

Crosstabs (Demographics)

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

May 7, 2025

Targoz Market Research®

Table of contents

How often would you say you vote? *	4
2024 Presidential Ballot *	5
2024 Congressional Ballot *	6
Do you have a favorable or unfavorable view of Congressman Byron Donalds? *	7
Do you have a favorable or unfavorable view of Casey DeSantis, First Lady of Florida and former WJXT newscaster? *	8
Do you have a favorable or unfavorable view of Jason Pizzo, the former State Senate Democratic Leader? *	9
Generally speaking, do you think of yourself as a...? *	10
Would you call yourself a... *	11
Would you call yourself a...	12
Do you think of yourself as... *	13
How likely are you to vote in Florida’s gubernatorial primary election next year? *	14
Thinking ahead to the 2026 Democratic primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *	15
Thinking ahead to the 2026 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *	16
If President Donald J. Trump endorsed a candidate in the Republican primary, how would that affect your likelihood of voting for them? *	17
Were you aware that President Donald J. Trump has endorsed Congressman Byron Donalds in the 2026 Republican primary for Governor of Florida? *	18
Sometimes people change their minds as they think more about the candidates during a survey. Thinking again about the 2026 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *	19
2026 Donalds Ballot: If the 2026 general election for Governor of Florida were held today, and these were the candidates, for whom would you vote? [ROTATE] *	20
2026 DeSantis Ballot: If the 2026 general election for Governor of Florida were held today, and these were the candidates, for whom would you vote? [ROTATE] *	21
Which of these statements comes closer to your view, even if neither is exactly right? *	22
Thinking about your general approach to issues, do you consider yourself to be... *	23
What is your age? *	24

Which of the following are you? *	25
How many infants and children under 18 years of age live in your household today? *	26
Which of the following best describes your race or ethnicity? *	27
Which of the following best describes your household's total income in 2024 BEFORE taxes? *	28
Which of the following best describes your current education level? *	29
What is your current marital status? *	30
Do you own or rent your home? *	31
Do you maintain a secondary residence in another state? *	32
Thinking about your religion, are you... *	33
Would you describe yourself as a 'born-again' or evangelical Christian?	34
Are you now employed full-time, part-time, self-employed, or not employed? *	35

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

How often would you say you vote? *

	Gender				Age Group			Ethnicity					
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Always Column %	57%	57%	57%	88%	57%	50% D	59% D	60% D	57%	57%	55%	61%	48%
Nearly always Column %	28%	27%	29%	0%	28%	18% D	31% D	31% D	28%	29%	25%	26%	35%
Part of the time Column %	7%	6%	8%	0%	7%	11% EF	6%	6%	7%	5%	12% G	11% G	5%
Seldom Column %	6%	8% B	5%	12%	6%	17% EF	3%	2%	6%	7% I	6%	2%	1%
Never vote Column %	2%	2%	2%	0%	2%	4% F	2% F	0%	2%	1%	2%	1%	10% GI

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDEFGI

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

2024 Presidential Ballot *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,099	488	608	3	1,099	228	381	490	1,099	803	154	112	31
Donald J. Trump Column %	56%	60% B	53%	0%	56%	52%	60%	55%	56%	64% HIJ	29%	40%	44%
Kamala Harris Column %	42%	38%	45% A	100%	42%	45%	38%	45% E	42%	35%	67% G	55% G	55% G
Other Column %	2%	2%	2%	0%	2%	3% F	2%	1%	2%	1%	4% G	5% G	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

