

# Independent Voters

Who are they, and what do they want?

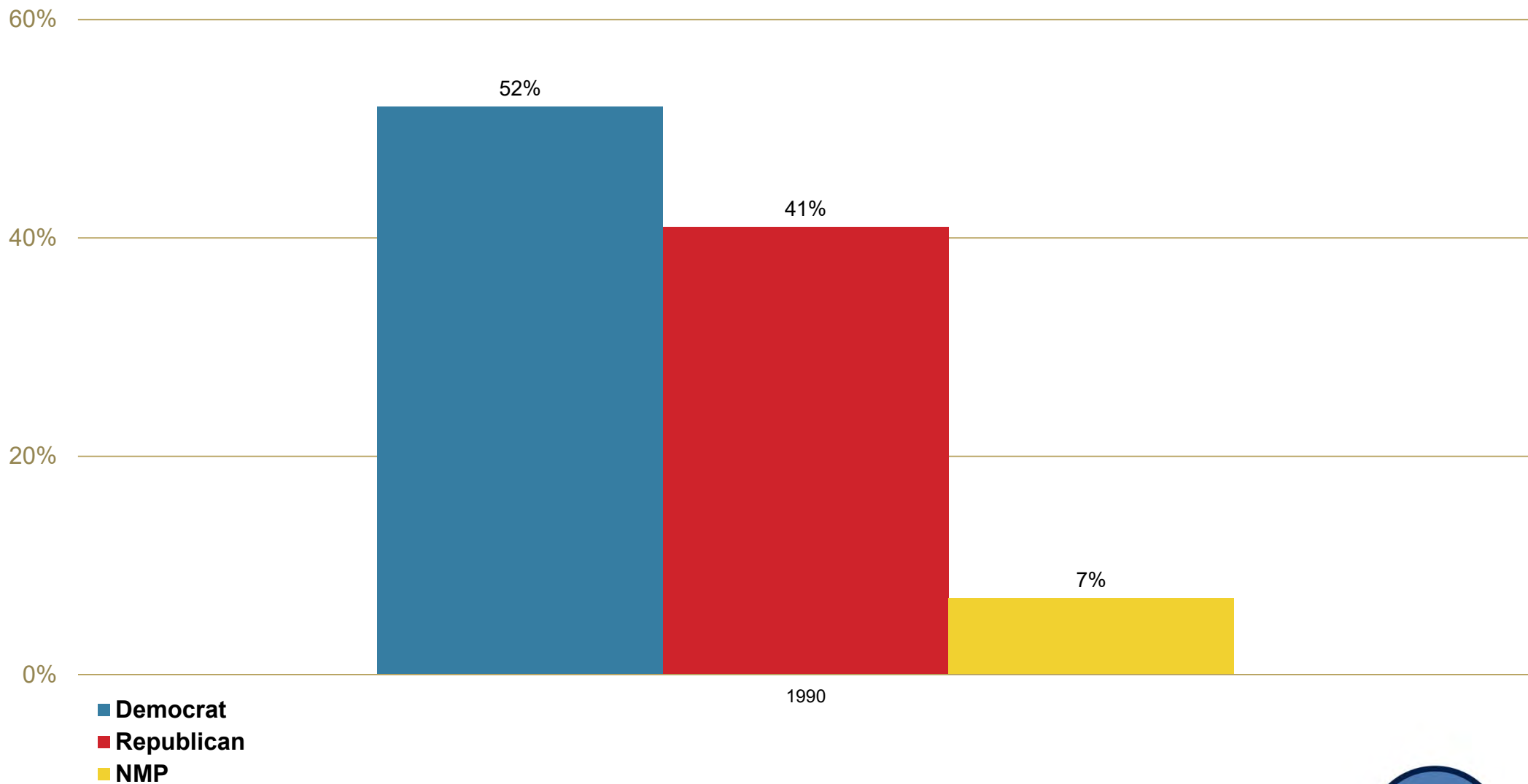


This presentation  
is different...





