**FL-18 PATH TO VICTORY SUMMARY**

LAST UPDATE: 4/1/2016

**PATH TO VICTORY IN 2016:**

**DEMOCRATS START THIS RACE BEHIND BY 12,945 VOTES (48.5% TWO-WAY SUPPORT). VICTORY DEPENDS ON THE FOLLOWING:**

* **RECEIVE AT MINIMUM 42.5% OF THE VOTE IN MARTIN COUNTY, 49.8% OF THE VOTE IN PALM BEACH COUNTY, AND 55.5% OF THE VOTE IN ST. LUCIE COUNTY**
* **REACH AT LEAST 44.5% SUPPORT AMONG WHITE VOTERS, 49% AMONG WHITE WOMEN**
* **REACH AT LEAST 45% SUPPORT AMONG SENIORS (65+), FOCUSING ON SENIORS WITH HOUSEHOLD INCOMES UNDER $50,000**
* **REACH AT LEAST 55% SUPPORT AMONG INDEPENDENT VOTERS**
* **INCREASE TURNOUT OF 18-29 YEAR-OLDS 4 POINTS TO 53.7% AND 30-44 YEAR-OLDS 4 POINTS TO 65.9%**
* **ENSURE AFRICAN AMERICAN TURNOUT REACHES 74%**
* **RECEIVE AT LEAST 54% OF THE SUPPORT OF EARLY VOTERS**

**ABOUT THE DISTRICT:**

* FL-18 is located on the southeastern coast of Florida. It contains all of Martin (21.9% of registered voters) and St. Lucie Counties (37.4% of registered voters) and part of Palm Beach County (40.7% of registered voters). The largest city in the district is Port St. Lucie making up 25.6% of the registered voters. Other cities making up more than 10% of the districts registered voters include Fort Pierce 11%, Jupiter 11%, West Palm Beach 11%, and Stuart 10%.
* The district is covered entirely by relatively cheap the West Palm Beach – Fort Pierce media market which has a cost per point of $180 for candidates and $216 for issue campaigns.
* FL-18 is mostly White, but does have a sizable African American population making up 11.1% of voting age population. This population is primarily located in the Fort Pierce area. The district’s Hispanic community is densest in the north to south corridor from Port St. Lucie up to Fort Pierce and makes up 8.9% of the voting age population. The district is older than most with 22.9% of its population over the age of 65. These retirees tend to be more densely concentrated in southern Palm Beach County area of the district.
* Florida is a party registration state. Currently Republicans (36.5% of registered voters), hold a slight registration advantage of 1.7 points over Democrats (34.8% of registered voters). 28.7% of voters in FL-18 have no party affiliation. References to partisanship throughout this document reference either party registration or modeled partisanship, per Catalist’s National Partisanship Model, as noted.

**REDISTRICTING:**

* A court ruled in late 2015 that Florida’s current Congressional map violated state law and new lines are in place for the 2016 election cycle. The court ruling has barely changed the makeup of FL-18. Overall, the new FL-18 comprised of 99% of the old FL-18 and 1% of the old FL-20.

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 |
| 11.1% | 8.9% | 17.6% | 22.9% | 5.0% | 28.5% | 66.5% | $78,001 | +64.3% | +45.4% | 28.9% | +7.8% | -1.4% | TOSS UP |

**POLITICAL ENVIRONMENT:**

* Popular Democratic incumbent Patrick Murphy will not be seeking re-election, choosing instead to run in the Democratic primary for Florida’s open U.S. Senate seat. With Murphy no longer in the race, many Republicans are eyeing this toss up district as a pick up opportunity, and, as of today, ten candidates have announced their intention to seek the Republican nomination. Currently two candidates have announced for the Democratic nomination.
* Republican front runners seeking the nomination are as follows:
  + Brian Mast is a former Army explosive ordnance disposal specialist who lost both his legs in the line of duty. Mast raised $378,000 through the end of 2015.
  + Carl Domino is an investment manager and a former Florida State Representative who was also the Republican nominee for the seat in 2014. Domino is largely self-funded and has raised $311,000 through the end of 2015.
  + Rebecca Negron is a Martin County School Board member, and wife to President of the State Senate, Joe Negron. Negron raised $390,000 through the end of 2015.
  + Rick Kozell, an attorney from Jupiter, has raised $299,000 as of the end 2015.
  + Noelle Nikpour is an Arkansas based Republican fundraiser and Fox News Commentator. Nikpour raised $211,000 as of the end 2015.
  + Marc Freeman is a doctor from Boca Raton and is a political unknown. Freeman raised eyebrows with a $1.2 personal contribution to his campaign. Freeman also made an early misstep by taking a $200,000 contribution from a friend, which he had to return because he was unaware of FEC rules.
* The NRCC listed Negron, Kozell, Nikpour, Mast, and Domino as part of their “Young Guns” program in November.
* On the Democratic side:
  + Palm Beach County Attorney Jonathan Chane, as of the end of September, has raised $405,000.
  + Businessperson Randy Perkins filed in November of 2015 and the end of 2015 had raised $1.4 million. Of the $1.4 million, Perkins raised $400,000 from individual contributions and self-financed $1,000,000. Perkins is a strong fundraiser and his ability to self-finance will be difficult for Chane to match. Melissa McKinlay, previously perceived to be the front-runner for the nomination, ended her bid in part due to Perkins’ funding prowess. Perkins only recently became a registered Democrat; previously he was registered to vote with “no political affiliation.” Perkins also has a history of contributing to Republican political candidates, which will be a challenge for him in the Democratic Primary election.
* An internal Perkins poll conducted in late February by GQR showed Democrats trailing Republicans on the generic congressional ballot by 7 point (43% to 50%, 7% undecided) and Perkins leading Chane by 12 points in the Democratic primary by 12 points (24% to 12%, 64% undecided). After testing positive and negative messages about the candidates Perkins lead by 54 points (68% to 14%, with 18% undecided). Messages regarding Perkins’s pro-choice stance, paying his employees well, protecting the environment, and support of veterans all tested very strongly with Democratic primary voters. Negative messages about Perkins’s donations to Republican political campaigns and Perkins’s company doing substandard work on government contracts were most concerning to Democratic primary voters. An internal DCCC poll from late March showed Perkins trailing Mast by 5 points (24% to 29%, with 46% undecided) and Democrats trailing Re4publicans by 7 points in the generic congressional ballot (34% to 41%, to 24%).
* 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. The presidential contest in this district will likely be focused on persuasion as it contains the 5th largest persuasion universe in the state. The district’s GOTV universe is much smaller ranking 16th overall. In 2012, the district ranked 12th overall in the number of Obama IDs putting it in the middle of the pack. The dynamics of the U.S. Senate race are more complicated if Patrick Murphy is the nominee. He may seek to do more turnout work in his old congressional seat than the presidential campaign. However, due to his broad base of support in the district it is possible his turnout efforts run counter to the congressional candidates' in the General Election. The presidential campaign vote goal here is likely to be approximately 49.8% of the vote. This district makes up 4.0% of the total votes the presidential campaign will need to win the state.
* A ballot measure to legalize medical marijuana will appear on the ballot.
* No changes 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.

