

Marginals

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

May 7, 2025

Targoz Market Research®

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How often would you say you vote?

	Total
Sample Size	1,200
Always	
Column %	57%
Nearly always	
Column %	28%
Part of the time	
Column %	7%
Seldom	
Column %	6%
Never vote	
Column %	2%

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2024 Presidential Ballot

	Total
Sample Size	1,099
Donald J. Trump Column %	56%
Kamala Harris Column %	42%
Other Column %	2%

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2024 Congressional Ballot

	Total
Sample Size	1,089
Republican candidate Column %	53%
Democrat candidate Column %	44%
Other Column %	3%

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

	Total
Sample Size	1,200
Very or somewhat favorable	
Column %	26%
Very favorable	
Column %	12%
Somewhat favorable	
Column %	15%
No opinion	
Column %	23%
Somewhat unfavorable	
Column %	5%
Very unfavorable	
Column %	8%
Very or somewhat unfavorable	
Column %	13%
I'm not familiar with him	
Column %	37%

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

	Total
Sample Size	1,200
Very or somewhat favorable	
Column %	38%
Very favorable	
Column %	15%
Somewhat favorable	
Column %	23%
No opinion	
Column %	22%
Somewhat unfavorable	
Column %	9%
Very unfavorable	
Column %	22%
Very or somewhat favorable	
Column %	31%
I'm not familiar with her	
Column %	9%

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

	Total
Sample Size	1,200
Very or somewhat favorable	
Column %	22%
Very favorable	
Column %	7%
Somewhat favorable	
Column %	14%
No opinion	
Column %	21%
Somewhat unfavorable	
Column %	11%
Very unfavorable	
Column %	12%
Very or somewhat unfavorable	
Column %	23%
I'm not familiar with him	
Column %	35%

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

	Total
Sample Size	1,200
Democrat Column %	33%
Independent Column %	23%
Republican Column %	43%
Something else: Column %	1%

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Would you call yourself a...

	Total
Sample Size	516
Strong Republican Column %	65%
Not a Very Strong Republican Column %	35%

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Would you call yourself a...

	Total
Sample Size	396
Strong Democrat Column %	68%
Not a Very Strong Democrat Column %	32%

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Do you think of yourself as...

	Total
Sample Size	288
Closer to the Republican Party Column %	30%
Closer to the Democratic Party Column %	29%
Strictly an Independent Column %	41%

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

	Total
Sample Size	1,200
Very likely Column %	65%
Somewhat likely Column %	22%
Not very likely Column %	3%
Not at all likely Column %	5%
I'm not sure Column %	6%

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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?

	Total
Sample Size	396
Daniella Levine Cava, Miami-Dade Mayor Column %	32%
Gwen Graham, former Congresswoman Column %	13%
David Jolly, former Republican Congressman Column %	10%
Lauren Book, former State Senator Column %	7%
Angie Nixon, State Representative Column %	6%
Shevrin Jones, State Senator Column %	4%
Fentrice Driskell, State Representative Column %	7%
Undecided/I would not vote Column %	20%

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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?

	Total
Sample Size	516
Casey DeSantis, First Lady of Florida and former WJXT newscaster	
Column %	29%
Byron Donalds, Florida Congressman	
Column %	28%
Matt Gaetz, former Florida Congressman	
Column %	10%
Jeanette Nuñez, former Lieutenant Governor of Florida and interim President of Florida International University	
Column %	7%
Francis Suarez, Mayor of Miami	
Column %	5%
Wilton Simpson, Florida Agriculture Commissioner	
Column %	4%
Charles Burkett, Mayor of Surfside, Florida	
Column %	3%
Ashton Hayward, former Mayor of Pensacola	
Column %	1%
Undecided/I would not vote	
Column %	13%

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

	Total
Sample Size	516
Much or somewhat more likely	
Column %	65%
Much more likely to vote for the candidate	
Column %	31%
Somewhat more likely to vote for the candidate	
Column %	34%
No impact on my voting decision	
Column %	26%
Somewhat less likely to vote for the candidate	
Column %	1%
Much less likely to vote for the candidate	
Column %	3%
Much or somewhat less likely	
Column %	5%
I'm not sure	
Column %	5%

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

	Total
Sample Size	516
Yes	
Column %	38%
No	
Column %	50%
I'm not sure	
Column %	12%

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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?

