**FL-13 PATH TO VICTORY SUMMARY**

LAST UPDATE: 2/26/2016

**PATH TO VICTORY IN 2016:**

**DEMOCRATS START THIS RACE AHEAD BY 5,387 VOTES (53.5% TWO-WAY SUPPORT). VICTORY DEPENDS ON THE FOLLOWING:**

* **MAINTAIN AT LEAST 51% SUPPORT IN THE CITIES OF PINELLAS PARK, LARGO, AND CLEARWATER**
* **MAINTAIN AT LEAST 55% SUPPORT AMONG INDEPENDENTS**
* **ENSURES SUPPORT OF MODELED DEMOCRATS DOES NOT DROP BELOW 89%**
* **ENSURE AFRICAN AMERICAN TURNOUT DOES NOT DROP BELOW 72%**
* **RECEIVE AT LEAST 54% OF THE EARLY VOTE IN THE DISTRICT**

**ABOUT THE DISTRICT:**

* FL-13 is located entirely within Pinellas County, which is located on the western side of the Florida peninsula near Tampa Bay. The largest city in the district is St. Petersburg (colloquially “St. Pete”), which contains approximately 41.2% of the registered voters in the district, followed by Clearwater (19.2%) and Largo (15.5%).
* The district is entirely within the Tampa-St. Petersburg-Clearwater media market, which has a cost per point of $450 for candidates and $540 for issue campaigns.
* The district has a significant African American community that makes up 11.6% (+5.0 points from the old district) of the Citizen Voting Age Population. African American voters are most densely concentrated on the southeastern tip of the Pinellas County peninsula in St. Petersburg. The district’s Hispanic population is relatively small for Florida, at 5.8% of Citizen Voting Age Population. The district also contains a lot of income diversity; while around 48% of households in the district earn less than $50,000 a year, 33% earn between $50,000 and $100,000, and 19% earn more than $100,000 a year. This district is older than most, with 20.9% of the Census Voting Age Population over the age of 65. The district is very diverse in that it ranges from working class low-income voters in the southeast portion of St. Petersburg and wealthy older snowbirds who have settled on the west coast of the Pinellas County peninsula.
* Florida is a party registration state. References to partisanship throughout this document either refer to party registration, or modeled partisanship via Catalist’s National Partisanship Model as noted.

**REDISTRICTING:**

* A court ruled in late 2015 that Florida’s current congressional map violated state law, and it was redrawn for the 2016 election cycle. The un-gerrymandering and elimination of minority packed districts has changed the makeup of FL-13 making it much more favorable to Democrats. The new FL-13 is made up of 87% of the previously drawn FL-13, and 13% of the previously drawn FL-14. FL-13’s 2012 version is also located on the Pinellas County peninsula, but the voters in the southeast part of St. Petersburg were drawn into the old FL-14. These voters are now in FL-13. The added voters are largely African American and boosted the Voting Age population of Africans Americans in the district up by 6.4 points from 5.2% to 11.6%. Overall, the added section from the old FL-14 had a DPI of 80.2%, and the parts of the district that went to the new FL-12 had a DPI of 48.6%.

KEY DEMOGRAPHICS

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CVAP  AFAM | CVAP HISP | 18-35 | % 65+ | URBAN | RURAL | SUBURB | HH INCOME | VS STATE | VS US | AV EDU | VS STATE | VS US | COOK |
| 11.6% | 5.8% | 19.5% | 20.9% | 21.6% | 1.4% | 77.1% | $62,755 | +1.2% | +17.3% | 27.0% | +0.7% | -7.8% | LEAN DEM |

**POLITICAL ENVIRONMENT:**

* FL-13 is an open seat district currently held by Republican Representative David Jolly, who is not running for reelection so he can run for the Republican nomination for U.S. Senate. No Republican candidates have announced yet. Two candidates have filed for the Democratic Party nomination: former Governor Charlie Crist will be facing former Pentagon official Eric Lynn. Being a former Governor, candidate for U.S. Senate, and the 2014 Democratic Party nominee for Governor should give Crist a substantial advantage in both name recognition and fundraising capacity. As off the end of 2015, Lynn has raised $652,000 and Crist has raised $508,000. However, the bulk of Lynn’s contributions came in before Crist had entered the race. In the two-month period between October filling and the end of the year FEC filling Crist outraised Lynn 5 to 1 ($508,271 to $100,015).
* Florida will be busy this year as it will be a key battleground state for the Presidential contest and will likely have a competitive U.S. Senate contest. Statewide candidates will likely do some turnout work in the district as its anchor city of St. Petersburg is dense, has a sizeable African American population, and has a relatively high average partisan support score of56.0%.Persuasion areas for these candidates would include the west coast of the peninsula and the northern part of the district. In total, FL-13 ranks 9th overall in the size of their persuasion target and 13th overall in their turnout target. While the district is middling in raw size of its targets, it did see the 6th most IDs from the Obama campaign in 2012, likely due to its small size and density making it efficient to canvass. Statewide, FL-13 accounts for 4.0% of the vote in Florida and would account for 4.3% of a Democrat’s vote total, assuming a vote goal of 51.0%.
* A ballot measure to legalize medical marijuana will appear on the ballot. However, the state legislature is currently considering less restrictive medical marijuana legislation so the ballot initiative may be moot.
* No changes were made to 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.

**RECENT ELECTIONS:**

* In 2012, incumbent Republican Bill Young defeated Democrat Jessica Ehrlich. Young, a 40-year veteran of the U.S. House defeated Ehrlich 57.6% to 42.4% and outraised her $1.0 million to Ehrlich’s $500,000. When looking at statewide candidates using the current district lines, 2012 was a very good year for statewide candidates. Obama received 55.4% of the two-way vote and Bill Nelson received 63.3% of the two-way vote in his senate race.
* In late October of 2013, Representative Young died while in office. A special election was held in March of 2014 to fill the vacancy. Democrat and 2010 gubernatorial candidate Alex Sink faced former Young staffer and lobbyist Republican David Jolly. This was a very competitive race, Jolly and Sink traded leads in the polls multiple times in the two months leading up to the special election. Sink was able to out-fundraise Jolly $3.2 million to $2.1 million, but ultimately Sink narrowly lost with 49.0% of the two-way vote. The congressional seat was uncontested during the 2014 General Election. Statewide candidates using the current district lines performed better, with Crist receiving 58.4% of the two-way vote.
* The current DPI in the district is 55.9%; this is a 6.4-point increase from the old district’s lines DPI of 49.5%.

