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New Survey on Independent Voters: Independents Open to a New Party – If it's a New Kind of Party

The recent midterm elections revealed that independent voters (roughly 40% of the American electorate) were an undeniable factor in determining the outcome of the elections. Independents accounted for 30% of the electorate (40% in some states), providing a margin of victory in key races. They showed their potential power by standing up to threats to the democratic process and voting against divisiveness and manipulation. A pre-election survey of independent voters, conducted by IndependentVoting.org, takes a deeper dive into this growing community of voters and their potential for changing the culture of the country. The survey shows that the elections results reveal only part of the story of who independents are.

Between April and November of this year, Independent Voting (IndependentVoting.org), the national organization of independent voters, conducted a nationwide survey called **From 2022 to 2024: Independents Look Ahead,**" contacting 2,571 independents. Conducted via email, text, social media and person-to-person solicitation and covering every state in the country, the survey consisted of two sections. The first provides an overall profile of how independents feel about their independence and the current state of affairs in the country. The second examined their views on the 2024 elections, on a potential independent presidential candidacy, and how they feel about the potential development of a new party.

The results revealed that independent voters are deeply disenchanted with, even disgusted with the major political parties and don't want to be forced into a partisan category, even if they may vote for less-than-desirable choices available to them. The most frequent responses to the question of why they are independent were "I'd rather vote for the person than the party" (64.5%), followed by "I like to think for myself" (51.5) and "Both Parties Have lost touch with the American People (51.3%). 36.9% and 36.1%, respectively, also believe that "The parties have hijacked our government," and that "the parties are corrupt." (Respondents were allowed to choose up to three statements).

The second part of the survey indicated that more than half of the respondents (55.6%) are interested in the possible emergence of a *new kind of political party* that focuses on democracy reform and political restructuring. While 38% expressed interest in an independent running in 2024, responses to whether they would consider voting for an independent presidential candidate in 2024 were circumstantial. (data here?)

The results add to the findings of the new **ASU Center for Independent and Sustainable Democracy** where research shows that independents are a volatile and unpredictable group that do not have a loyalty to a party.

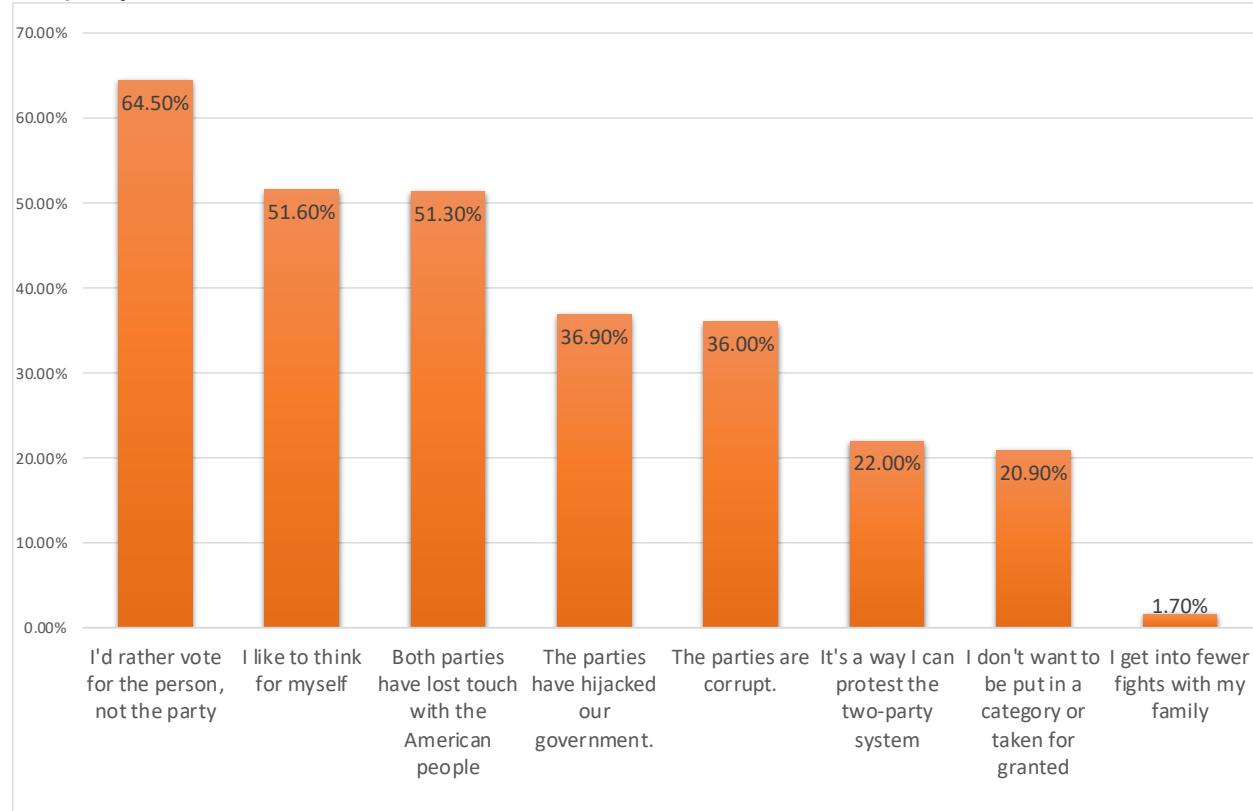
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RESULTS:

