

FLORIDA POLL: TRUMP & SCOTT NARROWLY LEAD; AMENDMENTS 3 & 4 HEAVILY FAVORED

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Poll conducted September 22nd through 25th, 2024 among 600 likely general election voters throughout Florida. Maximum margin of error is 4.4%. Responses were collected via Interactive Voice Response and Text-To-Web. This poll was not commissioned by any candidate or committee.





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Executive Summary

For many years, Florida was considered one of the most important swing states in the country. In recent years, however, Florida has morphed into more and more of a red state, and Republicans' registration advantage in the state has been ever increasing. In 2024, many people are wondering: do Democrats even have a shot to win Florida?

Our polling suggests that it's not outside the realm of possibility. In fact, both the presidential and US Senate races are well within the poll's margin of error. Trump leads Harris by 2.1%, and Scott leads Mucarsel-Powell by 0.8%. Scott's underperformance can be attributed largely to a lack of party loyalty, at least as compared to Trump. Out of all four candidates (across the two races), voters are *least* enthusiastic about Scott, according to our Enthusiasm Index, explained in more detail in the *Public Figure Favorability* section of this report.

Also on the ballot in 2024 are two contentious constitutional amendments which have attracted considerable attention and political spending. Each amendment would require at least 60% support in the November general election in order to be enacted. Our polling finds that Amendment 3, which would effectively legalize recreational marijuana in Florida, has 54% support. Amendment 4, which would restrict the legislature from imposing many limits on abortion, is slightly less popular, with 50% support. Further analysis finds that support for both amendments tracks

along age and party lines: older voters and Republicans are less likely to support each amendment.

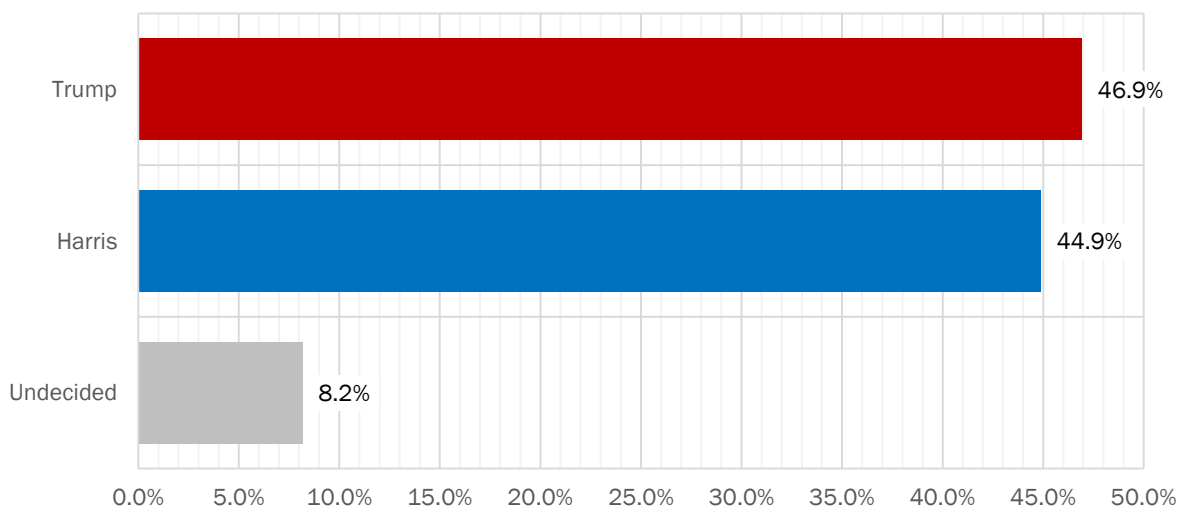
Although both amendments currently fall short of the 60% support required to pass, both are within striking distance due to the voters who answered that they are undecided on each amendment. Amendment 4 would need to win over at least 49% of undecided voters in order to reach the 60% mark, while Amendment 3 would only need to win over 35% to do the same. If undecided voters pick sides at the same proportions that decided voters have so far, both amendments would pass.

