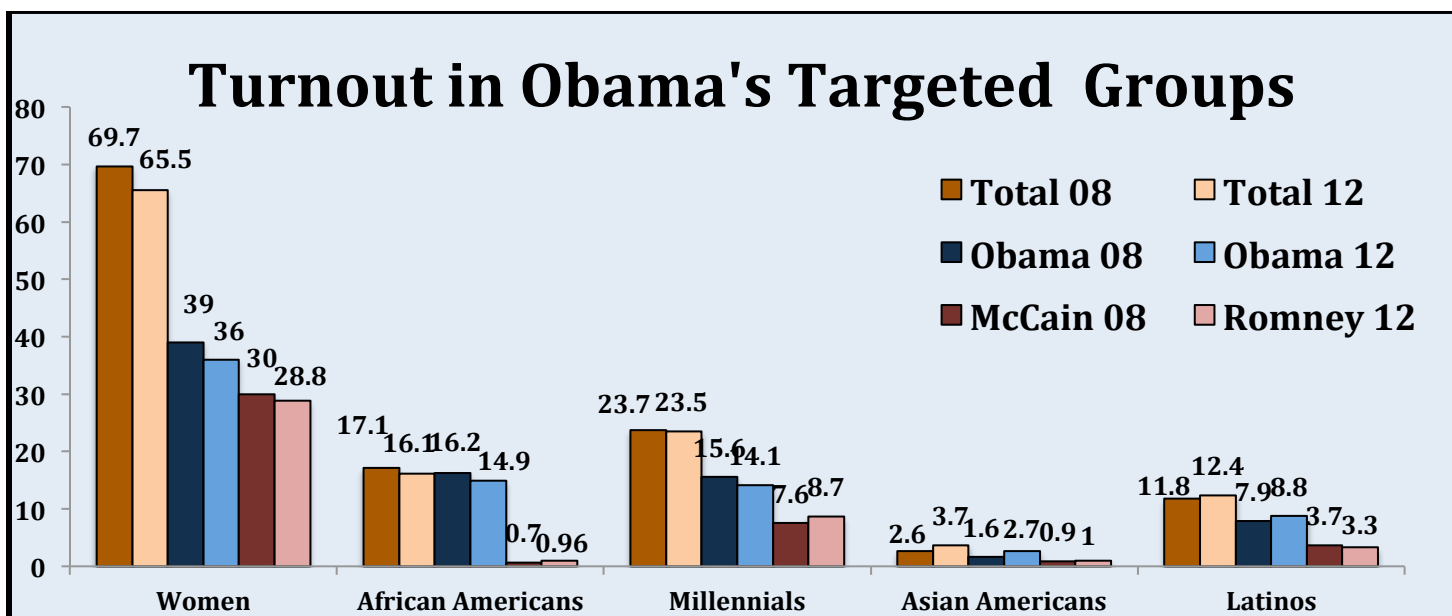


Obama's Coalition Shrunk By Low Turnout: Voter turnout dropped by roughly 7.9 million voters in 2012, falling from 131.5 million in 2008 to 123.6 million in 2012. Even though several hundred thousand votes remain to be counted (mostly in Washington State, Montana, and Oregon) it is clear 2012 will see the first decline in presidential election turnout and the lowest voter age participation rate (51.3%) in sixteen years. While several swing states saw higher turnout for some demographics (higher African American turnout in Ohio, and higher women turnout in Iowa and Colorado, for example), national turnout fell in most of the key groups in President Barack Obama's targeted coalition: especially women, African Americans, and Millennials.

According to 2008 exit polls, approximately 69.7 million women, 17.1 million African Americans, and 23.7 million Millennials went to the polls. Of these, about 39 million women, 16.2 million African Americans, and 15.6 Millennials voted for Mr. Obama. Per 2012 exit polls, roughly 65.5 million woman, 16.1 million African Americans, and 23.5 million Millennials turned out to vote last week, down about 4.2 million, one million, and 176,000 votes, respectively. Mr. Obama received about three million fewer women votes (36 million), 1.3 million fewer African American votes (14.9 million), and 1.5 million fewer Millennial votes (14.1 million) this year, while Mitt Romney improved on John McCain's 2008 numbers with African Americans (+280,000) and Millennials, (+1.1 million).

Mr. Obama saw improvements with Latino and Asian American voters. About one million more Asian Americans voted in 2012, with 2.7 million supporting Mr. Obama (compared to 1.6 million in 2008). In 2008, around 11.8 million Latino voters went to the polls, with about 7.9 million supporting Mr. Obama and 3.7 million supporting Mr. McCain. That number increased to roughly 12.4 million in 2012, with Mr. Obama receiving about 850,000 more Latino votes nationally than he did in 2008 (8.8 million in 2012), and Mr. Romney getting nearly 330,200 fewer Latino votes than Mr. McCain received in 2008 (3.3 million in 2012). While Republicans must work on outreach generally, they need to make special efforts to win the votes of Latinos in particular to remain competitive.



Methodology: 2008 and 2012 national exit polls as percentage of vote totals.

Vote totals for 2008 per USElectionAtlas.org and 2012 per AP as of 4:00PM ET, 11/14/12