
FLORIDA STATEWIDE Poll

All Topics

FL Statewide Registered Voters Poll (1,151 Reponses)

Created on 28 Feb 2024

Sample size: 1,151

Margin of error: 2.9%

Dates: 2/27/2024 – 2/28/2024

<https://kaplanstrategies.com/>

For Immediate Release:

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Matt Gaetz has early edge in 2026 Republican Gubernatorial Primary with Moody and Donalds also standing out as contenders.

Kissimmee, Florida – Looking ahead to the high stakes 2026 Republican primaries in Florida, Kaplan Strategies has conducted a poll of Florida Republicans to gauge support for potential candidates. In the Gubernatorial primary, Matt Gaetz starts off with the edge with 16% of the vote followed by Byron Donalds at 13% and Ashley Moody at 10%. With 51% of voters indicating that they are undecided, there is plenty of room for the race to develop.

Former President of Gravis Marketing, Doug Kaplan, who accurately saw President Trump winning the 2016 primary and general elections before any other pollster, notes that “Florida is definitely MAGA country. We are seeing voters identifying as ‘MAGA Republicans’ to be 15-20 points higher than in other polls we have conducted. If President Trump makes an endorsement, his support will carry a lot of weight.” Republican voters identify as “MAGA Republicans” by a 63%-37% margin and indicate that a President Donald Trump endorsement would mean more than a Ron DeSantis endorsement by a 47%-37% margin. “Someone like Patronis, a CEO, who sat out the Presidential primary and not endorsing either President Trump or DeSantis has room to grow if he can grow his name recognition” says Kaplan.

Voters have not committed to their support for Attorney General or Chief Financial Officer with 80% and 86% respectively indicating that they are undecided. With very few minds made up in those races, a good campaign and a President Trump endorsement could quickly become decisive.

President Trump enjoys strong favorable numbers in Florida among Republicans with 82% indicating a favorable view and only 17% having an unfavorable view. Florida’s Senators Rick Scott (63%-26%) and Marco Rubio (76%-16%) also have strong favorable ratings. Among the leading candidates for Governor, Matt Gaetz has a 47%-27% favorable rating, Byron Donalds has a 40%-10% favorable rating and Ashley Moody has a 43%-12% favorable rating. Of the three potential Gubernatorial candidates, Gaetz has the highest name recognition while 50% and 45% have neither a favorable or unfavorable opinion of Donalds and Moody respectively.

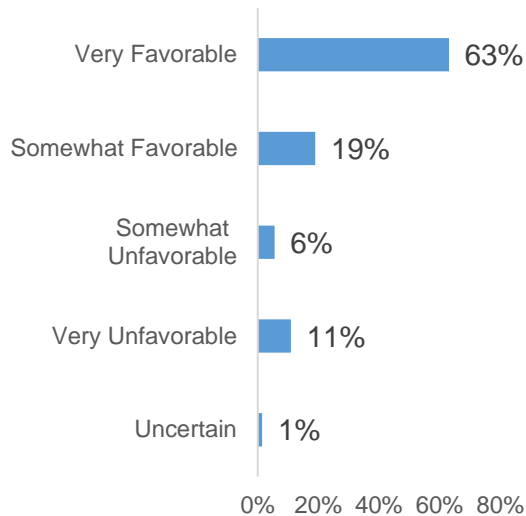
The poll was conducted by Kaplan Strategies, a reputable nonpartisan research firm, using an online panel of cell phone users using web and text responses. This poll of 1,151 registered, likely Republican voters in Florida was conducted February 27th – 28th and has a margin of error of $\pm 2.9\%$. The results were weighted and funded by Kaplan Strategies, a leading polling and strategic consulting firm known for delivering actionable intelligence to political campaigns, businesses, and organizations.

