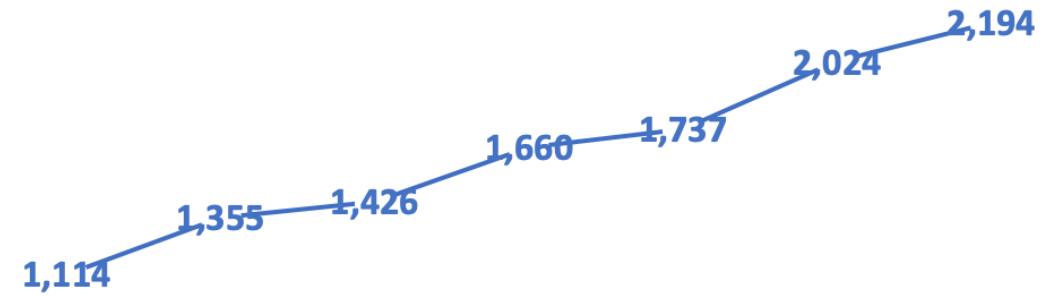




ICR

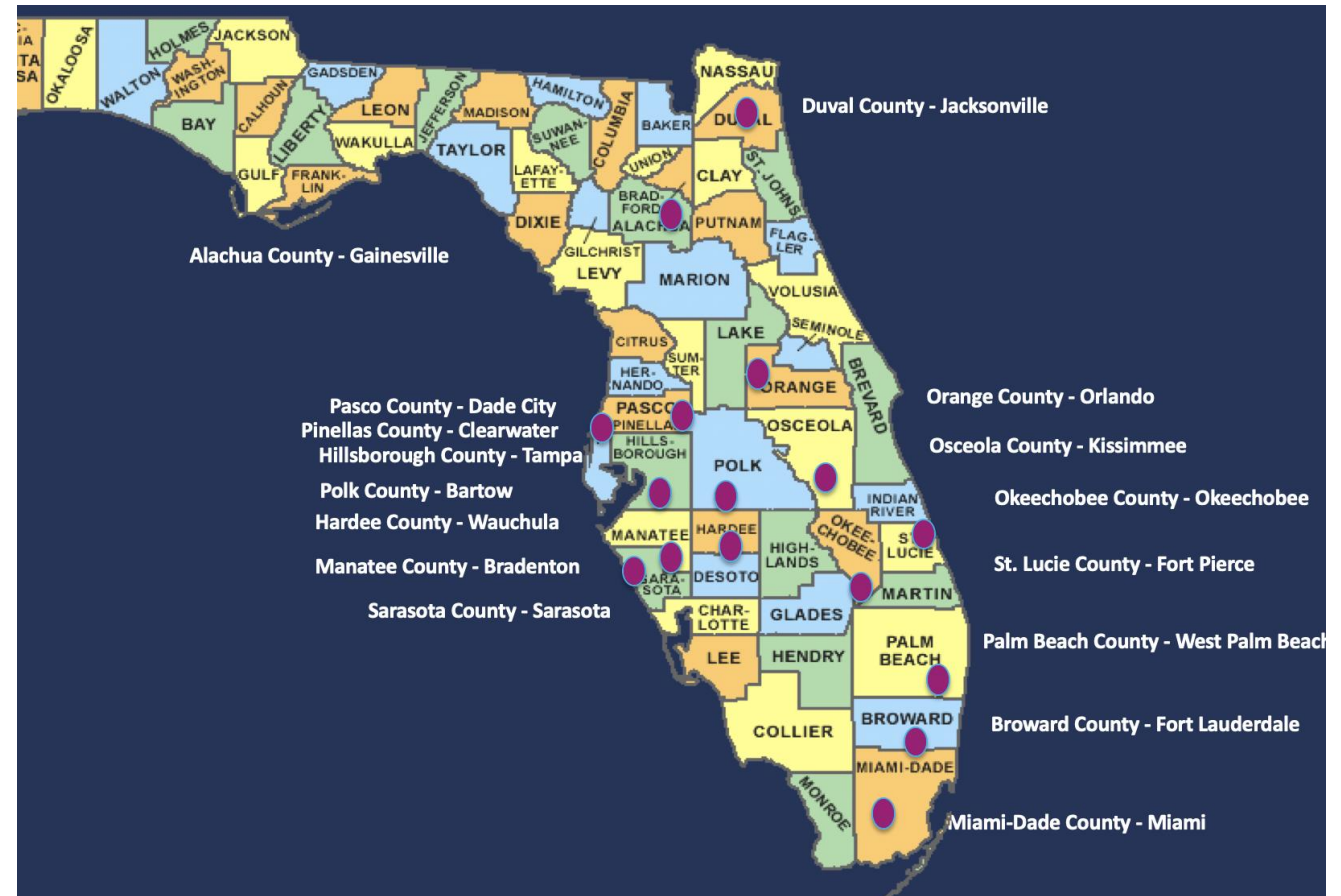


Tendencias Latinas en La Florida

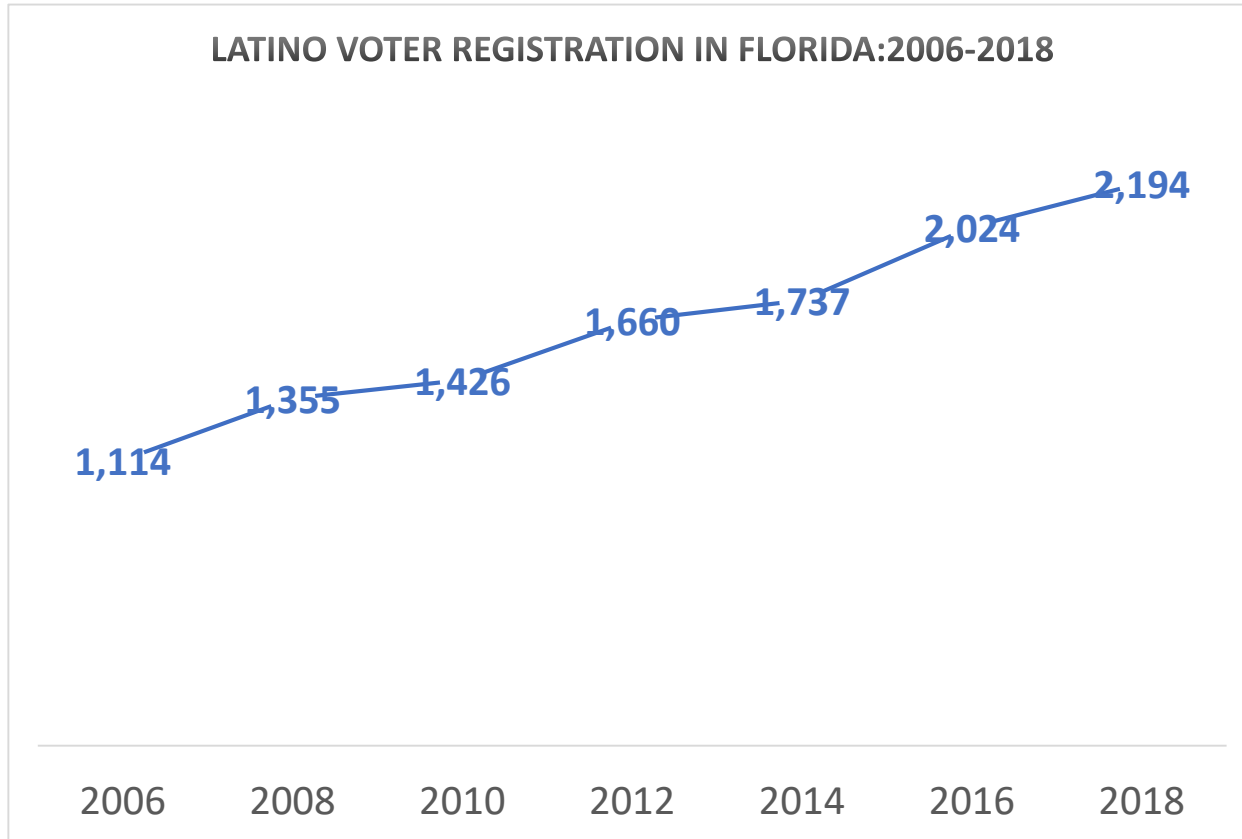
EDUARDO A. GAMARRA, Ph.D.

The Florida Latino Electorate statewide is broad and diverse

- Latinos in Florida concentrate in Miami-Dade, Broward, Hillsborough, Orange and Palm Beach (64%)
- Miami Dade alone concentrates 44% of the Florida Latino electorate.
- Apart from Cuban Americans and Puerto Ricans (and even with these groups available we have few sources) data is scarce about how other subgroups register and vote statewide. (Venezuelans, Dominicans, Nicaraguans, Colombians, Mexican, and others)
- A federal judge ruled that elections officials in 32 counties must provide Spanish-language ballots and other assistance for what are believed to be more than 30,000 Puerto Ricans in those counties.
<https://www.miamiherald.com/news/politics-government/state-politics/article218012780.html#storylink=cpy>



LATINO VOTER REGISTRATION IN FLORIDA:2006-2018



Source: Florida Division of Elections

- Great expectations were raised when voter registration among Latinos reached record levels in 2018.
- Expectations were particularly great about the influx of Puerto Rican voters, who according to a 2018 Pew Research Center report are now fully one third of the Latino electorate in Florida and about the same as the state's Cuban-American population.
<https://thehill.com/homenews/campaign/427361-dem-2020-candidates-court-puerto-rico-as-long-nomination-contest-looms>
- Our polls found that Puerto Ricans were registering mainly as Democrats and that they would most likely vote for Democratic candidates.

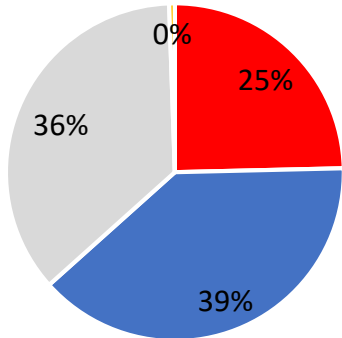
The big questions concern the performance of the Latino Voter and what it tells us about the 2020 elections



Latino Voters in Florida

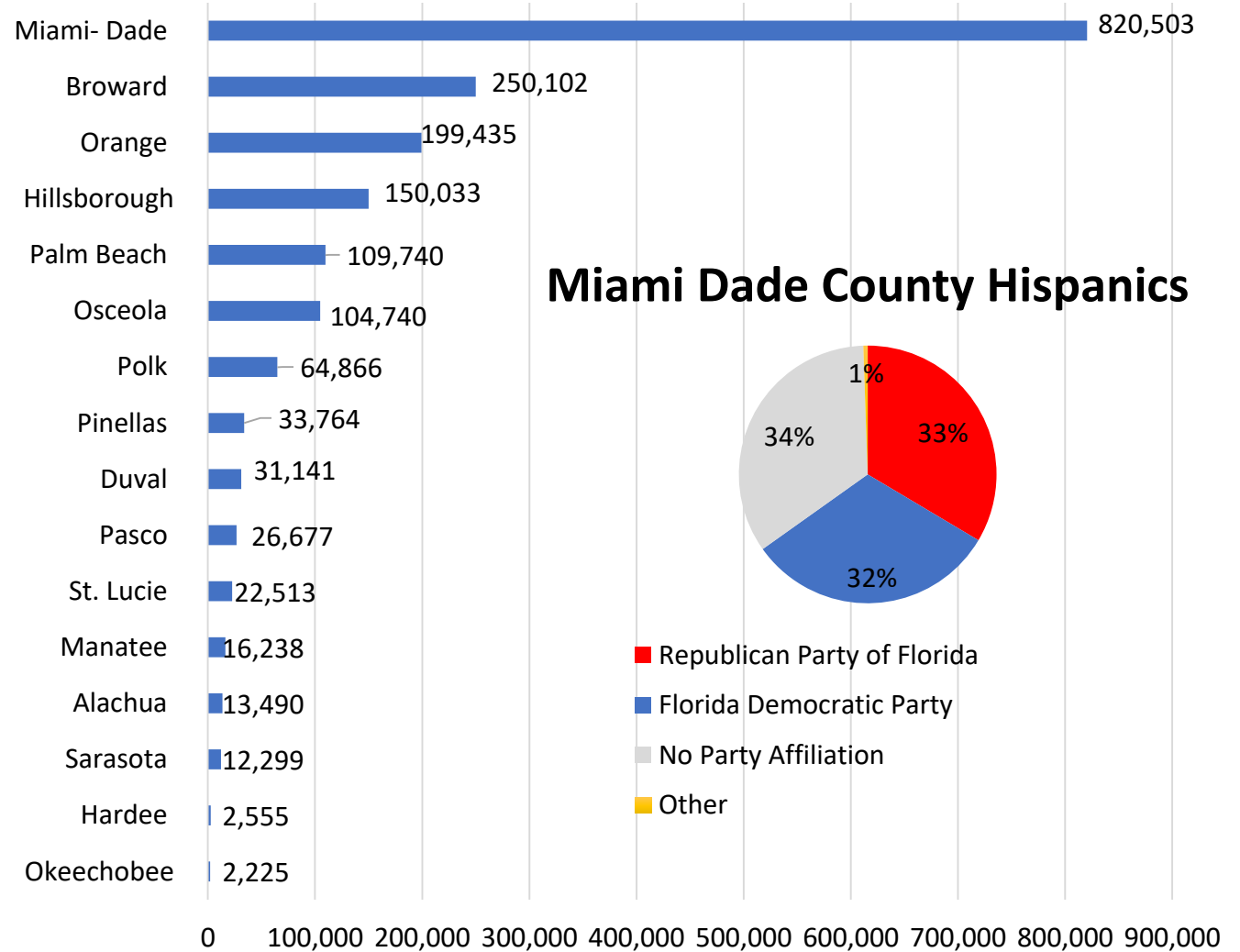
- 44% of Florida Latino registered voters live in Miami-Dade County.
- 36% of Latinos in these counties registered as NPAs
- 61% of Latinos in Florida are not registered as Democrats

