

Florida Poll Toplines

Methodology

Poll number: pr1914

Interview Dates: June 7-11, 2019

Sample Population: 1558 registered voters in Florida.

Sample Selection: Scientific online poll - stratified sample of panel respondents.

Weighting Parameters: The sample was weighted based on the U.S. Census Bureau's Voting and Registration Supplement to the Current Population Survey for registered voters in Florida based on age, gender, race, educational attainment, and Hispanic ethnicity. The survey was also balanced to reflect a representative sample of registered voters by media markets across the state (data provided by Aristotle (<http://aristotle.com/>)).

Figures may or may not sum to 100% and this is due to the effects of rounding and weighting. The standard deviation of the weights was: 0.27. The maximum weight was: 1.915. The minimum weight was: 0.347. 95% of the weights were between 0.494, 1.582.

Margin of Error: The 95% credibility interval for this survey is +/- 2.6%, which includes the square root of the design effect (DEFT): 1.04.

state...In which state do you currently reside?

Response	Percent	Weighted N	N
Florida	100%	1,558	1,558

approve...Do you approve or disapprove of the way Donald Trump is handling his job as President?

Response	Percent	Weighted N	N
Strongly approve	28%	431	408
Somewhat approve	19%	300	300
Somewhat disapprove	13%	207	214
Strongly disapprove	37%	570	583
Not sure	3%	51	53

rdwt...Generally speaking, would you say that things in this country are headed in the right direction or would you say that things are headed off on the wrong track?

Response	Percent	Weighted N	N
Right direction	40%	630	611
Wrong track	50%	781	799
Not sure	9%	147	148

worried...How worried are you about climate change?

Response	Percent	Weighted N	N
Very worried	32%	493	490
Somewhat worried	36%	558	567
Not too worried	19%	299	300
Not at all worried	13%	208	201

VoteTopIssue: Abortion...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Abortion

Response	Percent	Weighted N	N
Not selected	90%	1,410	1,401
Selected	10%	148	157

VoteTopIssue: Climate change...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Climate change

Response	Percent	Weighted N	N
Not selected	85%	1,330	1,326
Selected	15%	228	232

VoteTopIssue: Education...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Education

Response	Percent	Weighted N	N
Not selected	91%	1,411	1,396
Selected	9%	147	162

VoteTopIssue: Federal taxes and spending...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Federal taxes and spending

Response	Percent	Weighted N	N
Not selected	91%	1,422	1,421
Selected	9%	136	137

VoteTopIssue: Foreign policy...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Foreign policy

Response	Percent	Weighted N	N
Not selected	95%	1,483	1,482
Selected	5%	75	76

VoteTopIssue: Gun policy...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Gun policy

Response	Percent	Weighted N	N
Not selected	87%	1,363	1,359
Selected	13%	195	199

VoteTopIssue: Health care...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Health care

Response	Percent	Weighted N	N
Not selected	67%	1,051	1,046
Selected	33%	507	512

VoteTopIssue: Immigration...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Immigration

Response	Percent	Weighted N	N
Not selected	74%	1,147	1,168
Selected	26%	411	390

VoteTopIssue: Opioid epidemic...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Opioid epidemic

Response	Percent	Weighted N	N
Not selected	97%	1,511	1,514
Selected	3%	47	44

VoteTopIssue: Social Security...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Social Security

Response	Percent	Weighted N	N
Not selected	82%	1,277	1,281
Selected	18%	281	277

VoteTopIssue: Terrorism...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Terrorism

Response	Percent	Weighted N	N
Not selected	89%	1,383	1,392
Selected	11%	175	166

VoteTopIssue: The economy and jobs...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - The economy and jobs

Response	Percent	Weighted N	N
Not selected	71%	1,109	1,113
Selected	29%	449	445

VoteTopIssue: The Supreme Court...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - The Supreme Court

Response	Percent	Weighted N	N
Not selected	96%	1,494	1,493
Selected	4%	64	65

VoteTopIssue: Trump's record as president...Below are some issues that may factor into deciding your vote for President in November 2020. In making your decision about who to vote for, which two issues are the most important to your vote? Please select two issues. - Trump's record as president

Response	Percent	Weighted N	N
Not selected	84%	1,307	1,304
Selected	16%	251	254

FL1...Generally speaking, would you say that things in the state of Florida are headed in the right direction or would you say that things are headed off on the wrong track?

