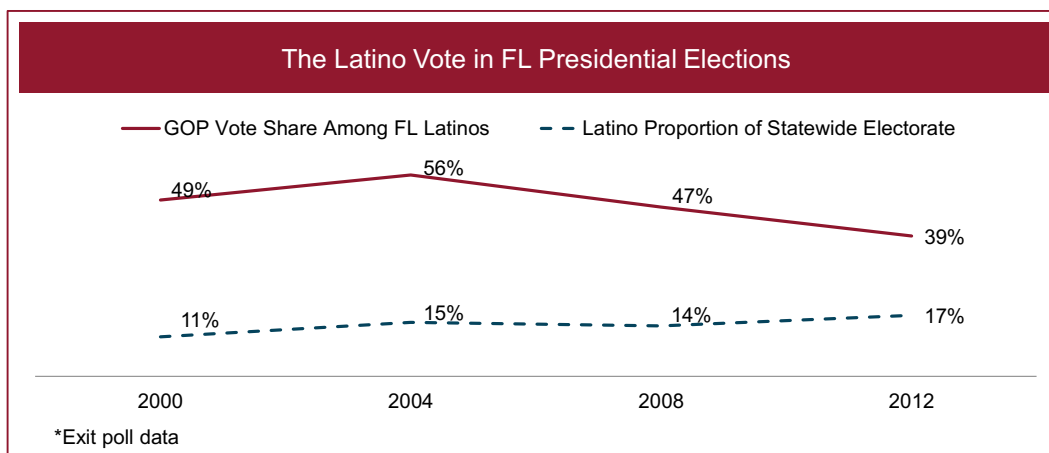
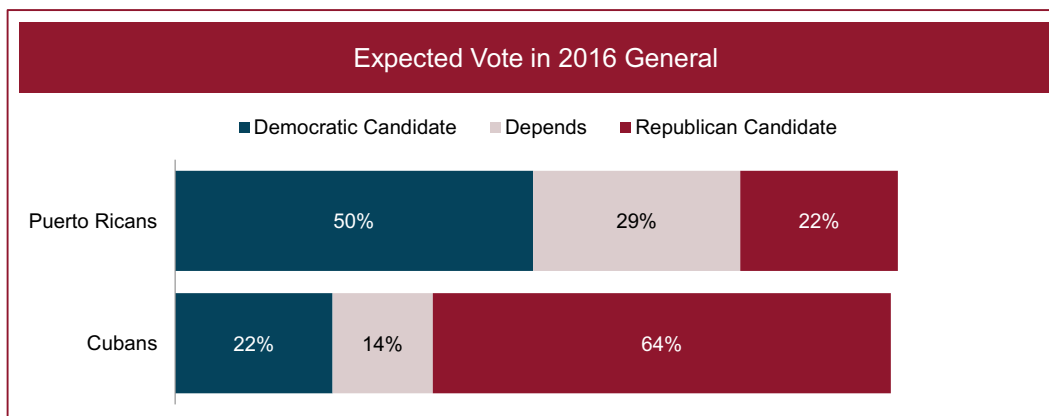


The Puerto Rico Herald has obtained the findings from a telephone survey of 600 Latino voters in Florida, including 275 Puerto Rican voters. Interviews were conducted August 16 – 25, 2015 by a nationally-recognized polling company.

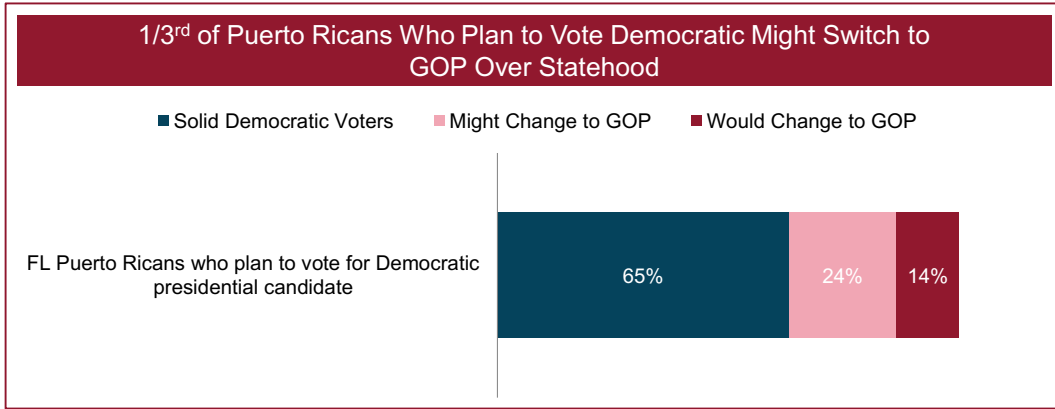
Majorities of Florida Latinos have voted for the winner in recent presidential elections and, with the Latino proportion of the vote increasing in recent years, it is even more likely they will choose the winner in 2016, as well.



