

National Exit Poll Data, American Enterprise Compilation
Voting Patterns of Demographic Groups in Presidential Races 1972-2008

2008 Share of Electorate	2004 Share of Electorate		1972		1976			1980			1984		1988		1992			1996			2000		2004		2008	
			D	R	D	R	D	R	I	D	R	D	R	D	R	D	R	I	D	R	I	D	R	D	R	D
47	46	Men	36	62	50	48	36	55	7	37	62	41	57	41	38	21	43	44	10	42	53	3	44	55	49	48
53	54	Women	37	61	50	48	45	47	7	44	56	49	50	45	37	17	54	38	7	54	43	2	51	48	56	43
74	79	White	31	67	47	52	36	56	7	35	64	40	59	39	40	20	43	46	9	42	54	3	41	58	43	55
13	12	Black	82	18	83	16	85	11	3	90	9	86	12	83	10	7	84	12	4	90	8	1	88	11	95	4
8	6	Hispanic	63	35	76	24	59	33	6	62	37	69	30	61	25	14	72	21	6	67	31	2	56	43	66	32
2	2	Asian	--	--	--	--	--	--	--	--	--	--	--	31	55	15	43	48	8	54	41	4	58	41	61	35
66	63	Married	--	--	--	--	--	--	--	38	62	42	57	40	41	20	44	46	9	44	53	2	42	57	47	51
34	37	Not Married	--	--	--	--	--	--	--	47	52	53	46	51	30	19	57	31	9	57	38	4	58	40	65	33
--	30	Married Men	--	--	--	--	--	--	--	35	65	39	60	38	42	21	40	48	10	38	58	2	39	60	--	--
--	32	Married Women	--	--	--	--	--	--	--	41	59	46	54	41	40	19	48	43	7	48	49	2	44	55	--	--
22	22	East	39	59	51	47	42	47	9	47	53	49	50	47	35	18	55	34	9	56	39	3	56	43	59	40
24	26	Midwest	39	59	48	50	41	51	7	41	58	47	52	42	37	21	48	41	10	48	49	2	48	51	54	44
32	32	South	29	70	54	45	44	52	3	36	64	41	58	41	43	16	46	46	7	43	55	1	42	58	46	53
22	20	West	40	57	46	51	34	53	10	38	61	46	52	43	34	23	48	40	8	48	46	4	50	49	55	42
11	13	Size of place: Over 500,000	56	43	--	--	--	--	--	--	--	62	37	58	28	13	68	25	6	71	26	3	60	39	70	28
19	19	50,000 to 500,000	40	58	--	--	--	--	--	--	--	52	47	50	33	16	50	39	8	57	40	2	49	49	59	39
50	45	Suburbs	33	65	--	--	35	55	9	38	61	42	57	41	39	21	47	42	8	47	49	3	47	52	50	48
7	8	10,000 to 50,000	40	57	--	--	--	--	--	--	--	38	61	39	42	20	48	41	9	38	59	2	48	50	46	53
14	16	Rural areas	30	68	--	--	39	55	5	32	67	44	55	39	40	20	44	46	10	37	59	2	40	59	45	53
32	37	Republicans	6	93	9	90	9	86	4	7	92	8	91	10	73	17	13	80	6	8	91	1	6	93	9	89
29	26	Independents	33	65	43	54	30	55	12	36	63	43	55	38	32	30	43	35	17	45	47	6	49	48	52	44
39	37	Democrats	33	64	77	22	67	26	6	74	25	82	17	77	10	13	84	10	5	86	11	2	89	11	89	10
22	21	Liberals	--	--	71	26	60	25	11	70	28	81	18	68	14	18	78	11	7	80	13	6	85	13	88	10
44	45	Moderates	--	--	51	48	42	49	8	47	53	50	49	47	31	21	57	33	9	52	44	2	54	45	60	39
34	34	Conservatives	--	--	29	70	23	73	4	17	82	19	80	18	64	18	20	71	8	17	81	1	15	84	20	78
21	24	Union Household	47	50	59	39	49	44	6	53	46	57	42	55	24	21	59	30	9	59	37	3	59	40	59	39

