**FL-10 PATH TO VICTORY SUMMARY**

LAST UPDATE: 3/9/2016

**PATH TO VICTORY IN 2016:**

**THE DEMOCRATIC CANDIDATE WILL FIRST NEED TO WIN A FOUR-WAY PRIMARY FOR THE NOMINATION. PRIMARY VICTORY DEPENDS ON THE FOLLOWING:**

* **CONSOLIDATE THE SUPPORT OF AFRICAN AMERICAN PRIMARY VOTERS IN THE ORLANDO AREA**
* **LEVERAGE EARLY VOTE TO INCREASE TURNOUT IN FAVORABLE DEMOGRAPHIC GROUPS AND GEOGRAPHIC AREAS**
* **RECEIVE AT LEAST THE PLURALITY OF THE SUPPORT FROM WHITE AND HISPANIC/LATINO WOMEN PRIMARY VOTERS**

**IN THE GENERAL ELECTION, DEMOCRATS ARE PROJECTED TO START THIS RACE AHEAD BY 11,252 VOTES (55.6% TWO-WAY SUPPORT). ODVIOUSLY CONDITIONS MAY CHANGE FOLLOWING THE PRIMARY. GENERAL ELECTION VICTORY DEPENDS ON THE FOLLOWING:**

* **AT LEAST 56.5% SUPPORT FROM WOMEN VOTERS**
* **RAISE HISPANIC TURNOUT TO 60% AND RAISE AFRICAN AMERICAN TURNOUT TO 73%**
* **MAINTAIN DEMOCRATIC SUPPORT AT 87.5%**
* **RECEIVE AT LEAST 47% SUPPORT FROM INDEPENDENT VOTERS**

**ABOUT THE DISTRICT:**

* FL-10 is a primarily urban and suburban district containing western Orlando and its southern and western suburbs. The district is located entirely within Orange County; approximately 67.5% of the district’s registered voters live in Orlando. Other cities with more than 5% of the district’s registered voters include Apopka (11.1%), Winter Garden (7.1%), Ocoee (5.5%), and Windermere (5.2%).
* The district is covered entirely by the Orlando-Daytona Beach-Melbourne media market, which has a cost per point of $495 for political candidates and $594 for issue campaigns.
* This is a very demographically diverse district. African American voters are primarily concentrated in western Orlando and make up 25.1% of the citizen voting age population. Hispanics/Latino residents make up 20.0%of the Citizen Voting Age Population and are distributed fairly equally across the district. The main Hispanic/Latino ethnic group in the district is Puerto Rican. The district is primarily middle and working class: 42% of residents live in households making less than $50,000 a year and another 35% live in households with income between $50,000 and $100,000 a year.
* Florida has party registration and currently Democrats have an 18.5-point registration advantage over Republicans in the district (44.4% to 25.9%). Independents make up 29.7% of registered voters in the district.

**REDISTRICTING:**

* A court ruled in late 2015 that Florida’s current congressional map violated state law and it was redrawn. The un-gerrymandering and elimination of minority-packed districts has had a huge impact on the makeup of FL-10, as it and the old neighboring FL-05 were two of the worst offenders in the state. The new version of FL-10 has a DPI 16.1 points higher than the 2012 version. The district’s African American population has more than doubled from 10.5% to 25.1% of the Census Citizen Voting Age Population (CVAP), with additions in the Orlando area. The Hispanic/Latino population also rose from 16.3% of CVAP to 20.0%
* The new 2015 FL-10 is made up of several 2012 congressional districts. The parts added from old congressional districts, and the DPI of those parts, making up the new FL-10 are as follows: FL-10 (43% of new FL-10, 48.8 DPI), FL-05 (37.7% of new FL-10, DPI -75.7%), FL-09 (13.2% of the new FL-10, DPI - 67.4%), and FL-07 (6.2% of the new FL-10, DPI - 48.0%). The parts of the old FL-10 that no longer are part of current FL-10 district were mostly unfavorable to Democrats: 8% of the old FL-10 went to FL-06 and had a DPI of 42.7%, 7% of the old FL-10 went to FL-07 and a DPI of 54.7%, 12% of the old FL-10 went to FL-09 and had a DPI of 47.9%, 18% of the old FL-10 went to FL-11 and had a DPI of 40.9%, and 16% of the old FL-10 went to FL-15 and had a DPI of 47.2%.

KEY DEMOGRAPHICS

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CVAP  AFAM | CVAP HISP | 18-35 | % 65+ | URBAN | RURAL | SUBURB | HH INCOME | VS STATE | VS US | AV EDU | VS STATE | VS US | COOK |
| 25.1% | 20.0% | 26.0% | 10.0% | 10.9% | 14.5% | 74.6% | $63,026 | +7.3% | +3.8% | 28.2% | +5.2% | -3.8% | Likely DEM |

**POLITICAL ENVIRONMENT:**

* Incumbent Republican Daniel Webster is not seeking reelection in the district. Instead, Webster will be running in the newly drawn FL-11, which is more favorable toward Republicans. Currently, no Republicans have announced their intention to run in FL-10.
* The Democrats have a competitive primary for their nomination. Four candidates have announced so far:
  + Val Demings is a former member of the Orlando police department and served as police chief from 2007-2011. Demings was also the 2012 Democratic Party nominee in FL-10; she lost to Webster with 48.3% of the two-way vote. Her campaign has raised $321,000 and has $267,000 cash on hand as of the end of 2015. Demings had a strong Q4 where she raised $156,000. Speaker Pelosi and EMILY’s List have endorsed Demings.
  + Geraldine “Geri” Thompson is a current State Senator representing the 12th district (62% of FL-10). Thompson raised $102,000 in Q4 and has $86,000 cash on hand.
  + Bob Poe is a former Florida Democratic Party Chairman and should be a strong fundraiser. He is predicating his candidacy on the theory that minority candidates (Demings and Thompson) will split that segment of the electorate, allowing him to run up the middle as the only White candidate.
  + Fatima Rita Fahmy is a Brazilian born lawyer whose family immigrated to the Orlando area when she was five.
* Florida will be a presidential battleground state and will have a competitive statewide U.S. Senate race. Both of these campaigns will likely look to the denser, more heavily Democratic areas of Orlando to boost turnout among supporters. The district has the 4th largest GOTV target out of Florida’s 27 districts and in 2012 it had the 16th highest number of Obama IDs. A campaign running statewide will likely have a goal of reaching 61% of the two-way support in the district and will receive 3.82% of their statewide vote from the district.
* A ballot measure to legalize medical marijuana will appear on the ballot. However, the state legislature is also currently considering medical marijuana legislation, so the ballot initiative may be moot.
* No changes have occurred in voting/registration laws since 2014. Third party voter registration organizations must register with the state, and forms are tracked. Voter ID laws state that a voter must present identification at the polls that shows a picture and signature. Voters may mix and match two different types of identification to meet these criteria if they do not have one form of identification that meets the need.
* The only poll available so far covering the primary election is an internal Demings poll. It showed Demings with a strong lead: 44% of voters support Demings, followed by Thompson with 24%, Poe with 7%, and 25% undecided. Fahmy was not included in the poll. Demings led among all racial/ethnic groups, receiving support from 47% of African American voters (17 point lead), 45% from White voters (26 point lead), and 31% from Hispanic voters (18 point lead). Demings was viewed most favorably among the three candidates (55% favorable to 17% unfavorable), followed by Thompson (48% favorable to 23% unfavorable), and finally Poe (14% favorable to 21% unfavorable).

**RECENT ELECTIONS:**

* In 2012, Democratic nominee Val Demings ran against Republican Daniel Webster in the old FL-10. Webster, an incumbent of FL-08, chose to run in FL-10 as it contained approximately 58% of the pre-2012 version of FL-08 he represented. Demings proved to be a strong candidate, outperforming DPI by almost 4 points and Obama by 2 points. Demings was also able to out-fundraise Webster, $2.0 million to $1.5 million. However, it was not enough in a district that at the time had a DPI of 44.4% and she would go on to lose with 48.3% of the two-way vote in the old congressional lines.When looking at the 2012 election cycle using the newly drawn congressional lines, we see a much different story. In 2012 along the current lines, congressional candidates received 61.3% of the two-way vote, Obama received 61.2%, and Bill Nelson received 66.4% in his Senate race.
* In 2014, Webster once again sought reelection and faced Democratic nominee Michael Patrick McKenna. Democrats attempted to get Val Demings to run again for the seat that she narrowly lost in 2012, but she declined to and instead ran for Orange County mayor. McKenna never mounted a serious challenge to Webster, raising only $35,000 to Webster’s $1.0 million. McKenna would go on to lose with 38.5% of the two-way vote. Along current congressional lines, the congressional candidates in the FL-10 took 53.3% of the two-way vote. Crist performed better under the current district lines, receiving 58% of the two-way vote.
* The current DPI in the district is 60.7%; this is up dramatically (16.1 points) from the 44.6% DPI of the old district lines.

