

THE AMERICAN PROMISE

From: Ryan Tyson, Executive Director
Subject: Ad Awareness Brushfire Survey
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Methodology

From December 8th through 9th, the American Promise conducted a live dial phone survey of n = 800 likely Republican primary voters in Florida. Our survey's margin of error is +/- 3.46%. This survey and subsequent analysis were not coordinated with any candidate or candidate's committee.

Purpose

During Veterans Day week, a 501c(4) based in Delaware called "Florida Fighter" launched a multi week ad and communications campaign in Florida to boost the name ID of Lieutenant Governor Jay Collins. No other candidates were on air during this time. Between paid media, and the multiple rounds of text and mail that were reported, we estimate the effort spent between \$5-\$6 million. The purpose of this was to test what effect this media flight had on the ballot for Governor.

Effectiveness

- **Initial Ballot:** *If the 2026 Republican Primary election for Governor of Florida were held today, who would you vote for if the candidates were*:*
 - *Byron Donalds: 38% (+27%)*
 - *Jay Collins: 9%*
 - *James Fishback: 2%*
 - *Paul Renner: 1%*
 - *Unsure: 49%*
- **Informed Ballot:** Participants were then read the following prompt: *As you may know, earlier this year President Trump endorsed Byron Donalds to be Governor of Florida. With that in mind, if the 2026 election for Governor of Florida were held today, who would you vote for in the Republican Primary if the candidates were*:*
 - *Byron Donalds: 50% (+43%)*
 - *Jay Collins: 7%*
 - *James Fishback: 1%*
 - *Paul Renner: 1%*
 - *Unsure: 39%*

We did not provide a DeSantis endorsement ballot because he hasn't made one. If he does, our informed ballot will reflect that new information in future tracking.

**ballot names were presented randomly and not in order they would appear on the ballot.*