

Sending the message



**Obama:** Uses reproductive rights as an economic issue. Supports Planned Parenthood. Birth control is "a pocketbook issue for women."

**Romney:** Cites bleak economic future for her children. Ad features a young woman telling her newborn: "Dear Daughter. Welcome to America. Your share of Obama's debt is over \$50,000."



**Obama:** Pushes hard on his Dream Act, which would provide a path to legal residency for the children of illegal immigrants who attend college or serve in the military

**Romney:** At first hindered by his suggestion that some Latinos "self-report," lack of jobs became his new tack. "I am concerned about the fact that we have gone for over 50 months with unemployment above 10 percent among Hispanic Americans."

# The deciding votes

The choice now belongs to the American voter. Both President Barack Obama and Mitt Romney have extensive ground operations to get their core supporters to show up on voting day and scoop up any undecided voters along the way. The American electorate is a diverse collection of voting blocs that each campaign has been trying to woo for months.

THE MOM

The gender gap has played in the Democrats' favour for the past four presidential elections, with 56% of women voting for Obama in 2008, compared with 49% of men when 9.7 million more women than men voted. However, independent, working-class women without degrees, often referred to as 'waitress moms', have been called a 'volatile' force in the 2012 election.

Out of all undecideds,

63%

TOTAL UND. VOTERS

27%

the majority are women.

Out of all employed women,

41%

were still undecided in late October.

Single women favour Obama over Romney **18%**

~while~

white female non-college graduates say they will vote Romney. **48%**

The 'Walmart mom' (who has shopped at the retailer in the last month, has children under 18, college degrees and higher income) is also a key factor in the 2012 race, with **52% disapproving** of the job Obama is doing.

Feels economically challenged.

Wants government to do more to solve problems and help people.

Concerned with her own financial crisis more than the national.

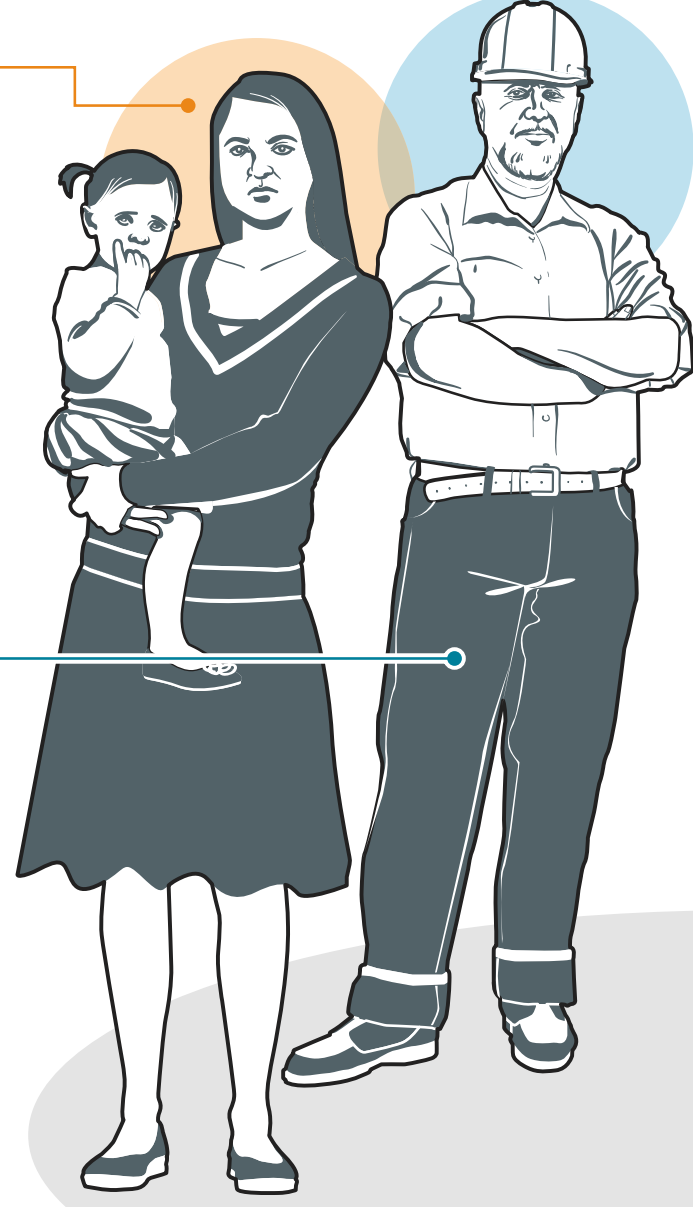
Has concerns about both parties' leaders.

