



**Florida Pre-Election Day Poll**  
Likely General Election Voters  
Conducted 10/30/22 – 11/1/22

43R / 38D / 19NPA+Other  
Max. Margin of Error: 4.8%  
Sample Size: 500 (IVR)

Victory Insights  
(929) 388-6585  
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# **Polling Memo**

## **Florida Pre-Election Day Poll**

### **November 2, 2022**



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## Executive Summary

Over the past several days, Victory Insights conducted a poll investigating some of the most important elections and issues facing Florida voters. Specifically, we surveyed voters across the state of Florida on the race for US Senate, the race for Governor, and local congressional races. Additionally, we asked voters for their reaction to Governor DeSantis's administration's response to Hurricane Ian, as well as their stances on abortion and inflation. Finally, we broke the electorate down by party affiliation and asked them questions pertaining specifically to their party. Here are some of the key takeaways:

- We expect the race for US Senate to be much closer than the race for Governor. Our poll gives Rubio only a 4-point advantage over Demings, while DeSantis has a 12.7-point advantage over Crist.
- Florida voters are split relatively evenly across the issues. Neither side of the abortion or inflation issues seems to have a commanding lead.
- Floridians are also split about the 2024 presidential race, even within their own party. Republicans are 50/50 on Trump/DeSantis, and nearly half of Democrats want someone other than Biden as their 2024 nominee.
- There does seem to be relatively more agreement that Governor DeSantis and his administration have done a good job responding to Hurricane Ian.
- As of today, 49% of the Florida electorate leans right, while 42% leans left.

Ben Galbraith, Senior Pollster at Victory Insights, says:

*"Florida Republicans certainly have the advantage in this year's statewide elections, but that's no surprise. What's more surprising is how some statewide Republicans, namely DeSantis, are expected to perform much more strongly than other statewide Republicans, namely Rubio."*

*"Our polling numbers suggest a connection between the strong positive response to DeSantis's hurricane recovery efforts and DeSantis's dominant lead over Crist. A majority of nonpartisan voters – and even a large swath of Democrats – approve of DeSantis's response to the storm. That, coupled with DeSantis's general popularity in the broader political world and the intense support for him that Florida Republicans harbor, makes DeSantis an extremely difficult candidate to defeat. Unless something crazy happens between now and Election Day, expect DeSantis to cruise to a comfortable victory over Crist. As for Rubio... we'll just need to wait and see."*

For further analysis and commentary, follow @VictoryPolling on Twitter. Victory Insights is a full-service political polling and analysis firm headquartered in Fort Myers, Florida.

**Read on to learn more.**



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### Statewide Ballot Questions

#### *US Senator from Florida*

Rubio (R-Inc.)	49.7%
Demings (D)	45.7%
Undecided	4.6%

Rubio + 4.0%  
84.78% Simulated Win Pct.

#### *Florida Governor*

DeSantis (R-Inc.)	54.1%
Crist (D)	41.4%
Undecided	4.5%

DeSantis + 12.7%  
99.99% Simulated Win Pct.

#### *Generic Congressional Ballot*

Republican	45.4%
Democrat	39.5%
Undecided	15.1%

Republican + 5.9%

### Issue Questions

*Do you believe that Governor Ron DeSantis's administration has done a good job responding to Hurricane Ian?*

Yes	57.6%
No	22.9%
Undecided	19.6%

*On the issue of abortion, do you consider yourself pro-choice, pro-life, or somewhere in between?*

Pro-Choice	40.2%
Pro-Life	34.9%
In Between	24.8%

*Which political party do you feel is more responsible for rapid inflation and increased consumer prices - the Democratic Party or the Republican Party?*

Democratic Party	52.8%
Republican Party	47.2%

### Party-Specific Questions

*[REPUBLICANS] Who would you prefer to be the Republican nominee for President of the United States in 2024 - Ron DeSantis or Donald Trump?\**

DeSantis	49.6%
Trump	50.4%

*[DEMOCRATS] Do you want Biden to be the Democratic nominee for President of the United States in 2024, or would you prefer someone else?\**

Biden	54.9%
Someone Else	45.1%

*[OTHERS] Which one of the two major political parties do you tend to support more often?\**

Democratic Party	37.0%
Republican Party	25.2%
Neither One	37.8%

\*Questions marked by an asterisk have a higher margin of error than the others, since only certain respondents were surveyed.

