

October 25, 2022

Florida Pre-Election Survey

Summary: Researchers at the University of South Florida conducted a statewide survey of 600 Floridians to measure public opinion around the upcoming election. This report summarizes responses related to the most important issues heading into the election, favorability ratings of candidates for Governor and Senate, presidential/gubernatorial job approval, and perceptions of the Democratic and Republican parties. The survey included a representative sample of Floridians, fielded between October 14 and 23. Topline results are reported below with a confidence level of 95% and a margin of error +/- 4.

For most Floridians, a high stakes election for Governor is all about “pocketbook issues”. More than 80% of Floridians say that this year’s election for Governor will be “very important” in “shaping Florida’s future”. Another 15% say that it will be at least “somewhat important”. When asked to identify the issues that will have the most impact on how they vote, more than half (52%) said “inflation”. Nearly three quarters (73%) said that “pocketbook issues” are more important to them than “social values issues” heading into the election.

Governor DeSantis has strong approval among Floridians in several key areas. A majority of Floridians (57%) say that they

Looking ahead to 2024, most Floridians say they're ready for something new. When asked if they believe that Joe Biden should run for a second term as President, only 19% of Floridians said "yes", while 66% said "no". Similarly, only 28% said that Donald Trump should run for a second term as President in 2024, while 64% said "no". When asked if they feel that Ron DeSantis should run for President in 2024, Floridians were more divided; 43% said "yes", while 46% said "no".

Many Floridians feel unrepresented by the Democratic and Republican parties. Less than half of Floridians say that they have a favorable view of the Democratic or Republican party (41% and 43% respectively). Nearly one in five (24%) say that the Democratic Party now represents the values of only its most extreme voters, while even more (30%) say the same about the Republican party. In each case, only 38% of respondents felt that either party was representative of "moderate" voters

Voters lack confidence in the ability of Democrats and Republicans to work together (74%) (page 6) CID 1 of 10

Midterm Elections – General Questions

| | TOTAL | Democrats | Independents | Republicans |
|----------------------|-------|-----------|--------------|-------------|
| Very Important | 81.8% | 83.3% | 74.3% | 94.3% |
| Somewhat Important | 15.3% | 14.1% | 20.9% | 5.7% |
| Not Very Important | 2.4% | 1.5% | 3.4% | 0.0% |
| Not at All Important | 0.8% | 1.0% | 1.4% | 0.0% |

| | TOTAL | Democrats | Independents | Republicans |
|--|-------|-----------|--------------|-------------|
| Pocketbook Issues (i.e. jobs, economy, inflation) | 73.4% | 55.6% | 74.6% | 90.3% |
| Social Values Issues (i.e. abortion, equity, LGBTQ rights) | 26.6% | 44.4% | 25.4% | 9.7% |

-
1. Inflation 52%
 2. Economy/Jobs 48%
 3. Immigration 32%
 4. Abortion 28%
 5. Gun Violence/Crime 27%
 6. Healthcare 22%
 7. Education 17%
 8. Climate Change 15%

*All other options selected by 10% or less of respondents.

Favorability and Approval

| | Very Favorable | Somewhat Favorable | Neither Favorable nor Unfavorable | Somewhat Unfavorable | Very Unfavorable |
|-----------------|----------------|--------------------|-----------------------------------|----------------------|------------------|
| Ron DeSantis | 32.0% | 20.3% | 8.5% | 12.5% | 26.7% |
| Charlie Crist | 8.2% | 22.7% | 30.0% | 14.7% | 24.5% |
| Marco Rubio | 18.2% | 21.7% | 19.7% | 15.0% | 25.5% |
| Val Dem11.01* t | | | | | |

Governor Ron DeSantis

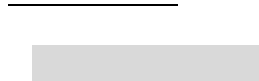
| | Total Approval | Strongly Approve | Somewhat Approve | Total Disapproval | Somewhat Disapprove | Strongly Disapprove | Unsure |
|----------------------|----------------|------------------|------------------|-------------------|---------------------|---------------------|--------|
| Jobs and the Economy | 57.3 | 30.0 | 27.3 | 36.3 | 15.3 | 21.0 | 6.3 |

