

The Power of Unmarried Women



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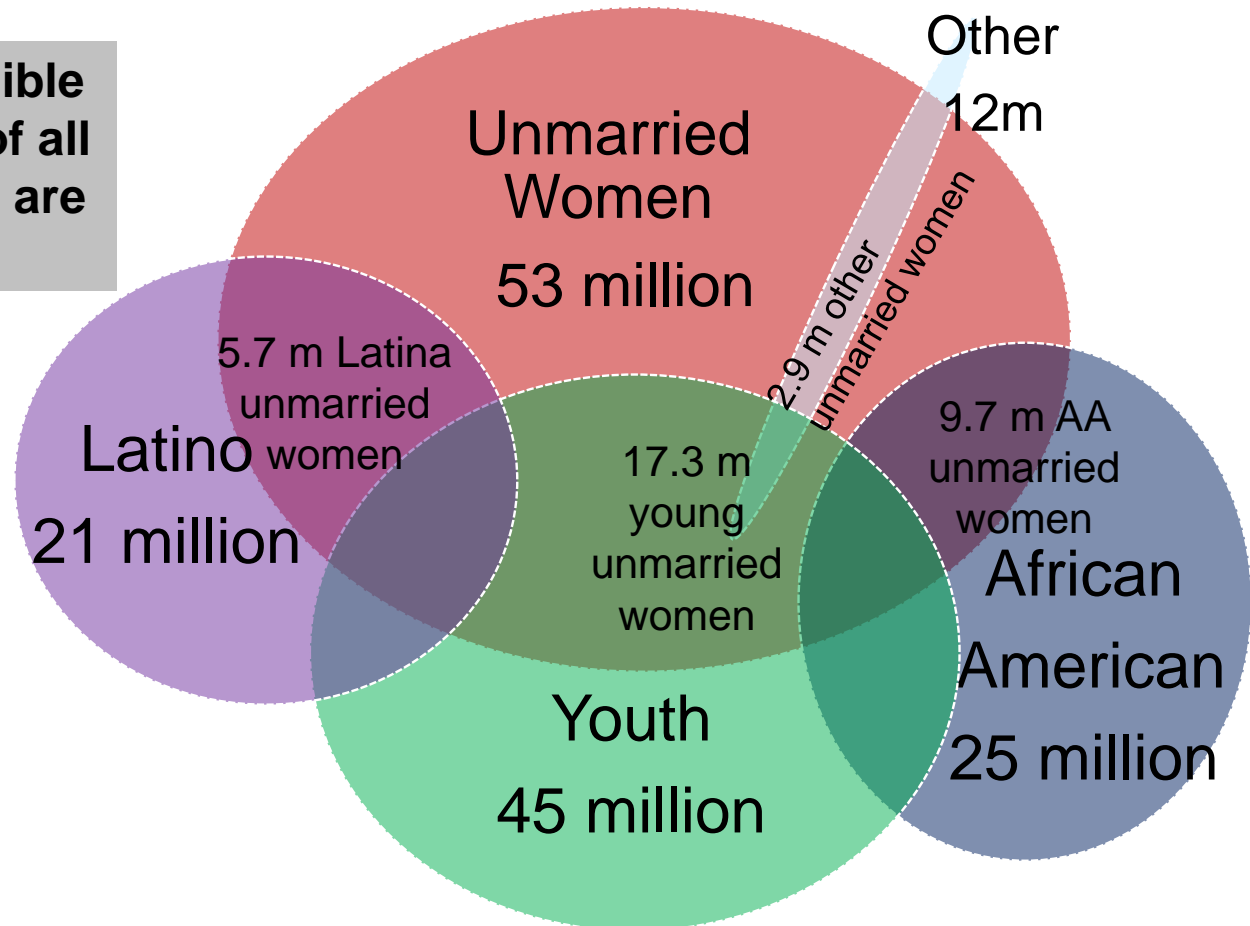
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The Rising American Electorate (RAE) includes unmarried women, people of color and those under the age of 30. In total, they comprise the majority (53%), of the voting eligible population. Unmarried women are the largest segment of this group and drive its composition.

111 million eligible voters (52.8% of all eligible voters) are in the RAE



The Power of Unmarried Women



Unmarried Women & Mothers: The Power to Decide



- **Unmarried women are a large, politically powerful and rapidly growing part of the electorate.**
- **Unmarried women –women who are divorced, separated, widowed or never been married – comprise 25 percent of the voting eligible population.**
- **Marital status – the gap between married and unmarried women – is a top determinant in terms of registration, turnout and vote preference.**

Unmarried Women & Mothers: The Power to Decide

- Their participation in 2006 and 2008 made a major difference as it could in November 2012, when 55 million single, divorced, separated or widowed women will be eligible to vote.
- Polling shows that unmarried women are consolidating behind the Democrats. At present, the President is benefiting from a 44-point marriage gap
- Keys to making sure they show: targeted registration and GOTV programs, giving them a stake in the election.

Unmarried women are one of the fastest growing demographic groups in America. Unmarried women have seen a huge increase in the number of eligible voters since 2000.

CPS Estimates of the Vote Eligible Population

	2000		2010
Unmarried Women	44,782,087	+8.3 million, 19% increase 	53,106,959
Married Women	52,826,289	+3.6 million, 7% increase 	56,413,889

Looking ahead to 2012, the RAE is estimated to be 53.5% of voting eligible population, with nearly two million more unmarried women. Almost 55 million unmarried women will be eligible to vote in 2012.

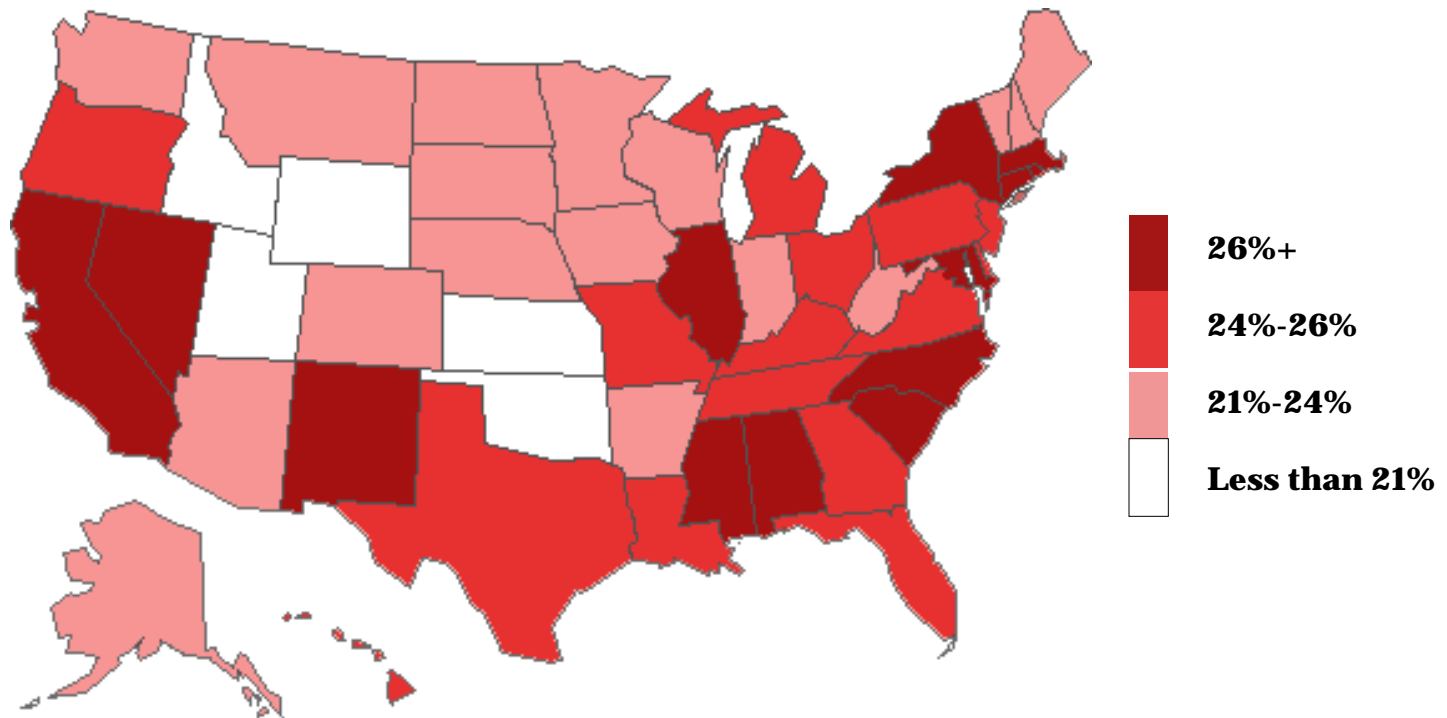
Estimates of the Vote Eligible Population – Projected for 2012



