

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
AGE GROUP
18 - 29 (16%)	-5.4	1.3	8.6	1.5	9.0	18.2	20.6	15.9	2.4
30 - 59 (58%)	-10.9	-1.3	-4.8	-5.7	2.5	7.0	6.9	5.5	6.6
60 + (24%)	-1.2	3.3	-8.4	-2.1	11.5	4.3	2.8	6.2	2.0
RACIAL/ETHNIC AFFILIATION
White (78%)	-19.2	-11.9	-17.2	-16.1	-1.4	-2.2	-4.6	-2.7	10.3
Black (12%)	74.0	80.3	77.2	77.2	71.8	70.6	76.2	72.9	-0.5
Hispanic (8%)	38.3	26.3	9.3	24.6	35.6	49.9	37.6	41.0	1.4
Other (4%)	-3.5	14.3	13.0	7.9	5.1	19.6	17.4	14.0	0.2
GENDER
Men (46%)	-15.6	-11.0	-10.7	-12.4	3.0	-0.7	3.1	1.8	6.5
Women (54%)	-0.3	10.3	3.5	4.5	7.7	16.2	11.3	11.7	3.9
RACE BY GENDER
White women (40%)	-12.4	-1.0	-11.0	-8.1	-0.3	5.5	-1.0	1.4	3.8
Non-white women (14%)	64.6	55.1	46.1	55.3	57.8	64.8	51.8	58.1	0.4
White men (36%)	-26.7	-23.9	-24.3	-25.0	-3.0	-10.5	-8.5	-7.3	6.2
Non-white men (10%)	47.4	39.7	32.6	39.9	45.0	45.6	47.5	46.0	0.7

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

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AGE by RACE & GENDER
White women under 30 (6%)	-14.3	-5.2	-8.0	-9.2	4.9	11.8	12.7	9.8	1.1
White women 30 - 59 (24%)	-14.6	-3.1	-14.9	-10.9	-3.5	3.3	-2.7	-1.0	2.4
White women 60 + (10%)	-4.2	7.0	-5.5	-0.9	4.9	5.8	-2.7	2.7	0.4
Non-white women under 30 (4%)	63.3	57.2	51.3	57.3	60.2	66.9	52.5	59.9	0.1
Non-white women 30 - 59 (8%)	65.0	54.6	46.9	55.5	55.1	65.8	52.5	57.8	0.2
Non-white women 60+ (2%)	65.4	53.5	35.2	51.4	62.1	59.4	51.0	57.5	0.1
White men under 30 (6%)	-27.9	-28.0	-13.4	-23.1	-5.5	-4.6	-0.8	-3.6	1.1
White men 30 - 59 (20%)	-31.6	-25.0	-26.6	-27.7	-6.0	-11.8	-9.9	-9.2	3.7
White men 60+ (10%)	-13.8	-18.9	-27.0	-19.9	7.6	-10.6	-8.8	-3.9	1.5
Non-white men under 30 (2%)	52.6	39.9	40.6	44.4	46.4	52.9	51.4	50.2	0.1
Non-white men 30 - 59 (6%)	41.1	37.3	34.0	37.5	40.8	46.0	49.8	45.5	0.5
Non-white men 60+ (2%)	57.2	47.0	15.2	39.8	57.4	34.3	40.9	44.2	0.1
MARRIED
Yes (62%)	-14.5	-9.6	-15.7	-13.3	-1.0	-1.2	-3.0	-1.7	7.3
No (38%)	6.4	18.0	17.8	14.1	20.4	24.7	28.8	24.6	3.9
MARRIED by RACE & GENDER

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White women: Yes (26%)	-16.9	-9.5	-23.3	-16.6	-4.7	-2.7	-11.5	-6.3	2.7
White women: No (14%)	-3.0	18.5	10.3	8.6	12.4	19.6	17.1	16.4	1.2
Non-white women: Yes (6%)	60.0	46.8	36.0	47.6	46.3	53.6	41.2	47.0	0.0
Non-white women: No (6%)	69.1	63.4	55.5	62.7	60.3	77.1	64.2	67.2	0.3
White men: Yes (24%)	-29.9	-30.2	-32.8	-31.0	-8.8	-16.6	-15.0	-13.5	4.2
White men: No (12%)	-18.6	-12.8	-6.7	-12.7	13.0	1.0	14.4	9.5	2.5
Non-white men: Yes (6%)	36.0	32.0	24.0	30.7	38.9	43.1	39.5	40.5	0.6
Non-white men: No (4%)	64.1	50.2	46.6	53.6	47.4	53.7	56.6	52.6	0.0
CHILD IN HOUSEHOLD
Yes (38%)	-10.8	-6.6	-7.7	-8.4	1.3	6.9	3.3	3.8	4.5
No (62%)	-6.1	4.5	-1.3	-1.0	9.1	8.1	10.2	9.1	6.4
CHILD IN HOUSEHOLD by RACE & GENDER
White women: Yes (14%)	-15.7	-10.8	-23.2	-16.6	-4.5	0.7	-11.1	-5.0	1.7
White women: No (26%)	-10.9	6.5	-4.4	-2.9	3.9	7.2	4.1	5.1	2.1
Non-white women: Yes (6%)	63.9	57.7	49.4	57.0	56.9	67.6	58.8	61.1	0.3
Non-white women: No (8%)	65.0	53.5	43.3	53.9	54.6	64.0	51.8	56.8	0.2
White men: Yes (12%)	-30.8	-34.8	-39.8	-35.1	-8.9	-17.8	-18.6	-15.1	2.4

