

Dunn County Democrats: 2019 Community Engagement Survey

Wednesday, January 23rd 2019

Purpose

The purpose of the survey is to better understand the opportunities for engaging and recruiting people in the activities of the Dunn County Democrats.

Goal was **100 responses**. Survey was open to members and non-members. Any resident in Dunn County who supports progressive values and candidates.

Methods

Survey:

- 11 questions.
- Web-based survey using SurveyMonkey website.
- One survey response per IP address
- Not a scientific survey.

Distribution:

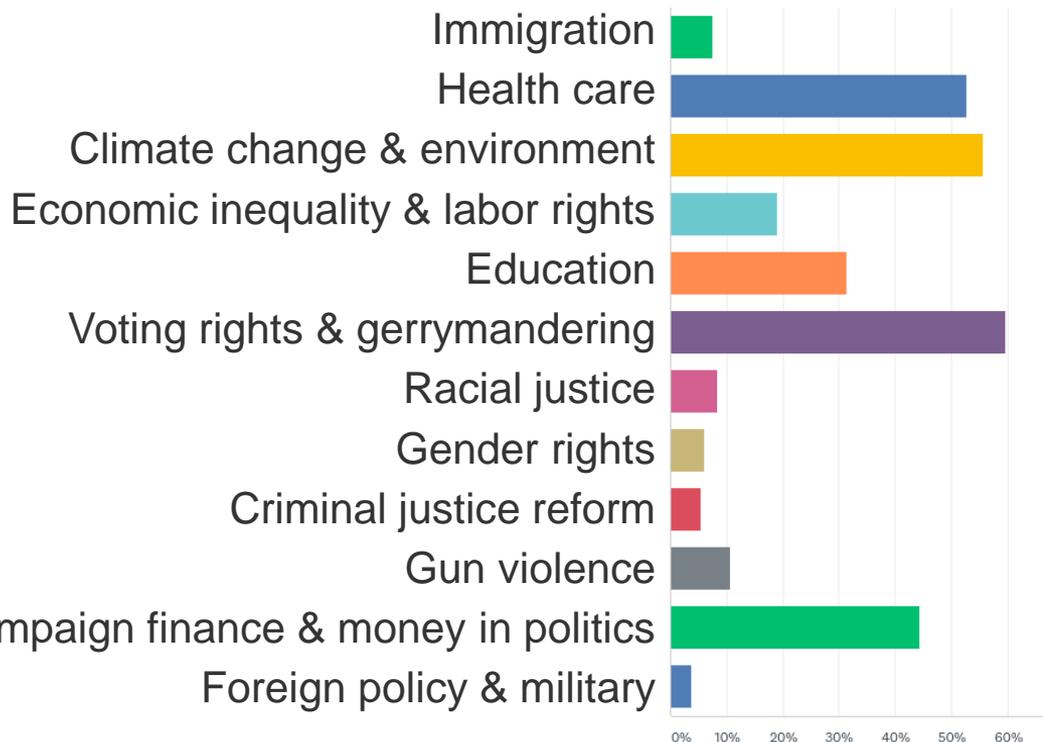
- Email: Dunn County Democrat email list (including lapsed members)
- Facebook: Boosted post for 10 days & shared to regional Facebook groups.
- Members were encouraged to share within their networks of like-minded people.
- Non-random sample: mostly highly engaged to somewhat engaged progressives.

Responses:

- Survey time period: January 2 – January 18. 2019
- Responses collected: 131

Q1: What THREE issues are most important to you heading into 2019? (Please select only three)

