

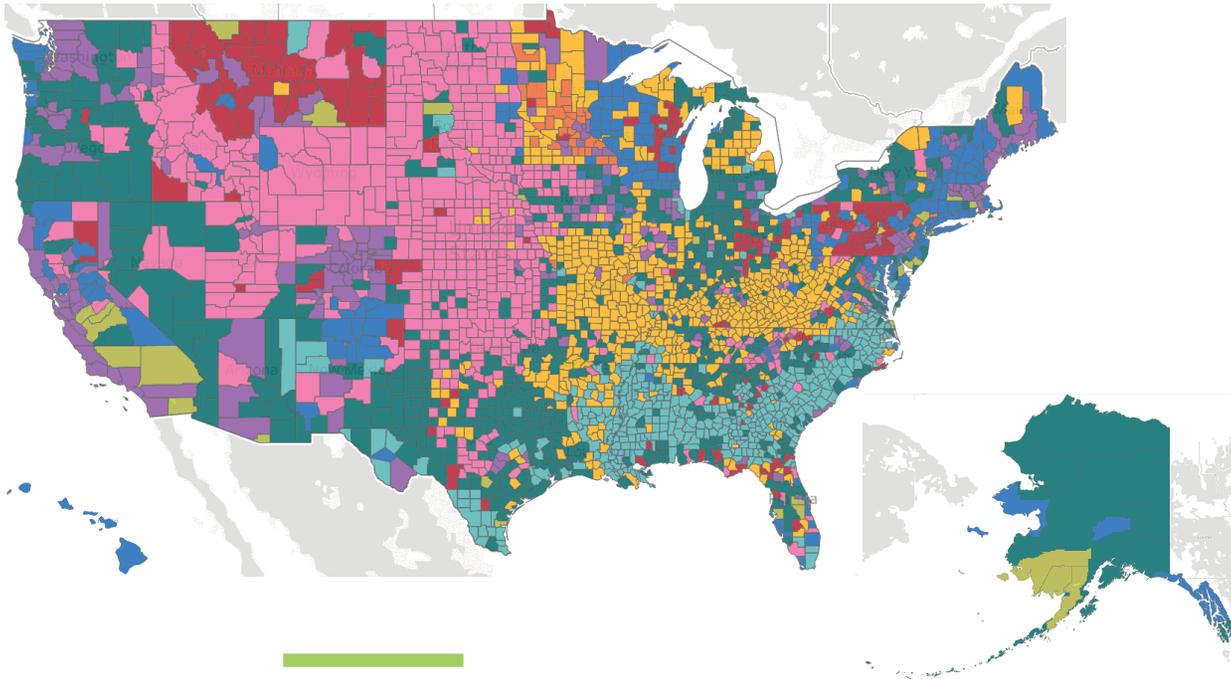
# Catalist Peoria Project 2.0

The Peoria Project is a new approach to listening, understanding, and messaging to audiences with 21st Century tools. Instead of the old dichotomy of red vs. blue, we have developed a new paradigm: a nuanced spectrum of values and attitudes that inform political beliefs. Deeper understanding can guide more impactful messaging that can effectively build our traditional coalition and identify areas of opportunity for growth consistent with our values.

## Peoria Values

The Peoria Project 1.0 study explored issues such as social trust, authoritarianism, capitalism, and globalization. In advance of the 2020 cycle, Catalist expanded the project by including new questions about **religious tolerance** and respondents' beliefs about their **personal efficacy**, which is to say, their ability to change their economic and social outcomes by their own actions. These additions further refine the picture of the American electorate. The Peoria Clusters are recommended for digital targeting and messaging, but can also be used for targeting and messaging in traditional media, mail, canvassing, and research.