**RECENT ELECTIONS:**

* In 2012, incumbent Allan West, a Tea Party Republican, from FL-22 chose to run in the newly drawn 18th, which contained roughly 25% of his old congressional district. He faced political newcomer Patrick Murphy. Murphy, then in his late 20s, had previously worked as a CPA and Vice President at his family’s construction business. Murphy positioned himself as an alternative to West’s Tea Party agenda and found support across party lines. Murphy’s endorsements included then Republican Governor Charlie Crist and the Republican Sheriff of Martin County. The race would go to be one of the most expensive congressional elections in history with Murphy raising $4.8 million to West’s $19 million. The two candidates were virtually tied in polls during the months leading up to Election Day. On Election Day, no winner was declared, as the vote total was close enough to warrant a recount. After the recount, Murphy won by just 1,904 votes, or 50.6% of the two-way vote. Murphy outperformed Obama’s 2012 presidential results in the old district by 3.5 points where he received 47.9**%** of the two-way vote. Along the new district lines, Obama received 48.2% of the two-way vote.
* In 2014, Murphy defended his seat against Republican Carl Domino. Based on DPI and past election results in the district the race had the potential to be very close. However, Murphy proved to be a very popular incumbent with a broad base of appeal. Early polling showed Murphy ahead by double digits. Murphy out raised Domino $5.2 million to $1.5 million. Murphy and Democratic groups dominated the airwaves in 2014 outspending Domino and GOP groups $3.1 million (14,274 GRPs) to $500,000 (2,863 GRPs). Murphy would go on to win with 59.8% of the two-way vote in the old district. Crist as the Democratic Party’s gubernatorial candidate also narrowly carried the district with 50.2% of the two-way vote along the new district lines.
* The district’s current DPI is 49.9%, up from 48.6% in 2014 and in its pre-redistricting configuration.

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 |
| 49.9% | 48.2% | 51.6% | 49.2% | 59.9% | 50.6% | 38.7% | 46.3% | 54.9% | 23.8% | 50.2% | 49.2% |

**2016 ELECTORATE:**

* Using the previous presidential election as a guide, records from 2012 show a turnout rate of 68.7% of registrants with 345,532 total votes cast.
* Applying that turnout rate forward to the 2016 electorate, we can expect to see 68.7% of current registrants turn out, casting 356,716 total votes, relying on the latest registration statistics from the Secretary of State’s voter file. To reach a goal of 52% support overall, a successful campaign would need at least 185,492 raw votes. A one-point shift in support equates to 3,567 raw votes.
* The electorate in FL-18 changes quite a bit from mid-term to presidential election cycles. These differences are caused in large part by the drop in turnout from presidential years to mid-terms. In 2014, turnout in the district was 50% compared to 2012 when it was 72%. The increase in turnout during presidential cycles means that compared to 2014 in 2016 we can expect the electorate to be made up of 4 points more minority voters, 5 points more voters under 44 years-old, and 2 points more modeled Democrats.
* Party registration in FL-18 has grown slightly more Republican in the past two cycles. Currently, Republicans hold a 1.7-point advantage over Democrats in party registration. In 2014, the Republican advantage was only 1.1 points, and in 2012, the Republican advantage was 1.3 points.
* Using initial targets created with national support and turnout models there are distinct areas of density for the base, persuasion, and turnout targets. The base target is densest in the cities of Port St. Lucie and Fort Pierce and the southernmost section of Palm Beach County. The persuasion target is densest in central Palm Beach County around Palm Beach Gardens, but also has some dense concentrations in Stuart and Fort Pierce. Finally, the turnout target is densest in Fort Pierce, Tequesta, and Southern Palm Beach County.
* In 2012, across all congressional districts that currently make up FL-18 the roll-off from the top of the ticket to the Congressional level was 3.6%.

2016 ELECTORATE

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| REGION | REG # | % OF REG | EXP VOTE # | % OF VOTE | AVG PARTY SCORE | AVG TURNOUT SCORE | DEM BASE/  EARLY/ ABS | TURNOUT  EARLY/ ABS | PERS  EARLY/ ABS | REP BASE  EARLY/ ABS |
| PALM BEACH | 211,509 | 40.7% | 144,113 | 40.4% | 52.0 | 81.1 | 40,175 65.2% EV | 29,713 29.8% EV | 17,643 29.6% EV | 39,425 59.9% EV |
| ST. LUCIE | 194,147 | 37.4% | 129,488 | 36.3% | 45.1 | 82.7 | 36,258 55.4% EV | 21,957 25.8% EV | 20,754 27.0% EV | 52,384 45.1% EV |
| MARTIN | 113,579 | 21.9% | 117,716 | 33.0% | 34.1 | 83.7 | 12,339 75.2% EV | 8,088 35.6% EV | 9,310 47.6% EV | 40,064 72.5% 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 all three counties in this district, 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. Vote-by-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.
* FL-18 has very active early and absentee voting; in 2012, 54.6% of votes were cast before Election Day. Using 2012 as a guide in person early voting and absentee voting are evenly split, vote by mail holds a slight edge to in person early voting with 49.5% of those who cast a ballot before Election Day choosing in person early voting and 50.5% choosing absentee ballot. During the relatively short in person early vote period, around 63% came in the week before Election Day and the other 37% came in a week or more out. Absentee ballot return rates gradually increase week to week during the absentee voting period; around 61.4% of absentee ballots are turned in during the last 2 weeks before the election. In 2012, only 19% of early and absentee voters were under the age of 44, and voters 65 and older made up 45% of early voters.
* In 2012, Democrats made up 38.9% of all early and absentee voters compared to Republicans’ 41.5%. Using 2012 as a guide Democrats prefer in person early vote to absentee. Democrats made up 42.2% of early in person voters to Republicans’ 37.9%. For absentee voting, the distribution is 35.1% Democrat and 45.5% Republican. Neither party has a trend with either absentee or early in person voting rates over time that deviates much from the overall turnout and return rate for early voting. When looking at candidate specific modeling we see that the early voting electorate was made up of 50.1% likely Murphy supporters, 41.8% likely West supporters, and 8.1% swing voters.
* In 2012, Obama received 48.2% of the two-way vote in this district despite while receiving 48.1% of the early vote. Murphy received 50.4% of the early vote and narrowly won the district with 50.6% of the two-way vote.

**PATH TO VICTORY IN 2016:**

* **GOAL 1: RECEIVE AT MINIMUM 42.5% OF THE VOTE IN MARTIN COUNTY, 49.8% OF THE VOTE IN PALM BEACH COUNTY, AND 55.5% OF THE VOTE IN ST. LUCIE COUNTY**

The three counties that make up FL-18 fall into three distinct buckets, St. Lucie can be considered a Democratic base county, Palm Beach County is a swing county, and Martin County is a Republican base county. A successful campaign will want to reach specific levels of support within all three to ensure success. Several candidates have reached these goals in one or two counties but still lost narrowly. Martin County is the smallest of the three (21.9% of total registered voters) and favors Republicans. Winning candidate typically receive at least 42% of the vote here. Recent candidates who have lost narrowly in the district, Obama 2012 (38.6%) and Sink 2014 (41.8%) have failed to meet the 42.5% benchmark. Palm Beach is the largest county in the district (40.7% of registered voters) and candidates should aim for 50% of the vote in this county. In 2012 when Obama narrowly lost, he received 48.7% of the vote in Palm Beach County, and on his way to a razor thin victory in 2012 Murphy received 49.8% of the vote in Palm Beach County. St. Lucie County contains 37.4% of the district's registered voters and a Democratic candidate in the district will want to receive 55.5% of the vote there. The most notable example of why it is important for a Democrat to keep their support among St. Lucie County voters above 55.5% can be found in Sink’s 2010 campaign for governor. Sink received 51.0% of the vote in Palm Beach County, missed the Martin County goal narrowly by 0.7 points, but within St. Lucie she missed the goal of 55.5% by 2.4 points, receiving 53.1% of the vote there. The result was a 0.8-point loss districtwide with 49.2% of the two-way vote.

* **GOAL 2: REACH AT LEAST 44.5% SUPPORT FROM AMONG WHITE VOTERS, 49% AMONG WHITE WOMEN**

White voters make up the overwhelming majority of voters in the district (79.7%). No candidate has won without at least 43.8% support from White voters. Every 1-point drop in White support from 44.5% equals 2,992 votes that need to be made up elsewhere. White women will be crucial to reaching 44.5% among Whites as a whole. White Women tend to support Democrats at rates 7-13 points higher than their male counter parts, even though support among White women typically stays just under 50% of the major party vote. Successful Democratic candidates typically receive at least 49% support among White women on their way to reaching 44.5% with white voters overall and winning the district.

