









2017 USF-Nielsen Sunshine State Survey Data Release 10

Detailed Analysis and Crosstabs: Public Finance—Budget, Taxes, and Spending Citizen Access—Automatic Voter Registration


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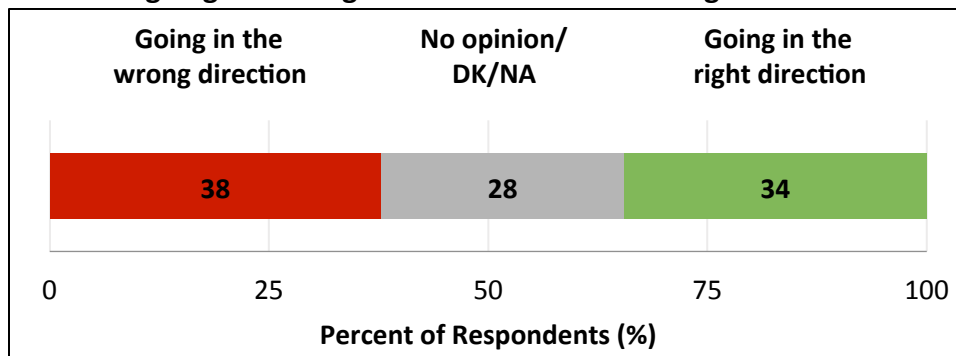
NOTE: **NEW** indicates question first asked on this year’s survey
 indicates question has historical trend data

Detailed Analysis

Right Direction/Wrong Direction: Reduce State Money Spent Promoting Tourism

- Floridians are split over whether reducing state money spent promoting Florida tourism is going in the right direction or the wrong direction. Slightly more say that reducing tourism-promotion money is going in the wrong direction (38%) than say it is going in the right direction (34%). However, a sizable portion (28%) has no opinion.
- Those with a child under age 18 living in their home are more likely than those without to say that reducing the amount of state money used to promote Florida tourism is going in the right direction (41% vs. 32%).
- Hispanics (43%) are most likely to say that it is going in the right direction to reduce the amount of state money used to promote Florida tourism, followed by whites (33%) and African Americans (29%).
- Most likely to see reducing the amount of state money spent on promoting Florida tourism as going the wrong direction are men, full-time workers, those not in the work force, those with a household income of \$75,000 or more, and college graduates.
- See Significant Factors tables, below, for more information on demographic differences.

Floridians split over whether reducing State money spent promoting Florida tourism is going in the “right direction” or the “wrong direction”



Question wording: “There are lots of issues facing Florida today. If the State of Florida were to reduce the amount of State money used to promote Florida tourism, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?”

Note: Figures may not add to 100% due to rounding.

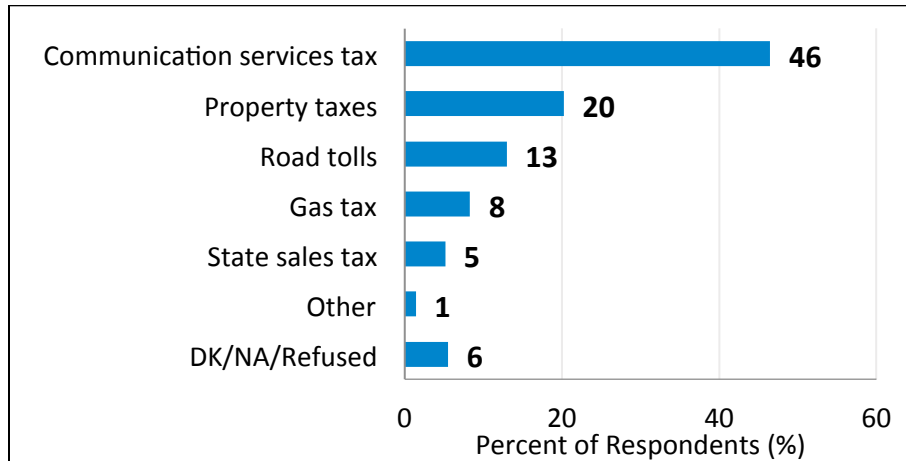
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Least Fair State Revenue Source

- Nearly half of Floridians (46%) say that the Communication Services Tax is the least fair state revenue source. Fewer cite property taxes (20%), road tolls (13%), the gas tax (8%), or the state sales tax (5%).
- Significant changes in the response options given for the question prevent direct historical comparison of results. However, the Communication Services Tax has received a plurality of responses in every year it was included as an option (2014, 2015, and 2017).
- Women are significantly more likely than men to mention the **Communication Services Tax** as the least fair state revenue source (52% vs. 42%).
- Most likely to mention the Communication Services Tax as the least fair state revenue source include Floridians ages 55 to 79, college graduates, and those who have a child living in their home enrolled in school.
- Regionally, Naples-area residents (58%) are more likely than those residing elsewhere in the state to say that the Communication Services Tax is the least fair state revenue source, especially as compared with those living in Miami/Ft. Lauderdale (36%).
- **Property taxes** are most frequently mentioned by residents of Miami/Ft. Lauderdale (27%), and Tampa Bay (24%) as the least fair state revenue source.
- Men, younger Floridians, and full- or part-time workers are most likely to mention **road tolls** as the least fair state revenue source.
- Regionally, residents of the Miami/Ft. Lauderdale, and Orlando areas are most likely to mention road tolls as the least fair state revenue source (18% and 17%, respectively).
- Those with a lower household income and less formal educational attainment are more likely to mention the **gas tax** as the least fair state revenue source.
- Floridians ages 65 to 79, African Americans, part-time workers, and unemployed workers are most likely to mention the **state sales tax** as the least fair state revenue source.
- See Significant Factors tables, below, for more information on demographic differences.

Nearly half of Floridians say the Communications Services Tax is the least fair state revenue source



Question wording: "Which one of the following Florida government revenue sources do you feel is the least fair?"

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Trend: Least Fair State Revenue Source, 2008-2017

	2008	2010	2011	2012	2014	2015	2017
Communication services tax					30	32	46
Property taxes	34	32	24	22	20	18	20
Road tolls				14	10	13	13
Gas tax	16	20	26	24	12	9	8
State sales tax	8	6	6	6	3	3	5
Liquor/cigarette excise taxes	4	14	10	6	4	5	
Lottery	7	8	6	5	3	4	
Corporate taxes	6	5	7	6	5	4	
Hotel/tourist taxes	6	5	6	5	4	3	
User fees	3	6	11	6	4	2	
Other							1
DK/NA/Refused	16	5	4	7	5	7	6

Question wording: "Which one of the following Florida government revenue sources do you feel is the least fair?"

Note: Figures may not add to 100% due to rounding.

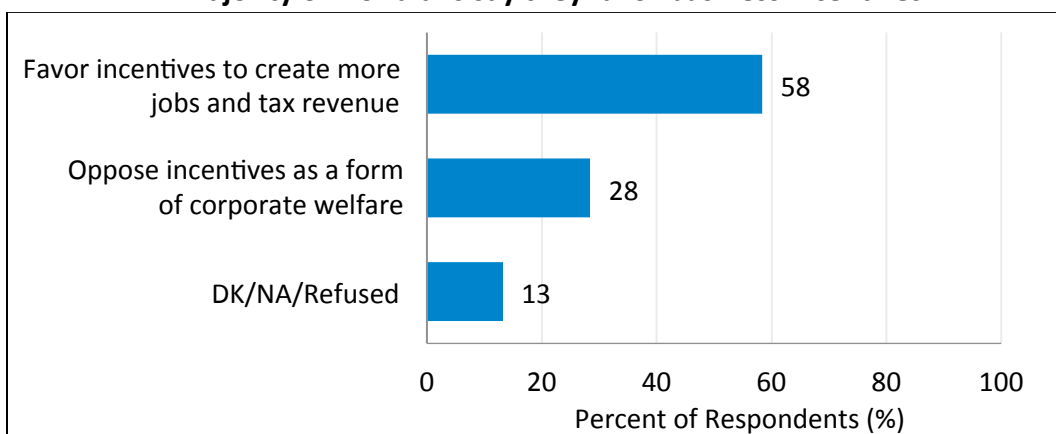
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Business Incentives

- A majority of Floridians (58%) say they favor business incentives as a way to create more jobs and tax revenue. Fewer (28%) oppose incentives as a form of corporate welfare. However, 13% did not express an opinion on the issue.
- The share favoring business incentives is near nine-year lows. From a high of 69% in favor in 2010, 58% of Floridians favor business incentives in 2017. Since that time, the share who did not have an opinion increased from 7% in 2010 to 13% in 2017.
- Whites (61%) and Hispanics (61%) are both far more likely to favor business incentives as a way to create jobs and more tax revenue than are African Americans (46%).
- Also more likely to favor business incentives are those with higher household incomes and those ages 55 to 67.
- More likely to have not expressed an opinion on business incentives include Floridians ages 18 to 34, ages 80 and older, African Americans, and those with lower household incomes.
- See Significant Factors tables, below, for more information on demographic differences.