LAST-MINUTE OPINIONS

Undecided voters: when do you typically make your final decision regarding who you are going to vote for?

On Election Day	Three or less days before	One week before	One month before	> One month
23%	22%	23%	18%	14%

68% don't make up their minds until the final week.



THE BLUE-COLLAR MIDWESTERNER

White non-college-educated voters favoured Republican John McCain in 2008, but Democrats have argued that Obama gained their support after the 2009 auto industry bailout.

According to a recent poll...

51% Romney

5% undecided

43% Obama

MIDWEST VOTERS

In 2008, **54%** of Midwest votes went to Obama, but only **47%** of whites in the Midwest voted for Obama.

Recent polls show working-class (non-college) voters: **79% Romney** **21% Obama**

Union households: **54% Obama** **42% Romney**

**7.85%** national unemployment rate (Oct.)

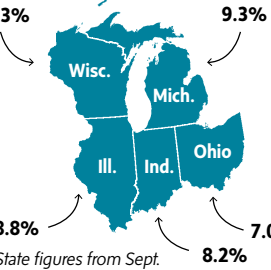
**8.12%** unemployment rate for the eastern Midwest states (Sept.)


7.3% 9.3%

8.8% 8.2% 7.0%

State figures from Sept.


Economy is the biggest issue for white middle- and working-class who voted for Obama in 2008 but feel powerless with situation and direction of country.






**Obama:** Joe Biden's line sums it all up: "Osama bin Laden is dead, and GM is alive."

**Romney:** A Romney ad (whose accuracy was later assailed): "Obama took GM and Chrysler into bankruptcy and sold Chrysler to Italians who are going to build Jeeps in China. Mitt Romney will fight for every American job."



**Obama:** Will break down gridlock. "If you want to break the gridlock in Congress, you'll vote for leaders who feel the same way whether they're Democrat, Republican or independent."

**Romney:** Claims Obama wasn't able to break gridlock and says he has cross-the-divide credentials. "We can't change course in America if we keep attacking each other."



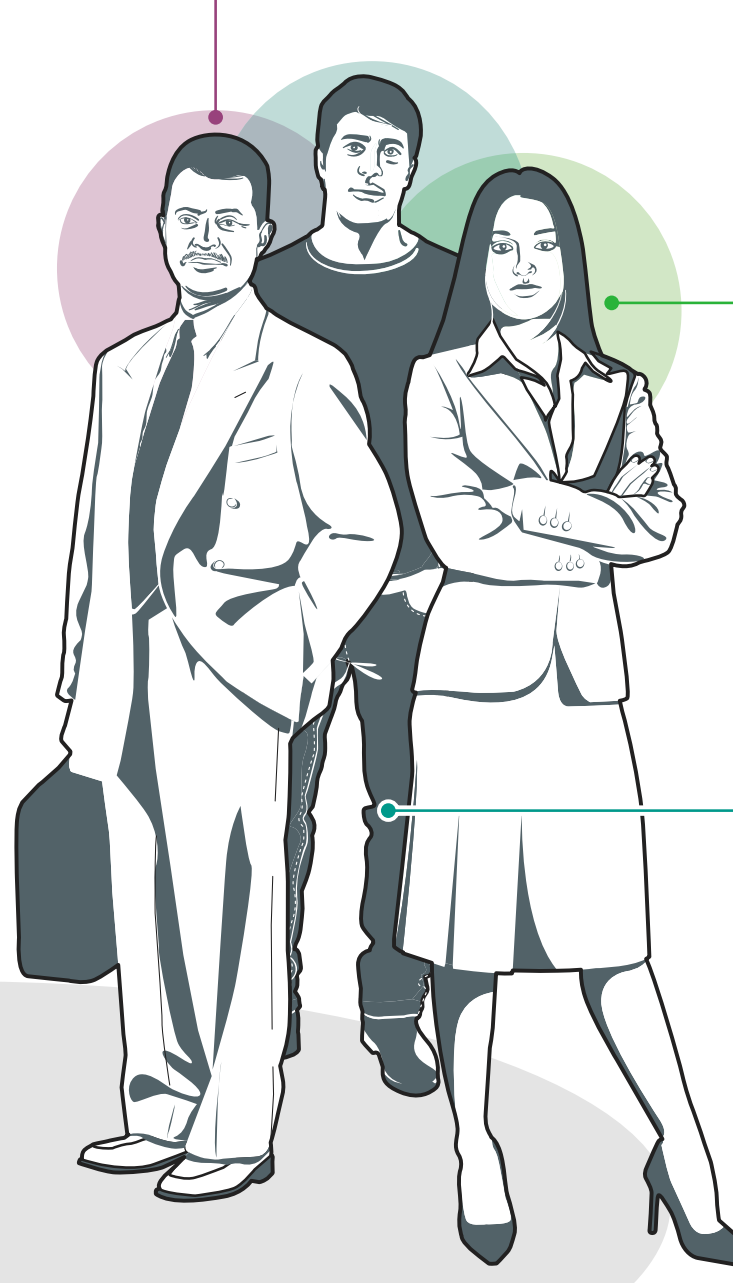
**Obama:** Push progressive agenda such as allowing gay marriage. And enlists stars such as will.i.am, P. Diddy, and Sarah Silverman.

