



UNIVISION
NOTICIAS

2020 FLORIDA VOTER POLL

Latino  Decisions

March 16, 2020

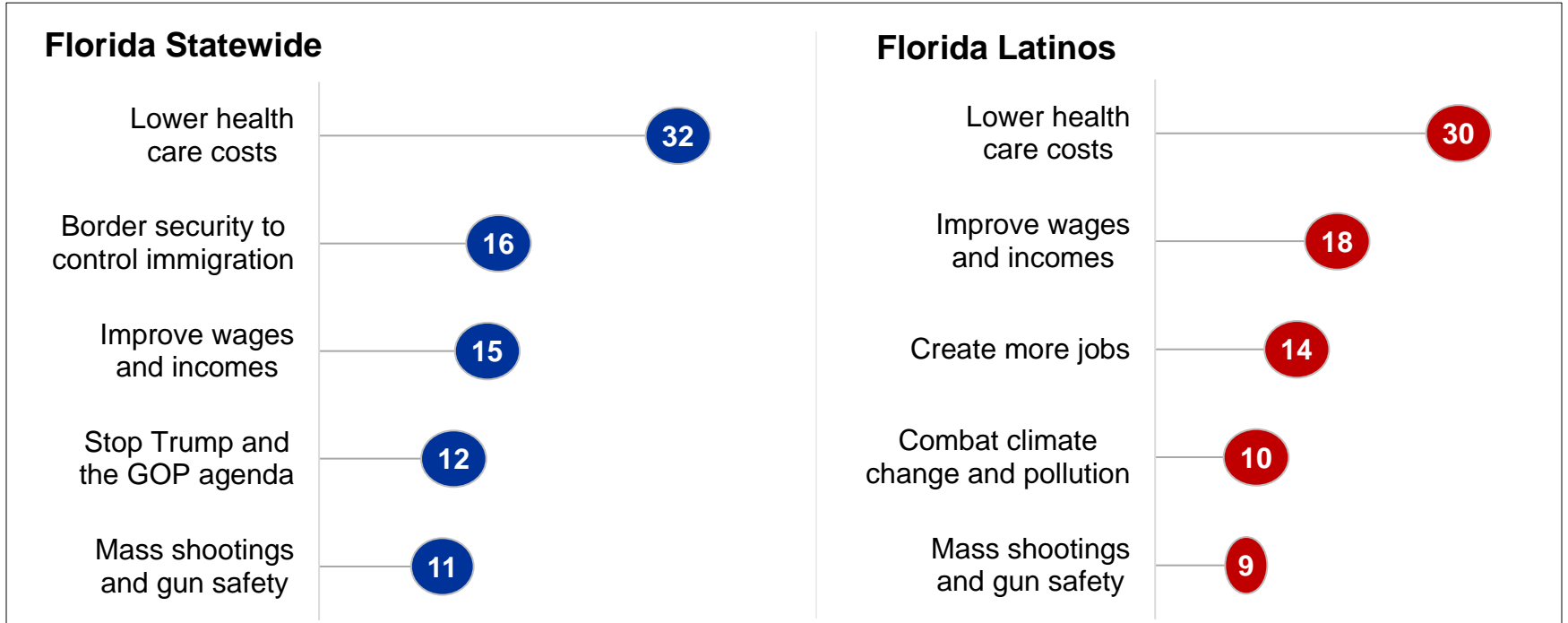
Survey Methodology

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- N=1,071 Florida registered voters; Latino segment N=571
- Field dates: March 6-12, 2020
- English or Spanish, according to respondent preference
- Blended mode: online and live phone interviews (cell and landline)
- Margin of error Florida statewide \pm 3.0 percentage points
- Margin of error for Florida Latino segment \pm 4.1 percentage points

Issue Priorities

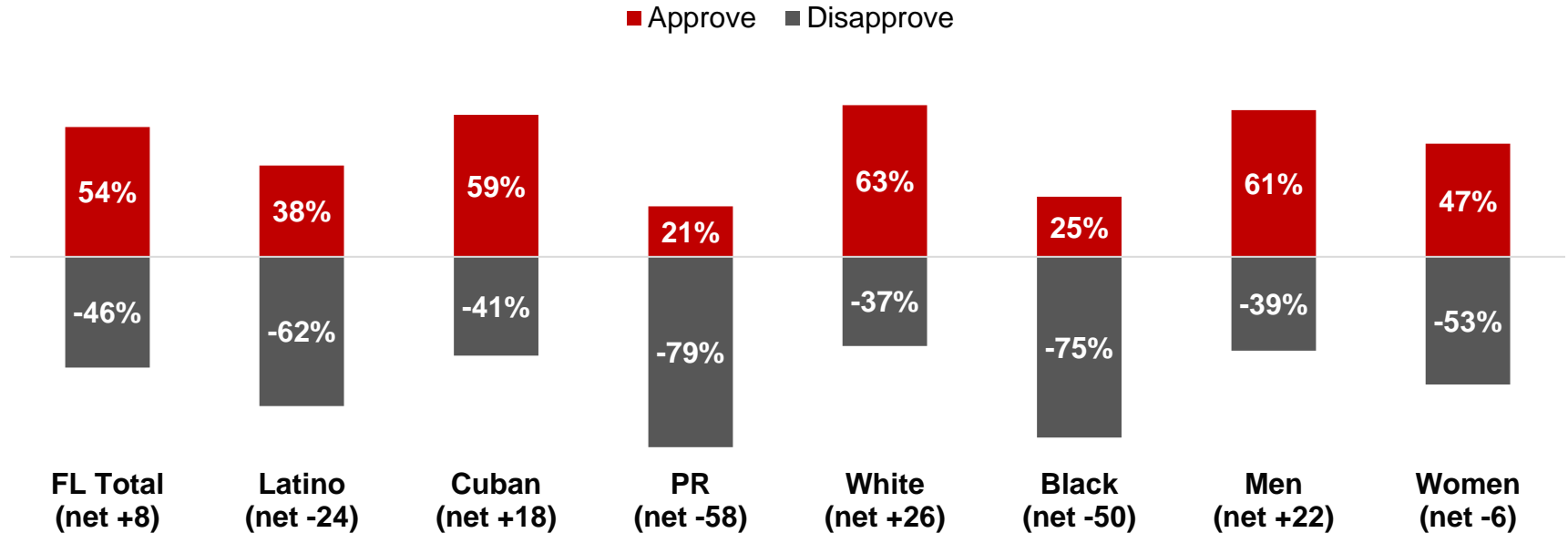
(On the whole, what are the most important issues facing your community that you think Congress and the President should address?)



Trump Approval

(Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?)

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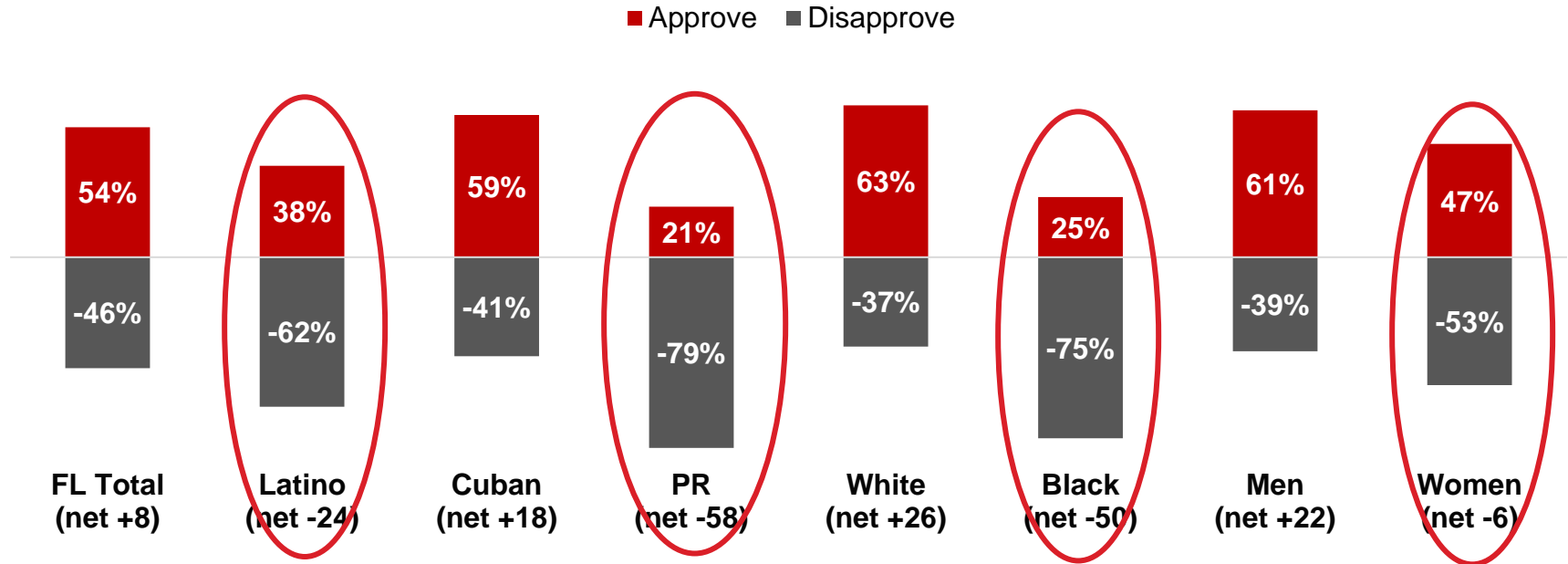


