Comparing the Voting Electorate in 2012-2016 and Predicting 2018 Drop-off
How the Electorate has Changed Over the Years and How that Informs the 2018 Cycle

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Sources and Methods

- **2016 Data:** The November 2016 election data comes from the U.S. Census Bureau’s 2016 November Supplement to the Current Population Survey (CPS).

- **2018 Population Estimate:** CPS counts of the Voting Eligible Population (VEP) were pulled from historic data. Data was divided by state, and then into demographic subgroups of Latino, non-Latino Rising American Electorate (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 fluctuations 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 2016 and November 2018. Data was then summed by state and by demographic subgroup to produce total national estimates.

- **Drop-off:** Refers to the loss of voters from 2016 to 2018. The average of turnout in 2006, 2010, and 2014 was applied to 2018 population estimates to calculate 2018 turnout. Percentage drop-off is the difference between 2016 and 2018 turnout as a percentage of 2016 turnout. The number drop-off is that percentage of the 2016 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, Millennials (ages 18-34)*, African Americans, Latinos, and all other people of color (as defined by the Census) – now accounts for more than half of the voting eligible population in this country (59.2%).

- The Vote Eligible Population (VEP) refers to eligible citizens over the age of 18.

- While RAE turnout has increased in recent elections, they still do not register to vote or turn out in proportion to their share of the population.

*Millennials are defined as citizens coming of age during 2000 and in subsequent years, i.e., born in or after 1982. Using this definition, the 2016 data in this presentation includes those up to age 34, while all data prior to 2016 in this presentation includes adults who are older in the present-day, as “Millennials” is a moving generation range. Although voters may have aged out of the current Millennial definition, their voting behaviors may continue to align with this group, and special attention should still be given to this generation of younger, millennial voters.
In 2016, there were nearly 133 million eligible voters in the RAE. This comprised 59.2% of the VEP in this country. While their turnout increased in recent elections, they are still not voting in proportion to their share of the population. Although they accounted for nearly six in ten eligible voters in 2016, RAE voters made up barely half (52.6%) of the total electorate in 2016.

But, while non-RAE voters continue to turn out at higher levels than RAE voters, they are losing their dominance in the electorate. While the number of RAE voters increased by more than 8 million in 2012 to 2016 (a 12.6% growth rate), the number of non-RAE voters decreased by 3.5 million (a 5.1% decline).

In 2004 (VPC's first cycle), RAE were 44.6% of VEP, By 2016, they had grown to 59.2% of VEP. Whereas the non-RAE were 55.4% of VEP in 2004 and 40.8% of VEP in 2016.

Turnout in 2016 was higher than turnout in 2012 among all RAE groups, except for African-American voters. 9.4 million more Millennials voted in 2016, as did 1.4 million more unmarried women and 1.5 million more Latinos. But nearly 700 thousand fewer African American voters turned out in 2016 compared to 2012.

Regionally, the biggest growth in RAE voters from 2012 to 2016 happened in the Mountain region* (MT, ID, WY, NV, UT, AZ, CO, and NM). Here, RAE voters increased by 23.3%. On the other hand, the growth in RAE voters was the smallest in the East North Central region* (WI, IL, IN, MI, and OH). Here, RAE voters grew by 8.3%.

Among target states, Nevada, Colorado, and Virginia saw the biggest increase in RAE voters. In Nevada, RAE voters increased by 24.8%, and in Colorado and Virginia, RAE voters increased by 24.0%. Conversely, the number of RAE voters in Wisconsin actually decreased from 2012 by 3.7%. Wisconsin was the only target state where fewer RAE voters turned out compared to four years ago.

Source: CPS November 2016

*Census-defined regions
Key Findings: Predicting 2018 Drop-off

- Using a predictive methodology for population growth and likely turnout patterns, it is projected that the RAE will comprise 61.6% of those who will vote in November 2018. This means that one in three voters who turned out in 2016 will NOT turn out in 2018 (35.1% of those who voted in 2016, or 25.4 million RAE voters, will stay home).

- The predicted drop-off among non-RAE voters is only 22.1% or 14.4 million voters. In fact, of the nearly 40 million Americans predicted to drop-off from 2016, two-thirds will come from the RAE (remember, the RAE represents 59.2% of the vote eligible population).

- Turnout is predicted to drop the most among Millennial voters and unmarried women. In fact, this is true in patterns seen between 2008 and 2014. Drop-off among Millennials is predicted to be 54.1% (or 17.2 million voters) and 33.4% among unmarried women (or 11.1 million voters).

- Regionally, the biggest drop-off of RAE voters is predicted to take place in the Mid-Atlantic states (NY, PA, and NJ – Census defined region). Here, 39.6% of RAE voters are expected to drop-off in 2018.

- Among target states, Virginia, North Carolina, and Nevada are expected to see the biggest drop-off rates among RAE voters. 48.7% (or roughly 1,106,000 voters) of RAE voters are predicted to drop off in Virginia in 2018, while 44.2% (or roughly 309,000 voters) and 43.4% (or roughly 1,135,000 million voters) of RAE voters will drop off in Nevada and North Carolina, respectively.

Source: CPS November 2016
Looking at 2016
In 2016, there were nearly 133 million members of the Rising American Electorate. Unmarried women and Millennials were far and away the largest segments, but there is much overlap between them.

133 million eligible voters (59.2% of all eligible voters) were in the Rising American Electorate.

