

Anticipating 2014 Voter Drop-Off

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2014 Drop-off

- Things are looking good for progressives; while the partial government shutdown hurt everyone, Republicans were particularly hard hit. Democratic leaning voters were energized by the shutdown.
- It will be important to capture this energy and the way to do so will be to devote time and attention to the Rising American Electorate.
- The key to both parties' 2014 hopes in holding the Senate or the House will be whether traditional drop-off voters stay home or come out to vote.
- If past trends hold true, it is predicted that more than one-in-three RAE voters who turned out in 2012, will NOT turn out in 2014 (34.5% of those who voted in 2012, or 21.8 million RAE voters, will stay home).
- If progressives can lower this number by just 2%, it would mean an additional 1.3 million RAE voters and the margin of victory in many close races.



- We have seen this difference in the past; the drop-off among RAE voters was 3% greater in 2010 when Republicans won back the House, than it was in 2006 when Democrats won both chambers. Turning out RAE voters is essential.

2014 Drop-off



- Of the 34 million Americans predicted to drop-off from 2012, roughly two-thirds will come from the RAE (remember, the RAE represents 53.5% of VEP). Of women drop-off voters, 55.4% are unmarried.

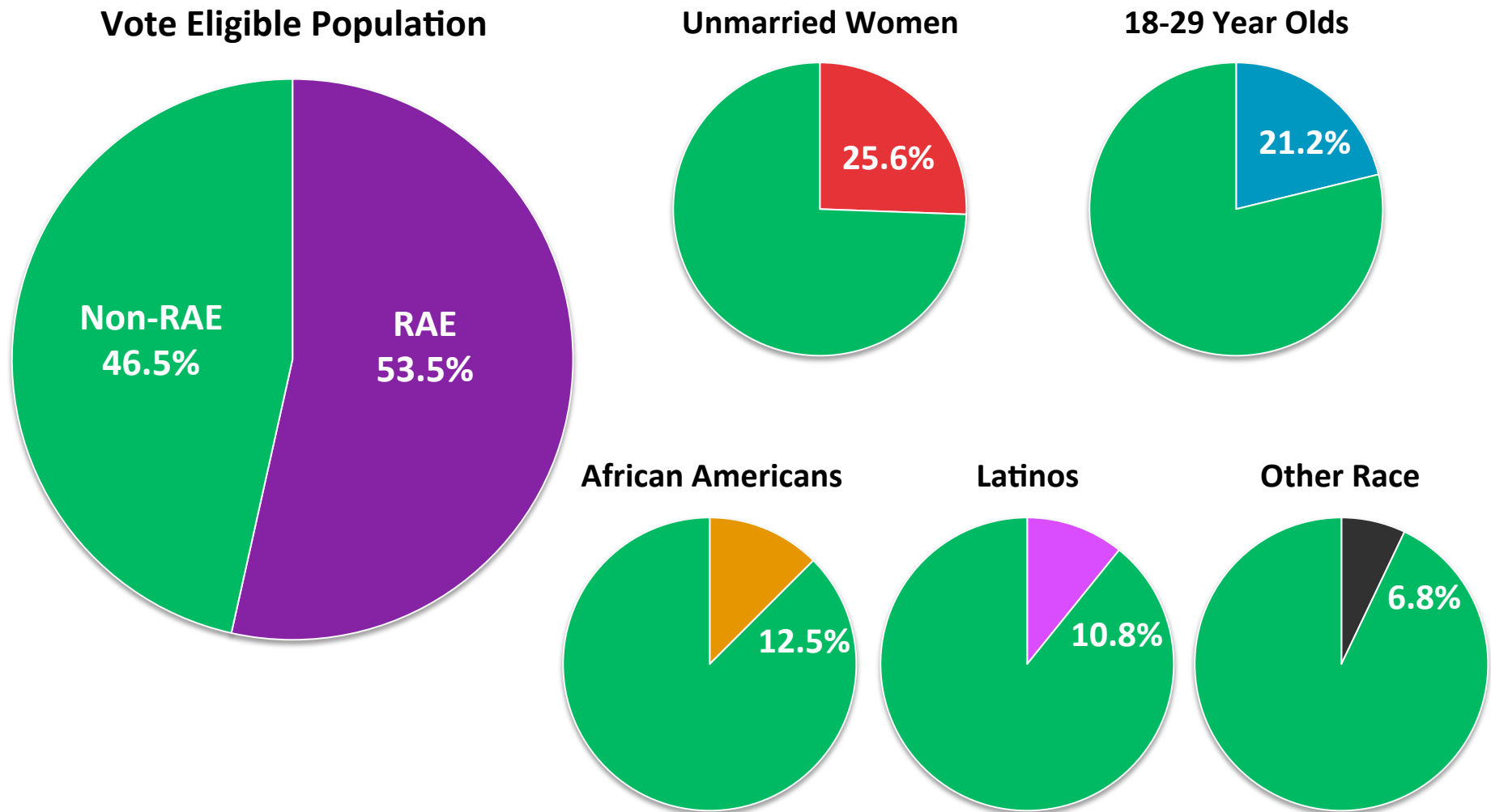
RAE Segment	Share of the 2012 VEP	2012 Turnout	2014 Projected Turnout	Drop-Off	Drop-Off
Unmarried women	25.6%	58%	39%	32.9%	10.5 million
Latinos	10.8%	48%	32%	34.1%	3.8 million
African Americans	12.5%	66%	42%	36.2%	6.5 million
Under 30s	21.2%	45%	24%	46.8%	9.6 million