Source: Univision News 2020 Florida Voter Poll March 6-12 (N=1,071) MoE +/- 3.0%

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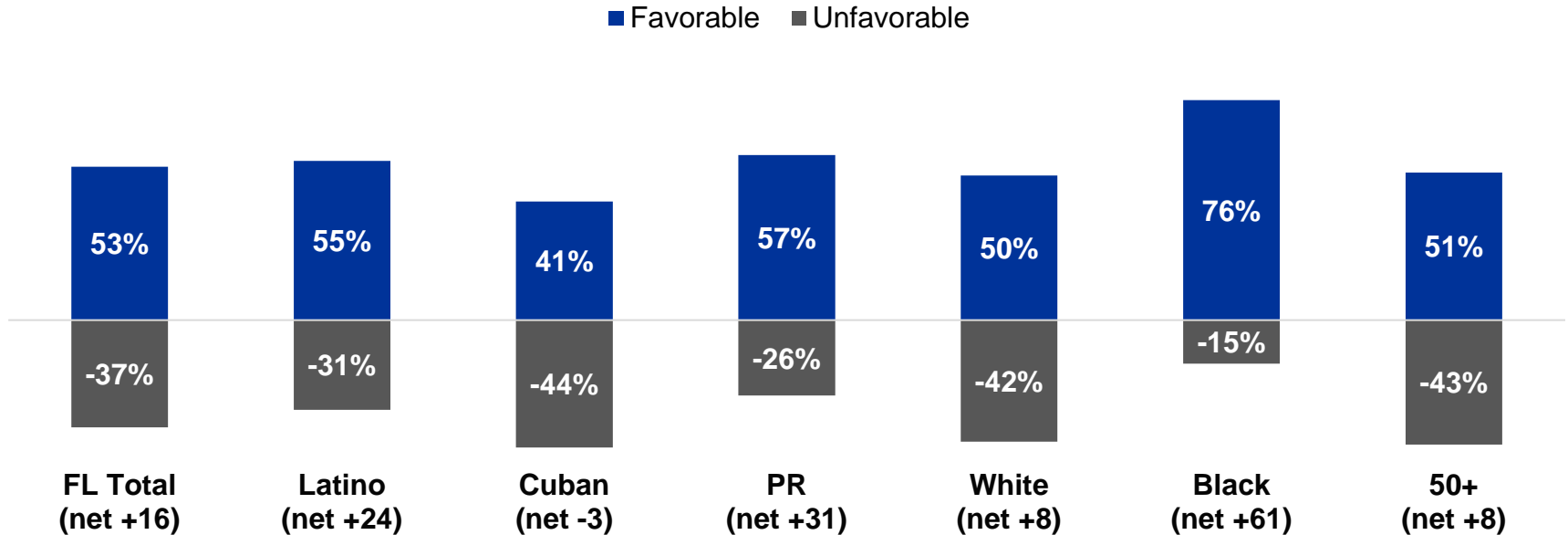
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Source: Univision News 2020 Florida Voter Poll March 6-12 (N=1,071) MoE +/- 3.0%

Democratic Candidate Favorability: Biden

6

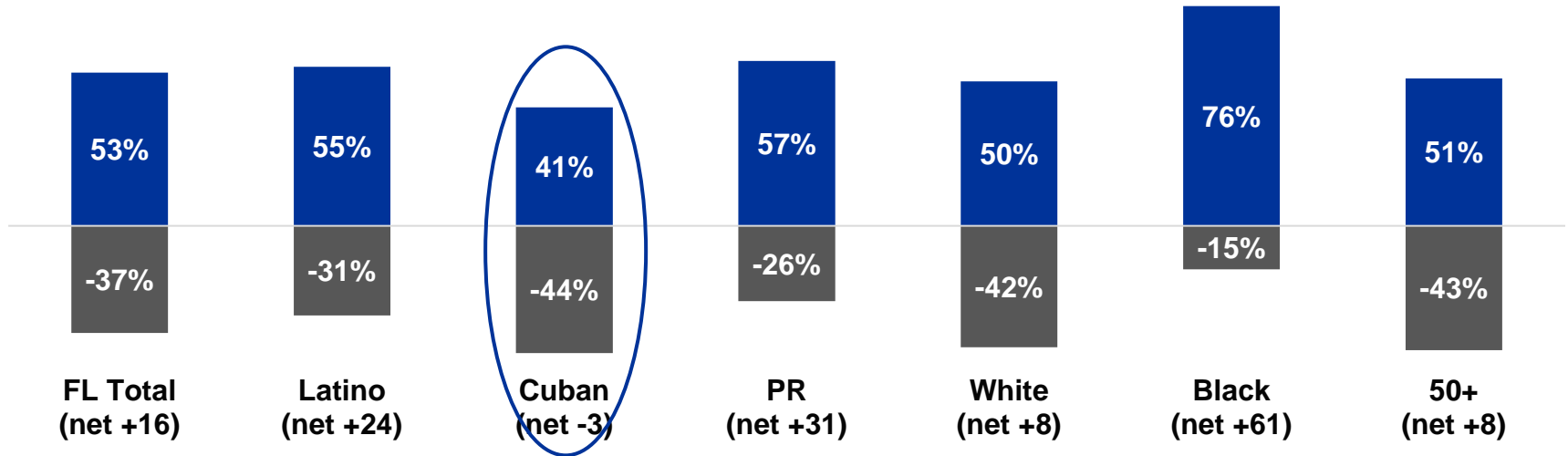


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Democratic Candidate Favorability: Biden