President Joe Biden

| | Total Approval | Strongly Approve | Somewhat Approve | Total Disapproval | Somewhat Disapprove | Strongly Disapprove | Unsure |
|---|----------------|------------------|------------------|-------------------|---------------------|---------------------|--------|
| Jobs and the Economy | 40.0 | 11.3 | 28.7 | 55.1 | 14.8 | 40.3 | 4.8 |
| Social Policy (i.e. abortion, LGBTQ issues, etc.) | 41.6 | 13.8 | 27.8 | 47.8 | 13.3 | 34.5 | 10.5 |
| Inflation | 25.4 | 6.7 | 18.7 | 68.8 | 18.0 | 50.8 | 5.8 |
| | 34.7 | 12.7 | 22.0 | 53.5 | 15.5 | 38.0 | 11.8 |
| Immigration and Border Security | 33.2 | 9.2 | 24.0 | 58.2 | | | |

Potential 2024 Candidates

| | TOTAL | Democrats | Independents | Republicans |
|--------|-------|-----------|--------------|-------------|
| Yes | 18.7% | 39.4% | 6.1% | 5.7% |
| No | 65.7% | 37.4% | 76.4% | 89.6% |
| Unsure | 15.7% | 23.2% | 6.1% | 4.7% |



Political Party Perceptions

| | TOTAL | Democrats | Independents | Republicans |
|----------------|-------|-----------|--------------|-------------|
| Very Favorable | 15.7% | 40.4% | | |

| | TOTAL | Democrats | Independents | Republicans |
|--|-------|-----------|--------------|-------------|
| Democratic leaders are mostly optimistic when they talk about America's future. | 46.2% | 70.7% | 42.5% | 23.3% |
| Democratic leaders are mostly pessimistic when they talk about America's future. | 31.8% | 13.1% | 30.4% | 56.0% |
| Unsure | 22.0% | 16.2% | 27.0% | 20.7% |

| | TOTAL | Democrats | Independents | Republicans |
|-------------------|-------|-----------|--------------|-------------|
| Strongly Agree | 28.5% | 58.1% | 16.9% | 7.3% |
| Somewhat Agree | 31.8% | 34.8% | 40.5% | 23.8% |
| Somewhat Disagree | 12.5% | 3.0% | 16.9% | 17.6% |
| Strongly Disagree | 22.0% | 3.0% | 16.9% | 48.2% |
| Unsure | 5.2% | 1.0% | 8.8% | 3.1% |

| | TOTAL | Democrats | Independents | Republicans |
|-------------------|-------|-----------|--------------|-------------|
| Strongly Agree | 14.8% | 37.9% | 3.4% | 1.0% |
| Somewhat Agree | 22.0% | 38.9% | 22.3% | 6.2% |
| Somewhat Disagree | 15.2% | 9.1% | 21.6% | 14.0% |
| Strongly Disagree | 39.0% | 8.1% | 37.2% | 76.2% |
| Unsure | | | | |

| | TOTAL | Democrats | Independents | Republicans |
|----------------------|-------|-----------|--------------|-------------|
| Very Confident | 6.2% | 7.6% | 2.7% | 7.8% |
| Somewhat Confident | 23.5% | 17.2% | 4.7% | 32.1% |
| Not Very Confident | 40.7% | 44.9% | 39.2% | 37.3% |
| Not at All Confident | 24.3% | 27.3% | 32.4% | 17.1% |
| Unsure | 5.3% | 3.0% | 4.7% | 5.7% |

| | TOTAL | Democrats | Independents | Republicans |
|--------------------|-------|-----------|--------------|-------------|
| Very Confident | 3.7% | 5.1% | 2.7% | 2.1% |
| Somewhat Confident | 17.3% | 21.7% | 16.9% | 14.0% |
| Not Very Confident | 38.0% | 39.9% | | |

| | TOTAL | Democrats | Independents | Republicans |
|------------------------|-------|-----------|--------------|-------------|
| Strongly Support | 18.8% | 16.7% | 28.4% | 13.5% |
| Somewhat Support | 27.0% | 31.8% | 24.3% | 25.9% |
| Neither Support/Oppose | 37.7% | 34.3% | 38.5% | 35.8% |
| Somewhat Oppose | 8.2% | 10.1% | 6.1% | 8.3% |
| Strongly Oppose | 8.3% | 7.1% | 2.7% | 16.6% |

| | TOTAL | Democrats | Independents | Republicans |
|-------------|-------|-----------|--------------|-------------|
| Very Likely | | | | |

About our Research Team

Stephen Neely