



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.

Key Findings: Electorate in 2016 Compared to 2012



- 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.

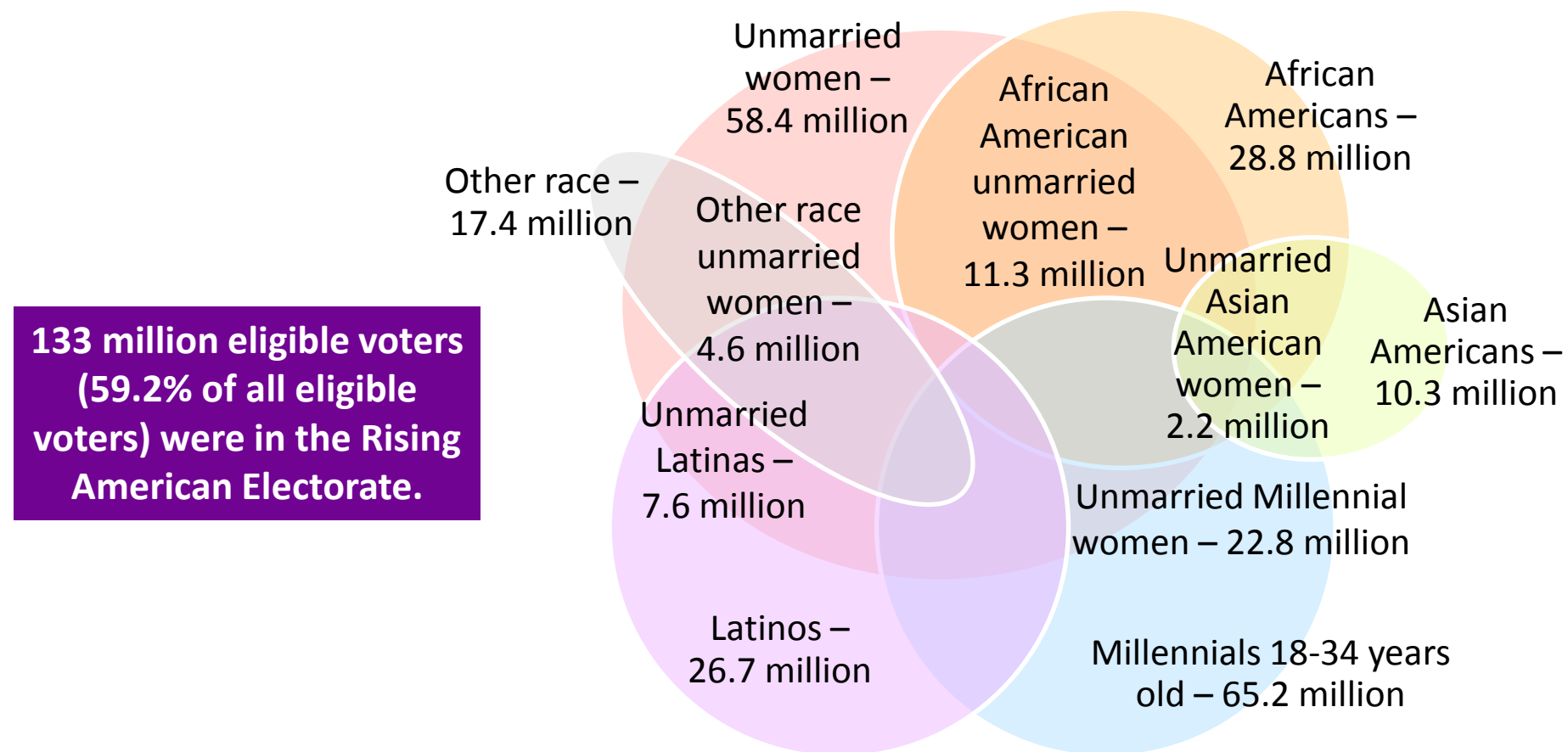
Key Findings: Predicting 2018 Drop-off



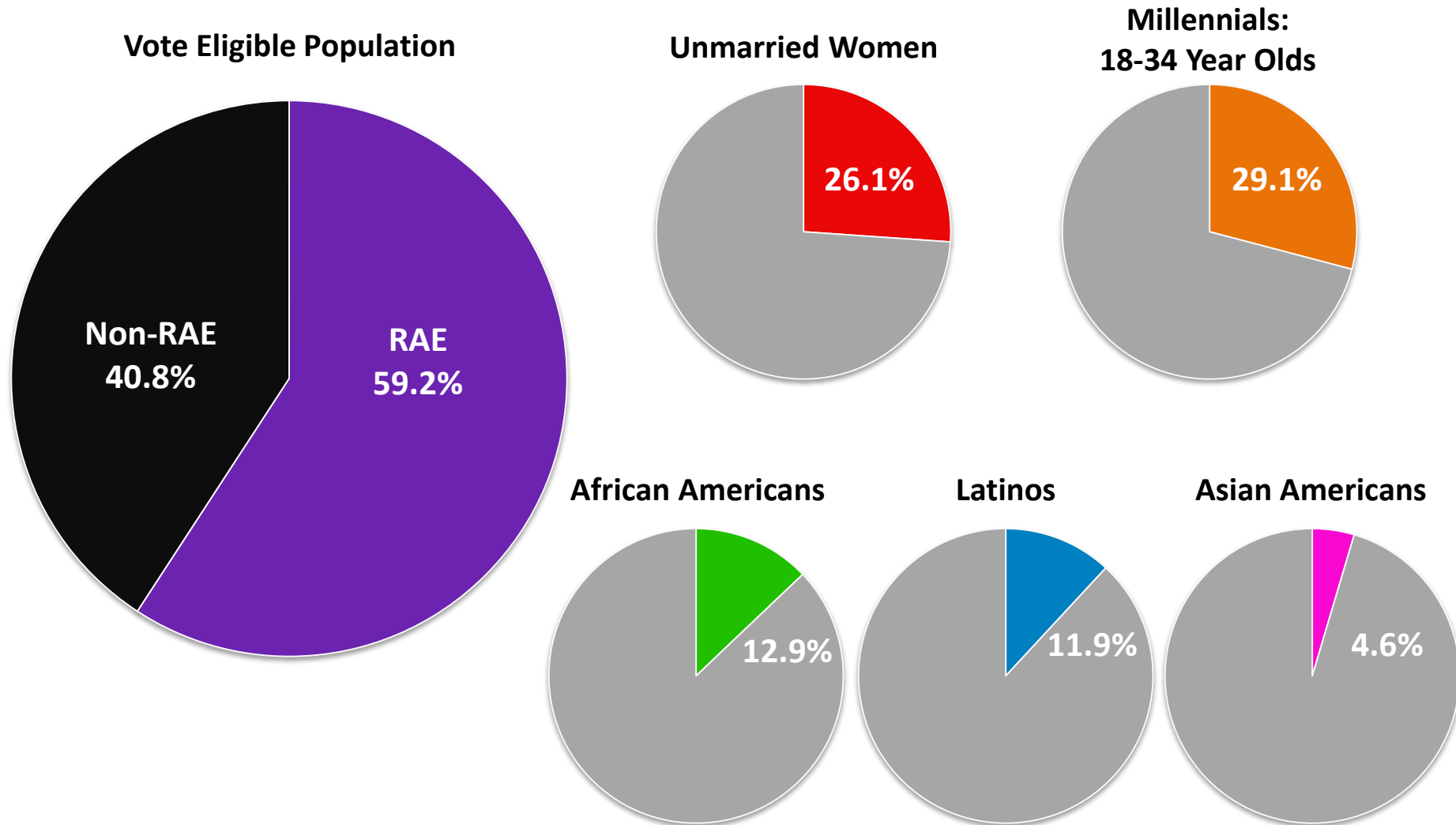
- Using a predictive methodology for population growth and likely turnout patterns, it is projected that the RAE will comprise 61.6% of those who will vote in November 2018. This means that one in three voters who turned out in 2016 will NOT turn out in 2018 (35.1% of those who voted in 2016, or 25.4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

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.



Millennials comprised the largest pluralities of the RAE within the VEP, followed closely by unmarried women.



