

1998 FLORIDA ELECTIONS ANALYSIS

By Mark Dixon
March 6, 2001

The Florida 1998 elections covered seven statewide offices. Candidates run together on one ticket for the offices of governor and lieutenant governor.

The Florida Legislature is made up of 120 House districts, each with one representative and 40 Senate districts with one senator for each district. The 1998 elections covered all 120 House seats, 20 even-numbered Senate seats, and one odd-numbered Senate seat, 25, that was open because of a vacancy. Representatives for the House serve for two years, and senators serve a four-year term.

The following table shows the breakdown of total money raised for the 1998 races by office.

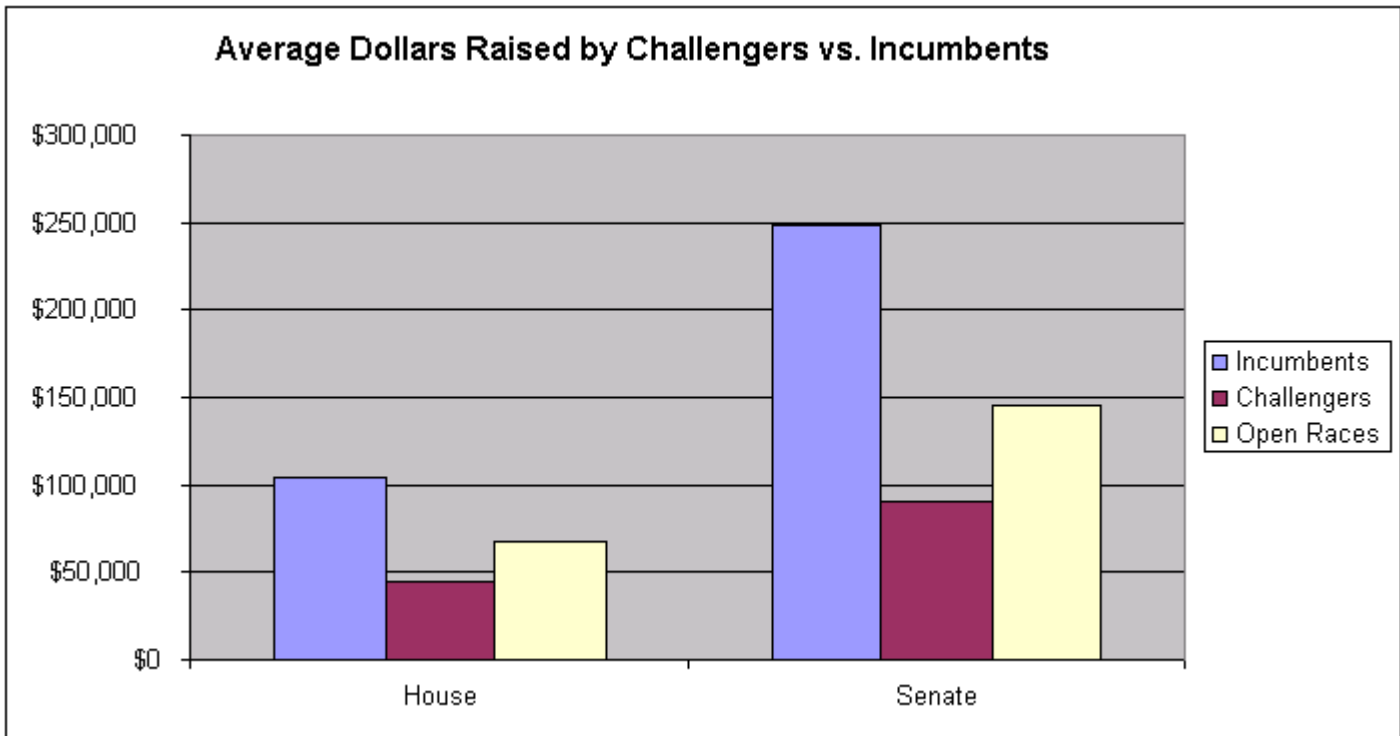
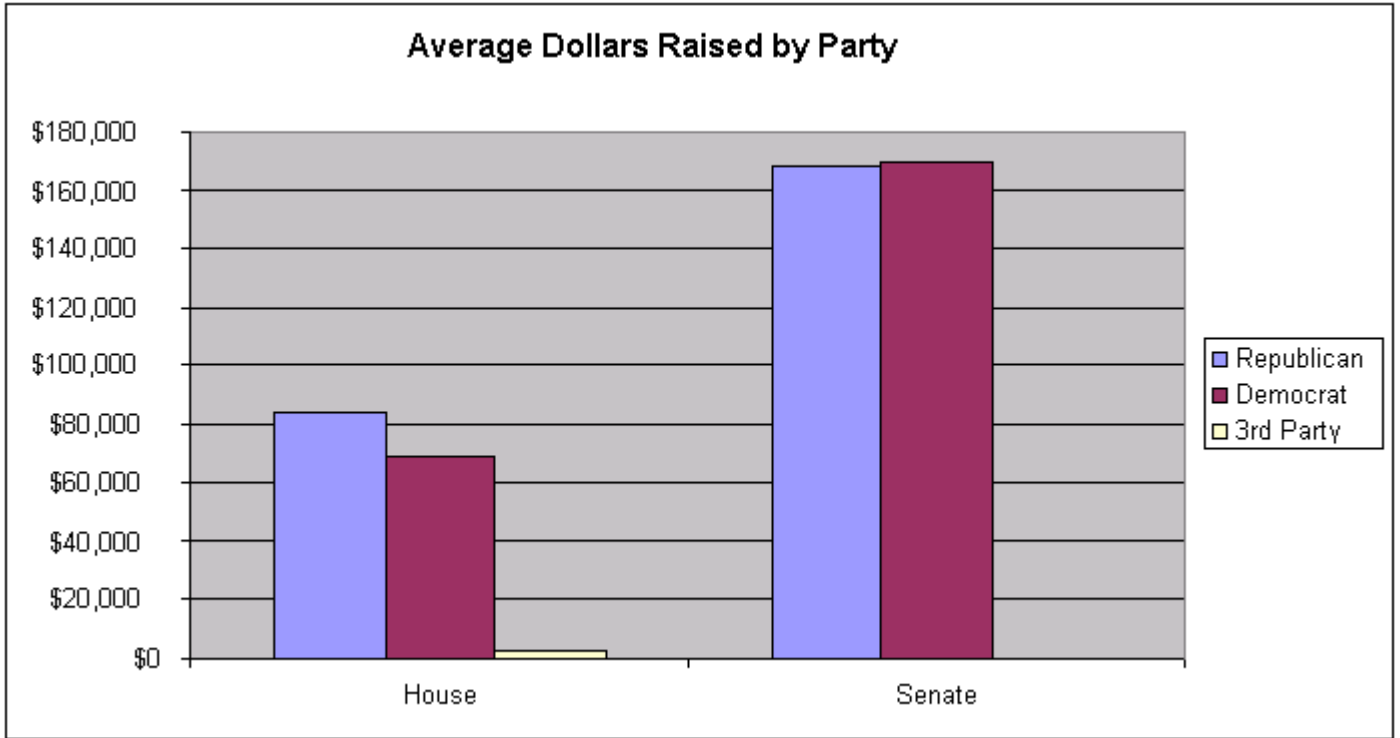
OFFICE	CANDIDATES	TOTAL RAISED
HOUSE (120 SEATS)	245	\$18,505,767
GOVERNOR & LIEUTENANT GOVERNOR	4 TICKETS	\$16,811,399
SENATE (21 SEATS)	40	\$6,744,943
STATE TREASURER & INSURANCE COMM	3	\$4,319,624
SECRETARY OF STATE	3	\$3,019,454
COMMISSIONER OF EDUCATION	5	\$2,513,913
ATTORNEY GENERAL	4	\$2,088,584
COMMISSIONER OF AGRICULTURE	3	\$1,157,252
COMPTROLLER	2	\$680,172
1998 ELECTIONS	TOTAL	\$55,841,108

