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**New Poll from UNF/The Tributary: Jax Voters Trust Local News Over National  
*Voters Opposed to Texas Style Abortion Law***

The Public Opinion Research Lab at the University of North Florida (PORL) collaborated with The Tributary in a new poll of Jacksonville registered voters about their views on news media outlets. When asked how much they trust the information from national news organizations, just 60% of respondents said they trust them either “a lot,” or “some,” while 40% said “not too much” or “not at all.” When asked the same question about local news organizations, however, 75% of respondents reported some measure of trust, with just 24% indicating they do not trust the information provided.

There is a wide partisan gap in trust in both local and national news outlets, with Democrats nearly 30 percentage points more trusting than Republicans of the information from local news organizations. This divide is even greater in national news, with trust among Democrats 55 percentage points higher than that of Republicans.

“While these trends aren’t new, sadly they have been exacerbated in the past couple of years,” commented Dr. Michael Binder, PORL faculty director. “The fourth estate is a vital component to a functioning democracy,” he added, “I just hope these partisan splits begin to shrink in the future.”

When asked their perceptions about the financial state of local news media outlets, 67% of respondents said they think local news outlets are doing either “very well,” or “somewhat well.” They were then asked whether, in the past year, they had paid or given money to a local news organization, to which 81% said they had *not*. When asked why they hadn’t contributed, the most common response (41%) said they can find plenty of free local news, so they don’t need to pay. Of the 19% who *have* contributed in the past year, 45% said funding good journalism was the main reason for their decision.

Binder noted, “while those numbers may seem discouraging for local news organizations, it makes sense since most people think local news organizations are doing at least somewhat well financially.”

When asked which news media outlets respondents rely upon most often, News4Jax had the highest response with 37%, with First Coast News in second place at 14%. They are followed by The Florida Times-Union (12%), WJCT (11%), and Action News (10%).

“Jacksonville has a variety of local news options, and our residents are diverse in their consumption habits,” said Binder. “The more local news options the better. Whether it’s television in the early morning, radio on the way home from work or news alerts on our phones throughout the day – the more access we have to local information, the better suited we are to navigate society.”

Respondents were then asked how well they think local news media outlets do in several different areas. Areas in which respondents think news outlets are doing well are reporting news accurately (58%) and providing news that they use daily (55%). Respondents believe outlets are *not* doing well holding leaders accountable (61%), dealing fairly with all sides (53%), covering news thoroughly (52%), being transparent about reporting (52%), or including people like them in stories (51%).

In addition to questions about local news media outlets, respondents were also asked a series of questions regarding local and state policy issues. First, respondents were asked about the Jacksonville Sheriff's Office budget. For half of the respondents, the question was worded using the exact figure of \$525 million, while the other half was worded, "half a billion dollars." The two samples were nearly identical in their responses, with 35% of respondents indicating the JSO budget is too much, 16-17% saying it is not enough, 31-32% saying the budget is about right, and 18% with no opinion.

"You're never going to have unanimity of support for budgeting issues, and policing issues have deep political divisions," Binder commented. "But the partisan splits are extreme – Democrats are about 40 percentage points more likely than Republicans to think JSO's budget is too much."

When asked about state congressional redistricting, both Republicans and Democrats indicated that the most important factor is that districts reflect existing neighborhoods and communities. Also with strong bipartisan support, the majority (70%) of respondents said that an independent panel should draw new congressional district maps, rather than the Florida Legislature (13%); 17% had no opinion.

"Unsurprisingly, there's a lot of bipartisan support for an independent panel drawing the lines for elected officials," Binder commented. "Unfortunately for voters, the Florida legislature (and our local city council) have all opted to keep control of the decennial redistricting process."

Finally, respondents were asked their opinions about the recently passed Texas abortion law. Again, this question had two different versions. Half of respondents received the wording "bans abortions after six weeks of pregnancy," while the other half received "bans abortions six weeks after a woman's last period." When asked whether they would support or oppose a similar bill in Florida, the majority (64-67%) said they would oppose such a bill, with just 26-27% saying they would support one.

"With the Supreme Court taking up Texas's abortion law and Tallahassee kicking around further restrictions on abortions in Florida, Duval voters are overwhelmingly opposed to the Texas style law," said Binder. "Interestingly, even 31% of Republican are opposed to this law, a fact that elected officials in Tallahassee might want to pay attention to."