Latino Registered Voters in 16 Counties with Highest Latino Concentration



- Republican Party of Florida
- Florida Democratic Party
- No Party Affiliation
- Other

Latino Registered Voters in Florida (Counties with Highest Concentration only)



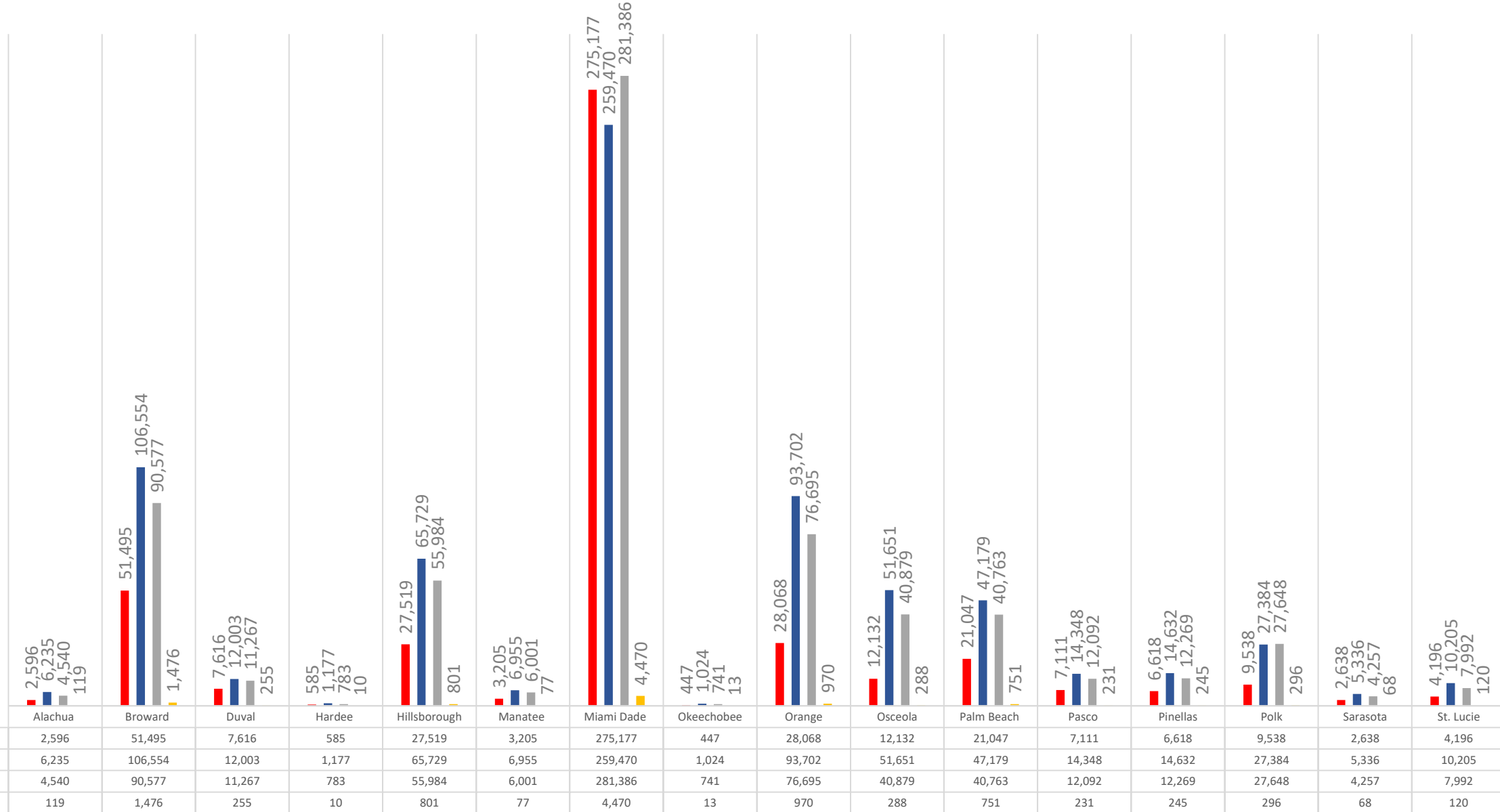
Miami Dade County Hispanics

- Republican Party of Florida
- Florida Democratic Party
- No Party Affiliation
- Other

LATINO VOTER REGISTRATION IN COUNTIES WITH HIGHEST PROPORTION OF LATINO RESIDENTS



VOTERS

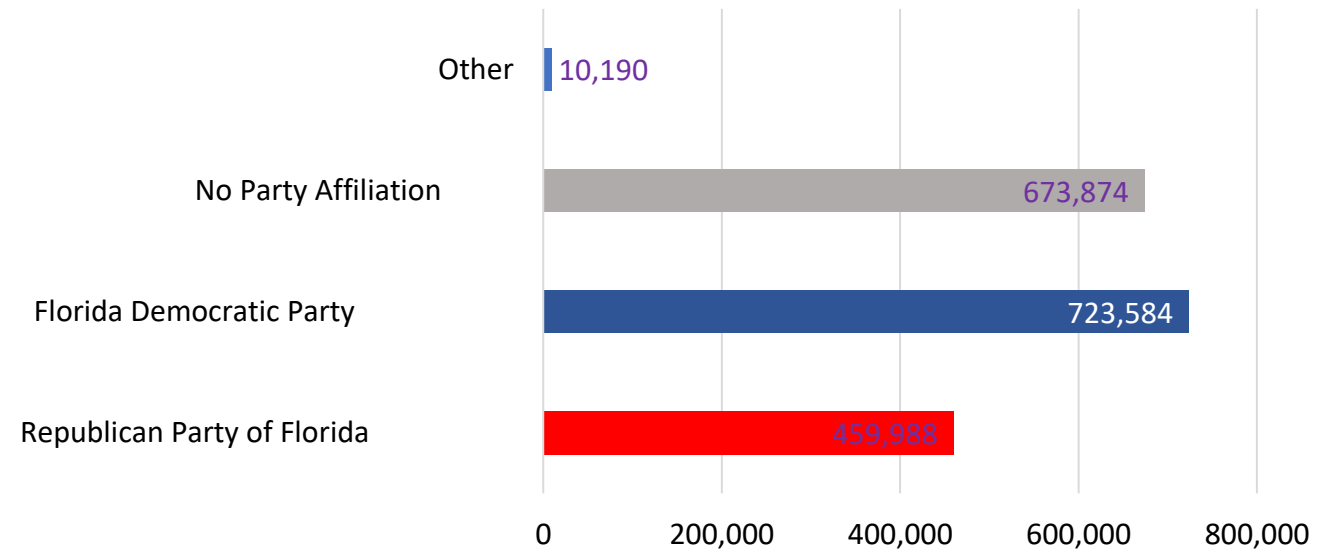


How are Latinos registering?

Latinos appear to be registering as NPA throughout the State of Florida.

Exploring why they register as NPA and how they voted in November 2018 is a significant task ahead.

Latino Registered Voters in 16 Counties with Highest Latino Concentration.



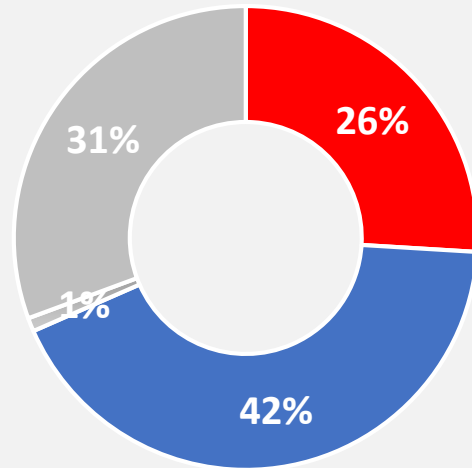


LATINOS IN CENTRAL FLORIDA

		VOTERS		DEMS		REPS		NPA		OTHERS
Seminole	Total	313,560		106,886	34%	113,576	36%	90,025	29%	3,073
	Latinos	46,556	15%	19,986	43%	8,393	18%	17,849	38%	328
Osceola	Total	216,881		91,997	42%	49,261	23%	74,287	34%	1,363
	Latinos	103,556	48%	50,419	55%	12,118	12%	40,664	39%	355
Hillsborough	Total	868,561		337,944	39%	272,757	31%	249,063	29%	8,797
	Latinos	167,365	19%	72,794	43%	29,675	18%	63,826	38%	1,070
Orange	Total	862,052		366,660	43%	222,249	26%	265,633	31%	7,510
	Latinos	206,612	24%	96,320	47%	28,825	14%	80,290	39%	1,177
TOTAL	Total	2,261,054	-	903,487	40%	657,843	29%	679,008	30%	20,743
	Latinos	524,089	23%	239,519	46%	79,011	15%	202,629	39%	2,930

Orange County Voter Registration by Party

Orange County Voter Registration
(May 2019)

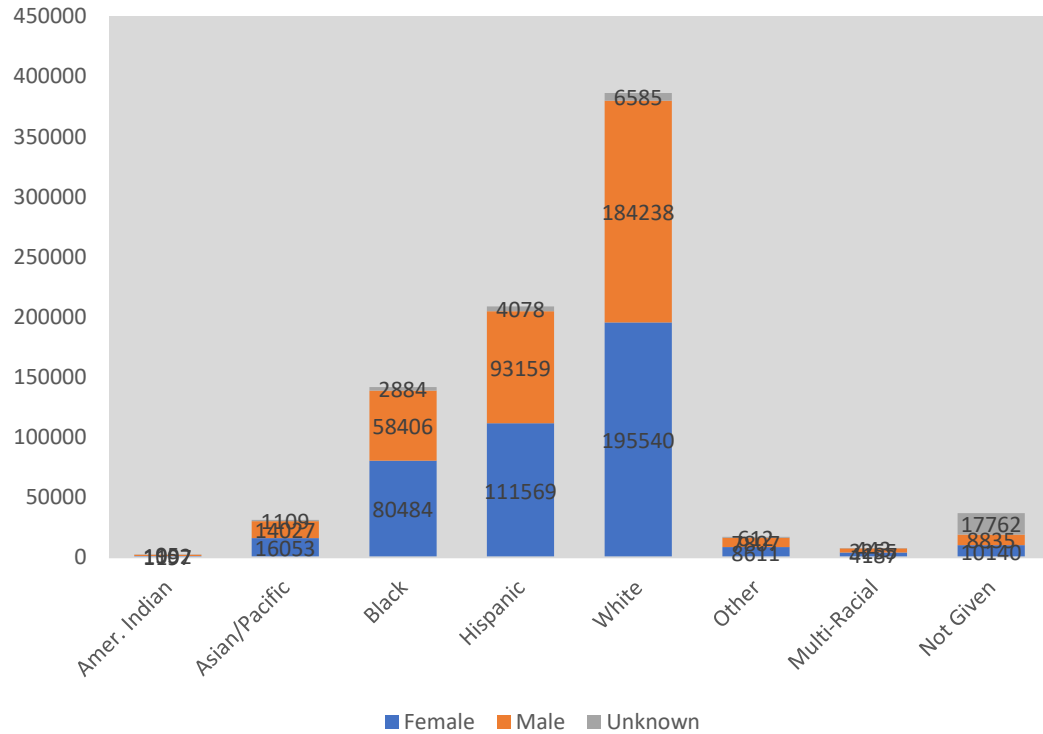


- Republican Party Of Florida
- Florida Democratic Party
- Minor Party
- No Party Affiliation

