

navigator*

Thursday, June 15th

Ron DeSantis: A Guide for Advocates



Credit: Leonard Zhukovsky/Shutterstock

Key Takeaways:

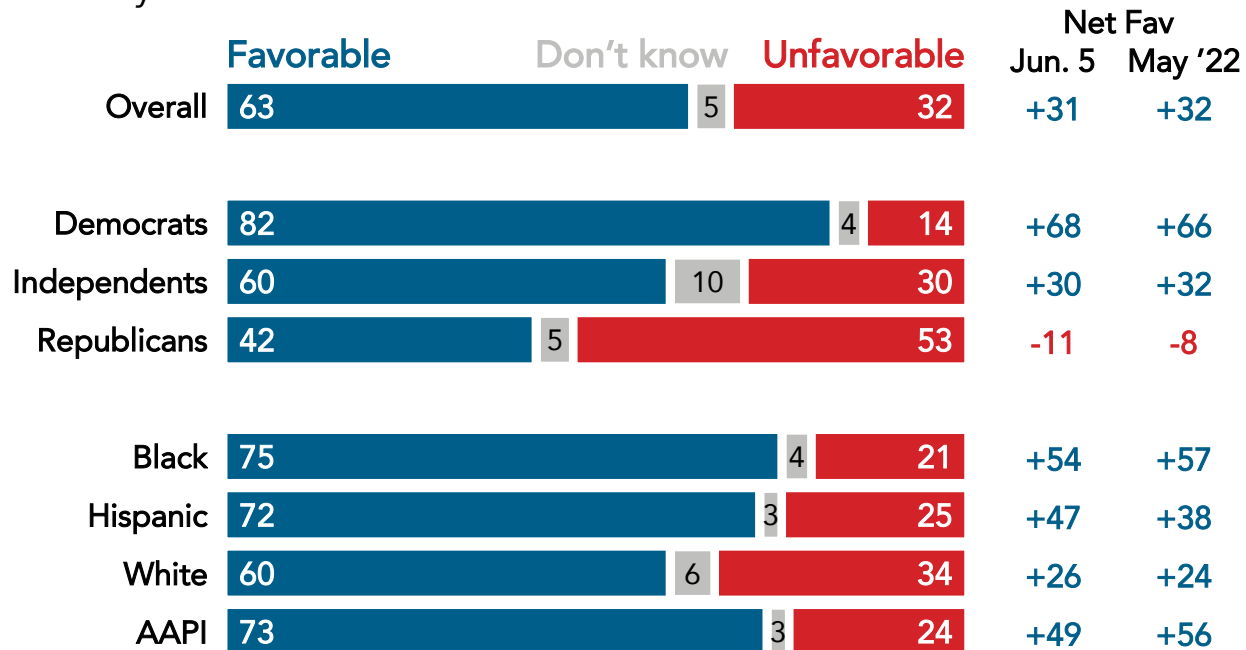
- Views of Ron DeSantis have declined since November, with nearly half of Americans rating him unfavorably now.
- Over the same period, Disney's favorability has remained high and stable, with people siding with Disney against DeSantis by nearly 20 points.
- Just one in four have heard a lot about DeSantis' announcement for President, and a plurality of those who have heard at least a little say it did not go well.

Disney Remains Broadly Liked Over the Last Year, While DeSantis' Favorability Continues to Erode

