



**SENTINEL ACTION FUND**

**LOW PROPENSITY TRUMP  
VOTERS**

February 2025

# METHODOLOGY

The following survey was conducted by OnMessage Inc. in GA, ME, MI, & NC. Live telephone interviews were conducted on February 17-20, 2025.

This survey consists of 1,600 low-propensity Trump voters (N=400 per state). The margin of error for the full sample is +/- 2.5%, and +/- 4.9% per state.

# Key Findings

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# #1: LOW-PROP VOTER DEMOGRAPHICS

- One of the central goals of this project was to identify just who “low-propensity” Trump voters are in these states. Our findings tell us a couple important pieces:
  - They skew only slightly male.
  - Ideologically, they are similar to the typical Republican coalition. If anything, they are just a touch more moderate.
  - They are distinct from our typical voters in two key ways:
    - They are significantly younger, at 38% under 45.
    - They are significantly less likely to hold a college degree (58%).



## #2: LOW-PROP VOTERS WERE MOTIVATED BY TRUMP'S LEADERSHIP MORE THAN GOP POLITICS

- A majority say they were motivated to vote either because 1) they supported Trump as a strong leader or 2) they thought our government was broken and needed new leadership. They expressed the same concerns in an open-ended question.
- They believe Trump's leadership style is unique among current political leaders. Nearly 3 in 4 (74%) say they were voting FOR Trump, rather than AGAINST Harris.
- 64% say they like Trump more than other Republicans. Closing this gap is the task at hand.

# #3: THE TRUMP POLICY AGENDA IS THE BEST PATH TO TYING GOP CANDIDATES TO TRUMP

- The three issues that captured these voters' attention this election were immigration, the economy, and cutting waste. Unsurprisingly, they tell us supporting these Trump agenda issues would make them more likely to support other GOP candidates. The top issues to focus on in order to do so are:
  - Requiring proof of citizenship to vote.
  - Imposing tariffs to stop the flow of drugs into the country.
  - Investing in physical border deterrence.
- Abortion, health, and crypto related issues are less motivating to them.

## #4: LOW-PROP VOTERS RELY MORE HEAVILY ON NON-TRADITIONAL MEDIA SOURCES

- Almost half (46%) of these voters say they consume video content mostly on streaming platforms, while another 25% say they use a mix of traditional tv and streaming.
- However, 63% still watch Fox News.
- The podcast bump is real. 53% of these voters have listened to Joe Rogan, 45% to Tucker Carlson, and 35% to Ben Shapiro. That means we have real opportunity to reach them through these avenues.

## #5: SUMMARY AND STEPS FORWARD

- Perhaps the most important finding, if not particularly surprising, is that low-propensity Trump voters are Trump voters, NOT Republicans. At least not yet.
- This is critically important because it identifies the need to convert these voters into reliable conservative voters.
- Notice we said “conservative” not “Republican.” That’s because any effort to foist partisan loyalty upon these predominately Trump voters would fail. We must first meet them where they are at.



# Low Prop Voter Profiles

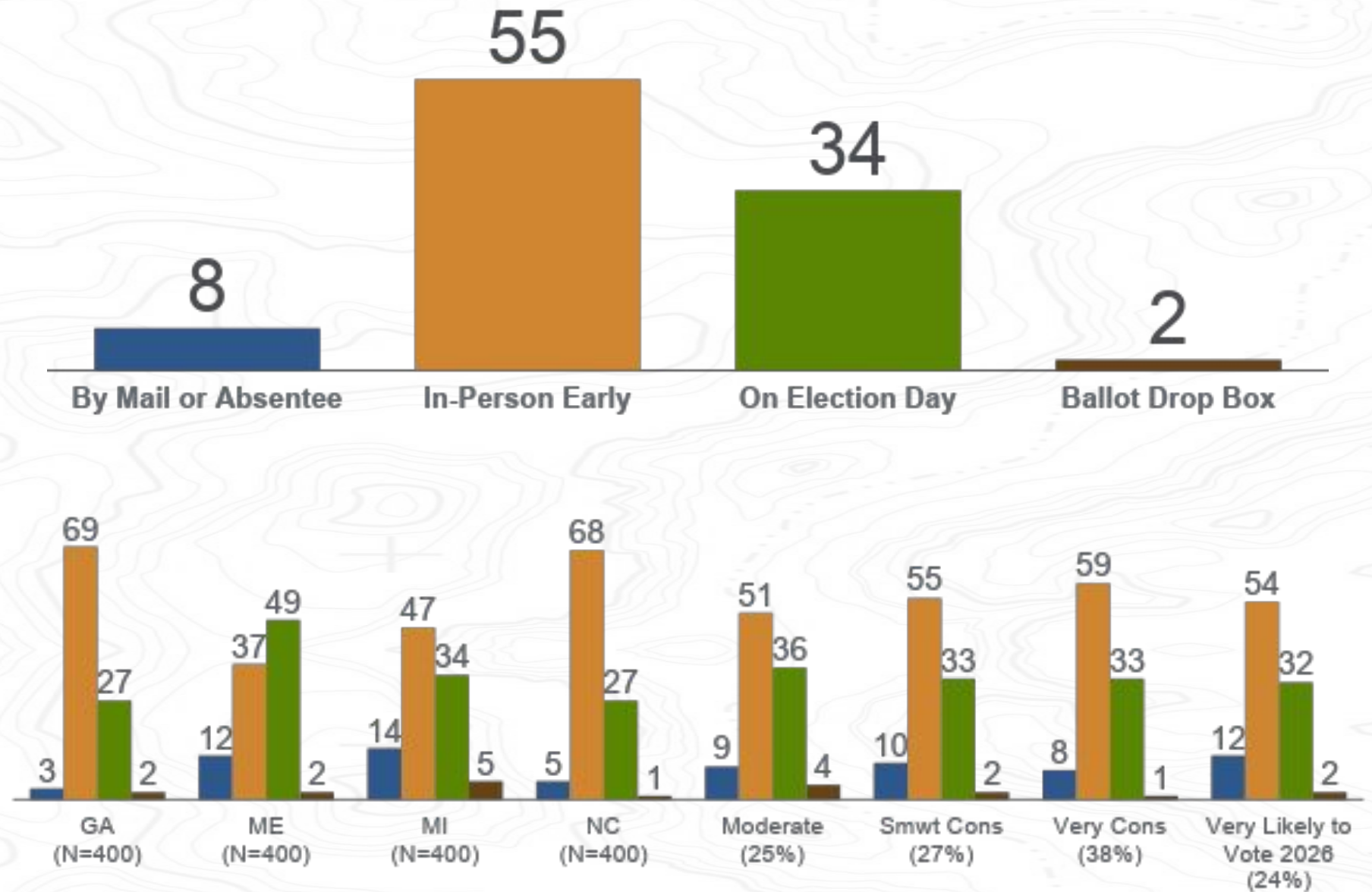
# PROFILE

Ideology	Total	Georgia	Maine	Michigan	North Carolina
Moderate	25%	24%	20%	33%	23%
Somewhat Conservative	27%	28%	29%	24%	29%
Very Conservative	38%	36%	45%	31%	40%
Age	Total	Georgia	Maine	Michigan	North Carolina
45 & Under	38%	43%	16%	50%	43%
46-55	17%	18%	18%	17%	14%
56-65	21%	20%	28%	16%	19%
66+	20%	13%	36%	14%	18%
Gender	Total	Georgia	Maine	Michigan	North Carolina
Male	53%	55%	48%	57%	53%
Female	47%	45%	52%	43%	47%
Education	Total	Georgia	Maine	Michigan	North Carolina
Non-College Educated	58%	55%	52%	66%	58%
College Educated	41%	43%	48%	33%	39%
Abortion Stance	Total	Georgia	Maine	Michigan	North Carolina
Pro-Life	57%	57%	57%	54%	62%
Pro-Choice	32%	32%	34%	37%	26%

# 2024 Participation

What method did you use to vote? Did you vote...

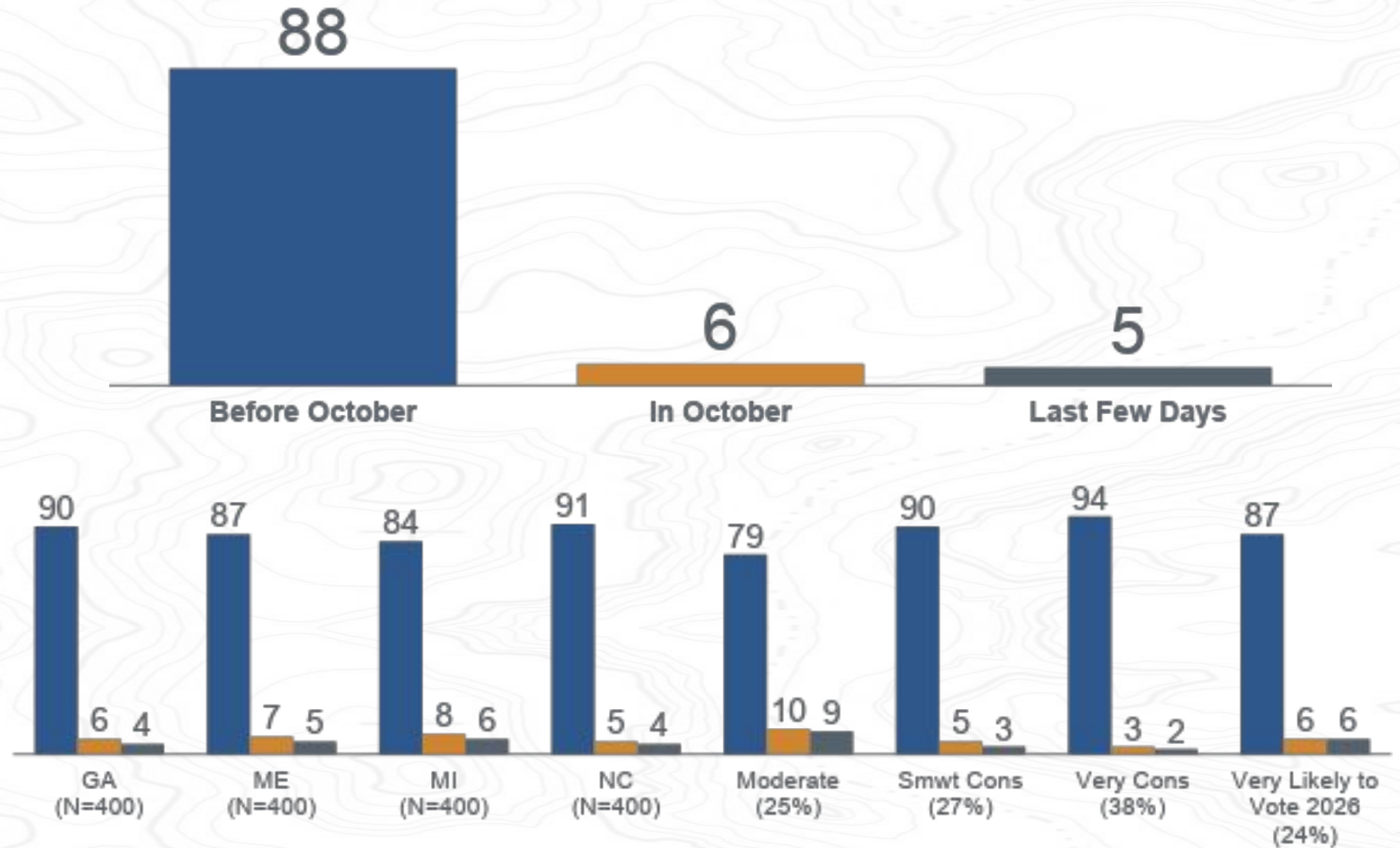
## VOTE METHOD





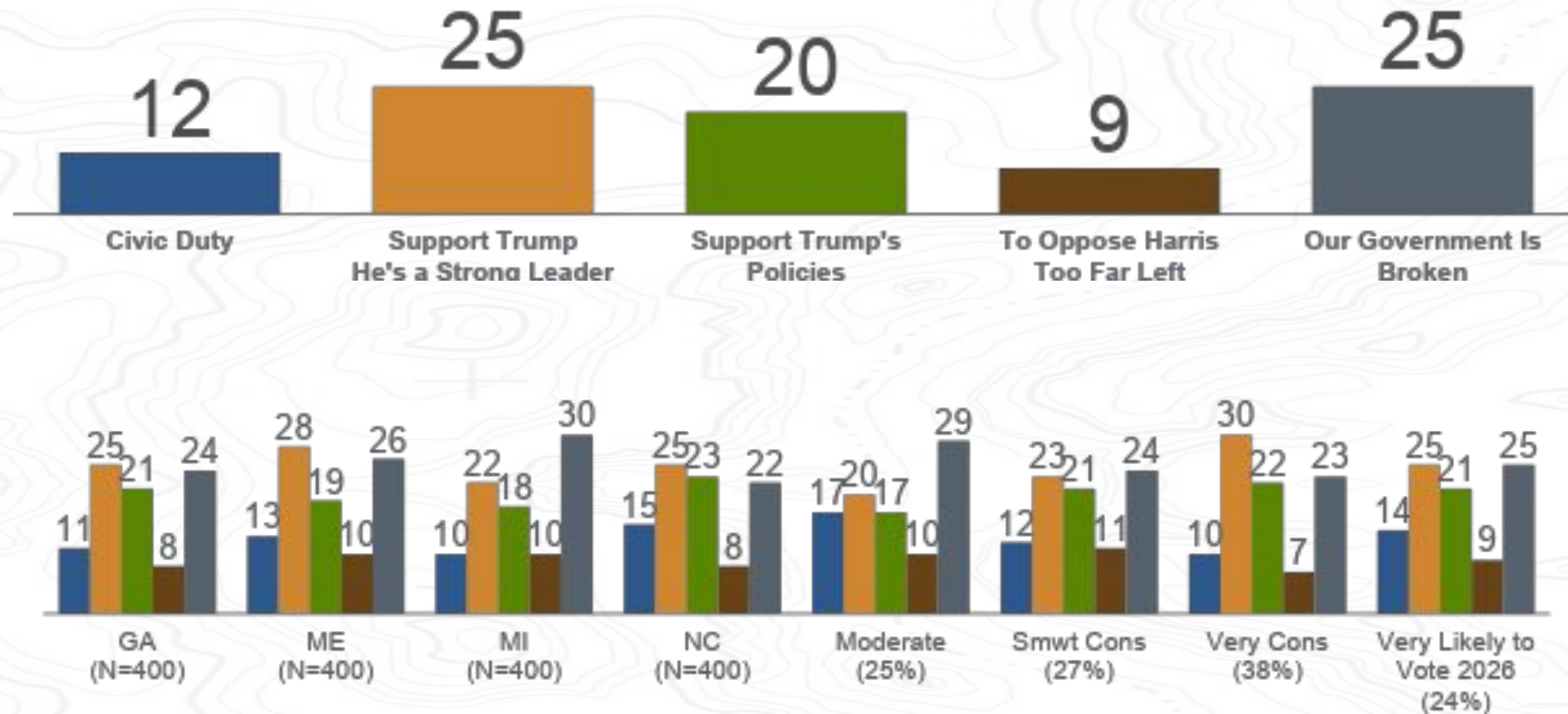
Thinking about your vote for President, when did you decide for whom you would vote?