KEY ELECTION RESULTS

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| LATEST DPI | 2012 PRES | 2008 PRES | 2004 PRES | 2014 HOUSE | 2012 HOUSE | 2010 HOUSE | 2008 HOUSE | SENATE 2012 | SENATE 2010 | GOV 2014 | GOV 2010 |
| 60.7% | 61.2% | 61.3% | 51.5% | 53.3% | 61.3% | 49.9% | 53.3% | 66.4% | 41.5% | 58.0% | 56.9% |

**2016 PRIMARY ELECTORATE:**

* Looking at the best data available, we see that during 2010, 2012, and 2014, roughly 14-16% of registered Democrats turned out to vote in the primary in each of those years within the new FL-10 district lines. Among currently registered voters in the district, approximately 24% of registered Democrats voted in at least one of the last three primaries. Since the FL-10 primary looks to be as competitive, if not more competitive, than the one in 2014 which saw a turnout of 16.1% of registered Democrats, we should expect 2016 Democratic primary turnout to be roughly 16 to 20%.
* Currently there are 203,432 registered Democrats in FL-10. Since Florida primary elections are closed, this gives a rough primary election turnout estimate of 32,549 to 40,686 voters.
* With only one initial poll available about how the candidates currently stack up against each other, it is prudent to set a vote goal of 52% unless better information becomes available and shows a three or four-way race developing. Right now, that vote goal is 21,157. A one-point shift in vote can be achieved with 407 votes.
* The vote is mainly concentrated in the city of Orlando, much more than for the General Election, typically making up 72-73% of primary voters. Other large cities include Apopka, which makes up 10% of registered voters, and Winter Garden and Ocoee, which each make up around 5% of the total vote. There is some variation in turnout rates in these towns, but not by more than a few points year to year. There is no consistent pattern of one city turning out at a greater rate than any other one.
* The electorate during the last two Democratic primaries has trended overwhelmingly toward minority voters. African American voters made up 53% to 55% of the electorate, Hispanic/Latino voters 11% to 12%, and White voters 35% to 36%
* Women typically make up roughly 60% to 62% of primary election voters in the district.

**2016 GENERAL ELECTORATE:**

* Using the previous Presidential election as a guide, records from 2012 show a turnout rate of 61.8% of registrants (271,980 total votes cast).
* Applying that turnout rate forward to the 2016 electorate, we can expect to see 61.8% of registrants turn out, casting 283,576 total votes, relying on the latest registration statistics from the Secretary of State.
* To reach a goal of 52% support overall, a successful campaign would need at least 147,459 raw votes. A one-point shift in support equates to 2,836 raw votes.
* When creating initial general election base, turnout, and persuasion targets using national congressional support and 2016 general election turnout modeling, some trends in density are evident. Base targets are densest in the Orlando, Pine Hills, and Apopka areas. Turnout targets are densest in the Orlando area. Persuasion targets are not very dense, but there are small pockets of density in southwest Orlando and Oak Ridge areas.

2016 GENERAL ELECTORATE

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| REGION | REG # | % OF REG | EXP VOTE # | % OF VOTE | AVG SUPPORT SCORE | AVG TURNOUT SCORE | DEM BASE/  EARLY/ ABS | TURNOUT  EARLY/ ABS | PERS  EARLY/ABS | REP BASE/  EARLY/ ABS |
| ORLANDO | 309,722 | 67.5% | 186,309 | 65.7% | 65.4 | 78.1 | 70,412 63.8% EV | 74,181 28.7% EV | 24,443 21.6% EV | 36,172 63.7% EV |
| APOPKA | 51,003 | 11.1% | 32,895 | 11.6% | 50.1 | 80.4 | 10,201 66.4% EV | 8,448 27.9% EV | 3,426 28.2% EV | 12,055 63.0% EV |
| WINTER GARDEN | 32,800 | 7.1% | 20,417 | 7.2% | 45.2 | 80.3 | 5,433 57.3% EV | 4,619 27.3% EV | 2,380 24.1% EV | 8,286 52.4% EV |
| OCOEE | 25,026 | 5.5% | 16,447 | 5.8% | 51.6 | 80.7 | 5,397 68.6% EV | 3,928 32.2% EV | 1,752 31.4% EV | 5,245 60.1% EV |
| WINDERMERE | 23,744 | 5.2% | 16,164 | 5.7% | 34.8 | 82.2 | 2,740 62.3% EV | 2,000 32.8% EV | 1,686 29.6% EV | 7,937 57.2% EV |
| OTHER CITIES | 16,565 | 3.6% | 11,627 | 4.1% | 43.4 | 81.4 | 2,933 58.1% EV | 2,303 29.1% EV | 1,200 32.0% EV | 5,207 58.1% EV |

**EARLY/ ABSENTEE VOTING**

* Absentee voting is permitted in Florida; however, there is no permanent early or absentee ballot list. When a voter requests an absentee ballot, the number of elections it applies to varies by county. In Orange County, absentee applications are good through two general elections. No excuse is necessary to apply for a mail-in ballot, and the application period is rolling. Voters may request an absentee ballot online, by mail, in person or on the phone. Mail ballots will be sent out on October 4th. In-person early voting is also an option open to all registered voters. The window for early voting is a short eight-day window, beginning October 29th and ending November 5th. Voters may go to any early vote center in their county. Vote centers are comprised of elections offices, libraries, community centers and more. The number of vote centers varies by county.

**PRIMARY ELECTION**

* Using the most recent primary as a guide, 62.9% of the votes cast in the primary election will come in before Election Day. Orlando voters were slightly more likely to vote early or absentee than the district as a whole, with 64.6% voting before Election Day, compared to 60.4% in Apopka, 60.4% in Ocoee, and 56.7% in Winter Garden. Early voting in the primary heavily favors absentee voting over in-person early voting. Using the last election, we see that 72.5% of the early vote was cast via absentee ballot and the other 27.5% was in person early. This is due in large part to Orlando preferring absentee vote at a rate of 73.5% and making up 75% of the total early/absentee vote in the district.
* African American voters make up 51.7% of the early vote, compared to 12.2% for Hispanics voters, and 36.0% for White voters. White voters tend to use early vote more than African American voters in the district, making up roughly 1 point more of the early voting electorate while African Americans make up about 1 point less than the electorate as a whole.
* Women voters also vote early/absentee at rates of around 2-3 points higher than their male counterparts do.

**GENERAL ELECTION**

* Based on early and absentee voting rates during the last two presidential elections, we can expect 57-58% of voters to cast their ballot before Election Day in the district. In-person early vote is slightly favored over absentee voting in the district with 56% of the early vote coming in as in-person early vote compared to 44% as vote by mail. In 2012, around 68% of the in-person early vote occurred during the week before Election Day. Additionally, around 62% of the absentee ballots were returned in the two weeks prior to Election Day. There seems to be a small initial burst of absentee ballot returns 4 weeks out, rather than a steady increase in returns, since around 2,000 more ballots were returned 4 weeks out compared to 3 weeks out.
* Democrats greatly outnumbered Republicans in early and absentee voting. In 2012 across both methods, approximately 51% of early/absentee voters were Democrats and 29% were Republicans. Democrats favor in-person early voting: they made up 56% of early voters, compared to Republicans’ 25%. During absentee voting, Democrats made up 45% of those voting by mail compared to 36% for Republicans. The rate of in-person early voting and absentee ballot return over time is roughly the same for both Republicans and Democrats.
* Democrats have dominated early vote in FL-10 during the presidential cycles and have typically won by wide margins. Crist received 58% of the two-way vote. Based on these two races' share of the two-way vote and their support among early and absentee voters, a Democratic candidate needs at least 56% of the early vote and 48% of the absentee vote to keep on the path to victory.