LEGISLATIVE CANDIDATES

CANDIDATES	REPUBLICAN	DEMOCRAT	3RD PARTY	TOTAL	INCUMBENTS	CHALLENGERS	OPEN
HOUSE	131	108	6	245	96	65	84
SENATE	21	19	0	40	16	13	11
TOTAL	152	127	6	285	112	78	95

TOTAL \$	REPUBLICAN	DEMOCRAT	3RD PARTY	TOTAL	INCUMBENTS	CHALLENGERS	OPEN
HOUSE	\$11,017,709	\$7,472,688	\$15,370	\$18,505,767	\$9,981,814	\$2,851,947	\$5,672,006
SENATE	\$3,533,641	\$3,211,302	\$0	\$6,744,943	\$3,966,300	\$1,179,540	\$1,599,104
TOTAL	\$14,551,350	\$10,683,991	\$15,370	\$25,250,710	\$13,948,114	\$4,031,486	\$7,271,110

Numbers from the two previous tables were averaged to create the graphs below.



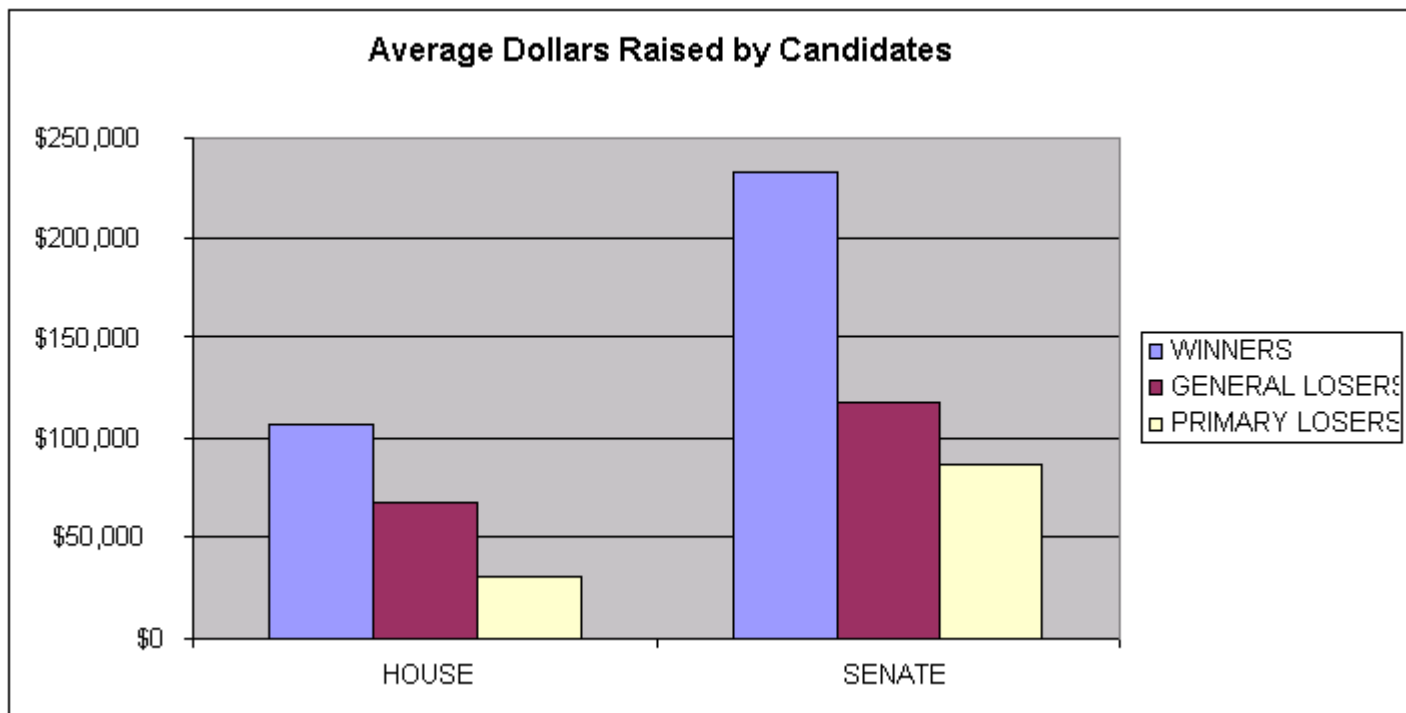
LEGISLATIVE WINNERS & LOSERS

WINNERS	REPUBLICAN	DEMOCRAT	TOTAL	INCUMBENTS	CHALLENGERS	OPEN
HOUSE	73	47	120	88	8	24
SENATE	12	9	21	13	3	5
TOTAL	85	56	141	101	11	29

