

Inconvenient Truths: Meet Your Democratic Primary Voters



THIRD WAY

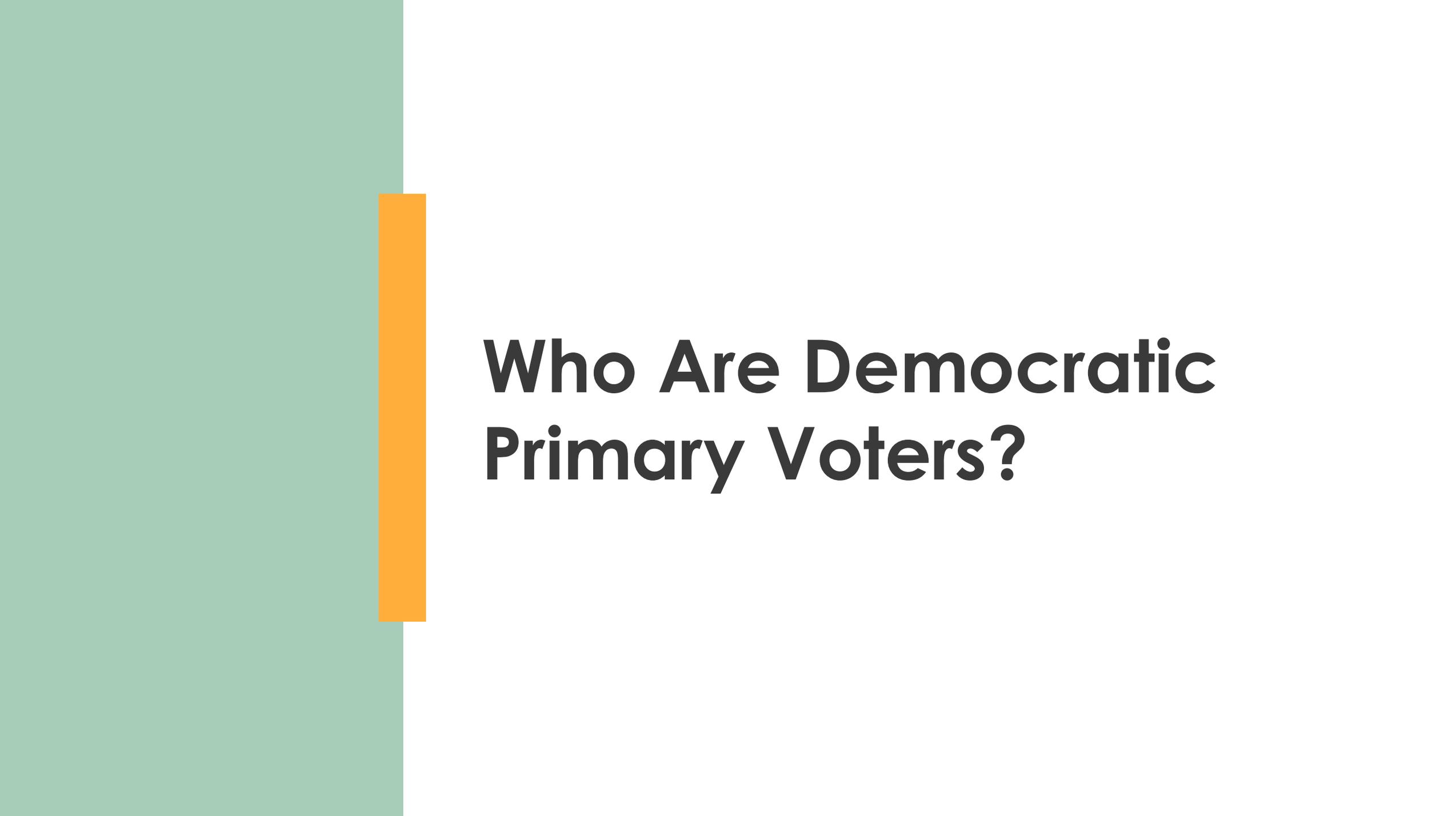


Roadmap

Who Are Democratic Primary Voters?

What Do They Want in a Leader?

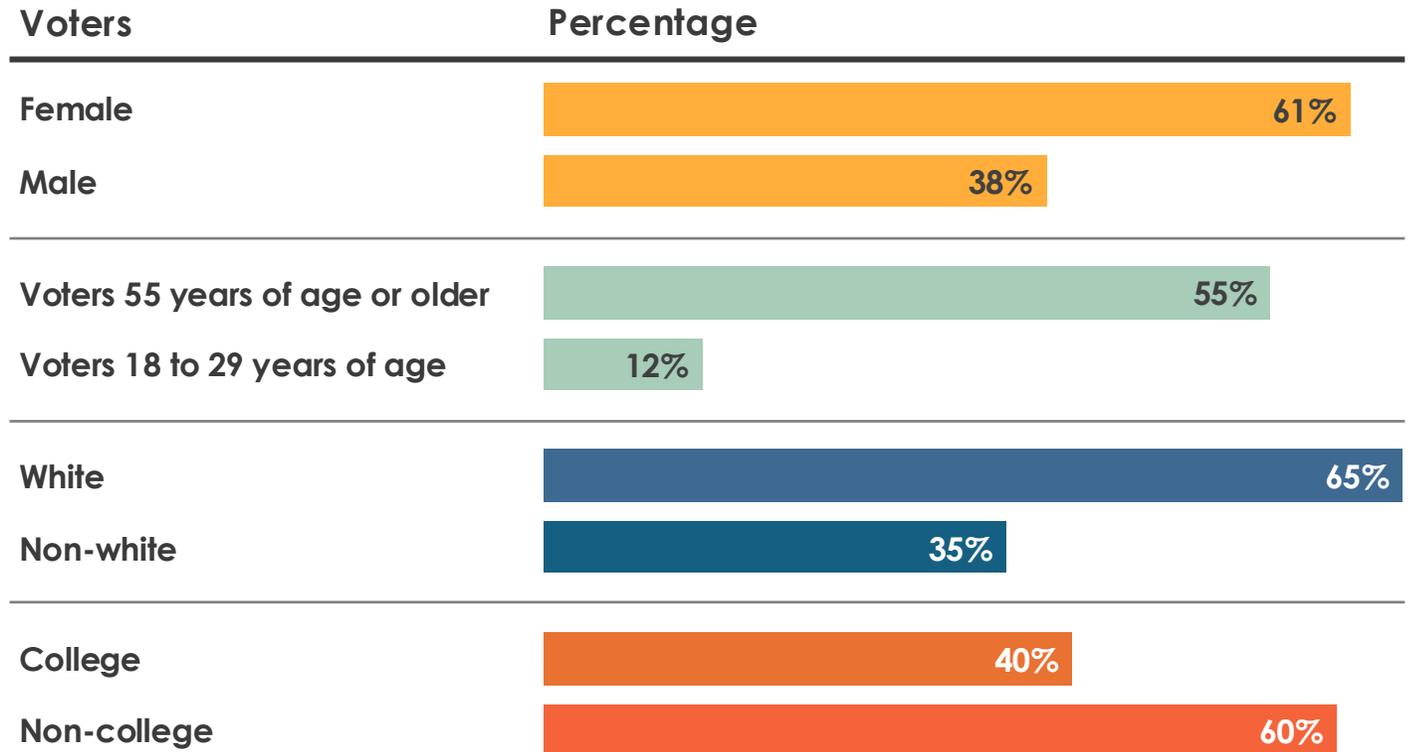
Where Are They on the Issues?



