



Key Constituencies for Democrats Value the Democratic Party's Focus on Personal Rights and Working for the People

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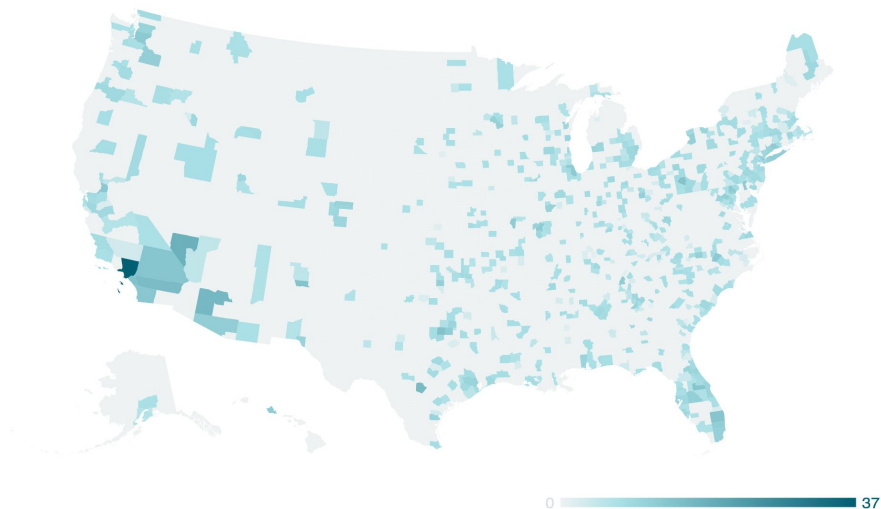
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Methodology

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From March 15 to 20, 2023, Data for Progress conducted a survey of 1,204 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.



Demographic Composition:

53% Female | 47% Male

10% Black | 78% White | 7% Latino/a

37% College | 63% Non-college

33% Under 45 | 67% Over 45

35% Democrat | 28% Independent | 37% Republican

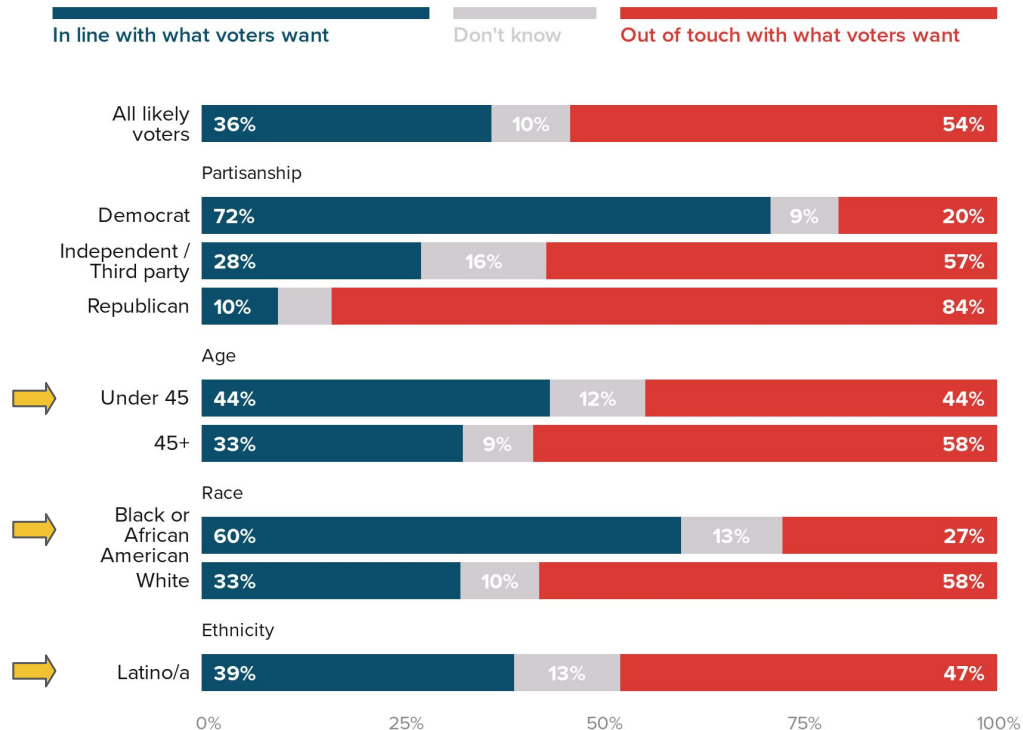
Key Findings

- Black voters consistently back the Democratic Party and believe it is in line with voters' needs and has clear policy solutions, while voters under 45 and Latino voters are more split on these questions. These sets of voters, however, have more consensus in believing the Democratic Party better represents their values than the Republican Party.
- When asked what they like most about the Democratic Party, Democratic and Independent voters say they value the party's focus on the average American and social issues, such as protecting personal rights and working on gun laws, abortion, and LGBTQ+ rights.
- Democrats and Independents under 45 more frequently mention the party's focus on gun control, racial equality, abortion, and LGBTQ+ rights, while voters older than 45 more frequently mention the party's support for the average American, social issues, and the middle class.