KEY ELECTION RESULTS

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| LATEST DPI | 2012 PRES | 2008 PRES | 2004 PRES | *2014 HOUSE SPECIAL (OLD DIST)* | 2012 HOUSE | 2010 HOUSE | 2008 HOUSE | SENATE 2012 | SENATE 2010 | GOV 2014 | GOV 2010 |
| 55.9% | 55.4% | 56.3% | 52.1% | *49.0%* | 48.0% | 38.5% | 43.6% | 63.3% | 29.4% | 58.4% | 55.0% |

**2016 ELECTORATE:**

* Using the previous presidential election as a guide, records from 2012 show a turnout rate of 65.6% of registrants (335,132) total votes cast).
* Applying that turnout rate forward to the 2016 electorate, we can expect to see 65.6% of registrants turn out, casting 329,595 total votes, again, 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 171,390 raw votes. A one-point shift in support equates to 3,296 raw votes.
* The electorate from midterm election years to presidential election years sees large changes, mainly due to the large difference in turnout between the two different election cycles. Turnout was 14 points lower in 2014 compared to 2012 and turnout in 2010 was 23 points lower than turnout in 2008. According to Catalist modeling data, some of the largest turnout drops between presidential cycles and midterm elections are Democratic constituencies including: 18-29 years old voters (25-36 points lower), African American voters (28-32 points lower), Hispanic voters (28-32 points lower), women (21-29 points lower), and households earning $50,000 or less (22-29 points lower). We can expect a 2016 electorate that contains 4-5 points more minority voters, 2 points more women voters, 2-6 points more voters aged 18-29, and 2-3 points more voters living in a household with an income below $50,000 compared to 2014.
* Democrats’ share of partisan registration been steadily declining since 2012 when Democrats made up 39.4% of registered voters to Republicans’ 33.8% and Independents’ 26.8%. Currently, Democrats make up 37.7% of registered voters, Republican make up 32.5% of registered voters, and Independents make up 29.8% of registered voters. Overall, the Democratic advantage in party registration over Republicans dropped from 6.2 points in 2012, to 5.1 points as of February 2016. Independents saw their share of registered voters increase by 3 points over the same period.
* Looking at initial base, persuasion, and turnout targets created from national congressional support and turnout models there are some key areas of density to highlight. Base target voters are most dense in the southeastern part of the peninsula in the St. Petersburg area. Persuasion target voters are densest around St. Pete Beach and Pinellas Park. Turnout targets are densest area is in southeastern St. Petersburg, but also in the Pinellas Park, Clearwater, and Highpoint areas.
* In 2012, the down-ballot roll off in the 2012 Congressional districts that now make up FL-13 was 4.5%.

2016 ELECTORATE

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CITY | 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 |
| ST. PETERSBURG | 207,221 | 41.2% | 135,167 | 41.0% | 56.1 | 82.0 | 49,806 65.9% EV | 31,226 26.1% EV | 16,621 38.1% EV | 37,856 63.0% EV |
| CLEARWATER | 96,689 | 19.2% | 62,293 | 18.9% | 46.4 | 80.5 | 15,928 67.0% EV | 12,635 28.4% EV | 7,882 38.1% EV | 21,743 65.6% EV |
| LARGO | 77,665 | 15.5% | 50,362 | 15.3% | 44.1 | 81.3 | 12,552 72.4% EV | 9,050 29.5% EV | 6,554 42.3% EV | 19,049 68.5% EV |
| SEMINOLE | 33,746 | 6.7% | 23,500 | 7.1% | 37.5 | 84.5 | 5,103 73.3% EV | 2,450 29.2% EV | 2,818 47.7% EV | 11,356 66.9% EV |
| PINELLAS PARK | 30,978 | 6.2% | 19,215 | 5.8% | 45.5 | 79.8 | 4,740 66.4% EV | 3,979 25.4% EV | 2,636 40.4% EV | 6,518 63.7% EV |
| GULFPORT | 9,628 | 1.9% | 6,592 | 2.0% | 54.9 | 82.3 | 2,440 67.2% EV | 1,222 27.1% EV | 953 39.0% EV | 1,833 64.1% EV |
| OTHER CITIES | 46,505 | 9.3% | 32,465 | 9.9% | 39.5 | 83.5 | 7,478 66.6% EV | 3,786 30.5% EV | 5,278 38.8% EV | 15,256 63.8% 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 Pinellas 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.
* Florida is a very active early and absentee voting state; in both 2012 and 2014, approximately 62.6% of voters cast their ballot before Election Day. Using 2012 as a guide, early voting is done overwhelmingly by absentee ballot in the district by a rate of 83.6% absentee to 16.4% early in person. This is a trend is a bit unique to Pinellas County as a whole, since most of the state tends to split the in person and absentee vote 60-40 favoring one or the other. The absentee return rate has a gradual ramp to it favoring the last 2 weeks. Using 2012 as an example, 4% of the absentee vote came in 5 weeks out, 16% 4 weeks out, 16% 3 weeks out, 25% 2 weeks out, and 37% in the last week. In-person early voting occurred at of a rate of roughly 60% coming in the week before the election with the other 40% coming a in a week or more from Election Day.
* Democrats and Republicans typically use early vote very similarly. In 2012, Democrats held the slightest edge, with 63% voting early compared to 62% of Republicans. In 2012, Democrats made up 41.7% of all voters who cast a ballot before Election Day while Republicans made up 37.3%. Democrats made up 50.3% of in person early voters compared to Republicans 28.4%. The two parties tie among absentee voters with Democrats and Republican both making up 40.0% of absentee voters’ party preference. Both Democrats and Republicans have similar absentee ballot return and in person early voting rates over time.
* In 2012 Obama received approximately 57% of the early and absentee vote and won with 56% of the vote overall. The same year the Congressional candidates in the current lines combined for 50% the early vote and went on to lose with 48% of the vote. For a candidate to be successful in the district in 2016 they need to win the early absentee vote by at least 53%.

**PATH TO VICTORY IN 2016:**

* **GOAL 1: MAINTAIN AT LEAST 51% SUPPORT IN THE CITIES OF PINELLAS PARK, LARGO, AND CLEARWATER**

These three cities represent the swing areas of the district and make up 40.9% of its registered voters. When candidates win these cities (Crist 2014, Obama 2012, Nelson, 2012, Sink 2010, and Obama 2008), they win the district overall. Candidates who have had support in the mid 40s in the district have lost narrowly (Congress 2012). Of the three towns, Clearwater is the largest making up 19.2% of the voters in the district, Largo makes up 15.5%, and Pinellas Park makes up 6.2%. Modeled Democrats make up 43% of the voters in these three towns, modeled Republicans make up 37.5%, and Independents make up 19.2%. White voters make up 83% of all registered voters in these three towns. These towns have less voters living in households earning over $100,000 (13.7%) than the district as a whole (17%). There is a large amount of income diversity in these towns as 42.9% live in households earning less the $50,000 a year.

