

Mike Berman's

WASHINGTON POLITICAL WATCH

No. 83

November 28, 2008

WRAPPING UP 2008

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OBAMA 365 - MCCAIN 173

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THE ELECTORATE

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U.S. SENATE

Democrats 56 - Republicans 40 - 2 Independents - 2 to be decided

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U.S.HOUSE

Democrats 259 - Republicans 176

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THE STATES

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PIZZA

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65% of Americans are confident in Barack Obama's ability to be a good President. This includes 89% of Democrats, 64% of Independents, and 28% of Republicans. In each of these categories those between the ages of 18-34 are more positive than other age groups. For example, 42% of Republicans in this age group are confident in his ability to do the job.

61% of consumers consider current economic conditions to be poor. And 80% say conditions are getting worse.

Only 12% think that now is a good time to get a quality job. 86% say it is a bad time. [Gallup 11/25,20,24]

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Consumer confidence is at the lowest it has been in the 22 years of the weekly ABC News Consumer Index. It currently has settled at a -52.

- 68% plan to wait for holiday sales
- 51% plan to spend less this year than last (most depressed number since 1991)
- 2% rate economy as excellent; 60% rate it poor
- 43% say personal finances are excellent/good
 - 57% not good/poor
- 21% say this is an excellent/good time buy things
 - 79% not good/poor

[ABC News 11/08]

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Consumer spending fell 1% in October, the largest one-month drop since 9/11/01.

Jobless claims rose to an adjusted 542,000 last week, the highest since 1992, and the 4 week average was 506,500, the highest in 25 years. [Keep in mind that comparisons to previous years are leavened by the fact that the relevant population was lower in those previous years.]

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President-elect Obama says he intends to change the way Washington works. Whichever way Washington works, it has worked this way for a long time. Obama may find that it makes sense to use the way Washington works (in the best sense of that phrase) to achieve the goals which he has described to the American people.

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The Presidential Election

In winning 365 electoral votes, Obama won 53% of the vote, and captured 28 states and the District of Columbia. McCain won 46% of the vote and 22 states.

This is a last look at the election through the lens of electoral votes in Presidential elections 1992 - 2008.

248 electoral votes -	Democrats won these 18 states + D.C. in last 4 elections OBAMA WON ALL Subtotal - Obama 248/McCain 0
16 electoral votes -	Democrat won these 3 states in 3 of last 4 elections OBAMA WON ALL Subtotal - Obama 264/McCain 0
75 electoral votes -	Republicans and Democrats each won these 8 states in 2 of last 4 elections -Republicans won all these States in last 2 elections - Clinton won them in previous 2 MCCAIN WON - 6 (50 electoral votes) OBAMA WON - 2 (25 electoral votes) Subtotal - Obama 289/McCain 50
64 electoral votes -	Republican won these 5 States in 3 of last 4 elections MCCAIN WON - 3 (28 electoral votes) OBAMA WON 2 (36 electoral votes) Subtotal - Obama 325/McCain 78
135 electoral votes -	Republican won these 16 States in last 4 elections MCCAIN WON 13 (95 electoral votes) OBAMA WON 3 + 1 (Neb) (40 electoral) Total - Obama 365/McCain 173

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Obama picked up electoral votes in some States that Democrats have not had in their column for a long time.

Not since 1964 - Indiana, Virginia, Nebraska
Not since 1976 - North Carolina
Not since 1992 - Colorado
Not since 1996 - Florida, Nevada, Ohio
Not since 2000 - Iowa, New Mexico

The Electoral Vote chart at the end of the newsletter reflects the winning and losing streaks of both Parties from 1992 - 2008.

Won by Republicans 5 times = 91 electoral votes

Won by Republicans 4.8 times = 5 electoral votes

(Nebraska split 4R/1D)

Won by Republicans 4 times/Dems 1 = 67 electoral votes

Won by Republicans 3 times/Dems 2 = 91 electoral votes

Won by Democrats 3 times/GOP 2 = 20 electoral votes

Won by Democrats 4 times/GOP 1 = 16 electoral votes

Won by Democrats 5 times = 248 electoral votes

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HOW OBAMA WON AND HOW MCCAIN LOST

1) There is something about Obama that caught the imagination of a whole lot of Americans.