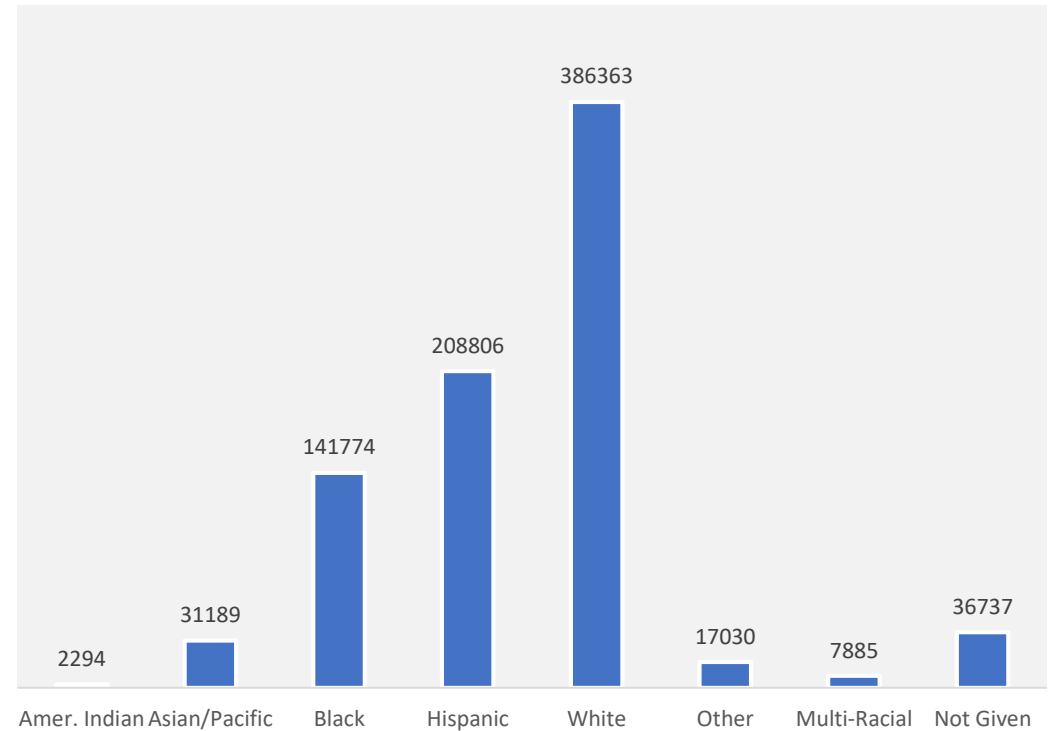
Orange County

There are 177, 557 more Whites than Hispanics and 67,032 more Hispanics than African Americans

Ethnicity by Gender

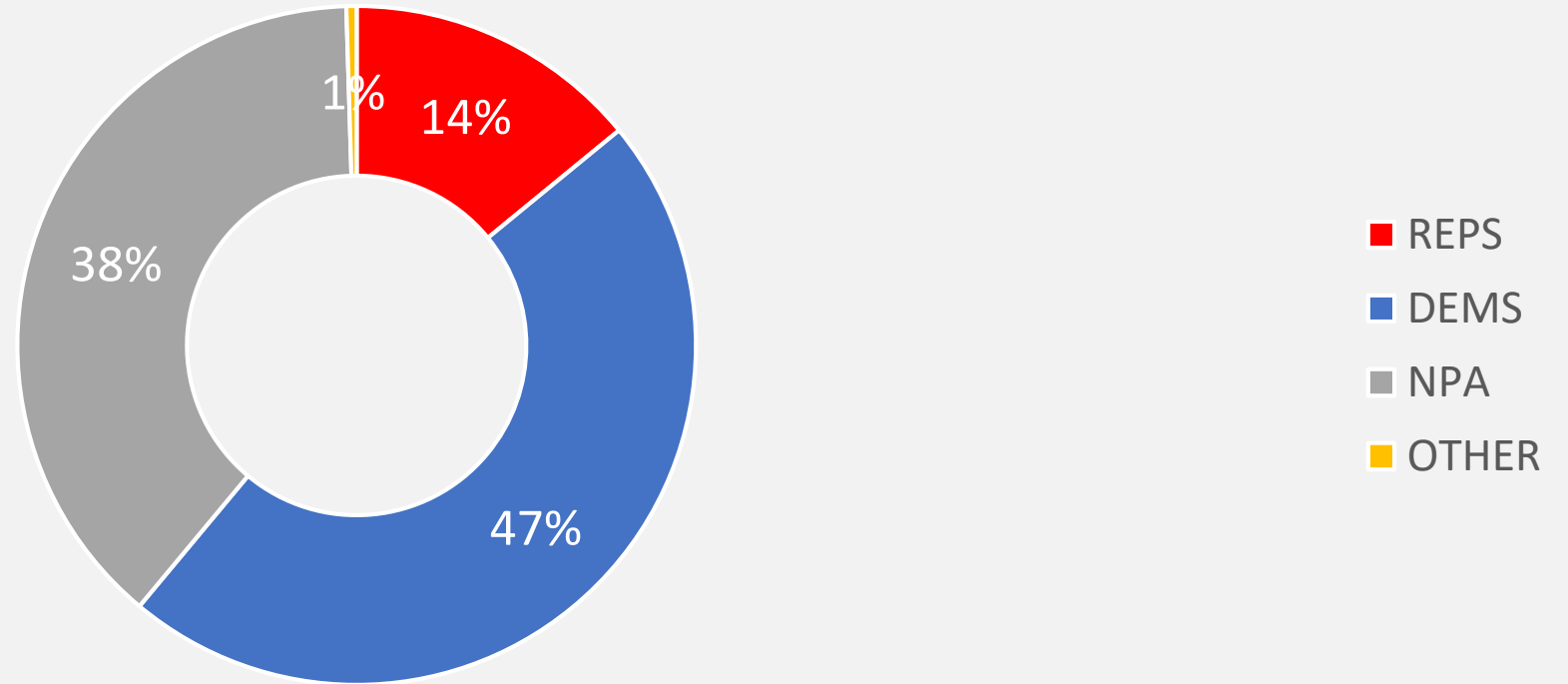


Ethnic breakdown

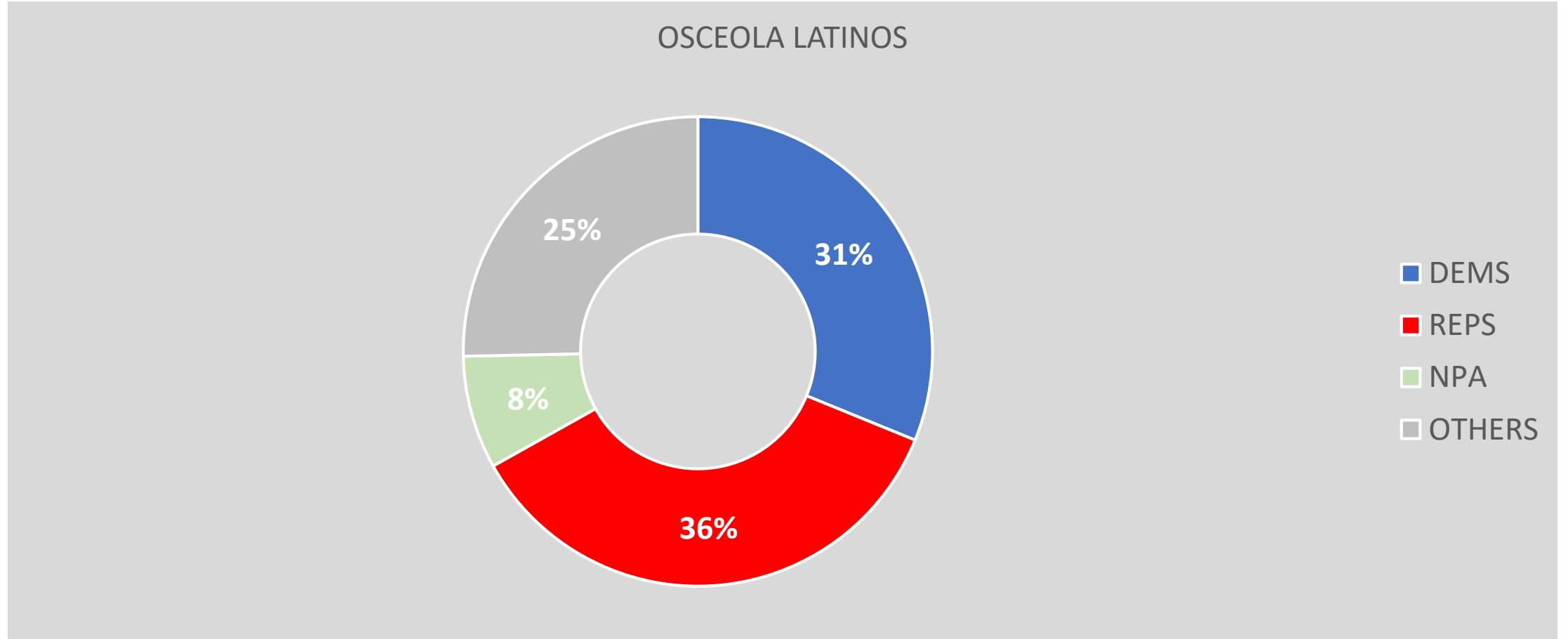


LATINOS IN ORANGE COUNTY

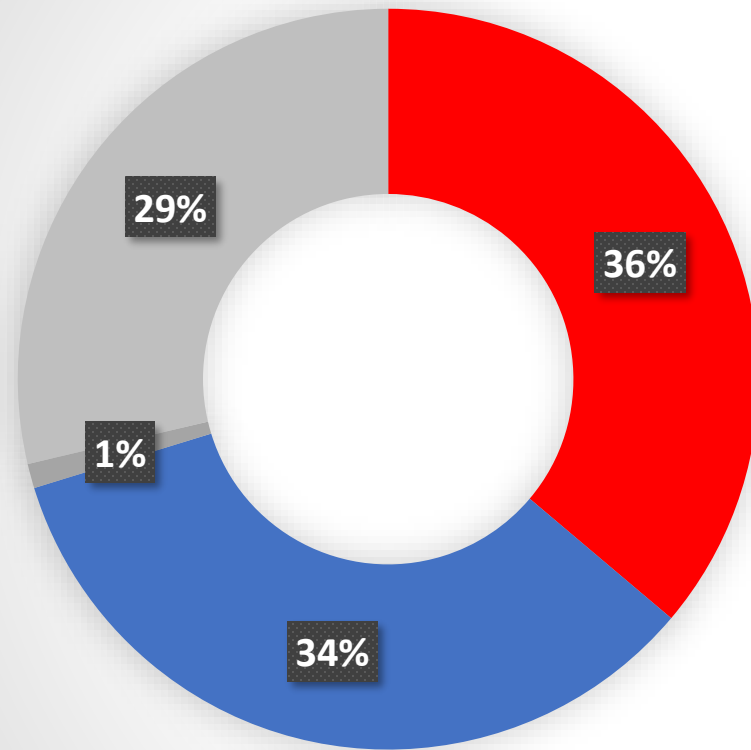
LATINO VOTER REGISTRATION IN ORANGE COUNTY



OSCEOLA COUNTY LATINOS



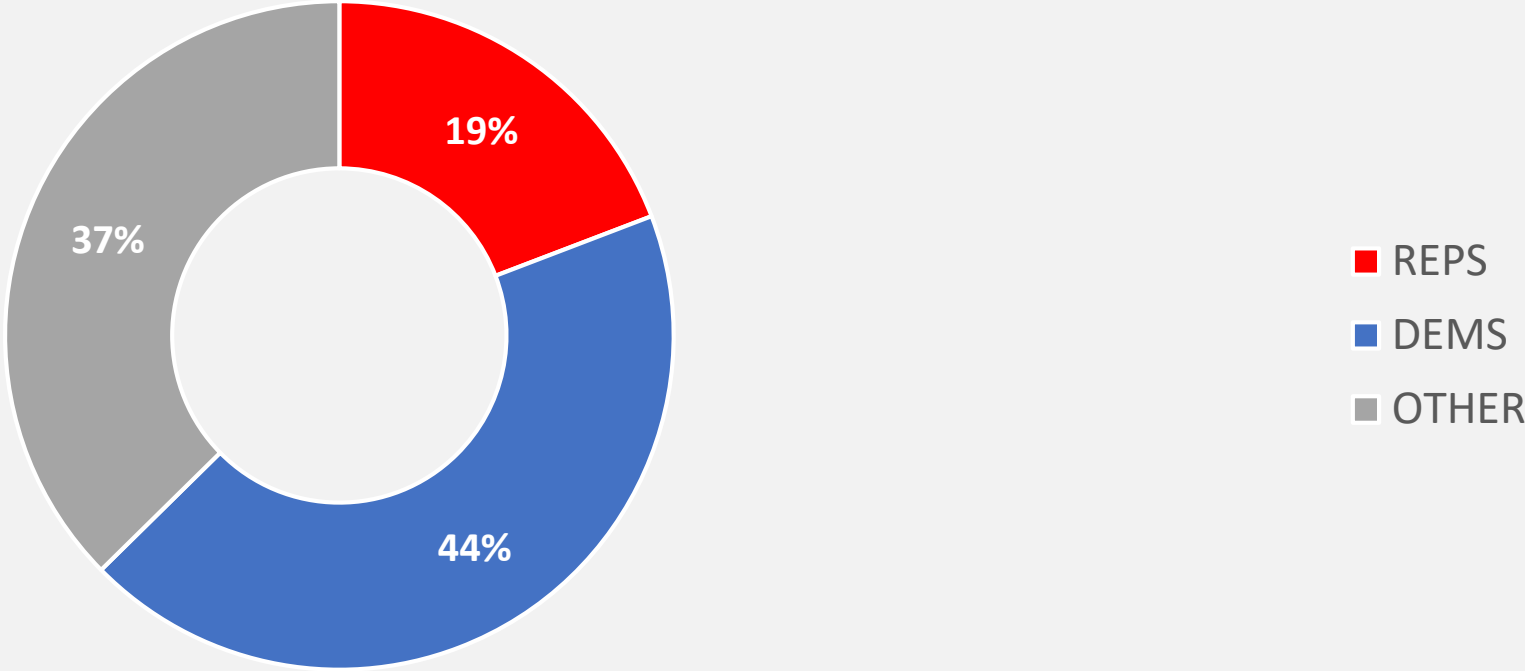
Seminole County



- Republican Party Of Florida
- Florida Democratic Party
- Minor Party
- No Party Affiliation

