

# UNIDOS US

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## SURVEY OF LATINO VOTERS IN FLORIDA

# About the Survey

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- Total N=3,037 Latino eligible voters
  - N= 2,707 registered
  - N= 330 eligible, not registered
  - Margin of error +/- 1.8%
- Oversamples
  - N=300 per: Arizona, California, Georgia, Nevada, North Carolina, Pennsylvania (+/- 5.7%)
  - N=400 Florida, Texas (+/- 4.9%)
- Field Dates: Nov 2 - 13, 2023
- English or Spanish, according to preference
- Mixed mode: 75% online, 25% live telephone interviews

# Key Findings in Florida

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**1. Florida's top issues are consistent with Latinos across the country--Inflation, jobs, health care costs, crime/guns, housing cost, and immigration. That order matches the national order.**

- Food and basic necessities, housing/rent, gasoline and health insurance are the principal worries regarding inflation
- Jobs concern overwhelming the need for better pay, with better benefits a distant second
- For healthcare, the costs of insurance and prescription drugs worry Florida Latinos deeply
- When Latinos say crime/guns worry them, the priority is overwhelmingly guns and mass shootings, with traditional crime concerns ranked far below.

**2. Immigration: Still important, but not as central as in years past:**

- Latino voters STRONGLY favor a path to citizenship for long-term immigrants and Dreamers as top two concerns
- Border enforcement is a distant third

**3. Reproductive Rights are strongly preferred—by a margin of 65% to 28%, Florida Latinos oppose efforts to restrict/ban abortion rights, no matter their own personal beliefs on the issue.**

# Key Findings Continued:

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**4. Medicaid expansion is strongly desired in Florida (79% in favor to 7% opposed)**

**5. Climate concern is high, and Florida Latinos think climate action is urgently needed to forestall weather and climate related catastrophes. Only 7% doubt the reality of climate change.**

**6. Florida Latinos are unique in trusting Republicans (34%) over Democrats (30%) to best handle their important issues. Yet on all but one individual issues asked, Democrats are preferred to Republicans to “best handle” the issue.**

**7. Approval numbers show Biden having lower approval than elsewhere (36-57), and the GOP House is also slightly underwater (42-44).**

**8. In 2024, 19% of Latinos in Florida will be voting in their first presidential election**

- 15% for the first time in ANY federal election
- Another 15% voted for the first time in 2020
- 35% of Florida's Latino electorate is new since Hillary Clinton and Donald Trump faced off in 2016.

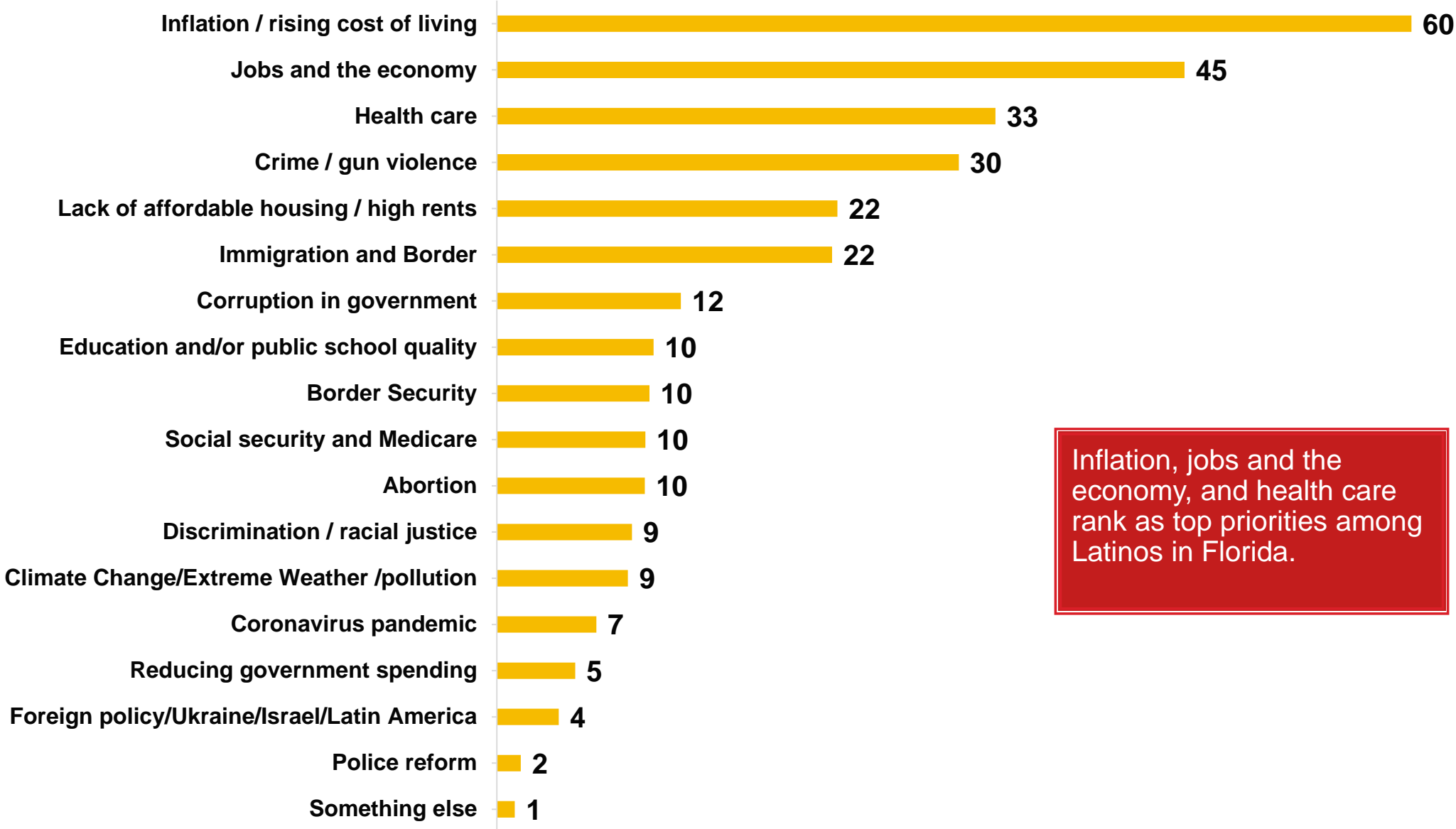
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# ISSUE PRIORITIES AND POLICY VIEWS

# What are the most important issues that elected officials should address?

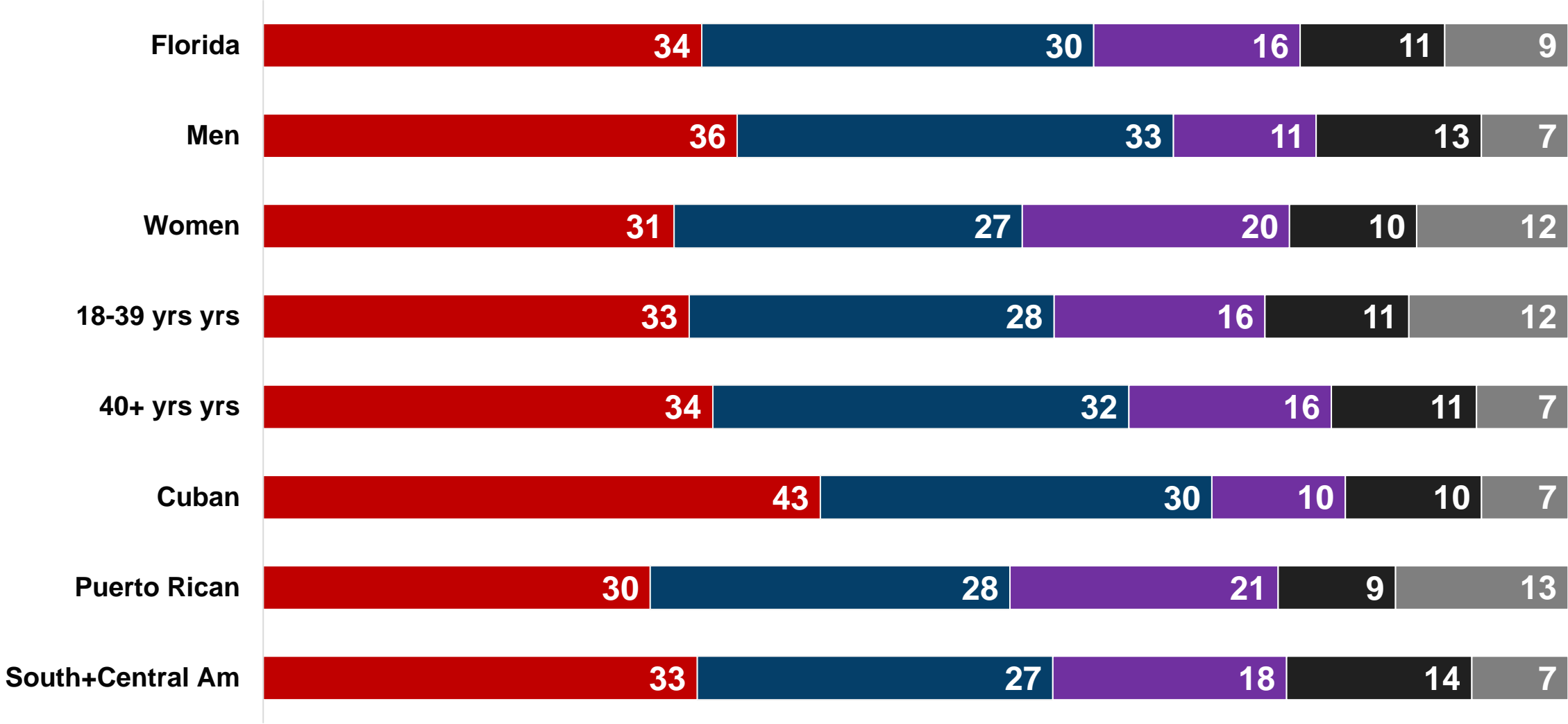
(Rank up to three. Sorted highest to lowest)



Inflation, jobs and the economy, and health care rank as top priorities among Latinos in Florida.

