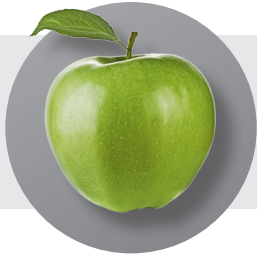
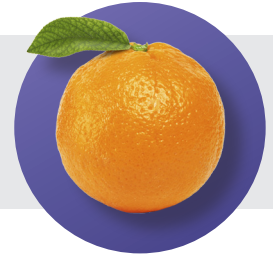


INDEPENDENTS vs. MODERATES



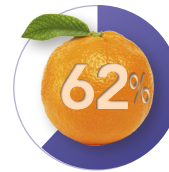
What's the Difference?



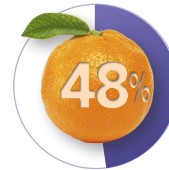
Independents and moderates are the two major groups that make up the center of the American electorate. But they are not synonymous. While they track closely in income, education, religiosity, and a belief that everyone has the power to succeed, they diverge slightly on a few other demographic and attitudinal markers. By better understanding the similarities and differences between moderate and Independent voters, policymakers and pundits can gain a better picture of where these two groups in the center overlap—and where they don't.



2008 VOTED
OBAMA



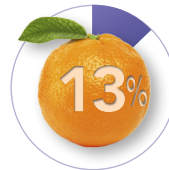
MALE
GENDER



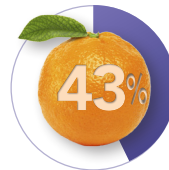
LIKE ELECTEDS WHO
COMPROMISE



AGREE WITH
TEA PARTY



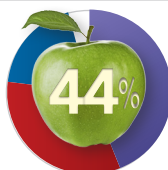
GOVERNMENT
WASTEFUL/INEFFICIENT



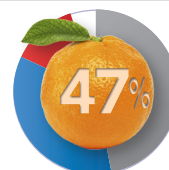
REGULATION
IS NECESSARY



**44% of INDEPENDENTS
ARE MODERATES**
33% ARE CONSERVATIVES
19% ARE LIBERALS



OVERLAP
& IDEOLOGICAL/PARTISAN
BREAKDOWN



**47% of MODERATES
ARE INDEPENDENTS**
35% ARE DEMOCRATS
13% ARE REPUBLICANS

