David Binder Research

Reflective Democracy

October 2014

2 Survey Methodology

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Survey Methodology

☐ Nationwide Voter Survey

- 800 voters likely to vote in November 2016

- Margin of error of 3.5%

- Fielded August 19th to 25th, 2014

- Conducted by landline and cell phone

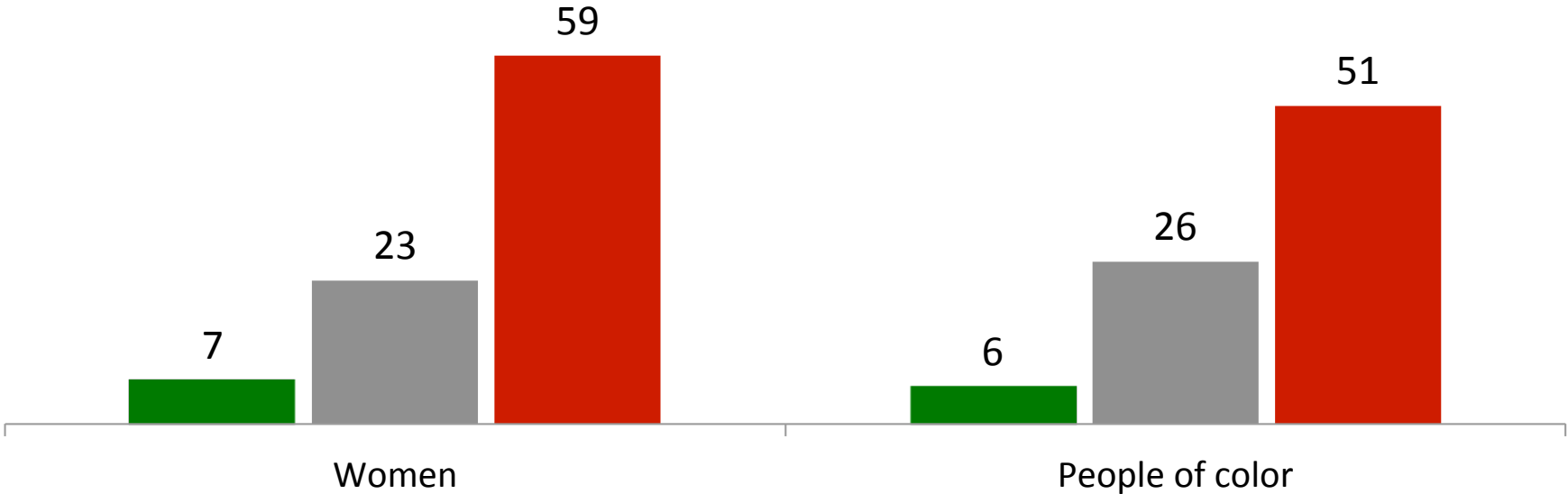- Interviews in English and Spanish

4 | The Problem

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Majority of voters feel there are too few women, and too few people of color in elected office.
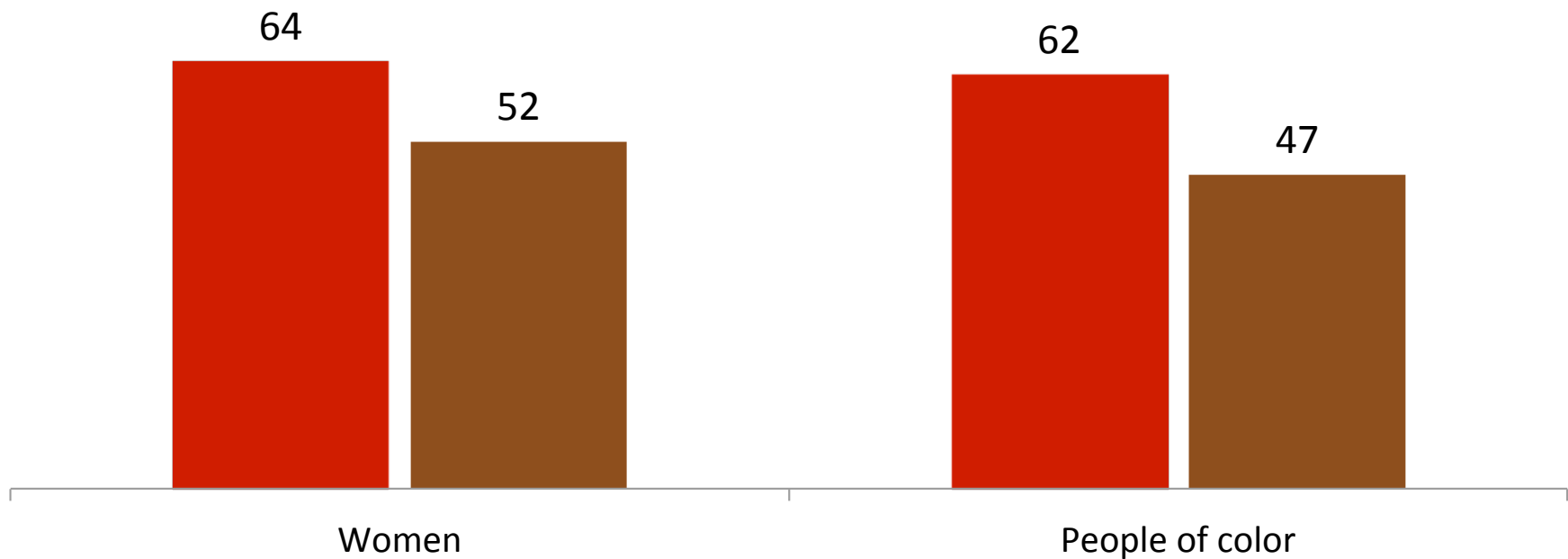
Subgroups in Elected Office

■ Too Many   ■ Right Amount   ■ Too Few

Women: Too Many 7, Right Amount 23, Too Few 59

People of color: Too Many 6, Right Amount 26, Too Few 51

Subgroup members are more likely to say there are too few of that subgroup in office, especially people of color.

