



Survey of Likely 2026 Republican Primary Election Voters

Florida Statewide

July 12 – 13, 2026 | n=500 | $\pm 4.38\%$

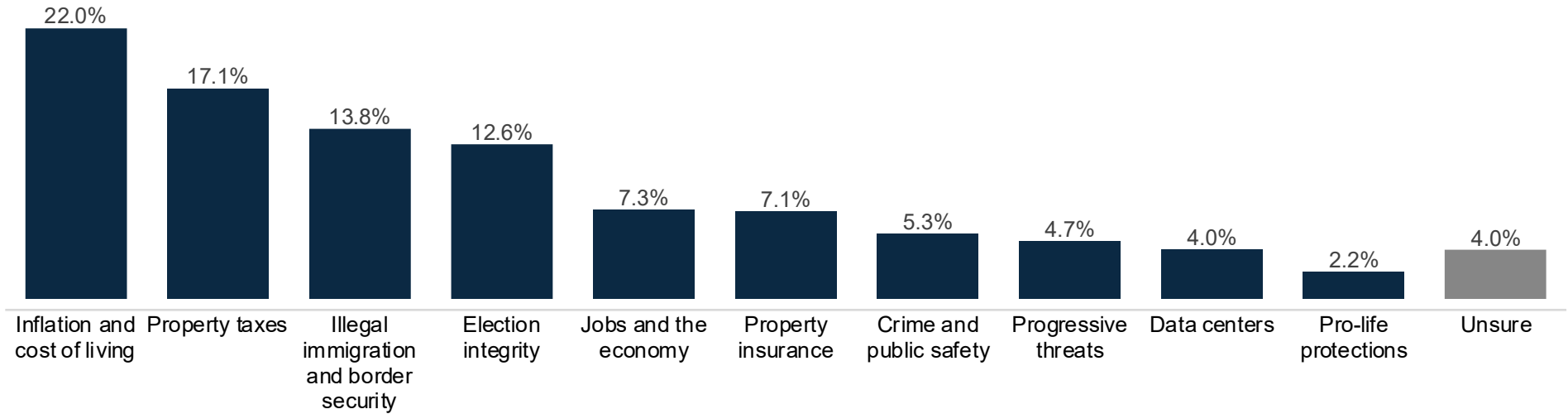
- Donalds leads the primary at 43%, followed by Fishback at 12%, Collins at 11%, and Renner at 2%, with 31% undecided. This is a plurality built on a divided, largely unfamiliar field rather than a majority; the challengers plus undecideds together account for 57% of the electorate.
- Donalds' lead is partly soft: 29% say "definitely Donalds" while 14% say "probably," so roughly a third of his support is not yet locked. No challenger clears single-digit "definite" support, leaving the second-place contest between Fishback and Collins a statistical tie.
- Candidate images map almost perfectly onto ballot order, making familiarity the central dynamic of the race. Net favorability runs DeSantis +67, Donalds +33, Collins +15, Fishback +7, and Renner +5, mirroring exactly how the candidates place on the ballot.
- Name ID sets each candidate's ceiling. Donalds is known to 75% of voters, while Collins reaches just 35%, Fishback 31%, and Renner 17%, which explains Donalds' lead over an otherwise ideologically similar field.
- Large shares still do not yet know the challengers: 65% have no opinion of or have never heard of Collins, 69% for Fishback, and 83% for Renner, against only 26% for Donalds. That unfamiliarity is both the challengers' largest obstacle and their clearest room to grow.
- Among voters who do know the challengers, they are not disliked; their favorable-to-unfavorable splits are positive (Collins 25/10, Fishback 19/12). Their limitation is reach rather than image, so ballot movement would likely track any gain in name ID.
- Term-limited Ron DeSantis is the field's benchmark at 97% name ID and a +67 net favorable, the strongest rating of anyone tested. His standing makes his eventual endorsement the most valuable currency available in the primary.

- A sharp generational divide defines the race. Donalds leads 50% among voters 65+ versus 38% among those under 65, while Fishback does the reverse, taking 21% under 65 but just 2% among seniors.
- Fishback's support concentrates almost entirely among younger men: 26% of men under 65, 3% of senior men, 15% of women under 65, and 0% of women 65+. No other candidate shows a base this narrow.
- Donalds anchors women and older voters, leading 45% among women and peaking at 53% among women 65+, the largest single bloc at 23% of the electorate. This gives him the most stable and highest-turnout coalition in the field.
- Ideology is the sharpest predictor of the vote. Donalds consolidates Very Conservatives at 50%, but the Extremely Conservative flank fragments (Donalds 41%, Fishback 19%, Collins 18%), showing the challenger energy sits furthest to the right.
- Moderates and liberals are the least committed group at 56% undecided, with Donalds at just 24%. They are the clearest pool of persuadable voters, though a smaller 13% slice of this primary electorate.
- Geography splits the candidates cleanly. Donalds is strongest in Orlando (50%, only 20% undecided) and urban areas (55%) and solid in South FL (49%), but weakest in Tampa at 33%, which is simultaneously Collins' best region at 18%.

- Vote history favors Donalds and flags a turnout question for Fishback. Donalds climbs from 27% among 0-of-4 primary voters to 48% among 4-of-4 voters, while Fishback falls from 26% to 7%, meaning Fishback's base is the least likely to actually cast a ballot.
- Education produces only modest ballot differences. Donalds runs slightly stronger with college graduates (47%) than non-graduates (41%), while Fishback's edge comes from non-college men (21%), reinforcing that his support is defined by age and gender more than education.
- Two smaller openings are worth watching at directional sample sizes: Fishback draws 28% among Hispanic voters and Collins reaches 16% in rural areas, each an over-index relative to their statewide share.
- The 31% undecided bloc is the pivotal, and definable, audience. Undecideds skew female (57%), lean more moderate than the electorate overall, and are heaviest in North FL (38% undecided) and Tampa (33%).
- Undecided voters are focused on pocketbook concerns, led by inflation, property taxes, and property insurance. Property-insurance voters are the most unsettled issue group in the survey at 54% undecided.
- Voter priorities sort onto candidates distinctly. Donalds dominates election integrity (60%), progressive threats (62%), and immigration (46%); Fishback owns the data-center niche (50%) and over-indexes on jobs (24%); Collins peaks on crime (24%).
- Inflation is both the top issue (22% of voters) and the most contested, with Donalds leading at only 40% and 36% undecided. It leaves the single largest issue bloc in the electorate genuinely unsettled.

- Segmentation analysis identified three voter groups:
 - *Young Populists* (15%): Overwhelmingly behind Fishback and actively hostile to Donalds, this is the anti-establishment lane, defined by young men (59% under 40), the most conservative ideology in the field, a heavily digital and social-media diet, and the lowest turnout history, making them intense but unreliable.
 - *Disengaged Moderates* (31%): The all-important undecided bloc, open mainly because they simply don't know the challengers yet; they are the most moderate, most female, and older-leaning group, focused squarely on pocketbook issues like inflation and property costs, and reachable almost entirely through traditional television.
 - *Establishment Loyalists* (54%): The largest and most reliable segment, solidly behind Donalds and warm toward the party's known names, anchored by older, higher-turnout, more college-educated and gender-balanced voters who prioritize election integrity alongside pocketbook concerns and consume mostly cable news.

