



What Happened in 2018?



Rick Scott – unseated Bill Nelson by 10k votes

- Visited PR 8 times
- Appointed Cuban-American LT Gov
- Visited Cuban Strongholds (Hialeah)
- Solidarity towards Venezuelan Exiles in 6 separate events

Ron Desantis – 66% of the Cuban vote/ 33% Gillum

- Cuban Heritage
- Appointed Cuban-American LT Gov
- Communications Strategist Giancarlo Sopo - “The Message that Gillum is a **socialist** worked”

The Cuban Vote is Changing

FIU professor Dario Moreno “It used to be 70 or 80 percent Republican. Not any more. Now it’s between 50 and 60 percent, depending on the candidate.”

Andrew Gillum Hispanic Outreach



Republican Top consultant to Florida's new House speaker, Jose

Oliva. <https://www.politico.com/magazine/story/2018/12/04/democrats-hispanic-voters-2020-222751>

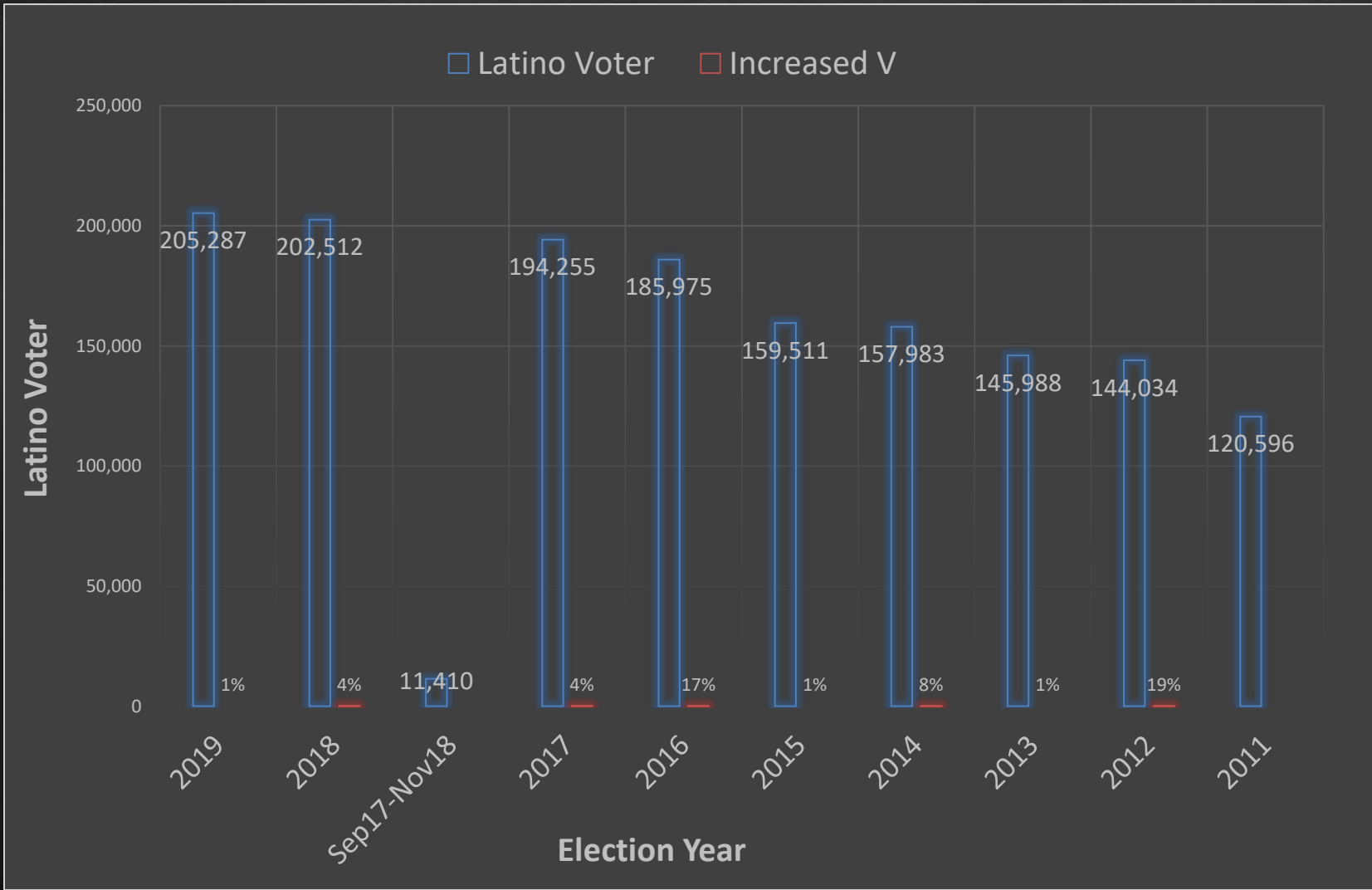
- “Gillum’s most glaring problem with Hispanic outreach was his **late start**. His **underfunded campaign** in the late-summer Democratic primary focused mainly on white liberals and African-Americans, and his upset victory left him virtually **no time to hire staff to launch a Hispanic strategy for the fall**.
- Christian Ulvert, his director for Spanish-language media, joined the campaign just two weeks before absentee ballots were mailed out. “**We had no infrastructure**,” Ulvert says. “And honestly, Democrats have been playing catch-up on Hispanic outreach for two decades, because **Republicans have invested in it**. You can’t close that gap overnight.”

