

Marginals (Likely Voters)

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

July 26, 2024

Targoz Market Research®

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* Denotes variable with statistically significant findings

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James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Who did you vote for in the 2020 election? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Donald Trump Column %	47%	49% B	38%
Joe Biden Column %	39%	43% B	18%
Someone else Column %	3%	3%	2%
I did not vote Column %	11%	4%	42% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

2020 Ballot *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,074	954	120
Donald Trump				
Column %	53%		51%	65% A
Joe Biden				
Column %	43%		45% B	32%
Someone else				
Column %	4%		4%	3%

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

2024 Presidential Ballot (Biden) *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,174	988	186
Donald Trump, the Republican candidate Column %	47%	46%	48%
Joe Biden, the Democratic candidate Column %	35%	39% B	15%
Robert F. Kennedy Jr., the Independent candidate Column %	6%	5%	14% A
Chase Oliver, the Libertarian candidate Column %	1%	1%	3%
Cornel West, the Independent candidate Column %	0%	0%	0%
Jill Stein, the Green Party candidate Column %	1%	1%	1%
I'm not sure Column %	10%	8%	20% A

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James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

If the election for Congress were held today, which party's candidate would you vote for? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Republican Party Column %	48%	49%	44%
Democratic Party Column %	42%	45% B	31%
Not sure Column %	10%	7%	25% A

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James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

2024 Presidential Ballot (Harris) *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,175	988	187
Donald Trump, the Republican candidate	Column %	46%	47%	42%
Kamala Harris, the Democratic candidate	Column %	39%	42% B	27%
Robert F. Kennedy Jr., the Independent candidate	Column %	5%	4%	9% A
Chase Oliver, the Libertarian candidate	Column %	1%	1%	1%
Cornel West, the Independent candidate	Column %	1%	0%	3% A
Jill Stein, the Green Party candidate	Column %	0%	0%	1%
I'm not sure	Column %	8%	6%	18% A

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 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

If the 2024 election for President were held today and it was between the following candidates, who would you vote for? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Donald Trump, the Republican candidate Column %	46%	46%	43%
Joe Biden, the Democratic candidate Column %	34%	39% B	13%
Robert F. Kennedy Jr., the Independent candidate Column %	6%	5%	12% A
Chase Oliver, the Libertarian candidate Column %	1%	1%	3%
Cornel West, the Independent candidate Column %	0%	0%	0%
Jill Stein, the Green Party candidate Column %	1%	1%	0%
I'm not sure Column %	9%	8%	18% A
I wouldn't vote Column %	2%	0%	11% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

If the 2024 election for President were held today and it was between the following candidates, who would you vote for? Note the change in the Democratic candidate. *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Donald Trump, the Republican candidate Column %	45%	47% B	38%
Kamala Harris, the Democratic candidate Column %	39%	42% B	24%
Robert F. Kennedy Jr., the Independent candidate Column %	5%	4%	8% A
Chase Oliver, the Libertarian candidate Column %	1%	1%	1%
Cornel West, the Independent candidate Column %	1%	0%	2% A
Jill Stein, the Green Party candidate Column %	0%	0%	0%
I'm not sure Column %	7%	6%	16% A
I wouldn't vote Column %	2%	0%	10% A

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James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

2024 Senate Ballot *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,148	979	169
Rick Scott, the Republican Column %	47%	49% B	32%
Debbie Mucarsel-Powell, the Democrat Column %	41%	43% B	26%
I'm not sure Column %	13%	8%	42% A

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 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

If the election for Senate were held today, would you vote for Rick Scott or Debbie Mucarsel-Powell? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Rick Scott, the Republican Column %	45%	49% B	26%
Debbie Mucarsel-Powell, the Democrat Column %	39%	43% B	21%
I'm not sure Column %	12%	8%	34% A
I wouldn't vote Column %	4%	1%	19% A

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■ Significant difference within groups: AB

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In November, there will be several statewide measures on the ballot, including Florida’s Amendment 3, which would legalize marijuana in Florida for adults 21 years old and older. If the election were held today on Florida’s Amendment 3, which would legalize marijuana in Florida for adults 21 years old and older, would you vote: *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Yes	Column %	63%	64%	61%
No	Column %	25%	27% B	16%
Not sure	Column %	12%	9%	23% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Amendment 2 will also be on the November ballot, establishing a constitutional right to hunt and fish in Florida. If the election were held today on Florida's Amendment 2, which would establish a constitutional right to hunt and fish in Florida, would you vote: *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Yes	Column %	60%	62% B	51%
No	Column %	17%	18% B	11%
Not sure	Column %	23%	20%	37% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Amendment 1 will also be on the November ballot, making school board elections partisan beginning in the November 2026 general election and for primary elections nominating party candidates for the 2026 election. If the election were held today on Florida's Amendment 1, which would make school board elections partisan in Florida, would you vote: *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Yes				
Column %	39%		42% B	25%
No				
Column %	23%		25% B	16%
Not sure				
Column %	37%		33%	59% A