TOTAL \$	WINNERS	GENERAL LOSERS	PRIMARY LOSERS
HOUSE	\$12,790,790	\$3,483,615	\$2,231,361
SENATE	\$4,884,923	\$822,233	\$1,037,787
TOTAL	\$17,675,713	\$4,305,849	\$3,269,148

CANDIDATES	WINNERS	GENERAL LOSERS	PRIMARY LOSERS
HOUSE	120	52	73
SENATE	21	7	12
TOTAL	141	59	85

The two tables above, total dollars raised and total number of candidates, were used to create the averages shown in the graph below. The graph shows how much was raised, on average, by candidates who won, lost in the general and lost in the primary in the House and Senate.



THE HOUSE

Republicans controlled the Florida House after the 1996 elections 61 - 59. Republicans picked up 12 additional seats in the 1998 elections, to hold 73 seats to the 47 seats held by Democrats.

Twenty-four of the 120 House races were open, meaning the incumbent for that seat didn't run. Fifty-one of the House races were uncontested. Three of those uncontested House races were open. Candidates running in the uncontested races raised, on average, \$58,632. Candidates running in the contested races raised \$79,976 on average.

The table below details the top five fundraising candidates in the House.

TOP 5 HOUSE FUNDRAISERS	DISTRICT	TOTAL RAISED
John F. Cosgrove - D	119 - Incumbent Won	\$372,291
Sandra L. Murman - R	56 - Incumbent Won	\$355,287
Liz Alpert - D	56 - Challenger Lost	\$309,481
Harry C. Goode Jr. - R	31 - Incumbent Won	\$288,636
Deborah Tamargo	58 - Open Race Lost	\$262,800
TOP 5 TOTAL		\$1,588,494

Republican candidates for the House, as a group, raised \$11,019,854 and won 73 seats. Democratic candidates for the House raised \$7,472,688 and won 47 seats.

THE SENATE

Republicans controlled the Senate in Florida before the 1998 elections by a margin of 23 seats to the Democrats 17. After the 1998 elections Republicans controlled the Senate by the same ratio.

Five of 21 Senate races in 1998 were open. Eleven races were uncontested and three of those were open races. Candidates in the uncontested races raised, on average, \$101,431. Candidates in the contested races raised \$194,110 on average.

The table below details the top five fundraising candidates in the Senate.

TOP 5 SENATE FUNDRAISERS	DISTRICT	TOTAL RAISED
CHARLIE BRONSON - R	18 - Incumbent Won	\$658,025
BUDDY DYER - D	14 - Incumbent Won	\$581,254
ALBERTO GUTMAN - R	34 - Incumbent Won	\$525,042
JIM SEBESTA - R	20 - Open Race Won	\$461,672
KENDRICK MEEK - D	36 - Challenger Won	\$419,710
TOP 5 TOTAL		\$2,645,702

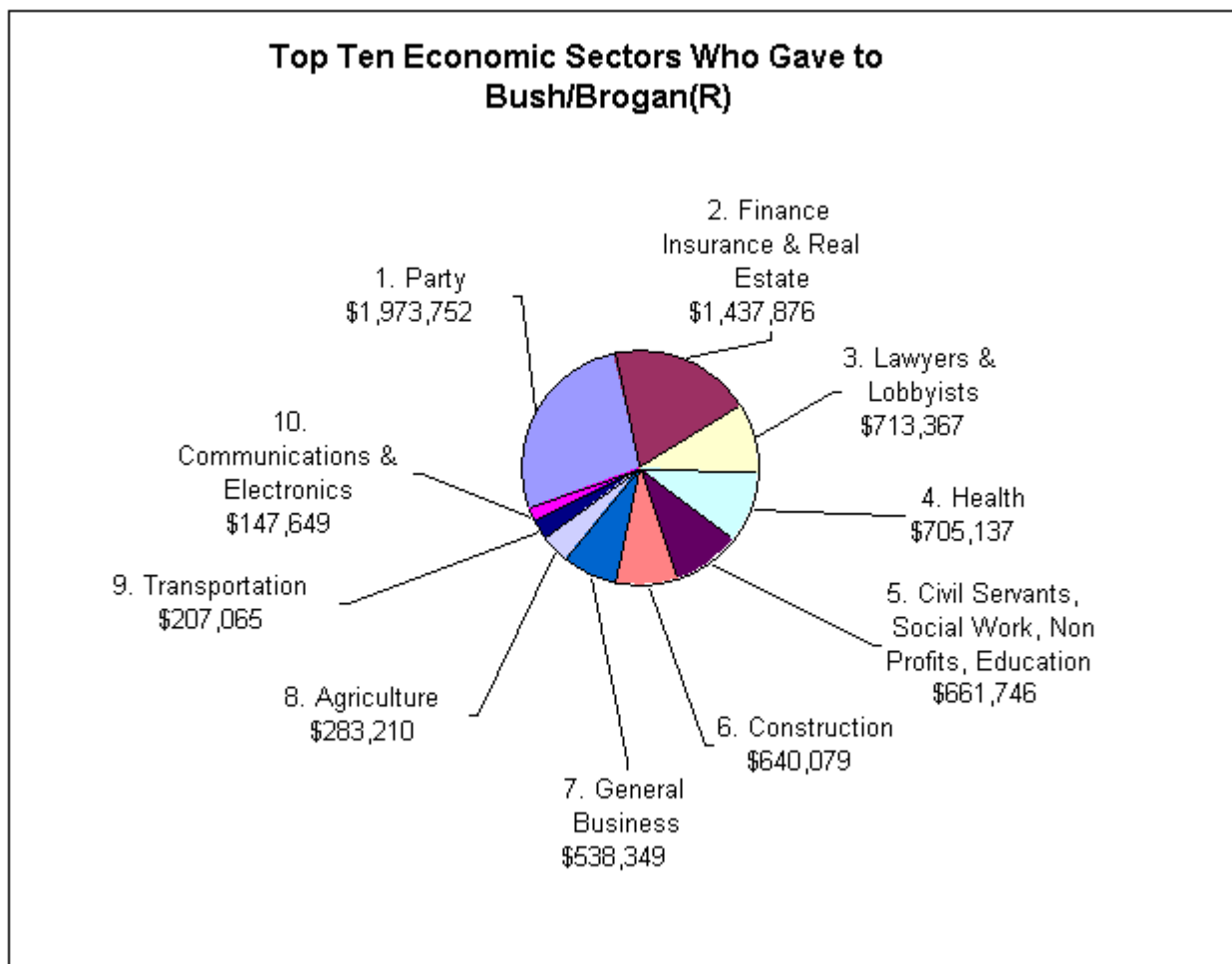
Republican candidates for the Senate, as a group, raised \$3,533,641 and won 12 seats. Democratic candidates for the Senate raised \$3,211,302 and won 9 races.

