

# FLORIDA POLL: SUPPORT FOR DESANTIS' PRESIDENTIAL BID HITS RECORD LOW

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First released at Pathway To Victory 2024 in Naples, Florida. Poll conducted December 8-9, 2023 among 1,220 likely GOP primary voters throughout Florida. Responses were collected via Interactive Voice Response (IVR) and Text-To-Web (TTW). Maximum margin of error of  $\pm 2.9\%$ . Not commissioned by any candidate or committee.





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This report was first shared with Republican insiders at *Pathway To Victory 2024*, an invite-only summit of GOP donors and leaders at the Bay Colony Beach Club in Naples, Florida on Monday, December 11<sup>th</sup>. This event, hosted by Victory Insights, was headlined by North Carolina Lt. Governor Mark Robinson for its inaugural year. Victory Insights is one of the nation's premier political polling firms and has a strong history of providing accurate and actionable data to key decision-makers in Florida and beyond.

## Executive Summary

I'll keep this short because there's not too much to say. Donald Trump remains the clear favorite for the 2024 GOP nomination, even in Ron DeSantis's home state of Florida. In our latest survey, Floridians' support for DeSantis' presidential bid has now dropped into the teens. Not only is this the lowest we've seen him since we began tracking this race over a year ago, it's the lowest support recorded for him in Florida from any pollster at any point in the race. The DeSantis campaign appears to be in free fall.

Trump boasts a more than 40% lead over any of his challengers, and even if the race came down to only Trump and DeSantis, Trump still leads by more than 30 points. DeSantis's decline since our last poll in August could be attributed to Nikki Haley's rise – the former UN Ambassador has picked up 6 points while the Florida Governor has lost 4.

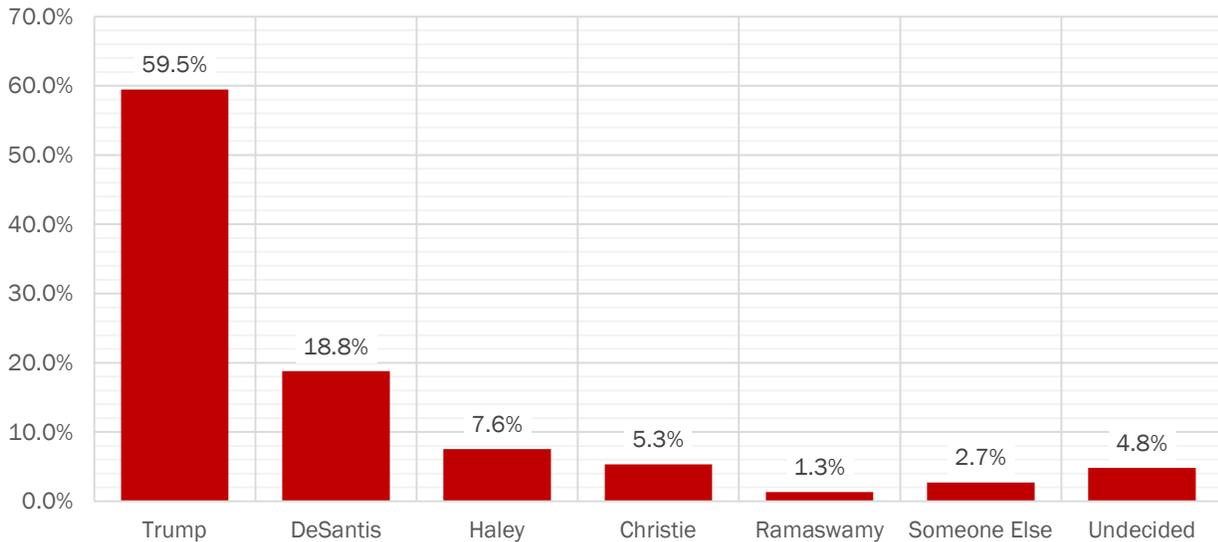
With just over a month to go until the 2024 Iowa Caucus, the Republican primary for President of the United States seems to be shaping up to be a blowout. Though the DeSantis campaign has outwardly expressed confidence in a viable path to victory, the poll numbers tell a very different story.