The following is an interim summary of the findings:

Reasons for Independence

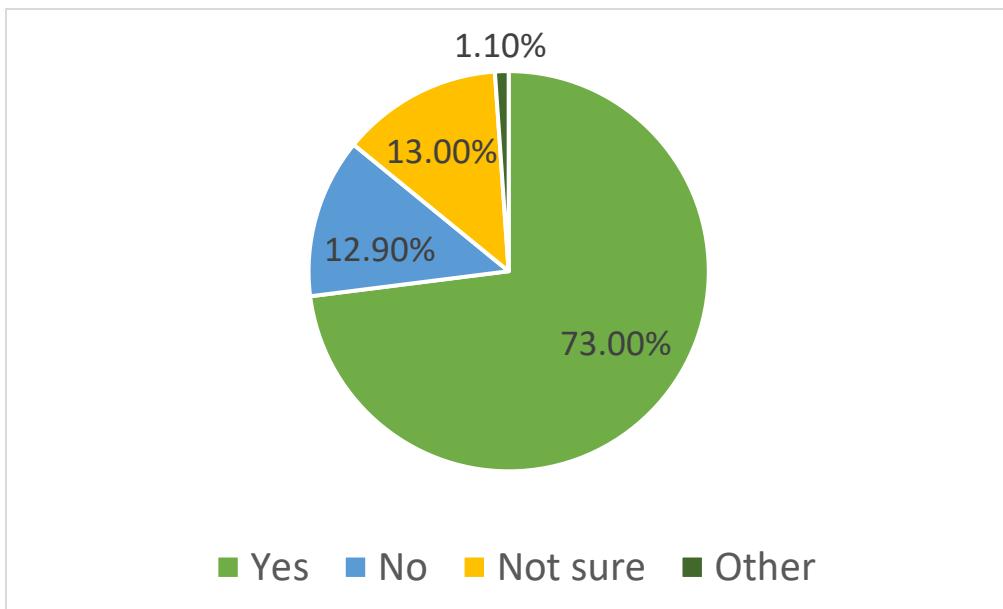
When asked which statement describes why they are independent (respondents were allowed to pick up to three statements), the following chart indicates the range of responses. The most popular response at 64.5% was "I'd rather vote for the person, not the party."



Treatment of Independents by the media and the parties

The next question examines independents' views on how they are treated by the media and the parties. Below is the question and a pie chart showing responses of survey-takers.