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White men: No (24%)	-24.7	-18.9	-18.4	-20.7	1.4	-7.9	-3.5	-3.3	4.1
Non-white men: Yes (4%)	42.7	33.4	41.7	39.3	43.6	51.0	46.3	47.0	0.4
Non-white men: No (6%)	49.7	44.2	28.5	40.8	44.5	47.1	49.1	46.9	0.4
REGION
East (22%)	-1.0	16.4	11.9	9.1	12.1	20.3	26.8	19.7	2.4
Midwest (26%)	-5.2	-1.0	-3.1	-3.1	5.5	7.4	5.3	6.1	2.3
South (32%)	-16.7	-11.9	-16.0	-14.9	-1.3	-0.1	-6.8	-2.7	3.9
West (20%)	-5.8	2.5	0.9	-0.8	8.8	8.7	10.1	9.2	2.0
REGION by RACE & GENDER
White women: East (8%)	-0.5	21.2	4.9	8.5	12.1	19.9	23.2	18.4	0.9
White women: Midwest (12%)	-9.1	5.0	-7.2	-3.8	1.3	8.3	-0.1	3.2	0.8
White women: South (12%)	-29.2	-29.0	-35.6	-31.3	-15.7	-12.3	-22.9	-17.0	1.6
White women: West (8%)	-9.0	3.1	0.1	-1.9	3.4	8.6	1.3	4.4	0.6
Non-white women: East (2%)	68.3	62.2	51.0	60.5	41.8	65.8	65.5	57.7	-0.1
Non-white women: Midwest (2%)	77.9	55.2	54.0	62.4	66.3	66.9	61.3	64.8	0.1
Non-white women: South (6%)	67.1	57.0	45.7	56.6	65.5	70.3	49.2	61.7	0.3
Non-white women: West (2%)	47.7	45.7	35.8	43.1	52.0	52.3	38.4	47.6	0.1

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White men: East (8%)	-19.4	-6.7	-4.8	-10.3	3.7	6.1	11.4	7.1	1.4
White men: Midwest (10%)	-19.7	-22.1	-20.3	-20.7	-0.1	-6.0	-10.0	-5.4	1.6
White men: South (10%)	-40.3	-42.4	-45.8	-42.8	-14.4	-28.1	-29.0	-23.8	1.9
White men: West (6%)	-27.1	-20.5	-21.3	-23.0	1.3	-12.2	-0.1	-3.7	1.2
Non-white men: East (2%)	41.6	55.8	47.3	48.2	42.8	52.5	64.9	53.4	0.1
Non-white men: Midwest (2%)	60.9	42.8	39.8	47.8	50.5	41.3	54.0	48.6	0.0
Non-white men: South (4%)	58.3	38.4	26.7	41.1	47.6	49.5	45.2	47.4	0.3
Non-white men: West (2%)	29.5	27.0	20.8	25.8	38.6	37.5	32.0	36.0	0.2
TYPE OF RESIDENTIAL AREA
City (30%)	11.8	25.1	9.4	15.4	21.7	20.5	22.7	21.6	1.8
Suburbs (46%)	-15.6	-2.2	-5.1	-7.6	2.0	4.5	2.5	3.0	4.9
Small town or rural (24%)	-12.7	-21.4	-14.8	-16.3	-1.2	0.9	-1.9	-0.7	3.9
TYPE OF RESIDENTIAL AREA by RACE & GENDER
White women: City (10%)	-3.7	12.4	-8.6	0.0	11.5	12.3	9.5	11.1	1.1
White women: Suburbs (18%)	-14.5	2.5	-10.6	-7.5	-1.1	6.3	-1.3	1.3	1.7
White women: Small town or rural (10%)	-15.3	-16.4	-27.0	-19.6	-6.7	-1.5	-11.5	-6.6	1.3
Non-white women: City (6%)	72.3	70.0	58.5	66.9	66.5	70.9	62.6	66.7	0.0