7

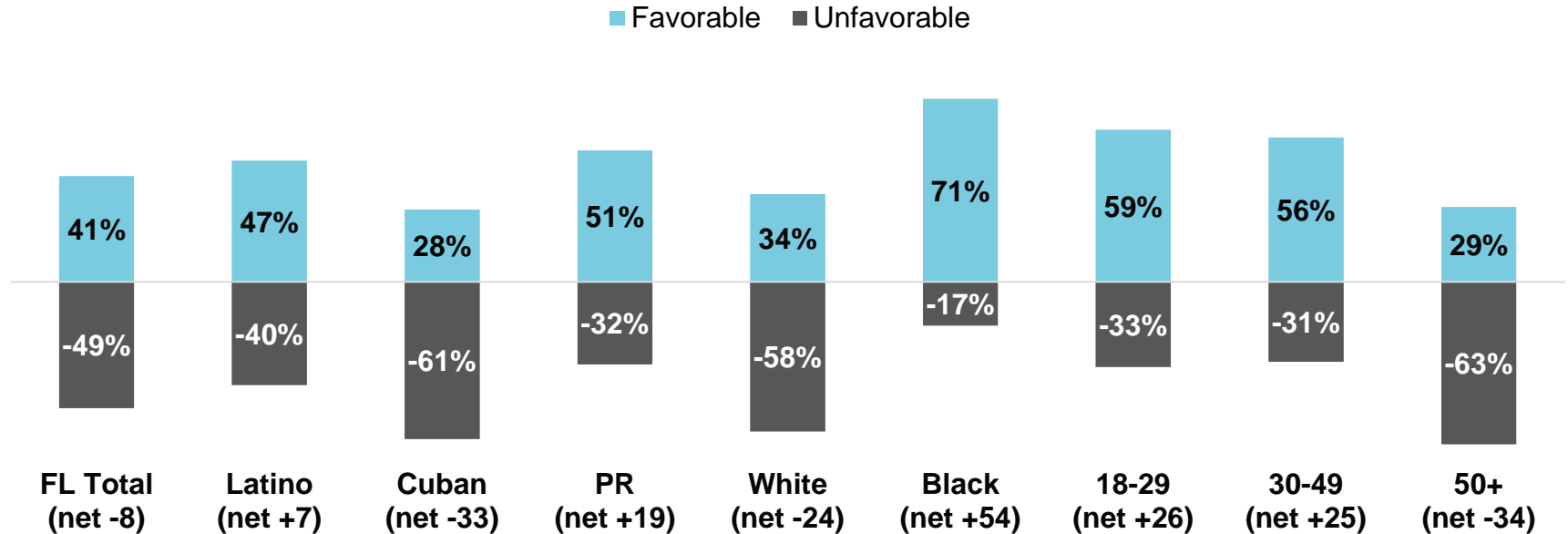
■ Favorable ■ Unfavorable



Source: Univision News 2020 Florida Voter Poll March 6-12 (N=1,071) MoE +/- 3.0%

Democratic Candidate Favorability: Sanders

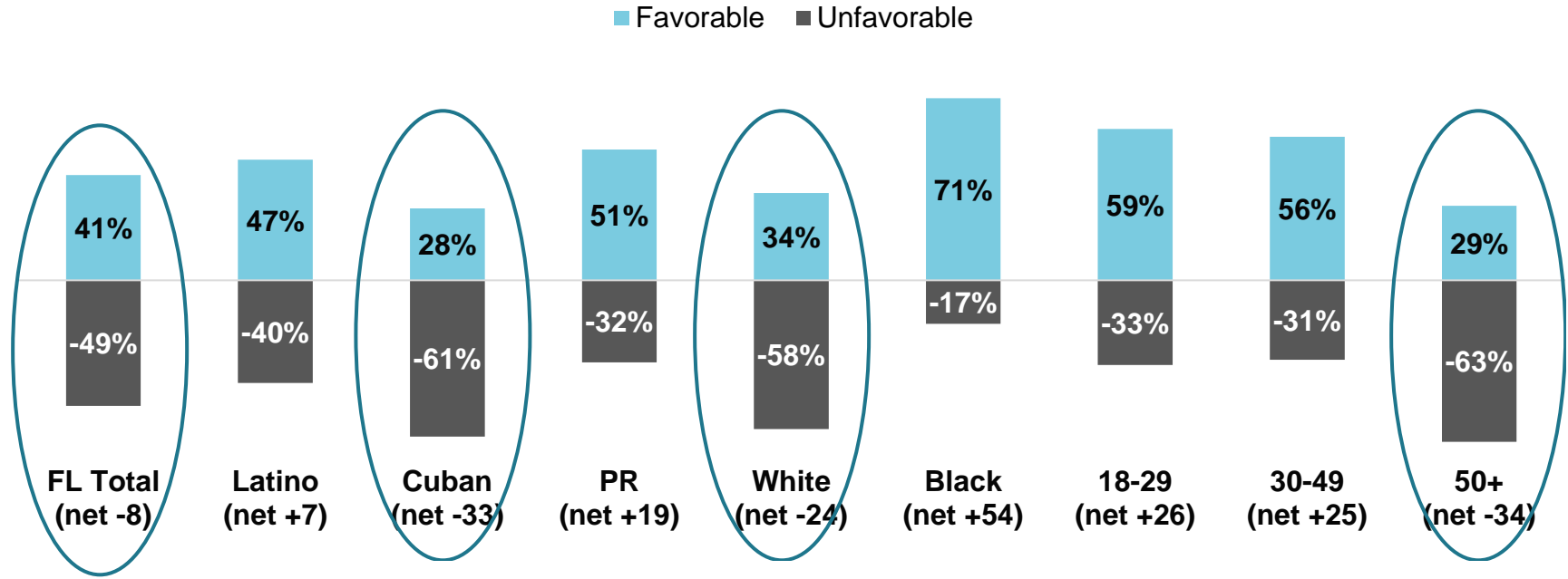
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Source: Univision News 2020 Florida Voter Poll March 6-12 (N=1,071) MoE +/- 3.0%

Democratic Candidate Favorability: Sanders

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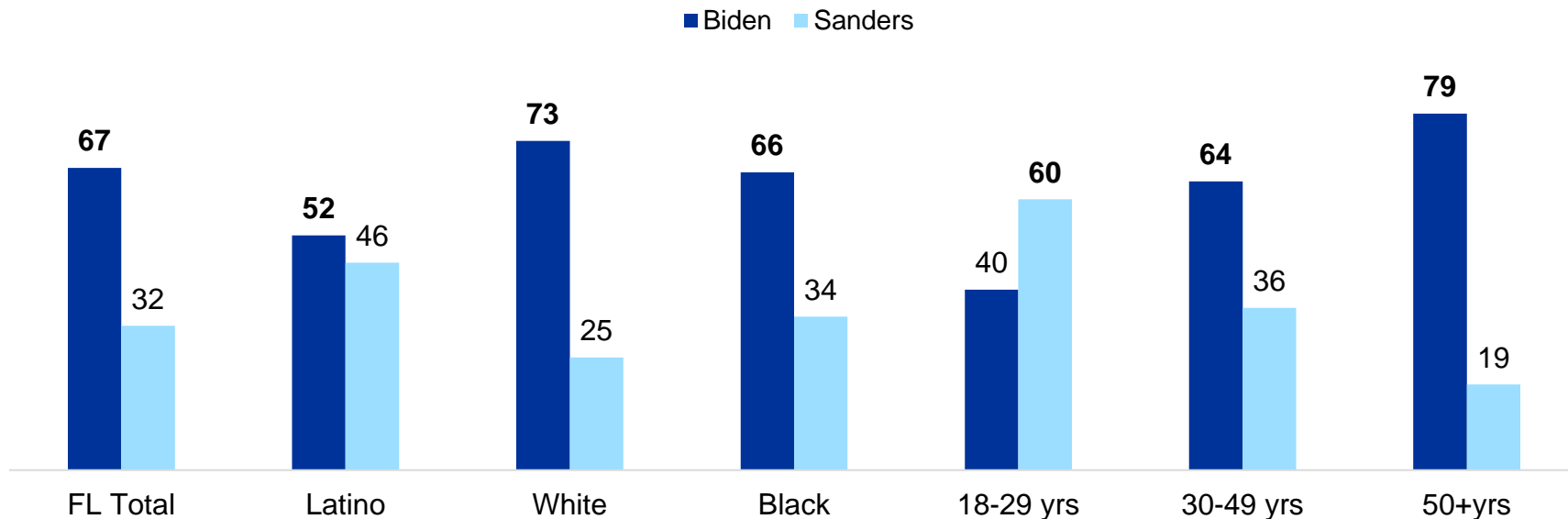


Source: Univision News 2020 Florida Voter Poll March 6-12 (N=1,071) MoE +/- 3.0%

Democratic Primary Vote

([Among registered Democrats only] Among the Democratic candidates running for President, who are you currently planning to vote for in the primary?)

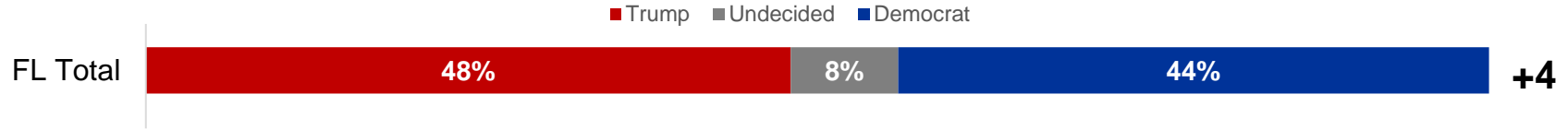
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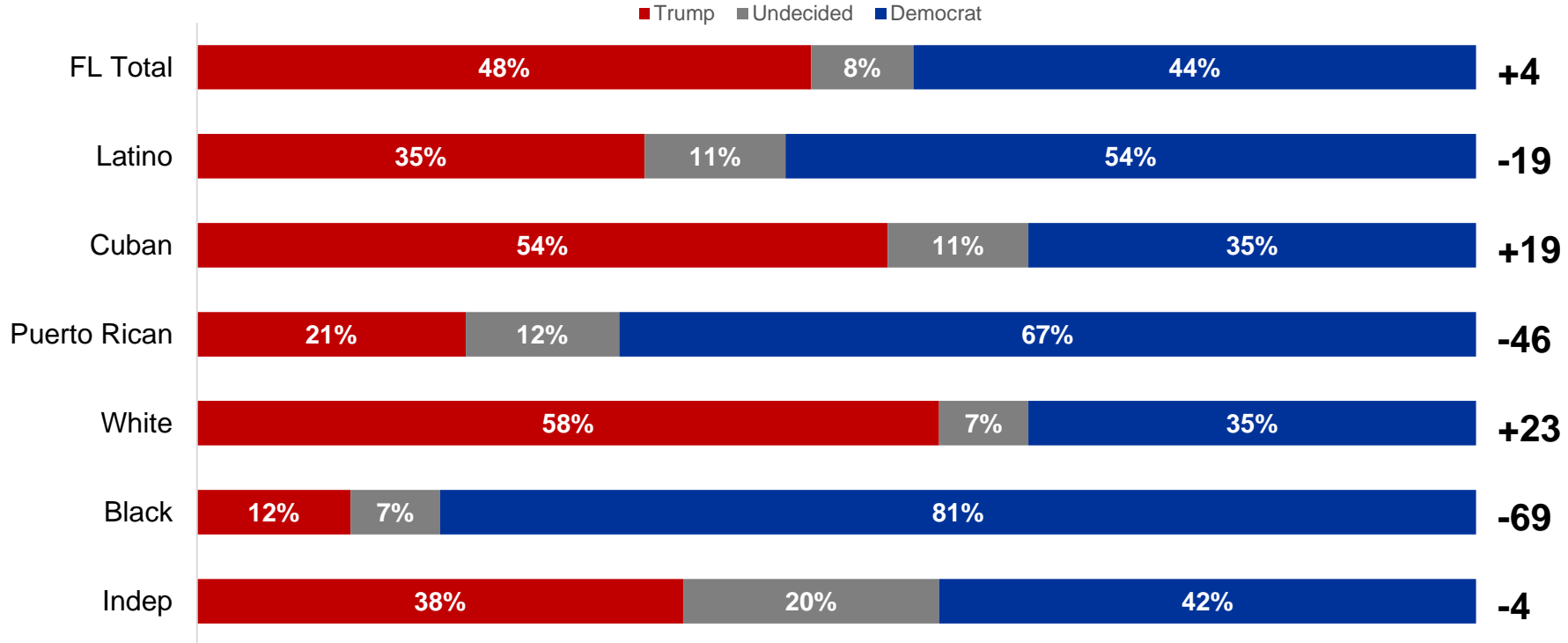
Presidential Vote – Generic Democrat

(Thinking ahead to the 2020 election for President of the United States, do you plan to vote for Donald Trump or the Democratic nominee?)



