**FL-26 PATH TO VICTORY SUMMARY**

LAST UPDATE: 4/1/2016

**PATH TO VICTORY IN 2016:**

**DEMOCRATS START THIS RACE NARROWLY AHEAD OF REPUBLICANS BUT SHY OF THE 52% VOTE GOAL BY 3,457 VOTES (50.7% TWO-WAY SUPPORT). VICTORY DEPENDS ON THE FOLLOWING:**

* **RECEIVE AT LEAST 45% SUPPORT FROM HISPANIC/LATINO VOTERS**
* **RECEIVE AT LEAST 57% OF SUPPORT FROM WOMEN VOTERS**
* **INCREASE TURNOUT BY 3 POINTS AMONG VOTERS UNDER 45, TO 54.2% AMONG VOTERS 18-29 YEARS OLD AND TO 62.7% AMONG VOTERS 30-44 YEARS OLD**
* **INCREASE TURNOUT IN THE CITY OF HOMESTEAD BY 3 POINTS TO 62.7%**
* **RECEIVE 53.5% SUPPORT AMONG EARLY VOTERS**

**ABOUT THE DISTRICT:**

* FL-26 contains southern Miami and the Florida Keys. The district contains the entirety of Monroe County, which makes up 14% of its voters, and part of Miami-Dade County, which makes up the other 86%. The Miami area contains 65.5% of the registered voters in the district, followed by Homestead (17.5%), Key West (5.9%), and Key Largo (2.4%). It also should also be noted that that unpopulated Everglades make up a large portion of the land area in this district.
* The district is contained completely within the Miami-Ft. Lauderdale media market, which has a cost per point of $720 for campaigns and a cost per point of $864 for issue campaigns. Approximately 60.2% of the district speaks Spanish, so Spanish language media will be crucial here and polling will need to have bilingual callers.
* FL-26 is demographically notable for its large Hispanic/Latino population, which makes up 59.8% of the Voting Age Population. The Census estimates that 60.2% of district residents speak Spanish. The Hispanic/Latino population is dense throughout the district, but is a little less dense in the Florida Keys. The Hispanic/Latino population in the district is overwhelmingly Cuban (53.4% of total Hispanic/Latino population). The district also has a significant African American population that makes up 13.4% of the Voting Age Population. The African American population is concentrated in the Homestead area. FL-26 is primarily urban (25.5%) and suburban (67.6%). The district is young with 23.6% of the Voting Age Population under 35 years old. Florida International University is located within the district and has an enrollment of 54,099 students.
* Florida is a party registration state. Democrats hold a 5-point advantage in partisan registration with 36.1% of voters declaring as Democrats to Republicans 31.0%. Independents/ no party affiliation accounts for 33.0% of registered voters. Hispanics/Latinos in the district have notably diverse party registration, 29.2% are registered as Democrats, 34.7% of Hispanic voters are registered as Republicans, and the remaining 36.1% are registered with minor parties or with no party affiliation. Throughout the document, references to partisanship refer to either party registration or modeled partisanship, based on 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 has been redrawn for the 2016 election cycle. The un-gerrymandering and elimination of minority packed districts has changed the makeup of FL-26 slightly, but enough to make it more favorable to Democrats. After the 2015 redistricting, FL-26 is largely made up of the old FL-26 (88%), but also contains a small part of the old FL-27 (12%). The major difference between the two is that FL-26’s current lines no longer split the city of Homestead, this increases African American’s share of the Voting Age Population 2.4 points (up from 11.0% to 13.4%). Overall, the added section from the old FL-27 had a DPI of 73.1%, and the parts of the old FL-26 that went to the new FL-27 had a DPI of 51.7%.

KEY DEMOGRAPHICS

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CVAP  HISP | CVAP AFAM | 18-35 | % 65+ | URBAN | RURAL | SUBURB | HH INCOME | VS STATE | VS US | AV EDU | VS STATE | VS US | COOK |
| 59.8% | 13.4% | 23.6% | 13.1% | 53.1% | 11.8% | 35.2% | $60,095 | +26.6% | +12.0% | 24.3% | -9.6% | -25.0% | TOSS UP |

**POLITICAL ENVIRONMENT:**

* First term incumbent Republican Carlos Curbelo will be seeking reelection in 2016. Curbelo was formerly a Miami-Dade County School Board member and comes from a family of Cuban refugees.
* Two candidates have announced plans to seek the Democratic nomination:
  + Annette Taddeo, a Columbian-born businessperson, is the former chair of the Miami-Dade Democratic Party. Taddeo was also the 2014 Lieutenant Governor nominee. As of the end of 2015, Taddeo had raised $811,000.
  + Former FL-26 Congressman Joe Garcia is also running. Garcia is Cuban and has strong ties to the Cuban community in the district. However, Garcia has also been involved in ethics scandals involving fraudulent absentee ballot requests and funding a shill candidate during his 2010 run. His announcement in February went poorly as multiple media outlets highlighted these past scandals and some of his gaffes during past campaigns.
* Polling in the district generally shows a tight race in the general election. An August poll conducted before Garcia entered the race showed Taddeo and Curbelo tied at 38%. A February poll after Garcia’s announcement tested both Garcia and Taddeo against Curbelo. After a set of positive and negative statements, it found Taddeo with a slight lead over Curbelo, 40% to 39%, and Garcia slightly trailing Curbelo, 39% to 40%. The same poll showed Curbelo as a relatively popular incumbent with 36% of voters having a favorable view of him to 21% with an unfavorable opinion of him. In the same poll Taddeo was overwhelmingly unknown to voters, with 81% of voters unable to rate her, but when they did rate her, she was rated positively by a better than 2 to 1 margin. Most recently a late March poll showed Taddeo trailing Curbelo by 12 points (26% to 34%, with 40% undecided) and Garcia trailing Curbelo by 1 point (31% to 32%, with 37% undecided). Curbelo had a largely positive profile (+16 net, 28% favorable, 12% unfavorable), Taddeo was mostly the least well known but had a slightly positive profile (+3 net, 13% favorable, 10% unfavorable), and Garcia was viewed negatively (-10 net, 19% favorable, 29% unfavorable).
* The primary will be competitive. An internal poll from early January released by the Garcia campaign showed Garcia leading Taddeo by 10 points with 42% still undecided. Garcia’s early lead can most likely be explained by higher name recognition. No primary polls have yet been conducted that measure the candidates against each other once voters have heard their positives and negatives.
* Florida will be a key presidential battleground state. Presidential campaigns will likely spend a great deal of effort on persuasion in the district, especially within the Cuban community. When looking at initial voter contact targets, the district’s persuasion potential ranks sixth overall in terms of numbers of voters among Florida’s congressional districts. Turnout will be somewhat important in this district for statewide candidates as it ranks 10th overall in target size. However, despite the size of these targets in 2012, the district only ranked 21st overall in Obama IDs, so statewide campaigns may look to areas that have simpler ethnic dynamics and denser populations to boost their vote totals. If a presidential candidate sets a vote goal of 51% for the state of Florida, they would receive approximately 3.1% of their Florida votes in FL-26 and would aim for 53.5% of the vote in the district.
* 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 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.

**RECENT ELECTIONS:**

* Following the 2010 U.S. Census, FL-26 was one of two new congressional districts added in Florida. Republican David Rivera, a first term incumbent from the pre-2010 census version of FL-25, chose to run in the newly formed FL-26 in 2012, as it contained 64% of his old district. Rivera faced Democratic nominee Joe Garcia. Initial polls were relatively close, showing Garcia with a lead in the high single digits. In October, polls showed the two candidates trading leads. Garcia raised $1.4 million for the contest to Rivera’s $600,000. Garcia would go on to win decisively with 55.5% of the two-way vote. Along the 2015 congressional lines, the congressional candidates combined for 56.4% of the vote. Obama, using the 2015 district lines, received 55.8% of the vote in 2012 and Nelson running for Senate received 58.0%.
* In 2014, Garcia sought reelection. He faced Republican Carlos Curbelo, who won a five-way primary to win the Republican nomination. Garcia started the race with a lead against the generic Republican. However, after Curbelo received the nomination most polls showed him trailing in the low single digits, and occasionally trading the lead with Curbelo. Garcia raised $3.8 million for the contest to Curbelo’s $1.4 million. However, Garcia and Democratic groups were outspent $4.9 million (9,891 GRPs) to Curbelo and Republicans’ $6.9 million (11,674 GRPs). Garcia also made a large misstep during the campaign saying “communism works” which did not sit well in an area with a large Cuban refugee population. More embarrassingly, Garcia was caught on a CSPAN feed picking his earwax and seemingly eating it and the video made the rounds on the internet. Garcia would go on to lose narrowly with 48.5% of the two-way vote in the old FL-26.
* In 2014 Curbelo performed notably well among a couple of key demographic groups. Among women, he received 49% of the support compared to Rivera in 2012 who received 41%. Among voters aged 18-29 he received 41% of their support compared to 31% for Rivera in 2012. Among Hispanic/Latino voters, he received 60% of their support compared to Rivera’s 51% in 2012.
* The district’s current DPI is 53.7%, up from the old district’s DPI of 52.0% in the old Congressional lines.

