



WASHINGTON, DC - 202-548-2680
JACKSONVILLE, FL - 904-261-2444

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Jacksonville, Florida from April 5 through April 8, 2021. A total of 625 registered Florida voters were interviewed live by telephone statewide.

Those interviewed were randomly selected from a phone-matched Florida voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter registration by county.

The margin for error, according to standards customarily used by statisticians, is no more than ± 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

QUESTION: Do you support or oppose legislative efforts in Florida to limit the power and influence of Big Tech companies like Amazon, Google, Twitter and Facebook in the marketplace?



	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	59%	33%	8%
<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
North Florida	71%	25%	4%
Central Florida	53%	34%	13%
Tampa Bay	62%	33%	5%
Southwest Florida	60%	32%	8%
Southeast Florida	52%	39%	9%
<u>GENDER ID</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Male	62%	31%	7%
Female	57%	34%	9%
<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	61%	32%	7%
50+	59%	33%	8%
<u>RACE/ETHNICITY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
White	60%	33%	7%
Black	51%	41%	8%
Hispanic	65%	28%	7%
<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	48%	42%	10%
Republican	68%	26%	6%
Independent	65%	27%	8%

QUESTION: Compared with a few years ago, do you feel you now have more freedom or less freedom to speak your mind on the Internet?

	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>DK/DON'T POST</u>
STATE	19%	53%	12%	16%

<u>REGION</u>	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>DK/DON'T POST</u>
North Florida	17%	52%	13%	18%
Central Florida	13%	63%	6%	18%
Tampa Bay	17%	50%	11%	22%
Southwest Florida	19%	59%	13%	9%
Southeast Florida	24%	48%	16%	12%

<u>GENDER ID</u>	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>DK/DON'T POST</u>
Male	18%	55%	11%	16%
Female	19%	51%	14%	16%

<u>AGE</u>	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>DK/DON'T POST</u>
<50	25%	50%	14%	11%
50+	13%	56%	11%	20%

<u>RACE/ETHNICITY</u>	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>DK/DON'T POST</u>
White	14%	58%	11%	17%
Black	46%	24%	17%	13%
Hispanic	16%	55%	13%	16%

<u>PARTY REGISTRATION</u>	<u>MORE</u>	<u>LESS</u>	<u>SAME</u>	<u>DK/DON'T POST</u>
Democrat	34%	31%	18%	17%
Republican	5%	74%	4%	17%
Independent	14%	58%	17%	11%

QUESTION: Do you feel Amazon’s power and influence in the marketplace is too much, too little or the proper amount?

	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
STATE	56%	3%	37%	4%

<u>REGION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
North Florida	57%	3%	34%	6%
Central Florida	59%	2%	32%	7%
Tampa Bay	52%	2%	41%	5%
Southwest Florida	68%	4%	27%	1%
Southeast Florida	53%	2%	43%	2%

<u>GENDER ID</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Male	53%	3%	39%	5%
Female	60%	2%	35%	3%

<u>AGE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
<50	54%	3%	39%	4%
50+	59%	2%	34%	5%

<u>RACE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
White	56%	2%	37%	5%
Black	55%	7%	35%	3%
Hispanic	57%	1%	37%	5%

<u>PARTY REGISTRATION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Democrat	65%	4%	28%	3%
Republican	55%	1%	38%	6%
Independent	44%	1%	50%	5%

QUESTION: Do you feel Google’s power and influence in the marketplace is too much, too little or the proper amount?

	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
STATE	58%	4%	33%	5%

<u>REGION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
North Florida	62%	7%	24%	7%
Central Florida	64%	2%	26%	8%
Tampa Bay	48%	3%	42%	7%
Southwest Florida	75%	3%	21%	1%
Southeast Florida	50%	4%	43%	3%

<u>GENDER ID</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Male	58%	4%	32%	6%
Female	58%	3%	34%	5%

<u>AGE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
<50	56%	5%	35%	4%
50+	59%	3%	31%	7%

<u>RACE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
White	60%	4%	31%	5%
Black	46%	4%	46%	4%
Hispanic	59%	2%	33%	6%

<u>PARTY REGISTRATION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Democrat	53%	3%	42%	2%
Republican	66%	3%	23%	8%
Independent	54%	8%	32%	6%

QUESTION: Do you feel Twitter’s power and influence in the marketplace is too much, too little or the proper amount?