Many Republican and Republican-friendly groups are performing outreach that jointly attacks both Amendment 3 and Amendment 4. While this might make sense on its face, supporters of one amendment aren't necessarily supporters of the other. Here's the data: 68% of those in favor of Amendment 3 are also in favor of Amendment 4. Conversely, 74% of those in favor of Amendment 4 are also in favor of Amendment 3. With our data showing both amendments narrowly favored to pass, the amendments' detractors would be wise to at least consider more individualized outreach against each amendment.

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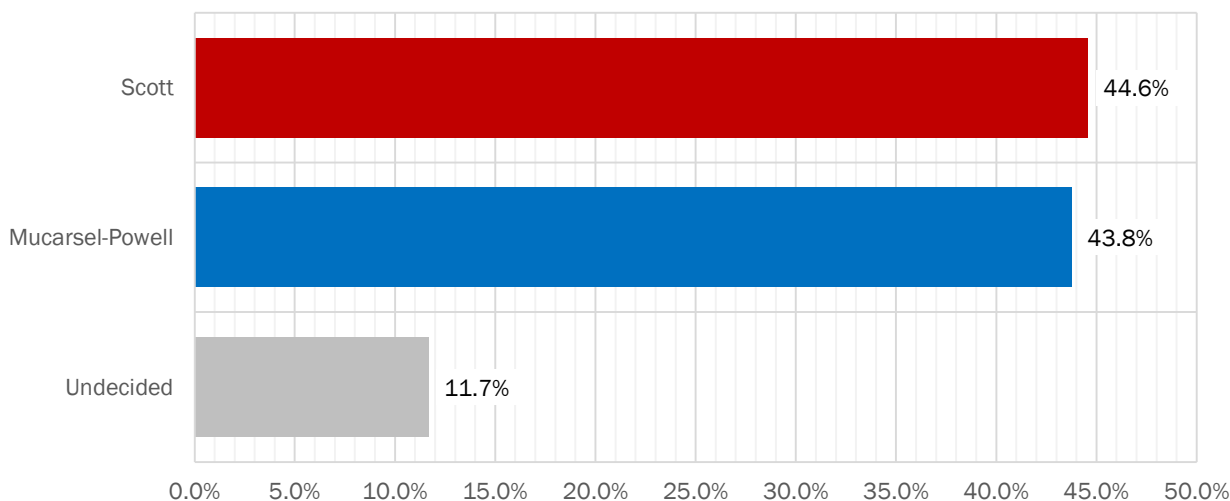
Presidential Ballot

Trump has a 2% advantage over Harris, a relatively narrow lead that falls within the poll's margin of error. Another 8% of voters remain undecided. The overwhelming majority of these undecided voters are nonpartisans; 60% say they don't tend to support either of the major parties, while the other 40% are split approximately equally between Democrats and Republicans.



US Senate Ballot

The US Senate race is slightly closer than the presidential race. Scott holds a 0.8-point lead over Mucarsel-Powell, a narrow advantage that obviously falls within the poll's margin of error. 12% of voters in this race remain undecided. Scott's underperformance as compared to Trump can be largely attributed to lower party loyalty: Trump pulls in 94% of the vote among Republican-aligned voters, but Scott only gets 88% among the same group.

