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## MASON-DIXON® FLORIDA POLL



**FEBRUARY 2018**  
**2018 STATE ECONOMY**

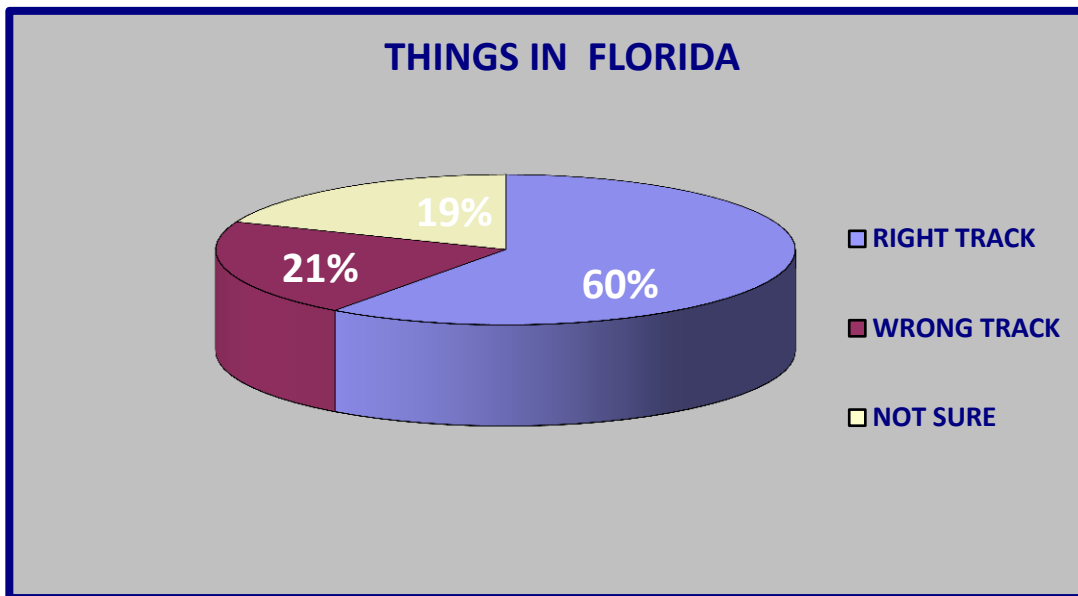
**EMBARGO:** Newspaper Publication – Friday, February 9, 2018  
Broadcast & Internet Release - 6 am. Friday, February 9, 2018

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*Tracking public opinion in Florida since 1984*

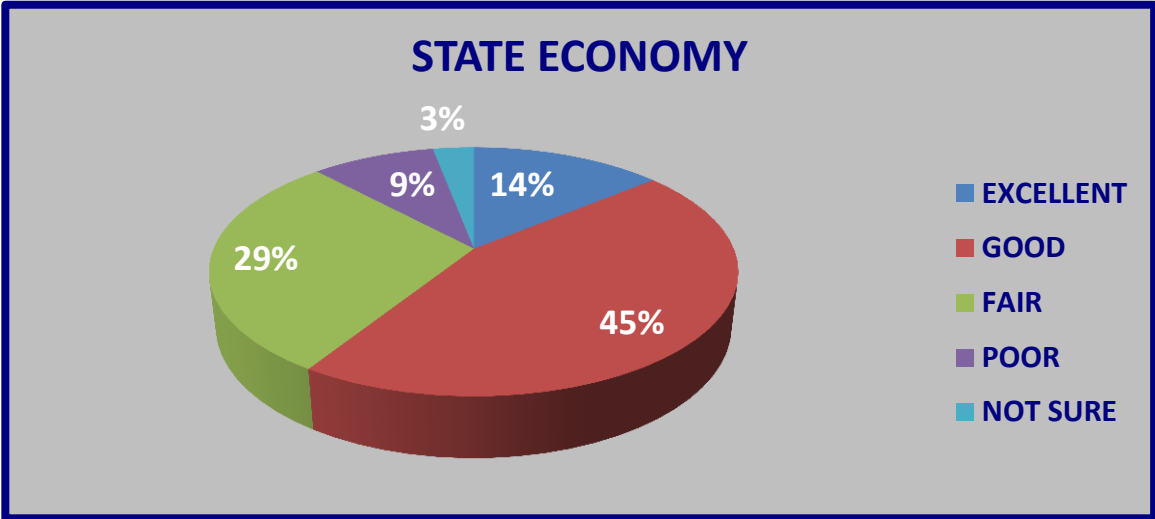
**FLORIDIANS SAY THINGS IN THE STATE ARE ON THE RIGHT TRACK  
FEEL OPTIMISTIC, WITH GOOD ECONOMY & HIGH QUALITY OF LIFE  
OVER-DEVELOPMENT & ENVIRONMENTAL PROBLEMS GREATEST THREATS**

