



UNIVISION & MEDIA PREDICT

2022 Florida Primary &
General Elections-
Miami

August 2022



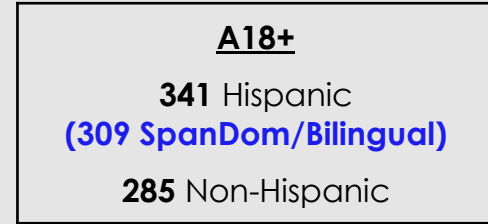
MP

OBJECTIVES

- Measure current landscape of the 2022 Florida primary and general elections in Miami
- Assess voter sentiments towards current government officials and bodies
- Understand key issues and their degree of importance as motivators to vote

METHODOLOGY

- Online survey of 626 registered voters ages 18+

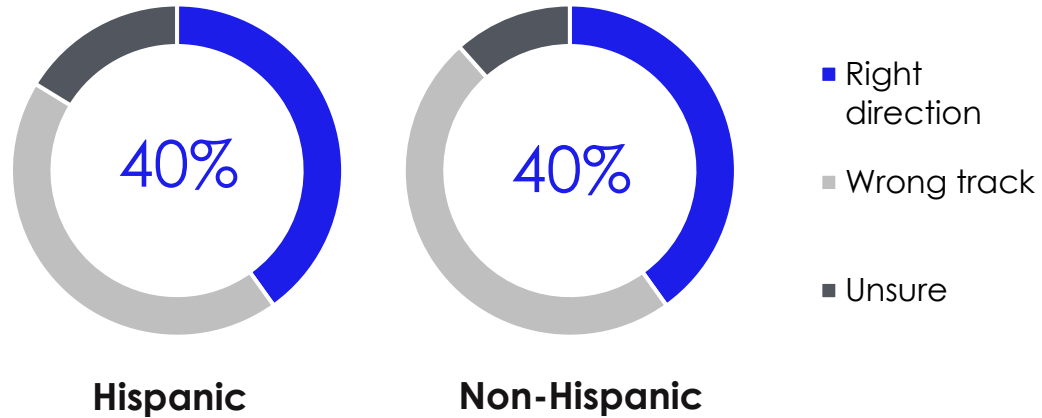


- In field 7/28/22 – 8/6/22
- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 5% for Hispanics and 6% for Non-Hispanics.
- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

JUST 40% OF RESPONDENTS BELIEVE THAT FLORIDA IS HEADED IN THE RIGHT DIRECTION

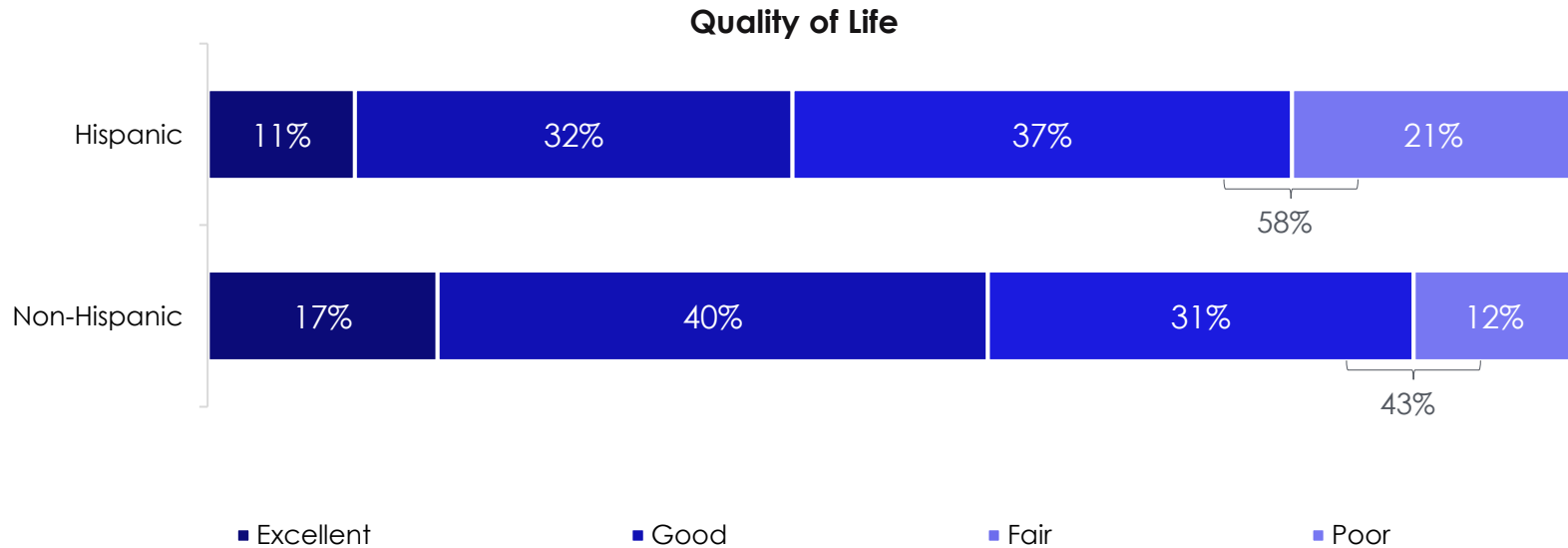
Florida Right or Wrong Track

In general, do you believe that Florida is headed in the right direction, or has it gone off on the wrong track?



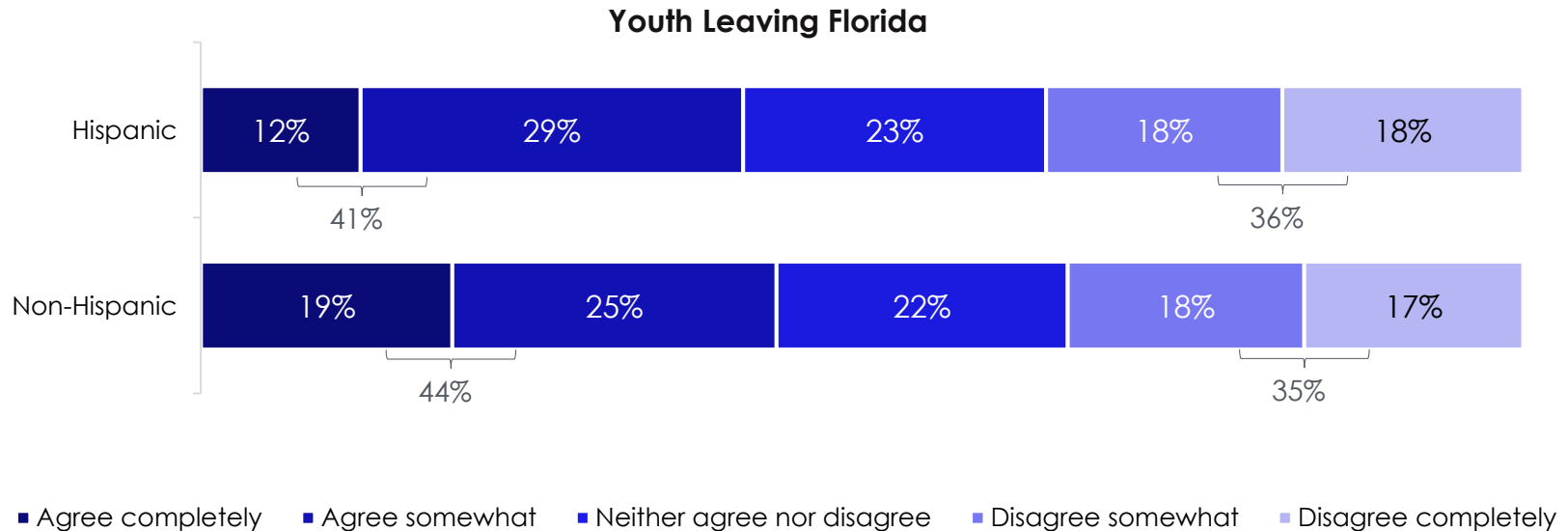
3 IN 5 HISPANICS FEEL THE QUALITY OF LIFE IN FLORIDA IS ONLY FAIR OR POOR

How would you rate the quality of life in Florida right now?



