

AARP® Florida: 2022 Elections (Hispanic Voters 50+)

Governor: The governor's race is incredibly competitive among Hispanic voters 50+ in Florida – Gov. Ron DeSantis holds a 50% - 48% lead over Charlie Crist. With both candidates winning a large majority of their partisans and Independents closely divided, it is clear Hispanic voters 50+ are a key swing group in November's election.

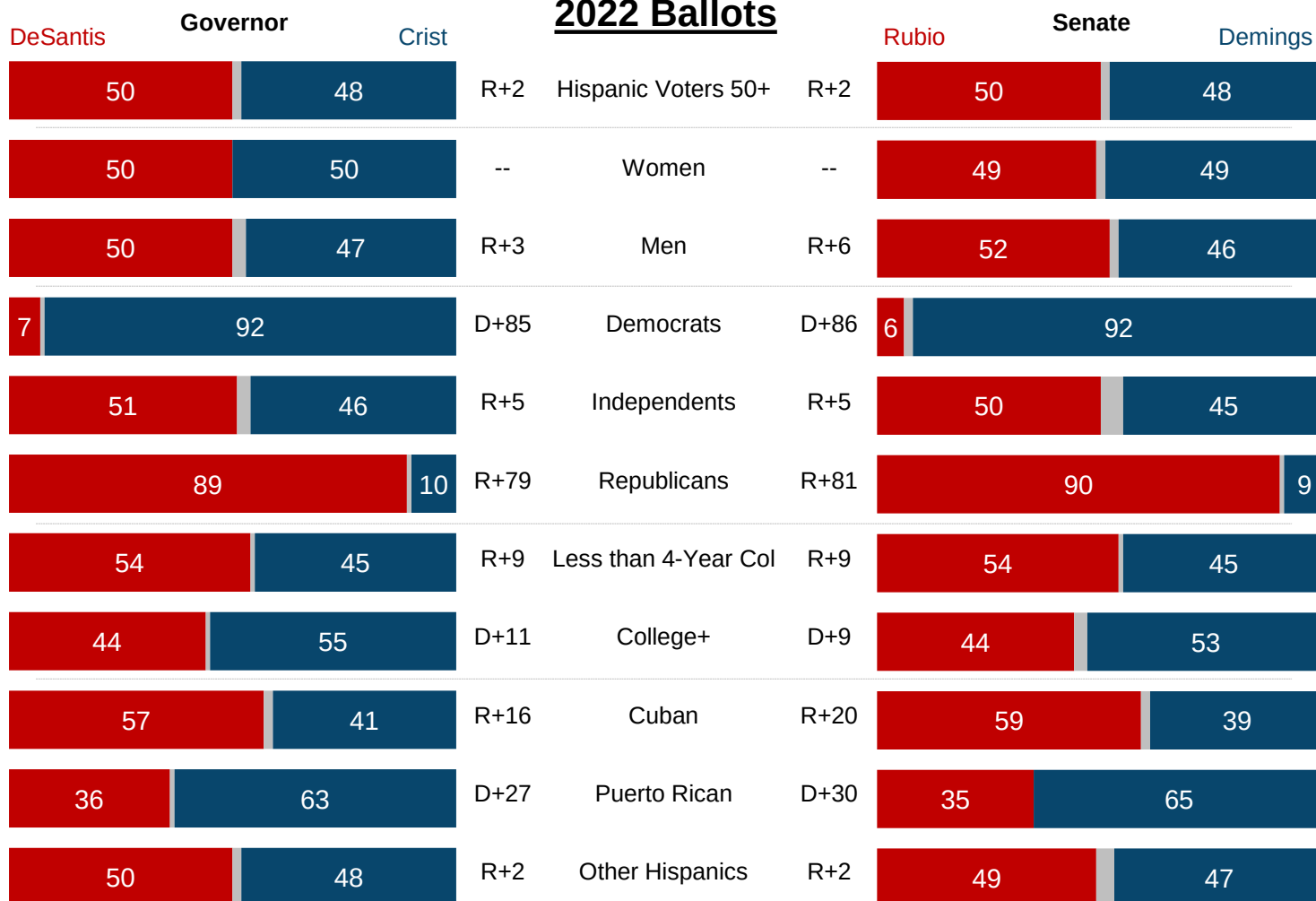
There is not a significant gender gap, but there is one on education, with voters without college degrees a net 20-points more likely to vote Republican than those with them. Cuban voters 50+ favor DeSantis by 16-points, while Crist is up 27% with Puerto Rican voters 50+. Hispanic voters 50+ who cite national ancestry/origins other than Cuban or Puerto Rican are statistically tied on the Governor's race.

Hispanic voters 50+ have closely divided views of both candidates. DeSantis's image is 50% favorable – 48% unfavorable, while Crist's image is 45% - 47%.

Senate: The race for Senate among Hispanic voters 50+ is almost a carbon copy of the governor's race – Senator Marco Rubio leads Congresswoman Val Demings 50% - 48%. The candidates are tied among women 50+, while Rubio has a narrow 6-point lead among men 50+.

Rubio has a slight edge with Independents. Voters without college degrees are voting for Rubio by 9-points, while Demings wins college graduates by the same margin. There is a slightly bigger gap between Cuban voters 50+ and Puerto Rican voters 50+ in the Senate race than the governor's race. Rubio's image is somewhat underwater with Hispanic voters 50+ at 45% - 51%, while Demings' image is 44% - 24%, undefined to 32%.

