

**November 18, 2008**

**To:** Interested Parties

**From:** Jody Herman  
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**Re: The Demographics of Voters in America's 2008 General Election:  
A Preliminary Assessment**

## Introduction

In this memorandum, we assess demographic shifts that took place in the 2008 general election compared to the 2004 general election. While analysis to date has largely commented on the relatively unremarkable increase in the overall number of votes cast, the data presented below suggest that the voting population on Election Day was significantly different—if not significantly larger—than in the last presidential election.

While it should be noted that the data available at this point, so soon after the election, allow for only a preliminary assessment, we find that votes cast by Americans of color in 2008 increased by 21 percent from 2004, based on a review of exit polling and preliminary administrative data. Votes cast by Americans ages 18-29 increased by 9 percent. Votes cast by whites in 2008 declined slightly compared to 2004.

Overall, the available data indicate that the composition of the 2008 voting population was markedly different from 2004, even though the overall numbers of voters who cast ballots did not increase significantly.

In the following pages we present and interpret election data from the US as a whole, as well as from seven battleground states: Pennsylvania, Missouri, Ohio, Florida, Nevada, Colorado, and New Mexico.

## Methods

The data currently available with which to analyze shifts in the participation of various demographic groups will only allow for limited preliminary analysis. One source of data is the exit polling conducted by Edison Media Research, as reported by major U.S. news organizations. These data show the share of the votes represented by each group within a demographic category.

It should be noted that, while these data tell us within a certain degree of confidence what share of all votes is represented by each demographic category, these percentages do not tell us much about turnout. Usually, turnout is measured as a percentage of a group's voter-eligible population, but these data are not yet available. A comparison of exit polls over time can only show changes in shares of voters in each category; while a group may increase their share of the vote over time, we cannot tell if that increase is due to increased turnout of that group or decreased turnout of another. We are able, however, to look at demographic shifts in total ballots cast using exit poll estimates of group shares of all voters. Using this method, we are able to analyze shifts by looking at changes in total ballots cast by race, age, and new voters.

With a few exceptions, total ballot counts are not yet certified, so the 2008 vote totals will likely increase. These tables will be updated as official vote totals for 2008 are known.

## United States

Table 1 shows the results of this analysis for the United States. Ballots cast in each category increased from 2004 to 2008, with the exception of white voters, who cast over 720,000 fewer ballots in 2008 than in 2004.

Conversely, non-white voters cast several million more ballots in 2008 than they did in 2004. African-Americans cast over 2.9 million more ballots, an increase of 22 percent; Latinos cast over 1.5 million more ballots, an increase of 16 percent; young Americans, age 18 to 29, cast over 1.9 million more votes, an increase of 9 percent. While older age groups did show an increase in ballots cast, the increase in those categories was much lower in both percentage and actual ballots cast than the youngest age group. New voters cast some 438,000 more ballots in 2008, an increase of 3 percent. This percentage increase, 3 percent, is matched by those not voting for the first time in 2008.

## Pennsylvania

The overall vote total in Pennsylvania increased by nearly 162,000 votes (7 percent) from 2004 to 2008. While this overall increase seems modest, decreases and gains among some of the demographic groups represented in Table 2 are rather dramatic. Contrary to the national trend, young voters and new voters in Pennsylvania actually cast fewer ballots in 2008 than in 2004. Latino voters, however, showed a marked increase in ballots cast: Latinos cast over 64,000 more ballots in 2008 than in 2004, an increase of 37 percent.

## Missouri

Missouri showed a remarkable increase in total ballots cast by some demographic groups. In the state as a whole, ballots cast were up over 190,000, or 7 percent. All demographic groups covered in Table 3 show increases in ballots cast, except for those by white voters. White voters cast over 60,000 fewer ballots in 2008 than in 2004. Conversely, African-American voters cast over 160,000 more ballots in 2008 than in 2004, an increase of 74 percent. Young voters (18-29) cast about 68,000 more votes, an increase of 12 percent, which is a much higher increase than other age groups. New voters increased ballots cast by 7 percent, which is the same rate of increase as people not voting for the first time in 2008.