Response	Percent	Weighted N	N
Right direction	47%	734	727
Wrong track	37%	581	586
Not sure	16%	243	245

FL2...Do you support or oppose creating a universal health care system in America?

Response	Percent	Weighted N	N
Strongly support	31%	483	488
Somewhat support	30%	463	459
Somewhat oppose	11%	179	187
Strongly oppose	18%	275	262
Not sure	10%	159	162

FL3...As you may know, the 1973 Supreme Court case Roe v. Wade established a constitutional right to have an abortion.Would you like to see the Supreme Court overturn its Roe v. Wade decision, or not?

Response	Percent	Weighted N	N
No, I would NOT like to see Roe v. Wade overturned	55%	864	873
Yes, I would like to see Roe v. Wade overturned	28%	438	429
Not sure	16%	257	256

FL4...As you may know, in November 2018, Florida voters approved Amendment 4, which restores voting rights for people convicted of felonies after they complete all of the terms of their sentence, including parole or probation.Recently, Florida’s Republican-led legislature passed a bill that would require those convicted of felonies to pay any court costs, fines, and fees before their sentence can be considered “complete” and their voting rights are restored.Based on what you know, which of the following comes closer to your view, even if neither is exactly right?

Response	Percent	Weighted N	N
People convicted of felonies should have their voting rights restored after they have completed the terms of their prison sentence AND paid any outstanding court costs, fines, and fees.	60%	941	920
People convicted of felonies should have their voting rights restored after they have completed the terms of their prison sentence regardless of whether or not they have outstanding court costs, fines, and fees.	40%	617	638

FL5x1...How worried are you that you or someone in your family will be affected by each of the following? - Terrorism/mass shooting

Response	Percent	Weighted N	N
Very worried	35%	546	541
Somewhat worried	35%	540	539
Not too worried	24%	372	376
Not at all worried	6%	100	102

FL5x2...How worried are you that you or someone in your family will be affected by each of the following? - Extreme weather such as hurricanes, flooding, and heat waves

Response	Percent	Weighted N	N
Very worried	41%	632	631
Somewhat worried	40%	618	621
Not too worried	15%	241	238
Not at all worried	4%	68	68

FL5x3...How worried are you that you or someone in your family will be affected by each of the following? - Sea level rise

Response	Percent	Weighted N	N
Very worried	23%	354	353
Somewhat worried	30%	467	464
Not too worried	30%	470	475
Not at all worried	17%	266	266

FL5x4...How worried are you that you or someone in your family will be affected by each of the following? - Air pollution

Response	Percent	Weighted N	N
Very worried	25%	393	393
Somewhat worried	37%	569	571
Not too worried	28%	433	435
Not at all worried	10%	163	159

FL5x5...How worried are you that you or someone in your family will be affected by each of the following? - Car accident

Response	Percent	Weighted N	N
Very worried	31%	487	490
Somewhat worried	40%	622	619
Not too worried	24%	367	367
Not at all worried	5%	81	82

FL6A...Do you think Florida's state government is adequately prepared to deal with a major hurricane this year?
[HALF SAMPLE]

Response	Percent	Weighted N	N
Not prepared	24%	186	191
Prepared	52%	407	403
Not sure	24%	188	188

FL6B...Do you think the federal government is adequately prepared to deal with a major hurricane this year?
[HALF SAMPLE]

Response	Percent	Weighted N	N
Not prepared	39%	306	314
Prepared	39%	305	296
Not sure	21%	164	166

FL7...When extreme weather events (such as hurricanes, floods, or heat waves) occur, when do you think is the proper time for the news media to talk about how climate change impacts these events?