- This report also looks at the eight so-called “Toss Up States” as identified by the Rothenberg Political Report’s Senate Ratings (as of 08.09.13). These states are projected to have a total estimated voter drop-off of 3.2 million voters, 64.4%, or 2.1 million, of whom are members of the RAE. This means that registering and turning out the RAE in these states could play a significant role in defining the make up of the U.S. Senate.

The Rising American Electorate

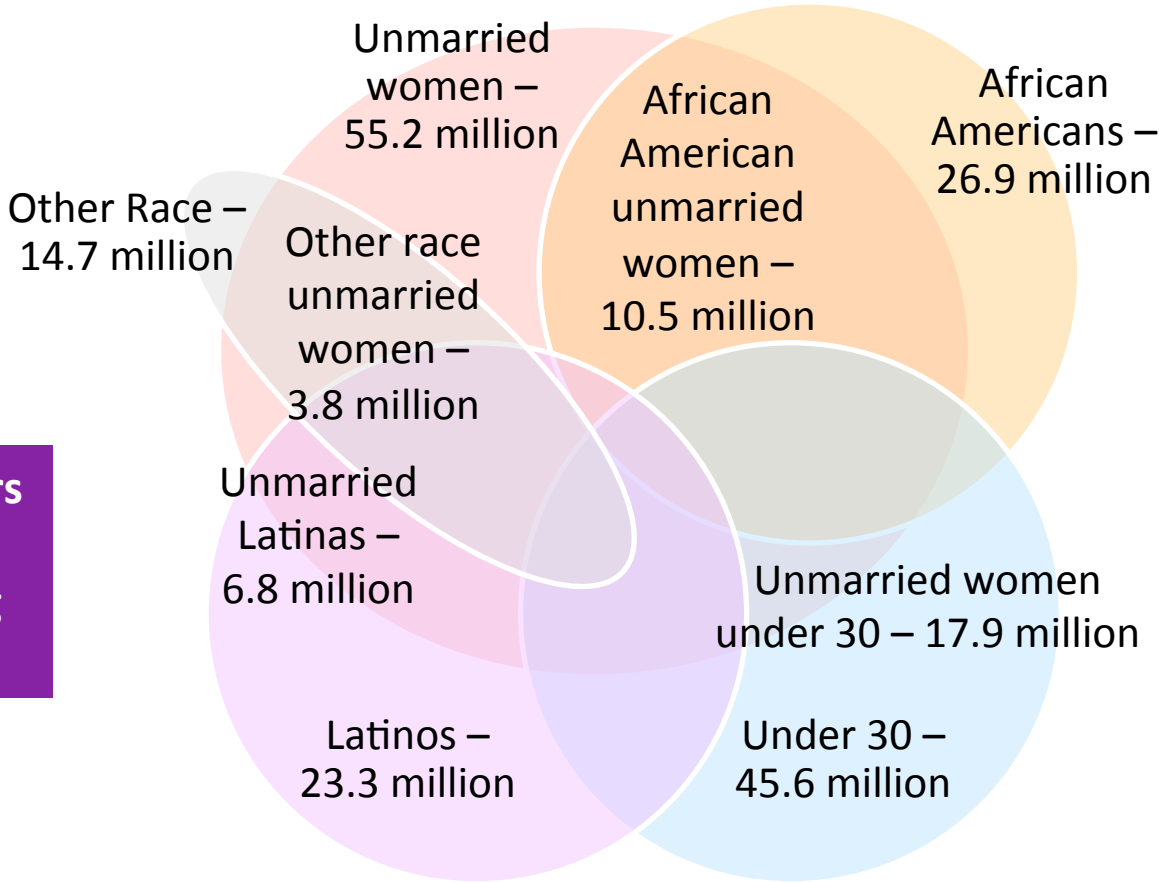
- The Rising American Electorate (RAE) – Unmarried Women, Youths (ages 18-29), African Americans, Latinos, and all other non-white races – now accounts for more than half of the voting eligible population in this country (53.5%).
- While the number of RAE voters turning out has increased in recent elections, they still do not vote in proportion to their share of the population.