KEY ELECTION RESULTS

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| LATEST DPI | 2012 PRES | 2008 PRES | 2004 PRES | 2014 HOUSE | 2012 HOUSE | 2010 HOUSE | 2008 HOUSE | SENATE 2012 | SENATE 2010 | GOV 2014 | GOV 2010 |
| 53.7% | 55.8% | 51.8% | 46.7% | 48.4% | 56.4% | 44.0% | 47.2% | 58.0% | 31.3% | 53.6% | 50.8% |

**2016 ELECTORATE:**

* Using the previous presidential election as a guide, records from 2012 show a turnout rate of 62.4% of registrants (245,130 total votes cast).
* Applying that turnout rate forward to the 2016 electorate, we can expect to see 62.4% of registrants turn out, casting 255,607 total votes, again, 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 132,916 raw votes. A one-point shift in support equates to 2,556 raw votes.
* The electorate in FL-26 changes quite a bit from mid-term to presidential election cycles. These differences are caused in large part by the large drop in turnout from presidential years to mid-terms. In 2014, turnout in the district was 37.7% compared to 2012 when it was 62.4%. The increase in turnout during presidential election cycles means that when compared to 2014 the 2016 electorate will likely be made up of 8 points more voters under 44 years old, 3 points more women, and 3 points more modeled Democrats according to Catalist modeling data.
* When looking at Hispanic/Latino voters and Catalist’s party model, 43.5% of Hispanic voters are modeled as Democrats, 37.1% are modeled as Republicans, and 19.4% are modeled as Independents.
* Hispanic/Latino voters typically make up 58% of all voters during presidential cycles. they typically only make up 48-51% of the total vote typically received by Democratic Congressional candidates. This means half the votes a Democratic candidate will receive will come from racial and ethnic groups other than Hispanic/Latino voters.
* In 2012, voters in the new FL-26 cast 5.2% fewer ballots for their respective congressional races than were cast at the presidential level of the ballot.
* 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 Key West area and Homestead. The persuasion target is densest in the north Miami area. Finally, the turnout target is densest in Homestead and southern Miami.

2016 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 |
| MIAMI | 268,499 | 65.5% | 169,979 | 66.5% | 49.0 | 77.4 | 36,248 62.7% | 45,860 24.6% | 32,390 27.3% | 46,194 68.0% |
| HOMESTEAD | 71,752 | 17.5% | 39,107 | 15.3% | 64.0 | 75.2 | 12,505 57.3% | 19,151 22.5% | 7,599 18.8% | 6,469 56.3% |
| KEY WEST | 24,108 | 5.9% | 14,570 | 5.7% | 56.6 | 79.0 | 5,025 63.3% | 3,530 35.0% | 2,825 27.8% | 3,153 56.3% |
| KEY LARGO | 9,847 | 2.4% | 7,157 | 2.8% | 37.5 | 81.8 | 1,319 69.9% | 834 36.8% | 708 41.4% | 2,959 66.2% |
| OTHER CITIES | 35,420 | 8.6% | 24,538 | 9.6% | 48.4 | 79.1 | 4,864 67.4% | 5,388 29.1% | 2,880 32.5% | 7,163 64.5% |

**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 both Miami-Dade County and Monroe 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. 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.
* In 2012, 54.3% of all votes were cast before Election Day. The method used by early voters was almost evenly split, with 48.0% of early voters using in-person early voting and the other 52.1% using vote by mail. In 2012, 66.3% of in-person early voters cast their ballot in the final week leading up to Election Day, with the remaining coming in a week or more out from Election Day. Absentee ballot rates increase gradually: 14% are returned 4 weeks out, 18% 3 weeks out, 24% 2 weeks out, and 44% in the last week.
* Republicans and Democrats favor early voting equally. In 2012, 54% of Democrats voted early compared to 56% of Republicans; in 2008, 59% of Democrats voted early compared to 58% of Republicans. Democrats made up 39.0% of early and absentee voters compared to 38.4% for Republicans. Democrats favor in-person early voting as compared to Republicans. In 2012, Democrats made up 46.4% of in-person early voters compared to 30.3% for Republicans. For absentee voting Democrats only made up 31.8% of voters compared to 46.3% for Republicans. When looking at the generic Democratic support score of early voters along the new district lines in 2012 50.0% of early voters were likely Democrats, 37.4% likely Republicans, and 7.7% were likely Independents.
* In 2012, both Obama and the combined congressional candidates received 56% of the vote in the district and received 57% of the early vote.

**PATH TO VICTORY IN 2016:**

* **GOAL 1: RECEIVE AT LEAST 45% SUPPORT FROM HISPANIC/LATINO VOTERS**

FL-26 is unique in that Democratic candidates have a tough time winning over Hispanic/Latino voters. The average congressional support score in among Hispanic/Latino voters in FL-26 is 48.7 compared to 67.8 nationally. The lower level of support is mostly attributable to the high Cuban American proportion of the district’s overall Hispanic/Latino population (54.3%.) Cuban-Americans trend more conservative than Hispanics/Latinos of other origins. Hispanic/Latino voters have typically supported candidates along party lines. Democrats perform in the low 80s to low 90s among Hispanic/Latino Democrats, in the low 40s to low 60s among Hispanic/Latino Independents, and in the high single digits to low 20s among Hispanic/Latino Republicans.

Democrats see overall Hispanic/Latino support rates range between 37% and 54% during the last few cycles. Candidates who have won the district, with the exception of Sink in 2010, have all received at least 43% among Hispanics/Latinos in the district. In 2010, Sink received 40.5% of the support from Hispanic/Latino voters; this should be considered an absolute floor for support among this group as Sink was only able to achieve a narrow victory in this district.

There are significant differences between the levels of Hispanic/Latino support by age. Hispanics/Latinos 18-29 typically support successful Democrats at rates of 63% or higher, Hispanics/Latinos 30-44, support successful Democrats at rates 54% or higher, Hispanics/Latinos 45 to 65 years old support successful candidates at rates between 41-52%, and Hispanics/Latinos over 65 years old support successful candidates at rates of 30-40%. However, recent congressional candidates have unperformed with voters aged 18-29 by 6 to 11 points, underperformed with Hispanic/Latino voters aged 30-44 by 4 to 8 points. Congressional candidates don’t see as large of a drop off with older voters where they unperformed Hispanic voters aged 45 to 64 by 1 to 4 points, and unperformed Hispanic voters 65 and older by 0 to 3 points. Avoiding a large underperformance with Hispanics, under 44 will be critical as usually represent 17% to 24% of the votes received by statewide Democratic candidates.

There has also been a large amount of drop off among women when comparing statewide candidates to congressional candidates in the same year. In 2014, the congressional candidate performed 8 points worse among Hispanic/Latino women and only 2 points worse with Hispanic/Latino men compared to Crist. In 2012, the Congressional candidate performed 4 and 6 points worse with Hispanic women compared to Obama and Nelson and performed 1 point better than Obama and 2 points worse than Nelson with Hispanic/Latino men. In 2010, the congressional candidates performed 5 points worse than Sink among Hispanic/Latino women and only 2 points worse with Hispanic men. In 2008, the congressional candidate. Female Hispanic/Latino voters make up 33% of all registered voters and when Garcia won in 2012, he received 51% of their support and they made up 30% of his total vote. When Garcia lost in 2014, he received 40% of their vote and Hispanic/Latino women accounted for 25% of his total votes received.

Reaching 45% support among Hispanic voters likely requires a multi-pronged effort that seeks to increase turnout among more favorable Hispanic/Latino ethnic groups, avoids large drop off from the top of the ticket among younger Hispanic/Latino and Hispanic/Latino women voters, and persuades Hispanic/Latino voters who are Independents and Republican ticket splitters to support the Democrat’s candidacy.

* **GOAL 2: RECEIVE AT LEAST 57% FROM WOMEN VOTERS**

Women voters make up 54% of all registered voters in the district and in presidential election years typically make up 57% of the electorate.Every candidate who has won in FL-26, with the exception of Sink in 2010, has received at least 57% of female voters’ support. Sink’s 54.4% among women in in 2010 should be considered the absolute floor for a candidate as she only narrowly won the district with 50.8% of the vote. The typical gap between male and female voters’ support rates in this district tends to range between 8-12 points when candidates win. The gap is smaller when they lose, typically 5-7 points, indicating losing candidates were unable to expand upon base levels of support among women.According to Catalist datain 2014, Garcia’s support among women dropped 8 points from 59% to 51%. Some of the groups that contributed the most to this drop include: Independent women, 11-point drop; women 18 to 29 years old, 9-point drop; Hispanic women, 11-point drop; women in households earning less than $50,000, 10-point drop. Geographically, the worst drop from 2012 to 2014 for Garcia was in the city of Miami where his support dropped 8 points from 56.1% in 2012 to 47.8% in 2014.

