



STRONGER COMMUNITIES. STRONGER AMERICA.

# 2024 PRE-ELECTION POLL OF THE HISPANIC ELECTORATE - FLORIDA

# About the Survey

- Total N=3,000 Latino eligible voters
  - N= 2,800 registered
  - N= 200 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%)
    - Florida origin group: Cuban N=104, Puerto Rican N=111, Central and South American N=103
- Field Dates: August 5 - 23, 2024
- English or Spanish, according to preference
- Mixed mode: 75% online, 25% live telephone interviews

# Key Findings in Florida

---

## **1. Florida Latinos' top issues are largely consistent with Latinos across the country, and continue to be dominated by pocketbook and economic concerns.**

- #1 Inflation:** Food and basic necessities, housing/rent, and gas prices are driving concerns about inflation
- #2 Jobs:** Better pay and concerns about job security top the concerns about jobs and economy
- #3 Housing:** Top concerns are lack of affordable rentals or homes for sale, and rising rents
- #4 Immigration:** Cracking down on human smugglers and drug traffickers is the top concern
- #5 Health Care:** Costs of insurance and medication are the driving concerns

## **2. Immigration and border security remain important issues in Florida**

- The biggest enforcement priorities are cracking down on human smugglers and drug traffickers, followed by increasing border security.
- Latino voters **STRONGLY** favor a path to citizenship for long-residing undocumented immigrants and Dreamers; of the top 5 priorities, three relate to path to citizenship and protecting long-residing undocumented immigrants
- Low support for mass deportation

## **3. On abortion, by a 68% to 24% margin, Latinos in Florida oppose making it illegal or taking that decision away from others, no matter their own personal beliefs on the issue.**

# Key Findings in Florida Continued:

**4. Republicans are trusted over Democrats on priority issues. However, more than a quarter of Latino voters do not see either as a champion of their concerns, with 27% saying neither or both or don't know which party would be better at addressing their priority issue.**

**5. While the majority of Latinos in Florida plan to vote, many have not made a firm commitment to do so. Parties and campaigns should not miss the opportunity to engage with this large segment of the electorate.**

- 67% say they are certain they will vote
- 60% have not been contacted by either party or any campaign
- Early outreach is key: 33% plan to vote early, 31% by mail, and 36% on Election Day.

**6. In 2024, 26% of Latinos in Florida will be voting in their first Presidential election**

- 19% for the first time in ANY federal election, and another 14% voted in 2020 for the first time
- 40% of Florida's Latino electorate is new since the race between Hillary Clinton and Donald Trump 2016

**7. Senate Race: Democrat Debbie Mucarsel-Powell leads Republican Rick Scott by +4 points: 41% to 37%**

**8. Presidential Race: Vice President Harris holds a +5 point lead over former President Trump: 47% to 42%**

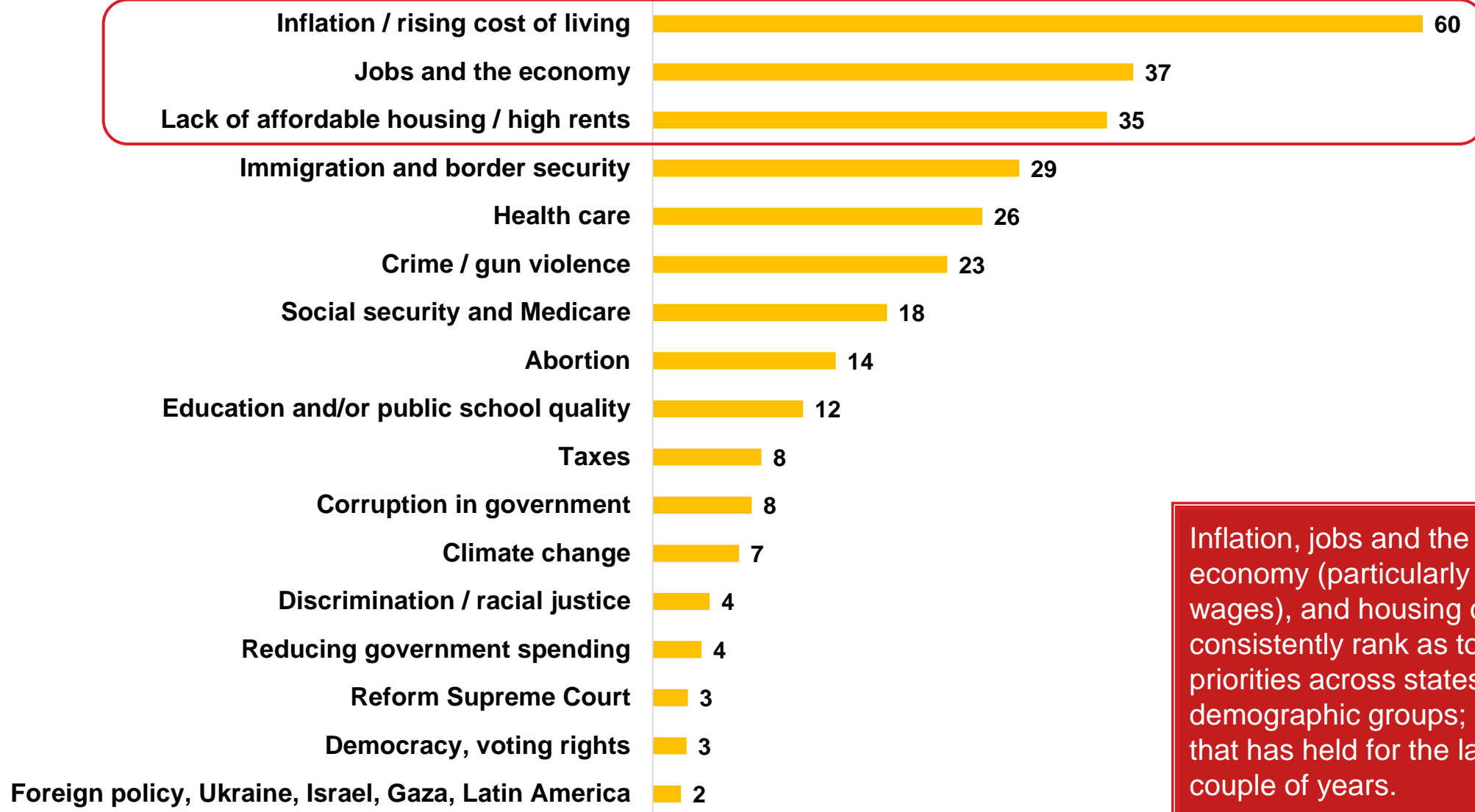
**UNIDOS US**

STRONGER COMMUNITIES. STRONGER AMERICA.

# ISSUE PRIORITIES AND POLICY VIEWS

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

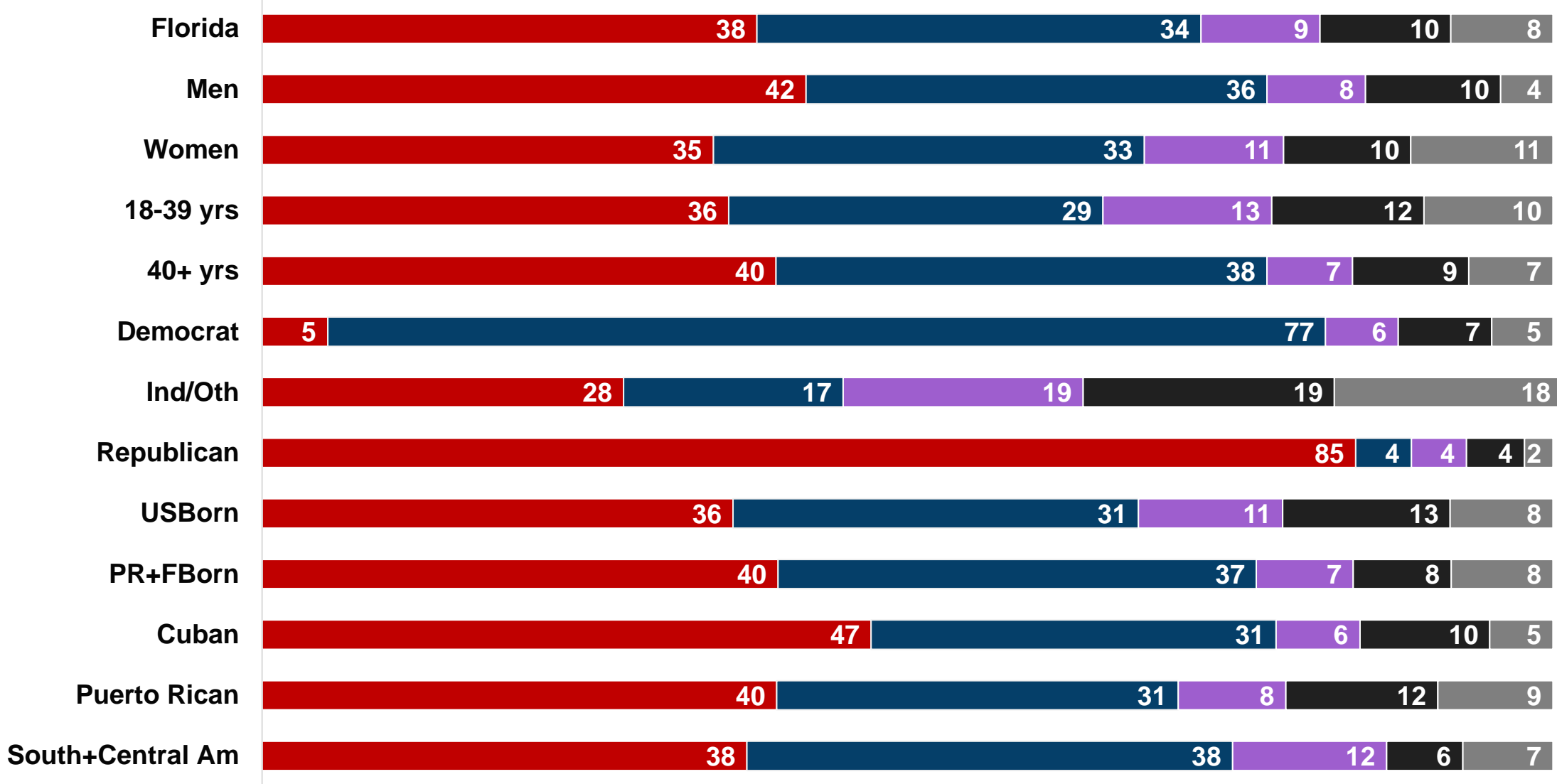
(Rank up to three. Sorted highest to lowest)



Inflation, jobs and the economy (particularly wages), and housing costs consistently rank as top priorities across states and demographic groups; a trend that has held for the last couple of years.

