

October 29, 2024



CYGNAL

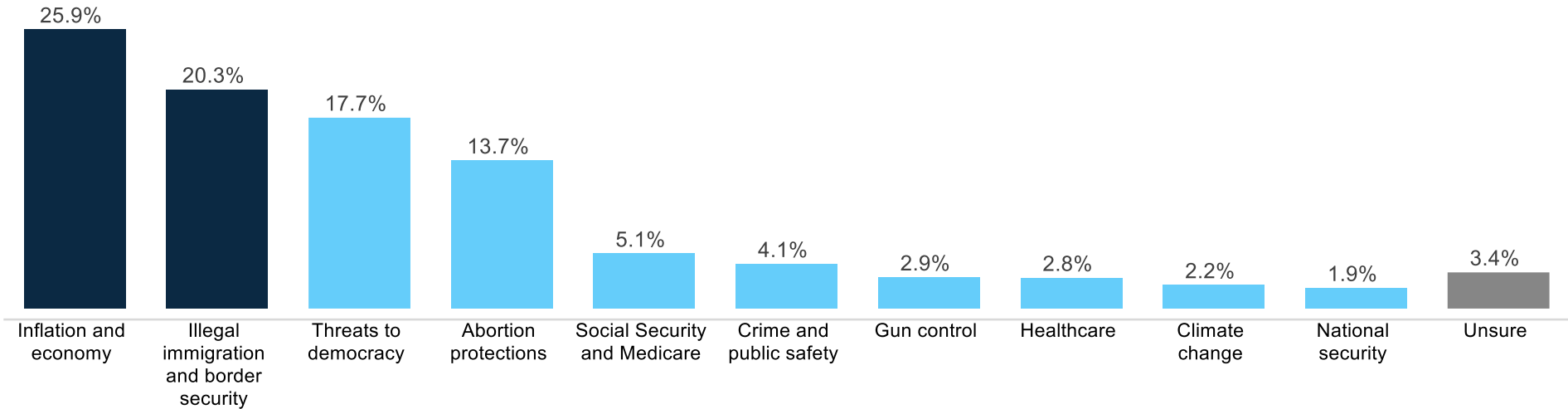
# Survey of Likely General Election Voters **Florida Statewide**

October 26 – 28, 2024 | n=600 |  $\pm 3.98\%$

## Insights & Analysis

- The **presidential** race stands at 48% **Donald Trump**, 43% **Kamala Harris** with 4% of voters choosing a third-party candidate and 5% undecided.
  - Despite this, **Trump** is already capturing more of the **Hispanic vote** (50%) than he did in 2020 (46%) or 2016 (35%). Trump leads Harris **+28 with Cuban Americans** and **+2 with Puerto Rican-Americans** in the state.
  - **Harris** is running nearly five points behind **Clinton's** ballot share in **2016** (47.8%) and **Biden's** share in **2020** (47.9%).
  - **Undecideds** in the presidential race hold a +7 favorable view of Governor DeSantis (46% favorable, 39% unfavorable).
- The **U.S. Senate** race stands at 45% **Rick Scott**, 40% **Debbie Mucarsel-Powell**, with 2% choosing a third-party candidate and 13% undecided.
  - *A combined ballot, incorporating generic congressional ballot responses from US Senate ballot undecideds, projects results at 49% Scott, 45% Mucarsel-Powell.*
    - **Scott** leads with **Hispanic voters** on the combined ballot, 52% - 44%.
- Governor Ron **DeSantis's image** overall stands at 52% favorable, 46% unfavorable.
- Machine-learning **Segmentation Analysis** identified three key voter segments: *GOP Base* (48%), *Dem Base* (40%), and *Undecideds* (12%).
  - The **Undecideds** segment is more **female**, **under 55**, and **more diverse** than the *GOP Base* and *Dem Base*. They over-index in **South Florida** and look more like the *Dem Base* by religion and political leanings. More undecideds are **favorable** of Kamala Harris (44% favorable) than Donald Trump (33% favorable).

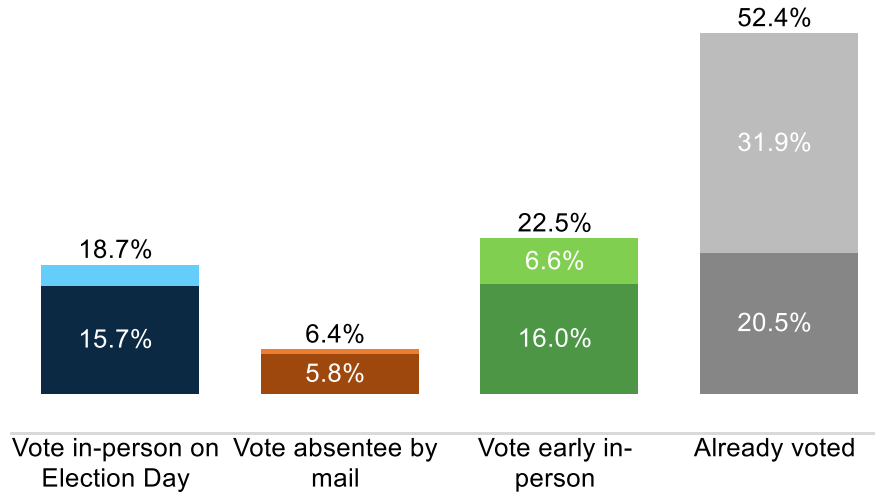
# Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	30%	16%	34%	24%	26%	31%	26%	20%	29%	27%	24%	25%	34%	32%	13%	25%	29%	24%	36%	31%	34%	41%	36%	13%	30%	28%	20%	34%	22%
Illegal immigration and border security	17%	26%	15%	24%	17%	22%	25%	16%	25%	19%	16%	22%	35%	19%	4%	25%	15%	3%	14%	15%	14%	11%	38%	2%	19%	20%	26%	14%	22%
Threats to democracy	12%	18%	26%	15%	29%	15%	12%	20%	15%	19%	21%	16%	7%	19%	30%	17%	17%	24%	2%	1%	11%	10%	3%	35%	20%	15%	12%	14%	23%
Abortion protections	23%	17%	6%	6%	6%	6%	18%	25%	9%	14%	11%	18%	2%	10%	28%	15%	13%	11%	8%	14%	13%	5%	3%	26%	12%	17%	15%	14%	12%
Social Security and Medicare	1%	8%	2%	9%	3%	8%	7%	2%	3%	7%	7%	4%	5%	4%	7%	5%	5%	6%	17%	7%	10%	8%	5%	6%	2%	3%	4%	3%	8%
Crime and public safety	4%	1%	7%	4%	7%	5%	3%	2%	3%	1%	6%	6%	6%	7%	0%	3%	9%	2%	11%	15%	5%	2%	7%	0%	6%	11%	3%	3%	2%
Gun control	4%	3%	2%	2%	1%	4%	3%	4%	1%	2%	5%	3%	1%	4%	5%	2%	1%	10%	0%	4%	4%	6%	1%	3%	5%	0%	6%	4%	2%
Healthcare	3%	1%	3%	5%	7%	2%	1%	3%	2%	3%	6%	0%	3%	1%	4%	1%	6%	4%	2%	2%	3%	3%	3%	3%	0%	1%	9%	3%	1%
Climate change	1%	3%	3%	1%	2%	2%	1%	3%	4%	3%	1%	1%	0%	3%	4%	2%	2%	4%	0%	1%	1%	3%	0%	4%	2%	2%	2%	2%	2%
National security	0%	4%	0%	3%	3%	0%	2%	3%	2%	1%	2%	2%	3%	0%	2%	2%	1%	4%	0%	1%	2%	1%	3%	1%	3%	1%	3%	1%	2%
Unsure	4%	3%	0%	6%	0%	6%	4%	2%	7%	4%	2%	2%	3%	2%	4%	3%	1%	8%	10%	10%	4%	9%	2%	5%	2%	2%	1%	6%	3%

Which one of the following issues is the most important to you in the election?

# Vote Method

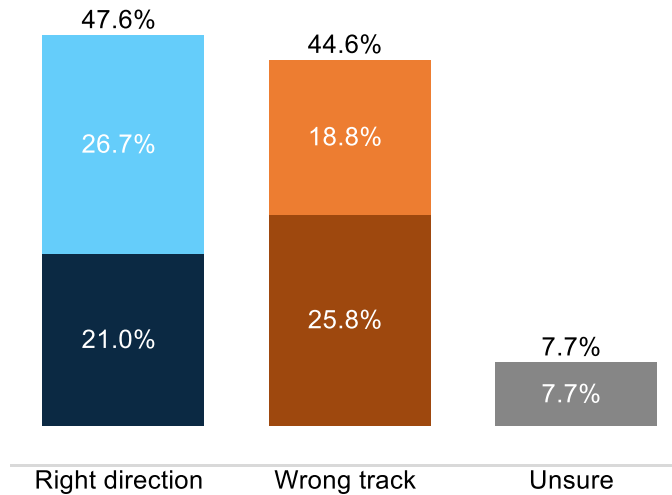


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	40%	38%	37%	34%	32%	38%	41%	37%	43%	41%	34%	35%	44%	38%	29%	39%	35%	34%	46%	36%	47%	64%	46%	28%	28%	37%	43%	38%	37%
Probably vote	15%	9%	12%	4%	7%	9%	15%	8%	7%	11%	13%	8%	11%	8%	10%	12%	6%	10%	19%	21%	15%	19%	10%	9%	17%	13%	11%	8%	8%
Already voted	45%	53%	51%	62%	60%	53%	45%	55%	49%	48%	53%	57%	46%	54%	61%	49%	58%	56%	34%	43%	38%	17%	44%	62%	56%	50%	46%	54%	55%
Vote in-person on Election Day	15%	17%	24%	20%	19%	25%	18%	12%	12%	24%	19%	19%	21%	18%	15%	19%	22%	12%	31%	31%	25%	41%	23%	12%	13%	19%	21%	24%	16%
Vote absentee by mail	7%	8%	6%	4%	6%	4%	7%	8%	4%	6%	6%	8%	7%	6%	5%	7%	5%	7%	20%	8%	13%	26%	6%	6%	1%	4%	6%	6%	9%
Vote early in-person	33%	22%	19%	14%	15%	17%	30%	25%	34%	22%	22%	16%	26%	22%	19%	25%	15%	24%	15%	17%	24%	16%	27%	19%	31%	27%	27%	17%	20%
Definitely vote in-person on Election Day	12%	15%	17%	20%	15%	21%	15%	12%	11%	21%	15%	16%	19%	14%	13%	16%	19%	10%	22%	20%	17%	31%	21%	10%	10%	15%	13%	22%	15%
Probably vote in-person on Election Day	2%	2%	7%	0%	4%	4%	4%	0%	2%	3%	4%	3%	2%	4%	2%	3%	3%	3%	9%	12%	8%	10%	1%	3%	4%	4%	8%	2%	1%
Definitely vote absentee by mail	7%	7%	6%	3%	6%	4%	6%	7%	4%	5%	5%	7%	6%	4%	5%	6%	5%	7%	17%	6%	11%	23%	5%	6%	0%	4%	6%	5%	8%
Probably vote absentee by mail	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	2%	0%	1%	0%	1%	2%	3%	2%	3%	1%	0%	1%	0%	0%	1%	1%
Definitely vote early in-person	22%	16%	14%	11%	12%	13%	20%	18%	28%	14%	15%	11%	18%	20%	10%	17%	12%	18%	7%	10%	19%	10%	20%	12%	18%	19%	24%	11%	14%
Probably vote early in-person	11%	6%	5%	3%	4%	4%	10%	7%	6%	7%	8%	5%	8%	2%	8%	8%	3%	7%	8%	7%	5%	6%	7%	7%	12%	9%	4%	6%	6%
Already voted absentee by mail	13%	29%	14%	28%	22%	19%	15%	28%	18%	19%	24%	19%	12%	24%	29%	20%	20%	27%	14%	17%	18%	13%	12%	32%	15%	14%	21%	16%	27%
Already voted early in-person	32%	24%	38%	34%	38%	33%	30%	27%	32%	29%	28%	38%	34%	30%	32%	29%	39%	29%	20%	27%	20%	4%	32%	31%	41%	36%	25%	38%	28%

How do you plan to vote in the November 5th general election for President and U.S. Congress?



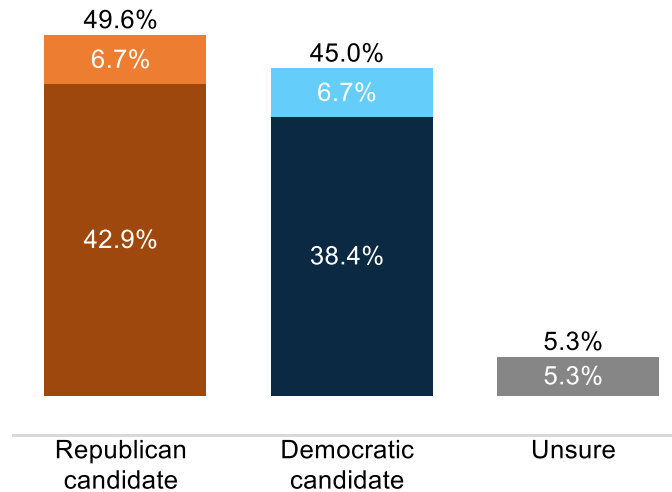
# State Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	38%	46%	48%	62%	48%	60%	45%	37%	51%	47%	44%	50%	77%	49%	14%	52%	50%	20%	33%	27%	35%	23%	80%	13%	49%	44%	50%	46%	49%
Wrong track	53%	44%	44%	34%	46%	35%	44%	56%	44%	45%	48%	42%	17%	41%	79%	42%	41%	66%	40%	47%	48%	64%	12%	80%	37%	43%	43%	47%	47%
Definitely the right direction	20%	17%	20%	29%	20%	27%	17%	19%	22%	21%	18%	24%	38%	17%	5%	21%	25%	10%	8%	9%	11%	7%	37%	4%	19%	17%	29%	25%	18%
Mostly the right direction	18%	29%	28%	33%	27%	34%	27%	18%	29%	26%	25%	27%	39%	31%	10%	31%	25%	9%	25%	19%	24%	16%	44%	10%	30%	28%	21%	21%	31%
Mostly the wrong track	22%	24%	17%	11%	20%	10%	20%	27%	17%	21%	19%	18%	8%	18%	31%	17%	21%	25%	18%	23%	23%	31%	6%	31%	24%	16%	17%	18%	20%
Definitely the wrong track	31%	21%	27%	23%	26%	25%	24%	30%	26%	24%	29%	24%	9%	22%	48%	25%	20%	41%	22%	24%	25%	32%	6%	49%	13%	27%	26%	28%	27%
Unsure	8%	10%	8%	4%	7%	5%	11%	6%	5%	8%	9%	8%	6%	11%	7%	6%	9%	14%	28%	25%	17%	13%	8%	7%	14%	13%	7%	7%	5%

Generally speaking, would you say things in Florida are headed in the right direction or off on the wrong track?

