



To: Interested Parties
From: Stephen Clermont, Change Research
Date: August 15th, 2022
Re: Florida Survey Results

A new survey by Change Research of 702 likely Democratic primary voters shows Charlie Crist with a healthy lead heading into the final week:

- **Crist leads Nikki Fried 47% to 37% overall.** The remaining 16% are either undecided (10%) or refuse to say who they voted for (6%).
- **Crist leads 52% to 35% among those who have said they have already voted.** He also leads 48% to 36% among those who rate their motivation to vote at a 10 out of 10.
- **Crist leads with important subgroups of the electorate.** This includes:
 - Voters over 65 (60%-26%)
 - Black voters (51%-27%)
 - Political moderates (52%-28%)
 - Voters in the Tampa-St. Pete (55%-32%) media market
 - Voters in the Orlando (50%-38%) media market

Methodology: *Polling was conducted online from August 12-14, 2022. Using its Dynamic Online Sampling process and SMS text messaging to attain a sample reflective of the electorate in each media market, Change Research polled 702 registered Democrats in Florida who say there is some chance they will vote in the August 23rd primary election. Post-stratification weights were made on age, gender, ethnicity, education, and media market to reflect the distribution of voters within the state. The margin of error is plus or minus 4.2 percentage points.*

Florida - Final

D1. What is your gender?

38% Male
62 Female

D2. In what year were you born?

12% 18 to 34
16 35 to 49
27 50 to 64
45 65+

D3. In what ZIP code do you currently live?

23% Miami-Ftl
22 Tampa - St Pete
20 Orlando
12 West Palm
8 Jacksonville
4 Ft Myers-Naples
4 Tallahassee
2 Gainesville
2 Mobile-Pensacola
1 Panama City

D4. What race/ethnicity best describes you?

50% White / Caucasian
32 Black or African American
15 Hispanic or Latino/a
1 Asian / Pacific Islander
0 American Indian or Alaska Native
2 Other

D5. What is the highest level of education you have completed?

10% High school diploma or less
25 Some college, but no degree
17 Associate's degree, or two-year college degree
25 Bachelor's degree, or four-year college degree
23 Graduate degree

D6. Are you currently registered to vote in Florida?

100% Yes

D7. Regardless of which party you currently identify with, are you registered with:

100% The Democratic Party

Q1. On Tuesday, August 23rd, Florida will hold a Democratic primary election for Governor, United States Congress, and other offices. Many Democrats don't vote in primary elections and wait until the fall when Democrats run against Republicans. Do you plan to vote in the Democratic primary election in 2022?

43% Yes, I have already voted
50 Yes, definitely
5 Yes, probably
2 Maybe (50-50)

Q2. (If not voted yes) How motivated do you feel about voting in the August 23rd Democratic primary election?

68% 10 - Extremely motivated to vote
5 9
6 8
9 7
6 6
4 5
0 4
1 3
1 2
0 1
0 0 - Not motivated at all to vote

Q3. (If voted) Who did you vote for in the Democratic primary election for Governor?

52% Charlie Crist
35 Nikki Fried
13 Prefer not to say

Q4. (If didn't vote) In the Democratic primary election for Governor, who do you plan to vote for?

Combined results with above

47% Total Crist
37 Total Fried
10 Not sure
6 Prefer not to say