* **GOAL 3: INCREASE TURNOUT BY 3 POINTS AMONG VOTERS UNDER 45, TO 54.2% AMONG VOTERS 18-29 YEARS OLD AND TO 62.7% AMONG VOTERS 30-44 YEARS OLD**

FL-26 is a very young district for Florida; 19.8% of its registered voters are between 18-29 years old, and another 24.3% are between the ages of 30 and 44. No federal or gubernatorial Democratic candidate in the last four cycles has received less than 57% support among voters 18-29 years old. Candidates that have won the district typically receive between 65% and 75% of their support. Voters between 30 and 44 are also supportive of Democratic candidates. Typically, a winning candidate will receive between 60% and 67% of the support from this group. Weaker Democrats have seen their support drop as low as 51% among 30-44 year olds. Both of these groups suffer from poor turnout relative to the rest of the district. Voters in the 18-29 age turned out a rate 17 points lower than the district as a whole (49% compared to 66%) and voters aged 30-44 turned out at rate 9 points lower than the district as a whole (57% compared to 66%).

* **GOAL 4: INCREASE TURNOUT IN THE CITY OF HOMESTEAD BY 3 POINTS TO 62.7%**

Homestead supports Democratic candidates consistently at a rate in the high 50s to mid-60s. It also has one of the denser African American voter populations (23.5% of the city). Homestead typically suffers from low turnout when compared to the rest of the in the district overall (58% compared to 66%). Increasing this reliably Democratic area’s turnout is critical to success in this district.

* **GOAL 5: RECEIVE AT LEAST 53.5% OF THE EARLY VOTE**

In 2012, Democrats narrowly turned out more early voters than Democrats, 39.0% to 38.4% respectively. Given the partisan makeup of the early voting electorate, and their levels of support for Obama in 2012, Obama received 57.2% of the early vote while receiving 55.8% of the total vote in the district. The congressional candidates in the district’s current lines received 57.1% of the early vote in 2012 and received 56.2% of the total vote. Using these two candidates as a guide, a candidate will want to go into Election Day with a lead from early vote since they typically perform better with early voters than Election Day voters.

**2014 PROGRAMMATIC SNAPSHOT + LESSONS LEARNED:**

* **TV**

Garcia’s 2014 campaign began cable advertising in week 10 and broadcast in English and Spanish by week 7/6. It is important to note that the paid media environment in this district is very segmented (both languages are necessary in TV and radio and Monroe County cable is separate from Miami Dade). Garcia’s campaign is not a model to follow. The DCCC ran Spanish broadcast for the last two weeks of the campaign. HMP hit Curbelo in English and Spanish in weeks 4 and 3.

* **MAIL**

DCCC made a large expenditure on direct mail in this district. Garcia’s vendor was subpar and thus there are not many lessons to draw here.

* **DIGITAL**

Garcia ran digital communications that were separate content than his other electronic media. This was ill advised and should not be modeled by another campaign. Digital is relevant in this district.

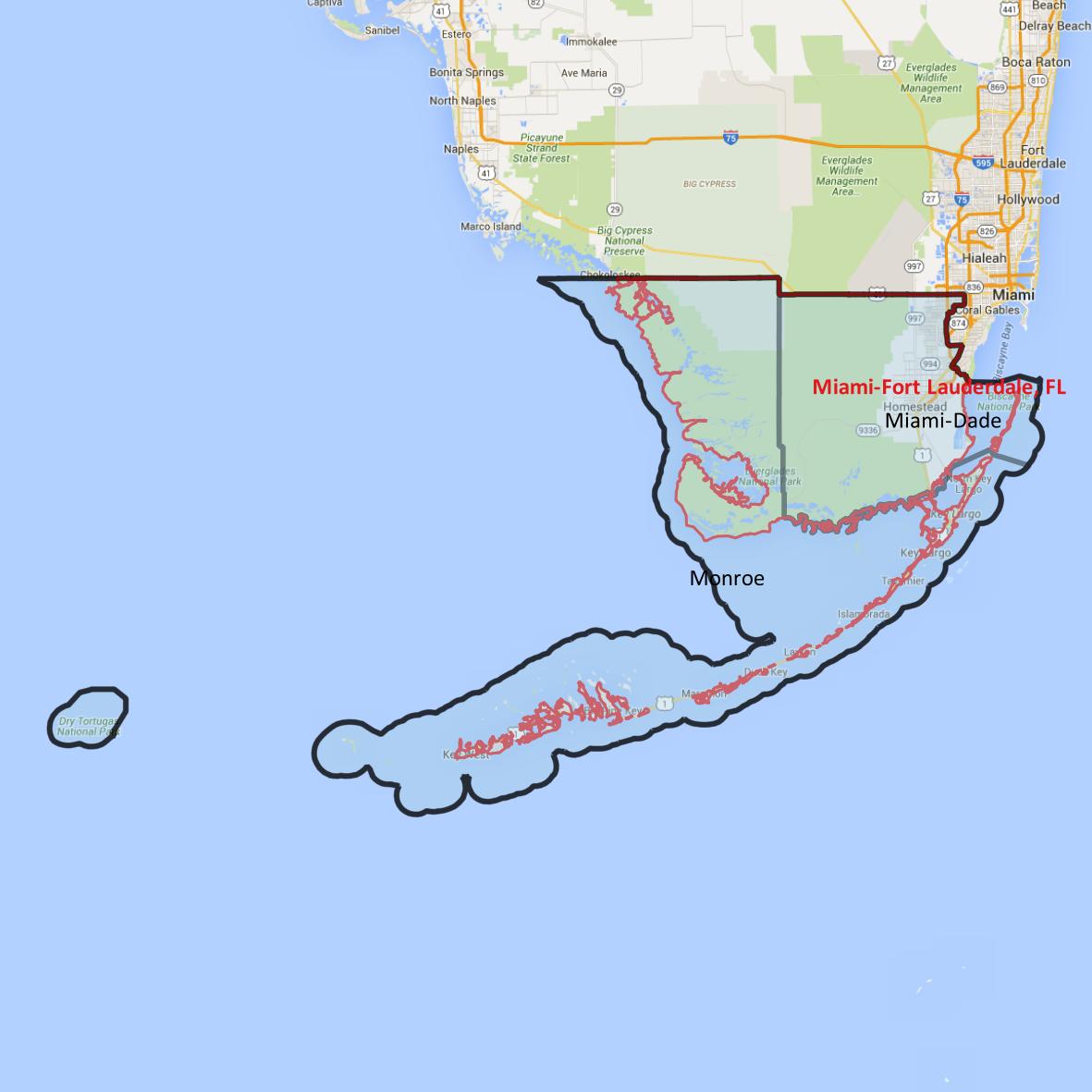
* **FIELD**

DCCC ran a massive field operation in FL-26 in 2014. They had 21 paid staff, and a paid canvass that completed 1,452 shifts. The 2014 team had success in registering voters, completing 8,393 forms; however, half of those were in district. The team struggled to garner support from local Democratic committees and did not successfully build a coalition.

