

NEW POLL: TRUMP RETAKES FLORIDA, LEADS DESANTIS BY 36 POINTS

August 24, 2023

P: (929) 388-6585

E: info@victory-insights.com

W: victory-insights.com

🐦: [@VictoryPolling](https://twitter.com/VictoryPolling)

Poll conducted August 21-23, 2023 among 590 likely GOP primary voters throughout Florida. Responses were collected via Interactive Voice Response (IVR) and Text-To-Web (TTW). Maximum margin of error of $\pm 4.3\%$. Not commissioned by any candidate or committee.





Table of Contents

- 1 *Cover Page*
- 2 *Table of Contents*
- 2 *Executive Summary*
- 3 *Full Republican Primary Ballot*
- 4 *Head-to-Head: Trump vs. DeSantis*
- 5 *Changes Over Time*
- 6 *Who should be Trump's VP?*
- 6 *Would DeSantis supporters vote for Trump against Biden?*
- 7 *Contact Information*

Executive Summary

In November of 2022, just after Florida Governor Ron DeSantis won re-election in a landslide victory, and long before he announced he would challenge former President Donald Trump for the 2024 Republican nomination, we asked Florida voters which of these two candidates they would support. We found back then that DeSantis held a double-digit advantage over Trump, but by April, that lead had been reversed. In the wake of DeSantis's official announcement, however, we found a statistical tie between the two frontrunners, with DeSantis holding a 1% lead in a head-to-head matchup.

Our August poll of likely Florida GOP voters, fielded in the days leading up to the first Republican presidential debate, finds that the title of “frontrunner” in Florida now belongs solely to Trump. DeSantis's miniscule lead has not only been erased – Trump has jumped out to a massive lead over the Florida Governor. In a head-to-head matchup, Trump leads DeSantis by 27 points in the Sunshine State, a 28-point swing since our last poll in May. And on the full ballot of Republican contenders, Trump's lead jumps to a whopping 36 points. The data clearly indicates a massive increase in support for Trump over DeSantis in the last few months.