* **GOAL 2: MAINTAIN AT LEAST 55% SUPPORT AMONG MODELED INDEPENDENTS**

Independent voters in this district have a consistent track record of supporting statewide Democratic candidates in the past in large numbers. Most recently Crist received support from 65% of independents, Sink in her gubernatorial election received 60%, and Obama received 58% in 2012 and 57% in 2008. However, at the congressional level Democrats have found less success, even when considering new lines, the best a mark for a group of Congressional campaigns within the current lines in a normal general election is 39%. A Democratic Congressional candidate will want to find a way to reach out to this group of voters who make up 17.4% of registered voters. In 2012, Congressional candidates received 48% of the two-way vote in the district, but only received 39% support from modeled Independents. The 2012 Congressional candidates performed 19 points worse among modeled Independents than Obama in 2012 who received 58% of modeled Independents support and 55.4% of the two-way vote. If we look at the drop off from Obama in 2012 and the congressional candidates in the same election cycle, we can identify demographic groups among modeled Independents whose support drops off in larger numbers the population as a whole. The 2012 congressional candidates in the district performed 34 points worse the Obama among 18-29 year olds, 25 points worse among 30-44 year olds, 33 points worse among women, and 21 points worse among voters in households earning less than $50,000 a year. Since Crist is a potential nominee in the district it should be noted that during his 2014 gubernatorial race, he received 65% of Independents support and performed strongly across all demographic groups.

* **GOAL 3: ENSURES SUPPORT OF MODELED DEMOCRATS DOES NOT DROP BELOW 89%**

Maintaining a floor of 89% support with modeled Democrats is important as they make up 46.6% of all registered voters. No Democratic candidate has won in the district with less than 89% of the support from Democrats and the Democrats who have won have received between 89% and 93%. Congressional candidates have had some difficulty achieving this in the past due to a long term Republican incumbent; in 2008 Democrats running for congress in the district received 78% of Democrats’ support, in 2010 they received 81.6%, and in 2012 they received 88.7%. The 2012 candidate lost with 48.0% of the two-way vote. It should also be mentioned that while Crist performed well with modeled Democrats in 2014 when running for Governor (91.6%) his history of serving as a Republican Governor and running as an Independent candidate for Senate has created uncertainty about his ability to consolidate this constituency group. If Crist is the Democratic nominee, the campaign will want to monitor support among this key constituency group to ensure they do not drop below the floor of 89%.

* **GOAL 4: ENSURE AFRICAN AMERICAN TURNOUT DOES NOT DROP BELOW 72%**

Redistricting drew a large African American population into FL-13, more than doubling their share of the Voting Age Population from 5.2% to 11.6%. While still a relatively small number, African American voters typically make up 16-18% of winning candidates’ coalitions due to their high level of support for Democratic candidates, consistently in the high 80s and low 90s. Historically, these African American voters have been solid voters in presidential election years, turning out at rates of 72% in 2012 and 76% in 2008. Compared to White voters this is only a 1-point gap in turnout in 2012 and 2-point gap in turnout in 2008. In 2016, Obama will no longer be leading the top of the ticket and these voters will also find themselves in an unfamiliar congressional district, attention must be paid to their turnout numbers to ensure it matches past strong turnout.

* **GOAL 5: RECEIVE AT LEAST 54% OF THE EARLY VOTE IN THE DISTRICT**

Early voting typically accounts for 62% of all votes cast in presidential election years. During the last presidential election, Democrats made up 41.6% of early voters, Republicans 37.3%, and Independents 21.1%. Obama received 57% of the support of these voters, winning the district with 56% of the vote, and the 2012 congressional candidates received 50% of this vote on the way to a 48% loss. A successful candidate in the district will want to receive 54% of the support in the early vote. A key area of concentration should be absentee voters since they make up over 80% of the early vote, and Democrats do not have an advantage here like the 21-point advantage they have in in-person early vote.

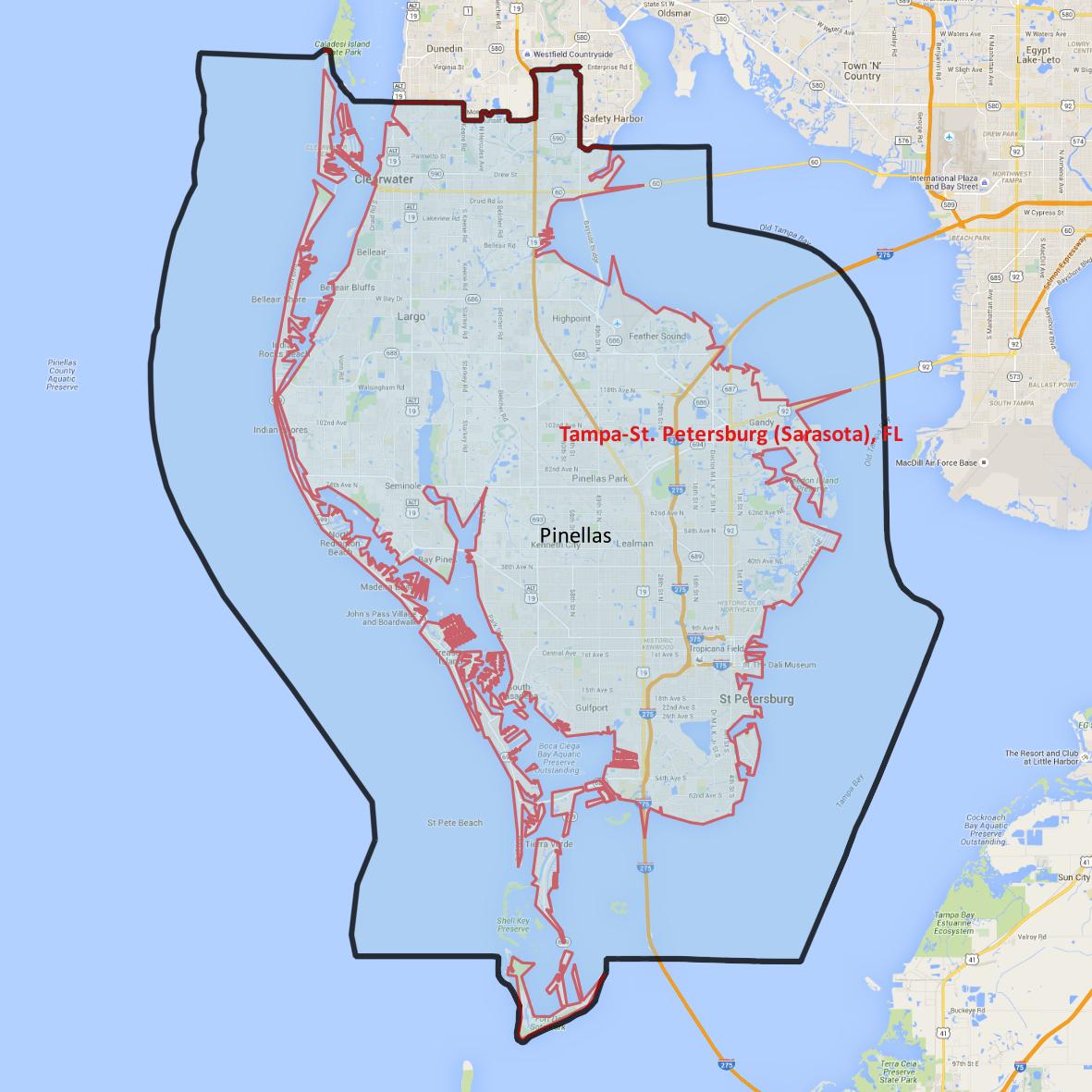
**2014 PROGRAMMATIC SNAPSHOT + LESSONS LEARNED:**

* There was no Democratic Party general election candidate in 2014.

