

Issues, Ideology, Gender, and Race in the 2008 Election

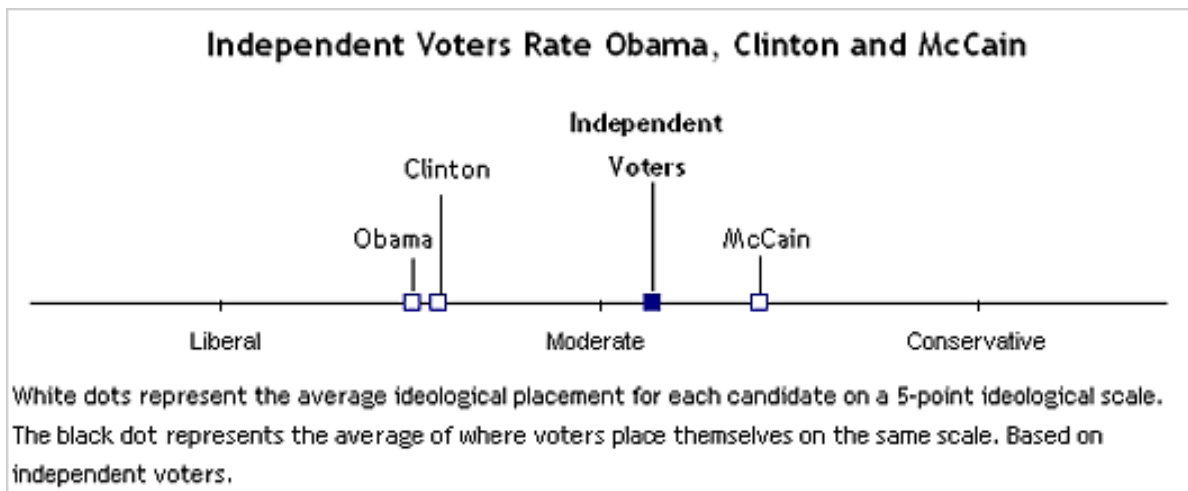
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Hosted by the Brookings Institution's Opportunity '08 project
In partnership with the Center for the Study of Democratic Politics at
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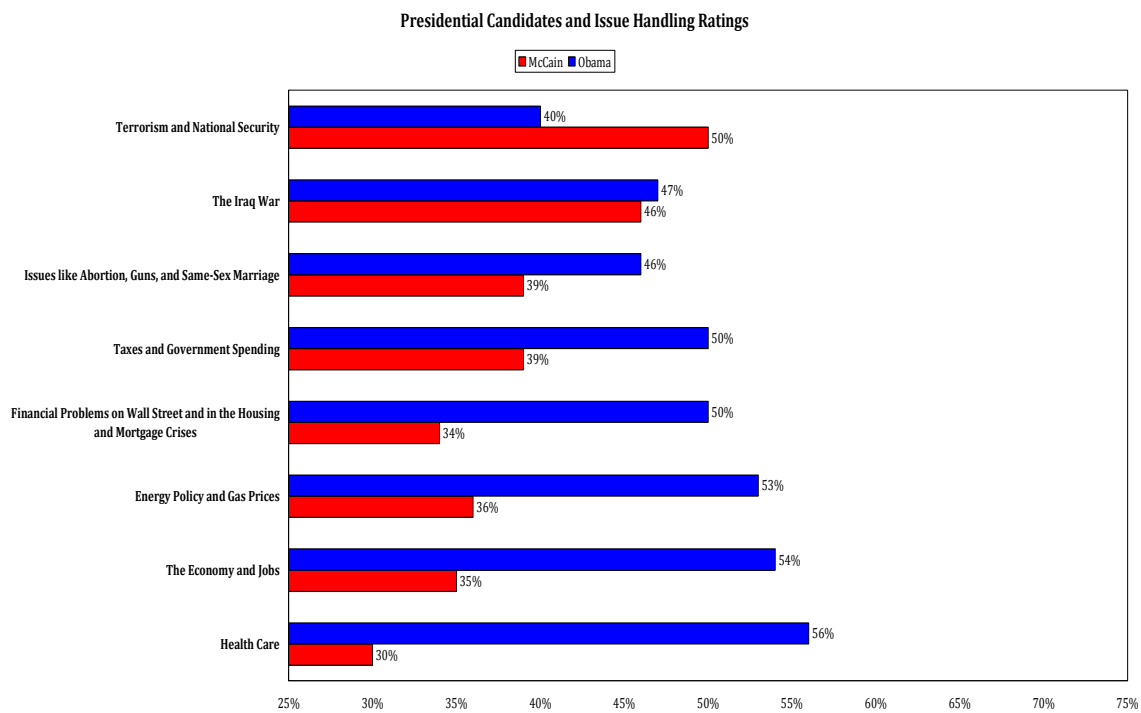
The Brookings Institution