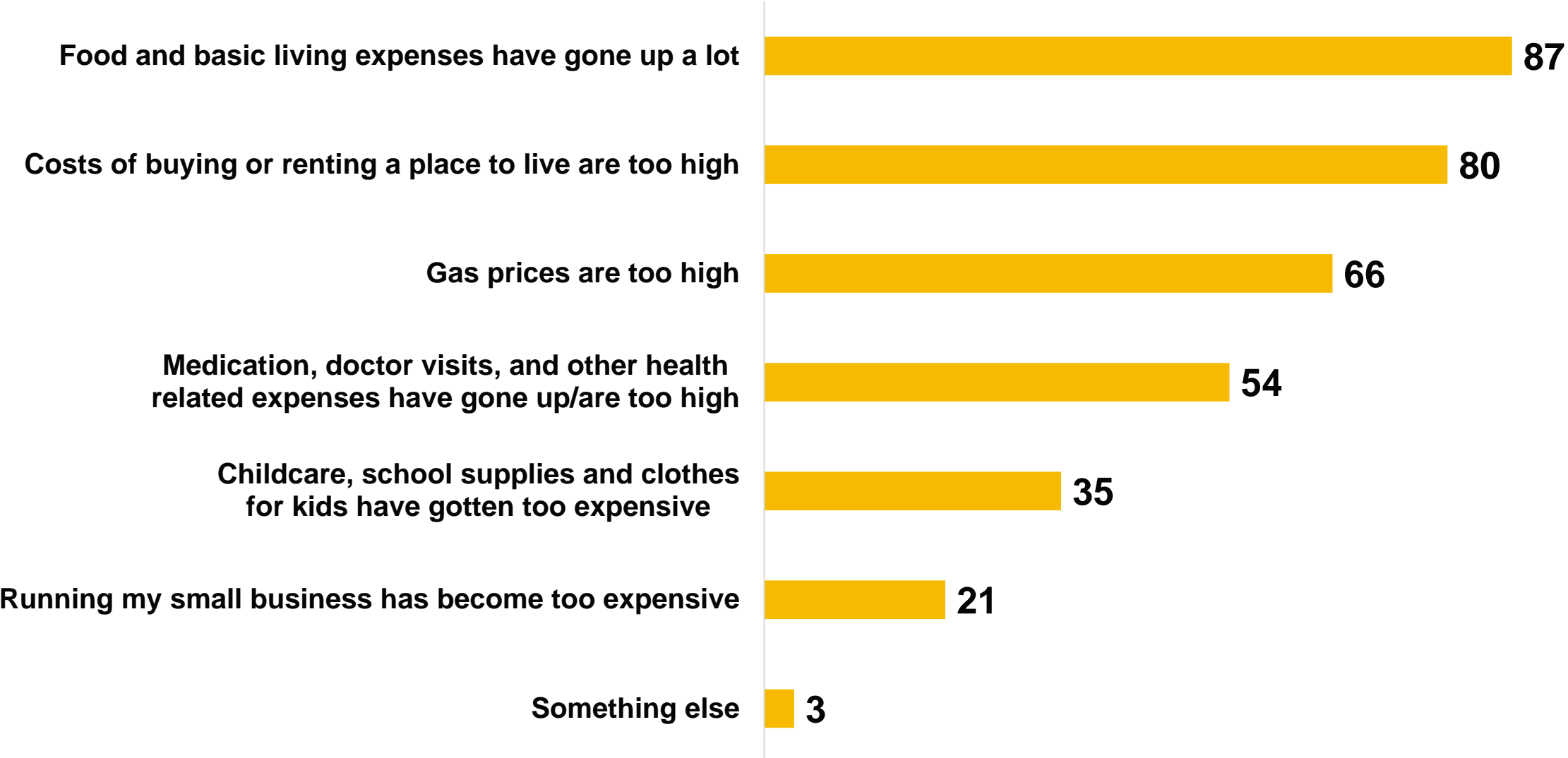
# Which party would be best at addressing [issue respondent cited as top concern/priority]?

■ Republicans
 ■ Democrats
 ■ Both
 ■ Neither
 ■ Don't know



Nov 2-13, 2023 N=400 (+/-4.9%)

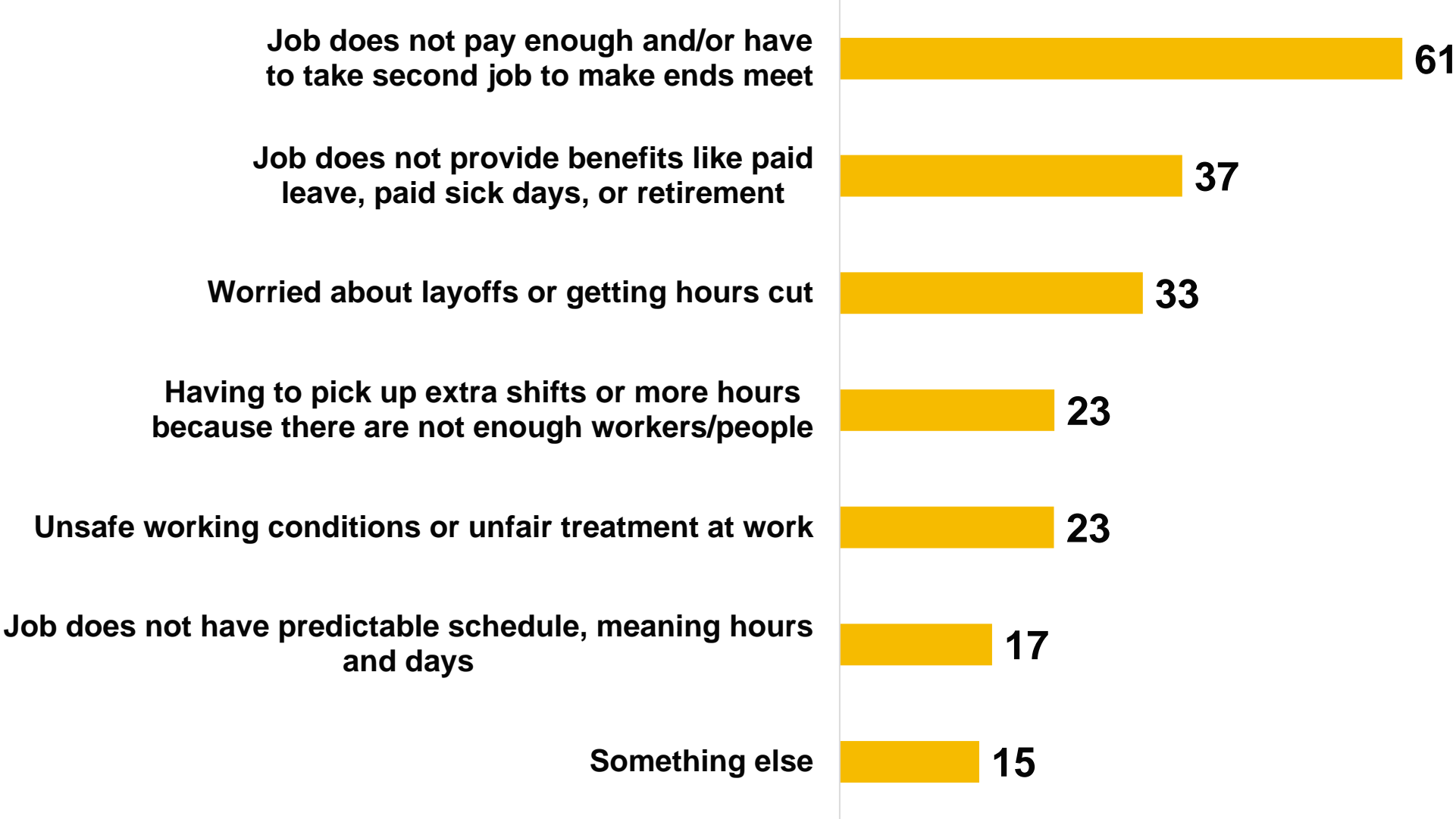
# What did you have in mind when you said *inflation and the rising cost of living* are important issues elected officials should address? (all that apply)



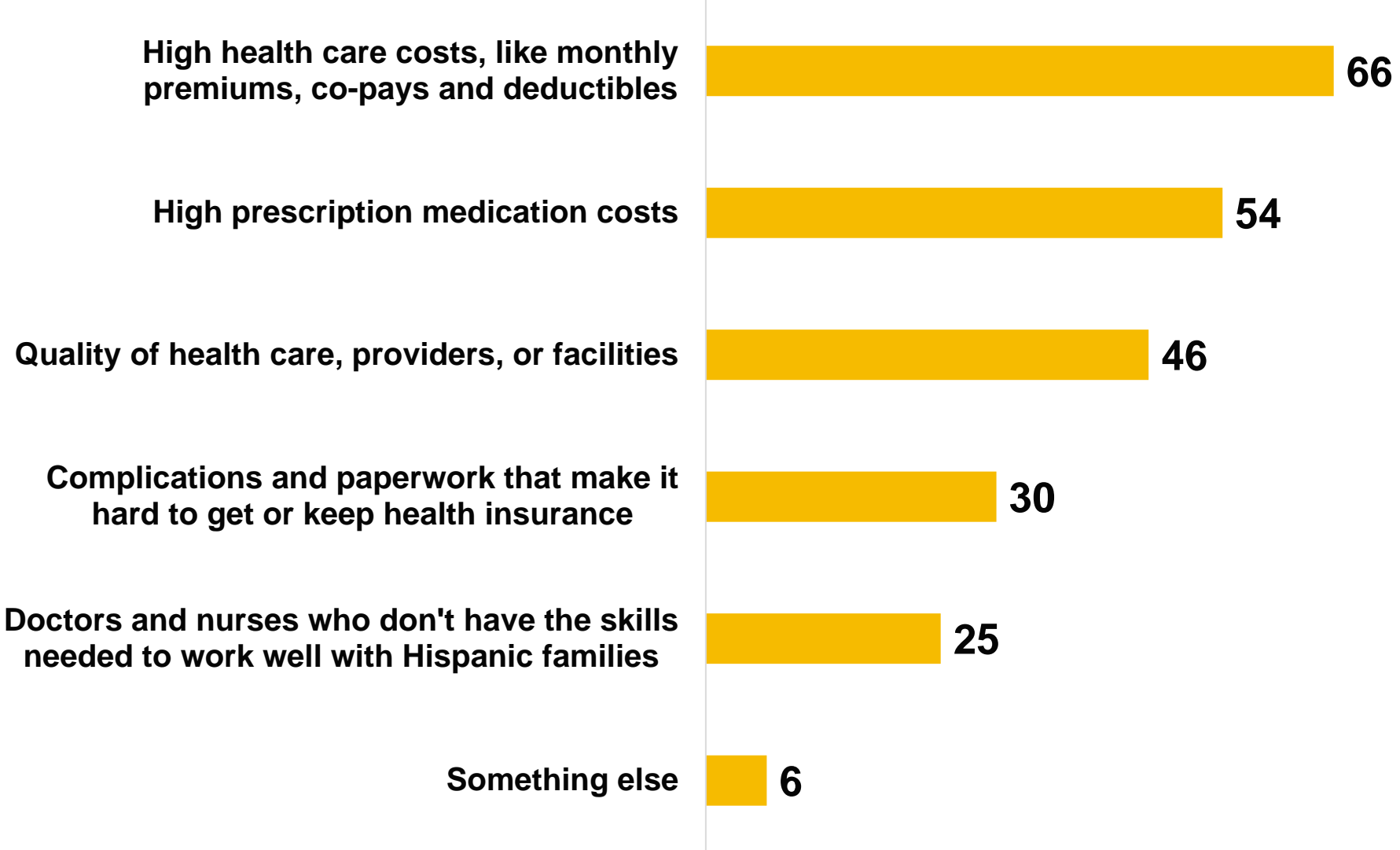
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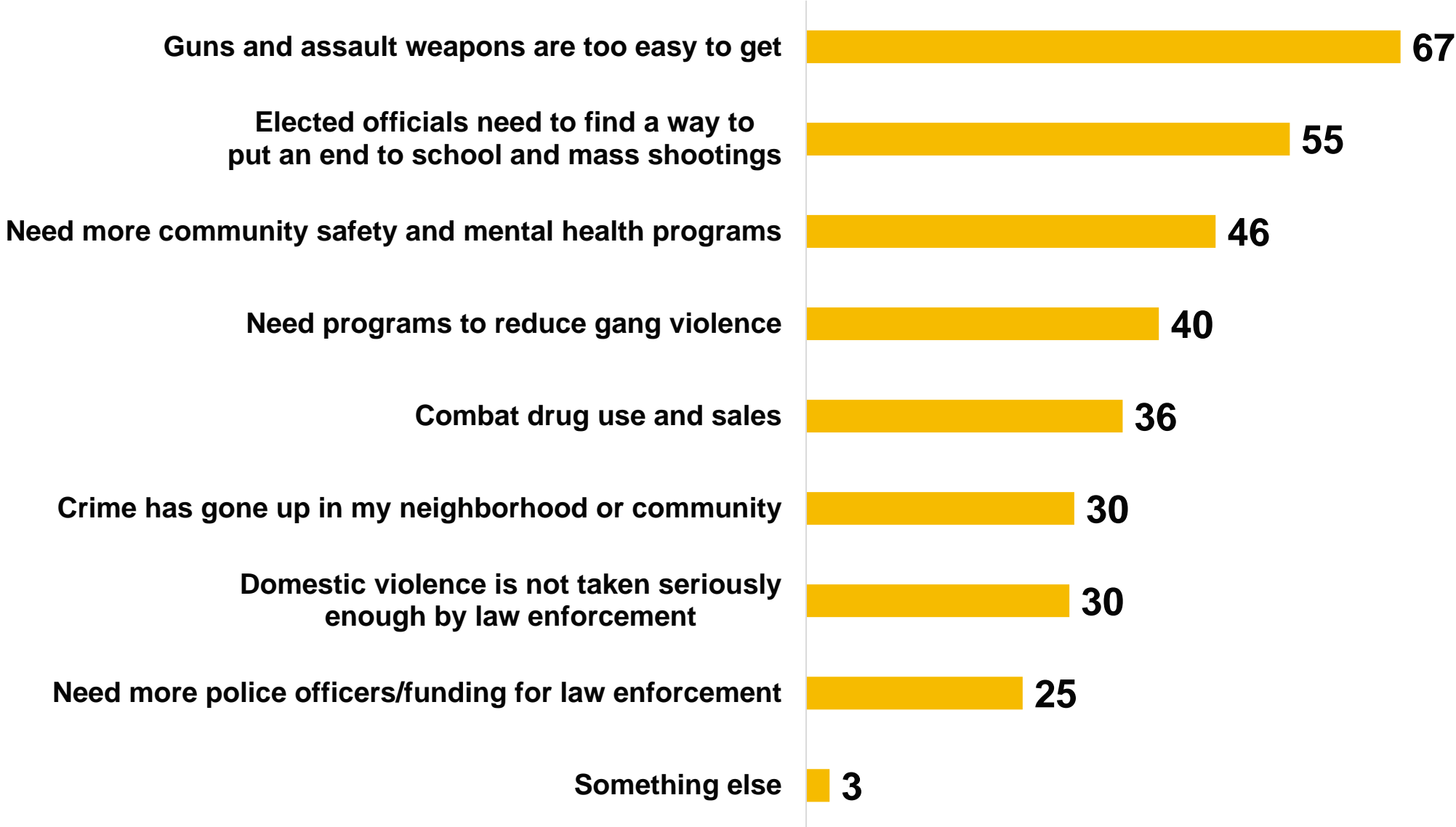
# What did you have in mind when you said *jobs and the economy* are important issues elected officials should address? (all that apply)



