



EMBARGOED UNTIL 5 a.m. EST Thursday, Nov. 30, 2023

UNF Poll: Florida Voters Most Concerned About Housing Costs, Economy
Support high for recreational marijuana, abortion amendments

A new poll from the University of North Florida's Public Opinion Research Lab (PORL) asked registered voters across Florida their opinions about state and national policy issues, as well as favorability of several public officials.

Respondents were asked what they think is the most important problem facing Florida today, to which the top response was housing costs with 26%. In a very close second place is the economy, jobs, and inflation with 25%. Education and immigration are tied for third most important problem, with 9% each. See the crosstabulations below for the full list of answer choices.

In a separate question, respondents were asked who or what they think is most responsible for the state of property insurance in Florida. Thirty percent said they believe insurance companies bear the greatest responsibility, followed by individuals and lawyers defrauding or exploiting insurance companies in a distant second place with 15%. Governor Ron DeSantis and an increase in natural disasters each garnered 13%. Twelve percent indicated the Florida Legislature is to blame.

"In the last year, housing costs, and now property insurance, have emerged as pressing issues to Floridians," said PORL faculty director and professor of political science Dr. Michael Binder. "Insurance companies are most responsible in the minds of these Florida voters, but there seems to be plenty of blame to go around."

Survey respondents were also asked if they would vote yes or no on a proposed amendment to the Florida State Constitution which prohibits any law banning abortion before viability or to protect the life of the patient. For the full text of the proposed ballot summary, see the survey crosstabulations. In response, 62% said they would vote yes on the measure, should it appear on the 2024 ballot. Twenty-nine percent said they would vote no, and 9% said they don't know or refused to answer.

"If this amendment does make it on the ballot, initiatives like this one need a supermajority of 60% in order to pass, and it looks like the proposed abortion amendment is right at that threshold among these respondents," commented Binder. "Even among registered Republicans, 53% would vote to protect abortion rights in Florida, with just 39% voting no."

Respondents were also asked if they would vote yes or no on another proposed state constitutional amendment to that would allow adults in Florida to purchase and possess small amounts of marijuana for personal use. Sixty-seven percent of respondents said they would vote yes, with 28% indicating a vote of no. [In Spring of 2023](#), 70% of respondents said they would support recreational marijuana in Florida, either strongly or somewhat, and [76% said they supported it in Spring of 2022](#).

"Unlike previous surveys when we simply asked if folks support or oppose legalization of recreational marijuana, this time we gave respondents the specifics of this proposed amendment," said Binder. "Yet again, it looks like it has a good chance of passing, if the measure makes it through the courts, and that is a very big 'if.'"

In another series of questions, respondents were asked if they have a favorable or unfavorable opinion of several different public officials. Just 34% reported a favorable opinion of President Joe Biden (either very favorable or somewhat favorable), with 62% reporting an unfavorable opinion. Forty-eight percent of respondents said they have a favorable opinion of Governor Ron DeSantis, and another 48% said unfavorable. Former President Donald Trump received similar responses, with 48% favorable and 49% unfavorable. When asked about Senator Rick Scott, 39% reported a favorable opinion and 49% unfavorable. Respondents were also asked about former U.S. Representative Debbie Mucarsel-Powell, who will be running for Democratic nominee against Rick Scott for U.S. Senate in 2024. Twenty-two percent said they have a favorable opinion, with 30% saying unfavorable, and a whopping 48% said they don't know or refused to answer.

"No one fared particularly well in favorability, DeSantis being the only one treading water with equal favorable and unfavorable, while Biden is well under water with a majority of respondents and the lowest favorability among the bunch," Binder stated. "A lot of folks aren't familiar with Mucarsel-Powell this early in the campaign, but we can expect that to change as we get closer to election day."

For the full survey results, please see crosstabulations below.

Methodology

The UNF PORL Florida Statewide Poll was conducted from November 6 through November 26, 2023, by the Public Opinion Research Lab (PORL) at the University of North Florida. This poll utilized a dual-frame, multi-mode design, incorporating both telephone and web surveys. The sampling frames, consisting of phone numbers, were sourced from the Florida voter file. Of the 716 registered voters who completed surveys, 277 were completed via telephone and 439 online. To ensure a representative sample, the 10 Florida designated media market areas (DMAs) were stratified into 18 different strata, according to geography and urbanicity.

