





2017 USF-Nielsen Sunshine State Survey

Data Release 2

Detailed Analysis and Crosstabs: Economy and Most Important Issues

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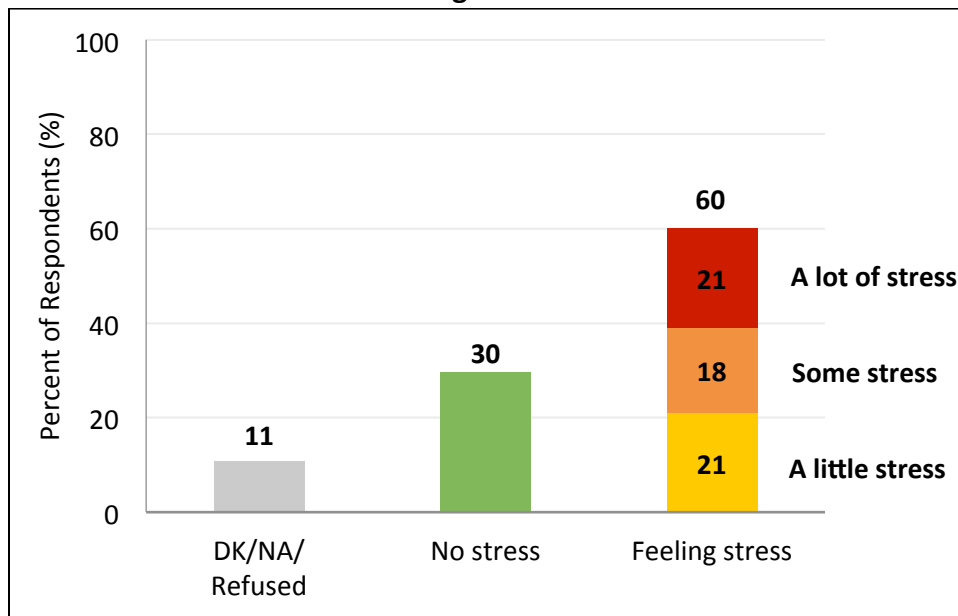
NOTE:  indicates question has historical trend data

Detailed Analysis

Financial Stress in Florida Households

- Six-in-ten Floridians are feeling financial stress in their household. This can be broken down into three roughly equal groups of severity of stress, with 21% feeling “a lot of stress,” 18% feeling “some stress,” and 21% feeling “a little stress.” Thirty-percent of Floridians are not feeling financial stress.
- The share of Floridians feeling financial stress has been steadily falling over the past three years, from 71% in 2015, to 63% in 2016 and 60% this year. There has been a corresponding increase in the share reporting no financial stress in their household.
- Reported household financial stress tracks closely with other indicators of financial hardship and is highest among women, younger Floridians, those with a child at home, racial and ethnic minorities, the unemployed, those living in a household with an income less than \$35,000, and Floridians with less formal educational attainment.
- Regionally, the share reporting at least some financial stress is highest among residents of Naples (70%) and Orlando (65%), and lower among residents of Miami/Ft. Lauderdale (62%), Palm Beach (57%), Tampa Bay (54%), and North Florida (54%).
- See Significant Factors tables, below, for more information on demographic differences.

Six-in-ten Floridians are feeling financial stress in their household



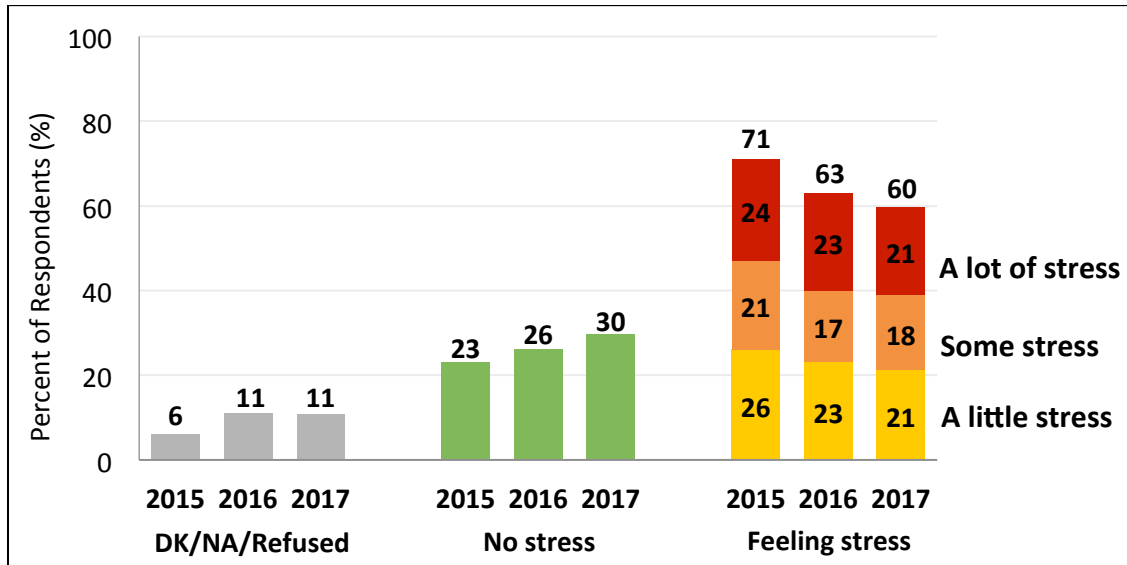
Question wording: “How much financial stress is your household facing today?”

