

The Farenthold Surprise

Derek Willis

The New York Times

Meet Blake

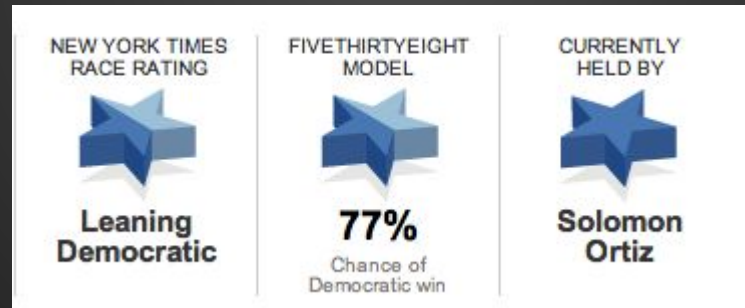


The Lay of the Land

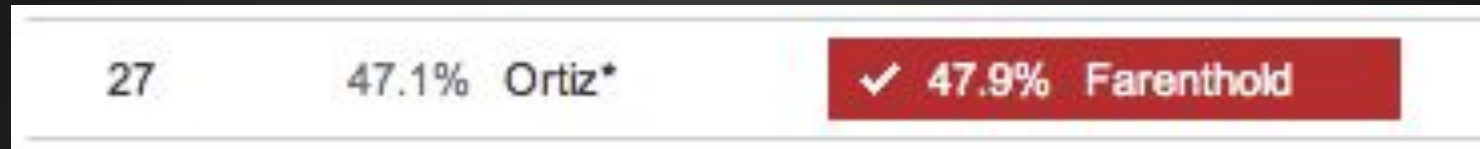
Texas 27th Congressional District

70% Hispanic population

Cook PVI Rating: R+2



The Outcome



Should we have seen this coming?

Maybe.

Declining Primary Support

A	B	C	D	E	F	G
MEMBER	2002	2006	2010	Max-2010	PARTY	W/L
Solomon P. Ortiz	41,574	31,563	21,948	(19,626)	D	L

[\(source\)](#)

Plus low Democratic voter enthusiasm throughout 2010.

Primaries Matter

Historic primary results matter. Get them.

Solomon P. Ortiz						
Candidacies						
Office	Election	Party	Year	Running?	Winner?	Votes
TX U.S. House District 27	Primary	DEM	2010	Yes	true	21948
TX U.S. House District 27	General	DEM	2010	Yes	false	50226
TX U.S. House District 27	General	DEM	2008	Yes	true	104864
TX U.S. House District 27	Primary	DEM	2008	Yes	true	77513
TX U.S. House District 27	General	DEM	2006	Yes	true	62058
TX U.S. House District 27	Primary	DEM	2006	Yes	true	31563
TX U.S. House District 27	General	DEM	2004	Yes	true	112081
TX U.S. House District 27	Primary	DEM	2004	Yes	true	44849
TX U.S. House District 27	Primary	DEM	2002	Yes	true	41574
TX U.S. House District 27	General	DEM	2002	Yes	true	68559
TX U.S. House District 27	Primary	DEM	2000	Yes	true	36569
TX U.S. House District 27	General	DEM	2000	Yes	true	102088

Hoard, then Combine

- * Previous results
- * Campaign finance
- * Voter registration
- * District boundaries
- * Broadcast public files
- * Polling
- * Campaign materials