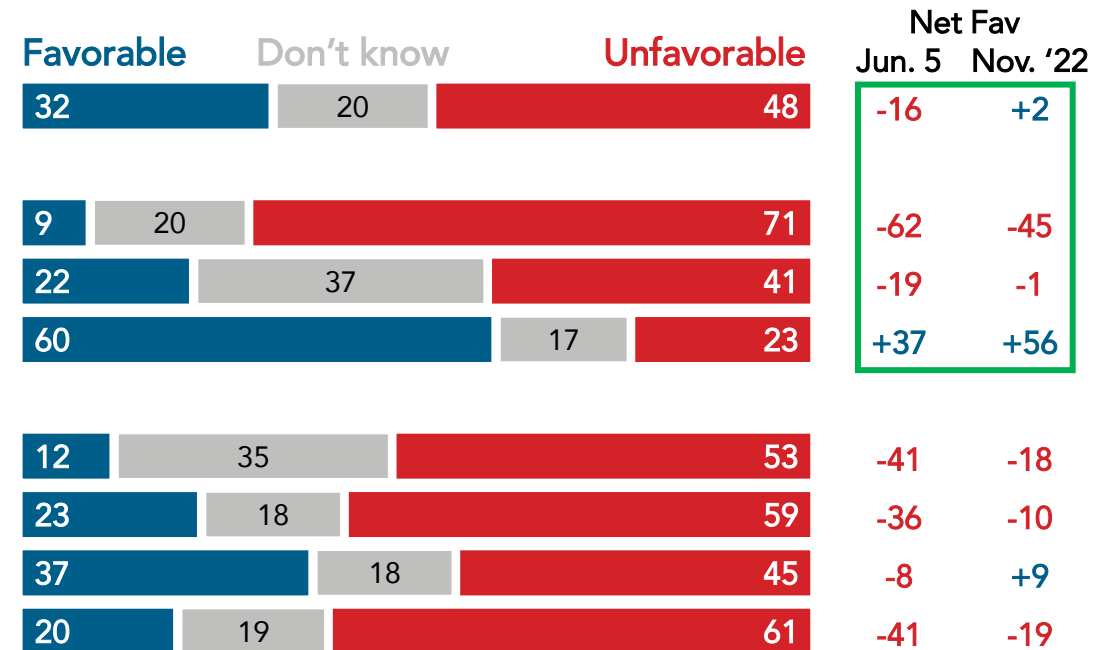
Over the last year, views of Disney have remained steady, as nearly two in three Americans (63%) express favorable views. By contrast, views of DeSantis have declined substantially since November: he is now 16 points underwater with Americans overall (down from net +2 favorable in November) and has seen double-digit declines in favorability across party lines.

- Views of DeSantis have declined net 17 points among Democrats, 18 points among independents, and 19 points among Republicans.

Please indicate how favorable or unfavorable you are to:
Disney.



Please indicate how favorable or unfavorable you are to:
Ron DeSantis.

