



David Binder Research



# Reflective Democracy National Survey

# Introduction

---

**This research was commissioned by the Reflective Democracy Campaign as part of its ongoing research and analysis of the demographics of power in the United States.**

**The Reflective Democracy Campaign analyzes and disrupts the demographics of power in the United States. It conducts groundbreaking research that shines a light on the exclusion of women and people of color from political leadership, and catalyzes activism and scholarship aimed at achieving a democracy where everyone has a seat at the table. The Reflective Democracy Campaign is a project of the Women Donors Network.**

**For more information, go to [WhoLeads.us](http://WhoLeads.us)**

**For general inquires, please email [RD-outreach@womendonors.org](mailto:RD-outreach@womendonors.org)**

# Methodology

---

**Sample Size:** 800 US residents.

**Margin of Error:**  $\pm 3.5\%$

**Interview Dates:** September 20<sup>th</sup> – 22<sup>nd</sup>, 2017

**Respondents:** Registered voters nationwide, who voted in November 2016, or were ineligible to vote then.

**Methodology:** National online survey. Interviews were conducted in both English and Spanish.

# Key Findings:

---

- ✓ Wide consensus that there are too few women and people of color in office.
- ✓ Bipartisan majority supports efforts to increase women and people of color in office.
- ✓ Voters see an old boy's club, though they'd like to see the best and the brightest.
- ✓ Majority of voters blame structural obstacles.
- ✓ Voters believe that the representation of women and people of color has increased in recent years, and will continue to increase.
- ✓ Voters think representation is more reflective than it is; they underestimate the extent to which white men are over represented.
- ✓ Voters are sharply divided along partisan lines on this issue.