2022 Ballots



All data on slide is among Hispanic Voters 50+

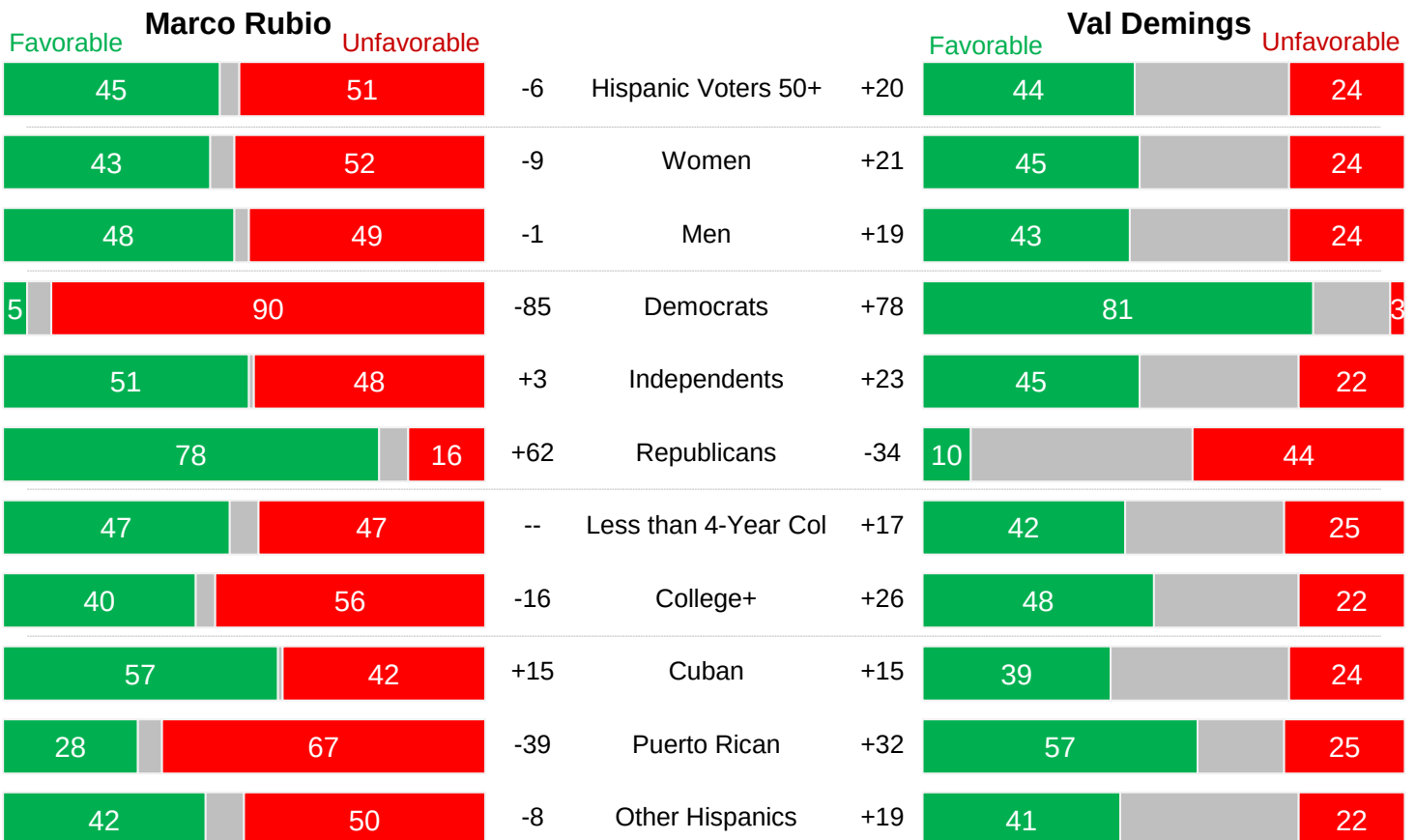
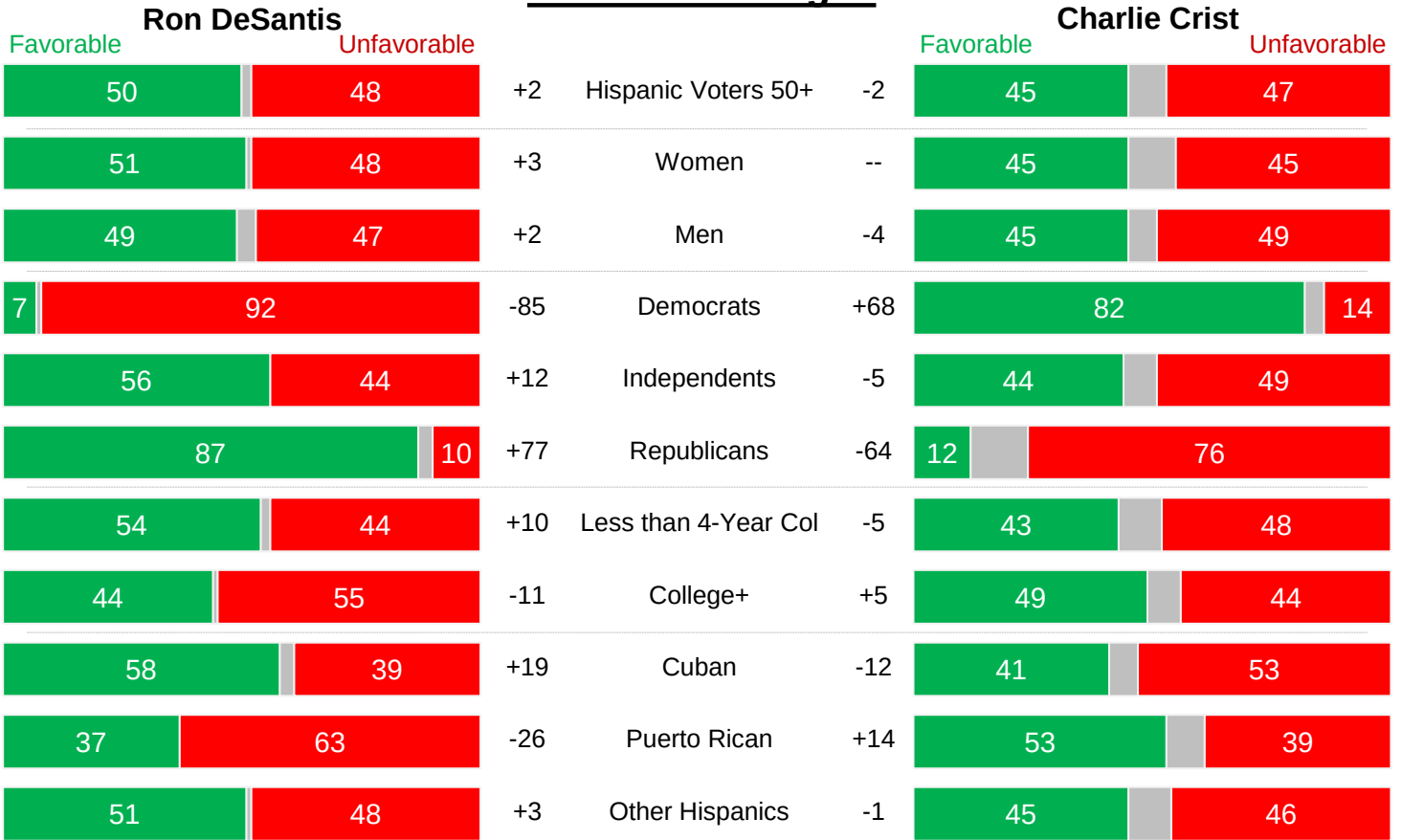