A majority of Floridians say they favor business incentives



Question wording: “Some people favor offering incentives to businesses to encourage them to expand or re-locate to Florida thereby creating more jobs and tax revenue. Others oppose such incentives and see them as a form of corporate welfare. Which view comes closest to your own opinion?”

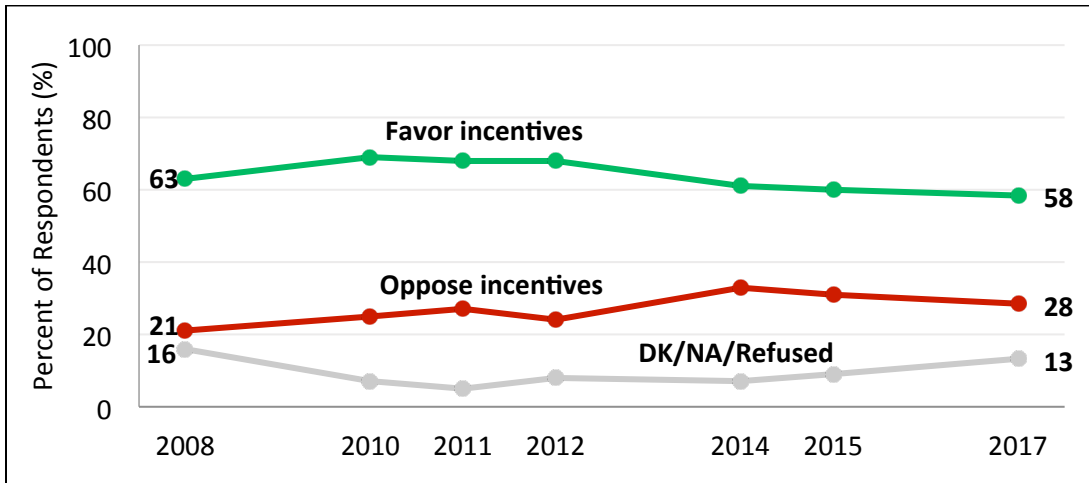
Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Majority favors business incentives to create jobs, raise tax revenue, but support is slipping



Question wording: "Some people favor offering incentives to businesses to encourage them to expand or re-locate to Florida thereby creating more jobs and tax revenue. Others oppose such incentives and see them as a form of corporate welfare. Which view comes closest to your own opinion?"

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

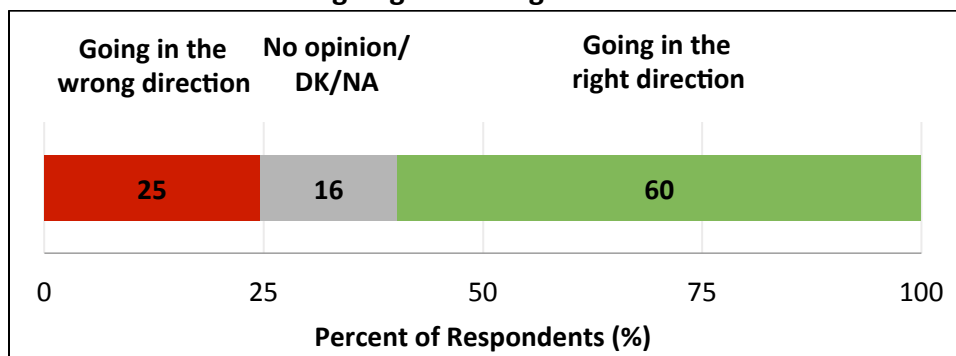
Margin of error \pm 2.8%.

2017 USF-Nielsen Sunshine State Survey

Right Direction/Wrong Direction: Automatic Voter Registration

- Six-in-ten Floridians (60%) say automatically registering residents to vote when they turn 18 years of age is going in the right direction. A quarter (25%) say automatic voter registration is going in the wrong direction, while 16% do not have an opinion.
- The vast majority of African Americans (81%) say that automatically registering residents to vote when they turn age 18 is going in the right direction, compared with 57% of whites and 54% of Hispanics.
- Younger Floridians are more likely to say that automatically registering residents to vote when they turn 18 years of age is going in the right direction. Two-thirds (66%) of those ages 18 to 34 say this, compared with 54% of those ages 55 to 64.
- Also more likely to see automatic voter registration at age 18 as going in the right direction includes part-time workers, those not in the work force, those with a household income of less than \$35,000, and those with a household income of \$75,000 or more.
- Regionally, residents of Palm Beach (69%), North Florida (65%), and Miami/Ft. Lauderdale (65%) are most likely to say that automatic voter registration at age 18 is going in the right direction, while residents of Tampa Bay (31%), Orlando (27%), and Naples (26%) are most likely to say that it is going in the wrong direction.
- See Significant Factors tables, below, for more information on demographic differences.

Six-in-10 Floridians say automatically registering residents to vote when they turn 18 is going in the “right direction”



Question wording: “There are lots of issues facing Florida today. If the State of Florida were to automatically register Florida residents to vote when they turn 18 years of age, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?”

Note: Figures may not add to 100% due to rounding.

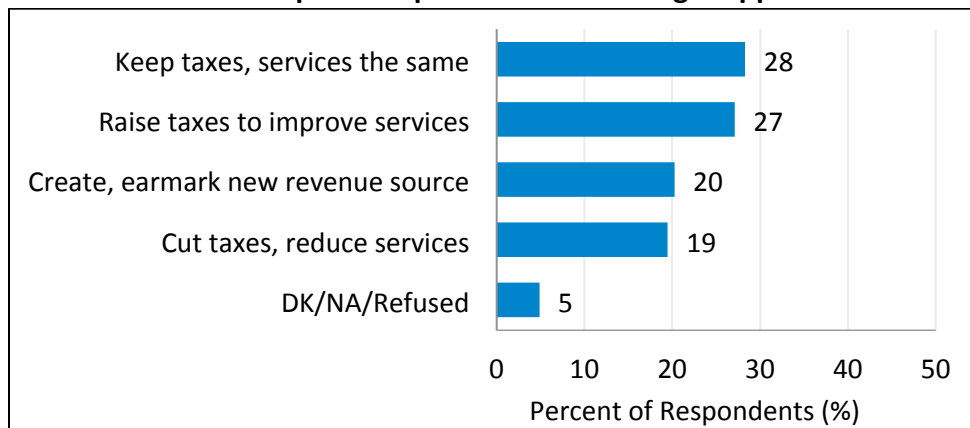
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Preferred State Budget Approach

- Floridians are split over their preferred state budget approach. Similar shares favor keeping taxes and services the same (28%) as raising taxes to improve critical services (27%). Fewer favor creating a new revenue source earmarked to a specific project (20%) or cutting taxes and reducing less critical services (19%). Five percent did not express an opinion.
- The share that supports raising taxes to improve critical services is rising. From 19% in 2015, the share supporting that approach is now at 27%. Over the same period, the share supporting creating and earmarking a new revenue source fell from 30% to 20%.
- More likely to favor **cutting taxes and reducing less vital services** include men, those ages 18 to 34, unemployed workers, non-college graduates, and residents of Miami/Ft. Lauderdale, and North Florida.
- **Keeping taxes and services the same** is the preferred state budget approach for higher-than-average shares of women, those ages 80 and older, those living in households earning less than \$35,000, those with only a high school diploma or less, and residents of North Florida, and Naples.
- More likely to favor **creating a new revenue source earmarked for a specific project** include those with a child under age 18 living in their home, those with a household income of \$75,000 or more, college graduates, and residents of Palm Beach, and Naples.
- **Raising taxes to improve services** is the preferred state budget approach for higher-than-average shares of women, those ages 55 to 64, those with a household income of \$35,000 or more, college graduates, and residents of Orlando, and Palm Beach.
- See Significant Factors tables, below, for more information on demographic differences.

