



David Binder Research

Reflective Democracy

October 2014

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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

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The Problem

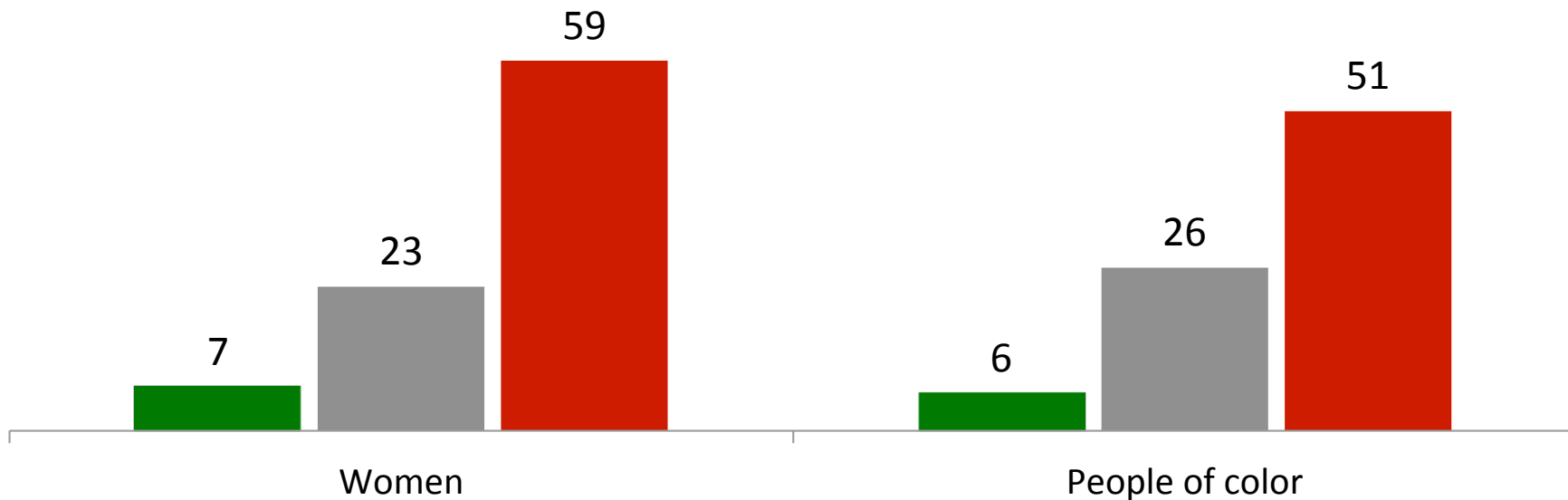


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Majority of voters feel there are too few women, and too few people of color in elected office.