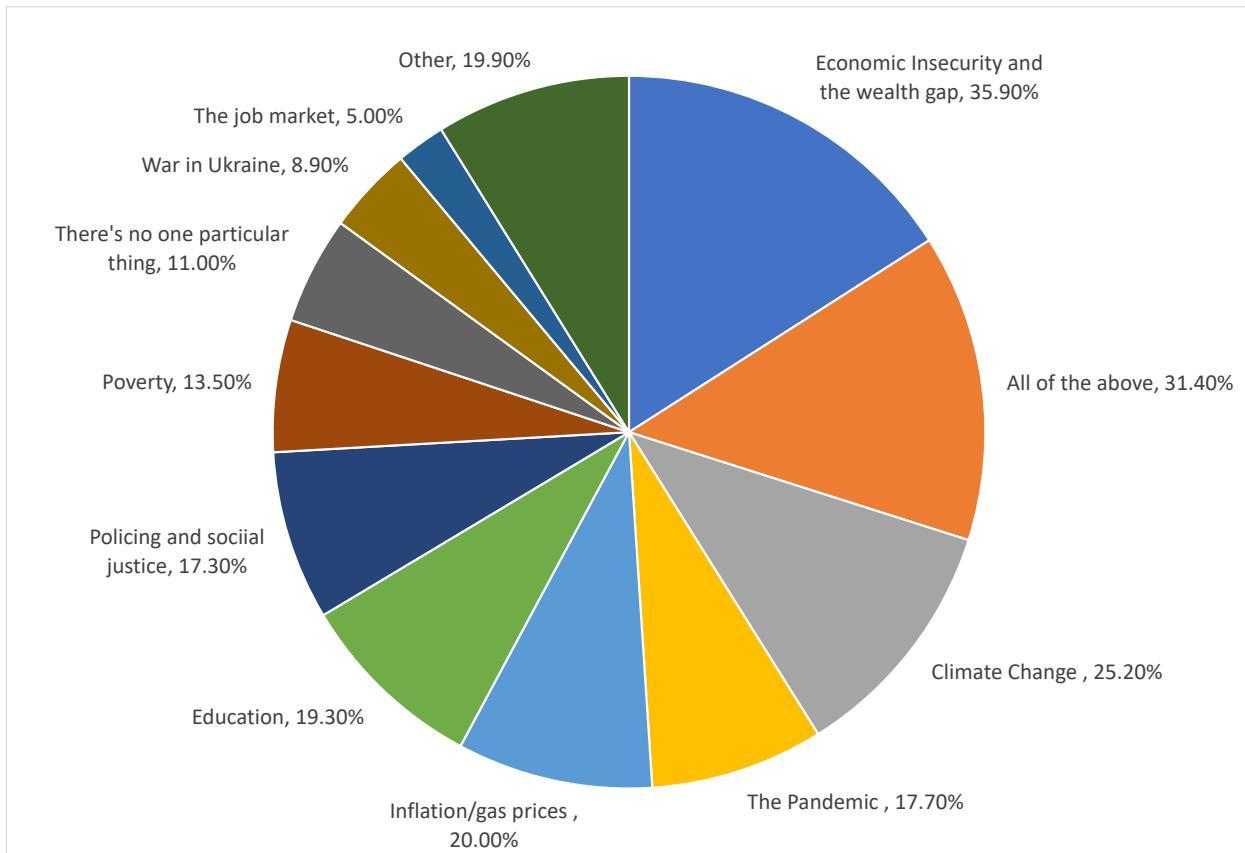
In spite of the growth of the number of independents and the way we've been determining the outcome of elections, most voices in the media and in the parties insist independents are really just hidden partisans and their decision to be independent means nothing. Do you think this view of independent voters is biased and out of date?



**Note: "Other" was eliminated as a response several days after the beginning of the survey*

When given the opportunity to comment further about this question, almost half (48.3%) of respondents choose to do so. It is clear that independents have a lot to say on this subject. Many point to the partisanship of the media, adding that the media has its own agenda, not necessarily one conducive to including independents.