OVER 40% OF RESPONDENTS AGREE THAT YOUNG PEOPLE WOULD HAVE A BETTER FUTURE IF THEY LEFT FL

Please rate how much you agree or disagree with the following statement: *Young people would have a better future if they left FL.*

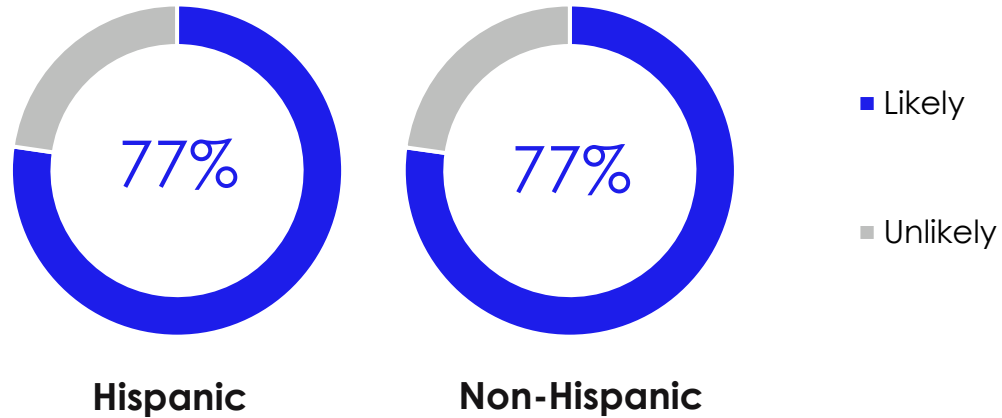


POLLING

77% OF RESPONDENTS PLAN TO VOTE IN THE FLORIDA PRIMARY ELECTIONS

Primary Election Voting Likelihood

On a scale of 1 to 10, how likely or unlikely are you to vote in the 2022 Florida primary elections, being held on August 23, 2022?



DEMOCRATIC PRIMARY: GOVERNOR IF ELECTION WERE HELD TODAY, 27% OF HISPANICS AND 17% NON-HISPANICS ARE UP FOR GRABS

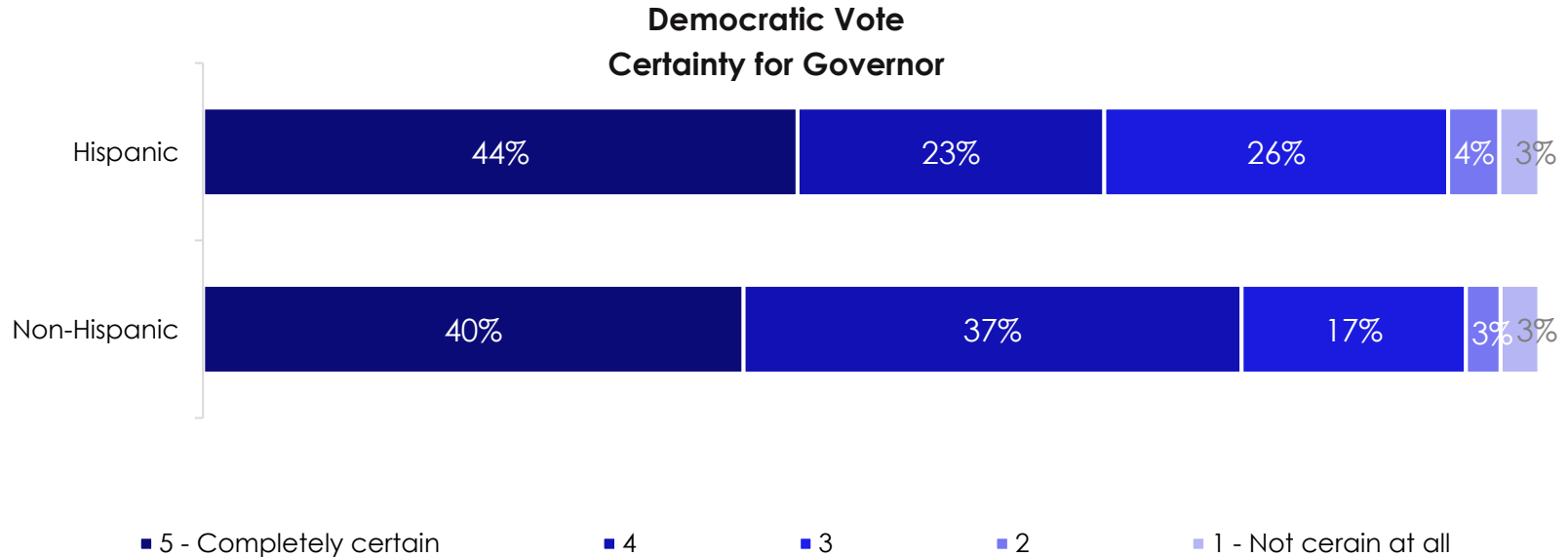
If the Florida Democratic Party Primary were held today, who would you vote for as the party's candidate for Governor of Florida?

Democratic Governor Primary

	Hispanic August 2022	Non-Hispanic August 2022
Charlie Crist	35%	42%
Nikki Fried	25%	25%
Cadance Daniel	6%	5%
Robert Willis	4%	10%
Other	2%	1%
Undecided/unsure	27%	17%

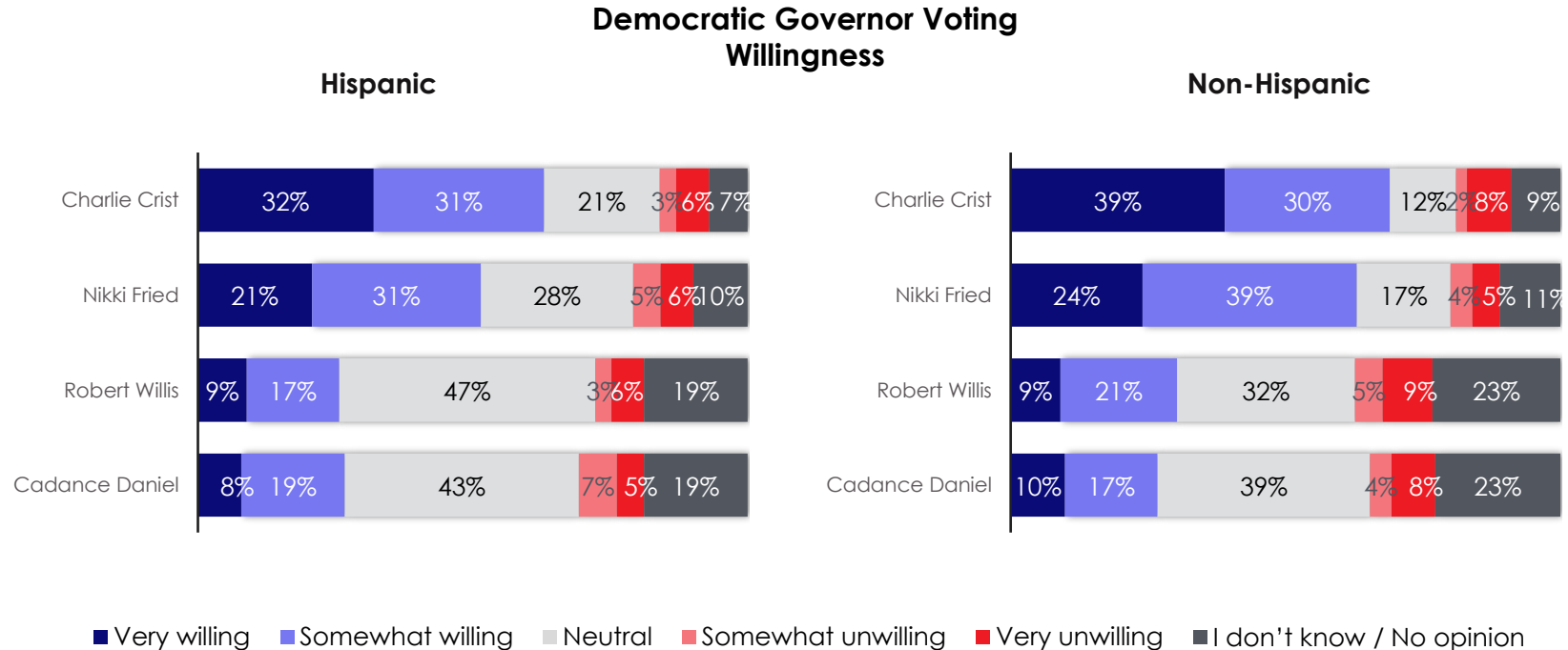
DEMOCRATIC PRIMARY: GOVERNOR JUST 44% OF HISPANICS, 40% NON-HISPANICS COMPLETELY CERTAIN OF CANDIDATE CHOICE

