

# THE 2014 LATINO VOTE IN FLORIDA

---



# Importance of Latino Voters in Florida

- Very tight race between incumbent Governor Scott and Former Governor Crist
- 1.6 million Latino registered voters
- Latinos comprise 18% of the Florida electorate
- In 2012 Latino turnout exceeded all other race/ethnic groups in Florida

# The Research

Sponsored by



Implemented  
by Latino  
Decisions

- ❑ Survey of Latino registered voters in Florida
- ❑ September 26 – October 3, 2014
- ❑ N=600, MOE +/- 4.0 percentage points
- ❑ Interviews in English or Spanish, at their discretion by fully bilingual interviewers
- ❑ Blended sample of landline telephones, cell phones, and the Latino Decisions online web panel

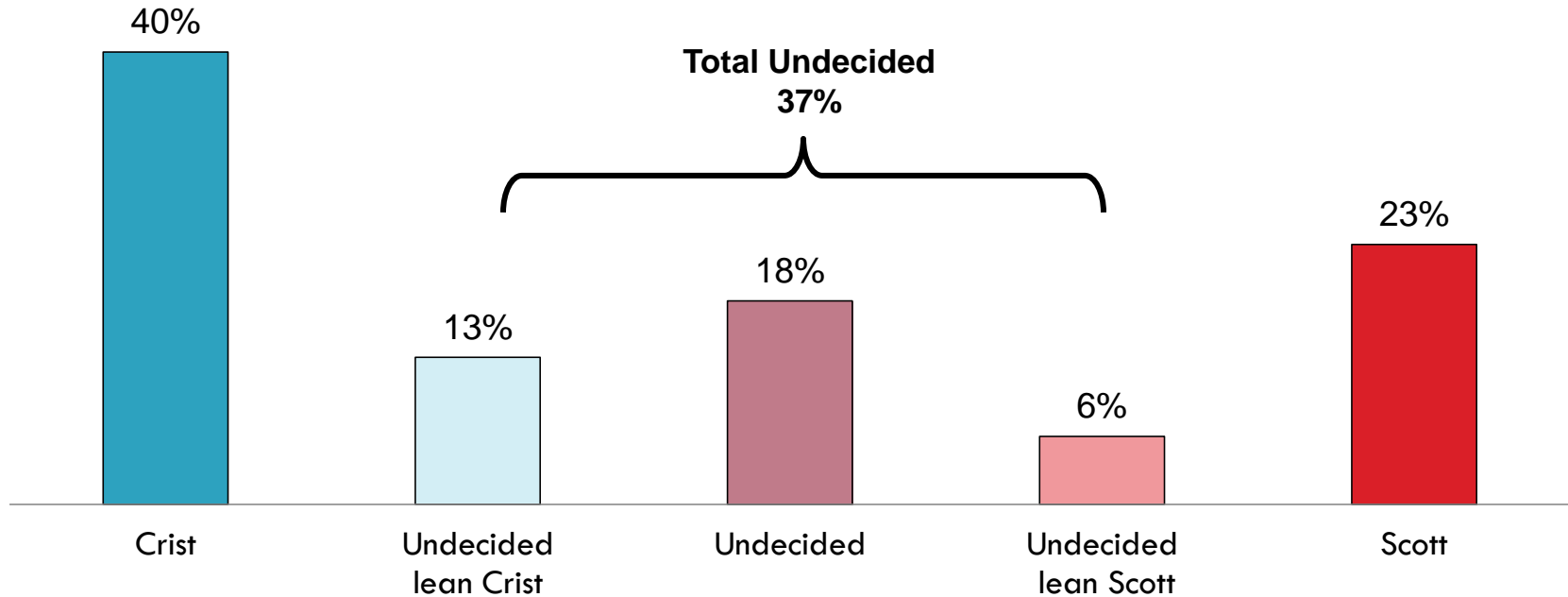
# Key Data Findings

- The economy, immigration, and health care are foremost on the minds of Florida's Latino electorate
- Medicaid expansion has exceedingly strong support among Latino voters in Florida.
- Consistent, strong consensus across party lines on equal pay, reducing pollution, minimum wage, and investing in education
- With 37% still undecided in the race for governor, Latino voters could deliver victory to either candidate.

