



EMBARGOED UNTIL 5 a.m. EST Tuesday, November 7

UNF Poll: Trump Pulls Ahead in Florida Republican Presidential Primary *Low trust in U.S. House not helped by Speaker's ousting*

A new poll from the University of North Florida's Public Opinion Research Lab asked likely Republican primary voters across Florida their preferences in the 2024 presidential primary. When given a list of possible candidates, 60% of respondents indicated a vote for Donald Trump, followed by 21% for Ron DeSantis in a distant second place. Nikki Haley came in third with 6%, followed by Chris Christie with 2%, and Vivek Ramaswamy with 1%. The remaining candidates each received less than 1%. Eight percent of respondents said they do not know or refused to answer. For the full list of candidates in the answer choices, please see the survey crosstabulations.

When asked to choose between DeSantis and Trump in a hypothetical head-to-head race, 59% of respondents said they would vote for Trump, with 29% for DeSantis, and 12% who don't know or refused.

"Despite historically high approval in the polls, Governor DeSantis losing steam in his home state doesn't bode well for his national campaign," commented Dr. Michael Binder, PORL faculty director and professor of political science. "Even if you wipe out the rest of the competition in a head-to-head, Trump leads DeSantis by 20 points."

Respondents were also asked their opinions about former President Trump's actions after the 2020 election. Seventy-one percent said the statement, "he was just exercising his right to contest the election," was the closest to their view. Conversely, 16% said they aligned more with the statement, "he went so far that he threatened American democracy." Fourteen percent said they don't know or refused to answer.

"Given the support for Trump in the upcoming election, it's not surprising that most of these voters think he was within his rights to contest the election," commented Binder. "Interestingly, the 16% who think he threatened democracy tend to favor DeSantis narrowly over Nikki Haley."

In addition to the presidential election, respondents were asked about their preferences in the 2026 Florida Gubernatorial election. Unsurprisingly, a large portion (40%) said they do not know who they would vote for or refused to answer. Twenty-two percent of respondents indicated a vote for Casey DeSantis, followed by 9% each for Byron Donalds and Mat Gaetz. Please see the crosstabulations for the full list of candidate choices.

When asked about the effect of a potential endorsement from Ron DeSantis, 37% of respondents said an endorsement would influence their vote choice for Florida governor a great deal. Thirty-one percent said an endorsement would influence their choice some, 10% said very little, and 18% not at all.

"We're obviously still a ways out from the Governor's race, and this pool of candidates will certainly change before 2026," commented Binder. "For now, it seems Florida's First Lady Casey DeSantis is an early favorite among Republican primary voters – wouldn't that be interesting, potentially having the DeSantis in the governor's mansion for another 11 years."

In another set of questions, respondents were asked their opinions about the U.S. House of Representatives, and the recent removal of House speaker Kevin McCarthy. Just 8% said they have a great deal of trust in the House, with 31% indicating some trust. Thirty-eight percent of respondents said they have very little trust in the U.S. House of Representatives, and 20% said they have no trust at all.

When asked how the speaker's removal affects their trust in the House, 49% said there was no change, 27% said it decreased trust, and 16% said it increased. Similarly, when asked how the speaker's removal affects their approval of the Republican party, 48% said their approval did not change, 29% said their approval decreased, 16% said it increased after McCarthy's removal.

"Most of these respondents have little to no trust in the U.S. House of Representatives," said Binder. "While a little less than half said McCarthy's ousting didn't affect their opinions of the House or the Party, the situation in Congress seems to have made a bad impression on about a third of likely Republican voters."

For the full survey results, please see crosstabulations below.

Methodology

The UNF PORL Florida Statewide Poll was conducted from October 23 through November 4, 2023, by the Public Opinion Research Lab (PORL) at the University of North Florida, and consists of a sample of 788 registered, Republican voters who are likely to vote in the 2024 Republican presidential primary. A voter is considered "likely" if they voted in Republican primaries in 2022, 2020, or 2016. Respondents who said they would "probably not" or "definitely not" vote in the 2024 Republican presidential primary were screened out of the survey. To ensure a representative sample, the 10 Florida designated media market areas (DMAs) were stratified into 18 different strata, according to geography and urbanicity.

