

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

By **Kirby Phares**, **Carly Berke**, and **Evangel Penumaka**

Introduction

In a [mid-March](#) survey of likely voters nationwide, Data for Progress examined how voters perceive the Democratic Party. We find that the Democratic Party broadly holds an advantage in representing the values of vital constituencies for Democrats, such as Black voters, Latino voters, and voters under 45. We find a gap, however, in how these key groups perceive the party's solutions. The following memo outlines the poll's key findings, with additional results available in an accompanying [slide deck](#).

Voters Under 45 and Latinos Think Both Parties Lack Policy Solutions, but Identify More With the Democratic Party's Values

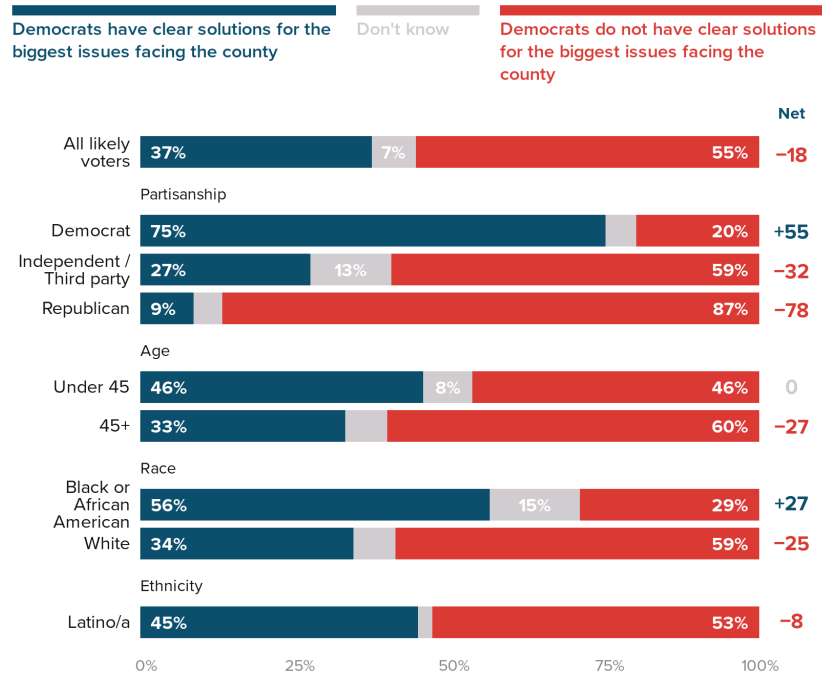
Black voters show consistent support for the Democratic Party's policy solutions, while voters under 45, Latino voters, and Independent voters show mixed support:

- By a +27-point margin, Black voters believe that the Democratic Party has clear solutions for the biggest issues facing the country.
- Voters under 45 are split on this question —46 percent equally believe that Democrats do or do not have clear policy solutions. A slim plurality of voters under 45 believe Republicans do not have clear solutions by a -4-point margin.
- Fifty-three percent of Latino respondents believe that Democrats do not have clear solutions, while fifty-eight percent say the same of the Republican party.
- A majority of Independent voters do not believe either party has clear solutions: by a -32-point margin for Democrats and a -13-point margin for Republicans.



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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The Democratic Party holds a stronger advantage when it comes to which party voters think better represents their values:

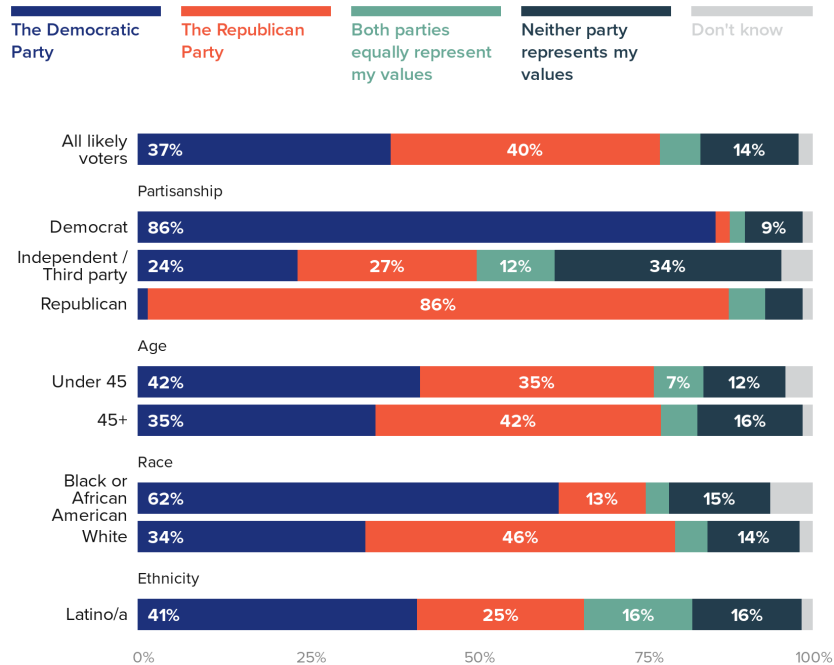
- A plurality of Latinos (41 percent) and voters under 45 (42 percent) believe the Democratic Party better represents their values than the Republican Party by a +16-point margin and a +7-point margin, respectively.



