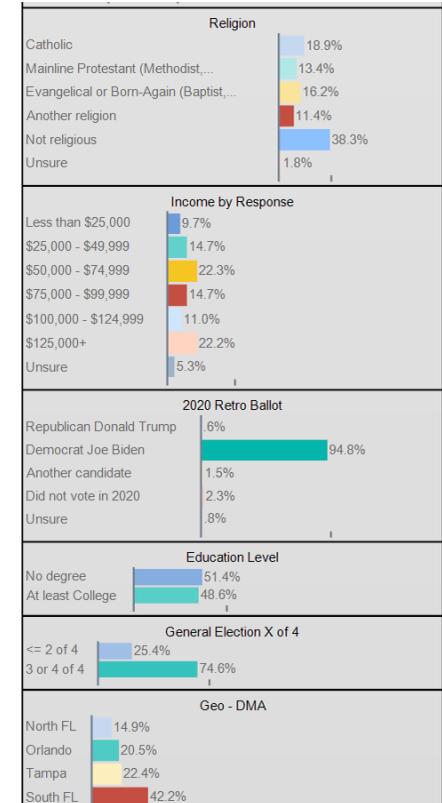
Segmentation Analysis:

Low Information Voters (14%)

Religion
Catholic	20.0%
Mainline Protestant (Methodist,...	15.7%
Evangelical or Born-Again (Baptist,...	25.1%
Another religion	9.4%
Not religious	23.4%
Unsure	6.4%

Income by Response
Less than $25,000	14.0%
$25,000 - $49,999	19.9%
$50,000 - $74,999	19.4%
$75,000 - $99,999	4.7%
$100,000 - $124,999	9.3%
$125,000+	22.1%
Unsure	10.6%

2020 Retro Ballot
Republican Donald Trump	67.8%
Democrat Joe Biden	11.1%
Another candidate	9.6%
Did not vote in 2020	8.1%
Unsure	3.4%

Education Level
No degree	62.7%
At least College	37.3%

General Election X of 4
<= 2 of 4	49.0%
3 or 4 of 4	51.0%

Geo - DMA
North FL	19.5%
Orlando	19.4%
Tampa	29.9%
South FL	31.2%

Anti Trump/GOP (7%)

Religion
Catholic	21.5%
Mainline Protestant (Methodist,...	31.9%
Evangelical or Born-Again (Baptist,...	9.4%
Another religion	2.8%
Not religious	32.1%
Unsure	2.3%

Income by Response
Less than $25,000	1.5%
$25,000 - $49,999	9.0%
$50,000 - $74,999	9.7%
$75,000 - $99,999	5.5%
$100,000 - $124,999	20.0%
$125,000+	50.7%
Unsure	3.5%

2020 Retro Ballot
Republican Donald Trump	70.6%
Democrat Joe Biden	23.7%
Another candidate	2.7%
Did not vote in 2020	3.1%
Unsure	.0%

Education Level
No degree	34.8%
At least College	65.2%

General Election X of 4
<= 2 of 4	16.4%
3 or 4 of 4	83.6%

Geo - DMA
North FL	26.5%
Orlando	17.6%
Tampa	26.1%
South FL	29.9%

GOP Base (36%)

Religion
Catholic	23.1%
Mainline Protestant (Methodist,...	13.1%
Evangelical or Born-Again (Baptist,...	39.3%
Another religion	8.6%
Not religious	14.1%
Unsure	1.8%

Income by Response
Less than $25,000	6.8%
$25,000 - $49,999	21.4%
$50,000 - $74,999	21.4%
$75,000 - $99,999	12.5%
$100,000 - $124,999	13.4%
$125,000+	18.7%
Unsure	5.8%

2020 Retro Ballot
Republican Donald Trump	97.4%
Democrat Joe Biden	.0%
Another candidate	.0%
Did not vote in 2020	2.6%
Unsure	.0%

Education Level
No degree	69.7%
At least College	30.3%

General Election X of 4
<= 2 of 4	19.1%
3 or 4 of 4	80.9%

Geo - DMA
North FL	19.5%
Orlando	22.6%
Tampa	24.4%
South FL	33.5%

Dem Base (43%)

Religion
Catholic	18.9%
Mainline Protestant (Methodist,...	13.4%
Evangelical or Born-Again (Baptist,...	16.2%
Another religion	11.4%
Not religious	38.3%
Unsure	1.8%

Income by Response
Less than $25,000	9.7%
$25,000 - $49,999	14.7%
$50,000 - $74,999	22.3%
$75,000 - $99,999	14.7%
$100,000 - $124,999	11.0%
$125,000+	22.2%
Unsure	5.3%