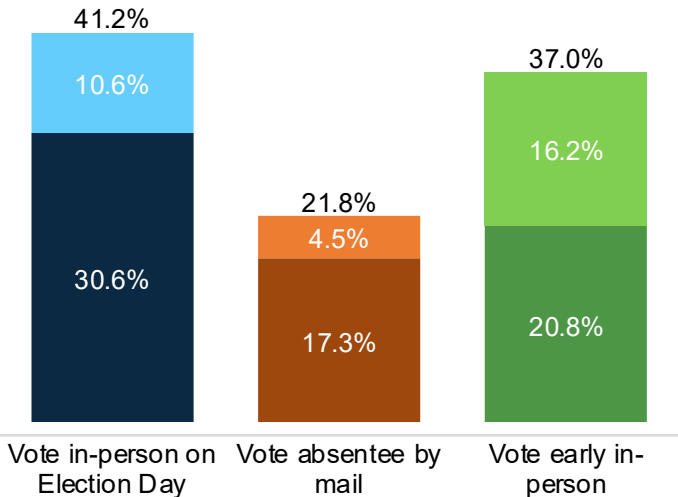
Top Priority



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Conserv	Very Conserv	Smwt Conserv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Inflation and cost of living	22%	22%	22%	32%	10%	22%	22%	22%	22%	19%	26%	25%	24%	23%	17%	13%	17%	33%	24%	26%	22%	22%	32%	23%	8%	23%	27%	21%	18%
Property taxes	17%	13%	21%	15%	11%	21%	23%	18%	24%	12%	14%	18%	19%	12%	20%	22%	15%	15%	20%	19%	15%	32%	18%	14%	26%	18%	16%	18%	16%
Illegal immigration and border security	14%	14%	14%	9%	20%	14%	14%	12%	15%	17%	11%	18%	12%	11%	14%	12%	17%	12%	8%	12%	15%	8%	13%	13%	17%	12%	12%	15%	16%
Election integrity	13%	17%	8%	12%	23%	6%	10%	10%	7%	21%	11%	11%	13%	11%	15%	13%	14%	13%	6%	8%	13%	4%	11%	13%	12%	12%	10%	10%	19%
Jobs and the economy	7%	7%	8%	9%	3%	11%	4%	8%	8%	5%	9%	8%	10%	8%	4%	5%	8%	5%	15%	9%	7%	8%	7%	8%	4%	8%	4%	10%	7%
Property insurance	7%	8%	6%	3%	13%	8%	4%	6%	6%	10%	6%	4%	5%	6%	13%	5%	7%	5%	15%	12%	7%	8%	7%	7%	7%	4%	11%	10%	6%
Crime and public safety	5%	5%	6%	4%	5%	2%	12%	3%	8%	6%	2%	7%	2%	10%	2%	6%	6%	5%	0%	4%	6%	0%	3%	4%	12%	4%	11%	1%	6%
Progressive threats	5%	4%	5%	2%	7%	5%	5%	8%	3%	1%	8%	1%	5%	5%	8%	9%	5%	4%	0%	2%	5%	6%	3%	4%	7%	4%	4%	6%	5%
Data centers	4%	6%	2%	8%	3%	2%	3%	2%	3%	4%	7%	3%	7%	6%	2%	4%	5%	3%	4%	3%	4%	4%	2%	6%	1%	7%	4%	1%	2%
Pro-life protections	2%	2%	2%	3%	2%	2%	2%	4%	1%	2%	2%	4%	2%	2%	1%	6%	2%	1%	0%	3%	2%	0%	2%	2%	3%	3%	0%	4%	2%
Unsure	4%	3%	5%	3%	3%	8%	2%	8%	3%	3%	3%	1%	3%	7%	5%	4%	3%	4%	8%	4%	3%	7%	2%	5%	4%	6%	1%	4%	3%

Which one of the following issues is the most important to you in the Republican primary election for Governor?

Vote Method



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Consv	Very Consv	Smwt Consv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	69%	68%	69%	63%	74%	70%	68%	77%	62%	70%	67%	57%	75%	70%	73%	77%	68%	64%	70%	61%	67%	82%	75%	65%	74%	69%	63%	68%	73%
Probably vote	31%	32%	31%	37%	26%	30%	32%	23%	38%	30%	33%	43%	25%	30%	27%	23%	32%	36%	30%	39%	33%	18%	25%	35%	26%	31%	37%	32%	27%
Vote in-person on Election Day	41%	39%	44%	48%	28%	44%	44%	40%	47%	39%	39%	37%	47%	42%	39%	42%	45%	41%	28%	33%	42%	33%	40%	42%	39%	49%	42%	37%	33%
Vote absentee by mail	22%	24%	19%	12%	39%	15%	26%	24%	16%	26%	22%	14%	18%	24%	30%	17%	16%	23%	41%	30%	23%	16%	21%	21%	26%	16%	12%	26%	35%
Vote early in-person	37%	37%	37%	40%	33%	42%	30%	37%	37%	35%	39%	49%	35%	34%	31%	40%	39%	36%	30%	37%	35%	51%	40%	37%	35%	35%	46%	36%	32%
Definitely vote in-person on Election Day	31%	28%	33%	33%	22%	33%	34%	32%	35%	28%	28%	24%	35%	33%	30%	36%	35%	27%	16%	21%	31%	28%	29%	31%	30%	37%	33%	27%	24%
Probably vote in-person on Election Day	11%	11%	10%	15%	6%	10%	10%	8%	13%	10%	12%	13%	12%	9%	8%	7%	10%	14%	12%	13%	11%	5%	11%	11%	10%	12%	9%	11%	10%
Definitely vote absentee by mail	17%	19%	16%	8%	32%	12%	20%	21%	12%	22%	15%	10%	15%	19%	24%	15%	13%	17%	34%	24%	18%	13%	20%	15%	22%	11%	10%	22%	28%
Probably vote absentee by mail	4%	5%	4%	4%	7%	3%	5%	3%	4%	4%	6%	4%	2%	5%	6%	3%	3%	6%	7%	6%	5%	3%	1%	6%	3%	5%	2%	4%	7%
Definitely vote early in-person	21%	21%	20%	23%	20%	25%	14%	24%	16%	19%	24%	23%	24%	19%	18%	26%	20%	19%	19%	16%	18%	41%	26%	19%	22%	22%	20%	20%	21%
Probably vote early in-person	16%	16%	17%	17%	13%	17%	17%	12%	21%	16%	15%	26%	11%	15%	13%	14%	19%	17%	11%	20%	17%	10%	14%	18%	13%	14%	26%	17%	10%

How do you plan to vote in the August 18th Republican primary election for U.S. Congress, Governor, and other statewide offices?