Floridians split over preferred state budget approach



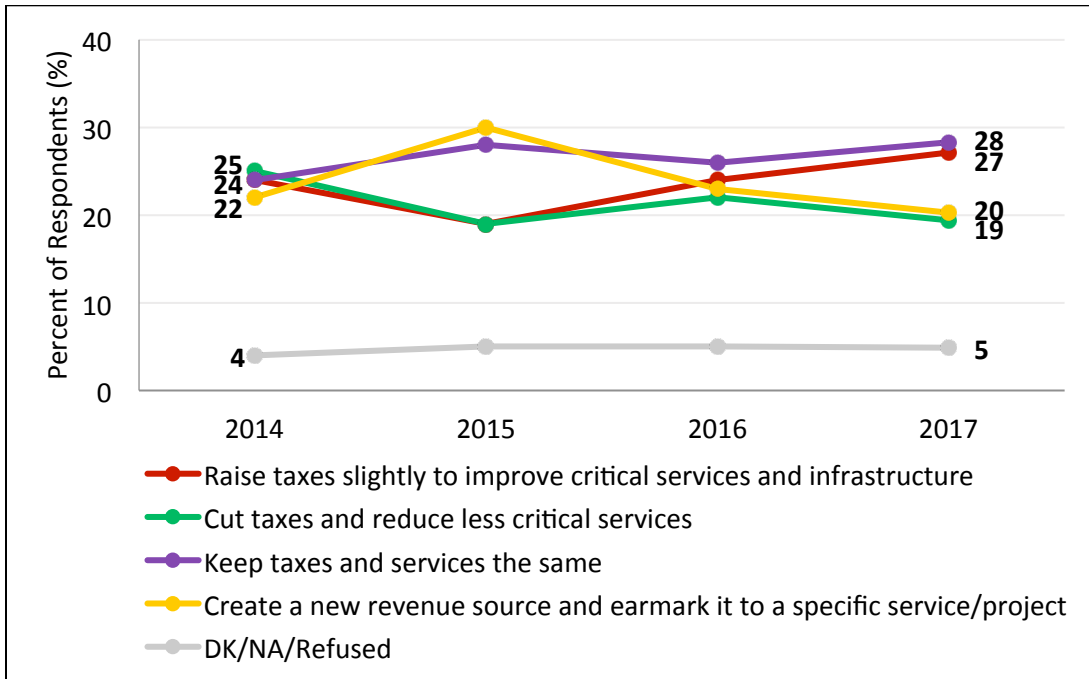
Question wording: “Which of the following approaches would you like to see the Florida Legislature take when drawing up its annual state budget? Cut taxes and reduce less critical services; Keep taxes and services the same; Raise taxes slightly to improve critical services and infrastructure; Create a new revenue source and earmark it to a specific service/project.”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Share for raising taxes to improve critical services and infrastructure is rising



Question wording: “Which of the following approaches would you like to see the Florida Legislature take when drawing up its annual state budget? Cut taxes and reduce less critical services; Keep taxes and services the same; Raise taxes slightly to improve critical services and infrastructure; Create a new revenue source and earmark it to a specific service/project.”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

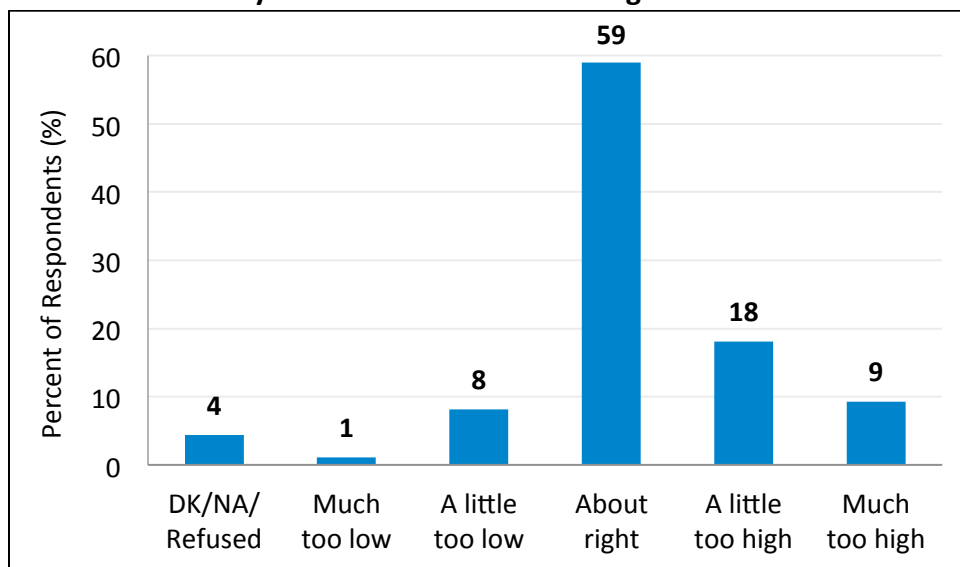
Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

State Tax Level Relative to State Services Received

- Most (59%) say that state taxes are about right relative to the state services they receive. However, more say their state taxes are too high—either a little too high (18%) or much too high (9%)—than say they are too low—either a little too low (8%) or much too low (1%).
- Since 2012, there has been a significant increase in the share saying their state taxes are about right relative to the state services they receive. In 2012, 47% said their state taxes were about right relative to services received. This share climbed 12 percentage points to 59% in 2017. Over the same period, there was a corresponding drop in the share saying their state taxes are too high relative to services received (a 14-percentage-point drop, from 41% to 27%).
- Those ages 18 to 34 are more likely than older Floridians to say they think their state taxes are too high relative to the services they receive.
- Those with a child at their home enrolled in school are far more likely to say they think their state taxes are about right compared to the state services they receive (65% vs. 57%).
- Also more likely to say their state taxes as too high relative to the state services they receive include unemployed workers and those with a household income less than \$35,000.
- Residents of south Florida—Miami/Ft. Lauderdale, Palm Beach, and Naples are most likely to say they think their state taxes are too high relative to the state services they receive, while residents of Tampa Bay, Orlando, and North Florida are more likely to say their state taxes are about right relative to the state services they receive.
- See Significant Factors tables, below, for more information on demographic differences.

Most say that state taxes are about right relative to state services received, more say their state taxes are too high than too low



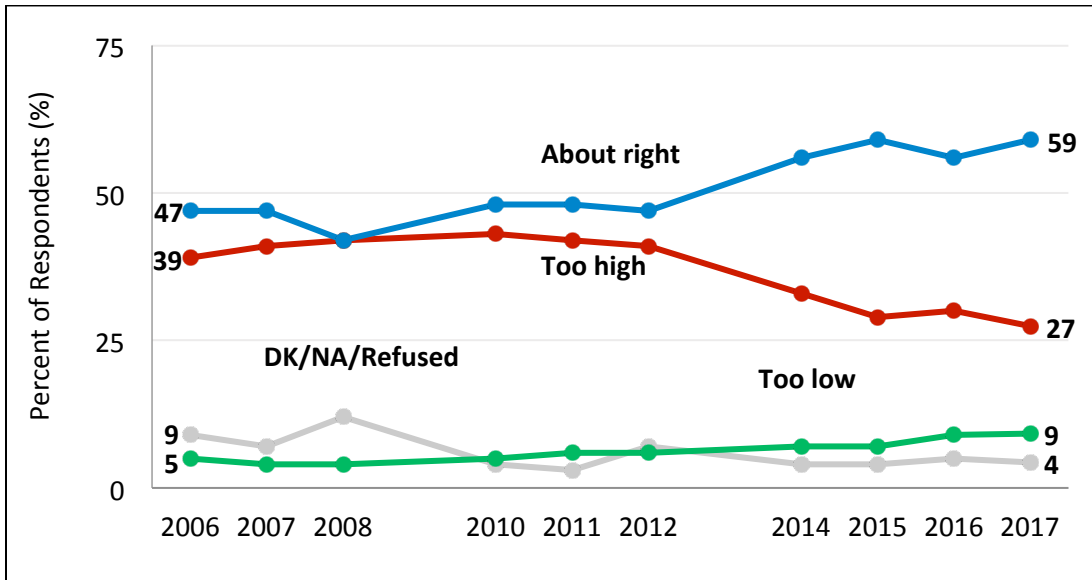
Question wording: “In terms of the overall quality of state services provided in Florida, do you feel your state taxes are much too high, a little too high, about right, a little too low, or much too low?”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Since 2012, significant increase in share saying their State taxes are “about right” relative to the State services they receive



Question wording: “In terms of the overall quality of state services provided in Florida, do you feel your state taxes are much too high, a little too high, about right, a little too low, or much too low?”

