

The background of the slide is a blurred image of the United States flag, showing the stars and stripes in soft, out-of-focus colors.

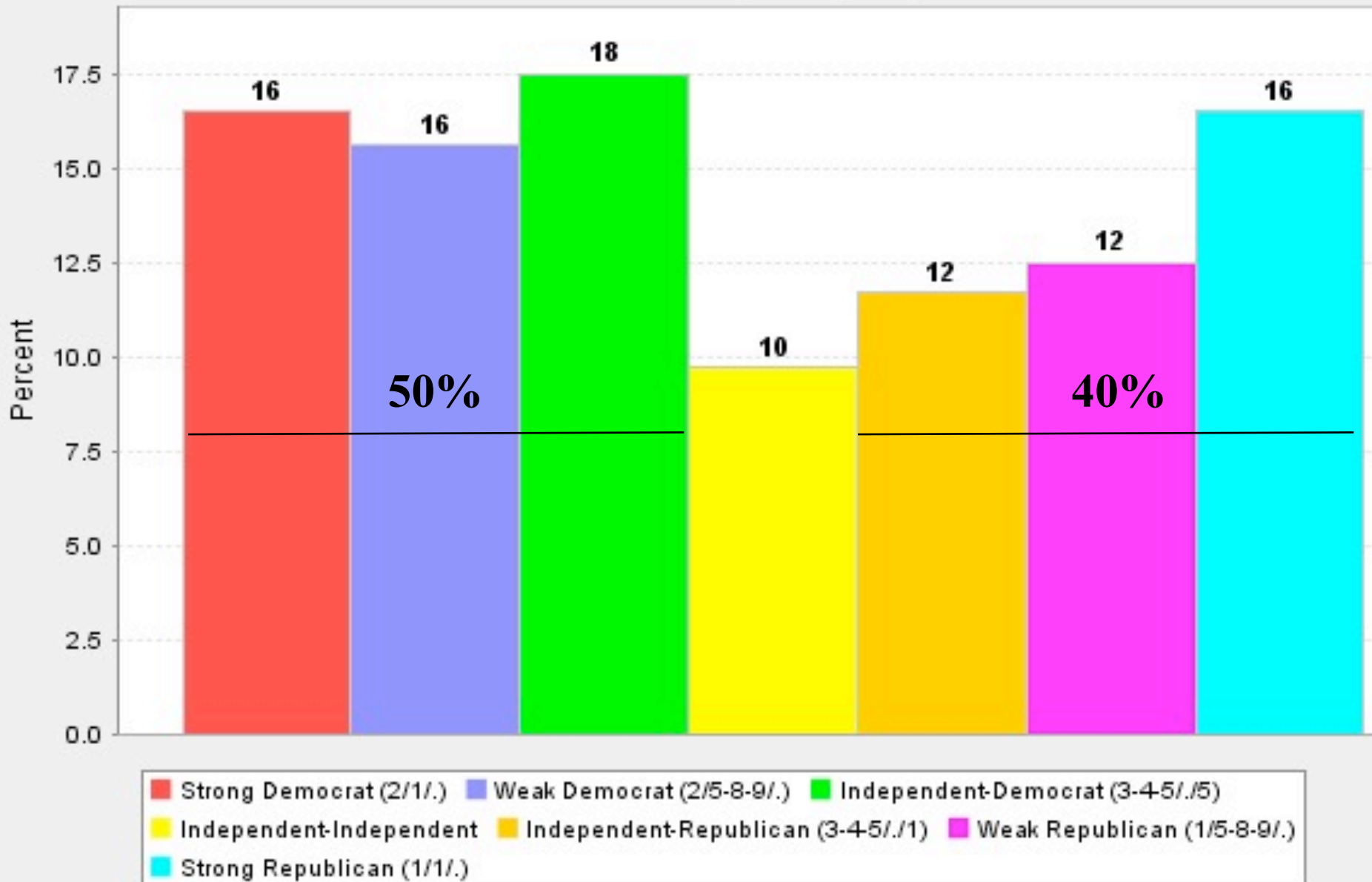
Political Party Identification

Party Identification: Ideal

- See everyone affiliated with a political party
- Want a rational voter
 - Seeks knowledge about issues/candidates
 - Becomes knowledgeable
 - Votes straight party ticket
- Independents arise only in response to failure of parties to remain relevant to people

