

Politics and Parties

An analysis of American attitudes towards parties and politics in lead up to the 2022 midterms

October 2022



RESEARCH METHODOLOGY

Quantitative National Surveys

Results are shown as “US Average”.

More in Common partnered with international polling company YouGov to conduct online survey interviews with N=2,000 adult US citizens from September 27 to October 2, 2022. The data was weighted to be representative of American citizens using propensity scores, with score functions including gender, age, race, education, and region. The weights were then post-stratified on 2020 Presidential vote choice, with a four-way stratification of gender, age (6-category), race (5-category), and education (4-category). The margin of error (adjusted for weighting) is +/- 2.45 for the US average and is higher for subgroups.

Numbers in data visualizations are rounded to the nearest whole number.

EXECUTIVE SUMMARY

1. Americans across party, race, and generations overwhelming see voting as the most effective way to influence politics.

- However, Gen Z Americans are much more likely than other generations to also see protesting as an effective way to influence politics.

2. Democrats and Republicans are much more likely to want more moderate candidates in the *other party* than in their own party. In contrast, Independents want more moderate candidates in *both* parties.

- Republicans and Democrats who want more moderate candidates in their own party were less ideologically extreme and more likely to say they belonged to their party because of their family or friends as opposed to how their party aligned with their values.

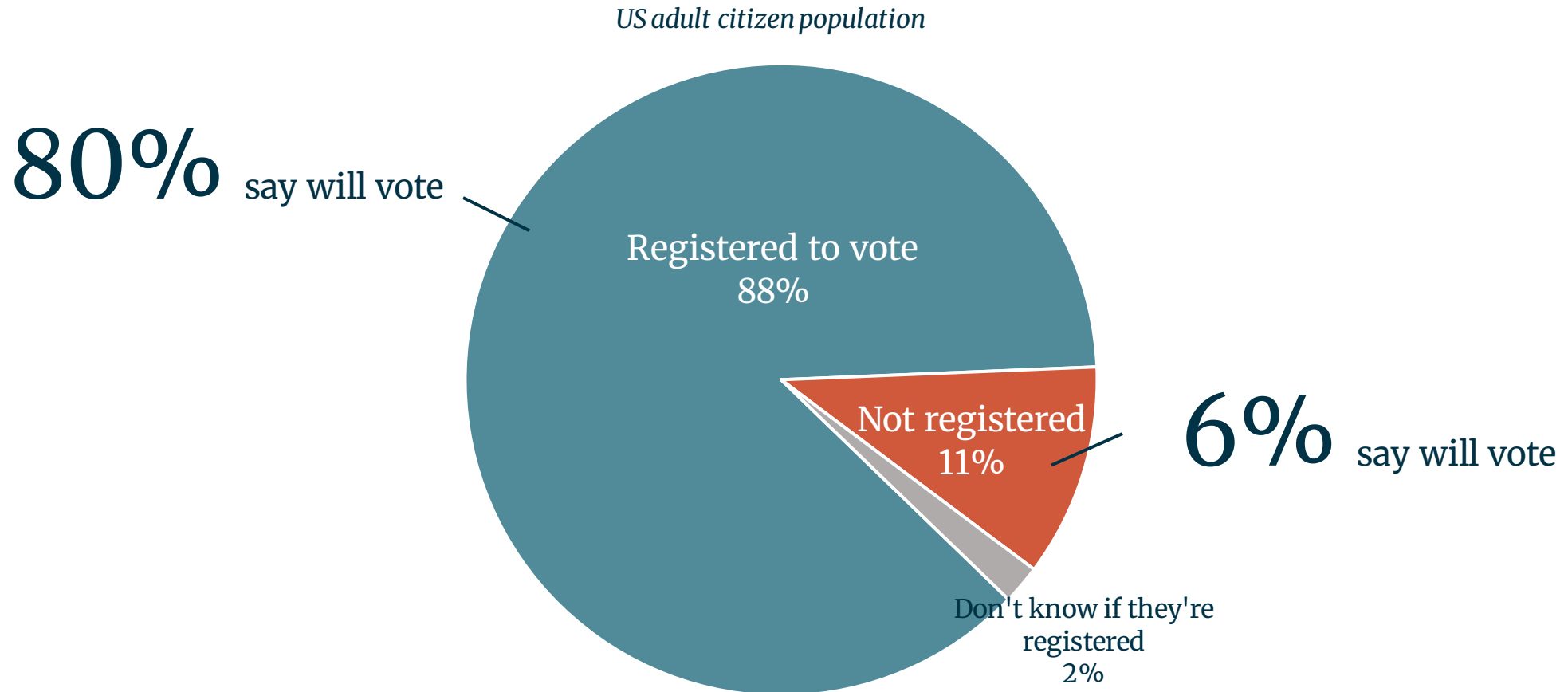
3. Registered voters are ten times more likely to say they will vote in the 2022 general election compared to Americans who are not registered to vote.

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Voting in the 2022 Elections

Americans who say they are registered to vote are more than ten times more likely to say they *will* vote than Americans who say they are not registered.



Survey questions: Are you registered to vote? How likely is it that you will vote in the 2022 general elections?
Note: Figures may not add to 100% due to rounding.

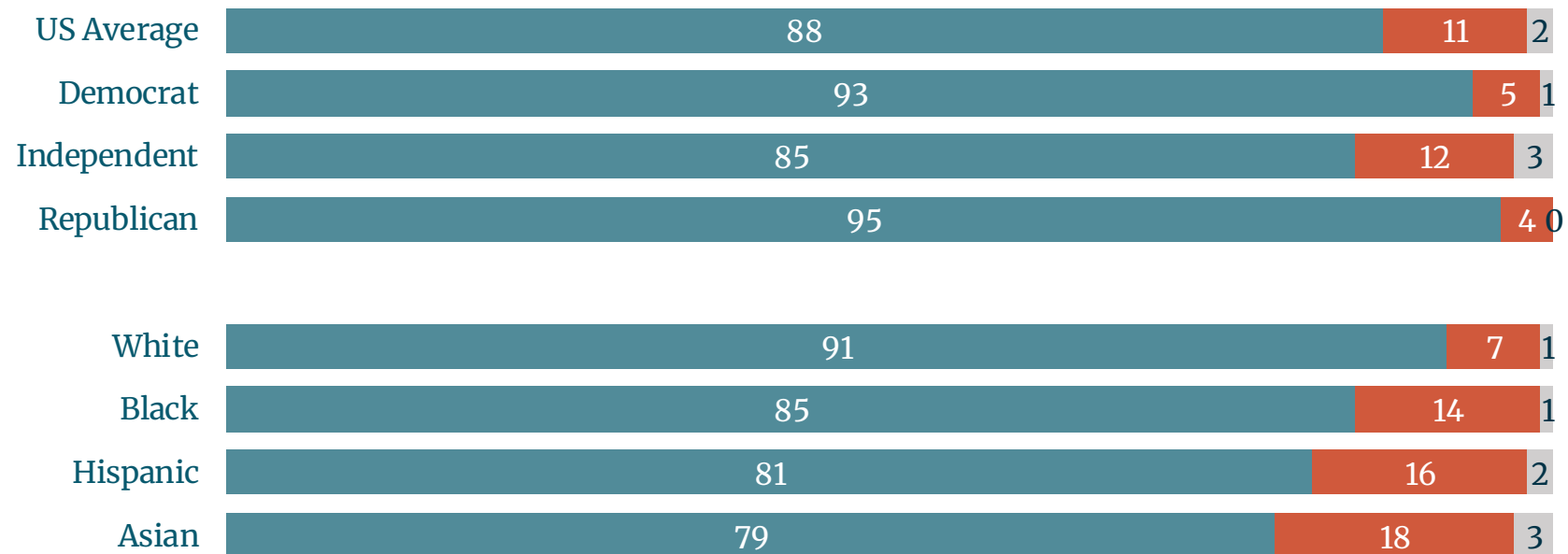
The percentages of people who say they are not registered to vote are higher among people of color, young Americans and Americans without a college degree.

The percentages of people not registered to vote are higher among non-white Americans than among white Americans.

Are you registered to vote?

Numbers in %

■ Yes ■ No ■ Don't know



Almost 20% of Gen Z and Millennials report that they are not registered to vote, a rate much higher compared to older generations.