What Needs to Change?



- Roberto Rodriguez Tejera, a Miami talk-radio host, says “it’s often hard to find **bilingual Democratic politicians** and surrogates who will come on the air.”
- Annette Taddeo, a Democratic state senator from the Miami, said “I’m sick and tired of being **the only Democrat who shows up** at Nicaraguan events, Venezuelan events,” Taddeo says. “You can’t just show up in campaign mode; you’ve got to be present all the time.”
- “The whole ‘**communism and socialism**’ message unfortunately really scared the Venezuelan community,” says Helena Poleo, a former Miami journalist.”

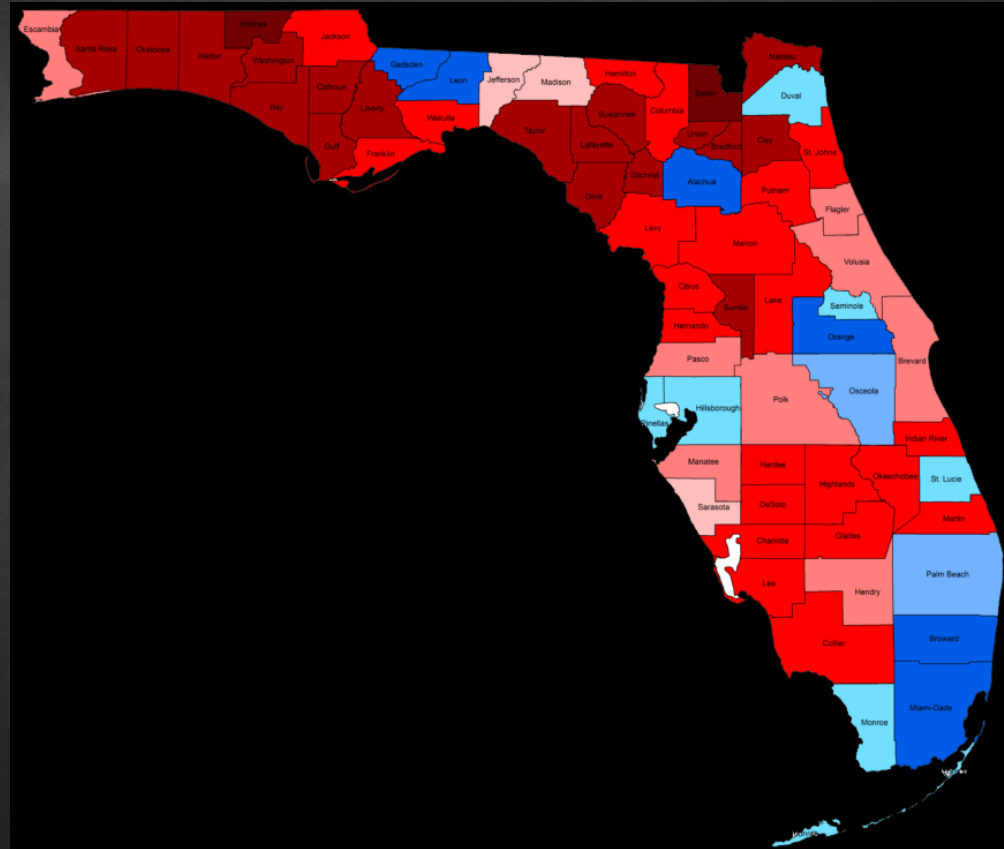
Orange Hispanic Voter Registration