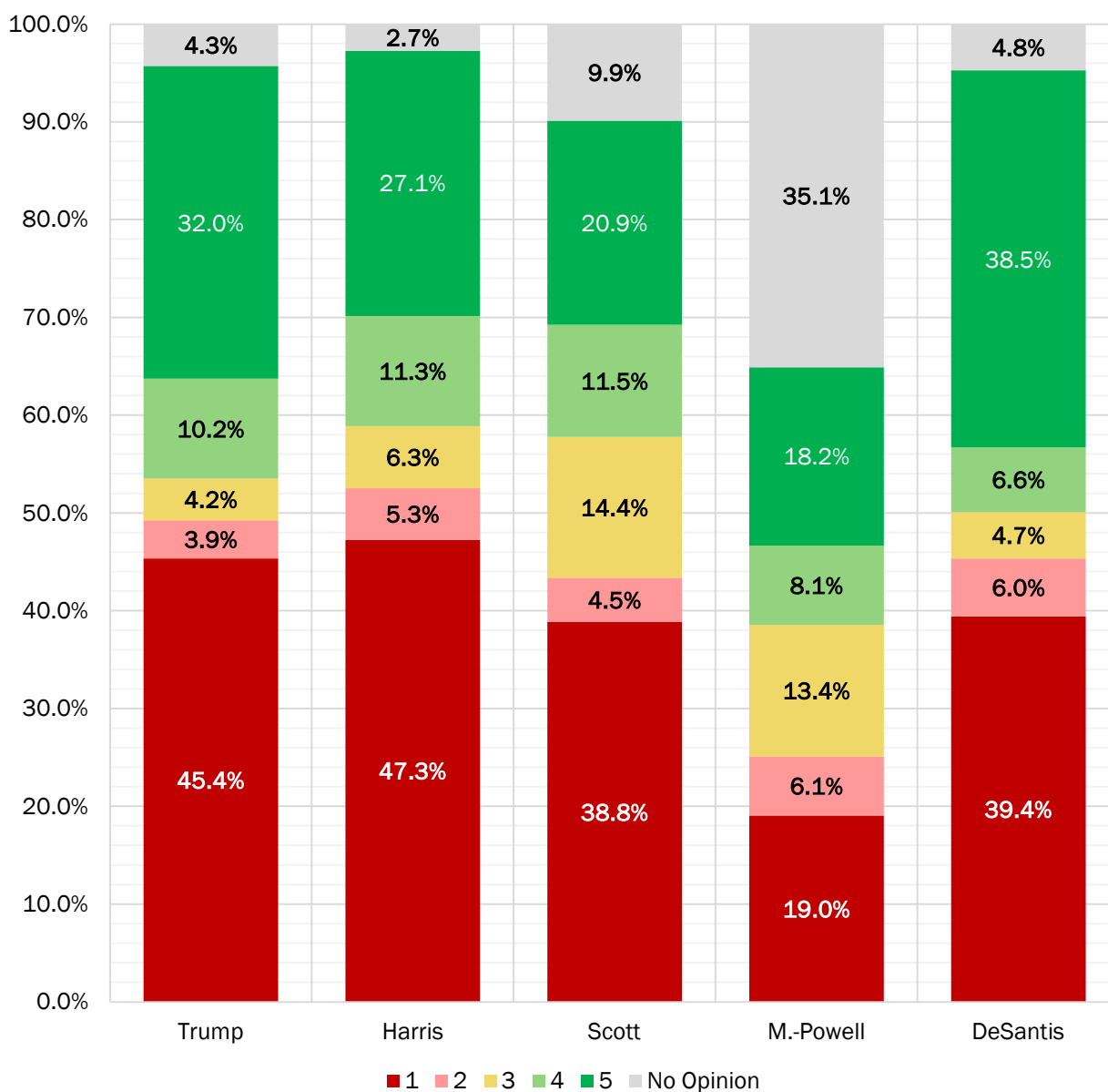


Public Figure Favorability

Respondents were asked to rate Trump, Harris, Scott, and Mucarsel-Powell on a scale from 1 to 5, with 1 indicating an extremely negative opinion and 5 indicating an extremely positive opinion. Voters could also indicate that they had no opinion of each candidate. This section dives deep into the results of this question.

Overall Favorability

The chart below shows the overall breakdown of opinions on each candidate. Some details and patterns immediately jump off the page, but we'll be discussing those on the next page of the report as we analyze seven metrics that, together, paint a comprehensive picture of how voters feel about each candidate.





Favorability Metrics

The table below displays how each candidate performed across our seven favorability metrics. The best and worst values for each metric are highlighted in green and red, respectively. An in-depth explanation of each metric, and its implications on the political landscape, is provided below the chart and on the next page.

	Trump	Harris	Scott	M.-Powell	DeSantis
Avg. Opinionated Rating	2.79	2.65	2.68	3.01	2.99
Favorability Ratio	46.1%	42.2%	42.7%	51.2%	49.9%
Positive Name ID	42.2%	38.4%	32.3%	26.3%	45.2%
Negative Name ID	49.3%	52.5%	43.4%	25.1%	45.3%
Total Name ID	95.7%	97.3%	90.1%	64.9%	95.2%
Enthusiasm Index	75.8%	70.6%	64.5%	69.2%	85.4%
Hatred Index	92.1%	89.9%	89.6%	75.8%	86.9%

