Mainstreet Research Survey - Florida

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About Mainstreet

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

Methodology

The analysis in this report is based on results of a survey conducted from Monday, February 17th to Monday, March 3rd, 2025, among a sample of 988 Registered Voters, 18 years of age or older, living in Florida. The survey was conducted with text messaging. The survey gave respondents the option to complete the survey in English and Spanish. The survey is intended to represent the voting population in Florida. Weights are applied for Gender, Race, Education and Past vote. Party ID is determined by asking which party each respondent most identifies with, as some states do not have voter registration by party. All voters are asked how likely they are to vote, and the voters who say they are most likely to vote are added to the Likely Voter screen.

The margin of error for the poll is +/- 3.1% at the 95% confidence level. Margins of error are higher in each subsample.

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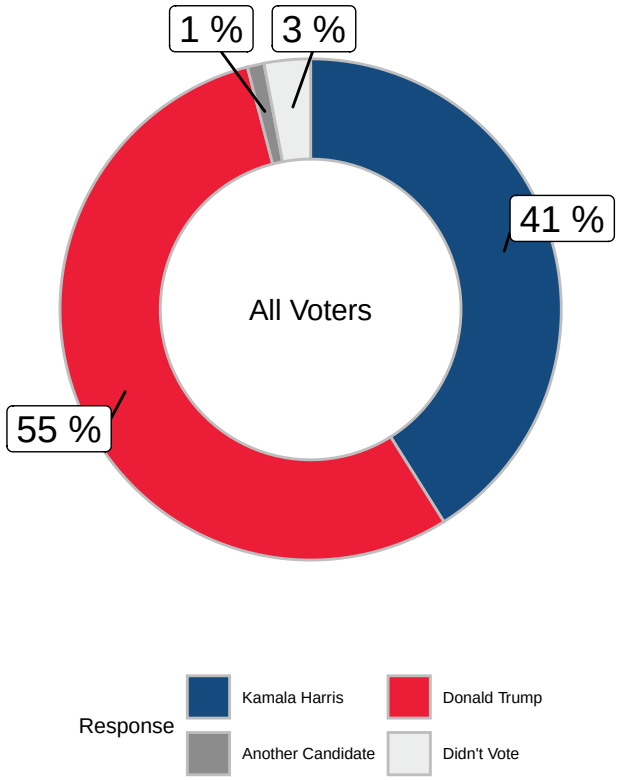
In the most recent Presidential election (November 2024) which party did you vote for in the Presidential election? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Kamala Harris	41.1%	32.7%	49.4%	45%	38.3%
Donald Trump	54.9%	63%	47.1%	48.2%	59.6%
Another Candidate	1.1%	1.6%	0.4%	1.7%	0.6%
Didn't Vote	3%	2.8%	3.2%	5%	1.5%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Kamala Harris	41.1%	100%	0%	0%	0%	94.9%	2.8%	50.3%