Answered: 131 Skipped: 0

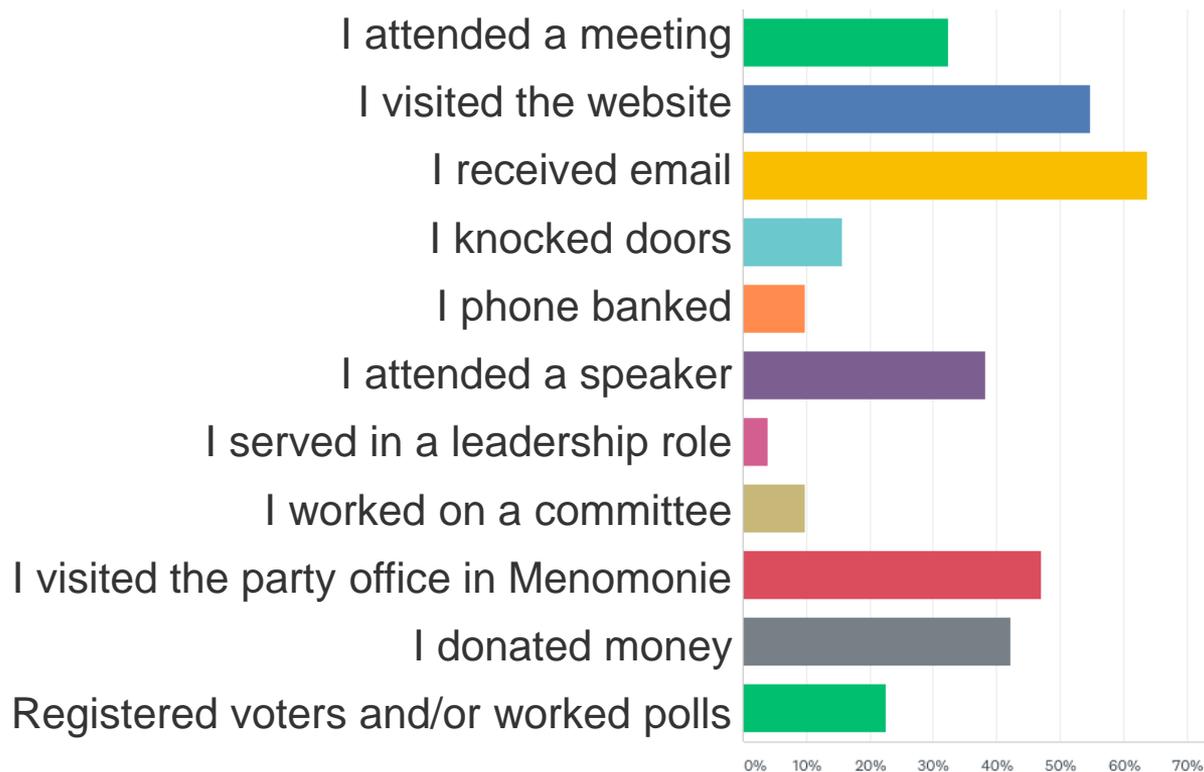


Issues of importance:

1. Voting rights & gerrymandering (59%)
2. Climate change & environment (55%)
3. Health Care (52%)
4. Campaign finance & money in politics (44%)

Q2: In the past twelve months, what ways have you interacted with the Dunn County Democrats? Please check all that apply.