The Florida Electorate



- **Latino Concentration** -Miami-Dade, Broward, Hillsborough, Orange, Osceola & Palm Beach (**64%**)
- Florida is the ultimate 50-50 swing state, the key to winning is **managing margins**.
- **Latin Voter Data** - Apart from Cuban Americans and Puerto Ricans, **data is scarce** about how other subgroups register and vote

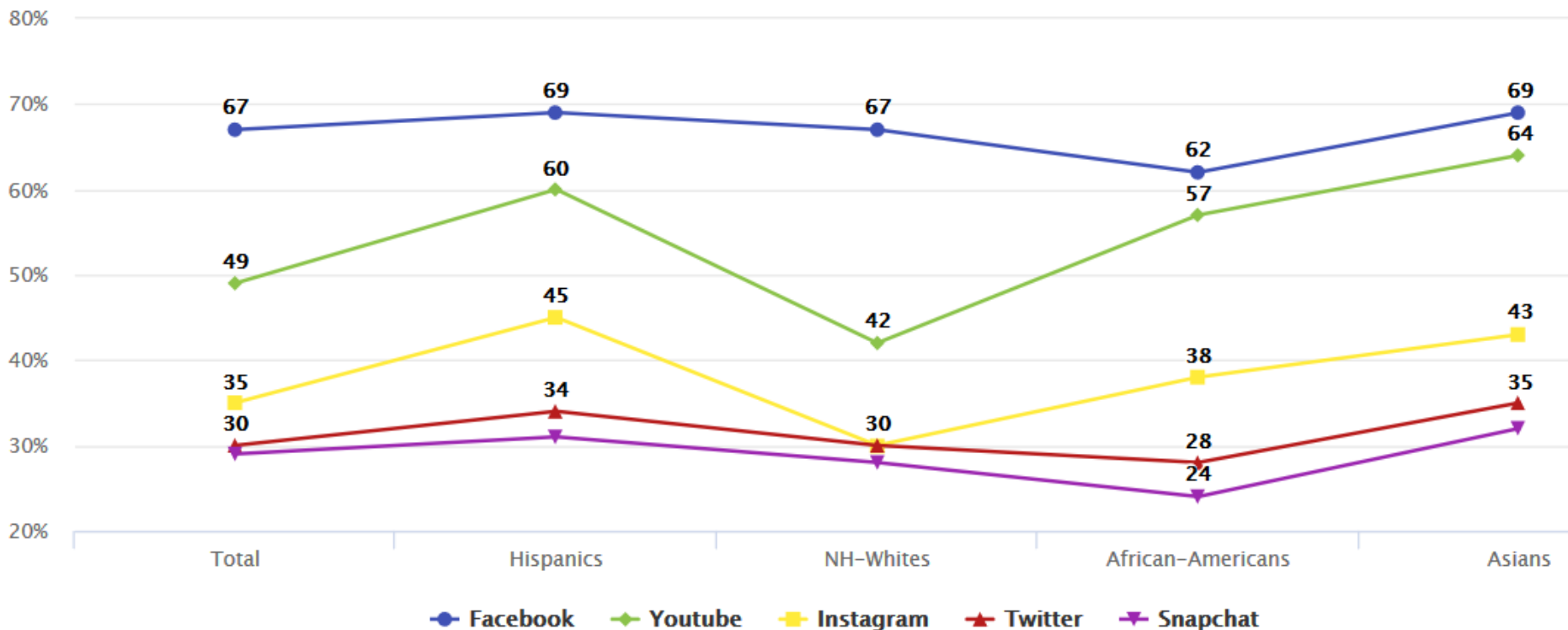


Social Media & Digital Usage in 2018



- “Hispanics depend heavily on their **smartphones** to keep them connected to family and friends, to research brands, and to make purchases” <https://thinknowresearch.com/blog/new-report-social-media-digital-usage-in-2018/>

