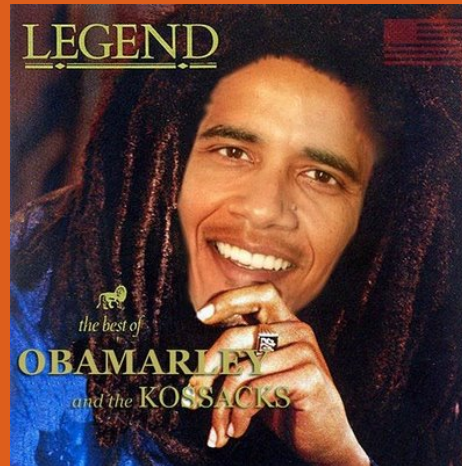




School of UNDERGRADUATE STUDIES

# Cirque du Politique

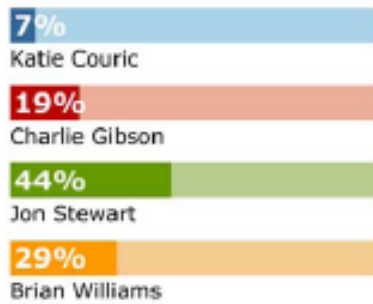
Welcome to the circus!



# Three Rings in a Circus

- 1) The News – Yeah, it's different
- 2) The Electorate – Who votes?
- 3) Race, Religion, and Ethnicity –  
Is politics personal? You betcha!

## Now that Walter Cronkite has passed on, who is America's most trusted newscaster?



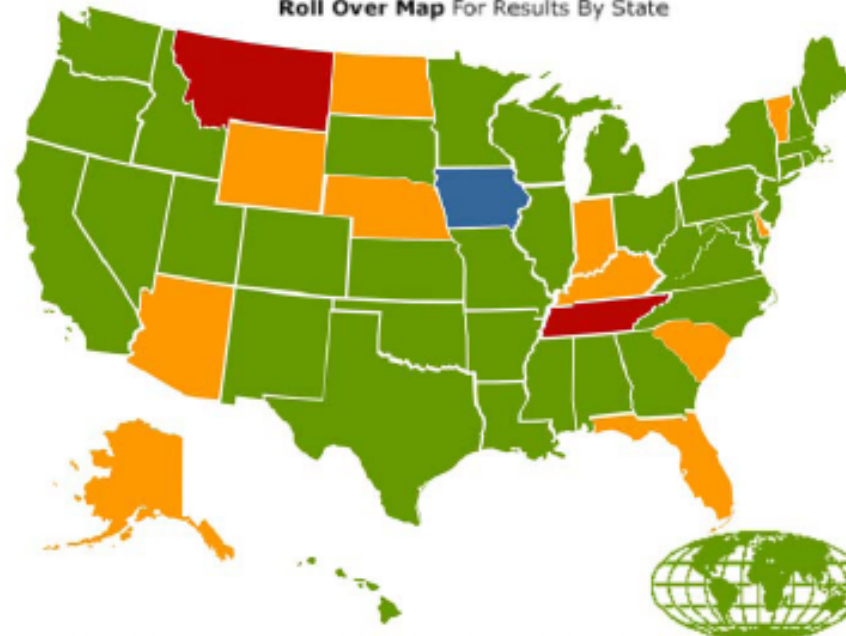
Total Votes: **9411**

[PREV POLL](#)

[NEXT POLL](#)

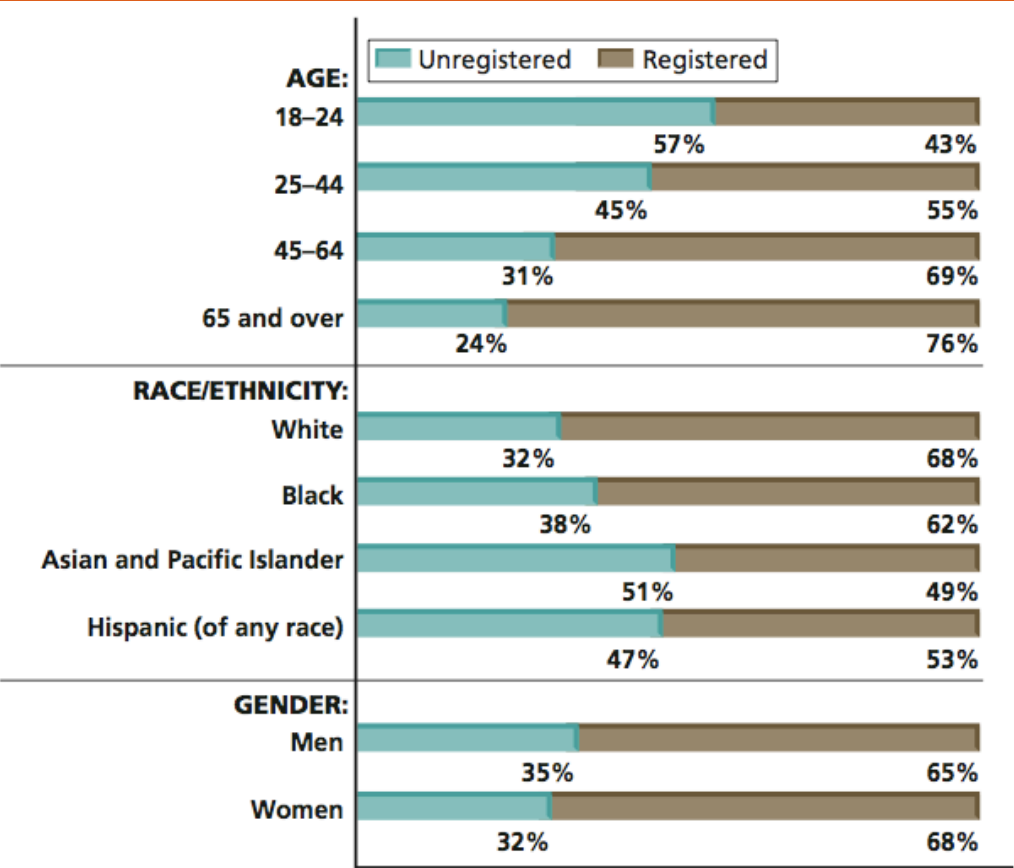
- [Walter Cronkite: The Man With America's Trust](#)
- [Katie's Crusade](#)
- [TIME 100: Brian Williams](#)