Answered: 102 Skipped: 29

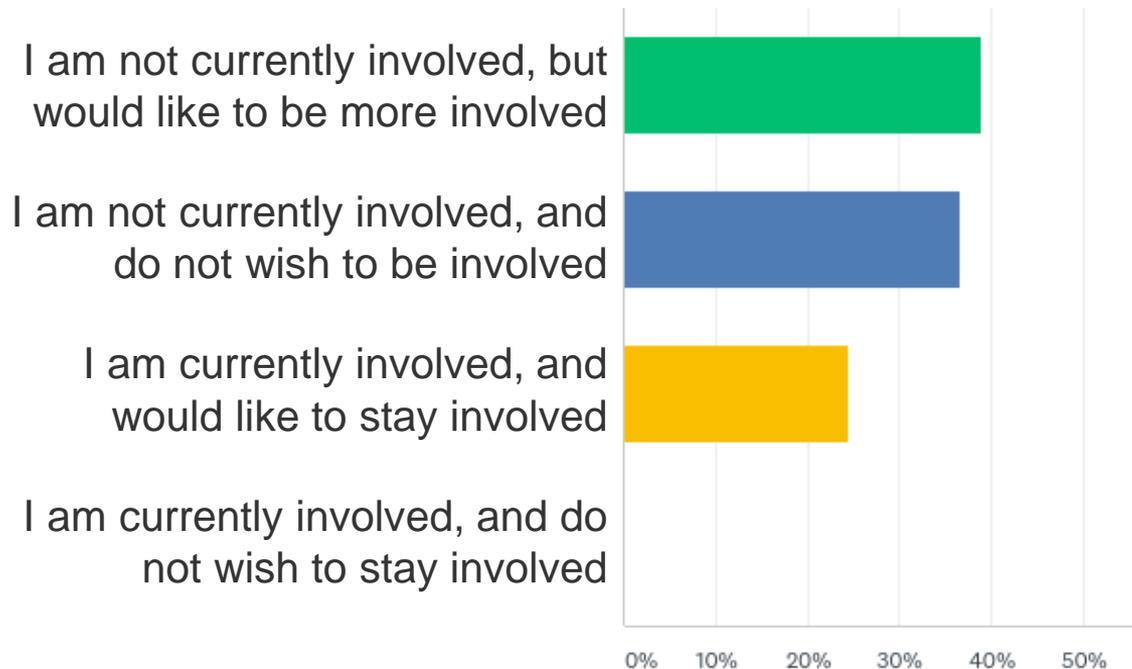


Top interactions:

1. Received email updates (63%)
2. Visited website (54%)
3. Visited office in Menomonie (47%)

Q3: What statement best describes your level of involvement with the Dunn County Democrats?

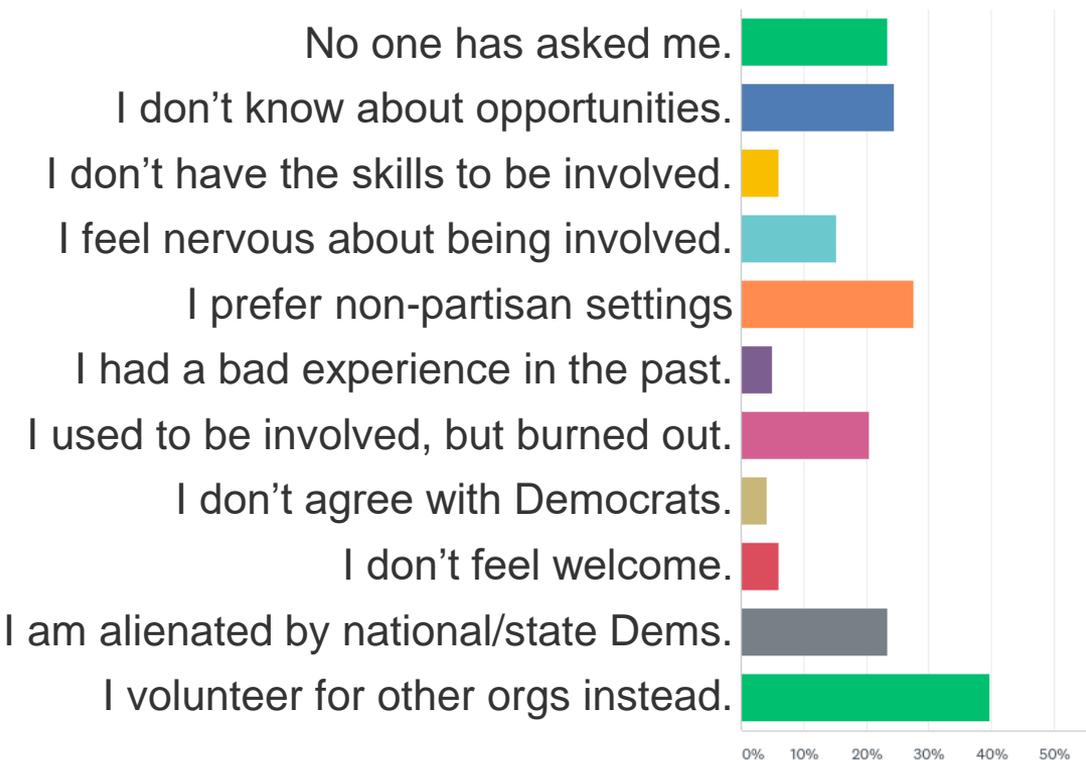
Answered: 131 Skipped: 0



39% of all respondents answered *“I am not currently involved, but I would like to be more involved.”*

Q4: If you are NOT currently involved with the Dunn County Democrats, please check all the statements that apply to you.

Answered: 98 Skipped: 33



Top three reasons:

1. I volunteer for other orgs instead. (39%)
2. I prefer working in non-partisan settings (28%)
3. I don't know about opportunities to get involved. (25%)

Q4: If you are NOT currently involved with the Dunn County Democrats, please check all the statements that apply to you.

