Age, at first glance, seems the great divide in the Presidential election this year. Come November, John McCain will be 72 while Barack Obama will be just 47. But winning is ultimately about putting together 270 electoral votes. And when one focuses on the states likely to decide the contest, race is more likely to be decisive than age.

What I call Fast-Growing Battlegrounds (Florida and four western mountain states, with 56 electoral votes) are the most racially diverse: 15 percent of their eligible voters are Hispanic, and almost 30 percent are racial minorities. Yet more striking, racial minorities represent more than half the growth of eligible voters in these states since 2000. So, if Obama can build a rainbow coalition of new voters, he has a shot at making inroads here despite the fact that George Bush won all five states in 2004.

By contrast, the Slow-Growing Battlegrounds (Pennsylvania, Ohio, Michigan, West Virginia and Iowa) are largely white. Obama’s relatively poor performance with middle-income whites in the primaries has given McCain strategists hope that he can take Michigan and Pennsylvania (and their 38 electoral votes) back from the Democrats.

Finally there are the Fast-Growing South Longshots. The south has been Republican country since Richard Nixon. But Obama’s black constituency, coupled with recent migration from blue states, could put Virginia, North Carolina, South Carolina and Georgia, with their 51 electoral votes, back into play.

Race, then, focused through a generational lens, may alter a political map that has largely remained unchanged in the past two presidential cycles.
GROWTH IN ELIGIBLE VOTERS BY RACE/ETHNICITY, 2000–2007

Source: Author’s analysis of the 2007 Current Population Survey and 2000 U.S. Census
THREE FLAVORS OF BATTLEGROUNDS: NUMBER OF ELECTORAL VOTES

FAST GROWING
SLOW GROWING
FAST-GROWING SOUTH LONGSHOTS

BATTLEGROUND STATES ELIGIBLE VOTER PROFILES

FAST-GROWING BATTLEGROUNDS
WHITE 71%
HISPANIC 15%
BLACK 9%
ASIAN 2%
OTHER 1%

SLOW-GROWING BATTLEGROUNDS
WHITE 87%
HISPANIC 3%
BLACK 9%
ASIAN 1%
OTHER 1%

FAST-GROWING SOUTH LONGSHOTS
WHITE 71%
HISPANIC 2%
BLACK 24%
ASIAN 2%
OTHER 1%

KEY ELIGIBLE VOTER GROUPS

WORKING-CLASS WHITES*
WHITE COLLEGE GRADS**
WHITE SENIORS
MINORITIES

FAST GROWING
SLOW GROWING
FAST-GROWING SOUTH LONGSHOTS

ELIGIBLE VOTER PROFILES: YOUNG VERSUS OLD

AGE 65+
AGE 18-29

FAST-GROWING BATTLEGROUNDS
HISPANIC
BLACK
HISpanic
WHITE

SLOW-GROWING BATTLEGROUNDS
HISPANIC
BLACK
HISpanic
WHITE

FAST-GROWING SOUTH LONGSHOTS
HISPANIC
BLACK
HISpanic
WHITE

* whites aged 18-64 with no college degree
** whites aged 18-64 with college degree

THREE FLAVORS OF BATTLEGROUNDS:

1. FAST GROWING
2. SLOW GROWING
3. FAST-GROWING SOUTH LONGSHOTS

NUMBER OF ELECTORAL VOTES

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<th>State</th>
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TOTAL 538

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