2020 Retro Ballot
Republican Donald Trump	.6%
Democrat Joe Biden	94.8%
Another candidate	1.5%
Did not vote in 2020	2.3%
Unsure	.8%

Education Level
No degree	51.4%
At least College	48.6%

General Election X of 4
<= 2 of 4	25.4%
3 or 4 of 4	74.6%

Geo - DMA
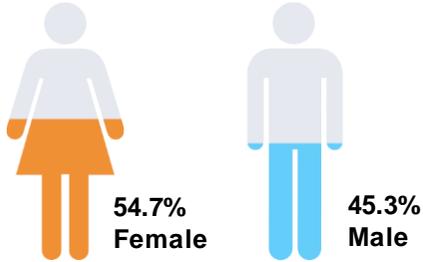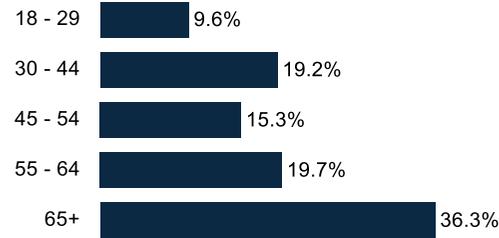|	
North FL	14.9%
Orlando	20.5%
Tampa	22.4%
South FL	42.2%

Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.
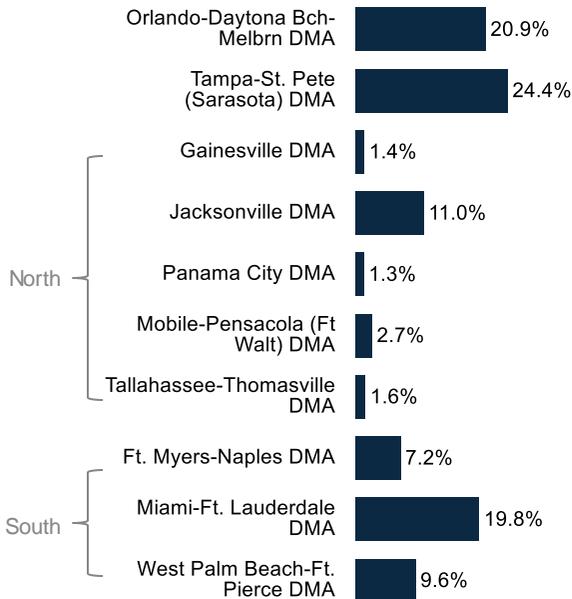
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Demographics

Sex

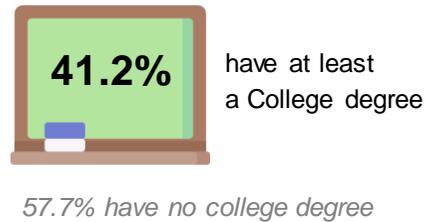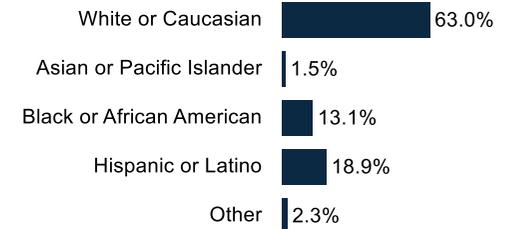**54.7%**
Female

45.3%
Male

Age Range

18 - 29	9.6%
30 - 44	19.2%
45 - 54	15.3%
55 - 64	19.7%
65+	36.3%

Household Income

<$25k	8.7%
$25k-$50k	17.4%
$50k-$75k	20.7%
$75k-$100k	11.9%
$100k-$125k	12.2%
$125k+	22.9%

Geo - DMA

North
- Orlando-Daytona Bch-Melbrn DMA — 20.9%
- Tampa-St. Pete (Sarasota) DMA — 24.4%
- Gainesville DMA — 1.4%
- Jacksonville DMA — 11.0%
- Panama City DMA — 1.3%
- Mobile-Pensacola (Ft Walt) DMA — 2.7%
- Tallahassee-Thomasville DMA — 1.6%

South
- Ft. Myers-Naples DMA — 7.2%
- Miami-Ft. Lauderdale DMA — 19.8%
- West Palm Beach-Ft. Pierce DMA — 9.6%

Education

41.2% have at least a College degree

57.7% have no college degree

Race/Ethnicity

White or Caucasian	63.0%
Asian or Pacific Islander	1.5%
Black or African American	13.1%
Hispanic or Latino	18.9%
Other	2.3%

Partisanship

Republican	40.9%
Democrat	35.1%
No Party Affiliation	19.7%
Other	3.1%

Community Type

Rural	13.0%
Small Town	22.9%
Suburban	45.7%
Urban	18.5%

Sample size: 800

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