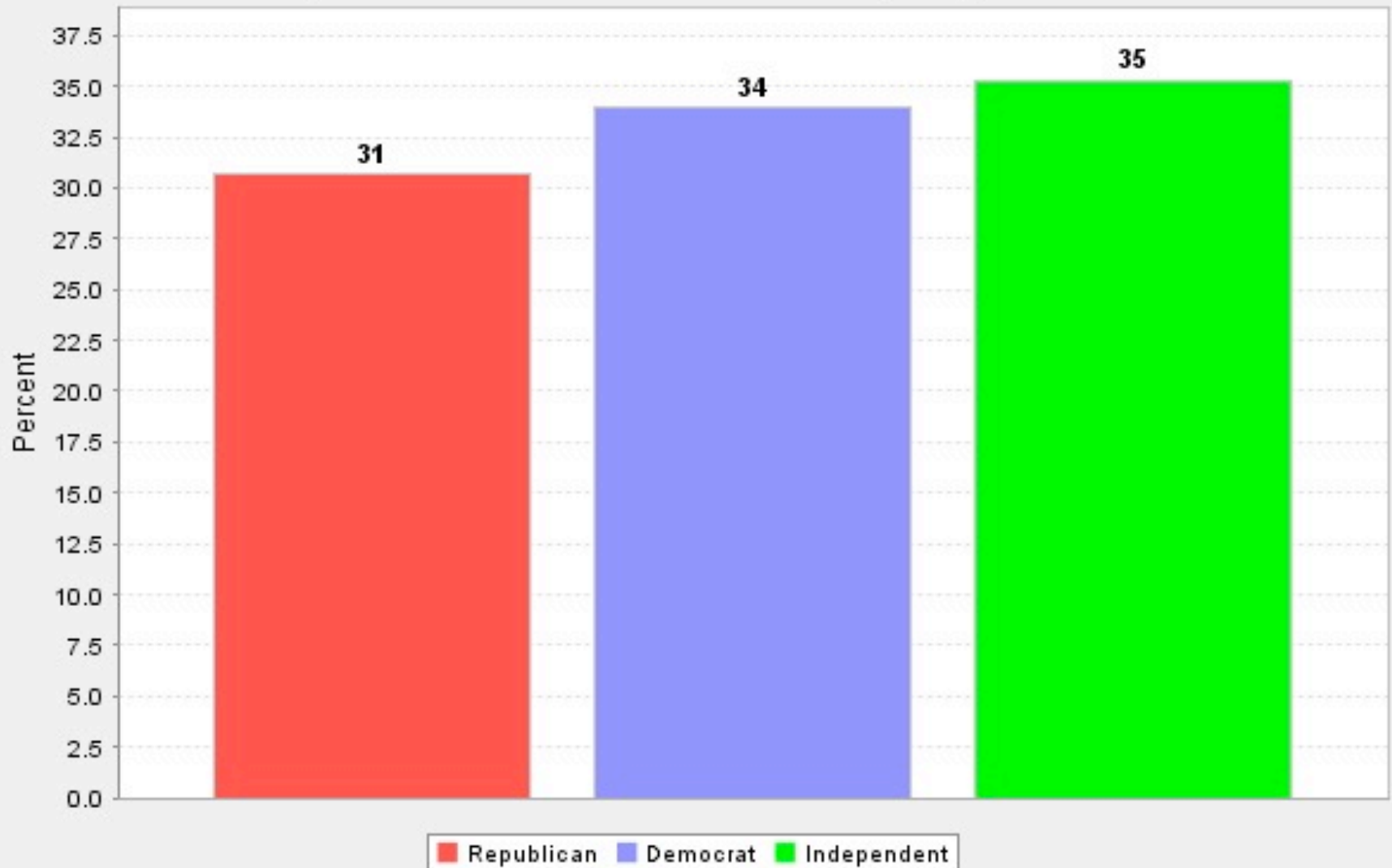
Are all adults party members (2004)

J1x. Summary: R party ID



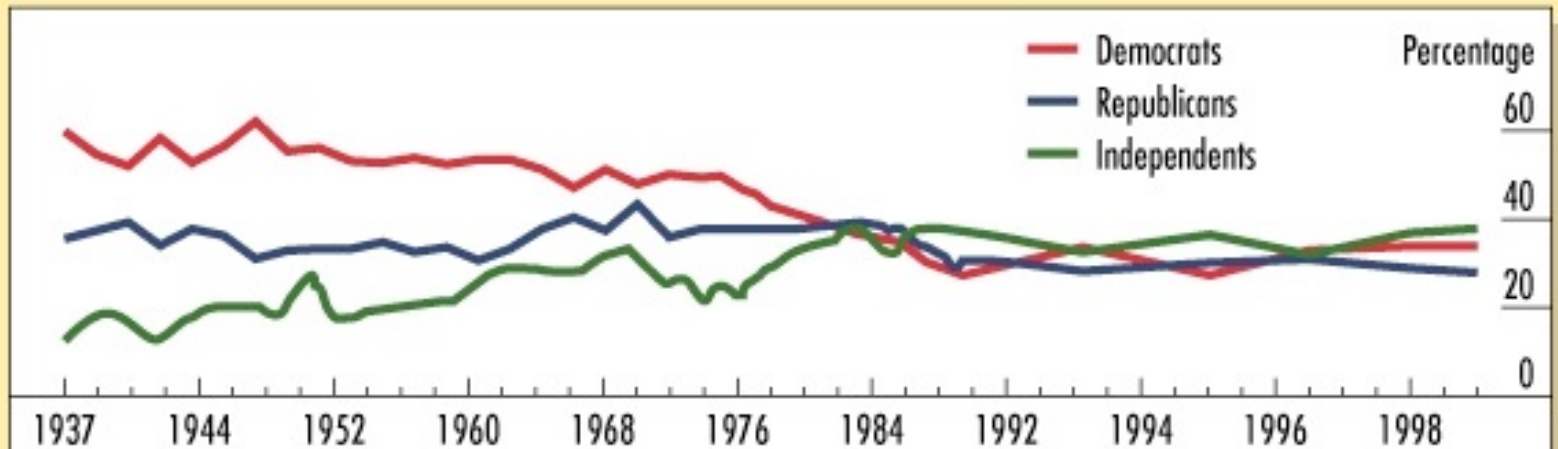
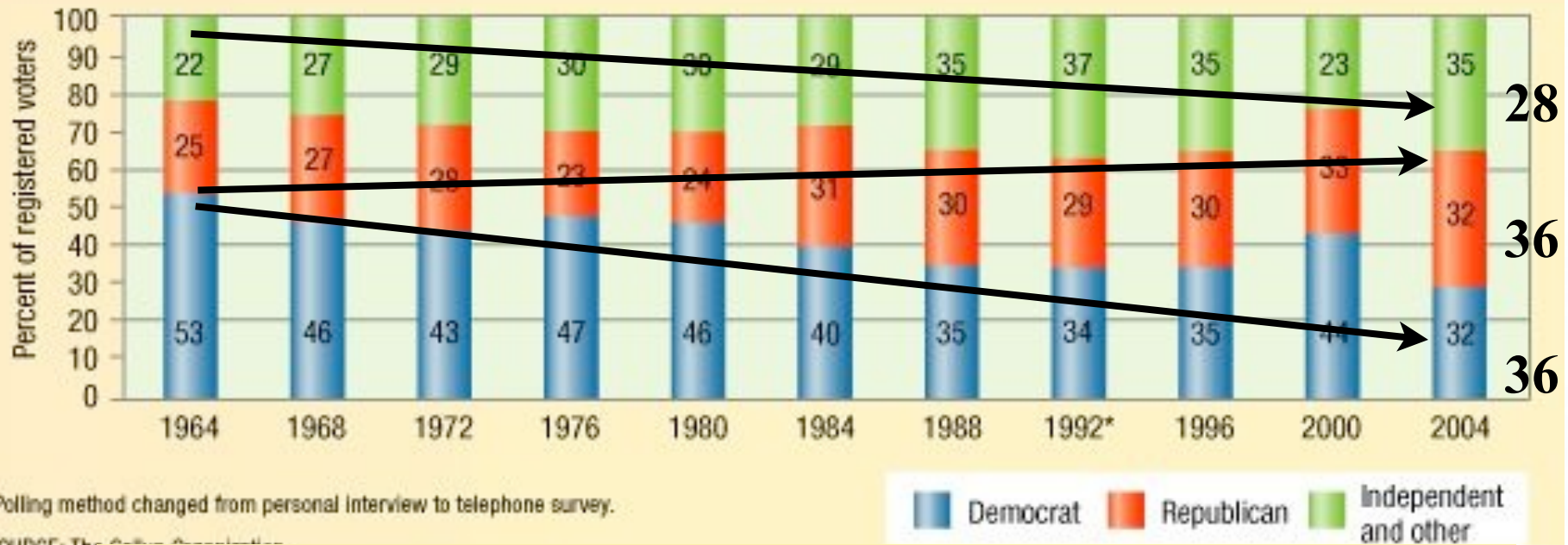
Are all adults party members (2004)?