## Ohio

Unlike all other states included in this analysis, Ohio had over 440,000 fewer ballots cast overall in 2008 than in 2004. It is not surprising, therefore, that the number of total ballots cast decreased among most of the demographic groups listed in Table 4. However, the total ballots cast actually increased for African-American, Latino, and older voters. African-Americans cast about 66,000 more votes in 2008 than 2004, an increase of 13 percent. Latino voters cast nearly 40,000 more ballots in 2008 than in 2004, an increase of 23 percent. Older voters increased ballots cast by over 150,000, or 21 percent.

## Florida

The overall vote total in Florida increased by over 813,000 votes (10 percent) from 2004 to 2008. Florida bucked the national trend in shifts in votes cast by whites, with the white vote increasing by 12 percent, as shown in Table 5. African-Americans increased their total ballots cast at a rate of 20 percent (by over 180,000 more ballots cast in 2008 over 2004), nearly double white voters' percent increase in total ballots cast. The ballot total for Latino voters increased slightly (3 percent). The youth vote produced fewer ballots in 2008 than 2004, while new voters increased in total ballots by 11 percent (about 97,000 votes), offset by a similar rate of change (11 percent) among all other voters.

## Nevada

In Nevada, total ballots cast in 2008 increased by more than 138,000, or 17 percent, with all demographic groups analyzed here showing an increase in total ballots cast. Among the seven states considered, Nevada had the largest increase in total ballots cast by new voters at 26 percent. This far outweighs the rate of the increase in total ballots cast by those who had previously voted (15 percent). The youngest age group cast 32 percent more ballots in 2008, just five points lower than the next age group. While ballots cast by white voters increased 3 percent, total ballots by African American voters and Latino voters increased 67 percent (39,000 votes) and 87 percent (72,000 votes), respectively.

## Colorado

In Colorado, total ballots cast by Latino voters dramatically exceeded 2004 levels. Latinos cast about 123,000 more votes in 2008 than in 2004, an increase of 72 percent. With a margin of victory of approximately 196,000, these 123,000 votes speak to the importance of the Latino political participation in the 2008 election in Colorado. While white voters cast fewer ballots in 2004 than in 2008, African-Americans cast about 5,000 more votes in 2008 than in 2004, an increase of 6 percent.

## New Mexico

Total votes cast in New Mexico increased by about 55,000 votes, or 7 percent. Total votes cast increased for Latinos by 37 percent (over 92,000 votes) from 2004 to 2008. Voters from the youngest age category cast over 42,000 votes more in 2008 than in 2004, an increase of 32 percent. This increase is nearly triple the percentage point increase of the next-highest age group. Voters aged 45 or older actually showed a decrease in total votes cast from 2004 to 2008. Total ballots cast by new voters increased 16 percent from 2004 to 2008, equaling nearly 15,000 votes. This increase was 10 percentage points higher than the increase for people who had previously voted.

## Conclusions

While there is much work to be done and more data to be analyzed, there is clear evidence that non-white and younger Americans cast significantly more ballots in this election than in 2004.

In most cases these increases were met with decreases in total ballots cast by white voters, and in the case where total ballots cast for white voters did increase, the gains in ballots cast by non-white voters increased at a much higher rate. Florida is the only state in our analysis where the increase in ballots cast by white voters from 2004 to 2008 was higher than the increase in ballots cast by non-white voters. That said, the rate of growth of the white vote in Florida is half that for non-white voters. While total ballots cast by new voters increased by 3 percent in the U.S., so did the growth rate for those who have voted previously. Of the states in this analysis, only in Nevada and New Mexico did new voters cast significantly more ballots than people who have voted previously.

While this analysis is preliminary, there is sufficient evidence here to suggest that significant shifts in the voting electorate toward non-white and younger voters occurred in the 2008 election.