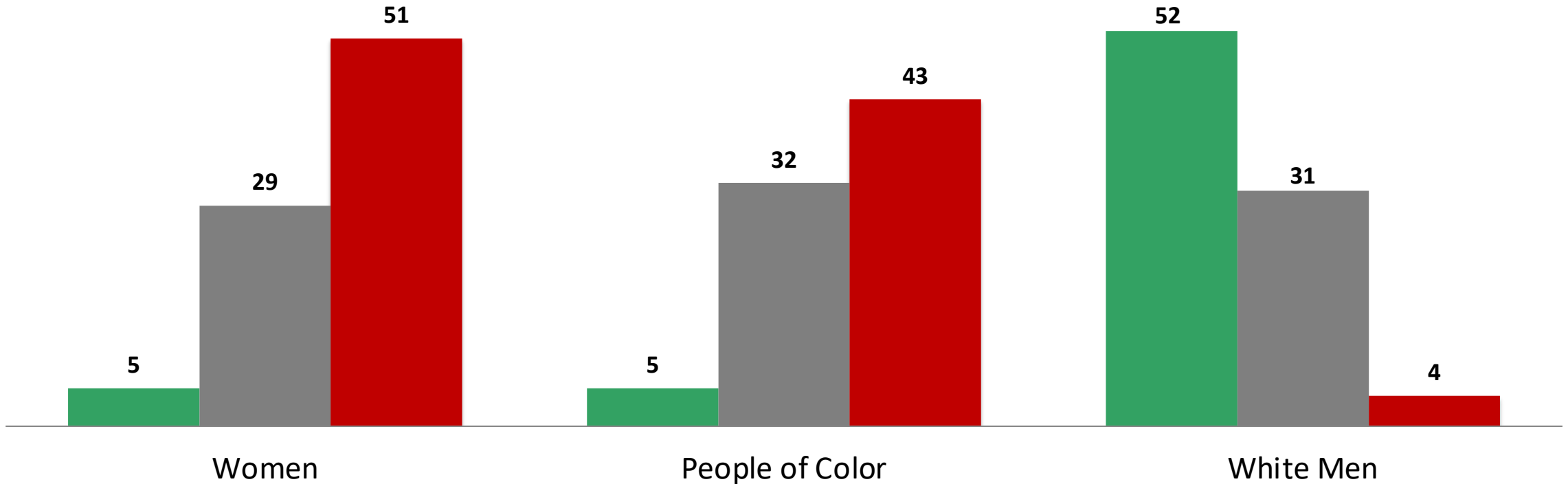
David Binder Research

# Underrepresentation

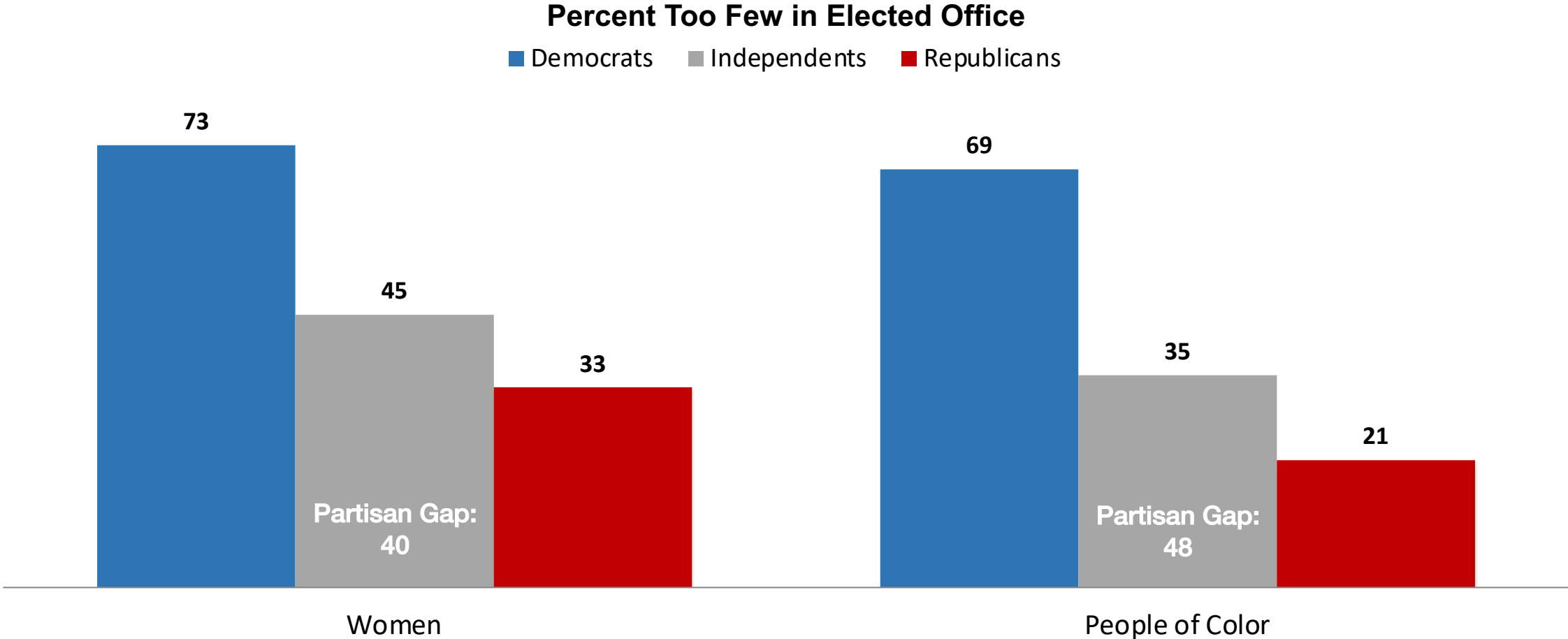
# Voters feel there are too few women and people of color in elected office. A majority feel there are too many white men in office.

## Subgroups in Elected Office

■ Too Many   ■ Right Amount   ■ Too Few



# Wide partisan gap among those who say there are too few women and people of color in elected office.



Q12/13: In general, do you think there are too many, too few, or about the right amount of women / people of color in elected office?



