

Anticipating 2014 Voter Drop-Off among Unmarried Women

THE
★VOTER★
PARTICIPATION
★CENTER★

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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.

The Voter Participation Center



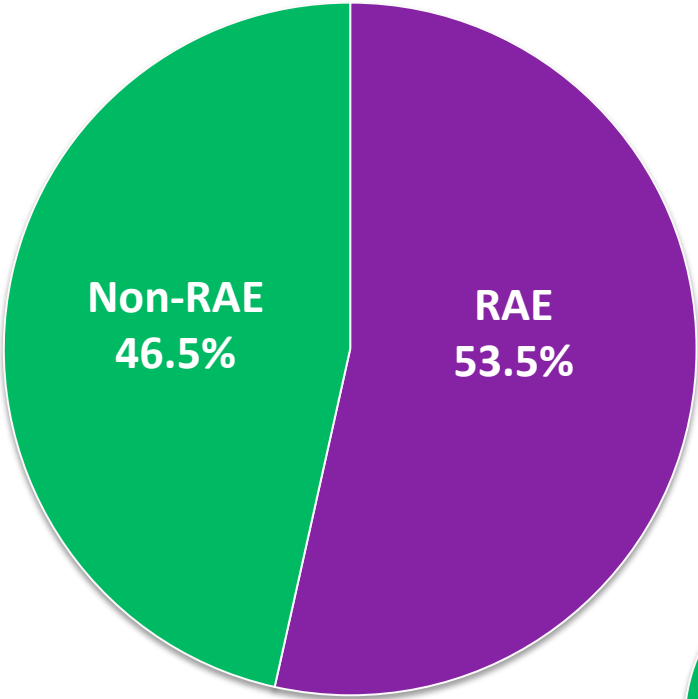
- The Voter Participation Center (VPC) is a 501(c)3 nonprofit, nonpartisan organization and does not endorse candidates.
- VPC is dedicated to increasing the share of unmarried women and other historically under-represented groups in the electorate.

The Rising American Electorate

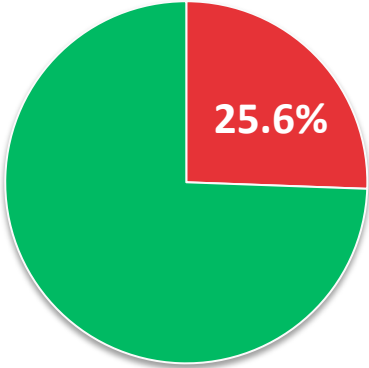
- The Rising American Electorate (RAE) – Unmarried Women, Youths (ages 18-29), African Americans, Latinos, and all other non-white races – now accounts for more than half of the voting eligible population in this country (53.5%).
- While RAE turnout has increased in recent elections, they still do not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

The RAE within the Vote Eligible Population*

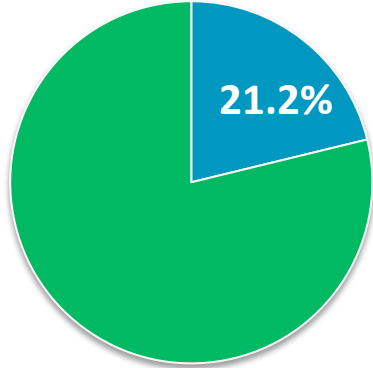
Vote Eligible Population



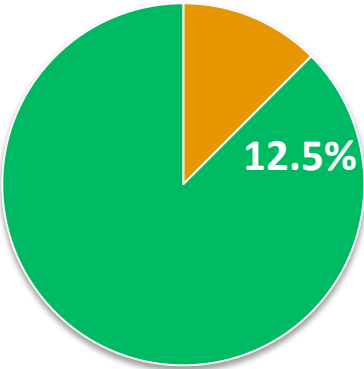
Unmarried Women



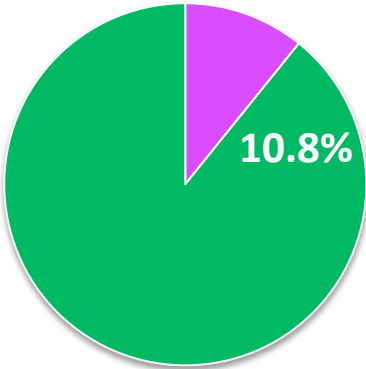
18-29 Year Olds



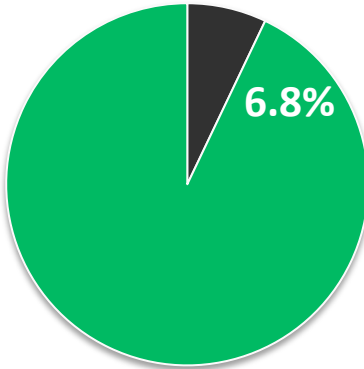
African Americans



Latinos



Other Race

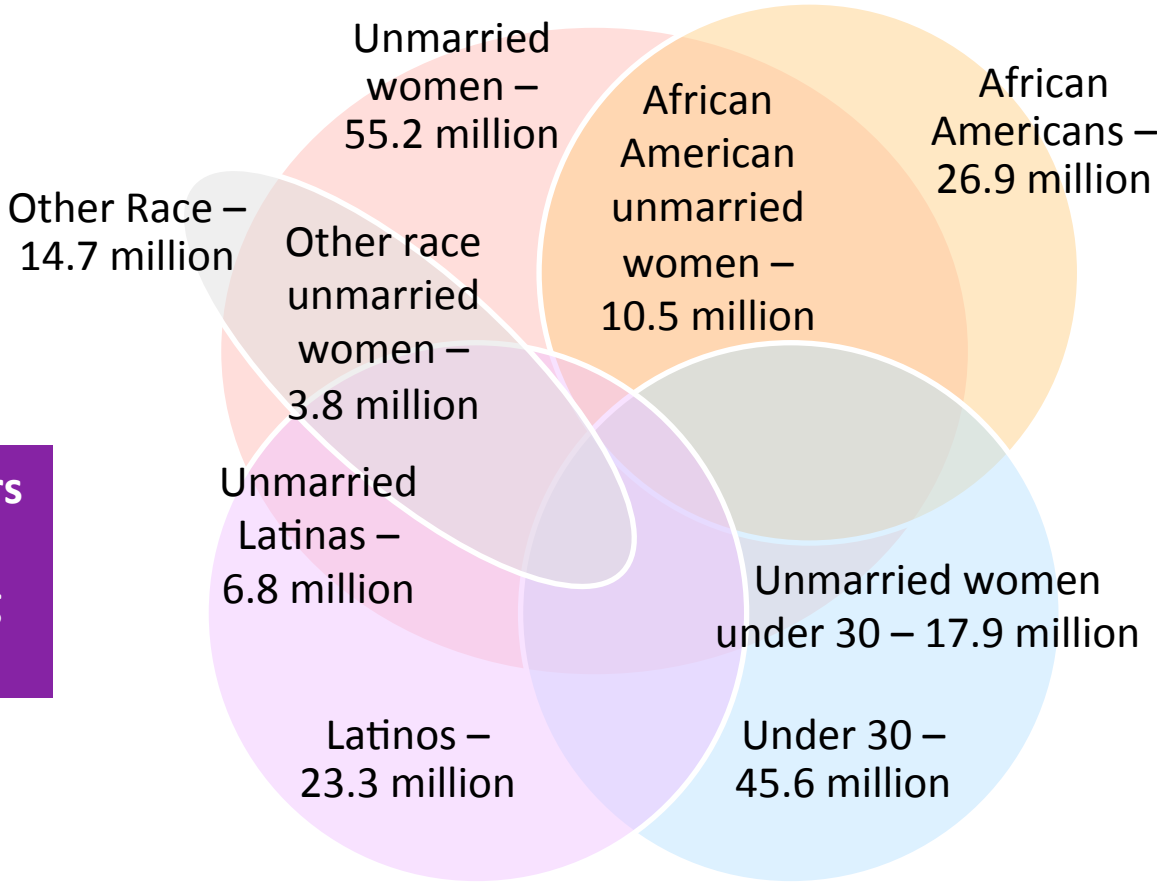


Source: CPS November 2012 Supplement

* Percentages denote share of that group within the Vote Eligible Population (VEP) i.e. unmarried women are 25.6% of the VEP

Demographic Composition of the RAE

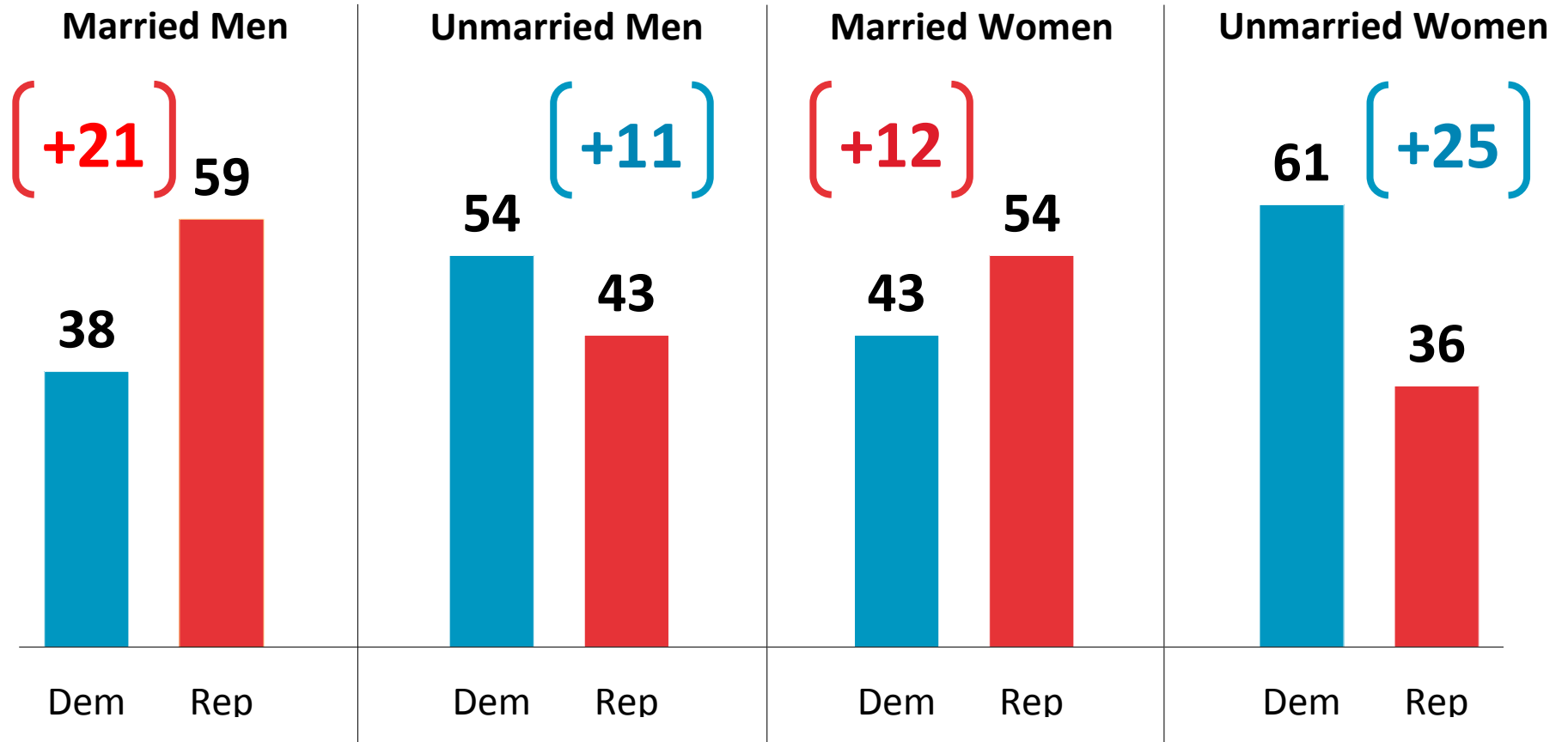
115 million eligible voters (53.5% of all eligible voters) are in the Rising American Electorate



Source: Census Bureau, CPS November 2012 supplement

As seen in 2010, unmarried women, in particular, are very strong supporters of Democratic candidates and so getting them to the polls will be key.

2010 Congressional Ballot



Source: Lake Research Partners for The Voter Participation Center.
918 likely 2010 voters nationwide. Oct 28-Nov 2, 2010. M.O.E. +/- 3.1 percent.

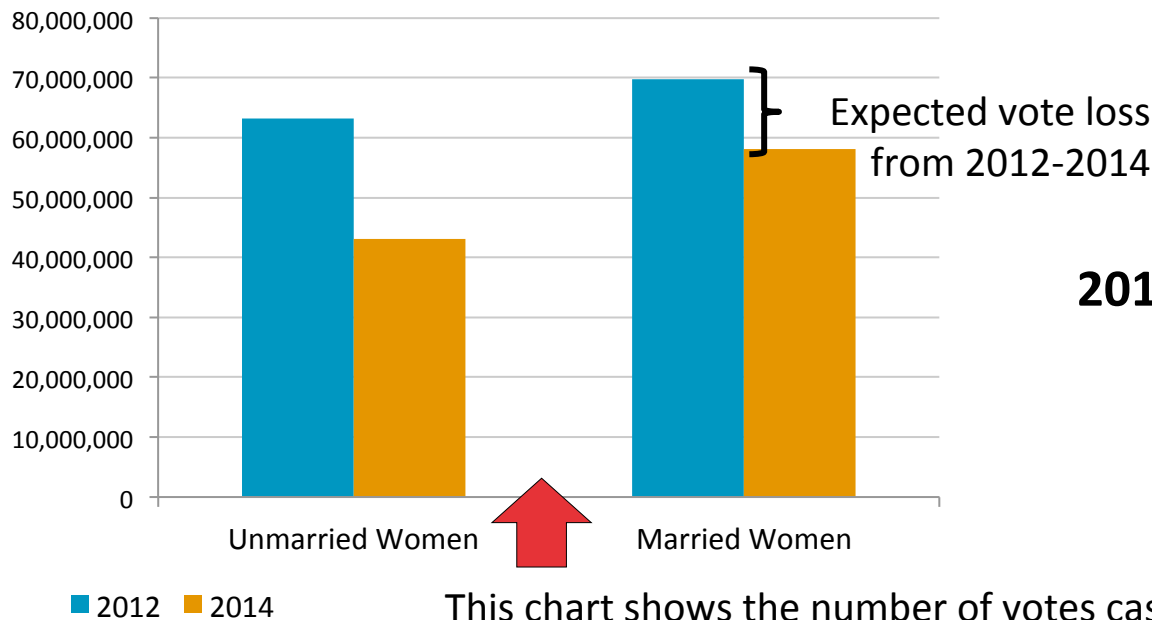
How To Read Data Slides

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

Unmarried Women population: percentage in the population's vote eligible population in 2012.

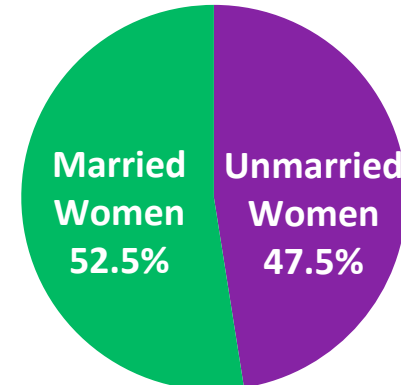
Voter Distribution of the Electorate: pie charts show the share of ballots cast between Unmarried and Married Women in 2012 and 2014.

Voter Turnout: the number of voters who cast a ballot

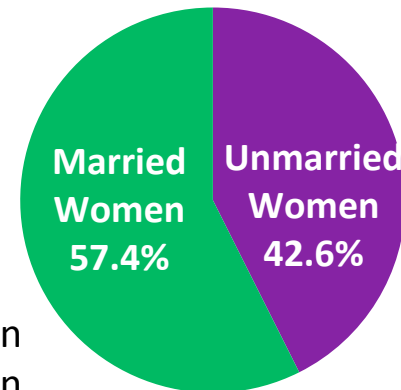


This chart shows the number of votes cast in 2012 next to the expected number of votes in 2014 among Unmarried and Married Women.

2012



2014





National Drop-Off

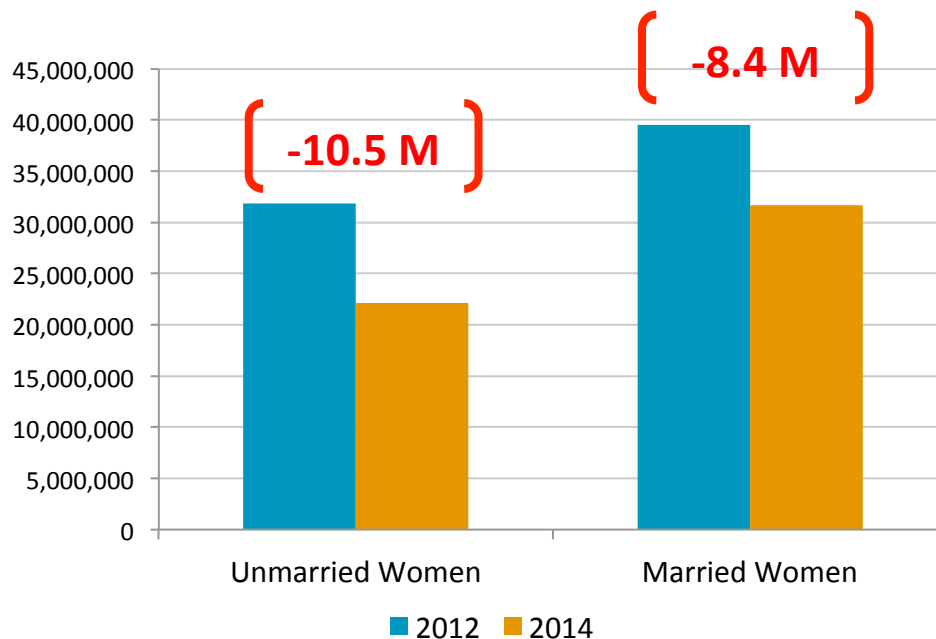


- **Unmarried Women drop-off: 32.9%**
— Est. 10.5 million votes
- **Married Women drop-off: 21.4%**
— Est. 8.4 million votes

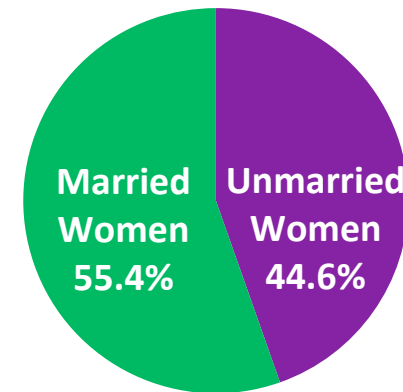
Unmarried Women population: 26%

Voter Distribution of the Electorate

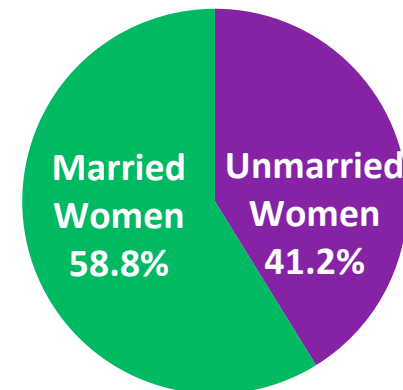
Voter Turnout

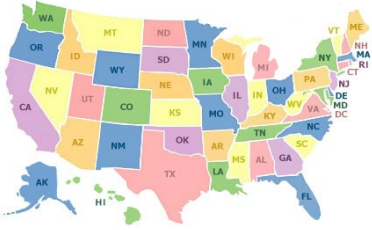


2012



2014



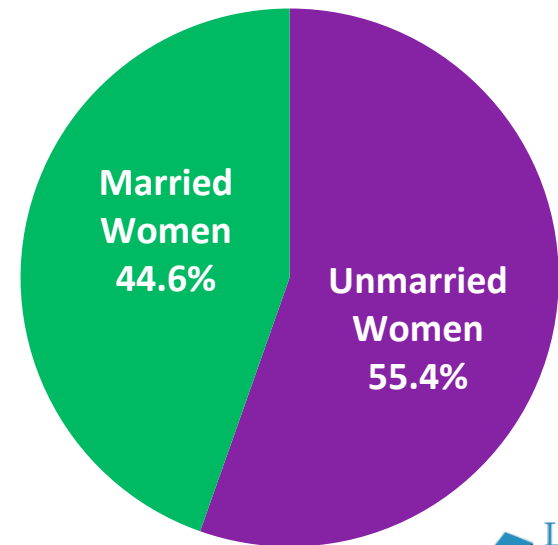


National Drop-Off

44.6% of women drop-off voters are unmarried.

- Unmarried Women drop-off: Est. 10.5 million votes
- Married Women drop-off: Est. 8.5 million votes
- Total women's drop-off: Est. 19 million million votes

Distribution of Drop-Off Voters



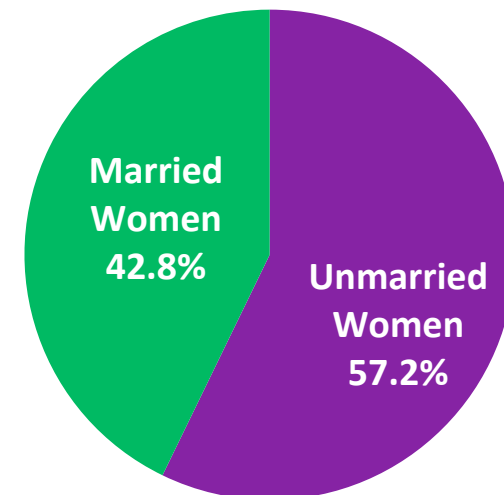
Toss-Up States

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: Est. 1.0 million votes
- Married Women drop-off: Est. 780,000 votes
- Total drop-off: Est. 1.8 million votes

Distribution of Drop-Off Voters



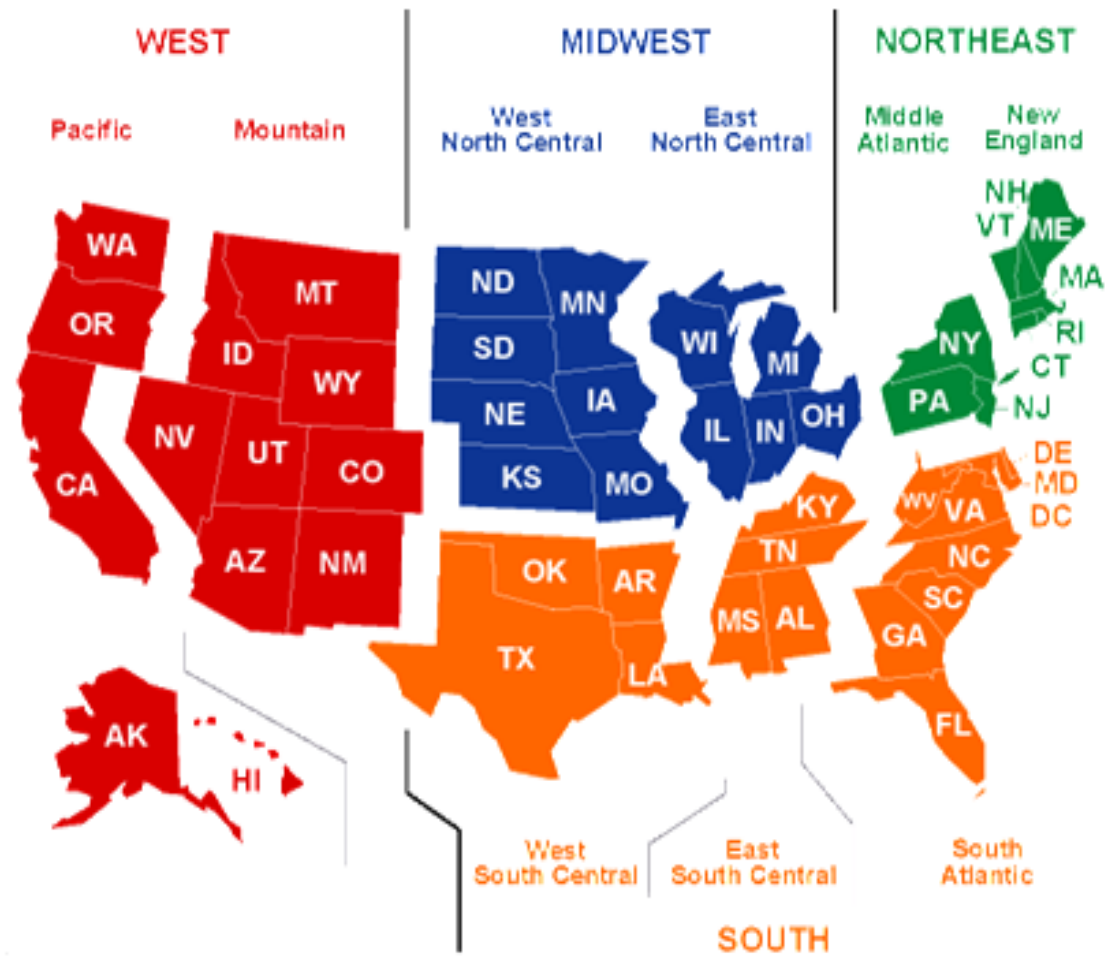
States selected according to the Rothenberg Political Report Senate Ratings

<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"

Regional Data





New England

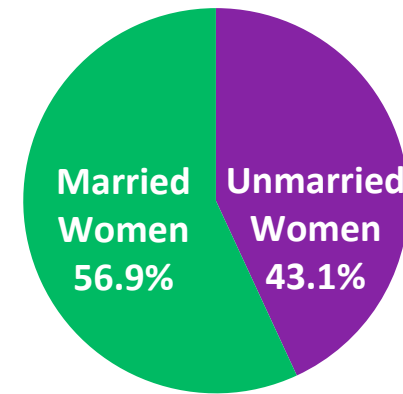


- **Unmarried Women drop-off: 27.5%**
 - Est. 453,000 votes
- **Married Women drop-off: 20.0%**
 - Est. 435,000 votes

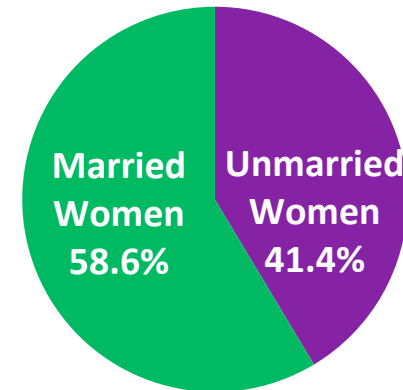
Unmarried Women population: 25.6%

Voter Distribution of the Electorate

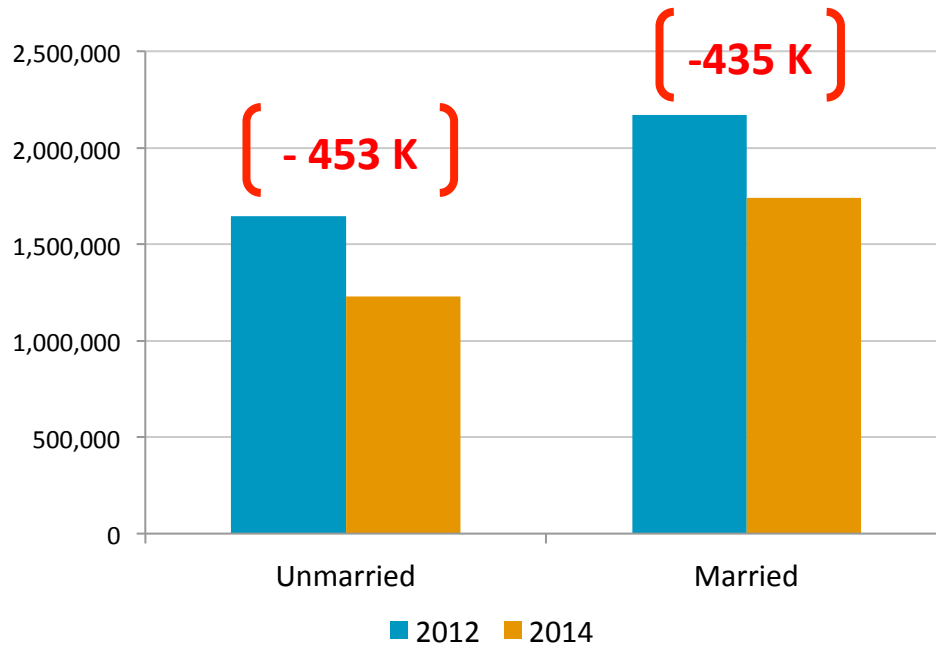
2012



2014



Voter Turnout





Middle Atlantic

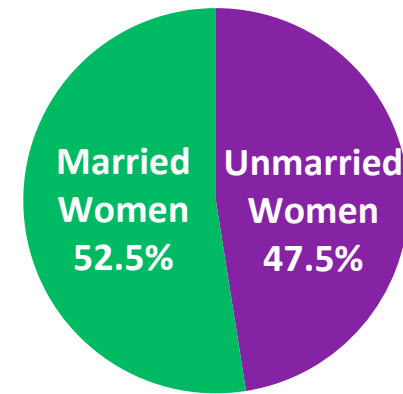


- **Unmarried Women drop-off: 36.4%**
 - Est. 1,599,000 votes
- **Married Women drop-off: 23.2%**
 - Est. 1,125,000 votes

