📊 DATA FOR *PROGRESS*

From January 24 to 26, 2025, Data for Progress conducted a survey of 570 U.S. likely Democratic voters nationally using web panel respondents. Respondents are classified as likely Democratic voters if they identify as Democrats or as Independents who lean toward Democrats. The sample was weighted to be representative of these likely voters by age, gender, education, race, geography, and recalled presidential vote. The survey was conducted in English. The margin of error associated with the sample size is ±4 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit dataforprogress.org/our-methodology.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=570 unless otherwise specified.

[1] As you may know, the Chair of the Democratic National Committee (DNC) is a public face of the party, focused on fundraising, organizing campaigns, supporting candidates, and building the party's infrastructure.

In your view, which **two qualities** do you believe are most important in the next DNC chair?

Response	Topline	Democrat	Independents who lean Democrat	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Strong communicator and spokesperson for the party	51	52	47	53	47	49	51	50	51	47	54	49
Ability to unify different wings of the party	46	45	51	47	46	37	53	47	45	46	45	45
Commitment to grassroots organizing and local engagement	29	28	30	24	35	34	25	27	31	28	29	25
Emphasis on bold, transformative policy ideas	27	27	26	27	26	30	25	28	25	27	27	27
Proven ability to win elections	25	24	28	23	28	24	26	22	29	27	25	32
Experience managing large, complex organizations	23	24	19	25	19	27	20	26	17	26	21	22
Weighted N	570	454	116	325	245	224	346	341	229	109	335	89

[2] In your view, what should the DNC chair prioritize most in their role?

Response	Topline	Democrat	Independents who lean Democrat	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Building long-term party infrastructure in all 50 states	27	28	24	26	29	24	29	27	27	29	29	25
Focusing party resources on battleground states	11	10	16	13	10	15	9	11	12	13	10	13
Expanding voter turnout among key demographics	20	22	13	20	20	25	17	18	23	17	23	19
Promoting unity and collaboration across the party	37	34	46	36	38	32	40	38	34	34	35	44
Don't know	4	5	1	6	3	5	4	5	3	7	4	<0.5
Weighted N	570	454	116	325	245	224	346	341	229	109	335	89

[3] In your view, how should the Democratic Party focus its messaging, even if neither option is exactly right?

Response	Topline	Democrat	Independents who lean Democrat	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Emphasizing economic issues like wages and jobs	63	62	65	60	67	54	69	59	69	54	67	55
Highlighting cultural and social issues like equity and justice	31	32	28	33	30	39	26	35	27	40	26	45
Don't know	6	5	7	7	4	7	5	6	5	6	7	0
Weighted N	570	454	116	325	245	224	346	341	229	109	335	89

[4] What kind of Democratic Party do you want to see in the future?

Response	Topline	Democrat	Independents who lean Democrat	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
A party that champions bold progressive populist policies to address major challenges	47	49	38	48	46	51	44	51	40	47	44	52
A party that focuses on pragmatic solutions to appeal to a broader electorate	47	44	59	45	50	41	51	41	56	42	50	48
Don't know	6	7	3	7	4	8	4	8	3	11	5	0
Weighted N	570	454	116	325	245	224	346	341	229	109	335	89