

Opinions from SD61 (SW Mpls) 2016 GOP Caucus Attendees

September 2016

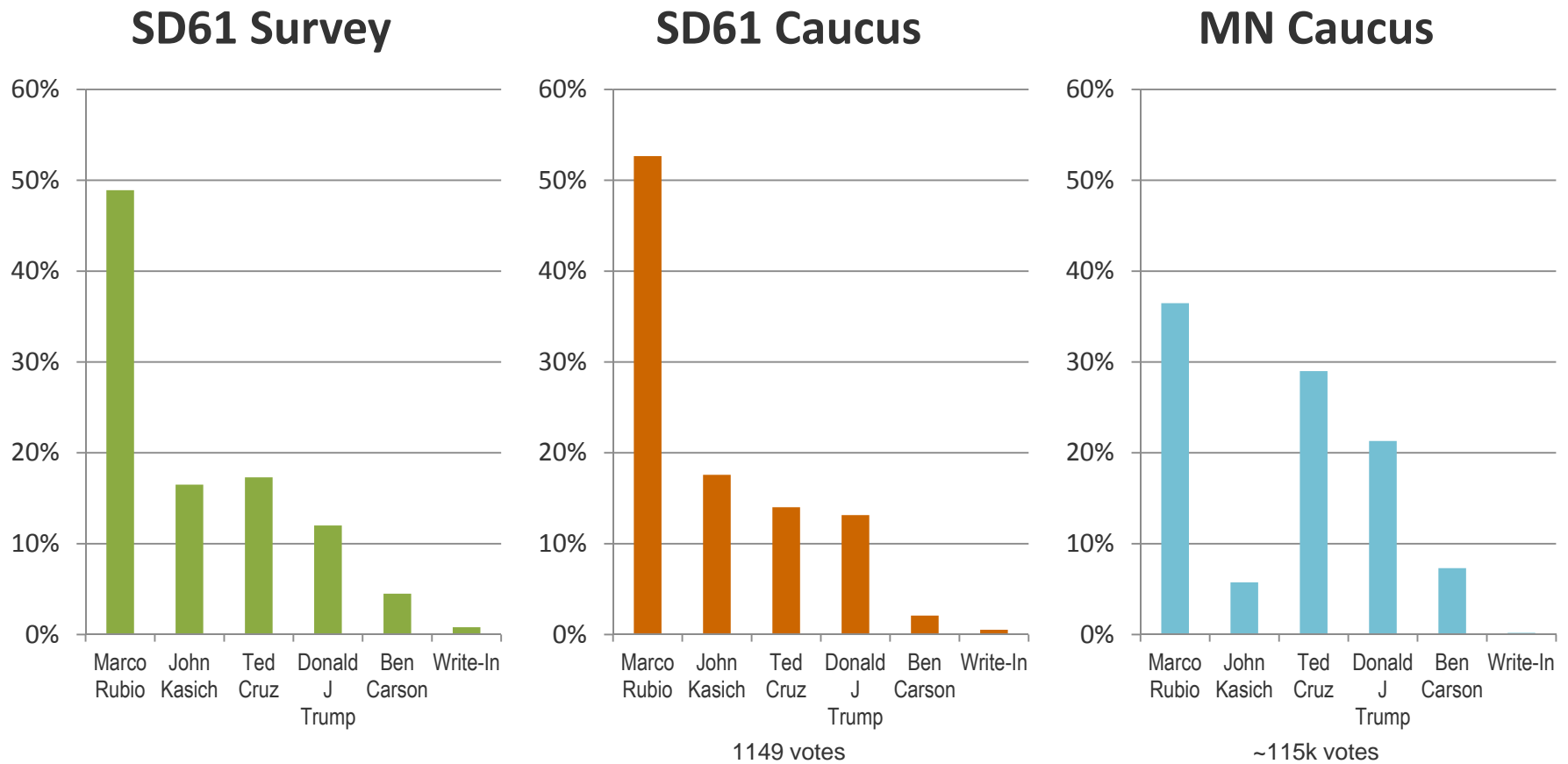
SD61 Republicans Have Distinct Identity

Republicans in SW Minneapolis can consider attempting to establish an identity distinct from national and state party positions while reflecting its active constituents

- Why would SD61 Republicans attempt to establish distinct identity?
 - Republican candidates are below 20% in high turnout district so need to convert voters, not just turn out base
 - Hypothesis that improved messaging of current positions is insufficient
- Based on SD61 Republican views, we can rally around shared core values and make changes to specific positions while representing our supporters
- To appeal to larger portion of district, we will need to stake out positions out of sync with national/state Republican positions

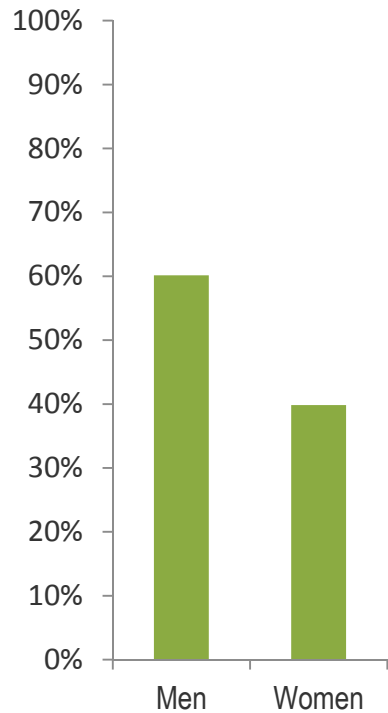
Who did SD61 Republicans Support for President