- * The Iraq war and his position on it provided him an opportunity.
- * His basic speech, which was short on specifics, offered folks the opportunity to believe that if they had a need or an aspiration, he understood it and would do something to help them achieve it.
- * Loss of support for President Bush and his Administration provided a convenient backdrop for Obama's message of change. In addition to President Bush's record low approval ratings, he is held primarily accountable for the meltdown of the financial system.

2) The more potential voters came to know John McCain, the less it appears they were attracted to him as a possible President.

3) Obama was a natural candidate for the democratic base. John McCain was not a natural candidate for the Republican base.

4) Obama and his team ran an exceptional campaign.

- * Looking at it from the outside and observing results, it was the kind of campaign that those of us who have been involved in the past have always dreamed about.
- * Stumbles along the way did not pull them off their game plan. The same people were in charge of the campaign at the end of the campaign as were in charge on the first day.

- * This has been a campaign with less obvious internal drama than any in modern memory.
- * The voter contact program was beyond state-of-the-art. It created a new state-of-the-art and was fully funded.
- * The Republican database has been more up-to-date and user friendly than that available to Democrats for years and years. That advantage is gone.
- * Catalist, a new company that created and operates the database used primarily by the Obama campaign (as well as others during the primary season), is state-of-the-art, with an architecture that makes it more useful than the DNC list, which is also in far better shape than at anytime in history.
- * Here is an example of an Obama field operation.

Alfred Johnson, a June college graduate, was the field director for 8 counties in northern New Mexico

- There were 187,661 registered voters of which 122,993 were Democrats
- 8 field offices, with 13 paid staff
- 45 non-paid full-time staff
- thousands of volunteers
- 2,627 canvassers on election day
- 300,000 geo-coded doors knocked in 3 months
- blind canvases in every town with a population greater than 400
- Obama won the 8-county area 75.3% to 24.7%.
 - 101,530 votes to 33,305 votes
- Kerry won the area in 2004 63% to 37%
 - 87,743 votes to 41,328 votes
- Obama won the State 57% to 42%
 - Kerry lost the State 49% to 50%

5) The McCain campaign went through a series of ups and downs and changes.

- * Overall campaign plan was not obvious
- * Theme seemed to change from week to week and month to month
- * Message was weak, resulting in weak strategy

- * For a period of time one needed a score card to keep track of who was in charge.
- * The voter turnout program was a rehash of a program that was used successfully twice by President Bush, but it had not been brought up to speed. McCain did not have the necessary resources available to fully implement it.

6) Obama's success at fundraising and his decision not to take Federal funds in the general election gave him an important advantage throughout the long campaign. Perhaps as much as \$150-\$200,000,000.

McCain's decision to stick with Federal funding, probably his only realistic option resulted in his campaign operating at a substantial financial disadvantage.

7) May 13, 2006 is the day on which John McCain took the first step toward losing the 2008 Presidential campaign

- * McCain spoke at Liberty University's graduation, having made "peace" the preceding Fall with the Reverends Falwell and Robertson. He previously had called Falwell an "agent of intolerance."
- * McCain had had a long-running "love affair" with the national media. The speech at Liberty University caused that "love affair" begin to fall apart.
- * John McCain forgot who he was. His stature and attractiveness deteriorated as the campaign wore on, as did his romance with the media.
- * Saying that he knew little about the economy, when it was destined to be the most important issue of the campaign, along with some of the decisions he made, did not accrue to his benefit.
- * He showed a temperament that did not encourage confidence in how he would act as a leader.
- * His selection of Governor Palin created further doubt about his judgement.

8) As the media paid more attention to Obama, they started to fall in love with him. Since their love affair with McCain was coming to an end, it made it easier for them to shift their love.

They turned away from McCain with a vengeance. A study was done of the positive and negative references to McCain and Obama on the

regular news programs of the 4 broad cast TV networks...ABC, CBS, NBC, Fox. (Cable networks were not included.)

ABC was found to be most balanced, followed by Fox.