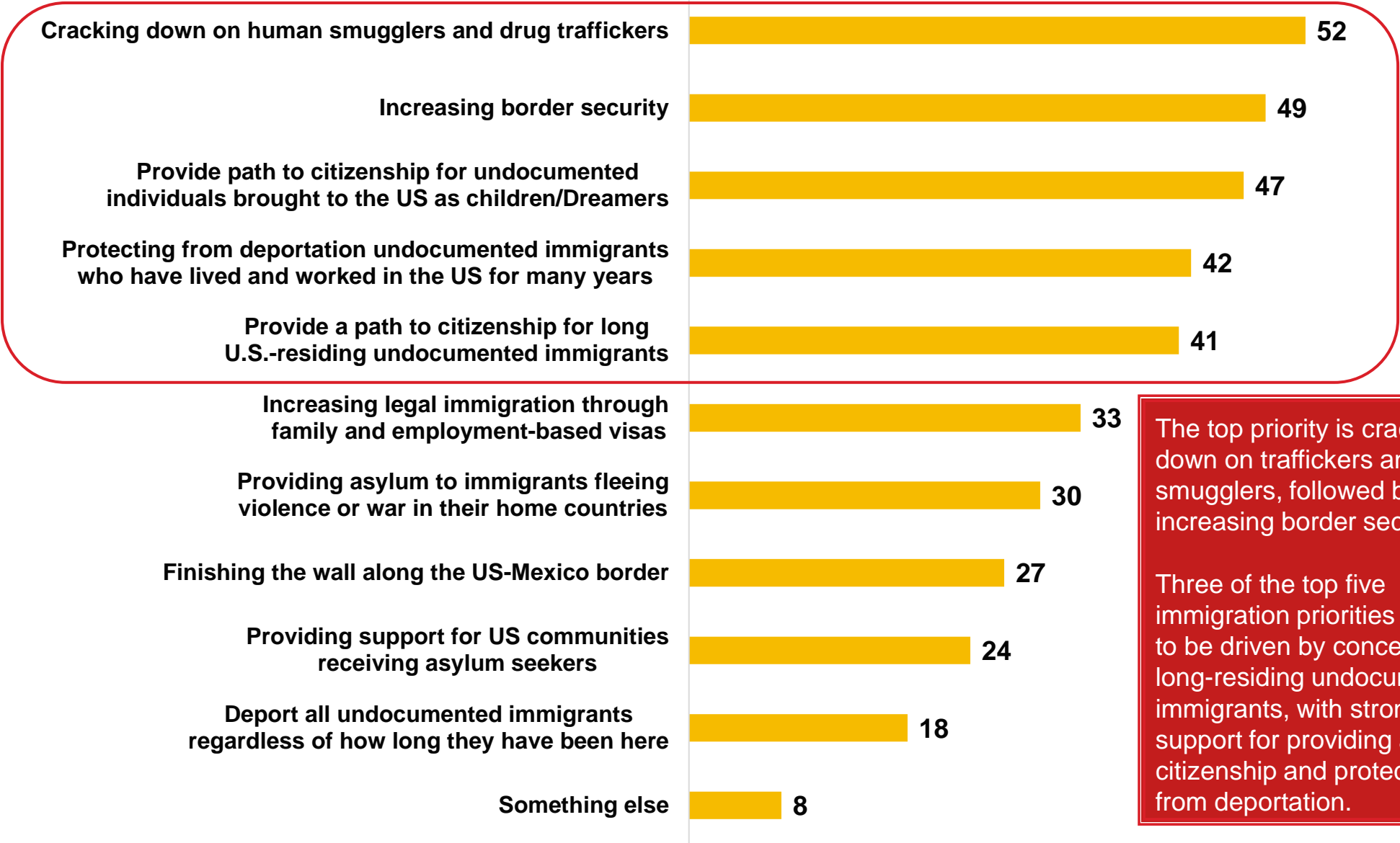
# Which party would be best at addressing [issue respondent cited as top concern/priority]?

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



August 5-23, 2024 N=400 (+/-4.9%)

**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.)



The top priority is cracking down on traffickers and smugglers, followed by increasing border security.

Three of the top five immigration priorities continue to be driven by concern about long-residing undocumented immigrants, with strong support for providing a path to citizenship and protection from deportation.

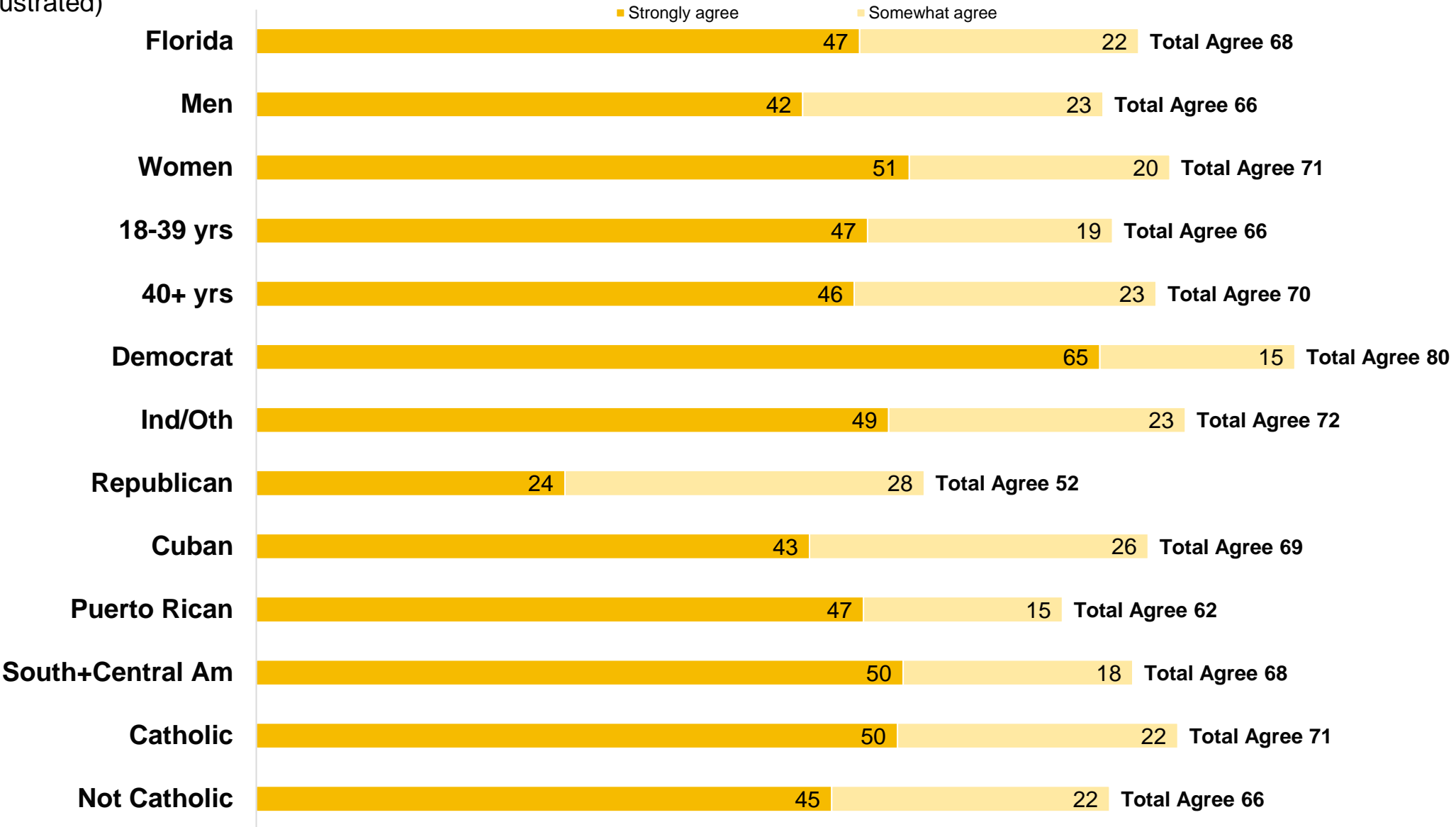
# Should Florida accept funds that the federal government is offering to provide health insurance to low-income adults, in Florida who make less than \$20,000 per year, and work at jobs that do not provide health insurance? (% yes illustrated reported)