FabrizioWard+

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RESEARCH

<https://doi.org/10.26419/res.00550.025>

Candidate Images



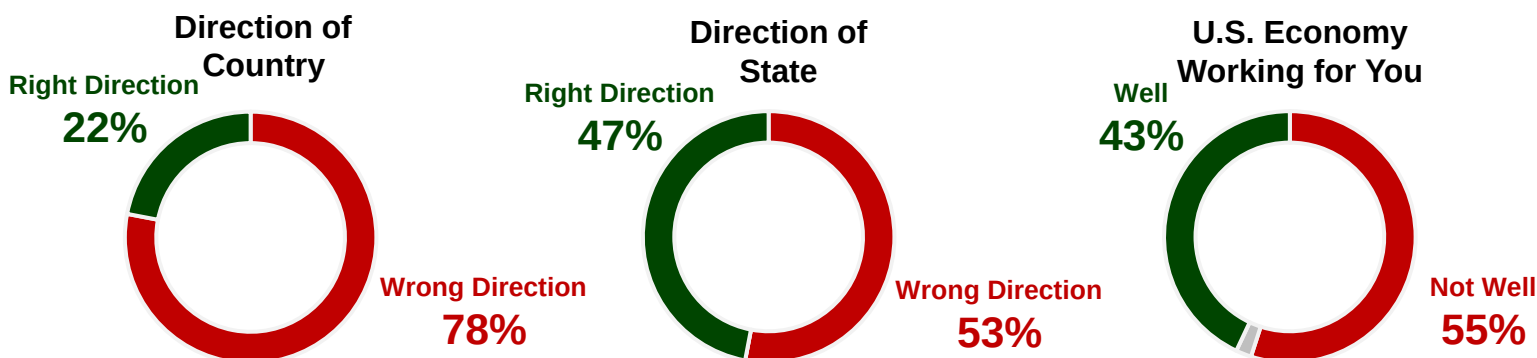
All data on slide is among Hispanic Voters 50+

Political Environment: Hispanic voters 50+ are very pessimistic about the direction of the country with 78% saying it's headed in the wrong direction. They are more divided on the direction of Florida, but a 53% majority say wrong direction there too. 55% believe the US economy is not working well for them, while 66% are worried about their personal financial situation. Vote motivation for November's elections is extremely high, with nearly 9-in-10 calling themselves a '10' on a 10-point scale.

The generic ballot is dead even at 47% among Hispanic voters 50+, who give President Biden a 44% - 56% job approval rating. Gov. DeSantis's job approval is almost even at 51% - 49%, while former President Trump's recalled job approval is 49% - 51%.

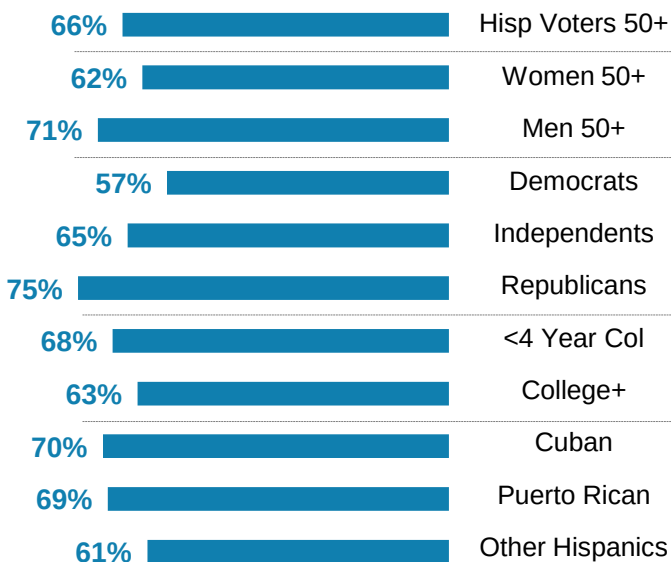
In the race for Senate, Hispanic voters 50+ have a broad array of issue priorities, led by inflation (14%), taxes/spending (13%), and Social Security/Medicare (12%). In a head-to-head, inflation is prioritized for their vote over the court overturning Roe by a 58% - 38% margin.

For the governor's race, inflation and jobs/economy are tied at 18% for the top issue, followed by abortion at 13%. Food, housing, and health care costs are what Hispanic voters 50+ are focused on regarding rising costs. They are split roughly into thirds when it comes to whether they are planning to vote by mail, early in person, or on election day.



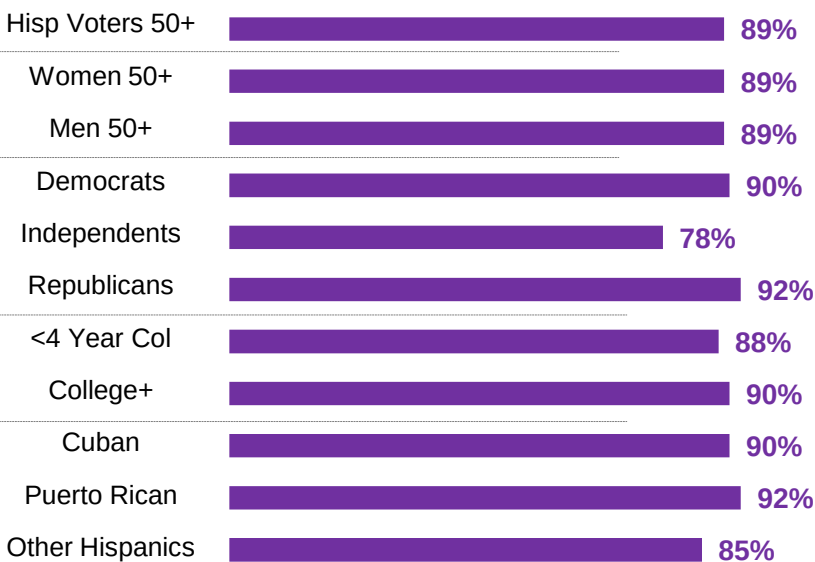
How worried are you about your personal financial situation?

