



## HOW THE POLL WAS CONDUCTED

**This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from March 11 through March 15, 2025. A total of 625 registered voters statewide were interviewed live by telephone in Florida.**

**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 based on 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 in Florida voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.**

**QUESTION: When it comes to hiring, advancement and compensation in the workplace, do you feel merit is more important, less important or of equal importance as other factors such as increasing economic opportunity for disadvantaged and underrepresented people?**

	<u><b>MORE</b></u>	<u><b>LESS</b></u>	<u><b>EQUAL</b></u>	<u><b>NOT SURE</b></u>
<b>STATE</b>	<b>54%</b>	<b>8%</b>	<b>34%</b>	<b>4%</b>

<u><b>REGION</b></u>	<u><b>MORE</b></u>	<u><b>LESS</b></u>	<u><b>EQUAL</b></u>	<u><b>NOT SURE</b></u>
North Florida	56%	6%	35%	3%
Central Florida	56%	3%	34%	7%
Tampa Bay	53%	7%	37%	3%
Southwest Florida	60%	5%	33%	2%
Southeast Florida	52%	15%	29%	4%

<u><b>GENDER ID</b></u>	<u><b>MORE</b></u>	<u><b>LESS</b></u>	<u><b>EQUAL</b></u>	<u><b>NOT SURE</b></u>
Male	61%	7%	29%	3%
Female	47%	9%	39%	5%

<u><b>AGE</b></u>	<u><b>MORE</b></u>	<u><b>LESS</b></u>	<u><b>EQUAL</b></u>	<u><b>NOT SURE</b></u>
18-34	47%	18%	30%	5%
35-49	53%	8%	33%	6%
50-64	54%	6%	37%	3%
65+	58%	4%	36%	2%

<u><b>RACE</b></u>	<u><b>MORE</b></u>	<u><b>LESS</b></u>	<u><b>EQUAL</b></u>	<u><b>NOT SURE</b></u>
White	58%	7%	32%	3%
Black	41%	11 %	39%	9%
Hispanic	47%	8%	40%	5%

<u><b>PARTY REGISTRATION</b></u>	<u><b>MORE</b></u>	<u><b>LESS</b></u>	<u><b>EQUAL</b></u>	<u><b>NOT SURE</b></u>
Democrat	42%	12%	44%	2%
Republican	63%	4%	28%	5%
Independent	53%	11%	30%	6%

**QUESTION: Do you feel individual talent, performance and achievement are or are not the primary factors that determine personal and economic success?**

	<u><b>YES, ARE</b></u>	<u><b>NO, ARE NOT</b></u>	<u><b>NOT SURE</b></u>
<b>STATE</b>	<b>77%</b>	<b>18%</b>	<b>5%</b>

<u><b>REGION</b></u>	<u><b>YES, ARE</b></u>	<u><b>NO, ARE NOT</b></u>	<u><b>NOT SURE</b></u>
North Florida	78%	18%	4%
Central Florida	79%	14%	7%
Tampa Bay	79%	15%	6%
Southwest Florida	80%	17%	3%
Southeast Florida	73%	23%	4%

<u><b>GENDER ID</b></u>	<u><b>YES, ARE</b></u>	<u><b>NO, ARE NOT</b></u>	<u><b>NOT SURE</b></u>
Male	86%	11%	3%
Female	69%	24%	7%

<u><b>AGE</b></u>	<u><b>YES, ARE</b></u>	<u><b>NO, ARE NOT</b></u>	<u><b>NOT SURE</b></u>
18-34	70%	23%	7%
35-49	75%	18%	7%
50-64	78%	18%	4%
65+	82%	15%	3%

<u><b>RACE</b></u>	<u><b>YES, ARE</b></u>	<u><b>NO, ARE NOT</b></u>	<u><b>NOT SURE</b></u>
White	79%	17%	4%
Black	66%	26%	8%
Hispanic	77%	17%	6%

<u><b>PARTY REGISTRATION</b></u>	<u><b>YES, ARE</b></u>	<u><b>NO, ARE NOT</b></u>	<u><b>NOT SURE</b></u>
Democrat	64%	29%	7%
Republican	87%	9%	4%
Independent	77%	19%	4%

**QUESTION: Do you feel individual talent, performance and achievement should or should not be the primary factors that determine personal and economic success?**

	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
STATE	83%	13%	4%

<u>REGION</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
North Florida	87%	10%	3%
Central Florida	85%	12%	3%
Tampa Bay	83%	11%	6%
Southwest Florida	85%	11%	4%
Southeast Florida	78%	18%	4%

<u>GENDER ID</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
Male	86%	11%	3%
Female	79%	16%	5%

<u>AGE</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
18-34	74%	19%	7%
35-49	83%	13%	4%
50-64	84%	12%	4%
65+	87%	10%	3%

<u>RACE/ETHNICITY</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
White	87%	10%	3%
Black	66%	28%	6%
Hispanic	76%	18%	6%

<u>PARTY REGISTRATION</u>	<u>SHOULD</u>	<u>SHOULD NOT</u>	<u>NOT SURE</u>
Democrat	72%	22%	6%
Republican	94%	3%	3%
Independent	78%	18%	4%

## DEMOGRAPHICS

### **PARTY REGISTRATION:**

<b>Democrat</b>	<b>210 (34%)</b>
<b>Republican</b>	<b>264 (42%)</b>
<b>Independent or Other</b>	<b>151 (24%)</b>

### **AGE:**

<b>18-34</b>	<b>104 (17%)</b>
<b>35-49</b>	<b>165 (26%)</b>
<b>50-64</b>	<b>170 (27%)</b>
<b>65+</b>	<b>182 (29%)</b>
<b>Refused</b>	<b>4 (1%)</b>

### **RACE/ETHNICITY**

<b>White</b>	<b>404 (65%)</b>
<b>Black</b>	<b>80 (13%)</b>
<b>Hispanic</b>	<b>107 (17%)</b>
<b>Other</b>	<b>27 (4%)</b>
<b>Refused</b>	<b>7 (1%)</b>

### **GENDER ID:**

<b>Male</b>	<b>298 (48%)</b>
<b>Female</b>	<b>321 (51%)</b>
<b>Other</b>	<b>6 (1%)</b>

### **REGION:**

<b>North Florida</b>	<b>120 (19%)</b>
<b>Central Florida</b>	<b>135 (22%)</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.