	<u>OBAMA</u>		<u>MCCAIN</u>	
	<u>Positive</u>	<u>Negative</u>	<u>Positive</u>	<u>Negative</u>
Fox	<u>28%</u>	72%	<u>39%</u>	61%
ABC	<u>57%</u>	43%	<u>42%</u>	58%
CBS	<u>73%</u>	27%	<u>31%</u>	69%
NBC	<u>56%</u>	44%	<u>16%</u>	84%

All Four 65% 35% 31% 69%
 [Center for Media and Public Affairs, George Mason University]

9) The final straw that doomed McCain's campaign was the financial meltdown.

Below is a WW-selected series of events on the path to final Government action on the financial crisis, matched with the Gallup tracking poll of the same date.

	<u>Obama</u>	<u>McCain</u>
Monday, Sept 8 - US takes over Fannie and Freddie	44	<u>49</u>
Monday, Sept 15 - Crisis on Wall Street as Lehman sold, AIG needs cash	45	<u>47</u>
Wednesday, Sept 17 - US to take over AIG	<u>47</u>	45
Friday, Sept 19 - US bailout proposed to stem financial crisis	<u>49</u>	46
Friday, Sept 26 - McCain jumps into thicket		
- calls for a WH meeting that Bush did not want to have		
- Bush and Obama came out of meeting appearing to be working together for passage		
- McCain had nothing to say or do		
- First Presidential Debate	<u>49</u>	44
October 1 - Senate passes bailout	<u>48</u>	43
October 3 - House passes bailout, President signs	<u>50</u>	42

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ANOTHER VIEW

Peter Hart, with the assistance of Alex Horowitz, conducted a post-election focus group in the Virginia exurbs, as part of the series conducted for the Annenberg Public Policy Center at the University of Pennsylvania.

All 12 voters in the group voted for Barack Obama, but did not start there. 8 of the 12 voted for Bush in 2004, 9 considered voting for McCain at some stage of the election, 6 were Republicans or Republican-leaning Independents.

The following are selected quotes from a memorandum that summarized the group discussion.

- "these voters wanted change" and "change that would lead to a government of action and a government of accountability and transparency."
- "Obama was 'fresh','true to his word','a person who radiated both self-awareness and calm."
- "When asked about the single moment of voting for Obama, people described it as 'historic','exciting','a sense of relief' and more than a few felt 'anxious' or 'nervous'".
- "the President-elect is going to receive a great deal of latitude from these swing voters. The judgements about him are more likely to be based on the way he approaches the problems and not by instantaneous results."
- "The personal relationship these voters have to Barack Obama is different from anything we have measured with previous Presidents."
- "They are with Obama because he is what they want for America - fresh, straight shooter, genuine, sincere."

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WHO AND HOW MANY CAME TO THE ELECTION?

To date (11/21), 127,142,278 people voted for President in 2008. That number will grow. It takes several weeks for all votes to be tabulated. This compares with the 122,295,000 who voted in that race in 2004.

It is still quite possible that the total turnout will reach 130,000,000.

From 1968 through 2004 the average increase in voter turnout has been 7%, ranging from a high of 16% between 2000 and 2004, and a low of a -7.8% between 1992 and 1996.

So far the increase from 2004 to 2008 is 3.9%.

About 30% of total votes were cast early in one form or another. This is up from roughly 20% in 2004 and 7% in 2000. Early voting relieves pressure on the polls on election day. The likely result is that States which do not provide for "in person early voting" or which have particularly stringent rules for absentee voting, will feel pressure to make voting more accessible.

[In Snapshot 4 there is a discussion of turnout. There was a computation error in determining the percentage growth in participation from one Presidential election to the next. So, erase it from your mind and rely on the information above and the chart that is appended at the end of this newsletter.]

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As in a number of recent elections, much has been made of the potential increased participation of young people between the ages of 18-29. While there was an increase in the number of young people who participated in 2008, their share of the actual voting pool which they represent increased only slightly, from 17% in 2000 and 2004 to 18% in 2008.

In short, young people, as voters continue to underperform their percentage of the eligible population. Their's is the only group that represents a smaller portion of the voting pool than its share of the population.

