

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

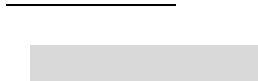
	Total Approval	Strongly Approve	Somewhat Approve	Total Disapproval	Somewhat Disapprove	Strongly Disapprove	Unsure
Jobs and the Economy	57.3	30.0	27.3	36.3	15.3	21.0	6.3

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