October 17, 2008

FIGURES 1A and 1B



Source: Pew and the People Survey, Spring 2008.



Source: Washington Post Poll, October 2008

FIGURE 2

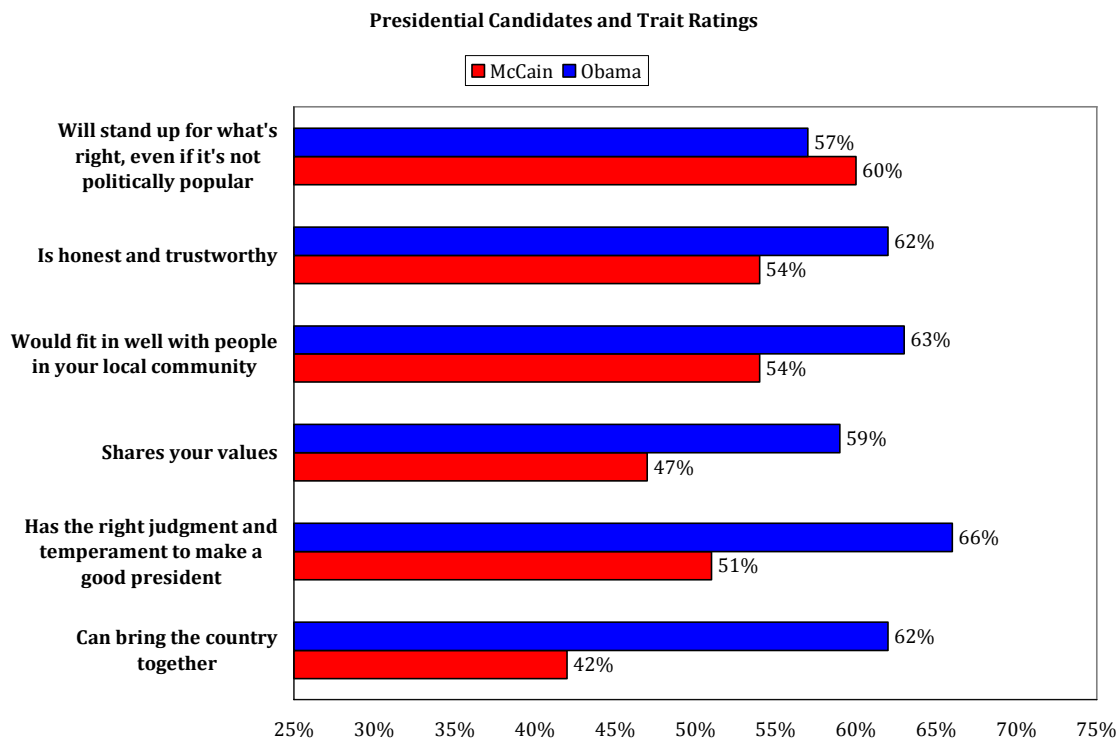
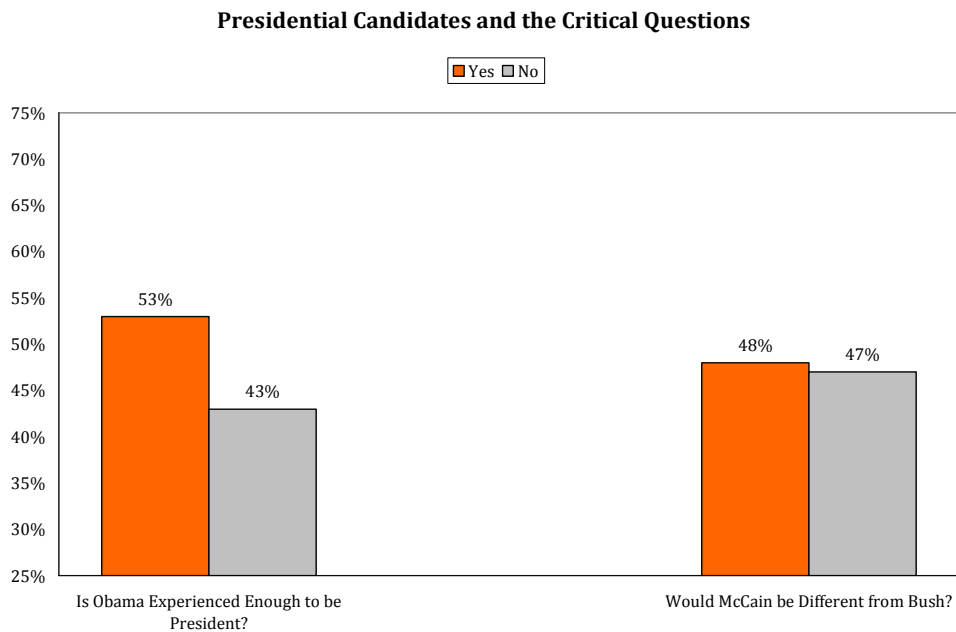
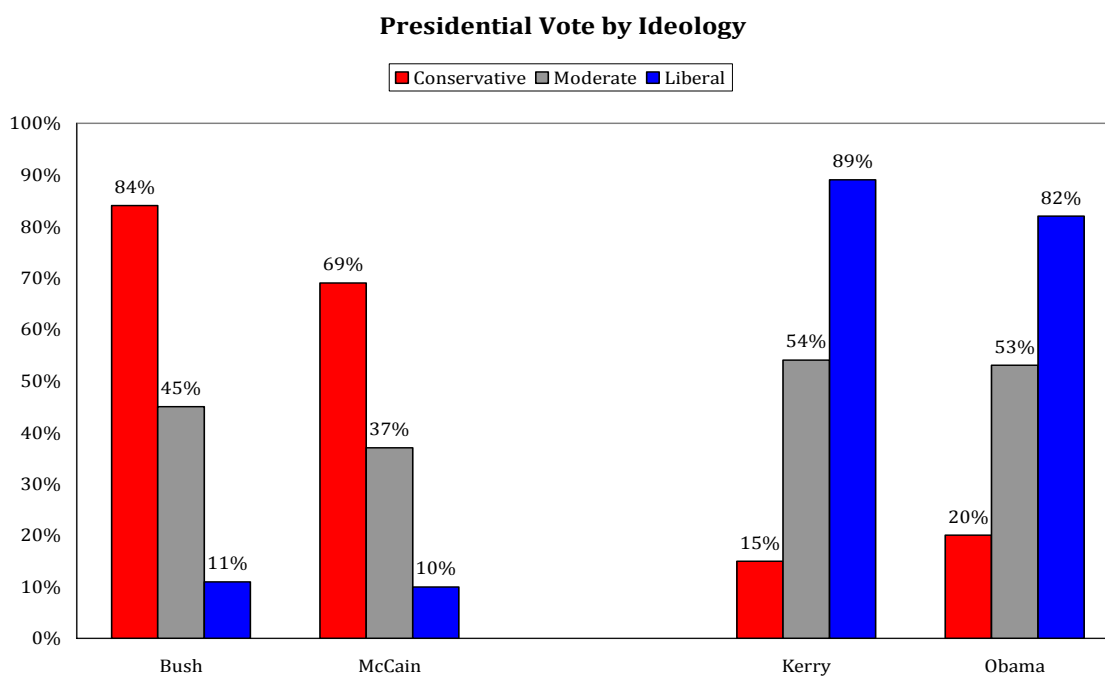