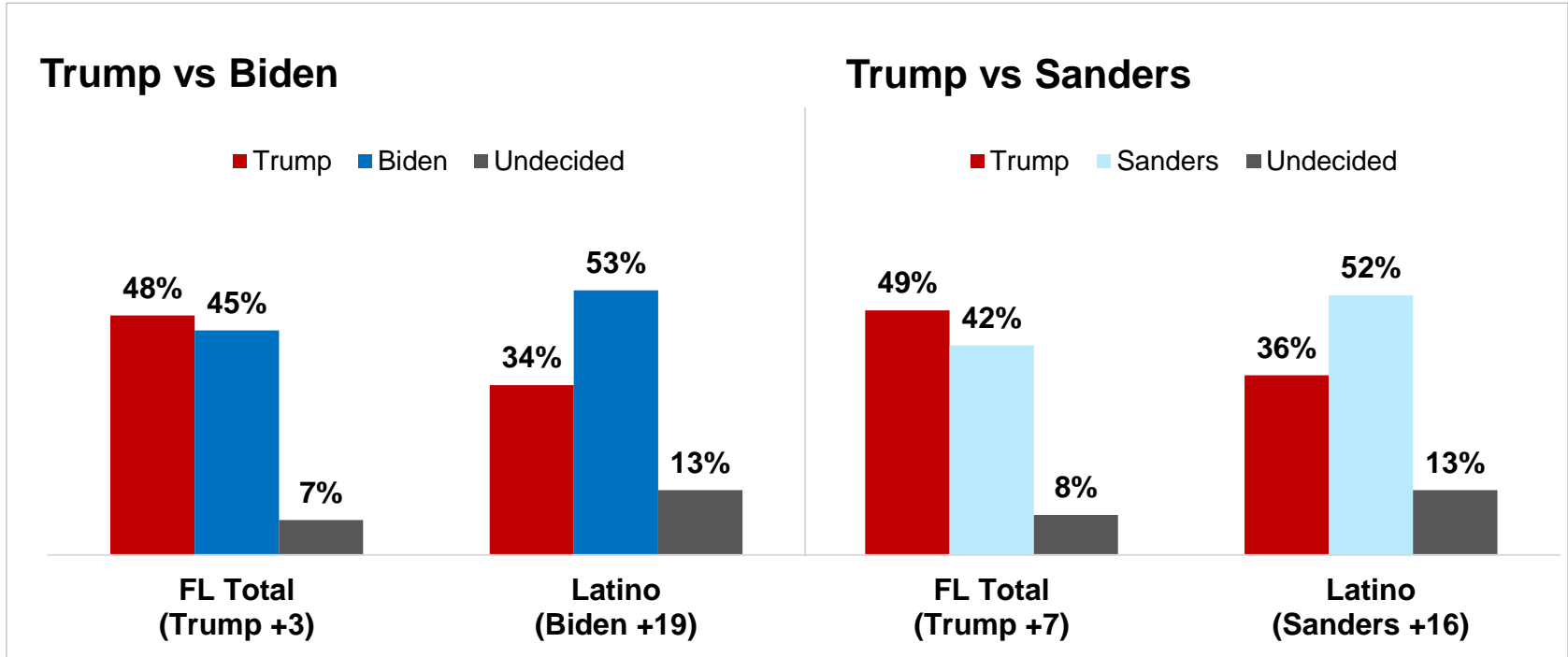
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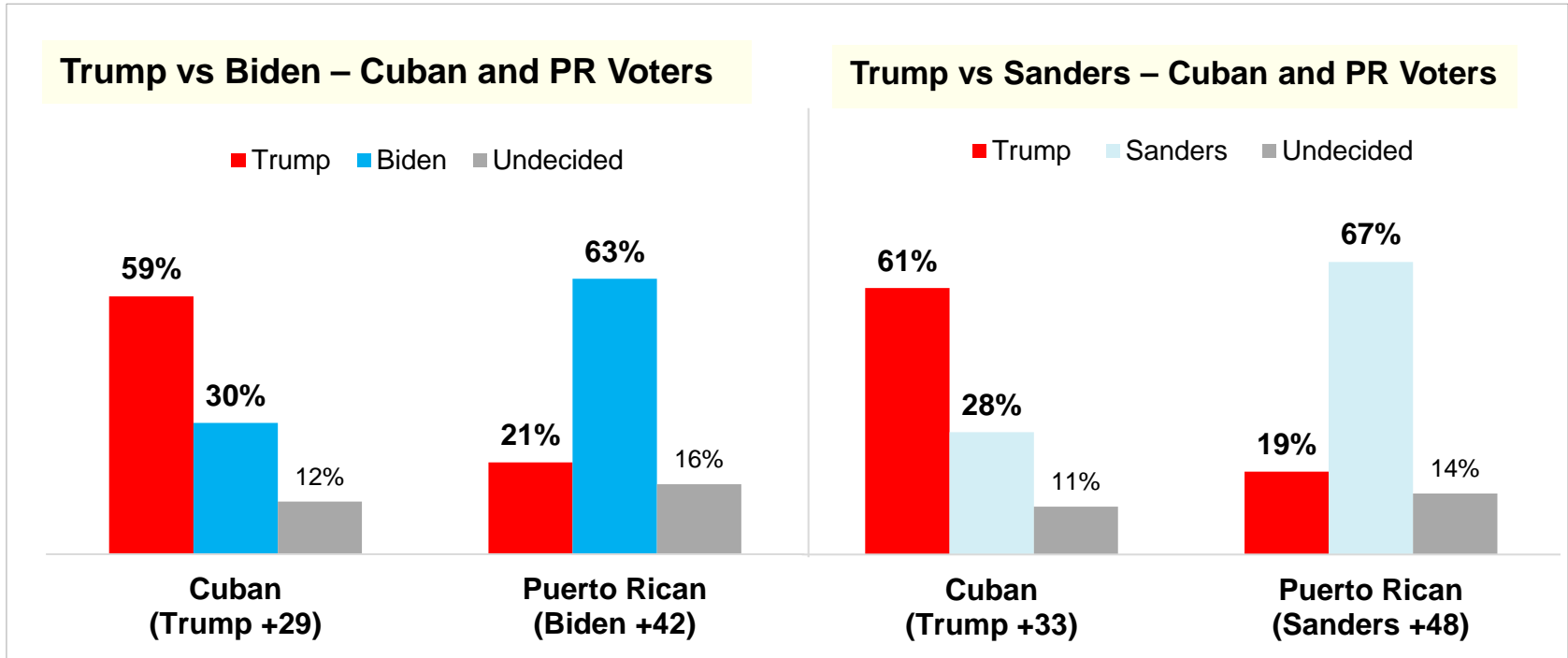
November Match-Ups

(If the presidential candidates are Trump and [Biden/Sanders] who will you vote for?)



November Match-Ups: Cuban and Puerto Rican

(If the presidential candidates are Trump and [Biden/Sanders] who will you vote for?)

