



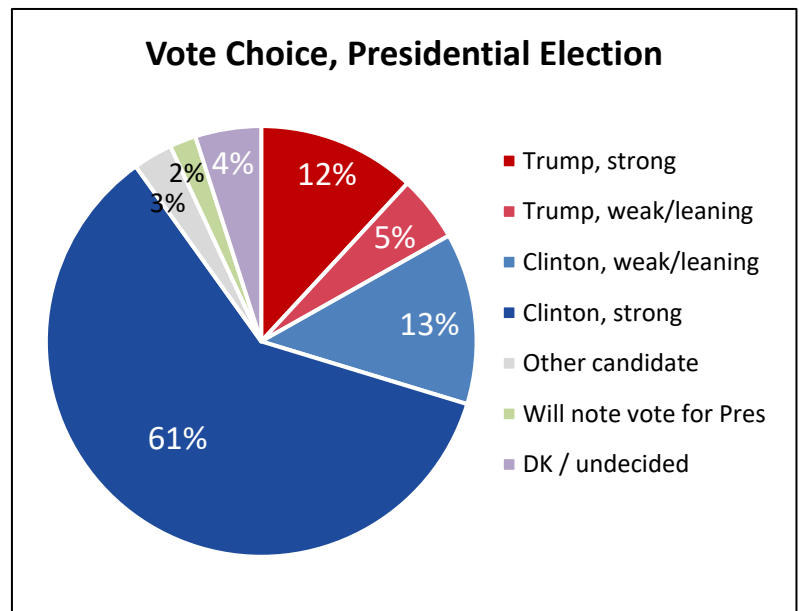
Center for American Progress Action Fund Survey of the Florida Puerto Rican Electorate October 3, 2016

A major new poll commissioned by the Center for American Progress presents the distinct profile of Floridians of Puerto Rican descent entering into the final weeks of the general election this November. On behalf of the CAP Action Fund, Latino Decisions interviewed a total of 504 Puerto Rican registered voters in Florida between September 17th and 26th, 2016 on a range of topics that included their views on the U.S. presidential and the Florida Senate elections, Puerto Rican politics, immigration reform, and issues that have been prominent in this election season. The results show strong support for Hillary Clinton over Donald Trump, but a split view for the Senate race between Marco Rubio and Patrick Murphy. On the issues Puerto Ricans in Florida demonstrate consistent support for liberal policies, including on immigration; they also remain split on the question of Puerto Rican independence and statehood.

Hillary Clinton commanding lead 74-17

In the race for President of the United States, Puerto Ricans in our survey overwhelmingly favor Hillary Clinton over Donald Trump.

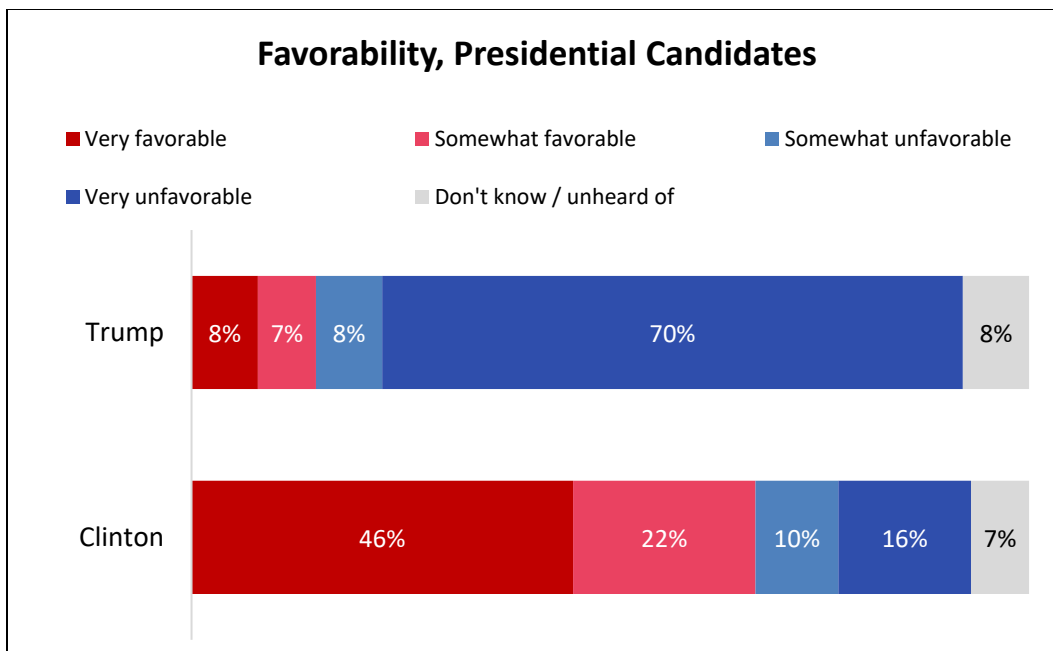
Asked how they would vote “if the election was held today,” 61% are certain they will vote for Clinton, with an additional 13% lean toward voting for Clinton. By contrast, only 12% are certain of their support for Trump, with an additional 5% who support Trump more weakly. Very few Puerto Ricans from Florida would vote for a third party candidate or remain uncertain how they will vote.