The majority of Florida voters (60%), feel things in the state are on the “right track”, while 21% say they are on the “wrong track” and 19% are unsure.



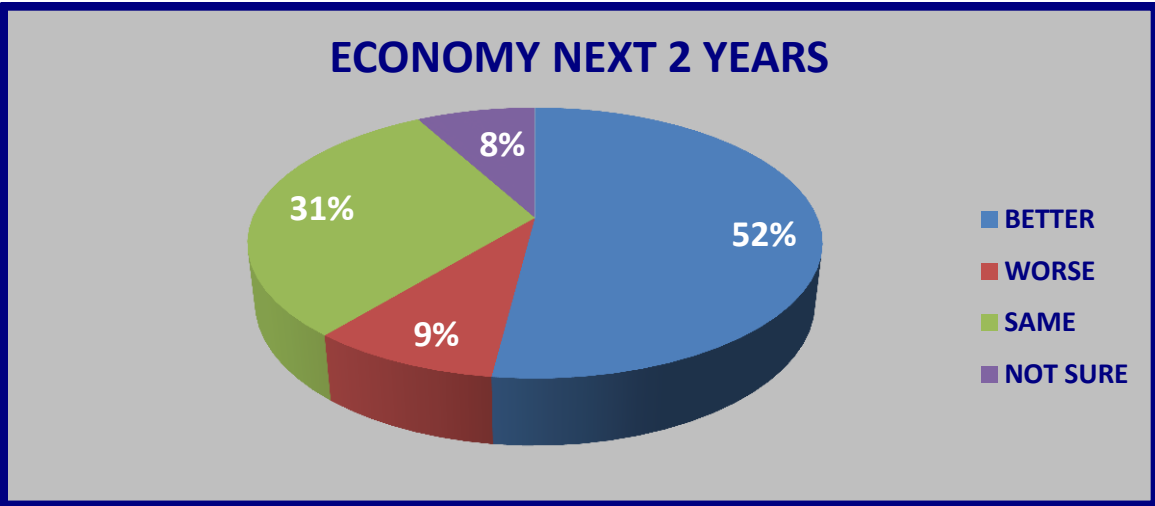
Optimism is strong throughout the state – reaching at least 58% in all regions and at least 54% in all voter groups. Those feeling things are on the “right track” is strongest in Southwest Florida (63%). It is also highest among Hispanics (68%), Republicans (63%), men (63%) and those under the age of 50 (64%).

A stronger majority (74%) feel the state’s economy is currently “excellent” or “good”, while 29% describe it as “fair” and only 9% rate it “poor”.