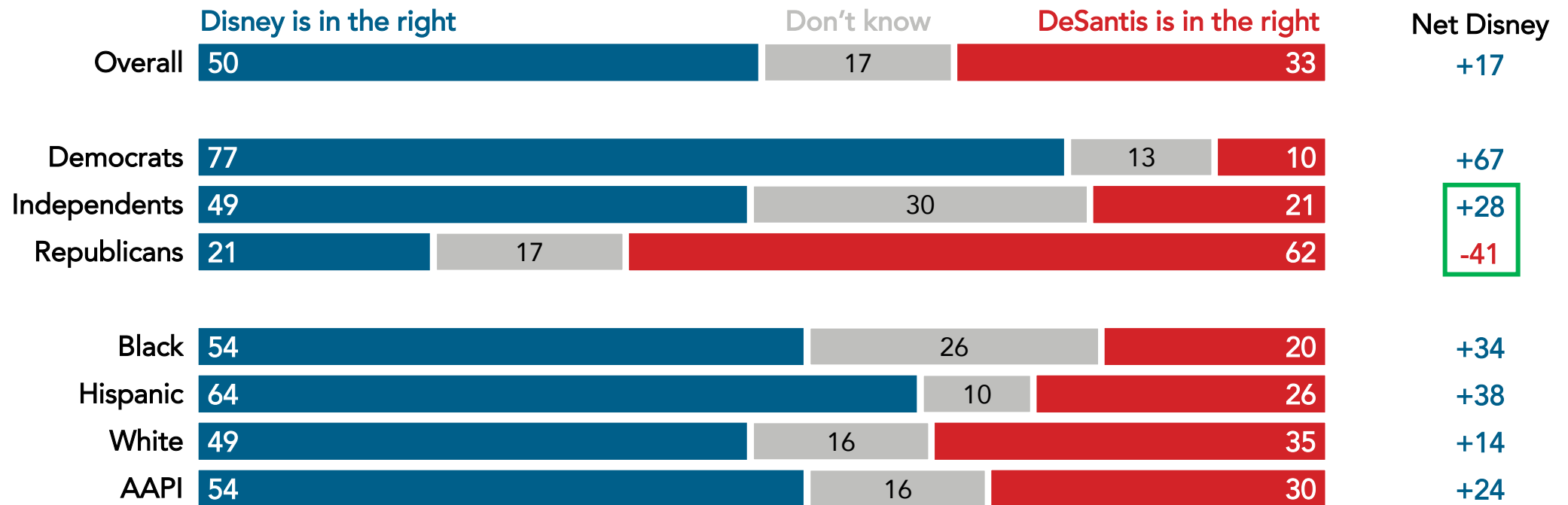


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted June 2-June 5, 2023. For more info, visit navigatorresearch.org

Disney Is Seen As In the Right Against DeSantis' Crusade

Democrats (net +67 Disney right), independents (net +28), and every racial group side with Disney over DeSantis, as do one in five Republicans (21%).

As you may know, Florida Governor Ron DeSantis passed a "Don't Say Gay" bill prohibiting teachers from talking about sexual orientation or gender identity in schools, which Disney spoke out against. As a result, Ron DeSantis stripped Disney of its long-standing special tax status in Florida and threatened to build a state prison next to Disney World in Florida. Disney is now suing Ron DeSantis as a result. Which side do you agree with more?

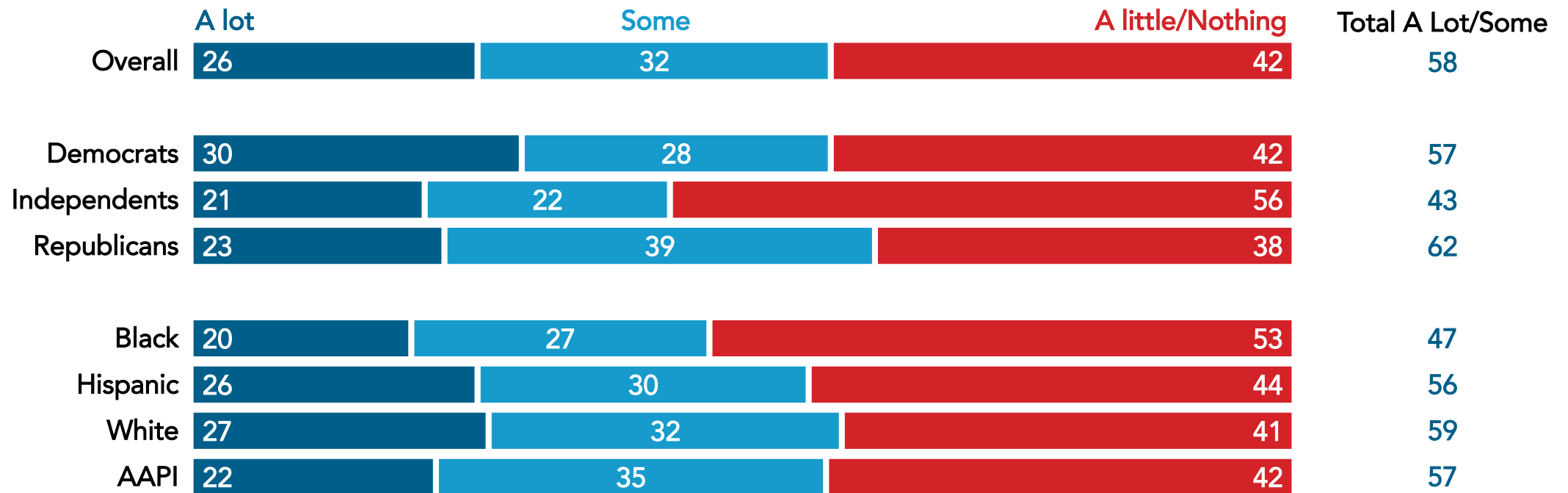


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Just a Quarter Have Heard “a Lot” About DeSantis Announcing for 2024, Including Republicans

Republicans are most likely to report hearing “a lot” or “some” about the announcement (62%), though Democrats are more likely to say they have heard “a lot” about it (30%).