**PRIMARY ELECTION PATH TO VICTORY IN 2016:**

* **GOAL 1: CONSOLIDATE THE SUPPORT OF AFRICAN AMERICAN PRIMARY VOTERS IN THE ORLANDO AREA**

The dynamics of the announced primary election candidates make consolidating the support of African American voters in the Orlando area critical. Orlando will make up nearly 3/4ths of the vote in the primary and African American voters make up roughly 50% of the registered Democrats in the city (close to 40% of all voters in the primary). Both Demings and Thompson have strong ties to the Orlando area, and are African American women. Thompson currently represents most of the district’s African American population in the State Senate, and while the bulk of the African American population was not in FL-10 when Demings ran for Congress in 2012, she served as the city’s police chief from 2007 to 2011. The candidate that does the best with this demographic has a huge advantage. A 50-50 split here is likely not enough to carry the district outright if Poe consolidates a large amount of the White and Hispanic/Latino voters around his candidacy.

* **GOAL 2: LEVERAGE EARLY VOTE TO INCREASE TURNOUT IN FAVORABLE DEMOGRAPHIC GROUPS AND GEOGRAPHIC AREAS**

Early voting is very prevalent during the Democratic primary in FL-10; over 60% of all votes will be cast before Election Day. When polling and field programs make bases of support more apparent, a successful campaign will want to set a goal of increasing turnout among these demographics via early in person and vote by mail. It is important to note that absentee ballots will start being mailed out 35 to 28 days before the election (in 2014 vote by mail compromised 73% of the early vote), so a successful campaign will need to have the resources and organization to run an effective absentee ballot turnout and chase program in place early.

* **GOAL 3: RECEIVE AT LEAST THE PLURALITY OF THE SUPPORT FROM WHITE AND HISPANIC/LATINA WOMEN PRIMARY VOTERS**

Women are a major constituency in FL-10 and make up over 60% of primary election voters. Both Demings and Thompson are likely to heavily target African American women. However, White and Hispanic/Latina women combine to make up roughly 27% of the primary electorate and do not currently have a strong candidate that they might be naturally inclined to support. It is likely that Poe, Demings, and Thompson will all target this group and maintaining an advantage here will be important to a candidate’s success.

**GENERAL ELECTION PATH TO VICTORY IN 2016:**

* **GOAL 1: AT LEAST 56.5% SUPPORT FROM WOMEN VOTERS**

Women voters make up approximately 54% of registered voters in the district and turn out at rates 4 to 5 points higher than their male counterparts during presidential elections. Women voters are solid Democratic voters in this district, and the only time the Democratic candidate failed to carry this demographic was the 2010 3-way Senate race. Candidates who have failed to win the district outright have received less than 56% support from women voters (2014 House, 2010 House, and 2010 Senate). Candidates who have won the district typically do so while winning over women voters in large numbers (Crist 2014 58% of two-way, 63% among women; 12 Obama 62% two-way, 66% among women; 12 Nelson 67% two-way, 71% among women; 10 Sink 57% two-way, 62% among women; 08 Obama 61% two-way, 67% among women). We start at a baseline support rate among women at 58.6%. For every 1-point drop in support among women, the Democratic candidate loses 1,797 votes. White women have the steepest decline in support in years where candidates fail to reach this 56.5% mark. For example, the drop between the overall female support from the 2008 to 2010 Congressional races is only 2 points, but White women supported the 2010 Congressional candidates at a rate 12 points lower (32%) than they did in 2008 (44%).

* **GOAL 2: RAISE HISPANIC TURNOUT TO 58% AND RAISE AFRICAN AMERICAN TURNOUT TO 71%**

Hispanic and African Americans combine to make up over 45% of the total voting age population in the district and make up about 46.5% of registered voters. African Americans in the district have only once supported a Democratic candidate at a rate of less than 90% (2014 House) and Hispanic voters usually support Democrats at rates of 65% or higher, maxing out at 83% during Nelson’s 2012 Senate bid. These reliable Democrats saw a large drop off in 2012 from the historic high turnout in 2008, with African Americans dropping from 76% to 69% and Hispanics dropped from 66% to 56%.

* **GOAL 3: MAINTAIN DEMOCRATIC SUPPORT AT 87.5% FROM BASELINE OF 91.3%**

Democrats make up 44% of registered voters compared to Republicans’ 26%. When looking at modeled party instead of just registration, the Democratic advantage grows to 56% to 29%. Democrats have only supported a federal or statewide Democrat at a rate less than 90% twice in the last four election cycles (both candidates lost); their support level hits 95% regularly. Currently the baseline support for Democrats in the district is 91.3%. Each 1-point drop in support among Democrats from the baseline equals 1,786 votes lost. A drop in support down to 87.5% would mean a loss of 6,652 votes, over half of what we start ahead.

* **GOAL 4: RECEIVE AT LEAST 47% SUPPORT FROM INDEPENDENT VOTERS**

While independents are a relatively small group in the district, making up only 14% of registered voters, they typically make up between 8-11% of Democrats’ winning coalitions. Independents have supported Democrats in the area by healthy margins (14 Crist – 55%, 12 House – 59%, 12 Obama – 55%, 12 Nelson - 67%, 10 Sink – 58%, 08 House – 59%, 08 Obama – 54%). However, during the narrow loss by the congressional candidates in 2010 this support plummeted to 44%.

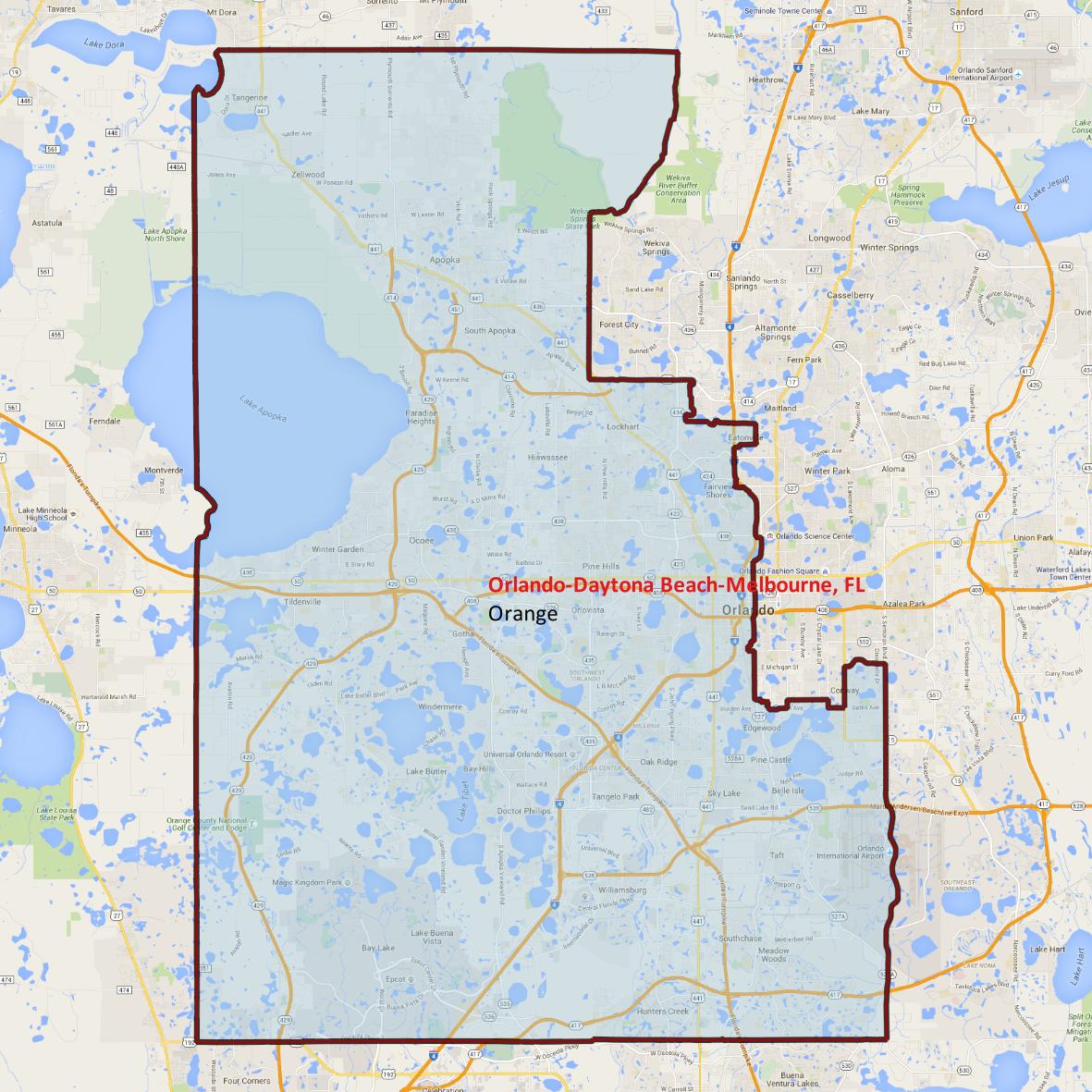
**2014 PROGRAMMATIC SNAPSHOT + LESSONS LEARNED:**

* The DCCC was not involved in the FL-10 race and the Democratic nominee did not mount a serious campaign.