Ted Cruz and Ben Carson supporters were overrepresented among SD61 survey respondents compared to caucus goers, but differences from the entire state were still significant

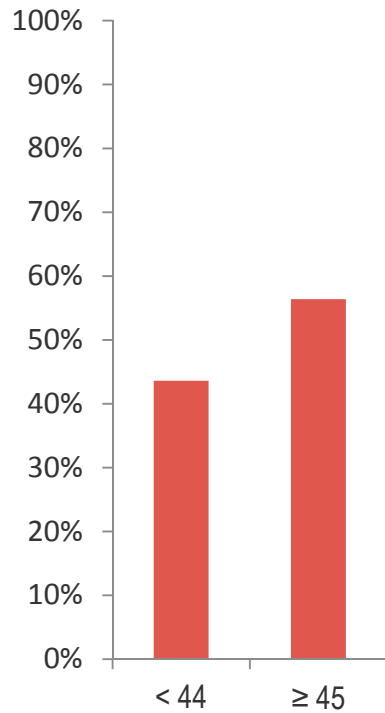


Survey Respondents

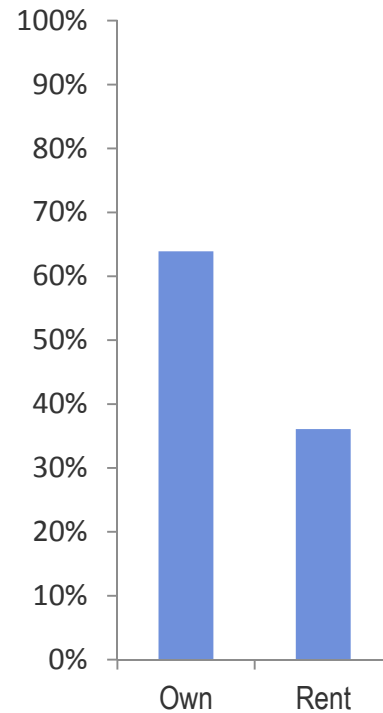
60% men may reflect supporter mix



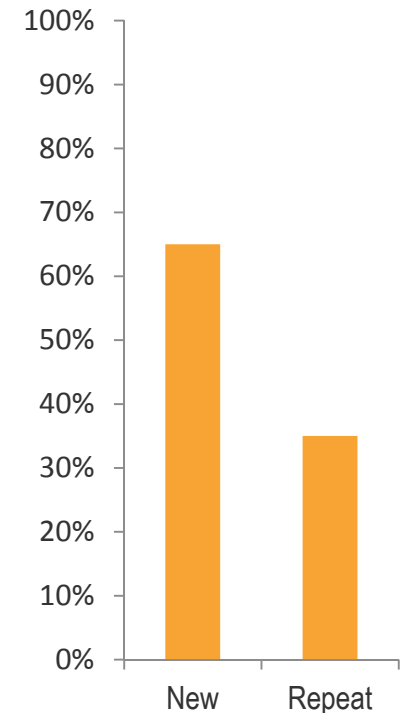
Majority are at least 45 yrs old



Majority own their homes/apts



Most attended 1st caucus in 8+ yrs



Does this reflect the SD61 population?

Answered: 133 Skipped: 7; Caucus attendance – Answered: 140

SD61 Support Republicans At All Levels

The party will benefit from more local participants as SD61 Republicans tend to support Republicans for office at all elected levels – with the possible exception of Donald Trump

Thinking of recent elections (2012 to 2016), how likely are you to support a Republican candidate at the following levels?

