

June 6, 2024

# Florida’s 13<sup>th</sup> Congressional District is Competitive

Survey Findings

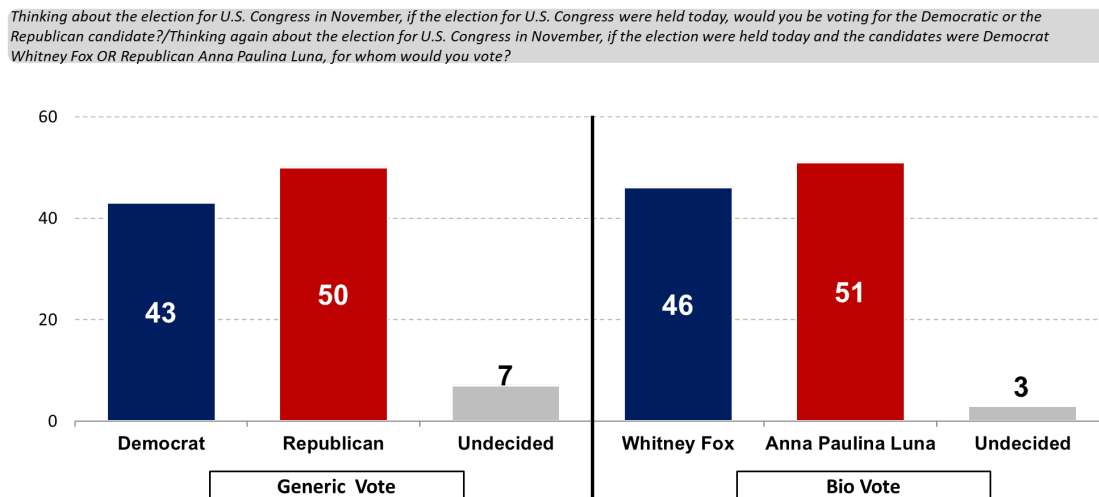
To: Interested Parties

From: GQR

A recent survey of likely general election voters in Florida’s 13th Congressional District finds Anna Paulina Luna vulnerable.<sup>1</sup>

Among likely general election voters, the district is self-identifying as Republican by 8 percentage points, while Republicans have a 10-point registration advantage. The electorate for the general election will be majority female with seniors comprising more than one-third of the voters. The race starts as a generic Democrat versus Republican as Whitney Fox is unknown to voters in the district (6 percent favorable – 5 percent unfavorable), and Luna is well known (42 percent favorable – 32 percent unfavorable). However, after biographical information, the race tightens to 46 percent Fox and 51 percent Luna. Fox’s story is appealing to critical voters in the district, including registered NPAs, women under 50, and voters who are unfavorable to both Biden and Trump.

**Figure 1: Generic and Biographical Vote**

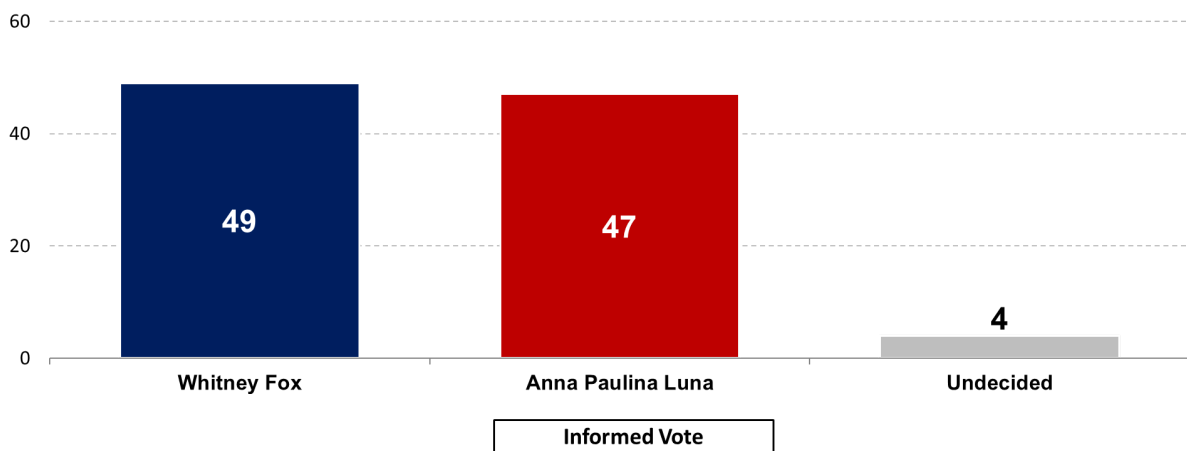


<sup>1</sup> The polling was conducted by GQR research among 401 general election voters in Florida’s 13th district from May 14-20, 2024. Live interviews comprised 55% of respondents, text-to-web made up the other 45%. The margin of error is +/-4.9% at the 95% confidence interval.

Once voters are presented with full information about Luna, Fox moves ahead of Luna (49 percent Fox – 47 percent Luna) in a statistical tie, pulling her below the 50% threshold and weakening her standing with critical NPA voters that make up 28% of the likely general election voters. Fox’s support grows even among Republicans to double digits. Luna falls behind Fox as voters learn about her extreme positions like supporting a national abortion ban without exceptions for rape, incest, or the life of the mother, cutting Social Security and healthcare - removing the \$35 cap on insulin, and blocking Medicare from being able to negotiate lower costs for prescription drugs.

## Figure 2: Informed Vote

*Thinking again about the election for U.S. Congress in November, if the election were held today and the candidates were Democrat Whitney Fox OR Republican Anna Paulina Luna, for whom would you vote?*



Luna’s position on abortion is clearly out of step with the district and is her largest vulnerability, especially with key demographics like registered NPA voters, women, and voters over 50. Some Republicans even disagree with Luna’s positions. The reproductive rights ballot measure and its potential to impact turnout creates an opportunity for Fox to win.