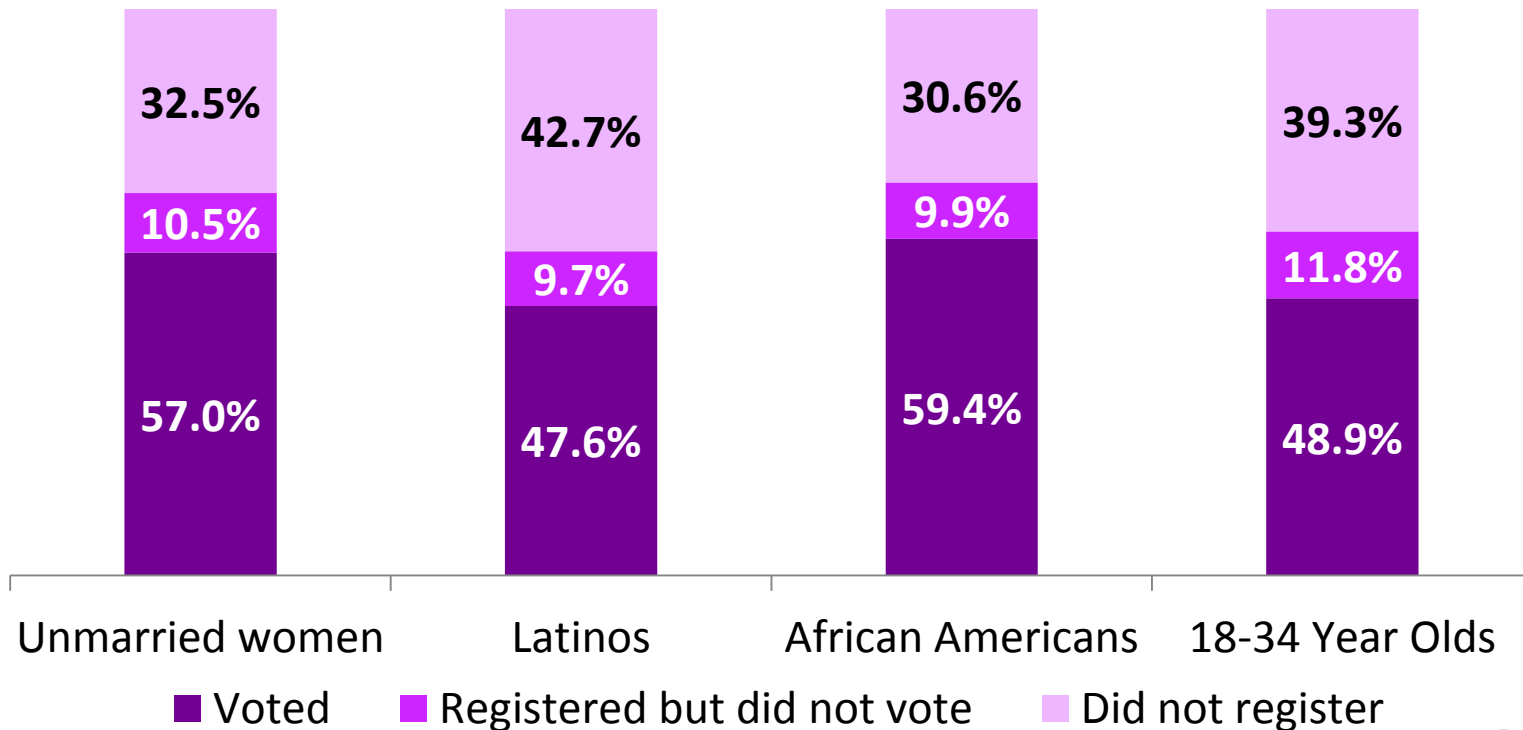
Source: CPS November 2016

* 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



Comparing 2012 to 2016

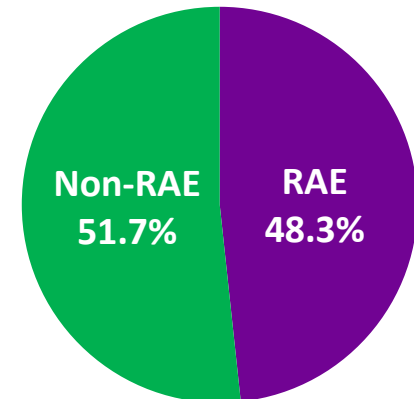
How To Read Data Slides

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

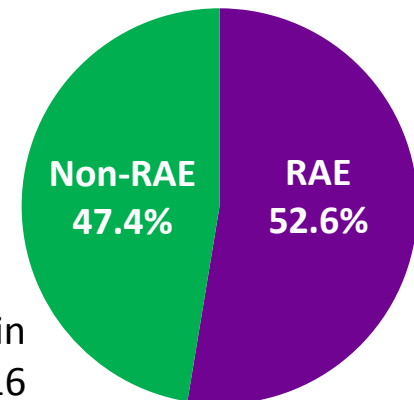
RAE population: percentage of RAE voters in the population's vote eligible population in 2016.

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

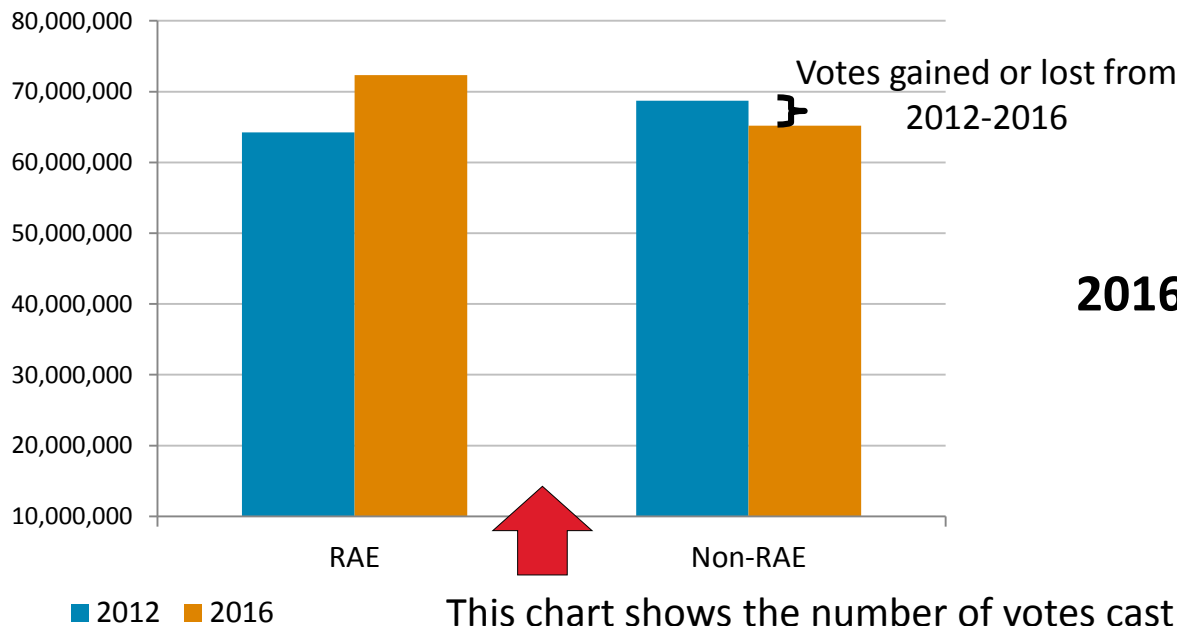
2012



2016



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.



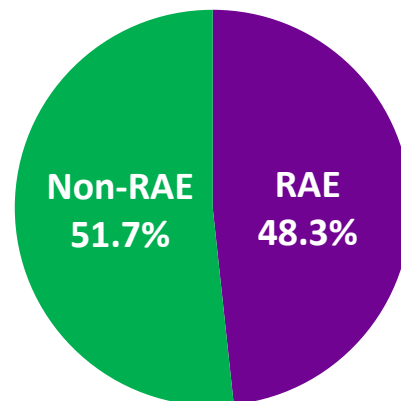
National Vote Change

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

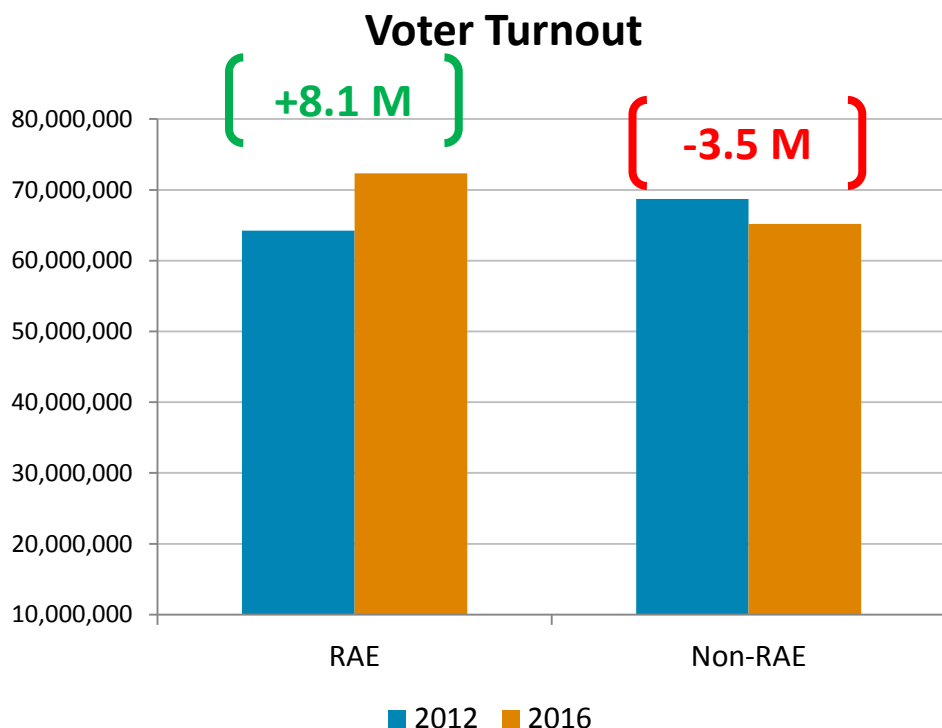
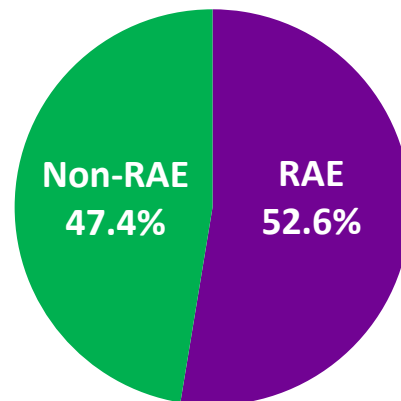
RAE population: 59.2%

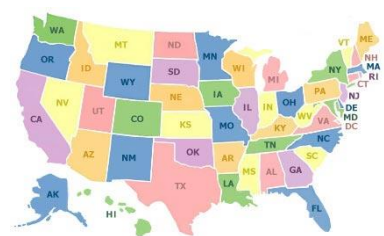
Voter Distribution of the Electorate

2012



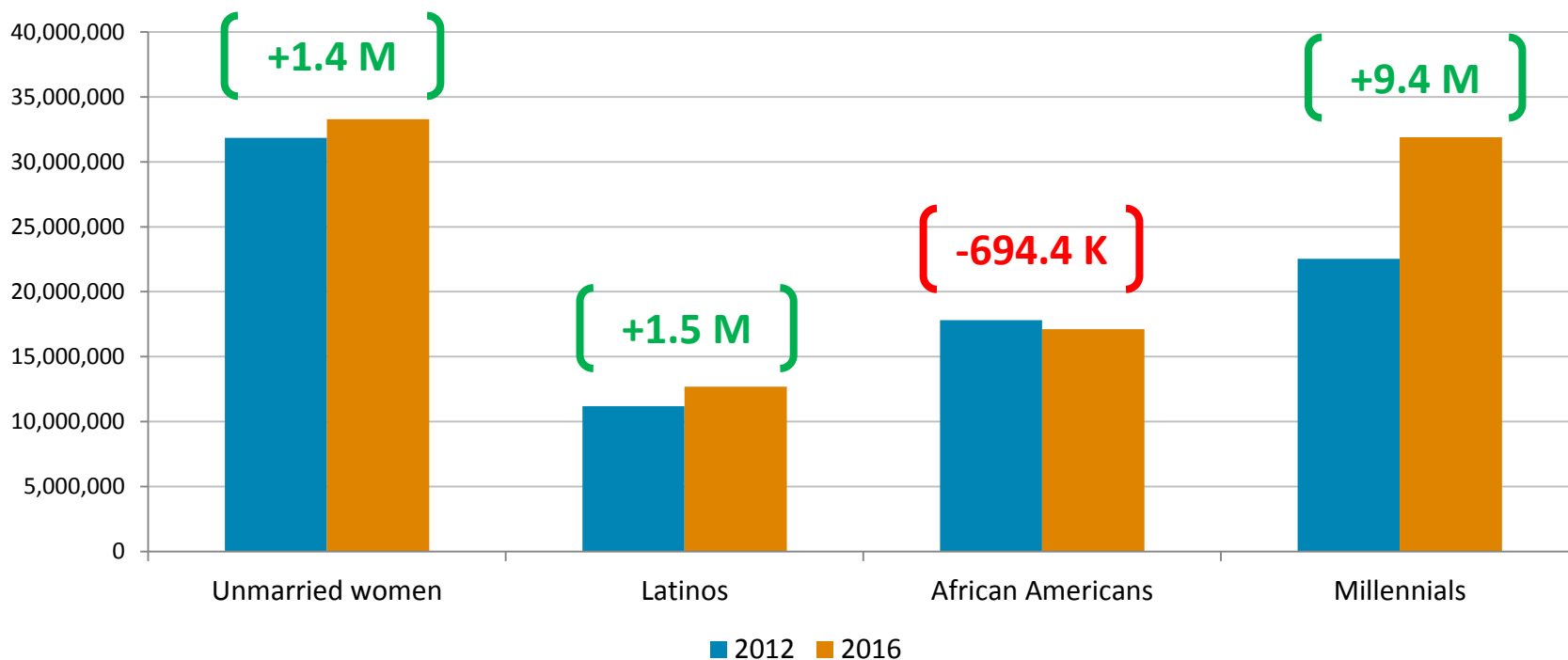
2016

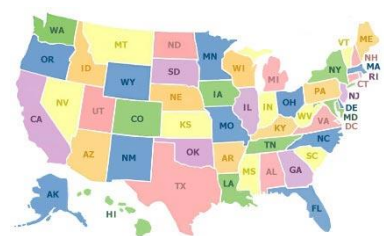




National Vote Change

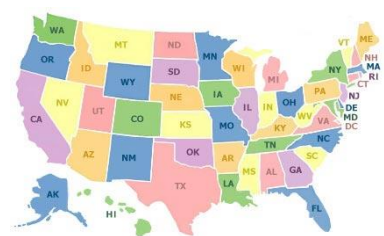
- Unmarried Women Voters gained: +4.5%
 - +1.4 million votes
- African American Voters lost: -3.9%
 - -694.4 thousand votes
- Latino Voters gained: +13.4%
 - +1.5 million votes
- Millennial Voters gained: +41.6%
 - +9.4 million votes