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%.

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Share of Florida households feeling financial stress gradually falling but still high



Question wording: "How much financial stress is your household facing today?"

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

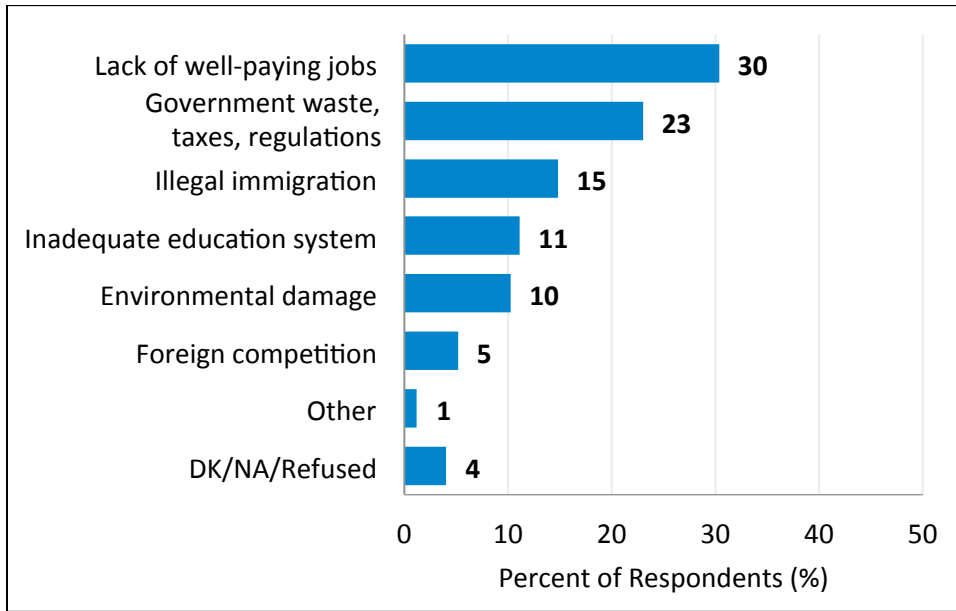
Source: Annual USF-Nielsen Sunshine State Surveys.

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Biggest Threat to the Economy (open-ended question)

- A lack of well-paying jobs is most-frequently cited as the biggest threat to Florida's economy (30%), followed by government waste, taxes, and regulations (23%) and illegal immigration (15%). Fewer cite an inadequate education system (11%), environmental damage (10%), or foreign competition (5%).
- The share of Floridians saying that a lack of well-paying jobs is the biggest threat to Florida's economy fell between 2012 and 2015 (from 41% to 19%), but has been steadily rising since then (2016: 28%, 2017: 30%).
- Citation of the **lack of well-paying jobs** as the biggest threat to Florida's economy is highest among women (34%), African Americans (41%), and the unemployed (42%).
- Whites (19%) and residents living in a household with an income less than \$35,000 (18%) or greater than \$75,000 (17%) are most likely to say that **illegal immigration** is the biggest threat to Florida's economy.
- Residents of Naples (23%), Orlando (19%) and North Florida (17%) are more likely than residents of Tampa Bay (13%), Miami/Ft. Lauderdale (12%) and Palm Beach (8%) to say that illegal immigration is the biggest threat to Florida's economy.
- Floridians with a child under 18 living in their home that is enrolled in school are among the most likely to say an **inadequate education system** is the biggest threat to Florida's economy (16%). Men (14%) and adult Floridians between the ages of 18 and 34 (16%) are also more likely to cite an inadequate education system.
- Whites (12%), and those not in the workforce (21%) are more likely to say that **environmental damage** is the biggest threat to Florida's economy.
- Citation of environmental damage as the biggest threat to Florida's economy is more frequent in south Florida (Palm Beach (16%), Naples (15%), and Miami/Ft. Lauderdale (12%)) than in the central or northern parts of the state (North Florida (12%), Tampa Bay (8%), and Orlando (7%)).
- Men (7%), part-time workers (8%) and residents living in households earning less than \$35,000 (7%) are most likely to say **foreign competition** is the biggest threat to Florida's economy.
- Residents of North Florida (8%), Palm Beach (7%) and Miami/Ft. Lauderdale (7%) are more likely than residents of Tampa Bay (3%), Orlando (3%) and Naples (3%) to say foreign competition is the biggest threat to the Florida economy.
- See Significant Factors tables, below, for more information on demographic differences.

