



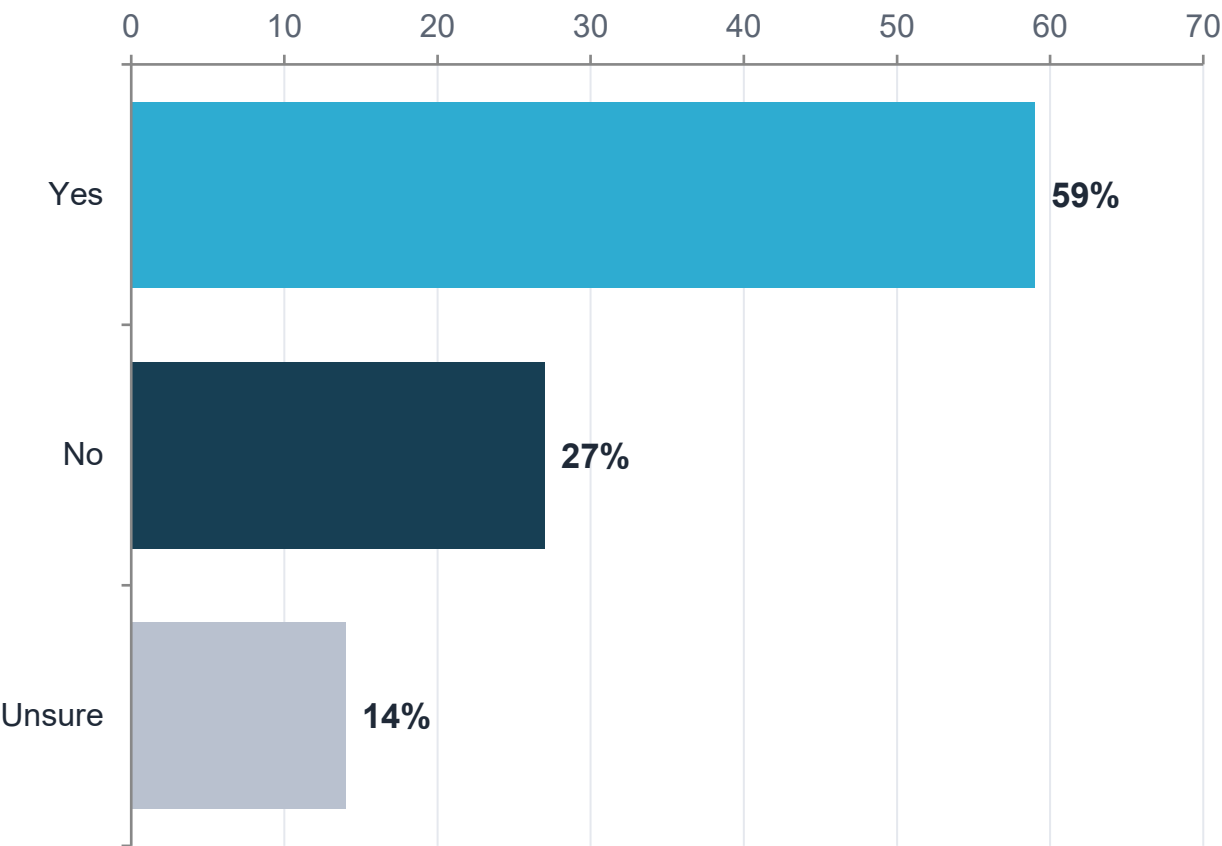
Amendment 3 Statewide Survey Results

A data-driven message strategy for the opposition campaign — built from Clearview Research's June 2026 statewide survey of likely Florida voters.

602 likely voters • Live-call, stratified sample • June 14–21, 2026

We start behind. The ballot language works

Q8 — Cold read of the full ballot language, “Save Our Homes from Excessive Property Taxes”

