



Winning Florida

The Importance of Central Florida and the
Puerto Rican Vote

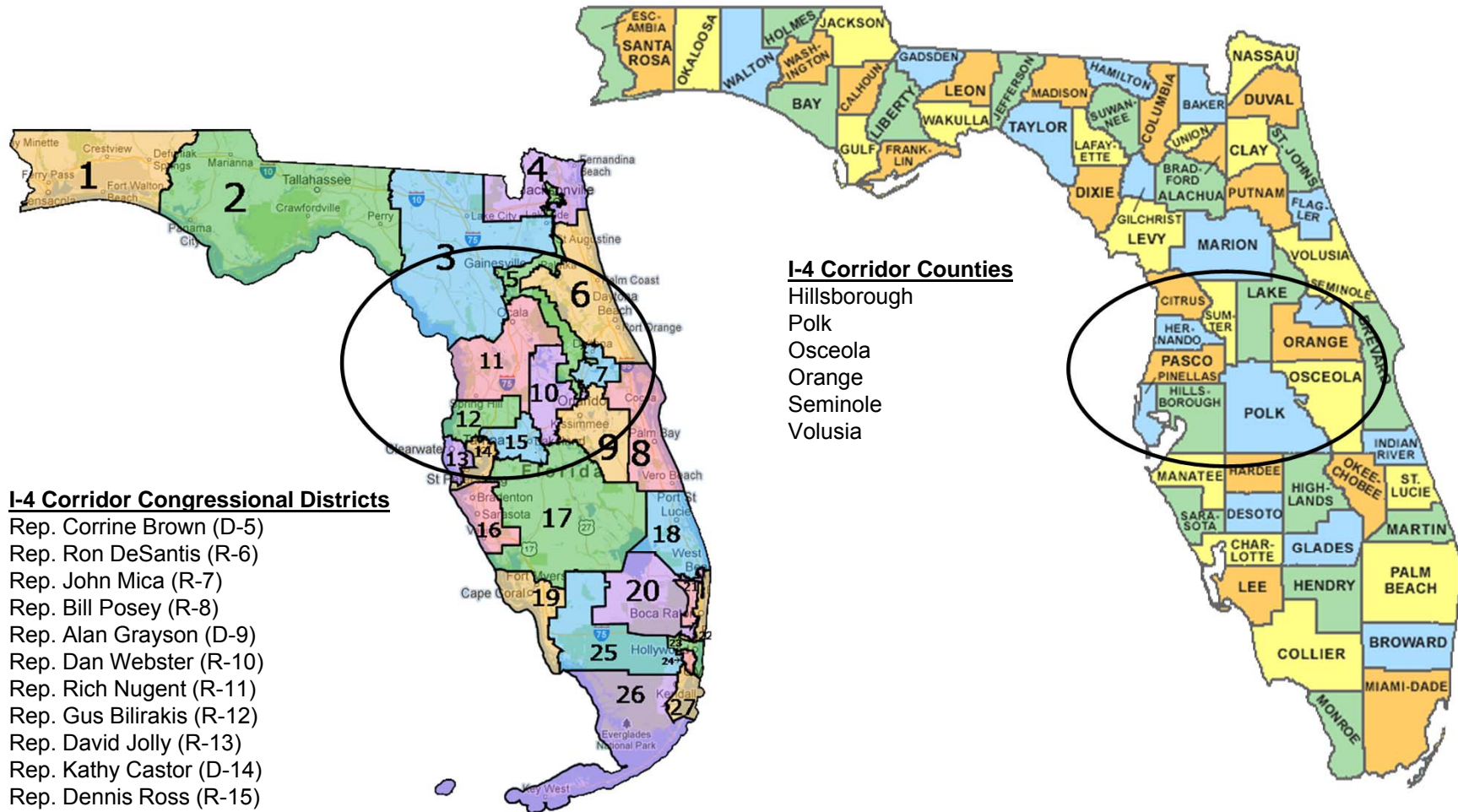
Republican Election Results

The Importance of Central Florida

- **Presidential**: As Central Florida goes, so goes Florida; as Florida goes, so goes the White House.
- **Gubernatorial**: The Republican party has held the Florida Governor's office since 1998. A majority of Central Floridians have supported the GOP candidate in each election.
- **Congressional**: The Republican party holds 8 of the 11 Central Florida congressional seats. Republicans can win in Central Florida.

