



2008 PRIMARY ELECTION PROFILES

FLORIDA

FLORIDA PRIMARY: JANUARY 29

ELECTORAL COLLEGE VOTES: 27

TOTAL POPULATION (2006): 18,089,889 LATINO POPULATION (2006): 3,642,989

In the November 2000 election, Florida became the national symbol of a “battleground” state, with the most competitive Presidential contest in the nation. In 2004, the margin of victory became wider, with President George W. Bush gaining 52% of the vote, compared to Senator John Kerry’s 47%. However, both parties are preparing to wage vigorous campaigns in the state, and its 27 Electoral College votes are seen as a valuable prize.

Florida’s Latino population has undergone significant demographic and political changes over the last few decades. The state’s Cuban-American population, with its tradition of strong Republican affiliation, still wields considerable political influence. Although the Republican National Committee (RNC) stripped Florida of half of its convention delegates for scheduling its primary ahead of the February 5 start date sanctioned by the RNC, Republican Presidential contenders are aggressively wooing the state’s Cuban-American community. Republican candidates have made several visits to South Florida, and are seeking support from the area’s Latino political leaders.

In addition to the Latinos of South Florida, the Latinos in Central Florida have emerged as a key electorate. About 912,000 Latinos – or about 25% of the state’s Latino population – live in the Orlando and Tampa metropolitan areas. This population includes a significant Puerto Rican population (40%), which tends to affiliate with the Democratic Party. Moreover, in both South and Central Florida, there are growing South American, Central American, Mexican and Dominican populations, as well as a new generation of Cuban-Americans. Some of these voters are already affiliated with the Democrats; others are just in the process of forming their political allegiances, and are open to appeals by either party. Florida’s Democratic primary will be less significant in determining the party’s nominee, because the Democratic National Committee also penalized the state for its early primary date by stripping the Florida Democratic party of all of its nominating convention delegates. However, political observers believe that the Democrat who emerges as the party’s nominee will make a vigorous effort to pursue Florida’s Latino voters during the general election.

Latino Population in South and Central Florida – 2006

Latino Population Group	South Florida		Orlando and Tampa Metropolitan Areas	
	Number	Share of total	Number	Share of total
Cuban	879,858	42.0%	96,639	10.6%
Puerto Rican	189,032	9.0%	362,983	39.8%
South American	419,912	20.1%	108,603	11.9%
Mexican	117,831	5.6%	189,000	20.7%
Central American	284,971	13.6%	53,392	5.9%
Dominican	84,303	4.0%	42,261	4.6%
Other Latino	117,399	5.6%	59,440	6.5%
Total	2,093,306	99.9%*	912,318	100.0%

*Total does not equal 100% because of rounding.

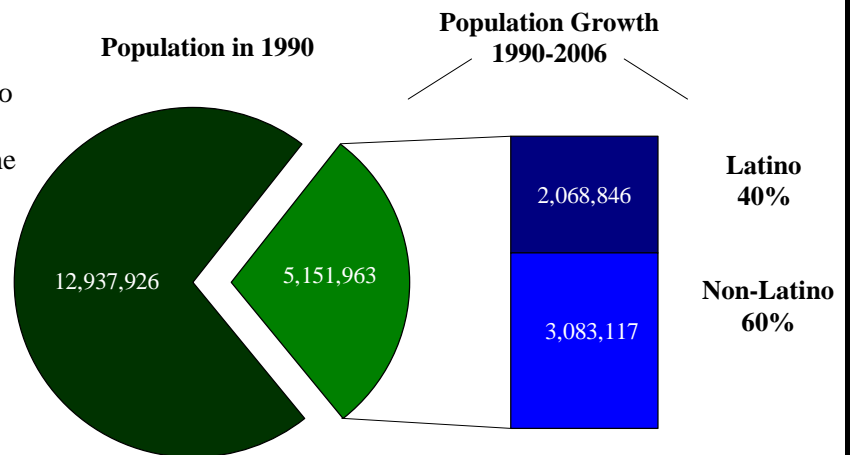
THE LATINO POPULATION IN FLORIDA

A significant portion of all new Florida residents between 1990 and 2006 were Latino (40%, or 2.1 million of 5.2 million), and growth of the Latino community far exceeded that of non-Latinos. The Latino population increased by 131%, while the non-Latino population increased by 27%.

Florida's Latino Population: 2006

	Population	% of Total Population
Latinos	3,642,989	20%
Latino Adults	2,685,852	19%
Latino Adult U.S. Citizens	1,685,059	14%

Florida Population Growth: 1990-2006



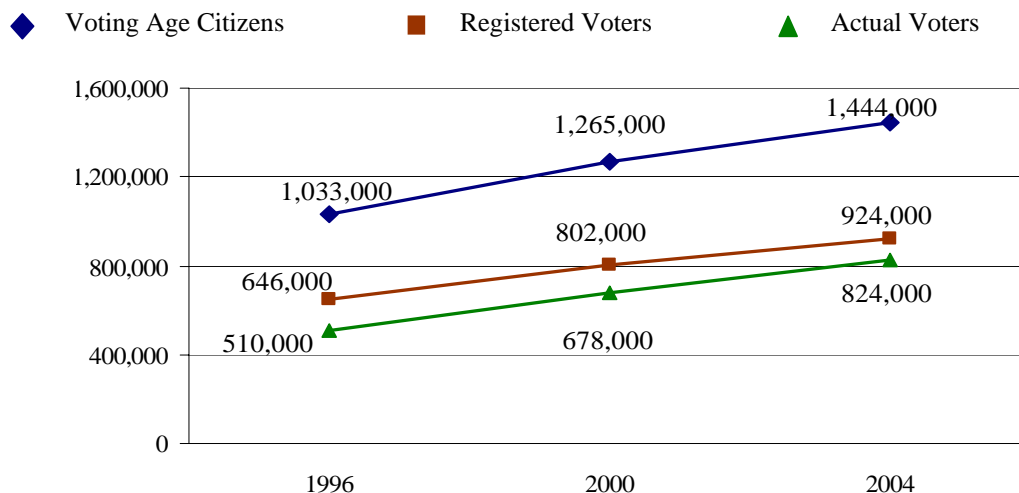
THE LATINO ELECTORATE

Since 1996, Florida's Latino voters have been gradually increasing their share of the state's electorate. The Latino share of the vote increased from 9% in November 1996 to 11% in 2004. Latinos now comprise 12% - or nearly one out of eight - of the state's registered voters.

Florida's Electorate (2007)

Total Registered Voters	11,602,273
Latino Registered Voters	1,372,118
Latino Share of All Registered Voters	12%

Florida Latino Registration and Voting in Past Presidential Elections



See "Sources" for information regarding the limitations of the foregoing data.

LATINO ELECTED OFFICIALS IN FLORIDA

- As of January 2007, 131 Latino elected officials served in Florida, four of whom currently serve in the U.S. Congress.
- Florida is one of only four states ever to have a Latino serve in the U.S. Senate.
- The Speaker of the Florida State House of Representatives, Marco Rubio, is Latino.

	Total Districts/Seats	Number Held by Latinos	Share of Total Delegation
U.S. Senate	2	1	50%
U.S. House of Representatives	25	3	12%
State Senate	40	3	8%
State House of Representatives	120	14	12%

For more information about the NALEO Educational Fund's 2008 Election publications, please contact Rosalind Gold at rgold@naleo.org or (213) 747-7606, ext. 120.

