



Statewide MDW/EDGE Poll Shows Regional Wins Across Florida for Democrats Have Now Made Florida a Competitive State
Democrats Lead Generic Ballot and Top Statewide Races Within Margin of Error

A new statewide poll of 1,834 likely Florida voters reveals a political environment defined by presidential drag, increasingly competitive statewide races, and Democratic opportunity. The survey, conducted March 27-April 3, highlights deep vulnerabilities for Republicans and opportunities for Democrats in Statewide races.

I: TRUMP IS DRAGGING DOWN GOP BRAND

TRUMP: NET NEGATIVE FAVORABILITY

President Trump's favorability underwater statewide, with a net rating of -6.1 among all Florida voters. While Republicans remain strongly supportive, his approval is insufficient to carry down-ballot Republicans:

Trump's drag is particularly acute with No Party Affiliation (NPA) voters, where his net favorability sits at -39.3 — a critical warning sign for Republicans who must win independents to prevail statewide.

GENERIC CONGRESSIONAL BALLOT TIED WITH DEMOCRATIC EDGE

When Florida voters are asked which party they prefer for U.S. Congress, Democrats hold a narrow lead:

Response	TOTAL	Democrat	Republican	NPA / Other
Democratic Candidate	46.0%	93.4%	6.4%	51.9%
Republican Candidate	45.2%	2.8%	87.8%	25.7%
Undecided / Don't Know	8.8%	3.8%	5.9%	22.4%

Florida's NPA voters are clearly following national trends with Democrats enjoying 2-1 margin of support among this critical vote. The Democrats' lead solidifies how deeply Trump's weakness is pulling down the GOP brand. Critically, Democrats hold a clear advantage among NPA voters, in line with Democratic performance among NPAs in recent Florida special elections over the last year and the Miami Mayoral and Boca Raton races, where Democrats flipped those two seats for the first time in 30 years. A deeper pain point for Republicans is they have fallen below 90-percent vote support among their own party, and Republican defection (6.4%) far outpaces Democratic defection.

US SENATE & GOVERNORS RACE WITHIN MARGIN OF ERROR

Every top-of-ticket statewide race is effectively tied, signaling a genuinely competitive environment:

Race	Democrat	Republican	Undecided
Governor: Jolly vs. Donalds	David Jolly 40.5%	Byron Donalds 41.2%	18.3%
U.S. Senate: Vindman vs. Moody	Alex Vindman 42.2%	Ashley Moody 43.4%	14.4%

All margins fall within the standard ± 2 point margin of error for this sample size.

DEMOCRAT JOSE JAVIER RODRIGUEZ LEADS IN ATTORNEY GENERAL'S RACE

Race	Democrat	Republican	Undecided
Attorney General: Rodriguez vs. Uthmeier	Jose Javier Rodriguez 42.8% ✓	James Uthmeier 39.6%	17.6%

The Attorney General's race stands out: **Democrat Jose Javier Rodriguez leads** Republican James Uthmeier by 3.2 points (42.8% to 39.6%), the widest gap among all tested races. With 17.6% of voters undecided, Rodriguez's net favorability of +3.4 compared to Uthmeier's deeply negative -8.6% suggests Rodriguez has the structural advantage as the race develops. As the only Hispanic running statewide, Rodriguez's lead also highlights the importance of Democrats to invest heavily in Hispanic communities to further boost the party's brand in Florida and rebuild its coalition that made Florida a prized swing state for decades.

II: KEY ISSUES & TRUMP'S VULNERABILITIES

ISSUE PRIORITIES: VOTERS DEMAND AFFORDABILITY & ACCOUNTABILITY

When asked to rank their top policy concerns, Florida voters chose pocketbook and accountability issues above all others — revealing a political environment defined by economic anxiety and mistrust of government. Nearly $\frac{1}{3}$ of voters rank housing affordability, property insurance, and property taxes as top issues and nearly 70% of voters ranked them in the top 3.

Issue	Ranked #1	Ranked Top 3
Corruption	21.0%	45.8%
Immigration	13.8%	36.5%
Housing Affordability	12.9%	35.4%
Property Insurance Costs	10.1%	33.6%
Property Taxes	8.5%	28.1%

Corruption and immigration, both losing issues for Republicans given the Trump administration's policies and conduct, are also top issues and make the ground fertile for Democrats.

TRUMP'S NET NEGATIVE APPROVAL ACROSS KEY ISSUES

Trump is underwater on virtually every issue Florida voters care about most. His net approval on the four most politically consequential issues:

Issue	Overall NET	Dem NET	Rep NET	NPA Net
Epstein Files	-25.2	-79.8	+29.5	-50.3
Abortion	-13.6	-81.7	+47.5	-30.7
Government Spending	-12.7	-84.2	+56.9	-41.6
The Economy	-4.9	-84.1	+70.6	-33.9
Iran Military Actions	-6.7	-85.5	+67.9	-34.4
ICE Raids / Mass Deportations	-2.7	-89.1	+76.6	-27.7

Several findings demand attention:

- Epstein Files (-25.2 overall): Trump's handling of the Jeffrey Epstein files carries his worst net approval of any tested issue — including among Republicans, where his score is only +29.5. This issue transcends partisan lines and speaks to broader concerns about corruption, accountability, and wealth inequality.
- The Economy (-4.9 overall): Trump's signature issue is underwater. With 43.5% strongly opposing his economic handling, voters are rejecting the administration's economic narrative.
- Government Spending (-12.7 overall): Voters are punishing Trump for fiscal mismanagement. The DOGE-era spending chaos is not playing well, particularly among NPAs (-41.6). This mark is especially alarming given that voters have historically trusted Republicans more on fiscal issues.
- Iran Military Actions (-6.7 overall; -34.4 NPA): Foreign military adventurism generates significant opposition among swing voters. The war's impact on gas prices will ensure it remains a liability for Trump and Republicans.
- ICE Raids / Mass Deportations (-2.7 overall; -27.7 NPA): While immigration remains a top issue for Trump's base, the specific tactics of mass ICE raids generate net negative responses overall and deep opposition among NPAs.

III: PROPERTY TAX REFORM — A RISKY BET FOR REPUBLICANS

The Florida Legislature is considering eliminating or substantially cutting homestead property taxes— a marquee Republican priority heading into 2026. The polling data suggests this proposal is far more politically fragile than its proponents acknowledge.

UNINFORMED SUPPORT FALLS SHORT OF 60% THRESHOLD

Without any additional information or context, the property tax elimination amendment does not reach the 60% supermajority required for passage on a constitutional ballot:

Response (Uninformed Vote — Q10)	Support
Strongly support eliminating property taxes	40.6%
Somewhat support eliminating property taxes	14.5%
Undecided / Don't know	14.4%
Somewhat oppose eliminating property taxes	11.9%
Strongly oppose eliminating property taxes	18.6%
TOTAL SUPPORT	55.1%
TOTAL OPPOSE	30.5%

With just 55.1% total support before any campaign context or opposition messaging, the amendment begins the race well below the 60% threshold required for passage. The 14.4% undecided bloc represents movable voters — and as the data below shows, additional information moves many of them against the measure. Given that ballot measures generally lose support over time and tax cut proposals are generally viewed favorably, the **data suggests little room for the proposal to grow.**

AFTER INFORMATION: AN OVERWHELMING MAJORITY OPPOSES ELIMINATION

When voters are presented with a simple informed choice — weighing property tax elimination against the loss of police, fire, parks, and road funding — the dynamic reverses dramatically:

Response (Informed Vote — Q11)	Share
Property taxes are at appropriate levels — protect vital services (police, fire, parks, clean water)	60.6%
All homestead property taxes should be eliminated, even if parks, police, fire, and roads are no longer funded	39.4%

Once voters understand the tradeoffs, 60.6% believe property taxes are at appropriate levels and that vital services must be protected. Only 39.4% still favor elimination. This 21-point swing underscores how vulnerable the proposal is to even basic opposition framing.

Republican voters themselves are not united behind elimination once they understand what it would cost. The crosstab data reveals that less than 60% of Republican voters support property tax elimination after being informed of the tradeoffs — an extraordinary fracture within the GOP base on what was supposed to be a unifying populist issue.

IV: Key Takeaways

The survey shows a perfect storm of rising costs, unpopular foreign policy, and divisive immigration policy dragging down Trump's approval and the GOP brand writ large in Florida.

Christian Ulvert, president and founder of EDGE Communications shared, "The 2026 environment is shifting in real time, and Democrats should be energized by what we are seeing. NPA voters — the most coveted and hard-to-win bloc in any election — are breaking away from Republicans and moving toward Democrats in numbers we have not seen in decades.. They are

tired of the chaos, tired of the noise, and hungry for candidates who speak to their lives with honesty and purpose. Where Democrats show up with a clear, pragmatic vision and the ability to inspire, these voters are responding. This is a genuine opportunity, and the Democrats who seize it will reshape the map in 2026."

"Affordability remains the top issue for the Florida electorate. That may mean different things to different people—housing, gas prices, property insurance, and taxes. Regardless, the clear edge Republicans have held on economic issues in Florida since COVID has gone away as costs continue to skyrocket and both Washington and Tallahassee fail to act," **shared Michael Worley, President and CEO of MDW Communications.**

"Intuitively, one would expect property tax elimination to be incredibly popular, especially without information about the consequences. The fact that voters are not on board with this proposal highlights yet another crack in the GOP's brand, and an uphill battle to get the proposal to 60% at the ballot box," **shared Martin Page, Partner and COO at MDW Communications.**

The survey, which included 1,834 responses from likely voters across Florida, was weighted to the **following turnout model:**

Party: Republican 44%, Democrat 34%, No Party Affiliation or Other 22%

Age: 65+ 43%, 50-64 26%, 35-49 18%, 25-34 9%, 18-24 4%

Gender: Female 55%, Male 45%

Race/Ethnicity: White 62.4%, Hispanic 18.8%, Black 11.9%, Other 6.9%

Education: College 50%, Non-College 50%

Media Market: Tampa 24.5%, Orlando 21.5%, Miami 18%, Palm Beach 10.9%, Jacksonville 9%, Fort Myers 7%, Pensacola 3%, Tallahassee 2.5%, Panama City 1.9%, Gainesville 1.7%