Who Are Democratic Primary Voters?

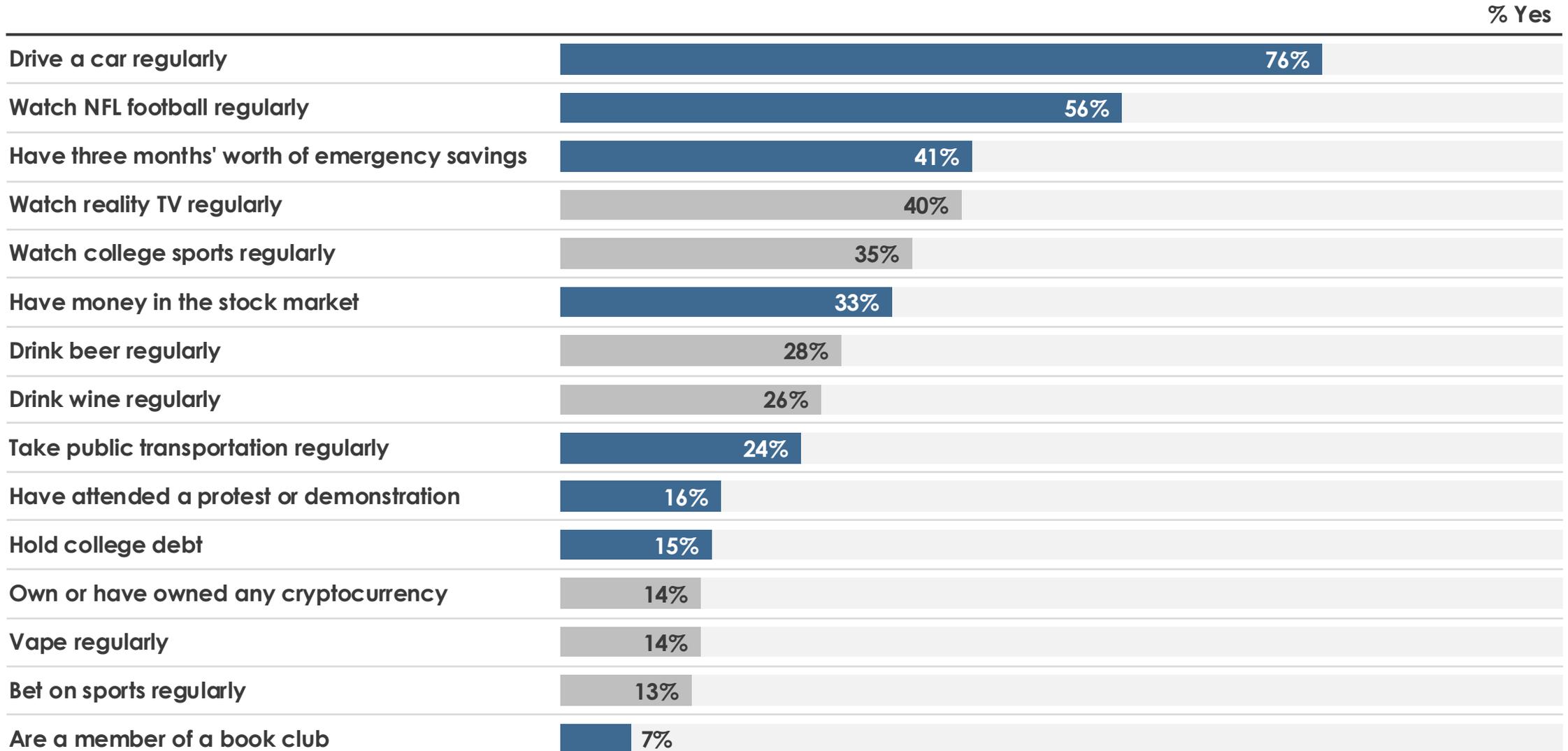


Democratic Primary Electorate Demographic Makeup



Source: Third Way/Global Strategy Group survey of 1,400 Democratic presidential primary LVs conducted February 2-10, 2026.