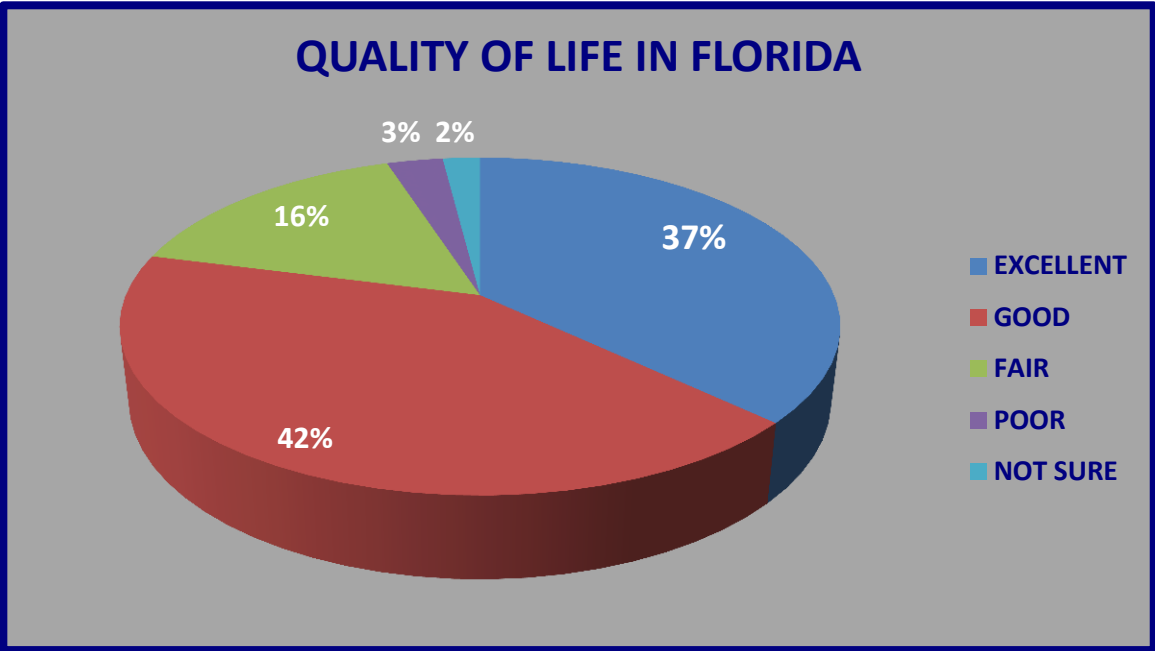


There is a sharp division along party lines, with only 36% of Democrats saying the economy is “excellent” or “good”, compared to 79% of Republicans and 73% of Independents.

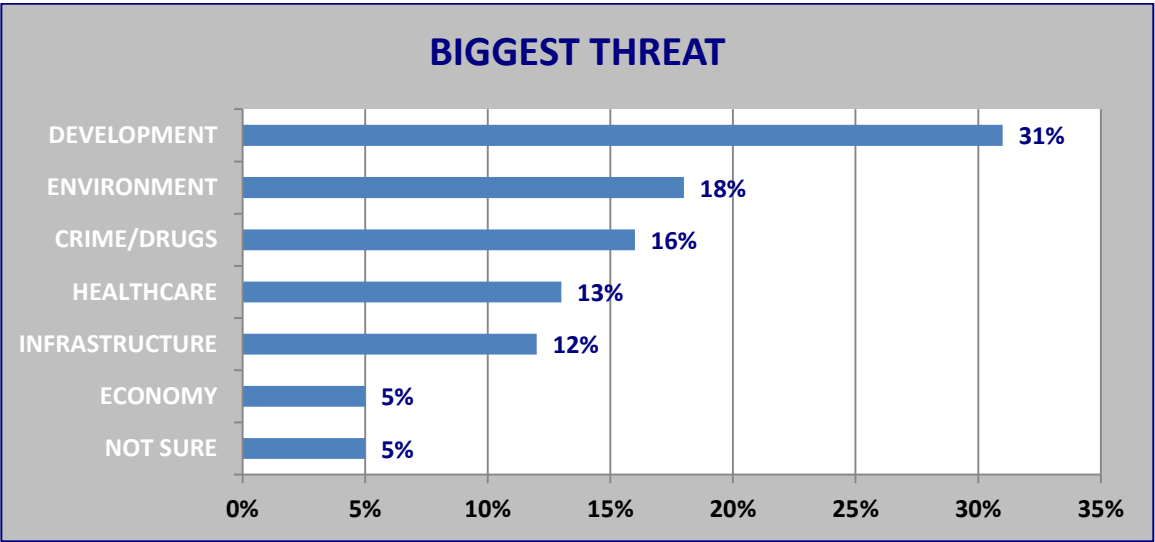
A majority (52%) also feel that the state economy will improve over the next two years, while only 9% say it will get worse and 31% believe it will stay about the same. Economic optimism also splits along party lines, with 82% of Republicans saying things will get better compared to 42% of Democrats and 36% of Independents.



A strong majority of Floridians (79%) believe the quality of life they enjoy in the state is “excellent” or “good”. This view is held by a majority in all areas of the state and among all groups.



Statewide, most voters (31%) see population growth and over-development as the primary threat to their quality of life, followed by environmental problems (18%) and crime (16%).