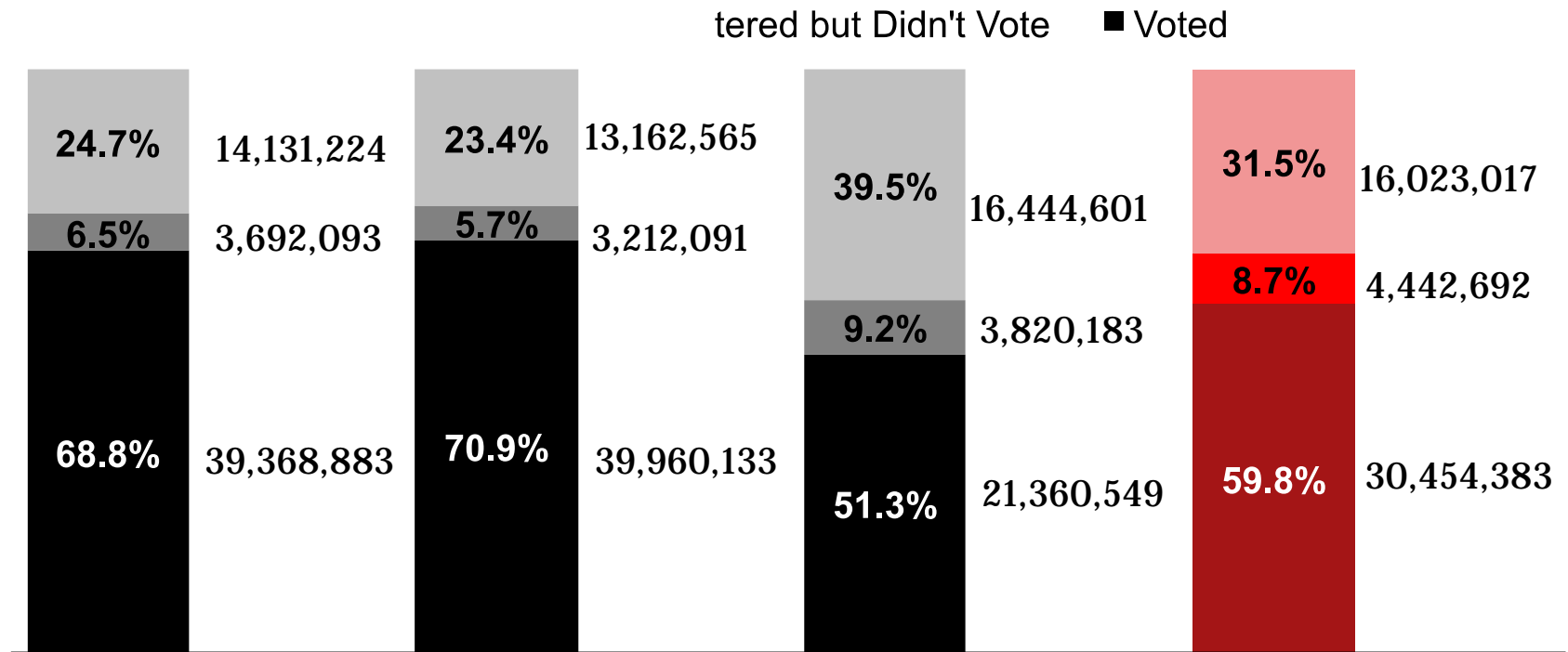
The projections are estimated by averaging sub-population growth rates between election cycles since 2000 using the Current Population Survey November Supplements. These projected growth rates would predict the total RAE share of the vote eligible population to be 53.5% in 2012.

Nineteen states have a higher percentage of unmarried women than the overall national percentage for this group (25.2%). Unmarried women are particularly important in swing states such as Michigan, Nevada, New Mexico, and North Carolina.

Unmarried Women Population by State



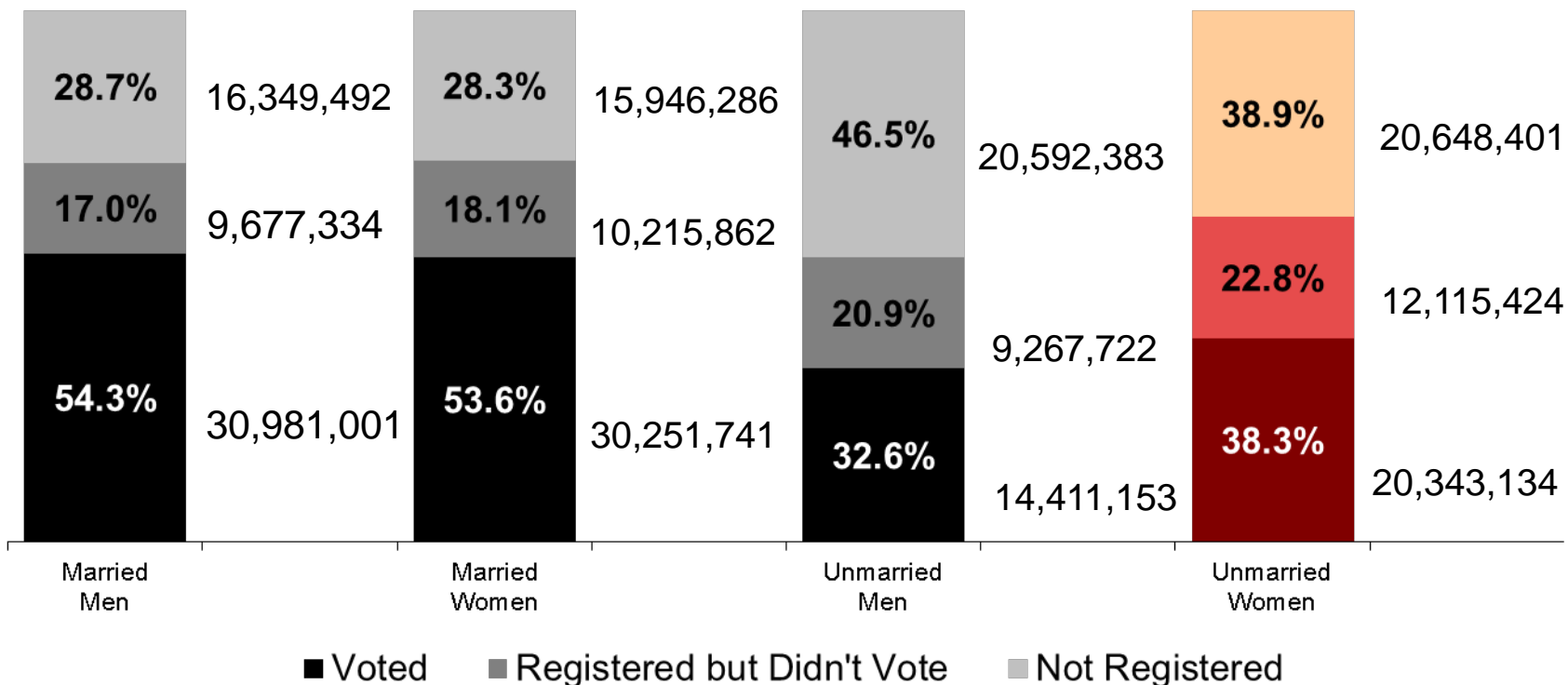
Unmarried Americans are less likely to be registered to vote than married Americans, but unmarried women are more likely to vote and be registered than unmarried men.