Lack of well-paying jobs most-cited threat to Florida’s economy



Question wording: “What do you think is the *single* biggest threat to Florida’s economy?”

Note: Open-ended question. 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%.

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Citations of lack of well-paying jobs as the biggest threat to Florida’s economy have been rising since 2015

	2012	2014	2015	2016	2017
Lack of well-paying jobs	41	24	19	28	30
Government Waste, Taxes, Regulations	28	27	30	24	23
Illegal Immigration	-	12	12	18	15
Inadequate education system	-	2	4	12	11
Damage to the Environment, such as water, air	3	6	7	10	10
Foreign Competition/Unfair Trade Rules/Regulations	-	6	5	6	5
Other	2	3	1	1	1
Citizens Leaving the State	2	2	1	-	-
Flood Insurance Costs	-	-	4	-	-
Home Foreclosures	17	6	5	-	-
Industry Leaving the State	6	8	7	-	-
DK/Not Sure/Refuse	3	3	4	2	4

Question wording: “What do you think is the *single* biggest threat to Florida’s economy?”

Note: Open-ended question. Figures may not add to 100% due to rounding. “-” indicates an option was not coded in that year. The 2014 survey included an “all of the above” option that has been merged into “other” in that year. In 2016, “Loss of Jobs/Unemployment” became “Lack of well-paying jobs”; “Undocumented residents and workers” became “illegal immigration”; “Government waste and inefficiency”, “Rules and regulations hampering business start-ups” and “Taxes/Fees” merged into “Government waste, taxes, regulations”; “Lack of preparedness of today’s college graduates” became “inadequate education system”. In 2017, “Damage to the environment, such as water, air” became “Environmental damage”.

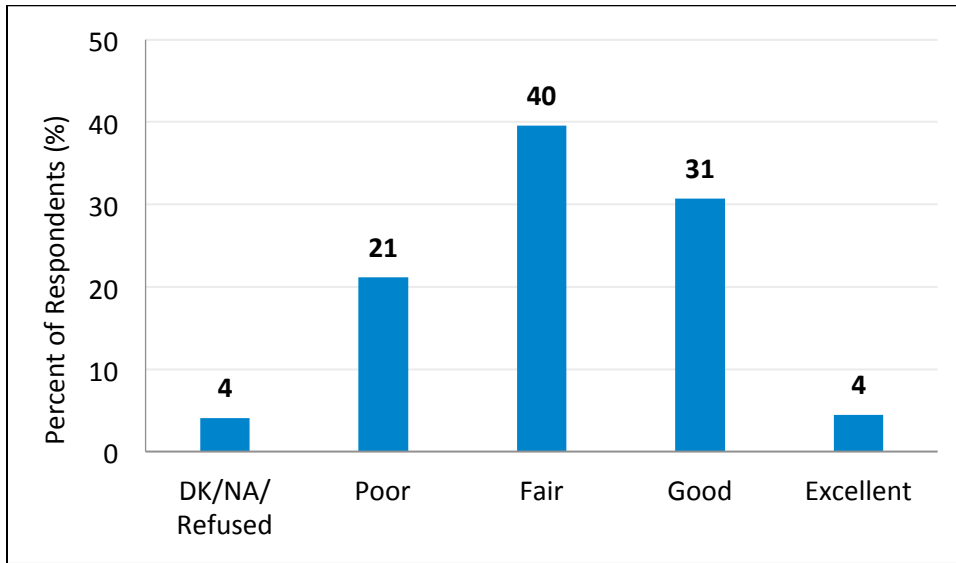
Source: Annual USF-Nielsen Sunshine State Surveys.

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State Government Performance Ratings – Creating Jobs

- Overall, only 35% of Floridians say the state government does a good (31%) or excellent (4%) job of creating jobs. A larger share, 61%, rate the state more pessimistically—either fair (40%) or poor (21%).
- However, the share of Floridians that rate the state’s performance creating jobs as poor has been falling since peaking at 55% in 2011, including a 7 percentage-point drop since last year’s survey (2016: 28%, 2017: 21%).
- The state receives the best performance ratings for creating jobs from men, Floridians between the ages of 18 and 34, Hispanics, those not in the workforce, and residents living in households with an income greater than \$75,000.
- Regionally, the state gets high marks for creating jobs from residents of North Florida, Orlando, and Tampa Bay but lower marks from residents of Miami/Ft. Lauderdale and Naples.
- See Significant Factors tables, below, for more information on demographic differences.

