

Breakthrough Research

SURVEY FINDINGS

JANUARY 20, 2026 | FLORIDA SPECIFIER

SachsMEDIA

EXECUTIVE SUMMARY

Sachs Media surveyed 1,000 Florida voters, January 17-20, 2026, via random sample of the Florida Voter File. Aggregate margin of error +/- 3.2% at the 95% confidence level. Results are representative by age, race, gender, political affiliation, and region.

Most think they know what Florida's state bird is, but fewer than 1 in 5 associate the mockingbird most with Florida

- Half of Florida voters (51%) believe they know what Florida's official state bird is, with another 26% saying they aren't sure but might be able to guess. The remaining 1 in 4 (23%) are sure they don't know Florida's state bird. Awareness is reported by greater shares of Republicans (57%) compared with nonpartisans (50%) and Democrats (44%), with no differences by age.
- That said, just 18% of Floridians associate the mockingbird – Florida's actual state bird – most with Florida. From most to least, the following birds were selected as most associated with Florida, with few differences between demographic groups:
 - 29% - Flamingo
 - 18% - Mockingbird
 - 17% - Sandhill crane
 - 10% - Egret or heron
 - 8% - Pelican
 - 6% - Osprey
 - 4% - Seagull
 - 4% - Ibis
 - 3% - Roseate spoonbill
 - 1% - Bald eagle
 - <1% - Crow

A majority support changing Florida's official state bird from the mockingbird to flamingo

- Respondents were told that Florida's current state bird is the mockingbird. Hearing this, 57% said they'd support a change of the official state bird from the mockingbird to the American Flamingo. The remaining 43% said they feel it should remain the mockingbird, with no significant differences between demographic groups.

6 in 10 support adding or changing state symbols should change at least periodically

- A similar share – 59% – say that they support adding and changing official state symbols as a matter of reflecting Florida's changing environment (15%) or at least occasionally, when especially relevant (44%). The remaining 41% say that Florida symbols should remain as-is to preserve the state's history. Support for at least sometimes adding or changing Florida state symbols is expressed by greater shares of:
 - Democrats (72%) compared with nonpartisans (58%) and Republicans (47%)
 - Those under age 45 (66%) compared with those ages 45 and older (53%)

Most are unaware that the Florida scrub-jay lives only in the Sunshine State

- Just 16% know that the Florida scrub-jay lives only in Florida. The majority of respondents say they don't know where the Florida scrub-jay lives (56%), with the remaining believing that it inhabits several Southeastern states (15%), the entire United States (9%), or the Caribbean and other tropical areas (4%).

DATA TABLES

Do you know what Florida's official state bird is?						
	ALL	PARTY			AGE	
	ALL	DEM	NPA	REP	<45	45+
Yes	51%	44%	50%	57%	51%	50%
No, but I might be able to guess	26%	30%	26%	23%	26%	27%
No	23%	26%	24%	20%	24%	23%

Which of these birds do you most associate with Florida?						
	ALL	PARTY			AGE	
	ALL	DEM	NPA	REP	<45	45+
Flamingo	29%	25%	33%	31%	24%	32%
Mockingbird	18%	16%	15%	22%	19%	17%
Sandhill crane	17%	19%	19%	15%	26%	10%
Egret or heron	10%	12%	9%	9%	7%	13%
Pelican	8%	6%	7%	9%	6%	9%
Osprey	6%	5%	9%	6%	7%	6%
Seagull	4%	6%	3%	3%	4%	5%
Ibis	4%	6%	4%	2%	3%	4%
Roseate spoonbill	3%	4%	1%	2%	3%	3%
Bald eagle	1%	0%	0%	1%	0%	1%
Crow	0%	1%	0%	0%	1%	0%

Would you support a change of the official state bird from the mockingbird to the American Flamingo?						
	ALL	PARTY			AGE	
	ALL	DEM	NPA	REP	<45	45+
Yes - it should be the flamingo	57%	57%	59%	55%	54%	60%
No - it should remain the mockingbird	43%	43%	41%	45%	46%	40%

Do you support adding and changing official state symbols?						
	ALL	PARTY			AGE	
	ALL	DEM	NPA	REP	<45	45+
AT LEAST SOMETIMES (NET)	59%	72%	58%	47%	66%	53%
<i>'Yes - Symbols should reflect a state's changing environment</i>	15%	25%	9%	8%	20%	11%
<i>'Sometimes - Only when especially relevant</i>	44%	47%	49%	39%	46%	42%
No - Symbols should preserve a state's history	41%	28%	42%	53%	34%	47%

Which best describes where scrub-jays live?						
	ALL	PARTY			AGE	
	ALL	DEM	NPA	REP	<45	45+
Only in Florida	16%	15%	11%	19%	16%	15%
In several Southeastern states	15%	12%	13%	19%	14%	16%
Throughout the Caribbean and other tropical areas	4%	3%	7%	3%	5%	3%
Across the United States	9%	6%	17%	7%	9%	8%
Don't know	56%	64%	51%	52%	55%	57%