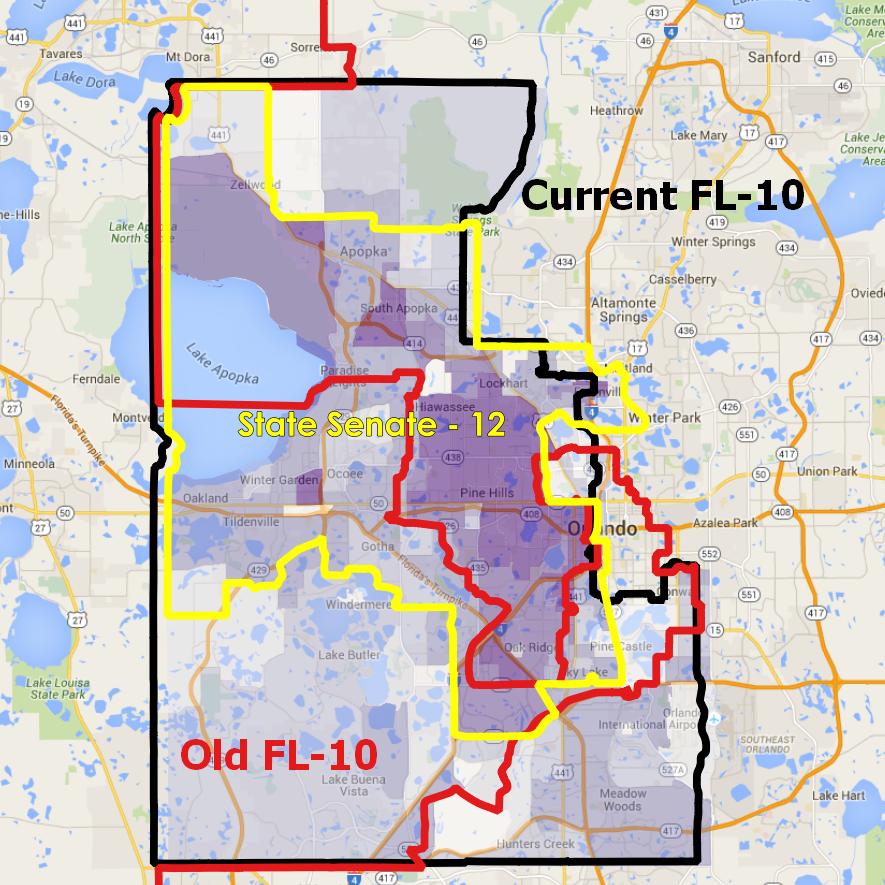
**PROGRAMMATIC CONSIDERATIONS:**

* The late primary election date (8-30-2016) condenses General Election timeline.
* The high degree of early voting requires an early start with voter contact.
* The Orlando media market is going to be extremely busy this cycle and CPP will be inflated by August or earlier due to several competitive House primary elections, as well as the US Senate and Presidential elections.
* Organizations performing voter registration drives must register with the state; registration forms have serial numbers to track them.

OVERALL COUNTIES AND MEDIA MARKETS

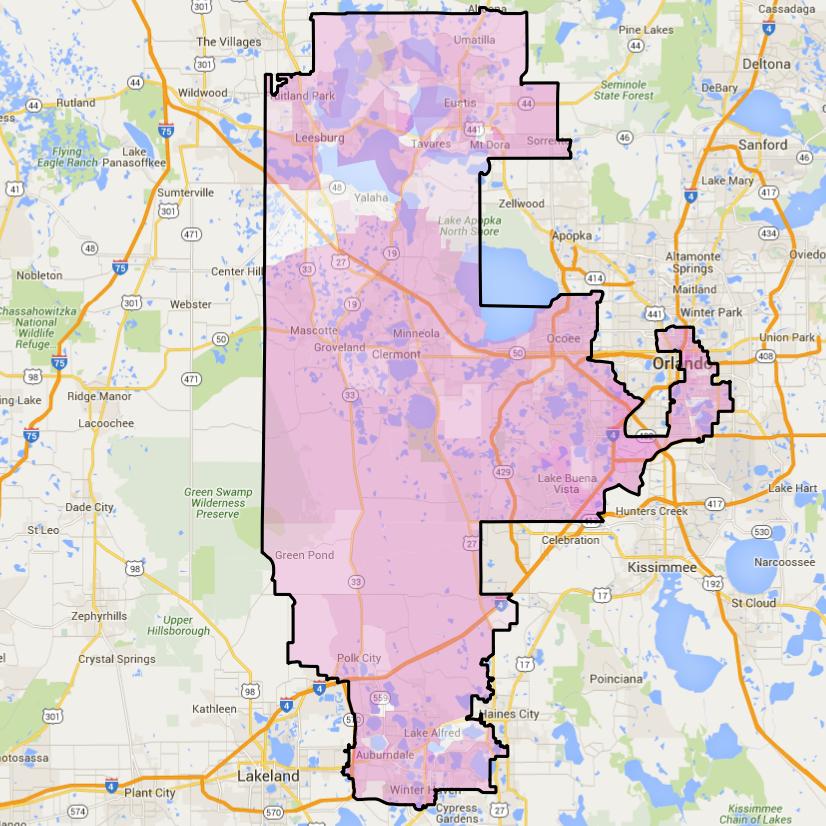
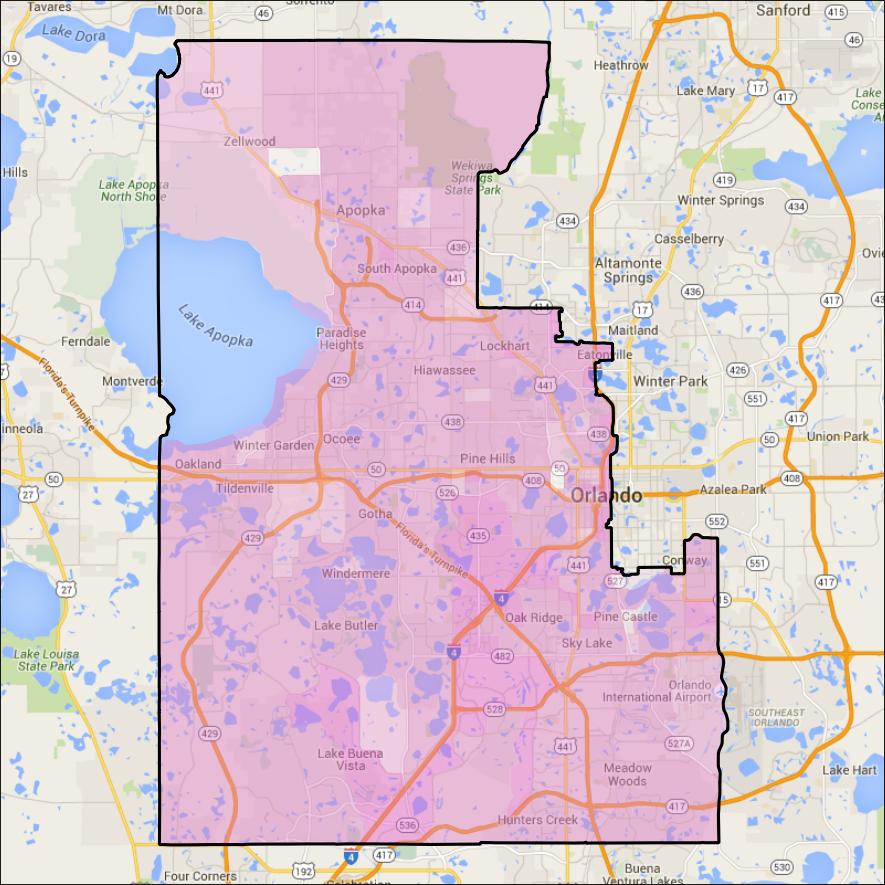


