



**STARTS
WITH US**

NORC at the
University of
Chicago

Starts With Us: American Values Poll

**Conducted by NORC at the University of Chicago
With funding from Starts With Us**

Interviews: 05/11-15/2023

1,003 adults

Margin of sampling error: +/- 4.3 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

SWU1. How important are each of the following values and principles to you personally, as someone living in the United States?

[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

Overall

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	86	63	22	9	3	2	1	-	2
A government that is representative of the people it serves.	84	57	27	10	4	3	1	-	1
The rule of law is applied fairly and equally.	85	61	24	10	3	2	1	-	1
Protecting the individual liberties and freedoms defined by the Constitution.	79	49	30	16	4	3	1	-	1
A sense of patriotism and pride for the country.	58	34	24	23	17	12	5	-	2
The ability to learn from the past and keep working towards improving the future of the country.	86	59	27	10	2	1	1	-	1
Having mutual respect and compassion for each other despite our differences.	85	55	30	11	2	1	1	-	1
Personal responsibility and holding yourself accountable for your own actions.	87	61	27	8	3	1	1	-	1

N=1,003

Democrats

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	90	63	26	8	2	1	1	-	1
A government that is representative of the people it serves.	89	57	31	9	2	2	1	-	*
The rule of law is applied fairly and equally.	88	61	27	10	1	1	1	-	1
Protecting the individual liberties and freedoms defined by the Constitution.	73	36	37	21	5	4	1	-	1
A sense of patriotism and pride for the country.	47	21	26	29	22	14	8	-	2
The ability to learn from the past and keep working towards improving the future of the country.	89	62	27	9	1	1	*	-	1
Having mutual respect and compassion for each other despite our differences.	86	55	31	12	1	1	*	-	1
Personal responsibility and holding yourself accountable for your own actions.	91	60	31	6	2	2	1	-	1

N=463

Independents

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	70	52	18	16	9	5	4	-	5
A government that is representative of the people it serves.	71	47	24	15	13	9	4	-	1
The rule of law is applied fairly and equally.	71	44	26	18	10	7	4	-	1
Protecting the individual liberties and freedoms defined by the Constitution.	71	40	31	21	7	3	3	-	1
A sense of patriotism and pride for the country.	45	24	21	25	28	21	7	-	2
The ability to learn from the past and keep working towards improving the future of the country.	72	47	25	19	7	3	4	-	2
Having mutual respect and compassion for each other despite our differences.	75	49	26	18	5	2	3	-	1
Personal responsibility and holding yourself accountable for your own actions.	77	48	29	16	5	2	3	-	3

N=165

Republicans

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	89	69	20	7	2	2	1	-	1
A government that is representative of the people it serves.	87	63	24	9	3	1	1	-	1
The rule of law is applied fairly and equally.	90	71	19	7	2	1	1	-	1
Protecting the individual liberties and freedoms defined by the Constitution.	91	70	20	7	2	2	*	-	-
A sense of patriotism and pride for the country.	79	56	23	14	5	4	1	-	2
The ability to learn from the past and keep working towards improving the future of the country.	91	62	29	7	2	1	1	-	*
Having mutual respect and compassion for each other despite our differences.	90	58	32	7	2	*	1	-	1
Personal responsibility and holding yourself accountable for your own actions.	88	69	20	8	3	1	2	-	1

N=375

If Democrat or lean Democrat:

SWU2. How important do you think people in the Republican Party consider each of the following values and principles?

[GRID ITEMS RANDOMIZED IN SAME ORDER AS SWU1; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	32	19	13	17	49	25	25	-	1
A government that is representative of the people it serves.	30	17	12	23	46	22	23	-	1
The rule of law is applied fairly and equally.	28	18	10	22	50	22	28	-	1
Protecting the individual liberties and freedoms defined by the Constitution.	48	29	19	21	29	13	15	*	1
A sense of patriotism and pride for the country.	62	39	23	19	17	8	9	1	1
The ability to learn from the past and keep working towards improving the future of the country.	29	16	13	18	51	25	27	1	1
Having mutual respect and compassion for each other despite our differences.	27	17	10	14	58	25	33	1	1
Personal responsibility and holding yourself accountable for your own actions.	37	22	15	18	44	22	22	1	1

N=463

If Republican or lean Republican:

SWU2. How important do you think people in the Democratic Party consider each of the following values and principles?

[GRID ITEMS RANDOMIZED IN SAME ORDER AS SWU1; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	31	22	9	19	49	22	27	-	1
A government that is representative of the people it serves.	34	23	10	18	48	22	26	-	1
The rule of law is applied fairly and equally.	32	22	10	17	51	22	29	-	1
Protecting the individual liberties and freedoms defined by the Constitution.	31	19	12	14	54	25	28	-	1
A sense of patriotism and pride for the country.	29	17	12	17	53	24	30	-	1
The ability to learn from the past and keep working towards improving the future of the country.	31	19	12	18	51	24	27	-	-
Having mutual respect and compassion for each other despite our differences.	37	24	13	15	47	20	27	*	1
Personal responsibility and holding yourself accountable for your own actions.	32	19	13	12	55	26	29	-	1

N=375

If independent/none – don't lean:

SWU2_IR. How important do you think people in the Republican Party consider each of the following values and principles?

