



## Survey Results week of 12/18/23

*Do you think the Democratic Party will be able to reverse the trend of Latino voters to vote for Republicans before the 2024 election?*

No: 23%

Not sure: 53%

Yes: 23%

### Top Comments:

**"No - In Florida, the Latinos are afraid of anything that seems be “communist,” and they vote against Democrats because they perceive them as communists or communist-leaning. Hopefully, those in other states will."**

**"No - Not in Florida due to lack of leadership from the FDP. No real plan and they are to top down. They don't listen to the grassroots or local voices so lack the community relationships needed to turn things around."**

**"Not sure - Given the amount of Latinos not in our club, we have a big challenge. Thirty percent of the population of Hillsborough is Latino, so our club should mirror that percentage. Eighteen percent should be black and 4.8% Asian. We have work to do!"**

**"Not sure - I'd sure hope not. But Republicans can be very sneaky and promise anything to get the votes."**

**"Not sure -"The only way the Democrats can bring Latino voters around is to manage an aggressive outreach (Need Spanish speaking volunteers) to visit them and speak to them about the difference in the Democratic platform versus the RNC platform. Also, ads on Spanish television stations will be helpful."**

**"Not sure - Democratic Party has to invest in Latino education, outreach, and leadership. GOP is losing its voters to demographics and so is investing in other groups just to cling to power. Not all Latinos are conservative. They may hate dictatorships but are more inclined to be moderate on reproductive choice, educating children, importance**



Hillsborough County  
**DEMOCRATIC PARTY**

of econ security of the family. Latino media (Univision) the dominant spanish-language media giant, is comparable to FOX news. Finding alternative viewpoints and information is challenging. Better research/information on latino voters and strategic opportunity points. Upper class Latino elites differ from lower income Latino workers -- the politics of richer Cubans in Miami are different from the politics of working Puerto Ricans, Dominicans, Venezuelans, Mexicans, etc. Democrats need to sell their policies better to Latinos. GOP narrative of closing down dictators has been more effective than Democratic narrative on unresolved border policies that hurt families and children. Latinos are not always escaping dictatorships -- there are Latino immigrants from both capitalist countries and socialist economies in central and south America. Lastly: reproductive rights is a strong movement in several Latin American countries seeking to cement this right into their national constitutions. Progressive movements in Mexico, etc. show us that Latino values are more nuanced than what is projected by conservative and uninformed moderate media in the USA."

"Yes - If we get our talking points targeted to the Hispanics, and the economy continues to improves."

"Yes - Nov 2022 was a wake up call for Democrats across FL. I would hope our leadership now has this as a top priority. It's all about outreach and organizing, so all of us as volunteers must also play a positive role in stopping the trend."