**FL-10 PRIMARY ELECTION AREAS OF INTEREST – WITH AFRICAN AMERICAN VOTING AGE POPULATION**



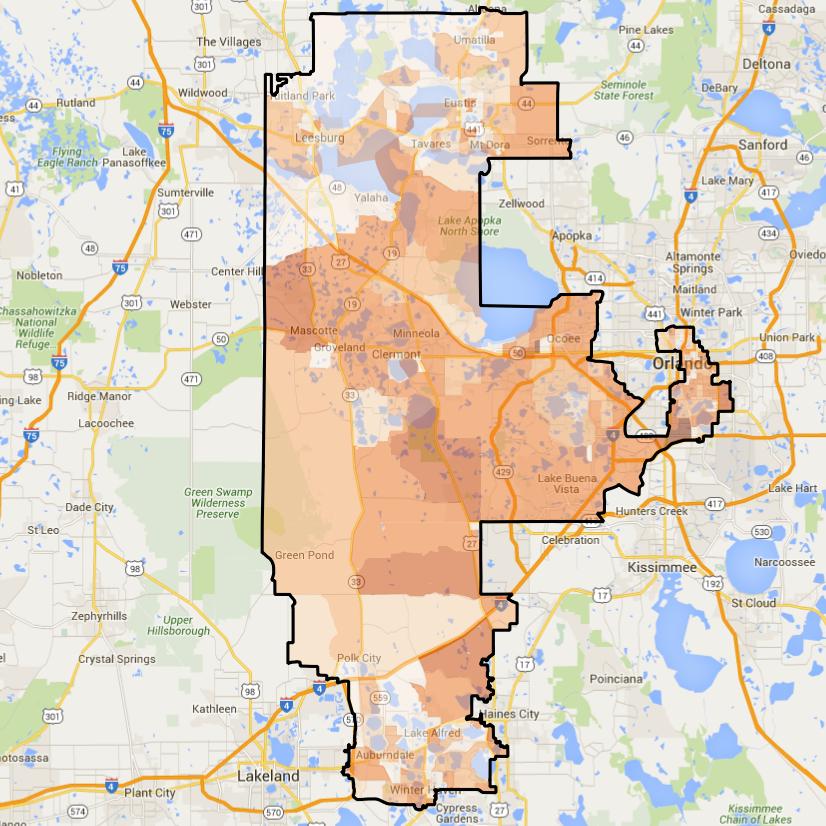
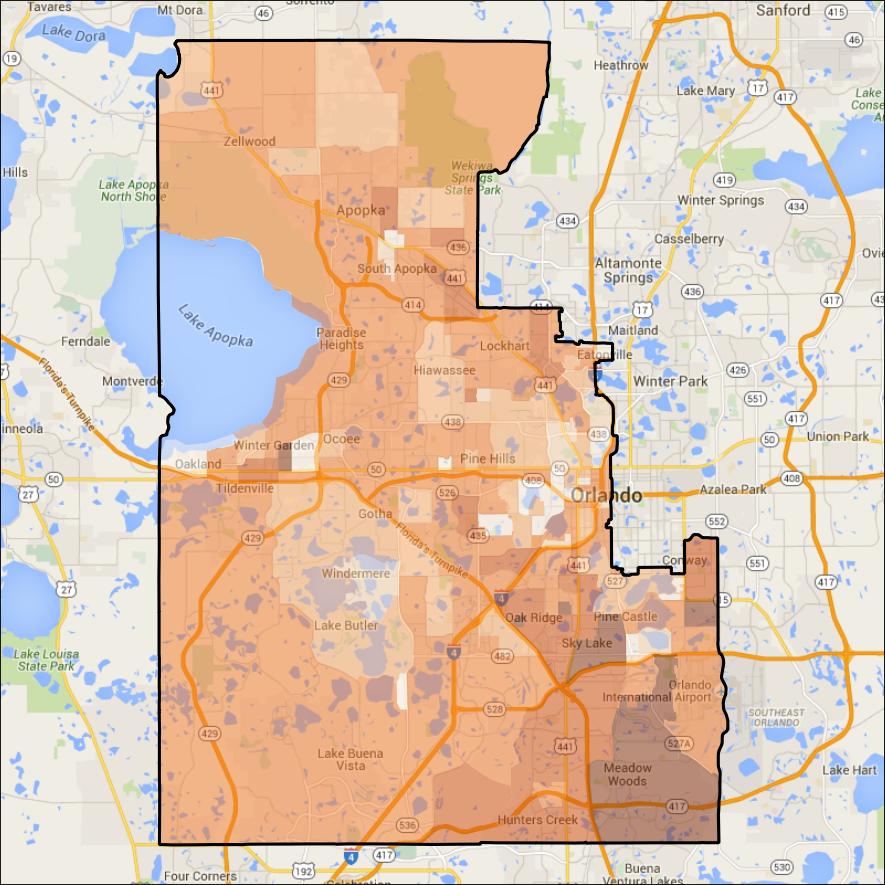
UNDER 30 PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

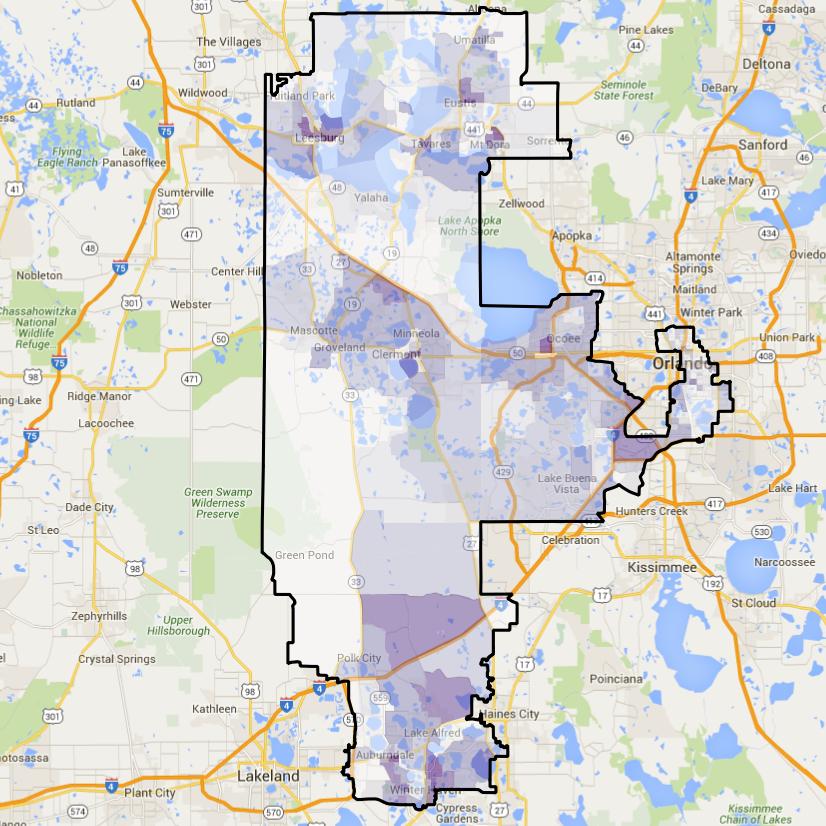
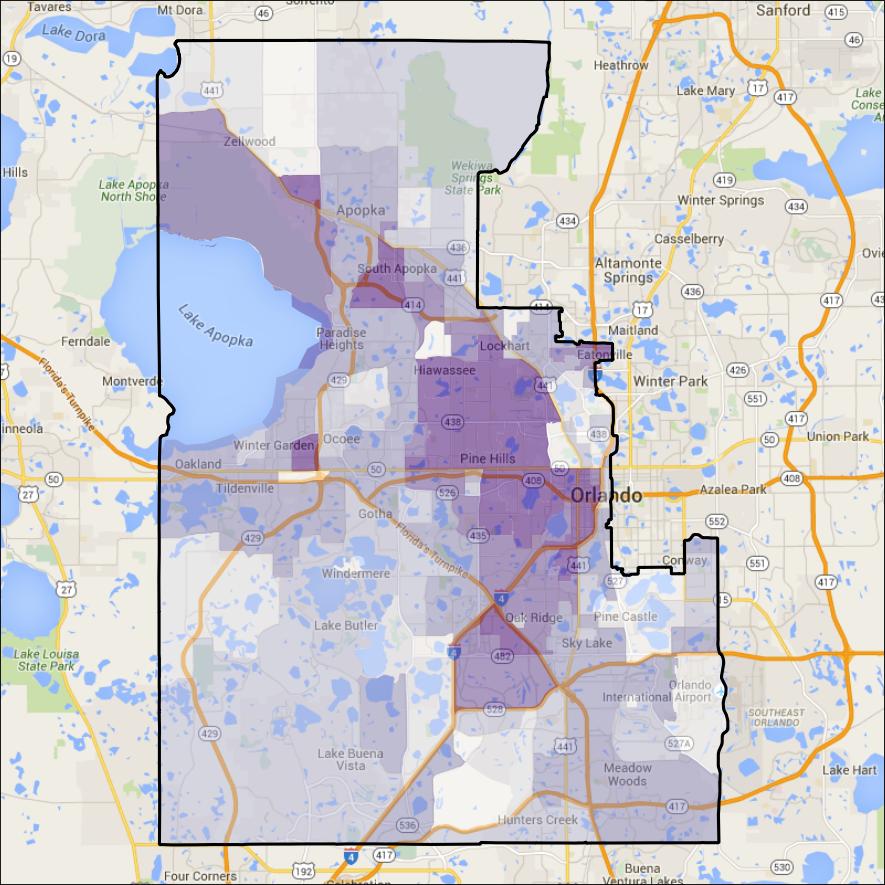
HISPANIC/LATINO PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