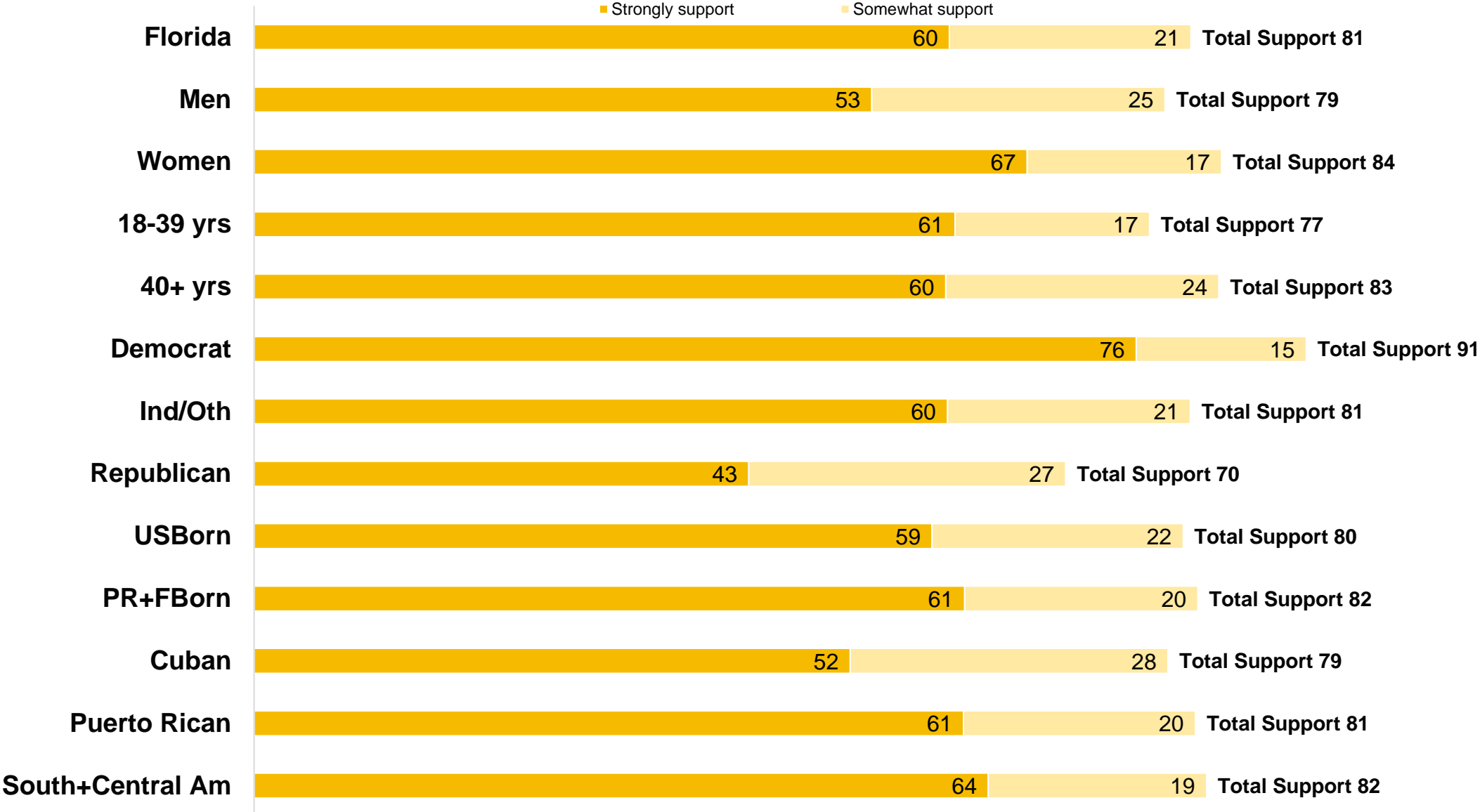
August 5-23, 2024 N=400 (+/-4.9%)

# 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 illustrated)

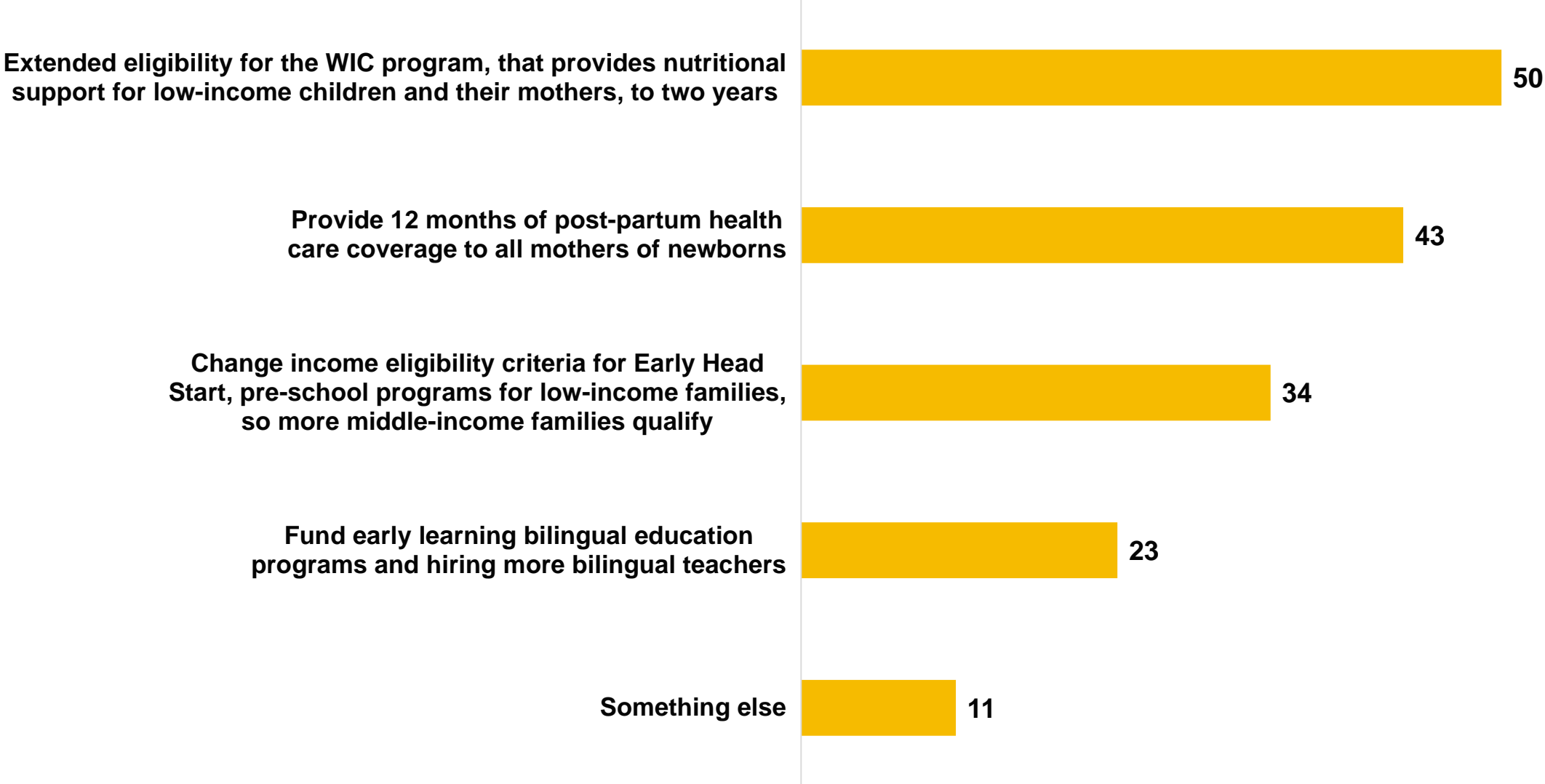


# Would you support or oppose raising the minimum wage for all workers, tipped and non-tipped, in Florida? (% agree illustrated)

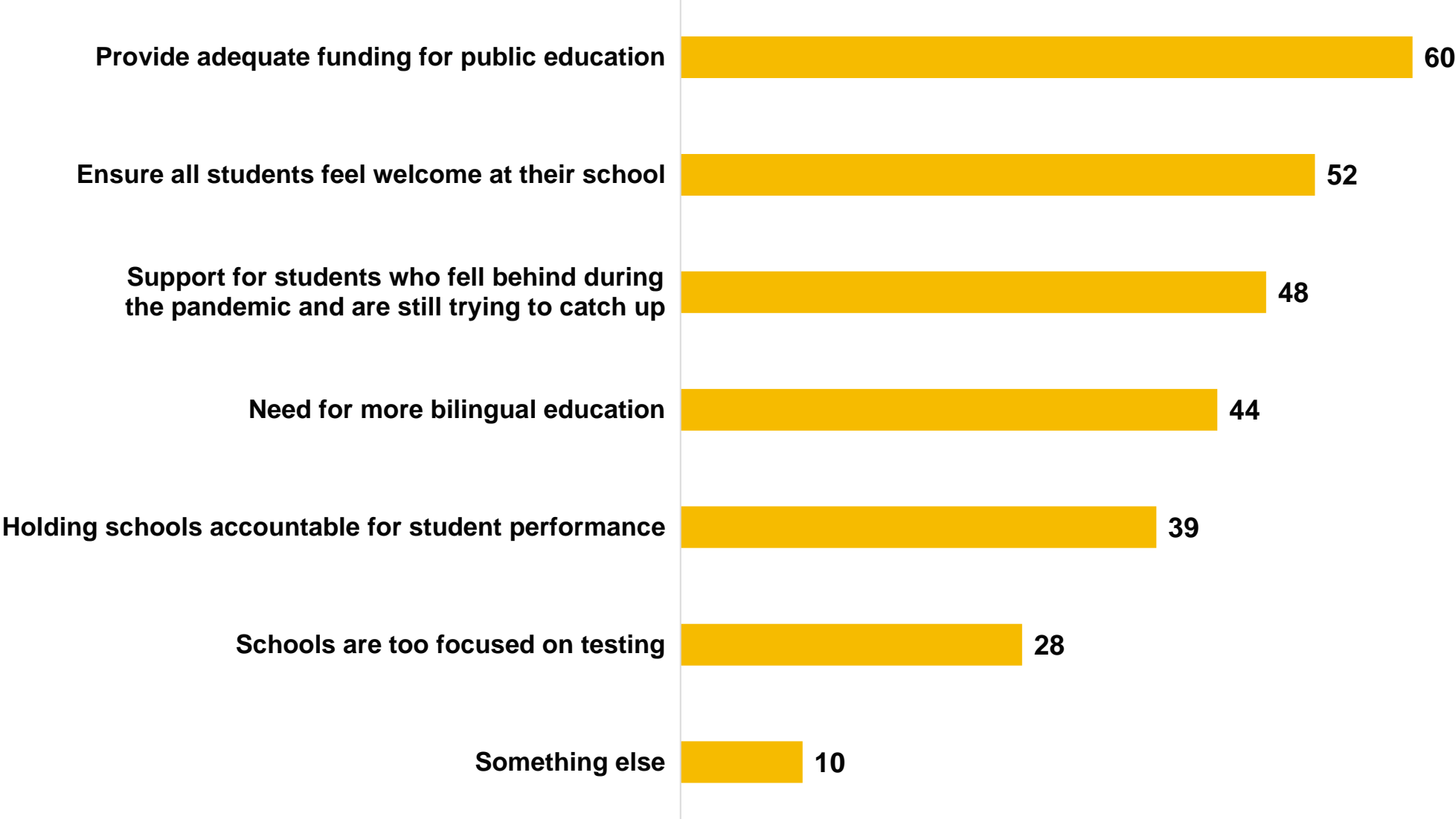


# Which policies do you think would best support children ages 0-3 years old? Select up to two.

(Sorted highest to lowest.)