1. *Avg. Opinionated Rating*: the average rating given to each candidate, among voters who have any opinion of that candidate. This metric approximates likability. Harris performs worst, with Scott just narrowly beating her. Mucarsel-Powell performs best, but as you'll see in several of the other metrics, that can largely be attributed to the fact that not many voters know her, and those that do tend to be Democrats.
2. *Favorability Ratio*: the percentage of voters who have a positive opinion of each candidate, as a proportion of all voters who have a positive or negative opinion of the candidate. This metric is a slightly more generalized approximation of likability. Again, Harris has the lowest Favorability Ratio, and Mucarsel-Powell has the highest.
3. *Positive Name ID*: the percentage of voters who have a positive opinion of each candidate. DeSantis wins this, followed by Trump, Harris, Scott, and Mucarsel-Powell, in that order.
4. *Negative Name ID*: the percentage of voters who have a negative opinion of each candidate. Harris has the highest Negative Name ID, with more than 50% of voters holding a negative opinion of her. Trump trails close behind at 49.3%. Mucarsel-Powell is only disliked by 25.1% of the electorate.



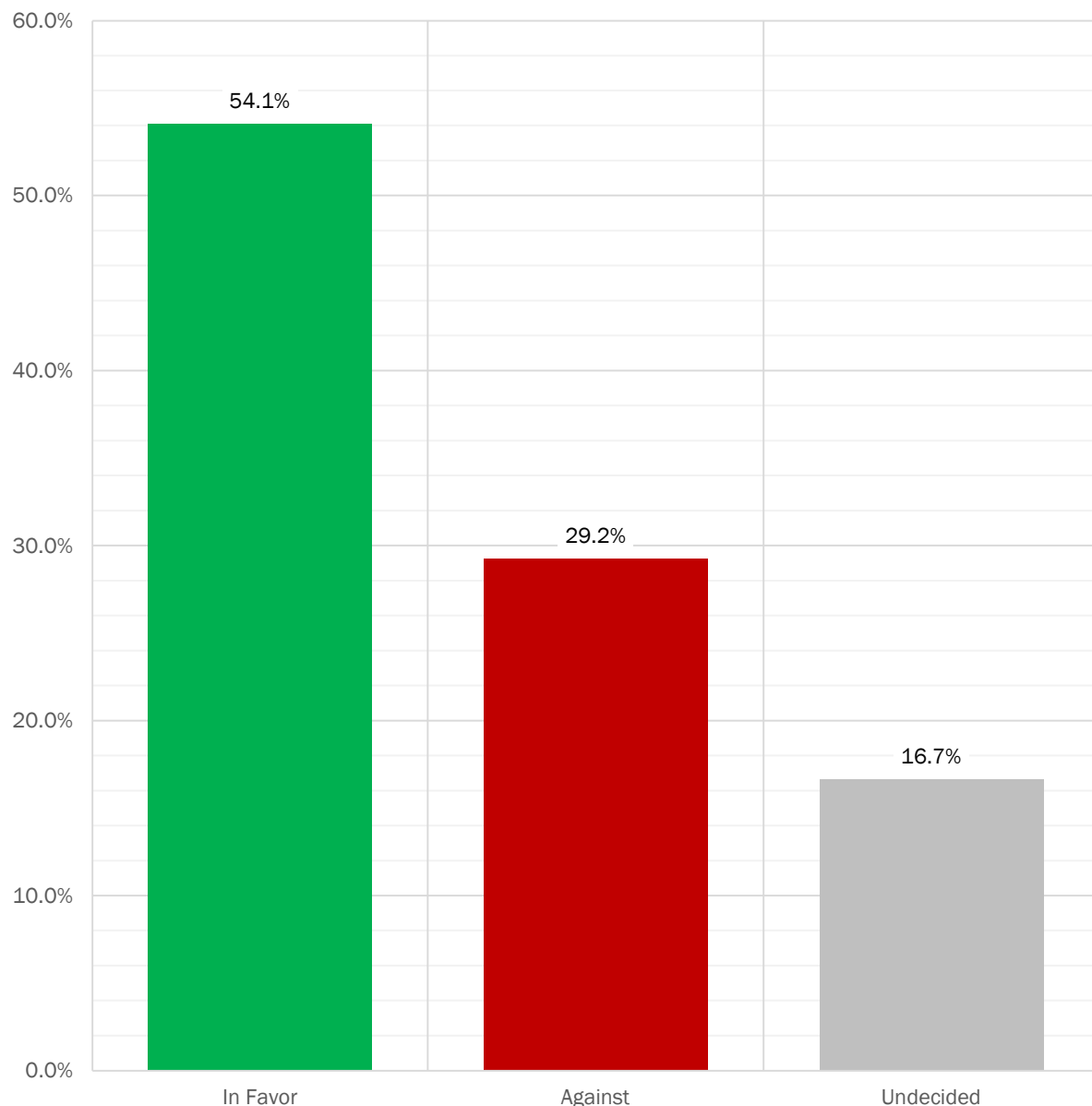
5. *Total Name ID*: the percentage of voters who have *any* opinion of each candidate. Harris, Trump, and DeSantis unsurprisingly have near-ubiquitous Total Name ID, while only 90% of voters have an opinion of Scott, and only 65% of voters have an opinion of Mucarsel-Powell, *far less* than any other candidate.
6. *Enthusiasm Index*: the percentage of voters who rated each candidate a “5” out of 5, as a proportion of voters holding a positive opinion of each candidate. This metric answers the question: “How fiercely do the candidate’s supporters support him/her?” DeSantis is the clear leader here with 85%. Trump is next with 76%, followed by Harris, Mucarsel-Powell, and eventually Scott, who has the lowest Enthusiasm Index of the five candidates included in the survey.
7. *Hatred Index*: the opposite of the Enthusiasm Index, this metric refers to the percentage of voters who rated each candidate a “1” out of 5, as a proportion of voters holding a negative opinion of each candidate. This metric answers the question: “How fiercely do the candidate’s detractors dislike him/her?” Unsurprisingly, Trump’s detractors are the fiercest, followed by Harris, Scott, DeSantis, and finally Mucarsel-Powell.