	Total
Sample Size	516
Byron Donalds, Florida Congressman	
Column %	44%
Casey DeSantis, First Lady of Florida and former WJXT newscaster	
Column %	25%
Matt Gaetz, former Florida Congressman	
Column %	7%
Jeanette Nuñez, former Lieutenant Governor of Florida and interim President of Florida International University	
Column %	6%
Francis Suarez, Mayor of Miami	
Column %	5%
Wilton Simpson, Florida Agriculture Commissioner	
Column %	4%
Ashton Hayward, former Mayor of Pensacola	
Column %	1%
Charles Burkett, Mayor of Surfside, Florida	
Column %	1%
Undecided/I would not vote	
Column %	7%

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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]

	Total
Sample Size	1,153
Byron Donalds, Republican Column %	38%
Daniella Levine Cava, Democrat Column %	34%
Jason Pizzo, Independent Column %	5%
Undecided Column %	23%

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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]

	Total
Sample Size	1,144
Casey DeSantis, Republican Column %	39%
Daniella Levine Cava, Democrat Column %	35%
Jason Pizzo, Independent Column %	8%
Undecided Column %	18%

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

	Total
Sample Size	1,200
I prefer a candidate who reflects my values and background, even if they're less likely to win	
Column %	81%
I prefer a candidate who can win, even if they don't fully reflect my values	
Column %	12%
I'm not sure	
Column %	7%

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

	Total
Sample Size	1,200
Very liberal	
Column %	10%
Somewhat liberal	
Column %	15%
Moderate	
Column %	34%
Somewhat conservative	
Column %	20%
Very conservative	
Column %	18%
I'm not sure	
Column %	3%

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What is your age?

	Total
Sample Size	1,200
18 to 24 Column %	7%
25 to 34 Column %	17%
35 to 44 Column %	17%
45 to 54 Column %	17%
55 to 64 Column %	17%
65 or older Column %	25%

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Which of the following are you?

	Total
Sample Size	1,200
Male	
Column %	45%
Female	
Column %	54%
Other/Non-binary	
Column %	0%

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

	Total
Sample Size	1,200
None	
Column %	71%
One	
Column %	13%
Two	
Column %	10%
Three	
Column %	5%
Four or more	
Column %	2%

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Which of the following best describes your race or ethnicity?

	Total
Sample Size	1,200
White, non-Hispanic	
Column %	72%
Black or African American	
Column %	15%
Asian	
Column %	2%
Hispanic	
Column %	10%
Other	
Column %	1%
Prefer not to answer	
Column %	0%

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

	Total
Sample Size	1,200
< \$15,000	
Column %	4%
\$15,000-\$24,999	
Column %	5%
\$25,000-\$34,999	
Column %	8%
\$35,000-\$49,999	
Column %	15%
\$50,000-\$74,999	
Column %	19%
\$75,000-\$99,999	
Column %	15%
\$100,000-124,999	
Column %	10%
\$125,000-\$149,999	
Column %	9%
\$150,000-199,999	
Column %	6%
\$200,000 and over	
Column %	8%
Not sure	
Column %	1%

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Which of the following best describes your current education level?

	Total
Sample Size	1,200
Some high school or less	
Column %	10%
High school graduate	
Column %	27%
Associates degree (Two-year post-secondary degree)	
Column %	9%
Some college but no degree	
Column %	20%
Bachelors degree	
Column %	24%
Masters or professional degree	
Column %	9%
Doctoral degree	
Column %	1%
Prefer not to say	
Column %	0%

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What is your current marital status?

	Total
Sample Size	1,200
Married	
Column %	49%
Widowed	
Column %	6%
Divorced	
Column %	10%
Separated	
Column %	2%
Never married	
Column %	27%
Prefer not to say	
Column %	0%
Living with partner	
Column %	6%

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Do you own or rent your home?

	Total
Sample Size	1,200
Own	
Column %	71%
Rent	
Column %	29%

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Do you maintain a secondary residence in another state?

	Total
Sample Size	1,200
Yes	
Column %	6%
No	
Column %	94%

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Thinking about your religion, are you...

	Total
Sample Size	1,200
Protestant	
Column %	23%
Roman Catholic	
Column %	25%
Mormon	
Column %	0%
Orthodox (e g , Greek or Russian Orthodox)	
Column %	1%
Jewish	
Column %	6%
Muslim	
Column %	0%
Buddhist	
Column %	1%
Hindu	
Column %	0%
Atheist	
Column %	3%
Agnostic	
Column %	4%
Something else	
Column %	18%
Nothing in particular	
Column %	19%

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

	Total
Sample Size	274
Yes Column %	58%
No Column %	42%

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

	Total
Sample Size	1,200
Full-time Column %	44%
Part-time Column %	9%
Self-employed Column %	8%
Not employed Column %	14%
Retired Column %	25%
Don't know Column %	0%

Marginals

Generated on May 7, 2025

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

Weight Variable = Weight