Donald Trump	54.9%	0%	100%	0%	0%	2.9%	95.5%	39.4%
Another Candidate	1.1%	0%	0%	100%	0%	0.3%	0.7%	2.5%
Didn't Vote	3%	0%	0%	0%	100%	1.9%	0.9%	7.8%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Kamala Harris	41.1%	70.5%	40.7%	37%	43.8%	31.5%
Donald Trump	54.9%	16.5%	54.5%	55.5%	53.7%	66.5%
Another Candidate	1.1%	1.1%	1.2%	2.6%	1%	0.8%
Didn't Vote	3%	11.8%	3.6%	4.9%	1.5%	1.1%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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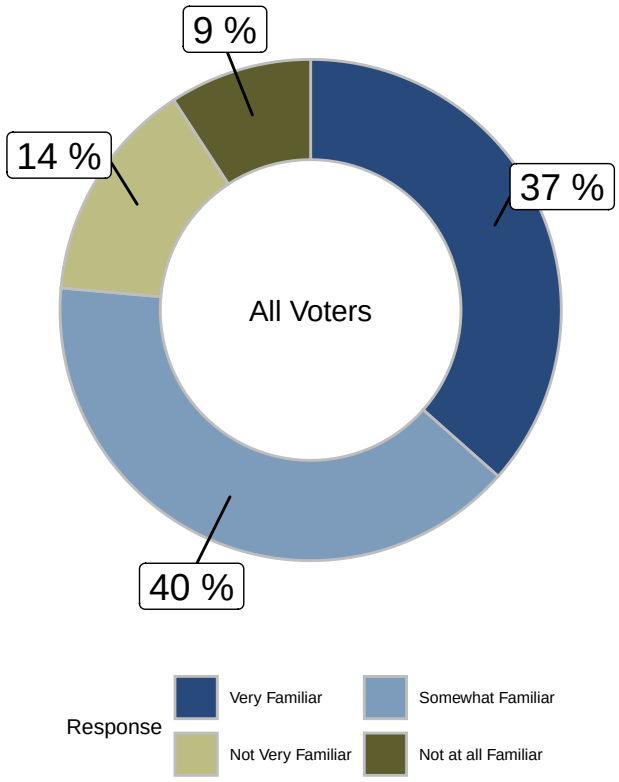
Are you familiar with the National Popular Vote Compact, which proposes electing the President based on the total votes cast nationwide rather than the current Electoral College system? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Very Familiar	36.5%	44.4%	28.9%	36.3%	36.7%
Somewhat Familiar	39.9%	32.7%	46.7%	39.8%	39.9%
Not Very Familiar	14.4%	10.6%	18.1%	14.6%	14.3%
Not at all Familiar	9.2%	12.3%	6.3%	9.3%	9.1%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Very Familiar	36.5%	32.3%	41.2%	3.8%	21.8%	33.7%	43.6%	27.2%
Somewhat Familiar	39.9%	44.5%	37%	75.1%	15.2%	45.3%	36.7%	39.6%
Not Very Familiar	14.4%	17.1%	10.5%	3.8%	52.5%	13.9%	12.5%	18.2%
Not at all Familiar	9.2%	6.1%	11.3%	17.3%	10.5%	7.1%	7.2%	15%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Very Familiar	36.5%	35.7%	37.8%	56.5%	32.4%	36.5%
Somewhat Familiar	39.9%	30.9%	30%	15.8%	49.2%	43.2%
Not Very Familiar	14.4%	15.4%	21.2%	20.5%	8.7%	14.5%
Not at all Familiar	9.2%	18.1%	11%	7.2%	9.6%	5.9%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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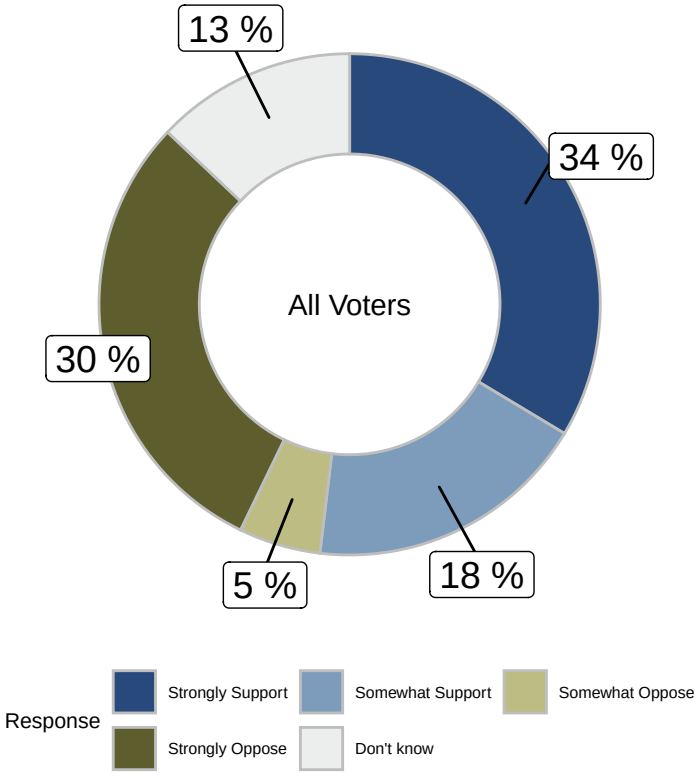