% Very/Somewhat Worried

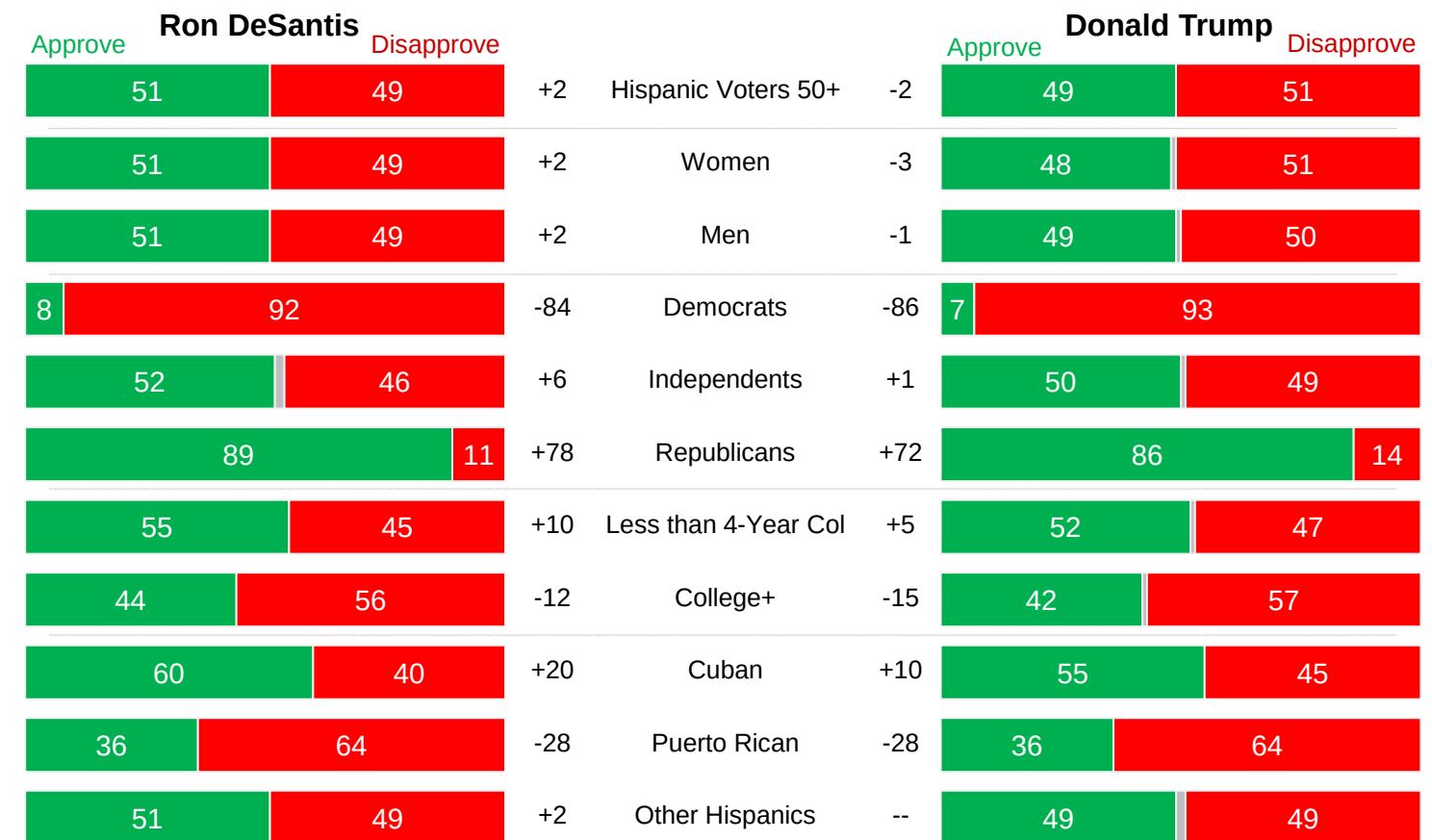
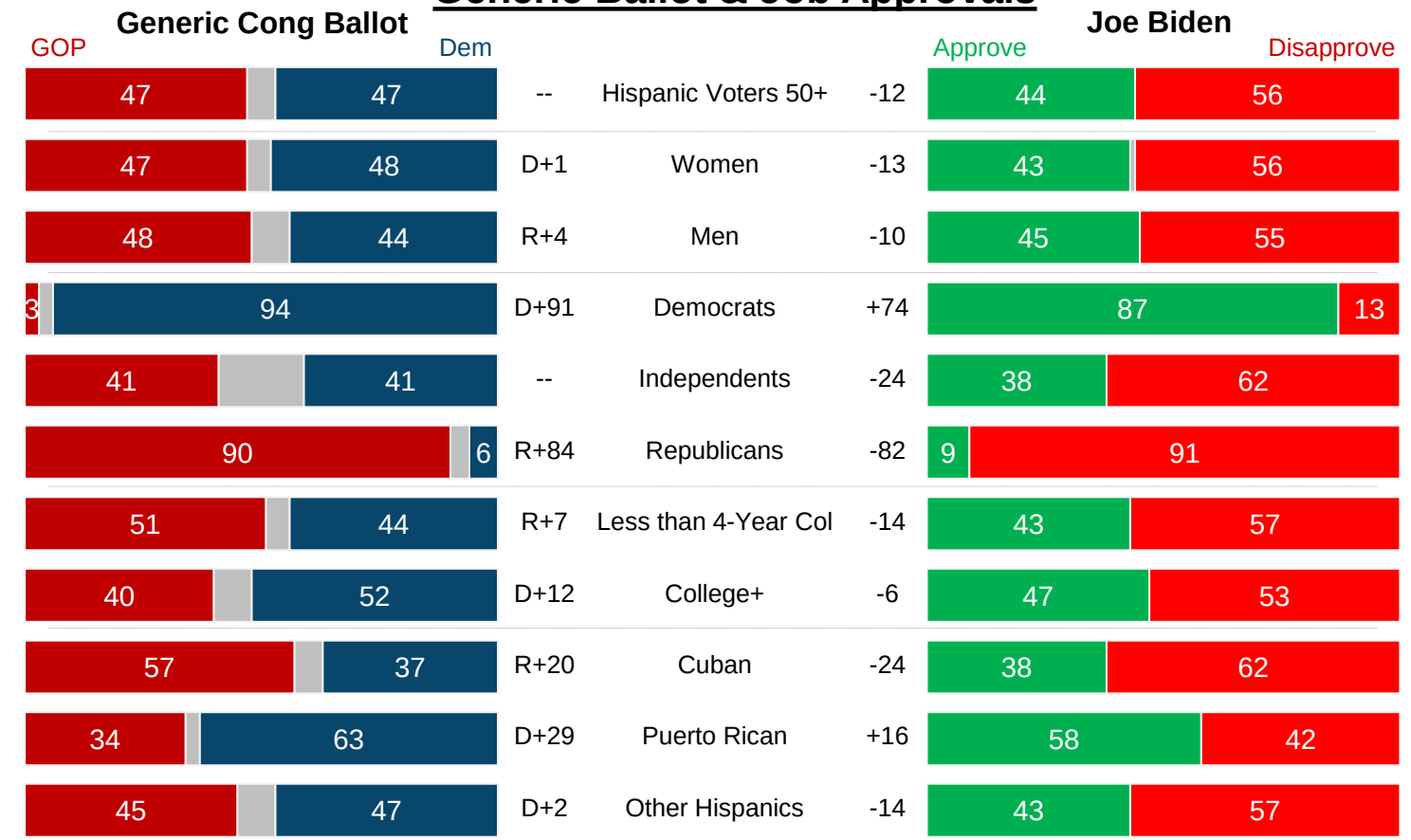


How motivated to vote are you in the 2022 general election for Governor, U.S. Senate and Congress?

