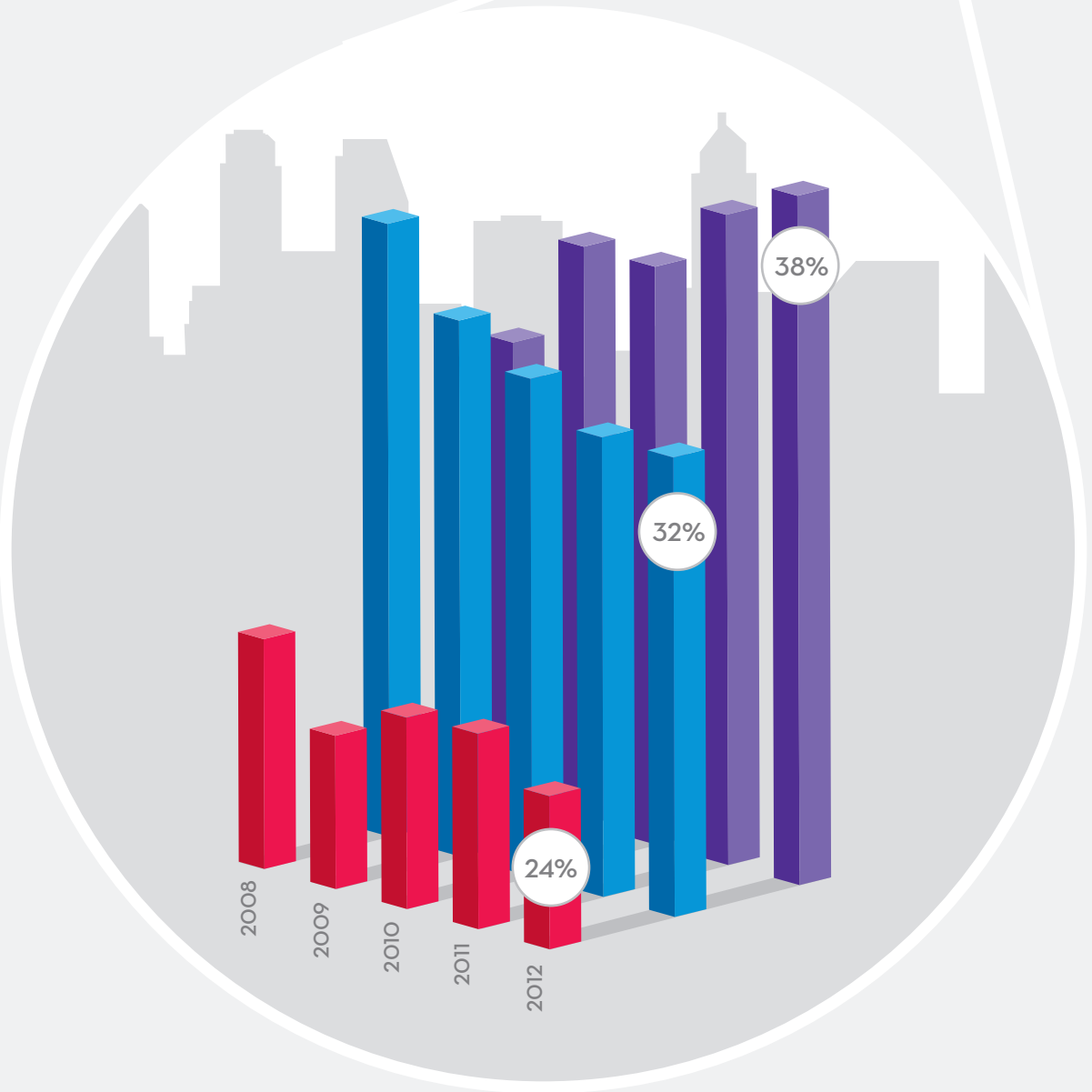
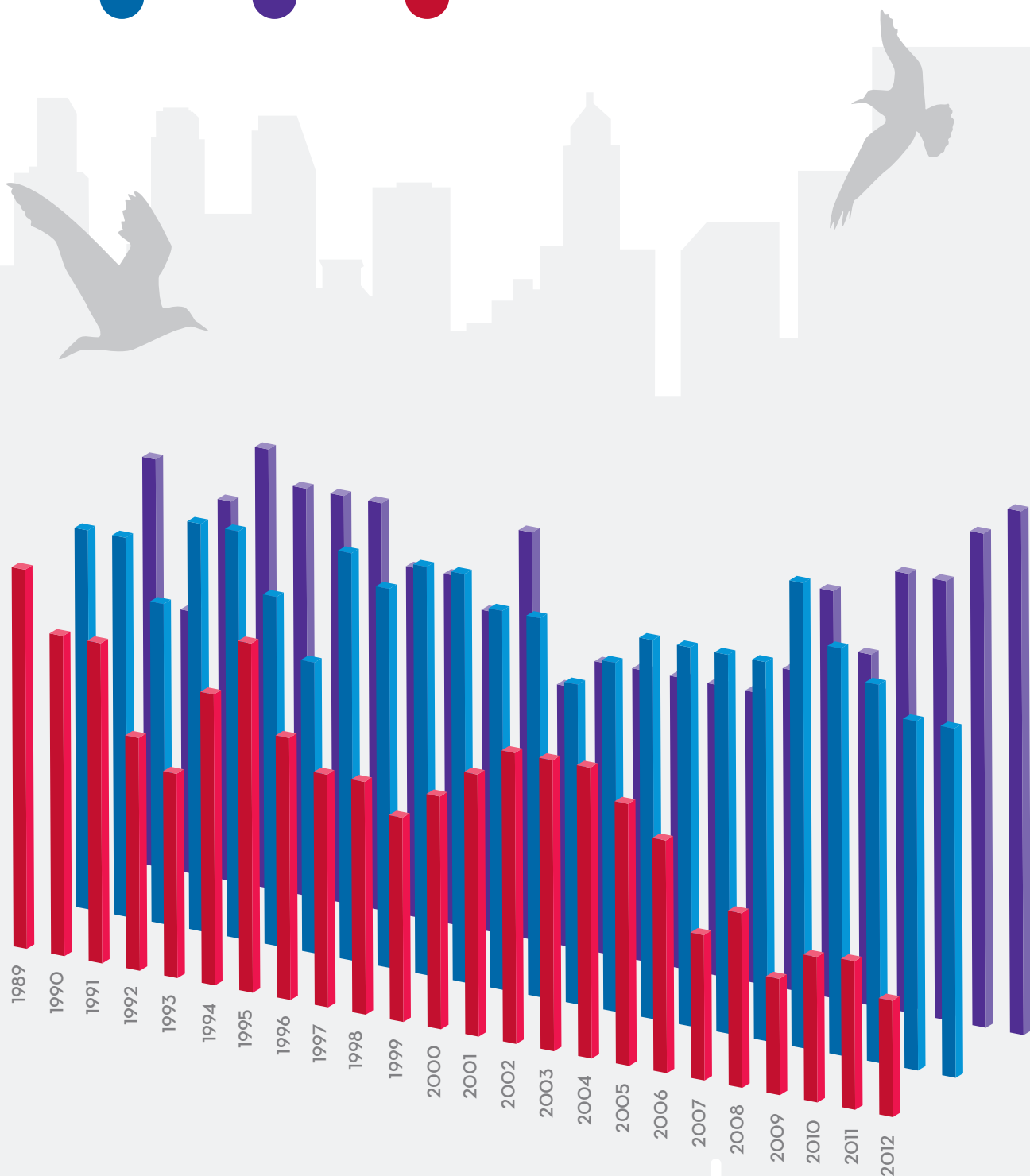


INDEPENDENTS

DOMINATE SKYLINE IN 2012

DEMOCRATS INDEPENDENTS REPUBLICANS



The architecture of the American electorate has changed since the last Presidential election. The number of people who identify as an Independent has skyrocketed, and both parties have shed members. According to Pew, 38% of the country now consider themselves Independent—surpassing previous peaks in the early 1990s. Public opinion polls and voter registration data all point to the same conclusion: the skyline this November could feature more Independent voters than we’ve seen in decades.