Are you registered to vote?

Numbers in %

■ Yes ■ No ■ Don't know

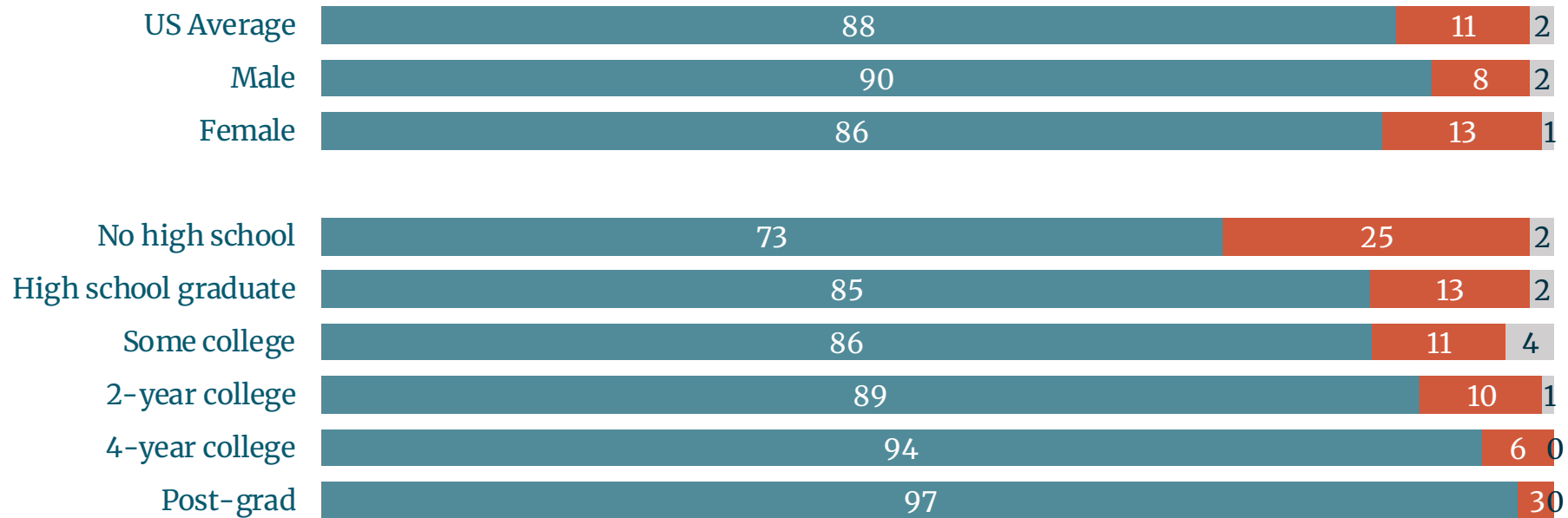


Americans without college degrees have a higher percentage of people not registered to vote.

Are you registered to vote?

Numbers in %

■ Yes ■ No ■ Don't know



The percentage of people who say that they are planning on voting in the 2022 general elections varies by generation, education, and race. About 1 in 4 Gen Z and Millennials say they do not plan to vote.

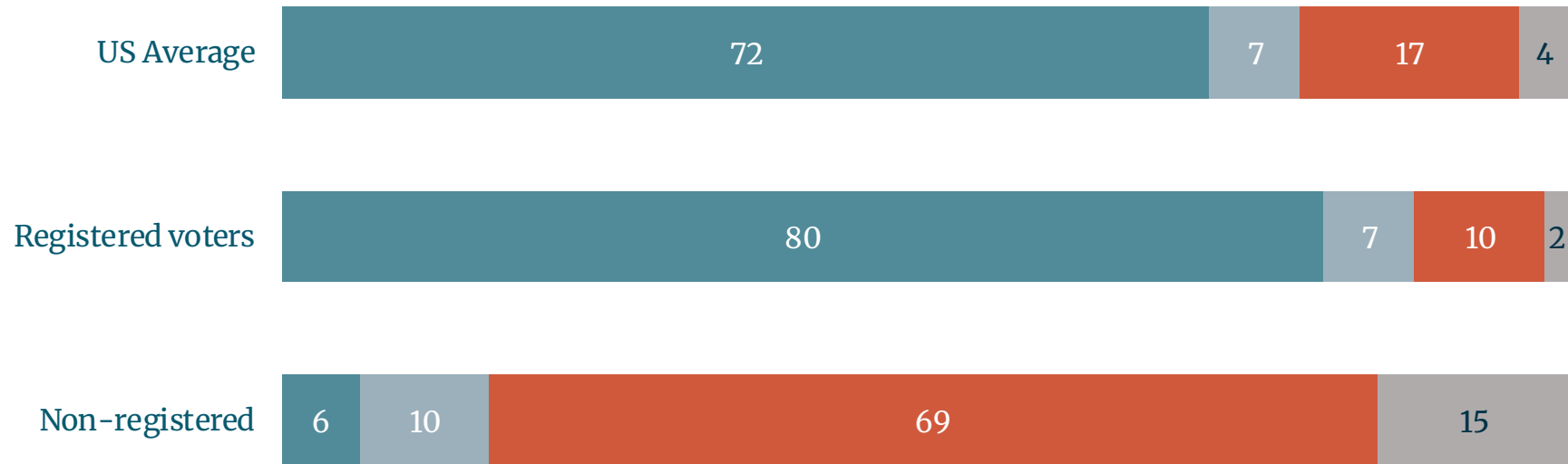
People who say they are not registered to vote also report that they are less likely to vote in the 2022 general elections.

72% of Americans say they will vote in the 2022 midterm elections. Only 6% of Americans who say they are not registered to vote plan to vote in November.

How likely is it that you will vote in the 2022 general elections?

Numbers in %

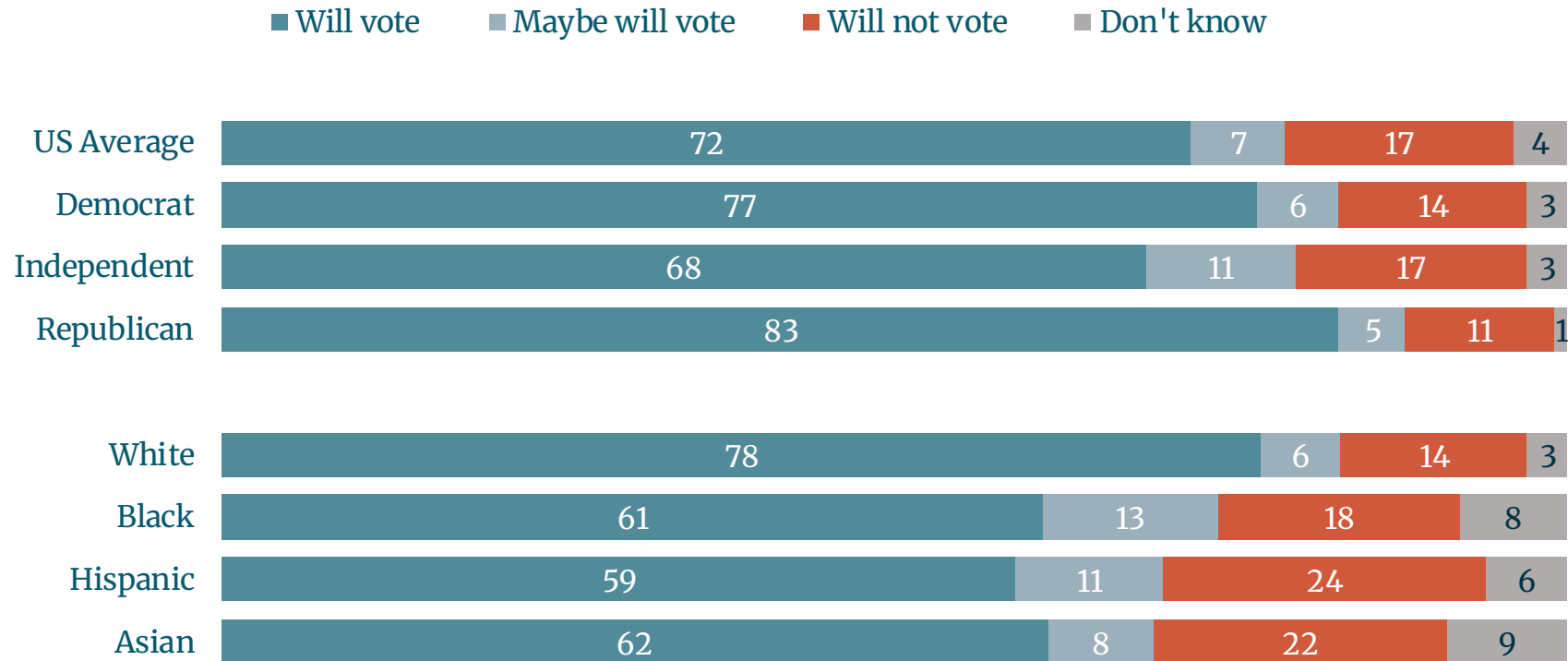
■ Will vote ■ Maybe will vote ■ Will not vote ■ Don't know



Hispanic and Asian Americans are slightly more likely than white Americans to say they will not vote in the 2022 midterm elections.