A Majority of Democrats and Black Voters View the Democratic Party as in Line With What Voters Want

Below are various groups and institutions. For each, please indicate whether you think they are out of touch or in line with what voters want:

— The Democratic Party



March 15–20, 2023 survey of 1,204 likely voters

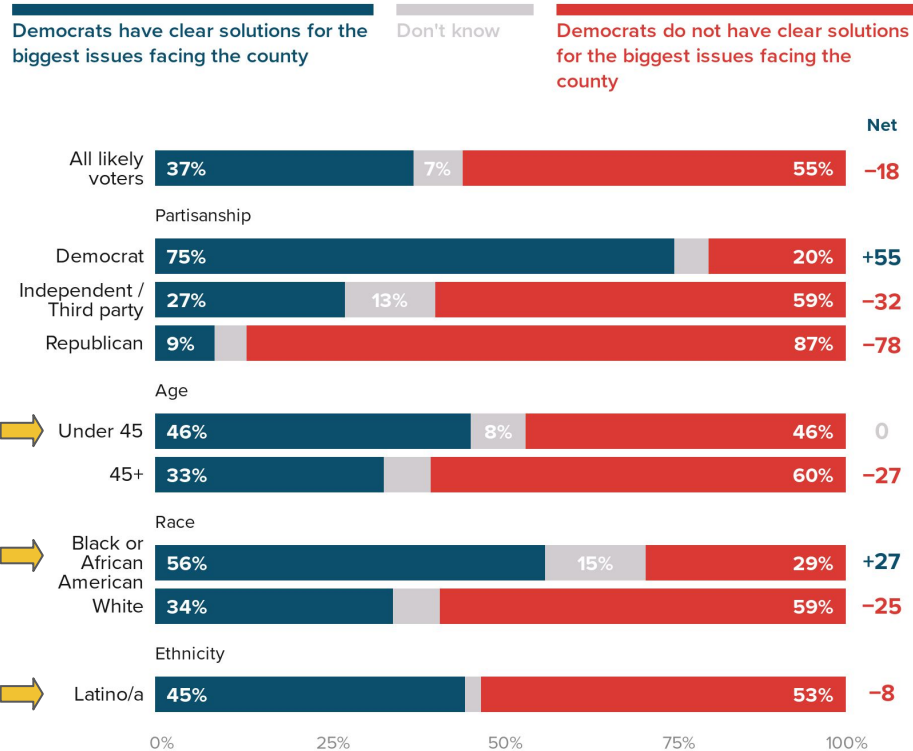
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Looking more specifically at how key demographic groups view the Democratic Party, a **majority of Black voters** (60 percent) see the party as in line with what voters want.

Voters under 45, in contrast, are equally split in how they perceive Democrats, while a plurality of Latino voters (47 percent) believe the party is out of touch with voters' needs.

A Majority of Black Voters Believe Democrats Have Clear Solutions, While Other Demographic Groups Are Split on the Issue

Which of the following comes closest to your view, even if neither is exactly right?



March 15–20, 2023 survey of 1,204 likely voters

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Black voters believe Democrats have clear solutions for the issues facing the country by a **+27-point margin**, while Democratic voters believe the same by a **+55-point margin**.

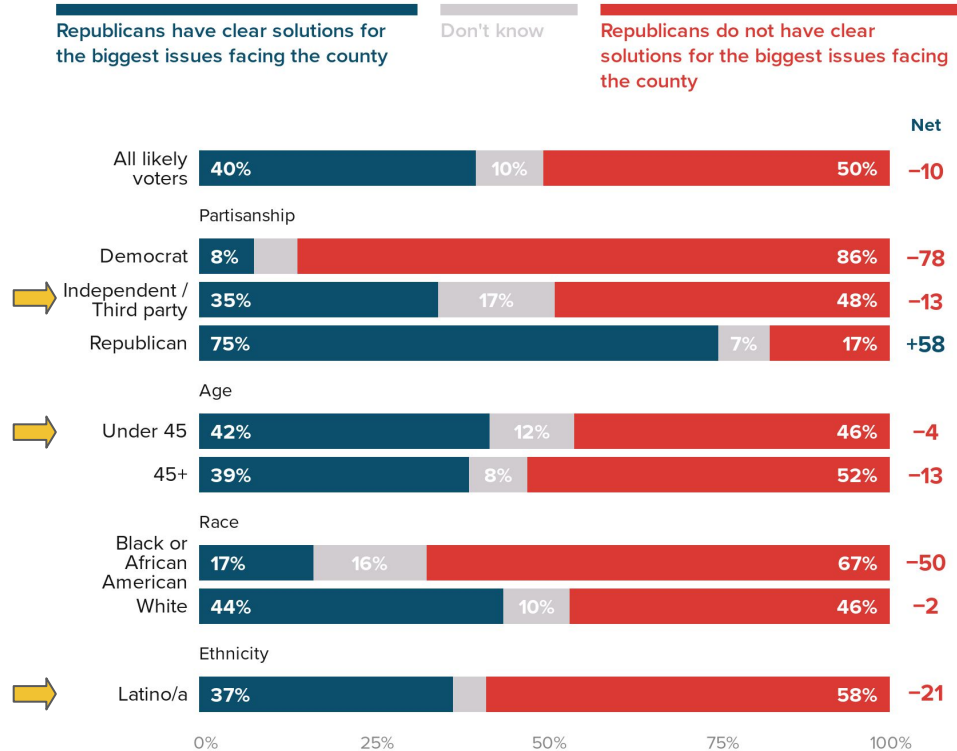
Voters under 45 are evenly split on how they view Democratic solutions, at 46 percent each.

A majority of Latino voters do **not** think that Democrats have clear policy solutions by a **-8-point margin**.