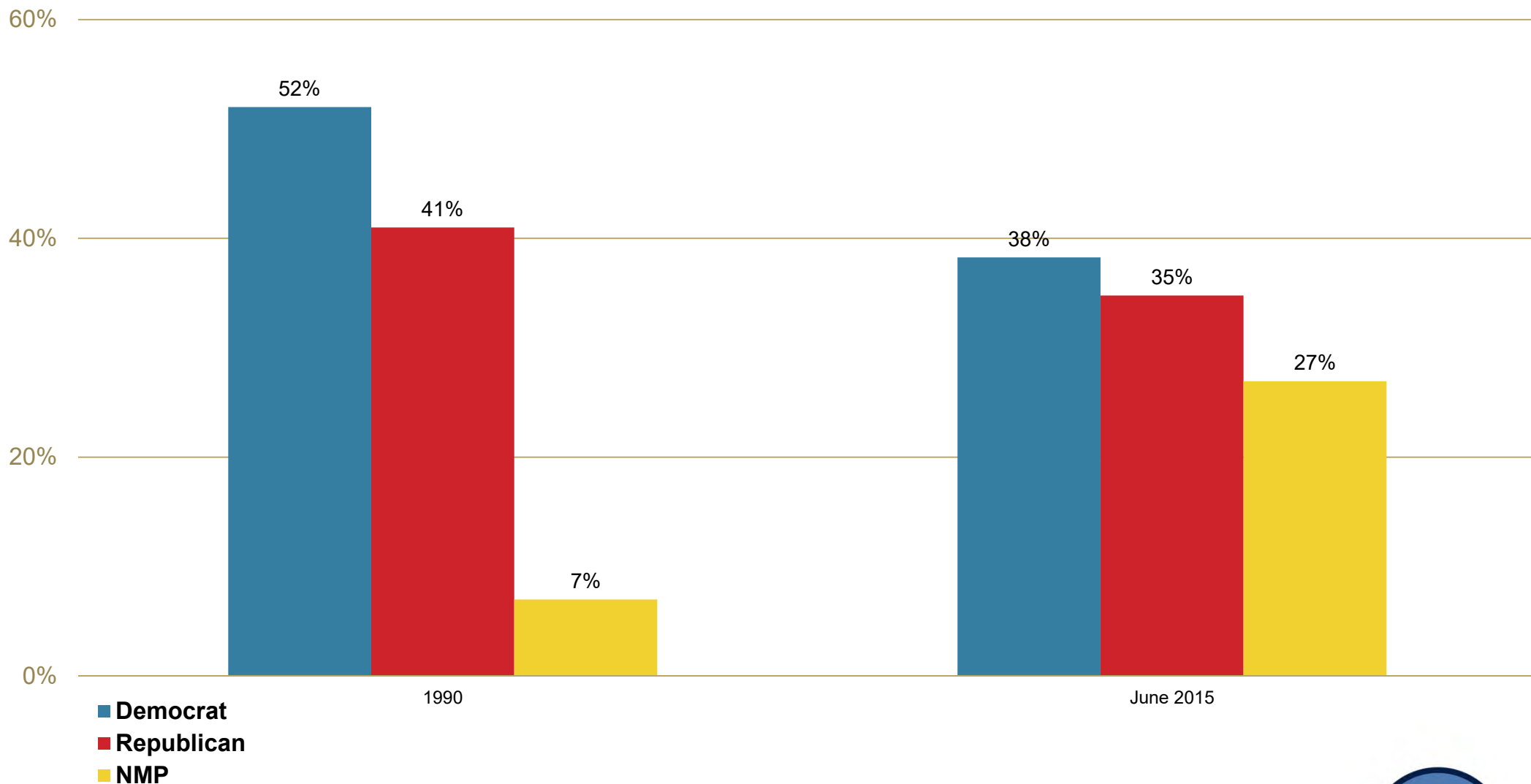
# Registered Voters by Party: 1990



Source: Florida Division of Elections



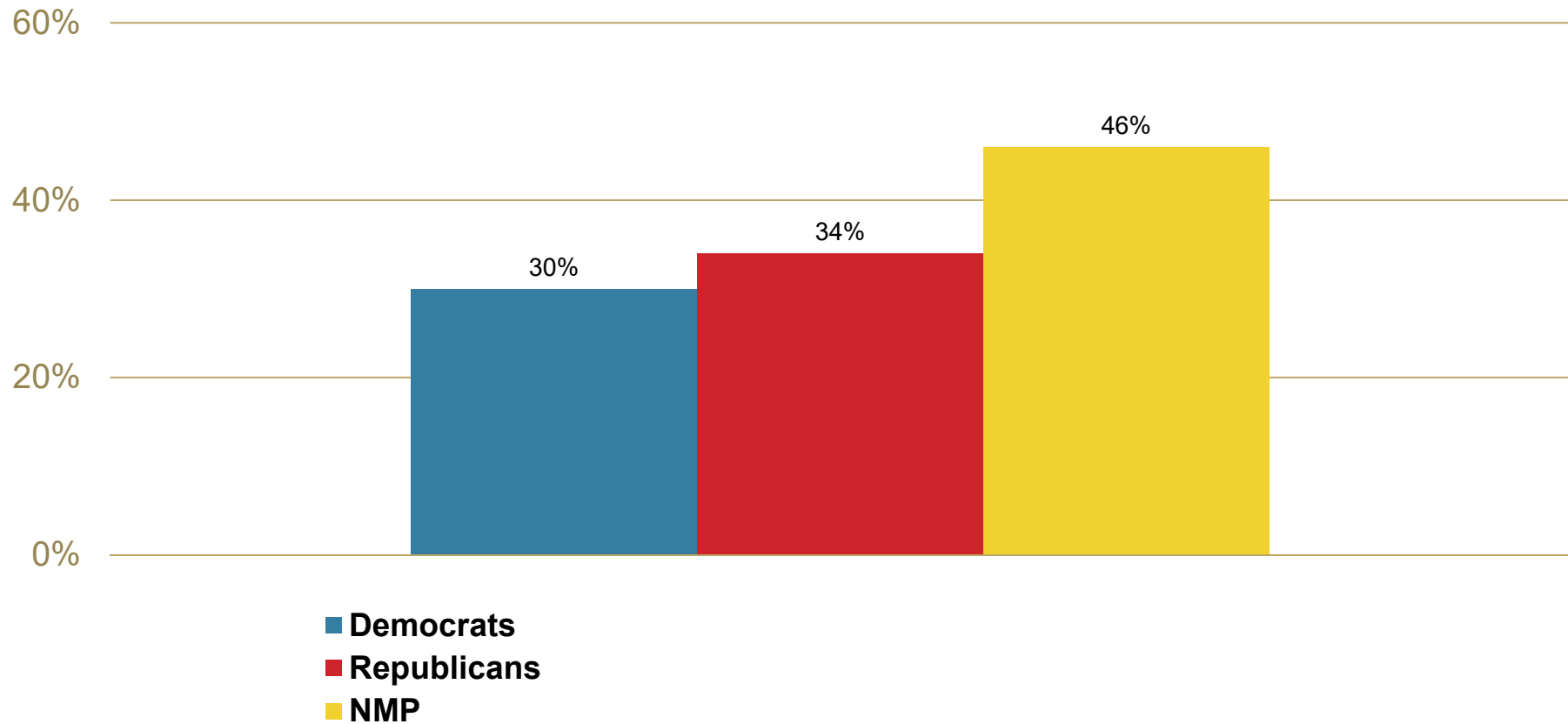
# The relative number of voters registered NMP has nearly **quadrupled**.



