



Florida Latinx Baseline Survey

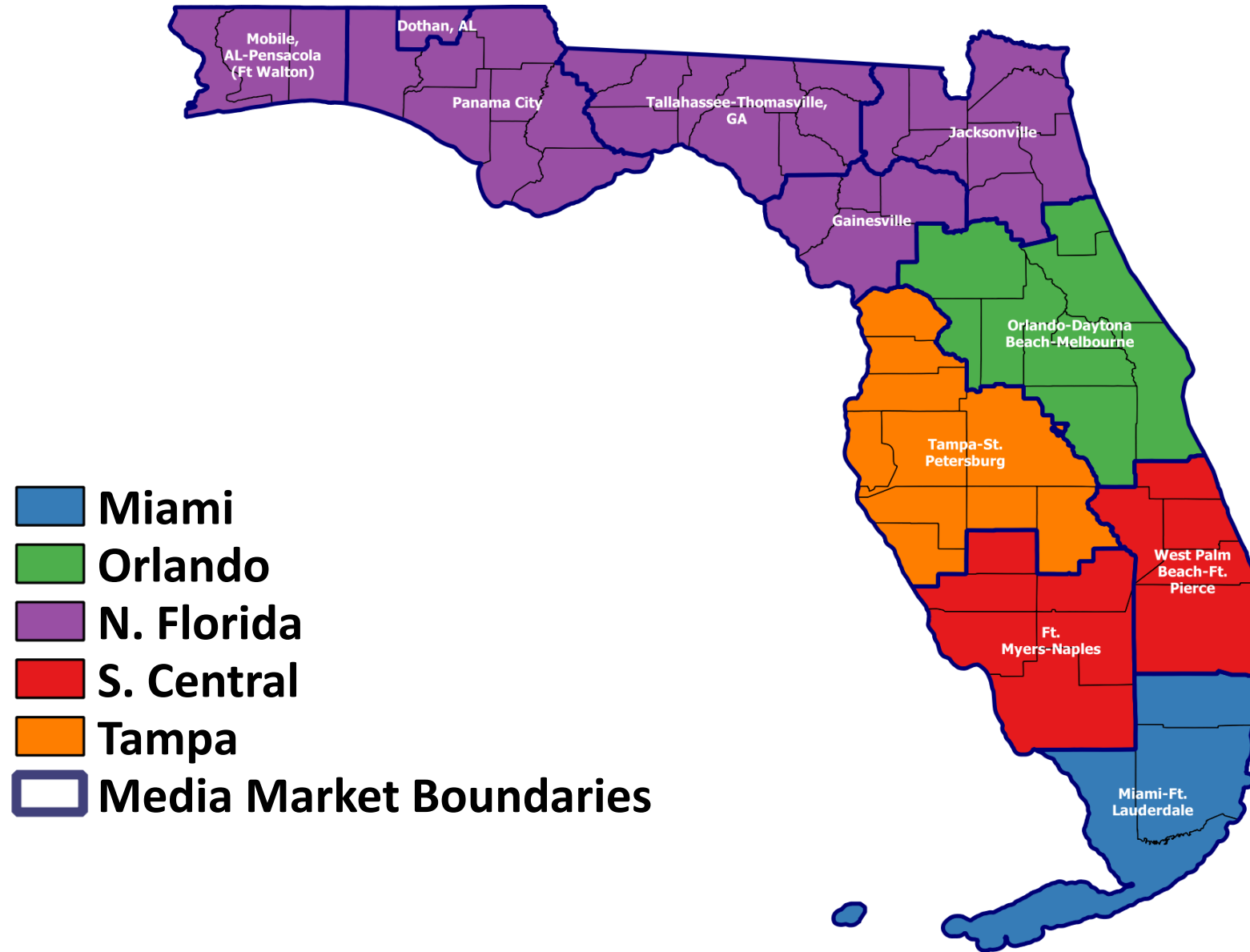
August 2020

Draft Findings and Report

- ▶ Survey of Florida Latinx Registered Voters
- ▶ Mixed mode (telephone and email-/text-to-web) methodology
 - Phone interviews conducted by trained, professional interviewers; landlines & mobile phones included
 - Email and text invitations were sent to complete the survey online
- ▶ Conducted August 20th - 25th, 2020
- ▶ 1,081 interviews; overall margin of error ± 3.0 percentage points

Please note that due to rounding, some percentages may not add up to exactly 100%.

Florida Regions



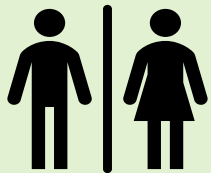
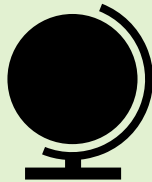
Respondent Demographics

Percent of interviews in each group

16% Age 18–29
18% Age 30–39
18% Age 40–49
28% Age 50–64
20% Age 65+



29% Cuba
24% Puerto Rico
47% Else



45% Male
55% Female

38% Democrat
24% Republican
38% Independent/Else



23% Liberal
48% Moderate
29% Conservative

35% Low Propensity Voters (0-1/4)
49% Mid Propensity Voters (2-3/4)
16% Perfect voters (4/4)



53% Less than Bachelor's Degree
47% Bachelor's Degree or higher



47% Catholic
17% Other Christian
36% Other/No religious preference



Key Findings

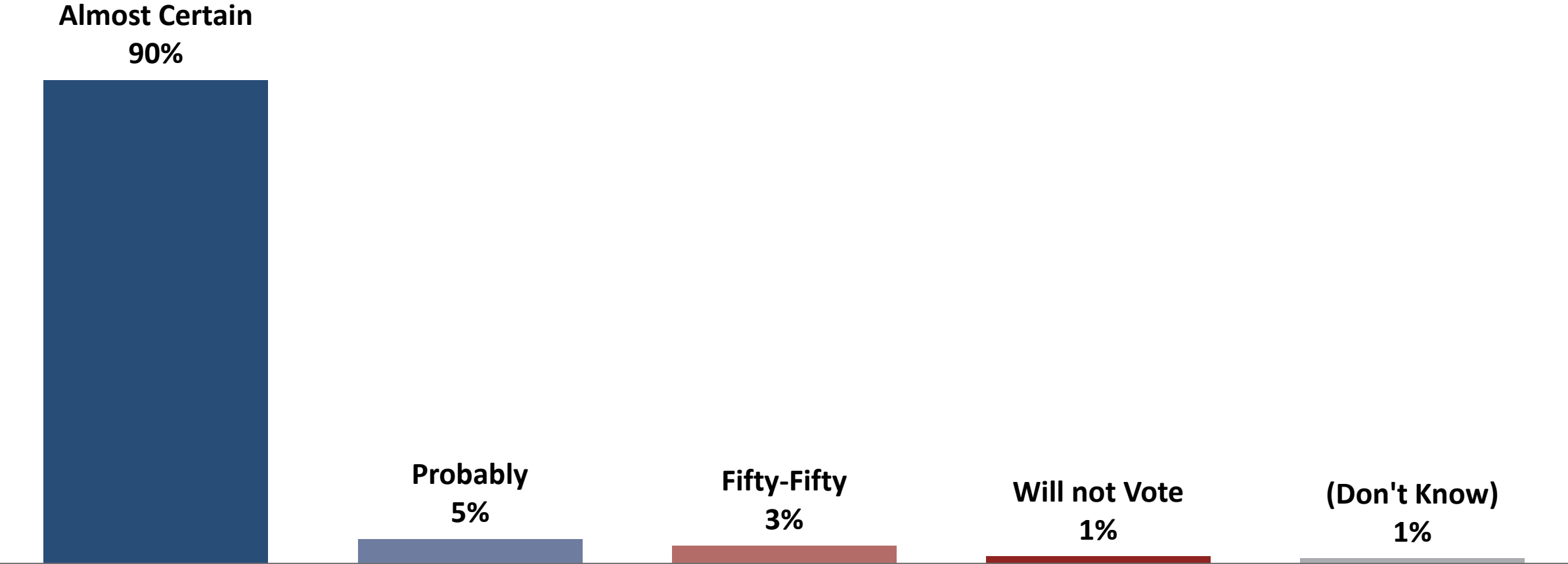
- ▶ Heading into November, nearly all registered Latinx voters in Florida say they are likely to vote and motivation to vote in this election is high.
- ▶ Joe Biden has a net favorable rating among all subgroups of Latinx voters, except Republicans and Cubans, though Cubans are more split on their opinion of the presidential candidate.
- ▶ Similarly, a majority say they will vote for Biden in the presidential election, though support for Biden is split by party affiliation and county of origin, with a majority of Cubans saying they will vote for Trump.
- ▶ Most Latinx voters think Biden will do a better job than Trump on top issues, such as managing COVID-19, healthcare and immigration, but Trump is seen as a better manager of the economy.
- ▶ Messaging around Biden's political achievements and character, as well as his plans to address COVID-19, healthcare, and climate change are most effective. Negative hits attributing Biden to socialist policies are largely ineffective, though some subgroups are already pre-disposed to this argument.
- ▶ A plurality of Latinx voters fall into the Democratic Base, and about one-third of the voter population is unavailable to us; there are mobilization and persuasion segments of the Latinx voter population that are more available to Biden, but only few voters are truly open to communication at this stage of the election.



Issue Environment

Vote Likelihood

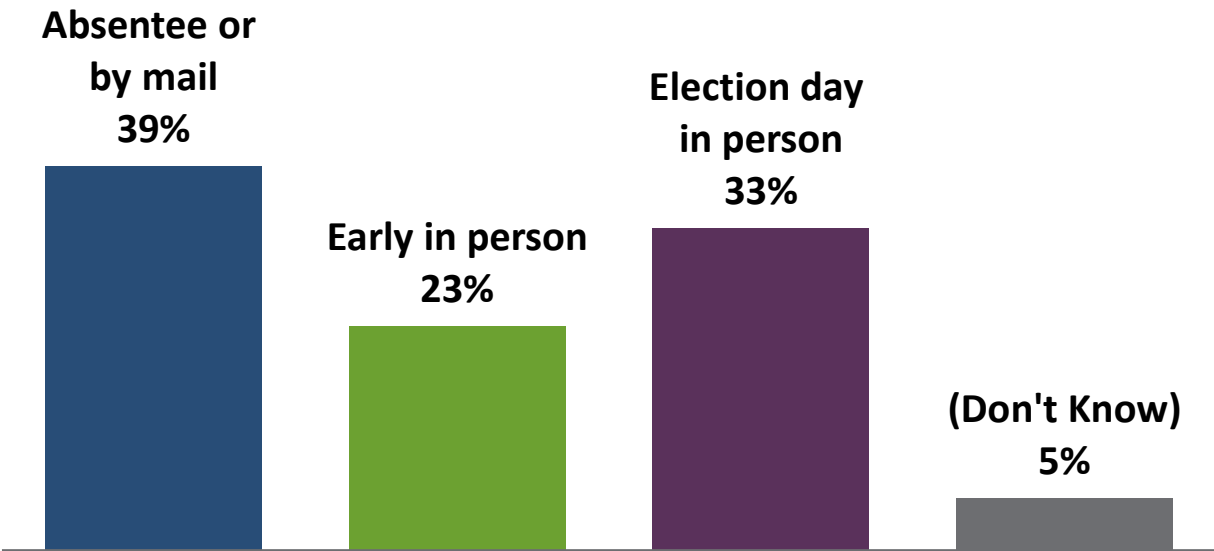
Nearly all registered Latinx voters say they are likely to vote in the upcoming November election.



Q5. What are the chances you will vote in the November election for President, U.S. Congress, and other offices – are you almost certain to vote, will you probably vote, are the chances fifty-fifty, or do you think you won't vote?

Vote Method

Voters are divided on their preferred vote method, driven largely by party affiliation.

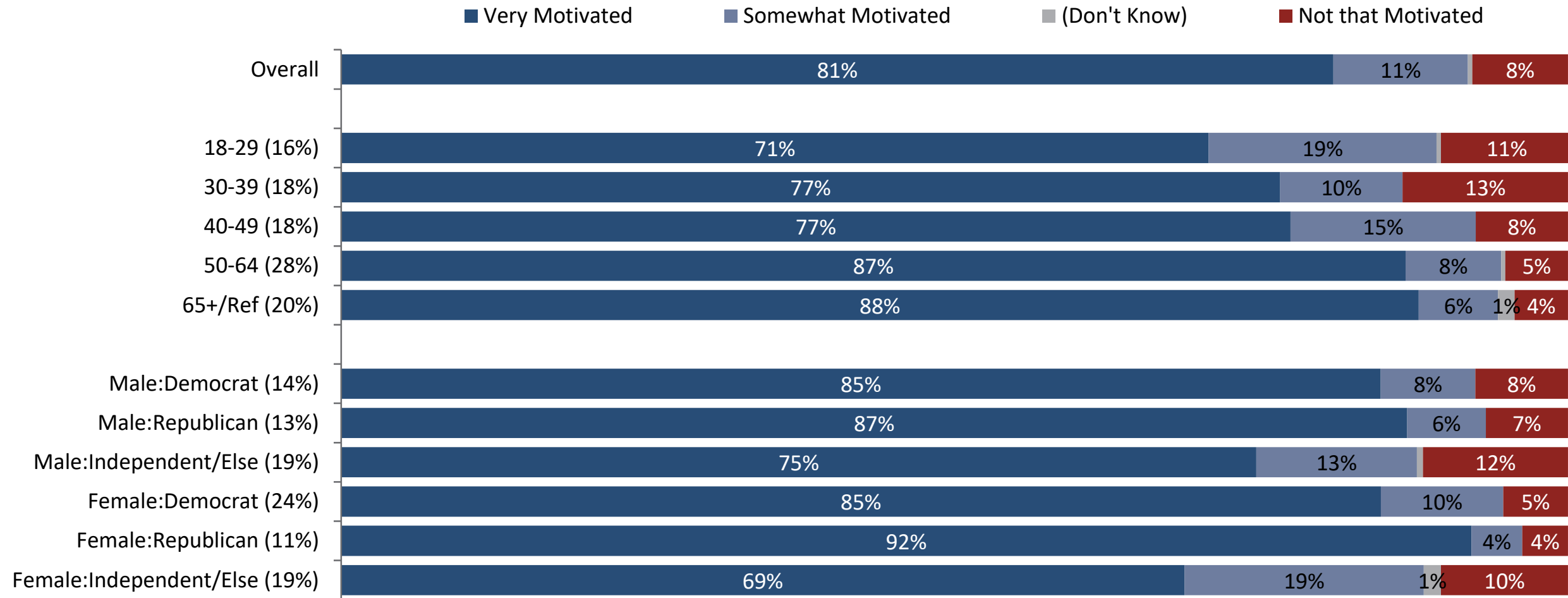


	Absentee or by mail	Early in person	Election day in person
Overall	39%	23%	33%
18-29 (16%)	39%	26%	29%
30-39 (18%)	39%	23%	32%
40-49 (18%)	36%	20%	41%
50-64 (28%)	37%	21%	35%
65+/Ref (20%)	44%	24%	25%
Male:Democrat (14%)	52%	20%	19%
Male:Republican (13%)	23%	24%	50%
Male:Independent/Else (19%)	38%	21%	36%
Female:Democrat (24%)	47%	24%	23%
Female:Republican (11%)	27%	26%	43%
Female:Independent/Else (19%)	39%	22%	34%
Cuba (29%)	34%	24%	36%
Puerto Rico (24%)	41%	22%	31%
Else (47%)	41%	23%	32%
Miami (47%)	37%	24%	33%
Orlando (18%)	43%	25%	27%
N. Florida (5%)	37%	31%	32%
S. Central (12%)	44%	18%	36%
Tampa (17%)	39%	17%	35%
Catholic (47%)	41%	22%	32%
Other Christian (17%)	33%	25%	39%
Other/No Religion (36%)	39%	23%	30%

Q6. Thinking about the election for President, U.S. Congress, and other offices in November, do you plan to vote in person ON Election Day, in person BEFORE Election Day, or vote by mail?

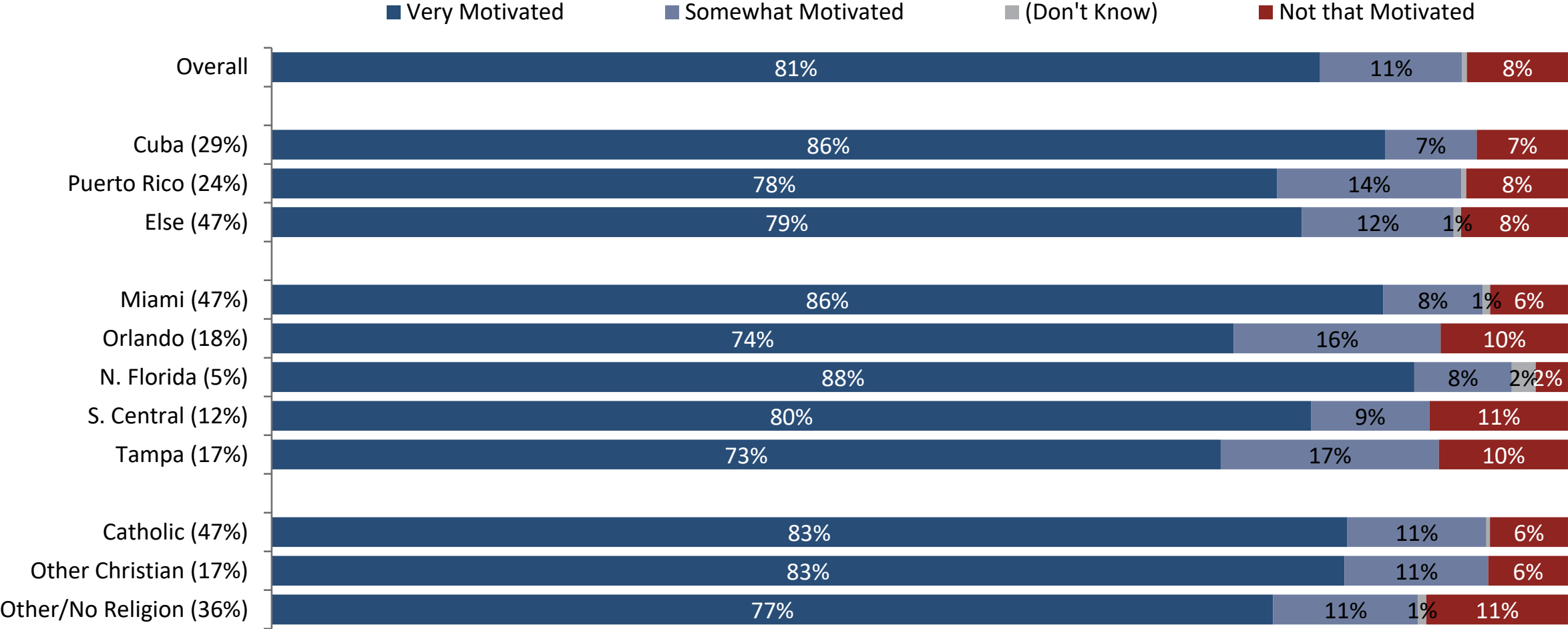
Motivation to Vote

Motivation to vote is slightly lower among younger voters and Independents, especially women.



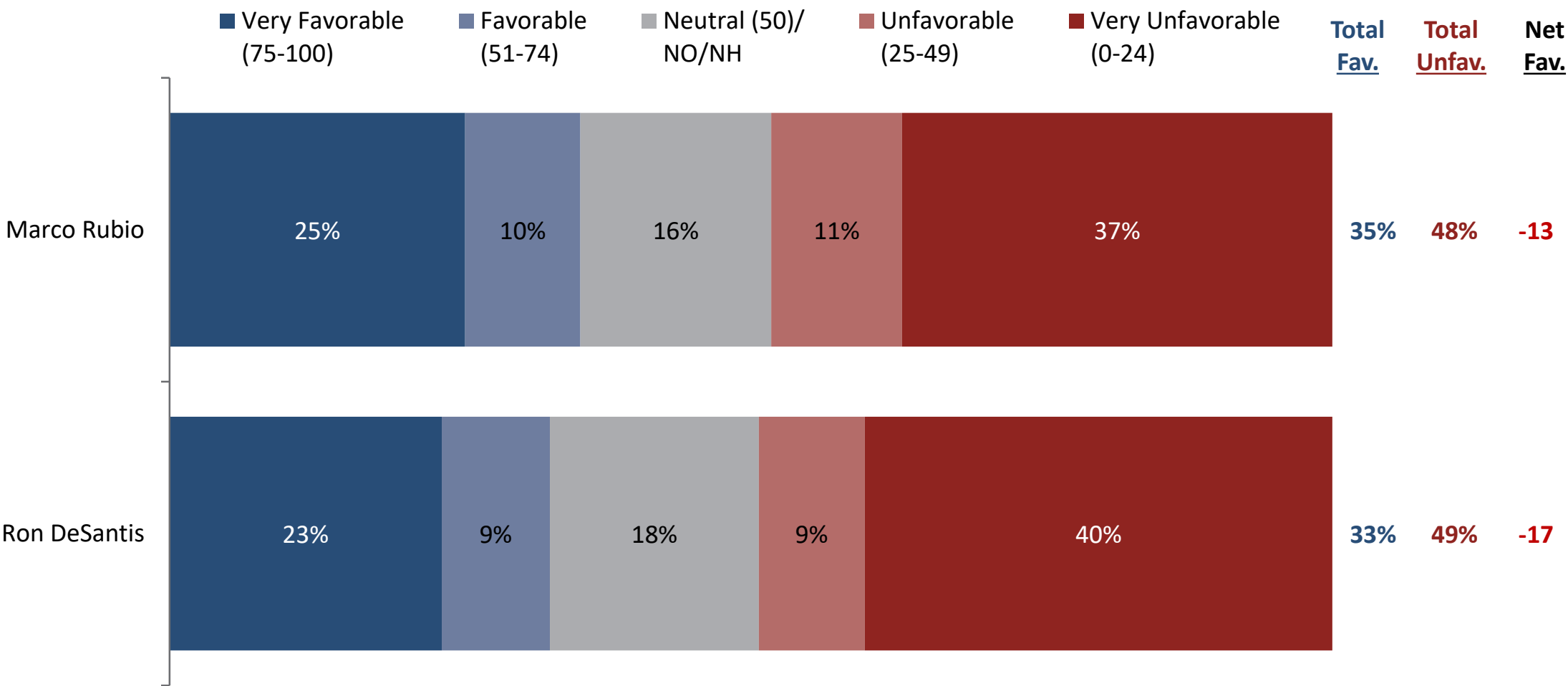
Motivation to Vote

Cubans and voters in Miami or North Florida are most motivated to vote.



