

Blue Rose Research <> Florida Democratic Party



Top Messages Statewide

Label	Content	Overall
Health care reform	Florida Democrats say you should support CANDIDATE because they want to make prescription drugs and health care more affordable. They plan to expand access to healthcare through Medicaid, and to empower Medicare to negotiate lower drug prices with drug companies. They say that we need to lower the cost of living for Americans and stop protecting drug company profits.	1.0%
Gun Safety	Democrats say you should support CANDIDATE because they believe that mass shootings and gun violence are a crisis and we need stronger gun safety laws including background checks on all gun sales, safety training, raising the minimum age to purchase a gun, and laws preventing gun sales to individuals with criminal records. Republicans blindly follow the extreme positions of their financial supporter, the National Rifle Association and continually stand in the way efforts to adopt gun safety measures.	0.9%
Gas Prices	Democrats say you should support CANDIDATE because they have a plan to lower gas prices by requiring U.S. oil refiners to produce more gasoline and by preventing price gouging at the pump. The war between Russia and Ukraine has raised gasoline prices almost \$2 per gallon and oil company profits have tripled during the war, but Republicans have voted against Democratic efforts to restrict corporate greed and have failed to provide a plan for relief at the gas pump.	0.8%
Founding Values	Democrats say you should support CANDIDATE because they believe in the founding values of our country – that everyone in this country is created equal and is deserving of a life of dignity and respect. They say that in today’s political battles, we often forget that most people in this country are just trying to work hard and provide for their families – regardless of their race, gender, or any other differences between us.	0.7%
Cost of living - pay fors	Democrats say you should support CANDIDATE because they are cutting taxes for working families, and fighting to reduce the cost of living for all Americans, from health care, to elder care, to child care. Democrats say their plans will be paid for by making sure big corporations start paying their fair share in taxes, and no one making less than \$400k will see their taxes go up.	0.6%
American Dream	Democrats say you should support CANDIDATE because they believe that everyone can make it in America. They say that CANDIDATE is working to ensure that everyone – regardless of race, religion or where they were born – has a fair chance at success, can support themselves and their family with hard work, and can pursue the American dream.	0.6%
Home prices	Florida Democrats say you should support CANDIDATE because they are working to make home ownership affordable again. They know that home prices, utilities and insurance costs are pricing Floridians out of owning a home and achieving the American dream in Florida. They say it is time for the government to support more affordable housing.	0.6%
Abortion	Democrats say you should support CANDIDATE because their Republican opponents are focused on banning abortion when they should be trying to improve our economy, ensure that every American can find a good paying job and make health care more affordable. Democrats believe in the freedom of women to make their own personal health decisions and oppose government interference in health care decisions between women and their doctors.	0.6%
Minimum wage principle	Democrats say you should support CANDIDATE because Democrats are leading the way on critical economic issues like increasing the minimum wage. They say that one full-time job should be enough for a person to make ends meet, and by increasing the minimum wage, we stimulate the economy in a way that benefits us all. Prices have been going up for years, and Democrats believe it’s time our wages catch up.	0.6%
Voting/Fairness	Florida Democrats say you should support CANDIDATE because they will fight to ensure that every voter has a fair and equal opportunity to vote in every election. They believe this is a moral imperative. CANDIDATE believes that no other issue carries the same weight as the fairness of our elections and the preservation of our democracy.	0.5%



Bottom Messages Statewide

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Real Americans	Florida Democrats say you should support CANDIDATE because they believe that every citizen is equal, and deserves dignity and respect from their elected leaders. They say that Ron DeSantis doesn't believe that Americans from other countries are real Americans, and that's why he pushes policies that discriminate against them and their children. Florida Democrats stand up for all Americans, always.	0.0%
Don't say gay Agree and Example 1	Florida Democrats say you should support CANDIDATE because Republicans have gone over the top with their extremist, "Don't Say Gay" bill. This bill allows radical Republicans to fire the teacher who defended her student bullied for being gay. We all agree teachers should not be teaching sexuality to young children, but this bill goes too far.	-0.1%
Anti Racism	Democrats say you should support CANDIDATE because they think that it's important for companies and schools to focus on diversity in their hiring processes. They say diversity, equity, and inclusion initiatives make organizations more welcoming to Black and other minority groups. It's important to counteract the unconscious racism we all have through anti racism trainings.	-0.1%
Dark money	Florida Democrats say you should support CANDIDATE because they are tough on dark money groups that are funded by wealthy special interests to change election outcomes and buy our politicians. Democrats will require that these groups make their donors public to protect the integrity of our elections and our elected officials.	-0.1%
Don't say gay Agree and example 2	Florida Democrats say you should support CANDIDATE because Republicans' Don't Say Gay bill is excessive. Everyone agrees that sexuality should not be discussed in a kindergarten classroom. Should we bankrupt an entire school district because a teacher revealed that she is married to another woman? Democrats say we live in the real world and need to act like it.	-0.2%
Families Together	Democrats say you should support CANDIDATE because they are fighting to keep families together. They say that Republicans vote to rip apart families with inhumane deportation rules, keep children in cages at the border, and consistently vote against common sense policies for American families like children's health insurance.	-0.3%
FARC good judgement	Democrats say you should support CANDIDATE because they use good judgement to make tough calls even when it will result in partisan criticism. For example, President Biden removed the Colombian group, FARC, from our list of active terrorist organizations because the overwhelming majority of former FARC guerrilla fighters have demobilized, disarmed, and chosen to rejoin civil society as is required of them under the Peace Accord they agreed to.	-0.3%
CRT Econ Pivot	Democrats say you should support CANDIDATE because Republican attacks on them for things like "cancel culture" and "critical race theory" are just a distraction from how well the economy is doing. They say under CANDIDATE, the U.S. has added millions of new jobs, and ensured that every American can get vaccinated against COVID-19: cancel culture doesn't affect the average American.	-0.4%
FARC explanation	Democrats say you should support CANDIDATE because President Biden recently added Segunda Marquetalia and FARC-EP to the list of foreign terrorist organizations, while de-listing the now-defunct FARC. They say this change will facilitate the ability of the United States to better support implementation of the 2016 peace accord, and ensures the United States remains focused on helping secure a peaceful, secure, and prosperous Colombia.	-0.5%
Anti Communism	Democrats say you should support CANDIDATE because they are fighting against communism across Latin America. They say Democrats have upheld an embargo against Cuba, and they recently rejected 100 Nicaraguan politicians' visas after their government started suppressing protests and abusing human rights. They say CANDIDATE is working to promote democracy across Latin America.	-0.6%