Source: Florida Division of Elections



# New Registered Voters by Party Since 2012



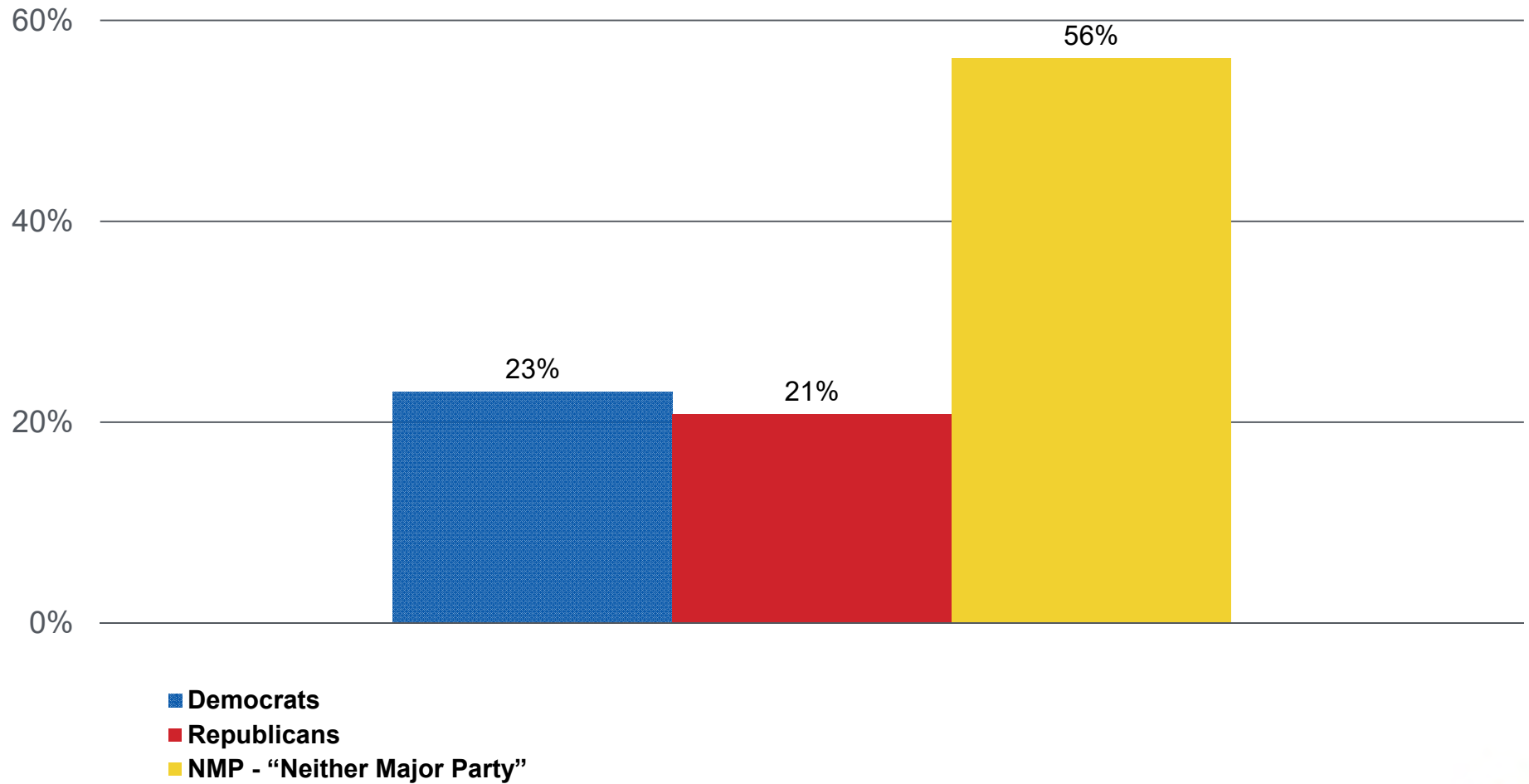
Source: Florida Division of Elections







## Net Registration by Party

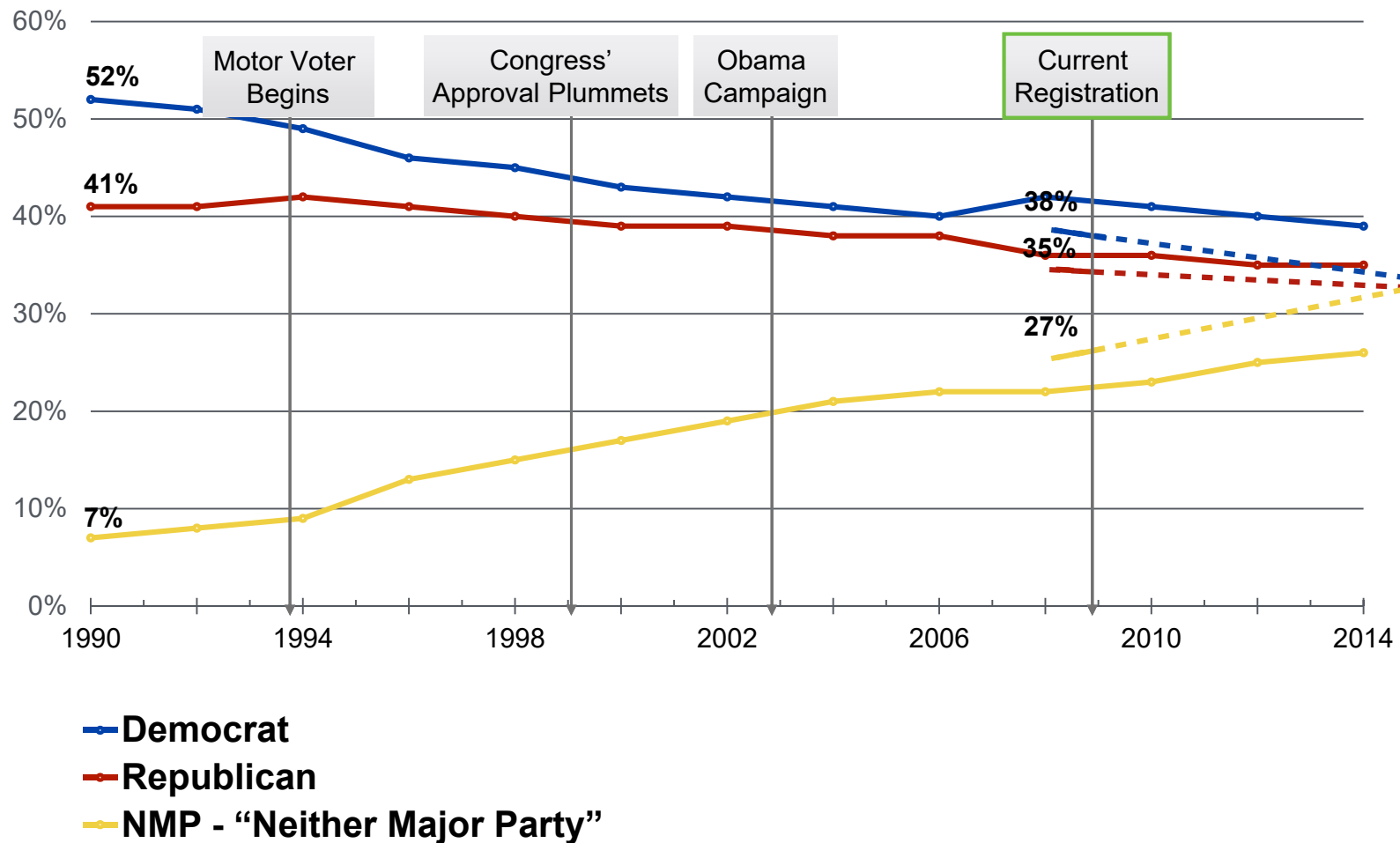


Source: Florida Division of Elections



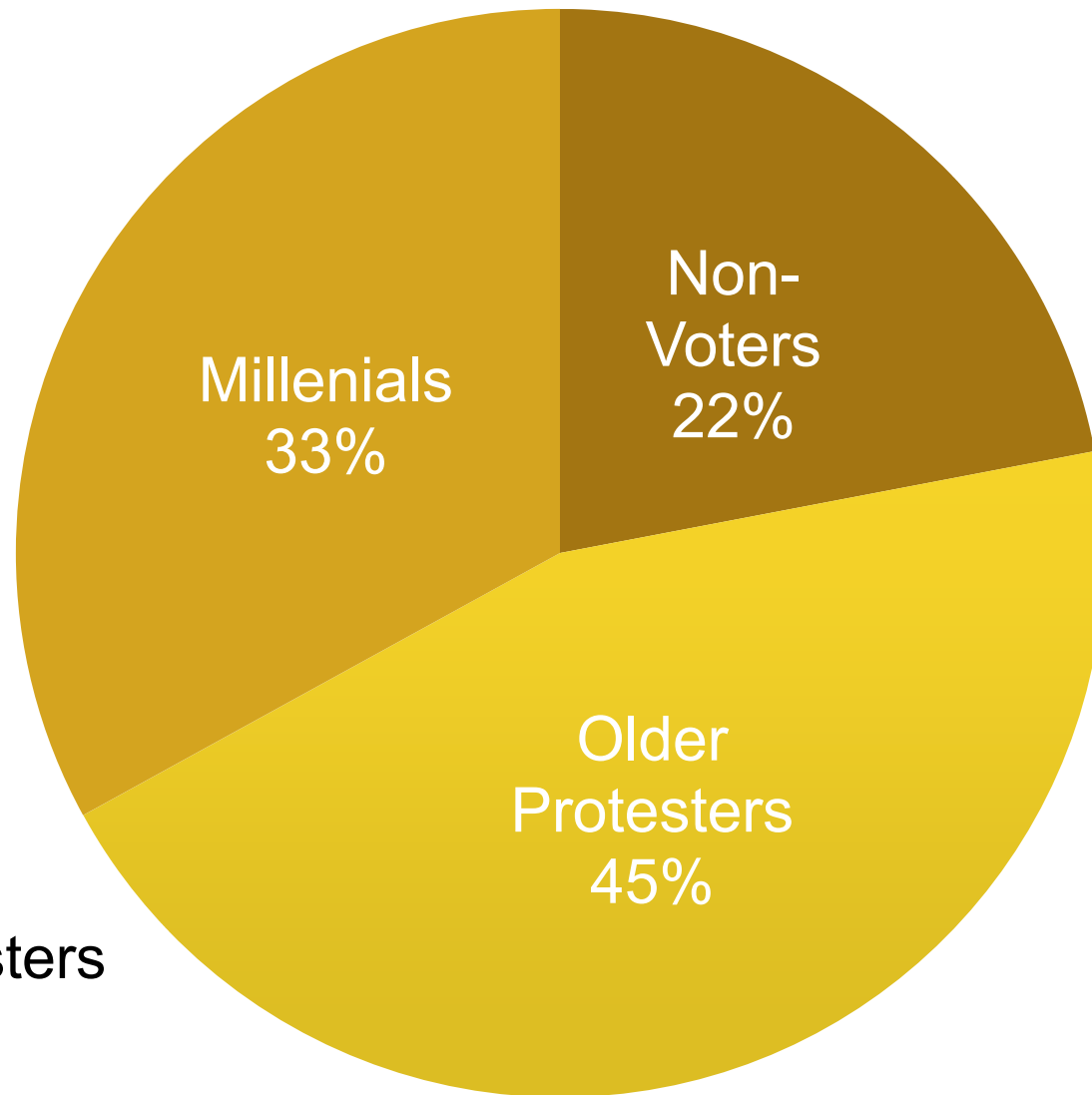


# Registered Voters by Party: 1990 — Projected



# Who are they?





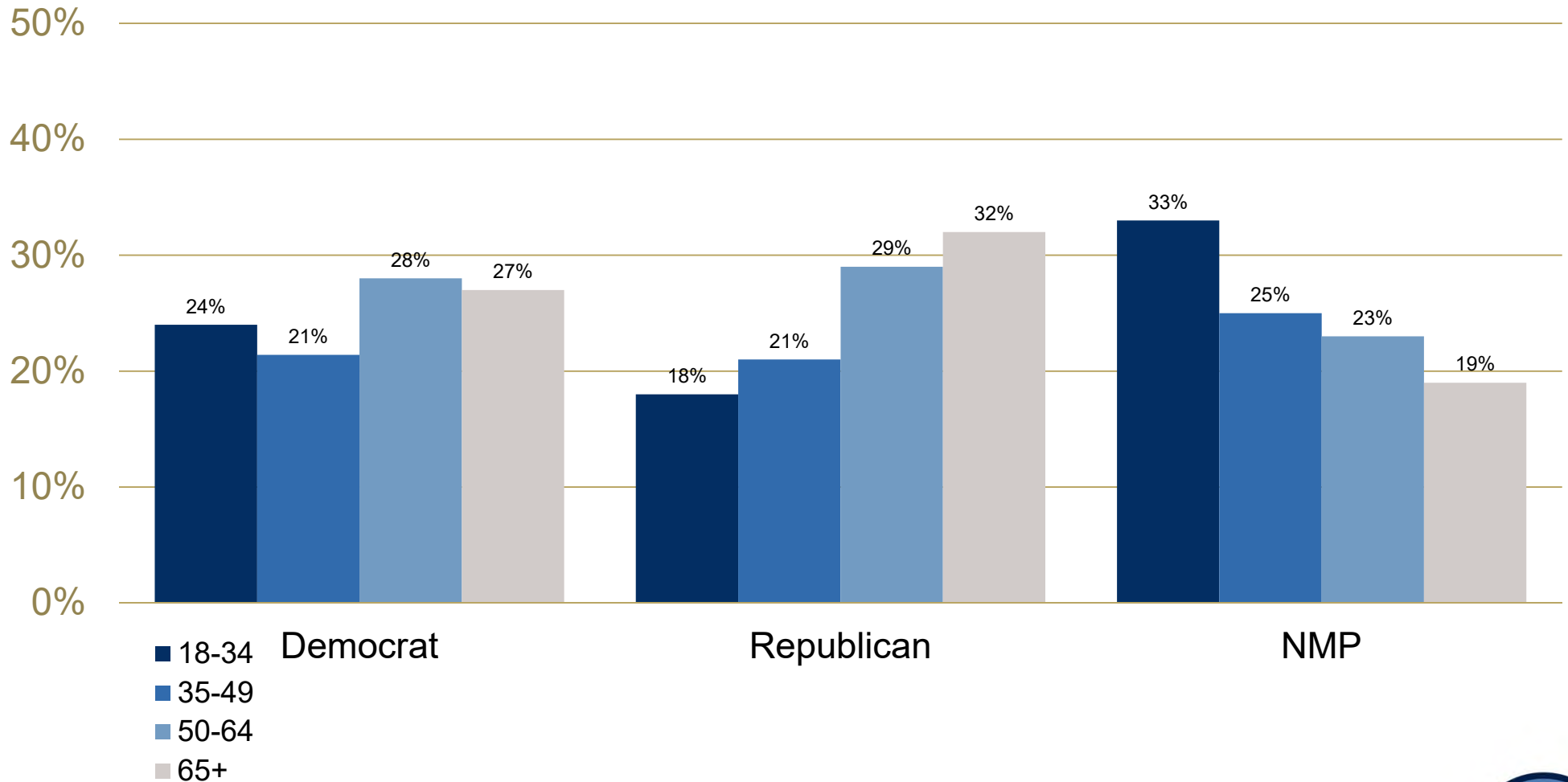
- Non-Voters
- Older Protesters
- Millenials