## WHEN DID YOU DECIDE?

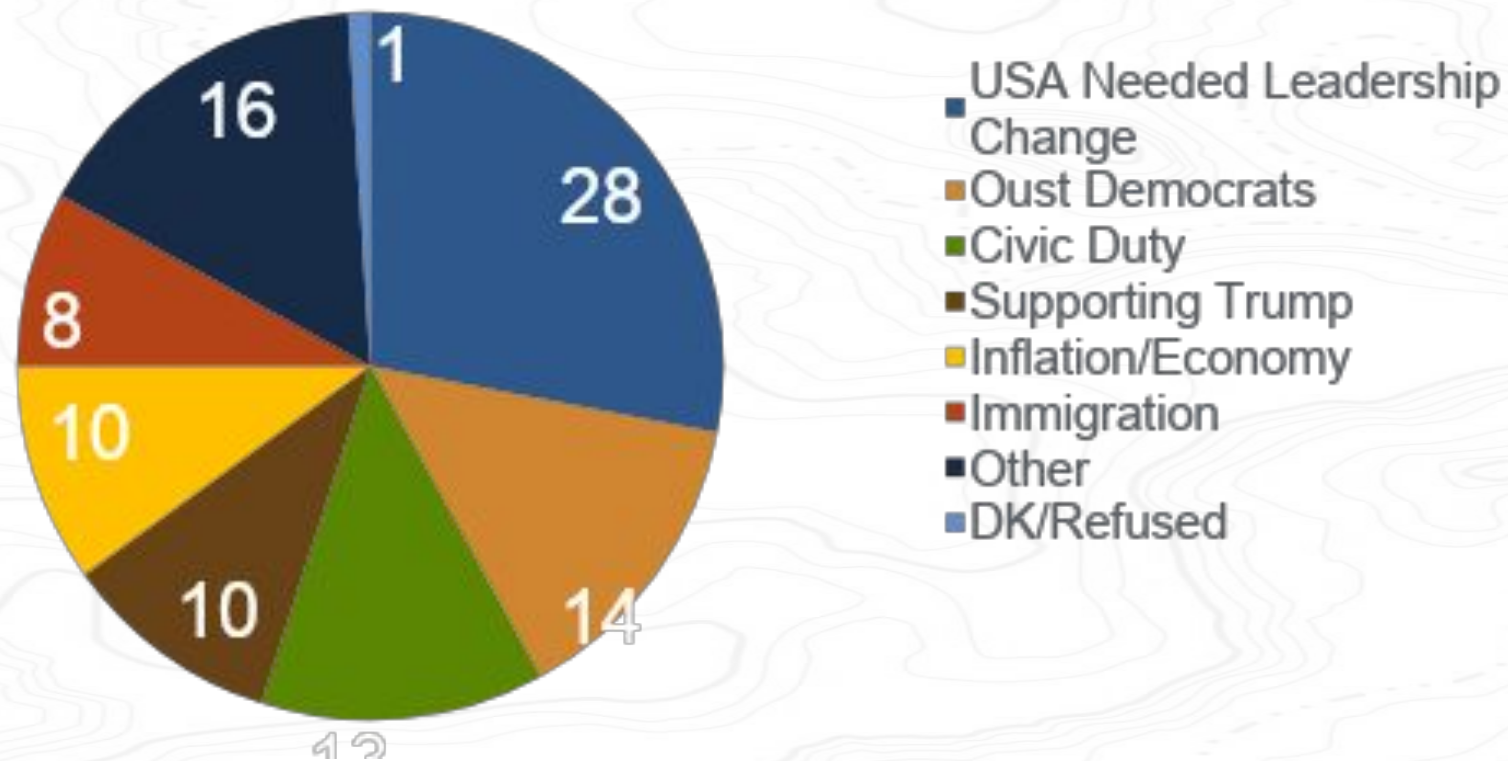


From the following list, what best describes your motivation participating in the 2024 election?

## VOTE MOTIVATION



# MOST IMPORTANT REASON YOU VOTED VERBATIM

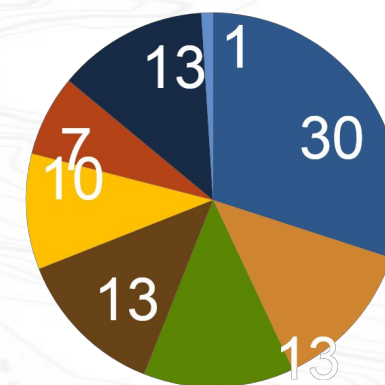
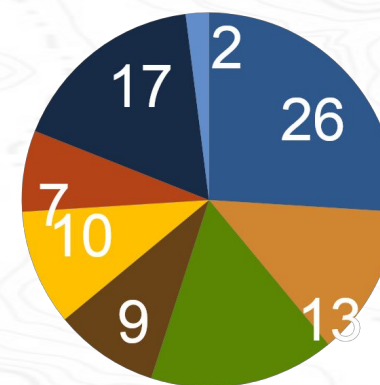
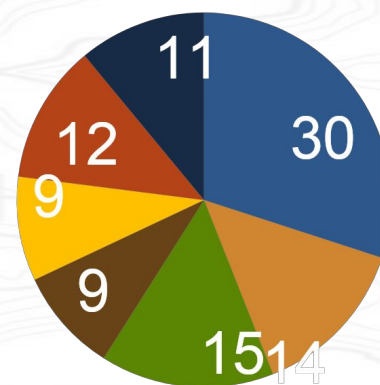
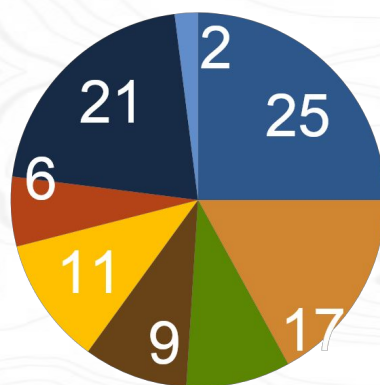


Georgia

Maine

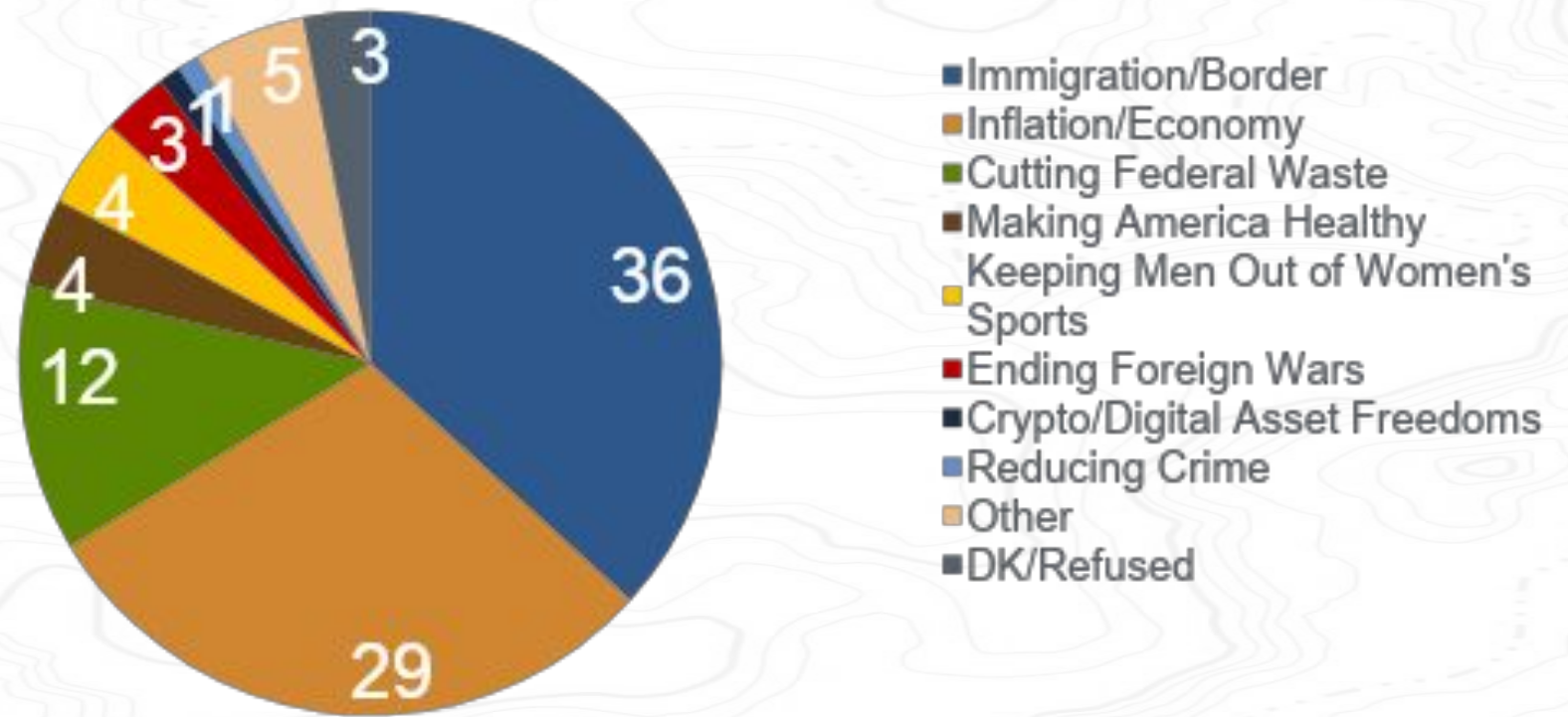
Michigan

North Carolina

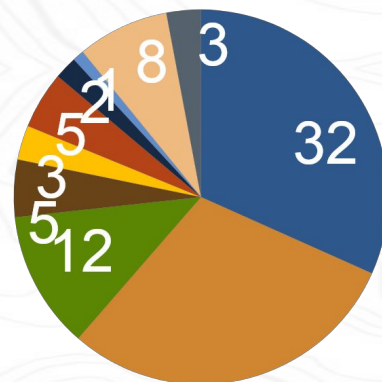




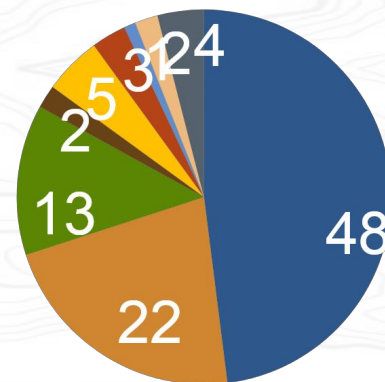
# MOST IMPORTANT ISSUE YOU VOTED ON CLOSE-END



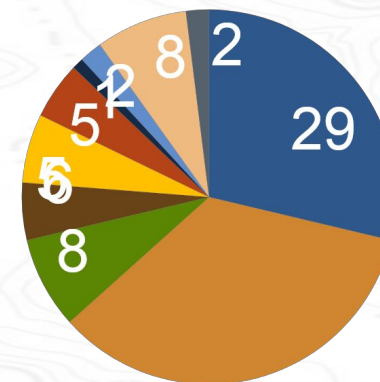
Georgia



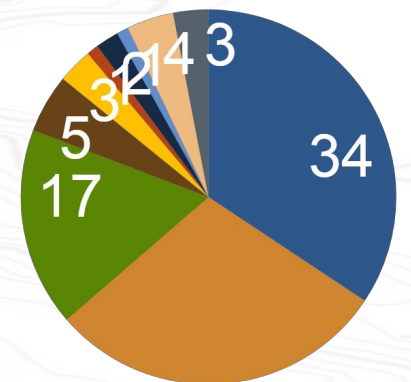
Maine



Michigan



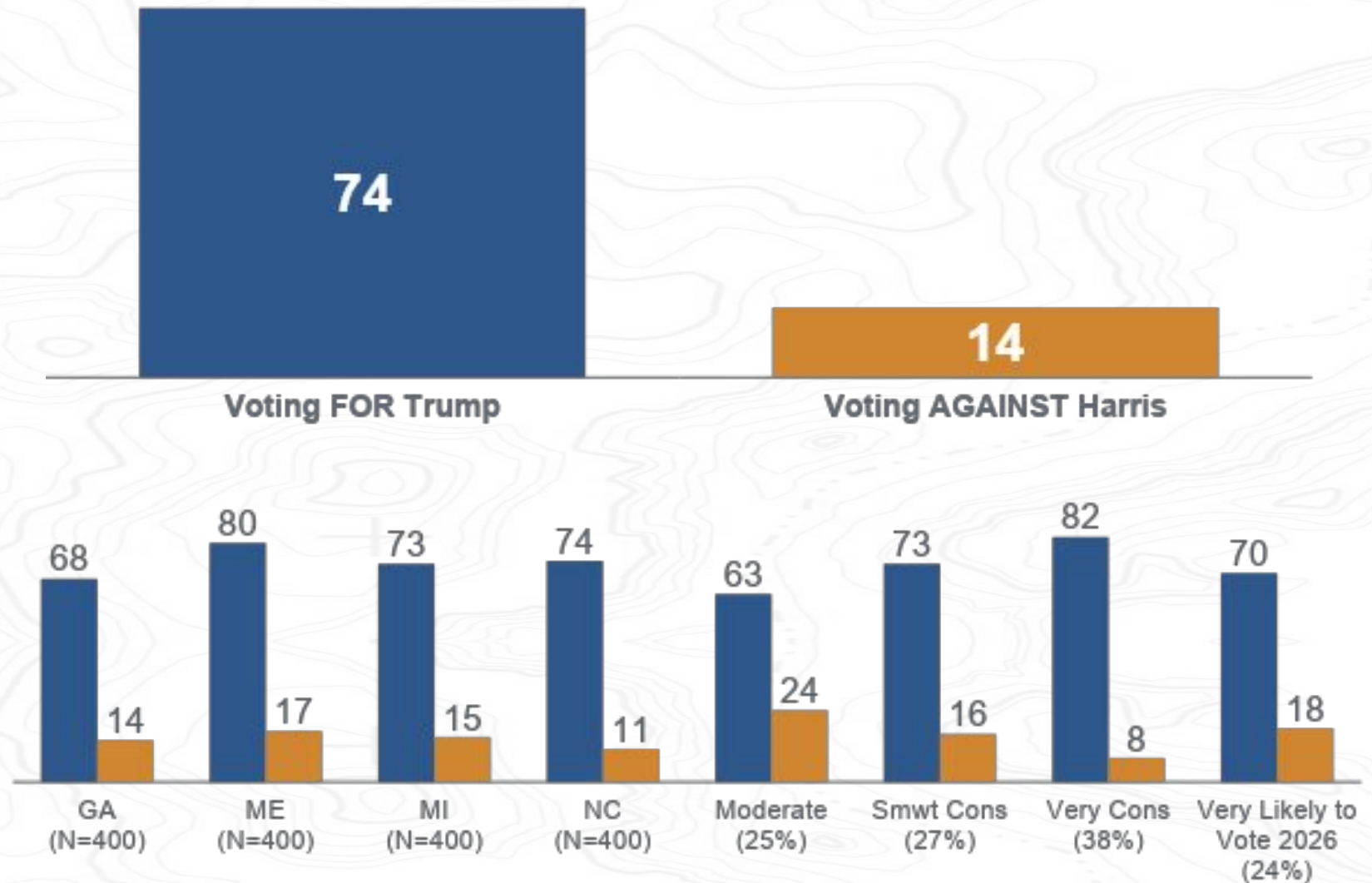
North Carolina



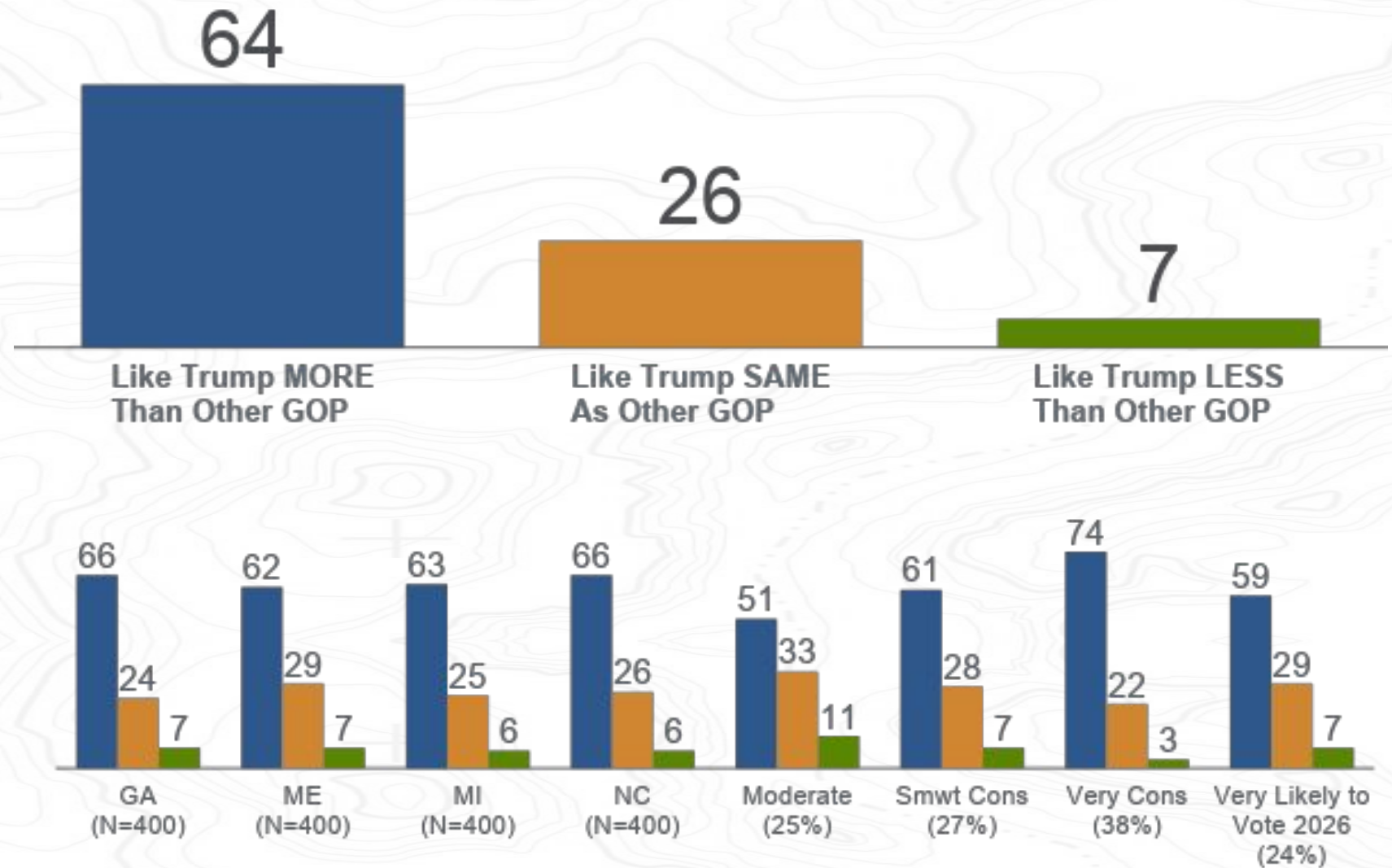


## TRUMP VOTE MOTIVATION

Thinking about your vote for Donald Trump, which of the following statements comes closest to your opinion?