THE STATEWIDE ELECTIONS

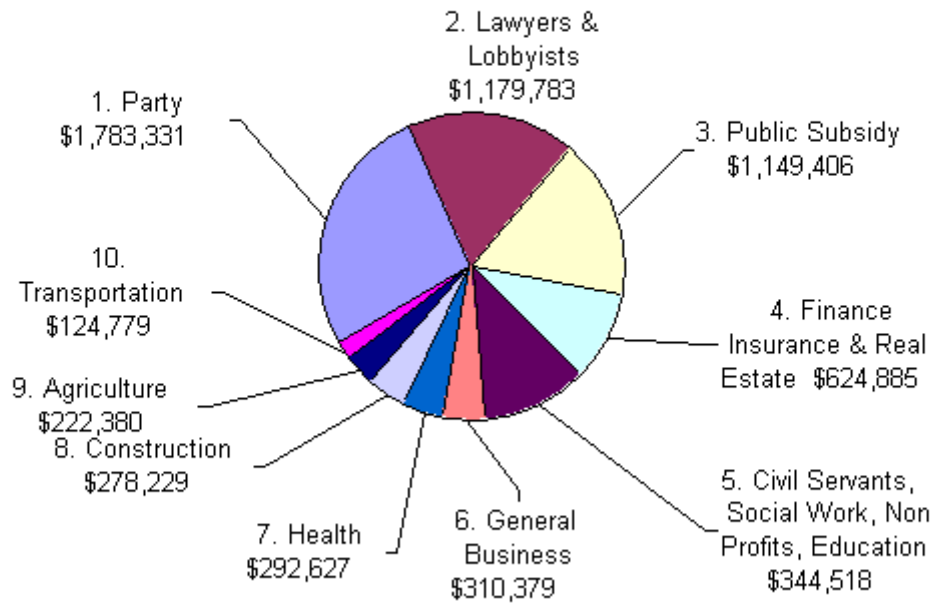
The table below gives the breakdown of candidates who ran for governor of Florida and their running mates for lieutenant governor.

CANDIDATES	ICO & PARTY	STATUS	TOTAL RAISED
JEB BUSH - G	INCUMBENTS	WON	\$9,096,443
FRANK T. BROGAN - LTG	REPUBLICAN		\$432,850
BUDDY MACKAY - G	CHALLENGERS	LOST IN	\$6,591,105
RICK DANTZLER - LTG	DEMOCRAT	GENERAL	\$689,060
L. NELSON ALEXANDER - G	CHALLENGER	LOST IN	\$1,840
GERI ALEXANDER - LTG	WRITE IN	GENERAL	
1998 GUBERNATORIAL TOTAL			\$16,811,299

The graph below shows the ten economic sectors that gave the most money to the Republican gubernatorial ticket. It is followed by a similar graph for the Democrats.



Top Ten Economic Sectors Who Gave to Mackay/Dantzler(D)



CABINET OFFICE	CANDIDATE	STATUS	ICO	TOTAL RAISED
State Treasurer and Insurance Commissioner	Bill Nelson - D	Won	Incumbent	\$2,815,907
	Tim Ireland - R	Lost General	Challenger	\$1,495,217
	Joseph Smith - R	Lost Primary	Challenger	\$8,500
Secretary of State	Katherine Harris - R	Won	Challenger	\$1,690,280
	Sandra Mortham - R	Lost Primary	Incumbent	\$752,749
	Karen Gievers - D	Lost General	Challenger	\$576,425
Commissioner of Education	Tom Gallagher - R	Won		\$1,017,194
	Peter Rudy Wallace - D	Lost General		\$705,651
	J. Keith Arnold - D	Lost Primary	Open Race	\$599,675
	Faye Culp - R	Lost Primary		\$178,663
	Ron Howard - D	Lost Runoff		\$12,730
Attorney General	Bob Butterworth - D	Won	Incumbent	\$972,607
	Fred Dudley - R	Lost Primary	Challenger	\$772,978
	David H. Bludworth - R	Lost General	Challenger	\$310,499
	Ellis Rubin - D	Lost Primary	Challenger	\$32,500
Commissioner of Agriculture	Bob Crawford - D	Won	Incumbent	\$1,149,398
	Rich Faircloth - R	Lost General	Challenger	\$7,435
	Timothy Lee Bearson - R	Lost Primary	Challenger	\$420
Comptroller	Bob Milligan - R	Won	Incumbent	\$594,544
	Newall Jerome Daughtrey - D	Lost General	Challenger	\$85,628
THE OTHER	1998 STATEWIDE RACES		TOTAL	\$13,778,999