## Methodology

The UNF JaxSpeaks October Poll was conducted by the Public Opinion Research Lab at the University of North Florida and sponsored by The Tributary: A Northeast Florida Journalism Collective and the Jessie Ball duPont Fund, from Tuesday, Oct. 19, through Tuesday, Oct. 26, 2021. The survey was administered through email via Qualtrics, an online survey platform. The email addresses used for this survey were sourced from public records, which were then compiled into a useable sample frame by PORL. The sample frame was comprised of 27,448 registered Duval County voters in Florida, 18 years of age or older. The number of completed surveys was 806. This study had a 3% response rate.

The study has an overall credibility interval of +/- 3.5 percentage points. Credibility interval is used in place of margin of sampling error in this study due to the use of a non-probability sampling frame, in this case, an opt-in online panel. The credibility interval is calculated as:

$$y \pm 1/\sqrt{n}$$

Data was weighted by partisan registration, age, race and sex; these weights were created from the September update of the Florida voter file to match the active registered voters in Duval County. These demographic characteristics were pulled from the voter file list.

All weighted demographic variables were applied using the SPSS version 26 rake weighting function. There were no statistical adjustments made due to design effects. This survey was directed by Dr. Michael Binder, UNF professor of political science.

The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political economic, social, and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative and a member of the Association of Academic Survey Research Organizations (AASRO). As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about methodology, contact Dr. Michael Binder at [porl@unf.edu](mailto:porl@unf.edu) or at (904) 620-2784.

## **About University of North Florida**

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving more than 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at [www.unf.edu](http://www.unf.edu).

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JaxSpeaks Poll October 2021  
Crosstabulations  
For more information visit: <https://www.unf.edu/coas/por/>

How much, if at all, do you trust the information that comes from each of the following?																		
National news organizations																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
A lot	18%	29%	7%	16%	19%	17%	24%	<1%	16%	22%	17%	21%	26%	16%	16%	15%	12%	24%
Some	42%	56%	23%	47%	36%	48%	54%	14%	35%	58%	35%	39%	43%	42%	46%	45%	40%	29%
Not too much	24%	12%	38%	23%	26%	22%	16%	41%	28%	14%	33%	24%	22%	26%	20%	24%	27%	23%
Not at all	16%	3%	33%	14%	19%	14%	4%	45%	21%	7%	15%	16%	8%	16%	18%	16%	20%	15%

How much, if at all, do you trust the information that comes from each of the following?																		
Local news organizations																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
A lot	23%	29%	13%	29%	26%	21%	31%	6%	22%	25%	21%	28%	32%	22%	21%	21%	20%	27%
Some	52%	59%	45%	51%	50%	55%	58%	42%	50%	59%	54%	42%	53%	46%	52%	52%	53%	53%
Not too much	18%	10%	29%	16%	20%	17%	11%	36%	22%	11%	13%	23%	7%	27%	18%	18%	23%	16%
Not at all	6%	2%	12%	4%	5%	8%	2%	16%	7%	4%	13%	7%	8%	6%	9%	9%	5%	4%

How much, if at all, do you trust the information that comes from each of the following?																		
Social networking sites, such as Facebook and Twitter																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
A lot	3%	5%	<1%	2%	2%	3%	4%	<1%	<1%	8%	2%	1%	13%	4%	4%	<1%	<1%	<1%
Some	15%	19%	10%	15%	12%	17%	17%	11%	10%	24%	17%	16%	23%	15%	18%	14%	12%	11%
Not too much	43%	47%	36%	45%	41%	44%	47%	31%	41%	44%	53%	41%	45%	49%	39%	46%	43%	37%
Not at all	40%	29%	54%	38%	45%	36%	33%	58%	49%	23%	28%	42%	20%	33%	39%	41%	46%	52%