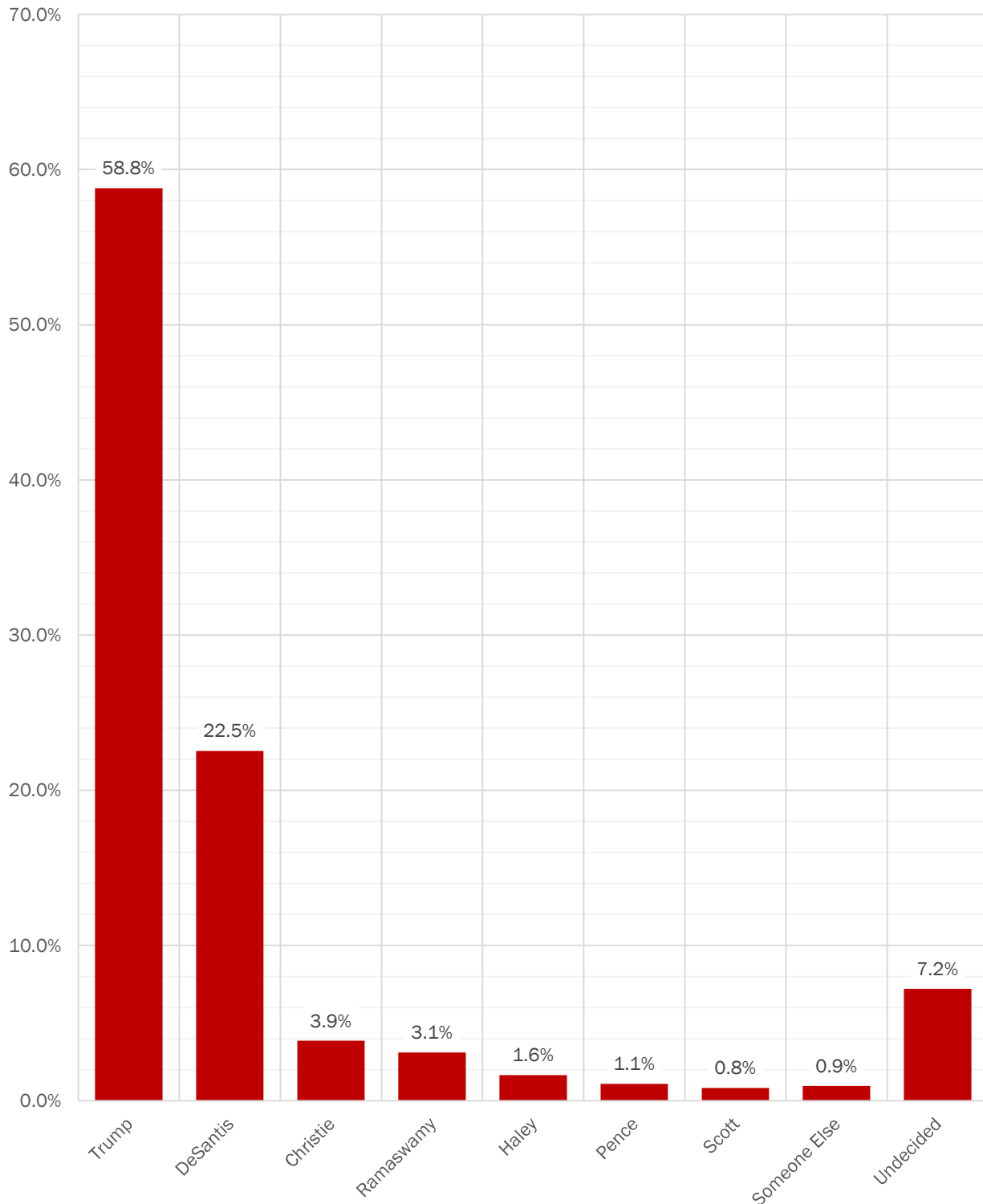
We also asked Trump supporters who they wanted Trump to pick as his VP if he becomes the 2024 GOP nominee. While “Undecided” was the most commonly-selected answer, fellow presidential contender Vivek Ramaswamy pulled in the next-most votes, while Kari Lake, Tim Scott, and Byron Donalds made up the second tier of VP candidates. For those who supported DeSantis, we asked who they'd vote for in 2024 if a Trump-Biden rematch occurred. While the majority said they'd still support Trump, 10% said they'd flip to Biden. While this rematch is far from guaranteed, Trump does seem to be surging, even in DeSantis's home state.

- ✓ **Ben Galbraith**
Senior Pollster, Victory Insights
🐦 @_BenGalbraith



Full Republican Primary Ballot

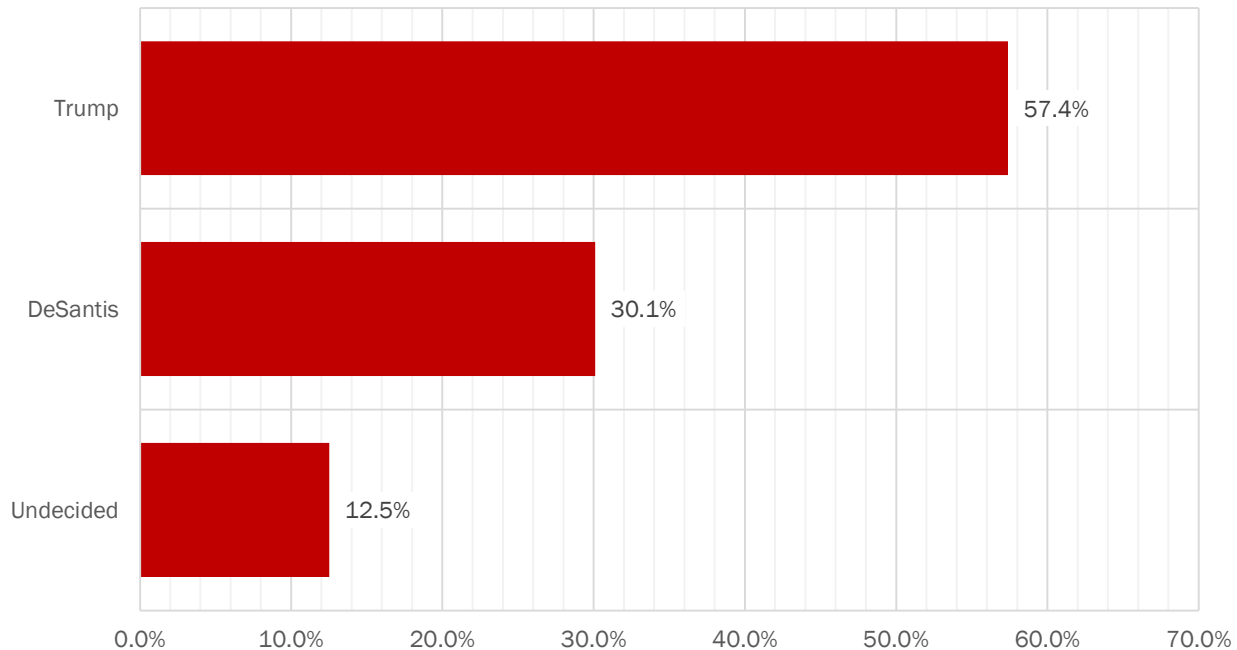
Trump (59%) is the clear frontrunner in Florida once again. He leads DeSantis (23%) by a whopping 36.3 points, while no other candidates exceed the low single digits. 7% of voters remain undecided about who they'll support.