National Vote Change

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



National Vote Change

	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
Minnesota	217,358.77	21.5%	(337,564.31)	-18.3%
Maryland	297,636.05	20.4%	(170,291.69)	-14.8%
Arkansas	90,330.90	19.8%	26,848.50	4.0%
Alabama	193,601.76	19.7%	(252,243.66)	-21.6%
Vermont	19,449.80	19.6%	(22,106.71)	-10.6%
Missouri	215,287.13	19.0%	(127,699.57)	-7.6%
Pennsylvania	445,311.87	18.9%	(261,041.80)	-7.5%
Rhode Island	36,774.81	18.5%	(42,078.91)	-15.6%
Alaska	24,940.06	18.3%	(6,342.55)	-4.1%
Montana	29,591.68	18.3%	(4,202.13)	-1.3%
North Dakota	23,214.37	18.1%	10,542.51	5.3%
Connecticut	105,977.69	16.2%	(87,419.04)	-9.6%
Texas	758,473.04	15.4%	224,413.69	6.0%
Illinois	394,619.01	14.9%	(103,521.67)	-3.7%



National Vote Change

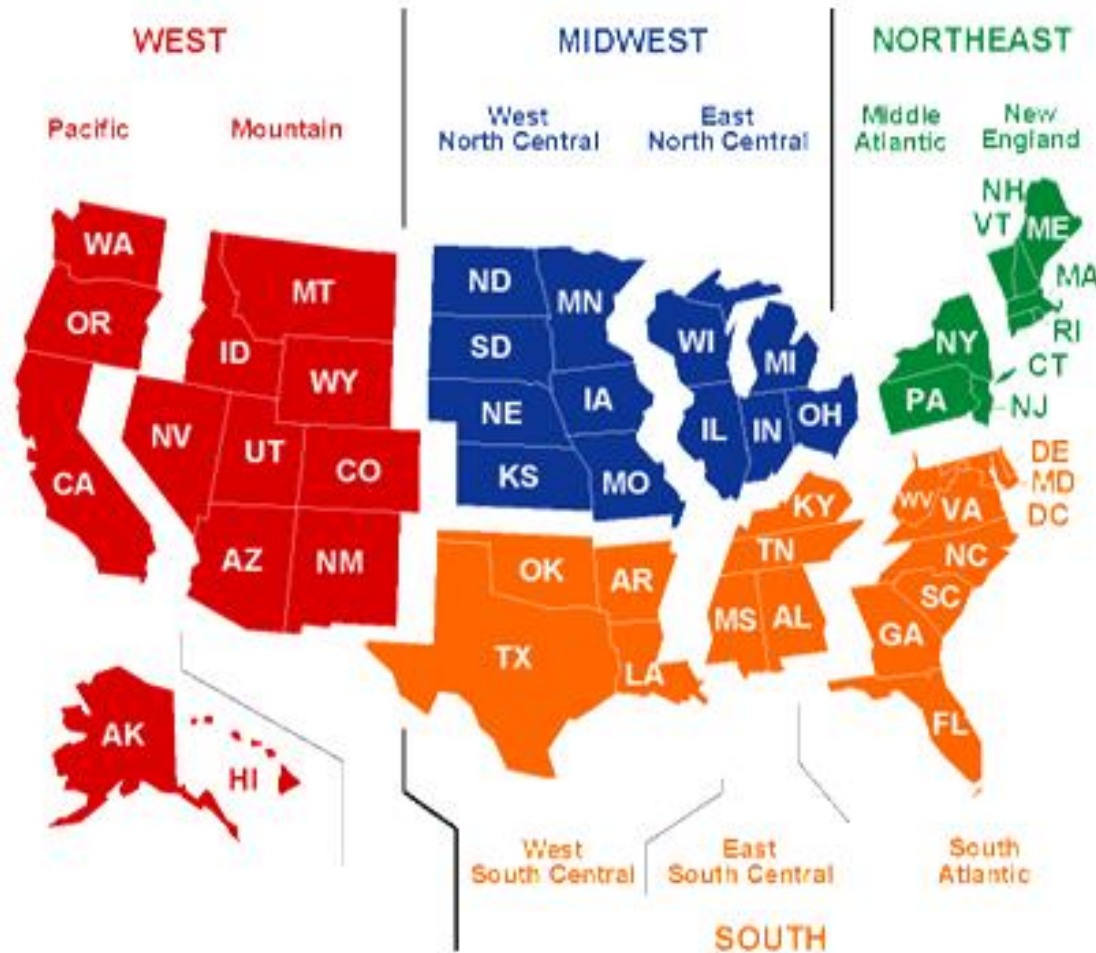
	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
Kansas	67,367.75	14.9%	(73,091.59)	-9.2%
Washington	194,358.22	14.3%	15,275.47	0.8%
California	1,089,264.35	13.2%	(135,480.75)	-2.6%
Massachusetts	183,102.32	13.0%	(250,702.96)	-12.7%
Iowa	66,619.45	12.4%	(161,042.84)	-15.9%
Oklahoma	78,447.19	12.1%	45,296.65	5.8%
Oregon	89,792.80	12.1%	(44,740.80)	-3.9%
North Carolina	256,453.59	10.9%	(180,480.13)	-8.0%
Delaware	19,600.57	10.0%	(33,915.29)	-14.5%
Florida	401,774.01	9.3%	69,344.08	1.8%
D.C.	25,136.52	8.9%	5,083.60	7.4%
New York	319,805.19	7.7%	(125,949.20)	-3.6%



National Vote Change

	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
Michigan	97,512.81	4.9%	(216,271.96)	-7.6%
New Jersey	67,747.66	3.6%	(72,135.48)	-4.0%
Tennessee	41,172.66	3.6%	(16,251.93)	-1.1%
Georgia	69,400.35	2.9%	8,748.30	0.5%
Ohio	68,441.95	2.9%	(54,782.13)	-1.8%
South Dakota	2,461.96	2.0%	(10,712.19)	-4.4%
Louisiana	15,333.85	1.3%	(96,808.30)	-10.4%
Hawaii	3,042.13	0.8%	(22,821.49)	-20.9%
South Carolina	1,729.91	0.2%	43,880.37	4.2%
New Mexico	(12,363.12)	-2.3%	(100,627.53)	-29.6%
Wisconsin	(45,477.27)	-3.7%	(13,937.25)	-0.7%
Mississippi	(55,154.48)	-5.8%	(62,763.37)	-9.8%