	18-29	30-44	45-59	60+
Pop	22.5%	27.4	27.1	23%
vote	18%	29%	30%	23%

Looking at individual States, the percentage of young people in the actual voting pool from 2004 to 2008 varied.

The percentage was down in

- Ohio - by 4 pts (21% to 17%)
- Florida - by 2 pts (17% to 15%)
- Colorado - by 1 pt (15% to 14%)

However it was up in

- Missouri - by 1 pt (20% to 21%)
- Indiana - by 5 pts (14% to 19%)

- level of support was the real issue
 - Kerry 54% Obama 66%
- African Americans - 11% to 13% of the electorate
 - up 1 point or even in Ohio, Fla, Colorado, Indiana
 - up 5 points in Missouri
 - Kerry 88% Obama 95%
- Latinos - No increase in their share of electorate (8%)
 - level of support was up
 - Kerry 53% obama 66%

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- How they voted:

	<u>Kerry 2004</u>	<u>Obama 2008</u>
- Men	44%	49%
- Women	51%	56%
- Whites	41%	43%
- union members	61%	60%
- 1st time voter	53%	68%
- Obama exceeded Kerry among liberals, moderates and conservatives		
- The later folks made up their minds about who to vote for, the better McCain did. [Peter Hart does not think this is a valid measuring tool, so don't take it too seriously.]		

	<u>McCain</u>	<u>Obama</u>	
- Elec day/ last 3 days	48%	49%	(9%)
- Earlier	46%	53%	(91%)

[See comparison of 2004 and 2008 exit polls in various categories appended at the end of this newsletter.]

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Democratic Party identification as compared to Republican Party identification grew between the 2004 and 2008 elections

	<u>Dem</u>	<u>GOP</u>	<u>Ind</u>
2008	39	32	29
2004	37	37	26

There has been little change in how Americans describe their political views, conservative, moderate or liberal. While young people are seen as the most

liberal, with 27% self-describing themselves as liberal, it is not an overwhelming number.

		<u>Con</u>	<u>Mod</u>	<u>Lib</u>
	1992	35	40	18
	1996	39	39	17
	2000	36	38	18
	2004	38	36	19
	2008	38	36	21
2008	GOP	68	25	4
	DEM	25	37	34
	IND	36	45	28
	18-29	38	36	27
	30-49	37	37	21
	50-64	41	35	19
	65+	45	32	15

[Pew Research 11/08]

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THE MONEY GAME

While the final tabulations for the amounts of money spent by Presidential candidates are not yet available for the 2008 campaign, there are some things we do know.

Total spending by Presidential candidates in 2008 will be more than double what it was in 2004, and 2004 was more than double 2000. Based on reports filed through October 20th, \$1,324,700,000 was spent in 2008, as compared to \$717,900,000 in 2004, and \$343,100,000 in 2000.

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RALPH NADER IS OVER

The number of voters has increased and Nader's share has fallen. The pinnacle of his popularity came in 2000.

2008	701,139
2004	463,655
2000	2,882,738
1996	684,902

THE U.S. SENATE

The Democratic caucus will include at least 58 members (2 Independents will caucus with the Democrats). The last time the Democrats controlled this many seats was in the 96th Congress, 1979-81.

Two elections remain to be determined. There is a runoff in Georgia on December 2nd. Saxby Chambliss, the Republican incumbent, is likely to win.

In Minnesota, a formal recount has commenced between incumbent Republican Norm Coleman and Democratic challenger Al Franken. At last count Coleman led by a couple of hundred votes among 2.9 million cast. This could go either way.

The Democratic caucus, with the encouragement of President-elect Obama, allowed Joe Lieberman to retain his Chairmanship of the Homeland Security and Government Affairs Committee. He was removed from the Environment and Public Works Committee.