How certain are you that this is the right choice of candidate for Governor for you?



DEMOCRATIC PRIMARY: GOVERNOR WILLINGNESS TO VOTE FOR EACH CANDIDATE

For the candidates for Governor listed below, please indicate how willing or unwilling you would be to vote for them in the primary election?



DEMOCRATIC PRIMARY: SENATE IF ELECTION WERE HELD TODAY, 27% OF HISPANICS AND 23% NON-HISPANICS ARE UP FOR GRABS

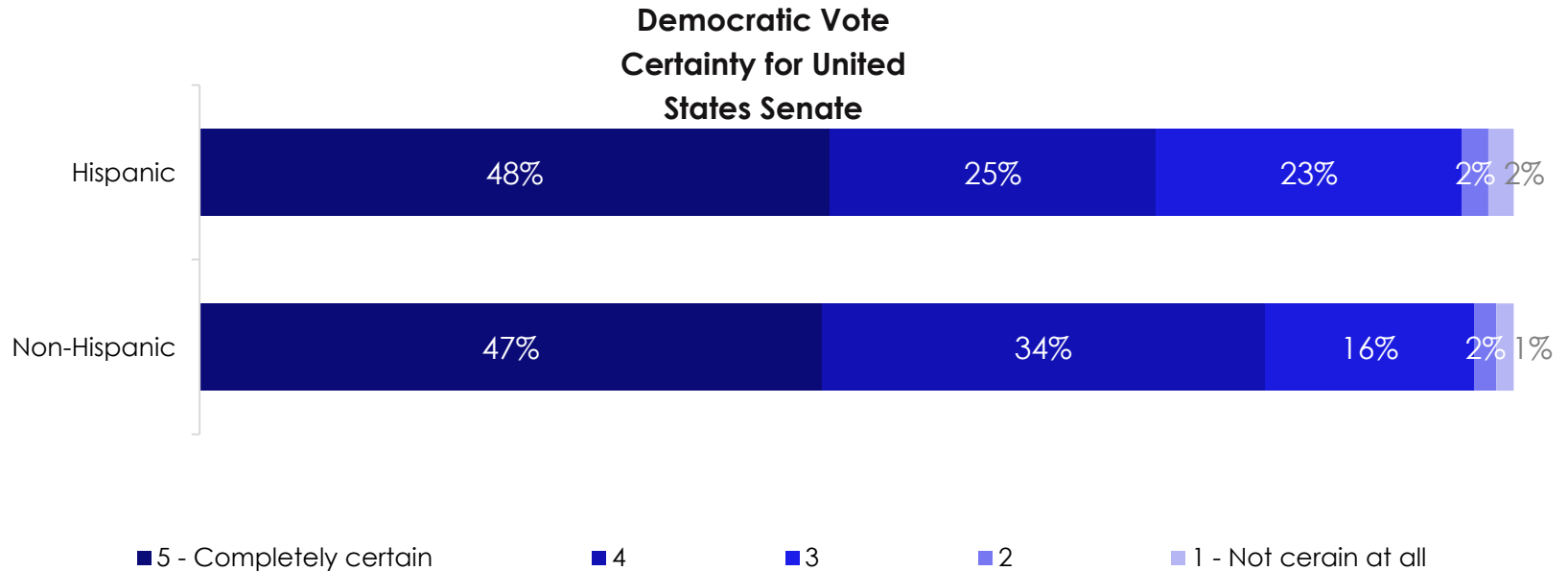
If the Florida Democratic Party Primary were held today, who would you vote for as the party's candidate for United States Senator?

Democratic Senate Primary

	Hispanic August 2022	Non-Hispanic August 2022
Val Demings	51%	54%
Ricardo De La Fuente	9%	6%
William Sanchez	6%	9%
Brian Rush	2%	5%
Other	5%	3%
Undecided/unsure	27%	23%

DEMOCRATIC PRIMARY: SENATE ABOUT HALF OF RESPONDENTS COMPLETELY CERTAIN OF CANDIDATE CHOICE

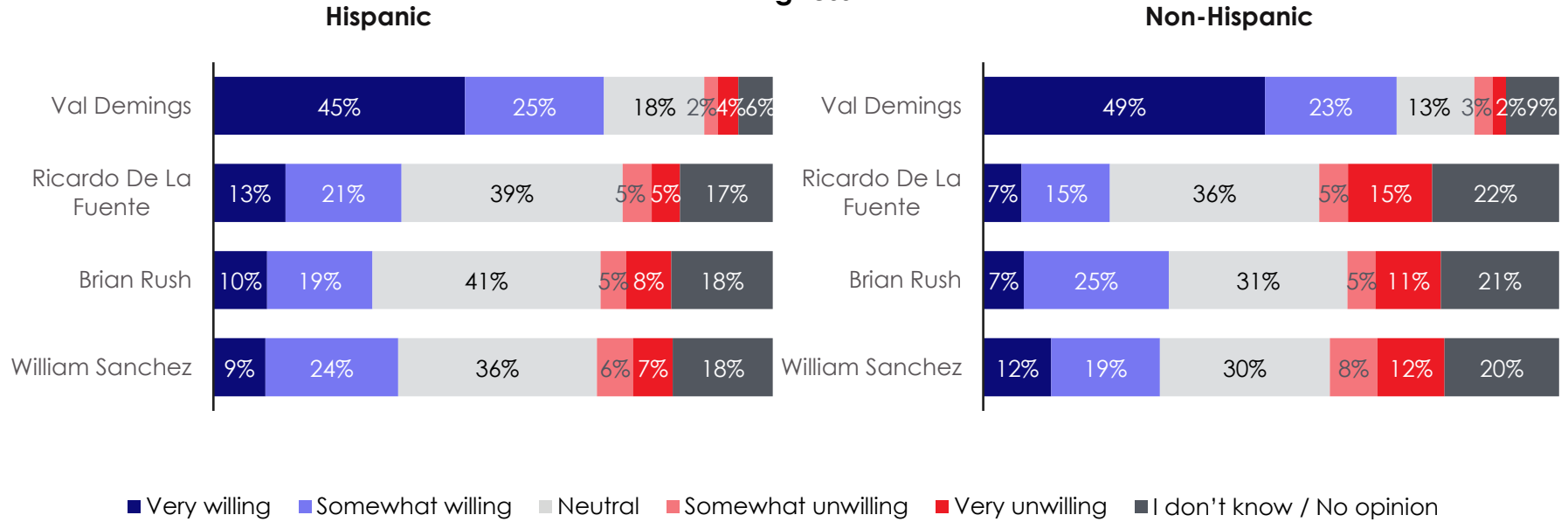
How certain are you that this is the right choice of United States Senate candidate for you?