A Majority of Latino Voters and a Plurality of Independents and Voters Under 45 Do Not Think Republicans Have Clear Solutions

Which of the following comes closest to your view, even if neither is exactly right?



March 15–20, 2023 survey of 1,204 likely voters

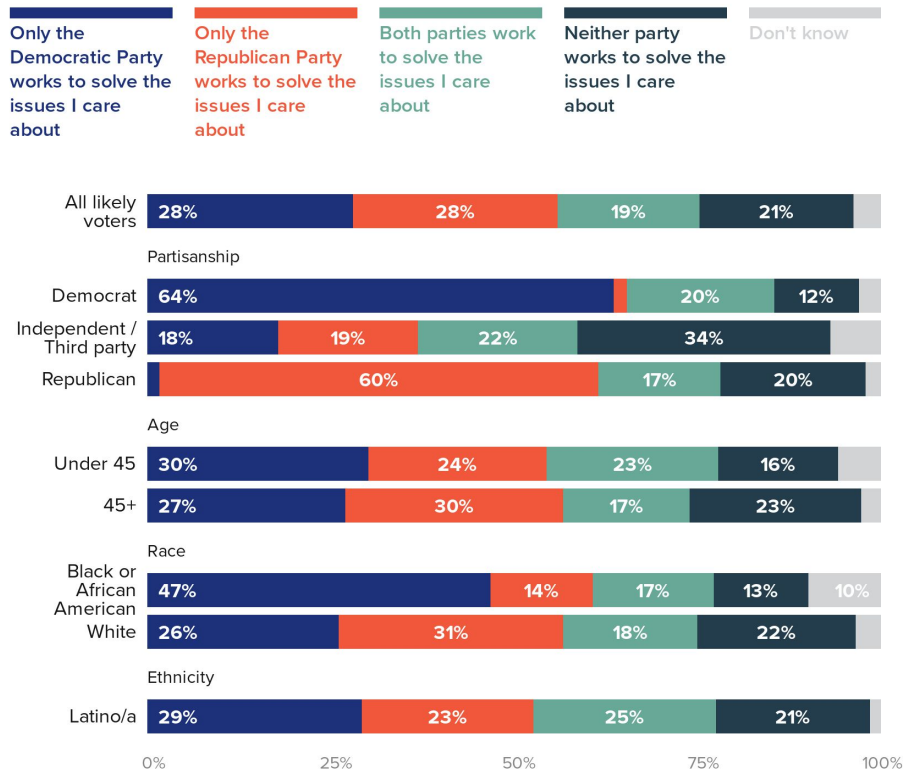
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A majority of Latino voters (58 percent) and Black voters (67 percent) do not think Republicans have clear policy solutions.

While voters broadly do not perceive either party as having clear solutions, we see smaller margins among Independents in believing Republicans have clear solutions, by a -13-point margin compared to how they view Democrats by a -32-point margin. A plurality of voters under 45 agree Republicans do not have clear solutions by a -4-point margin.

Voters Have Varying Views on Which Party They Believe Is Working to Solve Issues They Care About

Which of the following comes closest to your view, even if none are exactly right?



March 15–20, 2023 survey of 1,204 likely voters

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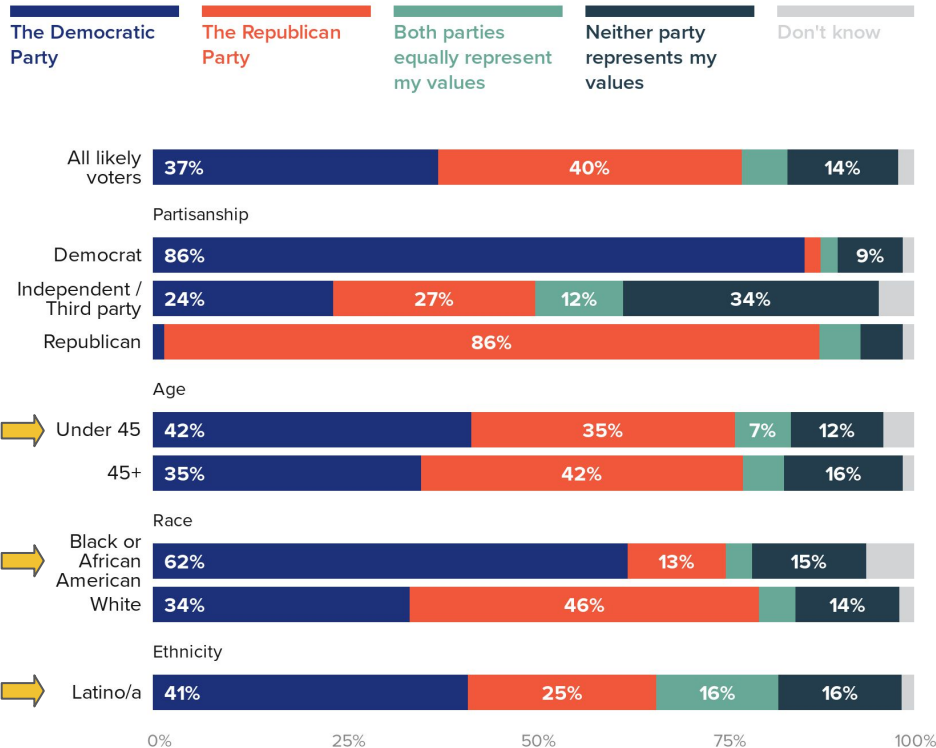
Voters have varying views when asked which party they believe is working to solve the issues they care about. A plurality of Independent voters (34 percent) believe **neither** party works on the issues they care about.