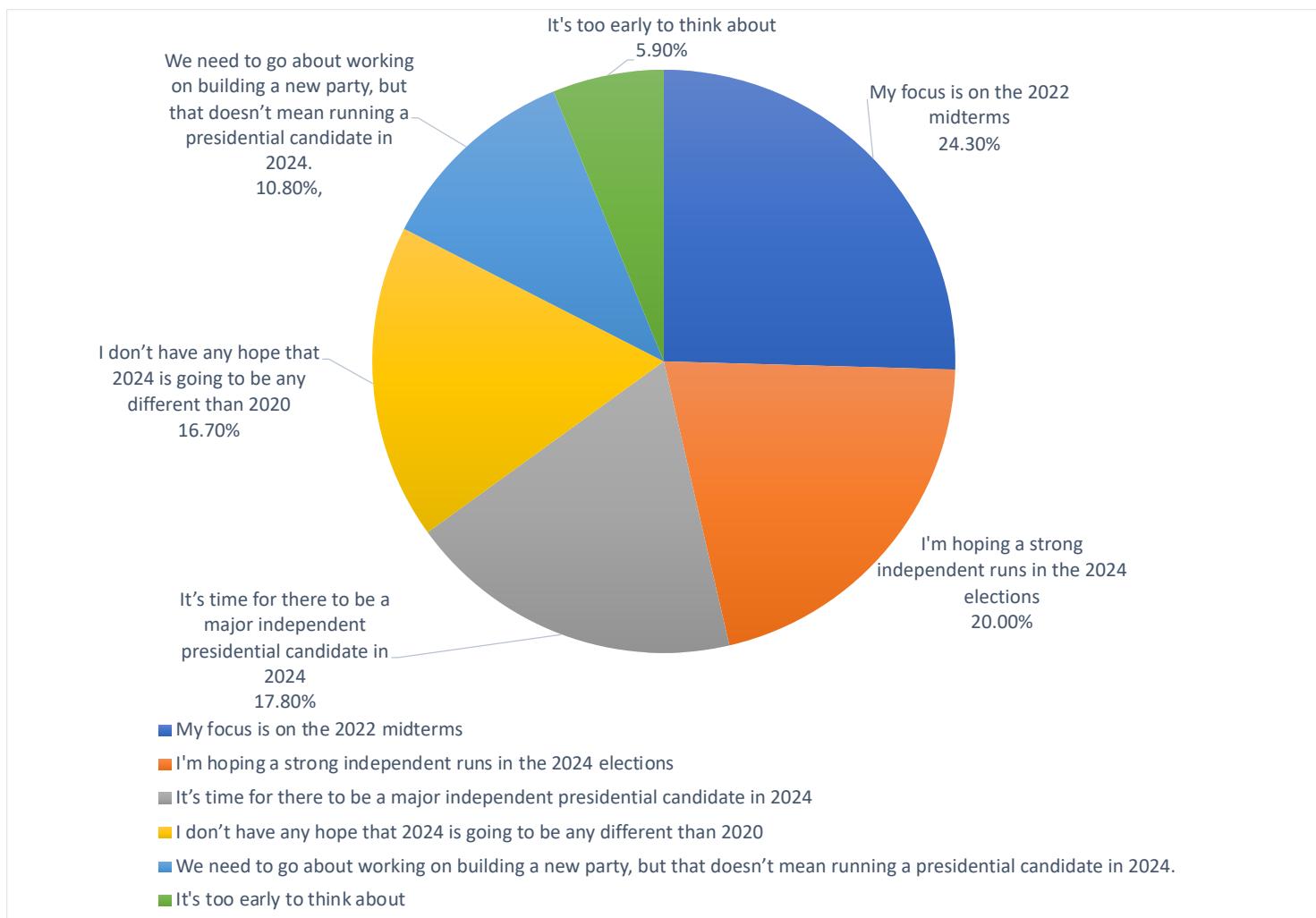
Survey takers are also being asked: **Which of the following crises (if any) do you feel most demonstrate the inability of the two parties and the two-party system to lead our country? (Respondents are invited to choose 2 with the option of adding their own).**