The RAE represents over half of the Vote Eligible Population. A quarter of the VEP is unmarried women, while a fifth are under 30.



Demographic Composition of the RAE

115 million eligible voters (53.5% of all eligible voters) are in the Rising American Electorate

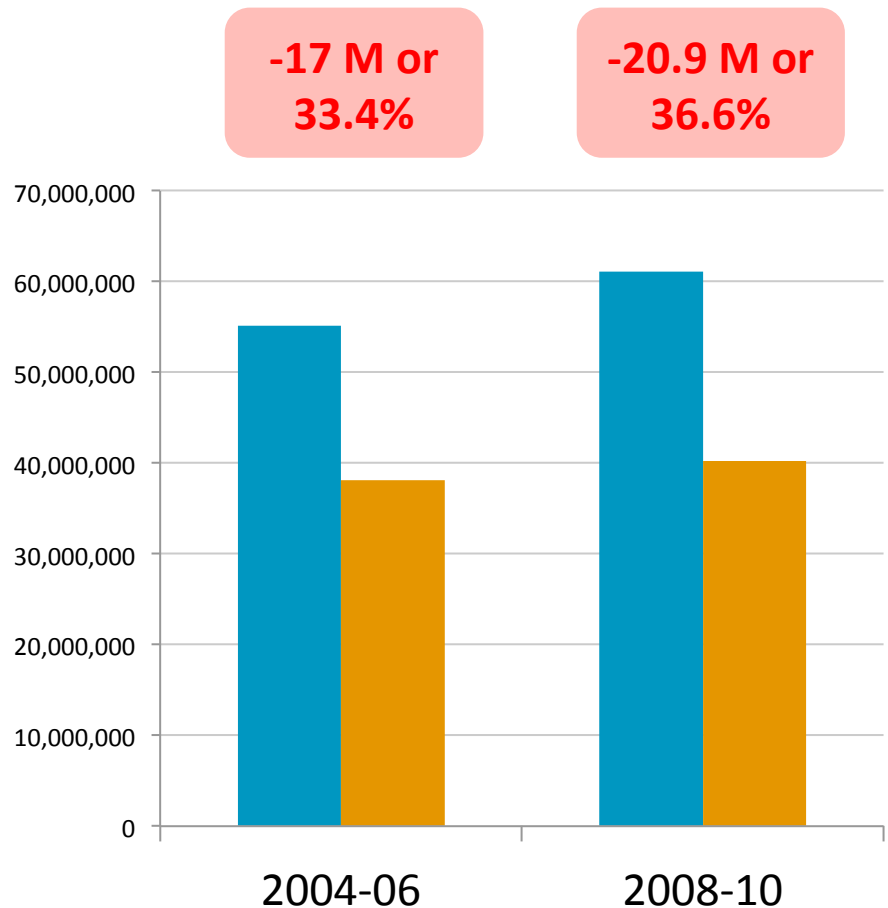
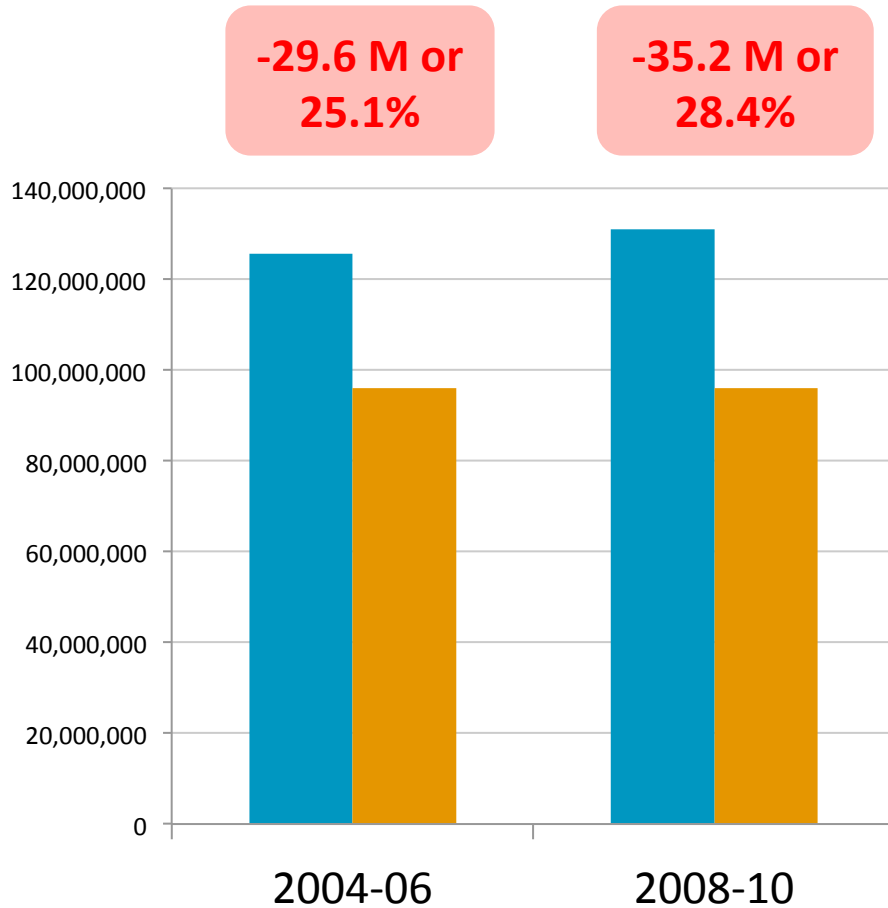