	<u>Dem</u>	<u>Rep</u>	<u>Ind</u>
100TH Congress 1987-88	55	45	
101st Congress 1989-90	55	45	
102nd Congress 1991-92	56	44	
103rd Congress 1993-94	57	43	
	56	44	
104th Congress 1995-96	48	52*	
	47	53	
	46	54	
	46	53	
	47	53	
105th Congress 1997-98	45	55	
106th Congress 1999-2000	45	55*	
	45	54	1
	45	55	
	46	54	
107th Congress 2001-02	50	50*	
	50	49	1

		49	49	2	
		48	50	2	
108th Congress	2003-04	48	51	1	
109th Congress	2005-06	44	55	1	
110th Congress	2007-08	49	49	2	
111th Congress	2009-10	56	40	2	[2 seats unresolved]

* In these Congresses, the ratios changed over the two-year cycle for one reason or another, e.g., a resignation that was subsequently filled by appointment or special election. The last number on the list was the final ratio of the cycle.

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U.S. HOUSE

In the House of Representatives, the Democrats now control 259 seats, compared to 176 controlled by Republicans. This is the highest number of seats the Democrats have controlled since the 102 Congress, 1991-92.

The new House will have a more moderate/conservative tilt than in the past cycle. 81 of the Democrats in the new House represent Congressional Districts that President Bush carried in 2004.

		<u>Dem</u>	<u>Rep</u>	<u>Ind</u>	<u>Vac</u>
100TH Congress	1987-88	258	177		
101st Congress	1989-90	260	175		
102nd Congress	1991-92	267	167	1	
103rd Congress	1993-94	258	176	1	
104th Congress	1995-96	204	230	1	
105th Congress	1997-98	206	228	1	
106th Congress	1999-2000	211	223	1	
107th Congress	2001-02	212	221	2	
108th Congress	2003-04	204	229	1	1

109th Congress 2005-06	202	232	1
110th Congress 2007-08	233	202	
111th Congress 2009-10	259	176	

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THE STATES

Democrats now control 29 Governorships, up from 28 prior to the election.

Democrats made some gains in the total numbers of State legislators who fly under their banner, and the number of State Senate and State House chambers they control. They have picked up 13 State Senators and 83 State House members.

	<u>Total</u>	<u>Dem</u>	<u>Rep</u>	<u>Ind/Other</u>
State Senators	1971	1024	888	52
State House Members	5411	3058	2331	17

	<u>State Senates</u>	<u>State Houses</u>
2009	28D 20R 1Even	32D 16R 1Even
2007	26D 21R 2Even	30D 19R

Democrats have complete control of State government - Governor and both houses of the legislature - in 17 states. Republicans have that distinction in 8 States. In 24 States the government is divided.

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WISDOM FROM SAUL

When you forget to wear your watch, how many times do you have to look at your naked wrist to be considered unsmart?

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HOMEMADE PIZZA COMPANY

4857 Massachusetts Avenue
Spring Valley Shopping Center (Next to Wagshall's Deli)
Spring Valley, DC
202-966-1600

13300 Franklin Farm Road., Herndon, VA
571-203-9898

www.homemadepizza.com

In the ordinary course, you order a pizza to go and pick it up, or you order it to be delivered. In either case, it is some time between the time it is cooked and the time you dig into it.

Homemade Pizza guarantees freshly cooked and hot-out-of-the-oven pizza every time. Homemade Pizza sells its pizzas uncooked.

You can call in and it will be ready for you in 15-20 minutes, or you can go directly to their location, place your order, and knock around for 15-20 minutes. (At the Spring Valley location, you can shop at Wagshall's or the CVS.)

First you select the regular crust or a whole wheat crust. It is then topped with HomeMade tomato sauce, an olive oil glaze, or fresh pesto and Wisconsin mozzarella.

Then you add a variety of ingredients which are available online, from a pamphlet that is readily available, or on the wall.

I selected barbecue chicken, caramelized onions and mushrooms.

It is then packaged in a clear plastic wrap that is tented and loose so it does not touch the pizza.

Cooking directions come with each pizza, but basically you pre-heat your oven to 425, and cook the pizza for about 15 minutes.

There is one other clever touch which aids cooking. The pizza comes on a form of parchment which is folded at the edges, and then it is placed on a cardboard which keeps the package firm.

