This research is a meta-analysis of the Elaboration Likelihood Model's usefulness for explaining voting in the 2004 and 2008 presidential elections, and the 2006 Wisconsin gubernatorial election. It was hypothesized that under high involvement, the “central route” processing variable of Candidate Image predicts voting; under low involvement, the “peripheral route” processing variables of Political Orientation, Favorability, Party Preference and Credibility predict voting. Image and Favorability predicted voting under high involvement, while Favorability, Credibility, Image, and Party Preference predicted voting under low involvement. Results suggest two models for voting: one for voters with high involvement, and one for voters with low involvement.