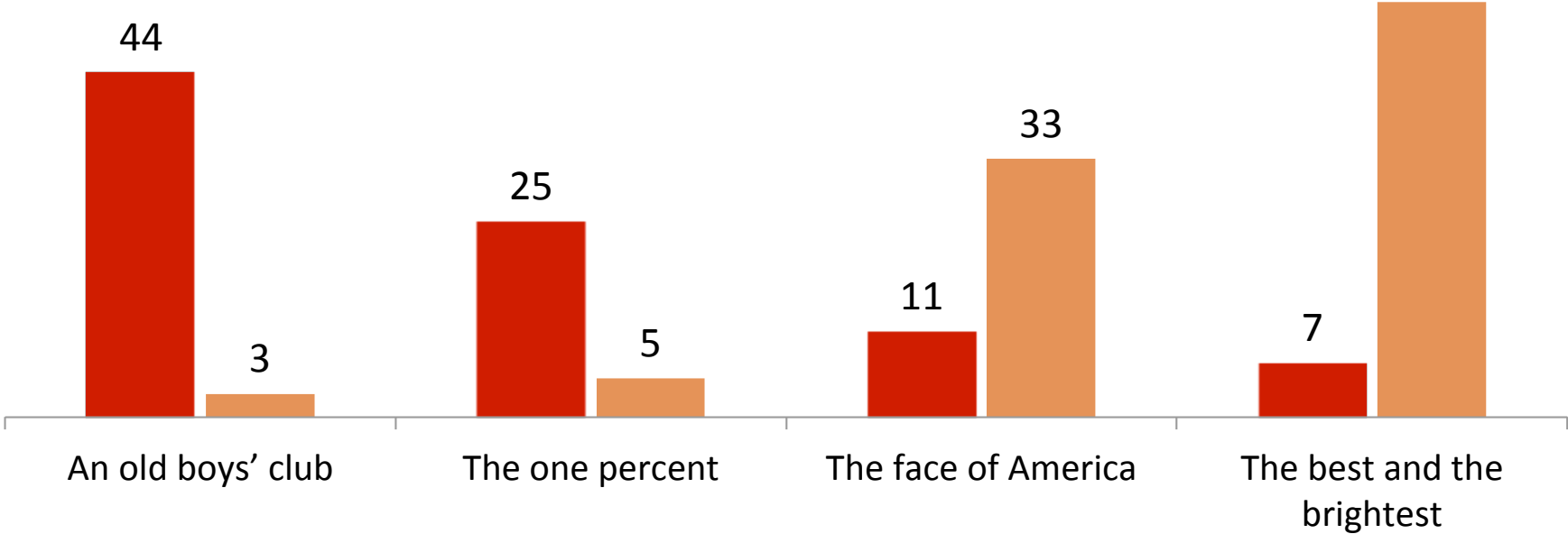## Percent Too Few in Elected Office

■ In Group   ■ Not In Group

64

52

62

47

Women

People of color

Voters want a Congress made of best and brightest, but see an old boys' club.