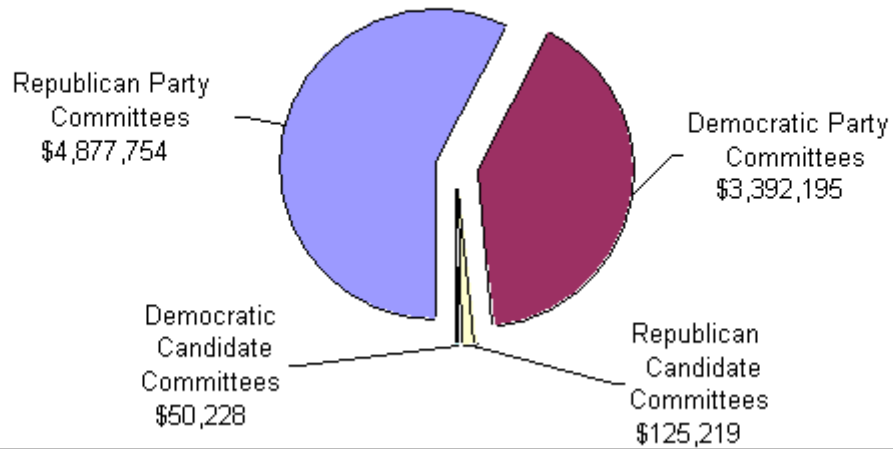
SOURCES OF CONTRIBUTIONS

The following table shows which economic sectors gave the most money to all candidates, and it provides a percentage breakdown of what candidates in each party received. Contributors whose economic interests could not be determined gave \$4,951,748; these contributors are not included in the total.

ECONOMIC SECTOR	D% / R%	TOTAL CONTRIBUTED	% OF TOTAL
Party	41 / 59	\$8,445,397	16.6%
Finance, Insurance & Real Estate	38 / 62	\$7,684,516	15.1%
Lawyers & Lobbyists	58 / 42	\$6,470,937	12.7%
Non-Contributions	60 / 40	\$4,986,321	9.8%
General Business	39 / 61	\$4,380,547	8.6%
Health	36 / 64	\$4,328,299	8.5%
Construction	36 / 64	\$2,449,135	4.8%
Other	42 / 58	\$2,242,913	4.4%
Agriculture	46 / 54	\$2,118,839	4.2%
Candidate	56 / 44	\$1,697,237	3.3%
Communications & Electronics	40 / 60	\$1,411,721	2.8%
Transportation	39 / 61	\$1,330,222	2.6%
Labor	79 / 21	\$1,312,492	2.6%
Energy & Natural Resources	38 / 62	\$1,309,433	2.6%
Small Contributions	47 / 53	\$640,509	1.3%
Ideology & Single Issue	49 / 51	\$59,983	0.1%
Defense	30 / 70	\$20,850	0.04%
TOTALS	46 / 54	\$50,889,352	100%

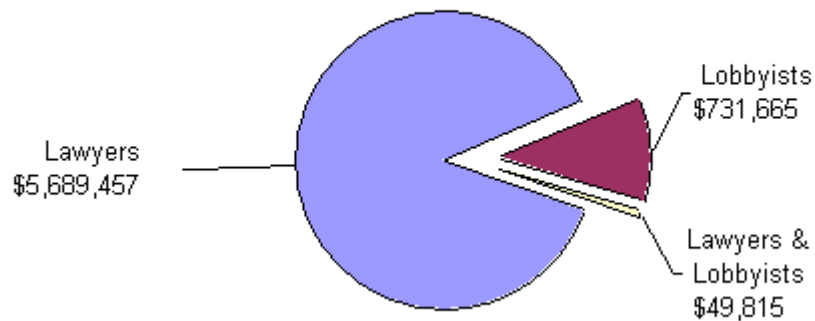
The graphs and tables that follow are the industry, and in some cases, party breakdowns of the economic sectors described in the previous table. This shows where the money originates from within each sector.

Political Party Contributions \$8,445,397

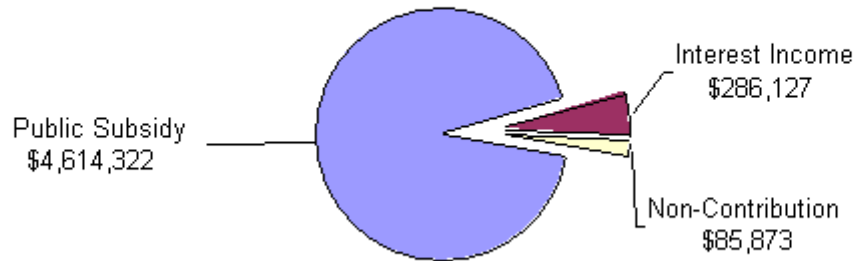


FINANCE, INSURANCE & REAL ESTATE		\$7,684,516
Real Estate		\$2,833,747
Insurance		\$2,450,613
Miscellaneous Finance		\$746,354
Commercial Banks		\$564,247
Accountants		\$492,733
Securities & Investment		\$291,239
Banks & Lending Institutions		\$187,187
Finance & Credit Companies		\$53,867
Credit Unions		\$41,723
Finance, Insurance & Real Estate		\$21,455
Savings & Loans		\$1,350