* **GOAL 3: REACH AT LEAST 45% SUPPORT AMONG SENIORS (65+), FOCUSING ON SENIORS WITH HOUSEHOLD INCOMES UNDER $50,000**

According to Catalist modeling data, seniors make up 31% of the registered voters in the district, and had a high turnout rate of 83% in 2012. Democratic candidates in FL-18 have had difficulty within the 65+ demographic. The only candidate to win this demographic outright was Murphy in 2014, who received 57% of their support on the way to a 60% share of the two-way vote. Other winning candidates have received between 45% and 48% support among all 65+ year old voters. Low-income seniors make up 38% of all seniors, and are one of the few groups of seniors that Democratic candidates can win. Winning candidates in the district typically received at least 53% of low-income seniors support. In Obama’s 2012 loss of this district, he received 49% support among low-income seniors. Maximizing our support with low-income seniors will significantly contribute to maintaining a support rate of between 45% and 48% among seniors overall.

* **GOAL 4: REACH AT LEAST 55% SUPPORT AMONG INDEPENDENT VOTERS**

Independent voters make up 17.1% of voters in the district. In 2012, Murphy received 55% of their support compared to Obama who received 49%. Murphy won with 50.6% of the vote and Obama lost with 48.5%. No candidate for statewide or congressional office has won with less than 53% of the support of Independent voters. The most recent examples of Democratic wins in the District (Murphy and Crist in 2014, Murphy and Nelson in 2012) all received 55% or more support from Independents. However, Independents had turnout rates 9 points lower than Democrats and 17 points lower than Republicans during the last Presidential cycle – meaning that turning out supportive Independents will be a GOTV imperative here. Independents are evenly spread throughout the district, but Palm Beach County does contain 1.3 points more Independents than they do total registered voters (42.0% of Independents, 40.7% of total registered voters). Within several demographics, Democrats perform very strong with Independents. Independents who are between 18 and 29 years-old have supported all statewide candidates at rates of 70% or higher, and Independents between the ages of 30 and 44 years old have supported statewide candidates at rates of 60% or higher (with the exception of the 2010 Senate race). However, these young Independents have not given the same level of support to congressional candidates; during Murphy’s tight 2012 race, he only received 58% of 18 to 29 years olds’ support and 56% of 30 to 44 year olds support.

* **GOAL 5: INCREASE TURNOUT OF 18-29 YEAR OLDS 4 POINTS TO 53.7% AND 30-44 YEAR-OLDS 4 POINTS TO 65.9%**

Voters in FL-18 skew older than most Florida districts, but voters under the age of 45 make up a substantial 33.4% of registered voters. These voters reliably support Democratic candidates at rates ranging between 56% and 67% in Presidential cycles, but have turned out at rates 20 points or lower than voters aged 45 and up. Closing this turnout gap between young and older voters in the district even by just a couple of points benefits Democrats greatly since only one Democrat has won the 65 and over demographic in the last 4 cycles (Murphy in 2014). In general, younger voters are concentrated in St Lucie and Palm Beach Counties at higher rates than Martin County. St. Lucie County and Palm Beach County combine to make up 81.6% of voters aged 18-44 compared to them combining for 78.1% of registered voters overall.

* **GOAL 6: ENSURE AFRICAN AMERICAN TURNOUT REACHES 74%**

African American voters make up 10.6% of all registered voters in the district. In the last four election cycles, African Americans have supported every Democratic Congressional and statewide candidate at rates higher than 90%. African American voters have turned out at high rates during the 2008 and 2012 Presidential elections, with 74% turnout in 2012 and 78% turnout in 2008. Keeping turnout high among this key constituency will be vital to success, as a 1-point drop in turnout equates to 490 votes lost.

* **GOAL 7: RECEIVE AT LEAST 54% SUPPORT FROM EARLY VOTERS**

Democrats will need strong support from early and absentee voters in the district. Obama lost the district by 1.8 points when losing the absentee vote with 48.1%. Murphy was able to fare better with 50.4% of the early vote and went on to win narrowly in the district with 50.6% of the total vote. One area of concern should be the Republicans 10-point advantage in vote by mail, as it wipes out Democrats 4.5 point advantage in early in-person voting. This leaves Democrats at a small 2.5-point disadvantage in the party makeup of the total early vote.

**2014 PROGRAMMATIC SNAPSHOT + LESSONS LEARNED:**

* **TV**

In 2014, Patrick Murphy’s campaign ran approximately 10,000 GRPs of broadcast plus a strong cable buy to support. This started in week 12. This unique campaign managed to run exclusively positive advertising in large part due to the weakness of the general election opponent, Carl Domino. The DCCC IE did not have to come into this district. HMP and Center Forward combined to air two positive ads.

* **MAIL**

Murphy ran a large direct mail program, which most notably included a persuasion program aimed at Republicans. With limited resources, this would be a tough plan to follow, but because of the Republican lean of this district should be considered in future campaigns.

* **DIGITAL**

The Murphy campaign ran digital pre-roll advertising to support their TV buy.

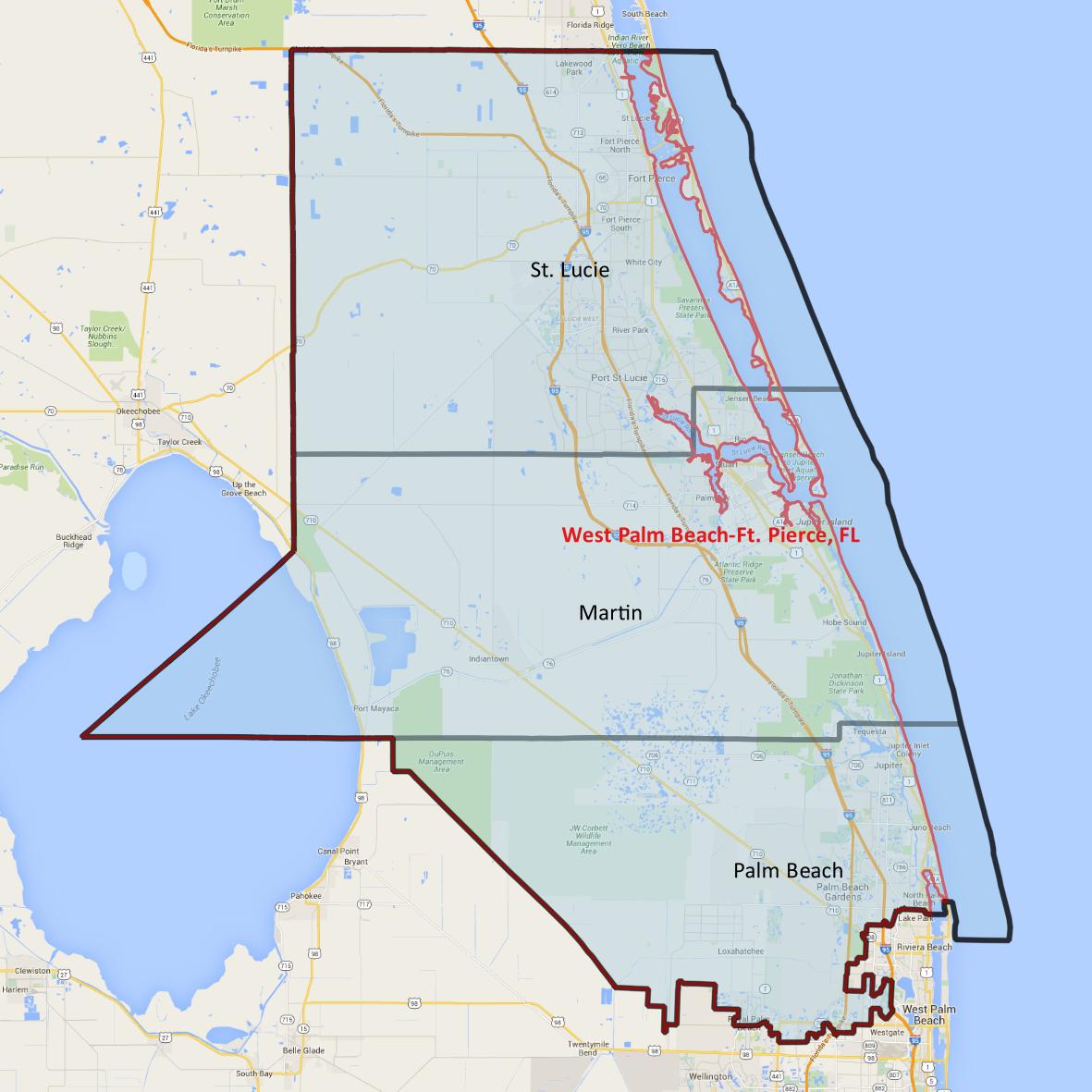
* **FIELD**

DCCC invested in a midsized field program in 2014 in FL-18. The program had 10 organizers, five offices and completed approximately 55,000 voter contacts. They worked to register voters and implement the neighborhood team model, but only had success with either in the northern part of the district in St. Lucie County. The team succeeded in keeping absentee ballot requests and returns high, and most of their contacts had a turnout message.