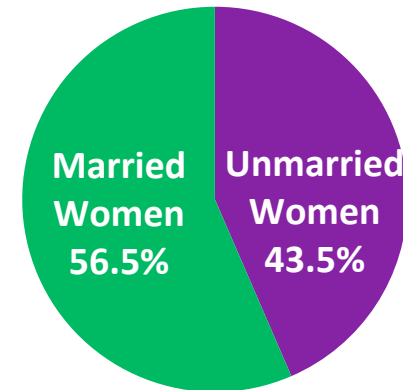
Unmarried Women population: 27.1%

Voter Distribution of the Electorate

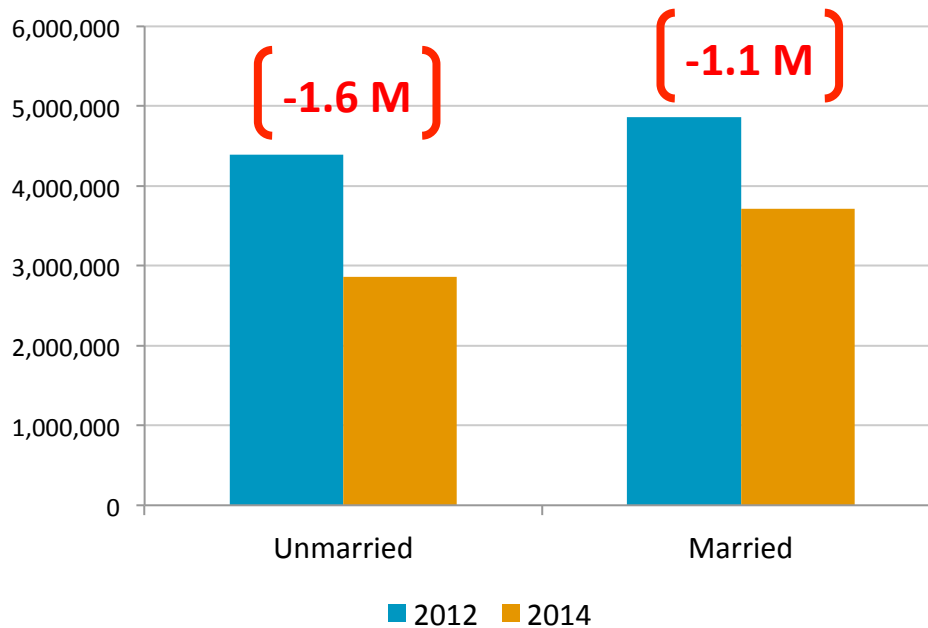
2012



2014



Voter Turnout





South Atlantic

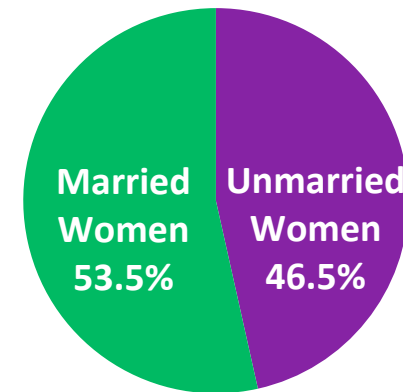


- **Unmarried Women drop-off: 38.1%**
 - Est. 2,601,000 votes
- **Married Women Voter drop-off: 25.8%**
 - Est. 2,027,000 votes

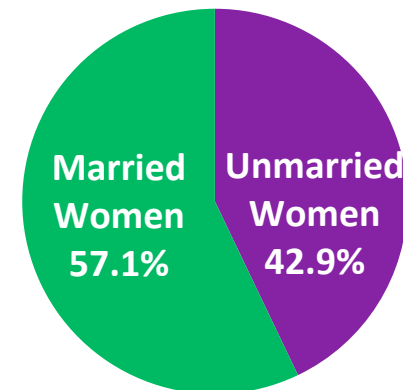
Unmarried Women population: 26.4%

Voter Distribution of the Electorate

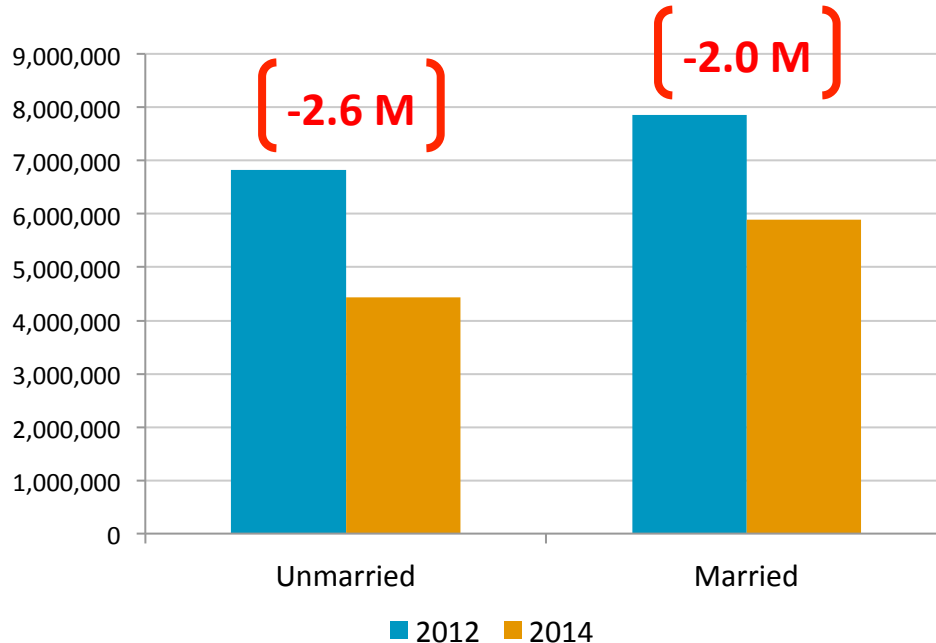
2012



2014



Voter Turnout





East South Central

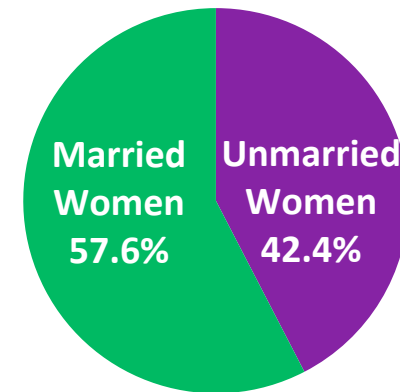


- **Unmarried Women drop-off: 33.4%**
 - Est. 638,000 votes
- **Married Women drop-off: 23.8%**
 - Est. 617,000 votes

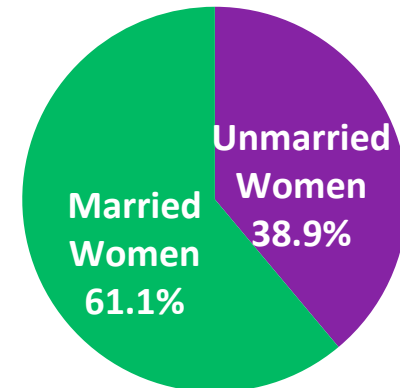
Unmarried Women population: 24.8%

Voter Distribution of the Electorate

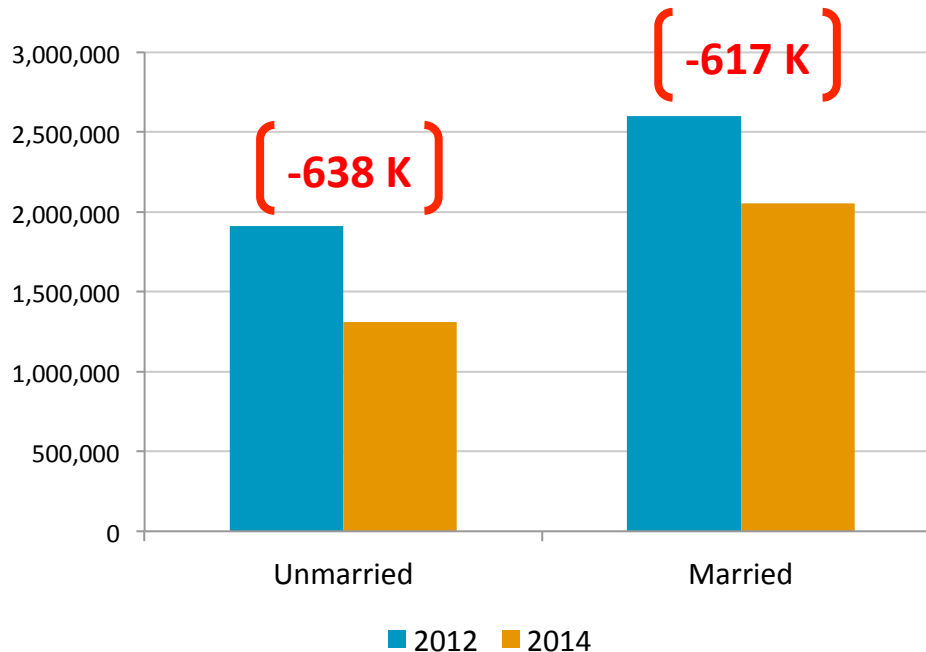
2012



2014



Voter Turnout





West South Central

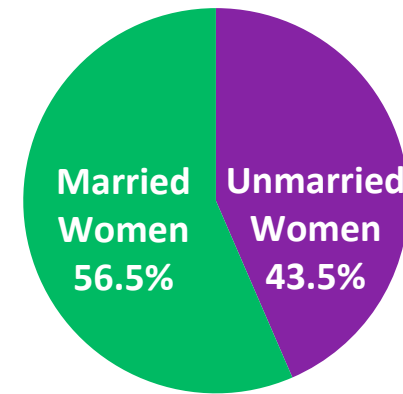


- **Unmarried Women drop-off: 35.6%**
 - Est. 1,130,000 votes
- **Married Women drop-off: 23.7%**
 - Est. 977,000 votes

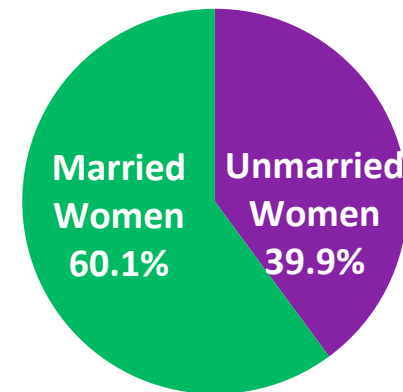
Unmarried Women population: 25.3%

Voter Distribution of the Electorate

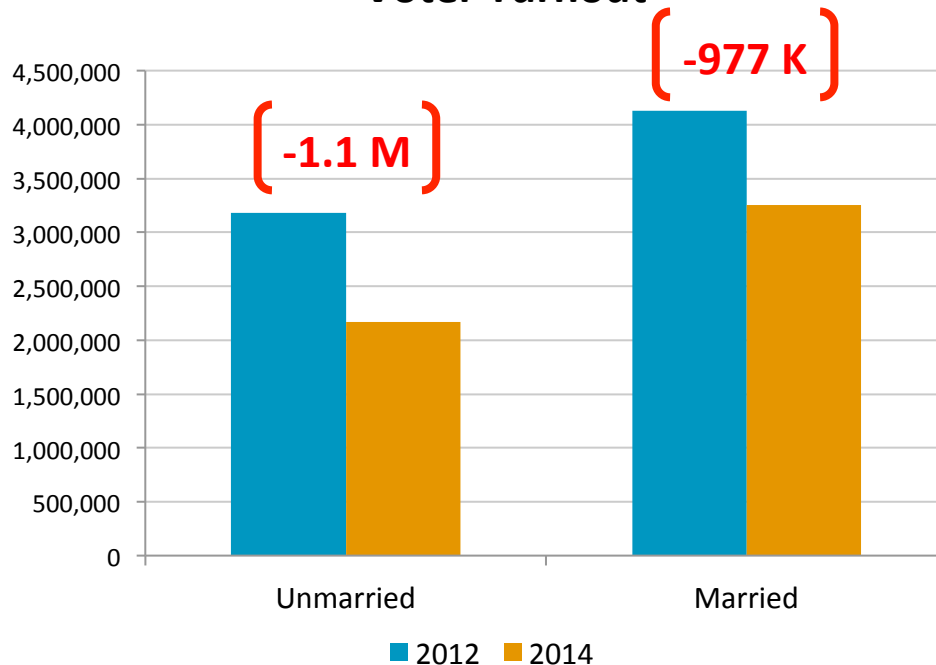
2012



2014



Voter Turnout





East North Central

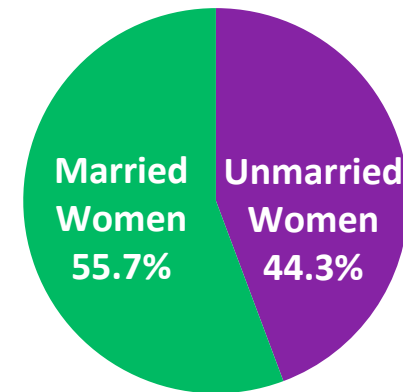


- **Unmarried Women drop-off: 33.5%**
 - Est. 1,709,000 votes
- **Married Women drop-off: 21.2%**
 - Est. 1,362,000 votes

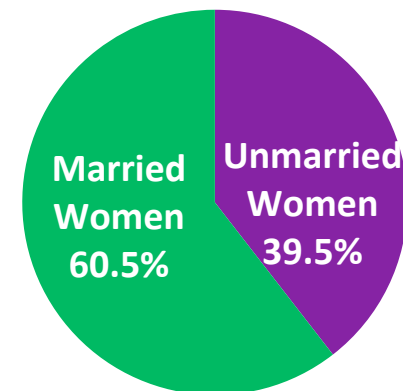
Unmarried Women population: 25.4%

Voter Distribution of the Electorate

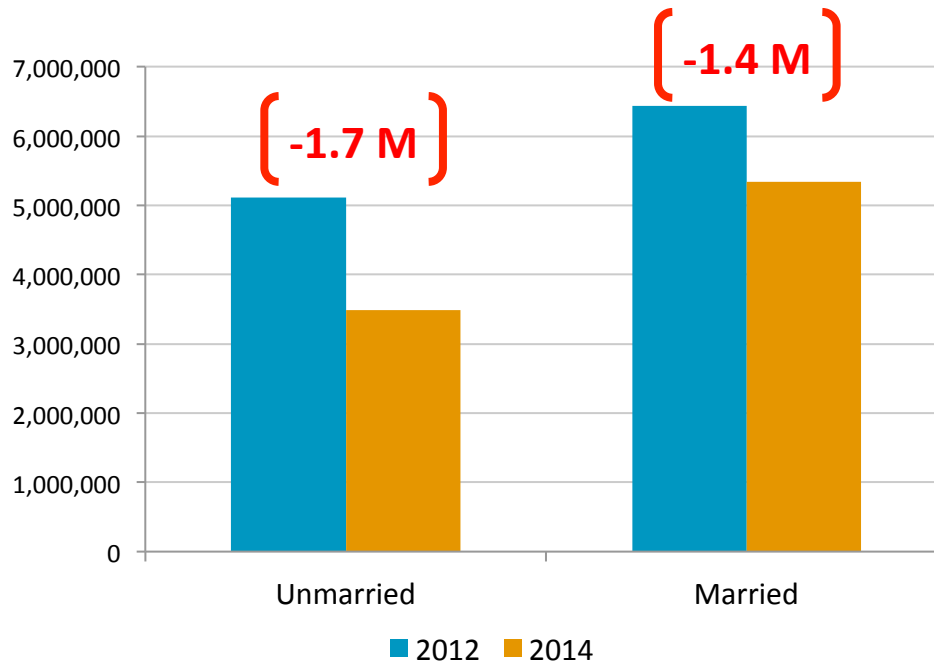
2012



2014



Voter Turnout





West North Central

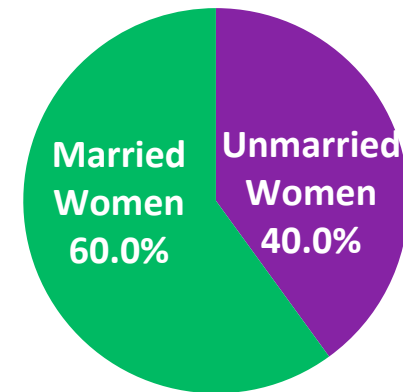


- **Unmarried Women drop-off: 27.0%**
 - Est. 566,000 votes
- **Married Women drop-off: 16.0 %**
 - Est. 504,000 votes

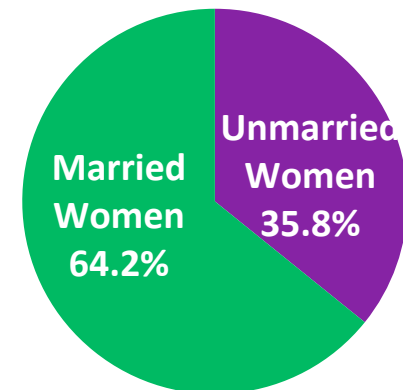
Unmarried Women population: 23.3%

Voter Distribution of the Electorate

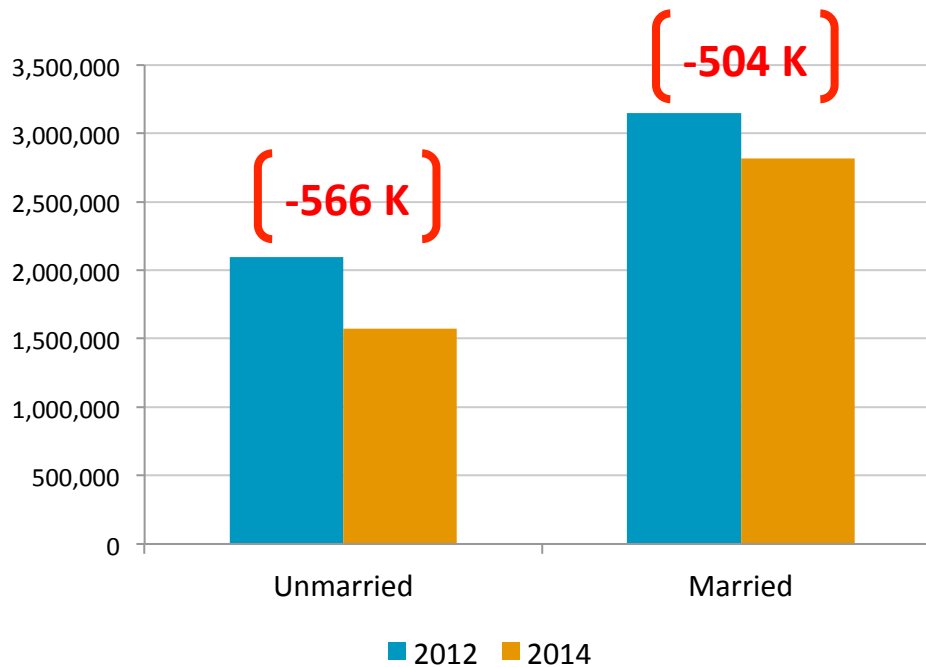
2012



2014



Voter Turnout





Mountain

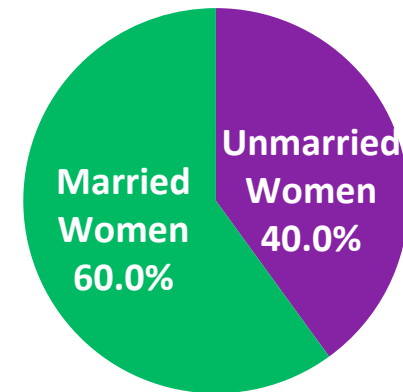


- **Unmarried Women drop-off: 29.0%**
 - Est. 559,000 votes
- **Married Women drop-off: 19.6%**
 - Est. 567,000 votes

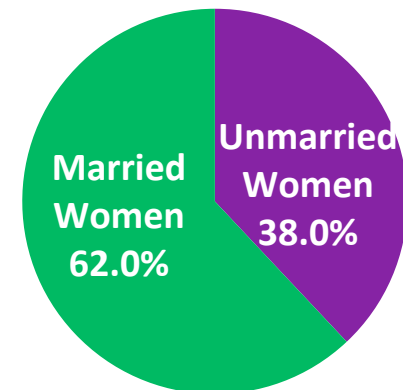
Unmarried Women population: 23.9%

Voter Distribution of the Electorate

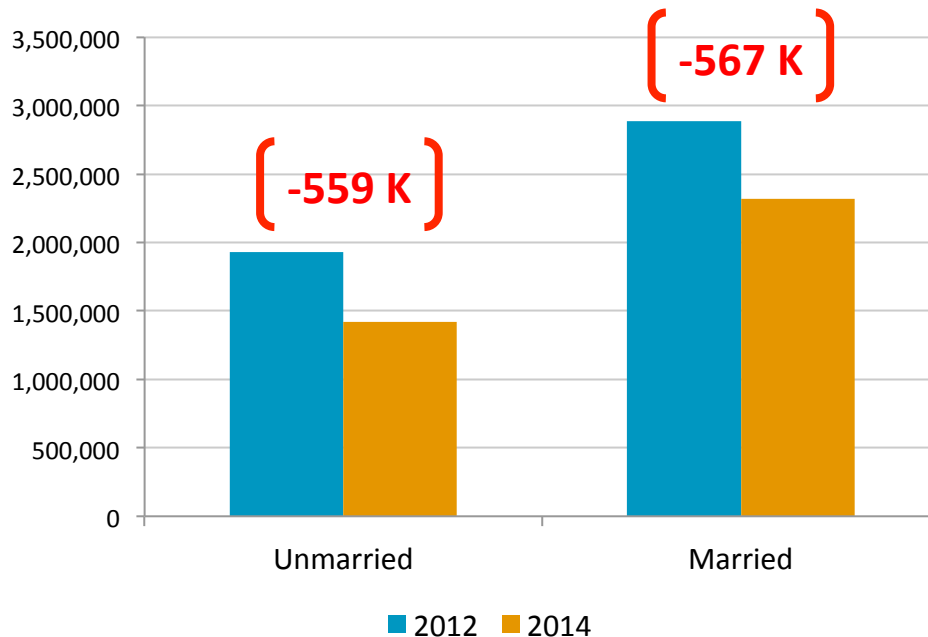
2012



2014



Voter Turnout





Pacific

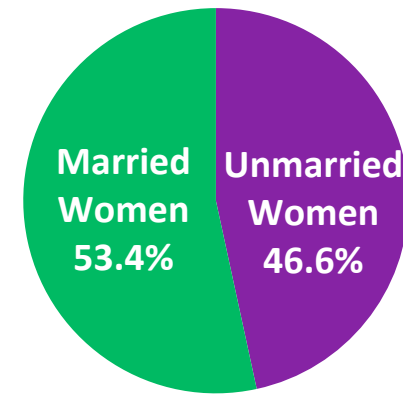


- **Unmarried Women drop-off: 26.2%**
 - Est. 1,249,000 votes
- **Married Women drop-off: 15.6%**
 - Est. 850,000 votes

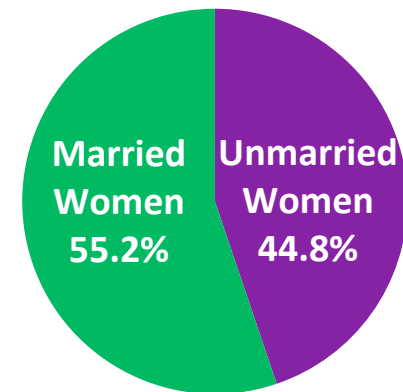
Unmarried Women population: 26.1%

Voter Distribution of the Electorate

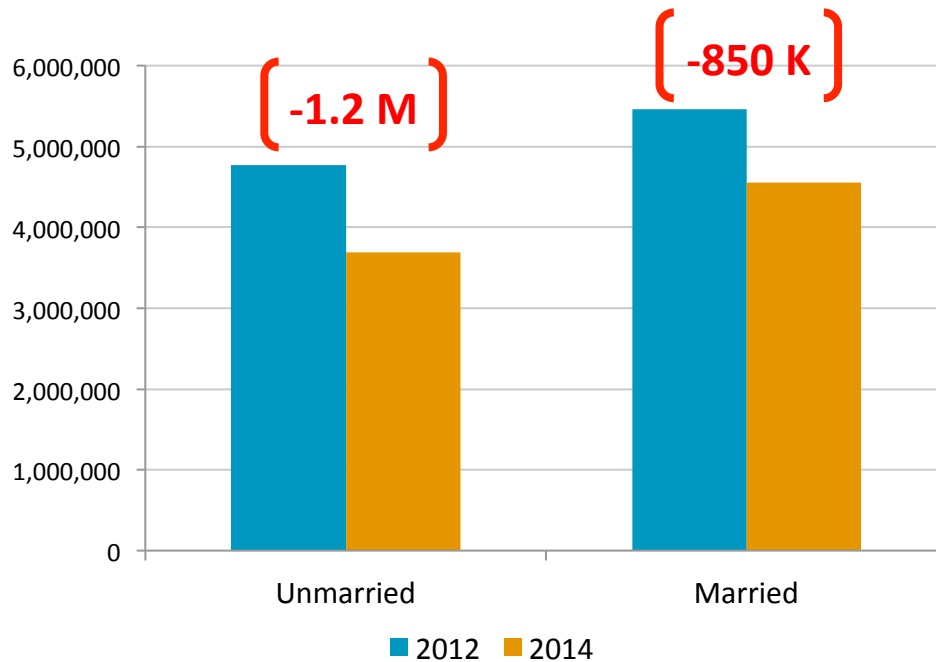
2012



2014



Voter Turnout



State By State





Alabama

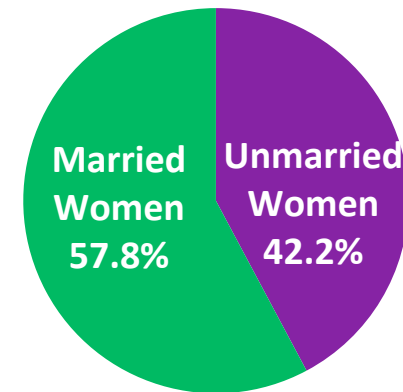


- **Unmarried Women drop-off: 29.0%**
 - Est. 140,000 votes
- **Married Women drop-off: 19.0%**
 - Est. 126,000 votes