State Elected Officials Favorable Ratings

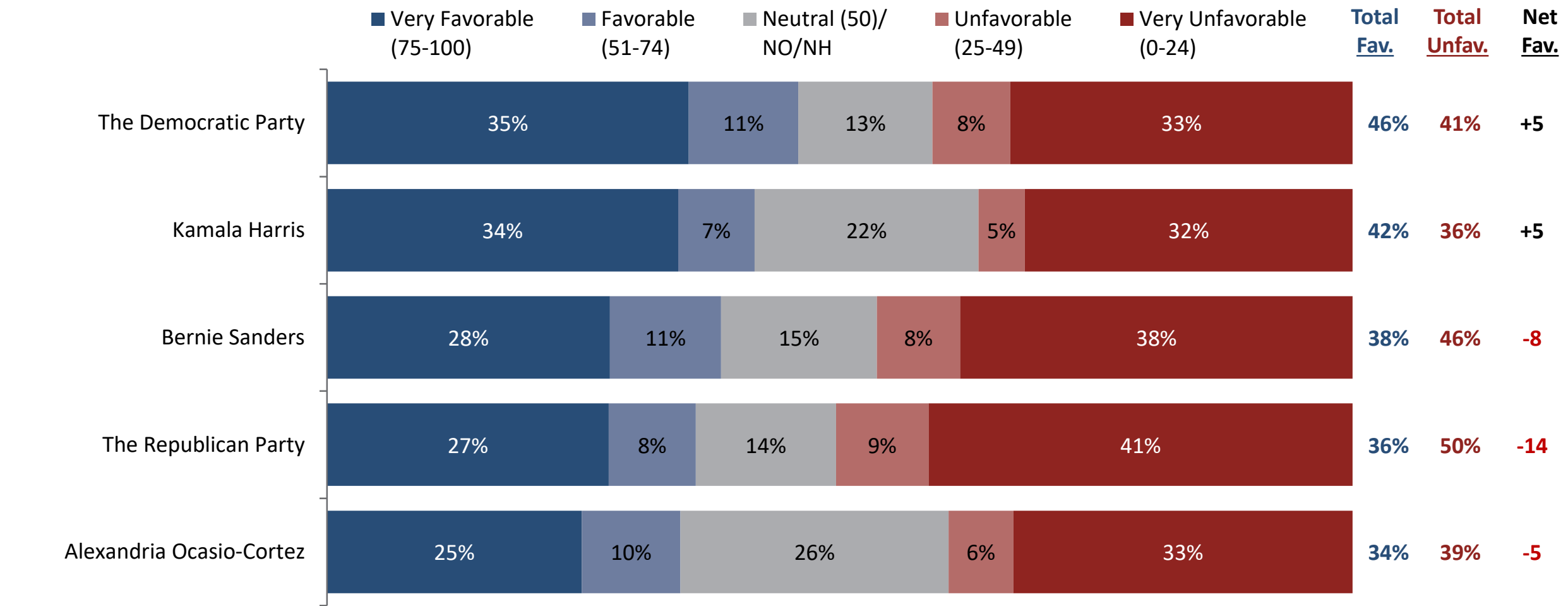
Both Rubio and DeSantis receive net negative ratings.



Q12-20. I'd like to rate your feelings toward some people, organizations, and things using a scale of zero to one hundred. Zero means a very cold, unfavorable feeling, 100 a very warm, favorable feeling, and fifty is neutral. Use any number from zero to one hundred, the higher the number the warmer your feeling. If you have no opinion or have never heard of them please say so.

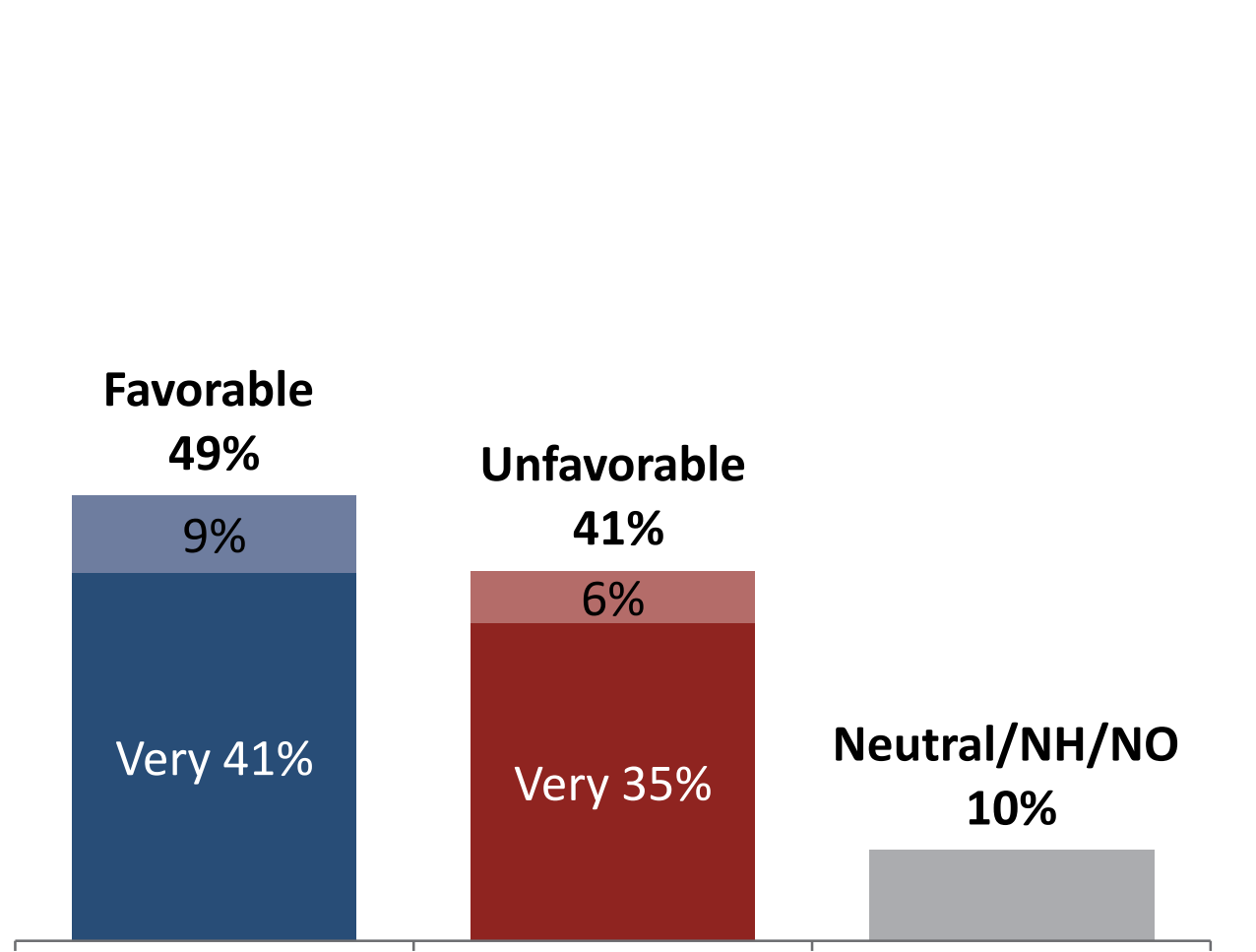
Favorable Ratings

Other political figures and groups are divisive.



Joe Biden Favorable Rating

Latinx voters are split on their opinion of Joe Biden. Cubans and Republicans have a negative opinion of Biden.



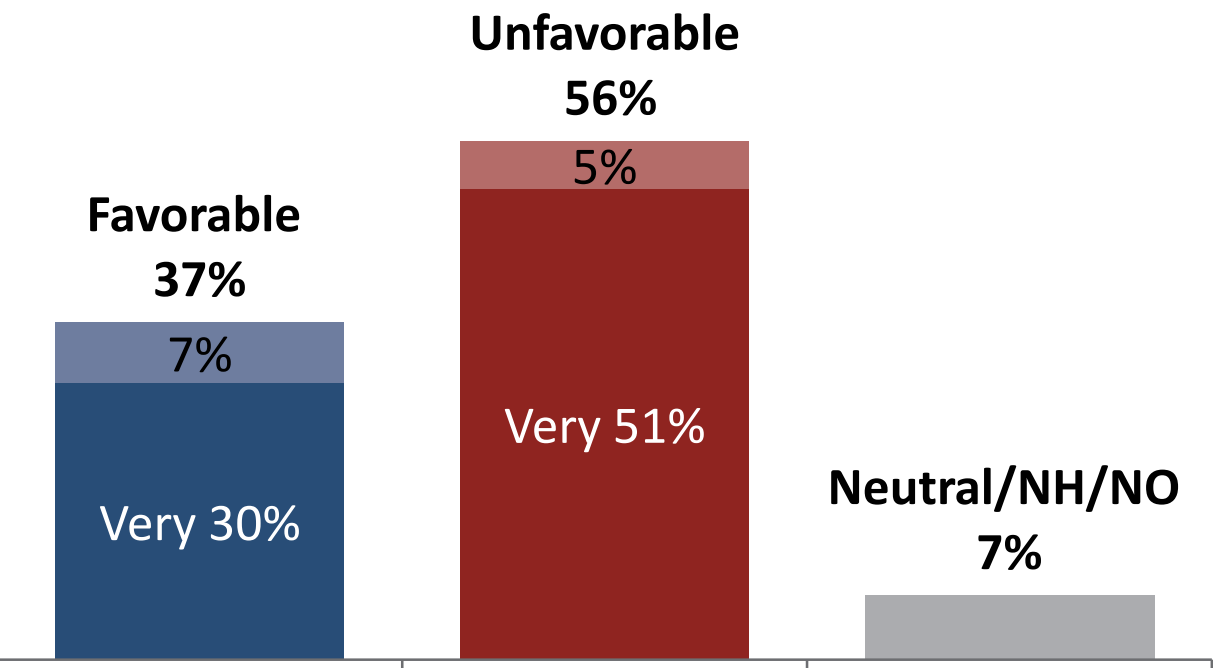
Q15. I'd like to rate your feelings toward some people, organizations, and things using a scale of zero to one hundred. Zero means a very cold, unfavorable feeling, 100 a very warm, favorable feeling, and fifty is neutral. Use any number from zero to one hundred, the higher the number the warmer your feeling. If you have no opinion or have never heard of them please say so.

	Favorable	Unfavorable	Net Favorable
Overall	49%	41%	+8
18-29 (16%)	45%	41%	+4
30-39 (18%)	42%	44%	-2
40-49 (18%)	53%	35%	+18
50-64 (28%)	52%	40%	+12
65+/Ref (20%)	51%	44%	+7
Male:Democrat (14%)	78%	17%	+60
Male:Republican (13%)	10%	84%	-73
Male:Independent/Else (19%)	47%	39%	+8
Female:Democrat (24%)	75%	17%	+58
Female:Republican (11%)	14%	80%	-66
Female:Independent/Else (19%)	44%	38%	+7
Cuba (29%)	37%	56%	-20
Puerto Rico (24%)	56%	32%	+24
Else (47%)	53%	36%	+18
Miami (47%)	46%	46%	+0
Orlando (18%)	58%	29%	+29
N. Florida (5%)	56%	38%	+18
S. Central (12%)	47%	42%	+5
Tampa (17%)	48%	40%	+8
Catholic (47%)	51%	42%	+9
Other Christian (17%)	45%	47%	-2
Other/No Religion (36%)	49%	37%	+12

Joe Biden Favorable Rating Among Cubans

Among Cuban voters, only Democrats have a favorable opinion of Biden.

Among Self-ID Cubans only (n=312)

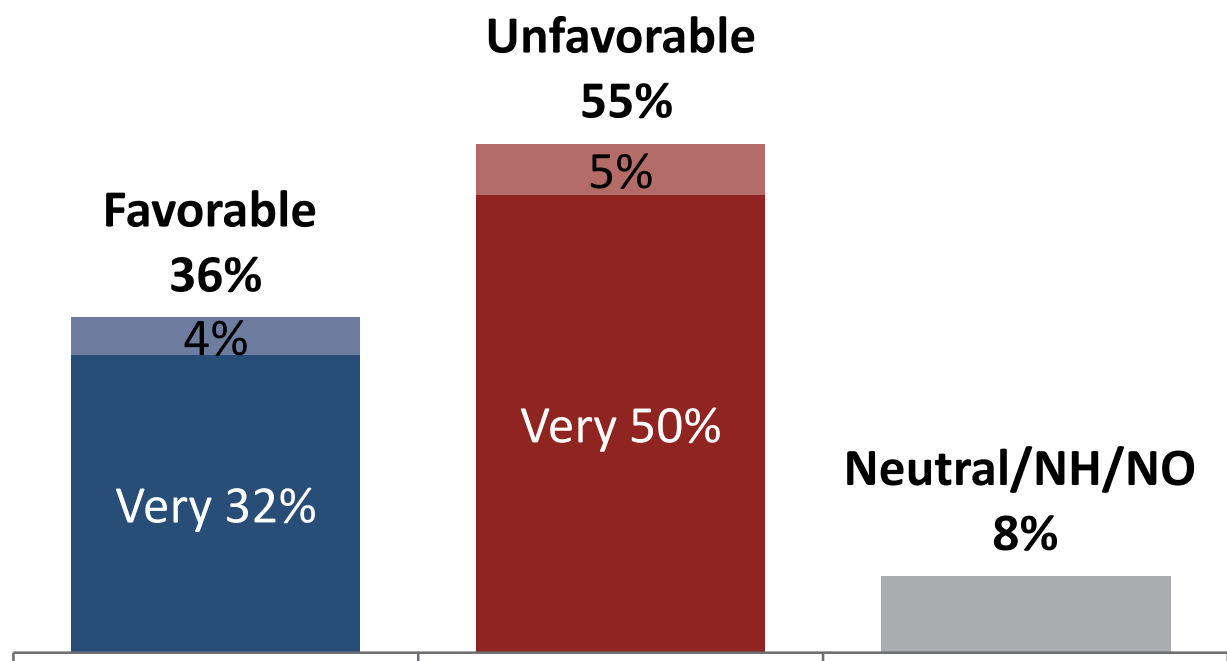


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	Favorable	Unfavorable	Net Favorable
Overall	37%	56%	-20
18-49 (44%)	32%	56%	-24
50-64 (31%)	44%	53%	-9
65+ (25%)	36%	61%	-25
Male (47%)	39%	57%	-18
Female (53%)	35%	56%	-21
Democrat (27%)	82%	14%	+68
Republican (38%)	12%	85%	-73
Independent/Else (34%)	28%	57%	-29
Miami (69%)	38%	57%	-19
Not Miami (31%)	34%	54%	-20

Donald Trump Favorable Rating

Most have an unfavorable opinion of Trump, except for Republicans and Cubans.



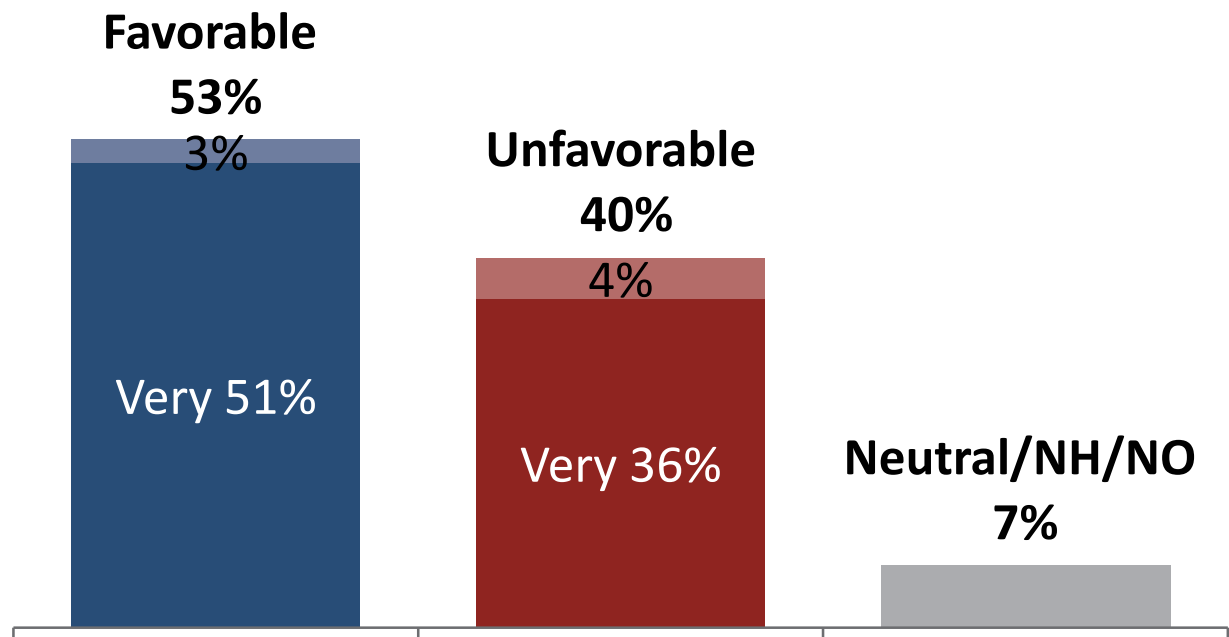
Q12. I'd like to rate your feelings toward some people, organizations, and things using a scale of zero to one hundred. Zero means a very cold, unfavorable feeling, 100 a very warm, favorable feeling, and fifty is neutral. Use any number from zero to one hundred, the higher the number the warmer your feeling. If you have no opinion or have never heard of them please say so.

	Favorable	Unfavorable	Net Favorable
Overall	36%	55%	-19
18-29 (16%)	25%	69%	-44
30-39 (18%)	36%	53%	-16
40-49 (18%)	33%	55%	-22
50-64 (28%)	42%	52%	-10
65+/Ref (20%)	41%	51%	-11
Male:Democrat (14%)	8%	89%	-81
Male:Republican (13%)	84%	9%	+75
Male:Independent/Else (19%)	32%	56%	-23
Female:Democrat (24%)	10%	83%	-72
Female:Republican (11%)	87%	10%	+76
Female:Independent/Else (19%)	32%	53%	-21
Cuba (29%)	53%	40%	+13
Puerto Rico (24%)	27%	62%	-35
Else (47%)	31%	61%	-30
Miami (47%)	45%	49%	-5
Orlando (18%)	25%	64%	-39
N. Florida (5%)	32%	64%	-32
S. Central (12%)	32%	56%	-24
Tampa (17%)	31%	58%	-28
Catholic (47%)	37%	55%	-17
Other Christian (17%)	49%	44%	+5
Other/No Religion (36%)	29%	61%	-32

Donald Trump Favorable Rating Among Cubans

Among Cubans, older voters and Republicans have the most favorable view of Trump. Independents are more mixed.

Among Self-ID Cubans only (n=312)

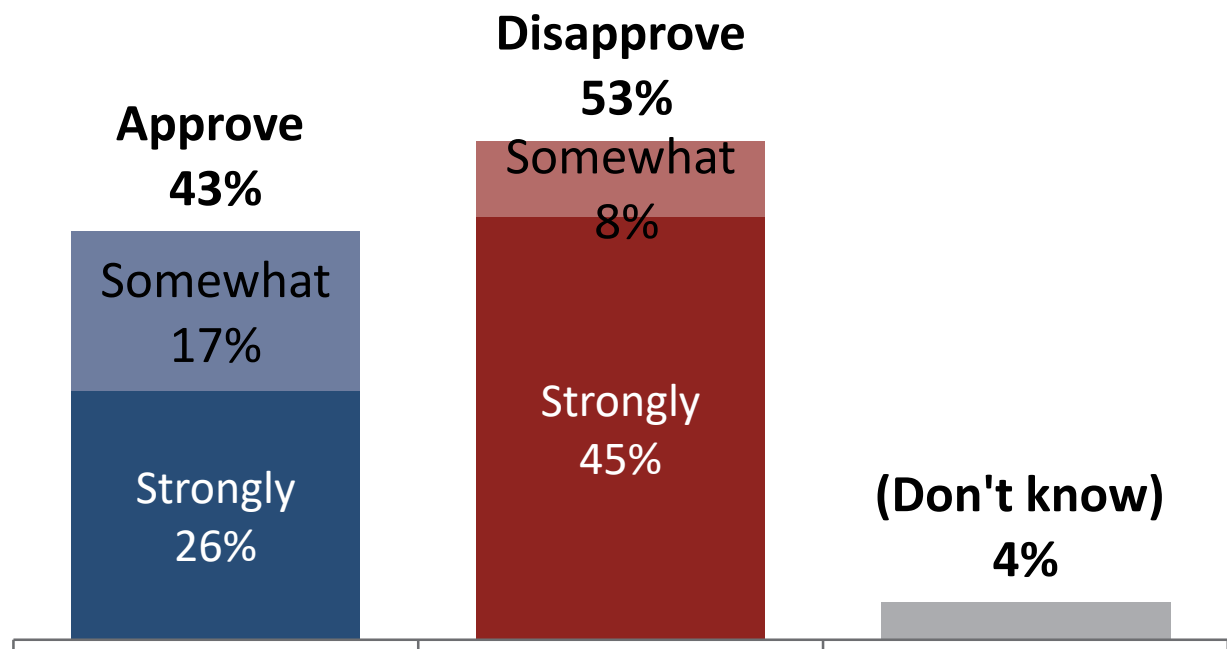


Q12. I'd like to rate your feelings toward some people, organizations, and things using a scale of zero to one hundred. Zero means a very cold, unfavorable feeling, 100 a very warm, favorable feeling, and fifty is neutral. Use any number from zero to one hundred, the higher the number the warmer your feeling. If you have no opinion or have never heard of them please say so.

