POLL REPORT
TRUMP, DESANTIS, DONALDS: INSIDE THE MINDS OF LEE COUNTY REPUBLICANS

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Conducted June 30 – July 1, 2022 via IVR among likely Republican Primary voters throughout Lee County.

VICTORY INSIGHTS

(A) Executive Summary

When contemplating Lee County's importance in the modern political landscape, a quote I once heard from a Republican politico comes to mind:

> *"You can't win Southwest Florida without winning Lee County. You can't win Florida without winning Southwest Florida. And you can't win the presidency without winning Florida."*

While the specifics of this quote can certainly be questioned – for instance, in 2020, Biden was the first candidate since Bill Clinton in 1992 to win the electoral college without winning Florida – its essence is unquestionable. Deep-red Southwest Florida is a fundraising stop for any candidate worth donating to, and with over a million people in Collier and Lee Counties alone (the vast majority from Lee), Southwest Florida is often politically crucial in statewide races, especially Republican primaries. As such, it's important to understand what Lee County Republicans are thinking, because their choices could have seismic implications.

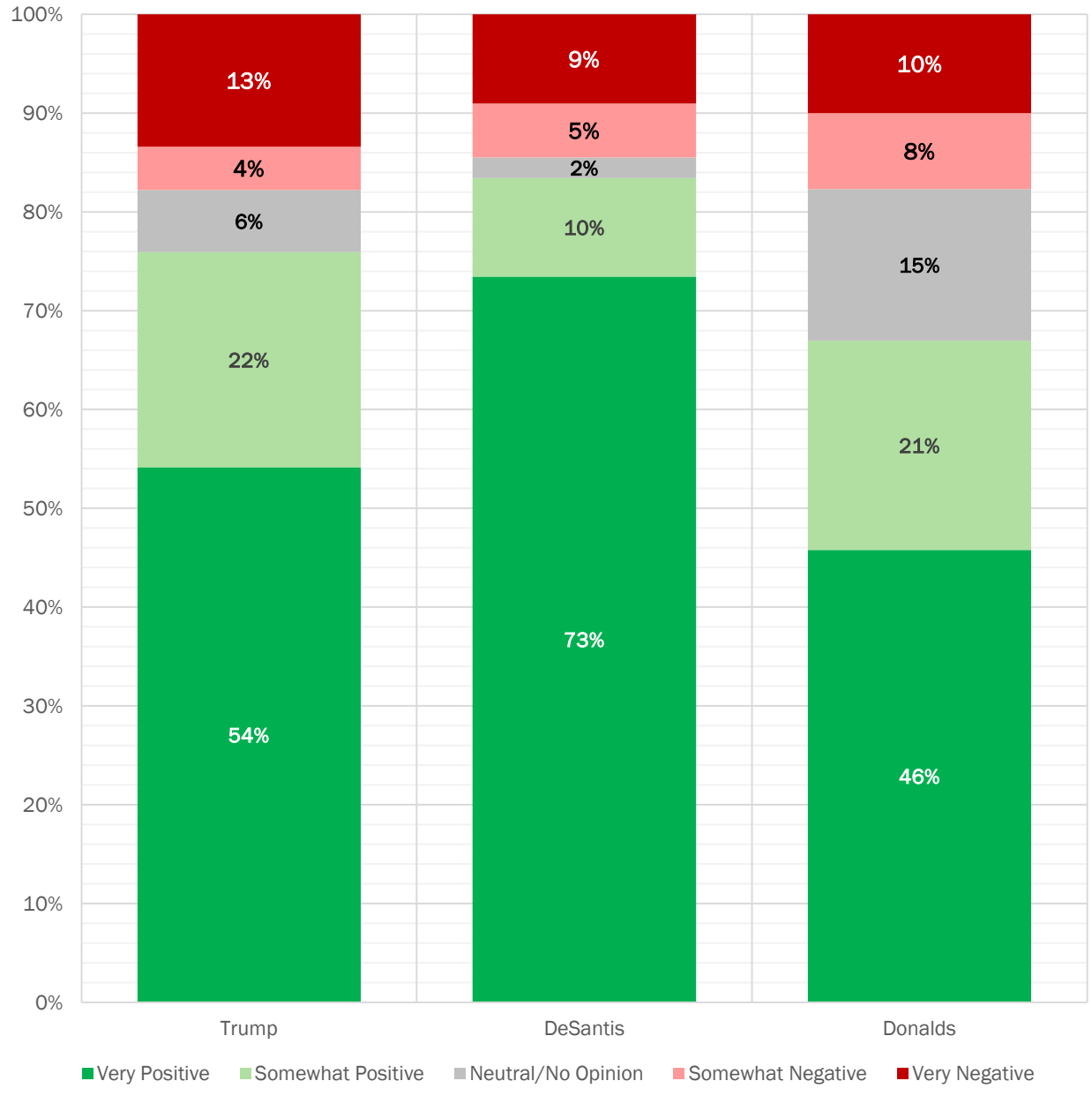
This poll report investigates Lee County Republicans' opinions of several relevant political figures, as well as presidential preferences heading into 2024. In the bullet points below, these results are summarized, but not comprehensively detailed:

