

SWING VOTE SAM EXPLAINS

You're Not the Fringe

SAM SAYS

"Funny way to talk to the biggest crowd in the room."

Gallup asks Americans what they call themselves. In 2025, 45 percent said independent. Twenty-seven percent said Democrat. Twenty-seven percent said Republican. Among Gen Z, it's 56 percent.

To be fair, most independents lean one way: 20 percent of Americans lean Democratic, 15 percent lean Republican, 10 percent lean nowhere. So it isn't 45 percent swing voters. It's 45 percent voting for a party they won't join.

That isn't loyalty. It's a shortage of options. And every cycle, someone tells the largest group in the country it's wasting its vote.

The facts

1. In 2025, 45 percent of U.S. adults identified as independents, 27 percent as Democrats and 27 percent as Republicans, Gallup's annual average and a new high for independents.[1]
2. Counting leaners, 20 percent of Americans lean Democratic, 15 percent lean Republican and 10 percent lean toward neither party.[1]
3. 56 percent of Gen Z adults identify as independents.[1]

What you can do

1. Check your registration, and learn what your party registration means for primaries in your state. **usa.gov/state-election-office**
2. Tell one independent friend this number: 45 percent.
3. Show up. Bring your friends. There are a lot of you.

Scan to watch Sam explain it

swingvotesam.com/issues/independents

Sources

1. Gallup, "New High of 45% in U.S. Identify as Political Independents", January 12, 2026. https://news.gallup.com/poll/700499/new-high-identify-political-independents.aspx

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