



Report: Survey of Unregistered Likely GOP Nonvoters

Campaign Now Publishes Findings of Survey of Unregistered
Conservatives in Key 2024 Battleground States

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Summary

[Campaign Now](#), a leading conservative grassroots strategy & consulting firm partnered with [Tele-Town Hall, LLC](#) to deploy and collect survey responses from unregistered, likely GOP nonvoters in key swing states to learn more about why they don't participate in elections. The survey was conducted in conjunction with the [Center for Voter Participation](#) and the survey was conducted from March 8th to April 4th, 2024.

This demographic is challenging to reach for surveys and the nonvoters in Wisconsin & Michigan that were surveyed could have a significant influence on the outcome of the 2024 election if they register to vote and participate. Based on our research and modeling, there is a potential unregistered, likely GOP aligned citizen cohort of about 3 million in the top 5 presidential swing states with 311,206 in Wisconsin and 581,173 in Michigan, two midwestern states that will contribute to the outcome of the 2024 Presidential election.

Introduction

The Campaign Now's survey of unregistered conservatives in key 2024 battleground states provides crucial insights into voter engagement challenges and opportunities. Conducted in collaboration with Tele-Town Hall, LLC. and the Center for Voter Participation from March 8th to April 4th, 2024, the survey targeted unregistered conservative nonvoters in Wisconsin and Michigan. With an estimated three million unregistered, likely GOP-affiliated citizens across key swing states, the survey aimed to uncover reasons for non-participation and collect insights that inform strategies for increased voter registration and engagement.

Methodologically, the survey utilized multi-mode, automated technologies, including text message SMS surveys and Interactive Voice Response (IVR) technology. A total of 157 completed questionnaires were collected, providing valuable demographic insights into the target demographic's characteristics.

This report offers a summary of the survey findings, including reasons for non-registration, interest in participation in future elections, and willingness to receive assistance with voter registration. The insights provided aim to inform GOP candidates and political campaigns and

public policy organizations about the importance of engaging with unregistered conservative nonvoters and the potential impact of targeted outreach efforts.

Survey Findings

Here is a brief summary of the survey findings for each section of the survey about why this key voting group does not register to vote:

i) Reasons for Non-Registration:

- Family commitments: 35.7%
- Distrust in the voting process: 17.8%
- Apathy towards elections: 13.4%
- Work commitments: 8.9%
- Other issues: recent relocation, outdated identification, or lapsed registration

ii) Interest in Participation:

- 62% expressed interest in participating in the 2024 elections.
- 29% indicated a lack of interest.
- Potential for increased voter turnout among unregistered conservative nonvoters.
- Need for targeted outreach efforts to re-engage disinterested nonvoters.

iii) Willingness for Assistance:

- 23.4% expressed a desire for assistance with voter registration.
- 62.3% indicated a lack of interest in assistance.
- Highlighted the need for support in navigating the registration process.
- Underscored the challenge of engaging with a demographic perceiving barriers to registration as insurmountable.

Demographic Analysis

The survey sample comprises a diverse array of demographic characteristics, shedding light on the profile of unregistered conservative nonvoters in Wisconsin and Michigan. Among the

respondents, a breakdown of key demographics reveals noteworthy trends and insights into voter engagement.

Age: The age distribution within the survey sample showcases a varied representation, with 26% of respondents falling below the age of 45. Additionally, 19.57% are aged between 45 and 54, while 28.42% are between 55 and 64. Notably, 25.87% of respondents are aged 65 and above. This is a broad spectrum of age groups within the unregistered conservative voter population, each with its own unique considerations and priorities regarding political participation.

Gender: Analysis of gender demographics indicates that 57% of respondents identify as male. This disparity in gender representation merits the importance of understanding and addressing potential gender-specific barriers to voter registration and engagement.

Education Level: Regarding education, the survey sample presents a diverse mix of educational backgrounds. Less than 19% of respondents possess a college degree, while 42% have attained a high school education. Varying levels of educational attainment among unregistered conservative nonvoters may influence their perceptions and behaviors related to political participation.

Income and Professions: The group surveyed was predominately a working class, blue-collar demographic. The income distribution among respondents reveals significant diversity, with 43% reporting an annual income of less than \$80,000. Furthermore, 31% fall within the income bracket of \$80,000 to \$125,000, while 19.25% earn between \$125,000 and \$200,000 annually. A minority, comprising 7.19% of respondents, report an income exceeding \$200,000.

Political Affiliation and Interests: These citizens were 95% likely to affiliate politically with conservative causes and GOP candidates. Their consumer and lifestyle interests were concentrated on hunting or had a veteran in the household and a large segment of the population had work or a profession in manufacturing, agriculture and farming sectors.

Methodology

The survey conducted by Campaign Now, in collaboration with Tele-Town Hall, LLC. and the Center for Voter Participation, aimed to understand the perspectives and behaviors of unregistered conservative nonvoters in pivotal 2024 battleground states, specifically Wisconsin and Michigan.

Spanning from March 8th to April 4th, 2024, the survey employed a multi-mode approach to reach a diverse range of respondents. Utilizing automated technologies, including SMS surveys and Interactive Voice Response (IVR) systems, ensured broad outreach to both mobile and landline users. The survey sample consisted of 157 completed questionnaires, with an average interview duration of 2 minutes, capturing succinct insights from this elusive demographic.