When you are ready to cook it, you fold out the parchment and slide it off the cardboard and on to the middle rack of the oven. Because the parchment is larger than the pie, nothing leaks onto the bottom of your oven. When it is finished, you easily slide the cardboard back under the parchment and take it from the oven.

You can also select a variety of excellent salads, big cookies, and excellent ice cream.

You can pick up the pizza or have it delivered for an additional charge.

The hours are 3-9 p.m., Monday thru Thursday, and 1-9 p.m., Friday thru Sunday.

There are HomeMade Pizza stores in several states. The locations are available on the internet.

Mike

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See charts:

- Electoral Votes 1992-2008
- Presidential Election Results 1968-2008
- Exit Polls 2004 and 2008

State	Electoral Vote	1992	1996	2000	2004	2008	Recap	Total
Idaho	4 R	R	R	R	R	R	5R	
North Dakota	3 R	R	R	R	R	R	5R	
South Dakota	3 R	R	R	R	R	R	5R	
Wyoming	3 R	R	R	R	R	R	5R	
Utah	5 R	R	R	R	R	R	5R	
Alaska	3 R	R	R	R	R	R	5R	
Kansas	6 R	R	R	R	R	R	5R	
Oklahoma	7 R	R	R	R	R	R	5R	
Texas	34 R	R	R	R	R	R	5R	
Alabama	9 R	R	R	R	R	R	5R	
South Carolina	8 R	R	R	R	R	R	5R	
Mississippi	6 R	R	R	R	R	R	5R	91
Nebraska	5 R	R	R	R	R	R	4.8R	5
Indiana	11 R	R	R	R	R	D	4R	
Virginia	13 R	R	R	R	R	D	4R	
North Carolina	15 R	R	R	R	R	D	4R	
Montana	3 D	R	R	R	R	R	4R	
Arizona	10 R	D	R	R	R	R	4R	
Georgia	15 D	R	R	R	R	R	4R	
Colorado	9 D	R	R	R	R	D	3R/2D	
Florida	27 R	D	R	R	D	D	3R/2D	
West Virginia	5 D	D	R	R	R	R	3R/2D	
Missouri	11 D	D	R	R			3R/2D	
Nevada	5 D	D	R	R	D	D	3R/2D	
Kentucky	8 D	D	R	R	R	R	3R/2D	
Arkansas	6 D	D	R	R	R	R	3R/2D	
Tennessee	11 D	D	R	R	R	R	3R/2D	
Louisiana	9 D	D	R	R	R	R	3R/2D	
Ohio	20 D	D	R	R	D	D	3D/2R	
New Hampshire	4 D	D	R	D	D	D	4D	
New Mexico	5 D	D	D	R	D	D	4D	
Iowa	7 D	D	D	R	D	D	4D	16

Maine	4	D	D	D	D	D	5D
Vermont	3	D	D	D	D	D	5D
Oregon	7	D	D	D	D	D	5D
Hawaii	4	D	D	D	D	D	5D
Washington	11	D	D	D	D	D	5D
Minnesota	10	D	D	D	D	D	5D
Rhode Island	4	D	D	D	D	D	5D
Massachusetts	12	D	D	D	D	D	5D
Wisconsin	10	D	D	D	D	D	5D
California	55	D	D	D	D	D	5D
Connecticut	7	D	D	D	D	D	5D
Pennsylvania	21	D	D	D	D	D	5D
New Jersey	15	D	D	D	D	D	5D
Michigan	17	D	D	D	D	D	5D
Illinois	21	D	D	D	D	D	5D
New York	31	D	D	D	D	D	5D
Delaware	3	D	D	D	D	D	5D
Maryland	10	D	D	D	D	D	5D
DC	3	D	D	D	D	D	5D