For the phone portion, respondents were contacted by live callers via telephone between 4:30 to 9:00 p.m. Monday through Friday, and 12:30 to 5:00 p.m. on the weekend, with up to four callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, upon reaching an individual by phone, asked for the listed respondent by name. If the respondent was not available, the call was terminated. The web survey was administered through Qualtrics, an online survey platform, and distributed via text message. Response rates for the phone and web portions of this study were 3.5% and the web 2.2%, respectively, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

All data were weighted by educational attainment, partisan registration, age, race and ethnicity, sex and geographic strata to match the population of registered voters in Florida. Geography, partisan registration, sex, race and ethnicity, and age weights were created from the Florida Voter File. Education weights were calculated using the Census Bureau's American Community Survey (ACS) 2021 5-year estimates for individuals 25 and over. All weighted demographic variables were applied using the SPSS version 27 rake weighting function and are assigned a weight if one of the demographics being weighted on is missing. The overall margin of sampling error is +/- 4.37 percentage points, including estimated design effect.

PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social, and cultural projects. PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative and a member of the Association of Academic Survey Research Organization. As members of AAPOR, PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or (904) 620-2784.

About University of North Florida

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving nearly 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at www.unf.edu.

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Fall 2023 Florida Statewide Survey Crosstabulations
 Crosstabulations consist of weighted percentages, while observation counts (n) are unweighted totals. For more about weighting, see the survey methodology.
 Unless otherwise noted, the following survey questions were asked of all respondents.
 For more information visit <https://www.unf.edu/coas/por/>

What do you think is the most important problem facing Florida today? ROTATE CHOICES 1 – 8]

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ Oth n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm Black n=91	Hisp/ Lat n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Economy/Jobs/Inflation	25%	13%	35%	27%	28%	23%	26%	25%	26%	14%	31%	26%	30%	32%	25%	19%	25%	23%
Education	9%	13%	4%	10%	8%	10%	8%	10%	7%	12%	10%	12%	9%	11%	15%	7%	4%	8%
Environment	4%	8%	3%	2%	4%	5%	4%	5%	6%	-	1%	3%	9%	4%	3%	1%	3%	5%
Crime	6%	5%	8%	5%	7%	6%	8%	2%	5%	6%	8%	14%	11%	-	8%	10%	6%	5%
Gun Policy	6%	10%	1%	6%	3%	8%	5%	7%	5%	6%	5%	7%	5%	4%	4%	5%	7%	7%
Healthcare	4%	6%	4%	3%	5%	4%	5%	3%	3%	8%	5%	9%	2%	8%	2%	5%	3%	6%
Immigration	9%	3%	13%	10%	12%	6%	8%	10%	11%	4%	5%	3%	5%	4%	5%	7%	14%	11%
Housing costs	26%	26%	26%	27%	25%	28%	27%	26%	26%	39%	26%	9%	23%	35%	31%	35%	27%	16%
Something else	10%	17%	5%	10%	8%	12%	10%	12%	10%	10%	9%	17%	5%	-	8%	10%	12%	17%
Don't know/Refusal [VOL]	<1%	1%	<1%	-	1%	-	<1%	<1%	1%	1%	-	-	-	1%	-	1%	-	1%

Do you have a favorable or unfavorable view of President Joe Biden?

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ Oth n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm Black n=91	Hisp/ Lat n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Very favorable	13%	31%	1%	6%	10%	15%	12%	14%	12%	25%	9%	5%	2%	4%	4%	8%	21%	23%
Somewhat favorable	21%	38%	3%	24%	17%	25%	21%	22%	18%	25%	23%	35%	26%	21%	28%	22%	18%	18%
Somewhat unfavorable	17%	13%	13%	24%	15%	18%	17%	15%	16%	21%	16%	17%	36%	21%	18%	24%	12%	7%
Very unfavorable	46%	12%	81%	42%	54%	38%	45%	48%	52%	17%	47%	40%	33%	47%	46%	42%	46%	50%
Don't know/Refusal [VOL]	4%	5%	2%	5%	4%	4%	5%	2%	2%	13%	5%	3%	3%	7%	4%	5%	3%	3%

Do you have a favorable or unfavorable view of Governor Ron DeSantis?