2024 Congressional Ballot *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,089	487	600	3	1,089	225	379	485	1,089	791	160	108	31
Republican candidate Column %	53%	57% B	50%	0%	53%	51%	52%	55%	53%	62% HIJ	21%	40% H	34%
Democrat candidate Column %	44%	41%	45%	100%	44%	47%	45%	41%	44%	35%	74% GIJ	58% G	55% G
Other Column %	3%	2%	5% A	0%	3%	3%	3%	4%	3%	3%	5%	2%	11%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Do you have a favorable or unfavorable view of Congressman Byron Donalds? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Very or somewhat favorable													
Column %	26%	32% B	22%	0%	26%	32% F	26%	23%	26%	27%	26%	22%	23%
Very favorable													
Column %	12%	14%	10%	0%	12%	7%	11%	15% DE	12%	14% H	6%	7%	8%
Somewhat favorable													
Column %	15%	18% B	12%	0%	15%	25% EF	16% F	8%	15%	14%	20% G	14%	14%
No opinion													
Column %	23%	23%	24%	0%	23%	31% F	25% F	17%	23%	20%	34% G	26%	23%
Somewhat unfavorable													
Column %	5%	4%	5%	0%	5%	3%	6% D	4%	5%	4%	5%	5%	4%
Very unfavorable													
Column %	8%	9%	8%	0%	8%	3%	10% D	10% D	8%	7%	16% G	9%	3%
Very or somewhat unfavorable													
Column %	13%	13%	13%	0%	13%	6%	16% D	14% D	13%	12%	20% G	14%	7%
I'm not familiar with him													
Column %	37%	32%	41% A	100%	37%	31%	32%	45% DE	37%	41% H	19%	38% H	48% H

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGH

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Do you have a favorable or unfavorable view of Casey DeSantis, First Lady of Florida and former WJXT newscaster? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Very or somewhat favorable	38%	42% B	35%	0%	38%	37%	41%	36%	38%	41% H	25%	38% H	35%
Column %	15%	15%	15%	0%	15%	13%	15%	16%	15%	18% HI	6%	7%	11%
Very favorable	23%	27% B	20%	0%	23%	24%	26% F	20%	23%	23%	19%	31% H	23%
Column %	22%	18%	25% A	0%	22%	20%	21%	24%	22%	22%	18%	21%	29%
Somewhat favorable	9%	9%	9%	0%	9%	12% E	7%	9%	9%	9%	7%	16% GH	9%
Column %	22%	23%	21%	100% B	22%	16%	24% D	23% D	22%	19%	37% GI	20%	23%
Very unfavorable	31%	32%	30%	100%	31%	28%	32%	32%	31%	27%	45% G	36%	33%
Column %	9%	8%	10%	0%	9%	15% EF	6%	8%	9%	9%	12%	6%	4%
I'm not familiar with her													

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHI

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Do you have a favorable or unfavorable view of Jason Pizzo, the former State Senate Democratic Leader? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Very or somewhat favorable													
Column %	22%	24%	20%	12%	22%	30% F	25% F	15%	22%	18%	39% GI	24%	24%
Very favorable													
Column %	7%	7%	8%	12%	7%	14% EF	7% F	3%	7%	5%	19% GI	4%	10%
Somewhat favorable													
Column %	14%	17% B	12%	0%	14%	16% F	17% F	11%	14%	12%	20% G	20% G	14%
No opinion													
Column %	21%	19%	22%	0%	21%	22% F	25% F	16%	21%	19%	25%	21%	37% G
Somewhat unfavorable													
Column %	11%	12%	10%	0%	11%	13%	11%	10%	11%	12% H	5%	13% H	6%
Very unfavorable													
Column %	12%	15% B	9%	0%	12%	5%	12% D	16% D	12%	15% HIJ	7%	4%	1%
Very or somewhat unfavorable													
Column %	23%	27% B	19%	0%	23%	18%	23%	25% D	23%	27% HIJ	12%	17%	7%
I'm not familiar with him													
Column %	35%	30%	38% A	88%	35%	30%	27%	44% DE	35%	37% H	24%	38% H	33%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Generally speaking, do you think of yourself as a...? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Democrat Column %	33%	33%	33%	12%	33%	33%	32%	34%	33%	27%	58% GIJ	42% GJ	23%
Independent Column %	23%	24%	22%	46%	23%	30% EF	21%	21%	23%	20%	28% G	29% G	47% GHI
Republican Column %	43%	42%	44%	0%	43%	35%	45% D	46% D	43%	52% HIJ	13%	28% H	29% H
Something else: Column %	1%	1%	1%	41%	1%	1%	1% F	0%	1%	1%	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Would you call yourself a... *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	516	231	285	-	516	101	185	230	516	447	24	35	11
Strong Republican Column %	65%	71% B	60%	-	65%	57%	68%	66%	65%	67%	56%	53%	44%
Not a Very Strong Republican Column %	35%	29% A	40%	-	35%	43%	32%	34%	35%	33%	44%	47%	56%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Would you call yourself a...