Note: Figures may not add to 100% due to rounding.

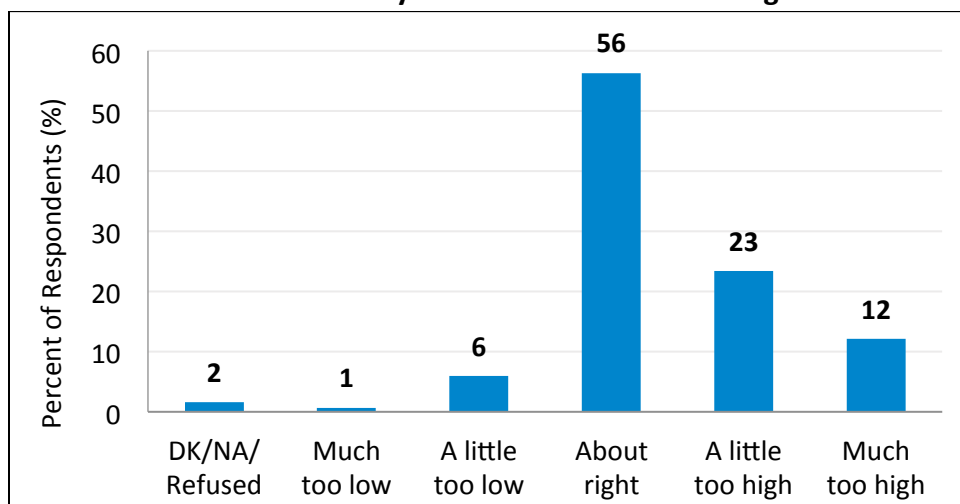
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Local Tax Level Relative to Local Services Received

- Most (56%) say their local taxes are about right relative to the local services they receive. About a third (35%) say their local taxes are too high—either a little too high (23%) or much too high (12%)—which is higher than the share saying the same thing for their state taxes (see above). Relatively few say their local taxes are a little too low (6%) or much too low (1%).
- Since 2012, there has been a significant increase in the share saying their local taxes are about right relative to the local services they receive. From 47% in 2012, the share saying this increased nine percentage points, to 56% this year. (Note this is a smaller increase than among “about right” ratings for the state tax level.)
- Fully 42% of African Americans think their local county taxes are too high relative to the services they receive, including 22% who say their local taxes are much too high. The same share of Hispanics (42%) agree, although with less intensity (only 13% say “much too high”). Fewer whites (31%) say the same.
- Also more likely to say their local county taxes are too high relative to the local services they receive include Floridians younger than 65, unemployed workers, those living in a household earning less than \$35,000, and those living in a household earning \$75,000 or more.
- Residents of Palm Beach, Tampa Bay, and North Florida are most likely to say that their local county taxes are about right relative to the local services they receive, while residents of Miami/Ft. Lauderdale, Naples, and Orlando are especially likely to say their local county taxes are too high relative to the local services they receive.
- See Significant Factors tables, below, for more information on demographic differences.

Most say their local taxes are about right relative to the local services they receive, about a third say their local taxes are too high



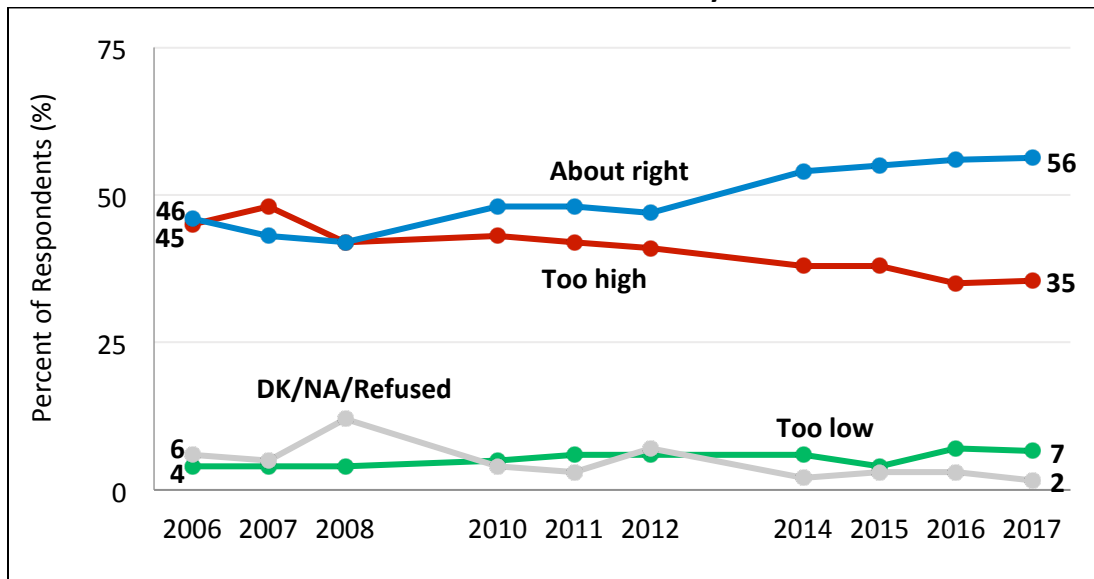
Question wording: “In terms of the overall quality of local services provided in your county, do you feel your local taxes are much too high, a little too high, about right, a little too low, or much too low?”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Since 2012, significant increase in share saying their local taxes are about right relative to the local services they receive



Question wording: “In terms of the overall quality of local services provided in your county, do you feel your local taxes are much too high, a little too high, about right, a little too low, or much too low?”

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Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

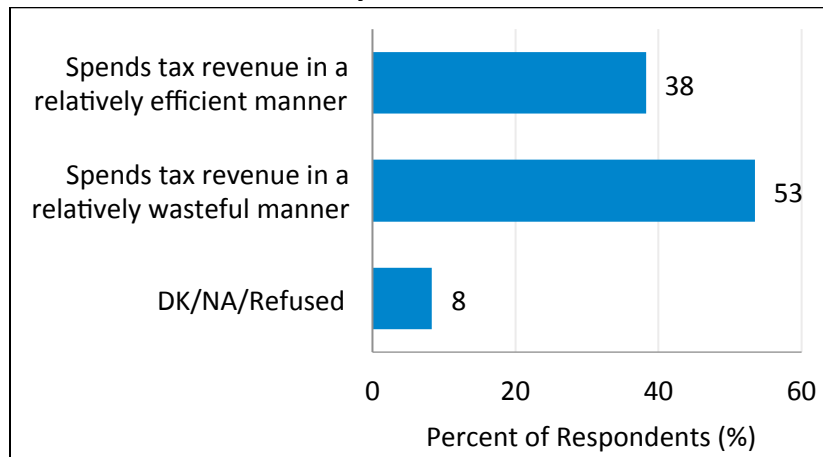
Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

State Spending Efficiency

- About half of Floridians (53%) say the state government spends tax revenue in a relatively wasteful manner. However, 38% say the state government spends tax revenue in a relatively efficient manner. Eight percent did not express an opinion.
- There was a notable, five-percentage-point increase since 2016 in the share saying the state government spends tax revenue relatively efficiently, from 33% to 38%.
- About six-in-ten African Americans (62%) say that the state government spends tax revenue relatively wastefully, compared with equal shares of whites and Hispanics (both 51%).
- Fully 63% of unemployed workers say that the state government spends tax revenue relatively wastefully, while a narrow majority—53%—of those not in the work force say that the state government spends tax revenue relatively efficiently.
- College graduates are most likely to say that the state government spends tax money relatively wastefully, while those with only a high school diploma or less are most likely to say that the state government spends tax revenue relatively efficiently.
- Residents of Miami/Ft. Lauderdale are especially critical of state government spending, with 61% saying it spends wastefully.
- See Significant Factors tables, below, for more information on demographic differences.

