



Demographics

1. Your District

- What is the Democratic performance?
- How many people are registered to vote? What is their partisan split?
- What was the voter turnout percentage in the last Presidential and non-Presidential elections?
- How many votes did the winner receive in the last like campaign and what was his/her margin of victory?
- How much was spent by each candidate in the last like election?

2. General Political Landscape

- What elections and initiatives will also appear on the ballot?
- Do you expect your district to be a focus of intense activity by other candidates?
- How do you expect top-of-the-ticket organizing to impact turnout?
- Do you run as a slate with others in your district, and if so, can you combine efforts in any way?
- What organizations and political leaders do you expect to line up in support of and in opposition to your campaign?
- Are there overriding national concerns that will impact your race, or that have particular relevance to your district?
- What resources can you expect from your state party or caucus?