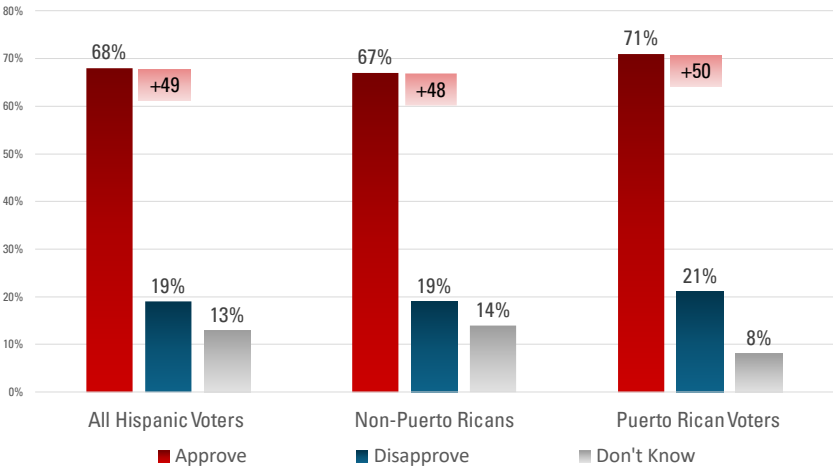


Congressional Candidates Need Hispanics to Win the Midterms; Puerto Rico Statehood Provides a Winning Opportunity

Stronger Than 3 to 1 Support

- 68% of Hispanic voters support Puerto Rico statehood, 71% among Puerto Ricans. Post messages, support increases to 75% and 79%, respectively.
- 56% of Hispanics are more likely to vote for a candidate for congress who supports Puerto Rico statehood, reaching 67% among Puerto Rican voters. Post messages, candidate support reaches 67% and 76%, respectively.
- 52% of all Hispanics, 63% of Puerto Ricans, believe Puerto Rico statehood will improve the U.S. economy.

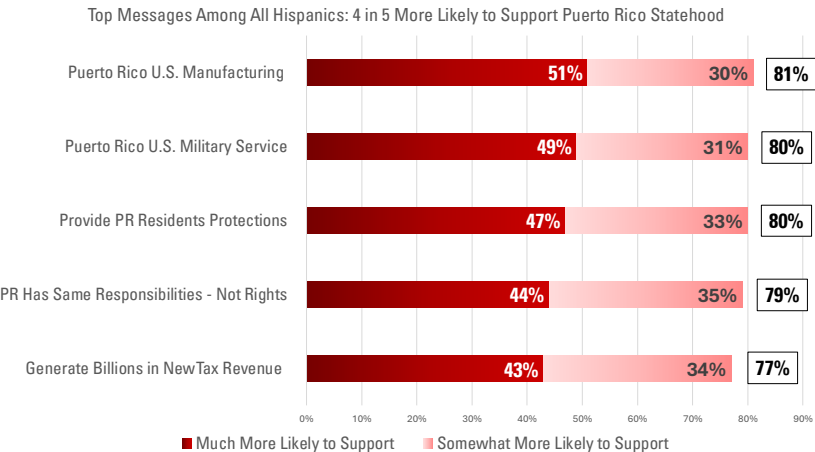


Do you approve or disapprove of Puerto Rico becoming a U.S. state?

Winning Puerto Rico Statehood Messages

How to connect to passionate support for Puerto Rico statehood and generate Hispanic voter enthusiasm.

Puerto Rican voter percentages are equal or higher



Shared Values & Priorities

Opportunities for candidates to be relatable and win valuable Hispanic support.

Puerto Rican voter percentages are equal or higher

Importance to Hispanics	Important	extremely or very
Strong Work Ethic	92%	81%
Tough on Crime	92%	80%
Small Business/Entrepreneur	92%	77%
Support Military/Veterans	91%	77%
Homeownership	90%	77%
Parental Voice/Education	89%	75%
Traditional Family Values	85%	72%
The American Dream	85%	69%
Support Churches & Religion	79%	60%
Voluntary Prayer in School	77%	59%

Methodology: Mclaughlin and Associates conducted a bilingual survey among 1,000 likely Hispanic voters between June 5-16, 2026, with an oversample of 409 likely Puerto Rican voters, providing a total of 600 likely Puerto Rican voters. All interviews were conducted online. The interview distribution and demographics reflect a general election turnout model. The accuracy of 1,000 likely Hispanic voters is within +/- 3.1% at a 95% confidence interval. The accuracy of 600 likely Puerto Rican voters is within +/- 4.0% at a 95% confidence interval. The numbers in this memorandum have been rounded and may not equal 100%.

Find survey results at <https://www.PR51st.com/>