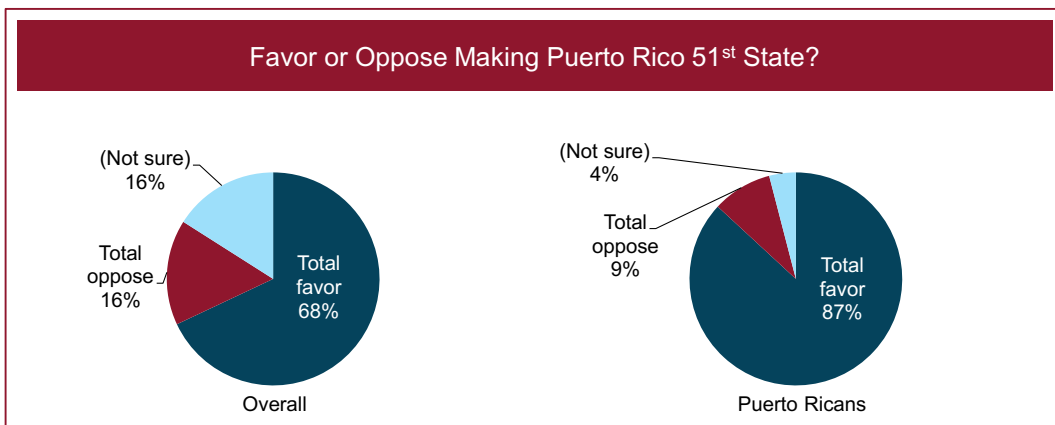
But Florida Latinos are by no means monolithic. Cubans, the largest group of Latino voters in Florida, are poised to vote heavily Republican, while Puerto Ricans, the next largest group, are less partisan and more open to persuasion. In fact, Puerto Ricans are twice as likely as Cubans to be open to voting for either party. If Latinos turn out to be the swing vote in next year's presidential election, Puerto Ricans could be the ones standing at the plate and swinging the bat.



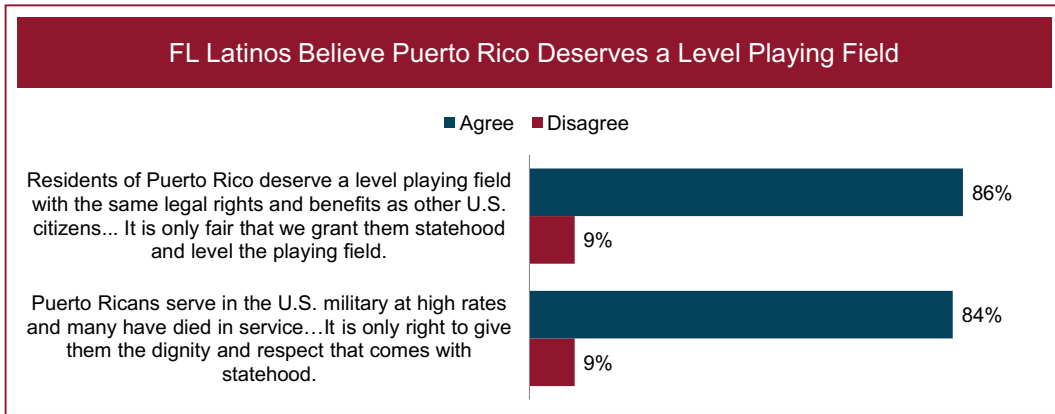
Florida Puerto Ricans, like other Latinos, are very concerned about presidential candidates' plans for the economy, immigration, health care, and education. But in addition to these issues that are of interest to most voters, Puerto Ricans will also be paying close attention to the candidates' positions on statehood for Puerto Rico. In fact, one-third of Puerto Ricans who currently plan to vote for the Democratic candidate would consider switching to a strong, pro-statehood GOP candidate.