Which of the following best describes your feelings towards Donald Trump?



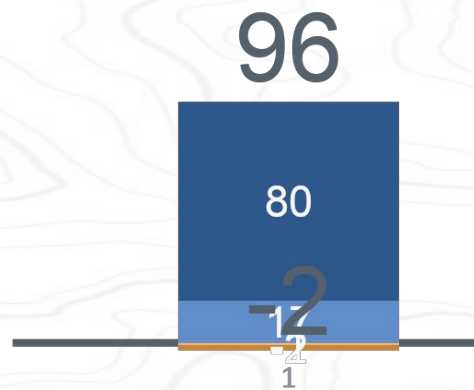
TRUMP VS. OTHER  
GOP

# Image Tests

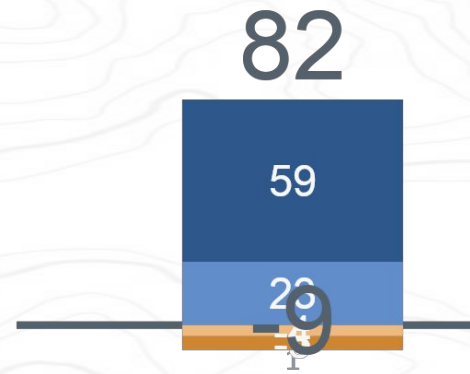
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# IMAGE TEST

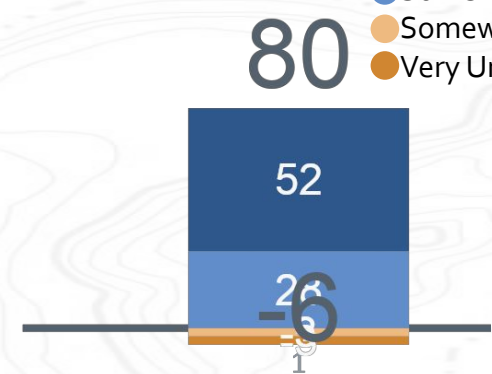
Donald Trump  
Net: +94



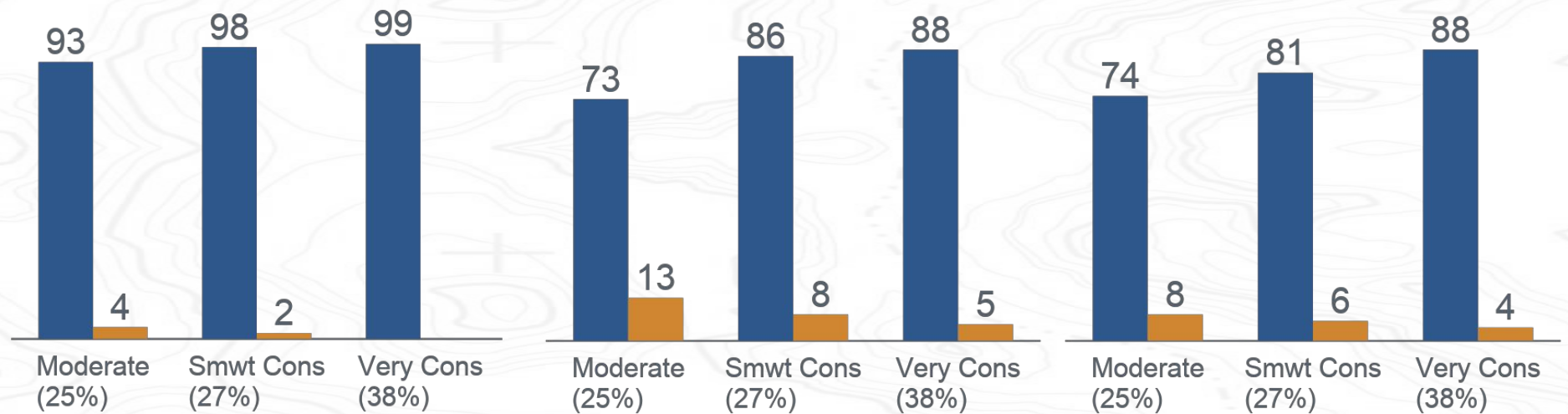
Elon Musk  
Net: +73



RFK, Jr.  
Net: +74



Very Fav  
Somewhat Fav  
Somewhat Unfav  
Very Unfav

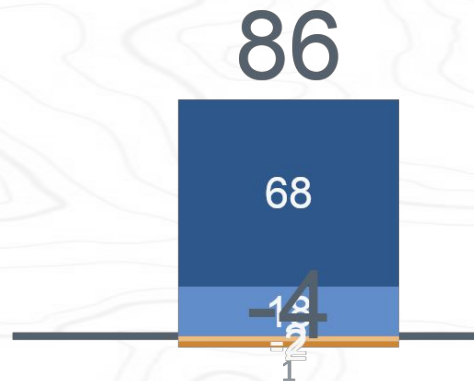


Favorable  
Unfavorable

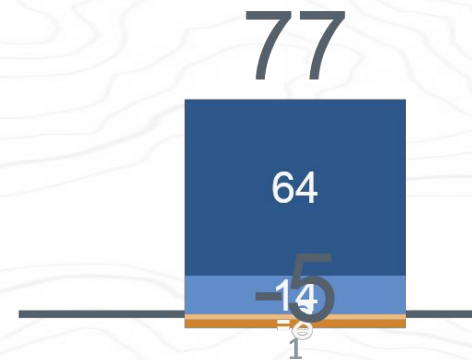


# IMAGE TEST

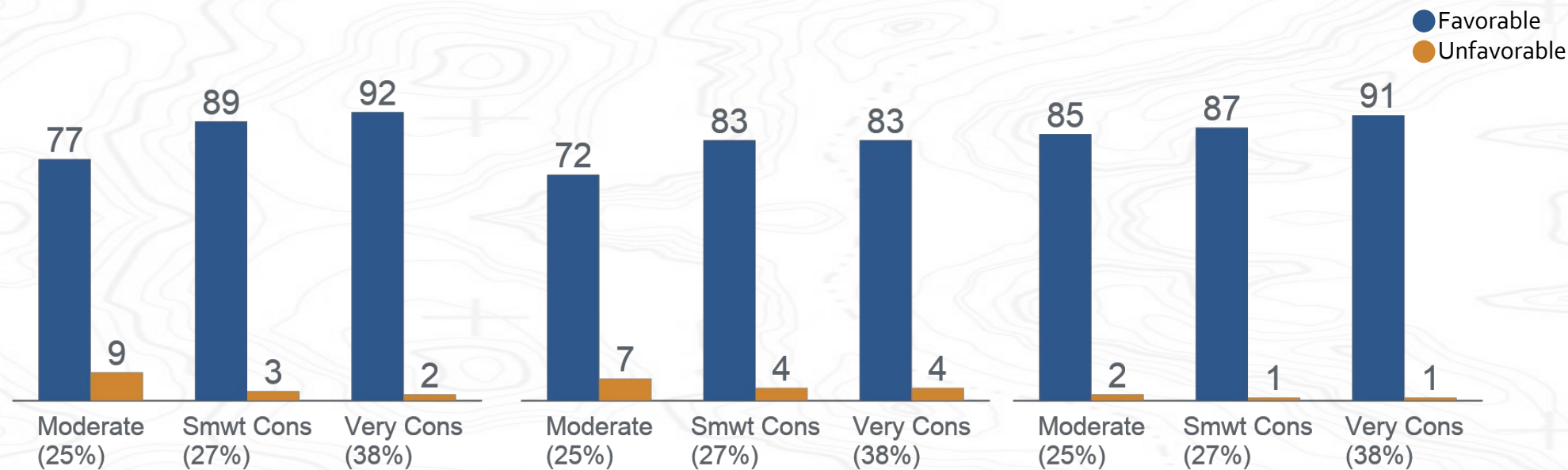
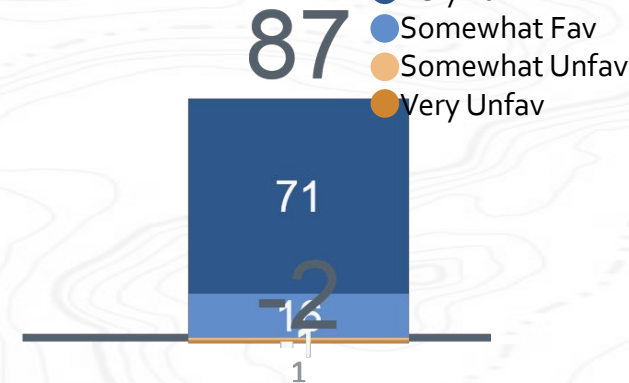
MAGA  
Net: +82



DOGE  
Net: +72



MAHA  
Net: +85

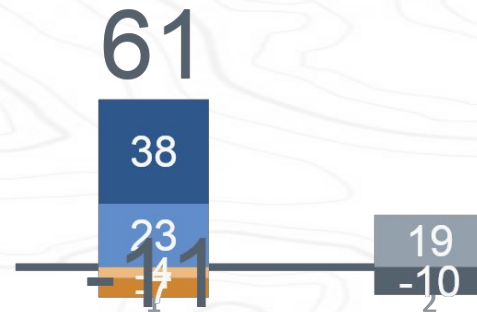


# IMAGE TEST

## GEORGIA

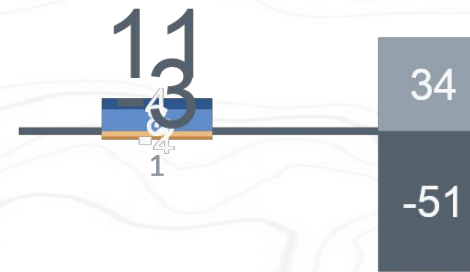
Brian Kemp

Net: +50



Buddy Carter

Net: +8

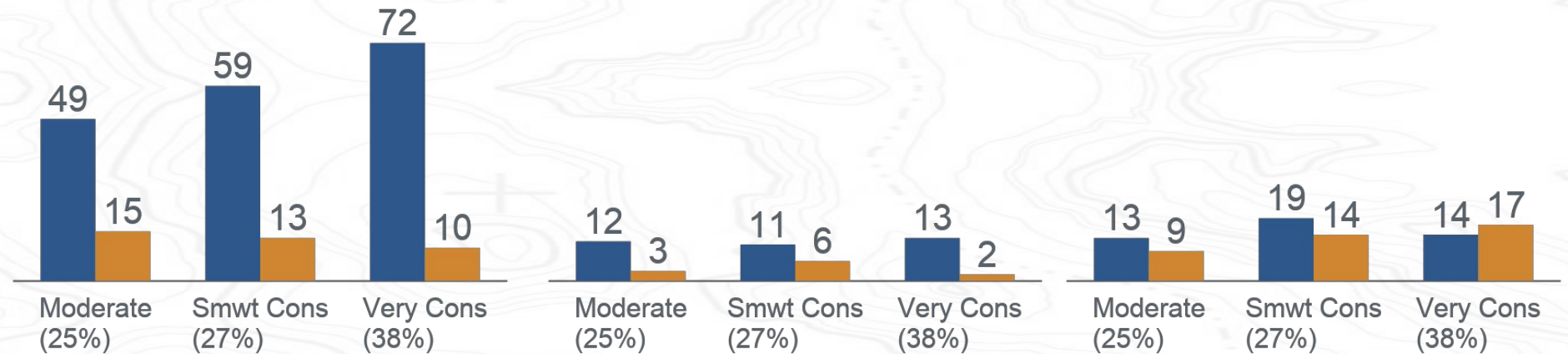


Brad Raffensperger

Net: +1



Very Fav  
Somewhat Fav  
Somewhat Unfav  
Very Unfav  
No Opinion  
Never Heard Of



Favorable  
Unfavorable

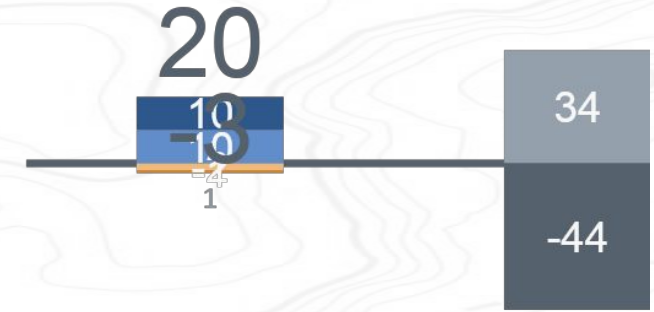
# IMAGE TEST

## GEORGIA

John King  
Net: +6

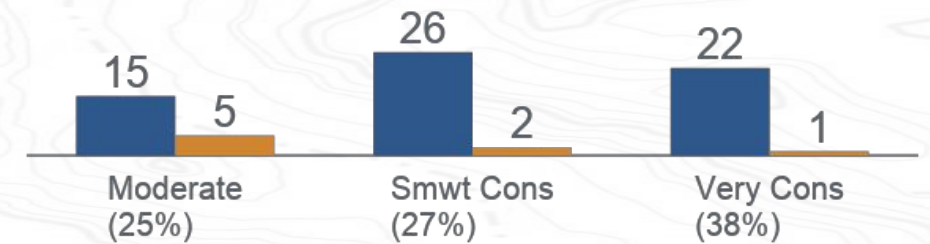
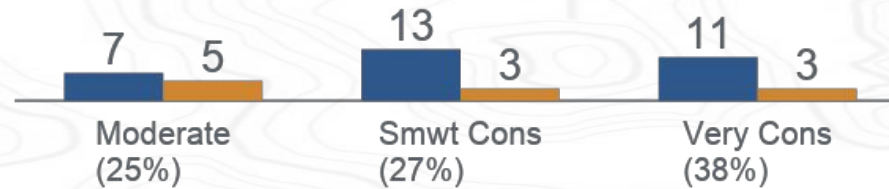


Mike Collins  
Net: +17



- Very Fav
- Somewhat Fav
- Somewhat Unfav
- Very Unfav
- No Opinion
- Never Heard Of

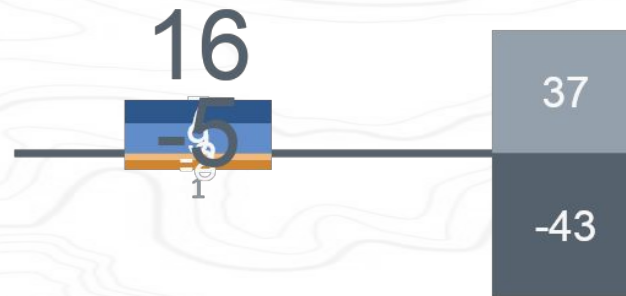
- Favorable
- Unfavorable



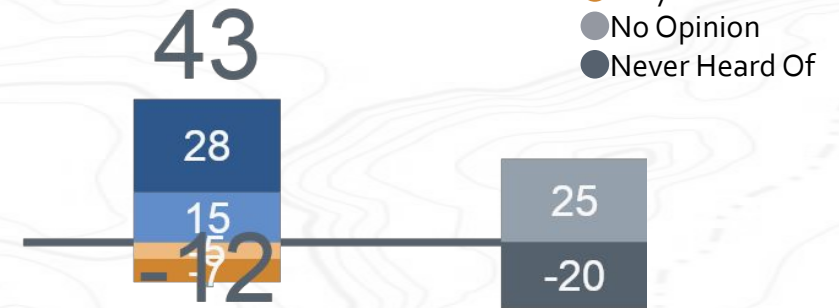
# IMAGE TEST

## GEORGIA

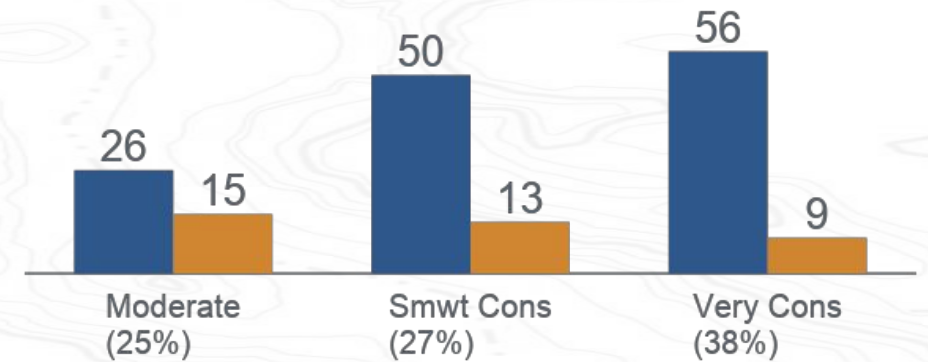
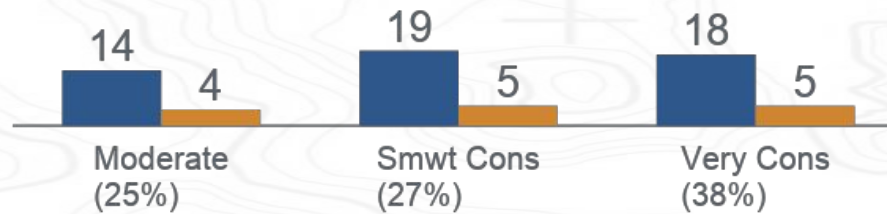
Rich McCormick  
Net: +11