% equals the number in the group registered/voted divided by the number in that group eligible to vote

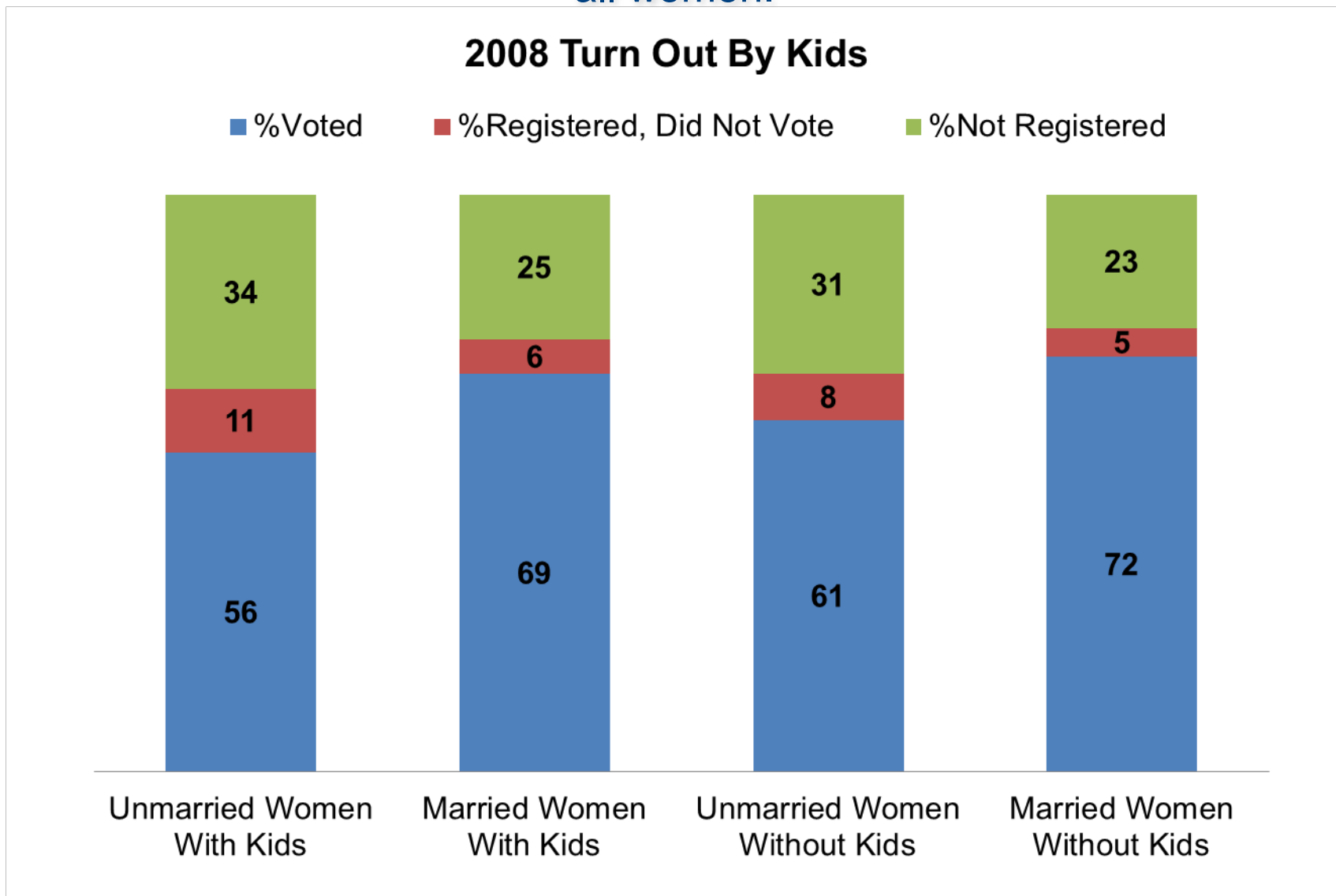
More than a third of unmarried women are not registered to vote, and that number rises to more than 46 percent for unmarried men. Among married voters, only just over a quarter are unregistered.

2010 Registration and Voting Rates by Gender/Marital Status

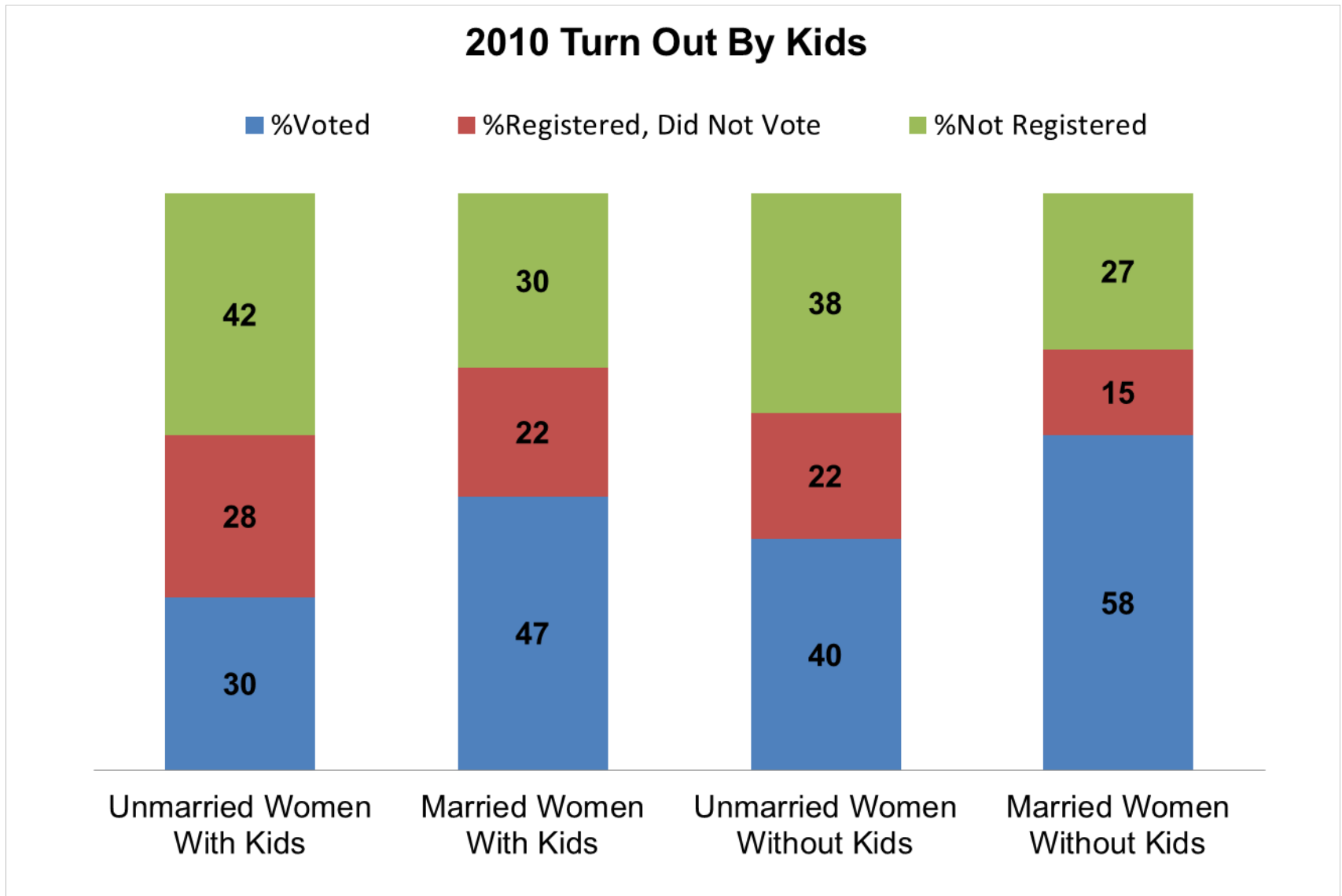


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Unmarried mothers tend to register and turn out in the lowest percentages of all women.



