

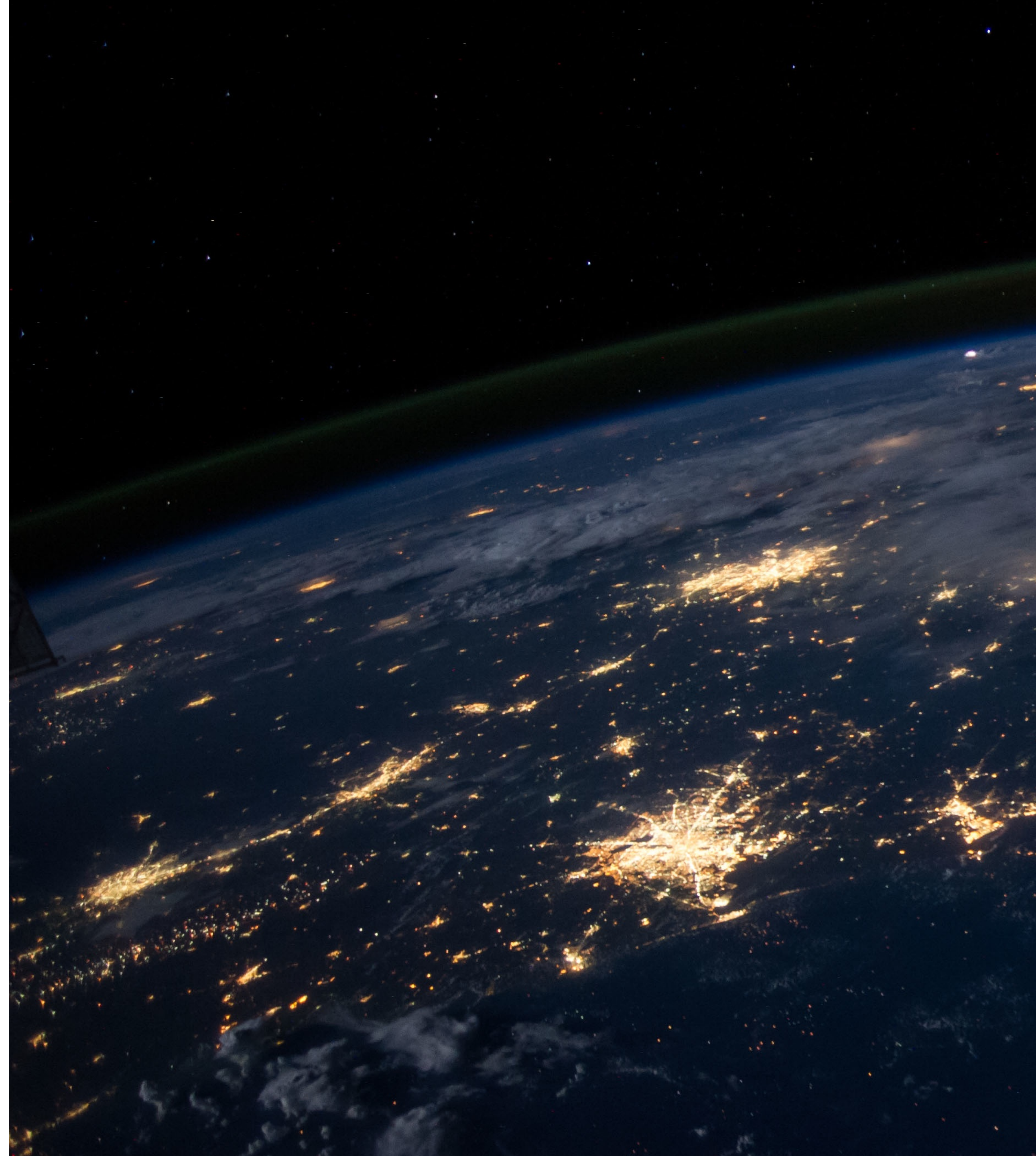


# **What if the U.S. Were a Multi-Party Democracy?**

Verified Voter Omnibus Survey

N=1,002 National Registered Voters

October 21 - October 25, 2019










# Background & Methodology

- Primary season means heightened discussion of intra-party divides. We decided to take things a step further, testing a hypothetical scenario where America's two party system instead became a multi-party system similar to Western Europe. Which party would garner the most support and where would existing partisans flow?
- Respondents were offered the choice of five major parties: **a nationalist-right party**, **a traditional-right party**, **a culturally liberal and globalist party**, **a center-left party based on working class interests**, and **a far-left Green/socialist party**.
- Using a voter file-matched online panel, we surveyed n=1,002 registered voters across the country from October 21 to October 25, 2019, asking: ***“Suppose the Democratic and Republican Parties were replaced by a new set of political parties. Which of these parties would you be most likely to support? A party that would...”*** Respondents were then shown descriptions of the various parties' platforms, without party names or potential leaders.