Subgroups in Elected Office

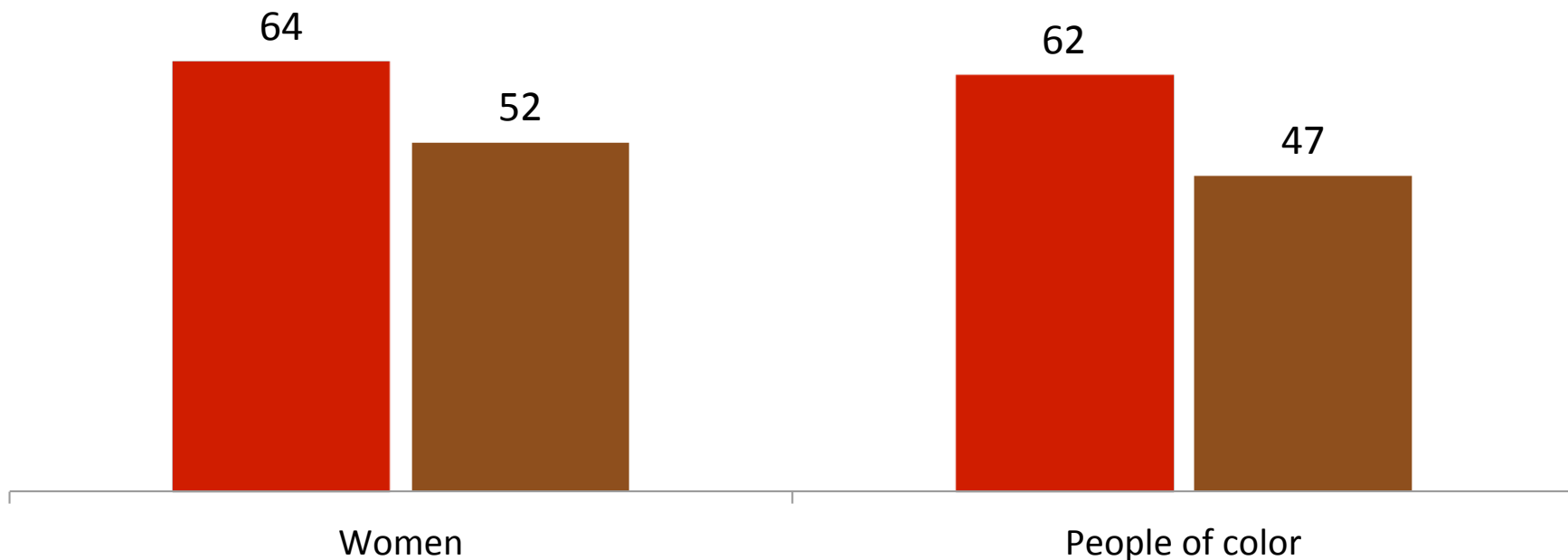
■ Too Many ■ Right Amount ■ Too Few



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

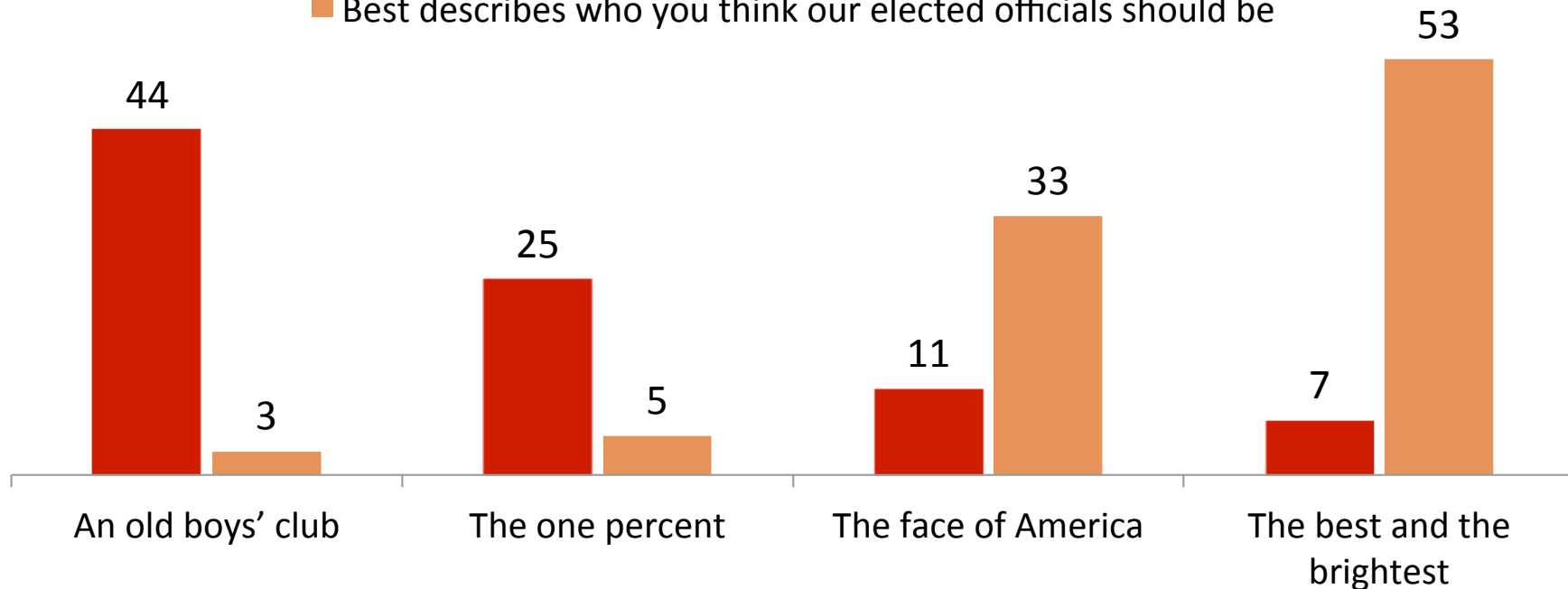
■ In Group ■ Not In Group



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



