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**MEMORANDUM**

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**TO:** SAVE OUR SECRET BALLOT - FLORIDA  
**FROM:** WILSON RESEARCH STRATEGIES  
**SUBJECT:** KEY FINDINGS FROM STATEWIDE SURVEY  
**DATE:** MARCH 6, 2009

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Wilson Research Strategies was commissioned by Save Our Secret Ballot – Florida to survey n=300 likely voters statewide. The poll was conducted March 4-5, 2009 via live interviewer telephone contact to a sample that was stratified to be geographically and demographically representative of the state’s likely voting population. The survey has a margin of error of  $\pm 5.66\%$  in 95 out of 100 cases.

The following are key findings of the survey:

- **Florida voters overwhelmingly support a constitutional amendment guaranteeing the right to a secret ballot for all public elections including workplace elections on employee representation.**
  - More than eight in ten (86%) Florida voters say they would vote yes on an amendment to the state constitution guaranteeing secret ballots.
  - Nearly two thirds (65%) say they would definitely vote yes, indicating a deep-rooted support for the measure.
  
- **Support for the amendment is strong, with every demographic group saying they would vote for the guarantee.**
  - The amendment garners majority support from:
    - Both men (86%) and women (87%)
    - All age groups:
      - 18-34 (89%)
      - 35-44 (85%)
      - 44-54 (83%)
      - 55-64 (84%)
      - 65+ (89%)
    - All income ranges:
      - < \$40,000 (81%)
      - \$40-80,000 (89%)
      - \$80,000+ (84%)
  
- **The amendment enjoys strong bipartisan support.**
  - A majority of Republicans (90%) and Democrats (80%) support the move to guarantee secret ballot rights. Independents are also overwhelmingly favorable of the measure (91%).
  - The amendment also receives majority support from voters of all ideologies (conservative 86%, moderate 89%, liberal 80%).



- **Florida voters are more likely to vote for a candidate who supports the amendment.**
  - More than seven in ten Florida voters say they are more likely to vote for a candidate that supports the amendment to guarantee secret ballot rights (71%).
  - A strong plurality (45%) indicate that a candidate's support for the measure would make them "much more likely" to vote for that candidate. Clearly, voters are fundamentally supportive of the amendment and expect the same from their candidates.
  - Support this universal for a constitutional amendment is rare and demands the attention of elected officials. Clearly, standing in the way of this amendment could risk even the most concrete political careers.
  
- **Union members are very supportive of the amendment.**
  - Union members are nearly as supportive of the measure as non-union members, as 80% of union members support the amendment, compared to 88% of non-union members.
  - Union members also indicate that they are more likely to vote for a candidate that supports the amendment (65%).