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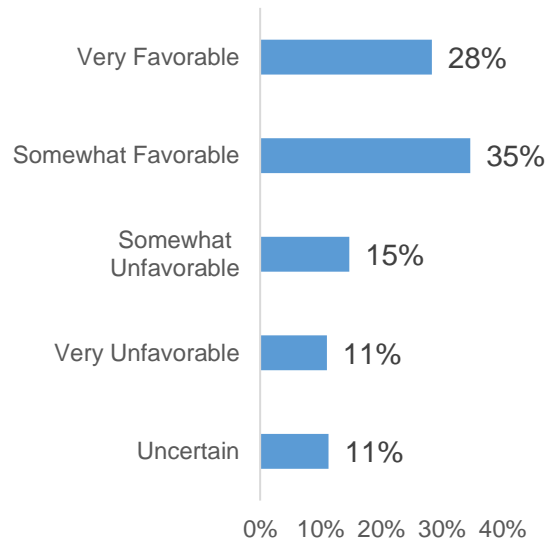
About Kaplan Strategies:

Kaplan Strategies is a leading polling and strategic consulting firm specializing in delivering actionable intelligence and comprehensive guidance to political campaigns, businesses, and organizations. With a team of seasoned professionals and cutting-edge methodologies, Kaplan Strategies empowers its clients to make informed decisions and achieve success in today's dynamic political environment.

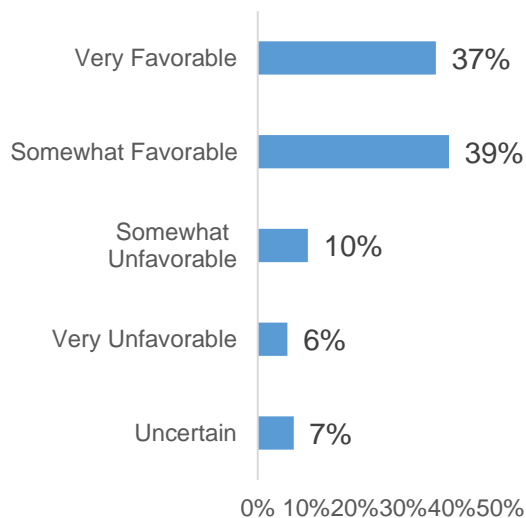
1) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Donald Trump?



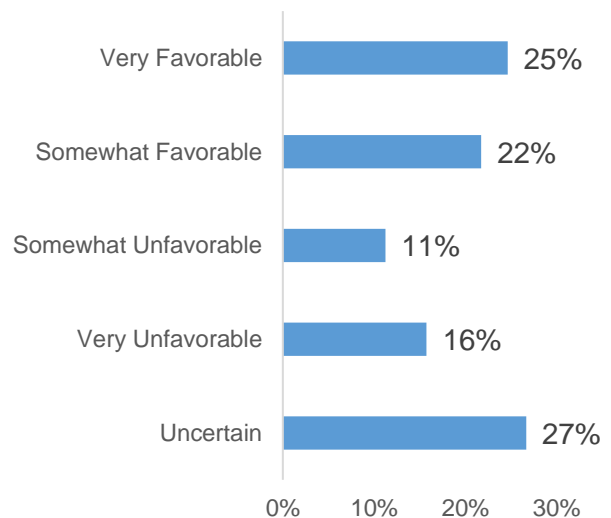
2) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Rick Scott?



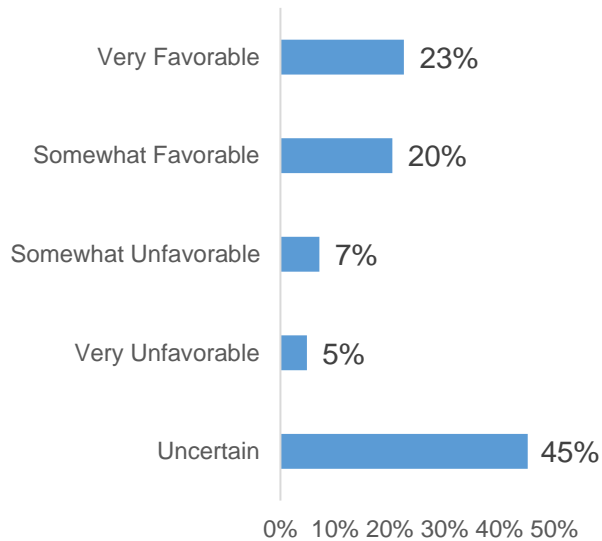
3) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Marco Rubio?