AFRICAN AMERICAN PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

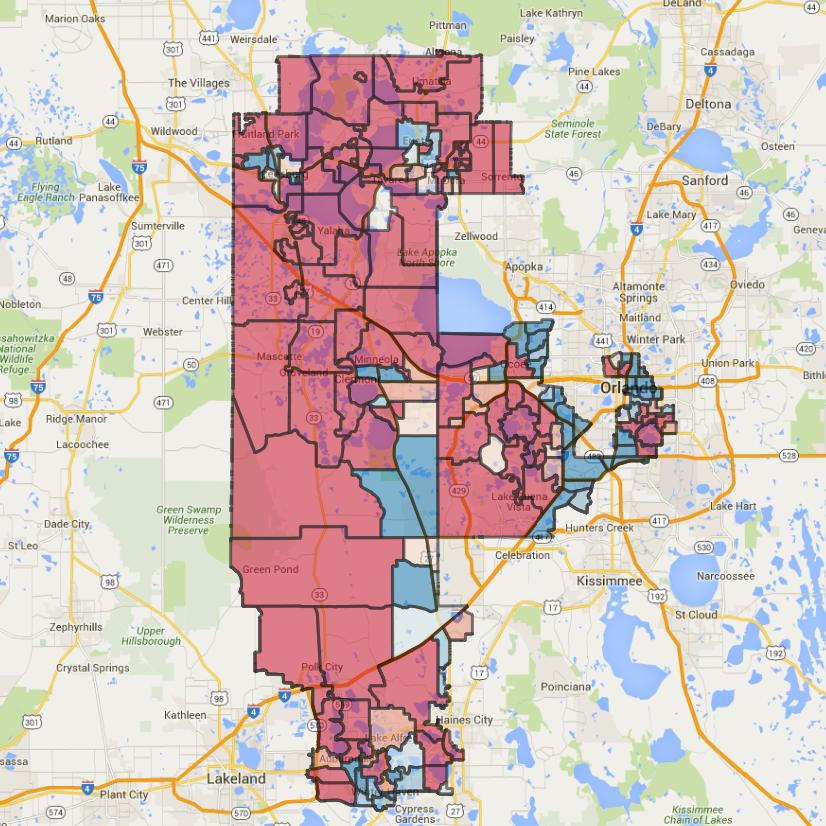
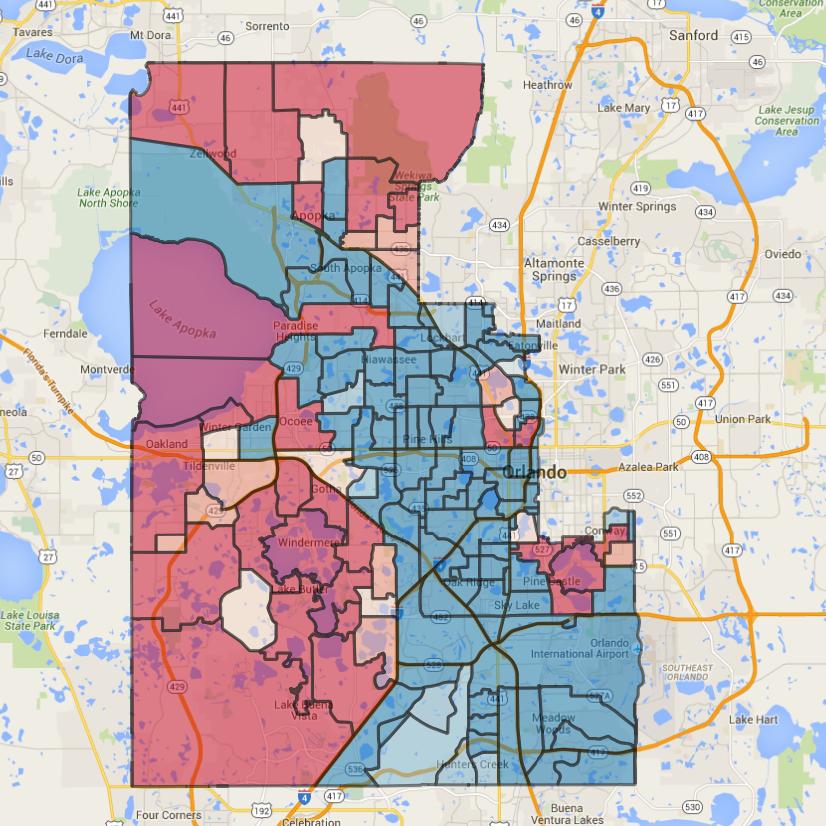
 

HISPANIC/LATINO ETHNIC GROUPS AS PERCENTAGE OF TOTAL HISPANIC/LATINO POPULATION BY CENSUS TRACT

|  |  |  |
| --- | --- | --- |
| **CUBAN** | **PUERTO RICAN** | **MEXICAN** |
|  |  |  |
| **DOMINICAN** | **COLUMBIAN** | **VENEZUELAN** |
|  |  |  |

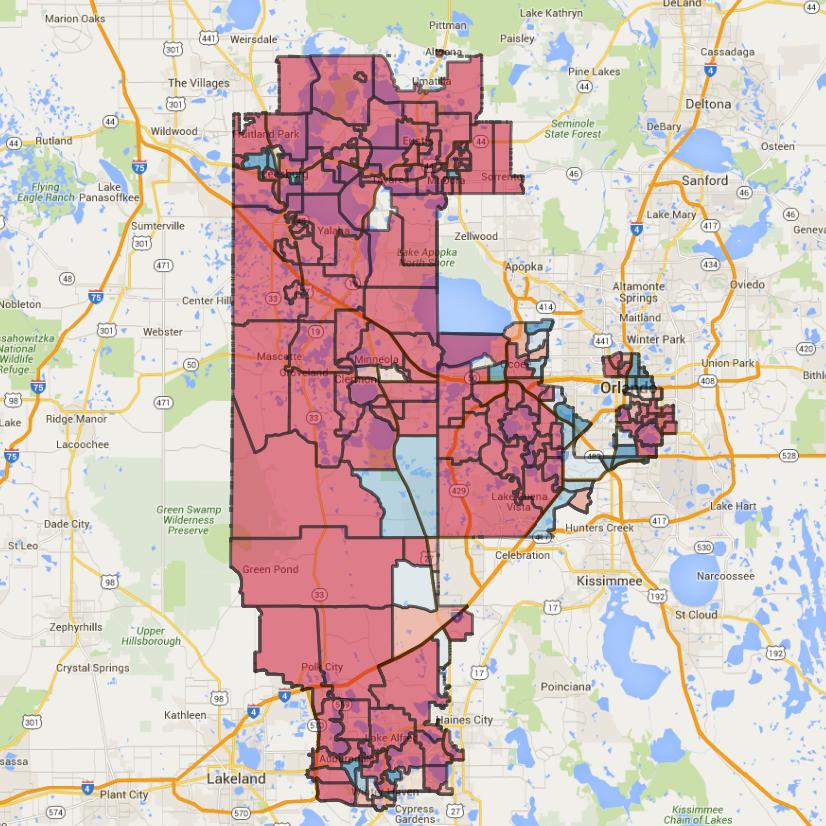
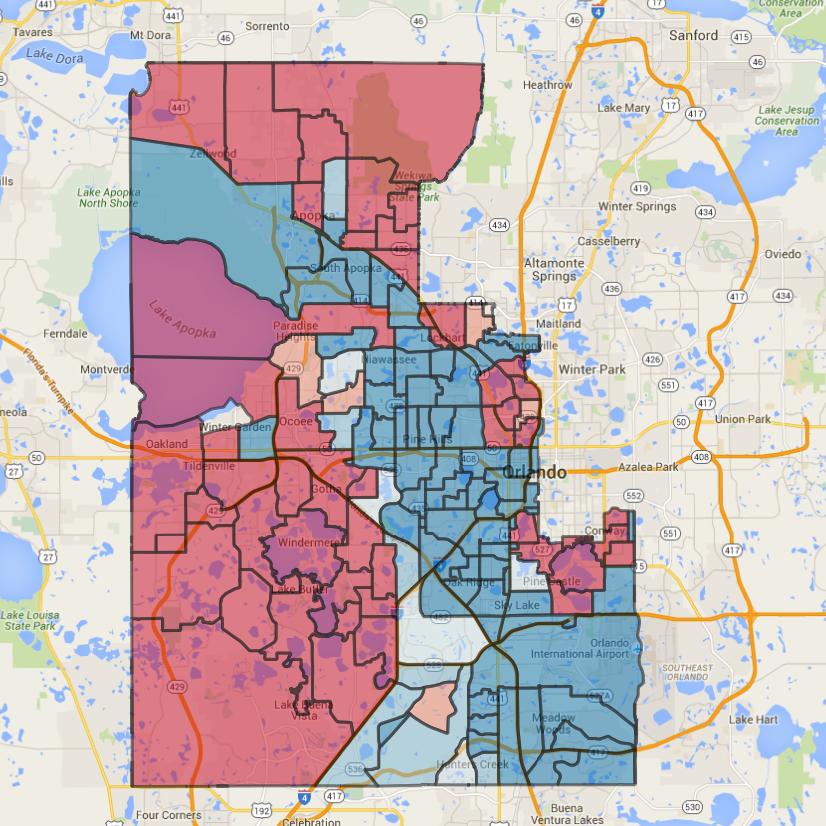
2014 CRIST GUBERNATORIAL SUPPORT BY PRECICNT