Presidential Election Results 1968 - 2008

Year	Total Vote Cast	% Growth	Dem %	Electoral Vote	GOP %	Electoral Vote	Other %
2008	127,142,278*	3.90%	53%	365	46%	173	1%
2004	122,295,345	16.00%	48.30%	252	50.70%	286	1.00%
2000	105,396,627	9.47%	48.40%	266	47.90%	271	3.70%
1996	96,277,223	-7.80%	49.20%	379	40.70%	159	1.00%
1992	104,425,014	14.00%	43%	370	37.40%	168	19.60%
1988	91,594,809	9.80%	45.60%	111	53.40%	426	1%
1984	92,652,842	7.00%	40.60%	13	58.80%	525	0.60%
1980	86,513,813	6.00%	41%	49	50.70%	489	8.30%
1976	81,555,889	4.90%	50.10%	297	48%	240	1.90%
1972	77,718,554	4.90%	37.50%	17	60.70%	520	1.80%
1968	73,211,875	6.10%	42.70%	191	43.40%	301	13.90%

* Final count not available for several weeks. Could go as high as 130 million

Question	% Respondents 2004	% Respondents 2008	Bush	McCain	Kerry	Obama
Vote by Gender						
Male	46%	47%	55%	48%	44%	49%
Female	54%	53%	48%	43%	51%	56%
Vote by Race and Gender						
White Men	36%	36%	62%	57%	37%	41%
White Women	41%	39%	41%	53%	44%	46%
Vote by Race						
White	77%	74%	58%	55%	41%	43%
African-American	11%	13%	11%	4%	88%	95%
Latino	8%	8%	44%	32%	53%	66%
Asian	2%	2%	44%	35%	56%	61%
Other	2%	3%	40%	31%	54%	65%
Vote by Age						
18-29	17%	18%	45%	31%	54%	66%
30-44	29%	29%	53%	46%	46%	53%
45-59	30%	30%	51%	49%	48%	49%
60 and older	24%	23%	54%	52%	46%	46%
Vote by Income						
Under 15K	8%	6%	36%	25%	63%	73%
15-30K	15%	12%	42%	37%	57%	60%
30-50K	22%	19%	49%	43%	50%	55%
50-75K	23%	21%	56%	49%	43%	48%
75-100K	14%	15%	55%	48%	45%	51%
100-150K	11%	14%	57%	51%	42%	48%
150-200K	4%	6%	58%	50%	42%	48%
200k or more	3%	6%	63%	46%	35%	52%
Vote by Income						
Less than 50k	45%	38%	44%	38%	55%	60%
More than 50K	55%	62%	56%	49%	43%	49%
Vote by Income						
Less than 100k	82%	74%	49%	43%	50%	55%
More than 100k	18%	26%	58%	50%	41%	49%
Anyone in Household in Union						
Yes	24%	21%	40%	39%	59%	59%
No	76%	79%	55%	47%	44%	51%

Question		% Respondents 2004	% Respondents 2008	Bush	McCain	Kerry	Obama
Are you a Union Member							
	Yes	14%	12%	38%	37%	61%	60%
	No	86%	88%	54%	46%	45%	52%
Do you work full time							
	Yes	60%	65%	53%	44%	45%	55%
	No	40%	35%	51%	48%	49%	50%
Vote by Education							
	No High School	4%	4%	49%	35%	50%	63%
	H.S. Graduate	22%	20%	52%	46%	47%	52%
	Some College	32%	31%	54%	47%	46%	51%
	College Graduate	26%	28%	52%	48%	46%	49%
	Postgrad Study	16%	17%	44%	40%	55%	58%
Vote by education							
	No College Degree	58%	56%	53%	46%	47%	53%
	College Graduate	42%	44%	49%	45%	49%	53%
Vote by Party ID							
	Democrat	37%	39%	11%	10%	89%	89%
	Republican	37%	32%	93%	89%	6%	9%
	Independent	26%	29%	48%	44%	49%	52%
Vote by Ideology							
	Liberal	21%	22%	13%	10%	85%	88%
	Moderate	45%	44%	45%	39%	54%	60%
	Conservative	34%	34%	84%	78%	15%	20%
Have you ever voted Before							
	Yes	89%	89%	51%	48%	48%	50%
	No	11%	11%	46%	31%	53%	68%
Vote by Religion							
	Protestant	54%	54%	59%	54%	40%	45%
	Catholic	27%	27%	52%	45%	47%	54%
	Jewish	3%	2%	25%	21%	74%	78%
	Other	7%	6%	23%	22%	74%	73%
	None	10%	11%	31%	23%	67%	75%
White Evangelical/Born Again							
	Yes	23%	26%	78%	74%	21%	24%
	No	77%	74%	43%	36%	56%	62%

