



Florida 2024 Presidential Election Republican Candidate Analysis

Nov. 21, 2022

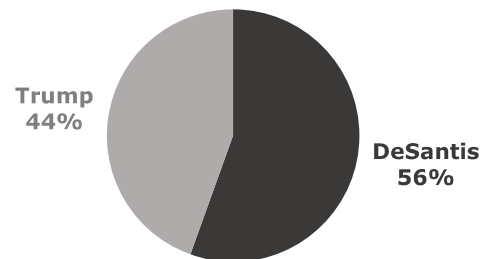
Republican powerbrokers in Florida - and across the country - are lining up behind one of two candidates: former President Donald Trump or Florida Governor Ron DeSantis. In the wake of the disappointing 2022 midterms, many Republicans are blaming Trump and his divisive brand of politics for their party's underperformance in key elections. Meanwhile, Florida was one of few places to experience the anticipated "Red Wave," spearheaded by a historic blowout victory by DeSantis. Nevertheless, on November 15th, Trump announced his candidacy for the 2024 Republican nomination and received a flurry of endorsements from Republican officials around the country.

Now, many are wondering (1) whether DeSantis should run against Trump in the primary, (2) if DeSantis runs, whether he'll be competitive with Trump, and (3) which candidate would perform better against the Democratic nominee in the general election. To answer these three questions and more, Victory Insights conducted two separate surveys of Florida voters, gathering answers from more than 1300 people. The following report details what we found.

Poll 1: Likely General Election Voters		Poll 2: Likely Republican Primary Voters	
Sample Size:	600	Sample Size:	700
Maximum Margin of Error:	4.14%	Maximum Margin of Error:	3.71%
Conducted:	Nov. 16-17, 2022	Conducted:	Nov. 16-17, 2022

(1) Ron DeSantis leads Donald Trump for the 2024 Republican nomination among likely Republican Primary voters in Florida.

	Overall	With Leaners
DeSantis	47.4%	55.5%
Trump	36.5%	44.5%
Undecided	16.1%	-
DeSantis Lead	+10.8%	+11.0%



(2) Ron DeSantis would likely defeat Joe Biden in a 2024 presidential contest, while Donald Trump would likely narrowly lose.

Biden vs. DeSantis	Overall	With Leaners
Biden	46.1%	47.4%
DeSantis	50.2%	52.6%
Undecided	3.7%	-
Outcome	R+4.1%	R+5.3%

Biden vs. Trump	Overall	With Leaners
Biden	48.3%	51.0%
Trump	42.8%	49.0%
Undecided	8.9%	-
Outcome	D+5.5%	D+2.0%