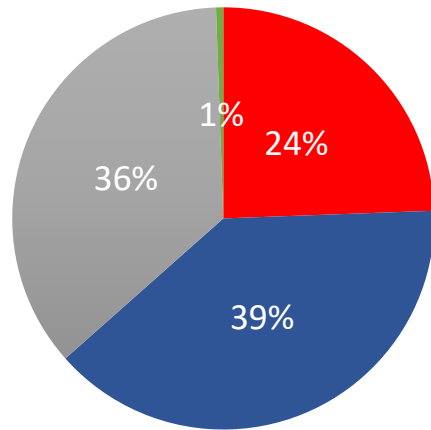
Seminole County

LATINOS IN SEMINOLE COUNTY



Latino registration patterns in Florida reflect a significant trend and a great opportunity for Democrats

Latino Voter Registration in Florida



■ Republicans ■ Democrats ■ NPA ■ Other

Source: Florida Division of Elections

Key unanswered questions:

- Why are so many Latinos registering as NPAs?
- Do NPA Latinos lean Democratic?
- Do Latino NPAs lean Republican?
- What must be done to sway Latino NPAs to vote Democratic?

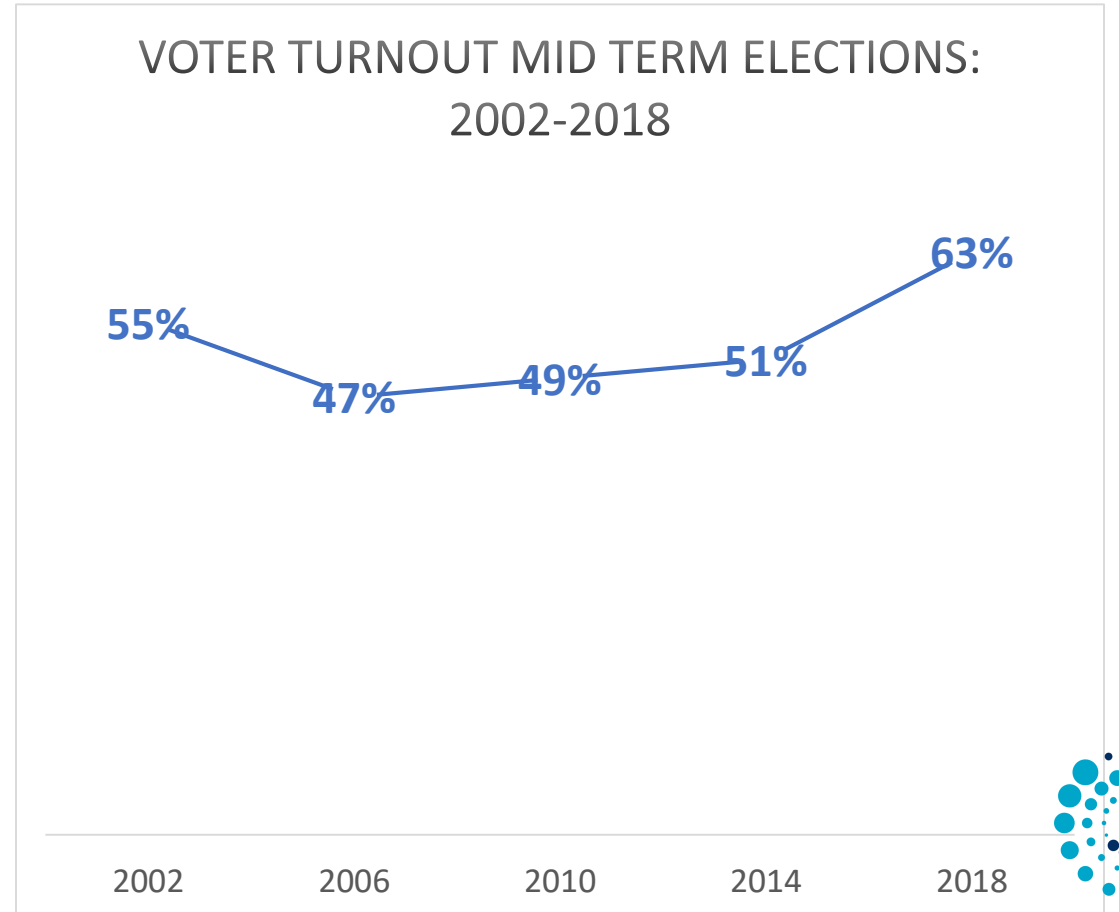
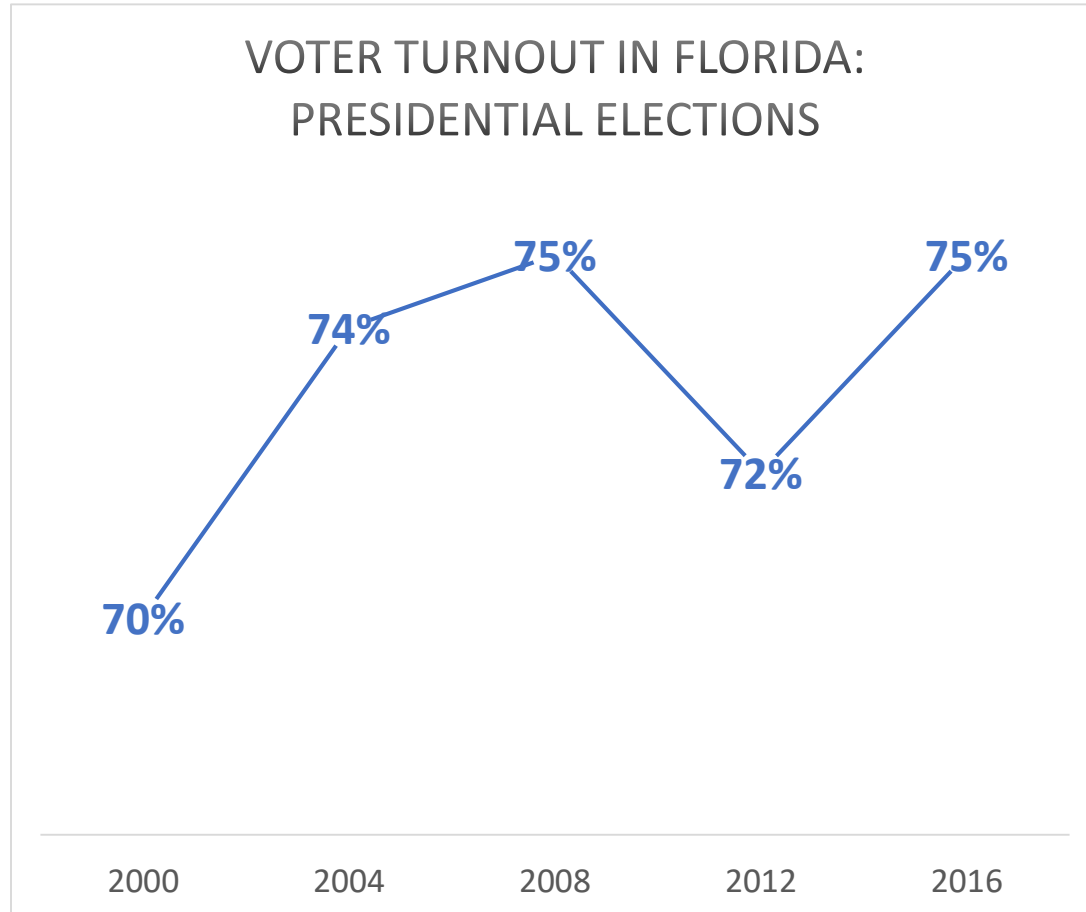
Latino Voter Registration	
Republicans	535,800
Democrats	856,480
NPA	789,622
Other	12,161

Source: Florida Division of Elections

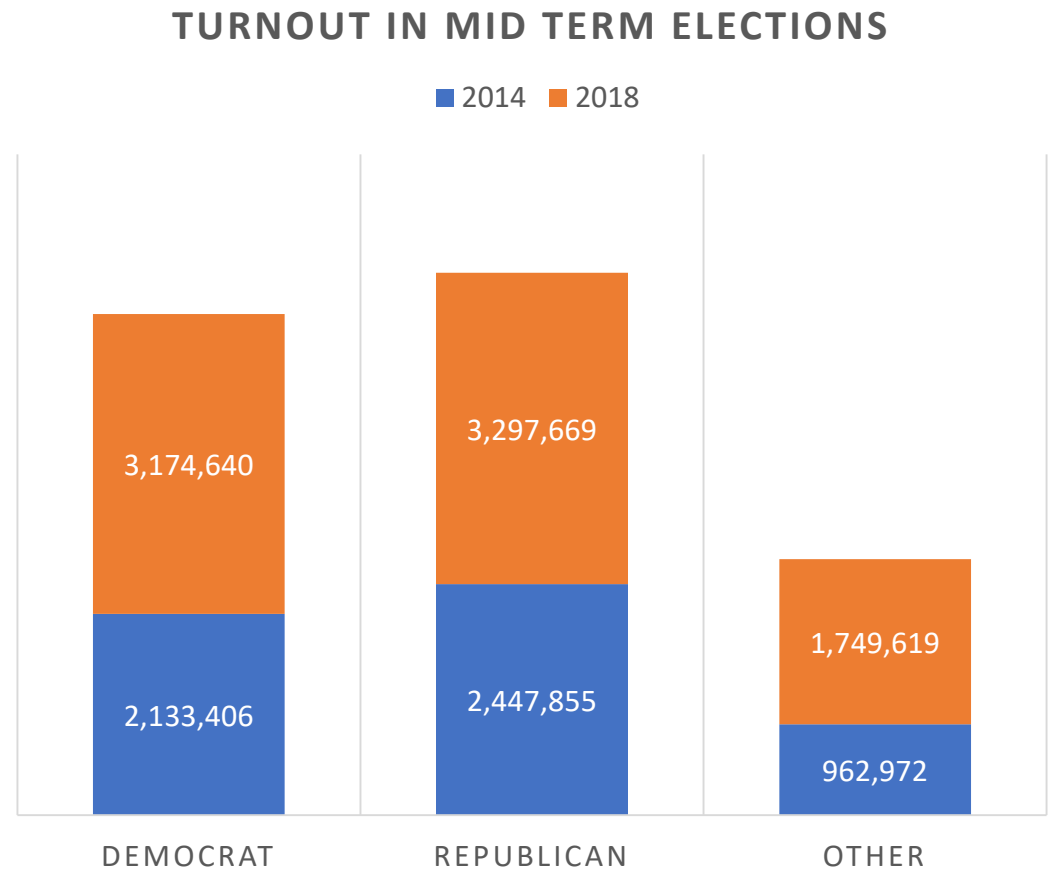
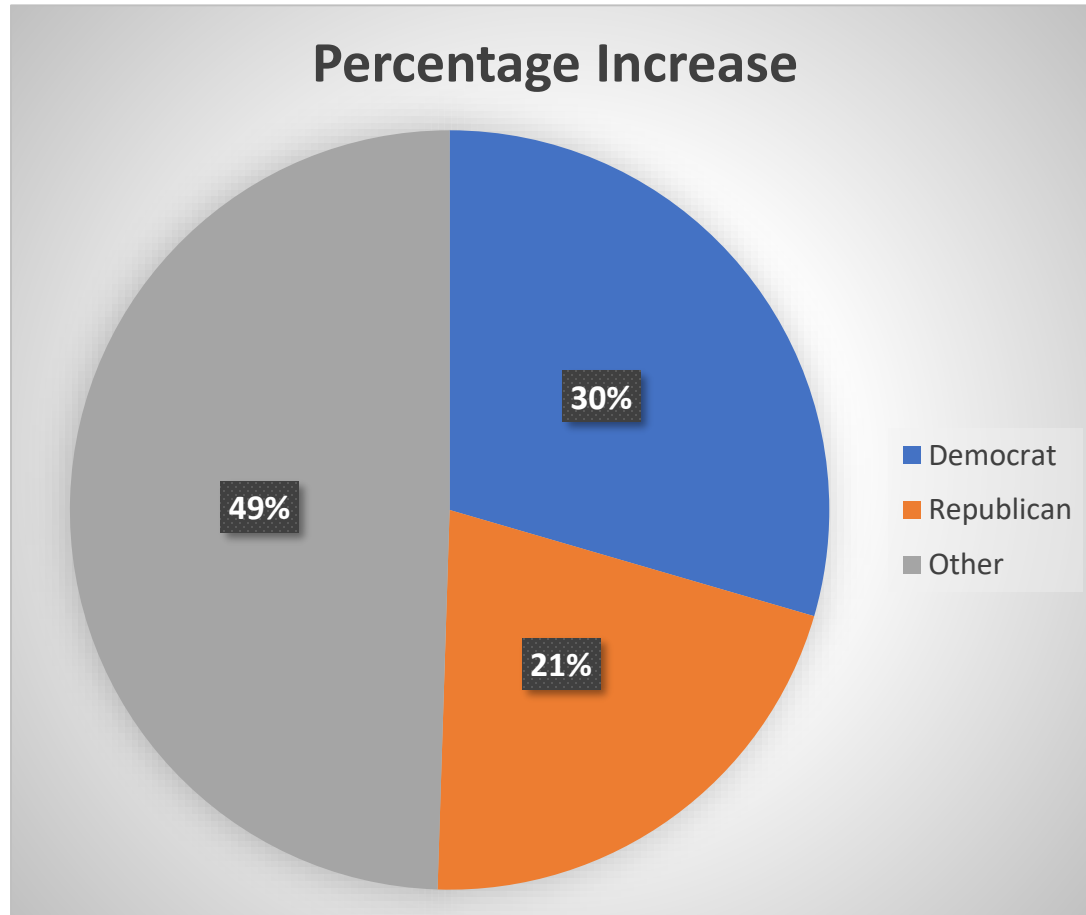
- Democrats and NPA's (No Party Affiliation) outnumber Republicans among Latino registered voters in Florida: 75% of Florida Latinos are not Republicans.
- Another way of looking at this is that **60% of Latinos** are not registered as Democrats.
- The most significant trend is the high number of Latinos who are registering as NPA (No Party Affiliation).