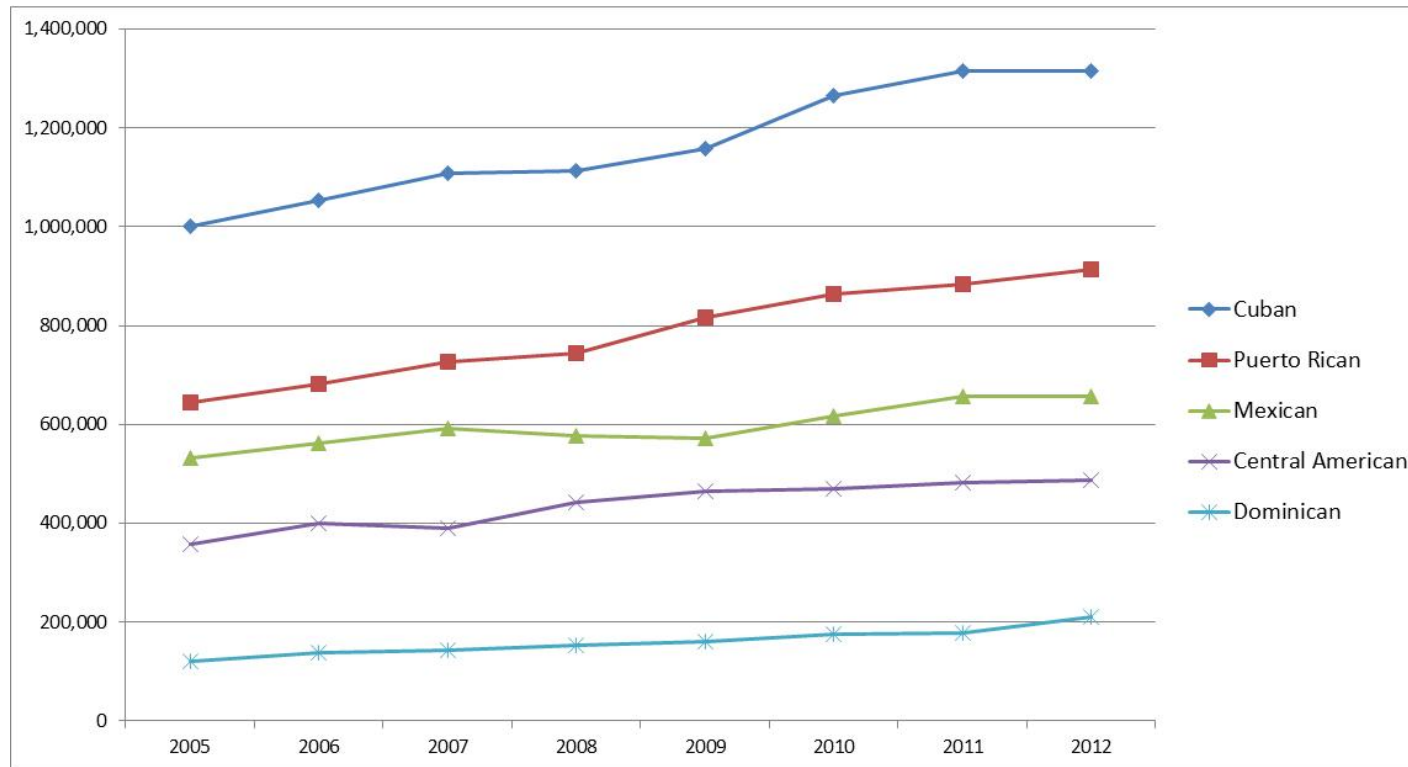
Central Florida

The Congressional Districts & Counties



Puerto Rican Population Growth in Florida

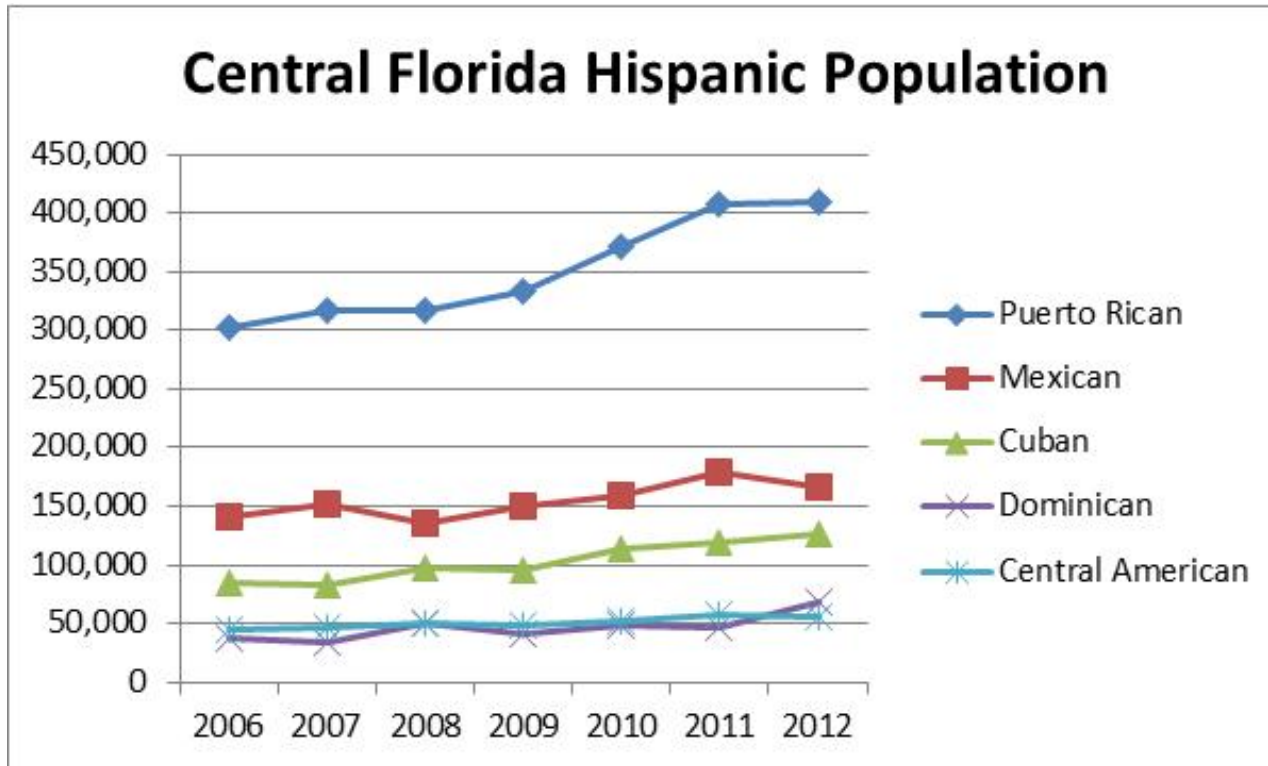
On An Upward Climb



The Puerto Rican population has increased since 2005 and is projected to continue to grow.