Simulated Probability of a DeSantis Victory vs. Biden

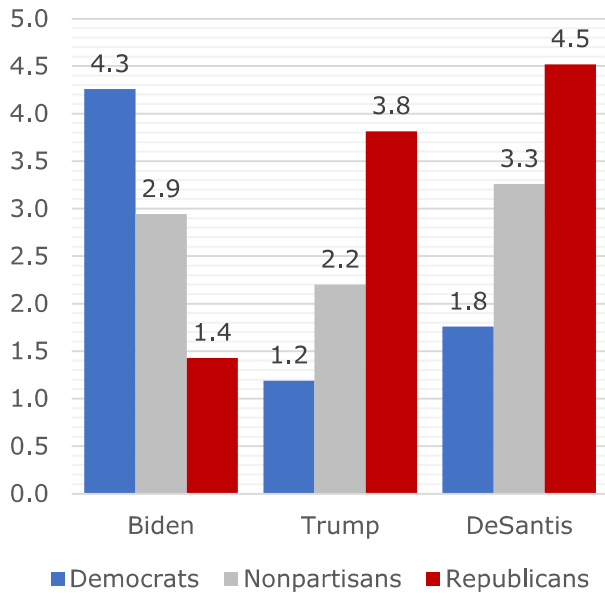
96%

Simulated Probability of a Trump Victory vs. Biden

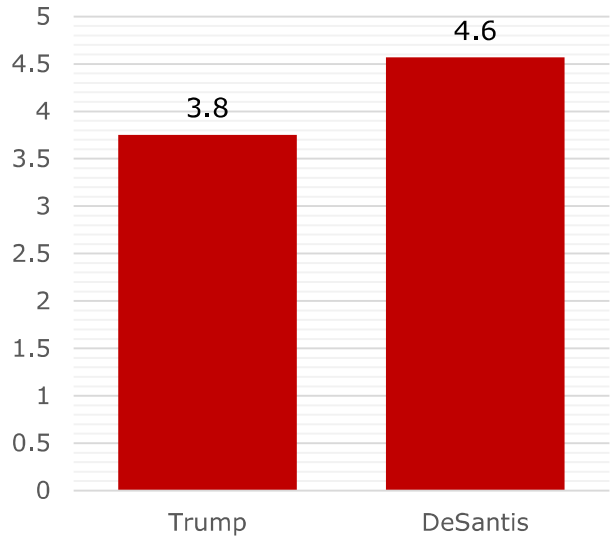
25%

(3) Ron DeSantis is more popular than Donald Trump among Florida Democrats, Republicans, and nonpartisans.

Avg. Rating (1-5) Among Likely General Election Voters



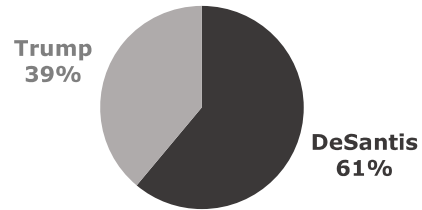
Avg. Rating (1-5) Among Likely Republican Primary Voters



(4) Republican Primary voters in Florida overwhelmingly believe that Ron DeSantis has the better chance of defeating Joe Biden.

"Which candidate do you feel would have a better chance of defeating Joe Biden in the 2024 presidential election: Ron DeSantis or Donald Trump?"

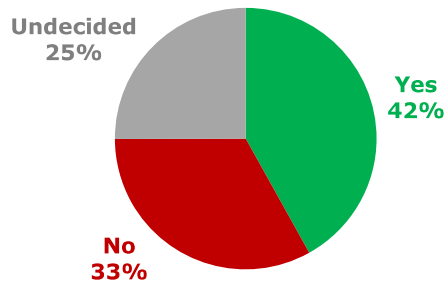
DeSantis	61.1%
Trump	38.9%



(5) Despite knowing that Donald Trump is already running for the 2024 nomination, Florida Republicans still want DeSantis to run.

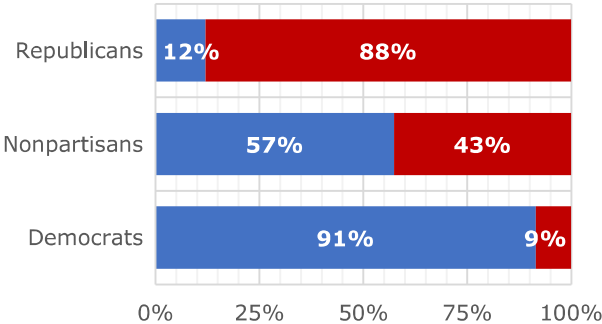
"Donald Trump has already announced that he is running for the Republican nomination for President of the United States in 2024. Do you want Ron DeSantis to also run for the Republican nomination?"

Yes	41.9%
No	33.0%
Undecided	25.0%

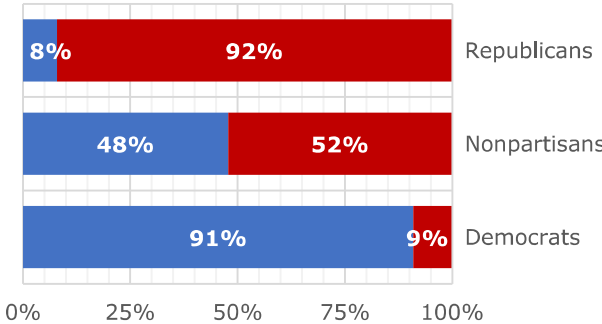


(6) Ron DeSantis outperforms Donald Trump in the general election among both Republicans (+4%) and nonpartisans (+9%).

Biden vs. Trump



Biden vs. DeSantis



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