DEMOCRATIC PRIMARY: SENATE WILLINGNESS TO VOTE FOR EACH CANDIDATE

For the United States Senate candidates listed below, please indicate how willing or unwilling you would be to vote for them in the primary election?

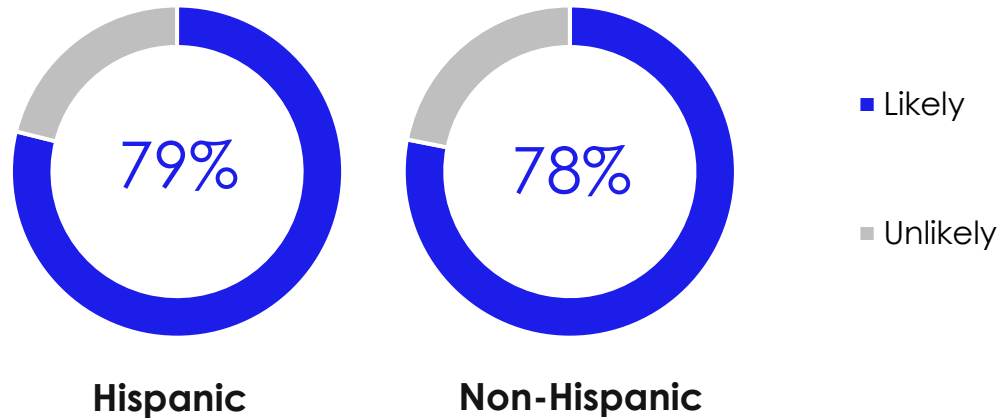
Democratic Senator Voting Willingness



ABOUT 80% OF RESPONDENTS PLAN TO VOTE IN THE FLORIDA GENERAL ELECTION

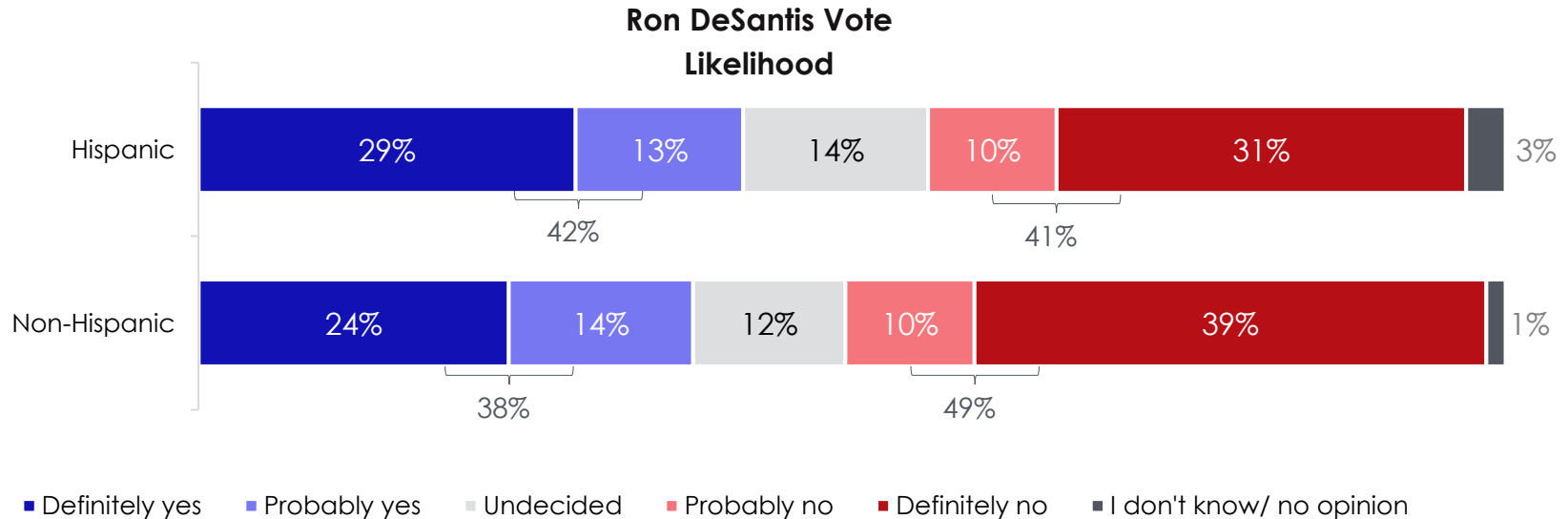
General Election Voting Likelihood

On a scale of 1 to 10, how likely or unlikely are you to vote in the 2022 Florida general election on November 8, 2022 (whether by early voting, voting by mail, or in-person voting)?



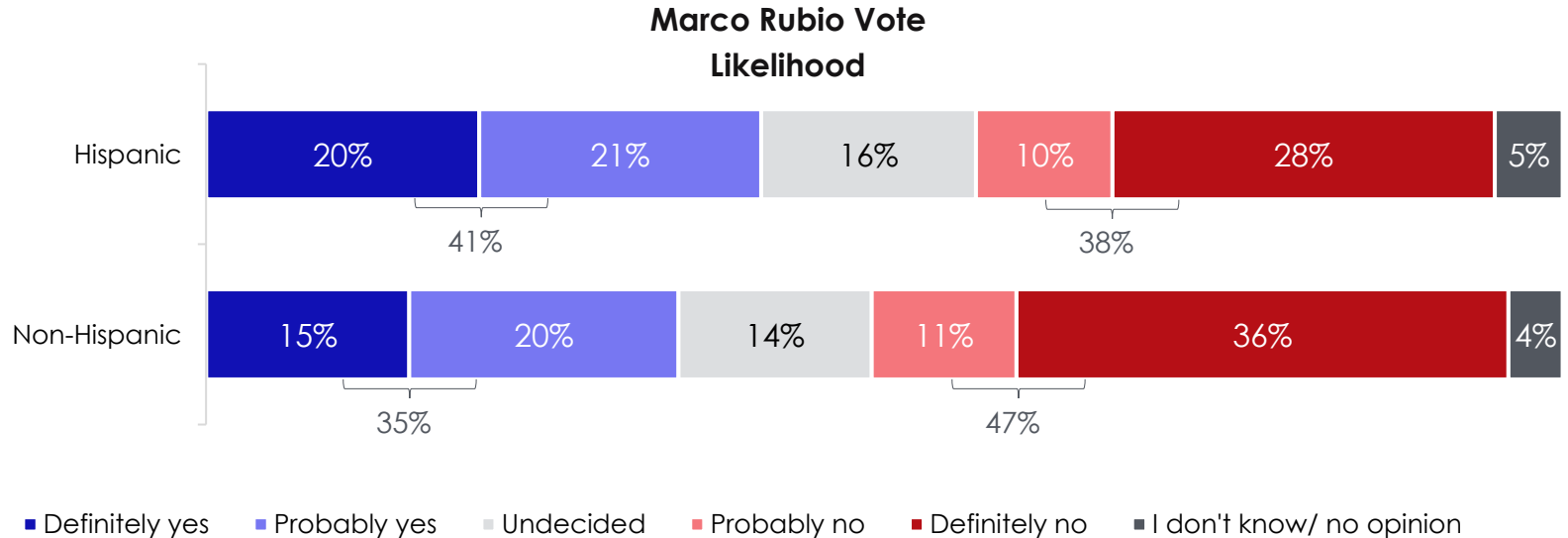
LIKELIHOOD TO VOTE FOR INCUMBENT GOVERNOR IF ELECTION WERE HELD TODAY: JUST 42% OF HISPANICS, 38% NON-HISPANICS DEFINITELY/PROBABLY WOULD VOTE FOR DESANTIS

If the 2022 election were held today, what is the likelihood that you would vote for Ron DeSantis for Governor of Florida?