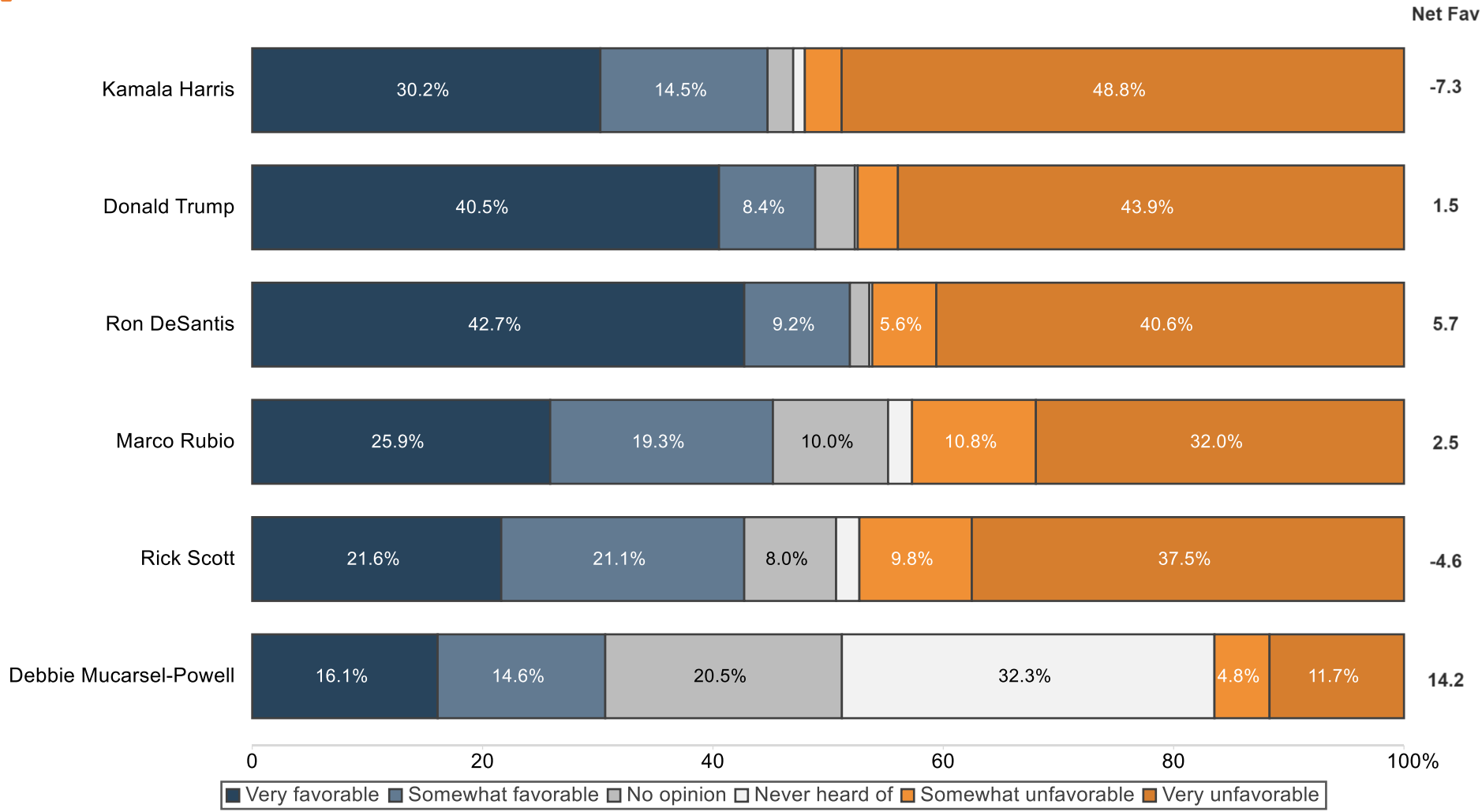
# Generic Congressional Ballot is R+5



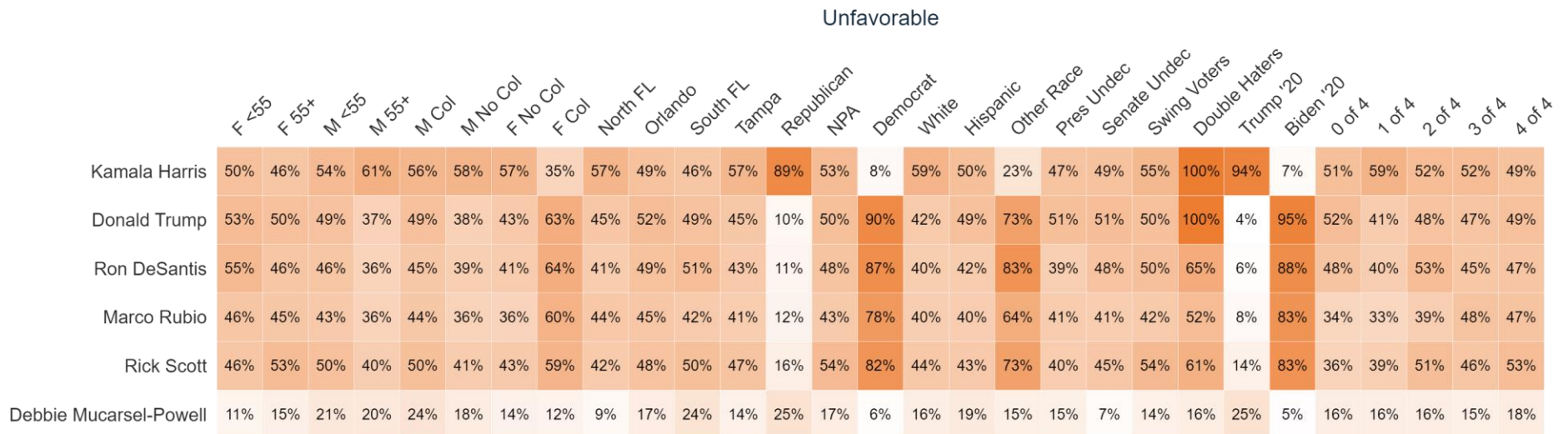
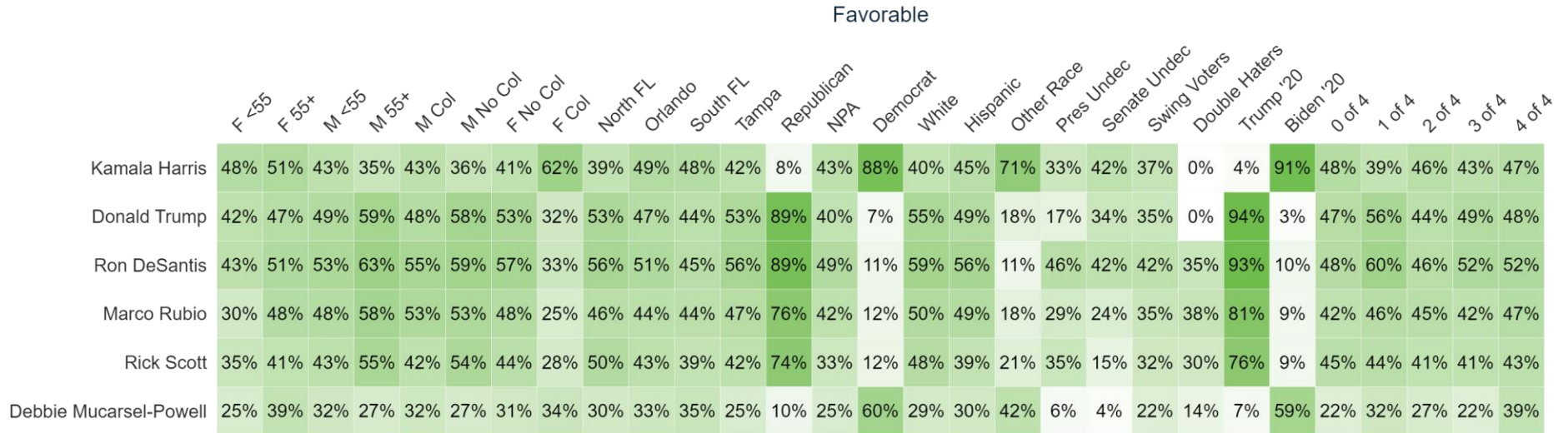
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Republican candidate	45%	44%	51%	61%	53%	58%	52%	33%	53%	46%	45%	55%	89%	47%	7%	56%	49%	19%	23%	34%	36%	30%	95%	2%	52%	55%	48%	49%	48%
Democratic candidate	47%	49%	46%	37%	45%	39%	39%	62%	41%	48%	49%	42%	9%	41%	90%	40%	44%	72%	33%	41%	36%	36%	4%	92%	43%	38%	44%	49%	47%
Definitely the Republican candidate	36%	41%	42%	55%	43%	53%	47%	26%	49%	40%	36%	48%	83%	30%	6%	49%	45%	13%	17%	26%	0%	10%	86%	2%	46%	47%	37%	43%	43%
Probably the Republican candidate	8%	4%	9%	7%	10%	5%	5%	7%	3%	6%	9%	7%	5%	18%	1%	7%	4%	6%	7%	9%	36%	20%	10%	0%	6%	9%	11%	7%	4%
Probably the Democratic candidate	8%	7%	7%	4%	5%	7%	6%	10%	5%	8%	11%	2%	2%	9%	12%	4%	9%	17%	21%	12%	36%	14%	2%	11%	2%	7%	8%	10%	4%
Definitely the Democratic candidate	39%	42%	39%	33%	40%	32%	34%	51%	36%	39%	39%	39%	7%	33%	79%	36%	36%	55%	11%	29%	0%	22%	2%	81%	42%	31%	35%	38%	43%
Unsure	8%	7%	3%	2%	2%	4%	9%	5%	6%	7%	5%	4%	2%	12%	3%	4%	6%	9%	44%	25%	28%	34%	1%	5%	4%	7%	8%	2%	6%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

# Image Tests

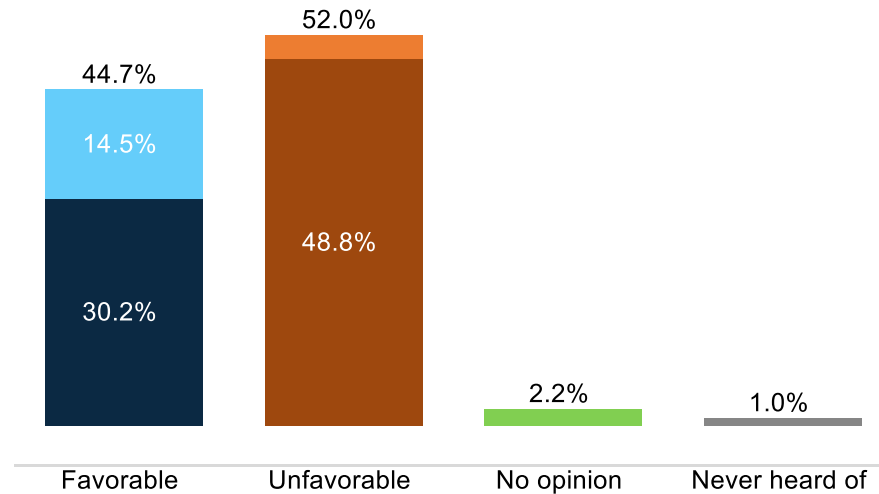


# Image Tests Heatmaps





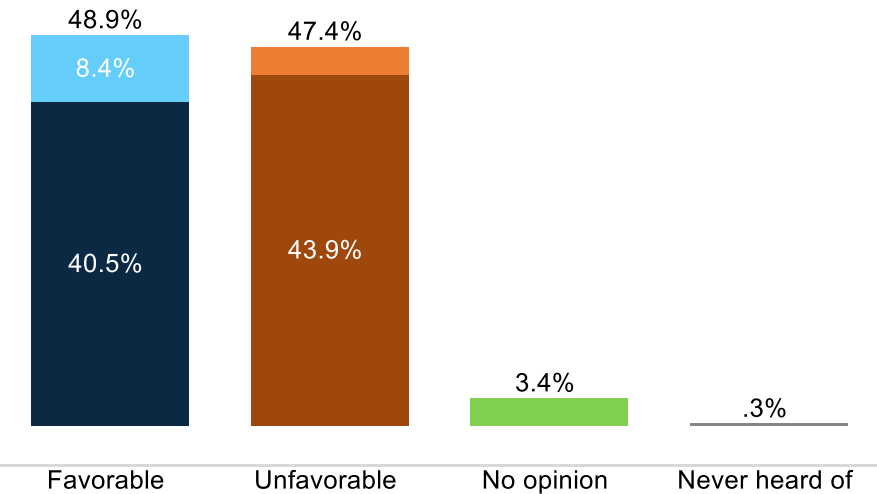
# Image: Kamala Harris



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	48%	51%	43%	35%	43%	36%	41%	62%	39%	49%	48%	42%	8%	43%	88%	40%	45%	71%	33%	42%	37%	4%	91%	48%	39%	46%	43%	47%
Unfavorable Total	50%	46%	54%	61%	56%	58%	57%	35%	57%	49%	46%	57%	89%	53%	8%	59%	50%	23%	47%	49%	55%	94%	7%	51%	59%	52%	52%	49%
Very favorable	31%	42%	21%	24%	26%	20%	27%	51%	23%	33%	33%	30%	5%	21%	66%	27%	28%	50%	21%	20%	14%	1%	65%	38%	23%	26%	28%	35%
Somewhat favorable	17%	8%	21%	11%	17%	16%	14%	11%	16%	16%	15%	12%	4%	22%	22%	13%	17%	21%	12%	21%	23%	2%	27%	10%	16%	20%	14%	12%
Somewhat unfavorable	4%	1%	4%	3%	4%	4%	3%	3%	4%	3%	4%	1%	2%	7%	2%	3%	1%	5%	15%	10%	12%	2%	1%	5%	4%	6%	2%	2%
Very unfavorable	46%	44%	49%	58%	53%	54%	54%	32%	53%	46%	42%	55%	87%	47%	6%	55%	50%	19%	32%	39%	43%	92%	5%	45%	55%	47%	51%	47%
No opinion	2%	4%	0%	2%	1%	2%	2%	3%	3%	0%	4%	1%	1%	3%	3%	1%	3%	4%	19%	6%	6%	1%	1%	1%	2%	0%	2%	3%
Never heard of	0%	0%	3%	1%	0%	4%	0%	0%	0%	2%	2%	0%	1%	1%	1%	1%	1%	2%	0%	4%	1%	1%	1%	0%	0%	2%	3%	0%

Do you have a favorable or unfavorable opinion of Kamala Harris?

