



**LOCATION** 200 Interstate Park Drive Suite 238  
Montgomery, AL 36109

**CONTACT** +1 (202) 505-5314  
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## FLORIDA STATEWIDE PUBLIC POLL – MEMORANDUM

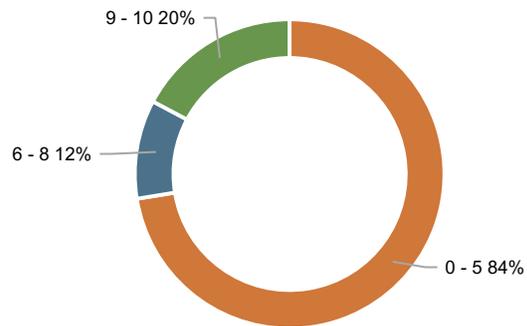
**DATE:** Wednesday, October 31, 2018  
**TO:** Interested Parties  
**FROM:** Brent Buchanan, President & Josh Pendergrass, Director Client Strategy  
**RE:** Key Findings: Survey of FL Likely General Election Voters

Cygna has completed a thorough statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Florida. The information below was gathered through a phone survey of likely general election voters conducted October 27-29, 2018. This survey has a sample size of n495 and a margin of error of  $\pm 4.40\%$  at a 95% confidence interval.

### INTENSITY OF INTEREST

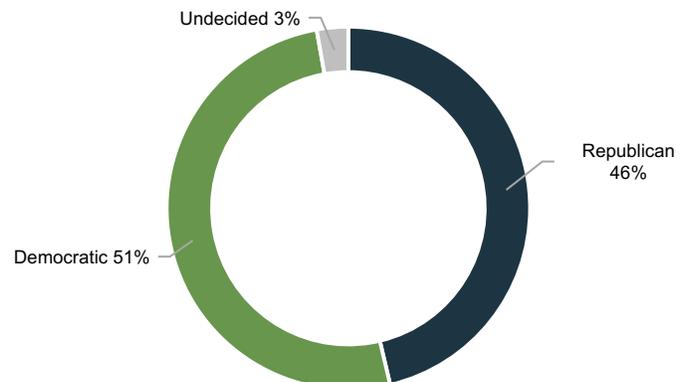
We asked voters how interested they are in the November 6th general election on a scale of 0 to 10, 0 being not interested and 10 being extremely interested.

- Of those surveyed 84% rated their interest in the election as either a 9 or a 10.
- This is underscored by 41% saying they have already voted and 54% saying they will definitely vote.
- 85% of voters who have a favorable opinion of President Trump and 84% of voters who have an unfavorable opinion of the president fell in the high interest range.
- Only 4% of voters said their interest in the election was low, falling between 0 and 5.

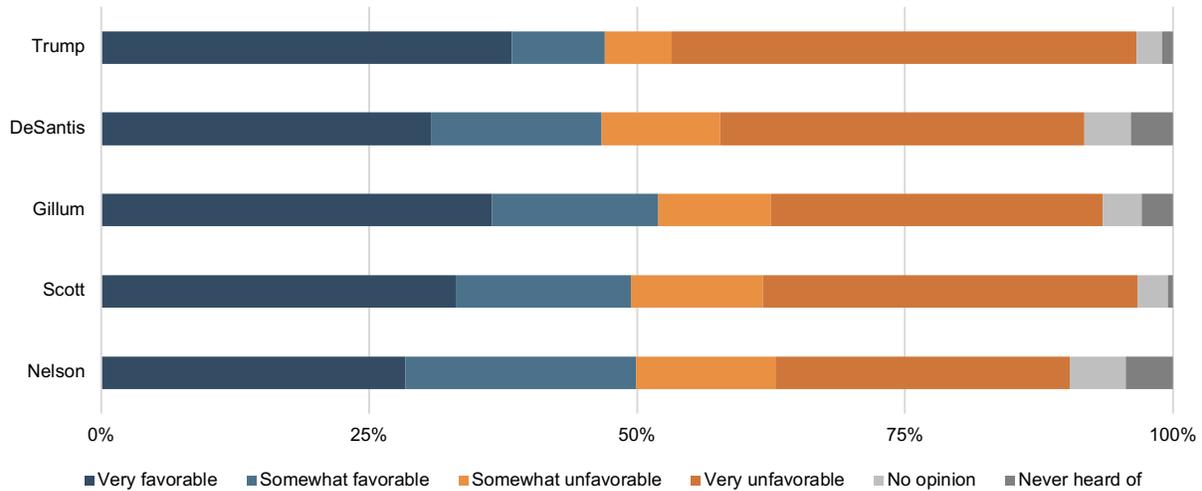


### GENERIC BALLOT

- Republicans trail the generic ballot 51%-46% (D+5), outperforming the national average (D+8) by 3 points.
- 84% of Republicans and 92% of Democrats prefer a candidate of their own party.
- On the generic ballot, NPA favored Democrats by 15 points (52%-37%).
- 86% of voters who chose a generic Republican have a favorable opinion of President Trump, while 88% of those who chose a generic Democrat have an unfavorable opinion of the president.