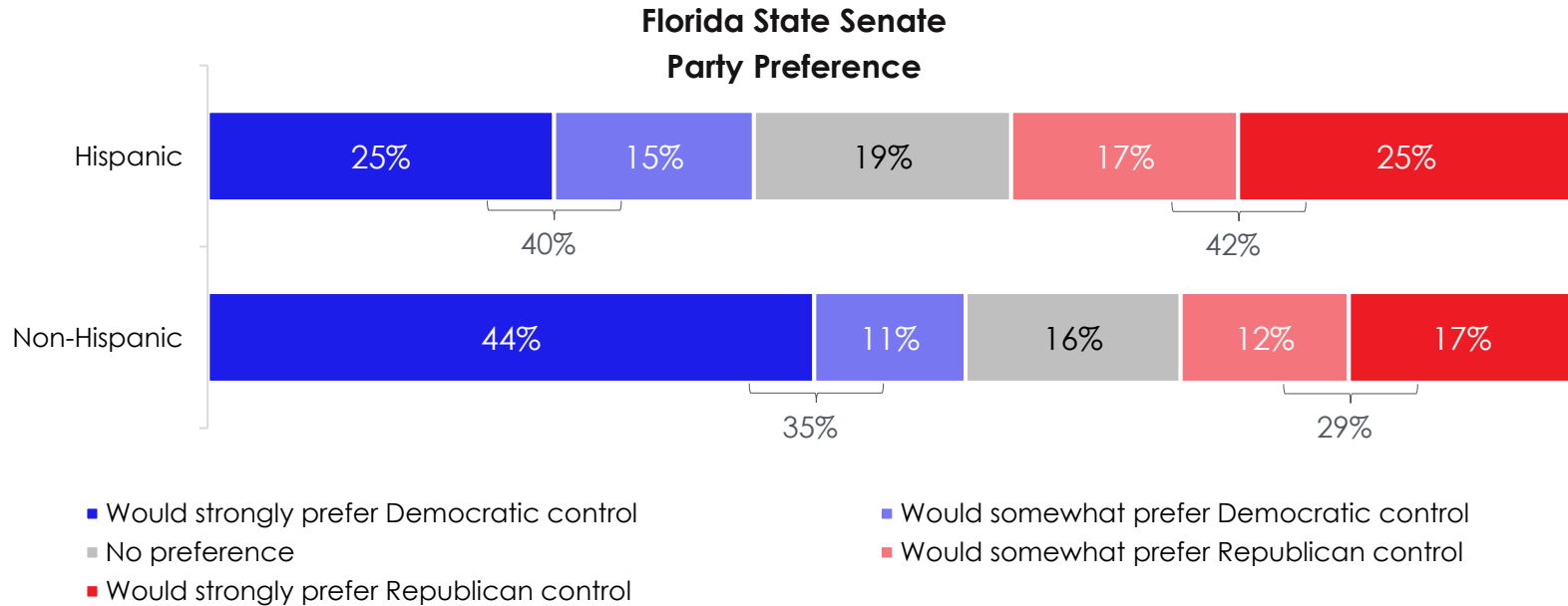
LIKELIHOOD TO VOTE FOR INCUMBENT GOVERNOR IF ELECTION WERE HELD TODAY: JUST 41% OF HISPANICS, 35% NON-HISPANICS DEFINITELY/PROBABLY WOULD VOTE FOR DESANTIS

If the 2022 election were held today, what is the likelihood that you would vote for Marco Rubio for US Senator from Florida?



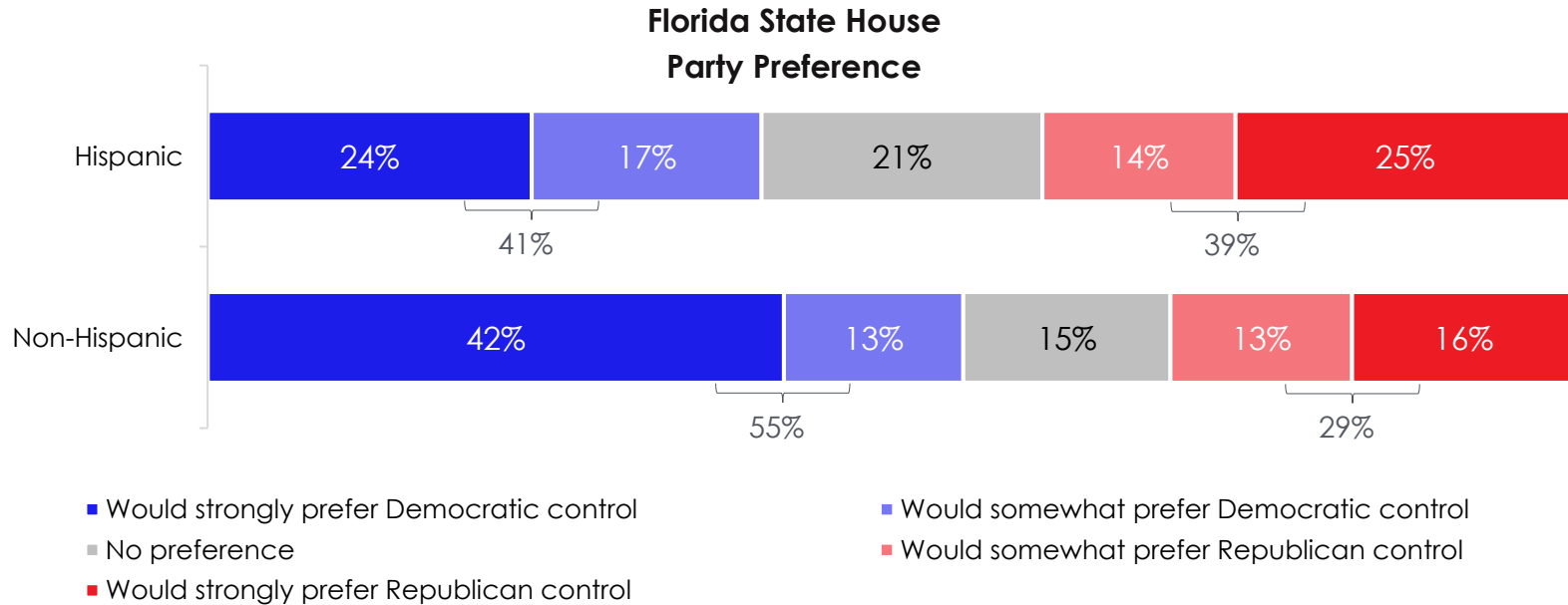
PARTY PREFERENCE FOR FL STATE SENATE

Would you prefer to see the Democratic Party or Republican Party control the Florida State Senate after the 2022 election?



