

Election Results 2008

Ohio

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Age

Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.
17%	18-29	61%	36%	+11	
27	30-44	51	47	+9	
39	45-64	53	46	data not available	
17	65+	44	55	data not available	

Sex

Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.
48%	Male	51%	48%	+8	
52	Female	53	45	+8	

Race/ethnicity

Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.
83%	White	46%	52%	+6	
11	Black	97	2	+27	

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

Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.
39%	Democrat	89%	10%	+2	
31	Republican	8	92	+4	
30	Independent or something else	52	44	+11	

Religion

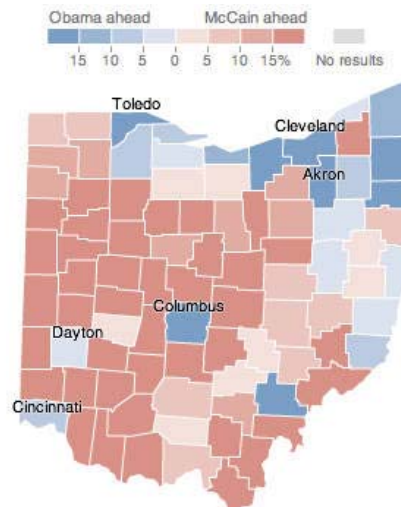
Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.
58%	Protestant/Other Christian	48%	52%	+8	
23	Catholic	47	52	+6	
5	Something else	75	21	+8	
12	None	72	27	+5	

Geographic area

Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.
5%	Big cities	58%	41%	+27	
14	Small cities	74	24	+26	
62	Suburbs	50	49	+3	
16	Rural areas	42	56	+13	

Income

Percent of voters	Groups			Shift from '04	
		Obama	McCain	More Dem.	More Rep.



Percent of voters	Groups	Shift from '04		
		Obama	McCain	More Dem. / More Rep.
8%	Under \$15,000	74%	25%	+7
14	\$15,000 - \$29,999	59	35	+2
22	\$30,000 - \$49,999	53	45	+7
23	\$50,000 - \$74,999	52	47	+22
13	\$75,000 - \$99,999	52	47	+15
12	\$100,000 - \$149,999	40	60	+4
4	\$150,000 - \$199,999	44	56	+14
5	\$200,000 or more	43	56	+13

What was the last grade of school you completed?

Percent of voters	Groups	Shift from '04		
		Obama	McCain	More Dem. / More Rep.
4%	Did not complete high school	69%	31%	+22
28	High school graduate	50	49	+1
29	Some college or associate degree	51	47	+8
24	College graduate	51	48	+13
15	Postgraduate study	54	44	+12

Source: Edison Media Research/Mitofsky International