

Matthew T. Corrigan and Michael Binder, ed. *Florida and the 2016 Election of Donald J. Trump*. Gainesville, FL: University Press of Florida, 2019. 190 pp. (\$90.00 hardcover)

Since 1996, Florida is only one of two states (Ohio is the other) that has voted for the winner of every presidential election. This combined with its history of razor-thin margins of victory as well as its increasing number of Electoral College votes demonstrates why Florida is a must-win state for presidential candidates. *Florida and the 2016 Election of Donald J. Trump* is the most recent contribution to the study of the importance of Florida in Presidential Elections and the dynamics of the state which resulted in the awarding of its Electoral College votes to Trump. Specifically, Corrigan and Binder ed. find that Trump was able to capitalize on criteria in the state which traditionally help Republican candidates, while his unconventional approach to campaigning was also able to shift some unfavorable trends in his favor to win.

In this work, Matthew Corrigan, chair and professor of political science and public administration at the University of North Florida, and Michael Binder, associate professor of political science and director of the University of North Florida's Public Opinion lab, bring together an all-star group of academics, political commentators, and up-and-coming graduate and undergraduate students from Florida to examine the environment in their home state which led to Donald J. Trump winning the 2016 presidential election (Corrigan and Binder, p. 2 & 179-180). The collaboration of these scholars gives great insight into the state of Florida and what exactly Donald Trump did, and Hillary Clinton did not do, to secure this must-win state.

The research was conducted to provide a thorough explanation of what happened in the 2016 election and why (Corrigan and Binder, p. 2). To get the best understanding of the atmosphere in Florida, the text examines the state's history, demographic makeup, and election practices in seven information-packed chapters. Chapter one argues the importance of Florida in Presidential Elections. Next, chapter two explores Trump's success in the primary election. Chapters three and four examine demographic data at the city and county levels, most specifically along the I-4 corridor. With immigration from Mexico and Latin America being one of Donald Trump's major campaign issues, the Hispanic vote is investigated in chapter five. And finally, chapters six and seven look at voting practices in the state, primarily early voting and whether or not the vote was rigged.

In order to conceptualize the electoral environment in Florida during the 2016 election, the authors rely on a vast number of sources for data. Data from the Census Bureau, National Archives and Record Administration, as well as original data are used, in an historical comparison, to explain why Florida is so important to presidential candidates. Moving forward into the characteristics of the 2016 election specifically, data from the Florida Voter Registration System and the Florida Division of Elections are used. In the end, this array of data sources help provide a comprehensive picture of Florida, its voters, and candidate activity.

While reading this book, it becomes apparent that the authors put significant thought into the displaying of data and this is easily one of the text's strengths. Throughout, the

researchers display data in figures and tables that should be easily understood by undergraduates and lay people. The vast array of data and the concerted effort to display it in a multitude of fashions brings me to the shortcoming of the text. When looking at the text as a whole, chapter two lacks a use of data and visuals that are apparent elsewhere.

As previously stated, chapter two explores how Trump won the primary in the state, most specifically how he beat the two other primary candidates (former Governor Jeb Bush and U.S. Senator Marco Rubio) from Florida. It is by no means absent of data, as the authors use information gathered from CNN exit polls and the University of North Florida Public Opinion Research Lab. However, throughout the chapter, significant time is spent on discussing the imbalance in the amount of free media that Trump received in comparison to his challengers, but this is done through references to the reader's own experiences. For example, "if you paid attention to the mainstream news, web channels, talk radio, or updates on Twitter, Donald Trump dominated all of these during the Republican Primary season" (Corrigan, Moreno and Lastre p. 39). As political scientists, we are expected to be members of the attentive public and were most likely paying attention to these news sources and took note of the imbalance, but this is not true of all, or even most voters. Therefore, it would have been helpful if the authors were able to quantify this in some manner and provide a visual of some type of data displaying the imbalance of media attention, either through the amount of air time that rallies were covered, the value of the free media, or the number of tweets and articles each candidate was mentioned in, etc...

Regardless of this shortcoming, this text is a great tool for those wishing to learn about the role the Sunshine state plays in presidential elections. Overall, it provides a comprehensive examination of the factors which led to Donald Trump winning the state of Florida and ultimately the presidency. As a shorter, well-written text, this book is perfect for undergraduates and will definitely be on my required reading list for my next course on US elections.

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