Image Tests



Net Fav

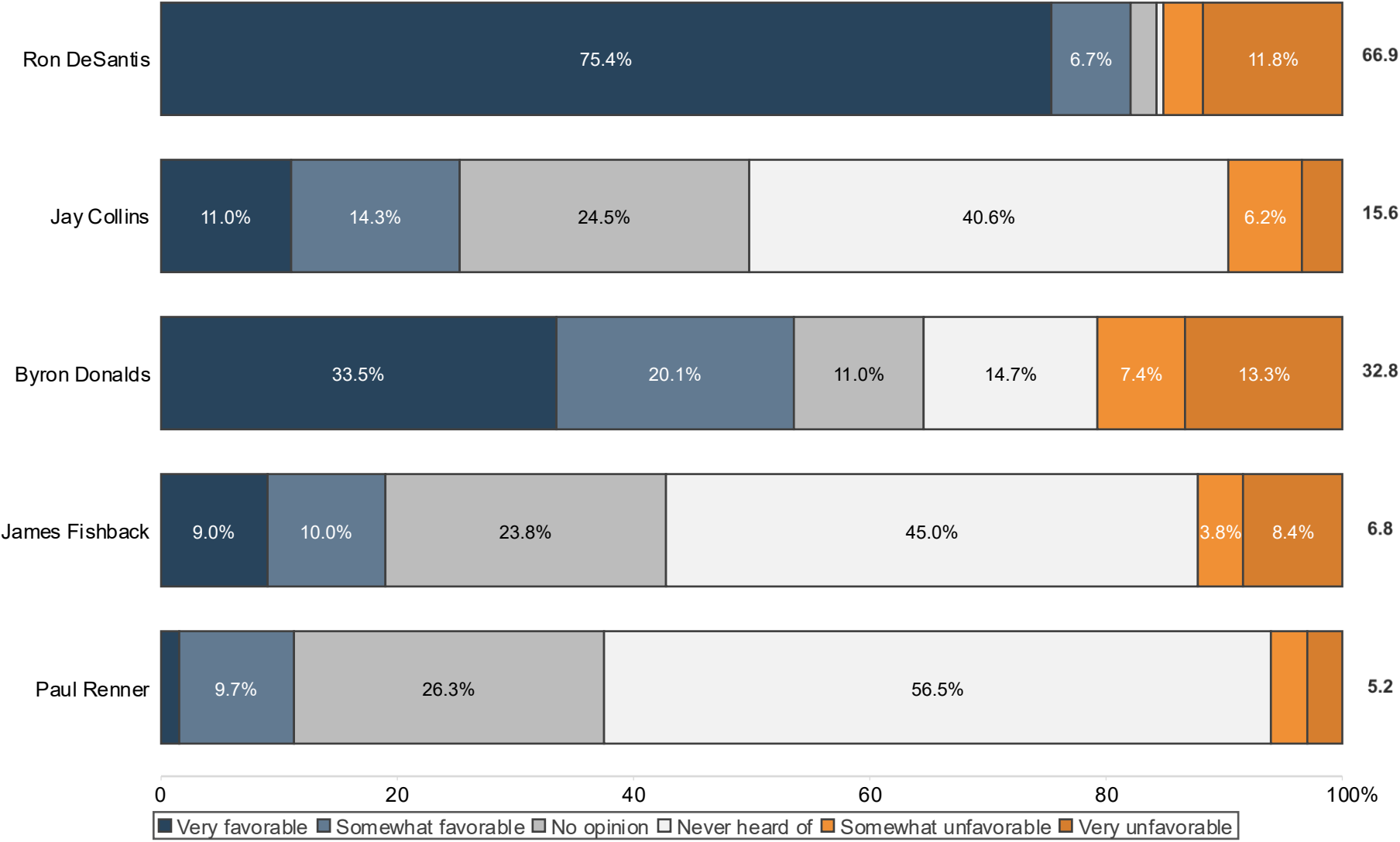


Image Tests Heatmaps

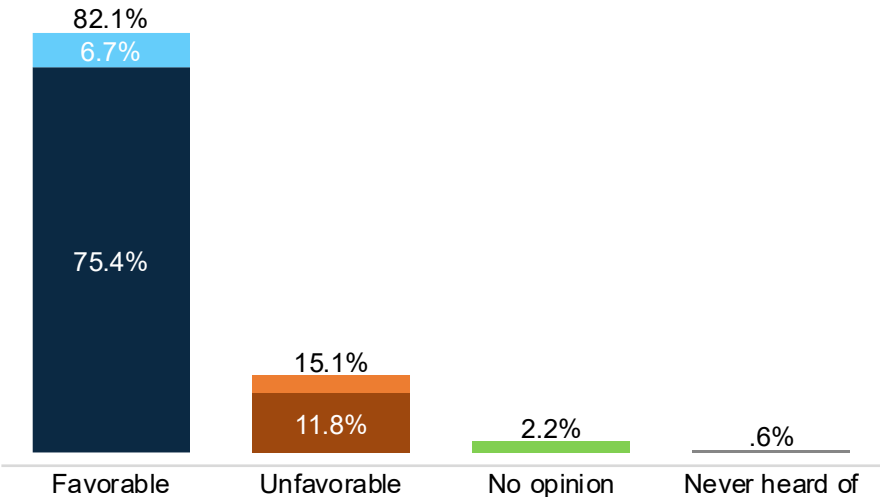
Favorable

	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Consv	Very Consv	Smwt Consv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Ron DeSantis	82%	82%	82%	80%	84%	83%	80%	84%	81%	85%	79%	77%	83%	81%	86%	88%	87%	84%	53%	79%	83%	82%	82%	82%	83%	80%	82%	82%	84%
Jay Collins	25%	23%	27%	21%	26%	26%	29%	26%	29%	26%	20%	19%	30%	34%	18%	32%	28%	23%	11%	13%	27%	16%	36%	21%	29%	16%	26%	26%	36%
Byron Donalds	54%	51%	56%	48%	55%	53%	61%	60%	54%	52%	50%	50%	57%	48%	58%	61%	55%	56%	32%	19%	54%	51%	47%	53%	62%	46%	54%	59%	59%
James Fishback	19%	15%	24%	23%	4%	31%	13%	21%	26%	12%	18%	15%	26%	20%	16%	28%	17%	20%	10%	10%	19%	26%	18%	21%	13%	28%	14%	15%	14%
Paul Renner	11%	9%	14%	11%	7%	13%	15%	7%	19%	7%	11%	12%	21%	12%	2%	16%	13%	6%	12%	3%	11%	10%	14%	12%	7%	10%	8%	13%	14%

Unfavorable

	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Consv	Very Consv	Smwt Consv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Ron DeSantis	15%	16%	14%	17%	15%	13%	16%	14%	14%	12%	20%	22%	14%	13%	12%	10%	11%	15%	37%	16%	15%	10%	13%	16%	14%	15%	16%	16%	14%
Jay Collins	10%	8%	11%	13%	3%	16%	4%	8%	14%	5%	12%	12%	11%	11%	5%	17%	8%	4%	16%	4%	9%	10%	8%	11%	6%	14%	4%	9%	9%
Byron Donalds	21%	19%	23%	24%	13%	29%	14%	22%	24%	15%	23%	21%	27%	21%	15%	24%	20%	16%	31%	15%	21%	19%	21%	21%	21%	25%	18%	23%	16%
James Fishback	12%	12%	12%	15%	9%	14%	9%	15%	10%	9%	17%	10%	13%	17%	9%	15%	12%	10%	13%	6%	13%	6%	10%	13%	13%	6%	14%	21%	13%
Paul Renner	6%	5%	7%	6%	5%	8%	5%	6%	7%	3%	8%	7%	7%	6%	4%	10%	6%	2%	9%	2%	6%	6%	5%	6%	8%	7%	5%	6%	7%

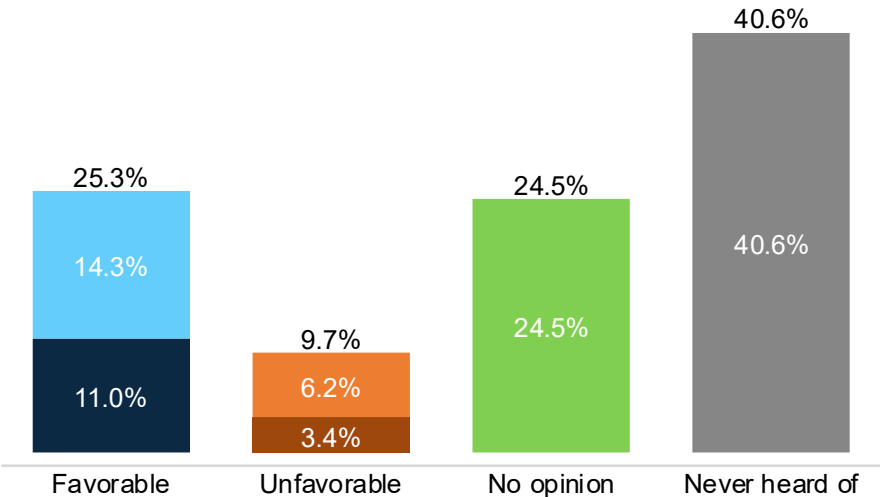
Image: Ron DeSantis



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Conserv	Very Conserv	Smwt Conserv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	82%	82%	82%	80%	84%	83%	80%	84%	81%	85%	79%	77%	83%	81%	86%	88%	87%	84%	53%	79%	83%	82%	82%	82%	83%	80%	82%	82%	84%
Unfavorable Total	15%	16%	14%	17%	15%	13%	16%	14%	14%	12%	20%	22%	14%	13%	12%	10%	11%	15%	37%	16%	15%	10%	13%	16%	14%	15%	16%	16%	14%
Very favorable	75%	75%	76%	72%	78%	77%	74%	77%	75%	80%	70%	75%	75%	73%	78%	84%	82%	76%	38%	66%	77%	67%	79%	73%	79%	74%	76%	74%	77%
Somewhat favorable	7%	7%	6%	8%	6%	6%	7%	7%	6%	5%	9%	2%	9%	8%	8%	4%	5%	7%	15%	13%	6%	15%	3%	9%	4%	6%	6%	7%	7%
Somewhat unfavorable	3%	4%	2%	6%	3%	4%	0%	2%	3%	3%	6%	1%	5%	6%	2%	0%	1%	4%	13%	3%	3%	5%	2%	4%	3%	5%	2%	4%	2%
Very unfavorable	12%	12%	12%	11%	12%	9%	16%	13%	12%	9%	14%	21%	9%	7%	10%	9%	10%	11%	24%	13%	12%	6%	12%	12%	10%	10%	14%	12%	12%
No opinion	2%	1%	3%	2%	1%	3%	4%	2%	4%	1%	1%	1%	2%	5%	1%	2%	1%	1%	8%	5%	2%	8%	5%	1%	3%	3%	2%	3%	1%
Never heard of	1%	1%	0%	1%	1%	1%	0%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%

Do you have a favorable or unfavorable opinion of Ron DeSantis?

