

CATALYST RESEARCH

FLORIDA'S 22ND CONGRESSIONAL DISTRICT

U.S. House of Representatives

Republican Primary Benchmark Survey

Survey Results & Analysis

Fielded: August 3–4, 2026

n = 280 Likely Republican Primary Voters | Raking-Weighted Sample

Margin of Error: $\pm 6.9\%$ at 95% Confidence

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Prepared by Catalyst Research

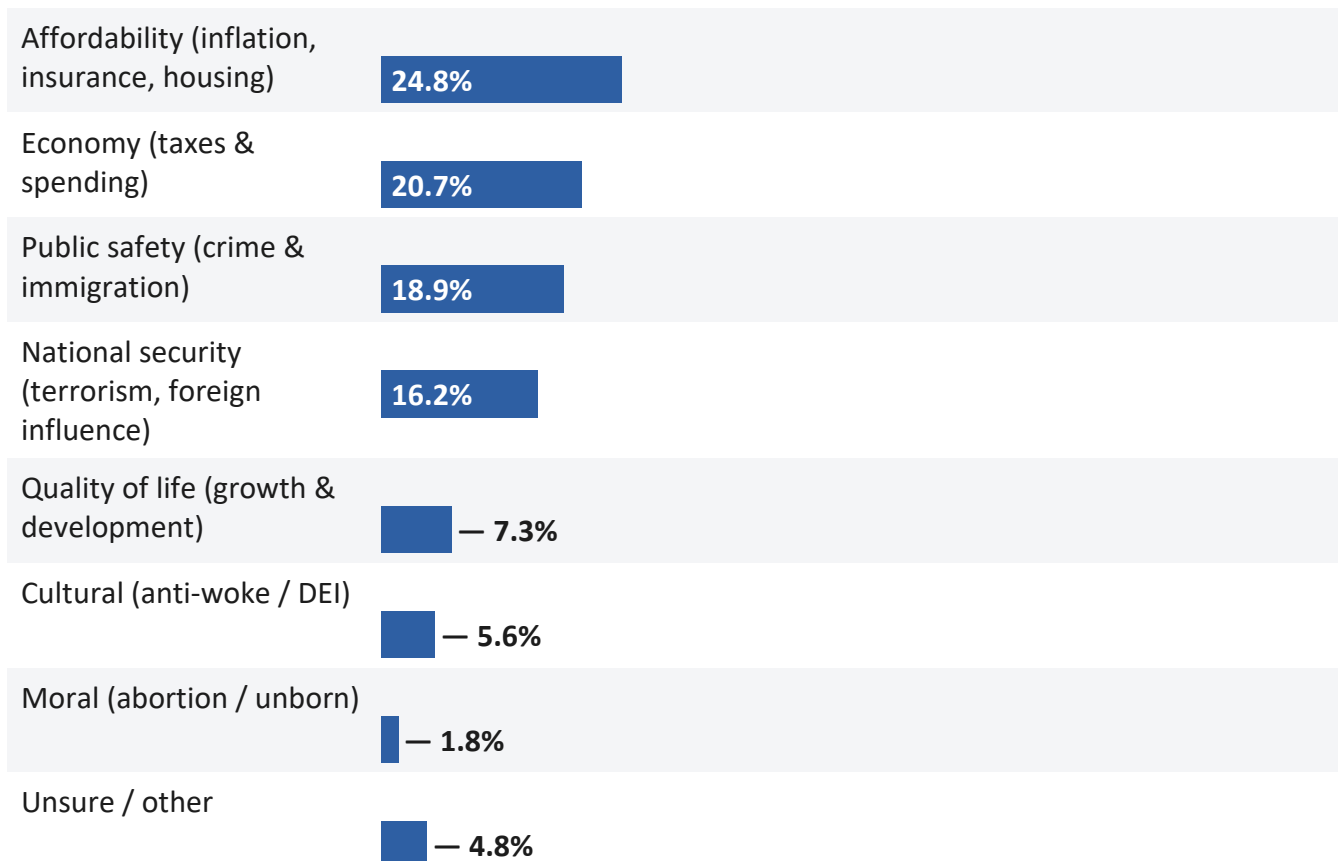
KEY FINDINGS

- **SCRAMBLED, LOW-DEFINITION FIELD:** With two-plus weeks to the August 18 primary, no candidate has separated: Michael Carbonara (16%), Casey Askar (13%), Belinda Keiser (13%), and David Burck (12%) are packed within four points, and a 39% plurality is undecided — the largest bloc in the race.
- **A UNIVERSALLY NEGATIVE AIR WAR:** Every top candidate tested on earned media is deeply underwater: Belinda Keiser (–36 net), Casey Askar (–32), and Michael Carbonara (–28) all draw far more 'less likely' than 'more likely' reactions. Voters are seeing these candidates — three in four are aware of each — but what they are seeing is pushing them away.
- **KEISER — KNOWN AND DISLIKED:** Belinda Keiser has among the highest recognition in the field but the worst image: 29% view her very unfavorably and her earned media is the most damaging of anyone tested. She has a definition problem, not an awareness problem.
- **CARBONARA — NARROW, SOFT LEAD:** Michael Carbonara sits atop the initial ballot and extends to 25% with leaners, but on a –15 net favorable and –28 earned media. His lead is real but shallow, resting on a field that is even weaker rather than on his own strength.
- **LEANERS DON'T RESCUE ANYONE:** Pushing undecideds to choose leaves the race unresolved — Carbonara 25%, Keiser 22%, Askar 19%, Burck 15% — a four-way contest in which the leaners scatter across the field rather than consolidating behind a front-runner.