2004

2008

Change in Total Ballots from 2004 to 2008

2004		2008		Change in Total Ballots from 2004 to 2008	
Total Ballots Cast   22,295,345		Total Ballots Cast   26,276,331		Increase (Decrease) in Total Ballots Cast   3,980,986	
Demographic	Exit Poll	Demographic	Exit Poll	Change in Total Ballots	Percent Change
Estimated Total Ballots**		Estimated Total Ballots**			
<b>Race</b>		<b>Race</b>		<b>Race</b>	
White	77%	White	74%	White	-723,000
African-American	11%	African-American	13%	African-American	2,964,000
Latino	8%	Latino	9%	Latino	1,581,000
Asian	2%	Asian	2%	Asian	80,000
Other	2%	Other	3%	Other	1,342,000
<b>Age*</b>		<b>Age*</b>		<b>Age*</b>	
18-29	17%	18-29	18%	18-29	1,940,000
30-44	29%	30-44	29%	30-44	1,154,000
45 and older	54%	45 and older	53%	45 and older	887,000
60 and older*	24%	-	-	-	N/A
-		65 and older*	16%	-	N/A
<b>Age</b>		<b>Age</b>		<b>Age</b>	
18-64	84%	18-64	84%	18-64	3,344,000
65 and older	16%	65 and older	16%	65 and older	637,000
<b>New Voter</b>		<b>New Voter***</b>		<b>New Voter</b>	
Yes	11%	Yes	11%	Yes	438,000
No	89%	No	89%	No	3,543,000

\* Because the polls changed the definition of the age categories for seniors from 2004 to 2008, some comparisons are not made.

\*\* Estimated total ballots calculated by exit poll proportion multiplied by total ballots cast in the election.

\*\*\* The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

NOTE: These are preliminary tables; 2008 vote counts have not yet been certified.

Sources:

Total ballots for the US 2004: FEC, <http://www.fec.gov/pubrec/fc2004/tables.pdf>

Total ballots for the US 2008: Estimated by total presidential votes from the AP, last updated 11/18/08, see the AP's website [http://hosted.ap.org/dynamic/files/specials/election\\_night\\_2008/election\\_map\\_premium/index.html?SITE=NCSHE](http://hosted.ap.org/dynamic/files/specials/election_night_2008/election_map_premium/index.html?SITE=NCSHE)

Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)

Margin of victory in 2008 presidential election: 8,471,773 (according to AP, see above)

Table 2: Pennsylvania

2004

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>Race</b>		
White	82%	4,731,000
African-American	13%	750,000
Latino	3%	173,000
Asian	1%	*
Other	1%	*

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>Race</b>		
White	81%	4,805,000
African-American	13%	771,000
Latino	4%	237,000
Asian	1%	*
Other	1%	*

2008

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>Race</b>		
White	81%	4,805,000
African-American	13%	771,000
Latino	4%	237,000
Asian	1%	*
Other	1%	*

Demographic	Change in Total Ballots	Percent Change
<b>Race</b>		
White	74,000	2%
African-American	21,000	3%
Latino	64,000	37%
Asian	N/A	N/A
Other	N/A	N/A

Change in Total Ballots from 2004 to 2008

Demographic	Change in Total Ballots	Percent Change
<b>Age<sup>1</sup></b>		
18-29	-144,000	-12%
30-44	46,000	3%
45 and older	261,000	9%
-	N/A	N/A
-	N/A	N/A

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>Age</b>		
18-64	85%	5,042,000
65 and older	15%	890,000

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>Age</b>		
18-64	86%	4,962,000
65 and older	14%	808,000

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>Age</b>		
18-64	85%	5,042,000
65 and older	15%	890,000

Demographic	Change in Total Ballots	Percent Change
<b>New Voter<sup>3</sup></b>		
Yes	11%	652,000
No	89%	5,279,000