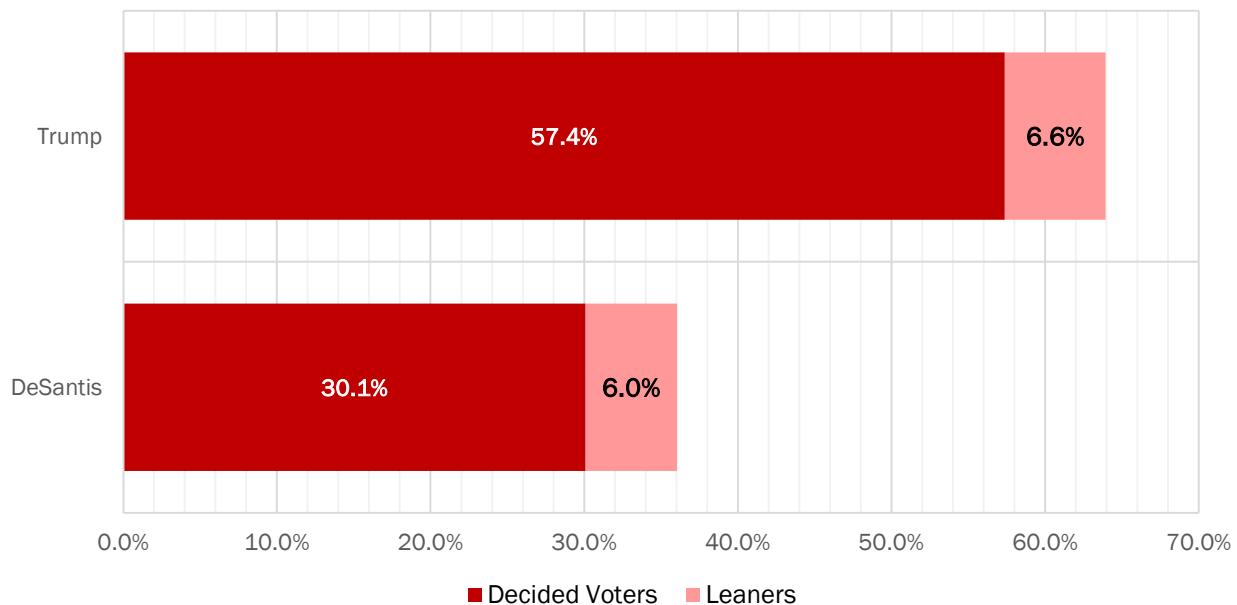
Head-To-Head: Trump vs. DeSantis

Even in a head-to-head matchup, Trump (57%) leads DeSantis (30%) by more than 27 points. Just over 12% of Florida voters remain undecided.