# What if the U.S. Were a Multi-Party Democracy?

Respondents were read a description of 5 new political parties (but not their names or party leaders) and asked which they would support. A pro-worker, economically-left party earned the most support, followed by a traditionally conservative party.

PARTY	LEADER	SUPPORT	DESCRIPTION
NATIONALIST		19%	Stop illegal immigration, put America First, stand up to political correctness, and end unfair trade deals
CONSERVATIVE		21%	Defend the American system of free enterprise, promote traditional family values, and ensure a strong military
ACELA		12%	Advance social progress including women's rights and LGBTQ rights, work with other countries through free trade and diplomacy, cut the deficit, and reform capitalism with sensible regulation
LABOR		28%	Put the middle class first, pass universal health insurance, strengthen labor unions, and raise taxes on the wealthy to support programs for those less well off
GREEN		10%	Pass a Green New Deal to build a carbon-free economy with jobs for all, break up big corporations, end systemic inequality, and promote social and economic justice

# Party Profiles in a Multi-Party America

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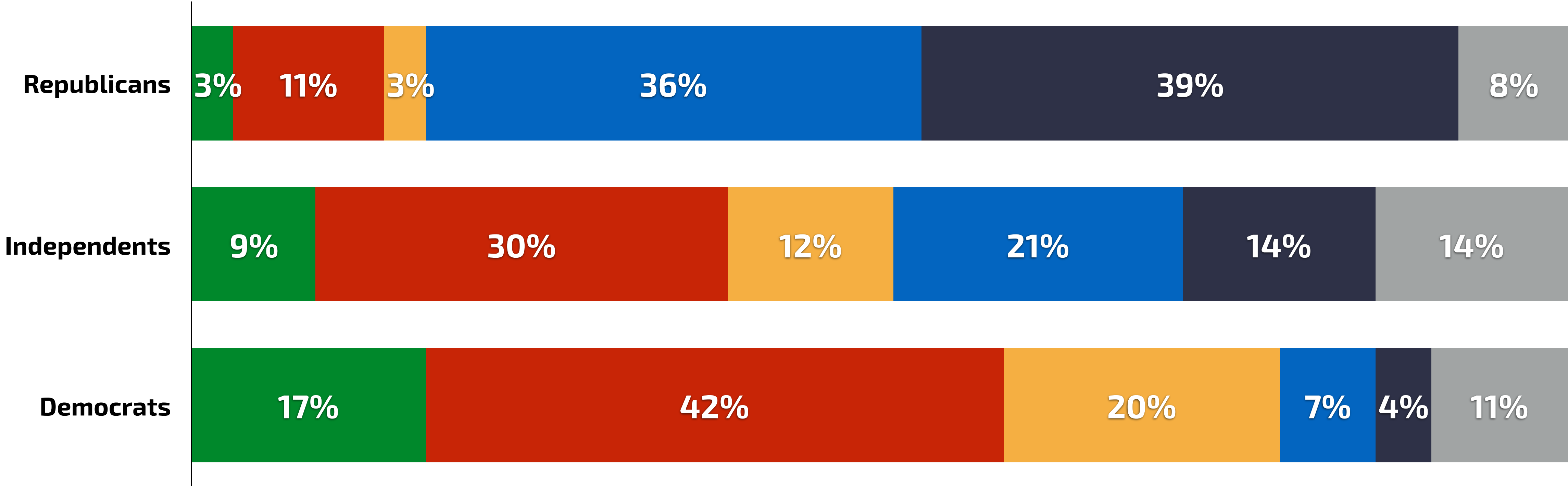
PARTY	LEADER	SUPPORT	PROFILE
<b>NATIONALIST</b>		<b>19%</b>	The Trump Republican Party: Anti-Illegal immigration & political correctness, assert American national identity
<b>CONSERVATIVE</b>		<b>21%</b>	The Pre-Trump Republican Party: Pro-Free Enterprise, socially conservative, strong on defense
<b>ACELA</b>		<b>12%</b>	The Acela Corridor's idea of centrism: Socially liberal, globalist, fiscally responsible
<b>LABOR</b>		<b>28%</b>	A "hard-hat" version of today's Democratic Party, focused on bread-and-butter economic issues, not cultural issues.
<b>GREEN</b>		<b>10%</b>	The political home of the Squad, pushing for a Green New Deal and socialist policies