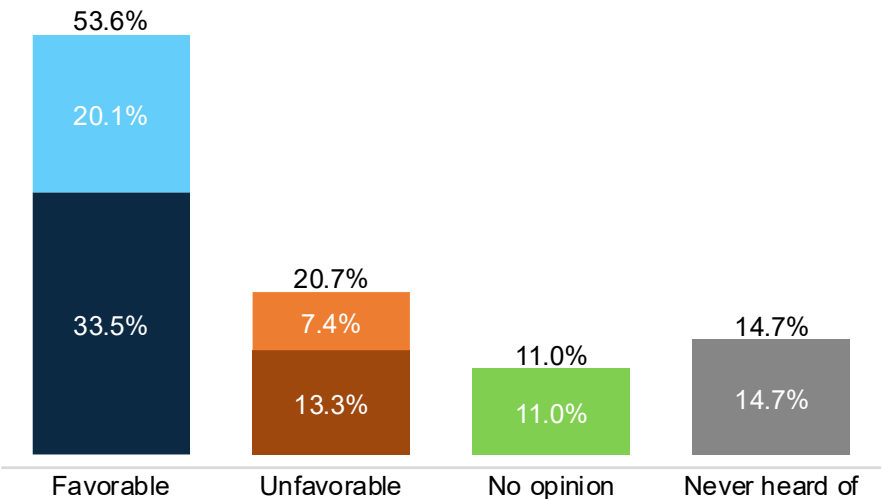
Image: Jay Collins



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Conserv	Very Conserv	Smwt Conserv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	25%	23%	27%	21%	26%	26%	29%	26%	29%	26%	20%	19%	30%	34%	18%	32%	28%	23%	11%	13%	27%	16%	36%	21%	29%	16%	26%	26%	36%
Unfavorable Total	10%	8%	11%	13%	3%	16%	4%	8%	14%	5%	12%	12%	11%	11%	5%	17%	8%	4%	16%	4%	9%	10%	8%	11%	6%	14%	4%	9%	9%
Very favorable	11%	11%	11%	10%	13%	10%	11%	9%	12%	12%	11%	10%	12%	15%	8%	15%	13%	10%	2%	1%	12%	5%	14%	8%	17%	5%	11%	12%	18%
Somewhat favorable	14%	12%	17%	11%	13%	16%	17%	17%	17%	14%	9%	9%	19%	19%	11%	17%	15%	14%	8%	12%	15%	11%	21%	13%	12%	11%	15%	15%	18%
Somewhat unfavorable	6%	6%	6%	11%	1%	8%	3%	4%	8%	3%	10%	8%	7%	7%	3%	9%	5%	3%	14%	4%	6%	7%	4%	7%	5%	8%	2%	7%	7%
Very unfavorable	3%	2%	5%	2%	2%	8%	1%	4%	6%	2%	2%	4%	5%	4%	2%	8%	3%	1%	2%	1%	3%	4%	5%	4%	1%	6%	2%	3%	2%
No opinion	25%	25%	23%	24%	28%	25%	22%	30%	17%	28%	23%	16%	22%	27%	31%	26%	23%	25%	25%	27%	24%	24%	19%	27%	23%	26%	26%	27%	19%
Never heard of	41%	43%	38%	43%	43%	33%	45%	36%	40%	41%	45%	53%	36%	27%	46%	24%	41%	47%	48%	56%	40%	49%	37%	41%	41%	44%	44%	38%	35%

Do you have a favorable or unfavorable opinion of Jay Collins?

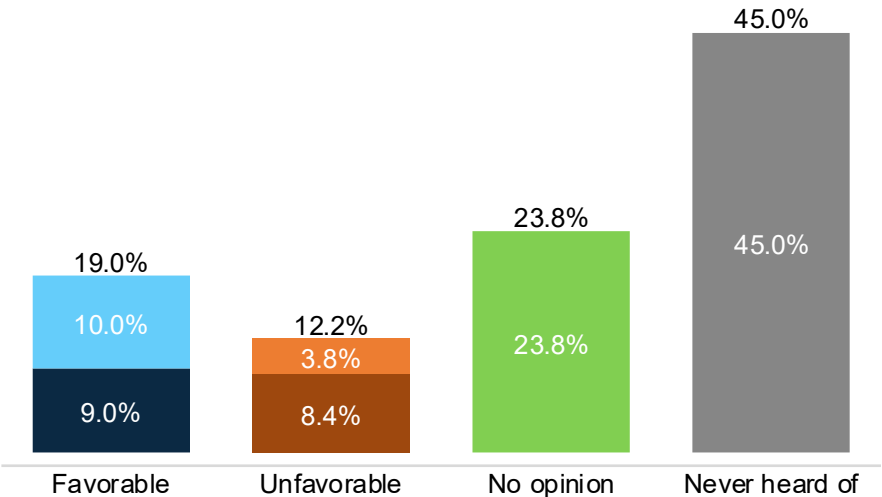
Image: Byron Donalds



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Conserv	Very Conserv	Smwt Conserv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	54%	51%	56%	48%	55%	53%	61%	60%	54%	52%	50%	50%	57%	48%	58%	61%	55%	56%	32%	19%	54%	51%	47%	53%	62%	46%	54%	59%	59%
Unfavorable Total	21%	19%	23%	24%	13%	29%	14%	22%	24%	15%	23%	21%	27%	21%	15%	24%	20%	16%	31%	15%	21%	19%	21%	21%	21%	25%	18%	23%	16%
Very favorable	33%	34%	33%	31%	38%	30%	37%	43%	25%	34%	34%	30%	38%	27%	39%	35%	40%	30%	20%	6%	34%	36%	28%	32%	43%	31%	38%	31%	35%
Somewhat favorable	20%	17%	23%	17%	17%	23%	24%	17%	28%	18%	16%	20%	20%	21%	19%	26%	15%	26%	12%	13%	20%	15%	19%	21%	19%	15%	16%	28%	24%
Somewhat unfavorable	7%	7%	8%	9%	4%	8%	8%	9%	7%	3%	11%	8%	10%	8%	5%	12%	4%	6%	15%	7%	8%	0%	10%	6%	11%	3%	7%	14%	8%
Very unfavorable	13%	12%	15%	15%	9%	21%	6%	13%	16%	13%	11%	13%	17%	13%	11%	11%	15%	11%	17%	8%	13%	19%	10%	15%	10%	21%	12%	9%	8%
No opinion	11%	12%	9%	10%	15%	7%	13%	10%	8%	15%	9%	12%	4%	19%	9%	6%	10%	11%	18%	26%	10%	20%	14%	10%	12%	9%	12%	9%	13%
Never heard of	15%	18%	11%	18%	18%	11%	11%	8%	14%	17%	18%	17%	12%	12%	17%	9%	15%	17%	19%	40%	15%	10%	18%	16%	5%	20%	15%	9%	12%

Do you have a favorable or unfavorable opinion of Byron Donalds?

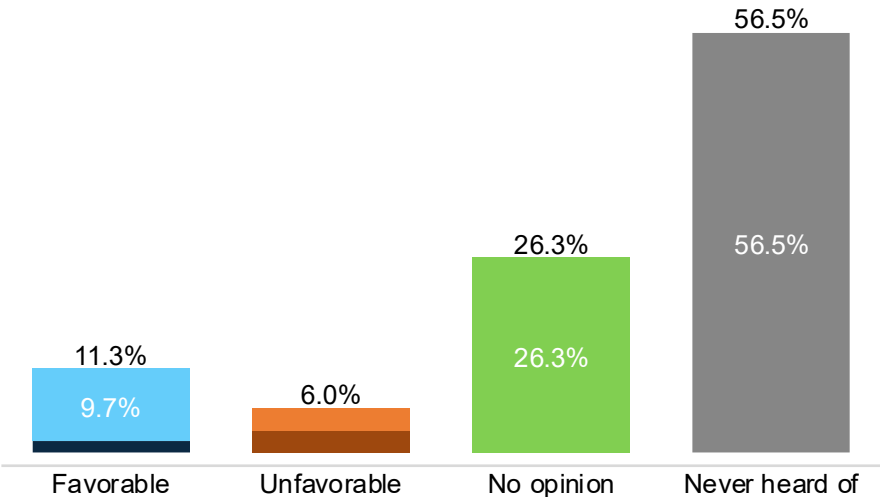
Image: James Fishback



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Conserv	Very Conserv	Smwt Conserv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	19%	15%	24%	23%	4%	31%	13%	21%	26%	12%	18%	15%	26%	20%	16%	28%	17%	20%	10%	10%	19%	26%	18%	21%	13%	28%	14%	15%	14%
Unfavorable Total	12%	12%	12%	15%	9%	14%	9%	15%	10%	9%	17%	10%	13%	17%	9%	15%	12%	10%	13%	6%	13%	6%	10%	13%	13%	6%	14%	21%	13%
Very favorable	9%	6%	12%	11%	0%	19%	2%	5%	17%	4%	9%	9%	10%	12%	6%	14%	8%	10%	3%	1%	7%	22%	6%	12%	2%	17%	7%	3%	5%
Somewhat favorable	10%	8%	12%	12%	4%	12%	11%	16%	9%	8%	9%	6%	16%	8%	10%	15%	9%	10%	7%	9%	11%	3%	12%	9%	11%	11%	6%	12%	10%
Somewhat unfavorable	4%	4%	4%	3%	5%	4%	4%	4%	5%	3%	4%	2%	6%	3%	5%	3%	5%	3%	2%	2%	4%	1%	5%	4%	3%	3%	5%	6%	2%
Very unfavorable	8%	9%	8%	12%	5%	10%	6%	11%	5%	6%	12%	8%	7%	15%	4%	12%	7%	7%	10%	4%	8%	4%	5%	9%	10%	3%	8%	14%	11%
No opinion	24%	24%	24%	22%	26%	20%	29%	28%	20%	25%	22%	21%	26%	25%	24%	16%	24%	26%	28%	28%	24%	18%	26%	22%	28%	24%	19%	26%	26%
Never heard of	45%	49%	40%	40%	61%	35%	48%	37%	43%	54%	44%	55%	36%	37%	51%	40%	47%	44%	50%	56%	45%	50%	46%	45%	46%	42%	54%	38%	47%

Do you have a favorable or unfavorable opinion of James Fishback?