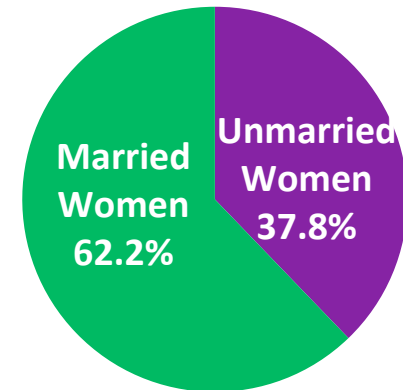
Unmarried Women population: 25%

Voter Distribution of the Electorate

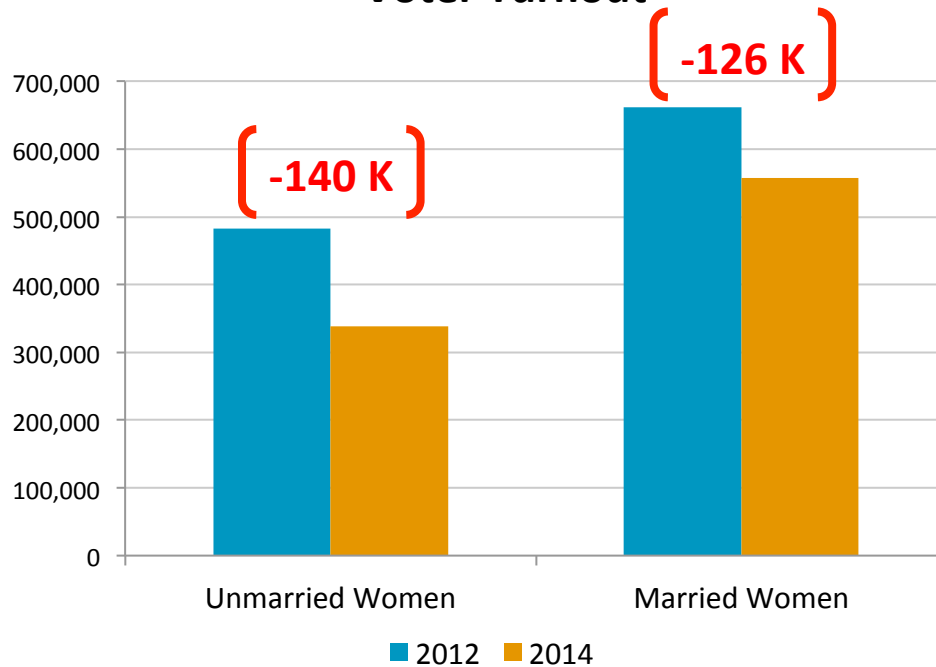
2012



2014



Voter Turnout





Alaska

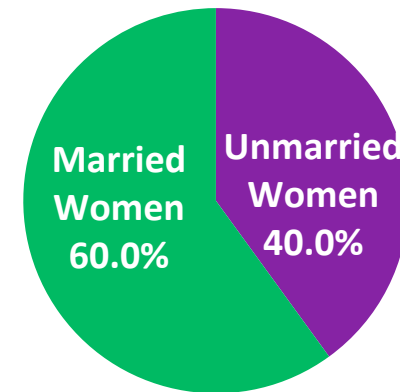


- **Unmarried Women drop-off: 17.8%**
 - Est. 11,000 votes
- **Married Women drop-off: 9.2%**
 - Est. 8,000 votes

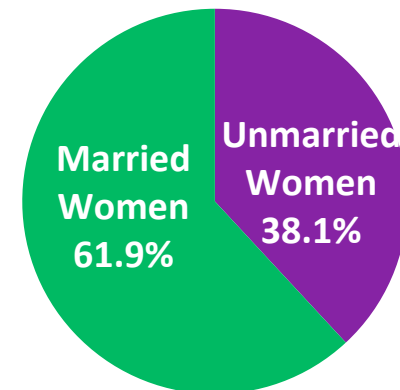
Unmarried Women population: 22%

Voter Distribution of the Electorate

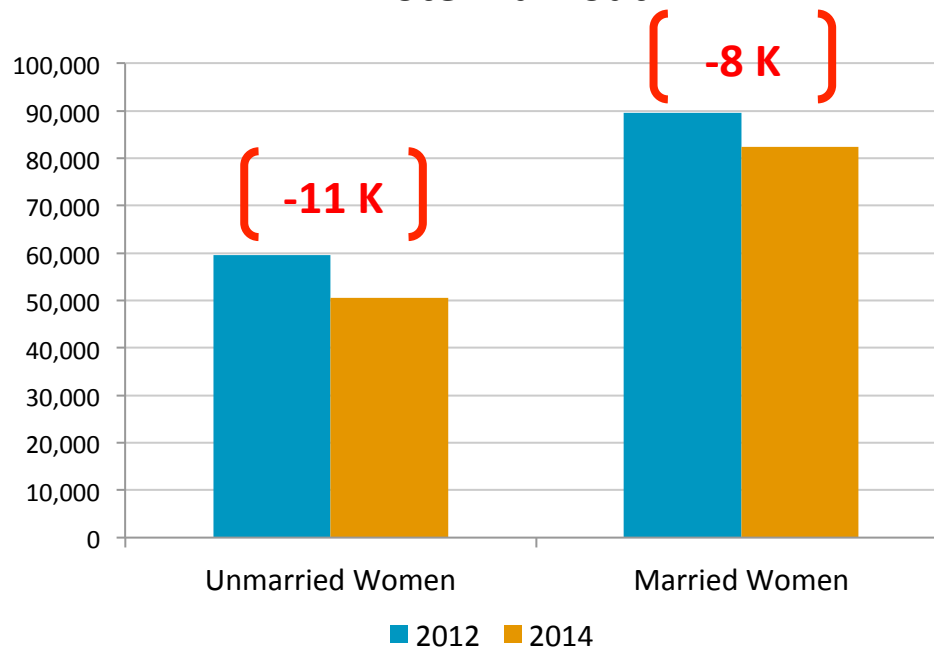
2012



2014



Voter Turnout





Arizona

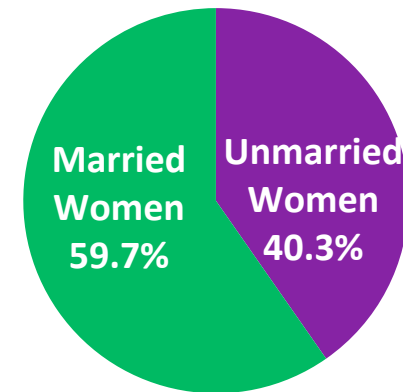


- **Unmarried Women drop-off: 17.7%**
 - Est. 87,000 votes
- **Married Women drop-off: 14.3%**
 - Est. 104,000 votes

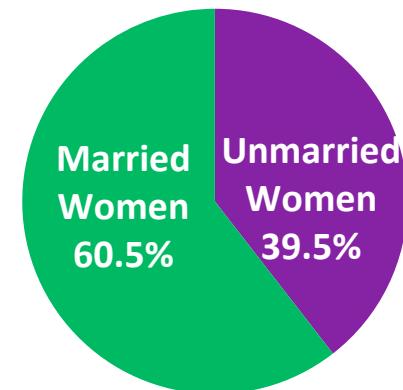
Unmarried Women population: 26%

Voter Distribution of the Electorate

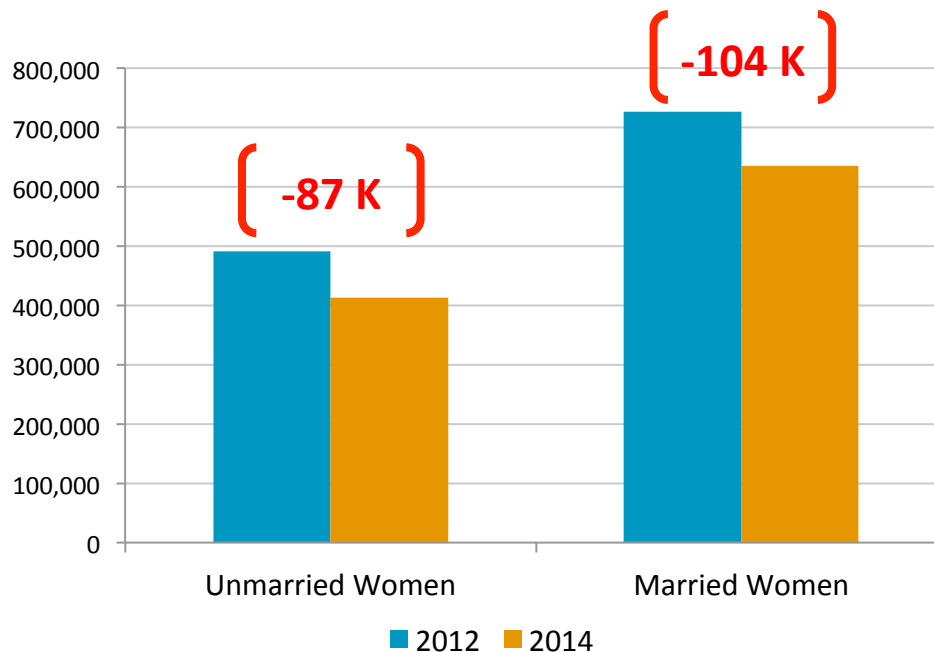
2012



2014



Voter Turnout





Arkansas

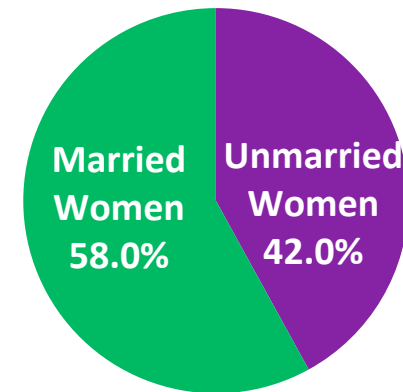


- **Unmarried Women drop-off: 23.7%**
 - Est. 59,000 votes
- **Married Women drop-off: 13.6%**
 - Est. 47,000 votes

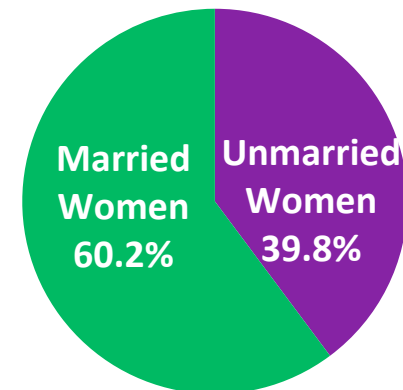
Unmarried Women population: 25%

Voter Distribution of the Electorate

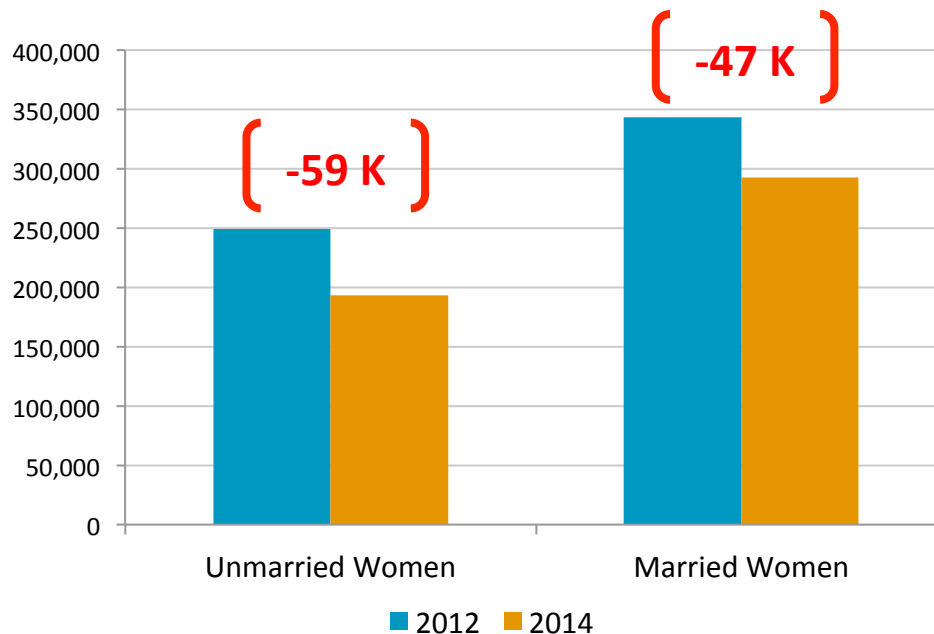
2012



2014



Voter Turnout





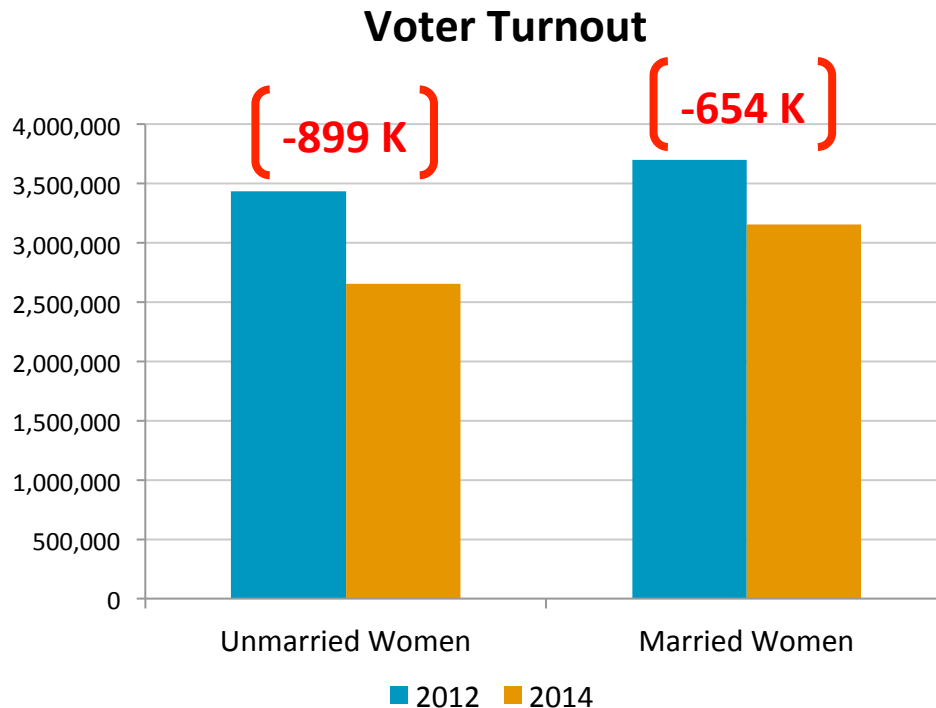
California



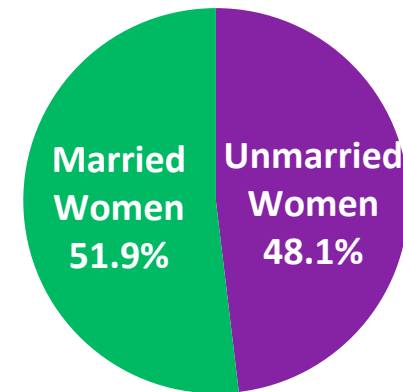
- **Unmarried Women drop-off: 26.2%**
 - Est. 899,000 votes
- **Married Women drop-off: 17.7%**
 - Est. 654,000 votes

Unmarried Women population: 27%

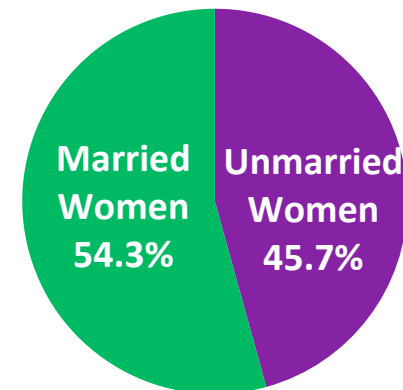
Voter Distribution of the Electorate



2012



2014





Colorado

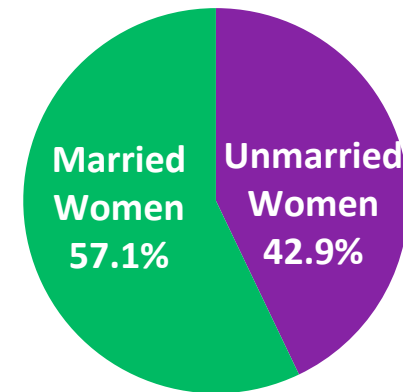


- **Unmarried Women drop-off: 34.6%**
 - Est. 195,000 votes
- **Married Women drop-off: 20.9%**
 - Est. 157,000 votes

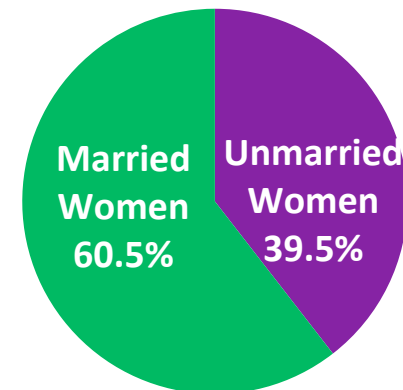
Unmarried Women population: 24%

Voter Distribution of the Electorate

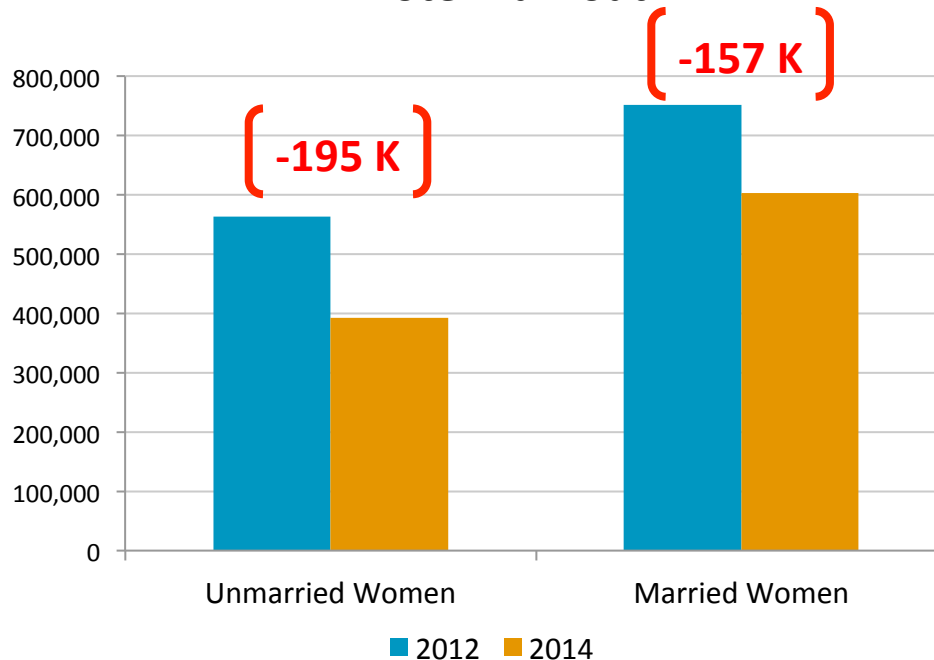
2012



2014



Voter Turnout





Connecticut

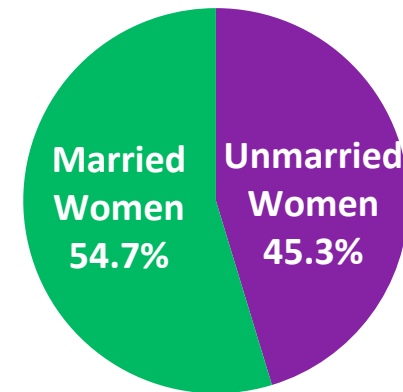


- **Unmarried Women drop-off: 31.1%**
 - Est. 121,000 votes
- **Married Women drop-off: 18.8%**
 - Est. 88,000 votes

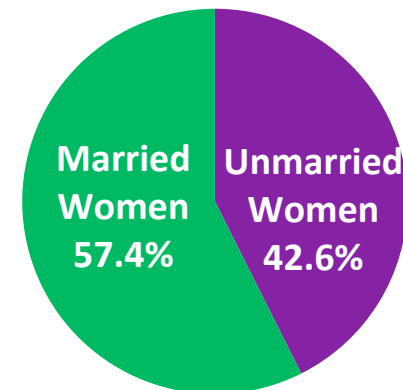
Unmarried Women population: 26%

Voter Distribution of the Electorate

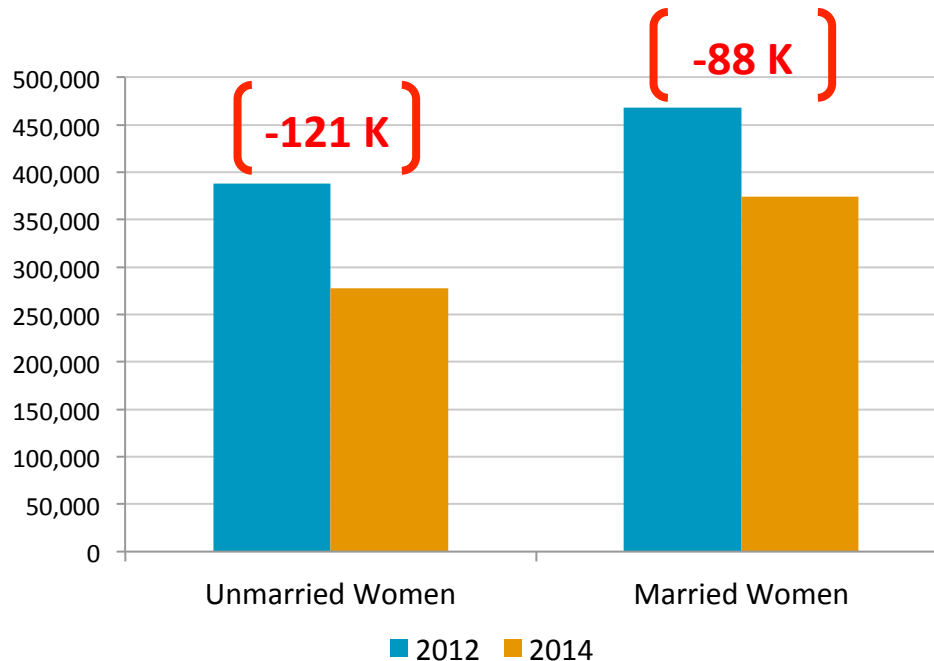
2012



2014



Voter Turnout





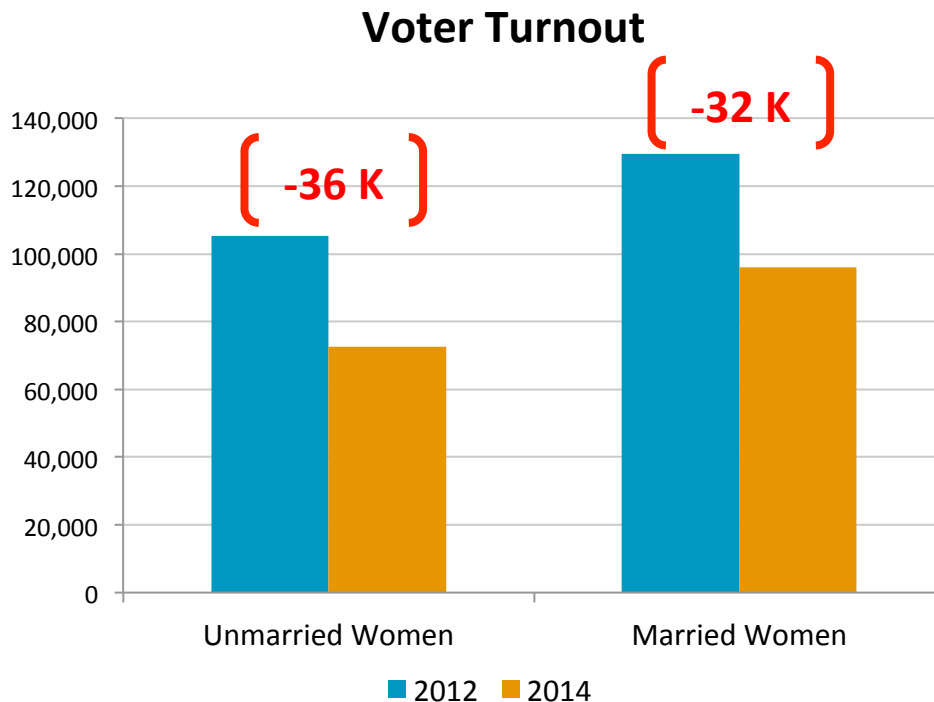
Delaware



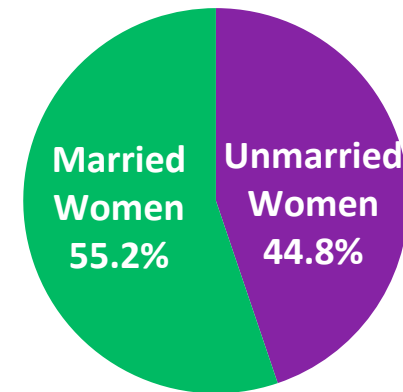
- **Unmarried Women drop-off: 34.6%**
 - Est. 36,000 votes
- **Married Women drop-off: 24.9%**
 - Est. 32,000 votes

Unmarried Women population: 26%

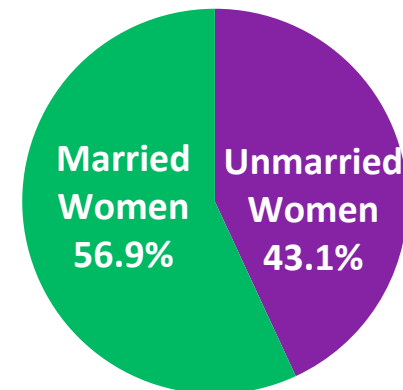
Voter Distribution of the Electorate



2012



2014





District of Columbia

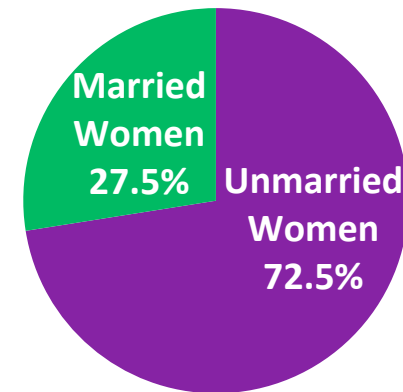


- **Unmarried Women drop-off: 38.8%**
 - Est. 55,000 votes
- **Married Women drop-off: 17.9%**
 - Est. 10,000 votes

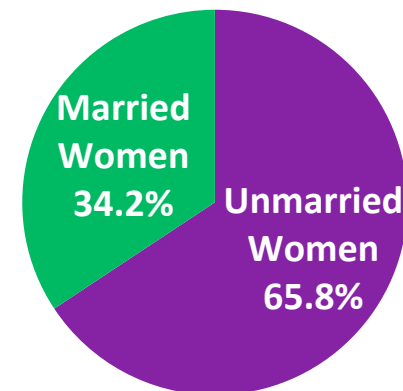
Unmarried Women population: 39%

Voter Distribution of the Electorate

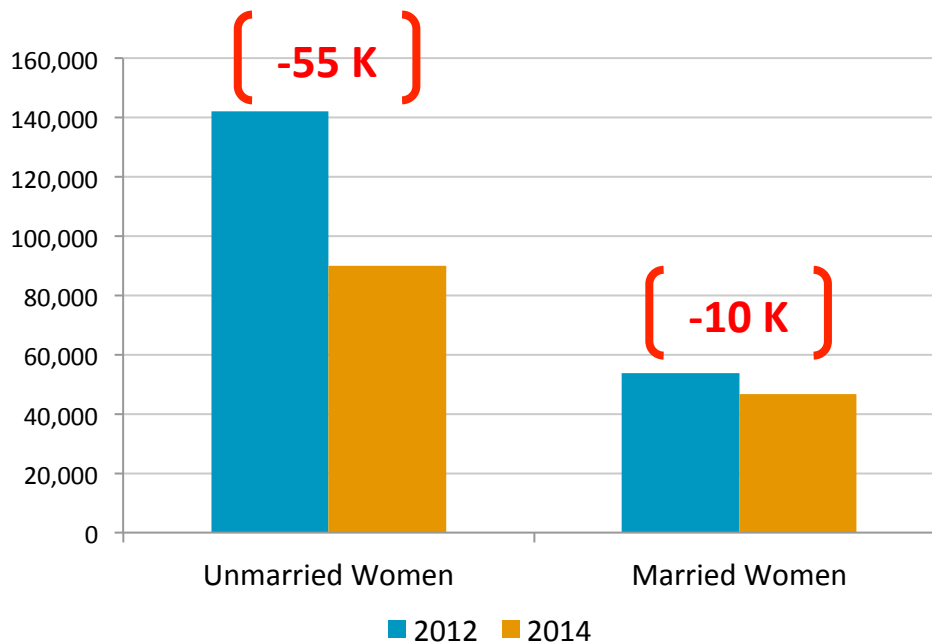
2012



2014



Voter Turnout





Florida

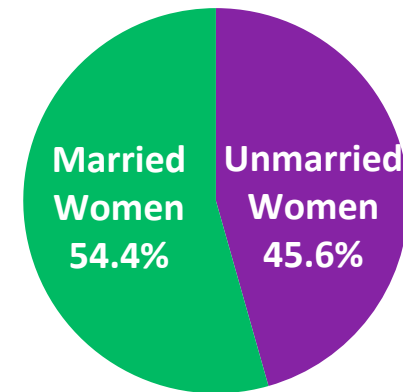


- **Unmarried Women drop-off: 32.8%**
 - Est. 654,000 votes
- **Married Women drop-off: 21.9%**
 - Est. 523,000 votes

