



---

TO: Media  
FROM: Ross Hunt, Hunt Research; Ryan Owens, Florida State University's Institute for Governance and Civics  
RE: IGC Statewide Survey of Florida  
DATE: 10/24/2024

### **Executive Summary**

- Donald Trump is on track to win Florida by a comfortable margin.
- Florida voters are deeply dissatisfied with the course of the United States and federal elected officials, but they have a more positive view of the state's direction and of Governor Ron DeSantis.
- Over 75% of Florida voters distrust K-12 schools for one reason or another.
- Nearly 60% of Florida voters distrust colleges and universities to provide students with an education that is free of political bias.
- Universities and K-12 schools can earn public trust back, however.
  - Likely 2024 voters support a wide range of reforms to secondary and higher education.
  - Voters are strongly supportive of focusing K-12 education on civics, the Constitution and classic texts, as well as increasing transparency and mitigating partisan imbalance in universities.
  - These results strongly support recent efforts at FSU and elsewhere to enhance greater civic awareness.



---

**Strong discontent with federal politics contrasts with a sunnier view on Florida politics**

- Former President Republican Donald Trump is on track to win the Sunshine State.
  - Trump leads his Democratic opponent, Vice President Kamala Harris by 6% (49.7% to 43.7%).
  - In a head-to-head contest with Harris, Trump's lead decreases to 5.1% (49.9% to 44.8%).
  - Trump's lead is outside the survey's 2.79% margin of sampling error.
  - Greater than half of Florida's voters hold a negative view of Harris (54% unfavorable, 44% favorable), while half hold a negative view of Trump (50% unfavorable, 48% favorable)
- The Presidential election takes place in an environment of strong dissatisfaction with US politics:
  - A supermajority of Florida voters (66%) say the United States is on the wrong track.
  - 58% of Florida voters disapprove of the job Joe Biden is doing as President; 51% strongly disapprove.
  - Asked about the disaster response to Hurricanes Helene and Milton, 46% think the US federal government did a "poor" or "terrible" job.
  - Almost half of Florida voters view Republican US Senator Rick Scott unfavorably (49% unfavorable, 41% favorable), while his challenger Debbie Mucarsel-Powell is still undefined (30% favorable, 20% unfavorable).
- Meanwhile, Florida voters have a less negative view of state politics:
  - Floridians are divided on the direction of the state: 45.6% say it is headed in the right direction, while 44.4% say it is off on the wrong track.
  - 56% approve of Republican Governor Ron DeSantis; 43% strongly approve.
  - DeSantis is viewed favorably (53% favorable to 45% unfavorable).
  - 52% think the Florida state government did an "excellent" or "good" job in response to Hurricanes Helene and Milton.
  - 53% think Governor Ron DeSantis did an excellent or good job in response to the Hurricanes, with 38% saying he did an excellent job.



---

**A divided electorate**

- Registered Democrats and registered Republicans are largely sticking with their respective parties' nominees; 8% of Democrats are voting for Trump, 9% of Republicans for Harris.
- Registered independents lean towards Harris, 46% to 42%; this is a statistical tie.
- Voters who describe themselves as independents lean towards Harris (45% Harris to 33% Trump), as do self-described moderates (56% Harris to 34% Trump).
- There is a significant gender gap: Florida women are statistically tied in their support for the candidates (48.4% Harris, 47.4% Trump), while Trump is winning men (Trump 53% to Harris 41%).
- Harris is winning voters under 45; Trump is winning voters 55 or older, but even among the youngest voters (18-24), Trump is only losing by 8%. Voters aged 45-54 are equally likely to support Trump and Harris.
- While the state's cohort of black voters is voting overwhelmingly for Harris, Trump is winning Hispanic voters by 12% (54% to 41%). Trump is winning white voters, Asians and those of other ethnicities.
- Income predicts partisanship, with voters who earn \$80,000 or less favoring Trump by 13%, while higher-income voters are equally likely to support either candidate.
- Education correlates with a split among voters:
  - Voters with a Bachelor's degree or graduate degree are voting for Harris, 54% to 41%, while
  - Voters with a lower level of educational attainment are voting for Trump, 55% to 40%.
- The single most powerful societal predictor of Florida partisanship is religiosity:
  - Voters who attend church or other religious celebrations are voting for Trump, 62% to 32%;
  - Voters who do not attend church are voting for Harris 66% to 30%.







---

**Possible Reforms That Can Earn Trust Back**

- Presented with a series of potential reforms to K-12 schools, voters were enthusiastic about the prospect of more teaching and learning programs focused on civics and the Constitution, with 78% of respondents saying this would make them trust K-12 schools more.
- Voters were similarly optimistic about the idea of providing K-12 parents with more information on what is being taught in class (70% trust more).
- Majorities also favored classical education (56%), and more school choice (54%).
- Authorizing state takeovers of schools fell flat, with a narrow plurality of voters saying that this would make them trust K-12 *less* rather than more.
- On the prospect of reforming higher education, strong majorities favored prohibiting schools from considering race, sex, ethnicity religion in admissions (56% trust more) and publicizing course syllabi (56%).
- A strong plurality of Florida voters favored balancing the partisanship of faculty between conservative and liberal professors (47% trust more; 16% trust less).
- These results strongly support recent efforts at FSU and elsewhere to enhance greater civic awareness in K-12 and higher education. University officials are to be commended for their efforts to enhance civic awareness and intellectual discourse.



---

General Civics Awareness

- Florida voters *scored relatively high on basic measures of civic awareness*:
  - When respondents were given a battery of five randomly selected questions testing knowledge of current elected officials and Constitutional principles, 72%-96% answered each randomly selected question correctly.
  - Overall, 48% of respondents answered all five questions correctly, another 29% only got one question wrong, and only 23% got more than one question wrong.

**Methodology:**

- On 10/16/2024-10/22/2024, Hunt Research surveyed 1,234 likely 2024 Florida General Election Voters on behalf of the Institute of Governance and Civics.
- 54% of interviews were conducted in English and Spanish via text to web, 39% via live cellphone call and 7% live landline phone call.
- Respondents are representative of the likely electorate; weights were used to ensure the weighted sample optimally reflects the electorate.
- The survey's margin of sampling error is +/- 2.79%.

***About Hunt Research:*** Hunt Research is a national survey, data analytics, and research firm in Dallas, TX. With survey and modeling experience in all 50 states, HR uses innovative research techniques grounded in sound political theory to measure, understand and guide public opinion.

***About the IGC:*** The IGC combines technical expertise, theory, and practice to connect America's core principles with contemporary American civic life and in so doing to create a citizenry that matches our complex times.