Source: CPS November 2016
Millennials comprised the largest pluralities of the RAE within the VEP, followed closely by unmarried women.

Source: CPS November 2016

* Percentages denote share of that group within the VEP i.e. unmarried women are 26.1% of the VEP.
Past research shows that there is more opportunity in registering new voters and turning them out, as opposed to turning out already registered voters who did not vote in presidential elections. Large portions of the RAE are unregistered to vote. Registration efforts should be made, as it will boost their turnout, which can have real impacts on election results.

**November 2016 Voting and Registration**

46,492,658 members of the RAE (35.0%) were not registered to vote

<table>
<thead>
<tr>
<th>Category</th>
<th>Registered but did not vote</th>
<th>Did not register</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unmarried women</td>
<td>9.7%</td>
<td>32.5%</td>
</tr>
<tr>
<td>Latinos</td>
<td>9.7%</td>
<td>42.7%</td>
</tr>
<tr>
<td>African Americans</td>
<td>9.9%</td>
<td>30.6%</td>
</tr>
<tr>
<td>18-34 Year Olds</td>
<td>11.8%</td>
<td>39.3%</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
Comparing 2012 to 2016
How To Read Data Slides

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

Voter Turnout: the number of voters who cast a ballot

This chart shows the number of votes cast in 2012 next to the number of votes cast in 2016 among RAE and non-RAE voters.

RAE population: percentage of RAE voters in the population’s vote eligible population in 2016.

Voter Distribution of the Electorate: pie charts show the share of ballots cast between RAE and non-RAE voters in 2012 and 2016.

Source: CPS November 2016
National Vote Change

- RAE Voters gained: 12.6%
  - +8.1 million votes
- Non-RAE Voters lost: -5.1%
  - -3.5 million votes

RAE population: 59.2%
Voter Distribution of the Electorate

2012
- Non-RAE 51.7%
- RAE 48.3%

2016
- Non-RAE 47.4%
- RAE 52.6%

Source: CPS November 2016
National Vote Change

- Unmarried Women Voters gained: +4.5%
  - +1.4 million votes
- African American Voters lost: -3.9%
  - -694.4 thousand votes

- Latino Voters gained: +13.4%
  - +1.5 million votes
- Millennial Voters gained: +41.6%
  - +9.4 million votes

Source: CPS November 2016
## National Vote Change

<table>
<thead>
<tr>
<th>States (Ranked by Highest RAE Growth)</th>
<th>RAE 2016 Vote – 2012 Vote</th>
<th>% Change</th>
<th>NON-RAE 2016 Vote – 2012 Vote</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>8,103,889.98</td>
<td>12.6%</td>
<td>(3,515,571.65)</td>
<td>-5.1%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>42,702.67</td>
<td>55.4%</td>
<td>(12,457.99)</td>
<td>-7.3%</td>
</tr>
<tr>
<td>Utah</td>
<td>163,527.04</td>
<td>45.4%</td>
<td>48,519.46</td>
<td>7.3%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>122,654.62</td>
<td>44.3%</td>
<td>(28,384.87)</td>
<td>-5.4%</td>
</tr>
<tr>
<td>Idaho</td>
<td>78,373.62</td>
<td>38.1%</td>
<td>(43,942.59)</td>
<td>-9.3%</td>
</tr>
<tr>
<td>Maine</td>
<td>81,733.11</td>
<td>37.2%</td>
<td>(27,476.01)</td>
<td>-5.7%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>72,531.03</td>
<td>36.6%</td>
<td>(38,814.54)</td>
<td>-7.9%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>242,595.25</td>
<td>36.6%</td>
<td>(288,258.41)</td>
<td>-23.4%</td>
</tr>
<tr>
<td>Indiana</td>
<td>252,915.76</td>
<td>25.1%</td>
<td>(259,217.98)</td>
<td>-14.5%</td>
</tr>
<tr>
<td>Nevada</td>
<td>139,157.90</td>
<td>24.8%</td>
<td>8,181.81</td>
<td>1.7%</td>
</tr>
<tr>
<td>Virginia</td>
<td>439,597.89</td>
<td>24.0%</td>
<td>(244,067.80)</td>
<td>-12.5%</td>
</tr>
<tr>
<td>Colorado</td>
<td>250,764.30</td>
<td>24.0%</td>
<td>(39,207.76)</td>
<td>-2.7%</td>
</tr>
<tr>
<td>Arizona</td>
<td>271,388.43</td>
<td>23.0%</td>
<td>85,239.26</td>
<td>6.9%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>47,811.05</td>
<td>22.0%</td>
<td>(38,090.17)</td>
<td>-8.1%</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
# National Vote Change