About half of Floridians say the State government spends tax revenue in a relatively wasteful manner



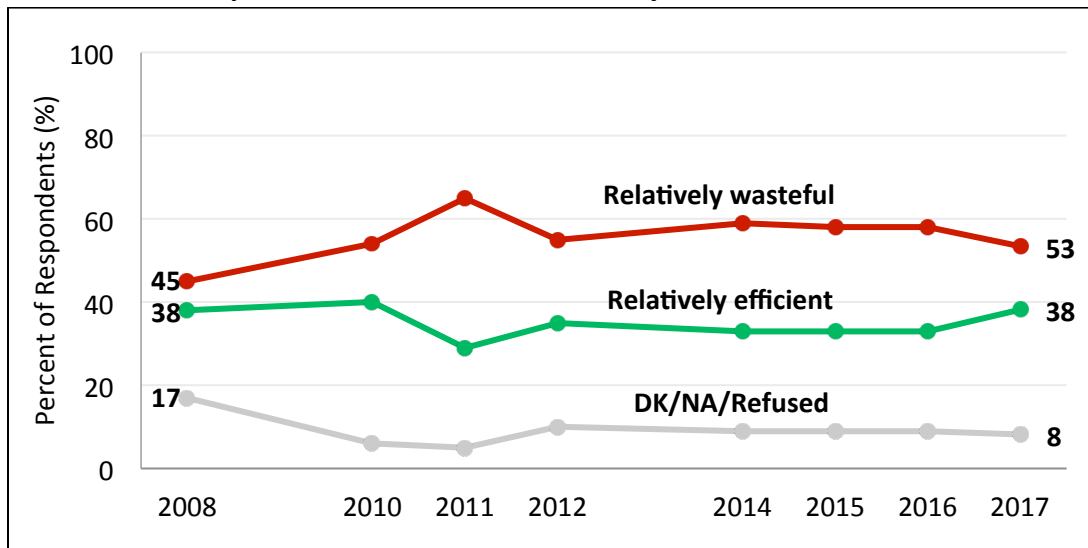
Question wording: "In terms of providing public services, do you feel the Florida state government spends tax revenue in a relatively efficient manner, or does it spend tax revenue in a relatively wasteful manner?"

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Increase in the share of Floridians saying they think the State government spends tax revenue in a relatively efficient manner



Question wording: "In terms of providing public services, do you feel the Florida state government spends tax revenue in a relatively efficient manner, or does it spend tax revenue in a relatively wasteful manner?"

Note: Figures may not add to 100% due to rounding.

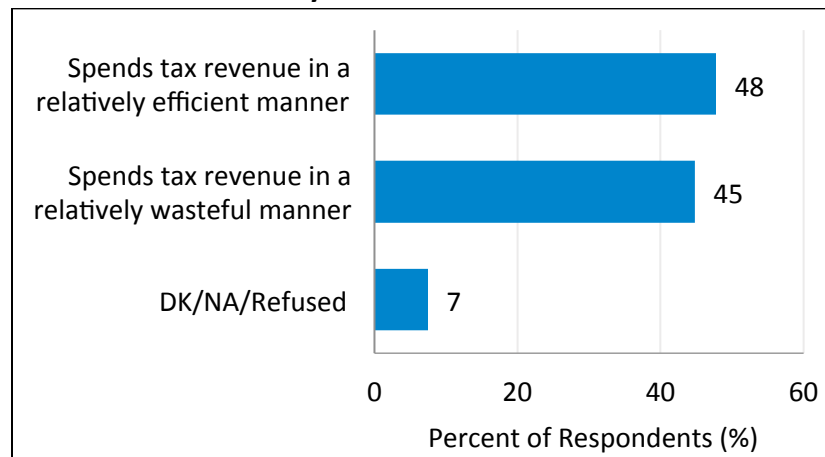
Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Local Spending Efficiency

- Floridians are split over whether their county government spends tax revenue in a relatively efficient or wasteful manner. Slightly more say that their county government spends tax revenue in a relatively efficient manner (48%) than say it spends relatively wastefully (45%).
- Floridians are consistently divided over the efficiency of their county government’s spending, since at least 2012.
- Men are far more critical of local government spending than women, with 48% of men saying their county government spends relatively wastefully, compared with 42% of women.
- Younger Floridians are more critical of local government spending. Fully 46% of those ages 18 to 34 say their county government spends wastefully, compared with 30% of those ages 80 and older.
- Also more likely to say their county government spends wastefully include full-time workers, unemployed workers, those with a household income of at least \$35,000 but less than \$75,000, and college graduates.
- Regionally, residents of Miami/Ft. Lauderdale (53%), and Orlando (48%) are most likely to say their county government spends relatively wastefully, while residents of North Florida (55%) and Palm Beach (54%) are more likely to say their county government spends tax revenue relatively efficiently.
- See Significant Factors tables, below, for more information on demographic differences.

Floridians split over whether their county government spends tax revenue in a relatively efficient or wasteful manner



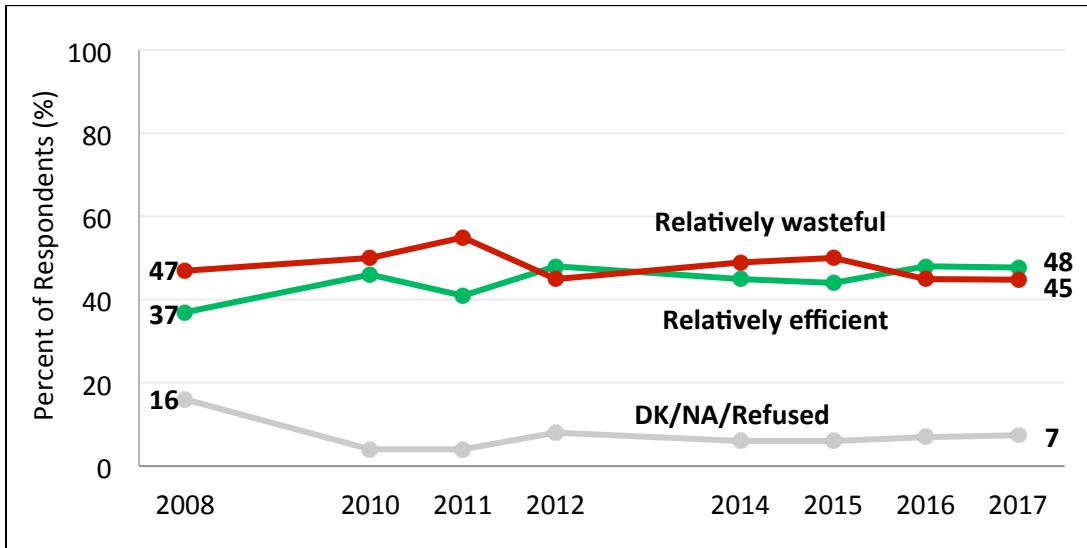
Question wording: “In terms of providing public services, do you feel your local county government spends tax revenue in a relatively efficient manner, or does it spend tax revenue in a relatively wasteful manner?”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Floridians consistently divided over the efficiency of their county government’s spending



Question wording: “In terms of providing public services, do you feel your local county government spends tax revenue in a relatively efficient manner, or does it spend tax revenue in a relatively wasteful manner?”

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

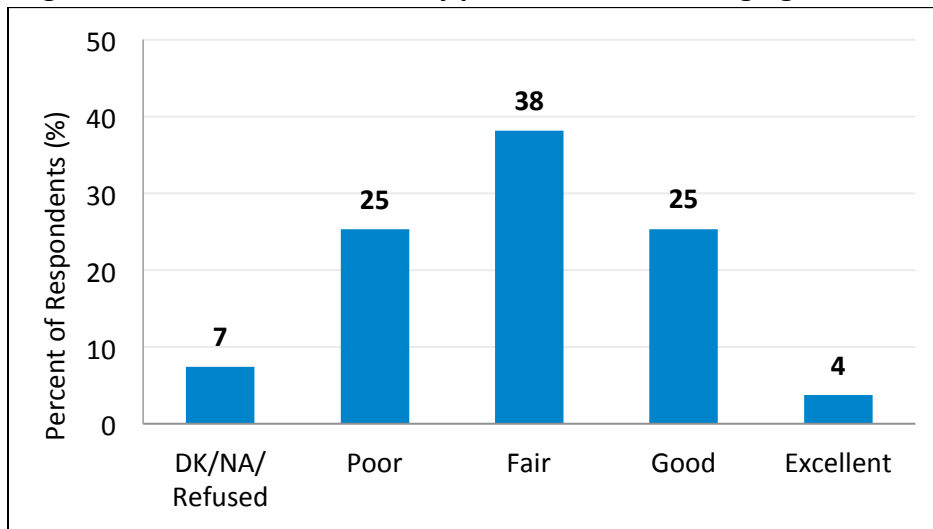
Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

State Government Performance Ratings: Managing State Finances

- The state government receives relatively poor marks for managing state finances. Fully 63% give the state government negative ratings for managing the state’s finances—either fair (38%) or poor (25%). Conversely, 25% say the state government does a good job managing state finances, while 4% say it does an excellent job.
- Since 2011, there has been a significant, 17-percentage-point drop in the share saying the state government does a poor job of managing state finances, from 42% to 25%. (Most of this change came between 2011 and 2014.)
- Men are more likely than women to say the state government does a good or excellent job of managing state finances (34% vs. 25%).
- Most likely to give the state government positive (good or excellent) ratings for its performance managing state finances include older Floridians, whites, Hispanics, those not in the work force, those with a household income less than \$35,000, and residents of Tampa Bay, North Florida, and Palm Beach.
- Most likely to rate the state negatively (poor or fair) for its performance managing state finances include women, younger Floridians, African Americans, unemployed workers, those with a household income of at least \$35,000 but less than \$75,000, and residents of Miami/Ft. Lauderdale, Orlando, and Naples.
- See Significant Factors tables, below, for more information on demographic differences.