Thinking about the financial state of your local news media, how well do you think your local news outlets are doing financially?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Very well	18%	21%	15%	19%	14%	22%	17%	18%	14%	28%	17%	18%	25%	11%	24%	19%	19%	15%
Somewhat well	49%	45%	54%	51%	48%	51%	47%	56%	49%	53%	44%	44%	56%	54%	37%	54%	45%	49%
Not too well	29%	27%	28%	28%	34%	24%	31%	24%	32%	18%	33%	17%	28%	36%	25%	32%	32%	29%
Not at all well	4%	5%	4%	2%	4%	4%	5%	2%	5%	2%	7%	3%	3%	8%	3%	2%	5%	4%

In the past year, have you directly paid or given money to any local news sources by subscribing, donating or becoming a member?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Yes	19%	26%	14%	15%	23%	16%	24%	8%	26%	13%	9%	7%	11%	14%	18%	9%	22%	34%
No	81%	74%	86%	85%	77%	84%	76%	92%	75%	87%	92%	93%	90%	86%	82%	91%	78%	67%

What is the main reason you haven't directly paid or given money to any local news sources in the past year?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=225	Rep n=252	NPA/Other n=159	M n=316	F n=320	Biden n=405	Trump n=215	White n=342	Afr Amer /Black n=183	Hispanic n=41	Other n=70	18-24 n=43	25-34 n=109	35-44 n=115	45-54 n=125	55-64 n=105	65+ n=139
n=636																		
I'm not interested enough in local news to pay for it	22%	25%	18%	24%	21%	23%	23%	20%	19%	28%	23%	23%	37%	32%	17%	21%	13%	17%
I can find plenty of free local news so I don't need to pay	41%	47%	37%	38%	38%	43%	43%	33%	40%	41%	40%	45%	41%	40%	43%	45%	39%	39%
It's too expensive	5%	6%	3%	8%	4%	7%	7%	3%	5%	6%	5%	6%	5%	6%	4%	4%	8%	5%
The news provided is not good enough to pay for	20%	11%	31%	18%	29%	15%	12%	35%	24%	14%	21%	17%	11%	14%	25%	14%	28%	25%
Other	11%	11%	11%	12%	11%	12%	13%	8%	11%	12%	12%	9%	6%	6%	12%	14%	12%	14%

What is the main reason you have directly paid or given money to any local news source in the past year?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=89	Rep n=47	NPA/Other n=28	M n=102	F n=62	Biden n=141	Trump n=22	White n=125	Afr Amer /Black n=30	Hispanic n=3	Other n=6	18-24 n=5	25-34 n=18	35-44 n=27	45-54 n=13	55-64 n=29	65+ n=72
n=164																		
It gives me better quality news than I can get from free	25%	19%	41%	21%	26%	26%	24%	42%	28%	14%	25%	33%	<1%	18%	15%	43%	43%	33%
There are particular journalists that I like	8%	9%	7%	4%	8%	7%	8%	5%	8%	10%	<1%	<1%	<1%	<1%	22%	3%	3%	7%
I need particular information for my job	3%	1%	5%	7%	4%	3%	4%	<1%	4%	3%	<1%	<1%	25%	9%	<1%	3%	3%	<1%
I want to help fund good journalism	45%	55%	19%	50%	38%	51%	49%	16%	44%	41%	<1%	50%	48%	48%	47%	47%	47%	35%
Payment was very simple and easy	3%	4%	2%	4%	5%	1%	3%	5%	3%	7%	<1%	67%	<1%	<1%	4%	<1%	<1%	4%
I was offered a good deal/trial	9%	9%	12%	4%	12%	6%	8%	16%	7%	17%	<1%	<1%	25%	22%	7%	<1%	<1%	9%
Other	7%	2%	14%	11%	8%	6%	5%	16%	8%	7%	<1%	<1%	<1%	4%	4%	3%	3%	12%

Have you ever voted in a local election where you couldn't find news reporting about the listed candidates?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Yes	43%	43%	44%	40%	42%	43%	41%	47%	42%	40%	48%	47%	54%	46%	49%	40%	36%	43%
No	57%	57%	56%	60%	58%	57%	59%	53%	58%	60%	52%	53%	47%	54%	51%	60%	65%	57%