<table>
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<tr>
<th>States (Ranked by Highest RAE Growth)</th>
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<th>NON-RAE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2016 Vote – 2012 Vote</td>
<td>% Change</td>
</tr>
<tr>
<td>Minnesota</td>
<td>217,358.77</td>
<td>21.5%</td>
</tr>
<tr>
<td>Maryland</td>
<td>297,636.05</td>
<td>20.4%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>90,330.90</td>
<td>19.8%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>90,330.90</td>
<td>19.8%</td>
</tr>
<tr>
<td>Alabama</td>
<td>193,601.76</td>
<td>19.7%</td>
</tr>
<tr>
<td>Vermont</td>
<td>19,449.80</td>
<td>19.6%</td>
</tr>
<tr>
<td>Missouri</td>
<td>215,287.13</td>
<td>19.0%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>445,311.87</td>
<td>18.9%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>36,774.81</td>
<td>18.5%</td>
</tr>
<tr>
<td>Alaska</td>
<td>24,940.06</td>
<td>18.3%</td>
</tr>
<tr>
<td>Montana</td>
<td>29,591.68</td>
<td>18.3%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>23,214.37</td>
<td>18.1%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>105,977.69</td>
<td>16.2%</td>
</tr>
<tr>
<td>Texas</td>
<td>758,473.04</td>
<td>15.4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>394,619.01</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>Kansas</td>
<td>67,367.75</td>
<td>14.9%</td>
<td>(73,091.59)</td>
<td>-9.2%</td>
</tr>
<tr>
<td>Washington</td>
<td>194,358.22</td>
<td>14.3%</td>
<td>15,275.47</td>
<td>0.8%</td>
</tr>
<tr>
<td>California</td>
<td>1,089,264.35</td>
<td>13.2%</td>
<td>(135,480.75)</td>
<td>-2.6%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>183,102.32</td>
<td>13.0%</td>
<td>(250,702.96)</td>
<td>-12.7%</td>
</tr>
<tr>
<td>Iowa</td>
<td>66,619.45</td>
<td>12.4%</td>
<td>(161,042.84)</td>
<td>-15.9%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>78,447.19</td>
<td>12.1%</td>
<td>45,296.65</td>
<td>5.8%</td>
</tr>
<tr>
<td>Oregon</td>
<td>89,792.80</td>
<td>12.1%</td>
<td>(44,740.80)</td>
<td>-3.9%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>256,453.59</td>
<td>10.9%</td>
<td>(180,480.13)</td>
<td>-8.0%</td>
</tr>
<tr>
<td>Delaware</td>
<td>19,600.57</td>
<td>10.0%</td>
<td>(33,915.29)</td>
<td>-14.5%</td>
</tr>
<tr>
<td>Florida</td>
<td>401,774.01</td>
<td>9.3%</td>
<td>69,344.08</td>
<td>1.8%</td>
</tr>
<tr>
<td>D.C.</td>
<td>25,136.52</td>
<td>8.9%</td>
<td>5,083.60</td>
<td>7.4%</td>
</tr>
<tr>
<td>New York</td>
<td>319,805.19</td>
<td>7.7%</td>
<td>(125,949.20)</td>
<td>-3.6%</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
# National Vote Change

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<tr>
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<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michigan</td>
<td>97,512.81</td>
<td>4.9%</td>
<td>(216,271.96)</td>
<td>-7.6%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>67,747.66</td>
<td>3.6%</td>
<td>(72,135.48)</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>41,172.66</td>
<td>3.6%</td>
<td>(16,251.93)</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Georgia</td>
<td>69,400.35</td>
<td>2.9%</td>
<td>8,748.30</td>
<td>0.5%</td>
</tr>
<tr>
<td>Ohio</td>
<td>68,441.95</td>
<td>2.9%</td>
<td>(54,782.13)</td>
<td>-1.8%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>2,461.96</td>
<td>2.0%</td>
<td>(10,712.19)</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>15,333.85</td>
<td>1.3%</td>
<td>(96,808.30)</td>
<td>-10.4%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>3,042.13</td>
<td>0.8%</td>
<td>(22,821.49)</td>
<td>-20.9%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>1,729.91</td>
<td>0.2%</td>
<td>43,880.37</td>
<td>4.2%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>(12,363.12)</td>
<td>-2.3%</td>
<td>(100,627.53)</td>
<td>-29.6%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>(45,477.27)</td>
<td>-3.7%</td>
<td>(13,937.25)</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>(55,154.48)</td>
<td>-5.8%</td>
<td>(62,763.37)</td>
<td>-9.8%</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
Regional Data

*9-way regions as defined by the Census.
New England

- RAE Voters gained: +17.0%
  - +474.8 thousand votes
- Non-RAE Voters lost: -10.8%
  - -467.9 thousand votes

RAE population: 51.6%

Voter Distribution of the Electorate

2012

- Non-RAE: 60.7%
- RAE: 39.3%

2016

- Non-RAE: 54.1%
- RAE: 45.9%

Source: CPS November 2016
Middle Atlantic

• RAE Voters gained: +9.9%
  - +832.9 thousand votes
• Non-RAE Voters lost: -5.2%
  - -459.1 thousand votes

Voter Turnout

![Bar chart showing voter turnout increase for RAE and decrease for non-RAE voters.]

RAE population: 58.6%

Voter Distribution of the Electorate

2012
- Non-RAE: 51.1%
- RAE: 48.9%

2016
- Non-RAE: 47.4%
- RAE: 52.6%

Source: CPS November 2016
South Atlantic

- RAE Voters gained: +11.2%
  - +1.6 million votes
- Non-RAE Voters lost: -4.2%
  - -540.5 thousand votes

Voter Turnout

2012

- RAE: 52.6%
- Non-RAE: 47.4%

2016

- RAE: 56.3%
- Non-RAE: 43.7%

RAE population: 61.0%

Source: CPS November 2016
East South Central

- RAE Voters gained: +11.3%
  - +422.2 thousand votes
- Non-RAE Voters lost: -13.8%
  - -619.5 thousand votes

Voter Distribution of the Electorate

RAE population: 56.2%

Voter Turnout

2012
- Non-RAE 54.6%
- RAE 45.4%

2016
- Non-RAE 48.2%
- RAE 51.8%

Source: CPS November 2016
West South Central

- RAE Voters gained: +13.0%
  - +942.6 thousand votes
- Non-RAE Voters gained: +3.3%
  - +199.8 thousand votes