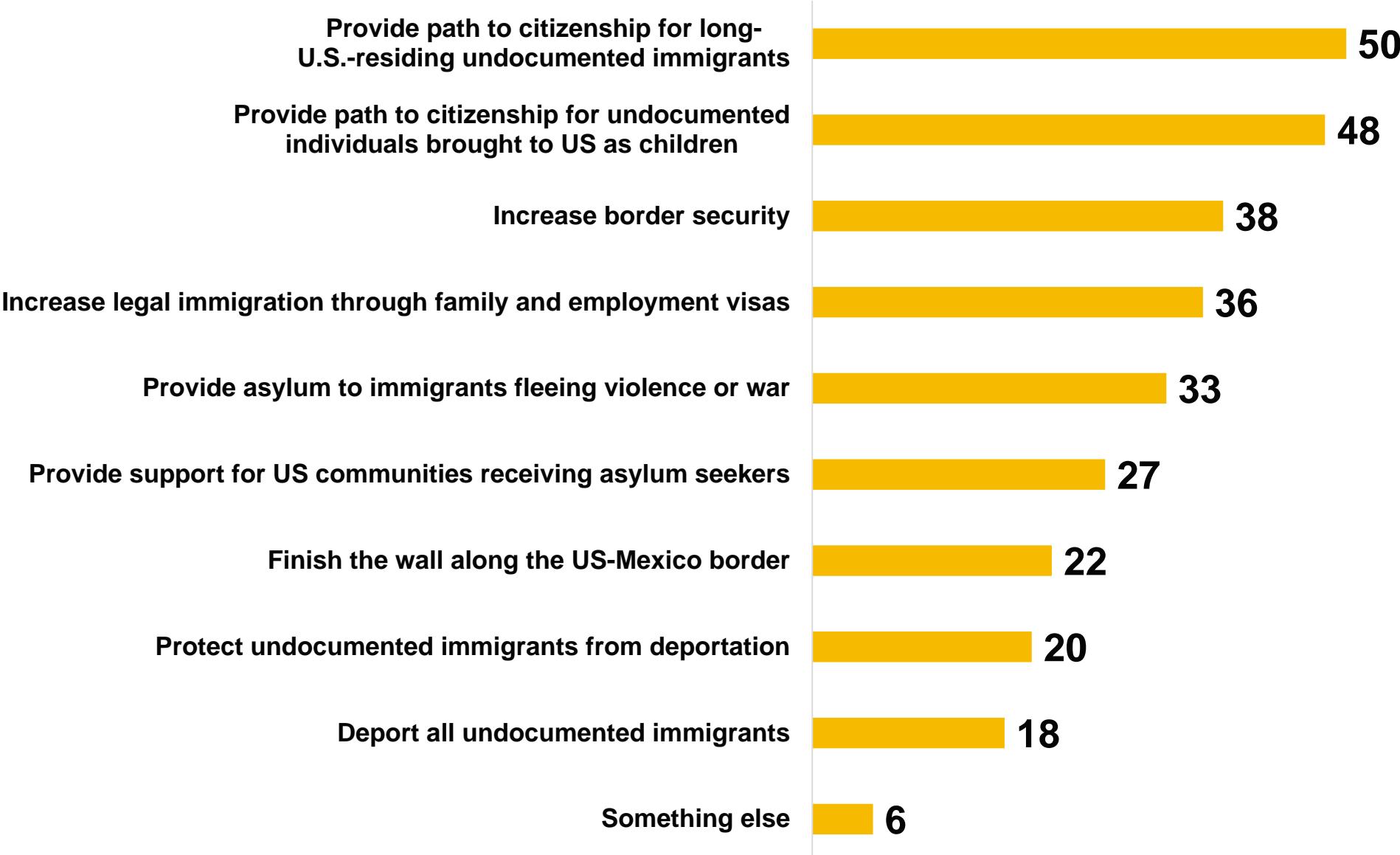
# What did you have in mind when you said *health care* is an important issue elected officials should address? (all that apply)



# What did you have in mind when you said crime and gun violence are important issues that elected officials should address? (all that apply)



# Thinking about the US immigration system, which of the following do you think are the most important issues that elected officials should address? (All that apply. Sorted highest to lowest.)

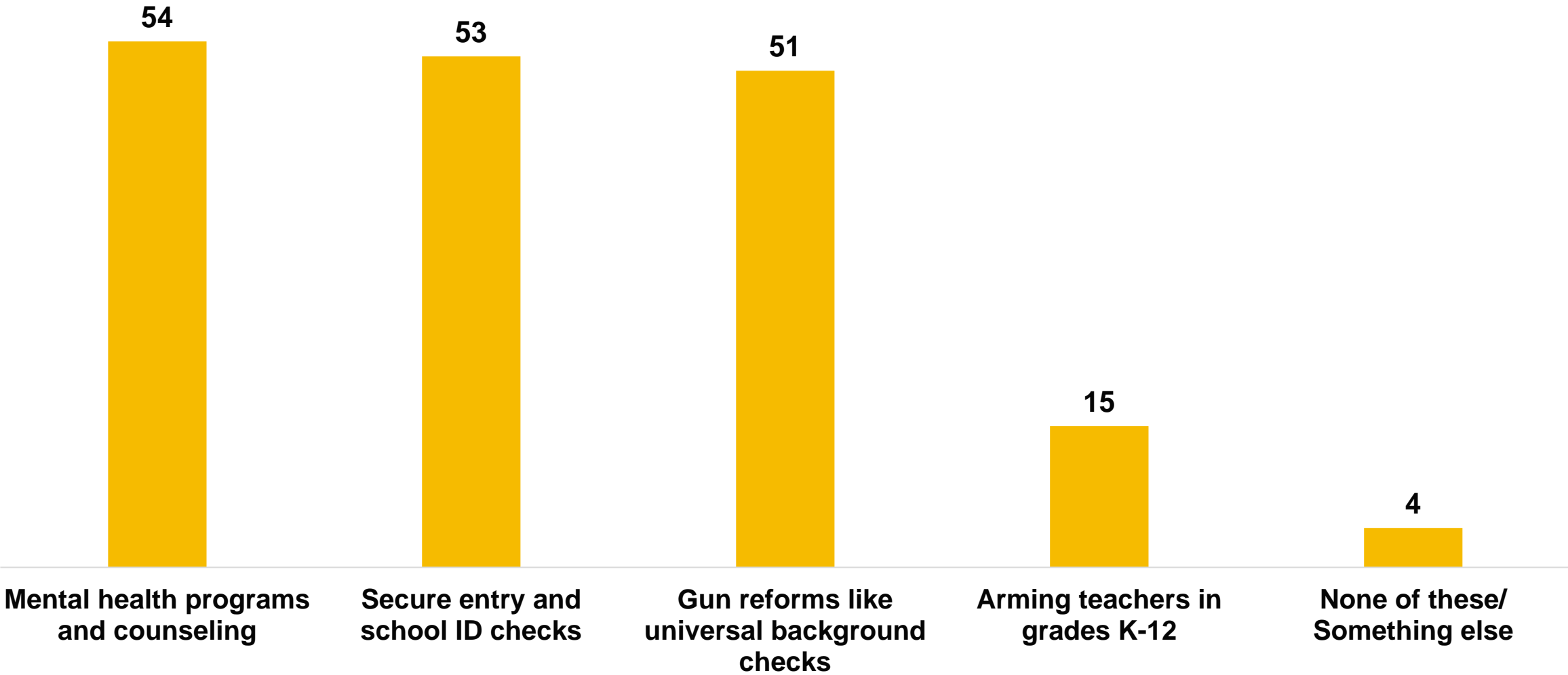


# Should Florida accept funds that the federal government is offering to provide health insurance to low-income adults, in Florida who make less than \$20,000 per year, and work at jobs that do not provide health insurance? (% agree reported)