**PROGRAMMATIC CONSIDERATIONS:**

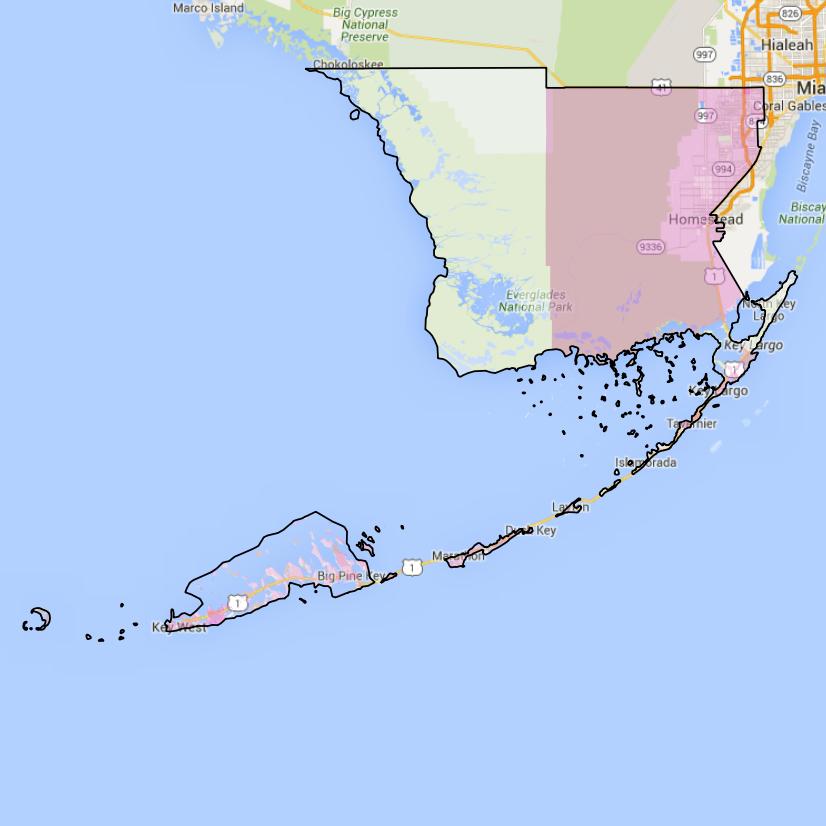
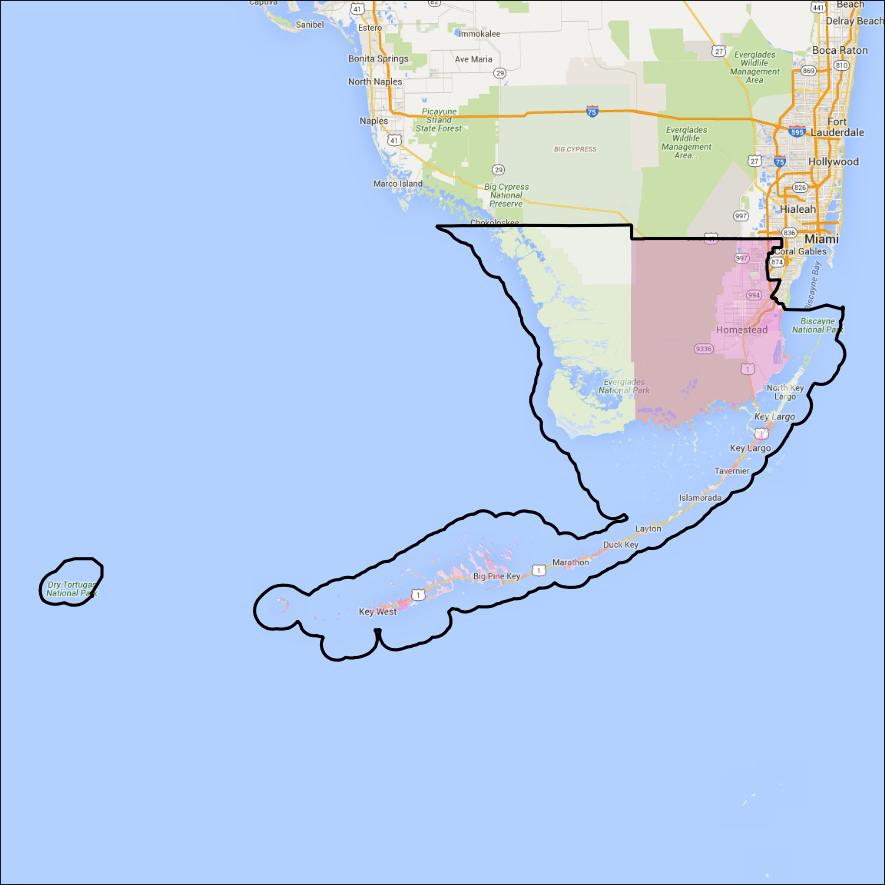
* Late primary election date (8/30/2016) condenses General Election timeline.
* High degree of early voting requires an early start with voter contact.
* Organization preforming voter registration drives must register with state, registration forms have serial number to track them.
* Miami media market is expensive and will be very crowded due to the Presidential and U.S. Senate election.
* Cuban population in the district is politically very distinct from other Hispanic/Latino voters in the area, but it is difficult to differentiate between Hispanic/Latino ethnic groups in targeting.
* If Spanish language direct mail or campaign literature is distributed to English speaking Hispanic/Latinos in the district whose families have been in area for generations it is often seen as insulting.
* There are 66,883 unregistered voters in the district, which represent a potential 34,525 supporters that could be gained. The most efficient voter registration target in the district is citizens aged 18 to 25 who represent 43,905 citizens and 26,830 potential supporters gained.

**OVERALL DISTRICT WITH COUNTIES AND MEDIA MARKETS**

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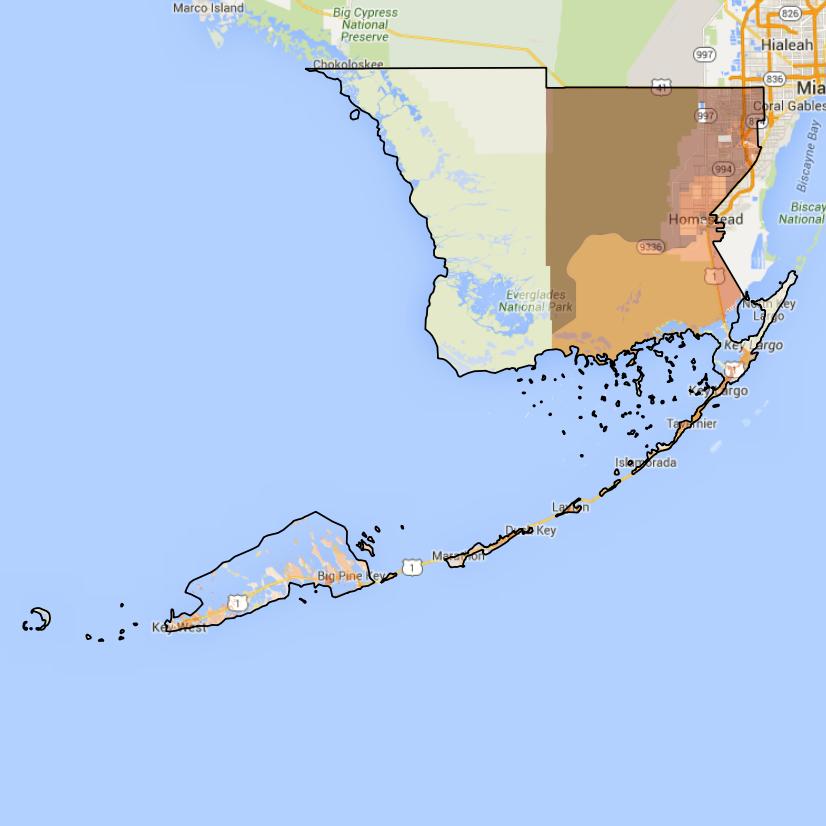
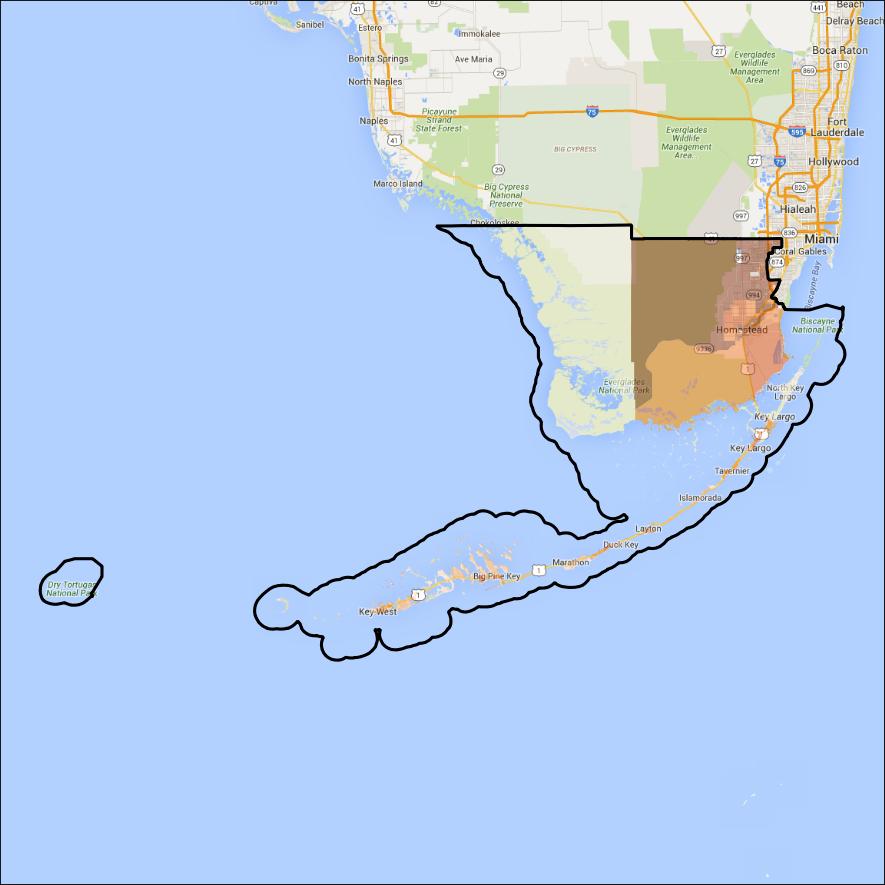
**UNDER 30 PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP**