The 2024 Elections

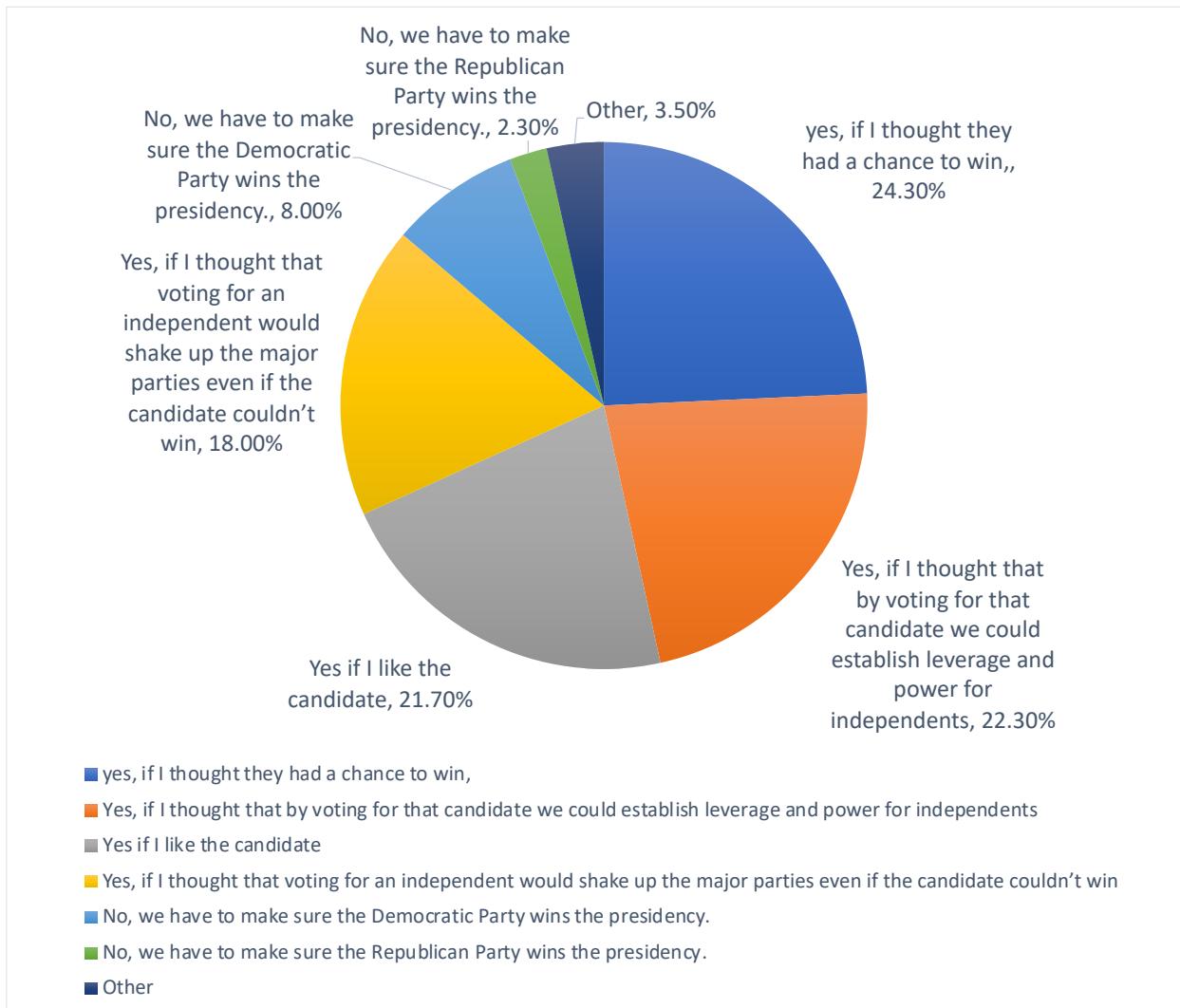
37.8% of respondents expressed an interest in an independent running in 2024 with 20% saying "I'm hoping a strong independent runs in 2024" and 17.8% saying "It's time for there to be a major independent presidential candidate in 2024".