Question		% Respondents 2004	% Respondents 2008	Bush	McCain	Kerry	Obama
Vote by Church Attendance							
	More than weekly	16%	12%	64%	55%	35%	43%
	Weekly	26%	27%	58%	55%	41%	43%
	Monthly	14%	15%	50%	46%	49%	53%
	A few times a year	28%	28%	45%	40%	54%	59%
	Never	15%	16%	36%	30%	62%	67%
Vote by Church Attendance							
	Weekly	41%	40%	61%	55%	39%	43%
	Occasionally	40%	42%	47%	42%	53%	57%
	Never	14%	16%	36%	30%	62%	67%
Vote by Religion and Attendance							
	Protestant/Weekly	16%	15%	70%	66%	29%	32%
	Prot./Less Often	15%	15%	56%	54%	43%	45%
	Catholic/Weekly	11%	12%	56%	50%	43%	49%
	Catholic/Less Often	14%	14%	49%	40%	50%	58%
	All Others	39%	42%	40%	35%	59%	63%
Have you ever served in the Military							
	Yes	18%	15%	57%	54%	41%	45%
	No	82%	85%	49%	44%	50%	54%
Are you Married							
	Yes	63%	66%	57%	51%	42%	47%
	No	37%	34%	40%	33%	58%	65%
Are you married with Children							
	Yes	28%	31%	59%	50%	42%	48%
	No	72%	69%	48%	43%	58%	55%
Do you have Children under 18							
	Yes	37%	40%	53%	45%	45%	53%
	No	63%	60%	50%	45%	49%	53%
Are you Gay, Lesbian or Bisexual							
	Yes	4%	4%	23%	27%	77%	70%
	No	96%	96%	53%	45%	46%	53%
Gun owner in Household							
	Yes	41%	42%	63%	62%	36%	37%
	No	59%	58%	43%	33%	57%	65%
When did you decide who to vote for							
	Today	5%	4%	45%	45%	52%	50%
	Last three d	4%	3%	42%	52%	55%	46%
	Last week	2%	3%	51%	50%	48%	48%
	Last Month	10%	15%	44%	43%	54%	54%
	Before that	78%		53%		46%	

Question		% Respondents 2004	% Respondents 2008	Bush	McCain	Kerry	Obama
Most Important Issue							
	Iraq	15%	10%	26%	39%	73%	59%
	Terrorism	19%	9%	86%	86%	14%	13%
	Economy/Job	20%	63%	18%	44%	80%	53%
	Health Care	8%	9%	23%	26%	77%	73%
How Bush is handling his Job							
	Approve	53%	27%	90%	89%	9%	10%
	Disapprove	46%	71%	6%	31%	93%	67%
Most Important Quality							
	Cares about	9%	12%	24%	73%	75%	24%
	Will Bring Cl	24%	34%	5%	9%	95%	89%
Decision to go to war in Iraq							
	Approve	51%	36%	85%	86%	14%	13%
	Disapprove	45%	63%	12%	22%	87%	76%
Family's Financial Situation							
	Better	32%	24%	80%	60%	19%	37%
	Worse	28%	42%	20%	28%	79%	70%
	Same	39%	34%	49%	53%	50%	45%
National Economy							
	Excellent	4%	1%	89%	39%	11%	59%
	Good	43%	6%	87%	75%	13%	23%
	Not good	35%	44%	26%	59%	72%	40%
	Poor	17%	49%	6%	32%	92%	66%
Is U.S. going in right direction							
	Yes	58%	21%	85%	71%	14%	28%
	No	40%	75%	4%	36%	94%	62%
Government do more to solve problems							
	Yes	46%	51%	33%	23%	66%	76%
	No	49%	43%	70%	71%	29%	27%
Vote by Region							
	Northeast	22%	22%	43%	40%	56%	59%
	Midwest	26%	24%	51%	44%	48%	54%
	South	32%	32%	58%	53%	42%	46%
	West	20%	22%	49%	42%	50%	55%