

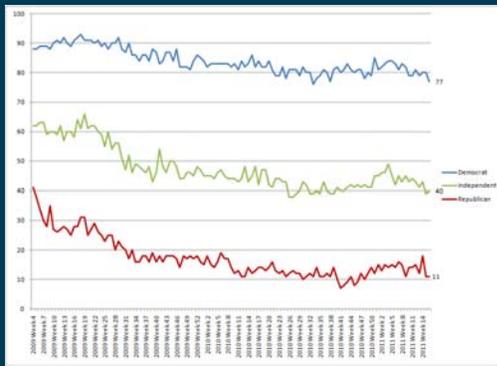
Independent Voters Provide the Margin of Victory

2006 - Independent Voters Swung 17 points for Democrats

2008 - Independent Voters Gave Obama an 8-point edge

2010 - Independent Voters Swung 18 points for GOP

Obama's approval among independent voters as well as Democrats and Republicans since reaching office



Explaining Independent Voters

Why do you think of yourself as an independent? Major Reason (%)

Both parties care more about special interests than average Americans	64
I agree with Reps on some issues, Dems on others	58
I don't trust either political party	53
Politics isn't that important to me	19

Pew Research Center August 25-September 6, 2010. Based on independent registered voters. Figures may not add to 100% because of rounding.

Growth of Independent Voters State by State

Iowa

Independents in 1990: 464,698
 Independents in 2010: 708,347
Increase: 52%

New Hampshire

Independents in 1990: 212,527
 Independents in 2010: 388,220
Increase: 83%

Florida

Independents in 1990: 432,926
 Independents in 2009: 2,467,566
Increase: 470%

California

Independents in 1990: 1,516,078
 Independents in 2010: 3,820,886
Increase: 152%

Independents on the Ideological Spectrum

Values index

Value	Democrats	Independents	Republicans
Scope of government	Low	Mid	High
Social safety net	Low	Mid	High
Environmentalism	Low	Mid	High
Equal opportunity	Low	Mid	High
Business attitudes	Low	Mid	High
National security	Mid	Mid	High
Gov't responsiveness	Low	Mid	High
Personal finances	Mid	Mid	High
Social conservatism	Mid	Mid	High
Religiosity	Mid	Mid	High

◆ Democrats
 ◆ Independents
 ◆ Republicans

2012 Electoral Map



Quote by George Washington

Let me now take a more comprehensive view, and warn you in the most solemn manner against the baneful effects of the spirit of party generally...

The alternate domination of one faction over another, sharpened by the spirit of revenge, natural to party dissension, which in different ages and countries has perpetrated the most horrid enormities, is itself a frightful despotism...

Quote by George Washington

...The common and continual mischiefs of the spirit of party are sufficient to make it the interest and duty of a wise people to discourage and restrain it. It serves always to distract the public councils and enfeeble the public administration. It agitates the community with ill-founded jealousies and false alarms, kindles the animosity of one part against another, foment occasionally riot and insurrection.

Quote by George Washington

...There being constant danger of excess, the effort ought to be by force of public opinion, to mitigate and assuage it. A fire not to be quenched, it demands a uniform vigilance to prevent its bursting into a flame, lest, instead of warming, it should consume.

Independent Nation

