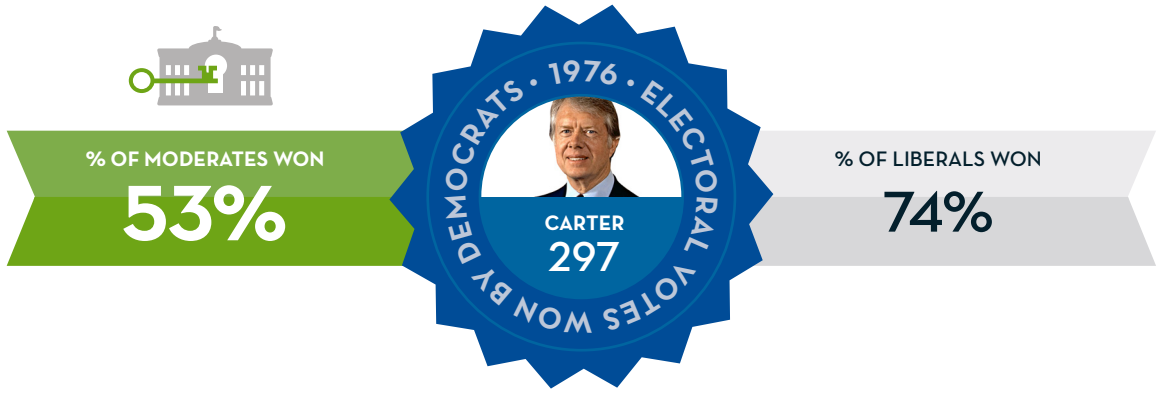
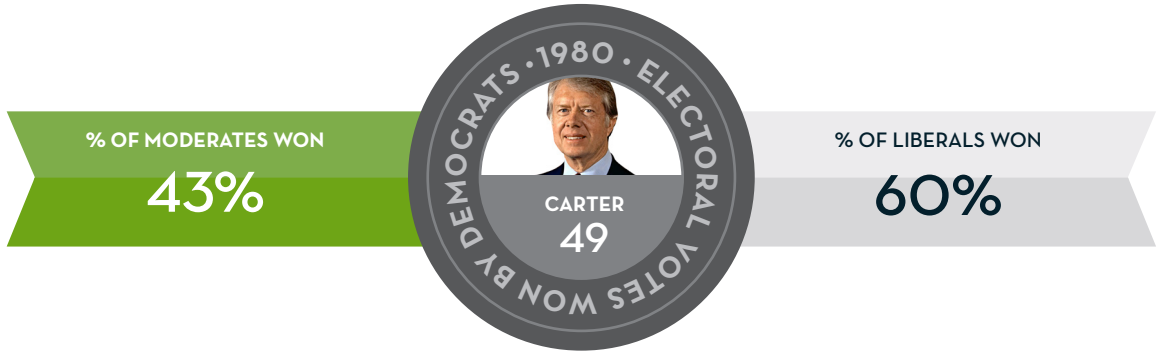
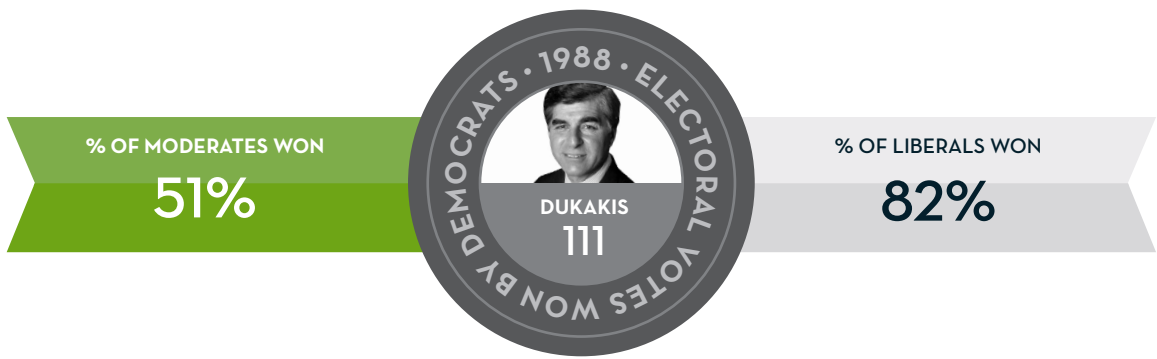


# MODERATES HOLD THE KEYS

## Dems need 60% to win the White House



To win in the electoral college, a Democratic Presidential candidate needs to dominate among moderate voters. A simple majority isn't enough—Democrats generally need 60% to declare victory. The only Democrat to nab the White House without hitting that mark was Carter in 1976, but he pulled over 30% of conservatives, a level no Democratic candidate has even approached in the years since.