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>New Voter<sup>3</sup></b>		
Yes	11%	652,000
No	89%	5,279,000

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>New Voter<sup>3</sup></b>		
Yes	16%	923,000
No	84%	4,846,000

Demographic	Change in Total Ballots	Percent Change
<b>New Voter</b>		
Yes	-271,000	-29%
No	433,000	9%

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>New Voter<sup>3</sup></b>		
Yes	11%	652,000
No	89%	5,279,000

Demographic	Exit Poll	Estimated Total Ballots <sup>2</sup>
<b>New Voter<sup>3</sup></b>		
Yes	16%	923,000
No	84%	4,846,000

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> "Estimated total ballots" calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

NOTE: These tables report preliminary data for 2008; official vote counts have not yet been certified.

Sources:

Total ballots for the state of PA 2004: David Leip's Atlas of U.S. Presidential Elections, <http://www.uselectionatlas.org/RESULTS?state.php?fips=42&year=2004&f=0&off=0&elect=0>

Total ballots for the state of PA 2008: PA Department of State, Unofficial Returns, as of 11/18/08, see <http://www.electionreturns.state.pa.us/>

Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)

Margin of victory in 2008 presidential election: 600,834 (as per PA Dept. of State, see above)

2004			2008			Change in Total Ballots from 2004 to 2008		
Total Ballots Cast 2,731,364		Estimated Total Ballots <sup>2</sup>	Total Ballots Cast 2,923,059		Estimated Total Ballots <sup>2</sup>	Increase (Decrease) in Total Ballots Cast 191,695		Percent Change
Demographic	Exit Poll		Demographic	Exit Poll		Demographic	Change in Total Ballots	
<b>Race</b>			<b>Race</b>			<b>Race</b>		
White	90%	2,458,000	White	82%	2,397,000	White	-61,000	-2%
African-American	8%	219,000	African-American	13%	380,000	African-American	161,000	74%
Latino	1%	*	Latino	2%	*	Latino	N/A	N/A
Asian	0%	*	Asian	1%	*	Asian	N/A	N/A
Other	1%	*	Other	2%	*	Other	N/A	N/A
<b>Age<sup>1</sup></b>			<b>Age<sup>1</sup></b>			<b>Age<sup>1</sup></b>		
18-29	20%	546,000	18-29	21%	614,000	18-29	68,000	12%
30-44	28%	765,000	30-44	27%	789,000	30-44	24,000	3%
45 and older	52%	1,420,000	45 and older	52%	1,520,000	45 and older	100,000	7%
60 and older	19%	519,000	-	-	-	-	N/A	N/A
-			65 and older	13%	380,000	-	N/A	N/A
<b>Age</b>			<b>Age</b>			<b>Age</b>		
18-64	89%	2,431,000	18-64	87%	2,543,000	18-64	112,000	5%
65 and Older	11%	300,000	65 and older	13%	380,000	65 and older	80,000	27%
<b>New Voter</b>			<b>New Voter<sup>3</sup></b>			<b>New Voter</b>		
Yes	10%	273,000	Yes	10%	292,000	Yes	19,000	7%
No	90%	2,458,000	No	90%	2,631,000	No	173,000	7%

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> "Estimated total ballots" calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

NOTE: These tables report preliminary data for 2008; official vote counts have not yet been certified.

Sources:

Total ballots for the state of MO 2004: Missouri Secretary of State. <http://www.sos.mo.gov/enweb/allresults.asp?eid=131>

Total ballots for the state of MO 2008: Estimated by total presidential votes from the AP, last updated 11/18/08, see the AP's website [http://hosted.ap.org/dynamic/files/specials/election\\_night\\_2008/election\\_map\\_premium/index.html?SITE=NCSHE](http://hosted.ap.org/dynamic/files/specials/election_night_2008/election_map_premium/index.html?SITE=NCSHE)

Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)

Margin of victory in 2008 presidential election: 4,355 (per the AP, see above)