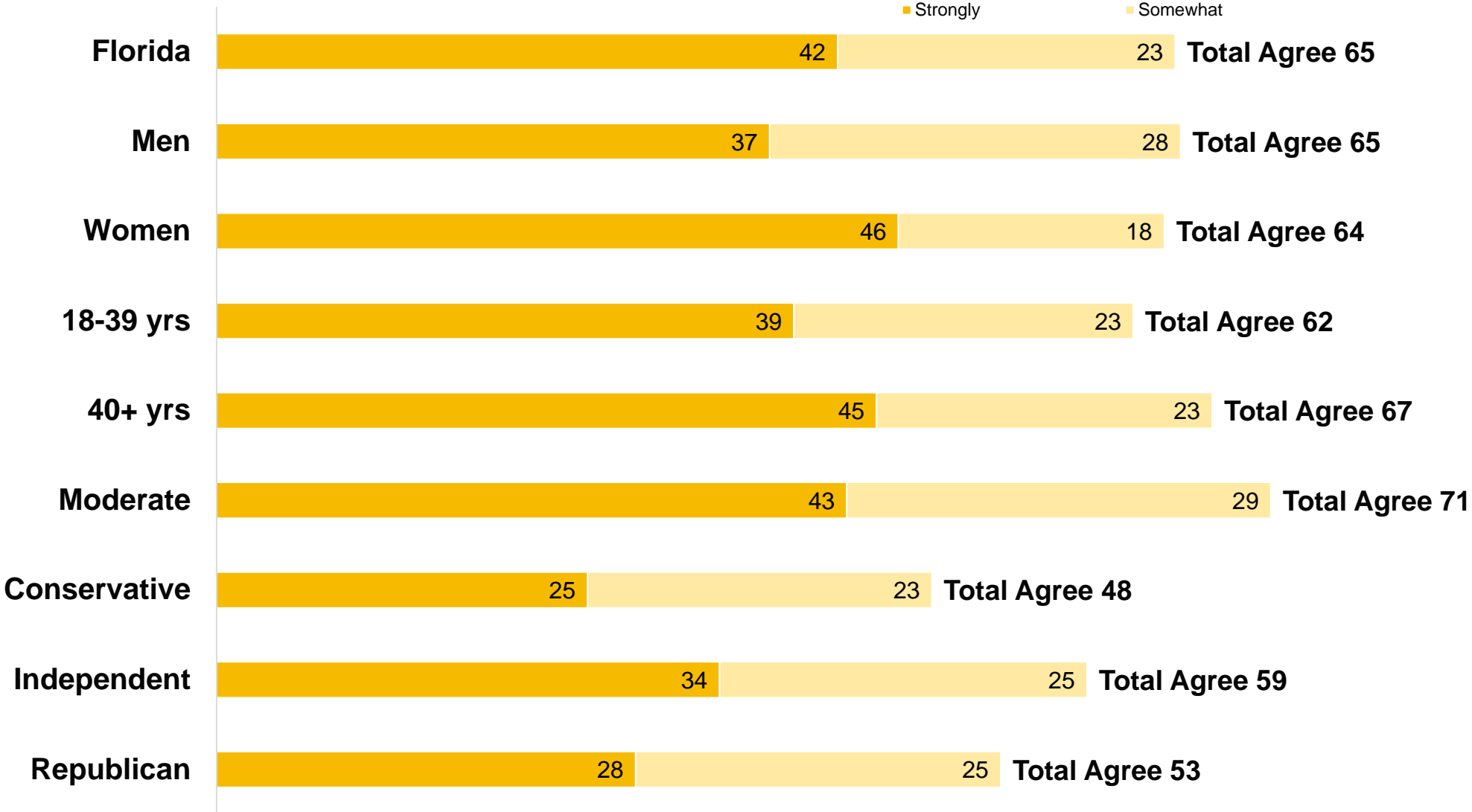


Nov 2-13, 2023 N=400 (+/-4.9%)

# Which policies do you think would be the best solutions to make schools in your community safer for students and teachers? (All that apply)



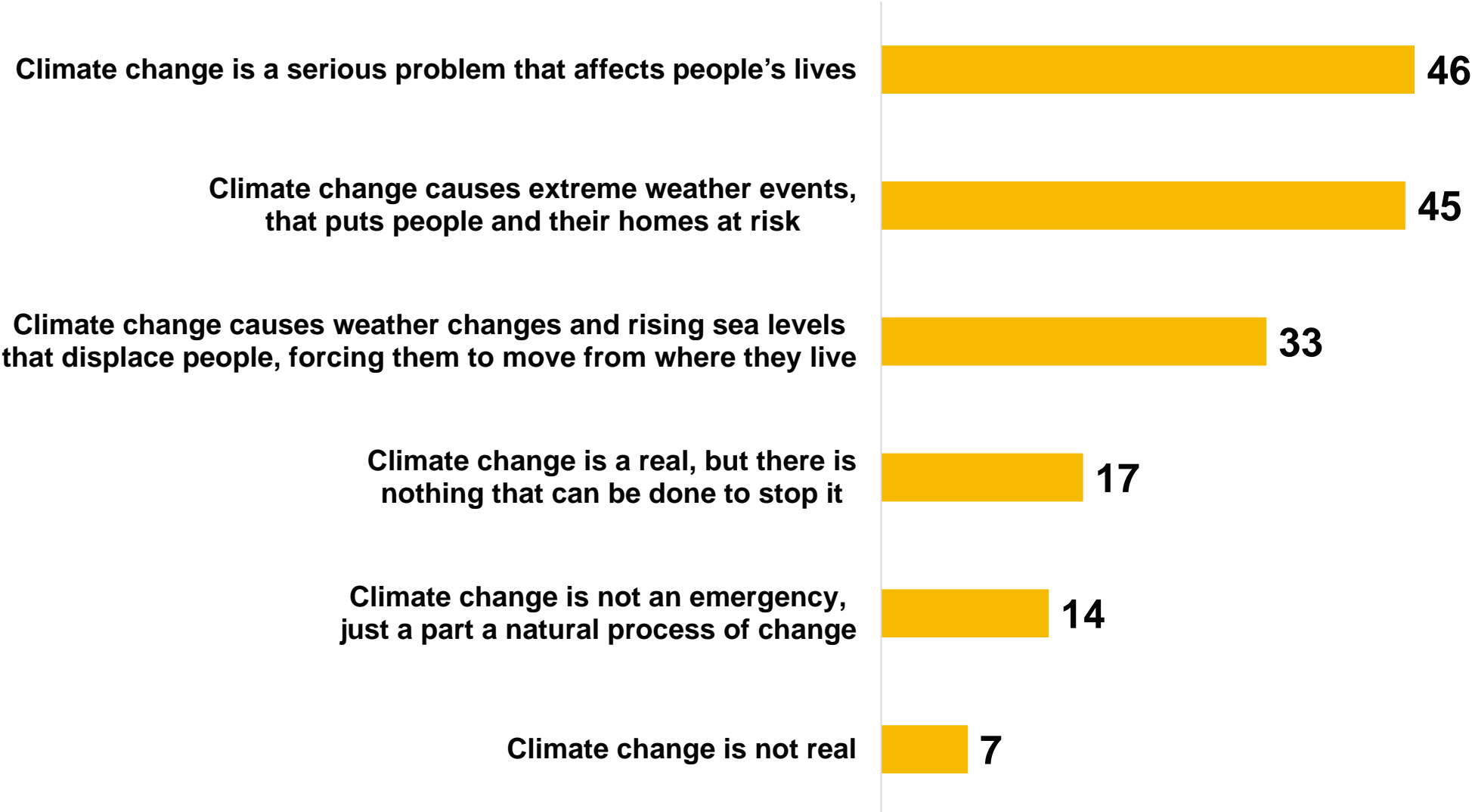
**Do you agree or disagree with the following statement? No matter what my personal beliefs about abortion are, I think it is wrong to make abortion illegal and take that choice away from everyone else. (% agree reported)**



Nov 2-13, 2023 N=400 (+/-4.9%)

# When it comes to climate change, which of these statements do you agree with?

(Select up to two answers. Sorted highest to lowest.)