Voter Distribution of the Electorate

RAE population: 65.0%

Voter Turnout

- 2012: Non-RAE 45.8%, RAE 54.2%
- 2016: Non-RAE 43.5%, RAE 56.5%

Source: CPS November 2016
East North Central

- RAE Voters gained: +8.3%
  - +768.0 thousand votes
- Non-RAE Voters lost: -5.3%
  - -647.7 thousand votes

Voter Distribution of the Electorate

RAE population: 53.5%

Voter Turnout

- 2012
  - RAE: 57.0%
  - Non-RAE: 43.0%
- 2016
  - RAE: 46.3%
  - Non-RAE: 53.7%

Source: CPS November 2016
West North Central

- RAE Voters gained: +19.5%
  - +715.0 thousand votes
- Non-RAE Voters lost: -11.5%
  - -728.0 thousand votes

Voter Turnout

Source: CPS November 2016
Mountain

- RAE Voters gained: +23.3%
  - +963.1 thousand votes
- Non-RAE Voters lost: -1.1%
  - -58.5 thousand votes

Voter Turnout

- 2012: Non-RAE 55.5%, RAE 44.5%
- 2016: Non-RAE 50.0%, RAE 50.0%

Voter Distribution of the Electorate

Source: CPS November 2016
RAE Voters gained: +12.9%
• +1.4 million votes
• Non-RAE Voters lost: -2.3%
  • -194.1 thousand votes

Voter Turnout

RAE population: 67.3%

Voter Distribution of the Electorate

Source: CPS November 2016
Target States

*As defined by VPC.
Arizona

- RAE Voters gained: +23.0%
  - +271.4 thousand votes
- Non-RAE Voters gained: +6.9%
  - +85.2 thousand votes

RAE population: 61.1%

Voter Distribution of the Electorate

2012
- Non-RAE: 51.2%
- RAE: 48.8%

2016
- Non-RAE: 47.7%
- RAE: 52.3%

Source: CPS November 2016
Colorado

- RAE Voters gained: +24.0%
  - +250.8 thousand votes
- Non-RAE Voters lost: -2.7%
  - -39.2 thousand votes

Voter Distribution of the Electorate

- RAE population: 53.5%

Voter Turnout

- 2012
  - RAE: 58.0%
  - Non-RAE: 42.0%
- 2016
  - RAE: 47.9%
  - Non-RAE: 52.1%

Source: CPS November 2016
Florida

- RAE Voters gained: +9.3%
  - +401.8 thousand votes
- Non-RAE Voters gained: +1.8%
  - +69.3 thousand votes

Voter Distribution of the Electorate

**2012**
- RAE: 53.3%
- Non-RAE: 46.7%

**2016**
- RAE: 55.1%
- Non-RAE: 44.9%

Source: CPS November 2016
Georgia

- RAE Voters gained: +2.9%
  - +69,400 thousand votes
- Non-RAE Voters gained: +0.5%
  - +8,700 thousand votes

Voter Distribution of the Electorate

RAE population: 63.7%

Voter Turnout

Source: CPS November 2016
Iowa

- RAE Voters gained: +12.4%
  - +66.6 thousand votes
- Non-RAE Voters lost: -15.9%
  - -161.0 thousand votes

Voter Distribution of the Electorate

- RAE population: 47.9%
- Non-RAE population: 58.4%

Voter Turnout

- 2012
  - RAE: 34.7%
  - Non-RAE: 65.3%
  - Total: 100%
- 2016
  - RAE: 41.6%
  - Non-RAE: 58.4%
  - Total: 100%

Source: CPS November 2016
Michigan

- RAE Voters gained: +4.9%
  - +97.5 thousand votes
- Non-RAE Voters lost: -7.6%
  - -216.3 thousand votes

Voter Distribution of the Electorate

- 2012
  - Non-RAE: 58.7%
  - RAE: 41.3%
- 2016
  - Non-RAE: 55.6%
  - RAE: 44.4%

Source: CPS November 2016
Nevada

- RAE Voters gained: +24.8%
  - +139.2 thousand votes
- Non-RAE Voters gained: +1.7%
  - +8.2 thousand votes

Voter Distribution of the Electorate

2012

- RAE population: 53.5%
- Non-RAE population: 46.5%

2016

- RAE population: 58.5%
- Non-RAE population: 41.5%

Source: CPS November 2016
North Carolina

• RAE Voters gained: +10.9%
  ▪ +256.5 thousand votes
• Non-RAE Voters lost: -8.0%
  ▪ -180.5 thousand votes

Voter Distribution of the Electorate

2012

- RAE population: 60.6%
- Non-RAE population: 49.0%

2016

- RAE population: 55.6%
- Non-RAE population: 44.4%

Source: CPS November 2016
Ohio

• RAE Voters gained: +2.9%
  ▪ +68.4 thousand votes
• Non-RAE Voters lost: -1.8%
  ▪ -54.8 thousand votes

Voter Turnout

RAE population: 51.8%

Voter Distribution of the Electorate

2012

Non-RAE 55.6%  
RAE 44.4%

2016

Non-RAE 54.4%  
RAE 45.6%

Source: CPS November 2016
Pennsylvania

- RAE Voters gained: +18.9%
  - +445.3 thousand votes
- Non-RAE Voters lost: -7.5%
  - -261.0 thousand votes