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

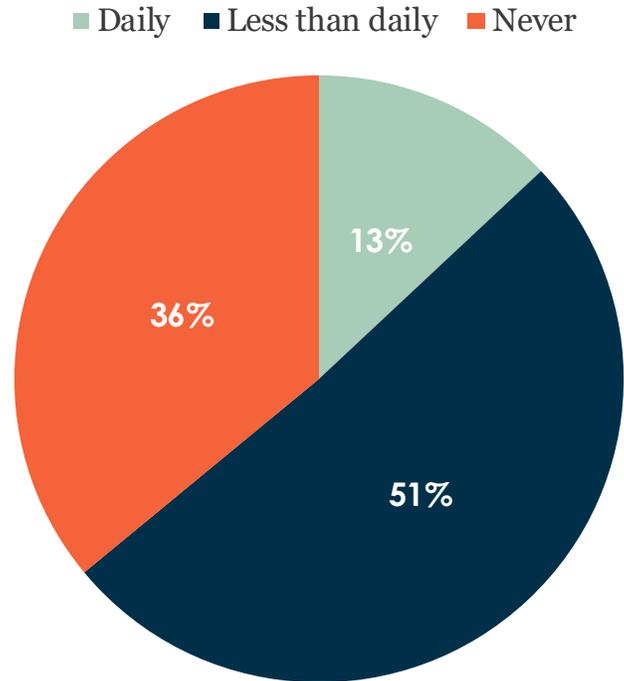


Source: Third Way/Global Strategy Group survey of 1,400 Democratic presidential primary LVs conducted February 2-10, 2026.

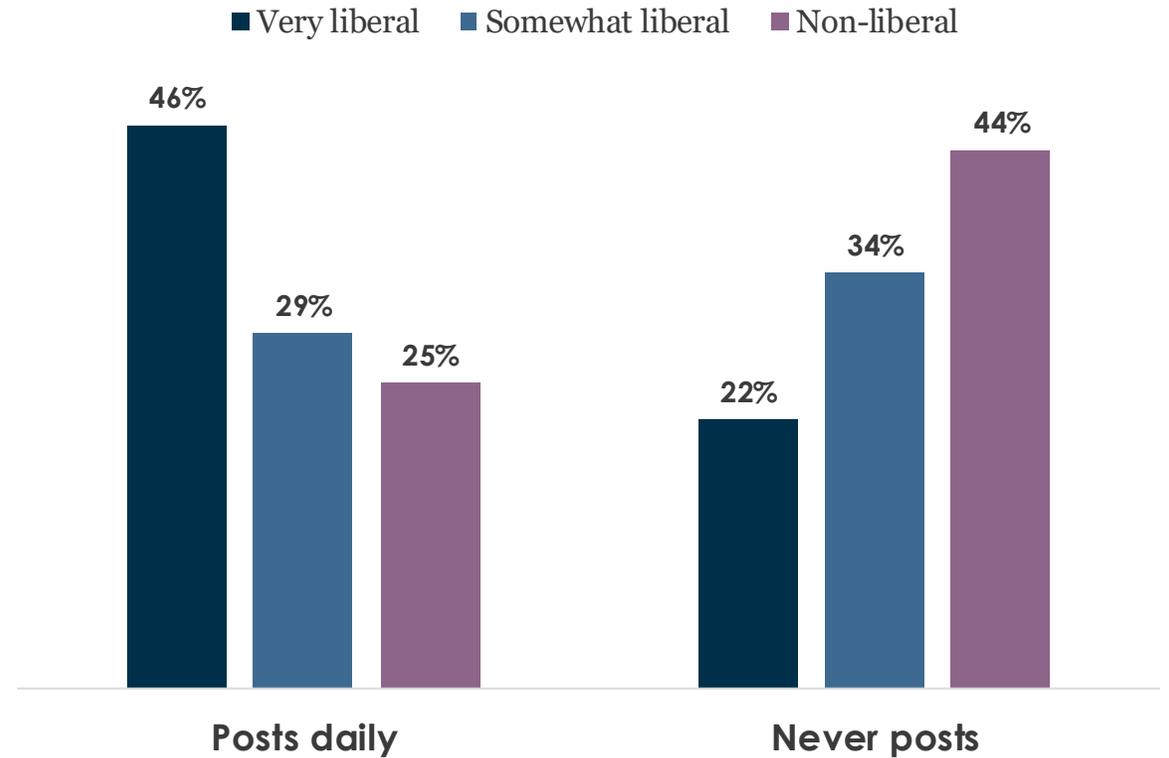
A word cloud of television shows and events. The words are arranged in a roughly triangular shape, with the largest words in the center. The words include: abbot elementary, evening news, late show, winx club, jeopardy, beast games, ghosts, rookie, pbs, overlord, colbert, power, picard, stranger things, family jewels, cbs, law and order, chicago pd, doc, murder, ncis, svu, abc, big bang theory, will trent, local news, super bowl, fbi blue bloods, landman, fallout, olympics, wonder man, the pittstar, trek, shrinking, starfleet academy, the view, good morning america, and chicago fire.