Donald Trump's impact on voter turnout has led to much speculation.



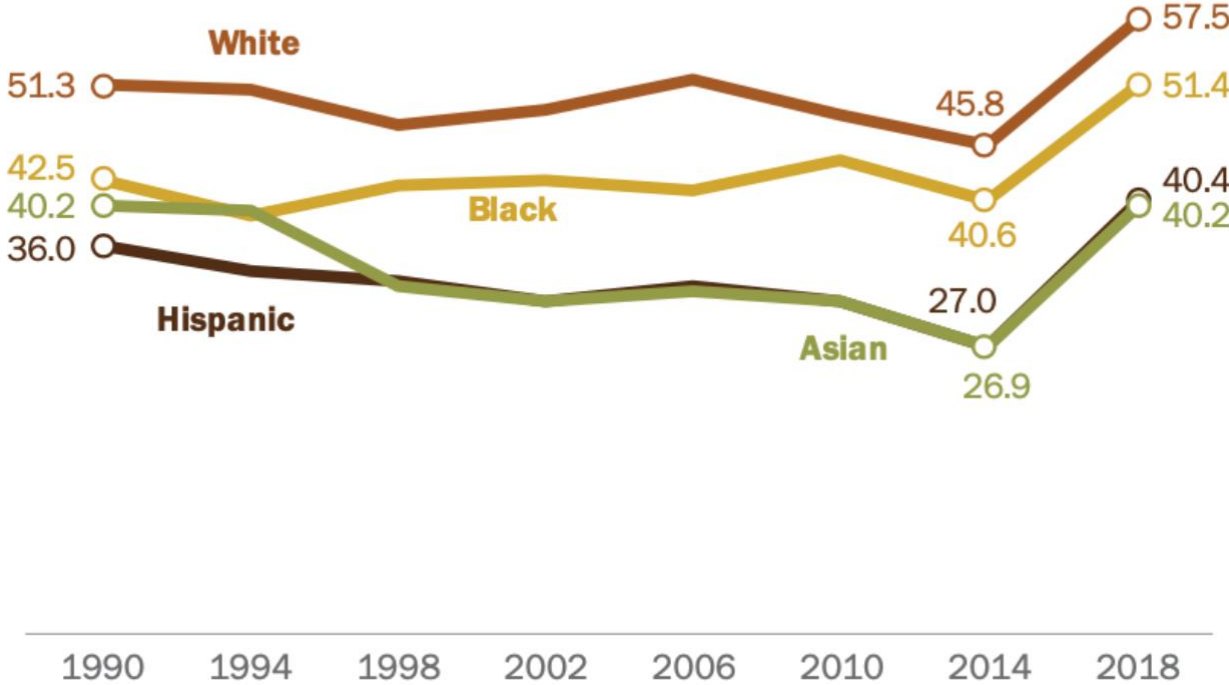
Democratic voter turnout increased dramatically in November 2018, yet 123,029 more Republicans voted than Democrats.



Latino Voter Turnout

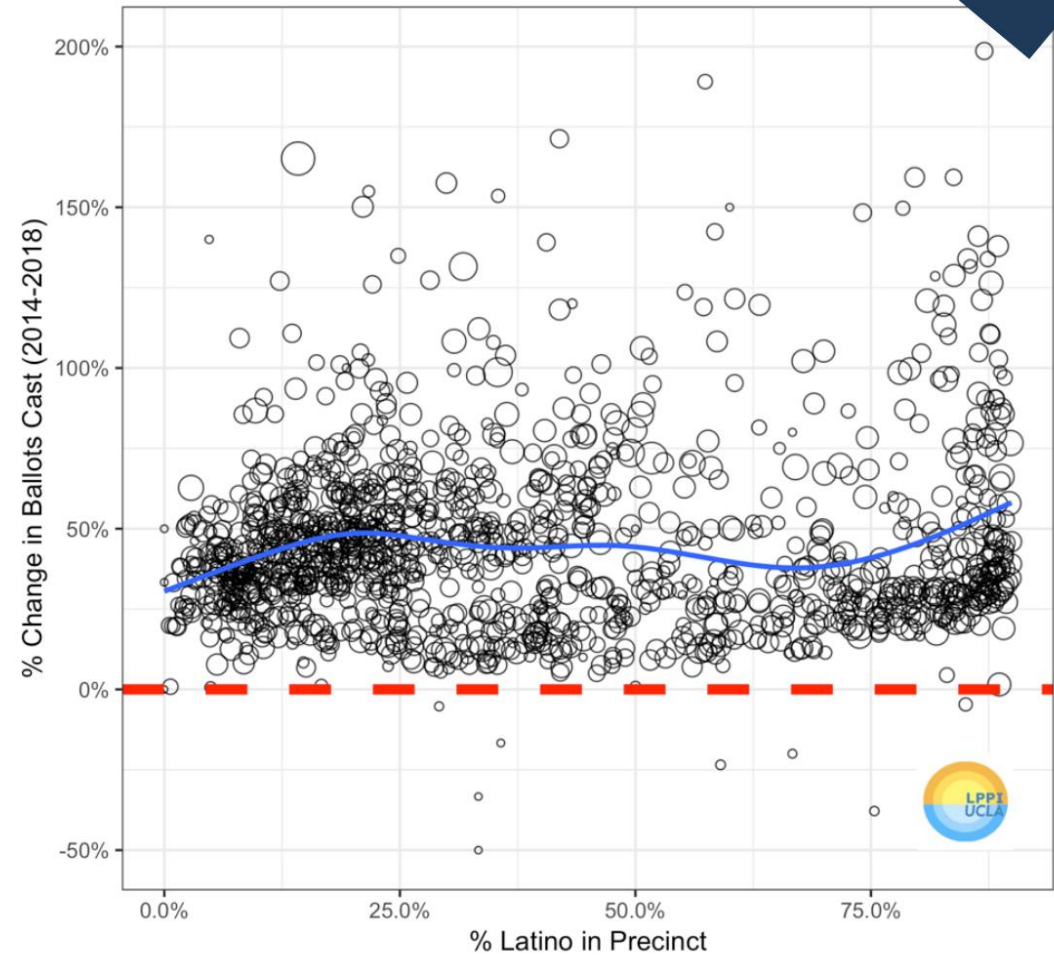
Voter turnout rate increased sharply across racial and ethnic groups during 2018 midterm elections

% of eligible voters who say they voted, by midterm election year



Trump's impact on the Latino vote is more difficult to gauge ...but UCLA's study of 362 Latino precincts (where 80% of registered populations were Latinos) in two Florida counties found a 53% increase in ballots cast.

VIII. FLORIDA %CHANGE IN BALLOTS CAST (2014 V. 2018) BY % LATINO VOTERS IN PRECINCT (BROWARD & MIAMI-DADE COUNTIES)



Source: 2018 Mid Term Elections and the Latino Vote. https://latino.ucla.edu/wp-content/uploads/2018/11/UCLA-LPPI-6-State-2018-Midterm-Election-Report_V3.pdf

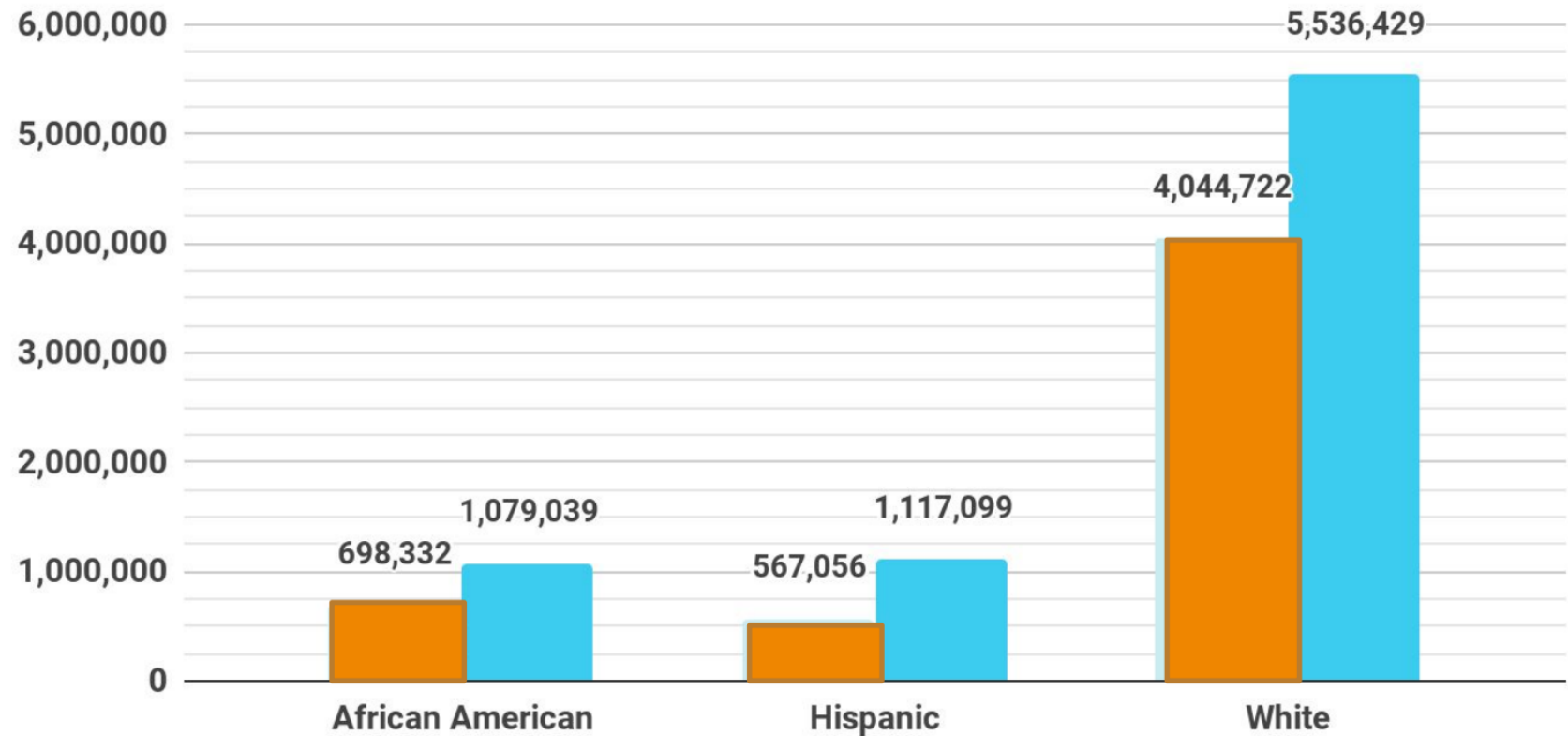


Recent Florida Democrats study shows that voter turnout increased across all groups especially among Latinos. These figures, however, show that Latinos are not being drawn into the party.