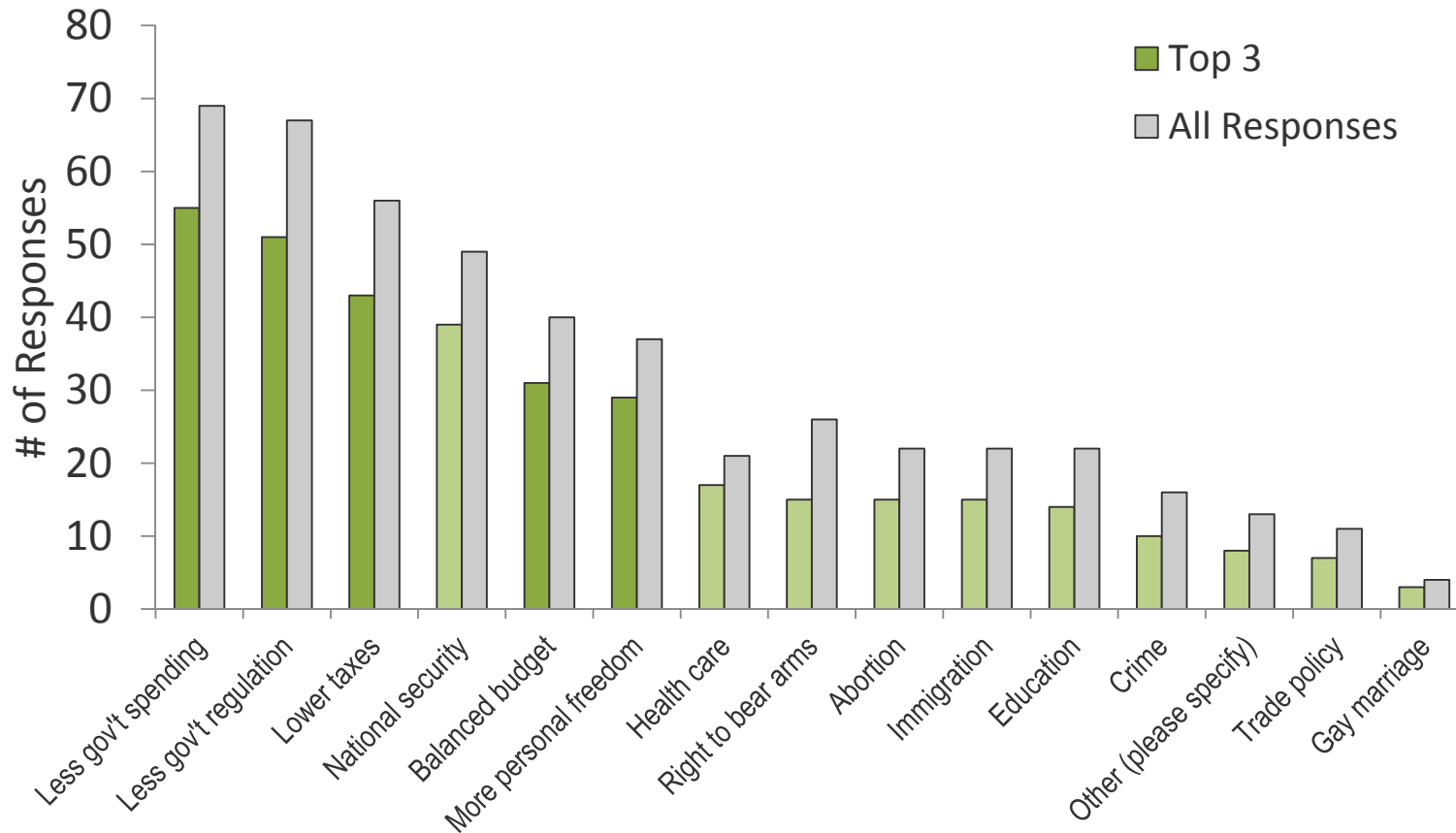
	Not at all likely	Slightly likely	Moderately likely	Very likely	Extremely likely	Total	Weighted Average
City (mayor, council member)	2.14% 3	5.00% 7	10.71% 15	32.86% 46	49.29% 69	140	4.22
State legislature (MN House, MN State)	1.43% 2	4.29% 6	12.86% 18	28.57% 40	52.86% 74	140	4.27
Statewide (governor)	2.86% 4	3.57% 5	9.29% 13	29.29% 41	55.00% 77	140	4.30
United States Congress (House, Senate)	1.43% 2	5.00% 7	10.00% 14	28.57% 40	55.00% 77	140	4.31
President	16.55% 23	10.07% 14	12.95% 18	20.14% 28	40.29% 56	139	3.58

Statewide candidates lost to Democrats by 22-24k votes in SD61

Local improvement could make big difference!