Head-To-Head: Trump vs. DeSantis (With Leaners)

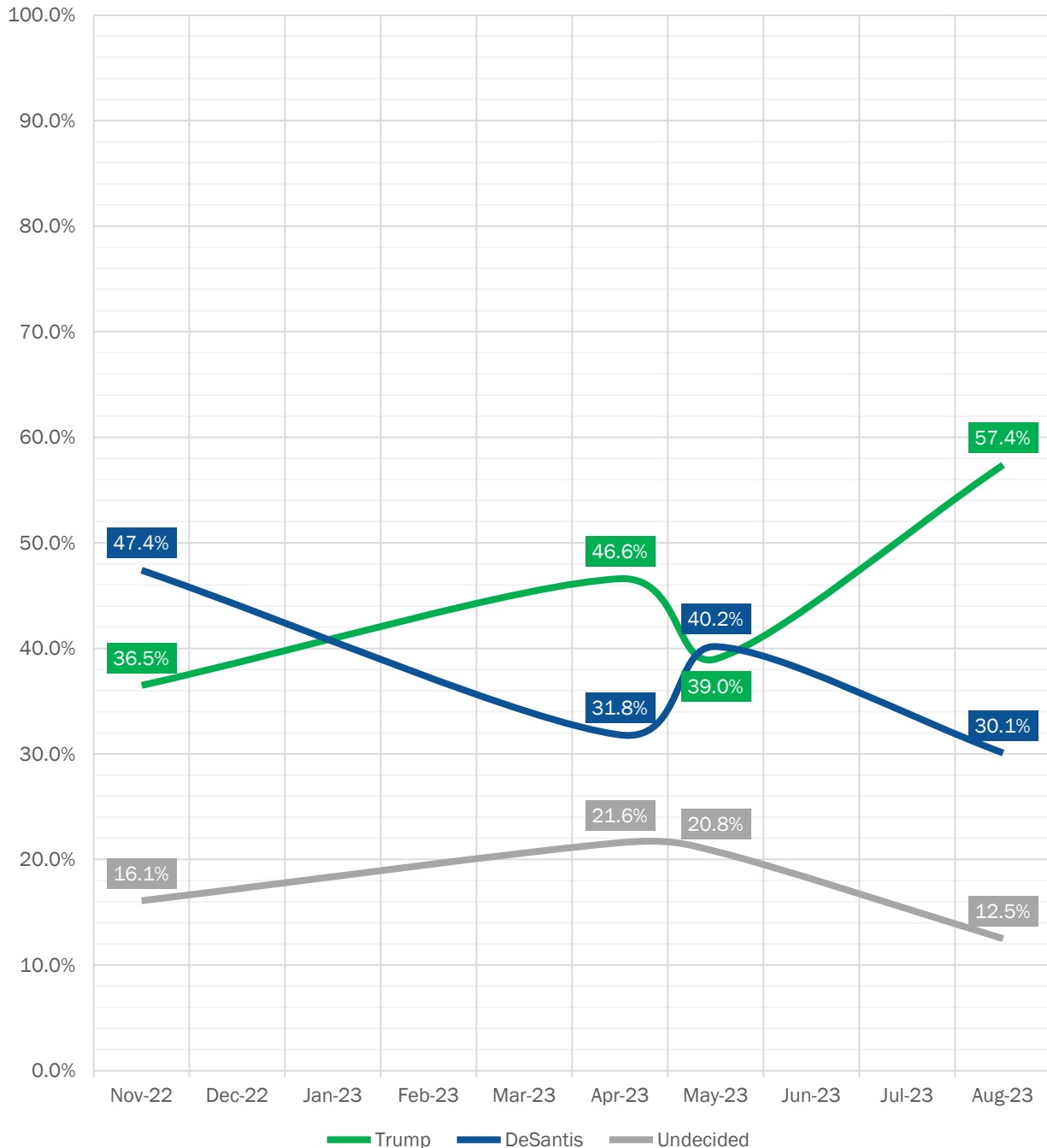
We asked undecided voters to indicate which candidate they're leaning towards. This gave Trump (64%) a slightly larger advantage over DeSantis (36%), extending his lead to 28%.