J1. Party ID: R think of self as Dem, Rep, Ind or what

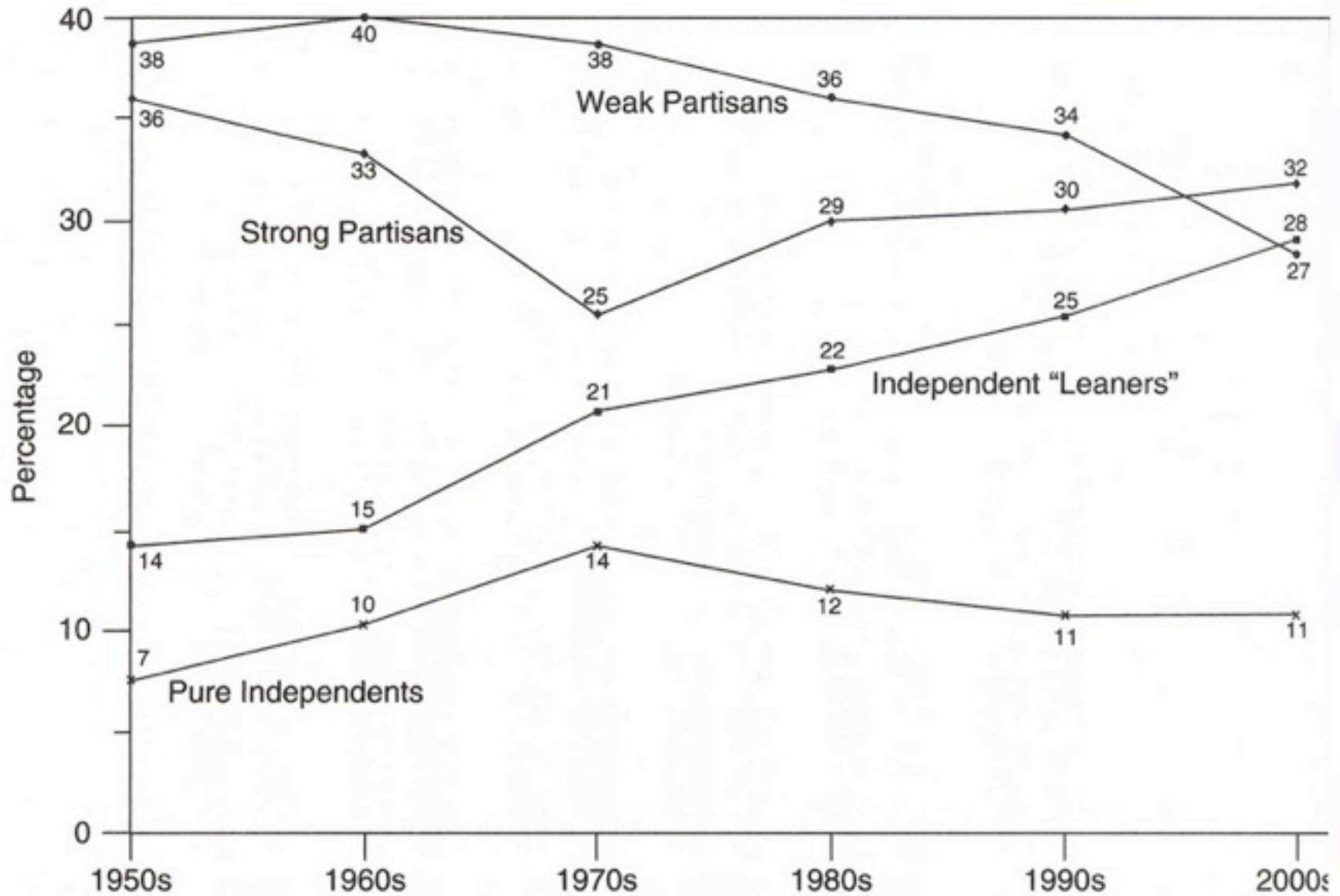


History of Party ID

Political Party Identification, 1964 -2004

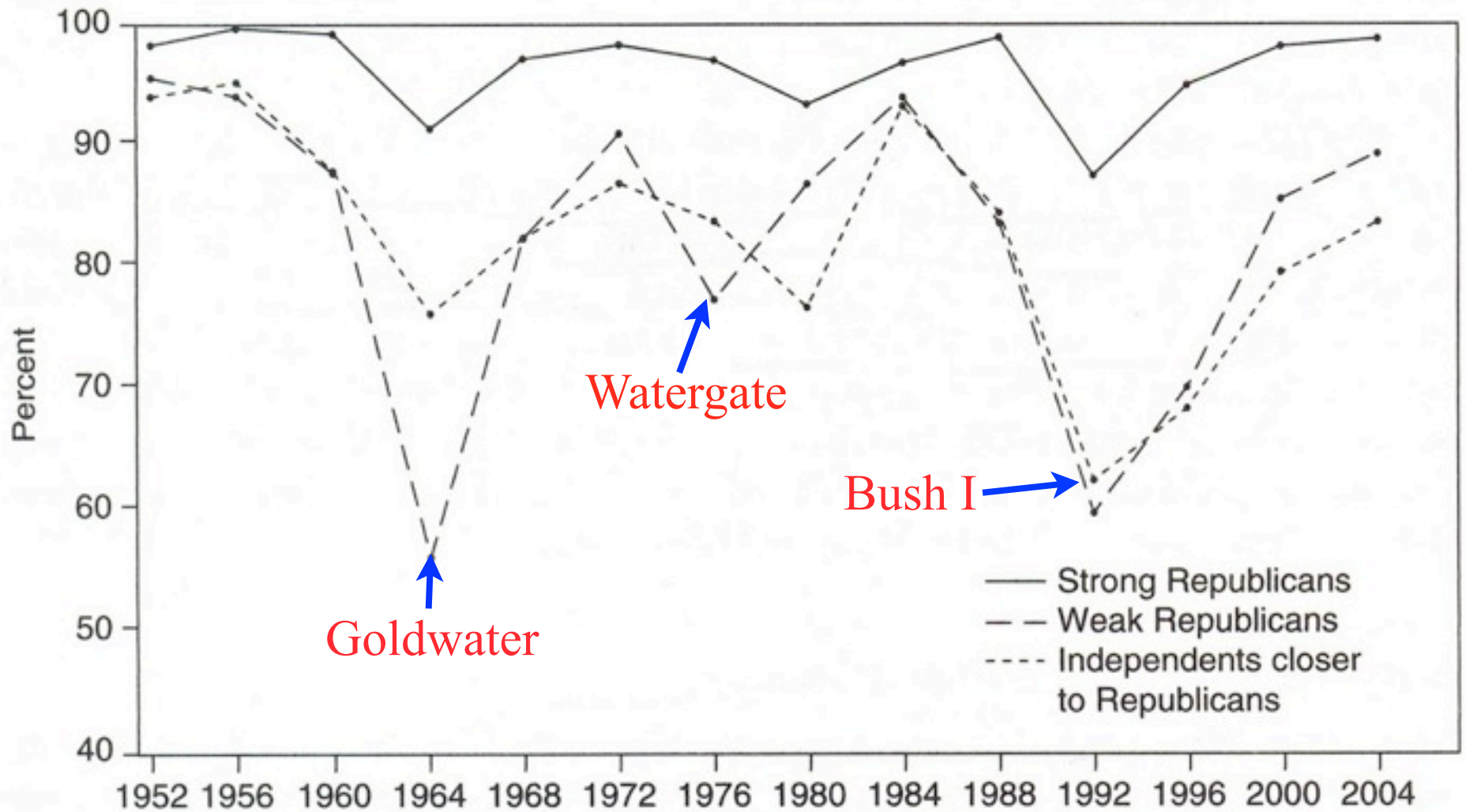