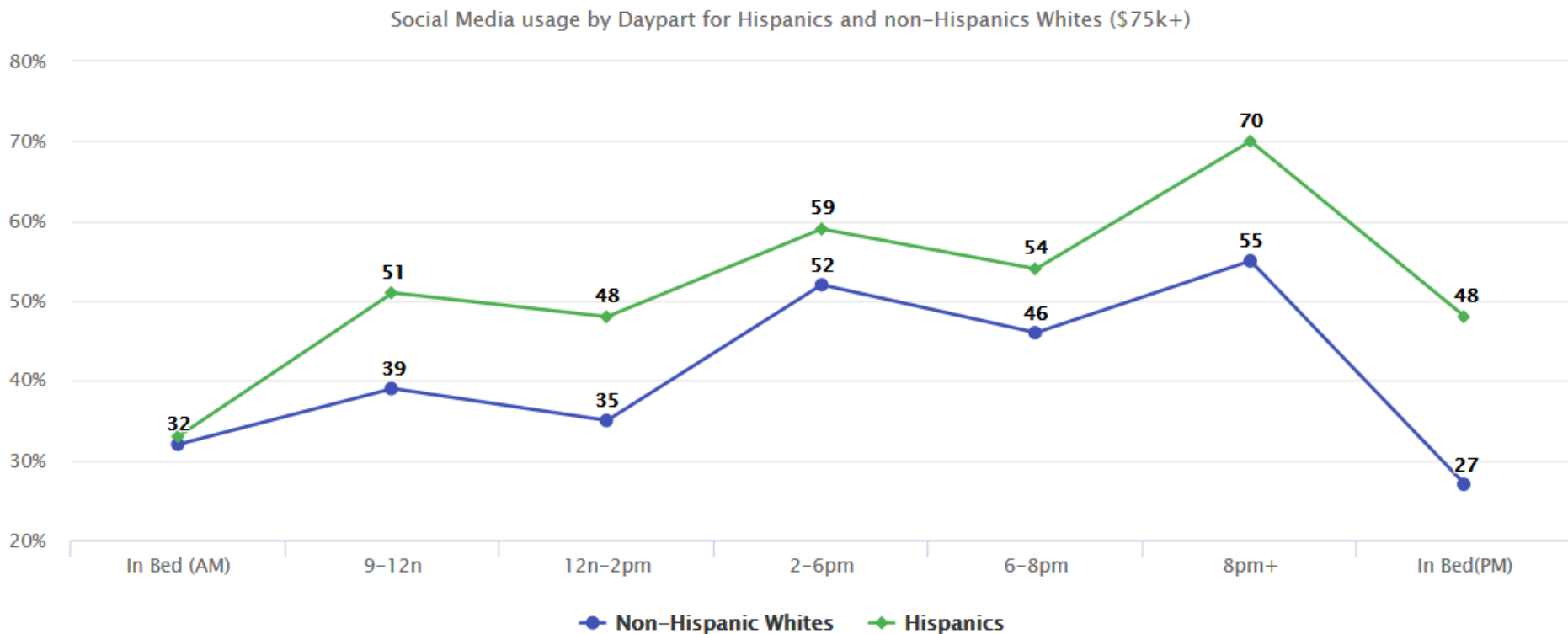
Top Five Social Media Platforms by Ethnic/Racial Group and Total



Social Media Usage by Daypart in 2018



- The highest daypart for social media usage in Primetime (**8pm+**) <https://thinkknowresearch.com/blog/new-report-social-media-digital-usage-in-2018/>

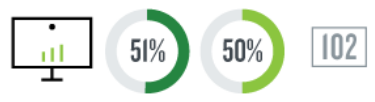


Latina Technology Usage in 2017

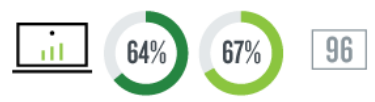


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Hispanic to
Non-Hispanic
White Women