Top Reasons Why We Are Republicans in SW Mpls

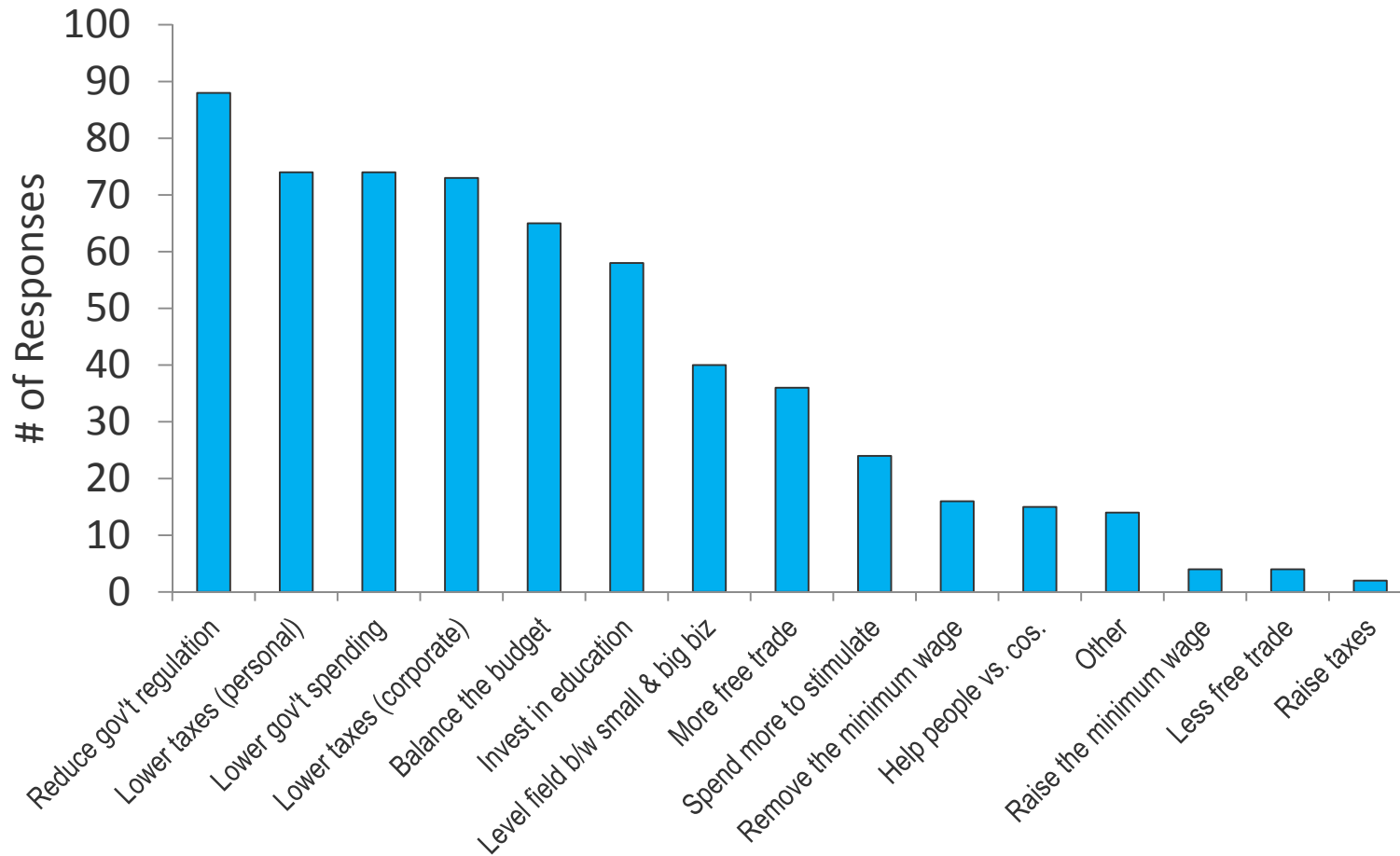
Less than 10% of respondents did not cite either forms of liberty or financial responsibility as a top reason they support Republicans. National security also a top driver (of national races?)



Note: Unable to prevent people from selecting more than 3 responses so Top 3 excludes 20 respondents who selected more than 3
Answered: 140 Skipped: 0

Ideas to Help Economy and Jobs Are in Similar Vein

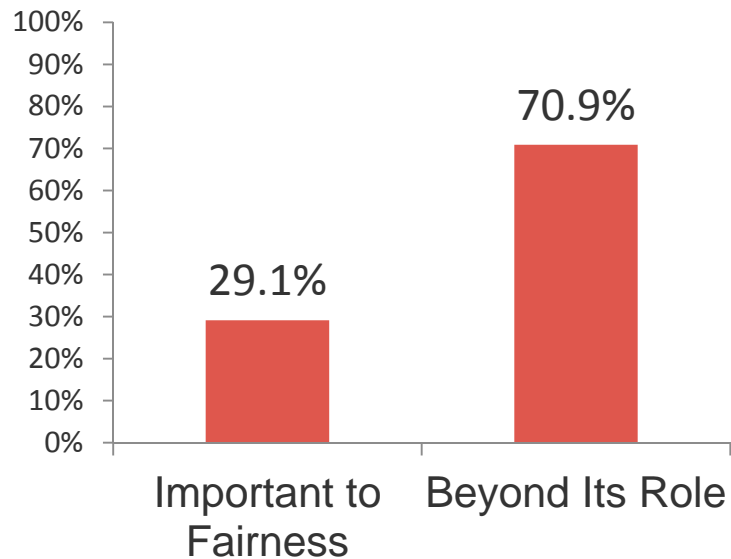
After lower regulation, taxes and spending, a few different ideas popped up – investment in education, level playing field between small and big businesses and infrastructure investment



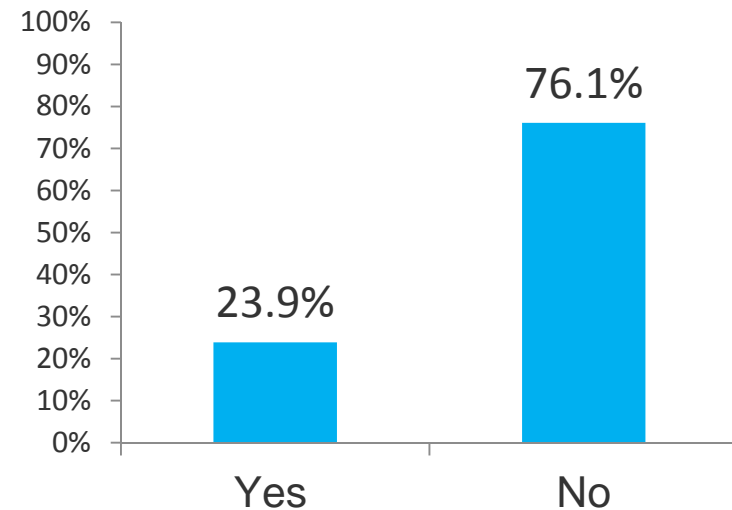
Answered: 134 Skipped: 6

Most Want a Limited Gov't Role on Economic Equality

Gov't Programs to Help Some More Than Others...