Regional Data





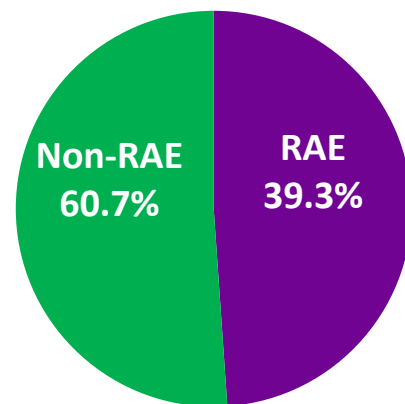
New England

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

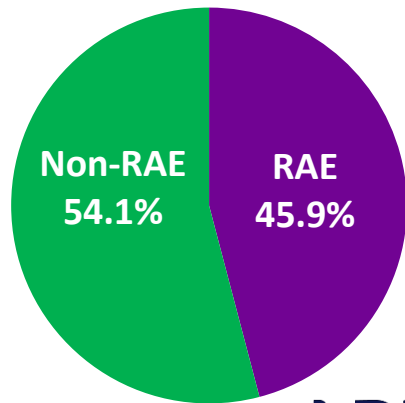
RAE population: 51.6%

Voter Distribution of the Electorate

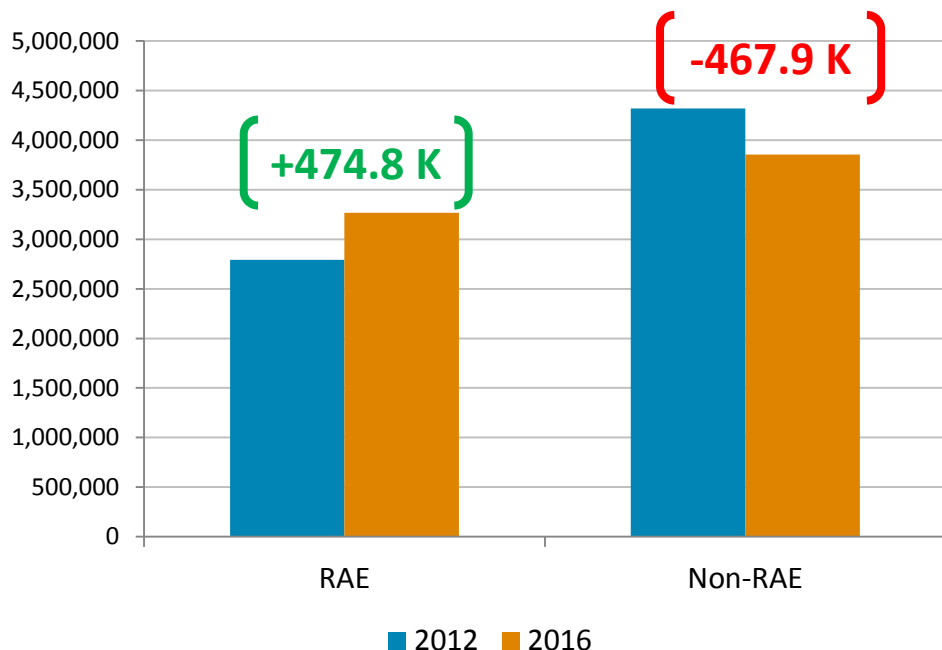
2012



2016



Voter Turnout





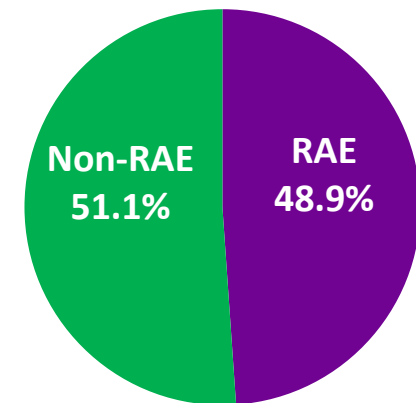
Middle Atlantic

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

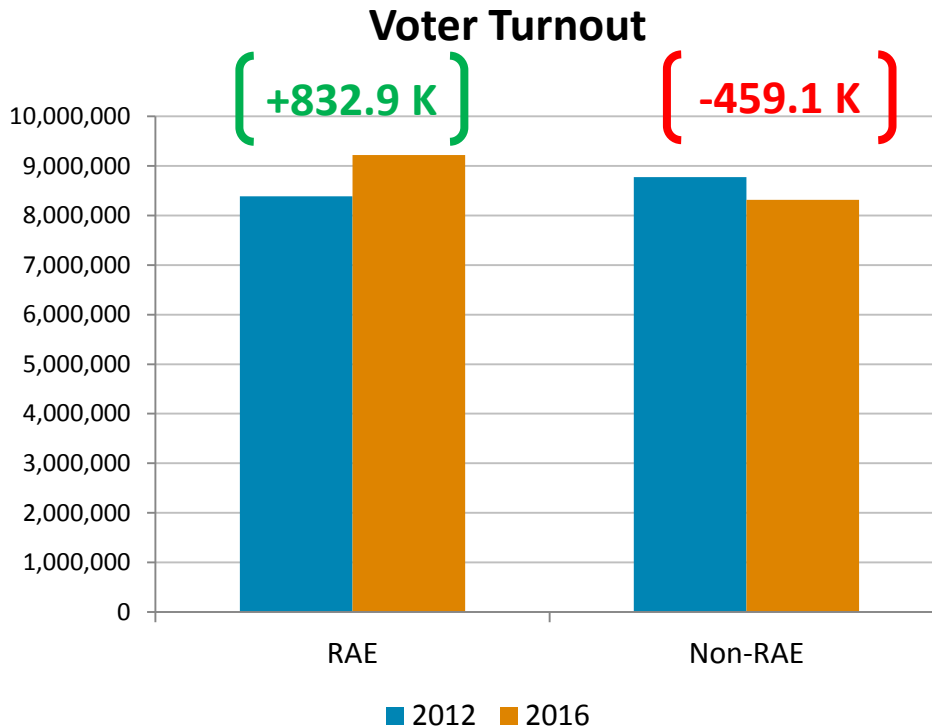
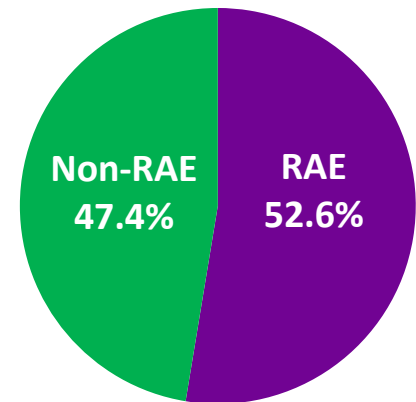
RAE population: 58.6%

Voter Distribution of the Electorate

2012



2016





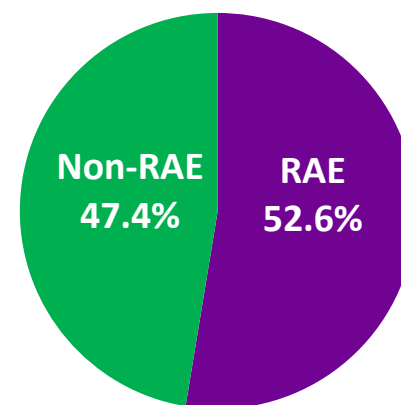
South Atlantic

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

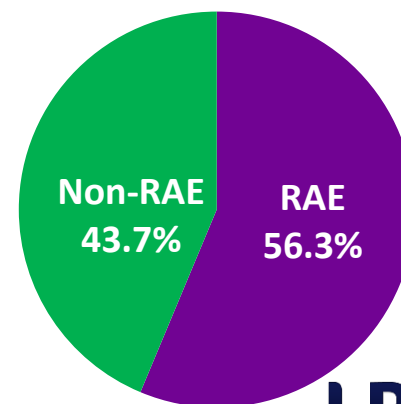
RAE population: 61.0%

Voter Distribution of the Electorate

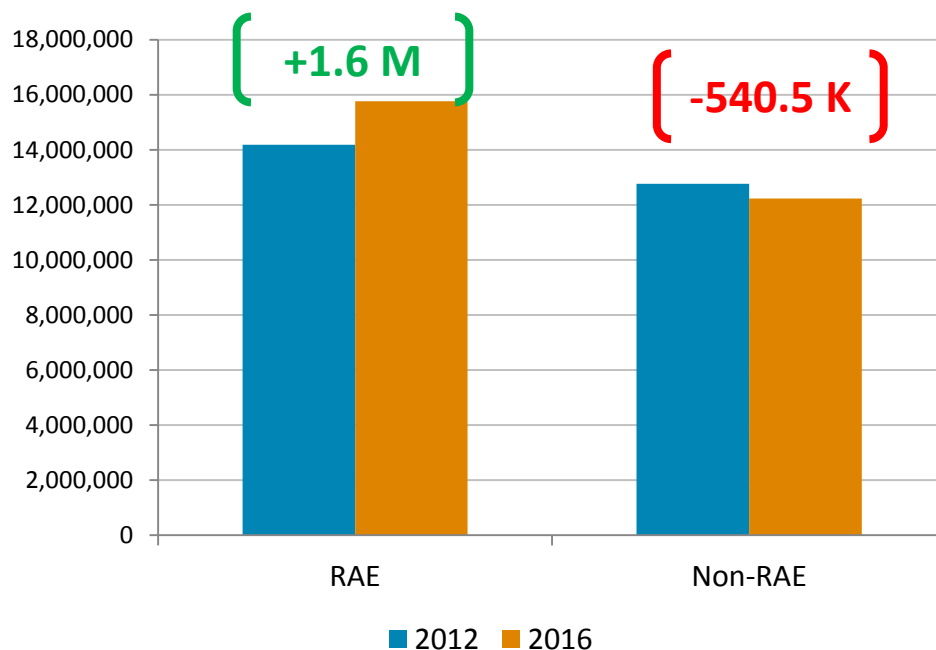
2012



2016



Voter Turnout





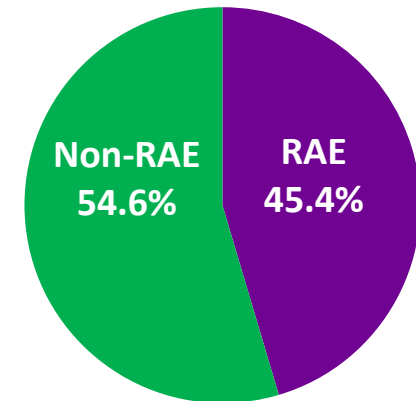
East South Central

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

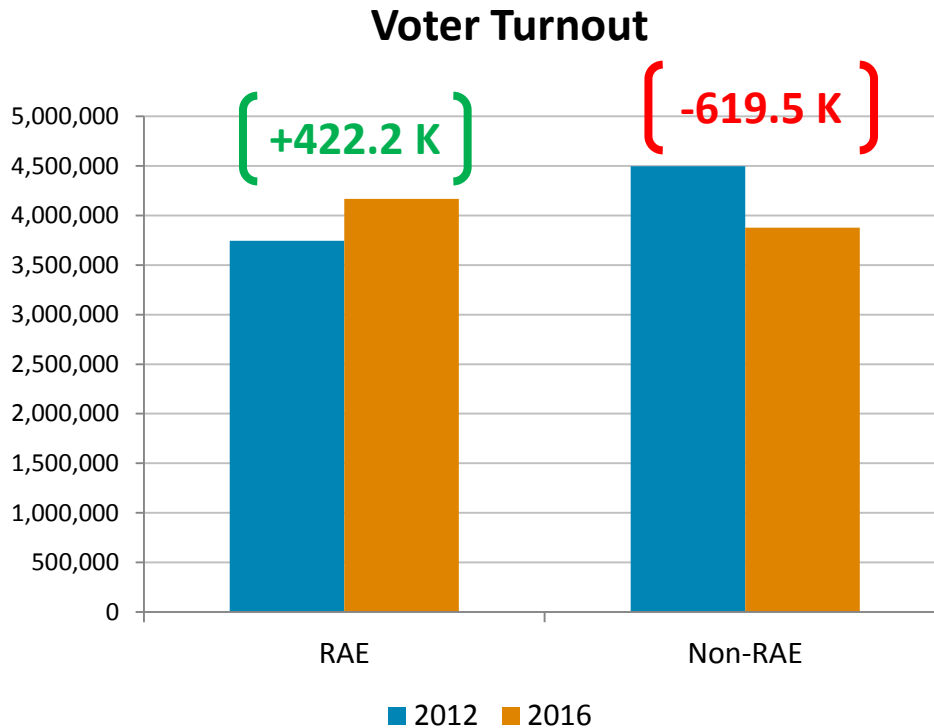
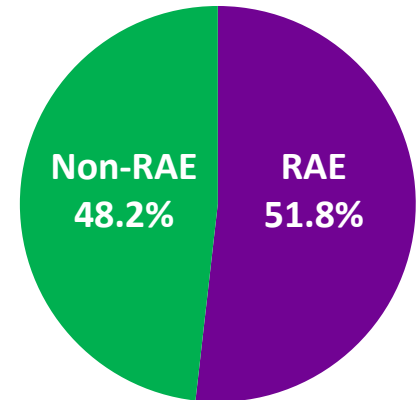
RAE population: 56.2%