# Demographics



# Republicans Split Down the Middle While Labor Dominates Democrats

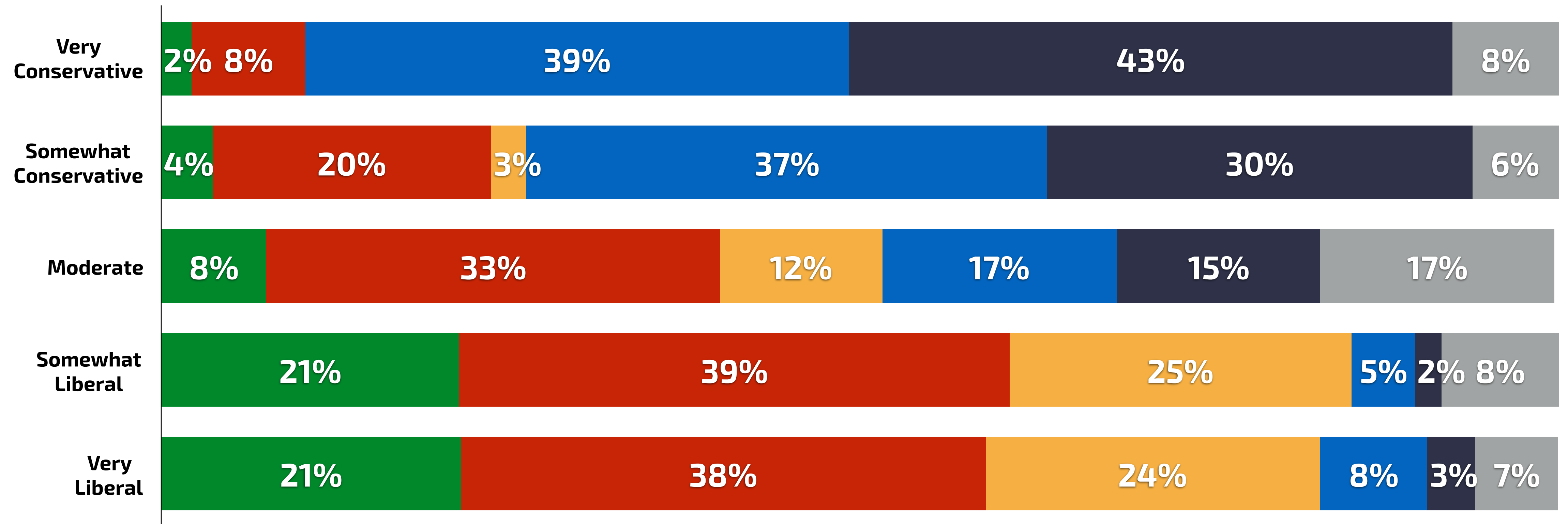
Acela Party has no special appeal to Independents, coming in fourth