Income/Wealth Inequality for Gov't to Address?



Those wanting more gov't intervention did not appear to be appreciably different from a demographic, involvement or Republican support perspective.

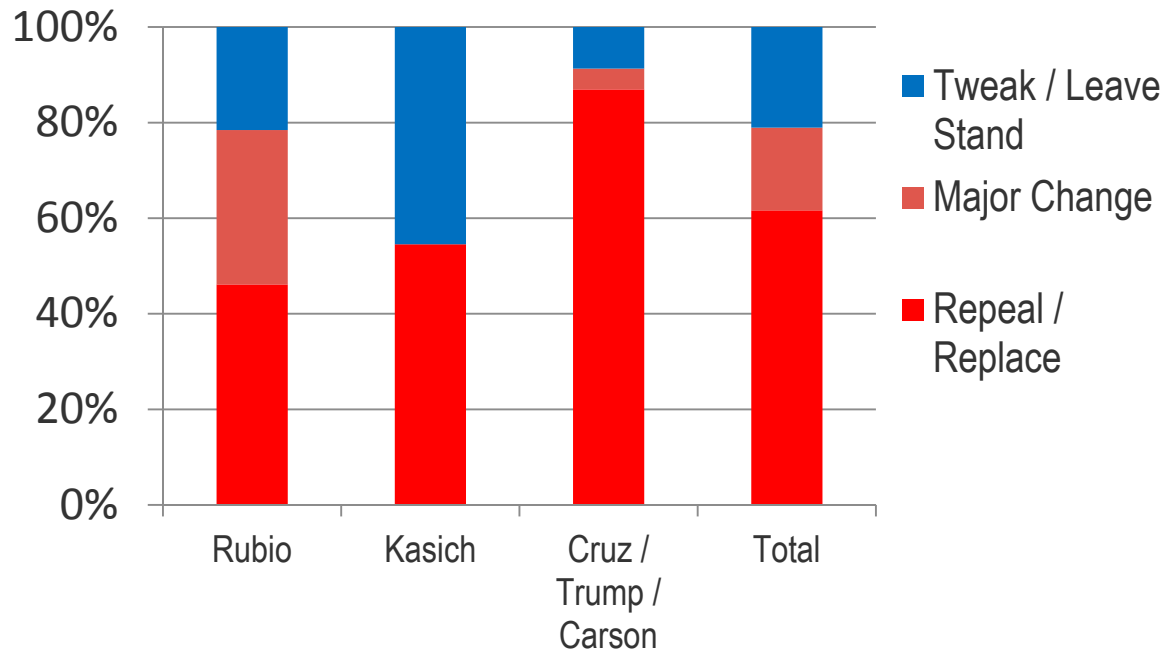
However, their top economic priority was investment in education and they were slightly less likely to hold stereotypical Republican positions.

Answered: 134 Skipped: 6

Major Changes to Obamacare Have Broad Consensus

Almost 80% want to repeal or make major changes to PPACA (Obamacare), but the differences were significant between supporters of different presidential candidates

Obamacare View by Presidential Support



- Most of us want to make major changes to the health care law
- Do the different views of supporters of “moderate” candidates mean we should rethink our message to appeal to more non-Republicans?

Answered: 133 Skipped: 7

Potential Points of Distinct Local Identity

Are there issues on which we are comfortable deviating from broader party consensus that reflect local views and do not conflict with core reasons people support Republicans?

- There are issues on which local Republicans differ from national / state party positions or stereotypes, but may fit with why most support Republicans
 - For future research and discussion – would different positions on any of these issues be enough to broaden our appeal to SD61 voters?
 - Potential issues include: gay marriage, light rail, foreign trade, abortion and gun rights
- A change of position could be to neutral rather than support of a different viewpoint
- How would we decide if SD61 wants to support different positions on specific issues? What would that entail if we did?