Only 35% of Floridians say the state government does a good or excellent job creating jobs

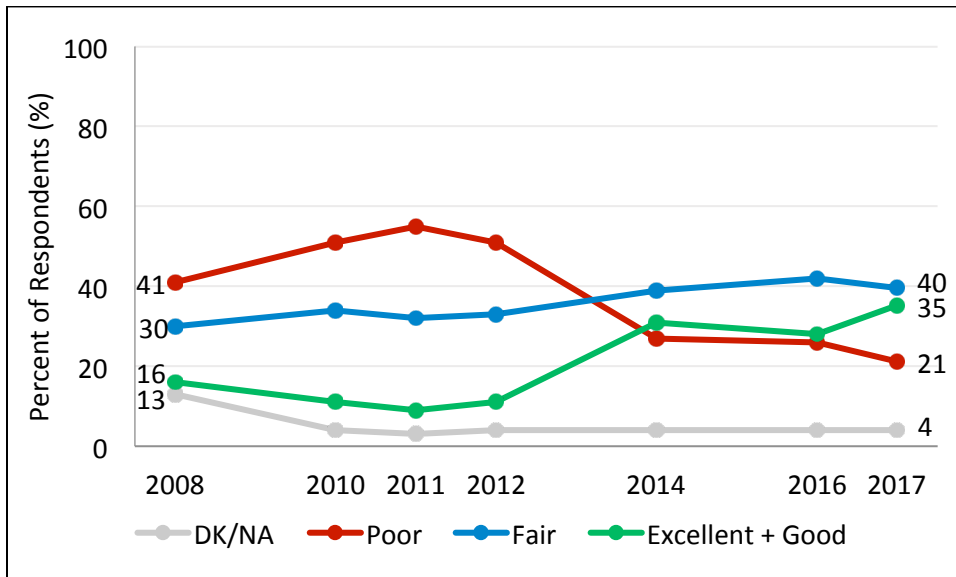


Question wording: "How good a job does the state do creating jobs?"

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

Even with more positive view of State's job creation, ratings still more negative than positive



Question wording: "How good a job does the state do creating jobs?"

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

Source: Annual USF-Nielsen Sunshine State Surveys.

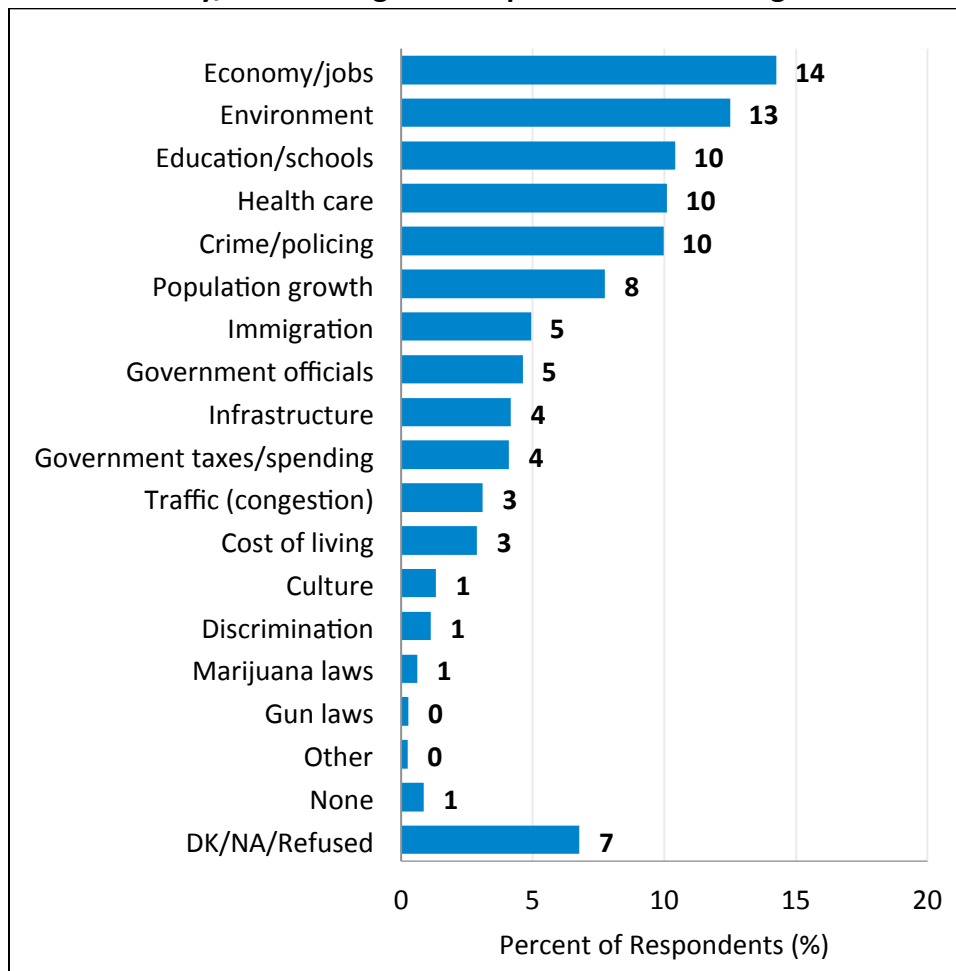
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Most Important Issue Facing Florida (open-ended question)

