

# FLORIDA 2024 POLL: DESANTIS RALLIES BACK TO STATISTICAL TIE FOLLOWING LONG-AWAITED ANNOUNCEMENT

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May 28, 2023

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Poll conducted May 25-27, 2023 among 700 likely  
GOP Presidential Primary voters throughout Florida.  
Responses were collected via IVR and text-to-web.  
Maximum margin of error of  $\pm 3.9\%$ . Not  
commissioned by any candidate or committee.





## Table of Contents

- 1 Cover Page
- 2 Table of Contents
- 2 Executive Summary
- 3 *Trump and DeSantis are statistically tied in Florida for the 2024 GOP nomination.*
- 4 *Just over half of Florida Republicans think DeSantis should have entered the race.*
- 4 *DeSantis was leading in November. Trump retook the lead in April. Now, it's a tie.*
- 5 *DeSantis continues to enjoy strong favorability numbers.*
- 5 *Trump wins the lower class, while DeSantis wins the upper class.*
- 6 Contact Information

## Executive Summary

Our November 2022 poll found Ron DeSantis leading Donald Trump by double digits in the Sunshine State. Then, last month, Trump was the one with the double-digit lead. Now, neither candidate has the lead. In the wake of DeSantis's long-awaited announcement that he's running for President of the United States, Florida Republicans have split evenly between DeSantis and Trump, resulting in a statistical tie in our latest poll regarding the race for the 2024 nomination.

DeSantis benefits from the fact that a majority of Florida Republicans agree with his decision to run for President, as well as his strong favorability numbers compared to Trump's (which is nothing new – we've noted this fact for over a year now). At the same time, Trump benefits from an unshakeable base of hardcore supporters who reliably stand by his side, in addition to the fact that nearly 46% of Florida Republicans are against DeSantis's decision to run for President.

Our poll finds Trump and DeSantis to be statistically tied in both the full ballot and head-to-head matchups, with DeSantis leading by 0.2% and 1.2% respectively, which is well within our poll's stated margin of error of 3.9%. This poll corroborates findings from our other recent polls that suggest that DeSantis is primarily supported by the upper class, while Trump is primarily supported by the lower class. This remains true.

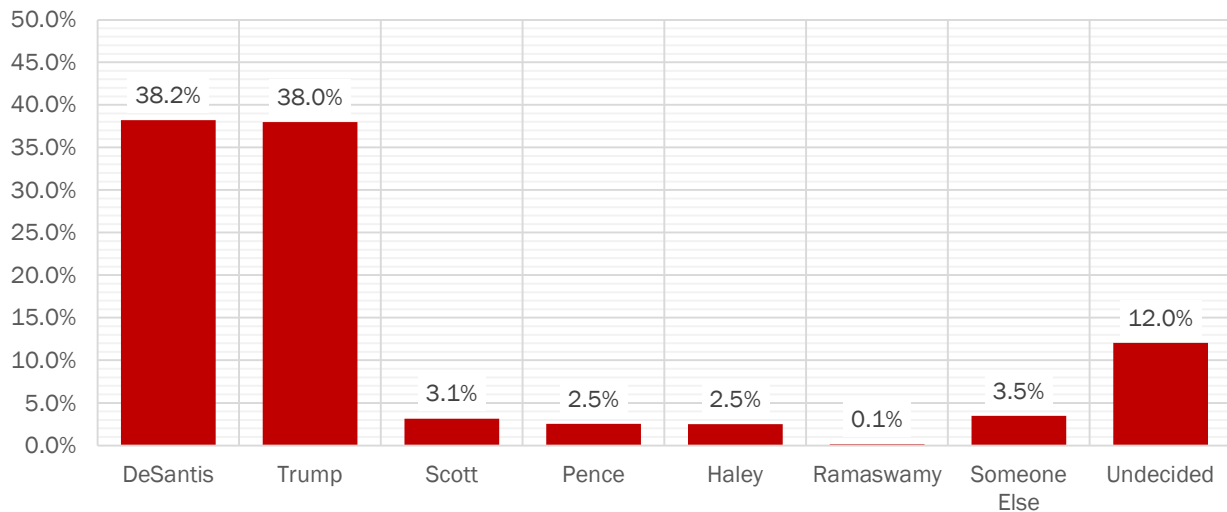
It's hard – and not our place – to tell whether these results will stick. One could argue that DeSantis's jump in the polls is a knee-jerk reaction to his announcement, one that will pass quickly. However, one could also make the argument that this is just the start of DeSantis's campaign, and as he continues his outreach to voters, his vote share will increase. For now, all we know is that the race is close – and far from over.