Elected Officials: Current versus Ideal

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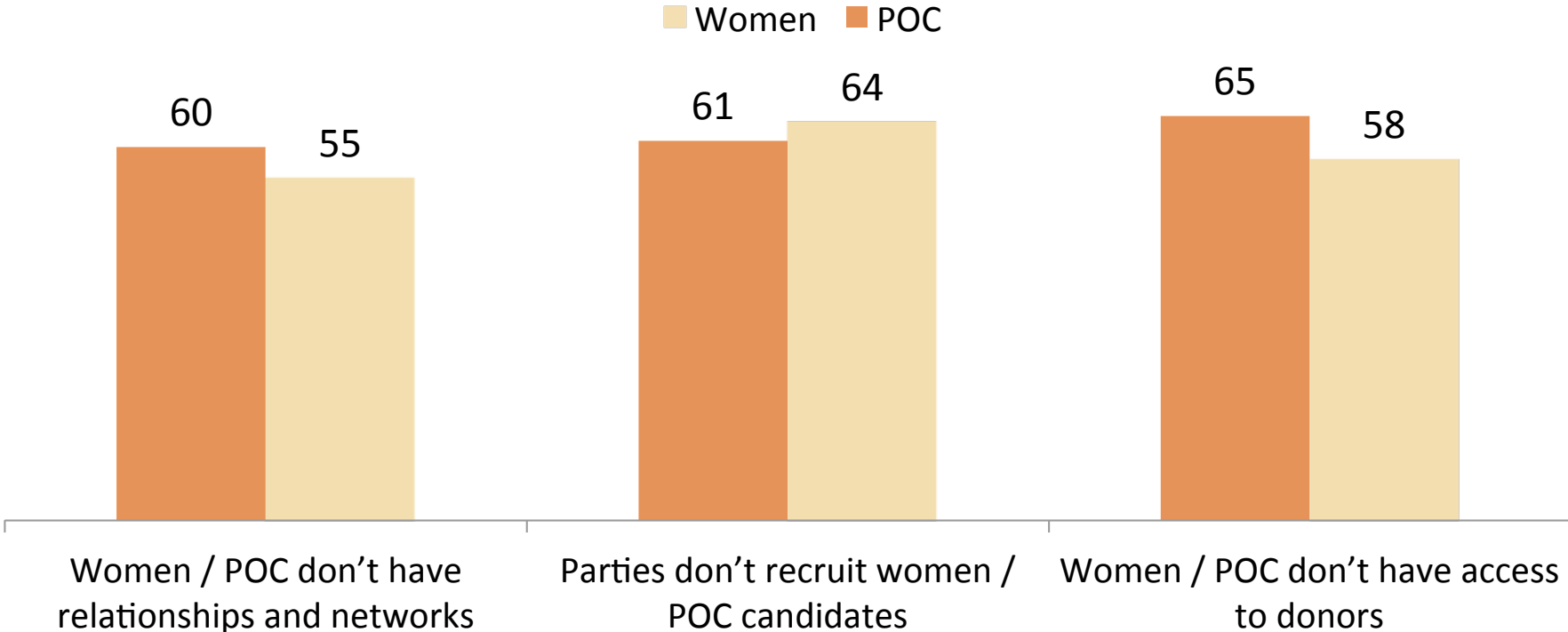- Best describes who you think our elected officials should be