Of the following local media outlets, which do you most often rely upon?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
The Florida Times-Union	12%	17%	8%	8%	16%	9%	15%	5%	14%	9%	4%	12%	6%	10%	14%	4%	11%	21%
Florida Star	<1%	1%	<1%	<1%	<1%	1%	<1%	1%	<1%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%
Jacksonville Free Press	<1%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%	1%	<1%	1%
Jacksonville Business Journal	1%	<1%	3%	1%	2%	1%	1%	2%	2%	<1%	<1%	1%	<1%	1%	1%	1%	2%	1%
Jacksonville Daily Record and Observer	1%	<1%	1%	3%	1%	1%	1%	2%	2%	<1%	<1%	1%	3%	1%	1%	1%	2%	1%
The Resident News	<1%	<1%	<1%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	2%	<1%
News4Jax	37%	37%	35%	39%	31%	42%	38%	33%	27%	52%	38%	45%	66%	47%	44%	44%	26%	22%
First Coast News	14%	15%	15%	13%	13%	15%	14%	15%	15%	11%	31%	8%	6%	10%	18%	18%	21%	15%
Action News	10%	10%	10%	11%	11%	9%	10%	10%	9%	13%	11%	7%	4%	9%	9%	9%	11%	13%
WJCT	11%	15%	3%	16%	11%	11%	15%	1%	14%	6%	4%	12%	9%	13%	8%	8%	10%	13%
WOKV	5%	<1%	12%	2%	6%	3%	1%	14%	7%	1%	2%	6%	<1%	2%	6%	6%	9%	6%
Folio Weekly	1%	1%	<1%	1%	1%	1%	1%	<1%	<1%	1%	2%	<1%	3%	1%	<1%	<1%	1%	<1%
The Tributary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	4%	1%	5%	3%	3%	2%	1%	7%	4%	1%	<1%	1%	4%	5%	2%	2%	2%	2%
Other	3%	2%	6%	4%	5%	4%	2%	10%	5%	3%	7%	5%	<1%	3%	6%	5%	5%	5%

Please indicate how often you get your news from each of the following sources: A printed newspaper																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Every day	10%	11%	12%	7%	11%	10%	12%	8%	15%	5%	4%	3%	3%	<1%	3%	2%	18%	30%
Several times a week	5%	7%	2%	5%	3%	6%	6%	2%	4%	8%	2%	1%	3%	4%	4%	6%	5%	5%
Occasionally	24%	25%	23%	22%	26%	23%	25%	21%	22%	29%	21%	17%	27%	21%	23%	23%	30%	20%
Never	61%	57%	64%	67%	60%	62%	58%	69%	59%	58%	72%	79%	67%	75%	70%	69%	47%	44%

Please indicate how often you get your news from each of the following sources:																		
TV news																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Every day	28%	34%	24%	23%	27%	29%	31%	22%	26%	35%	23%	19%	17%	13%	18%	27%	34%	50%
Several times a week	21%	20%	22%	20%	22%	19%	21%	20%	19%	22%	21%	23%	23%	16%	16%	26%	24%	20%
Occasionally	37%	35%	36%	42%	35%	39%	36%	38%	37%	36%	31%	42%	45%	42%	49%	36%	28%	26%
Never	15%	11%	19%	15%	17%	14%	13%	21%	18%	7%	25%	16%	16%	29%	18%	10%	13%	4%

Please indicate how often you get your news from each of the following sources:																		
Radio																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Every day	18%	19%	18%	17%	14%	21%	18%	18%	21%	14%	9%	15%	4%	11%	18%	21%	24%	21%
Several times a week	23%	23%	23%	22%	24%	22%	23%	24%	24%	23%	17%	22%	25%	21%	18%	25%	26%	24%
Occasionally	34%	32%	35%	33%	34%	33%	33%	35%	33%	35%	39%	30%	32%	36%	40%	31%	30%	31%
Never	26%	26%	25%	28%	27%	25%	28%	22%	23%	28%	35%	33%	39%	31%	24%	23%	20%	23%

Please indicate how often you get your news from each of the following sources:																		
A local news website																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Every day	20%	22%	16%	21%	20%	20%	24%	12%	20%	20%	16%	20%	28%	20%	20%	18%	19%	17%
Several times a week	22%	26%	16%	26%	21%	24%	26%	14%	21%	26%	29%	18%	25%	23%	24%	26%	19%	19%
Occasionally	43%	39%	49%	39%	44%	42%	38%	53%	42%	42%	47%	50%	40%	47%	42%	46%	43%	38%
Never	15%	12%	19%	14%	16%	14%	13%	21%	18%	12%	9%	12%	7%	9%	14%	10%	20%	27%