Marjorie Taylor  
Greene  
Net: +31



Favorable  
Unfavorable



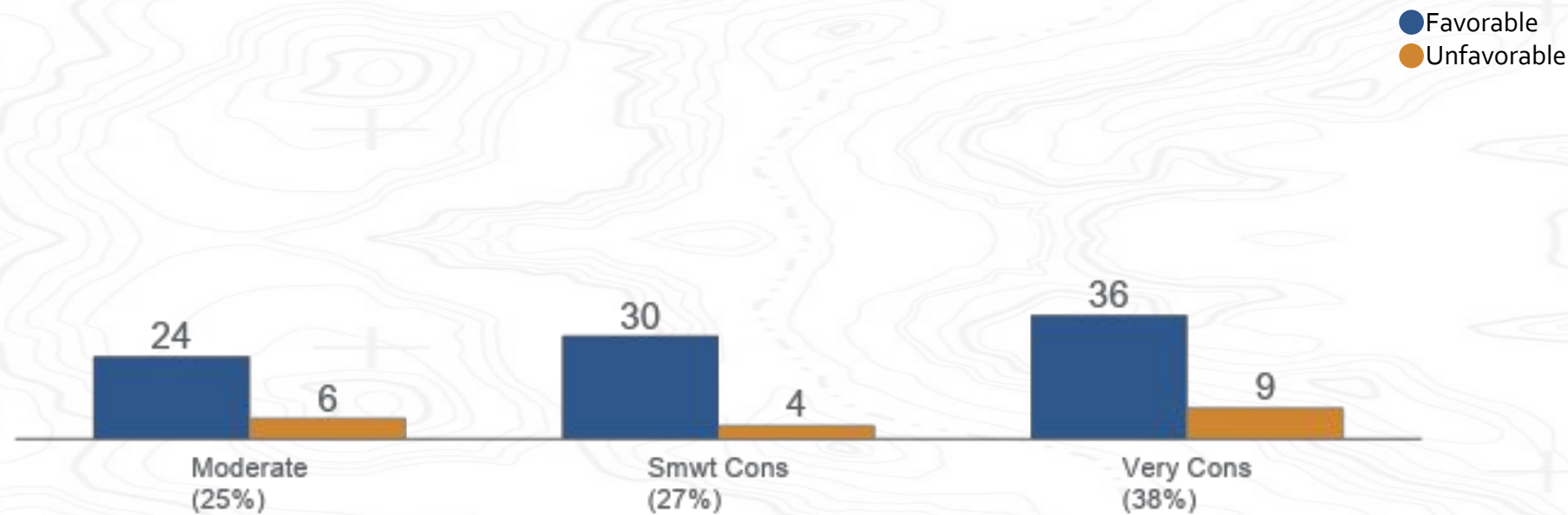


# IMAGE TEST

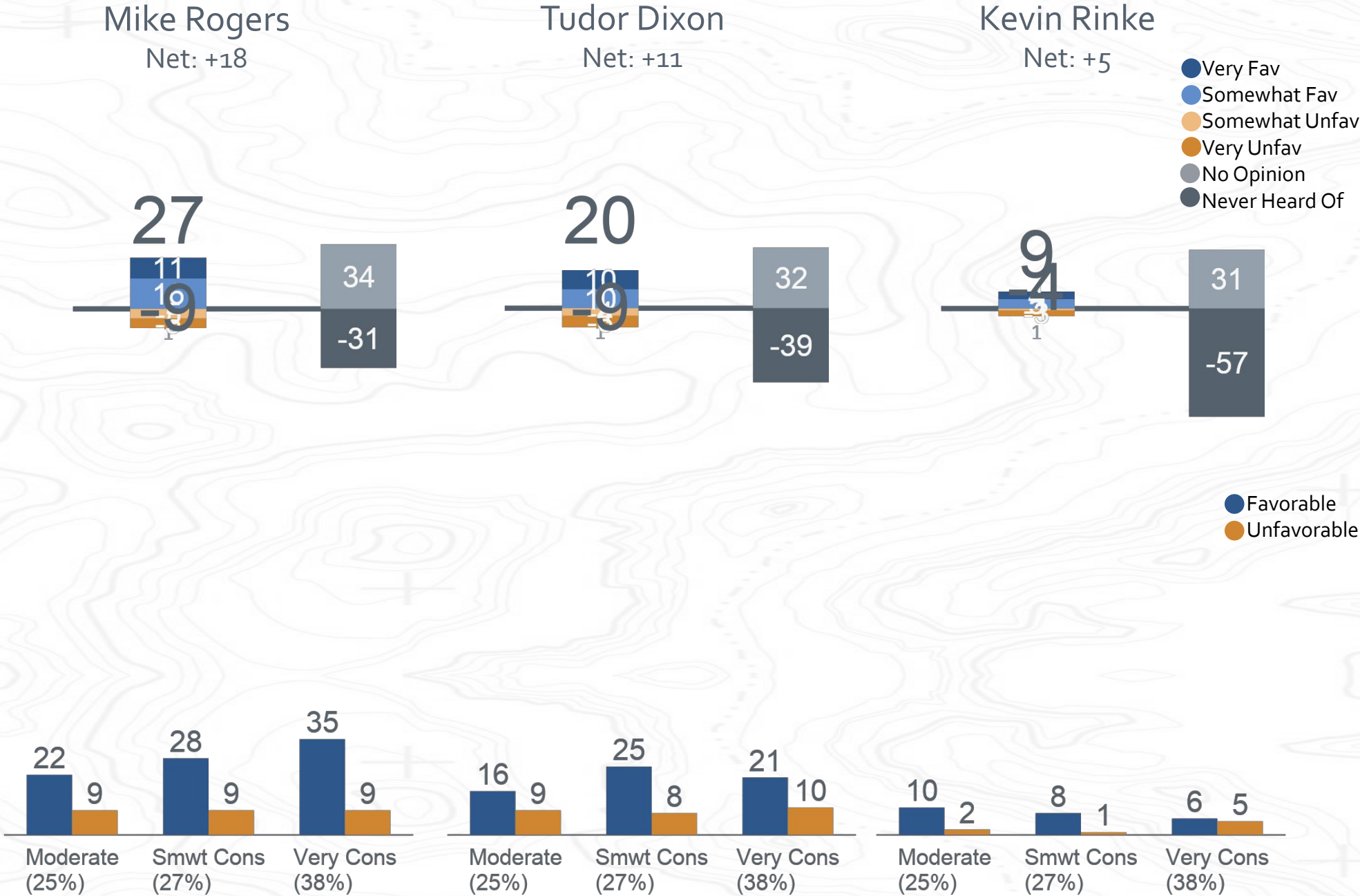
## NORTH CAROLINA

Thom Tillis

Net: +21



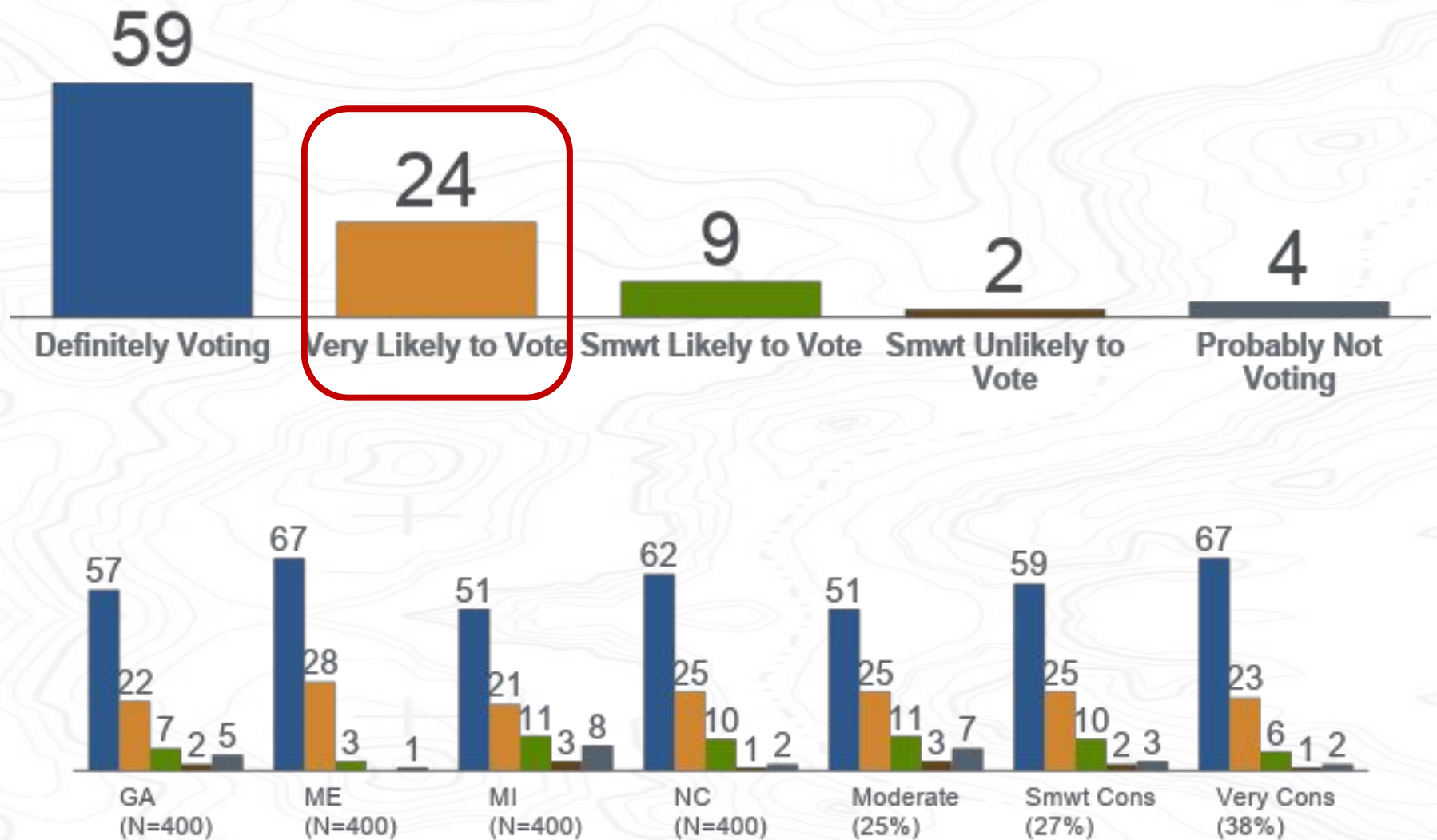
# IMAGE TEST MICHIGAN



# 2026 Motivations

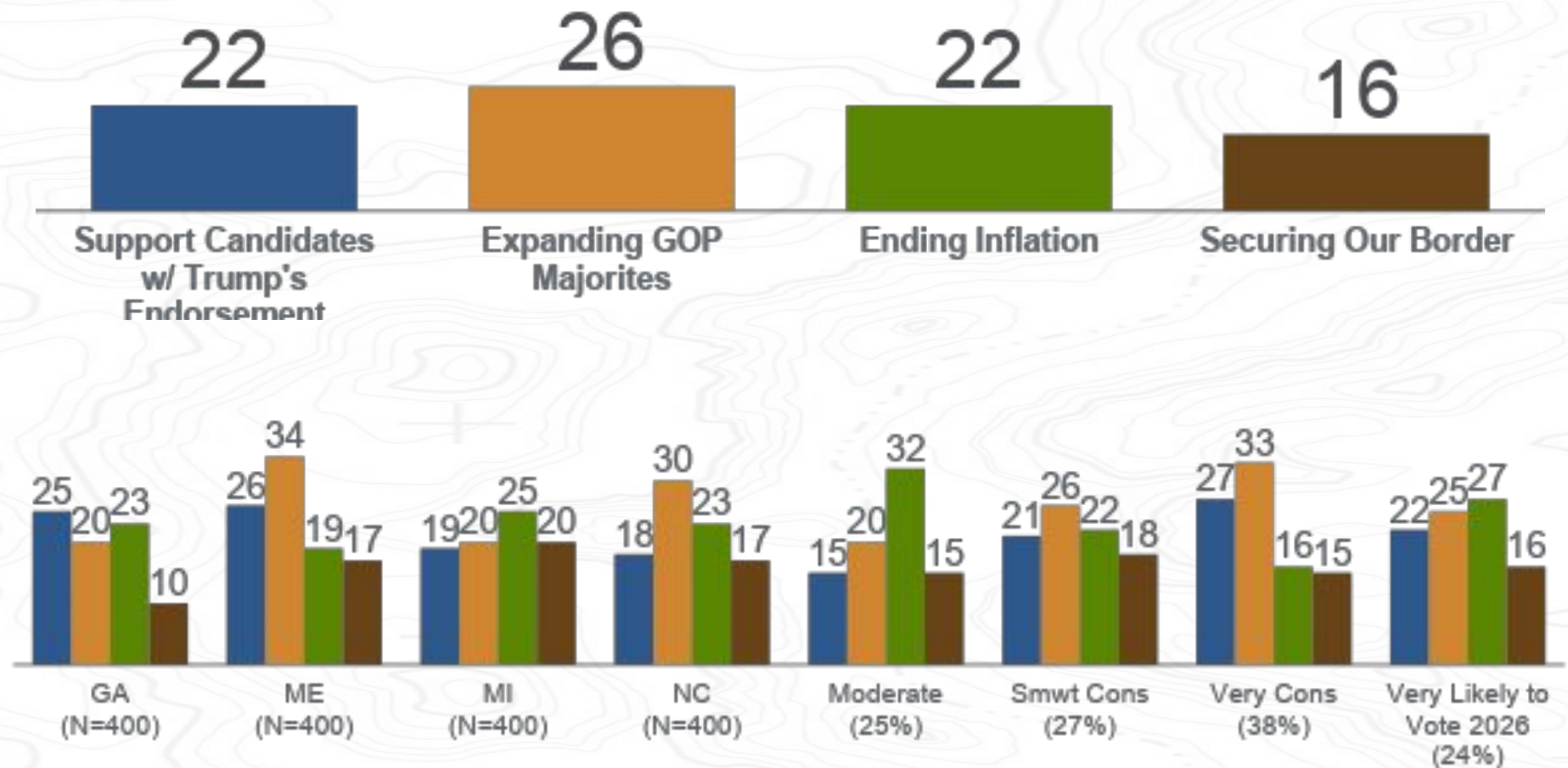
Thinking ahead to the 2026 midterm elections, would you say you are...

## 2026 VOTE LIKELIHOOD



Now thinking ahead to the 2026 midterm elections, from the following list what is most important to you when deciding to vote?