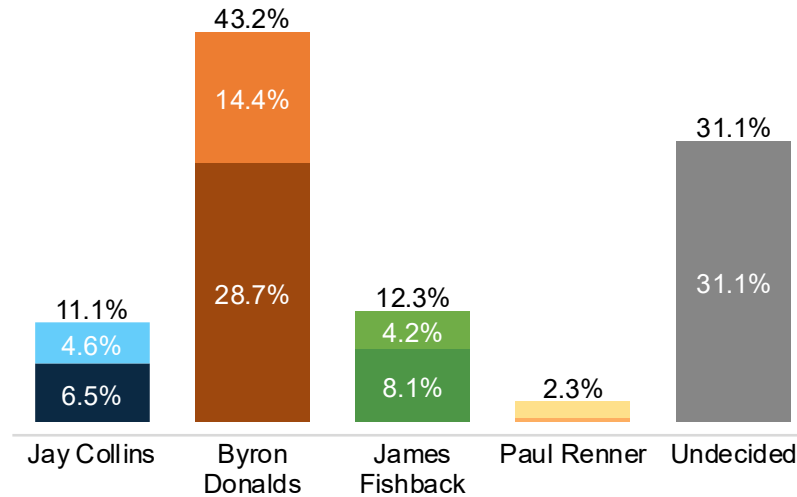
Image: Paul Renner



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Conserv	Very Conserv	Smwt Conserv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	11%	9%	14%	11%	7%	13%	15%	7%	19%	7%	11%	12%	21%	12%	2%	16%	13%	6%	12%	3%	11%	10%	14%	12%	7%	10%	8%	13%	14%
Unfavorable Total	6%	5%	7%	6%	5%	8%	5%	6%	7%	3%	8%	7%	7%	6%	4%	10%	6%	2%	9%	2%	6%	6%	5%	6%	8%	7%	5%	6%	7%
Very favorable	2%	2%	1%	3%	0%	0%	3%	1%	2%	1%	2%	1%	4%	1%	0%	2%	1%	2%	0%	0%	2%	0%	4%	1%	0%	2%	1%	2%	1%
Somewhat favorable	10%	7%	12%	8%	7%	12%	12%	6%	17%	6%	9%	10%	17%	11%	2%	14%	12%	4%	12%	3%	10%	10%	10%	10%	7%	7%	8%	11%	14%
Somewhat unfavorable	3%	3%	3%	2%	4%	5%	2%	4%	3%	3%	3%	5%	2%	2%	3%	2%	3%	2%	7%	1%	3%	2%	4%	2%	5%	3%	2%	3%	4%
Very unfavorable	3%	3%	3%	3%	1%	3%	4%	2%	4%	0%	5%	2%	5%	4%	1%	8%	3%	0%	3%	1%	3%	4%	2%	3%	3%	4%	3%	2%	2%
No opinion	26%	25%	27%	28%	22%	28%	26%	36%	20%	28%	21%	21%	23%	31%	28%	26%	23%	30%	29%	29%	25%	29%	24%	26%	28%	32%	19%	24%	26%
Never heard of	56%	60%	52%	55%	66%	51%	54%	50%	54%	61%	60%	60%	49%	50%	65%	48%	58%	63%	50%	65%	57%	55%	57%	56%	57%	52%	67%	57%	53%

Do you have a favorable or unfavorable opinion of Paul Renner?

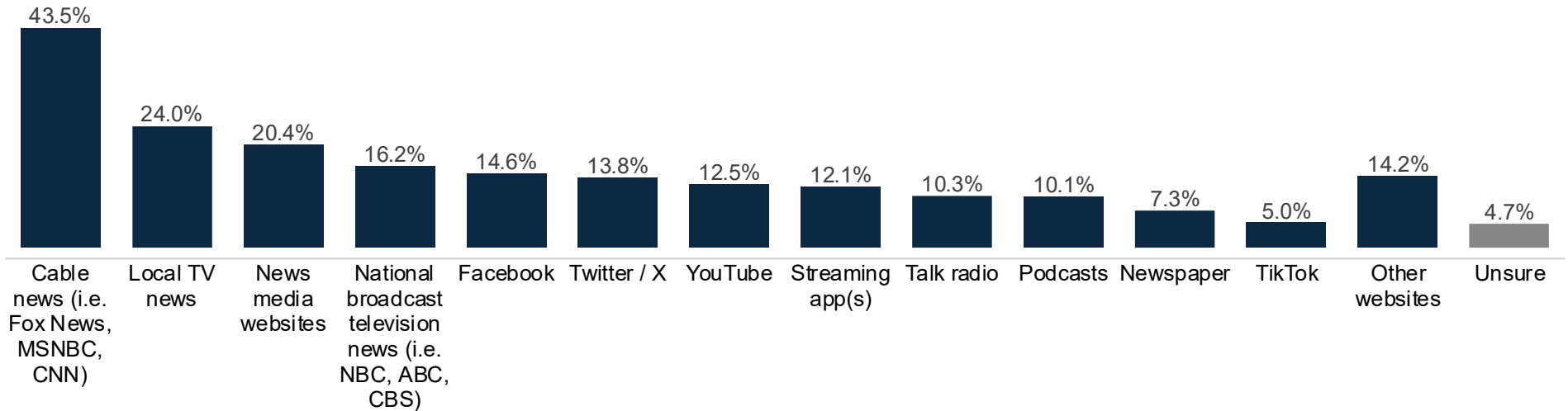
Gubernatorial Ballot



	Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Consv	Very Consv	Smwt Consv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
Jay Collins	11%	11%	11%	12%	11%	8%	15%	9%	12%	11%	11%	7%	12%	18%	7%	18%	12%	9%	4%	0%	12%	2%	16%	9%	12%	8%	12%	13%	13%
Byron Donalds	43%	45%	41%	38%	53%	37%	47%	50%	35%	46%	43%	42%	50%	33%	49%	41%	50%	44%	25%	0%	44%	40%	39%	41%	55%	33%	48%	50%	48%
James Fishback	12%	8%	17%	15%	0%	26%	3%	11%	21%	7%	10%	12%	15%	13%	10%	19%	10%	13%	8%	0%	11%	24%	10%	15%	4%	22%	9%	7%	7%
Paul Renner	2%	1%	3%	1%	2%	2%	5%	4%	3%	1%	2%	2%	2%	3%	2%	3%	2%	0%	9%	0%	2%	2%	2%	3%	2%	2%	1%	1%	5%
Definitely Jay Collins	6%	8%	5%	8%	8%	3%	7%	4%	6%	7%	9%	3%	7%	11%	5%	12%	8%	4%	0%	0%	7%	1%	8%	6%	8%	4%	5%	8%	9%
Probably Jay Collins	5%	3%	6%	4%	3%	5%	7%	5%	6%	4%	2%	4%	5%	7%	2%	6%	4%	5%	4%	0%	5%	1%	8%	3%	4%	4%	6%	5%	3%
Definitely Byron Donalds	29%	29%	28%	24%	36%	25%	33%	34%	23%	30%	29%	29%	36%	17%	34%	29%	35%	26%	14%	0%	28%	34%	26%	28%	34%	23%	31%	31%	32%
Probably Byron Donalds	14%	16%	13%	15%	17%	12%	14%	16%	11%	16%	15%	13%	15%	16%	14%	12%	14%	18%	11%	0%	16%	5%	13%	13%	21%	9%	17%	19%	16%
Definitely James Fishback	8%	5%	11%	10%	0%	18%	2%	5%	16%	3%	8%	10%	7%	12%	5%	12%	7%	9%	5%	0%	7%	22%	4%	11%	2%	16%	5%	2%	5%
Probably James Fishback	4%	3%	6%	5%	0%	9%	2%	6%	5%	4%	2%	2%	8%	2%	5%	7%	3%	4%	3%	0%	5%	1%	7%	4%	2%	6%	3%	4%	2%
Definitely Paul Renner	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	2%	0%	0%	1%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%
Probably Paul Renner	2%	0%	3%	0%	1%	2%	5%	4%	3%	1%	0%	2%	2%	1%	1%	2%	2%	0%	7%	0%	2%	2%	2%	2%	1%	2%	1%	1%	3%
Undecided	31%	34%	28%	34%	34%	27%	29%	26%	29%	35%	33%	38%	20%	33%	32%	19%	26%	35%	54%	100%	31%	31%	33%	32%	27%	34%	31%	30%	28%

If the Republican primary election for Governor was held today between the following candidates, and you had to make a choice, who would you vote for?