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The number of single moms in the electorate increased by more than 1.5 million between 2000 and 2010.

	Total Number of Voters	Number of Single Mothers Eligible to Vote	Number of Single Mothers who Voted	Single Mothers as a Percent of the Electorate	Percent Turnout of Single Mothers
2000	110,825,697	8,614,553	3,945,643	3.6%	45.8%
2002	87,762,207	8,909,607	2,842,425	10.2%	31.9%
2008	131,143,947	9,346,809	5,214,701	4.0%	55.8%
2010	95,987,029	10,169,728	3,021,276	3.1%	29.7%

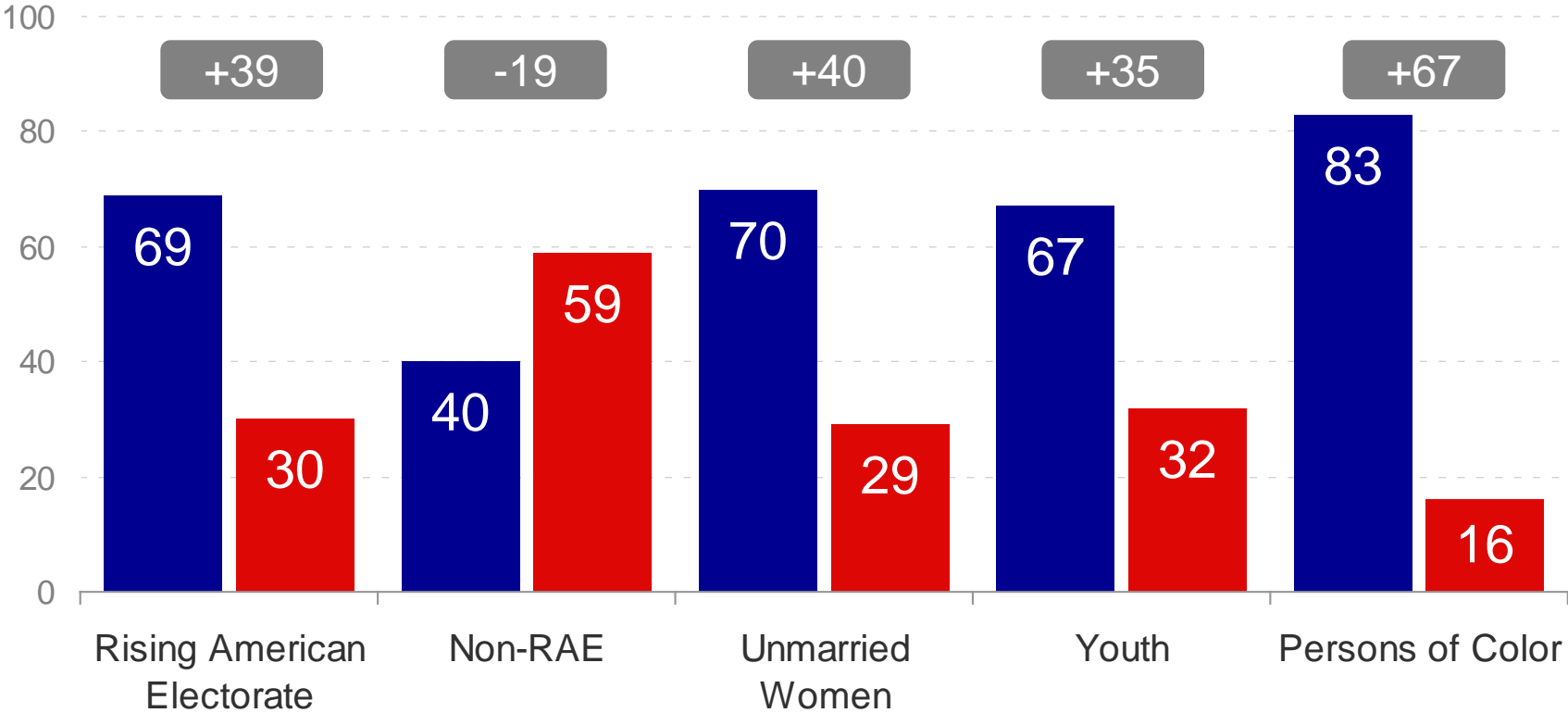
Unmarried Women: Their Power in the Electorate



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How the RAE Voted, 2008

2008 Election Results



**Note: Results from Democracy Corps Post Election Survey.*

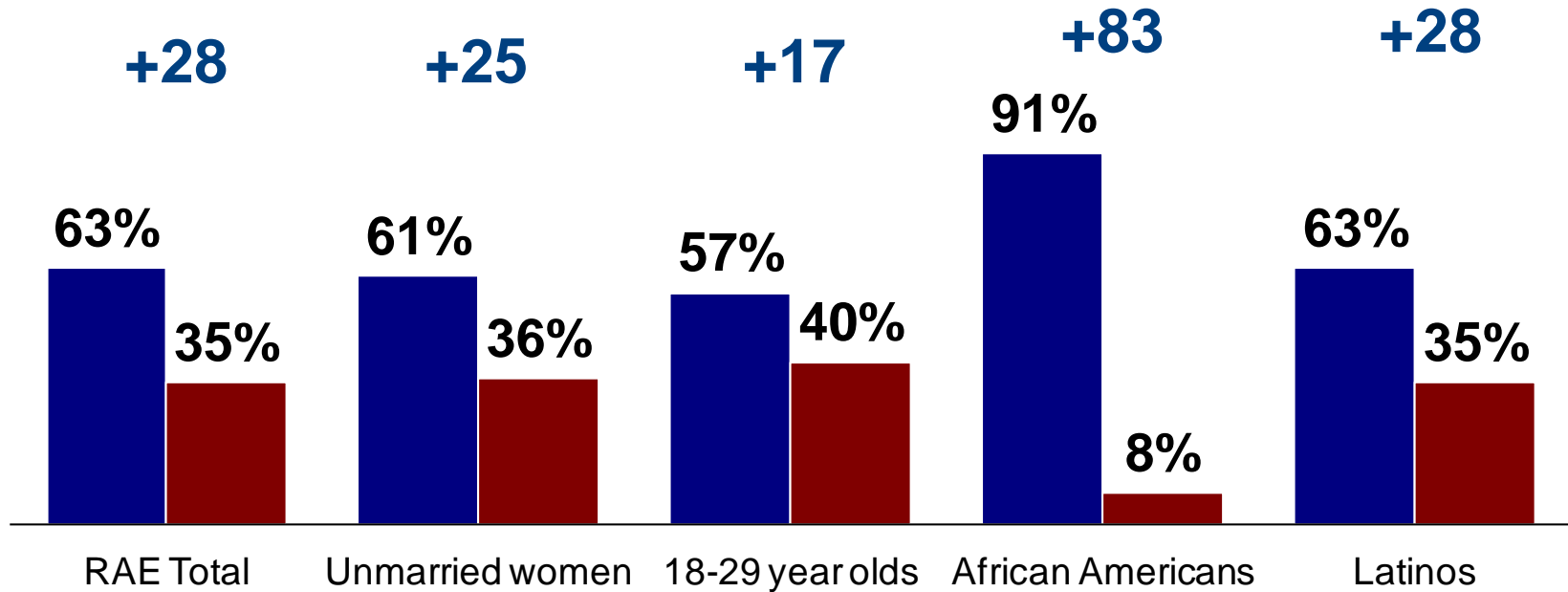
2008 Voter Returns: Obama vs. McCain

	Married women (BO-JM)	Unmarried women (BO-JM)	Marriage gap
National	47-50	70-29	44
Battleground	50-48	65-34	29
White women	41-57	59-40	35
Women of color	68-27	90-8	41
College educated women	51-46	73-24	44
Non-college women	44-54	68-31	47
Women under 50	49-48	74-25	48
Women under 30	52-43	77-22	46
Women 50 and over	44-53	64-35	38
Senior women	42-52	54-45	19
Women under \$50,000	57-41	71-28	27
Women \$50,000 and over	44-53	70-27	52
With kids	51-47	74-25	45
Without kids	44-53	68-31	46

When they do register and vote, the Rising American Electorate votes consistently and overwhelmingly for Democrats.