# 2014 ELECTION AND TURNOUT

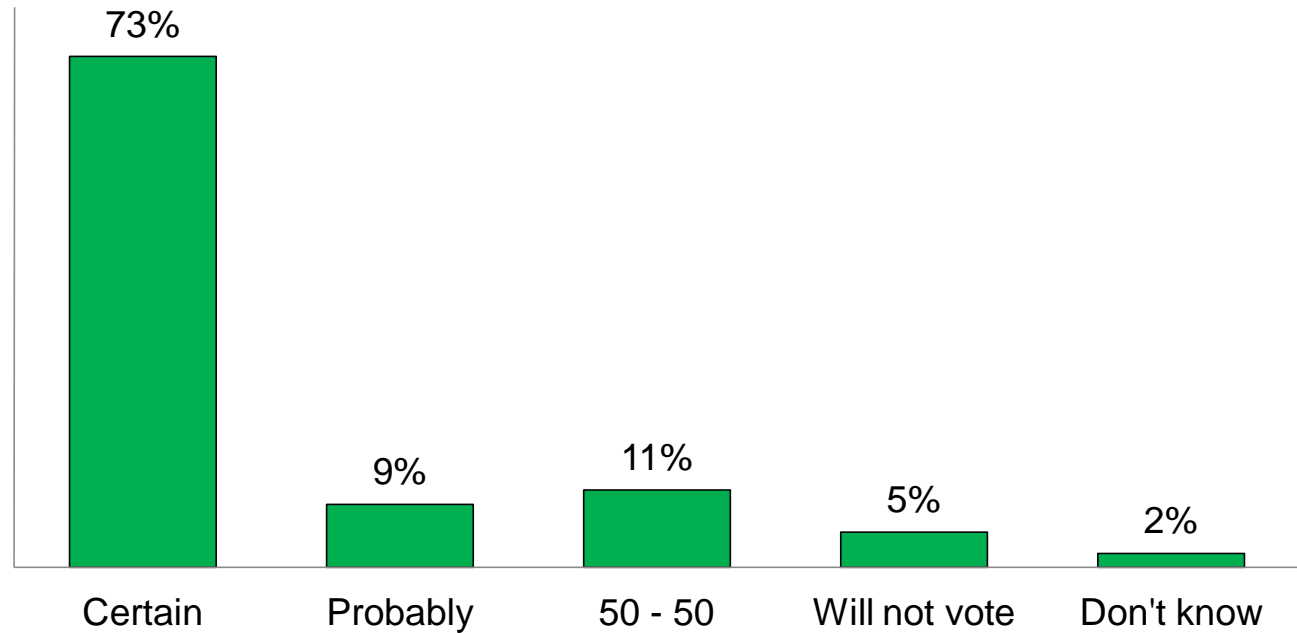


# Florida Governor Race



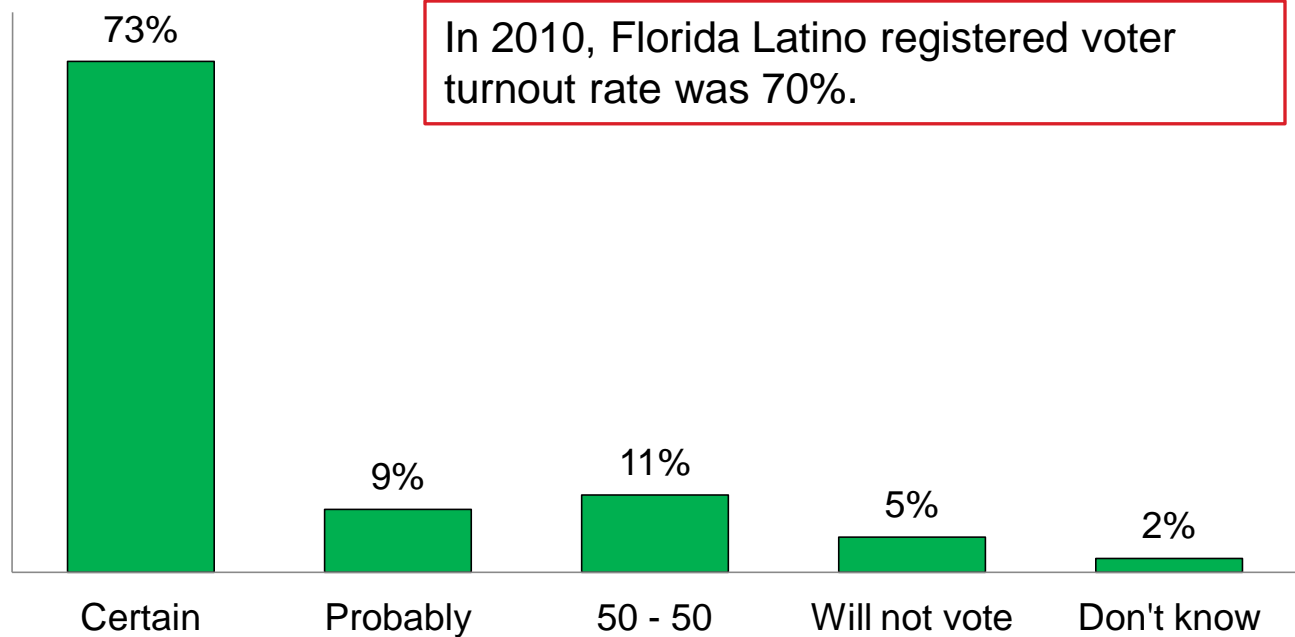
# Midterm Turnout Enthusiasm

Thinking ahead to the November 2014 election, what are the chances that you will vote in the elections for Congress, Governor, and other state offices?



# Midterm Turnout Enthusiasm

Thinking ahead to the November 2014 election, what are the chances that you will vote in the elections for Congress, Governor, and other state offices?

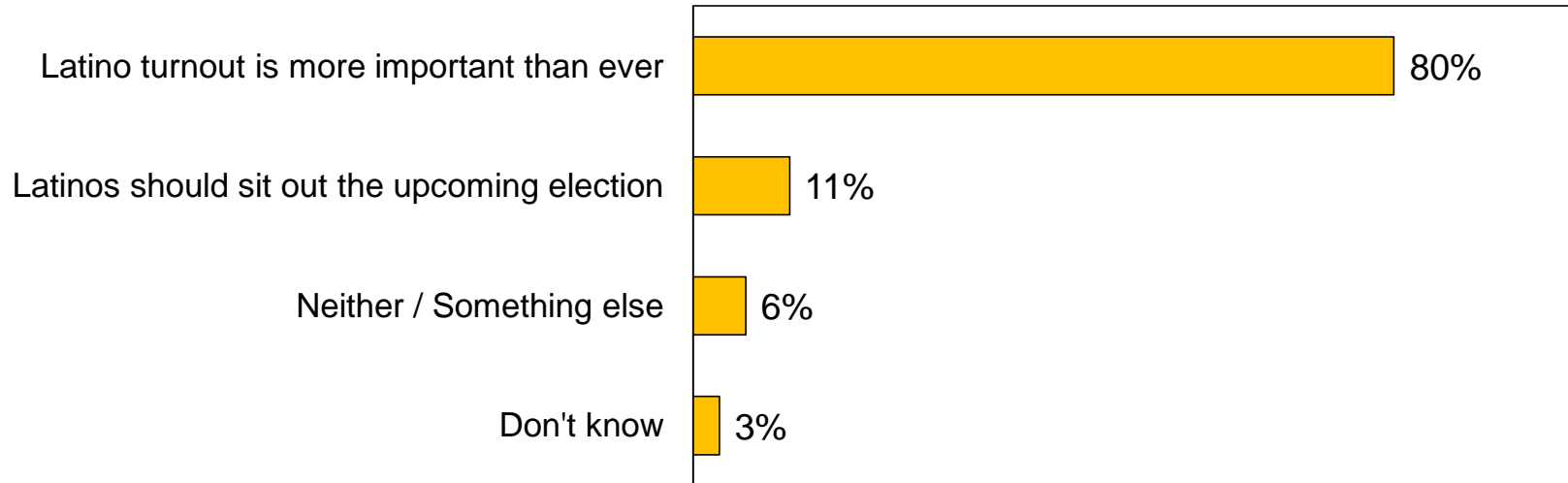




# Turnout and Immigration Politics

**Which statement do you agree with most?**

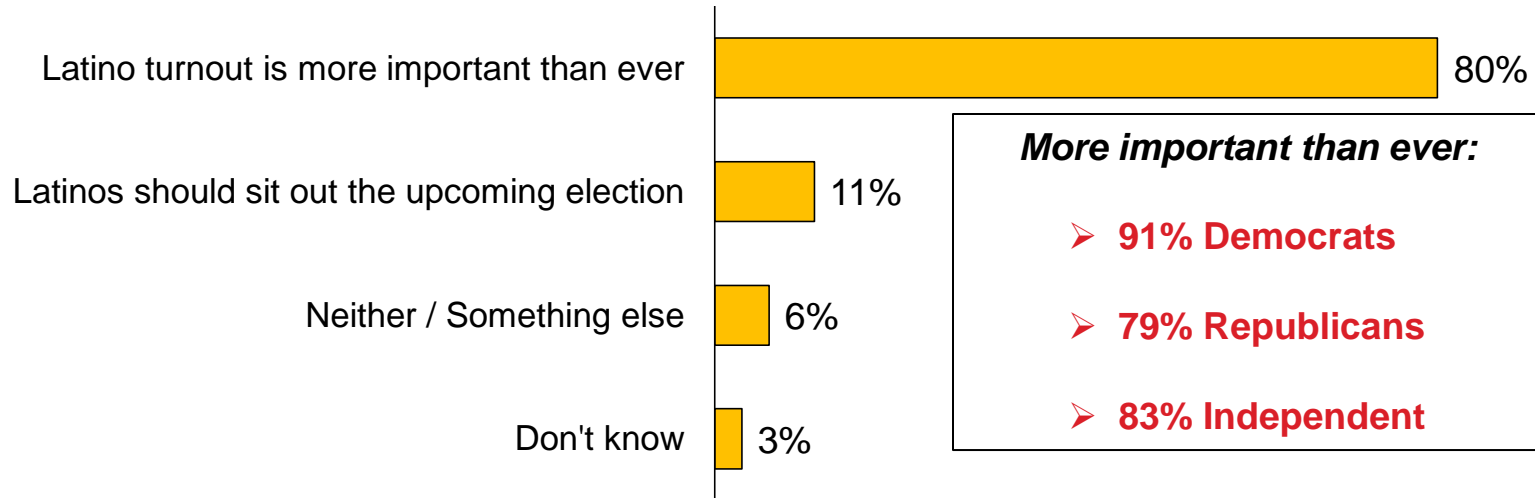
**“Because lawmakers failed to act on immigration reform....”**