	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
STATE	62%	5%	20%	13%

<u>REGION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
North Florida	64%	5%	16%	15%
Central Florida	70%	7%	17%	6%
Tampa Bay	57%	5%	23%	15%
Southwest Florida	71%	1%	19%	9%
Southeast Florida	56%	6%	24%	14%

<u>GENDER ID</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Male	66%	5%	21%	8%
Female	59%	5%	19%	17%

<u>AGE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
<50	61%	6%	23%	10%
50+	64%	4%	18%	14%

<u>RACE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
White	67%	4%	17%	12%
Black	45%	6%	29%	20%
Hispanic	58%	6%	26%	10%

<u>PARTY REGISTRATION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Democrat	46%	8%	26%	20%
Republican	83%	1%	10%	6%
Independent	55%	7%	28%	10%

QUESTION: Do you feel Facebook’s power and influence in the marketplace is too much, too little or the proper amount?

	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
STATE	66%	2%	25%	7%

<u>REGION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
North Florida	66%	1%	24%	9%
Central Florida	68%	4%	21%	7%
Tampa Bay	65%	1%	27%	7%
Southwest Florida	74%	1%	20%	5%
Southeast Florida	62%	4%	28%	6%

<u>GENDER ID</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Male	67%	3%	24%	6%
Female	65%	2%	25%	8%

<u>AGE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
<50	65%	2%	27%	6%
50+	67%	3%	23%	7%

<u>RACE</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
White	67%	2%	23%	8%
Black	55%	1%	36%	8%
Hispanic	68%	5%	23%	4%

<u>PARTY REGISTRATION</u>	<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>PROPER</u>	<u>NOT SURE</u>
Democrat	61%	3%	31%	5%
Republican	74%	2%	19%	5%
Independent	60%	2%	23%	15%

QUESTION: Which of the following positions is closer to your view of the Big Tech companies Amazon, Google, Twitter, and Facebook? (ORDER ROTATED)

- They sincerely care about their customers and work to ensure they are safe when using their services.
- They care more about their profits than they do about ensuring their customers are safe when using their services.

	<u>CUSTOMERS</u>	<u>PROFITS</u>	<u>NOT SURE</u>
STATE	14%	72%	14%

<u>REGION</u>	<u>CUSTOMERS</u>	<u>PROFITS</u>	<u>NOT SURE</u>
North Florida	12%	71%	17%
Central Florida	12%	69%	19%
Tampa Bay	16%	75%	9%
Southwest Florida	8%	77%	15%
Southeast Florida	17%	71%	12%

<u>GENDER ID</u>	<u>CUSTOMERS</u>	<u>PROFITS</u>	<u>NOT SURE</u>
Male	14%	71%	15%
Female	14%	72%	14%

<u>AGE</u>	<u>CUSTOMERS</u>	<u>PROFITS</u>	<u>NOT SURE</u>
<50	16%	70%	14%
50+	12%	74%	14%

<u>RACE</u>	<u>CUSTOMERS</u>	<u>PROFITS</u>	<u>NOT SURE</u>
White	13%	72%	15%
Black	20%	70%	10%
Hispanic	14%	73%	13%

<u>PARTY REGISTRATION</u>	<u>CUSTOMERS</u>	<u>PROFITS</u>	<u>NOT SURE</u>
Democrat	23%	67%	10%
Republican	5%	76%	19%
Independent	11%	75%	14%

I am going to read you some guiding principles for bringing transparency and neutrality into how the Big Tech companies operate.

QUESTION: Do you support or oppose requiring the publication of standards used to ban posts, de-platform and shadow ban users?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	60%	31%	9%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
North Florida	60%	28%	12%
Central Florida	57%	34%	9%
Tampa Bay	65%	28%	7%
Southwest Florida	61%	32%	7%
Southeast Florida	58%	33%	9%

<u>GENDER ID</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Male	55%	38%	7%
Female	63%	26%	11%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	58%	34%	8%
50+	62%	29%	9%

<u>RACE/ETHNICITY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
White	60%	31%	9%
Black	61%	29%	10%
Hispanic	61%	32%	7%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	66%	27%	7%
Republican	55%	34%	11%
Independent	56%	34%	10%

QUESTION: Do you support or oppose requiring providing equal access for established news organizations and qualified political candidates to reach users free from manipulation by algorithms?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	67%	24%	9%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
North Florida	70%	20%	10%
Central Florida	62%	34%	4%
Tampa Bay	71%	21%	8%
Southwest Florida	72%	21%	7%
Southeast Florida	64%	24%	12%

<u>GENDER ID</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Male	69%	24%	7%
Female	65%	24%	11%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	72%	21%	7%
50+	64%	26%	10%

<u>RACE/ETHNICITY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
White	68%	23%	9%
Black	64%	25%	11%
Hispanic	64%	27%	9%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	65%	25%	10%
Republican	74%	24%	2%
Independent	60%	24%	16%