**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

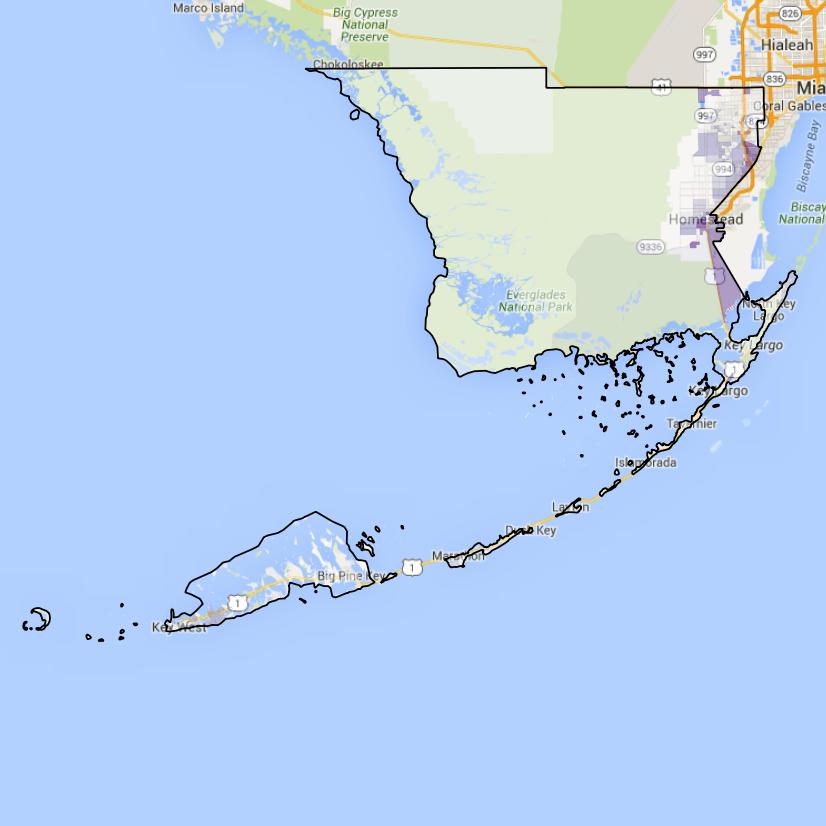
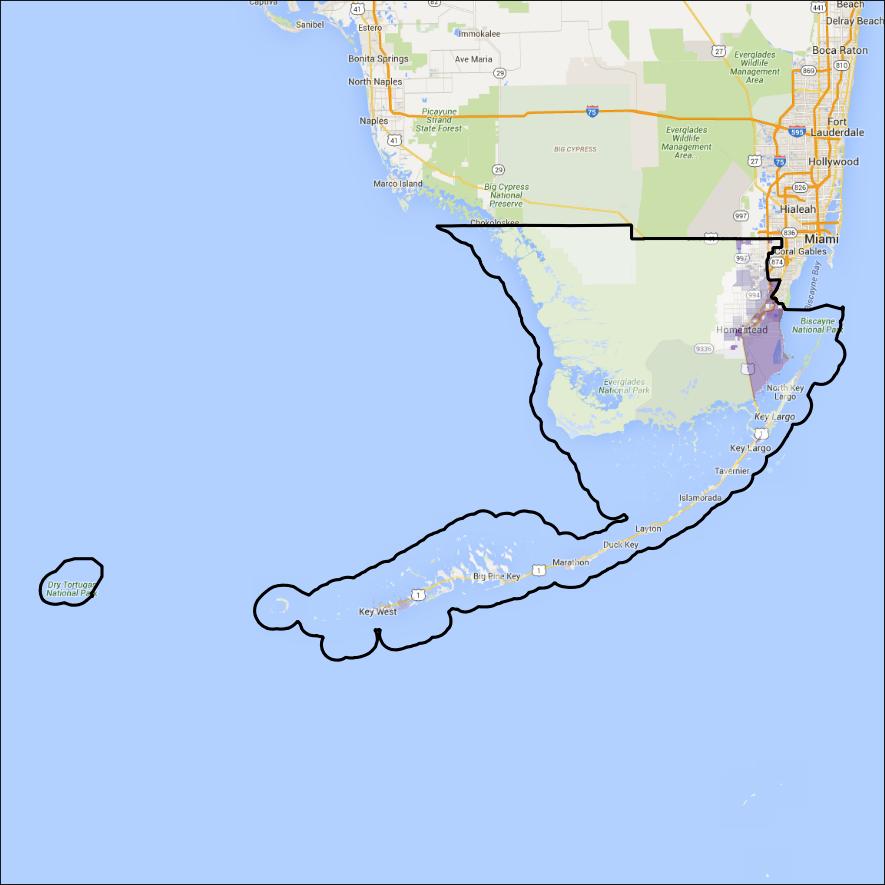
**HISPANIC/LATINO PERCENTAGE OF VOTING AGE POPULATION BY CENSUS BLOCK GROUP**

**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

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

**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

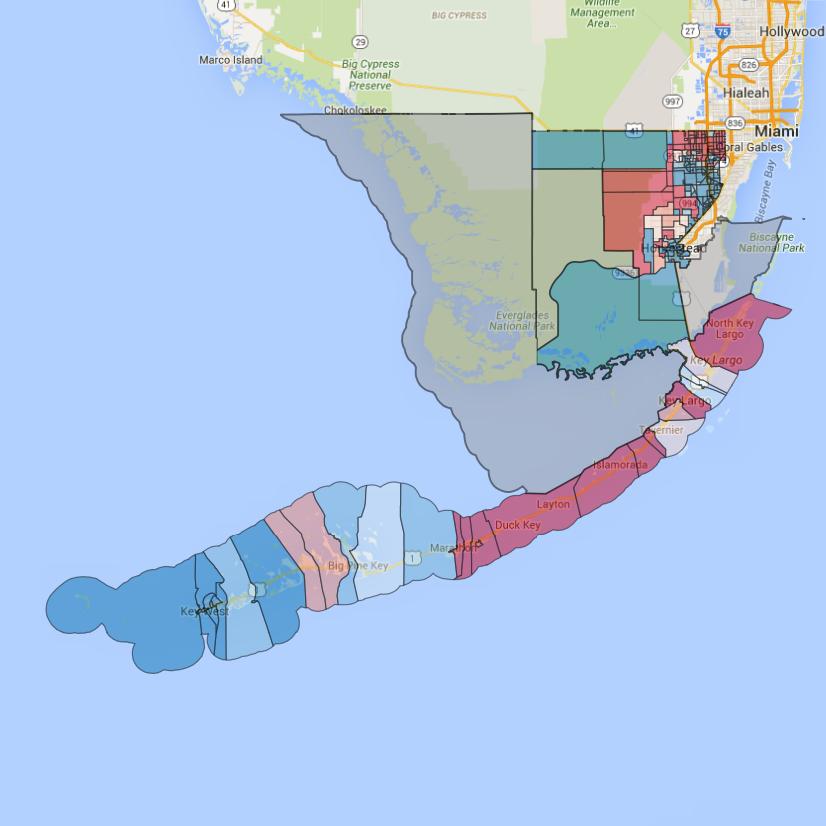
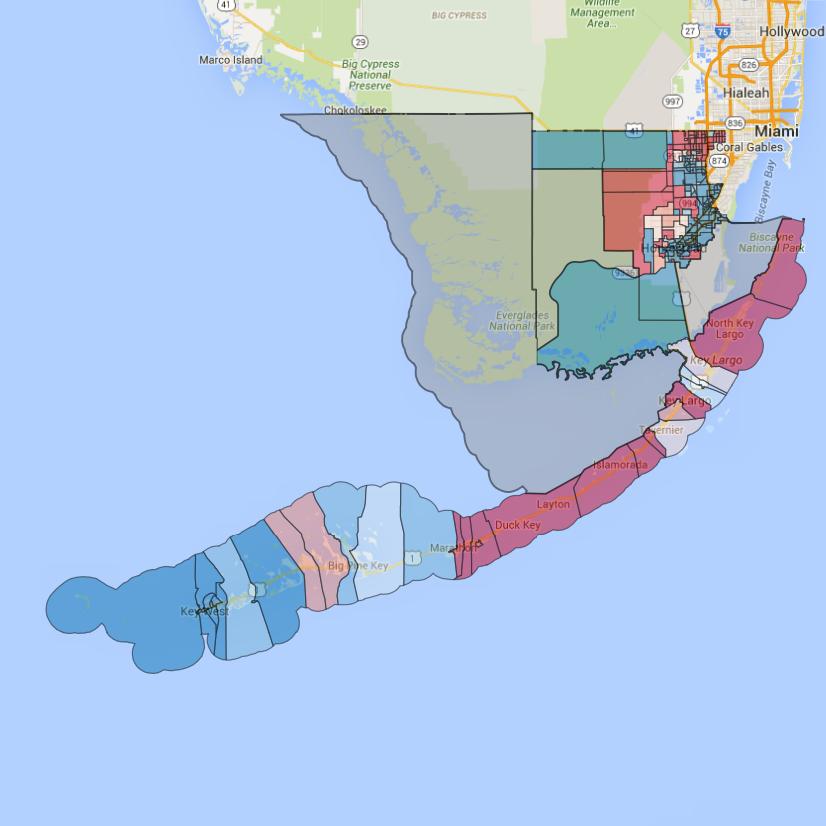
 