- The three public figures we tested were Donald Trump, Ron DeSantis, and Byron Donalds (the Congressman for the vast majority of Lee County).
- DeSantis has the highest total favorability, highest "Very Positive" rating, highest favorability ratio, and highest favorability intensity of the three. In other words, he leads in every single metric.
- While Trump leads Donalds in every metric, the differences are exceedingly slim, sometimes as close as 2%. This is a testament to Donalds' recent rise and Trump's relative decline.
- Lee County Republicans narrowly prefer Trump over DeSantis as their 2024 presidential nominee.

Read on to learn more.

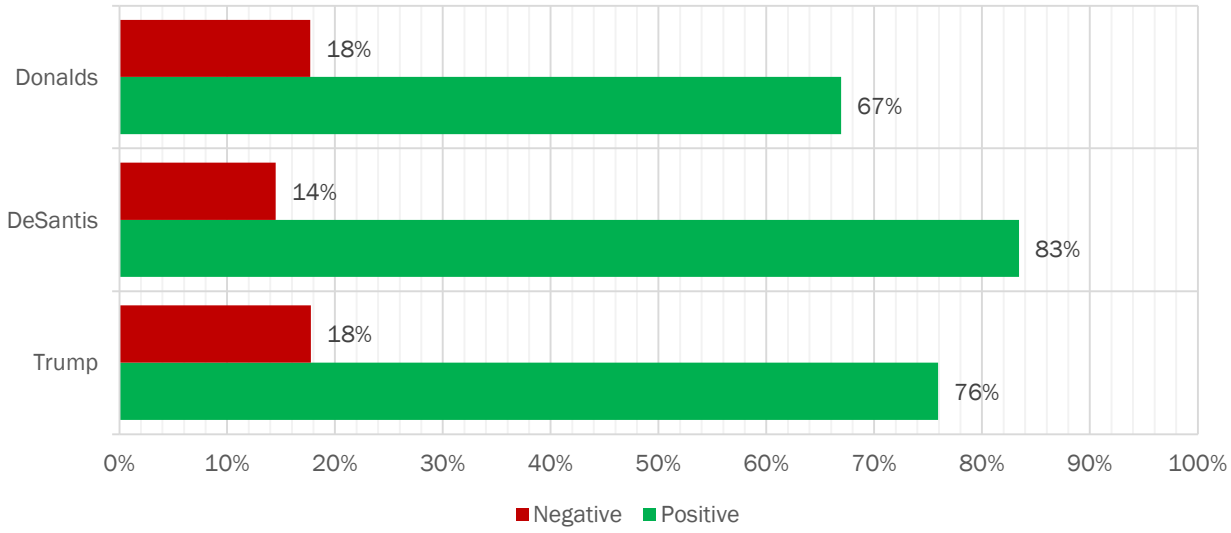
(B) Public Figure Favorability

The chart below displays respondents' opinions of their former President, their current Governor, and their current Congressman (for most of Lee County). The first thing that's apparent is that these three bar graphs don't look all that different – all three are liked by most voters and disliked by a small minority. However, there are some important differences. DeSantis had the most "Very Positive" responses by far, indicating that voters have the most enthusiasm for him (which is further quantified in Section E). Additionally, it's clear that Donalds has the highest "Neutral/No Opinion" proportion (15%), which is unsurprising, as (1) that's roughly equal to the proportion of Lee County Republicans outside of his jurisdiction and (2) he was first elected to Congress less than two years ago.