	An old boys' club	The one percent	The face of America	The best and the brightest
Current	44	25	11	7
Ideal	3	5	33	53

8 Barriers

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Voters are aware of structural barriers that prevent women and people of color from being represented in elected office.
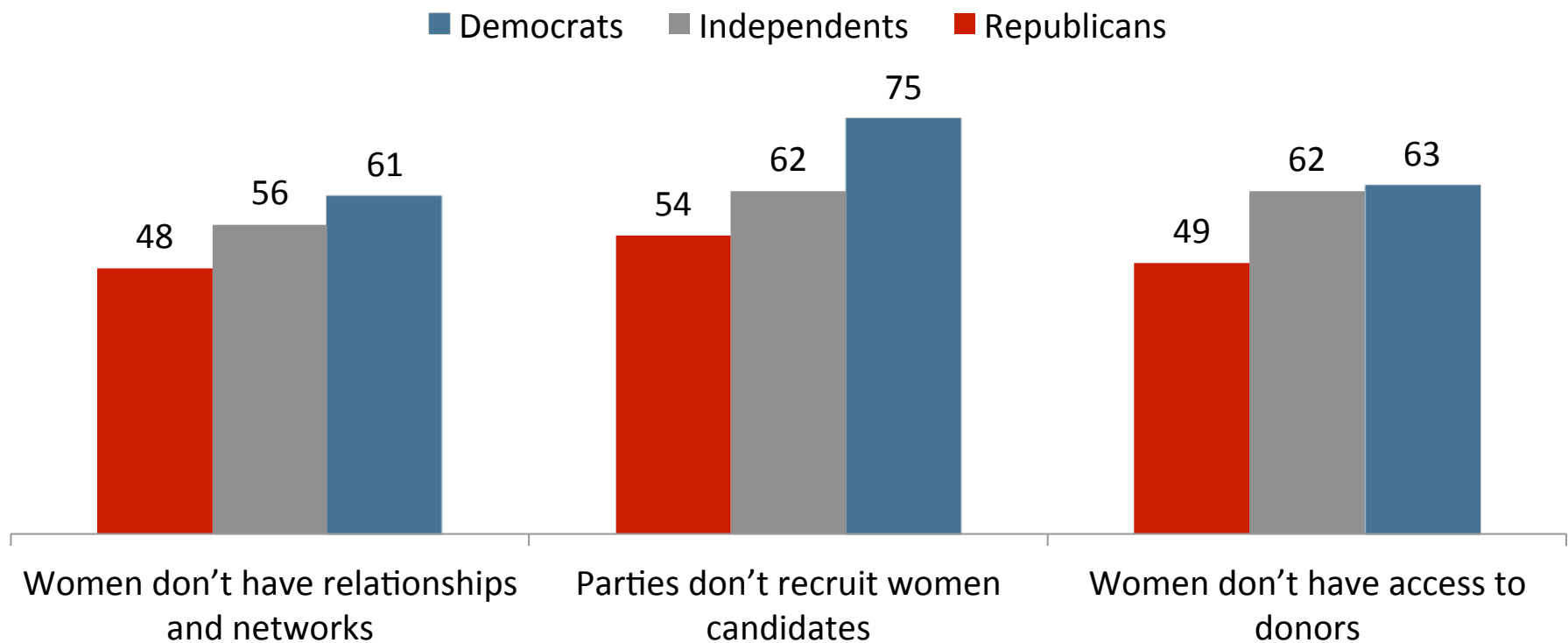
Reasons Preventing More Women and POC in Elected Office (Percent Important)

■ Women ■ POC

Reason	POC	Women
Women / POC don't have relationships and networks	60	55
Parties don't recruit women / POC candidates	61	64
Women / POC don't have access to donors	65	58

Dems are more likely to see structural barriers, but half of Republicans say barriers are important too.