David Binder Research

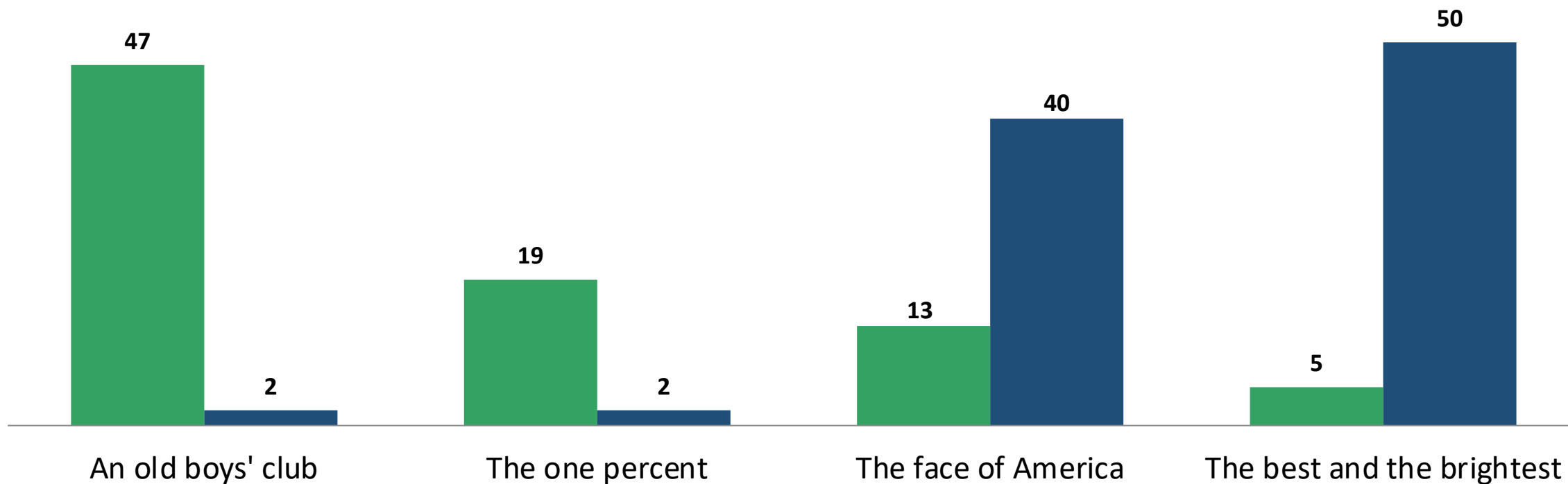
# The Problem



## Voters want to see elected officials who are the best and brightest, but see an old boys' club.

### Elected Officials

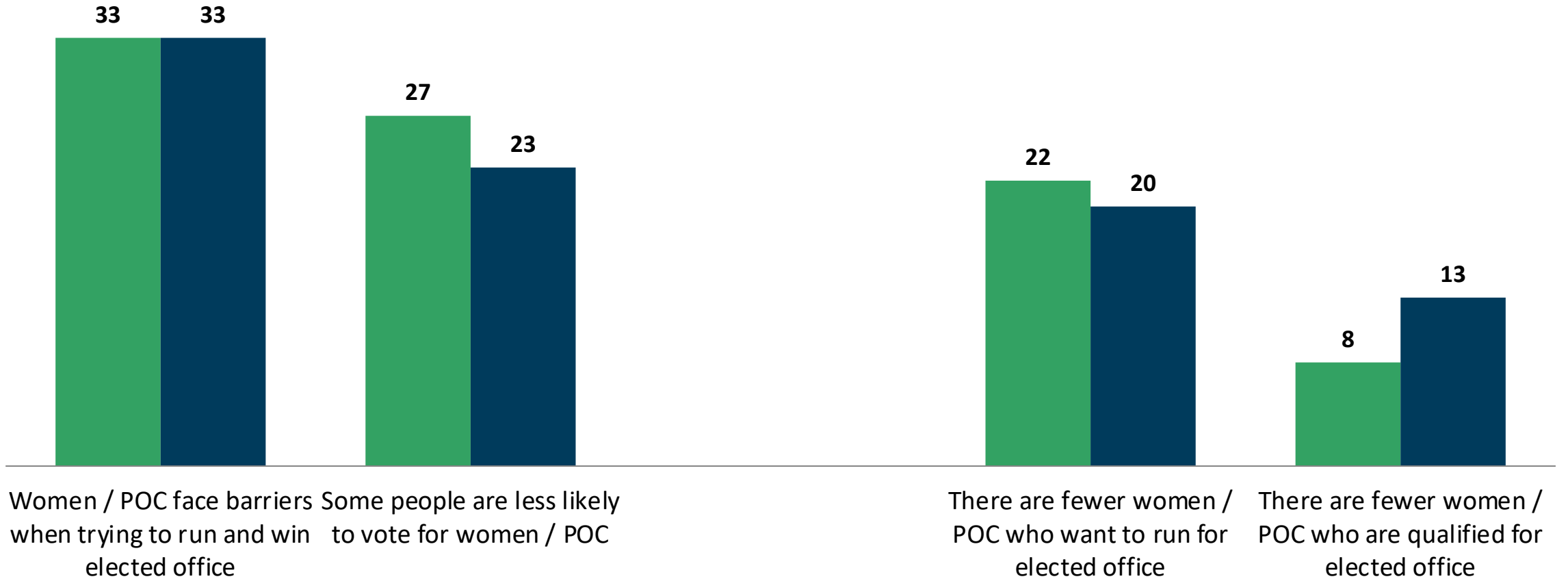
- Best describes our current elected officials
- Best describes who you think our elected officials should be