Based on what you know or have heard, do you support or oppose the National Popular Vote Compact? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Strongly Support	33.6%	32.2%	34.9%	33.1%	34%
Somewhat Support	18.3%	15.2%	21.2%	19.1%	17.7%
Somewhat Oppose	5.3%	3.4%	7.1%	7.4%	3.8%
Strongly Oppose	29.9%	37.7%	22.4%	26.6%	32.2%
Don't know	12.9%	11.5%	14.3%	13.8%	12.3%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Strongly Support	33.6%	53%	17.8%	42.8%	53.7%	52.6%	17.2%	42%
Somewhat Support	18.3%	26.8%	12%	23.2%	14.1%	28.9%	14.3%	13.9%
Somewhat Oppose	5.3%	2.2%	7.2%	30.2%	2.1%	2.7%	6.4%	6.2%
Strongly Oppose	29.9%	4.9%	50.5%	3.8%	3.9%	4.9%	51.6%	18.6%
Don't know	12.9%	13%	12.4%	0%	26.2%	10.8%	10.6%	19.3%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Strongly Support	33.6%	38.2%	34.8%	18.5%	33%	34.5%
Somewhat Support	18.3%	24.9%	21.8%	21.2%	13%	18.4%
Somewhat Oppose	5.3%	2%	8.1%	2.6%	6.5%	4.3%
Strongly Oppose	29.9%	4.8%	25.8%	44.1%	36.6%	31.6%
Don't know	12.9%	30.1%	9.4%	13.6%	11%	11.2%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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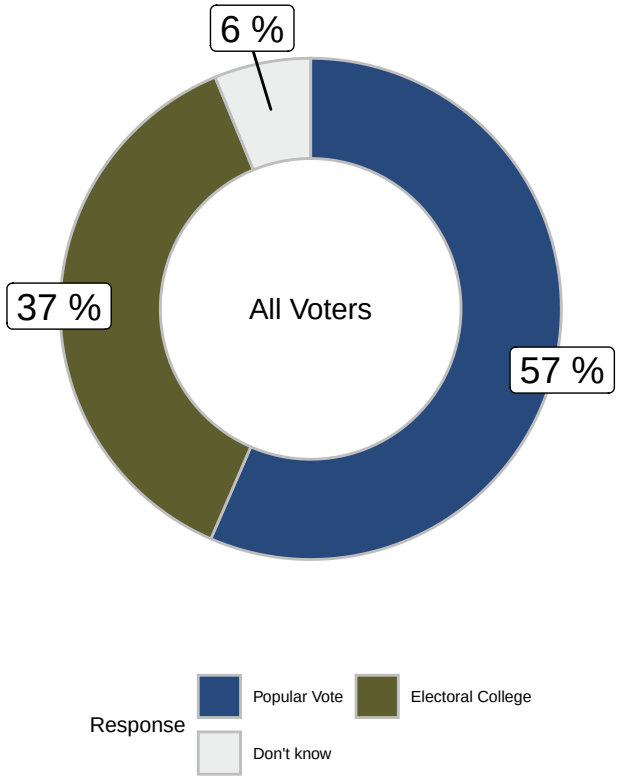
How do you think the President should be elected? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Popular Vote	56.5%	50%	62.9%	58.6%	55.1%
Electoral College	37.3%	45.9%	29%	34%	39.6%
Don't know	6.2%	4.1%	8.1%	7.5%	5.4%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Popular Vote	56.5%	88.4%	31.4%	55.4%	82%	90.7%	32.7%	61.5%