DESKTOP COMPUTER

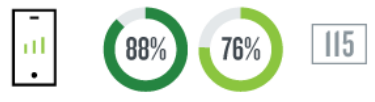


LAPTOP COMPUTER OR NOTEBOOK



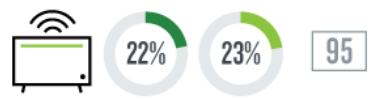
SMARTPHONE

(iPhone, Galaxy, etc.)



SMART TV

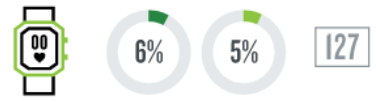
(Internet capable television) (Household)



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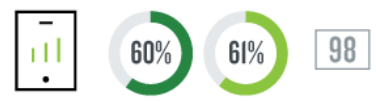
SMART WATCH

(Apple Watch, Samsung Gear, etc.) (Household)



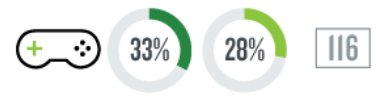
TABLET

(iPad, Galaxy Tab, Kindle Fire, etc.)



VIDEO GAME SYSTEM

(PlayStation, Xbox, etc.) (Household)



■ Hispanic Women 18+
■ Non-Hispanic White Women 18+

- Smartphones are the mobile device of choice for Hispanic women
- Latinas' spend **22** hours each week watching videos and using apps or the Internet on their smartphones

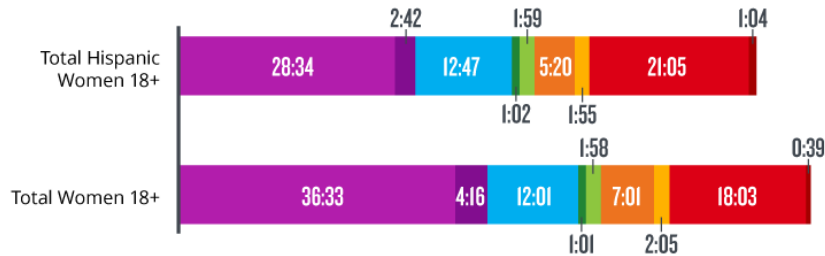
Read as: Fifty-one percent of Hispanic women 18 and over say they own a desktop computer, which is 2% more likely than non-Hispanic White women of the same age.

Source: Nielsen Scarborough Hispanic DST Multi-Market 2016 Release 2 Total (August 2015-November 2016).
Base: Total Women 18+ Projected.

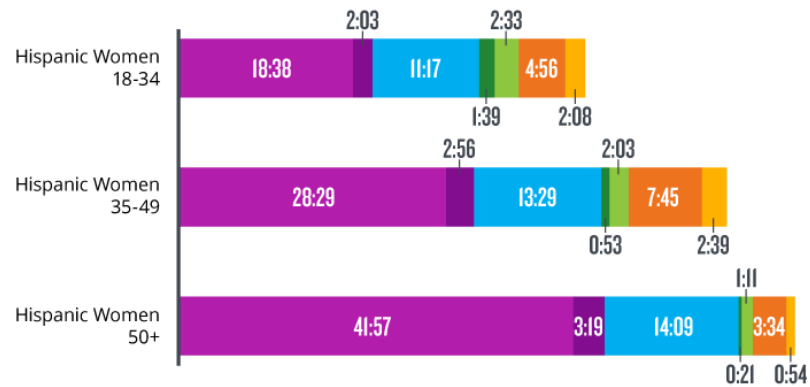
Latinas' Weekly Time Spent on a Device



HISPANIC WOMEN AND TOTAL WOMEN



HISPANIC WOMEN BY AGE



- Live + DVR/time-shifted TV*
- DVR/Time-shifted TV*
- AM/FM Radio**
- Game Console*
- Multimedia Device*
- Internet on a PC**
- Video on a PC**
- App/Web on a Smartphone***
- Video on a Smartphone***

- Latinas of all ages spend most of their time watching **TV**.
- Hispanic women **50+** spend more time watching Live and DVR TV, as well as listening to AM/FM radio.
- Latinas ages **35-49** spend more time using the Internet and watching video on PCs.
- Latinas age **18-34** spend more time than all other age groups on multimedia devices.