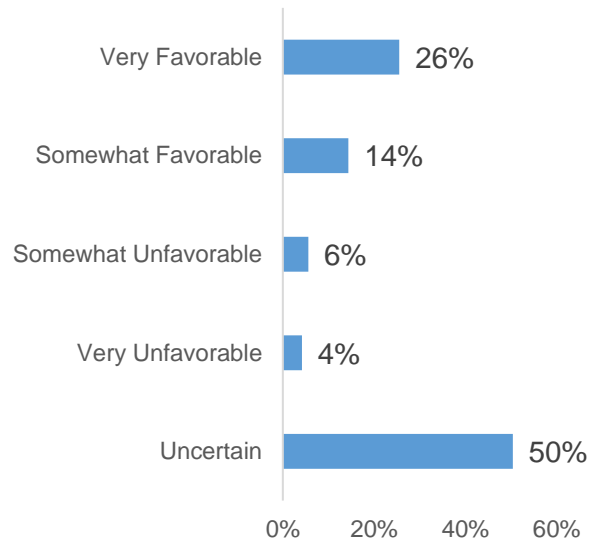
4) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Matt Gaetz?



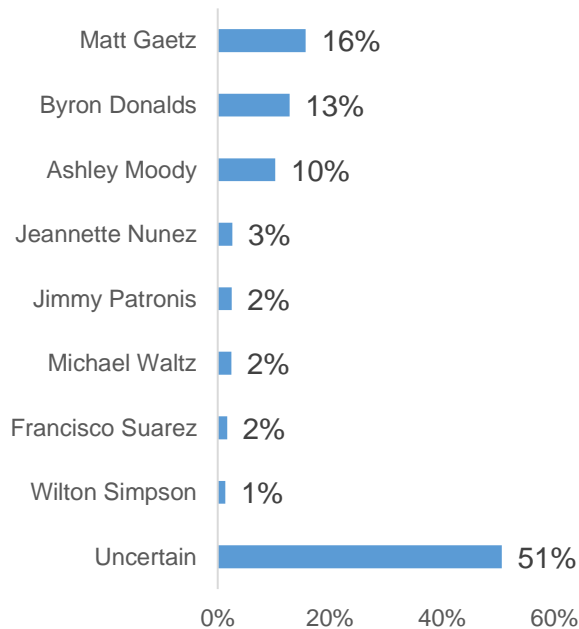
5) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Ashley Moody?



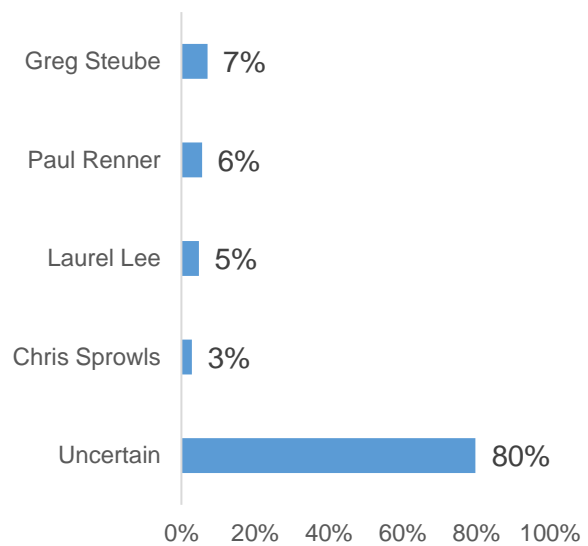
6) Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Byron Donalds?



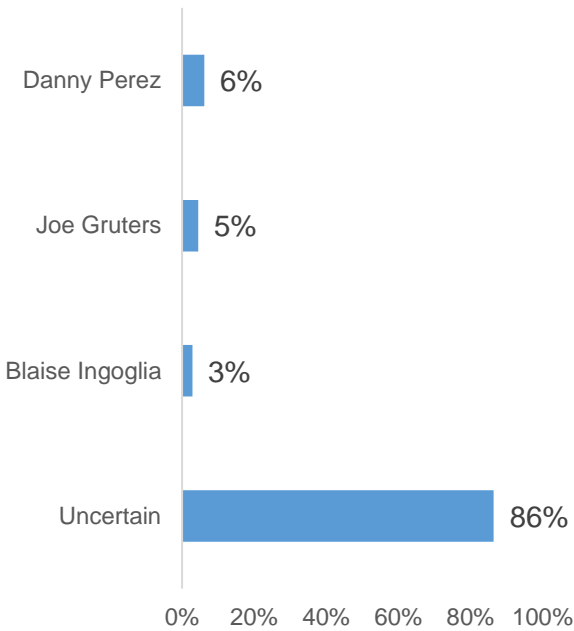
7) If the 2026 Republican primary for Governor were held today, for whom would you vote?