Reasons Preventing More Women in Elected Office, by Party (Percent Important)

■ Democrats ■ Independents ■ Republicans

Women don't have relationships and networks: Republicans 48, Independents 56, Democrats 61

Parties don't recruit women candidates: Republicans 54, Independents 62, Democrats 75

Women don't have access to donors: Republicans 49, Independents 62, Democrats 63

Women are more likely to see barriers facing women.

Reasons Preventing More Women in Elected Office, by Party (Percent Important)

■ Women ■ Men

Women don't have relationships and networks	Parties don't recruit women candidates	Women don't have access to donors
Men: 51, Women: 59	Men: 58, Women: 70	Men: 53, Women: 62

Democrats are more likely to see racial barriers.

Reasons Preventing More POC in Elected Office, by Party (Percent Important)

■ Democrats   ■ Independents   ■ Republicans

POC don't have relationships and networks: Republicans 49, Independents 59, Democrats 71

Parties don't recruit POC candidates: Republicans 47, Independents 64, Democrats 71

POC don't have access to donors: Republicans 49, Independents 68, Democrats 76

Whites are almost as likely as POC to see racial barriers.

Reasons Preventing More POC in Elected Office, by Party (Percent Important)

Legend: Whites ◼ POC

|	POC don't have relationships and networks	Parties don't recruit POC candidates	POC don't have access to donors
POC	64	65	66
Whites	59	59	64
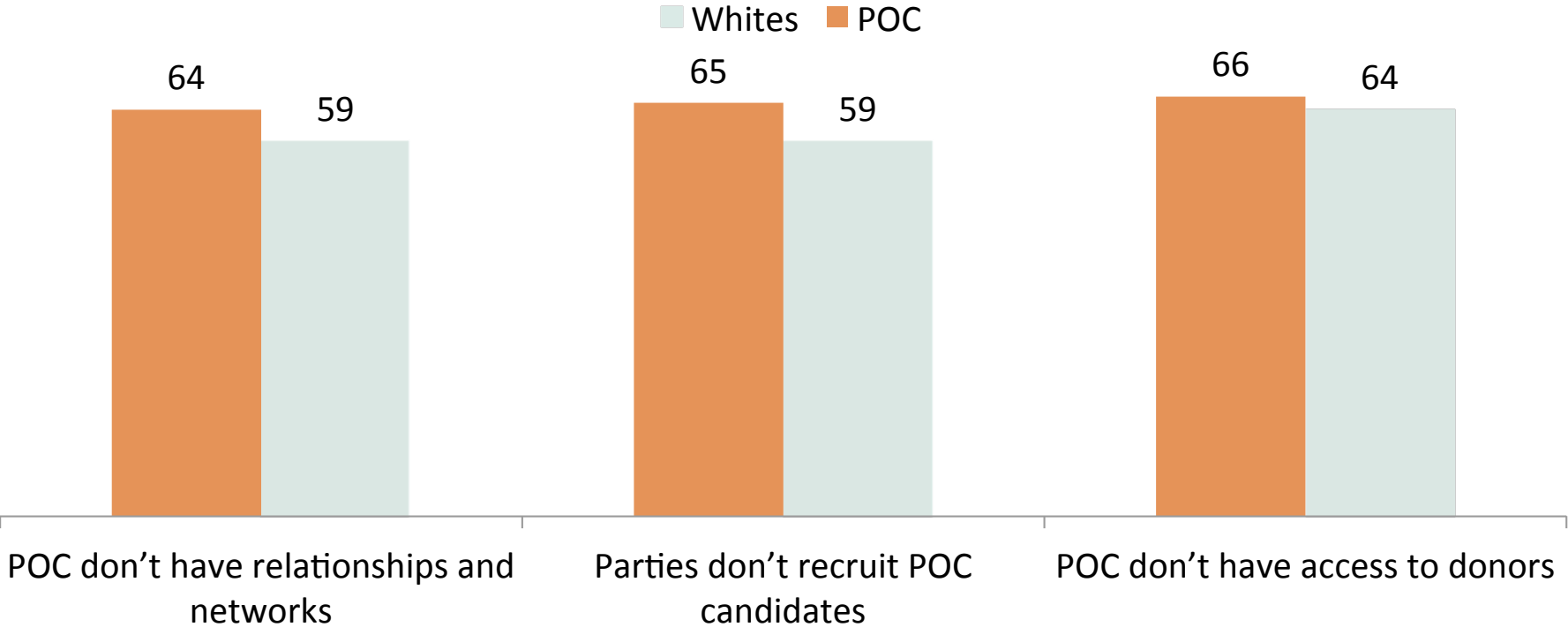
14 | Solutions