In contrast, a plurality of voters under 45 (30 percent) and Latino voters (29 percent) say only Democrats work to solve the issues they care about.



Voters Under 45, Black Voters, and Latino Voters View the Democratic Party as Better Representing Their Values

Which party do you think better represents your values?



March 15–20, 2023 survey of 1,204 likely voters

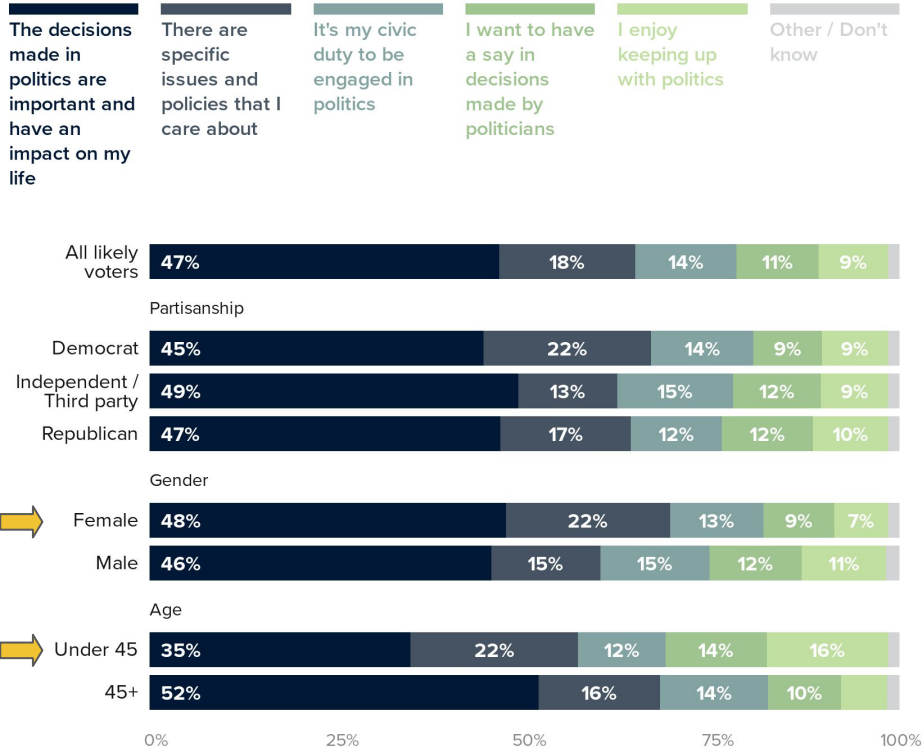
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In contrast to how voters perceive Democratic solutions, the Democratic Party stands out for its values among key constituencies.

A majority of Black voters (62 percent), a plurality of voters under 45 (42 percent), and a plurality of Latino voters (41 percent) believe the **Democratic Party** better represents their values than the Republican Party.

Voters Attribute Their Interest in Politics to the Impact That Political Decisions Will Have on Their Lives

Which of the following best describes why you are interested in politics?



March 15-20, 2023 survey of 861 likely voters who report they are "very interested" or "somewhat interested" in politics

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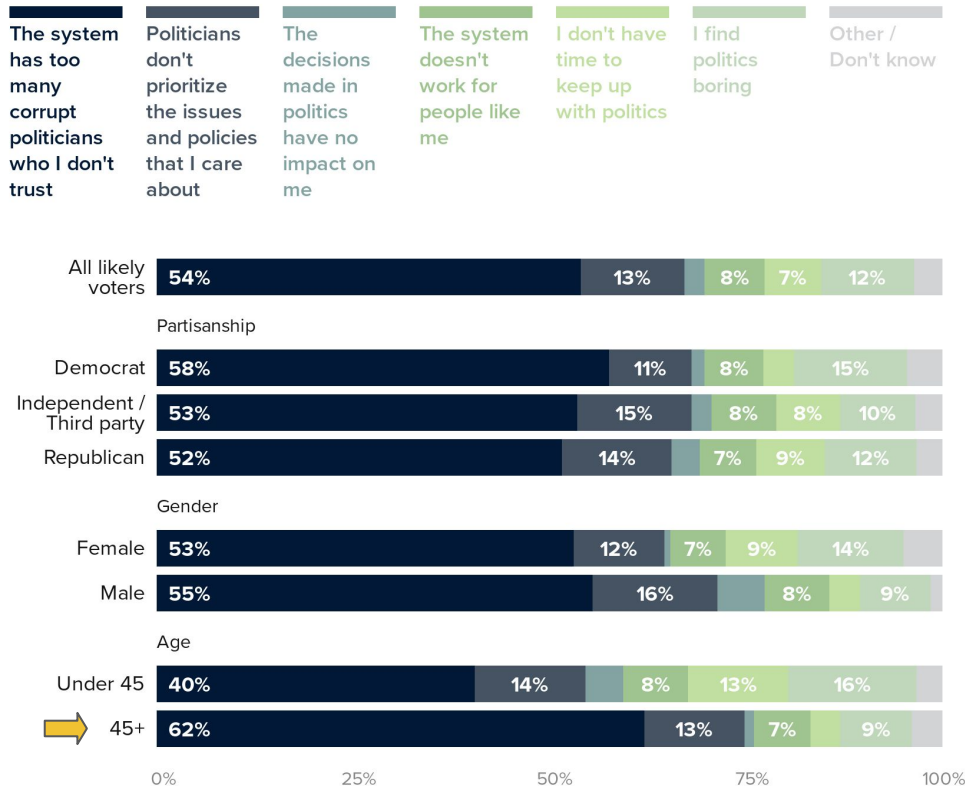
Among voters who say they are "very interested" or "somewhat interested" in politics, a plurality (47 percent) say they are interested in politics because the decisions made **will have an impact on their lives**. This holds across demographics.