- **BURCK — THE CLEAN SLATE:** David Burck is the only tested candidate with a positive net favorable (+10) and was not part of the negative earned-media exchange. With 58% still unable to rate him, he has the most undefined-but-unspoiled profile — the clearest room to grow if introduced affirmatively.
- **EVANS, HASDORFF, THOMPSON ARE MARGINAL:** Richard Evans, Terri Hasdorff, and Michael Thompson each draw under 5% and are recognized by roughly a third of voters — non-factors who mainly hold pockets of persuadable, low-information support.
- **AFFORDABILITY AND THE ECONOMY LEAD:** The electorate is focused on pocketbook concerns: affordability (25%) and the economy/taxes (21%) top the issue agenda, ahead of public safety (19%) and national security (16%). Cultural and moral issues rank at the bottom — this is a cost-of-living primary.
- **TRUMP TOWERS, DONALDS VALIDATES:** Donald Trump (+50 net, 57% very favorable) and Byron Donalds (+29 net, 95% known) are the two most powerful forces in the race. In a field this undefined and this negative, a Trump or Donalds endorsement would likely reorder the contest overnight.
- **A TRUE ELECTION-DAY ELECTORATE:** Unlike many mail-heavy Florida primaries, CD 22 splits evenly between Election Day (35%) and early voting (33%), with 18% by mail and 11% already voted. Turnout programs need a genuine Election-Day operation here, not a mail-only plan.

SECTION 1 — ISSUE ENVIRONMENT

Issue Priority

From the following list, which set of issues are most important to you and your family?



The CD 22 Republican electorate is driven by economics, not culture. Affordability — inflation, insurance, and housing costs — leads at 25%, followed by the economy and taxes (21%), public safety and immigration (19%), and national security (16%). Cultural and moral issues sit at the bottom of the list. Candidates should lead with a cost-of-living and economic message; a culture-war frame speaks to a small slice of this primary.

SECTION 2 — NAME ID

Favorability of each figure tested. Net = (Very + Somewhat Favorable) – (Very + Somewhat Unfavorable). DK = Don't Know — the share with no opinion formed.

