

Meet Your Nevada Democratic Primary Voters



THIRD WAY



Roadmap

Who Are NV Democratic Primary Voters?

What Do They Want in a Leader?

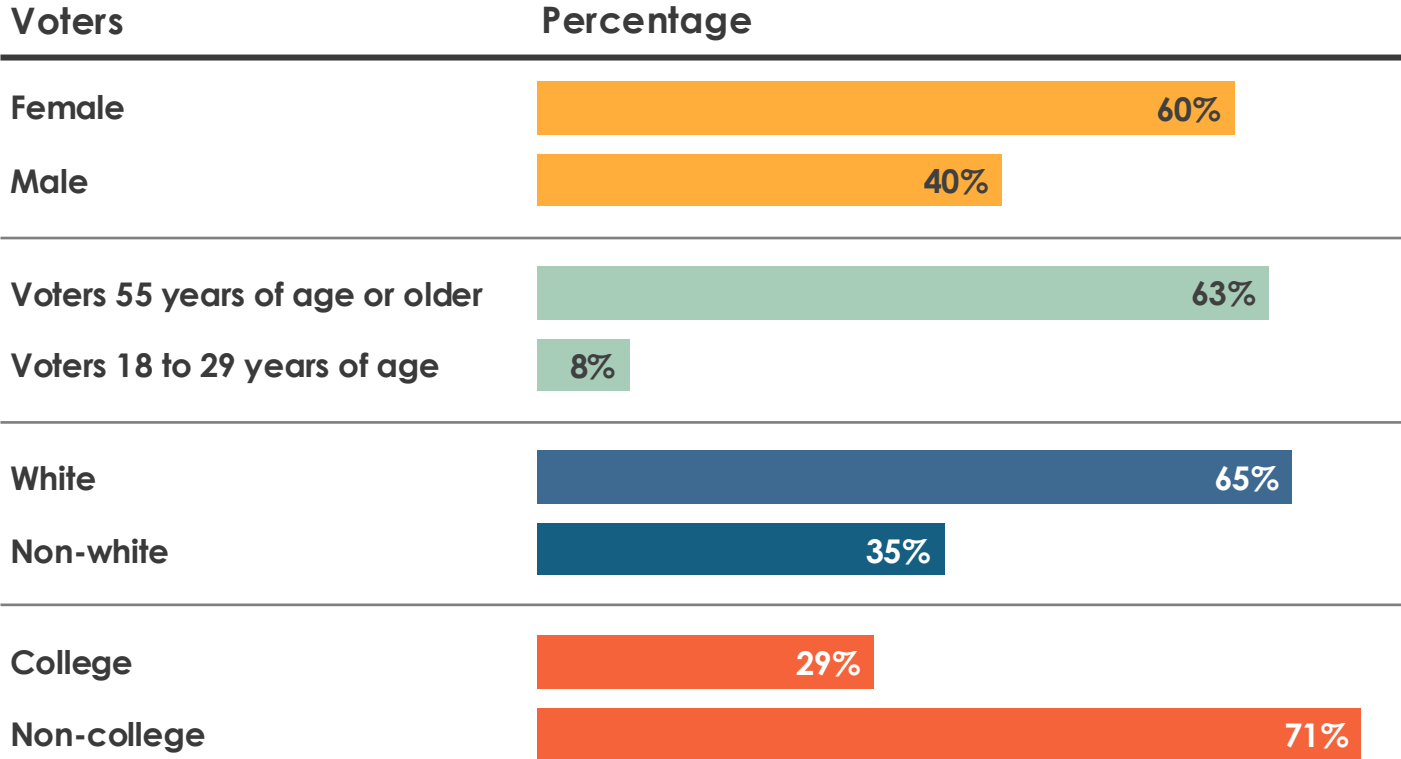
Where Are They on the Issues?



Who Are Nevada Democratic Primary Voters?