Amendment 3

We asked respondents whether they planned to vote in favor or against Amendment 3 which, if passed, would legalize recreational marijuana in the state. The measure would need to receive at least 60% support in November in order to take effect.

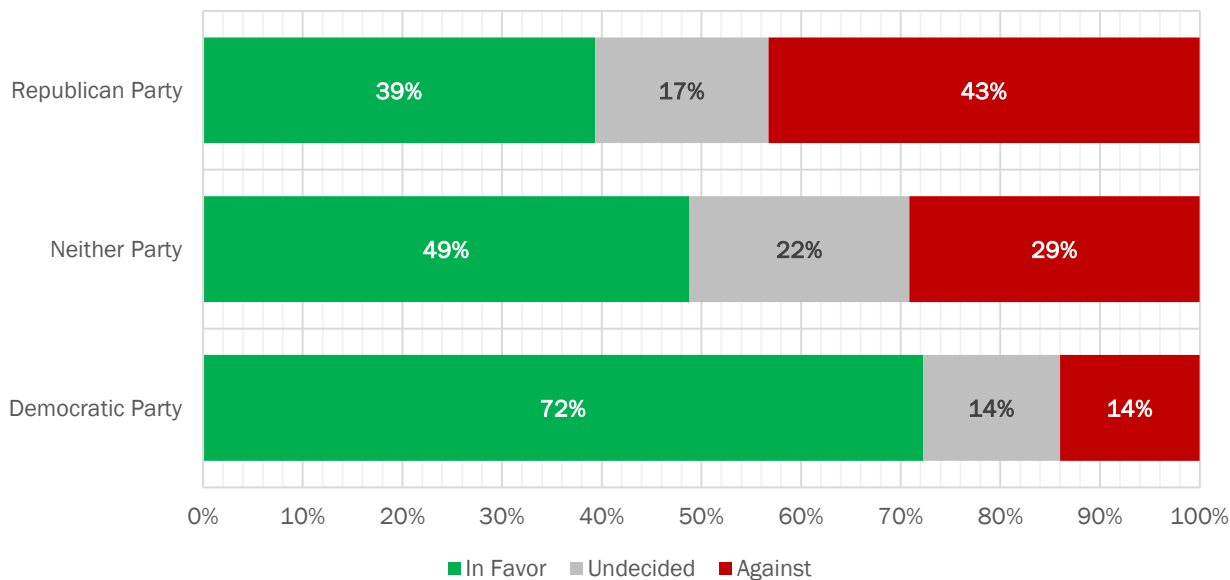
Overall Amendment 3 Ballot

Though support for Amendment 3 still lags behind the 60% threshold, it's clear that voters heavily favor it. 54% of voters say they plan to vote in favor of Amendment 3, while only 29% say they plan to vote against it. Another 17% of voters are undecided on the matter, giving ample opportunity to pick up the remaining 6% support needed to pass the measure.