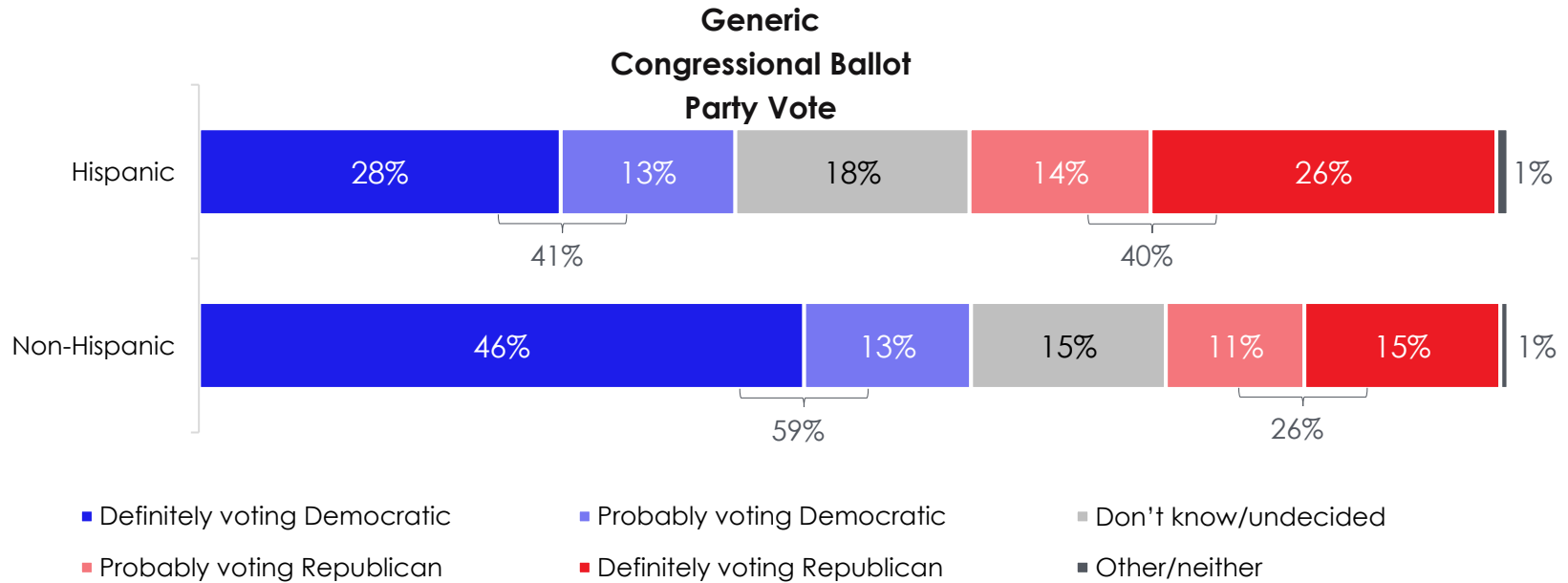
PARTY PREFERENCE FOR FL HOUSE OF REPRESENTATIVES

Would you prefer to see the Democratic Party or Republican Party control the Florida State House of Representatives after the 2022 election?



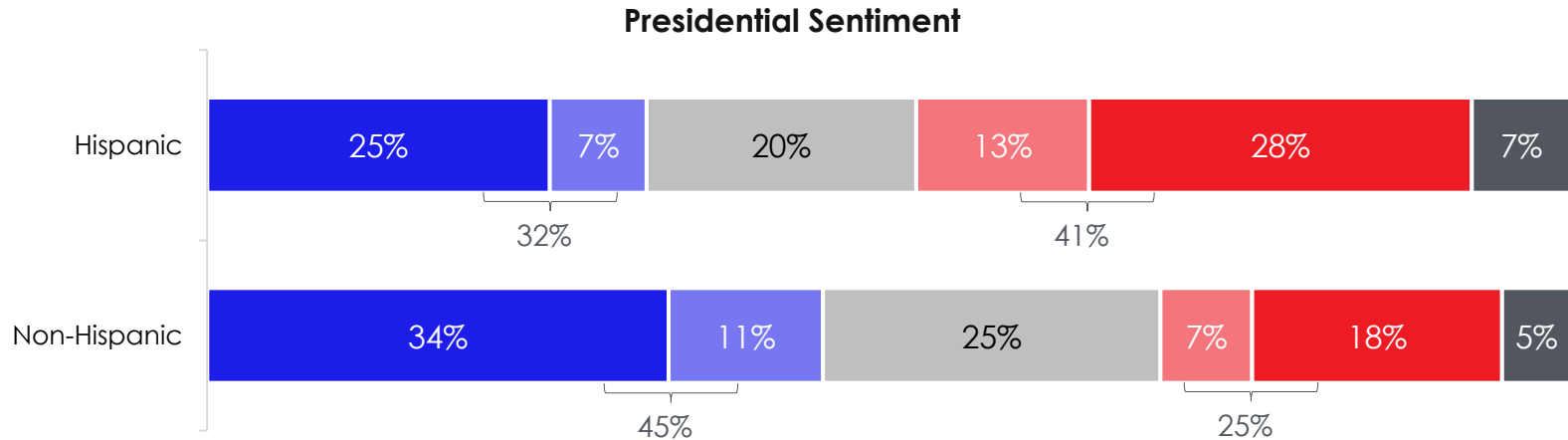
PARTY PREFERENCE FOR FL CONGRESSIONAL BALLOT

If the election for the United States House of Representatives were held today, which party's candidate would you vote for?



PRESIDENT BIDEN'S EFFECT ON PARTY PREFERENCE

Thinking again about the upcoming election, will your attitude toward President Biden affect how you vote?



- Yes, it will make me much more likely to vote for a Democrat
- Yes, it will make me slightly more likely to vote for a Democrat
- No, it will not have an impact
- Yes, it will make me slightly more likely to vote for a Republican (or other non-Democrat)
- Yes, it will make me much more likely to vote for a Republican (or other non-Democrat)
- I don't know

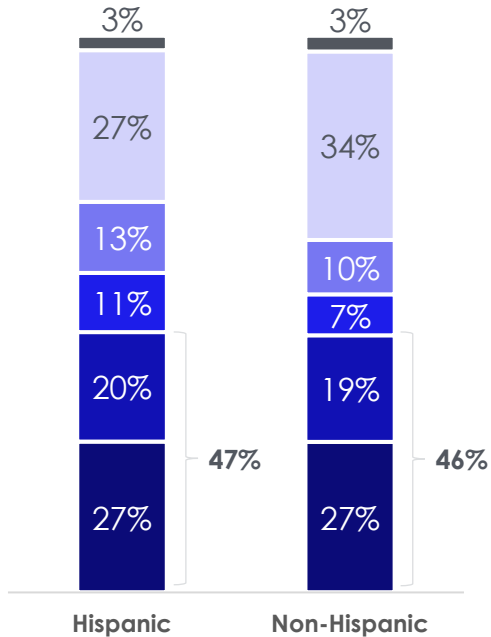
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For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of the person.

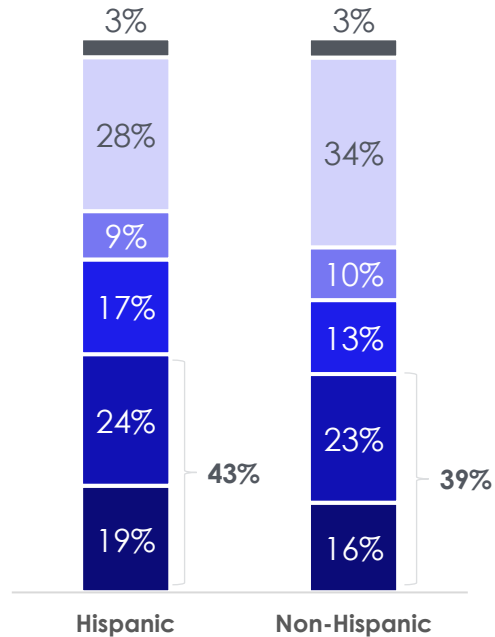
	Hispanic	Non-Hispanic
	August 2022	August 2022
Val Demings	20%	34%
Nikki Fried	12%	32%
Rick Scott	12%	-12%
Charlie Crist	6%	27%
Ron DeSantis	6%	-6%
Marco Rubio	6%	-7%
The Republican Party	5%	-15%
The Democratic Party	5%	30%
Donald Trump	-4%	-19%
Joe Biden	-6%	21%