FIGURE 3

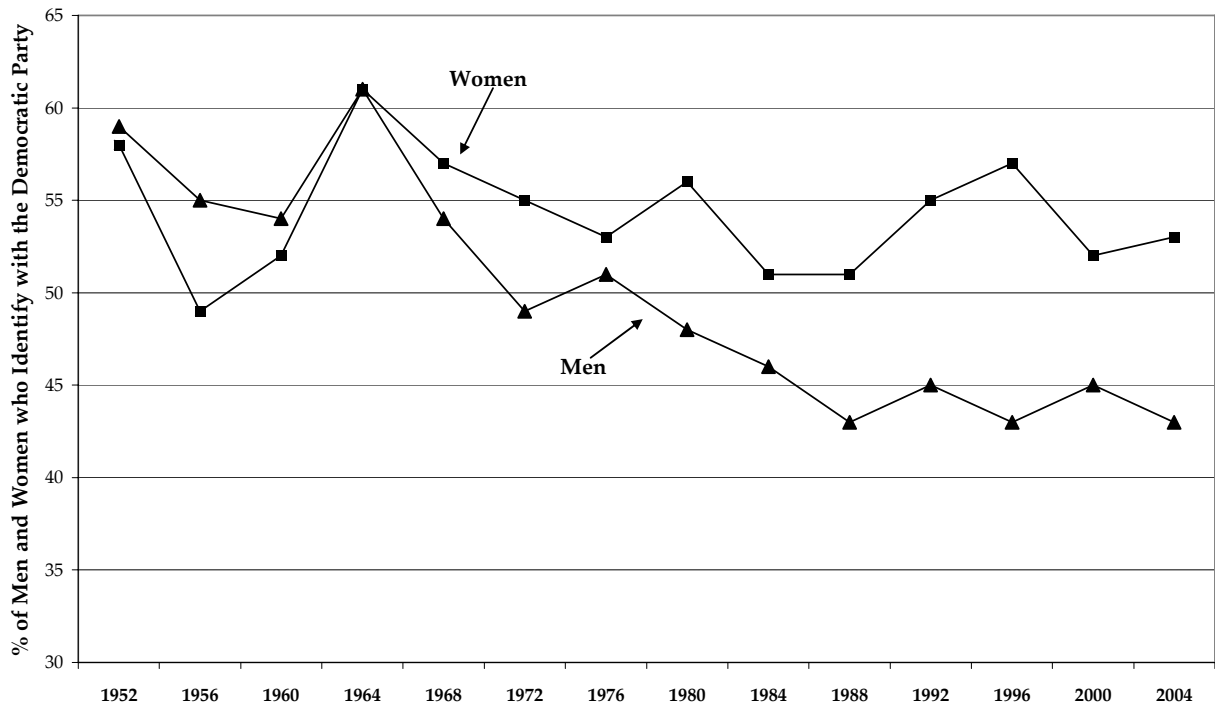


Source: Washington Post Poll, October 2008

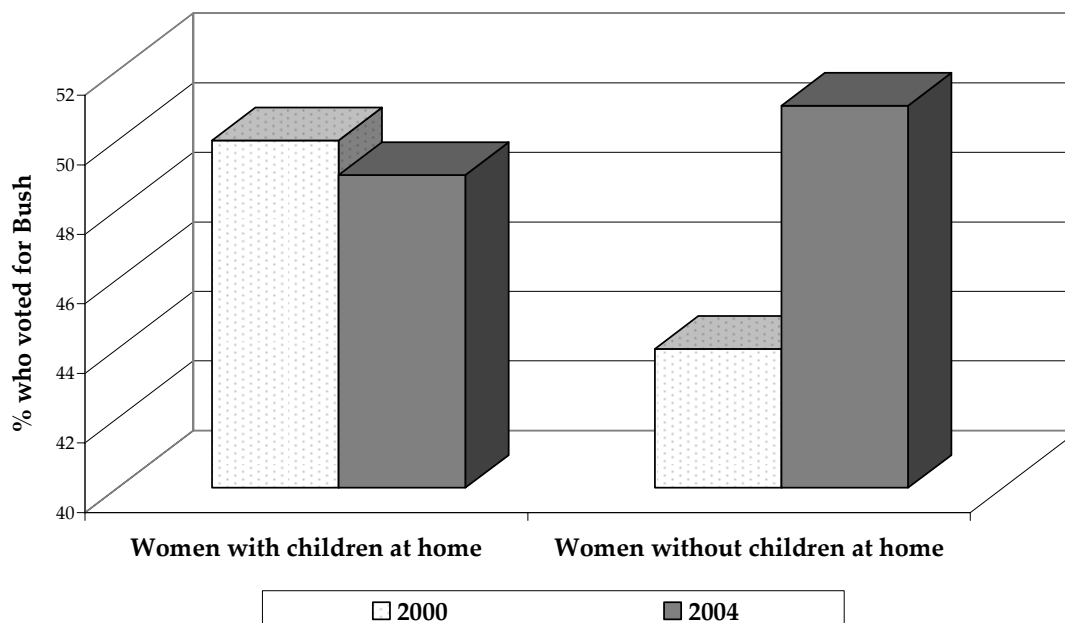
FIGURE 4

Source: 2008 data are from CBS News Poll, October 2008. 