

Voter Ideology and Candidate Positioning in the 2008 Presidential Election

Online Appendix: Survey Characteristics

March 3, 2010

This appendix presents tabulations of various demographic, political and other characteristics of the 2008 Presidential Issues survey (unweighted data), compared with tabulations for other surveys and sources. Breakdowns of demographic characteristics in the population of voters in the 2008 general election are taken from the U.S. Census Current Population Survey's (CPS) November 2008 "Voting and Registration in the Election of 2008" tables¹ using only respondents in the "reported voted" category. Political information comparisons are made to the April, 2007 report by the Pew Research Center for the People and the Press entitled "What Americans Know: 1989-2007".²

Gender

	2008 Presidential Issues Survey	2008 CPS
Male	.498	.463
	(996)	(60,729)
Female	.502	.537
	(1,004)	(70,415)

¹<http://www.census.gov/population/www/socdemo/voting/cps2008.html>, accessed August 10, 2009.

²<http://people-press.org/reports/pdf/319.pdf>, accessed August 10, 2009.

Race

	2008 Presidential Issues Survey	2008 CPS
White	.715	.763
	(1,430)	(100,071)
Black	.118	.123
	(236)	(16,181)
Hispanic	.124	.074
	(247)	(9,734)
Other	.044	.018
	(87)	(5,226)

Education

	2008 Presidential Issues Survey	2008 CPS
Less than High School	.051	.069
	(102)	(9,046)
High School Graduate	.381	.273
	(761)	(35,866)
Some College or Associate's Degree	.311	.316
	(621)	(41,477)
Bachelor's Degree	.150	.224
	(300)	(29,330)
Advanced Degree	.109	.118
	(216)	(15,425)

Age

	2008 Presidential Issues Survey	2008 CPS
18-24	.081	.095
	(161)	(12,515)
25-44	.344	.323
	(687)	(42,366)
45-64	.458	.387
	(916)	(50,743)
65-74	.095	.108
	(189)	(14,176)
75 and over	.024	.087
	(47)	(11,344)

Income

	2008 Presidential Issues Survey	2008 CPS
Less than \$10,000	.034	.022
	(67)	(2,166)
\$10,000-\$14,999	.041	.022
	(82)	(2,248)
\$15,000-\$19,999	.040	.022
	(80)	(2,251)
\$20,000-\$24,999	.049	.066
	(97)	(6,606)
\$25,000-\$29,999	.060	-
	(120)	
\$30,000-\$39,999	.108	.088
	(215)	(8,793)
\$40,000-\$49,999	.099	.073
	(198)	(7,307)
\$50,000-\$59,999	.089	.197
	(177)	(19,743)
\$60,000-\$69,999	.069	-
	(137)	
\$70,000-\$79,999	.078	.138
	(155)	(13,846)
\$80,000-\$99,999	.088	-
	(175)	
\$100,000-\$119,999	.054	.137
	(107)	(13,739)
\$120,000-\$149,999	.042	-
	(83)	
\$150,000 or more	.053	.102
	(106)	(10,269)
No answer	.100	.133
	(199)	(13,286)

Note: CPS income categories differ somewhat from those used in the paper's survey. Therefore, cell counts have been collapsed to roughly correspond to those used here. CPS categories are: <\$10,000, \$10,000-\$14,999, \$15,000-\$19,999, \$20,000-\$29,999, \$30,000-\$39,999, \$40,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000 and over, and Not reported.

Political Information (Knowledge of House Party Control)

	2008 Presidential Issues Survey	2007 Pew Study
Democrats	.765	.76
	(1,529)	(1,141)
Republicans	.091	.10
	(181)	(150)
Not sure/Skipped	.145	.14
	(290)	(211)

Note: Cell counts not available for Pew study, approximated based on survey's sample size of 1,502.

Vote Choice

	2008 Presidential Issues Survey	Election Outcome
Obama	.513	.529
	(942)	(69,498,952)
McCain	.434	.456
	(797)	(59,949,402)
Other Candidate	.052	.015
	(96)	(2,008,257)
Not sure/Will not vote/Skipped	-	-
	(165)	

Note: Survey proportions omit "not sure" and "will not vote" responses for comparability.