Source: Census Bureau, CPS November 2012 supplement

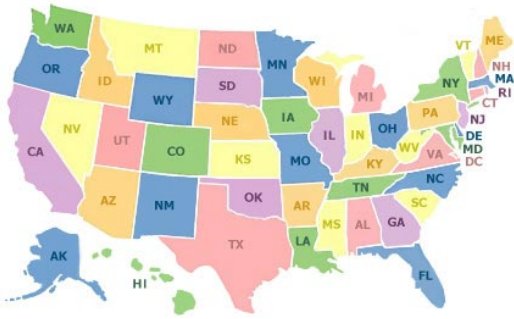
Past Trends

All Voters

Rising American Electorate



Source: CPS November 2004, 2006, 2010, 2012 Supplements

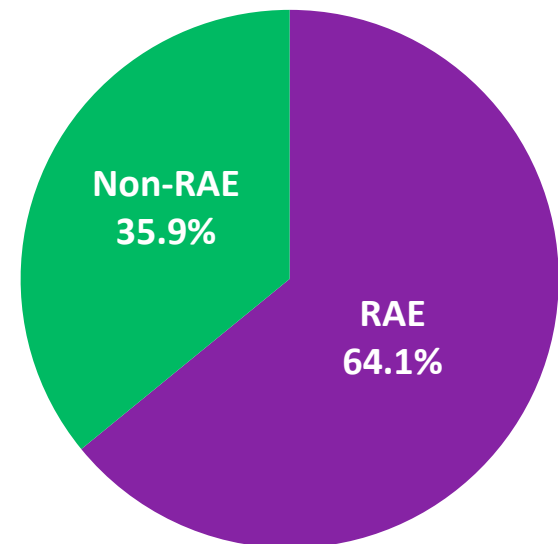


National Drop-Off

64.1% of drop-off voters are members of the Rising American Electorate.

- RAE Voter drop-off: 34.5% or est. 21.8 million votes
- Non-RAE Voter drop-off: 17.5% or est. 12.2 million votes
- Total drop-off: Est. 34 million votes