Puerto Rican Population Growth in Central Florida

A Sharp Increase Since 2006



Puerto Ricans are the largest Hispanic group in Central Florida, and the population has skyrocketed in recent years.

Source: United States Census, American Fact Finder. <http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t> - 1 year and 3 year population estimations for Hillsborough, Polk, Osceola, Orange and Seminole counties.

Republican Presidential Election Results

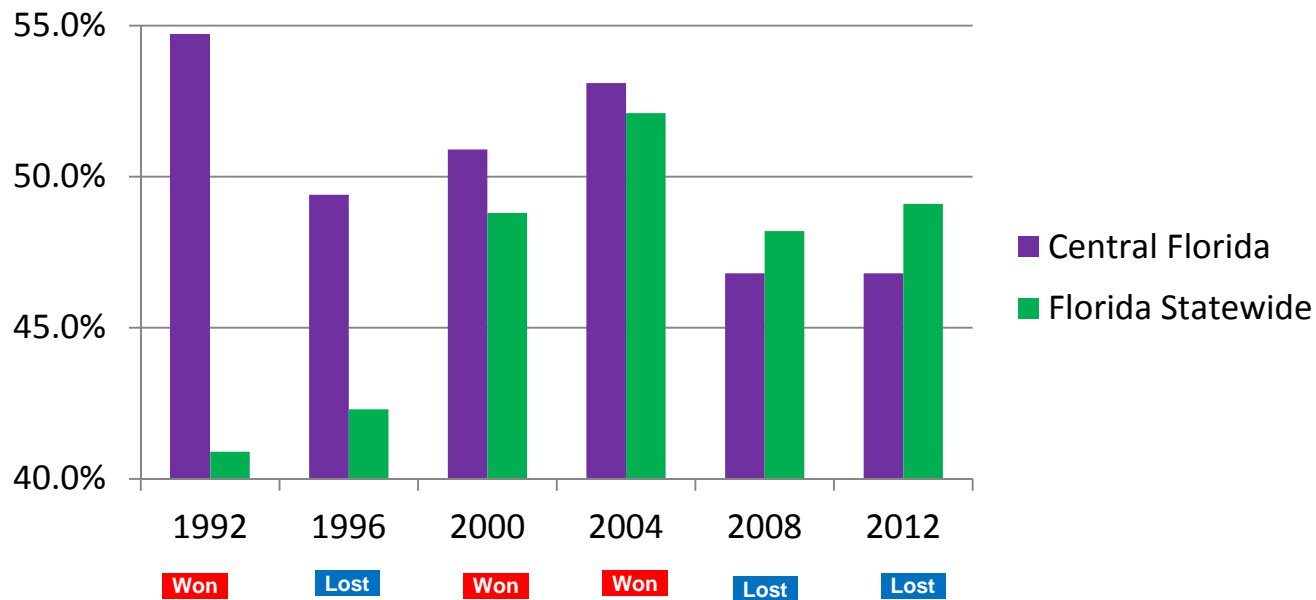
Presidential Elections in Florida Since 1992

- Governor Mitt Romney carried half of the Central Florida counties and earned just under 50% of the Central Florida vote. He lost Florida by a single percentage point.
- Senator John McCain won only two of the counties in Central Florida and 47% of the vote during the 2008 Presidential election. He ultimately lost the state by 3 percentage points.
- President George W. Bush went on to win 4 of the 6 Central Florida counties during his 2004 re-election – 53% of the vote – and won the state by 5 percentage points.
- In 2000, then-Governor George W. Bush won half of the Central Florida counties, earning 50.9% of the Central Florida vote. Had he secured a larger majority in Central Florida, he would have handily won the state.
- Senator Bob Dole carried only half of the counties in Central Florida and earned 49% of its votes in 1996. He lost the state.
- In 1992, President George H. W. Bush won 5 of the 6 Central Florida counties in his re-election bid - 55% of the vote - and won the state of Florida.

Republican Presidential Election Results

Central Florida v Statewide

Every time a Republican candidate has won at least 50% of the Central Florida vote, that candidate has won the state.