Thinking about local news media in your community, would you say they have...																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
A lot of influence on your community	63%	65%	58%	66%	60%	65%	66%	53%	60%	67%	72%	62%	63%	62%	67%	69%	57%	60%
Not much of an influence on your community	37%	35%	42%	34%	40%	35%	34%	47%	40%	33%	28%	38%	38%	39%	33%	31%	43%	40%

Would you say your local news media do each of the following well, or not well? Deal fairly with all sides																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Well	47%	60%	28%	51%	47%	46%	59%	19%	44%	54%	48%	41%	66%	46%	42%	46%	43%	47%
Not Well	53%	40%	72%	49%	53%	54%	41%	82%	56%	46%	52%	59%	34%	54%	58%	54%	57%	53%

Would you say your local news media do each of the following well, or not well? Hold elected leaders accountable																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Well	39%	46%	32%	39%	43%	36%	49%	18%	40%	41%	31%	37%	39%	38%	37%	40%	40%	42%
Not Well	61%	54%	69%	61%	57%	64%	51%	82%	60%	59%	69%	64%	61%	62%	64%	61%	60%	58%

Would you say your local news media do each of the following well, or not well? Are transparent about their reporting																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Well	48%	65%	28%	48%	47%	48%	59%	21%	43%	59%	49%	43%	63%	46%	40%	47%	47%	51%
Not Well	52%	35%	72%	52%	53%	52%	41%	79%	57%	41%	51%	57%	37%	54%	60%	53%	53%	49%

Would you say your local news media do each of the following well, or not well? Include people like you in their stories																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Well	49%	58%	35%	52%	48%	49%	59%	26%	48%	55%	35%	40%	56%	51%	41%	52%	46%	49%
Not Well	51%	42%	65%	48%	52%	51%	41%	75%	52%	45%	65%	60%	44%	49%	59%	48%	54%	51%





Now thinking about local news topics, how important is it for you to know about each of the following?																	
City government																	
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age				
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134
n=806	Total																
Important for my daily life	39%	43%	39%	34%	41%	37%	39%	40%	37%	44%	36%	39%	31%	43%	42%	31%	44%
Important to know about, but I don't need to keep up with it	51%	47%	53%	55%	50%	51%	51%	49%	55%	43%	49%	45%	50%	44%	49%	56%	50%
Interesting, but not important to me	7%	10%	5%	5%	6%	7%	7%	6%	4%	10%	13%	9%	15%	8%	4%	7%	5%
Neither important nor interesting	4%	2%	4%	7%	3%	5%	3%	5%	4%	4%	2%	7%	4%	6%	4%	6%	1%

Now thinking about local news topics, how important is it for you to know about each of the following?																	
The state legislature																	
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age				
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134
n=806	Total																
Important for my daily life	29%	30%	32%	22%	30%	28%	28%	33%	28%	31%	30%	27%	30%	29%	29%	26%	29%
Important to know about, but I don't need to keep up with it	60%	59%	59%	62%	58%	61%	61%	58%	63%	56%	55%	57%	58%	59%	59%	64%	60%
Interesting, but not important to me	7%	8%	6%	8%	8%	7%	7%	7%	6%	8%	11%	11%	10%	5%	6%	8%	7%
Neither important nor interesting	4%	3%	3%	8%	4%	4%	5%	2%	3%	5%	4%	5%	3%	8%	6%	2%	3%

Now thinking about local news topics, how important is it for you to know about each of the following?																	
Voting and elections																	
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age				
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134
n=806	Total																
Important for my daily life	38%	44%	41%	24%	43%	35%	39%	29%	36%	43%	41%	37%	28%	31%	43%	33%	48%
Important to know about, but I don't need to keep up with it	56%	52%	54%	66%	51%	60%	56%	56%	60%	50%	50%	53%	68%	58%	53%	61%	49%
Interesting, but not important to me	3%	2%	3%	5%	4%	3%	3%	4%	2%	4%	7%	3%	4%	3%	3%	4%	4%
Neither important nor interesting	3%	2%	1%	5%	3%	2%	2%	2%	2%	3%	2%	7%	<1%	8%	1%	2%	<1%

