



# Florida SD 38

## *Calculations and Strategy*

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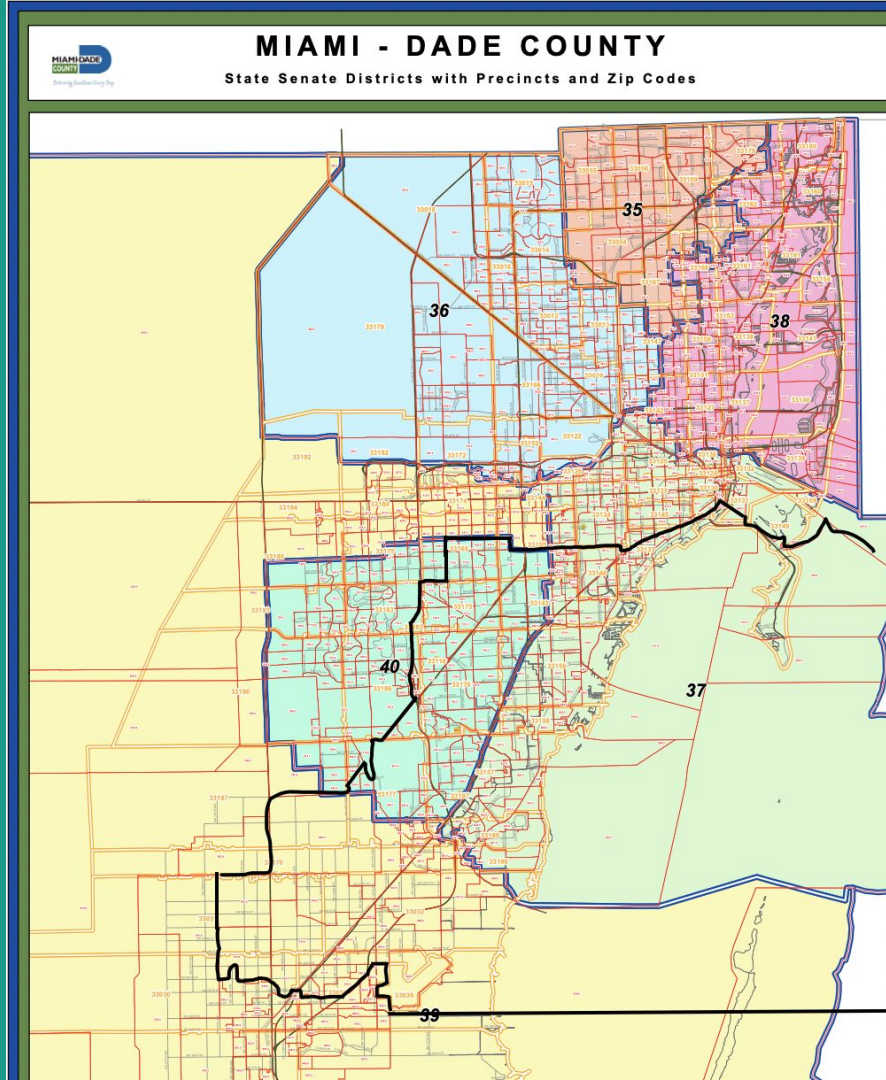
# Overview

- 1) SD 38 Geographic and Demographic Makeup
- 2) Calculations
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- 3) Universe Counts
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# SD 38 Geography

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- 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  - *NOTE:* underlying map is now outdated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

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- **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

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- **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

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

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

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

$$\begin{array}{r} 92,518 \\ 46,484 \\ + 79,668 \\ \hline \end{array}$$

$$\begin{array}{r} 122,030 \\ 71,910 \\ + 151,392 \\ \hline \end{array}$$

$$218,671 \text{ Votes Cast} \div 343,332 \text{ Registered Voters} = 63\% \text{ 2022 Estimated Turnout}$$

$$335,693 \text{ 2022 Registered Voters} \times 63\% \text{ Estimated Turnout} = 211,453 \text{ Estimated Voters}$$

$$211,453 \text{ Estimated Voters} \times 55\% \text{ Margin of Victory} = \underline{116,299 \text{ Win Number}}$$