Strength of Party ID

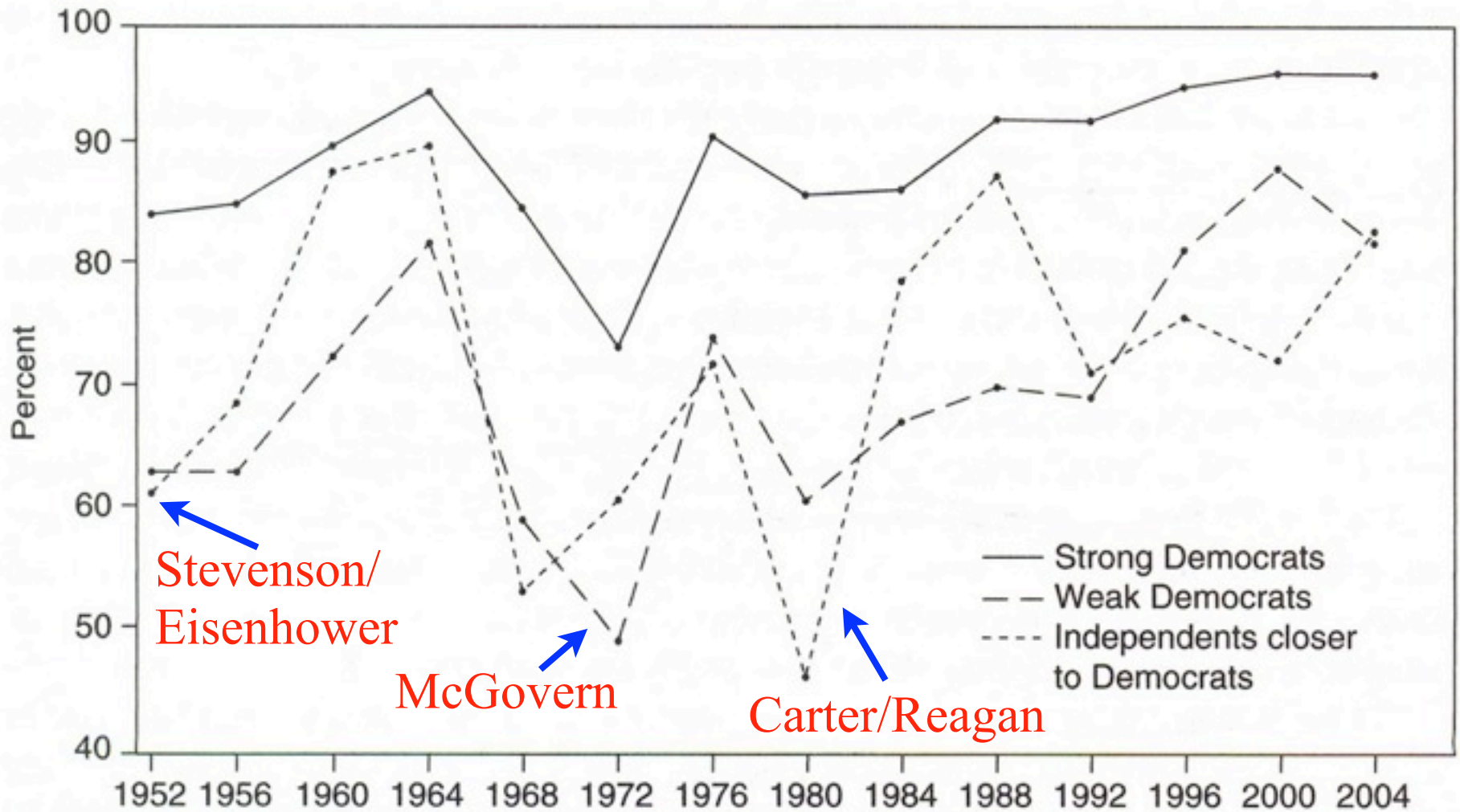


Party and Presidential Voting

% Republicans Voting Republican



Party and Presidential Voting

