



FLORIDA HOUSE DISTRICT 12 – SURVEY MEMORANDUM

DATE: Wednesday, November 10, 2021
TO: Interested Parties
FROM: Tiffany Beverly – Director, Project Management
Brent Buchanan – CEO & Founder
RE: Survey of Likely 2022 Republican Primary Election Voters

Summary & Recommendations

Lake Ray is in a great starting place in the primary race for State Representative. Work to boost his name ID and re-establish rapport with the electorate by addressing their top priorities (stopping illegal immigration and ensuring election integrity). Both President Trump and Governor DeSantis are incredibly popular in this district, indicating that these voters are looking for a strong conservative candidate.

Ray holds a comfortable 18-point lead on the State Representative ballot though voters are largely undecided. He benefits from Baker being an unknown entity and has strong foundations of support with voters in the Northern region of the district, men, voters 70+, college educated voters, middle-income earners, and high-propensity voters. Women, voters 18-54, those in the South, voters with no college degree, low- and high-income voters, and low-propensity voters are the most undecided groups.

Ray’s name recognition outperforms Baker’s, who is nearly entirely unknown.

Voters in HD 12 are still riding the Trump train—his image soars with a net favorability rating of 77%. Governor DeSantis manages to outperform glowing Trump’s image, garnering 91% favorability (87% very favorable). These overwhelmingly favorable sentiments hold across all key voter groups.

Despite needing a boost in name recognition (64% no opinion/NHO), Lake Ray’s image is positive overall, with net favorability rating of +27 and a fav/unfav ratio of 6.9:1. He starts off on the right foot with men, voters 70+, those in the Northⁱ, very conservative voters, those with a college degree, middle-income voters, and high-propensity voters. He’s least well known with women, young voters, in the Southⁱⁱ, and low-propensity voters. 86% of respondents either have no opinion or have never heard of Jessica Baker, and this sentiment holds across all voter groups.

Lake Ray Image: Heatmap

	Female	Male	18 - 39	40 - 54	55 - 69	70 or older	North	South	Very cons	Somewhat cons	Moderate	White	Minorities	No degree	At least College	<\$50k	\$50k-\$99k	\$100k+	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable	25%	38%	13%	31%	33%	34%	44%	25%	35%	32%	24%	35%	17%	30%	33%	29%	36%	28%	19%	15%	32%	40%	49%
Unfavorable	4%	5%	3%	7%	5%	3%	5%	4%	4%	2%	13%	5%	2%	4%	6%	7%	3%	5%	3%	3%	5%	6%	6%
Very favorable	10%	19%	10%	11%	13%	18%	24%	9%	19%	11%	4%	16%	7%	16%	12%	18%	16%	12%	8%	5%	14%	23%	21%
Somewhat favorable	15%	20%	3%	20%	21%	17%	20%	16%	15%	21%	20%	19%	10%	14%	21%	11%	20%	17%	11%	11%	19%	17%	28%
Somewhat unfavorable	2%	1%	3%	0%	3%	0%	2%	1%	1%	1%	4%	1%	2%	2%	1%	2%	1%	2%	0%	3%	2%	1%	1%
Very unfavorable	3%	4%	0%	7%	2%	3%	2%	4%	3%	1%	9%	4%	0%	2%	4%	5%	2%	3%	3%	0%	3%	4%	5%
No opinion	23%	25%	10%	19%	25%	29%	29%	22%	25%	25%	17%	24%	29%	25%	24%	31%	23%	23%	19%	26%	27%	30%	21%
Never heard of	47%	31%	74%	43%	37%	33%	22%	49%	36%	41%	46%	36%	51%	42%	37%	33%	38%	43%	59%	56%	36%	24%	23%

Lake Ray leads the largely undecided State House ballot.

Ray holds a healthy 18-point lead over Baker, though a whopping 64% of respondents are undecided. Ray has a strong foundation of support with voters in the Northern region of the district, men, voters 70+, college educated voters, middle-income earners, and high-propensity voters. Baker’s meager support is generated mostly by voters 18-39, somewhat conservative voters, and low-propensity voters. Though indecision is strong across the board, women, voters 18-54, those in the South, voters with no college degree, low- and high-income voters, and low-propensity voters are the most undecided groups.



State Representative Ballot: Heatmap

	Female	Male	18 - 39	40 - 54	55 - 69	70 or older	North	South	Very cons	Somewhat cons	Moderate	White	Minorities	No degree	At least College	<\$50k	\$50k-\$99k	\$100k+	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Lake Ray	22%	33%	13%	22%	25%	34%	43%	19%	30%	26%	24%	31%	12%	24%	32%	25%	31%	25%	14%	14%	29%	34%	44%
Jessica Baker	6%	12%	19%	11%	10%	5%	8%	9%	6%	13%	9%	9%	12%	9%	8%	7%	10%	8%	16%	8%	5%	9%	6%
Definitely Lake Ray	10%	16%	6%	7%	10%	19%	19%	10%	18%	7%	11%	16%	2%	14%	13%	11%	15%	12%	9%	5%	15%	20%	16%
Probably Lake Ray	12%	17%	6%	15%	15%	16%	24%	9%	12%	20%	13%	15%	10%	10%	20%	15%	16%	12%	4%	9%	14%	14%	28%
Probably Jessica Baker	3%	7%	10%	7%	4%	3%	4%	5%	3%	7%	4%	6%	2%	6%	4%	5%	5%	5%	7%	3%	5%	4%	5%
Definitely Jessica Baker	3%	5%	10%	4%	6%	1%	4%	4%	3%	6%	4%	3%	10%	4%	4%	2%	5%	4%	9%	5%	0%	4%	1%
Undecided	72%	55%	68%	67%	65%	61%	50%	72%	63%	61%	67%	60%	76%	67%	59%	67%	59%	67%	70%	79%	66%	57%	49%

As there will not be serious primary opponents for DeSantis or Rubio, it is safe to assume that turnout will be low. Therefore, it is important to look at those respondents that are most likely to vote. **Ray leads those that have voted in the past four primary elections 44% to 6%** and those that voted in the past three of four primary elections 34% to 9%. This can be understood as Ray benefiting from a more engaged and informed electorate that always or almost always votes.

METHODOLOGY: This probabilistic survey was conducted November 1-2, with 350 likely Republican primary election voters. It has a margin of error of ±5.18%. Known registered voters were interviewed via interactive voice response dialed to landlines, and voters received invitations to participate in the survey via SMS and email with a secure link tied to their voter record. This survey was weighted to a likely Republican primary election universe.

ABOUT CYGNAL: [Cygna](#) is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver’s [FiveThirtyEight](#) two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by [The New York Times](#). Its team members have worked in 47 states, including more than one hundred projects in Florida, and countries, on more than 2,100 corporate, public affairs, and political campaigns.

ⁱ North ZIP Codes: 32225, 32277
ⁱⁱ South ZIP Codes: 32246, 32224, 32216, 32250, 32207

