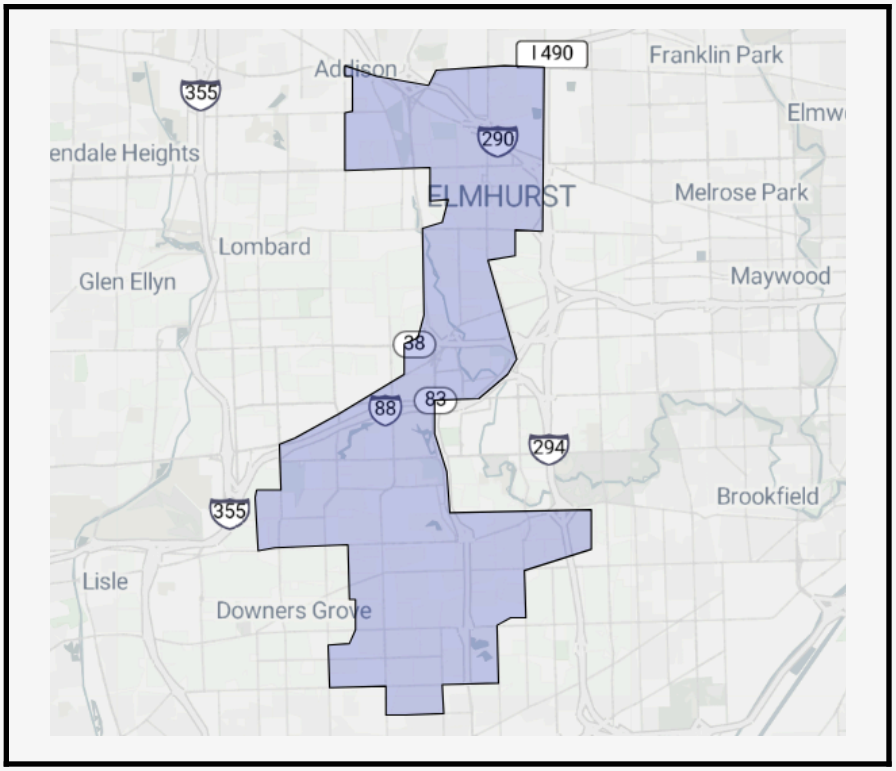
Illinois

45th State Rep District



District Topline Report

Spring 2025

Strategy

HD45 has 84,037 registered voters, and we estimate 52% (43,780 voters) will turnout in 2026. To win, the campaign needs at least 21,891 votes, and **a safe target is 22,985 (50% + 5%)**. The strategy to reach this number relies on securing a strong share of swing voters through identification and persuasion efforts, followed by a GOTV effort to maximize Republican turnout..

The **Republican base in this district consists of 32.66% of the active voters**, compared to the **37.33% for the Democrats**. Thus, the key to winning in HD45 is the 13,937 active swing voters, who represent 30.0% of the district. **To secure a majority, the campaign needs to win 6,715 of these swing voters**. This requires a direct voter ID effort, with follow-up persuasion and consistent engagement throughout election day. These voters are the deciding factor and should be the focus of most outreach resources.

Because of the inherent Republican deficit in this race, **inactive voters will likely also play a role in any successful campaign**. There are nearly 3,000 Republicans who do not regularly vote in Gubernatorial elections, but may have come out in 2024—**with the right candidate in place, they could be convinced to turn out** by a targeted GOTV effort.

To pull this off, the campaign will need to prioritize outreach in three areas:

1. recruiting hard Republican volunteers
2. persuading swing voters, and
3. reactivating inactive Republicans.

This means knocking on over 22,000 doors, making nearly 18,000 calls, and sending texts to close to 20,000 cell phones, all the while ensuring the field team is focused on the voters most likely to shift the outcome.

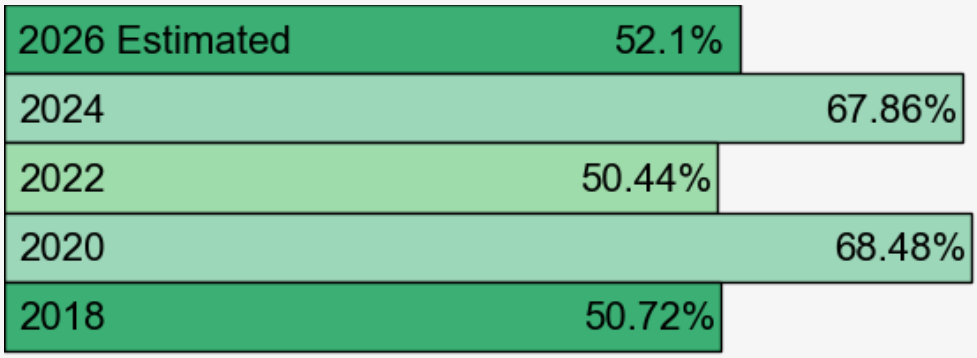
With the right execution, **HD45 is a winnable district.**

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Toplines:

