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Wednesday, March 13th

Democracy: A Guide
for Advocates



Key Takeaways:

- Americans associate things like “freedom,” the rights of the “people,” and “voting” with the concept of democracy.
- Large majorities are concerned about threats to both the Constitution and democracy, as a growing share say they are “very concerned” about political violence in the U.S. in the future.
- Americans trust Biden and Democrats more than Republicans on democracy and associate Democrats more with important aspects of democracy like respecting election outcomes, protecting voting rights, and protecting the right to peaceful protest.

Freedom, Government of the People, Voting Define “Democracy”

Americans across party lines focus on “freedom” and the varying roles of government. Democrats tend to focus on government ensuring equal rights and freedom for all, while Republicans emphasize freedom from government and small government.

When you read the word democracy, what does that mean to you? What does it make you think of?

Democrats



“The **freedom of choice** and **everyone being equal** in this country.”

“**Equality for everyone.**”

Independents



“It means the **freedom to do whatever you choose.**”

“**Equal rights for everyone** without government interference.”

Republicans



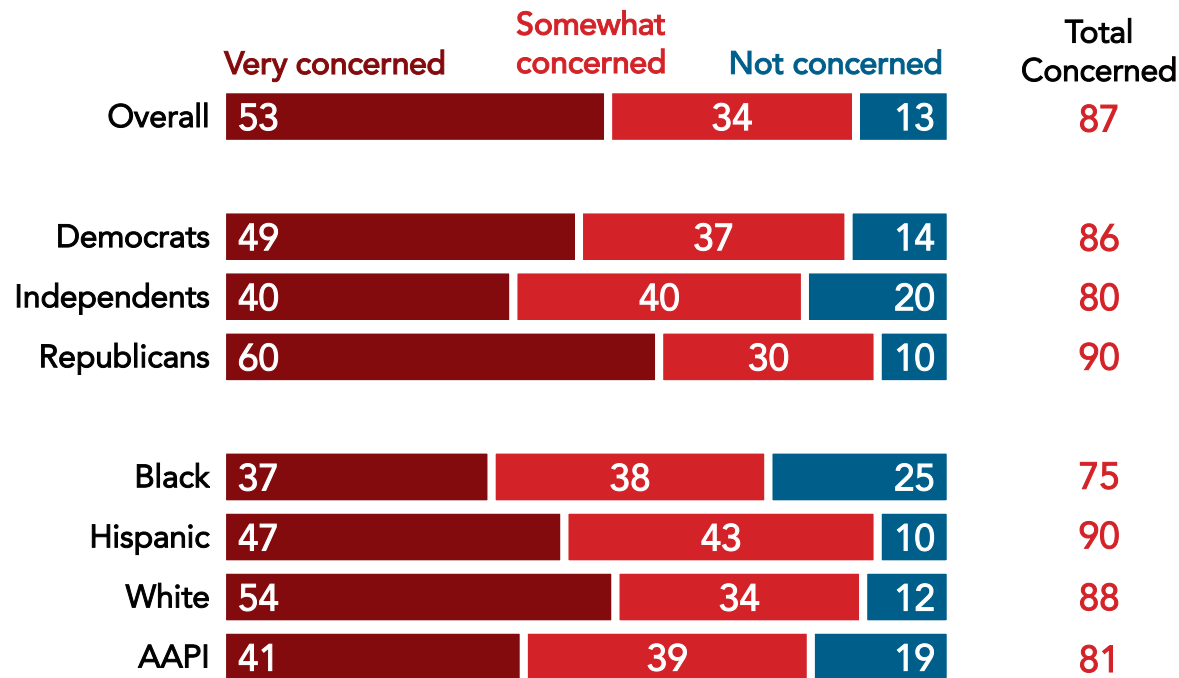
“The **power of the people for the people**. The **freedom** to make our own way.”

“The **government does not own the people** nor does it run the people without input from the people.”

