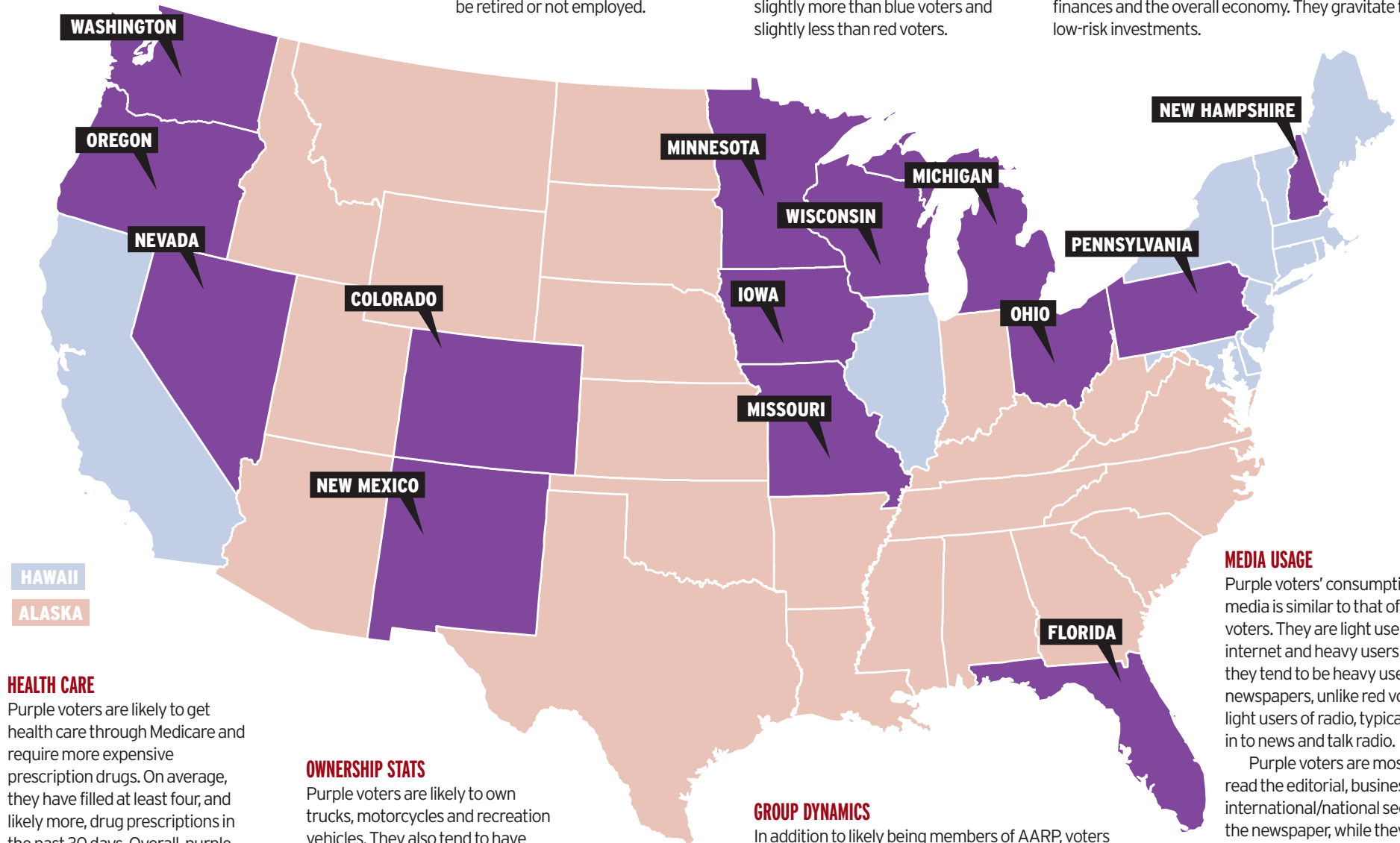


# The deciders

Purple voters will have the most sway in swing states, where neither red nor blue voters dominate.



## AGE

Purple voters are more than 10 years older than either blue or red voters, with a mean age of 59. Not surprisingly, they tend to be members of AARP and are likely to be retired or not employed.

## MARITAL STATUS

More than half of purple voters are married, which is a greater proportion than among either red or blue voters. One-third of purple voters also have kids, which is slightly more than blue voters and slightly less than red voters.

## FINANCIAL SITUATION

Mean income of purple voters is \$53,435, which is about half of what blue voters earn but 40% more than red voters. Their mean net worth is \$193,624, less than a quarter of the net worth of blue voters but 22% more than that of red voters. Purple voters, as a whole, are pessimistic about their finances and the overall economy. They gravitate toward low-risk investments.

## HEALTH CARE

Purple voters are likely to get health care through Medicare and require more expensive prescription drugs. On average, they have filled at least four, and likely more, drug prescriptions in the past 30 days. Overall, purple voters' spend the most on prescription drugs, but red voters tend to have more prescriptions filled.

## OWNERSHIP STATS

Purple voters are likely to own trucks, motorcycles and recreation vehicles. They also tend to have vacation or weekend homes. A full 85% of purple voters—significantly more than either red or blue voters—own their homes, which are most often located in the suburbs.

## GROUP DYNAMICS

In addition to likely being members of AARP, voters in this group are more likely to belong to a church board, fraternal order or veterans club. Blue voters, meanwhile, are more likely to be members of business and civic clubs, as well as unions. Red voters tend not to participate in public activities.

## MEDIA USAGE

Purple voters' consumption of media is similar to that of red voters. They are light users of the internet and heavy users of TV. But they tend to be heavy users of newspapers, unlike red voters, and light users of radio, typically tuning in to news and talk radio.

Purple voters are most likely to read the editorial, business and international/national sections of the newspaper, while they also watch six to nine hours per week of Fox News and CNN.