Social Media Posting Frequency

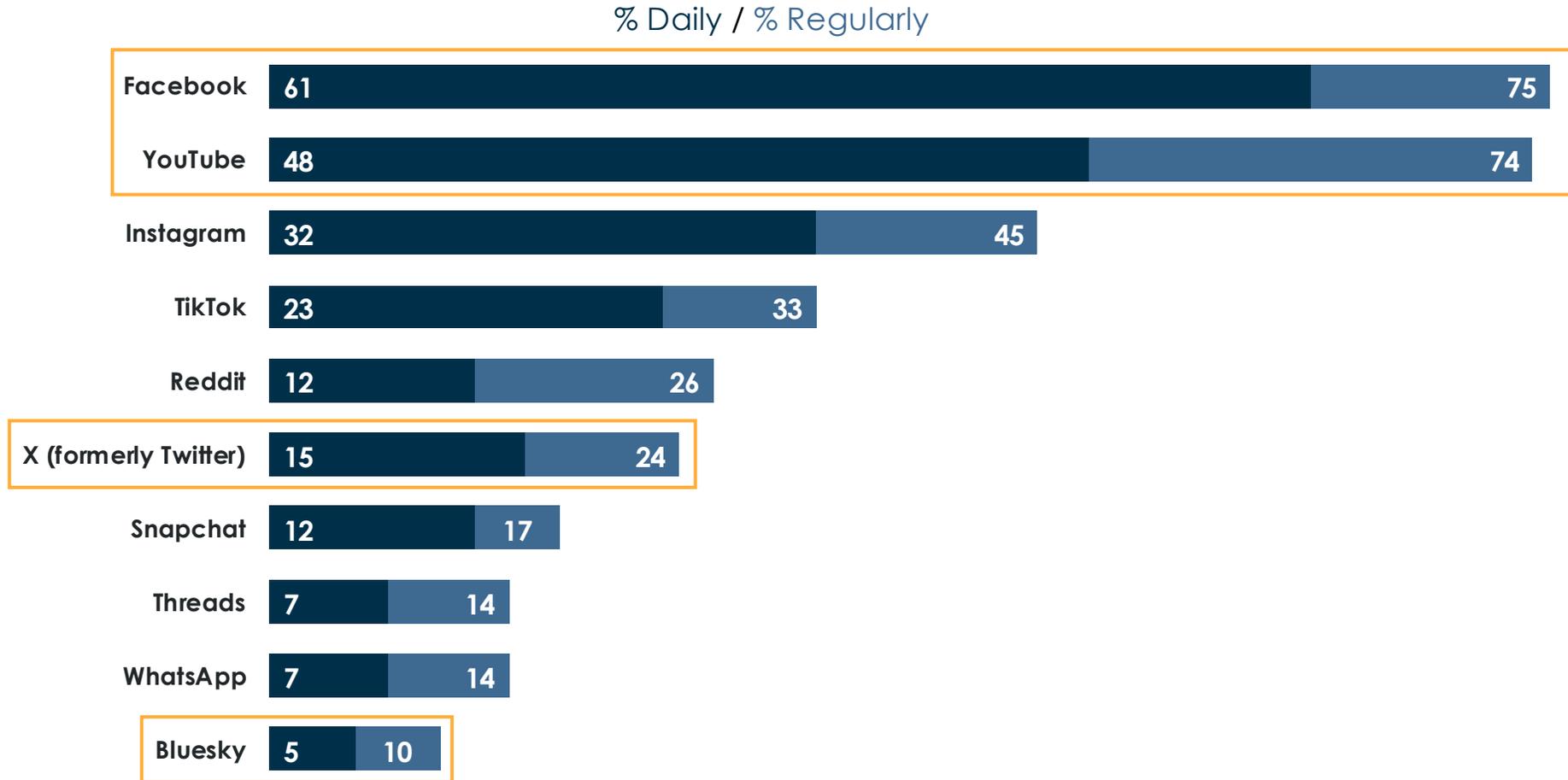
Q: On average, how frequently do you post on social media (like X/Twitter, Bluesky, TikTok, or Instagram) about politics or other public issues?