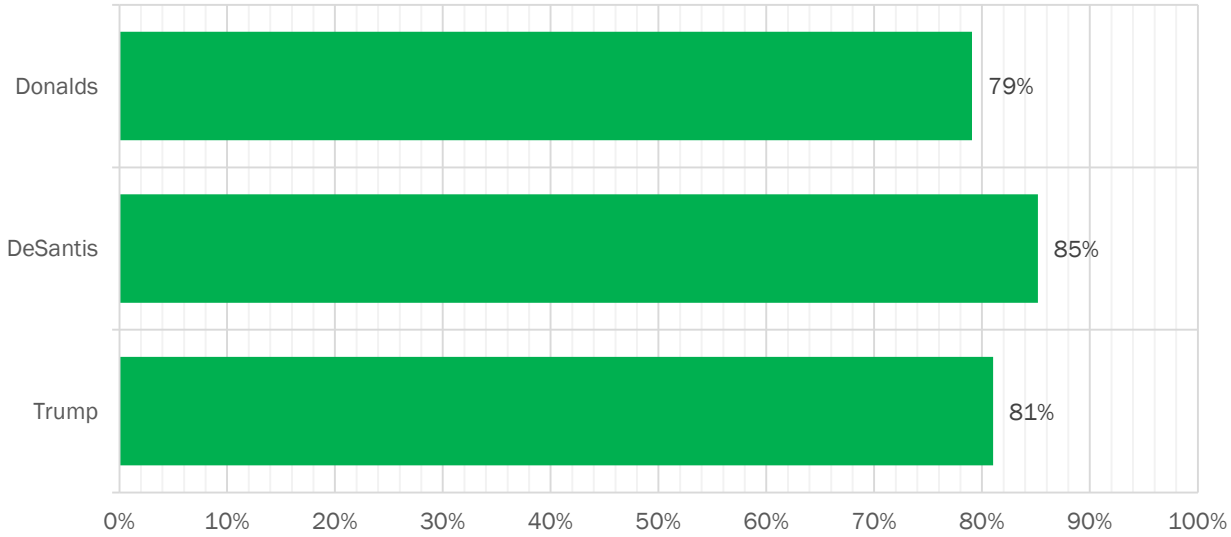
(C) Total Positive/Negative Name ID

Once again, it's clear that DeSantis leads the three public figures in terms of total positives (83%), followed by Trump (76%) and then Donalds (67%). DeSantis also has the lowest negatives, at 14%, while Trump and Donalds each have 18% negatives. Trump's slightly higher negatives are likely due to the variety of obstacles his public image has endured in recent years, while Donalds' slightly higher negatives are likely just leftovers from his competitive Republican Primary in 2020, which will likely fade over time.