Source: Florida Voter File



# Statewide Registration: Party breakdown by Age

NMP's are much YOUNGER than partisans.

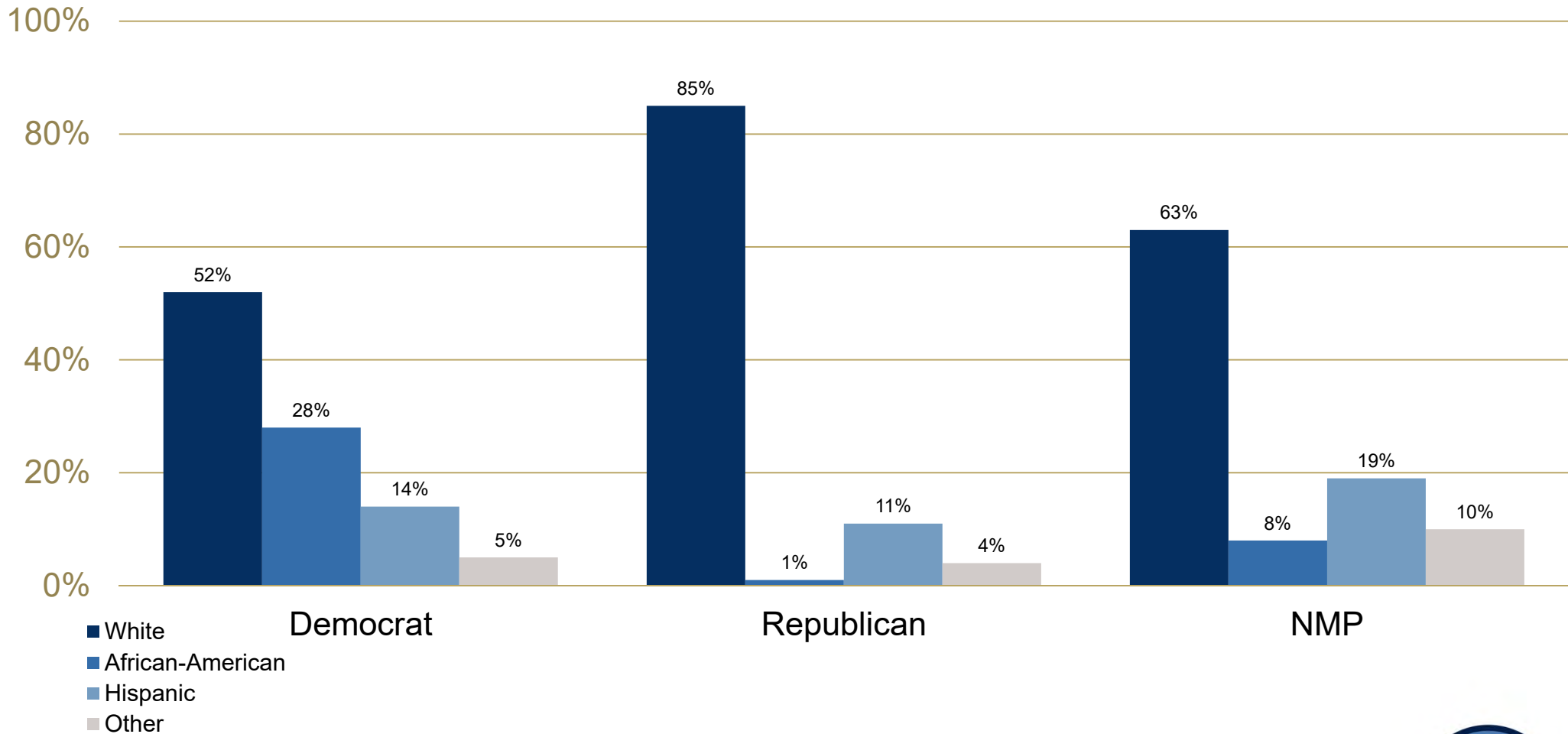


Source: Florida Voter File



# Statewide Registration: Party Breakdown by Race

NMP are whiter than Democrats, less white than Republicans...  
More ethnically diverse than either.



Source: Florida Voter File



# Where do they tend to live?

NMPs are the second largest party in four of seven of these counties.