The study incorporated innovative methodologies, such as Tele-Town Hall's "Live Voice Broadcasting" technology, to enhance engagement with mobile phone users and facilitate participation. Through these advanced techniques, Campaign Now aimed to gather comprehensive data on the attitudes and preferences of unregistered conservative nonvoters, informing strategic initiatives to increase voter engagement and turnout in key battleground states.

Full Results & Key Findings

The survey conducted by Campaign Now, in collaboration with Tele-Town Hall, LLC and the Center for Voter Participation, aimed to explore the motivations and barriers behind non-registration among conservative nonvoters in key 2024 battleground states, specifically Wisconsin and Michigan. The findings provide valuable insights into the challenges faced by this demographic and opportunities for increased voter engagement.

Reasons for Non-Registration

Among the 157 respondents, family commitments emerged as the primary obstacle to voter registration, with 35.7% citing familial responsibilities. 17.8% said they did not trust the electoral process, and 13.4% said they did not care about elections. Work commitments were cited by 8.9% of respondents, underscoring the challenges faced by working individuals in participating in the electoral process. Other notable issues included recent relocation, outdated identification, or lapsed registration.

Interest in Participation

Despite the barriers to registration, there is a significant level of interest in participating in future elections among unregistered conservative nonvoters. Of the 84 respondents, 62% expressed interest in participating in the 2024 elections, indicating a potential for increased voter turnout within this demographic. However, 29% indicated a lack of interest, suggesting the need for targeted outreach efforts to educate and engage these citizens about the importance of voting.

Willingness for Voter Registration Assistance

The survey revealed mixed sentiments regarding willingness to receive assistance with voter registration. While 23.4% expressed a desire for assistance and 14.3% were unsure about the process for registering to vote, 62.3% indicated a lack of interest. This highlights the need for specific support programs to address logistical barriers and facilitate voter registration among conservatives.

The findings highlight the significance of understanding the complex factors and challenges that conservative unregistered nonvoters encounter. By addressing these barriers and implementing targeted outreach strategies, conservative campaigns, the Republican Party, and like-minded public policy organizations can effectively engage this demographic and increase voter turnout in future elections.

Conclusion

The survey findings shed light on the complex dynamics influencing the participation of conservative nonvoters in elections. Identified barriers, including family and work commitments, distrust in the voting process, and apathy towards politics, show the multifaceted challenges faced by this demographic. Despite these obstacles, the significant interest expressed by respondents in participating in future elections highlights the potential for increased voter turnout among unregistered conservative nonvoters, presenting an opportunity for political engagement and influence.

Going ahead, it is critical to tackle these issues with focused education campaigns and easily accessible resources. By debunking misconceptions surrounding the voting process and providing assistance with voter registration, efforts can be made to empower conservative nonvoters and foster a culture of civic engagement. Collaboration with grassroots organizations and community leaders will be key in mobilizing conservative nonvoters and ensuring their voices are heard in the political arena, thereby strengthening democracy and promoting active participation in the electoral process.

Appendices

Appendix A: Survey Questionnaire

Question 1: Our records indicate that you or someone in your household is either NOT registered to vote or NOT participating in elections. We would like to know why. Please select one from the following options:

- Work commitments prevent you from voting
- Family commitments prevent you from voting
- You are unfamiliar with the elections or issues
- You do not trust the voting process

- You are sick or injured and cannot participate
- Your driver's license or other photo ID is out of date
- Your voter registration is out of date
- You recently moved and have not re-registered to vote
- You just don't care about politics

Question 2: Are you interested in participating in the 2024 Presidential election?

- Yes
- No
- Unsure
- Repeat this question

Question 3: Here's the final question, do you want any assistance with registering to vote or making sure you are properly registered to vote?

- Yes
- No
- Unsure
- Repeat this question

Appendix B: Alternative Survey

Reasons for Not Voting:

What, if anything, would make you more likely to vote in future presidential elections?

What are the biggest barriers to voting that you face? (Transportation, Work schedule, Lack of interest, Other – please specify).

Absentee Ballot Registration:

- Are you aware that you can permanently register for an absentee ballot in Wisconsin, Michigan? (If the respondent answers yes, skip to question 8.)
- Would you be interested in learning more about how to permanently register for an absentee ballot?
 - If yes, I can provide you with information on how to do so.
 - If no, thank you for your time

Notes From John Connors, the Author

- “This may be the toughest citizen group to reach that I’ve ever seen. There is a high level of apathy and mistrust in the political and electoral process and a deep inward focus on family and work priorities that makes this group understandably disengaged from registering as a voter, let alone participate in elections.”
- “The fact that 62% of the respondents said they were interested in participating in 2024 shows what an opportunity there is for engagement and the fact that nearly a quarter of those respondents said they would like assistance demonstrates that this should be a priority for conservative campaigns, the Republican Party and like-minded public policy organizations.”
- “It’s clear that this group needs education about voting and the importance of participating but the challenge is this is not your citizen group that likes to fill out paperwork. We’ve even heard in some interviews for instance that they don’t have a

printer at home, their Drivers ID is out of date, recently moved or they don't have a postage stamp let alone the time during the working hours to get a hold of the elections office to ask questions."

- "You can see by the income level, marriage rate and home ownership levels, that these are hard working folks who have solid values and are focused on those basic things in life, so this is really a voter the GOP should be pursuing."
- "From my experience with some of the top organizations that focus on activating these types of nonvoters, it can cost \$150-200 per new voter if an organization is realistically measuring all-in expenses like staff costs, marketing & advertising expenses when allocating it to a measurable new voter. But once a citizen is registered, they turn out above 93% so it's really a great investment."

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