% - 10 - Extremely Motivated

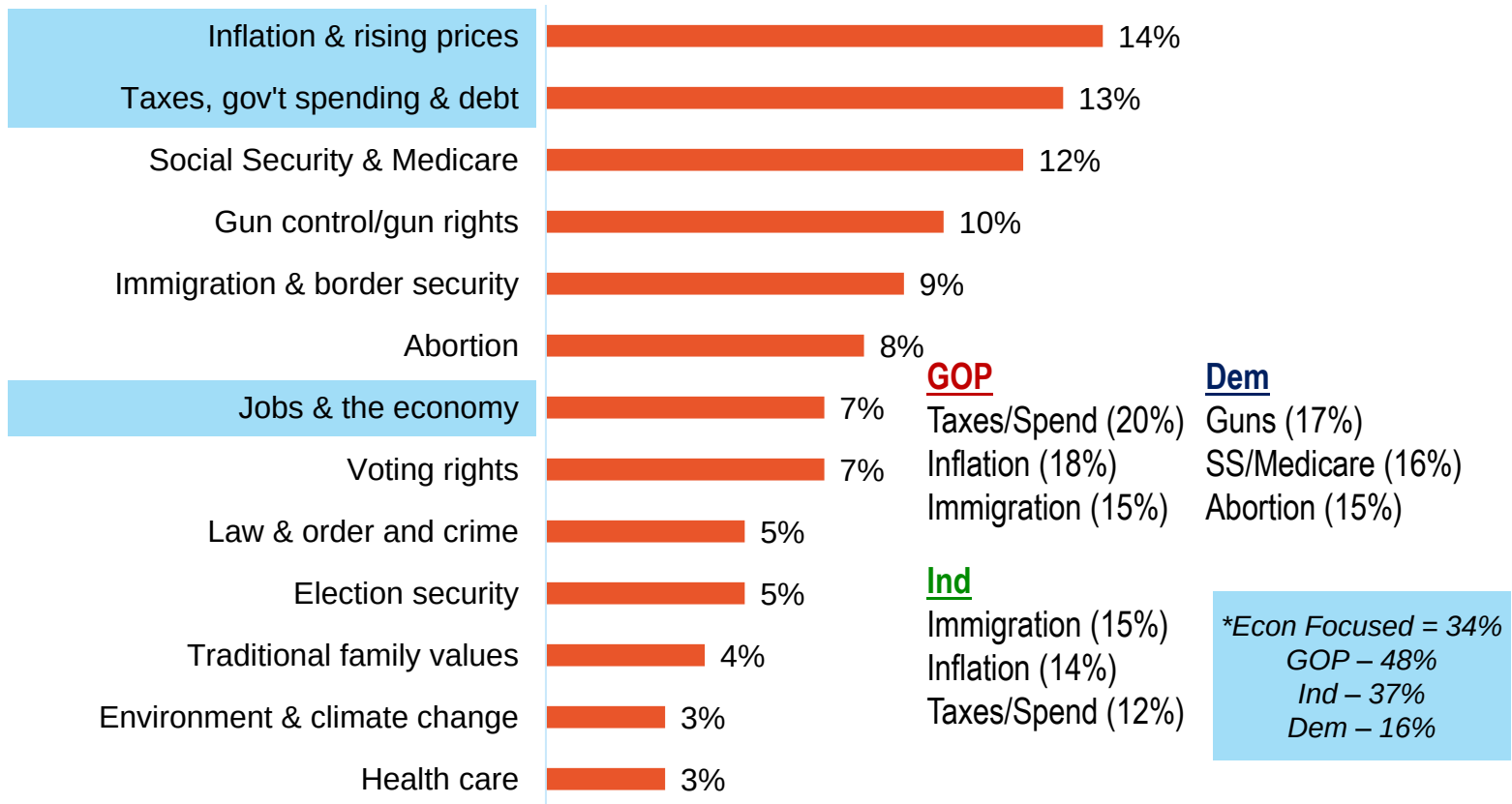


Generic Ballot & Job Approvals

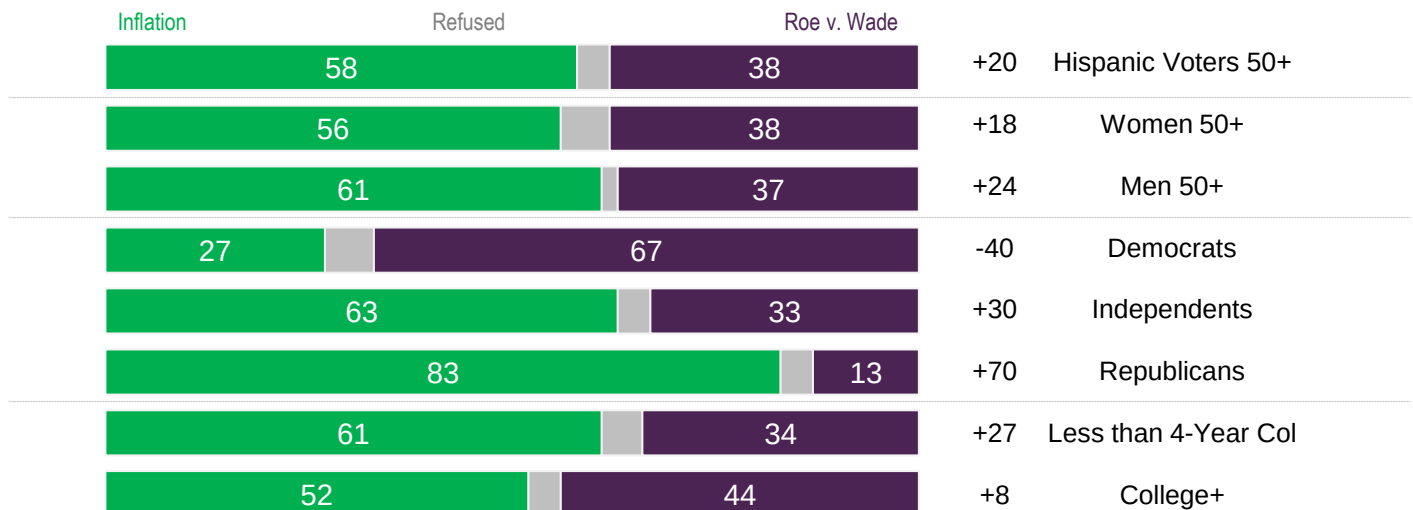


All data on slide is among Hispanic Voters 50+

Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for **Senate**.