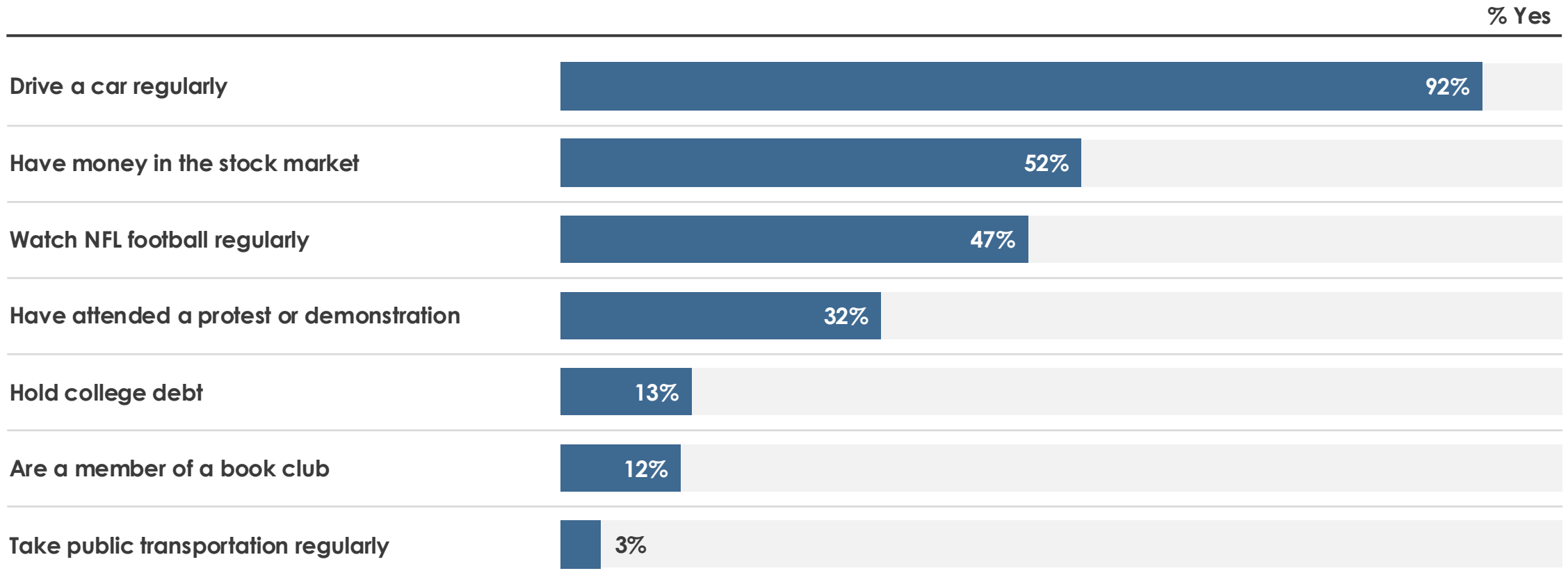


Nevada Democratic Primary Electorate Demographic Makeup



Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

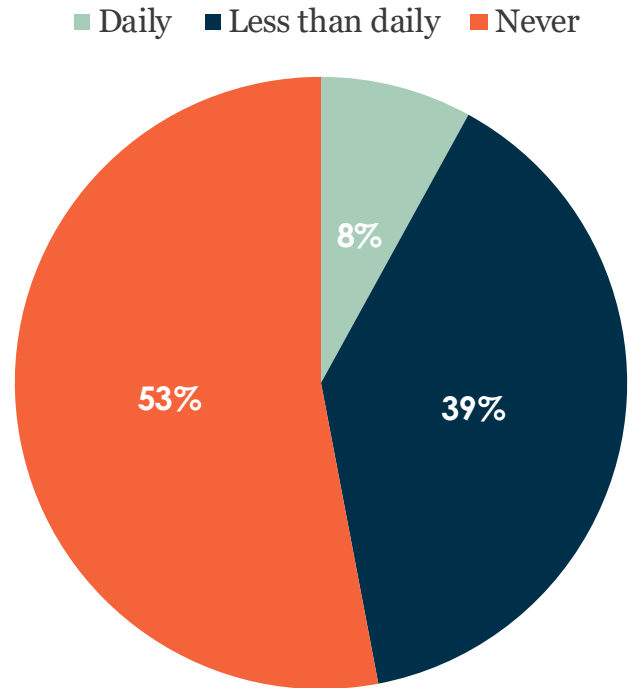
■ What do NV Dem Primary Voters do in their day-to-day lives?