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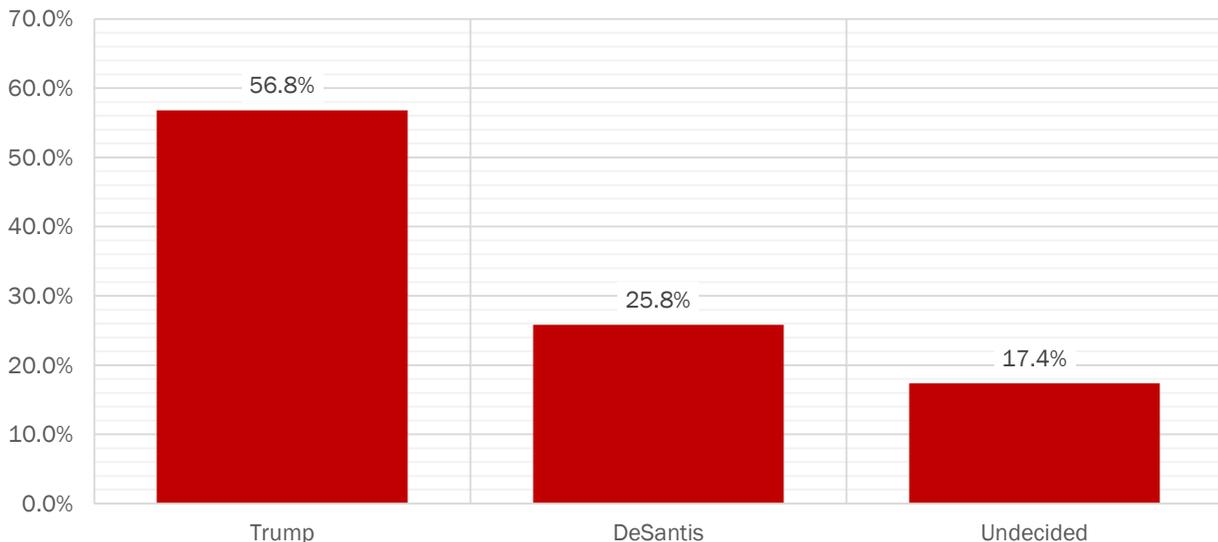
## Full Republican Primary Ballot

Trump (59%) holds a commanding lead over all other Republicans vying for the presidential nomination in Florida. DeSantis (19%), Haley (8%), Christie (5%), and Ramaswamy (1%) come nowhere close. Fewer than 1 in 20 respondents indicated that they are still undecided about who they'll be voting for in the primary this upcoming March.



## Head-To-Head: Trump vs. DeSantis

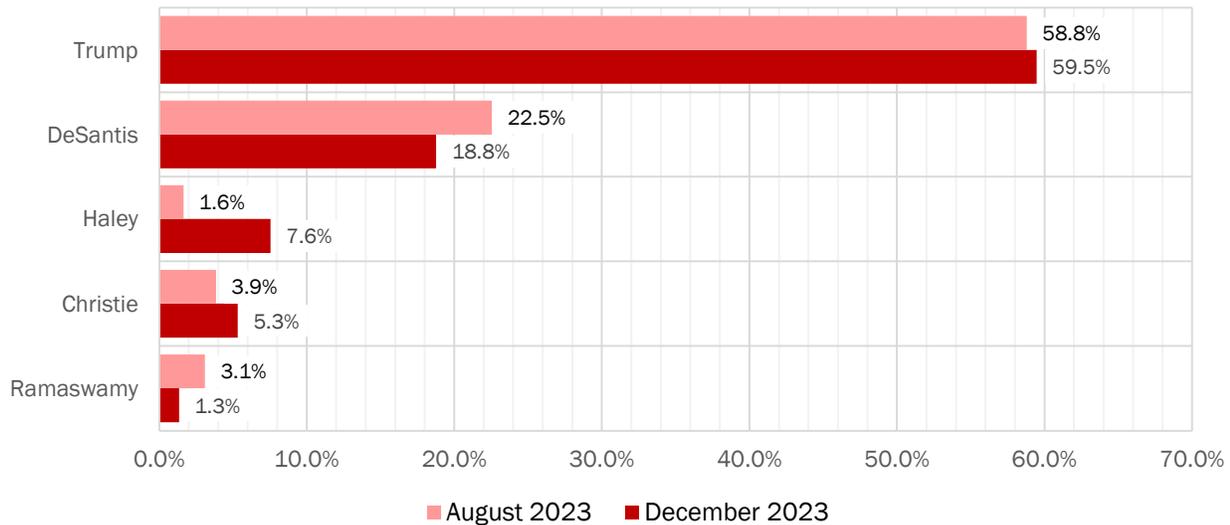
Even in a head-to-head matchup, our polling shows Trump with a more than 30-point lead over DeSantis, his closest rival in the Sunshine State. In this scenario, the number of undecided voters would more than triple compared to the full ballot, but even if DeSantis were able to win over every single one of them, he would still lose by double digits to the former President.