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Which issue will be the most important in determining how you will vote in the November election for President? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
The economy Column %	35%	36%	31%
Immigration Column %	16%	18% B	7%
Abortion Column %	13%	14% B	9%
Foreign policy and defense Column %	3%	4%	3%
Government spending Column %	3%	3%	3%
Healthcare Column %	6%	4%	15% A
Housing cost Column %	5%	5%	5%
Policing and crime Column %	2%	1%	5% A
Taxes Column %	2%	2%	3%
Homelessness Column %	2%	2%	6% A
The environment Column %	3%	3%	3%
Education Column %	1%	1%	1%
Other: Column %	5%	5% B	1%
Don't Know Column %	2%	1%	7% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

In general, are you satisfied or dissatisfied with the way things are going in: The United States *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total (Very/Somewhat Satisfied)			
Column %	34%	35%	30%
Very Satisfied			
Column %	13%	13%	12%
Somewhat Satisfied			
Column %	22%	22%	19%
Somewhat Dissatisfied			
Column %	28%	27%	34% A
Very Dissatisfied			
Column %	36%	37%	32%
Total (Very/Somewhat Dissatisfied)			
Column %	64%	64%	66%
Not Sure			
Column %	1%	1%	3% A

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■ Significant difference within groups: A

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

In general, are you satisfied or dissatisfied with the way things are going in: The State of Florida *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total (Very/Somewhat Satisfied) Column %	57%	56%	59%
Very Satisfied Column %	20%	21%	15%
Somewhat Satisfied Column %	37%	35%	43% A
Somewhat Dissatisfied Column %	20%	20%	17%
Very Dissatisfied Column %	21%	22%	17%
Total (Very/Somewhat Dissatisfied) Column %	41%	43% B	34%
Not Sure Column %	2%	1%	7% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

In general, are you satisfied or dissatisfied with the way things are going in: K-12 public education in Florida *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total (Very/Somewhat Satisfied) Column %	41%	43% B	34%
Very Satisfied Column %	12%	12%	11%
Somewhat Satisfied Column %	29%	31% B	23%
Somewhat Dissatisfied Column %	28%	27%	30%
Very Dissatisfied Column %	19%	20%	16%
Total (Very/Somewhat Dissatisfied) Column %	47%	47%	47%
Not Sure Column %	12%	10%	19% A

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James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

As you and your family plan for the next year, are you doing so expecting the U.S. economy to be... *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Total (Booming Growing)				
Column %	33%		35% B	21%
Booming				
Column %	6%	6%	6%	6%
Growing, but not booming				
Column %	27%		30% B	16%
Holding steady				
Column %	20%	20%	20%	19%
Slowing, but not in recession				
Column %	19%		18%	26% A
In recession				
Column %	16%	15%	15%	18%
Total (Slowing/Recession)				
Column %	35%		33%	44% A
I'm not sure				
Column %	13%	12%	12%	16%

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Compared to a year ago, would you say that you and your family are economically... *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total (Better Off) Column %	23%	22%	31% A
A lot better off Column %	6%	7% B	2%
Somewhat better off Column %	17%	15%	29% A
About the same Column %	34%	37% B	24%
Somewhat worse off Column %	30%	29%	32%
A lot worse off Column %	12%	12%	13%
Total (Worse Off) Column %	42%	42%	46%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How frequently do concerns about your rent or mortgage payments affect your daily life? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Every day				
Column %		7%	7%	10%
Almost every day				
Column %		14%	13%	19% A
Sometimes				
Column %		33%	32%	40% A
Rarely				
Column %		21%	20%	21%
Never				
Column %		25%	28% B	10%