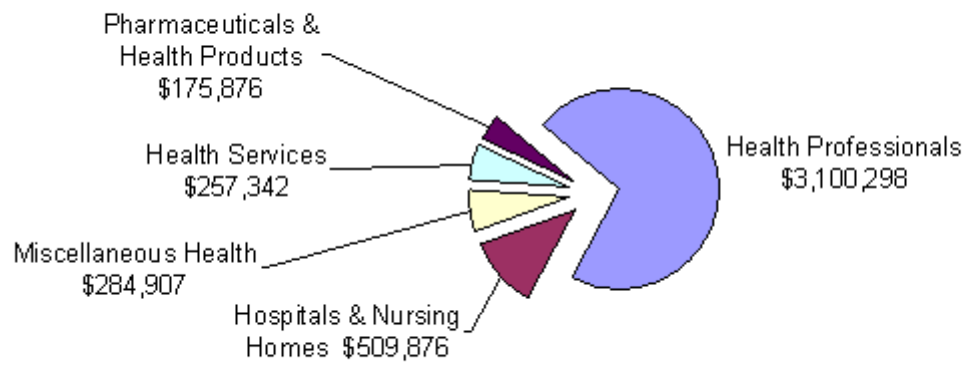
Lawyers & Lobbyists \$6,470,937



Non-Contributions \$4,986,321

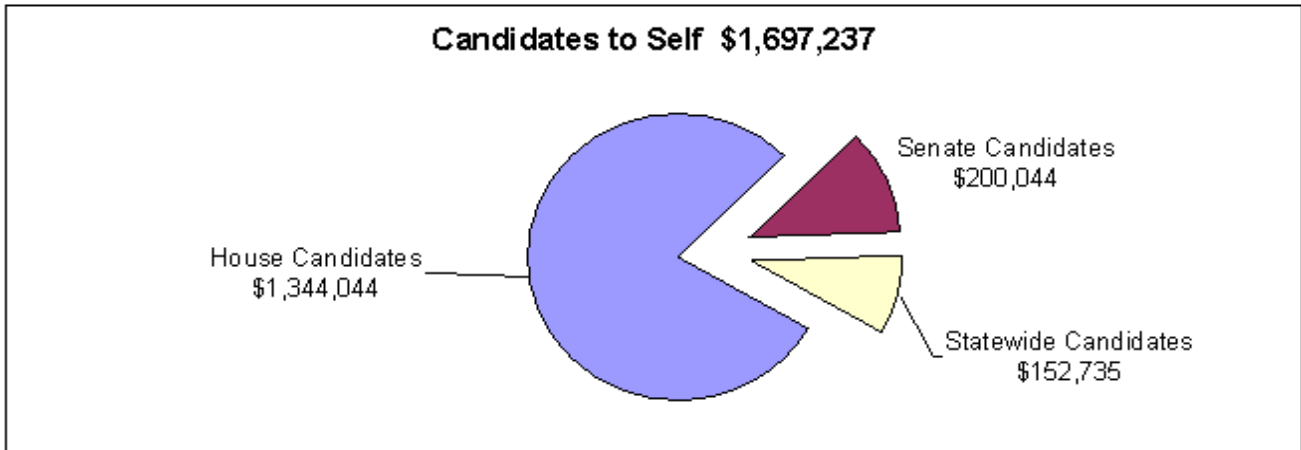
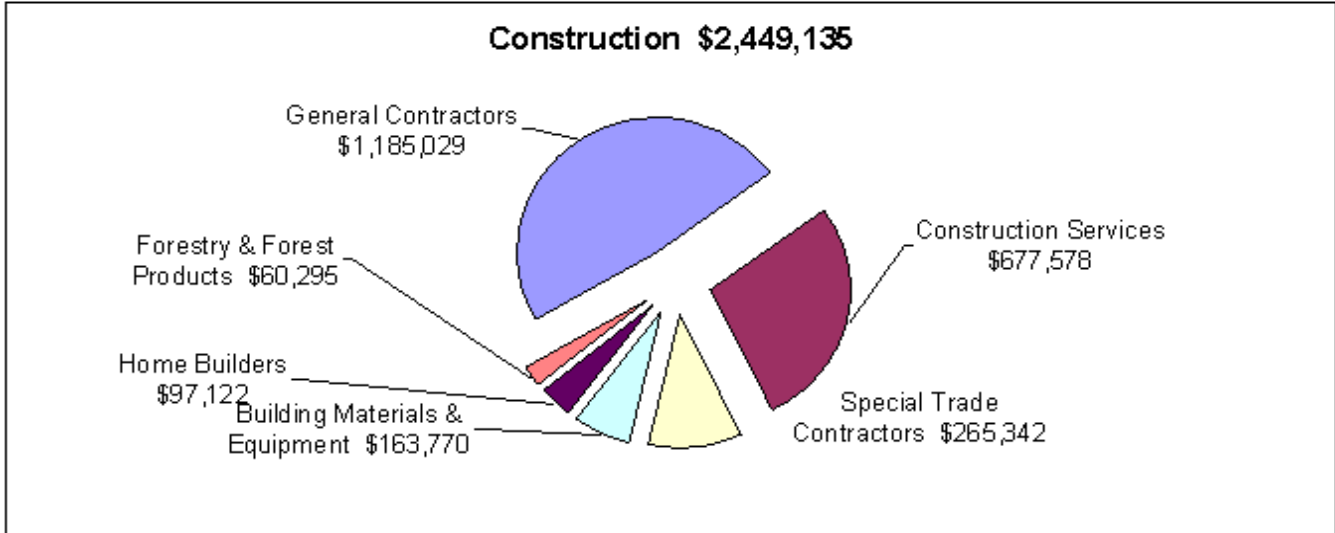


Health \$4,328,299



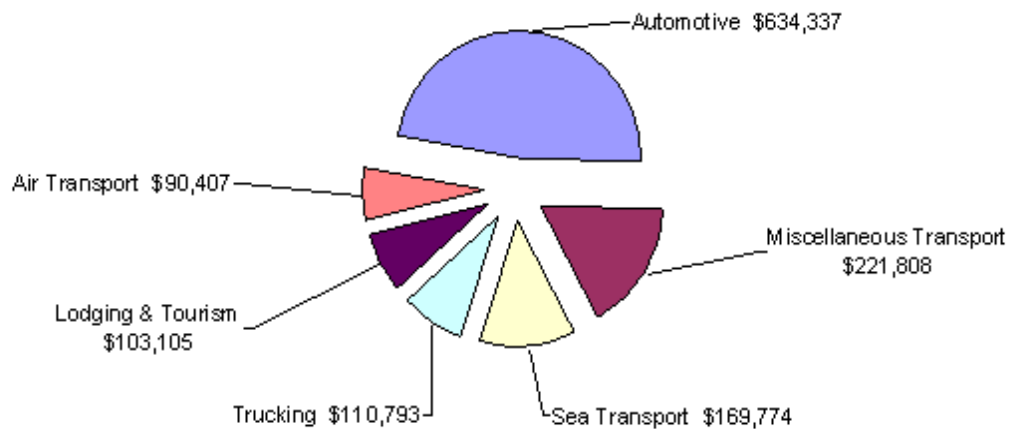
OTHER		\$2,242,913
Retired		\$1,349,604
Education		\$494,857
Civil Servants & Public Officials		\$211,149
Welfare & Social Work		\$41,325
Tribal Governments		\$40,750
Clergy		\$28,303
Other		\$26,779
Military		\$25,738
Non-Profit Institutions		\$24,409

