

Voters Share Financial Concerns Across Partisan Lines

Delivering financial freedom and lowering the cost of living for all Americans is key to developing a Democratic vision that will motivate voters in 2022

Many voters believe the Democratic Party stands for **equality and diversity** and that it is the party **for the people** - Democrats can use this brand advantage over the republican party by emphasizing that they care about the poor and working class

Research Goals

Between August 8th and September 1st, 2021, Avalanche Insights fielded two rounds of deep audience listening to understand stressors in voters' daily lives, their identities as Americans, and the role that government should play in their lives. Responses were collected from 10,281 respondents in battleground states (AZ, FL, GA, NC, TX, VA, MI, CO, MN, NV, PA).

Methodology

An Avalanche Listening Survey combines open and closed-ended questions. Open-ended questions provide rich data sets that allow us to analyze beliefs, values, and emotions related to an issue. Closed-ended questions provide clarity and comparability with existing research. We work with industry leading data collection partners to gather targeted samples of respondents.

Key insights

Voters tend to identify with voters of the same socioeconomic class and want government help alleviating financial pressures

1. Voters want government to deliver affordability
2. When asked to define the community of "people like you," class is mentioned most often
3. Most voters say government does not care about or represent the community they cited
4. The Democratic Party has a brand advantage over the Republican Party regarding caring about the poor and working class

34%

mentioned class or socioeconomic status when asked to define the community of "people like you"

51%

want the government to address the cost of living and the economy

10%

said that they feel the government "cares very much"

60%

of Strong Biden and 49% of Soft Biden voters associate the Democratic Party with positive

The majority of voters, across vote choice, cite concerns about the costs of living in America most

There is little consensus about what specific policies the government should pursue to address this

54%

said that when it comes to the economy, **cost of living** was most important to them personally*

28%

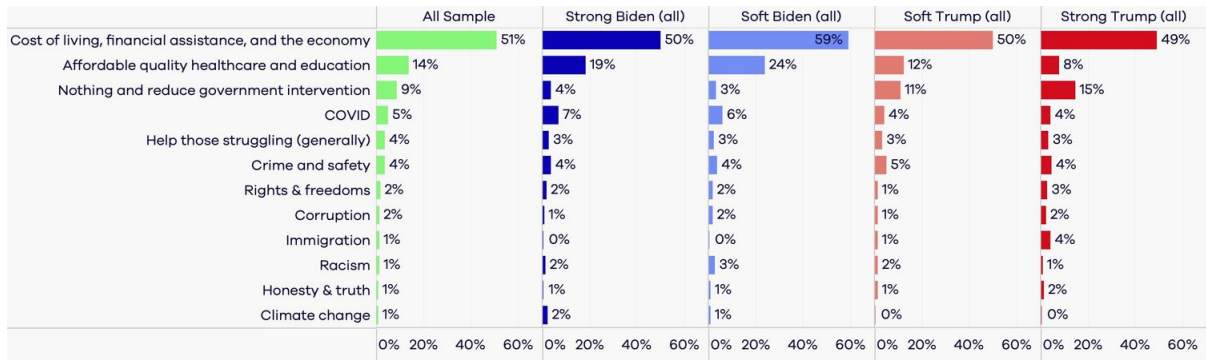
said that when it comes to the economy, **affordable housing** was most important to them personally*

27%

said that when it comes to the economy, **affordable healthcare** was most important to them personally*

*when picking up to three of the following options: affordable housing, cost of living (like the price of food, gas, and bills), affordable healthcare, job creation, wages and pay, taxes, supporting the middle and working class, keeping US competitive in foreign markets, other

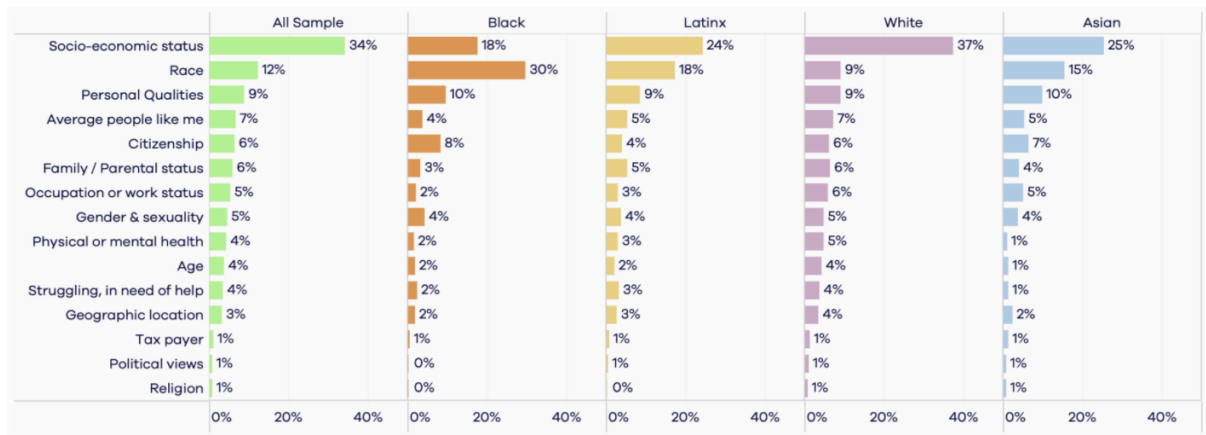
Cost of living is the #1 concern across partisan lines.