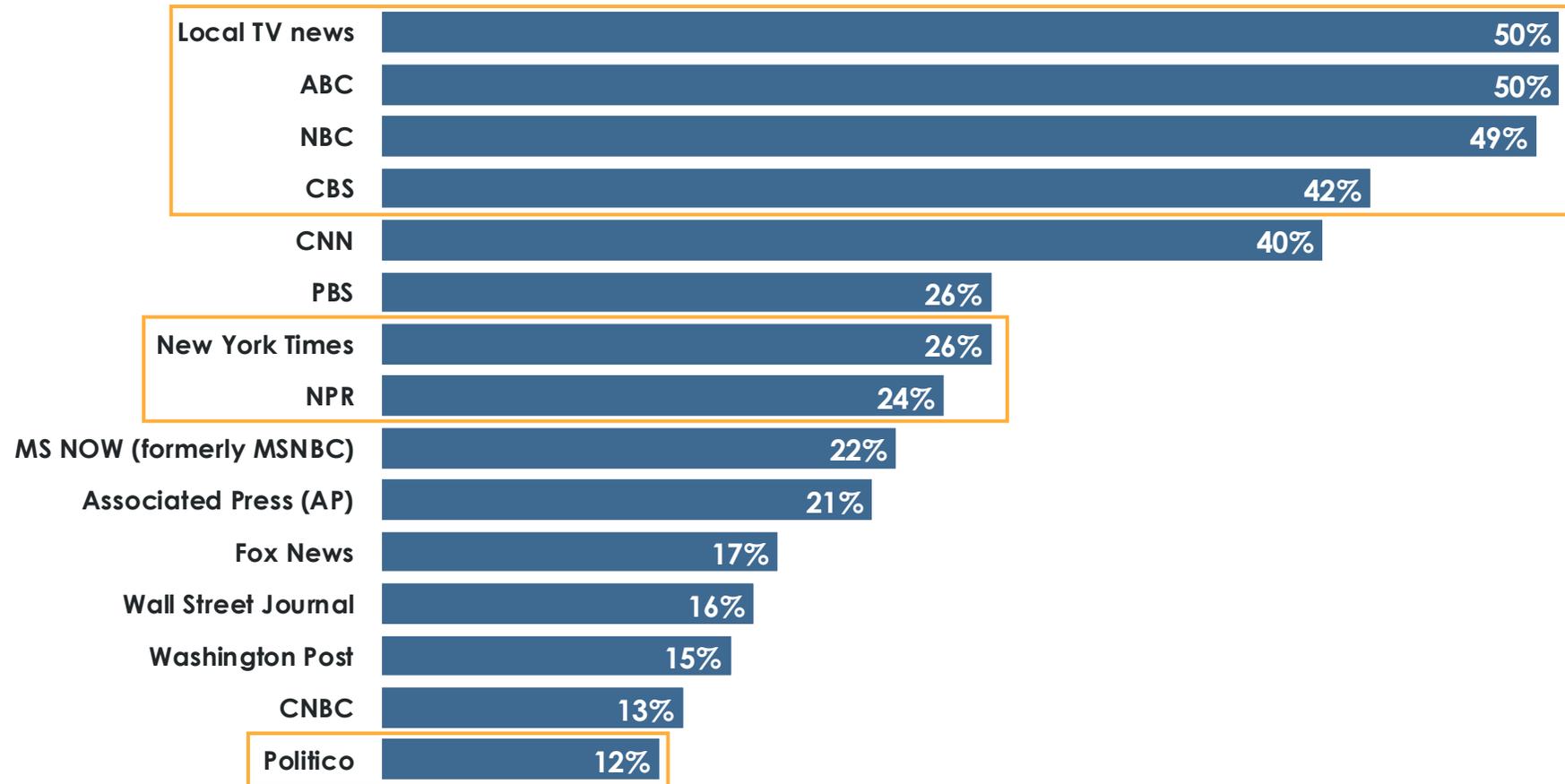
Daily Posters Stand Out



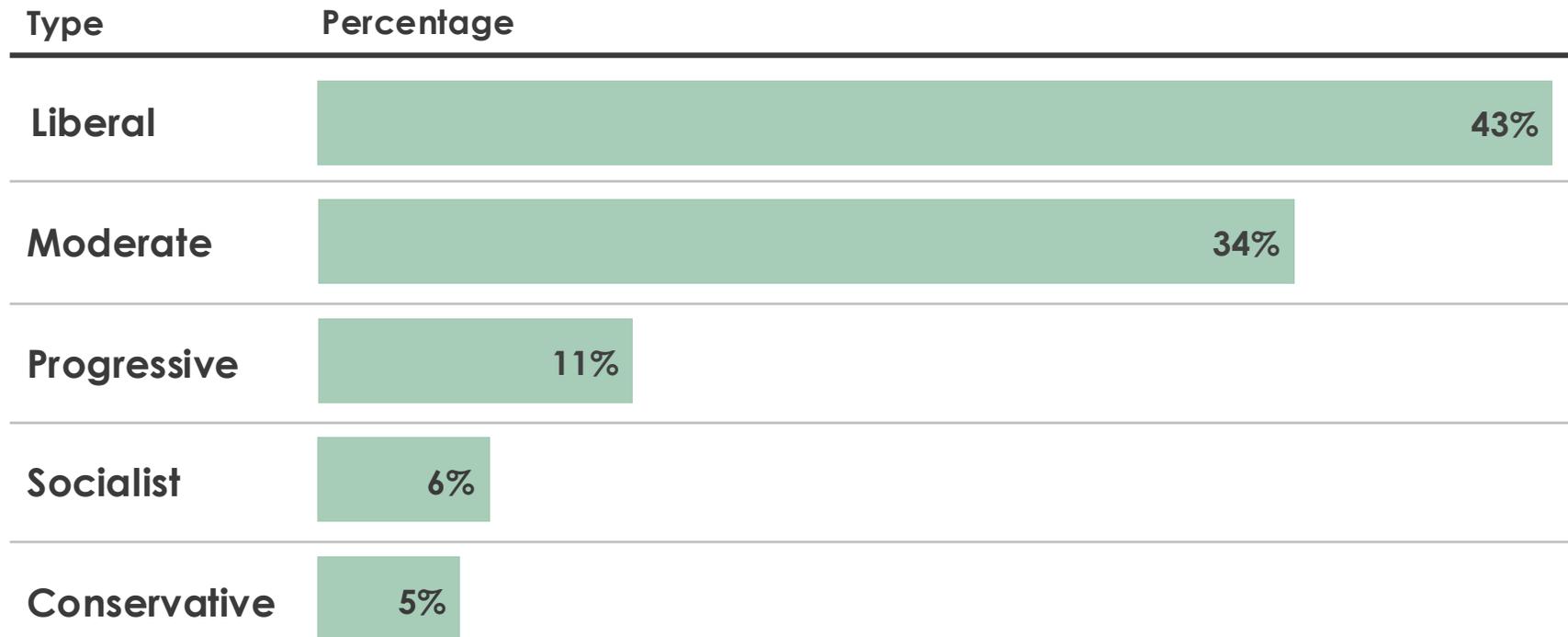
Facebook and YouTube are the Dominant Social Media Platforms



Local TV and Broadcast are the Most Frequent News Sources



■ Democratic Primary Electorate Ideological Makeup





What Do Primary Voters Want in a Leader?



What Are Primary Voters' Greatest Frustrations with the Parties?

Democrats

They won't fight back against Trump and MAGA Republicans.

47%

They are too middle-of-the-road, seeking compromise instead of the progressive change we need.