	Favorable	Unfavorable	Net Favorable
Overall	53%	40%	+13
18-49 (44%)	50%	38%	+12
50-64 (31%)	52%	46%	+6
65+ (25%)	60%	36%	+23
Male (47%)	49%	44%	+5
Female (53%)	57%	37%	+20
Democrat (27%)	13%	86%	-73
Republican (38%)	87%	9%	+78
Independent/Else (34%)	46%	39%	+7
Miami (69%)	56%	40%	+16
Not Miami (31%)	46%	40%	+6

President Trump Job Rating

Most disapprove of the job Trump is doing as President, with ratings driven by party and country of origin.



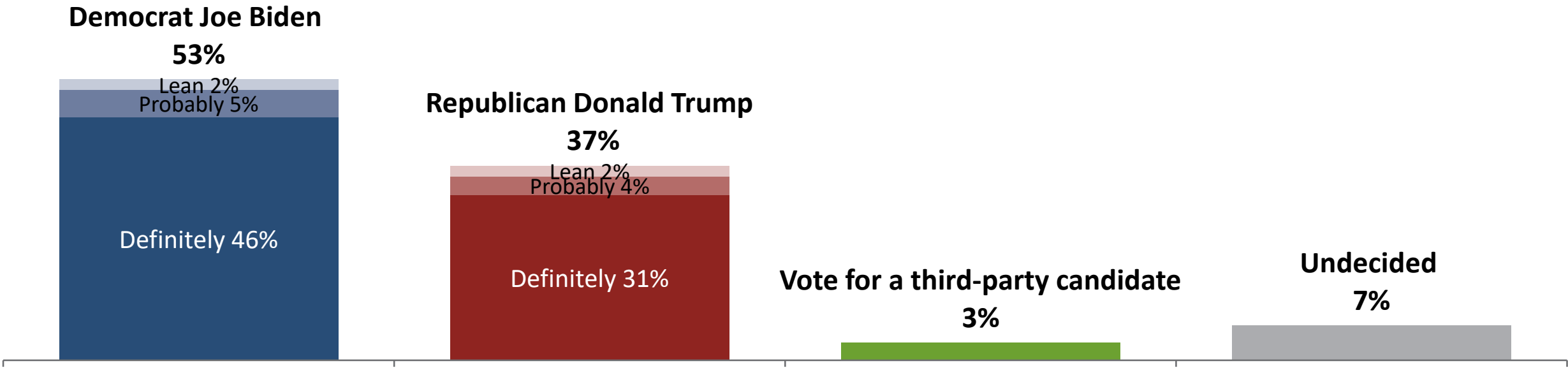
	Approve	Disapprove	Net Approve
Overall	43%	53%	-10
18-29 (16%)	31%	66%	-35
30-39 (18%)	44%	50%	-6
40-49 (18%)	45%	49%	-3
50-64 (28%)	48%	50%	-2
65+/Ref (20%)	44%	52%	-8
Male:Democrat (14%)	12%	86%	-73
Male:Republican (13%)	87%	10%	+77
Male:Independent/Else (19%)	42%	52%	-9
Female:Democrat (24%)	17%	79%	-62
Female:Republican (11%)	90%	10%	+79
Female:Independent/Else (19%)	43%	50%	-7
Cuba (29%)	59%	37%	+22
Puerto Rico (24%)	35%	61%	-26
Else (47%)	38%	59%	-21
Miami (47%)	49%	47%	+2
Orlando (18%)	33%	62%	-29
N. Florida (5%)	32%	61%	-29
S. Central (12%)	42%	55%	-13
Tampa (17%)	43%	54%	-11
Catholic (47%)	46%	51%	-5
Other Christian (17%)	54%	40%	+14
Other/No Religion (36%)	35%	61%	-26



Presidential Head-to-Head

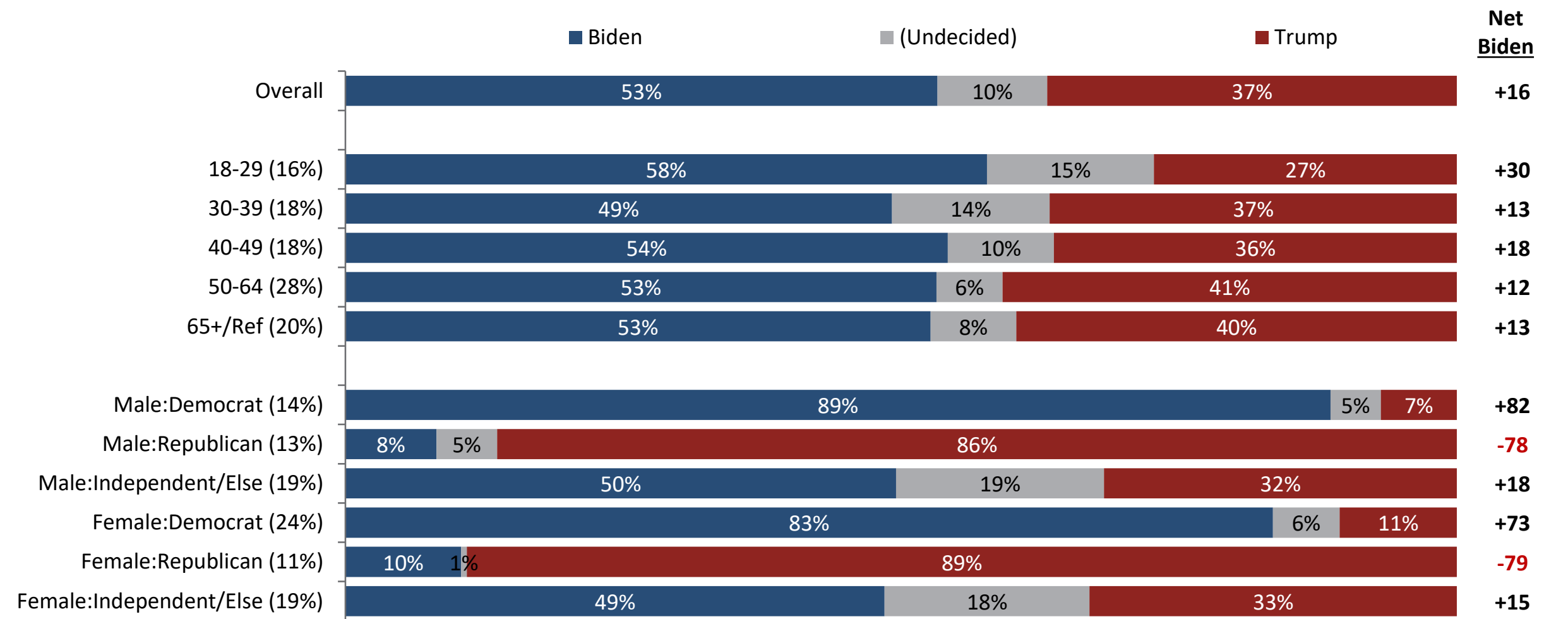
Initial Presidential Vote

A majority say they will vote for Biden in the upcoming Presidential election.



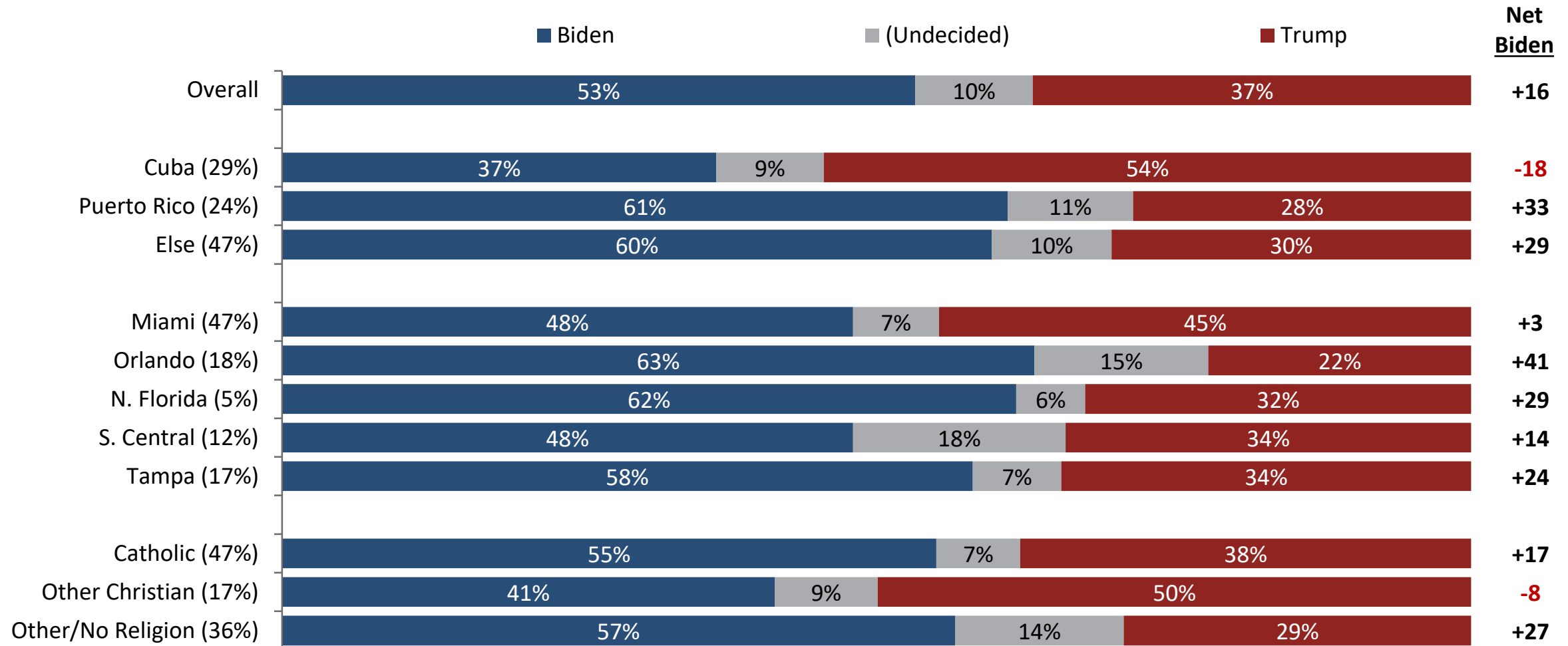
Initial Presidential Vote by Subgroups

Support for Biden is driven by party, but not as significantly by age. Independents lean Biden, but 1-in-5 are undecided.



Initial Presidential Vote by Subgroups

Cuban voters favor Trump. Support varies by region with voters in Orlando and N. Florida being most in favor of Biden.

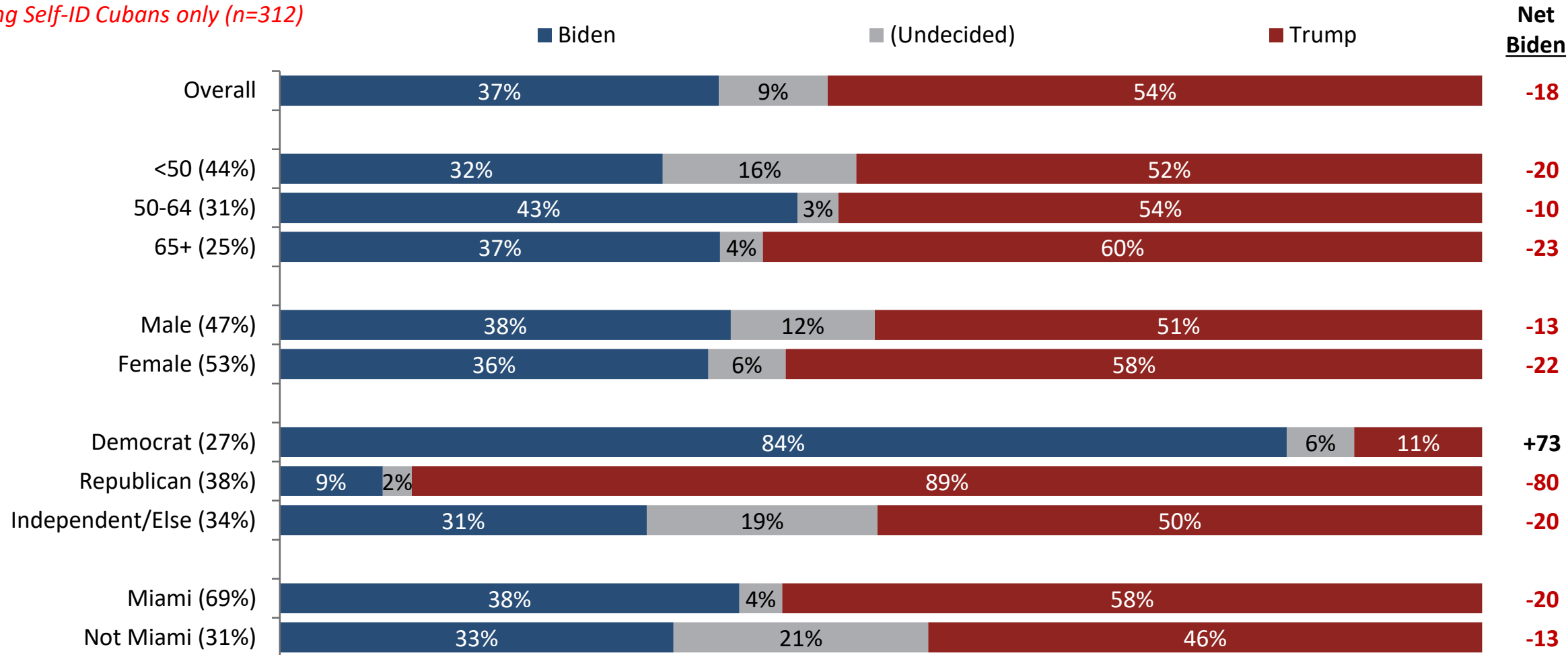


Initial Presidential Vote by Cuban Subgroups



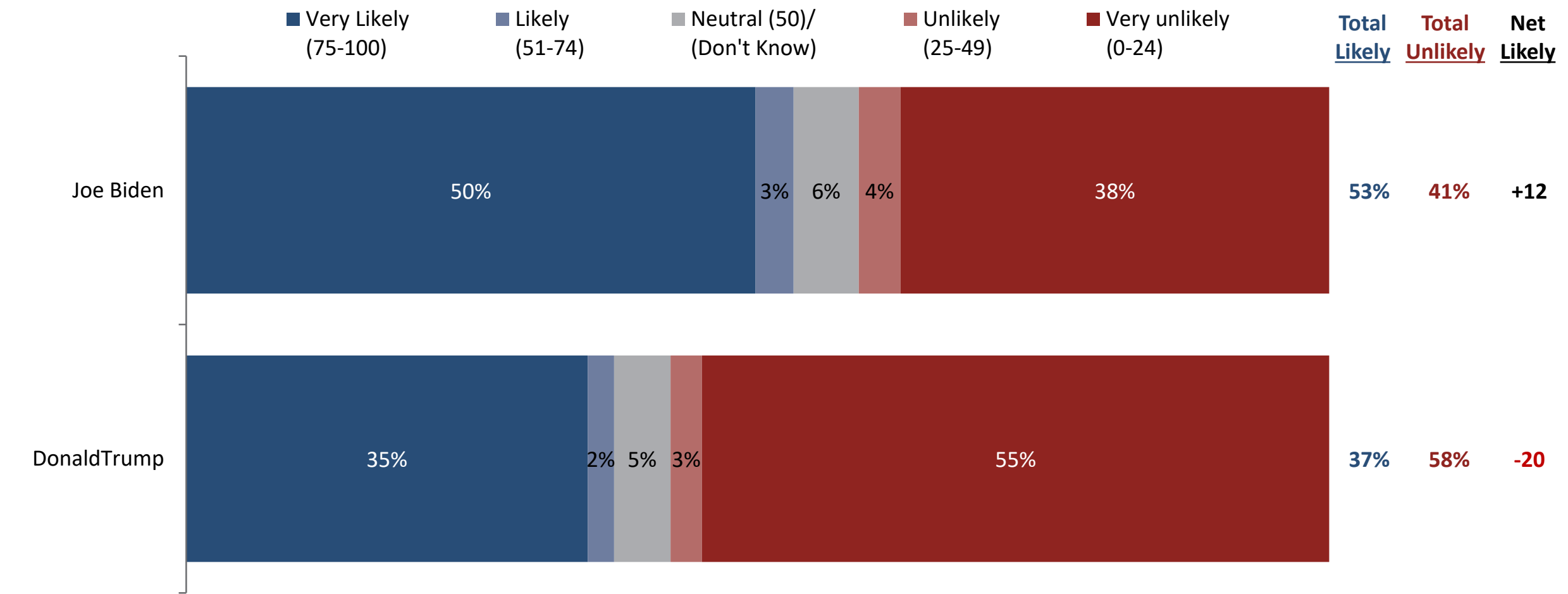
Among Cubans, a significant subset of younger voters, Independents, and voters outside of Miami are still undecided.

Among Self-ID Cubans only (n=312)



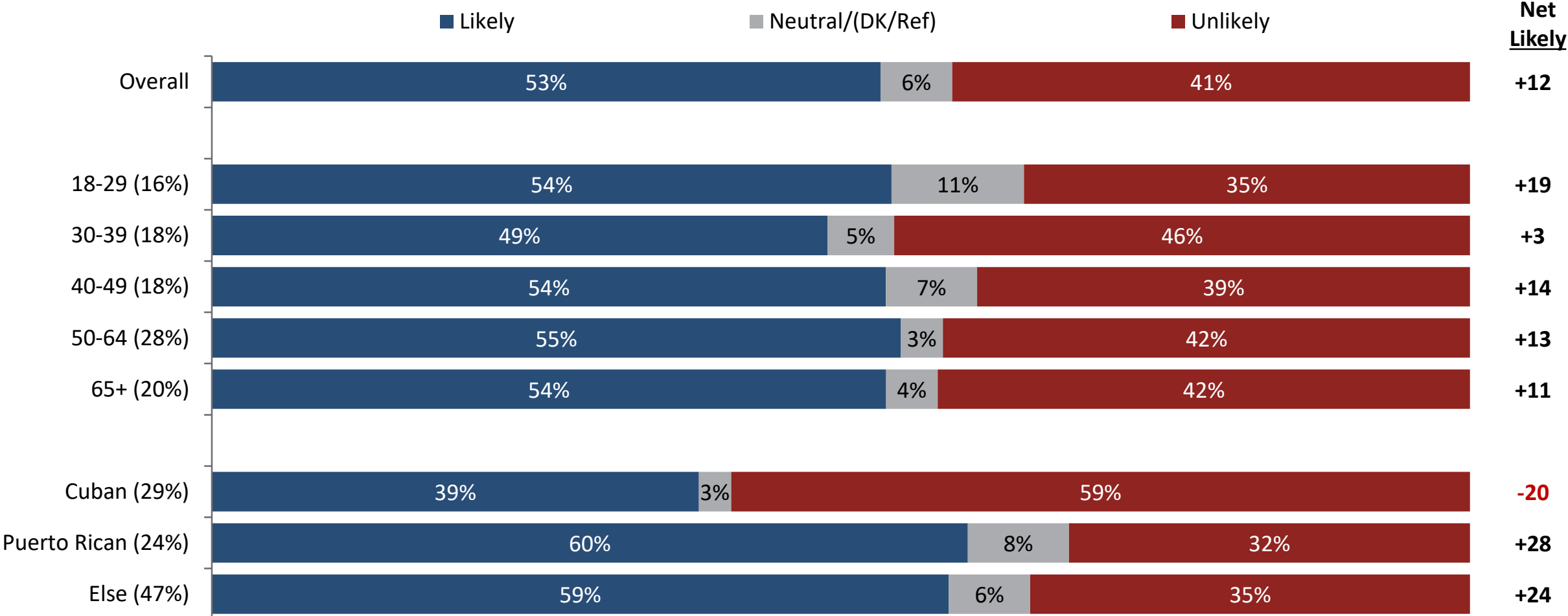
Presidential Candidate Vote Likelihood

Half say they are very likely to vote for Biden, whereas more than half of Latinx voters say they would be very unlikely to vote for Trump.



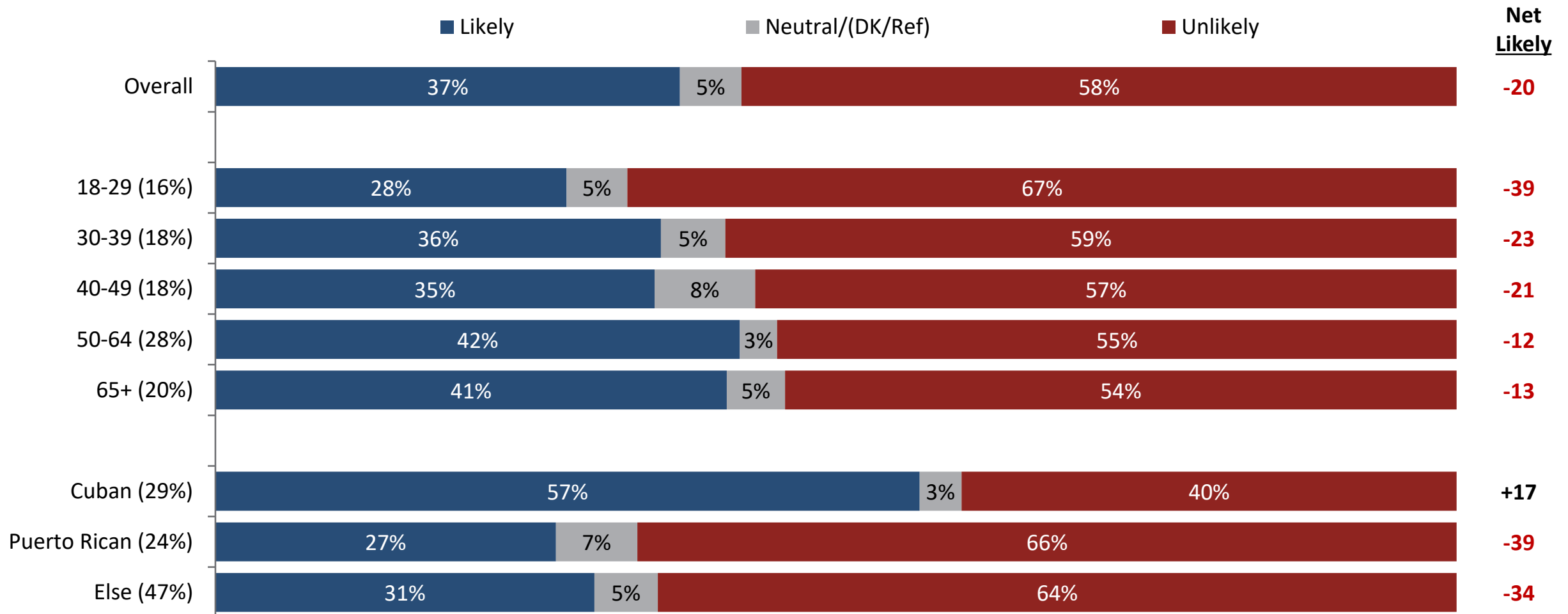
Biden Vote Likelihood by Subgroups

3-in-5 Cuban voters say they are unlikely to vote for Biden.