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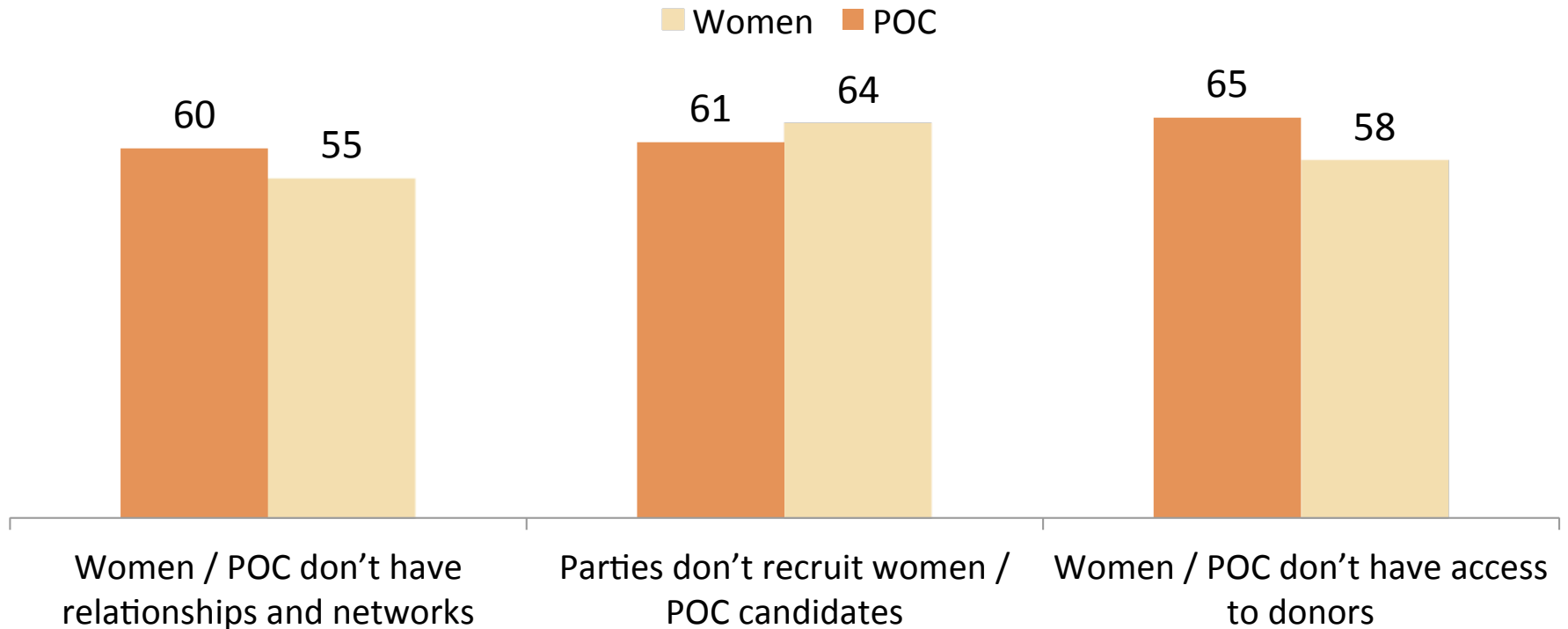
Barriers



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Voters are aware of structural barriers that prevent women and people of color from being represented in elected office.

