

## The Campaigns, or the Fundamentals?

“Near-Flawless Run Is Credited in Victory” —*New York Times*

“Worst Campaign Ever?” —*Newsweek*

### Retrospective Voting in 2008 Exit Polls

|                | National Economic Conditions Poor (Obama Margin) | Strongly Disapprove of Bush’s Performance (Obama Margin) |
|----------------|--|--|
| U.S.           | 49% (66-31)                                      | 51% (82-16)  |
| Florida        | 53% (66-33)                                      | 52% (82-16)  |
| Indiana        | 43% (66-32)                                      | 43% (86-13)  |
| North Carolina | 49% (64-35)                                      | 47% (84-15)  |
| Ohio           | 53% (68-30)                                      | 52% (83-16)  |
| Pennsylvania   | 44% (72-27)                                      | 53% (86-13)  |
| Virginia       | 43% (67-33)                                      | 50% (84-15)  |

### A Realignment?

“In a Decisive Victory, Obama Reshapes the Electoral Map” —*New York Times*

“Obama’s Victory Marks a Radical Realignment in American Politics”

—*The New Republic*

### Shifts in State-Level Voting Patterns

|  | 2008 | 1980-2004 (Average) | 1932  |
|--|------|---------------------|-------|
| Continuity of Previous Partisan Pattern (regression slope) | 1.00 | .94                 | .66   |
| National Swing (regression intercept)                      | 8.97 | 8.15                | 28.62 |
| State-Level Forces (standard deviation)                    | 5.66 | 5.31                | 16.45 |