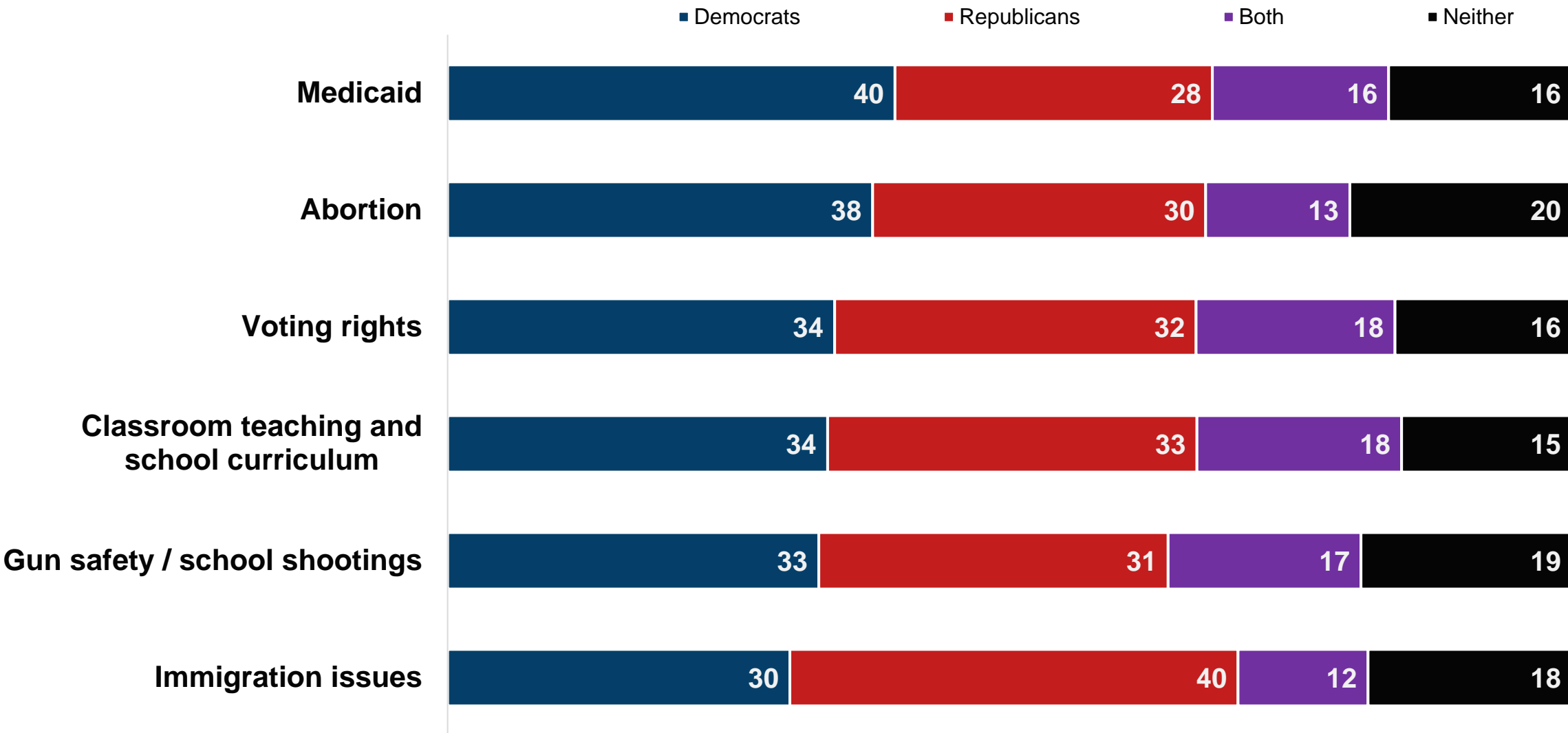


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## CANDIDATES AND PARTIES

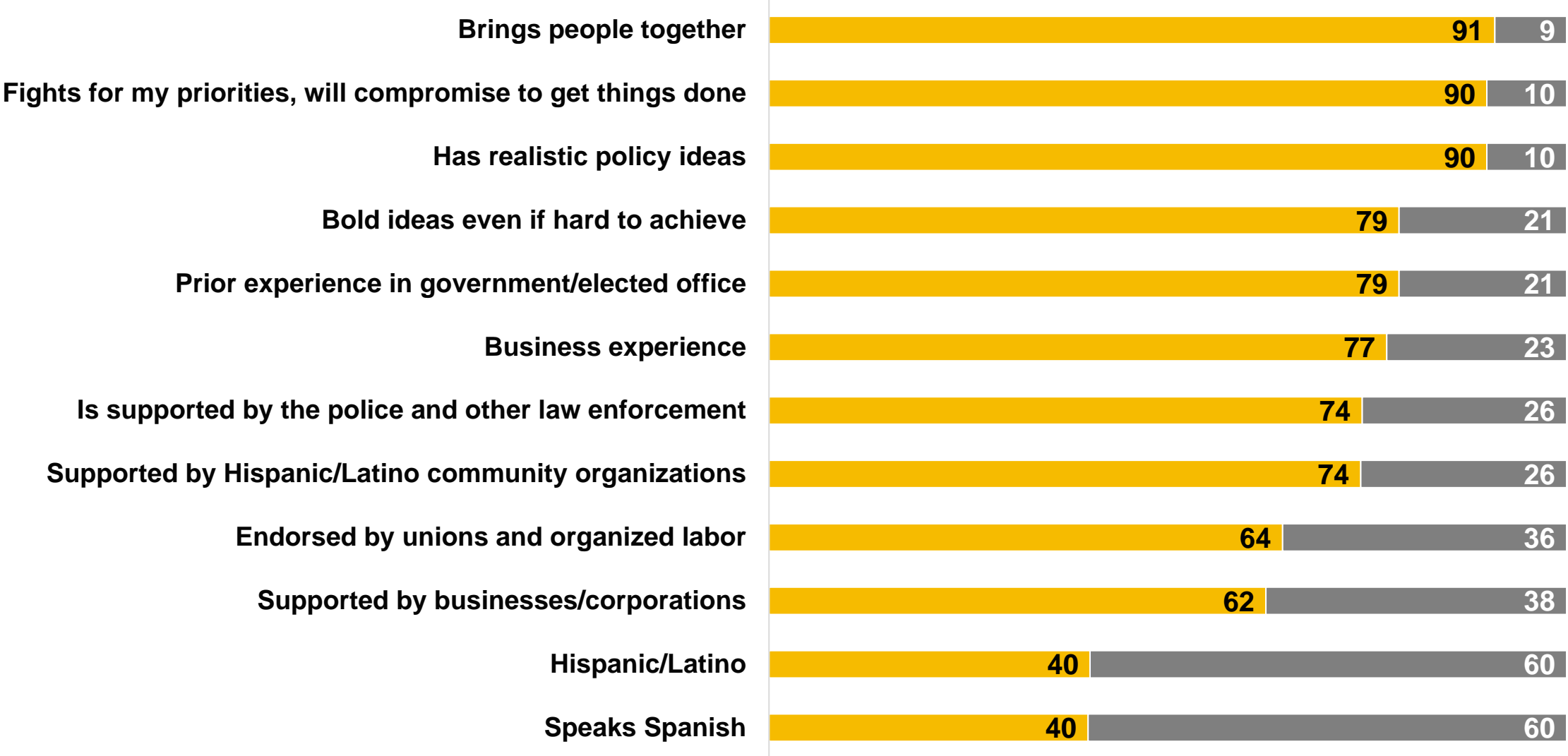
# Thinking about the election coming up in November of this year, which party do you think would do a better job handling each of the following issues:



Nov 2-13, 2023 N=400 (+/-4.9%)

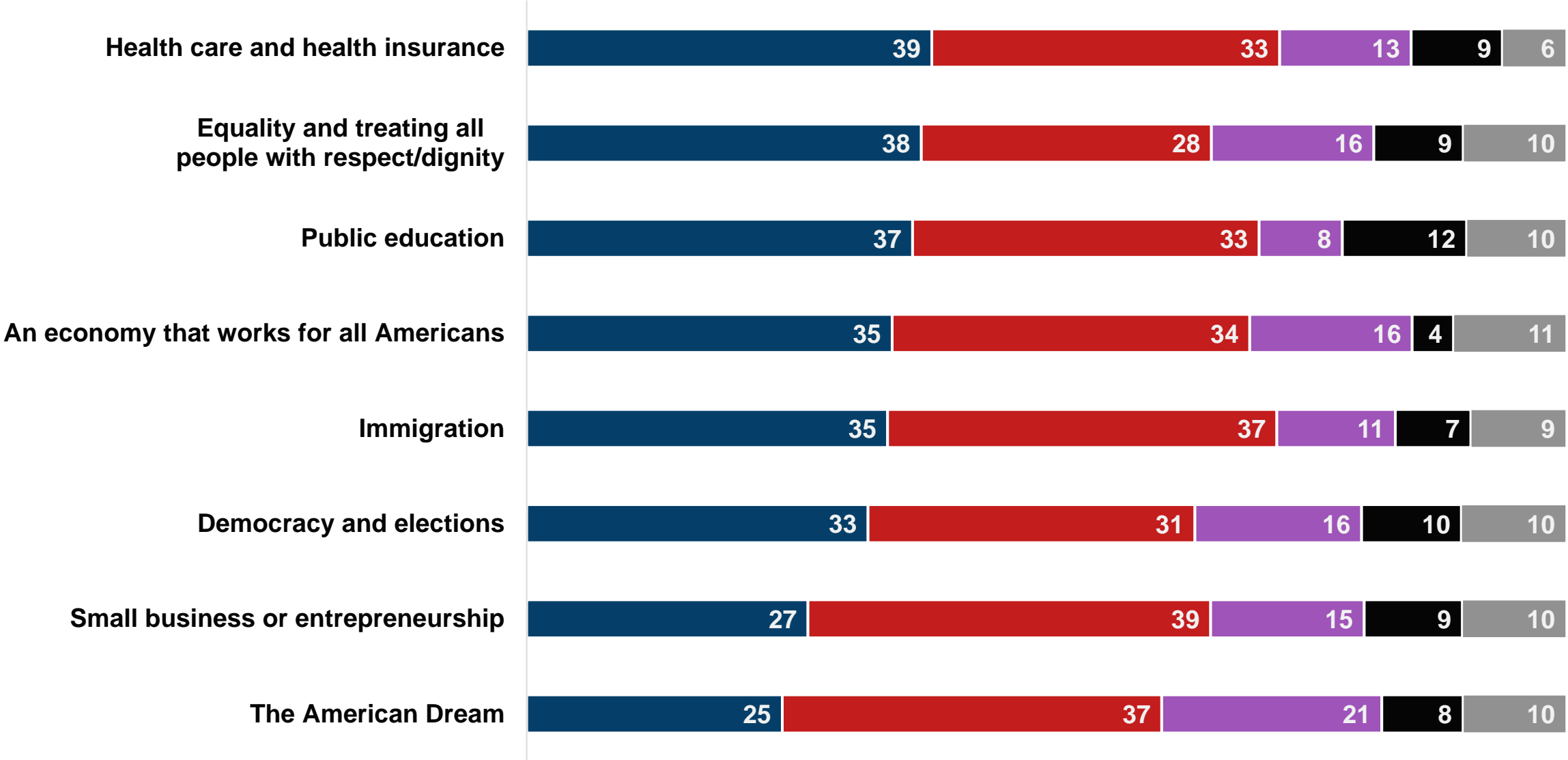
# In making decisions about which candidates to support in an election, how important is it to you that a candidate has the following traits or background?

■ Important    ■ Not Important



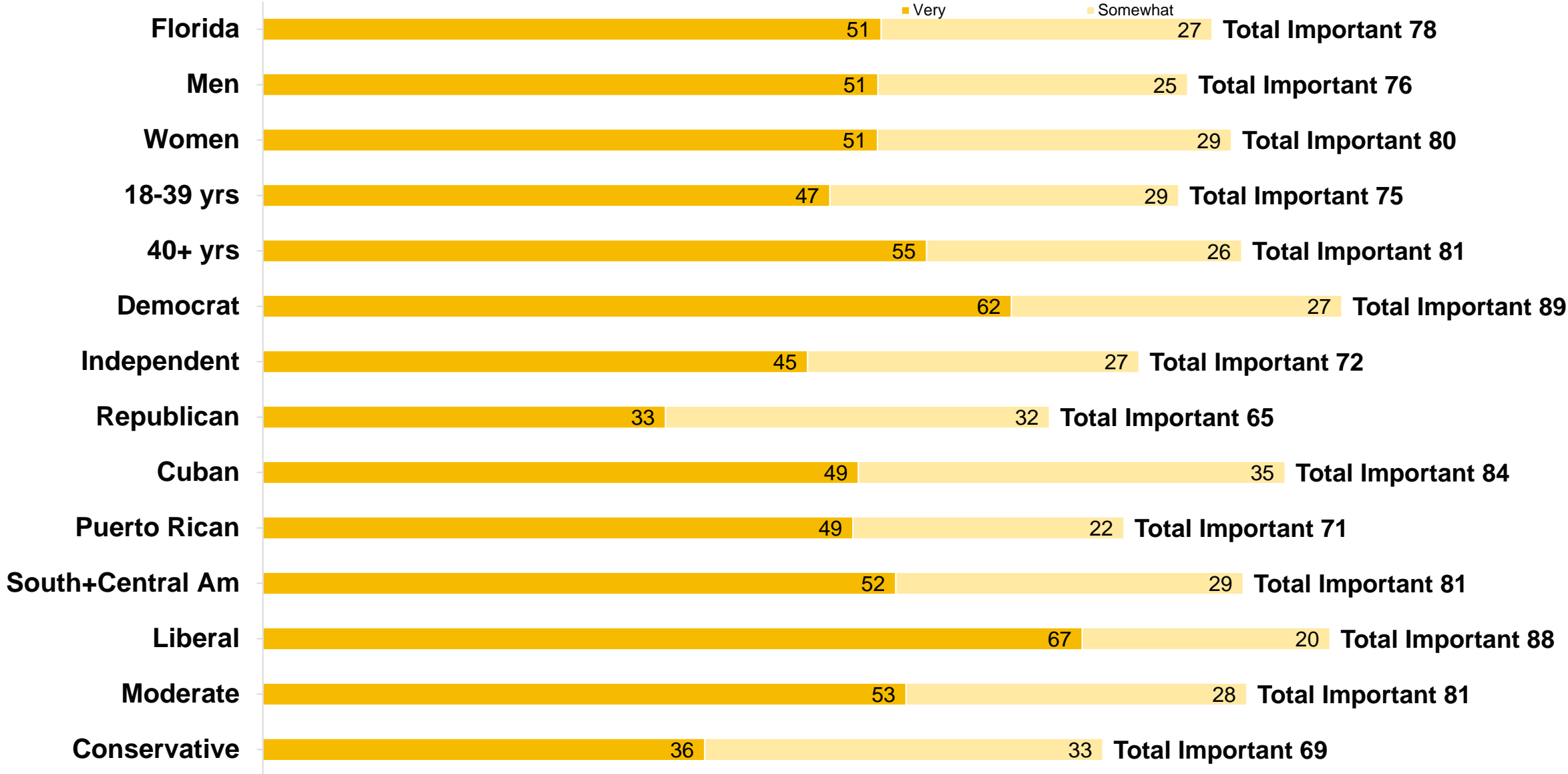
# Generally speaking, which party do you believe shares your values, or is closer to your personal beliefs/values when it comes to your views on:

■ Democrats ■ Republicans ■ Neither ■ Both ■ Don't know

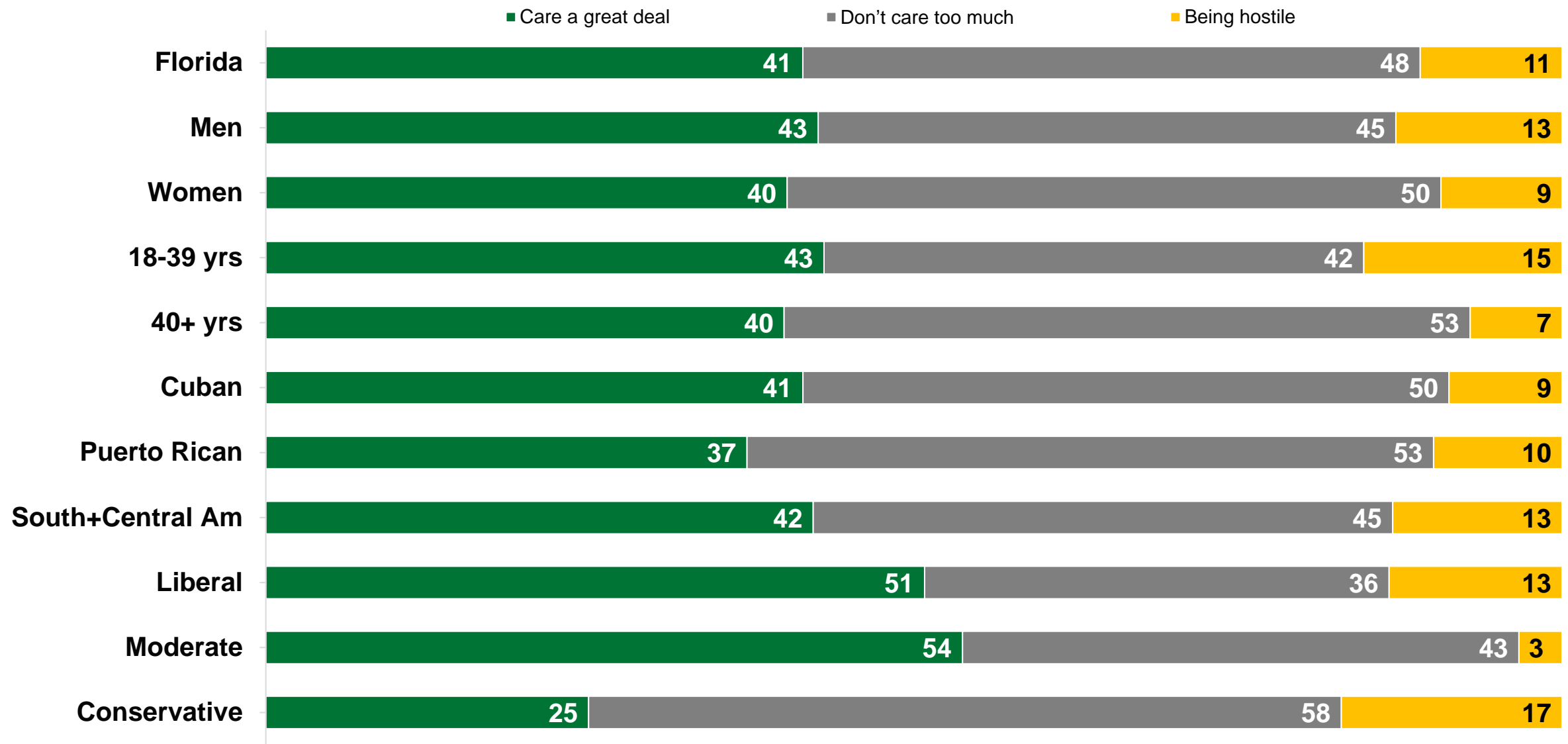


Nov 2-13, 2023 N=400 (+/-4.9%)

# How important is it to you, personally, for elected officials and other leaders to speak out against hate speech, White nationalism and White supremacy? (% important reported)

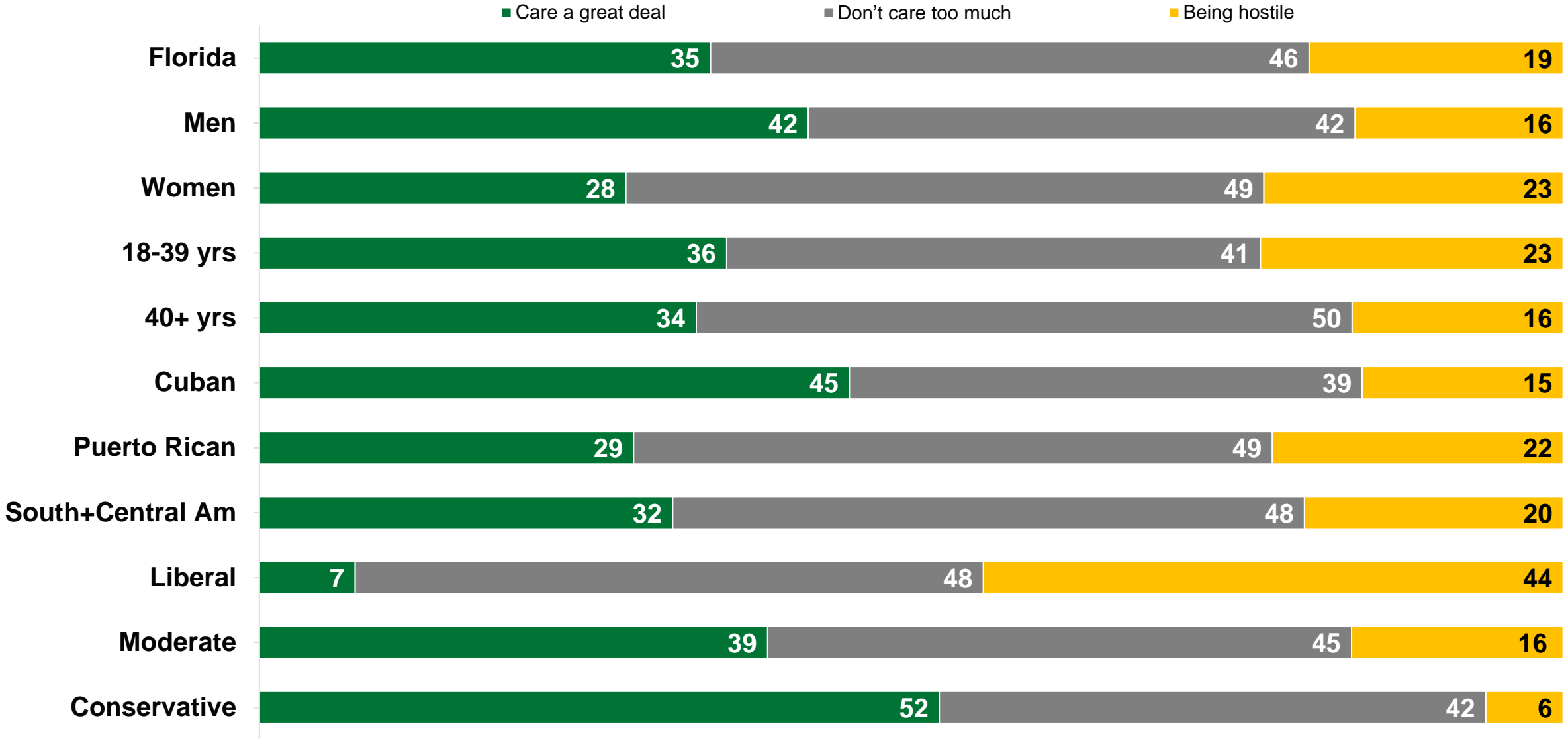


**Thinking about national politics, would you say that the Democratic Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Democrats are being hostile towards the Latino community?**