Hillary Clinton 68% favorable, Donald Trump 78% unfavorable

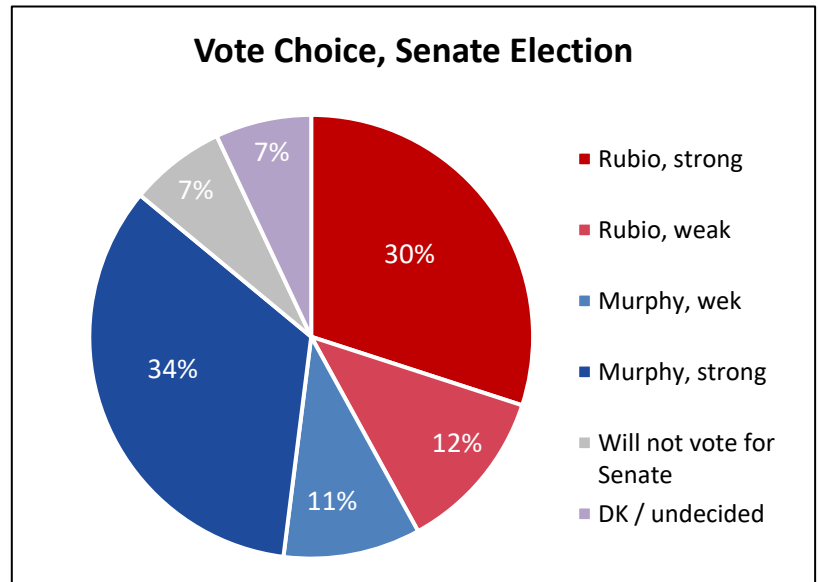
This one-sided preference for Senator Clinton over Mr. Trump is reinforced by measures of favorability. Asked about their “favorable or unfavorable opinion,” 68% viewed Clinton favorably (46% *very* favorably) while only 15 viewed Trump favorably (only 8% *very* favorably). On the other side of the coin, fully 78% viewed Trump unfavorably (70% *very* unfavorably) while 26% had an unfavorable opinion of Clinton (with 16% *very* unfavorably).