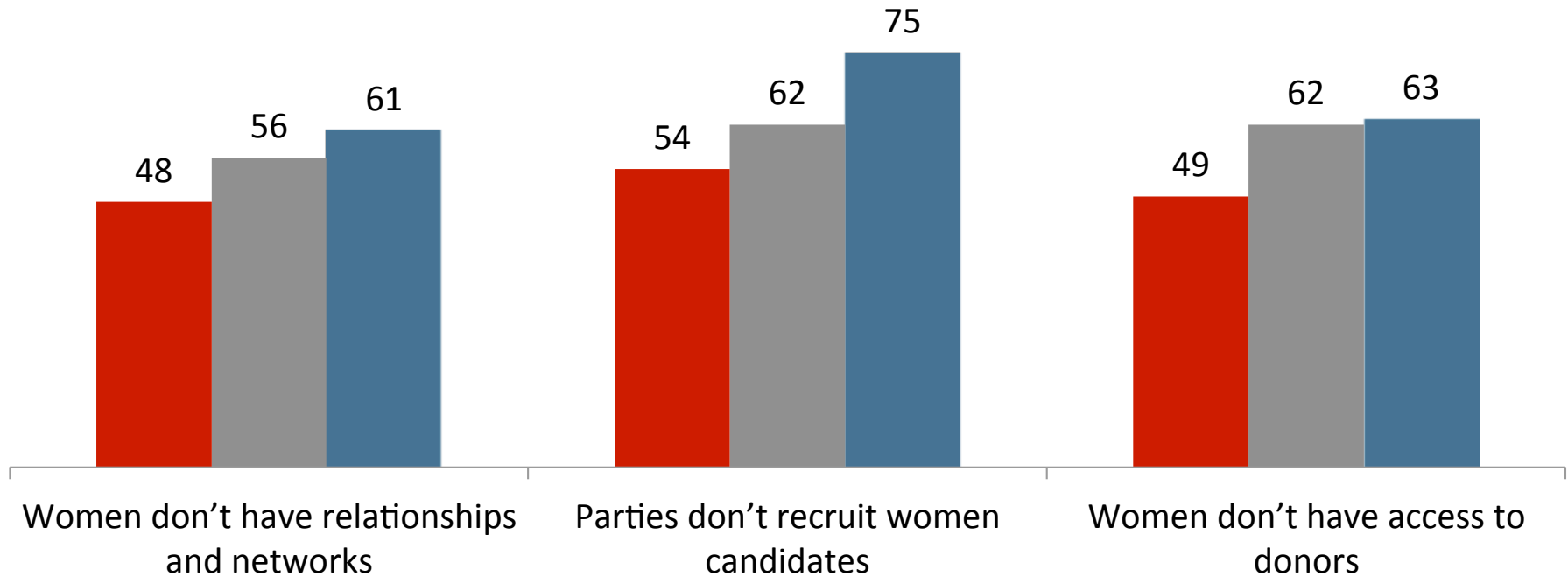
Reasons Preventing More Women and POC in Elected Office (Percent Important)