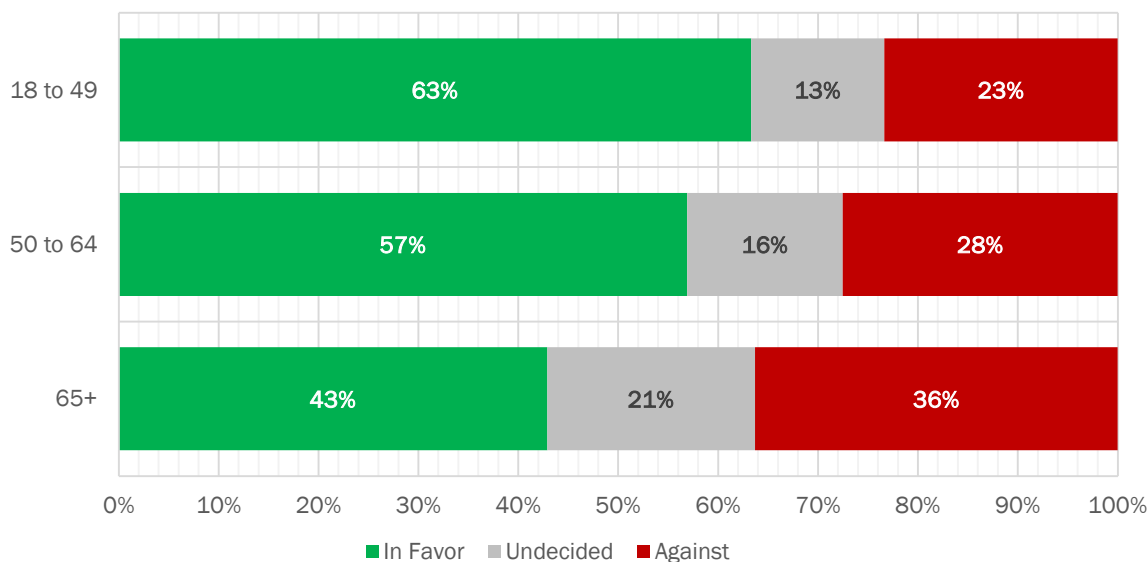
Amendment 3 Ballot by Party Affiliation

The chart below shows a breakdown of how voters of different political affiliations plan to vote on Amendment 3. Republicans only narrowly oppose it (-4%), while nonpartisans clearly favor it (+20%) and Democrats are overwhelmingly in support of it (+58%).



Amendment 3 Ballot by Age Group

Younger voters are more likely to support Amendment 3 than older voters are, though all age groups lean in favor of the amendment. The chart below shows a breakdown of the Amendment 3 Ballot by age group.