**HISPANIC/LATINO ETHNIC GROUPS AS PERCENTAGE OF TOTAL HISPANIC/LATINO POPULATION BY CENSUS TRACT**

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

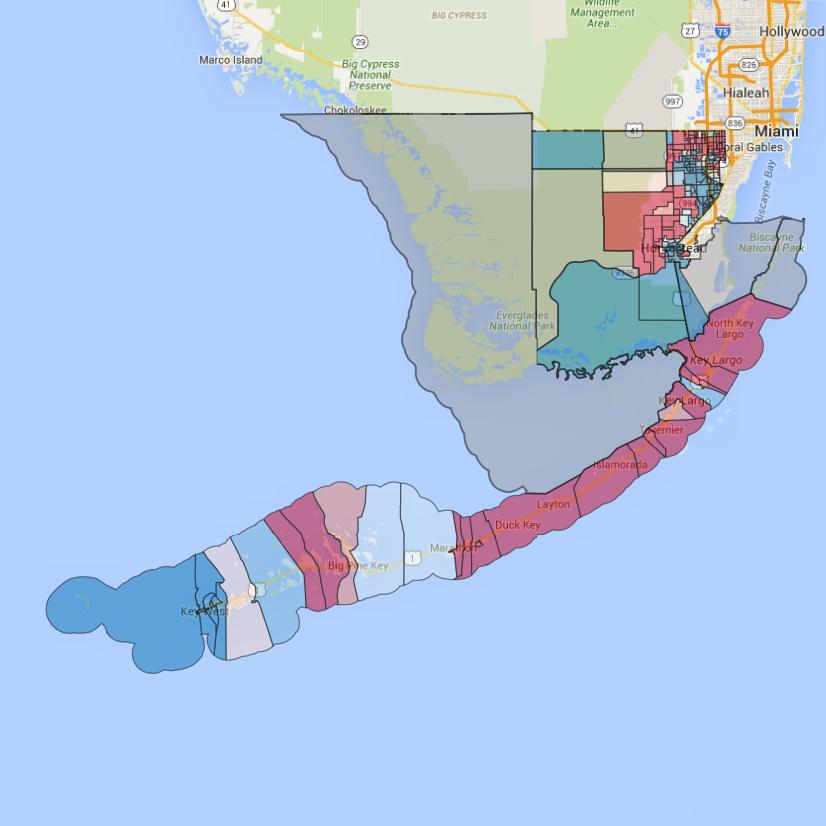
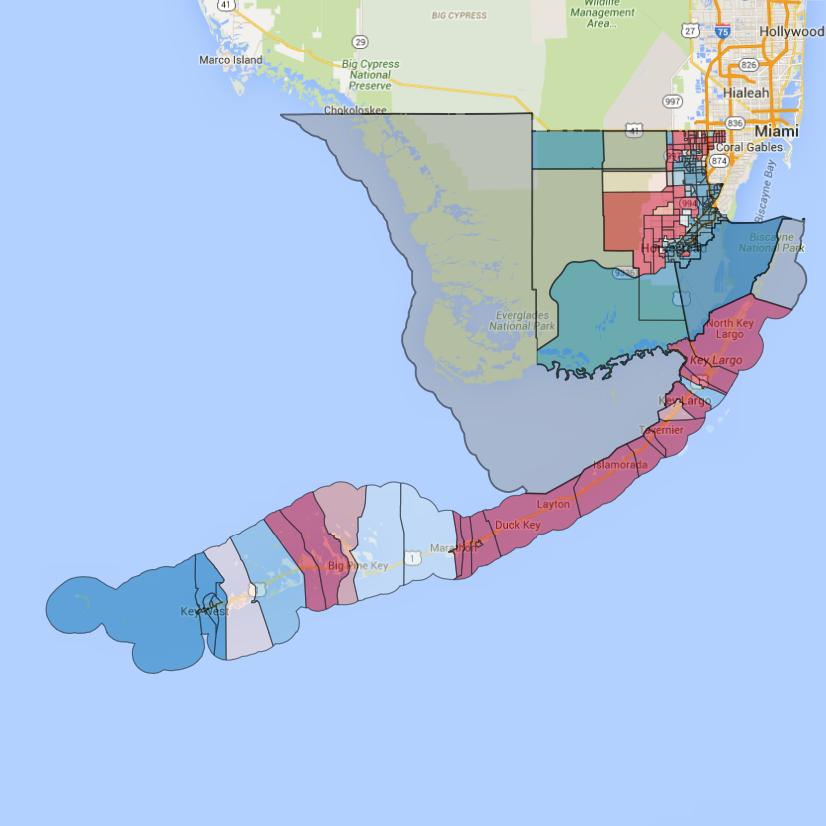
**CRIST GUBERNATORIAL 2014 SUPPORT BY PRECINCT**

**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

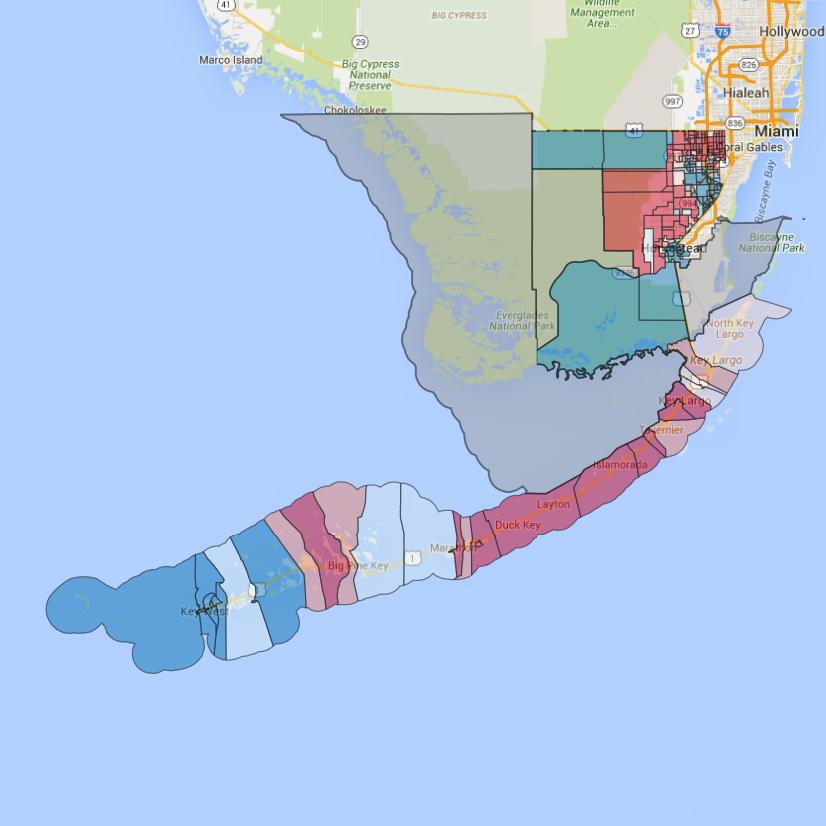
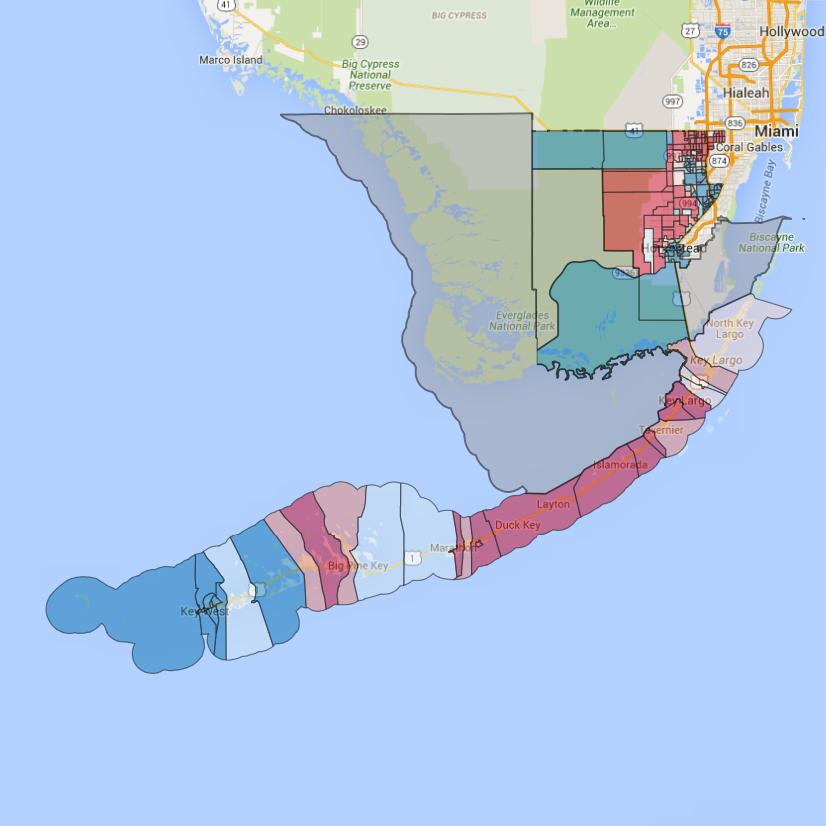
**OBAMA 2012 SUPPORT BY PRECINCT**

