

Election Results 2008

Florida

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Age

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
15%	18-29	61%	37%	+7	
25	30-44	49	49	+7	
37	45-64	52	47	<i>data not available</i>	
22	65+	45	53	<i>data not available</i>	

Sex

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
47%	Male	51%	47%	+11	
53	Female	52	47	+6	

Race/ethnicity

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
71%	White	42%	56%	+1	
13	Black	96	4	+19	
14	Hispanic/Latino	57	42	+27	

No matter how you voted today, do you think of yourself as:

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
37%	Democrat	87%	12%	+4	
34	Republican	12	87	+11	
29	Independent or something else	52	45	+9	

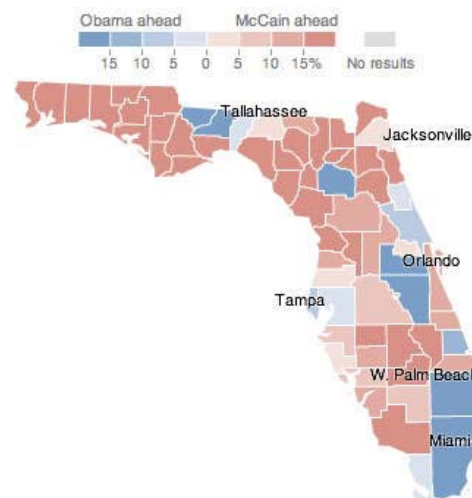
Religion

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
52%	Protestant/Other Christian	43%	55%	+7	
28	Catholic	50	49	+16	
6	Something else	80	18	+22	
10	None	71	26	+10	

Geographic area

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
6%	Big cities	45%	54%	+25	
20	Small cities	54	44	+12	
62	Suburbs	53	45	+7	
6	Small towns	42	55	+2	
7	Rural areas	40	60	+18	

Income



Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
8%	Under \$15,000	66%	33%	+14	
12	\$15,000 - \$29,999	62	37	+5	
19	\$30,000 - \$49,999	59	39	+17	
23	\$50,000 - \$74,999	47	52	+4	
14	\$75,000 - \$99,999	39	58	+6	
12	\$100,000 - \$149,999	40	58	+6	
7	\$150,000 - \$199,999	45	54	+13	
5	\$200,000 or more	51	48	+21	

What was the last grade of school you completed?

Percent of voters	Groups	Obama	McCain	Shift from '04	
				More Dem.	More Rep.
3%	Did not complete high school	70%	29%	+33	
20	High school graduate	58	41	+14	
32	Some college or associate degree	49	49	+3	
32	College graduate	45	53	+4	
13	Postgraduate study	58	41	+25	

Source: Edison Media Research/Mitofsky International