Answered: 48 Skipped: 3



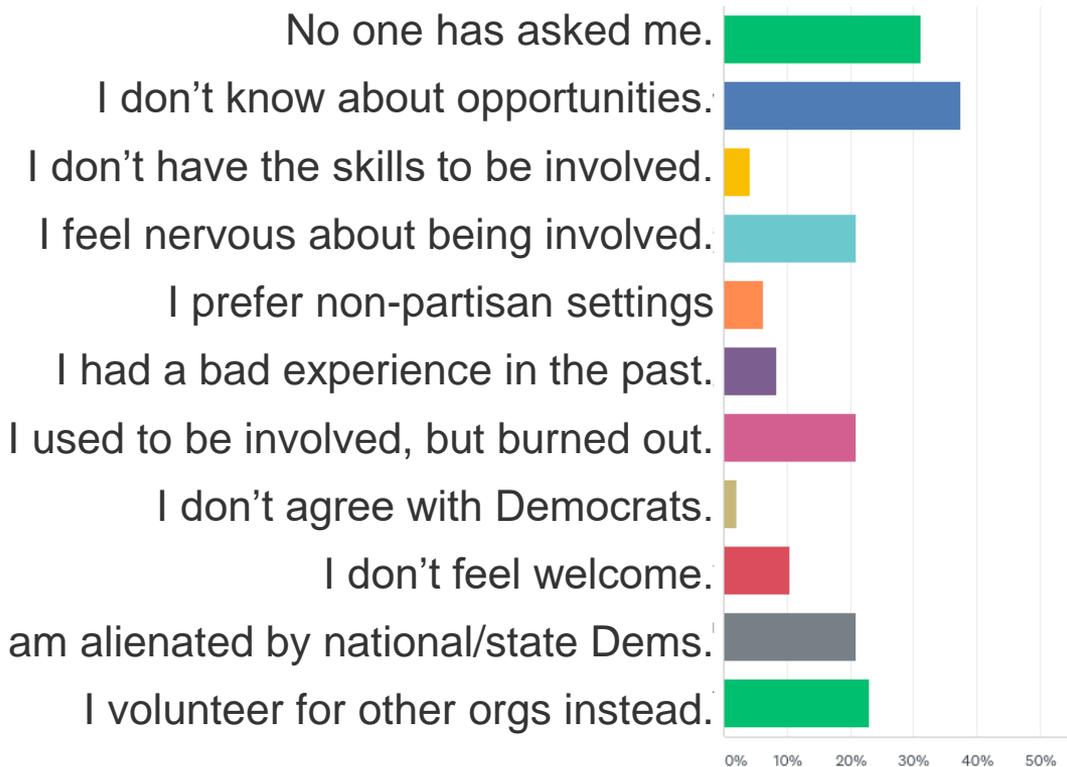
Not involved, don't want to be

Top three reasons:

1. I volunteer for other orgs instead. (57%)
2. I prefer working in non-partisan settings (49%)
3. I am alienated by the actions of the state and/or national Democratic Party (26%)

Q4: If you are NOT currently involved with the Dunn County Democrats, please check all the statements that apply to you.

Answered: 48 Skipped: 3



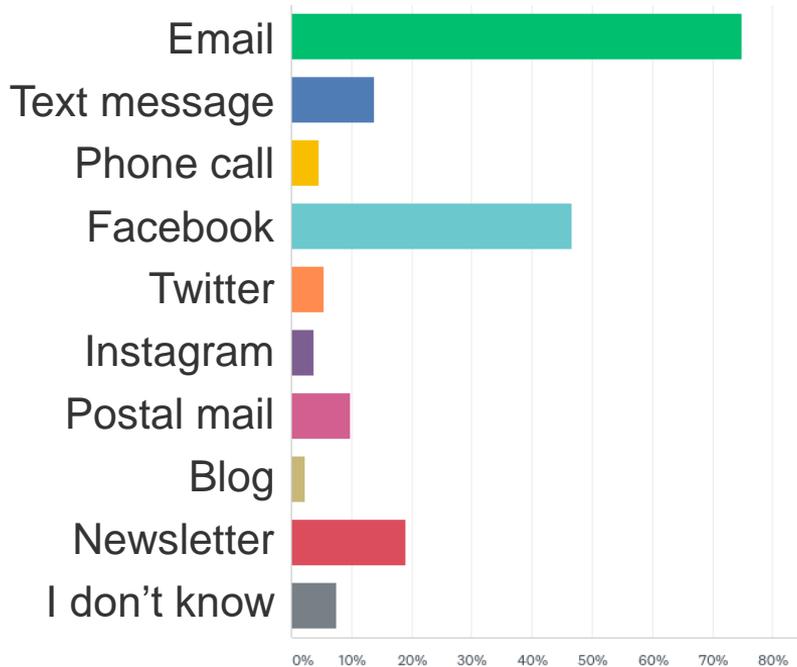
Not involved, do want to be...