AGRICULTURE		\$2,118,839
Crop Production & Basic Processing		\$940,155
Miscellaneous Agriculture		\$328,410
Food Processing & Sales		\$244,984
Agricultural Services & Products		\$213,117
Forestry & Forest Products		\$164,750
Livestock		\$91,511
Farm Bureau		\$76,995
Dairy		\$55,975
Tobacco		\$2,250
Poultry & Eggs		\$693

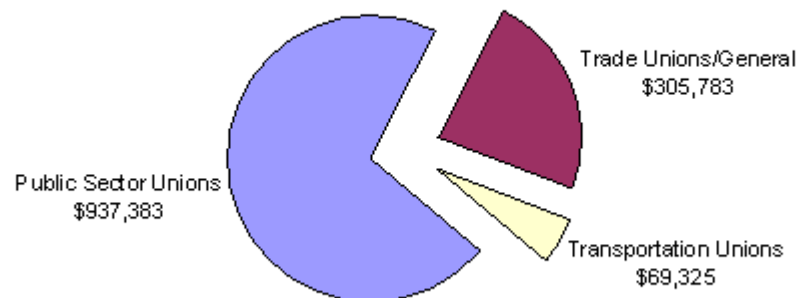


Communications & Electronics		\$1,411,721
Telephone Utilities		\$542,168
Printing & Publishing		\$254,052
Cable TV		\$178,342
Computer Equipment & Services		\$148,396
Telecom Services & Equipment		\$144,106
TV & Movie Production & Distribution		\$77,974
Communications & Electronics		\$45,491
Electronics Manufacturing & Services		\$14,092
Live Theater & Other Entertainment Productions		\$2,700
Bands, Orchestras & Other Live Music Productions		\$2,020
Recorded Music Production		\$1,350
Movie Theaters		\$1,030

Transportation \$1,330,222

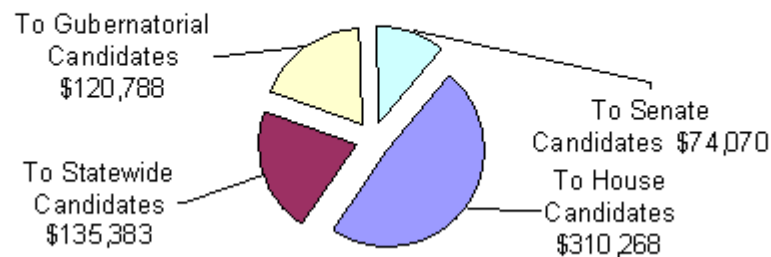


Labor \$1,312,492

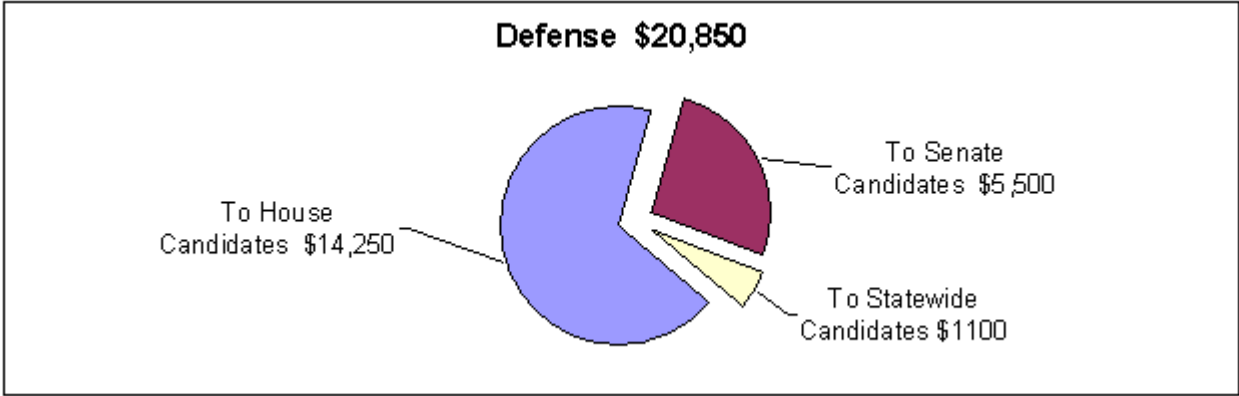


Energy & Natural Resources		\$1,309,433
Electric Utilities		\$420,570
Oil & Gas		\$355,095
Mining		\$148,070
Waste Management		\$143,315
Railroads		\$95,222
Environmental Services & Equipment		\$62,917
Water Utilities		\$27,700
Steel		\$15,075
Energy & Natural Resources		\$13,610
Miscellaneous Energy		\$11,090
Commercial Fishing		\$7,795
Miscellaneous Manufacturing & Distributing		\$7,200
Aluminum Mining & Processing		\$750
Fisheries & Wildlife		\$525
Hunting		\$500