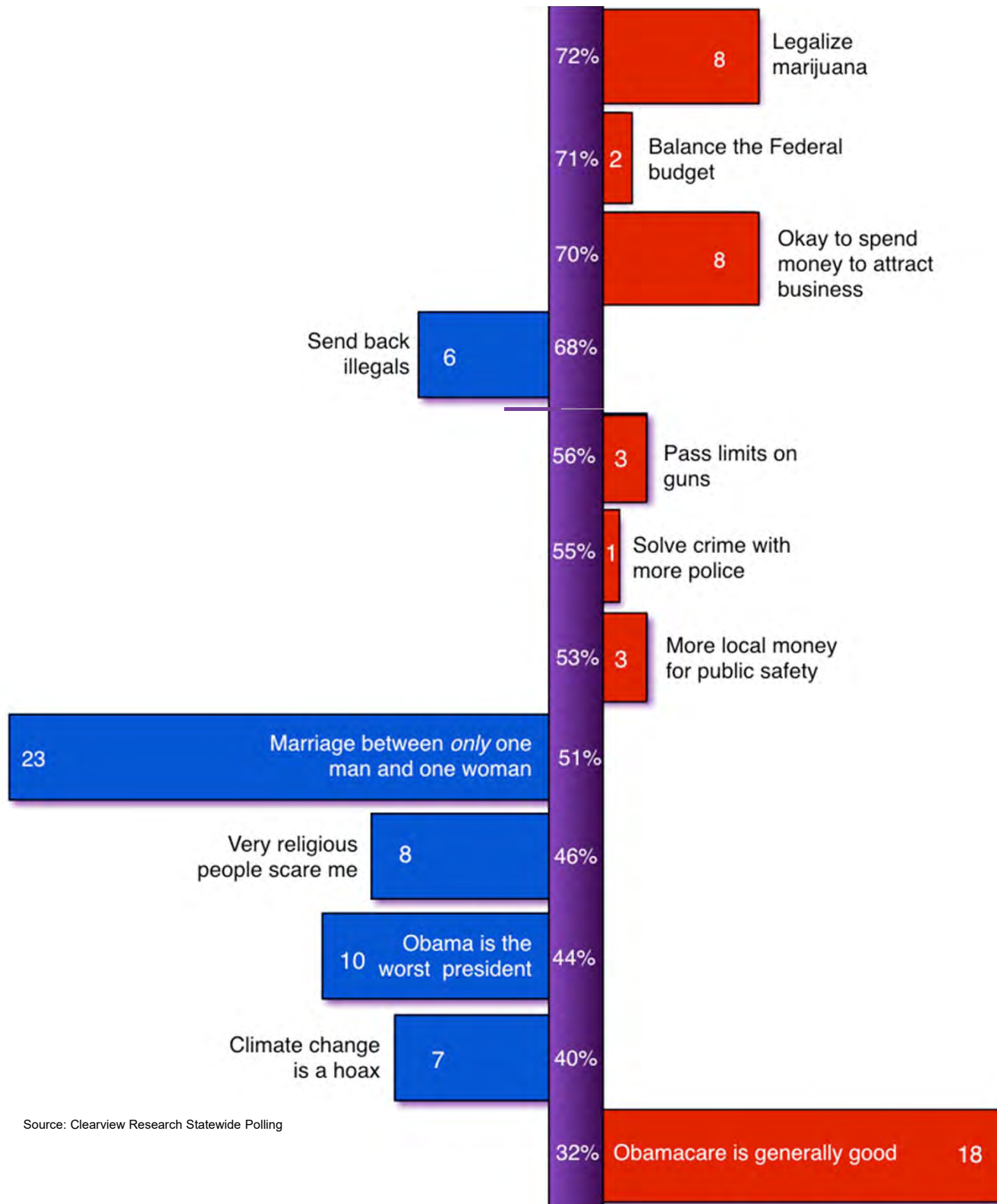
COUNTY	DEM	REP	NMP	Total
Broward	51.2%	22.3%	26.5%	100%
Duval	42.1%	36.6%	21.3%	100%
Hillsborough	40.2%	32.1%	27.7%	100%
Miami-Dade	42.9%	28.2%	28.9%	100%
Orange	42.1%	28.7%	29.2%	100%
Palm Beach	43.6%	28.0%	28.4%	100%
Pinellas	36.2%	35.6%	28.2%	100%

# What are their values?





# NMP Relationships to Republicans & Democrats on Social and Political issues

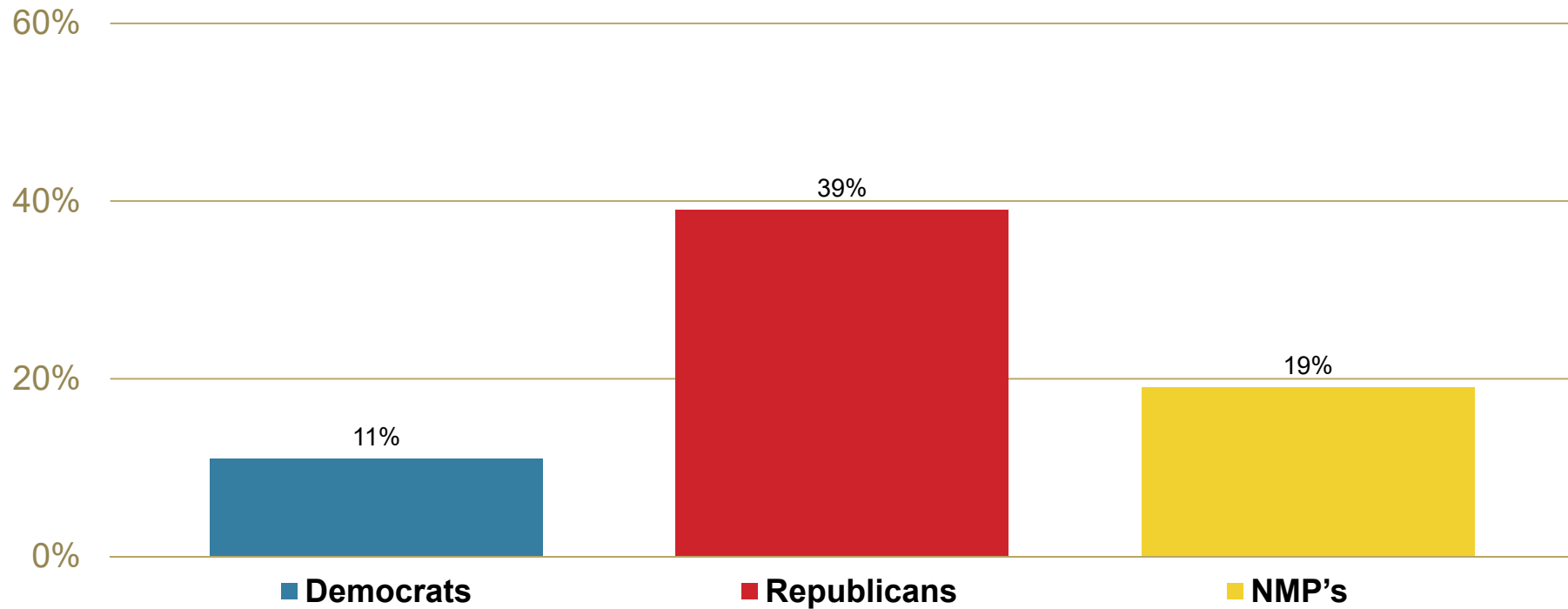


Source: Clearview Research Statewide Polling



## Statewide Poll Results:

"We need leaders who won't compromise their values"



- *Democrats - more likely to want leaders who will work across the aisle*
- *Republicans - more likely to be values voters*
- *NMPs - right in the middle*