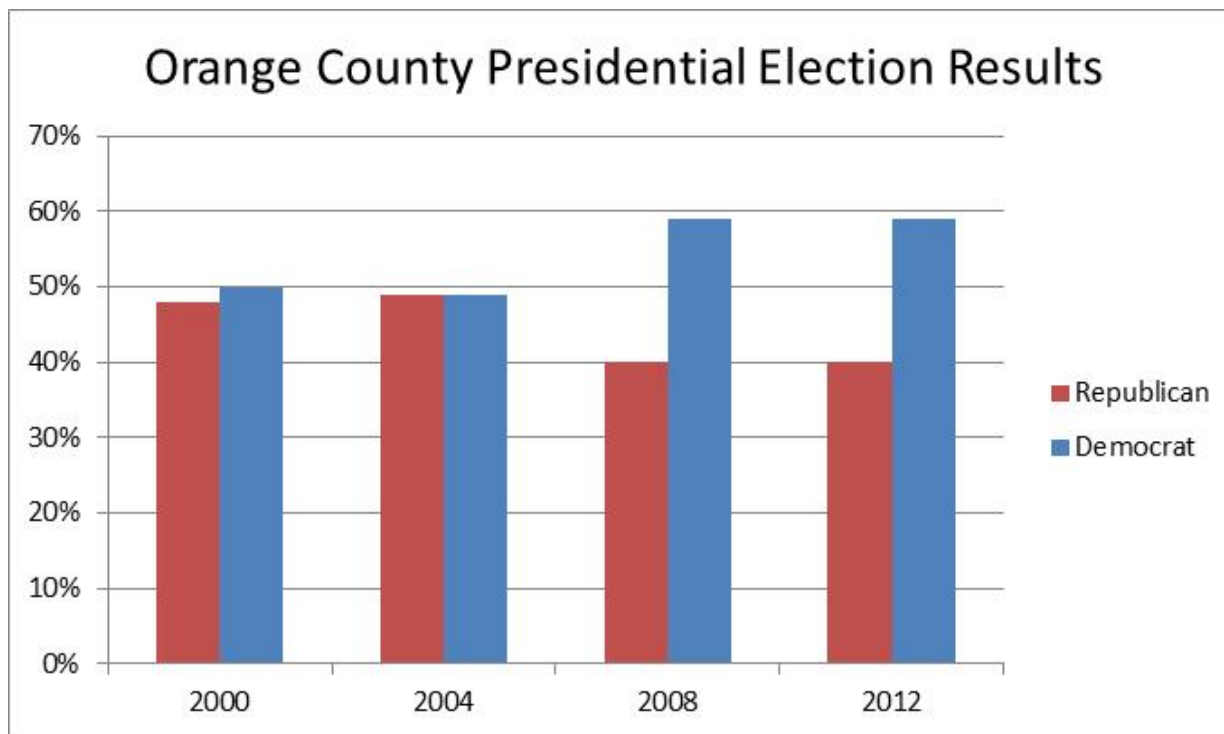


Source: Florida Department of State, Division of Elections. <http://election.dos.state.fl.us/Elections/ResultsArchive/Index.asp>

Republican Presidential Election Results

The Importance of the Candidate

The importance of the candidate cannot be overstated. President George W. Bush, who was viewed favorably by Hispanic voters, won nearly 50% of the vote in Orange County, Florida. Senator John McCain and Governor Mitt Romney won only 40% of the Orange County vote.



Source: Florida Department of State, Division of Elections. <http://election.dos.state.fl.us/Elections/ResultsArchive/Index.asp>

Republican Presidential Election Results

The Raw Data

- In 1992, 2000 and 2004, Republicans cleared 50% of the vote in Central Florida and won the state.
- In all other years, the Central Florida vote was competitive.