Now thinking about local news topics, how important is it for you to know about each of the following?																		
Local schools, school events and students																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806	Total																	
Important for my daily life	30%	38%	23%	28%	25%	35%	34%	21%	23%	47%	26%	28%	40%	47%	45%	31%	27%	16%
Important to know about, but I don't need to keep up with it	32%	28%	38%	30%	36%	29%	30%	35%	36%	27%	30%	28%	24%	27%	31%	34%	33%	43%
Interesting, but not important to me	27%	25%	30%	26%	28%	26%	26%	30%	30%	20%	28%	30%	28%	20%	14%	26%	27%	33%
Neither important nor interesting	11%	9%	10%	15%	12%	10%	10%	13%	12%	6%	17%	14%	12%	6%	10%	9%	13%	8%

Now thinking about local news topics, how important is it for you to know about each of the following?																		
Public health, including local COVID-19 news																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806	Total																	
Important for my daily life	53%	75%	26%	53%	47%	58%	67%	20%	43%	71%	50%	57%	61%	49%	58%	52%	49%	53%
Important to know about, but I don't need to keep up with it	30%	21%	40%	31%	33%	28%	27%	39%	36%	21%	31%	22%	33%	27%	23%	28%	37%	35%
Interesting, but not important to me	8%	2%	15%	5%	9%	6%	4%	15%	9%	4%	8%	7%	1%	7%	7%	12%	5%	7%
Neither important nor interesting	10%	2%	19%	10%	11%	9%	3%	26%	12%	4%	10%	15%	4%	17%	17%	8%	10%	5%

Now thinking about local news topics, how important is it for you to know about each of the following?																		
Local jobs, unemployment and economic development																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806	Total																	
Important for my daily life	31%	33%	28%	34%	30%	32%	34%	23%	26%	40%	34%	35%	47%	31%	40%	33%	30%	17%
Important to know about, but I don't need to keep up with it	48%	46%	52%	46%	48%	48%	45%	54%	53%	41%	38%	44%	33%	45%	45%	53%	50%	52%
Interesting, but not important to me	17%	18%	17%	16%	20%	15%	17%	19%	19%	15%	26%	15%	15%	17%	11%	12%	18%	27%
Neither important nor interesting	4%	3%	4%	4%	2%	5%	3%	4%	3%	4%	2%	7%	4%	6%	4%	2%	2%	4%

Here are some ways people can participate in what is happening in their local area. Please indicate if you have done any of the following in the past year.																		
Attended public hearings or town/city council meetings, either offline or online																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806	Total																	
Yes, in the past year	24%	26%	23%	20%	23%	24%	24%	23%	25%	25%	13%	15%	15%	16%	21%	24%	29%	31%
No, not in the past year	77%	74%	77%	80%	78%	76%	76%	77%	75%	75%	88%	85%	85%	84%	79%	76%	71%	69%

Here are some ways people can participate in what is happening in their local area. Please indicate if you have done any of the following in the past year.																		
Attended neighborhood meetings, either offline or online																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Yes, in the past year	34%	33%	39%	30%	34%	34%	33%	38%	39%	31%	21%	26%	19%	27%	30%	40%	37%	44%
No, not in the past year	66%	67%	62%	70%	66%	66%	67%	63%	61%	70%	79%	74%	81%	72%	70%	60%	63%	56%

Here are some ways people can participate in what is happening in their local area. Please indicate if you have done any of the following in the past year.																		
Organized or participated in rallies or protests, either offline or online																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Yes, in the past year	22%	30%	14%	21%	17%	27%	25%	16%	20%	27%	19%	26%	40%	26%	21%	22%	13%	20%
No, not in the past year	78%	70%	86%	79%	83%	73%	75%	84%	80%	74%	81%	74%	60%	74%	79%	78%	88%	80%

Here are some ways people can participate in what is happening in their local area. Please indicate if you have done any of the following in the past year.																		
Started or participated in discussion groups focused on local issues, either offline or online																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Yes, in the past year	34%	36%	30%	35%	31%	36%	31%	34%	36%	26%	37%	38%	35%	37%	31%	31%	33%	33%
No, not in the past year	66%	64%	70%	65%	69%	64%	69%	66%	64%	75%	64%	62%	65%	63%	69%	69%	67%	67%