35%

Republicans

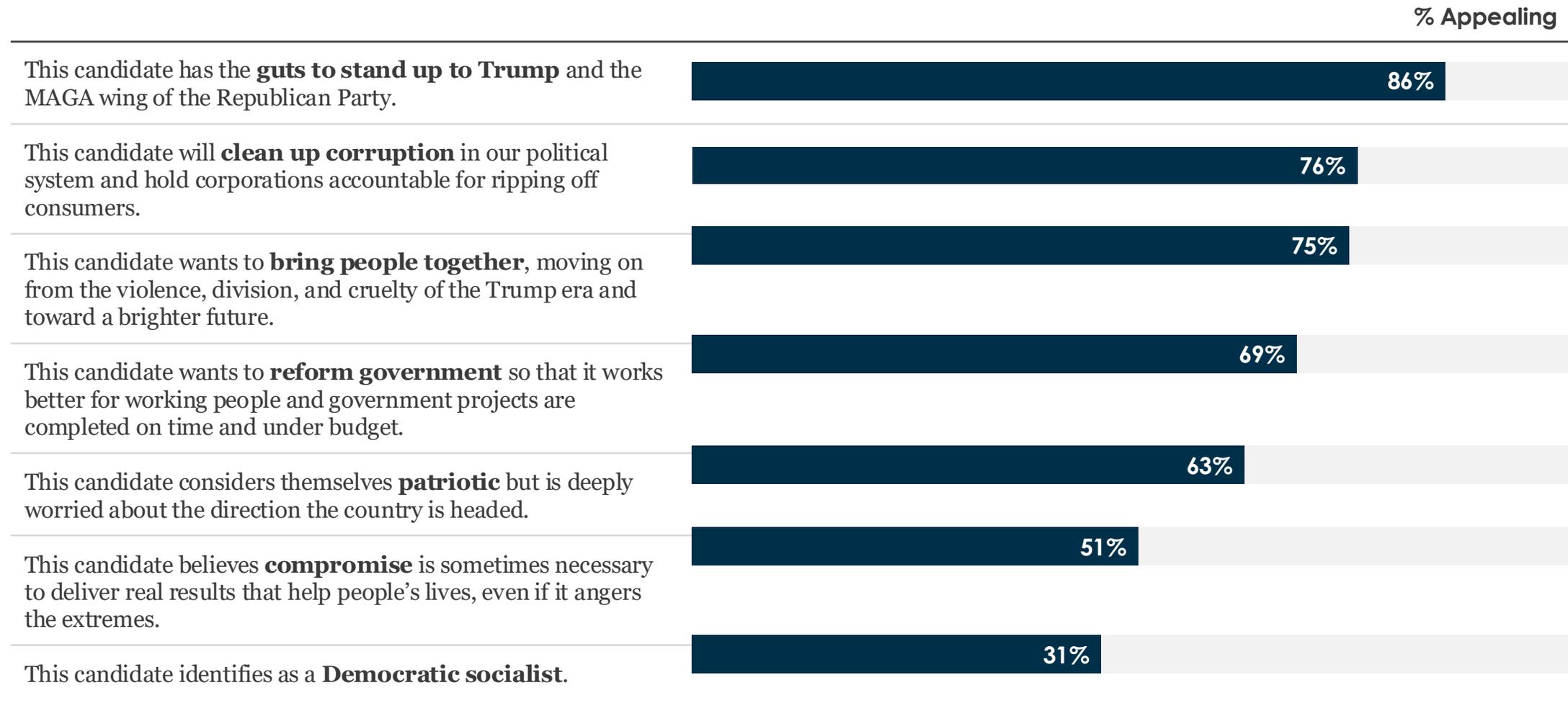
They are enabling Trump's authoritarianism and extremism.

73%

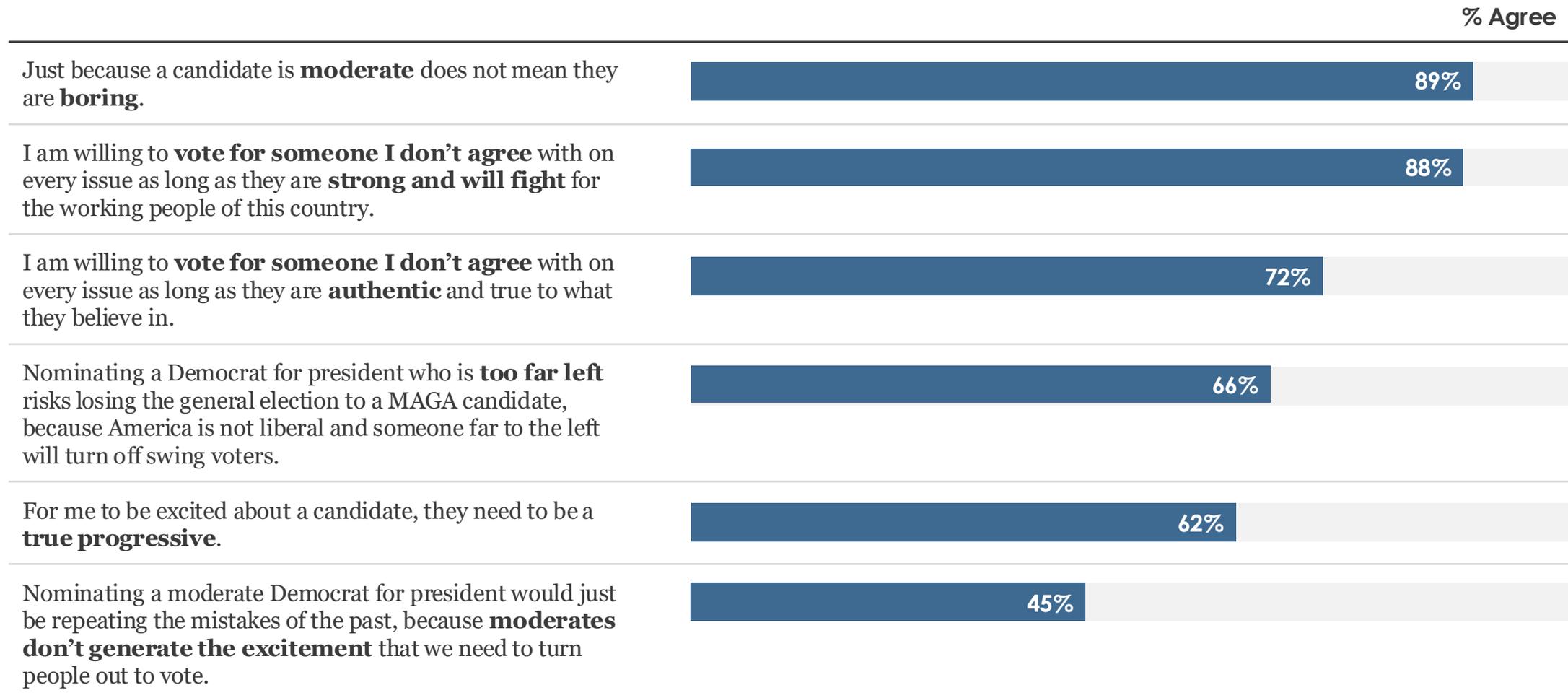
They are racist, sexist, and demonize anyone who doesn't look or think like them.