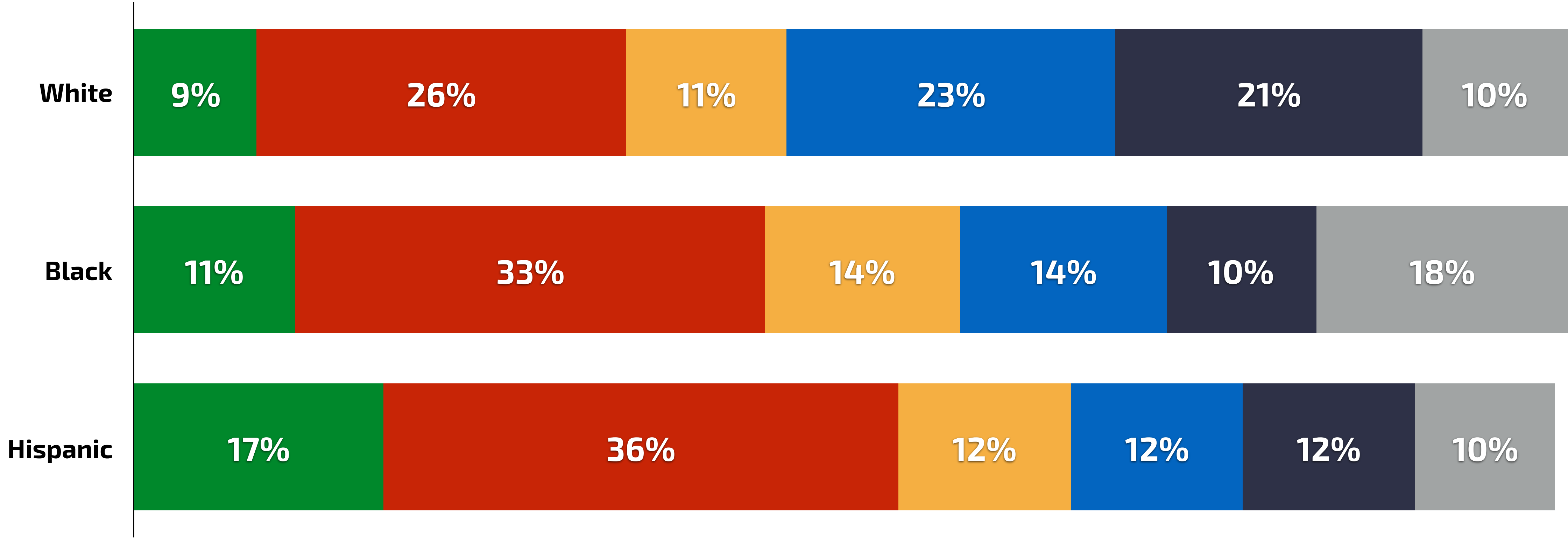
# Acela Party Appeals Primarily to Liberals

