

MEMORANDUM

To: RPOF Leadership
From: Wes Anderson & Kayla Dunlap
Date: December 1, 2014
Re: Florida Statewide Post Elect

KEY FINDINGS

Methodology Note: To ensure accuracy of the subsample of Hispanic voters, this survey includes a Hispanic oversample of 175 interviews for a grand total of N = 304. These interviews were conducted using a bilingual phone house which offered both English and Spanish language preferences. To guarantee proportional accuracy, the oversample was then weighted back into the survey to reflect the original N = 129.

Early in the 2014 cycle, Florida’s Gubernatorial race was pegged as one of the most contested races in the country. Beyond the Sunshine State’s already “swingy” nature, this race was a unique battle of two candidates the voters perceived as Incumbents. Throughout the month of October, public polls collected by *Real Clear Politics* were erratic, falling into two camps. There were those that showed the race virtually tied and those that showed Crist with a 3 to 5 point advantage over Governor Rick Scott. Election night however, told a different story as Rick Scott went on to defeat Charlie Crist, 48% to 47% respectively. In an effort to better understand and assess the effectiveness of our efforts, we conducted a 1,000 sample post-election survey of voters who participated in the election. Here’s the “why” behind the win.

- *Hispanics:* While an array of news articles point to a Rick Scott victory “despite losing ground with Hispanics,” that’s simply not true.¹ In fact, contrary to *Pew’s* post elect numbers which have the Democrat winning Hispanics by a substantial 20%, our post-elect shows the ballot virtually tied among Hispanics with a slight edge to Charlie Crist. Furthermore, this within-the-margin ballot was predicted as our statewide of likely Hispanic voters from September had Scott winning marginally, 46% to 43% with another 6% undecided who on election night, unsurprisingly broke for the challenger.

When the Hispanic vote is broken down by county of origin, we find that Governor Scott won a sizable majority of Cuban voters as well as more Puerto Rican voters than many expected. In the end, most Hispanic voters were focused on the economy, and they decided that under Governor Scott’s leadership, the state’s real estate and job markets are headed in the right direction.

Ballot among Hispanics	<i>Post Elect</i>	<i>September 2014</i>
Crist	49%	43%
Scott	47%	46%
Wyllie	3%	5%
Undecided	N/A	6%

Ballot among Hispanics	<i>Cuban</i>	<i>Puerto Rican</i>	<i>Other</i>
Crist	30%	57%	57%
Scott	65%	40%	40%
Wyllie	4%	3%	3%

- *Gender:* Heading into election day, a big hinderance for Democrats nationwide was their failure to cultivate a significant gender gap. This was true in Florida as well. While our post-elect shows Scott winning men by 8 points, 52% to 44%, Crist is only winning women by 6 (50% to 44%). That's an unsustainable gender gap for any Democrat in a tight race.

Ballot	<i>Total</i>	<i>Male</i>	<i>Female</i>
Crist	47%	44%	50%
Scott	48%	52%	44%
Wyllie	4%	3%	5%

- *Seniors:* Lastly, despite senior scare tatics from the left, our post-elect has Scott winning 66+ by a notable 7 point margin, 52% to 45% respectively. More importantly perhaps is that Scott won near seniors (56-65), who are typically the most vulnerable to mediscare and the like, by an almost equal 6%.

Ballot	<i>Total</i>	<i>66+</i>	<i>56-65</i>
Crist	47%	45%	45%
Scott	48%	52%	51%
Wyllie	4%	3%	4%

Bottom line, in targeting, messaging and turnout, the Scott camapign succeeded. From broadcast messaging to door-to-door targeting, our post-elect survey strongly suggests the Scott camapign beat the Crist campaign at every phase. Perhaps this is most clearly demonstrated by Governor Scott's tie among Hispanic voters. It could certainly be argued that the campaign's success with Hispanic voters had as much or more to do with Governor Rick Scott's victory than any other targeted group.

METHODOLOGY

The following survey was conducted by OnMessage Inc. This statewide post-election survey was conducted via land-line and cell phone between November 10 and 12, 2014. This survey consists of 1000 voters who participated in this November's election with an oversample of 175 bilingual Hispanic interviews. Interviews were stratified by county to reflect actual voter turnout. The margin of error for this survey is +/- 3.1%.

ABOUT US

Wes Anderson is a leading GOP pollster with 20 years of experience in opinion research. As a founding partner, Wes now leads the polling divisions of OnMessage Inc. and OnMessage Sports, providing political and corporate clients with a full spectrum of quantitative and qualitative opinion research products. You can read more about Wes Anderson at onmessageinc.com.