



# Florida statewide voter opinion survey

June 23-27, 2016

# Background

## ● Methodology

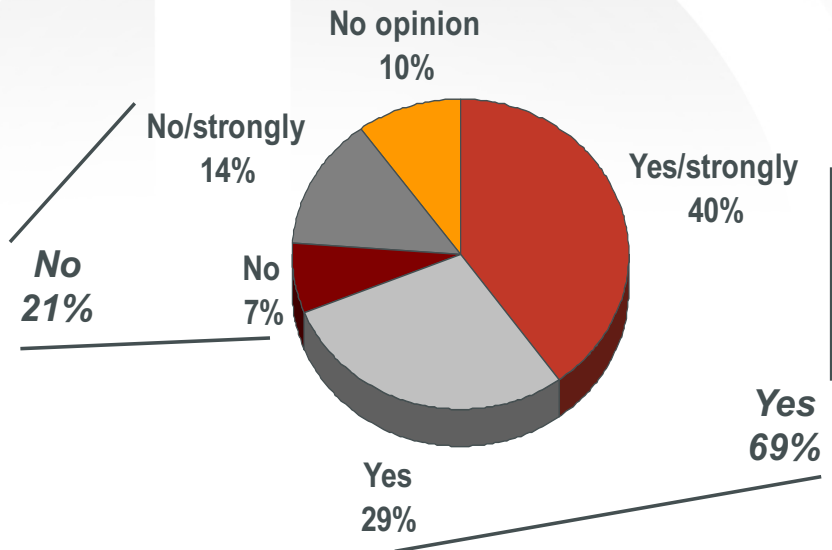
- Stratified random sample of 670 active voters that voted in at least one election 2010-2015.
  - Enough primary voter interviews were conducted to ensure at least 200 primary voters for each party
- Interviews conducted by telephone June 23-27, 2016
  - To cell and landline phones
- Margin of error of  $\pm 3.8\%$  for 670 cases
- Typical interview was about 7 minutes in length

## ● Contributors

- Dr. David B. Hill, Director, Hill Research Consultants
- Dr. Stephen N. White, Assistant Director
- Randy Ellison, Senior Research Consultant
- Jason Nemeck, Project Manager

