



NEW POLLING DATA: HISPANIC FLORIDIANS LOOKING FOR CANDIDATES WHO WILL REVIVE THE AMERICAN DREAM

Miami, FL - Today, Barbara Casanova, President of HispanicVote.org, announced fresh polling results of over 700 Hispanic Floridians on various topics, including Amendment 3, the Florida Gubernatorial Race, their top issues heading into November, the state of the economy, and their belief in the American Dream in Florida. Casanova also serves as the National Secretary and Florida Chair of the Republican National Hispanic Assembly.

"Hispanic voters in Florida are feeling the squeeze. Sixty-two percent say their families are worse off financially than they were a year ago, and inflation and everyday costs are the issue that matters most to them. That same frustration shows up in how they see the state. More than half say Florida is on the wrong track.

At the same time, the American Dream is still alive in this community. Nearly half believe it is attainable or at least somewhat attainable for them and their families, but they are cautious about it. They are looking for candidates who will actually work to revive it, not just talk about it.

They overwhelmingly support for Amendment 3 is overwhelming. Seventy-two percent want voters to have the chance to rein in property taxes, because they are looking for something concrete that actually lowers what they pay.

On the governor's race, the numbers are tight. The generic ballot is basically even, and the named candidates are within the margin of error. Hispanic voters are not locked in for either party. Hispanics in Florida are watching the cost of living, the property tax fight, and whether anyone is serious about making the American Dream real again, and they are in a strong position to decide 2026. Any candidate who writes off the Hispanic vote this November would be making a grave error.

"I will be advocating for more solutions to alleviate financial pressures on our citizens in the session, and I guarantee a Governor who can address rising prices at the pumps with a temporary reduction in the State Fuel Tax to further alleviate financial pressures will find they have a loyal voting block for years to come," Casanova stated.

[Please click here](#) to access the polling memo, survey results, and crosstabs.

Barbara Casanova is available for interviews on this poll. If interested, please contact ted@veerrightstrategies.com

About Barbara Casanova:

Barbara Casanova is National Secretary and Florida Chair of the Republican National Hispanic Assembly (RNHA) and founder of HispanicsVote.org. She is a political consultant, activist, and grassroots organizer with more than 30 years of experience in Hispanic voter strategy and community mobilization. She has worked on campaigns at the presidential, statewide, and municipal levels, from Vermont to Florida.

After years of consulting organizations on Hispanic voter engagement, she founded HispanicsVote.org, a national 501(c)(4) Hispanic civic engagement organization. Its mission is to mobilize Hispanic Americans to vote, lead, and advocate, building a unified, informed, and civically engaged Hispanic conservative community through training, events, information, and resources for grassroots leaders and voters alike. Its vision is a Hispanic community that is engaged and heard at every level of government. Its motto is *Tu Voz. Tu Voto. Tu Futuro.*

Raised in the Cuban-exile conservative movement, Barbara is the granddaughter of Cuban Senator José Manuel Casanova Diviñó, known as the Sugar Czar for his leadership in negotiating the sale of Cuban sugar harvest. He famously coined the phrase "Sin Azúcar No Hay País." Her parents helped found the RNHA in 1967, and both independently served as National Chairs. Her Father, Jose Manuel Casanova, was appointed US Executive Director of the InterAmerican Development Bank by President Reagan and was the first Republican Cuban-American Presidential Appointee. Her mother, Alicia Labrit Casanova, was appointed Director of Small and Disadvantaged Business Utilization for the Department of Transportation by President George H.W. Bush.

Barbara holds a B.A. in Political Science from The Catholic University of America and is completing a Graduate Certificate in Political Psychology from the London School of International Business. She serves on the Miami-Dade County Republican Executive Committee and the Miami-Dade County Hispanic Affairs Advisory Board, and received the 2025 Florida Latino Lideres Award from Latin Times.

A bilingual media surrogate and international keynote speaker, she is based in Washington, DC, and Miami.

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