Breakthrough Research
SURVEY FINDINGS

AUGUST 18, 2026 | AMENDMENT 3

SachsMEDIA

METHODOLOGY

Sachs Media surveyed 800 Florida voters, August 18, 2026, via random sample of the Florida Voter File. Aggregate margin of error +/- 3.5% at the 95% confidence level. Results are representative by age, race, gender, political affiliation, and region.

KEY FINDINGS

Florida's 2026 Amendment 3 landed in court this month, where challengers argued the ballot title and summary read as advocacy rather than neutral description. A Leon County judge agreed, and Attorney General James Uthmeier was tasked with rewriting the language.

This survey split the sample into two groups, each randomly assigned to view either the old ballot language or the revision.

Overall, across both groups, 63% say they would vote yes on Amendment 3 today and 37% would vote no. (Those who would abstain were told to move to the next question, just as they would on a ballot.)

That is essentially unchanged from identical questions Sachs Media asked on June 24, 2026 (64%) and August 3, 2026 (64%).

The split-sample results tell another story: The version rewritten to be less persuasive is the one that performs better.

- 60% would vote yes after reading the old language (barely clearing passage)
- 65% would vote yes after reading the revision (five points clear)

The gain comes from precisely the voters the amendment needs:

- Nonpartisans move from 63% under the old language to 71% under the new
- Democrats move from 36% to 42%
- Republicans move marginally in the opposite direction, from 89% to 86%

TAKEAWAYS

The difference between approval for the old and new language is not statistically significant, but may be politically so.

Some respondents who saw the original language may be aware that it was struck down, and this could have influenced approval rates in that group.

That said, the trends are worth following. The original language leaned on persuasive framing ("Save Our Homes," protecting small businesses, fairness for Florida residents). Republicans were already supportive and did not need convincing, while Democrats and nonpartisans may have found in that framing something to argue with. It may be that voters outside the base respond more favorably to being informed than to being sold.

DATA TABLES

RESPONDENTS WERE RANDOMLY ASSIGNED TO VIEW ONE OF TWO MESSAGES:

MESSAGE A: OLD BALLOT LANGUAGE DRAFTED BY FLORIDA LEGISLATURE	**MESSAGE B: NEW BALLOT LANGUAGE** REVISED BY ATTORNEY GENERAL
SAVE OUR HOMES FROM EXCESSIVE PROPERTY TAXES. This amendment benefits Florida taxpayers by: Exempting homestead properties from taxation. Exempts the first $250,000 of a homestead's value from taxation for all levies other than school district levies and requires, through general law, a schedule for full elimination. Ensuring funding for core services. Requires local governments to use remaining property taxes solely for core public needs including public safety, education and schools, infrastructure, and natural resources. Protecting small businesses. Limits future property tax assessments on businesses. Ensuring fairness for Florida residents. Requires any person who establishes Florida residency after January 1, 2027, to maintain Florida residency for five years prior to receiving the increased homestead exemption. If approved, the amendment would take effect on January 1, 2027.	**INCREASED HOMESTEAD EXEMPTION; LOWER CAP ON INCREASES IN NON-HOMESTEAD PROPERTY ASSESSMENTS.** This amendment increases the homestead exemption, for all non-school taxes, to $150,000 in 2027 and $250,000 in 2028, and adjusts for inflation thereafter. It requires the Legislature to prescribe a uniform procedure for counties and municipalities, for their respective levies, to increase the homestead exemption up to full assessed value, and allows special districts, subject to referendum approval, to do the same. Persons who are not Florida residents on December 31, 2026, will receive the existing homestead exemption upon qualifying for a homestead exemption, with the increased homestead exemption beginning with the fifth year of exemption, to the extent permitted by the U.S. Constitution. This amendment reduces the annual cap on assessment increases for nonhomestead properties from 10% to 5%. This amendment requires counties and municipalities to use property taxes solely for public safety, education and schools, infrastructure, natural resources, bond debt service, retirement benefits for employees, and operations and administration. Other expenditures may be approved by county officers or county or municipal governing bodies unless prohibited by general law, notwithstanding Article VII, Section 9(a) of the Florida Constitution, which allows counties and municipalities to levy property taxes for their respective purposes.

AGGREGATE: ALL MESSAGE GROUPS COMBINED

If that election were held today, how would you vote?	ALL	PARTY		
		DEM	NPA	REP
Yes	63%	39%	67%	88%
No	37%	61%	33%	12%

“Yes” compared to prior surveys:
- June 24, 2026: 64%
- August 3, 2026: 64%

BY MESSAGE GROUP

If that election were held today, how would you vote?	ALL		PARTY					
			DEM		NPA		REP	
	OLD	NEW	OLD	NEW	OLD	NEW	OLD	NEW
Yes	60%	65%	36%	42%	63%	71%	89%	86%
No	40%	35%	64%	58%	37%	29%	11%	14%