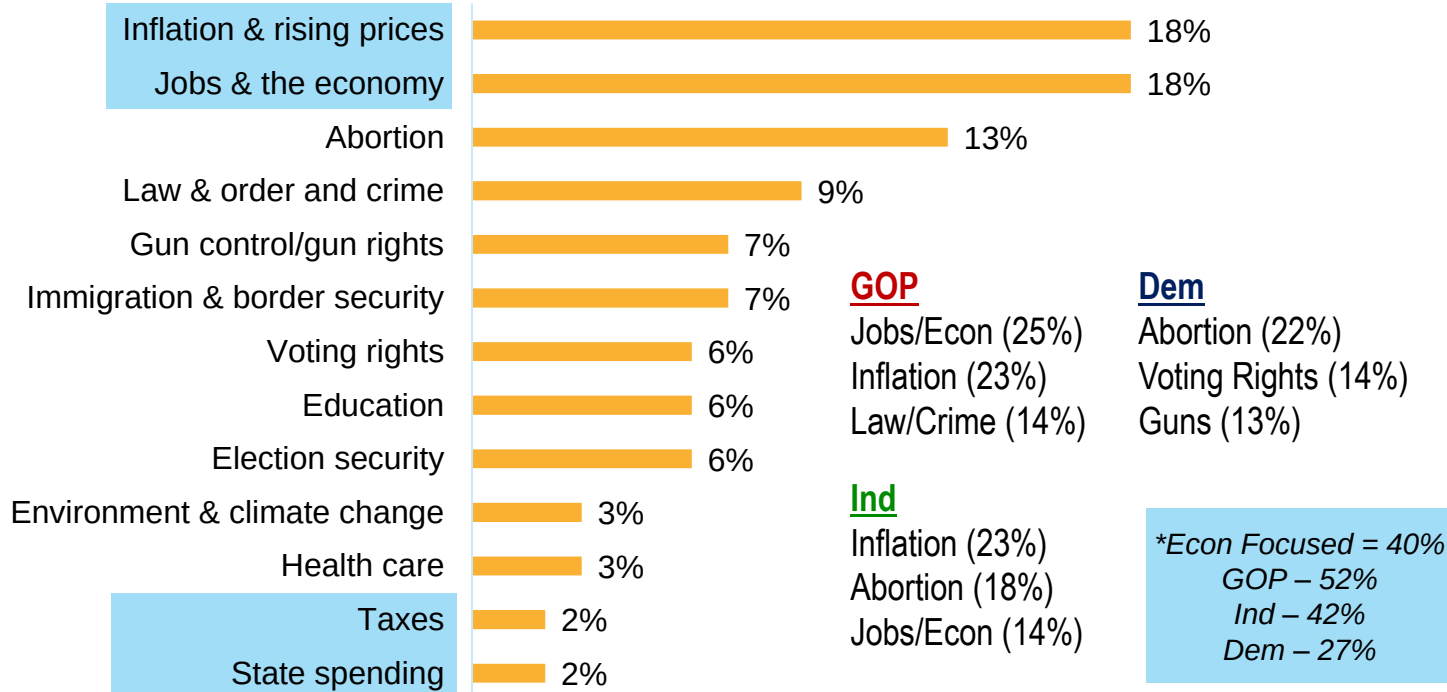


Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Senate? Inflation and rising prices or the Supreme Court overturning Roe v. Wade

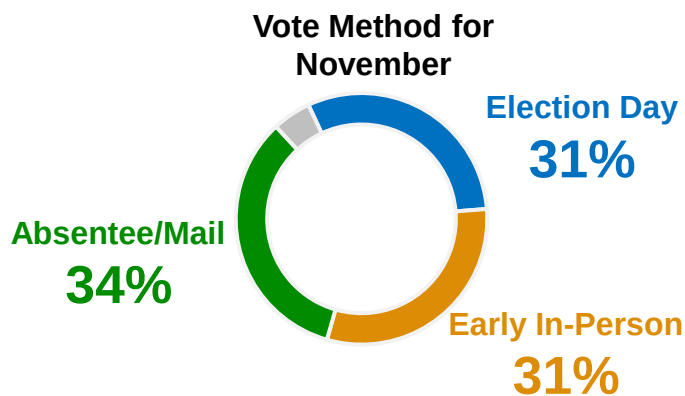
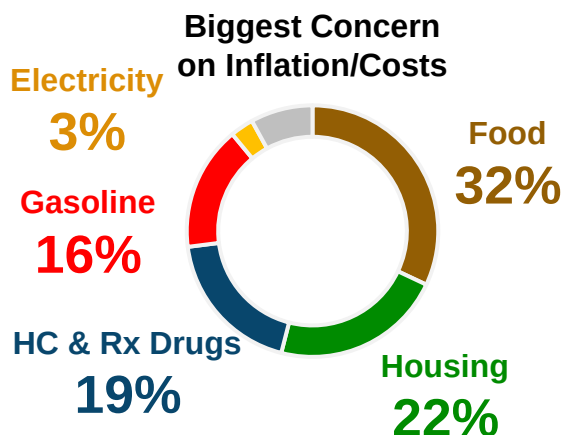
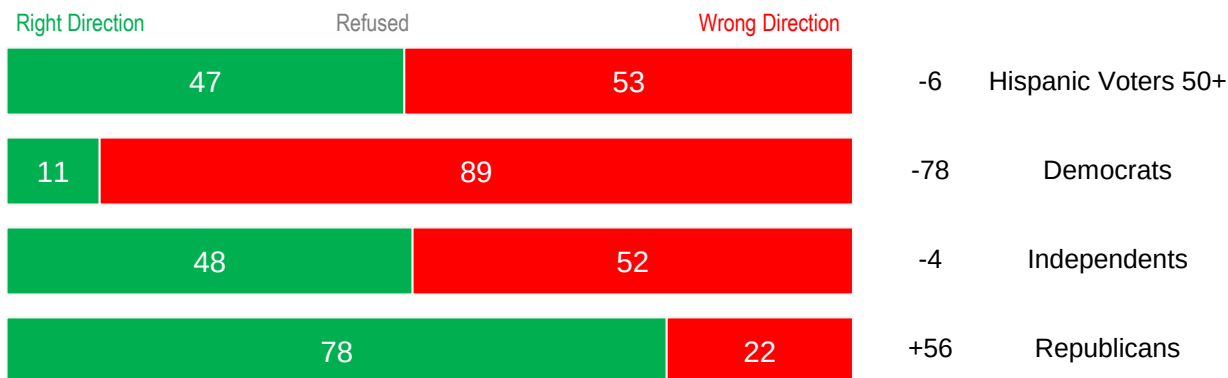


All data on slide is among Hispanic Voters 50+

Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for **Governor**.



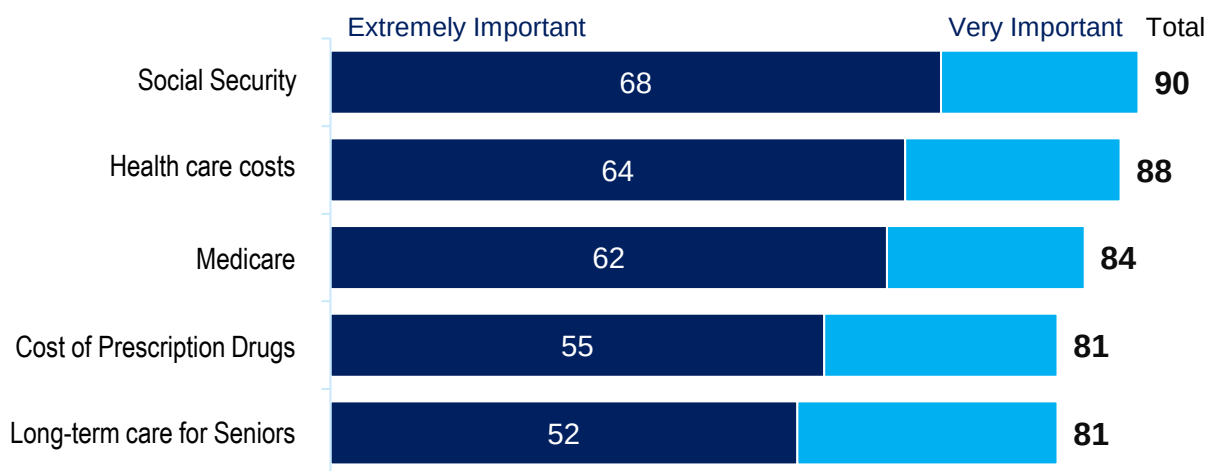
Q: Would you say that things in Florida are going in the right direction or would you say that they are going in the wrong direction?