**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

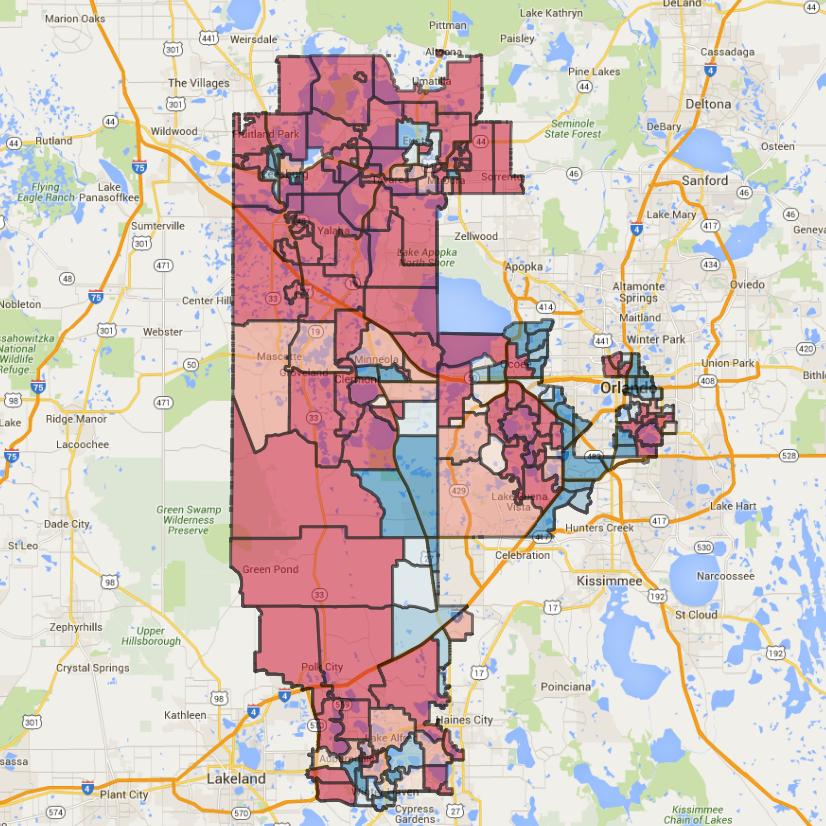
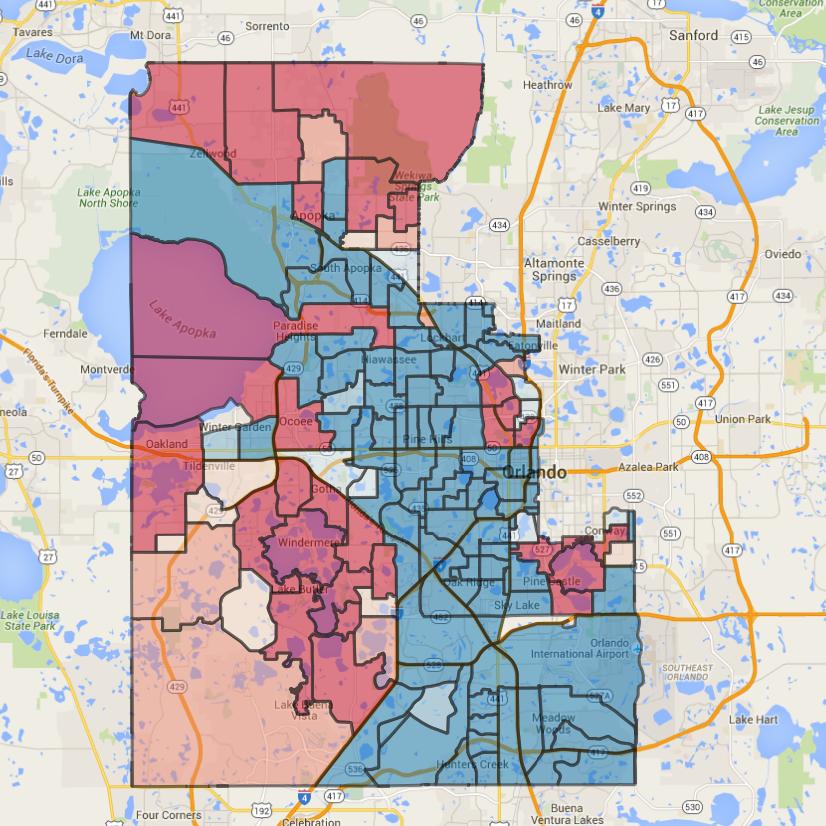
2014 CONGRESSIONAL SUPPORT BY PRECICNT