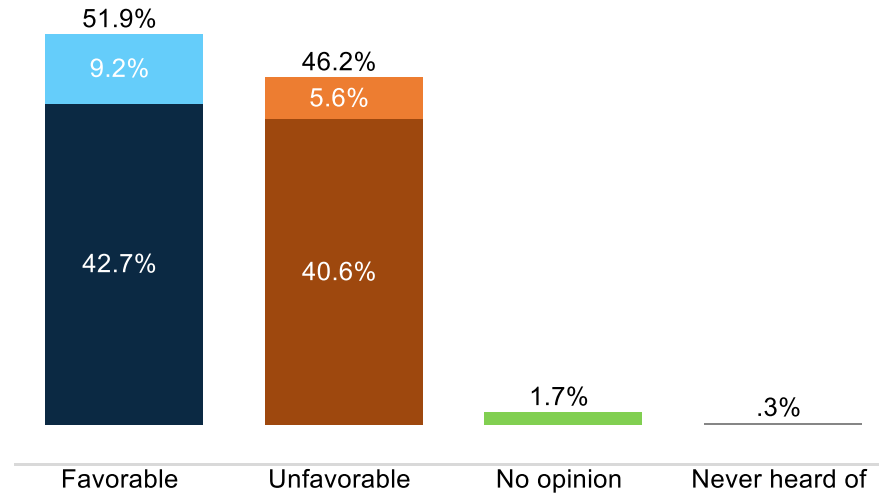
# Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	47%	49%	59%	48%	58%	53%	32%	53%	47%	44%	53%	89%	40%	7%	55%	49%	18%	17%	34%	35%	94%	3%	47%	56%	44%	49%	48%
Unfavorable Total	53%	50%	49%	37%	49%	38%	43%	63%	45%	52%	49%	45%	10%	50%	90%	42%	49%	73%	51%	51%	50%	4%	95%	52%	41%	48%	47%	49%
Very favorable	37%	37%	41%	48%	38%	50%	46%	24%	47%	38%	36%	43%	76%	32%	5%	47%	38%	12%	13%	20%	21%	80%	3%	38%	41%	40%	45%	38%
Somewhat favorable	6%	9%	8%	11%	10%	8%	7%	8%	6%	9%	8%	9%	13%	8%	2%	8%	11%	6%	4%	14%	14%	14%	1%	9%	15%	3%	4%	11%
Somewhat unfavorable	6%	1%	4%	2%	4%	2%	4%	4%	7%	4%	5%	0%	1%	9%	3%	3%	6%	3%	15%	8%	13%	1%	4%	5%	6%	3%	5%	2%
Very unfavorable	47%	48%	45%	35%	45%	36%	40%	59%	38%	48%	44%	44%	9%	42%	87%	39%	43%	70%	35%	42%	37%	3%	90%	46%	35%	45%	42%	48%
No opinion	5%	4%	1%	5%	2%	3%	3%	5%	2%	1%	7%	3%	1%	9%	2%	3%	2%	8%	33%	13%	14%	2%	1%	1%	3%	8%	3%	2%
Never heard of	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	2%	1%	0%	1%	0%	0%	0%	1%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?

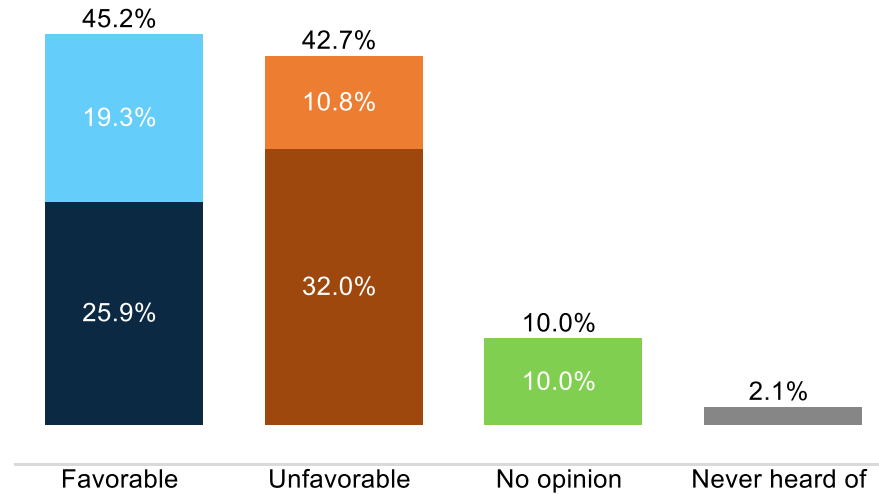
# Image: Ron DeSantis



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	51%	53%	63%	55%	59%	57%	33%	56%	51%	45%	56%	89%	49%	11%	59%	56%	11%	46%	42%	42%	35%	93%	10%	48%	60%	46%	52%	52%
Unfavorable Total	55%	46%	46%	36%	45%	39%	41%	64%	41%	49%	51%	43%	11%	48%	87%	40%	42%	83%	39%	48%	50%	65%	6%	88%	48%	40%	53%	45%	47%
Very favorable	39%	40%	41%	53%	42%	50%	48%	27%	47%	43%	35%	47%	80%	34%	7%	50%	44%	10%	33%	27%	25%	27%	80%	5%	37%	44%	41%	46%	42%
Somewhat favorable	4%	11%	12%	10%	14%	9%	8%	6%	10%	8%	10%	9%	9%	16%	4%	9%	12%	1%	13%	15%	18%	8%	14%	4%	11%	16%	5%	5%	10%
Somewhat unfavorable	7%	7%	5%	2%	5%	2%	8%	7%	4%	4%	10%	3%	1%	7%	9%	3%	7%	14%	11%	6%	15%	24%	1%	8%	12%	7%	11%	3%	3%
Very unfavorable	47%	38%	41%	34%	39%	37%	33%	57%	37%	45%	41%	39%	10%	40%	77%	37%	34%	69%	28%	42%	35%	40%	5%	80%	36%	33%	42%	42%	44%
No opinion	2%	3%	0%	1%	0%	1%	2%	3%	3%	0%	3%	1%	3%	1%	1%	1%	2%	4%	15%	8%	6%	0%	1%	2%	4%	0%	2%	2%	2%
Never heard of	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	2%	1%	0%	0%	1%	0%	0%	0%	1%	0%

Do you have a favorable or unfavorable opinion of Ron DeSantis?

# Image: Marco Rubio

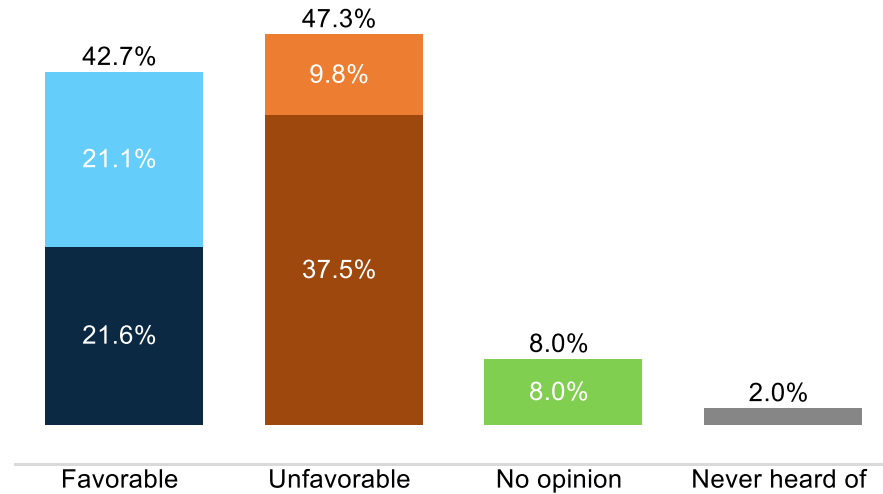


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	30%	48%	48%	58%	53%	53%	48%	25%	46%	44%	44%	47%	76%	42%	12%	50%	49%	18%	29%	24%	35%	38%	81%	9%	42%	46%	45%	42%	47%
Unfavorable Total	46%	45%	43%	36%	44%	36%	36%	60%	44%	45%	42%	41%	12%	43%	78%	40%	40%	64%	41%	41%	42%	52%	8%	83%	34%	33%	39%	48%	47%
Very favorable	19%	29%	20%	37%	28%	28%	28%	17%	28%	23%	24%	28%	51%	19%	3%	29%	28%	9%	4%	6%	11%	18%	50%	1%	24%	23%	27%	25%	28%
Somewhat favorable	11%	19%	28%	21%	24%	25%	20%	9%	18%	20%	19%	19%	25%	24%	9%	21%	21%	9%	25%	18%	24%	20%	31%	8%	18%	24%	19%	17%	19%
Somewhat unfavorable	16%	8%	10%	8%	11%	7%	9%	17%	18%	8%	11%	8%	4%	12%	16%	10%	10%	17%	20%	16%	19%	18%	4%	17%	8%	9%	15%	14%	8%
Very unfavorable	30%	36%	34%	28%	33%	29%	27%	43%	27%	37%	31%	32%	8%	30%	62%	30%	31%	47%	21%	25%	23%	34%	4%	65%	26%	24%	24%	34%	39%
No opinion	21%	6%	6%	5%	3%	8%	14%	11%	8%	10%	12%	10%	10%	15%	6%	9%	7%	15%	29%	26%	20%	10%	9%	7%	16%	16%	16%	9%	4%
Never heard of	4%	1%	2%	1%	0%	3%	2%	4%	2%	1%	2%	3%	2%	0%	4%	1%	3%	3%	0%	9%	2%	0%	3%	2%	9%	4%	0%	2%	1%

Do you have a favorable or unfavorable opinion of Marco Rubio?



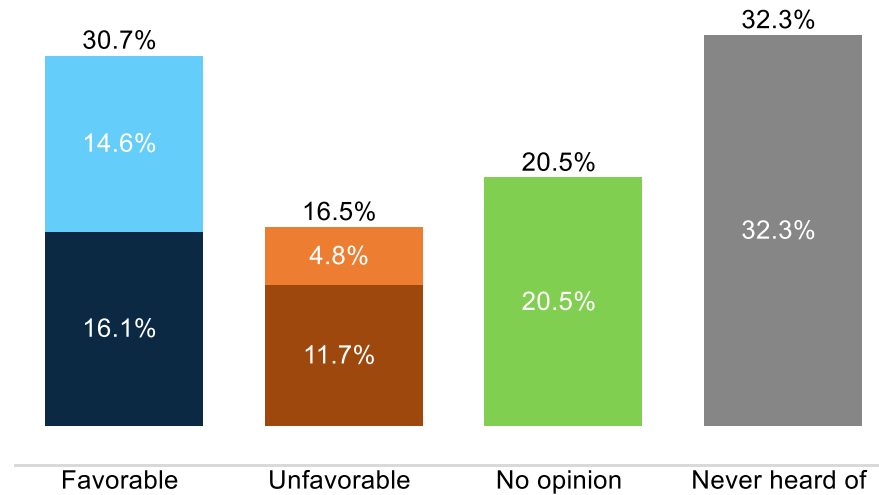
# Image: Rick Scott



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	41%	43%	55%	42%	54%	44%	28%	50%	43%	39%	42%	74%	33%	12%	48%	39%	21%	35%	15%	32%	30%	76%	9%	45%	44%	41%	41%	43%
Unfavorable Total	46%	53%	50%	40%	50%	41%	43%	59%	42%	48%	50%	47%	16%	54%	82%	44%	43%	73%	40%	45%	54%	61%	14%	83%	36%	39%	51%	46%	53%
Very favorable	15%	25%	15%	33%	27%	20%	23%	15%	20%	22%	20%	23%	42%	13%	3%	23%	23%	12%	8%	3%	7%	5%	41%	2%	16%	22%	20%	22%	23%
Somewhat favorable	20%	16%	28%	22%	15%	34%	21%	14%	29%	21%	18%	19%	32%	19%	9%	24%	16%	9%	26%	12%	24%	26%	35%	7%	28%	23%	21%	19%	21%
Somewhat unfavorable	12%	12%	7%	7%	8%	6%	10%	16%	6%	9%	13%	9%	3%	19%	11%	9%	7%	19%	15%	14%	19%	20%	6%	11%	12%	9%	18%	6%	8%
Very unfavorable	33%	41%	42%	33%	42%	35%	33%	43%	36%	39%	37%	38%	12%	34%	71%	35%	36%	54%	26%	31%	36%	41%	7%	72%	24%	30%	33%	40%	44%
No opinion	14%	6%	6%	5%	7%	4%	11%	8%	5%	8%	10%	8%	8%	11%	4%	7%	14%	3%	22%	32%	10%	6%	8%	6%	13%	11%	7%	11%	4%
Never heard of	6%	0%	1%	0%	0%	1%	2%	4%	3%	1%	1%	3%	2%	2%	2%	2%	3%	3%	2%	7%	4%	3%	2%	2%	6%	6%	1%	2%	0%

Do you have a favorable or unfavorable opinion of Rick Scott?