How much have you seen, read, or heard about Republican Governor of Florida Ron DeSantis' announcement that he is running for President in 2024?

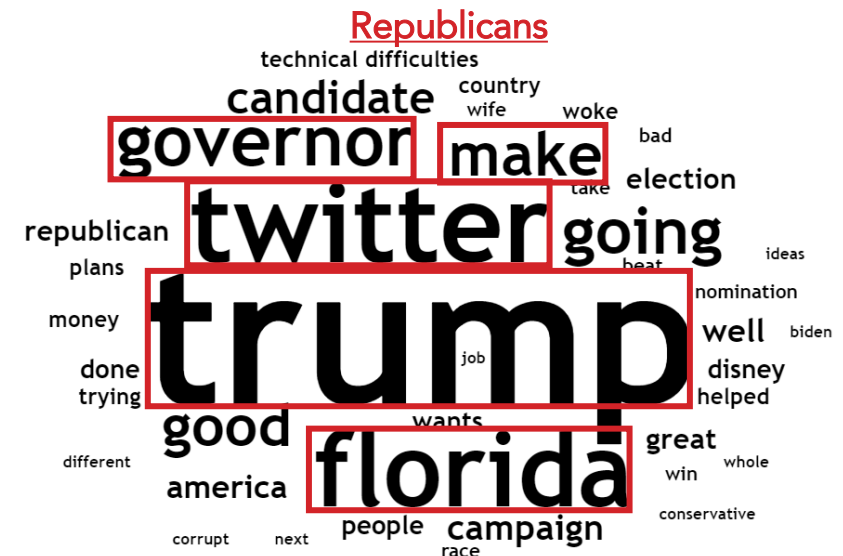
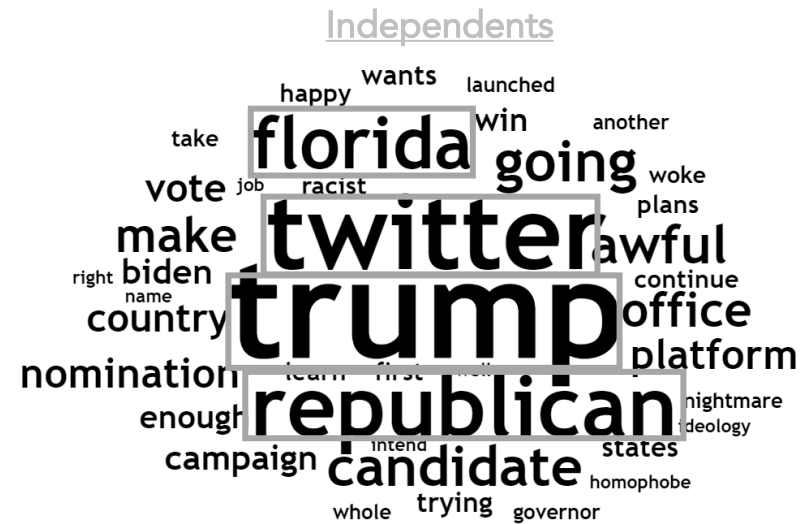
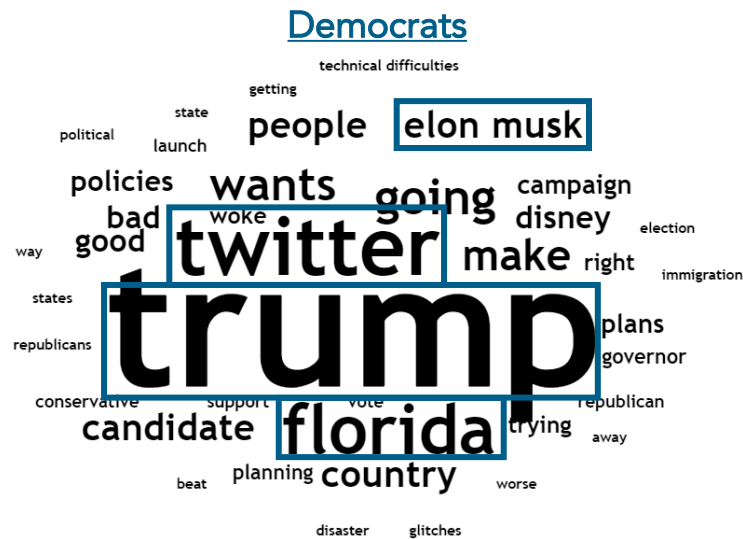


