Florida SD 38

Calculations and Strategy

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Overview

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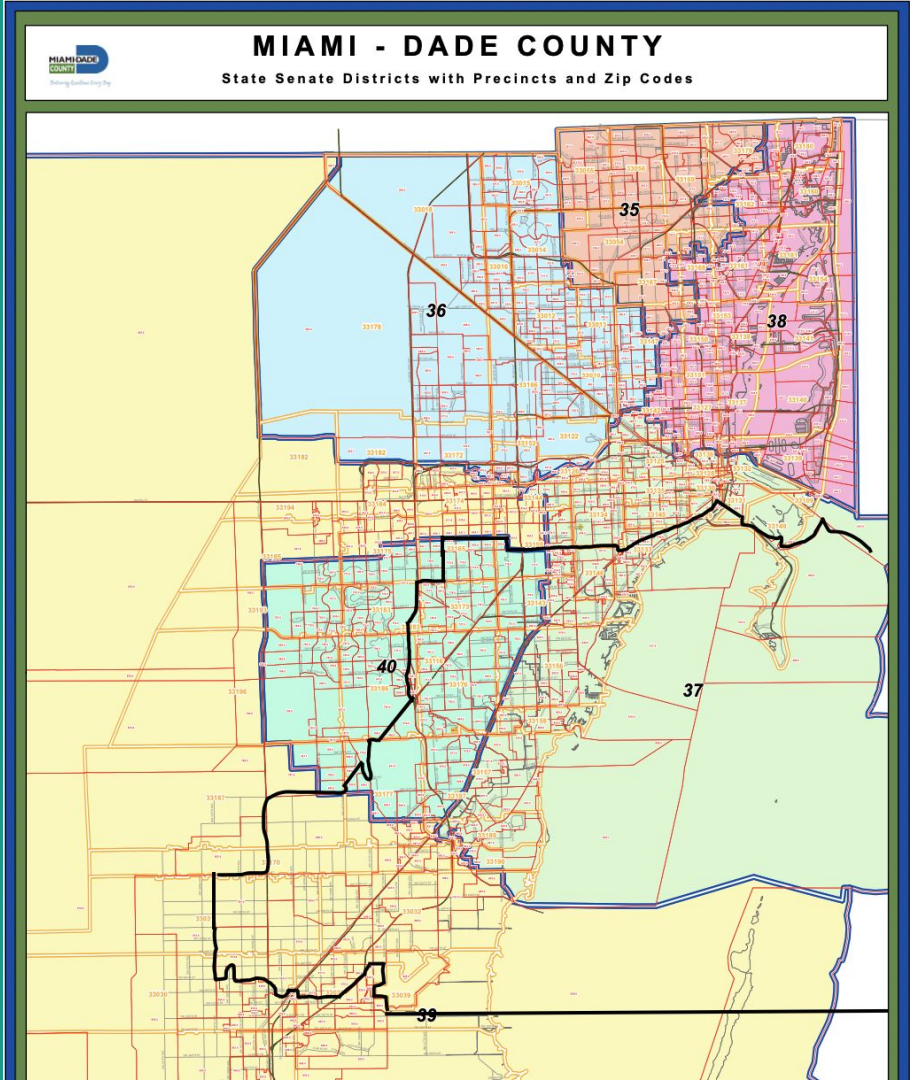
SD 38 Geography

- As of March 2022, Florida has undergone redistricting
- SD 38 is now composed of precincts from SD 37, 39, and 40
- *Highlighted in black:* Current SD 38
  - *NOTE:* underlying map is now outdated



SD 38 Demographics

- Race & Ethnicity
  - Hispanic : 43%
  - White : 32%
  - Black : 21%
  - Asian: 2%
  - Native American: 0.2%
  - Unknown: 2%
- Age
  - ~25% 18-34
  - ~50% 35 - 64
  - ~25% 65+
- Identified Gender
  - Female: 53%
  - Male: 47%
  - Unknown: 0.3%