QUESTION: Do you support or oppose stopping the practice of arbitrarily censoring and de-platforming users?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	56%	30%	14%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
North Florida	59%	29%	13%
Central Florida	60%	27%	13%
Tampa Bay	64%	25%	11%
Southwest Florida	60%	29%	11%
Southeast Florida	47%	35%	18%

<u>GENDER ID</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Male	63%	27%	10%
Female	51%	32%	17%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	57%	30%	13%
50+	56%	30%	14%

<u>RACE/ETHNICITY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
White	58%	30%	12%
Black	50%	34%	16%
Hispanic	61%	22%	17%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	50%	25%	25%
Republican	65%	30%	5%
Independent	53%	37%	10%

QUESTION: Do you support or oppose giving users the power to opt out of algorithms?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	68%	20%	12%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
North Florida	71%	18%	11%
Central Florida	66%	22%	12%
Tampa Bay	72%	17%	11%
Southwest Florida	80%	13%	7%
Southeast Florida	59%	25%	16%

<u>GENDER ID</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Male	68%	22%	10%
Female	68%	18%	14%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	70%	21%	9%
50+	67%	19%	14%

<u>RACE/ETHNICITY</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
White	69%	20%	11%
Black	61%	26%	13%
Hispanic	72%	17%	11%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	60%	27%	13%
Republican	78%	14%	8%
Independent	64%	18%	18%

QUESTION: If your State Senator or State Representatives in Tallahassee were to support new legislation that would apply transparency requirements to the Big Tech companies, would you feel more favorable about him or her, less favorable about him or her, or would it have no effect on your view of them?

	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>NO EFFECT</u>
STATE	53%	9%	38%

<u>REGION</u>	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>NO EFFECT</u>
North Florida	56%	11%	33%
Central Florida	51%	10%	39%
Tampa Bay	58%	9%	33%
Southwest Florida	61%	4%	35%
Southeast Florida	46%	9%	45%

<u>GENDER ID</u>	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>NO EFFECT</u>
Male	55%	11%	34%
Female	51%	7%	42%

<u>AGE</u>	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>NO EFFECT</u>
<50	53%	9%	38%
50+	53%	9%	38%

<u>RACE/ETHNICITY</u>	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>NO EFFECT</u>
White	55%	8%	37%
Black	47%	12%	41%
Hispanic	54%	9%	37%

<u>PARTY REGISTRATION</u>	<u>MORE FAVORABLE</u>	<u>LESS FAVORABLE</u>	<u>NO EFFECT</u>
Democrat	45%	12%	43%
Republican	66%	4%	30%
Independent	45%	10%	45%

DEMOGRAPHICS

PARTY REGISTRATION:

Democrat	249 (40%)
Republican	239 (38%)
Independent or Other	137 (22%)

AGE:

18-34	104 (17%)
35-49	175 (28%)
50-64	181 (29%)
65+	159 (25%)
Refused	6 (1%)

RACE/ETHNICITY:

White/Caucasian	424 (68%)
Black/African American	76 (12%)
Hispanic or Cuban	102 (16%)
Other	17 (3%)
Refused	6 (1%)

GENDER ID:

Male	294 (47%)
Female	327 (52%)
Other	4 (1%)

REGION:

North Florida	135 (22%)
Central Florida	120 (19%)
Tampa Bay	115 (18%)
Southwest Florida	75 (12%)
Southeast Florida	180 (29%)

FLORIDA POLL REGIONS

NORTH FLORIDA: Voters interviewed in Escambia, Okaloosa, Santa Rosa, Bay, Calhoun, Franklin, Gulf, Liberty, Walton, Washington, Holmes, Jackson, Gadsden, Hamilton, Jefferson, Lafayette, Leon, Madison, Suwannee, Taylor, Wakulla, Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam, St. Johns, Flagler, Union, Alachua, Dixie, Gilchrist and Levy counties.

CENTRAL FLORIDA: Voters interviewed in Brevard, Lake, Marion, Orange, Osceola, Seminole, Citrus, Sumter, Volusia, and Indian River counties.

TAMPA BAY: Voters interviewed in Hernando, Hillsborough, Pasco, Pinellas and Polk counties.

SOUTHWEST FLORIDA: Voters interviewed in DeSoto, Glades, Hardee, Hendry, Highlands, Manatee, Sarasota, Charlotte, Collier and Lee counties.

SOUTHEAST FLORIDA: Voters interviewed in Okeechobee, St. Lucie, Martin, Palm Beach, Broward, Miami-Dade and Monroe counties.