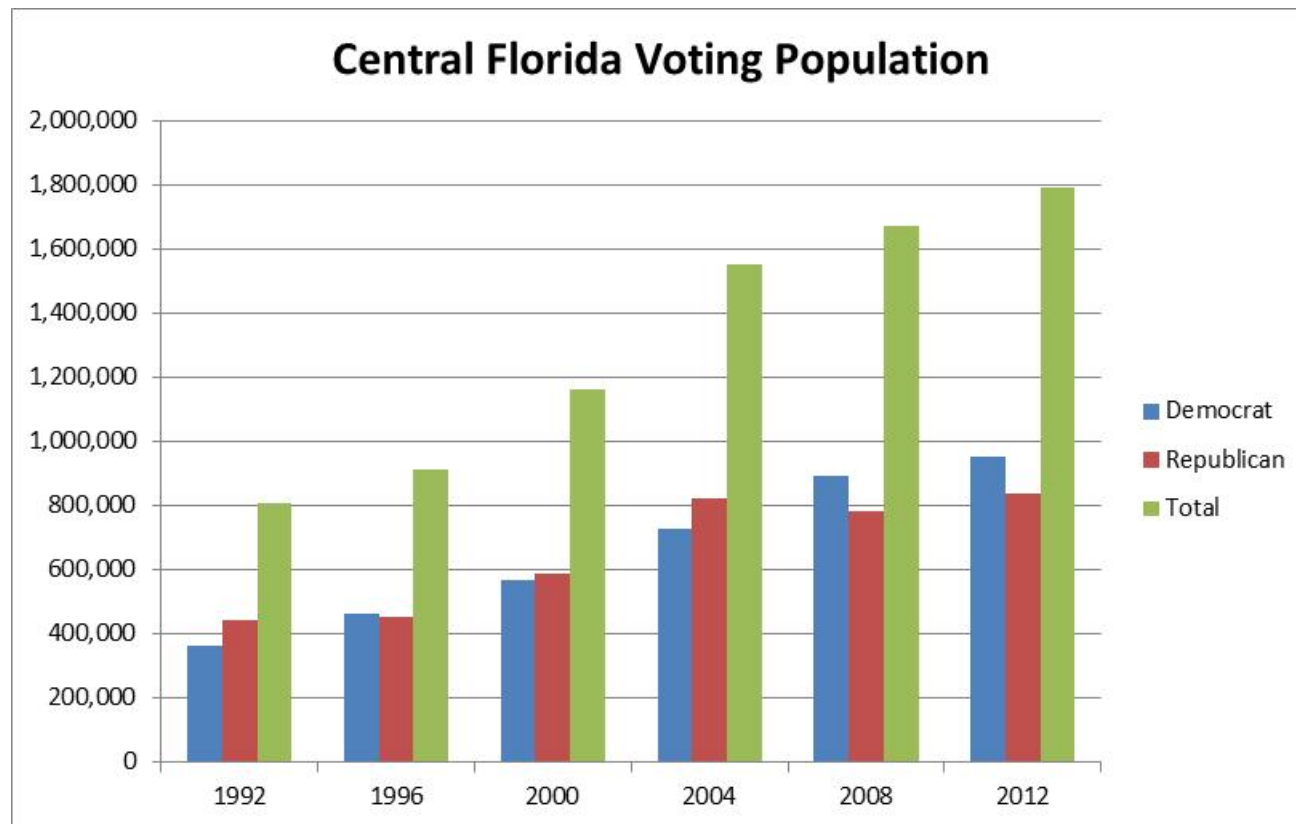
County	2012 Obama (D) v. Romney (R)		2008 Obama (D) v. McCain (R)		2004 Kerry (D) v. Bush (R)		2000 Gore (D) v. Bush (R)		1996 Clinton (D) v. Dole (R)		1992 Clinton (D) v. Bush (R)	
	Hillsborough	D - 53%	286,158	D - 51%	219,580	D - 46%	214,132	D - 47%	169,557	D - 47%	144,266	D - 37%
	R - 46%	249,904	R - 48%	209,503	R - 53%	245,576	R - 50%	180,760	R - 44%	136,656	R - 42%	130,643
Polk	D - 46%	114,610	D - 46%	113,552	D - 41%	89,009	D - 45%	75,200	D - 44%	66,747	D - 35%	51,450
	R - 53%	131,566	R - 53%	128,658	R - 59%	123,559	R - 54%	90,295	R - 45%	67,962	R - 45%	65,963
Osceola	D - 62%	67,201	D - 60%	59,081	D - 47%	38,633	D - 51%	28,181	D - 47%	21,874	D - 33%	15,010
	R - 37%	40,581	R - 40%	39,489	R - 53%	43,117	R - 47%	26,212	R - 40%	18,337	R - 42%	19,143
Orange	D - 59%	274,227	D - 59%	271,866	D - 49%	193,354	D - 50%	140,220	D - 45%	105,539	D - 35%	82,683
	R - 40%	189,057	R - 40%	186,079	R - 49%	192,539	R - 48%	134,517	R - 45%	106,059	R - 46%	108,788
Seminole	D - 46%	96,435	D - 48%	99,140	D - 41%	76,971	D - 43%	59,174	D - 39%	45,058	D - 30%	35,660
	R - 53%	109,939	R - 51%	104,885	R - 58%	108,172	R - 55%	75,677	R 52%	59,797	R - 49%	57,101
Volusia	D - 49%	114,716	D - 52%	127,474	D - 51%	115,519	D - 53%	97,304	D - 49%	78,919	D - 42%	65,223
	R - 50%	117,473	R - 47%	113,716	R - 49%	111,924	R - 45%	82,357	R - 39%	63,091	R - 38%	59,172
Republican Totals	46.8%	838,520	46.8%	782,330	53.1%	824,887	50.9%	589,818	49.4%	451,902	54.7%	440,810
Statewide Results												
Party	2012 Obama (D) v. Romney (R)		2008 Obama (D) v. McCain (R)		2004 Kerry (D) v. Bush (R)		2000 Gore (D) v. Bush (R)		1996 Clinton (D) v. Dole (R)		1992 Clinton (D) v. Bush (R)	
Democratic	50.0%	4,237,756	51.0%	4,282,074	47.1%	3,583,544	48.8%	2,912,253	48.0%	2,546,600	39.0%	2,072,709
Republican	49.1%	4,163,447	48.2%	4,045,624	52.1%	3,964,522	48.8%	2,912,790	42.3%	2,244,164	40.9%	2,173,316

Source: Florida Department of State, Division of Elections. <http://election.dos.state.fl.us/Elections/ResultsArchive/Index.asp>

Republican Presidential Election Results

Central Florida Voters

The number of Central Floridians voting in presidential elections has more than doubled over the last 20 years.



Republican Gubernatorial Results

Gubernatorial Elections in Florida Since 1990

- In 2010 and 2014, Rick Scott carried only half of the Central Florida counties and won the election by less than 100,000 votes. Governor Scott lost three counties carried by every Republican gubernatorial candidate since 1994, which contributed to his small margin of victory.
- The Republican candidate for Governor won the general election in 1998, 2002 and 2006 by 7% or more; in each of these elections the Republican candidate won all six Central Florida counties.
- In 1994, Jeb Bush lost the gubernatorial election by 2%, but carried 5 of the 6 Central Florida counties, making this the only instance in over 20 years that a candidate won Central Florida but lost the state. Population growth in Central Florida since 1994 gives the area more clout statewide and makes this scenario less likely today.