Calculations

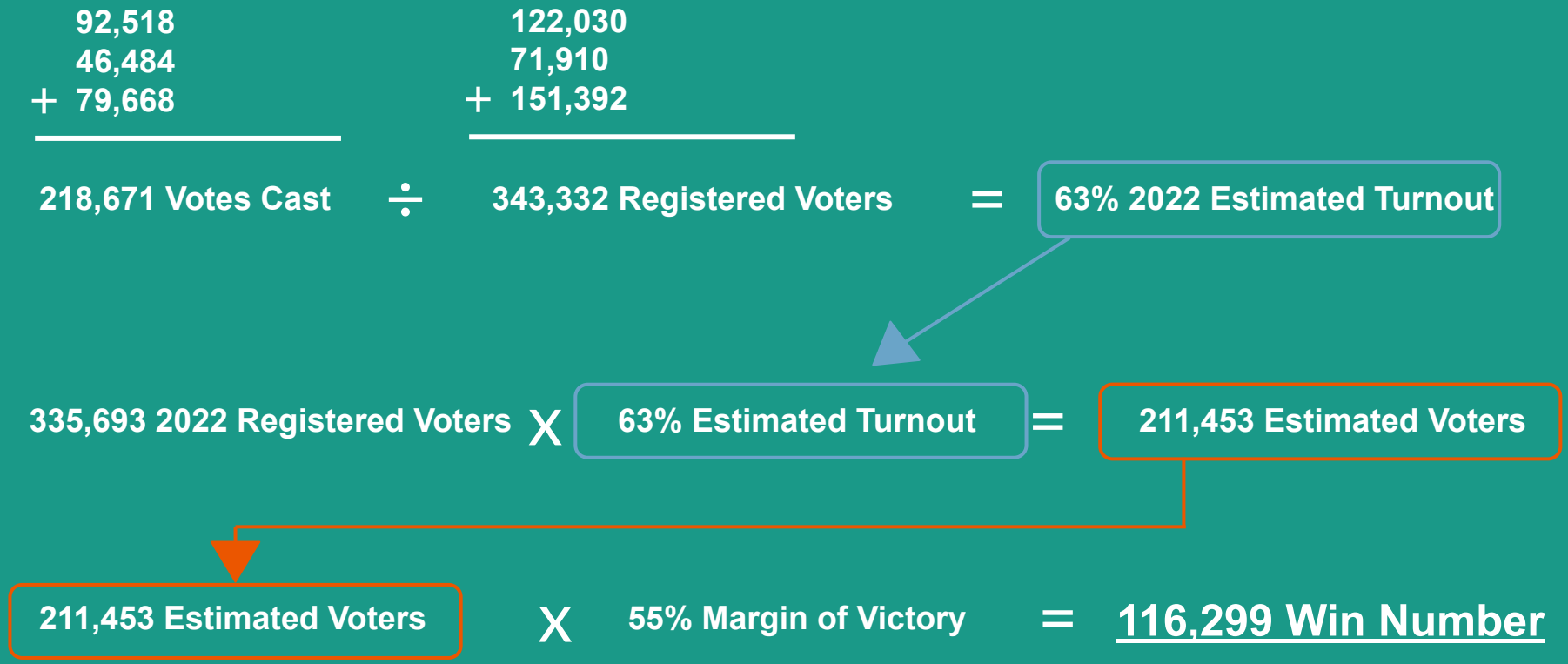
- **Assumptions**
  - No previous elections exist for the new SD 38
  - We will want to use conservative estimates and a larger margin of victory (55%) due to a lack of historical election data
  - The following calculations were made by retrieving previous election data from the precincts of SD 37, 39, and 40 that now compose SD 38
- **Justification**
  - Using past election data from the entirety of SD 37, 39, and 40 would be a vast oversimplification and would yield inaccurate numbers
  - While human error regarding precinct selection may introduce bias, we believe that the results are still much more robust than using election data from the entirety of the former three districts