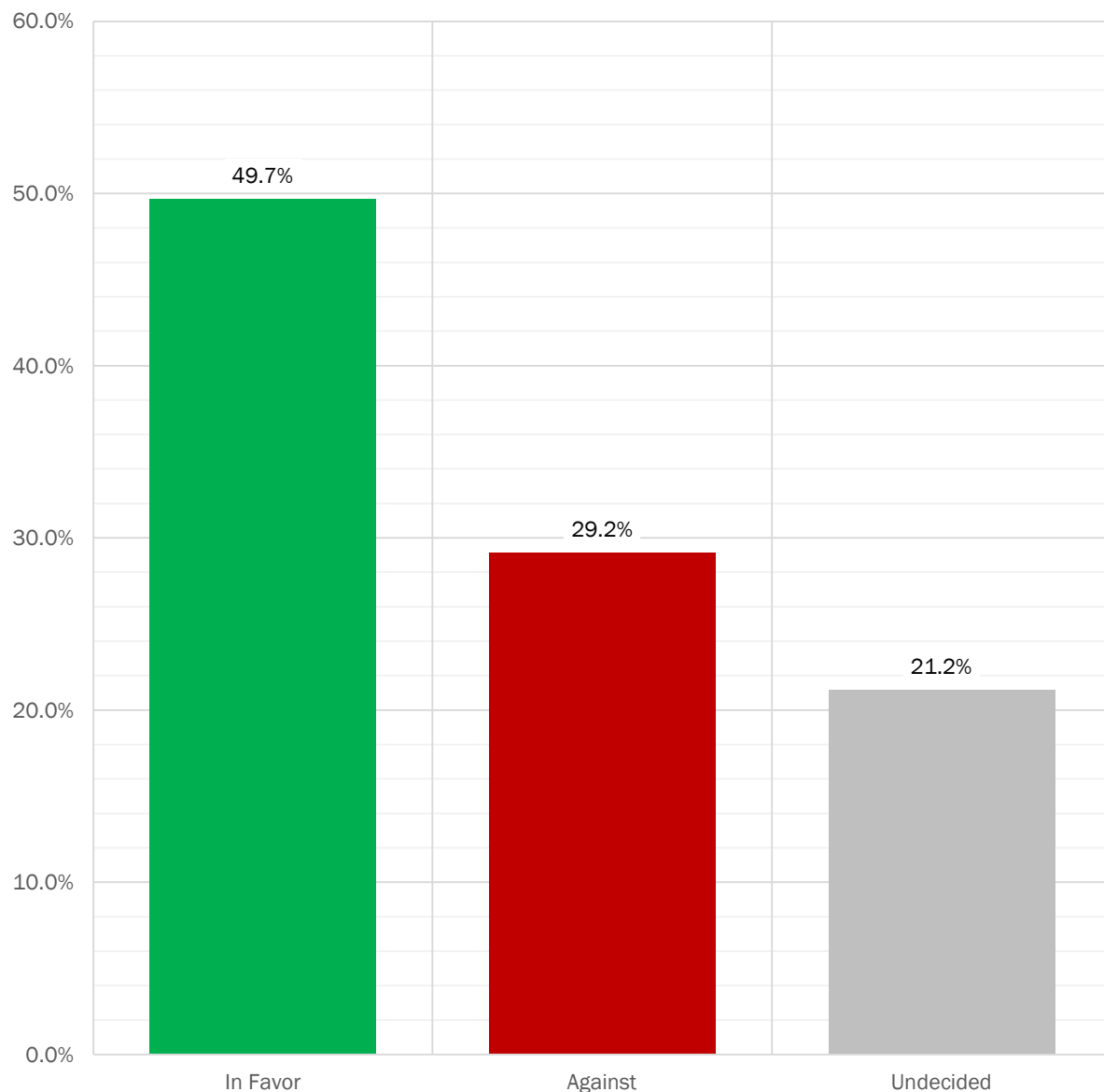


Amendment 4

We asked respondents whether they planned to vote in favor or against Amendment 4 which, if passed, would prevent the state from imposing abortion restrictions that apply before an unborn baby is viable, or when the mother's life is threatened. The measure would also need to receive at least 60% support in order to take effect.

