Election 2018: Stakes High; Another “Photo Finish”? 

Dr. Susan A. MacManus  @DrMacManus 
Amy N. Benner, David Bonanza Research Associates 
University of South Florida, Tampa
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SLIDESHOW FOR EDUCATIONAL PURPOSES ONLY
What We’re Seeing in Florida: 2018

- Greater clout in national politics
- More women & minorities running for and getting elected to various positions (executive, legislative, judicial) at all levels
- Activism on the upswing: sparked by major events related to social/economic injustices
- More interest in ancestry; rise in identity politics
- Growing intergenerational conflicts
- Rise of independent voters, especially among younger voters disgruntled w/ Ds and Rs
Statewide Races: 1% Margin of Victory

Statewide Races in Florida (Governor, President)

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
<th>2010</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>47.7</td>
<td>48.9</td>
<td>50.0</td>
<td>47.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>49.1</td>
<td></td>
<td>48.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47.8</td>
<td>49.0</td>
</tr>
</tbody>
</table>

Source: Florida Division of Elections.
Who Are Florida’s Voters?

Photo attribution: http://www.supercoloring.com/silhouettes/florida-map
Party Registration Trend: FLA. 1972- August 2018

Florida Voter Registration
1972 - August 2018

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
Dem-Rep Registration Closest Ever

Florida Voter Registration by Party
August 2018

REP
4,594,613
35%

DEM
4,838,643
37%

Other
86,615
1%

NPA
3,493,858
27%

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
Over One-Third of Registered Voters are Non-White

Florida Voter Registration by Race
August 2018

- White, Not Hispanic: 8,276,514 (64%)
- Hispanic: 2,131,290 (16%)
- Black, Not Hispanic: 1,724,896 (13%)
- Asian or Pacific Islander: 249,162 (2%)
- Other: 631,867 (5%)

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
Florida’s Racial and Ethnic Composition Closely Mirrors the U.S. At Large

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage of Population</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Florida 2017 (%)</td>
<td>U.S. 2017 (%)</td>
</tr>
<tr>
<td>White</td>
<td>54.1</td>
<td>60.7</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>25.6</td>
<td>18.1</td>
</tr>
<tr>
<td>Black</td>
<td>15.6</td>
<td>12.5</td>
</tr>
<tr>
<td>Asian</td>
<td>2.8</td>
<td>5.6</td>
</tr>
<tr>
<td>Native American</td>
<td>0.3</td>
<td>0.7</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0.1</td>
<td>0.2</td>
</tr>
<tr>
<td>Two or more races</td>
<td>1.6</td>
<td>2.1</td>
</tr>
</tbody>
</table>

Note: All racial groups include only single-race non-Hispanics.
Age Diversity

Florida Voter Registration by Age
August 2018

- 65 and over: 3,625,514 (28%)
- 50 to 64: 3,400,663 (26%)
- 30 to 49: 3,785,727 (29%)
- Under 30: 2,140,643 (17%)

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
About half of voters under age 30 are nonwhite

Florida Voter Registration by Age and Race
August 2018

<table>
<thead>
<tr>
<th>Age Group</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Asian/PI</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 30</td>
<td>50</td>
<td>18</td>
<td>21</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>30 to 49</td>
<td>56</td>
<td>16</td>
<td>20</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>50 to 64</td>
<td>67</td>
<td>12</td>
<td>15</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>65 and over</td>
<td>76</td>
<td>8</td>
<td>11</td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>

Percent of Registered Voters (%)
Women are a majority of Florida’s registered voters

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
45% of the state’s registered voters live in the I-4 Corridor

Percent of Florida's Registered Voters Living in Each of Florida's 10 Media Markets
August 2018

- Tampa-St. Petersburg-Sarasota: 24%
- Orlando-Daytona Beach-Melbourne: 21%
- Miami-Ft. Lauderdale: 20%
- Palm Beach-Ft. Pierce: 10%
- Jacksonville, Northeast Florida: 9%
- Naples-Fort Myers: 6%
- Pensacola and the Panhandle: 4%
- Tallahassee: 3%
- Panama City: 2%
- Gainesville, North Central Florida: 2%

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
Racial/Ethnic Makeup of 10 Media Markets Varies

Florida Voter Registration by Media Market and Race
August 2018

- Tampa: White 74%, Black 9%, Hispanic 10%, Asian/PI 2%, Other 4%
- Orlando: White 66%, Black 11%, Hispanic 16%, Asian/PI 2%, Other 5%
- Miami: White 31%, Black 20%, Hispanic 40%, Asian/PI 2%, Other 7%
- Palm Beach: White 70%, Black 13%, Hispanic 10%, Asian/PI 2%, Other 5%
- Jacksonville: White 71%, Black 19%, Hispanic 4%, Asian/PI 2%, Other 4%
- Naples: White 81%, Black 5%, Hispanic 10%, Asian/PI 13%
- Pensacola: White 79%, Black 12%, Hispanic 3%, Asian/PI 2%, Other 4%
- Tallahassee: White 64%, Black 27%, Hispanic 3%, Asian/PI 14%
- Panama City: White 85%, Black 9%, Hispanic 2%, Asian/PI 13%
- Gainesville: White 72%, Black 14%, Hispanic 6%, Asian/PI 3%, Other 5%