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

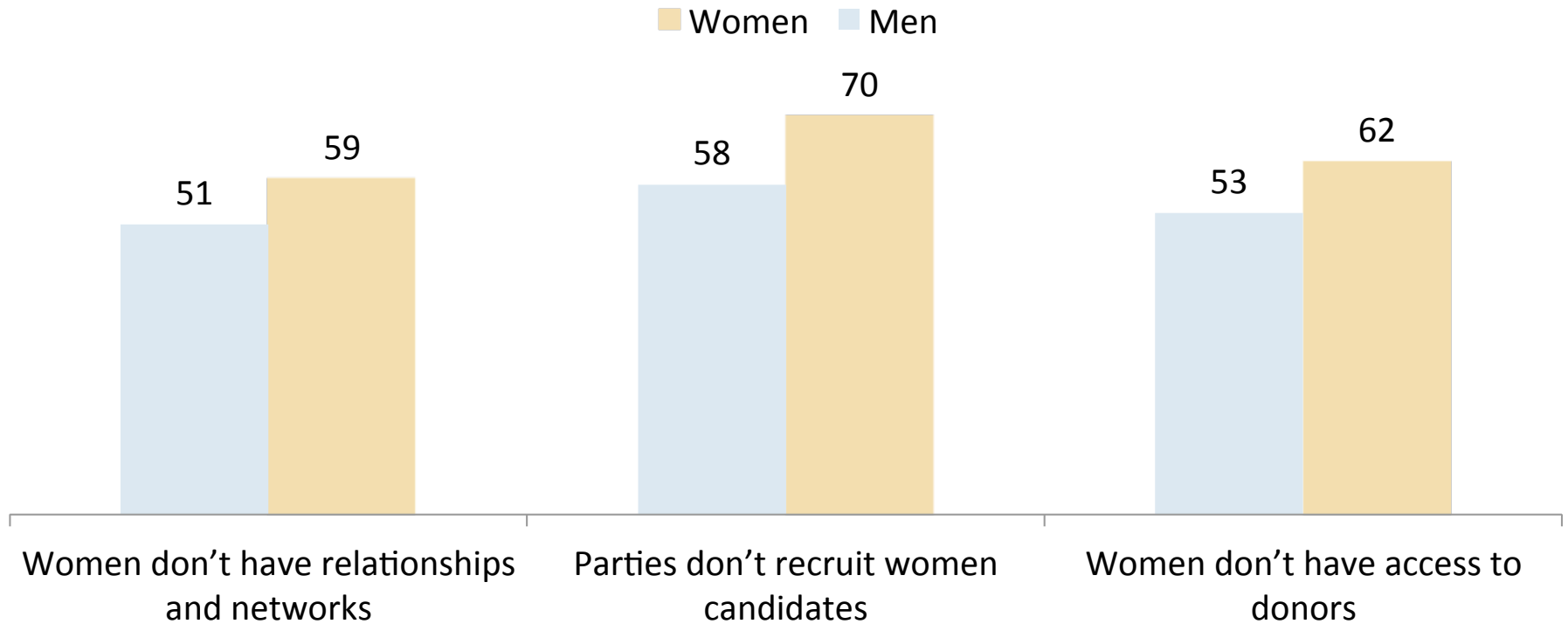
Reasons Preventing More Women in Elected Office, by Party (Percent Important)