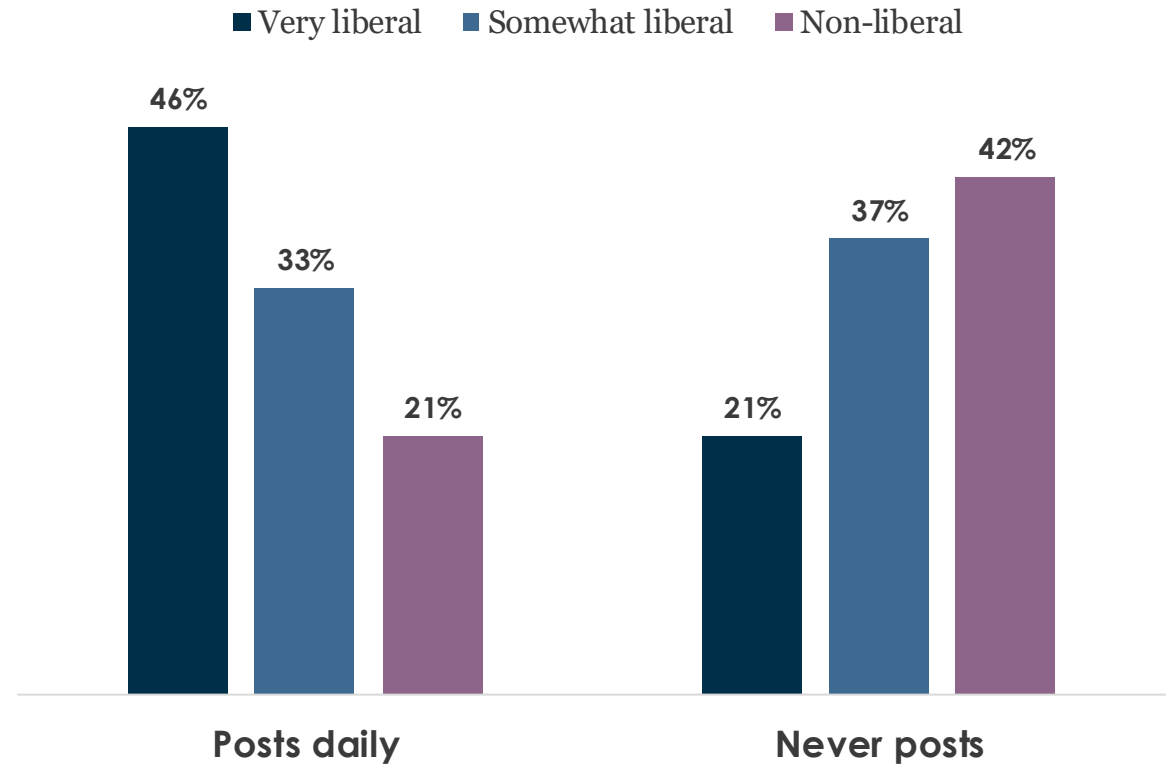
Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

Social Media Posting Frequency

Q: On average, how frequently do you post on social media (like X/Twitter, Bluesky, TikTok, or Instagram) about politics or other public issues?