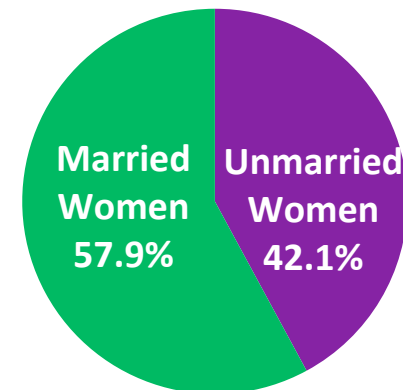
Unmarried Women population: 26%

Voter Distribution of the Electorate

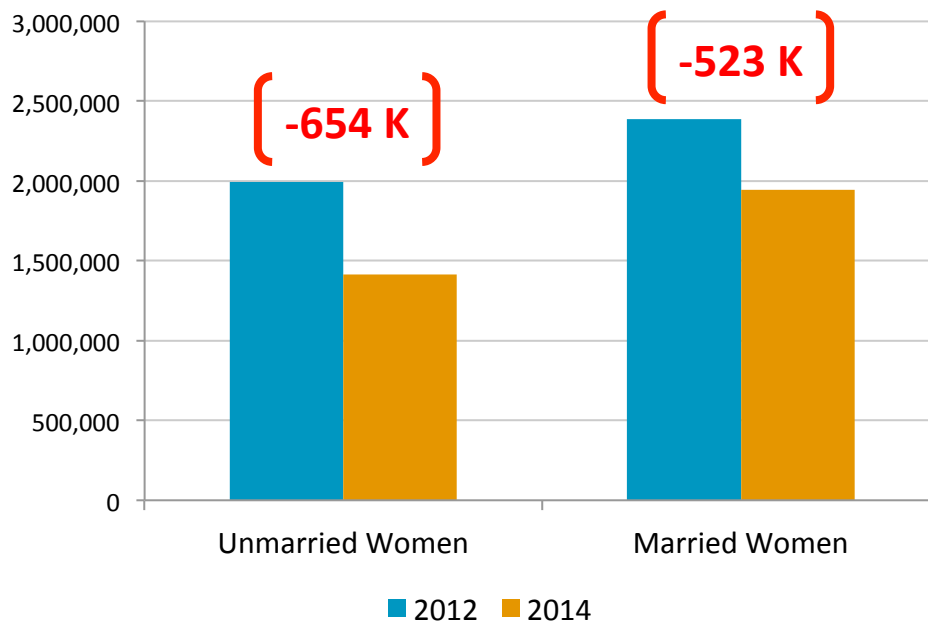
2012



2014



Voter Turnout





Georgia

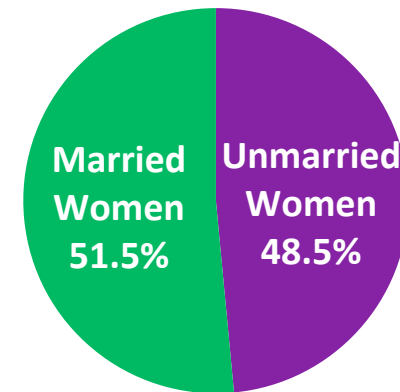


- **Unmarried Women drop-off: 38.8%**
 - Est. 427,000 votes
- **Married Women drop-off: 25.9%**
 - Est. 303,000 votes

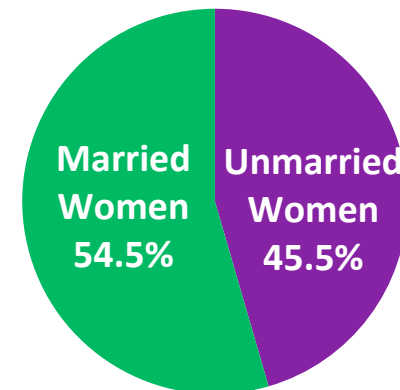
Unmarried Women population: 27%

Voter Distribution of the Electorate

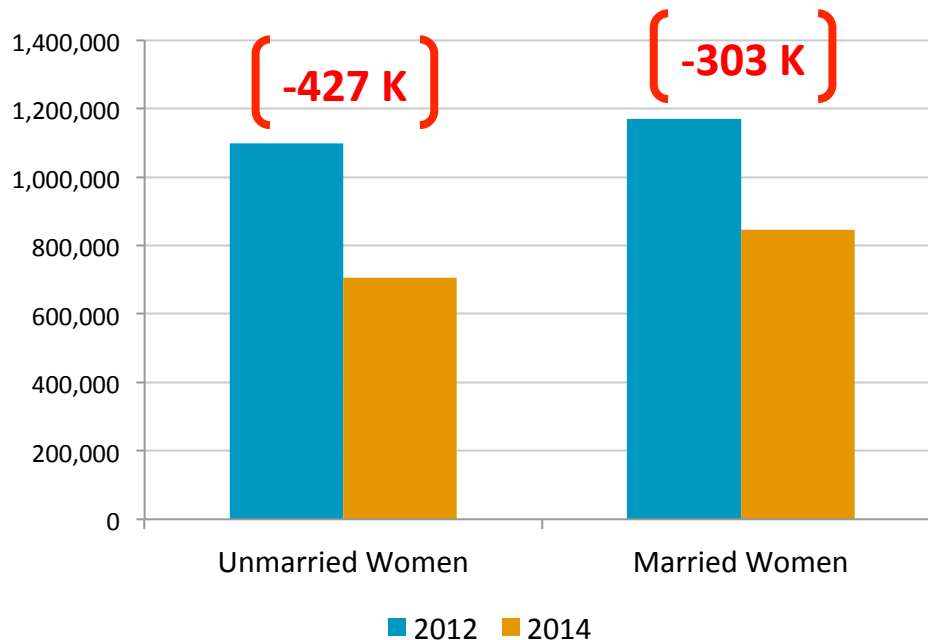
2012

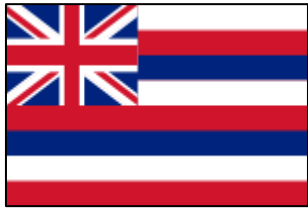


2014



Voter Turnout





Hawaii

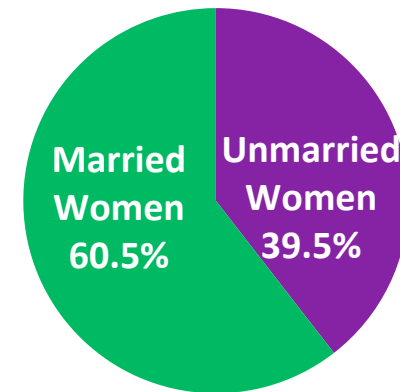


- **Unmarried Women drop-off: 20.0%**
 - Est. 20,000 votes
- **Married Women drop-off: 14.4%**
 - Est. 22,000 votes

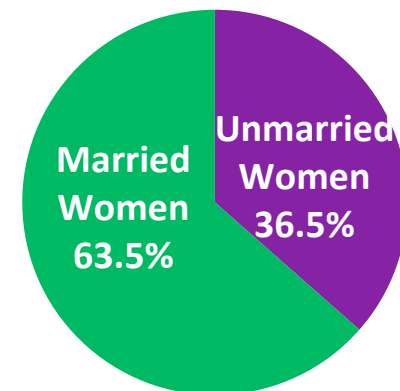
Unmarried Women population: 23%

Voter Distribution of the Electorate

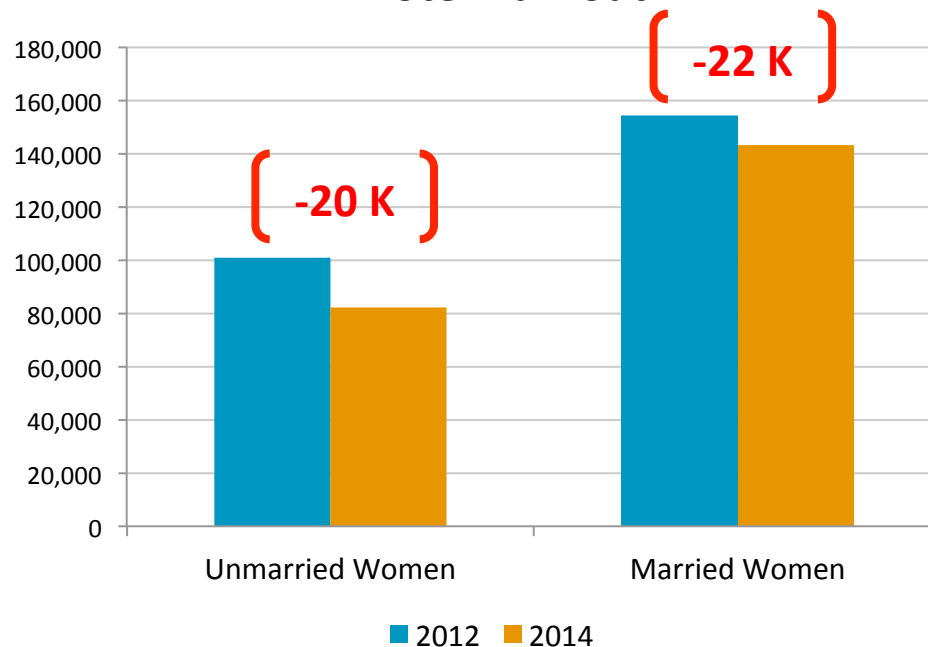
2012



2014



Voter Turnout





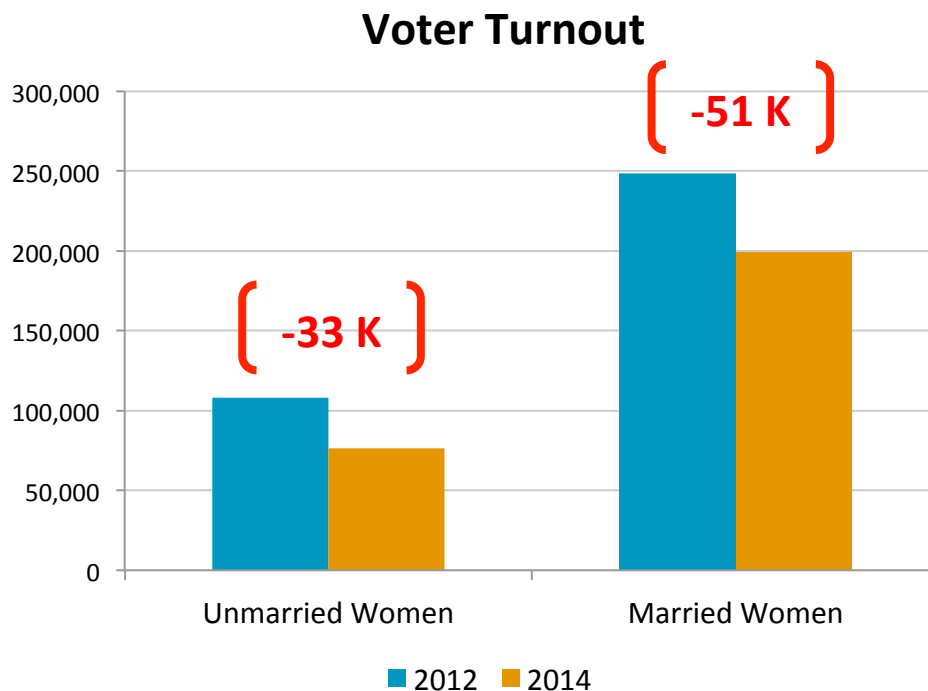
Idaho



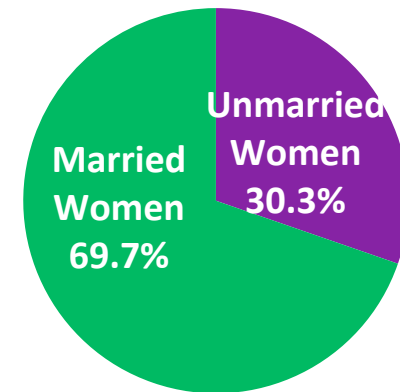
- **Unmarried Women drop-off: 30.5%**
 - Est. 33,000 votes
- **Married Women drop-off: 20.6%**
 - Est. 51,000 votes

Unmarried Women population: 19%

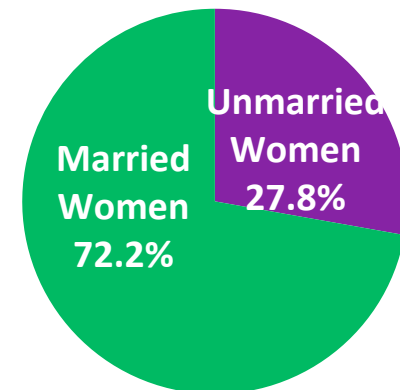
Voter Distribution of the Electorate



2012



2014





Illinois

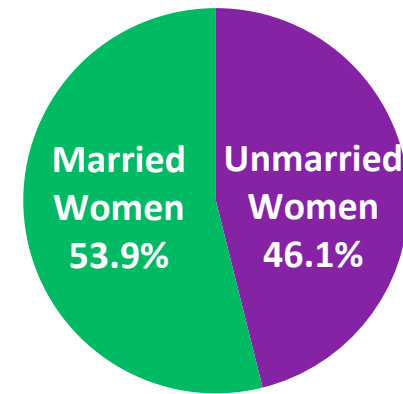


- **Unmarried Women drop-off: 31.9%**
 - Est. 428,000 votes
- **Married Women drop-off: 20.2%**
 - Est. 317,000 votes

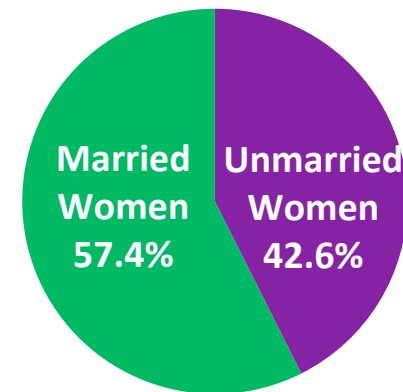
Unmarried Women population: 26%

Voter Distribution of the Electorate

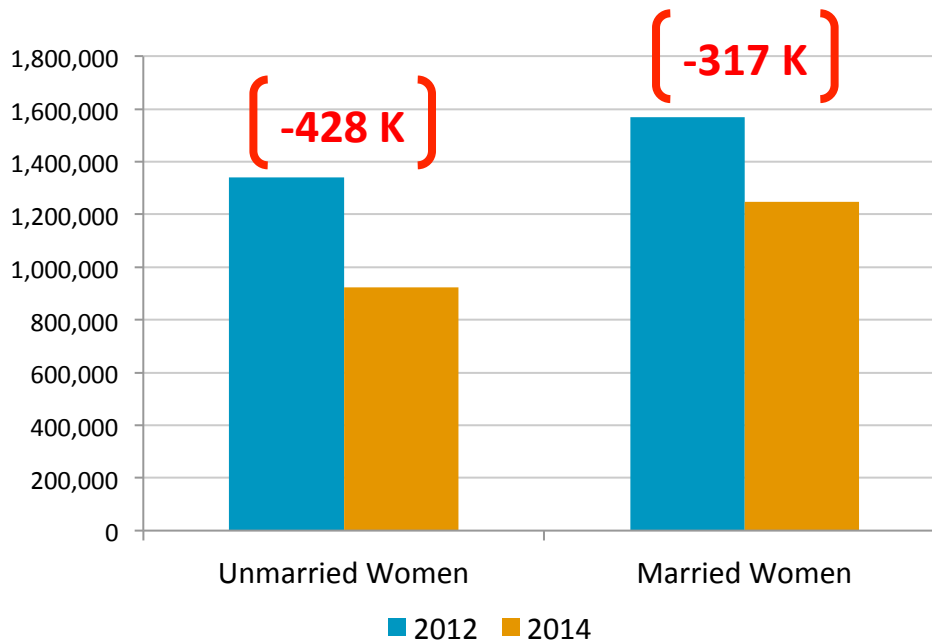
2012



2014



Voter Turnout





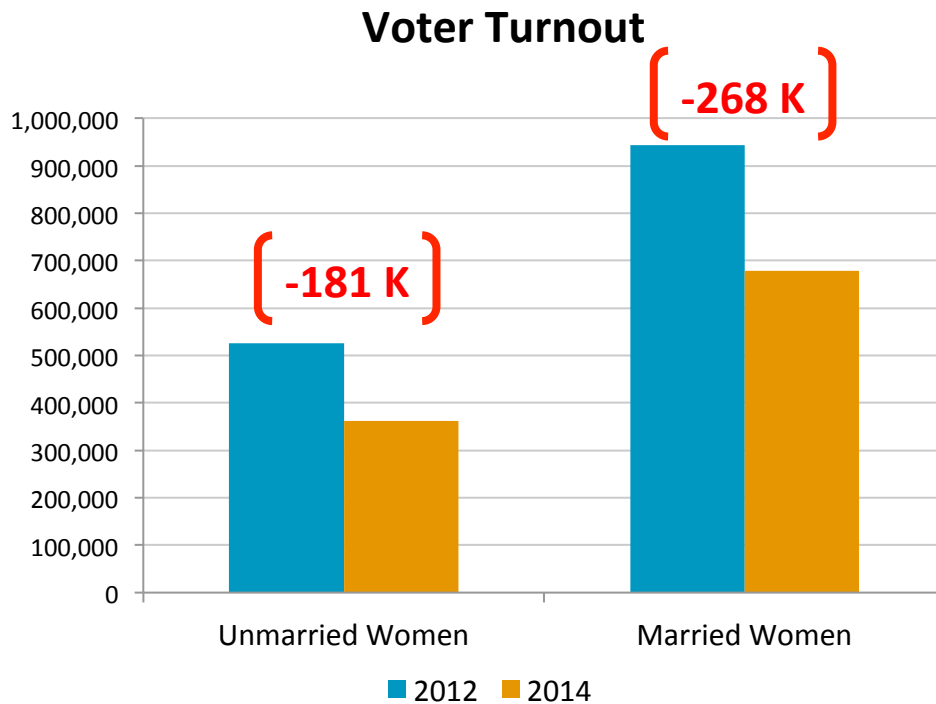
Indiana



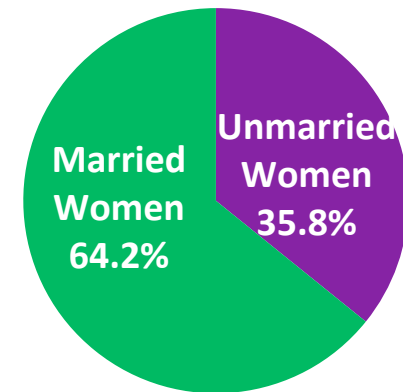
- **Unmarried Women drop-off: 34.5%**
 - Est. 181,000 votes
- **Married Women drop-off: 28.4%**
 - Est. 268,000 votes

Unmarried Women population: 23%

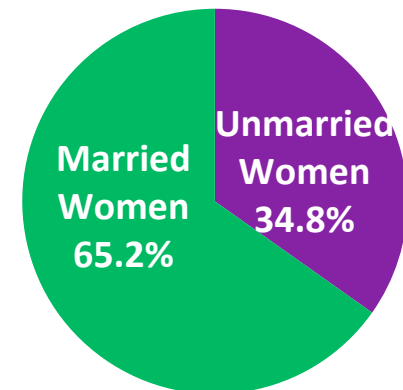
Voter Distribution of the Electorate



2012



2014





Iowa

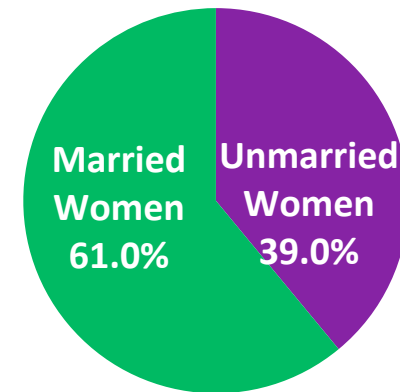


- **Unmarried Women drop-off: 29.1%**
 - Est. 93,000 votes
- **Married Women drop-off: 21.1%**
 - Est. 105,000 votes

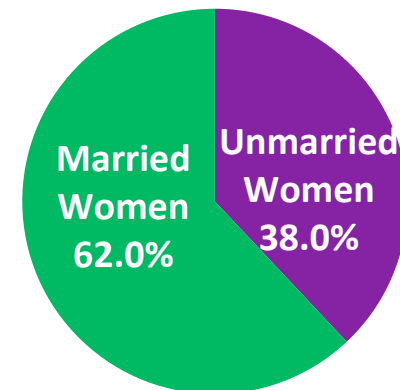
Unmarried Women population: 23%

Voter Distribution of the Electorate

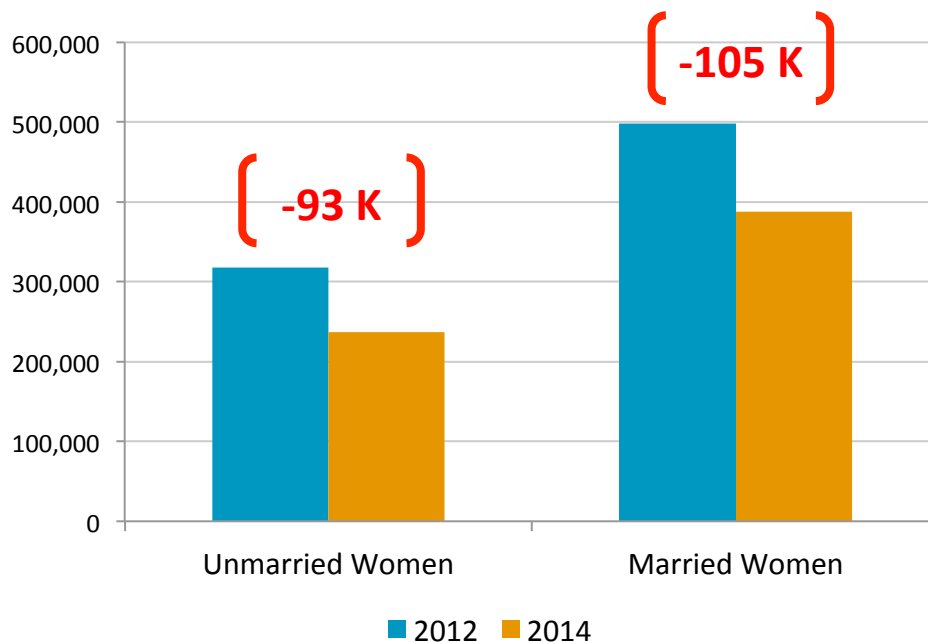
2012



2014



Voter Turnout





Kansas

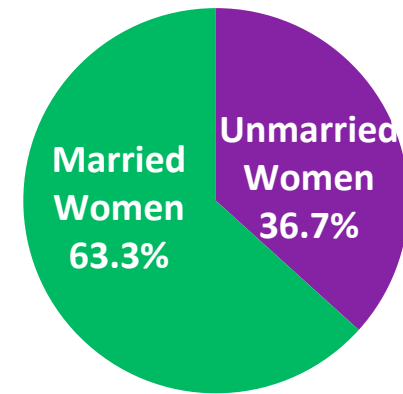


- **Unmarried Women drop-off: 32.2%**
 - Est. 81,000 votes
- **Married Women drop-off: 25.4%**
 - Est. 110,000 votes

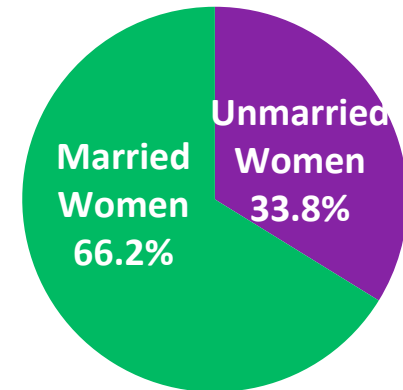
Unmarried Women population: 23%

Voter Distribution of the Electorate

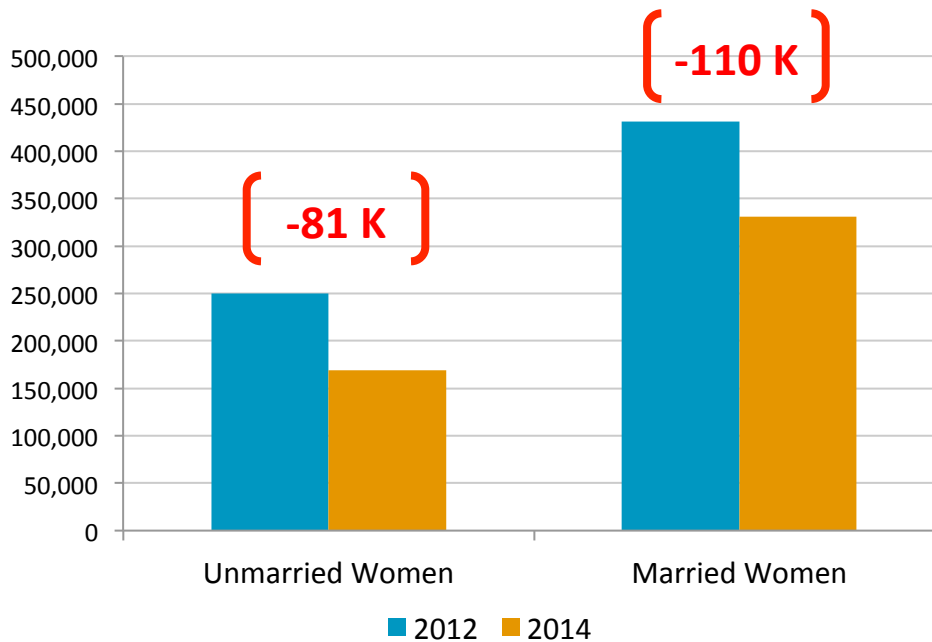
2012



2014



Voter Turnout





Kentucky

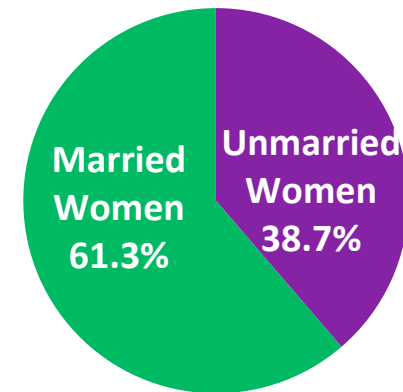


- **Unmarried Women drop-off: 34.4%**
 - Est. 140,000 votes
- **Married Women drop-off: 21.9%**
 - Est. 141,000 votes