- Floridians are sharply divided about the most important issue facing the state, with little difference between the shares citing the top five responses: economy and jobs (14%), the environment (13%), education and schools (10%), health care (10%), and crime and policing (10%).
- 2017 is the first survey since 2008 that the share of Floridians citing the economy and jobs as the most important issue facing the state is not significantly more than the second-most frequent response. This reflects the steadily decreasing share of Floridians citing the economy and jobs, falling from a high of 56% in 2008, and from 24% last year.
- Floridians of prime working age (ages 35 to 64), the unemployed, residents living in households with an income less than \$35,000, and Floridians with some college education are most likely to say that the **economy and jobs** is the most important issue facing Florida today.
- Citation of **the environment** as the most important issue facing the state today is highest among those ages 65-79, whites, and those not in the workforce.
- Regionally, residents of Palm Beach are significantly more likely than any other region to say that the environment is the most important issue facing the state.
- Unsurprisingly, Floridians with a child under 18 living in their household that is enrolled in school are more likely than those without to say that **education and schools** is the most important issue facing the state today. Females, Floridians between ages 18 and 34, residents in households with an income of \$75,000 or more, and those with a Bachelor's degree or more are also more likely to cite education and schools as the most important issue facing the state.
- Women and Floridians with at least some college education are most likely to say that **health care** is the most important issue facing the state.
- **Crime and policing** are most frequently cited as the most important issues facing the state by middle-age Floridians (between the ages of 35 and 64) and those with only a high school education or less.
- Regionally, residents of North Florida, Naples, and Orlando are more likely to say that crime and policing are the most important issues facing the state than residents of Palm Beach, Miami/Ft. Lauderdale, and Tampa Bay.
- Men, whites, and residents living in household earning \$75,000 or more are most likely to say that **population growth and development** are the most important issues facing the state today.
- Men, the unemployed, and retired Floridians are slightly more likely than other Floridians to say that **immigration** is the most important issue facing the state today.
- Residents of Naples, Miami/Ft. Lauderdale, and North Florida are more likely than residents of Tampa Bay, Orlando, and Palm Beach to say that immigration is the most important issue facing the state.
- Men, Floridians between the ages of 18 and 34, full-time workers, and residents living in households with an income of at least \$35,000 but less than \$75,000 are most likely to mention **infrastructure** as the most important issue facing the state.
- Regionally, residents of the I-4 regions of Orlando and Tampa are more likely than those residing elsewhere in the state to say infrastructure is the most important issue facing the state.

- Floridians ages 55 and older, those without a child under age 18 living in their home, part-time workers, and retired Floridians are more likely than other Floridians to say that **government taxes and spending** are the most important issue facing the state today.
- Regionally, citation of government taxes and spending as the most important issue facing the state is highest in the I-4 regions of Tampa Bay and Orlando and is lower elsewhere in the state.
- See Significant Factors tables, below, for more information on demographic differences.

Economy/Jobs Among Most Important Issues Facing Florida



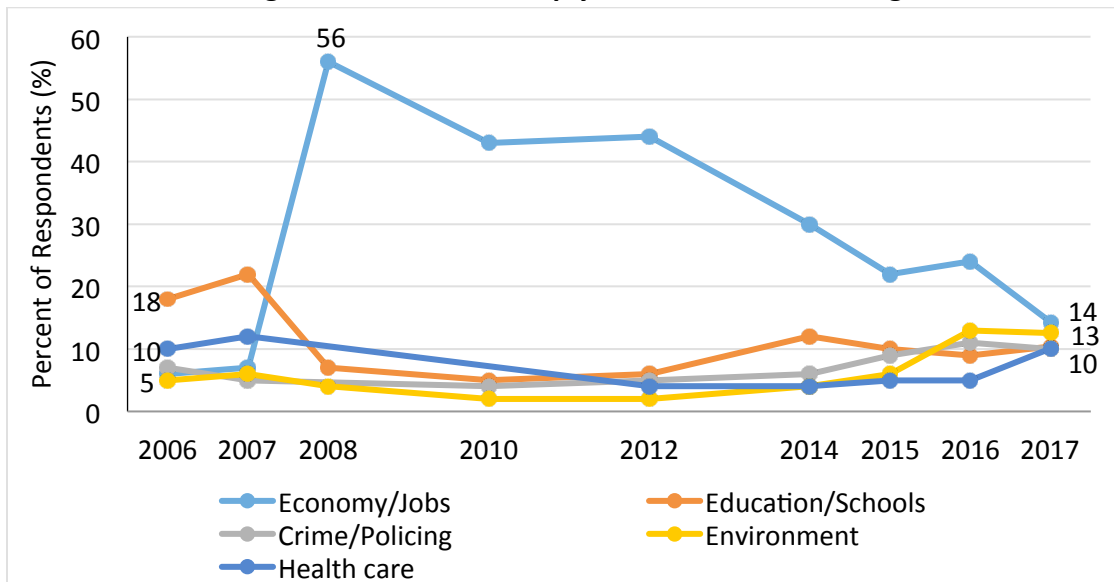
Question wording: “In your opinion, what is the most important issue facing the State of Florida today?”