How likely is it that you will vote in the 2022 general elections?

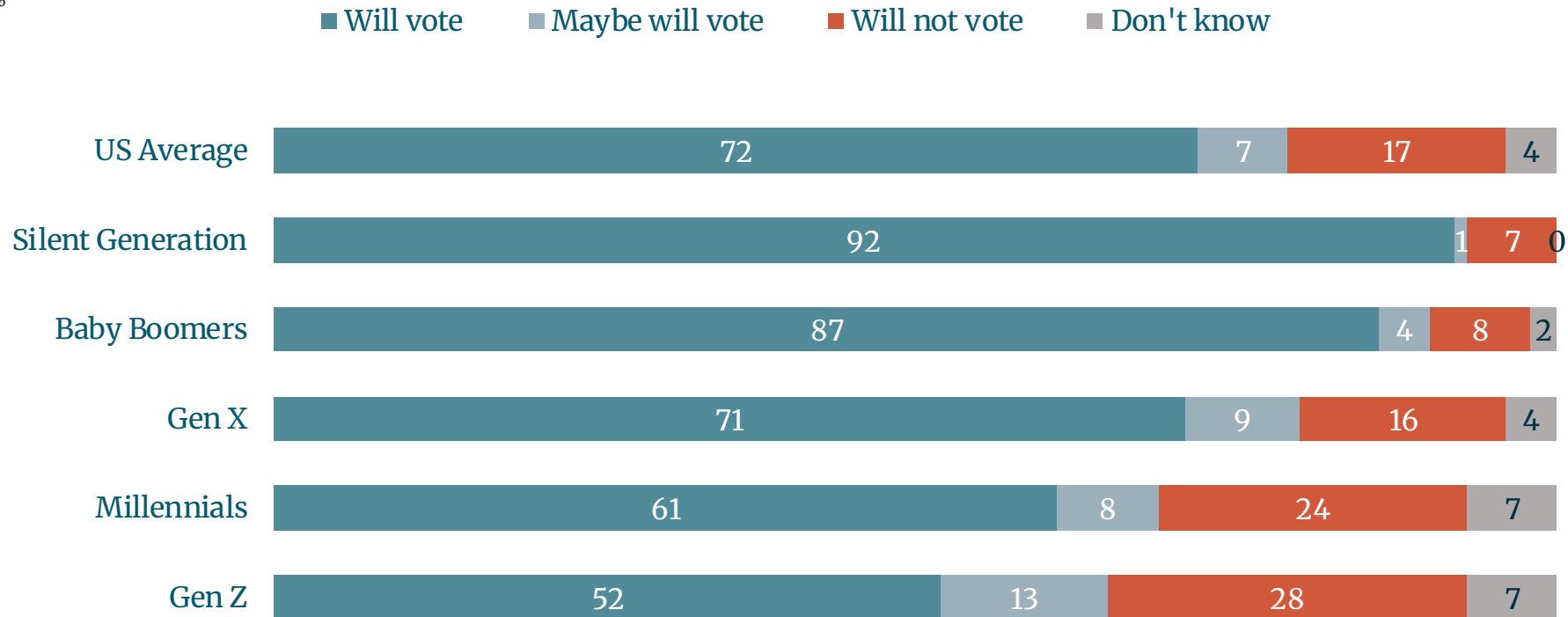
Numbers in %



While the majority of Millennials and Gen Z plan to vote in the 2022 midterm elections, a significant minority say they will likely not vote.

How likely is it that you will vote in the 2022 general elections?

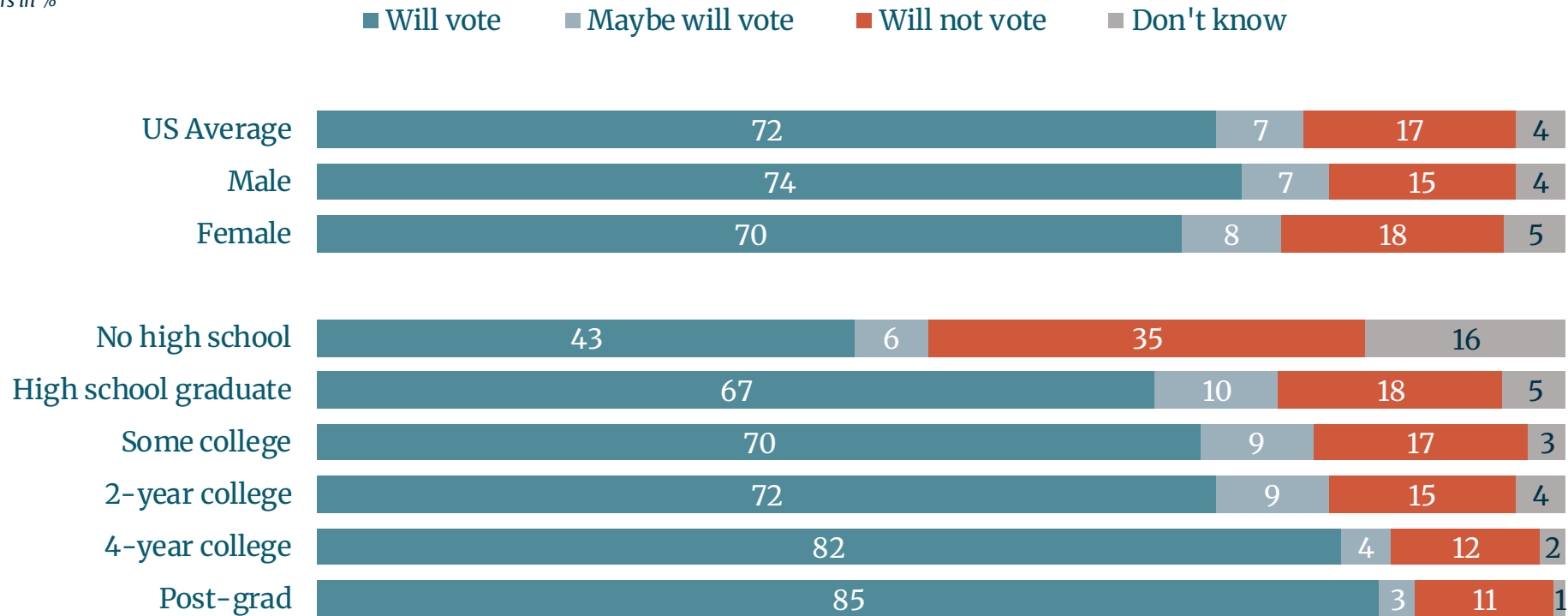
Numbers in %



Americans with higher education levels are more likely to vote in the 2022 midterm elections. More than one third of Americans who did not graduate from high school do not plan to vote.

How likely is it that you will vote in the 2022 general elections?