State government receives relatively poor marks for managing state finances



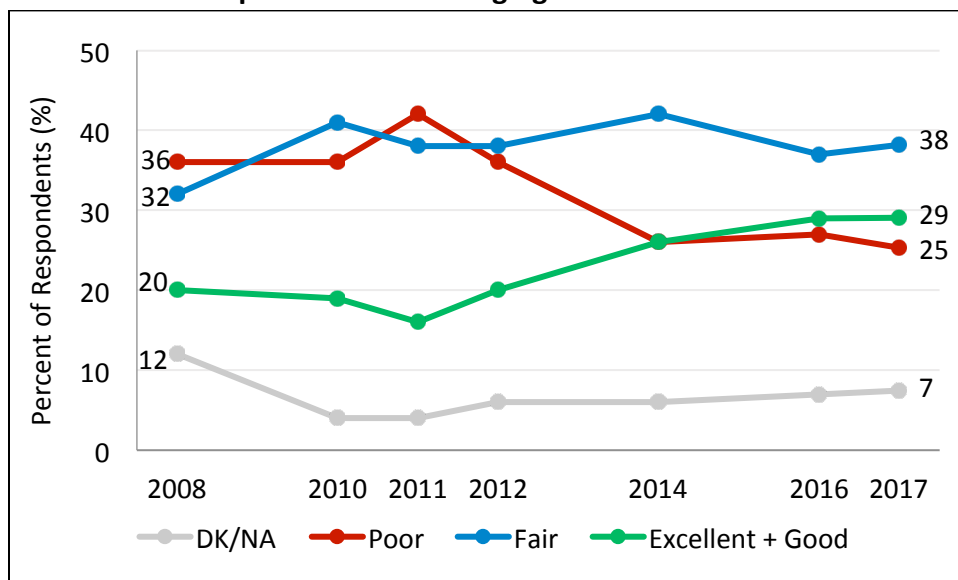
Question wording: "How good a job does the state do managing the state's finances? Would you say excellent, good, fair or poor?"

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error ± 2.8%.

2017 USF-Nielsen Sunshine State Survey

Since 2011, significant decrease in poor ratings of the state government's performance managing state finances



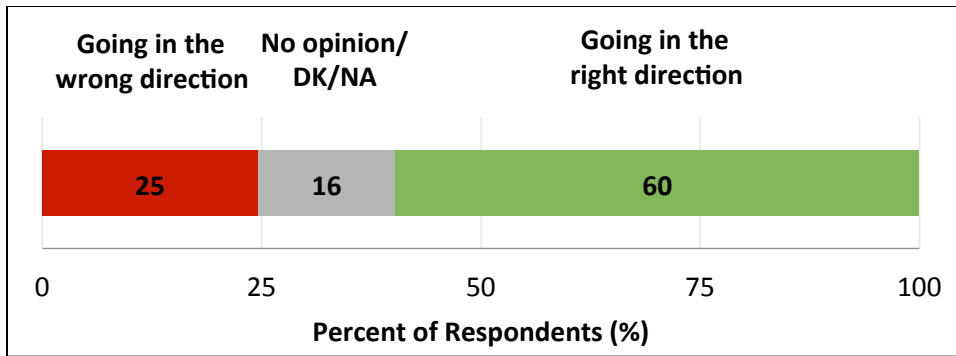
Question wording: "How good a job does the state do managing the state's finances? Would you say excellent, good, fair or poor?"

Note: Figures may not add to 100% due to rounding.

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2017 USF-Nielsen Sunshine State Survey

Six-in-ten Floridians say automatically registering residents to vote when they turn 18 years of age is going in the right direction



Question wording: "There are lots of issues facing Florida today. If the State of Florida were to automatically register Florida residents to vote when they turn 18 years of age, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?"

Note: Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error $\pm 2.8\%$.

2017 USF-Nielsen Sunshine State Survey

Crosstabulation Analysis

This section provides analysis of all statistically significant differences among several demographic, socioeconomic, and geographic groups. *If results by a certain group are not shown, then any differences cannot be reliably attributed to actual differences between the groups.*

Right Direction/Wrong Direction: Reduce State Money Spent Promoting Tourism

**Significant Factors: Right Direction/Wrong Direction:
Reduce State Money Spent Promoting Tourism**

Respondent Characteristics		Right direction/wrong direction: Reduce the amount of State money used to promote Florida tourism		
		Going in the Wrong Direction	No Opinion/DK/NA	Going in the Right Direction
		%	%	%
All Floridians		38	28	34
Gender *	Male	41	24	35
	Female	35	31	34
Child at Home **	Yes	31	28	41
	No	41	27	32
Race/Ethnicity **	White	38	29	33
	African-American	38	33	29
	Hispanic	39	18	43
	Other	31	36	33
Employment Status *	Full Time	42	22	36
	Part Time	31	33	36
	Not in Work Force	41	29	30
	Unemployed	33	34	32
	Retired	36	30	34
Household Income *	<\$35,000	38	29	32
	\$35,000-\$74,999	35	31	34
	\$75,000+	42	20	37
	DK/NA/Refused	33	34	34

Note: See full notes at end of table.

**Significant Factors: Right Direction/Wrong Direction:
Reduce State Money Spent Promoting Tourism, cont.**

Respondent Characteristics		Right direction/wrong direction: Reduce the amount of State money used to promote Florida tourism		
		Going in the Wrong Direction	No Opinion/DK/NA	Going in the Right Direction
		%	%	%
All Floridians		38	28	34
Education *	High School or less	31	34	36
	Some College	37	30	32
	College Grad	41	24	36
Child Enrolled in School **	Child in School	31	26	43
	No Child in School	40	28	31

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “There are lots of issues facing Florida today. If the State of Florida were to reduce the amount of State money used to promote Florida tourism, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?”

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Least Fair State Revenue Source

Significant Factors: Least Fair State Revenue Source—Communication Services Tax

Respondent Characteristics		Least fair state revenue source: Communication services tax	
		Mentioned	Not mentioned
		%	%
All Floridians		46	54
Gender ***	Male	42	58
	Female	52	48
Age Group *	18-34	42	58
	35-54	47	53
	55-64	52	48
	65-79	51	49
	80 and older	37	63
Education ***	High School or less	33	67
	Some College	48	52
	College Grad	50	50
Child Enrolled in School *	Child in School	52	48
	No Child in School	45	55
Region **	Tampa Bay	48	52
	Miami/Ft. Lauderdale	36	64
	Orlando	50	50
	Palm Beach	48	52
	North Florida	48	52
	Naples	58	42

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “Which one of the following Florida government revenue sources do you feel is the least fair?
Communication Services Tax on Cable, Mobile devices (cell phones), Satellite”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017. Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Significant Factors: Least Fair State Revenue Source—Property Taxes

Respondent Characteristics		Least fair state revenue source: Property taxes	
		Mentioned	Not mentioned
		%	%
All Floridians		20	80
Region ***	Tampa Bay	24	76
	Miami/Ft. Lauderdale	27	73
	Orlando	15	85
	Palm Beach	17	83
	North Florida	16	84
	Naples	14	86

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “Which one of the following Florida government revenue sources do you feel is the least fair? Property taxes.”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Significant Factors: Least Fair State Revenue Source—Road Tolls

Respondent Characteristics		Least fair state revenue source:	
		Road tolls	
		Mentioned	Not mentioned
		%	%
All Floridians		13	87
Gender *	Male	15	85
	Female	11	89
Age Group ***	18-34	15	85
	35-54	16	84
	55-64	11	89
	65-79	8	92
	80 and older	4	96
Employment Status ***	Full Time	18	82
	Part Time	20	80
	Not in Work Force	10	90
	Unemployed	8	92
	Retired	7	93
Region ***	Tampa Bay	10	90
	Miami/Ft. Lauderdale	18	82
	Orlando	17	83
	Palm Beach	8	92
	North Florida	13	87
	Naples	2	98

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “Which one of the following Florida government revenue sources do you feel is the least fair? Road tolls.”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Significant Factors: Least Fair State Revenue Source—Gas Tax

Respondent Characteristics		Least fair state revenue source:	
		Gas tax	
		Mentioned	Not mentioned
		%	%
All Floridians		8	92
Age Group *	18-34	10	90
	35-54	5	95
	55-64	12	88
	65-79	7	93
	80 and older	10	90
Household Income **	<\$35,000	13	87
	\$35,000-\$74,999	8	92
	\$75,000+	6	94
	DK/NA/Refused	5	95
Education **	High School or less	12	88
	Some College	10	90
	College Grad	6	94

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “Which one of the following Florida government revenue sources do you feel is the least fair? Gas tax.”