■ Democrats ■ Independents ■ Republicans



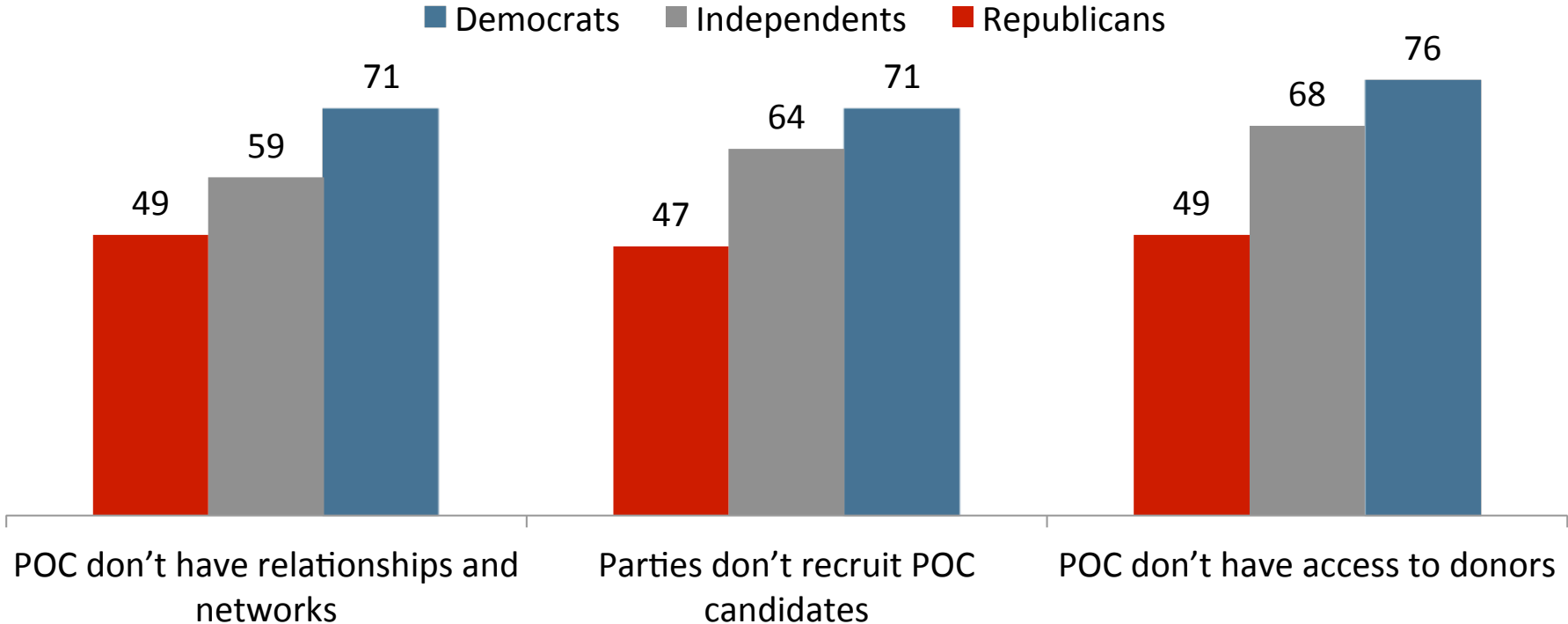
Women are more likely to see barriers facing women.

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



Democrats are more likely to see racial barriers.