Only 18 percent of voters are motivated by specific issues they care about. **Voters under 45 and women**, however, are more likely to say they are motivated by **specific issues**, at 22 percent each.



Voters Who Have Lower Levels of Political Interest Say the System Has Too Many Corrupt Politicians

Which of the following best describes why you are **not** interested in politics?



Among voters who say they are “only a little interested” or “not at all interested” in politics, the majority (54 percent) attribute this to believing the system has too many corrupt politicians that they don’t trust.

Voters older than 45 are more likely to say the system has too many corrupt politicians, at 62 percent, compared to 40 percent of voters under 45.

March 15-20, 2023 survey of 321 likely voters who report they are “only a little interested” or “not at all interested” in politics



Open-Ended Response Analysis

Open-Ended Question Wording

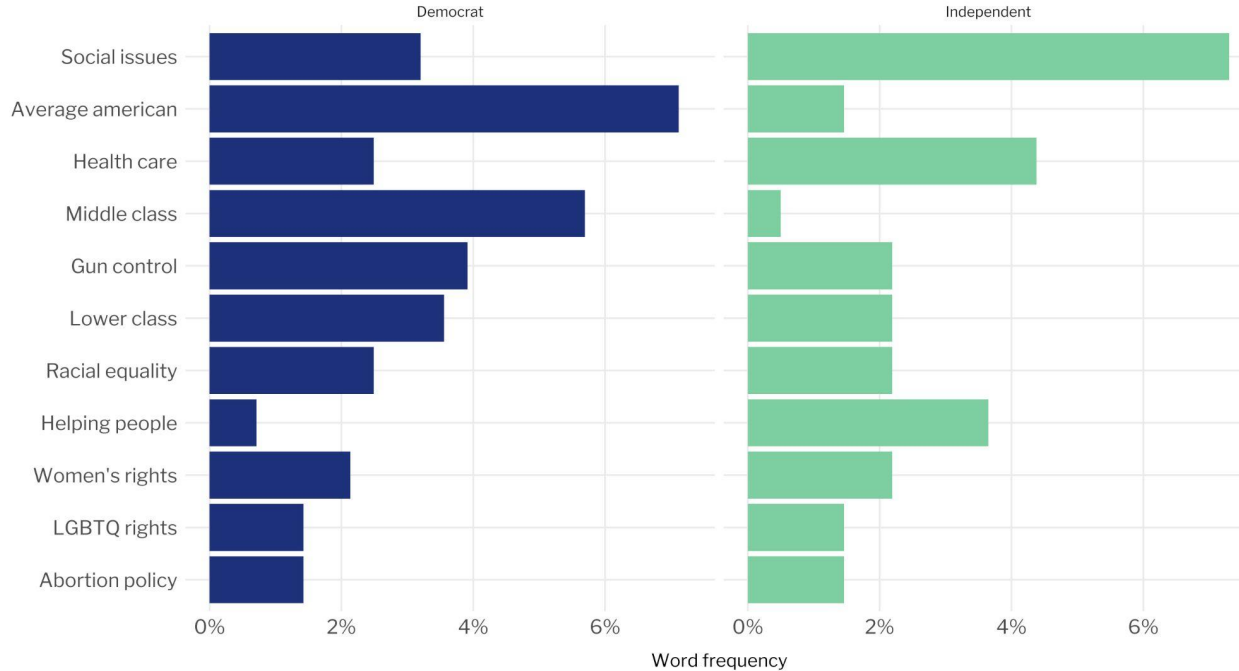
- We next asked the following open-ended questions:
 - Self-identified Democratic voters and Independent voters were asked:
 - *“What do you like the most about the Democratic Party?”*
 - Self-identified Republican voters and Independent voters were asked:
 - *“What do you like the most about the Republican Party?”*
 - All respondents were asked:
 - *“Please describe what issue(s) you have seen, heard, or read **Democrats** discuss the **most.**”*
 - All respondents were asked:
 - *“Please describe what issue(s) you have seen, heard, or read **Republicans** discuss the **most.**”*

Open-Ended Analysis Methodology

- We used word frequency analysis to categorize the responses:
 - This identifies the importance of words by measuring **how often** certain words or phrases appear in a text.
 - The most common words provide an overlook of the key ideas for a given topic and the patterns and relationships between words. This analysis examined **bigrams (a pair of consecutive words)** and the frequency was standardized by the total number of bigrams used in the complete set of responses.

Democratic and Independent Voters Value the Democratic Party's Focus on the Average American and Social Issues

What do you like most about the Democratic Party?



Democratic voters value the party's focus on the **average American**, the middle and lower class, and **gun control**.