Note: Open-ended question. Bars show unrounded shares, while data labels are rounded.

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%.

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Citations of the economy and jobs as the most important issue facing the state down sharply from Recession-era highs



Question wording: “In your opinion, what is the most important issue facing the State of Florida today?”
 Note: Historical trend shown for top five responses in 2017. Open-ended question. Not all options were coded in every year.

Source: Annual USF-Nielsen Sunshine State Surveys.

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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.*

Financial Stress in Florida Households

Financial Stress in Florida Households

Respondent Characteristics		How much financial stress is your household facing today?				
		DK/NA/ Refused	No Stress	A Little Stress	Some Stress	A Lot of Stress
		%	%	%	%	%
All Floridians		11	30	21	18	21
Gender ***	Male	10	35	23	16	16
	Female	11	25	20	20	25
Age Group ***	18-34	10	20	30	17	23
	35-54	12	26	19	20	22
	55-64	8	30	20	20	23
	65-79	10	47	13	14	15
	80 and older	15	46	16	12	10
Child at Home ***	Yes	11	18	24	25	22
	No	11	34	20	15	20
Race/Ethnicity **	White	8	33	23	17	18
	African-American	11	26	20	16	27
	Hispanic	16	24	18	19	23
	Other	15	27	16	22	20
Employment Status ***	Full Time	10	32	22	21	14
	Part Time	9	21	32	17	20
	Not in Work Force	13	24	26	23	15
	Unemployed	17	6	14	9	54
	Retired	10	41	15	15	19
Household Income ***	<\$35,000	13	17	16	14	40
	\$35,000-\$74,999	8	27	23	22	20
	\$75,000+	7	42	25	20	7
	DK/NA/Refused	21	34	19	11	14
Education ***	High School or less	15	25	21	13	26
	Some College	9	26	23	17	25
	College Grad	10	34	20	20	15

Note: See full notes at end of table.

Significant Factors: Financial Stress in Florida Households, *cont.*

Respondent Characteristics		How much financial stress is your household facing today?				
		DK/NA/ Refused	No Stress	A Little Stress	Some Stress	A Lot of Stress
		%	%	%	%	%
All Floridians		11	30	21	18	21
Child Enrolled in School ***	Child in School	12	19	23	25	21
	No Child in School	11	33	20	15	21
Region ***	Tampa Bay	13	32	23	13	18
	Miami/Ft. Lauderdale	11	27	21	14	27
	Orlando	12	24	17	26	22
	Palm Beach	8	34	27	21	9
	North Florida	7	39	20	13	21
	Naples	12	18	23	26	21

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

Question wording: “How much financial stress is your household facing today?”

Note: 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

Biggest Threat to the Economy (open-ended question)

Detailed results for provided for each response receiving at least 4% of weighted responses.

Biggest Threat to Florida Economy: Lack of Well-Paying Jobs

Respondent Characteristics		Biggest Threat to FL Economy: Lack of Well-Paying Jobs	
		Mentioned	Not mentioned
		%	%
All Floridians		30	70
Gender **	Male	27	73
	Female	34	66
Race/Ethnicity **	White	28	72
	African-American	41	59
	Hispanic	33	67
	Other	23	77
Employment Status **	Full Time	33	67
	Part Time	23	77
	Not in Work Force	24	76
	Unemployed	42	58
	Retired	29	71

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

Question wording: "What do you think is the *single* biggest threat to Florida’s economy?" [Open-ended]

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

Biggest Threat to Florida Economy: Government waste and taxes

There are no significant factors.

Biggest Threat to Florida Economy: Illegal Immigration

Respondent Characteristics		Biggest Threat to Florida Economy: Illegal Immigration	
		Mentioned	Not mentioned
		%	%
All Floridians		15	85
Race/Ethnicity ***	White	19	81
	African-American	6	94
	Hispanic	10	90
	Other	11	89
Household Income **	<\$35,000	18	82
	\$35,000-\$74,999	10	90
	\$75,000+	17	83
	DK/NA/Refused	16	84
Region **	Tampa Bay	13	87
	Miami/Ft. Lauderdale	12	88
	Orlando	19	81
	Palm Beach	8	92
	North Florida	17	83
	Naples	23	77

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

Question wording: "What do you think is the *single* biggest threat to Florida's economy?" [Open-ended]

Note: 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

Biggest Threat to Florida Economy: Inadequate Education System

Respondent Characteristics		Inadequate Education System	
		Mentioned	Not mentioned
		%	%
All Floridians		11	89
Gender **	Male	14	86
	Female	9	91
Age Group *	18-34	16	84
	35 - 54	10	90
	55-64	9	91
	65-79	9	91
	80 and older	7	93
Child at Home **	Yes	15	85
	No	9	91
Child Enrolled in School ***	Child in School	16	84
	No Child in School	9	91

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

Question wording: "What do you think is the *single* biggest threat to Florida's economy?" [Open-ended]

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.