Top three reasons:

1. I don't know about opportunities to get involved. (38%)
2. No one asked me (34%)
3. I volunteer for other orgs instead (11%)

Q5: What ways would you prefer to receive information and updates about Dunn County Democrats? Please check all that apply.

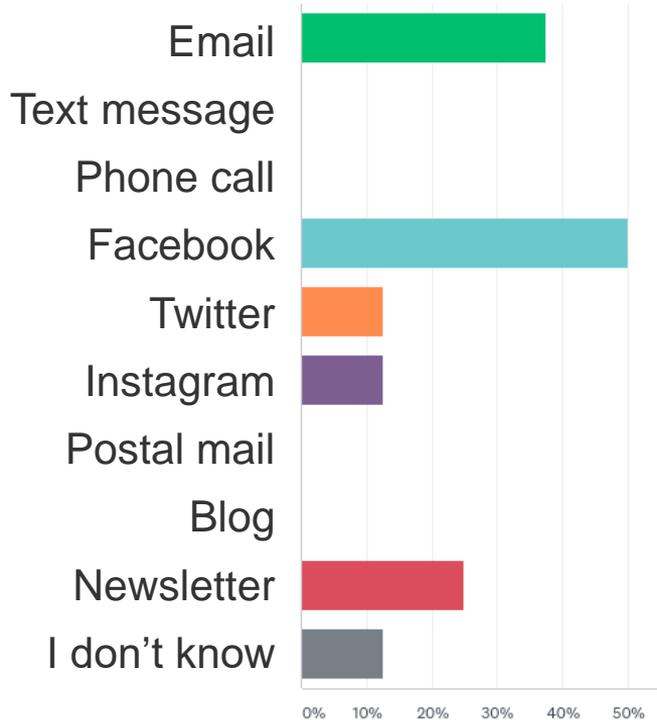
Answered: 131 Skipped: 0



Top ways to receive info:

1. Email (75%)
2. Facebook (47%)
3. Newsletter (19%)
4. Text message (14%)

Q5: What ways would you prefer to receive information and updates about Dunn County Democrats? Please check all that apply.



18-35 years old...

Top ways to receive info:

1. Facebook (50%)
2. Email (37%)
3. Newsletter (25%)
4. Twitter/Instagram (12.5%)

Q6: What do you think are the key challenges facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Gerrymandering:

“Gerrymandering that prevents competitive elections.”

“Overcoming the gerrymandering”

“Gerrymandering of the county makes it difficult to be a candidate in the county.”

**Gerrymandering was the most commonly used word in comments section.*

Q6: What do you think are the key challenges facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Volunteer recruitment and retention:

“Difficulty firing up enough volunteers to get the vote out. Lack of involvement in local elections. Lack of permanent office space for year-round community engagement. Aging volunteer base (lack of young and middle age folks involved).”

Q6: What do you think are the key challenges facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

National polarization:

“Partisan deadlock/media cycles on the national level that are replayed on the local level, driving efforts to “stabilize the base” for both parties and creating polarization between neighbors. Republicans and Democrats both use wedge issues to satisfy their conservative and progressive bases, to the detriment of the moderate swing voter.”

Q6: What do you think are the key challenges facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Internal challenges with Democrats:

“Keeping state/national party from shooting itself in the foot.”

“Themselves. Democrats lack backbone and pander to the middle.”

“Being wimps who hide their values.”