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	396	178	218	0	396	95	132	169	396	232	104	51	9
Strong Democrat Column %	68%	66%	69%	100%	68%	70%	63%	70%	68%	71%	64%	61%	61%
Not a Very Strong Democrat Column %	32%	34%	31%	0%	32%	30%	37%	30%	32%	29%	36%	39%	39%

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Do you think of yourself as... *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	288	135	151	3	288	91	93	104	288	183	51	36	18
Closer to the Republican Party													
Column %	30%	37% B	24%	0%	30%	23% D	28%	38% D	30%	36% HJ	15%	34% HJ	4%
Closer to the Democratic Party													
Column %	29%	24%	33%	100%	29%	34%	29%	25%	29%	29%	26%	31%	42%
Strictly an Independent													
Column %	41%	39%	43%	0%	41%	43%	43%	37%	41%	35%	59% GI	35%	54%

* Denotes variable with statistically significant findings

■ Significant difference within groups: BDGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

How likely are you to vote in Florida’s gubernatorial primary election next year? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Very likely Column %	65%	68% B	62%	88%	65%	46% D	64% D	76% DE	65%	68% HIJ	57%	59%	50%
Somewhat likely Column %	22%	21%	23%	12%	22%	37% EF	22% F	13%	22%	20%	24%	30% G	22%
Not very likely Column %	3%	2%	4%	0%	3%	5% F	3%	2%	3%	3%	3%	3%	8%
Not at all likely Column %	5%	6%	4%	0%	5%	5%	5%	4%	5%	4%	8% GI	2%	6%
I’m not sure Column %	6%	4%	8% A	0%	6%	8%	6%	5%	6%	5%	7%	7%	13%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Thinking ahead to the 2026 Democratic primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	396	178	218	0	396	95	132	169	396	232	104	51	9
Daniella Levine Cava, Miami-Dade Mayor Column %	32%	37%	29%	0%	32%	45% F	39% F	20%	32%	29%	35%	42%	40%
Gwen Graham, former Congresswoman Column %	13%	13%	13%	0%	13%	6%	8%	20% DE	13%	16% H	7%	11%	0%
David Jolly, former Republican Congressman Column %	10%	17% B	5%	0%	10%	3%	7%	17% DE	10%	13% H	4%	11%	9%
Lauren Book, former State Senator Column %	7%	5%	8%	0%	7%	8%	7%	6%	7%	9% H	2%	2%	22%
Angie Nixon, State Representative Column %	6%	5%	8%	0%	6%	6%	7%	6%	6%	7%	5%	6%	5%
Shevrin Jones, State Senator Column %	4%	3%	5%	0%	4%	6%	6%	2%	4%	4%	3%	5%	11%
Fentrice Driskell, State Representative Column %	7%	11% B	4%	0%	7%	14% E	3%	7%	7%	6%	13% I	0%	5%
Undecided/I would not vote Column %	20%	9%	29% A	100%	20%	12%	22% D	24% D	20%	15%	32% G	23%	8%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHI

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Thinking ahead to the 2026 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	516	231	285	-	516	101	185	230	516	447	24	35	11
Casey DeSantis, First Lady of Florida and former WJXT newscaster Column %	29%	23%	34% A	-	29%	24%	33%	27%	29%	30%	29%	20%	15%
Byron Donalds, Florida Congressman Column %	28%	37% B	20%	-	28%	10%	24% D	38% DE	28%	28%	18%	29%	32%
Matt Gaetz, former Florida Congressman Column %	10%	12%	8%	-	10%	10%	11%	9%	10%	10%	1%	9%	20%
Jeanette Nuñez, former Lieutenant Governor of Florida and interim President of Florida International University Column %	7%	8%	6%	-	7%	15% EF	6%	5%	7%	5%	23% G	24% G	21%
Francis Suarez, Mayor of Miami Column %	5%	5%	5%	-	5%	5%	6%	4%	5%	5%	9%	7%	0%
Wilton Simpson, Florida Agriculture Commissioner Column %	4%	1%	7% A	-	4%	0%	9% DF	3%	4%	5%	0%	1%	0%
Charles Burkett, Mayor of Surfside, Florida Column %	3%	2%	5%	-	3%	13% EF	2%	1%	3%	4%	5%	0%	0%
Ashton Hayward, former Mayor of Pensacola Column %	1%	2%	0%	-	1%	2%	2%	0%	1%	0%	10% G	0%	10%
Undecided/I would not vote Column %	13%	10%	15%	-	13%	21% EF	9%	12%	13%	14%	4%	9%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFG

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

If President Donald J. Trump endorsed a candidate in the Republican primary, how would that affect your likelihood of voting for them? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	516	231	285	-	516	101	185	230	516	447	24	35	11
Much or somewhat more likely													
Column %	65%	76% B	56%	-	65%	64%	64%	66%	65%	64%	96% GI	55%	62%
Much more likely to vote for the candidate													
Column %	31%	38% B	25%	-	31%	32%	32%	30%	31%	32% J	34%	26%	3%
Somewhat more likely to vote for the candidate													
Column %	34%	37%	31%	-	34%	32%	32%	36%	34%	32%	62% GI	29%	59%
No impact on my voting decision													
Column %	26%	19%	31% A	-	26%	20%	28%	26%	26%	26% H	4%	41% GH	14%
Somewhat less likely to vote for the candidate													
Column %	1%	3% B	0%	-	1%	1%	1%	1%	1%	2%	0%	0%	0%
Much less likely to vote for the candidate													
Column %	3%	2%	5%	-	3%	3%	3%	4%	3%	3%	0%	3%	23% G
Much or somewhat less likely													
Column %	5%	5%	5%	-	5%	4%	4%	6%	5%	5%	0%	3%	23%
I'm not sure													
Column %	5%	1%	8% A	-	5%	12% EF	4%	2%	5%	5%	1%	0%	1%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Were you aware that President Donald J. Trump has endorsed Congressman Byron Donalds in the 2026 Republican primary for Governor of Florida? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	516	231	285	-	516	101	185	230	516	447	24	35	11
Yes													
Column %	38%	46% B	32%	-	38%	44%	36%	38%	38%	39% J	45% J	36% J	9%
No													
Column %	50%	47%	52%	-	50%	52%	44%	54% E	50%	48%	51%	60%	86% G
I'm not sure													
Column %	12%	7%	16% A	-	12%	4%	20% DF	8%	12%	13%	4%	4%	5%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Sometimes people change their minds as they think more about the candidates during a survey. Thinking again about the 2026 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	516	231	285	-	516	101	185	230	516	447	24	35	11
Byron Donalds, Florida Congressman Column %	44%	55% B	34%	-	44%	24% D	41% E	54% DE	44%	44%	49%	32%	45%
Casey DeSantis, First Lady of Florida and former WJXT newscaster Column %	25%	15%	32% A	-	25%	23%	27%	24%	25%	26% H	8%	17%	32%
Matt Gaetz, former Florida Congressman Column %	7%	8%	6%	-	7%	9%	7%	6%	7%	7%	0%	5%	20%
Jeanette Nuñez, former Lieutenant Governor of Florida and interim President of Florida International University Column %	6%	6%	6%	-	6%	14% EF	5%	3%	6%	4%	18% G	26% G	0%
Francis Suarez, Mayor of Miami Column %	5%	5%	5%	-	5%	13% EF	2%	3%	5%	4%	2%	15% G	0%
Wilton Simpson, Florida Agriculture Commissioner Column %	4%	1%	6% A	-	4%	2%	8% F	1%	4%	4%	4%	3%	0%
Ashton Hayward, former Mayor of Pensacola Column %	1%	1%	1%	-	1%	3% F	1%	0%	1%	1%	4%	0%	0%
Charles Burkett, Mayor of Surfside, Florida Column %	1%	2%	1%	-	1%	3%	1%	1%	1%	1%	12% G	0%	0%
Undecided/I would not vote Column %	7%	5%	9%	-	7%	8%	7%	7%	7%	8%	3%	2%	3%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGH

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

2026 Donalds Ballot: If the 2026 general election for Governor of Florida were held today, and these were the candidates, for whom would you vote?
[ROTATE] *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,153	522	628	3	1,153	271	388	495	1,153	834	165	120	34
Byron Donalds, Republican Column %	38%	44% B	33%	0%	38%	34% D	36% E	43% DE	38%	44% HI	17%	31% H	34% H
Daniella Levine Cava, Democrat Column %	34%	34%	33%	100%	34%	40% F	33%	31%	34%	28%	54% GJ	46% G	29%
Jason Pizzo, Independent Column %	5%	6%	4%	0%	5%	9% F	5% F	2%	5%	4%	6%	7%	14% G
Undecided Column %	23%	16%	30% A	0%	23%	18%	26% D	24% D	23%	25% I	22%	16%	24%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

2026 DeSantis Ballot: If the 2026 general election for Governor of Florida were held today, and these were the candidates, for whom would you vote?
[ROTATE] *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,144	517	624	3	1,144	264	386	494	1,144	838	157	118	31
Casey DeSantis, Republican Column %	39%	40%	39%	0%	39%	31% D	43% D	40% D	39%	46% HI	17%	22%	42% HI
Daniella Levine Cava, Democrat Column %	35%	35%	34%	100%	35%	42% EF	33%	32%	35%	29%	57% GJ	47% GJ	28%
Jason Pizzo, Independent Column %	8%	9%	6%	0%	8%	10% F	8%	6%	8%	7%	12% G	8%	14%
Undecided Column %	18%	15%	20% A	0%	18%	16%	15%	21% E	18%	18%	13%	23% H	16%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ADEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Which of these statements comes closer to your view, even if neither is exactly right? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
I prefer a candidate who reflects my values and background, even if they're less likely to win Column %	81%	82%	80%	100%	81%	86% EF	80%	80%	81%	81%	83%	81%	81%
I prefer a candidate who can win, even if they don't fully reflect my values Column %	12%	15% B	9%	0%	12%	10%	13%	12%	12%	12%	10%	13%	12%
I'm not sure Column %	7%	3%	10% A	0%	7%	4%	8%	8%	7%	7%	7%	7%	7%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABEF

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Thinking about your general approach to issues, do you consider yourself to be... *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Very liberal Column %	10%	13% B	8%	54%	10%	18% EF	8%	7%	10%	10%	14% I	7%	8%
Somewhat liberal Column %	15%	13%	16%	46%	15%	14%	13%	17%	15%	15%	11%	17%	26% H
Moderate Column %	34%	30%	38% A	0%	34%	40% F	35%	30%	34%	31%	49% GIJ	35%	29%
Somewhat conservative Column %	20%	21%	18%	0%	20%	13%	21% D	23% D	20%	21% H	12%	26% H	15%
Very conservative Column %	18%	22% B	15%	0%	18%	11%	18% D	22% D	18%	20%	14%	14%	13%
I'm not sure Column %	3%	1%	5% A	0%	3%	4% F	5% F	1%	3%	3% H	0%	2%	7% H

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

What is your age? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
18 to 24 Column %	7%	10% B	5%	54%	7%	30% EF	0%	0%	7%	6%	11% G	7%	15% G
25 to 34 Column %	17%	16%	18%	46%	17%	70% EF	0%	0%	17%	13%	28% GJ	32% GJ	10%
35 to 44 Column %	17%	14%	20% A	0%	17%	0%	51% DF	0%	17%	15%	19%	21%	40% GHI
45 to 54 Column %	17%	14%	19% A	0%	17%	0%	49% DF	0%	17%	15%	24% G	17%	12%
55 to 64 Column %	17%	20% B	15%	0%	17%	0%	0%	41% DE	17%	20% HI	7%	10%	9%
65 or older Column %	25%	27%	23%	0%	25%	0%	0%	59% DE	25%	30% HIJ	10%	13%	13%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Which of the following are you? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Male Column %	45%	100% BC	0%	0%	45%	47% E	37%	51% E	45%	45%	51% I	37%	51%
Female Column %	54%	0%	100% AC	0%	54%	52%	63% DF	49%	54%	55%	49%	63% H	49%
Other/Non-binary Column %	0%	0%	0%	100% AB	0%	1%	0%	0%	0%	0%	0%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABCDEFHI

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

How many infants and children under 18 years of age live in your household today? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
None Column %	71%	79% B	64% B	100%	71%	55% D	55% E	93% DE	71%	75% HIJ	57% H	62% I	59% J
One Column %	13%	9% A	17% A	0%	13%	17% F	21% F	5% F	13%	11% G	22% GJ	20% G	6% J
Two Column %	10%	9%	11%	0%	10%	16% F	15% F	2% F	10%	9% G	8% H	11% I	27% GHI
Three Column %	5%	3% A	6% A	0%	5%	9% F	7% F	0% F	5%	4%	5%	7%	1%
Four or more Column %	2%	1% A	2% A	0%	2%	3% F	2% F	0% F	2%	1% G	7% GI	0% I	6% G

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Which of the following best describes your race or ethnicity? *

	Gender				Age Group			Ethnicity					
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
White, non-Hispanic Column %	72%	72%	72%	100%	72%	56% D	65% D	87% DE	72%	100% HIJ	0%	0%	0%
Black or African American Column %	15%	17%	14%	0%	15%	24% F	19% F	6%	15%	0%	100% GIJ	0%	0%
Asian Column %	2%	1%	2%	0%	2%	0%	3% DF	1%	2%	0%	0%	0%	54% GHI
Hispanic Column %	10%	8%	12% A	0%	10%	17% F	11% F	5%	10%	0%	0%	100% GHJ	0%
Other Column %	1%	2% B	1%	0%	1%	2%	1%	1%	1%	0%	0%	0%	38% GHI
Prefer not to answer Column %	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	8% GH

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Which of the following best describes your household's total income in 2024 BEFORE taxes? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
< \$15,000 Column %	4%	2%	5% A	12%	4%	4%	4%	3%	4%	2%	10% G	5%	6%
\$15,000-\$24,999 Column %	5%	4%	6%	41%	5%	5%	5%	5%	5%	4%	6%	10% G	2%
\$25,000-\$34,999 Column %	8%	8%	8%	0%	8%	11% E	5%	9% E	8%	7%	12% J	8%	2%
\$35,000-\$49,999 Column %	15%	13%	17%	0%	15%	12%	15%	16%	15%	16%	11%	12%	18%
\$50,000-\$74,999 Column %	19%	15%	22% A	46%	19%	20%	17%	20%	19%	18%	21%	18%	27%
\$75,000-\$99,999 Column %	15%	20% B	11%	0%	15%	19% F	15%	13%	15%	16%	12%	15%	11%
\$100,000-\$124,999 Column %	10%	14% B	7%	0%	10%	6%	14% DF	9%	10%	10%	8%	8%	20% HI
\$125,000-\$149,999 Column %	9%	9%	9%	0%	9%	5%	12% D	9% D	9%	9%	5%	12%	7%
\$150,000-199,999 Column %	6%	7%	5%	0%	6%	3%	6%	7% D	6%	7% H	2%	3%	7%
\$200,000 and over Column %	8%	7%	9%	0%	8%	10%	7%	7%	8%	7%	14% GJ	9%	0%
Not sure Column %	1%	1%	2%	0%	1%	4% EF	1%	0%	1%	1%	1%	1%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Which of the following best describes your current education level? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Some high school or less Column %	10%	10%	10%	0%	10%	22% EF	8% F	4%	10%	9% I	15% GI	3%	16% I
High school graduate Column %	27%	23% A	30% B	54%	27%	32% F	29% F	22%	27%	27% J	30% J	28% J	13%
Associates degree (Two-year post-secondary degree) Column %	9%	8%	10%	0%	9%	4%	10% D	12% D	9%	9%	7%	8%	9%
Some college but no degree Column %	20%	21%	19%	0%	20%	15%	18%	24% DE	20%	20%	24%	17%	15%
Bachelors degree Column %	24%	25%	23%	46%	24%	23%	26%	23%	24%	22%	23%	37% GH	32%
Masters or professional degree Column %	9%	12% B	7%	0%	9%	2%	7% D	14% DE	9%	11% H	1%	6% H	14% H
Doctoral degree Column %	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%
Prefer not to say Column %	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

What is your current marital status? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Married Column %	49%	46%	52%	0%	49%	33%	49%	59%	49%	53%	31%	54%	33%
Widowed Column %	6%	7%	6%	0%	6%	0%	3%	12%	6%	7%	4%	1%	2%
Divorced Column %	10%	7%	13%	0%	10%	1%	10%	15%	10%	11%	7%	5%	6%
Separated Column %	2%	1%	2%	0%	2%	1%	3%	1%	2%	2%	1%	1%	1%
Never married Column %	27%	34%	21%	54%	27%	55%	28%	10%	27%	21%	50%	30%	43%
Prefer not to say Column %	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	7%
Living with partner Column %	6%	5%	6%	46%	6%	8%	7%	3%	6%	6%	6%	8%	8%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Do you own or rent your home? *

