

To: Interested Parties
From: Ryan Tyson, Tyson Group President and CEO
Subject: Amendment 3 State of Play
Date: July 23, 2024

Overview

Following the [launch](#) of our committee last week, we are in a strong position to defeat Amendment 3. Even though millions have been spent to boost it in recent months, support for the amendment is stuck in the mud and its opposition has grown. We expect to see the ceiling of support for the amendment decrease in the weeks ahead as we ramp up our effort to defeat Amendment 3 with messages that our recent data shows can move the needle with the key coalitions that will decide this campaign.

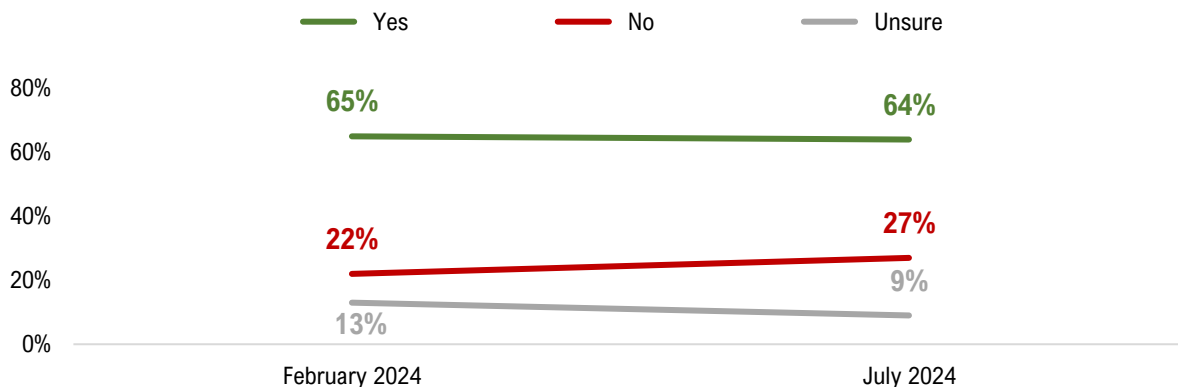
Support for Amendment 3 is Stagnant Despite \$5 Million in TV Spending

The last few months in this campaign have played out in a predictable fashion given the incredible number of flaws in Amendment 3. It's been a classic tale of what happens when you have a bad idea that finally meets public scrutiny.

The arguments Floridians have been hearing about Amendment 3 haven't expanded its coalition of support!

When we first polled the amendment back in February, **65%** of likely Florida general election voters said they supported Amendment 3 with **22%** opposing it. Four months later, and the only thing that has increased is the No Vote: the amendment is now at **64% / 27%**.

This is not where proponents of the amendment wanted to find themselves with just over three months until Election Day **after spending nearly \$5 million on television ads** in multiple major markets across the state unanswered.



The strategy of the opposition was clearly to put their significant resource advantage to work in the early stages of this race in order to build an insurmountable lead before the fall campaign. It didn't work and they know it. That's exactly why they chose to pull their TV ads off air less than a month ago and are now scrambling to figure out where to go from here.

Our Messaging Will Make the Difference with Adequate Resources

Even more encouraging for our effort is that our messages beat the messages the other side has spent months trying to burn in with voters. After presenting voters with the arguments from both sides, **the informed ballot showed 57% support of Amendment 3 while 35% opposed it.** These findings make abundantly clear that if we have the necessary resources to make the case against Amendment 3 that we will continue to eat into its support and defeat it in November.

Conclusion

Longtime observers of ballot initiatives in Florida will note that when running a "yes campaign" **the goal is always to start 10% above** the threshold you need to hit on Election Day. Why? Once voters focus and start reading the details and nuances of ballot language they start questioning it. That's exactly what's happening with Amendment 3 in Florida this election year.

Not only are the supporters of Amendment 3 entering traditional campaign season at a historical disadvantage, they wasted valuable time and money pushing arguments that don't hold up with Floridians.

If we're able to get the infusion of resources we need in the coming weeks to go on offense and further educate the electorate on all the flaws in the bad plan that is Amendment 3, it will continue to bleed support and we will be victorious.