Voter Distribution of the Electorate

2012



2016





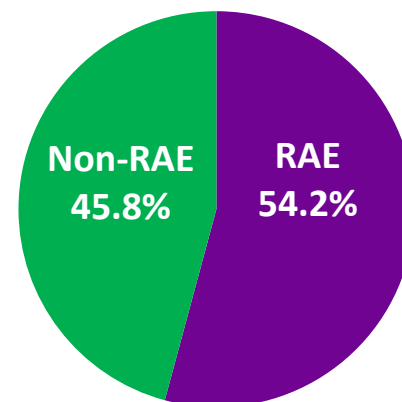
West South Central

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

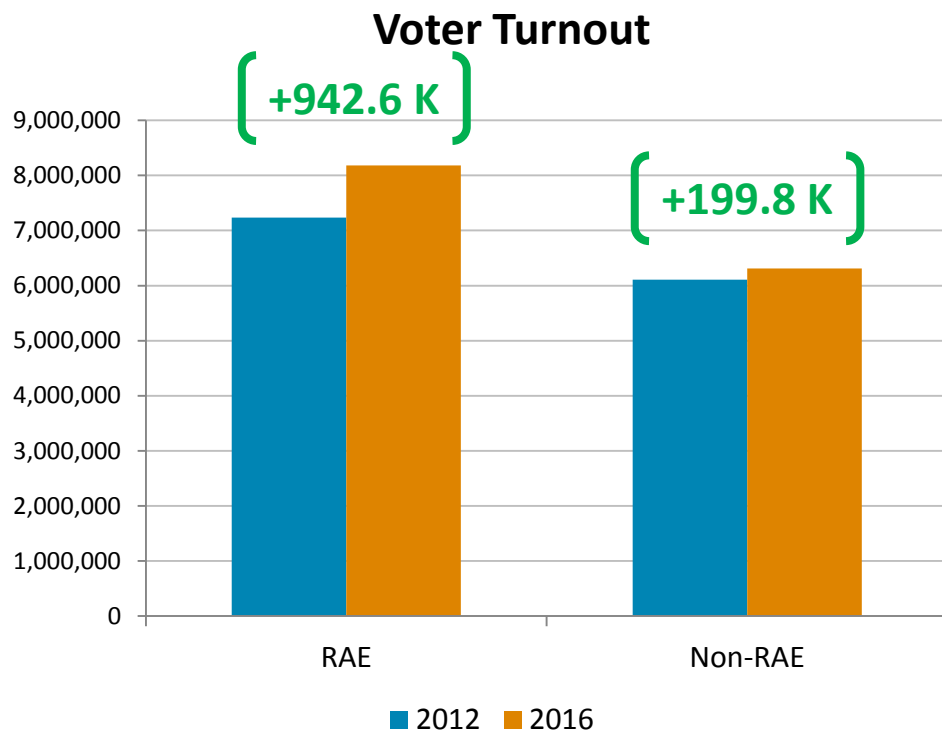
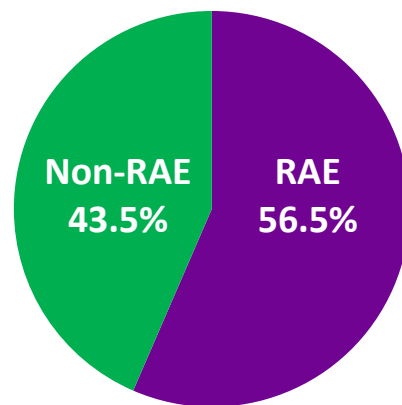
RAE population: 65.0%

Voter Distribution of the Electorate

2012



2016





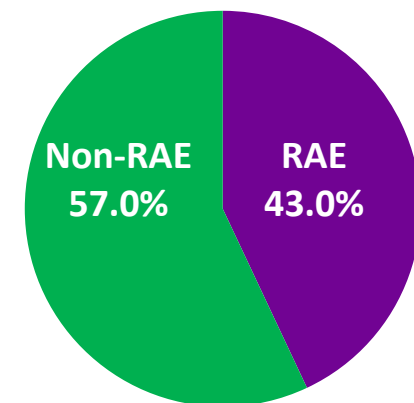
East North Central

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

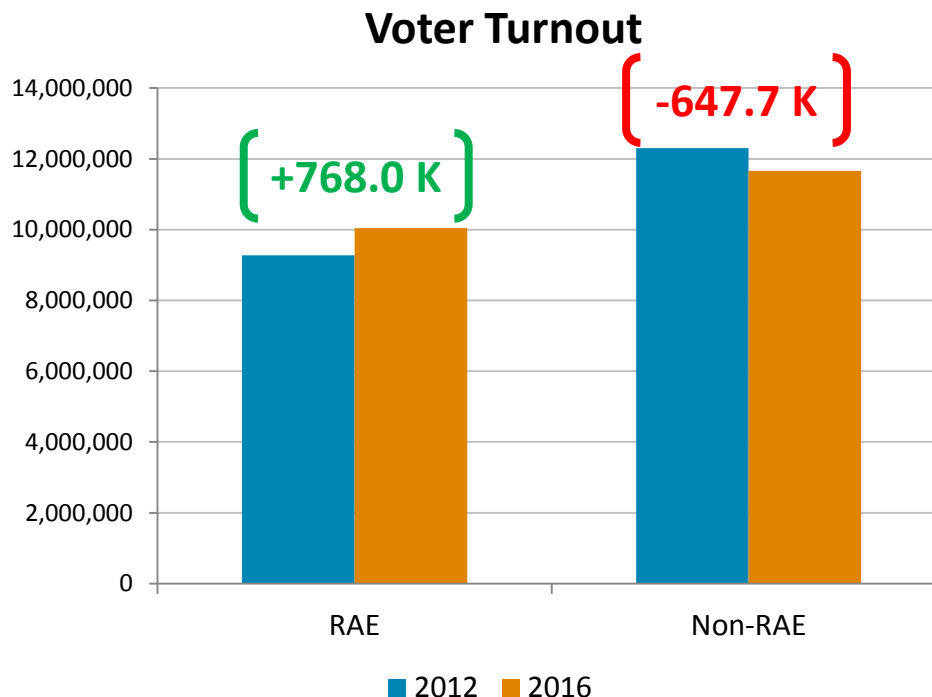
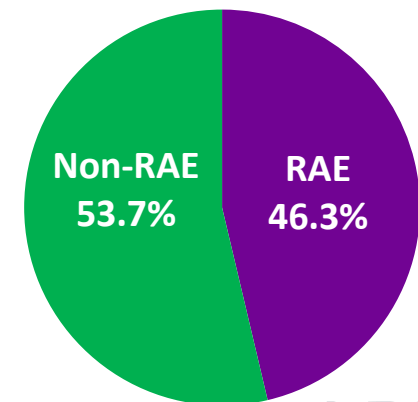
RAE population: 53.5%