Response	Percent	Weighted N	N
The news media should talk about climate change as the event is occurring	49%	767	777
The news media should wait about a day or two after the event	9%	134	138
The news media should wait about a week after the event	7%	102	101
The news media should wait about a month after the event	5%	81	81
The news media should wait longer than a month after the event	2%	38	39
The news media should never talk about climate change and its role in weather-related disasters and extreme weather events	15%	236	226
Not sure	13%	200	196

FL8x1...In the past year, have you or someone in your family experienced any of the following things, or not? - Heat stress or heat related illness

Response	Percent	Weighted N	N
No, have not experienced	70%	1,093	1,093
Yes, have experienced	30%	465	465

FL8x2...In the past year, have you or someone in your family experienced any of the following things, or not? - Anxiety about extreme weather events, such as hurricanes, flooding, and heat waves

Response	Percent	Weighted N	N
No, have not experienced	57%	896	895
Yes, have experienced	43%	662	663

FL8x3...In the past year, have you or someone in your family experienced any of the following things, or not? - Had difficulty breathing or another respiratory problem due to air pollution

Response	Percent	Weighted N	N
No, have not experienced	80%	1,245	1,246
Yes, have experienced	20%	313	312

FL8x4...In the past year, have you or someone in your family experienced any of the following things, or not? - Had to take a break from work or take a day off because it was too hot

Response	Percent	Weighted N	N
No, have not experienced	79%	1,238	1,235
Yes, have experienced	21%	320	323

FL8x5...In the past year, have you or someone in your family experienced any of the following things, or not? - More severe seasonal allergies

Response	Percent	Weighted N	N
No, have not experienced	55%	850	839
Yes, have experienced	45%	708	719

FL8x6...In the past year, have you or someone in your family experienced any of the following things, or not? - Had to leave my home or place of residence temporarily or permanently due to sea level rise, flooding, or extreme weather

Response	Percent	Weighted N	N
No, have not experienced	82%	1,281	1,272
Yes, have experienced	18%	277	286

FL9...Have you or someone in your family made physical changes to your home or place of residence (such as installing hurricane shutters or replacing a septic tank) to protect it against sea level rise, flooding, or extreme weather in the past year?

Response	Percent	Weighted N	N
No	70%	1,086	1,094
Yes	30%	472	464

FL10...Do you think the condition of Florida's environment for the next generation will be better, about the same, or worse than it is now?

Response	Percent	Weighted N	N
Better	13%	206	200
About the same	42%	657	656
Worse	45%	695	702

FL11...Do you support or oppose requiring electric utility companies in the state of Florida to generate 100% of their electricity from renewable sources, like wind and solar, by the year 2050?

Response	Percent	Weighted N	N
Strongly support	44%	680	685
Somewhat support	36%	556	549
Somewhat oppose	7%	107	110
Strongly oppose	6%	95	91
Not sure	8%	119	123

FL12...Below are two statements describing different priorities for infrastructure legislation. Which of the following comes closest to your view, even if neither is exactly right?

Response	Percent	Weighted N	N
Infrastructure legislation should prioritize policies and funding that help transition our country to a clean-energy economy and reduce the risks the United States already faces from climate change.	44%	686	696
Infrastructure legislation should prioritize repairs to existing infrastructure such as roads and bridges.	44%	682	670
Not sure	12%	189	192

FL13...Do you support or oppose government action to address climate change?

