



**EMBARGOED UNTIL 5 a.m. EST Tuesday, February 18, 2025**

## **UNF Poll: Florida voters most concerned about housing and insurance costs**

*Find Trump, DeSantis moderately favorable*

A new poll from the University of North Florida's Public Opinion Research Lab (PORL) asked 871 active registered voters across Florida their opinions about state and national policy issues, as well as public figures and companies recently in the news.

According to survey respondents, the top issue facing Florida today is housing and property insurance costs, with 34% indicating them is the most important problems. Twenty-one percent pointed to the economy, jobs, and inflation as the biggest problems, followed distantly by immigration and education, each with 9%. A small but notable number of respondents indicated divisive politics and politicians, which was volunteered as "something else." See the crosstabulations below for the full list of answer choices.

In a related question, respondents were asked whether, if they had the choice, they would elect to pay for homeowners' insurance or simply go without it. Overall, 73% said they would pay for insurance, while 22% said they'd go without. These numbers are roughly the same among respondents who reported owning their home and those who do not. A slightly larger percentage (25%) of respondents in South Florida said they would go without insurance, compared to those in North and Central Florida (20%).

"Concern among Florida voters over housing costs and homeowners' insurance has seen a big jump the last few years," said PORL faculty director and professor of political science Dr. Michael Binder. "[Back in 2022](#), only 2% of respondents said housing costs were the most important problem, which [shot up to 25%](#) in the span of a year, and seems to be continuing on an upward trend," added Binder. "With the high cost of property insurance and growing public concern across the state, it doesn't shock me that over 20% of homeowners said they'd go without it if they had the choice."

Respondents were also asked whether they have a favorable or unfavorable opinion of several public officials and people recently in the news. When asked their opinion of President Donald Trump, 47% of respondents said they have a favorable opinion, while 45% said unfavorable, and 1% said they've never heard of him. Similarly, Governor Ron DeSantis received 48% favorable and 43% unfavorable, with 3% of respondents saying they've never heard of him.

"Unsurprisingly, registered Republicans have a much higher opinion than the Democrats in our sample of both Trump and DeSantis," said Dr. Binder. "Not only that, but almost everyone (94%) who said they voted for Trump in 2024 reported a favorable opinion of him. Even with the sweeping changes implemented since he took office, so far it seems that Trump's supporters in Florida are still along for the ride."

Next, respondents were asked about several speculative candidates for Florida's 2026 gubernatorial race: Matt Gaetz, Ashley Moody, Byron Donalds, Casey DeSantis, and Wilton Simpson. Favorability was highest for Florida's first lady Casey DeSantis with 30% reporting a favorable opinion, 57% among registered Republicans. Overall, 22% said unfavorable, and 33% had never heard of her. Matt Gaetz garnered 39% reporting an unfavorable opinion, with 18% favorable and 33% never heard of

him. Gaetz fared better among Republicans, with 33% favorable and 23% unfavorable. A majority of respondents indicated they have never heard of Ashley Moody (54%), Byron Donalds (66%), and Wilton Simpson (79%). Among those who *are* familiar with them, respondents found Moody and Donalds more favorable than unfavorable, and Simpson was an even split of 4% in either direction.

“Casey DeSantis was the top early pick for potential Republican primary candidates when we asked back in late 2023, albeit with only 22% support,” said Dr. Binder. “She likely enjoys some favorability by association as Florida’s first lady,” Binder commented, “but most of these potential candidates suffer from a lack of recognition--some suffering more than others. That said, I expect we’ll see a few of them become household names by the time the August 2026 primary rolls around.”

In addition to people, respondents were asked their opinions of a few companies recently in the news. Regarding the Walt Disney Company, 56% reported a favorable opinion, while 35% said unfavorable. Registered Democrats and independents found Disney more favorable, while more Republicans found it unfavorable. The social media app TikTok saw just slightly more unfavorable than favorable opinions, with favorability higher among Democrats, women, and younger respondents. When asked about the adult entertainment site Pornhub, respondents reported unfavorable opinions across party lines, with 55% unfavorable, overall. Seventeen percent of respondents reported a favorable opinion, with 15% saying they’ve never heard of it. Florida Power and Light (FPL) has positive favorability statewide (51%), but is strongest among respondents in their service area, with 65% favorable and 23% unfavorable, compared to 33% favorable and 17% unfavorable outside of their service area.

“Disney’s favorability is pretty high among registered Democrats and independents, but the majority of registered Republicans reported an unfavorable opinion,” commented Binder. “It seems there may be some residual animosity among Republicans left over from the ‘woke wars’ between DeSantis and Disney back in 2022.”

