

FLORIDA

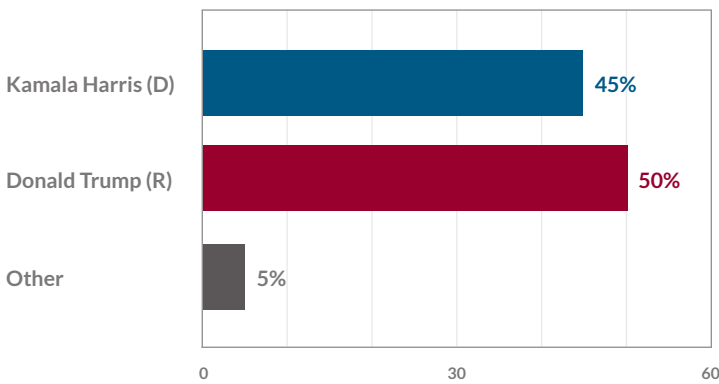
Trump, Scott on track to win in Florida

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Trump poised to defeat Harris in Florida.

Presidential candidate preferences among FL registered voters (%)



Source: CMC-Rose Institute Poll, Oct. 7-17, 2024. Online interviews: N=1,094, including oversamples. Implemented by YouGov, weighted, with margin of error of ±3.46.

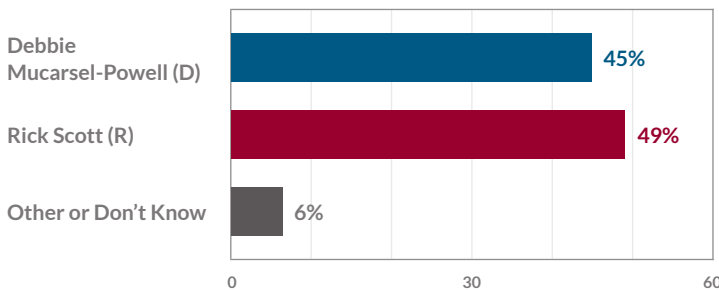
Former President Trump is likely to defeat Vice President Harris in his home state of Florida. Once among the most competitive states in the nation, Florida has drifted toward Republicans in recent years. In 2020, Trump defeated Biden 51%-48% in the state. In our poll of registered Florida voters, Trump leads Harris 50%-45%, with a margin of error of 3.46. About 5% of Florida respondents remain undecided or prefer a third-party candidate. The poll was designed by the Rose Institute of State and Local Government at Claremont McKenna College (CMC) and implemented by YouGov. It includes 1,094 voters in Florida as part of a larger national poll.

When Florida’s undecided or third-party voters are asked whether they lean toward either major candidate, Trump maintains his advantage, 51%-46%. Restricting the sample to likely voters and reweighting keeps Trump’s advantage at 51%-46% (N=1,076; MoE=3.49). Polls have consistently shown a Trump advantage in Florida since August. Our results, with 96% of the answers coming in after Oct.9, show that Hurricane Milton, which hit Florida on that day, did not alter the race.

Our data shows that in Florida Harris is the preferred candidate of younger (18-29) registered voters by 54%-41% and Black registered voters by 75%-19%. Unlike in the national data, women break evenly between the candidates (47%-47%), and men prefer Trump (54% to 42% for Harris). Our survey finds Florida’s Hispanic/Latino registered voters prefer Trump over Harris (50% to 44%).

Scott leads his race with similar support as Trump.