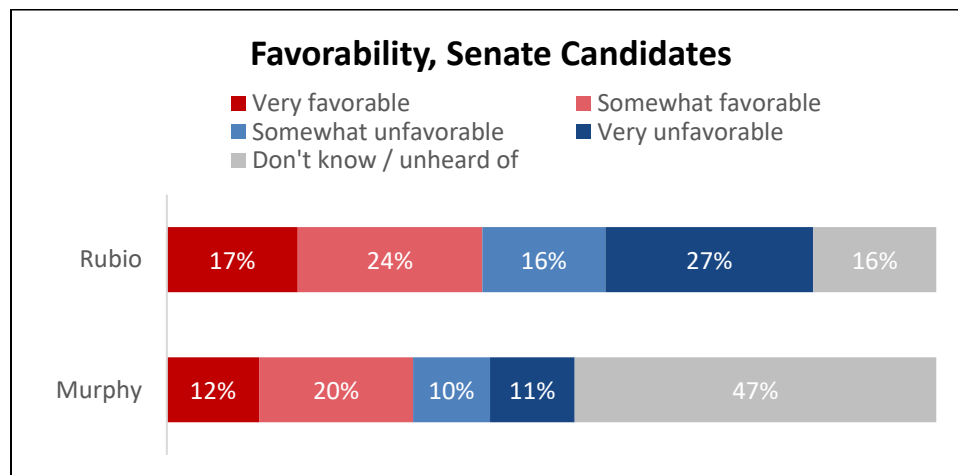
Close Senate vote Rubio 42%, Murphy 44%

On the Senate side, Puerto Rican registered voters in Florida are pretty evenly split between the Republican incumbent Marco Rubio and Democratic challenger Patrick Murphy. If the election were held today, 44% would vote for Murphy and 42% for Rubio, a difference that is within the margin of error for this study. Among those who are certain about their vote, Murphy enjoys a slight advantage, 34% to 30% for Rubio.



Favorable: Rubio 41%, Murphy 32%

The favorability measure shows some of the reasons for this gap between strong preference for a Democrat at the top of the ticket of the candidates and much more divided views down ballot. For Senator Rubio, Puerto Ricans are split in their views, with 41% holding a favorable and 43% an unfavorable opinion.





Notably, 27% have a very unfavorable view of Rubio. For Representative Murphy, by contrast, favorable views outnumber unfavorable ones (32% to 21%), but what is most striking is that nearly one in two Puerto Rican registered voters in Florida have either never heard of Murphy (30%) or have no opinion about him (17%). This very low name recognition and high number of uncrystallized views presents both a challenge and opportunity for Murphy in the final weeks of the Senate race.

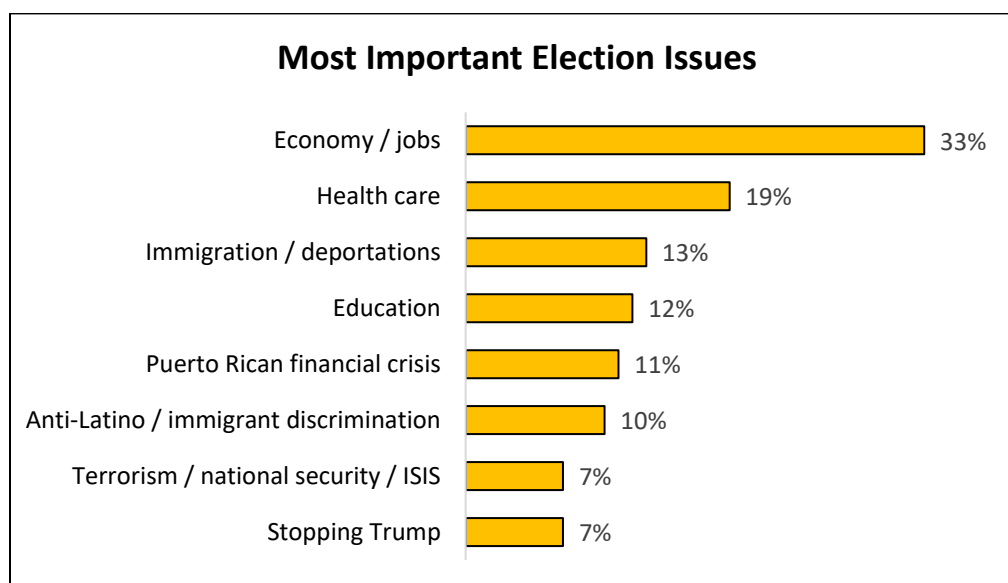
Overall, Puerto Ricans in Florida see this as a critical election.