Distribution of Drop-Off Voters



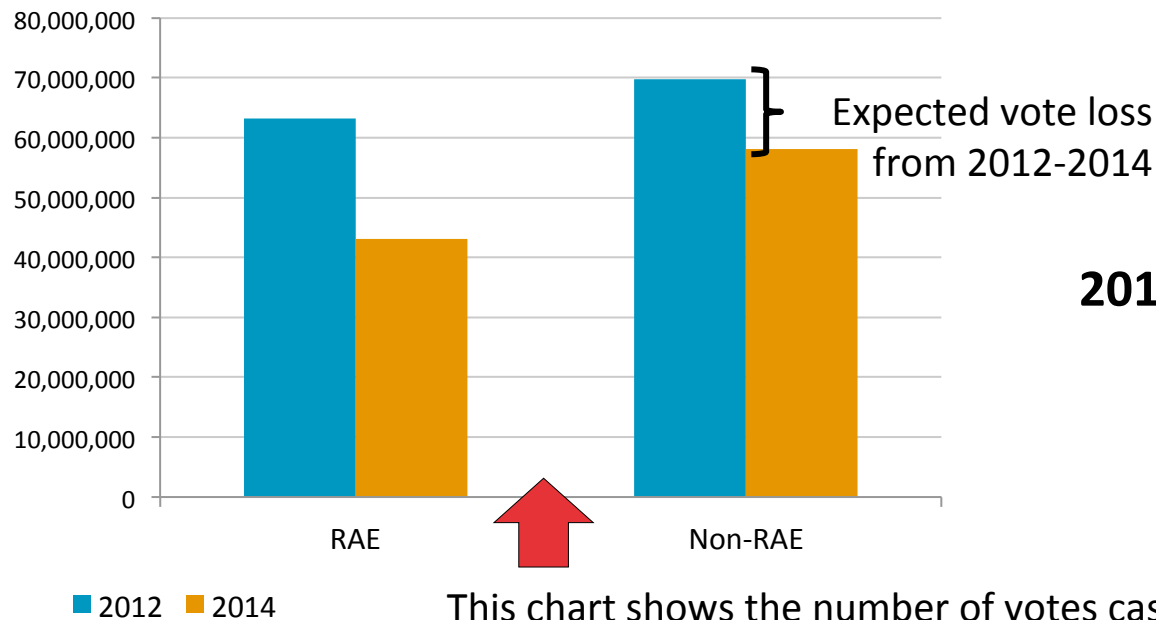
How To Read Data Slides

- Voters lost from 2012, expressed as a percentage.
 - That percentage expressed as the number of estimated votes lost from 2012.

RAE population: percentage of RAE voters in the population's vote eligible population in 2012.

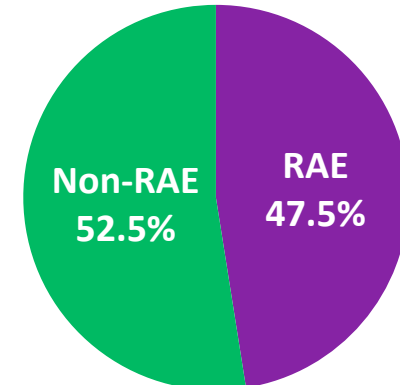
Voter Distribution of the Electorate: pie charts show the share of ballots cast between RAE and non-RAE voters in 2012 and 2014.

Voter Turnout: the number of voters who cast a ballot

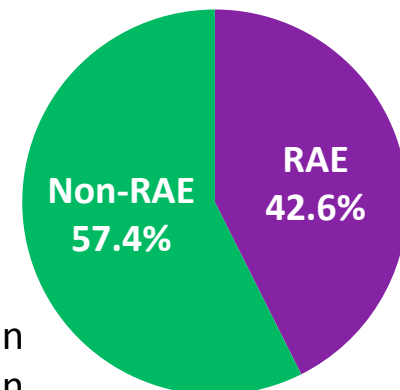


This chart shows the number of votes cast in 2012 next to the expected number of votes in 2014 among RAE and non-RAE voters.

2012



2014





National Drop-Off

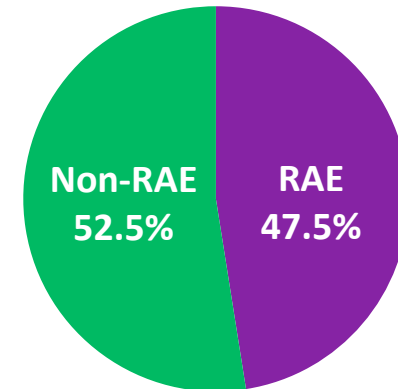
Even though the RAE was more than half of the VEP in 2012, they represented just 47.5% of the electorate; projecting for 2014, this is estimated to drop further with 21.8 million RAE voters dropping off.

- **RAE Voter drop-off: 34.5%**
 - Est. 21.8 million votes
- **Non-RAE Voter drop-off: 17.5%**
 - Est. 12.2 million votes