Q7: What do you think are the key opportunities facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

National/state/local elections:

“Opportunity to elect a new president and take over majority in both State Assembly and State Senate.”

“School board election is an opportunity to knock on doors and connect with individuals who aren't typically contacted.”

“Getting people out to vote.”

Q7: What do you think are the key opportunities facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Building on success of 2018:

“Energized base due to recent successes.”

“Using momentum of current victories.”

“Continuing to ride the blue wave of 2018!”

Q7: What do you think are the key opportunities facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Reaching new groups:

“A younger population anxious to make a difference.”

“Building support with students and reaching out to the rural towns.”

“We need a larger team. We need to engage the students at Stout more effectively. We need a rural outreach plan.”

Q7: What do you think are the key opportunities facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Addressing polarization:

“Overcoming social isolation and political polarization through face to face relationship building, talking one on one with voters about our shared values. Creating a positive culture within the local party that is respectful, inclusive, and empowering.”

“Building goodwill with moderates, undecided voters, and Republicans. Understand and value opposing views.”

Q7: What do you think are the key opportunities facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Partnerships:

“I’d like to see the group join or merge with other Western Wisconsin counties to create a larger, much stronger voice.”

“Good networking with other community groups - League of Women Voters, Menomonie Co-op, Stout Students, Schools, etc.”

Q7: What do you think are the key opportunities facing the Dunn County Democrats heading into the 2019-2020 election cycle?

Answered: 127 Skipped: 4

Messaging:

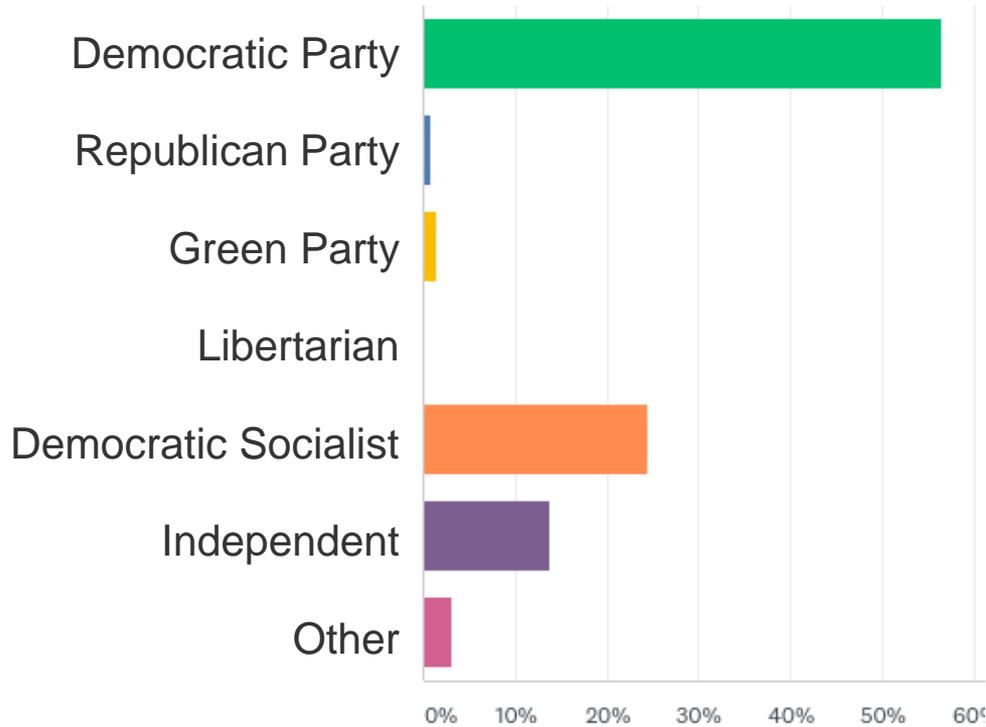
“Speaking to needs of struggling people; economic, health care, better wages, farm issues, deteriorating lakes, roads. Trump promised the moon and they bought it.”

“Lots of bread and butter issues.. people burned out on drama.”

“Spread the messages of involving more women, younger leaders, and diversity of race and culture.”

Q8: What political party do you most closely identify and affiliate with?