# What do they want?

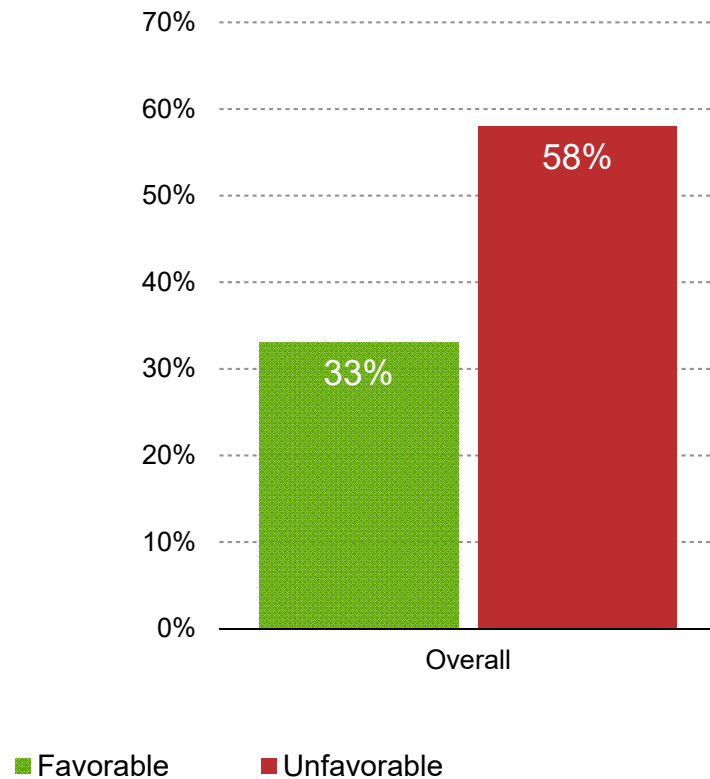




# Favorability Ratings of Different Levels of Government

Congress

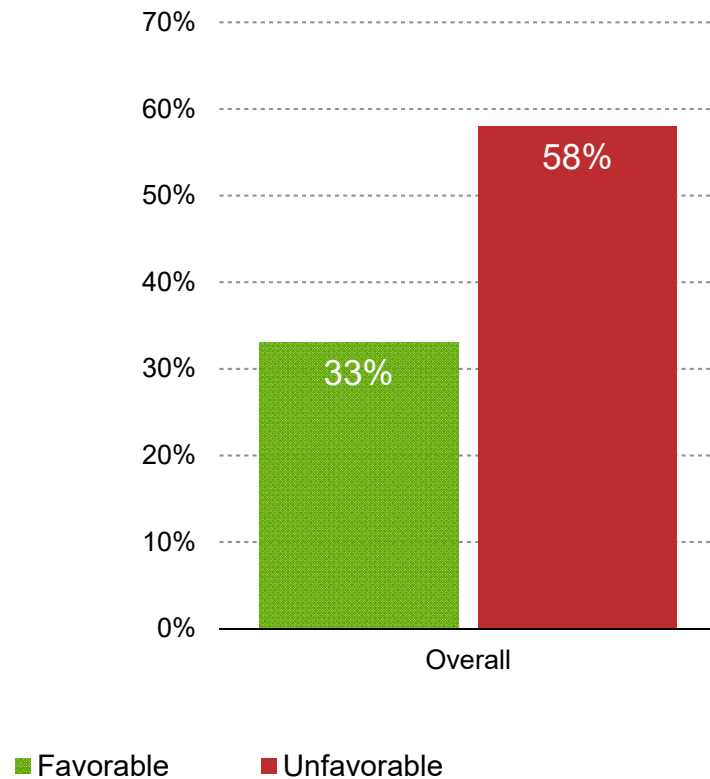
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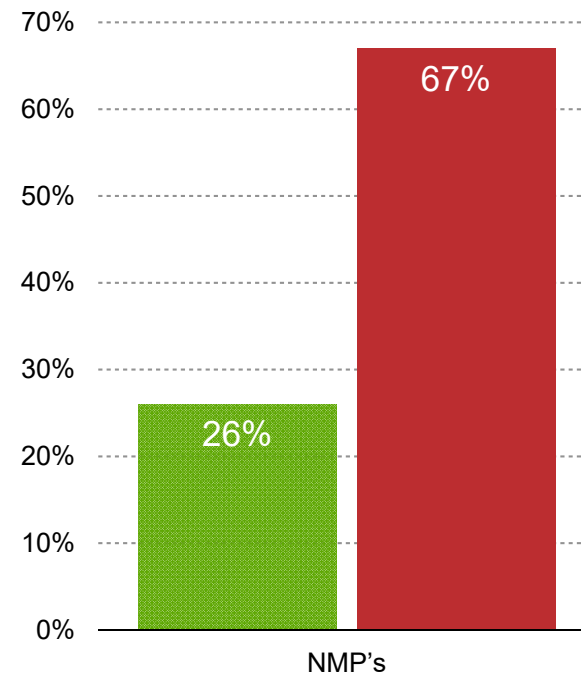
# Favorability Ratings of Different Levels of Government

## Congress

-25



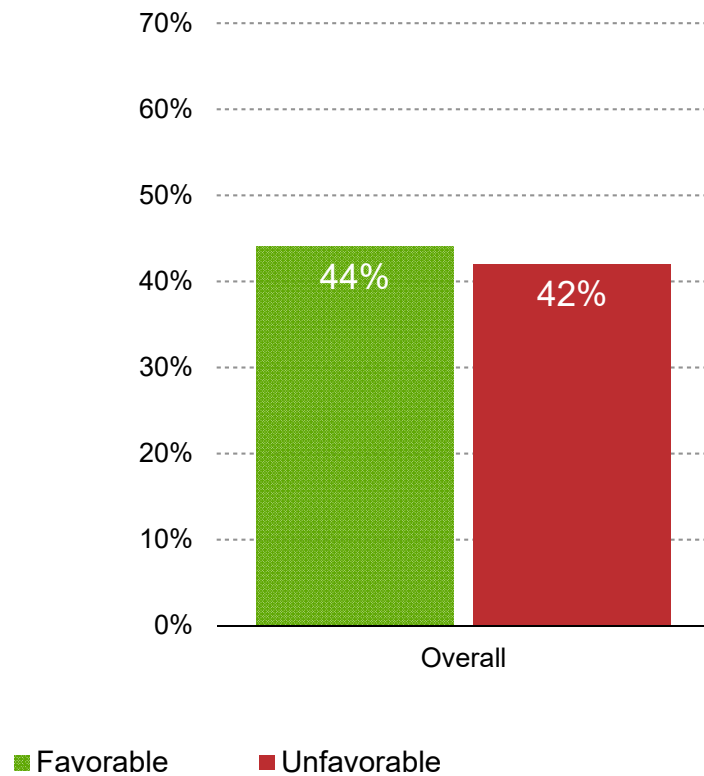
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# Favorability Ratings of Different Levels of Government

## FL Legislature

+2

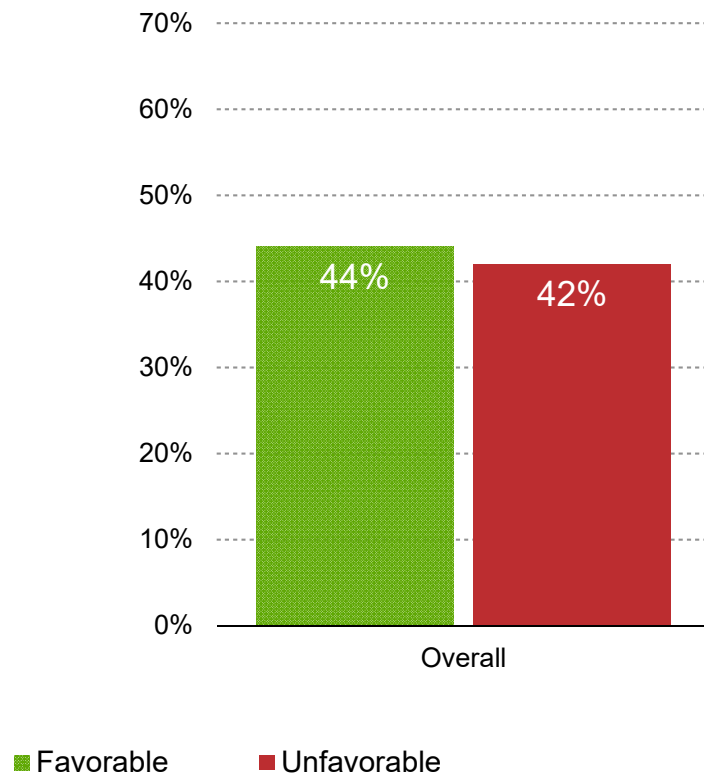




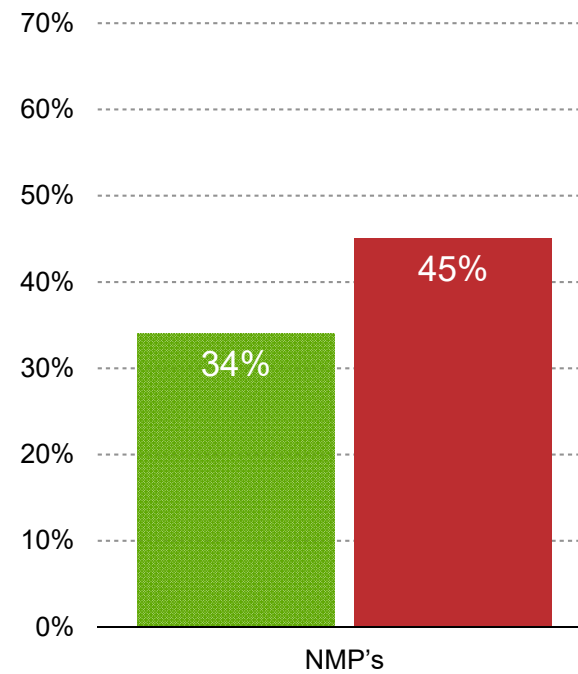
# Favorability Ratings of Different Levels of Government