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Biggest Threat to Florida Economy: Environmental Damage

Respondent Characteristics		Environmental Damage	
		Mentioned	Not mentioned
		%	%
All Floridians		10	90
Race/Ethnicity ***	White	12	88
	African-American	4	96
	Hispanic	7	93
	Other	17	83
Employment Status **	Full Time	10	90
	Part Time	14	86
	Not in Work Force	21	79
	Unemployed	6	94
	Retired	8	92
Region *	Tampa Bay	8	92
	Miami/Ft. Lauderdale	12	88
	Orlando	7	93
	Palm Beach	16	84
	North Florida	10	90
	Naples	15	85

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

Question wording: “What do you think is the *single* biggest threat to Florida’s economy?” [Open-ended]

Note: 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

Biggest Threat to Florida Economy: Foreign Competition

Respondent Characteristics		Foreign Competition	
		Mentioned	Not mentioned
		%	%
All Floridians		5	95
Gender **	Male	7	93
	Female	3	97
Employment Status *	Full Time	4	96
	Part Time	8	92
	Not in Work Force	6	94
	Unemployed	1	99
	Retired	6	94
Household Income **	<\$35,000	7	93
	\$35,000-\$74,999	3	97
	\$75,000+	4	96
	DK/NA/Refused	9	91
Region *	Tampa Bay	3	97
	Miami/Ft. Lauderdale	7	93
	Orlando	3	97
	Palm Beach	7	93
	North Florida	8	92
	Naples	3	97

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

Question wording: "What do you think is the *single* biggest threat to Florida's economy?" [Open-ended]

Note: 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 – Creating Jobs

State Government Performance Creating Jobs

Respondent Characteristics		State Performance Creating Jobs				
		DK/NA/ Refuse	Poor	Fair	Good	Excellent
		%	%	%	%	%
All Floridians		4	21	40	31	4
Gender **	Male	3	19	40	32	6
	Female	6	23	39	29	3
Age Group ***	18-34	3	19	38	35	5
	35-54	3	23	42	30	3
	55-64	2	28	34	29	7
	65-79	7	19	45	25	3
	80 and older	14	14	34	33	5
Race/Ethnicity ***	White	4	20	38	33	5
	African-American	4	30	49	14	3
	Hispanic	4	16	40	36	4
	Other	5	31	33	28	3
Employment Status ***	Full Time	1	21	40	34	3
	Part Time	2	18	48	27	5
	Not in Work Force	1	12	38	44	5
	Unemployed	7	34	35	18	6
	Retired	8	20	37	29	5
Household Income ***	<\$35,000	4	28	37	26	5
	\$35,000-\$74,999	3	23	42	30	2
	\$75,000+	3	14	40	39	5
	DK/NA/Refused	9	20	39	23	7
Region ***	Tampa Bay	2	18	42	36	2
	Miami/Ft. Lauderdale	6	26	36	27	6
	Orlando	5	21	34	34	6
	Palm Beach	6	18	53	23	0
	North Florida	2	15	38	37	8
	Naples	5	36	44	12	3

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

Question wording: “How good a job does the state do creating jobs?”

Note: 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

Most Important Issue Facing Florida (open-ended question)

Detailed results are provided for responses receiving at least 4% of weighed responses.

Most Important Issue: Economy/Jobs

Respondent Characteristics		Economy/Jobs	
		Mentioned	Not mentioned
		%	%
All Floridians		14	86
Age Group **	18-34	10	90
	35-54	18	82
	55-64	18	82
	65-79	13	87
	80 and older	9	91
Employment Status *	Full Time	15	85
	Part Time	13	87
	Not in Work Force	11	89
	Unemployed	23	77
	Retired	11	89
Household Income *	<\$35,000	19	81
	\$35,000-\$74,999	12	88
	\$75,000+	12	88
	DK/NA/Refused	14	86
Education *	High School or less	10	90
	Some College	18	82
	College Grad	13	87

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

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

Most Important Issue: Environment

Respondent Characteristics		Environment	
		Mentioned	Not mentioned
		%	%
All Floridians		13	87
Age Group *	18-34	16	84
	35-54	10	90
	55-64	10	90
	65-79	16	84
	80 and older	8	92
Race/Ethnicity ***	White	16	84
	African-American	4	96
	Hispanic	7	93
	Other	18	82
Employment Status ***	Full Time	8	92
	Part Time	17	83
	Not in Work Force	26	74
	Unemployed	10	90
	Retired	13	87
Region **	Tampa Bay	11	89
	Miami/Ft. Lauderdale	11	89
	Orlando	11	89
	Palm Beach	24	76
	North Florida	10	90
	Naples	13	87

