

THE TARRANCE GROUP

Research For Decisions In Politics And Public Affairs

MEMORANDUM

TO: INTERESTED PARTIES

FROM: BJ MARTINO
ALEXI DONOVAN

RE: KEY FINDINGS FROM A SURVEY OF VOTERS IN FLORIDA

DATE: APRIL 8, 2026

The Tarrance Group is pleased to present the key findings from a survey of N=600 likely voters in Florida, including an oversample of n=200 Republican primary voters in Florida (an effective N=466 sample of Republican primary voters). The survey fielded March 30 – April 2, 2026, and the margin of error for the survey sample of all voters is +/-4.1%, and +/-4.7% for all Republican primary voters.

KEY FINDINGS

- Byron Donalds holds fifty percent (50%) support on the Republican primary ballot for Governor in Florida. All other candidates currently poll in the single digits.
- This represents a 4-point increase in Donalds' support from January. Primary ballot support for Donalds has grown 14-points in the Tampa Bay media market and by 7-points in the markets in the panhandle, where American Mission Florida's advertising has been concentrated.
- Over half (53%) of Republican primary voters now know that President Trump has endorsed Byron Donalds for Governor, a nine-point jump from January, when just 44% were aware. Awareness in the Tampa Bay media market is at 57% and awareness in the panhandle markets overall is at 52%.
- A majority of all voters in Florida (54%) and three-fourths of Republican voters (75%) support President Trump's White House National AI Policy Framework that urges Congress to set basic safety standards for AI, protect children, and allow American AI companies to innovate and grow.

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