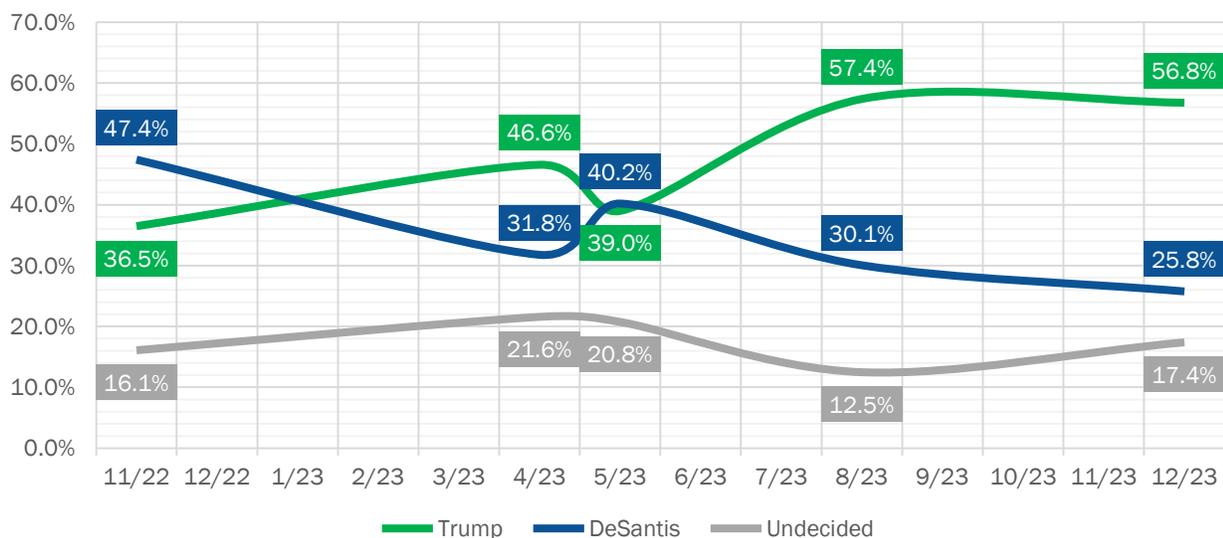
## Changes Since August: Full Republican Primary

The chart below shows each of the remaining major candidates' shifts in support since our last statewide Florida poll in August of this year. Haley has seen the sharpest rise, jumping six points yet staying in the single digits. While Trump's support has marginally increased (to a statistically insignificant degree), DeSantis's support has dropped by nearly four points.



## Long-Term Trend Tracking: Trump vs. DeSantis

We've been tracking Trump and DeSantis's head-to-head performance in Florida for over a year now. Though our first few polls showed a competitive race (with DeSantis actually leading in two of the first three surveys), our polls in the last six months have shown a very different story. Trump has solidified a massive lead over the Florida Governor, whose support seems to be steadily declining.





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