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you approve or disapprove of the way the Florida State Legislature is handling its job? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total approve Column %	45%	47% B	37%
Strongly approve Column %	11%	10%	14%
Somewhat approve Column %	35%	37% B	24%
Somewhat disapprove Column %	23%	21%	32% A
Strongly disapprove Column %	25%	27% B	16%
Total disapprove Column %	48%	48%	48%
No opinion Column %	7%	5%	15% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you support implementing term limits for members of Congress, limiting their service to a maximum of 12 years? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total support Column %	75%	80% B	54%
Strongly support Column %	49%	54% B	26%
Somewhat support Column %	26%	26%	28%
Neither support nor oppose Column %	12%	10%	23% A
Somewhat oppose Column %	3%	3%	4%
Strongly oppose Column %	2%	2%	2%
Total Oppose Column %	5%	5%	6%
Not sure Column %	7%	5%	17% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Should states have more of a role to play in immigration reform, or should it remain primarily a federal responsibility? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
States should have more of a role Column %	24%	27% B	12%
It should remain primarily a federal responsibility Column %	31%	30%	32%
Both states and the federal government should have equal roles Column %	38%	38%	37%
Not sure Column %	7%	5%	19% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you believe colleges are a place of intellectual diversity and free thought, where different viewpoints are encouraged and debated? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Yes	Column %	55%	56%	52%
No	Column %	27%	29% B	20%
Not sure	Column %	18%	15%	28% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How would you compare Florida colleges and universities to out-of-state schools in terms of intellectual diversity and free thought? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total better			
Column %	28%	30%	23%
Much better			
Column %	10%	11% B	4%
Somewhat better			
Column %	19%	19%	19%
About the same			
Column %	33%	35% B	23%
Somewhat worse			
Column %	13%	12%	19% A
Much worse			
Column %	10%	11% B	2%
Total worse			
Column %	23%	23%	21%
Not sure			
Column %	16%	13%	33% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How big of a problem do you think inflation (rising prices) is in the United States today? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Very big problem Column %	48%	50% B	36%
Big problem Column %	25%	24%	29%
Moderate problem Column %	21%	21%	25%
Small problem Column %	5%	5%	5%
Not a problem at all Column %	2%	1%	5% A

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■ Significant difference within groups: AB

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What actions have you taken in response to inflation? (All Mentions) *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Cut back on non-essential spending % Sample Size	68%	70% B	61%
Delayed major purchases % Sample Size	44%	44%	40%
Increased savings % Sample Size	21%	21%	22%
Taken on additional work % Sample Size	23%	23%	25%
Borrowed money or used credit more frequently % Sample Size	24%	24%	26%
Other (please specify) % Sample Size	1%	2%	0%
No action taken % Sample Size	11%	10%	14% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Have you noticed an increase in any of the following in the past year? (All Mentions) *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Property taxes % Sample Size	56%	58% B	46%
Property insurance % Sample Size	62%	67% B	39%
Auto insurance % Sample Size	73%	77% B	51%
Health insurance % Sample Size	56%	60% B	39%
None of the above % Sample Size	8%	6%	22% A

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■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How would you describe the current cost of housing or rent in your area? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total affordable Column %	23%	21%	30% A
Very affordable Column %	4%	4%	2%
Somewhat affordable Column %	19%	17%	28% A
Somewhat unaffordable Column %	34%	35%	29%
Very unaffordable Column %	41%	42%	38%
Total unaffordable Column %	75%	76% B	67%
Not sure Column %	2%	2%	3%

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 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Florida recently passed universal school choice, allowing parents to choose any public, private, or charter school for their children without income restrictions or enrollment limits. How aware are you of the school choice options available in Florida? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total aware Column %	61%	64% B	46%
Very aware Column %	20%	21% B	14%
Somewhat aware Column %	41%	43% B	32%
Not very aware Column %	21%	19%	33% A
Not at all aware Column %	18%	17%	21%
Total not aware Column %	39%	36%	54% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How long have you lived in Florida? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Less than two years Column %	3%	2%	10% A
Two to five years Column %	9%	8%	16% A
6 to 10 years Column %	10%	8%	18% A
More than ten years Column %	77%	82% B	56%

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■ Significant difference within groups: AB

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What were your primary reasons for moving to Florida? (All Mentions) Base: Moved To Florida Past 5 Years

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	152	98	53
No income tax % Sample Size	20%	28%	4%
School choice options % Sample Size	12%	15%	7%
Easier to start a business % Sample Size	7%	11%	0%
Better weather/climate % Sample Size	42%	45%	36%
Retirement % Sample Size	27%	24%	31%
Job opportunities % Sample Size	16%	14%	20%
Quality of life % Sample Size	35%	34%	37%
Other: % Sample Size	14%	17%	8%