# Turnout and Immigration Politics

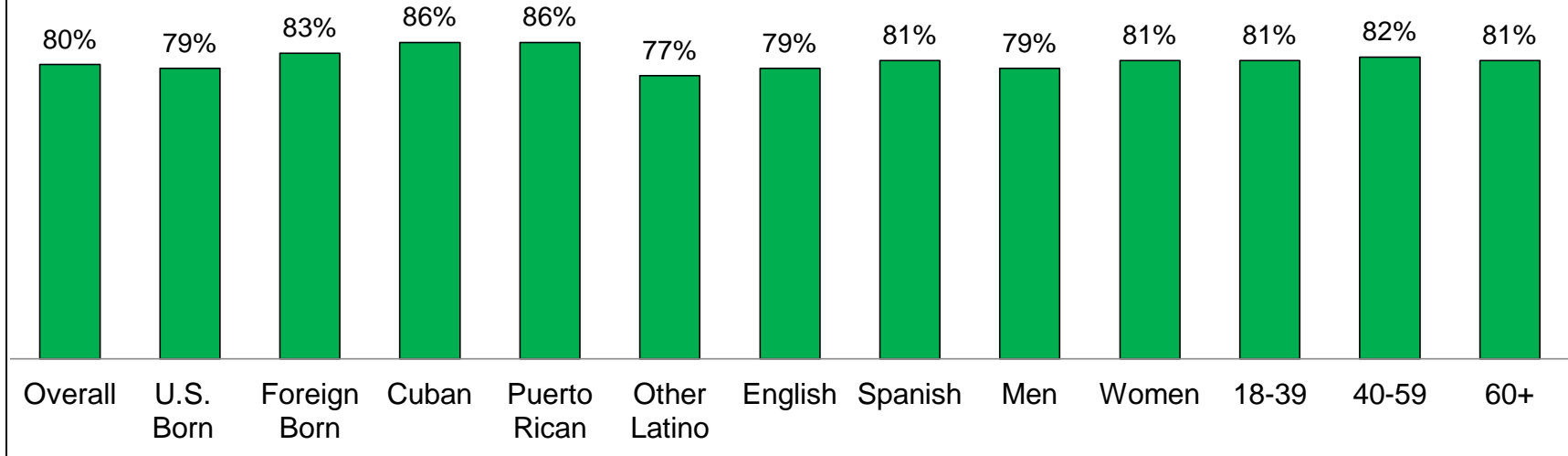
**Which statement do you agree with most?**

**“Because lawmakers failed to act on immigration reform....”**



# Turnout and Immigration Politics

Percent responding “more important than ever that Latinos vote to ensure that both parties respect the Hispanic community and address Latino concerns” :



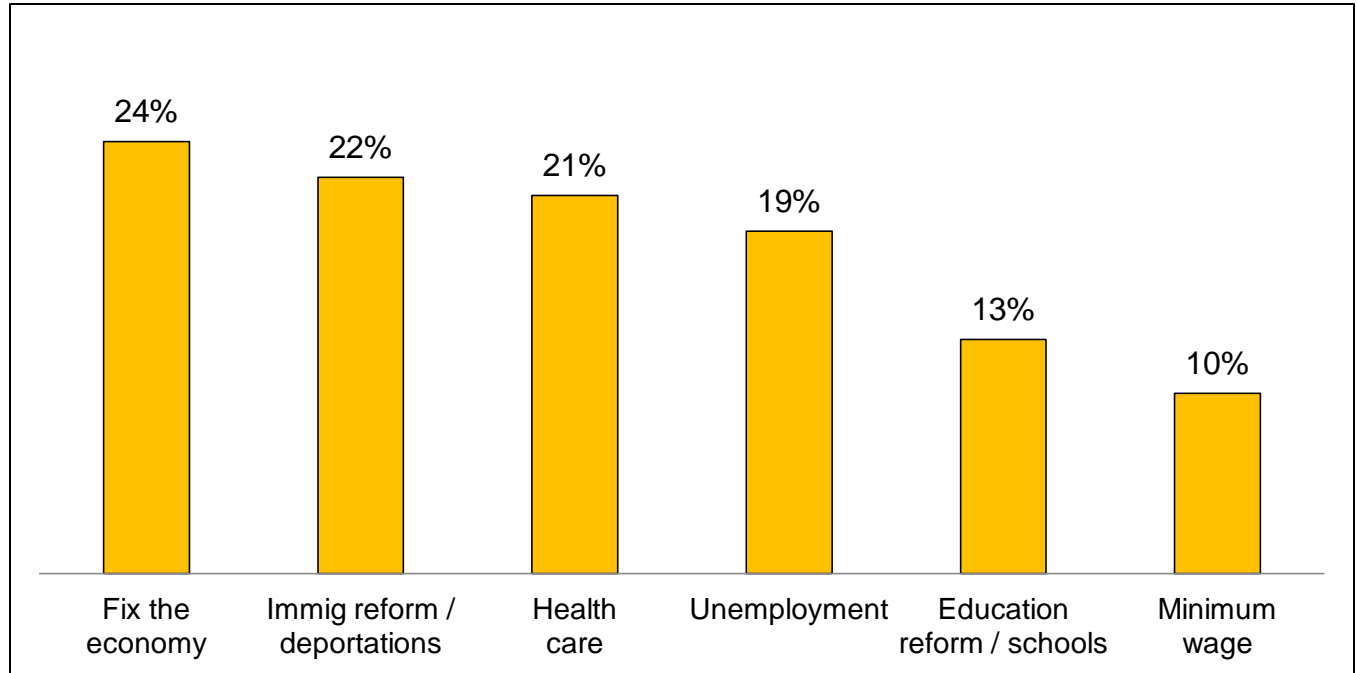
# FLORIDA ELECTION ISSUES



# Most Important Issue to Vote Choice

In the upcoming elections, what issues are the most important in deciding whom to vote?