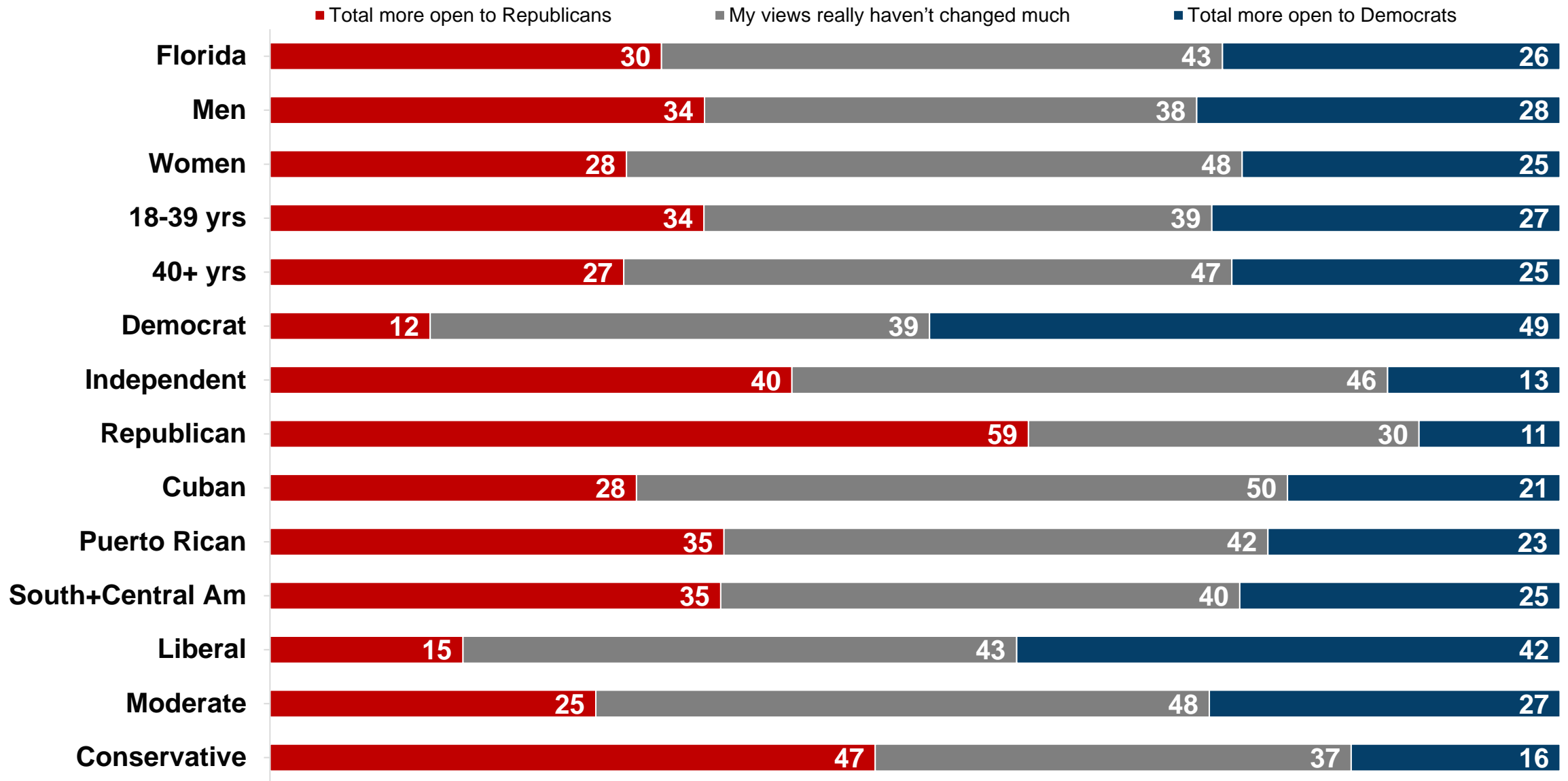
Nov 2-13, 2023 N=400 (+/-4.9%)

**Thinking about national politics, would you say that the Republican Party cares a great deal about the Latino community, that they don't care too much about Latinos, or that Republicans are being hostile towards the Latino community?**



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# Thinking about your feelings toward both political parties over the past few years, would you say you've become more open to supporting [Republicans/Democrats] than in the past, or that your views haven't changed much?



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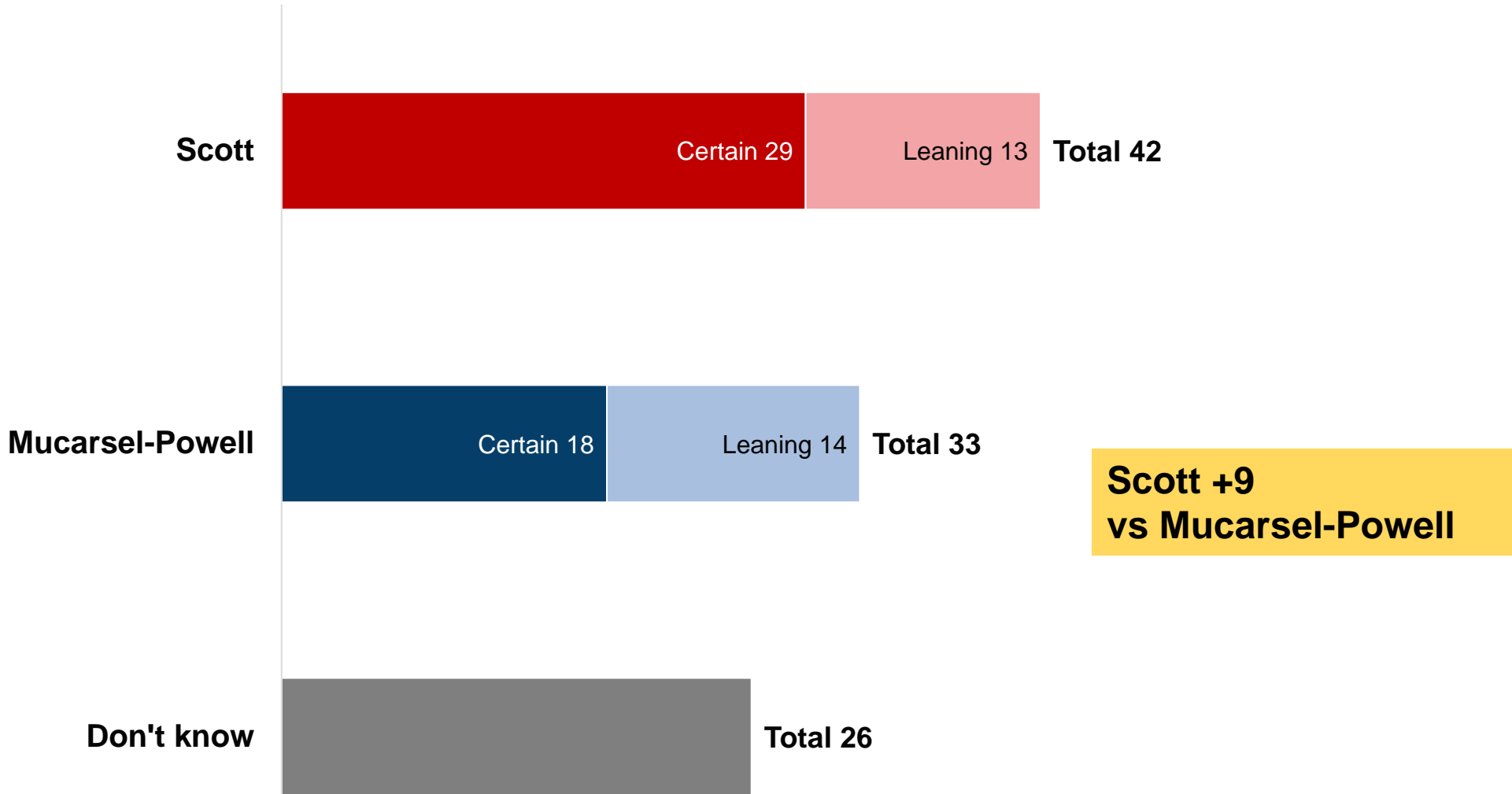


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## LOOKING AHEAD TO 2024

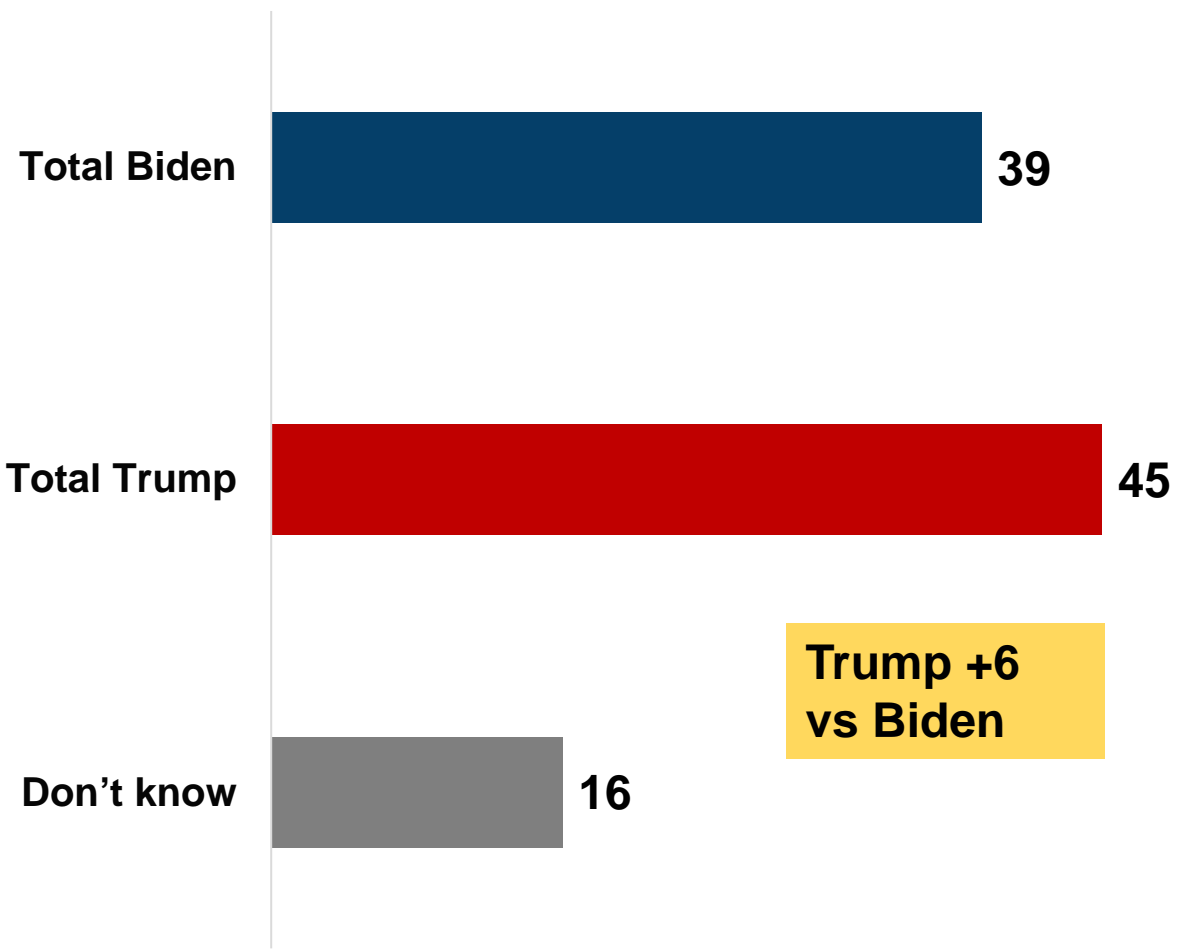
# Thinking about the 2024 election for U.S. Senate in Florida, do you plan to vote for Democrat Debbie Mucarsel-Powell or Republican Rick Scott?