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Non-white women: Suburbs (6%)	54.5	39.8	36.1	43.5	45.4	59.0	40.4	48.3	0.3
Non-white women: Small town or rural (4%)	62.6	32.0	51.7	48.8	57.8	59.3	47.9	55.0	0.2
White men: City (8%)	-16.5	-9.3	-23.1	-16.3	6.6	-3.5	1.2	1.4	1.5
White men: Suburbs (18%)	-32.2	-21.4	-21.0	-24.9	-3.4	-12.5	-9.9	-8.6	2.8
White men: Small town or rural (10%)	-26.1	-38.9	-35.3	-33.4	-8.1	-14.3	-15.6	-12.7	1.9
Non-white men: City (4%)	65.5	56.7	44.9	55.7	50.6	50.9	50.0	50.5	-0.2
Non-white men: Suburbs (4%)	24.0	29.2	28.3	27.2	30.2	33.7	43.2	35.7	0.4
Non-white men: Small town or rural (2%)	46.0	7.3	32.1	28.5	51.2	50.7	49.8	50.6	0.5
EDUCATION
Did not complete high school (4%)	12.3	20.1	1.5	11.3	25.5	30.7	27.2	27.8	0.7
High school graduate (22%)	-0.2	-1.0	-4.7	-2.0	7.4	16.1	10.4	11.3	2.9
Some college, but no degree (32%)	-14.2	-5.9	-8.0	-9.4	3.9	7.8	3.0	4.9	4.5
College graduate (26%)	-24.1	-6.0	-6.4	-12.2	-2.5	-2.5	0.3	-1.6	2.7
College plus post-graduate study (16%)	-1.7	8.3	10.4	5.7	14.2	11.4	16.7	14.1	1.4
EDUCATION by RACE & GENDER
White women: did not complete high school (2%)	7.5	7.9	-8.4	2.3	18.3	24.6	26.6	23.2	0.2
White women: high school degree (8%)	-13.2	-5.0	-18.1	-12.1	-2.1	9.8	-5.6	0.7	1.1

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White women: some college, but no degree (14%)	-20.3	-10.8	-19.4	-16.8	-4.5	2.8	-6.8	-2.8	1.9
White women: college graduate (10%)	-23.9	-1.2	-9.7	-11.6	-3.8	-3.6	-3.1	-3.5	0.8
White women: college plus post-graduate study (6%)	15.1	21.8	11.8	16.2	20.3	23.8	21.6	21.9	0.4
Non-white women: did not complete high school (0%)	66.8	65.4	24.2	52.1	75.4	68.5	51.3	65.1	0.1
Non-white women: high school degree (4%)	75.6	53.1	49.5	59.4	50.1	74.9	64.5	63.2	0.1
Non-white women: some college, but no degree (4%)	64.7	53.8	49.3	55.9	52.4	68.6	58.3	59.8	0.2
Non-white women: college graduate (2%)	49.1	48.0	42.0	46.4	50.6	59.9	36.4	49.0	0.1
Non-white women: college plus post-graduate study (2%)	58.9	65.7	52.4	59.0	62.3	51.7	46.8	53.6	-0.1
White men: did not complete high school (2%)	-18.9	-9.7	-29.1	-19.2	10.0	16.9	-9.0	6.0	0.3
White men: high school degree (8%)	-13.6	-28.6	-26.2	-22.8	6.0	-3.6	-6.2	-1.3	1.6
White men: some college, but no degree (10%)	-34.2	-32.0	-31.8	-32.7	-4.2	-15.0	-19.2	-12.8	2.1
White men: college graduate (10%)	-41.1	-31.6	-27.2	-33.3	-15.1	-21.2	-15.7	-17.3	1.6
White men: college plus post-graduate study (6%)	-21.7	-17.5	-9.0	-16.1	4.8	-9.3	2.0	-0.8	1.0
Non-white men: did not complete high school (0%)	67.3	63.6	39.2	56.7	56.4	60.0	61.8	59.4	0.0
Non-white men: high school degree (2%)	62.0	48.4	28.7	46.4	42.3	58.4	60.8	53.8	0.2
Non-white men: some college, but no degree (4%)	48.5	40.9	37.2	42.2	50.3	51.8	53.5	51.9	0.3
Non-white men: college graduate (2%)	17.1	22.6	37.4	25.7	43.7	37.5	47.1	42.8	0.4