- ✓ **Ben Galbraith**  
Senior Pollster, Victory Insights  
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## Trump and DeSantis are statistically tied in Florida for the 2024 GOP nomination.

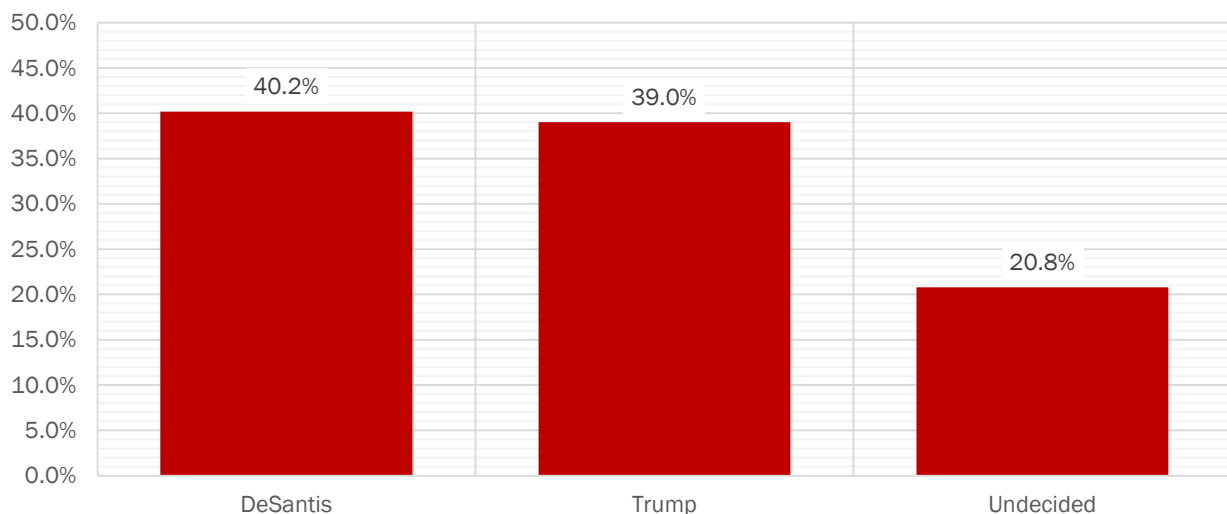
With only 0.2% separating the Florida Governor from former President Trump, it's impossible to say who's ahead at this time. However, it's clear that the two frontrunners are in a league of their own ahead of the rest of the field, with all other candidates in the low single digits. 12% of the electorate remains undecided.

Full Ballot



If the field were to shrink to two, and DeSantis were to face Trump head-to-head, the race would remain too close to call. DeSantis's 1.2% lead is well within our poll's margin of error, meaning the two frontrunners are statistically tied. In this scenario, more than 20% of voters remain undecided.