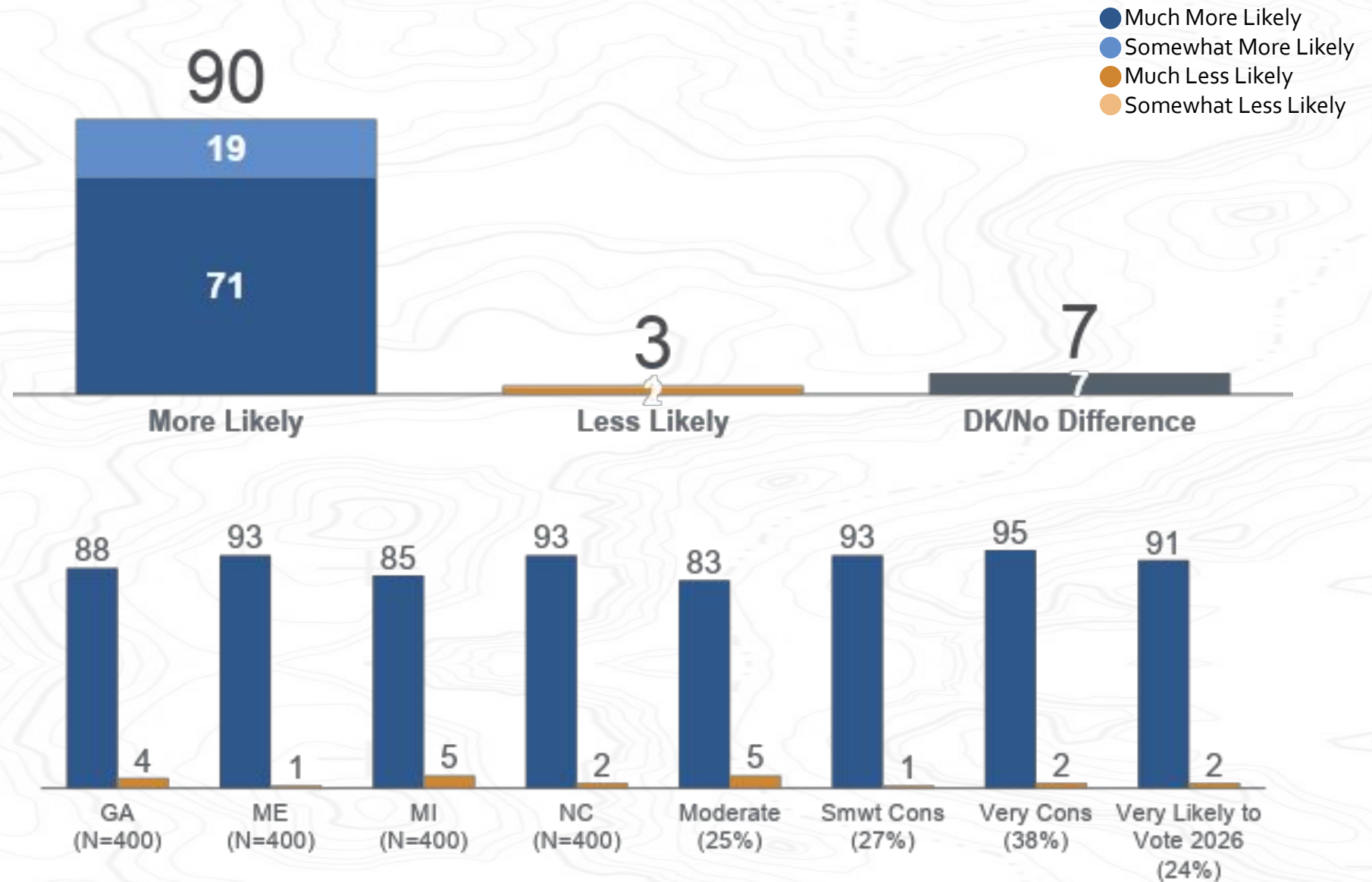
## 2026 VOTE PRIORITIES





## FIGHTING FOR TRUMP'S POLICIES

Thinking about upcoming elections, would you be more or less likely to vote for a candidate who fights for President Trump's policies?



# 2026 Policy Priorities

Next, I am going to read you various policy issues being talked about by President Trump and Republican officials across the country. For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?

Less Likely   More Likely

Requiring voters to provide proof of American citizenship to register to vote.



Placing tariffs on China and Mexico to force them to do more to stop the flow of lethal drugs like fentanyl into America from those countries.



Increasing funding for physical border deterrence, like finishing the wall and placing more border patrol agents at the border.



Getting rid of the requirement that parents vaccinate their children in order to attend public school.



Placing a ban on mail-order abortion pills that can be taken without a doctor's oversight, in order to protect women's health.



Promoting businesses in America to experiment and innovate with new financial technologies like crypto currencies and digital assets.



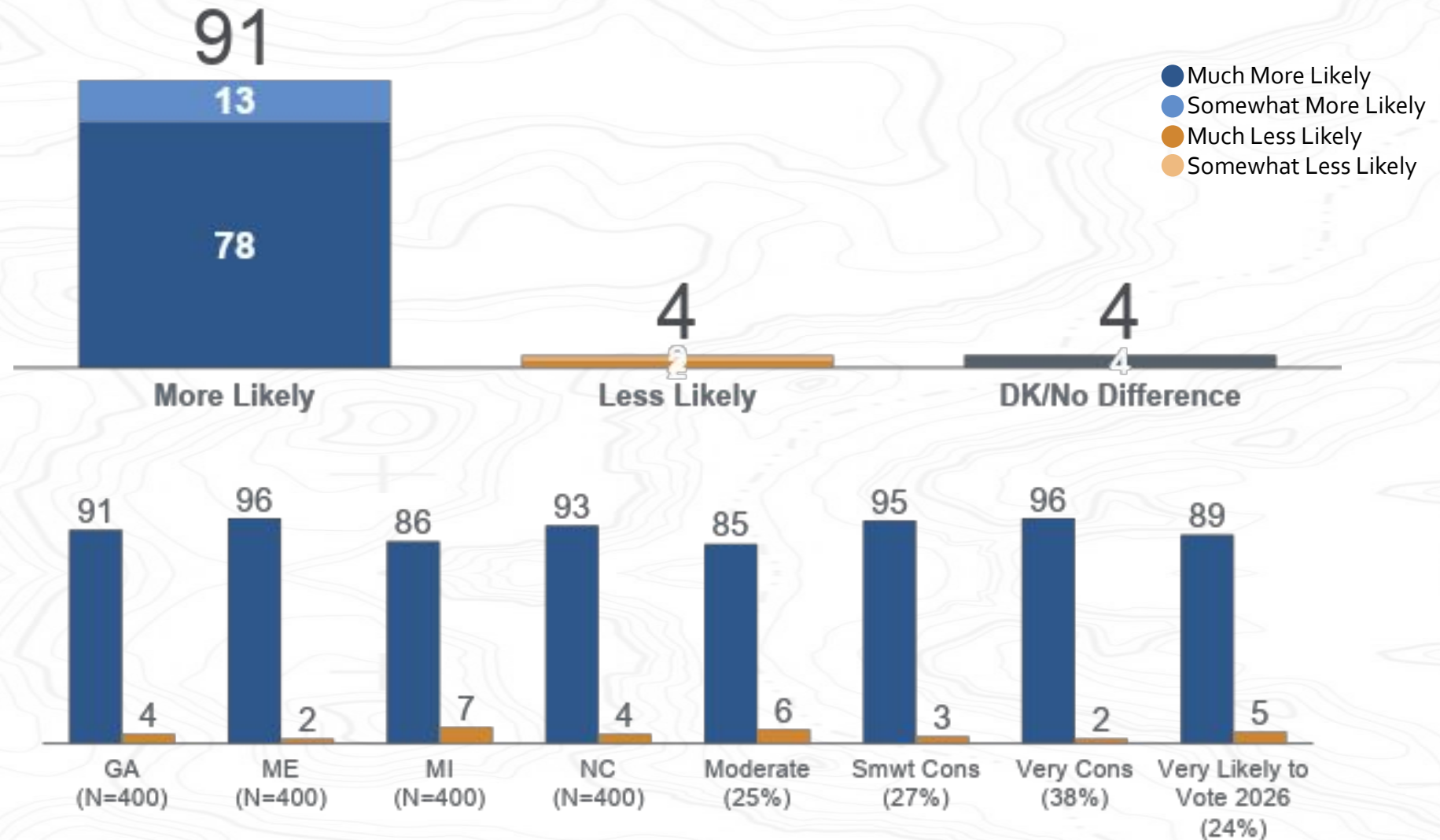
 Much Less Likely 
  Somewhat Less Likely 
  Somewhat More Likely 
  Much More Likely

## POLICY PRIORITIES

For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?

Placing tariffs on China and Mexico to force them to do more to stop the flow of lethal drugs like fentanyl into America from those countries.

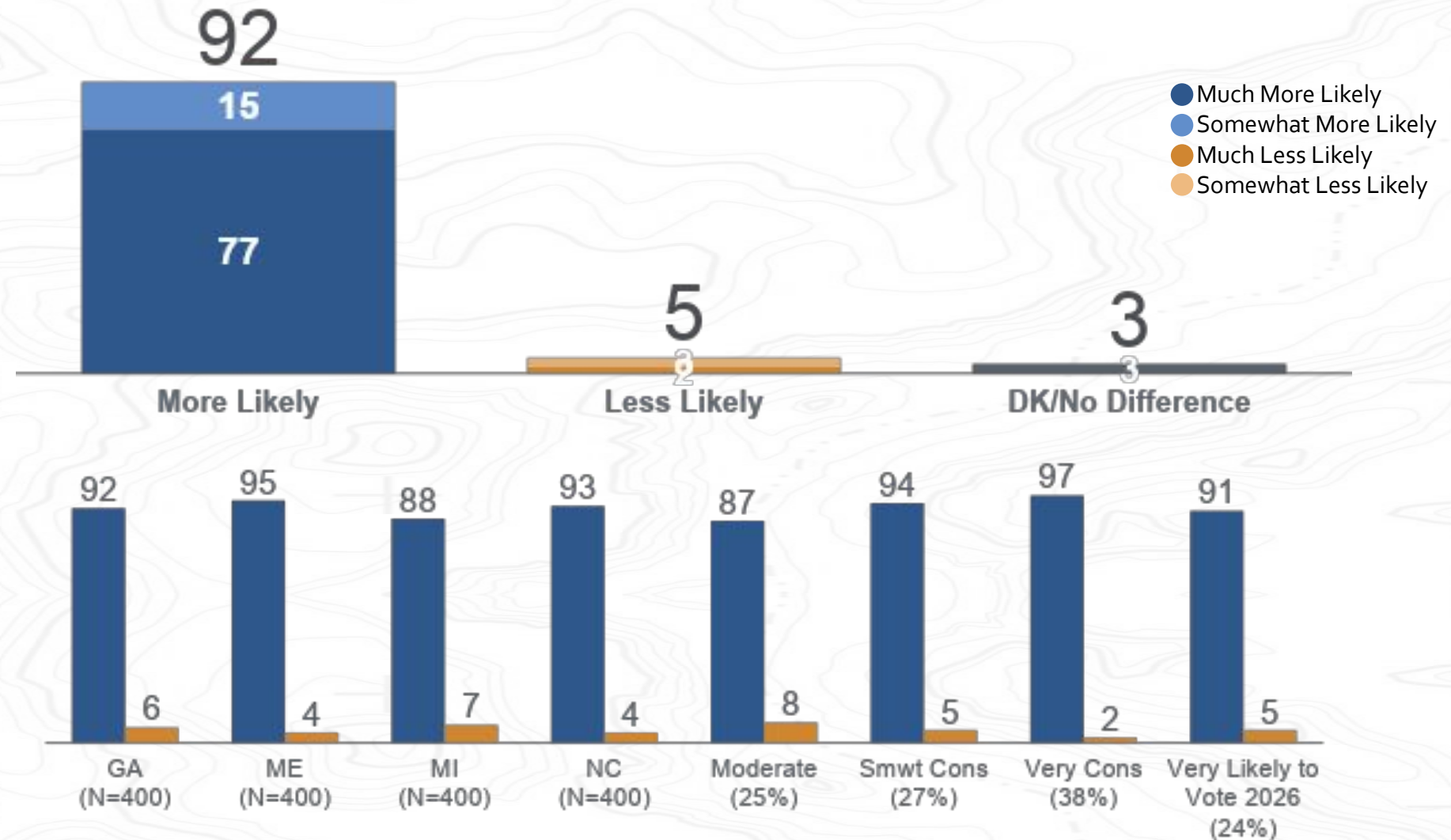
## TARIFFS



For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?

Increasing funding for physical border deterrence, like finishing the wall and placing more border patrol agents at the border.

## BORDER DETERRENCE

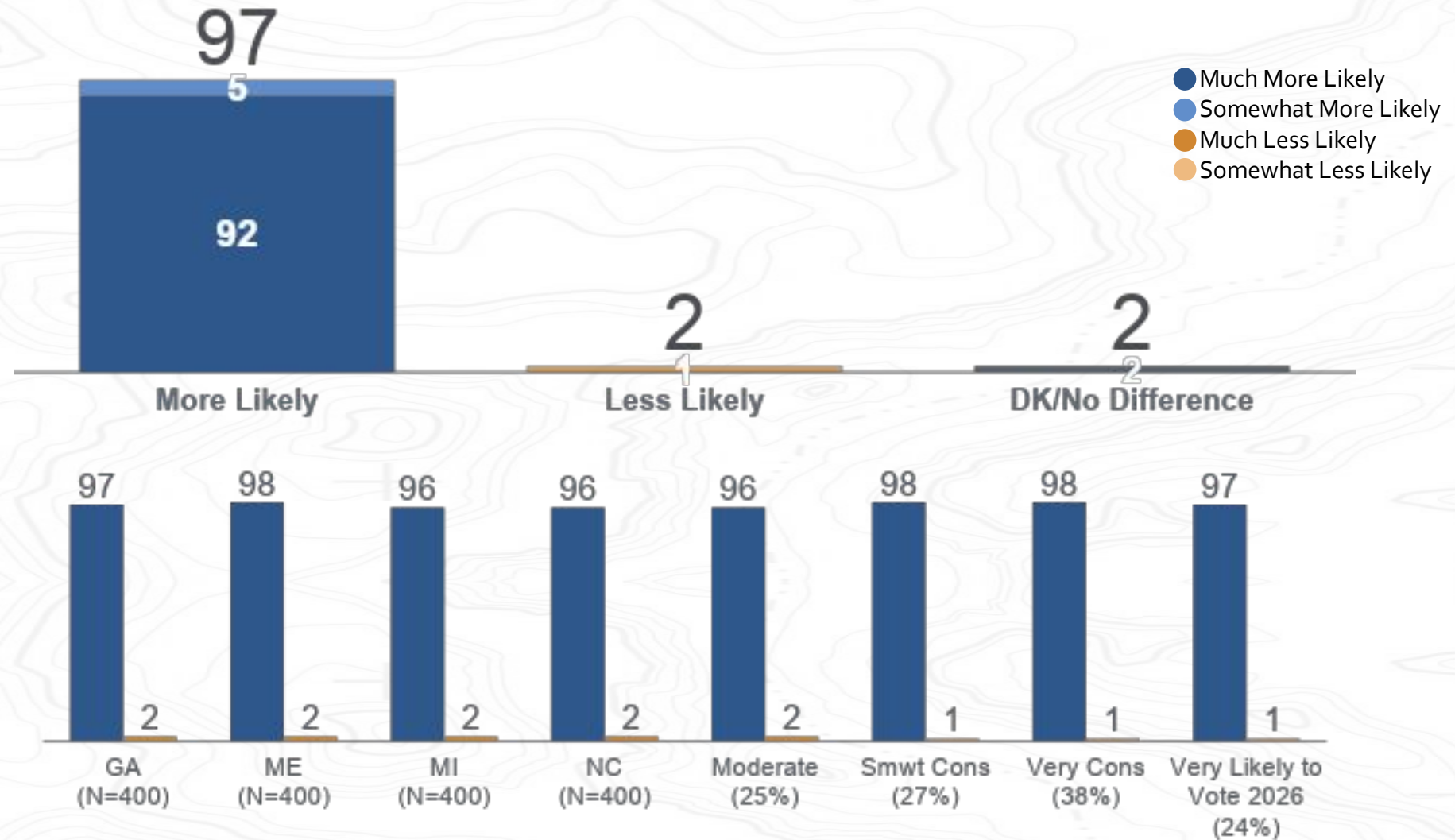




For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?

Requiring voters to provide proof of American citizenship to register to vote.