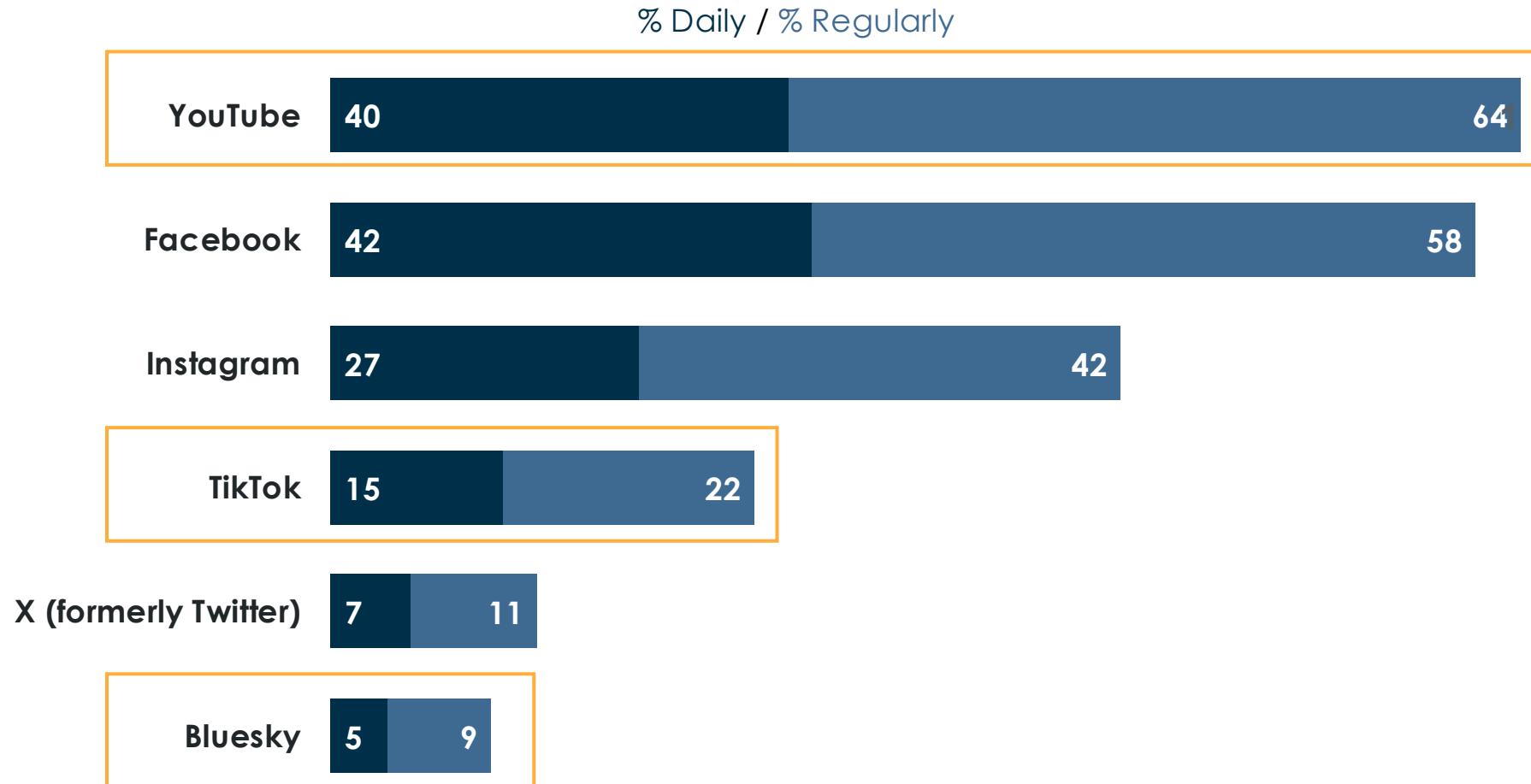


Daily Posters Stand Out



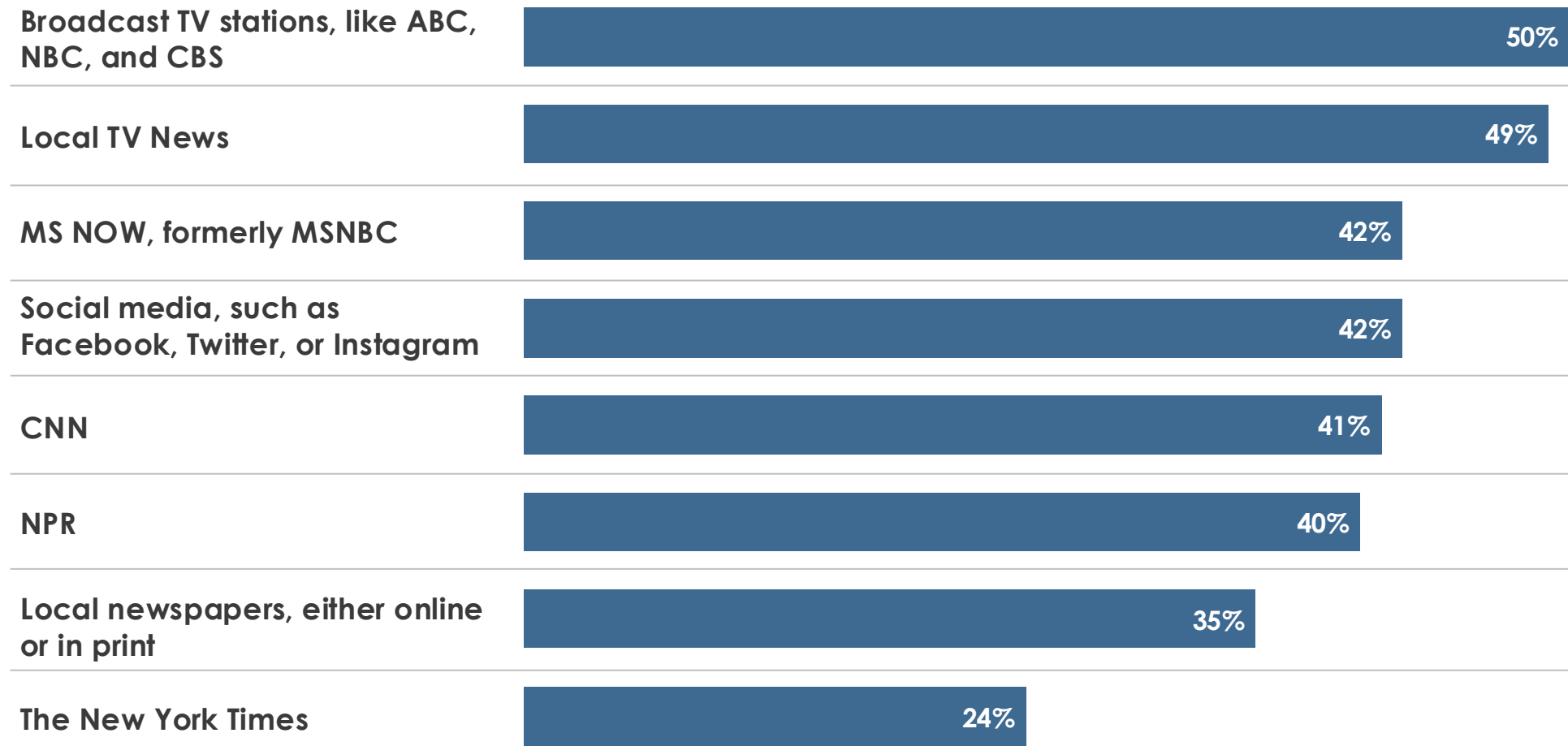
Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