33%

What Qualities Appeal in their Next Presidential Nominee?



■ The Conventional Wisdom is Off



Pragmatism vs. Progressivism

Would you prefer...

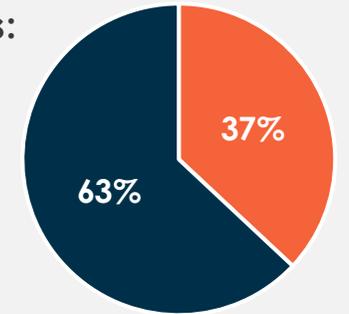


A candidate who **works across the aisle** to get things done, even if it means compromising sometimes.

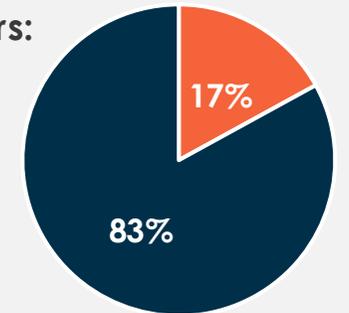
A candidate who **sticks to their progressive beliefs**, even if it means getting less done.

	Socialist	Progressive	Liberal	Moderate	Conservative
75%	27%	60%	78%	84%	79%
25%	73%	40%	22%	16%	21%

Daily Posters:



Never Posters:



Authenticity vs. Agreement

Would you prefer...

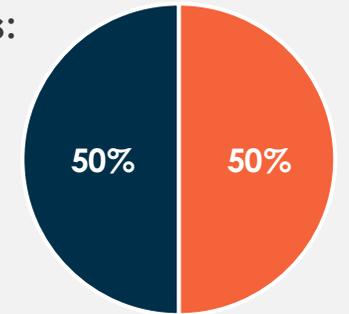


A candidate who is **authentic, relatable, and down-to-earth**, even if they don't line up with you ideologically on every issue.

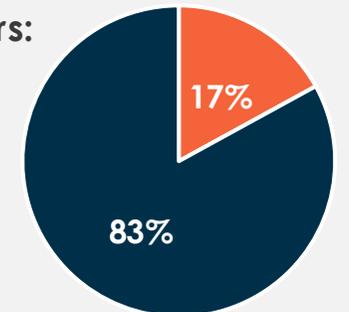
A candidate who **stands with you on most of the major issues**, even if they seem more like a typical politician than you'd like.

	Socialist	Progressive	Liberal	Moderate	Conservative
Authenticity	43%	50%	61%	63%	58%
Agreement	57%	50%	39%	37%	42%

Daily Posters:



Never Posters:



Fighter For vs. Fighter Against

Would you prefer...

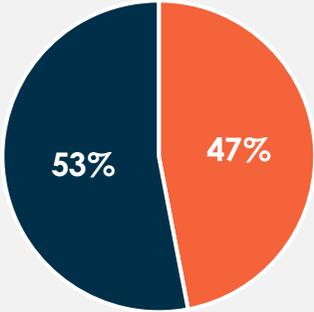


This candidate will **fight every day for the working people** of this country, delivering a safer, stronger, and more affordable future.

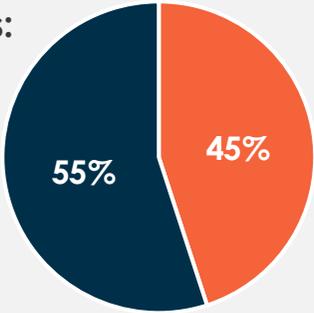
This candidate believes that billionaires and corporate interests have too much power in this country. They will **fight the oligarchy**, go after corporations that have rigged the system.

Socialist	Progressive	Liberal	Moderate	Conservative
10%	31%	57%	61%	61%
90%	69%	43%	39%	39%

Daily Posters:



Never Posters:



Source: Third Way/Global Strategy Group survey of 1,400 Democratic presidential primary LVs conducted February 2-10, 2026.



Where Are Primary Voters on the Issues?

Democrats Want to Fight

62%

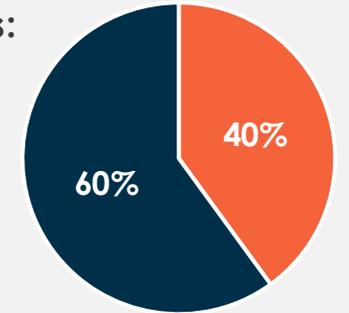
38%

When Republicans gerrymander a bunch of red states to stay in power, **Democrats should fight fire with fire** and do what they can to balance things with their power in blue states.

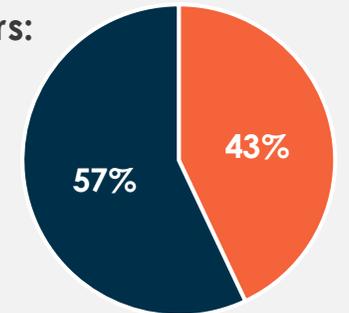
Gerrymandering is unfair and undemocratic. Republicans might be doing it, but **Democrats should take the high road**. Two wrongs don't make a right.

Socialist	Progressive	Liberal	Moderate	Conservative
84%	83%	64%	54%	46%
16%	17%	36%	46%	54%

Daily Posters:



Never Posters:



Capitalism vs. Socialism

62%

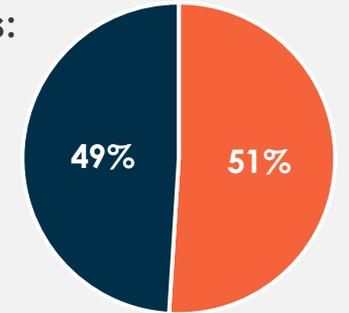
I believe in **capitalism** with guardrails to protect consumers.