[GRID ITEMS RANDOMIZED IN SAME ORDER AS SWU1; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	38	24	14	31	27	13	14	-	4
A government that is representative of the people it serves.	36	24	11	27	33	15	19	-	4
The rule of law is applied fairly and equally.	32	20	13	32	31	18	13	-	4
Protecting the individual liberties and freedoms defined by the Constitution.	42	27	15	30	23	10	13	-	4
A sense of patriotism and pride for the country.	46	26	21	30	19	10	9	-	5
The ability to learn from the past and keep working towards improving the future of the country.	32	20	11	29	35	21	15	-	4
Having mutual respect and compassion for each other despite our differences.	36	22	14	29	32	18	14	-	3
Personal responsibility and holding yourself accountable for your own actions.	36	25	11	30	30	16	15	-	4

N=165

If independent/none – don't lean:

SWU2_ID. How important do you think people in the Democratic Party consider each of the following values and principles?

[GRID ITEMS RANDOMIZED IN SAME ORDER AS SWU1; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 05/11-15/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very important/ Not important at all NET	Not very important	Not important at all	DK	SKP /REF
A government that is accountable to the people it serves.	33	19	14	32	31	17	14	-	4
A government that is representative of the people it serves.	31	17	14	38	29	17	12	-	2
The rule of law is applied fairly and equally.	34	24	10	34	28	15	13	-	5
Protecting the individual liberties and freedoms defined by the Constitution.	36	19	16	34	29	17	12	-	2
A sense of patriotism and pride for the country.	28	16	12	45	23	11	12	-	3
The ability to learn from the past and keep working towards improving the future of the country.	36	20	17	37	25	10	15	-	2
Having mutual respect and compassion for each other despite our differences.	33	17	16	31	32	23	9	-	5
Personal responsibility and holding yourself accountable for your own actions.	31	20	11	34	33	20	13	-	2

N=165

SWU3. How important is it for citizens to be involved in finding solutions for the problems facing our communities and the country?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 05/11-15/2023	Overall	Democrats	Independents	Republicans
Extremely/Very important NET	76	80	54	82
Extremely important	36	36	31	37
Very important	40	44	23	45
Somewhat important	20	16	35	16
Not very /Not important at all NET	4	4	7	2
Not very important	2	3	4	1
Not important at all	1	1	3	1
DON'T KNOW	-	-	-	-
SKIPPED/REFUSED	1	*	4	*
N=	1,003	463	165	375

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

If Democrat:

PIDA. Do you consider yourself a strong or not so strong Democrat?

If Republican:

PIDB. Do you consider yourself a strong or not so strong Republican?

If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	NORC 05/11-15/2023
Democrat NET	45
Strong Democrat	17
Not so strong Democrat	17
Lean Democrat	12
Independent/None – Don't lean	20
Republican NET	35
Lean Republican	10
Not so strong Republican	11
Strong Republican	14

N=

1,003

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:

D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	NORC 05/11-15/2023
Liberal NET	21
Very liberal	10
Somewhat liberal	10
Moderate	48
Conservative NET	30
Somewhat conservative	17
Very conservative	13
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N= 1,003

AGE

	NORC 05/11-15/2023
18-29	20
30-44	27
45-59	22
60+	31

N= 1,003

GENDER

	NORC 05/11-15/2023
Male	49
Female	51

N= 1,003

RACE/ETHNICITY

	NORC 05/11-15/2023
White	61
Black or African American	12
Hispanic	17
Other	9

N= 1,003

MARITAL STATUS

	NORC 05/11-15/2023
Married	46
Not married	54
<i>N=</i>	<i>1,003</i>

EMPLOYMENT

	NORC 05/11-15/2023
Employed	58
Not employed	42
<i>N=</i>	<i>1,003</i>

EDUCATION

	NORC 05/11-15/2023
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	21
Post grad study/professional degree	15
<i>N=</i>	<i>1,003</i>

CENSUS REGION

	NORC 05/11-15/2023
Northeast NET	17
New England	5
Mid-Atlantic	13
Midwest NET	21
East North Central	14
West North Central	6
South NET	38
South Atlantic	20
East South Central	6
West South Central	12
West NET	24
Mountain	8
Pacific	16
<i>N=</i>	<i>1,003</i>

HOME OWNERSHIP

	NORC 05/11-15/2023
Owned or being bought by you or someone in your household	70
Rented for cash	27
Occupied without payment of cash rent	4
<i>N=</i>	<i>1,003</i>

INCOME

	NORC 05/11-15/2023
Under \$10,000	3
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	15
\$150,000 or more	12
<i>N=</i>	<i>1,003</i>

Study Methodology

This survey was conducted by NORC at the University of Chicago with funding from Starts With Us.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between May 11 and 15, 2023 with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,003 completed the survey—941 via the web and 62 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 17.0 percent, the weighted household panel response rate is 20.7 percent, and the weighted household panel retention rate is 79.9 percent, for a cumulative response rate of 2.8 percent. The overall margin of sampling error is +/- 4.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 63 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2022 Current Population Survey. The weighted data reflect the U.S. population of adults aged 18 and over.

The sample is also weighted to match the average of self-identified party identification in the previous two waves of the AmeriSpeak Omnibus survey and this current survey.

Additional information on the AmeriSpeak Panel methodology is available at:
<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@norc.org.

About NORC at the University of Chicago

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

NORC conducts research in five main areas: Economics, Markets and the Workforce; Education, Training, and Learning; Global Development; Health and Well-Being; and Society, Media, and Public Affairs.

Learn more at www.norc.org.

About Starts With Us

[Starts With Us](http://www.startswith.us) is a new, rapidly growing civic movement equipping Americans to overcome toxic tribalism and solve our most challenging problems. In addition to 1.6 million followers committed to practicing more curiosity, compassion, and courage, particularly across lines of difference, Starts With Us' mission is supported by 220+ ideologically diverse leaders across a variety of industries — from sports, media, and entertainment to faith, academia, and business. To learn more, visit www.startswith.us.