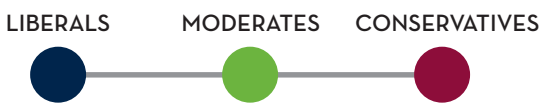
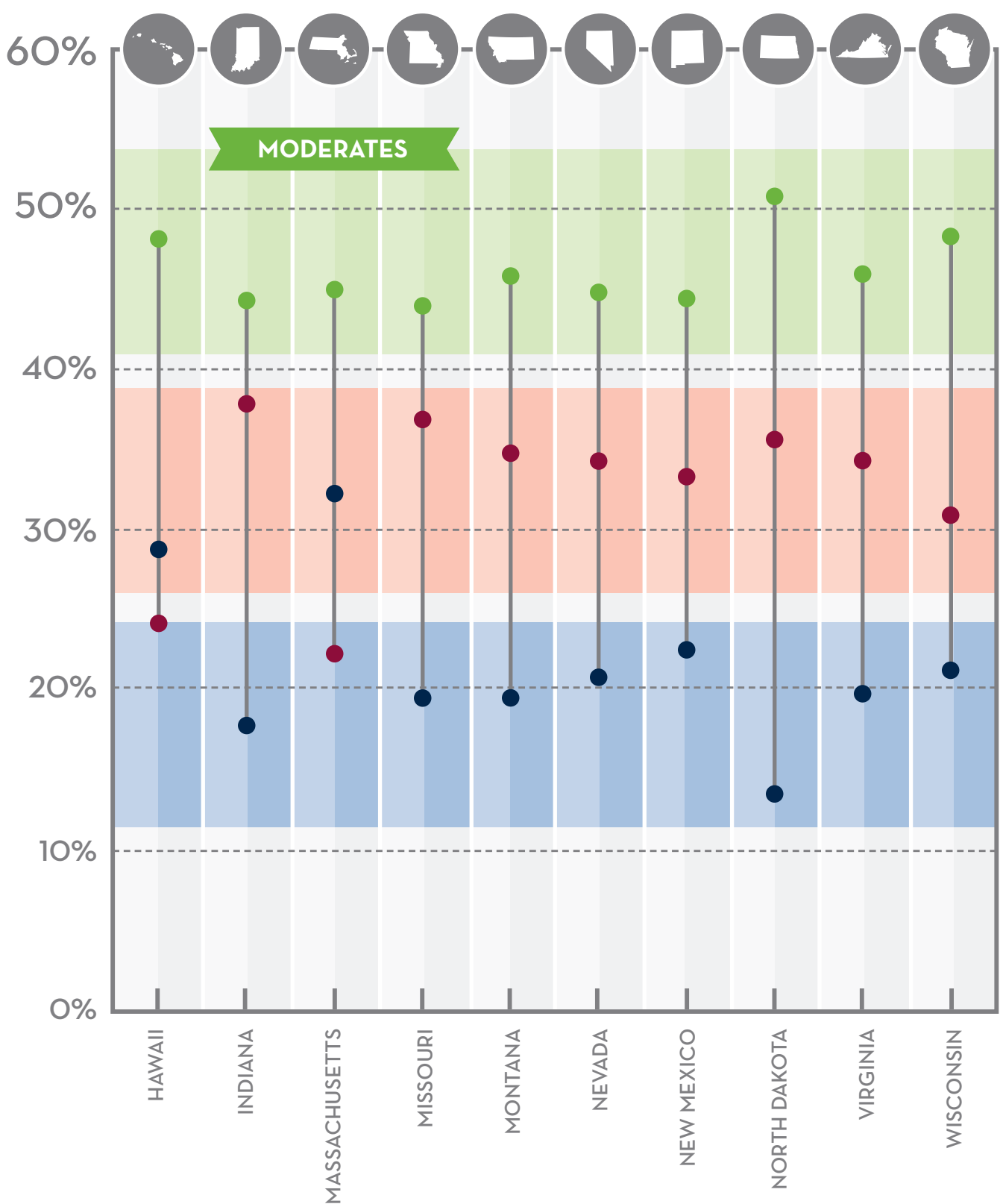


# MODERATES RULE

## The Middle Determines Who Controls the Senate



IDEOLOGY OF ELECTORATE IN SENATE BATTLEGROUND STATES



In every single 2012 Senate battleground state, moderates make up the biggest chunk of voters. In 8 of 10, conservatives outnumber liberals substantially, making moderate voters even more important to Democrats. Without winning moderates by a significant margin, most Senate Democratic candidates can't measure out a path to victory.