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Non-white men: college plus post-graduate study (2%)	7.5	15.0	28.0	16.8	27.7	45.8	44.9	39.5	0.3
EMPLOYED FULL TIME
Yes (60%)	-12.3	0.9	-7.9	-6.4	2.2	8.1	.	5.2	7.0
No (40%)	-0.6	-1.2	-1.9	-1.2	11.0	6.8	.	8.9	4.0
unemployed_ft0
PERSONAL FINANCES COMPARED TO FOUR YEARS AGO
Better today (32%)	.	24.9	-60.5	-17.8	-36.7	39.8	-41.9	-12.9	1.6
Worse today (28%)	.	-29.7	59.3	14.8	45.6	-29.6	55.8	23.9	2.5
Same (40%)	.	-25.1	0.5	-12.3	-1.4	1.0	13.2	4.3	6.5
PERSONAL FINANCES by RACE & GENDER
White women: Better today (12%)	.	26.7	-68.3	-20.8	-40.7	35.5	-51.4	-18.9	0.2
White women: Worse today (10%)	.	-21.5	51.5	15.0	39.7	-27.8	52.2	21.4	0.7
White women: Same (18%)	.	-23.9	-6.9	-15.4	-5.0	-0.8	-2.9	-2.9	2.1
Non-white women: Better today (2%)	.	68.1	-19.7	24.2	6.8	79.3	6.3	30.8	0.2
Non-white women: Worse today (6%)	.	26.9	83.1	55.0	78.0	27.3	79.1	61.5	0.3
Non-white women: Same (6%)	.	44.7	46.5	45.6	43.6	63.6	54.5	53.9	0.5
White men: Better today (14%)	.	-1.8	-69.9	-35.9	-40.6	25.3	-51.7	-22.3	1.9

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White men: Worse today (8%)	.	-64.4	47.0	-8.7	41.4	-46.5	42.7	12.5	1.8
White men: Same (14%)	.	-49.5	-24.6	-37.1	-10.9	-19.1	7.9	-7.4	3.9
Non-white men: Better today (4%)	.	51.9	-25.1	13.4	3.1	67.7	1.3	24.0	0.3
Non-white men: Worse today (4%)	.	5.7	74.0	39.9	65.2	2.2	69.1	45.5	0.2
Non-white men: Same (4%)	.	9.6	56.9	33.3	37.4	42.6	50.4	43.5	0.4
FEELS COUNTRY ON RIGHT TRACK
Yes (50%)	.	25.1	-78.9	-26.9	.	45.3	-58.1	-6.4	10.1
No (46%)	.	-53.4	73.4	10.0	.	-37.2	56.2	9.5	-0.2
UNION HOUSEHOLD
Yes (24%)	14.7	21.4	19.7	18.6	.	29.0	28.4	28.7	2.4
No (76%)	-15.6	-7.6	-11.0	-11.4	.	1.0	0.7	0.9	9.4
UNION HOUSEHOLD by RACE & GENDER
White women: Yes (10%)	10.7	17.9	9.2	12.6	.	27.5	21.3	24.4	1.1
White women: No (32%)	-18.4	-5.7	-17.6	-13.9	.	0.8	-4.7	-2.0	3.8
Non-white women: Yes (4%)	73.8	69.0	59.7	67.5	.	65.6	60.6	63.1	-0.2
Non-white women: No (10%)	61.5	48.9	42.3	50.9	.	64.1	47.5	55.8	0.5
White men: Yes (8%)	-5.6	-3.2	1.2	-2.5	.	12.4	15.5	14.0	1.3

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White men: No (28%)	-34.5	-32.0	-33.1	-33.2	.	-20.0	-18.9	-19.5	3.7
Non-white men: Yes (4%)	57.5	49.6	49.0	52.0	.	53.2	57.3	55.3	0.1
Non-white men: No (8%)	38.9	33.1	29.1	33.7	.	38.2	48.5	43.4	0.7
RATING OF US ECONOMY
Excellent (4%)	.	44.0	-78.2	-17.1	18.1	58.8	-71.7	1.7	0.8
Good (44%)	.	-7.3	-73.5	-40.4	-73.0	30.2	-33.4	-25.4	6.5
Not good (36%)	.	-29.5	46.0	8.3	5.9	-18.3	49.0	12.2	1.4
Poor (16%)	.	-25.6	85.7	30.1	51.4	-26.8	69.9	31.5	0.2
RATING OF US ECONOMY by RACE & GENDER
White women: Excellent (2%)	.	57.6	-91.2	-16.8	21.8	63.9	-82.5	1.1	0.2
White women: Good (18%)	.	-4.8	-80.1	-42.5	-77.5	33.1	-45.3	-29.9	2.3
White women: Not good (14%)	.	-40.8	32.0	-4.4	-0.5	-19.3	33.7	4.6	1.3
White women: Poor (8%)	.	-51.3	84.0	16.4	45.2	-38.9	63.7	23.3	0.5
Non-white women: Excellent (0%)	.	72.6	-21.3	25.7	100.0	65.5	0.7	55.4	0.1
Non-white women: Good (4%)	.	56.5	-36.1	10.2	-20.7	78.9	6.6	21.6	0.4
Non-white women: Not good (6%)	.	42.4	74.6	58.5	49.9	60.4	73.7	61.3	0.2
Non-white women: Poor (4%)	.	47.2	93.8	70.5	79.4	42.3	73.4	65.0	-0.2