Table 4: Ohio

2004				2008				Change in Total Ballots from 2004 to 2008					
Total Ballots Cast 5,722,443		Estimated Total Ballots <sup>2</sup>		Total Ballots Cast 5,281,288		Estimated Total Ballots <sup>2</sup>		Increase (Decrease) in Total Ballots Cast (441,155)		Change in Total Ballots		Percent Change	
Demographic	Exit Poll	Demographic	Exit Poll	Demographic	Exit Poll	Demographic	Exit Poll	Demographic	Change in Total Ballots	Change in Total Ballots	Demographic	Change in Total Ballots	Percent Change
<b>Race</b>		<b>Race</b>		<b>Race</b>		<b>Race</b>		<b>Race</b>		<b>Race</b>		<b>Race</b>	
White	86%	White	83%	White	83%	White	83%	White	-538,000	-538,000	White	-538,000	-11%
African-American	9%	African-American	11%	African-American	11%	African-American	11%	African-American	66,000	66,000	African-American	66,000	13%
Latino	3%	Latino	4%	Latino	4%	Latino	4%	Latino	39,000	39,000	Latino	39,000	23%
Asian	1%	Asian	1%	Asian	1%	Asian	1%	Asian	N/A	N/A	Asian	N/A	N/A
Other	1%	Other	1%	Other	1%	Other	1%	Other	N/A	N/A	Other	N/A	N/A
<b>Age<sup>1</sup></b>		<b>Age<sup>1</sup></b>		<b>Age<sup>1</sup></b>		<b>Age<sup>1</sup></b>		<b>Age<sup>1</sup></b>		<b>Age<sup>1</sup></b>		<b>Age<sup>1</sup></b>	
18-29	21%	18-29	17%	18-29	17%	18-29	17%	18-29	-304,000	-304,000	18-29	-304,000	-25%
30-44	30%	30-44	28%	30-44	28%	30-44	28%	30-44	-238,000	-238,000	30-44	-238,000	-14%
45 and older	50%	45 and older	56%	45 and older	56%	45 and older	56%	45 and older	97,000	97,000	45 and older	97,000	3%
60 and older	21%	-	-	-	-	-	-	-	N/A	N/A	-	N/A	N/A
-	-	65 and older	17%	65 and older	17%	65 and older	17%	65 and older	N/A	N/A	-	N/A	N/A
<b>Age</b>		<b>Age</b>		<b>Age</b>		<b>Age</b>		<b>Age</b>		<b>Age</b>		<b>Age</b>	
18-64	87%	18-64	83%	18-64	83%	18-64	83%	18-64	-596,000	-596,000	18-64	-596,000	-12%
65 and Older	13%	65 and older	17%	65 and older	17%	65 and older	17%	65 and older	154,000	154,000	65 and older	154,000	21%
<b>New Voter</b>		<b>New Voter<sup>3</sup></b>		<b>New Voter<sup>3</sup></b>		<b>New Voter<sup>3</sup></b>		<b>New Voter</b>		<b>New Voter</b>		<b>New Voter</b>	
Yes	14%	Yes	7%	Yes	7%	Yes	7%	Yes	-431,000	-431,000	Yes	-431,000	-54%
No	86%	No	93%	No	93%	No	93%	No	-9,000	-9,000	No	-9,000	0%

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> "Estimated total ballots" calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

NOTE: These tables report preliminary data for 2008; official vote counts have not yet been certified.