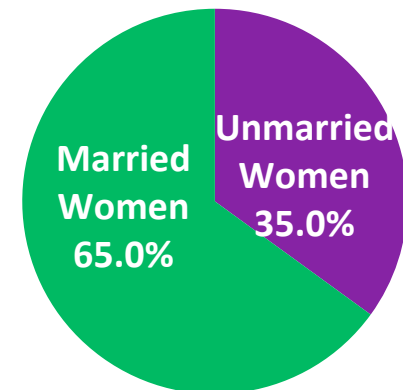
Unmarried Women population: 23%

Voter Distribution of the Electorate

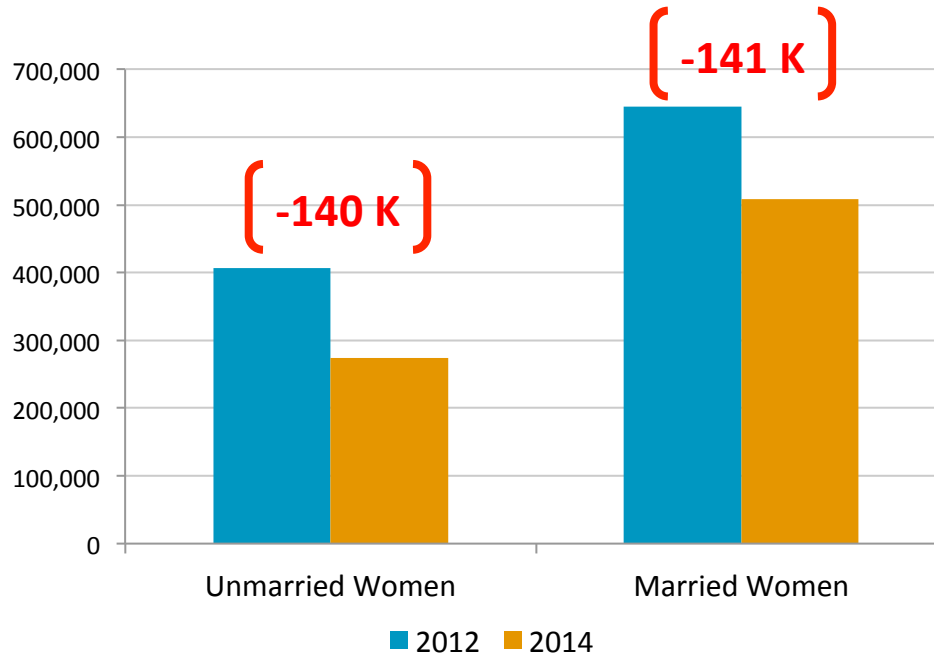
2012



2014



Voter Turnout





Louisiana

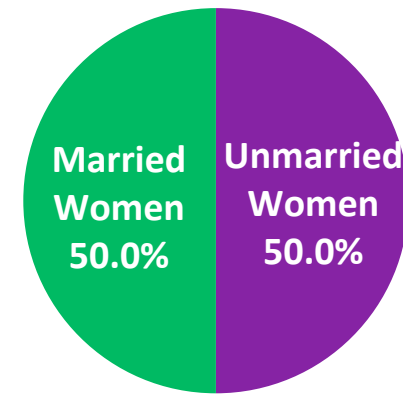


- **Unmarried Women drop-off: 43.0%**
 - Est. 262,000 votes
- **Married Women drop-off: 23.8%**
 - Est. 145,000 votes

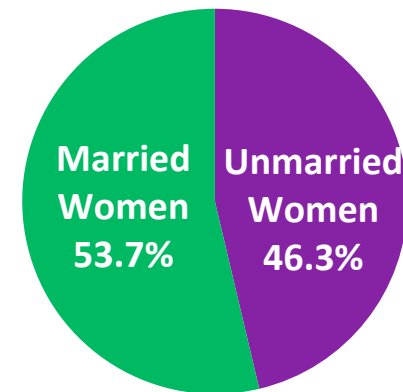
Unmarried Women population: 28%

Voter Distribution of the Electorate

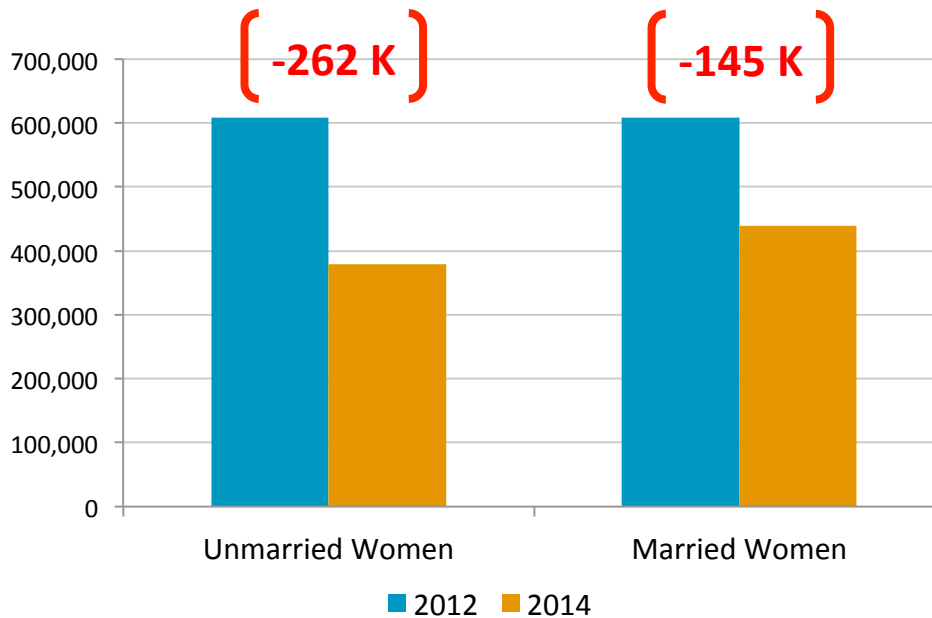
2012



2014



Voter Turnout





Maine

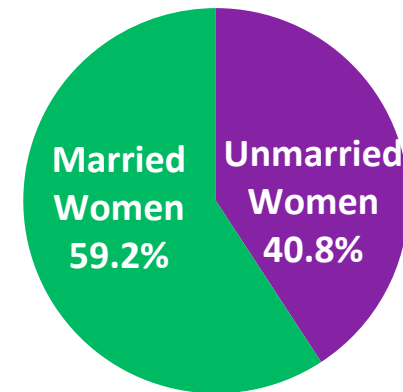


- **Unmarried Women drop-off: 22.5%**
 - Est. 34,000 votes
- **Married Women drop-off: 13.1%**
 - Est. 28,000 votes

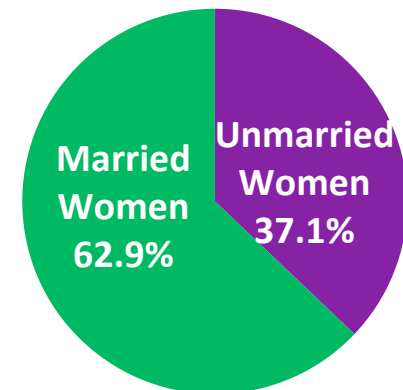
Unmarried Women population: 24%

Voter Distribution of the Electorate

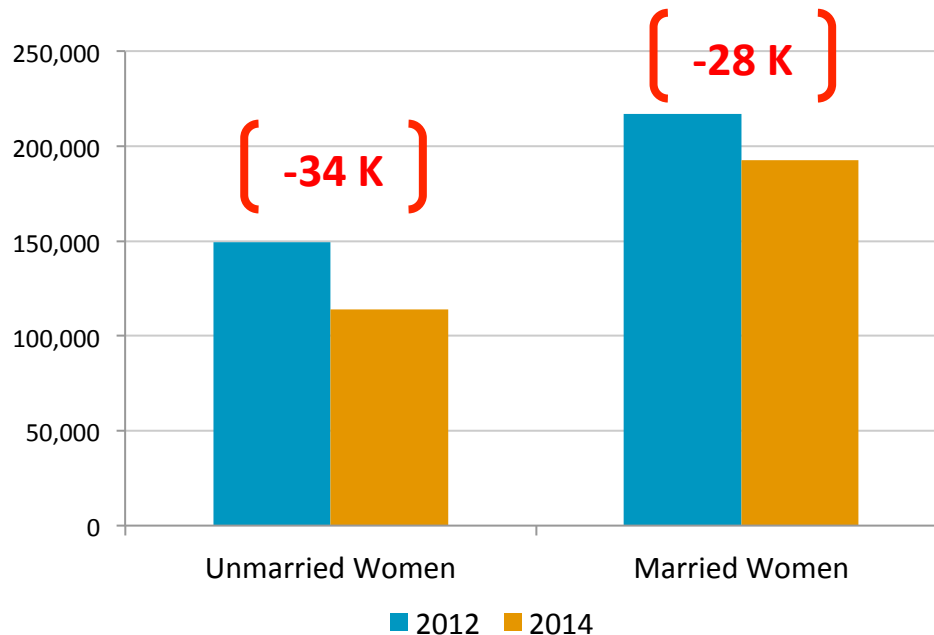
2012



2014



Voter Turnout





Maryland

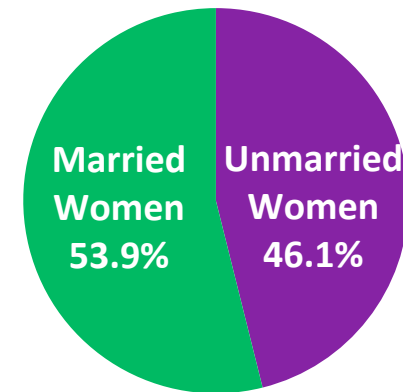


- **Unmarried Women drop-off: 26.4%**
 - Est. 173,000 votes
- **Married Women drop-off: 19.6%**
 - Est. 150,000 votes

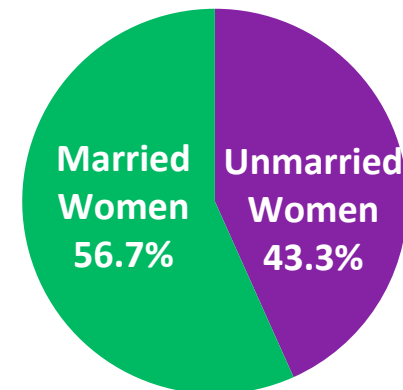
Unmarried Women population: 27%

Voter Distribution of the Electorate

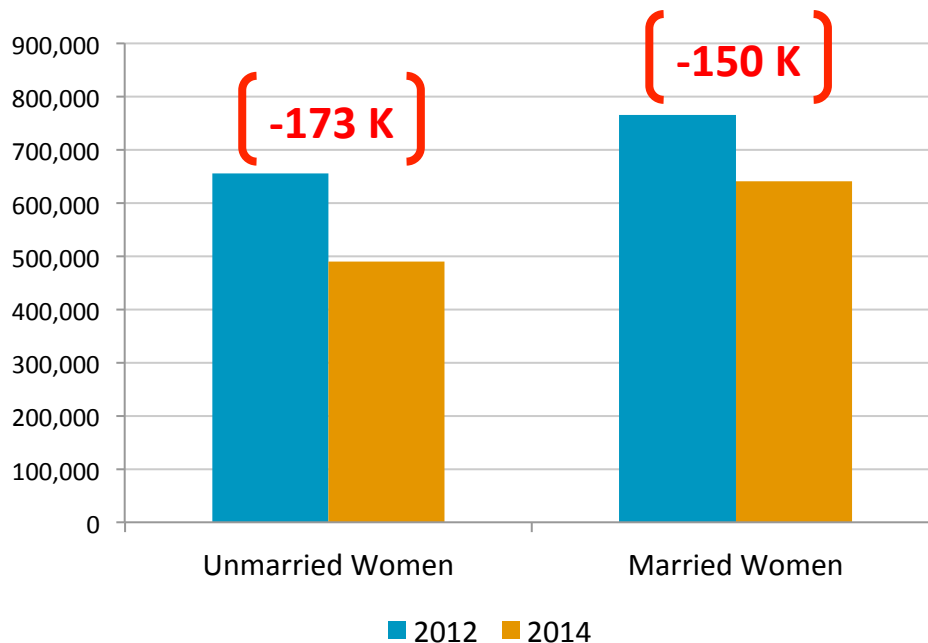
2012



2014



Voter Turnout





Massachusetts

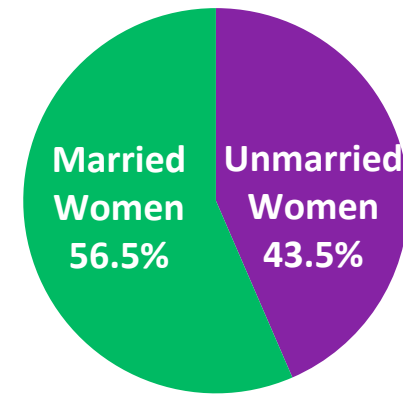


- **Unmarried Women drop-off: 25.7%**
 - Est. 202,000 votes
- **Married Women drop-off: 21.8%**
 - Est. 222,000 votes

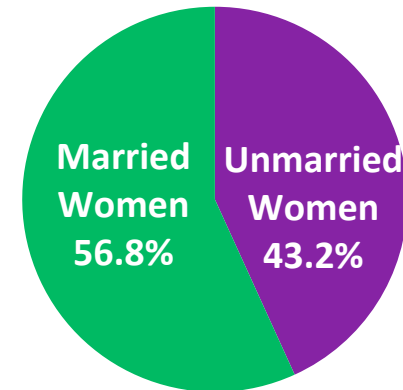
Unmarried Women population: 26%

Voter Distribution of the Electorate

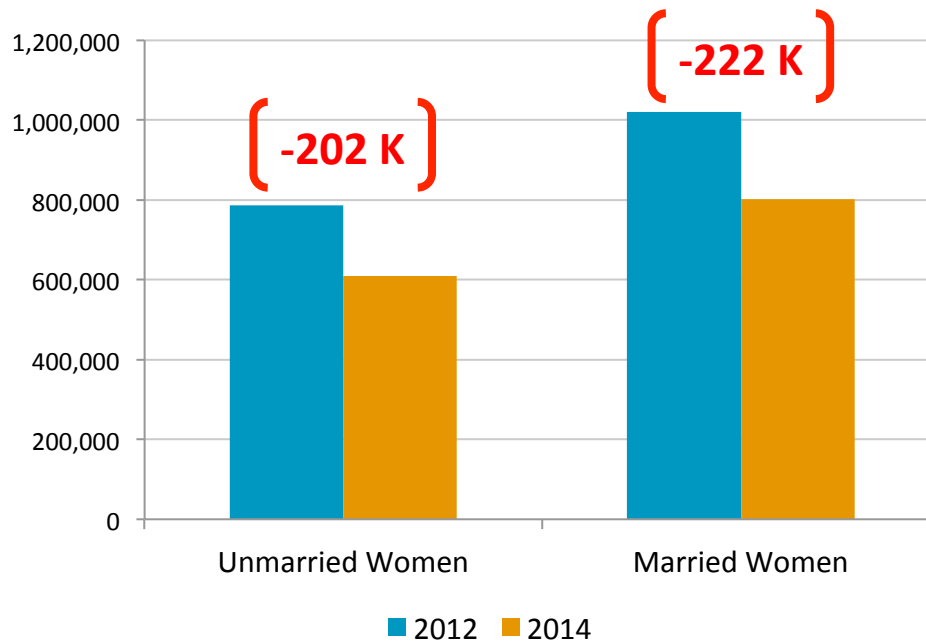
2012



2014



Voter Turnout





Michigan

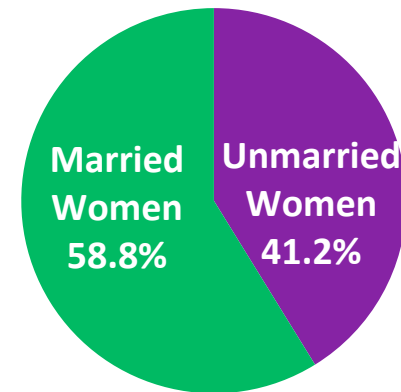


- **Unmarried Women drop-off: 27.8%**
 - Est. 294,000 votes
- **Married Women drop-off: 18.8%**
 - Est. 282,000 votes

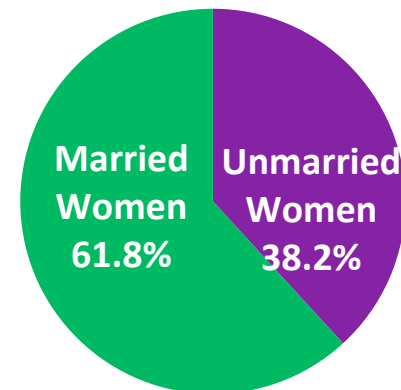
Unmarried Women population: 24%

Voter Distribution of the Electorate

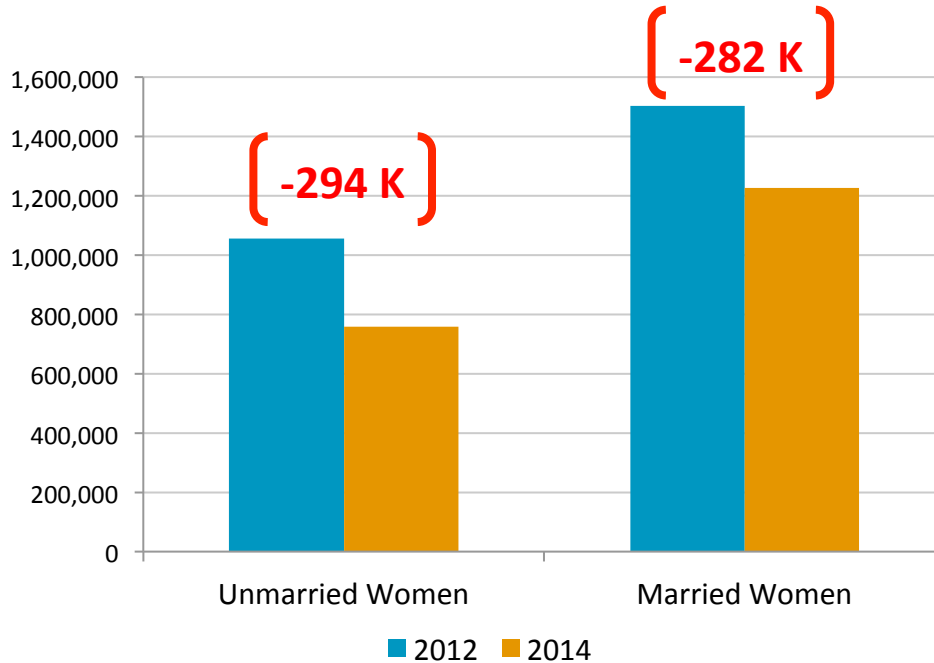
2012



2014



Voter Turnout





Minnesota

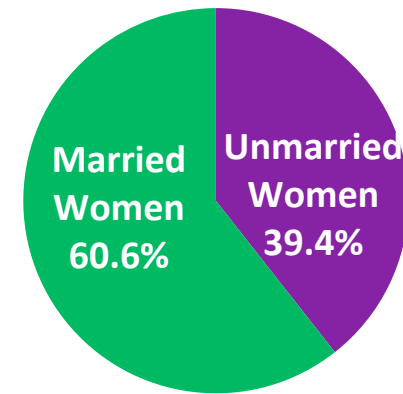


- **Unmarried Women drop-off: 23.4%**
 - Est. 137,000 votes
- **Married Women drop-off: 12.1%**
 - Est. 109,000 votes

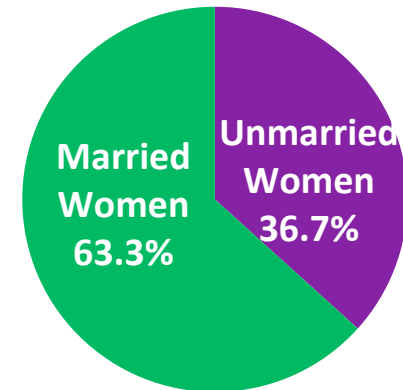
Unmarried Women population: 23%

Voter Distribution of the Electorate

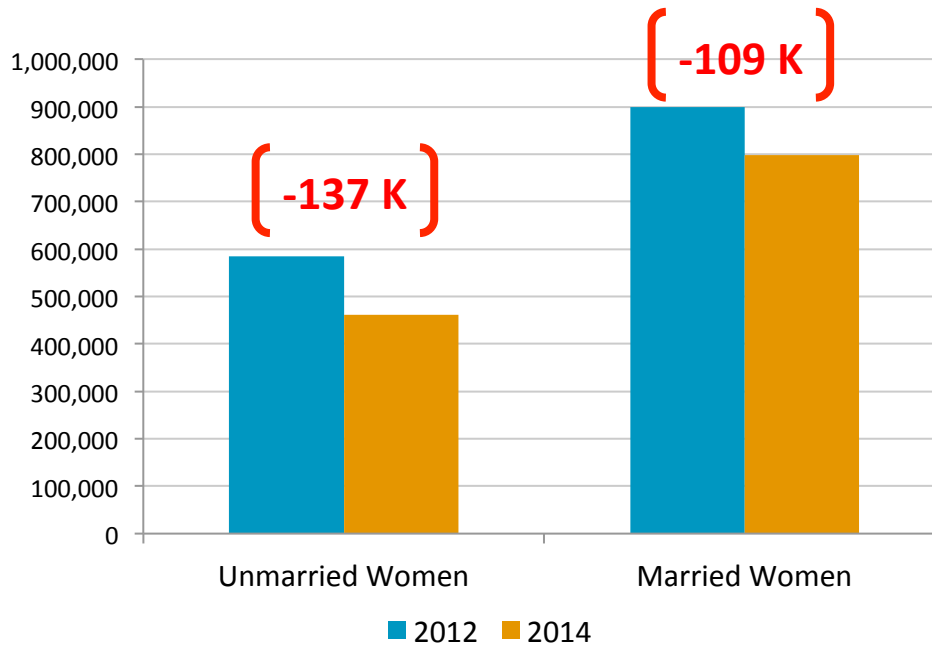
2012



2014



Voter Turnout





Mississippi

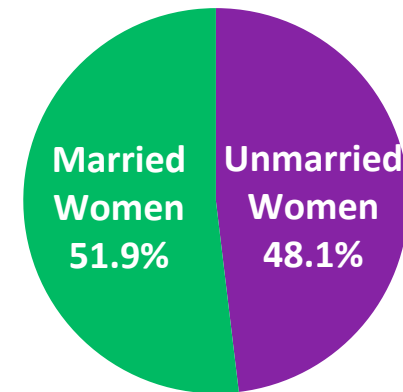


- **Unmarried Women drop-off: 42.1%**
 - Est. 178,000 votes
- **Married Women drop-off: 37.3%**
 - Est. 170,000 votes

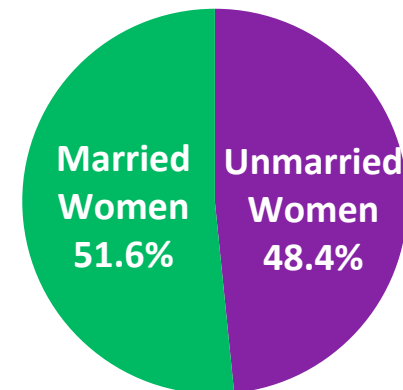
Unmarried Women population: 27%

Voter Distribution of the Electorate

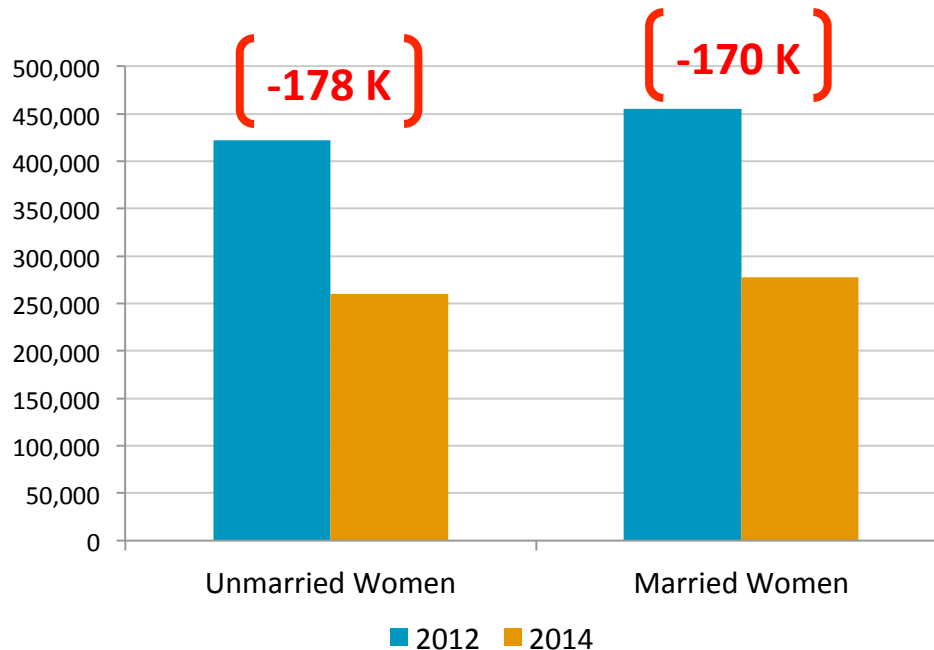
2012



2014



Voter Turnout





Missouri

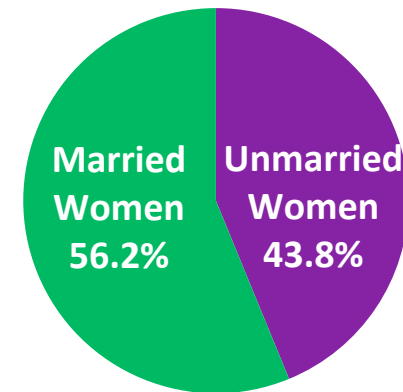


- **Unmarried Women drop-off: 27.3%**
 - Est. 179,000 votes
- **Married Women drop-off: 16.3%**
 - Est. 137,000 votes

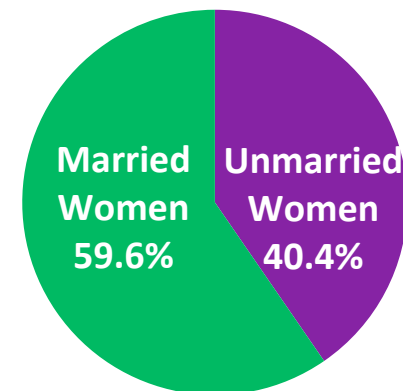
Unmarried Women population: 25%

Voter Distribution of the Electorate

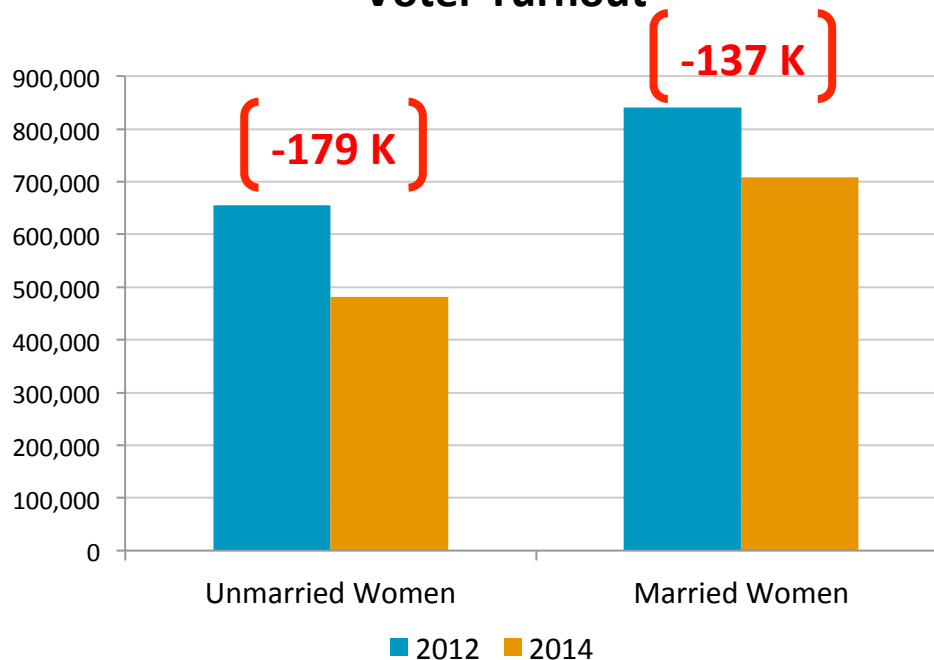
2012



2014



Voter Turnout





Montana

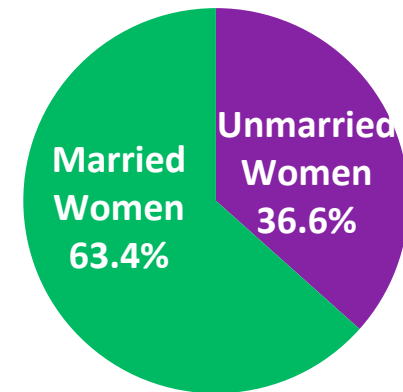


- **Unmarried Women drop-off: 25.2%**
 - Est. 24,000 votes
- **Married Women drop-off: 15.5%**
 - Est. 25,000 votes