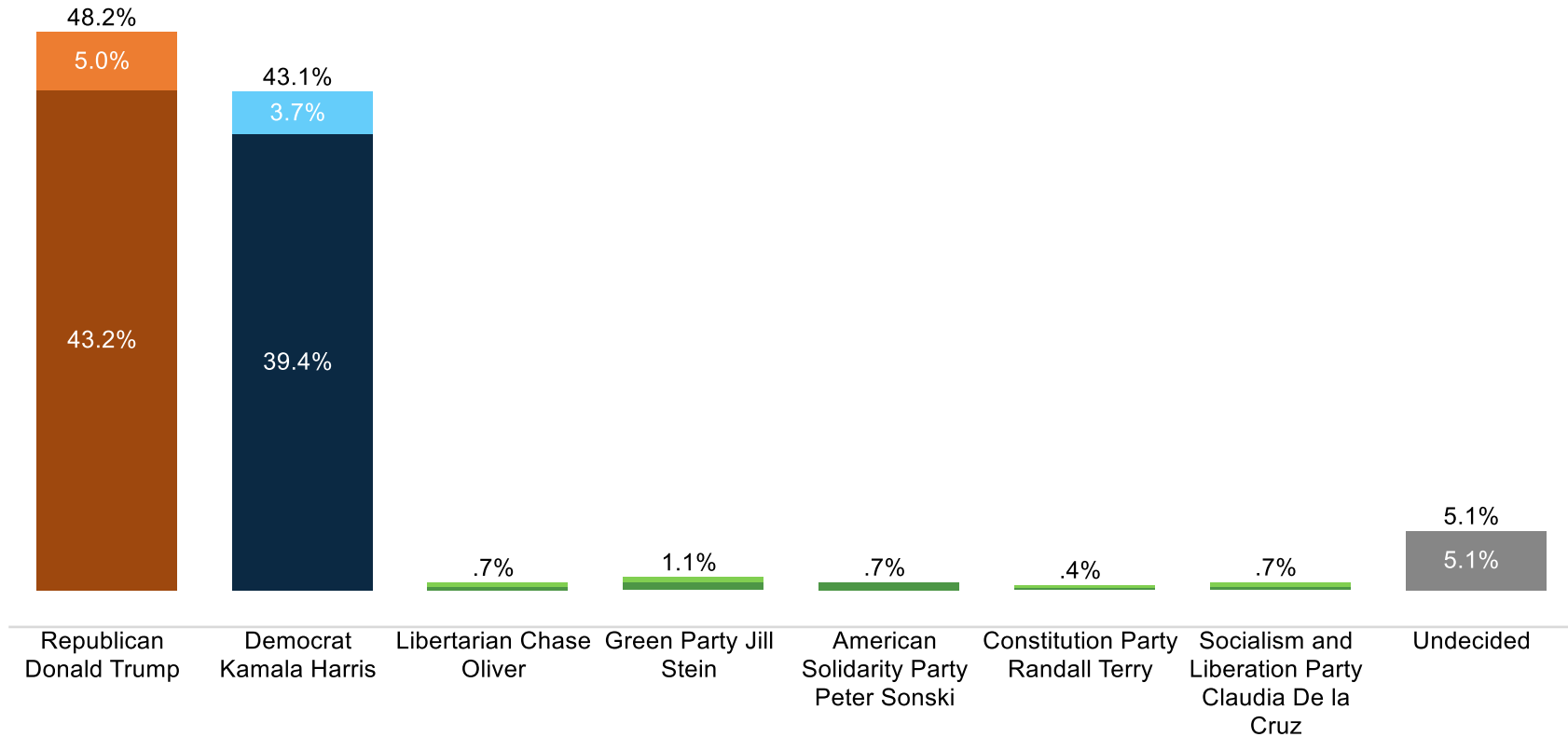
# Image: Debbie Mucarsel-Powell



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	25%	39%	32%	27%	32%	27%	31%	34%	30%	33%	35%	25%	10%	25%	60%	29%	30%	42%	6%	4%	22%	14%	7%	59%	22%	32%	27%	22%	39%
Unfavorable Total	11%	15%	21%	20%	24%	18%	14%	12%	9%	17%	24%	14%	25%	17%	6%	16%	19%	15%	15%	7%	14%	16%	25%	5%	16%	16%	16%	15%	18%
Very favorable	13%	25%	12%	14%	15%	11%	18%	20%	17%	17%	16%	15%	5%	9%	36%	14%	17%	27%	0%	2%	4%	0%	1%	35%	9%	14%	8%	13%	24%
Somewhat favorable	13%	14%	20%	13%	17%	16%	13%	14%	13%	15%	19%	11%	6%	17%	24%	15%	13%	16%	6%	2%	18%	14%	6%	24%	13%	18%	19%	9%	15%
Somewhat unfavorable	2%	4%	7%	6%	9%	5%	4%	2%	4%	4%	6%	4%	6%	7%	3%	4%	5%	9%	6%	4%	6%	8%	6%	4%	6%	2%	8%	4%	5%
Very unfavorable	9%	11%	14%	14%	15%	12%	10%	10%	4%	13%	17%	10%	20%	11%	3%	12%	14%	6%	8%	3%	8%	9%	20%	1%	10%	14%	8%	11%	13%
No opinion	23%	24%	17%	18%	20%	15%	20%	26%	15%	19%	19%	27%	22%	25%	14%	21%	22%	17%	46%	36%	27%	17%	24%	17%	28%	20%	18%	26%	17%
Never heard of	41%	23%	30%	35%	24%	40%	36%	27%	47%	32%	22%	34%	43%	32%	20%	34%	28%	26%	33%	53%	37%	53%	44%	19%	34%	32%	39%	38%	26%

Do you have a favorable or unfavorable opinion of Debbie Mucarsel-Powell?

# Presidential Ballot



If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

# Presidential Ballot

		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump		40%	44%	49%	63%	52%	59%	50%	31%	50%	49%	43%	52%	86%	44%	7%	55%	50%	14%	33%	35%	28%	94%	3%	49%	52%	42%	52%	47%
Democrat Kamala Harris		45%	49%	42%	34%	41%	36%	40%	58%	41%	49%	44%	40%	8%	38%	88%	38%	40%	72%	35%	32%	12%	2%	91%	49%	38%	41%	41%	46%
Libertarian Chase Oliver		0%	0%	2%	1%	3%	1%	0%	0%	2%	0%	0%	1%	1%	2%	0%	1%	1%	0%	0%	3%	2%	1%	0%	0%	2%	1%	0%	1%
Green Party Jill Stein		3%	0%	1%	1%	2%	0%	2%	0%	2%	0%	2%	1%	1%	2%	1%	1%	3%	2%	3%	3%	24%	1%	1%	0%	0%	2%	2%	1%
American Solidarity Party Peter Sonski		2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%	3%	0%	0%	0%	5%	0%	4%	0%	0%	0%	0%	4%	0%	0%	
Constitution Party Randall Terry		1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	3%	0%	0%
Socialism and Liberation Party Claudia De la...		2%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	2%	2%	3%	5%	0%	0%	0%	2%	1%	1%	0%
Definitely Republican Donald Trump		36%	40%	44%	55%	44%	53%	46%	27%	47%	42%	38%	46%	83%	32%	5%	50%	43%	13%	21%	22%	11%	86%	3%	43%	42%	38%	48%	43%
Probably Republican Donald Trump		4%	4%	5%	8%	8%	5%	4%	3%	3%	6%	5%	6%	3%	12%	1%	5%	7%	1%	12%	14%	18%	7%	0%	6%	10%	3%	4%	4%
Definitely Democrat Kamala Harris		42%	44%	38%	32%	40%	31%	35%	54%	38%	42%	40%	38%	8%	34%	82%	36%	34%	65%	27%	18%	8%	1%	84%	48%	33%	36%	36%	44%
Probably Democrat Kamala Harris		4%	4%	5%	2%	1%	5%	4%	4%	3%	7%	4%	2%	1%	5%	6%	2%	6%	7%	8%	14%	4%	1%	6%	1%	5%	5%	5%	2%
Definitely Libertarian Chase Oliver		0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	1%	0%	0%
Probably Libertarian Chase Oliver		0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%
Definitely Green Party Jill Stein		2%	0%	0%	1%	1%	0%	2%	0%	2%	0%	1%	0%	1%	1%	1%	1%	2%	2%	1%	17%	1%	0%	0%	0%	2%	1%	0%	
Probably Green Party Jill Stein		1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	2%	0%	1%	1%	7%	0%	1%	0%	0%	0%	1%	1%
Definitely American Solidarity Party Peter...		2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%	3%	0%	0%	0%	5%	0%	4%	0%	0%	0%	0%	4%	0%	0%	
Probably American Solidarity Party Peter Sonski		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Definitely Constitution Party Randall Terry		1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	
Probably Constitution Party Randall Terry		0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Definitely Socialism and Liberation Party...		1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	2%	2%	0%	0%	0%	1%	1%	0%	0%	
Probably Socialism and Liberation Party Claud...		1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	2%	1%	1%	3%	0%	0%	0%	1%	1%	1%	0%
Undecided		7%	8%	3%	2%	2%	3%	7%	7%	4%	3%	6%	6%	3%	9%	3%	5%	4%	6%	27%	20%	30%	2%	4%	2%	6%	6%	4%	5%

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?



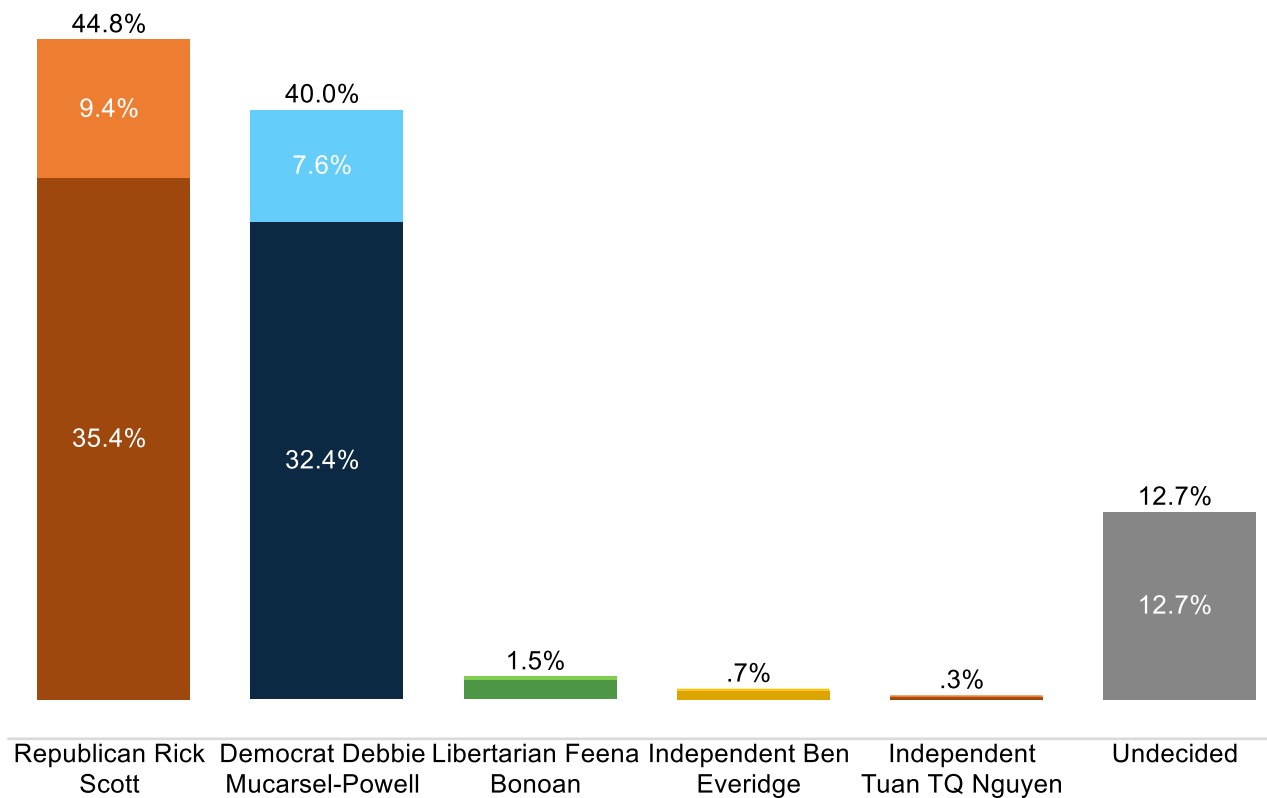
CYGNAL



# Percent Change: Generic to Presidential Ballot

		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
	Republican candidate	-4%	-1%	-1%	1%	-1%	1%	-2%	-2%	-2%	3%	-3%	-3%	-2%	-3%	0%	-1%	1%	-5%	-23%	-1%	-1%	-2%	-2%	1%	-3%	-4%	-6%	3%	0%
	Democratic candidate	-2%	0%	-4%	-2%	-3%	-3%	1%	-4%	0%	1%	-5%	-2%	-1%	-3%	-2%	-2%	-4%	0%	-33%	-6%	-4%	-24%	-1%	-2%	6%	0%	-3%	-8%	-1%
Definitely the Republican candidate		0%	-1%	2%	0%	0%	1%	-1%	1%	-2%	2%	2%	-1%	-1%	2%	0%	1%	-2%	0%	-17%	-4%	22%	1%	1%	1%	-3%	-5%	2%	5%	0%
Probably the Republican candidate		-4%	0%	-3%	1%	-2%	0%	-1%	-4%	0%	1%	-5%	-1%	-2%	-5%	0%	-2%	3%	-5%	-7%	3%	-22%	-2%	-3%	0%	0%	1%	-8%	-2%	0%
Definitely the Democratic candidate		2%	3%	-1%	0%	0%	-1%	2%	3%	2%	3%	1%	-1%	0%	1%	3%	0%	-1%	10%	-11%	-2%	18%	-14%	-1%	3%	7%	2%	1%	-2%	1%
Probably the Democratic candidate		-4%	-3%	-2%	-2%	-3%	-1%	-1%	-7%	-3%	-2%	-7%	0%	-1%	-4%	-6%	-2%	-2%	-10%	-21%	-4%	-21%	-10%	0%	-5%	-1%	-2%	-4%	-6%	-2%
Unsure		-1%	1%	0%	0%	0%	0%	-2%	2%	-2%	-4%	1%	3%	1%	-3%	0%	1%	-2%	-4%	56%	2%	-9%	-5%	2%	-1%	-3%	0%	-2%	2%	0%