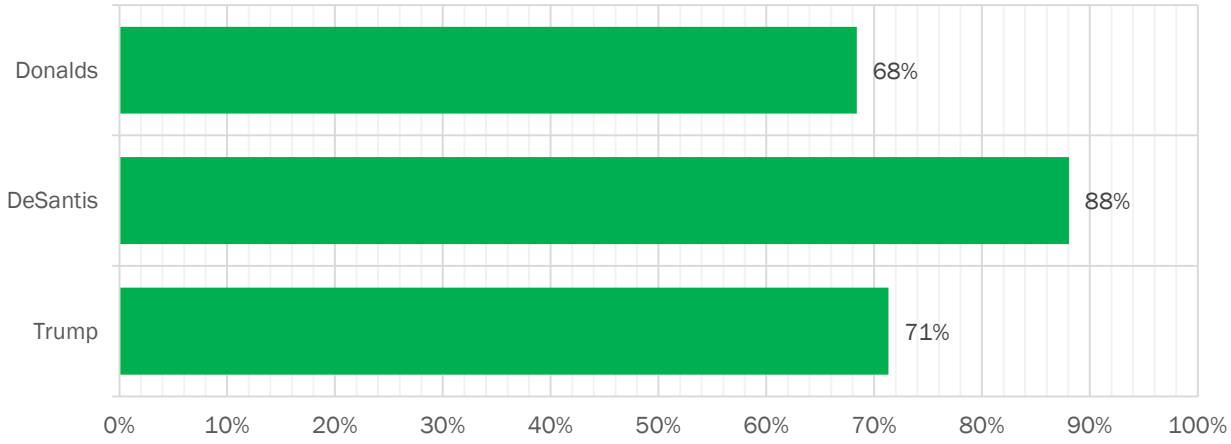
(D) Favorability Ratio

A public figure's favorability ratio refers to what percentage of voters who have *any* opinion of that figure have a *positive* opinion of them. Essentially, it is a quantifiable metric for likeability. All three figures have similar favorability ratios, but DeSantis again takes the lead with 85%. Donalds and Trump are neck-and-neck, separated by only 2%.



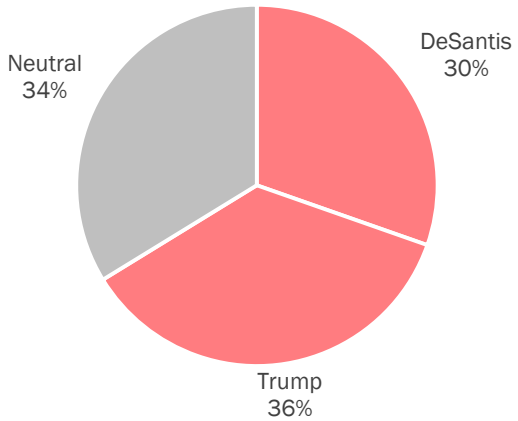
(E) Favorability Intensity

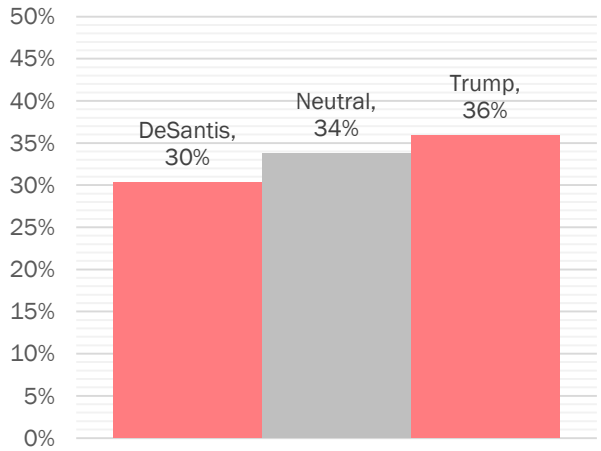
A public figure's favorability intensity is calculated by dividing the percentage of voters with a "Very Positive" opinion of them by the percentage of voters with any positive opinion of them. Essentially, it is a quantifiable metric for enthusiasm. DeSantis leads both Trump and Donalds substantially in this metric, which is nothing new. DeSantis has consistently outperformed Trump in terms of favorability intensity in many Florida polls we've conducted over the past two years, suggesting that Florida voters now support DeSantis more strongly than Trump. Once again, Donalds and Trump are neck-and-neck in this metric, separated by only 3%.



(F) 2024 Presidential Preference

As a final question, we asked respondents who they would rather see as the Republican nominee for President in 2024: Trump or DeSantis? Despite trailing DeSantis in other metrics, Trump still has the edge, 36% to 30%. This could be due to a number of reasons, one being that Floridians are so enamored with DeSantis as Governor that they wouldn't want him to leave that post. Regardless, with 34% of voters neutral on the matter, it's clear that neither Trump nor DeSantis have a commanding lead in Florida – yet.







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