Sources:

Total ballots for the state of OH 2004: Ohio Secretary of State, <http://www.sos.state.oh.us/SOS/elections/electResultsMain/2004/ElectionsResults/04-1102/VoterTurnout.aspx>

Total ballots for the state of OH 2008: Estimated by total presidential votes from the AP, last updated 11/18/08, see the AP's website [http://hosted.ap.org/dynamic/files/specials/election\\_night\\_2008/election\\_map\\_premium/index.html?SITE=NCSHE](http://hosted.ap.org/dynamic/files/specials/election_night_2008/election_map_premium/index.html?SITE=NCSHE)

Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)

Margin of victory in 2008 presidential election: 206,830 (per the AP, see above)

Table 5: Florida

2004 2008 Change in Total Ballots from 2004 to 2008

2004		2008		Change in Total Ballots from 2004 to 2008	
Total Ballots Cast 7,640,319		Total Ballots Cast 8,453,743		Increase (Decrease) in Total Ballots Cast 813,424	
Demographic	Exit Poll	Demographic	Exit Poll	Change in Total Ballots	Percent Change
Estimated Total Ballots <sup>2</sup>		Estimated Total Ballots <sup>2</sup>			
<b>Race</b>		<b>Race</b>			
White	70%	White	71%	654,000	12%
African-American	12%	African-American	13%	182,000	20%
Latino	15%	Latino	14%	38,000	3%
Asian	1%	Asian	1%	N/A	N/A
Other	2%	Other	1%	N/A	N/A
<b>Age</b> <sup>1</sup>		<b>Age</b> <sup>1</sup>			
18-29	17%	18-29	15%	-31,000	-2%
30-44	27%	30-44	25%	50,000	2%
45 and older	55%	45 and older	59%	786,000	19%
60 and older	27%	-	-	N/A	N/A
-		65 and older	22%	N/A	N/A
<b>Age</b>		<b>Age</b>			
18-64	81%	18-64	78%	405,000	7%
65 and Older	19%	65 and older	22%	408,000	28%
<b>New Voter</b>		<b>New Voter</b> <sup>3</sup>			
Yes	12%	Yes	12%	97,000	11%
No	88%	No	88%	716,000	11%

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> "Estimated total ballots" calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

Sources:  
 Total ballots for the state of FL 2004: Florida Division of Elections, <https://doe.state.fl.us/elections/resultsarchive/Index.asp?ElectionDate=11/2/2004&DATAMODE=>  
 Total ballots for the state of FL 2008: Florida Division of Elections, Official Results, <http://election.dos.state.fl.us/elections/resultsarchive/night.asp>  
 Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)  
 Margin of victory in 2008 presidential election: 236,450 (as per FL Div. of Elections, see above)



Table 6: Nevada

2004				2008				Change in Total Ballots from 2004 to 2008					
Total Ballots Cast 831,833		Estimated Total Ballots <sup>2</sup>		Total Ballots Cast 970,019		Estimated Total Ballots <sup>2</sup>		Increase (Decrease) in Total Ballots Cast 138,186		Change in Total Ballots		Percent Change	
Demographic	Exit Poll			Demographic	Exit Poll			Demographic					
<b>Race</b>				<b>Race</b>				<b>Race</b>					
White	78%	649,000		White	69%	669,000		White		20,000		3%	
African-American	7%	58,000		African-American	10%	97,000		African-American		39,000		67%	
Latino	10%	83,000		Latino	16%	155,000		Latino		72,000		87%	
Asian	3%	25,000		Asian	3%	29,000		Asian		4,000		16%	
Other	2%	*		Other	3%	*		Other		N/A		N/A	
<b>Age<sup>1</sup></b>				<b>Age<sup>1</sup></b>				<b>Age<sup>1</sup></b>					
18-29	15%	125,000		18-29	17%	165,000		18-29		40,000		32%	
30-44	28%	233,000		30-44	33%	320,000		30-44		87,000		37%	
45 and older	56%	466,000		45 and older	51%	495,000		45 and older		29,000		6%	
60 and older	25%	208,000		-				-		N/A		N/A	
-				65 and older	15%	146,000		-		N/A		N/A	
<b>Age</b>				<b>Age</b>				<b>Age</b>					
18-64	83%	690,000		18-64	85%	825,000		18-64		135,000		20%	
65 and Older	17%	141,000		65 and older	15%	146,000		65 and older		5,000		4%	
<b>New Voter</b>				<b>New Voter<sup>3</sup></b>				<b>New Voter</b>					
Yes	13%	108,000		Yes	14%	136,000		Yes		28,000		26%	
No	87%	724,000		No	86%	834,000		No		110,000		15%	

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> “Estimated total ballots” calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from “Have you ever voted before?” in 2004, to “Is this the first year you have ever voted?” in 2008. Thus, in 2008, “new voters” may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

NOTE: These tables report preliminary data for 2008; official vote counts have not yet been certified.