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
2/3s of FL Dems Live in 3 Media Markets

Percent of Florida's Registered Democrats Living in Each of Florida's 10 Media Markets

August 2018

- Miami-Ft. Lauderdale: 24%
- Tampa-St. Petersburg-Sarasota: 22%
- Orlando-Daytona Beach-Melbourne: 20%
- Palm Beach-Ft. Pierce: 11%
- Jacksonville, Northeast Florida: 8%
- Naples-Fort Myers: 5%
- Tallahassee: 4%
- Pensacola and the Panhandle: 3%
- Gainesville, North Central Florida: 2%
- Panama City: 2%

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
Nearly Half of FL Reps Live in I-4 Corridor Media Markets

Percent of Florida's Registered Republicans Living in Each of Florida's 10 Media Markets
August 2018

- Tampa-St. Petersburg-Sarasota: 25%
- Orlando-Daytona Beach-Melbourne: 21%
- Miami-Ft. Lauderdale: 14%
- Jacksonville, Northeast Florida: 11%
- Palm Beach-Ft. Pierce: 10%
- Naples-Fort Myers: 8%
- Pensacola and the Panhandle: 5%
- Panama City: 3%
- Tallahassee: 2%
- Gainesville, North Central Florida: 2%

Graphic created by MacManus; calculated from Florida Division of Elections, Florida Voter Registration System data as of August 2018.
Percent of Florida's Registered NPAs Living in Each of Florida's 10 Media Markets
August 2018

- Tampa-St. Petersburg-Sarasota: 25%
- Miami-Ft. Lauderdale: 22%
- Orlando-Daytona Beach-Melbourne: 22%
- Palm Beach-Ft. Pierce: 11%
- Jacksonville, Northeast Florida: 7%
- Naples-Fort Myers: 6%
- Pensacola and the Panhandle: 3%
- Tallahassee: 2%
- Gainesville, North Central Florida: 1%
- Panama City: 1%
Florida’s Ideological Make-Up

- 35% Conservative
- 36% Moderate
- 22% Liberal

➢ +13 NET CONSERVATIVE

Sample size: 11,094 respondents

FL Election Officials’ Challenges

• More voter confusion—amendments
• Greater voter distrust of integrity of voting process
• Constant monitoring of every action by voter advocacy groups and media; need to step up poll worker training
• Greater likelihood of legal battles, especially if close election
• More focus on voter privacy rights
• More scrutiny of equity in voter outreach
• More pressure to use understandable ballot language
• More pressure to explain protections against hacking into election system
• Greater need for informational efforts
Vote by Mail (Absentee)

- Requests for Ballot—FL and Overseas
- Return of Ballots
- Signatures
- Tabulation
Early In-Person Voting

- Days/Hours
- Location of Polling Sites
- Poll Workers
- Equipment
- Ballot Content
- Campaign Volunteers
- Individual Voter—outside & inside voting area
- Security of vote returns
Election Day Voting

• Long lines
• Provisional ballots
• Polling locations
• Poll workers
• Equipment—machines & electronic poll books
• Campaign volunteers
• Voter—outsider & inside voting area
• Law enforcement personnel
• Tabulation and “transport” of precinct results to Supervisor Office
Post-Election

- Recounts
- Contesting the results
- Canvassing Board – provisional ballots
- Audits
- Certification of results
Biggest Threat to U.S. Elections?

Which do you think is the bigger danger to keeping U.S. elections safe and secure?

- Voter fraud or suppression by people in the U.S.: Overall 61%, Democrats 44%, Republicans 60%, Independents 60%
- Unsure: Overall 5%, Democrats 4%, Republicans 4%, Independents 4%
- Interference by foreign countries: Overall 34%, Democrats 52%, Republicans 11%, Independents 35%

Source: NPR/PBS NewsHour/Marist poll of 949 U.S. adults conducted Sept. 5-9. This question was asked of a subset of the sample, and the margin of error is 5.1 percentage points. Totals may not add up to 100 because of rounding.

Credit: Alyson Hurt/NPR
Americans Have Higher Trust in Local Media

Source: Data from 2018 Poynter Media Trust Survey, The Poynter Institute
Expectations in 2018: CLOSE, AGAIN!

Swing State!

Graphic source: Policymic.com