- Fully 84% of the sample of registered voters indicated they would “definitely” vote, and only 2% stated their intention to sit out the 2016 election. This intention to vote falls closely in line with the importance of the outcome of the election. Asked “does it matter who wins the 2016 presidential election,” 84% responded that “it matters a lot,” another 8% that “it matters somewhat,” and only 6% states that “it does not really matter who wins.”
- The salience of the 2016 election is also visible in how often respondents talk about the election with their family, friends, and co-workers. 23% indicated they talk every day and another 36% reported that they discuss the election several times a week.
- In terms of how Puerto Ricans in Florida keep informed about news on the election, the survey finds the greatest reliance on local and national television news shows (91%), followed by online news websites (67%), social networks like Facebook, Twitter, Instagram, and Snapchat (61%), and local radio shows (51%). 73% of respondents reported using English language media daily for the news, information, and entertainment.
- This high level of attention to the campaign, however, is not matched thus far by mobilization and outreach efforts. Asked if “anyone from a campaign, political party, or community organization” contacted them in the past few months to register to vote, vote, or otherwise support their candidate, only 37% reported having been so contacted. This figure is low by comparison to the general electorate and especially low given that Florida is widely seen as a battleground state in 2016.



Economic Issues: Economy/Jobs, Health Care, Financial Crisis

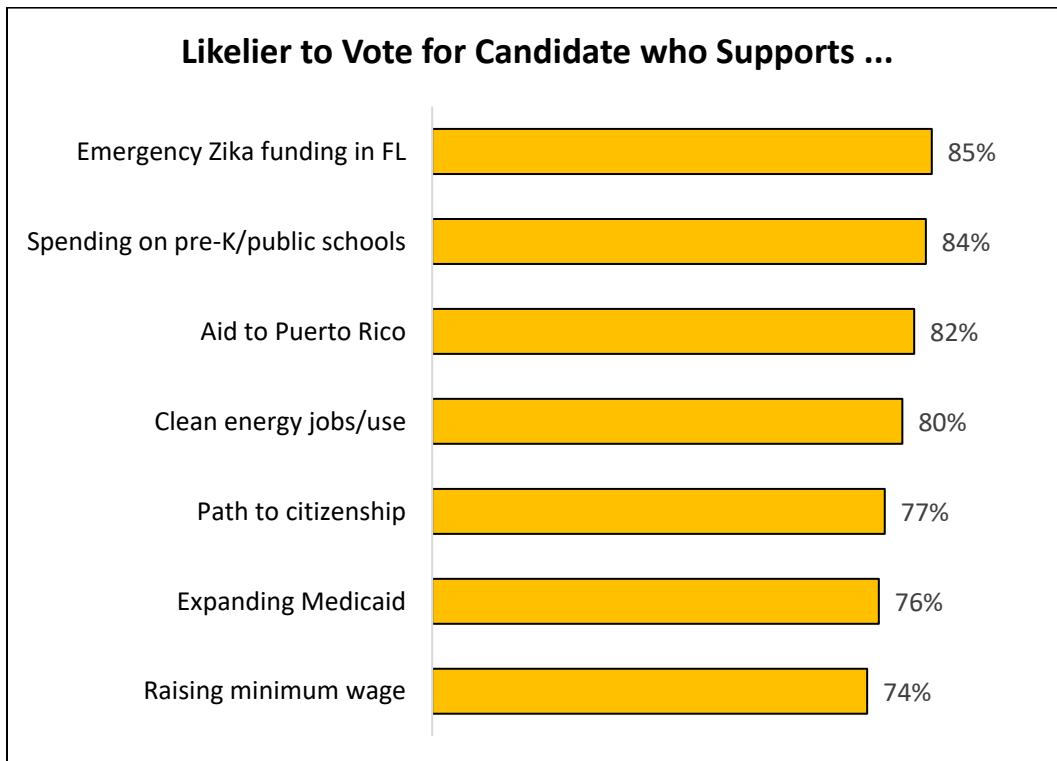
In terms of defining issues, respondents were asked, “Thinking about the 2016 election, what are the most important issues facing Puerto Ricans and Hispanics/Latinos that our politicians should address?” Unsurprisingly, 33% identified their concerns about the economy and jobs as the most important issue. The economy and jobs has been topmost in the minds of American voters for most of the 2016 campaign and it is for Puerto Ricans as well.



- After the economy and employment, a significant number of respondents also mentioned health care (19%) and education (12%). Notably, 13% mentioned immigration and the debate over whether to deport undocumented immigrants and another 10% mentioned the current climate of anti-Latino and anti-immigrant discrimination. On a related note, 7% mentioned the possibility of a Trump presidency (and other negative mentions related to Trump) as a “most important issue.”
- Other issues mentioned as most important included the Puerto Rican debt/financial crisis (11%) and the threat of terrorism and national security (7%). Issues that have been salient in the past or for other groups this year were less often mentioned, like crime (5%), government corruption (4%), Social Security (4%), police violence (3%), college affordability (3%), taxes (2%), and gun control (2%).