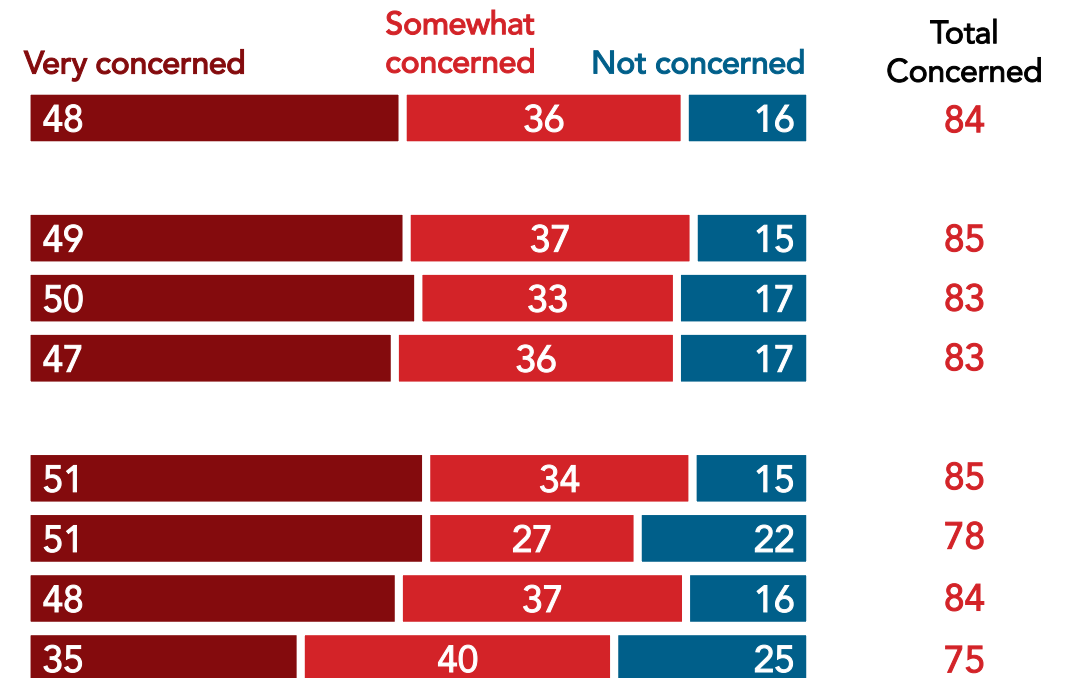
Most Americans Are Concerned About Threats to the Constitution and to Democracy

More than four in five Americans are concerned about threats to both the Constitution (87% concerned) and democracy (84%), with Republicans slightly more likely to say they are concerned about threats to the Constitution (90%, compared to 83% about democracy).

(Split sample) How concerned are you about threats to the Constitution?



(Split sample) How concerned are you about threats to democracy?

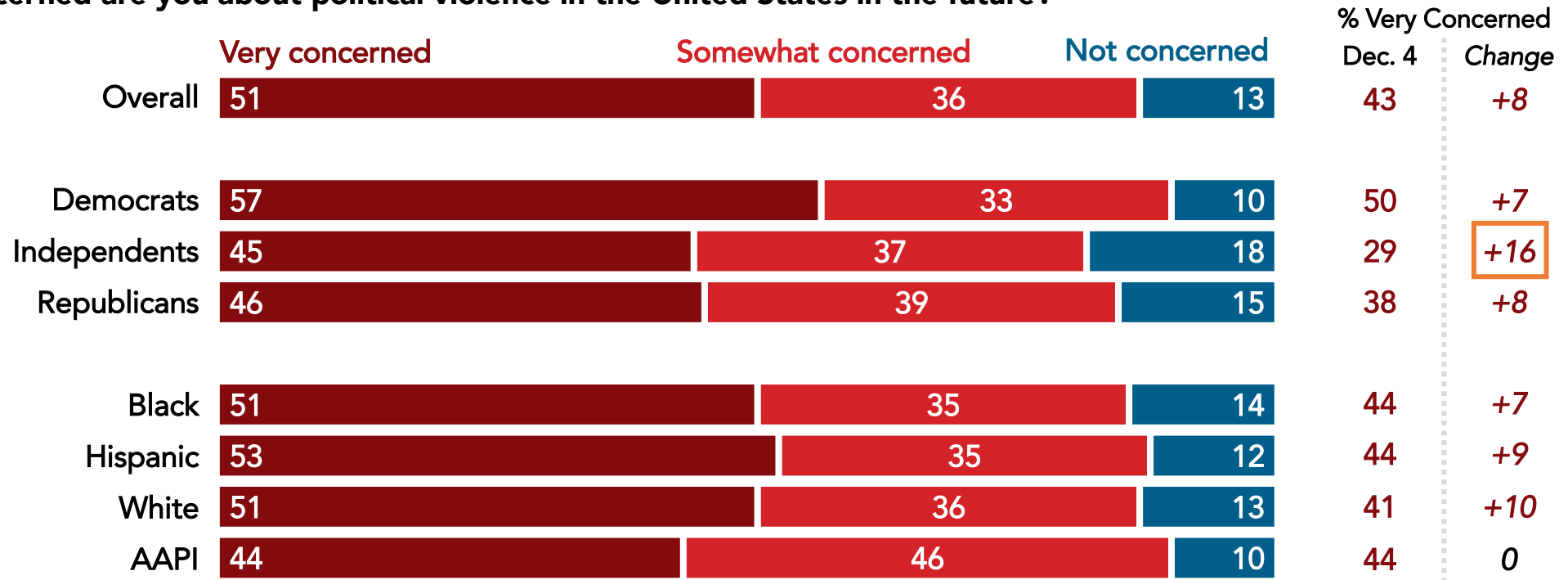


Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit navigatorresearch.org.