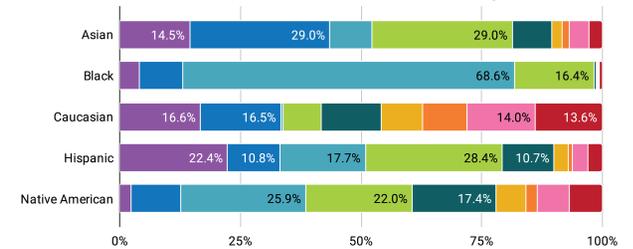
### Most Common Peoria Cluster in each County



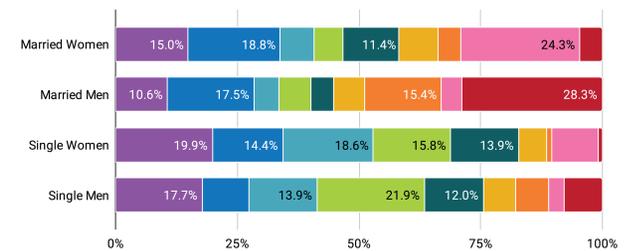
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During the 2020 cycle, we included new questions about religious tolerance and personal efficacy, conducted our own digital testing, and collected survey data on the pandemic's impact

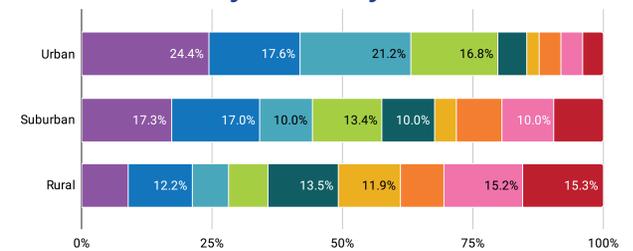
### Peoria Cluster Distribution by Race



### Gender & Marital Status



### Urbanity/Density Cluster



- Super Seculars
- Nostalgic Traditionalists
- Civic Faithful
- Merit and Market
- Family and Future
- Concerned Conservatives
- Struggling Skeptics
- Proud Providers
- Disheartened but Determined

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## Primary Media Sources

## Voting Behavior & Modeled Support 2016-2020

Cluster	Percentage	Description	Primary Media Sources	2016	2020
<b>Super Seculars</b>	17.0%	Progressive and open to other cultures and religions, but do not feel a connection to their values and the rural way of life. Anti-authoritarian. More concerned about paying for education than retirement.  Nearly half are under age 35.	New York Times, CNN, Washington Post		
<b>Civic Faithful</b>	14.8%	Trust social institutions, including the media, but not Wall Street. More likely to volunteer and engage in their community. Many union households. More concerned about paying for retirement than education.  Majority are over 65.	CNN, MSNBC, New York Times		
<b>Family &amp; Future</b>	10.7%	Optimistic that the world will be better for future generations, but do not trust that institutions help. Regularly attend religious services. Concerned about fate of traditional family.  Majority are between 35-65.	CNN, Fox, MSNBC		
<b>Struggling Skeptics</b>	11.5%	Independent and suspicious of institutions like political parties and Wall Street, this group is young and economically sensitive.  Majority are under 35.	BuzzFeed, CNN, New York Times		
<b>Disheartened but Determined</b>	13.6%	Pessimistic about their economic future, but resolved to persevere, these individualists are suspicious of politics. Little partisan alignment. Low trust in social institutions, including the media and Wall Street.  Majority are under 50.	Fox, BuzzFeed, CNN		
<b>Nostalgic Traditionalists</b>	6.2%	Believe in an established order of government, religion, and family, and threatened by a changing society. Many union households. Hostile to Wall Street and immigration.  Majority are over 50.	Fox, CNN, MSNBC		
<b>Merit &amp; Market</b>	7.6%	Free market fiscal conservatives who have fewer cultural ties to the right than other conservative clusters: less hostile to LGBTQ rights and more suspicious of NRA than other right clusters.  Majority are between 35-64.	Fox, CNN, NPR		
<b>Concerned Conservatives</b>	9.8%	Primarily, but not exclusively, women; worried about the fate of the traditional family and the influence of university education. Opposed to abortion and hostile to immigration.  Majority are over 50.	Fox, CNN, Washington Post		
<b>Proud Providers</b>	8.9%	Primarily, but not exclusively, men; believe in capitalism and are strongly opposed to abortion rights and to changes in traditional role of men in the family. True Trump believers.  Majority are over 50.	Fox, Breitbart, Drudge Report		