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
White men: Excellent (2%)	.	16.8	-91.4	-37.3	10.0	57.8	-80.2	-4.1	0.6
White men: Good (18%)	.	-35.9	-81.1	-58.5	-75.9	10.2	-38.9	-34.9	4.3
White men: Not good (10%)	.	-70.3	40.1	-15.1	0.5	-48.2	47.7	0.0	1.6
White men: Poor (4%)	.	-63.8	83.1	9.7	49.3	-44.0	70.8	25.4	0.7
Non-white men: Excellent (0%)	.	63.9	-39.6	12.2	23.3	52.0	-44.9	10.1	0.0
Non-white men: Good (4%)	.	33.8	-35.0	-0.6	-59.8	64.6	14.3	6.4	0.2
Non-white men: Not good (4%)	.	-6.0	60.3	27.2	45.5	30.0	73.2	49.6	0.9
Non-white men: Poor (2%)	.	51.1	83.3	67.2	66.7	15.5	81.1	54.4	-0.2
RELIGIOUS SERVICES
Attend at least once a week (42%)	.	-19.8	-21.9	-20.9	-11.9	.	-12.2	-12.1	3.8
Does not attend weekly (58%)	.	9.4	11.2	10.3	18.7	.	23.8	21.3	6.3
RELIGIOUS AFFILIATION
Protestant (32%)	-23.7	-18.1	-25.3	-22.4	-8.8	-8.5	-16.6	-11.3	3.5
Catholic (26%)	-5.6	2.2	-5.2	-2.9	8.8	15.4	10.6	11.6	3.9
Other Christian (22%)	-5.4	-6.8	-8.6	-6.9	0.6	3.9	2.0	2.2	2.1
Jewish (2%)	29.3	59.9	49.3	46.2	68.0	61.5	71.5	67.0	0.5
Other (6%)	32.9	33.0	50.3	38.7	25.5	35.8	44.8	35.4	-0.2

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
None (10%)	25.3	29.5	36.1	30.3	43.2	35.6	50.0	42.9	1.3
RELIGIOUS SERVICES by RACE & GENDER
White women: attend at least once a week (18%)	.	-30.1	-37.0	-33.6	-19.2	.	-26.6	-22.9	1.9
White women: does not attend weekly (22%)	.	19.0	10.5	14.8	16.6	.	19.5	18.1	0.7
Non-white women: attend at least once a week (8%)	.	55.4	33.4	44.4	53.6	.	41.1	47.4	0.2
Non-white women: does not attend weekly (6%)	.	59.7	56.4	58.1	57.4	.	63.4	60.4	0.1
White men: attend at least once a week (12%)	.	-50.8	-50.5	-50.7	-25.3	.	-30.6	-28.0	2.9
White men: does not attend weekly (22%)	.	-22.4	-8.8	-15.6	10.3	.	9.7	10.0	5.7
Non-white men: attend at least once a week (4%)	.	31.9	26.2	29.1	31.2	.	27.7	29.5	0.0
Non-white men: does not attend weekly (6%)	.	39.9	41.2	40.6	53.1	.	58.8	56.0	0.9
RELIGIOUS AFFILIATION by RACE & GENDER
White women: Protestant (14%)	-24.1	-12.5	-23.6	-20.1	-10.6	-5.2	-24.0	-13.3	1.0
White women: Catholic (10%)	-4.6	7.1	-5.3	-0.9	8.0	16.7	7.7	10.8	1.3
White women: Other Christian (8%)	-30.4	-27.7	-37.8	-32.0	-19.2	-15.6	-17.8	-17.5	1.2
White women: Jewish (2%)	38.8	75.3	73.2	62.4	76.5	61.2	65.6	67.8	0.1
White women: Other (2%)	17.4	34.3	42.4	31.4	17.3	32.9	39.0	29.7	0.0
White women: None (4%)	34.3	36.3	34.5	35.0	46.9	46.0	53.0	48.6	0.5