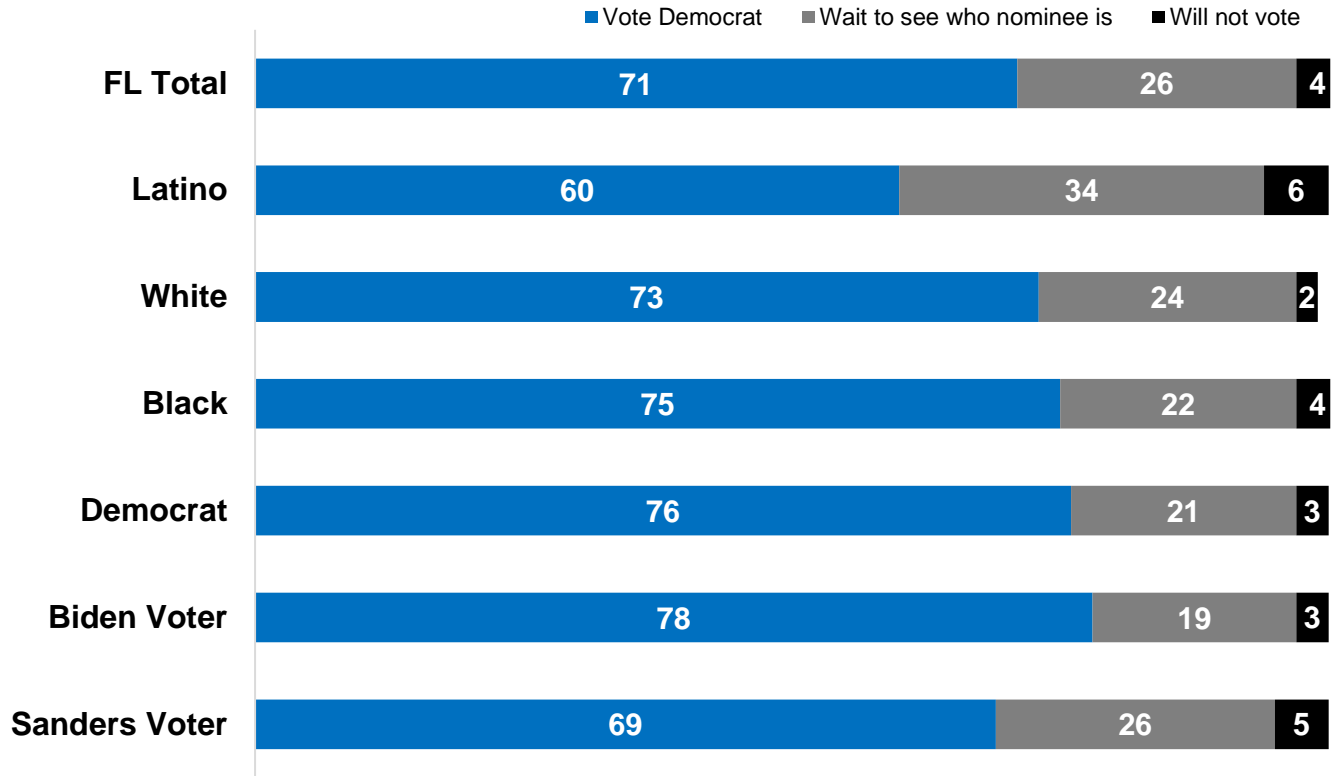


Will Democrats vote for any Democrat?

[Among Democrats]

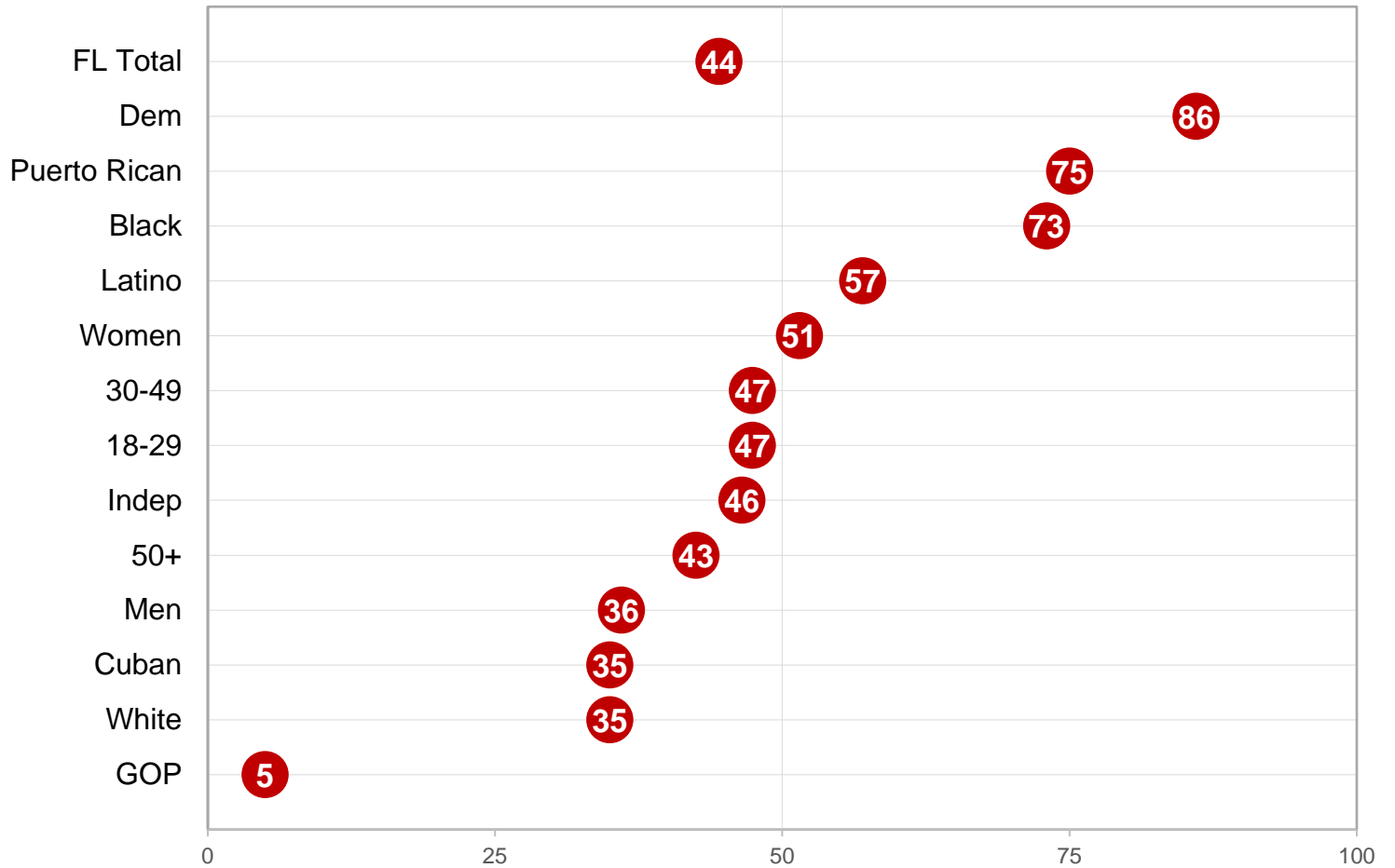
If your top Democratic choice for President is not the nominee to run against Trump, are you planning to:

[Vote for whoever the Democratic nominee is / Wait and see who the actual nominee is before committing to vote / If my top choice is not the nominee, I won't vote in 2020.] ?



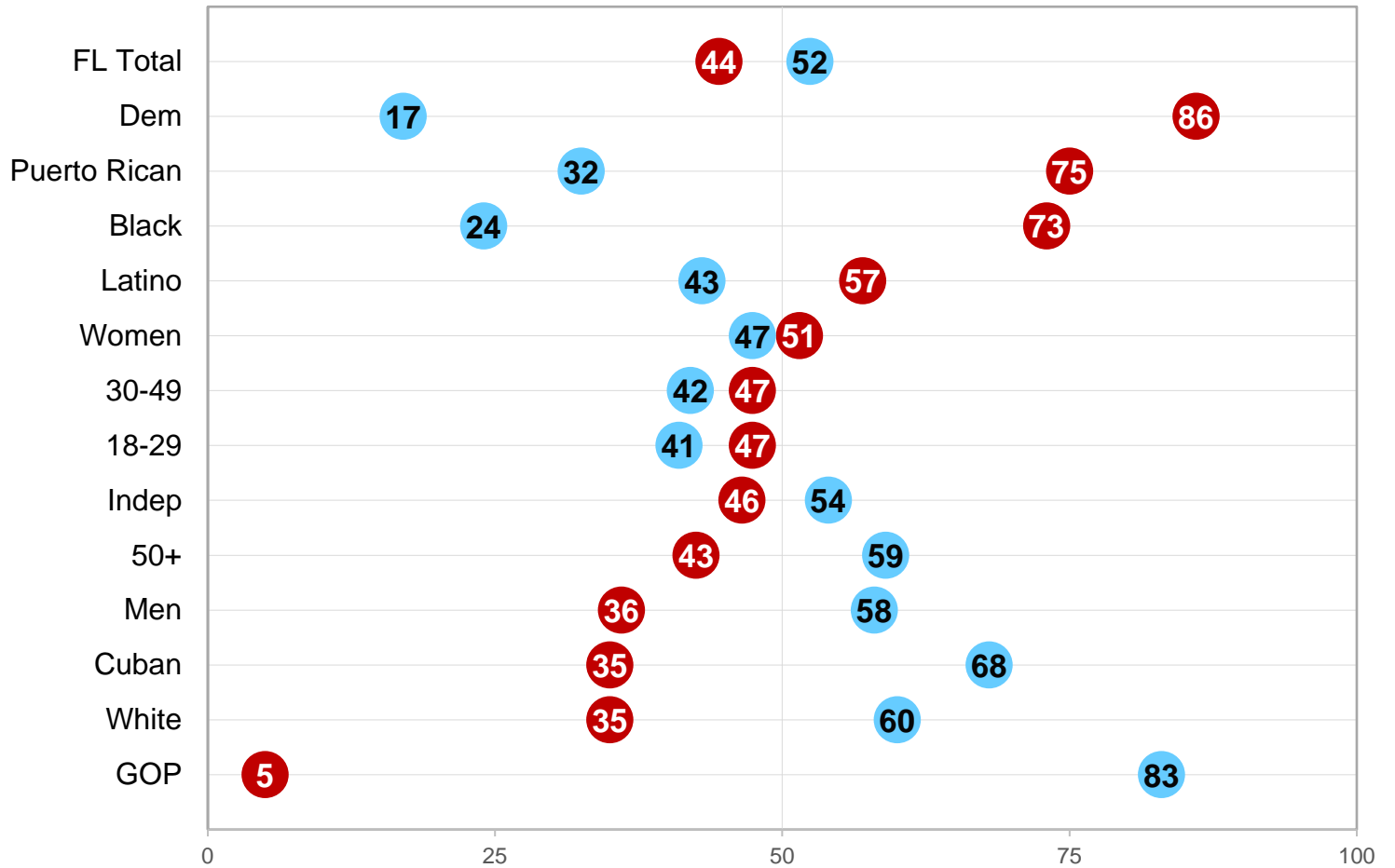
Are there any candidates that you would absolutely not vote for under any condition?