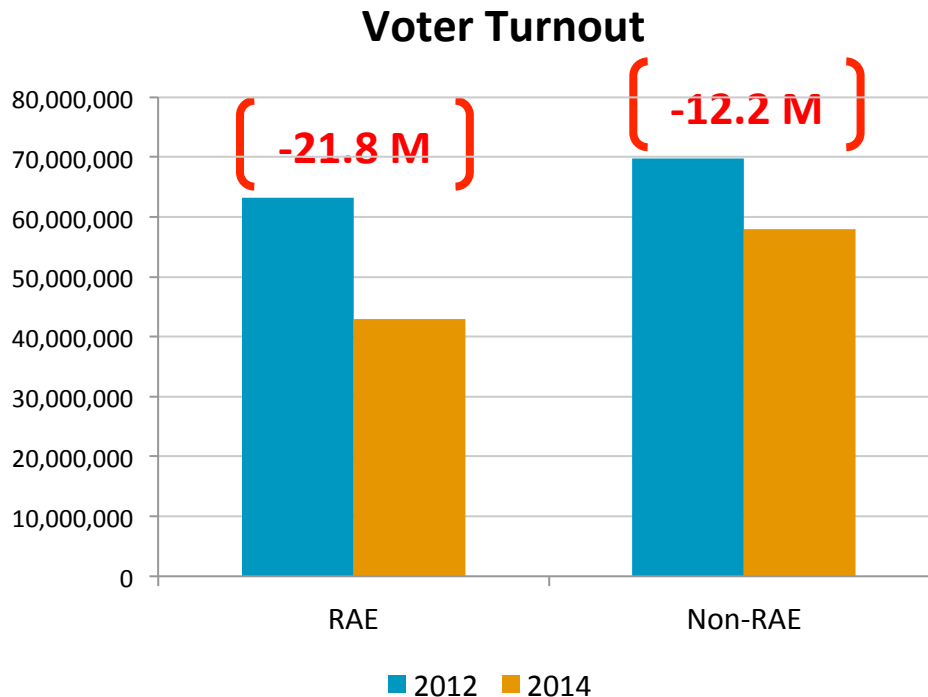
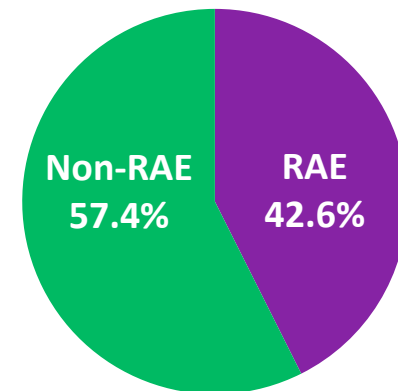
RAE population: 53.5%