Changes Over Time

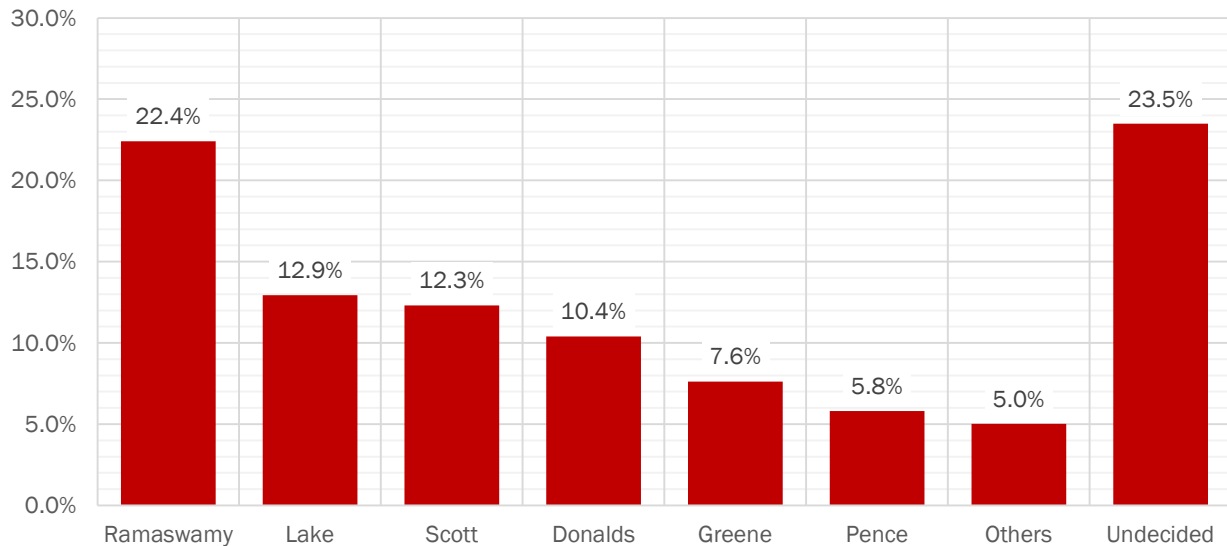
We have been tracking the head-to-head battle between Trump and DeSantis since November of 2022. Back then, on the heels of a landslide statewide victory, DeSantis led Trump by double digits. By April, that momentum had been reversed, and Trump led DeSantis by double digits. However, after DeSantis's official announcement in May, the two entered a statistical tie. Now, in August, Trump has the largest lead we've seen since we began monitoring the race nearly a year ago.





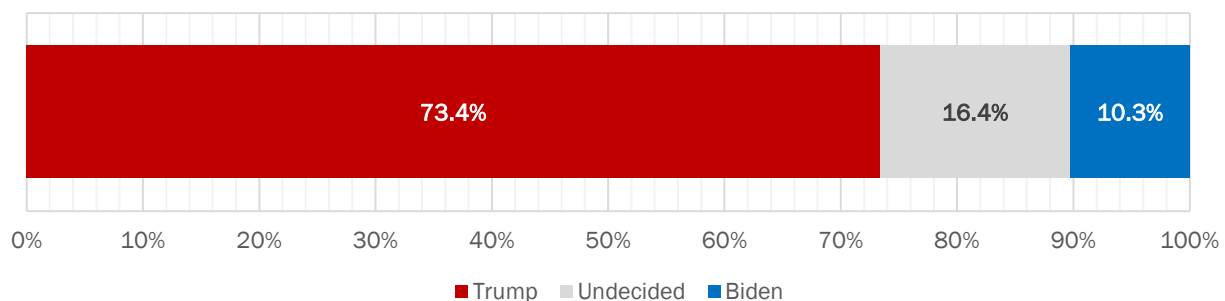
Who should be Trump's VP?

We asked Trump's supporters to indicate who they wanted to be his Vice Presidential nominee in the 2024 election. We listed a few names reported to be on the VP shortlist, but also gave voters the opportunity to throw their support behind another individual of their choice. Presidential contender Ramaswamy (22%) leads the pack, with nearly a quarter of Trump voters supporting him for VP. A second tier of candidates – Lake (13%), Scott (12%), and Donalds (10%) – each pull in double-digit support. Nevertheless, a plurality of voters (24%) remain entirely undecided about who Trump should pick as his running mate if he wins the Republican nomination.



Would DeSantis supporters vote for Trump against Biden?

We asked DeSantis's supporters who they would vote for in the 2024 general election if Trump were the Republican nominee facing Biden. About 10% of his supporters indicated they would actually support Biden, while just under a quarter confirmed they would still back Trump as the Republican nominee.





 @VictoryPolling

info@victory-insights.com

victory-insights.com

(929) 388-6585