**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

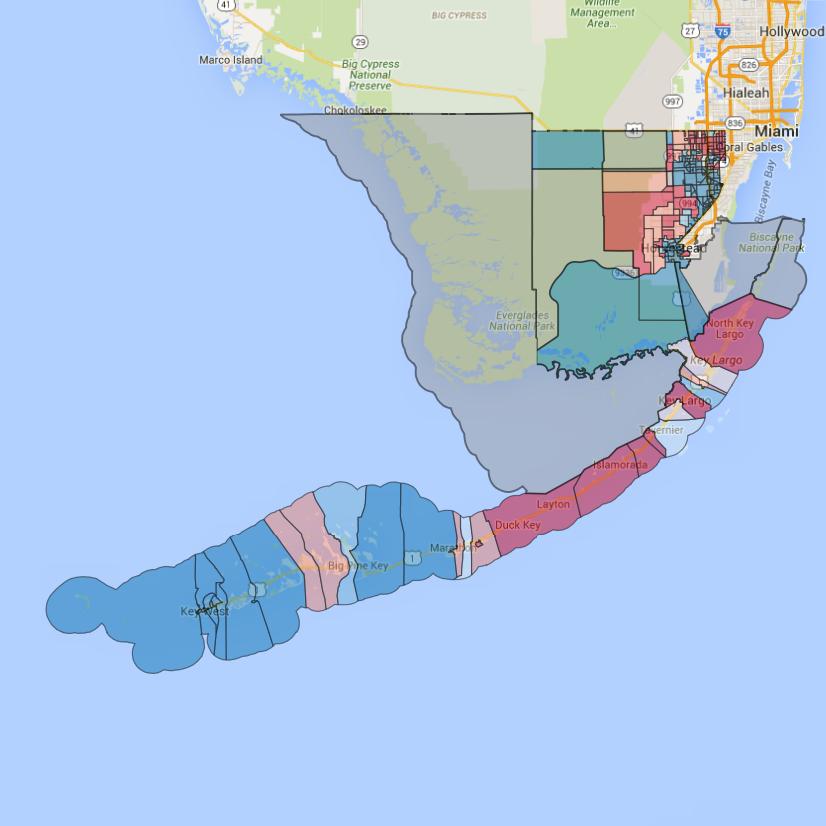
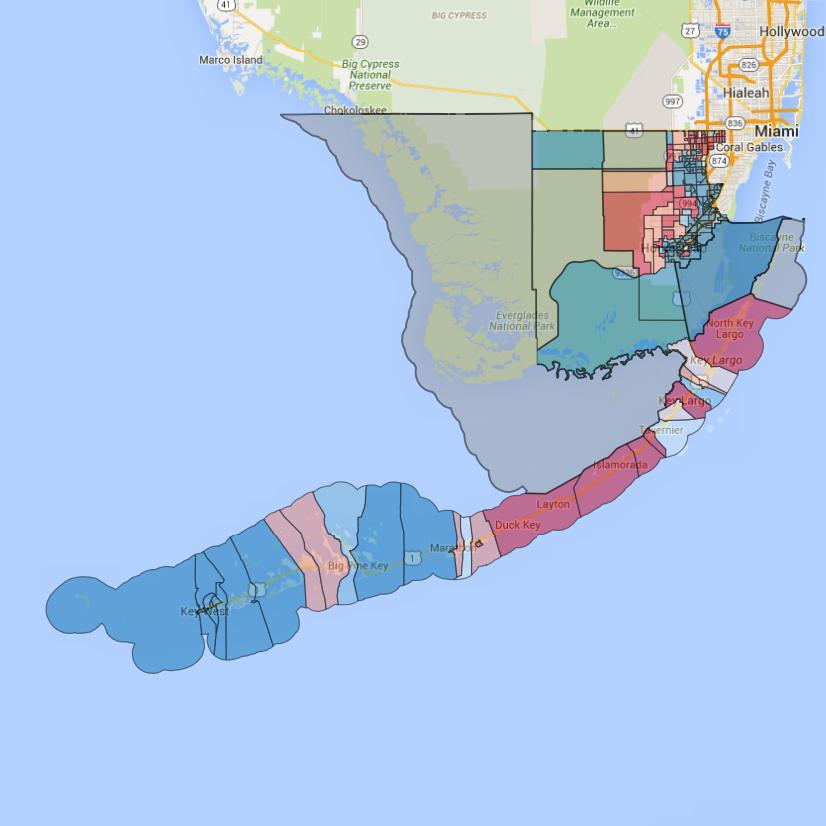
**HOUSE 2014 SUPPORT BY PRECINCT**

**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

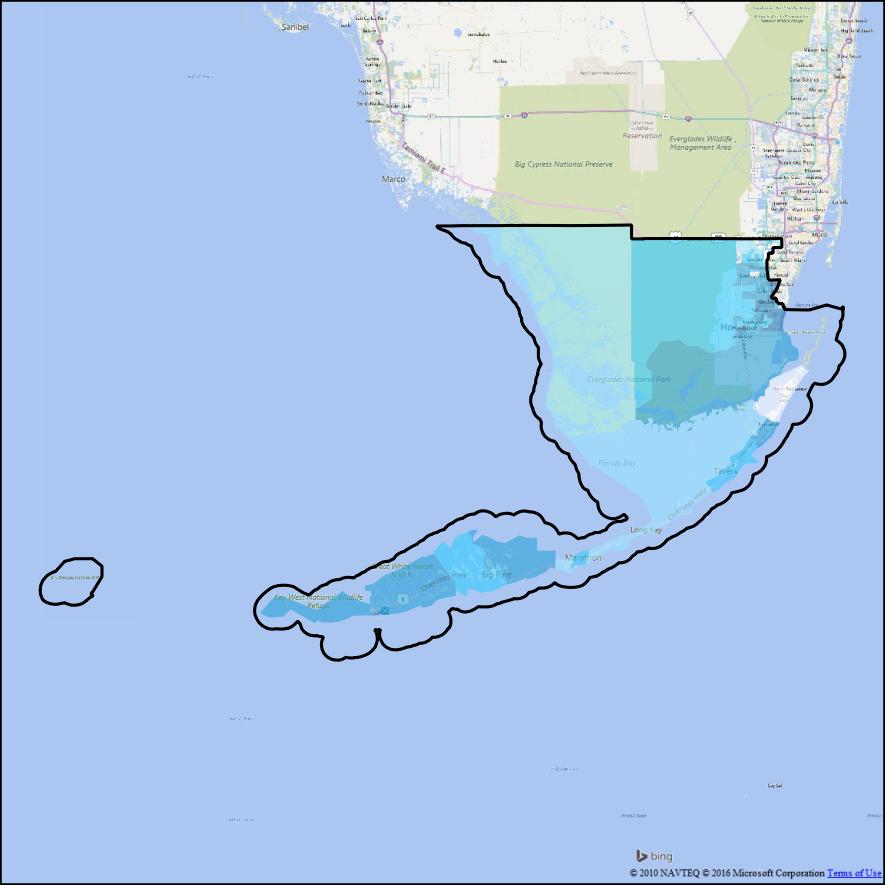
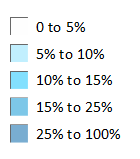
 

**HOUSE 2012 SUPPORT BY PRECINCT**

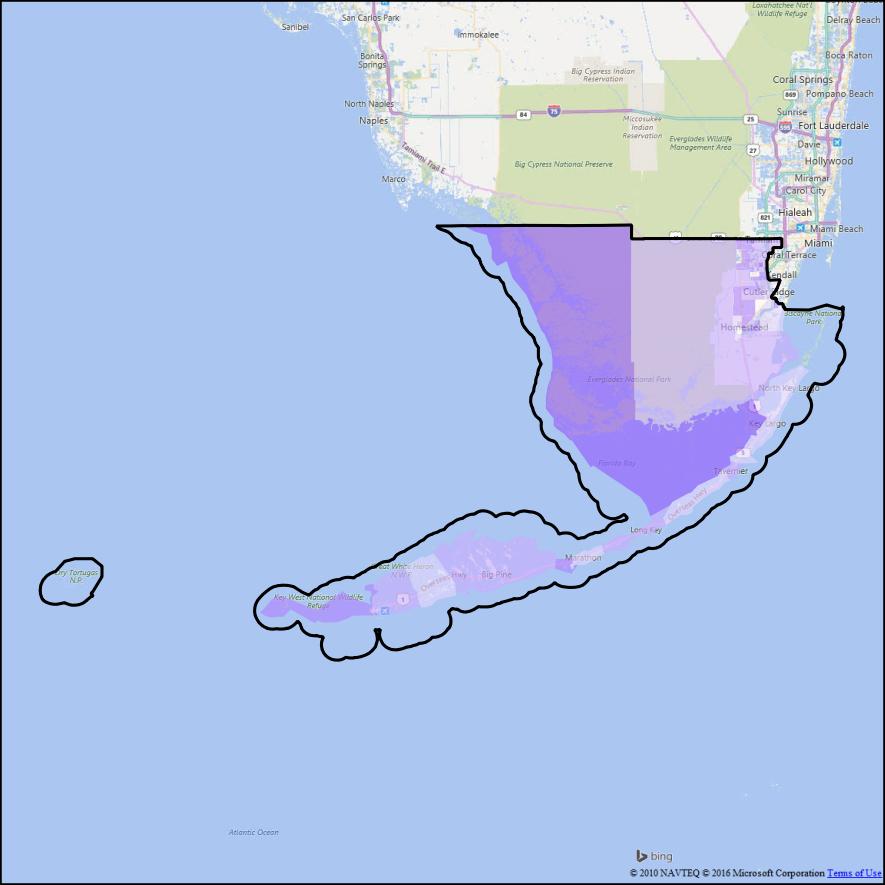
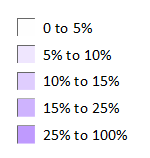
**2012 FL-26 DISTRICT LINES** **2015 FL-26 DISTRICT LINES**