38%

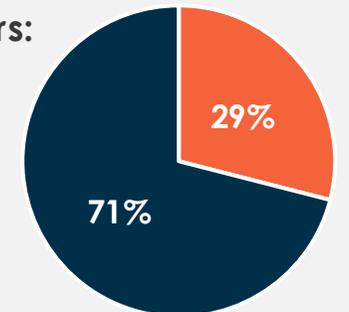
I believe in **socialism**.

Socialist	Progressive	Liberal	Moderate	Conservative
-	59%	65%	70%	72%
100%	41%	35%	30%	28%

Daily Posters:



Never Posters:



Overhaul vs. Abolish ICE

66%

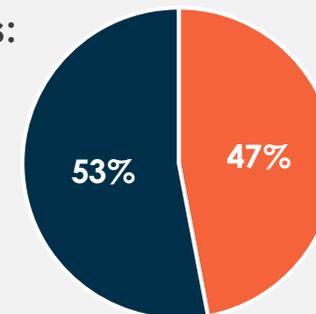
We need to **hold ICE accountable** for violence and abuse and overhaul the agency, but not abolish it entirely.

34%

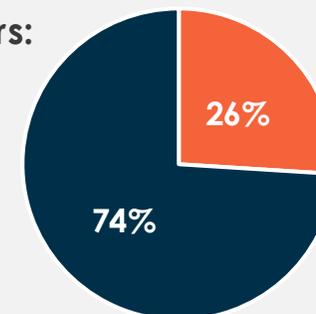
We need to **abolish ICE** and halt all immigration enforcement inside the country.

Socialist	Progressive	Liberal	Moderate	Conservative
30%	42%	66%	81%	77%
70%	58%	34%	19%	23%

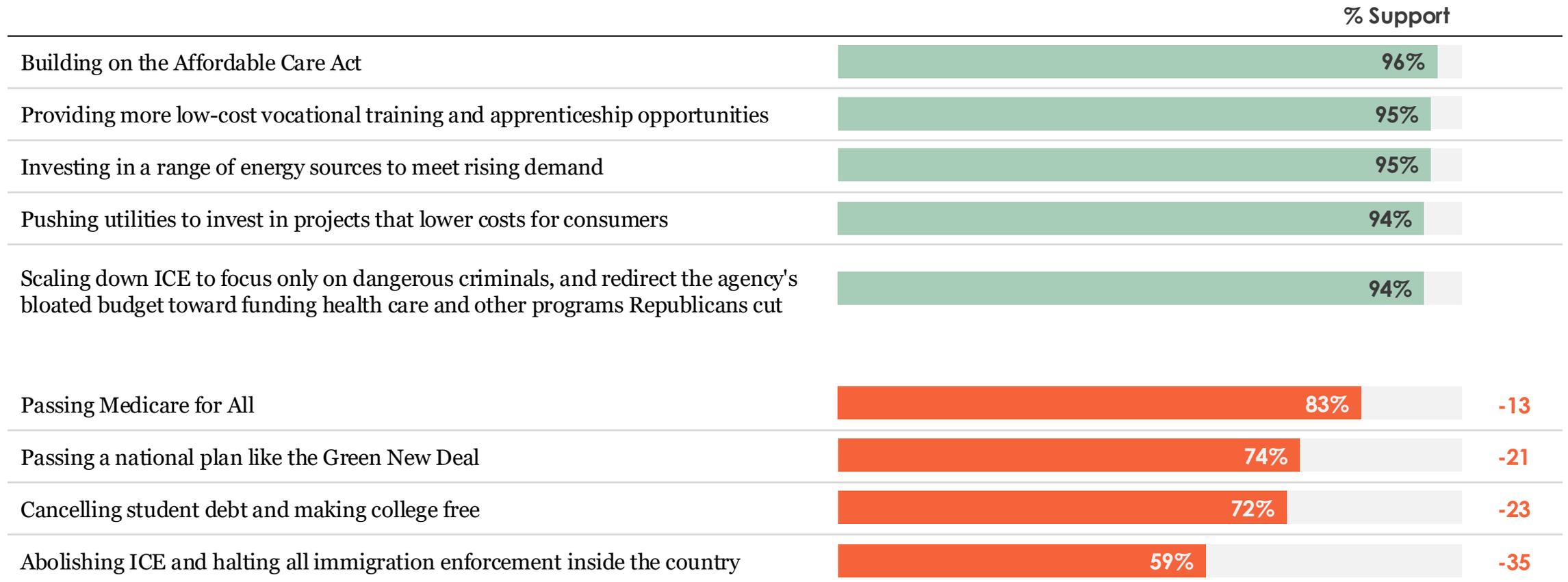
Daily Posters:



Never Posters:



Support for a Candidate with These Proposals



Electability vs. Purity

Would you prefer...

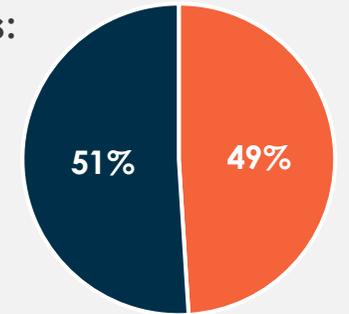


Voting for **someone who can win** the general election against a Republican.

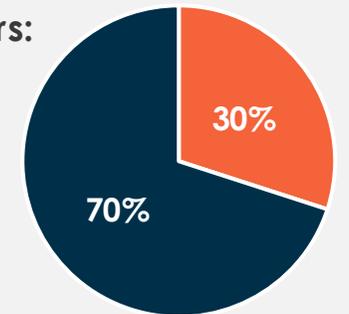
Voting for someone who stands by their **progressive values**, even if it could make them **less electable**.

	Socialist	Progressive	Liberal	Moderate	Conservative
Electability	37%	49%	69%	65%	52%
Purity	63%	51%	31%	35%	48%

Daily Posters:



Never Posters:





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