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Which do you prefer: Atlantic or Gulf Coast beaches in Florida? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Gulf Coast beaches Column %	45%	44%	45%
Atlantic Coast beaches Column %	34%	35% B	27%
No preference or not sure Column %	22%	20%	28% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Are you skeptical or concerned about government surveillance or data collection and the potential misuse of your personal information? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total skeptical Column %	74%	77% B	65%
Very skeptical Column %	36%	38% B	27%
Somewhat skeptical Column %	38%	38%	38%
Neither skeptical nor unconcerned Column %	16%	16%	17%
Somewhat unconcerned Column %	5%	4%	9% A
Very unconcerned Column %	3%	3%	3%
Total unconcerned Column %	7%	6%	12% A
Not sure Column %	2%	1%	7% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How concerned are you about what is being done with your personal data collected by ...? The government *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total concerned Column %	78%	80% B	68%
Very concerned Column %	44%	47% B	29%
Somewhat concerned Column %	34%	33%	39%
Neutral Column %	12%	11%	19% A
Not very concerned Column %	6%	5%	7%
Not at all concerned Column %	3%	3%	5%
Total not concerned Column %	9%	8%	12%
Not sure Column %	1%	1%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How concerned are you about what is being done with your personal data collected by ...? Private companies *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total concerned Column %	79%	84% B	58%
Very concerned Column %	44%	47% B	32%
Somewhat concerned Column %	35%	37% B	26%
Neutral Column %	12%	10%	18% A
Not very concerned Column %	6%	4%	18% A
Not at all concerned Column %	1%	1%	1%
Total not concerned Column %	7%	5%	18% A
Not sure Column %	2%	1%	6% A

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Artificial intelligence (AI) is increasingly used in healthcare for diagnostics, treatment planning, and administrative operations. For example, AI can analyze medical images to detect diseases early, suggest personalized treatment plans, and streamline patient records management. What do you think will be the overall impact of AI on healthcare? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Total positive Column %	49%	50% B	40%
Very positive impact Column %	11%	11%	12%
Somewhat positive impact Column %	38%	40% B	27%
Neutral impact Column %	18%	14%	34% A
Somewhat negative impact Column %	14%	15%	10%
Very negative impact Column %	9%	11% B	3%
Total negative Column %	23%	25% B	12%
Not sure Column %	11%	10%	13%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

How often would you say you vote? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Always				
Column %	58%		71% B	0%
Nearly always				
Column %	24%		29% B	0%
Part of the time				
Column %	10%		0%	58% A
Seldom				
Column %	4%		0%	25% A
Never vote				
Column %	3%		0%	17% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Republican				
Column %		42%	43%	36%
Democrat				
Column %		37%	39% B	27%
Independent				
Column %		19%	16%	35% A
Something else:				
Column %		2%	2%	2%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Would you call yourself a... *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		504	429	75
Not a very strong Republican	Column %	35%	32%	53% A
Strong Republican	Column %	65%	68% B	47%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Would you call yourself a... *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		444	388	56
Not a very strong Democrat	Column %	35%	31%	60% A
Strong Democrat	Column %	65%	69% B	40%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you think of yourself as... *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		252	176	76
Closer to the Democratic Party	Column %	26%	28%	21%
Closer to the Republican Party	Column %	35%	38%	27%
Strictly an Independent	Column %	40%	34%	52% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: A

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you approve or disapprove of the way the Republican Party is handling its job? Base: Republicans *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	504	429	75
Total approve Column %	83%	84% B	75%
Strongly approve Column %	35%	39% B	14%
Somewhat approve Column %	48%	45%	61% A
Somewhat disapprove Column %	8%	8%	10%
Strongly disapprove Column %	8%	7%	9%
Total disapprove Column %	16%	15%	20%
No opinion Column %	1%	1%	6% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you approve or disapprove of the way the Democratic Party is handling its job? Base: Democrat *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	444	388	56
Total approve Column %	75%	77% B	61%
Strongly approve Column %	27%	29% B	11%
Somewhat approve Column %	48%	48%	50%
Somewhat disapprove Column %	17%	15%	31% A
Strongly disapprove Column %	6%	6%	2%
Total disapprove Column %	22%	21%	33% A
No opinion Column %	2%	2%	6%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

What is your age? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
18 to 24	Column %	7%	5%	16% A
25 to 34	Column %	15%	11%	36% A
35 to 44	Column %	15%	15%	14%
45 to 54	Column %	15%	15%	13%
55 to 64	Column %	17%	18%	14%
65+	Column %	31%	36% B	7%