**PROGRAMMATIC CONSIDERATIONS:**

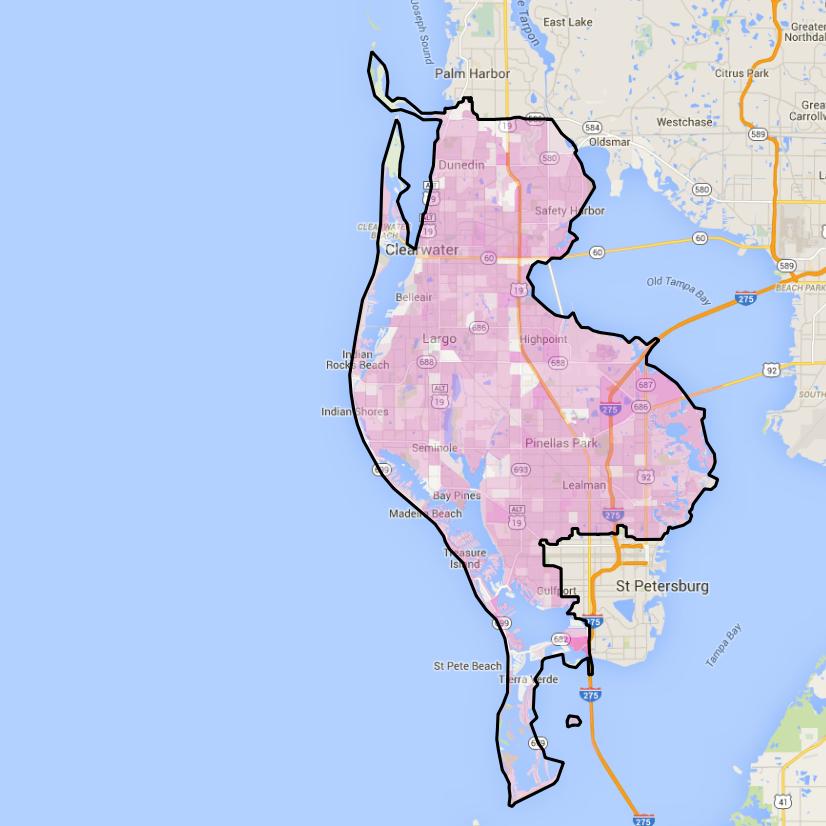
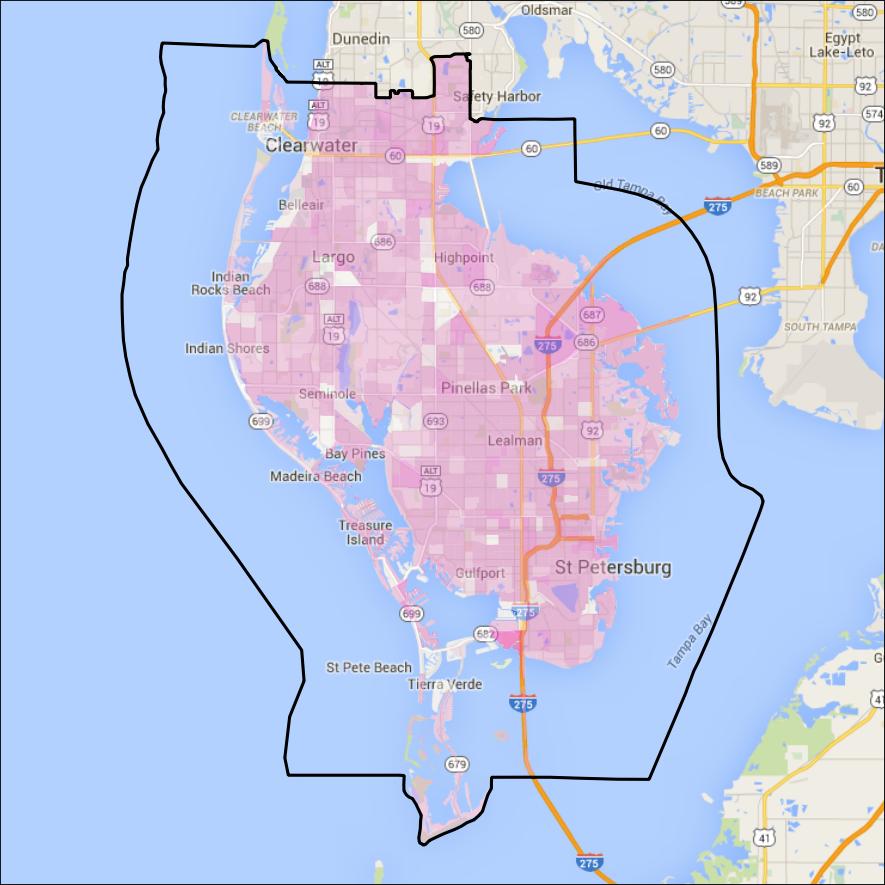
* Late primary election date (8-30-2016) condenses general election timeline
* High degree of early voting requires an early start with voter contact
* Organization, performing voter registration drives must register with the state; registration forms have serial numbers to track them.
* Gated communities may make canvassing difficult in some areas