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Significant Factors: Least Fair State Revenue Source – State Sales Tax

Respondent Characteristics		Least fair state revenue source:	
		State sales tax	
		Mentioned	Not mentioned
		%	%
All Floridians		5	95
Age Group *	18-34	5	95
	35-54	5	95
	55-64	2	98
	65-79	10	90
	80 and older	3	97
Child at Home *	Yes	3	97
	No	6	94
Race/Ethnicity **	White	4	96
	African-American	11	89
	Hispanic	4	96
	Other	4	96
Employment Status ***	Full Time	2	98
	Part Time	9	91
	Not in Work Force	6	94
	Unemployed	8	92
	Retired	6	94

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “Which one of the following Florida government revenue sources do you feel is the least fair? State sales tax.”

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Business Incentives

Significant Factors: Business Incentives

Respondent Characteristics		Opinion of business incentives		
		DK/NA/ Refused	Oppose incentives as a form of corporate welfare	Favor incentives to create jobs and more tax revenue
		%	%	%
All Floridians		13	28	58
Age Group ***	18-34	20	26	54
	35-54	11	28	61
	55-64	5	28	67
	65-79	11	33	57
	80 and older	23	32	46
Race/Ethnicity ***	White	9	30	61
	African-American	21	32	46
	Hispanic	19	20	61
	Other	13	32	55
Household Income ***	<\$35,000	12	30	58
	\$35,000-\$74,999	14	28	59
	\$75,000+	8	29	63
	DK/NA/Refused	26	26	48

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "Some people favor offering incentives to businesses to encourage them to expand or re-locate to Florida thereby creating more jobs and tax revenue. Others oppose such incentives and see them as a form of corporate welfare. Which view comes closest to your own opinion?"

Note: Rows sum to total. Figures may not add to 100% due to rounding.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Right Direction/Wrong Direction: Automatic Voter Registration

Significant Factors: Right Direction/Wrong Direction: Automatic Voter Registration

Respondent Characteristics		Right direction/wrong direction: Automatically register Florida residents to vote when they turn 18 years of age		
		Going in the Wrong Direction	No Opinion/ DK/NA	Going in the Right Direction
		%	%	%
All Floridians		25	16	60
Age Group *	18-34	19	15	66
	35-54	24	18	58
	55-64	34	12	54
	65-79	28	13	59
	80 and older	21	19	59
Child at Home *	Yes	22	20	59
	No	26	14	60
Race/Ethnicity ***	White	30	13	57
	African-American	8	11	81
	Hispanic	21	25	54
	Other	26	15	60
Employment Status ***	Full Time	29	17	55
	Part Time	17	17	66
	Not in Work Force	19	16	65
	Unemployed	22	15	63
	Retired	26	14	60
Household Income *	<\$35,000	22	13	65
	\$35,000-\$74,999	25	20	55
	\$75,000+	26	12	62
	DK/NA/Refused	25	20	55
Child Enrolled in School *	Child in School	22	21	57
	No Child in School	26	14	61

Note: See full notes at end of table.

Significant Factors: Right Direction/Wrong Direction: Automatic Voter Registration, *cont.*

Respondent Characteristics		Right direction/wrong direction: Automatically register Florida residents to vote when they turn 18 years of age		
		Going in the Wrong Direction	No Opinion/DK/NA	Going in the Right Direction
		%	%	%
All Floridians		25	16	60
Region **	Tampa Bay	31	14	55
	Miami/Ft. Lauderdale	20	15	65
	Orlando	27	22	50
	Palm Beach	20	12	69
	North Florida	22	14	65
	Naples	26	14	60

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “There are lots of issues facing Florida today. If the State of Florida were to automatically register Florida residents to vote when they turn 18 years of age, would you say that was going in the right direction or the wrong direction, or do you have no opinion about it?”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Preferred State Budget Approach

Significant Factors: Preferred State Budget Approach

Respondent Characteristics		Preferred state budget approach				
		DK/NA/ Refused	Cut taxes, reduce services	Keep taxes, services the same	Create, earmark new revenue source	Raise taxes to improve services
		%	%	%	%	%
All Floridians		5	19	28	20	27
Gender *	Male	4	22	26	22	26
	Female	6	17	30	19	28
Age Group ***	18-34	3	23	27	21	26
	35-54	4	17	30	22	27
	55-64	2	21	25	22	30
	65-79	8	16	29	19	28
	80 and older	19	19	31	7	23
Child at Home ***	Yes	4	16	26	28	27
	No	5	21	29	17	27
Employment Status ***	Full Time	1	20	28	22	28
	Part Time	3	18	28	22	29
	Not in Work Force	6	18	27	23	25
	Unemployed	5	25	29	21	21
	Retired	9	19	29	16	27
Household Income ***	<\$35,000	4	18	35	18	26
	\$35,000-\$74,999	5	19	28	21	28
	\$75,000+	3	19	25	23	29
	DK/NA/Refused	12	26	23	17	23
Education ***	High School or less	8	22	36	16	19
	Some College	5	21	32	19	23
	College Grad	4	18	23	23	33
Child Enrolled in School ***	Child in School	4	15	25	28	28
	No Child in School	5	21	29	18	27

Note: See full notes at end of table.

Significant Factors: Preferred State Budget Approach

Respondent Characteristics		Preferred state budget approach				
		DK/NA/ Refused	Cut taxes, reduce services	Keep taxes, services the same	Create, earmark new revenue source	Raise taxes to improve services
		%	%	%	%	%
All Floridians		5	19	28	20	27
Region **	Tampa Bay	7	21	28	18	26
	Miami/Ft. Lauderdale	4	24	29	20	24
	Orlando	4	16	25	20	35
	Palm Beach	5	12	25	27	31
	North Florida	4	23	32	16	24
	Naples	5	11	31	32	21

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “Which of the following approaches would you like to see the Florida Legislature take when drawing up its annual state budget? Cut taxes and reduce less critical services; Keep taxes and services the same; Raise taxes slightly to improve critical services and infrastructure; Create a new revenue source and earmark it to a specific service/project.”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

State Tax Level Relative to State Services Received

Significant Factors: State Tax Level Relative to State Services Received

Respondent Characteristics		State tax level relative to state services received					
		DK/NA/ Refused	Much too low	A little too low	About right	A little too high	Much too high
		%	%	%	%	%	%
All Floridians		4	1	8	59	18	9
Age Group ***	18-34	2	1	11	51	24	11
	35-54	3	1	9	61	18	9
	55-64	5	1	4	65	17	8
	65-79	7	1	8	64	12	7
	80 and older	11	2	3	56	15	13
Child at Home *	Yes	3	<1	8	64	15	9
	No	5	2	8	57	19	9

Note: See full notes at end of table.