Here are some ways people can participate in what is happening in their local area. Please indicate if you have done any of the following in the past year.																		
Contacted elected officials, either offline or online																		
n=806	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
Yes, in the past year	50%	49%	55%	46%	51%	49%	48%	56%	59%	37%	45%	42%	44%	40%	55%	48%	52%	58%
No, not in the past year	50%	52%	45%	55%	49%	51%	52%	44%	42%	63%	55%	58%	56%	60%	45%	52%	49%	42%

The Jacksonville Sheriff's Office approved budget is half a billion dollars, about 34 percent of the city's overall \$1.5 billion budget. Is this too much, not enough, or about right?*																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=170	Rep n=153	NPA/Other n=91	M n=228	F n=186	Biden n=283	Trump n=122	White n=245	Afr Amer /Black n=89	Hispanic n=22	Other n=49	18-24 n=24	25-34 n=55	35-44 n=79	45-54 n=65	55-64 n=72	65+ n=119
n=414																		
Too much	35%	51%	14%	36%	33%	37%	46%	11%	27%	47%	36%	49%	57%	43%	46%	35%	26%	19%
Not enough	16%	13%	22%	13%	16%	17%	12%	28%	18%	14%	14%	13%	3%	16%	16%	22%	16%	18%
About right	32%	19%	49%	31%	37%	28%	28%	44%	40%	21%	32%	21%	22%	26%	23%	24%	38%	47%
No opinion	17%	15%	16%	20%	15%	19%	15%	17%	1%	17%	18%	17%	19%	16%	16%	19%	19%	16%

\*Sample was split with two different versions of this question

The Jacksonville Sheriff's Office approved budget is \$525 million, about 34 percent of the city's overall \$1.5 billion budget. Is this too much, not enough, or about right?*																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=144	Rep n=144	NPA/Other n=96	M n=190	F n=194	Biden n=265	Trump n=113	White n=222	Afr Amer /Black n=113	Hispanic n=21	Other n=28	18-24 n=24	25-34 n=71	35-44 n=62	45-54 n=74	55-64 n=62	65+ n=91
n=385																		
Too much	35%	56%	8%	42%	31%	37%	43%	13%	26%	48%	44%	33%	69%	41%	45%	32%	22%	18%
Not enough	17%	3%	36%	9%	15%	17%	9%	35%	21%	8%	17%	19%	9%	12%	13%	14%	28%	20%
About right	31%	27%	39%	26%	37%	27%	28%	38%	33%	29%	30%	30%	14%	27%	25%	36%	35%	41%
No opinion	18%	15%	17%	23%	17%	18%	19%	15%	20%	15%	9%	19%	9%	20%	17%	18%	15%	22%

\*Sample was split with two different versions of this question

Every ten years after the Census releases its results, the Florida Legislature redraws its congressional, state senate and state house districts. Which factors do you think should most influence how the maps are drawn?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
As many districts are competitive as possible	15%	20%	13%	12%	19%	12%	18%	11%	16%	14%	11%	19%	11%	14%	20%	10%	14%	20%
Districts reflect existing neighborhoods and communities	46%	48%	46%	42%	42%	50%	50%	39%	51%	44%	32%	29%	32%	41%	48%	45%	54%	49%
Districts are proportional to county-wide results, so if one party wins a majority of the vote, then they are also likely to win a majority of districts	11%	12%	7%	13%	12%	9%	11%	9%	9%	11%	11%	19%	28%	10%	7%	12%	7%	8%
Districts remain as similar to the current map as possible	8%	3%	13%	9%	10%	6%	5%	16%	9%	5%	6%	10%	4%	6%	4%	9%	10%	13%
No opinion	20%	17%	21%	25%	17%	23%	17%	25%	15%	26%	40%	23%	25%	29%	21%	24%	15%	10%

Should the Florida Legislature's elected representatives draw new maps, or should it nominate a panel made up of an equal number of Republicans and Democrats to draw new maps?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Legislature should draw new maps	13%	7%	23%	9%	16%	11%	9%	24%	15%	10%	15%	10%	17%	10%	15%	6%	16%	15%
An independent panel should draw new maps	70%	80%	59%	71%	72%	69%	78%	54%	73%	67%	56%	69%	57%	67%	69%	76%	69%	77%
No opinion	17%	14%	18%	21%	12%	21%	13%	23%	12%	22%	29%	21%	26%	23%	16%	18%	15%	8%