Trump Vote Likelihood by Subgroups

Likelihood to vote for Trump is weaker among all age groups.



Q9. I'd like you to rate your likelihood of voting for Donald Trump and Joe Biden using a scale of zero to one hundred. Zero means there is no chance you would vote for them and one hundred means you will definitely vote for them.

GBAO Voter Target Groups

A plurality of voters represent the Engaged Dem Base.

Engaged Dem Base: Definitely voting for Biden and strongly disapprove of Trump, or rate Trump very unfavorably, or rate the Democratic Party favorably and the Republican Party unfavorably, and are certain they will vote in the 2020 general election

Strong Mobilization Target: Same voting and favorable ratings as the Engaged Dem Base, but are uncertain voters.

Ambivalent/Unsure: Probably/Lean vote for Biden or Trump or are undecided or voting for a third party

GOP Base: Definitely voting for Trump and strongly approve of Trump, or rate Trump very favorably, or rate the Democratic Party unfavorably and the Republican Party favorably.

Else: Do not fit into the above categories

Engaged Dem Base
42%

Strong
Mobilization
Target
2%

Ambivalent/
Unsure
23%

GOP
Base
28%

Else
6%

EMC Voter Target Groups

The Democratic base is slightly larger than the GOP base.

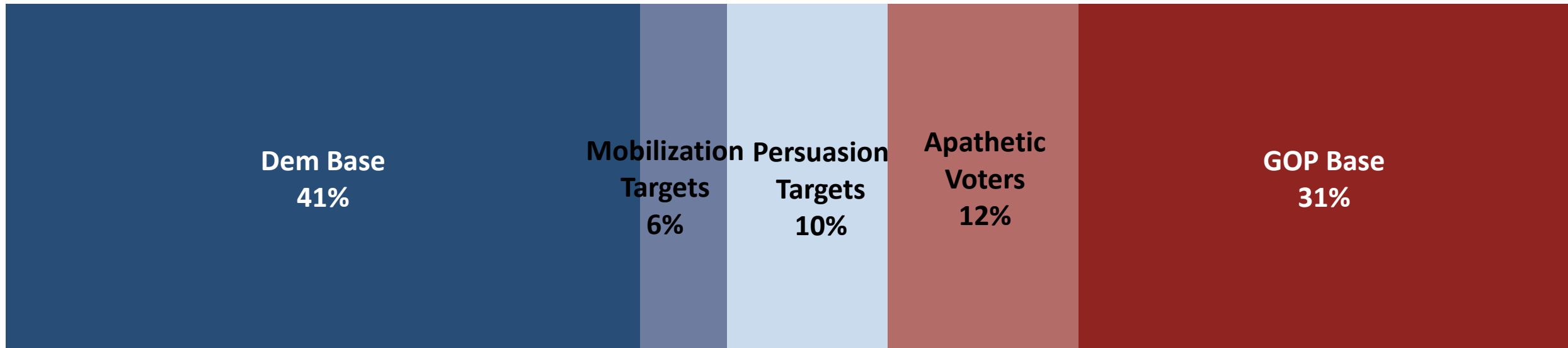
Dem Base: Definitely voting for Biden, certain they will vote, and very motivated to vote

Mobilization Target: Definitely voting for Biden but either not certain they will vote or not very motivated to vote

Persuasion Targets: Not definitely voting for Biden or Trump, certain they will vote, and very motivated to vote

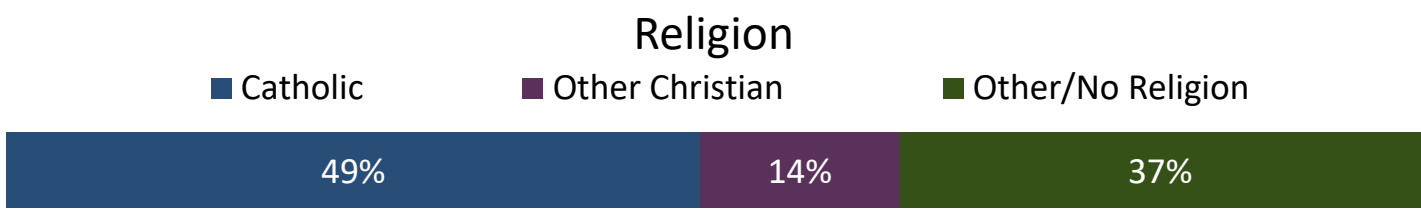
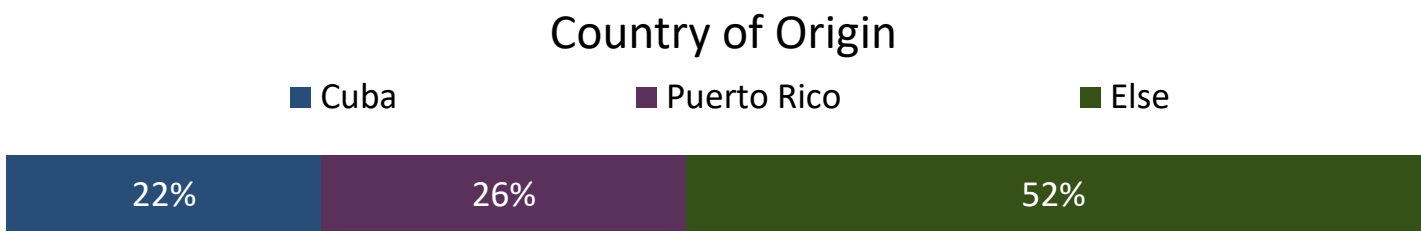
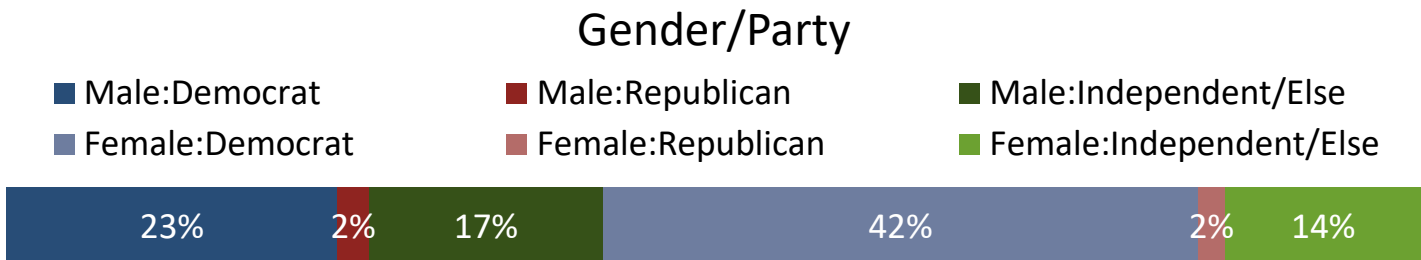
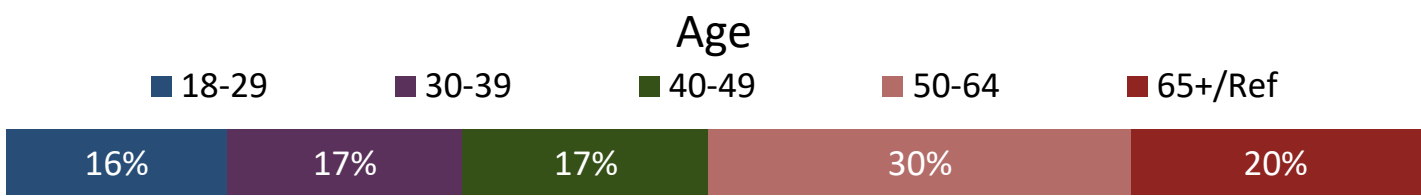
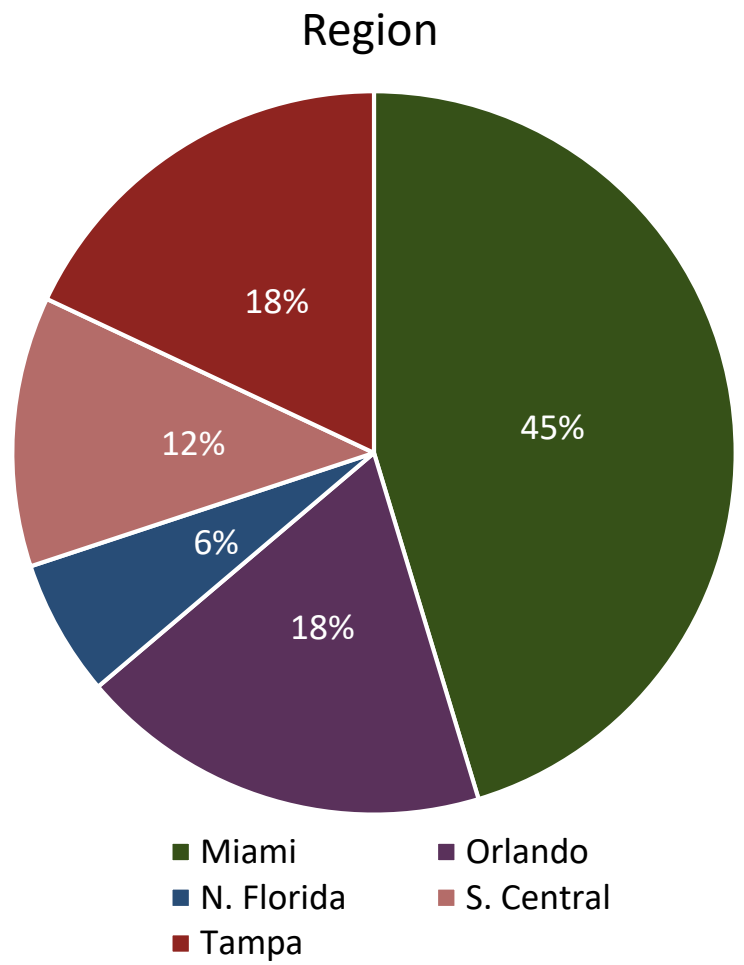
Apathetic Voters: Not definitely voting for Biden or Trump, not certain they will vote or not very motivated to vote

GOP Base: Definitely voting for Trump



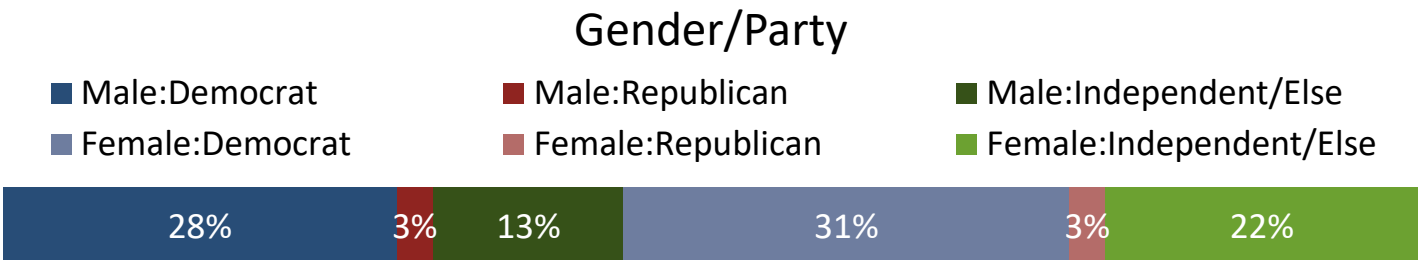
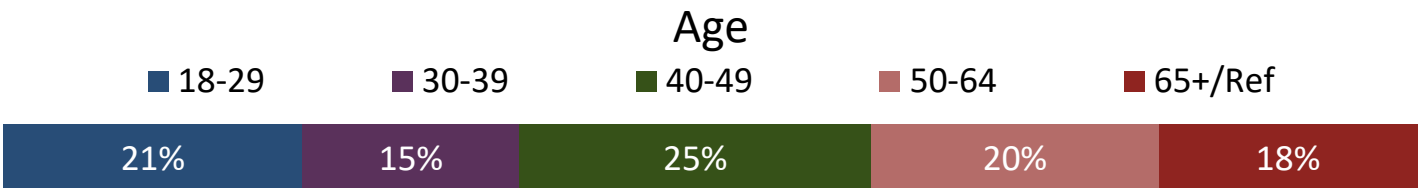
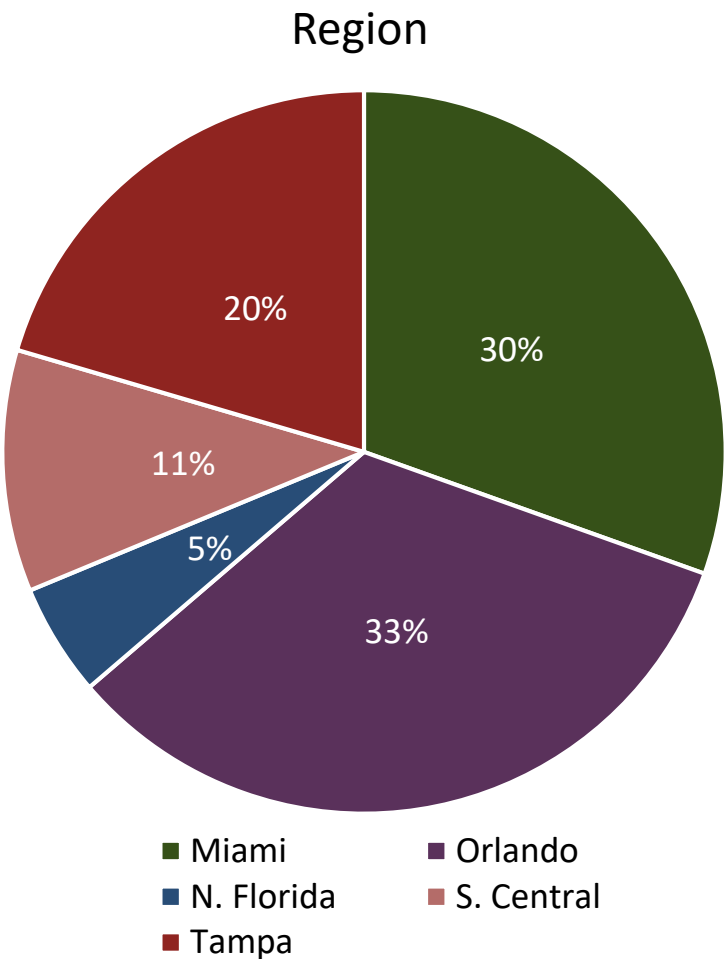
Dem Base Voter Target (41%)

A plurality of the Democratic base are Democratic women. Half are over fifty.



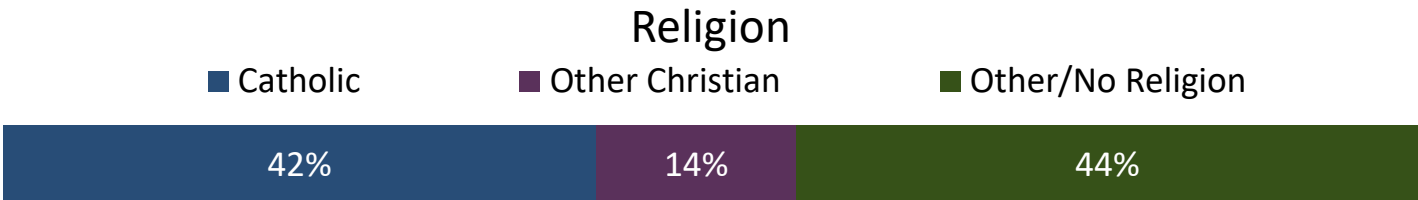
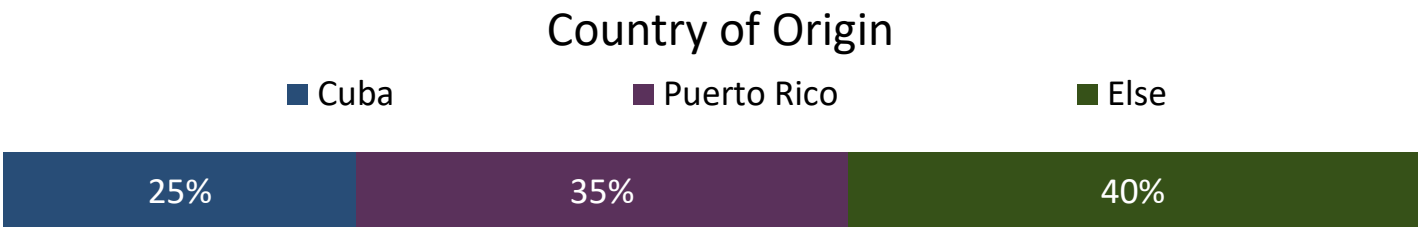
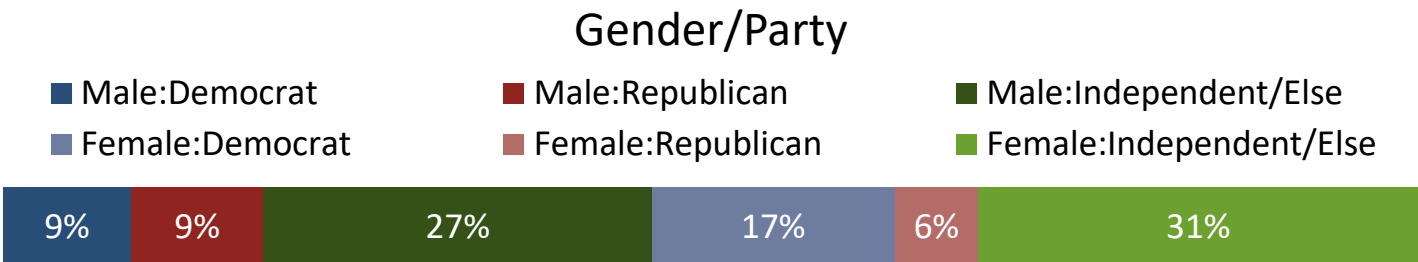
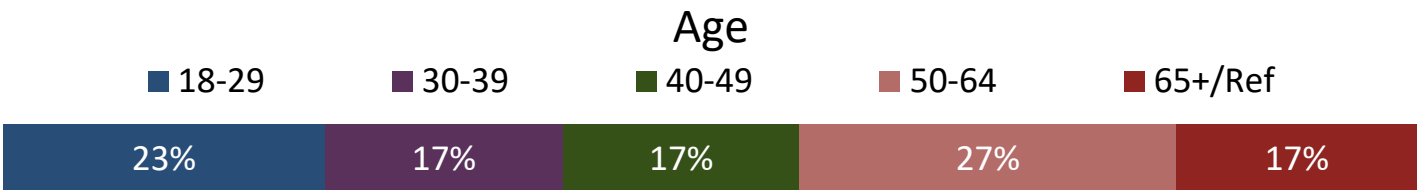
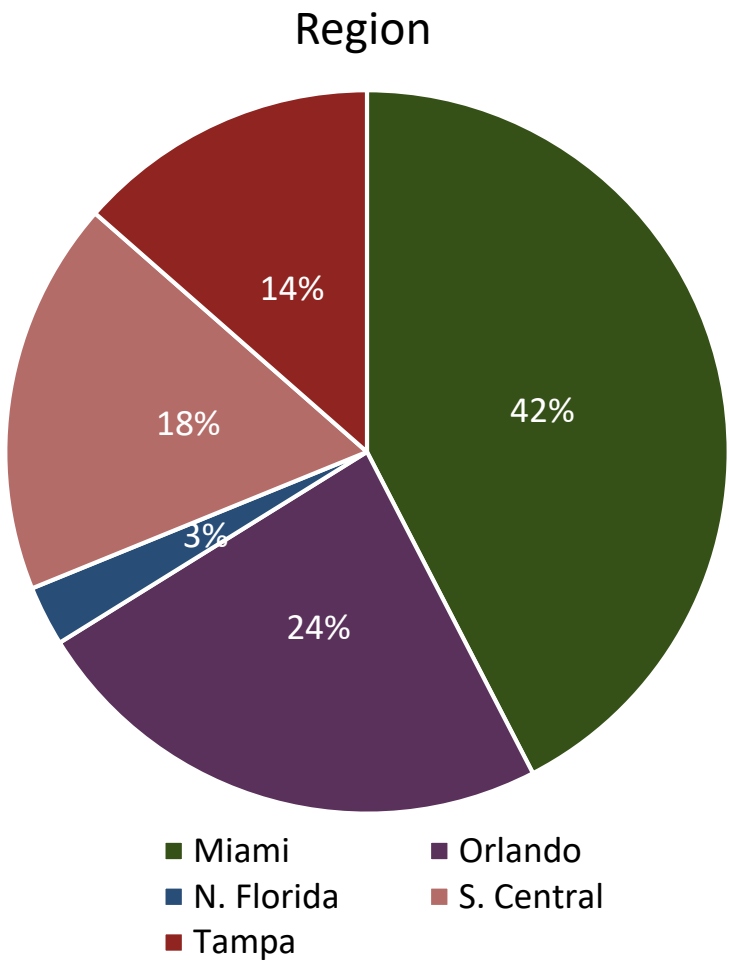
Mobilization Targets (6%)

Mobilization targets are younger and Puerto Rican. They are less likely to be in Miami.