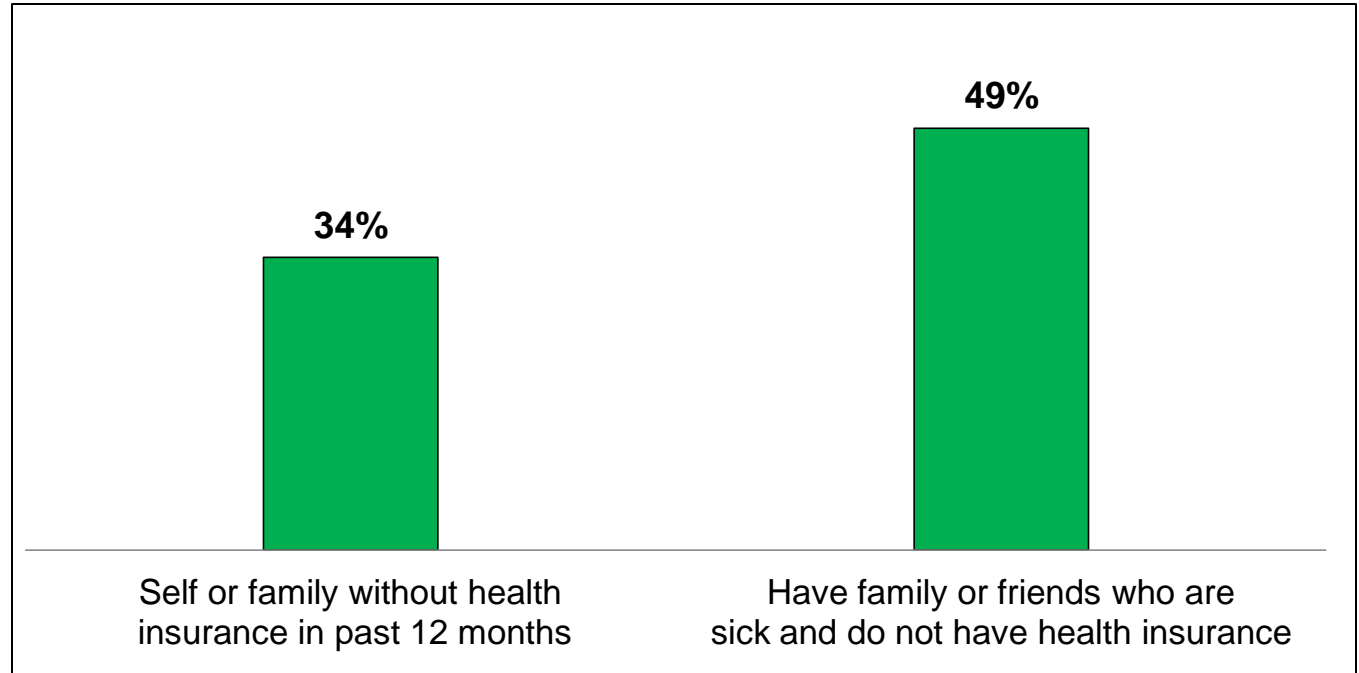
(Top two responses reported)



# Latino Voters and Health Care

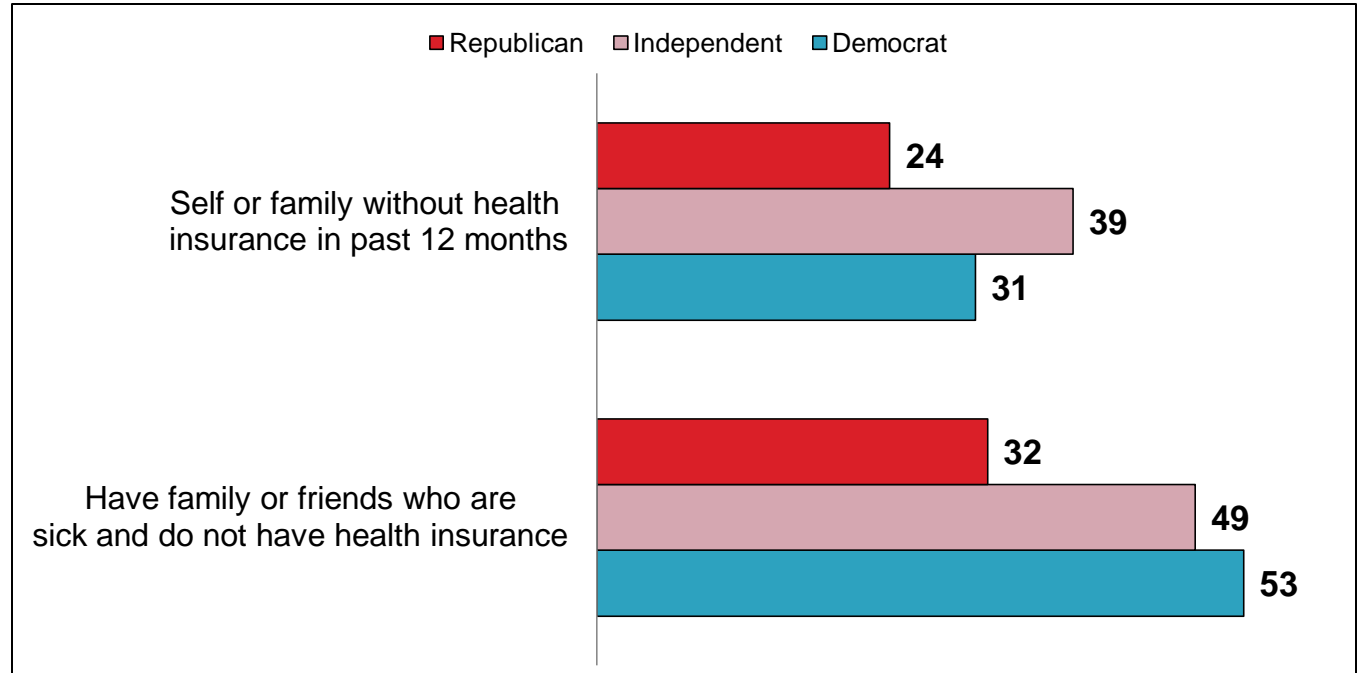
One out of three have gone without health coverage in the last year.

One out of two have friends or family who are ill and lack health insurance.



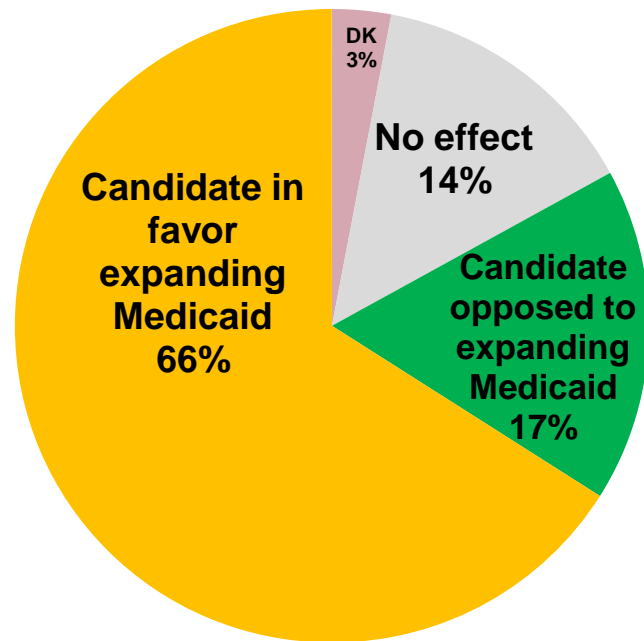
# Latino Voters and Health Care

Pressing health care concerns affect significant segments of Latino voters across party identification



# Candidate Positions on Medicaid

If one candidate supported expanding Medicaid so that more people had health insurance, and the other candidate opposed expanding Medicaid, would you be more likely to vote for...