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
Non-white women: Protestant (2%)	69.0	51.9	16.8	45.9	48.6	58.4	31.5	46.2	0.0
Non-white women: Catholic (4%)	52.8	33.8	23.0	36.5	36.4	62.5	37.1	45.3	0.3
Non-white women: Other Christian (6%)	71.0	65.5	52.0	62.8	65.1	71.9	62.8	66.6	0.2
Non-white women: Jewish (0%)	41.7	44.8	28.5	38.3	65.0	19.6	46.9	43.8	0.0
Non-white women: Other (2%)	72.6	65.6	75.4	71.2	62.4	74.4	63.9	66.9	-0.1
Non-white women: None (2%)	54.3	64.5	70.5	63.1	82.1	69.1	62.0	71.1	0.1
White men: Protestant (12%)	-40.9	-39.5	-40.1	-40.2	-17.2	-26.6	-21.0	-21.6	2.4
White men: Catholic (10%)	-22.1	-20.6	-22.7	-21.8	-2.3	-4.8	-5.6	-4.2	1.6
White men: Other Christian (6%)	-35.2	-44.9	-46.6	-42.2	-10.4	-23.1	-35.1	-22.9	1.2
White men: Jewish (2%)	20.5	47.8	30.6	33.0	63.5	61.5	79.2	68.1	0.5
White men: Other (2%)	-0.4	0.6	17.8	6.0	14.0	8.5	34.0	18.8	0.2
White men: None (4%)	9.1	12.2	22.3	14.5	33.6	18.5	38.7	30.3	0.7
Non-white men: Protestant (2%)	40.6	32.4	17.7	30.2	35.3	40.5	15.8	30.5	0.0
Non-white men: Catholic (4%)	25.4	31.1	17.9	24.8	30.9	53.6	42.0	42.2	0.5
Non-white men: Other Christian (4%)	56.9	56.8	40.7	51.5	64.5	55.4	58.2	59.4	0.3
Non-white men: Jewish (0%)	7.7	6.7	38.8	17.7	32.5	75.6	83.2	63.8	0.0
Non-white men: Other (2%)	58.3	54.3	70.7	61.1	39.8	51.2	50.0	47.0	-0.2

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
Non-white men: None (2%)	64.0	36.3	58.1	52.8	53.8	49.9	76.2	60.0	0.1
BORN-AGAIN/CHRISTIAN FUNDAMENTALIST/RELIGIOUS RIGHT
Yes (34%)	-49.8	-35.4	-31.0	-38.7	-24.9	-17.8	-17.1	-19.9	6.5
No (66%)	-2.6	.	11.4	4.4	14.0	15.5	19.5	16.3	7.8
BORN-AGAIN/CHRISTIAN FUNDAMENTALIST/RELIGIOUS RIGHT by RACE & GENDER
White women: Yes (14%)	-62.9	-54.3	-53.1	-56.8	-41.6	-36.0	-38.9	-38.8	2.5
White women: No (26%)	-6.7	.	11.5	2.4	11.4	19.3	15.6	15.4	3.5
Non-white women: Yes (6%)	45.2	49.5	30.8	41.8	55.2	63.2	53.8	57.4	1.0
Non-white women: No (6%)	66.5	.	55.5	61.0	55.6	66.0	50.4	57.3	-0.3
White men: Yes (10%)	-64.6	-69.7	-60.8	-65.0	-35.8	-44.9	-42.7	-41.1	2.5
White men: No (24%)	-21.9	.	-7.8	-14.9	5.3	-3.5	9.3	3.7	4.6
Non-white men: Yes (4%)	34.2	27.8	28.3	30.1	45.1	35.9	39.8	40.3	0.4
Non-white men: No (6%)	48.8	.	36.3	42.6	43.9	48.5	47.0	46.5	0.3
ABORTION VIEW
Legal in all cases (22%)	.	44.8	47.7	46.3	37.6	47.4	.	42.5	-0.8
Legal in most cases (36%)	.	19.6	23.3	21.5	11.2	22.2	.	16.7	-1.7
Illegal in most cases (28%)	.	-40.0	-46.9	-43.5	-29.2	-24.4	.	-26.8	4.5

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
Illegal in all cases (16%)	.	-50.6	-54.4	-52.5	-37.8	-44.2	.	-41.0	1.9
abortion
White women: legal in all cases (10%)	.	54.1	49.3	51.7	31.8	46.8	.	39.3	-1.2
White women: legal in most cases (14%)	.	23.9	11.5	17.7	7.5	20.1	.	13.8	-0.6
White women: illegal in most cases (12%)	.	-39.5	-58.4	-49.0	-33.1	-27.9	.	-30.5	2.0
White women: illegal in all cases (6%)	.	-65.3	-69.8	-67.6	-51.9	-55.0	.	-53.5	0.9
Non-white women: legal in all cases (4%)	.	68.2	74.7	71.5	69.9	76.0	.	73.0	0.1
Non-white women: legal in most cases (4%)	.	64.0	65.0	64.5	54.8	66.3	.	60.6	-0.2
Non-white women: illegal in most cases (4%)	.	36.2	4.6	20.4	25.1	54.6	.	39.9	0.7
Non-white women: illegal in all cases (2%)	.	38.0	1.1	19.6	29.1	19.0	.	24.1	0.1
White men: legal in all cases (6%)	.	15.4	23.6	19.5	31.6	34.7	.	33.2	0.8
White men: legal in most cases (14%)	.	-6.3	15.7	4.7	2.8	7.9	.	5.4	0.1
White men: illegal in most cases (10%)	.	-62.1	-63.4	-62.8	-37.1	-42.4	.	-39.8	2.3
White men: illegal in all cases (6%)	.	-72.2	-76.9	-74.6	-48.6	-53.0	.	-50.8	1.3
Non-white: men legal in all cases (2%)	.	63.0	58.8	60.9	72.9	67.4	.	70.2	0.2
Non-white men: legal in most cases (4%)	.	46.2	51.4	48.8	46.8	55.9	.	51.4	0.1
Non-white men: illegal in most cases (2%)	.	9.6	0.7	5.2	7.4	18.9	.	13.2	0.2