* Source: Live+DVR/Time-shifted TV, DVR/Time-shifted TV, DVD/Blu-Ray Device, Game Consoles, Multimedia Devices 09/26/2016 - 12/25/2016 via Nielsen NPOWER/National Panel.

** Source: 12/31/15-11/30/16 via RADAR 132, PC 10/01/2016 - 12/31/2016 via Nielsen Netview and Nielsen VideoCensus.

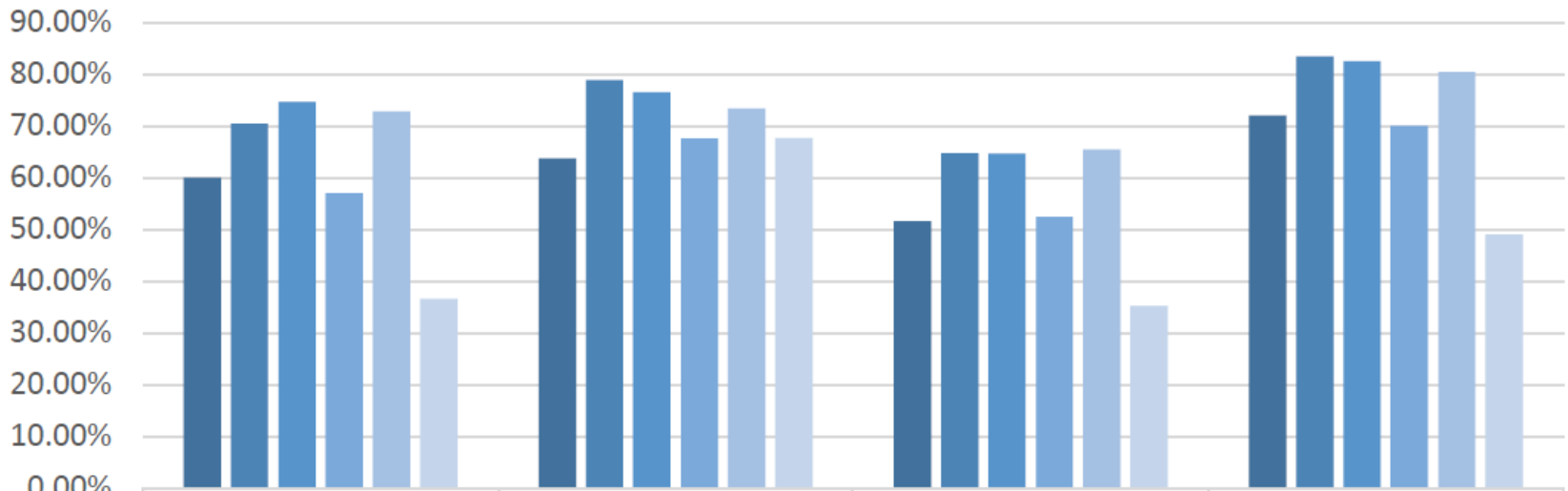
*** Source: Mobile 10/01/2016 - 12/31/2016 via Nielsen Electronic Mobile Measurement. Panelists are recruited online and in English, and as such, have limited representation of non-English speaking panelists.

Outreach by Race 2018



Outreach By Race

Turnout Slate Cards Canvass Texts Phone Robocalls



	Asian	Af Am	Hispanic	Caucasian
Turnout	60.01%	63.73%	51.58%	72.07%
Slate Cards	70.45%	78.92%	64.75%	83.47%
Canvass	74.64%	76.55%	64.67%	82.47%
Texts	57.06%	67.57%	52.46%	70.02%
Phone	72.81%	73.36%	65.49%	80.45%
Robocalls	36.55%	67.65%	35.25%	49.07%

VBM Impact by Race 2018



VBM Impact on Turnout by Race

■ General ■ VBM

