

SNAPSHOT**WILL THEY COME?**

In the 2000 and 2004 elections, the word in advance of election day was that "young people" were going to come out in record numbers.

The total number of voters grew between the two elections from 104,000,000 to 122,000,000. However, the percentage of those between the ages of 18-29, as a percentage of the total electorate, did not grow. There was, however, growth in the percentage of the vote that was provided by those 45 years of age and older.

Furthermore, the percentage of those 18-19 years of age who voted in 2000 and 2004 (17%) was substantially less than their percentage of the adult population (22%), while those 30 years of age and older contributed to the electorate in numbers greater than their share of the adult population.

Whether or not they come out in increased numbers could be particularly important to the Obama campaign.

In the August 2008 NBC/WSJ survey Obama led McCain by 60% -34% among 18-29 year olds. In 2004, John Kerry captured this age group by 54%-45%, and in 2000 George Bush and Al Gore, split the vote, 48%-40%.

The participation of African Americans in 2000 (10%) and 2004 (11%), was closer to their share of the adult population (12%) than among those in the 18-29 year age range. However, given that African Americans are supporting Obama 88%-4% (NBC/WSJ) as compared to 88%-11% in 2004 and 90% to 11% in 2000, it is another potentially rich target for the Obama campaign.

SEE TABLE 1

* * * * *

ARE THEY INTERESTED IN THE ELECTION?

In August, 18-29 year olds were less interested in the election (51%) (9 or 10, on scale of 10) than they were in August 2004 (58%). However, by September interest had grown to 64%, slightly ahead of where it was in 2004.

Among African Americans, 93% showed a high interest in the current election, as compared to 80% who expressed that view in 2004.

SEE TABLE 2

* * * * *

LOOKING AT THE LAST 4 PRESIDENTIAL ELECTIONS AND THE STATUS OF THE STATES TODAY

Looking at the last 4 Presidential elections, here is a summary of the results in terms of Democrat vs Republican.

There are 135 electoral votes in the States won by the Republicans in each of the last 4 elections.

- Virginia in play

There are 64 electoral votes in States won by the Republicans in each of the last 3 elections.

- Colorado, Florida in play

There are 75 electoral votes in States won twice by the Democrats and twice by Republicans in the last 4 elections.

- Nevada, Ohio in play

There are 16 electoral votes in the States won by Democrats 3 of the last 4 elections.

- New Hampshire, New Mexico in play

There are 248 electoral votes in the States won by Democrats in each of the last 4 elections.

- Minnesota, Wisconsin, Pennsylvania, Michigan in play

SEE TABLE 3

* * * * *

THE POTENTIAL

There is considerable potential in the States that are in play to increase the size and composition of the electorate.

As an example, consider the state of Ohio. There are:

- 2,057,000 unregistered persons of adult age
- 354,000 unregistered 18-24 year olds
- 607,000 students on university/college campuses
- 270,000 unregistered African Americans

A second example, Michigan:

- 1,499,000 unregistered persons of adult age
- 283,000 unregistered 18-24 year olds
- 621,000 students on university/college campuses
- 270,000 unregistered African Americans

SEE TABLE 4

* * * * *

A big part of the battle to increase the size and composition of the electorate will be over by October 7th. That is the date by which 10 of the 13 States will close the voter registration rolls for this election. In 2 of the States, the rolls close on October 15, and in the 13th, on October 25.

SEE TABLE 5

* * * * *

WILL THEY COME?

Scattered announcements as to the size of increases in the electorate suggest that voter registration is growing in many of the target States.

Washington Watch bets that young people of both primary political faiths will come out in record numbers, with Democrats having an advantage. WW also bets that African Americans will also turn out in record numbers.

* * * * *

THE MATCH RACE

The advantage in national polls that McCain has enjoyed since the Republican convention appears to have come to an end. In national surveys (not including tracking surveys) taken among likely voters from 9/11-16 Obama has a lead of about 4 points.

* * * * *

SATISFACTION WITH AMERICA'S GOVERNANCE IS IN THE TANK

Satisfaction with American's governance is now at 26%, down from 59% in early 2002. The last time satisfaction was this low was in mid-1972. This number is likely driven by the President's job approval rating of 31%, and the 18% job approval rating of the Congress. [Gallup 9/8-11/08]

* * * * *

WHO WON THE BATTLE OF THE "MENTIONS"?