2004 data are from the EMR national exit poll.

FIGURE 5
Democratic Party Identification by Gender, 1952 to 2004



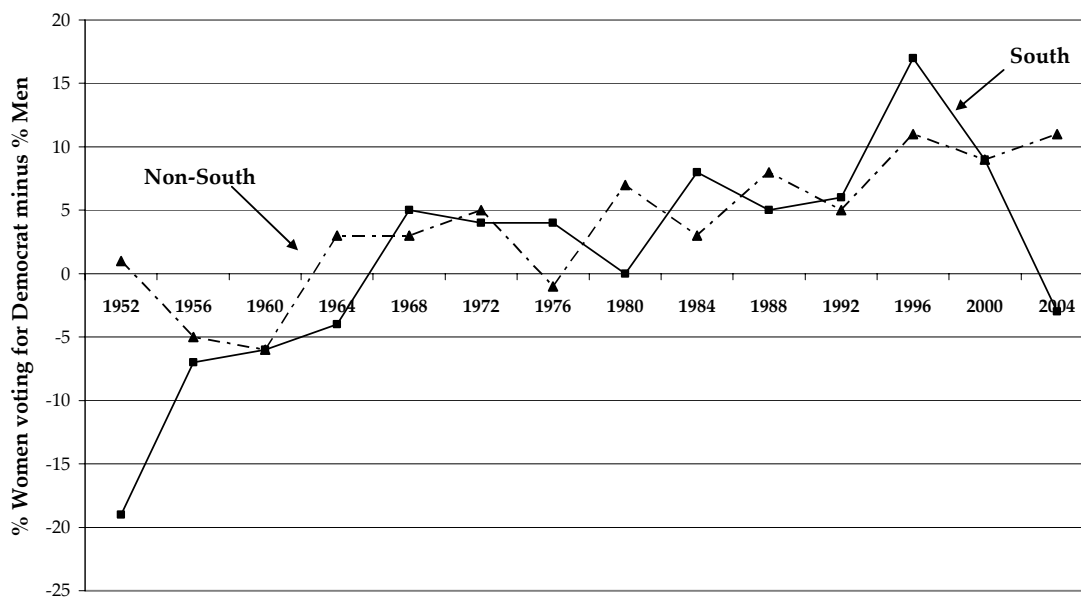
Source: ANES from selected years.