Republican Gubernatorial Results

Gubernatorial Favorability

	<u>Favorable</u>	<u>Unfavorable</u>
Former Governor Jeb Bush (R)	46%	29%
Former Governor Charlie Crist (D)	41%	27%
Governor Rick Scott (R)	28%	37%

- As seen above, Puerto Ricans in Central Florida do not judge candidates based on party affiliation. Puerto Ricans living along the I-4 Corridor still hold a favorable impression of Former Governor Bush.
- This information is from a recent poll conducted among Puerto Ricans living along Florida's I-4 Corridor, with a sample proportional to the size of the Puerto Rican population based on Census data.

Republican Gubernatorial Results

Central Florida v Statewide

Since 1998, every time a Republican candidate has won near or above 50% of the Central Florida vote, that candidate has won the general election.



Source: Florida Department of State, Division of Elections. <http://election.dos.state.fl.us/Elections/ResultsArchive/Index.asp>

Republican Gubernatorial Results

The Raw Data

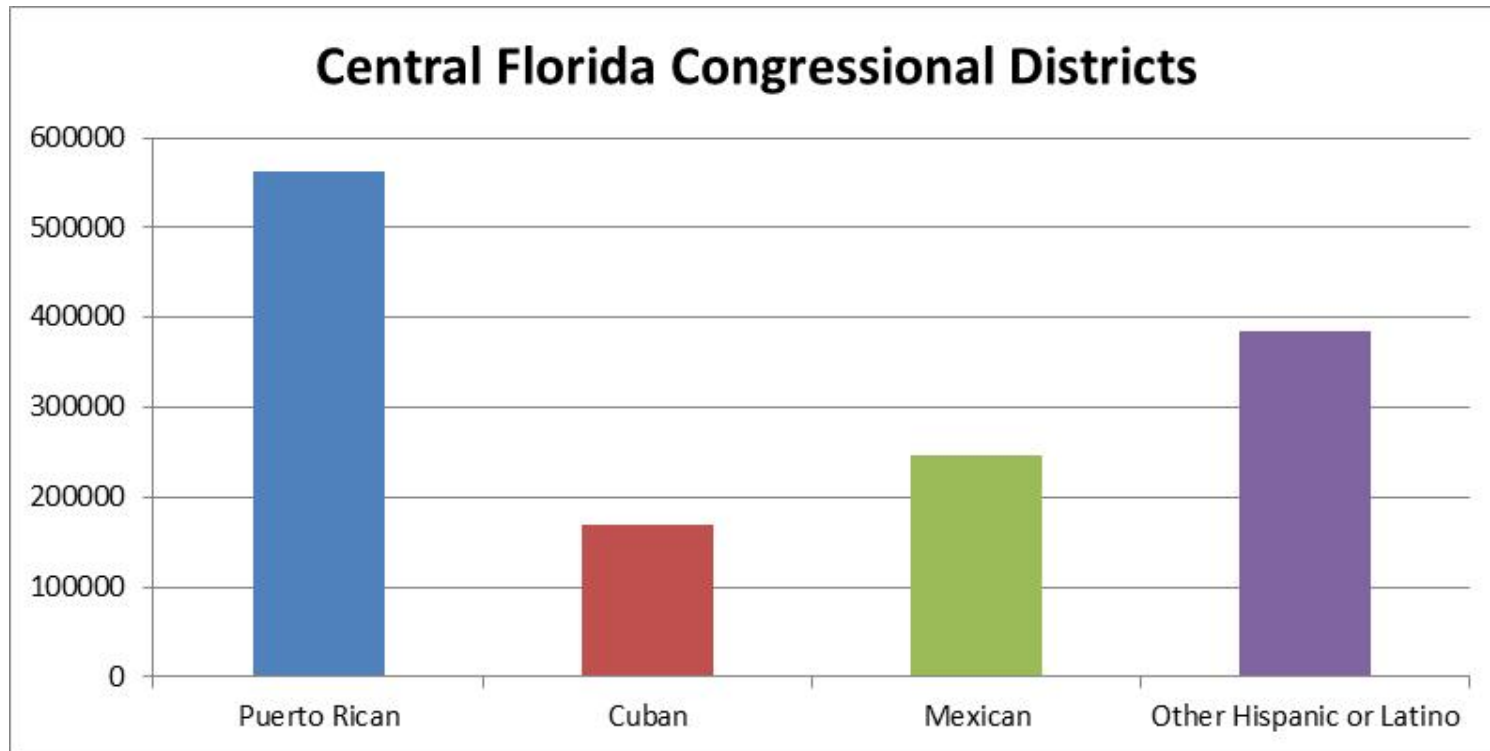
- Republican Gubernatorial candidates have handily won Central Florida since 1994.
- In 2006, nationwide Republican turnout was low and Republicans lost control of Congress, but GOP Gubernatorial candidate Charlie Christ won with over 55% of the Central Florida vote and more than 50% of the vote statewide.
- The 2010 election was the first time since 1994 that the Republican candidate didn't win every Central Florida county, with similar results in 2014.