State senate candidate preferences among FL registered voters (%)



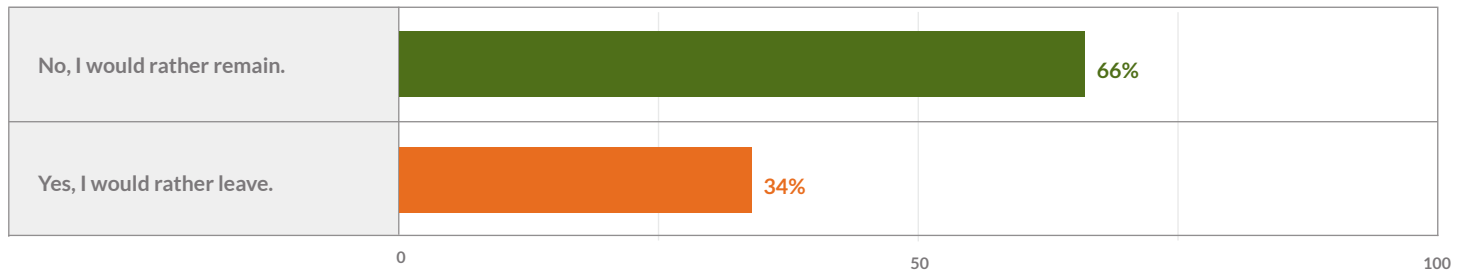
Source: CMC-Rose Institute Poll, Oct. 7-17, 2024. Online interviews: N=1,094, including oversamples. Implemented by YouGov, weighted, with margin of error of ±3.46.

Incumbent Republican Senator Rick Scott also leads the Florida U.S. Senate race over Debbie Mucarsel-Powell, 49%-45%. The margin of error is 3.46, and about 6% of voters remain undecided. While it is possible Mucarsel-Powell will outperform these estimates, either through polling error or the late movement of undecided voters, our results are largely in line with election forecasts like the Sabato Crystal ball which rate Florida’s U.S. Senate seat as “likely R.”

Partisanship drives roughly one-third of Florida voters to express interest in leaving the state.

“Regardless of whether you will move, if you had the opportunity, would you like to move to another state, or would you rather remain in your current state?”

Responses among FL registered voters (%)



Source: CMC-Rose Institute Poll, Oct. 7-17, 2024. Online interviews: N=1,094, including oversamples. Implemented by YouGov, weighted, with margin of error of ± 3.46 .

The 2022 Rose Poll¹ included a series of questions asking about whether respondents wished to move to a different state. While many residents may never move, desiring to move is the first step to doing so, and the desire itself serves as a measure of satisfaction with life in the state. In 2022, 33% of Florida registered voters were interested in moving, a statistic which contrasted favorably with California’s 44%. We asked the same question in 2024, with the vast majority of respondents taking the survey in the immediate aftermath of Hurricane Milton.

In 2024, 34% of Florida’s registered voters were interested in moving. As in 2022, many fewer had taken concrete steps to move. Nevertheless, the difference with California had evaporated: only 33% of Californians were interested in moving in 2024. In both states, partisanship explained interest in moving, as it did in 2022. In Florida in 2024, 48% of Democrats, but only 19% of Republicans, were interested in moving. Given an opportunity to explain their interest, many voters complained about heat, hurricanes, and the cost of living. Democrats were much more likely to also make political comments. One wrote: “it’s too Republican and too hot.” Democrats seem to sense the voting trends evident in Figures 1 and 2: in recent years, Florida has become more of a Republican state, and is likely to remain so in the 2024 election.

1 See here: <https://roseinstitute.org/2022-red-vs-blue-states/>

The Survey

The data for this survey comes from the CMC-Rose Institute Fall 2024 Poll. The survey was designed by the Rose Institute of State and Local Government and implemented online by YouGov between October 7, 2024 and October 17, 2024. The total sample of 1,094 registered voters was collected as part of a larger national survey, including respondents from the national sample and an additional 1,000 voters as a Florida oversample. The data was weighted by gender, age, race, education, past presidential vote, and home ownership. YouGov created the “modeled frame” (the target YouGov uses in selecting respondents for inclusion and uses to create the survey weights) by using the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration Supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 Cooperative Election Survey (CES) surveys, including demographics and the 2020 presidential vote. The survey has a margin of error of 3.46 for registered voters. To create a likely voter weight, respondents were screened for vote intention and the data reweighted; the likely voter sample has a margin of error of 3.49.

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