Political Violence Persists As a Deep Concern, With Growing Intensity of Concern From Late Last Year

Since December of last year, there has been an 8-point increase in the share of Americans who say they are “very concerned” about political violence in the U.S. in the future, driven by a surge of concern among independents (45% now vs. 29% in December).

How concerned are you about political violence in the United States in the future?

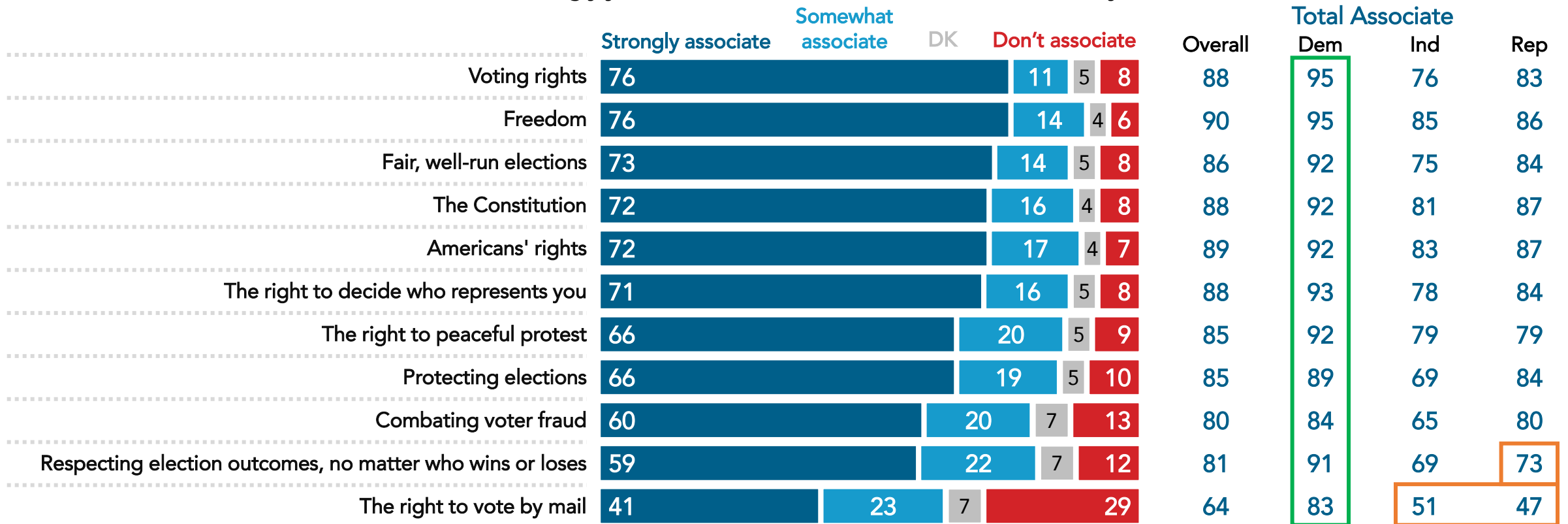


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted February 15-February 19, 2024. For more info, visit navigatorresearch.org.

Most Associated with Democracy: Voting Rights, Freedom, Well-Run Elections, the Constitution

While at least four in five Democrats associate the entire range of items with democracy, Republicans are less likely to associate “respecting election outcomes” (73% associate with democracy) and “the right to vote by mail” (47%) with democracy.

Below is a list of items. Please indicate how strongly you associate each one with the idea of “democracy.”