Facebook and YouTube are the Dominant Social Media Platforms



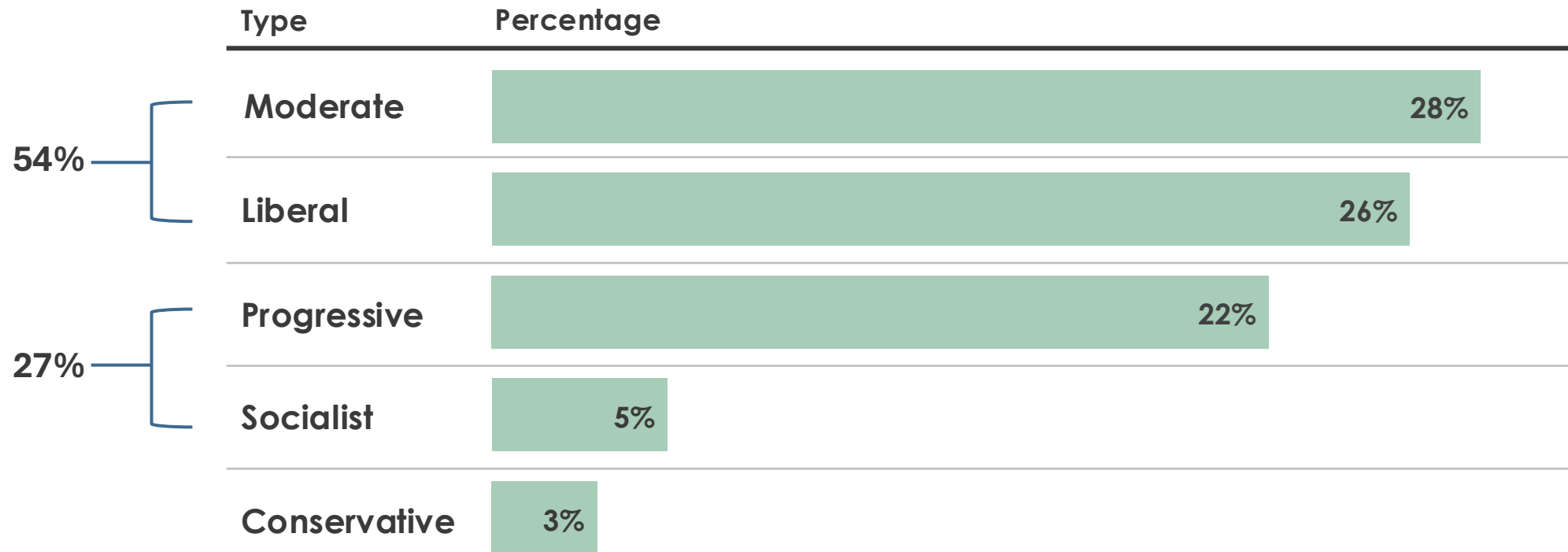
Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