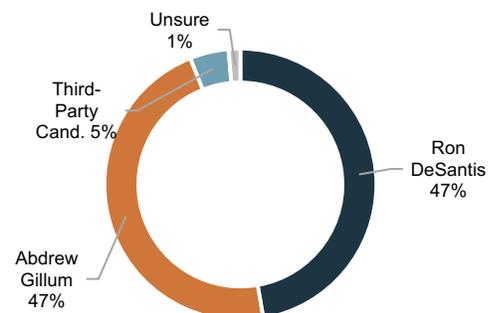
## IMAGE TESTS



- 50% of Floridians have an unfavorable opinion of President Trump, versus 47% with a favorable opinion (net -3 unfav). This is better than the national average of net -11.
- Voters' opinions of the president fall largely along party lines with 77% of Republicans having a favorable opinion and 82% of Democrats having an unfavorable opinion.
- Republican gubernatorial candidate DeSantis has a net favorability of +2, 47% favorable to 45% unfavorable. Only 8% have either no opinion of or have never heard of him.
- DeSantis has a net -13 favorability with NPA voters.
- Democratic gubernatorial candidate Gillum has a net favorability of +10, 52% favorable to 42% unfavorable. Only 7% have either no opinion of or have never heard of Gillum.
- Republican US Senate Candidate Scott has a net favorability of +2, 49% favorable to 47% unfavorable. Only 3% of voters have either no opinion of or have never heard of Scott.
- 78% of conservatives have a favorable view of Scott. His net favorability with moderates is a net -20.
- Democratic US Senate Candidate Nelson has a net favorability of +9, 50% favorable to 41% unfavorable, while nearly 10% have either no opinion of or have never heard of Nelson.
- Moderates at 50% and liberals at 84% have a favorable opinion of Nelson. 28% of Conservatives have a favorable opinion of the Democrat.

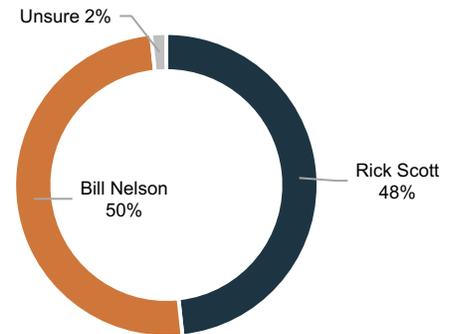
## GUBERNATORIAL BALLOT

- This race is effectively tied. Ron DeSantis leads Andrew Gillum 47.3%-46.7%. 5% of voters prefer a third-party candidate. 1.4% remain undecided.
- DeSantis overperforms the generic ballot (+1) and Gillum underperforms (-4).
- DeSantis retains 85% of Republican voters, while
- Gillum leads by 14 points (48%-34%) with NPA voters and Independents.
- Gillum leads with those who have already voted (51%-45%). DeSantis leads with those definitely voting (51%-43%). Probably voting tilts heavily in Gillum's favor, 55%-30%.
- Men prefer DeSantis 51%-46%. Women prefer Gillum 48%-45%.



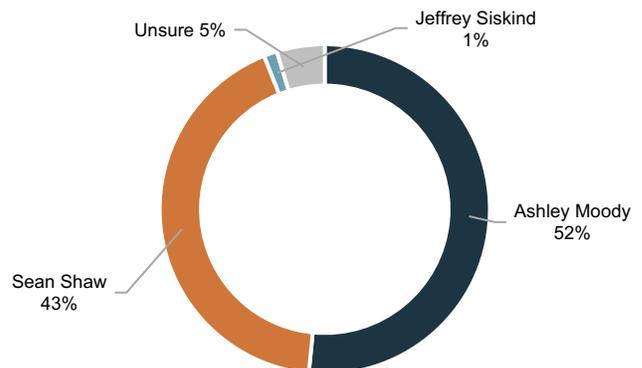
## US SENATE BALLOT

- Nelson leads Scott on the US Senate Ballot 50%-48%, well inside the margin of error. 2% of voters remain undecided.
- Scott slightly overperforms the generic ballot (+2) and Nelson slightly underperforms (-1).
- Scott retains 83% of Republican voters. 17% of Republicans prefer Nelson.
- Nelson retains 89% of Democratic voters. 10% prefer Scott.
- 46% of NPAs choose Scott, 48% choose Nelson.
- Of those voters who have already voted, 54% support Nelson and 46% Scott.
- Of those definitely voting, 52% prefer Scott and 46% prefer Nelson.
- 94% of voters who say they want to send a message to the president and to Washington prefer Nelson.
- 70% of voters who say they do not support President Trump's actions but will still support local Republican candidates prefer Nelson, while only 27% support Scott.
- 90% of voters who say they support the president's actions prefer Scott, while 10% support Nelson.
- Voters under 50 tilt heavily to Nelson, 58%-42%. Voters over 50 prefer Scott 51%-47%.