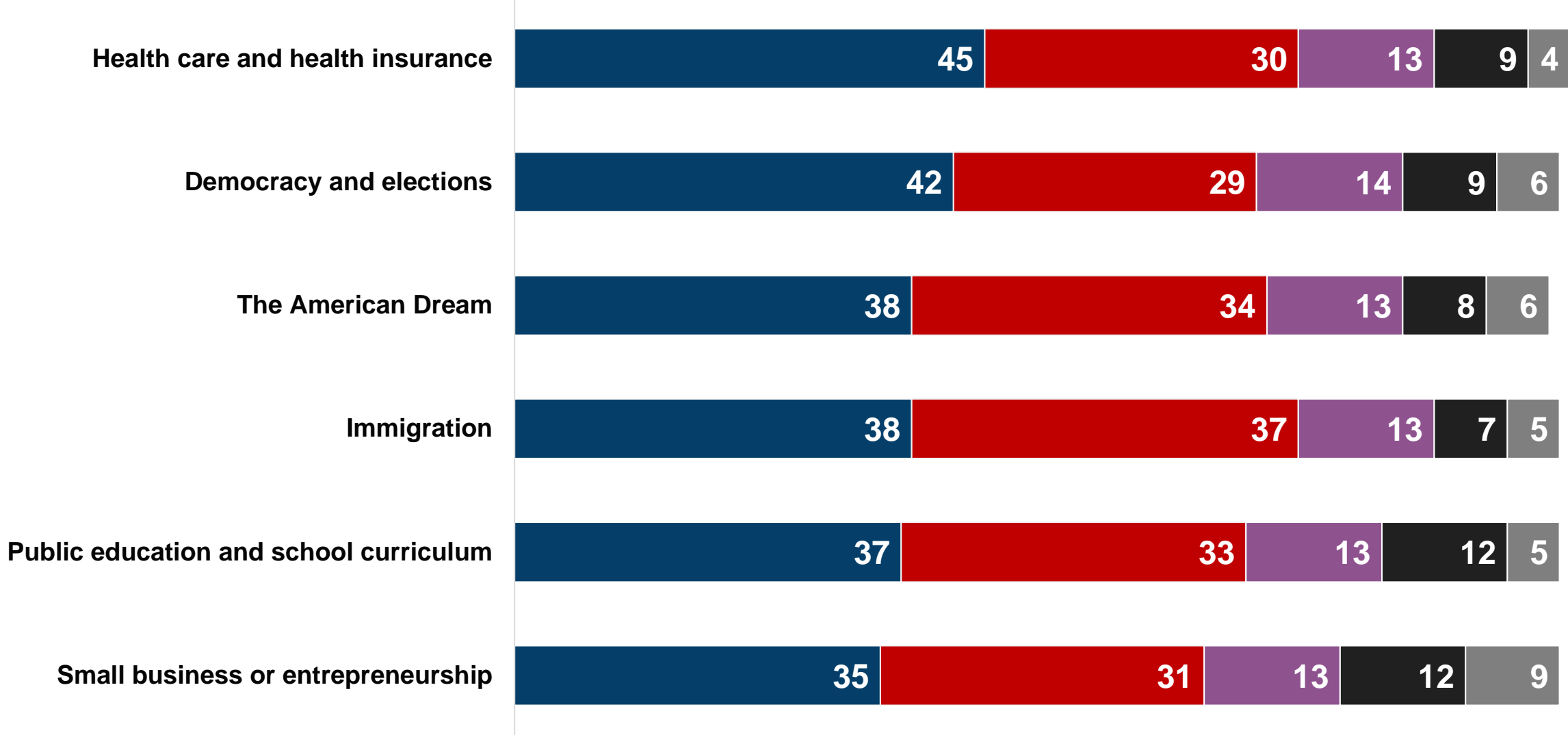


# Which education and public school issues do you think are most important for elected officials to address? (Select all that apply. Sorted highest to lowest)



# 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 are closer to my views    
 ■ Republicans are closer to my views    
 ■ Neither is close to my views    
 ■ Don't know    
 ■ Both are close to my views



August 5-23, 2024 N=400 (+/-4.9%)

# UNIDOS US

STRONGER COMMUNITIES. STRONGER AMERICA.

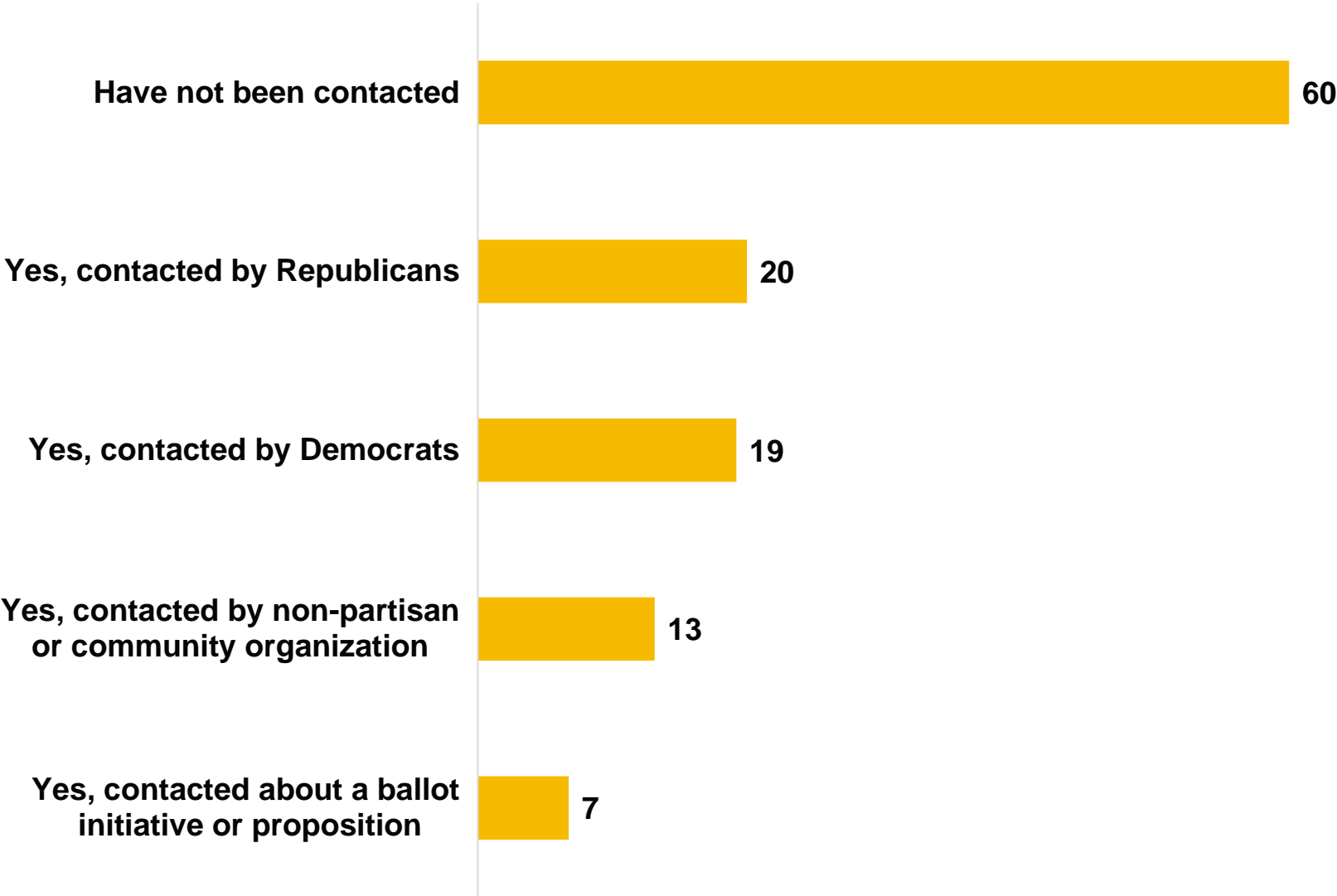
## OUTREACH AND VIEWS OF THE PARTIES

# Has anyone from a political party, campaign or any other organization contacted you and asked you to register and/or vote in this election, whether by text, mail, email, or in-person? Select all that apply.