# Voter control of gambling in Florida

## *Trial heat of amendment*



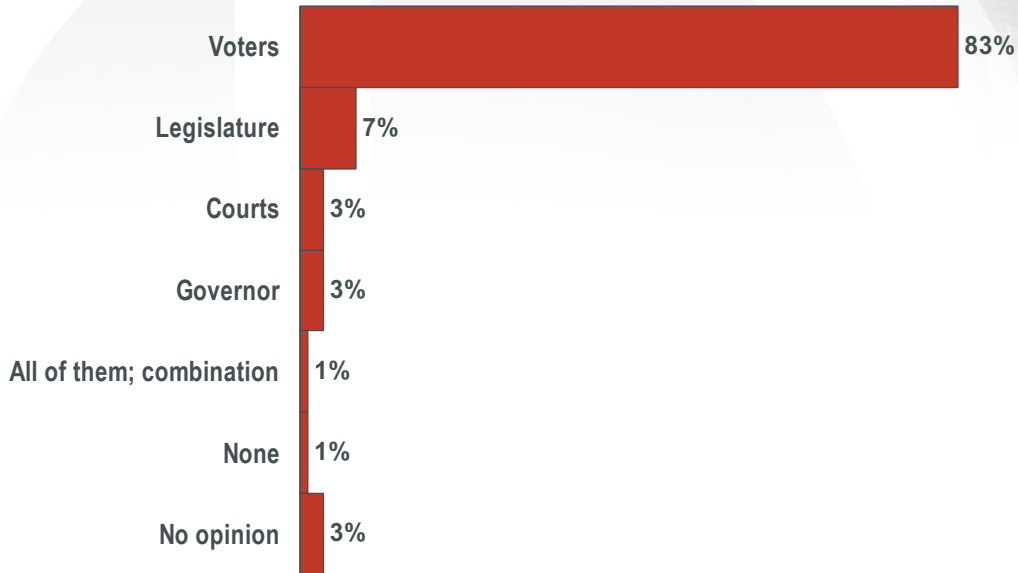
# Voter control of gambling amendment

*by party and ideology and geography*

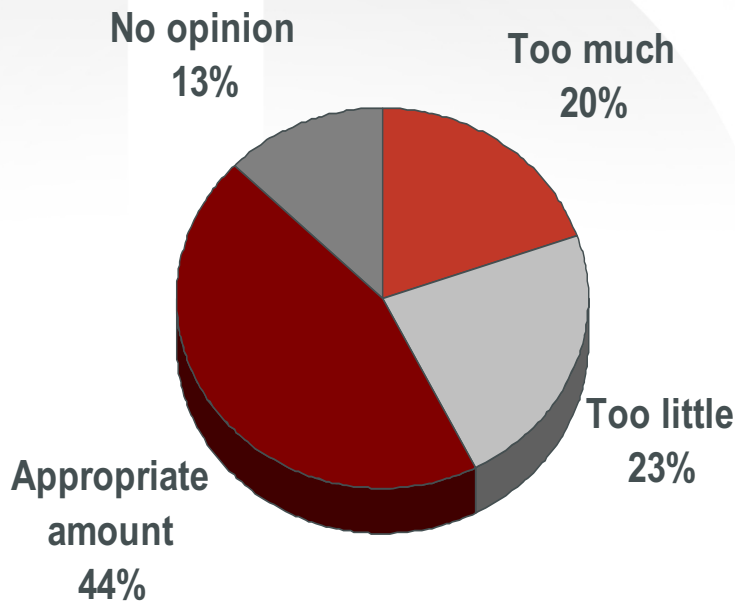
	<b>% YES</b>	<b>% NO</b>
<b>Democrat</b>	68	21
<b>Independent</b>	76	17
<b>Republican</b>	67	22
<b>Conservative</b>	69	22
<b>Moderate</b>	70	18
<b>Liberal</b>	72	19
<b>North</b>	70	22
<b>Central</b>	67	20
<b>West</b>	67	24
<b>Gold Coast</b>	72	18

# Who should decide gambling policy in Florida?

*(four fixed-choice options were offered)*



# Legalized gambling in Florida: *Is there . . . ?*



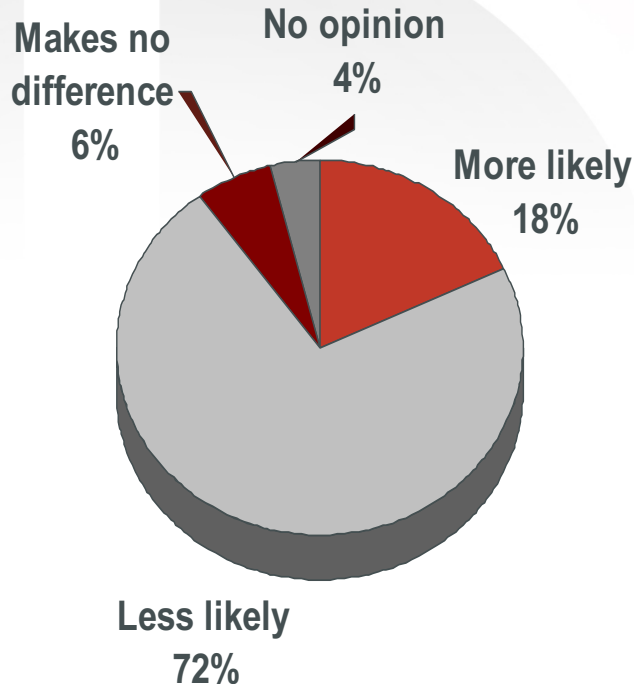
*Note: percentages do not add up to 100% due to rounding.*

# Legalized gambling in Florida

*by party and ideology and geography*

	<b>% too much</b>	<b>% right amount</b>	<b>% too little</b>
<b>Democrat</b>	20	39	24
<b>Independent</b>	18	46	25
<b>Republican</b>	20	49	21
<b>Conservative</b>	22	43	23
<b>Moderate</b>	21	45	21
<b>Liberal</b>	12	49	24
<b>North</b>	19	35	29
<b>Central</b>	19	39	26
<b>West</b>	19	46	24
<b>Gold Coast</b>	20	52	16

Are you more or less likely to vote for a candidate for office that supports expanding gambling in Florida & legalizing Las Vegas style casinos without requiring that it first be approved by a statewide vote of the people?