Roll Over Map For Results By State



Note: Poll results are not scientific and reflect the opinions of only those users who chose to participate. Poll results are not reflected in real time.

# Who Votes?



Source: Pearson Education, 2009

# Who Voted for Whom?

## Vote by Sex

	Obama	McCain	Other/No Answer
Male (47%)	49%	48%	3%
Female (53%)	56%	43%	1%

## Vote by Age

	Obama	McCain	Other/No Answer
18-29 (18%)	66%	32%	2%
30-44 (29%)	52%	46%	2%
45-64 (37%)	50%	49%	1%
65 and Older (16%)	45%	53%	2%

**CNN's 2008 Presidential Election  
National Exit Poll**

17,836 Respondents

# Who Voted for Whom?

## Vote by Income

	Obama	McCain	Other/No Answer
Under \$15,000 (6%)	73%	25%	2%
\$15-30,000 (12%)	60%	37%	3%
\$30-50,000 (19%)	55%	43%	2%
\$50-75,000 (21%)	48%	49%	3%
\$75-100,000 (15%)	51%	48%	1%
\$100-150,000 (14%)	48%	51%	1%
\$150-200,000 (6%)	48%	50%	2%
\$200,000 or More (6%)	52%	46%	2%

**CNN's 2008 Presidential Election  
National Exit Poll**

17,836 Respondents

# Who Voted for Whom?

## Vote by Race

	Obama	McCain	Other/No Answer
White (74%)	43%	55%	2%
African-American (13%)	95%	4%	1%
Latino (9%)	67%	31%	2%
Asian (2%)	62%	35%	3%
Other (3%)	66%	31%	3%