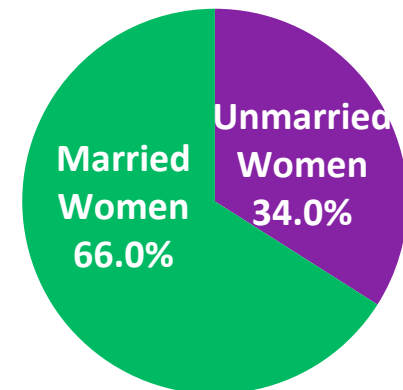
Unmarried Women population: 22%

Voter Distribution of the Electorate

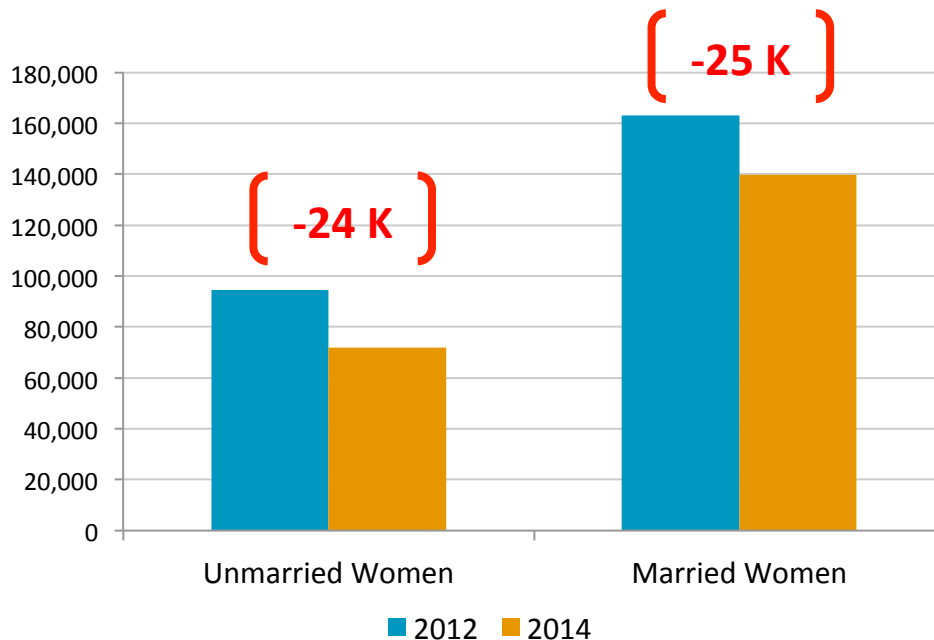
2012



2014



Voter Turnout





Nebraska

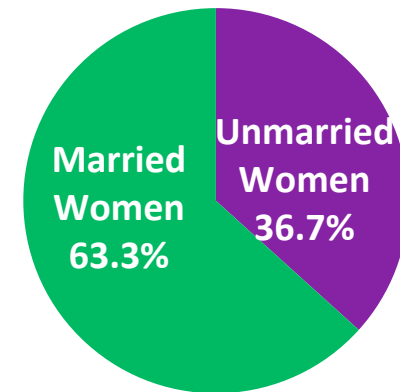


- **Unmarried Women drop-off: 36.4%**
 - Est. 55,000 votes
- **Married Women drop-off: 17.2%**
 - Est. 45,000 votes

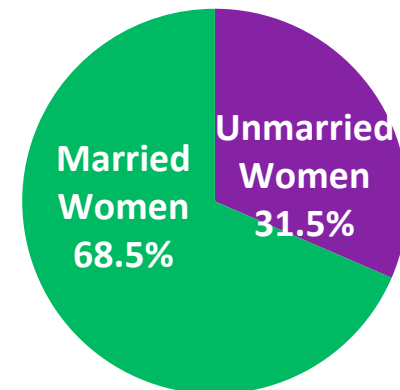
Unmarried Women population: 21%

Voter Distribution of the Electorate

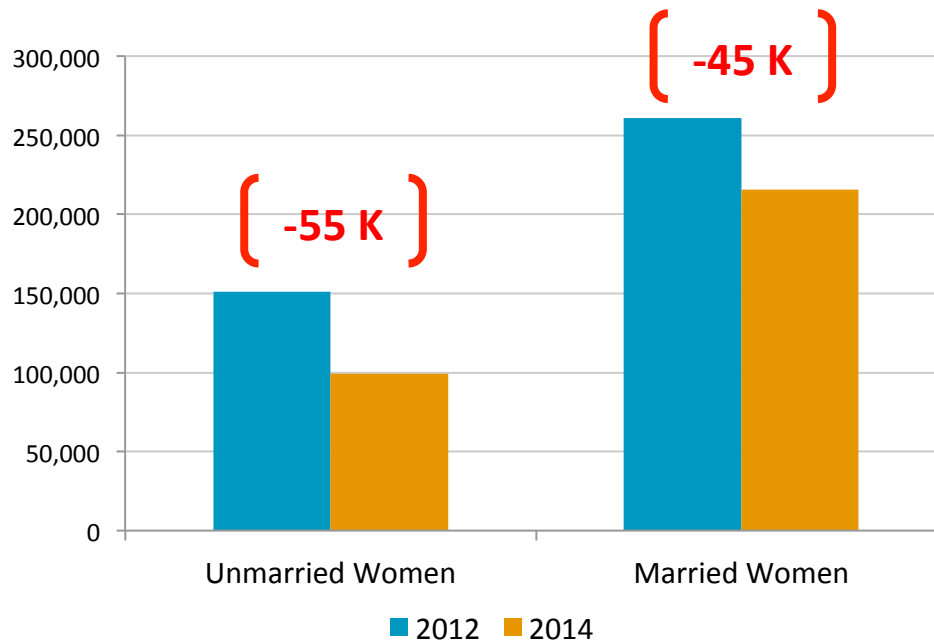
2012



2014



Voter Turnout





Nevada

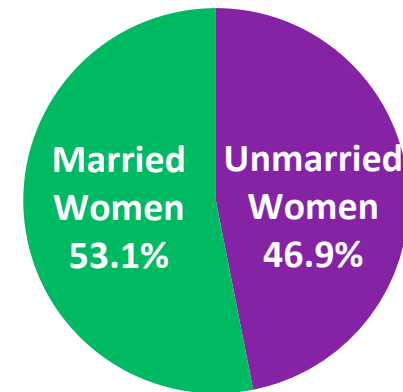


- **Unmarried Women drop-off: 35.8%**
 - Est. 90,000 votes
- **Married Women drop-off: 24.1%**
 - Est. 69,000 votes

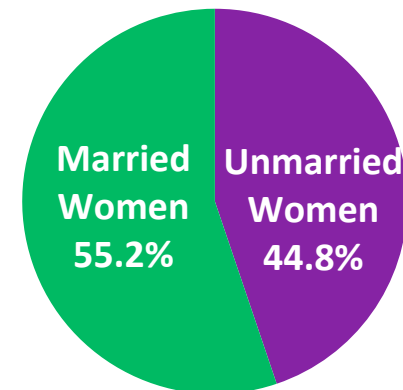
Unmarried Women population: 26%

Voter Distribution of the Electorate

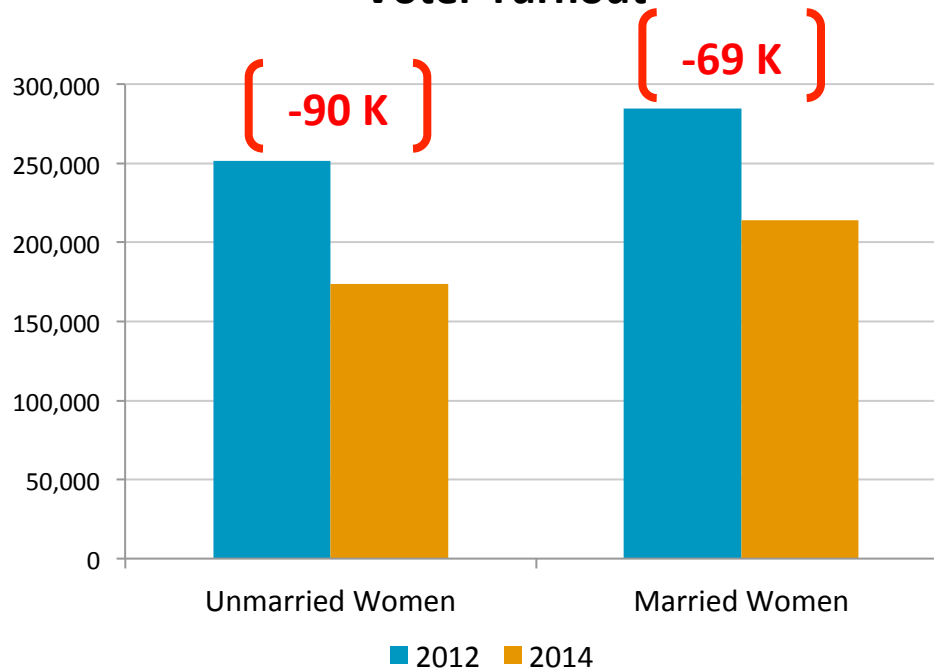
2012



2014



Voter Turnout





New Hampshire

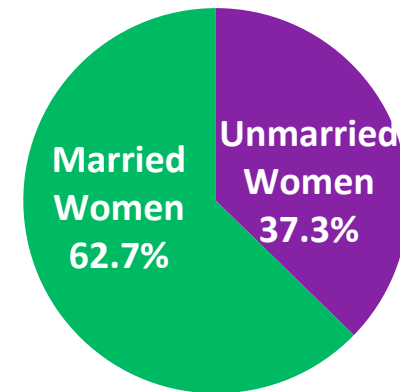


- **Unmarried Women drop-off: 38.9%**
 - Est. 53,000 votes
- **Married Women drop-off: 28.2%**
 - Est. 65,000 votes

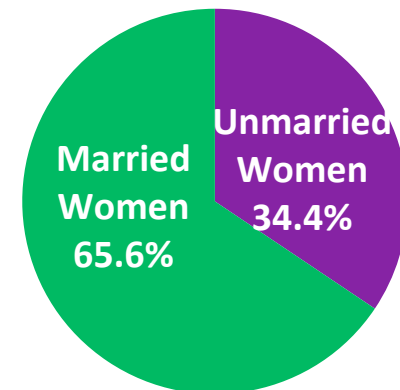
Unmarried Women population: 22%

Voter Distribution of the Electorate

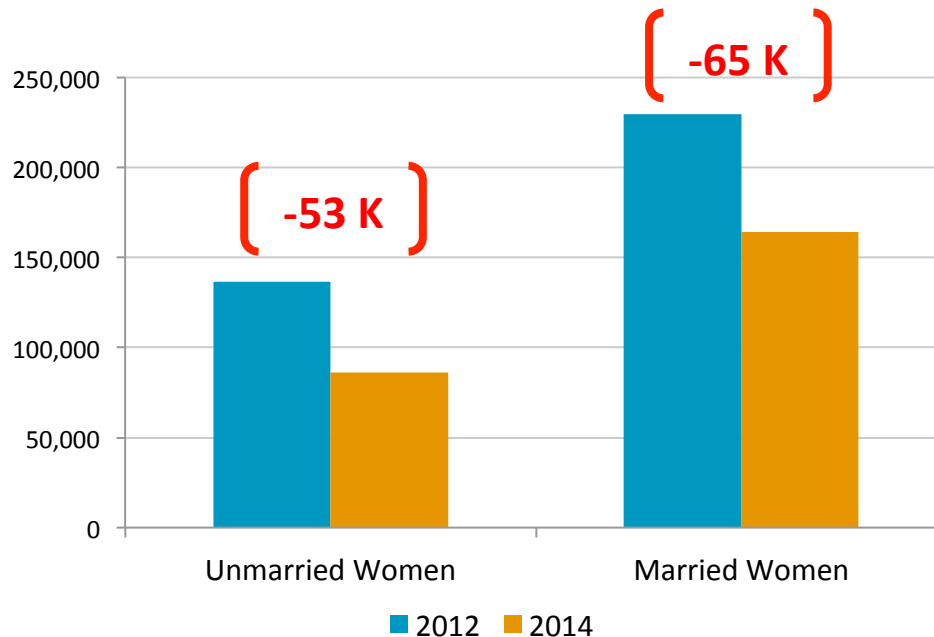
2012



2014



Voter Turnout





New Jersey

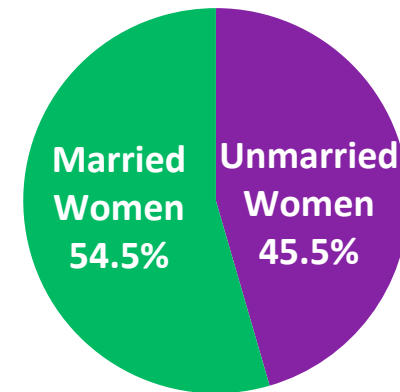


- **Unmarried Women drop-off: 37.5%**
 - Est. 340,000 votes
- **Married Women drop-off: 27.7%**
 - Est. 301,000 votes

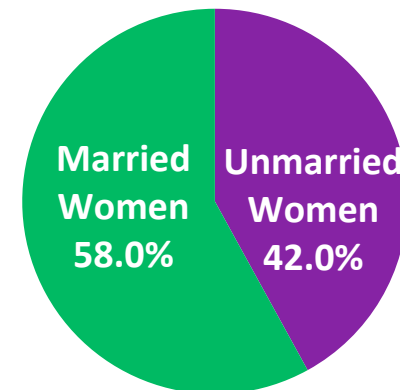
Unmarried Women population: 26%

Voter Distribution of the Electorate

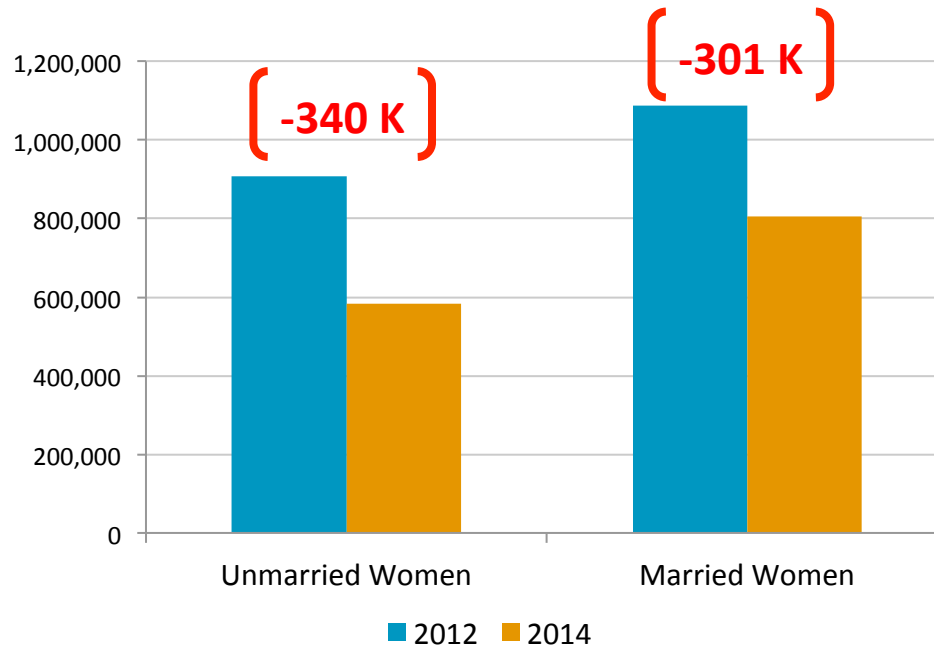
2012



2014



Voter Turnout





New Mexico

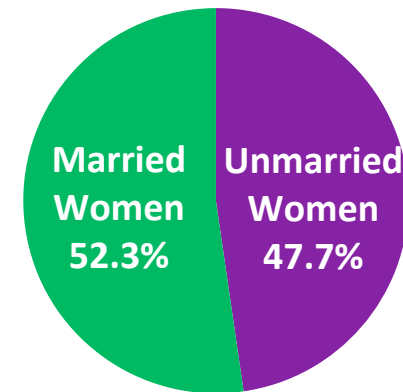


- **Unmarried Women drop-off: 30.7%**
 - Est. 69,000 votes
- **Married Women drop-off: 22.8%**
 - Est. 56,000 votes

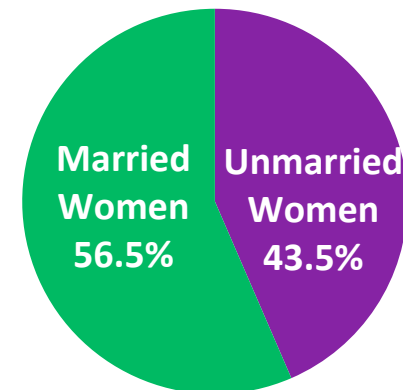
Unmarried Women population: 28%

Voter Distribution of the Electorate

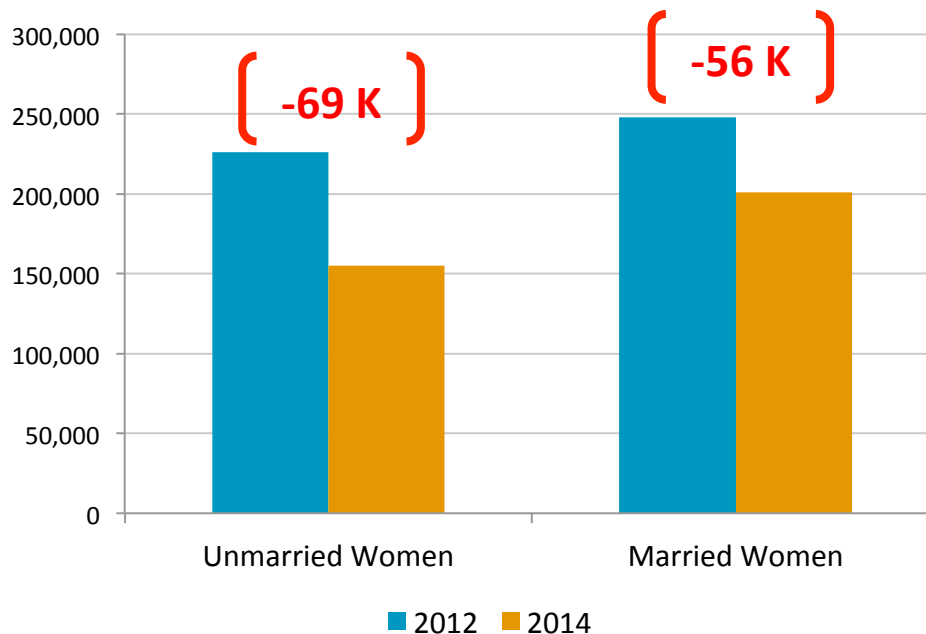
2012



2014



Voter Turnout





New York

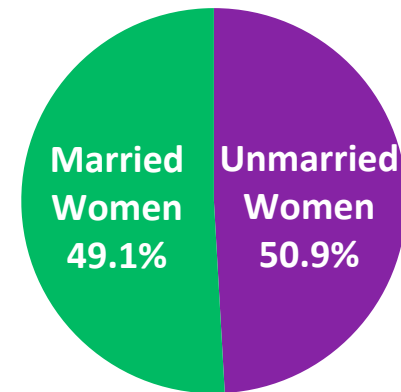


- **Unmarried Women drop-off: 34.6%**
 - Est. 735,000 votes
- **Married Women drop-off: 22.0%**
 - Est. 450,000 votes

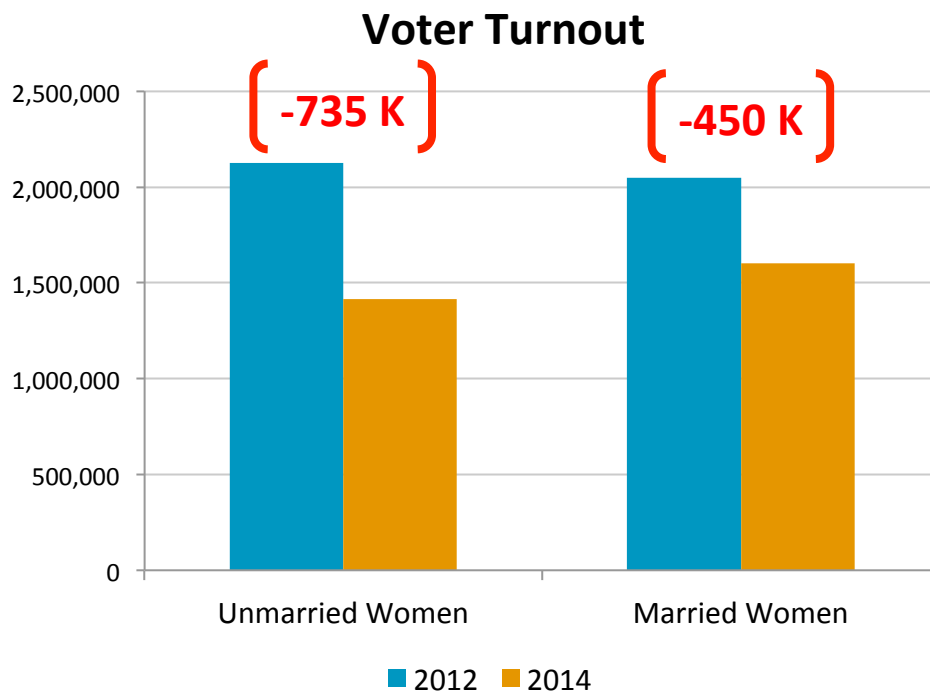
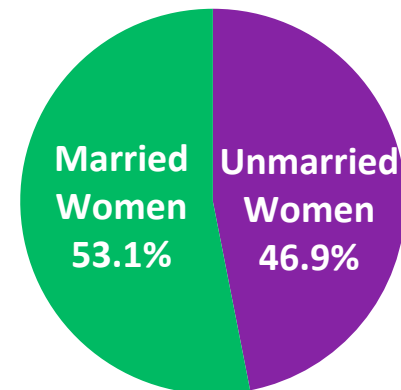
Unmarried Women population: 29%

Voter Distribution of the Electorate

2012



2014





North Carolina

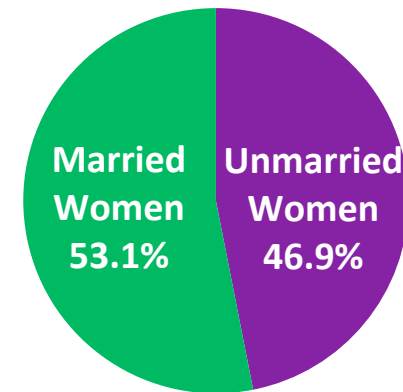


- **Unmarried Women drop-off: 47.0%**
 - Est. 556,000 votes
- **Married Women drop-off: 31.4%**
 - Est. 421,000 votes

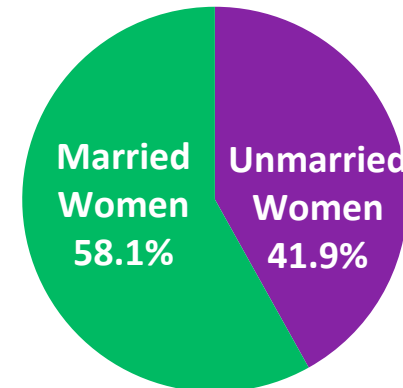
Unmarried Women population: 27%

Voter Distribution of the Electorate

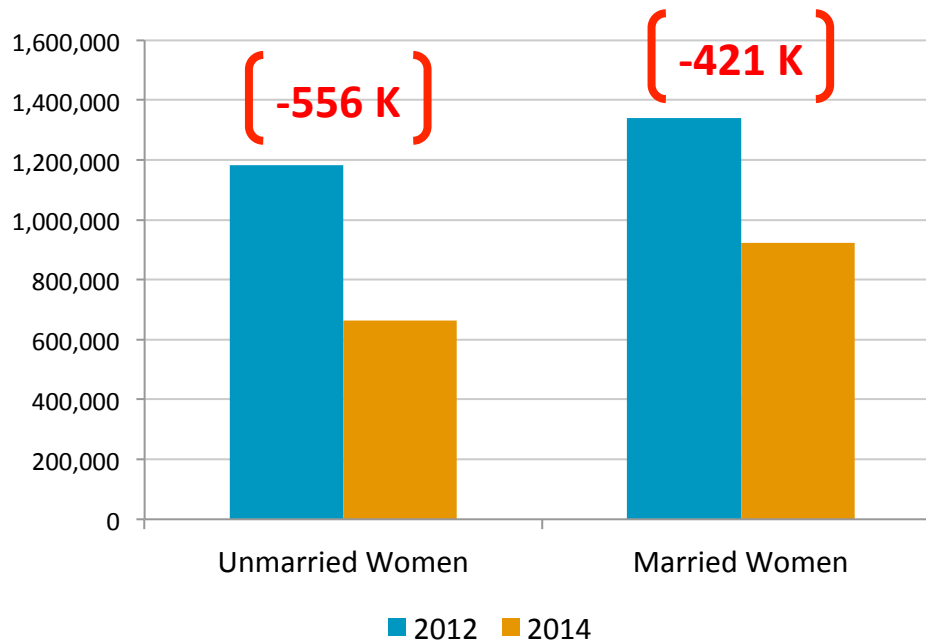
2012



2014



Voter Turnout





North Dakota

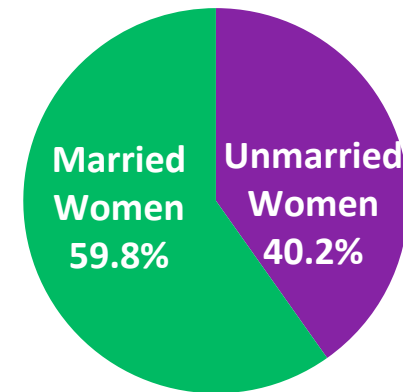


- **Unmarried Women drop-off: 22.4%**
 - Est. 15,000 votes
- **Married Women drop-off: 4.4%**
 - Est. 4,000 votes

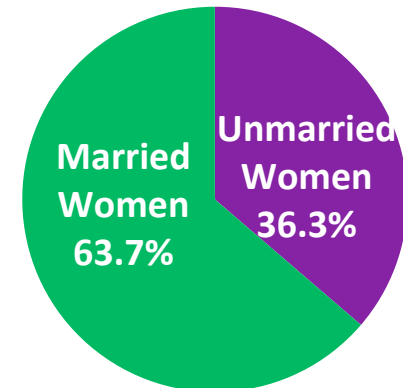
Unmarried Women population: 22%

Voter Distribution of the Electorate

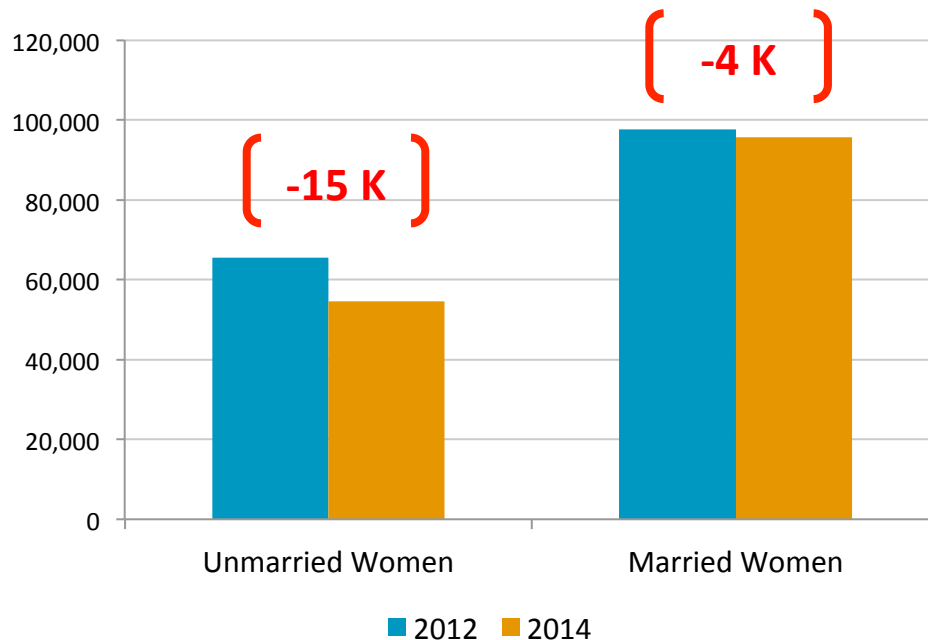
2012



2014



Voter Turnout





Ohio

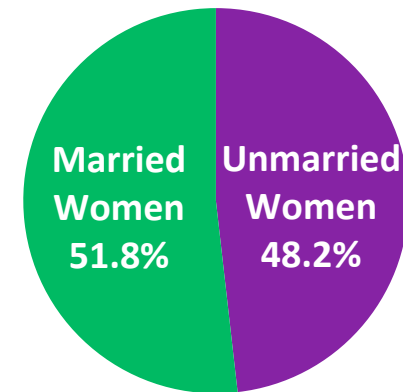


- **Unmarried Women drop-off: 36.5%**
 - Est. 516,000 votes
- **Married Women drop-off: 20.8%**
 - Est. 316,000 votes