Electoral College	37.3%	6.5%	61.5%	30.2%	16%	5.3%	60.6%	30.8%
Don't know	6.2%	5.1%	7.1%	14.5%	2.1%	4%	6.7%	7.7%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Popular Vote	56.5%	77.7%	55.1%	47.8%	47.7%	59.2%
Electoral College	37.3%	11.6%	39.4%	49.1%	45%	35.8%
Don’t know	6.2%	10.7%	5.4%	3%	7.3%	5%
Unweighted Frequency	988	82	166	70	462	208
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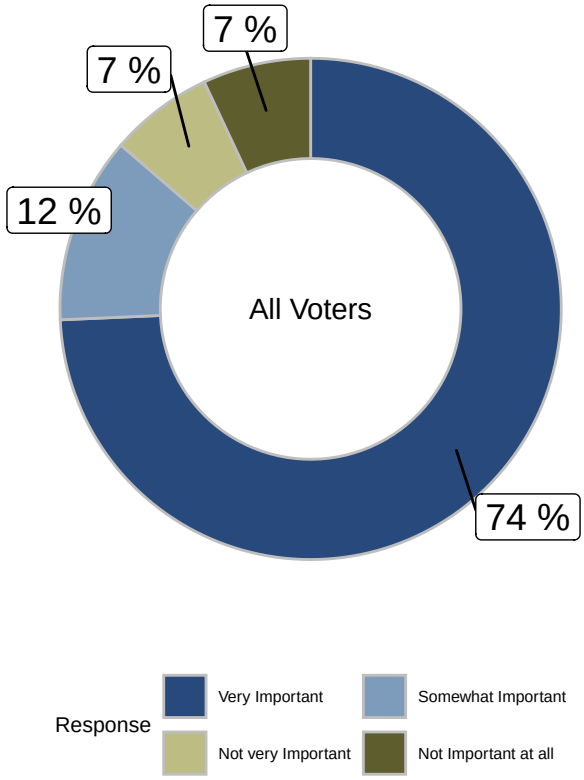
In your opinion, how important is it that every vote counts equally in a presidential election, regardless in which state a person lives? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Very Important	74.3%	70.9%	77.6%	70.2%	77.2%
Somewhat Important	12%	11.2%	12.9%	14.4%	10.4%
Not very Important	6.7%	8%	5.5%	6.8%	6.6%
Not Important at all	7%	9.9%	4%	8.6%	5.8%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Very Important	74.3%	91.7%	61.7%	73.7%	67.2%	92.6%	63.3%	73.9%
Somewhat Important	12%	8.1%	14.6%	11.1%	18.6%	7.1%	11.7%	18%
Not very Important	6.7%	0.2%	11%	15.2%	14.1%	0.3%	11.3%	5.5%
Not Important at all	7%	0%	12.7%	0%	0%	0%	13.8%	2.5%
Unweighted Frequency	988	574	358	26	30	378	310	300
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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Very Important	74.3%	93.7%	75.8%	78.4%	67.2%	73%
Somewhat Important	12%	3.4%	12.9%	0.3%	13.1%	14.9%
Not very Important	6.7%	2.9%	3.5%	7.2%	9.6%	6.9%
Not Important at all	7%	0%	7.7%	14.1%	10.1%	5.2%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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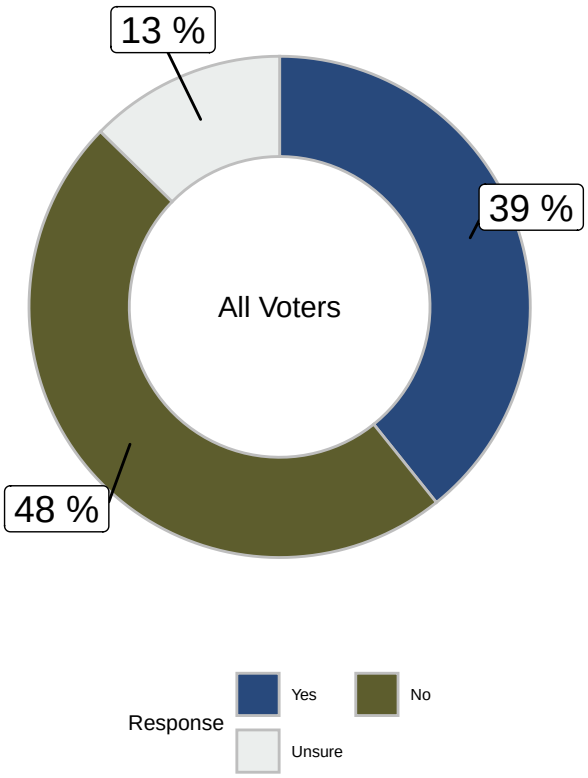