Voter Distribution of the Electorate

2012
- Non-RAE: 59.5%
- RAE: 40.5%

Voter Turnout

2012
- RAE: +445.3 K
- Non-RAE: -261.0 K

2016
- Non-RAE: 53.3%
- RAE: 46.7%

Source: CPS November 2016
Virginia

- RAE Voters gained: +24.0%
  - +439.6 thousand votes
- Non-RAE Voters lost: -12.5%
  - -244.1 thousand votes

Voter Distribution of the Electorate

RAE population: 60.1%

Voter Turnout

Source: CPS November 2016
**Wisconsin**

- **RAE Voters lost:** -3.7%
  - -45.5 thousand votes
- **Non-RAE Voters lost:** -0.7%
  - -13.9 thousand votes

**Voter Turnout**

- 2012:
  - RAE: 1,800,000
  - Non-RAE: 1,600,000
  - Difference: -200,000

- 2016:
  - RAE: 1,600,000
  - Non-RAE: 1,600,000
  - Difference: 0

**Voter Distribution of the Electorate**

- **2012**
  - Non-RAE: 60.6%
  - RAE: 39.4%

- **2016**
  - Non-RAE: 61.3%
  - RAE: 38.7%

Source: CPS November 2016
Predicting 2018 Drop-Off

Drop-Off - refers to the loss of voters from 2016 to 2018. The average of turnout in 2006, 2010, and 2014 was applied to 2018 population estimates to calculate 2018 turnout. Percentage drop-off is the difference between 2016 and 2018 turnout as a percentage of 2016 turnout. Number drop-off is that percentage of the 2016 electorate.
How To Read Data Slides

- Voters lost from 2016, expressed as a percentage.
  - That percentage expressed as the number of estimated votes lost from 2016.

RAE population: percentage of RAE voters in the population’s vote eligible population in 2016.

Voter Distribution of the Electorate: pie charts show the share of ballots cast between RAE and non-RAE voters in 2016 and 2018.

Voter Turnout: the number of voters who cast a ballot

This chart shows the number of votes cast in 2016 next to the expected number of votes in 2018 among RAE and non-RAE voters.

Source: CPS November 2016 Supplement
National Drop-Off

- RAE Voter drop-off: 35.1%
  - Est. 25.4 million votes
- Non-RAE Voter drop-off: 22.1%
  - Est. 14.4 million votes

Voter Distribution of the Electorate

<table>
<thead>
<tr>
<th>Year</th>
<th>RAE Population</th>
<th>Non-RAE Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>59.2%</td>
<td>40.8%</td>
</tr>
<tr>
<td>2018</td>
<td>50.5%</td>
<td>49.5%</td>
</tr>
</tbody>
</table>

Source: CPS November 2016 Supplement
National Drop-Off

63.8% of drop-off voters are members of the Rising American Electorate.

- RAE Voter drop-off: Est. 25.4 million votes
- Non-RAE Voter drop-off: Est. 14.4 million votes
- Total drop-off: Est. 39.8 million votes

Distribution of Drop-Off Voters

- Non-RAE 36.2%
- RAE 63.8%

Source: CPS November 2016 Supplement
National Drop-Off

- **Unmarried Women** Voter drop-off: 33.4%
  - Est. 11.1 million votes
- **African American** Voter drop-off: 30.3%
  - Est. 5.2 million votes
- **Latino** Voter drop-off: 36.5%
  - Est. 4.6 million votes
- **Millennial** Voter drop-off: 54.1%
  - Est. 17.2 million votes

Source: CPS November 2016 Supplement
# National Drop-Off

*Among All States*

<table>
<thead>
<tr>
<th>States (Ranked by Highest RAE Drop-off)</th>
<th>RAE 2018 Drop-off %</th>
<th>2018 # of Drop-off Votes</th>
<th>NON-RAE 2018 Drop-off %</th>
<th>2018 # of Drop-off Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>35.1%</td>
<td>25,399,406</td>
<td>22.1%</td>
<td>14,389,075.4</td>
</tr>
<tr>
<td>Utah</td>
<td>57.2%</td>
<td>299,672</td>
<td>35.2%</td>
<td>250,358.0</td>
</tr>
<tr>
<td>Nebraska</td>
<td>50.2%</td>
<td>200,494</td>
<td>23.5%</td>
<td>115,954.5</td>
</tr>
<tr>
<td>Virginia</td>
<td>48.7%</td>
<td>1,106,287</td>
<td>26.4%</td>
<td>449,468.4</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>46.5%</td>
<td>123,115</td>
<td>22.3%</td>
<td>96,401.1</td>
</tr>
<tr>
<td>Indiana</td>
<td>45.4%</td>
<td>571,791</td>
<td>27.4%</td>
<td>420,105.2</td>
</tr>
<tr>
<td>Nevada</td>
<td>44.2%</td>
<td>309,470</td>
<td>22.4%</td>
<td>110,974.8</td>
</tr>
<tr>
<td>North Carolina</td>
<td>43.4%</td>
<td>1,135,323</td>
<td>29.7%</td>
<td>619,313.8</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>42.2%</td>
<td>1,182,628</td>
<td>24.0%</td>
<td>770,122.1</td>
</tr>
<tr>
<td>Texas</td>
<td>41.4%</td>
<td>2,351,065</td>
<td>28.9%</td>
<td>1,144,078.7</td>
</tr>
<tr>
<td>New Jersey</td>
<td>41.0%</td>
<td>794,728</td>
<td>30.4%</td>
<td>524,331.6</td>
</tr>
<tr>
<td>Idaho</td>
<td>40.8%</td>
<td>115,470</td>
<td>19.4%</td>
<td>83,402.0</td>
</tr>
<tr>
<td>Arkansas</td>
<td>39.9%</td>
<td>217,717</td>
<td>23.6%</td>
<td>164,544.5</td>
</tr>
<tr>
<td>West Virginia</td>
<td>39.6%</td>
<td>107,180</td>
<td>23.2%</td>
<td>105,221.2</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
## National Drop-Off
*Among All States continued*