Numbers in %

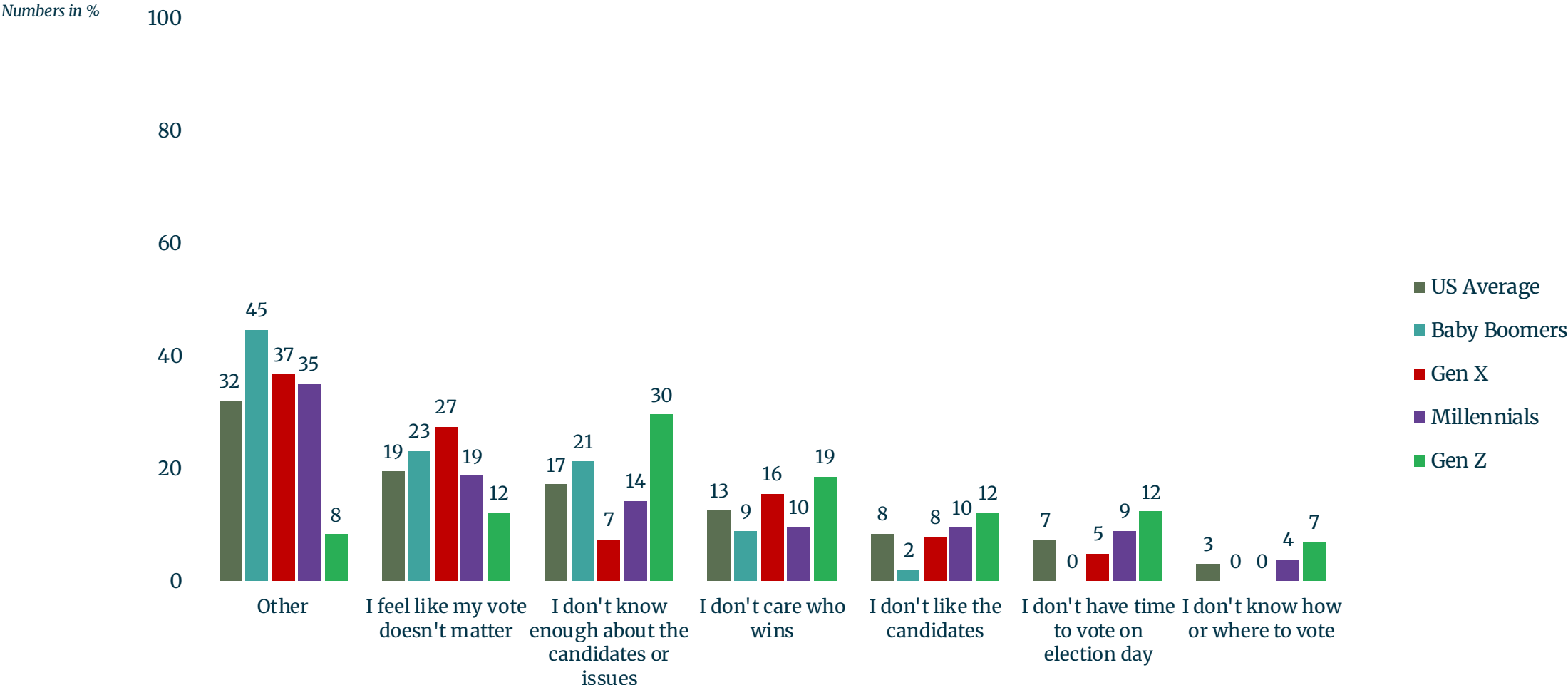


Among the 17% of Americans who say they will not vote in the 2022 midterm elections, around 1 in 5 feel their votes do not matter. Many respondents also indicated that there are other factors that influenced their decision not to vote.

30% of Gen Z Americans who do not plan to vote say that their decision is due to lack of knowledge on the candidates or issues.

Compared to other generations, Gen Z are more likely to cite lack of knowledge on the candidates or issues as the reason why they will not vote in the 2022 midterm elections.

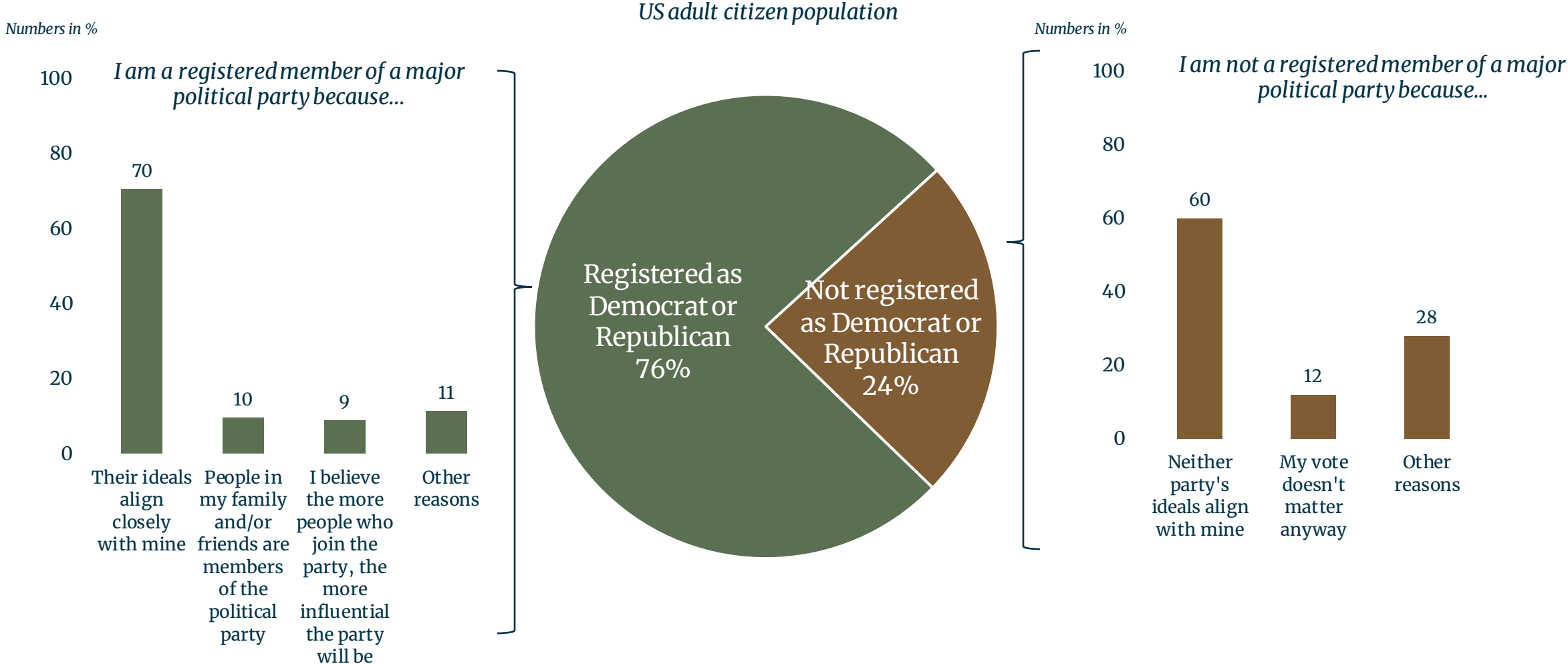
What is the top reason you will not vote in the 2022 general elections?