2010 Generic House Vote among RAE Groups

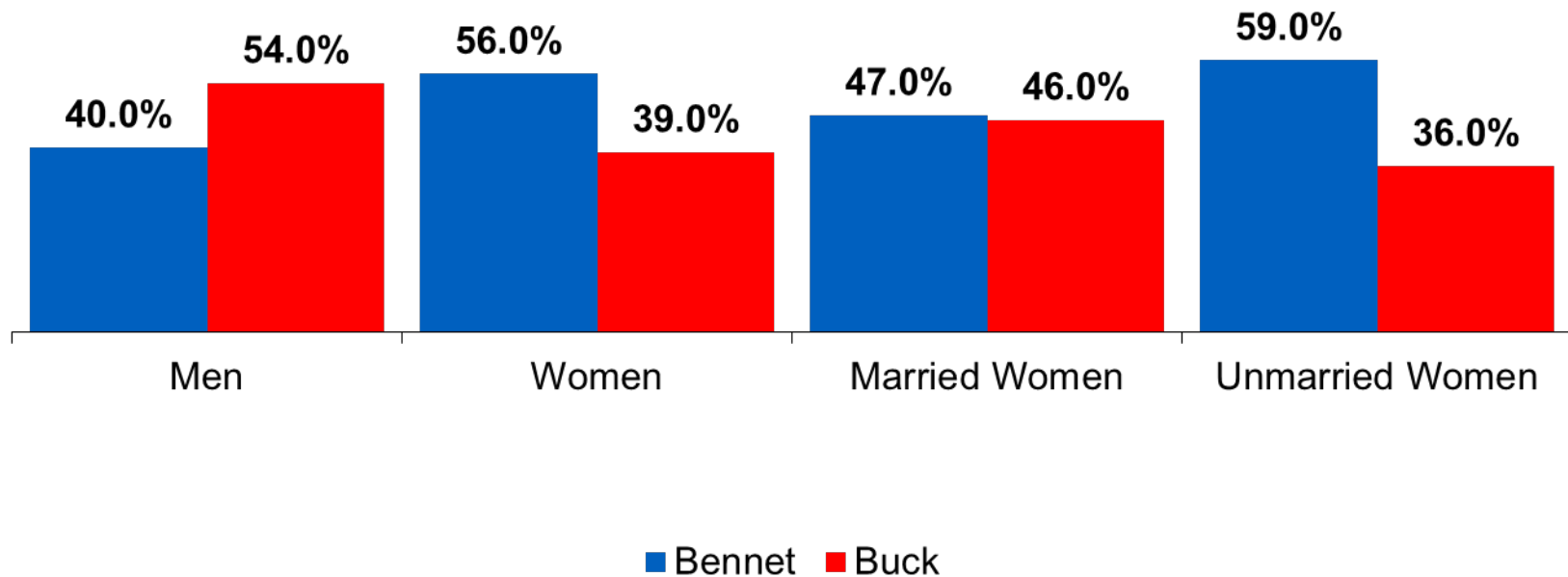
■ Democrat ■ Republican



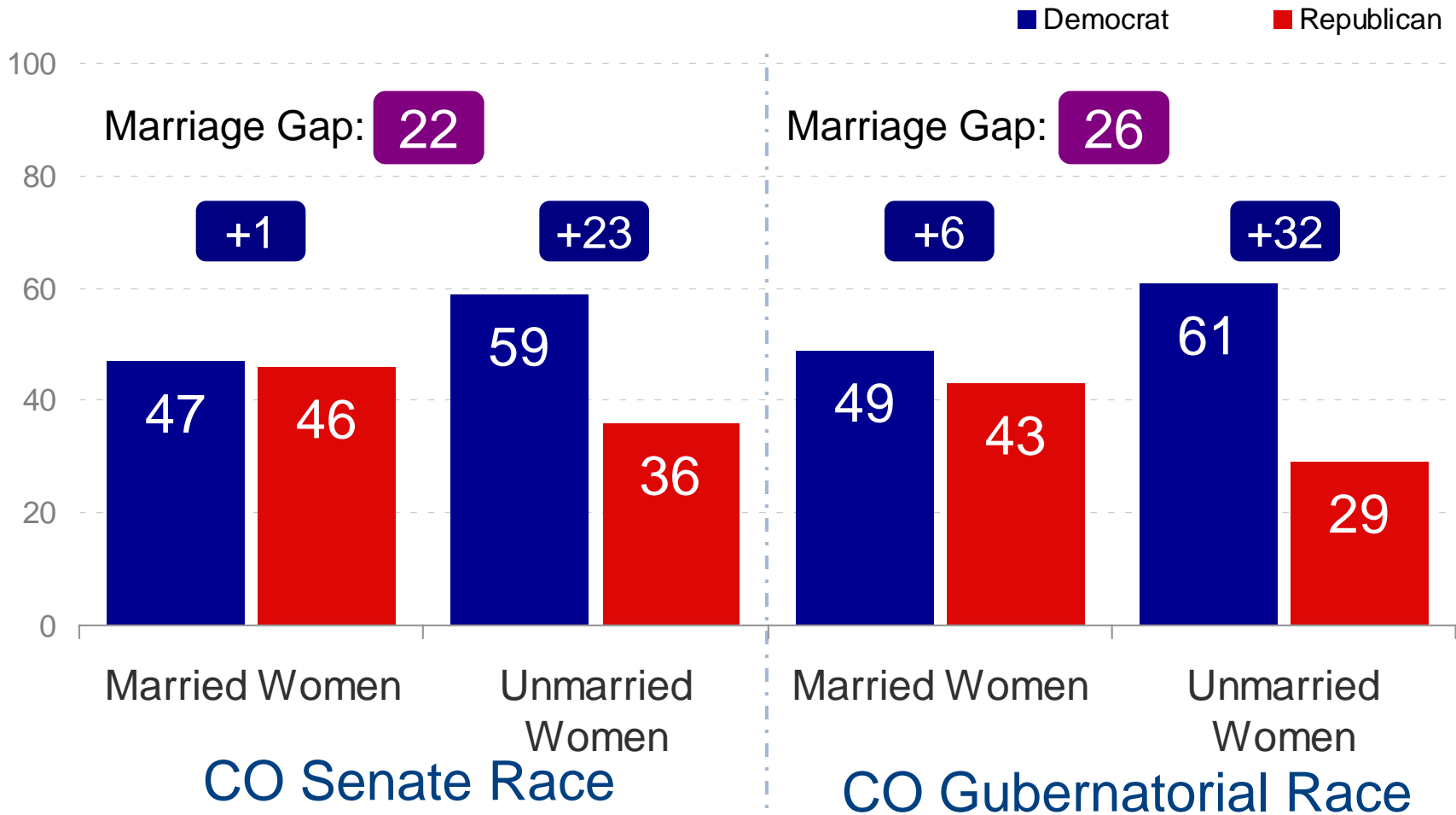
LRP Post-Election Survey for WWV, October 31-November 2, 2010, 2,400 Voters

In 2010, married women basically split their vote in the Colorado Senate race. Unmarried women, however, strongly preferred Democrat Michael Bennet in a close election.