County	2014 Christ (D) v. Scott (R)		2010 Sink (D) v. Scott (R)		2006 Davis (D) v. Christ (R)		2002 McBride (D) v. Bush (R)		1998 MacKay (D) v. Bush (R)		1994 Chiles (D) v. Bush (R)		1990 Chiles (D) v. Martinez (R)	
Hillsborough	D - 180,168	R - 170,127	D - 158,995	R - 148,429	D - 128,946	R - 153,134	D - 134,276	R - 175,630	D - 101,038	R - 127,686	D - 117,974	R - 124,561	D - 129,322	R - 76,891
	D - 79,481	R - 98,224	D - 68,168	R - 85,693	D - 57,018	R - 79,071	D - 54,299	R - 87,322	D - 47,951	R - 69,506	D - 58,364	R - 65,415	D - 58,654	R - 45,671
Polk	D - 35,457	R - 29,431	D - 27,469	R - 24,053	D - 19,864	R - 23,945	D - 18,591	R - 29,017	D - 12,383	R - 19,841	D - 15,292	R - 18,437	D - 13,601	R - 12,381
	D - 164,570	R - 128,014	D - 147,509	R - 117,191	D - 96,795	R - 116,412	D - 102,134	R - 137,070	D - 73,709	R - 104,652	D - 85,098	R - 92,096	D - 80,762	R - 65,360
Orange	D - 62,786	R - 73,355	D - 59,412	R - 68,351	D - 40,724	R - 68,149	D - 42,357	R - 76,301	D - 31,331	R - 54,738	D - 39,324	R - 49,387	D - 36,027	R - 32,107
	D - 79,315	R - 85,749	D - 73,765	R - 77,039	D - 72,216	R - 76,618	D - 72,208	R - 85,594	D - 57,229	R - 64,544	D - 66,614	R - 58,632	D - 56,982	R - 49,606
Seminole	D - 79,315	R - 85,749	D - 73,765	R - 77,039	D - 72,216	R - 76,618	D - 72,208	R - 85,594	D - 57,229	R - 64,544	D - 66,614	R - 58,632	D - 56,982	R - 49,606
	D - 62,786	R - 73,355	D - 59,412	R - 68,351	D - 40,724	R - 68,149	D - 42,357	R - 76,301	D - 31,331	R - 54,738	D - 39,324	R - 49,387	D - 36,027	R - 32,107
Volusia	D - 62,786	R - 73,355	D - 59,412	R - 68,351	D - 40,724	R - 68,149	D - 42,357	R - 76,301	D - 31,331	R - 54,738	D - 39,324	R - 49,387	D - 36,027	R - 32,107
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Republican Totals:	49.3%	584,900	49.3%	520,759	55.5%	517,329	58.2%	590,934	62.3%	440,967	51.6%	408,528	42.9%	282,016
Statewide Results														
Party	2014 Christ (D) v. Scott (R)		2010 Sink (D) v. Scott (R)		2006 Davis (D) v. Crist (R)		2002 McBride (D) v. Bush (R)		1998 MacKay (D) v. Bush (R)		1994 Chiles (D) v. Bush (R)		1990 Chiles (D) v. Martinez (R)	
Democratic	47%	2,801,198	48%	2,557,785	45%	2,178,289	43%	2,201,427	45%	1,773,054	51%	2,135,008	57%	1,995,206
Republican	48%	2,865,343	49%	2,619,335	52%	2,519,845	56%	2,856,845	55%	2,191,105	49%	2,071,068	44%	1,535,068

Source: Florida Department of State, Division of Elections. <http://election.dos.state.fl.us/Elections/ResultsArchive/Index.asp>

114th Congress: Central Florida

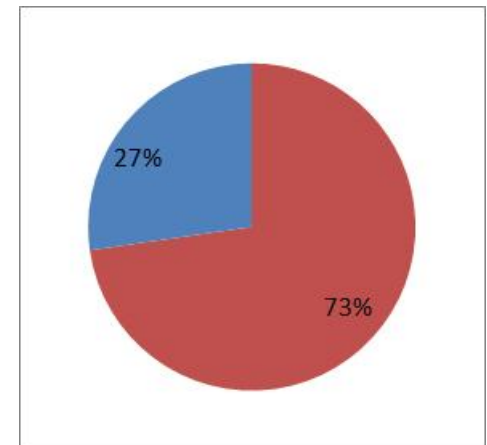
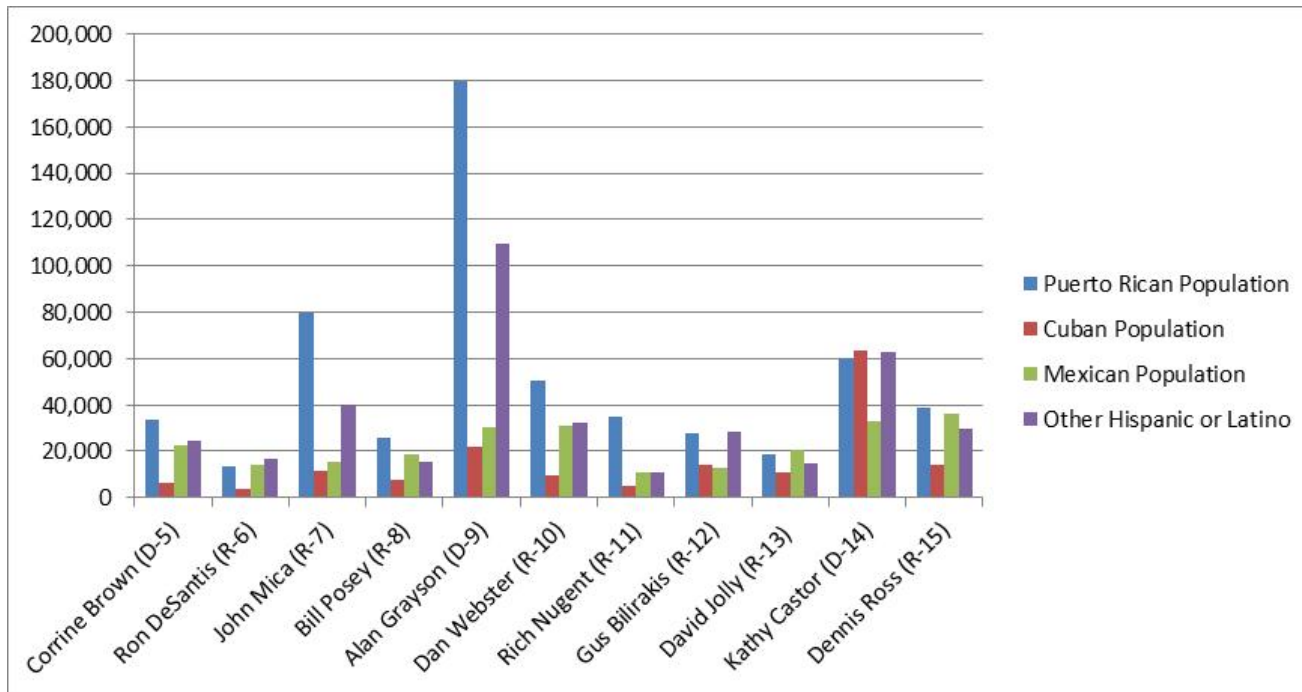
Puerto Rican Influence



