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Democrats' Path to Victory: Winning Moderate Voters



Third Way,

Winning a Supermajority of Moderates is Democrats' Path to the White House

Since 1980, Democrats have only managed to win a single presidential election when they did not have over 60% of moderate voter support nationwide. In 2020, self-identified moderate voters broke for Joe Biden 62%-36% over Donald Trump, and Biden won a supermajority of moderate voters in the battleground states that he flipped from red to blue. In 2024, Kamala Harris failed to win that same supermajority of moderate voters and lost all seven of the battleground states. – Third Way

Democratic Presidential Share of the Moderate Vote

Year	'80	'84	'88	'92	'96	'00	'04	'08	'12	'16	'20	'24
Moderate Vote (%)	46	47	51	61	62	53	54	60	56	52	62	57

Source: Third Way, Galston & Kamarck; 2012 & 2016 CNN Exit Polls; 2024 AP VoteCast Data.



2026 Senate Candidates Need To Win Large Majorities of Moderate Voters

From just over 50 percent of moderate voters in Maine (due to there being fewer conservative voters) to 75 percent of moderates in Iowa, Democrats must win healthy majorities of moderate voters across the board to take back ground in the U.S. Senate in 2026.

Democratic Senate Candidates Must Win Large Majorities of Moderate Voters In 2026

	Dem Moderate Support Threshold
Georgia	63%
Iowa	75%
Maine	50%
Michigan	60%
Minnesota	55%
New Hampshire	61%
North Carolina	64%
Ohio	72%
Texas	61%

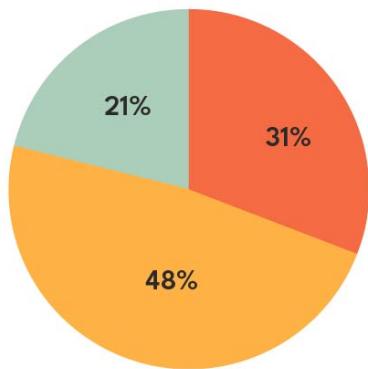
Source: Analysis of 2024 AP VoteCast Data.

Frontline Districts are Overwhelmingly Ideologically Moderate and Conservative and Require Mainstream Candidates that can Appeal to a Large Tent of Voters

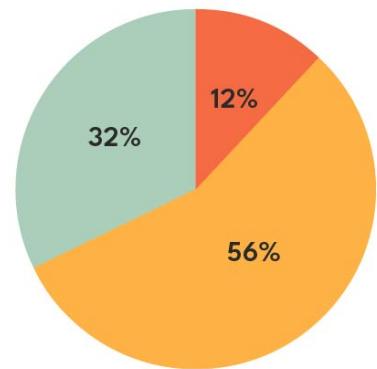
Across Frontline districts, ideological moderates and conservatives combined make up nearly 80% of the electorate—outnumbering liberal voters 4-to-1 —while safe Dem districts, held by Our Revolution candidates, contain a disproportionate number of ideologically liberal voters. – [Third Way](#)



Frontline Districts



Our Revolution Districts



■ Liberal ■ Moderate ■ Conservative

Source: Analysis of Catalist active voter data & Ideology Plus Model.