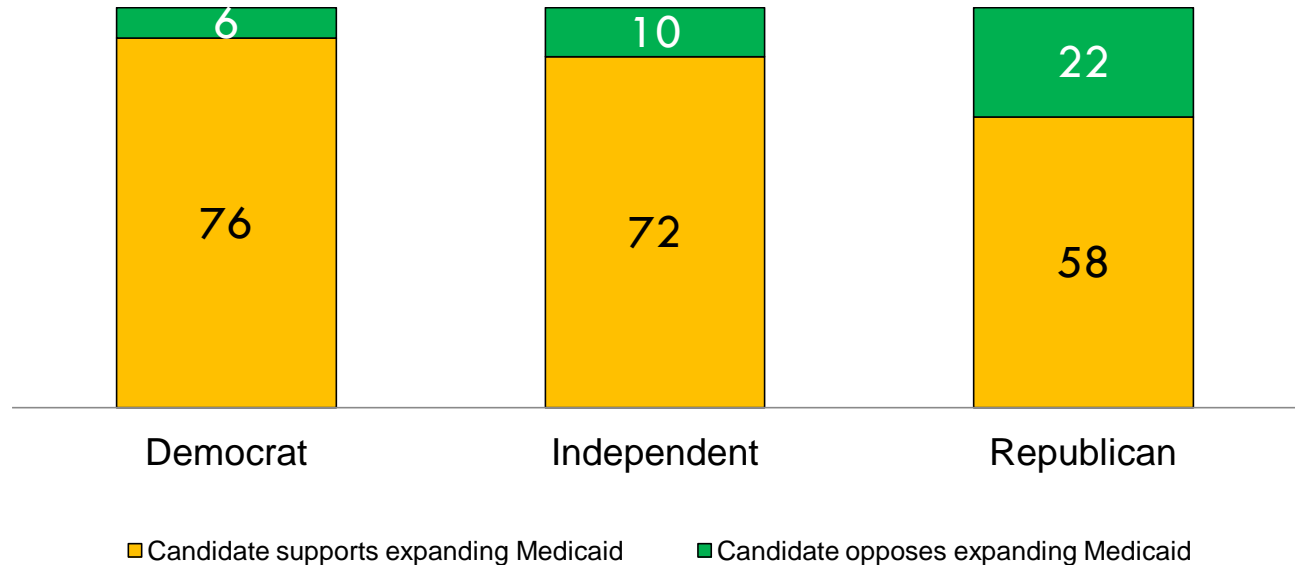




# Medicaid Positions & Party Support

If one candidate supported expanding Medicaid, and the other candidate opposed, would you be more likely to vote for:

More than two-to-one margins in favor in all cases. Not controversial at all!



# Medicaid Expansion in Florida

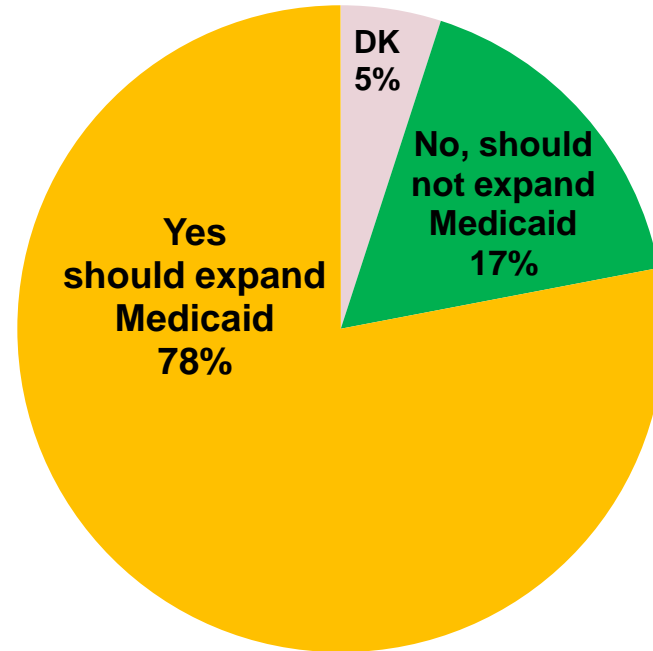
Florida has an opportunity to accept federal funding to expand the Medicaid health insurance program and cover 764,000 more Floridians, including 200,000 Hispanics, currently without health insurance.

Over ten years, the federal government would pay more than 90% of the program costs.

Should the Governor and Florida state legislature adopt this plan to expand Medicaid?

# Medicaid Expansion

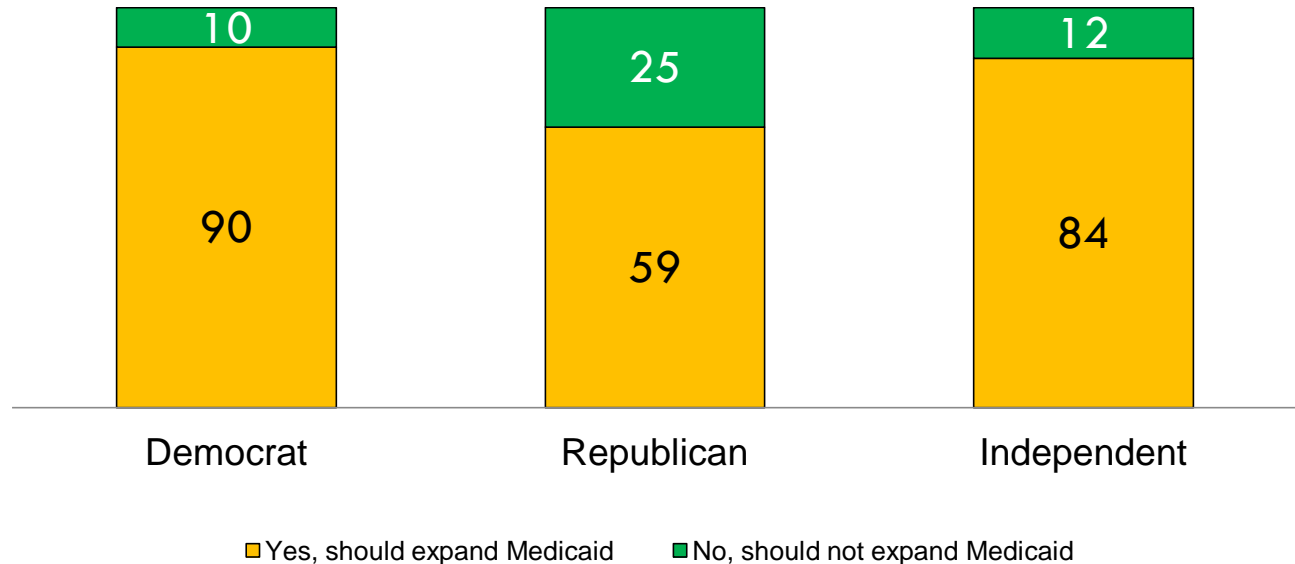
Should the Governor and Florida state legislature adopt a plan to expand Medicaid?



