

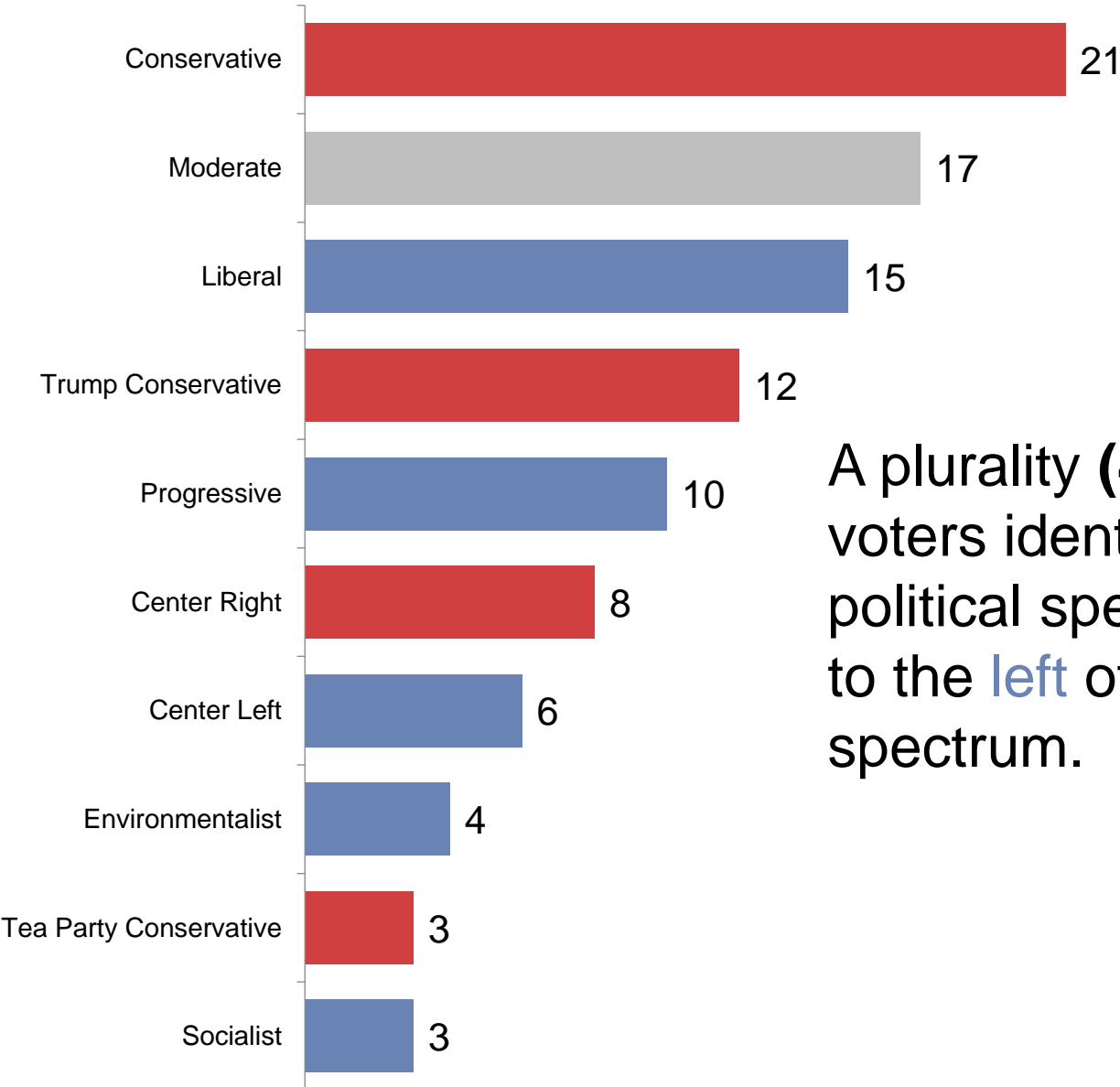
TargetPoint

Contrasting Coalitions within the
American Political Parties

POLITICAL LANDSCAPE

1. While their votes might not always reflect it, most voters nationwide identify in the Right of the political spectrum.
2. Despite the narrative around the fracturing of the Republican party post the Donald Trump Presidency, the left has their own contrasting coalitions and vulnerabilities.
3. The moderate wing of the Democratic party *looks* different demographically than more extreme groups of the party, such as socialists or progressives.
4. It is important we focus research and political strategy tailored to exploiting the vulnerable differences among these coalitions heading into the next election cycle

America Remains a Right of Center Country



A plurality (**45%**) of nationwide voters identify to the **right** of the political spectrum. **38%** identify to the **left** of the political spectrum.

Left Wing Political Ideologies – More Different than Alike

Socialist (3%)

- Youngest of all left ideologies, most are under 35
- Lower incomes
- Single
- Committed Democrats, but less committed to Joe Biden

Center-Left (6%)

- Higher incomes
- Much less diverse
- High turnout at polls
- Low turnout at church services
- Favorable Disposed to Romney and Biden

Environmentalist (4%)

- Not ideologically grounded
- Most likely group to identify as Independent
- Single
- Least Educated

Liberal (15%)