Overall Amendment 4 Ballot

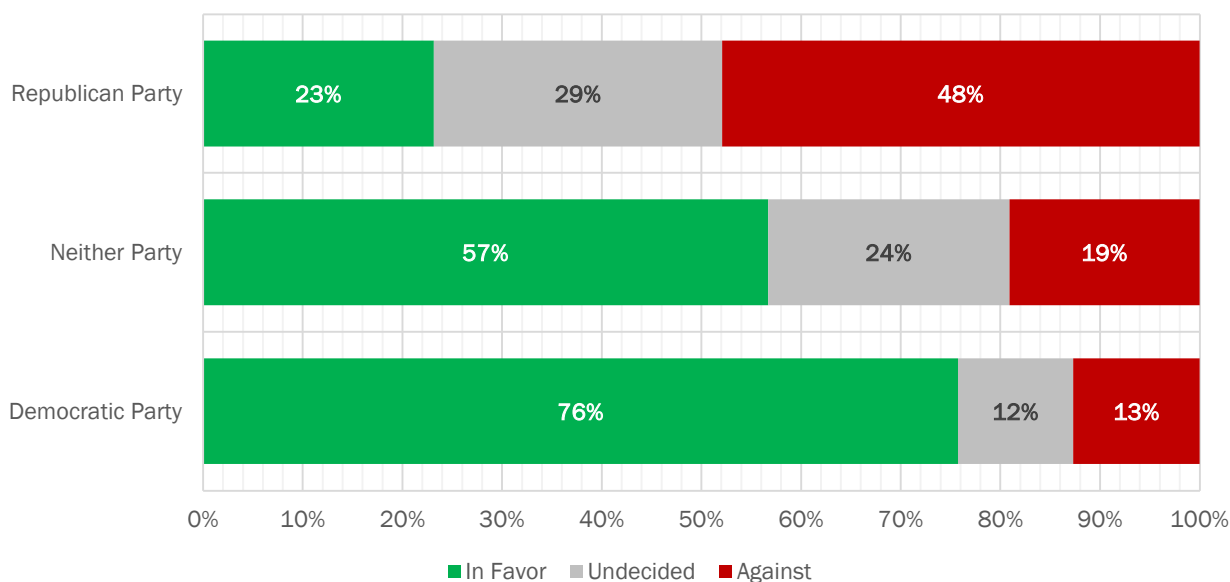
The chart below displays the overall results of this question. About half of voters say they plan to vote in favor of Amendment 4. This is lower than the support for Amendment 3, and well below the 60% threshold needed to pass, but it's important to note that more than 1 in 5 voters remain undecided, providing ample opportunity for the amendment to pick up another ~10% support in order to reach the threshold.





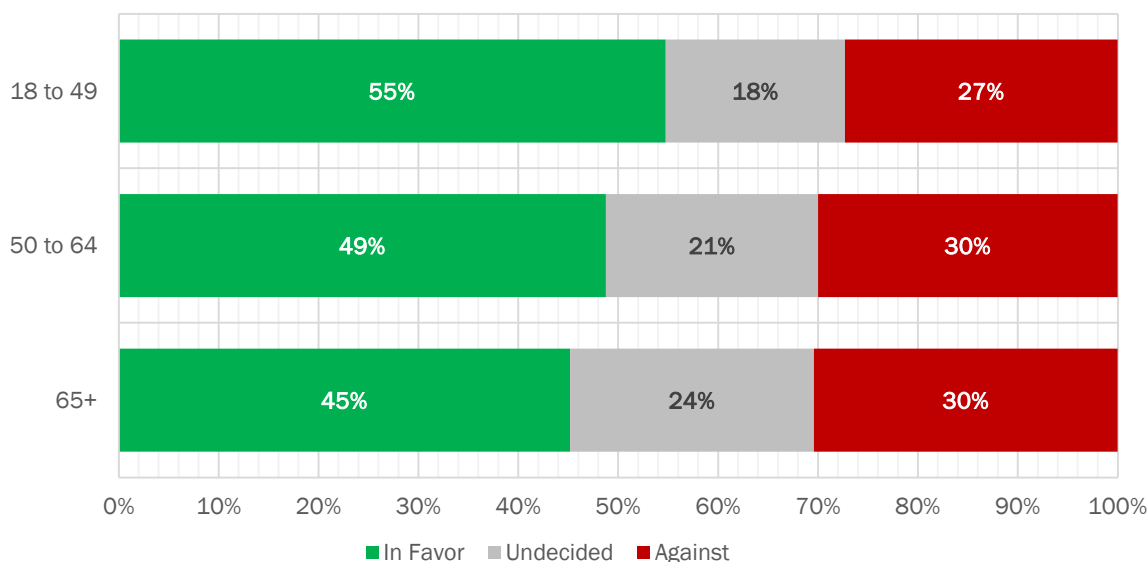
Amendment 4 Ballot by Party Affiliation

The chart below shows the Amendment 4 ballot broken down by party affiliation. Republicans make up the lion's share of opposition to the amendment, with about half of Republican-identifying voters opposing Amendment 4, and only 23% supporting it. However, a majority of nonpartisans and the vast majority of Democrats support the measure.



Amendment 4 Ballot by Age Group

While the ballot differences across age groups are less drastic than across party lines, a clear trend emerges nonetheless. Generally, the older the voter, the less likely they are to support Amendment 4 (and, unsurprisingly, the more likely they are to oppose it).





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