OVERALL DISTRICT WITH COUNTIES AND MEDIA MARKETS



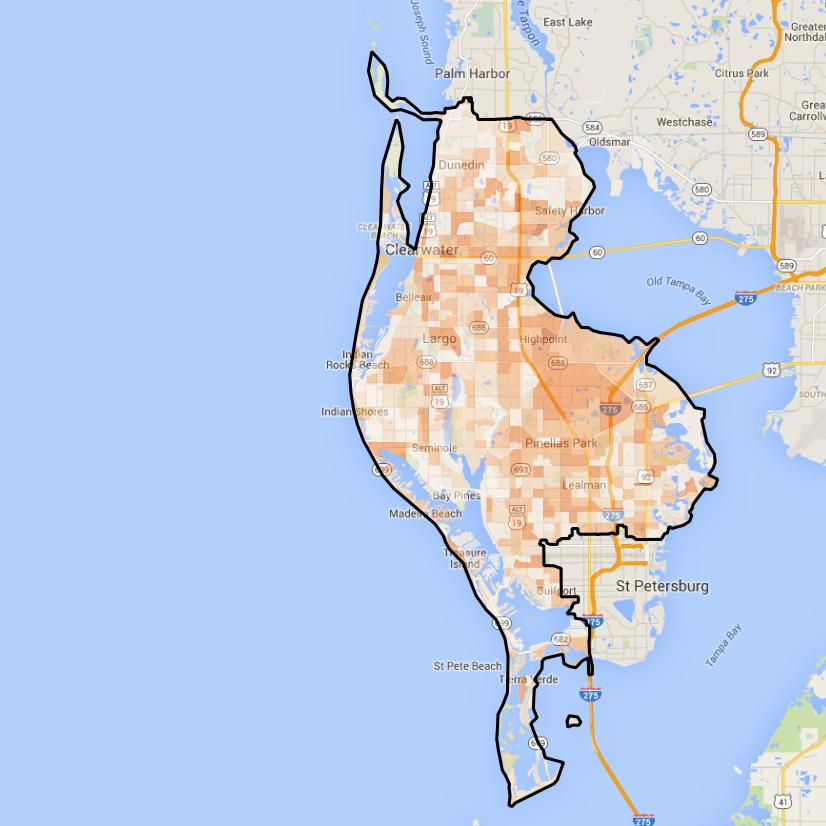
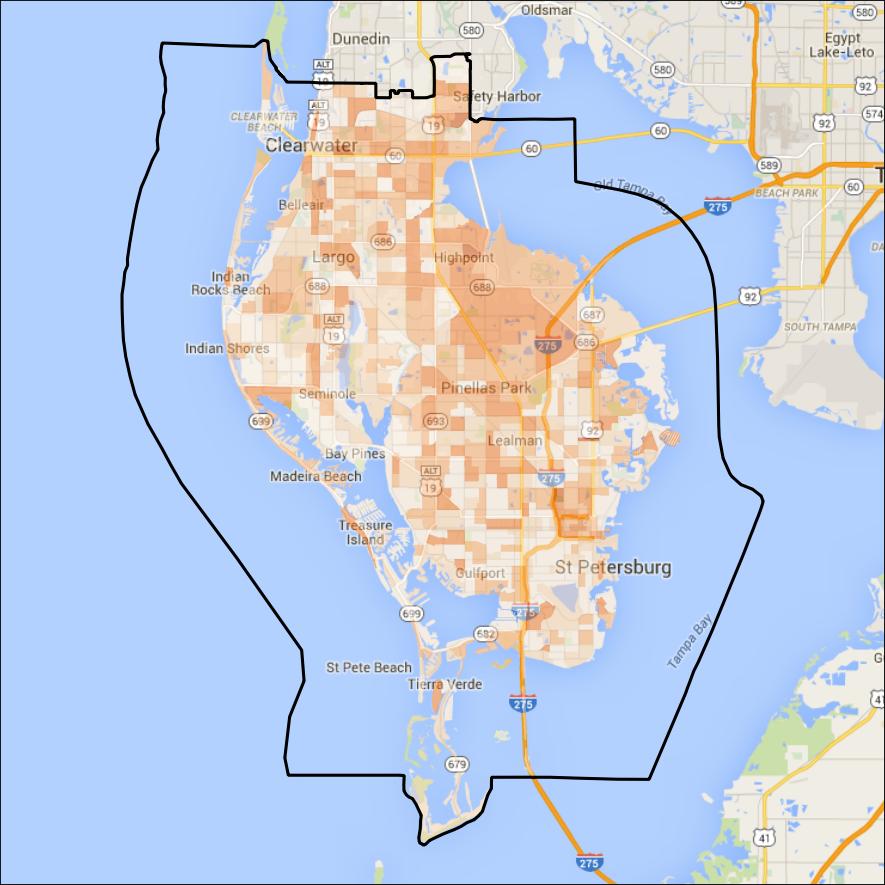
UNDER 30 PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-13 DISTRICT LINES** **2015 FL-13 DISTRICT LINES**

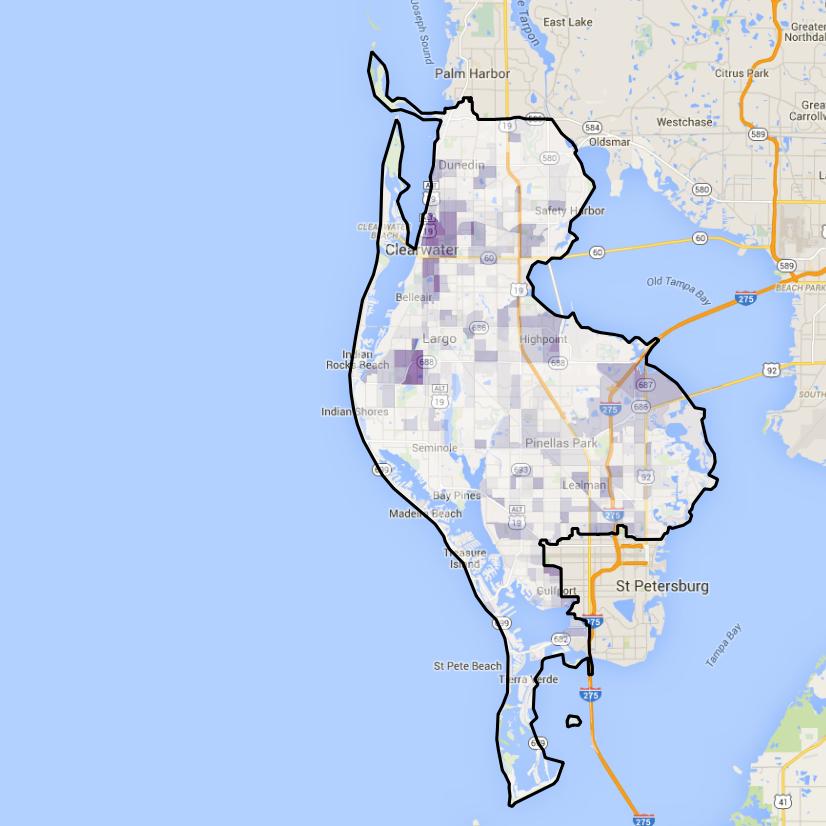
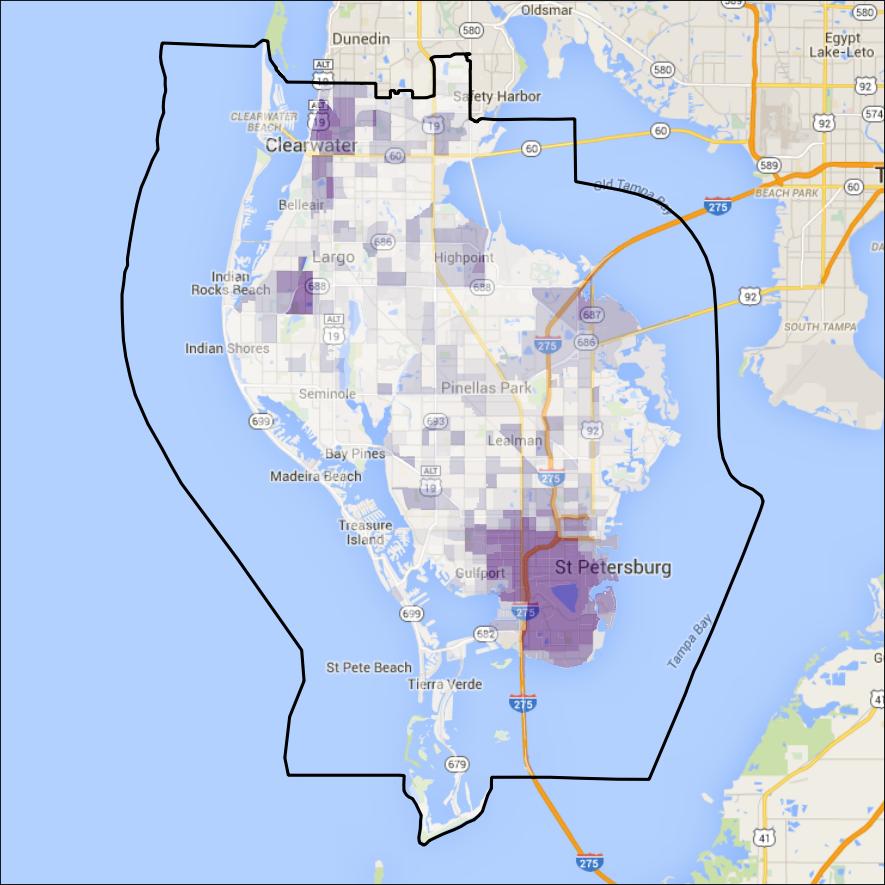
HISPANIC/LATINO PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-13 DISTRICT LINES** **2015 FL-13 DISTRICT LINES**