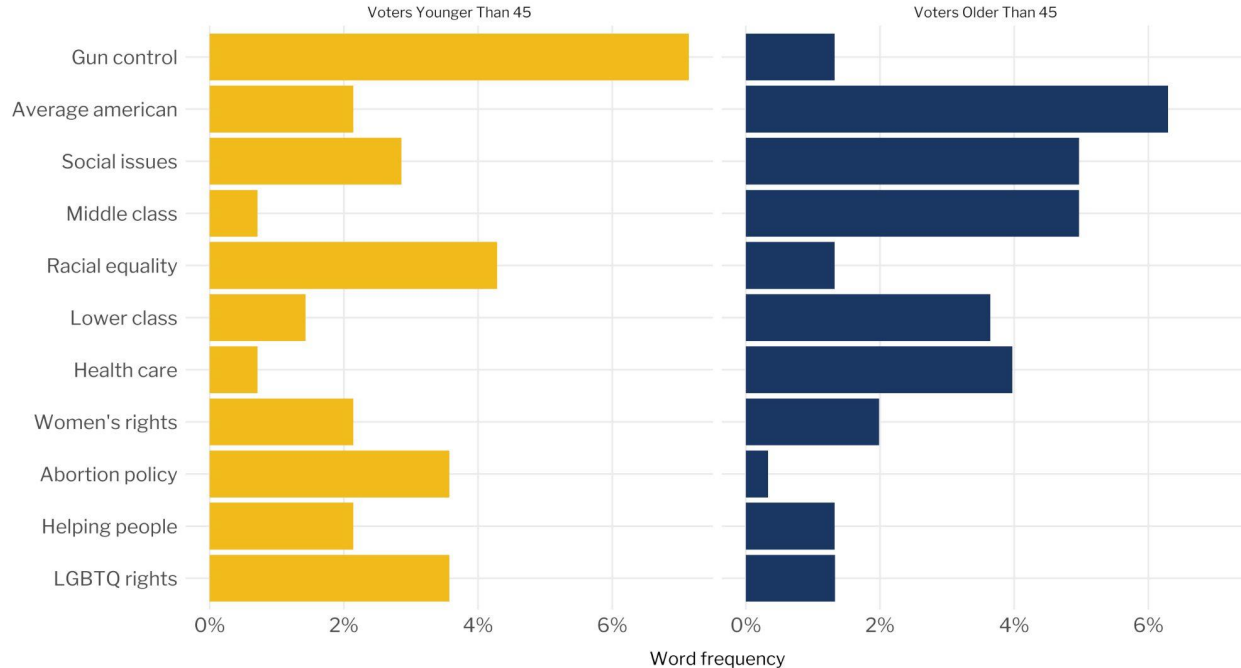
The Democratic Party's focus on **social issues**, **healthcare**, and **helping people** stands out the most among Independent voters.

March 15-20, 2023 survey of 1,204 likely voters

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Young Democratic and Independent Voters Are More Likely to Appreciate Democrats' Focus on Gun Control, Racial Equality, and Abortion Policy Than Older Voters

What do you like most about the Democratic Party?



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The most frequent topics and issues that voters under 45 cite as reasons why they like Democrats are the party's focus on **gun control, racial equality, abortion policy, and LGBTQ+ rights.**

Voters older than 45 note more frequently they favor the party's support for the **average American, social issues, and the middle class.**

Democratic Voters Feel Like the Democratic Party Cares More About What is Best For the People and the Country

What do you like most about the Democratic Party?

- *“They care more about the little guy”*
 - Black respondent, under 45, Democrat, male
- *“They are trying to keep **voters’ rights**”*
 - White respondent, Under 45, Democrat, female
- *“Looking forward not backwards”*
 - White respondent, over 45, Democrat, male
- *“They are **more for the people** and letting people do what they want, Republicans worry too much about religion when everyone doesn't follow the same lifestyle”*
 - Latina respondent, over 45, Democrat, female
- *“The willingness to change”*
 - White respondent, under 45, Democrat, male
- *“...align with my values and want what is best for the American people. I feel **the party truly cares about the American people** and what is best for the country.”*
 - Black respondent, under 45, Democrat, female

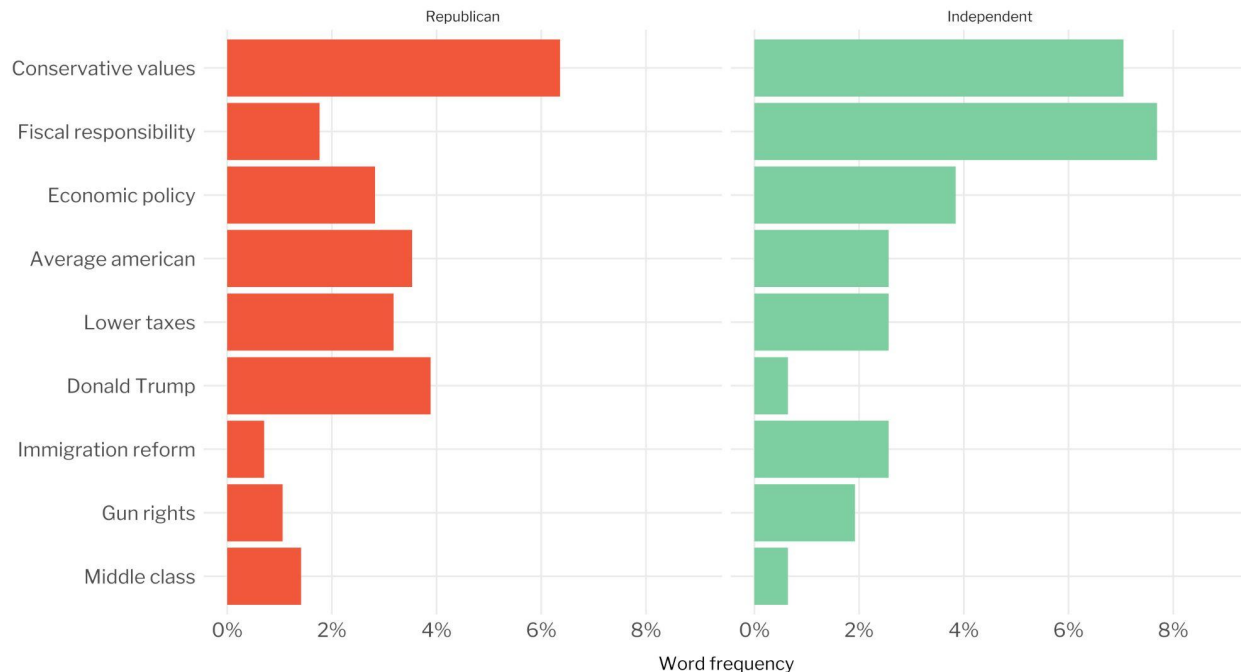
Independent Voters Like the Democratic Party's Prioritization of Public Interests and Personal Rights