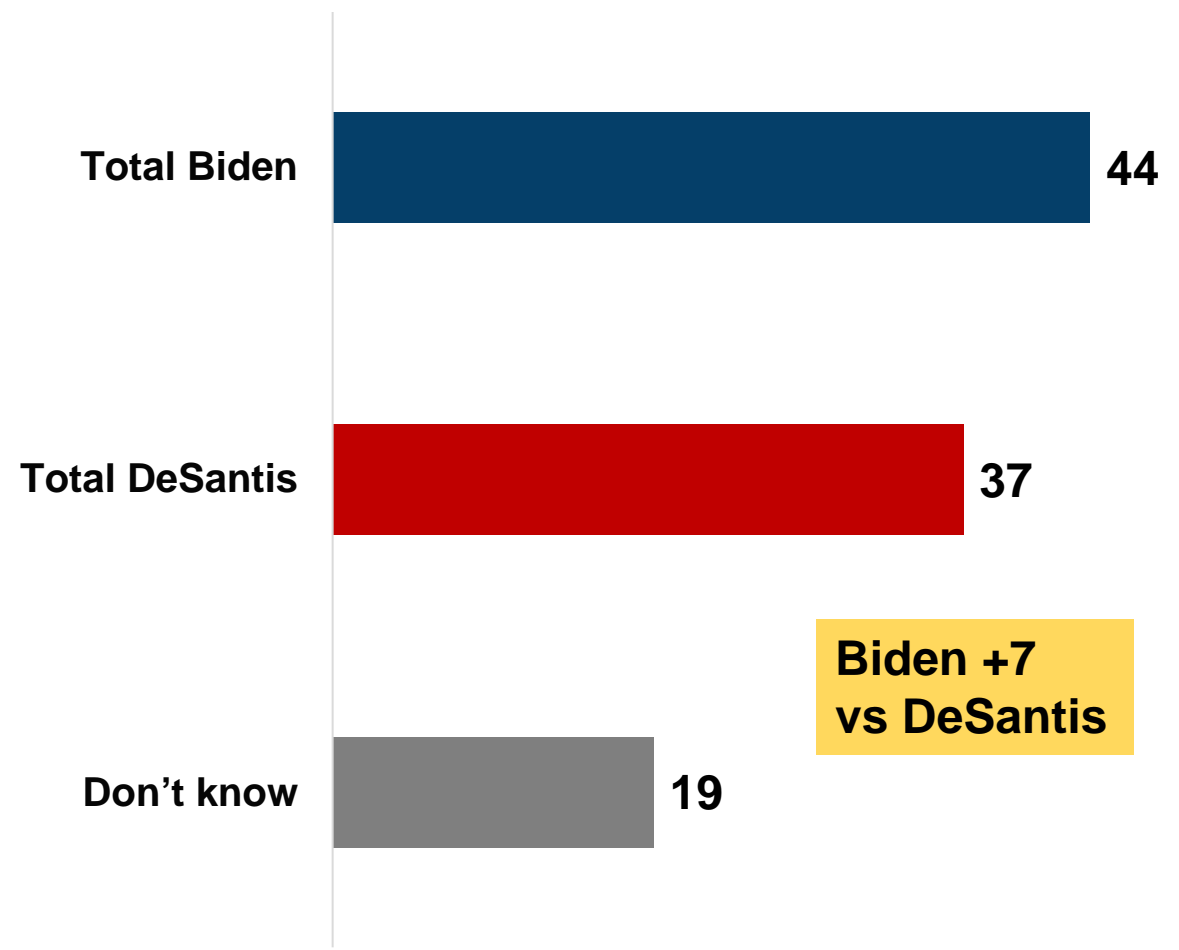
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# If the 2024 election for President was today, are you leaning towards voting for Democrat Joe Biden or Republican [Donald Trump/DeSantis]?

## Biden vs Trump

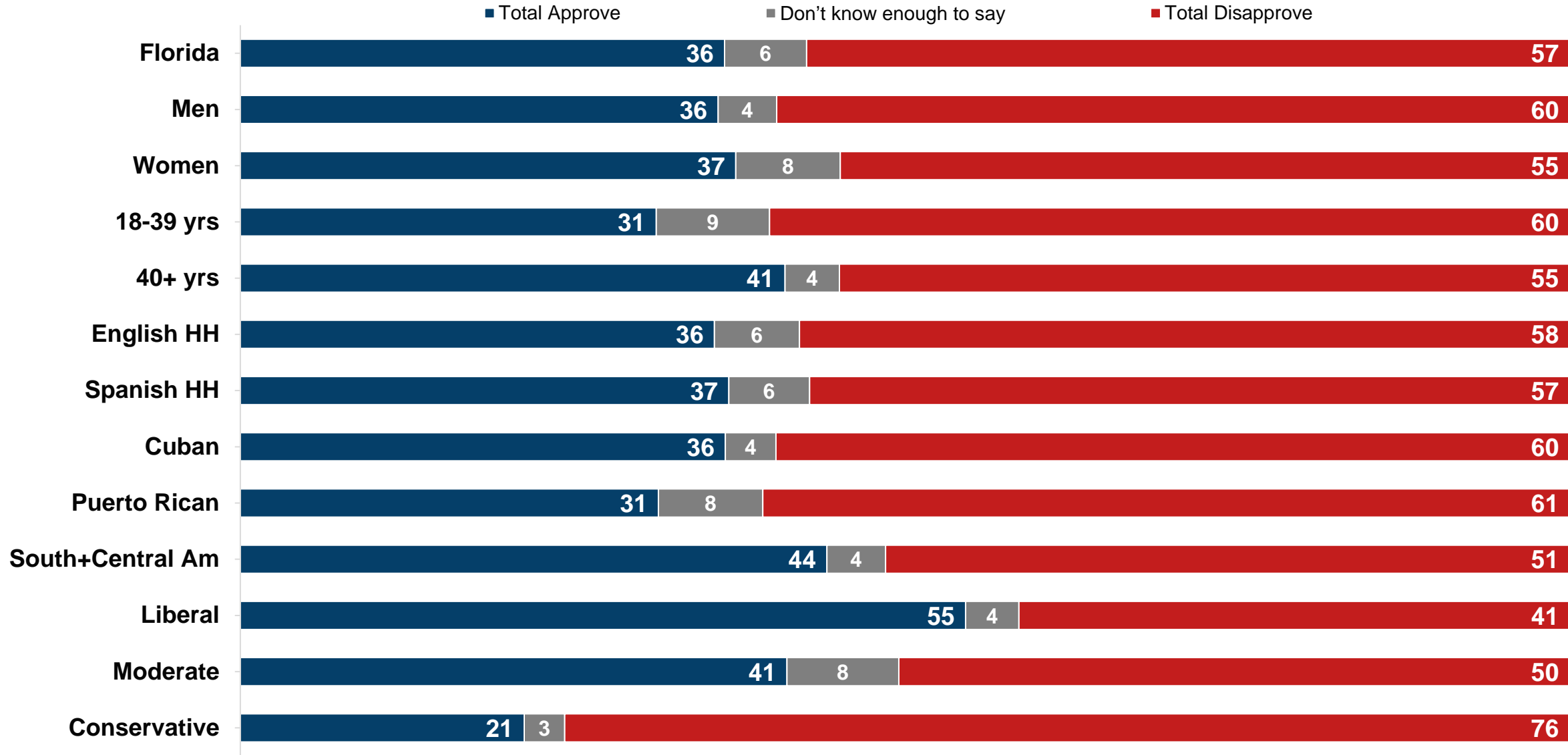


## Biden vs DeSantis



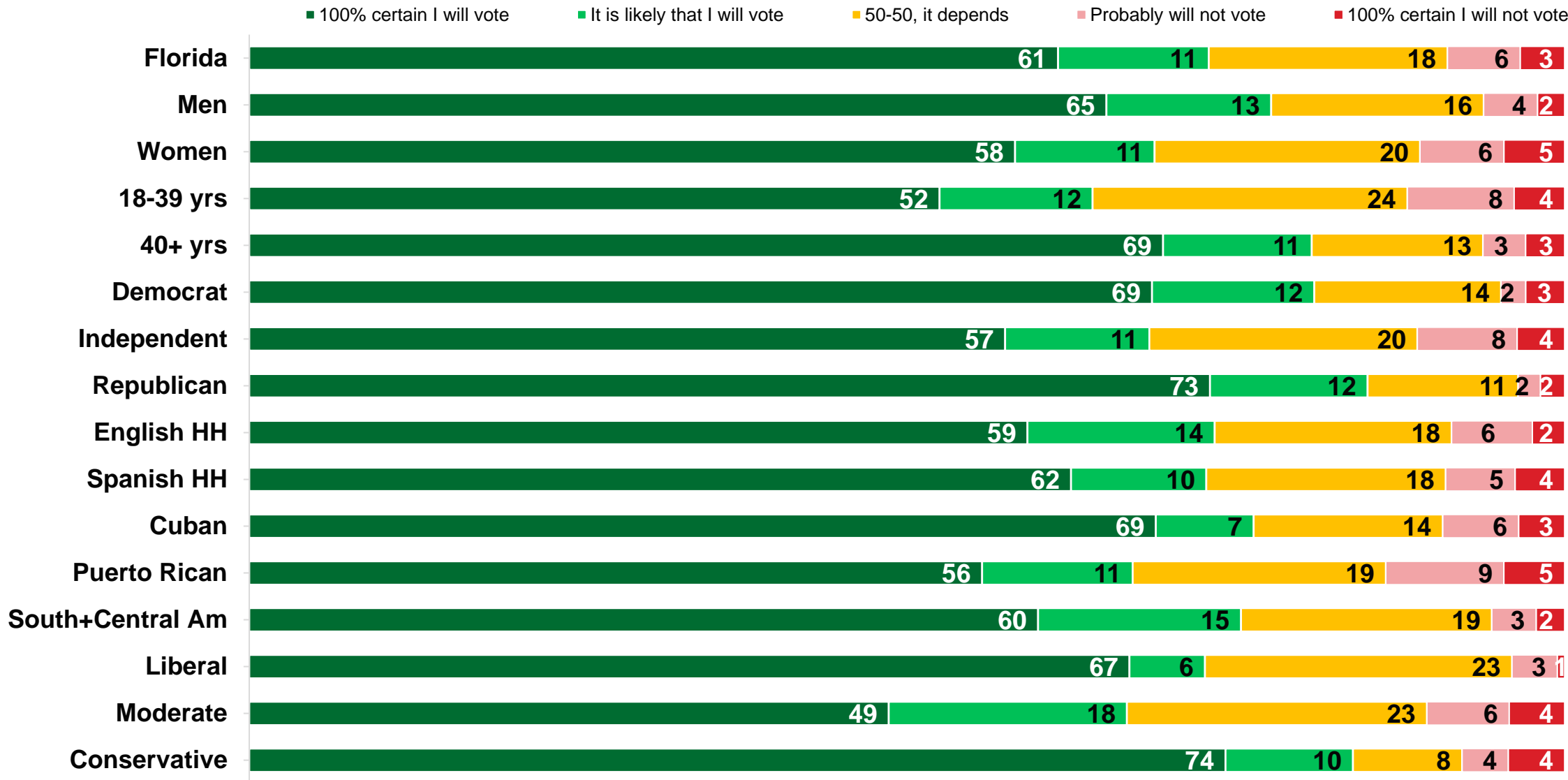
Nov 2-13, 2023 N=400 (+/-4.9%)

# Do you approve or disapprove of the way President Joe Biden is handling his job as President of the United States?



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# As you may know, there will be an election later this year for offices such as President, US Congress, and many state and local offices. How likely are you to vote in the November 2024 election?



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