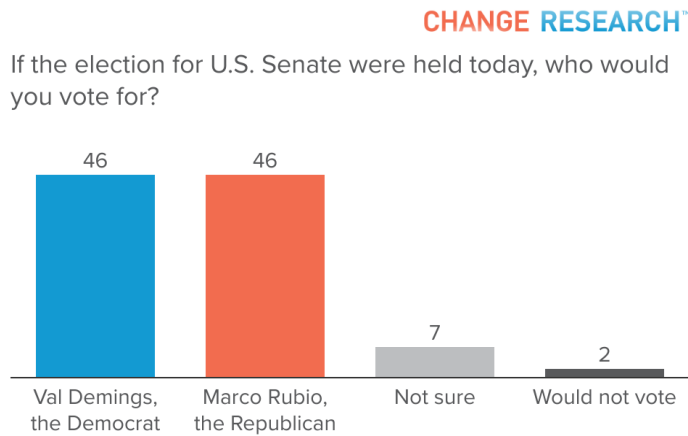


August 10, 2022



**TO: Emily's List**  
**FROM: Nancy Zdunkewicz, Change Research**  
**SUBJECT: Results of Florida Survey Show Val Demings Competitive with Rubio for Senate**

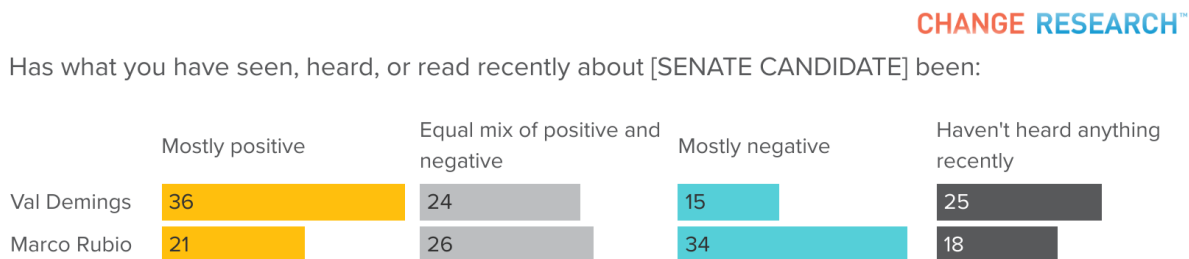
The U.S. Senate Ballot in Florida is TIED – 46% Val Demings, 46% Marco Rubio – as voters get to know more about Val Demings and white women and Republican women sour on Rubio.



This is according to a new survey of 1,031 likely voters in Florida conducted by Change Research from August 2-5, 2022.<sup>1</sup>

Respondents were surveyed in English and Spanish, in order to reach all Florida Latinos. In light of Republican performance among Florida Latinos in recent elections, this survey was careful to obtain responses from conservative Hispanics.<sup>2</sup>

**Voters are reacting positively to what they're learning about Demings.** This is the second survey conducted in the past two weeks to show a competitive Senate ballot in the wake of Demings going up with her first television spot. Over three-quarters of likely voters can now identify Demings, and they are more than twice as likely to report hearing mostly positive things about her than to report hearing mostly negative things (36% mostly positive, 15% mostly negative).



*\*Asked of voters who ID the candidate.*

<sup>1</sup> On behalf of Emily's List, Change Research surveyed 1,031 likely voters in Florida from August 2-5, 2022. Respondents were recruited into an online survey instrument via Dynamic Online Sampling (targeted online advertisements) and via SMS from a voter file sample. Respondents were able to take the survey in English or Spanish. Post-stratification was done on region, gender, age, ethnicity, education, and 2020 vote.

<sup>2</sup> The average weight of Latinos who voted for Trump in this survey was less than 1 (0.76).

By contrast, voters report hearing more negative things than positive things about Marco Rubio lately (34% mostly negative, 21% mostly positive).

**Rubio is underperforming with white voters, especially white and Republican women.** There is a 12-point gap between Rubio’s margin and Trump’s margin with white women in this survey (+5 Rubio v. +17 Trump), and that gap is 15 points with Republican women (+80 Rubio v. +15 Trump).

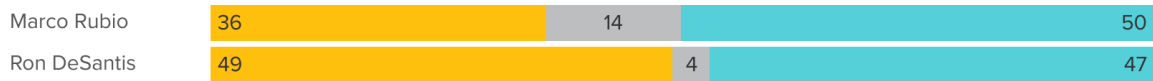
**Rubio is one of the most unpopular public figures in Florida.** Opinions of Rubio are +14 net unfavorable, half of voters are unfavorable toward Rubio, and 40% hold *very* unfavorable opinions of him. Among undecided voters, Rubio’s favorability rating is +46 net unfavorable (4% favorable, 50% unfavorable). Ron DeSantis is considerably more popular than Rubio with nearly half of likely voters expressing a favorable opinion of him and 44% *very* favorable. The drop-off in support between the two Republicans is concentrated among Republicans (+89 net favorable towards DeSantis v. +57 net favorable toward Rubio) – especially Republican women (+91 net favorable towards DeSantis v. +68 net favorable towards Rubio) and pure independents (+14 net unfavorable towards DeSantis v. +35 net unfavorable toward Rubio).

CHANGE RESEARCH™

How favorable are your feelings about each of the following public officials?

● Total Favorable ● Neutral/DK ● Total Unfavorable

**Total**



**Independents**



**Base Republicans**



\* \* \* \* \*