

Battleground state: Clinton invests heavily in Florida while Trump catches up after a slow start

Presidential candidate strategy in Florida



Florida from Clinton's perspective

- Clinton and her allies have spent over \$20 million so far in Florida according to NBC News.
- In an August 2nd rally at Daytona State College, Tim Kaine stressed that it was his second trip to the state in 10 days saying, "I think you can see that to the Clinton team, Florida is really, really important."
- The campaign is targeting the "I-4 corridor" of swing counties with middle-income families as well as younger families and an influx of Hispanic voters including many citizens who have left the economic difficulty in Puerto Rico.
- Clinton and Trump are currently neck and neck with Trump leading by only 0.7 points
- According to the Clinton camp, her campaign has "a few hundred staffers on the ground" and many are focused on registration efforts.
- In the coming weeks the campaign will also send surrogates and entertainers to rally support in the state.



Florida from Trump's perspective

- Trump has pre-existing ties to Florida; the most significant being Trump National Golf Course in Doral which is his biggest source of income according to his most recent FEC filings
- After weeks of very little activity in Florida, Trump met with the Republican National Committee in Orlando on August 12th (87 days before the general election) to agree on a plan to increase efforts in Florida
- Without Florida, Trump will have a difficult path to 270 electoral votes
- The candidate has not yet run any general-election ads, instead relying on rallies to energize supporters
- Trump and campaign insiders explain that this delayed strategy in Florida is deliberate and meant to let Clinton run through the motions and run through her resources
- The Trump campaign started a large advertisement push in Florida in late August that seems to have paid off as Clinton lost her 3 point lead in early September and now trails Trump by less than a point

Sources: Jonathan Swan, "Trump Campaign Plans Rapid Florida Expansion," *The Hill*, August 13, 2016; John Wagner, Ed O'Keefe, "Fast-Growing, Diverse Part of Florida Earns Special Attention from Clinton, Trump," *The Washington Post*, August 2, 2016; *RealClearPolitics Battleground States Polling Average*, September 15, 2016.

Battleground state: Florida’s key counties require heavy ground game from both candidates

Key battleground counties in Florida

County	Past elections	Population	Registered voters	Analysis
Duval County	<p>2016 primary: Clinton, Trump</p> <p>2012: Obama 48, Romney 51</p>	913,010	<p>Democrat: 230,401</p> <p>Republican: 211,817</p> <p>Unaffiliated: 102,635</p> <p>Other: 16,526</p>	<ul style="list-style-type: none"> • Duval is a historically Republican county, but nearly went for Obama in 2008 thanks to a high African-American turnout • Bill Clinton went to the county to open a campaign office for the Clinton campaign • However, party leaders are skeptical that Democrats can win in this county with Clinton on the ticket
Hillsborough County	<p>2016 primary: Clinton, Trump</p> <p>2012: Romney 46, Obama 53</p>	1,349,050	<p>Democrat: 316,586</p> <p>Republican: 258,725</p> <p>Unaffiliated: 206,457</p> <p>Other: 22,695</p>	<ul style="list-style-type: none"> • Bush took this county in 2000 and 2004, but it flipped for Obama in 2008 and 2012 • The county is a bellwether for the state—since 1960, no candidate has won Florida without winning Hillsborough
Palm Beach County	<p>2016 Primary: Clinton, Trump</p> <p>2012: Obama 58, Romney 41</p>	1,422,798	<p>Democrat: 369,734</p> <p>Republican: 247,029</p> <p>Unaffiliated: 218,642</p> <p>Other: 30,414</p>	<ul style="list-style-type: none"> • Trump is highly unlikely to win in this county, despite owning a home here • Democrats have a large voter registration advantage • Clinton’s strategy here will be to run up her numbers to offset losses in northern parts of the state • Republican county chairman Michael Barnett said he’d celebrate if Trump could do better than Romney’s 41% here in 2012

Sources: Darren Samuelsohn, Katie Glueck, Kyle Cheney, “25 Battleground counties to watch,” POLITICO, August 8, 2016; Jonathan Swan, “Trump Campaign Plans Rapid Florida Expansion,” The Hill, August 13, 2016; John Wagner, Ed O’Keefe, “Fast-Growing, Diverse Part of Florida Earns Special Attention from Clinton, Trump,” The Washington Post, August 2, 2016; POLITICO’s Battleground States Polling Average, August 15, 2016.