“Since Pornhub publicly pulled out of Florida in response to stricter age verification laws, we’ve seen their name in the news a bit more frequently,” said Binder. “It’s hard to know if it’s that or a general distaste for pornography that makes them so unfavorable, or if people are being entirely truthful on the phone about their knowledge and opinions of the site.”

Respondents were also asked about several national and state policy issues affecting Florida. With regard to renaming the Gulf of Mexico to the Gulf of America, a majority of respondents were not in support of the renaming, with 58% saying they oppose either strongly or somewhat. Thirty-one percent expressed support for renaming the Gulf. Opposition was similarly high across all regions: North, Central, and South Florida.

When asked whether they support or oppose allowing adults in Florida to possess recreational marijuana, a strong majority of respondents expressed support (either strongly or somewhat), at 67%, with 32% opposed. There is majority support for recreational marijuana across party lines, being greatest among registered Democrats (83%) and independents (66%). In the 2024 general election, Amendment 3, “Adult Personal Use of Marijuana,” failed to pass with 56%, just four percentage points short of the 60% threshold.

“Support for recreational marijuana, and medical before that, has always been high in Florida, which is why its failure to pass last year as Amendment 3 came as a surprise to some folks. When we asked likely voters about it [last October](#), 66% said they’d vote ‘yes’,” said Binder. “If the opposition campaign hadn’t sunk tens of millions of dollars into the race, the measure would have passed with flying colors.”

Respondents were asked their opinions about the Florida law banning abortion after 6 weeks with some exceptions. In response, 54% of respondents said they think the laws in Florida around abortion should be less strict, with 10% saying more strict, and 33% saying they should remain as they are. An overwhelming majority (80%) of registered Democrats and 61% of independents said they think abortion

laws should be less strict. While half (50%) of registered Republicans think the laws should remain as they are, 28% said they, too, would like to see Florida's abortion laws less strict. Amendment 4, titled "Amendment to Limit Government Interference with Abortion," also failed to pass in 2024 with 57% voting in favor, falling three percentage points short of a supermajority.

"You expect Democrats to say the current six-week abortion ban is too strict, but it's saying something that 28% of Republicans also think they're too restrictive," said Binder. "When we asked about Amendment 4 just weeks before the election, 60% of likely voters said they'd vote in favor. With both amendments 3 and 4 having come so close to the supermajority needed to pass, it goes to show how much voter turnout, not to mention some heavy campaigning by the Governor's office, can affect outcomes."

For the full survey results, please see crosstabulations below.

## **Methodology**

The UNF PORL Florida Statewide Survey consists of 871 active registered Florida voters, and was conducted from February 5 through February 14, 2025, by the Public Opinion Research Lab (PORL) at the University of North Florida. The sampling frame, consisting of landline and cell phone numbers, was sourced from the January 2025 update of the Florida voter file. To ensure a representative sample, the 10 Florida designated media market areas (DMAs) were stratified into 11 different strata, with the highly urban Miami-Dade County separated into its own stratum.

A random sample of registered voters were contacted by live callers via telephone between 5:00 to 9:00 p.m. Monday through Sunday, with up to 5 callbacks attempted. Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, asked for the listed voter by name. If they reached the wrong person, or the named voter was not available, the interview was terminated. Interviews were conducted in English and Spanish. The response rate of this study was 3.5% using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation.

The weighting process had two steps: All data were weighted by educational attainment, followed by partisan registration, age, race and ethnicity, sex, and geographic strata to match the population of likely voters in Florida. Geography, partisan registration, sex, race and ethnicity, and age weights were created from the Florida Voter File. Education weights were calculated using the Census Bureau's American Community Survey (ACS) 2023 5-year estimates for individuals 25 years of age and over, with those under 25 receiving an education weight of one. All weights were calculated and applied using the SPSS version 27 rake weighting function and are assigned a weight if any of the weighting variables is missing. The overall margin of sampling error is +/- 3.7 percentage points, including estimated design effect due to weighting. Estimates for smaller subpopulations will have larger margins of error, indicating greater uncertainty in the data. It is important to note that sampling error is just one of many potential sources of error. This and all other public opinion research is susceptible to unmeasured, real-world error.

PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political, economic, social, and cultural projects. PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research Transparency Initiative, and a member of the Association of Academic Survey Research Organization. As members of AAPOR, PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information, visit [unf.edu/coas/porl](http://unf.edu/coas/porl) or contact Dr. Michael Binder at [porl@unf.edu](mailto:porl@unf.edu) or (904) 620-2784.