JOB APPROVAL TOP TWO BOX:

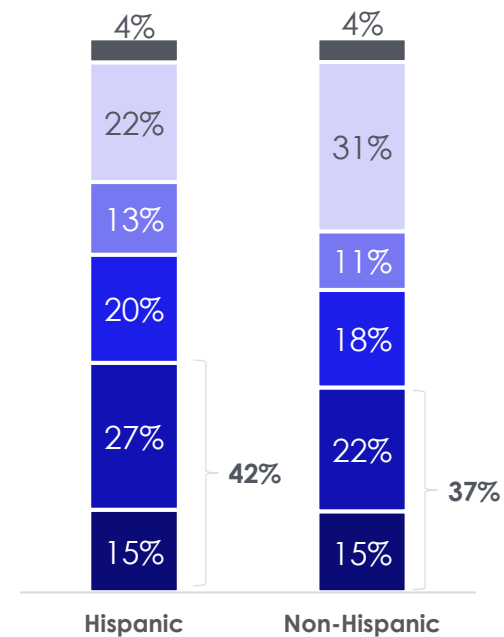
Governor Job Approval



Senator Rubio Job Approval



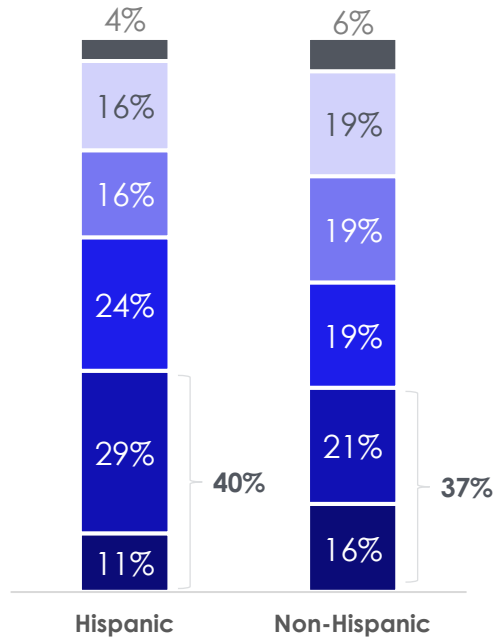
Senator Scott Job Approval



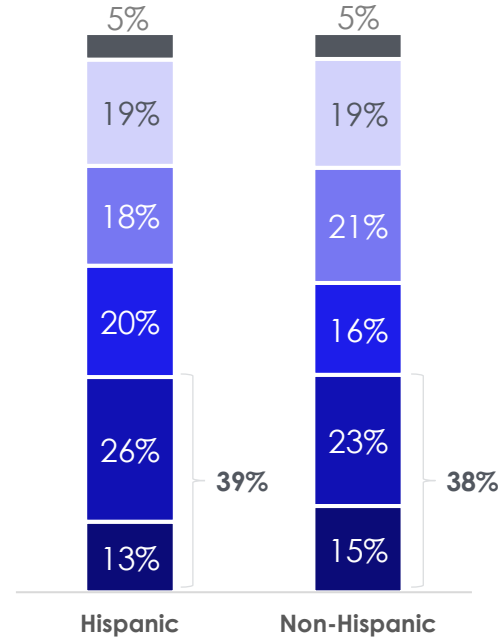
- I don't know/No opinion
- Strongly disapprove
- Somewhat disapprove
- Neither approve or disapprove
- Somewhat approve
- Strongly approve

JOB APPROVAL TOP TWO BOX:

Florida House Job Approval



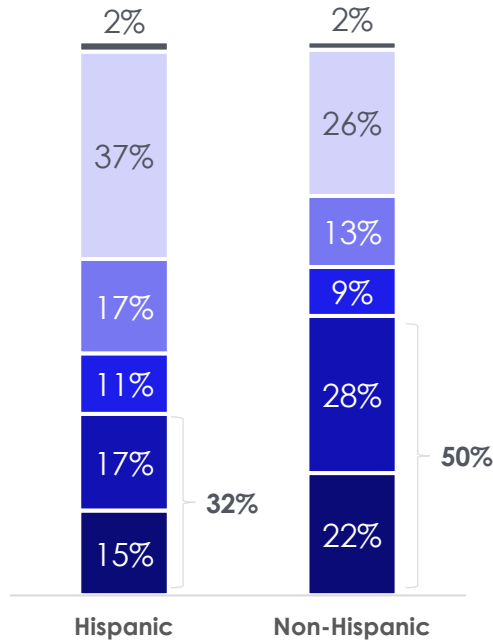
Florida Senate Job Approval



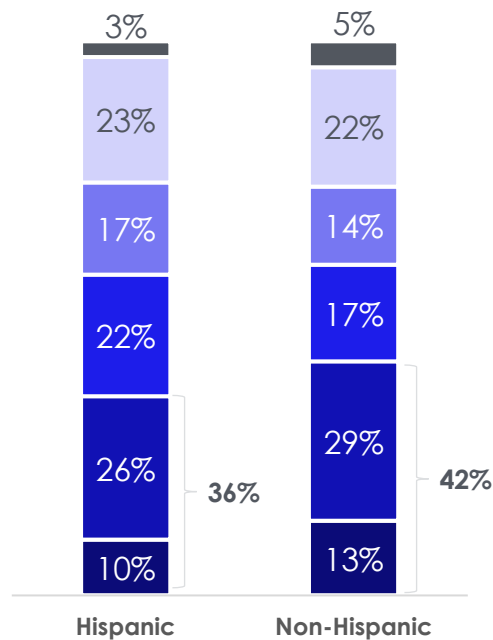
- I don't know / No opinion
- Strongly disapprove
- Somewhat disapprove
- Neither approve nor disapprove
- Somewhat approve
- Strongly approve

JOB APPROVAL TOP TWO BOX:

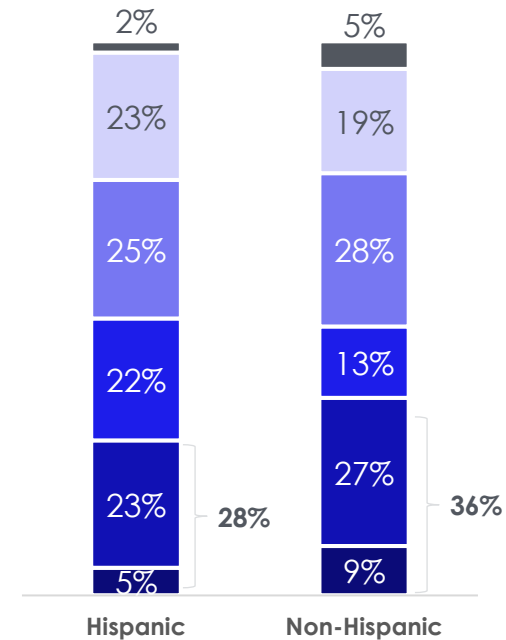
President Biden Job Approval



US House Job Approval



US Senate Job Approval



- I don't know/No opinion
- Strongly disapprove
- Somewhat disapprove
- Neither approve or disapprove
- Somewhat approve
- Strongly approve

