

# Florida is a litany of near Democratic wins



- **Nelson** lost by 10,033 in FL; Would have won with increased Democratic turnout of 0.25 points.
- **Gillum** lost by 32,463 in FL; Would have won with increased Democratic turnout of 0.81 points.
- **Clinton** lost by 112,911 in FL; Would have won with increased Democratic turnout of 2.1 points.
- **Gore lost the Presidency by 537 FL votes.**



“I've learned that this election is about the heart of America. It's about the young people who are losing hope and the old people who have been forgotten. It's about those who have worked all their lives and never fully realized the promise of America, but see that promise for their grandchildren in Barack Obama. The poor see a chance, when they often have few. I saw hope in the eyes and faces in those doorways.” Jonathan Curley

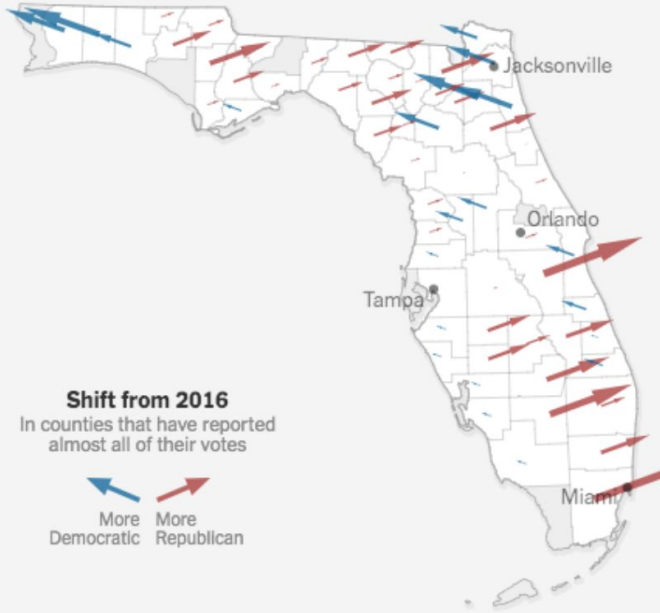
1-Voters are accustomed to hearing from us once a year-for money and a vote, yet we bill ourselves as the party of the people.

How can we represent ‘the people” if we don't engage with them?

2-Every conversation is a chance to improve our data and make our GOTV focused efforts more effective and less of a drain on limited resources

3-it gives your volunteers confidence and renews their commitment to the elections. People support that which they help create.

**MOST IMPORTANT-it's the most effective strategy available**



### Change in margin of victory in large Florida counties

Counties with the most votes cast

← More Democratic      No change      More Republican →

| County       | 2016 Margin | 2020 Margin | Change                   |
|--------------|-------------|-------------|--------------------------|
| Miami-Dade   | +29D        | +7D         | Shift towards Republican |
| Broward      | +35D        | +30D        | Shift towards Republican |
| Palm Beach   | +15D        | +13D        | Shift towards Republican |
| Hillsborough | +7D         | +7D         | No change                |
| Orange       | +24D        | +23D        | Shift towards Republican |
| Duval        | +4D         | +1R         | Shift towards Republican |
| Lee          | +19R        | +20R        | Shift towards Republican |
| Brevard      | +16R        | +20R        | Shift towards Republican |
| Polk         | +14R        | +14R        | No change                |

2020 results

2017-2020 498,748

Knocks

171,907 Calls

## Was VBM & total turnout higher in School Board District 3 & Palm Bay?

**YES:** Total turnout was 8.6 percentage points higher, and mail ballot turnout was 5.6 percentage points higher, in School Board District 3 than in areas of the County with no turnout activities orchestrated by BrevardDems. Total turnout was 4.3 percentage points higher in Palm Bay than in areas of the county not targeted by BrevardDems. In addition to differences in candidates and in voter base & demographics, we assume that greater performance in SB3 was due to significantly more voter contacts in that area, as shown in the chart below. It's unclear why Palm Bay mail ballot turnout was impacted so little by BrevardDems effort; we assume differences in district demographics, candidate, and lower rates of voter contact are to blame.

|                             | Total Turnout |             | Mail Turnout |             | Early Vote Turnout |             | Election Day Turnout |             | Voter Contact |        |
|-----------------------------|---------------|-------------|--------------|-------------|--------------------|-------------|----------------------|-------------|---------------|--------|
|                             | #             | %           | #            | %           | #                  | %           | #                    | %           | Walk          | Phone  |
| <b>School Board 3</b>       | 10,867        | 39.1%       | 7,727        | 27.8%       | 934                | 3.4%        | 2,206                | 7.9%        | 18,154        | 12,634 |
| <b>Non-Target Precincts</b> | 25,988        | 30.6%       | 18,853       | 22.2%       | 2,372              | 2.8%        | 4,763                | 5.6%        |               |        |
| <b>Impact</b>               |               | <b>8.6%</b> |              | <b>5.6%</b> |                    | <b>0.6%</b> |                      | <b>2.3%</b> |               |        |

|                             |        |             |        |             |       |             |       |             |        |       |
|-----------------------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|--------|-------|
| <b>Palm Bay</b>             | 10,292 | 34.9%       | 6,774  | 22.9%       | 1,329 | 4.5%        | 2,189 | 7.4%        | 13,770 | 4,952 |
| <b>Non-Target Precincts</b> | 25,988 | 30.6%       | 18,853 | 22.2%       | 2,372 | 2.8%        | 4,763 | 5.6%        |        |       |
| <b>Impact</b>               |        | <b>4.3%</b> |        | <b>0.8%</b> |       | <b>1.7%</b> |       | <b>1.8%</b> |        |       |