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Obama Was Not as Strong as in 2008, but Strong Enough

Most demographic groups are less enchanted with President Obama than they once were, but his winning coalition remains intact. [Related Article »](#)

◀ MORE DEMOCRATIC

MARGIN OF VICTORY percentage points

MORE REPUBLICAN ▶

GROUPS	Demographic	Direction	Margin (approx. % points)
Gender	Men	Democrat	10
	Women	Democrat	15
Race	Black	Democrat	85
	Hispanic	Democrat	35
	Asian	Democrat	25
Income	\$30,000 to \$50,000	Democrat	25
	\$50,000 to \$100,000	Republican	15
	\$100,000+	Republican	10
City	Big cities	Democrat	35
	Small cities	Democrat	25
	Suburbs	Republican	10
	Small towns / Rural areas	Republican	15
State Demographics	Hispanics in Nev.	Democrat	45
	Hispanics in Colo.	Democrat	35
	Whites in Fla.	Republican	15
	Whites in Ala.	Republican	75
Religion	Jewish	Democrat	55
	Catholics	Democrat	15
	All Protestants	Republican	15
Age	18 to 29	Democrat	35
	30 to 44	Democrat	15
	45 to 64	Republican	10

HOW TO READ THIS CHART

In 2008, many groups moved left, giving Barack Obama more support than they had given to John Kerry in 2004.

'08 → '12

In 2012, nearly all groups reduced their support for Obama, which is shown here with a shift to the right.

Cities shifted only slightly, and continue to be the centerpiece of the Obama majority.

The suburbs broke back to the Republican side, while towns and rural areas solidified as Republican strongholds, more polarized from urban dwellers than before.

The groups are placed left or right of center depending on their level of support for their preferred party. For example, white voters in Alabama remain strongly Republican, though they moved a little left in this election.

By AMANDA COX, FORD FESSENDEN and ALICIA DESANTIS | [Send Feedback](#)

Source: Edison Research exit polls

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