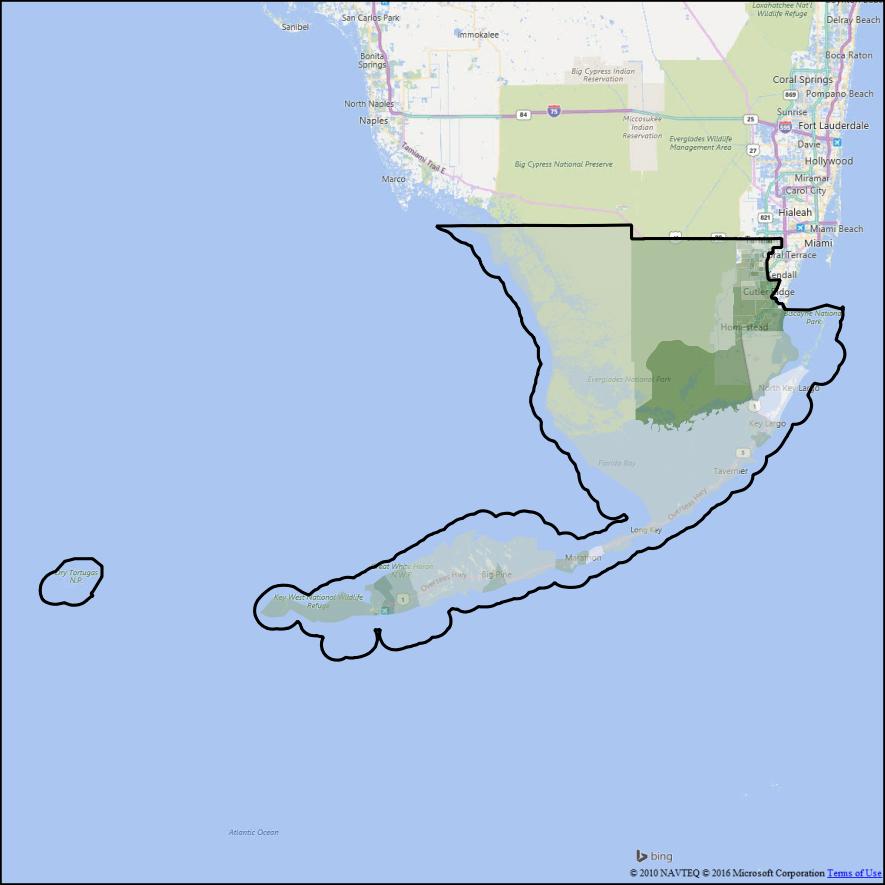
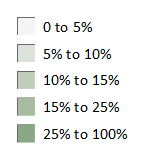
**FL-26 2016 LIKELY BASE TARGET DENSITY BASED ON NATIONAL SUPPORT AND TURNOUT MODELS**



**FL-26 2016 LIKELY PERSUASION TARGET DENSITY BASED ON NATIONAL SUPPORT AND TURNOUT MODELS**



**FL-26 2016 LIKELY TURNOUT TARGET DENSITY BASED ON NATIONAL SUPPORT AND TURNOUT MODELS**



**TABLE 1 – HISPANIC/LATINO VOTERS BY MODELED PARTY WITH SELECTED ELECTION RESULTS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hispanic Voters - Modeled Party | Current Reg. | 2014 Modeled Turnout | 2012 Modeled Turnout | 2010 Modeled Turnout | 2008 Modeled Turnout | Cong 2014 | Cong 2012 | Cong 2010 | Cong 2008 | Gov 2014 | Pres 2012 | Sen 2012 | Sen 2010 | Gov 2010 | Pres 2008 |
| Democrat | 103,762 | 27 | 58 | 25 | 66 | 87 | 91 | 85 | 79 | 84 | 87 | 87 | 58 | 82 | 79 |
| Ind/Other | 46,265 | 28 | 59 | 31 | 67 | 50 | 62 | 51 | 42 | 50 | 53 | 58 | 17 | 52 | 41 |
| Republican | 88,541 | 46 | 72 | 51 | 80 | 6 | 8 | 9 | 7 | 16 | 20 | 22 | 2 | 18 | 15 |

**TABLE 2 – HISPANIC/LATINO VOTERS TICKET SPLITTERS WITH SELECTED ELECTION RESULTS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hispanic Voters - Ticket Splitters | Current Reg. | 2014 Modeled Turnout | 2012 Modeled Turnout | 2010 Modeled Turnout | 2008 Modeled Turnout | Cong 2014 | Cong 2012 | Cong 2010 | Cong 2008 | Gov 2014 | Pres 2012 | Sen 2012 | Sen 2010 | Gov 2010 | Pres 2008 |
| Dem Base | 18,557 | 36 | 70 | 34 | 81 | 95 | 97 | 94 | 92 | 95 | 97 | 96 | 77 | 93 | 95 |
| Dem Middle | 41,230 | 25 | 58 | 24 | 66 | 89 | 93 | 87 | 84 | 89 | 92 | 92 | 61 | 86 | 87 |
| Dem Splitter | 43,975 | 24 | 53 | 21 | 61 | 79 | 84 | 76 | 69 | 73 | 74 | 77 | 42 | 71 | 65 |
| Ind Middle Scorer | 46,265 | 28 | 59 | 31 | 67 | 50 | 62 | 51 | 42 | 50 | 53 | 58 | 17 | 52 | 41 |
| Rep Splitter | 35,537 | 28 | 58 | 19 | 71 | 12 | 15 | 19 | 11 | 31 | 40 | 39 | 5 | 33 | 30 |
| Rep Middle | 29,673 | 44 | 72 | 50 | 76 | 7 | 7 | 10 | 6 | 17 | 16 | 20 | 2 | 21 | 11 |
| Rep Base | 23,331 | 78 | 93 | 94 | 95 | 3 | 3 | 5 | 3 | 8 | 6 | 9 | 1 | 12 | 4 |

**TABLE 3 – HISPANIC/LATINO VOTERS BY AGE GROUP WITH SELECTED ELECTION RESULTS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hispanic Voters -Age | Current Reg. | 2014 Modeled Turnout | 2012 Modeled Turnout | 2010 Modeled Turnout | 2008 Modeled Turnout | Cong 2014 | Cong 2012 | Cong 2010 | Cong 2008 | Gov 2014 | Pres 2012 | Sen 2012 | Sen 2010 | Gov 2010 | Pres 2008 |
| Currently 18-29 | 51,154 | 17 | 47 | 14 | 56 | 53 | 63 | 49 | 53 | 63 | 70 | 69 | 30 | 55 | 64 |
| Currently 30-44 | 59,147 | 24 | 56 | 22 | 64 | 48 | 57 | 44 | 46 | 55 | 61 | 63 | 25 | 50 | 54 |
| Currently 45-64 | 77,410 | 40 | 70 | 40 | 77 | 41 | 49 | 39 | 38 | 45 | 50 | 52 | 20 | 43 | 41 |
| Currently 65+ | 50,853 | 55 | 76 | 61 | 81 | 30 | 37 | 30 | 29 | 33 | 37 | 40 | 15 | 33 | 30 |

**TABLE 4 – HISPANIC/LATINO VOTERS BY SEX GROUP WITH SELECTED ELECTION RESULTS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hispanic Voters - Sex | Current Reg. | 2014  Modeled Turnout | 2012  Modeled Turnout | 2010 Modeled Turnout | 2008 Modeled Turnout | Cong 2014 | Cong 2012 | Cong 2010 | Cong 2008 | Gov 2014 | Pres 2012 | Sen 2012 | Sen 2010 | Gov 2010 | Pres 2008 |
| Female | 132,409 | 33 | 66 | 36 | 74 | 40 | 51 | 38 | 40 | 48 | 55 | 57 | 21 | 43 | 47 |
| Male | 105,824 | 35 | 61 | 37 | 70 | 38 | 47 | 35 | 37 | 40 | 46 | 49 | 18 | 37 | 37 |