**PROGRAMMATIC CONSIDERATIONS:**

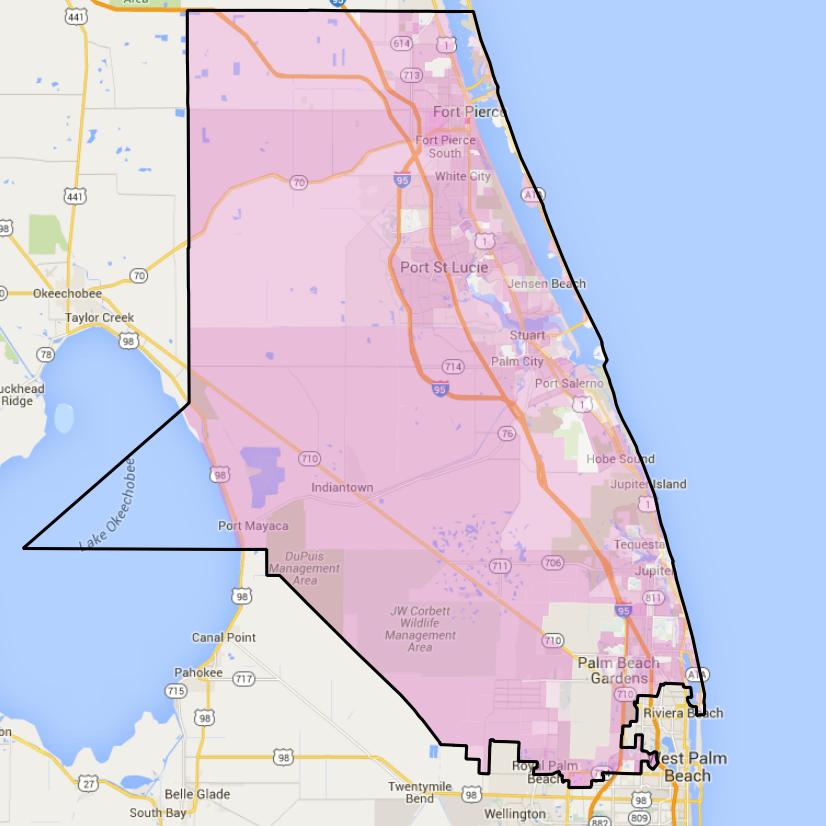
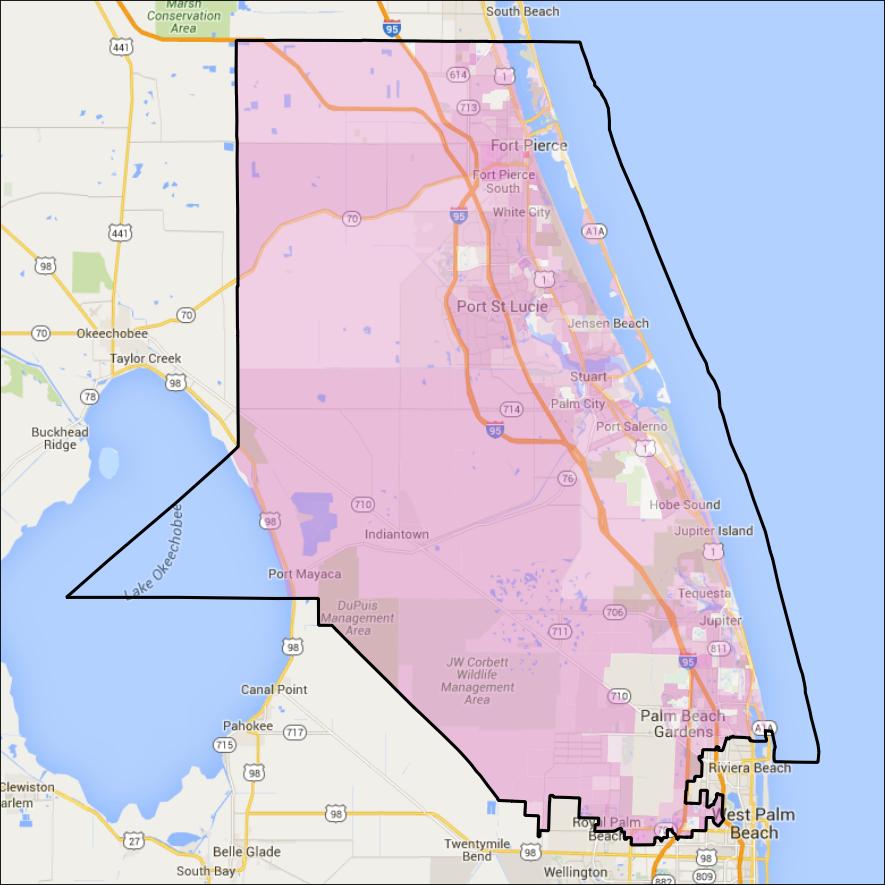
* FL-18 is unlikely to see much in terms of outside efforts i.e. presidential candidate turnout operations or outside organizations voter registration efforts.
* Late primary election date (8-30-2016) condenses General Election timeline.
* High degree of early voting requires an early start with voter contact.
* Organizations performing voter registration drives must register with the state, registration forms have serial numbers to track them.