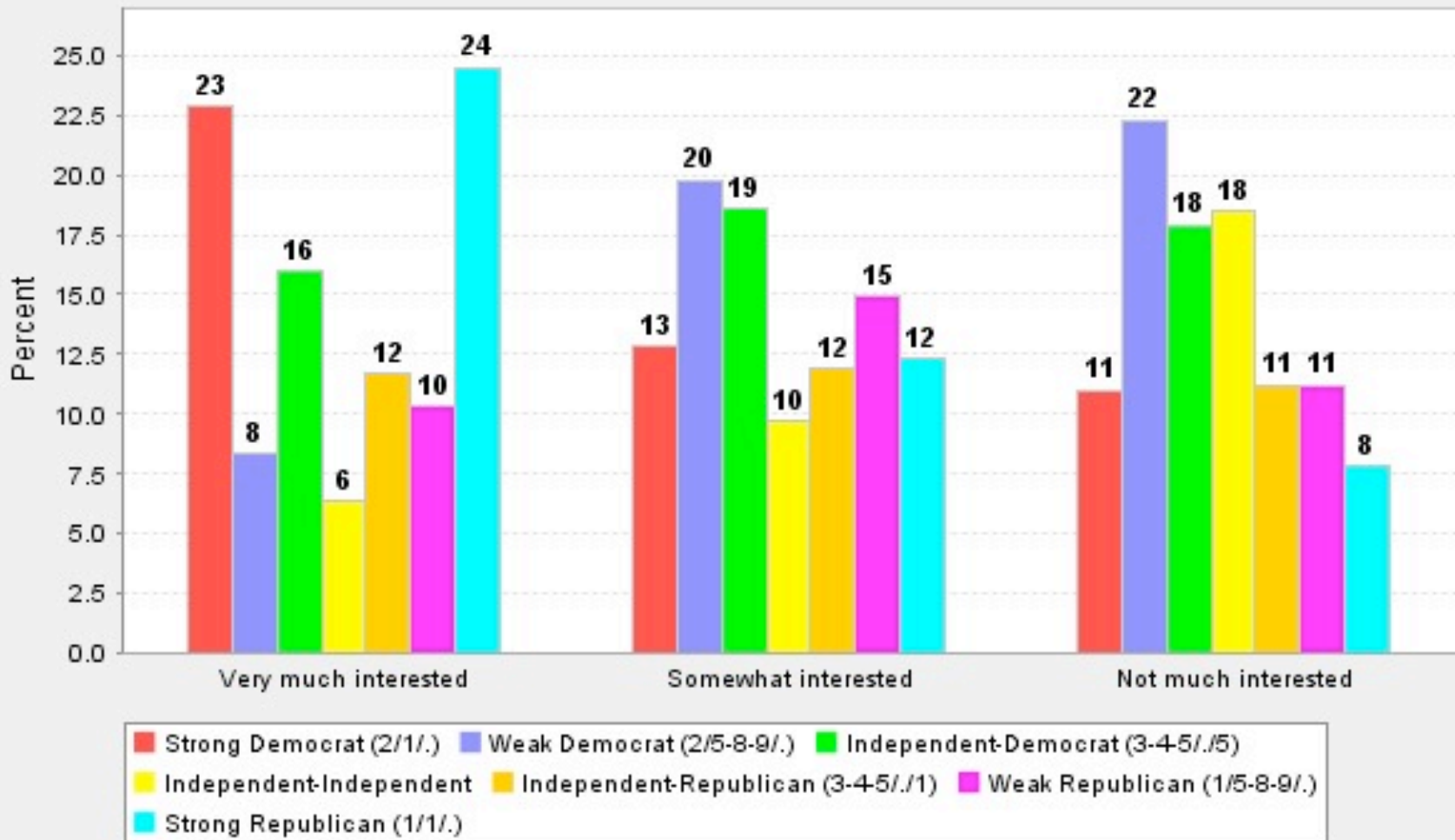


Myth of the Independent

- What is the stereotype of the independent voter?
 - Well educated
 - Informed
 - Involved in the political process
 - Votes regularly