	Gender				Age Group			Ethnicity					
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Own Column %	71%	73%	70%	100%	71%	53% D	70% D	83% DE	71%	77% HIJ	56%	56%	62%
Rent Column %	29%	27%	30%	0%	29%	47% EF	30% F	17%	29%	23%	44% G	44% G	38% G

* Denotes variable with statistically significant findings

■ Significant difference within groups: DEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Do you maintain a secondary residence in another state? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Yes													
Column %	6%	6%	7%	0%	6%	6%	7%	7%	6%	6% I	14% GI	1%	7%
No													
Column %	94%	94%	93%	100%	94%	94%	93%	93%	94%	94% H	86%	99% GH	93%

* Denotes variable with statistically significant findings

■ Significant difference within groups: GHI

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Thinking about your religion, are you... *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Protestant Column %	23%	25%	21%	0%	23%	13%	20% D	31% DE	23%	23%	27%	17%	11%
Roman Catholic Column %	25%	25%	25%	0%	25%	22%	22%	29% DE	25%	26% H	5%	44% GH	29% H
Mormon Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Orthodox (e g , Greek or Russian Orthodox) Column %	1%	1%	1%	0%	1%	1%	2% F	0%	1%	1%	0%	0%	6% H
Jewish Column %	6%	5%	6%	0%	6%	1%	3% D	10% DE	6%	7% HI	2%	2%	7%
Muslim Column %	0%	0%	0%	0%	0%	2% EF	0%	0%	0%	0%	3% G	0%	0%
Buddhist Column %	1%	1%	0%	0%	1%	1%	2% F	0%	1%	0%	0%	1%	10% GHI
Hindu Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Atheist Column %	3%	4%	3%	12%	3%	5% F	3%	2%	3%	4% H	0%	3%	4%
Agnostic Column %	4%	5%	3%	0%	4%	3%	6%	4%	4%	5%	2%	3%	1%
Something else Column %	18%	13%	21% A	41%	18%	21% F	21% F	13%	18%	15%	34% GIJ	13%	10%
Nothing in particular Column %	19%	21%	18%	46%	19%	32% EF	21% F	10%	19%	18%	28% GI	17%	21%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ADEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Would you describe yourself as a 'born-again' or evangelical Christian?

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	274	135	139	-	274	38	80	156	274	202	48	21	4
Yes													
Column %	58%	62%	53%	-	58%	57%	65%	54%	58%	56%	62%	56%	90%
No													
Column %	42%	38%	47%	-	42%	43%	35%	46%	42%	44%	38%	44%	10%

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Are you now employed full-time, part-time, self-employed, or not employed? *

	Gender				Age Group				Ethnicity				
	Total	Male A	Female B	Other/N on-binary C	Total	18 to 34 D	35 to 54 E	55 or Older F	Total	White, non-Hispanic G	Black or African American H	Hispanic I	Other J
Sample Size	1,200	543	654	3	1,200	288	409	503	1,200	862	179	122	37
Full-time Column %	44%	47% B	41% B	46%	44%	55% F	64% DF	21%	44%	39%	60% G	54% G	47%
Part-time Column %	9%	5%	12% A	0%	9%	13% F	10% F	6%	9%	8%	7%	15% GH	13%
Self-employed Column %	8%	10% B	6%	41%	8%	9%	7%	7%	8%	7% I	14% GI	2%	11% I
Not employed Column %	14%	10%	18% A	12%	14%	24% EF	16% F	8%	14%	15%	11%	15%	17%
Retired Column %	25%	28% B	23%	0%	25%	0%	2% D	58% DE	25%	31% HIJ	7%	14% H	12%
Don't know Column %	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: ABDEFGHIJ

James Madison Institute Poll May 5 to May 7, 2025, Registered Voters MOE +/- 2.77%

Are you now employed full-time, part-time, self-employed, or not employed? *

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: ABDEFGHIJ**