



TO: INTERESTED PARTIES
FROM: ROGERS FOR FLORIDA
RE: FL-02 SURVEY RESULTS
DATE: APRIL 27th, 2026

The Rogers for Florida campaign conducted a survey of 400 likely Republican primary voters in FL-02 from March 9-11, 2026. A majority of the interviews were conducted via cell phones, with additional interviews done via text to web and landline phones. The margin of error is +/-4.9% at a 95% confidence interval.

KEY FINDINGS

The FL-02 Republican primary is wide open. No candidate has yet defined themselves with the conservative base that will decide this race. Voters need to see positive messaging that establishes Austin’s biography - as the conservative candidate of faith in this race, backing President Trump and his agenda, especially on issues related to combatting China.

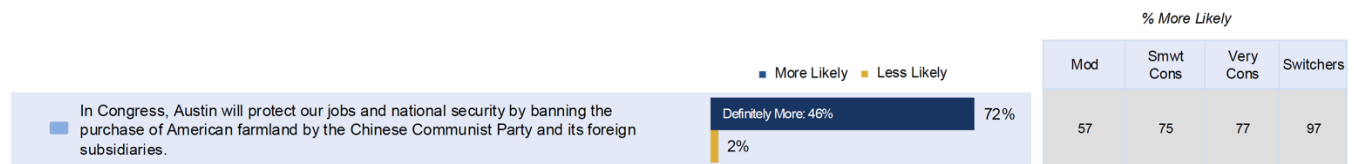
THE SPECIFICS

A Wide-Open Race

The field is largely undefined, with 64% of likely primary voters still undecided on the ballot. With 53% of the electorate self-identifying as very conservative and no candidate yet owning that lane, the opportunity to consolidate the decisive ideological bloc in this primary is available - but it will not stay open forever. The candidate most successful in positioning themselves as the candidate for this bloc will win this primary.

The Message: Make This an Ideological Fight

The Rogers messaging that moved voters most decisively hit on ideologically conservative frames. Defining Austin as the ideological conservative, aligned with President Trump, willing to take on the Chinese Communist Party, deport illegal aliens, and go after the fraudsters stealing from the American people.



THE PATH FORWARD

To win this race, positive advertising needs to be run that plants Rogers firmly in the conservative ideological lane. This framing should anchor all creative:

- Conservative ideology and Trump alignment. Rogers must be established as the most conservative candidate in the field who will back President Trump 100% on immigration, deporting all illegal aliens, combatting China, and going after immigrant fraudsters.