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
Non-white men: illegal in all cases (2%)	.	-9.0	-29.4	-19.2	25.2	16.3	.	20.8	0.8
GUN IN HOUSEHOLD
Yes (42%)	-27.4	-25.3	-26.3	-26.3	.	-12.7	.	-12.7	5.6
No (58%)	0.2	19.2	14.3	11.2	.	17.2	.	17.2	3.5
GUN IN HOUSEHOLD by RACE & GENDER
White women: Yes (16%)	-25.8	-29.2	-30.9	-28.6	.	-12.9	.	-12.9	2.5
White women: No (26%)	-9.4	14.0	2.1	2.2	.	9.3	.	9.3	1.8
Non-white women: Yes (2%)	43.1	31.7	27.8	34.2	.	54.3	.	54.3	0.6
Non-white women: No (10%)	67.0	59.9	48.0	58.3	.	62.5	.	62.5	0.5
White men: Yes (18%)	-38.7	-40.8	-38.4	-39.3	.	-28.2	.	-28.2	2.0
White men: No (16%)	-17.7	-3.1	-1.6	-7.5	.	7.0	.	7.0	2.3
Non-white men: Yes (4%)	38.7	21.8	2.4	21.0	.	30.2	.	30.2	0.4
Non-white men: No (6%)	50.6	53.4	40.4	48.1	.	34.5	.	34.5	-0.9
ROLE OF GOVERNMENT
Should do more to solve national problems (48%)	.	50.6	33.3	42.0	31.5	51.6	.	41.6	-0.2
Does too many things better left to private sector (52%)	.	-45.5	-40.9	-43.2	-28.3	-30.0	.	-29.2	7.3
ROLE OF GOVERNMENT by RACE & GENDER

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
White women: Do more to solve national problems (20%)	.	43.9	13.4	28.7	23.0	47.3	.	35.2	1.3
White women: Does too many things better left to private sector (22%)	.	-41.8	-37.7	-39.8	-29.7	-31.7	.	-30.7	2.0
Non-white women: Do more to solve national problems (10%)	.	71.3	65.9	68.6	64.6	69.1	.	66.9	-0.2
Non-white women: Does too many things better left to private sector (4%)	.	3.3	11.9	7.6	55.3	40.1	.	47.7	1.8
White men: Do more to solve national problems (14%)	.	36.3	28.0	32.2	26.5	49.9	.	38.2	0.8
White men: Does too many things better left to private sector (22%)	.	-60.4	-59.4	-59.9	-40.5	-41.1	.	-40.8	4.1
Non-white men: Do more to solve national problems (6%)	.	70.6	62.6	66.6	59.3	49.6	.	54.5	-0.7
Non-white men: Does too many things better left to private sector (4%)	.	-10.5	-26.3	-18.4	23.0	6.5	.	14.8	1.3
FIRST TIME VOTER
Yes (12%)	-4.7	9.1	7.3	3.9	14.0	19.8	.	16.9	1.4
No (88%)	-7.8	-0.5	-3.6	-4.0	5.6	6.1	.	5.9	8.8
PARTY IDENTIFICATION
Democratic (36%)	65.3	74.2	77.7	72.4	67.0	72.7	84.3	74.7	0.8
Republican (38%)	-82.1	-82.6	-86.8	-83.8	-61.8	-65.9	-81.8	-69.8	5.2
Independent (26%)	-12.4	-1.7	1.7	-4.1	6.0	7.7	16.8	10.2	3.8
PARTY IDENTIFICATION by RACE & GENDER
Democratic white women (14%)	59.2	70.2	73.9	67.8	61.9	70.6	82.3	71.6	0.5