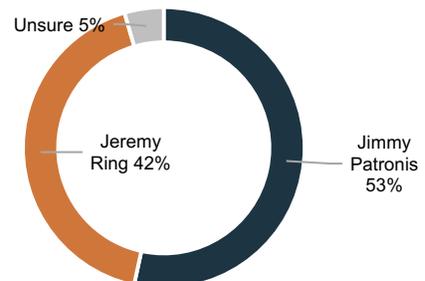
## ATTORNEY GENERAL BALLOT

- Ashley Moody leads Sean Shaw on the Attorney General Ballot 52%-43%, outside the margin of error. 5% of voters remain undecided.
- Moody overperforms the generic ballot (+6), while Shaw underperforms (-8).
- Moody retains 87% of Republican voters. 10% of Republicans prefer Shaw.
- Shaw retains 82% of Democratic voters. 13% prefer Moody.
- Men prefer Moody over Shaw 54%-42%. Women prefer Moody over Shaw 50%-43%.



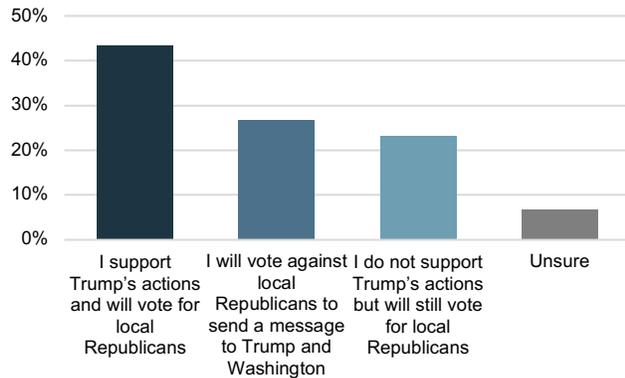
## CFO BALLOT

- Jimmy Patronis leads Jeremy Ring on the CFO ballot 53%-42%, outside the margin of error. 5% of voters remain undecided.
- Patronis overperforms the generic ballot (+7), while Ring underperforms (-9).
- Moody retains 92% of Republican voters. 6% of Republicans prefer Ring.
- Ring retains 77% of Democratic voters. 19% of Democrats prefer Patronis.
- Men prefer Patronis over Ring 54%-42%. Women prefer Patronis over Ring 53%-42%.



## **TRUMP IMPACT ON VOTE**

- Trump's popularity in Florida appears to have a positive effect for Republican candidates, as 67% of voters say they will support local Republicans either because of their support of or despite their dislike of the president.
- Only 27% of the vote is an anger or protest vote against the president.
- Supporters of the president are more likely to vote for Republican candidates than those who do not support the president are to vote for Democratic candidates.
- 84% of voters who support President Trump prefer a generic Republican.
- 74% of Republicans, 12% of Democrats, and 35% of NPAs say they will vote for local Republican candidates because of their support for the president.
- 51% of Democrats say they will vote against local Republicans to send a message to the president.
- 28% of women and 26% of men say they will not vote for Republicans to send the president a message.
- 42% of women and 46% of men say they support the president and will vote for Republicans.
- 51% of liberals say they will vote against Republicans to send a message to the president.



## **METHODOLOGY**

This probabilistic live telephone survey was conducted October 27-29, 2018, with 495 likely general election voters. It has a margin of error of  $\pm 4.40\%$ . Interviews were conducted by live professional agents calling landline and cell phones. Landline phone interviews constitute 45% of the sample, while 55% were conducted by cell phone, each based on the voter file for the state. This survey was weighted to a likely general election voter universe.

## **ACCESS TO COMPLETE SMART TABLES & CROSSTABS**

Cygnal clients may request a complete copy of the Smart Tables (statistically-significant crosstabs) and full crosstabs at no charge. Anyone else may purchase the data for \$875. Email [info@cygn.al](mailto:info@cygn.al) for more details.

## **ABOUT THE FIRM**

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 780 survey research projects in 42 states. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling and survey data in state-wide, congressional, legislative, and local geographies.