Respondents were contacted by live callers via telephone between 5:00 p.m. to 9:00 p.m. Monday through Friday, 12:00 to 4:00 p.m. on Saturday, and 2:00 pm to 6:00 pm on Sunday. Up to three callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, upon reaching an individual by phone, asked for the listed respondent by name. If the respondent was not available, the call was terminated. This study had a 4.7% response rate, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

All data were weighted by geographic strata, educational attainment, age, race and ethnicity, and sex to match the population of likely Republican primary voters in Florida. Geography, sex, race and ethnicity, and age weights were created from the September 2023 update of the Florida Voter File to match registered voters in Florida. Education weights were calculated using the Census Bureau's American Community Survey (ACS) 2021 5-year estimates for individuals 25 and over. All weighted demographic variables were applied using the SPSS version 27 rake weighting function and are assigned a weight if one of the demographics being weighted on is missing. The margin of sampling error is +/- 3.77 percentage points, including estimated design effect.

PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social, and cultural projects. PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative and a member of the Association of Academic Survey Research Organization. As members of AAPOR, PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or (904) 620-2784.

About University of North Florida

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving nearly 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at www.unf.edu.

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Media Contact:

Amanda Ennis
Media Relations Manager
(904) 620-2192

Methodology Results Contact

Dr. Michael Binder
Public Opinion Research Lab Director
(904) 620-2784



Fall 2023 Florida Statewide - Republican Primary Survey Crosstabulations

Crosstabulations consist of weighted percentages, while observation counts (n) are unweighted totals. For more about weighting, see the survey methodology.

Unless otherwise noted, the following survey questions were asked of all respondents.

For more information visit <https://www.unf.edu/coas/por/>

Thinking ahead to the 2024 Republican Presidential Primary in March of next year, how likely are you to vote in the primary election?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
You will definitely vote	90%	91%	89%	90%	91%	91%	100%	89%	81%	91%	73%	90%	92%	93%	91%
You will probably vote	9%	8%	10%	9%	9%	9%	-	11%	13%	9%	25%	10%	8%	6%	8%
Don't know/Refusal [VOL]	1%	1%	1%	1%	1%	1%	-	-	7%	-	2%	-	1%	1%	1%

If the 2024 Republican presidential primary were held today, which of the following candidates would you vote for? [ROTATE CHOICES]

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
Donald Trump	60%	57%	62%	68%	47%	57%	75%	79%	44%	60%	56%	66%	59%	63%	57%
Ron DeSantis	21%	20%	22%	18%	24%	22%	13%	11%	28%	30%	31%	22%	21%	21%	18%
Nikki Haley	6%	9%	4%	3%	11%	7%	-	3%	9%	-	2%	4%	6%	5%	9%
Vivek Ramaswamy	1%	1%	1%	1%	1%	1%	-	-	3%	-	2%	1%	2%	1%	-
Chris Christie	2%	2%	2%	1%	4%	2%	-	-	-	-	-	1%	2%	1%	3%
Tim Scott	<1%	1%	-	-	1%	-	-	1%	3%	-	-	-	1%	1%	-
Doug Burgum	<1%	1%	-	-	-	1%	-	-	-	-	-	-	-	-	1%
Asa Hutchison	<1%	<1%	-	-	<1%	<1%	-	-	-	-	-	-	1%	1%	-
Someone else	1%	2%	1%	1%	3%	1%	-	1%	3%	-	3%	-	1%	2%	1%
Mike Pence (withdrawn)*	1%	1%	1%	<1%	1%	1%	-	2%	-	-	2%	-	1%	-	1%
Don't know/Refusal [VOL]	8%	7%	9%	8%	9%	9%	13%	2%	9%	10%	5%	5%	7%	6%	11%

*Note . Mike Pence dropped out of the race during the survey field period on 10/28/2023. The figure presented above reflects responses collected prior to this date.

