METHODOLOGY

Change Research surveyed 1,106 registered voters in Florida from October 8-10, 2026. Of these voters, 920 report their motivation to vote at an 8, 9, or 10 on a 0-10 scale with 10 being extremely motivated to vote and 0 not being motivated at all. These are referred to as "likely voters." In addition, 185 voters rate their motivation from 0 to 7. One respondent did not answer this question. These are referred to as "Not likely voters." We used the following sources to recruit respondents:

- *targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform*
- *text messages sent, via the Scale to Win platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data*[1]

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted registered voters in Florida. Those who indicated that they were not registered to vote were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Freedom Project USA and conducted online by Change Research. Post-stratification was performed on age, gender, race/ethnicity, education, 2024 presidential vote, and media market. Weighting parameters are based on the demographic composition of voters in Florida, based on voter file data. That is, if x% of registered voters in the state were women, women would be weighted to x%. 2024 general election data was based on data from the Florida Secretary of State. For this survey, we define "likely voters" as those who say their motivation to vote is an 8, 9, or 10. 920 fit this definition. "Less likely" voters are those who rate their motivation from 0 through 7. 185 fit this description.

The modeled margin of error for this survey is 3.1%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.*

** We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys, assuming a proportion estimate of 50%.*
*** The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*
(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Stephen Clermont at stephen@changeresearch.com

[1]

REPORTED QUESTIONS (All Voters)

Are you:
- A man - 46
- A woman - 54

Age (derived from birth year)
- 18 to 34 - 15
- 35 to 49 - 20
- 50 to 64 - 29
- 65+ - 36

In what ZIP code do you currently live? Media Market:
- Ft Myers-Naples - 7
- Gainesville - 2
- Jacksonville - 9
- Miami-Ftl - 18
- Mobile-Pensacola - 4
- Orlando - 22
- Panama City - 2
- Tallahassee - 2
- Tampa - St Pete - 24
- West Palm - 11

What is your race?
- White / Caucasian - 66
- Hispanic or Latino/a - 18
- Black or African American - 12
- Asian / Pacific Islander - 2
- American Indian or Alaska Native - 1
- Other (please specify): [text box] - 3

What is the highest level of education you have completed?
- High school diploma or less - 12
- Some college, but no degree - 26
- Associate's degree, or two-year college degree - 16
- Bachelor's degree, or four-year college degree - 28
- Graduate degree - 19

Are you currently registered to vote in Florida?
- Yes - 100
- No - 0
- Not sure - 0

Regardless of which party you currently identify with, are you registered with:
- The Democratic Party - 32
- The Republican Party - 47
- No Party Affiliation - 18
- Some Other Party - 2

How did you vote in the 2024 election for President, or for some reason were you unable to vote?

- Kamala Harris, the Democrat - 40
- Donald Trump, the Republican - 52
- A third party candidate - 3
- Not registered/Too young/Ineligible - 1
- Did not vote - 5

Next month, on Tuesday, November 3rd, there will be an election for Governor, U.S. Senate, U.S. House, and other state and local offices. How motivated are you to vote in this election on a scale from 0 to 10, where 0 means you are not motivated at all and 10 means you are extremely motivated?

- **8-10 Motivation** - 83

- 10 - Extremely motivated - 75
- 9 - 3
- 8 - 5
- 7 - 3
- 6 - 2
- 5 - 4
- 4 - 1
- 3 - 1
- 2 - 1
- 1 - 0
- 0 - Not motivated at all - 4

Likely Voters

How favorable are your feelings about each of the following public figures and groups? If you haven't heard of them, please indicate it.

Donald Trump

- Very favorable - 33
- Somewhat favorable - 11
- Neutral - 5
- Somewhat unfavorable - 4
- Very unfavorable - 47
- Never heard of them - 0

- Total Favorable - 44
- Total Unfavorable - 51

Ron DeSantis

- Very favorable - 43
- Somewhat favorable - 8
- Neutral - 3
- Somewhat unfavorable - 6
- Very unfavorable - 40
- Never heard of them - 0

- Total Favorable - 51
- Total Unfavorable - 46

Byron Donalds

- Very favorable - 24
- Somewhat favorable - 16
- Neutral - 9
- Somewhat unfavorable - 7
- Very unfavorable - 40
- Never heard of them - 4

- Total Favorable - 40
- Total Unfavorable - 47

Do you approve or disapprove of the job Donald Trump is doing as President?

- Strongly approve - 32
- Somewhat approve - 15
- Somewhat disapprove - 4
- Strongly disapprove - 48
- Not sure - 1

- Total Approve - 47
- Total Disapprove - 53

If the election for Florida Governor were held today, who would you vote for? (If undecided) If you had to choose, who would you vote for?

- David Jolly and Gwen Graham, the Democratic ticket - 47
- Byron Donalds and Bryan Avila, the Republican ticket - 47
- Not sure - 5
- Would not vote - 1

Given what you know about Byron Donalds's time in Congress, which best describes him? Choose one or two.

- Works to satisfy Donald Trump - 52
- Says one thing and does another if politically in his best interest - 34
- Focused on his donors - 32
- Works to lower costs for Floridians - 30
- Passed major pieces of legislation - 14
- None of these describe Byron Donalds's time in Congress - 4
- Not sure - 10

If Byron Donalds is elected Governor his decisions will be guided more by:

- The millions of dollars he has taken from special interests - 50
- What is in the best interests of Florida families - 32
- Both of these - 10
- Neither of these - 2
- Not sure - 6

Would you say your income is:

- Going up faster than the cost of living - 6
- Staying about even with the cost of living - 25
- Falling behind the cost of living - 66
- Not sure - 3

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How well does each of the following describe the state of Florida? - Affordable for you and your family to live in

- Very well - 8
- Somewhat well - 29
- Not too well - 38
- Not well at all - 35
- Not sure - 1

- Total Well - 36
- Total Not Well - 63