News Source

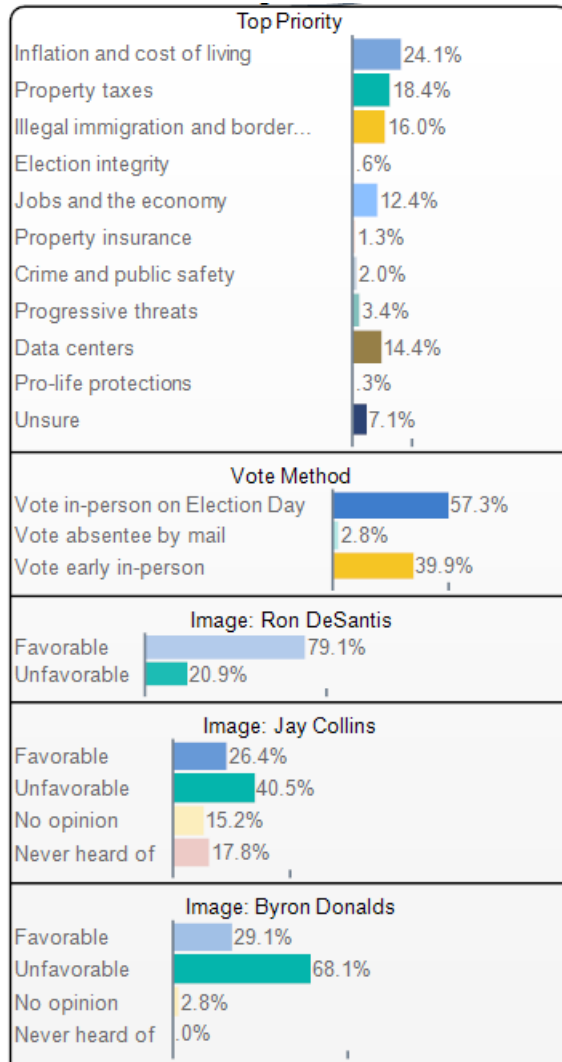


		Overall	Female	Male	F <65	F 65+	M <65	M 65+	M Col	M No Col	F No Col	F Col	North FL	Orlando	Tampa	South FL	Ext Consv	Very Consv	Smwt Consv	Mod/Lib	Undecided	White	Other Race	Rural	Suburban	Urban	0-1 of 4	2 of 4	3 of 4	4 of 4
	National TV news	16%	19%	14%	13%	25%	9%	20%	10%	16%	20%	16%	20%	12%	14%	19%	6%	16%	20%	23%	23%	17%	14%	15%	16%	18%	11%	14%	19%	22%
	Local TV news	24%	28%	20%	23%	34%	16%	25%	19%	21%	32%	22%	23%	24%	27%	23%	22%	26%	26%	28%	24%	25%	22%	25%	22%	18%	26%	29%	27%	
Cable news (i.e. Fox News, MSNBC, CNN)		43%	42%	45%	24%	64%	36%	58%	49%	43%	48%	35%	39%	43%	44%	47%	43%	46%	43%	38%	41%	45%	35%	43%	43%	44%	34%	47%	47%	50%
	Streaming app(s)	12%	12%	13%	14%	9%	14%	11%	15%	11%	11%	12%	14%	13%	6%	16%	9%	10%	19%	7%	11%	11%	21%	10%	16%	2%	12%	14%	12%	11%
	Social Media	36%	37%	35%	52%	19%	50%	16%	36%	35%	34%	40%	39%	33%	35%	37%	48%	37%	36%	19%	32%	35%	50%	41%	37%	30%	46%	39%	33%	24%
	TikTok	5%	6%	3%	10%	2%	5%	1%	4%	3%	7%	6%	5%	8%	3%	5%	8%	5%	4%	4%	5%	5%	8%	7%	5%	2%	8%	8%	2%	0%
	Facebook	15%	18%	11%	24%	11%	16%	3%	13%	10%	18%	19%	18%	11%	16%	14%	19%	15%	13%	10%	20%	15%	12%	21%	15%	7%	15%	18%	11%	14%
	Twitter / X	14%	11%	17%	16%	5%	26%	4%	18%	15%	9%	14%	13%	12%	14%	16%	22%	14%	12%	5%	9%	12%	25%	7%	16%	15%	21%	13%	12%	7%
	YouTube	13%	11%	14%	16%	5%	17%	10%	8%	19%	9%	13%	17%	13%	10%	11%	15%	13%	12%	9%	10%	12%	16%	17%	11%	12%	19%	11%	11%	6%
	Newspaper	7%	8%	7%	5%	11%	7%	6%	9%	5%	9%	7%	4%	11%	5%	10%	3%	7%	6%	19%	9%	8%	4%	5%	6%	15%	8%	6%	3%	11%
	Talk radio	10%	10%	11%	10%	10%	12%	10%	8%	14%	7%	12%	11%	11%	10%	10%	16%	9%	11%	5%	10%	10%	8%	12%	10%	10%	8%	15%	7%	13%
	Podcasts	10%	10%	10%	15%	4%	15%	4%	13%	8%	7%	14%	11%	12%	9%	9%	18%	6%	15%	0%	5%	10%	13%	5%	14%	2%	11%	13%	11%	5%
	News media websites	20%	21%	19%	23%	19%	21%	17%	22%	18%	16%	28%	18%	20%	23%	21%	19%	22%	18%	25%	23%	21%	17%	24%	20%	19%	19%	24%	20%	20%
	Other websites	14%	12%	17%	16%	7%	21%	11%	16%	18%	9%	15%	18%	14%	18%	8%	16%	12%	13%	23%	14%	14%	13%	16%	16%	4%	13%	9%	14%	20%
	Unsure	5%	4%	5%	5%	4%	5%	5%	4%	5%	4%	5%	6%	3%	5%	5%	6%	4%	7%	1%	5%	4%	7%	0%	5%	10%	8%	2%	3%	5%

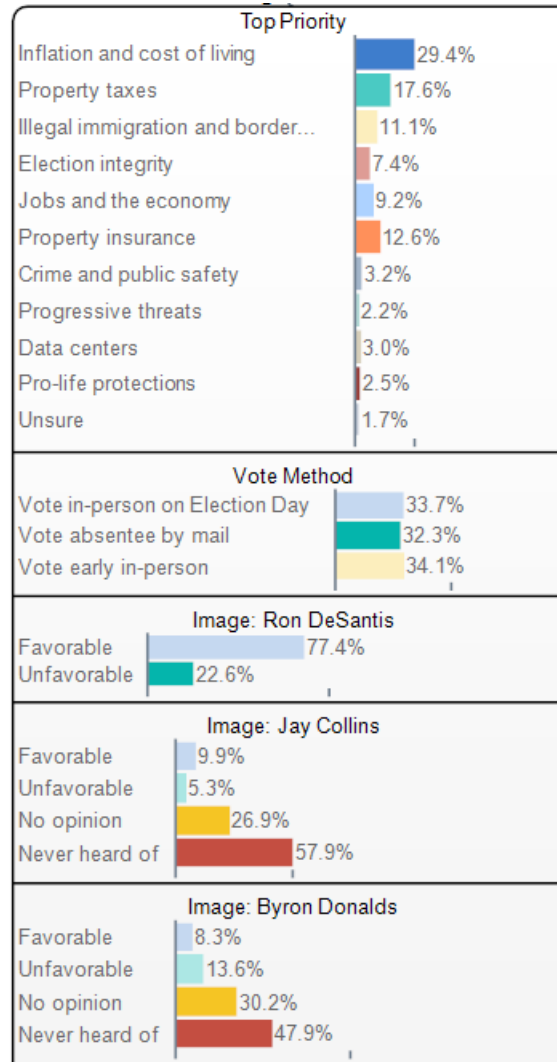
What are your primary sources for news? Select up to three options.

Segmentation Analysis

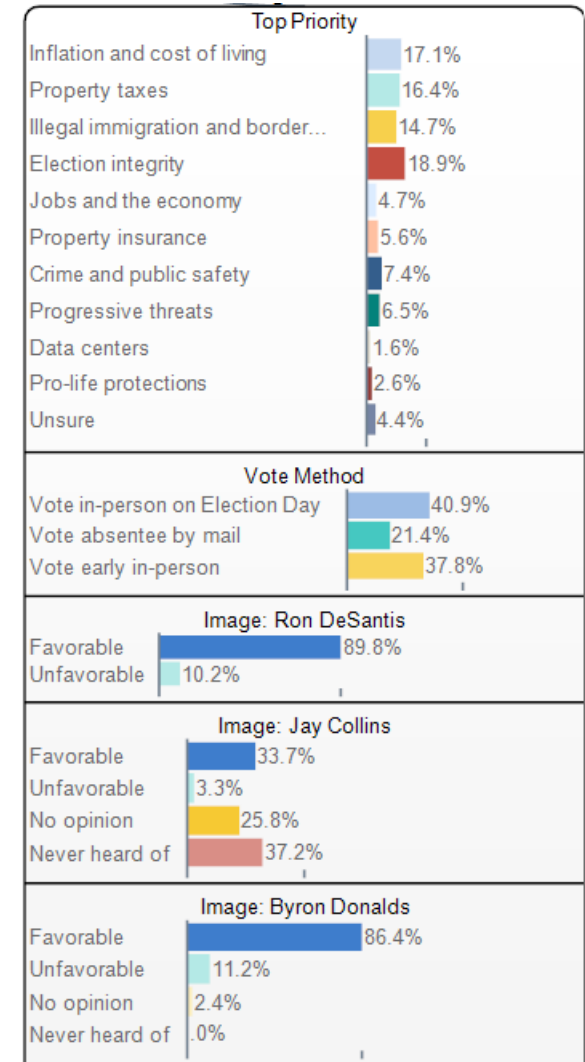
Young Populists (15%)



Disengaged Moderates (31%)