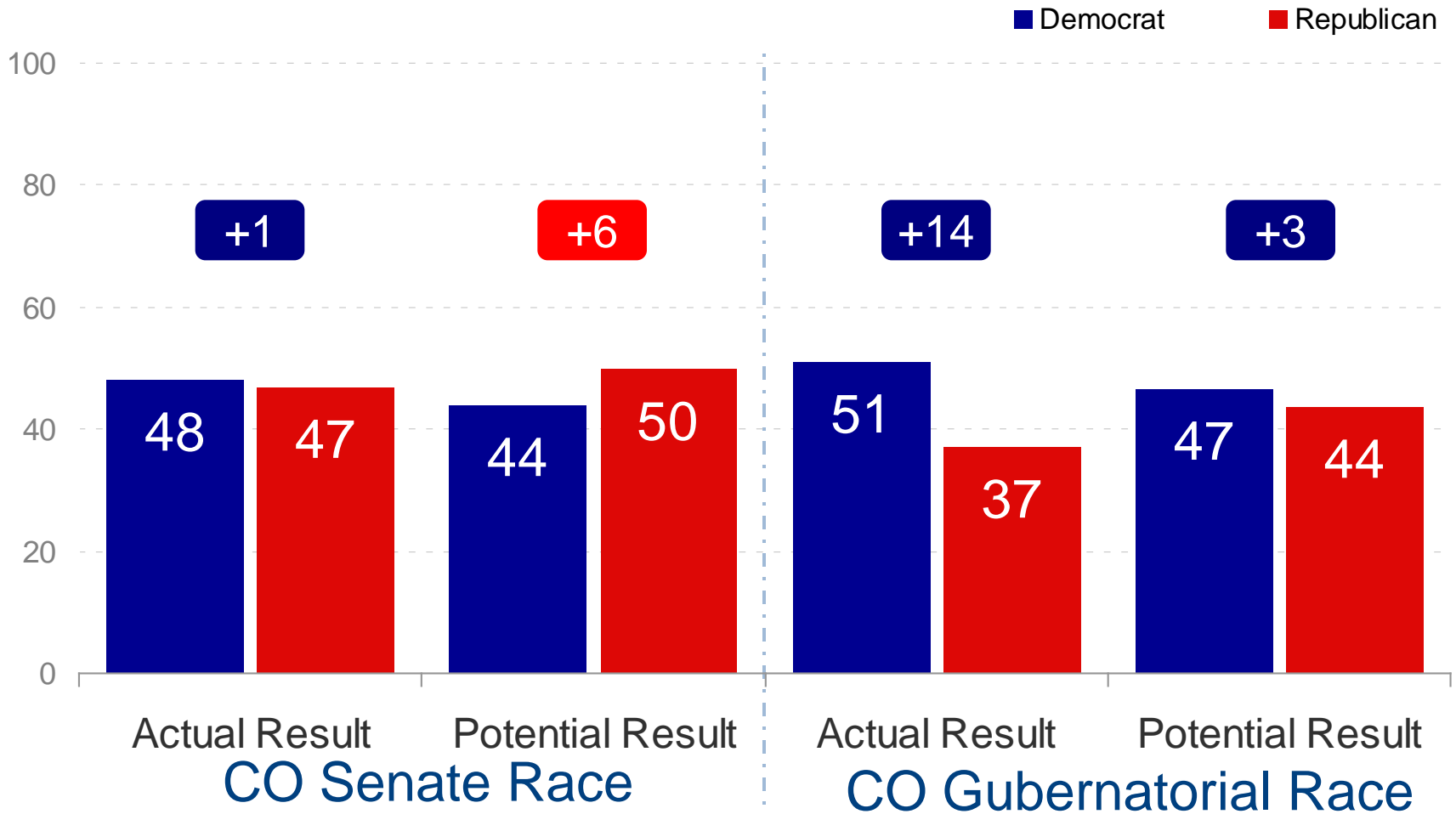
2010 Colorado Senate Election



Marriage Gap in Colorado



Result if Unmarried Women Voted Like Married Women in CO



*Note: PNW Post-Election Survey

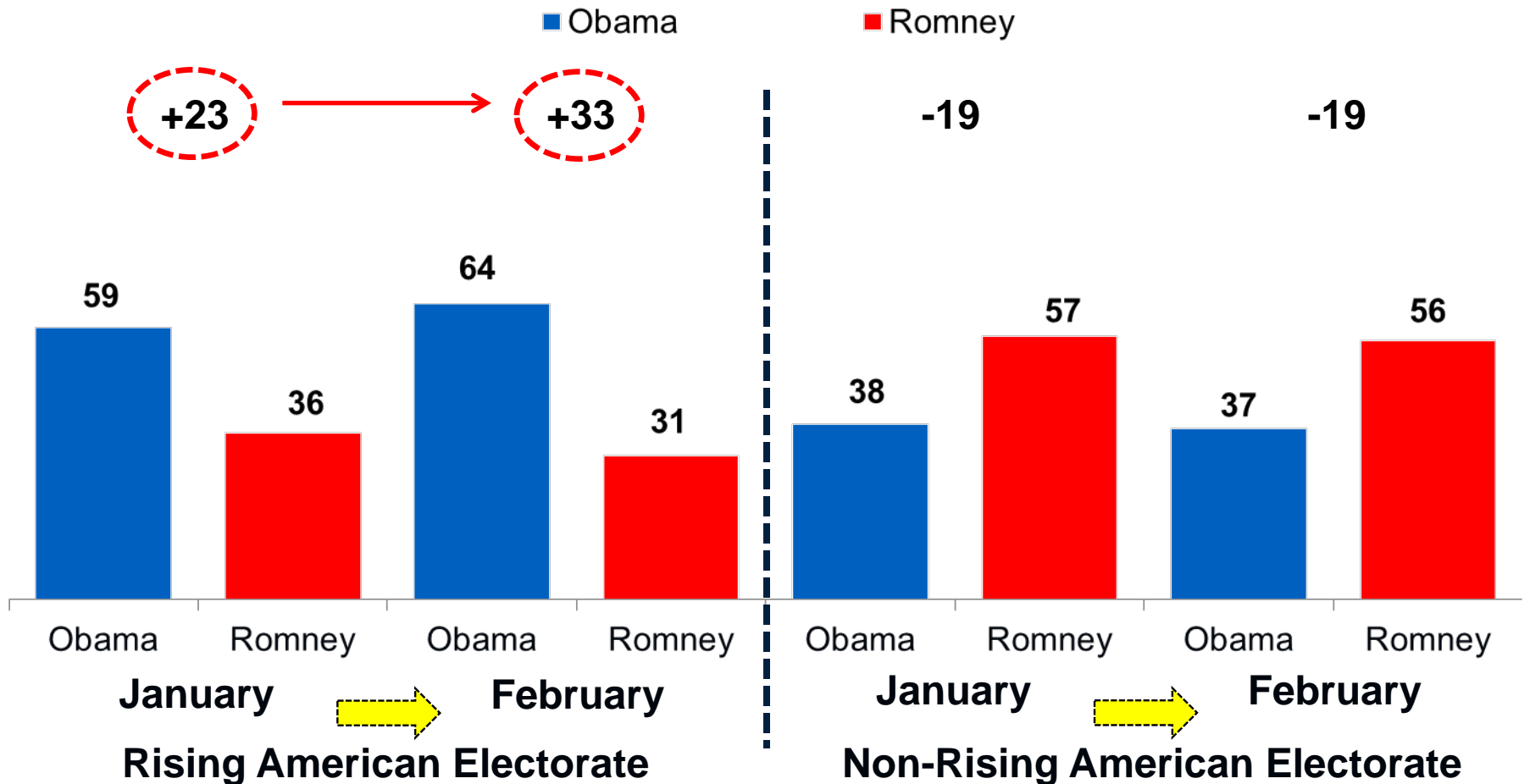
2012 Snapshot of Unmarried Women



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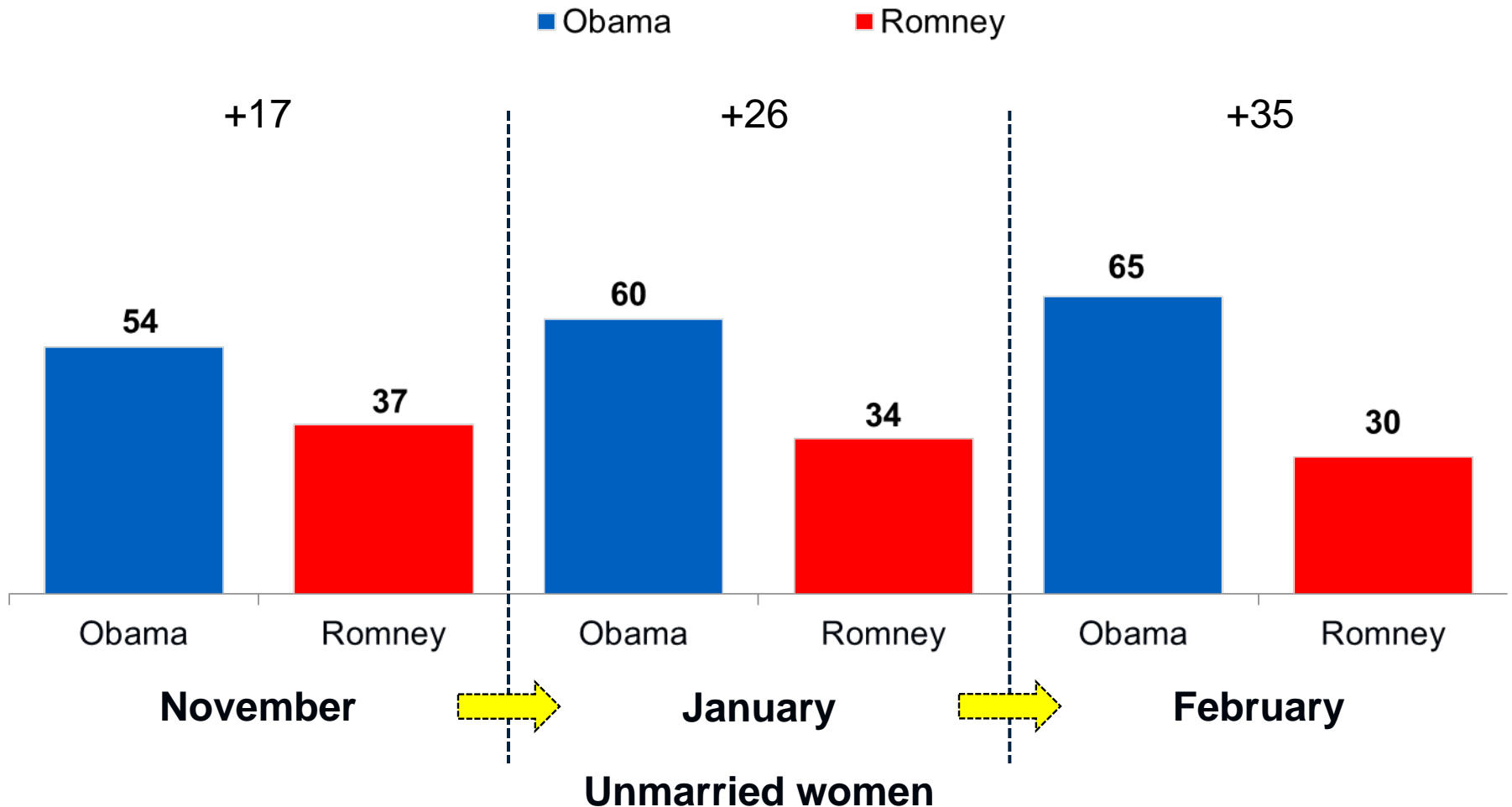
Obama has consolidated support among the RAE since January.

