

Backgrounder: How To Find the *Real* Republicans

(a quick article on why door-to-door research is CRITICAL to winning!)

Republicans / Democrats / Unaffiliated . . .

In New Jersey, 99% of all *registered* voters fall into one of these three categories, by choice. When we distribute voter lists, their “party” affiliation is shown. So, everyone who’s listed as a “Republican” *votes* Republican, right?

NO !

And particularly in a *Presidential Election*, many of those *apparent* Republicans will vote for a candidate from a different political party.

Thus, we shouldn’t *assume* much from the way folks register. Here’s why:

In many communities, there is a prevailing political persuasion. Some towns (think Newark) are heavily Democrat. Some towns (think Whippany in Morris County) are heavily Republican. In such towns, it’s not uncommon for the entire governing body to consistently be “all Republican” or “all Democrat.” In some towns, the majority is *so* strong that often no candidate from the *other* political party will even run for election.

In cases like this, the entire municipal election can be decided in the June Primary Election – when, for example, there is only one vacancy, and two Republicans seek the nomination (and no Democrats run).

Such situations mean that if any Democrat wants to have a voice in who will run for town council or township committee, they have to vote in the Primary. And, since Primary elections are *political party elections* and not *public* elections, the only way a Democrat could help choose which of those Republicans will get the nomination to run for council is ... *to become a Republican* – so they can vote in the *Republican Primary Election*.

And when they do that, they show up on the voter rolls as “Republicans.” But you and I know that in their heart of hearts, they are really liberal Democrats. And when the *General Election* comes in November, while they *may* vote for that Republican councilman, they will also vote for the Democrats who might be running for State Senate or for President of the United States.

Our job, is to figure out how each voter is *really* inclined – in 2012, *do they support Romney or Obama?* And ... *How Likely Are They To Vote?*

The only way to find out is ... *to ask*. (And take *NOTES!*)

So this is a key reason why we go door-to-door speaking with voters, or make those personal phone calls – so we can figure this out and document it.

WHY DOES IT MATTER?

It matters because, to win, we need one more Republican vote for our candidate than the Democrat candidate gets. And to **get** that vote, we need to do everything we can to encourage *those who believe as we do* (and not our opponents!) to **GET OUT AND VOTE**. *IF* we know who the *real* Republican are, we can concentrate our efforts, effectively, on them – and ignore the Democrats.

When we feed this information back to campaigns, they focus their mailings, their phone calls, and their contacts on the Republicans who *waiver*, or who are *not sure to vote*. Since some Republicans *always* vote (we can see this from how many elections they’ve voted), and because of our inquiry, we can separate the *real Republicans* from the “*Democrats in Republican clothing*,” now the campaigns can *accurately* focus their “get out the vote” efforts on the critical, election-winning, Republicans who sometimes vote and sometimes do not vote. It is *these key voters* who help the candidates win or lose the election.

That’s why YOUR volunteer efforts are so critical, and so greatly appreciated! Thank you!!

P.S. – *This is why we don’t register just “anybody” to vote. We only want to register folks who will support Republican Candidates. Simply asking “are you Republican?” is not enough.*