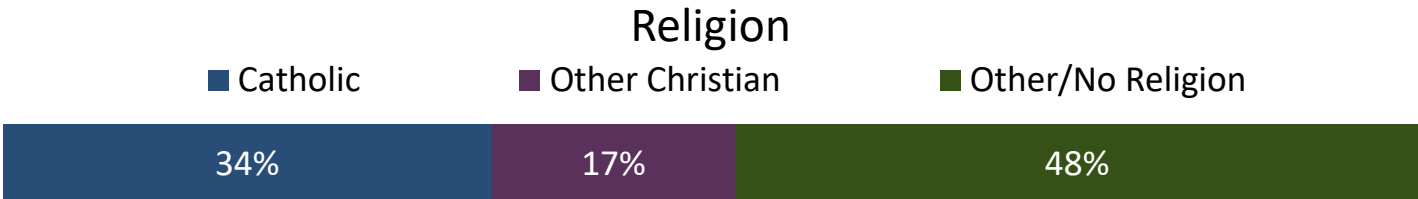
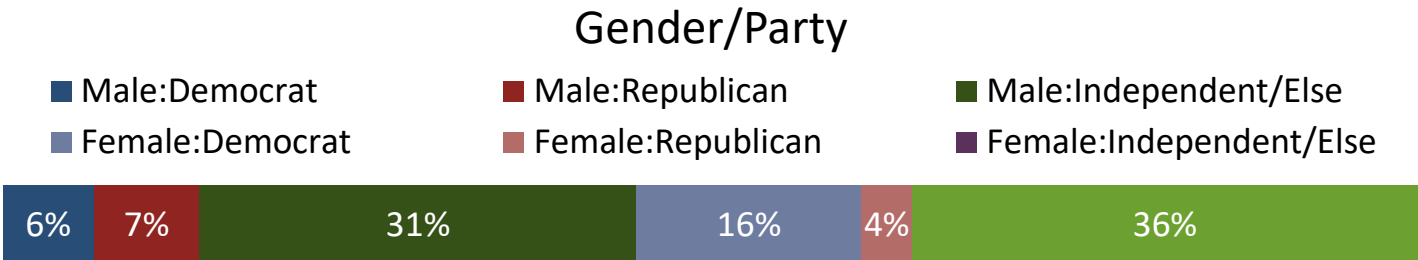
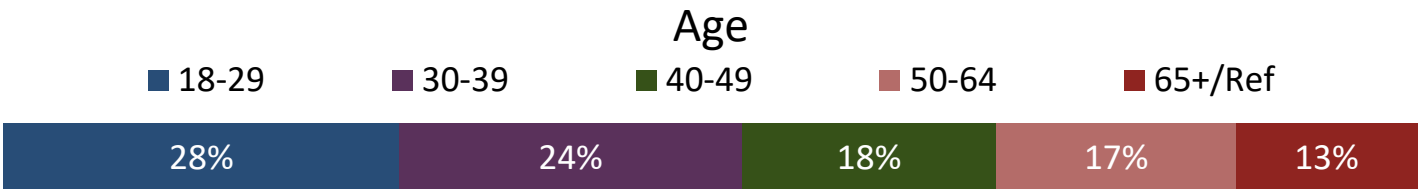
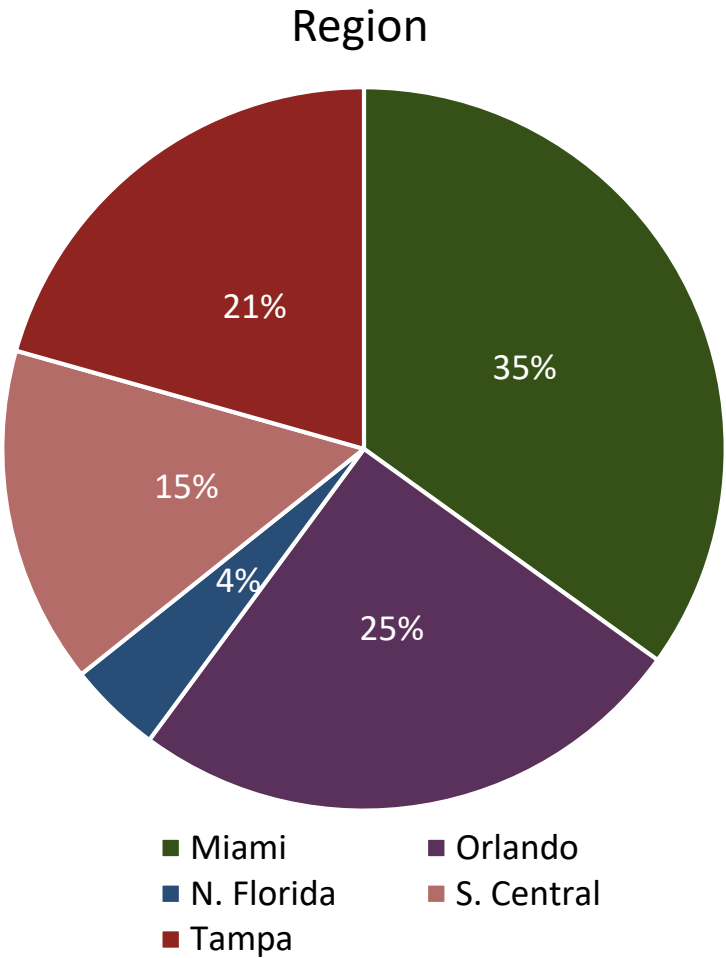
Persuasion Targets (10%)

Persuasion targets tend to be Independents.



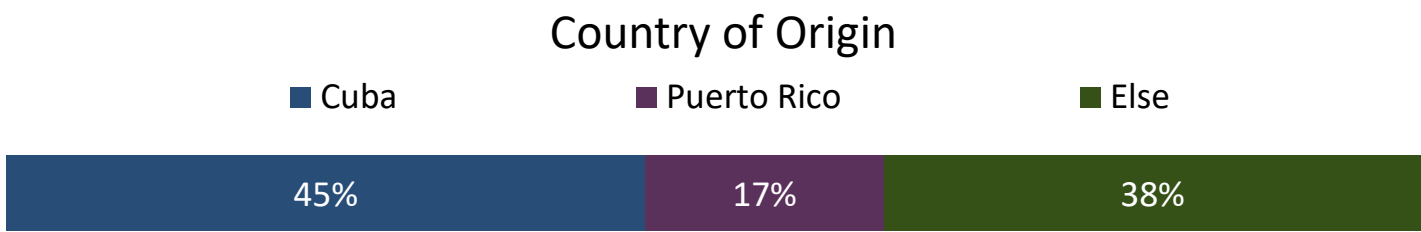
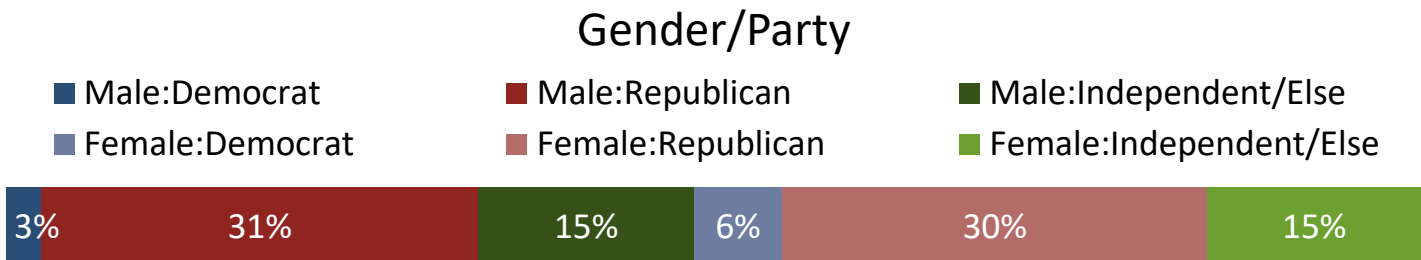
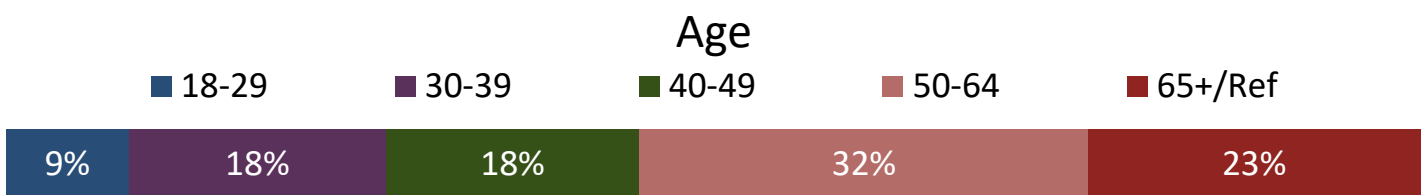
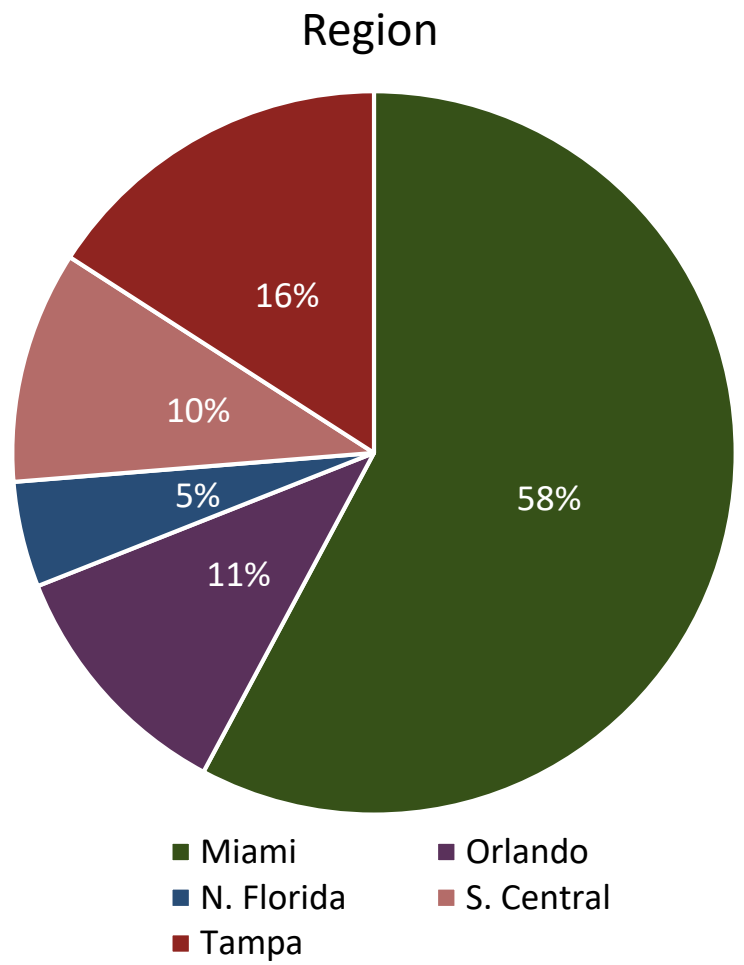
Apathetic Voters Target (12%)

There is also a subset of younger Independent voters that are generally Apathetic toward voting.



GOP Base Voter Target (31%)

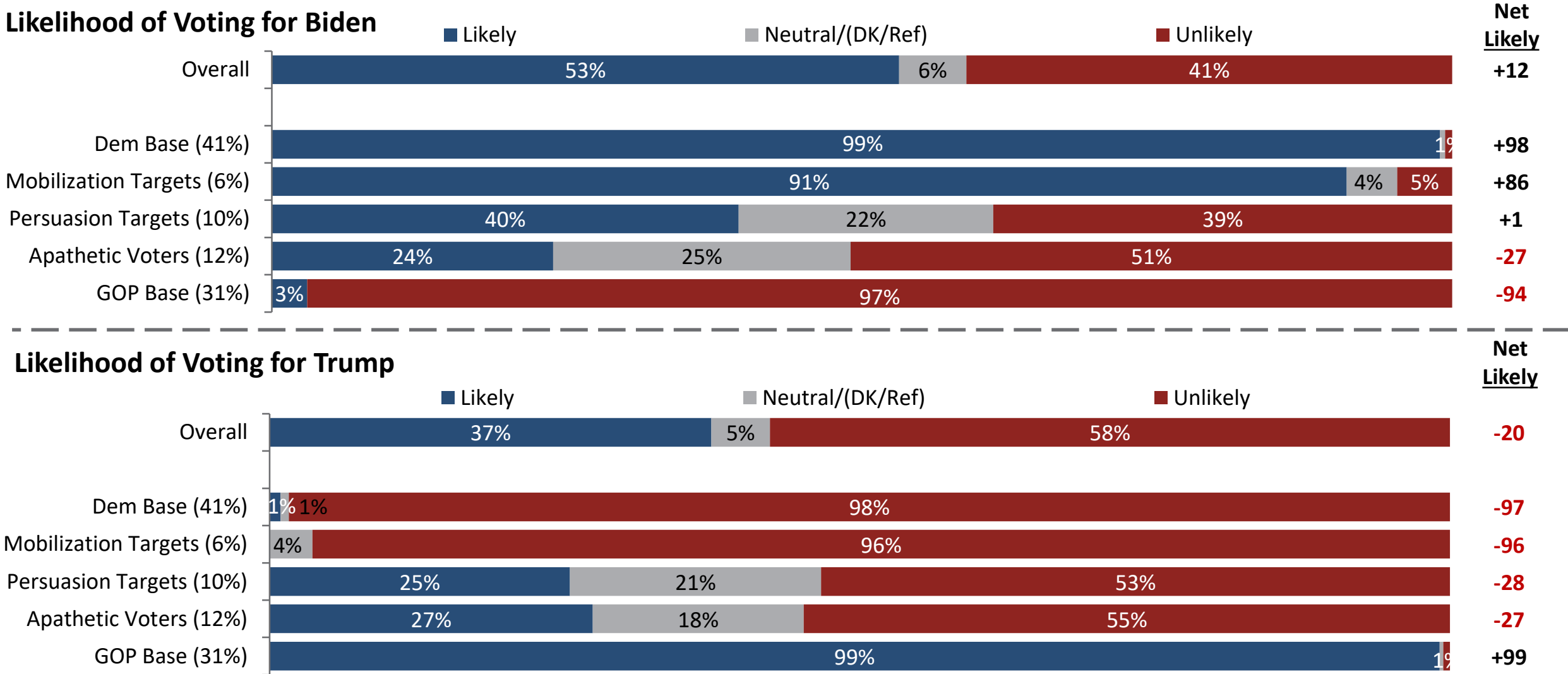
GOP Base voters tend to be older, Republican and Cuban.



Presidential Candidate Vote Likelihood by Voter Targets



Half of Apathetic Voters are unlikely to vote for either candidate, while Persuasion targets are more split on Biden.

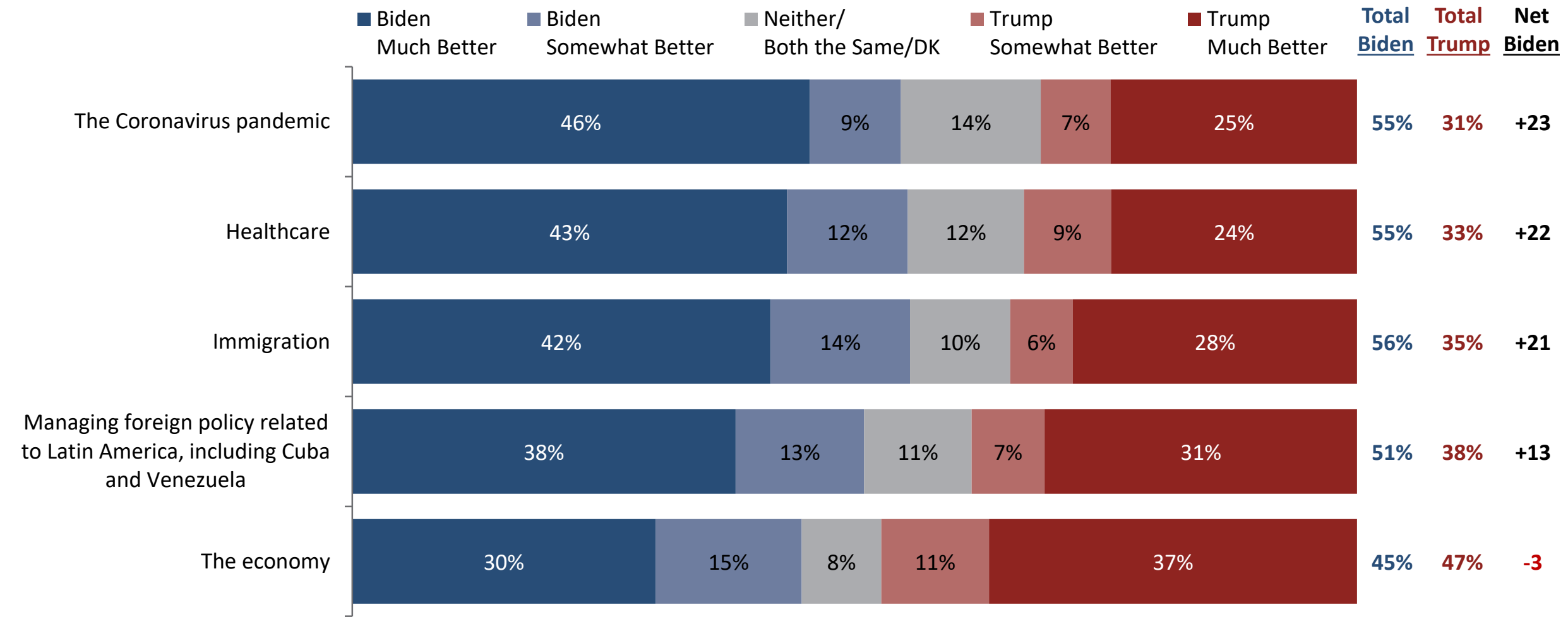




Candidate Attitudes and Messaging

Candidate Issue Ratings

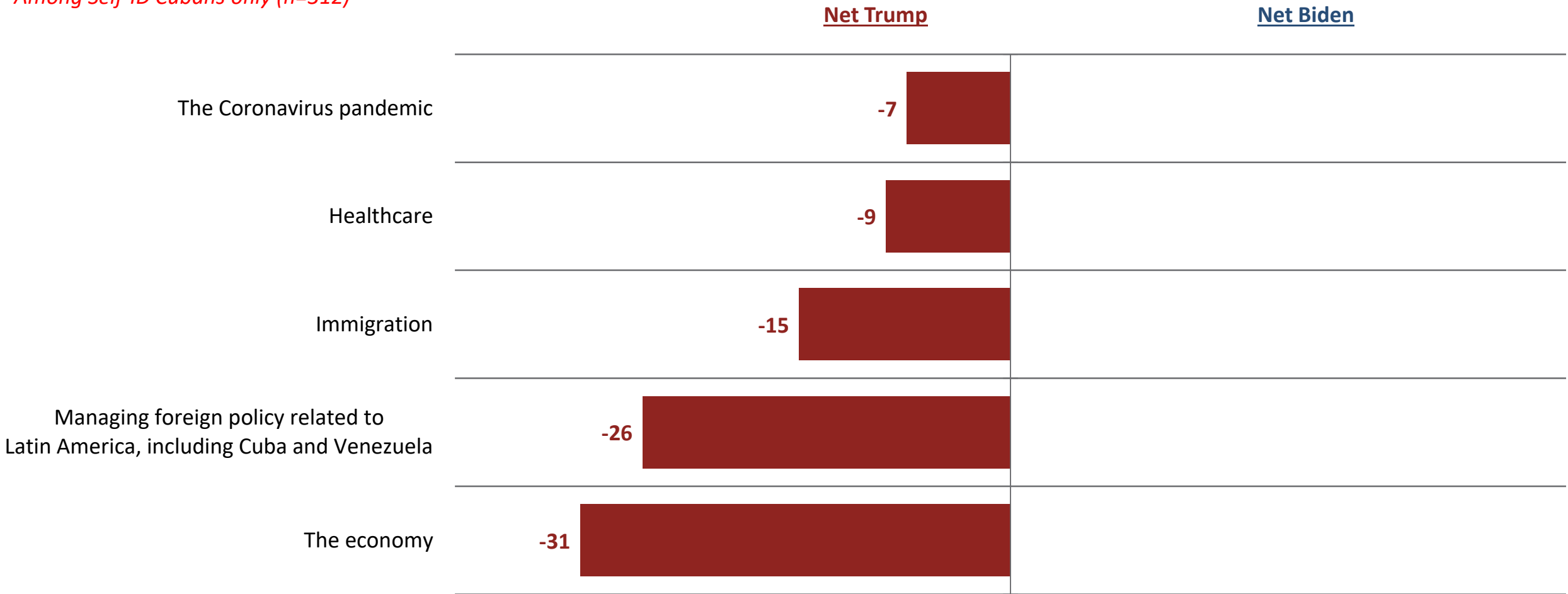
Latinx voters tend to think Biden will handle the COVID-19 pandemic, healthcare and immigration issues better, but that Trump will better handle the economy.



Candidate Issue Ratings Among Cuban Voters

Cubans think Trump will do a better job handling all the tested issues, especially the economy.