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Americans' Main Takeaway From DeSantis' Announcement: Donald Trump

Most Americans across party lines view DeSantis' announcement through the lens of comparisons to former President Donald Trump, including his running against Trump, similarities drawn between him and Trump, and his lag behind Trump in the polls.

[If heard at least a little about announcement] What have you heard about Ron DeSantis' announcement that he is running for President in 2024?



"That he's **just like Trump**, even if he's running against him, that he's having a **temper tantrum regarding all the Disney legal stuff**."

"He wants to **govern U.S. like he does in Florida**. His campaign launch was bad and hysterical."

"He is running on a typical Republican platform that will only represent the wealthy while tricking average Americans."

"He announced on Twitter and continues to pick and choose who can question him. Meanwhile he continues to champion divisiveness."

"He **officially joined the Republican race** earlier this week and is **30 points behind Trump**."

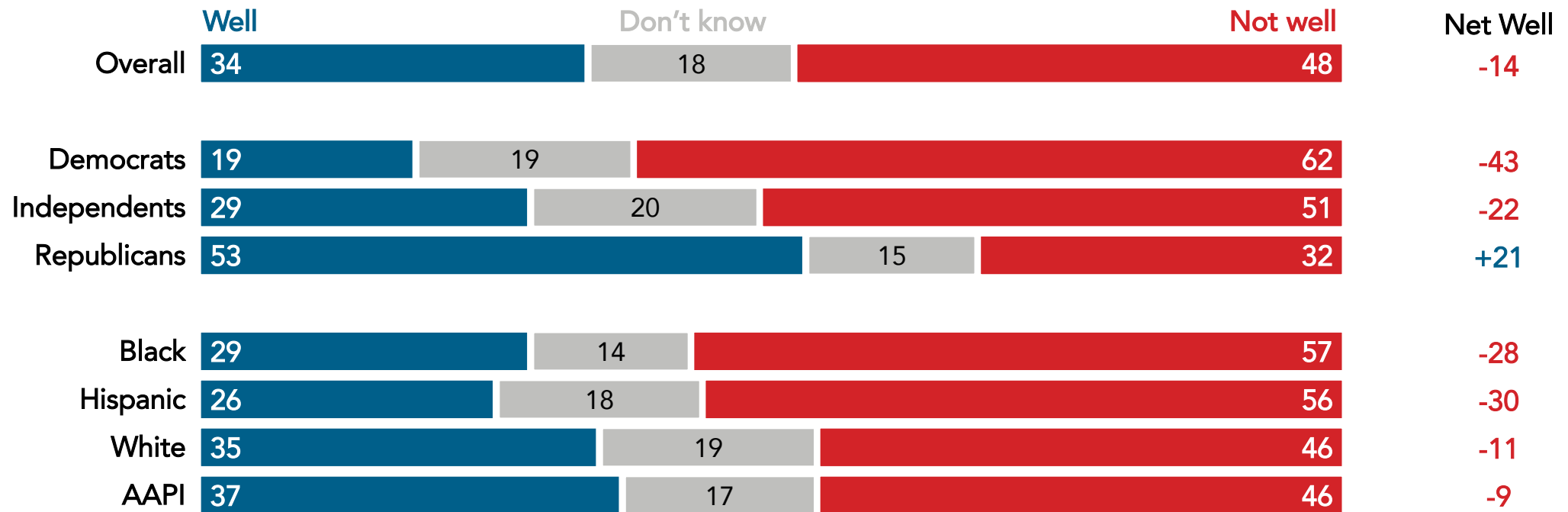
"He has **some of the same ideals as Trump** and opposes woke."