**FL-18 COUNTIES AND MEDIA MARKETS**

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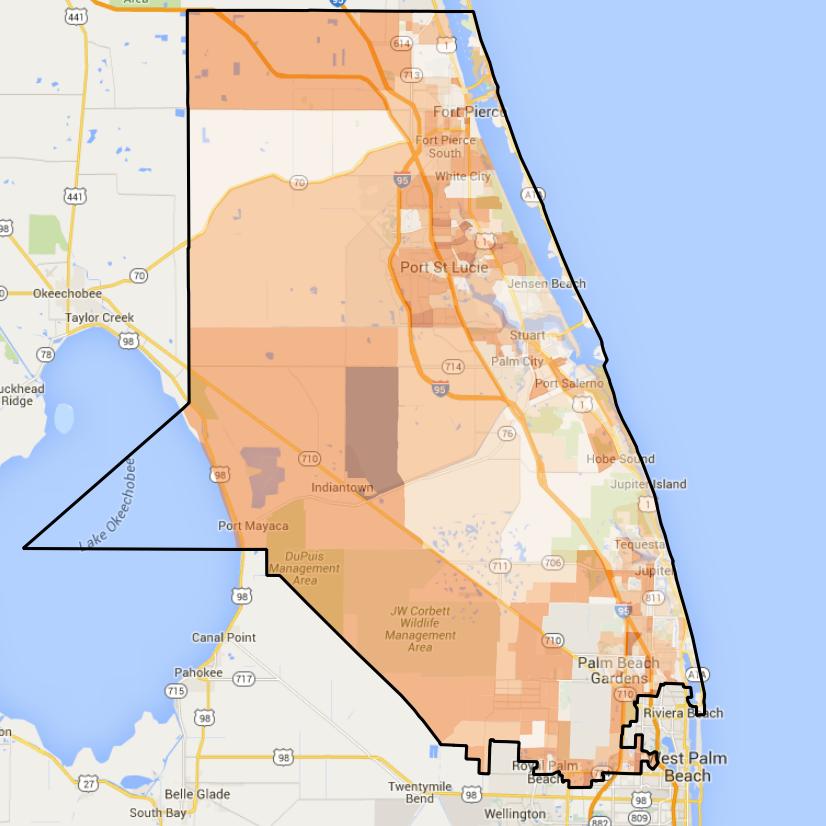
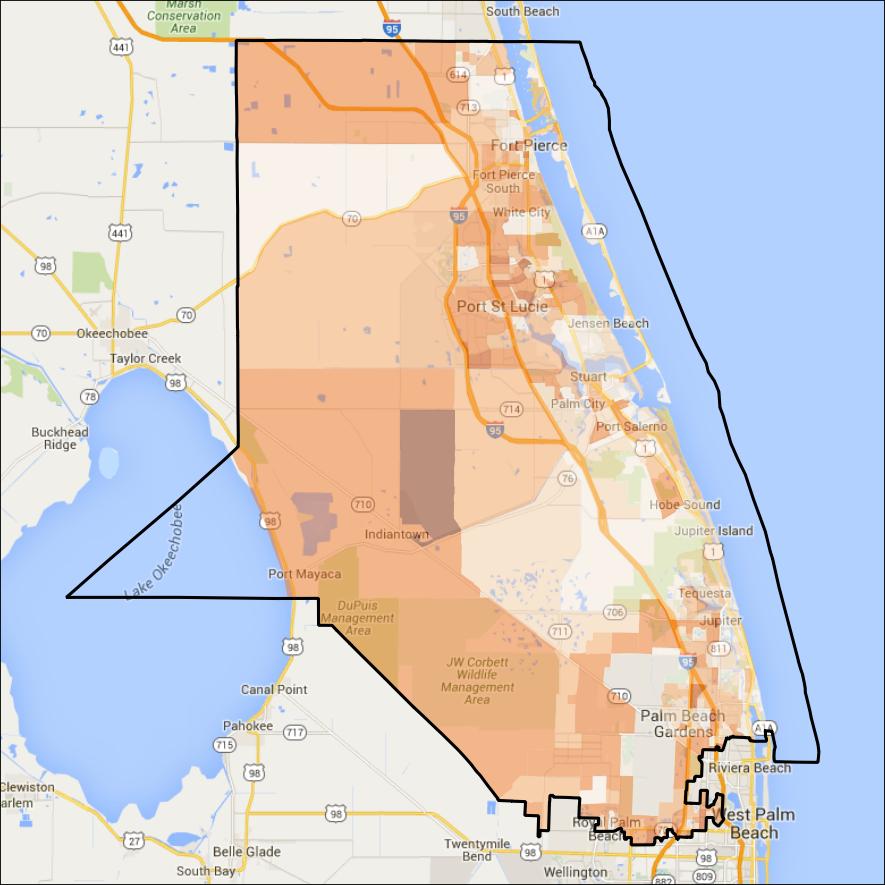
UNDER 30 PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP

**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

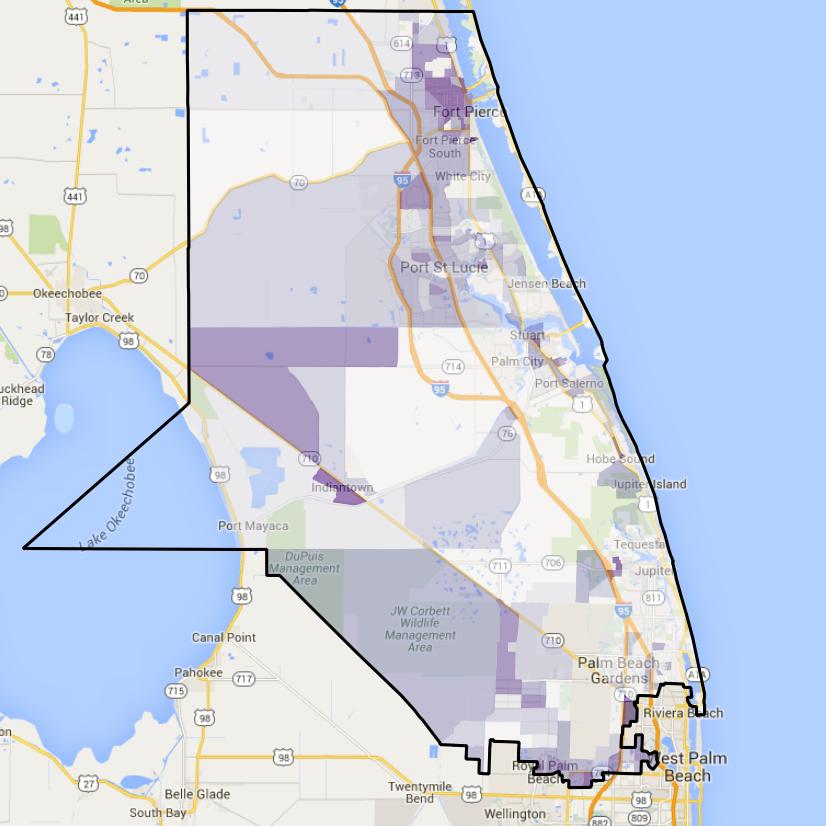
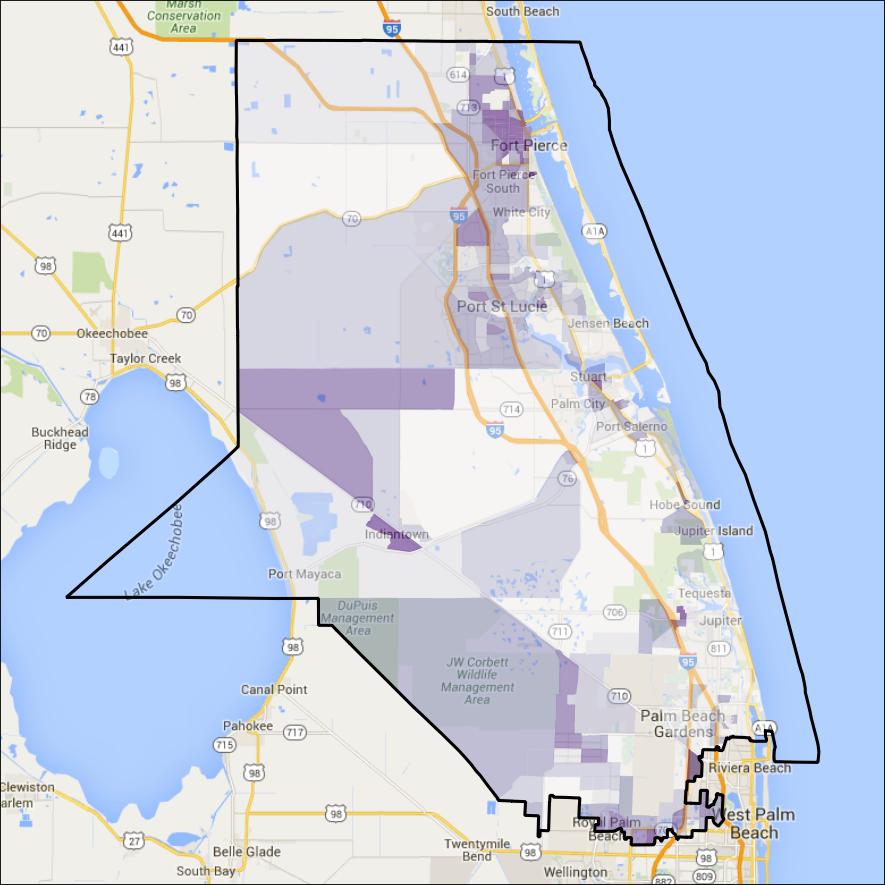
**HISPANIC PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP**