The Dow Jones Insight-2008 Presidential Election Media Pulse reflects mentions of the candidates in both mainstream and social media sources. Sources include more than 6,000 newspapers, wires, magazines, radio, and TV transcripts, and more than 13,000 current-awareness news Web sites. Social media sources include 2 million of the most influential blogs and more than 60,000 message boards.

	<u>Obama</u>	<u>McCain</u>
Mentions August 24-29	54,624	36,771
Mentions August 31-September 5	34,802	45,448
Mentions 8/24-29 and 8/31-9/5	89,426	82,219

Mike

Suite 500
2100 Pennsylvania Ave., NW
Washington, DC 20037
202-728-1100
mberman@dubersteingroup.com

VOTING PERCENTAGE BY AGE GROUPS AND RACE

TABLE 1

		18-29	30-44	45-59	60 +	Total	AA	Latino
Estimated Population 2007		49,880,501	62,274,649	62,048,251	52,363,282	226,566,683	27,373,042	30,084,842
Estimated Population 2007		22%	25.50%	27.40%	23%		12%	13.30%
Exit Polls 2000		17%	33%	28%	22%		10%	7%
Exit Polls 2004		17%	29%	30%	24%		11%	8%
WSJ/NBC Survey 8/21/08	Obama	60%	45%	44%	39%	45%	88%	59%
	McCain	34%	43%	40%	45%	42%	4%	32%
2004 Exit Poll	Kerry	54%	46%	48%	46%	48%	88%	53%
	Bush	45%	53%	51%	54%	51%	11%	44%
2000 Exit Poll	Gore	48%	48%	48%	51%	48%	90%	62%
	Bush	46%	49%	49%	47%	48%	9%	35%

High Interest in the Election
(9 and 10 on a 10 pt. scale)
NBC/WSJ

TABLE 2

	Aug-08	Aug-04	Sep-08	Sep-04
Total	73%	73%	79%	78%
18-29	51%	58%	64%	61%
30-44	72%	67%	79%	74%
45-59	79%	79%	84%	82%
60+	81%	83%	83%	84%
African American	86%	n/a	93%	80%

Real Clear Politics
NP = No Current Polling
M = McCain
O = Obama

TABLE 3

State	Electoral Vote	1992	1996	2000	2004	Recap	Total	9/10/08	9/16/08
Idaho	4 R	R	R	R	R	4R	135	NP - Solid M	NP - Solid M
North Dakota	3 R	R	R	R	R	4R		NP - Lean M	NP - Lean M
South Dakota	3 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Wyoming	3 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Utah	5 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Alaska	3 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Nebraska	5 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Kansas	6 R	R	R	R	R	4R		M + 16	M + 16
Oklahoma	7 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Indiana	11 R	R	R	R	R	4R		M + 4.7	M + 4.7
Texas	34 R	R	R	R	R	4R		M + 10.8	M + 10.8
Virginia	13 R	R	R	R	R	4R		M + 0.7	TIE
North Carolina	15 R	R	R	R	R	4R		M + 7.6	M + 11.7
Alabama	9 R	R	R	R	R	4R		M + 21.6	M + 24.0
South Carolina	8 R	R	R	R	R	4R		NP - Solid M	NP - Solid M
Mississippi	6 R	R	R	R	R	4R	64	M + 11.7	M + 14.7
Montana	3 D	R	R	R	R	3R		M + 9.0	M + 9.0
Arizona	10 R	D	R	R	R	3R		M + 11.7	M + 11.7
Colorado	9 D	R	R	R	R	3R		O + 1.0	O + 0.6
Florida	27 R	D	R	R	R	3R		M + 3.0	M + 6.3
Georgia	15 D	R	R	R	R	3R	75	M + 6.3	M + 13.4
West Virginia	5 D	D	R	R	R	2D/R		NP - Solid M	NP - Solid M
Nevada	5 D	D	R	R	R	2D/R		M + 1.0	M + 1.0
Kentucky	8 D	D	R	R	R	2D/R		M + 16.0	M + 16.0
Missouri	11 D	D	R	R	R	2D/R		M + 7.0	M + 6.6
Ohio	20 D	D	R	R	R	2D/R		M + 1.3	M + 2.4
Arkansas	6 D	D	R	R	R	2D/R		M + 16.3	M + 16.3
Tennessee	11 D	D	R	R	R	2D/R		M + 18.7	M + 18.7
Louisiana	9 D	D	R	R	R	2D/R	16	M + 16.3	M + 16.3
New Hampshire	4 D	D	R	D	3D			O + 0.3	O + 3.3
New Mexico	5 D	D	D	R	3D		248	O + 4.3	O + 2.3
Iowa	7 D	D	D	R	3D			O + 9.0	O + 9.7
Maine	4 D	D	D	D	4D			O + 15.0	O + 14.8
Vermont	3 D	D	D	D	4D			NP - Solid O	NP - Solid O
Oregon	7 D	D	D	D	4D			O + 7.0	O + 6.7
Hawaii	4 D	D	D	D	4D			NP - Solid O	NP - Solid O
Washington	11 D	D	D	D	4D			O + 9.7	O + 4.7
Minnesota	10 D	D	D	D	4D			O + 7.0	O + 1.0*
Rhode Island	4 D	D	D	D	4D			NP - Solid O	NP - Solid O
Massachusetts	12 D	D	D	D	4D			O + 12.6	O + 12.6
Wisconsin	10 D	D	D	D	4D			O + 5.3	O + 5.3
California	55 D	D	D	D	4D			O + 15.3	O + 15.3
Connecticut	7 D	D	D	D	4D			O + 18.6	O + 18.6
Pennsylvania	21 D	D	D	D	4D			O + 4.7	O + 1.6
New Jersey	15 D	D	D	D	4D			O + 8.7	O + 5.8
Michigan	17 D	D	D	D	4D			O + 2.8	O + 2.0
Illinois	21 D	D	D	D	4D			O + 21.7	O + 21.7
New York	31 D	D	D	D	4D			O + 16.0	O + 15.0
Delaware	3 D	D	D	D	4D			NP - Solid O	NP - Solid O
Maryland	10 D	D	D	D	4D			NP - Solid O	NP - Solid O
District of Columbia	3 D	D	D	D	4D			NP - Solid O	NP - Solid O