Response	Percent	Weighted N	N
Strongly support	43%	670	671
Somewhat support	28%	441	441
Somewhat oppose	11%	168	170
Strongly oppose	9%	142	137
Not sure	9%	138	139

FL14x1...Do you think that climate change is having a large effect, some effect, just a little effect, or no real effect on the following? - Florida's economy

Response	Percent	Weighted N	N
Large effect	27%	425	431
Some effect	32%	494	498
Just a little effect	16%	242	239
No real effect	21%	323	311
Not sure	5%	73	79

FL14x2...Do you think that climate change is having a large effect, some effect, just a little effect, or no real effect on the following? - Florida's agriculture

Response	Percent	Weighted N	N
Large effect	36%	566	569
Some effect	32%	499	499
Just a little effect	12%	192	191
No real effect	15%	226	219
Not sure	5%	74	80

FL14x3...Do you think that climate change is having a large effect, some effect, just a little effect, or no real effect on the following? - Floridians' health

Response	Percent	Weighted N	N
Large effect	28%	431	434
Some effect	35%	540	546
Just a little effect	15%	228	227
No real effect	18%	288	275
Not sure	5%	71	76

FL14x4...Do you think that climate change is having a large effect, some effect, just a little effect, or no real effect on the following? - Extreme weather events in Florida

Response	Percent	Weighted N	N
Large effect	42%	660	665
Some effect	27%	420	422
Just a little effect	12%	183	184
No real effect	15%	232	221
Not sure	4%	64	66

FL15x1...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - Corporations

Response	Percent	Weighted N	N
Much more	46%	716	720
Somewhat more	29%	457	453
Somewhat less	6%	95	97
Much less	6%	90	89
About the same	13%	200	199

FL15x2...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - Citizens themselves

Response	Percent	Weighted N	N
Much more	38%	598	600
Somewhat more	36%	564	564
Somewhat less	6%	88	91
Much less	5%	83	81
About the same	14%	226	222

FL15x3...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - The federal government

Response	Percent	Weighted N	N
Much more	50%	774	773
Somewhat more	23%	351	354
Somewhat less	7%	106	108
Much less	7%	114	111
About the same	14%	213	212

FL15x4...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - Your member of Congress

Response	Percent	Weighted N	N
Much more	44%	688	688
Somewhat more	27%	421	421
Somewhat less	6%	90	95
Much less	7%	113	109
About the same	16%	246	245

FL15x5...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - Florida state government

Response	Percent	Weighted N	N
Much more	46%	711	715
Somewhat more	27%	414	412
Somewhat less	6%	94	100
Much less	6%	99	97
About the same	15%	240	234

FL15x6...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - Nonprofit organizations

Response	Percent	Weighted N	N
Much more	24%	375	373
Somewhat more	39%	600	594
Somewhat less	8%	119	122
Much less	6%	95	95
About the same	24%	369	374

FL15x7...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - The media

Response	Percent	Weighted N	N
Much more	31%	483	478
Somewhat more	28%	444	454
Somewhat less	10%	158	163
Much less	16%	249	237
About the same	14%	224	226

FL15x8...Do you think each of the following should be doing more, less, or about the same as they are now on the issue of climate change? - Health professionals, like doctors and nurses

Response	Percent	Weighted N	N
Much more	24%	372	374
Somewhat more	34%	535	528
Somewhat less	7%	111	119
Much less	6%	98	94
About the same	28%	442	443

FL16x1...Please indicate how likely you would be to support a candidate for political office who is in favor of the policies listed below. If you don't care about a specific issue or policy, just say so. - Requiring electric utility companies in the United States to generate 100% of their electricity from renewable sources, like wind and solar, by the year 2050

Response	Percent	Weighted N	N
I would ONLY support a candidate who is in favor of this policy	19%	299	299
I would be more likely to support a candidate who is in favor of this policy	55%	856	857
I would be less likely to support a candidate who is in favor of this policy	10%	149	153
I would NEVER support a candidate who is in favor of this policy	8%	118	115
I don't really care about this issue	9%	136	134

FL16x2...Please indicate how likely you would be to support a candidate for political office who is in favor of the policies listed below. If you don't care about a specific issue or policy, just say so. - Creating a universal health care system in America