# Majority blame structures more than individuals.

## Biggest Reason There Are Not More Women / POC in Office

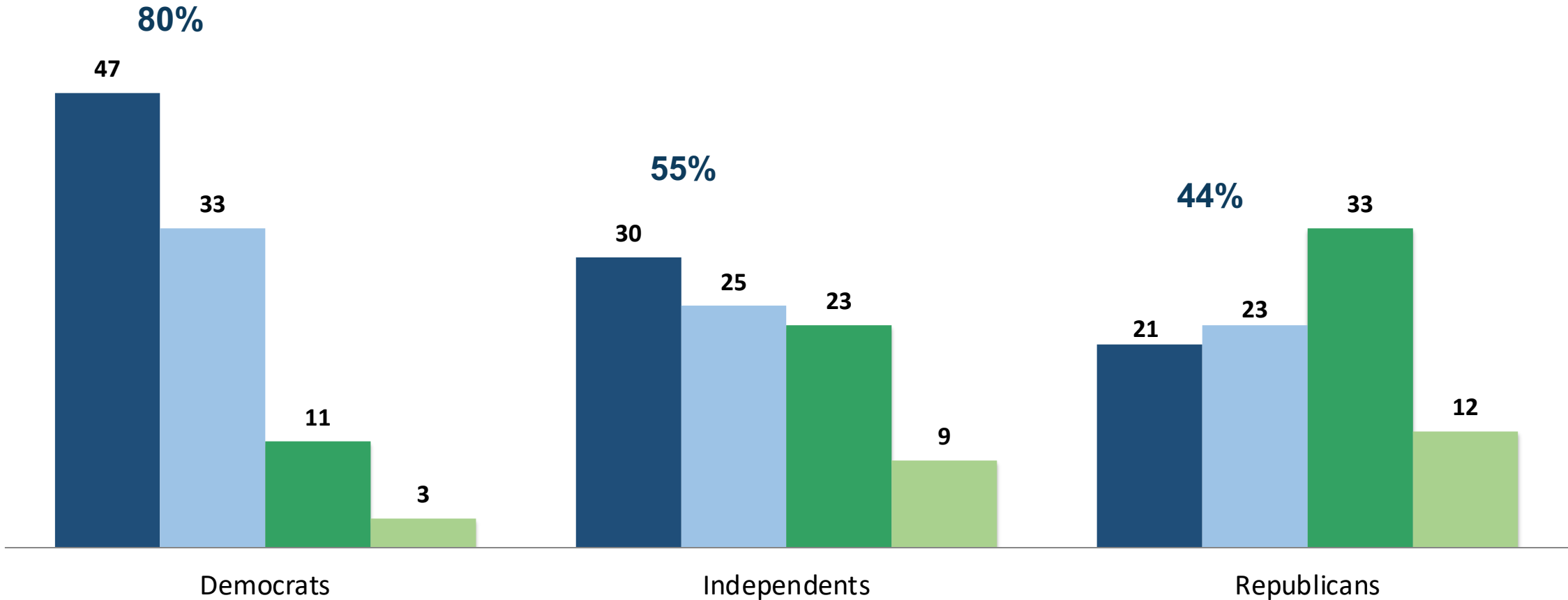
■ Women      ■ People of Color



# Democrats and Independents are more likely to see structural barriers facing women.

## Biggest Reason There Are Not More Women In Office, by Party

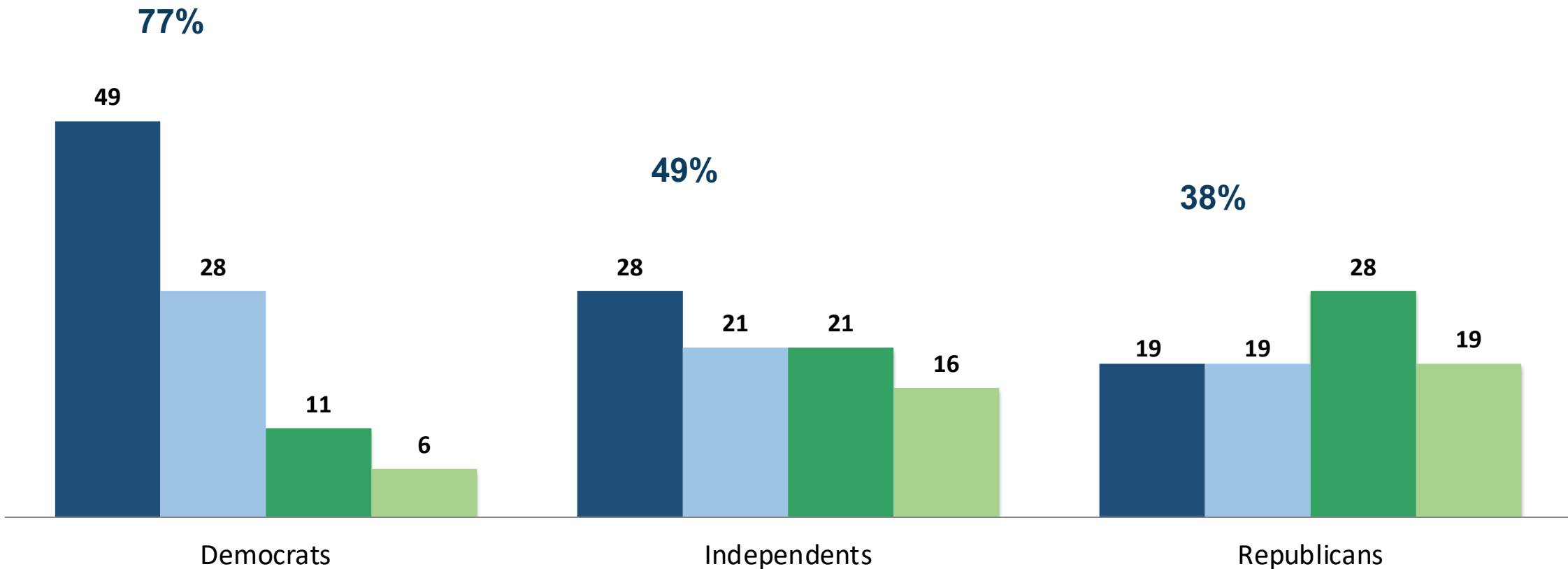
■ Barriers   ■ Some Less Likely to Vote For   ■ Not Wanting to Run   ■ Not Qualified



