



SEA POLLING & STRATEGIC DESIGN POLL MEMO: FLORIDA'S POLITICAL LANDSCAPE

A Divided Electorate

Florida continues to be a divided electorate on issues and on their views of political leaders. President Joe Biden enjoys a net 6-point positive (51-45 rating) while former President Donald Trump is underwater with a net 6-point negative rating (46-52) and Governor DeSantis with a positive rating of 53-38.

Most notable though is that of the three elected leaders, only President Joe Biden has net favorable ratings among NPAs and non-Cuban Hispanics. Both former President Donald Trump and Governor DeSantis are underwater with both key demographic groups, giving Democrats an opportunity to drive home accountability messaging and hitting both political figures among these critical vote base.

Floridians Reject Governor DeSantis' Top Priorities

Governor DeSantis is on the wrong side of two critical issues: business mandates on public health measures and vote by mail voting. **Nearly 50-percent of Floridians believe businesses should have the right to enforce proof of vaccinations** to protect the health and safety of their employees and customers to ensure a speedy economic recovery. Gov. DeSantis has made it his mission to interfere with free-markets and control business operations, much like is seen in Latin America, by denying business owners the freedom to operate with their own decisions. The clearest example is now with South Florida's cruise capital where cruise lines are threatening to leave Florida due to the Governor's business overreach on vaccination cards. This would have a devastating economic impact in Florida, costing thousands of jobs and the closure of hundreds of area businesses.

When it comes to access to voting, Floridians overwhelmingly oppose Governor DeSantis's efforts to make it more difficult to request vote by mail ballots and limiting the use of drop-boxes. **By a nearly 20-point margin, Floridians stand against Governor DeSantis** on his signature voter suppression efforts that will make it harder for voters to cast ballots safely in 2022 and beyond.

Top Issue: Fighting Socialism

Democrats also have a clear weakness with Floridians responding that their top issue is keeping socialism out of Florida. In fact, keeping socialism out of Florida rises above jobs and economic recovery as this has become a top narrative for Republicans and the impact now extends Miami-

Dade. While NPA's overwhelmingly reject the false narrative against Democrats, 34% of NPAs have become susceptible to the messaging and Hispanic Democrats are vulnerable to the emotional narrative that comes with false socialism attacks.

Democrats must go aggressively on offense with strong messages that reverses the trend among NPAs and weakens it among soft Republicans and the best pushback is through authentic validators and their stories.

A Winning Message: Annette Taddeo's Story

A battle-tested state senator, Annette Taddeo has a winning message for Democrats in Florida. In the absence of elected statewide prominent Hispanic Democrats, Annette Taddeo is uniquely and well-positioned to be the clear voice to drive a winning message to regain the strong Hispanic Coalition that propelled victories for Democrats.

As a Hispanic small business owner, Annette Taddeo has experienced firsthand the challenges small businesses in Florida have faced and the strength they provide to achieve stronger economic recovery in the state. The daughter of an American fighter pilot, Annette is the living proof of the American Dream, having worked her way through university, before opening her small business and starting a family in South Florida.

Annette has also lived the pain of socialist and communist regimes when her father was captured by the FARC in Colombia, so she is can speak forcefully and authentically against the baseless attacks from Republicans when it comes to socialism. As a small business owner, Annette Taddeo can effectively communicate the Governor's free-market attacks and his overreaches on businesses with his legislation that takes control of business operations, as often seen in Latin American countries.

In the poll, Democratic voters rallied around Annette's message because her life story offers an authentic narrative at a time when it's desperately needed and it's backed by her results-driven leadership around better pay for teachers and school personnel, protecting the environment and attracting good jobs to the state. By taking her message statewide and properly positioning the Democratic message among swing demographic groups and investing in the Hispanic coalition vote, Annette Taddeo can lead the effort that puts the Democrats back on a path to success in Florida.

Invest in Hispanic Coalition

Florida's Hispanic voters continue to grow at a rapid pace and efforts to invest in a Hispanic Coalition will determine outcomes in statewide and regional elections. The Democratic Party must fully invest in a Hispanic Coalition through targeted and authentic messaging that lifts up the Party through core values. As noted above, Annette Taddeo's story, leadership and experience are a perfect example of how Democrats can and must fully invest in the Hispanic Coalition early and never stop. Results from this statewide poll show Democrats are well positioned to seize once again high support from Non-Cuban Hispanics and can grow the margins if Republican

overreaches are communicated early and are met with clear messages from Democratic leaders and candidates.

METHODOLOGY

The poll was conducted Thursday, April 15 through Tuesday, April 20, 2021 by live phone operators in English and Spanish. The survey has a 74% cell phone. Base sample=600, MOE +/- 4.0 with an oversample of 200 additional Democrats and 100 additional for totals of 438 and 237, respectively. The poll was modeled with 41% Republicans, 38% Democrats and 21% NPAs: 69% White, 14% Hispanic, 12% African-American/Black, 5% Other.