Describe your current feelings about the 2024 election. (Choose the one that best describes your feelings)



The following pie chart shows respondents feelings about voting for an independent presidential candidate in 2024?

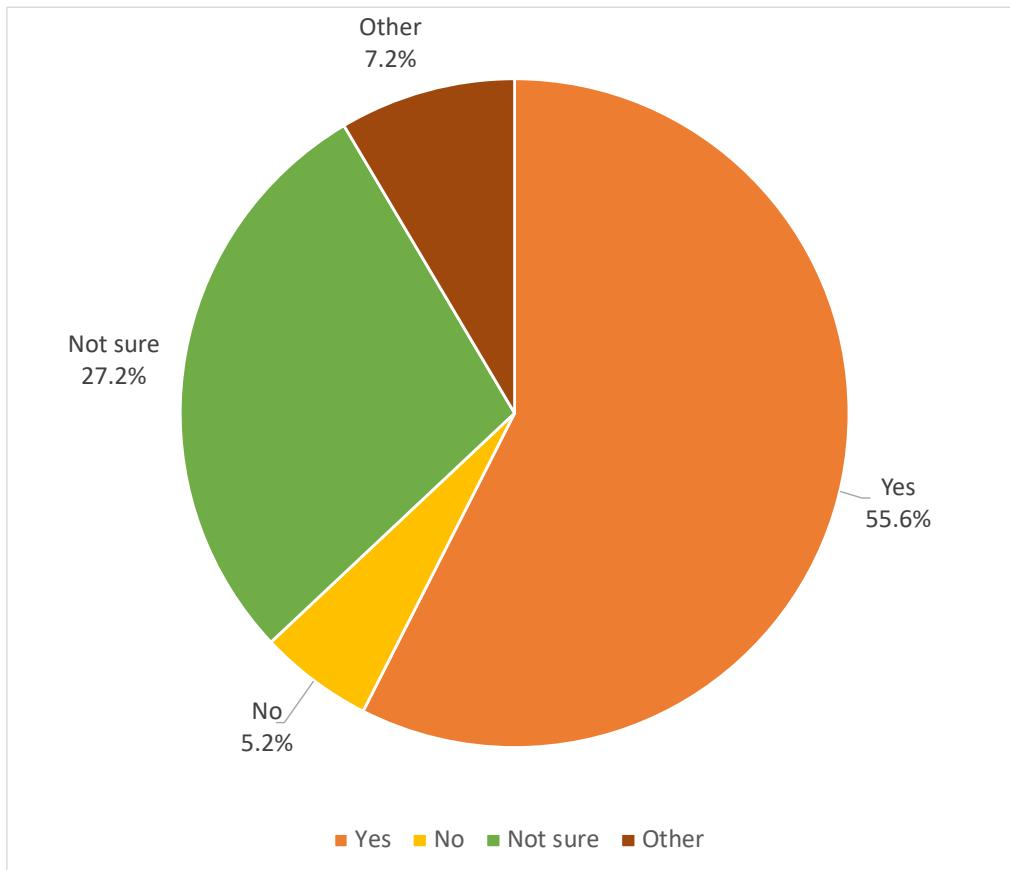
Would you consider voting for an independent presidential candidate in 2024? (Choose the one that best describes your feelings.)



**Note: "Other" was eliminated as a response several days after the beginning of the survey*

When asked if an opportunity to build a new kind of party arose in which independents played a vital role, and the focus was on democracy reform, 55.6% say they would be interested in participating in such an effort.

If an opportunity to build a new kind of party arose in which independents played a vital role, and the focus was on democracy reform, would you be interested in participating in such an effort?



When asked if they would reach out to friends, family, neighbors and/or your digital universe to ask them to take the survey, 51.6% have indicated they would.