# Medicaid Expansion & Party Support

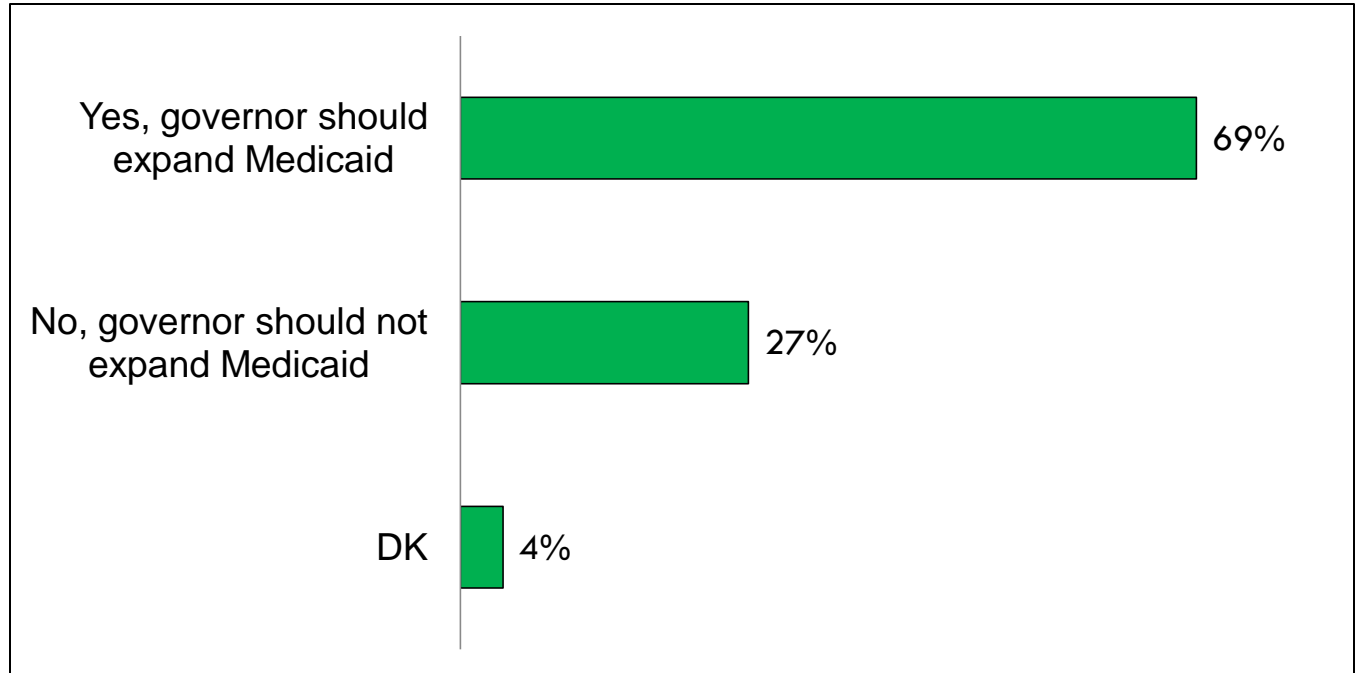
Should the Governor and Florida state legislature adopt a plan to expand Medicaid?

Clear majority of ALL Latino voters in Florida say “yes”.



# Governor Action on Medicaid Expansion

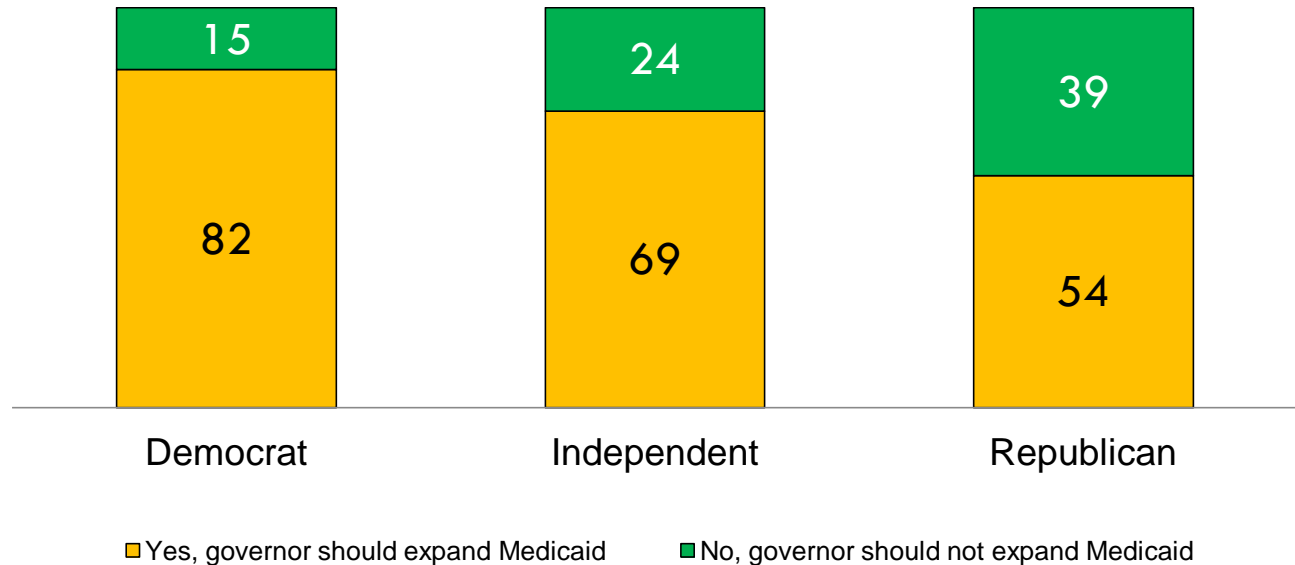
Do you think that the Governor should use executive authority to expand the Medicaid health insurance program if the state legislature fails to act?



# Governor Action & Party Support

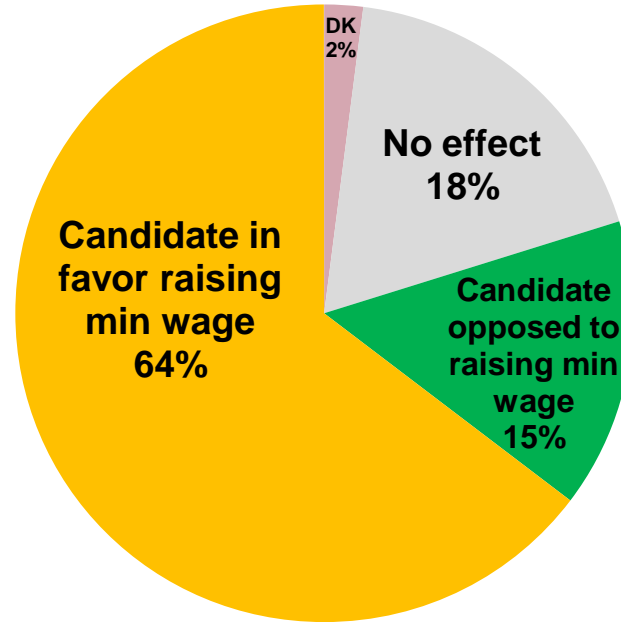
Do you think the Governor should use executive authority to expand Medicaid if the state legislature fails to act?

Consistent overwhelming support also indicates clear understanding of the issue.