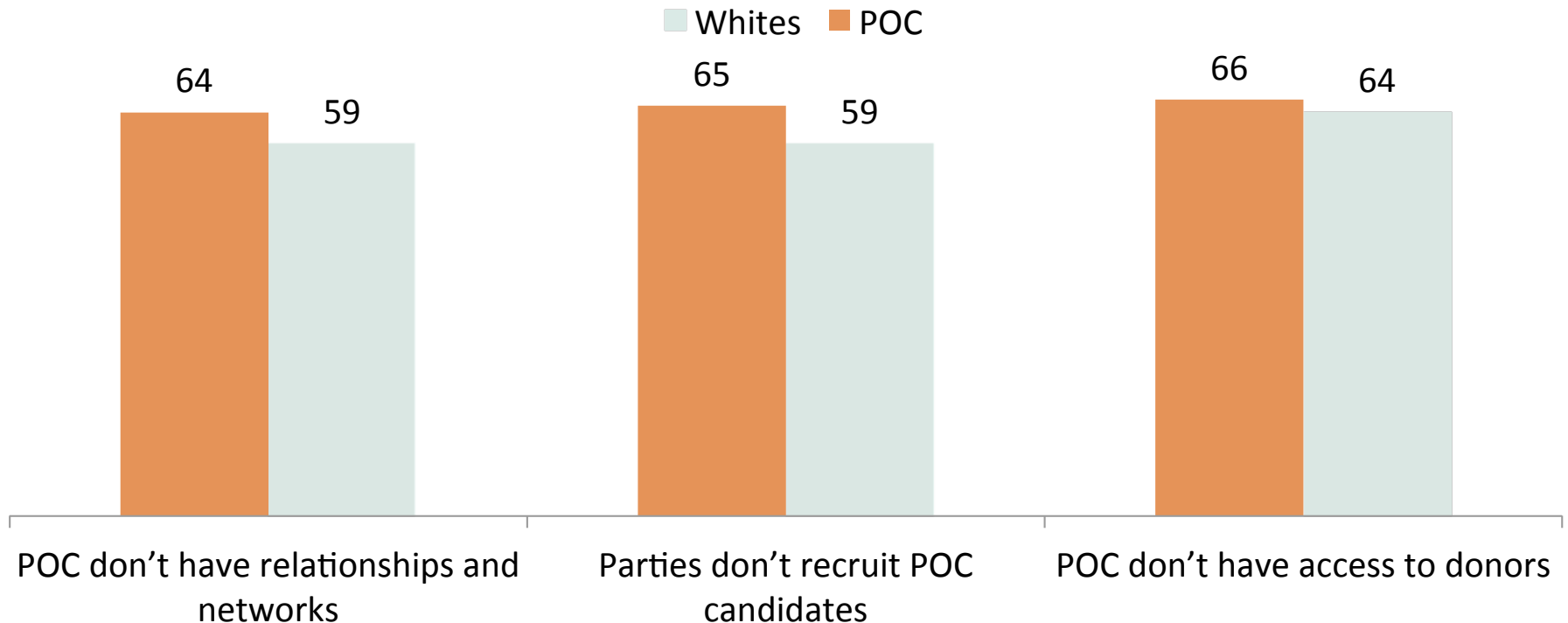
Reasons Preventing More POC in Elected Office, by Party (Percent Important)



Please tell me if you think it is a very important, a somewhat important, a slightly important, or not at all a reason that people of color are not proportionately represented in elected office?