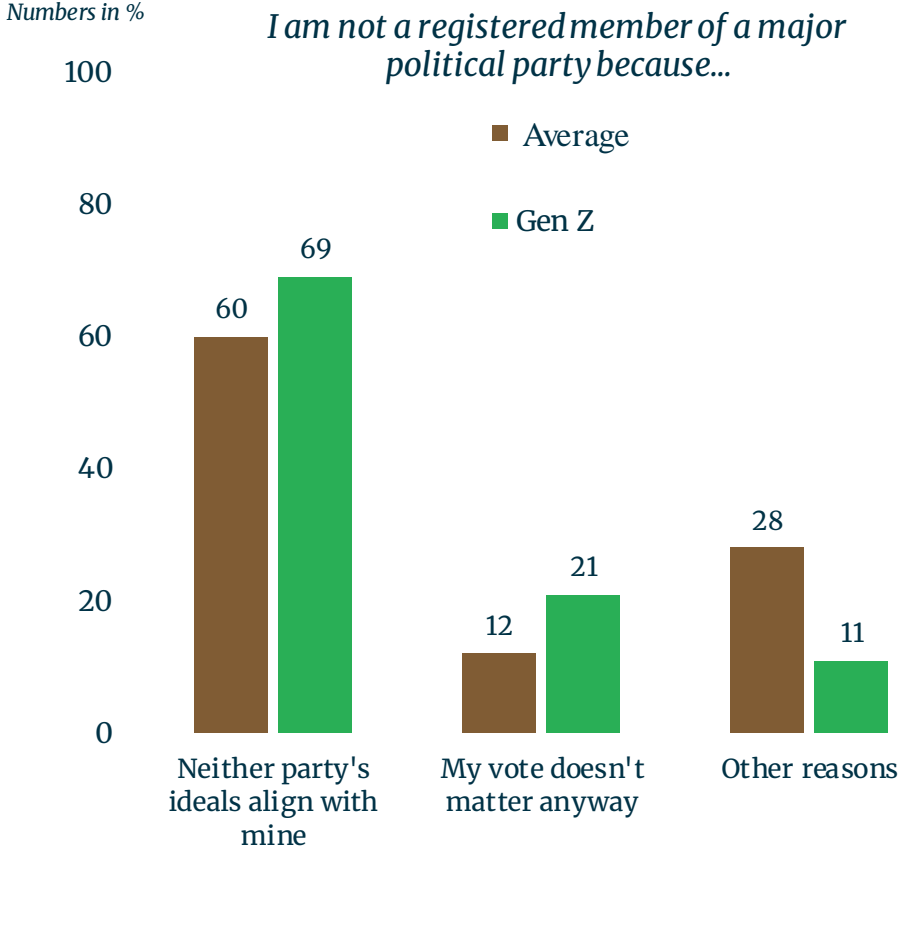
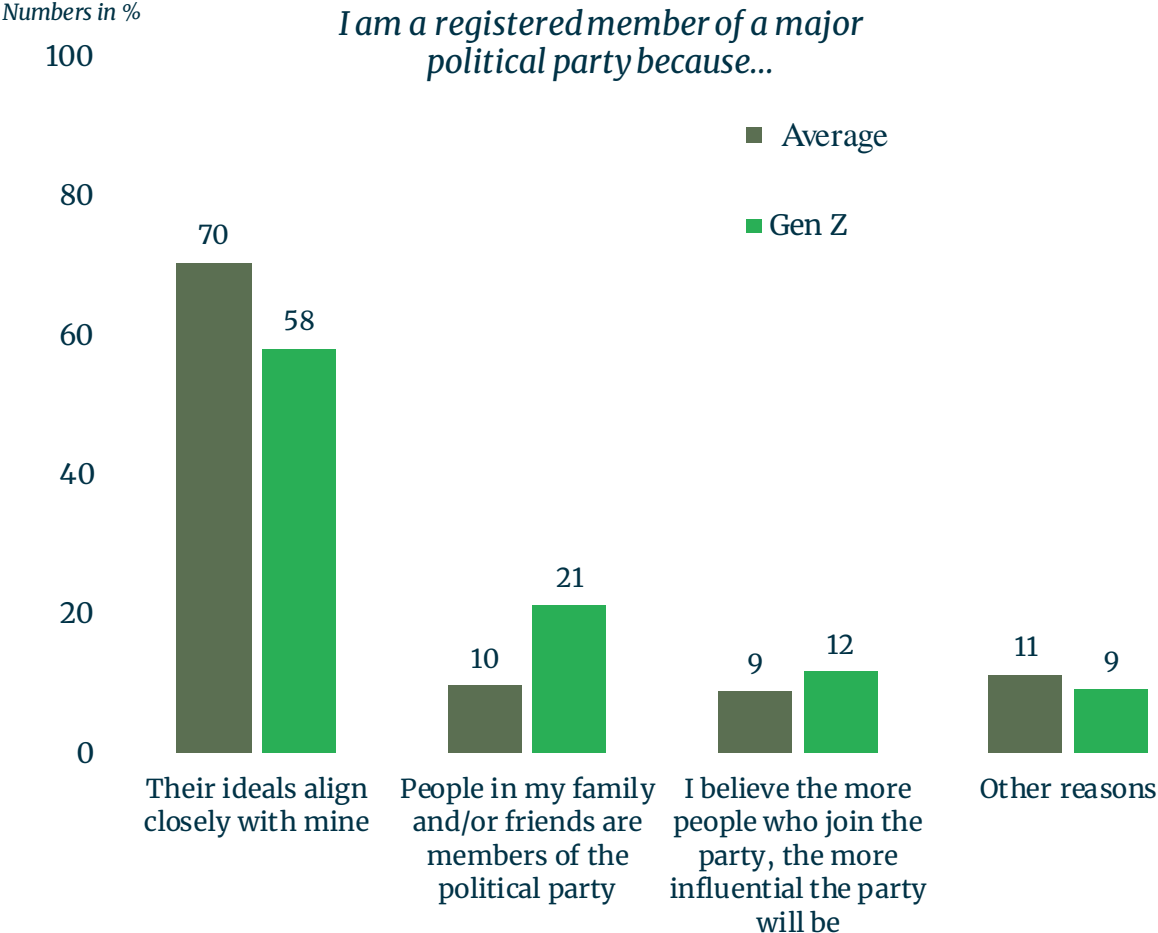
Note: Data on the Silent Generation is removed due to the very small subgroup n size.

Party registration

Among registered Democrats and Republicans, 70% say that they are registered party members because their party's values align with their own ideals. Around a quarter of Americans are not registered Democrats or Republicans, most of whom say that neither party's ideals align with theirs.



Compared to other generations, Gen Z who are registered Democrats or Republicans are more likely to attribute their membership to social influence: 1 in 5 say they are registered party members because their family and friends are members.



Note: The margin of error for data on Gen Z Americans who are not registered Democrats or Republicans is +/-14% due to small subgroup n size.

**Desire for moderate
candidates**

Democrats are divided on whether their party needs more moderate candidates.

Around half of Americans believe that the Democratic party needs more moderate candidates. Democrats are split: 40% agree that their party needs more moderates, whereas 41% disagree and 19% are not sure.

Do you think the Democratic party needs more moderate candidates?

Numbers in %

■ Yes ■ No ■ Don't know



Democrats who want more moderate candidates in their party are more likely to be ideologically moderate. Democrats who do not think the party needs more moderates are more likely to have higher education levels and register as Democrats due to value alignment rather than social influence.

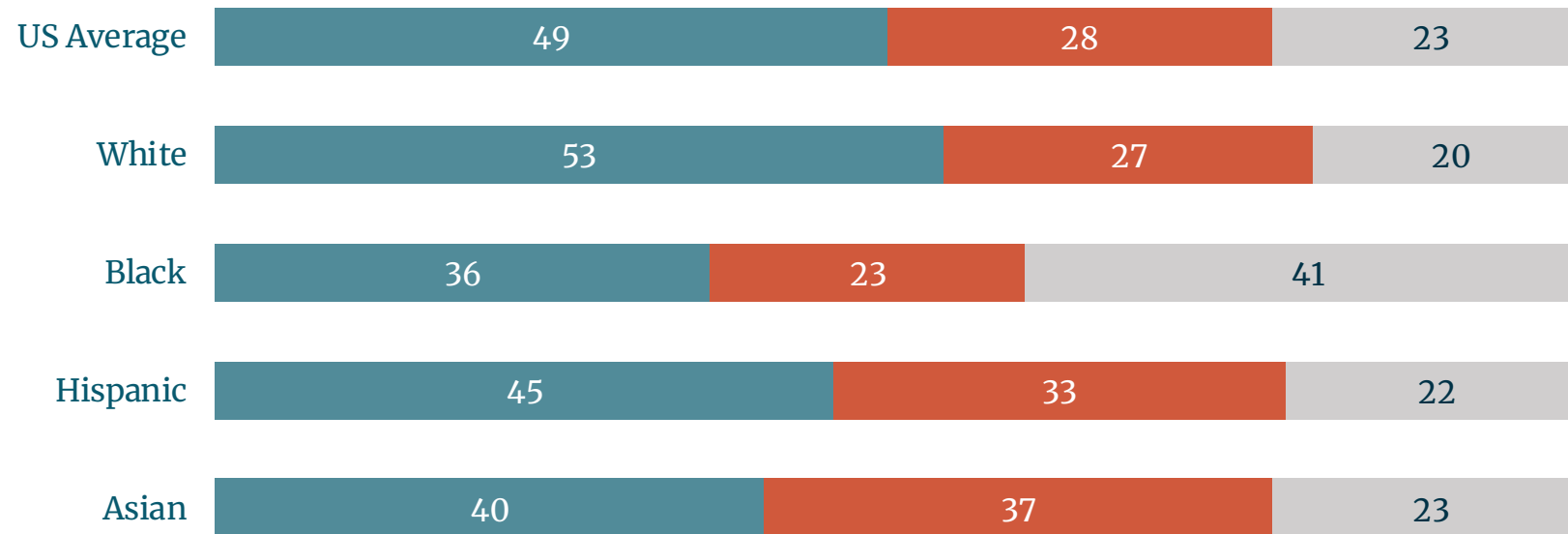
	Democrats who think their party needs more moderate candidates	Democrats who <i>do not</i> think that their party needs more moderate candidates
Ideological orientation	<ul style="list-style-type: none"> • Moderate: 46% • Liberal: 28% • Very liberal: 13% 	<ul style="list-style-type: none"> • Moderate: 17% • Liberal: 36% • Very liberal: 41%
Reason for registering to vote as Democrat	<ul style="list-style-type: none"> • The party's ideals align closely with own (63%) • Family and friends are members of the party (14%) 	<ul style="list-style-type: none"> • The party's ideals align closely with own (77%) • Family and friends are members of the party (5%)
Education level	<ul style="list-style-type: none"> • More likely than the Democrat average to be without a college degree (47%) 	<ul style="list-style-type: none"> • More likely than the Democrat average to have a post-grad degree (23%)

