

Florida		Population: 21,299,325	Quick Thoughts
Electoral College Points: 29		Registered Voters: 13,396,622	Florida saw near presidential voter turnout in the 2018 midterms.
		Turnout 2016: 9,091,260	
Romney	Obama	Difference	2012 Total
4,162,081	4,235,270	-73,189	8,397,351
Trump	Clinton	Difference	2016 Total
4,605,515	4,485,745	119,770	9,091,260

Partisan Vote Change		2018 Mid-Term	Democrat	Republican
Trump-Romney:	443,434	US Senate	4,089,472	4,099,505
Clinton-Obama:	250,475	Governor	4,043,723	4,076,186
Trump-Obama:	370,245	US House Seats	13	14

Vote Change from 2012-2016

Percent Change in Vote:	1.08
Vote Total Difference:	693,909
Change in Dem Vote:	250,475
Change in Rep Vote:	443,434

Political Analysis:

2012 to Trump in 2016. It's 29 electoral college votes have been fiercely fought over in recent presidential elections. Democrats picked up 2 house seats in the 2018 mid-term elections and saw narrow losses for top ballot candidates. Although Clinton saw net gains of 250,000 votes in Democratic performance compared to Obama's 2012 total Trump gained over 425,000 votes compared to Romney. This gain for Trump made up for the gains for Clinton.

Top Nonfarm Industry Sectors Jobs

1. Trade, Transportation & Utilities
2. Professional & Business
3. Education & Health Services
4. Leisure & Hospitality
5. Government

Economic Indicators

HH Income:	\$50,883
Per Capita Income:	\$28,774
Unemployment:	3.3

Overall party affiliation has increased by about 500,000 with Democrats maintaining a lead of 250,000 between 2017 and 2018.

Top Crops

	US Rank
1. Oranges	1
2. Sugarcane	1
3. Foraged Land	36
Value of Ag Crops Sold	21

The percent of Hispanic vote has reached all time-highs, although the impact of the emmigration of 200,000 Puerto Ricans to Florida is unknown. Hispanics make up 16.4% of the vote according to a PEW Center report. This comes at a time of overall registration growth.

Policy Issues

The 2020 presidential election is likely to be framed around the size of government for the Republican Party. In Florida, this will mean trade deals cut under the US-Mexico-Canada Trade Agreement, formerly referred to as NAFTA. While the administration boasts of benefitting farmers and ranchers it has been panned by Republican Governor Rick Scott's Commissioner of Agriculture. We started the December 2018 winter bell pepper season with higher than normal prices due to a slow start and the loss of a major shipper. The price is still expected to drop as production from Mexico ramps up.

The 2018 midterm election in Florida saw Democrats most interested in healthcare, immigration and gun control according to an NBC/Maris. The Republicans ranked immigration, healthcare, and foreign policy highest in the same poll. With the renegotiation of NAFTA out of the way we will see 2 winter seasons pass before the next election. One month later, 50% of respondents to another poll said the state wasn't doing enough to address climate change.

Democrats are likely to pounce on the the size of government as well in 2020. They will focus on taxes and the federal debt as well as service delivery in the wake of destruction from recent hurricanes. The pan handle is reliably Republican. However, if fallout continues for rebuilding efforts (the shutdown did not help) we may see Democrats making inroads in this community.