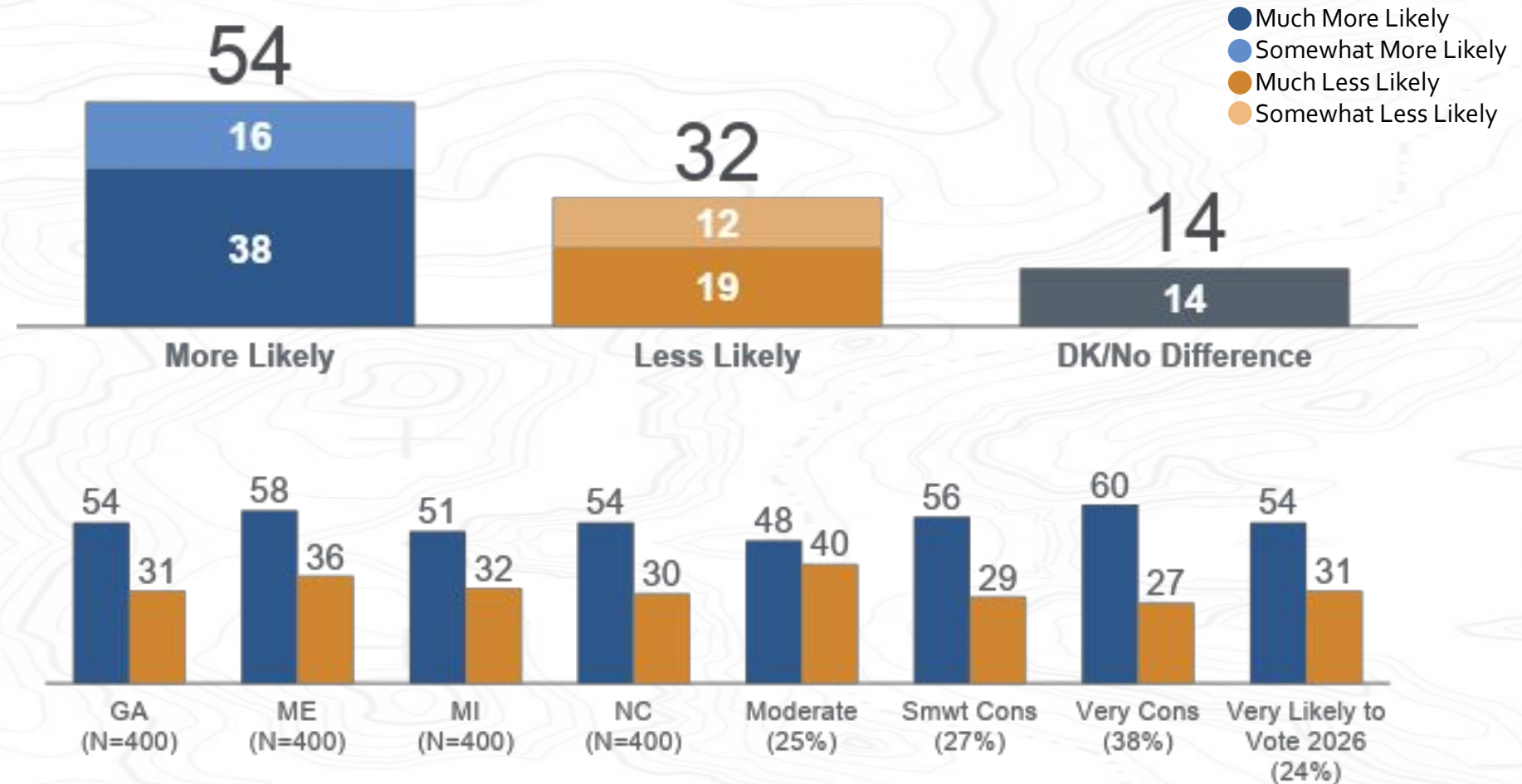
## PROOF OF CITIZENSHIP TO VOTE



For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?

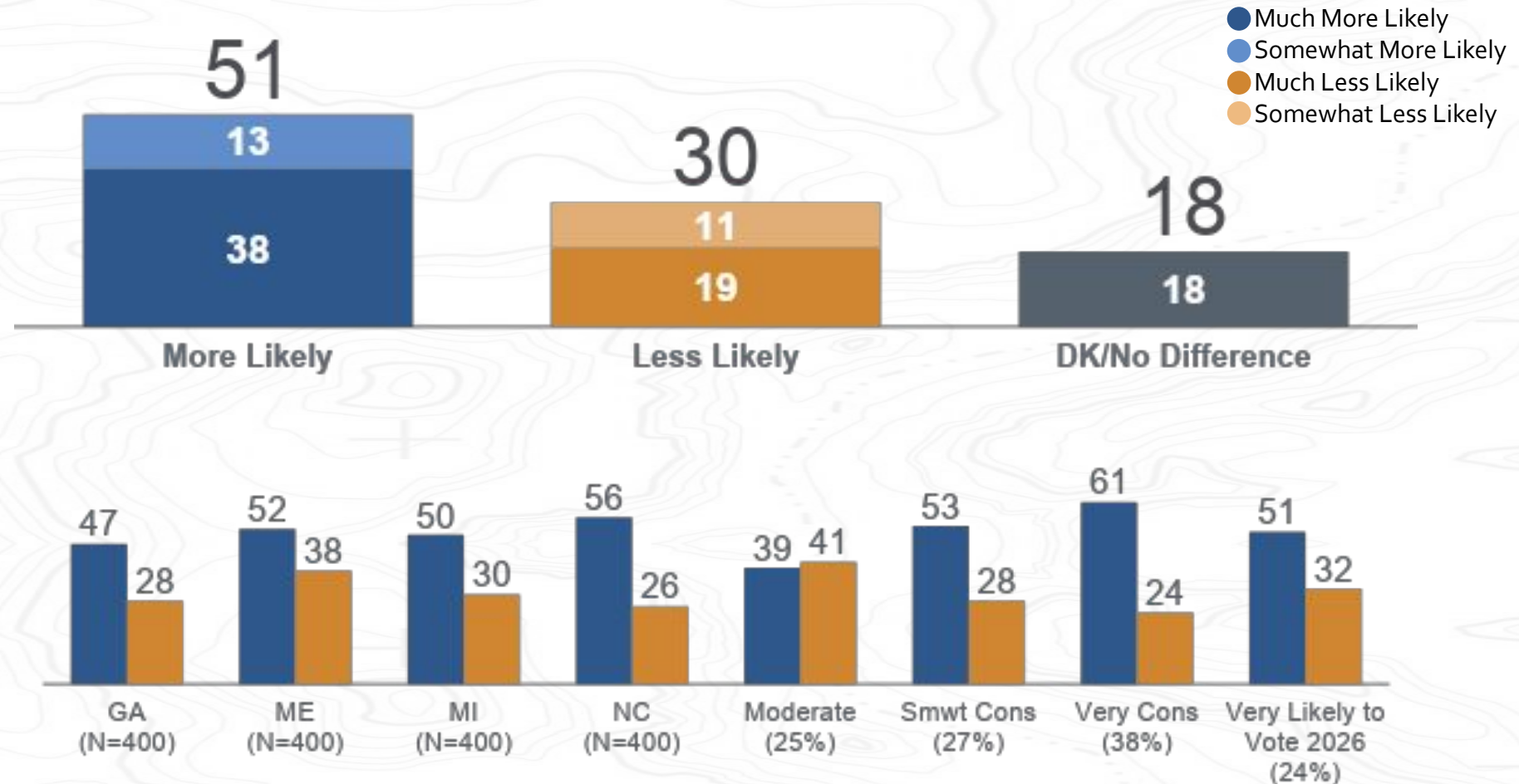
Getting rid of the requirement that parents vaccinate their children in order to attend public school.

## ENDING VACCINE REQUIREMENTS



# BANNING MAIL-ORDER ABORTION PILLS

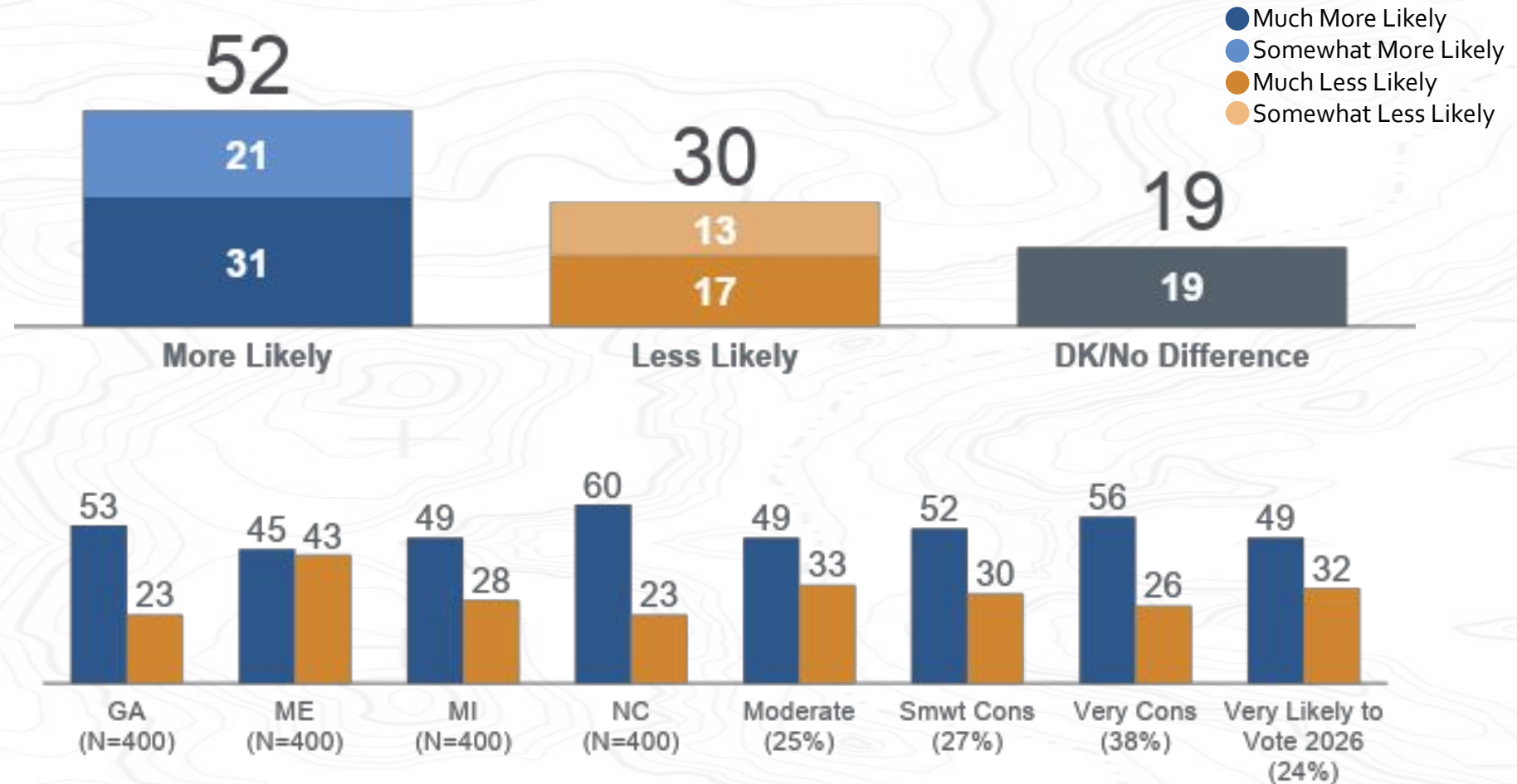
For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?  
Placing a ban on mail-order abortion pills that can be taken without a doctor's oversight, in order to protect women's health.



For each one, please tell me if you would be more likely or less likely to vote for a candidate who focused on the issue?

Promoting businesses in America to experiment and innovate with new financial technologies like crypto currencies and digital assets.

## PROMOTING FINTECH BUSINESSES

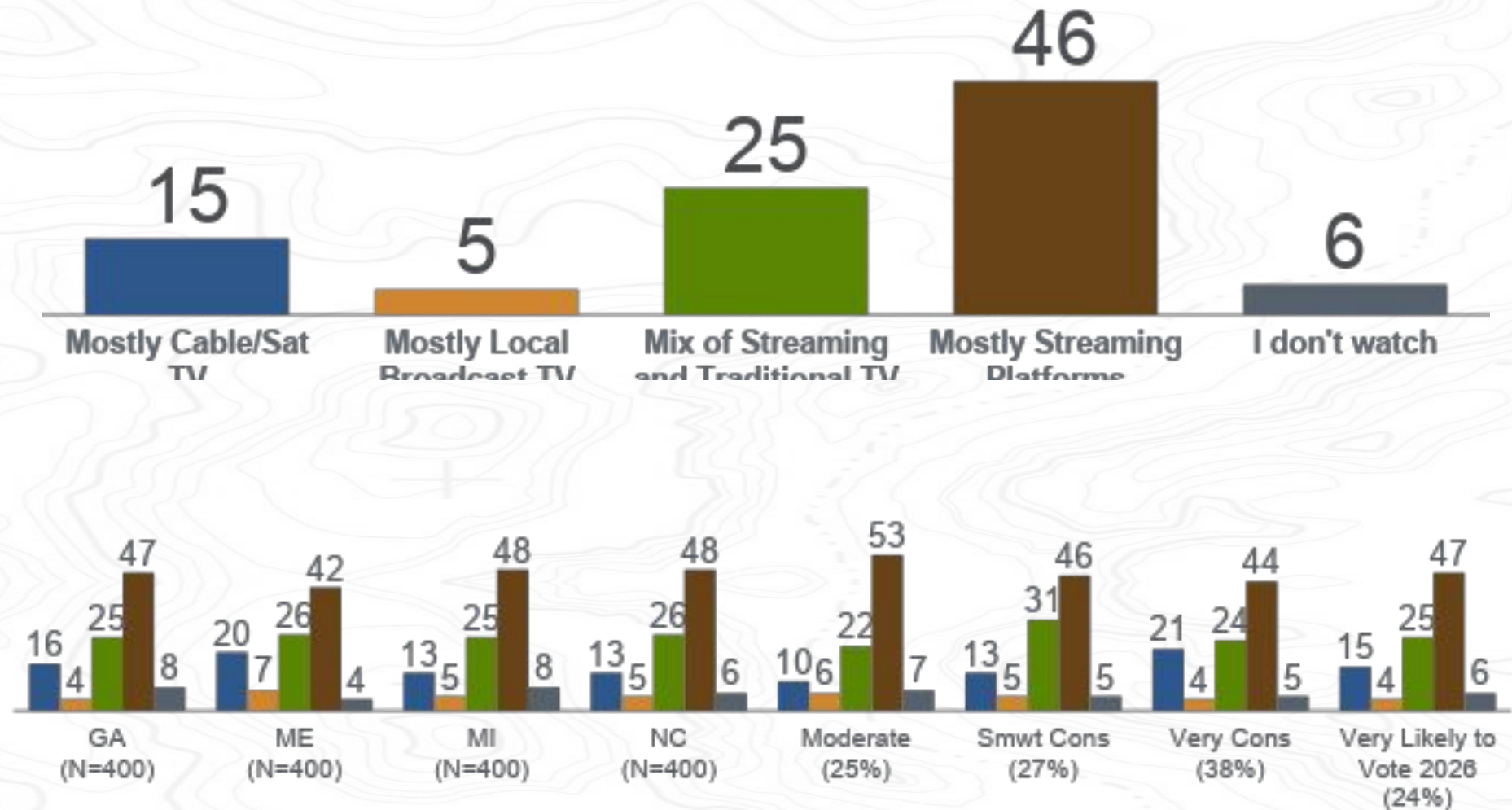


# Media Consumption

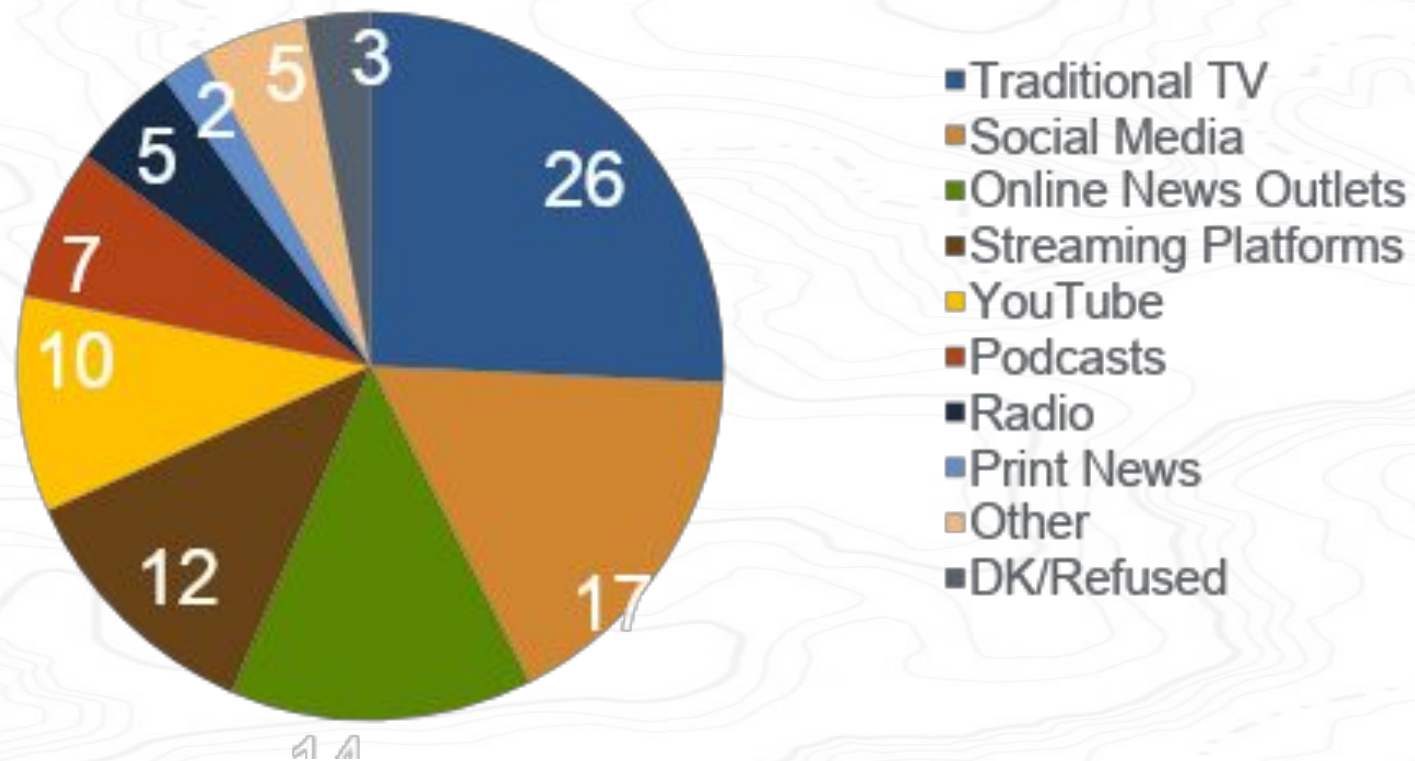


When it comes to your consumption of television and video content, how would you describe yourself?