“I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?”



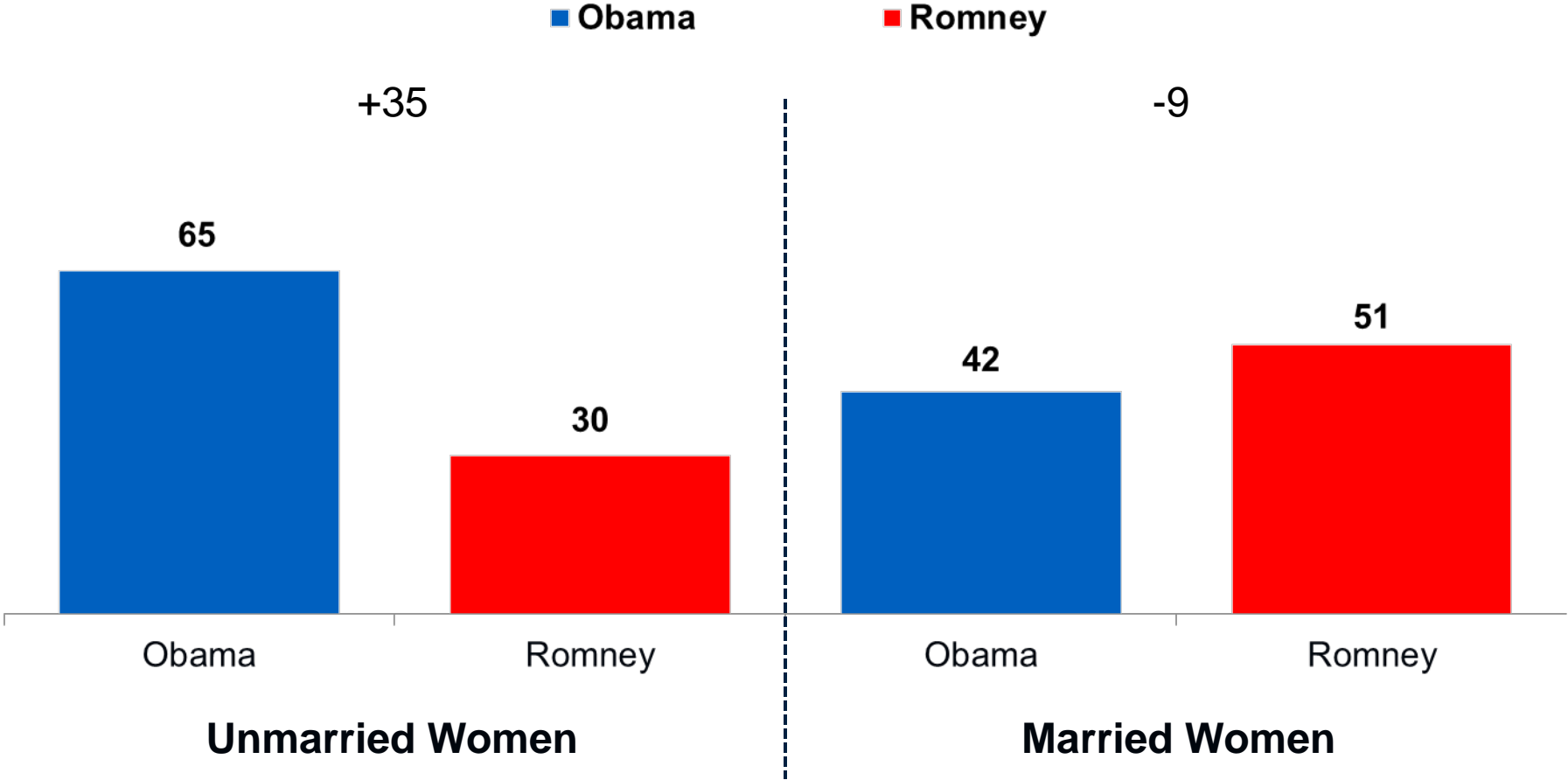
This is especially true among unmarried women.

“I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?”



The Marriage Gap is currently 44 points.

I know it's a long way off, but thinking about the presidential election in 2012, if the election for president were held today and the candidates were Democrat Barack Obama and Republican Mitt Romney, for whom would you vote?