**About University of North Florida**

The University of North Florida is a nationally ranked university located on a beautiful 1,381-acre campus in Jacksonville surrounded by nature. Serving nearly 17,000 students, UNF features six colleges of distinction with innovative programs in high-demand fields. UNF students receive individualized attention from faculty and gain valuable real-world experience engaging with community partners. A top public university, UNF prepares students to make a difference in Florida and around the globe. Learn more at [www.unf.edu](http://www.unf.edu).

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Spring 2025 Florida Statewide Poll - Active Registered Voters
February 5 - 14, 2025
Margin of Error = +/- 3.7

Crosstabulations consist of weighted percentages, while observation counts (n) are unweighted totals. For more about weighting, see the survey methodology.

Due to rounding, some column percentages may not total 100%.

Unless otherwise noted, the following survey questions were asked of all respondents.

VOL = Volunteered by respondent

For more information visit unf.edu/coas/porl/

What do you think is the most important problem facing Florida today? [ROTATE CHOICES 1-8]

Table with 26 columns: Total, Party ID (Dem, Rep, NPA Oth), Gender (M, F), College (No, Yes), Race/Ethnicity (White, AfrAm Black, Hisp Lat, Oth), Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+), Vote 2024 (Trump, Harris, None Oth), and FL Region (North, Cent., South).

Next, we'd like to get your overall opinion of some people and companies recently in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people or never heard of them.

Donald Trump

Table for Donald Trump showing opinion distribution across demographic groups: Total, Party ID, Gender, College, Race/Ethnicity, Age, Vote 2024, and FL Region.

Ron DeSantis

Table for Ron DeSantis showing opinion distribution across demographic groups: Total, Party ID, Gender, College, Race/Ethnicity, Age, Vote 2024, and FL Region.









**Currently, the law in Florida prohibits abortion after six weeks, with some exceptions for victims of rape, incest, and human trafficking.  
Would you like to see abortion laws in Florida made more strict, less strict, or remain as they are?**

	Total n=871	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2024			FL Region			
		Dem n=273	Rep n=369	NPA Oth n=229	M n=418	F n=453	No n=447	Yes n=415	White n=528	AfrAm Black n=119	Hispanic Lat n=161	Oth n=63	18-24 n=138	25-34 n=128	35-44 n=141	45-54 n=120	55-64 n=107	65+ n=237	Trump n=380	Harris n=319	None Oth n=133	North n=185	Cent. n=365	South n=321
More strict	10%	4%	16%	9%	10%	10%	12%	7%	9%	14%	11%	9%	12%	10%	12%	6%	9%	12%	16%	3%	10%	11%	11%	10%
Less strict	54%	80%	28%	61%	48%	59%	50%	62%	54%	59%	50%	54%	65%	63%	50%	51%	48%	53%	26%	84%	59%	46%	55%	57%
Remain as they are	33%	15%	50%	28%	38%	28%	34%	29%	34%	24%	36%	32%	22%	24%	36%	42%	37%	54%	12%	28%	39%	31%	32%	
Don't know [VOL]	2%	1%	3%	1%	2%	2%	3%	<1%	2%	3%	1%	3%	-	2%	2%	-	4%	2%	1%	3%	3%	2%	1%	
Refusal [VOL]	1%	<1%	3%	<1%	2%	1%	1%	1%	1%	-	2%	3%	1%	1%	1%	-	1%	3%	2%	<1%	1%	2%	1%	1%

[Questions withheld from release]

**Thinking back to the 2024 Presidential Election, who did you vote for?**

	Total n=871	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2024			FL Region			
		Dem n=273	Rep n=369	NPA Oth n=229	M n=418	F n=453	No n=447	Yes n=415	White n=528	AfrAm Black n=119	Hispanic Lat n=161	Oth n=63	18-24 n=138	25-34 n=128	35-44 n=141	45-54 n=120	55-64 n=107	65+ n=237	Trump n=380	Harris n=319	None Oth n=133	North n=185	Cent. n=365	South n=321
Donald Trump	43%	3%	82%	33%	50%	37%	45%	40%	51%	12%	46%	31%	36%	36%	47%	41%	50%	45%	100%	-	-	46%	41%	45%
Kamala Harris	37%	79%	5%	34%	29%	43%	33%	44%	33%	54%	32%	44%	36%	36%	27%	40%	35%	41%	-	100%	-	29%	40%	37%
Someone else	3%	3%	1%	6%	3%	3%	3%	4%	3%	3%	2%	6%	5%	4%	1%	7%	3%	1%	-	-	20%	6%	3%	2%
Didn't vote	12%	11%	8%	18%	12%	12%	15%	7%	8%	27%	16%	9%	21%	24%	15%	11%	7%	6%	-	-	80%	12%	11%	13%
Don't know [VOL]	1%	-	<1%	1%	1%	<1%	<1%	1%	<1%	-	-	3%	-	-	1%	-	1%	<1%	-	-	-	1%	1%	<1%
Refusal [VOL]	5%	4%	3%	7%	5%	4%	5%	4%	5%	4%	4%	7%	1%	1%	9%	2%	5%	7%	-	-	-	6%	5%	3%