Nearly 600,000 Puerto Ricans live in the 11 Central Florida congressional districts, a sizable presence and significantly more than any other Hispanic group.

Central Florida Congressional Representation

114th Congress



Members of the Central Florida Congressional Delegation

- Democrat – 3 Districts
- Republican – 8 Districts

Republicans hold a majority of the Congressional seats in Central Florida, where Puerto Ricans have a strong presence.

Puerto Ricans of Central Florida

Limitations of Party Registration

- A September 2014 poll of Puerto Ricans living in Central Florida found that 92% of respondents are registered to vote, with most as registered Democrats.
 - Democrat – 55%
 - Republican – 19%
 - Independent – 17%

- Party registration does not tell the entire story: most Puerto Ricans surveyed consider themselves to be conservative when it comes to political issues.
 - Conservative – 48%
 - Moderate – 29%
 - Liberal – 17%

Puerto Ricans of Central Florida

Support for the Conservative Approach

- Puerto Ricans living in Central Florida, like most Americans, are predominately concerned with jobs and the economy. They are also concerned with crime / drugs and care a great deal about education.
- Those surveyed see Florida as heading in the right direction on these issues. Central Florida's Puerto Rican population believes that the state, led by a Republican governor and legislature, is on the right track.
- In contrast, Puerto Ricans along the I-4 Corridor do not believe the country, led by a Democratic administration, is headed in the right direction: of those surveyed, most respondents believe the economy is in worse shape today than it was 5 years ago.

Puerto Ricans of Central Florida

On the Issues

- Puerto Ricans are conservative, and the issues they value in potential Congressional candidates support this notion.
- On a scale from 1-10, with 10 being the highest, popular positions when considering a Congressional candidate include:
 - Support of small businesses and startups – 8.9
 - Allowing for prayer in public schools – 8.8
 - Require parental notification before a minor can have an abortion – 8.4
 - Support to authorize a vote by Puerto Ricans on status resolution – 8.3
 - Pro-life on the issue of abortion – 8.1
 - Belief that Congress should resolve the status of Puerto Rico – 8.1

Puerto Ricans of Central Florida

Time to Solve Puerto Rico's Status

- On the same 10-point scale, respondents consider it important for Members of Congress to support statehood for Puerto Rico with full Congressional representation (8.1).
- Also of significance to Central Florida's Puerto Rican community is the need for a binding statehood bill for the people of Puerto Rico (7.5).
- The overwhelming support for statehood by Puerto Ricans living on the I-4 Corridor creates a branding opportunity for elected officials who support the issue early.

81% of those surveyed agreed with the following statement: "If Puerto Rico were to become a state and added the 51st star to the US Flag it would fill me with pride."

Puerto Ricans of Central Florida

Paying Attention to Puerto Rico

- 76% said they regularly follow news from Puerto Rico.
- 74% of survey participants support conducting a status referendum with options to be approved by the Department of Justice.
- 65% of those surveyed were not aware that Congress has already provided funding to conduct such a referendum.
- This interest in Puerto Rico, combined with a lack of awareness of Congress' accomplishments, creates an opportunity to own a legislative victory within Central Florida's Puerto Rican community.
- This is also a national opportunity: in 2012, there were 4.9 million Puerto Ricans living in States, and just 3.4 million living on the Island. Puerto Ricans are now the second largest Hispanic group in the United States, after Mexicans.

Winning Florida

Concluding Thoughts

The Puerto Rican vote is the swing vote in the swing state of Florida. Puerto Ricans – the largest Hispanic group in Central Florida – are predominately registered as Democrats, but identify as Conservatives, and they will vote for Republicans. When they do, those candidates win.