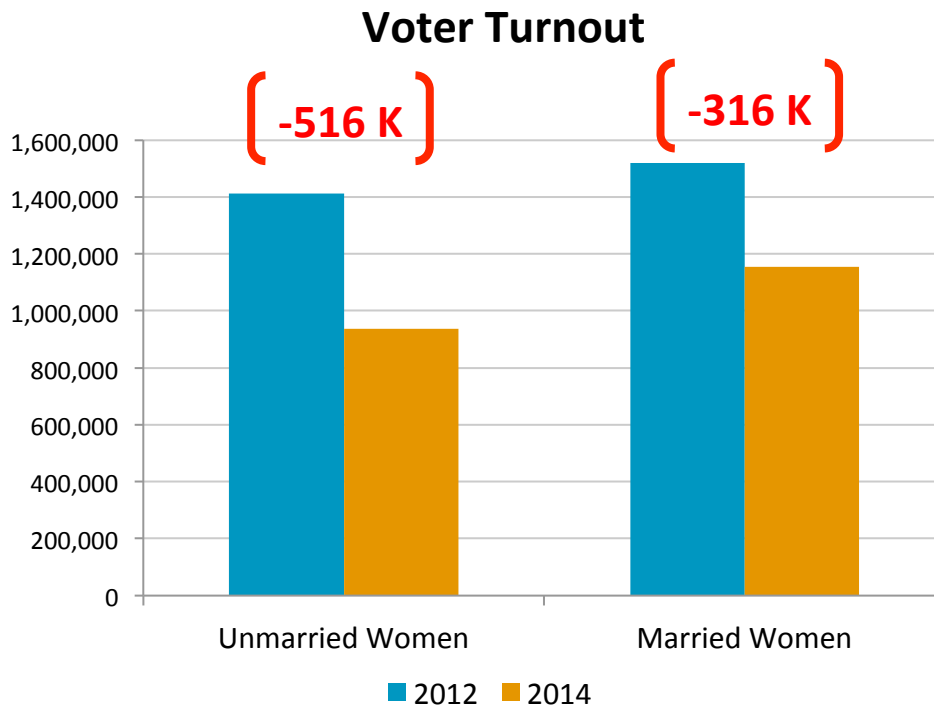
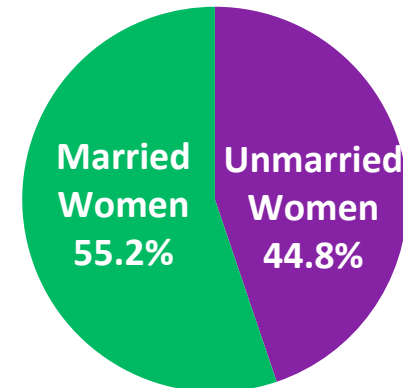
Unmarried Women population: 27%

Voter Distribution of the Electorate

2012



2014





Oklahoma

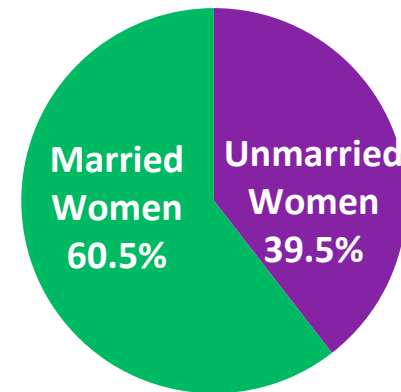


- **Unmarried Women drop-off: 32.2%**
 - Est. 99,000 votes
- **Married Women drop-off: 10.3%**
 - Est. 48,000 votes

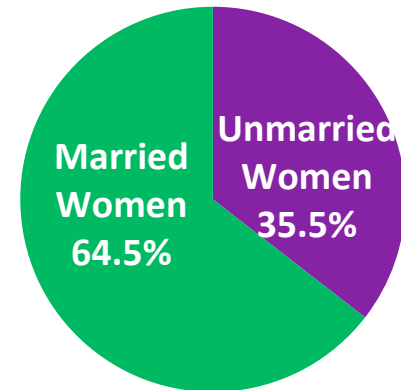
Unmarried Women population: 24%

Voter Distribution of the Electorate

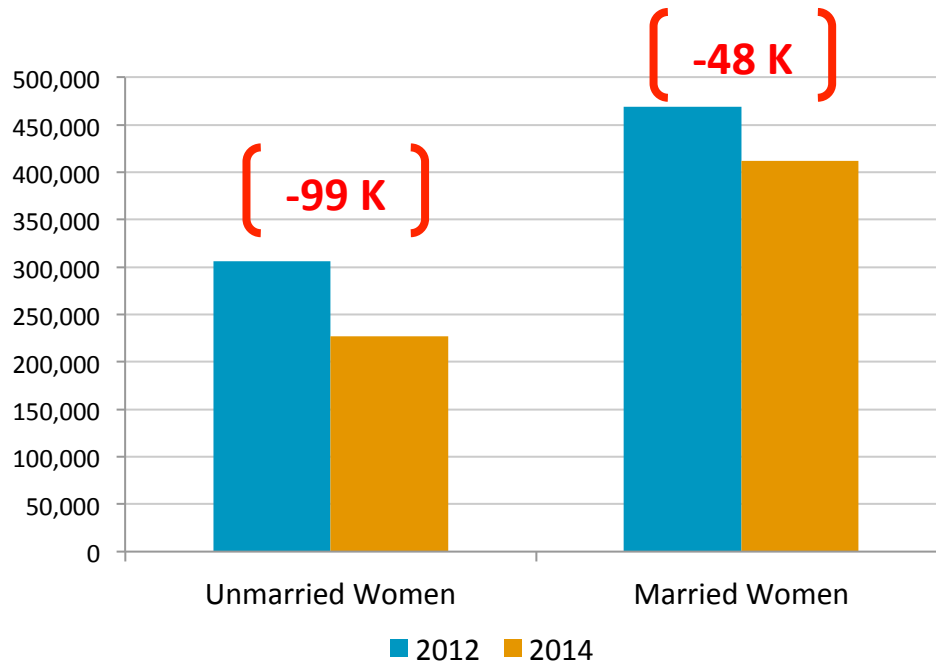
2012



2014



Voter Turnout





Oregon

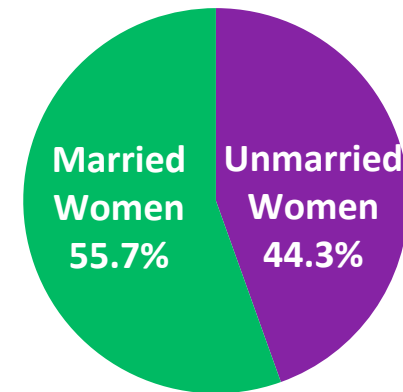


- **Unmarried Women drop-off: 28.2%**
 - Est. 126,000 votes
- **Married Women drop-off: 7.8%**
 - Est. 44,000 votes

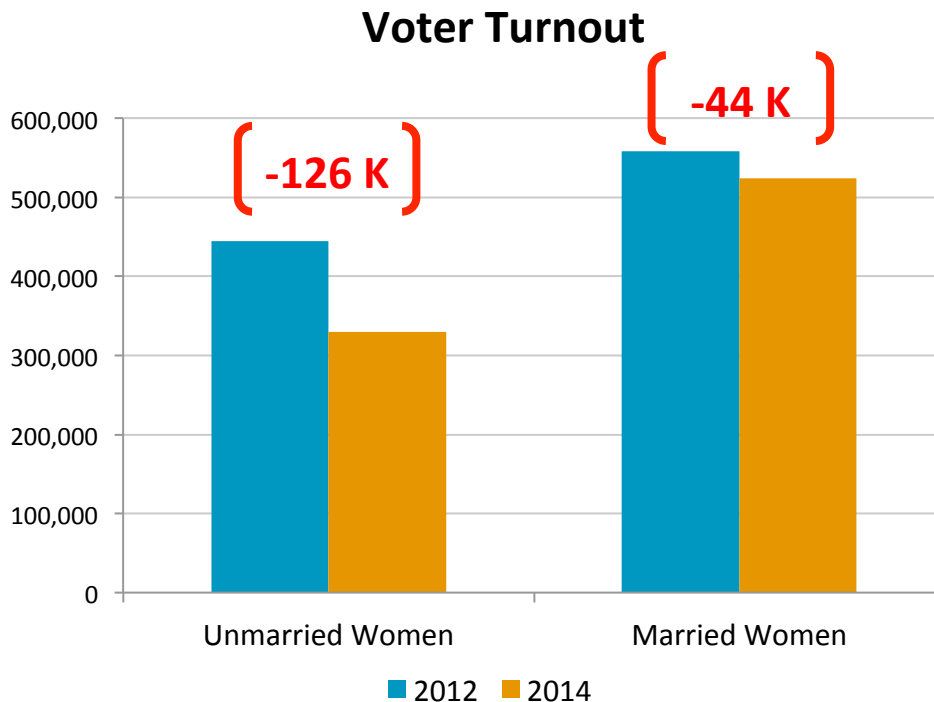
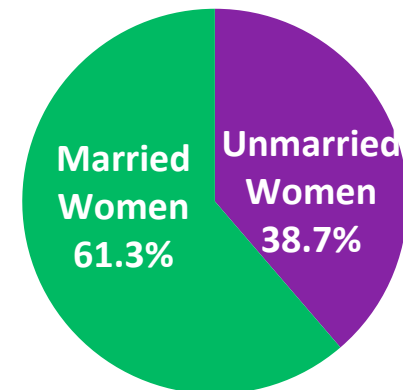
Unmarried Women population: 24%

Voter Distribution of the Electorate

2012



2014





Pennsylvania

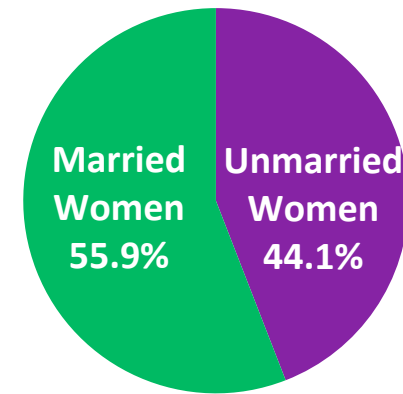


- **Unmarried Women drop-off: 38.5%**
 - Est. 524,000 votes
- **Married Women drop-off: 21.6%**
 - Est. 373,000 votes

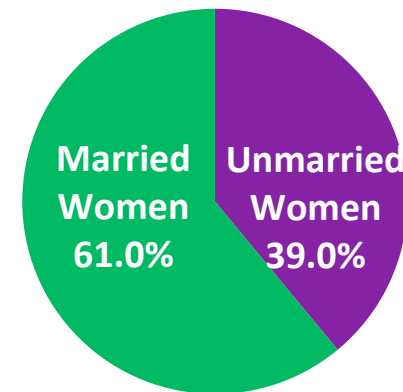
Unmarried Women population: 25%

Voter Distribution of the Electorate

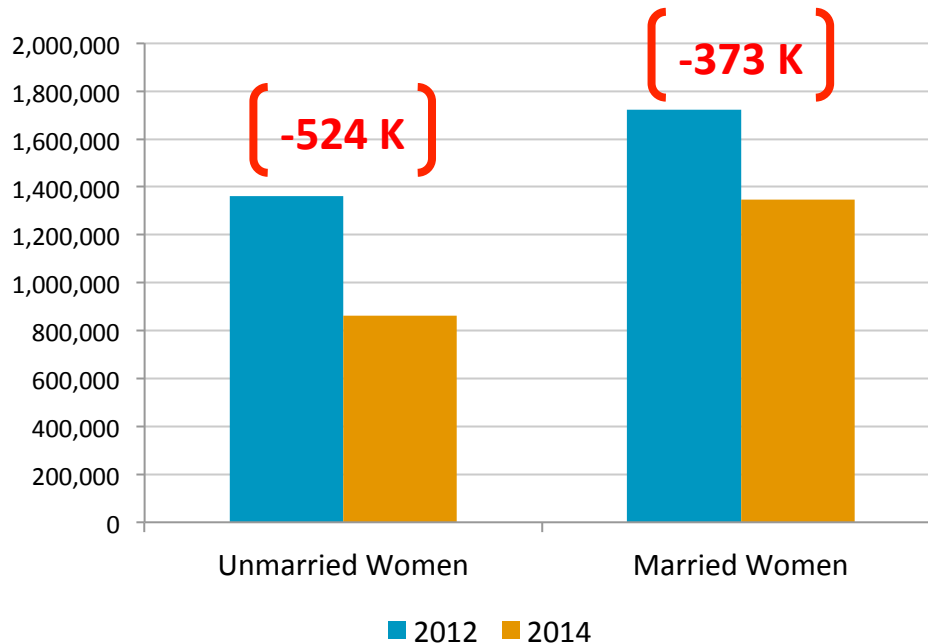
2012



2014



Voter Turnout





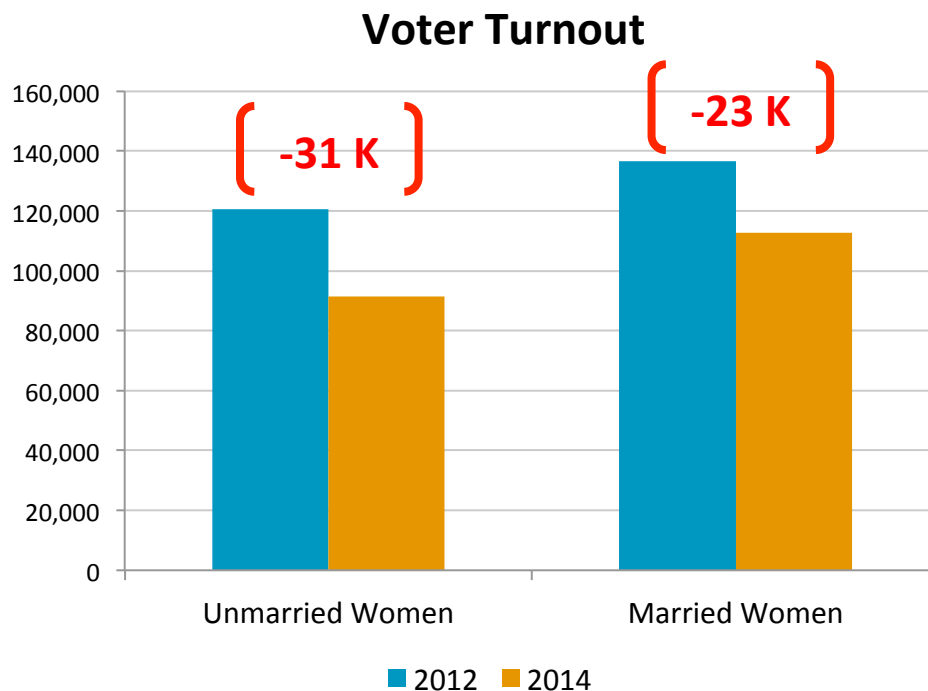
Rhode Island



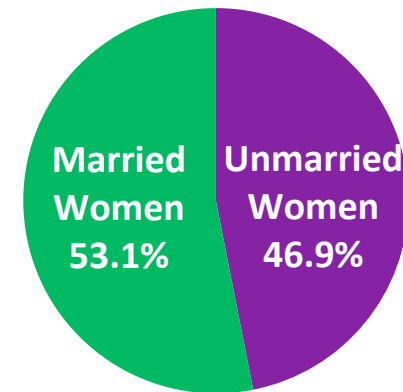
- **Unmarried Women drop-off: 25.9%**
 - Est. 31,000 votes
- **Married Women drop-off: 16.5%**
 - Est. 23,000 votes

Unmarried Women population: 28%

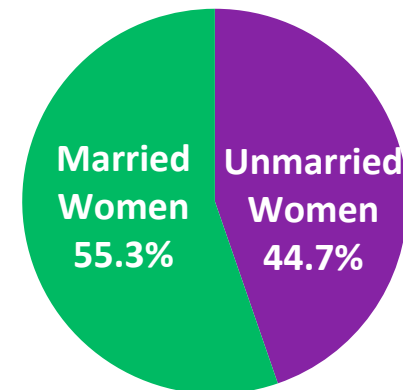
Voter Distribution of the Electorate



2012



2014





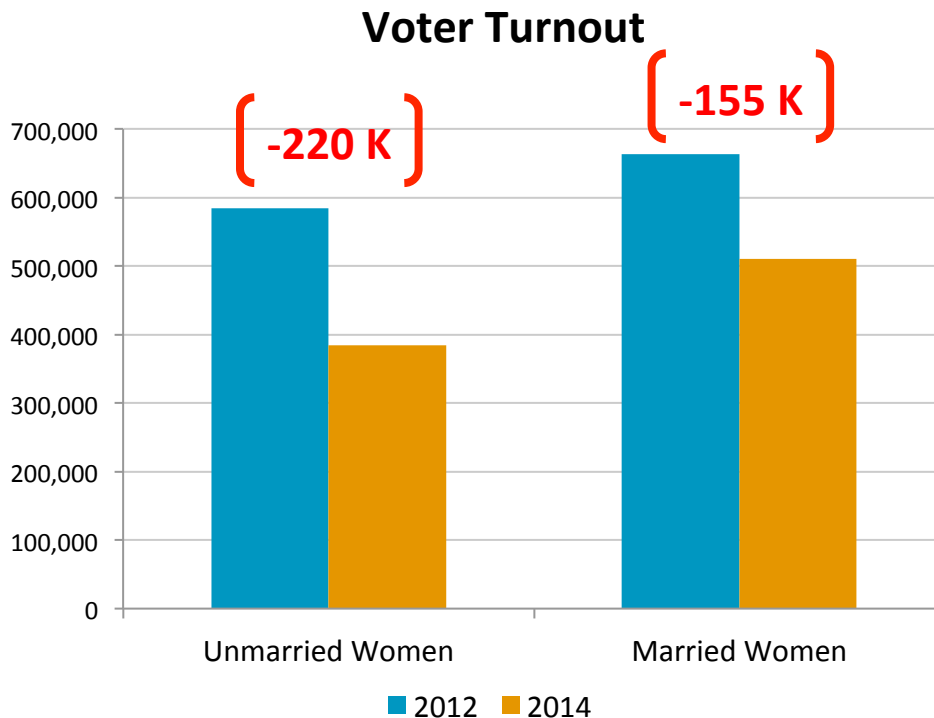
South Carolina



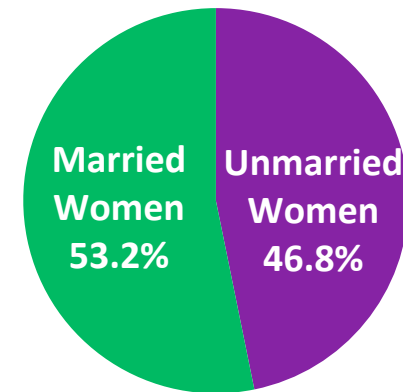
- **Unmarried Women drop-off: 37.6%**
 - Est. 220,000 votes
- **Married Women drop-off: 23.3%**
 - Est. 155,000 votes

Unmarried Women population: 27%

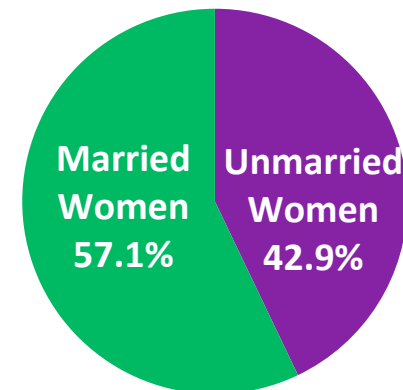
Voter Distribution of the Electorate



2012



2014





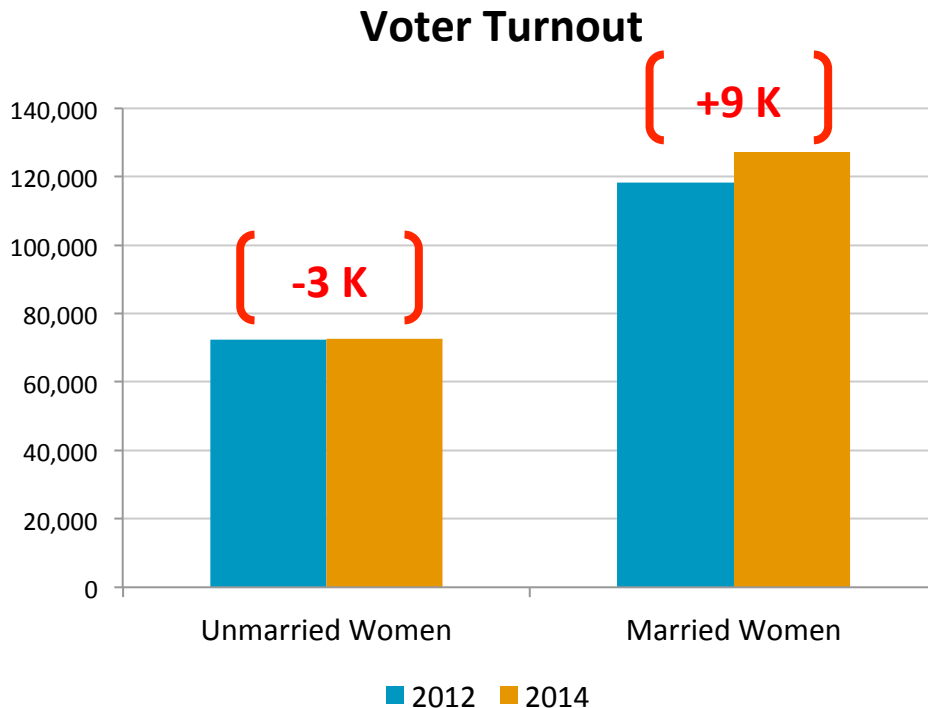
South Dakota*



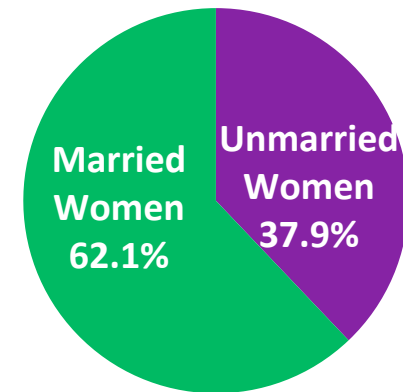
- **Unmarried Women drop-off: 4.8%**
 - Est. 3,000 votes
- **Married Women drop-off: +7.9%**
 - Est. +9,000 votes

Unmarried Women population: 22%

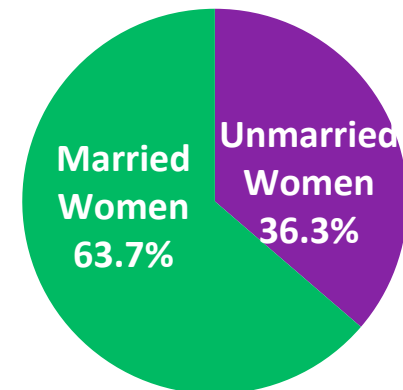
Voter Distribution of the Electorate



2012



2014





Tennessee

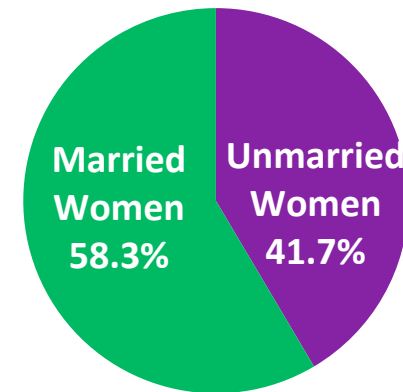


- **Unmarried Women drop-off: 30.4%**
 - Est. 182,000 votes
- **Married Women drop-off: 21.4%**
 - Est. 179,000 votes

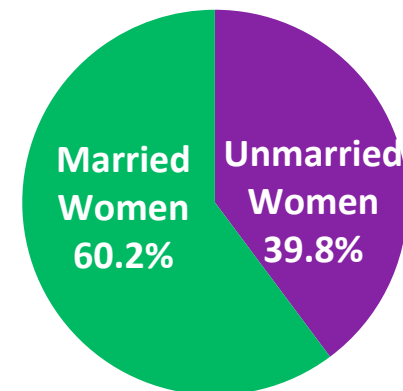
Unmarried Women population: 25%

Voter Distribution of the Electorate

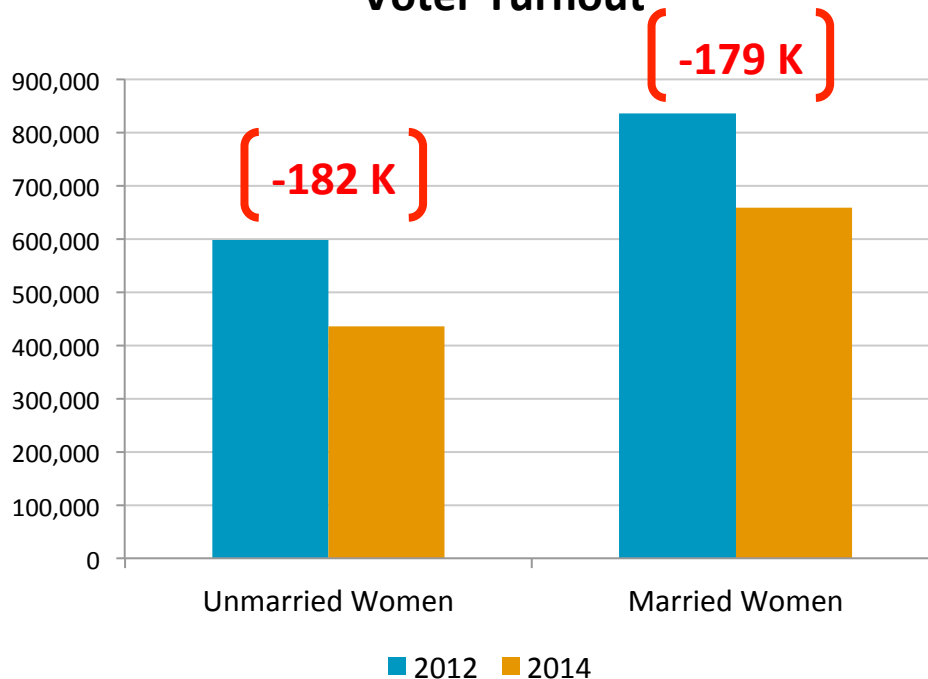
2012

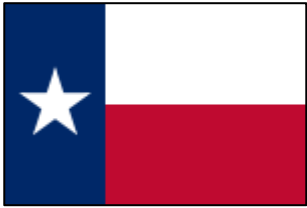


2014



Voter Turnout





Texas

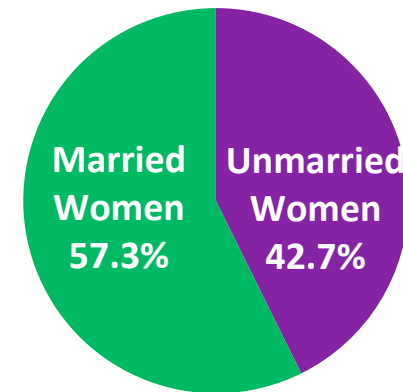


- **Unmarried Women drop-off: 35.4%**
 - Est. 713,000 votes
- **Married Women drop-off: 27.9%**
 - Est. 754,000 votes