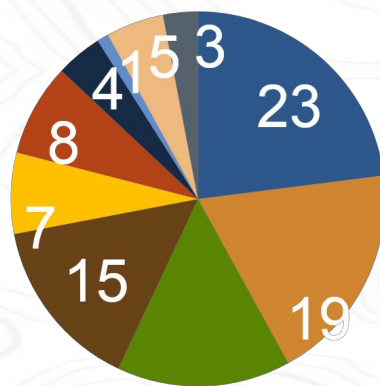
## TV CONSUMPTION



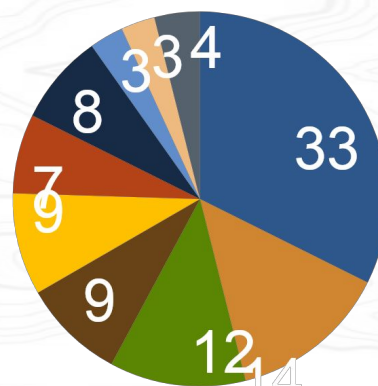
# POLITICAL NEWS SOURCE CLOSE-END



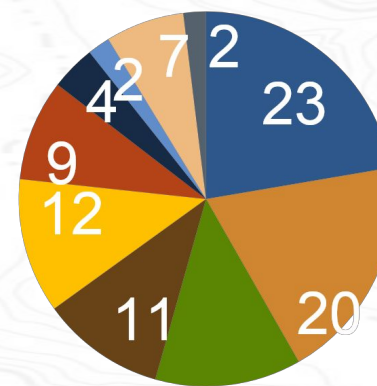
Georgia



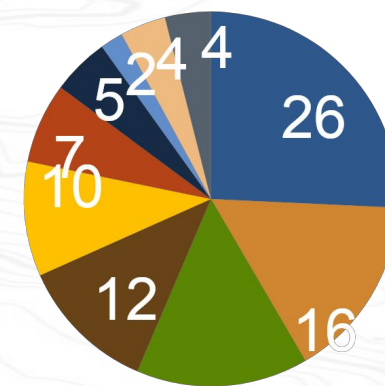
Maine



Michigan

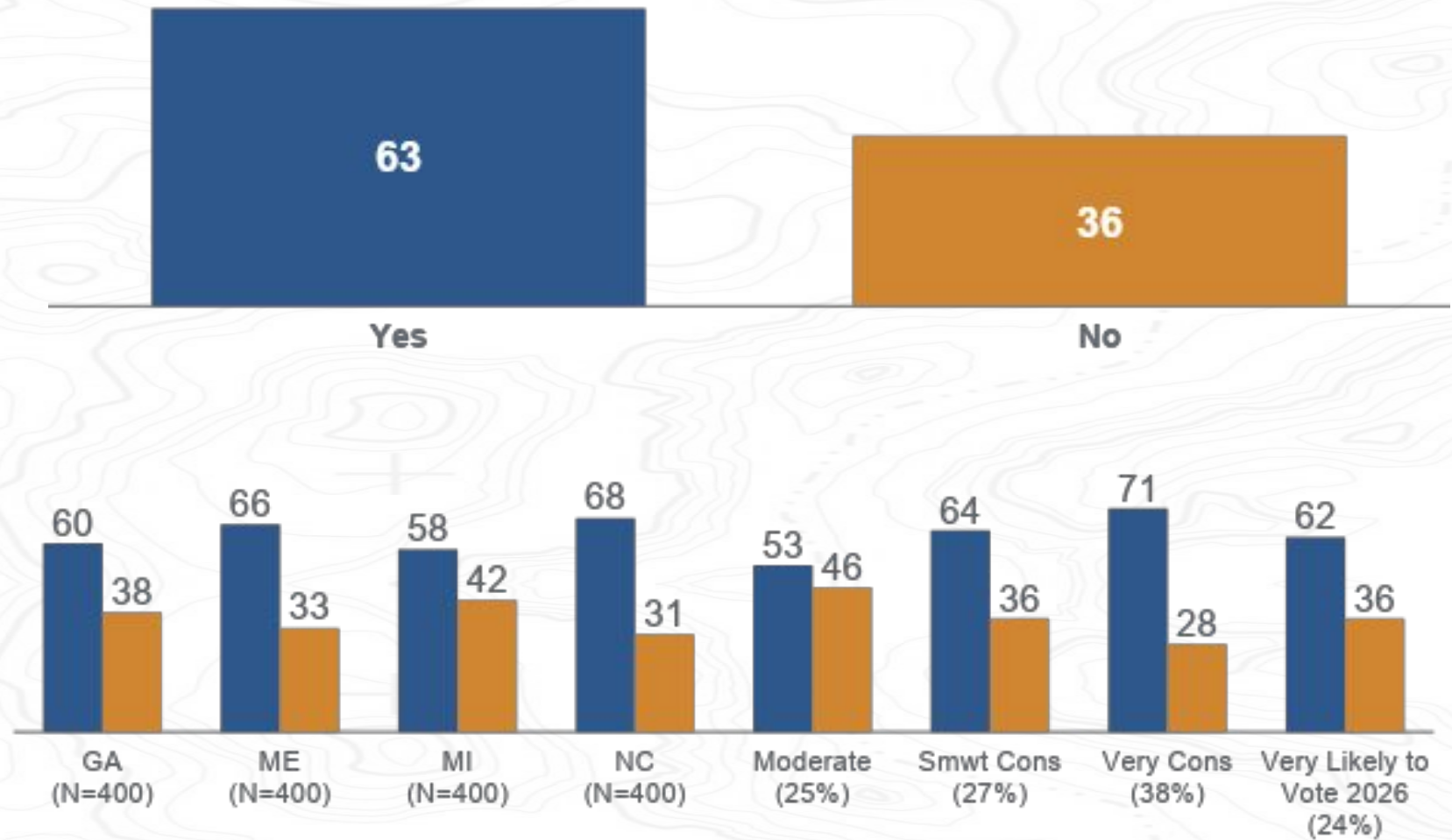


North Carolina



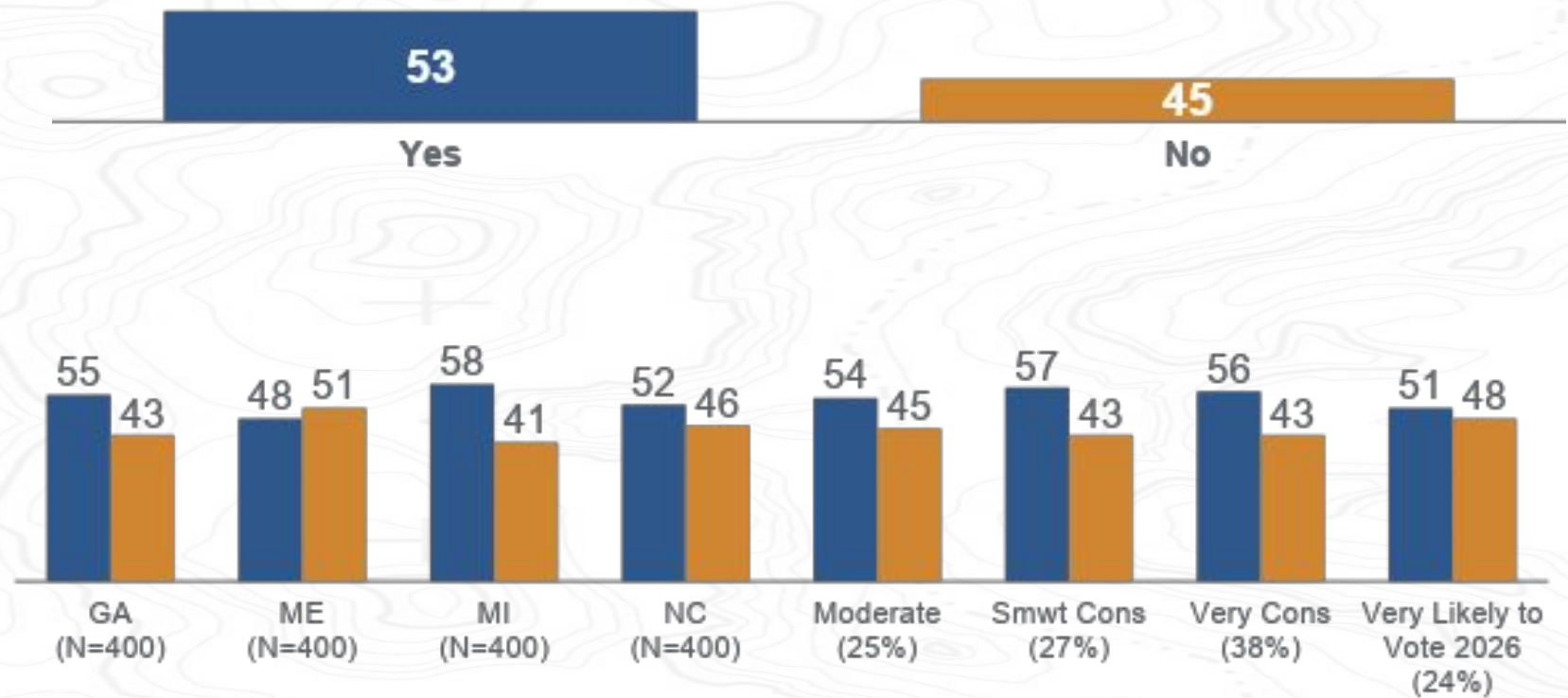
## Fox News Consumption

Do you watch Fox News?



## JOE ROGAN PODCAST

In the last six months have you listened to a podcast by the following person?  
Joe Rogan

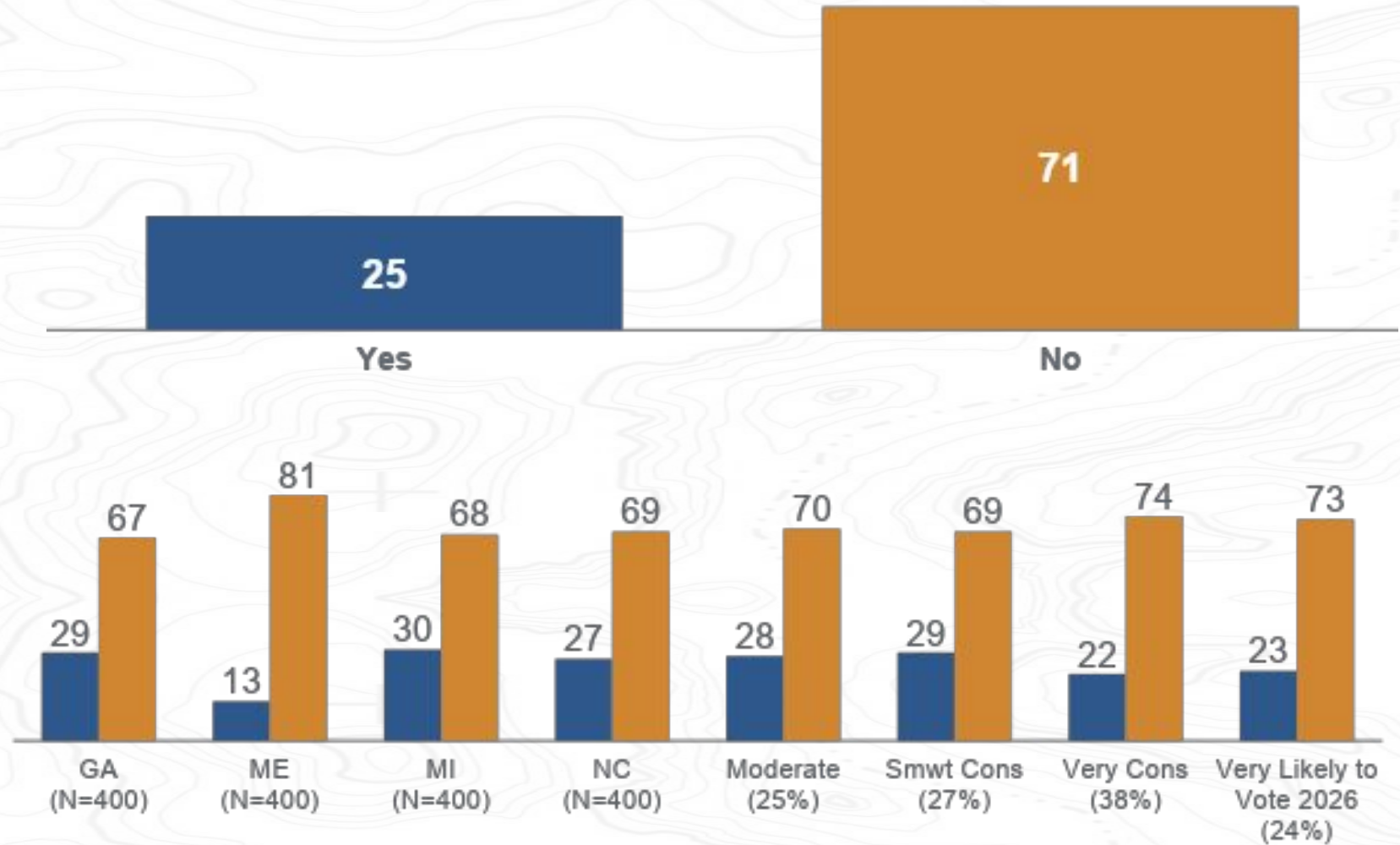




In the last six months have you listened to a podcast by the following person?

