



Case Study: Voter ID Survey

Leadership Fund/Promote Oregon, Oregon 2010 Project

Scenario:

Oregon had recently suffered through a legislative session in which both houses had been fully controlled by the Democrats. With a Democratic Governor many bad laws were passed. Could the Oregon economy make it through another fully controlled session?
What could help elect Republicans to more House and Senate positions?

Action Solution:

An extensive survey of non-affiliated voters using automated and live polling was pursued to identify the “enigma” of these voters who refused to align with a party. The survey project also worked to find un-registered residents. If these potential voters seemed to align with Republican/Conservative values they were encouraged to register to vote and then vote. As a result of the survey around 55,000 voters were identified from among the non-affiliated voter group as potential conservative voters. These voters were added to a subsequent “Get Out the Vote Project” conducted to increase voter turnout. The effort focused on House and Senate Seats used paid callers with specific messages to those receiving the calls linked to values that had polled well.

The project also included thousands of automated GOTV calls on behalf of critical seats. Non-voting Republicans, especially lower likely voters, along with those non-party affiliated voters identified as conservative voters were the focus of the calling.

Results:

The project increased the voter turnout for Republican voters within the districts focused on with an increase in voter turnout felt especially among the lower propensity voters. Non-affiliated voters, identified as aligned with conservative candidates were also included in the “Get Out the Vote” Program and encouraged to vote for the Republican Senate and House candidate. These voters would have received no messaging regarding GOTV and possibly received no direct information from the campaign. As a result of the effort, 6 seats were gained in the Oregon House and 2 seats were gained in the Oregon Senate. A third race for a seat in the Senate was very close, but finally went to the Democrat. The last session the Oregon House was tied at 30 Republicans to 30 Democrats and lead to co-positions in every leadership position. Had the third seat in the Senate been won by the Republican contender, the Oregon Senate would also have been tied.