Answered: 131 Skipped: 0



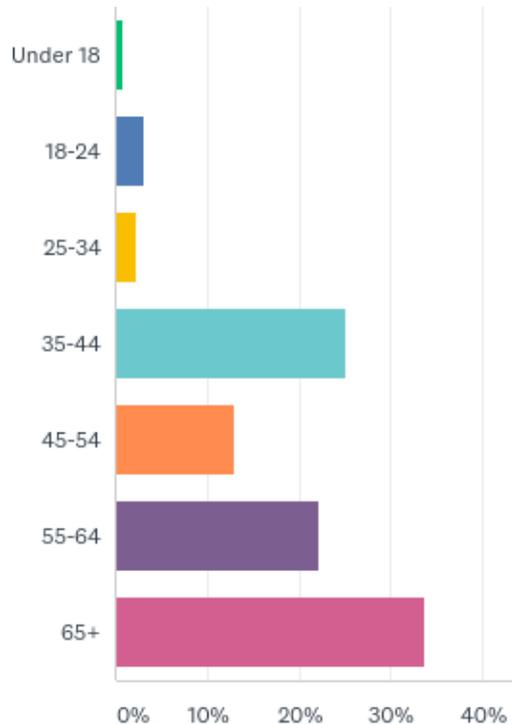
Top party affiliations

1. Democratic Party (56%)
2. Democratic Socialists (24%)
3. Independent (14%)

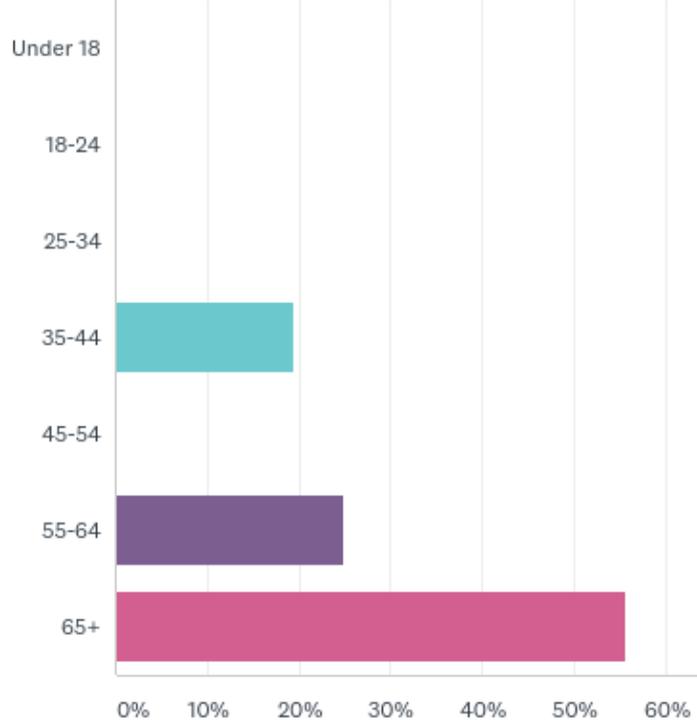
Q9: What is your age?