SD61 Republicans Broadly Pro Free Trade

This view coincides with traditional Republican position, but may offer a point of differentiation in shifting environment

Best Reflects Views of Int'l Trade



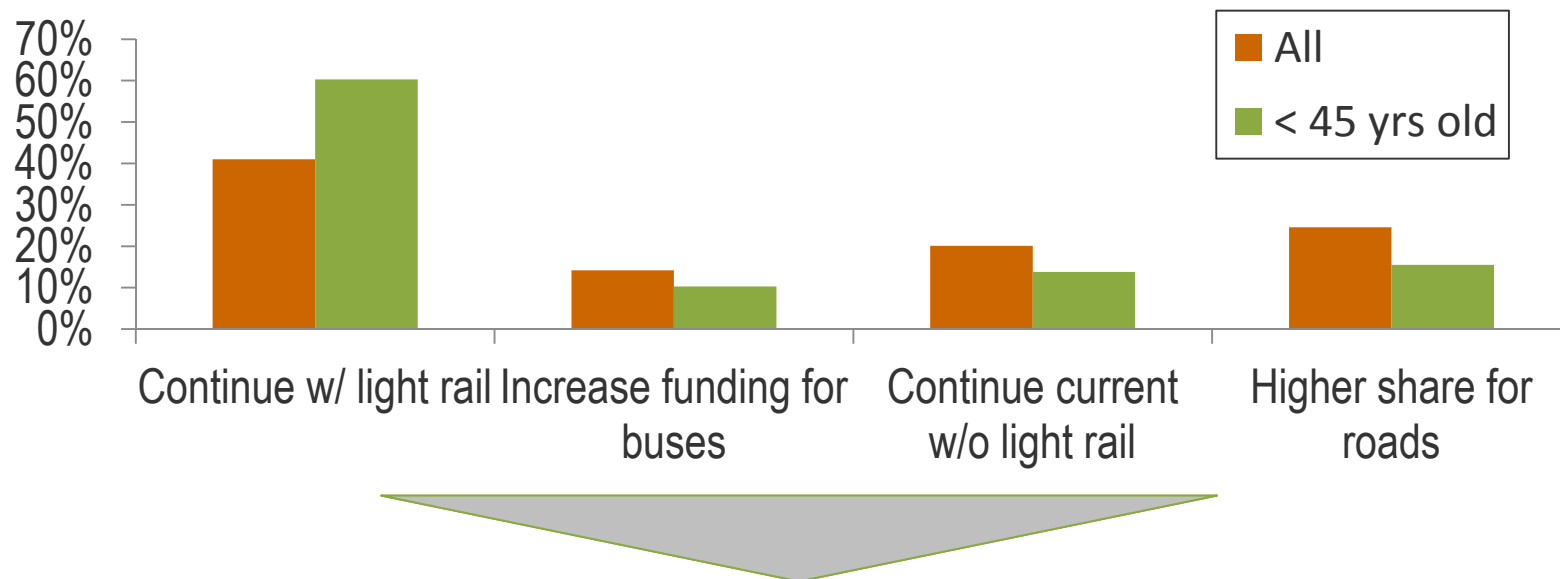
- Over 75% believe many trade deals should be done or pursued as broadly as possible
- Trade alone is unlikely to open new voters to Republicans

Answered: 134 Skipped: 6

Many Support Light Rail incl. Majority of Those < 45 yrs.

A majority of SD61 Republicans do not want to continue with light rail spending, but it is close and 60% of Republicans under 45 years old want to continue with light rail

Best Reflects Views of Local Transportation



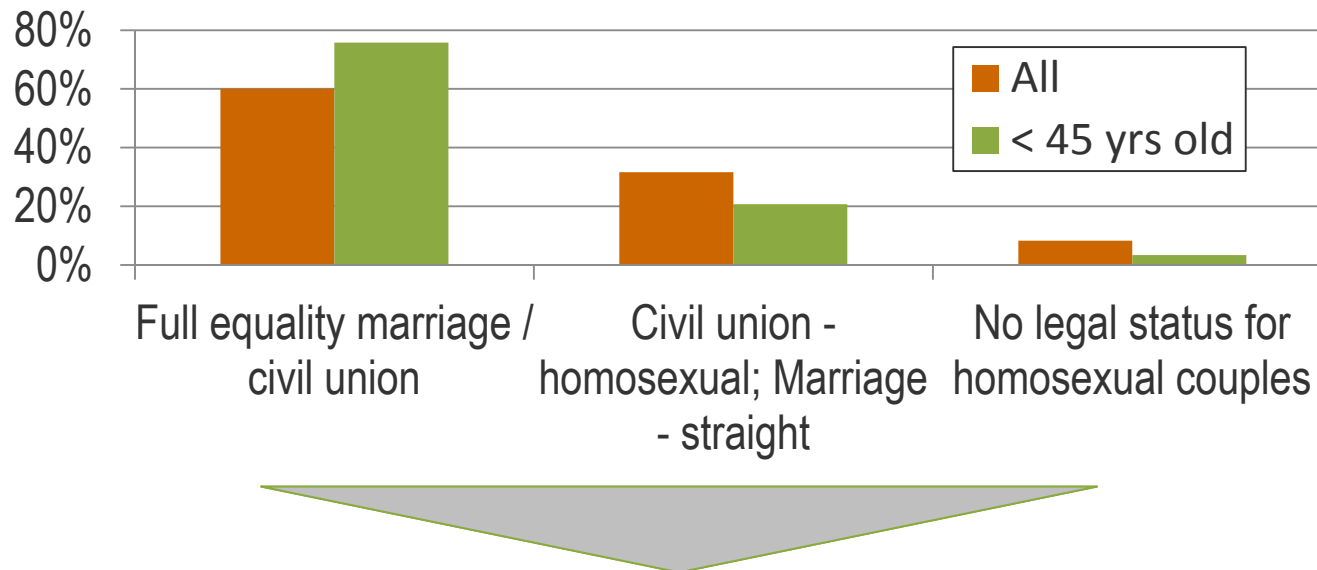
- Light rail does not rally a supermajority of Republicans on any viewpoint
- It may be more effective to highlight issues with the light rail system rather than blanket opposition – especially for younger voters

