



CONFIDENTIAL MEMORANDUM

TO: INTERESTED PARTIES

FROM: DAVID LEE, TONY FABRIZIO & TRAVIS TUNIS

RE: DONALDS IS THE CLEAR CHOICE OF FLORIDA REPUBLICANS; TRUMP ENDORSEMENT SEALS THE DEAL

DATE: JANUARY 8, 2026

In a recent survey of Florida Republican primary voters (RPV) (see methodology statement on last page), Fabrizio, Lee & Associates found Byron Donalds is the clear frontrunner in the 2026 Florida Governor Republican primary race driven by the endorsement of President Trump. In all ballot variations, Donalds leads the field by double digits, especially over current declared and potential candidates. Donalds wins more than two-thirds of those who know President Donald Trump endorsed him for governor. Lastly, any sugar high from Jay Collins' multimillion ad buy has completely dissipated. Virtually no RPVs recall seeing anything about Collins (only 16%) and Donalds crushes him in every ballot permutation.

Byron Donalds Wins Every Ballot Variation, Up Huge with those Aware of POTUS Endorsement

Regardless of what the ballot is, Byron Donalds is the clear leader among Republican primary voters to unify the GOP and keep Florida red. Donalds leads Florida First Lady Casey DeSantis 39%-26% (+13) on a four-way Republican primary ballot. Among the 44% of RPV who are aware of President Trump endorsing Byron, DeSantis trails 68%-10% (+58). Jay Collins trails Donalds considerably more than DeSantis, and Donalds leads Collins 45%-6% (+39) on a four-way primary ballot, leading 73%-5% (+68) with those aware of President Trump endorsing Donalds. Lastly on a three-way ballot, Donalds (47%) leads James Fishback (5%) and Paul Renner (4%) by +42 and +43 respectively. Again, among voters aware of President Trump's endorsement, Donalds (76%) majorly leads Fishback (6%) and Renner (1%).

<i>If the Republican Primary for Governor were held today, which of the following candidates would you vote for?</i>		
	RPV	Aware DT Endorsement
Byron Donalds	39%	68%
Casey DeSantis	26	10

James Fishback	3	5
Paul Renner	1	1
Undecided	31	15

If the Republican Primary for Governor were held today, which of the following candidates would you vote for?

	RPV	Aware DT Endorsement
Byron Donalds	45%	73%
Jay Collins	6	5
James Fishback	4	6
Paul Renner	3	1
Undecided	41	15

Again, if the Republican Primary for Governor were held today, which of the following candidates would you vote for?

	RPV	Aware DT Endorsement
Byron Donalds	47%	76%
James Fishback	5	6
Paul Renner	4	1
Undecided	43	17

Trump's Endorsement Beats DeSantis' Endorsement: Informing Voters About President Donald Trump's Endorsement Greatly Increases Byron Donalds' Lead, Even Against DeSantis-Endorsed Candidate

Informing voters of President Trump's endorsement of Donalds increases Donalds' lead on each ballot iteration. In the informed ballot with a Ron DeSantis-endorsed Casey DeSantis, the Trump endorsement widens the race from Donalds leading DeSantis 39%-26% (+13) to Donalds leading DeSantis 48%-21% (+27). Donalds increases his lead over Jay Collins from 45%-6% (+39) to 58%-4% (+54) on the informed Presidential endorsement ballot. If Collins were to receive Governor DeSantis' endorsement, Donalds still crushes him 50%-10% (+40). Lastly, Donalds also gains in the three-way ballot going from Donalds 47%, Fishback 5%, and Renner 4% to Donalds 61% (shifting +14), Fishback 5%, and Renner 3% (shifting -1). Despite Casey DeSantis' last name and Jay Collins' multimillion ad spend, Byron Donalds is far and away the clear choice to unify Florida Republicans, keep the state red, and defeat the Democrats in November.

If you knew that Donald Trump fully endorses Byron Donalds for Governor and Ron DeSantis fully endorses Casey DeSantis for Governor and the Republican Primary for Governor were held today, which of the following candidates would you vote for?

	Initial	Final
Byron Donalds	39%	48%
Casey DeSantis	26	21
James Fishback	3	5
Paul Renner	1	2
Undecided	31	25

If you knew that Donald Trump fully endorses Byron Donalds for Governor and the Republican Primary for Governor were held today, which of the following candidates would you vote for?

	Initial	Final
Byron Donalds	45%	58%
Jay Collins	6	4
James Fishback	4	5
Paul Renner	3	2
Undecided	41	30

Again, if you knew that Donald Trump fully endorses Byron Donalds for Governor and the Republican Primary for Governor were held today, which of the following candidates would you vote for?

	Initial	Final
Byron Donalds	47%	61%
James Fishback	5	5
Paul Renner	4	3
Undecided	43	31

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a statewide survey of 600 likely Florida Republican primary voters from January 4-6, 2026. The interviews were split 40% live-operator cell phone/15% live-operator landline/45% SMS to web. Gender, age, race/ethnicity, and education were matched to demographic profiles of likely Republican primary voters based on the voter file and exit polls. Respondents were randomly selected from lists of registered Republican voters who either voted in at least 1 of the past 4 Republican primaries or have registered to vote since the last primary. The margin of sampling error at the 95% confidence interval is $\pm 4.0\%$.

KEY DEMOGRAPHICS

Race/Ethnicity

White	77%
African American/Black	1
Latino/Hispanic	17
Asian American	1
Other (SPECIFY)	*
Refused (DO NOT READ)	1

Age

18-44	13%
45-54	12
55-64	22
65-74	26
75+	24
Refused (DO NOT READ)	2

Education

High School or less	15%
Some College	42
4-Year College degree+	43
DK/Refused (DO NOT READ)	1

DMA

Tampa – St. Petersburg (Sarasota)	27%
Orlando – Daytona Beach – Melbourne	22
Miami – Ft. Lauderdale	10
Jacksonville	11
West Palm Beach – Ft. Pierce	9
Ft. Myers – Naples	9
Mobile – Pensacola	6
Panama City	3
Tallahassee	2
Gainesville	2

Gender

Female	51%
Male	49