If the 2024 Republican presidential primary were held today and the candidates were Ron DeSantis and Donald Trump, which candidate would you vote for?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
Ron DeSantis	29%	30%	28%	24%	36%	31%	13%	14%	38%	25%	33%	30%	33%	28%	28%
Donald Trump	59%	60%	57%	65%	50%	57%	75%	73%	47%	50%	60%	64%	57%	64%	55%
Don't know/Refusal [VOL]	12%	10%	14%	11%	14%	12%	13%	14%	16%	25%	7%	6%	10%	9%	17%

What comes closer to your view about Donald Trump's actions after the 2020 election?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
He was just exercising his right to contest the election	71%	71%	70%	76%	63%	72%	75%	66%	68%	58%	72%	73%	74%	76%	67%
He went so far that he threatened American democracy	16%	17%	14%	10%	24%	16%	25%	15%	10%	25%	8%	12%	12%	14%	19%
Don't know/Refusal [VOL]	14%	11%	16%	14%	13%	13%	<1%	19%	23%	17%	20%	15%	13%	10%	14%

I know it's still early, but some people have publicly expressed interest in running for Florida Governor in 2026. If the Republican primary for Florida Governor were held today, which of the following candidates would you vote for? [ROTATE CHOICES]

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
Byron Donalds	9%	11%	6%	9%	9%	9%	13%	6%	-	-	5%	8%	16%	5%	9%
Matt Gaetz	9%	10%	8%	8%	11%	10%	-	6%	12%	10%	3%	9%	8%	19%	6%
Jeanette Nuñez	2%	3%	1%	1%	2%	1%	-	3%	6%	10%	3%	4%	-	2%	1%
Ashley Moody	6%	6%	7%	5%	9%	7%	-	1%	-	-	9%	8%	8%	3%	7%
Jimmy Patronis	3%	4%	2%	3%	3%	3%	-	1%	-	-	3%	1%	7%	4%	2%
Wilton Simpson	1%	2%	1%	2%	1%	2%	-	-	-	-	2%	-	2%	-	2%
Michael Waltz	1%	1%	1%	1%	1%	1%	13%	-	3%	-	-	1%	-	1%	2%
Casey DeSantis	22%	21%	23%	27%	15%	22%	13%	25%	24%	20%	27%	30%	17%	29%	17%
Francis Suarez	1%	1%	1%	1%	2%	1%	-	3%	3%	-	-	1%	2%	1%	1%
Someone else	6%	8%	5%	5%	8%	6%	-	8%	6%	-	3%	4%	5%	8%	7%
Don't know/Refusal [VOL]	40%	34%	45%	39%	40%	38%	63%	47%	46%	60%	44%	33%	37%	30%	46%

How much would an endorsement from current Governor Ron DeSantis influence your choice for Republican gubernatorial candidate?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
A great deal	37%	36%	38%	40%	32%	37%	11%	43%	34%	27%	22%	36%	39%	40%	38%
Some	31%	31%	30%	31%	31%	31%	44%	29%	28%	36%	47%	34%	23%	30%	29%
Very little	10%	11%	8%	9%	10%	11%	-	7%	3%	9%	12%	7%	13%	8%	10%
Not at all	18%	18%	17%	13%	24%	18%	22%	12%	19%	18%	17%	18%	24%	18%	15%
Don't know/Refusal [VOL]	5%	4%	7%	7%	4%	4%	22%	9%	16%	9%	3%	5%	1%	5%	7%

How much trust do you have in the U.S. House of Representatives?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
A great deal	8%	9%	7%	8%	8%	6%	13%	17%	16%	-	2%	5%	5%	8%	11%
Some	31%	28%	34%	30%	32%	32%	38%	26%	28%	46%	43%	36%	35%	26%	29%
Very little	38%	41%	36%	38%	38%	40%	38%	30%	34%	27%	40%	40%	32%	38%	40%
None	20%	21%	20%	21%	18%	20%	13%	22%	16%	9%	12%	17%	27%	25%	18%
Don't know/Refusal [VOL]	3%	2%	5%	3%	4%	3%	<1%	6%	6%	18%	3%	3%	1%	4%	3%