**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

**AFRICAN AMERICAN PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP**

**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

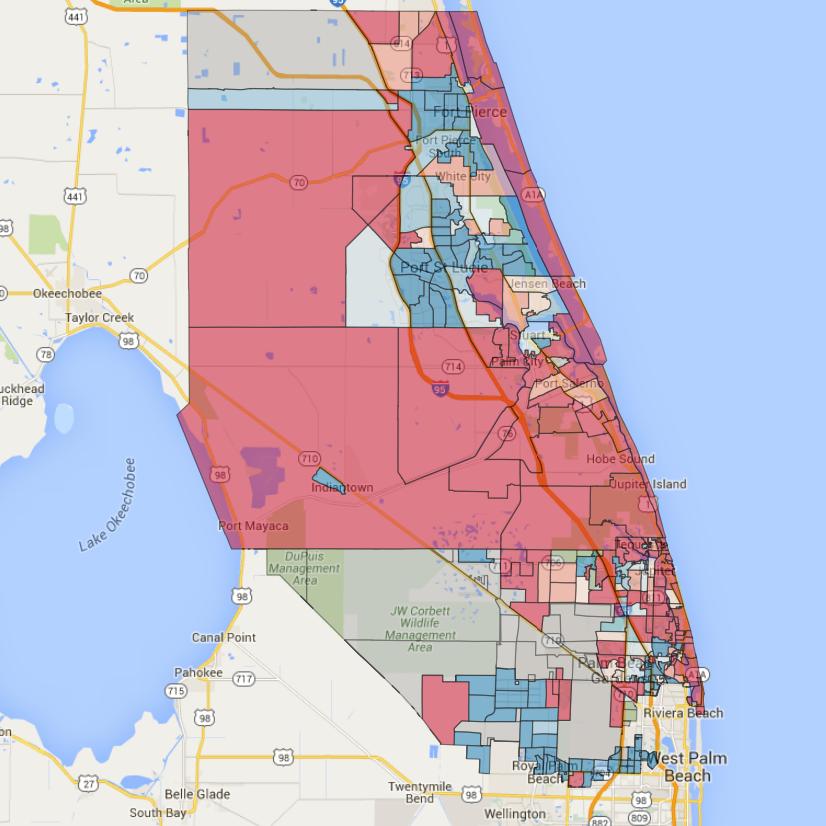
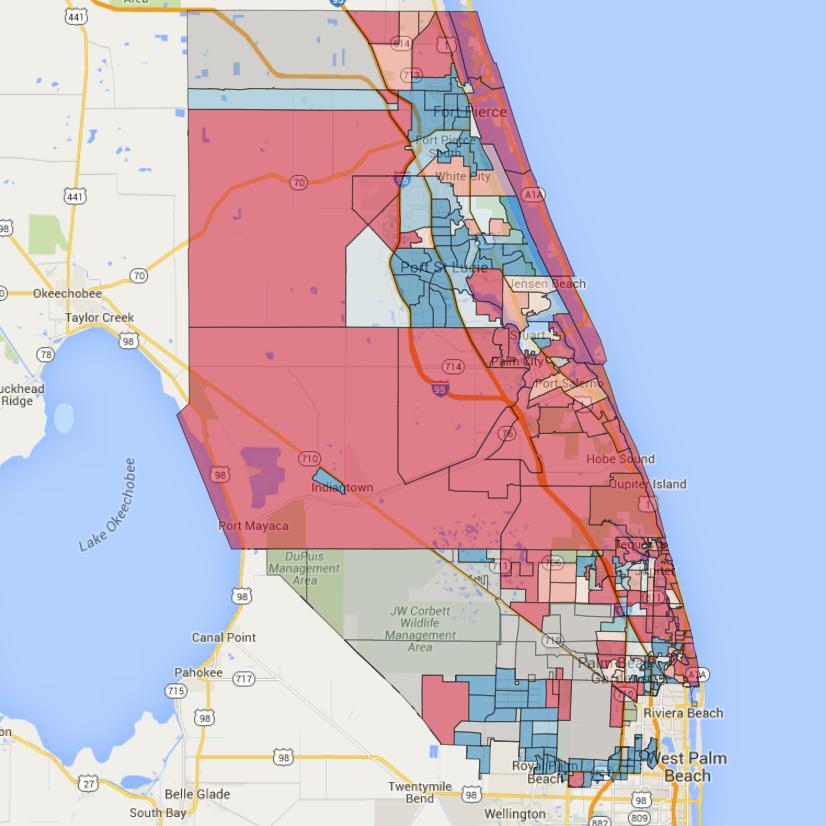
 

**HISPANIC ETHNIC GROUPS AS PERCENTAGE OF TOTAL HISPANIC POPULATION BY CENSUS TRACT**

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

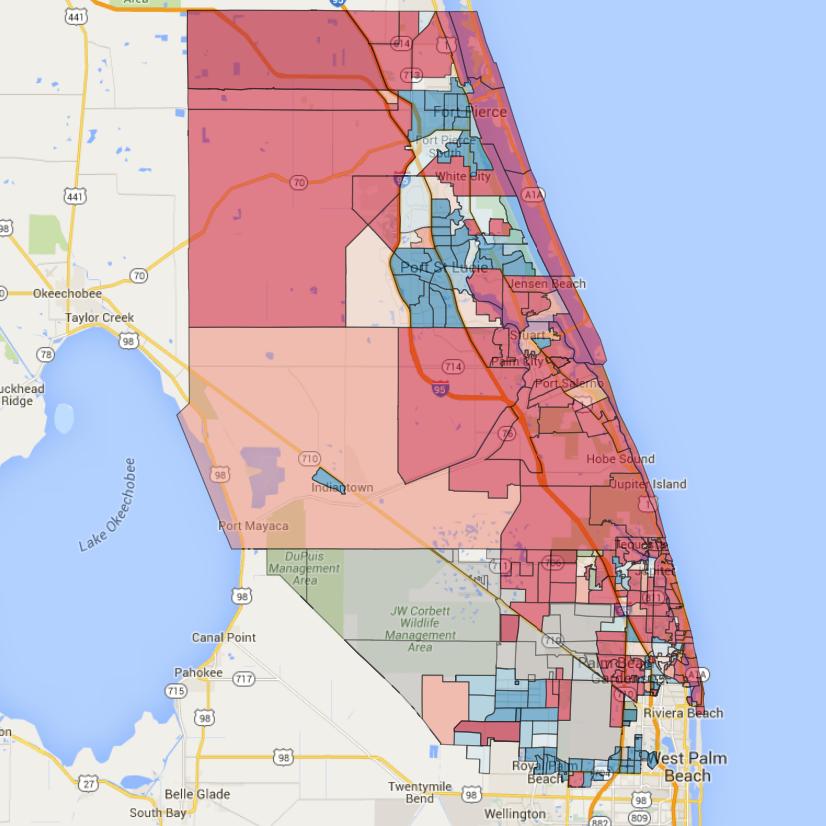
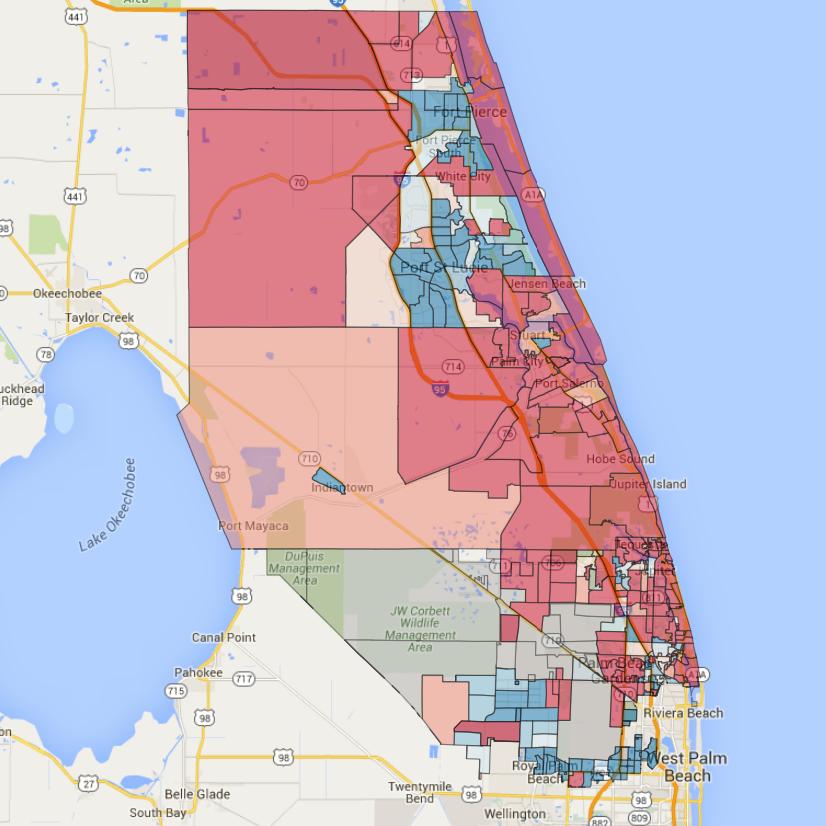
**CRIST 2014 GUBERNATORIAL SUPPORT BY PRECINCT**