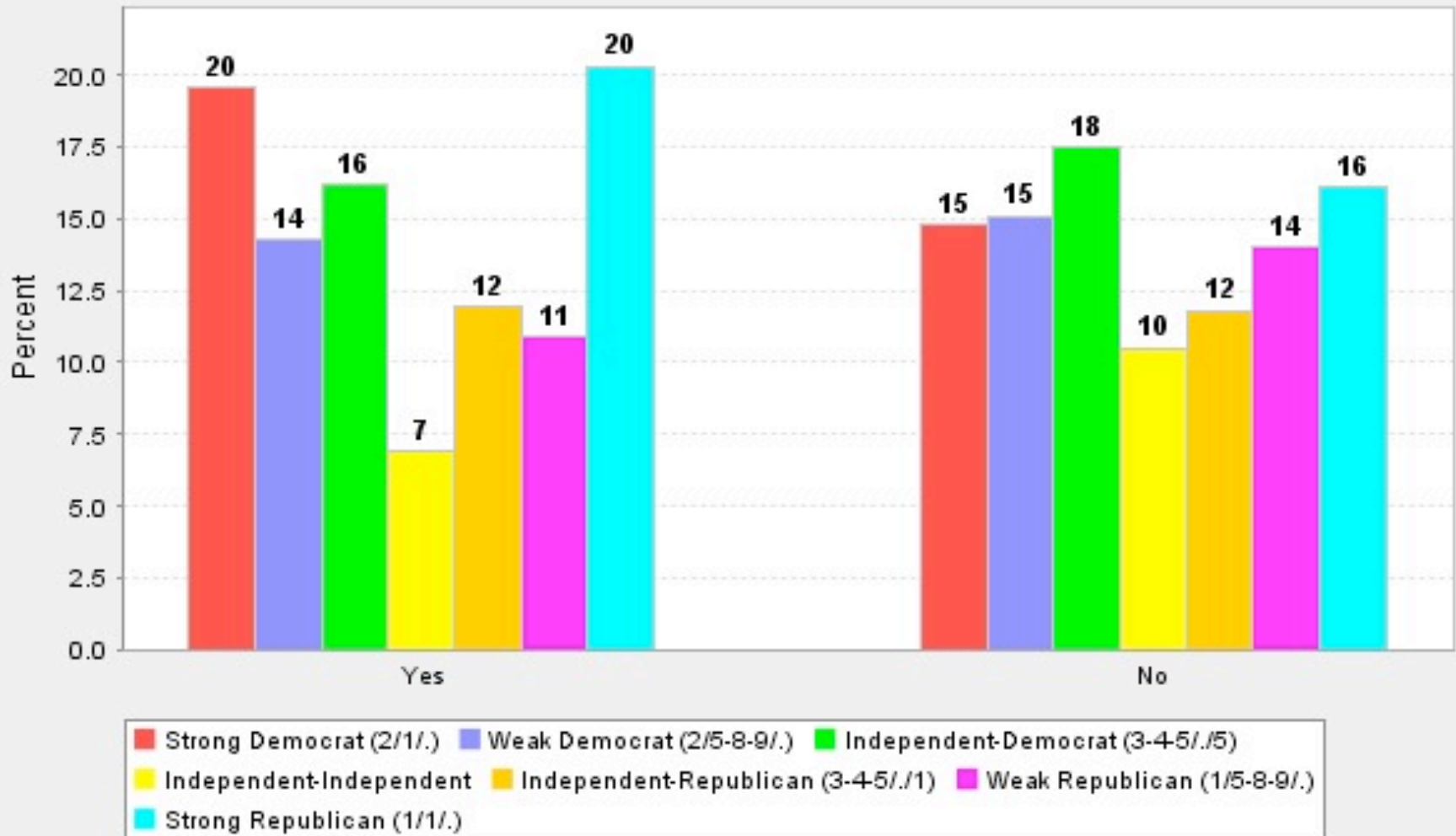
Myth of the Independent

J1x. Summary: R party ID BY A1. Interested in following campaigns?