Do you believe the current Electoral College system accurately reflects the will of the people? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Yes	39.2%	47.5%	31.4%	38.8%	39.5%
No	48.1%	43.8%	52%	49.5%	47.1%
Unsure	12.7%	8.7%	16.6%	11.7%	13.4%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Yes	39.2%	4.4%	67.1%	15.2%	16%	3.6%	61.3%	38.9%
No	48.1%	85.6%	17.9%	81%	73.8%	83.3%	21.9%	56.2%
Unsure	12.7%	10%	15%	3.8%	10.2%	13.1%	16.8%	4.9%
Unweighted Frequency	988	574	358	26	30	378	310	300
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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Yes	39.2%	17%	38.7%	47.3%	45.9%	39.5%
No	48.1%	70.8%	44.9%	45.1%	45.5%	45.6%
Unsure	12.7%	12.3%	16.4%	7.6%	8.6%	14.9%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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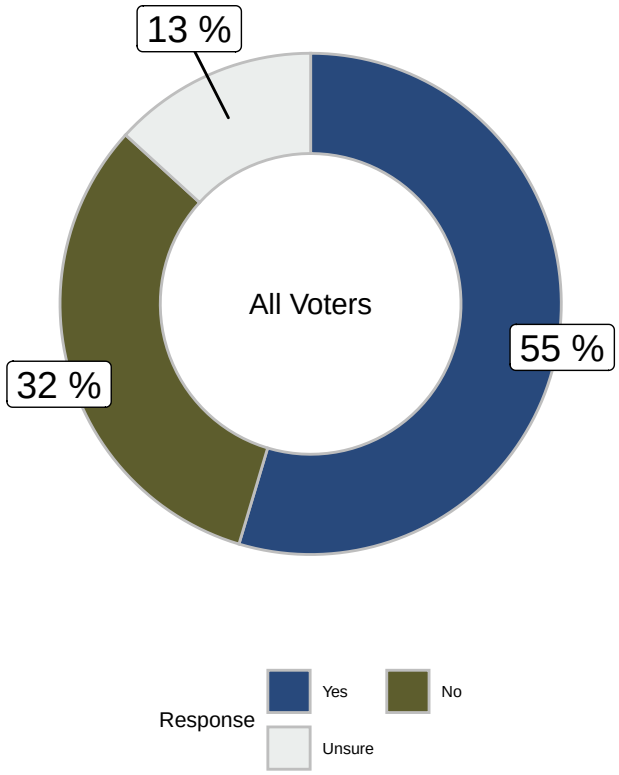
Should the National Popular Vote Compact receive a hearing in the Florida Legislature? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Yes	54.6%	44.9%	63.8%	54.9%	54.4%
No	32.2%	43%	21.7%	31.1%	32.9%
Unsure	13.2%	12.1%	14.5%	14.1%	12.6%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Yes	54.6%	87.3%	28.4%	66%	82.8%	88%	29.2%	63.3%
No	32.2%	2.4%	56.3%	17%	3.9%	1.5%	57.2%	21.2%
Unsure	13.2%	10.3%	15.4%	17%	13.3%	10.5%	13.6%	15.5%
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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Yes	54.6%	88.1%	57.6%	40.4%	47.9%	51.1%
No	32.2%	0%	28.3%	43.7%	41.3%	34.2%
Unsure	13.2%	11.9%	14%	15.9%	10.8%	14.7%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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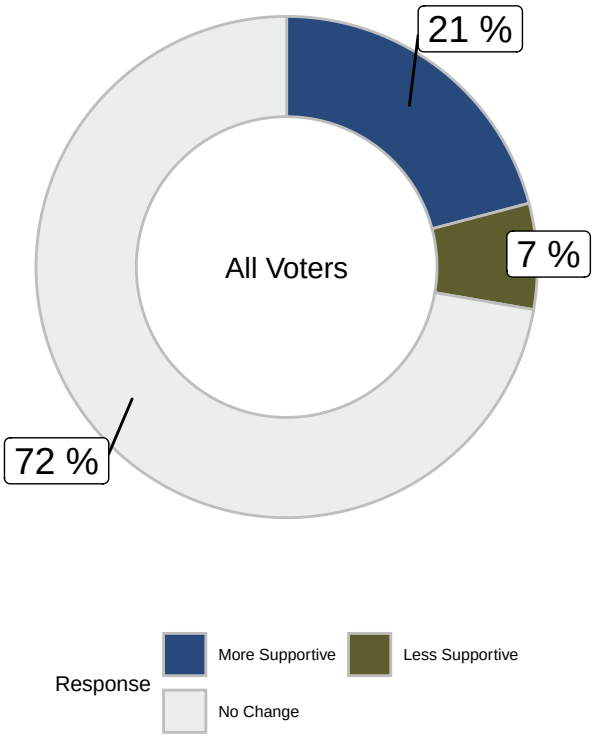