Voter Distribution of the Electorate

2012



2014

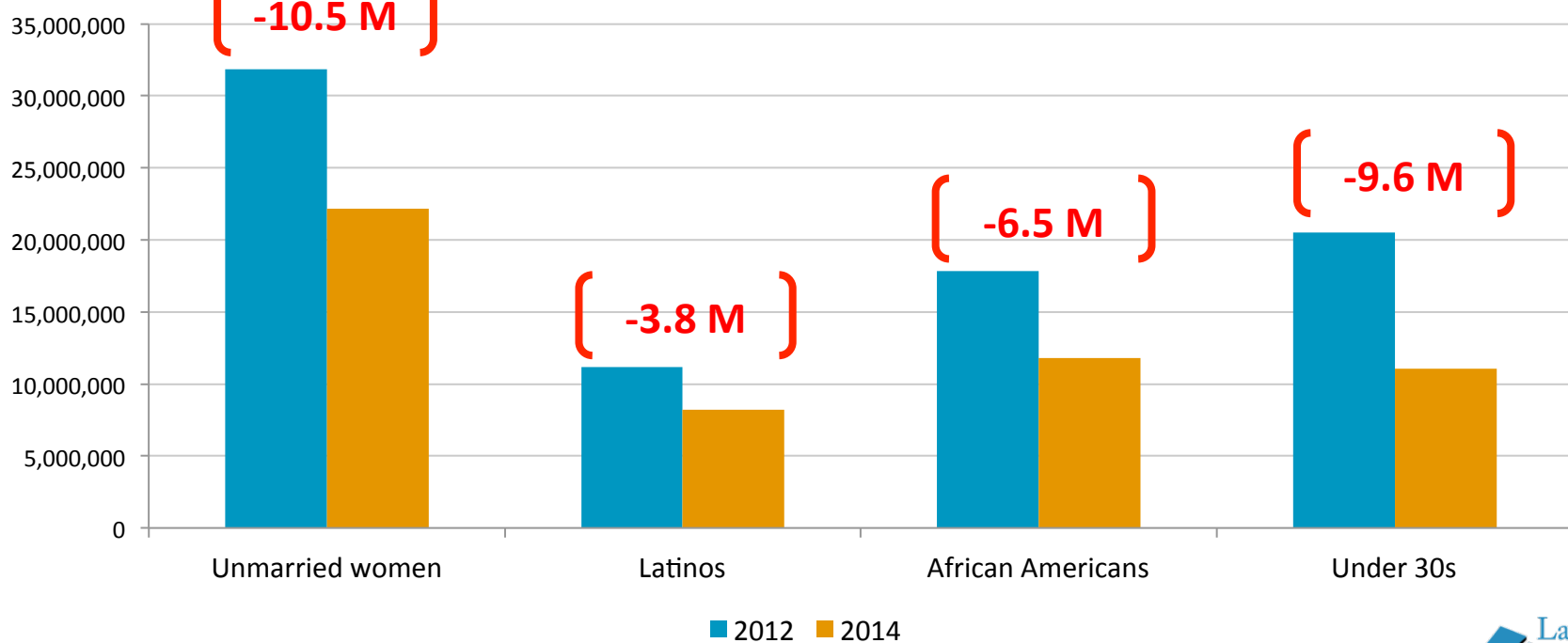


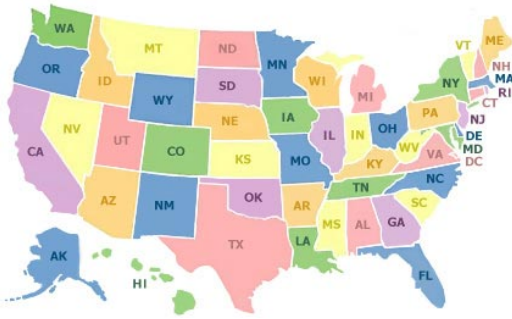


National Drop-Off

Among the individual RAE groups, drop-off is projected to be largest in terms of share among 18-29 year olds, with almost half not returning to vote in 2014.

- **Unmarried Women Voter drop-off: 32.9%**
 - Est. 10.5 million votes
- **African American Voter drop-off: 36.2%**
 - Est. 6.5 million votes
- **Latino Voter drop-off: 34.1%**
 - Est. 3.8 million votes
- **Under 30 Voter drop-off: 46.8%**
 - Est. 9.6 million votes



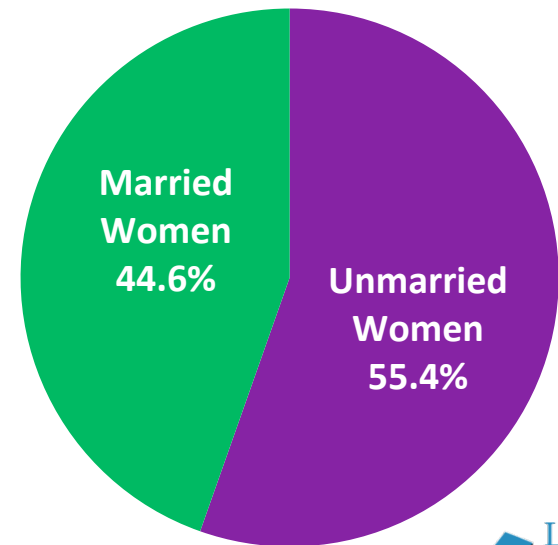


National Drop-Off

55.4% of women drop-off voters are unmarried.

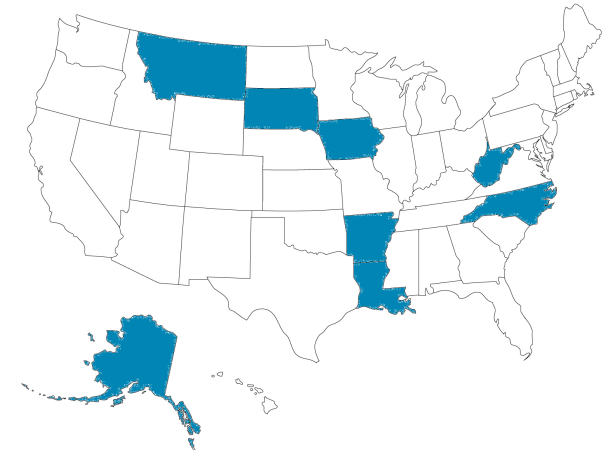
- Unmarried Women drop-off: 32.9% or est. 10.5 million votes
- Married Women drop-off: 21.4% or est. 8.5 million votes
- Total women's drop-off: Est. 19 million votes

Distribution of Drop-Off Voters



Toss-Up States

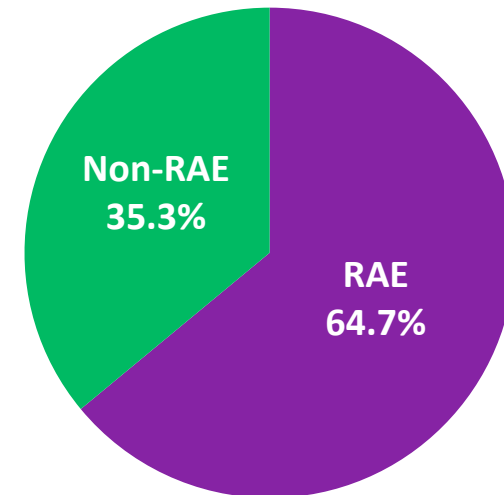
64.4% of drop-off voters in toss-up states are members of the Rising American Electorate.