Around half of white Americans and a plurality of non-white Americans agree that the Democratic party needs more moderate candidates.

Do you think the Democratic party needs more moderate candidates?

Numbers in %

■ Yes ■ No ■ Don't know

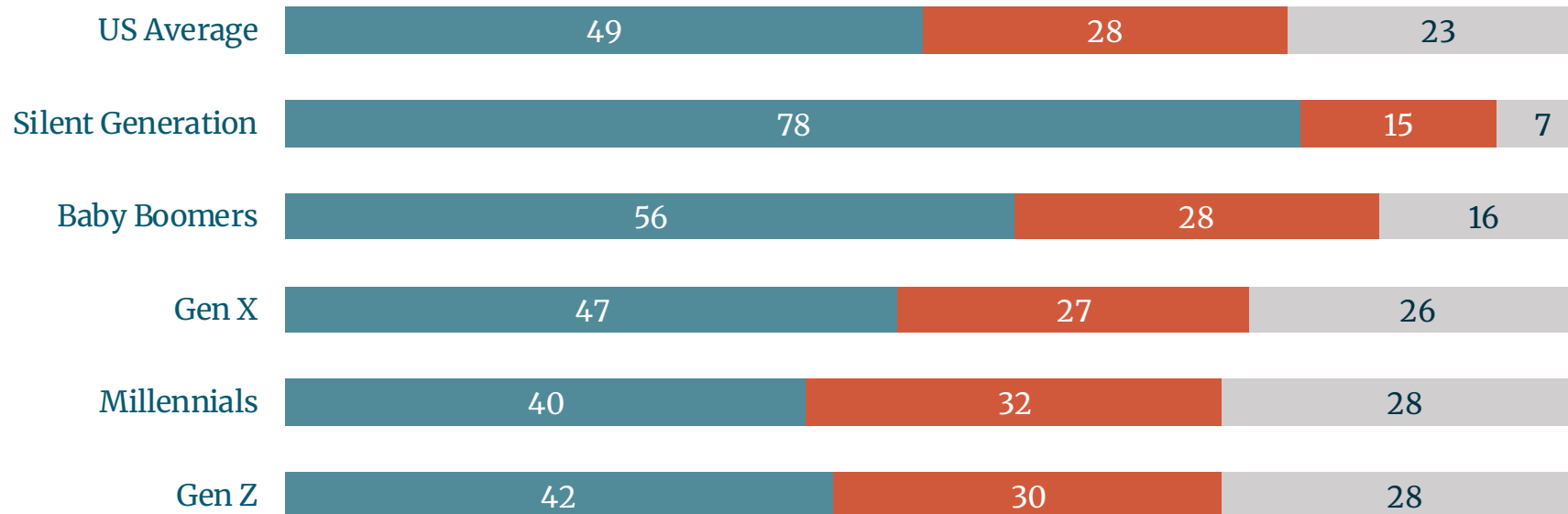


Americans from older generations are more likely to say that the Democratic party needs more moderate candidates. A plurality of Gen Z and Millennials agree, though almost 30% feel unsure.

Do you think the Democratic party needs more moderate candidates?

Numbers in %

■ Yes ■ No ■ Don't know



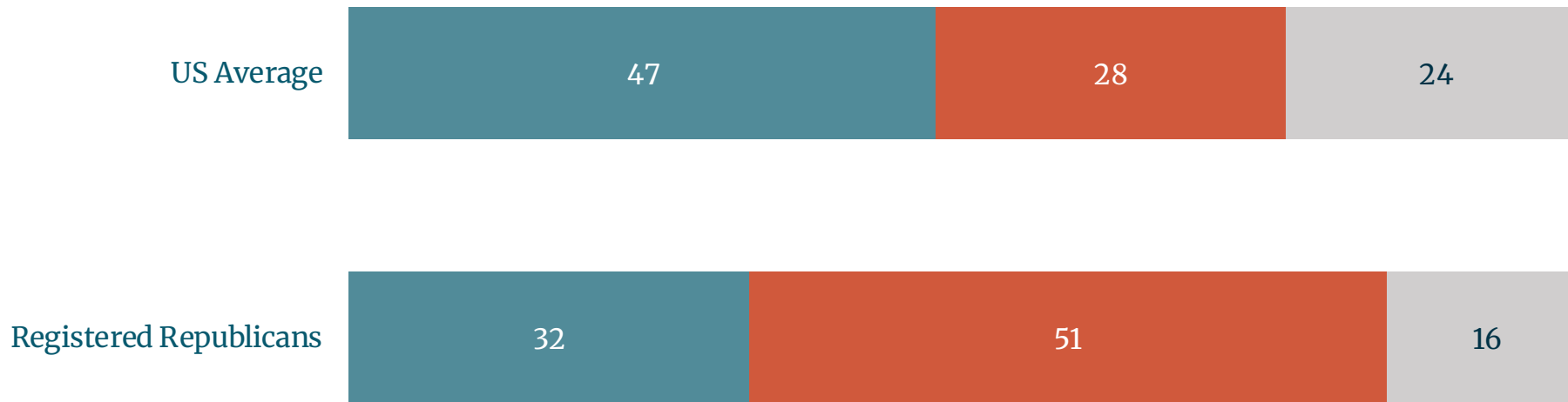
Around half of Republicans don't believe their party needs more moderate candidates.

Almost half of Americans believe that the Republican party needs more moderate candidates. Around one third of Republicans agree while around half of Republicans disagree.

Do you think the Republican party needs more moderate candidates?

Numbers in %

■ Yes ■ No ■ Don't know



Republicans who want more moderate candidates in their party are more likely to be ideologically moderate. Republicans who do not think the party needs more moderates are more likely to have joined their party due to value alignment rather than social influence.