Source: WVVAF/Democracy Corp Survey, February 2012

Unmarried Women and the Economy

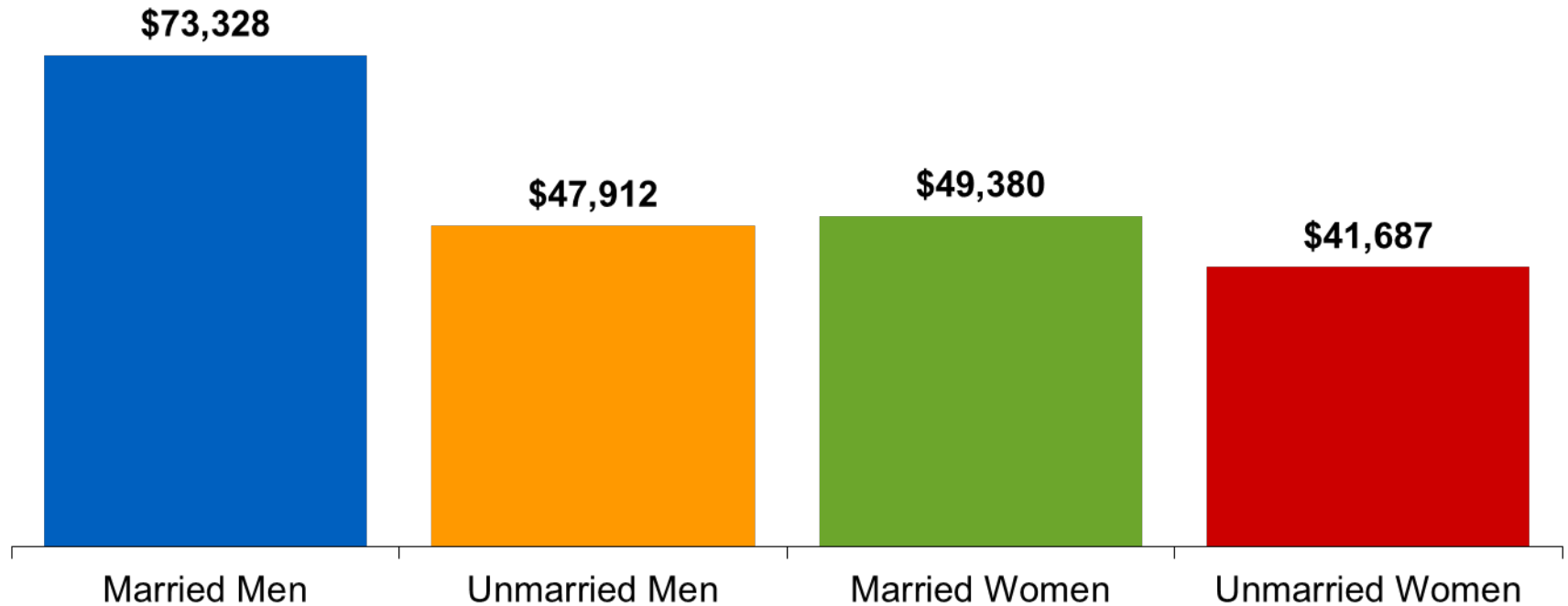
- Unmarried women, for the most part, tend to live on the economic margins and have been disproportionately affected by the recession.
- The recovery is happening much slower for women than men – from February 2011 to February 2012, 2.1 million jobs have been added to the payroll. 31 percent have been filled by women; 69 percent have been filled by men.*
- 66 percent of unmarried women, compared to 40 percent of married women reporting having trouble paying a bill on time in the last year.**

* Heather Boushey, Slow and Steady Job Growth, americanprogress.org

** IWPR/Rockefeller Report, *WOMEN AND MEN LIVING ON THE EDGE*, October, 2011

Unmarried women have the lowest personal income of any marital group.

Personal Earnings by Gender/Marital Status*

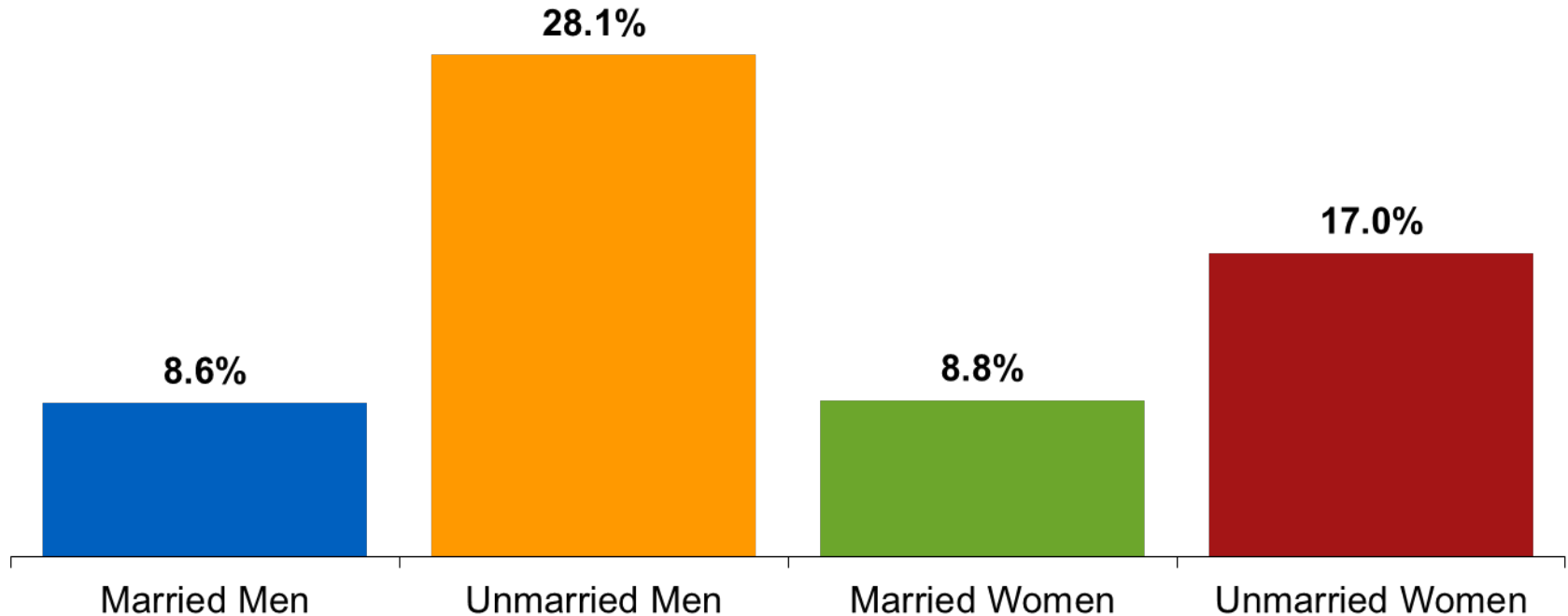


Source: American Community Survey, 2010

* Average personal earnings among full time, year round workers.

Unmarried women are much less likely than their married counterparts to have health insurance, a key contributor to their outlook on government's role in making things better.

% WITHOUT Health Insurance By Gender/Marital Status



Single Mothers and the Economy

- 51 percent of unmarried mothers compared to 36 percent of married mothers have had difficulty paying the rent or mortgage in the last year.
- 16 percent of single mothers versus 9 percent of married mothers report going hungry in the prior year.
- 43 percent of unmarried mothers compared to 29 percent of married mothers report not filling a prescription in the last year because they could not afford it.



Unmarried Women & Their Values

- The issues that motivate them are aspirational not ideological. They are not interested in an activist government, but a government that provides the tools they need to survive and build a better life.
- These are voters who care about jobs, not macro-economic discussions – more interested in job training and affordable college than the debt ceiling.
- They tend to be progressive on social issues – including health care reform, gay marriage and requiring contraceptives and birth control coverage.

Data Sources and Methodology

- **Unless noted, all of the data in this report are from the Current Population Survey (CPS) and the November CPS supplements on voting and registration:**
 - The CPS is a monthly survey of about 50,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics.
 - The CPS is the primary source of information on the labor force characteristics of the U.S. population.
 - Information on reported voting and registration by various demographic and socioeconomic characteristics is collected by CPS in November of Congressional and Presidential election years.
- **The CPS uses a multistage probability sample based on the results of the decennial census, with coverage in all 50 states and the District of Columbia. The sample is continually updated to account for new residential construction.**

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