Significant Factors: State Tax Level Relative to State Services Received

Respondent Characteristics		State tax level relative to state services received					
		DK/NA/ Refused	Much too low	A little too low	About right	A little too high	Much too high
		%	%	%	%	%	%
All Floridians		4	1	8	59	18	9
Race/ Ethnicity ***	White	4	2	10	61	17	7
	African-American	3	0	3	51	23	20
	Hispanic	6	1	7	58	20	9
	Other	7	0	7	60	15	11
Employment Status ***	Full Time	3	<1	9	62	18	7
	Part Time	2	2	11	56	19	10
	Not in Work Force	6	0	7	64	16	7
	Unemployed	4	3	8	43	29	14
	Retired	7	1	4	63	14	11
Household Income ***	<\$35,000	5	1	6	51	23	14
	\$35,000-\$74,999	4	1	10	61	15	9
	\$75,000+	2	1	9	65	18	5
	DK/NA/Refused	9	2	5	56	16	12
Education ***	High School or less	9	1	3	52	25	10
	Some College	3	1	8	58	19	10
	College Grad	4	1	10	62	15	8
Child Enrolled in School **	Child in School	3	<1	8	65	15	9
	No Child in School	5	2	8	57	19	10
Region *	Tampa Bay	3	1	8	63	16	8
	Miami/Ft. Lauderdale	5	1	7	52	24	12
	Orlando	4	2	8	62	13	11
	Palm Beach	6	2	11	54	20	7
	North Florida	4	1	9	65	17	5
	Naples	8	0	6	53	20	14

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "In terms of the overall quality of state services provided in Florida, do you feel your state taxes are much too high, a little too high, about right, a little too low, or much too low?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Local Tax Level Relative to Local Services Received

Significant Factors: Local Tax Level Relative to Local Services Received

Respondent Characteristics		Local tax level relative to local services received					
		DK/NA/ Refused	Much too low	A little too low	About right	A little too high	Much too high
		%	%	%	%	%	%
All Floridians		2	1	6	56	23	12
Age Group ***	18-34	2	1	10	49	25	12
	35-54	1	1	5	55	26	12
	55-64	1	<1	2	59	21	18
	65-79	3	<1	4	65	21	7
	80 and older	3	<1	6	64	15	12
Race/Ethnicity ***	White	1	1	7	60	22	9
	African-American	2	<1	5	50	20	22
	Hispanic	3	0	4	51	29	13
	Other	2	1	6	53	22	15
Employment Status ***	Full Time	<1	1	6	55	25	13
	Part Time	2	2	7	54	27	8
	Not in Work Force	4	<1	9	60	16	12
	Unemployed	2	2	6	43	32	15
	Retired	2	0	4	63	19	12
Household Income ***	<\$35,000	3	1	4	53	22	17
	\$35,000- \$74,999	<1	1	6	61	20	11
	\$75,000+	1	1	6	57	28	8
	DK/NA/Refused	3	0	8	52	23	13
Education ***	High School or less	5	0	3	54	24	13
	Some College	<1	1	6	57	22	14
	College Grad	1	1	7	56	25	10

Note: See full notes at end of table.

Significant Factors: Local Tax Level Relative to Local Services Received

Respondent Characteristics		Local tax level relative to local services received					
		DK/NA/ Refused	Much too low	A little too low	About right	A little too high	Much too high
		%	%	%	%	%	%
All Floridians		2	1	6	56	23	12
Region *	Tampa Bay	1	2	6	59	24	9
	Miami/Ft. Lauderdale	3	<1	6	49	26	16
	Orlando	<1	0	6	55	27	12
	Palm Beach	1	1	7	62	22	7
	North Florida	2	1	7	61	17	12
	Naples	3	0	3	56	20	18

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "In terms of the overall quality of local services provided in your county, do you feel your local taxes are much too high, a little too high, about right, a little too low, or much too low?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

State Spending Efficiency

Significant Factors: State Spending Efficiency

Respondent Characteristics		State government spending efficiency		
		DK/NA/ Refused	Spends tax revenue in a relatively wasteful manner	Spends tax revenue in a relatively efficient manner
		%	%	%
All Floridians		8	53	38
Gender *	Male	6	54	40
	Female	10	53	37
Race/Ethnicity **	White	7	51	42
	African-American	5	62	32
	Hispanic	12	51	37
	Other	9	63	29
Employment Status ***	Full Time	8	58	34
	Part Time	4	54	42
	Not in Work Force	7	40	53
	Unemployed	10	63	27
	Retired	10	49	41
Household Income ***	<\$35,000	7	55	38
	\$35,000-\$74,999	6	56	38
	\$75,000+	6	54	40
	DK/NA/Refused	21	45	34
Education ***	High School or less	13	44	44
	Some College	8	51	41
	College Grad	7	59	34
Region **	Tampa Bay	13	46	41
	Miami/Ft. Lauderdale	8	61	31
	Orlando	8	54	38
	Palm Beach	4	56	40
	North Florida	5	51	43
	Naples	8	52	41

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: "In terms of providing public services, do you feel the Florida state government spends tax revenue in a relatively efficient manner, or does it spend tax revenue in a relatively wasteful manner?"

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

Local Spending Efficiency

Significant Factors: Local Spending Efficiency

		Own county government spending efficiency		
		DK/NA/ Refused	Spends tax revenue in a relatively wasteful manner	Spends tax revenue in a relatively efficient manner
Respondent Characteristics		%	%	%
All Floridians		7	45	48
Gender *	Male	5	48	47
	Female	9	42	49
Age Group **	18-34	6	46	48
	35-54	6	47	47
	55-64	7	49	44
	65-79	9	40	51
	80 and older	19	30	51
Child at Home **	Yes	4	49	47
	No	9	43	48
Employment Status ***	Full Time	4	50	46
	Part Time	4	44	53
	Not in Work Force	12	38	50
	Unemployed	7	51	42
	Retired	12	39	50
Household Income ***	<\$35,000	9	43	47
	\$35,000-\$74,999	6	50	44
	\$75,000+	2	41	56
	DK/NA/Refused	18	43	39
Education ***	High School or less	13	34	52
	Some College	9	45	46
	College Grad	4	49	47
Child Enrolled in School **	Child in School	4	51	45
	No Child in School	9	43	49

Note: See full notes at end of table.

Significant Factors: Local Spending Efficiency

Respondent Characteristics		Own county government spending efficiency		
		DK/NA/ Refused	Spends tax revenue in a relatively wasteful manner	Spends tax revenue in a relatively efficient manner
		%	%	%
All Floridians		7	45	48
Region ***	Tampa Bay	12	39	49
	Miami/Ft. Lauderdale	7	53	40
	Orlando	5	48	46
	Palm Beach	3	43	54
	North Florida	5	40	55
	Naples	12	40	48

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “In terms of providing public services, do you feel your local county government spends tax revenue in a relatively efficient manner, or does it spend tax revenue in a relatively wasteful manner?”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

State Government Performance Ratings: Managing State Finances

Significant Factors: State Government Performance Ratings—Managing State Finances

Respondent Characteristics		State government performance ratings: Managing the state’s finances				
		DK/NA/ Refused	Poor	Fair	Good	Excellent
		%	%	%	%	%
All Floridians		7	25	38	25	4
Gender ***	Male	5	24	38	28	6
	Female	9	27	39	23	2
Age Group ***	18-34	7	22	44	26	2
	35-54	8	28	38	23	3
	55-64	4	28	32	28	8
	65-79	8	23	41	26	3
	80 and older	14	22	23	32	9
Child at Home ***	Yes	13	26	38	22	2
	No	5	25	38	27	5

Significant Factors: State Government Performance Ratings—Managing State Finances, *cont.*

Respondent Characteristics		State government performance ratings: Managing the state’s finances				
		DK/NA/ Refused	Poor	Fair	Good	Excellent
		%	%	%	%	%
All Floridians		7	25	38	25	4
Race/Ethnicity ***	White	6	22	38	29	5
	African-American	7	35	40	15	3
	Hispanic	12	24	37	25	2
	Other	4	35	36	21	3
Employment Status ***	Full Time	6	26	42	21	4
	Part Time	5	25	42	28	1
	Not in Work Force	9	17	37	37	<1
	Unemployed	8	34	32	21	4
	Retired	9	23	34	28	6
Household Income ***	<\$35,000	9	29	30	28	4
	\$35,000-\$74,999	8	25	41	23	2
	\$75,000+	5	20	45	27	4
	DK/NA/Refused	9	31	33	20	6
Child Enrolled in School ***	Child in School	14	27	36	21	2
	No Child in School	5	25	39	27	4
Region ***	Tampa Bay	5	26	35	31	3
	Miami/Ft. Lauderdale	8	32	35	21	3
	Orlando	12	22	41	20	5
	Palm Beach	5	23	42	28	2
	North Florida	4	18	42	28	7
	Naples	11	30	32	24	2

Significance levels: * 0.05; ** 0.01; *** 0.001

Question wording: “How good a job does the state do managing the state’s finances? Would you say excellent, good, fair or poor?”

Note: Rows sum to total. Figures may not add to 100% due to rounding. Results for Naples based on a small number of responses and should be interpreted with caution.

Source: Telephone survey of a random sample of 1,215 Floridians ages 18 and older conducted July 24-August 14, 2017.

Margin of error differs between various groups depending on sample size.

2017 USF-Nielsen Sunshine State Survey

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