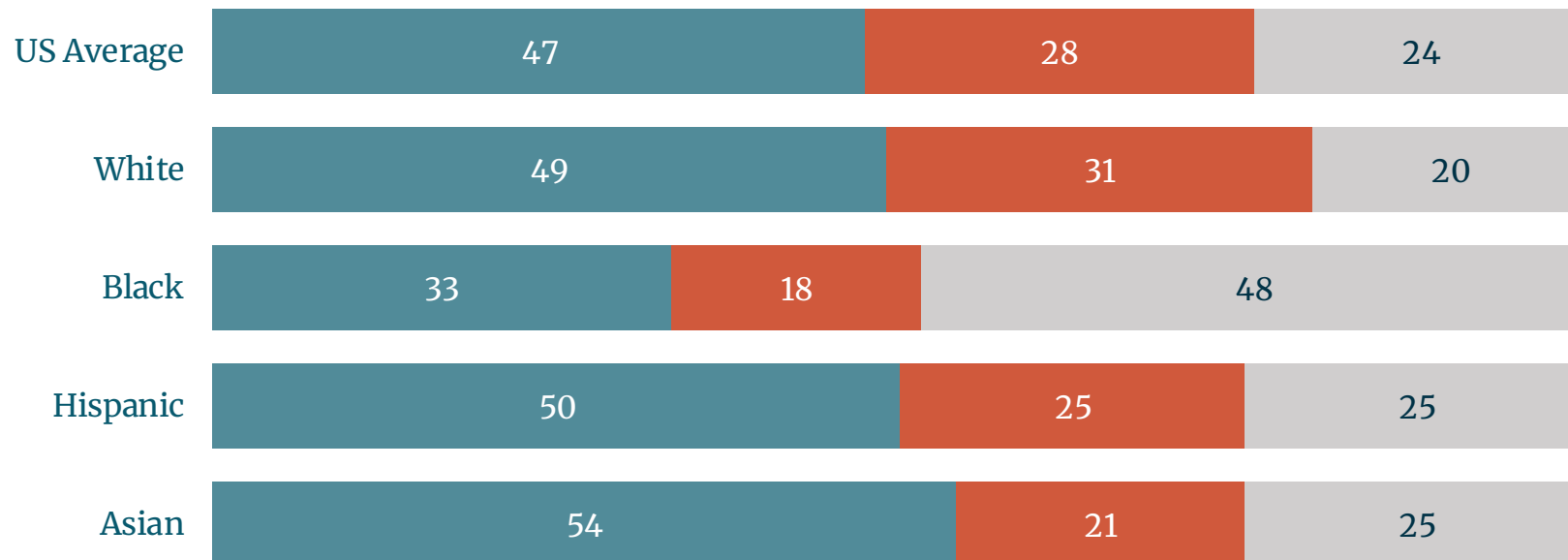
	Republicans who think their party needs more moderate candidates	Republicans who <i>do not</i> think that their party needs more moderate candidates
Ideological orientation	<ul style="list-style-type: none"> • Moderate: 38% • Conservative 35% • Very conservative: 16% 	<ul style="list-style-type: none"> • Moderate: 11% • Conservative 45% • Very conservative: 41%
Reason for registering to vote as Republican	<ul style="list-style-type: none"> • The party's ideals align closely with own (65%) • Family and friends are members of the party (15%) 	<ul style="list-style-type: none"> • The party's ideals align closely with own (79%) • Family and friends are members of the party (3%)
Education level	<ul style="list-style-type: none"> • Similar to Republican averages 	<ul style="list-style-type: none"> • Similar to Republican averages

Around half of white, Hispanic and Asian Americans believe that the Republican party needs more moderate candidates. Almost half of Black Americans feel unsure.

Do you think the Republican party needs more moderate candidates?

Numbers in %

■ Yes ■ No ■ Don't know

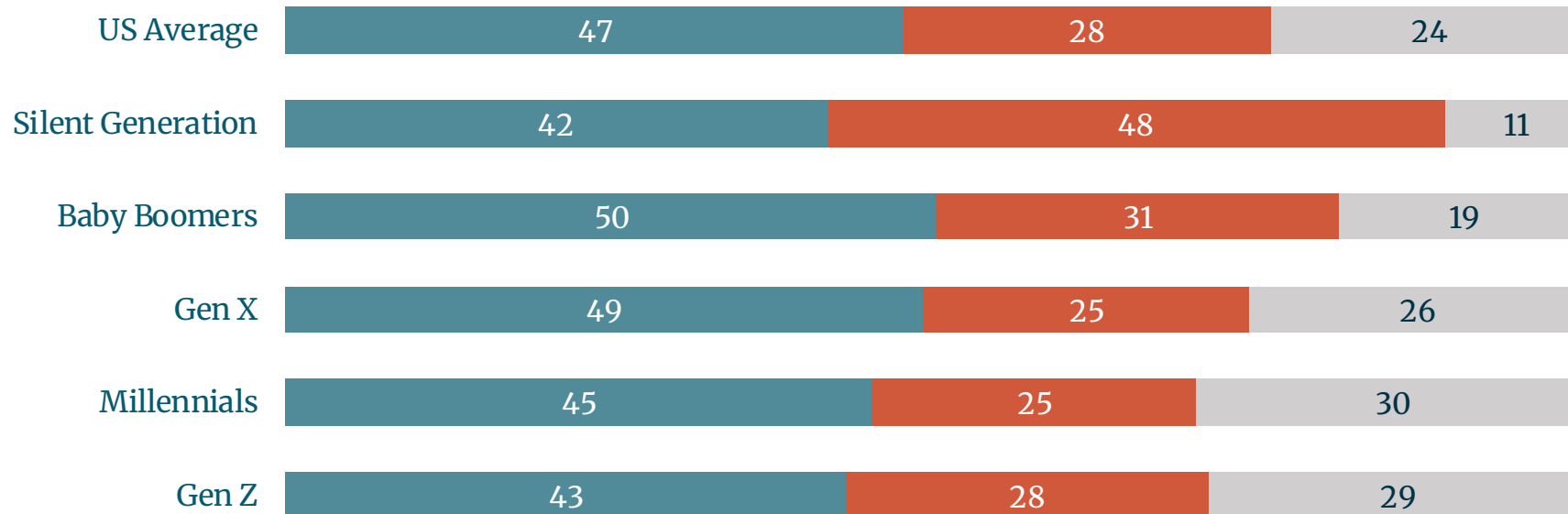


A plurality of Gen Z and Millennials believe that the Republican party needs more moderates. Around 30% feel unsure.

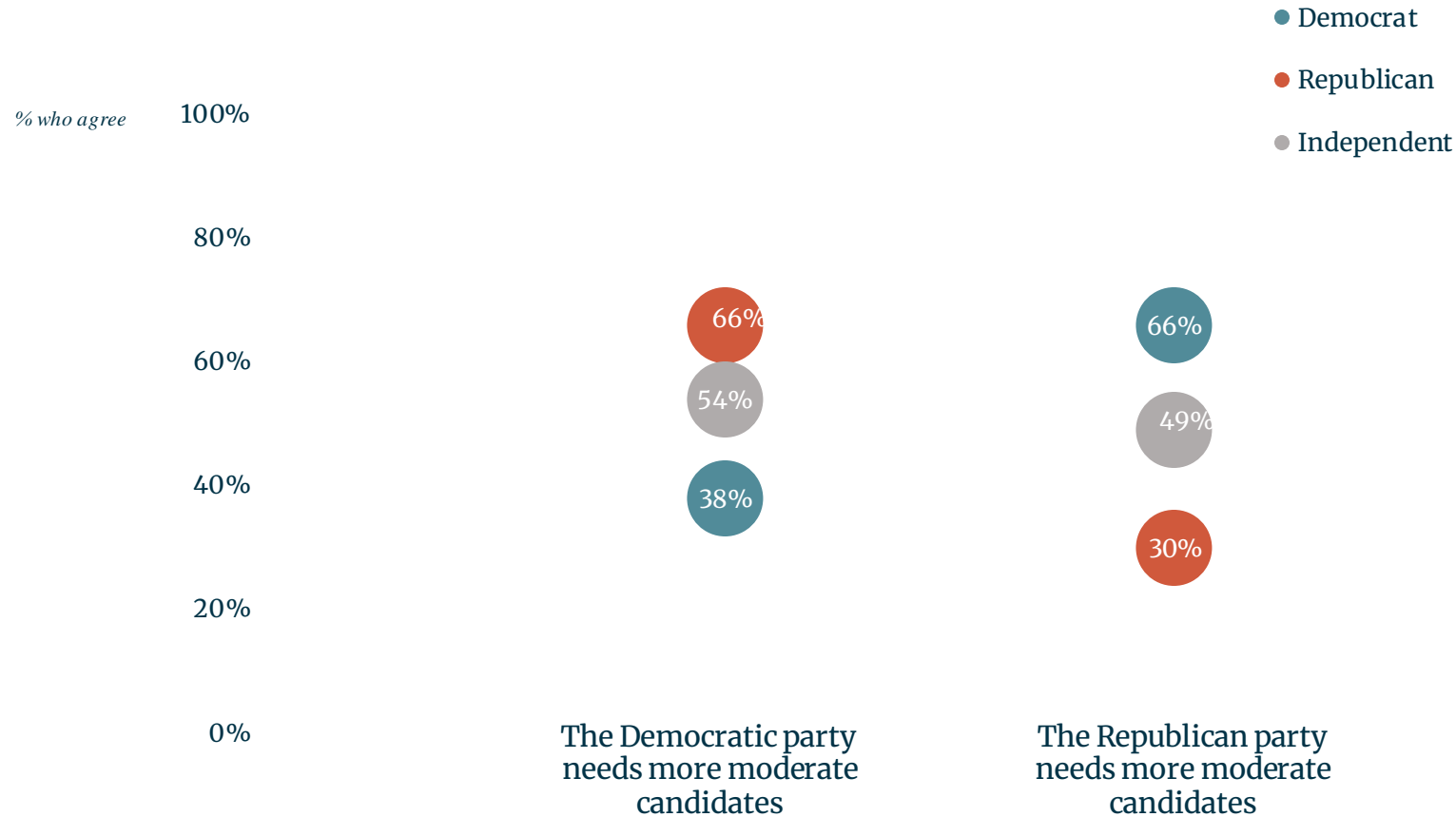
Do you think the Republican party needs more moderate candidates?