The state of Texas recently enacted a law that effectively bans abortions after six weeks of pregnancy. The law allows any citizen to sue a person or organization who they suspect of performing or aiding an abortion after six weeks. Would you support or oppose the Florida Legislature enacting a similar law?*																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=136	Rep n=148	NPA/Other n=97	M n=204	F n=177	Biden n=267	Trump n=105	White n=221	Afr Amer /Black n=95	Hispanic n=26	Other n=39	18-24 n=22	25-34 n=52	35-44 n=80	45-54 n=62	55-64 n=60	65+ n=105
n=381																		
Support	27%	4%	60%	14%	33%	22%	11%	74%	34%	9%	29%	40%	12%	21%	24%	25%	34%	37%
Oppose	64%	88%	31%	77%	59%	68%	82%	15%	59%	76%	64%	54%	88%	67%	64%	68%	54%	55%
No opinion	9%	9%	10%	10%	7%	11%	8%	11%	7%	16%	7%	6%	<1%	12%	12%	7%	12%	8%

\*\*Sample was split with two different versions of this question

The state of Texas recently enacted a law that effectively bans abortions six weeks after a woman's last period. The law allows any citizen to sue a person or organization who they suspect of performing or aiding an abortion after six weeks. Would you support or oppose the Florida Legislature enacting a similar law?*																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=179	Rep n=150	NPA/Other n=88	M n=215	F n=202	Biden n=279	Trump n=131	White n=245	Afr Amer /Black n=117	Hispanic n=18	Other n=37	18-24 n=26	25-34 n=75	35-44 n=63	45-54 n=78	55-64 n=70	65+ n=105
n=417																		
Support	26%	5%	60%	14%	31%	21%	8%	66%	35%	12%	11%	21%	15%	25%	27%	20%	31%	32%
Oppose	67%	89%	31%	74%	59%	71%	85%	25%	58%	76%	74%	74%	74%	69%	65%	66%	63%	61%
No opinion	10%	6%	10%	9%	10%	8%	7%	10%	7%	12%	16%	5%	10%	6%	8%	14%	7%	7%

\*\*Sample was split with two different versions of this question

As you may know, Donald Trump contested the results of the 2020 election through legal challenges in various states and the Supreme Court. Those challenges were not successful. Who do you think won the 2020 election – that is, who received the most votes cast by eligible voters in enough states to win the election?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Joe Biden Won	71%	97%	35%	81%	69%	73%	100%	-	60%	91%	77%	74%	87%	77%	78%	65%	62%	65%
Donald Trump Won	29%	3%	65%	19%	31%	27%	-	100%	40%	9%	23%	26%	13%	23%	22%	35%	39%	35%

Have you gotten vaccinated for the coronavirus?																		
	Total	Party			Sex		Who won the 2020 election?		Race/Ethnicity				Age					
		Dem n=318	Rep n=299	NPA/Other n=189	M n=421	F n=385	Biden n=551	Trump n=238	White n=470	Afr Amer /Black n=215	Hispanic n=44	Other n=77	18-24 n=48	25-34 n=127	35-44 n=144	45-54 n=141	55-64 n=134	65+ n=212
n=806																		
Yes	82%	91%	72%	81%	83%	82%	91%	58%	83%	78%	87%	86%	83%	74%	77%	79%	88%	82%
No	15%	7%	25%	14%	15%	15%	7%	37%	15%	19%	11%	10%	13%	23%	19%	18%	8%	15%
Unsure	3%	2%	3%	4%	3%	3%	2%	5%	3%	3%	2%	4%	4%	3%	4%	4%	1%	3%

Nature of the Sample	
Jacksonville Registered Voters	n=806
Party Registration	
Democrat	41%
Republican	35%
NPA/Other	24%
Sex	
Male	46%
Female	54%
Race/Ethnicity	
White	57%
African American/Black	28%
Hispanic	6%
Other	9%
Age	
18-24	9%
25-34	20%
35-44	17%
45-54	16%
55-64	17%
65+	21%