AFRICAN AMERICAN PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-13 DISTRICT LINES** **2015 FL-13 DISTRICT LINES**

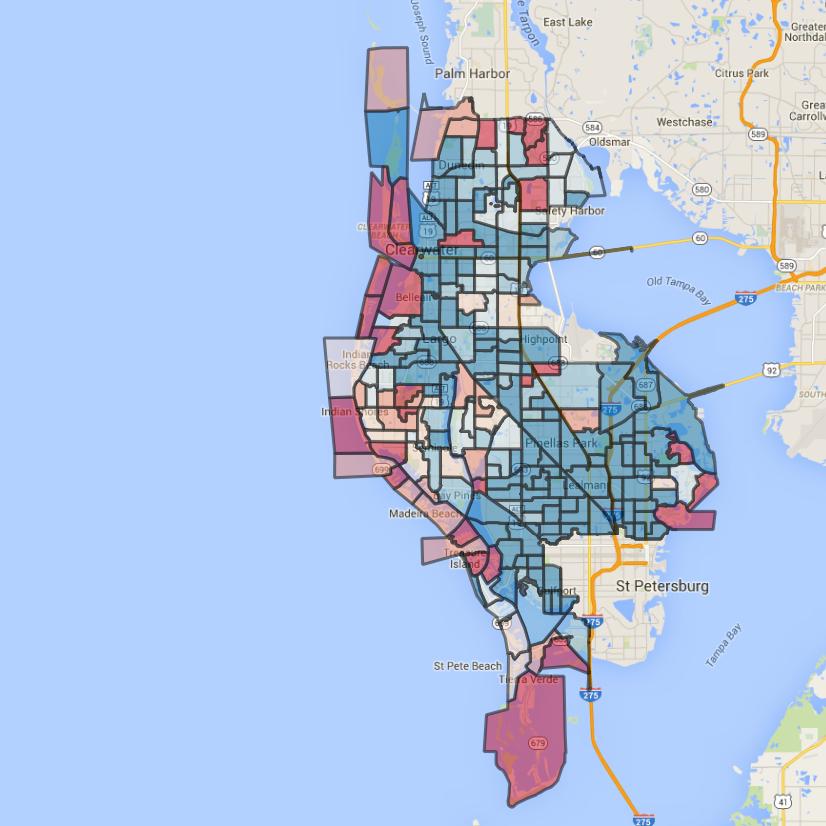
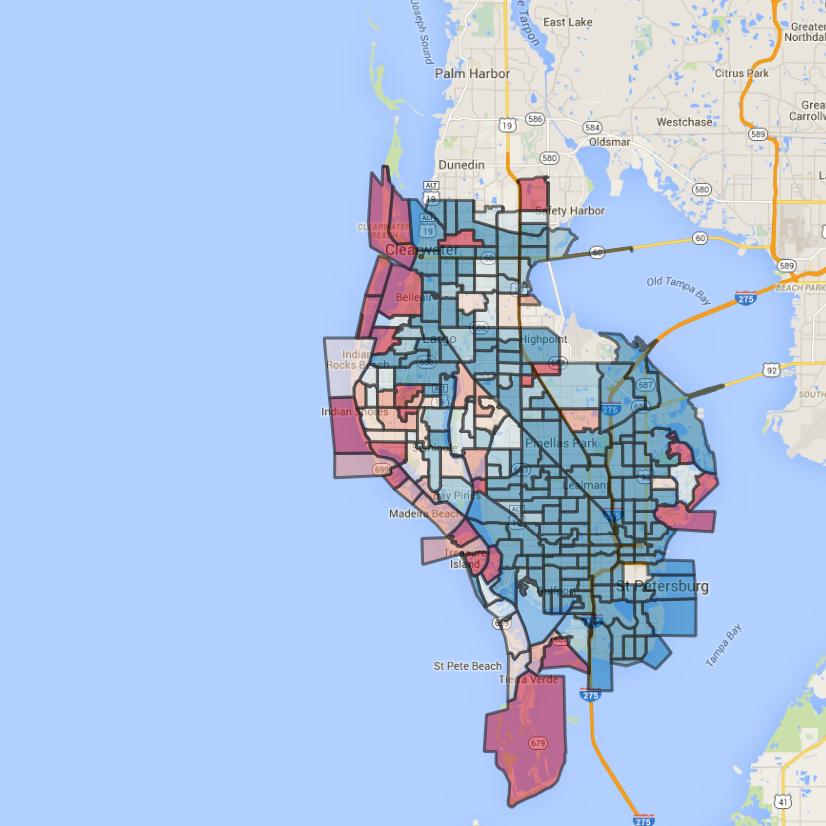
 