States are: AK, AR, IA, LA, MT, NC, SD, and WV

- RAE Voter drop-off: 40.6% or est. 2.1 million votes
- Non-RAE Voter drop-off: 18.0% or est. 1.1 million votes
- Total drop-off: Est. 3.2 million votes

Distribution of Drop-Off Voters



States selected according to the Rothenberg Political Report Senate Ratings

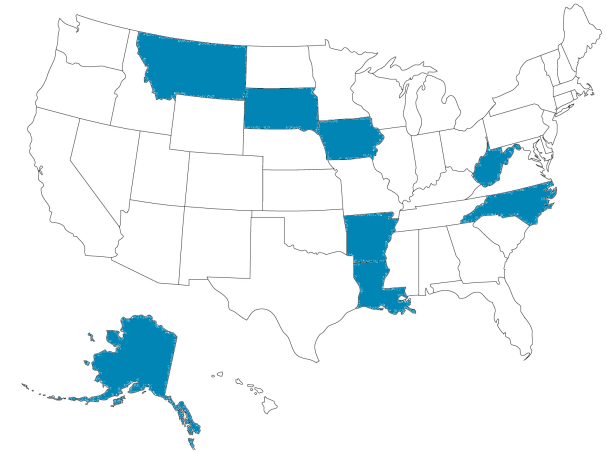
<http://rothenbergpoliticalreport.com/ratings/spectrum/2014-senate-ratings-august-9-2013/senate>

List of states calculated is up to date based on Rothenberg's list as of August 9, 2013

States selected if categorized "pure toss up", "toss-up/tile Democrat/Republican", or "lean Democrat/Republican"

Toss-Up States

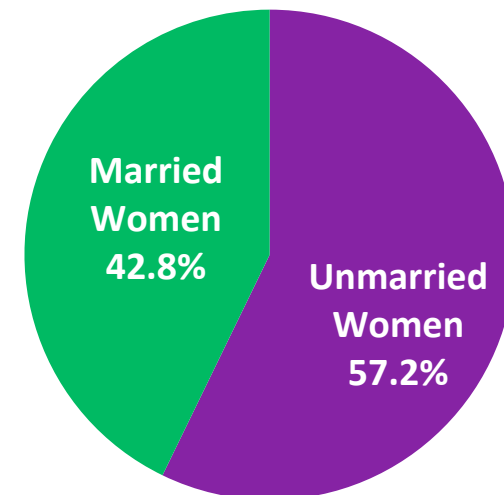
57.2% of women drop-off voters in toss-up states are unmarried.



States are: AK, AR, IA, LA, MT, NC, SD, and WV

- Unmarried Women drop-off: 38.3% or est. 1.0 million votes
- Married Women drop-off: 23.1% or est. 780,000 votes
- Total drop-off: Est. 1.8 million votes

Distribution of Drop-Off Voters



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<http://rothenbergpoliticalreport.com/ratings/spectrum/2014-senate-ratings-august-9-2013/senate>

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Sources and Methodology

- 2012 Data - The November 2012 election data comes from the U.S. Census Bureau's 2012 November Supplement.
- 2014 Population Estimates - CPS counts of the VEP were pulled for each month going back to August 2010. Data was divided by state, and then into demographic subgroups of Latino, non-Latino RAE, and non-RAE, as those populations are growing at different rates. A rolling average was calculated, such that each month's data was represented by an average of that month and the 11 preceding months; this was done to smooth out random fluctuates in the data that were the result of sampling error. From these rolling averages, the monthly increase in population was estimated and multiplied by 24 to give an estimate of the increase in population between November 2012 and November 2014. Data was then summed by state and by demographic subgroup to produce total national estimates.
- Drop-Off - refers to the loss of voters from 2012 to 2014. The average of turnout in 2002, 2006, and 2010 was applied to 2014 population estimates to calculate 2014 turnout. Percentage drop-off is the difference between 2012 and 2014 turnout as a percentage of 2012 turnout. Number drop-off is that percentage of the 2012 electorate.



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