Local TV and Broadcast are the Most Frequent News Sources



Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

NV Democratic Primary Electorate Ideological Makeup

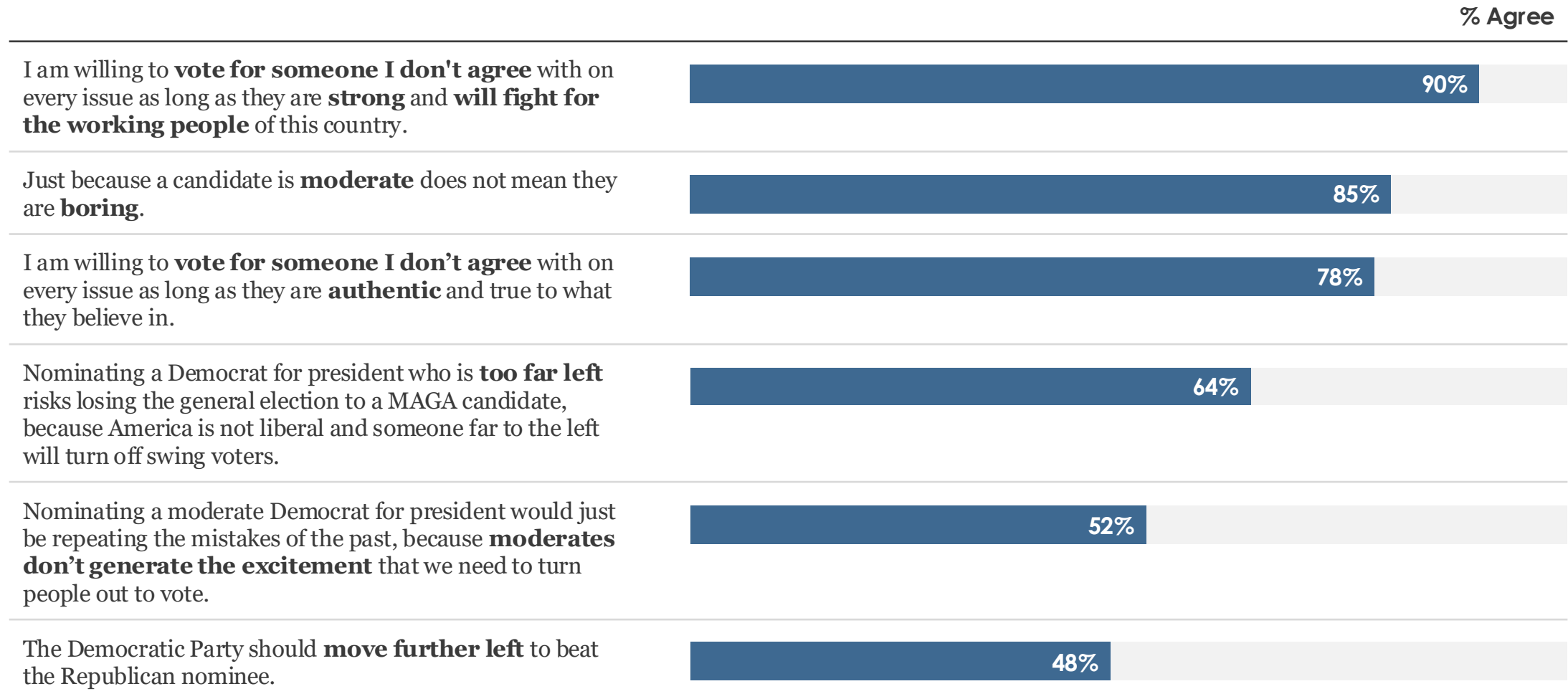


Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.



What Do Primary Voters Want in a Leader?

■ The Conventional Wisdom is Off



Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

Pragmatism vs. Progressivism

Would you prefer...

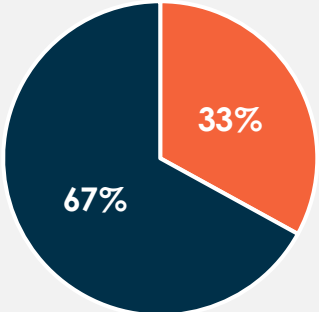


A candidate who **works across the aisle** to get things done, even if it means compromising sometimes.

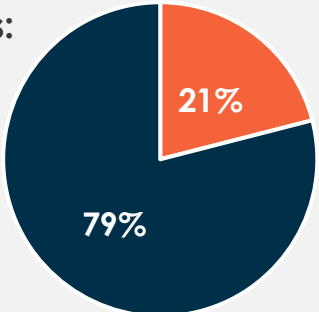
A candidate who **sticks to their progressive beliefs**, even if it means getting less done.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 46% | 53% | 85% | 90% | 86% |
| 54% | 47% | 15% | 10% | 14% |

Daily Posters:



Never Posters:



Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

Authenticity vs. Agreement

Would you prefer...

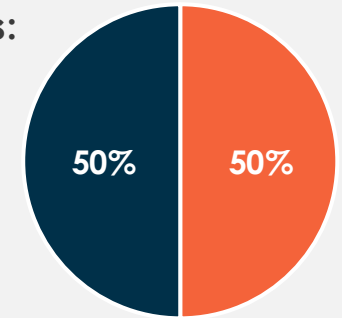


A candidate who is **authentic, relatable, and down-to-earth**, even if they don't line up with you ideologically on every issue.

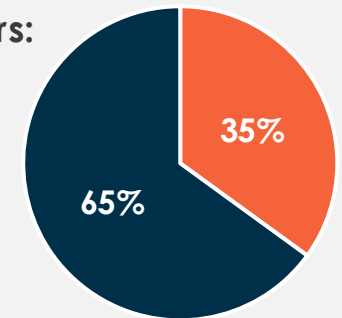
A candidate who **stands with you on most of the major issues**, even if they seem more like a typical politician than you'd like.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 40% | 58% | 61% | 74% | 60% |
| 60% | 42% | 38% | 26% | 34% |

Daily Posters:



Never Posters:



Democratic Party or Democratic Socialism

Would you prefer...

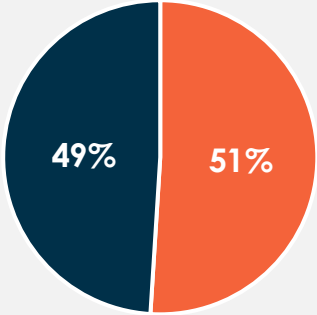


A candidate who primarily identifies as a **Democrat**.

