I. The Size of the Problem:
   a. Off year elections --- the elections occurring during the years not taking place during the presidential elections (congressional)
   b. “Non-Voters” are a problem because of their inability to take part in discussion or issues that pertain to the electorate

II. Why People Do NOT Vote:
   a. “Cannot Voters” those that are barred from states based off state laws (mental health, legal or civil restraints or jailed)
      Reasons not to vote:
      1. The purposeful administration of election laws to keep them from voting
      2. Various “informal” local pressures applied to that same end.
   b. “Actual Non-Voters”
      1. Belief that their vote makes no difference—therefore they do not VOTE
      2. No need to vote because they feel that whatever happens the vote will be the best for the country
      3. Political Efficacy—lack of feeling of influence or effectiveness in politics
      4. “Ballot Fatigue”—voters usually fail to vote in local elections because they have lost patience and/or do not feel they have the knowledge to participate.

III. Voters and Voting Behaviors:
   A. Studying Behavior:
      1. Results of particular elections
      2. Field of Survey Research
      3. Political Socialization—process by which people gain their political attitudes and opinions.
   b. Factors that Influence Voters:
      1. Voter’s personal characteristics (age, race, income, occupation, education, religion)
      2. Voter’s group affiliations—family, co-workers, friends

IV. Sociological Factors:
   1. Income, Occupation
   2. Education
   3. Gender, Age—gender gap—measureable differences between the partisan choices of men and women
   4. Religious, Ethnic Background
   5. Geography
   6. Family and Other Groups

V. Psychological Factors:
   1. Party Identification—the loyalty of people to a particular party
      a. Straight Ticket Voting—practice of voting for candidates for only one party in an election
      b. split-ticket voting—the practice of voting for the candidates of more than 1 party
      c. independents—those with no party affiliation