- Black voters again form the strongest base of support: A majority of Black voters (62 percent) identify the Democratic Party as the party that better represents their values.

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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Democratic and Independent Voters Value the Party’s Focus on the Average American

An analysis of open-ended responses from voters reveals key insights about which aspects of the Democratic Party most appeal to them. We asked 762 self-identified Democratic voters and Independent voters the following open-ended response question: “*What do you like the most about the Democratic Party?*” We then used word frequency analysis to measure how often bigrams, or pairs of consecutive words, appear in the complete set of responses.

Democratic and Independent voters most frequently talk about the party’s attention to the “average American,” social issues, the middle class, healthcare, and gun control. We find Democrats and Independents cite different attributes of the Democratic Party that they like the most:

- The Democratic Party’s focus on social issues was cited frequently among Independents, while Democratic voters particularly value the party’s attention to average Americans.



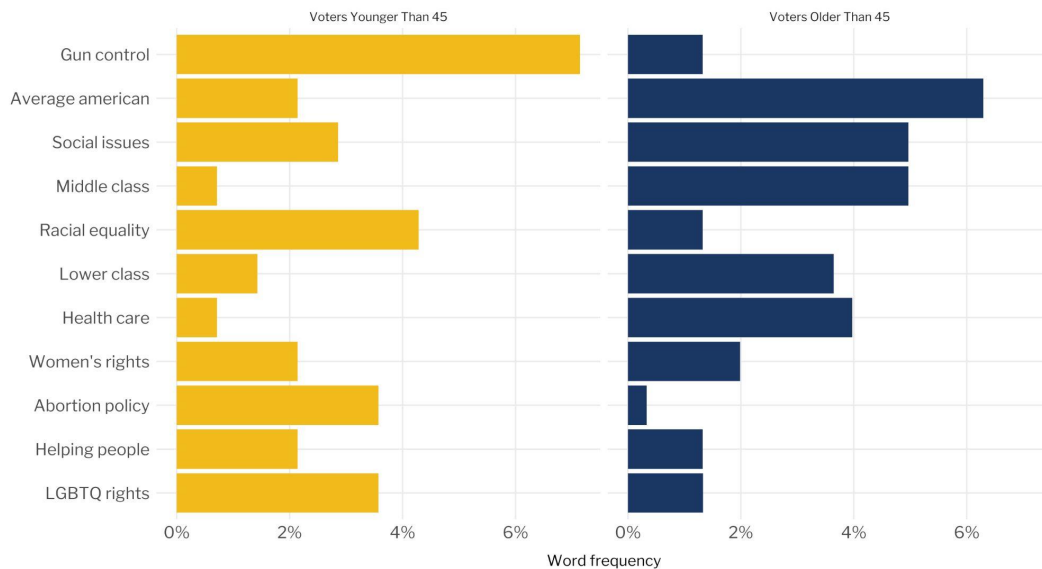
- Independents also frequently mention healthcare and the Democratic Party’s inclination to help people, while Democratic voters cite the party’s focus on the middle class and gun control.

Voters under 45 point to specific policy components of the Democratic Party that they value, suggesting these are vital areas on which to engage and mobilize voters:

- Democratic and Independent voters under 45 are **more than twice as likely** to value the Democratic Party’s focus on gun control and racial equality.
- Voters 45 and older more frequently mention the party’s focus on the average American, social issues, and the lower and middle class.
- The Democratic Party’s stances on abortion, LGBTQ+ rights, and women’s rights are also more popular issues among younger voters than older voters.

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?



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

Conclusion

The Democratic Party has an advantage among Black voters, Latino voters, and younger voters when it comes to representing their values. These values are centered on empathy, working for the people, and protecting personal rights and human lives, from abortion rights to gun control. Despite this strength in values, however, we find a gap when it comes to solutions, where there is less agreement among these key groups that Democrats are responding to voters’ priorities with clear policy solutions.

Our previous polling also finds a lack of awareness of policy achievements: in a November 2022 survey, [voters had heard very little about](#) the Inflation Reduction Act. While voters are also not



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convinced of Republican policy solutions, ahead of the 2024 elections, it's vital that Democrats are communicating effectively to voters about the policies that put their values into practice. This includes ensuring that voters are aware of the policy wins Democrats have *already achieved*, from the passage of bipartisan gun safety legislation to the investments passed through the \$1 trillion bipartisan infrastructure bill, the CHIPS and Science Act, and the Inflation Reduction Act.

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Methodology

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.

[Crosstabs](#)

[Slide deck](#)