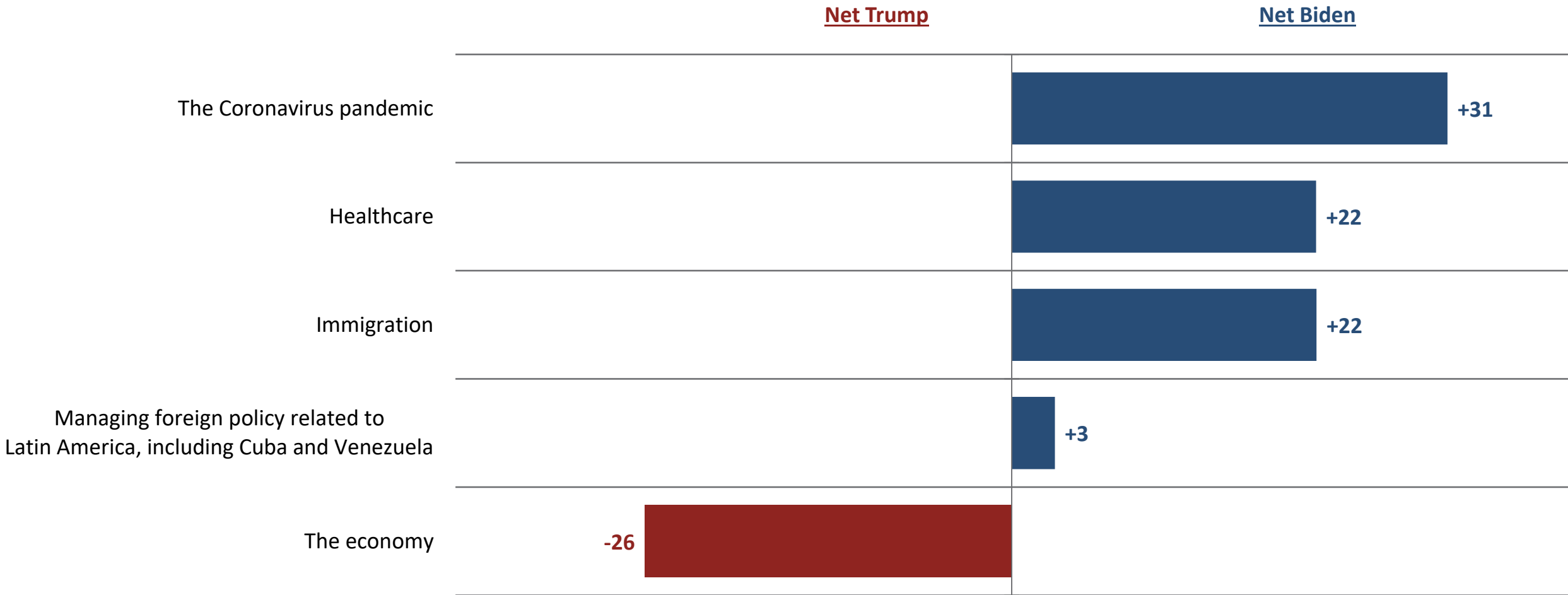
Among Self-ID Cubans only (n=312)



Q21-25. Now I'm going to read you a list of some issues. After each one, please tell me who you think would do a better job on that issue – Joe Biden or Donald Trump.

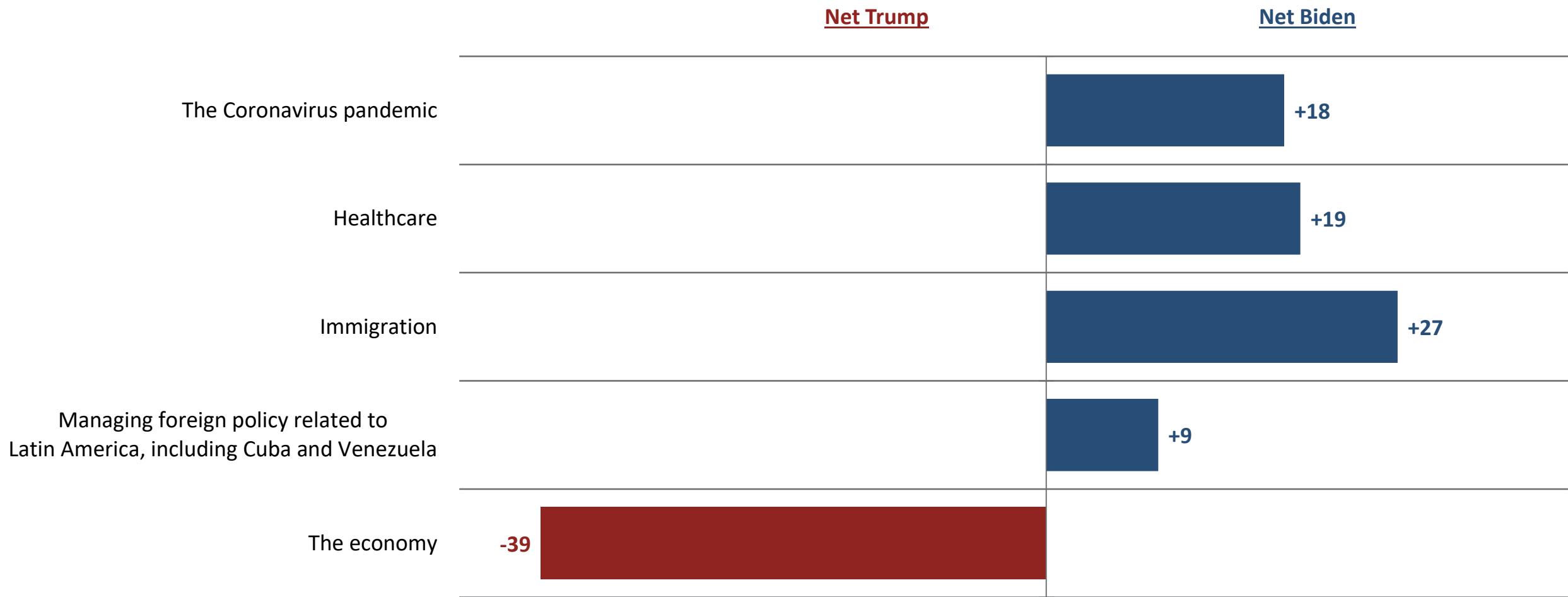
Candidate Issue Ratings Among Persuasion Targets

Persuasion targets generally think Biden will handle all issues, except the economy, better than Trump.



Candidate Issue Ratings Among Apathetic Voters

Similarly, Apathetic voters think Trump will handle the economy better than Biden.



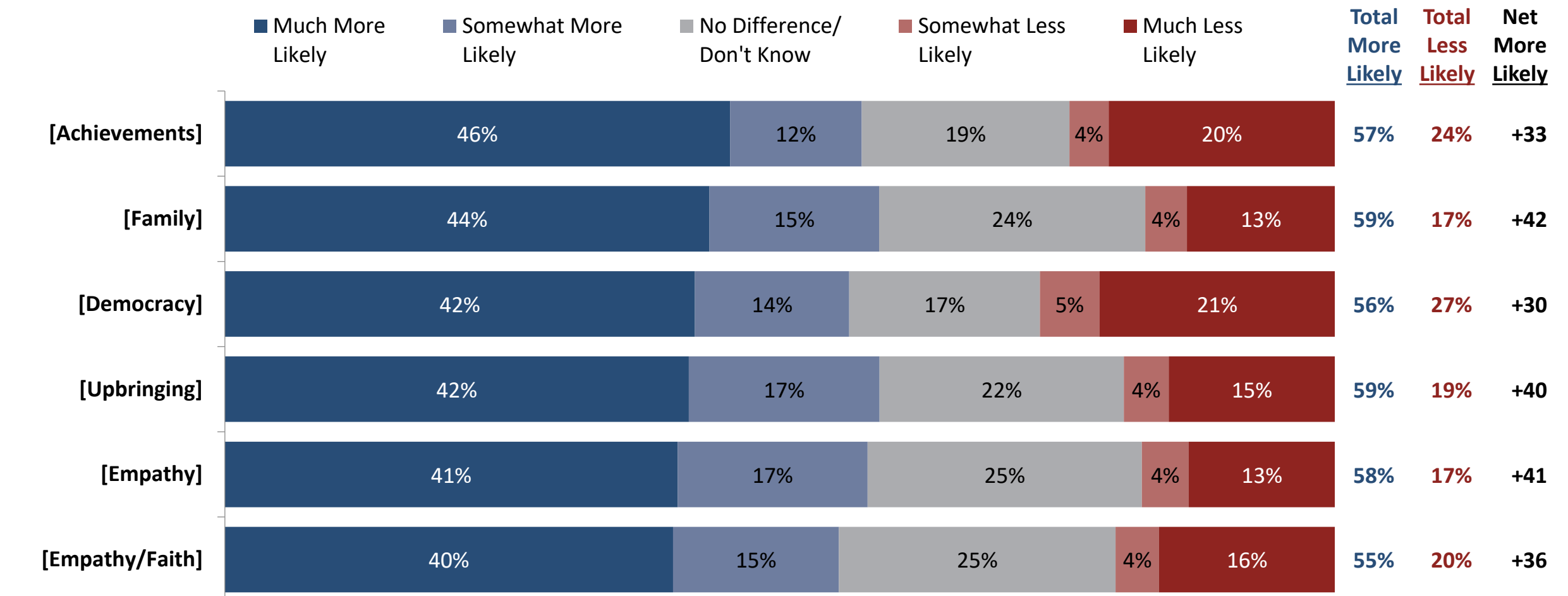
Q21-25. Now I'm going to read you a list of some issues. After each one, please tell me who you think would do a better job on that issue – Joe Biden or Donald Trump.

Biden Statements - Personal

- ▶ **[Achievements; 46% Much more likely]** Joe Biden has proven what he can do as president through his accomplishments over a lifetime of public service. He was a key part of passing Obamacare, leading our economic recovery after the Great Recession, keeping the Ebola epidemic out of the United States, helping Obama enact DACA, fighting for our troops and veterans, and being a leader in preventing violence against women.
- ▶ **[Family; 44% Much more likely]** As a senator, Joe Biden took a train home to Delaware from Washington D.C. four hours every morning and night to be home to raise his sons. He's always put family first, and as president he will fight for all our families.
- ▶ **[Democracy; 42% Much more likely]** Joe Biden will stand up for democratic ideals here and abroad. He'll roll back Donald Trump's authoritarian-like attacks on the press and the post office, end the use of federal agents to break up peaceful protests, and stand up to autocrats like Maduro and Putin.
- ▶ **[Upbringing; 42% Much more likely]** Joe Biden comes from a working-class family in Scranton, Pennsylvania and through hard work he rose to become a Senator and Vice President of the United States. Biden knows first-hand the dignity and value of hard work and as president he will fight for an economy where anyone who works hard has an opportunity to succeed.
- ▶ **[Empathy, Split B only, n=542; 41% Much more likely]** Joe Biden has overcome unspeakable personal tragedy, losing his wife and child in a car accident, and his son Beau to cancer. Biden will be a president who leads with empathy and concern for others.
- ▶ **[Empathy/Faith, Split A only, n=539; 40% Much more likely]** Joe Biden has experienced unspeakable personal tragedy, losing his wife and child in a car accident, and his son Beau to cancer, and he overcame it all thanks to his Catholic faith. Biden will be a president who leads with empathy and concern for others.

Biden Statements - Personal

Biden’s political achievements and commitment to his family are top testing messages.



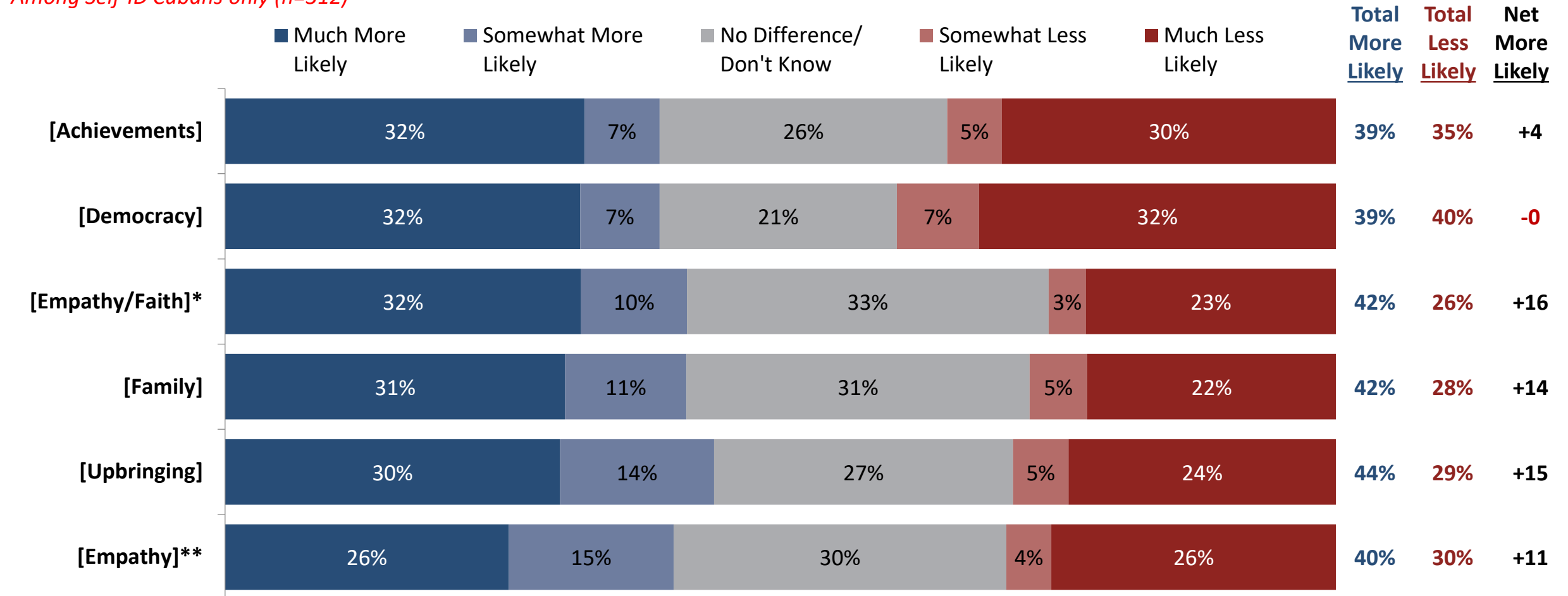
Q26-31. Now I’m going to read you some statements about former Vice President Joe Biden. Thinking about the November election for President, please tell me if each statement makes you more likely or less likely to vote for Democrat Joe Biden.

*Sample A; n=539, MoE ± 4.2 % pts; **Sample B; n=542, MoE ±4.2 % pts

Personal Statements Among Cubans

Among Cuban voters, his achievements are also top testing in addition to his commitment to Democratic ideals, although that message also receives negative backlash.

Among Self-ID Cubans only (n=312)



Q26-31. Now I'm going to read you some statements about former Vice President Joe Biden. Thinking about the November election for President, please tell me if each statement makes you more likely or less likely to vote for Democrat Joe Biden.

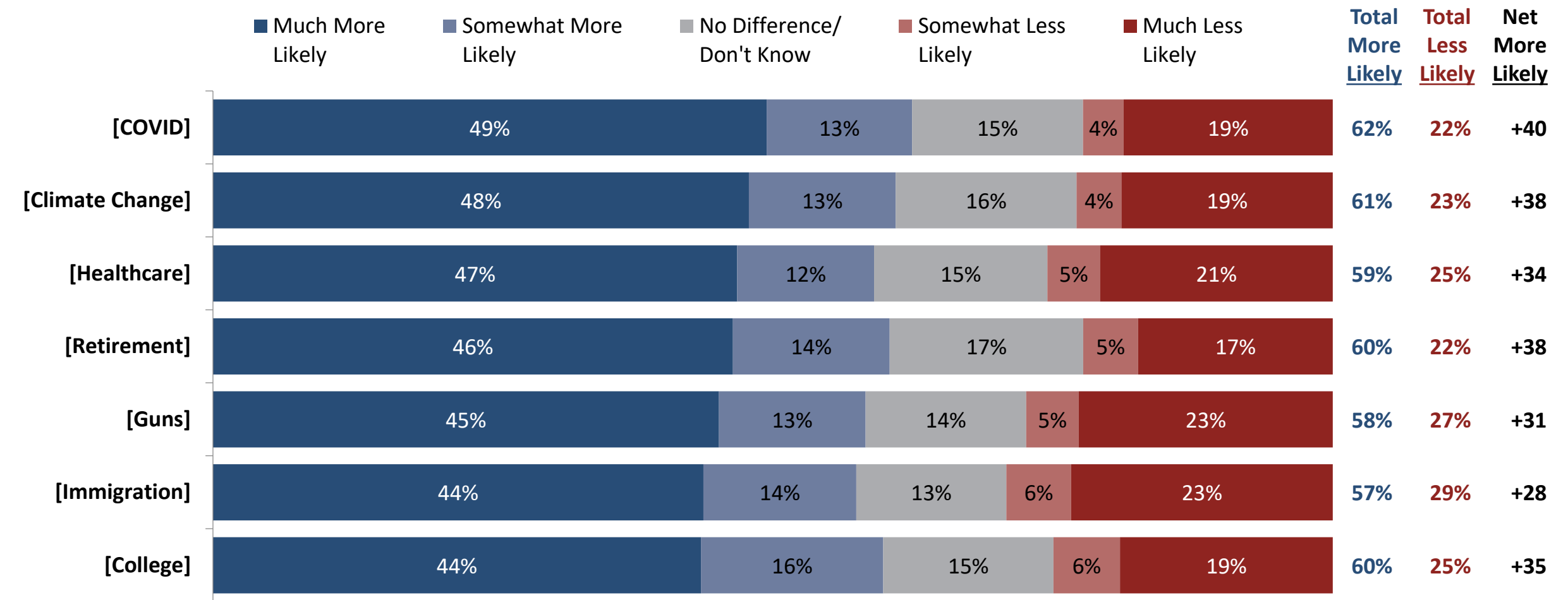
*Sample A; n=149 MoE ± 8.0 % pts; **Sample B; n=163, MoE ±7.6 % pts

Biden Statements - Policy

- ▶ **[COVID; 49% Much more likely]** Joe Biden will respond to the Coronavirus crisis by following the advice of public health experts and providing economic relief to struggling families and small businesses.
- ▶ **[Climate change; 48% Much more likely]** Joe Biden will rally the world to tackle climate change, to protect our beaches from oil rigs and coastal communities from rising sea levels, and work to create millions of clean energy jobs in the process.
- ▶ **[Healthcare; 47% Much more likely]** Joe Biden will build on Obamacare to lower the cost of prescription drugs and insurance premiums, and make sure insurance companies can never deny coverage for pre-existing conditions, including COVID-19
- ▶ **[Retirement; 46% Much more likely]** Joe Biden will protect and strengthen Medicare and Social Security to guarantee a dignified retirement for all Americans.
- ▶ **[Guns; 45% Much more likely]** Joe Biden will enact common-sense safety policies, like banning assault weapons and requiring background checks for all gun sales.
- ▶ **[Immigration; 44% Much more likely]** Joe Biden will reverse the Trump administration's immigration policies, and put undocumented immigrants on a pathway to citizenship.
- ▶ **[College; 44% Much more likely]** Joe Biden will make it possible for any American to get their college degree without plunging into years of debt.

Biden Statements - Policy

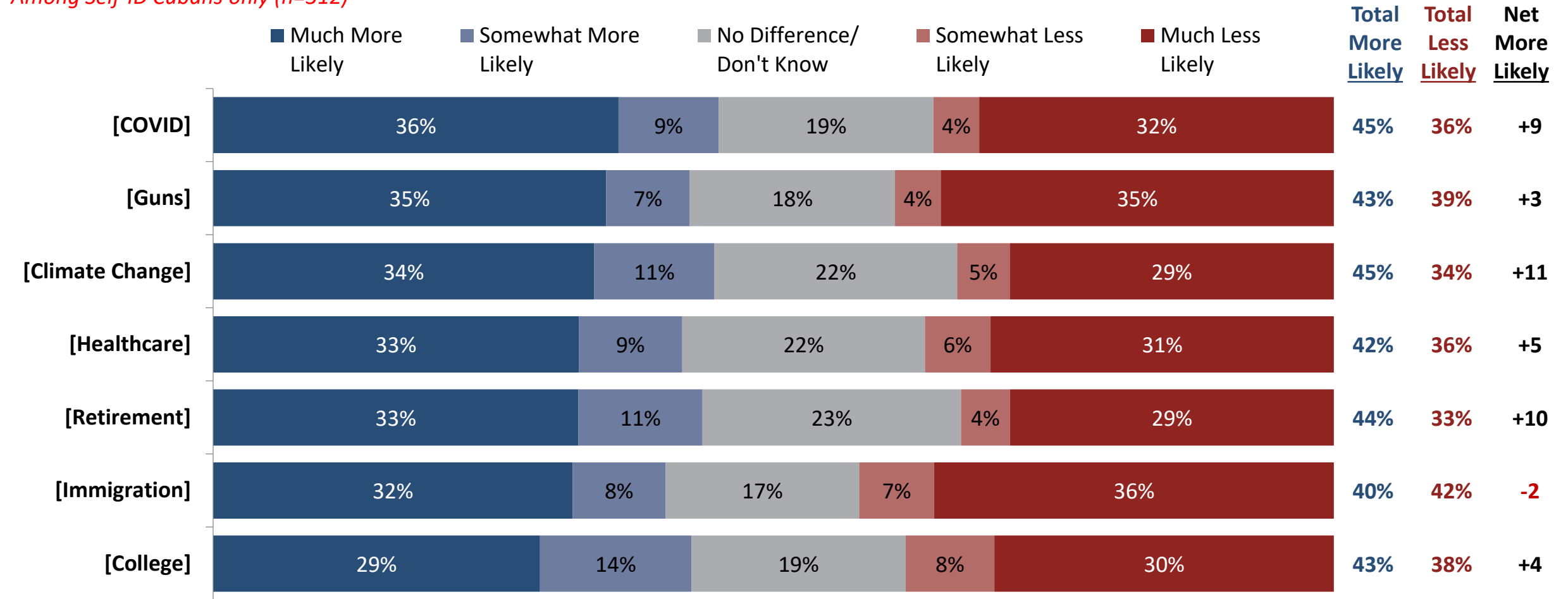
Biden’s stance toward addressing COVID-19, healthcare and climate change are top testing policy messages.



Policy Statements Among Cubans

Among Cuban voters, COVID-19 and Biden's stance toward gun control are top testing; however the “guns” policy statement also receives negative feedback. The “immigration” message is also divisive.