## FL Legislature

+2



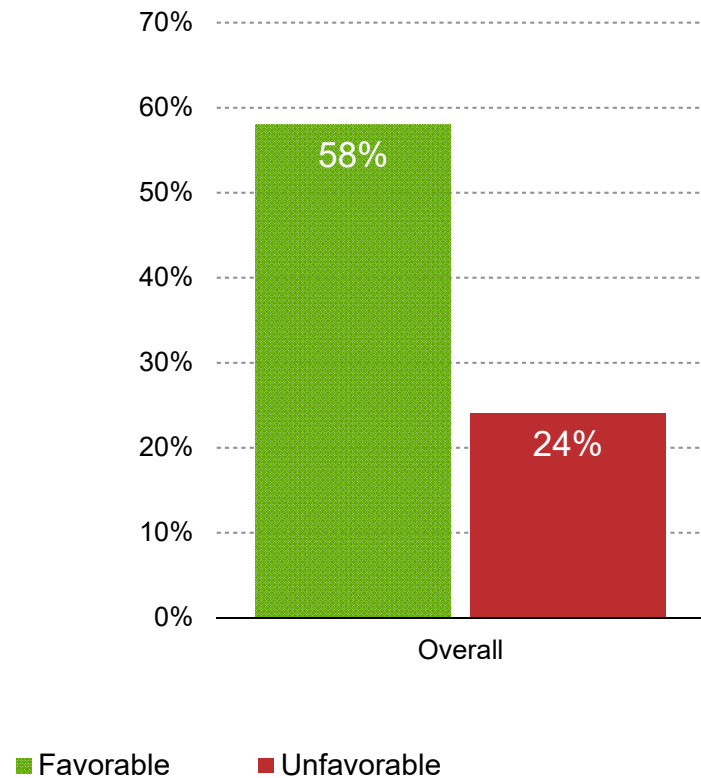
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# Favorability Ratings of Different Levels of Government

## Local County Commission

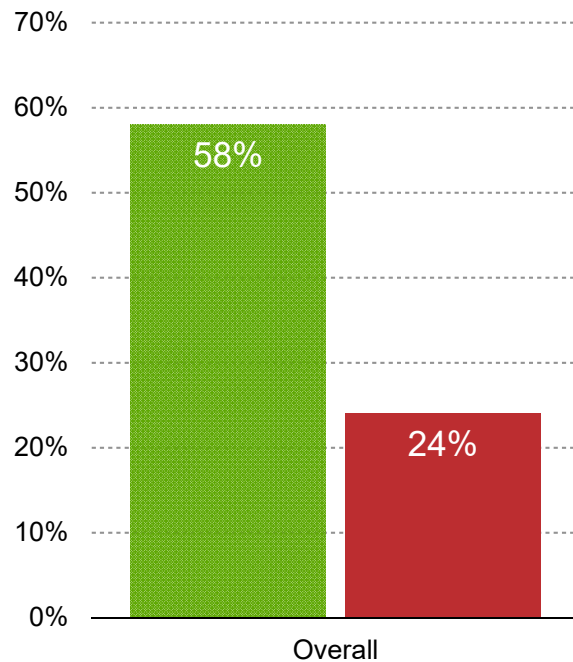
+34



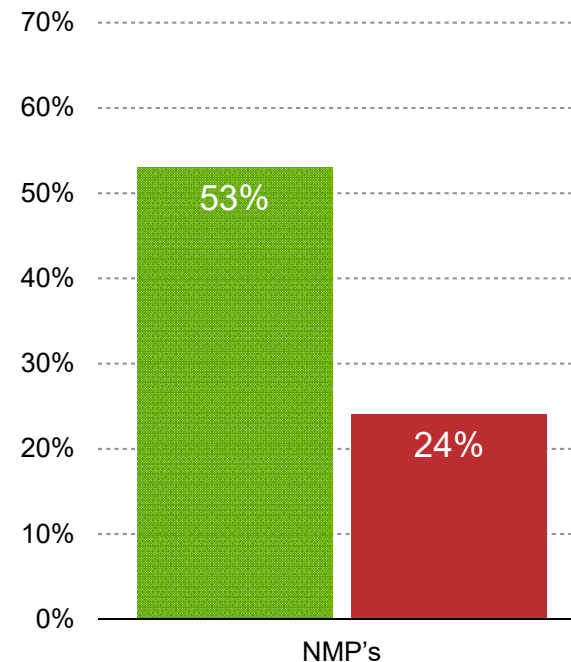
# Favorability Ratings of Different Levels of Government