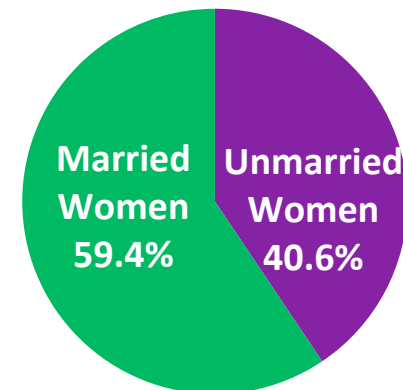
Unmarried Women population: 25%

Voter Distribution of the Electorate

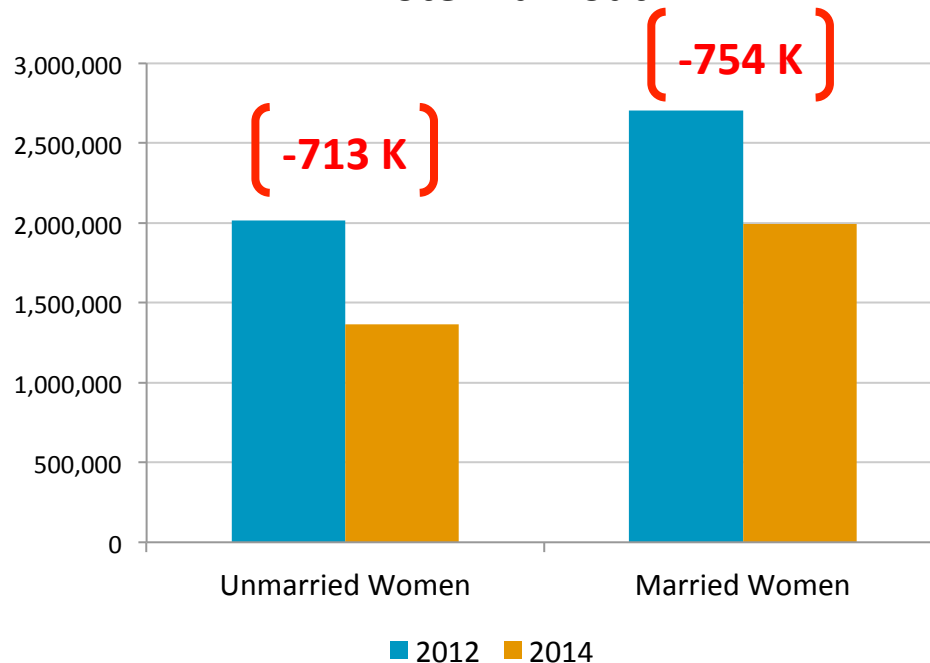
2012



2014



Voter Turnout





Utah

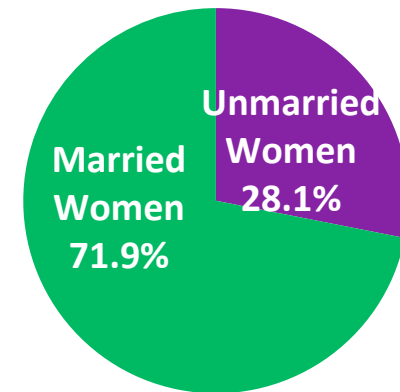


- **Unmarried Women drop-off: 34.4%**
 - Est. 51,000 votes
- **Married Women drop-off: 26.3%**
 - Est. 100,000 votes

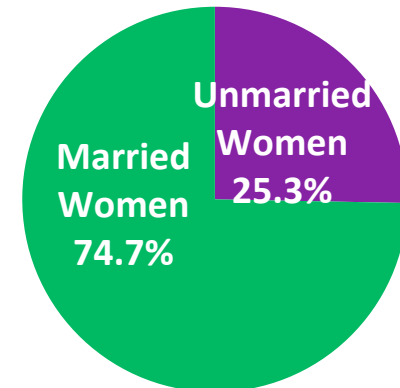
Unmarried Women population: 19%

Voter Distribution of the Electorate

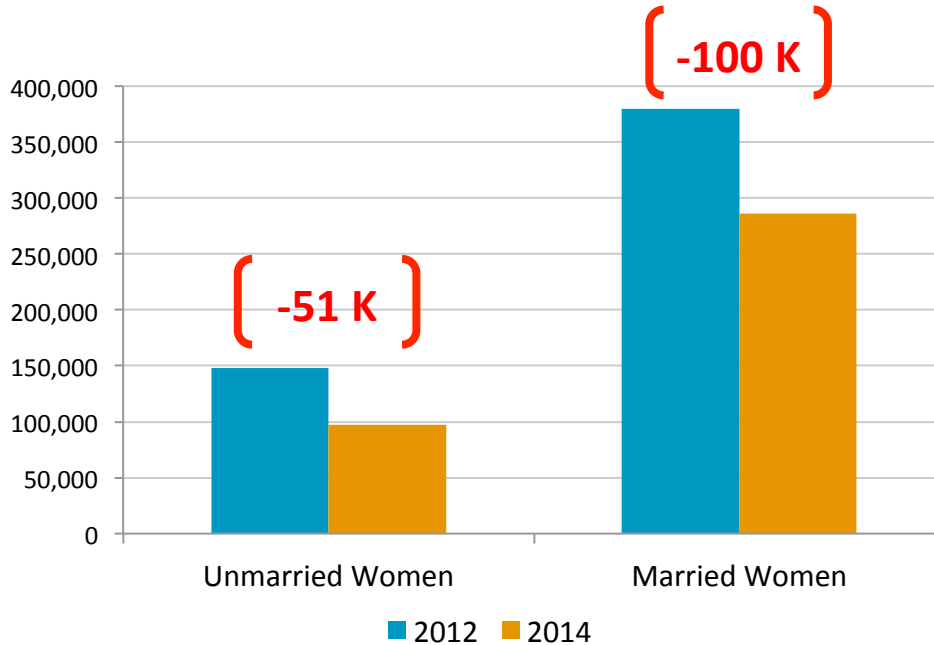
2012



2014



Voter Turnout





Vermont

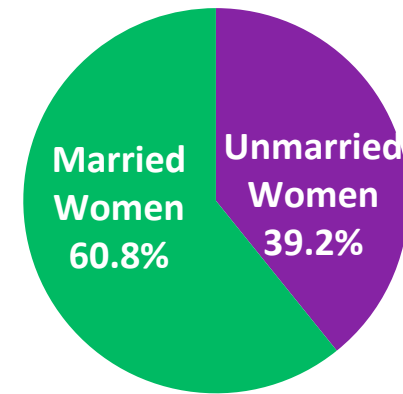


- **Unmarried Women drop-off: 18.8%**
 - Est. 12,000 votes
- **Married Women drop-off: 9.1%**
 - Est. 9,000 votes

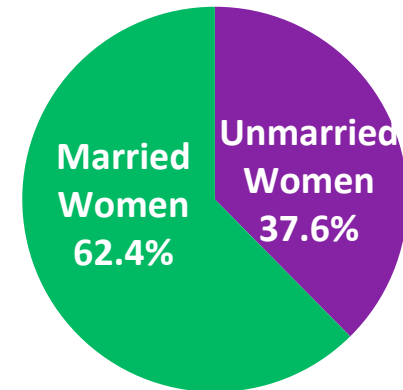
Unmarried Women population: 23%

Voter Distribution of the Electorate

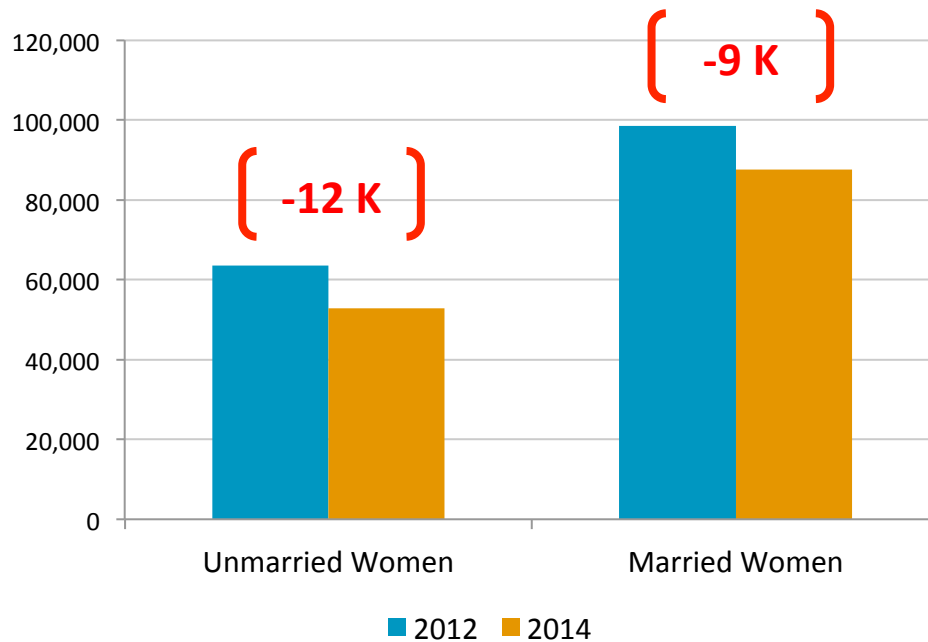
2012



2014



Voter Turnout





Virginia

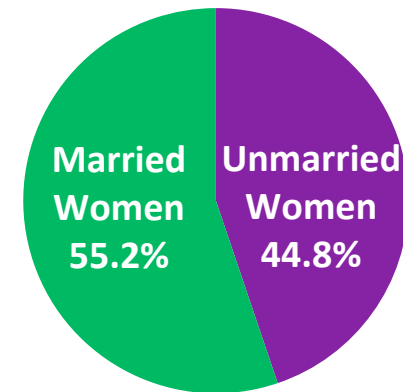


- **Unmarried Women drop-off: 48.8%**
 - Est. 452,000 votes
- **Married Women drop-off: 34.1%**
 - Est. 390,000 votes

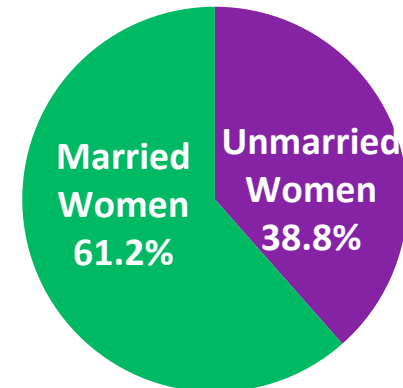
Unmarried Women population: 26%

Voter Distribution of the Electorate

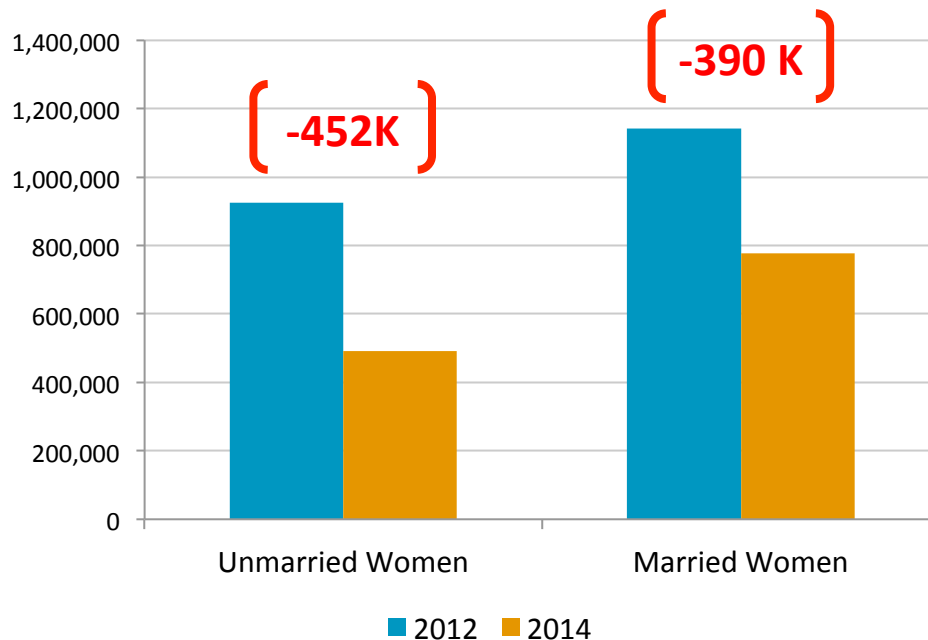
2012



2014



Voter Turnout





Washington

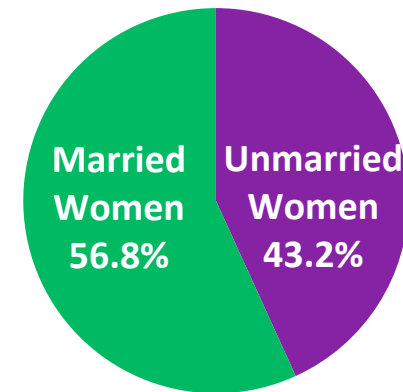


- **Unmarried Women drop-off: 26.3%**
 - Est. 191,000 votes
- **Married Women drop-off: 12.4%**
 - Est. 118,000 votes

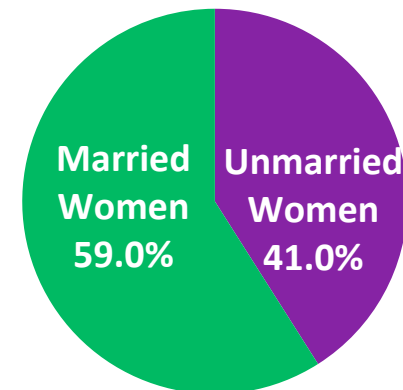
Unmarried Women population: 25%

Voter Distribution of the Electorate

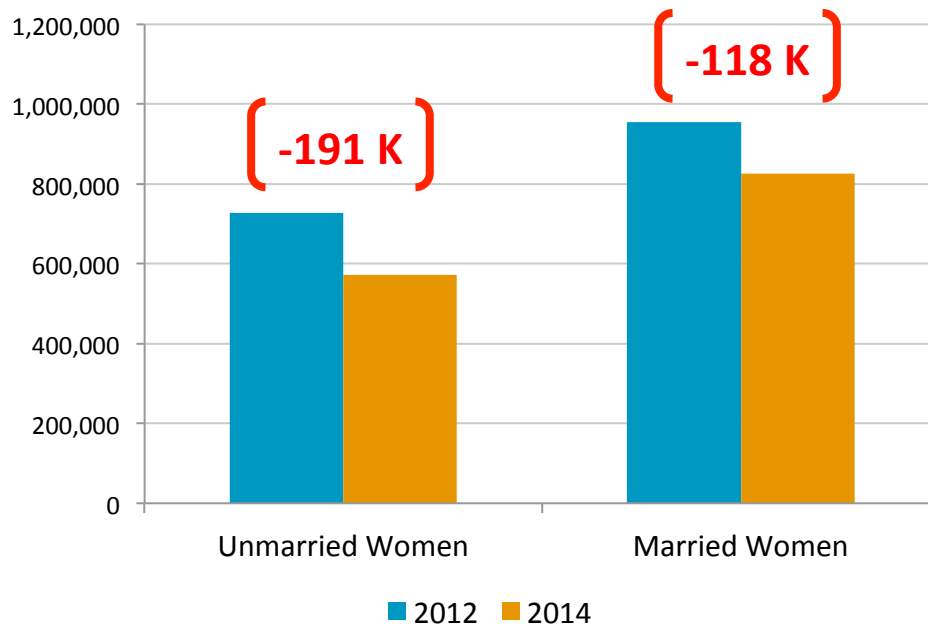
2012



2014



Voter Turnout





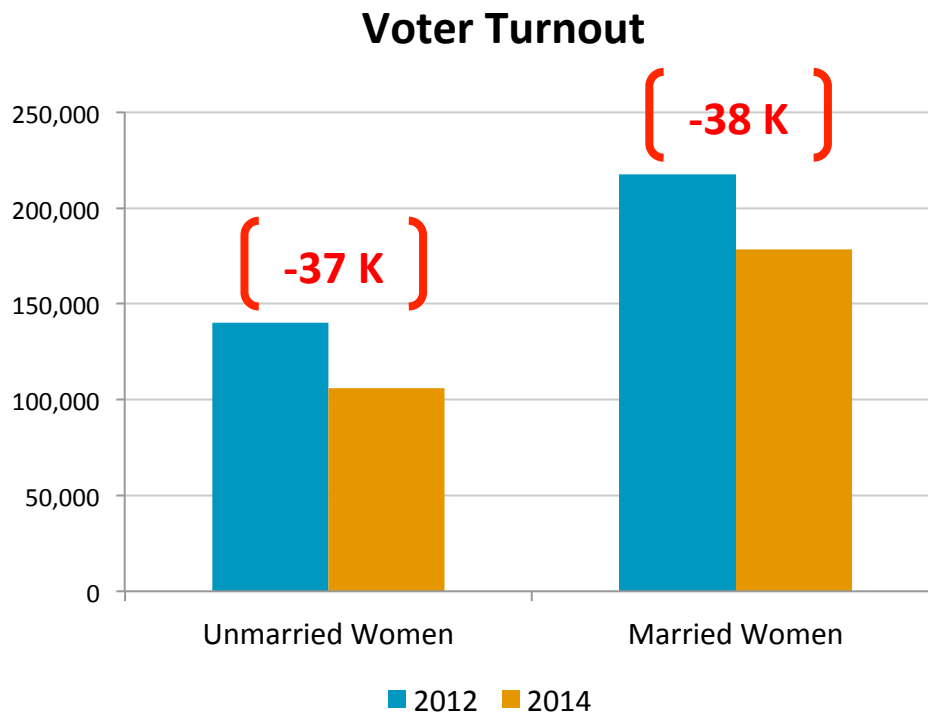
West Virginia



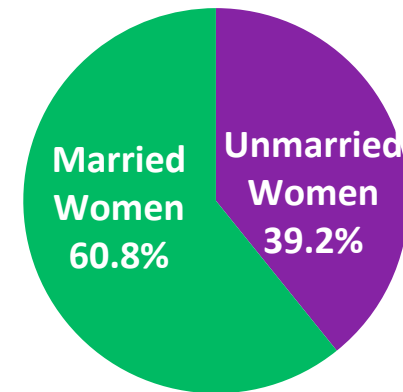
- **Unmarried Women drop-off: 26.4%**
 - Est. 37,000 votes
- **Married Women drop-off: 17.5%**
 - Est. 38,000 votes

Unmarried Women population: 23%

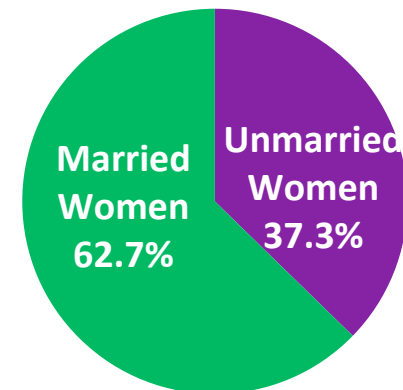
Voter Distribution of the Electorate



2012



2014





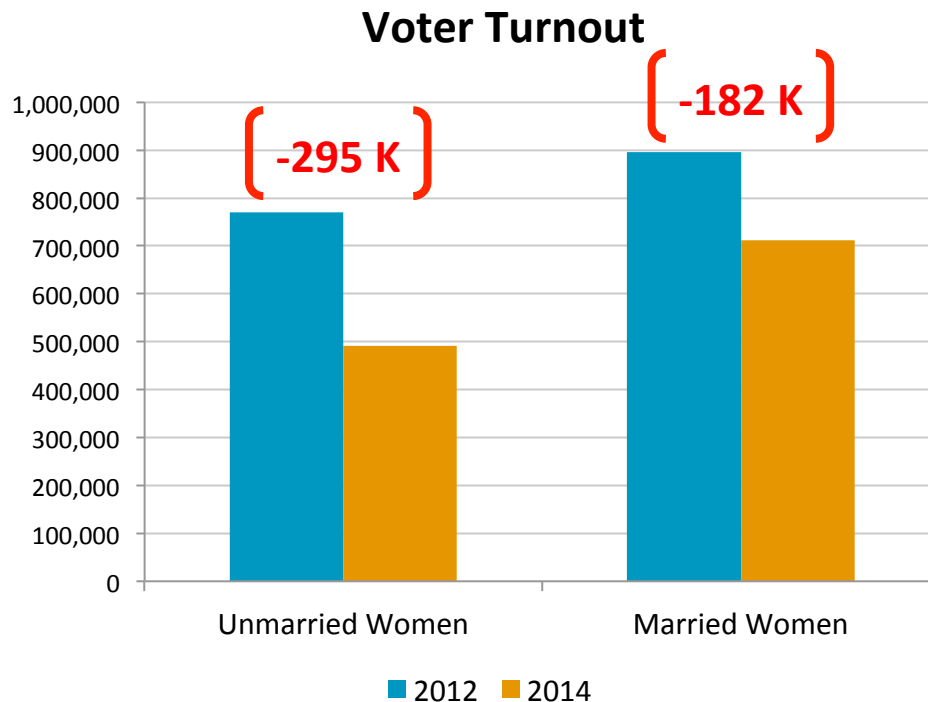
Wisconsin



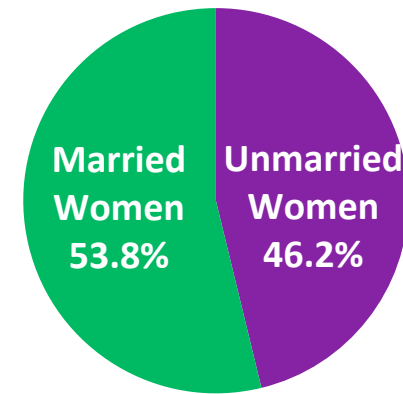
- **Unmarried Women drop-off: 38.3%**
 - Est. 295,000 votes
- **Married Women drop-off: 20.3%**
 - Est. 182,000 votes

Unmarried Women population: 25 %

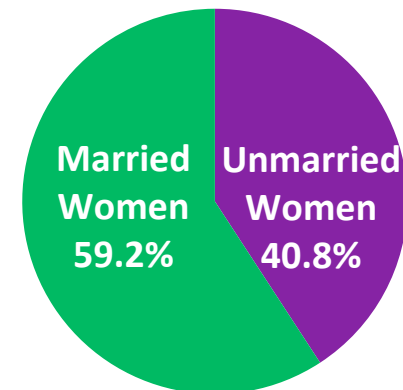
Voter Distribution of the Electorate



2012



2014





Wyoming

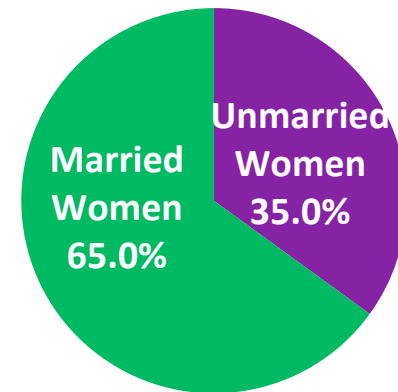


- **Unmarried Women drop-off: 18.0%**
 - Est. 8,000 votes
- **Married Women drop-off: 11.4%**
 - Est. 10,000 votes

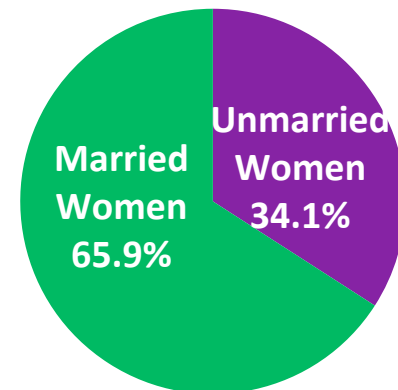
Unmarried Women population: 21%

Voter Distribution of the Electorate

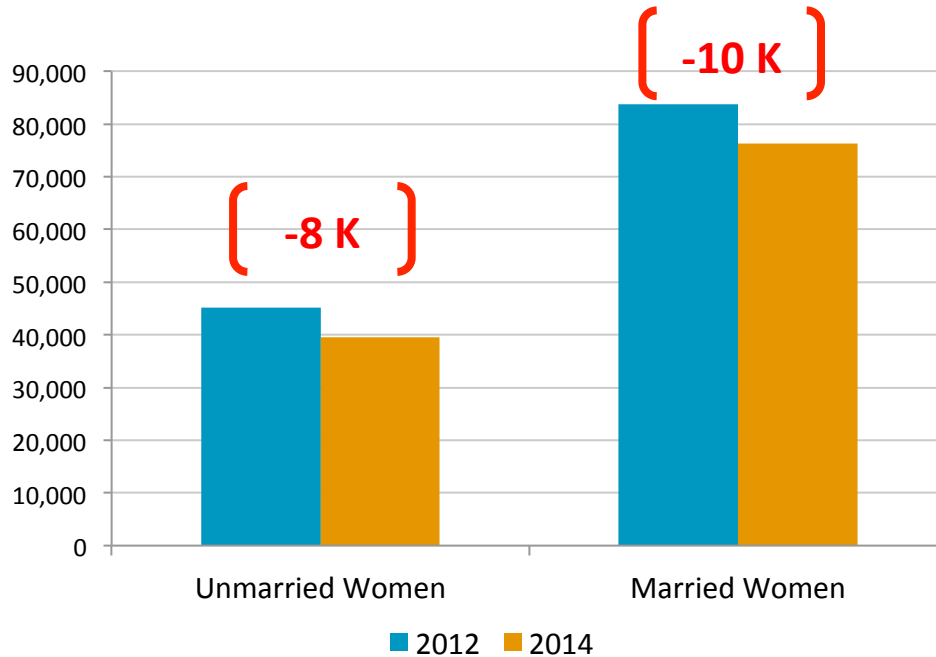
2012



2014



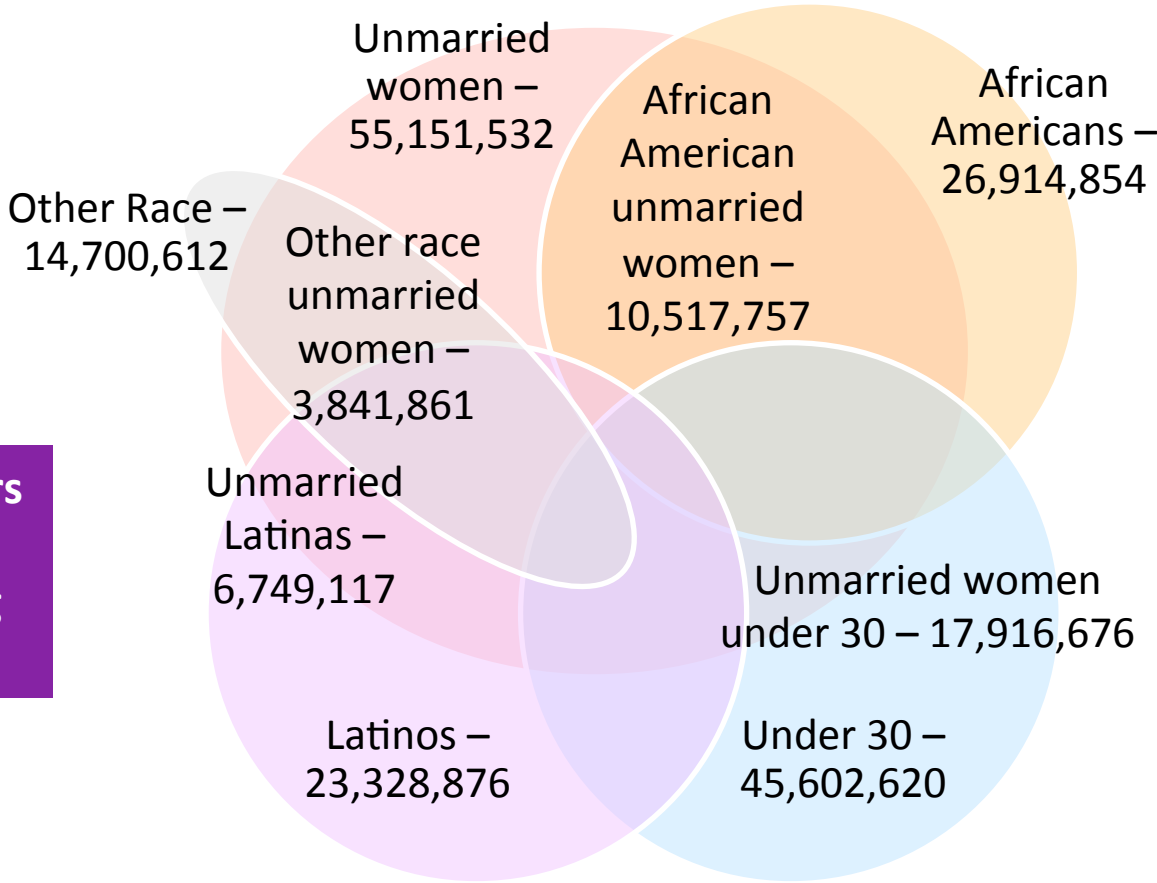
Voter Turnout



Appendix

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 Supplement November 2012



Washington, DC | Berkeley, CA | New York, NY

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