			1972		1976		1980			1984		1988		1992			1996			2000		2004		2008					
			D	R	D	R	D	R	I	D	R	D	R	D	R	I	D	R	I	D	R	D	R	D	R				
4	4	Not H.S. grad	--	--	--	--	51	46	2	50	50	56	43	54	28	18	59	28	11	59	39	1	50	49	63	35			
20	22	H.S. graduate	--	--	--	--	43	51	4	39	60	49	50	43	36	21	51	35	13	48	49	1	47	52	52	46			
31	32	Some college	--	--	--	--	35	55	8	38	61	42	57	41	37	21	48	40	10	45	51	3	46	54	51	47			
45	42	College grad	--	--	--	--	35	52	11	41	58	37	62	39	41	20	44	46	8	45	51	3	46	52	49	48			
17	16	Post-graduate	--	--	--	--	--	--	--	--	--	48	50	50	36	14	52	40	5	52	44	3	55	44	58	40			
6	8	Family income: Under \$15,000	--	--	--	--	49	43	7	55	45	62	37	58	23	19	59	28	11	57	37	4	63	36	73	25			
12	15	\$15,000 to \$30,000	--	--	--	--	39	53	7	42	57	50	49	45	35	20	53	36	9	54	41	3	57	42	60	37			
19	22	\$30,000 to \$50,000	--	--	--	--	32	59	8	40	59	43	56	41	38	21	48	40	10	49	48	2	50	49	55	43			
62	55	Over \$50,000	--	--	--	--	26	64	10	30	69	37	62	39	44	17	44	48	7	45	52	2	43	56	49	49			
26	18	Over \$100,000	--	--	--	--	--	--	--	--	--	32	65	--	--	--	38	54	6	43	54	2	41	58	49	50			
54	54	Protestant	28	70	44	55	35	59	6	32	67	38	61	36	45	18	41	50	8	40	58	1	40	59	45	54			
42	41	White Protestant	22	76	41	58	31	63	6	27	72	33	66	33	47	21	36	53	10	34	63	2	32	67	34	65			
27	27	Catholic	44	54	54	44	42	50	7	45	54	47	52	44	35	20	53	37	9	49	47	2	47	52	54	45			
2	3	Jewish	64	34	64	34	45	39	15	67	31	64	35	80	11	9	78	16	3	79	19	1	74	25	78	21			
40	41	Attend worship at least once weekly	--	--	--	--	--	--	--	--	--	--	--	36	48	15	--	--	--	39	59	2	39	61	43	55			
18	17	18-29 years old	46	52	51	47	44	43	11	40	59	47	52	43	34	22	53	34	10	48	46	5	54	45	66	32			
29	29	30-44 years old	33	64	49	49	36	55	8	42	57	45	54	41	38	21	48	41	9	48	49	2	46	53	52	46			
--	30	45-59 years old	33	64	47	52	39	55	5	40	60	42	57	41	40	19	48	41	9	48	49	2	48	51	--	--			
--	24	60 and older	31	68	47	52	41	54	4	39	60	49	50	50	38	12	48	44	7	51	47	2	46	54	--	--			
40	37	Parents of kids 18 and under	--	--	--	--	--	--	--	--	--	44	55	40	38	22	48	41	9	45	52	2	45	53	53	45			
4	4	Gay, Lesbian, Bisexual	--	--	--	--	--	--	--	--	--	--	--	72	14	14	66	22	7	71	25	4	77	23	70	27			

Source: The name of the exit poll consortium and the participants conducting the surveys of voters leaving the polls has changed over time. The current exit poll consortium, called the National Election Pool, includes CBS News, NBC News, ABC News, CNN, Fox News, and the Associated Press. The data reported here are from *New York Times* reports (November 9, 1998 for House races from 1980-1998 and November 12, 2000 for presidential contests from 1976-2000) and from more recent exit poll consortium releases.