Voter Distribution of the Electorate

2012



2016





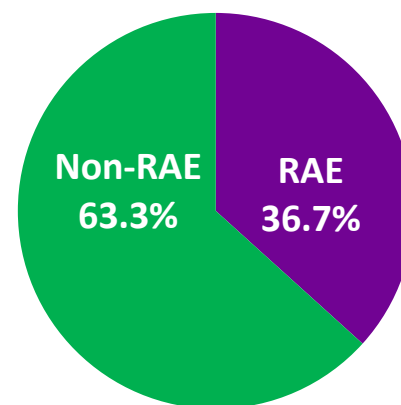
West North Central

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

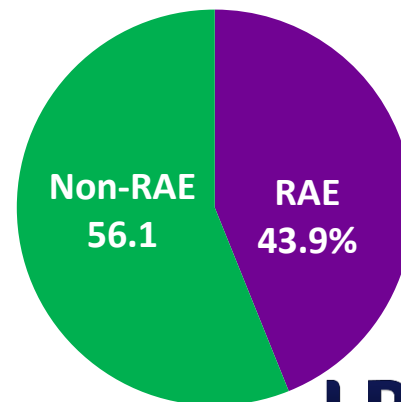
RAE population: 50.0%

Voter Distribution of the Electorate

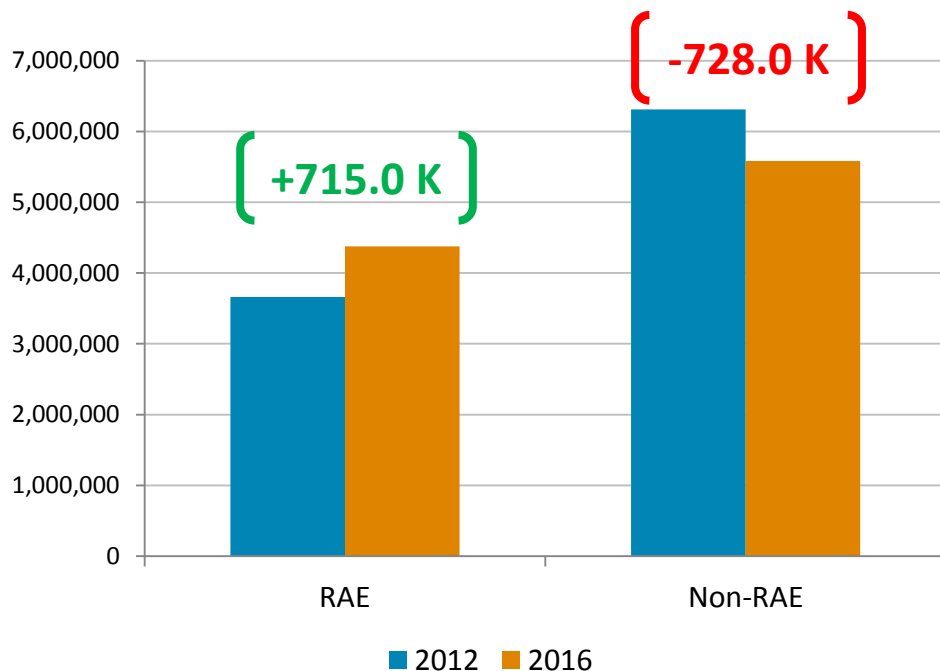
2012



2016



Voter Turnout





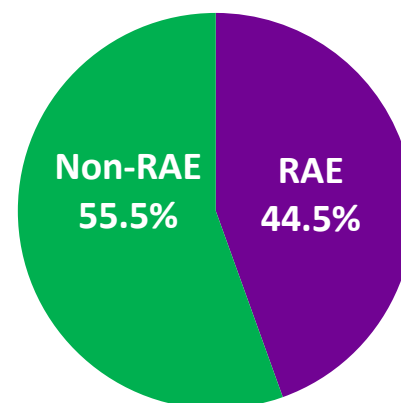
Mountain

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

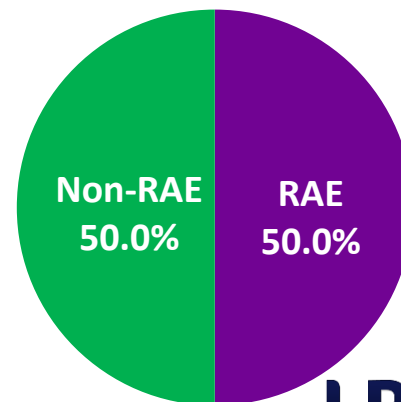
RAE population: 57.6%

Voter Distribution of the Electorate

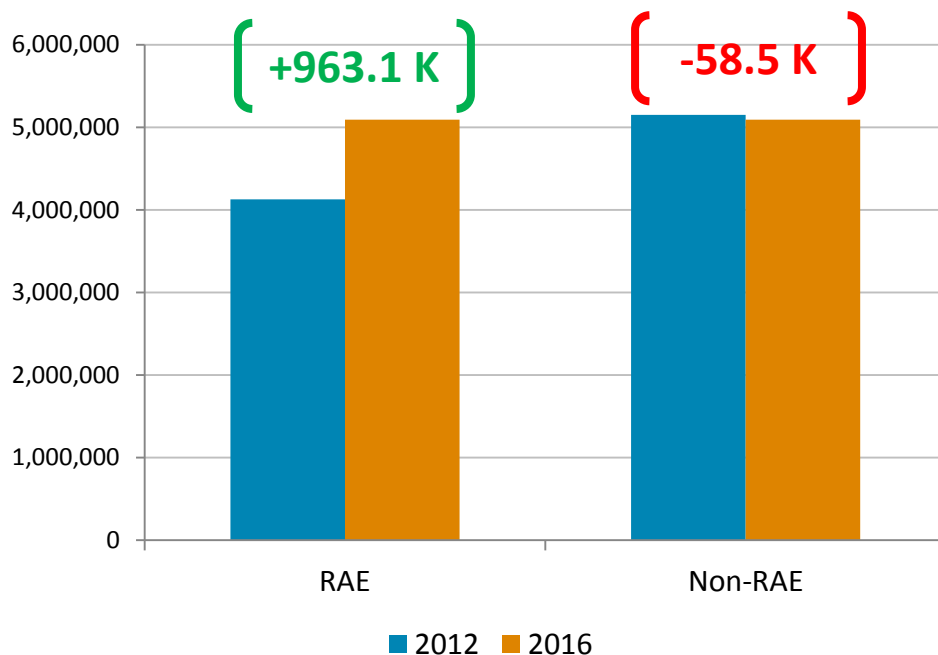
2012



2016



Voter Turnout





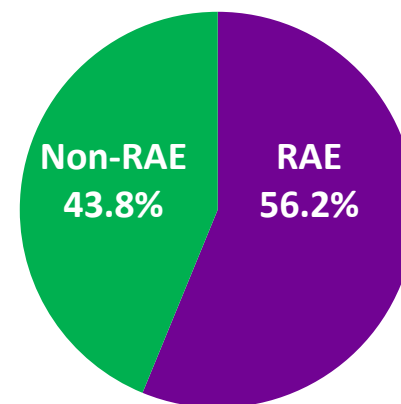
Pacific

RAE population: 67.3%

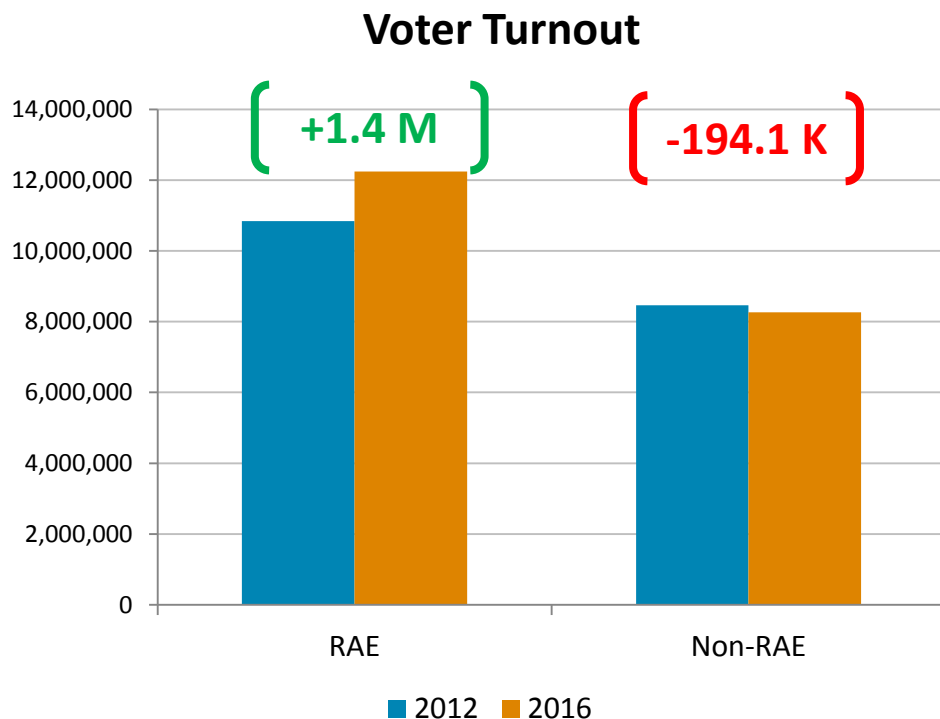
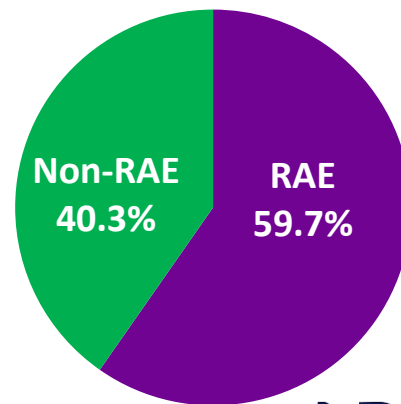
- RAE Voters gained: +12.9%
 - +1.4 million votes
- Non-RAE Voters lost: -2.3%
 - 194.1 thousand votes

Voter Distribution of the Electorate

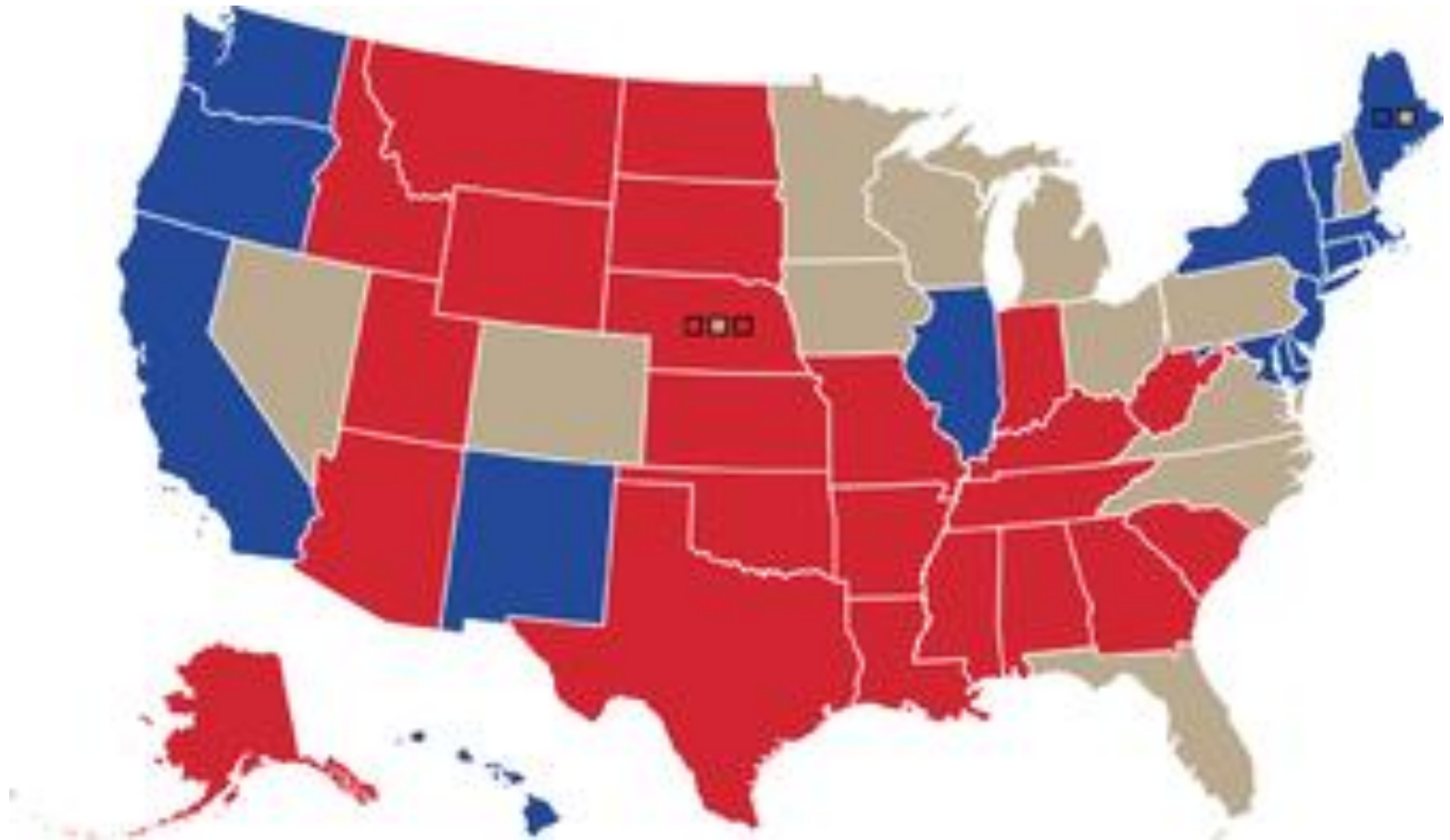
2012



2016



Target States



*As defined by VPC.

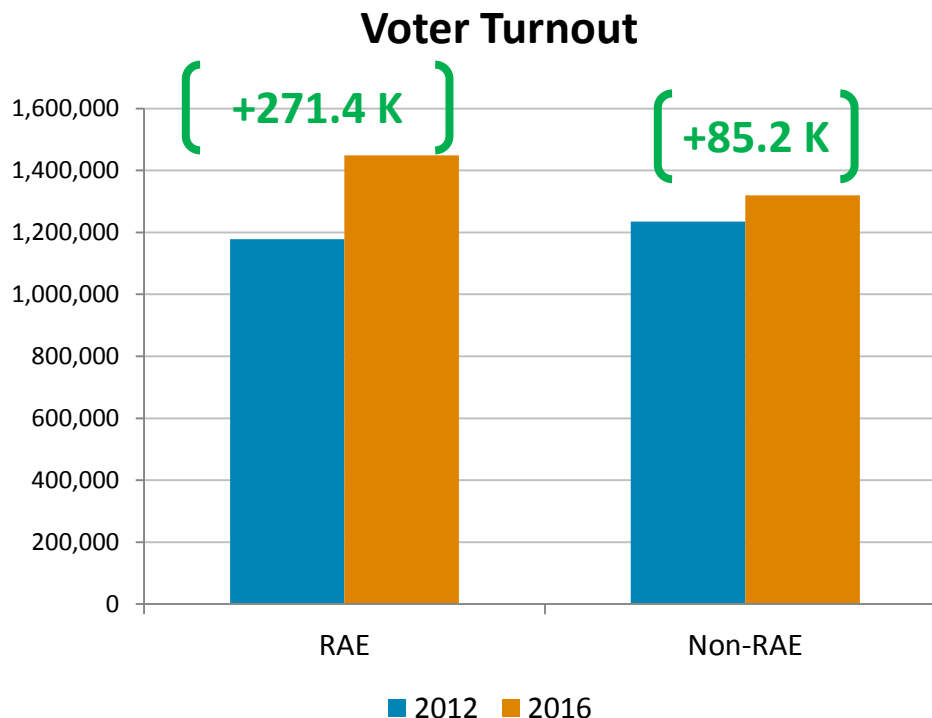


Arizona

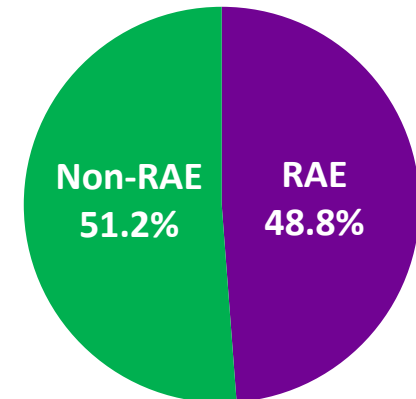
- RAE Voters gained: +23.0%
 - +271.4 thousand votes
- Non-RAE Voters gained: +6.9%
 - +85.2 thousand votes