# U.S. Senate Ballot



*If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?*

# U.S. Senate Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Rick Scott	37%	41%	44%	60%	49%	54%	46%	29%	49%	45%	43%	44%	81%	40%	7%	50%	44%	20%	15%	32%	29%	84%	4%	44%	43%	44%	44%	46%
Democrat Debbie Mucarsel-Powell	40%	47%	41%	30%	43%	30%	36%	54%	39%	39%	43%	38%	9%	36%	80%	38%	37%	58%	13%	30%	13%	3%	83%	37%	34%	42%	34%	47%
Libertarian Feena Bonoan	3%	0%	3%	0%	2%	1%	2%	1%	4%	1%	1%	1%	2%	3%	0%	2%	1%	1%	0%	4%	12%	2%	1%	2%	1%	3%	3%	0%
Independent Ben Everidge	0%	0%	1%	1%	0%	2%	0%	0%	1%	0%	2%	0%	1%	2%	0%	1%	0%	1%	2%	3%	3%	1%	0%	0%	0%	1%	1%	1%
Independent Tuan TQ Nguyen	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	2%	1%	6%	0%	0%	0%	1%	0%	0%	0%
Definitely Republican Rick Scott	25%	33%	36%	50%	41%	45%	35%	20%	36%	36%	31%	38%	66%	27%	6%	40%	36%	10%	9%	13%	15%	69%	3%	35%	32%	35%	32%	40%
Probably Republican Rick Scott	12%	7%	8%	10%	8%	9%	11%	9%	13%	9%	12%	5%	15%	13%	1%	10%	7%	10%	6%	19%	14%	15%	1%	10%	11%	10%	12%	7%
Definitely Democrat Debbie Mucarsel-Powell	30%	39%	32%	28%	36%	25%	28%	43%	31%	35%	32%	32%	7%	26%	68%	31%	28%	48%	4%	17%	9%	1%	70%	28%	23%	29%	28%	41%
Probably Democrat Debbie Mucarsel-Powell	11%	8%	9%	2%	6%	5%	8%	11%	8%	4%	11%	6%	2%	10%	12%	7%	9%	10%	9%	13%	4%	2%	13%	9%	11%	12%	5%	5%
Definitely Libertarian Feena Bonoan	3%	0%	2%	0%	2%	0%	2%	1%	2%	1%	1%	1%	2%	3%	0%	2%	1%	1%	0%	4%	12%	1%	1%	2%	1%	3%	2%	0%
Probably Libertarian Feena Bonoan	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Definitely Independent Ben Everidge	0%	0%	1%	1%	0%	2%	0%	0%	0%	0%	2%	0%	2%	0%	1%	0%	1%	2%	3%	3%	1%	0%	0%	0%	1%	1%	0%	0%
Probably Independent Ben Everidge	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Definitely Independent Tuan TQ Nguyen	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Probably Independent Tuan TQ Nguyen	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	3%	0%	0%	0%	1%	0%	0%	0%
Undecided	19%	12%	11%	8%	5%	13%	16%	15%	8%	15%	10%	16%	7%	19%	12%	9%	18%	20%	67%	31%	38%	10%	11%	17%	22%	10%	18%	6%

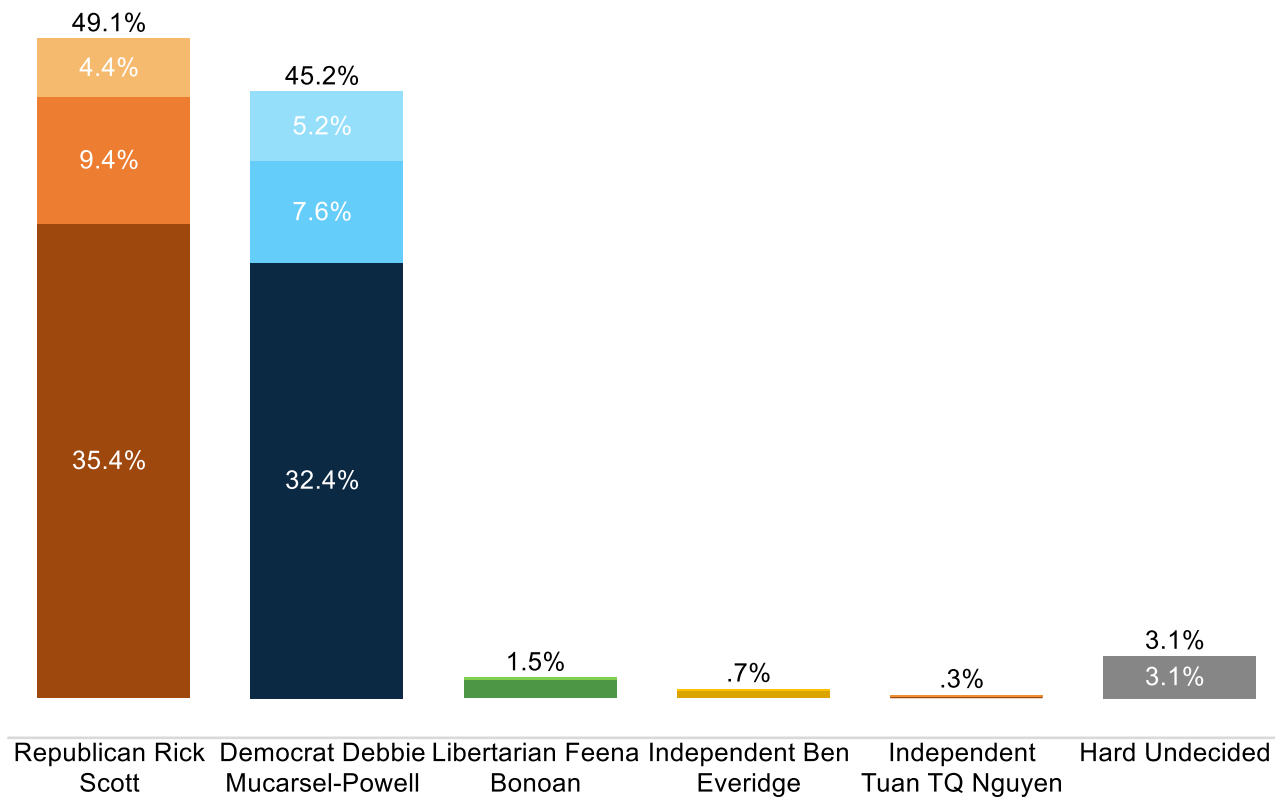
If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

# Percent Change: Generic to U.S. Senate Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Republican candidate	-8%	-3%	-7%	-1%	-4%	-4%	-7%	-4%	-4%	-1%	-2%	-11%	-8%	-8%	1%	-6%	-6%	2%	-9%	-34%	-4%	-2%	-11%	1%	-8%	-13%	-4%	-5%	-1%
Democratic candidate	-7%	-2%	-5%	-6%	-2%	-9%	-3%	-7%	-2%	-9%	-6%	-3%	0%	-6%	-10%	-2%	-8%	-14%	-19%	-41%	-5%	-23%	-1%	-9%	-6%	-4%	-2%	-15%	0%
Definitely the Republican candidate	-11%	-7%	-6%	-5%	-3%	-8%	-12%	-5%	-13%	-4%	-5%	-9%	-17%	-3%	0%	-8%	-9%	-3%	-8%	-26%	13%	5%	-17%	1%	-11%	-15%	-2%	-11%	-4%
Probably the Republican candidate	4%	4%	-1%	3%	-2%	5%	6%	1%	9%	3%	3%	-2%	9%	-5%	0%	2%	3%	4%	-1%	-9%	-17%	-6%	6%	1%	4%	2%	-2%	6%	2%
Definitely the Democratic candidate	-10%	-3%	-6%	-5%	-4%	-7%	-5%	-8%	-5%	-4%	-6%	-7%	0%	-7%	-10%	-5%	-8%	-7%	-7%	-29%	17%	-13%	-1%	-11%	-13%	-8%	-6%	-10%	-1%
Probably the Democratic candidate	3%	1%	2%	-2%	2%	-1%	2%	1%	2%	-4%	1%	4%	1%	1%	0%	3%	1%	-7%	-12%	-12%	-23%	-10%	0%	2%	7%	4%	4%	-5%	1%
Unsure	11%	5%	7%	6%	3%	9%	7%	10%	1%	9%	5%	13%	5%	7%	9%	5%	12%	11%	23%	75%	2%	4%	9%	6%	12%	15%	2%	16%	0%



# Combined U.S. Senate Ballot



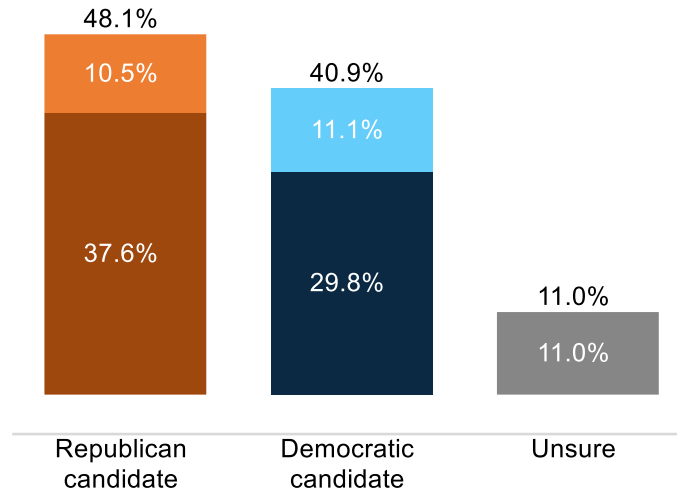
*If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?*

# Combined U.S. Senate Ballot

		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican NPA	Democrat White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4		
Republican Rick Scott		44%	44%	50%	62%	52%	58%	51%	33%	50%	47%	46%	53%	87%	46%	8%	54%	52%	21%	32%	34%	38%	34%	93%	4%	52%	56%	44%	49%	48%
Democrat Debbie Mucarsel-Powell		48%	51%	44%	35%	43%	37%	42%	62%	42%	48%	48%	42%	9%	41%	91%	41%	44%	70%	37%	41%	38%	22%	3%	93%	43%	39%	45%	45%	49%
Independent Ben Everidge		0%	0%	1%	1%	0%	2%	0%	0%	1%	0%	2%	0%	1%	2%	0%	1%	0%	1%	2%	0%	3%	3%	1%	0%	0%	0%	1%	1%	1%
Independent Tuan TQ Nguyen		0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%	1%	6%	0%	0%	0%	1%	0%	0%	0%	0%
Libertarian Feena Bonoan		3%	0%	3%	0%	2%	1%	2%	1%	4%	1%	1%	1%	2%	3%	0%	2%	1%	1%	0%	0%	4%	12%	2%	1%	2%	1%	3%	3%	0%
Definitely Republican Rick Scott		25%	33%	36%	50%	41%	45%	35%	20%	36%	36%	31%	38%	66%	27%	6%	40%	36%	10%	9%	0%	13%	15%	69%	3%	35%	32%	35%	32%	40%
Probably Republican Rick Scott		12%	7%	8%	10%	8%	9%	11%	9%	13%	9%	12%	5%	15%	13%	1%	10%	7%	10%	6%	0%	19%	14%	15%	1%	10%	11%	10%	12%	7%
Lean Republican Rick Scott		7%	3%	6%	2%	4%	4%	6%	4%	1%	3%	2%	9%	6%	6%	1%	4%	8%	1%	17%	34%	6%	6%	9%	0%	8%	13%	0%	5%	1%
Definitely Democrat Debbie Mucarsel-Powell		30%	39%	32%	28%	36%	25%	28%	43%	31%	35%	32%	32%	7%	26%	68%	31%	28%	48%	4%	0%	17%	9%	1%	70%	28%	23%	29%	28%	41%
Probably Democrat Debbie Mucarsel-Powell		11%	8%	9%	2%	6%	5%	8%	11%	8%	4%	11%	6%	2%	10%	12%	7%	9%	10%	9%	0%	13%	4%	2%	13%	9%	11%	12%	5%	5%
Lean Democrat Debbie Mucarsel-Powell		8%	5%	3%	5%	1%	7%	5%	7%	3%	9%	5%	4%	0%	5%	11%	3%	7%	12%	24%	41%	8%	9%	1%	9%	6%	5%	4%	11%	2%
Definitely Independent Ben Everidge		0%	0%	1%	1%	0%	2%	0%	0%	0%	0%	2%	0%	0%	2%	0%	1%	0%	1%	2%	0%	3%	3%	1%	0%	0%	0%	1%	1%	0%
Probably Independent Ben Everidge		0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Definitely Independent Tuan TQ Nguyen		0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Independent Tuan TQ Nguyen		0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	1%	3%	0%	0%	0%	1%	0%	0%	0%	0%
Definitely Libertarian Feena Bonoan		3%	0%	2%	0%	2%	0%	2%	1%	2%	1%	1%	1%	2%	3%	0%	2%	1%	1%	0%	0%	4%	12%	1%	1%	2%	1%	3%	2%	0%
Probably Libertarian Feena Bonoan		0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Hard Undecideds		4%	4%	2%	1%	1%	2%	5%	4%	3%	4%	3%	3%	1%	8%	1%	2%	3%	6%	27%	25%	17%	23%	1%	2%	3%	3%	6%	2%	2%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

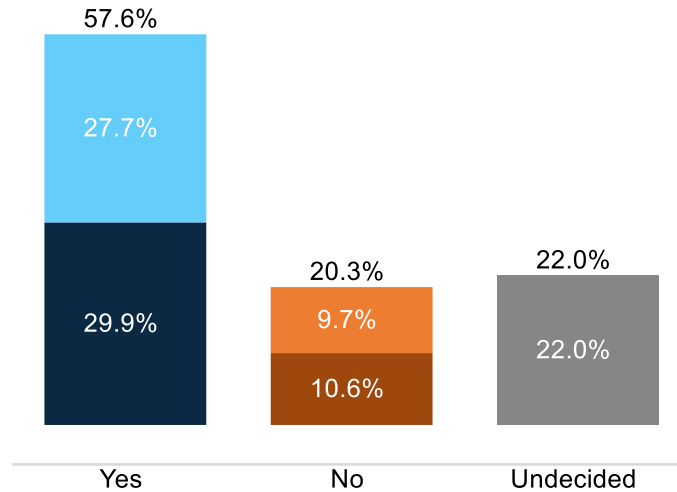
# 2026 Generic Ballot for Governor: R+7



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Republican candidate	42%	44%	48%	61%	52%	56%	50%	32%	53%	43%	44%	53%	88%	42%	6%	55%	47%	17%	19%	27%	31%	34%	93%	3%	49%	49%	48%	50%	47%
Democratic candidate	44%	44%	40%	33%	36%	38%	37%	55%	37%	45%	45%	36%	6%	35%	87%	35%	41%	70%	9%	33%	30%	23%	3%	85%	42%	37%	38%	40%	44%
Definitely the Republican candidate	35%	34%	38%	44%	36%	46%	42%	24%	42%	37%	30%	43%	74%	24%	4%	44%	36%	10%	14%	20%	10%	19%	75%	2%	36%	37%	36%	40%	37%
Probably the Republican candidate	7%	10%	10%	16%	16%	10%	9%	8%	11%	6%	14%	10%	14%	18%	2%	11%	11%	7%	5%	8%	21%	16%	18%	1%	12%	11%	12%	9%	10%
Probably the Democratic candidate	15%	10%	13%	6%	6%	12%	8%	18%	7%	12%	14%	10%	2%	18%	16%	8%	18%	17%	5%	14%	19%	4%	2%	22%	13%	14%	14%	9%	9%
Definitely the Democratic candidate	29%	34%	28%	27%	30%	26%	29%	37%	30%	33%	31%	27%	4%	17%	71%	28%	23%	52%	4%	19%	11%	19%	1%	63%	29%	23%	24%	31%	35%
Unsure	14%	12%	11%	6%	12%	5%	13%	13%	10%	12%	11%	11%	6%	23%	7%	10%	12%	13%	72%	40%	39%	43%	5%	12%	9%	14%	14%	10%	9%

If the election for Governor was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Governor?