# Minimum Wage

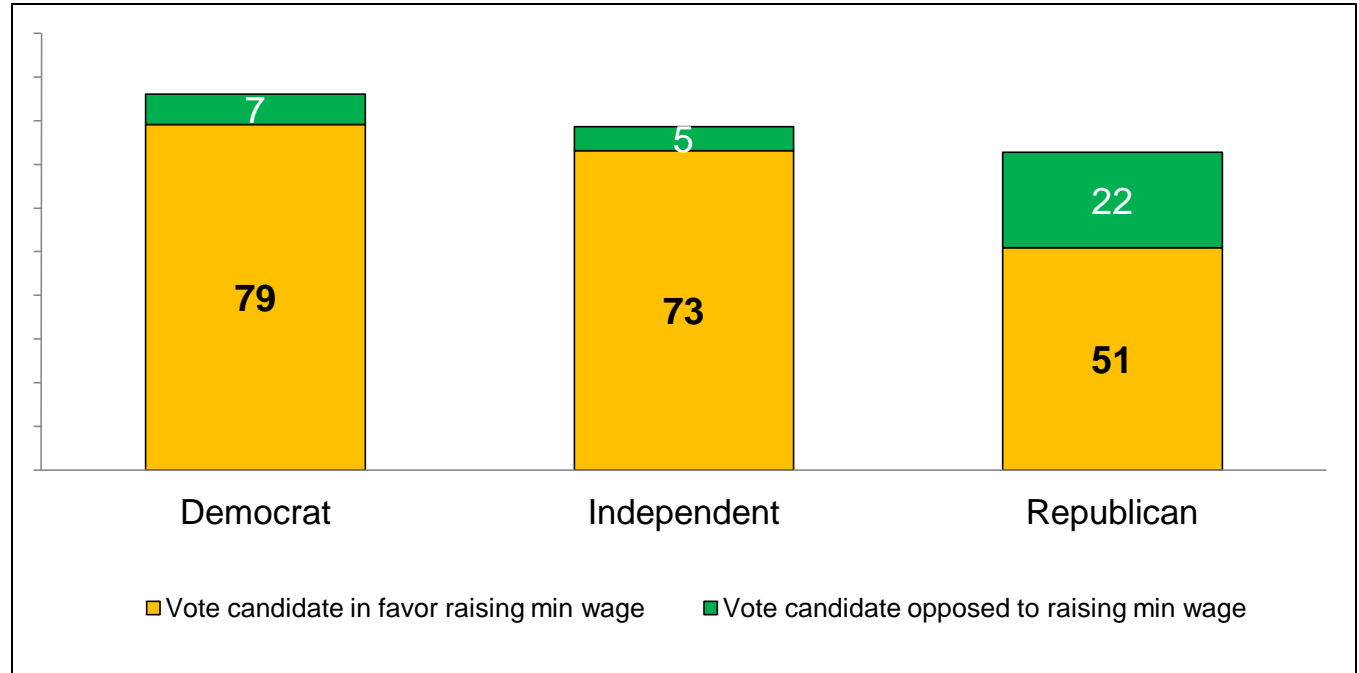
Suppose one candidate supported raising the minimum wage for workers earning the least, and the other candidate opposed that raise. Would you be more likely to vote for ....



# Minimum Wage & Partisanship

One candidate supports raising minimum wage for workers earning the least, and the other candidate opposes the raise.

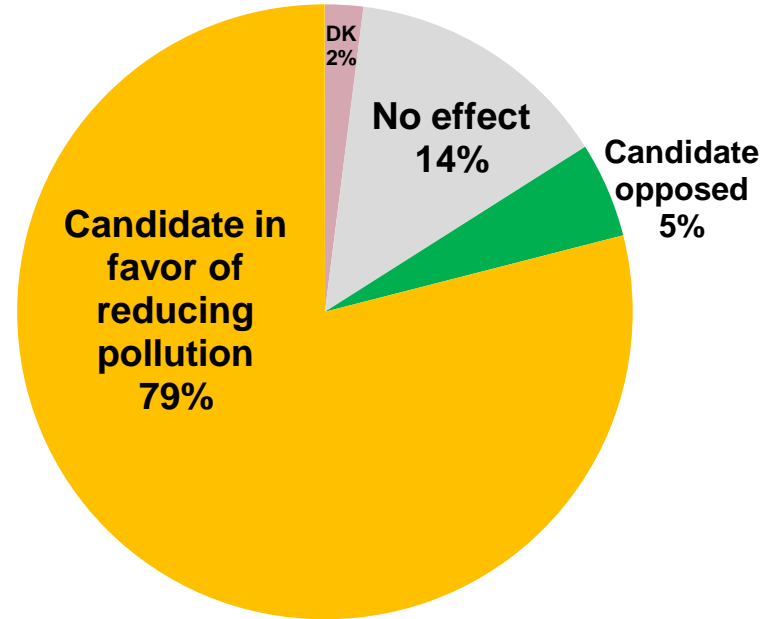
Latinos VERY cohesive on policy issues, strong support across parties.





# Air and Water Pollution

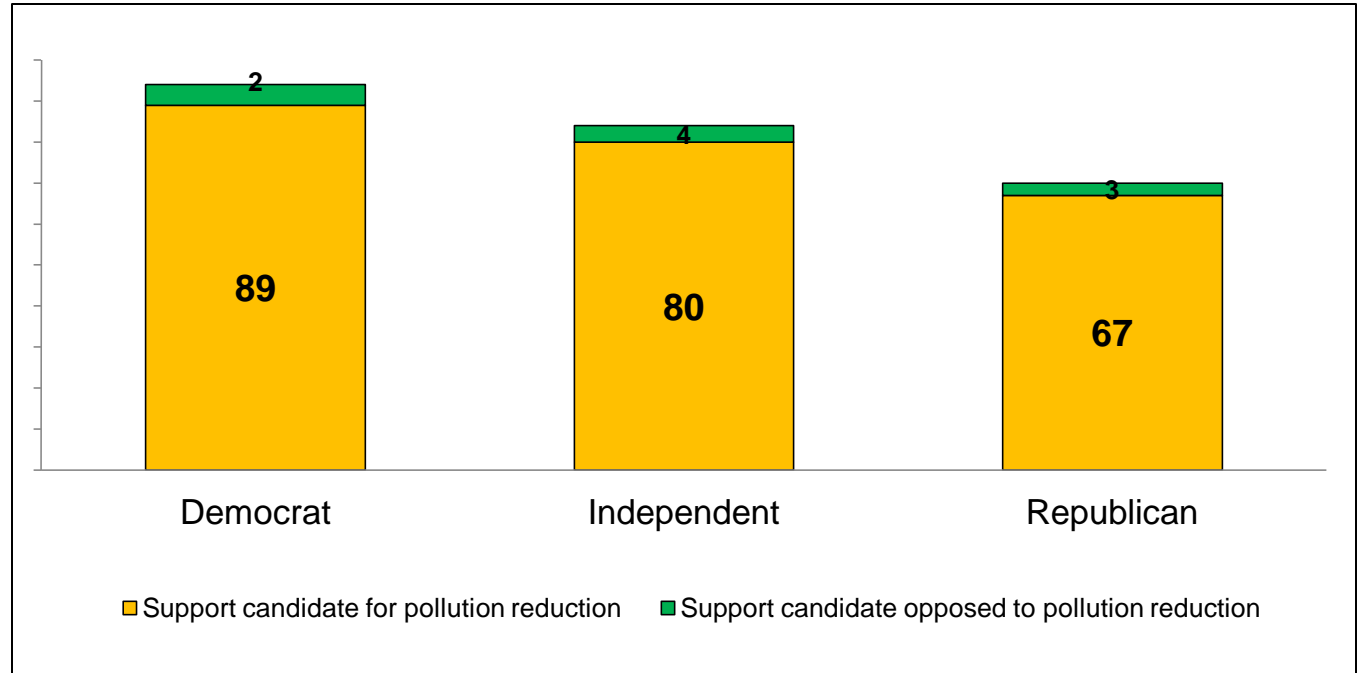
Imagine one candidate strongly favored reducing air and water pollution, and another candidate opposed reducing air and water pollution saying it is bad for business. Would you be more likely to vote for...