RAE population: 61.1%

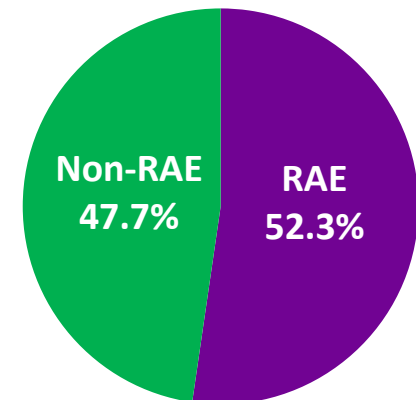
Voter Distribution of the Electorate



2012



2016



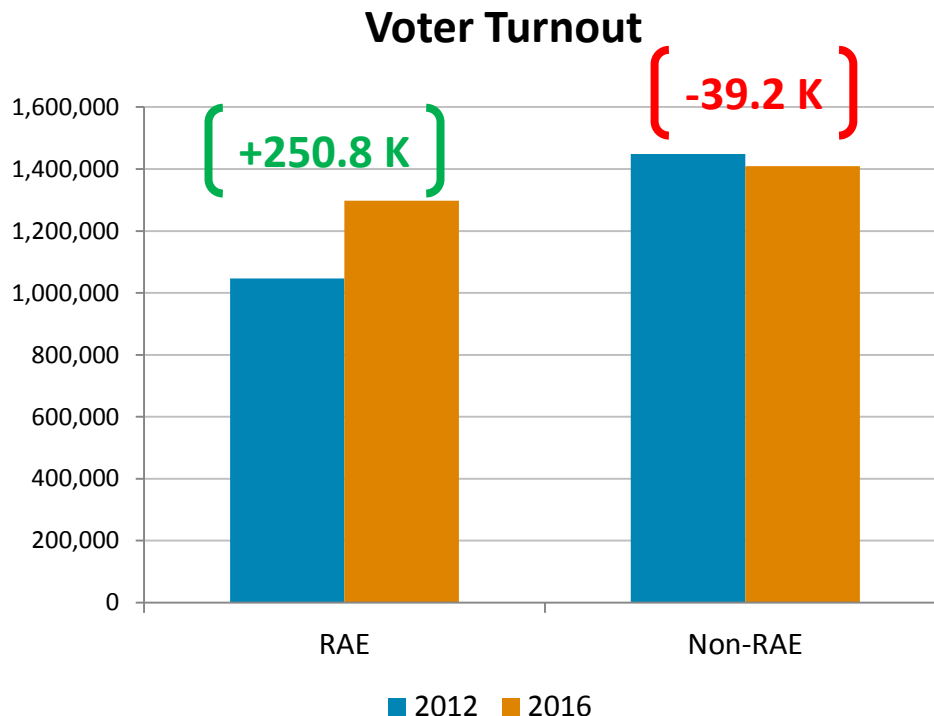


Colorado

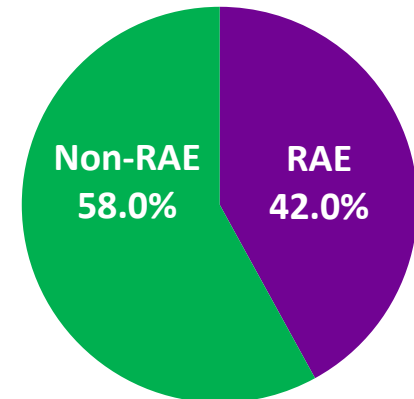
- **RAE Voters gained: +24.0%**
 - +250.8 thousand votes
- **Non-RAE Voters lost: -2.7%**
 - -39.2 thousand votes

RAE population: 53.5%

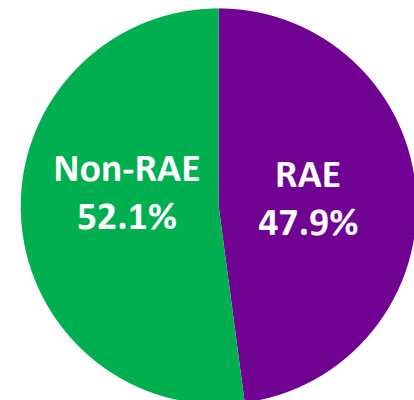
Voter Distribution of the Electorate



2012



2016



Florida

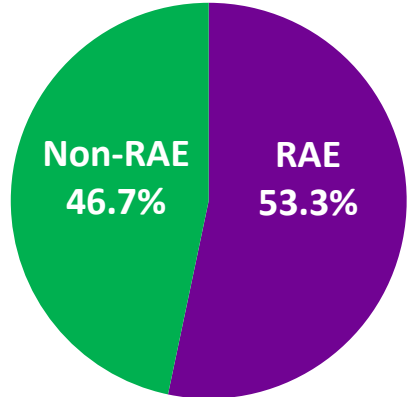


- RAE Voters gained: +9.3%
 - +401.8 thousand votes
- Non-RAE Voters gained: +1.8%
 - +69.3 thousand votes

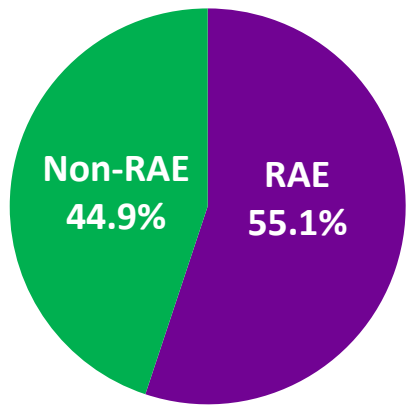
RAE population: 61.3%

Voter Distribution of the Electorate

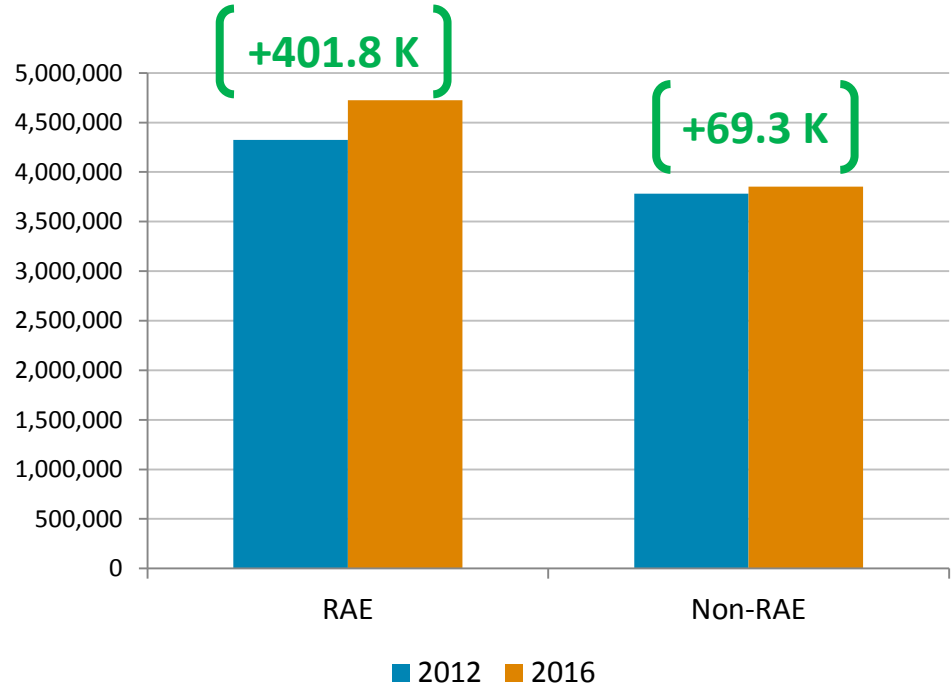
2012



2016



Voter Turnout





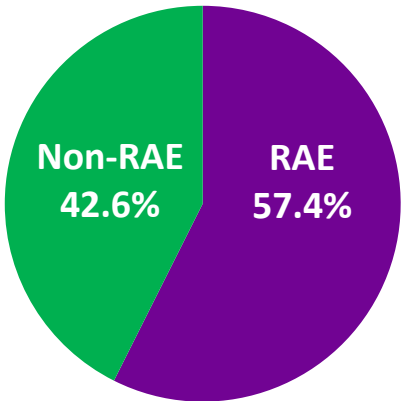
Georgia

- RAE Voters gained: +2.9%
 - +69.4 thousand votes
- Non-RAE Voters gained: +0.5%
 - +8.7 thousand votes