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Very conservative Column %	17%	19% B	5%
Somewhat conservative Column %	23%	23%	22%
Moderate Column %	32%	30%	42% A
Somewhat liberal Column %	13%	14% B	9%
Very liberal Column %	12%	12%	8%
Not Sure Column %	3%	1%	13% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Which of the following are you? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Male				
Column %	47%		48% B	40%
Female				
Column %	52%		51%	58%
Other/Non-binary				
Column %	1%		0%	2%

* Denotes variable with statistically significant findings

 Significant difference within groups: B

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
1 to 2	Column %	23%	21%	33% A
3 or more	Column %	5%	5%	8% A
None	Column %	72%	74% B	59%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
White, Non-Hispanic Column %	72%	74% B	65%
Black or African American Column %	11%	10%	13%
Hispanic Column %	14%	13%	17%
Asian Column %	2%	2%	3%
Other Column %	1%	1%	0%
Prefer not to say Column %	0%	0%	1%

* Denotes variable with statistically significant findings

 Significant difference within groups: B

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Which of the following best describes your household's total income in 2023 BEFORE taxes? *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
< \$15,000 Column %	5%	4%	12% A
\$15,000-\$24,999 Column %	5%	3%	13% A
\$25,000-\$34,999 Column %	8%	6%	17% A
\$35,000-\$49,999 Column %	15%	16%	13%
\$50,000-\$74,999 Column %	18%	19% B	11%
\$75,000-\$99,999 Column %	15%	16% B	9%
\$100,000-\$124,999 Column %	9%	10%	6%
\$125,000-\$149,999 Column %	9%	9%	9%
\$150,000-\$199,999 Column %	6%	6%	5%
\$200,000 and over Column %	8%	9% B	4%
Not sure Column %	1%	1%	2%

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Some high school or less Column %	12%	7%	33% A
High school graduate Column %	29%	28%	35% A
Some college but no degree Column %	21%	22% B	15%
Bachelor's degree Column %	18%	20% B	7%
Associate's degree (Two-year post-secondary degree) Column %	10%	11% B	5%
Master's or professional degree Column %	9%	10% B	3%
Doctorate degree Column %	1%	1%	0%
Prefer not to say Column %	0%	0%	1%

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

What is your current marital status? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Married				
Column %	53%		58% B	26%
Living with partner				
Column %	8%		7%	17% A
Divorced				
Column %	9%		9%	10%
Never married				
Column %	22%		19%	39% A
Separated				
Column %	2%		1%	3%
Widowed				
Column %	6%		6%	5%
Prefer not to say				
Column %	0%		0%	0%

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Do you own or rent your home? *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Own	Column %	71%	75% B	49%
Rent	Column %	29%	25%	51% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Thinking about your religion, are you... *

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Protestant				
Column %	24%		27% B	14%
Roman Catholic				
Column %	27%		29% B	21%
Jewish				
Column %	6%		7% B	1%
Agnostic				
Column %	4%	4%		6%
Atheist				
Column %	4%		2%	10% A
Buddhist				
Column %	0%	0%		1%
Hindu				
Column %	1%	1%		2%
Mormon				
Column %	1%	1%		0%
Muslim				
Column %	0%	0%		0%
Orthodox (e.g. Greek or Russian Orthodox)				
Column %	2%	2%		3%
Something else				
Column %	15%		14%	20% A
Nothing in particular				
Column %	15%		13%	23% A

* Denotes variable with statistically significant findings

 Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		294	264	30
Yes	Column %	58%	58%	53%
No	Column %	42%	42%	47%

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

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

		Likely Voter		
		Total	Likely Voter A	Other B
Sample Size		1,200	992	208
Full-time				
Column %		41%	42%	35%
Self-employed				
Column %		9%	8%	15% A
Part-time				
Column %		8%	8%	10%
Retired				
Column %		29%	33% B	11%
Not employed				
Column %		11%	8%	26% A
Don't know				
Column %		1%	0%	3% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Region of Florida *

	Likely Voter		
	Total	Likely Voter A	Other B
Sample Size	1,200	992	208
Southeast Florida Column %	27%	28% B	20%
Central Florida Column %	21%	21%	21%
North Florida Column %	18%	16%	27% A
Tampa Bay Column %	17%	17%	17%
Southwest Florida Column %	11%	12% B	5%
Unknown Column %	6%	5%	10% A

* Denotes variable with statistically significant findings

■ Significant difference within groups: AB

Marginals (Likely Voters)

Generated on July 26, 2024

James Madison Institute Poll July 19 to July 24, 2024 Registered Voters MOE +/- 2.77%

Region of Florida *

Weight Variable = Weight, Confidence Level = 95%

* Denotes variable with statistically significant findings

■ **Significant difference within groups: AB**