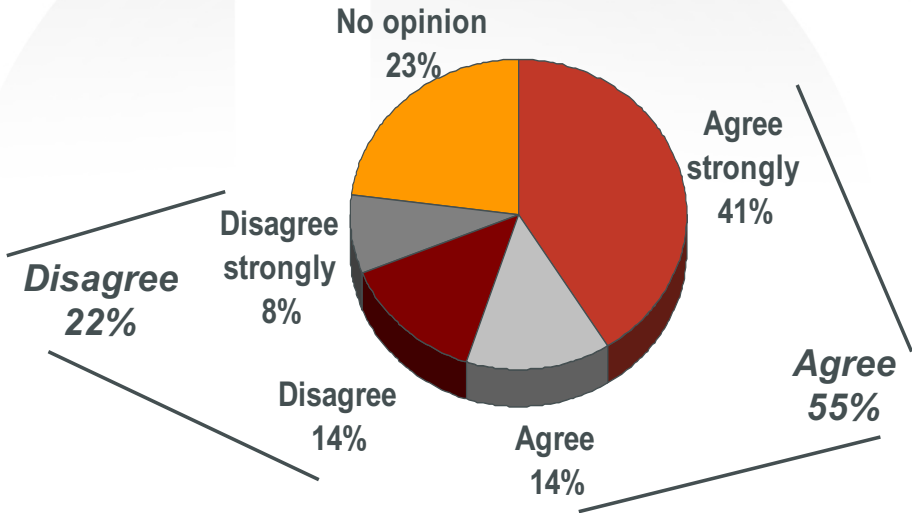




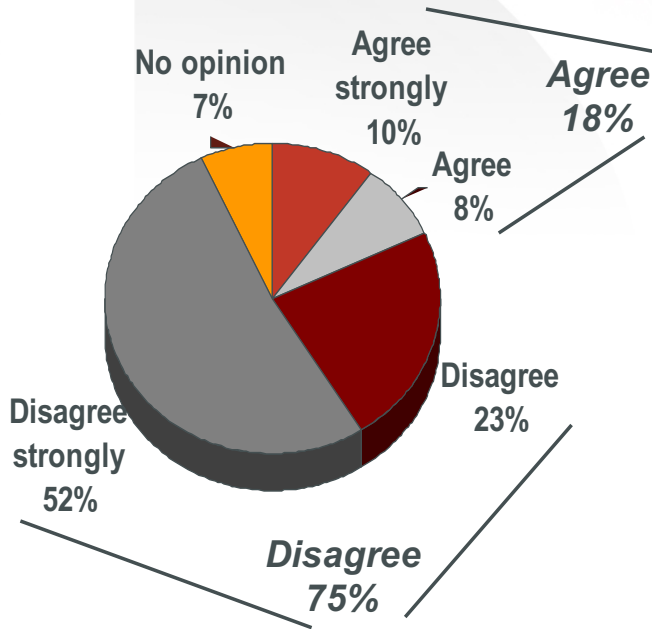
**Vote for a candidate that supports expanding gambling & legalizing Las Vegas style casinos without requiring that it first be approved by a statewide vote of the people**  
*by party and ideology and geography*

	<b>% More likely</b>	<b>% Less likely</b>
<b>Democrat</b>	20	69
<b>Independent</b>	18	73
<b>Republican</b>	17	74
<b>Conservative</b>	17	74
<b>Moderate</b>	21	72
<b>Liberal</b>	15	74
<b>North</b>	13	76
<b>Central</b>	19	73
<b>West</b>	21	67
<b>Gold Coast</b>	19	74

# Casino lobbyists have too much influence over elected officials in Florida



# More gambling in my city will improve the quality of life for me & my family



# Gambling frequency