● Never Trump



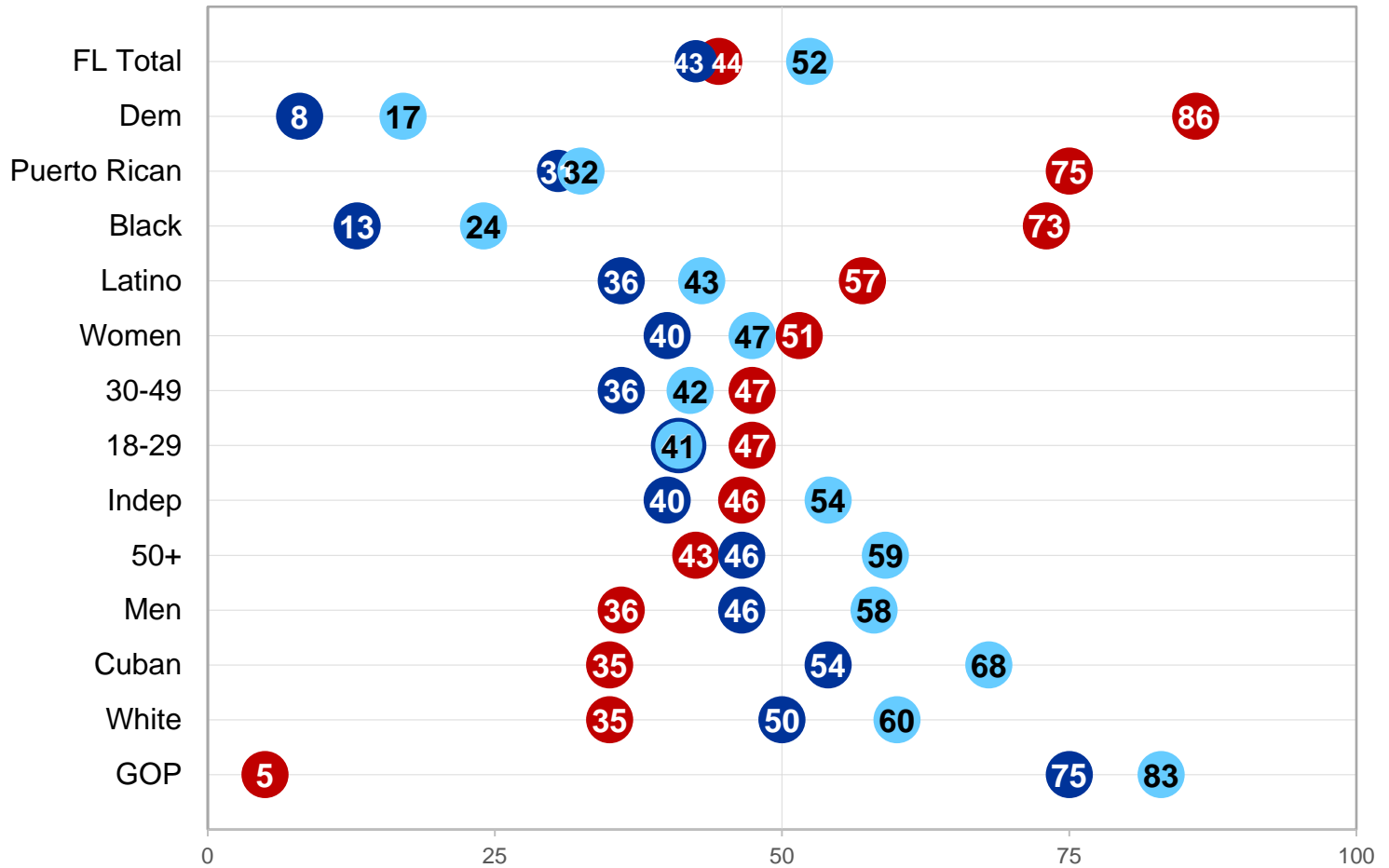
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- Never Trump
- Never Sanders



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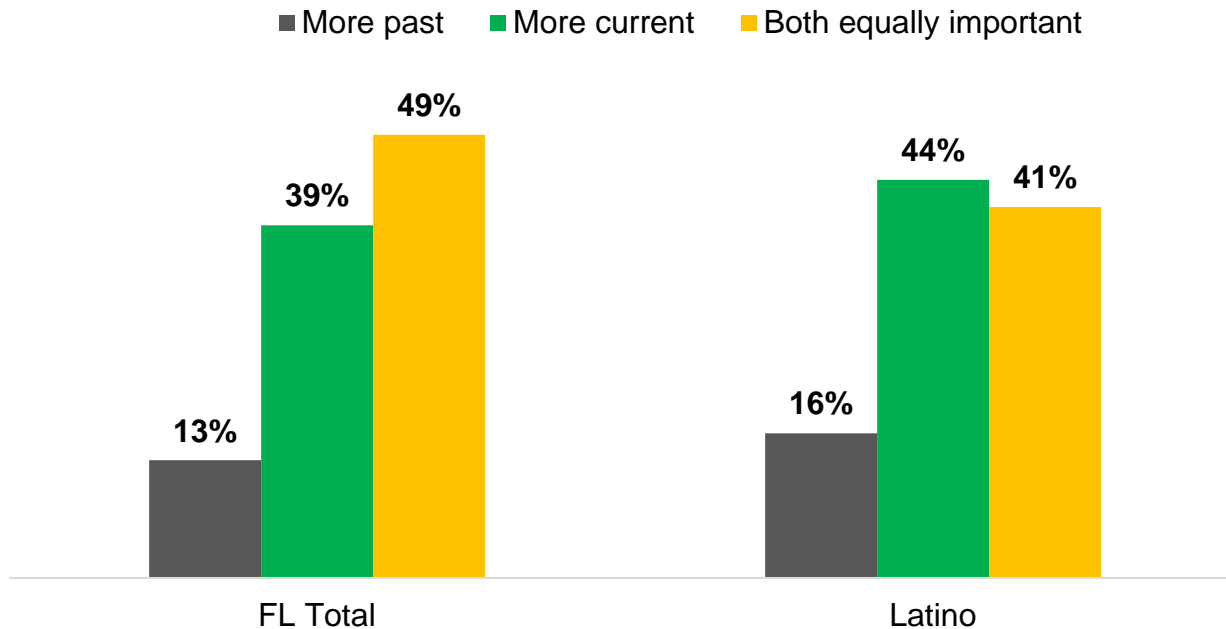
- Never Trump
- Never Biden
- Never Sanders



Candidate Past Statements

(Do you care more about a candidate's past statements and policies, or more about what a candidate supports today?)

