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

- 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

Source: NCLR/LD Florida Poll October, 2014

Crist: 40%
Undecided lean Crist: 13%
Undecided: 18%
Undecided lean Scott: 6%
Scott: 23%
Total Undecided: 37%
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?

- **Certain**: 73%
- **Probably**: 9%
- **50 - 50**: 11%
- **Will not vote**: 5%
- **Don't know**: 2%

Source: NCLR/LD Florida Poll October, 2014
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?

<table>
<thead>
<tr>
<th>Probability</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certain</td>
<td>73%</td>
</tr>
<tr>
<td>Probably</td>
<td>9%</td>
</tr>
<tr>
<td>50 - 50</td>
<td>11%</td>
</tr>
<tr>
<td>Will not vote</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know</td>
<td>2%</td>
</tr>
</tbody>
</table>

In 2010, Florida Latino registered voter turnout rate was 70%.

Source: NCLR/LD Florida Poll October, 2014
Latino turnout is more important than ever: 80%
Latinos should sit out the upcoming election: 11%
Neither / Something else: 6%
Don't know: 3%

Source: NCLR/LD Florida Poll October, 2014
Which statement do you agree with most?
“Because lawmakers failed to act on immigration reform....”

- Latino turnout is more important than ever: 80%
- Latinos should sit out the upcoming election: 11%
- Neither / Something else: 6%
- Don't know: 3%

More important than ever:
- 91% Democrats
- 79% Republicans
- 83% Independent

Source: NCLR/LD Florida Poll October, 2014
### 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”:

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>U.S. Born</th>
<th>Foreign Born</th>
<th>Cuban</th>
<th>Puerto Rican</th>
<th>Other Latino</th>
<th>English</th>
<th>Spanish</th>
<th>Men</th>
<th>Women</th>
<th>18-39</th>
<th>40-59</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>80%</td>
<td>79%</td>
<td>83%</td>
<td>86%</td>
<td>86%</td>
<td>77%</td>
<td>79%</td>
<td>81%</td>
<td>79%</td>
<td>81%</td>
<td>81%</td>
<td>82%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Source: NCLR/LD Florida Poll October, 2014
FLORIDA ELECTION ISSUES
In the upcoming elections, what issues are the most important in deciding whom to vote? (Top two responses reported)

- Fix the economy: 24%
- Immigration reform / deportations: 22%
- Health care: 21%
- Unemployment reform / schools: 19%
- Education reform / schools: 13%
- Minimum wage: 10%

Source: NCLR/LD Florida Poll October, 2014
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.

<table>
<thead>
<tr>
<th></th>
<th>34%</th>
<th>49%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self or family without health insurance in past 12 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have family or friends who are sick and do not have health insurance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: NCLR/LD Florida Poll October, 2014
Latino Voters and Health Care

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

Source: NCLR/LD Florida Poll October, 2014

<table>
<thead>
<tr>
<th></th>
<th>Republican</th>
<th>Independent</th>
<th>Democrat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self or family without health insurance in past 12 months</td>
<td>24</td>
<td>39</td>
<td>31</td>
</tr>
<tr>
<td>Have family or friends who are sick and do not have health insurance</td>
<td>32</td>
<td>49</td>
<td>53</td>
</tr>
</tbody>
</table>
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...

- Candidate in favor expanding Medicaid: 66%
- Candidate opposed to expanding Medicaid: 17%
- No effect: 14%
- DK: 3%

Source: NCLR/LD Florida Poll October, 2014
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!

<table>
<thead>
<tr>
<th>Party</th>
<th>Candidate supports expanding Medicaid</th>
<th>Candidate opposes expanding Medicaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>76</td>
<td>6</td>
</tr>
<tr>
<td>Independent</td>
<td>72</td>
<td>10</td>
</tr>
<tr>
<td>Republican</td>
<td>58</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: NCLR/LD Florida Poll October, 2014
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?

- Yes should expand Medicaid: 78%
- No, should not expand Medicaid: 17%
- DK: 5%

Source: NCLR/LD Florida Poll October, 2014
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”.

Source: NCLR/LD Florida Poll October, 2014

<table>
<thead>
<tr>
<th>Party</th>
<th>Yes, should expand Medicaid</th>
<th>No, should not expand Medicaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>90</td>
<td>10</td>
</tr>
<tr>
<td>Republican</td>
<td>59</td>
<td>25</td>
</tr>
<tr>
<td>Independent</td>
<td>84</td>
<td>12</td>
</tr>
</tbody>
</table>
Do you think that the Governor should use executive authority to expand the Medicaid health insurance program if the state legislature fails to act?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, governor should expand Medicaid</td>
<td>69%</td>
</tr>
<tr>
<td>No, governor should not expand Medicaid</td>
<td>27%</td>
</tr>
<tr>
<td>DK</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: NCLR/LD Florida Poll October, 2014
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.

<table>
<thead>
<tr>
<th>Party</th>
<th>Yes, governor should expand Medicaid</th>
<th>No, governor should not expand Medicaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>82</td>
<td>15</td>
</tr>
<tr>
<td>Independent</td>
<td>69</td>
<td>24</td>
</tr>
<tr>
<td>Republican</td>
<td>54</td>
<td>39</td>
</tr>
</tbody>
</table>

Source: NCLR/LD Florida Poll October, 2014
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 …. 

Source: NCLR/LD Florida Poll October, 2014
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.

Vote candidate in favor raising min wage  Vote candidate opposed to raising min wage

Source: NCLR/LD Florida Poll October, 2014
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...

- Candidate in favor of reducing pollution: 79%
- Candidate opposed: 5%
- No effect: 14%
- DK: 2%

Source: NCLR/LD Florida Poll October, 2014
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.

Source: NCLR/LD Florida Poll October, 2014
Equal Pay Legislation

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

Source: NCLR/LD Florida Poll October, 2014
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.

Source: NCLR/LD Florida Poll October, 2014
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?

- Invest in schools: 70%
- Tax Cuts: 27%
- DK: 3%

Source: NCLR/LD Florida Poll October, 2014
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.

<table>
<thead>
<tr>
<th>Party</th>
<th>Lower taxes</th>
<th>Invest in schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>80</td>
<td>15</td>
</tr>
<tr>
<td>Independent</td>
<td>73</td>
<td>23</td>
</tr>
<tr>
<td>Republican</td>
<td>55</td>
<td>41</td>
</tr>
</tbody>
</table>

Source: NCLR/LD Florida Poll October, 2014
FOR MORE INFORMATION VISIT

NCLR.ORG AND NCLRAF.ORG