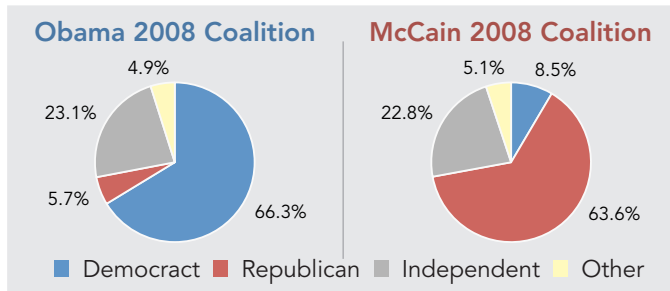


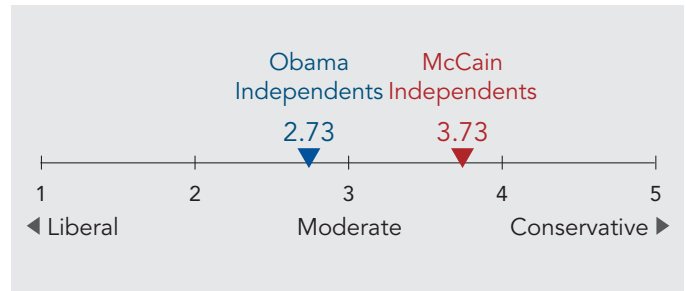
WHO ARE THE OBAMA INDEPENDENTS?

As contrasted with "McCain Independents," Obama Independents...

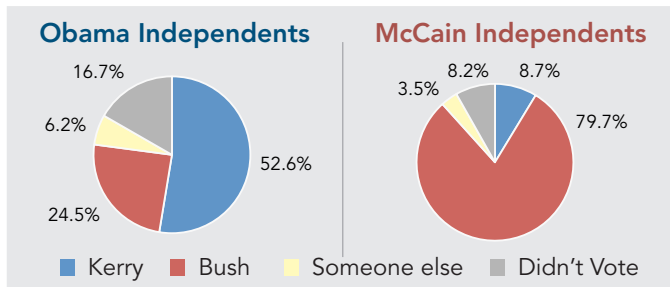
...represented 23.1% of the Obama 2008 Coalition.



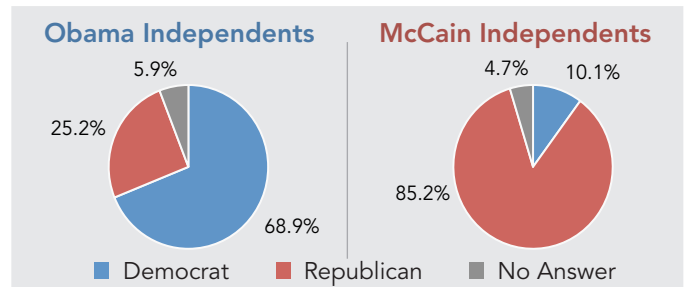
...are the most moderate segment of the electorate.



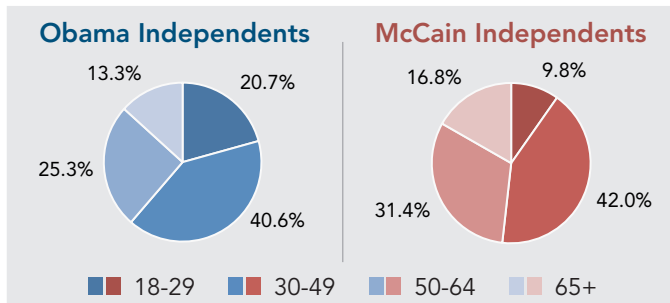
...(47.4%) were not Dem voters in 2004.



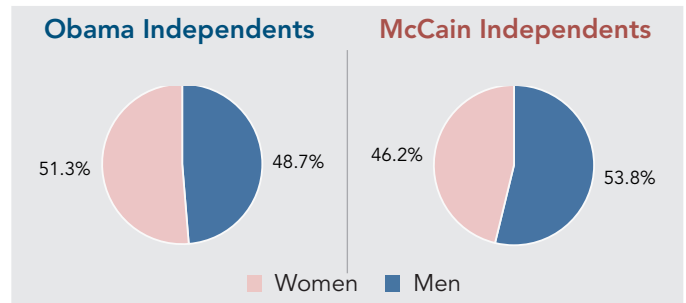
...bolted from the Dem Party in 2010.



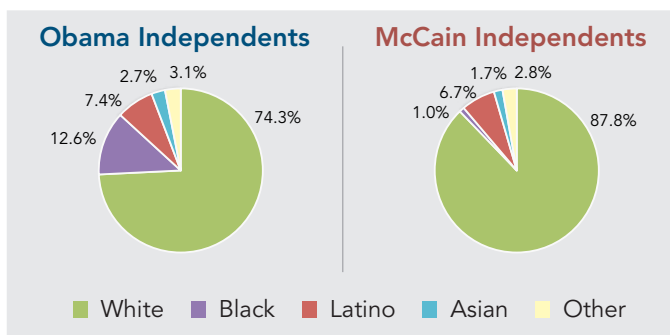
...are younger.



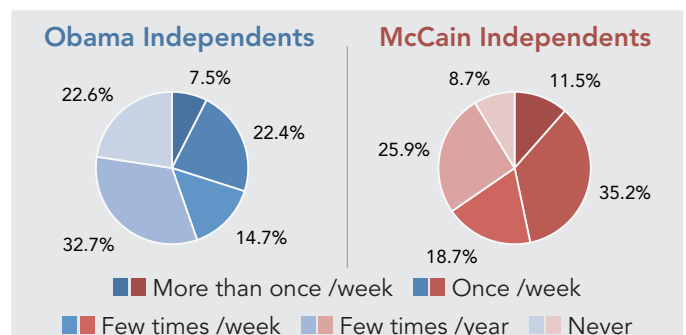
...include more women.



...are more racially diverse.



...are more secular.



From the Third Way Report "2012 Showdown: Battle for the Obama Independents" by Lanae Erickson and Michelle Diggles. Available at: <http://www.thirdway.org/publications/485>.

Free for re-use with attribution/link. Illustration by Jessica Harris.