Small Contributions \$640,509

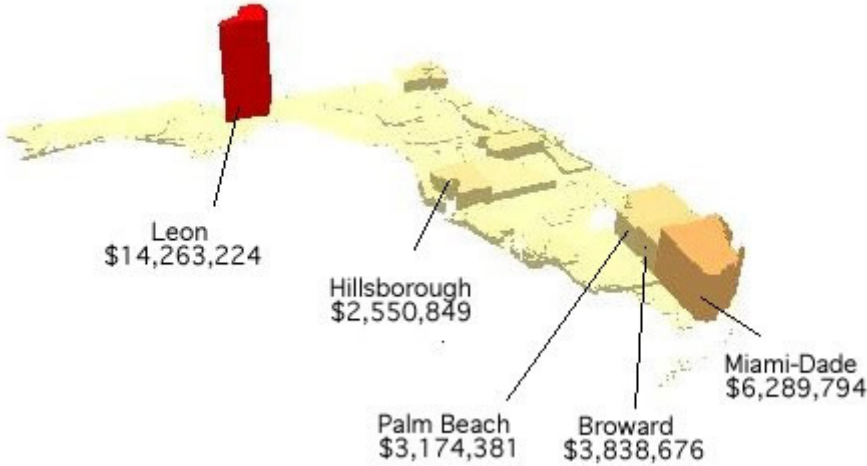


Ideology & Single Issues		\$59,983
Pro-Environmental Policy		\$18,365
Anti-Gun Control		\$18,000
Women's Issues		\$11,410
Pro-Israel		\$4,900
Other Single Issue Groups		\$3,400
Minority & Ethnic Groups		\$1,890
Foreign & Defense Policy		\$1,000
Pro-Choice		\$450
Pro-Life		\$268
Christian Conservative		\$200
Tax Issues		\$100

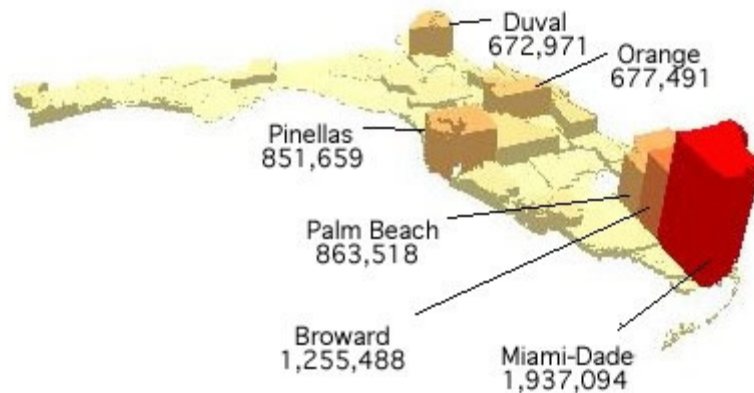


MAPPING THE MONEY

Contributions by County in 98 Florida Elections



Population of Florida by County



Looking at these two maps, notice that the population center of Florida is in Miami-Dade, Palm Beach and Broward counties. However, the bulk of the money coming to candidates from within Florida originates from Leon County, seat of the state capital, Tallahassee.

PUBLIC CAMPAIGN FINANCING

Florida has partial public financing of its gubernatorial and other statewide races. There is no public financing available for candidates running for the Legislature.

Under state law, candidates for governor and the Cabinet offices of secretary of state, attorney general, comptroller, state treasurer, education commissioner and agriculture commissioner can get partial taxpayer matching funds to help run their election campaigns if they meet certain criteria.

Gubernatorial candidates must first raise \$150,000 in contributions and limit total spending to \$5.8 million. Cabinet candidates must raise \$100,000 and limit spending to \$2.3 million. The \$150,000 and \$100,000 qualifying amounts must be raised from contributions of \$500 or less from individuals or companies, but cannot include money from political parties.

Once the Florida Office of Public Campaign Financing has confirmed, by counting deposit slips and Xeroxed checks, that a candidate qualifies for matching funds, candidates begin receiving matching funds at a ratio of \$2 for every \$1 they raise.

The following table shows which candidates used public funding and how much they received as well as which candidates didnt use public funding in their campaigns.

OFFICE	CANDIDATE	PUBLIC FUNDING
Governor	Buddy Mackay - D	\$1,149,406
	Jeb Bush - R	Did not request matching funds
Secretary of State	Katherine Harris - R	\$468,058
	Karen Gievers - D	\$220,810
	Sandra Mortham - R	Did not request matching funds
Attorney General	Bob Butterworth - D	\$308,951
	Fred Dudley - R	\$268,690
	David H. Bludworth - R	\$143,670
	Ellis Rubin - D	Did not request matching funds
Comptroller	Bob Milligan - R	\$206,921
	Newall J. Daughtrey - D	Did not receive matching funds
State Treasurer and Insurance Commissioner	Bill Nelson - D	\$407,242
	Tim Ireland - R	\$296,823
	Joseph Smith - R	Did not request matching funds
Commissioner of Education	Tom Gallagher - R	\$318,193
	Peter Rudy Wallace - D	\$262,678
	J. Keith Arnold - D	\$211,629
	Faye Culp - R	\$70,028
	Ron Howard - D	Did not receive matching funds
Commissioner of Agriculture	Bob Crawford - D	\$281,220
	Timothy Lee Bearson - R	Did not request matching funds
	Rich Faircloth - R	Did not request matching funds

CONTRIBUTION LIMITS

Floridas contribution limits that were in place during the 1998 cycle are as follows.

"A candidate may not accept a contribution in excess of \$500 from any one person per election. A "person" is an individual or a corporation, association, firm, partnership, joint venture, joint stock company, club, organization, estate, trust, business trust, syndicate or other combination of individuals having collective capacity. The term includes a political party, political committee or committee of continuous existence. Loans are considered contributions: however, loans made by a candidate to his own campaign are not subject to contribution limitations. In-kind contributions are subject to the same contribution limitations as money. An in-kind contribution is anything of value except money made for the purpose of influencing the results of an election." - from the Florida Department of State Web page.

INCUMBENCY AND CAMPAIGN CONTRIBUTIONS

- Only 12 out of 148 winners in the legislative and statewide races, or 8 percent won without the advantage of incumbency or of raising the most money.
- 135 of 148 winners, or 91 percent, were the candidates who raised the most money.
- 106 of 148 winners, or 72 percent, were incumbents.
- 136 of 148 winners, or 92 percent, had the advantages of incumbency, the most money, or both.