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Overwhelming support for policies that help elect more women and POC to Congress.

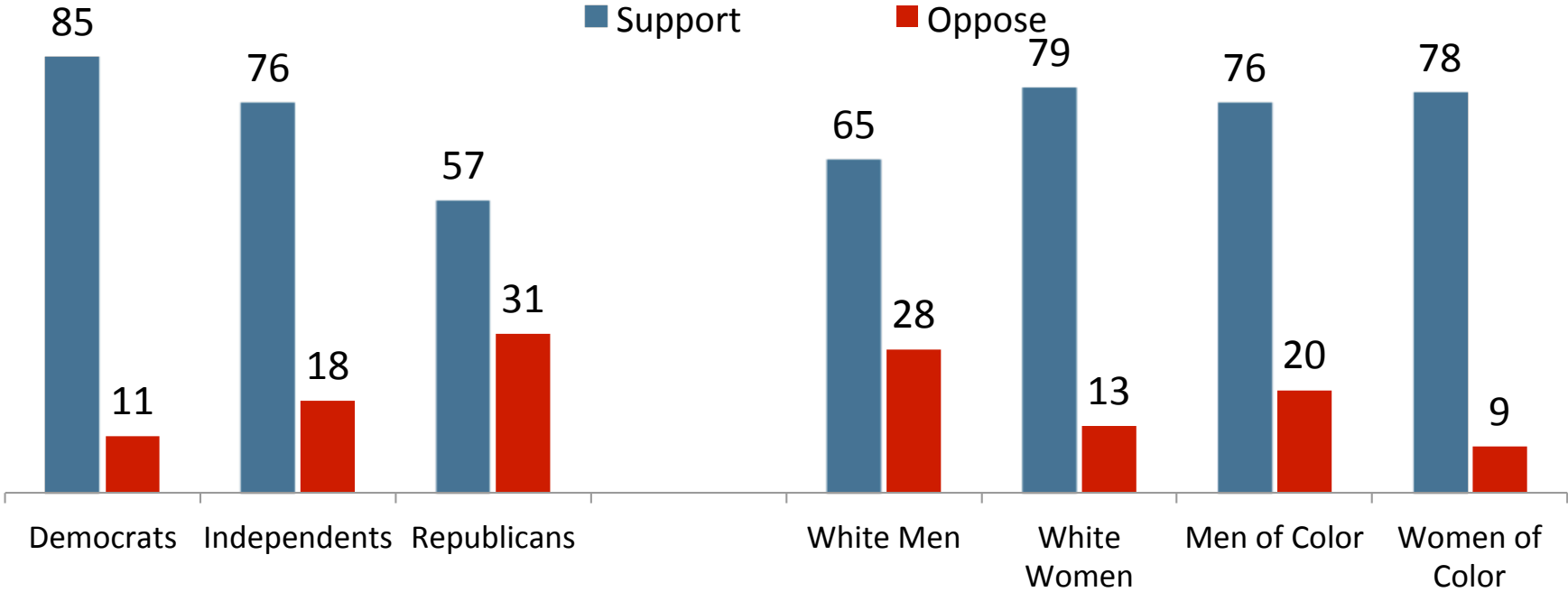|	Do you support or oppose policies that help elect more women and people of color to Congress?			
		Support	**Oppose**	
		Strongly	Strongly	
		Total	Total	