**QUESTION: Generally, do you feel things in Florida are on the right track or the wrong track?**

	<u>RIGHT TRACK</u>	<u>WRONG TRACK</u>	<u>NOT SURE</u>
<b>STATE</b>	60%	21%	19%

<u>REGION</u>	<u>RIGHT TRACK</u>	<u>WRONG TRACK</u>	<u>NOT SURE</u>
North Florida	61%	20%	19%
Central Florida	58%	23%	19%
Tampa Bay	58%	27%	15%
Southwest Florida	63%	16%	21%
Southwest Florida	61%	18%	21%

<u>SEX</u>	<u>RIGHT TRACK</u>	<u>WRONG TRACK</u>	<u>NOT SURE</u>
Men	63%	18%	19%
Women	58%	23%	19%

<u>AGE</u>	<u>RIGHT TRACK</u>	<u>WRONG TRACK</u>	<u>NOT SURE</u>
<50	64%	20%	16%
50+	57%	22%	21%

<u>RACE</u>	<u>RIGHT TRACK</u>	<u>WRONG TRACK</u>	<u>NOT SURE</u>
White	60%	21%	19%
Black	54%	24%	22%
Hispanic	68%	17%	15%

<u>PARTY REGISTRATION</u>	<u>RIGHT TRACK</u>	<u>WRONG TRACK</u>	<u>NOT SURE</u>
Democrat	59%	18%	23%
Republican	63%	21%	16%
Independent	60%	24%	16%

**QUESTION: How would you rate the current economic conditions in Florida:  
excellent, good, fair or poor?**

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
<b>STATE</b>	<b>14%</b>	<b>45%</b>	<b>29%</b>	<b>9%</b>	<b>3%</b>

<u>REGION</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
North Florida	16%	39%	33%	10%	2%
Central Florida	11%	43%	34%	11%	1%
Tampa Bay	15%	54%	19%	8%	4%
Southwest Florida	21%	49%	23%	4%	3%
Southeast Florida	11%	44%	25%	16%	4%

<u>SEX</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
Men	18%	51%	23%	4%	4%
Women	11%	40%	31%	16%	2%

<u>AGE</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
<50	11%	49%	28%	9%	3%
50+	16%	42%	30%	9%	3%

<u>RACE</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
White	13%	45%	30%	9%	3%
Black	9%	47%	31%	12%	1%
Hispanic	19%	42%	26%	9%	4%

<u>PARTY REGISTRATION</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
Democrat	1%	35%	49%	14%	1%
Republican	21%	57%	15%	3%	4%
Independent	25%	48%	16%	7%	4%

**QUESTION: Over the next two years, do you think that the economy in Florida will get better, get worse or stay about the same?**

	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NOT SURE</u>
<b>STATE</b>	<b>52%</b>	<b>9%</b>	<b>31%</b>	<b>8%</b>

<u>REGION</u>	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NOT SURE</u>
North Florida	61%	10%	22%	7%
Central Florida	49%	9%	33%	9%
Tampa Bay	57%	12%	23%	8%
Southwest Florida	57%	4%	31%	8%
Southeast Florida	42%	8%	42%	8%

<u>SEX</u>	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NOT SURE</u>
Men	55%	7%	31%	7%
Women	50%	11%	31%	8%

<u>AGE</u>	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NOT SURE</u>
<50	45%	8%	36%	11%
50+	57%	9%	28%	6%

<u>RACE</u>	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NOT SURE</u>
White	57%	6%	29%	8%
Black	23%	17%	51%	9%
Hispanic	58%	9%	28%	5%

<u>PARTY REGISTRATION</u>	<u>BETTER</u>	<u>WORSE</u>	<u>SAME</u>	<u>NOT SURE</u>
Democrat	42%	11%	38%	9%
Republican	82%	2%	10%	6%
Independent	36%	12%	44%	8%

**QUESTION: How would you rate the quality of life in Florida: excellent, good, fair or poor?**

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
<b>STATE</b>	<b>37%</b>	<b>42%</b>	<b>16%</b>	<b>3%</b>	<b>2%</b>

<u>REGION</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
North Florida	39%	39%	18%	3%	1%
Central Florida	33%	45%	16%	5%	1%
Tampa Bay	38%	37%	17%	5%	3%
Southwest Florida	48%	36%	13%	1%	2%
Southeast Florida	33%	48%	15%	1%	3%