# Medicaid Expansion Initiative

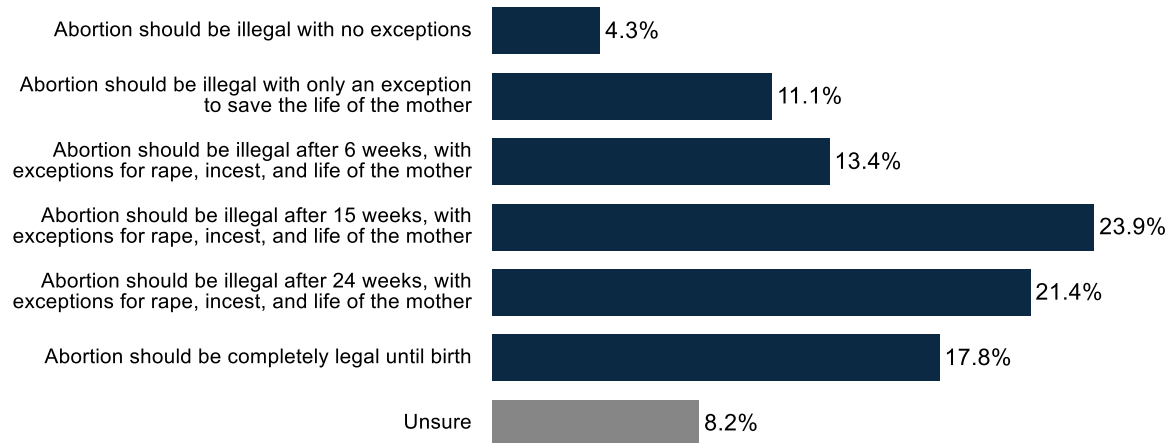


	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes Total	65%	54%	61%	48%	62%	50%	58%	64%	55%	57%	62%	56%	42%	58%	76%	55%	64%	70%	44%	55%	53%	57%	40%	78%	56%	60%	59%	62%	54%
No Total	14%	13%	22%	35%	24%	31%	14%	13%	28%	16%	14%	25%	29%	20%	11%	24%	14%	13%	5%	11%	15%	14%	33%	7%	18%	12%	25%	21%	22%
Definitely yes	32%	27%	32%	28%	35%	27%	27%	34%	33%	29%	33%	25%	18%	27%	48%	24%	42%	39%	12%	26%	21%	22%	17%	46%	21%	26%	29%	38%	29%
Probably yes	33%	28%	28%	20%	26%	23%	31%	31%	22%	28%	28%	30%	25%	31%	28%	31%	22%	30%	31%	29%	32%	35%	23%	32%	35%	34%	30%	24%	25%
Probably no	8%	9%	10%	12%	11%	10%	10%	7%	8%	10%	7%	13%	13%	9%	7%	11%	6%	7%	5%	4%	10%	8%	15%	3%	12%	8%	13%	5%	12%
Definitely no	6%	4%	12%	23%	13%	21%	4%	6%	19%	7%	7%	12%	16%	11%	4%	12%	8%	6%	0%	7%	6%	6%	18%	4%	7%	4%	12%	16%	10%
Undecided	20%	32%	17%	17%	14%	19%	28%	22%	17%	27%	24%	20%	28%	22%	13%	22%	22%	17%	51%	34%	32%	29%	27%	15%	25%	28%	17%	17%	24%

An amendment to the Florida State Constitution may be on the ballot in 2026 which would require Florida to expand Medicaid coverage to individuals age 18 – 65 with incomes at or below 138% of the federal poverty level. Would you vote “yes” or “no” on this amendment?



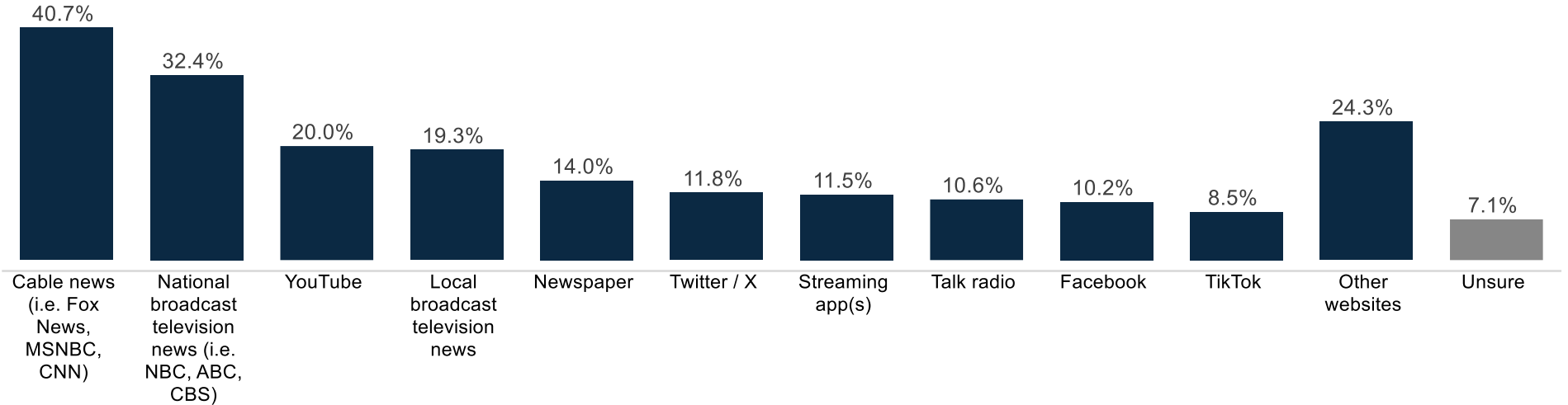
# Abortion Position: Only 18% Support No Restrictions



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Strict Illegal	13%	14%	17%	18%	15%	21%	15%	11%	24%	18%	12%	12%	25%	9%	8%	15%	14%	17%	7%	10%	10%	8%	27%	5%	21%	9%	14%	18%	16%
	Abortion should be illegal with no exceptions	4%	6%	2%	4%	2%	4%	5%	6%	5%	6%	3%	4%	6%	3%	4%	4%	1%	11%	5%	2%	3%	3%	6%	3%	9%	0%	1%	5%	6%
	Abortion should be illegal with only an exception to save the life of the mother	9%	7%	15%	15%	13%	16%	10%	5%	19%	12%	9%	8%	19%	7%	4%	11%	12%	6%	2%	8%	8%	5%	21%	2%	12%	8%	12%	14%	10%
	Short Weeks Exceptions	36%	41%	33%	39%	37%	35%	40%	37%	34%	34%	39%	40%	49%	41%	22%	37%	45%	30%	30%	44%	42%	48%	49%	25%	28%	40%	43%	34%	37%
	Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother	11%	17%	16%	10%	12%	14%	15%	12%	9%	16%	16%	11%	21%	16%	4%	13%	19%	9%	14%	9%	16%	15%	22%	4%	10%	9%	17%	10%	17%
	Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother	26%	24%	17%	29%	25%	21%	24%	25%	25%	18%	23%	29%	28%	25%	18%	24%	26%	22%	15%	35%	26%	33%	28%	21%	19%	31%	26%	24%	21%
	Long Weeks Exception: Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother	23%	18%	26%	19%	26%	20%	21%	21%	19%	19%	18%	27%	14%	19%	31%	23%	19%	20%	5%	14%	16%	16%	13%	30%	24%	27%	17%	22%	20%
	No Limitations: Abortion should be completely legal until birth	21%	16%	20%	14%	19%	16%	16%	22%	18%	20%	19%	15%	4%	18%	34%	18%	16%	22%	22%	16%	15%	25%	4%	33%	14%	16%	21%	19%	17%
	Unsure	7%	11%	4%	11%	4%	9%	8%	10%	5%	9%	12%	6%	8%	13%	6%	7%	7%	11%	36%	16%	17%	3%	7%	7%	12%	9%	5%	6%	10%

Which of the following options most closely describes your position on the issue of abortion?

# News Source



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	North FL	Orlando	South FL	Tampa	Republican	NPA	Democrat	White	Hispanic	Other Race	Pres Undec	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast television news (i.e. NBC, ABC, CBS)	25%	43%	26%	36%	30%	33%	33%	35%	32%	26%	40%	30%	20%	30%	48%	32%	28%	43%	34%	23%	27%	26%	19%	50%	24%	28%	27%	37%	36%
Local broadcast television news	12%	24%	17%	25%	18%	24%	18%	18%	24%	14%	23%	17%	19%	19%	20%	20%	15%	22%	26%	19%	21%	13%	17%	23%	21%	16%	21%	15%	23%
Cable news (i.e. Fox News, MSNBC, CNN)	24%	53%	35%	53%	43%	46%	40%	35%	40%	42%	39%	41%	49%	31%	39%	45%	33%	36%	34%	23%	28%	20%	47%	38%	28%	27%	29%	43%	53%
Streaming app(s)	16%	11%	9%	9%	9%	9%	15%	12%	12%	14%	9%	12%	11%	14%	10%	15%	10%	4%	12%	15%	15%	14%	12%	9%	14%	10%	17%	8%	11%
Social Media	42%	24%	55%	28%	36%	47%	36%	30%	29%	39%	38%	40%	39%	38%	33%	33%	48%	41%	23%	37%	32%	25%	41%	30%	43%	47%	40%	39%	29%
TikTok	16%	3%	11%	3%	4%	9%	11%	7%	11%	10%	8%	6%	7%	6%	12%	7%	11%	11%	2%	13%	6%	6%	6%	9%	15%	14%	6%	10%	4%
Facebook	14%	7%	10%	9%	4%	15%	11%	10%	15%	8%	9%	10%	14%	5%	10%	11%	6%	13%	16%	12%	5%	4%	14%	8%	3%	10%	14%	10%	10%
Twitter / X	13%	4%	21%	9%	16%	15%	7%	12%	8%	10%	14%	13%	14%	16%	7%	10%	14%	13%	6%	8%	11%	10%	16%	7%	23%	13%	14%	8%	11%
YouTube	24%	13%	29%	14%	24%	20%	21%	15%	10%	24%	20%	23%	21%	25%	15%	16%	28%	29%	9%	18%	22%	17%	21%	16%	30%	27%	22%	23%	12%
Newspaper	14%	19%	7%	15%	14%	9%	9%	26%	9%	11%	19%	15%	9%	20%	16%	15%	9%	18%	18%	10%	14%	5%	8%	20%	5%	15%	11%	14%	16%
Talk radio	11%	7%	10%	16%	13%	13%	9%	8%	11%	14%	5%	13%	13%	14%	5%	13%	5%	6%	9%	9%	9%	8%	14%	8%	12%	10%	17%	7%	10%
Other websites	24%	19%	40%	15%	29%	26%	22%	21%	33%	26%	23%	19%	19%	31%	25%	24%	29%	18%	13%	17%	28%	48%	22%	24%	27%	23%	28%	28%	20%
Unsure	11%	5%	9%	4%	5%	6%	7%	9%	3%	8%	8%	7%	7%	10%	6%	5%	12%	5%	23%	24%	16%	13%	7%	4%	5%	14%	8%	6%	5%

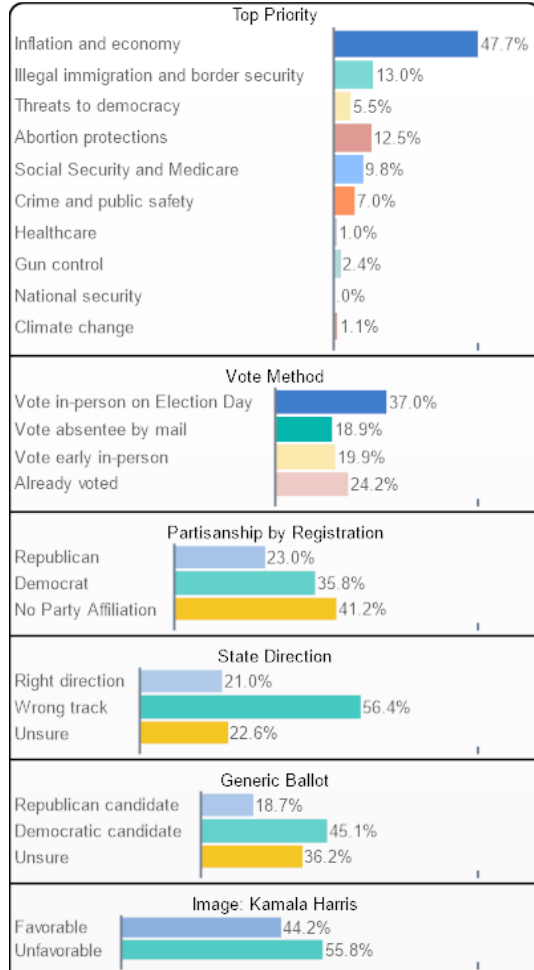
What are your primary sources for news? Select up to three options.