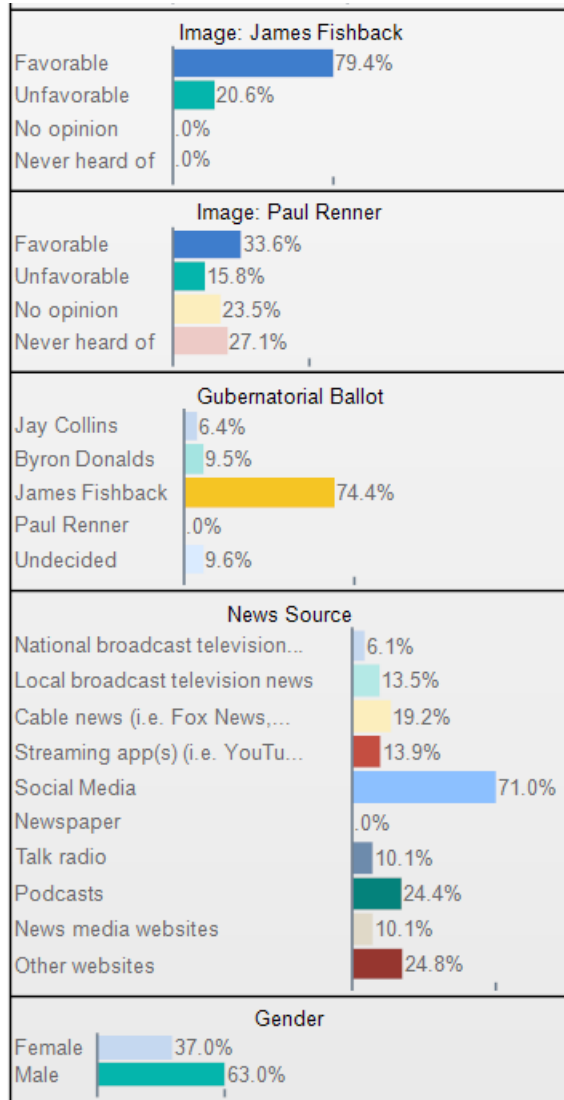


Establishment Loyalists (54%)

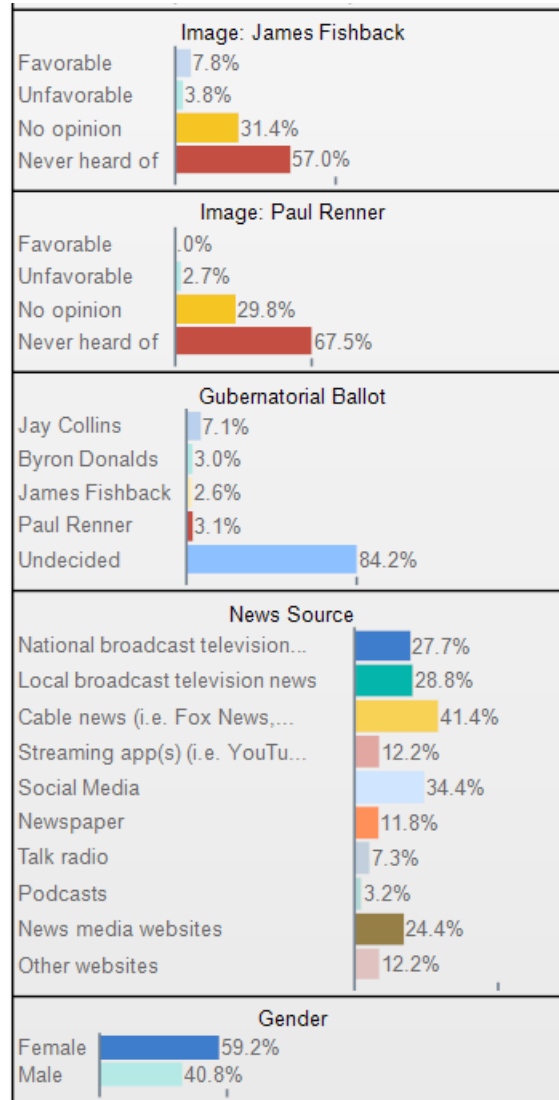


Segmentation Analysis

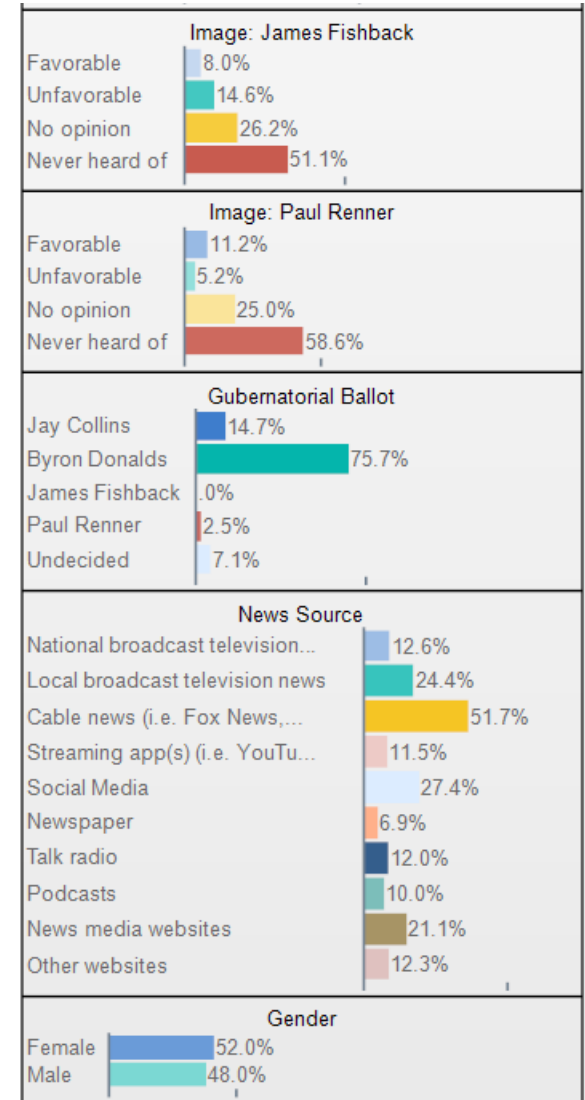
Young Populists (15%)



Disengaged Moderates (31%)



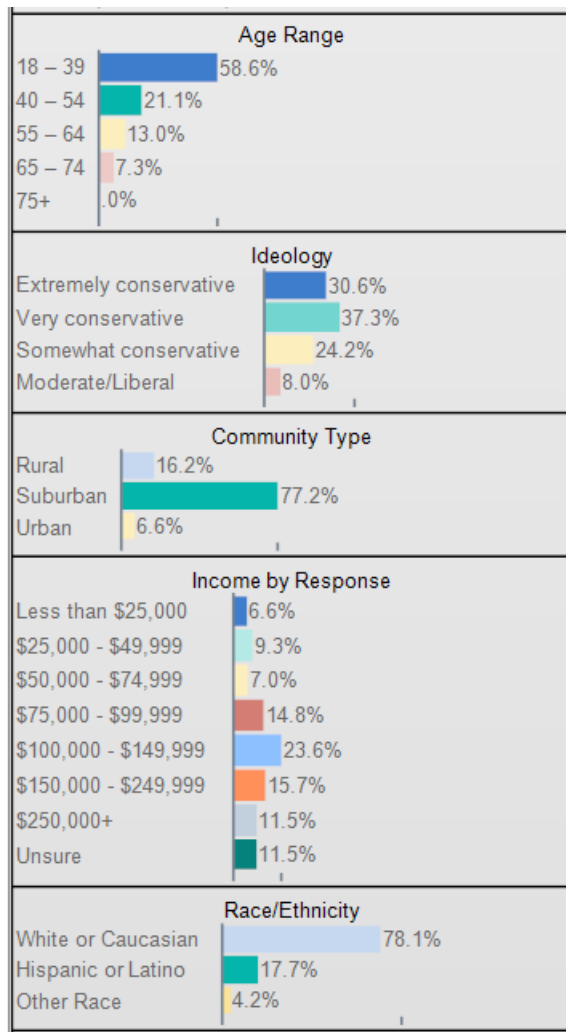
Establishment Loyalists (54%)