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
Republican white women (16%)	-82.6	-80.8	-88.6	-84.0	-65.0	-66.1	-85.6	-72.2	2.0
Independent white women (10%)	-10.2	5.6	0.3	-1.4	5.9	9.6	11.9	9.1	1.1
Democratic non-white women (8%)	90.4	87.2	86.5	88.0	84.6	86.9	90.5	87.3	-0.1
Republican non-white women (2%)	-52.8	-74.7	-71.6	-66.4	-43.3	-30.9	-80.8	-51.7	0.4
Independent non-white women (2%)	34.2	27.3	28.1	29.9	32.6	52.5	38.8	41.3	0.3
Democratic white men (8%)	54.8	64.3	73.1	64.1	63.8	64.3	79.0	69.0	0.4
Republican white men (16%)	-85.3	-87.3	-88.8	-87.1	-59.5	-71.6	-80.2	-70.4	2.6
Independent white men (10%)	-23.0	-16.4	-9.9	-16.4	0.8	-2.9	11.4	3.1	2.0
Democratic non-white men (6%)	81.2	87.4	81.9	83.5	79.8	85.7	91.2	85.6	0.1
Republican non-white men (2%)	-55.2	-66.5	-74.7	-65.5	-58.5	-46.6	-63.7	-56.3	0.2
Independent non-white men (2%)	25.2	16.5	23.0	21.6	25.3	27.6	39.9	30.9	0.3
White women: Liberal (8%)	58.1	67.0	70.4	65.2	52.3	64.1	71.7	62.7	-0.2
White women: Moderate (18%)	-0.6	5.6	-1.9	1.0	6.7	18.3	9.1	11.4	1.9
White women: Conservative (14%)	-67.9	-71.2	-77.4	-72.2	-50.2	-56.2	-67.2	-57.9	1.9
Non-white women: Liberal (4%)	88.4	81.5	81.9	83.9	65.3	80.2	86.4	77.3	-0.3
Non-white women: Moderate (6%)	66.4	60.4	53.2	60.0	63.6	66.1	59.7	63.1	0.2
Non-white women: Conservative (4%)	33.3	-3.5	-11.7	6.0	9.7	36.9	0.3	15.6	0.3

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
White men: Liberal (6%)	55.6	55.7	69.1	60.1	47.3	58.7	69.8	58.6	-0.1
White men: Moderate (16%)	-15.8	-14.2	-6.1	-12.0	13.6	11.0	9.8	11.5	3.7
White men: Conservative (14%)	-72.2	-75.6	-83.5	-77.1	-53.3	-63.2	-68.5	-61.7	2.1
Non-white men: Liberal (2%)	75.1	79.5	69.9	74.8	60.9	69.9	76.3	69.0	-0.1
Non-white men: Moderate (4%)	50.3	41.8	46.1	46.1	49.2	56.2	63.6	56.3	0.5
Non-white men: Conservative (4%)	9.7	-10.2	-20.3	-6.9	10.5	-2.0	-8.9	-0.1	0.2
PARTY OF HOUSE MEMBER
POLITICAL PHILOSOPHY
Liberal (20%)	62.8	67.0	72.0	67.3	52.8	65.0	73.7	63.8	-0.7
Moderate (46%)	1.6	8.1	9.4	6.4	15.9	23.4	21.2	20.2	6.3
Conservative (34%)	-60.0	-63.7	-68.0	-63.9	-44.8	-50.7	-56.8	-50.8	4.4
WHEN DECIDED VOTE
Last week or so (12%)	11.8	2.4	6.1	6.8	3.2	-6.8	.	-1.8	-1.0
Last month or so (10%)	-3.2	3.6	9.8	3.4	16.2	10.2	.	13.2	1.0
Earlier than last month or so (78%)	-13.6	-2.1	-6.7	-7.5	-11.0	12.1	.	0.6	6.3
POLITICAL PHILOSOPHY by RACE & GENDER
VOTE FOR CONGRESS

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004

Key Swing Voters for Democrats, 1988-2006¹

Margin of Votes for the Democratic candidate and the impact of a Shift in Years the Democrat Wins

Voter (percent of electorate)	1988	2000	2004	Average	1992	1996	2006	Average	Impact of Shift from Losing to Winning Years (points added to/subtracted from total won by Democrat)
Democratic (50%)	44.4	73.1	76.7	64.7	62.8	74.5	.	68.7	2.0
Republican (50%)	-65.5	-74.3	-81.8	-73.9	-60.5	-60.6	.	-60.6	6.7
VOTE LAST PRESIDENTIAL ELECTION
Democratic (46%)	84.0	66.3	79.4	76.6	77.6	74.4	83.4	78.5	0.9
Republican (54%)	-61.0	-84.1	-81.3	-75.5	-38.1	-67.5	-65.6	-57.1	9.9
Was old enough but did not vote (12%)	8.4	-12.3	11.9	2.7	24.1	13.2	29.2	22.2	2.3
Voted or was very young (88%)	-10.6	1.1	-4.9	-4.8	1.9	6.6	5.9	4.8	8.5
PARTICIPATION LAST ELECTION

^a Estimates from exit polls for presidential elections, except for 2006, which uses congressional elections in 2004