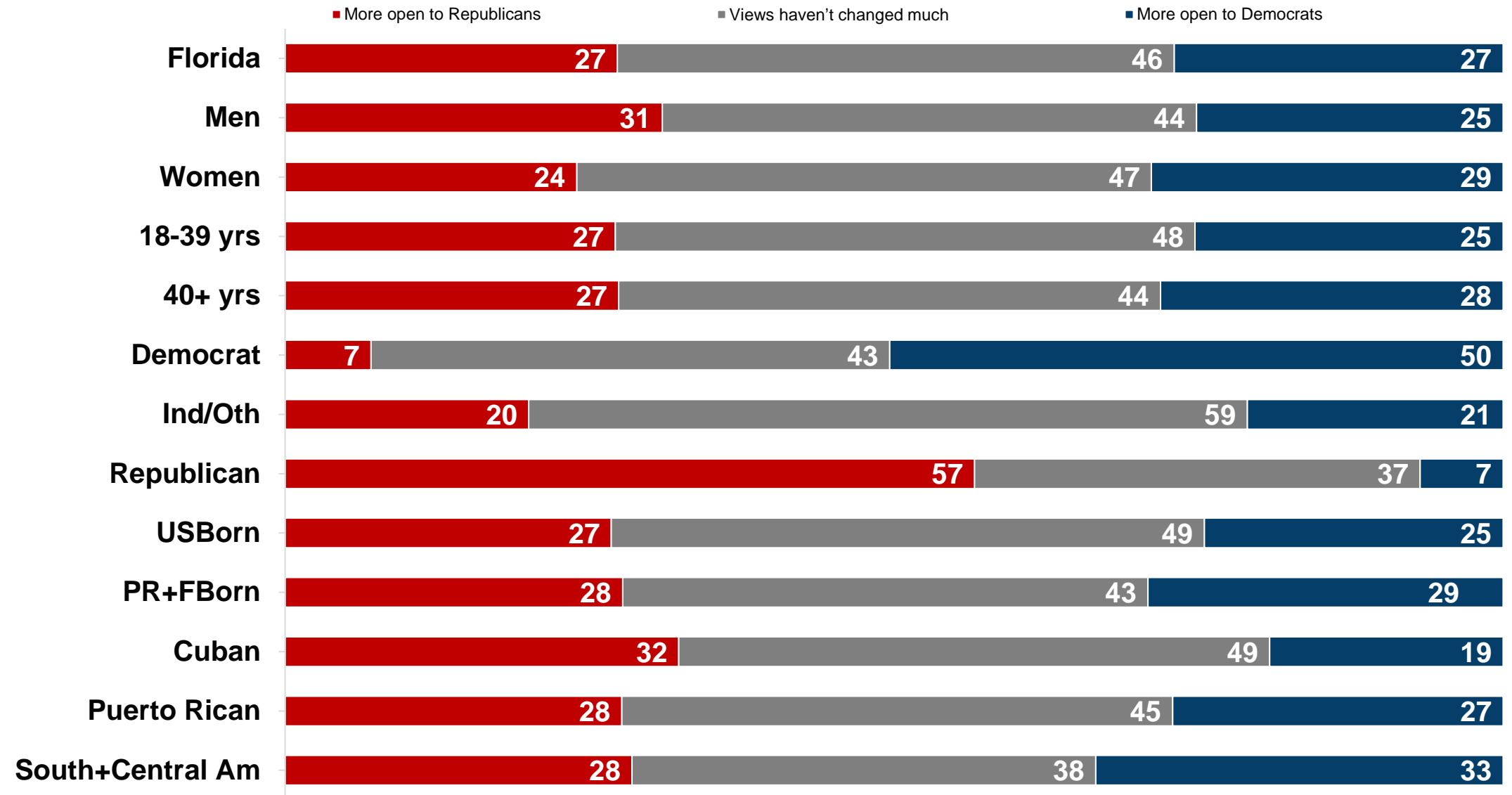
60% of Latino voters in Florida report they have not been contacted so far in this election year.

**Share not contacted:**

18-39 yrs	50%
40+ yrs	66%
Women	61%
Men	57%
US Born	55%
PR+FBorn	63%

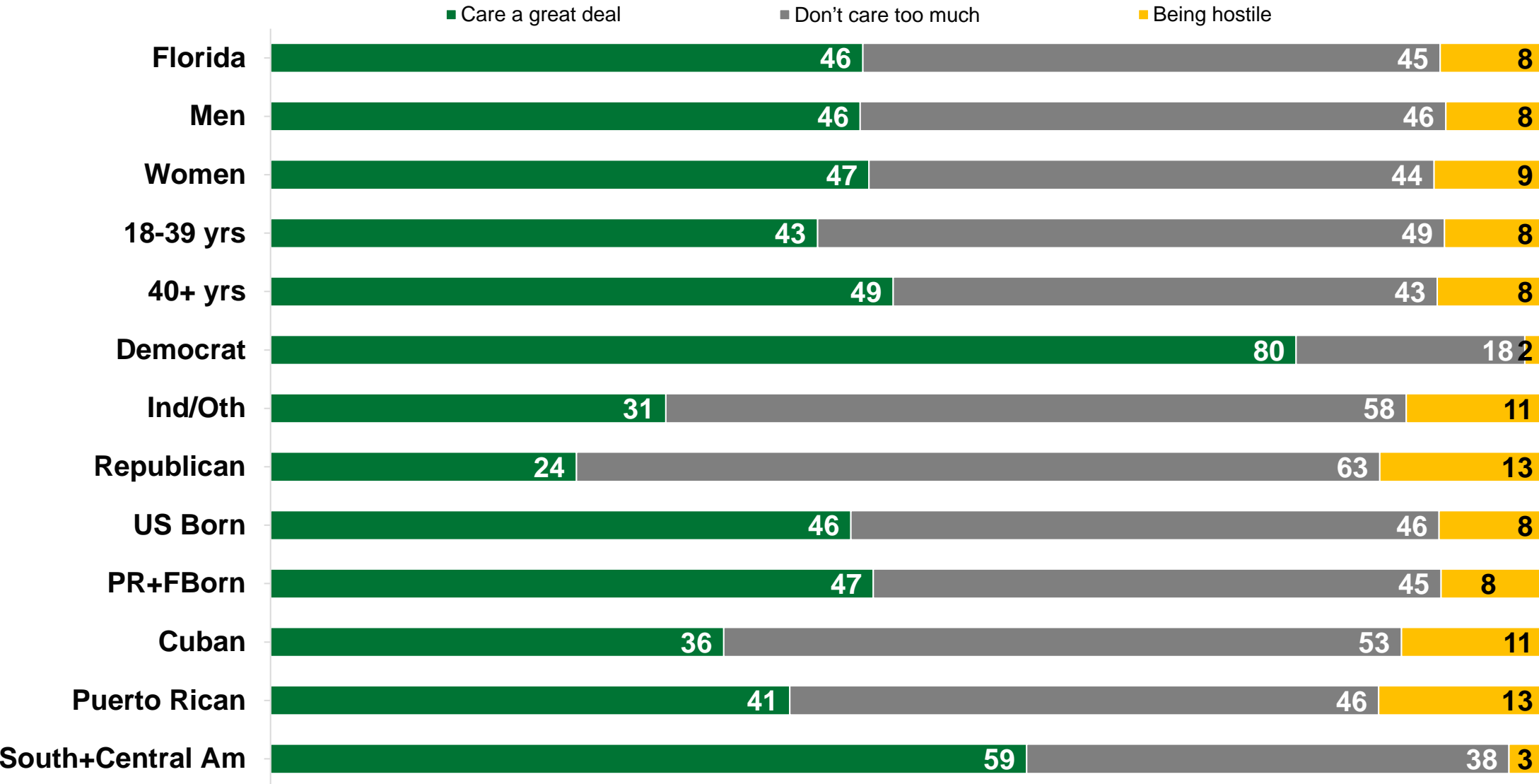


**Thinking about your feelings toward both political parties over the past few years, would you say you've become more open to supporting [Republicans/Democrats] than in the past, or that your views haven't changed much?**



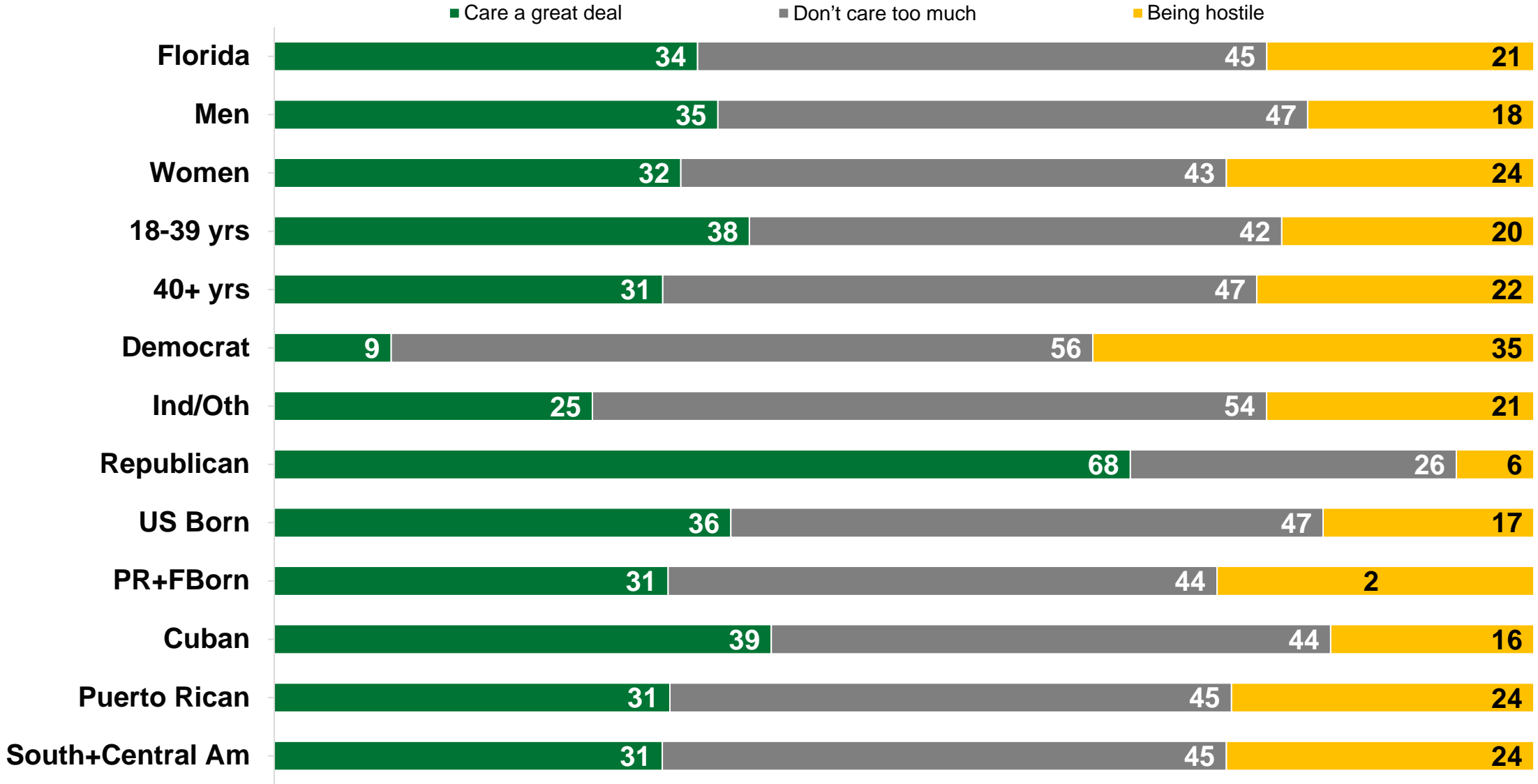
August 5-23, 2024 N=400 (+/-4.9%)