<table>
<thead>
<tr>
<th>States (Ranked by Highest RAE Drop-off)</th>
<th>RAE 2018 Drop-off %</th>
<th>RAE 2018 # of Drop-off Votes</th>
<th>NON-RAE 2018 Drop-off %</th>
<th>NON-RAE 2018 # of Drop-off Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri</td>
<td>39.5%</td>
<td>531,392</td>
<td>24.5%</td>
<td>381,528.9</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>37.5%</td>
<td>272,760</td>
<td>26.3%</td>
<td>217,581.7</td>
</tr>
<tr>
<td>D.C.</td>
<td>37.4%</td>
<td>114,826</td>
<td>24.5%</td>
<td>18,058.2</td>
</tr>
<tr>
<td>New York</td>
<td>37.4%</td>
<td>1,674,719</td>
<td>24.6%</td>
<td>834,097.6</td>
</tr>
<tr>
<td>Mississippi</td>
<td>37.3%</td>
<td>332,474</td>
<td>32.8%</td>
<td>189,758.6</td>
</tr>
<tr>
<td>Connecticut</td>
<td>36.4%</td>
<td>276,003</td>
<td>17.4%</td>
<td>144,124.1</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>36.2%</td>
<td>85,321</td>
<td>8.1%</td>
<td>18,575.4</td>
</tr>
<tr>
<td>Ohio</td>
<td>35.7%</td>
<td>880,533</td>
<td>25.5%</td>
<td>749,888.2</td>
</tr>
<tr>
<td>Kansas</td>
<td>35.4%</td>
<td>184,152</td>
<td>19.5%</td>
<td>140,635.0</td>
</tr>
<tr>
<td>Illinois</td>
<td>35.3%</td>
<td>1,072,157</td>
<td>27.3%</td>
<td>731,127.0</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>35.2%</td>
<td>559,359</td>
<td>18.3%</td>
<td>314,801.9</td>
</tr>
<tr>
<td>Tennessee</td>
<td>35.0%</td>
<td>417,473</td>
<td>23.4%</td>
<td>336,056.9</td>
</tr>
<tr>
<td>Vermont</td>
<td>33.9%</td>
<td>40,215</td>
<td>11.8%</td>
<td>22,047.7</td>
</tr>
<tr>
<td>Kentucky</td>
<td>33.8%</td>
<td>306,069</td>
<td>4.1%</td>
<td>38,939.8</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
# National Drop-Off

*Among All States continued*

<table>
<thead>
<tr>
<th>States (Ranked by Highest RAE Drop-off)</th>
<th>RAE</th>
<th>NON-RAE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018 Drop-off %</td>
<td>2018 # of Drop-off Votes</td>
</tr>
<tr>
<td>Georgia</td>
<td>32.1%</td>
<td>789,766</td>
</tr>
<tr>
<td>California</td>
<td>31.9%</td>
<td>2,976,335</td>
</tr>
<tr>
<td>Colorado</td>
<td>31.2%</td>
<td>405,086</td>
</tr>
<tr>
<td>Maryland</td>
<td>31.0%</td>
<td>545,116</td>
</tr>
<tr>
<td>South Carolina</td>
<td>31.0%</td>
<td>350,714</td>
</tr>
<tr>
<td>Washington</td>
<td>30.6%</td>
<td>475,577</td>
</tr>
<tr>
<td>Arizona</td>
<td>30.6%</td>
<td>443,024</td>
</tr>
<tr>
<td>Minnesota</td>
<td>30.5%</td>
<td>374,748</td>
</tr>
<tr>
<td>Louisiana</td>
<td>30.5%</td>
<td>376,773</td>
</tr>
<tr>
<td>Iowa</td>
<td>30.3%</td>
<td>182,936</td>
</tr>
<tr>
<td>Florida</td>
<td>30.2%</td>
<td>1,424,887</td>
</tr>
<tr>
<td>Delaware</td>
<td>29.7%</td>
<td>64,167</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
<table>
<thead>
<tr>
<th>States (Ranked by Highest RAE Drop-off)</th>
<th>RAE 2018 Drop-off %</th>
<th>2018 # of Drop-off Votes</th>
<th>NON-RAE 2018 Drop-off %</th>
<th>2018 # of Drop-off Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>29.3%</td>
<td>88,158</td>
<td>14.9%</td>
<td>67,682.6</td>
</tr>
<tr>
<td>North Dakota</td>
<td>28.4%</td>
<td>42,970</td>
<td>12.1%</td>
<td>25,496.0</td>
</tr>
<tr>
<td>Alabama</td>
<td>28.2%</td>
<td>332,099</td>
<td>16.3%</td>
<td>149,568.6</td>
</tr>
<tr>
<td>Montana</td>
<td>28.0%</td>
<td>53,585</td>
<td>15.5%</td>
<td>50,857.6</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>26.9%</td>
<td>319,113</td>
<td>19.9%</td>
<td>374,397.9</td>
</tr>
<tr>
<td>Michigan</td>
<td>24.6%</td>
<td>515,519</td>
<td>21.7%</td>
<td>567,427.0</td>
</tr>
<tr>
<td>Oregon</td>
<td>22.4%</td>
<td>186,835</td>
<td>11.9%</td>
<td>132,258.9</td>
</tr>
<tr>
<td>Alaska</td>
<td>21.9%</td>
<td>35,290</td>
<td>13.8%</td>
<td>20,264.1</td>
</tr>
<tr>
<td>New Mexico</td>
<td>17.7%</td>
<td>93,167</td>
<td>13.0%</td>
<td>31,088.0</td>
</tr>
<tr>
<td>South Dakota</td>
<td>16.8%</td>
<td>21,279</td>
<td>7.8%</td>
<td>18,463.2</td>
</tr>
<tr>
<td>Hawaii</td>
<td>6.4%</td>
<td>23,966</td>
<td>23.4%</td>
<td>20,180.5</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
## National Drop-Off
*Among VPC Tier One Target States*

