

Maxwell Frost Holds a Decisive Lead in Competitive Florida U.S. House Race

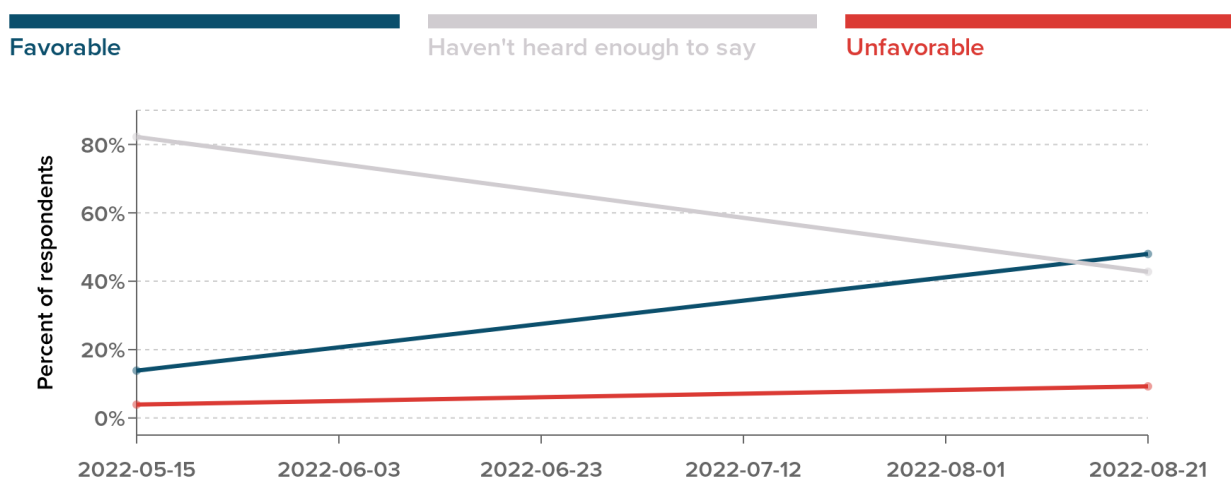
By Kirby Phares, Ethan Winter, and Zach Hertz

Yesterday, Data for Progress released a [new poll](#) of the Democratic primary in Florida's 10th Congressional District. We find that Maxwell Frost leads the crowded race for Florida's 10th Congressional District. Specifically, 34 percent of likely Democratic primary voters report they plan to vote for activist Maxwell Frost — 16 points ahead of the nearest competitor, state Senator Randolph Bracy — and 15 percent of voters remain undecided.

Since May, Frost has gone from virtually unknown to a frontrunner. [Previous polling](#) conducted in May of this year showed that 88 percent of likely primary voters had not heard of Frost. However, the recent poll shows that Frost's name recognition has increased significantly. As of the August survey, only 43 percent of likely Democratic primary voters hadn't heard enough to rate Frost as favorable or unfavorable.

Do you have a favorable or unfavorable opinion of the following people or institutions?

— Maxwell Alejandro Frost



Likely Democratic primary voters in Florida's 10th congressional district

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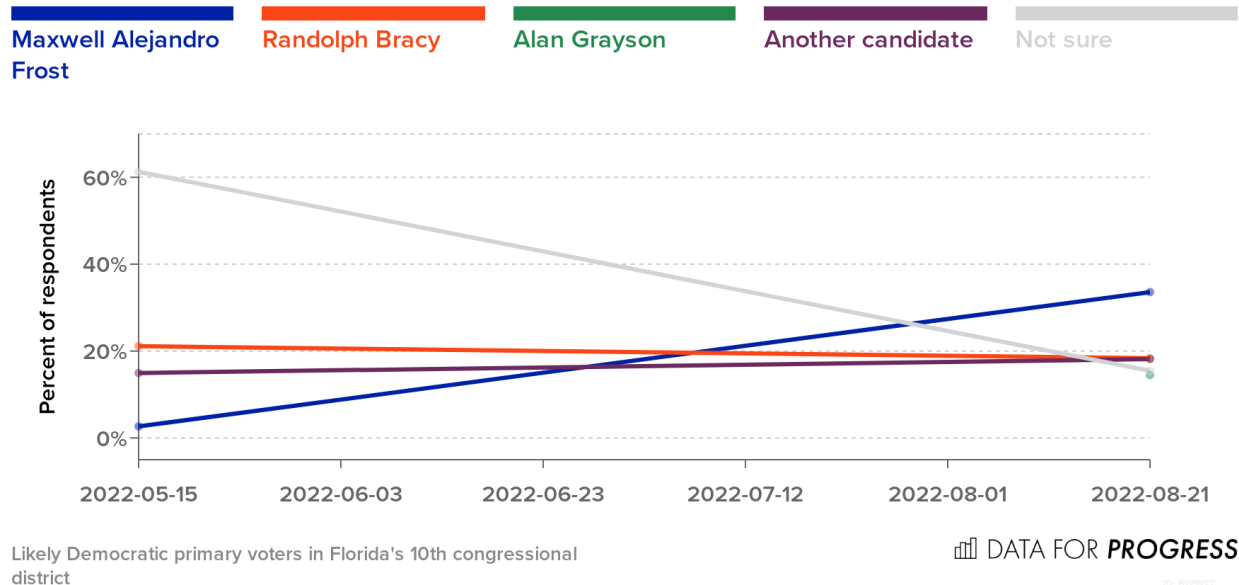
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In May, Frost polled at three percent. Roughly three months later, he has gained 31 points of support. In contrast, Bracy's support fell three points since May, dropping from 21 percent to 18 percent of the vote. Close behind, 14 percent of voters say they would vote for former congressman Alan Grayson.

Frost was the recipient of considerable outside support. The largest television spender in the race was Protect Our Future PAC, which put up \$701,764 for paid television advertisements, according to AdImpact. The Frost campaign, meanwhile, spent \$529,356 on paid television advertisements. Studies show that television ads are the [most effective way to persuade](#) voters,

so it is likely that these spends, coupled with Frost's [strong earned media](#) driven by local newspaper, union, Congressional Hispanic Caucus, and elected official [endorsements](#), created a strong path to victory.

If the 2022 **Democratic primary** for the U.S. House of Representatives was held tomorrow, and these were the candidates, who would you vote for?



Going into Tuesday's primary, Frost has a strong position in the Democratic primary race for Florida's 10th Congressional District. Due to redistricting, Frost will likely fill the newly Democrat-friendly seat left open by U.S. Representative Val Demings if he advances to the general election.

Methodology:

From August 19 to 21, 2022, Data for Progress conducted a survey of 585 likely voters in Florida's 20th congressional district using SMS and web panel respondents. The sample was weighted to be representative of likely Democratic primary voters by age, gender, education, and race. The survey was conducted in English. The margin of error is ± 4 percentage points.

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