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ Oth n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm Black n=91	Hisp/ Lat n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Very favorable	28%	3%	61%	17%	35%	23%	28%	30%	37%	2%	20%	26%	9%	24%	29%	25%	31%	37%
Somewhat favorable	19%	4%	23%	31%	23%	16%	19%	20%	17%	11%	26%	33%	23%	22%	23%	30%	16%	12%
Somewhat unfavorable	11%	13%	7%	14%	10%	11%	11%	11%	10%	16%	13%	7%	18%	15%	9%	13%	12%	6%
Very unfavorable	37%	76%	5%	33%	28%	45%	38%	36%	33%	59%	38%	32%	46%	33%	36%	28%	40%	41%
Don't know/Refusal [VOL]	4%	4%	4%	5%	4%	4%	4%	4%	3%	12%	2%	2%	5%	6%	3%	4%	2%	4%

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

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ Oth n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm Black n=91	Hisp/ Lat n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Very favorable	29%	6%	56%	22%	35%	23%	31%	25%	32%	11%	33%	21%	16%	28%	28%	28%	30%	33%
Somewhat favorable	20%	6%	29%	23%	23%	17%	19%	21%	22%	12%	14%	25%	26%	21%	22%	16%	16%	15%
Somewhat unfavorable	8%	6%	6%	12%	10%	6%	7%	9%	6%	11%	13%	4%	12%	12%	7%	11%	8%	3%
Very unfavorable	41%	79%	8%	39%	29%	51%	40%	42%	38%	55%	38%	49%	44%	29%	41%	38%	45%	46%
Don't know/Refusal [VOL]	3%	3%	2%	4%	2%	3%	3%	2%	1%	12%	2%	2%	4%	5%	4%	1%		3%

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

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm n=91	Hisp/ n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Very favorable	13%	3%	26%	8%	18%	8%	12%	15%	15%	6%	12%	11%	5%	10%	9%	9%	21%	16%
Somewhat favorable	27%	14%	36%	29%	26%	27%	26%	28%	29%	17%	22%	30%	22%	23%	22%	31%	31%	26%
Somewhat unfavorable	18%	19%	15%	23%	15%	21%	19%	16%	17%	22%	20%	19%	24%	20%	23%	21%	14%	14%
Very unfavorable	30%	56%	13%	24%	28%	33%	30%	31%	30%	38%	29%	21%	29%	28%	32%	27%	30%	34%
Don't know/Refusal [VOL]	12%	9%	10%	17%	13%	11%	13%	10%	9%	16%	18%	19%	19%	19%	13%	12%	5%	10%

Do you have a favorable or unfavorable opinion of former U.S. Representative Debbie Mucarsel-Powell?

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm n=91	Hisp/ n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Very favorable	4%	9%	2%	1%	4%	4%	5%	2%	3%	5%	8%	-	7%	3%	1%	5%	3%	5%
Somewhat favorable	18%	22%	16%	16%	15%	21%	17%	20%	16%	19%	23%	21%	33%	15%	19%	19%	21%	14%
Somewhat unfavorable	21%	19%	19%	27%	19%	23%	23%	18%	22%	14%	19%	33%	28%	24%	25%	25%	17%	16%
Very unfavorable	9%	8%	10%	9%	11%	8%	11%	7%	8%	13%	12%	7%	5%	11%	18%	11%	8%	5%
Don't know/Refusal [VOL]	48%	42%	53%	48%	50%	45%	45%	52%	51%	48%	39%	39%	35%	44%	38%	40%	51%	61%

An amendment has been proposed to the Florida Constitution that states, "no law shall prohibit, penalize, delay, or restrict abortion before viability or when necessary to protect the patient's health, as determined by the patient's healthcare provider. This amendment does not change the Legislature's constitutional authority to require notification to a parent or guardian before a minor has an abortion."

If the measure appears on the Florida ballot in 2024, will you vote yes or no on this amendment?

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm n=91	Hisp/ n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Yes	62%	77%	53%	58%	55%	68%	61%	64%	65%	65%	61%	77%	63%	57%	60%	71%	56%	
No	29%	17%	39%	30%	37%	22%	29%	28%	28%	26%	40%	19%	16%	30%	33%	32%	22%	32%
Don't know/Refusal [VOL]	9%	6%	8%	13%	8%	10%	10%	8%	8%	10%	8%	19%	7%	7%	10%	7%	7%	12%

Another amendment has been proposed to the Florida Constitution, allowing adults 21 years or older to possess, purchase, or use marijuana for non-medical personal consumption. It would also allow state-licensed entities to cultivate and sell such products and accessories. This would apply only to Florida law and does not change, or immunize violations of federal law. It establishes possession limits for personal use, and allows for consistent legislation.