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### State Ideological Breakdown

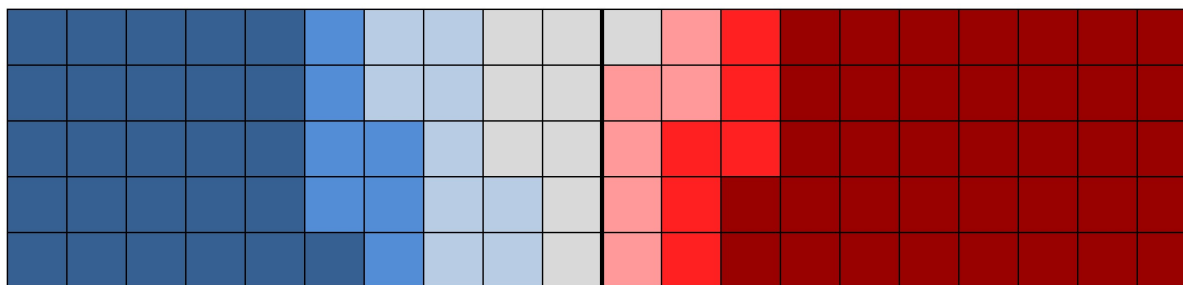
All voters were asked:  
*Which political party do you  
tend to affiliate with?*

Democratic Party	49.7%
Republican Party	45.7%
Neither One	4.6%

Then, those who answered  
“Neither One” were asked:  
*Which one of the two major  
political parties do you tend  
to support more often?\**

Democratic Party	37.0%
Republican Party	25.2%
Neither One	37.8%

Today, if Florida were 100 people...



**26** would be Deep Blue Democrats. These 26 people identify as Democrats and are planning on voting a straight Democratic ticket (Demings, Crist, and their local Democratic congressional candidate).

**7** would be Light Blue Democrats. These 7 people identify as Democrats, but they're not sure they'll be voting for all Democrats this year.

**9** would be Tilt Blue NPAs. These 9 people don't identify with either party, but still tend to support Democrats more often.

**In total, 42 people would lean left.**

**37** would be Deep Red Republicans. These 37 people identify as Republicans and are planning on voting a straight Republican ticket (Rubio, DeSantis, and their local Republican congressional candidate).

**6** would be Light Red Republicans. These 6 people identify as Republicans, but they're not sure they'll be voting for all Republicans this year.

**6** would be Tilt Red NPAs. These 6 people don't identify with either party, but still tend to support Republicans more often.

**In total, 49 people would lean right.**

**9** would be True Neutrals. These 9 people don't identify with either party, and don't tend to support one party over another.



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Demographic Verification

<b>Media Market</b>	<i>Targeted Proportion</i>	<i>Proportion in Sample</i>	<i>Difference</i>
Fort Myers-Naples	8.8%	5.1%	-3.7%
Gainesville	1.5%	1.5%	-0.1%
Jacksonville	7.9%	12.3%	4.5%
Miami-Fort Lauderdale	15.7%	10.6%	-5.1%
Mobile-Pensacola	3.2%	4.6%	1.3%
Orlando-Daytona Beach-Melbourne	21.4%	23.5%	2.0%
Panama City	1.7%	1.3%	-0.5%
Tallahassee-Thomasville	2.3%	3.9%	1.7%
Tampa-St. Petersburg	25.6%	24.4%	-1.1%
West Palm Beach-Fort Pierce	11.9%	12.8%	0.9%

<b>Household Partisan Composition</b>	<i>Targeted Proportion</i>	<i>Proportion in Sample</i>	<i>Difference</i>
Democratic	28.6%	29.2%	0.6%
Republican	31.4%	34.0%	2.5%
Independent	12.2%	9.1%	-3.1%
Democratic & Republican	6.7%	7.5%	0.7%
Democratic & Independent	9.8%	7.6%	-2.2%
Republican & Independent	9.6%	11.0%	1.3%
Democratic & Republican & Independent	1.7%	1.7%	0.0%

<b>Consolidated Party Registration</b>	<i>Targeted Proportion</i>	<i>Proportion in Sample</i>	<i>Difference</i>
Democratic	38.2%	38.5%	0.2%
Republican	41.6%	42.6%	1.1%
Non-Partisan and Others	20.2%	18.9%	-1.3%