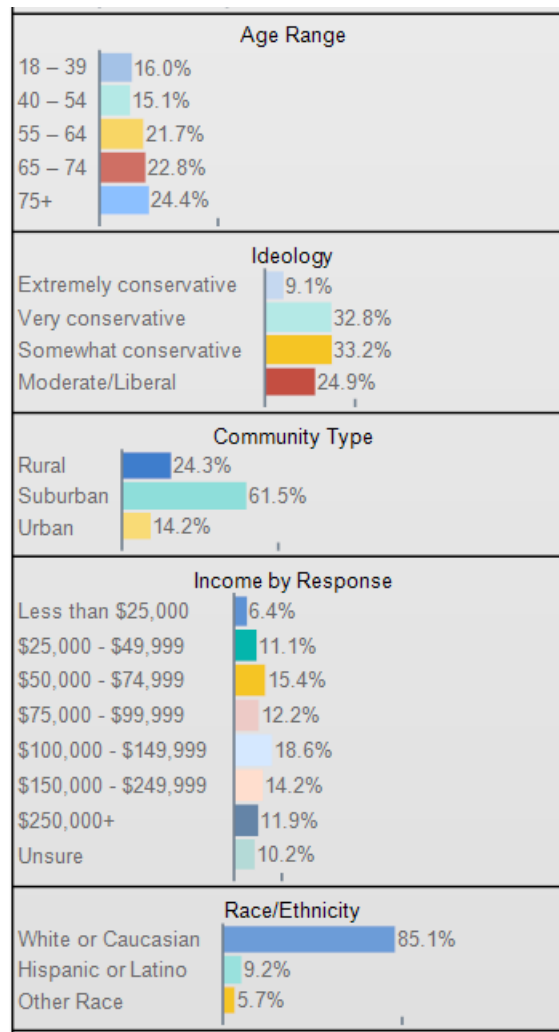
Segmentation Analysis



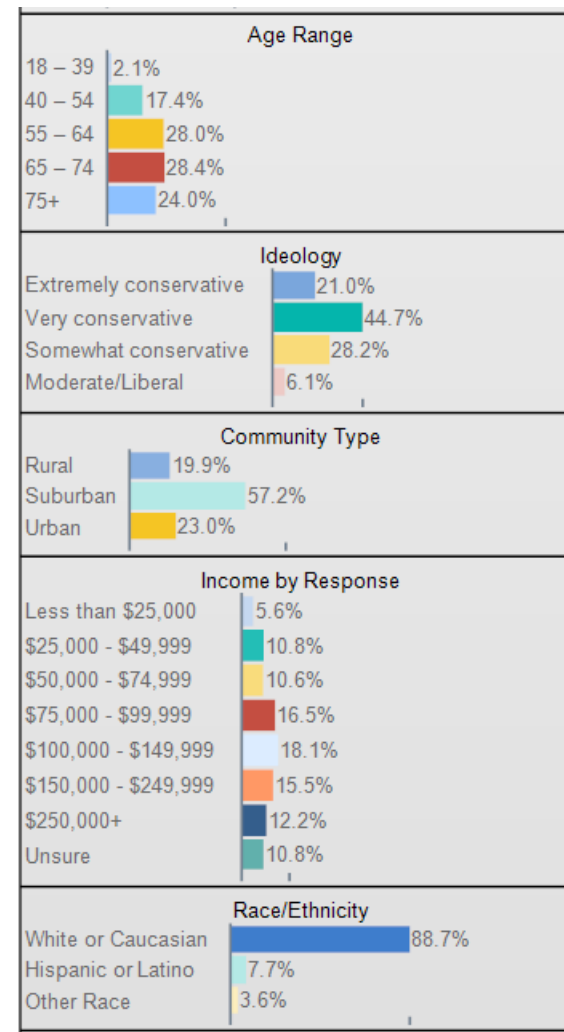
Young Populists (15%)



Disengaged Moderates (31%)



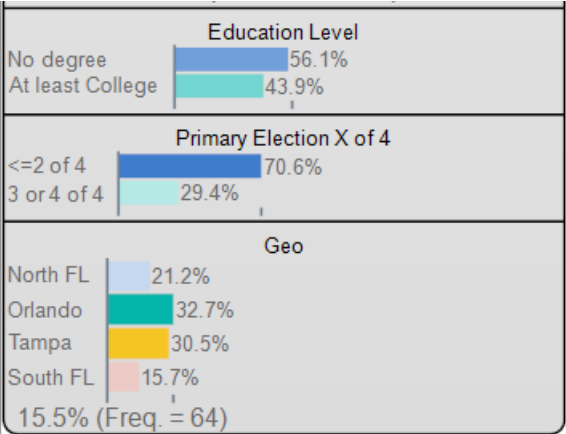
Establishment Loyalists (54%)



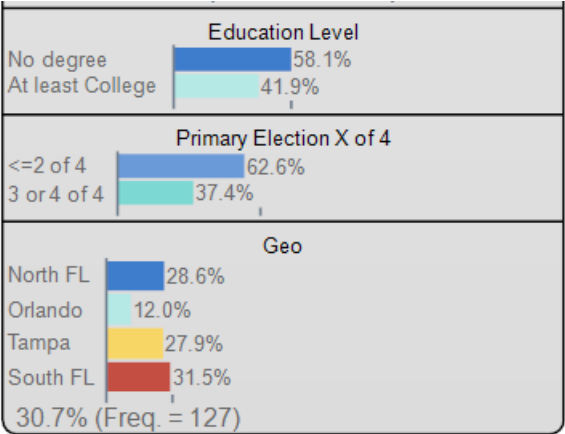
Segmentation Analysis



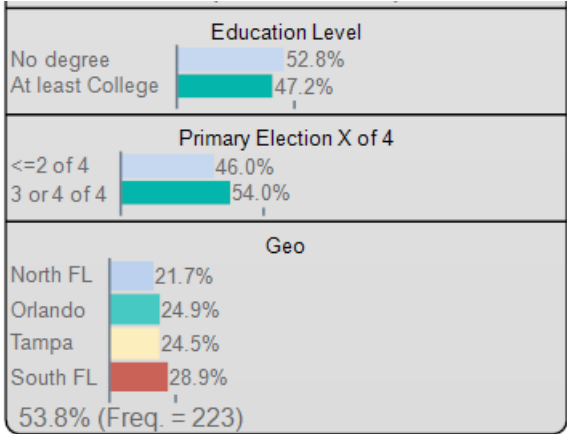
Young Populists (15%)



Disengaged Moderates (31%)



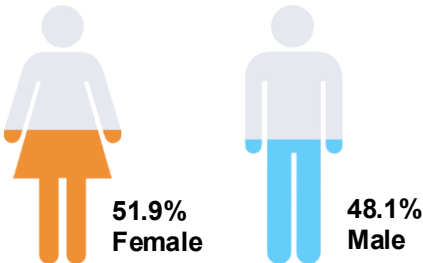
Establishment Loyalists (54%)



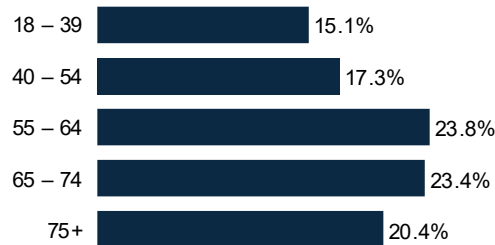
Demographics



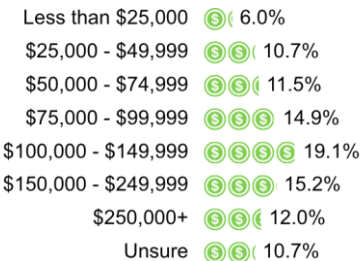
Sex



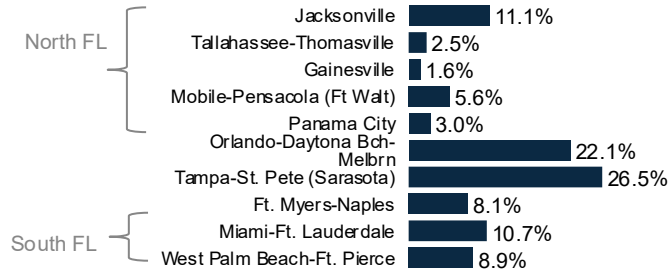
Age Range



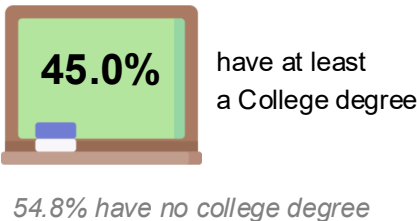
Household Income



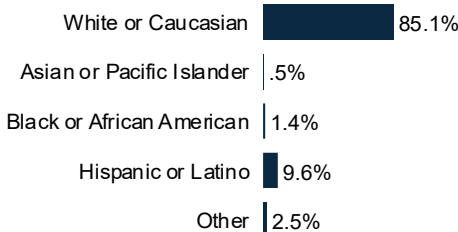
Geo - DMA



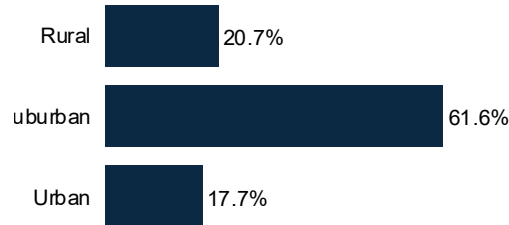
Education



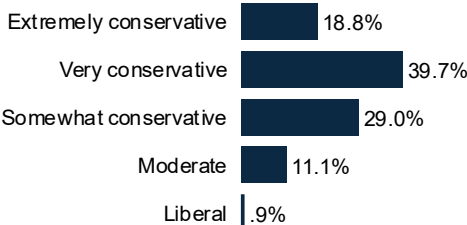
Race/Ethnicity



Community Type



Ideology



General Election X of 4