# News Source Performance

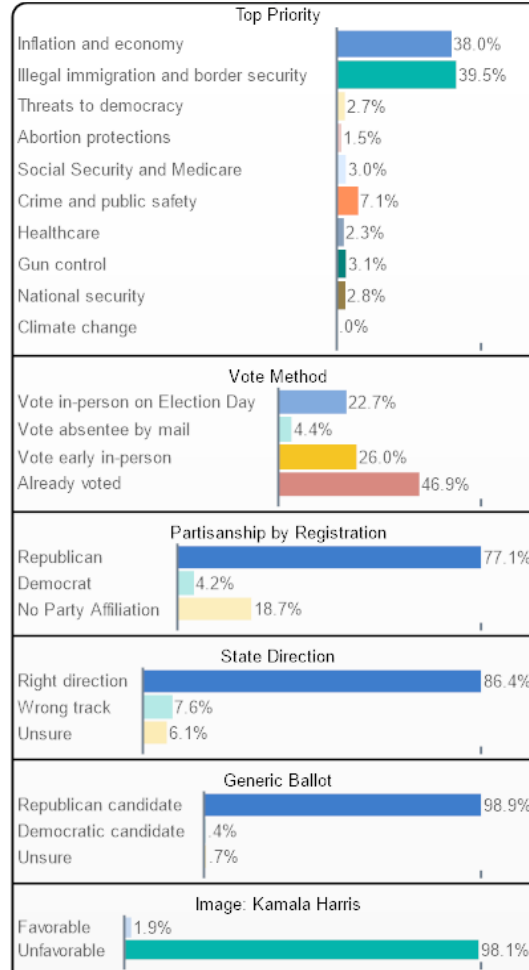
	Total	2020 Trump Voters	2024 Trump Voters	GB GOP Voters	Scott Voters	Margin (Retro)	Margin (GB)
Cable news (i.e. Fox News, MSNBC, CNN)	40.7	52.3	52.5	54.2	52.6	.3	-1.7
National broadcast television news (i.e. NBC, ABC, CBS)	32.4	26.9	25.7	26.8	25.7	-1.2	-1.2
YouTube	20.0	48.4	57.0	57.2	54.5	6.1	-2.7
Local broadcast television news	19.3	40.4	40.4	38.7	38.2	-2.2	-.5
Newspaper	14.0	26.2	28.0	34.5	34.2	8.1	-.2
Twitter / X	11.8	63.8	65.8	73.5	63.3	-.5	-10.1
Streaming app(s)	11.5	49.7	56.5	52.7	48.5	-1.2	-4.2
Talk radio	10.6	58.9	60.2	62.5	55.9	-3.0	-6.5
Facebook	10.2	61.3	55.6	62.1	50.8	-10.5	-11.3
TikTok	8.5	30.9	34.9	34.9	29.8	-1.1	-5.1
Other websites	24.3	41.8	45.8	46.9	42.1	.3	-4.8
Unsure	7.1	44.4	55.7	59.0	40.0	-4.4	-19.0

# Segmentation Analysis:

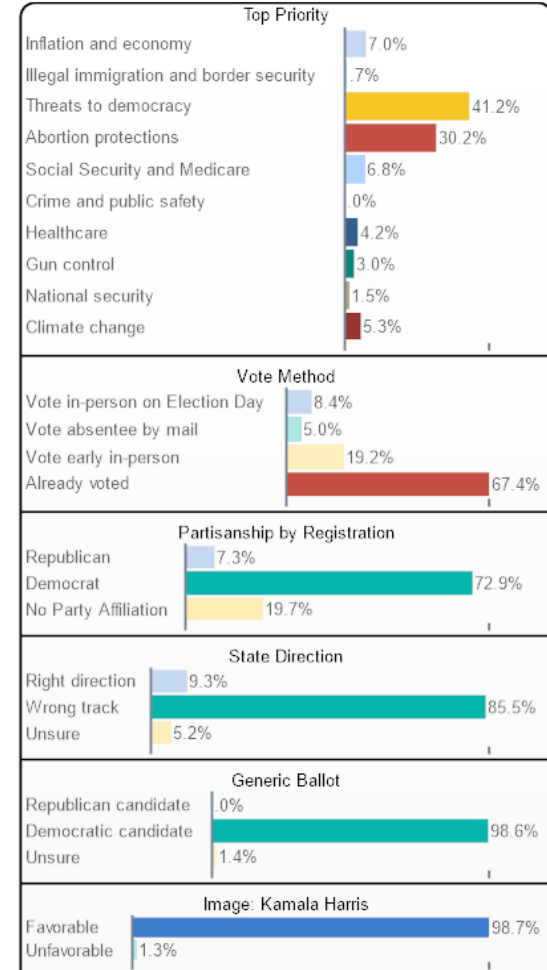
## Undecideds (12%)



## GOP Base (48%)

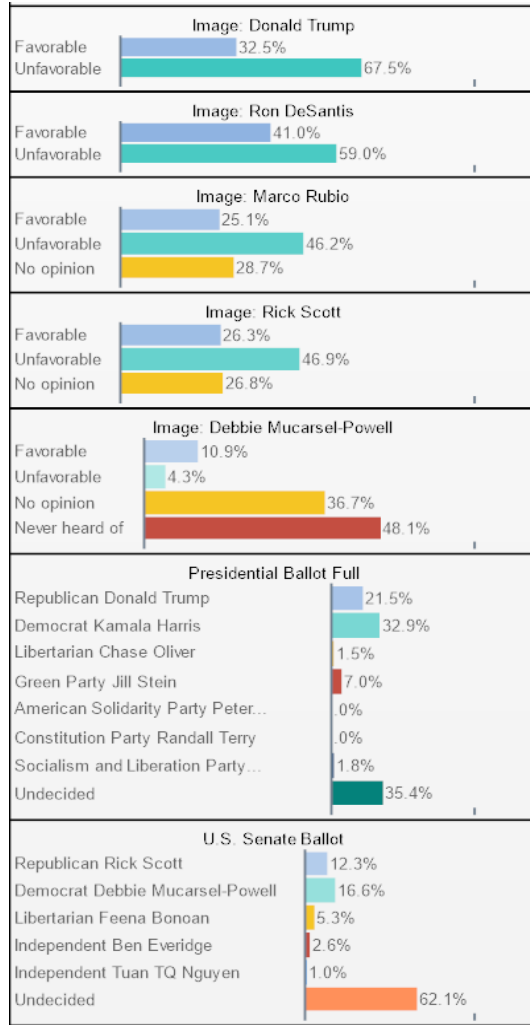


## Dem Base (40%)

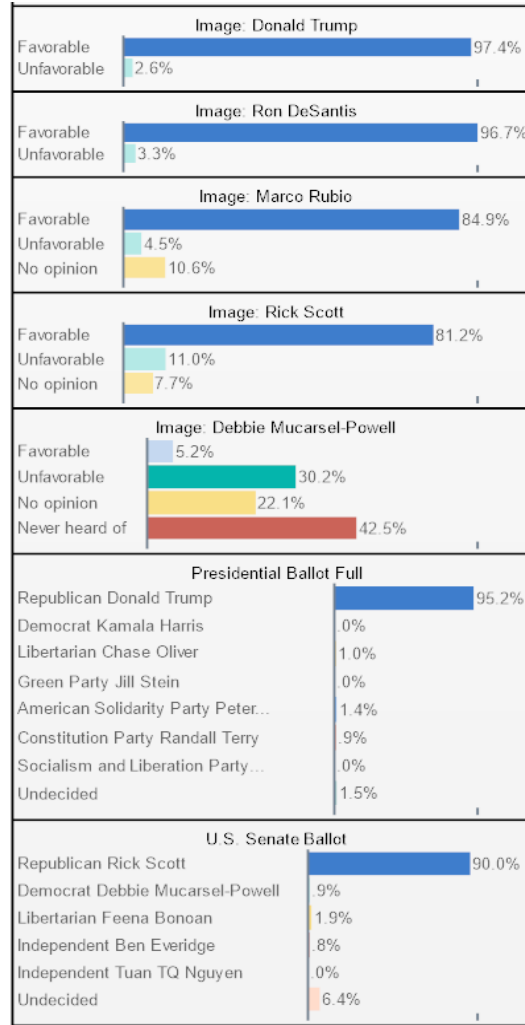


# Segmentation Analysis:

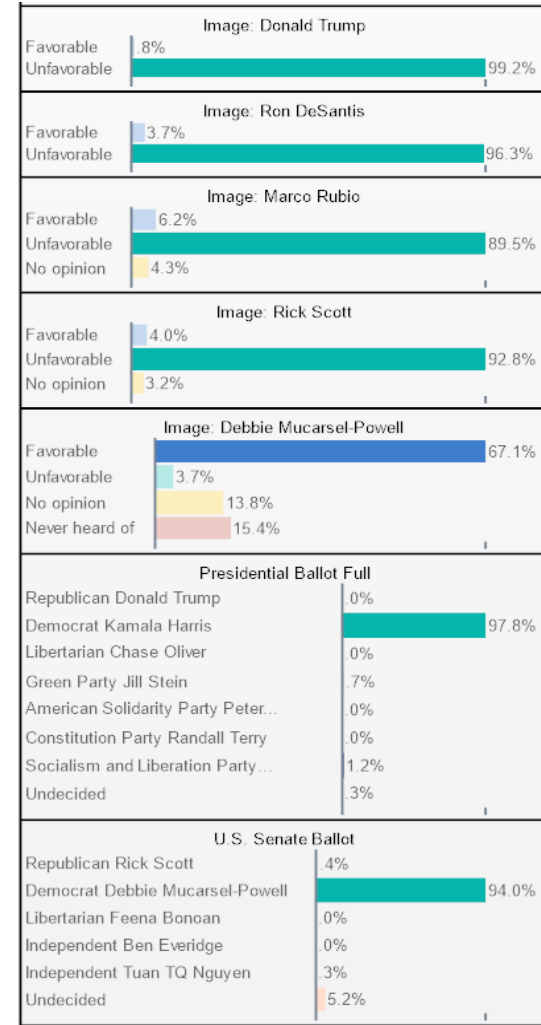
## Undecideds (12%)



## GOP Base (48%)



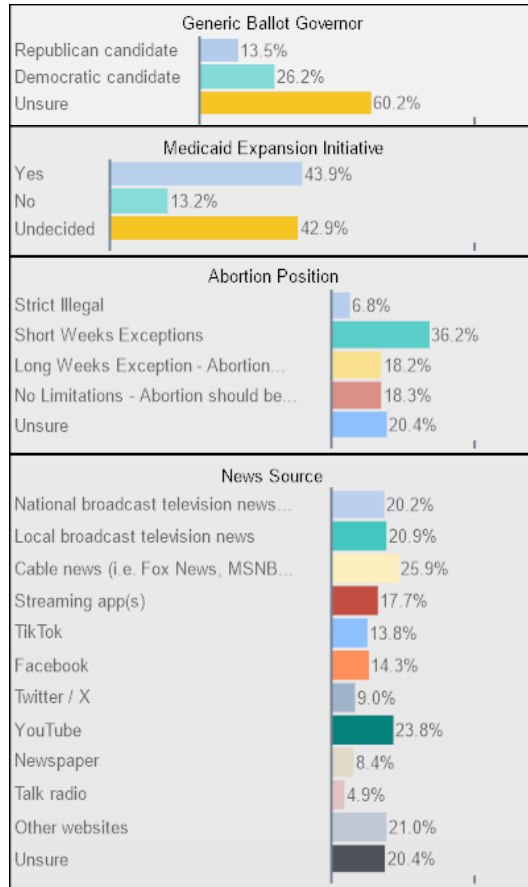
## Dem Base (40%)



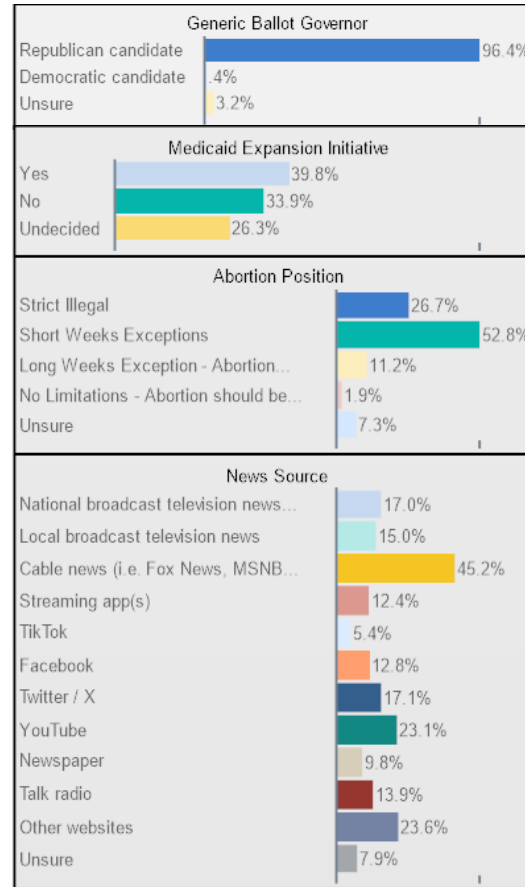


# Segmentation Analysis:

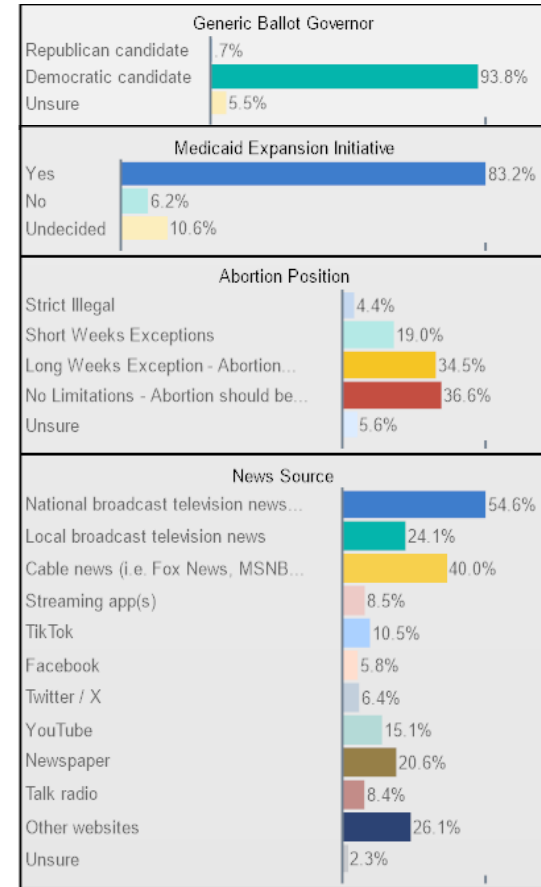
## Undecideds (12%)