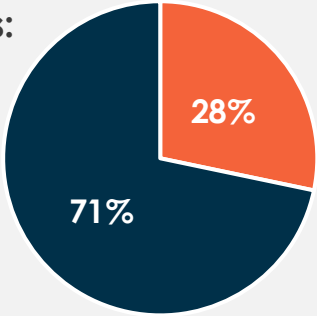
A candidate who primarily identifies as a **Democratic socialist**.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 46% | 53% | 85% | 90% | 86% |
| 54% | 47% | 15% | 10% | 14% |

Daily Posters:



Never Posters:



Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.



Where Are Primary Voters on the Issues?

Job Opportunities vs. Guarantees

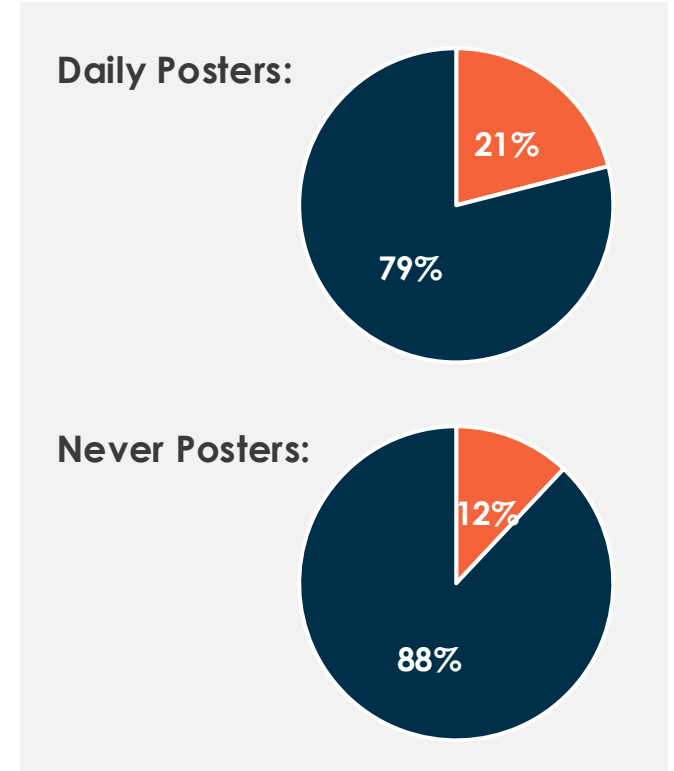
Would you prefer...



Providing more low-cost vocational training and apprenticeship opportunities, so people can get **good-paying jobs in growing fields** without a four-year college degree.

Implementing a federal Universal Jobs Program, which would **provide a government job to every person** in America who wants one.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 66% | 80% | 85% | 93% | 96% |
| 34% | 20% | 15% | 7% | 4% |



College ROI vs. Debt Forgiveness

Would you prefer...

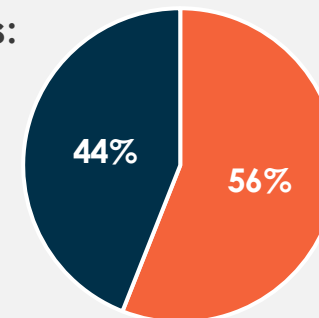


Making college more affordable, expanding access to technical education, and **ensuring students get a return on their investment** from their higher education.

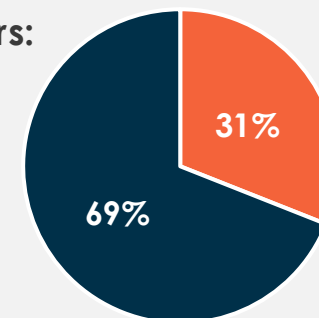
Canceling all student loan debt and making college free.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 36% | 47% | 70% | 82% | 62% |
| 64% | 53% | 30% | 18% | 38% |

Daily Posters:



Never Posters:



Tax Credits vs. Cash Payments

Would you prefer...

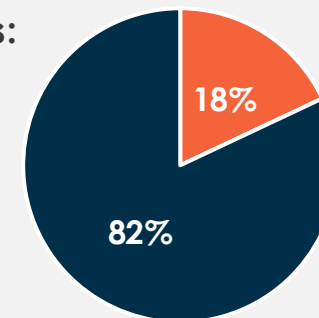


Expanding tax credits for working people, families with children, and caregivers, while making sure it doesn't increase inflation.

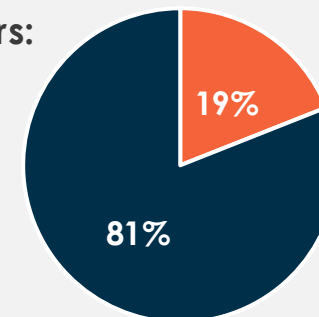
Providing direct cash payments to families.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 63% | 79% | 81% | 83% | 87% |
| 37% | 21% | 18% | 17% | 13% |

Daily Posters:



Never Posters:



Overhaul vs. Abolish ICE

Would you prefer...