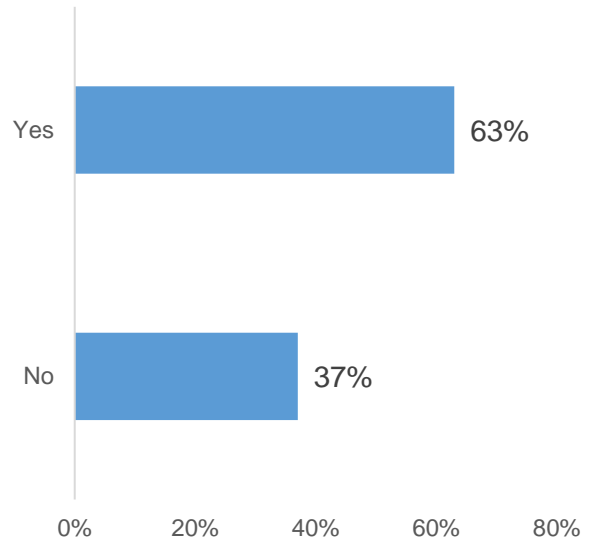
8) If the 2026 Republican primary for Attorney General were held today, for whom would you vote?



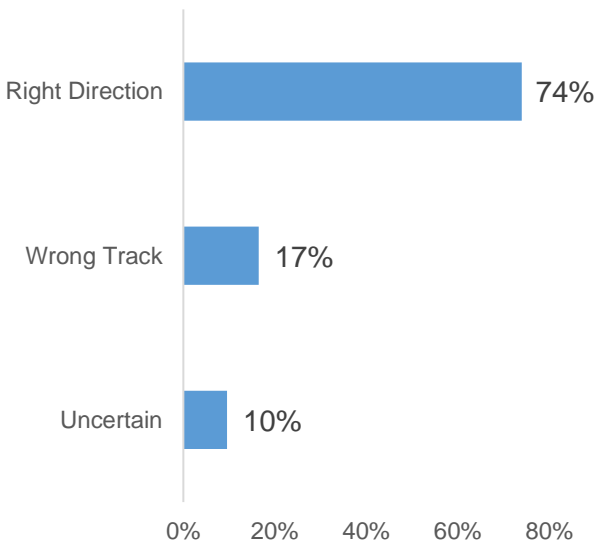
9) If the 2026 Republican primary for Chief Financial Officer were held today, for whom would you vote?



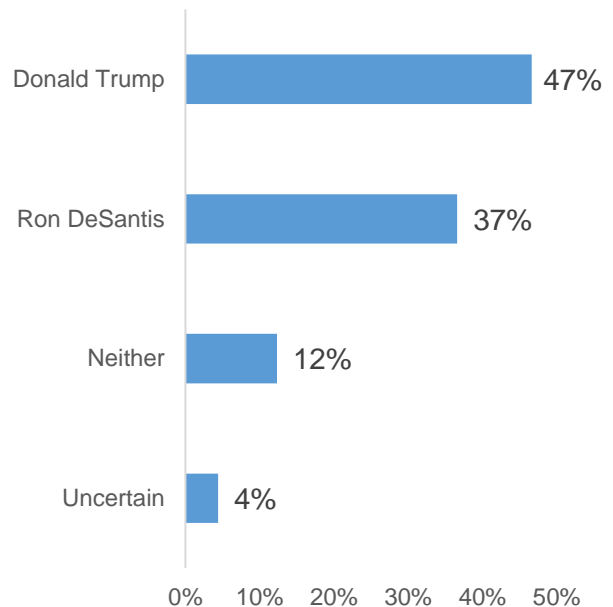
10) Do you consider yourself a "MAGA Republican"?