FIGURE 6**The Security Mom Myth**

Source: 2000 and 2004 ANES.

FIGURE 7

White Gender Gap in Presidential Voting - South versus Non-South



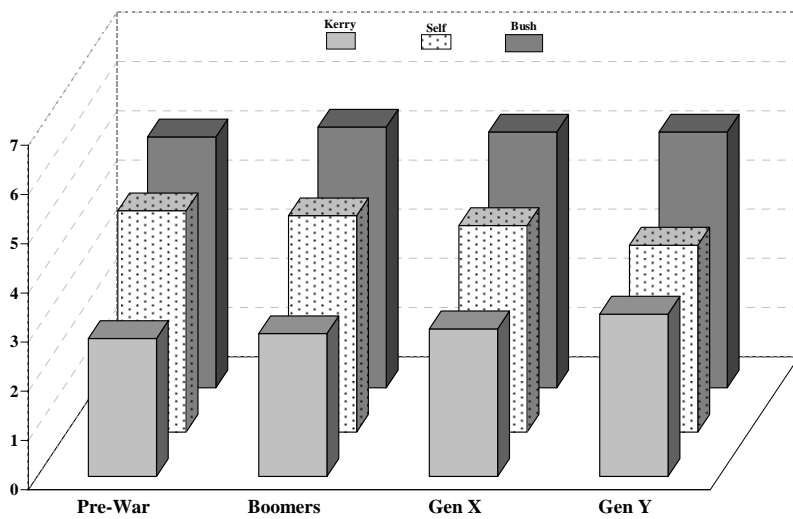
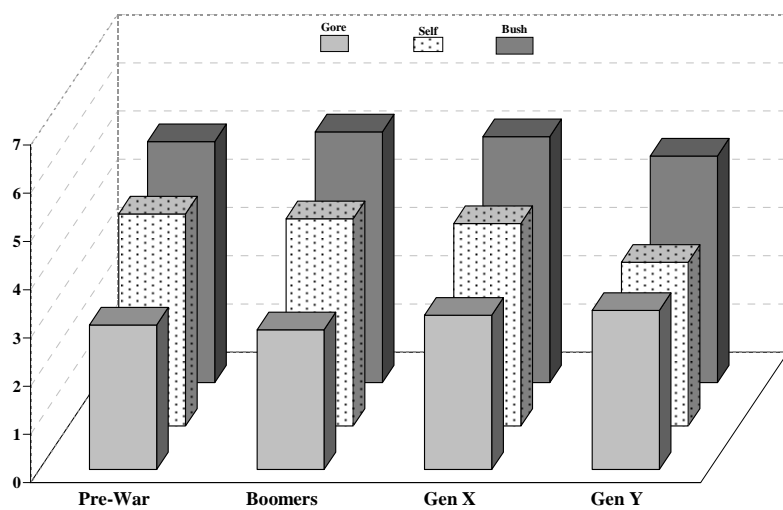
Source: ANES from selected years.

FIGURE 8**The Bradley/Wilder Effect:****Factors Affecting the Difference between Poll and Election Results**

1. Measurable error (Sample size)
2. Un-measurable error (Response rates)
3. "Genuine" changes in preferences
4. Mis-representation of preferences

FIGURE 9

Ideological Identification of Self and the Candidates – 2000 and 2004



Note: Table entries equal ideological placement of candidates and self on 7-point scale (liberal to conservative).

Source: 2000 and 2004 ANES

FIGURE 10

**Democratic Party Identification Advantage among Different Age Cohorts
Across Time**

When Respondent became Eligible to Vote	1950s	1960s	1970s	1980s	1990s	2000 - 2004
Pre-War War II Voters (80 years plus) Before 1946	19	19	19	19	23	30*
Post- World War II Voters (63 to 70) From 1946 and 1962	22	28	18	15	14	12
Vietnam War/Watergate Voters (43 to 62) From 1963 and 1979		24	25	12	11	8
Reagan/Bush Era Voters (31 to 42) From 1980 and 1991				5	9	-6
Clinton Era Voters (23 to 30) From 1992 to 1999					0	12
Today's Young Voters (18 to 24) From 1997 to 2004						27

Note: Cell entries equal the average Democratic advantage (% who identify or lean Democratic minus the % who identify or lean Republican) by each age cohort, for each decade. *There were less than 100 respondents in this category.