All data on slide is among Hispanic Voters 50+

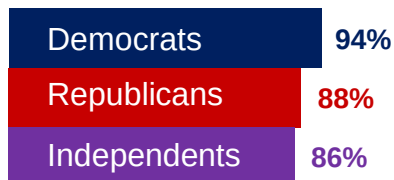
Key Issues: Huge majorities of Hispanic voters 50+ in Florida say a variety of issues impacting seniors will be extremely or very important to their vote this November. Social Security is top on importance, followed by health care costs, Medicare, cost of prescription drugs, and long-term care for seniors. These issues are relevant to Hispanic voters 50+ whether they are Democrats, Republicans, or Independents.

Q: Please tell me how important to each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.



% Extremely/Very Important on Vote

Importance of Social Security



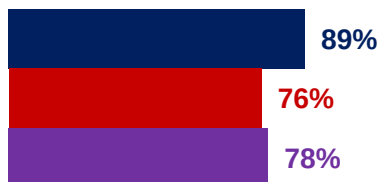
Importance of Health Care Costs



Importance of Medicare



Importance of Cost of Rx Drugs



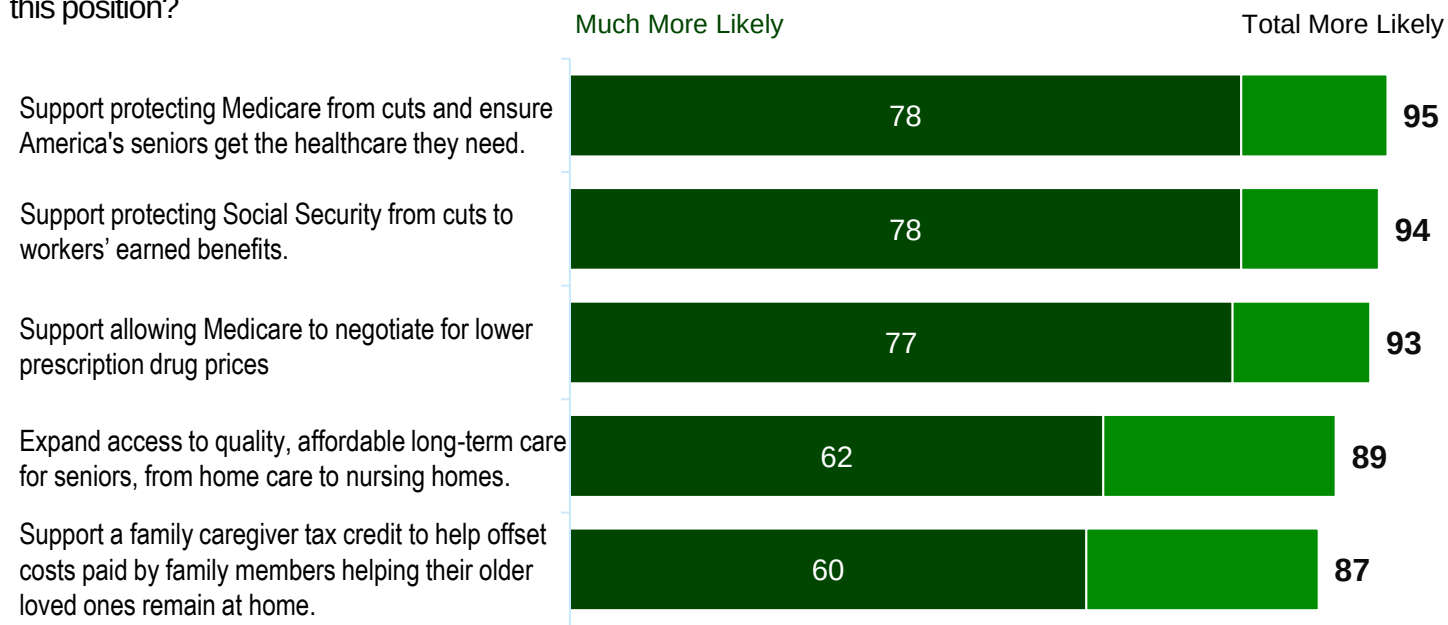
Importance of Long-term care for Seniors



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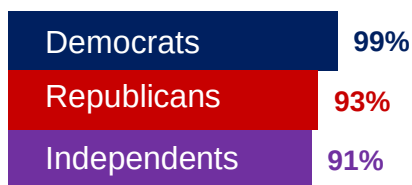
Key Issues: Not only are issues impacting seniors important, most Hispanic voters 50+ would be more likely to back a candidate for Senate who supports protecting Social Security & Medicare from cuts, allows Medicare to negotiate for lower prescription drug prices, expands access to affordable long-term care and supports a family caregiver tax credit. Few issues in today's divisive political environment get such high marks from Democrats, Republicans, and Independents alike.

Q: Please tell me if you would be more likely or less likely to support a candidate for **Senate** that advocated this position?