Targeted States

TABLE 4

State	Total Unregistered		18-24 Unregistered		AA Unregistered		Latinos Unregistered		Total Students
	Unreg.	% Unreg.	Unreg 18-24 yrs.	% Unreg 18-24	Unreg AA	% Unreg AA	Unreg Latinos	% Unreg Latinos	
Virginia	1,125,302	27%	203058	39%	1,086,477	40%	69,763	42%	445896
Colorado	595,332	21%	120666	34%	57,204	41%	181,653	43%	308646
Florida	1,497,057	15%	235917	25%	590,801	35%	629,702	36%	869148
Nevada	389,071	31%	63826	48%	59,668	44%	99,391	45%	111275
Ohio	2,057,667	28%	354078	37%	269,759	28%	27,652	23%	606656
New Hampshire	237,509	24%	40267	33%	3,475	33%	8,308	44%	69927
New Mexico	153,031	22%	35201	44%	11,947	32%	195,852	35%	130819
Minnesota	505,738	14%	125274	26%	33,616	22%	25,359	27%	367784
Wisconsin	640,752	17%	135051	26%	200,729	26%	24,462	27%	335635
Pennsylvania	2,194,018	27%	426837	42%	927,684	36%	124,130	47%	687149
Michigan	1,499,961	24%	282753	35%	269,567	27%	97,502	49%	620672

Targeted States

Voter Registration and Early Voting

TABLE 5

State	Registration Closing Date	Mailed Ballot Due	Early Vote Opens	Early Vote Closes
Colorado	6-Oct	4-Nov	20-Oct	31-Oct
Florida	6-Oct	4-Nov	20-Oct	1-Nov
Michigan	5-Oct	4-Nov	n/a	n/a
Minnesota	15-Oct	4-Nov	6-Oct	4-Nov
Nevada	4-Oct	4-Nov	18-Oct	31-Oct
New Hampshire	25-Oct	4-Nov	n/a	n/a
New Mexico	7-Oct	4-Nov	18-Oct	31-Oct
Ohio	5-Oct	4-Nov	30-Sep	3-Nov
Pennsylvania	5-Oct	31-Oct	n/a	n/a
Virginia	6-Oct	4-Nov	22-Sep	1-Nov
Wisconsin	15-Oct	4-Nov	6-Oct	15-Oct