**Section 3 - Influence on Voters**

A. Political Spectrum

* **Liberal –**

* **Conservative –**
* **Moderate –**

B. Party Loyalty

* Most American register as Republicans or Democrats and vote for their party’s candidates
* Majority of young people register for the party their parents belong to – 85%
* **Straight Party Ticket –**
* Recent years have seen a decline in voter loyalty
* **Split Ticket –**
* **Independent Voters/Non-Partisan –**

C. Election Issues

* Many voters are not well-informed on issues
* But, we are better informed today than ever before

1)

2)

* 3)

D. Candidate’s Image

* “Image is everything”
* Many people vote for president on image alone
* **Gallup Polls –**
* His popularity is based on his image and not his accomplishments

E. Profile of Regular Voters

* Have positive attitude about government
* Have received more education
* Middle-aged citizens have highest percentage

* **18-24 -**
* People with increased incomes tend to vote more

F. Ways to Improve Voter Turnout

* Move elections from Tuesday to Sunday or make election day a national holiday
* Let people vote over the Internet or by mail
* Have a national registration where people would not have to re-register every time they move
* Others?