76

46

19

8
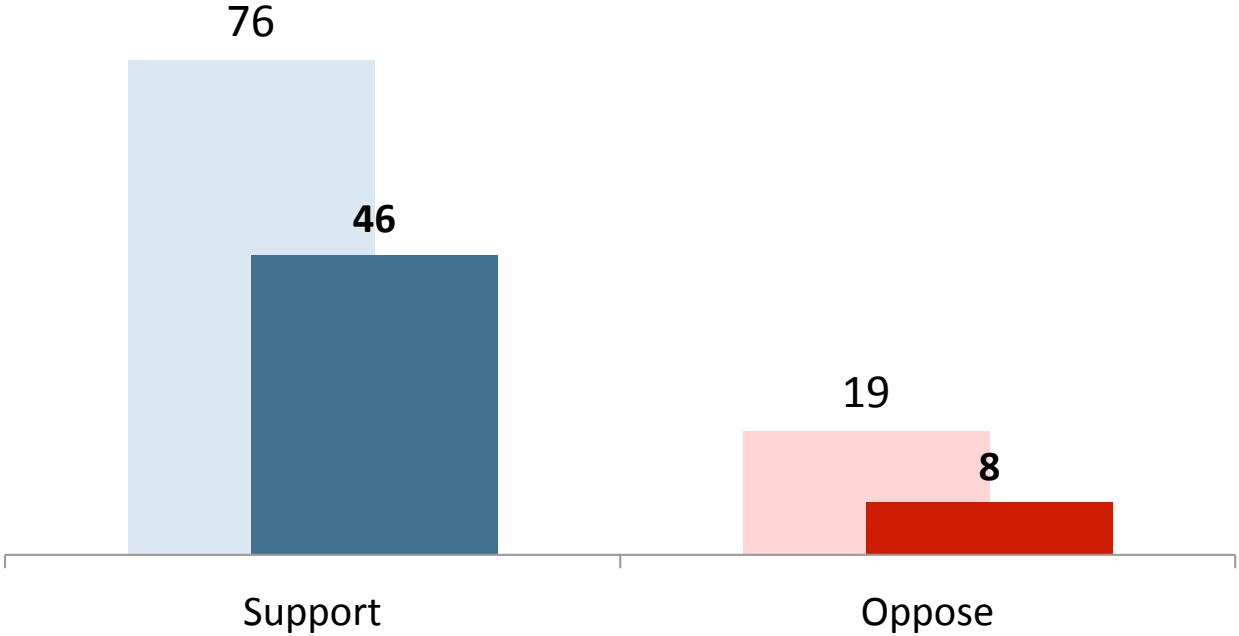
Support

Oppose

Overwhelming majority support policies to elect more women and people of color to Congress.

Support for Policies by Party, Ethnicity and Gender

Legend: ■ Support ■ Oppose

	Democrats	Independents	Republicans	White Men	White Women	Men of Color	Women of Color
Support	85	76	57	65	79	76	78
Oppose	11	18	31	28	13	20	9

17 | Implications

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Implications

1. Voters believe there are too few women and POC in elected office.

2. They see structural barriers and identify them as important reasons that there aren't more women and POC in office.

3. Strong majority of voters, across parties, want policies to fix this.