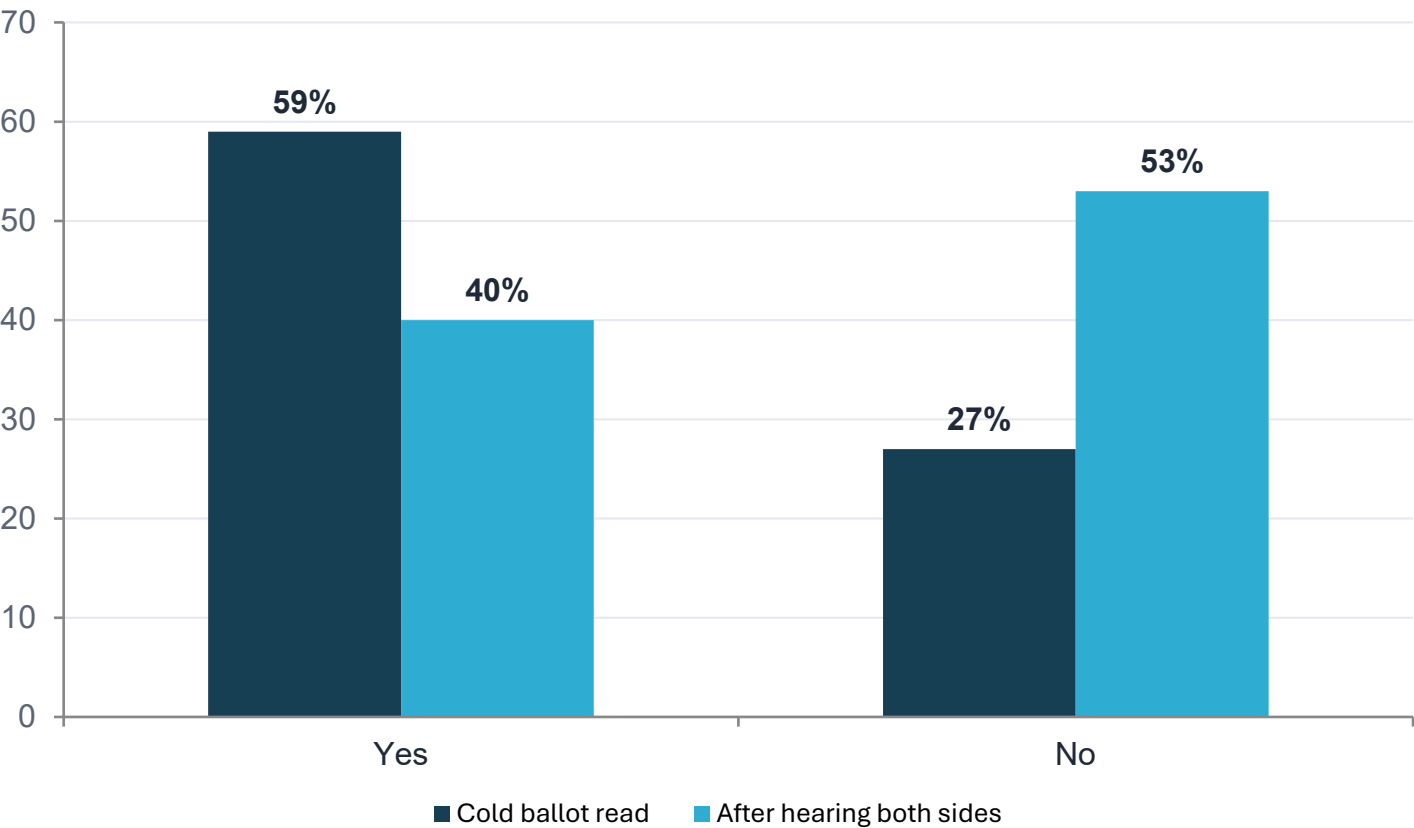


59%

would vote YES on first
hearing the full ballot
summary

The opportunity: voters flip when informed

Comparing the cold ballot read (Q8) to the vote after voters heard both sides (Q32)