What do you like most about the Democratic Party?

- *"They try to respect the **wishes of the people**"*
 - White respondent, over 45, Independent, female
- *"Better connection with country and citizens, respect for **personal rights**"*
 - White respondent, over 45, Independent, male
- *"Their views on social issues such as gun laws, abortion, and LGBTQ rights."*
 - White respondent, under 45, Independent, female
- *"Looks after people like me"*
 - Asian respondent, over 45, Independent, male
- *"...the things they are fighting for"*
 - Black respondent, under 45, Independent, male
- *"They **think about people more** than wealthy companies."*
 - White respondent, over 45, Independent, female
- *"They believe that **government should work for the people** and not private interests"*
 - White respondent, over 45, Independent, male

Republican and Independent Voters Appreciate the Conservative Values and Fiscal Responsibility of the Republican Party

What do you like most about the Republican Party?



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The most frequent topics and issues that Republican voters cite are the Republican Party's **conservative values**, the presence of **Donald Trump**, and **supporting the average American**.

Independent voters more frequently note the Republican Party's **fiscal responsibility**, **conservative values**, and economic policies.

Republican Voters Like the Republican Party's Opposition to "Far Left" Issues and Support for "Traditional" Values

What do you like most about the Republican Party?

- *"I like that they do not pander to the far left and actually care about what the majority seem to want."*
 - White respondent, under 45, Republican, male
- *"Republican **values line up** the closest to my Christian values. We oppose big government."*
 - White respondent, over 45, Republican, female
- *"They share my values of **life, liberty and the 2nd Amendment**"*
 - White respondent, over 45, Republican, female
- *"They are usually more likely to do what they say"*
 - Asian respondent, under 45, Republican, male
- *"They are trying to help control the high crime problems and fix the inflation issues"*
 - White respondent, over 45, Republican, female
- *"I love how we **support traditional values and the Constitution**"*
 - White respondent, under 45, Republican, female
- *"They listen to what the people want"*
 - Black respondent, under 45, Republican, male

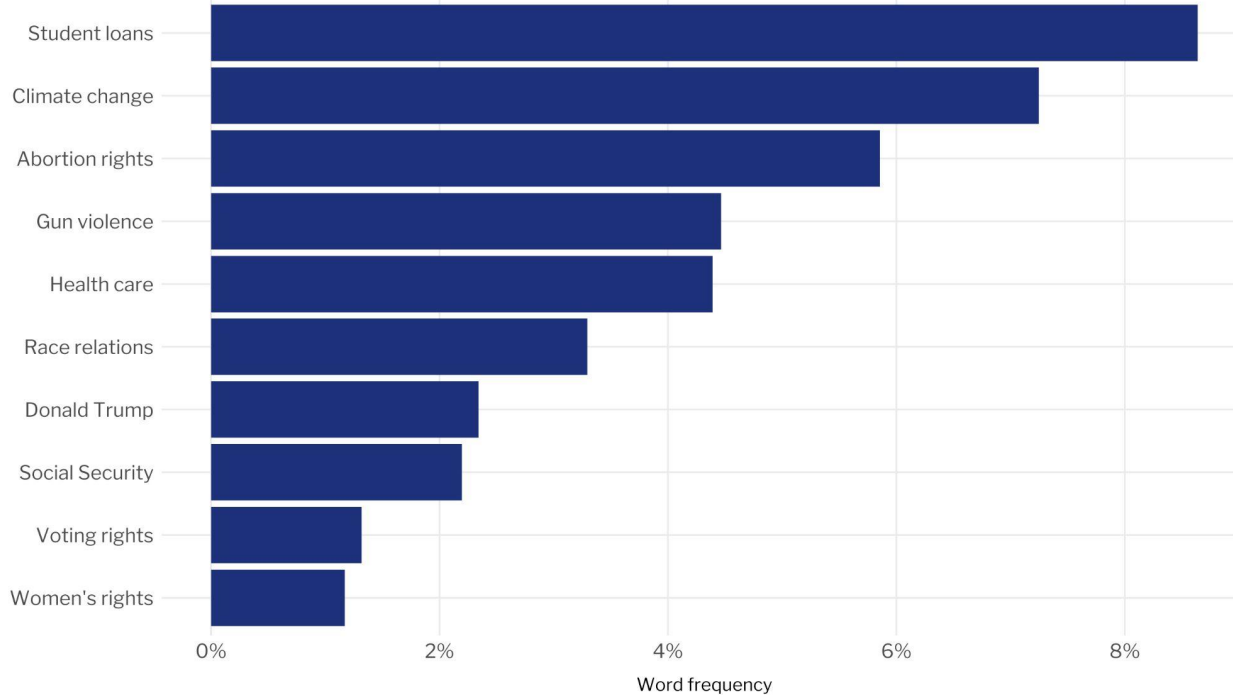
Independent Voters Like the Republican Party's Straightforward Approach and Focus on Key Issues

What do you like most about the Republican Party?