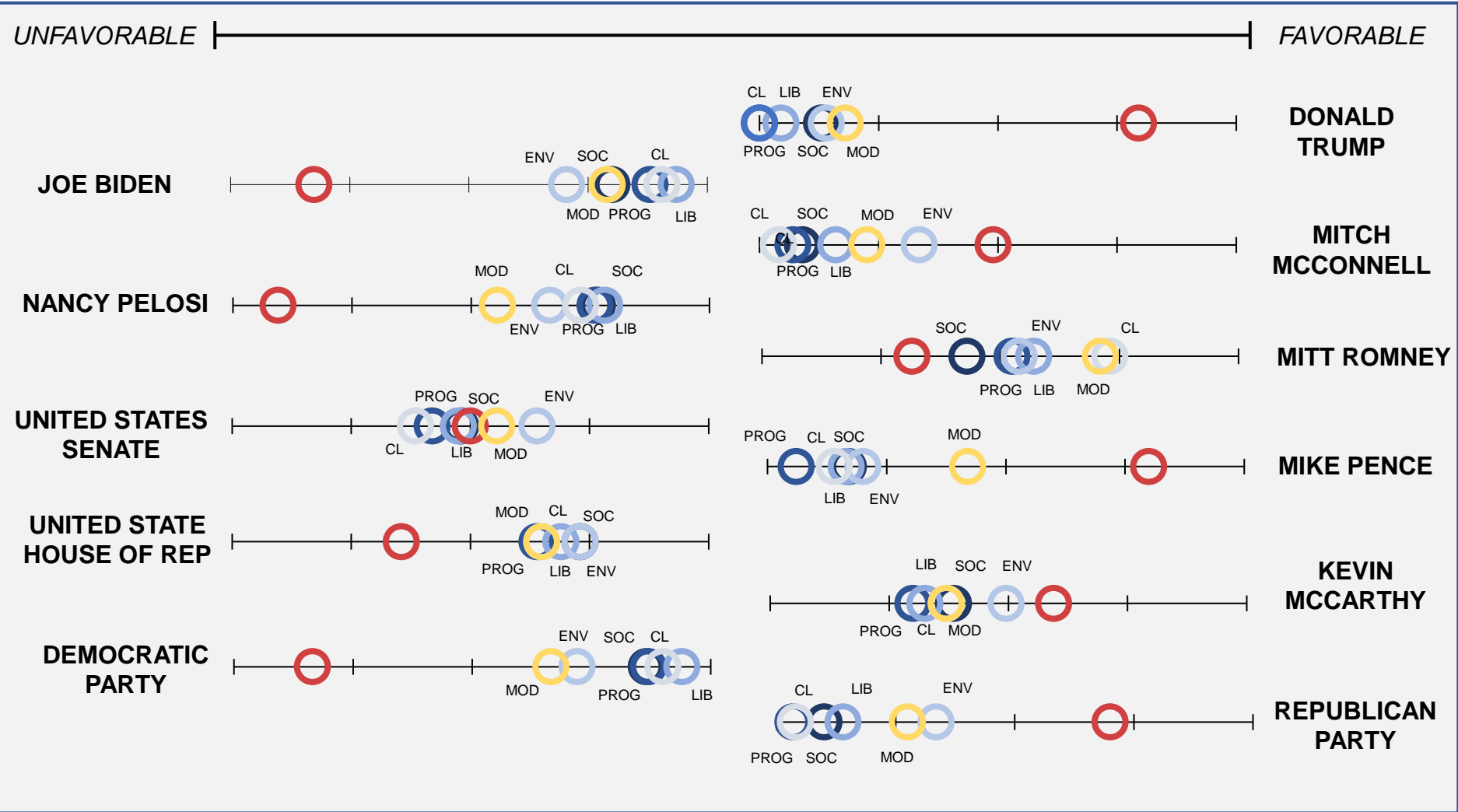
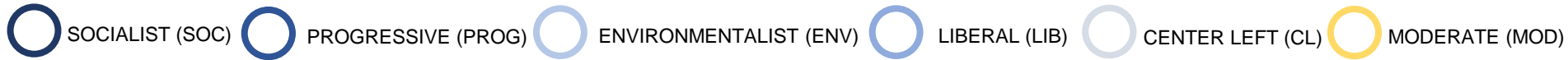
- Oldest ideology, most 45 and older
- Better than 2:1 female
- Highest favorability of Democratic Party and Nancy Pelosi
- Most Diverse

Progressive (10%)

- Most educated
- Strongest Biden voting bloc
- Low Church Attendance
- Strongest in Condemnation of Trump

Differing Favorabilities Among Left Ideologies

By looking at net favorability (favorable – unfavorable) of political figures and institutions, we can see that different ideologies within the Democratic Party have different views. For example, Environmentalist, Socialist, and Progressives have a less favorable view of the Democratic Party and Joe Biden than Center-Left and Liberals do.



DEMOCRATIC PARTY FRACTURES

*Democrats' Big Tent Helped Them Win.
Now It Threatens Biden's Agenda.*

POLITICO Playbook: Cracks in the Democratic coalition

By RYAN LIZZA | 02/21/2021 12:05 PM EST

Democrats' blend of progressives and moderates put Joe Biden in power, but the party is hardly united on an agenda

By ASTEAD W. HERNDON
THE NEW YORK TIMES | FEB 21, 2021 AT 1:24 PM



AOC Says "We Need New Leadership In The Democratic Party" — She's Absolutely Right

LYDIA WANG
LAST UPDATED DECEMBER 16, 2020, 2:07 PM

THE FRIDAY COVER

Elissa Slotkin Braces for a Democratic Civil War

Victorious but chastened, the moderate from Michigan thinks her party has something to learn from—yes—Donald Trump.



Democrats' post-election 'family meeting' descends into chaos

BY SCOTT WONG AND MIKE LILLIS - 11/05/20 04:55 PM EST

The Democrats' Civil War Over the Filibuster Has Barely Begun

By Eric Levitz [@EricLevitz](#)

The messy battle within the Democratic party's big, ever-expanding tent

Moira Donegan