# Democrats and Independents are more likely to see structural barriers facing people of color.

## Biggest Reason There Are Not More People of Color In Office, by Party

■ Barriers   ■ Some Less Likely to Vote For   ■ Not Wanting to Run   ■ Not Qualified





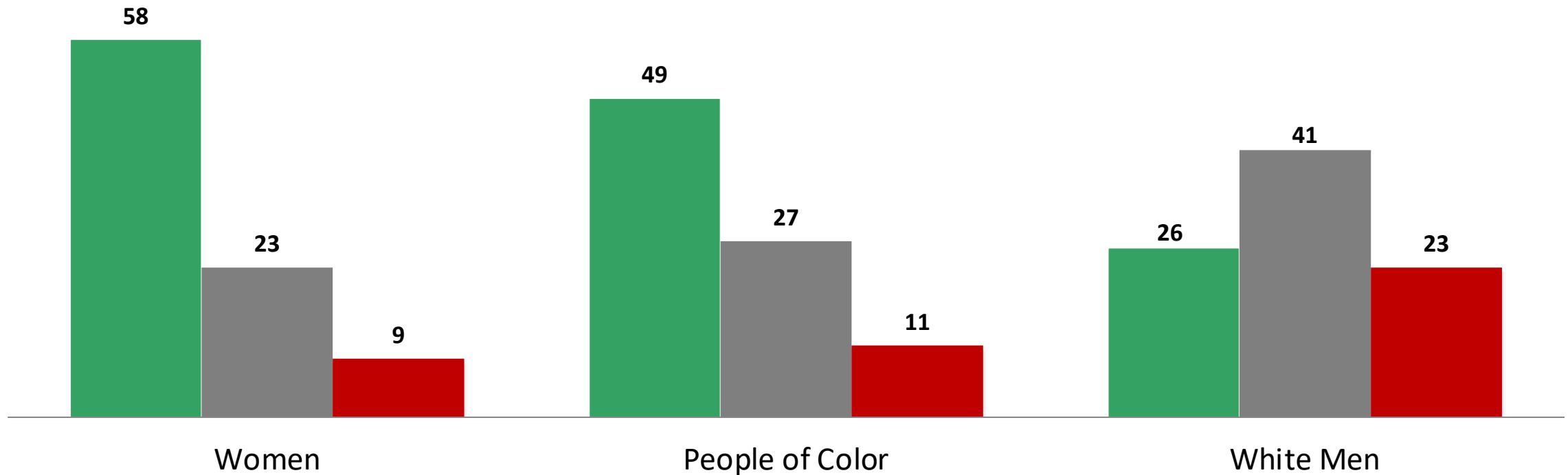
David Binder Research

# Electeds are Changing

# Voters feel that the number of women and people of color in elected office has been increasing in recent years.

## In Recent Years, Subgroups in Elected Office

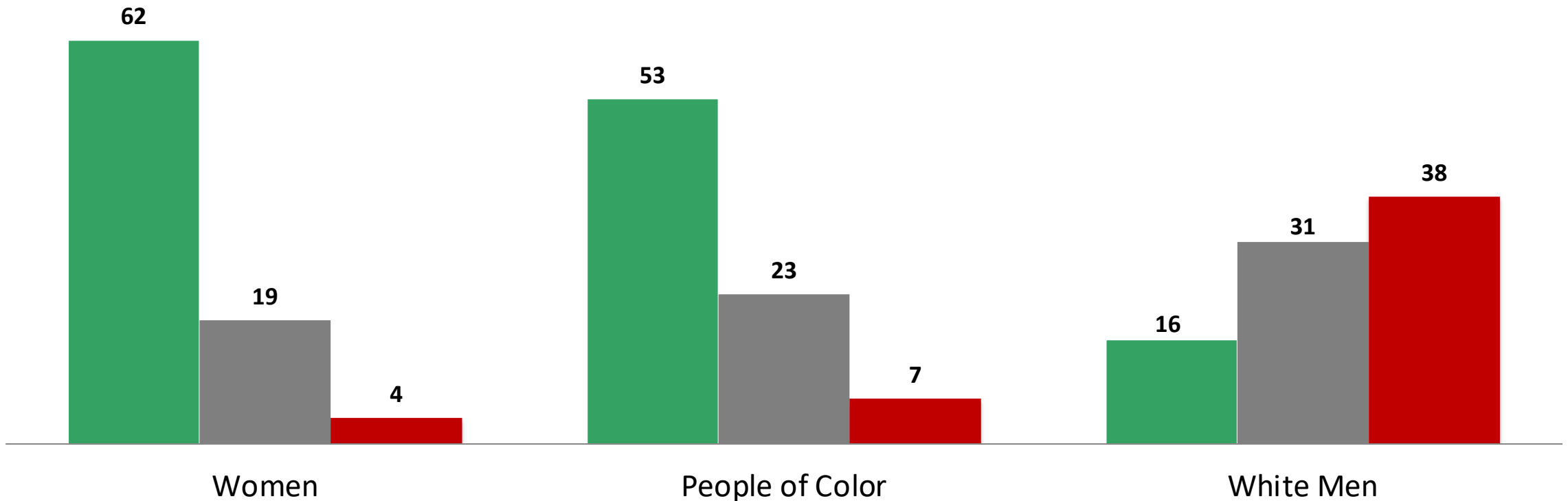
■ Increasing ■ Staying the Same ■ Decreasing



**Moving forward, voters feel that the number of women and people of color in elected office will increase and a plurality envision the number of white men in office decreasing.**