HISPANIC/LATINO ETHNIC GROUPS AS PERCENTAGE OF TOTAL HISPANIC/LATINO POPULATION BY CENSUS TRACT

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

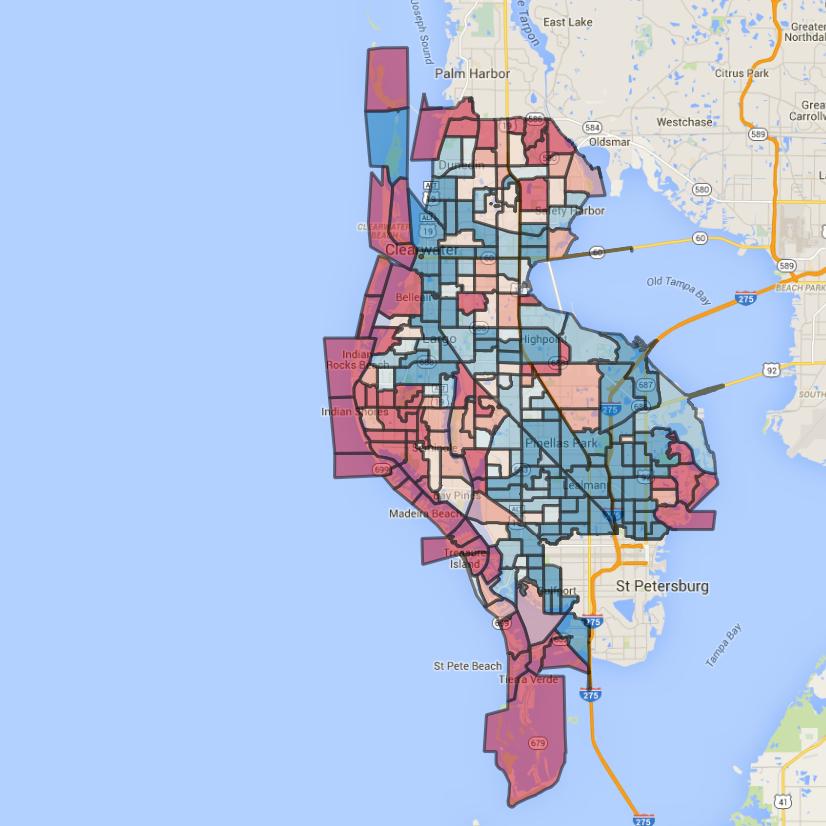
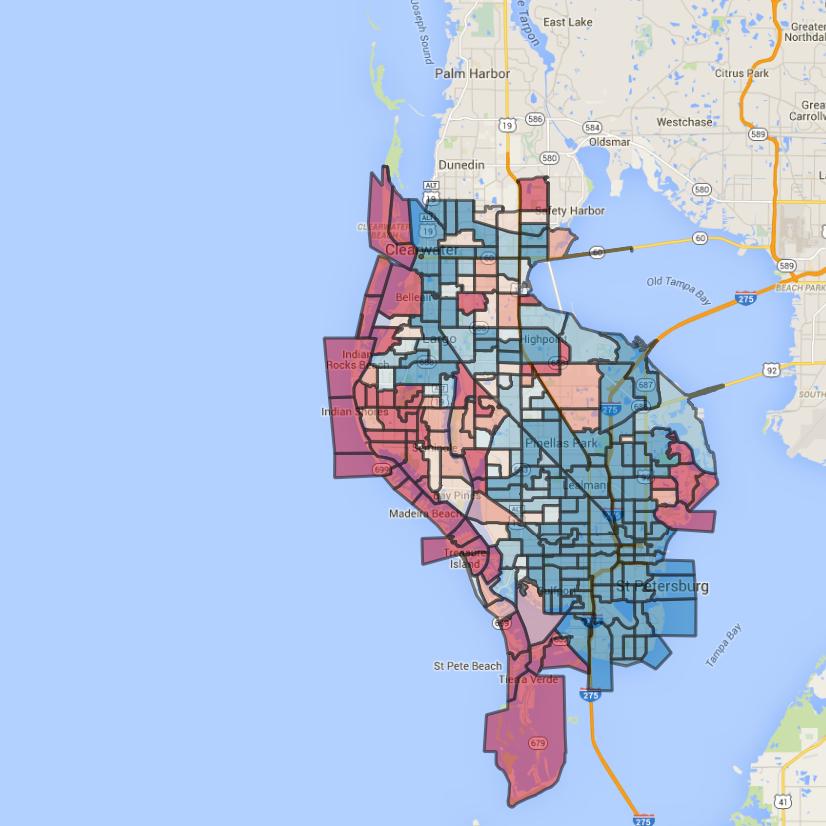
**2014 CRIST GUBERNATORIAL SUPPORT BY PRECINCT**

**2012 FL-13 DISTRICT LINES** **2015 FL-13 DISTRICT LINES**

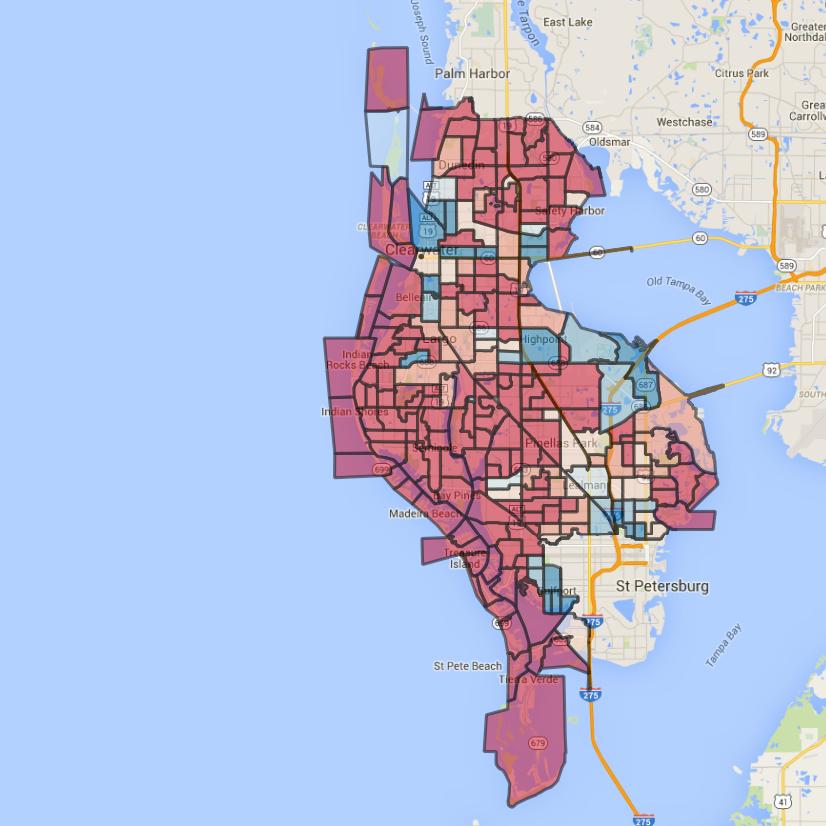
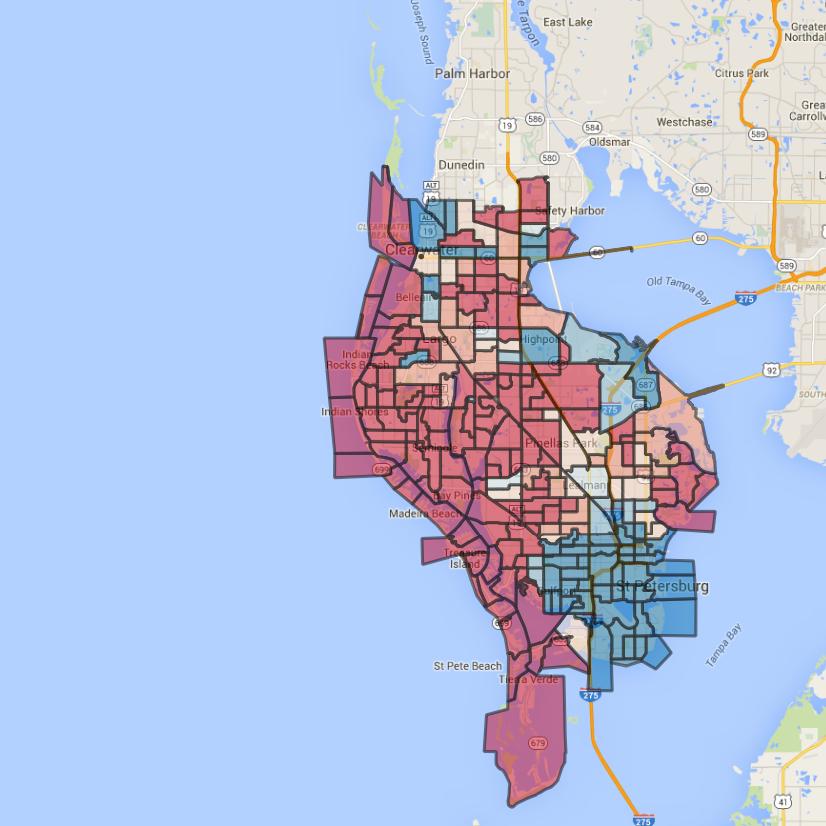
2012 OBAMA SUPPORT BY PRECINCT

