

FOR IMMEDIATE RELEASE
 November 10, 2004

CONTACT: Susan Carroll, (732) 932-9384 x235

Gender Gap in 2004 Presidential Race Is Widespread

The gender gap in the 2004 presidential election was not produced by the votes of any particular subgroup of women. Rather, the gender gap is evident in almost all segments of the electorate. Across many different demographic categories, women less often than men voted for George W. Bush. (See the table below.)

For all voters, the gender gap – the difference between the proportion of women and the proportion of men voting for the winning candidate, George W. Bush – was 7 percentage points according to Edison Media Research and Mitofsky International Exit Polls. When compared with men who shared their demographic characteristics, women of different races, ages, marital status, and levels of education less often than men voted for George W. Bush and more often voted for John Kerry. Similarly, women who considered themselves independents and who lived in the suburbs were less likely than men who shared those characteristics to cast a vote for the Republican candidate.

The gender gap was largest between women and men who are 60 or over (11 percentage points), unmarried (8 points), and college-educated (9 points).

Among men, George W. Bush attracted 50% or more support from whites, all age groups except those under 30, married voters, voters at every level of education, and voters in the suburbs. Among women, Bush attracted more votes than Kerry only among whites, voters age 30-44, married voters, and voters with some college education.

The Gender Gap in the 2004 Presidential Race

	% Vote for Bush		Gender Gap (percentage point difference)
	<u>Women</u>	<u>Men</u>	
All voters	48	55	7
<u>Race</u>			
Whites	55	61	6
Blacks	10	13	3
<u>Age</u>			
18-29	43	47	4
30-44	50	56	6
45-59	49	54	5
60+	49	60	11
<u>Marital Status</u>			
Married	55	60	5
Unmarried	37	45	8
<u>Education</u>			
No college	49	55	6
Some College	51	57	6
College Graduate	45	54	9
<u>Other Subgroups</u>			
Independents	46	49	3
Suburban	49	55	6