- *“The party seems to know what average Americans care and **reject the extreme liberalism** of many in the Democratic Party.”*
 - White respondent, over 45, Independent, male
- *“More in touch with basic issues”*
 - White respondent, over 45, Independent, female
- *“**Straight to the point** and good gun laws”*
 - Black respondent, under 45, Independent, male
- *“I like their **conservative use of money** and budgeting, as well as their advocacy of hard work from its citizens.”*
 - White respondent, over 45, Independent, female
- *“I like what the republican party has done for the economy and jobs as well as infrastructure.”*
 - White respondent, under 45, Independent, female
- *“Some members **offer real solutions** to help solve the country's main issues”*
 - White respondent, over 45, Independent, female

Voters Hear Democrats Talk the Most About Student Loans and Climate Change

Please describe what issue(s) you have seen, heard, or read Democrats discuss the most.



When asked what issues voters have heard Democrats talk about the most, voters frequently cite the party's stance and work on **student loans, climate change, abortion rights, and gun violence.**

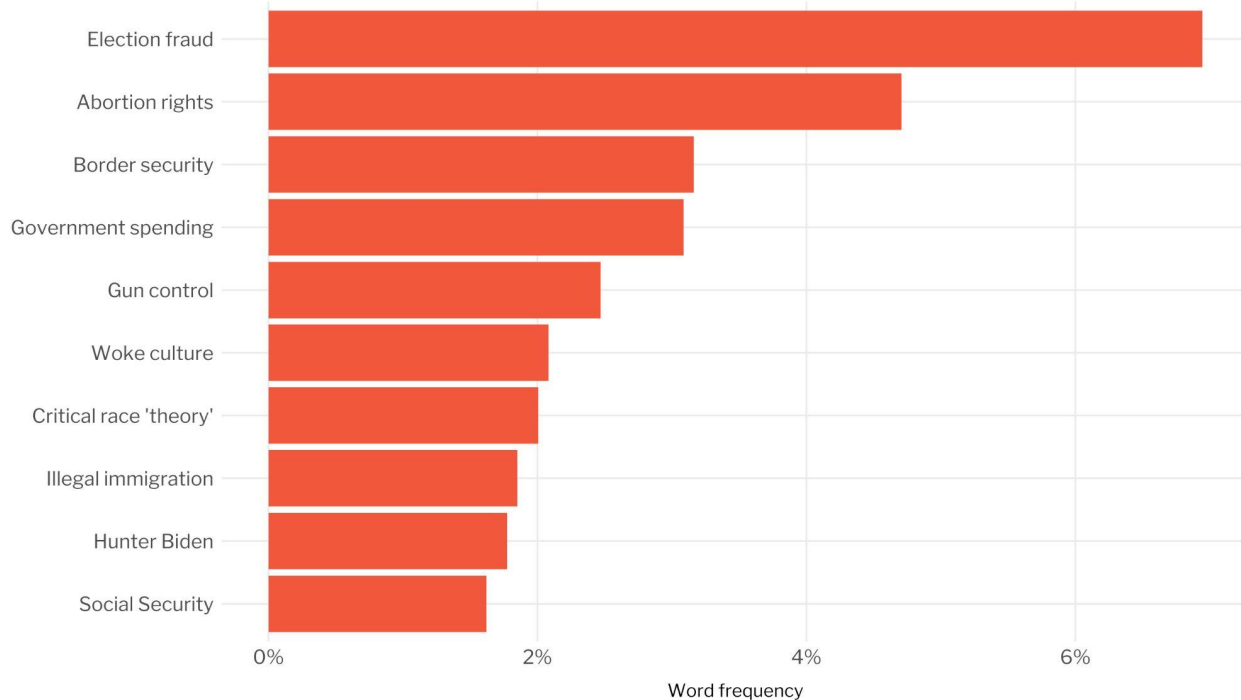
Close behind are healthcare, race relations, and Social Security.

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Election Fraud Is the Top Issue Voters Hear Republicans Discuss

Please describe what issue(s) you have seen, heard, or read Republicans discuss the most.



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Meanwhile, when asked what issues voters have heard Republicans discuss the most, **election fraud** is by far the most frequent topic. Voters also point out abortion, border security, and government spending.

While issues like woke culture and Critical Race Theory are also cited by respondents, they are less frequently discussed.

Main Takeaways

- Although key constituencies for Democrats say **Democrats better represent their values**, they are more split when it comes to Democratic **policy solutions** and how receptive Democrats are to voters' needs. Black voters, however, are the exception, showing the **most consistent backing** of Democrats.
- Democrats' values are a strength: Democratic and Independent voters appreciate the party's focus on **equality, social issues, and working for the people**. The emphasis by younger Democratic and Independent voters on gun control suggests this is also a vital area to engage and mobilize voters, similar to the role of abortion rights in the 2022 midterms.
- Democrats need clear communication to voters about how they will be receptive to voters' priorities and put values into practice, in addition to ensuring voters know about the policy wins that Democrats have already been achieved.



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