Name	V. Fav	S. Fav	Neutral	S. Unf	V. Unf	DK	Net
Donald Trump	57%	15%	5%	4%	17%	2%	+50
Byron Donalds	36%	20%	12%	9%	18%	5%	+29
Belinda Keiser	6%	13%	18%	15%	29%	19%	-25
Michael Carbonara	7%	15%	21%	21%	16%	20%	-15

Casey Askar	8%	13%	21%	18%	19%	22%	-17
David Burck	8%	8%	20%	3%	4%	58%	+10
Terri Hasdorff	3%	8%	21%	6%	2%	59%	+2
Richard Evans	1%	2%	24%	5%	4%	64%	-6
Michael Thompson	1%	1%	23%	7%	3%	64%	-8

Key Observations

Donald Trump (+50 net) and Byron Donalds (+29 net, 95% able to rate him) dominate the field and are the two most valuable potential validators in the race.

Among the candidates, the striking pattern is that recognition has not produced goodwill. The three best-known contenders are all net-negative — Belinda Keiser (-25, with 29% very unfavorable), Casey Askar (-17), and Michael Carbonara (-15). David Burck is the exception: the only tested candidate with a positive net (+10), and still largely undefined at 58% don't-know. Richard Evans, Terri Hasdorff, and Michael Thompson remain unknown to roughly two-thirds of voters. The opportunity in this race belongs to whoever can define themselves positively before the negative environment defines them.

SECTION 3 — BALLOT TESTS

Initial Ballot Test

If the Republican Primary Election for the United States House of Representatives in Florida's 22nd Congressional District were held today, for whom would you vote?

Casey Askar

13.0%

David Burck

— 11.9%

Michael Carbonara

15.5%

Richard Evans

— 1.5%

Terri Hasdorff

— 4.6%

Belinda Keiser

— 12.6%

Michael Thompson

— 1.7%

Unsure

39.2%

The ballot is wide open. Michael Carbonara (16%), Casey Askar (13%), Belinda Keiser (13%), and David Burck (12%) are bunched at the top within the margin of error, while Richard Evans, Terri Hasdorff, and Michael Thompson trail in the low single digits. The defining number is the 39% undecided — nearly four in ten voters remain unattached this close to the primary.

With Leaners

Undecided voters were then asked which candidate would earn their vote if forced to choose. The chart below combines initial support with leaners; the delta shows movement versus the initial ballot.

Casey Askar

18.7%

David Burck

14.5%

Michael Carbonara

25.1%

Richard Evans

— 5.4%

Terri Hasdorff

— 8.8%

Belinda Keiser

22.3%

Michael Thompson

— 5.2%

Unsure

0%

Forcing the undecideds to choose sharpens but does not settle the contest: Carbonara (25%) and Keiser (22%) edge ahead of Askar (19%) and Burck (14%), but all four remain live. The leaners distribute broadly rather than rewarding a single front-runner, confirming that this race will be decided in its final weeks by whoever closes strongest.

SECTION 4 — EARNED MEDIA & CANDIDATE AWARENESS

For each candidate: the share who have seen, read, or heard something about them recently, and — among those aware — whether it made them more or less likely to vote for the candidate.

Belinda Keiser — Earned Media Impact

Seen, read, or heard about Belinda Keiser recently: 77% (Yes). Impact base n = 218 aware voters.

Much more likely



Somewhat more likely

17.4%

No difference



Somewhat less likely

13.5%

Much less likely

48.9%

Keiser's recent coverage is the most damaging in the field: 77% have seen or heard about her, and among them just 26% are more likely to support her versus 62% less likely (-36 net), with nearly half saying much less likely. Her challenge is rehabilitation, not introduction.

Casey Askar — Earned Media Impact

Seen, read, or heard about Casey Askar recently: 76% (Yes). Impact base n = 222 aware voters.

Much more likely



Somewhat more likely

17.2%

No difference

19.1%

Somewhat less likely

19.0%

Much less likely

37.3%

Askar is widely seen (76% aware) but the reaction runs sharply negative — 25% more likely against 56% less likely (-32 net). His paid and earned presence is registering as a liability in its current form.

Michael Carbonara — Earned Media Impact

Seen, read, or heard about Michael Carbonara recently: 75% (Yes). Impact base n = 217 aware voters.