Answered: 134 Skipped: 6. 58 respondents under 45 years old

Majority Support Full Equality for Gay and Straight

While gay marriage is a settled issue in MN, many people believe Republicans to be hostile to homosexuals and their relationships

Best Reflects Views on Gay Marriage



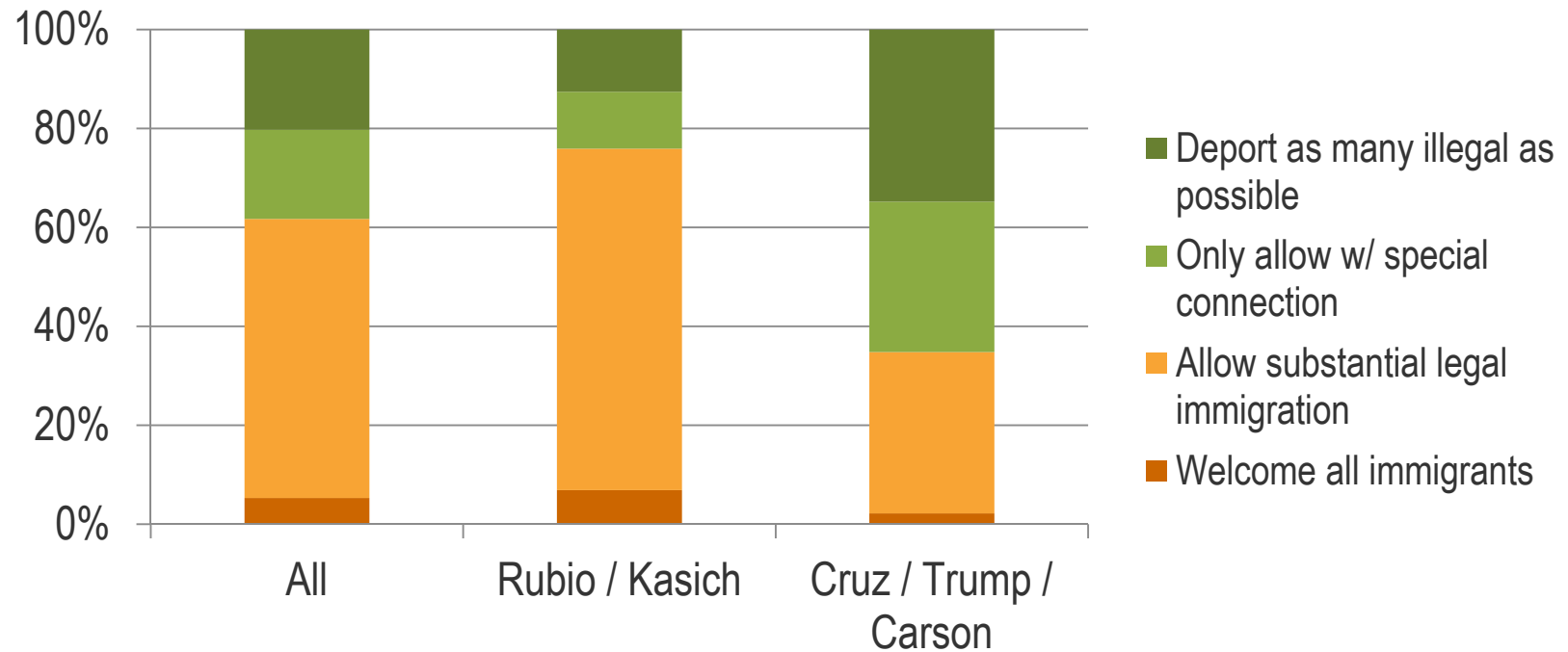
- 76% of Republicans under 45 want equal status for gay and straight couples compared to only 48% for those over 45 years old
- Material difference from perception of Republicans at national/state level

Answered: 133 Skipped: 7. 58 respondents under 45 years old

Majority Support Continued Immigration, but Split

SD61 appears to be out of step with the hostility to immigrants expressed by many in the Republican party, but opinions differ drastically by the Presidential candidate supported

