

Further Explanation of Wheel Graphics

(Corrected from page 317 of the text)

The PFCI-SMS quadrant-wheel graph (shown opposite on page 316) shows an overlay of commonly used voting demographics of strong and weak voters by candidate and ideology-party preference. The small wheel graphs below are enlargements of the middle or boundary zone that is found along the edges of the PFCI-SMS quadrant model.

Those in the upper and lower right quadrants tend to be strong voters overall but clearly different in their candidate and ideology-party preferences. In looking at the breakdown of conservative-moderate-liberal variations to republican, democrat, and other party affiliations, we can see clear differences, especially between the upper left and lower right quadrants and between the upper and lower halves of this model.

In looking at differences in candidate support between the inner ring of weak voters and the adjacent ring of strong voters, we can see relative changes in support by candidate.

While much more can be said about this model, it is important to see how it is possible to overlay and map common demographics to values-based typologies and that the values-based typologies provide a very useful visual analysis.