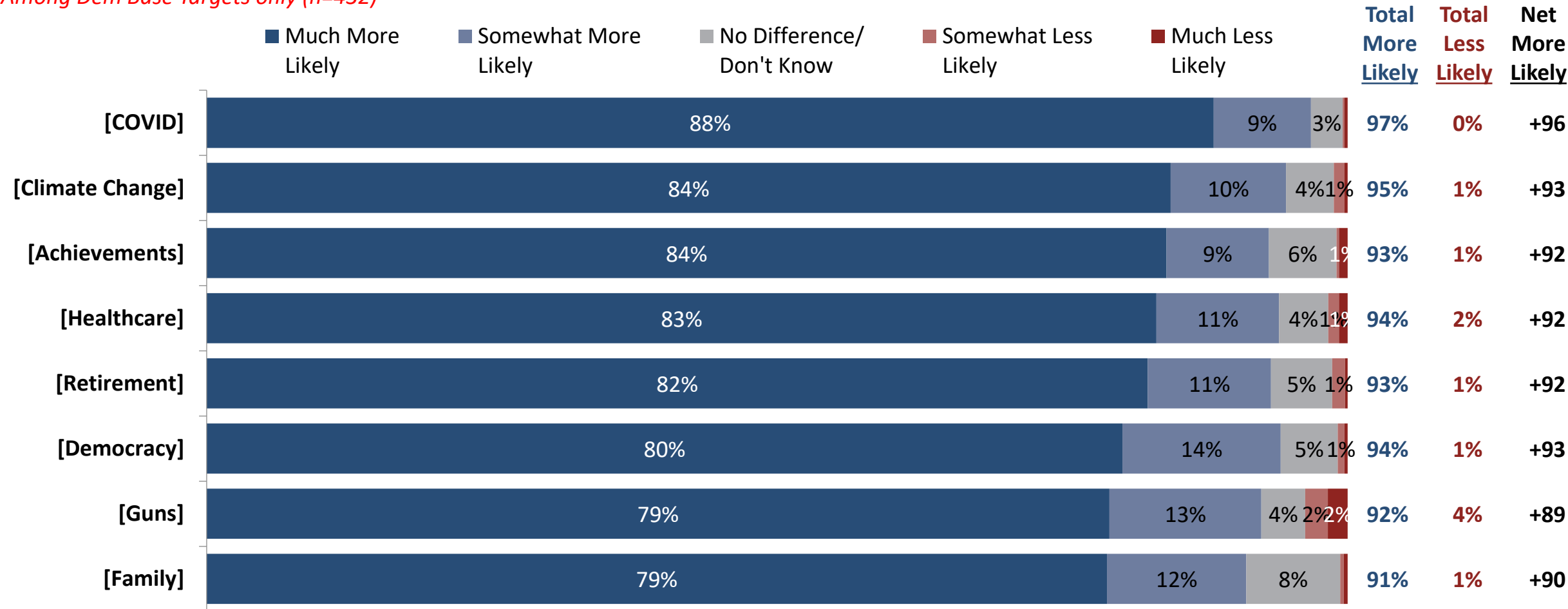
Among Self-ID Cubans only (n=312)



Top Statements Among Dem Base

All messages resonate with the Dem Base.

Among Dem Base Targets only (n=432)

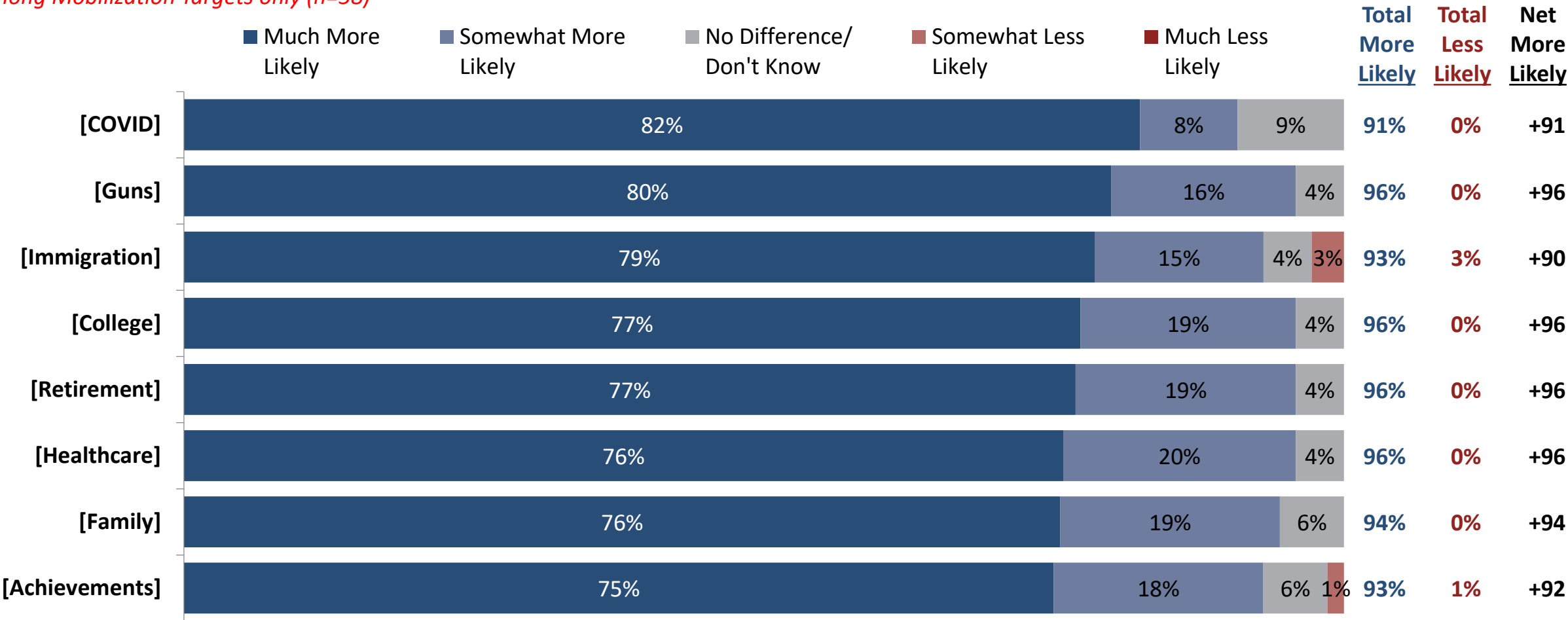


Q26-38. Now I'm going to read you some statements about former Vice President Joe Biden. Thinking about the November election for President, please tell me if each statement makes you more likely or less likely to vote for Democrat Joe Biden.

Top Statements Among Mobilization Targets

Messages around Biden’s specific policies – especially COVID, guns and immigration – are strongest among the Mobilization Targets, though all messages are received well.

Among Mobilization Targets only (n=58)

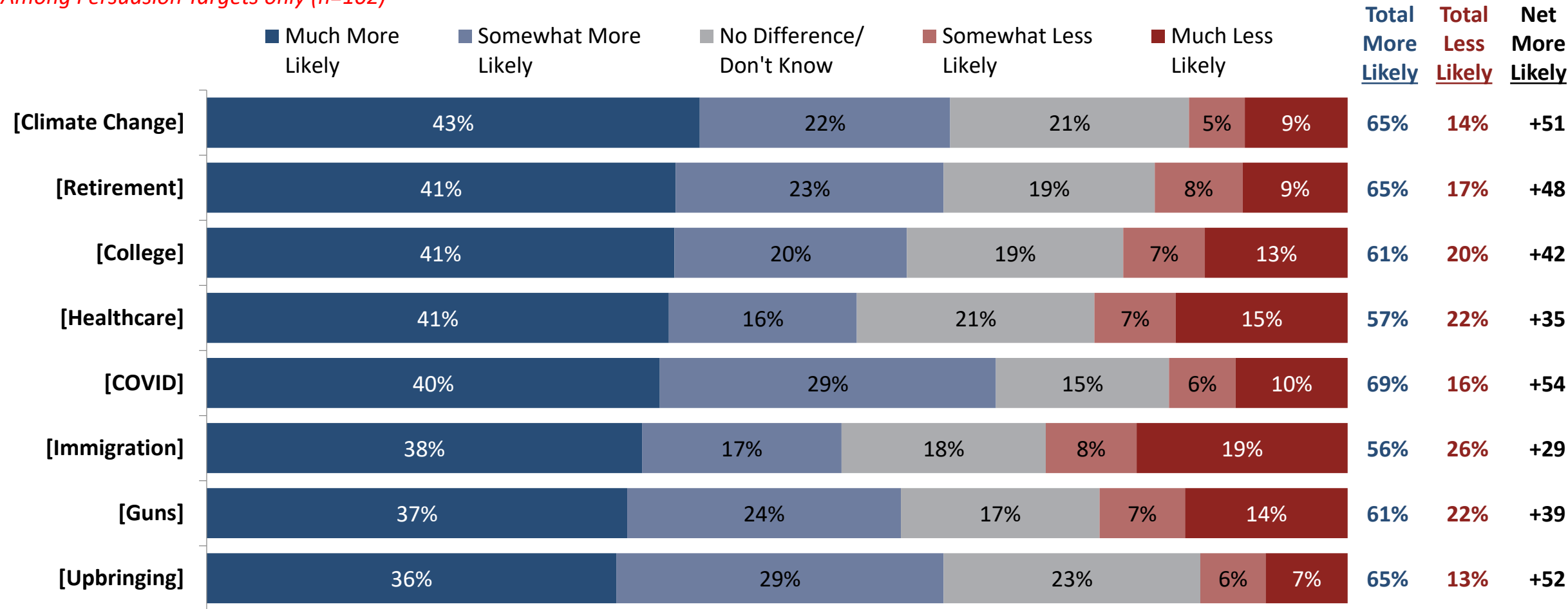


Q26-38. Now I’m going to read you some statements about former Vice President Joe Biden. Thinking about the November election for President, please tell me if each statement makes you more likely or less likely to vote for Democrat Joe Biden.

Top Statements Among Persuasion Targets

Messaging around climate change, retirement policies, college funding, and healthcare test well, but none of the messages around Biden’s personal experience rise to the top. Some are turned off by the healthcare and immigration messages.

Among Persuasion Targets only (n=102)

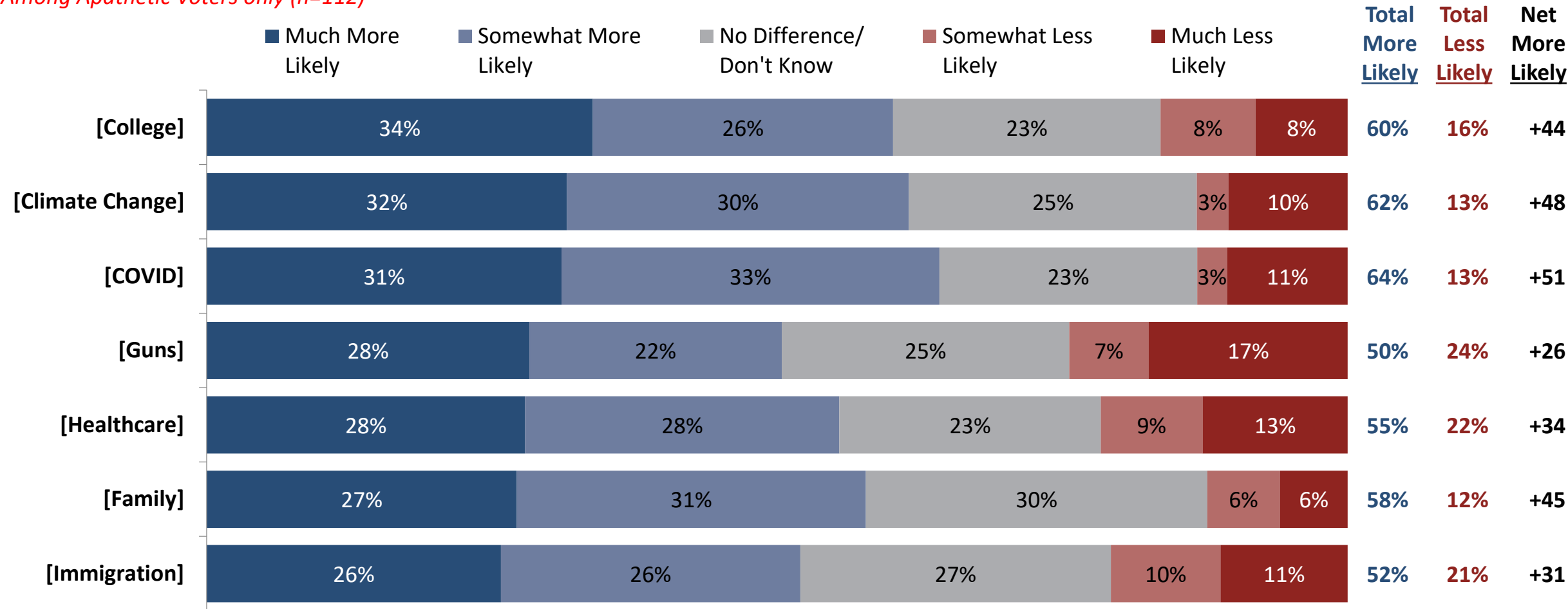


Q26-38. Now I’m going to read you some statements about former Vice President Joe Biden. Thinking about the November election for President, please tell me if each statement makes you more likely or less likely to vote for Democrat Joe Biden.

Top Statements Among Apathetic Voters

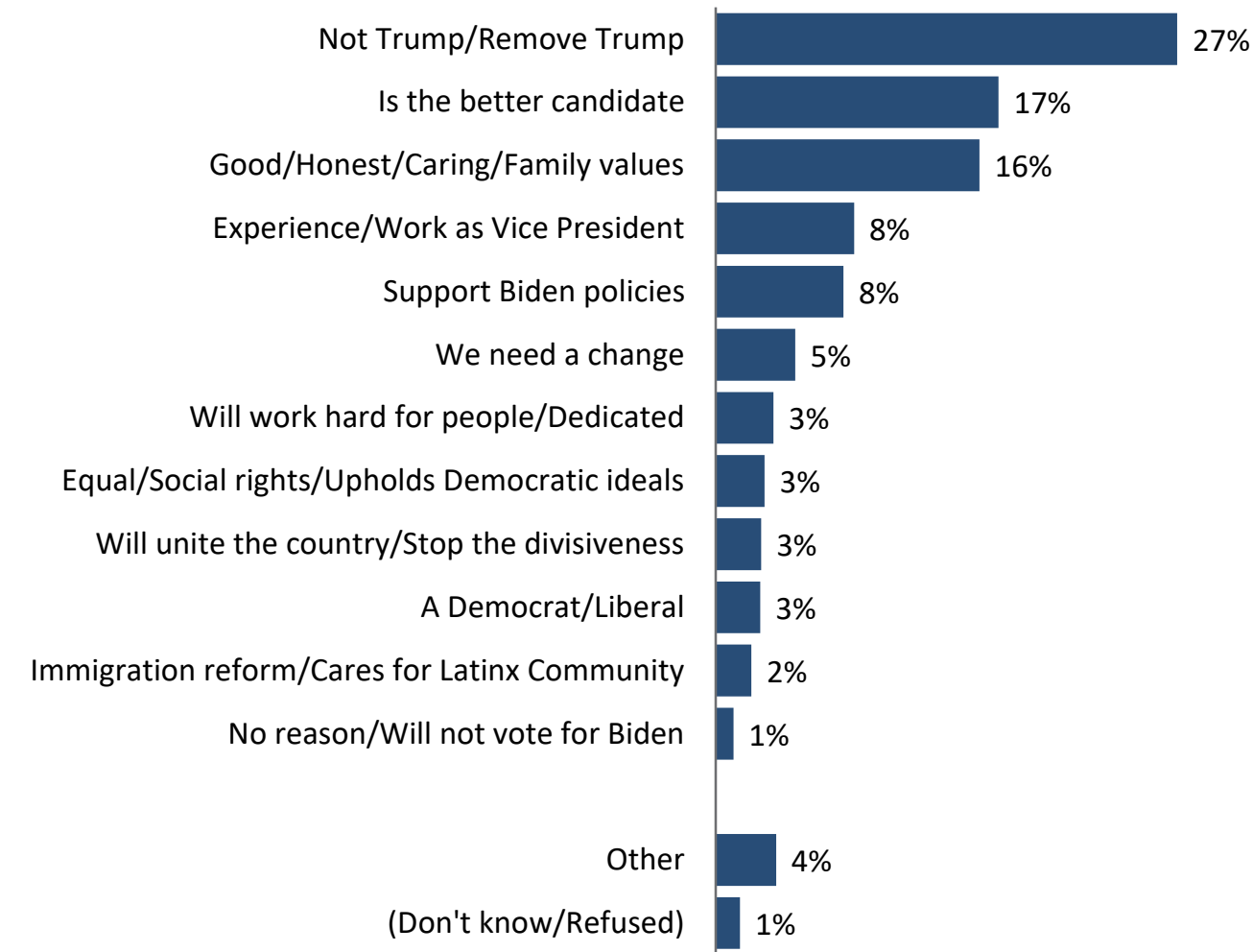
Biden’s policy messages lack intensity among Apathetic Voters. A quarter say his gun policies would turn them away.

Among Apathetic Voters only (n=112)



Reasons to Vote for Biden Among Biden Voters

A plurality voting for Biden say they are doing so to remove Trump from office. Others cite Biden’s character and experience as compelling reasons.

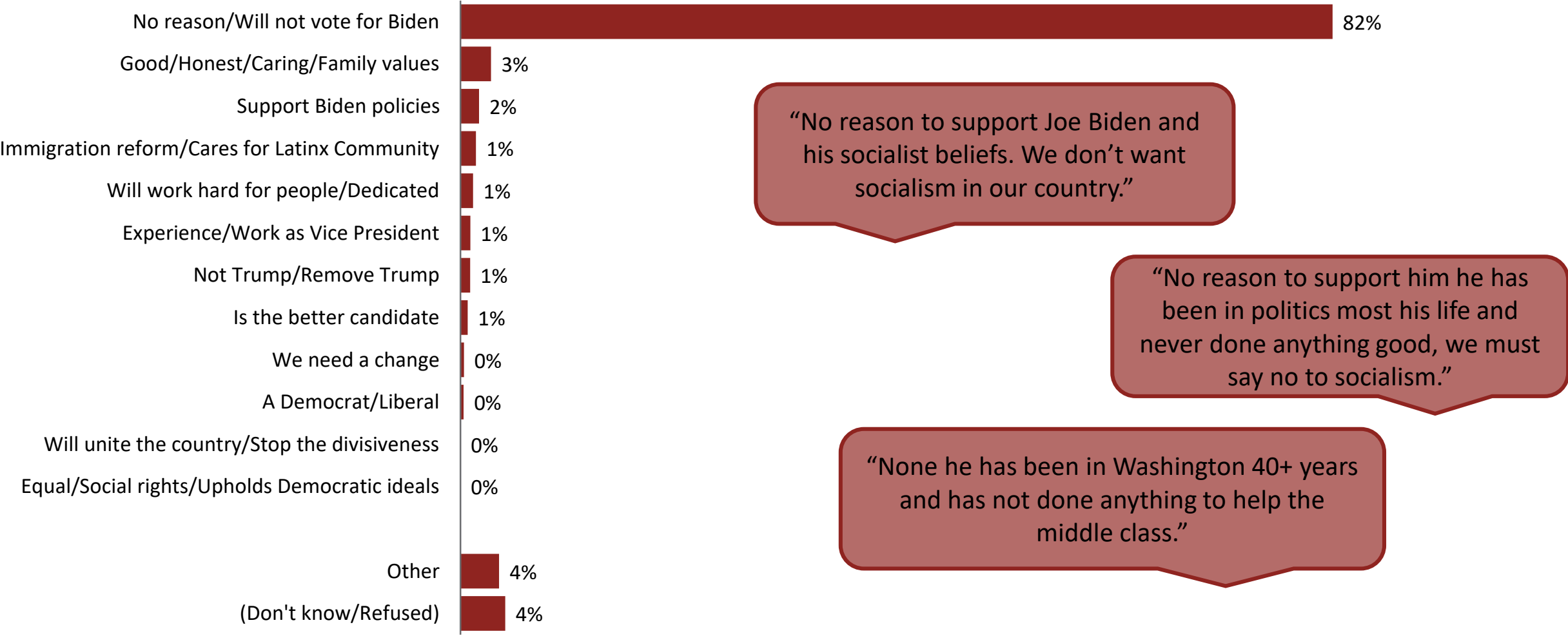


“To get trump out. I don’t like Joe Biden but since we have a two-party government, I will prefer a Democratic house in the senate and administration.”

“I’m voting against Donald Trump for his lack of leadership. His racist ideas. Lack of political experience. Joe Biden is a leader with compassion and experience.”

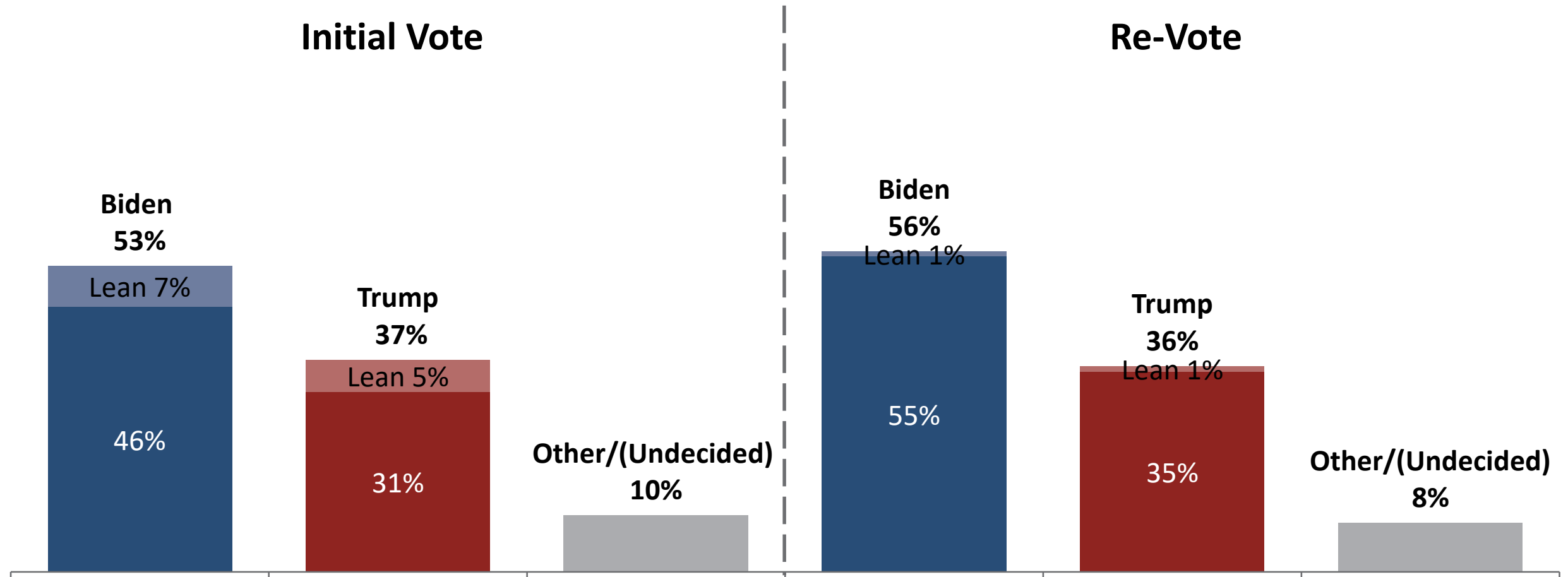
Reasons to Vote for Biden Among Trump Voters

Those voting for Trump overwhelming do not supply positive reasons to hypothetically vote for Biden.