**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?**



August 5-23, 2024 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?**



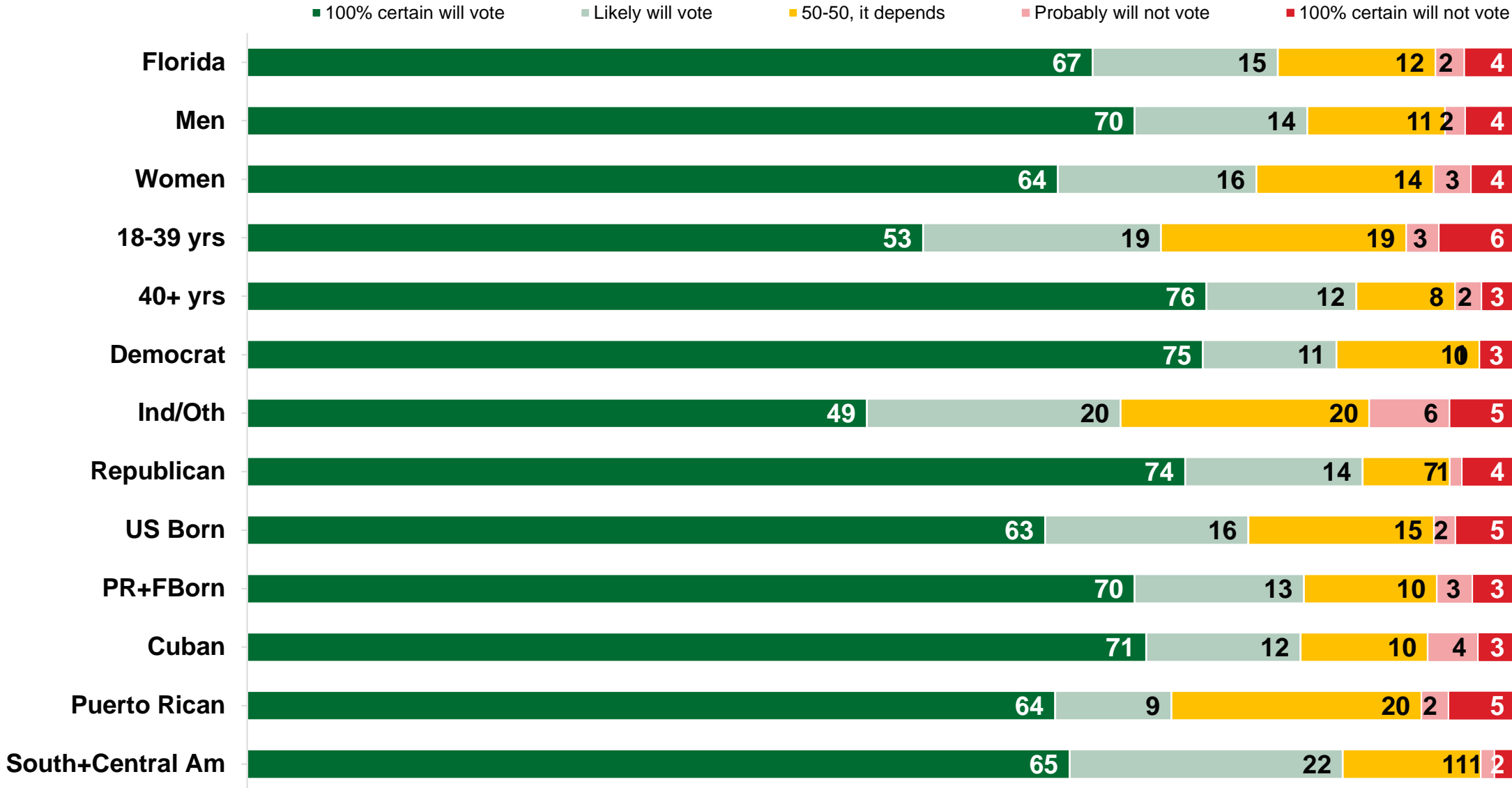
August 5-23, 2024 N=400 (+/-4.9%)

# UNIDOS US

STRONGER COMMUNITIES. STRONGER AMERICA.

## LOOKING AHEAD TO NOVEMBER

**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?**



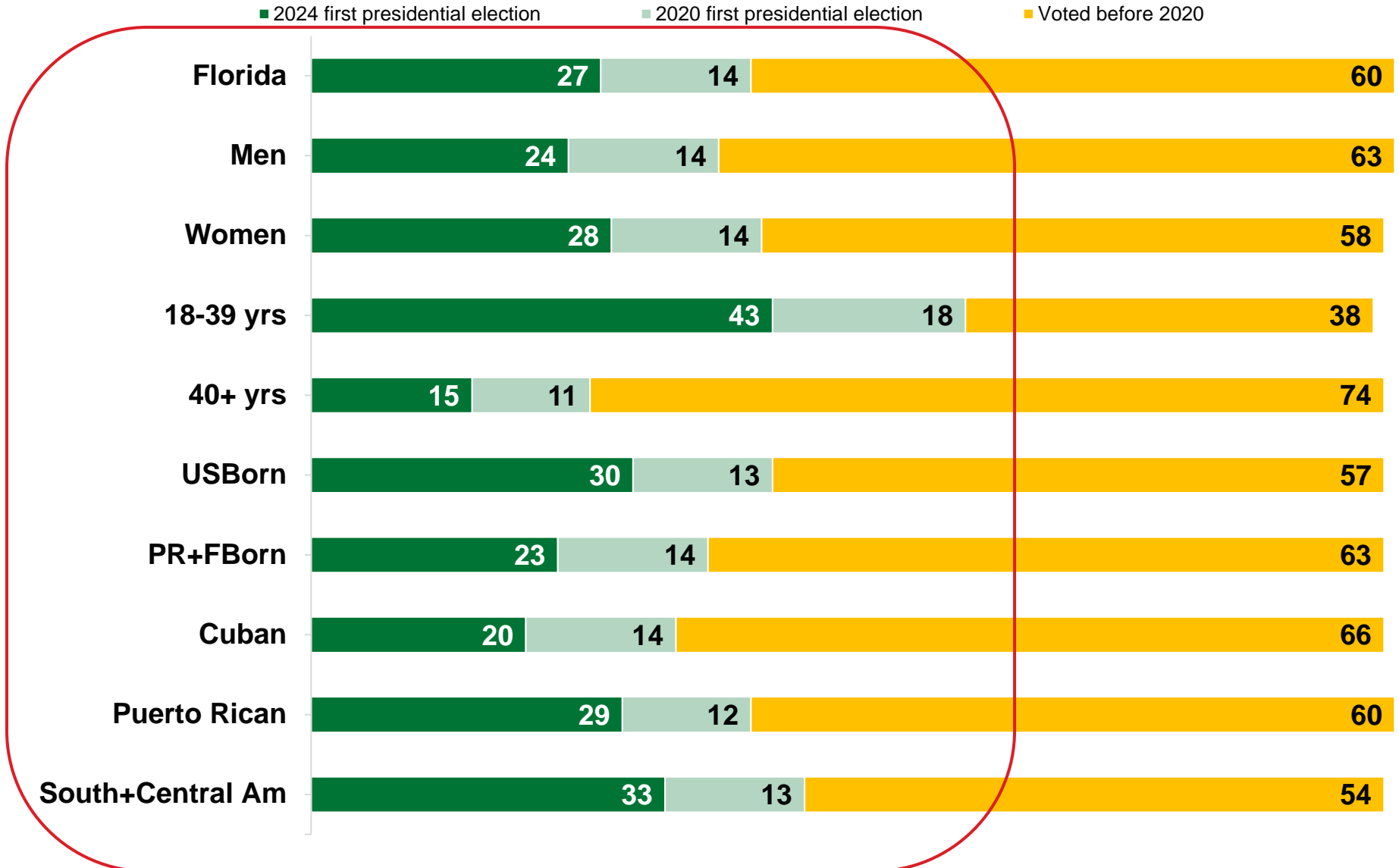
August 5-23, 2024 N=400 (+/-4.9%)