<table>
<thead>
<tr>
<th>Target States (Ranked by Highest RAE Drop-off)</th>
<th>RAE</th>
<th>NON-RAE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018 Drop-off %</td>
<td>2018 # of Drop-off Votes</td>
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<tr>
<td>National</td>
<td>35.1%</td>
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<td>789,766</td>
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<tr>
<td>Colorado</td>
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</tr>
<tr>
<td>Arizona</td>
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<td>443,024</td>
</tr>
<tr>
<td>Florida</td>
<td>30.2%</td>
<td>1,424,887</td>
</tr>
<tr>
<td>Maine</td>
<td>29.3%</td>
<td>88,158</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
Regional Data

*9-way regions as defined by the Census.
New England

- RAE Voter drop-off: 36.0%
  - Est. 1,177,000 votes
- Non-RAE Voter drop-off: 17.2%
  - Est. 663,000 votes

Voter Distribution of the Electorate

2016

- RAE population: 51.6%
- Non-RAE 54.1%
- RAE 45.9%

2018

- Non-RAE 57.7%
- RAE 42.2%

Source: CPS November 2016
• RAE Voter drop-off: 39.6%
  ▪ Est. 3,653,000 votes
• Non-RAE Voter drop-off: 25.6%
  ▪ Est. 2,129,000 votes

RAE population: 58.6%

Voter Distribution of the Electorate

2016
- RAE: 52.6%
- Non-RAE: 47.4%

2018
- RAE: 49.8%
- Non-RAE: 50.2%

Voter Turnout

- RAE Voter drop-off: 39.6%
  ▪ Est. 3,653,000 votes
- Non-RAE Voter drop-off: 25.6%
  ▪ Est. 2,129,000 votes

Source: CPS November 2016
South Atlantic

- RAE Voter drop-off: 35.7%
  - Est. 5,621,000 votes
- Non-RAE Voter drop-off: 24.3%
  - Est. 2,970,000 votes

RAE population: 61.0%

Voter Distribution of the Electorate

2016
- RAE: 56.3%
- Non-RAE: 43.7%

2018
- RAE: 54.6%
- Non-RAE: 45.5%

Source: CPS November 2016
East South Central

- **RAE Voter drop-off: 33.2%**
  - Est. 1,382,000 votes
- **Non-RAE Voter drop-off: 18.4%**
  - Est. 714,000 votes

**Voter Turnout**

- **RAE**
  - 2016: 56.2%
  - 2018: 49.0%
- **Non-RAE**
  - 2016: 51.0%
  - 2018: 48.2%

RAE population: 56.2%

**Voter Distribution of the Electorate**

- **2016**
  - RAE: 51.8%
  - Non-RAE: 48.2%

- **2018**
  - RAE: 49.0%
  - Non-RAE: 51.0%

Source: CPS November 2016
West South Central

- RAE Voter drop-off: 39.3%
  - Est. 3,216,000 votes
- Non-RAE Voter drop-off: 26.8%
  - Est. 1,690,000 votes

Voter Distribution of the Electorate

2016
- RAE population: 65.0%
  - RAE: 56.5%
  - Non-RAE: 43.5%
- Est. 3,216,000 votes drop-off

2018
- RAE population: 65.0%
  - RAE: 54.4%
  - Non-RAE: 45.7%
- Est. 1,690,000 votes drop-off

Source: CPS November 2016
East North Central

- RAE Voter drop-off: 33.1%
  - Est. 3,328,000 votes
- Non-RAE Voter drop-off: 24.6%
  - Est. 2,869,000 votes

Voter Turnout

RAE population: 53.5%

Voter Distribution of the Electorate

2016

- RAE: 53.7%
- Non-RAE: 46.3%

2018

- RAE: 45.5%
- Non-RAE: 54.6%

Source: CPS November 2016
West North Central

- RAE Voter drop-off: 35.3%
  - Est. 1,543,000 votes
- Non-RAE Voter drop-off: 17.1%
  - Est. 957,000 votes

Voter Distribution of the Electorate

<table>
<thead>
<tr>
<th>Year</th>
<th>RAE Population</th>
<th>Non-RAE Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>50.0%</td>
<td>56.1%</td>
</tr>
<tr>
<td>2018</td>
<td>59.6%</td>
<td>40.3%</td>
</tr>
</tbody>
</table>

Source: CPS November 2016
Mountain

- RAE Voter drop-off: 34.5%
  - Est. 1,755,000 votes
- Non-RAE Voter drop-off: 21.5%
  - Est. 1,092,000 votes

Source: CPS November 2016
RAE Voter drop-off: 30.3%

- Est. 3,703,000 votes

Non-RAE Voter drop-off: 16.0%

- Est. 1,321,000 votes

RAE population: 67.3%
Target States

*As defined by VPC.
Battleground States

60.6% of drop-off voters in toss-up states are members of the Rising American Electorate.