If the measure appears on the Florida ballot in 2024, will you vote yes or no on this amendment?

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm n=91	Hisp/ n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Yes	67%	78%	55%	69%	61%	72%	70%	63%	67%	70%	63%	67%	86%	78%	71%	75%	64%	51%
No	28%	17%	38%	28%	33%	24%	26%	31%	27%	22%	34%	31%	12%	14%	22%	23%	31%	44%
Don't know/Refusal [VOL]	5%	6%	7%	3%	6%	5%	4%	6%	6%	9%	3%	2%	2%	8%	7%	2%	5%	5%

Who or what do you think bears the *most* responsibility for the current state of property insurance in Florida? [ROTATE CHOICES 1 – 5]

	Total n=716	Party Registration			Sex		College		Race/Ethnicity				Age					
		Dem n=287	Rep n=242	NPA/ n=187	M n=349	F n=367	No n=301	Yes n=410	White n=473	AfrAm n=91	Hisp/ n=114	Oth n=38	18-24 n=66	25-34 n=74	35-44 n=103	45-54 n=96	55-64 n=134	65+ n=243
Governor Ron DeSantis	13%	25%	3%	11%	11%	14%	14%	10%	9%	31%	14%	5%	7%	10%	8%	17%	15%	14%
The Florida Legislature	12%	17%	7%	12%	13%	11%	12%	11%	9%	19%	11%	19%	12%	14%	13%	16%	11%	9%
Insurance companies	30%	23%	38%	29%	29%	31%	30%	31%	33%	20%	33%	18%	28%	30%	42%	30%	30%	24%
Individuals defrauding/exploiting insurance companies	15%	9%	20%	15%	19%	11%	15%	16%	17%	12%	16%	5%	13%	16%	20%	15%	15%	16%
An increase in natural disasters/inclement weather	13%	11%	12%	17%	10%	15%	12%	14%	15%	5%	8%	21%	19%	8%	10%	8%	13%	17%
Housing development in high-risk areas	8%	8%	8%	8%	8%	8%	7%	11%	8%	7%	12%	5%	16%	13%	3%	7%	5%	9%
Something else (please specify)	3%	3%	3%	4%	2%	4%	3%	2%	4%	1%	2%	4%	4%	3%	3%	2%	5%	3%
Don't know/Refusal [VOL]	6%	4%	8%	6%	8%	5%	6%	6%	5%	4%	8%	12%	9%	9%	5%	1%	6%	8%

Nature of the Sample

Registered Voters	n=716
Party Registration	
Democrat	33%
Republican	36%
NPA/Other	30%
Sex	
Male	47%
Female	53%
Education	
No Bachelor's Degree	64%
Bachelor's Degree	36%
Race/Ethnicity	
White	61%
African American/Black	13%
Hispanic/Latino	18%
Other	8%
Age	
18-24	8%
25-34	16%
35-44	15%
45-54	15%
55-64	17%
65+	29%
Strata	
1 - Pensacola DMA	4%
2 - Panama City DMA	2%
3 - Tallahassee DMA - Rural	1%
4 - Jacksonville DMA - Rural	4%
5 - Gainesville DMA - Rural	<1%
6 - Orlando DMA - Rural	13%
7 - Tampa DMA - Rural	13%
8 - West Palm DMA - Rural	3%
9 - Fort Myers DMA - Rural	5%
10 - Broward & Monroe Counties	9%
11 - Miami-Dade County	10%
23 - Tallahassee DMA - Urban	1%
24 - Jacksonville DMA - Urban	5%
25 - Gainesville DMA - Urban	1%
26 - Orlando DMA - Urban	8%
27 - Tampa DMA - Urban	11%
28 - West Palm DMA - Urban	8%
29 - Fort Myers DMA - Urban	2%
Mode	
Telephone	39%
Text to Web	61%
LL/Cell [Phone only]	
Landline	9%
Cell	90%