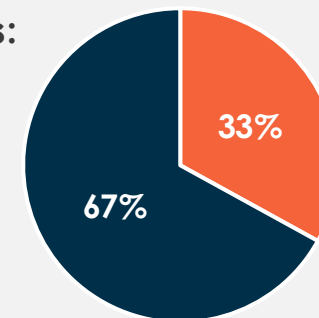


Prioritizing immigration enforcement that deports convicted criminals but protects eligible, law-abiding immigrants, like Dreamers, and provides a path to citizenship.

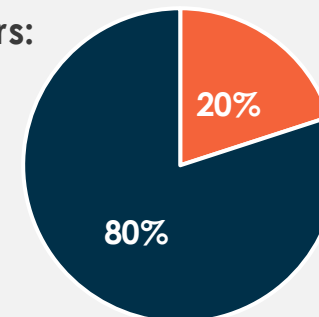
Decriminalizing border crossings and **abolishing ICE.**

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 49% | 59% | 80% | 88% | 73% |
| 51% | 41% | 20% | 12% | 27% |

Daily Posters:



Never Posters:



Fund vs. Defund the Police

Would you prefer...

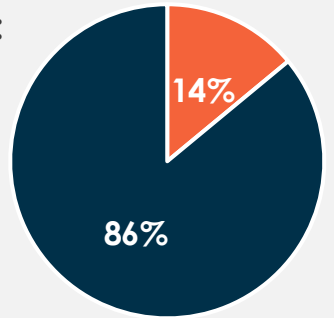


Increasing the number of local police, while also holding them accountable for discrimination and unlawful behavior.

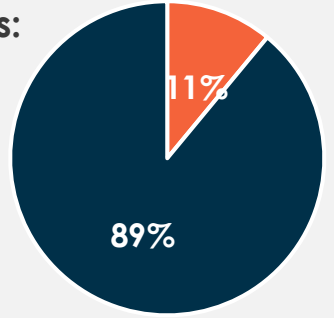
Defunding the police.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 58% | 75% | 91% | 98% | 95% |
| 42% | 25% | 9% | 2% | 5% |

Daily Posters:



Never Posters:



Source: Third Way/Global Strategy Group survey of 1,000 registered Nevada voters who are likely to vote in a Democratic presidential primary and an oversample of 250 Latino voters.

Energy Prices vs. Green New Deal

Would you prefer...

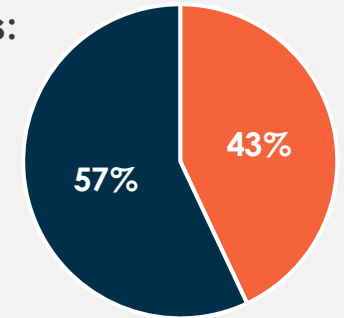


Passing an all-of-the-above energy strategy that adopts more renewable energy as it becomes more affordable, **prioritizing lower energy costs today.**

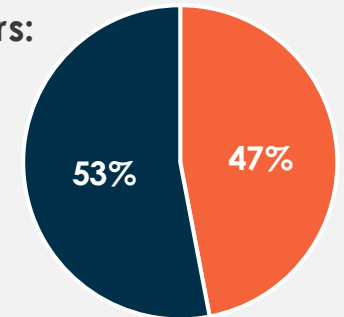
Passing a national plan like the Green New Deal that would move rapidly to eliminate fossil fuels, **prioritizing environmental protection and long-term goals.**

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 35% | 34% | 49% | 63% | 69% |
| 65% | 66% | 50% | 36% | 31% |

Daily Posters:



Never Posters:



Electability vs. Purity

Would you prefer...

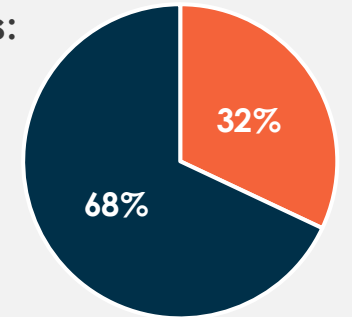


Voting for someone who can **win the general election** against a Republican, even if they are not as progressive.

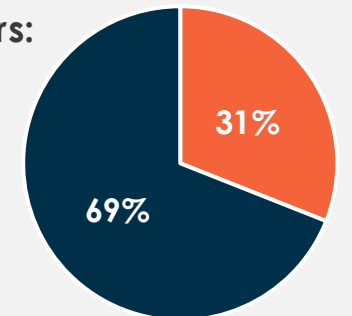
Voting for someone who **stands by their progressive values**, even if it could make them less electable.

| Socialist | Progressive | Liberal | Moderate | Conservative |
|-----------|-------------|---------|----------|--------------|
| 30% | 70% | 72% | 81% | 47% |
| 70% | 30% | 28% | 19% | 53% |

Daily Posters:



Never Posters:





THIRD WAY