Donald Trump won the national popular vote in 2024. Does this outcome make you more or less supportive of the National Popular Vote Compact? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
More Supportive	20.9%	23.5%	18.6%	16.6%	23.9%
Less Supportive	6.8%	3%	10.4%	7%	6.7%
No Change	72.3%	73.5%	71.1%	76.4%	69.4%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
More Supportive	20.9%	10.4%	28.2%	10.8%	34.8%	9%	28.6%	20.2%
Less Supportive	6.8%	11.5%	2.9%	27.7%	7.3%	14.6%	2.1%	6.7%
No Change	72.3%	78.2%	68.9%	61.5%	57.9%	76.4%	69.3%	73%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
More Supportive	20.9%	19.5%	24.9%	15.1%	11.5%	27.5%
Less Supportive	6.8%	12.5%	7.1%	4.7%	5.5%	6.4%
No Change	72.3%	68%	68%	80.2%	83%	66.2%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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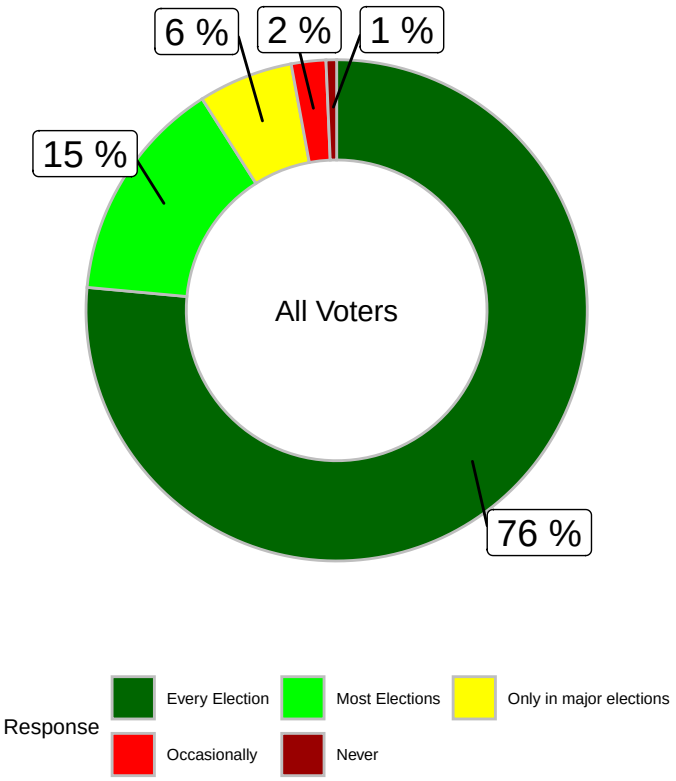
How often do you vote in elections? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Every Election	76.5%	83.8%	69.6%	69.4%	81.5%
Most Elections	14.5%	8.2%	20.4%	14.8%	14.3%
Only in major elections	6.1%	4.4%	7.8%	9.8%	3.5%
Occasionally	2.2%	2.2%	2.3%	4.4%	0.7%
Never	0.7%	1.4%	0%	1.6%	0%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Every Election	76.5%	74.5%	82.1%	52.5%	8.7%	79.2%	82%	63.7%
Most Elections	14.5%	18.3%	9.4%	37.9%	47.4%	14.2%	10.5%	22%
Only in major elections	6.1%	6.4%	4.8%	9.6%	24.6%	4.6%	4.7%	10.3%
Occasionally	2.2%	0.8%	2.4%	0%	19.4%	2%	2.9%	1.4%
Never	0.7%	0%	1.2%	0%	0%	0%	0%	2.6%