# Which describes your voting experience?

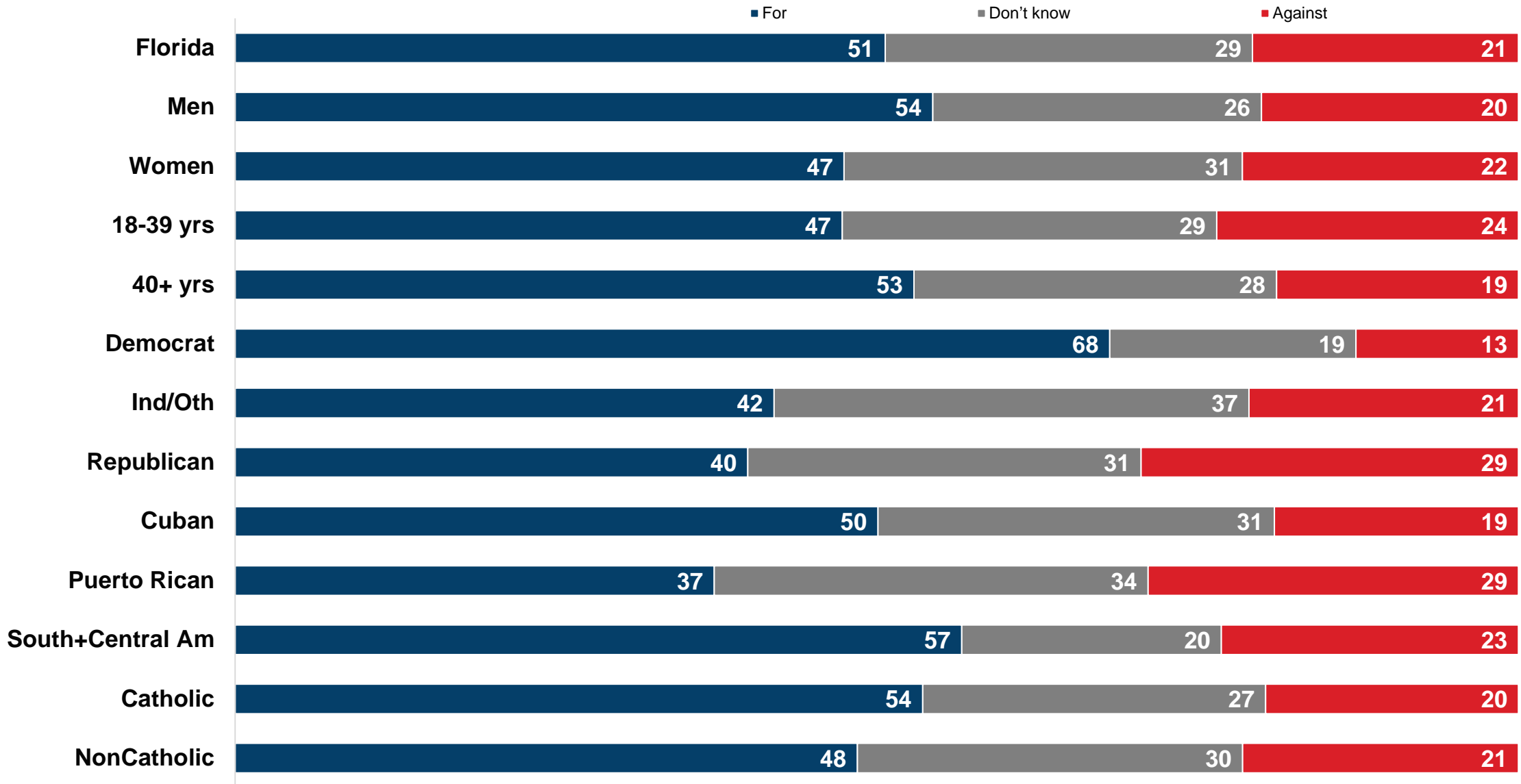
40% of Latino voters in Florida will be voting in either their first or second presidential election.

They were not yet in electorate (too young to vote) during the 2016 election when Donald Trump first ran for President.

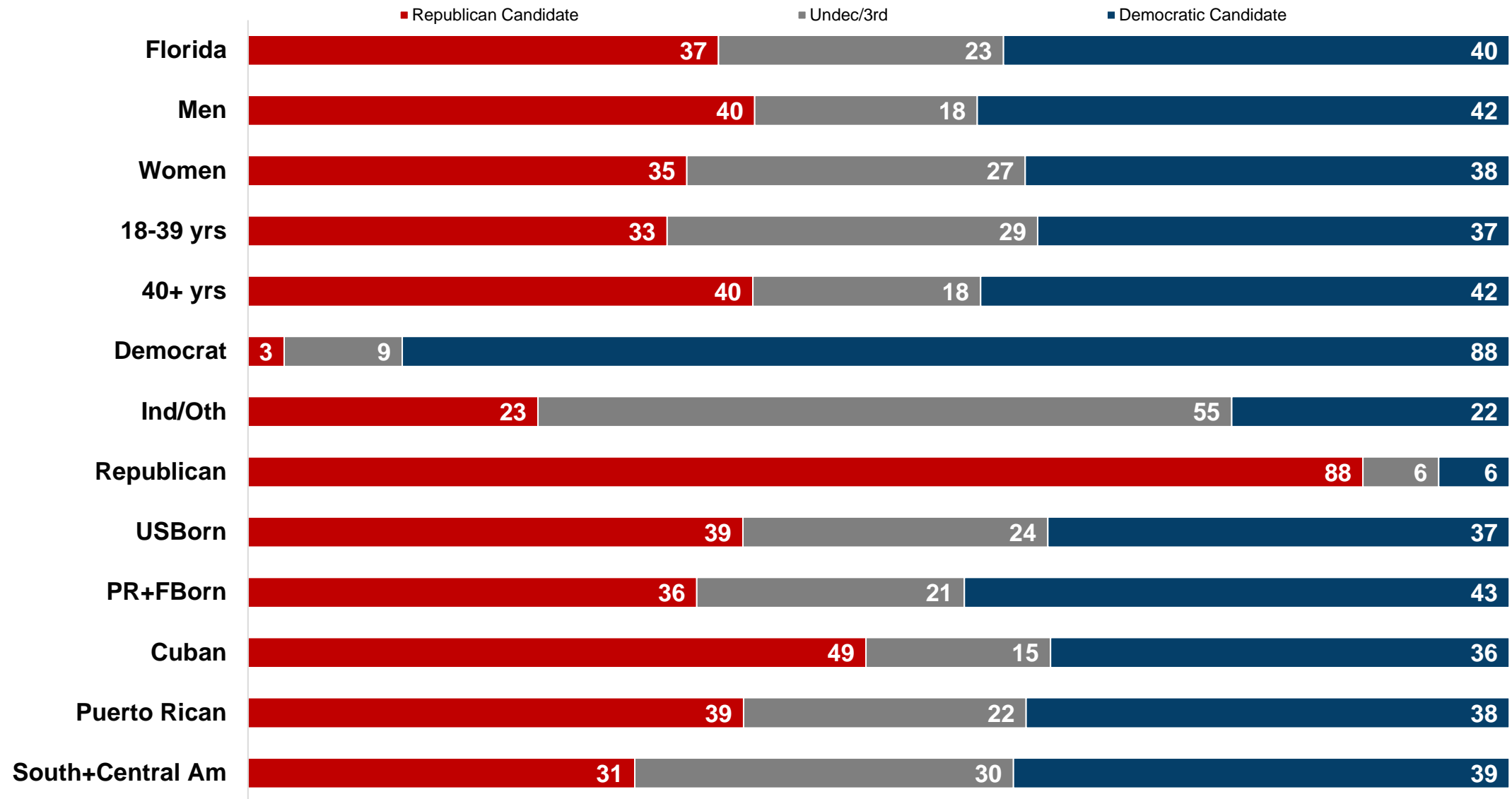
Among 18-39 year olds, 43% (more than two in five) will be voting in their first presidential election.



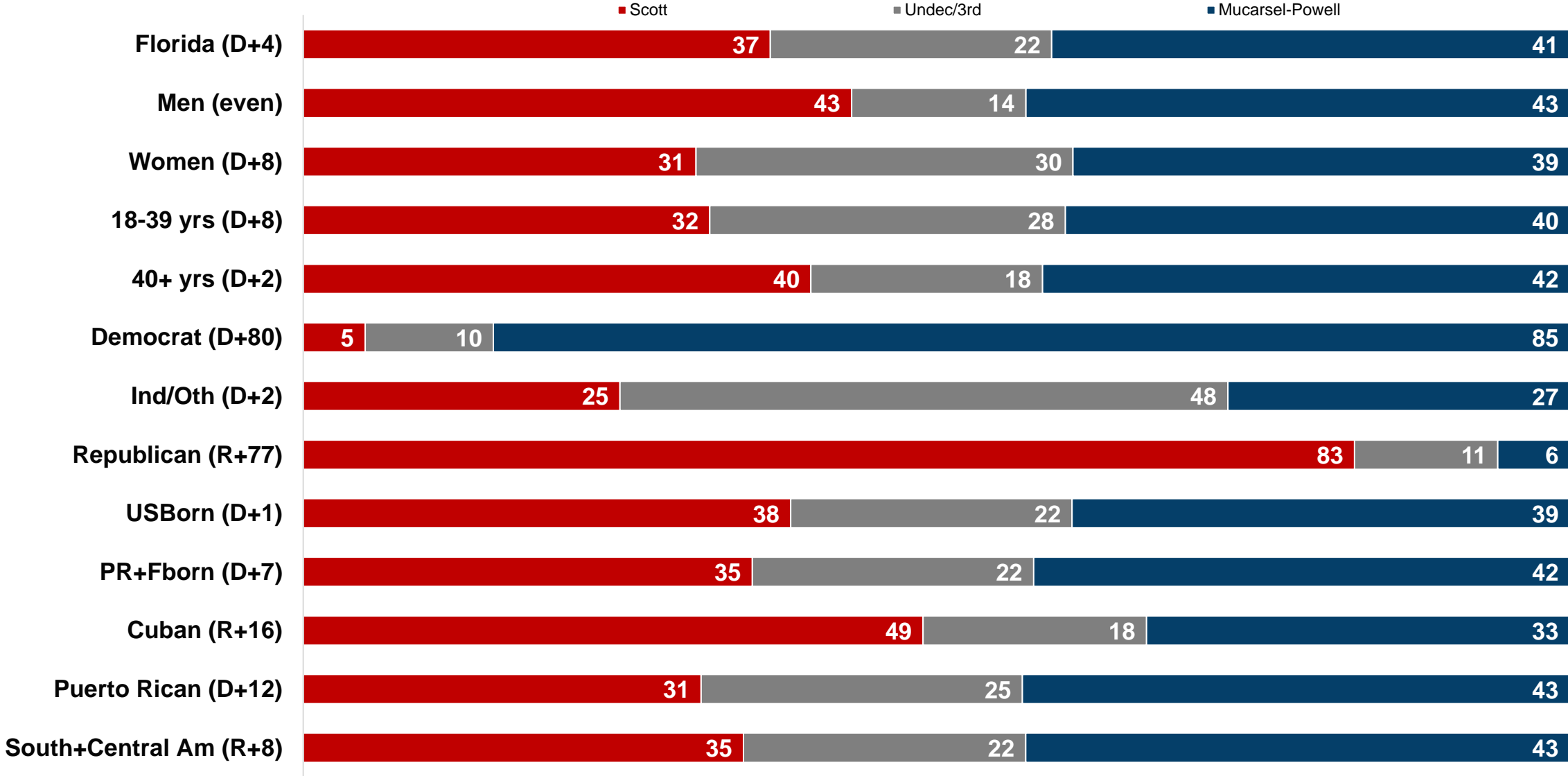
**In the upcoming November election, do you plan to vote for, or against, the Florida ballot initiative that prevents government interference with abortion before the point of fetal viability, or when necessary to protect the life of the mother?**