**CNN's 2008 Presidential Election  
National Exit Poll**

17,836 Respondents

# Who Voted for Whom?

## Vote by Education and Race

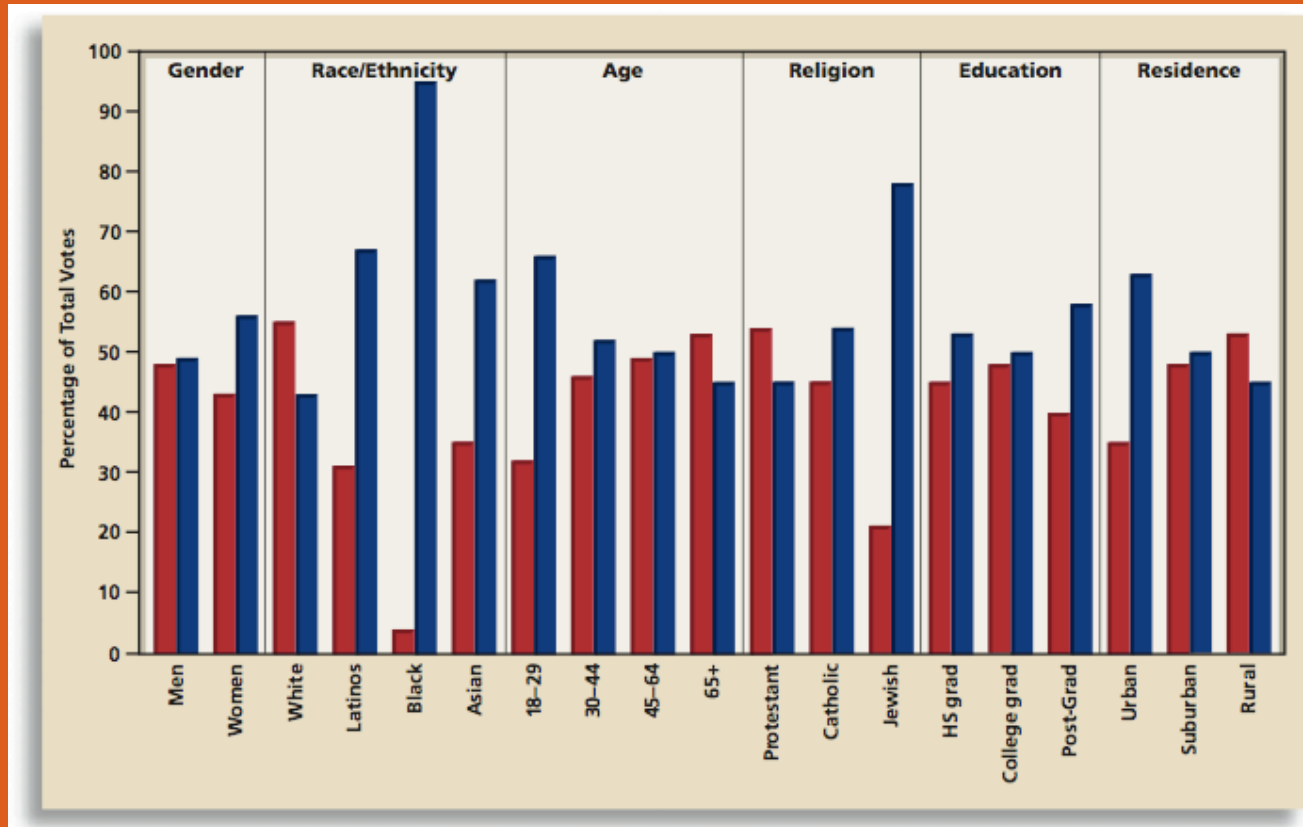
	<b>Obama</b>	<b>McCain</b>	<b>Other/No Answer</b>
<b>White College Graduates (35%)</b>	47%	<b>51%</b>	2%
<b>Whites - No College (39%)</b>	40%	<b>58%</b>	2%
<b>Non-White College Grads (9%)</b>	<b>75%</b>	22%	3%
<b>Non-White - No College (16%)</b>	<b>83%</b>	16%	1%

**CNN's 2008 Presidential Election  
National Exit Poll**

17,836 Respondents



# Who Voted?



Source: Pearson Education, 2009

**A Spectrum of Voters and Non-Voters:  
Who Are They?**

	----- Voting Frequency -----			
	Regular	Inter- mittent	Registered, but rare	Not registered
	%	%	%	%
Total	35	20	23	22=100
Men	36	20	21	23=100
Women	34	21	24	21=100
White	37	21	22	20=100
Black	31	23	29	17=100
Hispanic	24	16	20	40=100
18-29	22	13	25	40=100
30-49	35	21	24	20=100
50-64	42	24	20	14=100
65+	41	22	23	14=100
Married	40	21	22	17=100
Not married	29	19	24	28=100
College graduate	46	22	20	12=100
Some college	38	20	24	18=100
H.S. grad or less	28	20	24	28=100
\$75,000+	44	22	23	11=100
\$50K to \$74,999	36	21	25	18=100
\$30K to \$49,999	36	20	21	23=100
\$20K to \$29,999	31	16	18	35=100
Less than \$20K	26	20	23	31=100
<i>Attend Church...</i>				
Weekly or more	39	23	23	15=100
Monthly or yearly	35	18	21	26=100
Seldom or never	31	18	25	26=100

Demographics and surveys confirm time and again that on any given year, the most likely voter is someone who is:

- ✓ White
- ✓ 50 years or older
- ✓ Married
- ✓ College Educated
- ✓ Making above \$75,000
- ✓ Attending Church

**PEW Center, Oct. 18, 2006**  
**Who Votes, Who Doesn't, and Why**

1,804 Respondents

## Who's Moving, Who's Staying: 2006-2010

<i>Vote for Congress...</i>	<i>Aug-Sept 2006</i>			<i>August 2010</i>		
	<b>Rep</b> %	<b>Dem</b> %	<b>Dem</b> <b>Adv</b>	<b>Rep</b> %	<b>Dem</b> %	<b>Dem</b> <b>Adv</b>
All voters	39	50	+11	44	45	+1
<i>Rep-leaning groups returning to the fold</i>						
White, non-Hispanic	43	45	+2	51	38	-13
Men	43	46	+3	49	40	-9
<i>Swing groups becoming disillusioned with the Democrats</i>						
Independents	31	46	+15	42	35	-7
White non-Hisp Catholics	39	49	+10	48	43	-5
Ages 65 and older	39	50	+11	46	43	-3
<i>Dem-leaning groups remaining with the party</i>						
Black, non-Hispanic	14	78	+64	9	84	+75
Ages 18 to 29	38	52	+14	39	49	+10

PEW RESEARCH CENTER July 21-August 5, 2010.  
Based on registered voters. Figures read across.