

**To:** Interested Parties  
**From:** Data for Progress  
**Date:** December 16, 2024  
**Re:** New Polling Regarding DNC Chair Race Suggests Democrats Should Align with Working People, Not Corporate Interests

### Key Findings:

**Democrats and Democratic-leaning Independents think the next Democratic National Committee (DNC) Chair should represent the interests of working people, not big donors or corporations.**

A new Data for Progress [survey](#) of likely Democratic and Democratic-leaning Independents, conducted December 12-13, 2024, finds that Democratic voters strongly believe the next Democratic National Committee (DNC) Chair should not be tied to corporate interests and that they should align themselves with workers and the middle class. Interestingly, Democratic-leaning Independents had a different perception of the Democratic Party than did self-identifying Democrats themselves, adding more evidence to the post-election takeaway that Democrats are disconnected from how the party is perceived by voters.

- By a **+83-point margin**, Democrats and Democratic-leaning Independents believe that the next DNC Chair should **not** be influenced by lobbyists from Big Pharma, Big Tech, Wall Street, and other corporate interests.
- Nearly (**89%**) of Democrats and (**88%**) of Democratic-leaning Independents also think the next DNC Chair should be someone who listens to working and middle-class voters rather than corporate and wealthy executives.
- These views align with these particular voters' belief that big corporations, Wall Street, and big donors (**61%**), have too much influence within the party.
- While **68%** of Democrats believe their party has become more supportive of working and middle-class families, Democratic-leaning Independents are split on this sentiment (**48%** more supportive and **46%** less supportive). The opposite can be said for these voters' opinions on their party's support for wealthy corporations and individuals where **50%** of Democratic-leaning Independents believe their party has become more supportive of this group than Democrats who are more split on this subject. This disparity highlights that the way Democrats see themselves differs greatly from how Independents - even those sympathetic to Democrats - view the party.



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- Three in four Democrats (**76%**) and an overwhelming majority of Democratic-leaning Independents (**85%**) say that the Democratic Party should take on big corporations and wealthy individuals rather than improve their relationships with them.

## **Summary of Results:**

Nearly all Democrats (93%) and Democratic-leaning Independents (87%) say that it is important the next chair is **not** influenced by lobbyists from Big Pharma, Big Tech, and Wall Street, with nearly two-thirds of Democrats (64%) and Democratic-leaning Independents (60%) saying this is “very important.”

This sentiment is notable given that 61% of Democrats and Democratic-leaning Independents say big corporations, Wall Street, and big donors have too much influence within the Party.

Their opinions split when it comes to how supportive the Party is toward working and middle-class families and wealthy corporations and individuals, indicating a difference in perception of the Democratic Party by Democrats and Democratic-leaning Independents, an important voting block. While 68% of Democratic voters say the Democratic Party has become more supportive of working and middle-class families, Democratic-leaning Independents are split in their opinion (48% more supportive and 46% less supportive). The opposite is true for these voters in their opinion of the Democratic Party’s support for wealthy corporations and individuals: Fifty percent of Democratic-leaning Independents believe the party has become more supportive of this group compared to Democratic voters who are more split in their opinion (43% more supportive and 47% less supportive).

There is also a strong consensus that the next Chair of the Democratic National Committee should listen to working and middle-class voters rather than corporate and wealthy executives. Nearly all Democratic voters (89%) and Democratic-leaning Independents (88%) express this sentiment.

Finally, 76% of Democrats and 85% of Democratic-leaning Independents strongly believe the Party should take on big corporations and wealthy individuals who have rigged the system to make things better for working and middle-class families compared to 24% and 15% who believe Democrats should work to improve their relationships with big corporations and wealthy individuals to help grow the economy and win elections, respectively.

## **Methodology:**

From December 12 to 13, 2024, Data for Progress conducted a survey nationally of 656 likely Democratic voters and Independent voters who lean towards Democrats using web panel



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respondents. The sample was weighted to be representative of 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  $\pm 4$  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](https://dataforprogress.org/our-methodology)