Socio-economic status is the leading characteristic voters identify with when thinking about people like themselves, followed by race

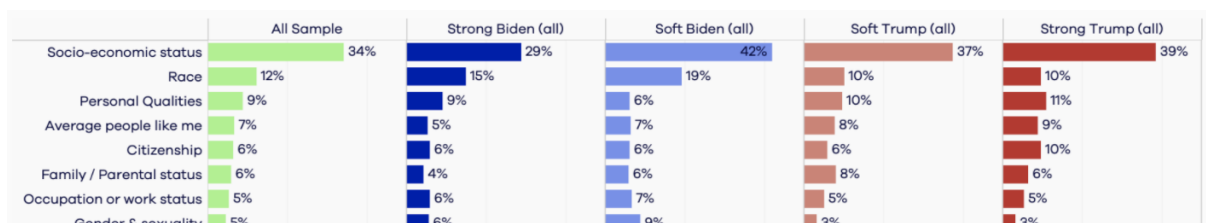
Black voters are twice as likely as other racial groups to identify in terms of race

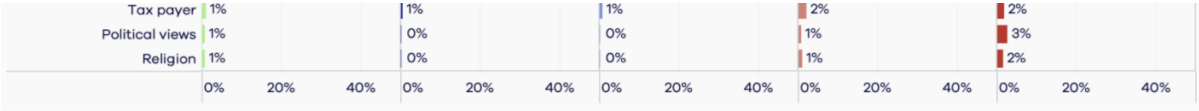
(Personal Community Identity) When you thought about "people like you" what characteristics of yourself and your life were you thinking about? (Open end)



Soft Biden voters are more likely than Strong Biden voters to identify in terms of class, race, and gender and more likely than all segments to cite multiple identities

(Personal Community Identity) When you thought about "people like you" what characteristics of yourself and your life were you thinking about? (Open end)





Across identity groups, most voters say their identity plays a role in their vote but few say they feel represented in government

34% 80% 31%

of voters mentioned class or socio-economic status when asked to define the community of “people like you”

of voters who identify with their socio-economic background say their identity impacts their vote

of those who identify with their socio-economic background say they feel represented in government

In a moment where cost of living is top of mind, the Democratic party has a brand advantage over the Republican party

STRENGTHS

60% of Strong Biden and 49% of Soft Biden voters associate the Democratic Party with positive values of **equality and diversity** as well as being the party **for the people**

Soft Trump voters approve of Democrats more than Soft Biden voters approve of Republicans

WEAKNESSES

12% of Soft Biden and 20% of Soft Trump voters see the Democratic Party as **corrupt and power seeking**

15% of all voters (including 9% of Soft Biden and 12% of Soft Trump voters) **didn't or couldn't name a value** the Democratic Party stood for

OPPORTUNITIES

15% of Soft Biden and 26% of Soft Trump see Democrats as the **party of liberal spending**

45% of Soft Biden and 18% of Soft Trump voters see the Republican Party as **focused on the wealthy and self-interested**

Only 12% of Soft Trump voters cited **hard work and family** as Republican Party values

THREATS

15% of Soft Biden and 26% of Soft Trump see Democrats as the **party of liberal spending**

Concerns about law, order, and open borders appear with varying degree but are ever present among soft partisan voters

The takeaways

1.

Voters identify their community based on class and say their class background impacts their vote

They want the government to deliver affordability

2.

Biden voters associate the democratic party with equality and caring about the poor and working class

The Democratic party can use its brand advantage over the Republican party

3.

Democrats need to be the party that cares for all Americans by taking credit for policies that have enabled families to survive financially

They can also call out Republicans for being the party against making raising a family affordable

4.

To have success winning over soft Biden and Soft Trump voters in 2022, Democrats should put forth diverse candidates with legitimate ties to their communities who can't be said to be bought

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