Presidential Election Re-Vote

After messaging, the vote changes marginally.



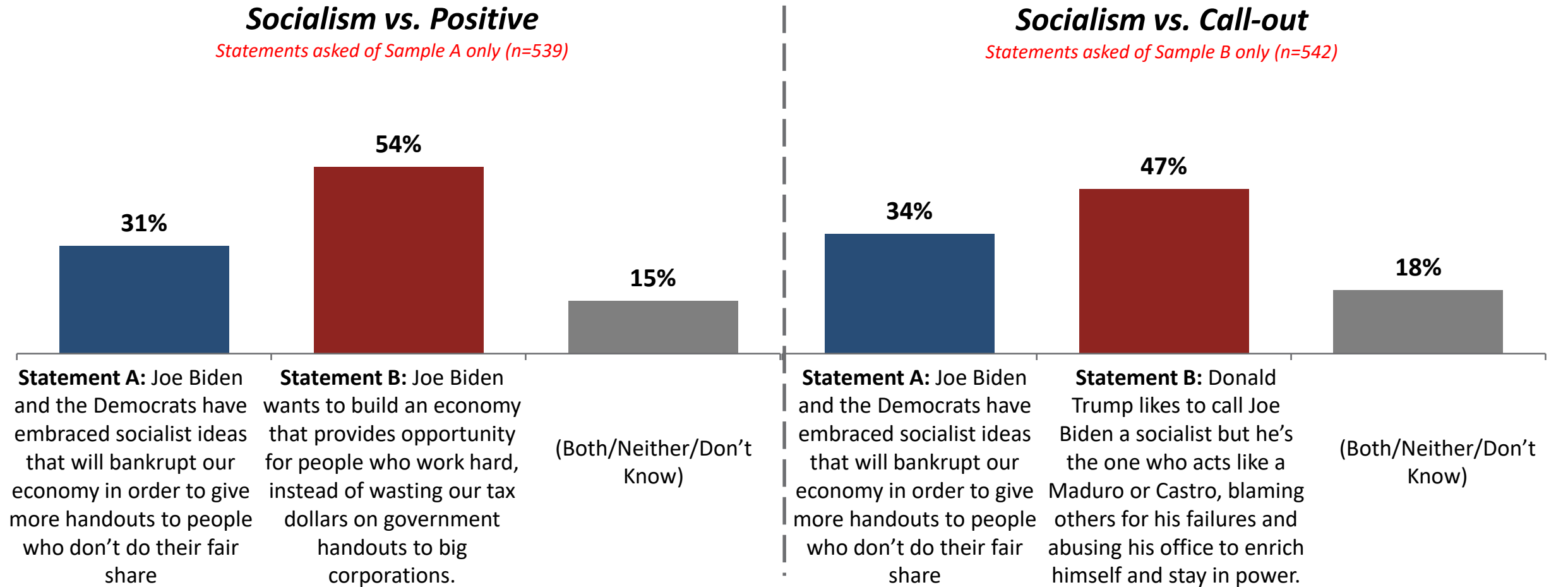
Q40. Thinking again about the general election for President, if the election were held today, would you vote for [ROTATE]
Republican Donald Trump or Democrat Joe Biden?



Paired Messaging Statements

Paired Messaging Statements: Biden Socialism

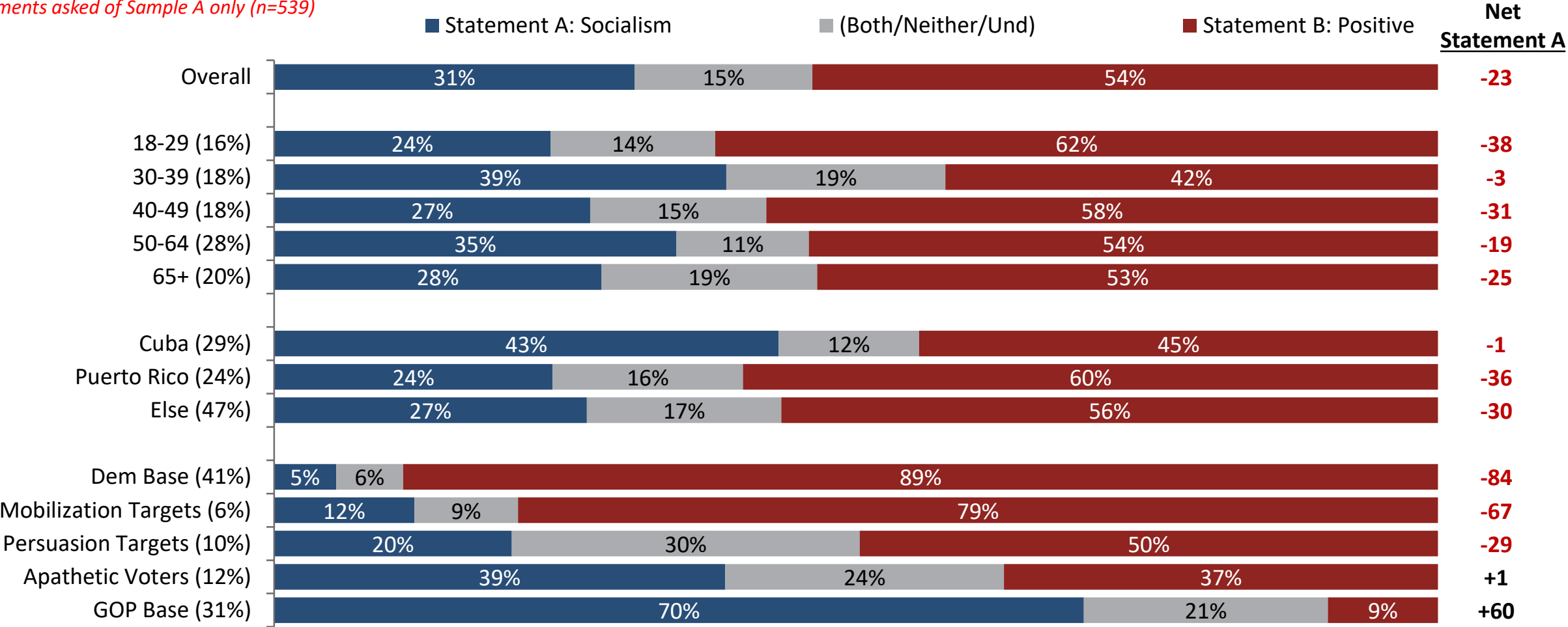
The positive message in favor of Biden is more effective than the negative call-out of Trump.



Paired Messaging Statements: Biden Socialism/Positive

Cubans and the GOP Base tend to select the statement calling Biden a socialist.

Statements asked of Sample A only (n=539)

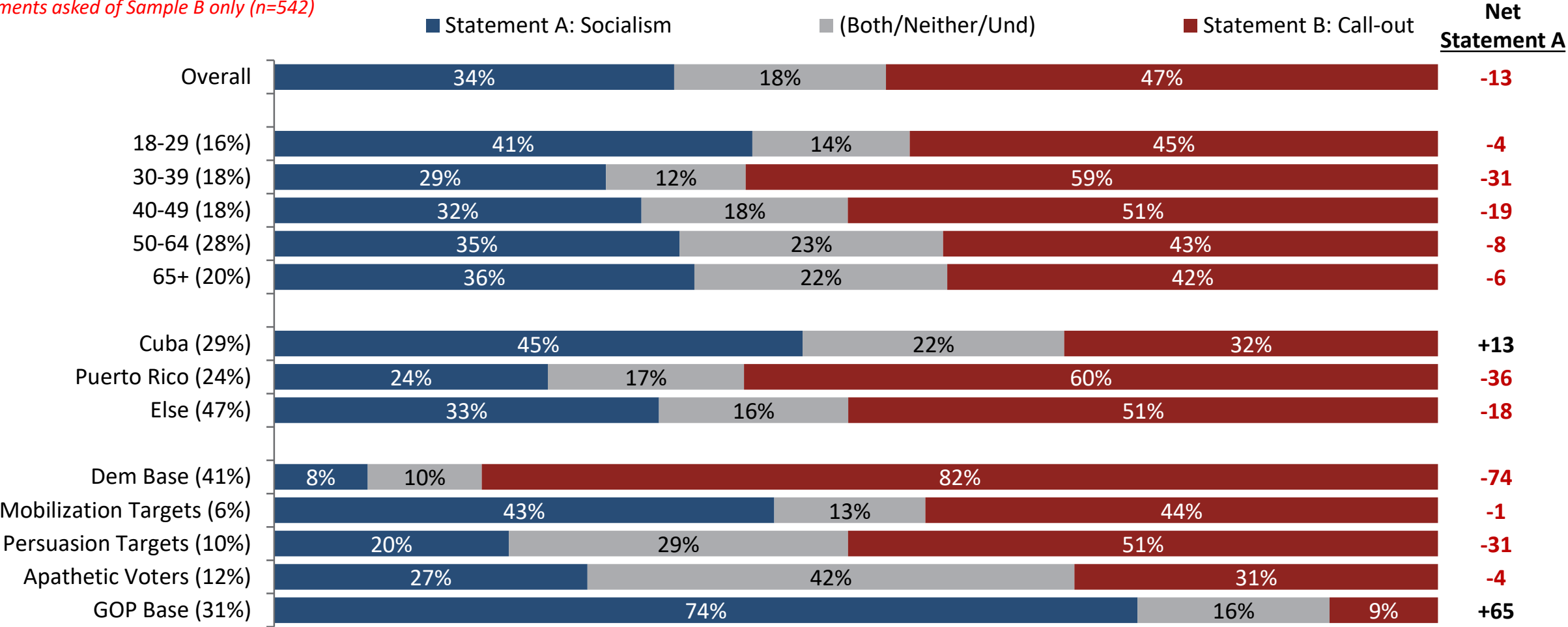


Q41. Now, I'm going to read you a pair of statements, please tell me which statement comes closer to your own view, even if neither is exactly right.

Paired Messaging Statements: Biden Socialism/Call-out

Attitudes toward the “Call-out” message are more mixed, but still tend to fall by party lines. Mobilization targets are split.

Statements asked of Sample B only (n=542)

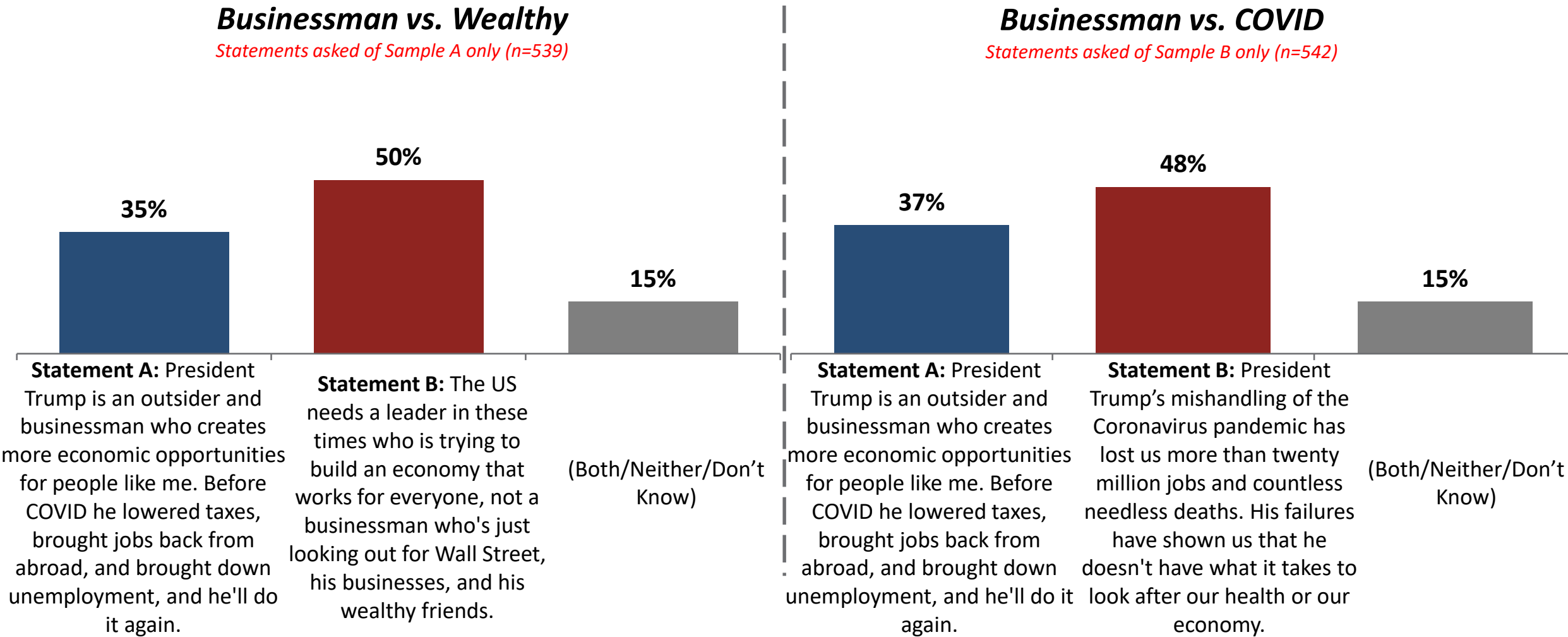


Q42. Now, I’m going to read you a pair of statements, please tell me which statement comes closer to your own view, even if neither is exactly right.

Paired Messaging Statements: Trump Businessman



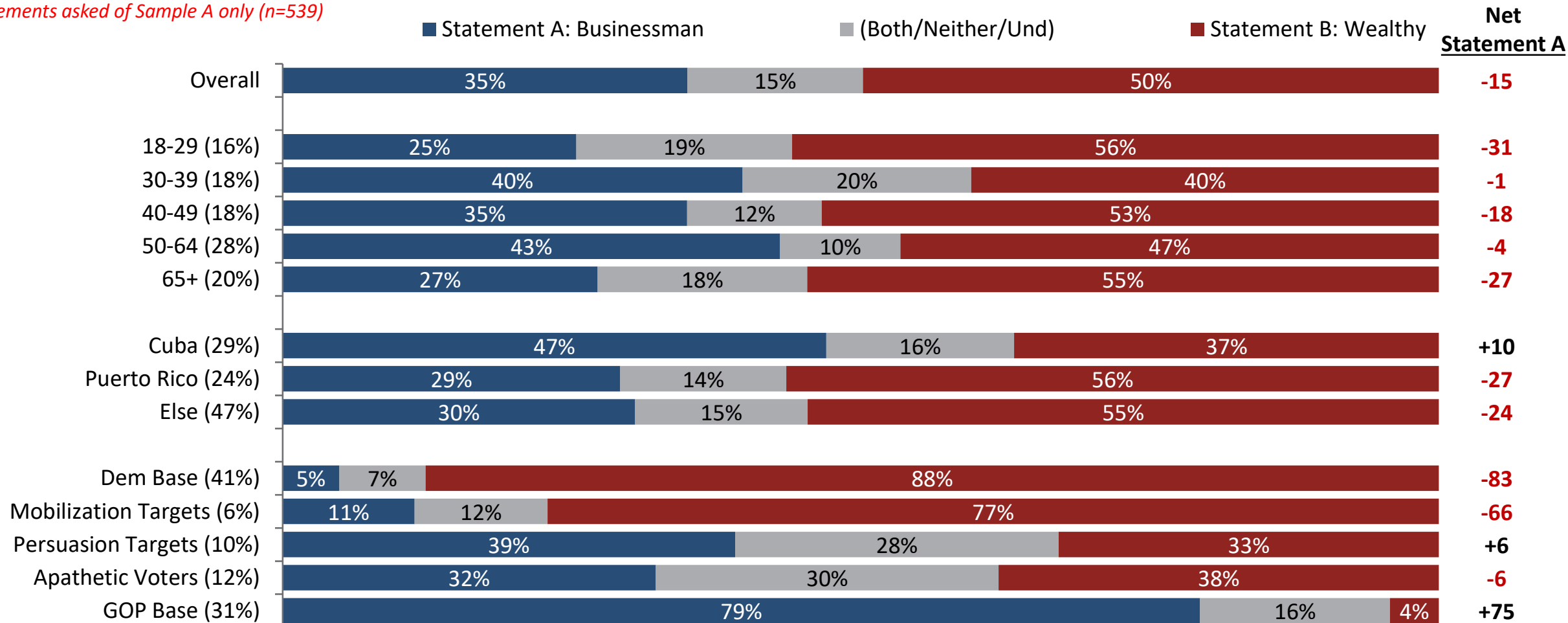
Both iterations of paired statements test relatively similarly, with the negative Trump messages testing better than “Businessman”.



Paired Messaging Statements: Trump Businessman/Wealthy

The Dem Base and Mobilization targets overwhelmingly choose the Trump negative “wealthy” message.

Statements asked of Sample A only (n=539)

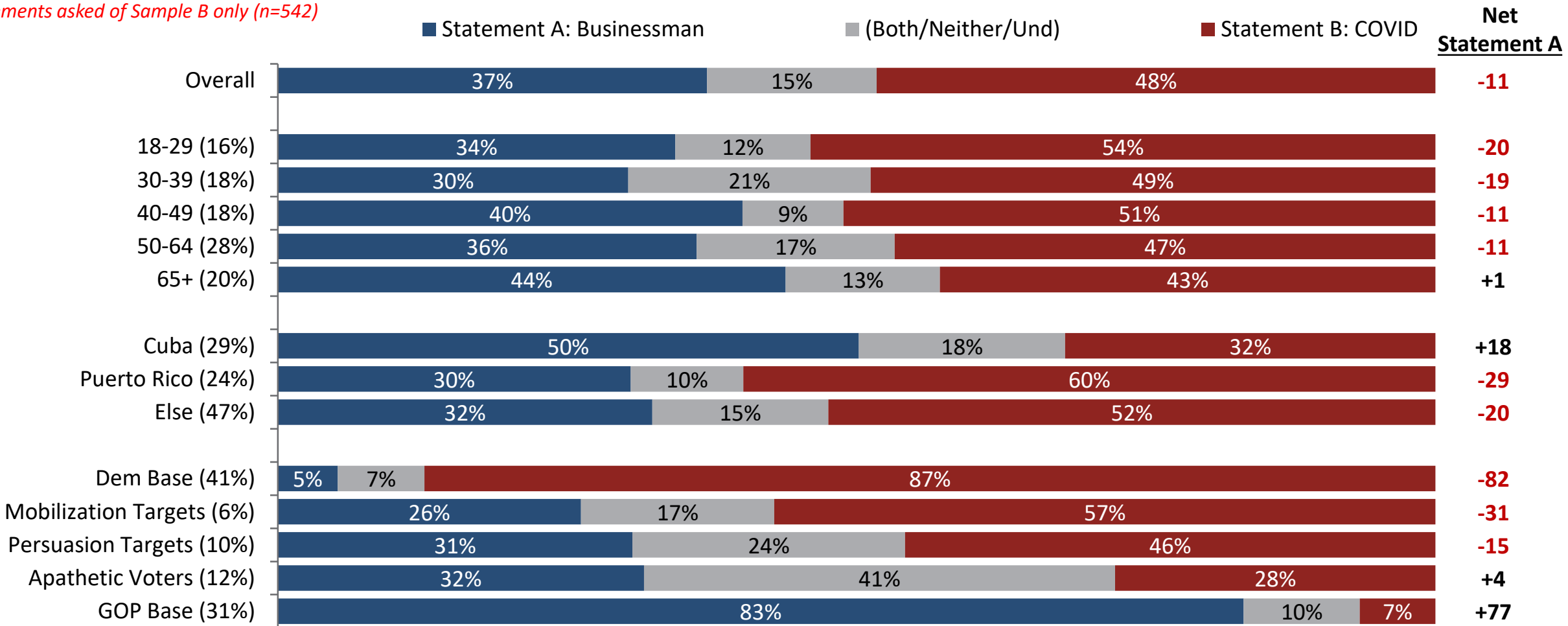


Q43. Now, I'm going to read you a pair of statements, please tell me which statement comes closer to your own view, even if neither is exactly right.

Paired Messaging Statements: Trump Businessman/COVID

Cuban voters tend to choose the Trump positive over the message that calls out his mishandling of COVID.

Statements asked of Sample B only (n=542)



Conclusions

Turnout Targets (Dem Base)	Mobilization Targets	Persuasion Targets	Potential Threats (Apathetic and GOP Base)
<p>Demographics: Democrats (especially women) Non-PR/Non-Cuban</p> <p>Messaging: COVID Climate Change Achievements Healthcare</p>	<p>Demographics: Male Democrats <50 Orlando/Tampa</p> <p>Messaging: COVID Guns Immigration College</p>	<p>Demographics: Puerto Ricans Independents (mainly Women) <30 voters</p> <p>Messaging: Climate Change Healthcare College</p>	<p>Demographics: Cubans Republicans Independent Women 50+</p> <p>Messaging: Immigration Guns Achievements Democracy Healthcare</p>

- ▶ Joe Biden currently holds net positive favorable ratings and leads the race for President by 16 points; however, that lead is deceptively narrow, and the Vice President continues to have room to grow among this crucial demographic.
- ▶ While a majority of Cubans and Republicans support Trump, other segments of this electorate are more available to Biden to help run up the score. Turnout of the non-Cuban segment of this electorate will be crucial to make up for the stubborn conservative and Cuban voters that stunt Biden's lead.
 - Voters who are neither Cuban nor Puerto Rican are a top turnout target. While Puerto Rican voters are open to Biden, they continue to need additional persuasion.
 - Independents, especially women, and the youngest voters remain more undecided and need communication.
- ▶ Messaging that expounds upon Biden's policy intentions are more effective overall than messages about his personal background and experience.
 - However, some of these policy messages that are more effective among the Base and Mobilization targets – like guns and immigration – may alienate some factions of the Persuasion and Apathetic voters.



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