Numbers in %

■ Yes ■ No ■ Don't know



While Democrats and Republicans both want to see more moderates in their opposing party, around half of Independents consistently hope for moderates on both sides of the aisle.



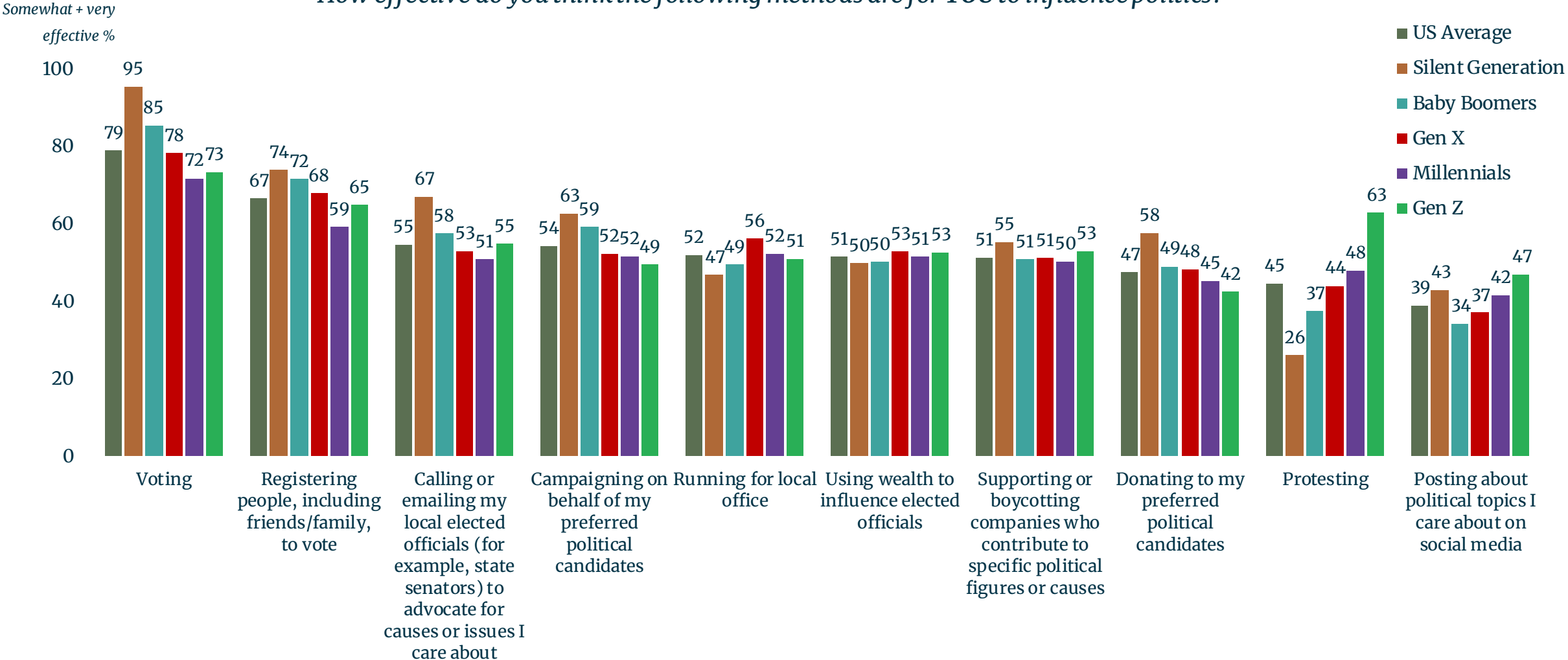
Attitudes towards methods to influence politics

Americans say voting is the most effective method of influencing politics.

Gen Z Americans are more likely than other generations to also see protesting as a powerful way to influence politics.

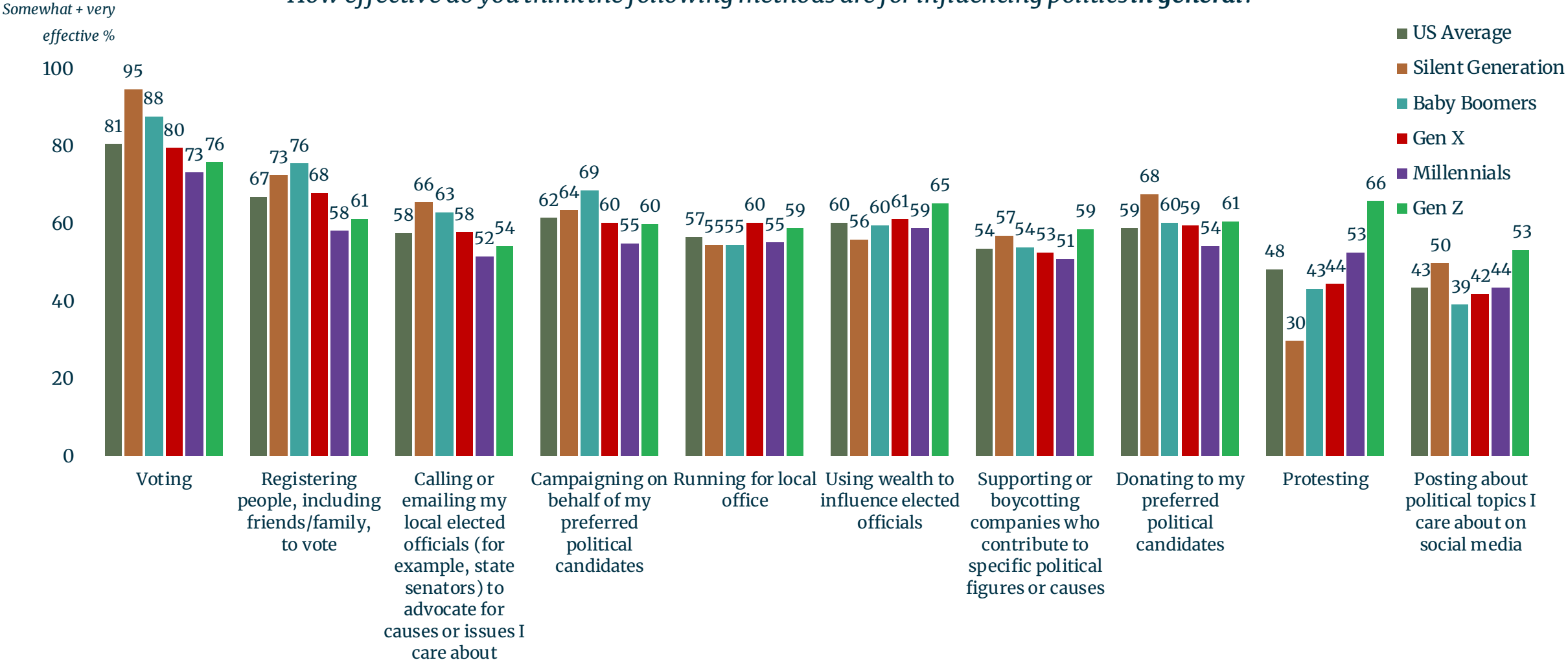
Gen Z are more likely than older generations to see protesting as a somewhat or very effective way for them to influence politics.

How effective do you think the following methods are for YOU to influence politics?



Gen Z are also more likely than older generations to see protesting as a somewhat or very effective way to influence politics in general.

How effective do you think the following methods are for influencing politics in general?



Thank you

October 2022