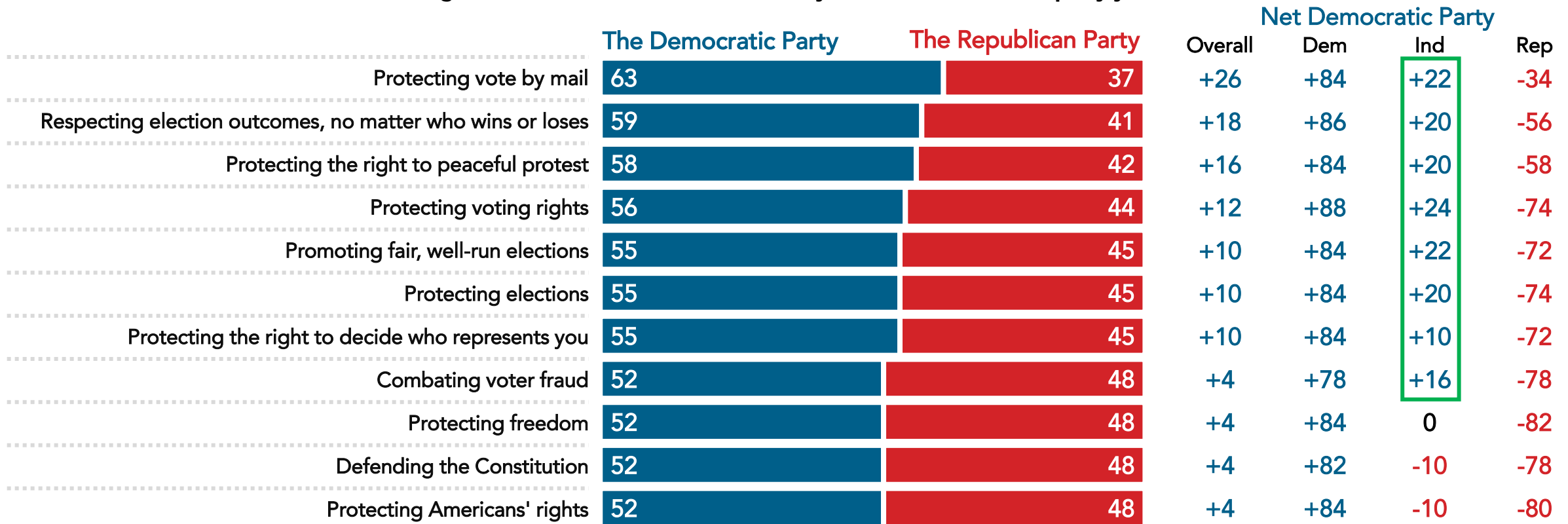


Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit navigatorresearch.org.

Democrats Are Most Associated With VBM, Respecting Election Outcomes, Peaceful Protest, Voting Rights, Protecting Elections

Independents associate “respecting election outcomes” (net +20 Democrats) and “protecting voting rights” (net +24) with Democrats, while they associate “defending the Constitution” (net +10 Republicans) and “protecting Americans’ rights” (net +10) with Republicans.

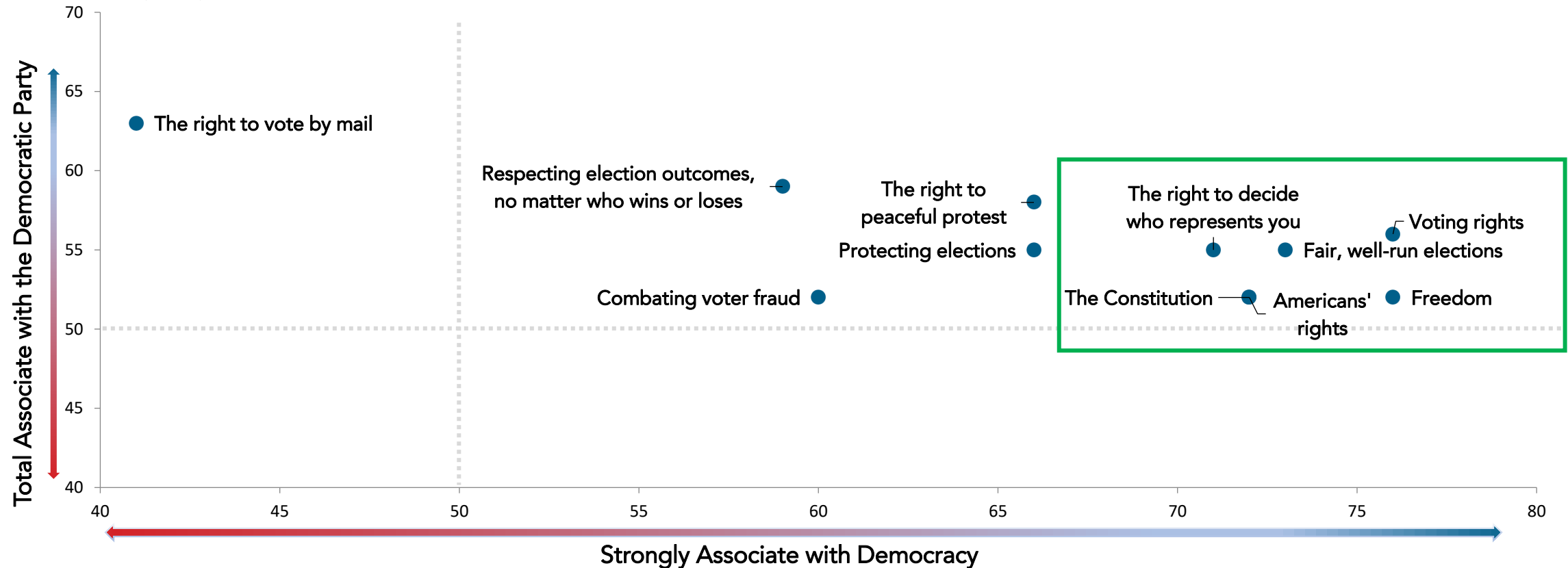
Below is a list of items that some might associate with the term democracy. Please indicate which party you associate more with each one.



Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit navigatorresearch.org.

Americans Associate the Democratic Party More with Key Elements of Democracy

Americans associate Democrats more with aspects of democracy like “voting rights” (56% associate more with Democrats), “fair, well-run elections” (55%), “the right to decide who represents you” (55%), “freedom” (52%), “protecting Americans' rights” (52%), and the Constitution (52%).

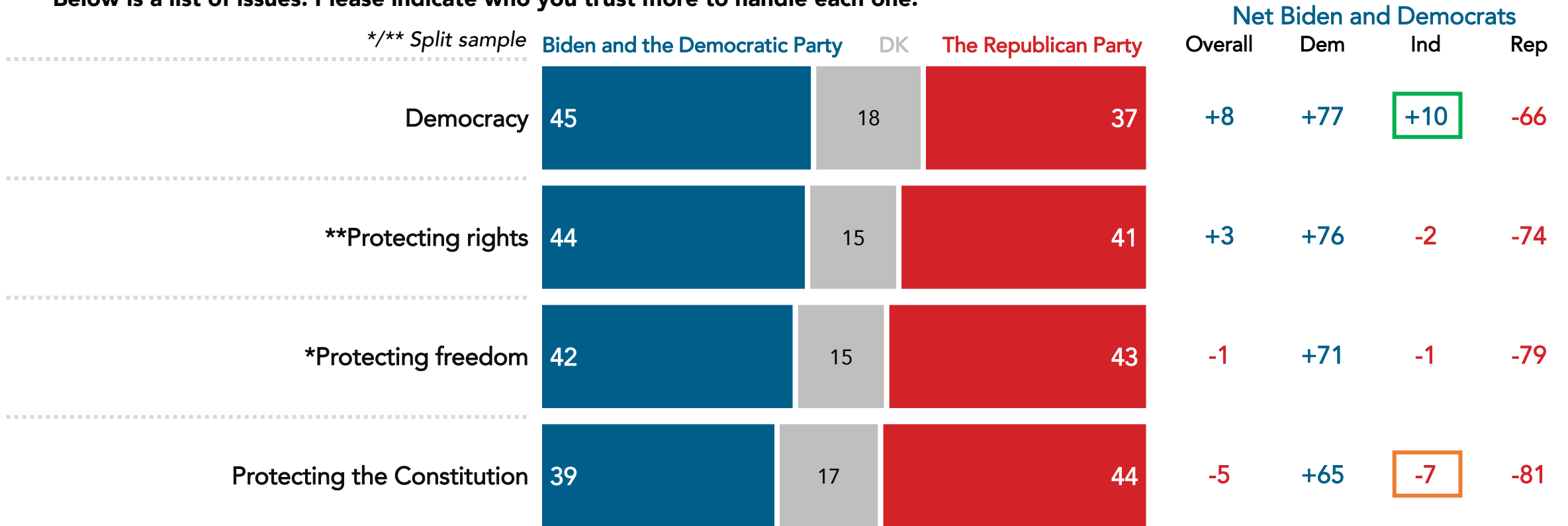


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Biden & Democrats More Trusted on Protecting Rights, Democracy; Republicans Lead on Protecting the Constitution

Biden and Democrats have trust advantages on “democracy” (net +8 trust Biden and Democrats) and “protecting rights” (net +3), while Republicans have a trust advantage on “protecting the Constitution” (net +5 Republicans).

Below is a list of issues. Please indicate who you trust more to handle each one.



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from February 15-February 19, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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