In terms of how issues would guide how Puerto Ricans voted, the survey presented a series of potential candidate positions and asked if those positions would make respondents more likely to vote for that candidate. At the top of this list was candidate support for emergency Zika funding in Florida, with 85% indicated a greater likelihood of voting for that candidate. Support was also very high candidates who would promise greater spending on pre-K programs and public schools (84%), setting strict clean air standards and increasing clean energy use and jobs (80%), creating a path to citizenship for undocumented immigrants who pass a background check and pay a fine (77%), expanding Medicaid to increase coverage for low-income people (76%), and raising the minimum wage to \$15/hour (76%). These policy views, across the board, are consistent with the strong support for Hillary Clinton and the opposition to Donald Trump.

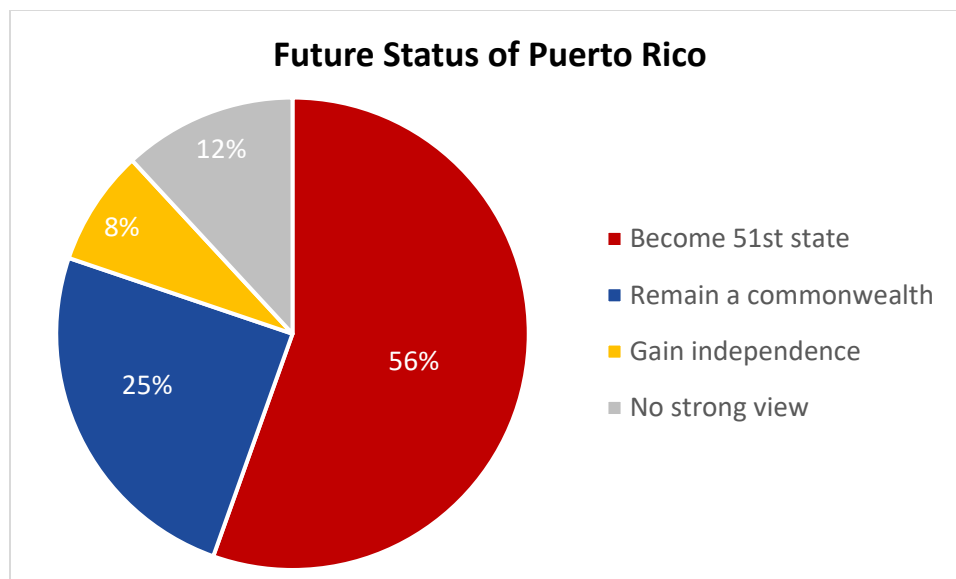


- The survey also finds that interest in Puerto Rico is an election issue and very much on the minds of Puerto Ricans in Florida. 82% reported they would be more likely to vote for a candidate who supported economic aid to Puerto Rico and its people to address the financial



crisis there. In addition, 46% reported following news related to Puerto Rico every day and another 24% reported following news “several times a week.”

- More generally, on the future status of Puerto Rico, respondents were somewhat split between four views. A solid majority (56%) favored the inclusion of Puerto Rico as the 51st state in the US; one in four favored the status quo of remaining a commonwealth; one in twelve respondents wanted Puerto Rico to be an independent nation; the remaining 12% did not have a strong opinion on the issue.



- Asked specifically about how important candidates’ views on Puerto Rico and island issues were to their vote choice, 55% rated such views as “very important,” 23% as “somewhat important,” 8% as “not very important,” and 10% declared they did not matter at all.



Methodology Statement

Latino Decisions interviewed a total of 504 Puerto Rican registered voters in Florida between September 17-September 26, 2016. Interviews were conducted in English or Spanish, according to the respondent's choice. Surveys were completed using a blended sample that included online surveys (25%), and live telephone interviews (75%) on landlines and cell phones. The survey carries a margin of error of +/-4.4 percentage points.