



SEA POLLING & STRATEGIC DESIGN POLL MEMO: CLEAR PATH FOR TADDEO IN PRIMARY

Plurality of Voters Undecided in Democratic Primary Race for Governor

Despite two candidates with statewide platforms, only “Undecided” breaks 30 percent in a three-way field between Charlie Crist, Nikki Fried, and Annette Taddeo. **By any measure, the Democratic primary for Governor is wide open.**

While Taddeo starts at 13%, she is polling stronger than virtually every Democrat who ran in the 2018 Primary, including the eventual winner Andrew Gillum. Most notable is that Taddeo is easily within striking distance of the two other candidates who both, by conventional wisdom, claim a statewide presence.

	VOTE
Annette Taddeo	13
Charlie Crist	28
Nikki Fried	26
<i>Undecided</i>	34

Taddeo Jumps to Double-Digit Lead with Clear and Simple Message & Personal Story

After reading basic bio statements about the three candidates, Taddeo surges to a 22-point lead over Crist and leads Fried by 10 points. Taddeo had the most ground to make up so it’s important to see this level of movement across a range of demographics. Taddeo picks up votes across the board – she leads among Hispanic voters, Black Voters and White Voters. Her lead is most pronounced among women, especially younger and working women, younger voters and Hispanic voters. She also does extremely well among the key urban media markets. She adds to her strong position in South Florida by doubling her vote in Miami. She does even better across the entire I-4 Corridor: tripling her vote in Orlando and quadrupling her support in Tampa wiping out the early home field advantage held by Crist. ***So, why does Taddeo jump out to such a large lead?***

	VOTE
Annette Taddeo	40
Charlie Crist	18
Nikki Fried	30
<i>Undecided</i>	12

A Clear, Simple and 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 a truly prominent statewide Democrat in the race, much less a prominent Hispanic Democrat, Annette Taddeo is uniquely and ideally positioned to be the clear voice to drive a winning message to appeal to Democrats across the board and rebuild the strong Hispanic Coalition that is critical to propel Democrats to victory.

As a successful Hispanic small business owner, Annette Taddeo has experienced firsthand the challenges small businesses in Florida have faced and the central role they play in driving a strong economic recovery for all of Florida. The daughter of an American fighter pilot, Annette is living proof of the American Dream, having worked her way through college, before opening her small business and starting a family in South Florida.

Annette has lived the pain of socialist and communist regimes when her father was captured by the FARC in Colombia. She can speak forcefully and authentically to slam the door on baseless attacks and lies from Republicans when it comes to socialism. As a small business owner, Annette Taddeo Provides a stark contrast to a Governor who has never had to meet a payroll and whose attacks on the free-market and overreaches on businesses with his legislation to control business operations resemble those often seen in Latin American dictatorships.

In the poll, Democratic voters rallied around Annette's message because her life story offers a clear and authentic narrative at a time when it's desperately needed and it's backed by her results-driven leadership around better pay for local 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 is the one who can lead the effort that puts the Democrats back on a path to success in Florida.

2022: Can it Be a History-Making Moment for Florida Democrats

With Congresswoman Val Demings likely leading the top of the ticket as the Democratic nominee to take on Senator Marco Rubio, Democrats could be well-positioned to have two women of color break barriers and make history as they position themselves to lead the party to victory in 2022. With Senator Taddeo at the top of the ballot as well, the Democratic Party would be well positioned to rebuild its Hispanic coalition matched with a robust turnout operation.

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.