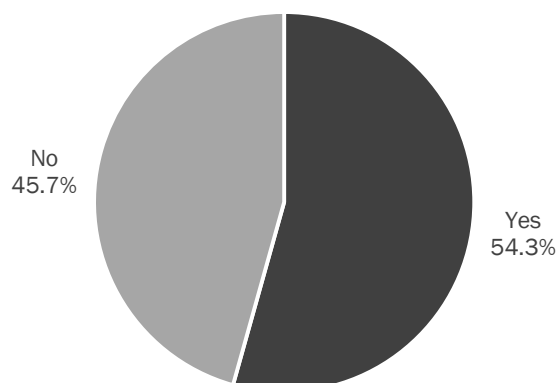
Head-to-Head Ballot



## Just over half of Florida Republicans think DeSantis should have entered the race.

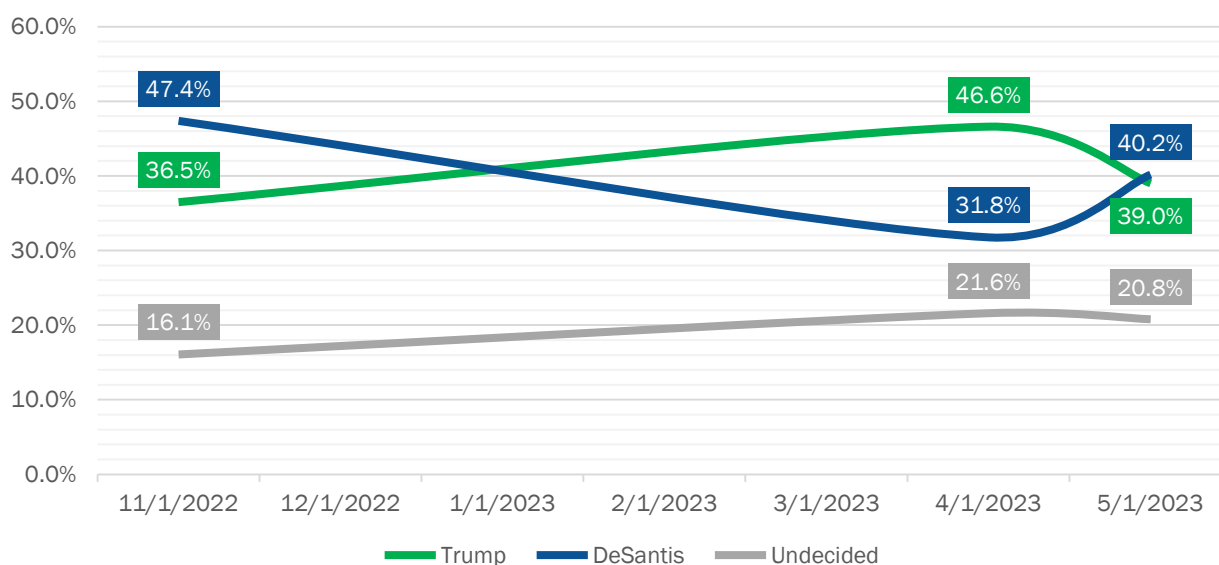
We asked Florida GOP voters if they thought that DeSantis's decision to enter the 2024 race was the right decision. A slim majority (54%) agreed that he made the right decision, while the rest (46%) wished that he had stayed out of it. It's worth noting that there's a confounding factor in Florida – some voters like DeSantis very much, but want him to remain Governor instead of attempting to ascend to the presidency.

On Wednesday, Ron DeSantis announced that he was running for President of the United States in 2024. Do you think that he should have entered the race?



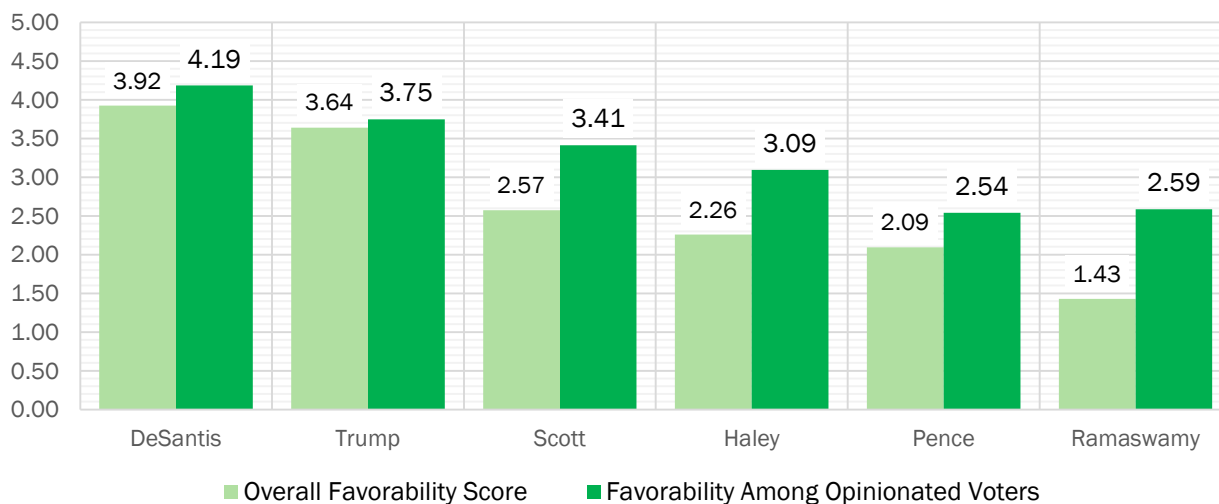
## DeSantis was leading in November. Trump retook the lead in April. Now, it's a statistical tie.