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

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



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Solutions

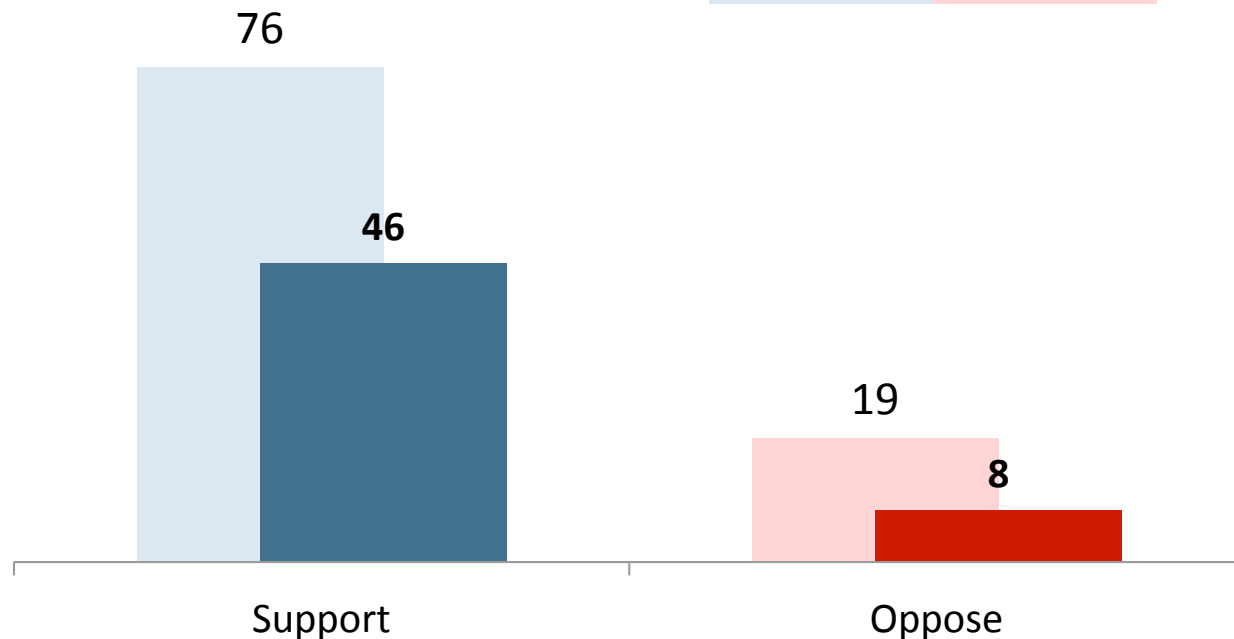


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Overwhelming support for policies that help elect more women and POC to Congress.

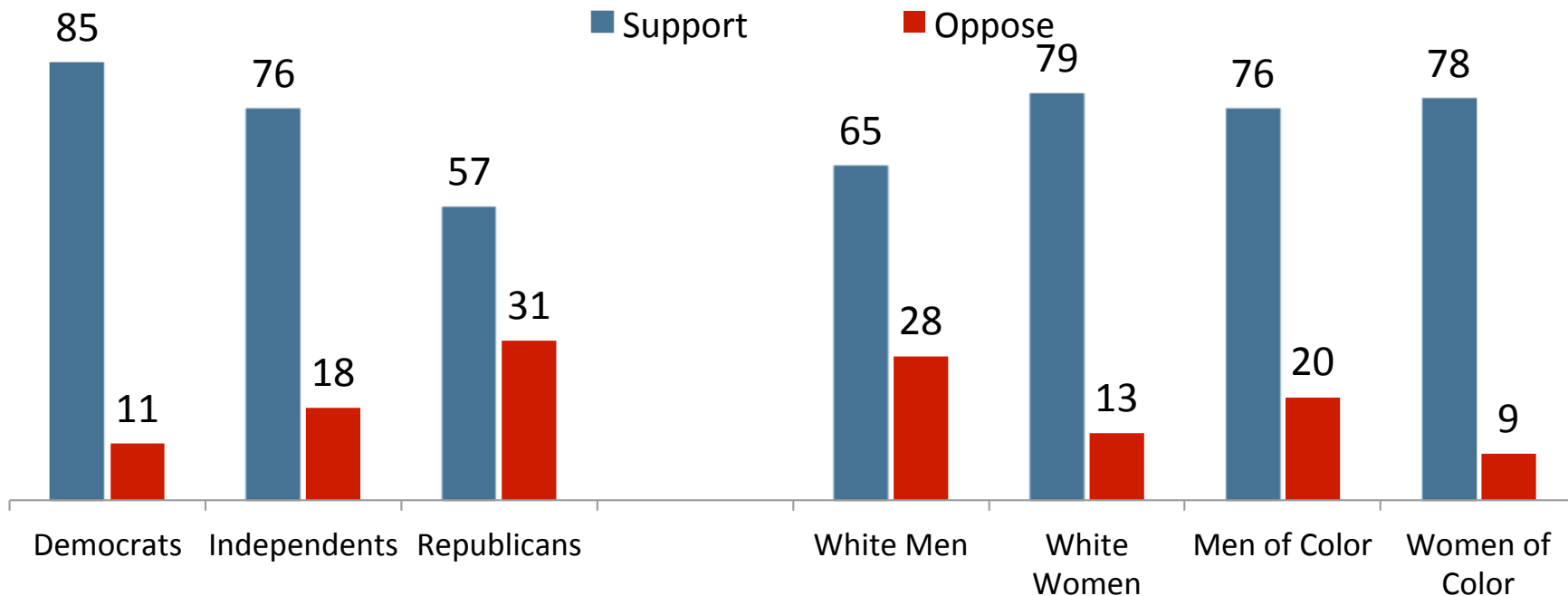
Do you support or oppose policies that help elect more women and people of color to Congress?

Support	Oppose
Strongly	Strongly
Total	Total



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

Support for Policies by Party, Ethnicity and Gender



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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.