States are: AZ, CO, FL, GA, IA, MI, NV, NC, OH, PA, VA, and WI

- RAE Voter drop-off: Est. 8.7 million votes
- Non-RAE Voter drop-off: Est. 5.7 million votes
- Total drop-off: Est. 14.4 million votes

Distribution of Drop-Off Voters

- RAE: 60.6%
- Non-RAE: 39.4%

States selected according to the Rothenberg Political Report Senate Ratings


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”
Arizona

- RAE Voter drop-off: 30.6%
  - Est. 443,000 votes
- Non-RAE Voter drop-off: 24.0%
  - Est. 316,000 votes

RAE population: 61.1%

Voter Distribution of the Electorate

2016
- Non-RAE: 47.7%
  - Est. 443,000 votes
- RAE: 52.3%

2018
- Non-RAE: 48.0%
  - Est. 316,000 votes
- RAE: 52.0%

Source: CPS November 2016
Colorado

- RAE Voter drop-off: 31.2%
  - Est. 405,000 votes
- Non-RAE Voter drop-off 15.4%
  - Est. 217,000 votes

RAE population: 53.5%

Voter Distribution of the Electorate

- **2016**
  - Non-RAE: 52.1%
  - RAE: 47.9%
- **2018**
  - Non-RAE: 54.5%
  - RAE: 45.5%

Source: CPS November 2016
Florida

- RAE Voter drop-off: 30.2%
  - Est. 1,425,000 votes
- Non-RAE Voter drop-off 24.1%
  - Est. 929,000 votes

Voter Distribution of the Electorate

RAE population: 61.3%

Voter Turnout

- RAE Voter drop-off: 30.2%
  - Est. 1,425,000 votes
- Non-RAE Voter drop-off 24.1%
  - Est. 929,000 votes

Source: CPS November 2016
Georgia

- RAE Voter drop-off: 32.1%
  - Est. 790,000 votes
- Non-RAE Voter drop-off: 25.5%
  - Est. 455,000 votes

Source: CPS November 2016
• RAE Voter drop-off: 30.3%
  ▪ Est. 183,000 votes
• Non-RAE Voter drop-off: 11.7%
  ▪ Est. 99,000 votes

Voter Turnout

Source: CPS November 2016
Michigan

- RAE Voter drop-off: 24.6%
  - Est. 516,000 votes
- Non-RAE Voter drop-off: 21.7%
  - Est. 567,000 votes

Voter Distribution of the Electorate

RAE population: 52.3%

Voter Turnout

Source: CPS November 2016
Nevada

- RAE Voter drop-off: 44.2%
  - Est. 309,000 votes
- Non-RAE Voter drop-off: 22.4%
  - Est. 111,000 votes

RAE population: 62.7%

Voter Distribution of the Electorate

2016
- Non-RAE: 41.5%
- RAE: 58.5%

2018
- Non-RAE: 46.6%
- RAE: 53.4%

Source: CPS November 2016
North Carolina

- RAE Voter drop-off: 43.4%
  - Est. 1,135,000 votes
- Non-RAE Voter drop-off: 29.7%
  - Est. 619,000 votes

Voter Turnout

RAE population: 60.6%

Voter Distribution of the Electorate

2016
- RAE 55.6%
- Non-RAE 44.4%

2018
- RAE 51.8%
- Non-RAE 48.2%

Source: CPS November 2016
Ohio

- RAE Voter drop-off: 35.7%
  - Est. 881,000 votes
- Non-RAE Voter drop-off: 25.5%
  - Est. 750,000 votes

Source: CPS November 2016
Pennsylvania

- RAE Voter drop-off: 42.2%
  - Est. 1,183,000 votes
- Non-RAE Voter drop-off: 24.0%
  - Est. 770,000 votes

Voter Distribution of the Electorate

RAE population: 51.1%

Voter Turnout

2016
- Non-RAE: 53.3%
- RAE: 46.7%

2018
- Non-RAE: 57.7%
- RAE: 42.3%

Source: CPS November 2016
Virginia

- RAE Voter drop-off: 48.7%
  - Est. 1,106,000 votes
- Non-RAE Voter drop-off: 26.4%
  - Est. 450,000 votes

Voter Turnout

2016

- RAE: 60.1%
- Non-RAE: 42.8%

2018

- RAE: 57.2%
- Non-RAE: 49.5%

Source: CPS November 2016
Wisconsin

- **RAE Voter drop-off:** 26.9%
  - Est. 319,000 votes
- **Non-RAE Voter drop-off:** 19.9%
  - Est. 374,000 votes

**Voter Turnout**

**2016**
- **RAE population:** 46.8%
- **Non-RAE population:** 61.3%

**2018**
- **RAE population:** 38.7%
- **Non-RAE population:** 61.3%

Source: CPS November 2016
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