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Many Who Are Aware of DeSantis' Announcement Say It Did Not Go Well

Majorities of Democrats (62%) and independents (51%) who heard about DeSantis' announcement say it did not go well, while about one in three Republicans who heard about it (32%) agree.

[If heard at least a little about announcement] Based on what you have seen, read, or heard, how do you think Ron DeSantis' announcement that he is running for President in 2024 went overall?

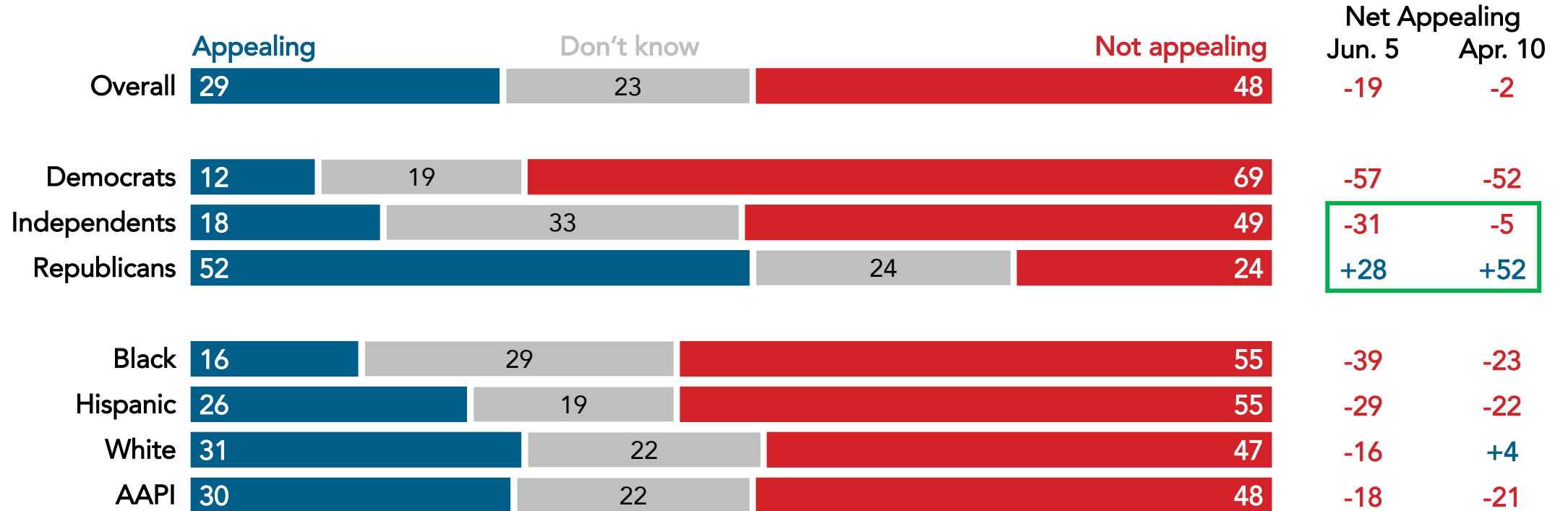


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“Making America Florida” Is Declining Further in Appeal As DeSantis’ Campaign Gets Underway

Since early April, Americans across party lines have cooled to the idea, driven by large declines among independents (net -31 appealing now, compared to net -5 in April) and Republicans (net +28 now, down from net +52).

As you may or may not know, Florida Governor Ron DeSantis says he wants to change the country to adopt approaches like the ones they've proposed in Florida. Does the country adopting approaches like the ones they've proposed in Florida sound appealing to you?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,001 registered voters from June 2-June 5, 2023. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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