**Thinking ahead to the elections this year for Congress. In the 2024 election for U.S. House of Representatives here in your district in Florida do you plan to vote for:?**



# 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?



# Do you have a favorable or unfavorable opinion of the [Republican Vice Presidential candidate and Ohio Senator J.D. Vance/Democratic Vice-Presidential candidate and Minnesota Governor Tim Walz]?

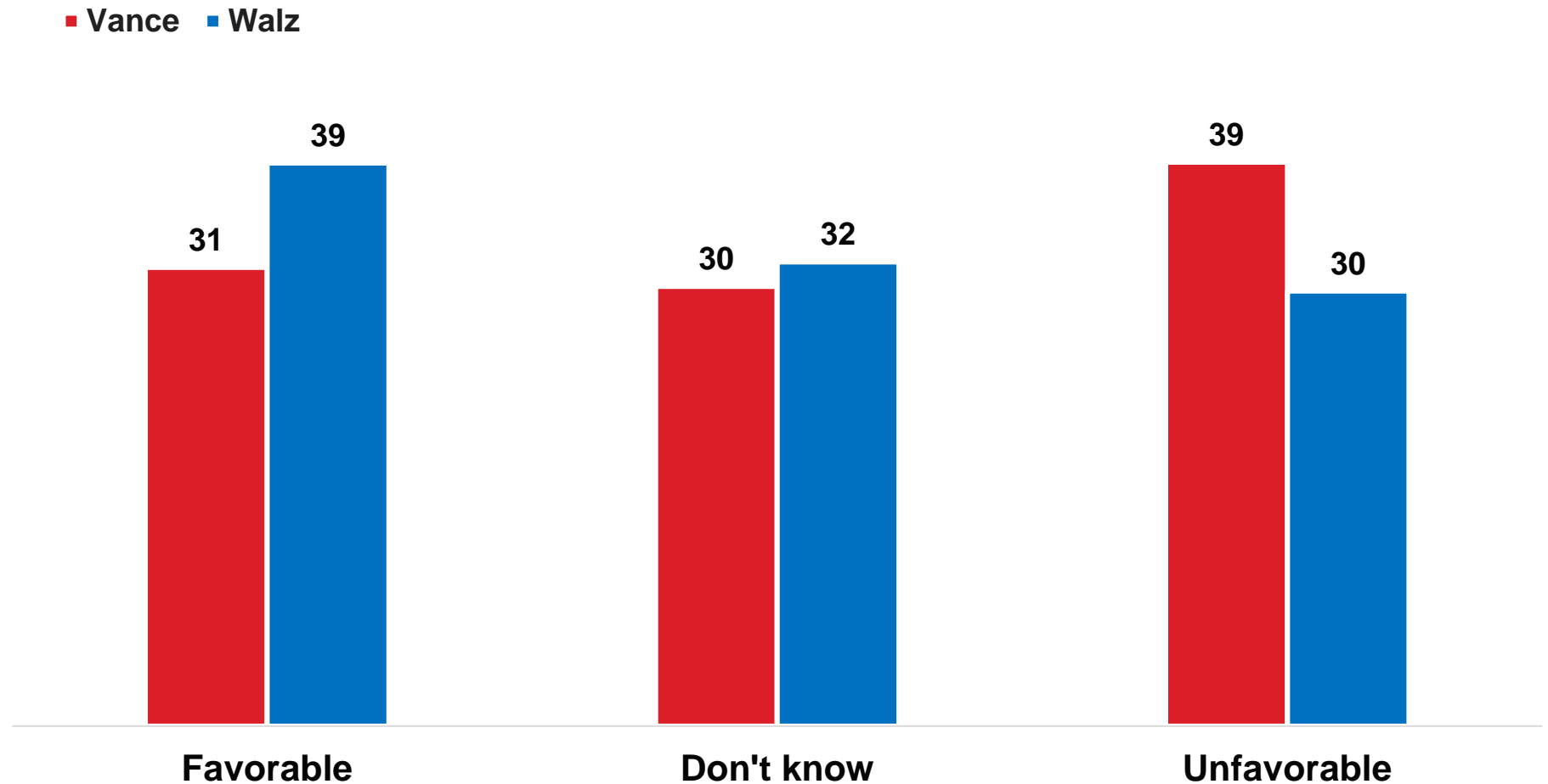
■ Vance ■ Walz

Among Latino voters in Florida, Vance is a little more well known than Walz: 30% don't know enough to have an opinion about Vance, compared to 32% who are unfamiliar with Walz.

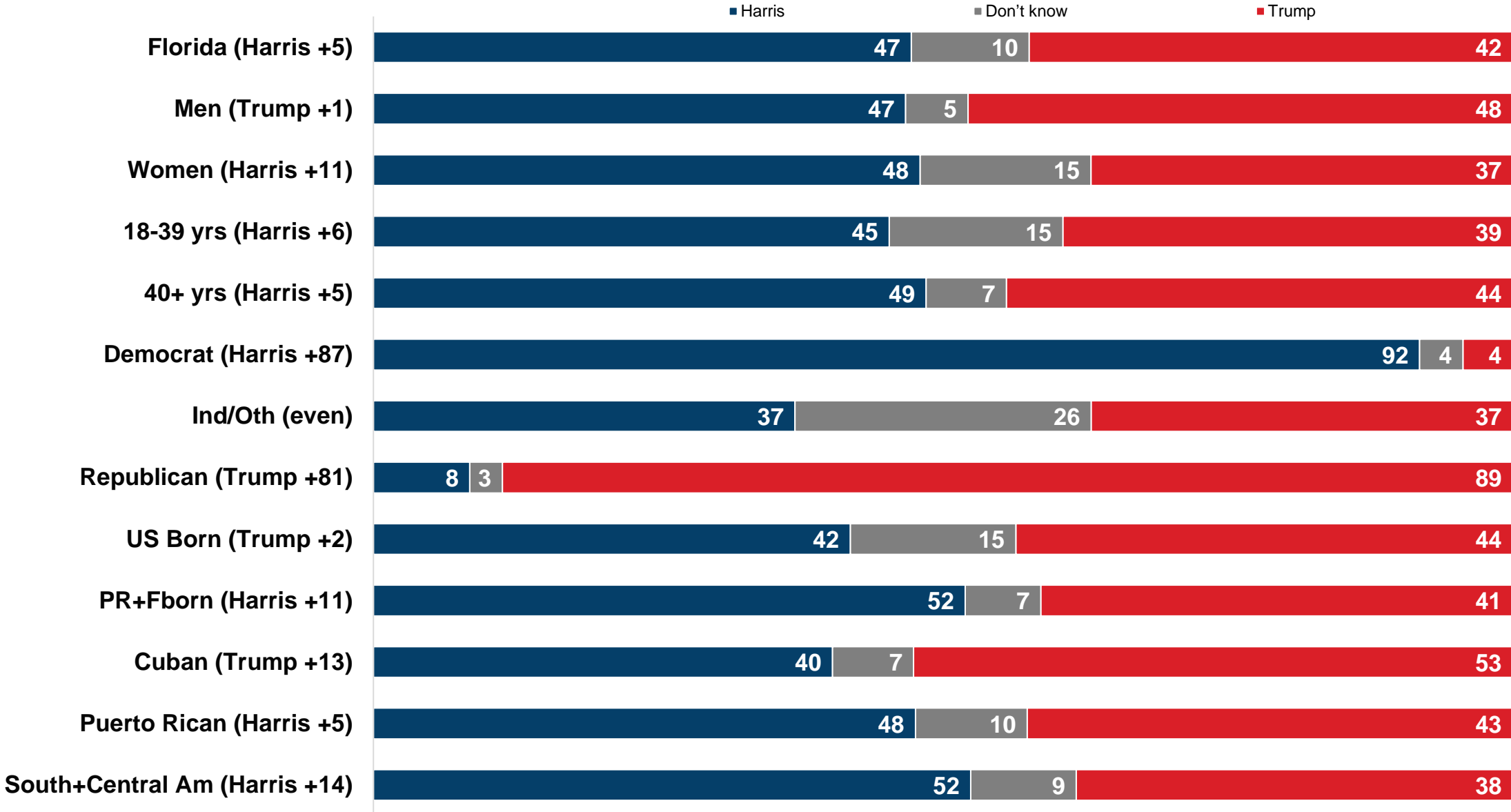
But, Vance is viewed less favorably:

**Walz net favorable +9**

**Vance net favorable -7**



# Presidential Vote Florida Latino Voters





STRONGER COMMUNITIES. STRONGER AMERICA.

# 2024 PRE-ELECTION POLL OF THE HISPANIC ELECTORATE - FLORIDA