Much more likely



Somewhat more likely

19.4%

No difference

16.6%

Somewhat less likely

20.0%

Much less likely

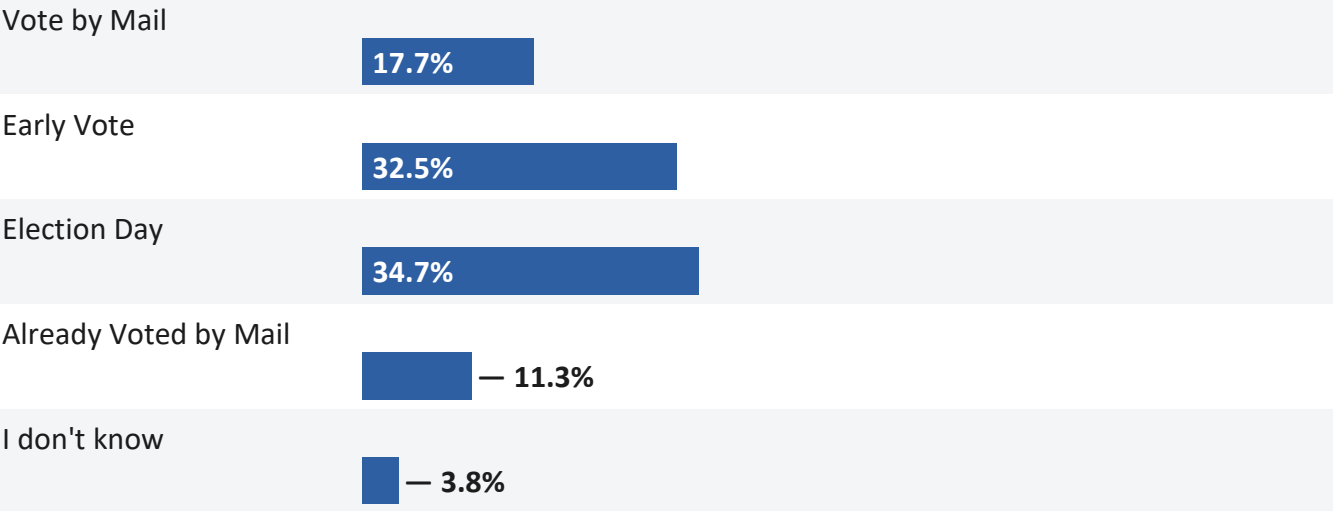
35.6%

Carbonara has the same broad reach (75% aware) and the least-bad of the three reactions, but still clearly underwater at -28 net (28% more vs. 56% less likely). Even the ballot leader is being dragged on by the negative tenor of the race.

SECTION 5 — VOTING METHOD

How Voters Plan to Cast a Ballot

Do you plan to vote by mail, during early voting, or on election day?



CD 22 is a genuinely mixed-method electorate. 35% plan to vote on Election Day and 32% during early voting, with 18% voting by mail and 11% already returned — a far more Election-Day-weighted profile than most Florida primaries. A winning turnout plan must run in all three lanes, and cannot rely on the mail program alone to bank its vote early.

Methodology

Catalyst Research fielded this benchmark survey of Florida's 22nd Congressional District Republican primary electorate August 3–4, 2026, ahead of the August 18 primary. The survey collected 280 responses from registered Republicans modeled as likely primary voters across Collier, Broward, Palm Beach, and Hendry counties.

Results are weighted using raking (iterative proportional fitting, 20 iterations, converged on all margins) across four dimensions applied simultaneously — Gender, Age, Race, and County — to the district's 3-Primary Average electorate (the average of the 2024, 2022, and 2020 Republican primaries) drawn from the registered voter file. The effective weighted sample size is 201, yielding a margin of error of $\pm 6.9\%$ at the 95% confidence level. Individual weights range from 0.52 to 6.18; five respondents in under-sampled cells carry weights above 3.0. Subgroup results, particularly those with an unweighted base below 30, should be interpreted with caution.