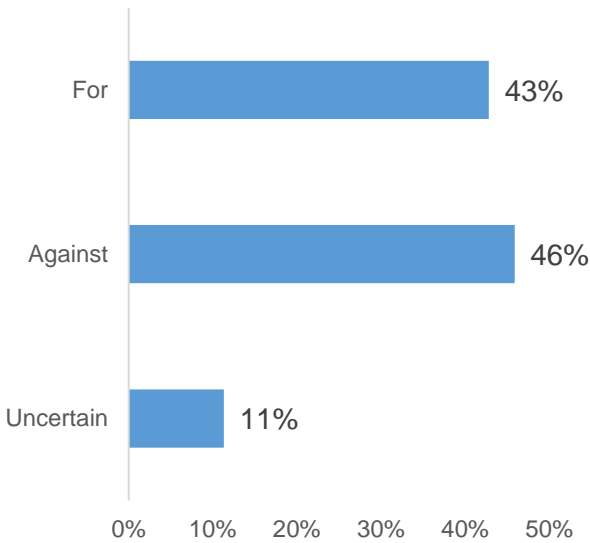
11) Do you believe things in Florida are headed in the right track or off on the wrong track?



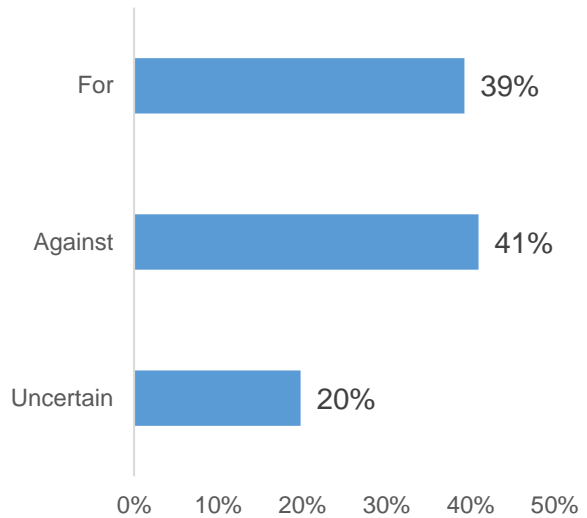
12) Whose endorsement would matter more to your vote in a Republican primary for statewide office in Florida?



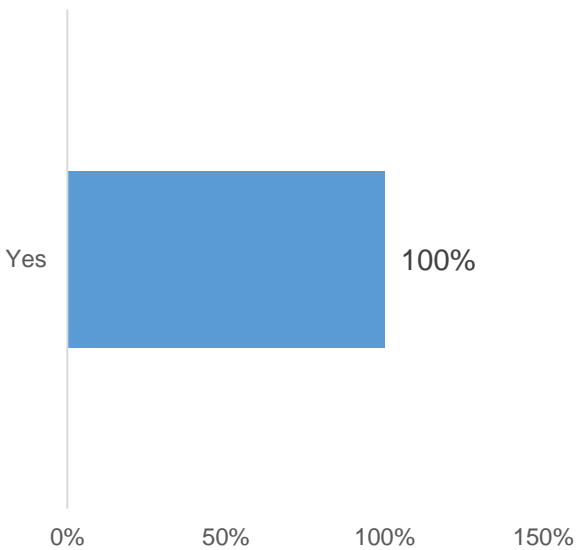
13) How would you vote on a proposed constitutional amendment to make recreational marijuana legal in the state of Florida?



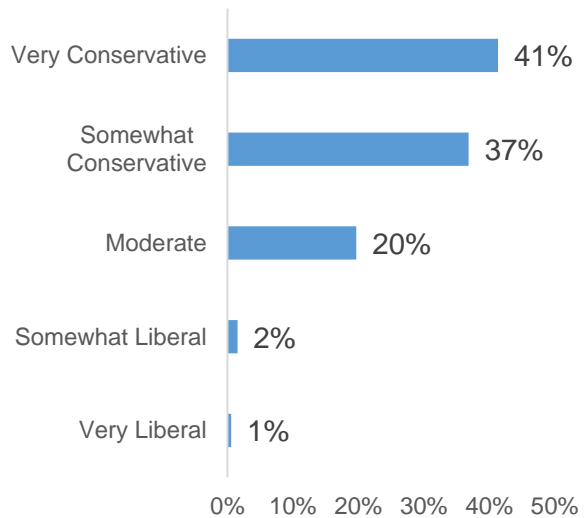
14) How would you vote on a proposed constitutional amendment to prohibit government interference of the right to get an abortion?