Theo Von

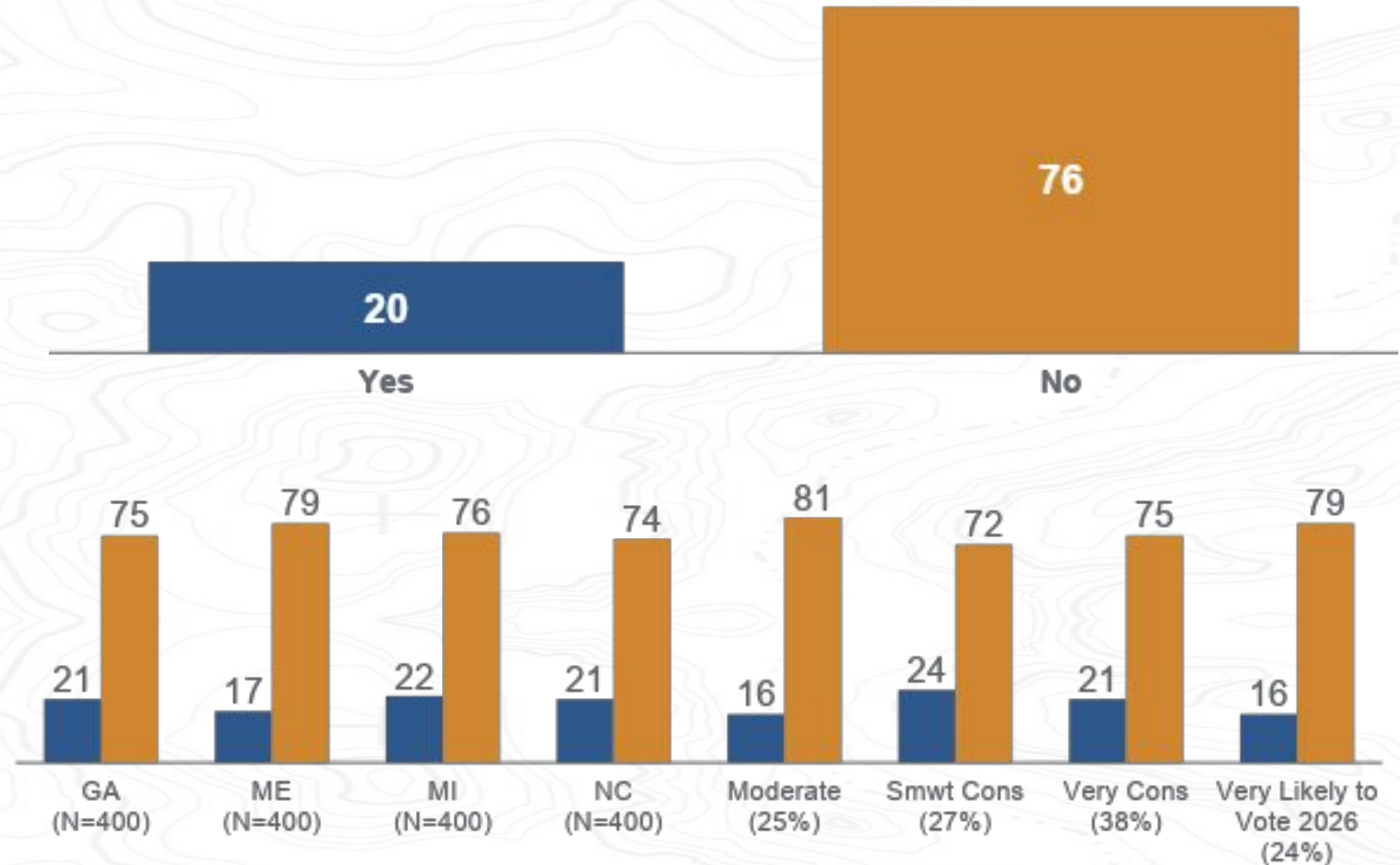
## THEO VON PODCAST





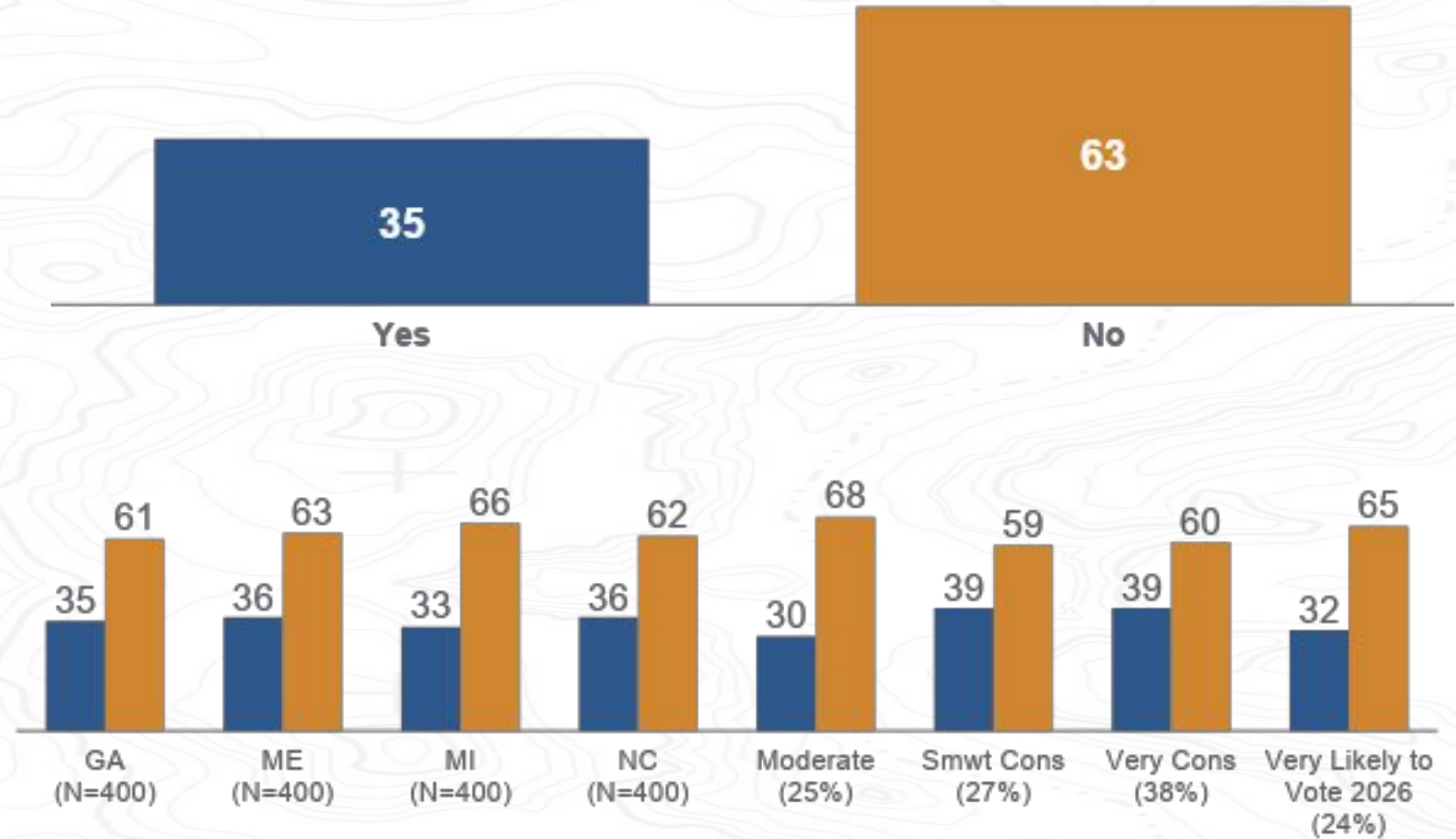
In the last six months have you listened to a podcast by the following person?  
Shawn Ryan

## SHAWN RYAN PODCAST



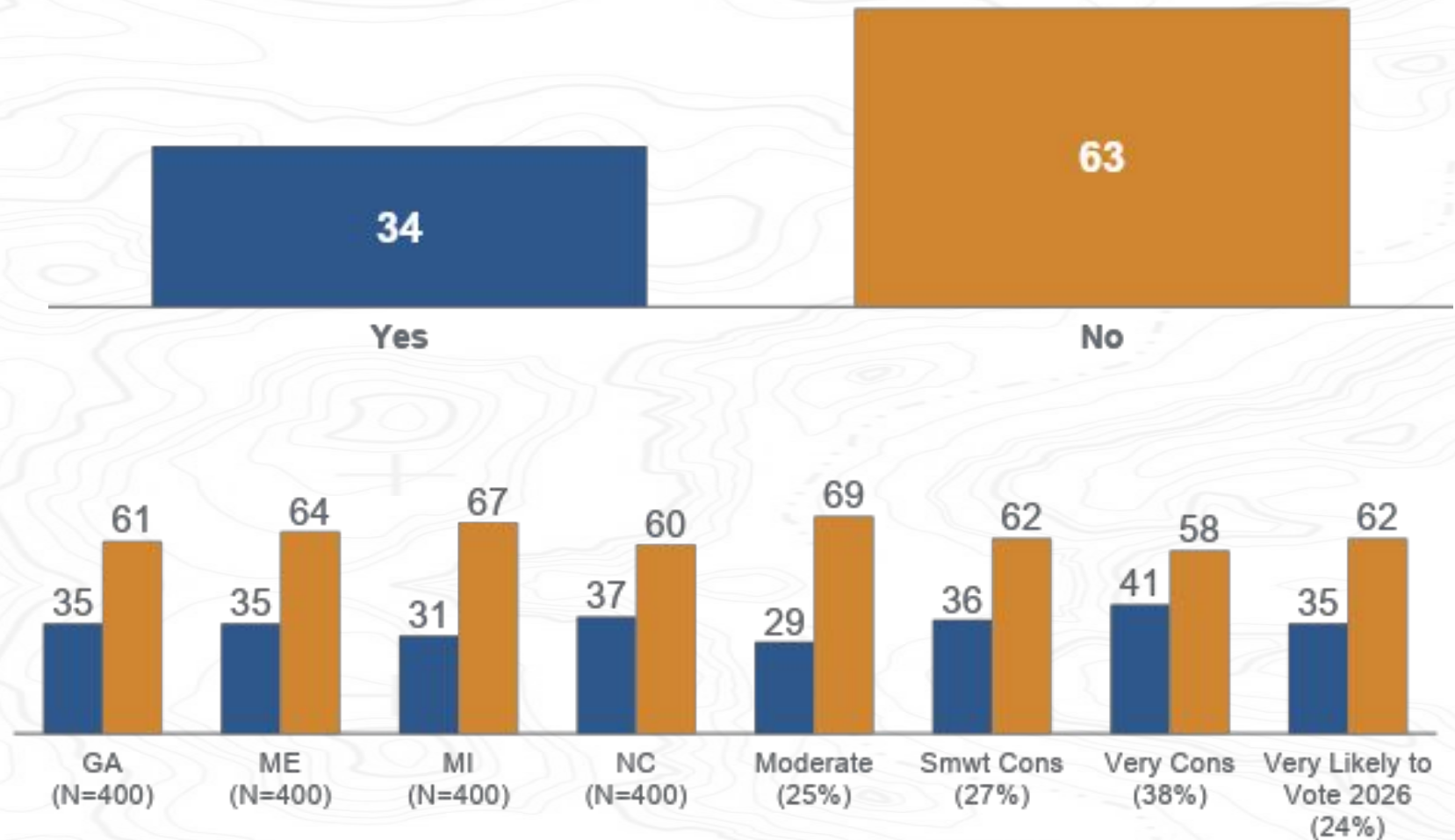
In the last six months have you listened to a podcast by the following person?  
Ben Shapiro

## BEN SHAPIRO PODCAST

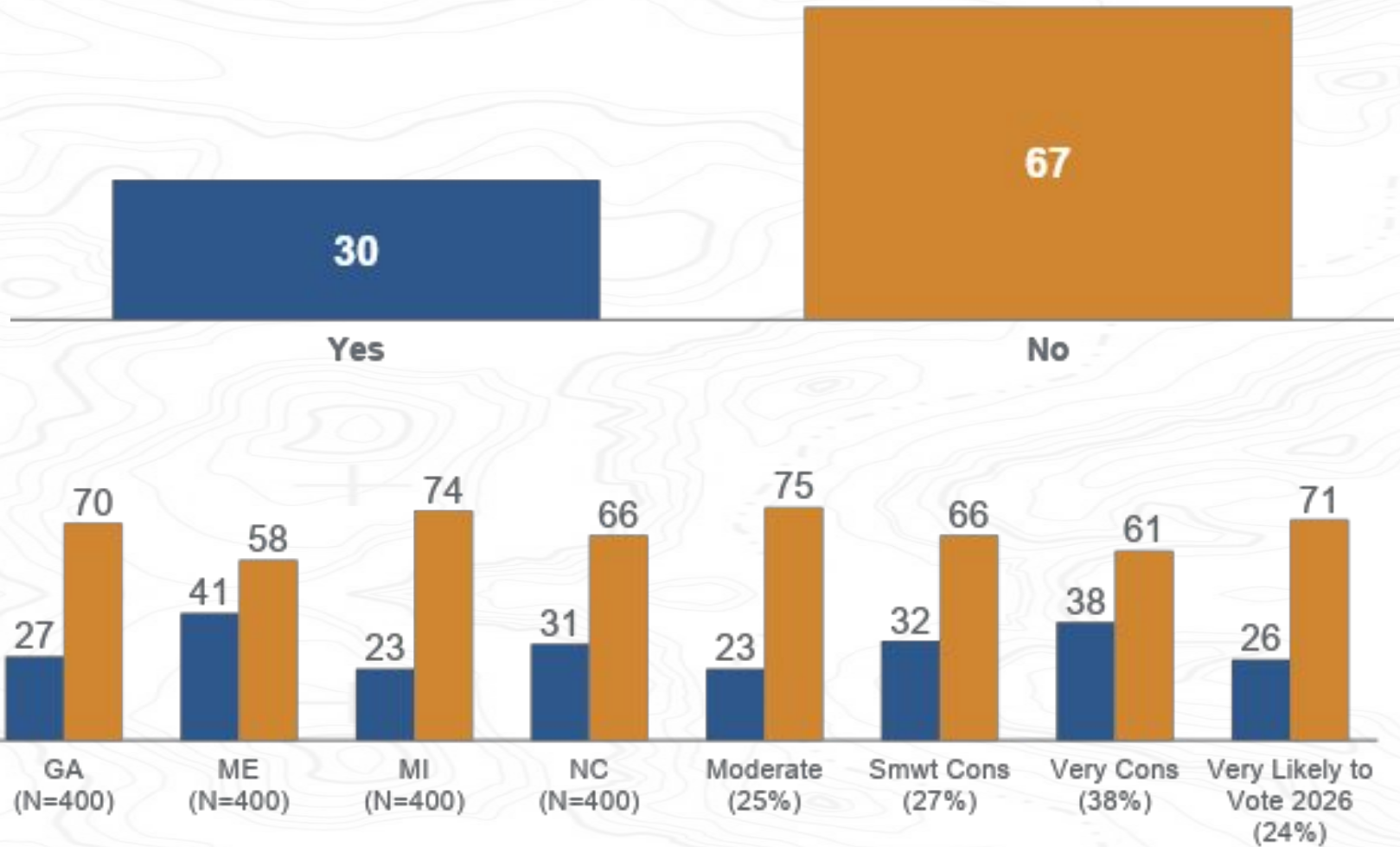


## CANDICE OWENS PODCAST

In the last six months have you listened to a podcast by the following person?  
Candice Owens



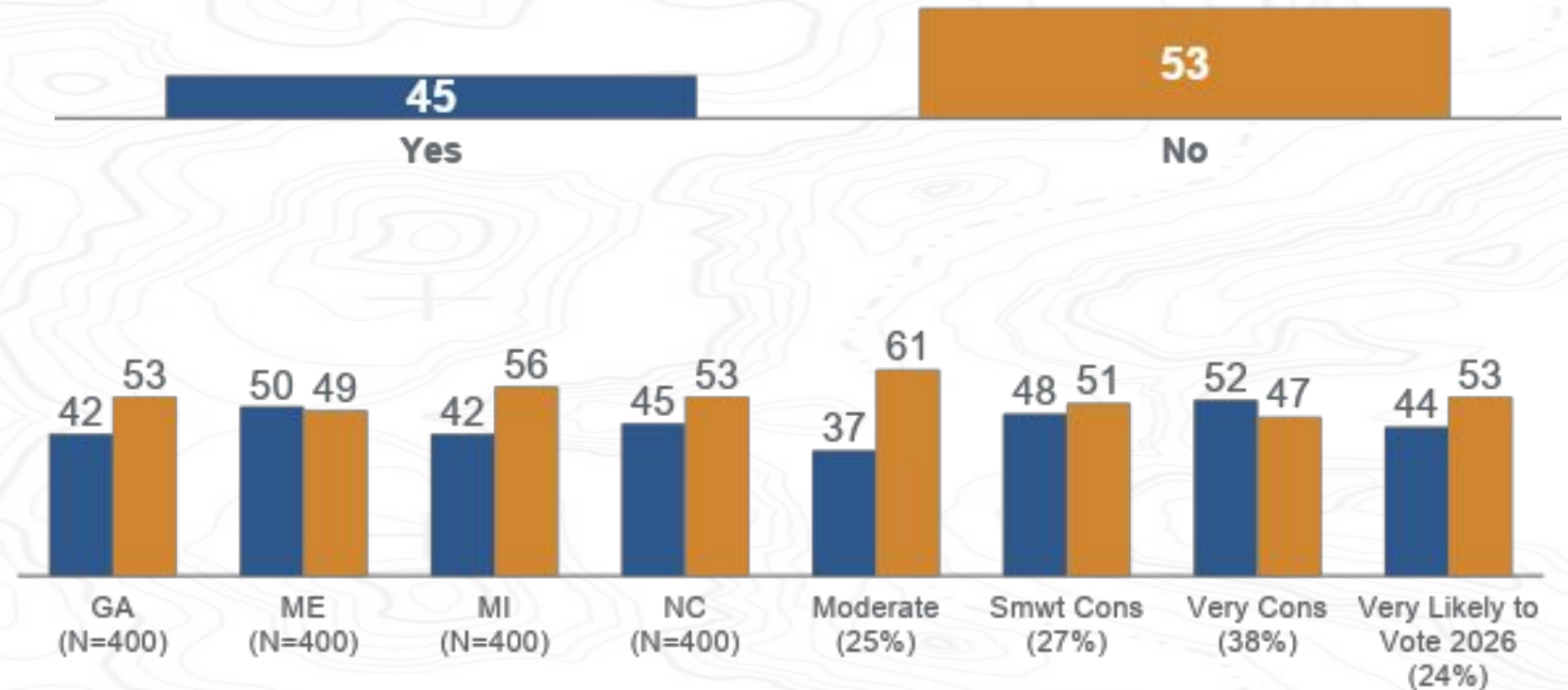
In the last six months have you listened to a podcast by the following person?  
Megyn Kelly



MEGYN KELLY  
PODCAST

In the last six months have you listened to a podcast by the following person?  
Tucker Carlson

## TUCKER CARLSON PODCAST







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