**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

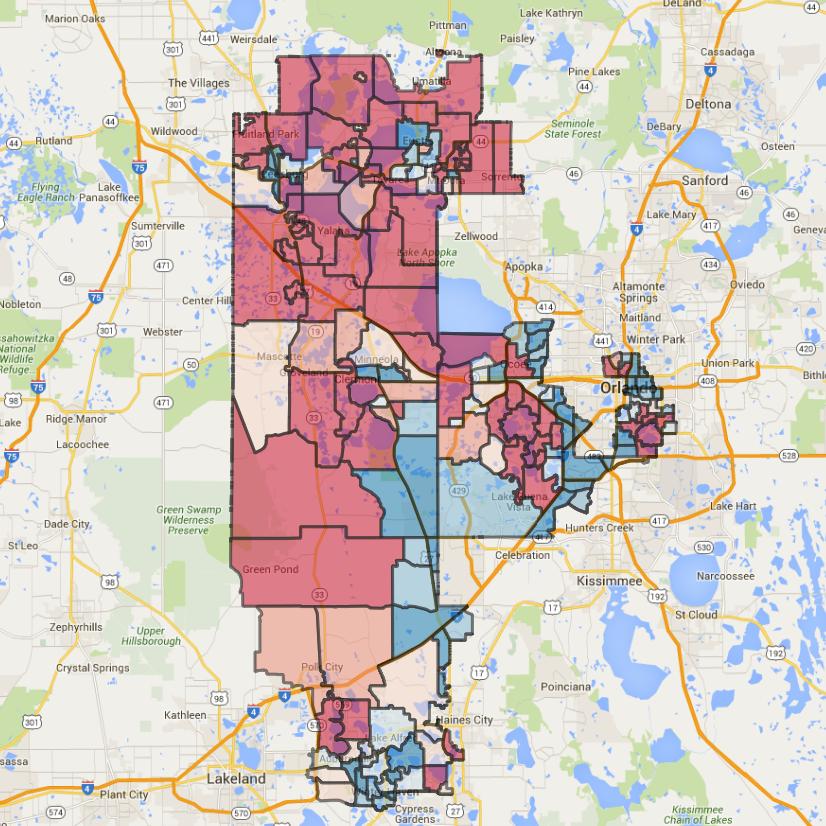
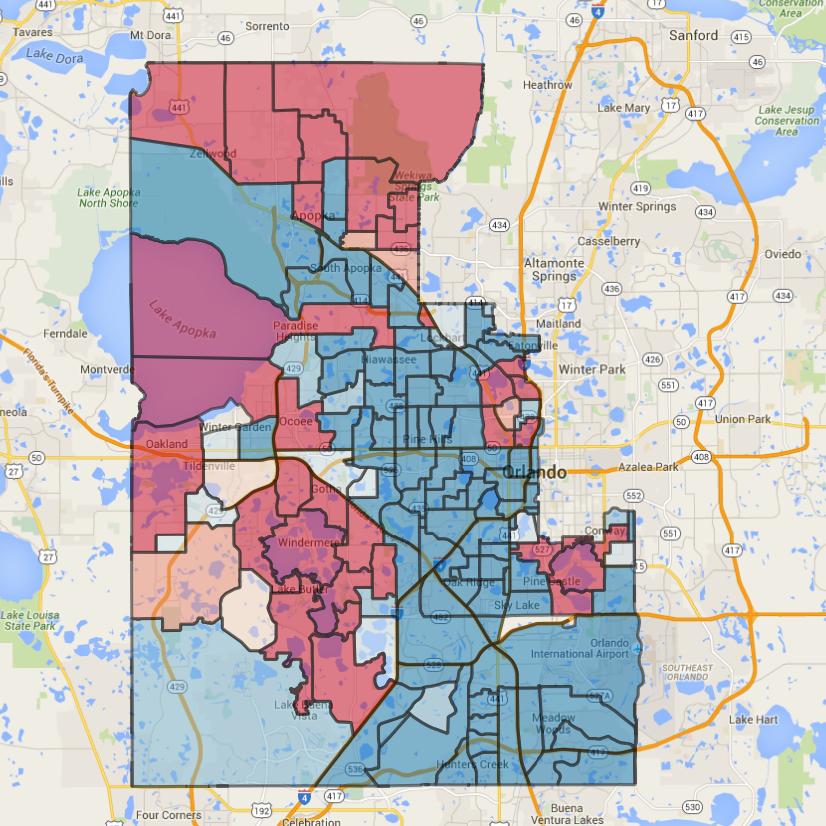
2012 OBAMA SUPPORT BY PRECICNT

**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

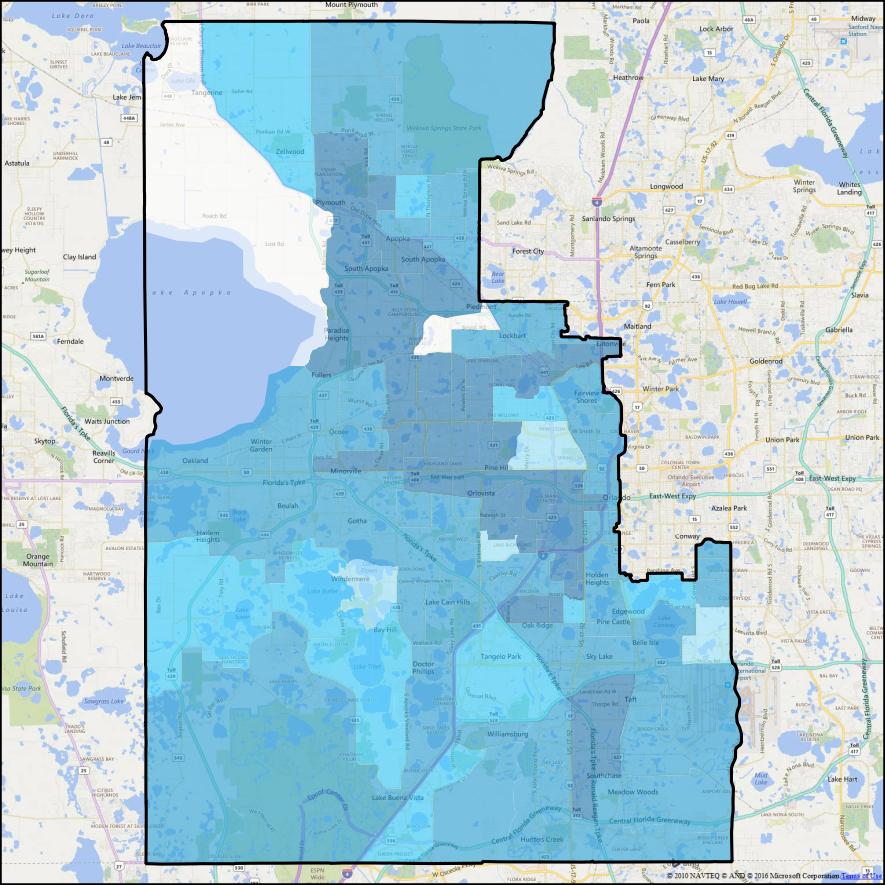
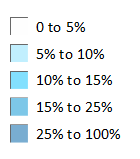
 

2012 CONGRESSIONAL SUPPORT BY PRECICNT

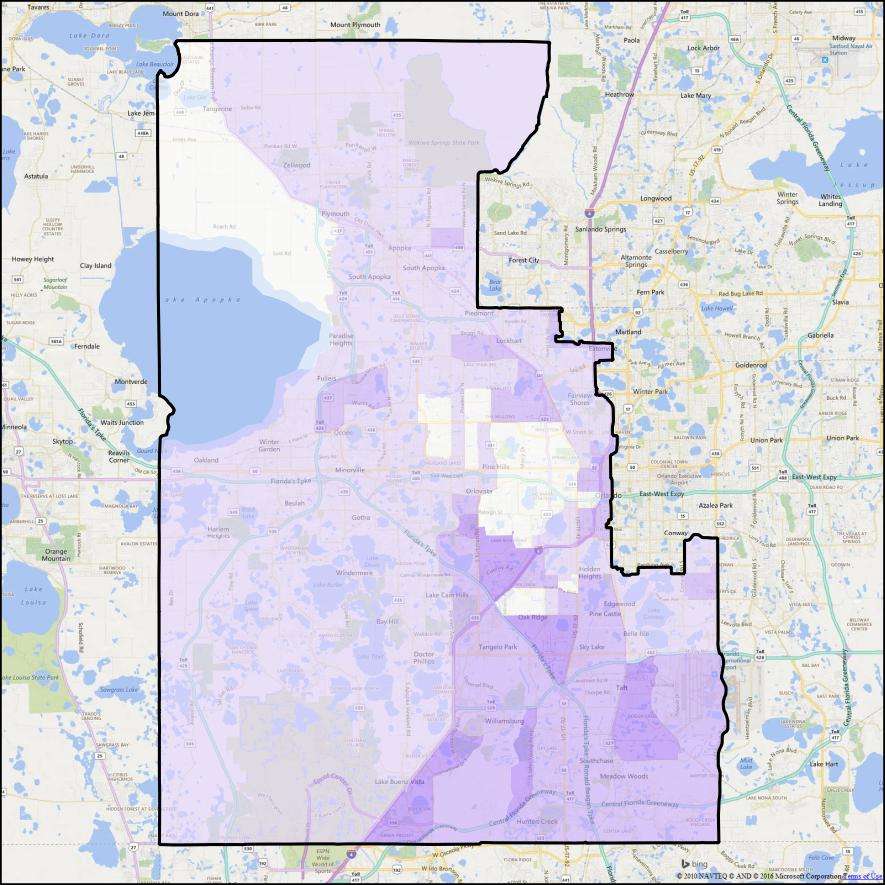
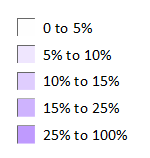
**2012 FL-10 DISTRICT LINES** **2015 FL-10 DISTRICT LINES**

**LIKELY BASE TARGET DENSITY BASED ON NATIONAL SUPPORT AND TURNOUT MODELS**



**LIKELY PERSUASION TARGET DENSITY BASED ON NATIONAL SUPPORT AND TURNOUT MODELS**



**LIKELY TURNOUT TARGET DENSITY BASED ON NATIONAL SUPPORT AND TURNOUT MODELS**