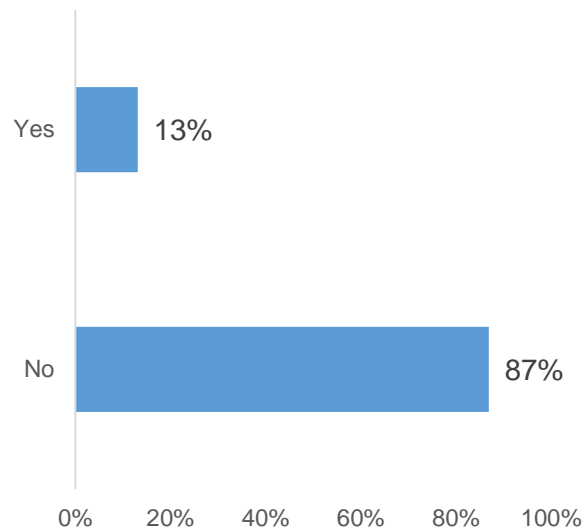
15) Do you plan to vote in the 2026 Republican primary for Governor of Florida?



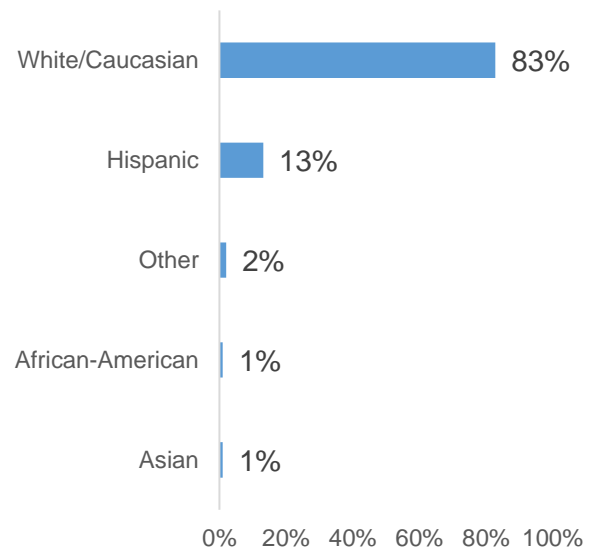
16) What is your political ideology?



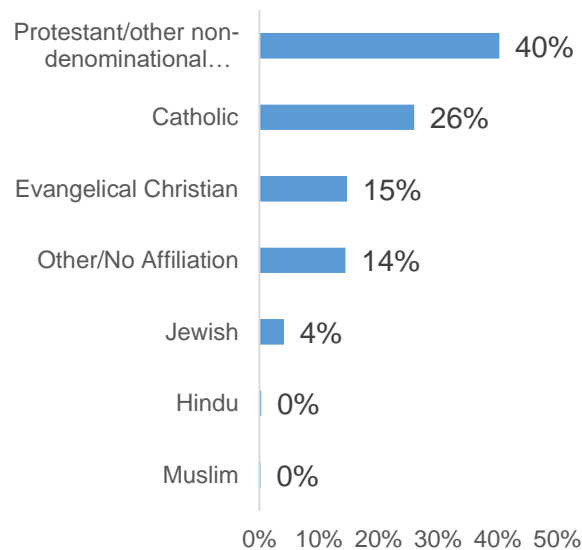
17) Are you or is a member of your immediate family from a Latino, Hispanic or Spanish speaking background?



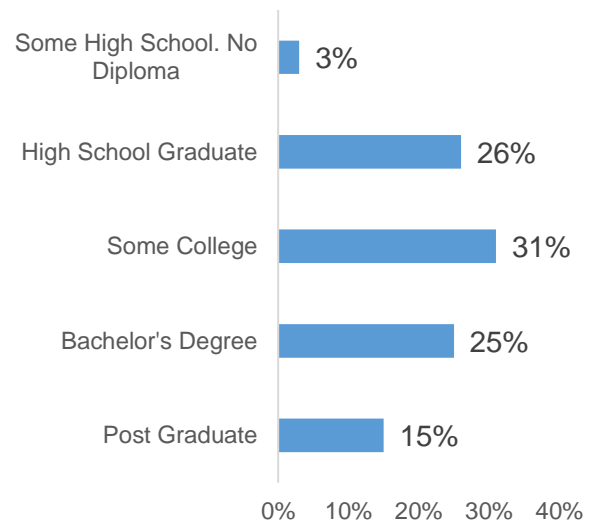
18) What race do you identify yourself as?



