



For Immediate Release: October 29, 2008  
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## Over one in nine citizens have already voted, Annenberg Survey shows

Over one out of every nine citizens report that they have already cast their ballots in the 2008 general election, the University of Pennsylvania's National Annenberg Election Survey shows. Of citizens who have not yet voted, 22 percent report that they plan to cast their ballots before Election Day.

"Early voting was at a national all-time high in 2004," said Kate Kenski, a senior analyst for the National Annenberg Election Survey and an assistant professor of communication at the University of Arizona. "The nation will break that record this year. Our data suggest that over 30 percent of ballots will have been cast before Election Day."

"In 2004, 20 percent of voters said that they cast their ballots early, while 80 percent said that they voted on Election Day. In 2000, 14 percent of voters reported that they cast their ballots early, while 86 percent said that they voted on Election Day," noted Kenski.

"Although voting at the polls on Election Day is still the most prevalent way that people cast ballots, more and more voters are making use of no-excuse absentee and early voting options," said Kenski.

Data for this study were collected between October 14, 2008 and October 27, 2008 from 3,307 citizens in the United States. The margin of sampling error was plus or minus 1.7 percentage points for the sample overall. For subsamples within the study, the margins of sample error are larger, depending on the sample sizes of the groups being analyzed.

## Appendix: Voting Status by Demographic and Political Identification Variables

	Already Voted	Plan to Vote Early	Potential Election Day Voter	Sample Size (unweighted)
Men	10.8%	18.5%	67.2%	1,385
Women	12.6%	19.7%	64.7%	1,922
High school or less	10.1%	17.3%	68.8%	971
Some college	12.6%	20.5%	63.8%	914
College degree or more	13.1%	20.3%	63.9%	1,401
18-29 years old	11.8%	18.3%	66.8%	219
30-44 years old	9.0%	19.3%	66.9%	698
45-64 years old	10.2%	19.1%	67.3%	1,508
65 and older	19.1%	19.4%	60.6%	855
Household income below \$35,000	12.1%	18.2%	64.8%	746
\$35,000 to less than \$75,000	11.6%	19.3%	65.5%	1,017
\$75,000 and over	11.7%	19.9%	66.4%	1,195
Whites	11.1%	17.7%	68.4%	2,792
Black	16.4%	25.6%	52.7%	240
Hispanics/Latinos	11.7%	29.8%	53.2%	194
Northeast	2.6%	6.4%	89.8%	699
Midwest	11.8%	11.8%	75.0%	855
South	12.4%	25.7%	57.2%	1,122
West	19.8%	29.3%	45.8%	631
Urban	13.2%	23.5%	58.3%	941
Suburban	11.7%	17.2%	69.1%	1,724
Rural	9.7%	17.7%	68.7%	642
Republican	12.9%	18.8%	66.4%	934
Democrat	12.7%	20.8%	62.3%	1,111
Independent	10.7%	17.3%	69.2%	989
Conservative	12.5%	19.0%	66.3%	1,305
Moderate	10.0%	18.4%	68.5%	1,071
Liberal	13.2%	21.3%	61.8%	825

The analysis for this release was conducted by Kate Kenski, Ph.D., a senior analyst for the National Annenberg Election Survey and an assistant professor in the Department of Communication at the University of Arizona.

### **About the Survey**

The National Annenberg Election Survey (NAES) is a survey conducted each presidential election by the Annenberg Public Policy Center of the University of Pennsylvania. It is the largest academic election survey being conducted during the 2008 campaign. It ultimately will include approximately 57,000 rolling cross-section telephone interviews (one interview per respondent) and almost 100,000 web interviews (including up to five interviews with the same person) as the campaign evolves. The first web wave began in October 2007; the final interviews will be completed following the general election, November 4, 2008.

National Annenberg Election Surveys also were conducted in 2000 and 2004.

The 2008 survey, as with past NAES polls, will examine a wide range of political attitudes about candidates, issues, and the traits Americans want in a president. It will also place a particular emphasis on the effects of media exposure through campaign commercials and news from radio, television, newspapers and the internet. Additionally, the survey measures the effects of other kinds of political communication, from conversations at home and on the job to various efforts by campaigns to influence potential voters.

### **Methodology**

Data for this analysis come from the NAES rolling cross-sectional telephone survey. The first field period used in the analysis ran from October 14 to October 27, 2008. The total number of respondents interviewed during this period was 3,462 of whom 3,307 were citizens.

The results have been weighted to take account of household size and number of telephone lines into the residence and to adjust for variation in the sample relating to geographic region, sex, race, age and education. The sample sizes reported in the tables, however, are the unweighted number of cases.

In addition to sampling error, the practical difficulties of conducting any survey of public opinion may introduce other sources of error into the poll. Variations in the wording and order of questions, for example, may lead to somewhat different results.

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