**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

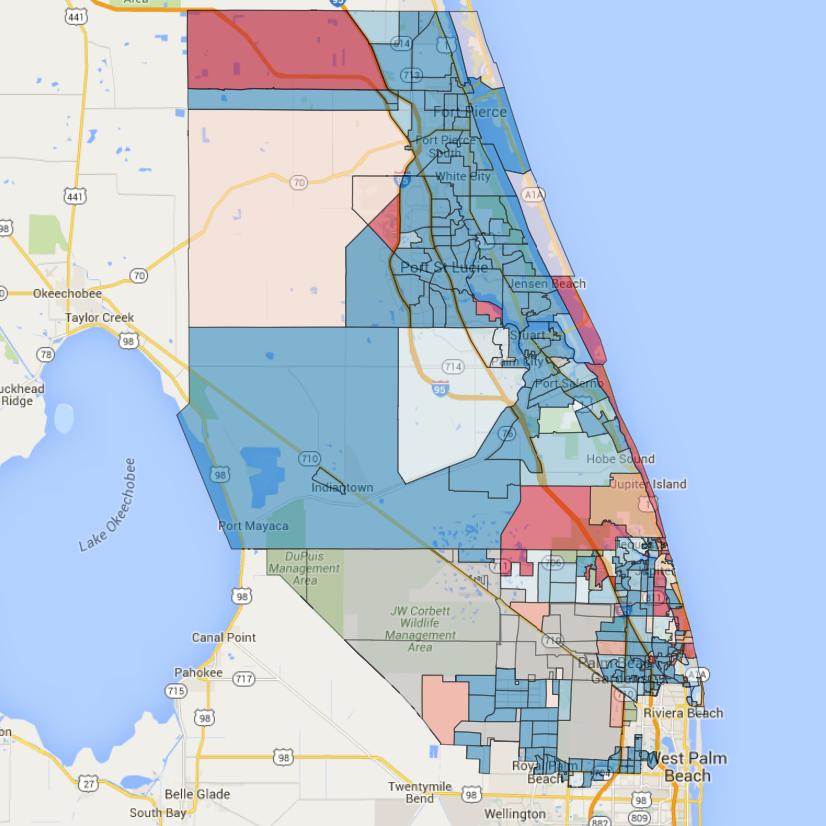
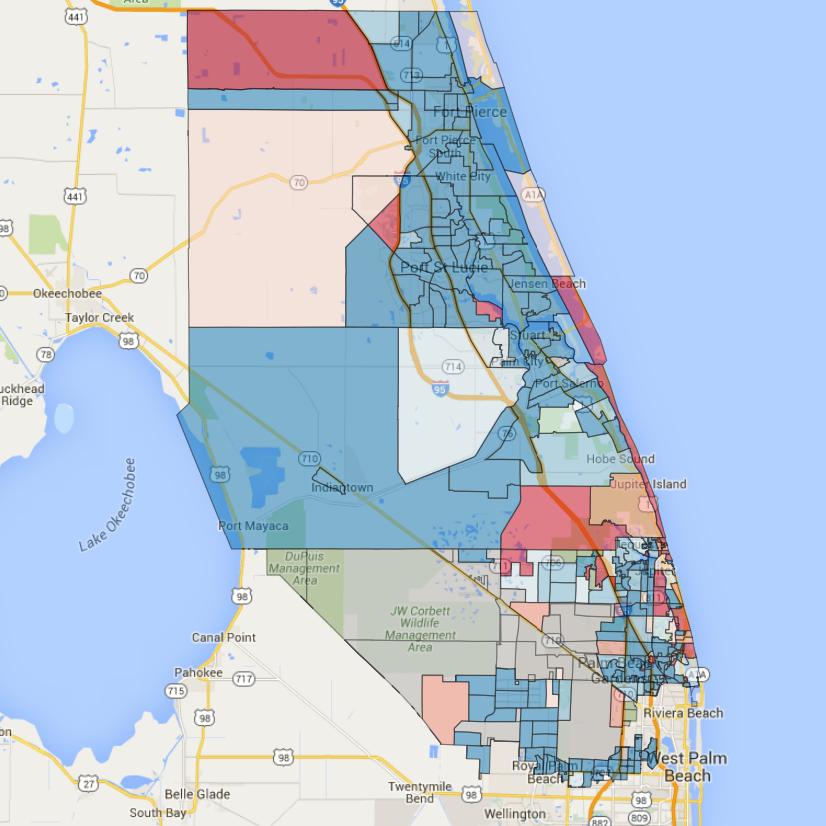
**OBAMA 2012 SUPPORT BY PRECINCT**