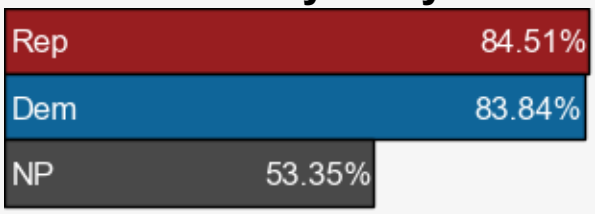
Registered Voters:	84,037	
2025 Estimated Turnout*:	43,780	(52.1%)
Win Number:	21,891	(50%+1)
Vote Goal:	22,985	(Win+5%)

Turnout:

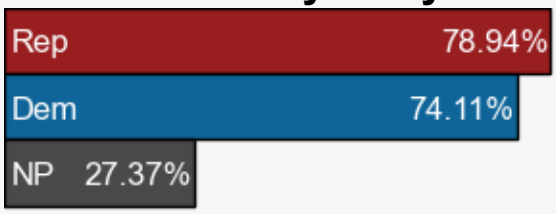


**Estimate based on Presidential Average +3%*

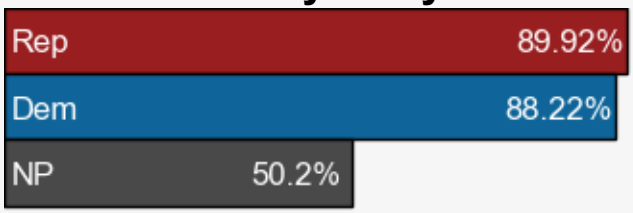
2024 Turnout by Party:



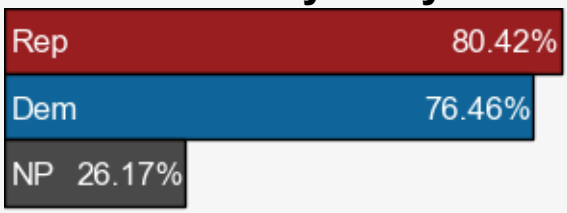
2022 Turnout by Party:



2020 Turnout by Party:



2018 Turnout by Party:

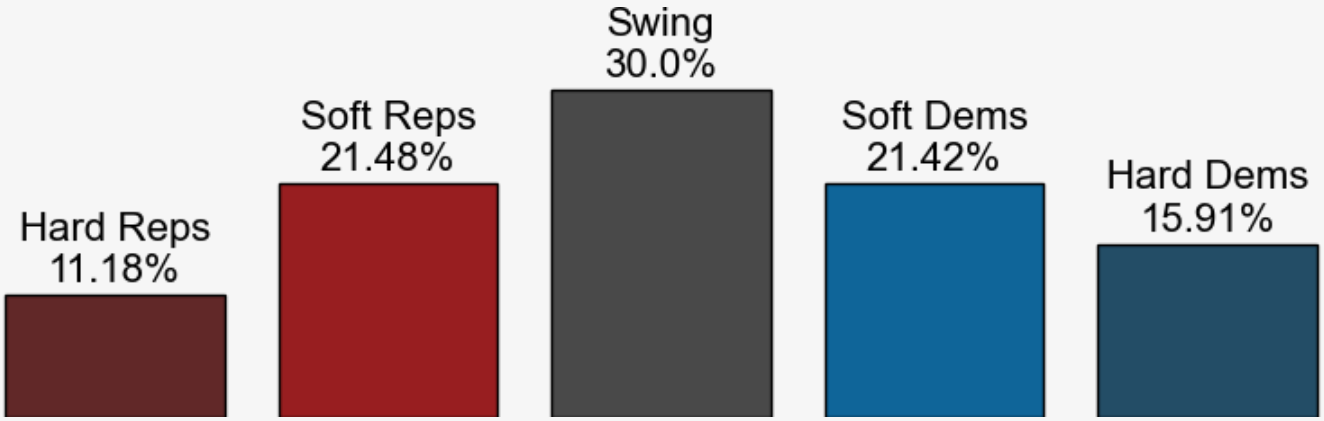


Partisan turnout is high in part due to the fact that partisanship was determined by primary election participation, and those who turnout in primaries tend to do so in general elections as well.

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Universe Counts:

Current makeup of the active voter universe, separated by Party Affiliation*.



