



Top Messages Among Latinos Statewide

Label	Content	Hispanic
Health care reform	Florida Democrats say you should support CANDIDATE because they want to make prescription drugs and health care more affordable. They plan to expand access to healthcare through Medicaid, and to empower Medicare to negotiate lower drug prices with drug companies. They say that we need to lower the cost of living for Americans and stop protecting drug company profits.	1.2%
Gun Safety	Democrats say you should support CANDIDATE because they believe that mass shootings and gun violence are a crisis and we need stronger gun safety laws including background checks on all gun sales, safety training, raising the minimum age to purchase a gun, and laws preventing gun sales to individuals with criminal records. Republicans blindly follow the extreme positions of their financial supporter, the National Rifle Association and continually stand in the way efforts to adopt gun safety measures.	1.1%
Gas Prices	Democrats say you should support CANDIDATE because they have a plan to lower gas prices by requiring U.S. oil refiners to produce more gasoline and by preventing price gouging at the pump. The war between Russia and Ukraine has raised gasoline prices almost \$2 per gallon and oil company profits have tripled during the war, but Republicans have voted against Democratic efforts to restrict corporate greed and have failed to provide a plan for relief at the gas pump.	1.1%
Founding Values	Democrats say you should support CANDIDATE because they believe in the founding values of our country – that everyone in this country is created equal and is deserving of a life of dignity and respect. They say that in today's political battles, we often forget that most people in this country are just trying to work hard and provide for their families – regardless of their race, gender, or any other differences between us.	1.0%
Home prices	Florida Democrats say you should support CANDIDATE because they are working to make home ownership affordable again. They know that home prices, utilities and insurance costs are pricing Floridians out of owning a home and achieving the American dream in Florida. They say it is time for the government to support more affordable housing.	0.9%
American Dream	Democrats say you should support CANDIDATE because they believe that everyone can make it in America. They say that CANDIDATE is working to ensure that everyone - regardless of race, religion or where they were born - has a fair chance at success, can support themselves and their family with hard work, and can pursue the American dream.	0.9%
Cost of living - pay fors	Democrats say you should support CANDIDATE because they are cutting taxes for working families, and fighting to reduce the cost of living for all Americans, from health care, to elder care, to child care. Democrats say their plans will be paid for by making sure big corporations start paying their fair share in taxes, and no one making less than \$400k will see their taxes go up.	0.8%
Minimum wage principle	Democrats say you should support CANDIDATE because Democrats are leading the way on critical economic issues like increasing the minimum wage. They say that one full-time job should be enough for a person to make ends meet, and by increasing the minimum wage, we stimulate the economy in a way that benefits us all. Prices have been going up for years, and Democrats believe it's time our wages catch up.	0.8%
Abortion	Democrats say you should support CANDIDATE because their Republican opponents are focused on banning abortion when they should be trying to improve our economy, ensure that every American can find a good paying job and make health care more affordable. Democrats believe in the freedom of women to make their own personal health decisions and oppose government interference in health care decisions between women and their doctors.	0.7%

Hispanic Themes
Small Business

Florida Democrats say you should support CANDIDATE because they are fighting to support small businesses. They say that every family should have the right to work and provide for their families through the sweat of their efforts in their business. They will fight against taxes and regulations that punish families and push them out of business.

0.7%