Our poll of Florida Republicans towards the end of last year showed DeSantis with a double-digit lead over Trump. This result was reversed by early April of this year, as Trump took a double-digit lead over DeSantis on the heels of the former President's indictment and subsequent arrest. Now, in the immediate wake of DeSantis's official campaign launch, the race has tightened up, with neither candidate taking a clear lead.



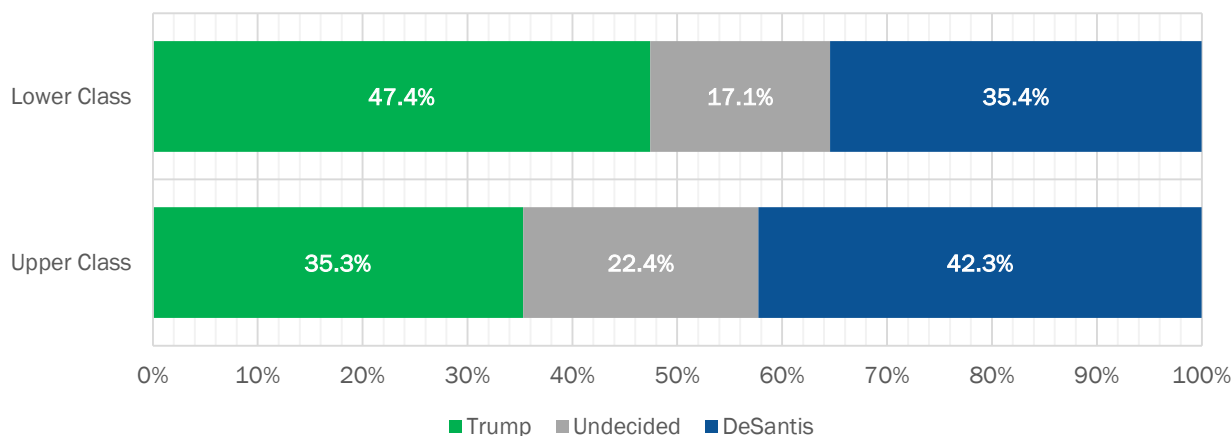
## DeSantis continues to enjoy strong favorability numbers.

For over a year, we've noted that DeSantis has stronger favorability numbers than Trump in Florida. This trend has not changed. DeSantis boasts an overall score of 3.92 out of 5, besting Trump's 3.64. Additionally, among those who have any opinion of the Florida Governor, DeSantis earns a score of 4.19 out of 5. Again, Trump remains in second place, followed by Scott, Haley, Pence, and Ramaswamy, in that order.



## Trump wins the lower class, while DeSantis wins the upper class.

For the third straight poll, a clear socioeconomic division has emerged between supporters of Trump and supporters of DeSantis. Trump leads Florida's lower class (defined as having an ISPSA score of 1 through 5) by 12%, while DeSantis leads Florida's upper class (ISPSA score of 6 through 10) by 7%. This result gives a level of credence to the Trump campaign's recent insinuations that DeSantis is backed by the elite, while Trump is supported by the common man.





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