

Florida Amendment 1 Tracking Survey

October 25, 2016

To: Jon Carson, SolarCity

From: Civis Analytics

Overview

Civis Analytics surveyed 528 likely Florida voters between October 20th and 25th via web panel, to ask their opinion on the proposed amendment to the Florida state constitution regarding solar electricity in the November 8th general election. This memo presents the topline and crosstabs from the survey and a comparison from the previous poll conducted between September 29th and October 9th.

Voters were presented with the exact language on the ballot in November and asked which way they'd vote. **51% of likely voters say they would vote yes on the amendment, 38% say they would vote no on the amendment, and 11% do not know which way they would vote.** This is compared to 72% yes, 13% no, and 15% undecided just two weeks ago, indicating a clear shift in opinion on this issue despite relatively small sample sizes in these trackers.

This week's poll shows 20% fewer "probably voting yes" and 20% more "definitely voting no", whereas 30% in both polls stated that they were "definitely voting yes". The shift in support is most striking among Democrats- 40% of Democrats say they would vote no, compared to 10% opposed in the previous poll. This indicates the potential to persuade voters, especially Democrats, away from weak support of this Amendment. Continued media attention and additional voter education for this Amendment may continue to move yes votes to no votes.

Survey Results

The margin of error for the weighted survey overall is ± 5.0 percentage points. The exact language of the question is below:

Rights of Electricity Consumers Regarding Solar Energy Choice

This amendment establishes a right under Florida's constitution for consumers to own or lease solar equipment installed on their property to generate electricity for their own use. State and local governments shall retain their abilities to protect consumer rights and public health, safety and welfare, and to ensure that consumers who do not choose to install solar are not required to subsidize the costs of backup power and electric grid access to those who do.

Would you vote yes or no on this ballot initiative?

	Tracker #1 (9/29-10/9)	Tracker #2 (10/20-10/25)
Definitely vote yes	31.0%	29.0%
Probably vote yes	40.6%	22.2%
Probably vote no	6.2%	10.9%
Definitely vote no	6.5%	27.3%
Don't know / won't vote	15.8%	10.7%

Crosstabs

Below we have broken out the solar amendment vote responses for the October 20-25th tracking survey by gender, race, party, and vote likelihood.

Margin of error for the groups below varies by the number of responses in each.

Amendment Vote by Gender

49% of women and 54% of men say that they will vote yes on the amendment. Women are slightly less likely to say they will vote yes on the Amendment, whereas in the previous tracker, women said they would vote yes at a slightly higher rate (74% vs 70%).

Response	Male	Female
Definitely vote yes	29%	29%
Probably vote yes	25%	20%
Probably vote no	9%	13%
Definitely vote no	30%	25%
Don't know / won't vote	7%	13%
Margin of Error	7%	7%
Total Respondents	285	243

Amendment Vote by Race

65% of African American voters, 57% of Latino voters, and 47% of White voters say they will vote yes– all slight decreases from the previous poll, with White voters decreasing the most (71% previously).

Response	Black	Latino	White
Definitely vote yes	38%	40%	25%
Probably vote yes	27%	17%	22%
Probably vote no	7%	11%	12%
Definitely vote no	18%	18%	31%
Don't know / won't vote	11%	13%	10%
Margin of Error	21%	15%	5%
Total Respondents	30	55	443

Amendment Vote by Party

55% of Republicans and 50% of Democrats say they will vote yes on the amendment. Democrats vote no at a significantly higher rate than before– 40% oppose now and 10% opposed in the previous poll.

Response	Democrat	Republican	Something Else
Definitely vote yes	29%	29%	29%
Probably vote yes	21%	26%	18%
Probably vote no	8%	13%	12%
Definitely vote no	32%	21%	31%
Don't know / won't vote	10%	12%	10%
Margin of Error	8%	8%	10%
Total Respondents	201	203	124

Amendment Vote by Turnout

High likelihood voters are the least likely overall to say that they will vote for the amendment, with 49% voting yes and 43% voting no.

Response	Low Vote Likelihood	Medium Vote Likelihood	High Vote Likelihood
Definitely vote yes	27%	37%	27%
Probably vote yes	39%	18%	22%
Probably vote no	5%	6%	13%
Definitely vote no	5%	27%	30%
Don't know / won't vote	23%	12%	9%
Margin of Error	17%	10%	6%
Total Respondents	16	81	431