Sources:

Total ballots for the state of NV 2004: Nevada Secretary of State, <http://sos.state.nv.us/elections/results/2004General/VoterTurnout.asp>  
 Total ballots for the state of NV 2008: Nevada Secretary of State, Unofficial Results, accessed 11/18/08, <http://sos.state.nv.us/elections/results/2008StateWideGeneral/VoterTurnout.asp>  
 Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)  
 Margin of victory in 2008 presidential election: 120,909 (as per NV Sec. of State, see above)

2004			2008			Change in Total Ballots from 2004 to 2008		
Total Ballots Cast 2,148,036		Estimated Total Ballots <sup>2</sup>	Total Ballots Cast 2,265,606		Estimated Total Ballots <sup>2</sup>	Increase (Decrease) in Total Ballots Cast   117,570		Percent Change
Demographic	Exit Poll		Demographic	Exit Poll		Demographic	Change in Total Ballots	
<b>Race</b>			<b>Race</b>			<b>Race</b>		
White	86%	1,847,000	White	81%	1,835,000	White	-12,000	-1%
African-American	4%	86,000	African-American	4%	91,000	African-American	5,000	6%
Latino	8%	172,000	Latino	13%	295,000	Latino	123,000	72%
Asian	1%	*	Asian	0%	*	Asian	N/A	N/A
Other	2%	*	Other	2%	*	Other	N/A	N/A
<b>Age<sup>1</sup></b>			<b>Age<sup>1</sup></b>			<b>Age<sup>1</sup></b>		
18-29	15%	322,000	18-29	14%	317,000	18-29	-5,000	-2%
30-44	31%	666,000	30-44	33%	748,000	30-44	82,000	12%
45 and older	53%	1,138,000	45 and older	52%	1,178,000	45 and older	40,000	4%
60 and older	24%	516,000	-	-	-	-	N/A	N/A
-			65 and older	13%	295,000	-	N/A	N/A
<b>Age</b>			<b>Age</b>			<b>Age</b>		
18-64	84%	1,804,000	18-64	87%	1,971,000	18-64	167,000	9%
65 and Older	16%	344,000	65 and older	13%	295,000	65 and older	-49,000	-14%
<b>New Voter</b>			<b>New Voter<sup>3</sup></b>			<b>New Voter</b>		
Yes	10%	215,000	Yes	7%	159,000	Yes	-56,000	-26%
No	90%	1,933,000	No	93%	2,107,000	No	174,000	9%

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> "Estimated total ballots" calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

NOTE: These tables report preliminary data for 2008; official vote counts have not yet been certified.

Sources:

Total ballots for the state of CO 2004: Colorado Secretary of State, <http://www.elections.colorado.gov/WWW/default/Prior%20Years%20Election%20Information/2004/turnout.xls>

Total ballots for the state of CO 2008: Estimated by total presidential votes from the AP, last updated 11/18/08, see AP's website [http://hosted.ap.org/dynamic/files/specials/election\\_night\\_2008/election\\_map\\_premium/index.html?SITE=NCSHE](http://hosted.ap.org/dynamic/files/specials/election_night_2008/election_map_premium/index.html?SITE=NCSHE)

Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)

Margin of victory in 2008 presidential election: 196,658 (per the AP, see above)