## Local County Commission

+34



+29

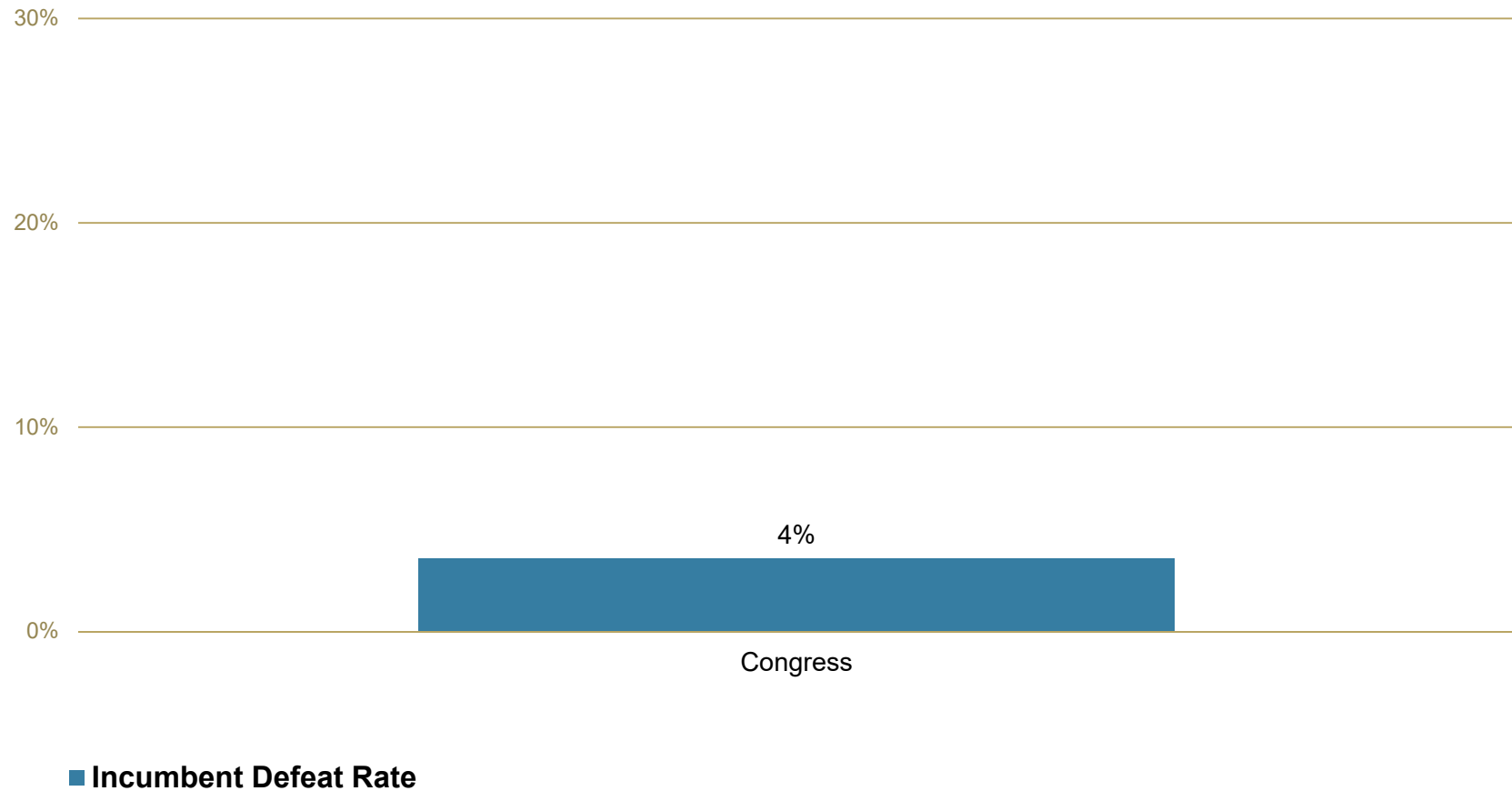


■ Favorable ■ Unfavorable

# The United States Congress



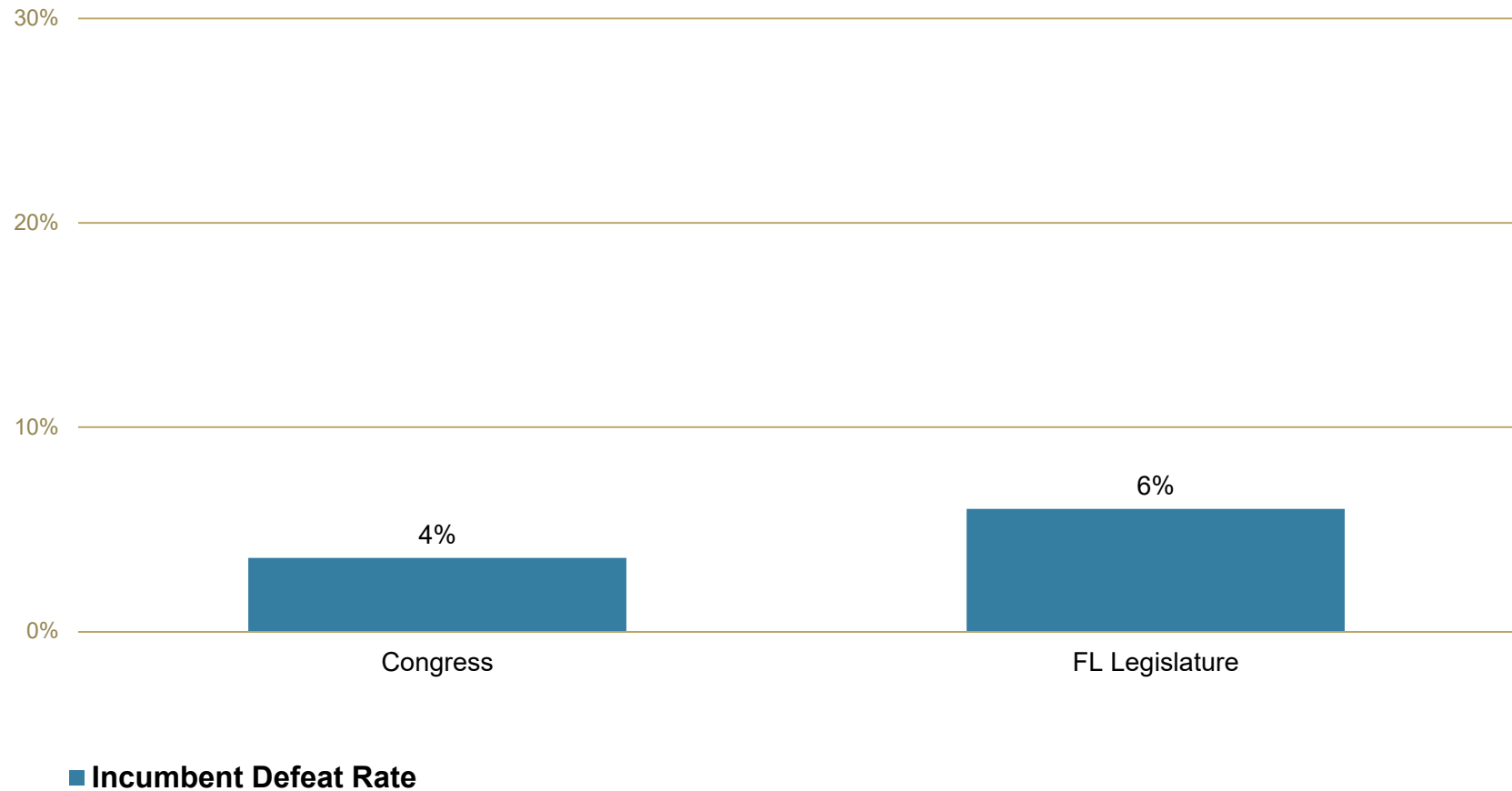
# Incumbent Defeat Rate



Source: Politifact, Florida Division of Elections, FL Association of Counties, FL School Board



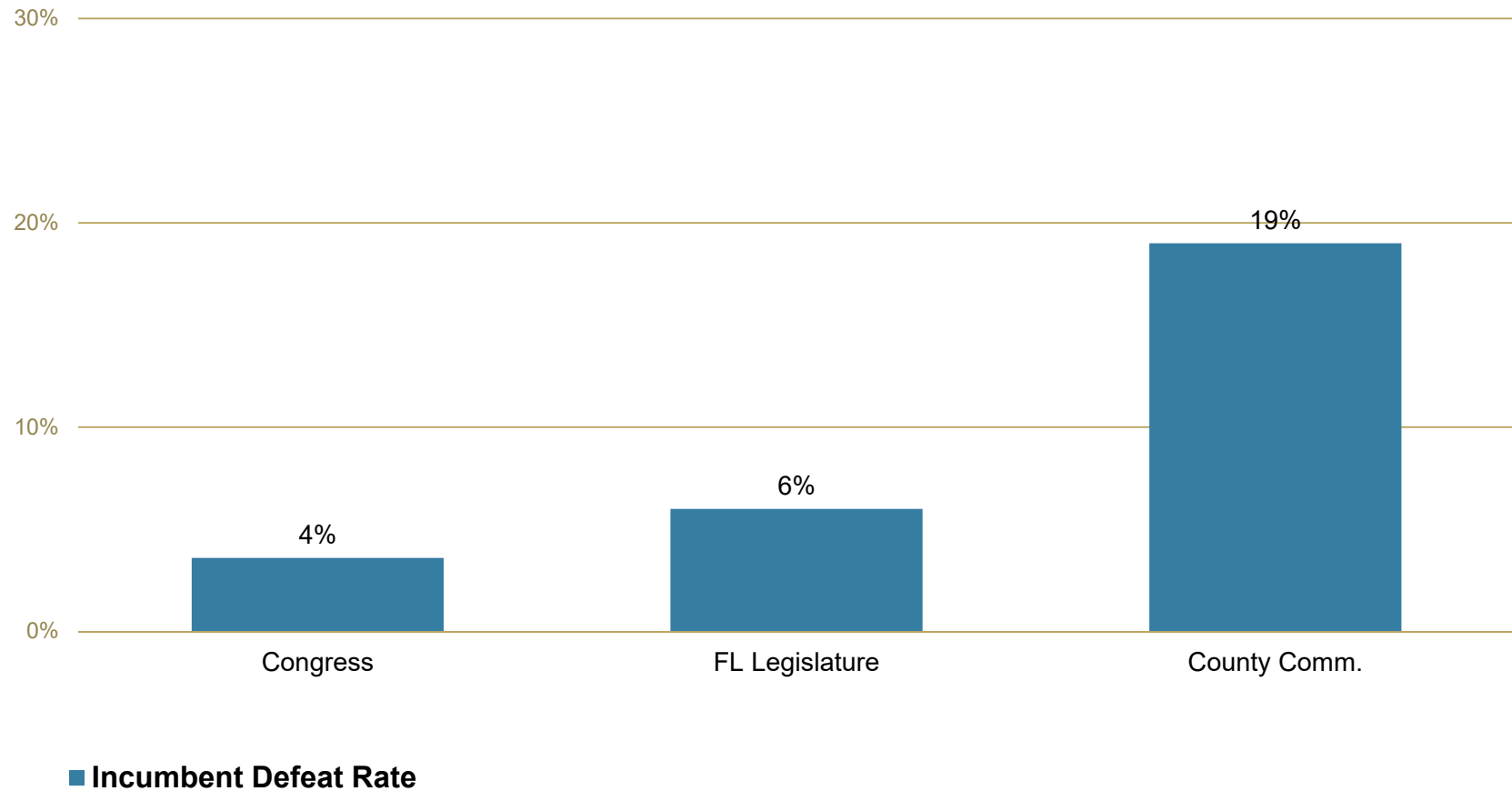
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So?  
What do NMP's want?



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*1. The screaming to end.*



# So?

## What do NMP's want?

- 1. The screaming to end.*
- 2. Government to stay out of non-government things.*



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- 1. The screaming to end.*
- 2. Government to stay out of non-government things.*
- 3. Government to work.*



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- 1. The screaming to end.*
- 2. Government to stay out of non-government things.*
- 3. Government to work.*
- 4. The ability to vote for or against you.*



# So?


## What do NMP's want?

1. *The screaming to end.*
2. *Government to stay out of non-government things.*
3. *Government to work.*
4. *The ability to vote for or against you.*
5. ***YOU.***







A photograph of actress Faye Dunaway celebrating her Oscar win. She is wearing a black strapless dress, a white bow necklace, and a bracelet. She is holding the Oscar statuette in her right hand and has her left arm raised in the air. She has a joyful expression with a wide smile and her eyes are closed. A speech bubble is overlaid on the image, containing the text "Hey, I have a question!".

**Hey, I have a question!**