Political Affiliation & Outlook

- 46M Democrats
- 30M Independents
- 40M Republicans

Demographics

- 45M between the age of 25 to 44
- 53M between the age of 44 to 65
- 15M are over 65
- 65M Females
- 62M Males
- 14M African Americans
- 4M Hispanics

Key States

- 3.67M/Index 106 Texas
- 2.91M/Index 116 Florida
- 2.6M/Index 142 Georgia
- 2.45M/Index 142 North Carolina
- 2.18M/Index 133 Pennsylvania
- 1.53M/Index 140 Michigan
- 1.16M/Index 149 Wisconsin
- 1.1M/Index 134 Minnesota
- 962K/Index 119 Arizona
- 572k/Index 154 Iowa
- 198k/Index 122 New Hampshire

Political Affiliation & Outlook (continued)

- 35M are middle of the road
- 12M are somewhat liberal
- 13M are very liberal
- 16M are very conservative
- 21M are somewhat conservative
- 14M contacted an elected official in the past 3 years
- 26M Visit general news websites for political information

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