Table 8: New Mexico

2004

Total Ballots Cast 775,301

Demographic Exit Poll Estimated Total Ballots<sup>2</sup>

**Race**  
 White 57% 442,000  
 African-American 2% \*  
 Latino 32% 248,000  
 Asian 0% \*  
 Other 9% 70,000

**Age<sup>1</sup>**  
 18-29 17% 132,000  
 30-44 27% 209,000  
 45 and older 57% 442,000  
 60 and older 25% 194,000  
 -

**Age**  
 18-64 83% 643,000  
 65 and Older 17% 132,000

**New Voter**  
 Yes 12% 93,000  
 No 88% 682,000

2008

Total Ballots Cast 829,938

Demographic Exit Poll Estimated Total Ballots<sup>2</sup>

**Race**  
 White 50% 415,000  
 African-American 1% \*  
 Latino 41% 340,000  
 Asian 0% \*  
 Other 8% 66,000

**Age<sup>1</sup>**  
 18-29 21% 174,000  
 30-44 28% 232,000  
 45 and older 51% 423,000  
 -  
 65 and older 53% 440,000

**Age**  
 18-64 84% 697,000  
 65 and older 16% 133,000

**New Voter<sup>3</sup>**  
 Yes 13% 108,000  
 No 87% 722,000

Change in Total Ballots from 2004 to 2008

Increase (Decrease) in Total Ballots Cast 54,637

Demographic Change in Total Ballots Percent Change

**Race**  
 White -27,000 -6%  
 African-American N/A N/A  
 Latino 92,000 37%  
 Asian N/A N/A  
 Other -4,000 -6%

**Age<sup>1</sup>**  
 18-29 42,000 32%  
 30-44 23,000 11%  
 45 and older -19,000 -4%  
 - N/A N/A  
 - N/A N/A

**Age**  
 18-64 54,000 8%  
 65 and older 1,000 1%

**New Voter**  
 Yes 15,000 16%  
 No 40,000 6%

<sup>1</sup> Because the age categories for seniors changed from 2004 to 2008, precise comparisons are not possible.

<sup>2</sup> "Estimated total ballots" calculated as total ballots cast multiplied by group share of all voters (as estimated by exit polls).

<sup>3</sup> The wording of the exit poll question regarding first time voting was changed from "Have you ever voted before?" in 2004, to "Is this the first year you have ever voted?" in 2008. Thus, in 2008, "new voters" may also include those voting for the first time in the 2008 primary.

\* Represents a statistically insignificant number of respondents.

NOTE: These tables report preliminary data for 2008; official vote counts have not yet been certified.

Sources:  
 Total ballots for the state of NM 2004: New Mexico Secretary of State, [http://www.sos.state.nm.us/Main/Elections/2004/PDFs/Gensumm\\_04.pdf](http://www.sos.state.nm.us/Main/Elections/2004/PDFs/Gensumm_04.pdf)  
 Total ballots for the state of NM 2008: New Mexico Secretary of State, Unofficial Results, accessed 1/11/08, <http://67.192.207.12/county0.htm>  
 Exit Polls: as reported by CNN.com (CNN reported exit polls from Edison Media Research in 2008, Edison/Mitofsky Research in 2004)  
 Margin of victory in 2008 presidential election: 125,387 (per NM Sec. of State, Unofficial Results, see above)

## About the Authors

Jody Herman began consulting for Project Vote in 2007. She has worked with non-profit research, advocacy, and direct-service organizations in the United States and Mexico. Her previous work and research has focused on poverty, welfare, social justice, and LGBT and women's rights. She is a Ph.D. candidate in Public Policy and Public Administration at George Washington University, where she earned her M.A. in Public Policy.

Lorraine C. Minnite holds a Ph.D. in political science and teaches courses on American and urban politics at Barnard College, in New York City. She is co-author (with Frances Fox Piven and Margaret Groarke) of a forthcoming book, *Keeping Down the Black Vote: Race and the Demobilization of American Voters*. In 2007, she authored *The Politics of Voter Fraud* for Project Vote and is currently finishing a book on the same topic.



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