# Air and Water Pollution & Partisanship

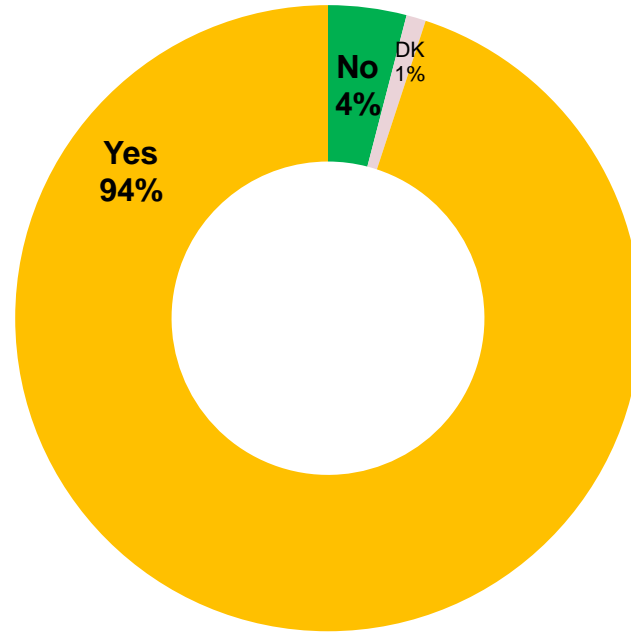
One candidate strongly favored reducing air and water pollution, another candidate opposed reducing air and water pollution saying is bad for business.

Virtually no support for anything but pollution reduction.



# Equal Pay Legislation

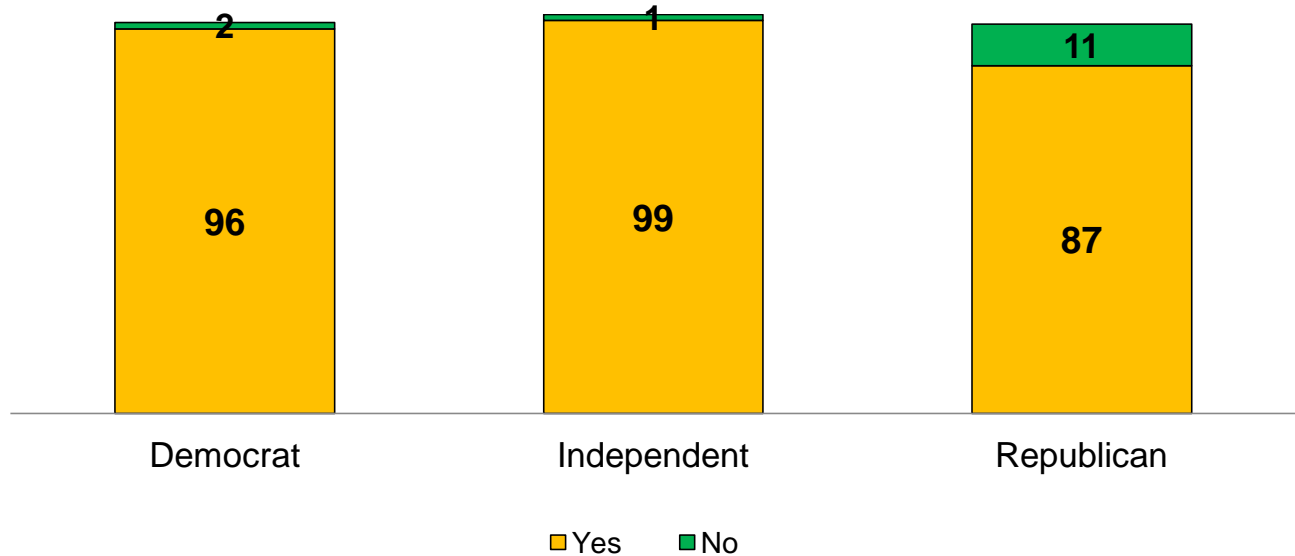
Should Florida lawmakers pass a law that requires equal pay for women?



# Equal Pay Legislation

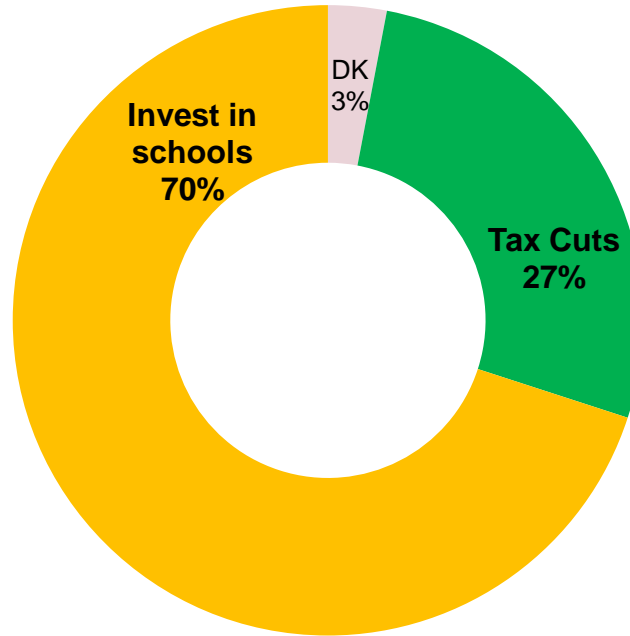
Should Florida lawmakers pass a law that requires equal pay for women?

Difficult to find Latino voters who disagree -- nearly 9 out of 10 in all partisan categories agree.



# Investing in Education

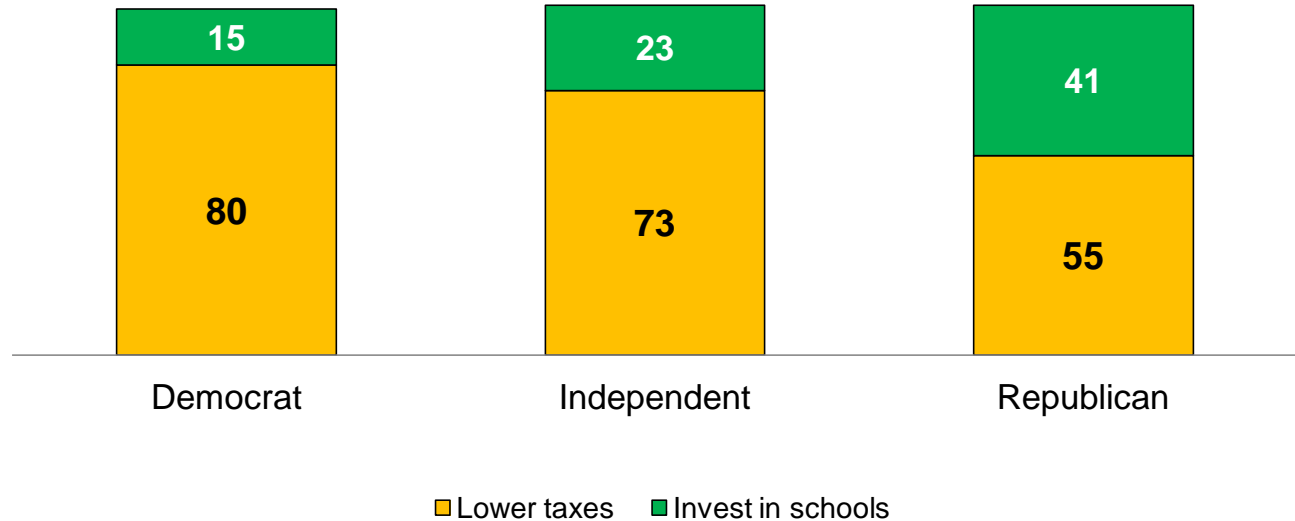
Which of the following do you think is more important: cutting property and other taxes and fees for Florida residents, or, investing in Florida's schools to better prepare students for the future?



# Investing in Education and Partisanship

Which is more important: cutting taxes and fees for Florida residents, or investing in Florida's schools?

Latino support for investing in public education is strong across all segments.



FOR MORE INFORMATION VISIT

[NCLR.ORG](https://www.nclr.org)

AND

[NCLRAF.ORG](https://www.nclraf.org)