Answered: 131 Skipped: 0

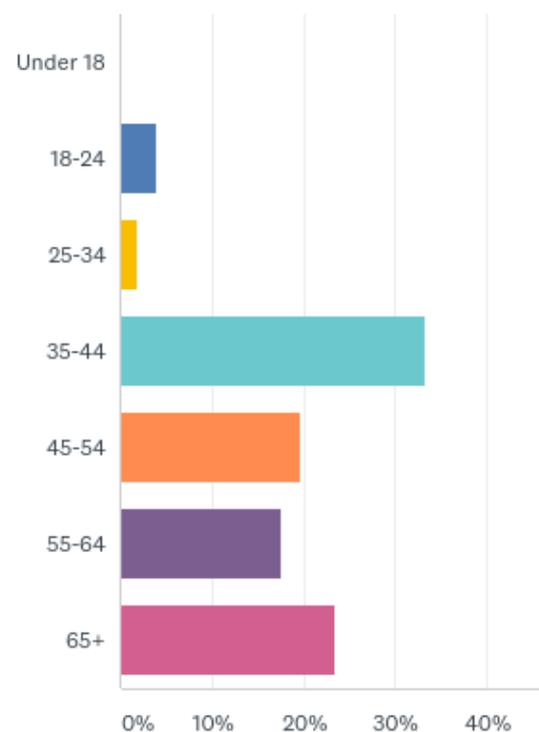
All responses



Current DCD members

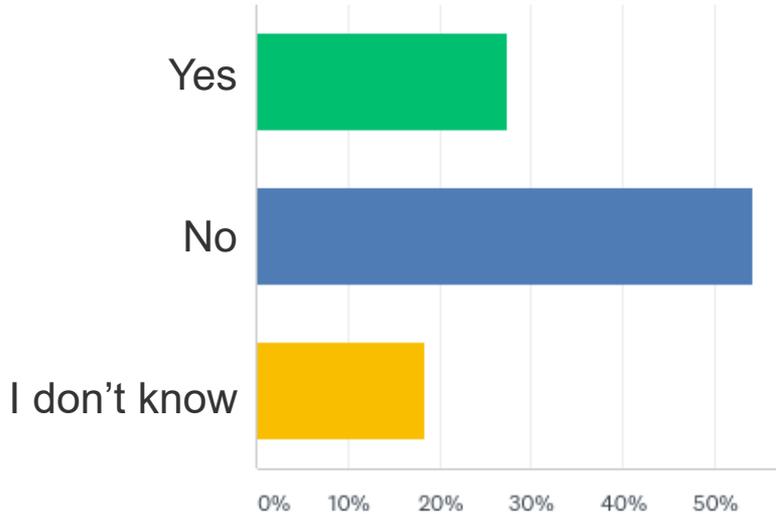


Not involved, but want to be



Q10: Are you a member of the Dunn County Democrats?

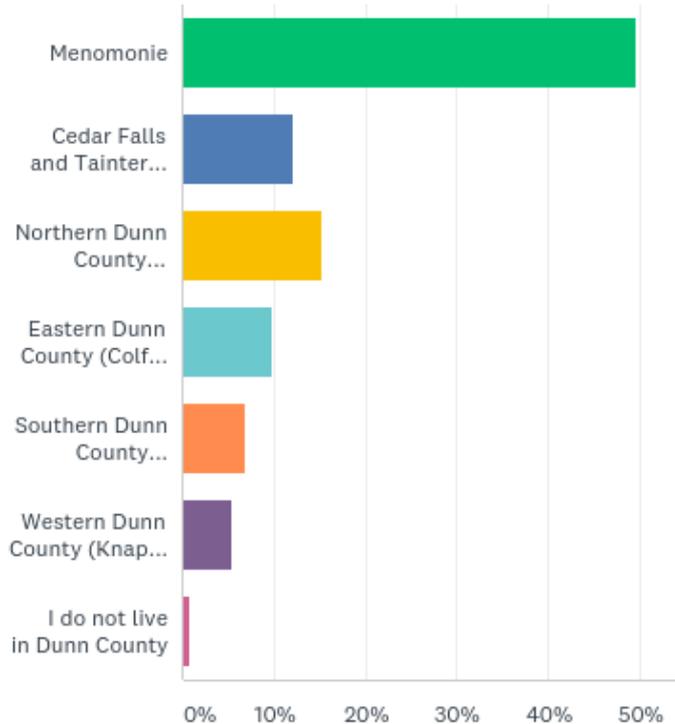
Answered: 131 Skipped: 0



1. No (54%)
2. Yes (27%)
3. I don't know (18%)

Q11: What area of Dunn County do you live in?

Answered: 131 Skipped: 0



1. Menomonie (50%)
2. Northern Dunn (15%)
3. Cedar Falls/Tainter Lake (12%)
4. Eastern Dunn (10%)
5. Southern Dunn (7%)
6. Western Dunn (5%)

Key takeaways

- People want to be involved.
- To get people involved, we need to do a better job at:
 - Asking them.
 - Providing them with information they need in the way that they want it.
- Overwhelmingly, people want information in a digital format; either by email or Facebook.

Key takeaways

- Those who want to be involved are younger than current DCD membership.
- People see gerrymandering as a key challenge.
- People see upcoming elections as a key opportunity.
- Rural engagement is possible. People are evenly dispersed between Menomonie and outlying areas of the county.

The Road to 2020

An Open House Meeting

:: hosted by ::

Dunn County Democrats

Tuesday February 12, 6:30pm