**Do you rent or own your home?**

	Total n=871	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2024			FL Region			
		Dem n=273	Rep n=369	NPA Oth n=229	M n=418	F n=453	No n=447	Yes n=415	White n=528	AfrAm Black n=119	Hispanic Lat n=161	Oth n=63	18-24 n=138	25-34 n=128	35-44 n=141	45-54 n=120	55-64 n=107	65+ n=237	Trump n=380	Harris n=319	None Oth n=133	North n=185	Cent. n=365	South n=321
Rent	26%	30%	18%	33%	26%	26%	28%	21%	20%	41%	36%	25%	48%	53%	32%	22%	16%	12%	18%	30%	44%	19%	28%	27%
Own	66%	65%	74%	57%	64%	68%	63%	73%	75%	47%	54%	58%	18%	38%	62%	71%	80%	84%	75%	65%	43%	71%	66%	64%
Something else [VOL]	7%	6%	7%	9%	10%	5%	8%	5%	5%	12%	9%	12%	30%	8%	4%	6%	3%	4%	7%	5%	12%	9%	6%	8%
Don't know [VOL]	1%	-	<1%	1%	1%	<1%	1%	-	-	-	1%	4%	3%	-	2%	-	-	-	1%	<1%	1%	-	-	1%
Refusal [VOL]	<1%	-	<1%	1%	1%	<1%	<1%	<1%	-	1%	1%	1%	1%	1%	1%	-	1%	-	<1%	<1%	-	1%	1%	-

**[Only asked if respondent owns home] Do you currently have homeowners insurance?**

	Total n=552	Party ID			Gender		College		Race/Ethnicity				Age					Vote 2024			FL Region			
		Dem n=170	Rep n=262	NPA Oth n=120	M n=258	F n=294	No n=256	Yes n=293	White n=386	AfrAm Black n=55	Hispanic Lat n=78	Oth n=33	18-24 n=29	25-34 n=50	35-44 n=95	45-54 n=90	55-64 n=88	65+ n=200	Trump n=270	Harris n=199	None Oth n=56	North n=123	Cent. n=231	South n=198
Yes	91%	93%	89%	90%	91%	90%	88%	95%	92%	93%	82%	93%	93%	85%	94%	94%	86%	92%	90%	91%	93%	90%	95%	86%
No	8%	7%	10%	7%	8%	9%	11%	4%	7%	8%	17%	5%	-	9%	5%	6%	13%	8%	9%	8%	7%	10%	5%	12%
Don't know [VOL]	1%	-	-	3%	1%	1%	1%	-	1%	-	1%	2%	7%	6%	-	-	-	-	1%	1%	-	1%	-	2%
Refusal [VOL]	<1%	-	1%	-	<1%	<1%	<1%	1%	1%	-	-	-	-	-	1%	-	1%	-	<1%	-	-	-	<1%	1%

**Nature of the Sample**

Registered Voters	n=871
Party Registration (Florida voter file)	
Democrat	31%
Republican	40%
Independent/Other	29%
Gender	
Male	46%
Female	54%
Education	
No Bachelor's Degree	67%
Bachelor's Degree	33%
Race/Ethnicity	
White	60%
African American/Black	13%
Hispanic/Latino	19%
Other	8%
Age	
18-24	9%
25-34	14%
35-44	15%
45-54	14%
55-64	17%
65+	31%
Strata	
1 - Pensacola DMA	4%
2 - Panama City DMA	2%
3 - Tallahassee DMA	2%
4 - Jacksonville DMA	9%
5 - Gainesville DMA	2%
6 - Orlando DMA	21%
7 - Tampa DMA	24%
8 - West Palm DMA	10%
9 - Fort Myers DMA	7%
10 - Broward & Monroe Counties	9%
11 - Miami-Dade County	11%
Survey Language	
English	99%
Spanish	1%