THE ISSUES

HISPANICS' TOP ISSUES ARE MIAMI'S TOP ISSUES

ECONOMY / JOBS, CRIME AND PUBLIC SAFETY & CRIME AND PUBLIC SAFETY OF MUCH GREATER IMPORTANCE TO HISPANICS

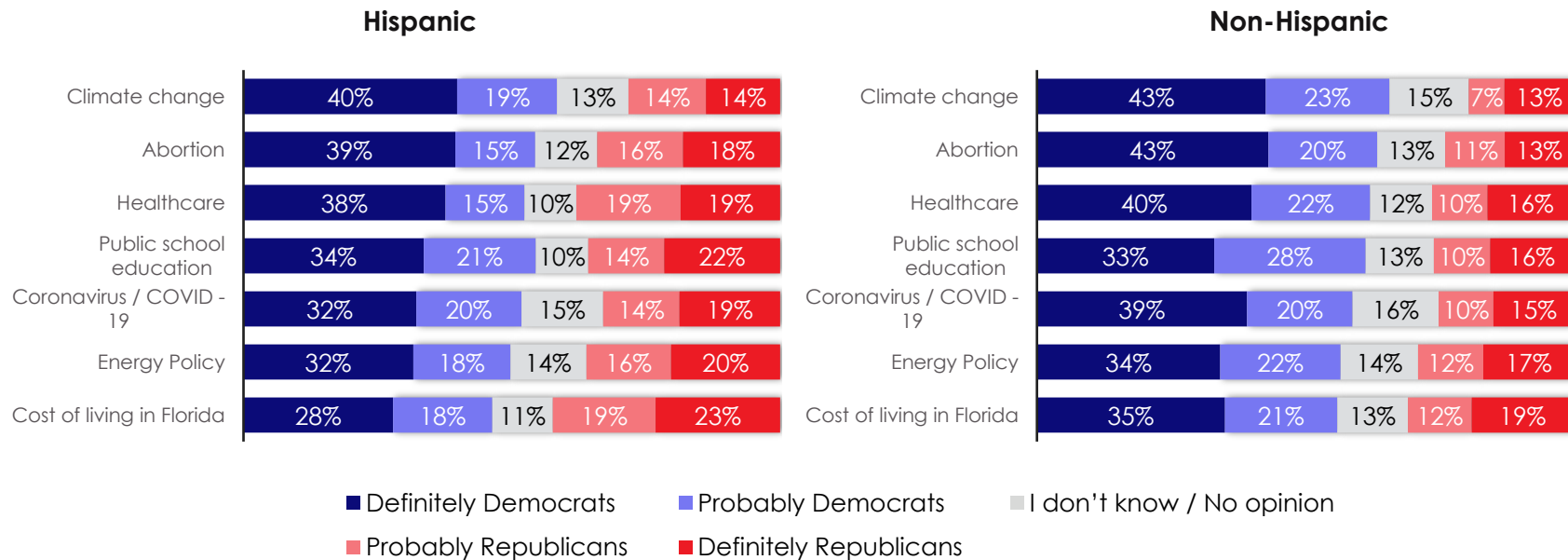
Thinking about the issues, how important are the following issues to you?

Top Box	Hispanic	Non-Hispanic	Top Box	Hispanic	Non-Hispanic
	August 2022	August 2022		August 2022	August 2022
Inflation	78%	69%	Government spending / deficit	47%	49%
Cost of living in Florida	76%	67%	Opioid crisis / drug abuse	46%	33%
Economy / jobs	72%	62%	Race relations	46%	39%
Crime and public safety	71%	59%	Coronavirus / COVID - 19	43%	44%
Quality of Life in Florida	67%	57%	Defense / military	43%	42%
Healthcare	64%	60%	Energy Policy	42%	42%
Taxes	64%	55%	Infrastructure, such as roads and public transportation	42%	37%
Gun control	63%	56%	Foreign policy	40%	36%
Affordable Housing	60%	55%	Police reform	40%	36%
Immigration/border security	57%	42%	Social issues like abortion or LGBTQ rights	40%	35%
Public school education	52%	46%	Russia / Ukraine war	36%	33%
Climate change	48%	45%			

MAJORITY OF RESPONDENTS FEEL *DEMOCRATS WOULD DO A BETTER JOB HANDLING* KEY ISSUES

Thinking again about the issues, who do you think would do a better job of handling each issue?

Issues by Party Pt.1 of 2

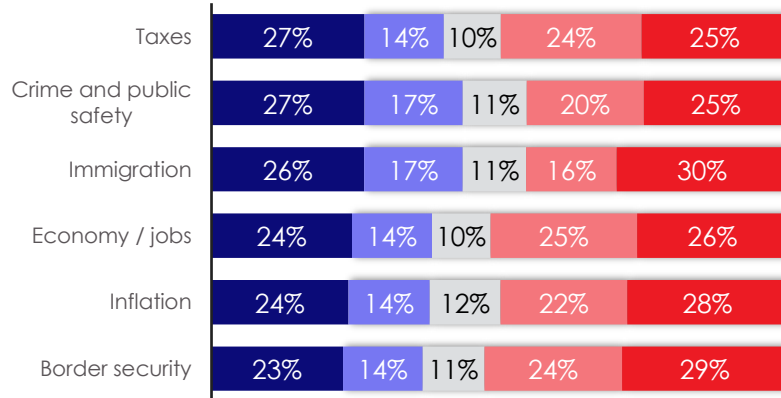


MAJORITY OF RESPONDENTS FEEL *REPUBLICANS* WOULD DO A BETTER JOB HANDLING KEY ISSUES

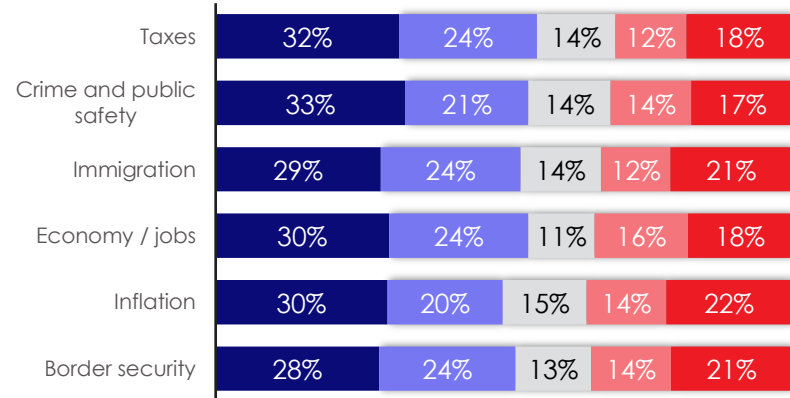
Thinking again about the issues, who do you think would do a better job of handling each issue?

Issues by Party Pt. 2 of 2

Hispanic



Non-Hispanic



■ Definitely Democrats
 ■ Probably Democrats
 ■ I don't know / No opinion
■ Probably Republicans
 ■ Definitely Republicans

INFORMATION SOURCES

INFORMATION SOURCES USED TO FOLLOW POLITICAL ISSUES:

- LOCAL / NATIONAL TV USED MOST BY ALL

- HISPANICS MORE LIKELY TO RELY ON SOCIAL MEDIA OUTLETS, ESPECIALLY INSTAGRAM AND FAMILY

Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources Used

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
	August 2022	August 2022		August 2022	August 2022
National Television (like network programs or cable news)	52%	51%	TikTok	19%	17%
Local Television	47%	58%	Spanish-language online media	16%	n/a
Instagram	39%	27%	Spanish-language radio	16%	n/a
Family	35%	25%	Podcasts	16%	16%
Friends	32%	34%	Magazines	15%	14%
Facebook	32%	37%	Snapchat	12%	12%
Online publications	30%	26%	School	8%	6%
Radio	28%	23%	Religious organization/Church	6%	5%
Twitter	28%	24%	Community organization	6%	8%
Spanish-language television	26%	n/a	None of these	3%	2%
Newspapers	22%	33%			

SPANISH LANGUAGE CAMPAIGNS

MESSAGING IN SPANISH CONNECTS

60%

Of Hispanics agree

*I appreciate when candidates
advertise in Spanish in trying to win
my vote*

55%

Of Hispanics agree

*Political parties and candidates who
advertise in Spanish are **showing me
they want my vote***





THANK YOU