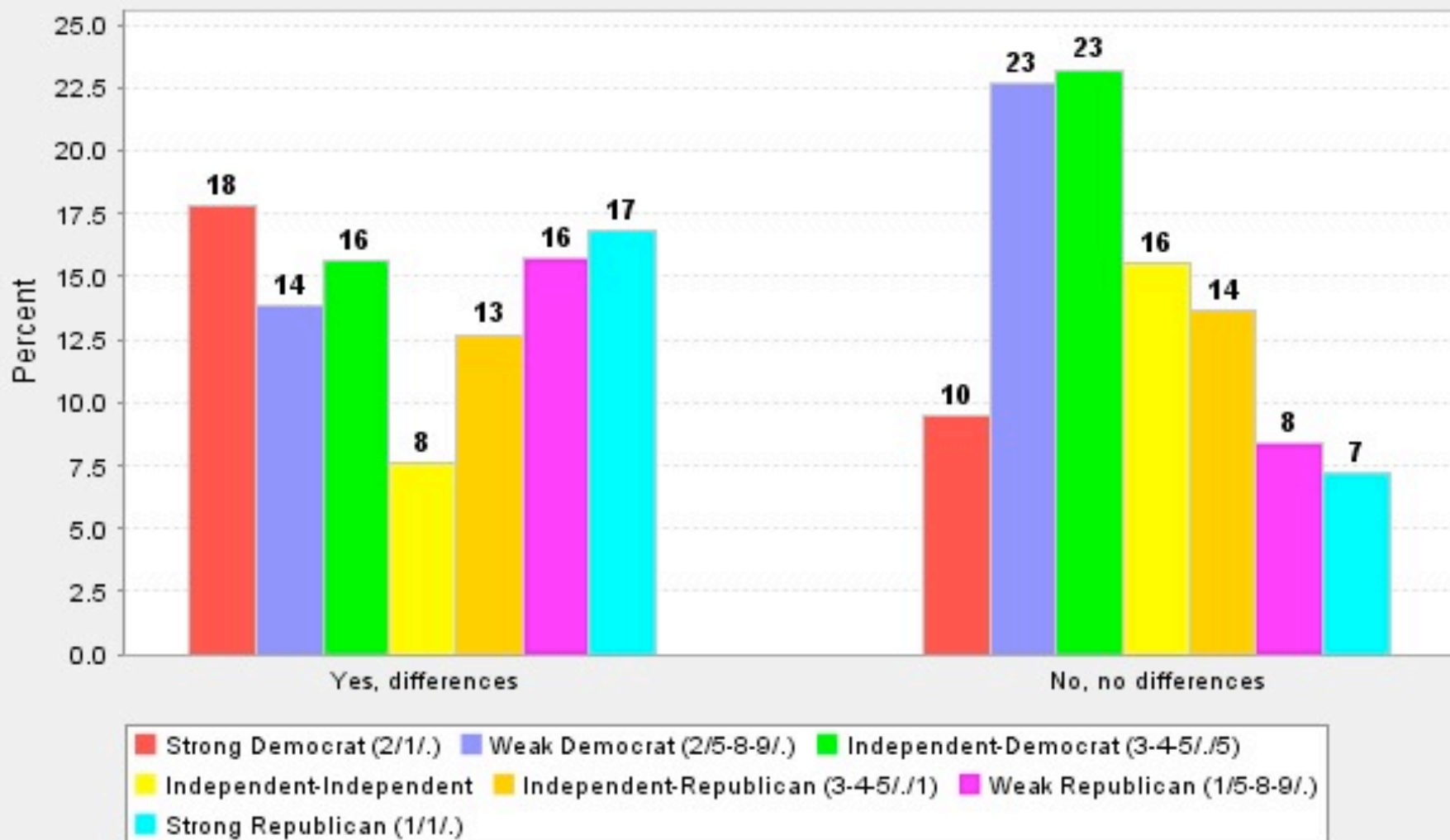
Myth of the Independent

J1x. Summary: R party ID BY A5. Did R read about campaign in any magazines



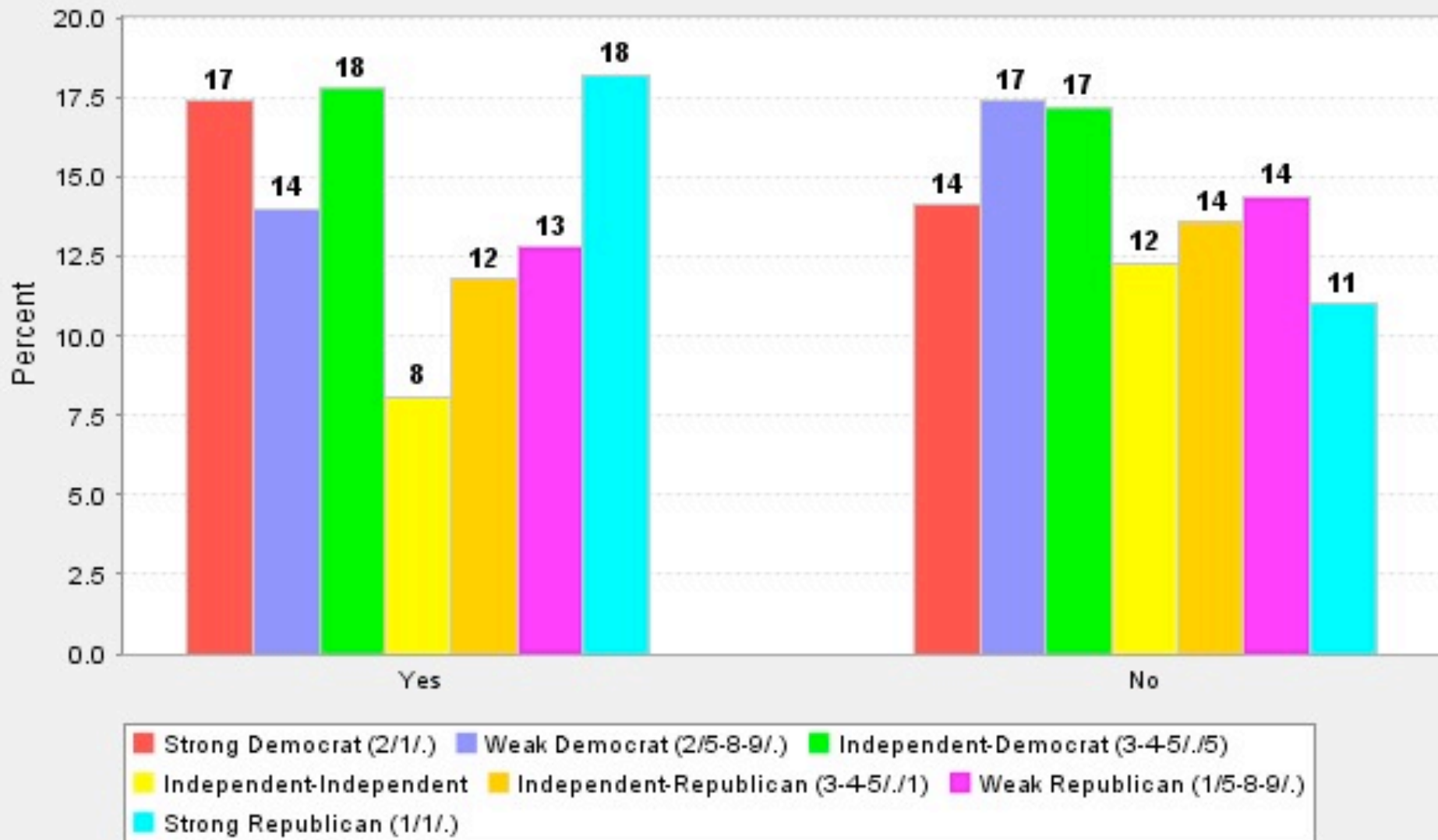
Myth of the Independent

J1x. Summary: R party ID BY J5a. Important differences between Democrats and Repubs



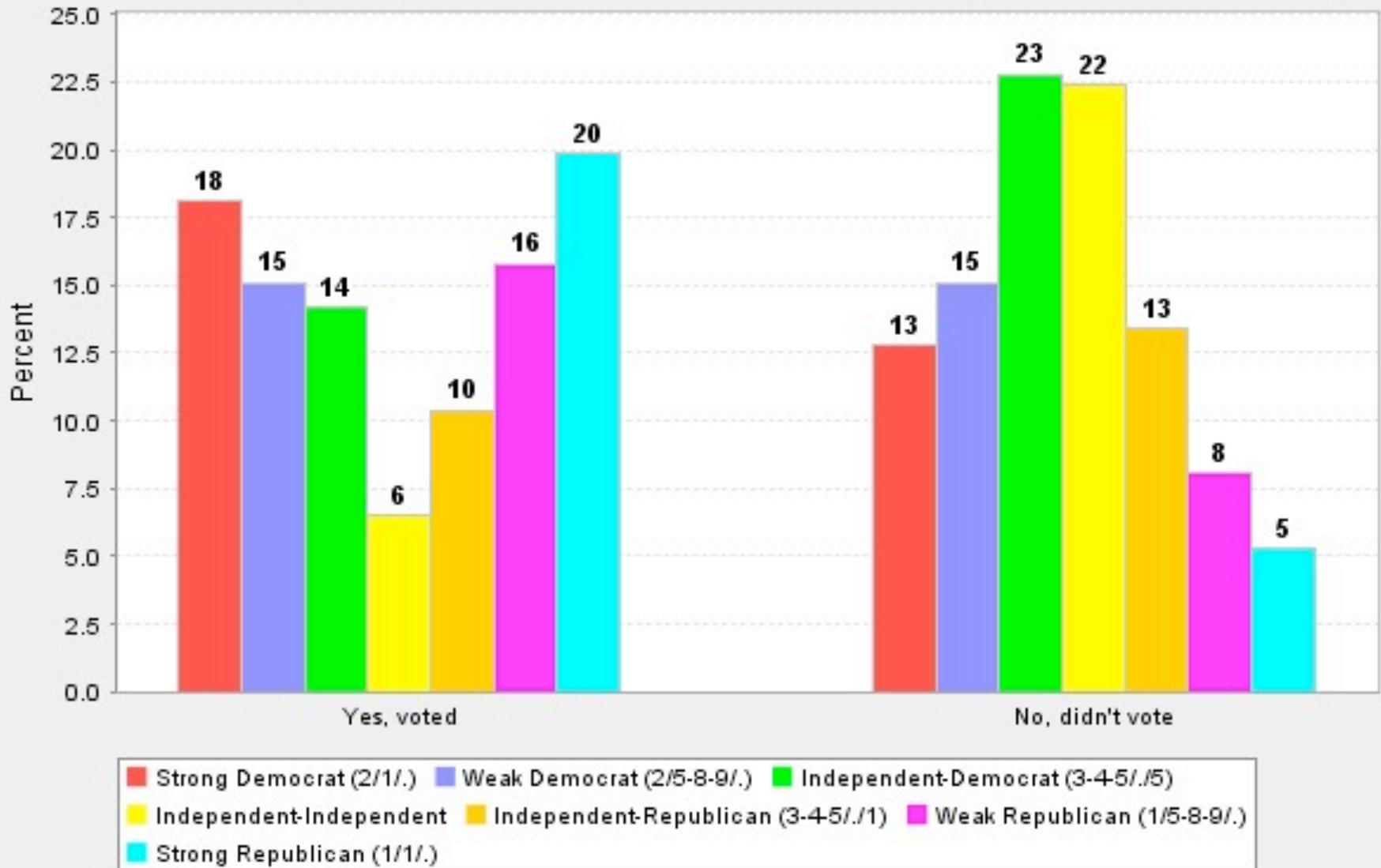
Myth of the Independent

J1x. Summary: R party ID BY B3. Campaign: R try to influence vote of others



Myth of the Independent

J1x. Summary: R party ID BY C1a. Did R vote (standard version)



Summary

- Are American party members?
- Do we have a rational voter?
- Do independents increase in number as a result of disenchantment with the two major parties?