% More likely to support a candidate for Senate that advocated this position

Protect Medicare



Protect Social Security



Medicare Rx Negotiations



Access to LTC



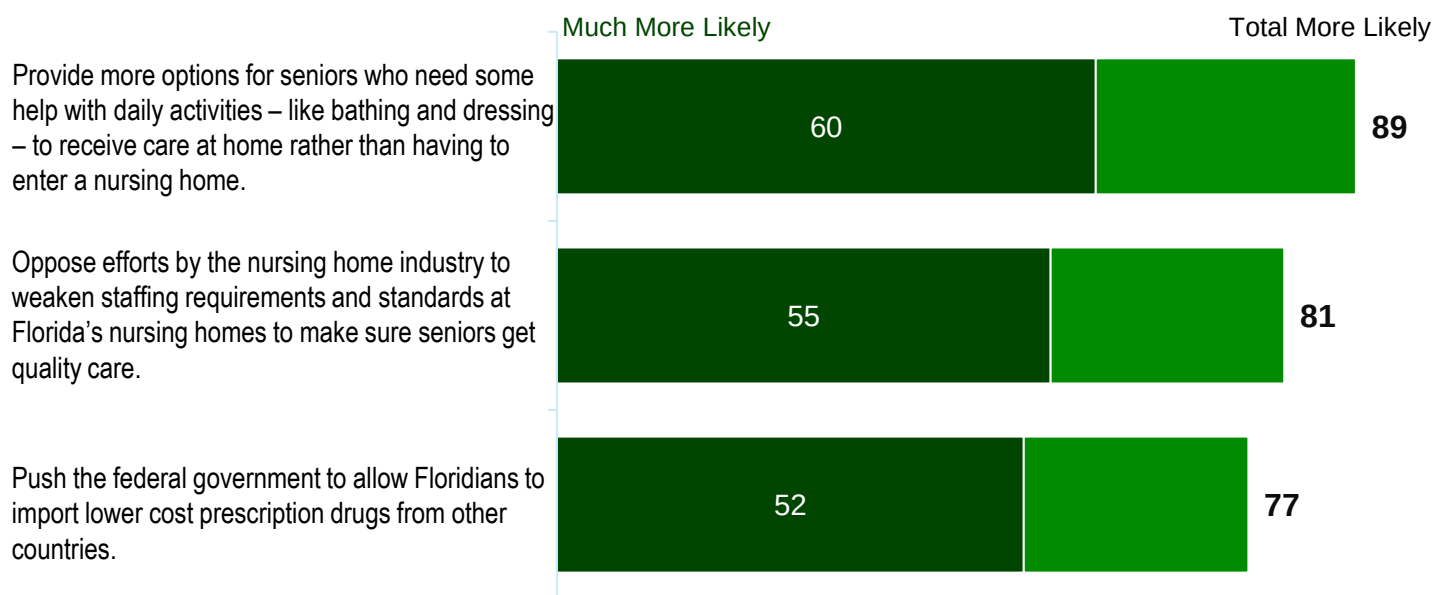
Caregiver Tax Credit



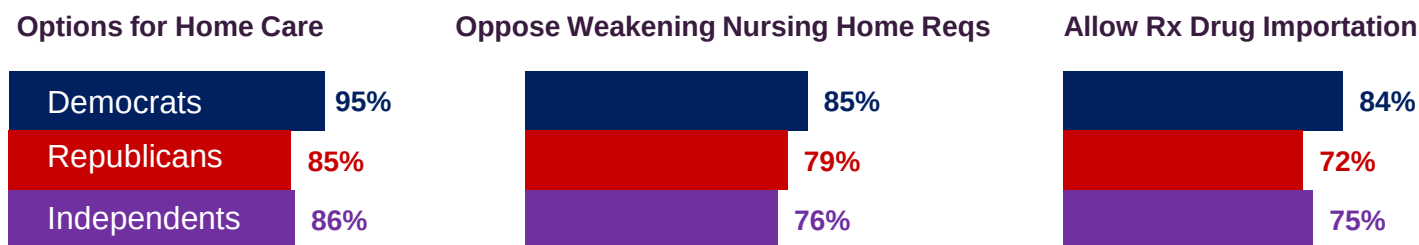
All data on slide is among Hispanic Voters 50+

Key Issues: Candidates for Governor can broaden their support among Hispanic voters 50+ by taking stances that address issues that matter to them. Most would be more likely to vote for a candidate who provides more options for home care, opposes efforts to weaken nursing home requirements, and pushes the federal government to allow Floridians to import lower cost prescription drugs. This appeal stretches across party lines on all three issues.

Q: Please tell me if you would be more likely or less likely to support a candidate for **Governor** that advocated this position?



% More likely to support a candidate for Governor that advocated this position



All data on slide is among Hispanic Voters 50+

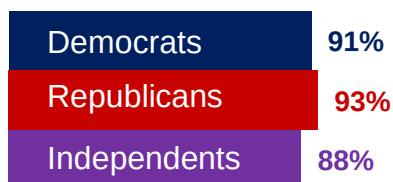
Key Issues: Most Hispanic voters 50+ in Florida are concerned about key pocketbook issues in the state impacting them and their families. More than 9-in-10 are concerned about property insurance costs and utility rates, with a high level of concern about housing affordability as well. Hispanic voters 50+ are concerned about these issues regardless of their party registration.

Q: How concerned are you about each of the following issues impacting you and your family?



% Concerned About Issue

Property Insurance Costs



Utility Rates



Housing Affordability



All data on slide is among Hispanic Voters 50+

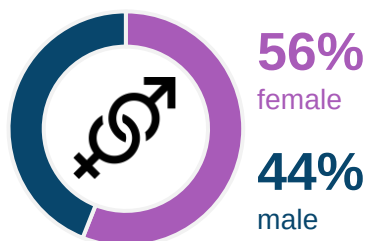
AARP® Florida: Profile of Hispanic Likely Voters 50+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,626 likely Florida voters, which includes a statewide representative sample of 500 likely voters, with an oversample of 550 likely voters age 50 and older, an additional oversample of 262 Hispanic likely voters age 50 and older, and an additional oversample of 314 Black likely voters age 50 and older between August 24-31, 2022. The interviews were conducted via landline (30%), cellphone (35%), and SMS-to-web (35%). The margin of sampling error for the 500 statewide sample is $\pm 4.4\%$; for the 860 total sample of voters 50+ is $\pm 3.3\%$; for the 400 total samples of Hispanic voters 50+ and Black voters 50+ is $\pm 4.9\%$. Surveys were offered in English and Spanish.

Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify their registration when asked, not how they are registered on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Jamie Champion at jchampion@aarp.org.

GENDER



AARP



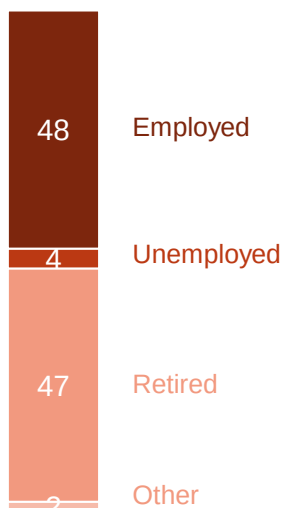
ANCESTRY/ORIGIN

Cuban	39%
Puerto Rican	24%
Mexican	9%
Colombian	8%
Venezuelan	5%
Other	19%

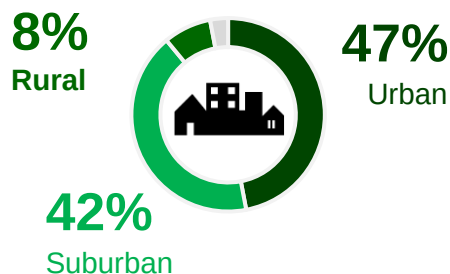
EDUCATION



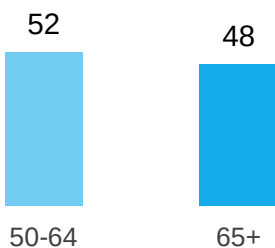
EMPLOYMENT



LIVING IN...



AGE



PARTY ID



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