Response	Percent	Weighted N	N
I would ONLY support a candidate who is in favor of this policy	20%	308	308
I would be more likely to support a candidate who is in favor of this policy	43%	667	674
I would be less likely to support a candidate who is in favor of this policy	14%	217	220
I would NEVER support a candidate who is in favor of this policy	17%	268	257
I don't really care about this issue	6%	98	99

FL16x3...Please indicate how likely you would be to support a candidate for political office who is in favor of the policies listed below. If you don't care about a specific issue or policy, just say so. - Banning abortion once a fetal heartbeat is detected, usually around six weeks

Response	Percent	Weighted N	N
I would ONLY support a candidate who is in favor of this policy	20%	308	301
I would be more likely to support a candidate who is in favor of this policy	28%	430	422
I would be less likely to support a candidate who is in favor of this policy	17%	259	264
I would NEVER support a candidate who is in favor of this policy	29%	447	459
I don't really care about this issue	7%	114	112

FL16x4...Please indicate how likely you would be to support a candidate for political office who is in favor of the policies listed below. If you don't care about a specific issue or policy, just say so. - Banning semi automatic assault rifles throughout Florida

Response	Percent	Weighted N	N
I would ONLY support a candidate who is in favor of this policy	27%	425	427
I would be more likely to support a candidate who is in favor of this policy	37%	580	590
I would be less likely to support a candidate who is in favor of this policy	13%	202	198
I would NEVER support a candidate who is in favor of this policy	15%	241	229
I don't really care about this issue	7%	111	114

FL16x5...Please indicate how likely you would be to support a candidate for political office who is in favor of the policies listed below. If you don't care about a specific issue or policy, just say so. - Legalizing recreational marijuana use

Response	Percent	Weighted N	N
I would ONLY support a candidate who is in favor of this policy	18%	277	276
I would be more likely to support a candidate who is in favor of this policy	40%	620	625
I would be less likely to support a candidate who is in favor of this policy	13%	208	210
I would NEVER support a candidate who is in favor of this policy	13%	206	197
I don't really care about this issue	16%	247	250

FL17...How closely have you been following news about the 2020 Democratic primary?

Response	Percent	Weighted N	N
Very closely	24%	378	372
Somewhat closely	39%	600	606
Not too closely	26%	399	397
Not at all closely	12%	181	183

DEM1...With which party are you registered to vote?

Response	Percent	Weighted N	N
Florida Democratic Party (DEM)	42%	653	676
Not registered with any one particular party: no party affiliation (NPA)	20%	313	305
Other	2%	36	36
Republican Party of Florida (REP)	36%	556	541

CN1...As you may know, Florida will hold its Democratic presidential primary on March 17, 2020. How likely is it that you will vote in the Democratic presidential primary?Would you say you... [AMONG REGISTERED DEMOCRATS {UNWEIGHTED N = 676; WEIGHTED N = 653}]

Response	Percent	Weighted N	N
Will definitely vote	74%	485	502
Will probably vote	13%	86	89
Have a 50-50 chance to vote	8%	53	55
Will probably NOT vote	2%	10	12
Will definitely NOT vote	1%	7	7
Not sure	2%	11	11

CN2...How much thought have you given to the Democratic presidential primary? [AMONG REGISTERED DEMOCRATS {UNWEIGHTED N = 676; WEIGHTED N = 653}]

Response	Percent	Weighted N	N
Quite a lot	37%	240	247
Some	35%	229	236
Only a little	21%	137	142
None	5%	35	38
Not sure	2%	12	13

CN3...Would you be more or less likely to vote for a candidate for political office who pledges to refuse any campaign contributions from the fossil fuel industry, or would it not make a difference to your vote? [AMONG REGISTERED DEMOCRATS {UNWEIGHTED N = 676; WEIGHTED N = 653}]

Response	Percent	Weighted N	N
Much more likely to vote for the candidate	30%	198	202
Somewhat more likely to vote for the candidate	30%	198	201
Somewhat less likely to vote for the candidate	5%	31	33
Much less likely to vote for the candidate	3%	19	20
Makes no difference either way	32%	207	220