45 pt

swing in the margin — from +32
Yes to +13 No — once voters
hear the tradeoffs

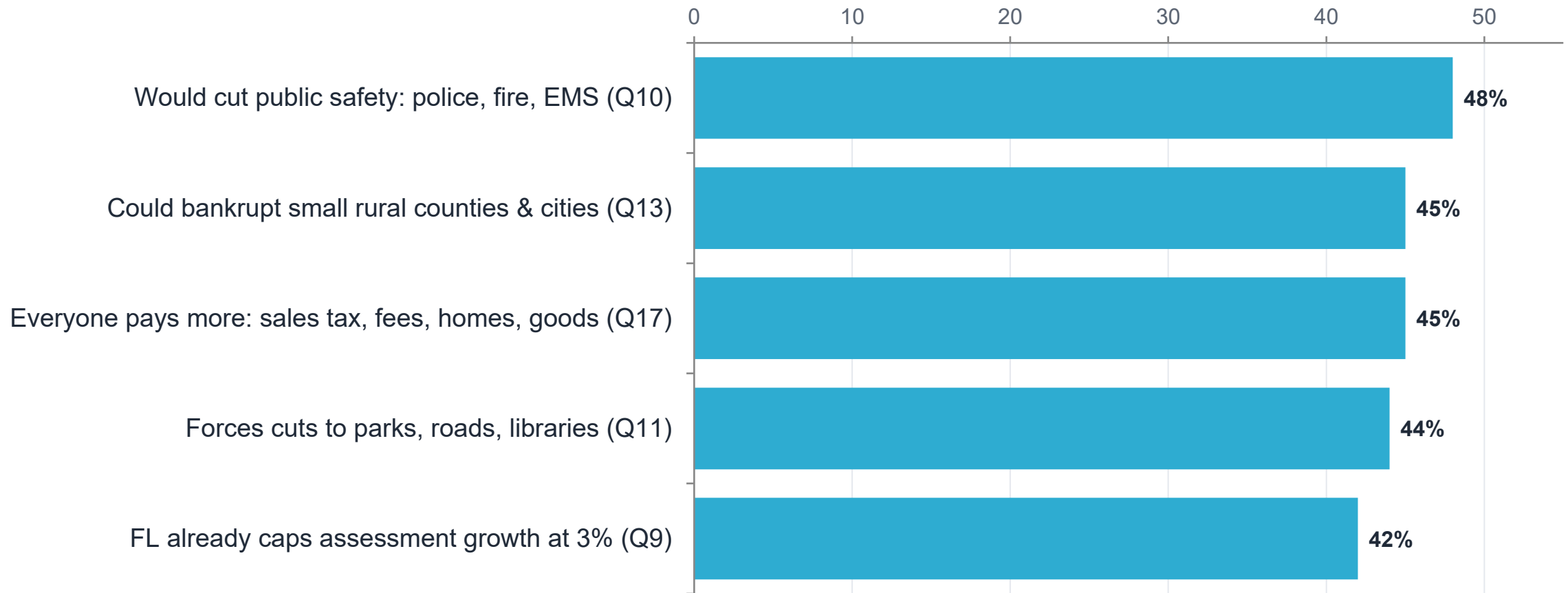
BOTTOM LINE

Voters aren't locked in.

**NOW IS THE TIME TO START
COMMUNICATING.**

The message arsenal: what actually moves votes (>40% MLL)

Share saying they'd be "much less likely" to vote yes after hearing each fact (Q9–Q19), ranked



Impact isn't enough — the message has to be believed

The three “consideration” messages tested for believability alongside persuasive impact

Message	Much less likely	Net believable	Verdict
Q21 — “Local cities & counties will raise taxes and fees on everyone — park admissions, building permits, sales taxes.”	43%	42%	Highly believable
Q20 — “Shifts the cost of local services away from wealthy homeowners onto renters and small businesses.”	43%	15%	Believable
Q22 — “Tallahassee politicians are promising you a free lunch — no plan to pay for lost revenue.”	43%	14%	Believable

What to avoid



Don't use the “G” word (government)

Voters are not sympathetic to how this will affect governments. Messaging needs to always come back to the individual's quality of life and access to services.



Don't attack the Governor

It's the weakest process attack tested (35%) and DeSantis remains net favorable. Save it for base-mobilization only.



Be wary of low-credibility messages

“If you knew that” must be paired with highest believability messages and/or delivered by high credibility messengers.



Don't assume that voters understand what you do — assume a knowledge gap

The amendment leads 59–27 on a cold read because it falsely promises relief. You must explain the vital services you provide.





Bottom line

59% → 40%

“Yes” vote on the amendment, cold read vs. fully informed

This amendment *is* beatable!

The polling shows voters move sharply once they hear what it does — but only if our facts reach them.

Key Messages



Public safety. Public safety. Public safety.

For ALL groups – negative impacts to public safety have the highest conversion scores. And public safety is multi-faceted.



It's a tax SHIFT

Taxes to fees is one thing but our messages need to remind voters that for most of them, “YOU pay more”, while “THEY pay less”. It's unfair. The wealthy get a break while working-class, young people and others pay more.



YOUR taxes go up. Local services go down.

Yes, both will happen.



Keep all lenses focused on them, not you!

Voters care little how this affects “government”, they are motivated by how this will hurt them.

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REMEMBER: CLARITY AND CONSISTENCY. WASH. RINSE. REPEAT.