Best Reflects Views of Immigration

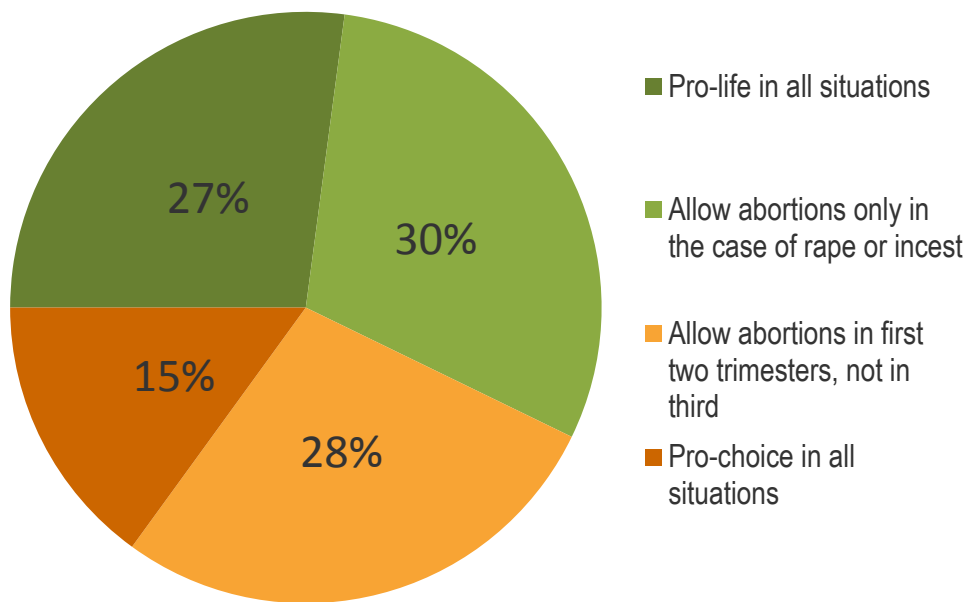


Answered: 133 Skipped: 7

Majority Are Pro-Life, but Large Minority Are Pro-Choice

A majority of SD61 Republicans can be described as pro-life which conforms to the Republican position, but a sizeable minority deviate from this view

Best Reflects View on Abortion



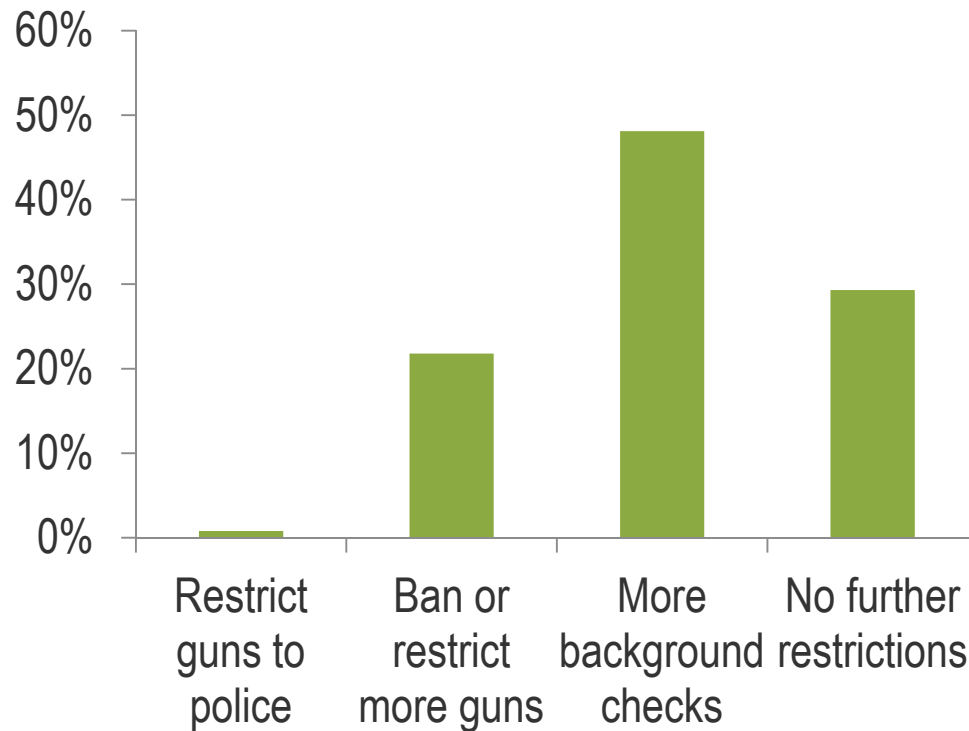
- Diversity of viewpoint may mean abortion is not a unifying issue for our caucus
- 52% of respondents under 45 years old were pro-choice

Answered: 133 Skipped: 7. 58 respondents under 45 years old

Most Are Open to More Diligence, but Against Bans

70% think there should be background checks or certain types of guns banned / restricted, but nearly 80% do not think additional types of guns should be banned

Best Reflects Views of Firearms



- Significant support for gun rights exists with SD61 Republicans
- A majority of Cruz supporters want no further restrictions – not true with any other candidate

Answered: 133 Skipped: 7

Opportunities to Expand Voting Support

Initial review of survey results show multiple opportunities to reflect current Republican support while branching out to other voters

- “Socially inclusive, Fiscally responsible” may describe potential strategy
 - Support for gay marriage is strong, especially among under age 45
 - Pro-immigration and free trade signal openness to different races of people
 - Could make pro-life not front and center due to split
 - Light-rail counter to fiscal responsibility message
- Could indicate support for better enforcement of existing gun control regulations and background checks
- Need to test / decide if pivot on strategy would be beneficial to Republican voting totals in SD61