2014 2018

Turnout Increase
2018 vs. 2014

African American Dems	+ 54.52%
Hispanic Dems	+ 97.00%
White Dems	+ 36.88%



FL DEMS

In All Important Florida, Democrats Lose Ground With Hispanic Voters

Submitted by [Simon Rosenberg](#) on 11/9/18

In an election where Democrats had one of their [best years ever](#) with Hispanic voters across the country, Florida Democrats saw their Hispanic numbers decline. Nationally, Democrats went from 62-36 (26 pts) in 2014 to 69-29 (40 pts) this election. In Florida, Democrats went from 58-38 (20 pts) in 2014 to 54-44 (10 pts) this year. If both Gillum and Nelson end up losing, this significant underperformance with Hispanic voters will have played a major role.

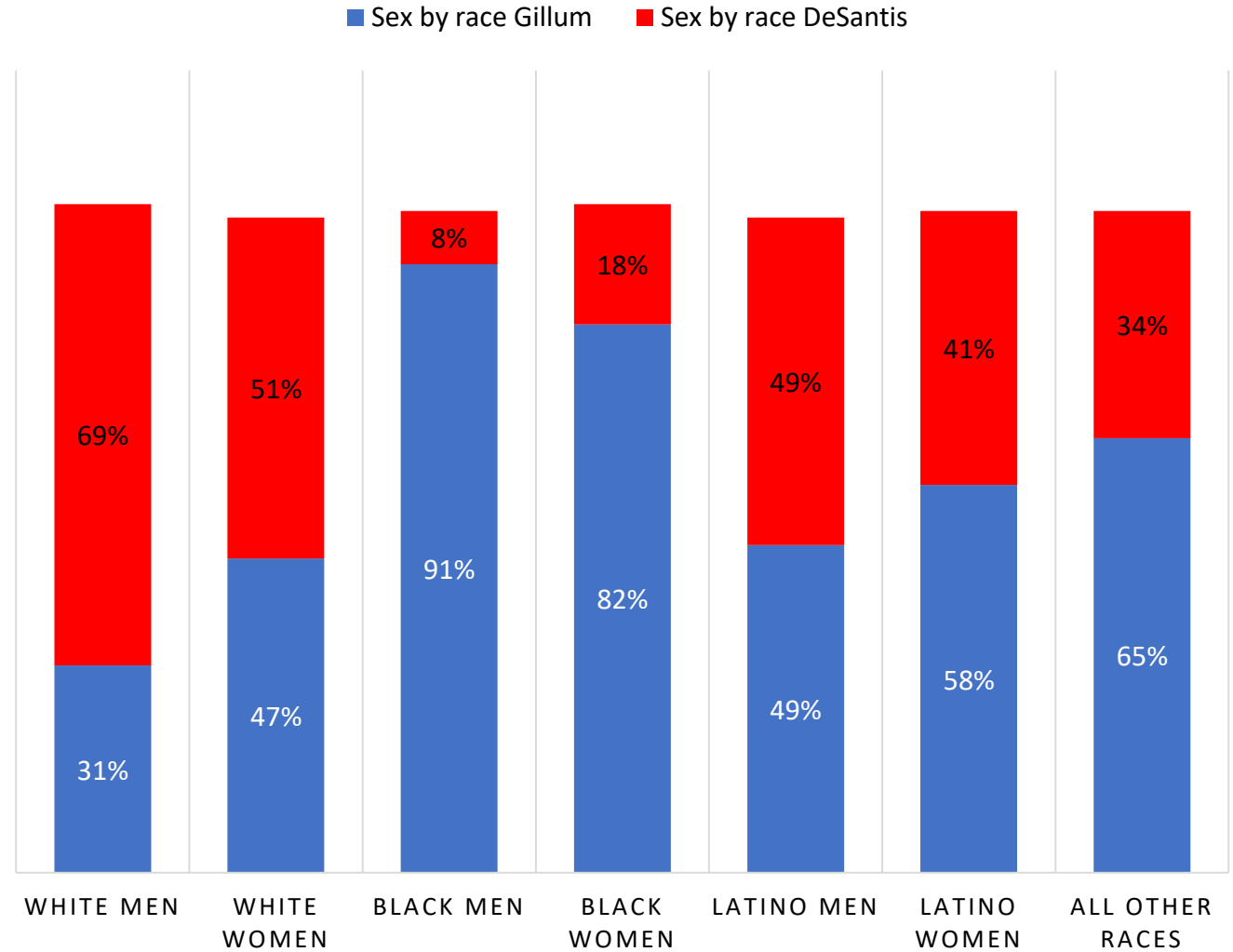
Florida Latino Vote					
Year	Share	D Vote	R Vote	Difference	Latino Reg
2018	15%	54%	44%	10%	16.4%
2016	18%	62%	35%	27%	15.7%
2014	13%	58%	38%	20%	14.6%
2012	17%	60%	39%	21%	13.9%

The growth of the Hispanic share of the electorate from 2014 to 2018 from 13% to 15% can be attributed entirely to registration growth, not better turnout operations. And we know from registration data that very few of these new potential voters registered as Republicans. So this growth we saw should have made the Hispanic electorate more Democratic, not less.

Controversial Florida Exit Polls revealed worrisome numbers

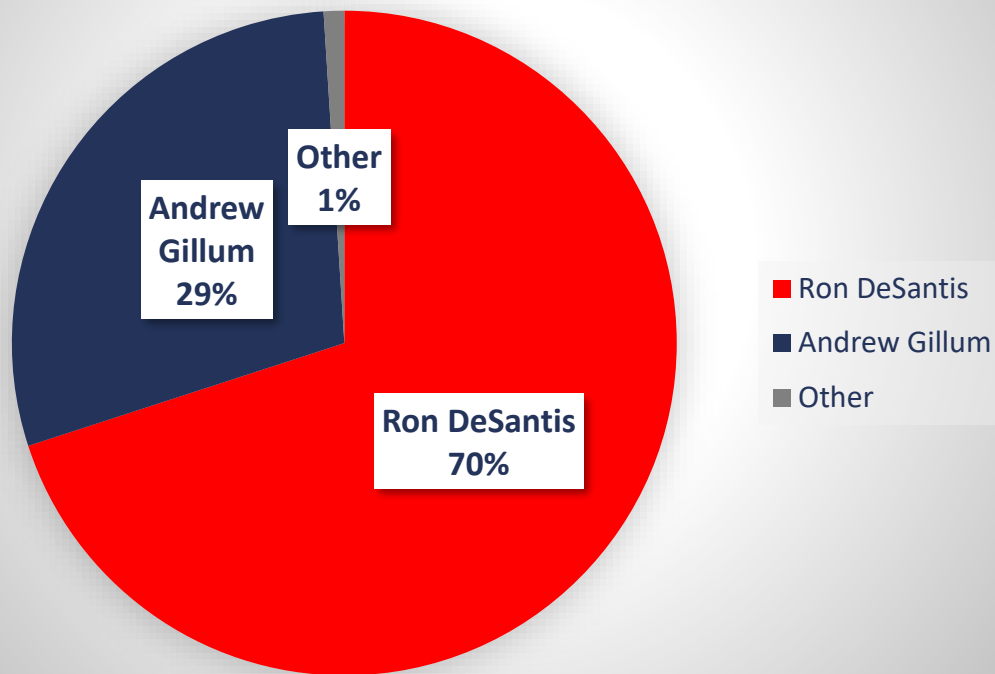
Nearly 50% Hispanic men and 41% of Hispanic women appear to have voted Republican (for DeSantis).

CBS NEWS FLORIDA EXIT POLL SEX BY RACE



Recent survey on Cuban Americans shows that Cuban Americans voted overwhelmingly Republican for Governor and Senate. Did Southeastern Florida Latinos vote on policy issues vs. the candidate? It's not clear on how Latinos voted in congressional races where Democrats flipped two seats that were heavily Hispanic.

Cuban American Vote for Governor (November 2018)



<https://cri.fiu.edu/research/cuba-poll/2018-fiu-cuba-poll.pdf>

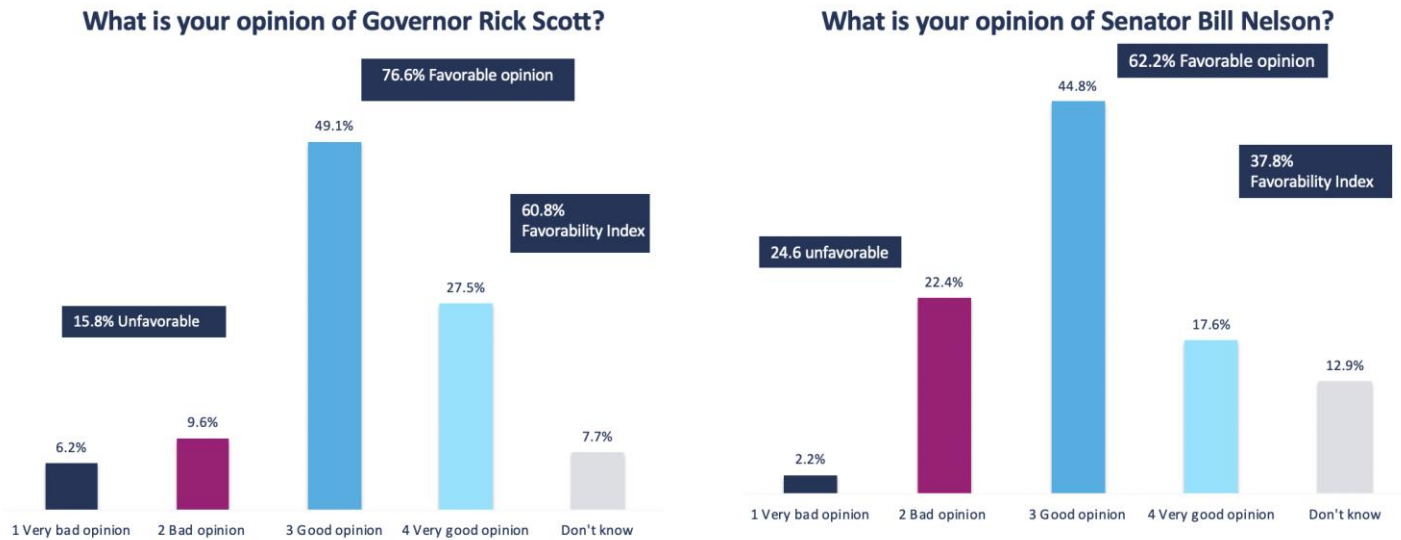
★ REPRESENTATIVE IN CONGRESS, DIST. 25		View Contest Detail	
Precincts Reporting: 100%		Percentage	Votes
REP	Mario Diaz-Balart	60.30%	80,846
DEM	Mary Barzee Flores	39.70%	53,223
			134,069

★ REPRESENTATIVE IN CONGRESS, DIST. 26		View Contest Detail	
Precincts Reporting: 100%		Percentage	Votes
REP	Carlos Curbelo	48.31%	96,371
DEM	Debbie Mucarsel-Powell	51.69%	103,126
			199,497

★ REPRESENTATIVE IN CONGRESS, DIST. 27		View Contest Detail	
Precincts Reporting: 100%		Percentage	Votes
REP	Maria Elvira Salazar	45.76%	115,588
DEM	Donna Shalala	51.76%	130,743
NPA	Mayra Joli	2.48%	6,255
			252,586

<http://results.enr.clarityelections.com/FL/Dade/91423/Web02.222611/#/>





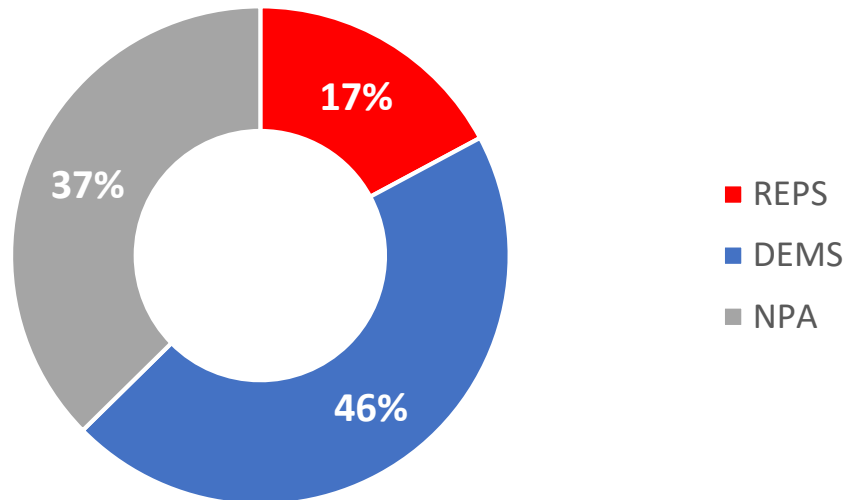
Source: ICR, Puerto Ricans in Florida Survey, June 2018

- Two polls, (ICR/FIU and the Hispanic Federation) found that in the Senate Race Republican Rick Scott developed greater name recognition and favorability than incumbent Senator Bill Nelson.
- Did name recognition and favorability turn into Puerto Rican votes for Scott? More research is needed to know what really happened.