How does the removal of House Speaker Kevin McCarthy affect your trust in the U.S. House of Representatives?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
Increase trust	16%	16%	15%	16%	15%	15%	13%	21%	10%	17%	12%	24%	15%	16%	14%
No change in trust	49%	48%	50%	53%	44%	50%	50%	47%	42%	42%	70%	54%	51%	52%	43%
Decrease trust	27%	30%	24%	22%	34%	29%	25%	17%	23%	17%	10%	13%	27%	27%	33%
Don't know/Refusal [VOL]	8%	6%	11%	9%	7%	7%	13%	15%	26%	25%	8%	9%	7%	5%	10%

How does the removal of House Speaker Kevin McCarthy affect your view of the Republican party?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
Increased approval	16%	14%	17%	16%	16%	15%	-	21%	16%	20%	9%	19%	19%	17%	15%
No change in approval	48%	50%	45%	50%	46%	48%	88%	40%	50%	50%	75%	56%	39%	51%	43%
Decreased approval	29%	31%	28%	27%	33%	31%	13%	23%	22%	10%	10%	14%	35%	28%	35%
Don't know/Refusal [VOL]	7%	4%	9%	7%	5%	5%	-	15%	13%	10%	7%	9%	7%	4%	7%

How much thought have you put into the upcoming presidential election?

	Total n=788	Sex		College		Race/Ethnicity				Age					
		M n=436	F n=353	No n=341	Yes n=444	White n=653	AfrAm Black n=11	Hisp Lat n=94	Oth n=31	18-24 n=18	25-34 n=60	35-44 n=90	45-54 n=106	55-64 n=173	65+ n=342
A great deal	69%	67%	69%	71%	65%	70%	75%	62%	59%	50%	37%	57%	74%	76%	72%
Some	21%	21%	20%	18%	25%	20%	25%	24%	28%	20%	42%	35%	16%	16%	17%
Very little	8%	8%	8%	9%	7%	8%	-	9%	6%	30%	18%	5%	8%	5%	8%
None	2%	2%	1%	2%	3%	2%	-	3%	-	-	3%	3%	1%	2%	1%
Don't know/Refusal [VOL]	1%	2%	1%	1%	1%	1%	<1%	2%	6%	<1%	<1%	<1%	1%	1%	2%

Nature of the Sample

Likely Republican Primary Voters	n=788
Sex	
Male	49%
Female	51%
Education	
No Bachelor's Degree	60%
Bachelor's Degree	40%
Race/Ethnicity	
White	84%
African American/Black	1%
Hispanic/Latino	11%
Other	4%
Age	
18-24	1%
25-34	8%
35-44	10%
45-54	13%
55-64	22%
65+	46%
Strata	
1 - Pensacola DMA	5%
2 - Panama City DMA	3%
3 - Tallahassee DMA (Rural)	1%
4 - Jacksonville DMA (Rural)	6%
5 - Gainesville DMA (Rural)	1%
6 - Orlando DMA (Rural)	16%
7 - Tampa DMA (Rural)	15%
8 - West Palm DMA (Rural)	3%
9 - Fort Myers DMA (Rural)	7%
10 - Broward & Monroe Counties	5%
11 - Miami-Dade County	7%
23 - Tallahassee DMA (Urban)	1%
24 - Jacksonville DMA (Urban)	4%
25 - Gainesville DMA (Urban)	1%
26 - Orlando DMA (Urban)	6%
27 - Tampa DMA (Urban)	10%
28 - West Palm DMA (Urban)	6%
29 - Fort Myers DMA (Urban)	3%
Phone	
Landline	14%
Cell	84%