

Americans Express Desire for More Moderate Candidates in Both Parties

In late September 2022, LX News, a national NBC broadcast & streaming network, partnered with the research nonprofit More in Common and the international polling company YouGov to conduct online survey interviews with 2,000 adult US citizens. The survey focused on Americans’ attitudes towards the 2022 midterm elections and on their feelings about how to best influence politics. One key focus of the survey was on the desire for more moderate candidates in the major political parties.

Overall, Americans are much more likely to say both the Democratic Party and the Republican Party need more moderate candidates. Partisans are much more likely to want to see more moderate candidates in the *other party* than in their own party. In contrast, independents want to see more moderate candidates across the board.

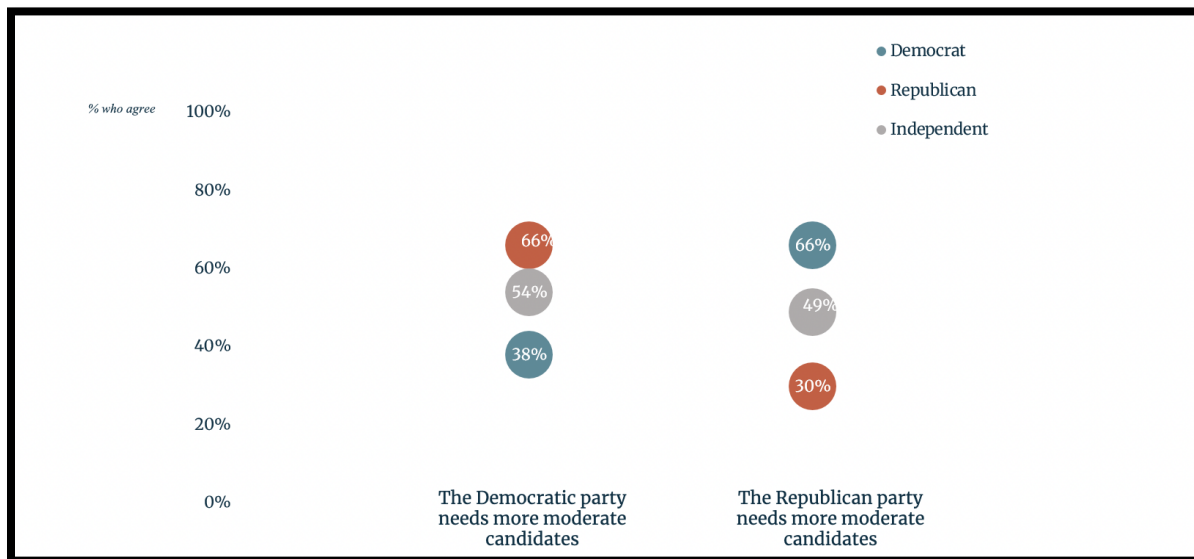
| Do you think the Democratic party needs more moderate candidates? | | | |
|--------------------------------------------------------------------------|------------|-----------|-------------------|
| | Yes | No | Don't Know |
| US Average | 49% | 28% | 23% |
| Democrat | 38% | 42% | 20% |
| Republican | 66% | 17% | 16% |
| Independent | 54% | 23% | 23% |
| Silent Generation | 78% | 15% | 7% |
| Baby Boomer | 56% | 28% | 16% |
| Generation X | 47% | 27% | 26% |
| Millennial | 40% | 32% | 28% |
| Generation Z | 42% | 30% | 28% |
| | | | |
| Do you think the Republican party needs more moderate candidates? | | | |
| | Yes | No | Don't Know |
| US Average | 47% | 28% | 24% |
| Democrat | 66% | 12% | 22% |
| Republican | 30% | 51% | 19% |
| Independent | 49% | 28% | 23% |
| Silent Generation | 42% | 48% | 11% |
| Baby Boomer | 50% | 31% | 19% |
| Generation X | 49% | 25% | 26% |
| Millennial | 45% | 25% | 30% |
| Generation Z | 43% | 28% | 29% |
| | | | |

Democrats and Republicans both said they would like to see more moderate candidates from the opposing party.

- 66% of Republicans think Democrats need more moderate candidates, compared to 38% of Democrats.
- 66% of Democrats think Republicans need more moderate candidates, compared to 30% of Republicans.

Independents want to see more moderate candidates from both parties.

- 54% of Independents want to see more moderate Democrats, only 23% don't want to see more moderate Democrats.
- 49% of Independents want to see more moderate Republicans, only 28% don't want to see more moderate Republicans.



These findings about the desire for moderate candidates echo findings from More in Common's 2018 [Hidden Tribes Report](#), which identified the Exhausted Majority, a group of Americans who are:

- Fed up with the polarization plaguing American government and society
- Often forgotten in the public discourse, overlooked because their voices are seldom heard
- Are flexible in their views, willing to endorse different policies according to the precise situation rather than sticking ideologically to a single set of beliefs
- Believe we can find common ground



Survey methodology:

LX News and 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.