

The extent of engagement in a political campaign can be measured by voter turnout.

Education, age, and income are important factors in predicting which citizens will vote.

Influences on voter turnout

Campaign issues

Candidates

Voter attitudes toward government

Voter loyalty to political parties

More citizens vote in presidential elections than in other national, state, and local contests, but the percentage of Americans voting in presidential elections is on the decline.

Voter apathy, dissatisfaction and the failure to meet voting requirements contribute to the decline in voting.