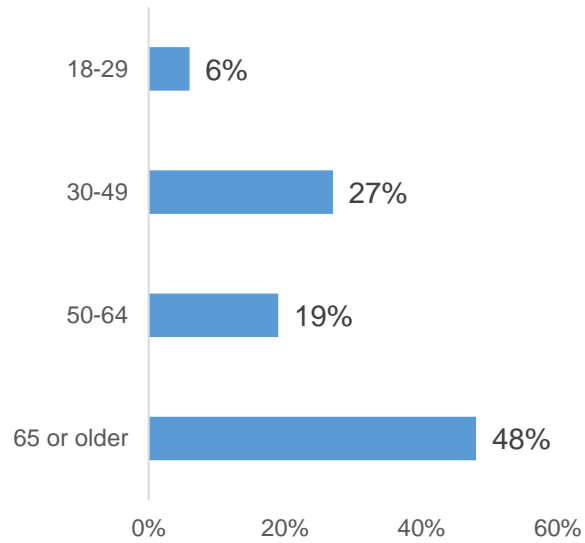
19) Which of the following best represents your religious affiliation?



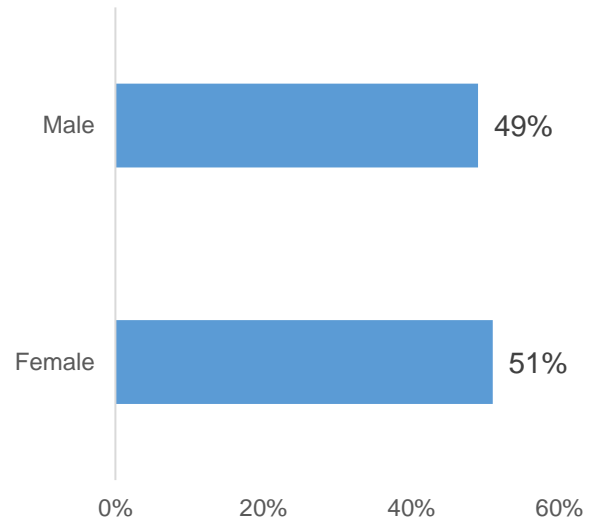
20) What is the highest level of education you have completed?



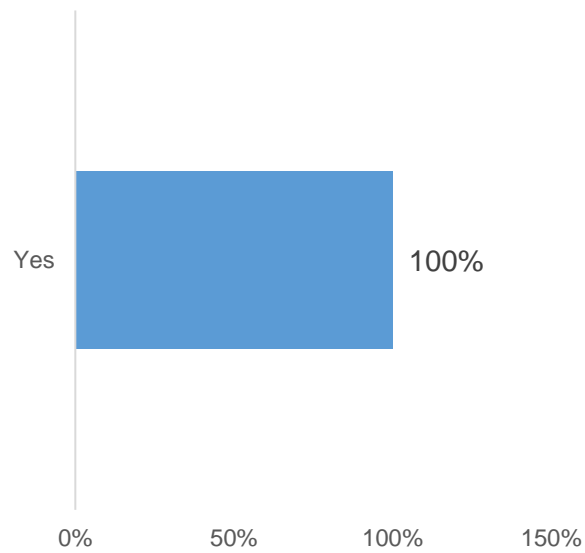
21) How old are you?



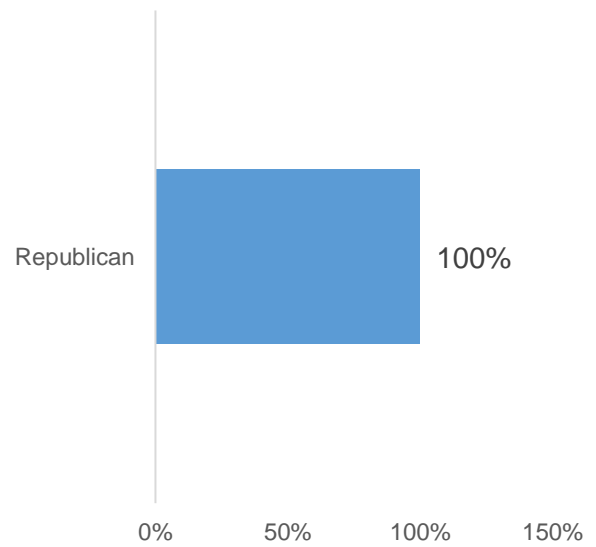
22) What is your gender?