**Party Affiliation determined by primary participation*

Group	Individuals	Households	Percent
Base (Hard Reps):	**5,195**	**3,960**	**(11.18%)**
Reinforcement (Soft Reps):	**9,981**	**7,794**	**(21.48%)**
ID/Persuasion (Active Swing):	**13,937**	**10,851**	**(30.0%)**
Dissuasion (Soft Dems):	**9,954**	**7,991**	**(21.42%)**
Opposition (Hard Dems):	**7,393**	**5,517**	**(15.91%)**

Assuming you win all Republicans (15,176) you will need to win 6,715 (48.18%) of Active Swing voters. Additionally there exist a large number of voters we expect will not participate in the election:

GOTV (Inactive Reps):	2,924	2,504	(7.78%)
Ignore (Inactive Swing):	30,499	19,607	(81.16%)
Do Not Contact (Inactive Dems):	4,154	3,557	(11.05%)

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Voter Engagement Requirements

Target Universe Sizes	Individuals	Households
Vol Recruit (Hard Reps)*:	5,345	4,095
ID (Swing & Soft Reps):	23,918	18,645
GOTV (Inactive Reps):	2,924	2,504

**Including both active and inactive voters*

Contact Methods by Outreach Group:

1. Volunteer Recruitment (Hard Reps)

Doors:	4,095 households
Phones:	4,134 landlines
Texts:	4,684 cell phones

2. ID/Persuasion (Active Swing & Soft Reps)

Doors:	18,645 households
Phones:	16,898 landlines
Texts:	21,276 cell phones

3. GOTV (Inactive Reps)

Doors:	2,504 households
Phones:	2,290 landlines
Texts:	2,614 cell phones

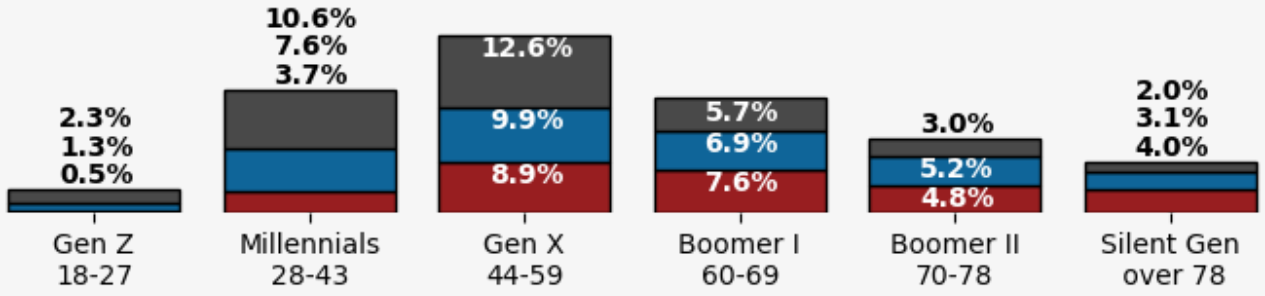
Estimated Outreach Metrics:

Total Doors:	25,244	(Approx. 750 Hours per pass)
Total Landlines:	23,322	(Approx. 450 Hours per pass)
Total Cells:	28,574	(Approx. $990 per text)

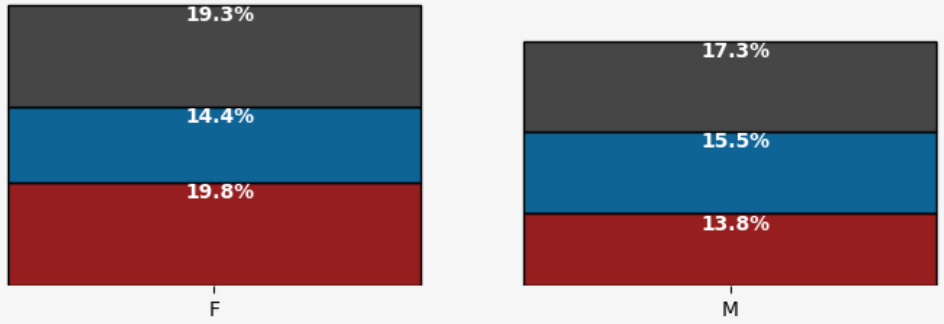
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Demographics by Party:

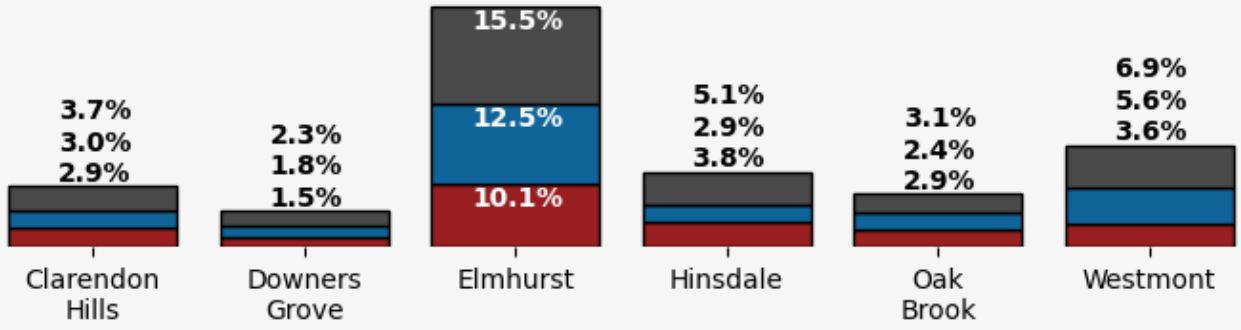
Party Affiliation by Age Range:



Party Affiliation by Gender:



Party Affiliation by Municipality:



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