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Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Every Election	76.5%	60.6%	75.8%	77%	84.5%	75%
Most Elections	14.5%	22.5%	14.8%	13.3%	10.7%	15.3%
Only in major elections	6.1%	7.1%	5.1%	6.7%	4.8%	7.2%
Occasionally	2.2%	3.4%	4.2%	3%	0%	2.6%
Never	0.7%	6.4%	0%	0%	0%	0%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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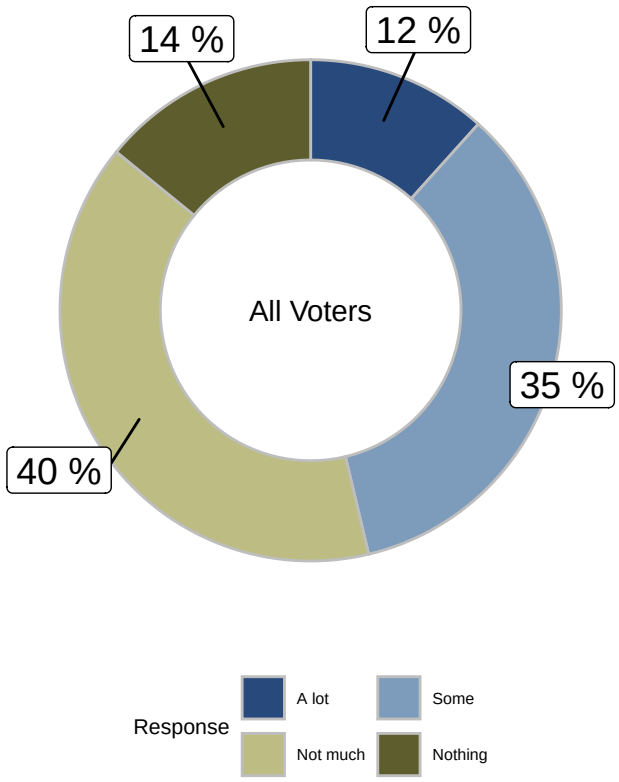
How much have you read, seen, or heard about the National Popular Vote Compact in the past year? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
A lot	11.7%	15.5%	7.7%	11.7%	11.6%
Some	34.6%	33.5%	35.9%	32.3%	36.3%
Not much	39.6%	35.5%	43.6%	40%	39.3%
Nothing	14.1%	15.6%	12.8%	16%	12.8%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
A lot	11.7%	7.1%	14.7%	3.8%	21.8%	8.7%	13.4%	11.9%
Some	34.6%	37.4%	33.7%	15%	20.7%	35.4%	36%	31.4%
Not much	39.6%	41.2%	38.3%	60.3%	35%	43.9%	39%	36%
Nothing	14.1%	14.3%	13.4%	20.9%	22.5%	12%	11.6%	20.8%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
A lot	11.7%	15%	14.9%	20.6%	7.4%	11.2%
Some	34.6%	27%	27.6%	35.4%	47%	30.4%
Not much	39.6%	39.3%	38.3%	30.8%	31%	48.1%
Nothing	14.1%	18.7%	19.2%	13.2%	14.7%	10.2%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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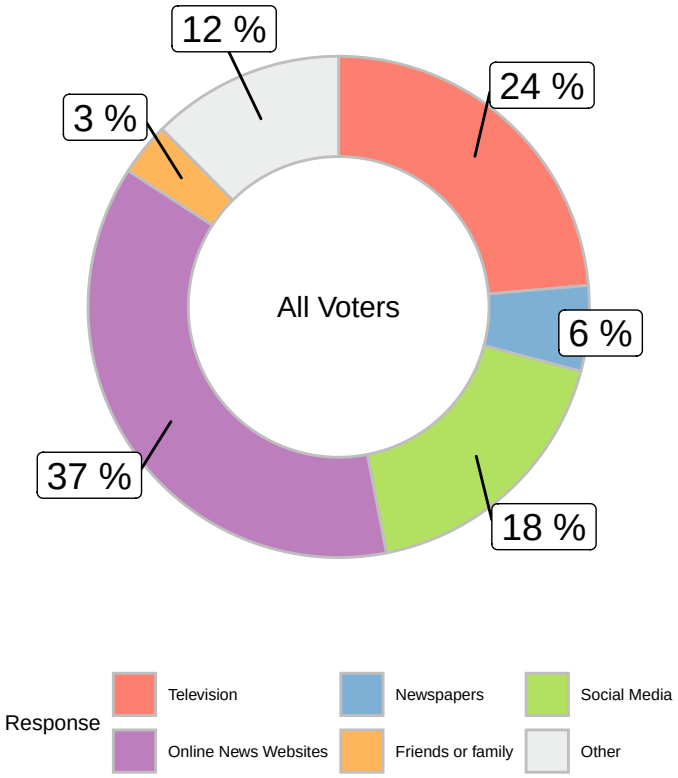
Which of the following sources do you rely on most for information about political issues? (all voters)



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broken out by age, gender, and region

