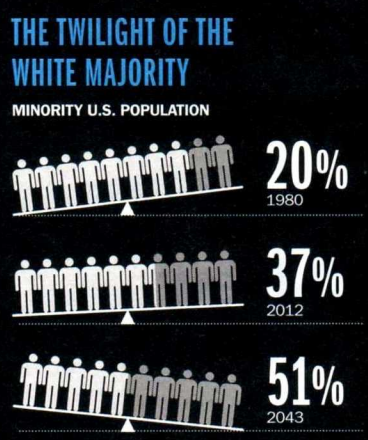


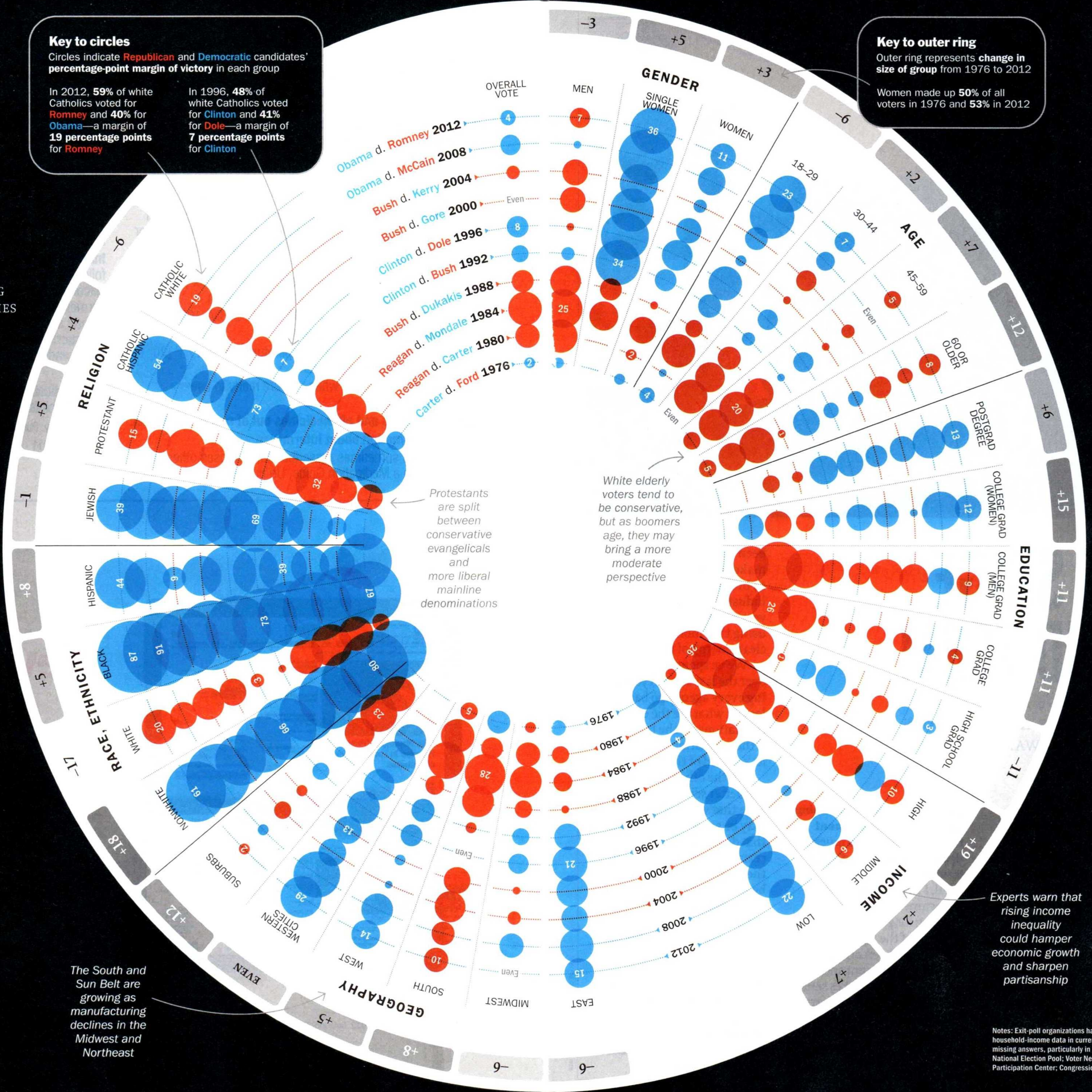
# CHANGING FACES

A DEMOGRAPHIC REVOLUTION IS ALTERING THE POLITICAL PLAYBOOKS OF BOTH PARTIES BY ANDRÉA FORD AND LON TWEETEN

Barack Obama won re-election aided by a powerful coalition of women, minorities and young voters—and by relying on his campaign's technical wizardry to get them to the polls. But while he can bequeath his blueprint to the next Democratic presidential candidate, there is no guarantee that history will repeat itself. America "is changing much more swiftly now than it was in the 1960s," says William Frey, a demographer at the Brookings Institution. As old factions splinter and new ones form, both parties are grappling with how to tailor their policies to fit the new electorate.



Obama won 71% of Hispanic voters, the highest percentage for a Democratic presidential candidate since Bill Clinton in 1996. Support from Hispanics has helped put such swing states as Florida and Virginia in the Democratic column in 2008 and 2012 and could make Arizona a problem for Republicans in 2016. Moderate elements in the GOP will push for immigration reform this year, but a fight inside the Republican Party is inevitable.



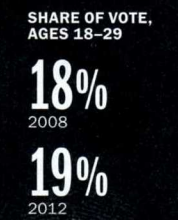
### THE STRONGER SEX

Women are climbing the income ladder faster, piling into public office in greater numbers (now a record 20 in the Senate) and wielding more clout at the polls than before. Republicans' remarks about such issues as rape and contraception helped usher several Democrats into office—and reelect Obama, who won 67% of unmarried women.



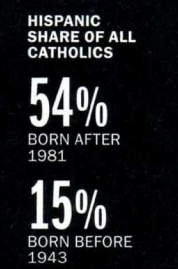
### THE KIDS ARE NOT ALL RIGHT

Millennials, a huge generational cohort, are voting in greater numbers and are likely to reshape policy on gay rights and other issues. They may also be the first generation to fare worse than their parents, who have saddled them with swelling debt and a bleak economy.



### THE CATHOLIC DIVIDE

The trend among Catholics in the U.S. mirrors a worldwide shift within the Catholic Church, which is becoming more Latino and less European. That bodes well for Democrats, who won handily among Catholic Hispanics.



### HOW THE WEST WAS WON

The growth of diversifying Western suburbs helped boost Obama to victory in Nevada and Colorado and cemented his party's edge in New Mexico. Republicans have not won California, Oregon or Washington since 1988.



Notes: Exit-poll organizations have changed over the years. Income groups were compiled on the basis of median household-income data in current dollars for each year. Group-share changes do not always balance because of missing answers, particularly in age and income categories. Sources: Edison Media Research/Mitofsky International National Election Pool; Voter News Service; CBS News/New York Times exit polls; U.S. Census Bureau; Voter Participation Center; Congressional Budget Office