## GOP Base (48%)

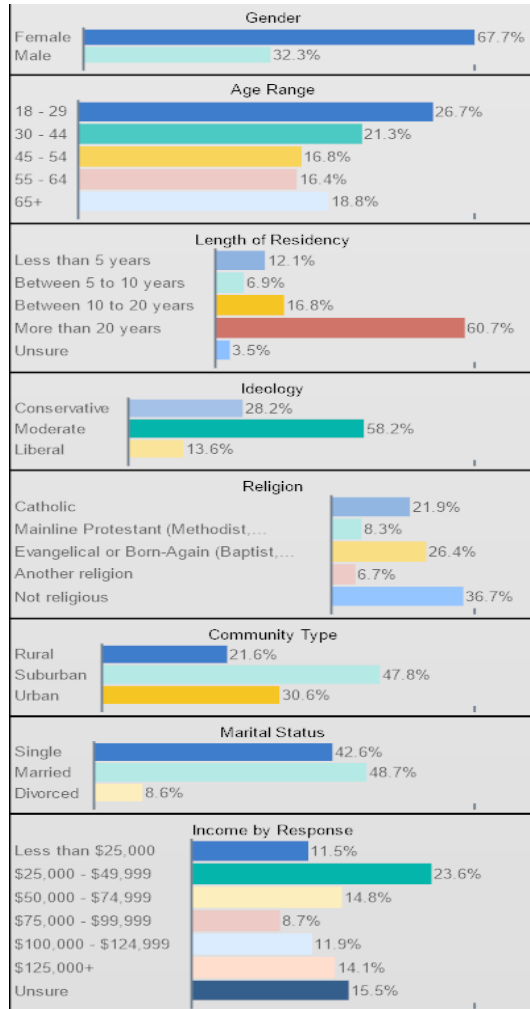


## Dem Base (40%)

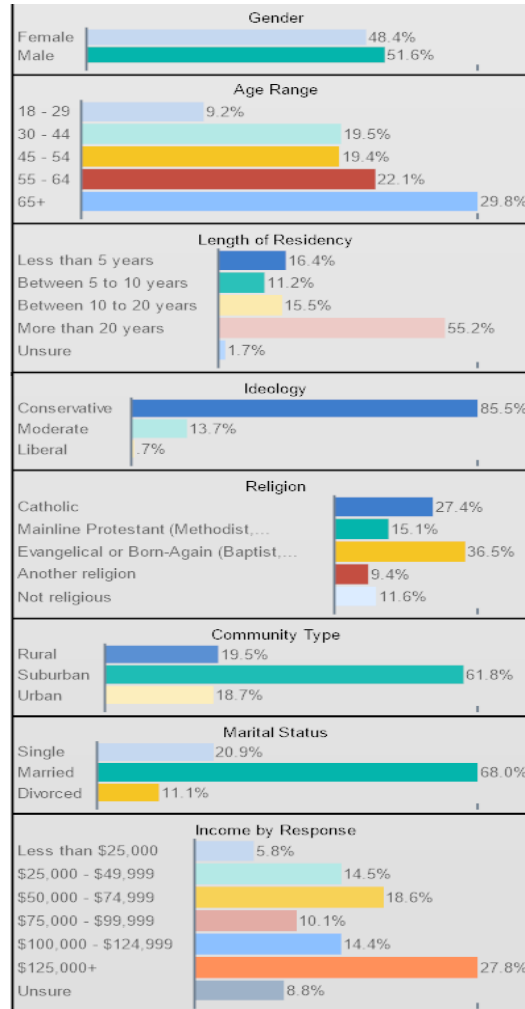


# Segmentation Analysis:

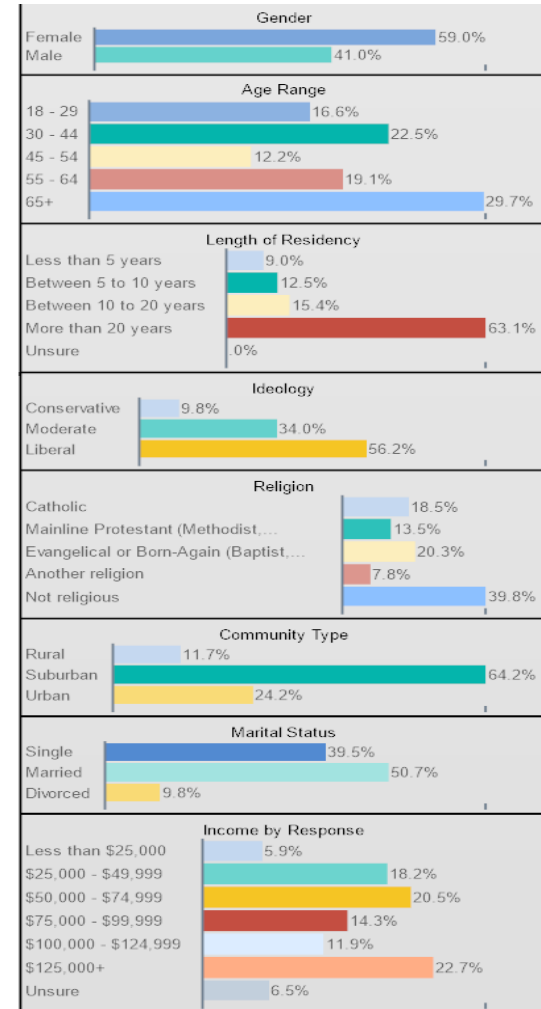
## Undecideds (12%)



## GOP Base (48%)

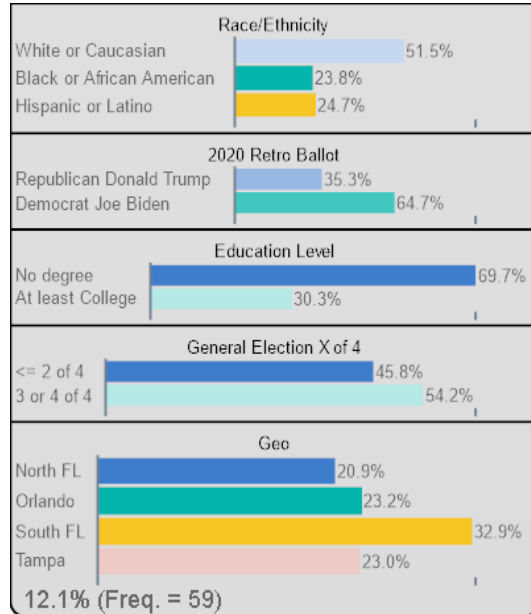


## Dem Base (40%)

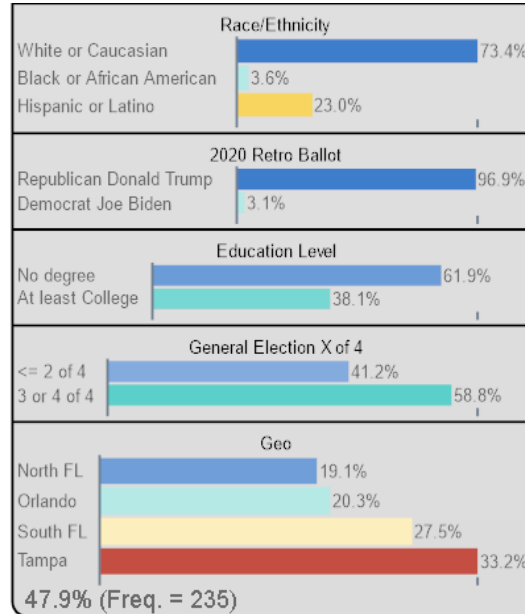


# Segmentation Analysis:

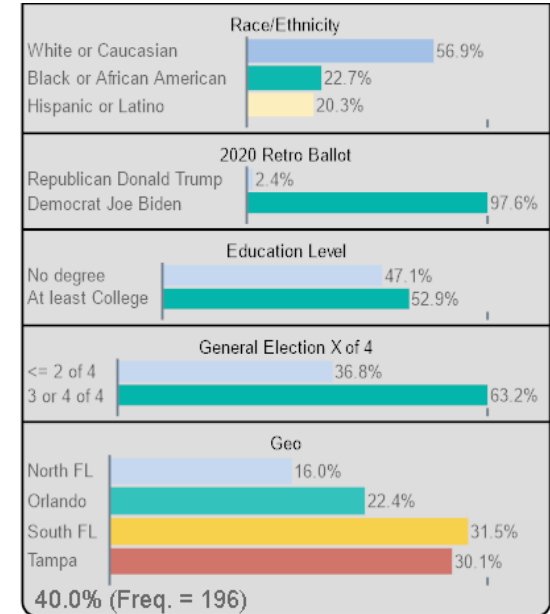
## Undecideds (12%)



## GOP Base (48%)

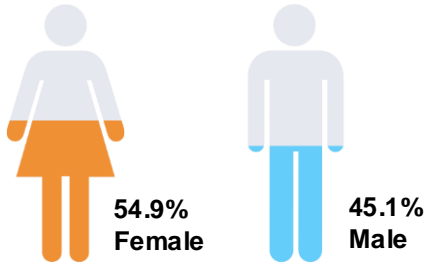


## Dem Base (40%)

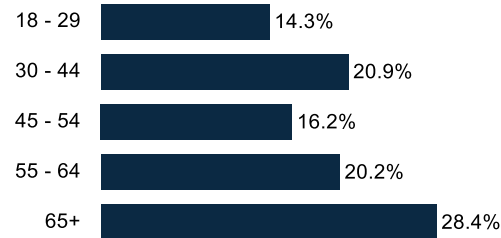


# Demographics

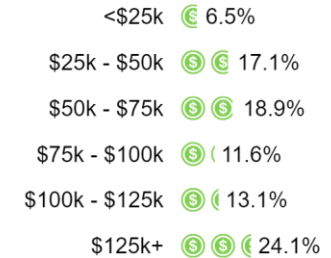
## Sex



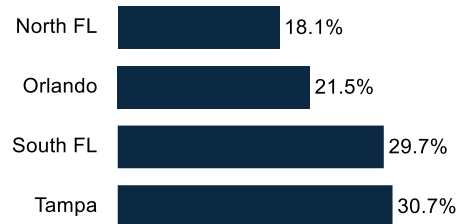
## Age Range



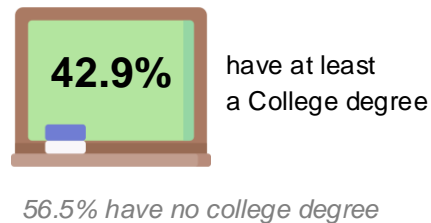
## Household Income



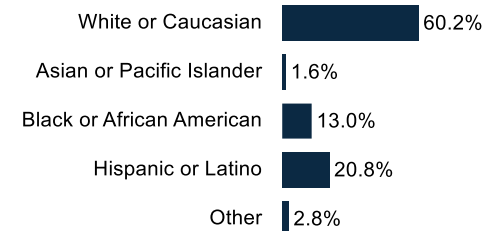
## Geo - DMA



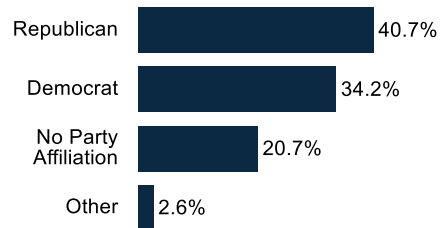
## Education



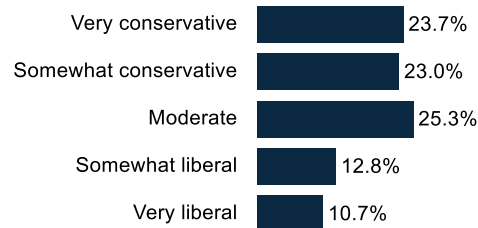
## Race/Ethnicity



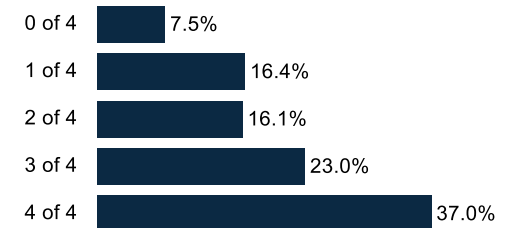
## Partisanship



## Ideology



## Election X of 4



# Methodology

This probabilistic survey was conducted October 26 - 28, 2024, in English, using registration-based sampling (RBS) techniques. A total of 600 respondents registered to vote in the State of Florida participated via SMS-to-web and live phone interviews. The survey has a margin of error of  $\pm 3.98\%$  at the 95% confidence level.

Voter contact lists were sourced from Cygnal's proprietary voter file, which is regularly updated and maintained to reflect current voter registrations. The sample was stratified by geography (county groupings), registered political party, gender, and age to ensure representativeness. Each potential respondent was assigned a unique URL for survey entry through Qualtrics. Data quality protocols included checks for length of interview outliers, straightlining, duplicate IP addresses, and voter demographic consistency with the voter file.

The survey data were weighted to reflect the 2024 General Election Likely Voter population. Weighted variables include DMA grouping, gender, age, registered political party, race, ethnicity, and education. Population estimates for geography, gender, age, and political party were derived from Cygnal's proprietary voter file. Estimates for race and education were sourced from the 2022 American Community Survey and adjusted for a likely voter audience based on historical voting patterns and stated intent to vote.

Question wording on the topline is consistent with the survey script and delivery in Qualtrics and by live interviewers. This survey was conducted internally by Cygnal's team and was not sponsored by any third party.