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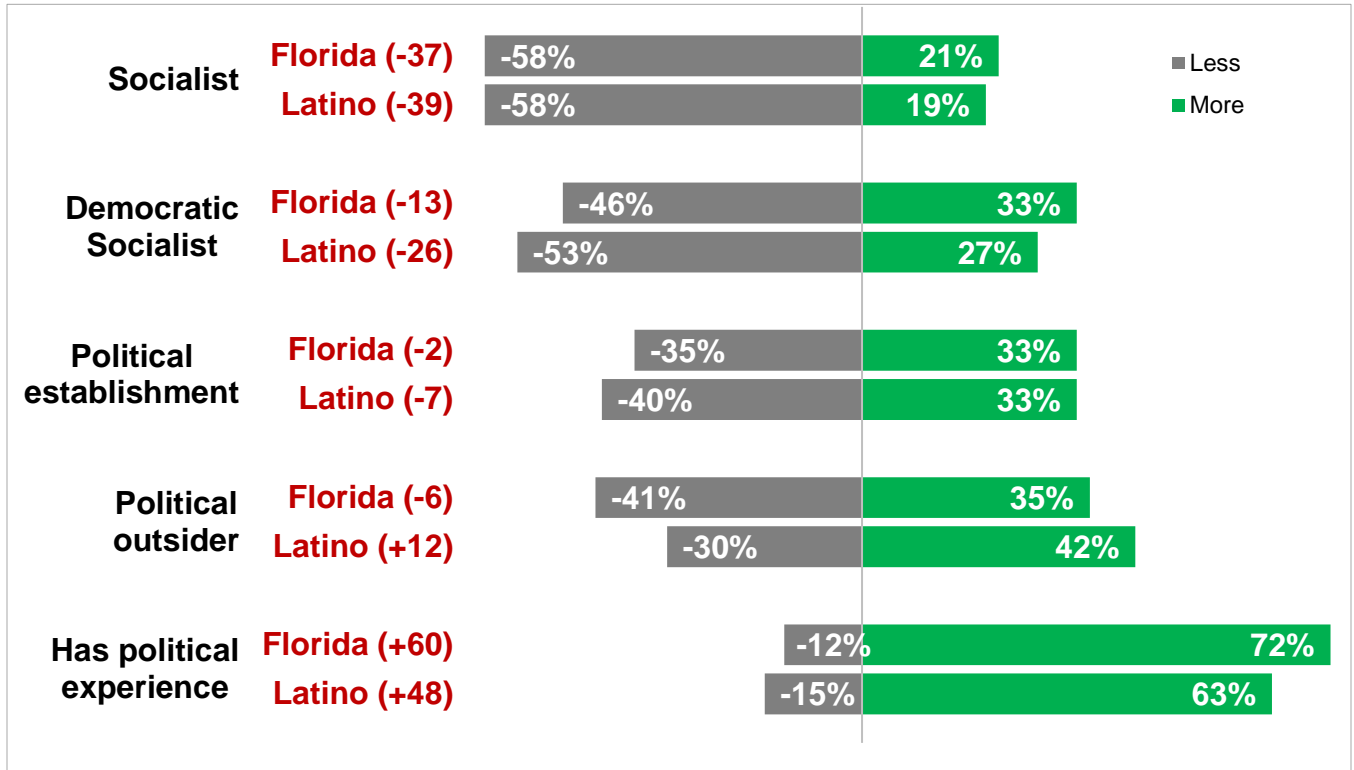


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Candidate Attributes

(Are you more likely or less likely to support a candidate for President who is described as...)

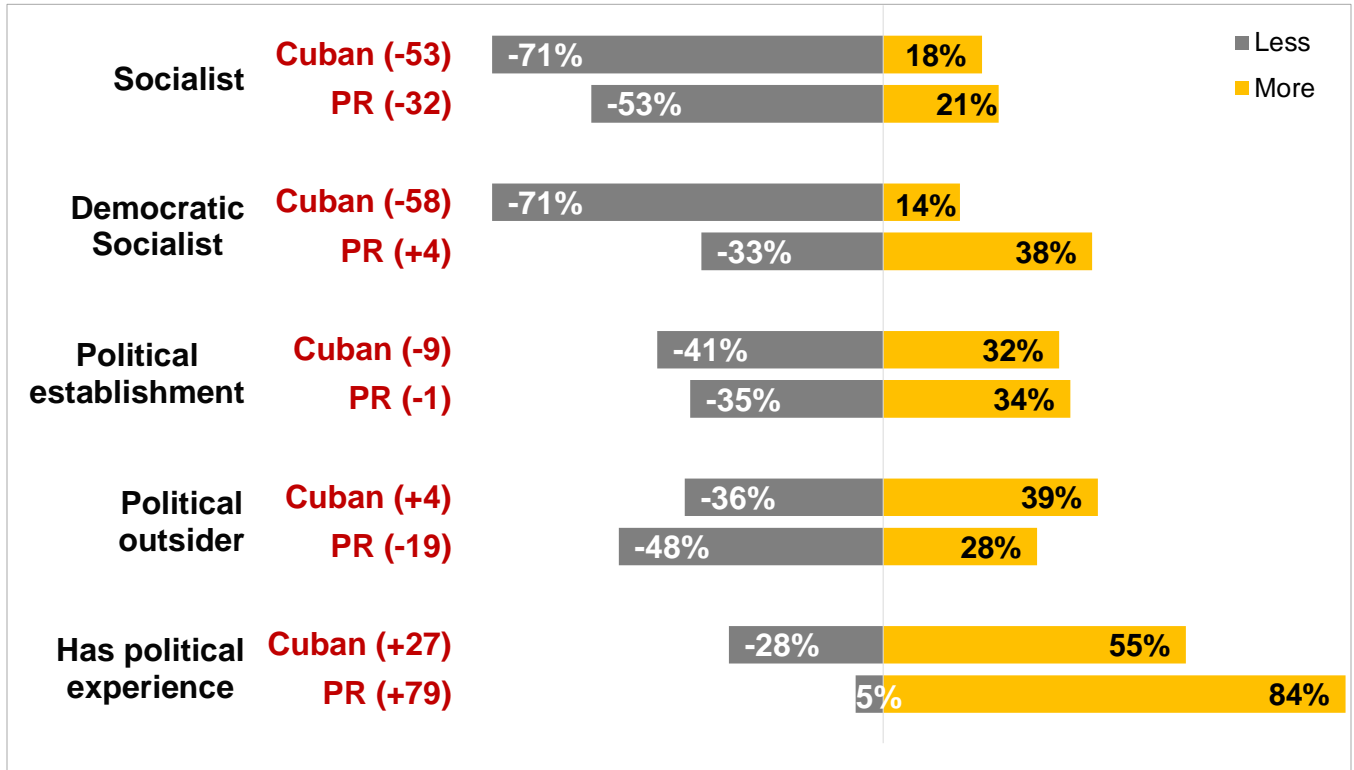
- Both “Socialist” and “Democratic Socialist” very unpopular
- Having political experience is very viewed positively.
- “Political establishment” does not evoke strong, lop-sided reactions.



Candidate Attributes - Cuban and Puerto Rican

(Are you more likely or less likely to support a candidate for President who is described as...)

- “Socialist” very unpopular with both Cuban and Puerto Rican voters.
- Cubans dislike “Democratic Socialist” at same rate (71%), but PRs more comfortable (net +4).
- Political outsider label unappealing to PR voters (net -19, 48% less likely).
- Political establishment label mostly a non-issue for PRs, on negative side for Cubans.

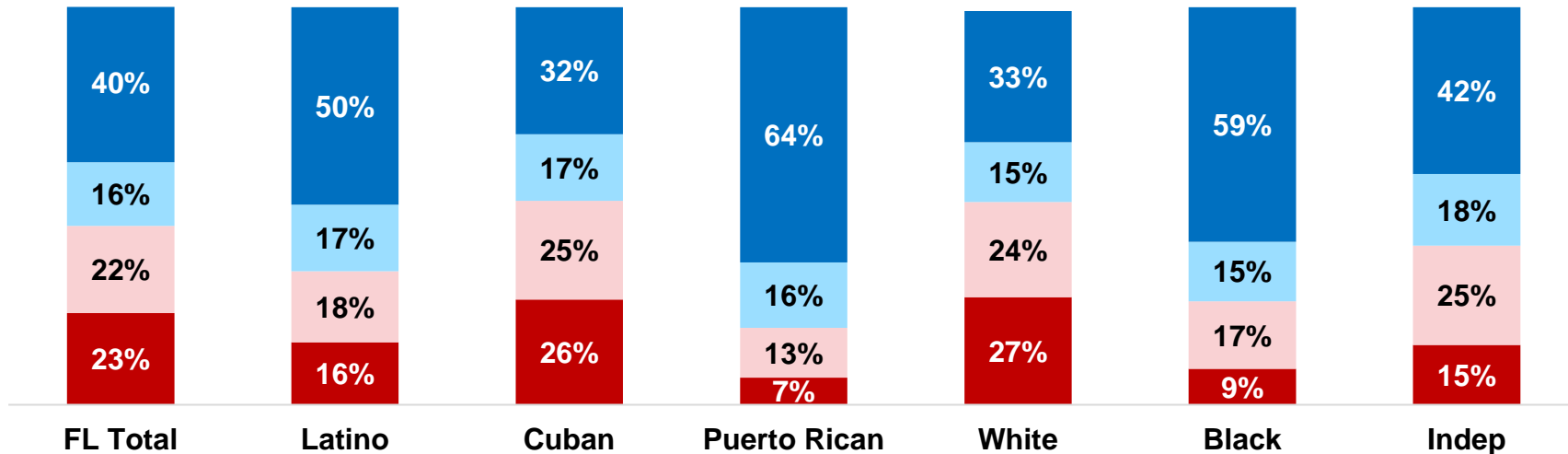


Personal Economic Situation

(President Trump often states that unemployment is very low and the stock market is doing very well. Do you feel that you have personally benefited, or not, from Donald Trump's economic policies?)