**Romney:** Karl Rove's SuperPAC Crossroads Generation, which seeks to woo millennials to the Republican Party.

GUARANTEED VOTES

**REPUBLICAN CONSTITUENCY**  
Self-described conservatives, white evangelical Protestants and, the core of the GOP, white men.

**DEMOCRATIC CONSTITUENCY**  
Minorities, young voters, union members and unmarried women.



THE HISPANIC

The term Hispanic refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. They are the largest minority group in the United States.

**23.7 million** Hispanics are eligible to vote in 2012, representing 11% of the electorate, a growth of 4 million since 2008.

67% of the Hispanic vote went to Obama in 2008

~while~

44% of Hispanic voters supported George W. Bush in 2004.

10% are unemployed (Oct. 2012)

HELP

Registered Latino voters: **69% Obama** **21% Romney**

In nine battleground states, registered Hispanic voters: **65% Obama** **23% Romney**

58% Democrats 20% Republicans 22% Independents

Education, jobs and the economy are the top ranked issues. About 60% of Hispanic men disapprove of Obama's job on budget and spending. Health care concerns rank higher than the federal budget deficit, immigration or taxes.

THE INDEPENDENT

There are more political independents in 2012 than at any point in the past 75 years with 38% of Americans identifying as independents, up from 32% in 2008 and 30% in 2004.

42%

34

30% 32% 38%

2004 2008 2012

53% have an unfavourable view of Barack Obama.

63% say the country is going in the wrong direction.

11% were undecided last week about who they will vote for.

GENDER

55% 45%

8% other 7% black

RACE

67% white 16% Hispanic

+ Concerned about government involvement in health care and the rich getting richer.

Favours unions to protect workers and greater restrictions on immigration.

Waning interest in helping needy people if it means the country will be deeper in debt.

THE MILLENNIAL

Also known as Gen Y, or CENGAS (College educated, not going anywhere), those born between about 1981 and 1994 represent about 18 per cent of the voting-age population.

Under-30 registered voters who say they will "definitely" vote

81% 78% 58%

2004 2008 2012

13.2% of those aged 20-24 are unemployed, according to seasonally adjusted calculations; about 4 million are out of work.

\$26,500 is the average student loan debt for 2011 college graduates, a figure rising by 5% each year.

10% were undecided last week about who they will vote for.

GENDER

57% 43%

More than 40% are Hispanic or non-white, making this the most diverse generation.

Holds liberal attitudes on most social and governmental issues.

Has growing unease about the direction of the country in recent years.

Faltering allegiance to the Democratic party, which may move them further toward the GOP.

RICK CASH, MURAT YUKSELIR, LIZA SARDI, AND MATTHEW BAMBACH/THE GLOBE AND MAIL » SOURCES: PEW RESEARCH CENTER, TARRANCE/LRP, GALLUP, BUREAU OF LABOR STATISTICS, THE INSTITUTE FOR COLLEGE ACCESS & SUCCESS, NATIONAL JOURNAL, CENTER FOR AMERICAN WOMEN AND POLITICS, PEW HISPANIC CENTRE, THE NEW YORK TIMES; CABLE NATION