<u>SEX</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
Men	41%	40%	15%	3%	1%
Women	34%	43%	17%	3%	3%

<u>AGE</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
<50	34%	41%	21%	3%	1%
50+	39%	43%	13%	3%	2%

<u>RACE</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
White	43%	40%	12%	3%	2%
Black	18%	45%	28%	7%	2%
Hispanic	27%	47%	23%	2%	1%

<u>PARTY REGISTRATION</u>	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>NOT SURE</u>
Democrat	25%	47%	21%	4%	3%
Republican	54%	31%	12%	2%	1%
Independent	37%	45%	15%	2%	1%



**QUESTION: Which one of the following do you feel is the greatest threat to the quality of life in Florida over the next ten years: (ORDER ROTATED)**

	<u>STATE</u>	<u>NORTH</u>	<u>CENTRAL</u>	<u>TAMPA</u>	<u>SW FLA</u>	<u>SE FLA</u>
Development & Over Population	31%	26%	27%	31%	37%	35%
Environmental problems	18%	14%	19%	21%	21%	17%
Crime & Drug problems	16%	16%	17%	14%	16%	16%
Healthcare problems	13%	19%	13%	14%	9%	10%
Road & Infrastructure problems	12%	13%	12%	12%	9%	12%
Economic problems	5%	6%	9%	5%	3%	4%
Other/Not Sure (NOT READ)	5%	6%	3%	3%	5%	6%

## HOW THE POLL WAS CONDUCTED

**This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from January 30 through February 1, 2018. A total of 625 registered Florida voters were interviewed statewide by telephone.**

**Those interviewed were randomly selected from a phone-matched Florida voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter registration by county.**

**The margin for error, according to standards customarily used by statisticians, is no more than  $\pm 4$  percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.**

## DEMOGRAPHICS

### **PARTY REGISTRATION:**

<b>Democrat</b>	<b>256 (41%)</b>
<b>Republican</b>	<b>243 (39%)</b>
<b>Independent or Other</b>	<b>126 (20%)</b>

### **AGE:**

<b>18-34</b>	<b>102 (16%)</b>
<b>35-49</b>	<b>153 (24%)</b>
<b>50-64</b>	<b>187 (30%)</b>
<b>65+</b>	<b>179 (29%)</b>
<b>Refused</b>	<b>4 (1%)</b>

### **RACE/ETHNICITY:**

<b>White/Caucasian</b>	<b>414 (66%)</b>
<b>Black/African American</b>	<b>85 (14%)</b>
<b>Hispanic or Cuban</b>	<b>107 (17%)</b>
<b>Other</b>	<b>12 (2%)</b>
<b>Refused</b>	<b>7 (1%)</b>

### **SEX:**

<b>Men</b>	<b>293 (47%)</b>
<b>Women</b>	<b>332 (53%)</b>

### **REGION:**

<b>North Florida</b>	<b>135 (22%)</b>
<b>Central Florida</b>	<b>120 (19%)</b>
<b>Tampa Bay</b>	<b>115 (18%)</b>
<b>Southwest Florida</b>	<b>75 (12%)</b>
<b>Southeast Florida</b>	<b>180 (29%)</b>

## FLORIDA POLL REGIONS

**NORTH FLORIDA:** Voters interviewed in Escambia, Okaloosa, Santa Rosa, Bay, Calhoun, Franklin, Gulf, Liberty, Walton, Washington, Holmes, Jackson, Gadsden, Hamilton, Jefferson, Lafayette, Leon, Madison, Suwannee, Taylor, Wakulla, Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam, St. Johns, Flagler, Union, Alachua, Dixie, Gilchrist and Levy counties.

**CENTRAL FLORIDA:** Voters interviewed in Brevard, Lake, Marion, Orange, Osceola, Seminole, Citrus, Sumter, Volusia, and Indian River counties.

**TAMPA BAY:** Voters interviewed in Hernando, Hillsborough, Pasco, Pinellas and Polk counties.

**SOUTHWEST FLORIDA:** Voters interviewed in DeSoto, Glades, Hardee, Hendry, Highlands, Manatee, Sarasota, Charlotte, Collier and Lee counties.

**SOUTHEAST FLORIDA:** Voters interviewed in Okeechobee, St. Lucie, Martin, Palm Beach, Broward, Miami-Dade and Monroe counties.