Estimated Turnout & Win Number

$$\frac{\text{(2020) SD 37 Total Votes Cast} + \text{(2020) SD 39 Total Votes Cast} + \text{(2018) SD 40 Total Votes Cast}}{\text{(2020) SD 37 Registered Voters} + \text{(2020) SD 39 Registered Voters} + \text{(2018) SD 40 Registered Voters}} = \text{2022 Estimated Turnout \%}$$

$$\text{2022 Current Registered Voters} \times \text{2022 Estimated Turnout \%} = \text{Estimated Turnout}$$

$$\text{Estimated Turnout} \times \text{Margin of Victory} = \text{Win Number}$$


92,518
46,484
+ 79,668
122,030
71,910
+ 151,392
218,671 Votes Cast
÷
343,332 Registered Voters
=
63% 2022 Estimated Turnout
335,693 2022 Registered Voters
X
63% Estimated Turnout
=
211,453 Estimated Voters
211,453 Estimated Voters
X
55% Margin of Victory
=
116,299 Win Number

Vote Deficit

Estimated Voters X Average of Worst Candidate Scores = Number of Base Voters

Win Number - Number of Base Voters = Vote Deficit

211,453 Estimated Voters X (SD 37: 48.5% + SD 39: 42.8% + SD 40: 40.7%) ÷ 3 = 93,039 Base Voters

116,299 Win Number – 93,039 Base Voters = 23,260 Vote Deficit

Universe Counts

- With a Vote Deficit of 23,260, it is recommended to mobilize 69,780 voters (*vote deficit x 3)*
  - This allows for a ⅓ success rate when convincing voters to vote for our candidate

- Universe Count 1
  - Partisanship Score vs. General Election Voting History

- Universe Count 2
  - Partisanship Score vs. Abortion Ideology

		General Election Voting History			
Dem Support Likelihood ↓	Partishanship	0/3 Elections	1/3 Elections	2/3 Elections	3/3 Elections
	0 to 9.99	1,367	2,920	5,392	36,622
	10 to 19.99	5,522	7,491	5,727	9,911
	20 to 29.99	2,863	1,995	1,665	2,907
	30 to 39.99	1,553	1,496	1,327	2,855
	40 to 49.99	3,489	3,756	2,221	3,960
	50 to 59.99	3,955	4,162	2,588	4,506
	60 to 69.99	4,944	5,550	3,273	5,675
	70 to 79.99	6,228	5,112	4,035	7,409
	80 to 89.99	12,770	12,415	8,957	15,096
	90+	19,347	18,951	18,971	65,000

Legend
Will Not Vote / Will Not Vote Dem
Tier 1 Persuasion
Tier 2 Persuasion
GOTV
Base Voters

- Persuadable Voters
  - Tier 1 Persuasion: sometimes votes, could be convinced to vote Dem
  - Tier 2 Persuasion: sometimes votes: likely to be convinced to vote Dem
  - GOTV: sometimes votes, likely to vote Dem
  - Base Voters: might volunteer support for campaign efforts
- Persuading these groups can result in a maximum of 94,497 votes for our candidate
  - A ⅓ success rate would results in surpassing vote deficit by 7,924 votes

		General Election Voting History			
	Abortion Ideology	0/3 Elections	1/3 Elections	2/3 Elections	3/3 Elections
Pro Choice Likelihood ↓	10 to 19.99	1	5	8	16
	20 to 29.99	87	106	233	1,565
	30 to 39.99	504	593	1,229	8,162
	40 to 49.99	1,925	2,098	3,313	16,110
	50 to 59.99	4,854	4,698	6,260	19,975
	60 to 69.99	9,288	8,501	9,457	23,889
	70 to 79.99	11,609	10,052	11,648	32,555
	80 to 89.99	5,801	4,807	6,669	30,469
	90+	89	74	190	4,789

Legend
Will Not Vote / Will Not Vote Dem
Tier 1 Persuasion
Tier 2 Persuasion
GOTV
Base Voters

- The recent overturning of *Roe v. Wade* has been mobilizing citizens across the country
  - It is critical we reach these voters and convince them to express their dissent through voting
- Tier 1 Persuasion: sometimes votes, might be convinced to support a pro-choice candidate
- Tier 2 Persuasion: sometimes votes, likely to be convinced to support a pro-choice candidate
- GOTV: sometimes votes, will support pro-choice candidate
- Base Voters: might volunteer support for campaign efforts
- Persuading these groups can result in a maximum gain of 87,742 votes
  - A ⅓ success rate would results in surpassing vote deficit by 5,694 votes

Questions, Comments, Concerns?

Thank you for you time!

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