A Labor Party would have crossover appeal to moderates & some conservatives



# New Parties Could Upend Racial Voting Patterns

Right-of-center parties would get 24% of the African American vote

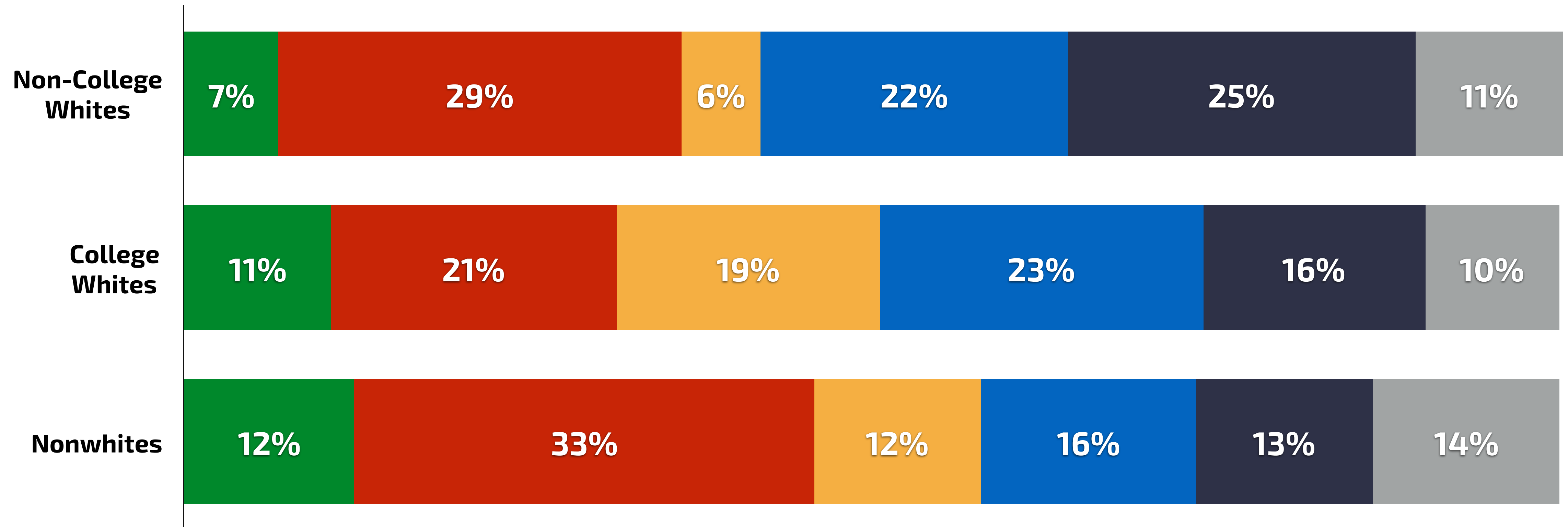


Green Labor Acela Conservative Nationalist Unsure



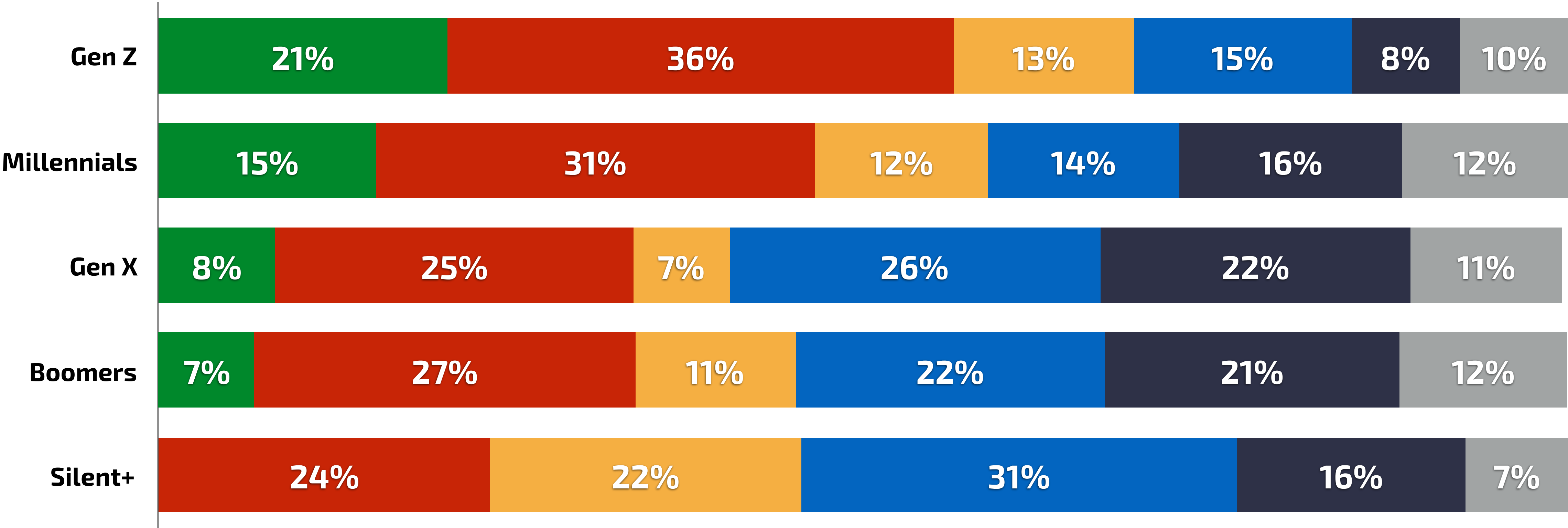
# Acela Party Mainly Attracts College Whites

A Nationalist Party is strongest with non-college whites and Labor with non-whites