Puerto Ricans appear to not have met registration expectations and post election speculation suggests that *many may have voted Republican*, especially in Senate contest. <https://floridapolitics.com/archives/285356-rick-scott-pollsters-show-strong-hispanic-support-helped-victory>
 We need to look deeper and find out if they did not register. Did they split the vote?

How did Puerto Ricans vote?

Voter Registration Puerto Ricans in Florida



<https://www.orlandosentinel.com/politics/os-ne-hispanic-puerto-rican-voter-turnout-20181121-story.html>

Some analysts noted that only about 27% of Puerto Ricans voted early in the November 2018 elections.

An analysis of Scott's outreach to the Puerto Rican community shows that his effort paid off.

In six heavily Puerto Rican precincts in Osceola County shows Scott's success.

In one area, Scott secured about 250 votes more than fellow GOP candidate DeSantis.

<https://www.wftv.com/news/local/puerto-ricans-helped-decide-florida-s-election-just-not-the-way-most-thought-it-would/876698084>

Less is known about other Latino subgroups in Florida and how they voted in 2014, 2016 and 2018. Affecting how they may vote in 2020 is an immediate Democratic task.

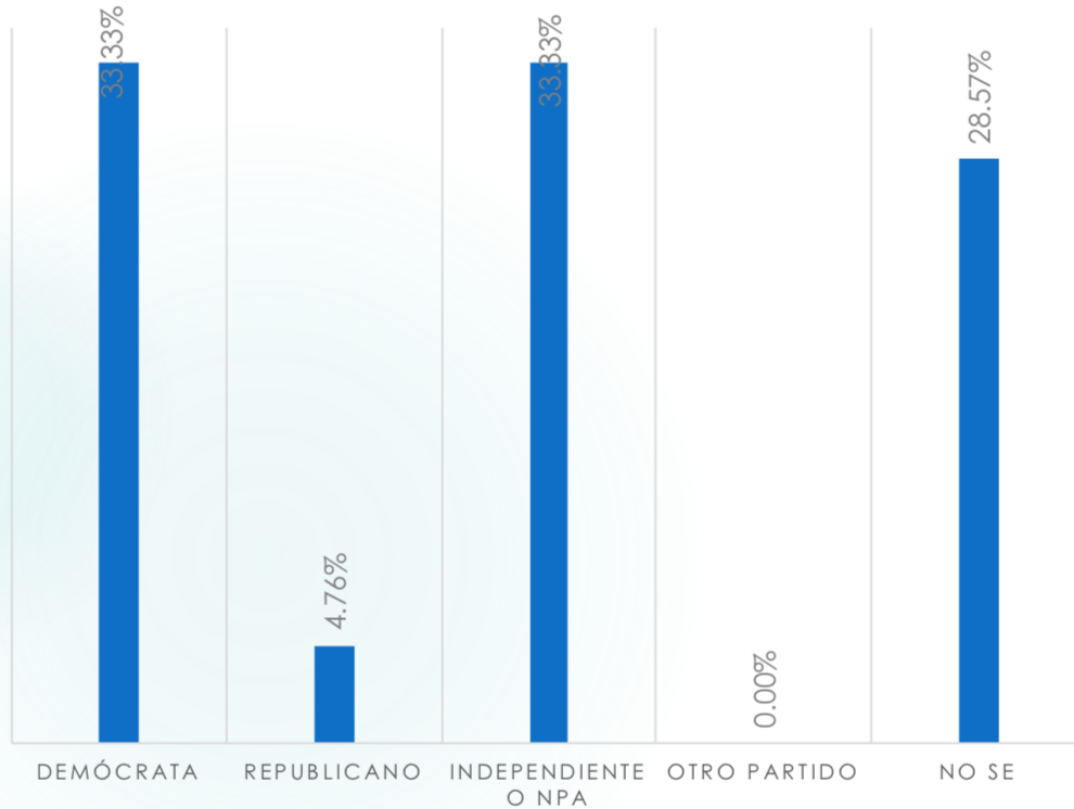
- In 2014 and 2016, in some areas with heavy Colombian and Venezuelan presence Latinos voted overwhelmingly Democratic (Doral)
- In 2018, ICR polls showed that the same areas voted Republican. Venezuelans increasingly identify with Senator Rubio and President Trump as a result of policy toward Nicolas Maduro, the recognition of Juan Guaidó, and even the threat of military action.
- Even less is known about how Nicaraguans, Dominicans, and how other South Americans may have voted.
- Given closeness of electoral outcomes, each subgroup is significant.



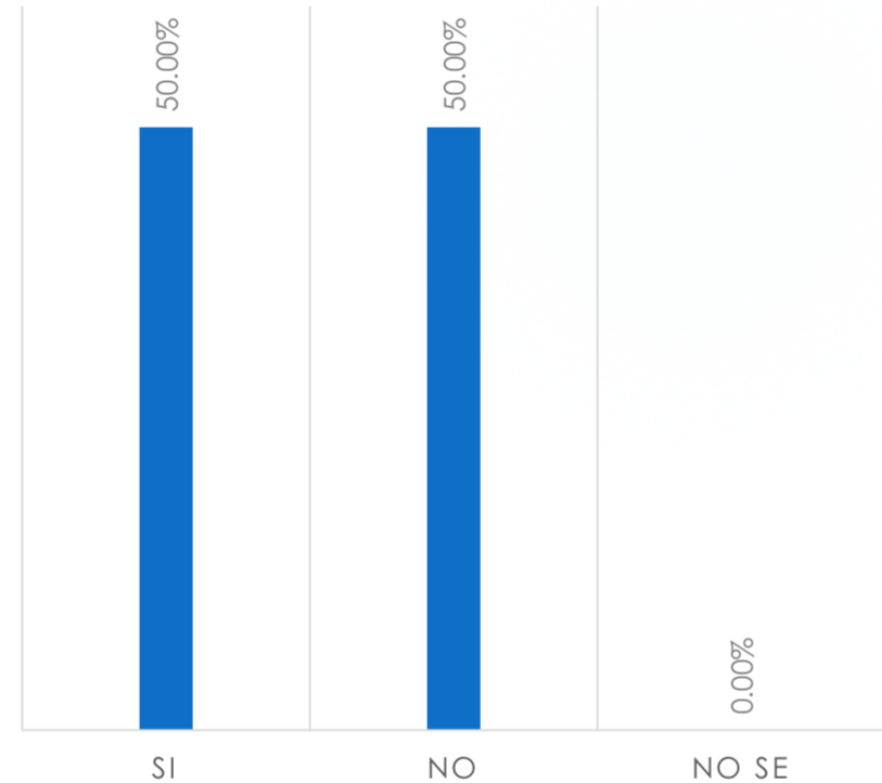
¿Republicanos, Demócratas o independientes?



Si se ha inscrito para votar, ¿se inscribió como Demócrata, Republicano, Independiente, u otro partido?



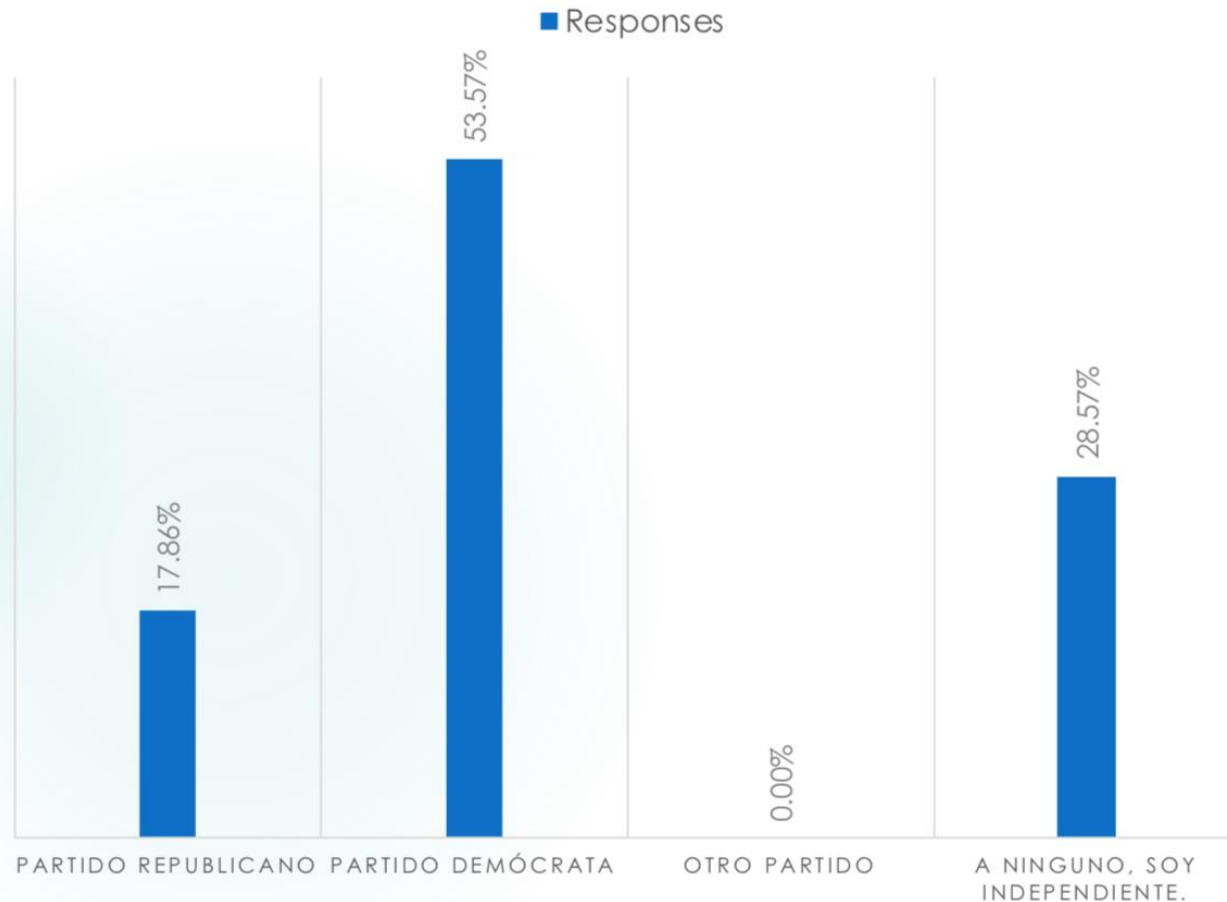
¿Está usted inscrito para votar en los Estados Unidos?



Proximidad partidaria hoy



Hoy día, se considera usted más próximo(a) al:



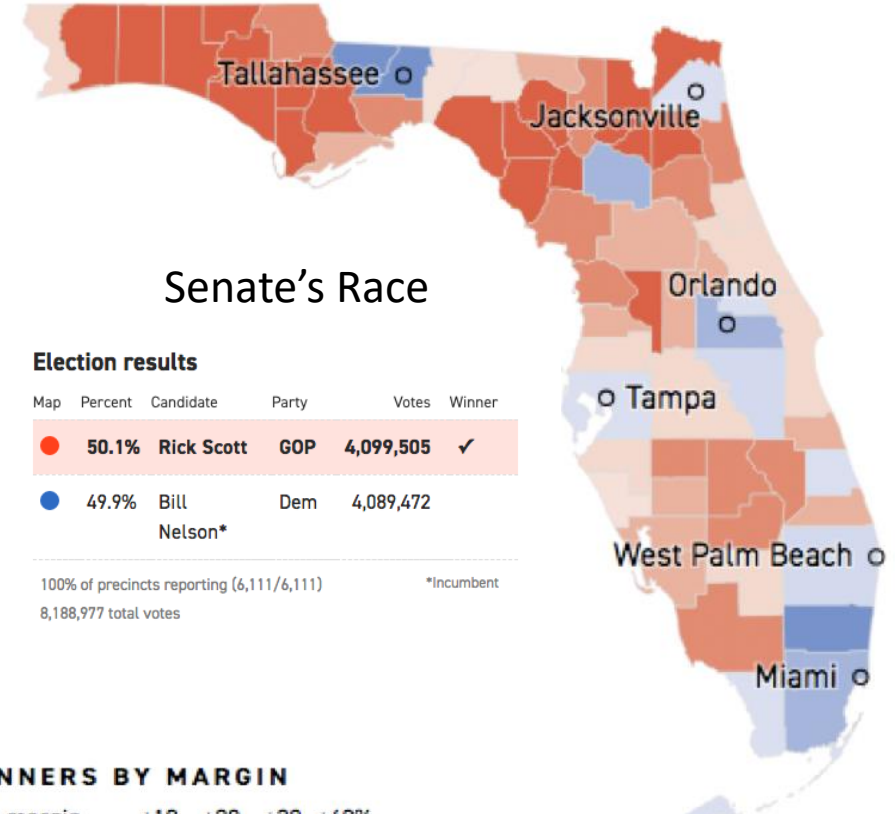
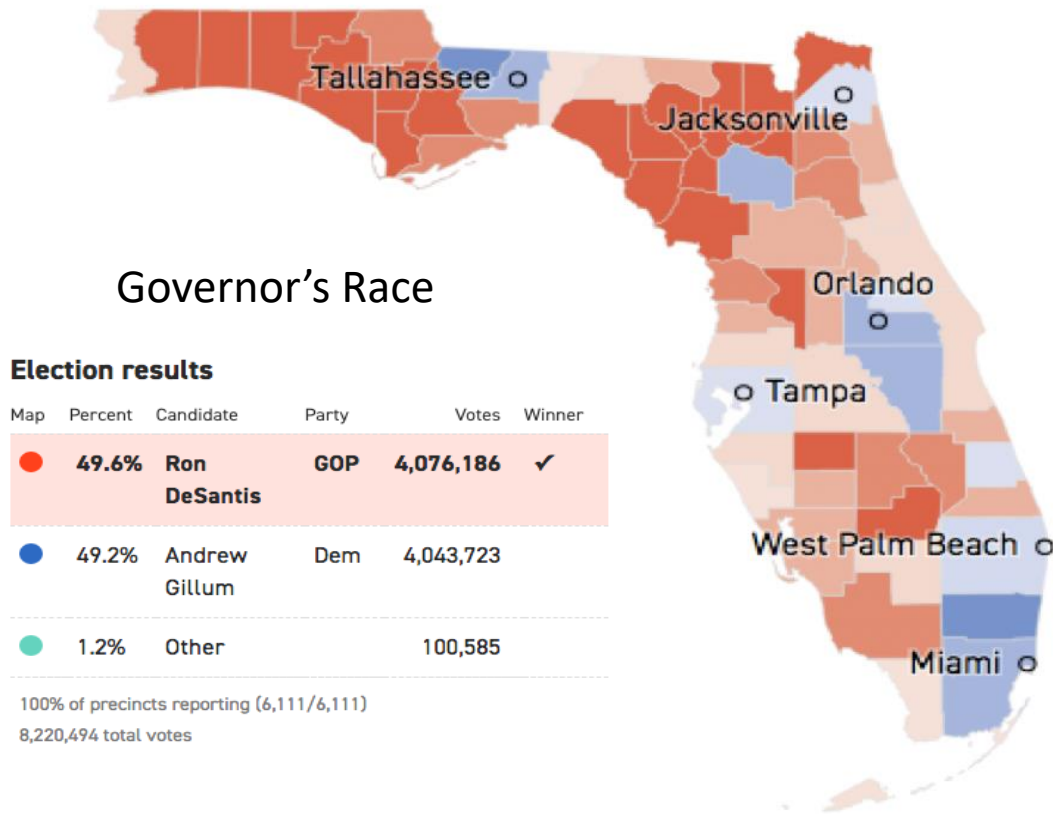
Me siento más cercano al Partido Republicano por que es el partido que tiene el poder y por lo tanto tiene mejores opciones de resolver el problema venezolano.

Empresario venezolano

Antes (los partidos políticos venezolanos) estábamos más cercanos al partido Demócrata. Pero hoy, no me siento representando por ninguno de los dos. Mantengo la distancia.

Miembro de organización política del exilio

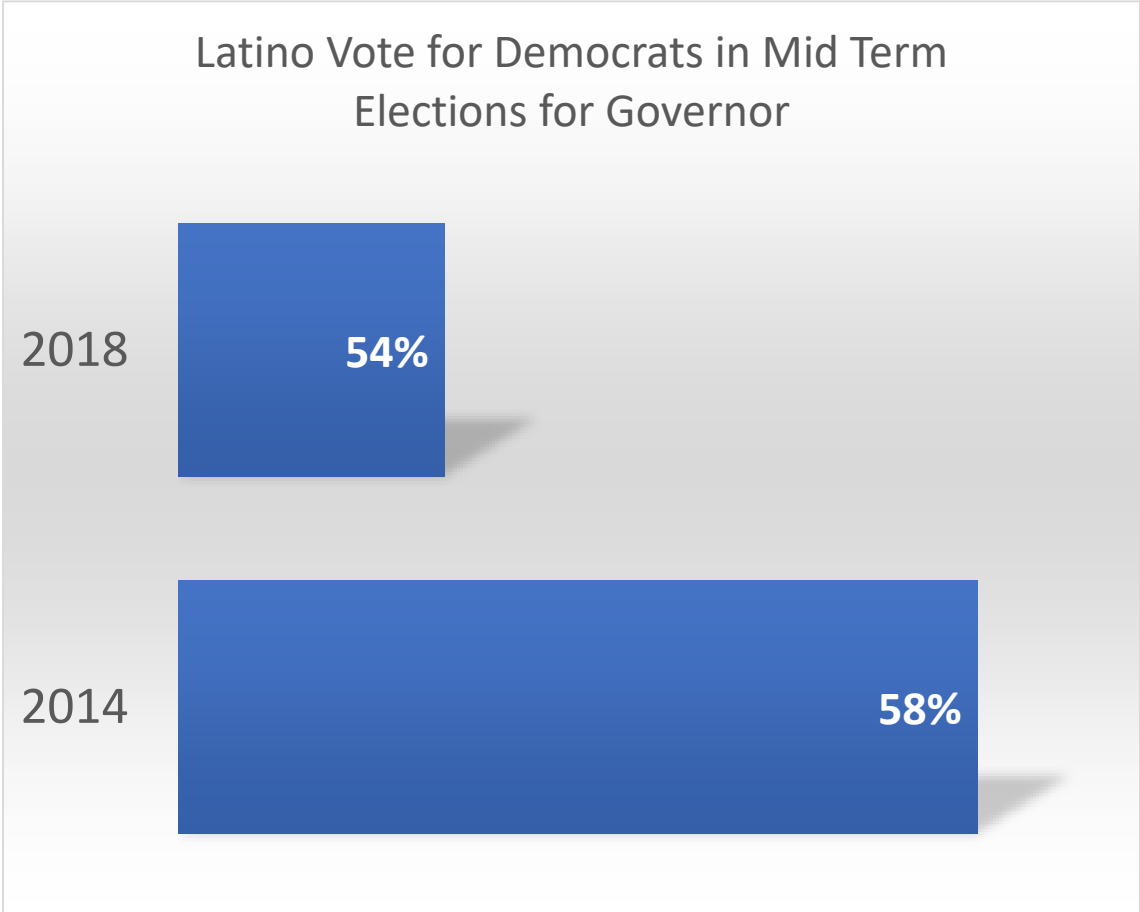
Margins of victory throughout the state reveal that Latino votes could make a significant difference, especially in the 16 counties where they concentrate. Focus should be where Democratic margins of victory were under 10%.



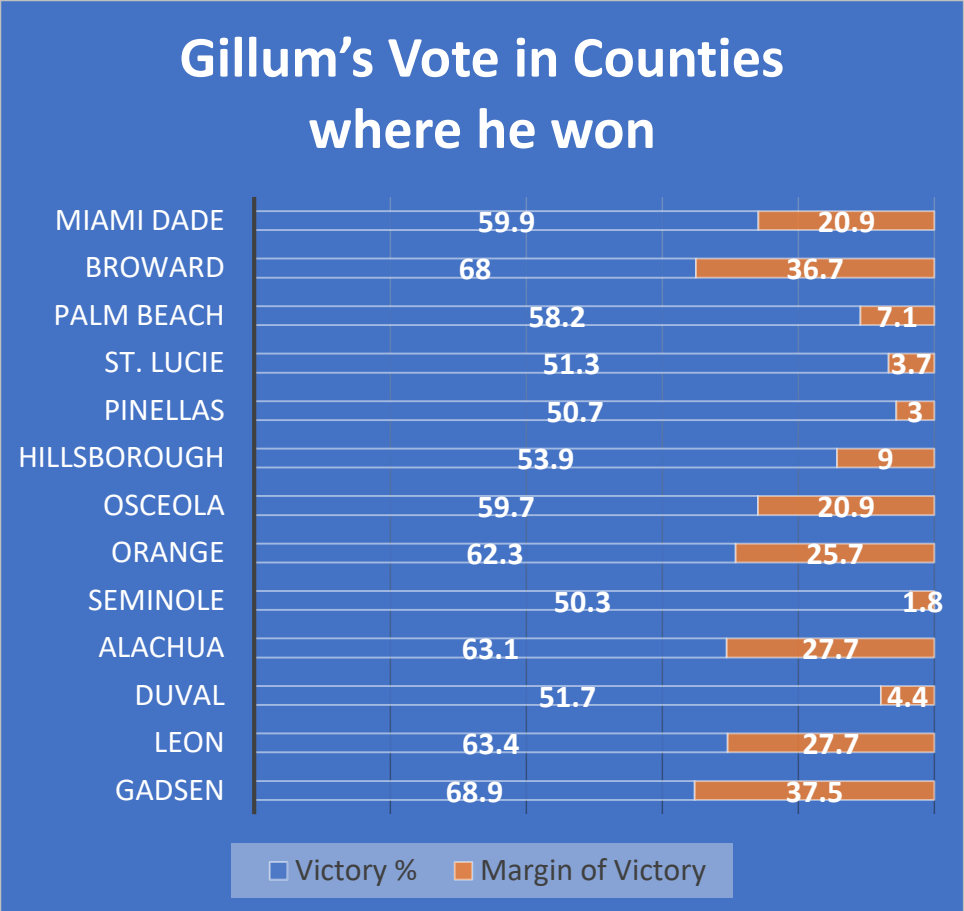
Source: Politico Magazine



2018 Governor's race shows just how mixed results were. Democrats lessened Republican margins; Gillum squeaked by in a few counties with significant Latino presence such as Duval, Palm Beach and Hillsborough and he won in only 13 of 67 counties. At the same time, in comparison to 2014 Governor's race, Latino vote for Democrats faded.*



Source: http://www.pewhispanic.org/2014/11/07/hispanic-voters-in-the-2014-election/ph_2014-11-07_latino-vote-midterms-03/



Source: ICR calculations based on data from Florida Division of Elections



* Donald Trump's impact on the Latino vote in Florida is a subject of great debate.

Donald J. Trump
@realDonaldTrump

Follow

Not only did Congressman Ron DeSantis easily win the Republican Primary, but his opponent in November is his biggest dream....a failed Socialist Mayor named Andrew Gillum who has allowed crime & many other problems to flourish in his city. This is not what Florida wants or needs!

5:00 AM - 29 Aug 2018

Florida Gubernatorial Race

DeSantis

Andrew Gillum

Never had a job

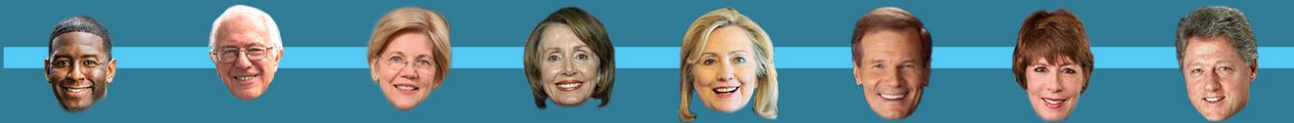


Dropped out of a black college at age 23.

Yale pro-Muslim Socialist Supported by Soros, Fonda and Bernie Sanders.

Tallahassee became "The Most Violent City in Florida" while Gillum was mayor.

HOW RADICAL IS ANDREW GILLUM?



SOCIALIST

RADICAL

MODERATE

Comrade Gillum

This image
circulated
widely
among Miami
Dade
Hispanics



If you are going to have a debate in Florida, please mention Latin American issues that affect our electorate.



Lessons

Start Early

“Rick Scott started in March on Spanish TV and on Spanish radio, appealing to Latino voters. I think that made a big difference.”
Marcos Vilar

Representation Matters

“She was on the campaign for two months. And she spent, I think, a month and 3 1/2 weeks of those two months in Miami-Dade County, going to any possible event she could to let folks know that she was on the ticket.”
Christian Ulvert on Republican Candidate Jeannette Nuñez.

Policy Nuances within Latino Subgroups

“Embracing more progressive policies may not intersect as well with Florida's Hispanic electorate as many analysts from outside of Florida might think.”
Giancarlo Sopo

- Engagement with Latino Voters must be at every level
 - Start Early
 - Learn the lessons from our own party (Obama) and from Republicans in 2018.
 - Establish direct, frequent and innovative contact with Hispanic voters
 - Improve voter registration and GOTV efforts aimed at Latinos
 - Take advantage of every opportunity to engage Latinos
- Representation Matters
 - Identify good Latino candidates that represent Latino communities.
- Understand policy nuances and how they affect Latino subgroups
 - All Latinos in Florida do not identify with progressive agenda, especially in Miami-Dade and Broward where most Latino registered voters reside.
 - Develop appropriate messaging to Latinos (Democrats, Republicans and NPAs).
- Study Florida Latinos often and in depth
 - Secure quality (quantitative and qualitative) research to inform and adjust strategy at every level: state, county, city, precinct, etc.
 - Research must focus on both micro and macro data.
- Don't divide efforts
 - Numerous Latino efforts are ongoing across state
 - Avoid Latin American opposition syndrome and remain united in efforts.