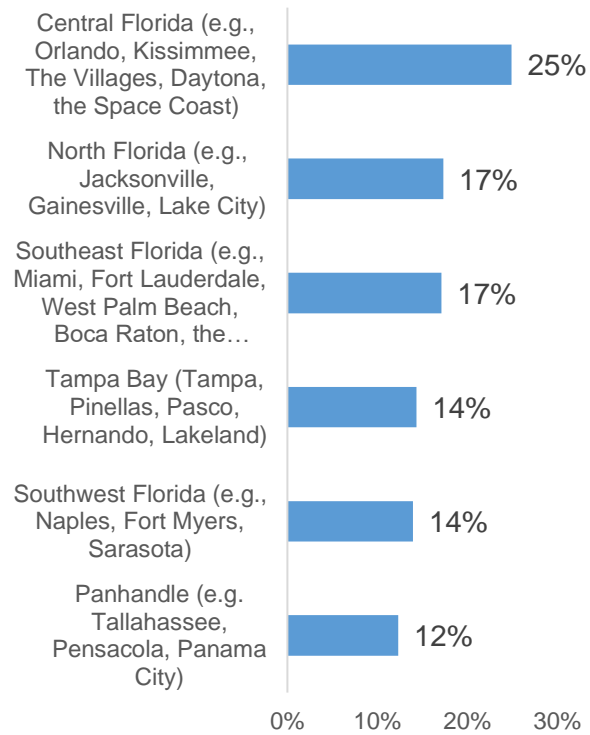
23) Are you registered to vote in Florida?



24) What is your party affiliation?



25) In which of the following regions do you currently reside? Please select the one that best describes your area.



CROSSTABS

Q7 Governor by Age Group

	18-29	30-49	50-64	65 or older	Grand Tot..
Matt Gaetz	27%	17%	17%	13%	16%
Byron Donalds	9%	10%	13%	15%	13%
Ashley Moody	24%	12%	11%	7%	10%
Jimmy Patronis	7%	3%	3%	1%	2%
Jeannette Nunez	3%	6%	1%	1%	3%
Michael Waltz	2%	1%	1%	4%	2%
Francisco Suarez	3%	2%	1%	1%	2%
Wilton Simpson	2%	3%	2%	0%	1%
Uncertain	23%	46%	50%	57%	51%
Grand Total	100%	100%	100%	100%	100%

Q7 Governor by Gender

	Female	Male	Grand Total
Matt Gaetz	14%	18%	16%
Byron Donalds	13%	13%	13%
Ashley Moody	10%	11%	10%
Jimmy Patronis	2%	3%	2%
Jeannette Nunez	2%	3%	3%
Michael Waltz	3%	2%	2%
Francisco Suarez	0%	3%	2%
Wilton Simpson	1%	2%	1%
Uncertain	55%	46%	51%
Grand Total	100%	100%	100%

Q7 Governor by Region

	Central Florida (e.g., Orlando)	North Florida (e.g., Jacksonville)	Panhandle (e.g., Tallahassee)	South East Florida (e.g., Fort Lauderdale)	South West Florida (e.g., Naples)	Tampa Bay (Tampa)	Grand Total
Matt Gaetz	18%	12%	32%	16%	9%	8%	16%
Byron Donalds	11%	4%	7%	15%	29%	12%	13%
Ashley Moody	12%	16%	6%	6%	6%	14%	10%
Jimmy Patronis	1%	2%	8%	1%	4%	1%	2%
Jeannette Nunez	1%	4%	2%	5%	2%	3%	3%
Michael Waltz	6%	1%	2%	1%	1%	1%	2%
Francisco Suarez	2%	1%	1%	5%	0%	0%	2%
Wilton Simpson	1%	4%		1%	0%	1%	1%
Uncertain	48%	56%	42%	51%	48%	59%	51%
Grand Total	100%	100%	100%	100%	100%	100%	100%

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