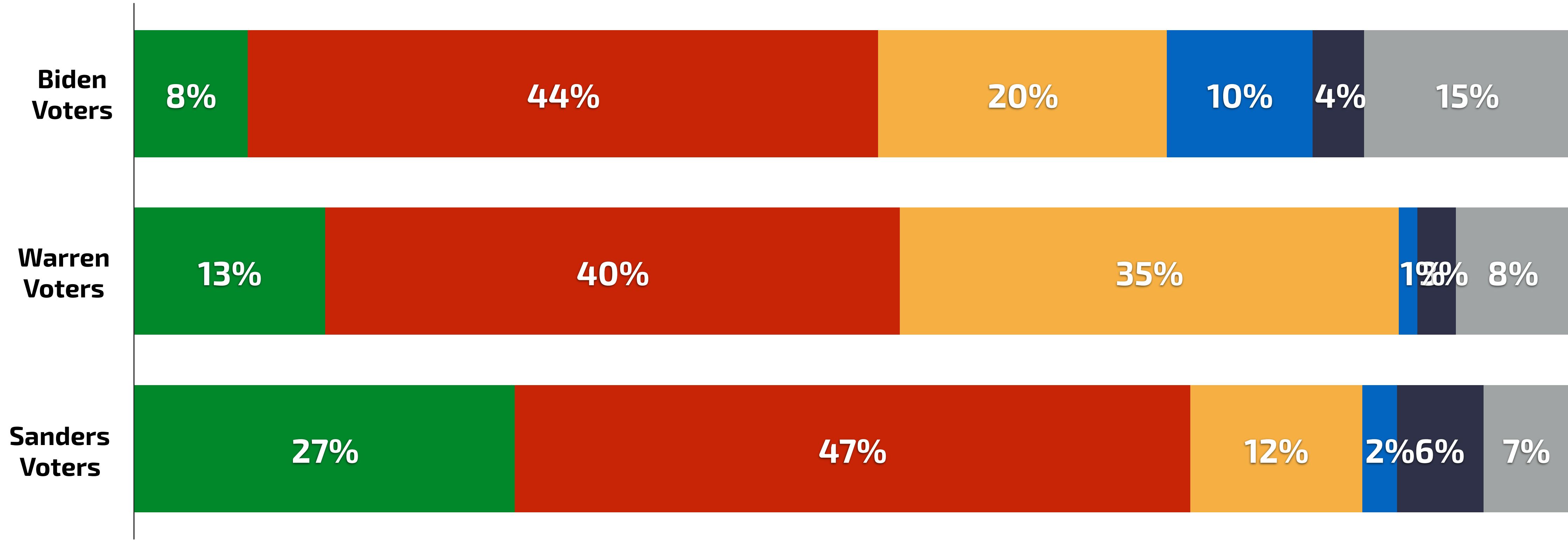
# Greens Are Uniquely Strong with Younger Voters