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

Note: 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

Most Important Issue: Education/Schools

Respondent Characteristics		Education/Schools	
		Mentioned	Not mentioned
		%	%
All Floridians		10	90
Gender ***	Male	6	94
	Female	15	85
Age Group **	18-34	15	85
	35-54	10	90
	55-64	8	92
	65-79	8	92
	80 and older	3	97
Child at Home **	Yes	15	85
	No	9	91
Household Income ***	<\$35,000	5	95
	\$35,000-\$74,999	10	90
	\$75,000+	16	84
	DK/NA/Refused	11	89
Education ***	High School or less	6	94
	Some College	7	93
	College Grad	14	86
Child Enrolled in School **	Child in School	15	85
	No Child in School	9	91

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

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

Most Important Issue: Health Care

Respondent Characteristics		Health Care	
		Mentioned	Not mentioned
		%	%
All Floridians		10	90
Gender **	Male	8	92
	Female	13	87
Education *	High School or less	6	94
	Some College	12	88
	College Grad	10	90

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

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

Most Important Issue: Crime/Policing

Respondent Characteristics		Crime/Policing	
		Mentioned	Not mentioned
		%	%
All Floridians		10	90
Age Group ***	18-34	4	96
	35-54	14	86
	55-64	14	86
	65-79	9	91
	80 and older	10	90
Education **	High School or less	16	84
	Some College	9	91
	College Grad	8	92
Region *	Tampa Bay	6	94
	Miami/Ft. Lauderdale	8	92
	Orlando	12	88
	Palm Beach	8	92
	North Florida	15	85
	Naples	12	88

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

Note: 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

Most Important Issue: Population Growth/Development

Respondent Characteristics		Population Growth/Development	
		Mentioned	Not mentioned
		%	%
All Floridians		8	92
Gender ***	Male	11	89
	Female	5	95
Race/Ethnicity **	White	10	90
	African-American	3	97
	Hispanic	7	93
	Other	5	95
Household Income **	<\$35,000	4	96
	\$35,000-\$74,999	7	93
	\$75,000+	11	89
	DK/NA/Refused	10	90

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

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

Most Important Issue: Immigration

Respondent Characteristics		Immigration	
		Mentioned	Not mentioned
		%	%
All Floridians		5	95
Gender *	Male	6	94
	Female	4	96
Employment Status *	Full Time	5	95
	Part Time	1	99
	Not in Work Force	4	96
	Unemployed	7	93
	Retired	7	93
Region *	Tampa Bay	5	95
	Miami/Ft. Lauderdale	7	93
	Orlando	3	97
	Palm Beach	1	99
	North Florida	6	94
	Naples	7	93

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

Note: 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

Most Important Issue: Govt Officials

Respondent Characteristics		Govt Officials	
		Mentioned	Not mentioned
		%	%
All Floridians		5	95
Education *	High School or less	6	94
	Some College	3	97
	College Grad	6	94

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

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

Most Important Issue: Infrastructure

Respondent Characteristics		Infrastructure	
		Mentioned	Not mentioned
		%	%
All Floridians		4	96
Gender *	Male	6	94
	Female	3	97
Age Group **	18-34	5	95
	35-54	4	96
	55-64	3	97
	65-79	3	97
	80 and older	4	96
Employment Status *	Full Time	7	93
	Part Time	2	98
	Not in Work Force	3	97
	Unemployed	3	97
	Retired	3	97
Household Income **	<\$35,000	2	98
	\$35,000-\$74,999	8	92
	\$75,000+	3	97
	DK/NA/Refused	3	97
Region *	Tampa Bay	5	95
	Miami/Ft. Lauderdale	3	97
	Orlando	7	93
	Palm Beach	3	97
	North Florida	2	98
	Naples	3	97

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

Note: 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

Most Important Issue: Govt Taxes/Spending

Respondent Characteristics		Govt Taxes/Spending	
		Mentioned	Not mentioned
		%	%
All Floridians		4	96
Age Group **	18-34	3	97
	35-54	2	98
	55-64	7	93
	65-79	6	94
	80 and older	8	92
Child at Home **	Yes	2	98
	No	5	95
Employment Status **	Full Time	3	97
	Part Time	6	94
	Not in Work Force	3	97
	Unemployed	1	99
	Retired	6	94
Child Enrolled in School *	Child in School	2	98
	No Child in School	5	95
Region *	Tampa Bay	6	94
	Miami/Ft. Lauderdale	2	98
	Orlando	6	94
	Palm Beach	2	98
	North Florida	4	96
	Naples	1	99

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

Question wording: "In your opinion, what is the *most important* issue facing the State of Florida today?" [Open-ended]

Note: 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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