**2012 FL-13 DISTRICT LINES** **2015 FL-13 DISTRICT LINES**

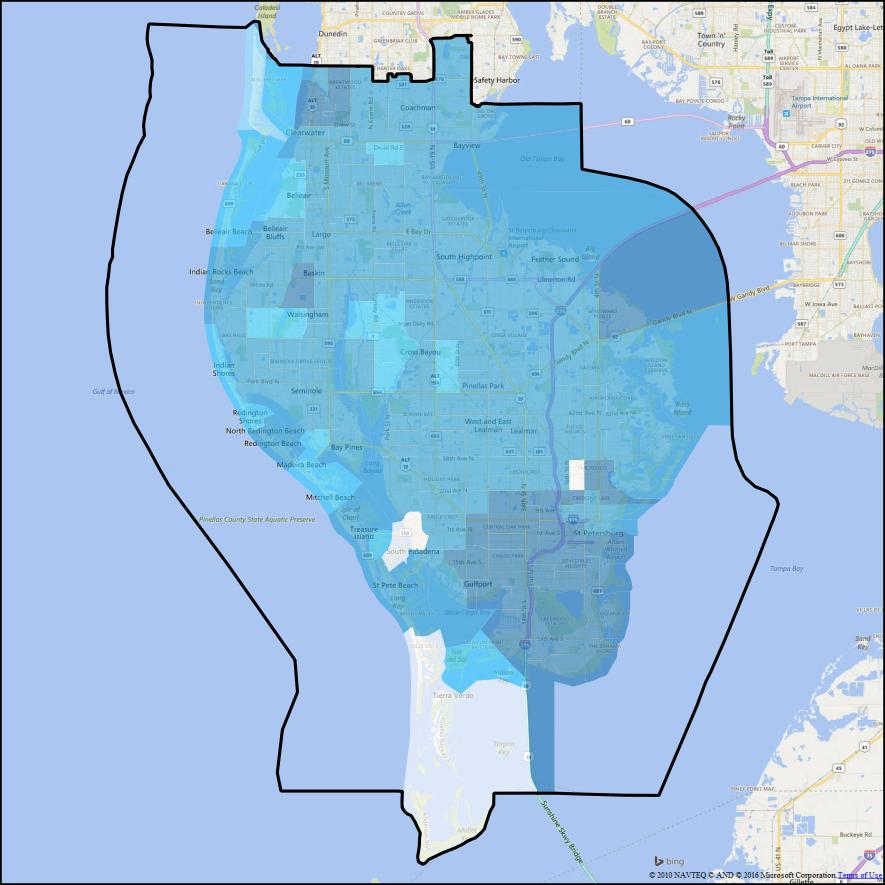
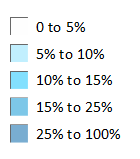
 

2012 CONGRESSIONAL SUPPORT BY PRECINCT

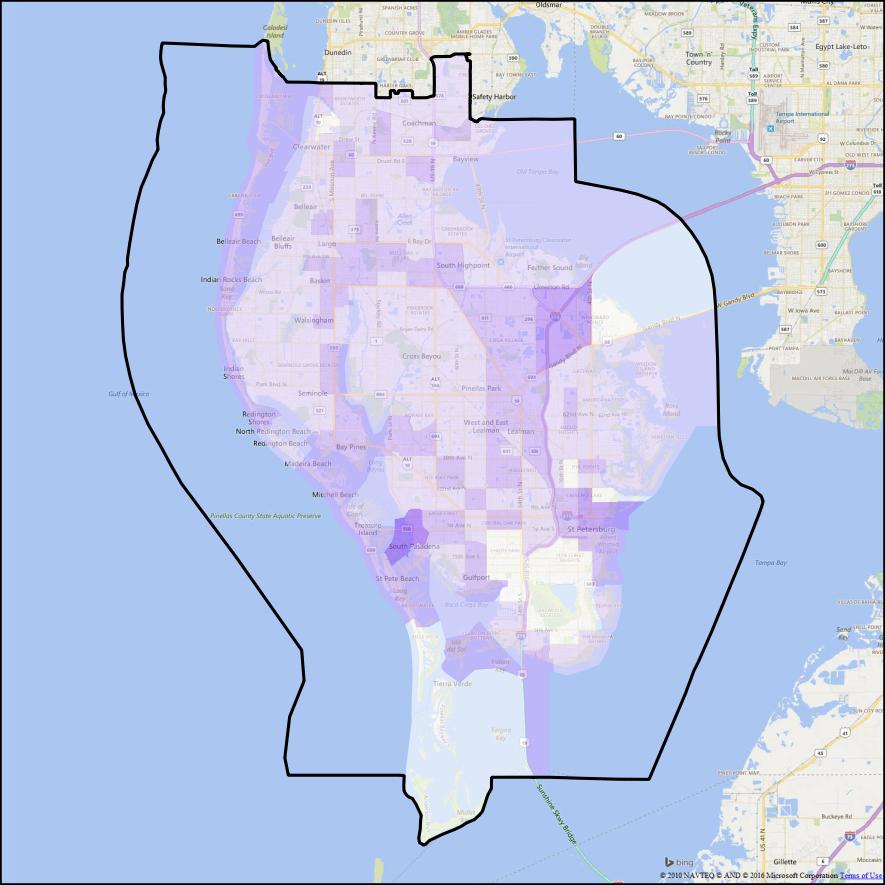
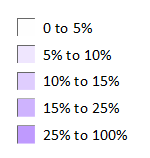
**2012 FL-13 DISTRICT LINES** **2015 FL-13 DISTRICT LINES**

**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**