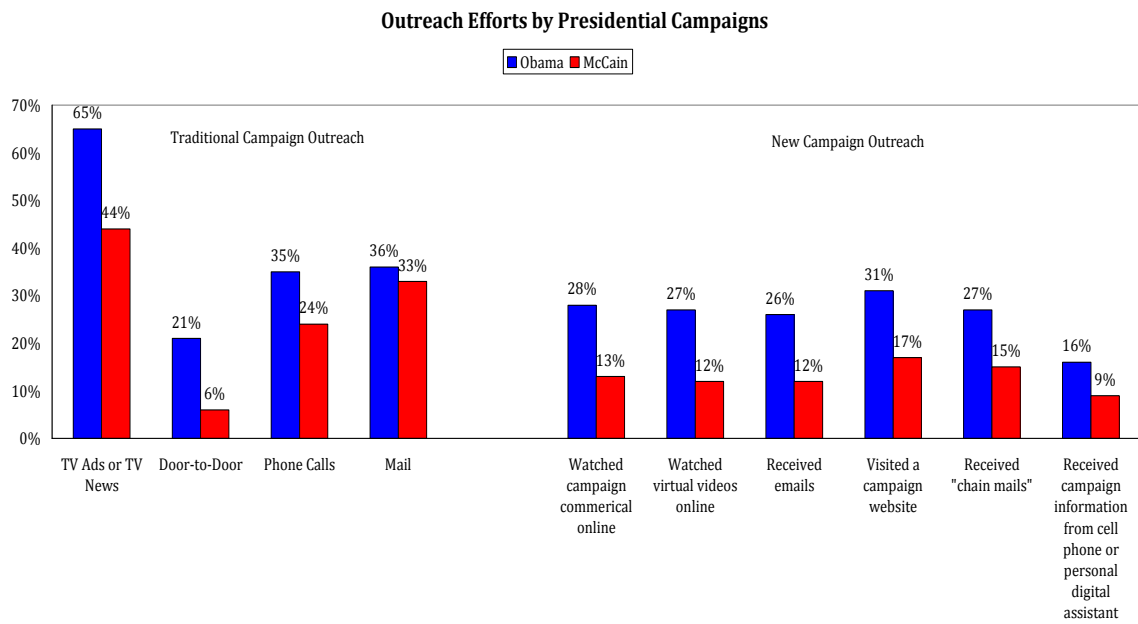
Source: ANES cumulative file, 1948-2004.

FIGURE 11**Democratic Voting among the Generations**

	1980s	1990s	2000s	AVG.
Presidential Vote				
18-24 Year Olds	41%	53%	65%	50%
War and War-War (before 1948)	43%	52%	51%	48%
Baby-Boomers (1948-1962)	41%	52%	49%	46%
Generation X (1963-1978)	43%	49%	49%	46%
Generation Y (1979-1993)	--	57%	66%	60%
Senate Vote				
18-24 Year Olds	52%	53%	60%	54%
War and War-War (before 1948)	55%	55%	53%	55%
Baby-Boomers (1948-1962)	54%	51%	52%	52%
Generation X (1963-1978)	52%	53%	49%	52%
Generation Y (1979-1993)	--	60%	59%	60%
House Vote				
18-24 Year Olds	62%	55%	65%	60%
War and War-War (before 1948)	57%	55%	50%	55%
Baby-Boomers (1948-1962)	58%	51%	50%	54%
Generation X (1963-1978)	55%	55%	50%	54%
Generation Y (1979-1993)	--	49%	65%	56%

Note: Table entries are averages from ANES cumulative file, 1980-2004.

FIGURE 12



Source: Democracy Corps Poll, September 2008