**In Next Few Years, Subgroups in Elected Office**

■ Increase   ■ Stay the Same   ■ Decrease





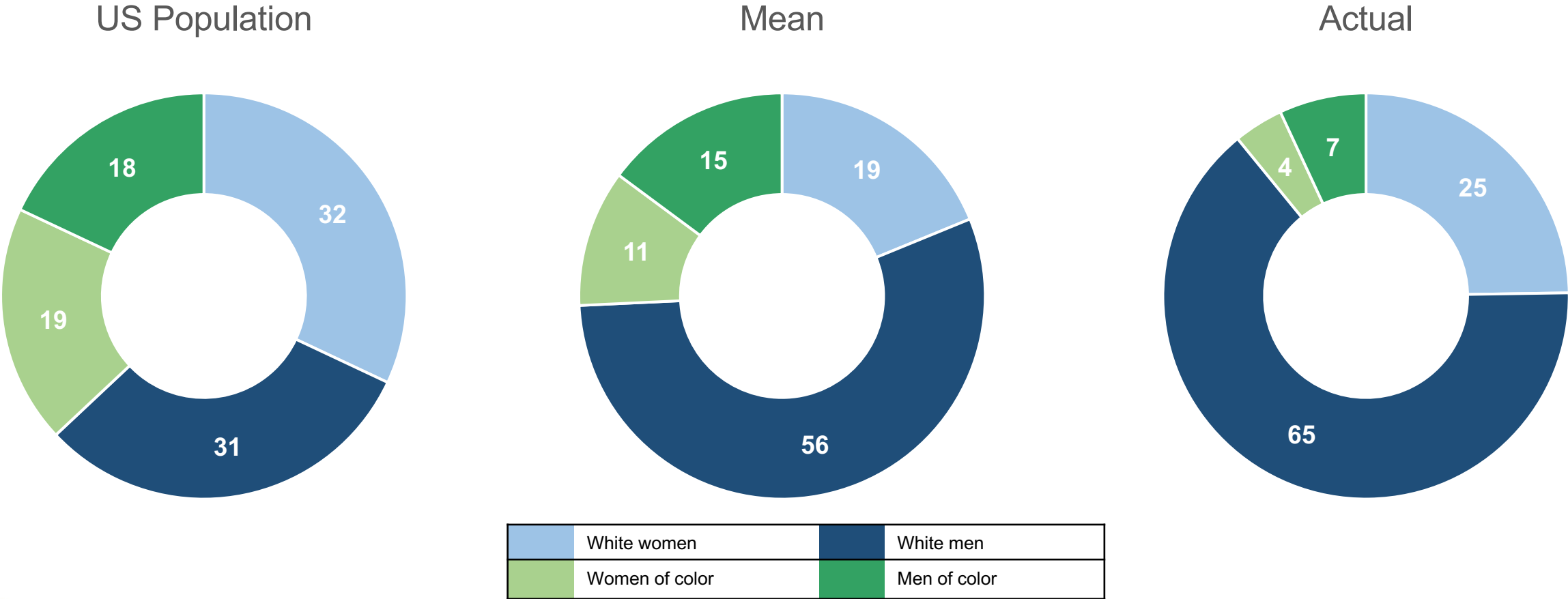
David Binder Research

# The Problem is Still Big



# Most underestimate the overrepresentation of White men.

Percent of All Elected Offices Held by Each Group



Q23: The population of the United States is 32% White women, 31% White men, 19% women of color, and 18% men of color. Please indicate what percent of elected offices – Congress, state government, and municipal governments combined – that are held by each of these groups.

