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

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FIGURES 1A and 1B

Independent Voters Rate Obama, Clinton and McCain

White dots represent the average ideological placement for each candidate on a 5-point ideological scale. The black dot represents the average of where voters place themselves on the same scale. Based on independent voters.


Presidential Candidates and Issue Handling Ratings

FIGURE 2

Presidential Candidates and Trait Ratings

- Will stand up for what’s right, even if it’s not politically popular
  - McCain: 57%, Obama: 60%

- Is honest and trustworthy
  - McCain: 54%, Obama: 62%

- Would fit in well with people in your local community
  - McCain: 54%, Obama: 63%

- Shares your values
  - McCain: 47%, Obama: 59%

- Has the right judgment and temperament to make a good president
  - McCain: 51%, Obama: 66%

- Can bring the country together
  - McCain: 42%, Obama: 62%


FIGURE 3

Presidential Candidates and the Critical Questions

- Is Obama Experienced Enough to be President?
  - Yes: 53%, No: 47%

- Would McCain be Different from Bush?
  - Yes: 48%, No: 43%

FIGURE 4

Presidential Vote by Ideology

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

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

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.
FIGURE 11

Democratic Voting among the Generations

<table>
<thead>
<tr>
<th></th>
<th>1980s</th>
<th>1990s</th>
<th>2000s</th>
<th>AVG.</th>
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</thead>
<tbody>
<tr>
<td><strong>Presidential Vote</strong></td>
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<td></td>
</tr>
<tr>
<td>18-24 Year Olds</td>
<td>41%</td>
<td>53%</td>
<td>65%</td>
<td>50%</td>
</tr>
<tr>
<td>War and War-War (before 1948)</td>
<td>43%</td>
<td>52%</td>
<td>51%</td>
<td>48%</td>
</tr>
<tr>
<td>Baby-Boomers (1948-1962)</td>
<td>41%</td>
<td>52%</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Generation X (1963-1978)</td>
<td>43%</td>
<td>49%</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Generation Y (1979-1993)</td>
<td>--</td>
<td>57%</td>
<td>66%</td>
<td>60%</td>
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<tr>
<td><strong>Senate Vote</strong></td>
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<td></td>
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<tr>
<td>18-24 Year Olds</td>
<td>52%</td>
<td>53%</td>
<td>60%</td>
<td>54%</td>
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<tr>
<td>War and War-War (before 1948)</td>
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<td>Generation Y (1979-1993)</td>
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<tr>
<td><strong>House Vote</strong></td>
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<tr>
<td>18-24 Year Olds</td>
<td>62%</td>
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<td>56%</td>
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</tbody>
</table>

Note: Table entries are averages from ANES cumulative file, 1980-2004.
FIGURE 12

Outreach Efforts by Presidential Campaigns

Source: Democracy Corps Poll, September 2008