**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

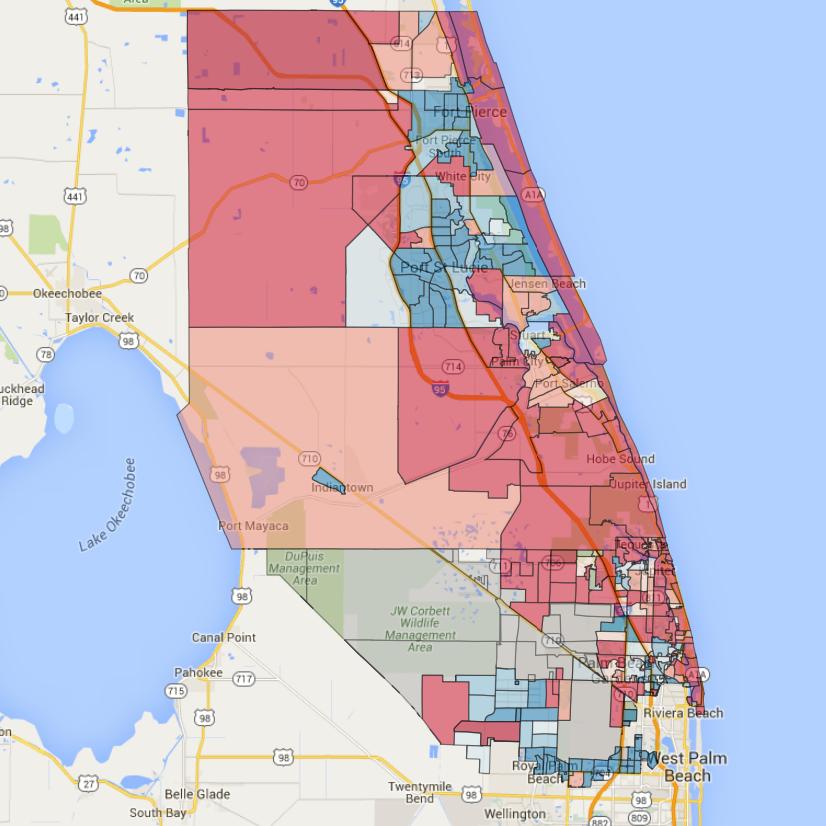
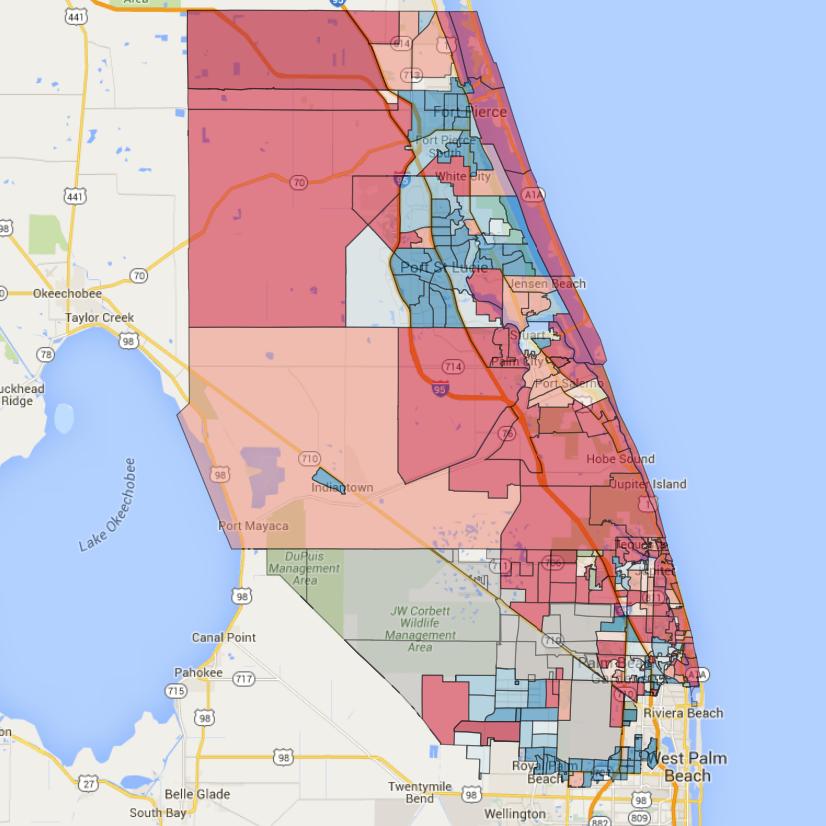
**HOUSE 2014 SUPPORT BY PRECINCT**

**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

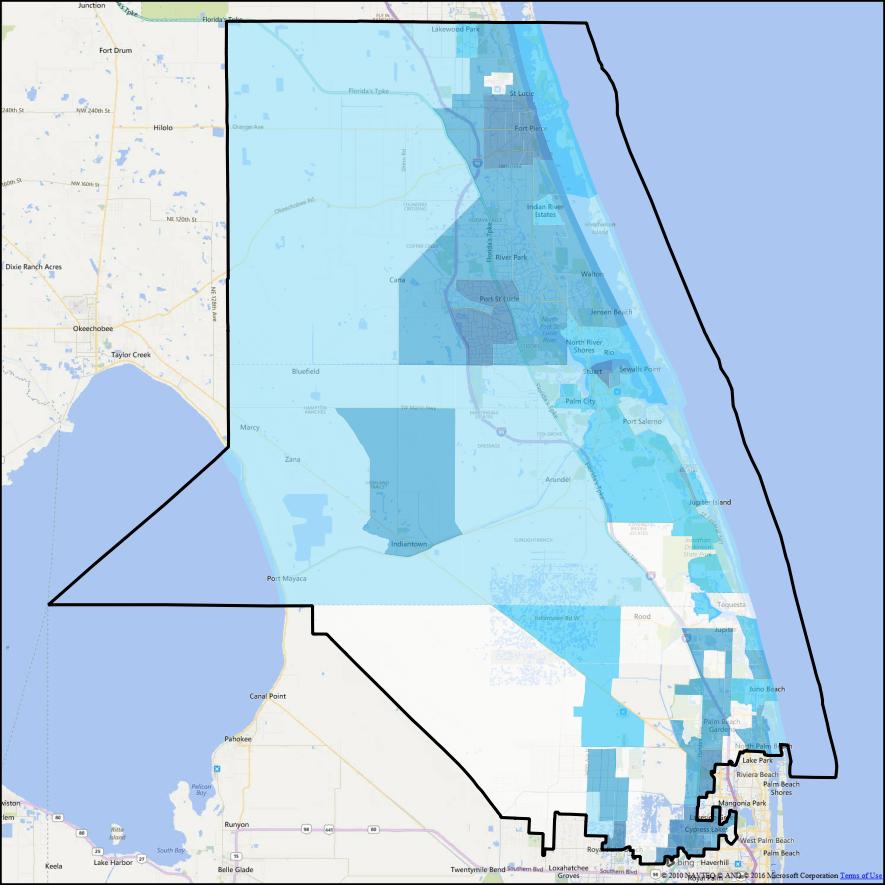
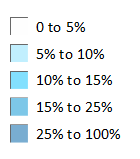
 

**HOUSE 2012 SUPPORT BY PRECINCT**

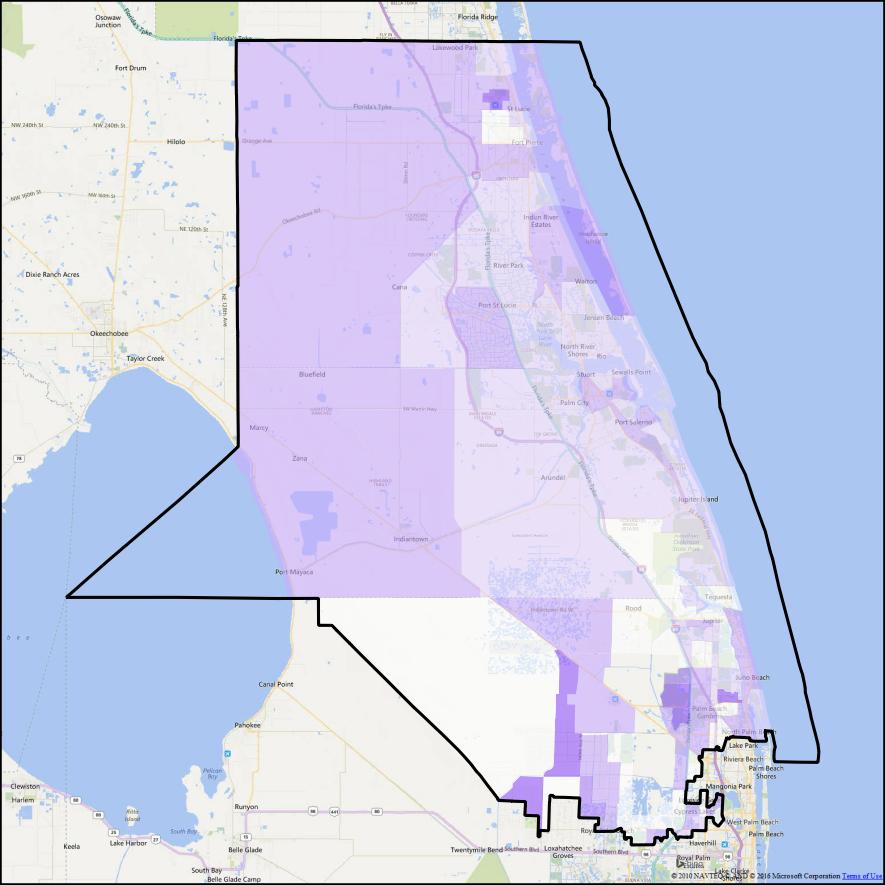
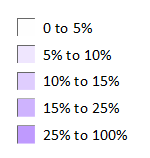
**2012 FL-18 DISTRICT LINES** **2015 FL-18 DISTRICT LINES**

**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**