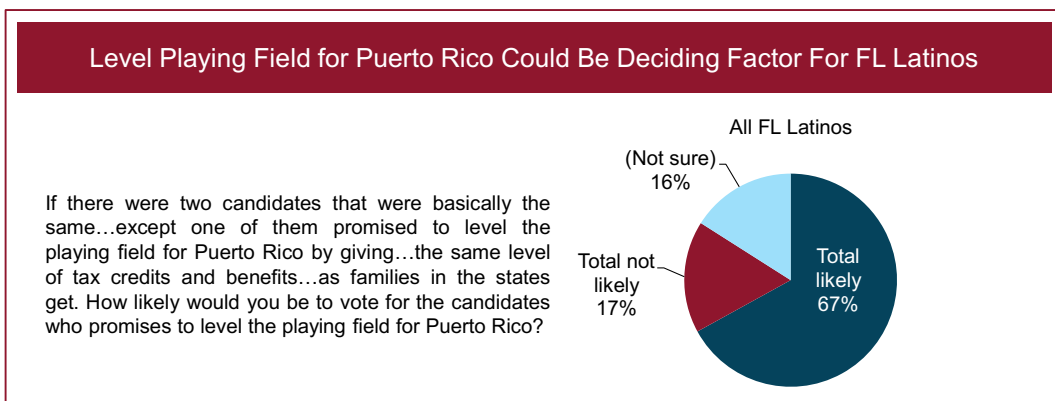
While Puerto Ricans in Florida are in near universal agreement about making Puerto Rico a state, they are not alone. Florida Latinos overall are very supportive of making Puerto Rico the 51<sup>st</sup> state.



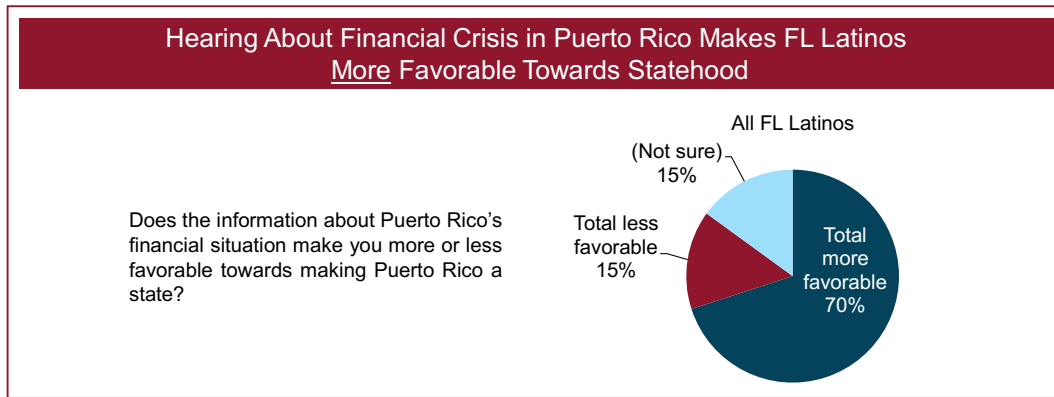
Florida Latinos see a range of reasons for making Puerto Rico a state, but the most compelling involve fundamental beliefs about fairness, dignity, respect, and giving Puerto Ricans the level playing field all Americans deserve.



Handling of issues related to Puerto Rico will send strong signals about what type of a president a candidate would be for Latinos. Fully two-thirds of Florida Latinos would be more likely to vote for a candidate committed to leveling the playing field for Puerto Rico, if it was the only difference between the candidates



Support for Puerto Rican statehood remains high among Florida Latinos even after they are provided with information about the unfolding financial crisis on the island, including the fact that the Governor has said the government cannot pay its debts. In fact, 7-in-10 Latinos say they are *more favorable* towards making Puerto Rico a state after hearing details about the financial crisis.



## Conclusions

Puerto Ricans have the potential to be the key swing voters in the presidential election in Florida next year. They are less partisan than Cubans and much more likely to be undecided as to which party they want in the White House next.

Puerto Rican voters in Florida will be closely watching candidates' positions on statehood and are unlikely to get behind a candidate who is not supportive of leveling the playing field for Puerto Rico families. But Puerto Ricans are not the only ones who want a candidate that supports statehood. Florida Latinos broadly support statehood and believe it is a matter of providing Puerto Ricans with the respect and dignity they deserve as American citizens.