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■ A lot ■ Somewhat ■ Just a little ■ Not at all



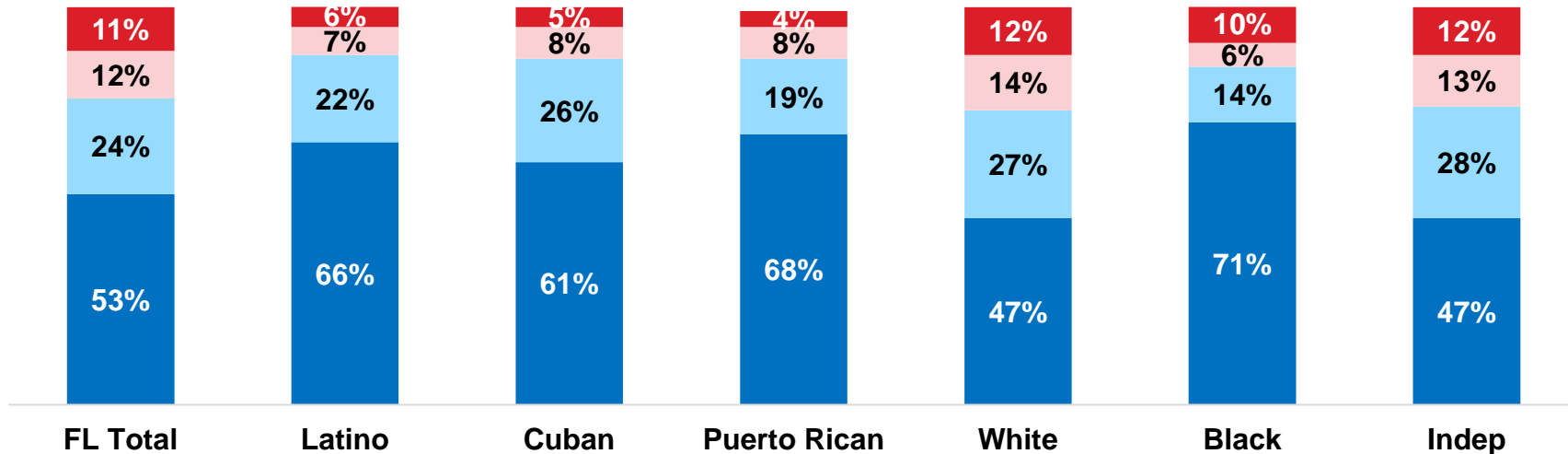
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Minimum Wage Increase

(Do you favor or oppose raising Florida's minimum wage to \$10 an hour next year, with a \$1 an hour increases until it reaches \$15 an hour in 2026?)

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■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

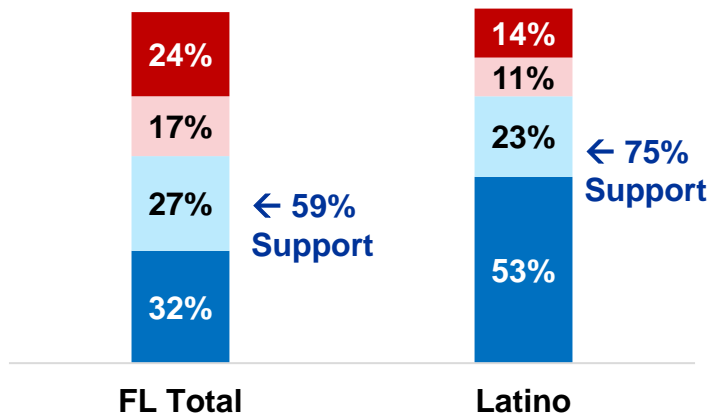


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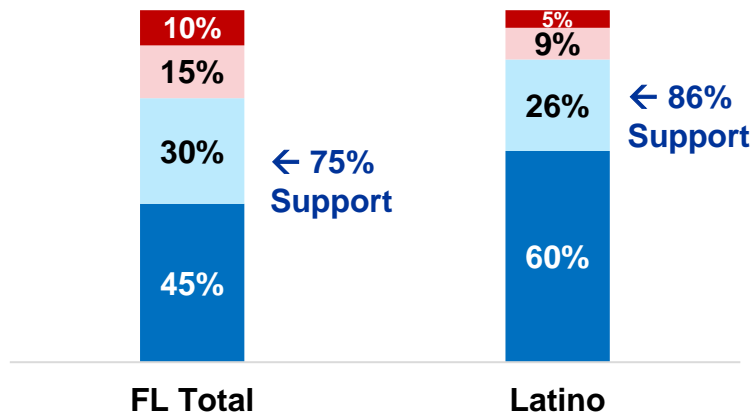


Marquee Democratic Party Issues: Medicare for All and DREAMers

Do you support/ oppose moving towards a Medicare for all health insurance system that guarantees health care for everyone?



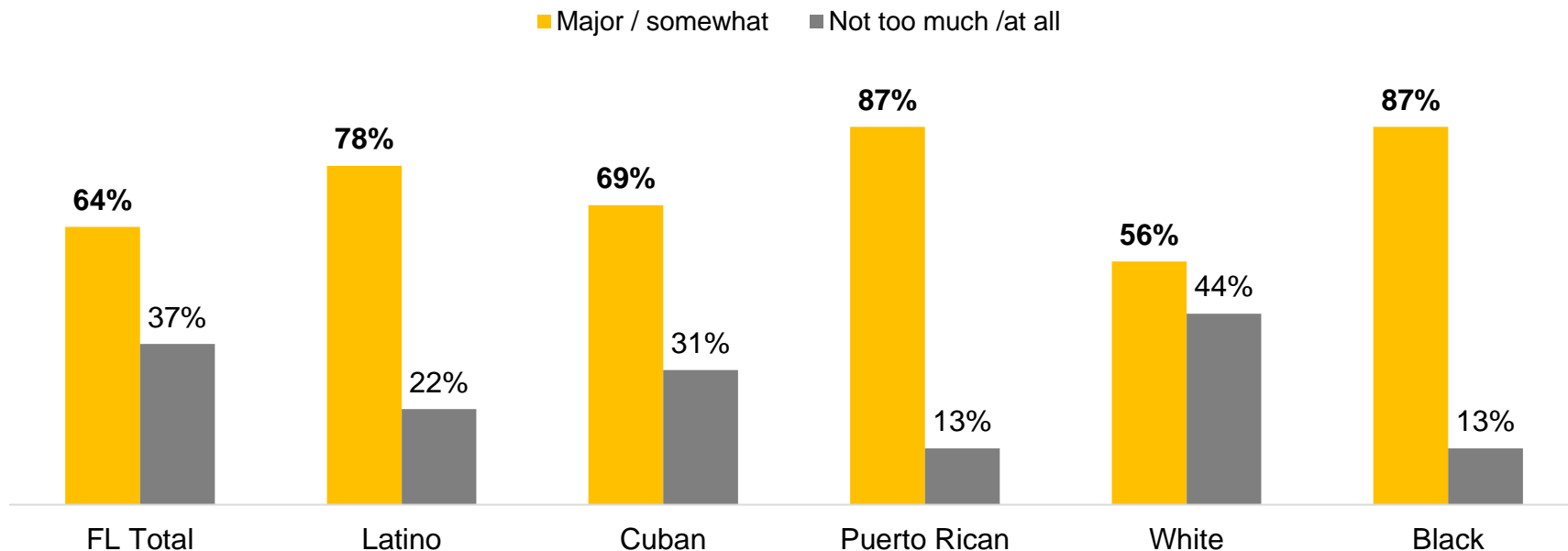
Do you support /oppose creating a permanent path to citizenship for DREAMERS, young undocumented immigrants who were brought to the country as children, but were raised in this country?



Racism and Discrimination Against Latinos

(Generally speaking, how much of a problem do you think racism against Latinos and immigrants is today?)

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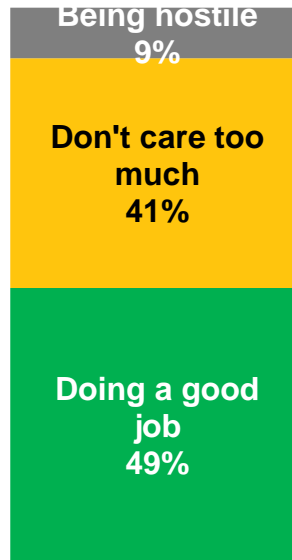
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Views on Party Outreach to Latinos

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[Latino respondents only] In what you have seen so far in the presidential primary campaign, would you say the [Democratic / Republican] candidates are currently doing a good job of reaching out to Latinos, that they don't care too much about Latinos, or that they are being hostile towards [Hispanics /Latinos]?

The Democratic Party is...



The Republican Party is...





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