CN4...As you may know, the first Democratic Presidential Primary debate will be held in Miami on June 26 and June 27, 2019. Do you plan to watch or attend the upcoming Democratic Presidential Primary debate on June 26 and 27? [AMONG REGISTERED DEMOCRATS {UNWEIGHTED N = 676; WEIGHTED N = 653}]

Response	Percent	Weighted N	N
Yes	64%	418	430
No	13%	83	91
Not sure	23%	151	155

CN5...Here's a list of potential candidates for the 2020 Democratic nomination for president. Please select the individual you would like to see as the Democratic presidential nominee. [AMONG REGISTERED DEMOCRATS {UNWEIGHTED N = 676; WEIGHTED N = 653}]

Response	Percent	Weighted N	N
Amy Klobuchar	1%	5	5
Andrew Yang	2%	16	17
Bernie Sanders	16%	101	105
Beto O'Rourke	2%	14	14
Bill de Blasio	1%	4	4
Cory Booker	2%	11	11
Elizabeth Warren	10%	67	70
Eric Swalwell	1%	3	4
Jay Inslee	1%	4	6
Joe Biden	32%	211	217
John Delaney	2%	12	12
John Hickenlooper	1%	4	4
Julian Castro	0%	3	3
Kamala Harris	6%	40	42
Kirsten Gillibrand	0%	3	3
Marianne Williamson	0%	1	2
Michael Bennet	1%	6	7
Mike Gravel	0%	2	2
Pete Buttigieg	6%	41	39
Seth Moulton	0%	2	2
Steve Bullock	0%	3	3
Tim Ryan	1%	4	5
Tulsi Gabbard	0%	2	2
Wayne Messam	0%	3	3
Other/Unsure	14%	88	94

CN6...And please select your second choice for the individual you would like to see as the Democratic presidential nominee. [AMONG REGISTERED DEMOCRATS WHO SELECTED A FIRST CHOICE CANDIDATE]

Response	Percent	Weighted N	N
Amy Klobuchar	2%	12	12
Andrew Yang	1%	6	6
Bernie Sanders	18%	100	100
Beto O'Rourke	4%	23	23
Bill de Blasio	2%	9	9
Cory Booker	4%	25	29
Elizabeth Warren	10%	56	57
Eric Swalwell	1%	5	5
Jay Inslee	1%	7	7
Joe Biden	16%	88	93
John Delaney	2%	12	12
John Hickenlooper	0%	1	1
Julian Castro	2%	14	13
Kamala Harris	13%	73	75
Kirsten Gillibrand	1%	7	8
Marianne Williamson	0%	3	3
Michael Bennet	2%	9	9
Mike Gravel	1%	4	3
Pete Buttigieg	7%	38	38
Seth Moulton	1%	4	4
Steve Bullock	1%	7	7
Tim Ryan	1%	7	7
Tulsi Gabbard	1%	5	6
Wayne Messam	0%	3	3
Other/Unsure	9%	49	52

Sample Statistics

Var1	Freq
Age18-34	25.6%
Age35-54	33.7%
Age55+	40.7%
Gender-Female	54.4%
Gender-Male	45.6%
Race-Black	12%
Race-Other	3.3%
Race-White	84.8%
Education-Advanced	13.1%
Education-Bachelors	22%
Education-LessThanBachelors	64.9%
party-ID: Democrat	38.1%
party-ID: Independent	24.4%
party-ID: Republican	35.8%
party-ID: Something Else	1.6%
Hispanic-No	81.5%
Hispanic-Yes	18.5%
MediaMarket (DMA-528): Miami-Ft.Lauderdale	20.4%
MediaMarket (DMA-534): Orlando-Daytona-Melbourne	20.4%
MediaMarket (DMA-539): Tampa-St.Pete-Manatee-Pasco-Sarasota	23.8%
MediaMarket (DMA-Other): Other	35.4%