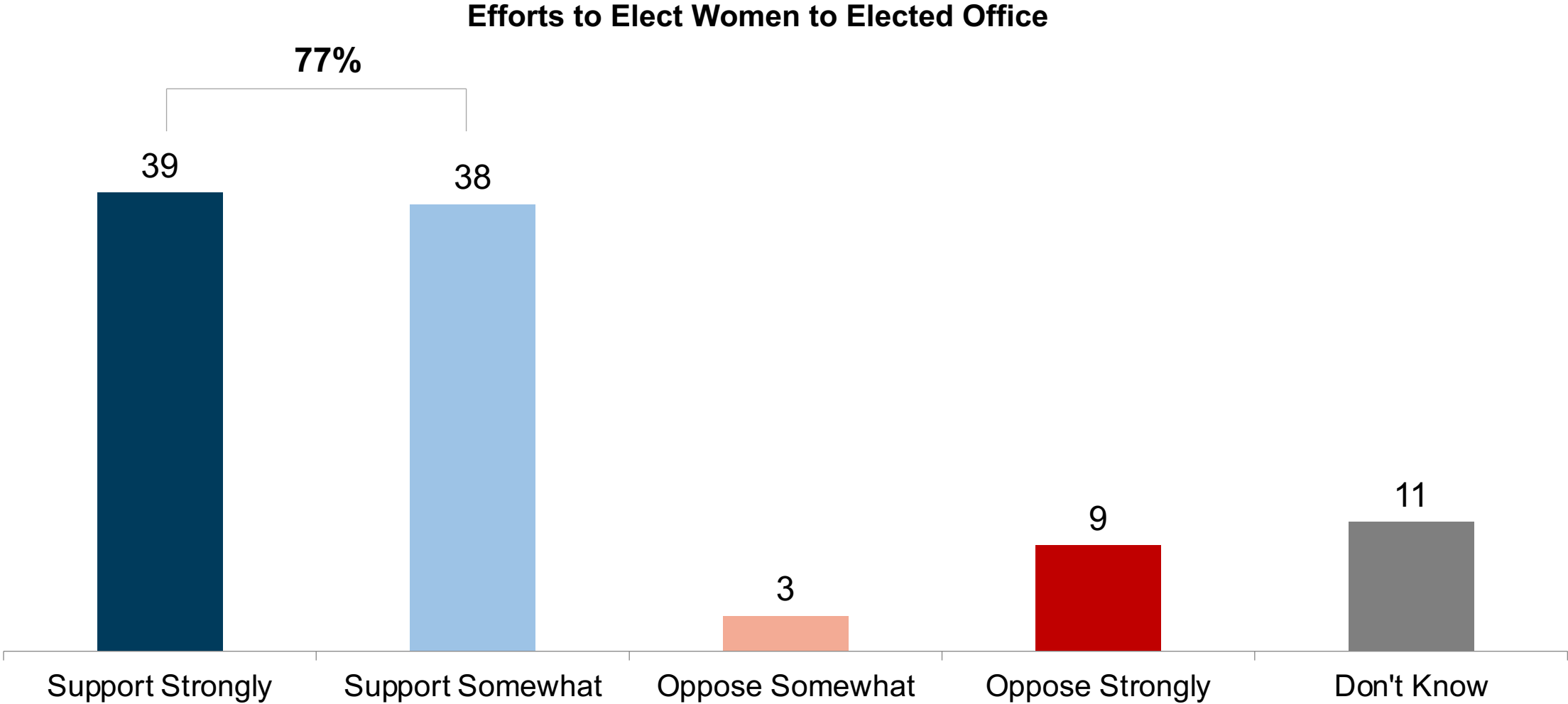




David Binder Research

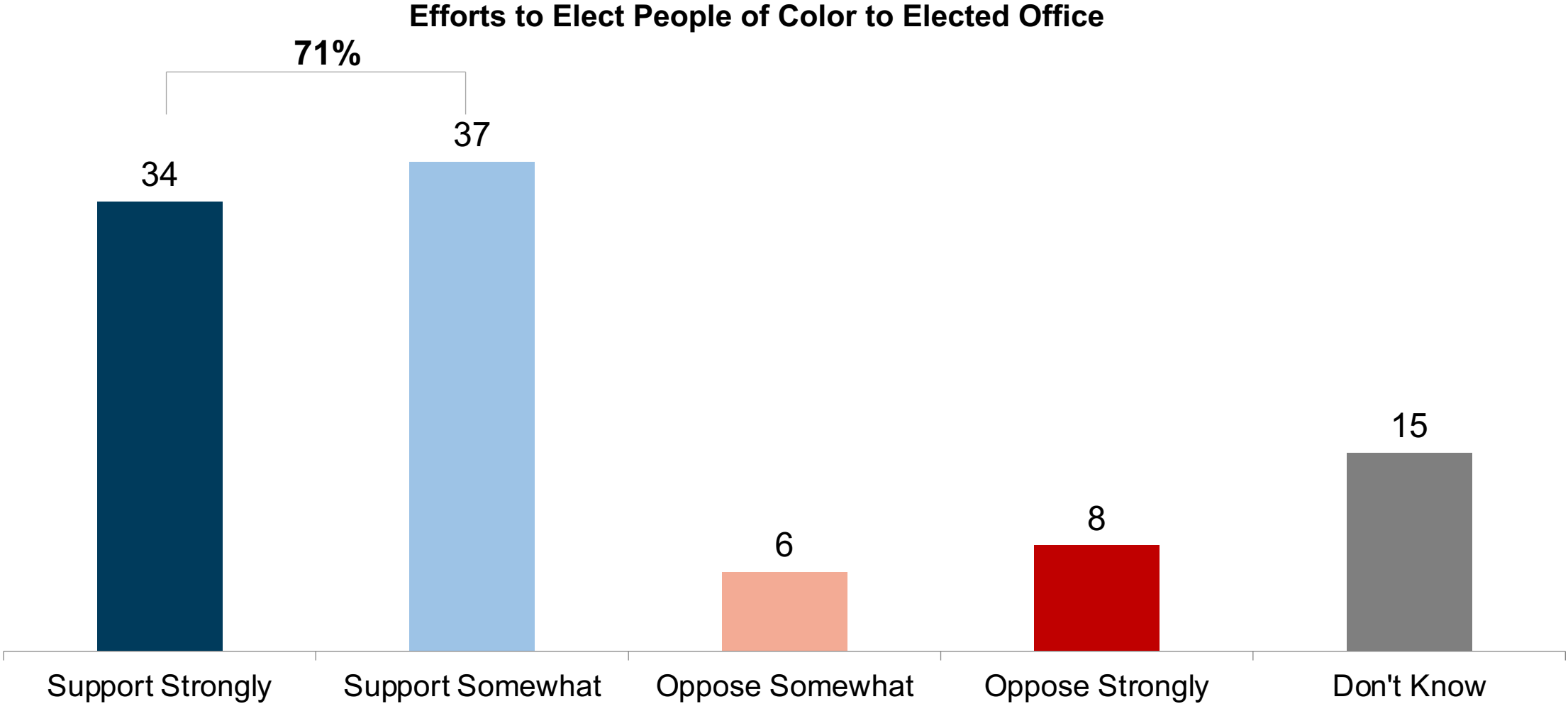
# Solutions

# Three-fourths support efforts to help elect more women to office.



Q32: Overall, do you support or oppose efforts to help elect more women to elected office?

# Seven-in-ten support efforts to help elect more people of color to office.



Q33: Overall, do you support or oppose efforts to help elect more people of color to elected office?

# Majority of all parties support efforts to elect more women and people of color to elected office.

## Efforts to Elect Women and People of Color to Elected Office: By Party

■ Support ■ Oppose