The political right would be strongest with Gen X voters



# Warrenites Drawn to Acela's Upscale Cultural Liberalism

While Sanders voters would uniquely consider a far-left party

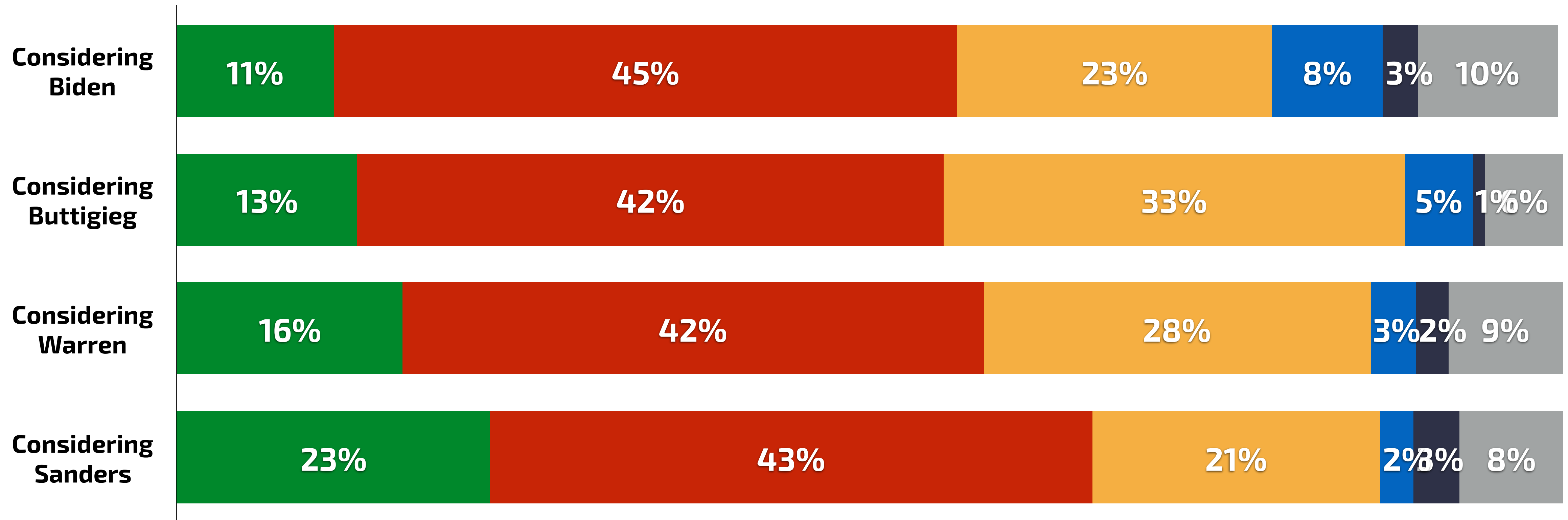


Green Labor Acela Conservative Nationalist Unsure



# Profile of Warren Supporters Closest to Buttigieg's

Democrats Considering Biden Most Likely to Reject the Far Left

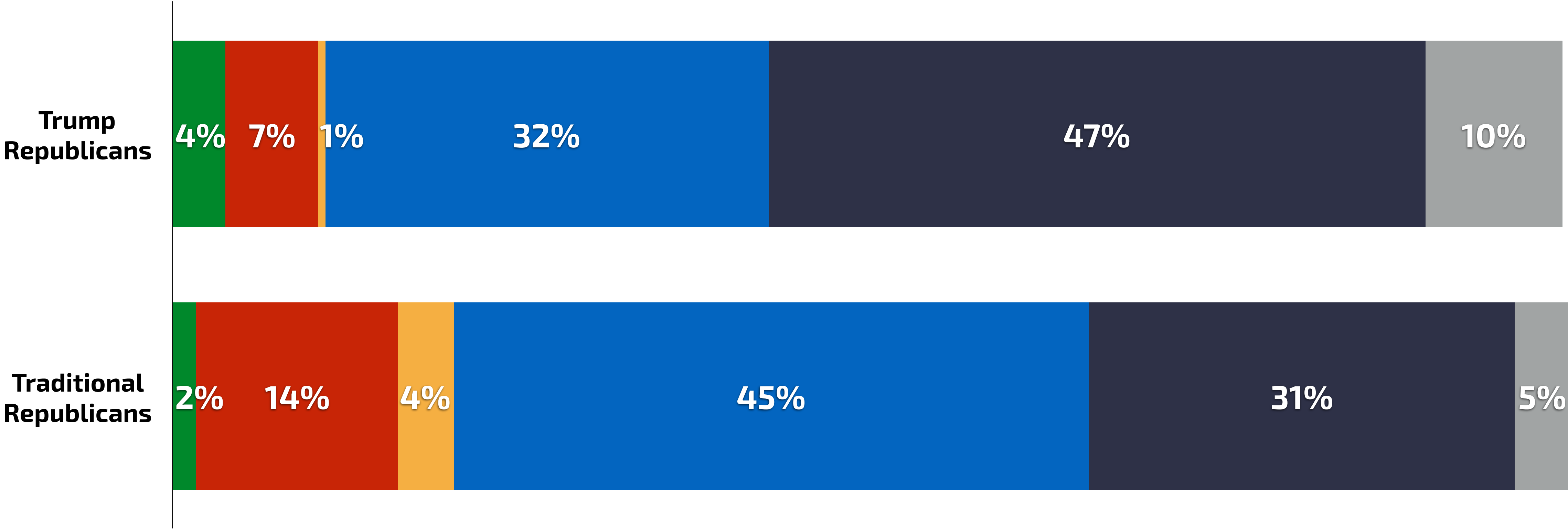


# Takeaways for the Democratic Primary

- While **Elizabeth Warren** is appealing to **Bernie Sanders** voters with plans to break up big corporations, Warren and Sanders voters are actually quite different in the kind of political movement they would join, mapping to differences in their respective demographic bases of support.
- Warren voters are far more comfortable with a party based on cultural liberalism and globalism, as are college whites from where she draws her support. This makes **Pete Buttigieg** a bigger potential threat, as his college-educated base overlaps with Warren's.
- Sanders voters want to blow up the system with a far-left party, whose support comes primarily from Millennial and Gen Z voters.
- **A Labor Party based on working-class interests is the strongest possible version of the current Democratic Party**, winning 28% vs. 12% for the Acela Party and 10% for the Greens. **Joe Biden** and Sanders supporters identify most strongly with the political brand this party would represent.

# Trump Drives the Choice on the Right

Nationalist Party mirrors the Trump agenda



Green Labor Acela Conservative Nationalist Unsure





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