		Gender		Age	
	Total	Male	Female	18-49	50+
Television	23.6%	24.8%	22.6%	7%	35.5%
Newspapers	5.5%	6.9%	4.2%	6.4%	4.9%
Social Media	17.8%	20.7%	15.1%	25.5%	12.3%
Online News Websites	37.2%	35%	39.3%	41.4%	34.2%
Friends or family	3.4%	1.5%	5.3%	5.4%	2%
Other	12.4%	11.1%	13.5%	14.3%	11.1%
Unweighted Frequency	988	444	522	328	660
Weighted Frequency	988	482	501	411	577

broken out by income, party ID

		2024 Vote				Party ID		
	Total	Kamala Harris	Donald Trump	Another Candidate	Didn't Vote	Dem	GOP	Independent
Television	23.6%	23.8%	23.9%	20%	17.5%	26.3%	26.5%	15.6%
Newspapers	5.5%	6.6%	4.5%	3.8%	9.5%	6.4%	2.7%	9.5%
Social Media	17.8%	13%	21.1%	33.9%	19.1%	16%	20.3%	15.3%
Online News Websites	37.2%	42.1%	33%	35.1%	47.3%	36.6%	35.8%	40.3%
Friends or family	3.4%	2.5%	4.2%	7.2%	0%	4.7%	3.3%	2.1%
Other	12.4%	12%	13.3%	0%	6.6%	10%	11.3%	17.1%
Unweighted Frequency	988	574	358	26	30	378	310	300
Weighted Frequency	988	406	542	11	30	278	453	257

2024 US Election Polls & Models
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broken out by White Non-College/College, Party ID

		White Non-College/College				
	Total	Black	Hispanic	Other	White Coll	White Non-Coll
Television	23.6%	33.7%	18.9%	15%	18.7%	27.9%
Newspapers	5.5%	11.1%	3.4%	6.1%	6.3%	4.1%
Social Media	17.8%	9.1%	31.6%	15.2%	14.5%	16.8%
Online News Websites	37.2%	39.6%	30%	37.9%	45.6%	33.3%
Friends or family	3.4%	0%	2.1%	3%	1.5%	6.5%
Other	12.4%	6.3%	13.9%	22.8%	13.3%	11.3%
Unweighted Frequency	988	82	166	70	462	208
Weighted Frequency	988	104	170	54	285	374

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