# Vote Deficit

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$$\text{Estimated Voters} \times \text{Average of Worst Candidate Scores} = \text{Number of Base Voters}$$

$$\text{Win Number} - \text{Number of Base Voters} = \text{Vote Deficit}$$



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$$211,453 \text{ Estimated Voters} \times \begin{array}{l} \text{SD 37: 48.5\%} \\ \text{SD 39: 42.8\%} \\ + \text{SD 40: 40.7\%} \end{array} \div 3 = 93,039 \text{ Base Voters}$$


$$116,299 \text{ Win Number} - 93,039 \text{ Base Voters} = \underline{23,260 \text{ Vote Deficit}}$$

# Universe Counts

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- With a Vote Deficit of 23,260, it is recommended to mobilize 69,780 voters (*vote deficit x 3*)
  - This allows for a  $\frac{1}{3}$  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

	Medium Likelihood: Working Phone Number				Very High: Working Phone Number			
	General Election Voting Hitory				General Election Voting History			
Partisanship	0/3 Elections	1/3 Elections	2/3 Elections	3/3 Elections	0/3 Elections	1/3 Elections	2/3 Elections	3/3 Elections
0 to 9.99	43	48	138	787	856	1,922	4,047	28,958
10 to 19.99	123	112	107	173	3,029	4,709	4,178	7,766
20 to 29.99	43	22	29	66	1,700	1,323	1,186	2,251
30 to 39.99	19	44	21	52	970	911	900	2,123
40 to 49.99	58	56	50	87	1,574	1,894	1,376	2,799
50 to 59.99	45	65	42	88	1,813	2,150	1,607	3,222
60 to 69.99	33	59	37	76	2,607	3,360	2,093	4,252
70 to 79.99	48	45	37	98	3,341	2,988	2,614	5,481
80 to 89.99	106	88	78	175	6,427	7,001	5,709	11,124
90+	143	135	146	580	9,754	10,084	11,130	45,733
Unknown	2	0	0	0	403	9	27	53

Legend
Devout Rep: No Contact
Strong Rep: No Contact
Unknown Outcome: Use Descretion
Persuadable Voter: Always Contact
GOTV Dem: Always Contact
Will Vote Dem: Use Descretion

- Contacting phone numbers with a high chance of validity saves time and calls made
- Persuadable Voters
  - Halfway between conservative and liberal
  - Can be swung to support democratic candidate
  - Voting in at least one of 3 past elections, these candidates can be motivated to go to the polls
- GOTV Dem
  - Likely to vote for a democratic candidate
  - Voting in at least one of 3 past elections, these candidates can be motivated to go to the polls
- Persuading these groups can result in a maximum of 81,499 votes for our candidate

	Likelihood to be Pro-Choice										
Partisanship	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+	Unknown
0 to 9.99	0	21	1,649	8,080	13,943	11,806	4,833	1,467	369	9	4,124
10 to 19.99	0	2	159	1,059	3,603	6,483	4,822	2,413	780	19	9,311
20 to 29.99	0	0	24	211	980	2,049	2,105	1,417	493	18	2,133
30 to 39.99	0	1	28	147	602	1,290	1,629	1,430	410	12	1,682
40 to 49.99	0	0	16	142	547	1,279	2,184	2,265	567	13	6,413
50 to 59.99	0	0	23	156	601	1,530	2,629	2,713	783	6	6,770
60 to 69.99	0	1	21	175	662	1,814	3,467	3,187	939	23	9,153
70 to 79.99	0	2	19	171	734	2,241	4,998	4,670	1,698	38	8,213
80 to 89.99	0	1	25	215	981	3,550	8,766	10,888	5,485	126	19,201
90+	0	2	27	132	793	3,745	15,702	35,414	36,222	4,878	25,354

Legend
Devout Rep: No Contact
Strong Rep: No Contact
Unknown Outcome: Use Descretion
Persuadable Voter: Always Contact
Will Vote Dem: Use Descretion

- 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
  - Likely Republicans that lean towards pro-choice can be a gain for us, and a loss for the republican candidate
- Persuadable Voters
  - Halfway between conservative and liberal
  - Hold strong pro-choice ideologies
  - Can be swung to support a democratic candidate
- Persuading these groups can result in a maximum gain/steal of 31,212 votes

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**Questions, Comments, Concerns?**

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**Thank you for you time!**

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