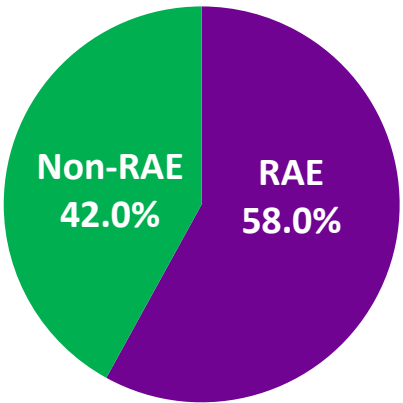
RAE population: 63.7%

Voter Distribution of the Electorate

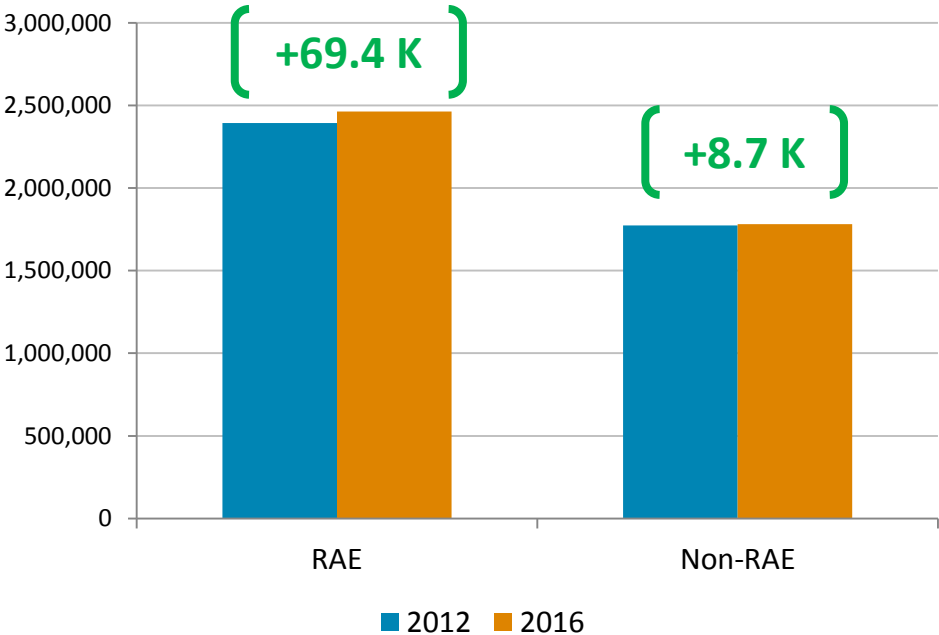
2012



2016



Voter Turnout





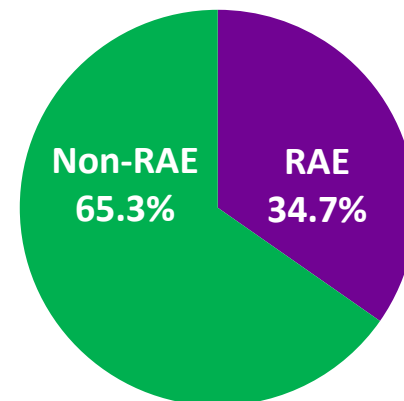
Iowa

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

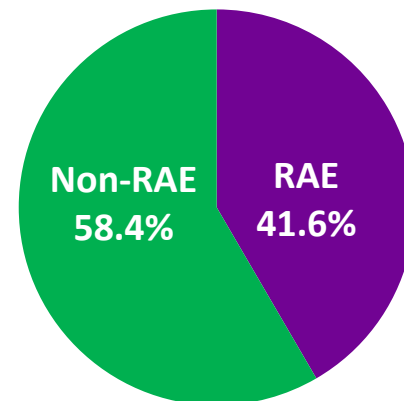
RAE population: 47.9%

Voter Distribution of the Electorate

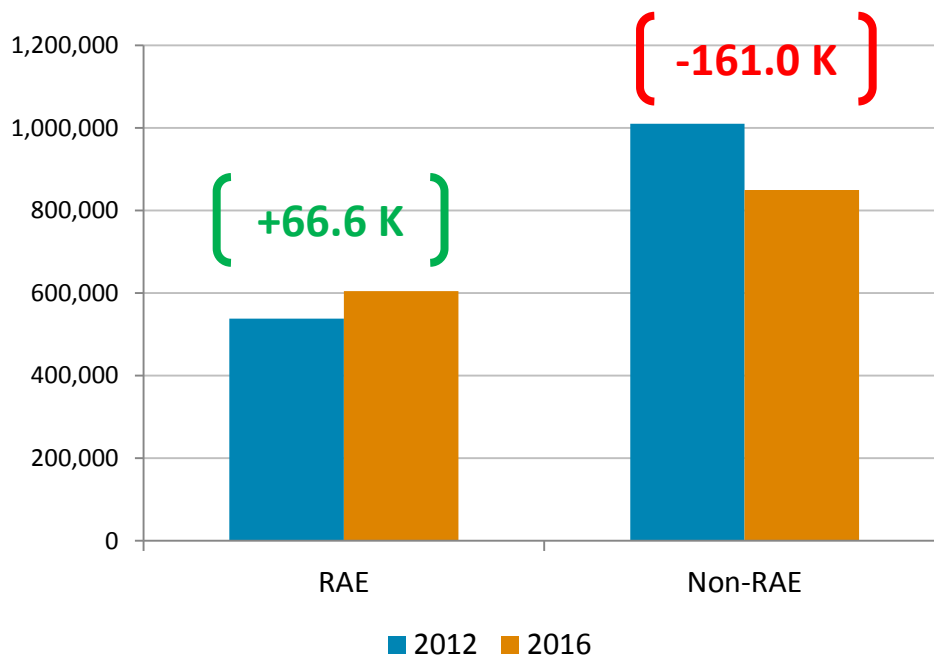
2012



2016



Voter Turnout





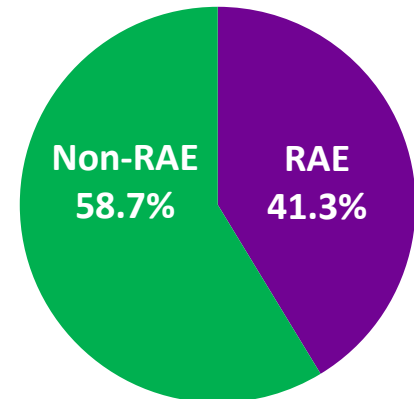
Michigan

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

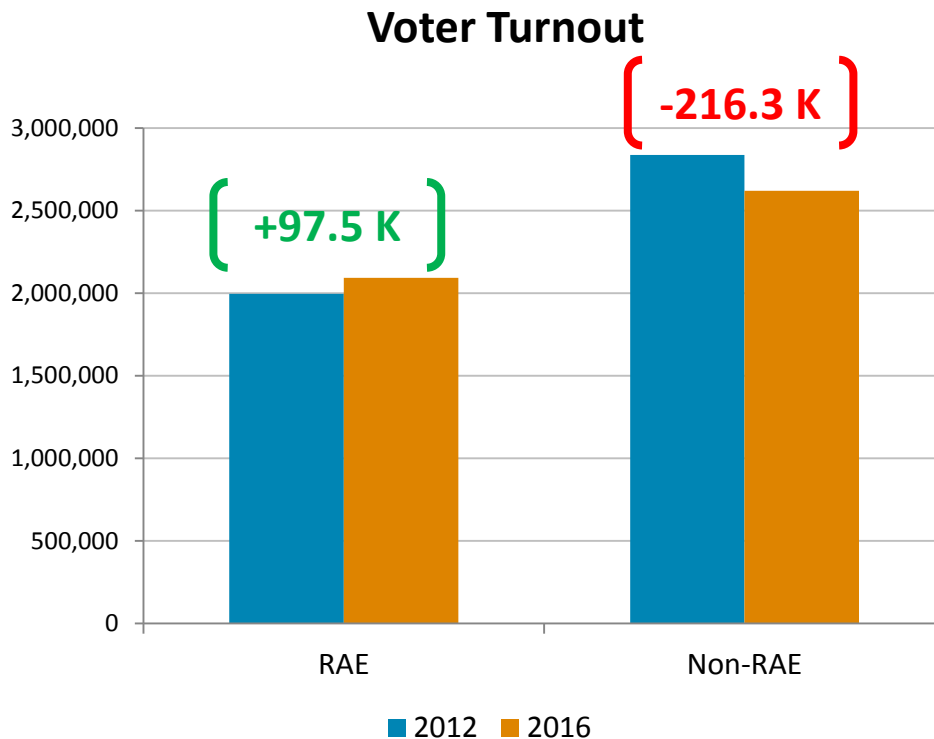
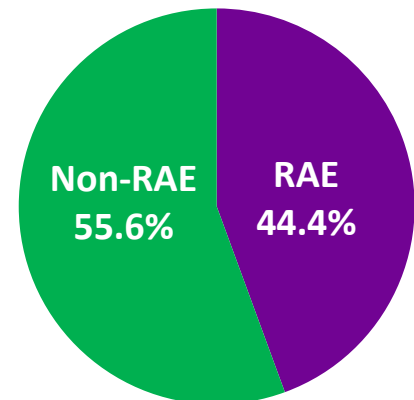
RAE population: 52.3%

Voter Distribution of the Electorate

2012



2016





Nevada

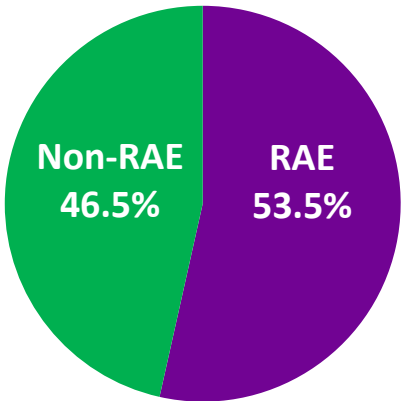


- RAE Voters gained: +24.8%
 - +139.2 thousand votes
- Non-RAE Voters gained: +1.7%
 - +8.2 thousand votes

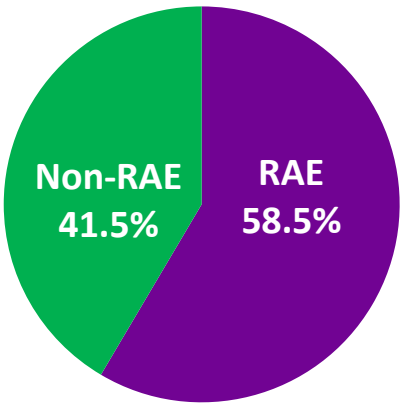
RAE population: 62.7%

Voter Distribution of the Electorate

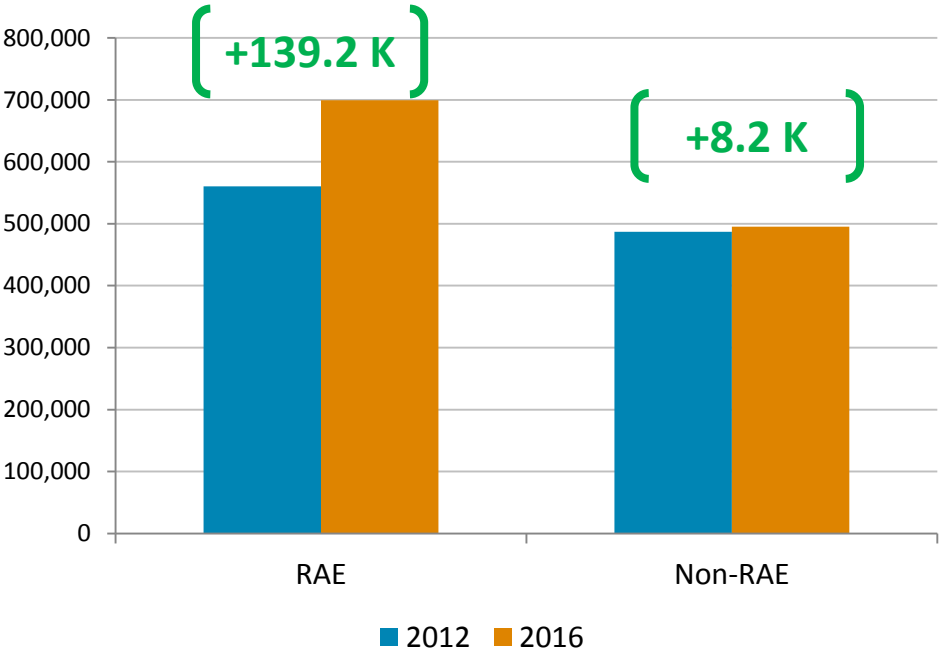
2012



2016



Voter Turnout





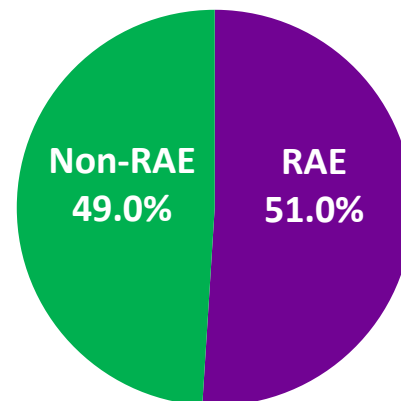
North Carolina

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

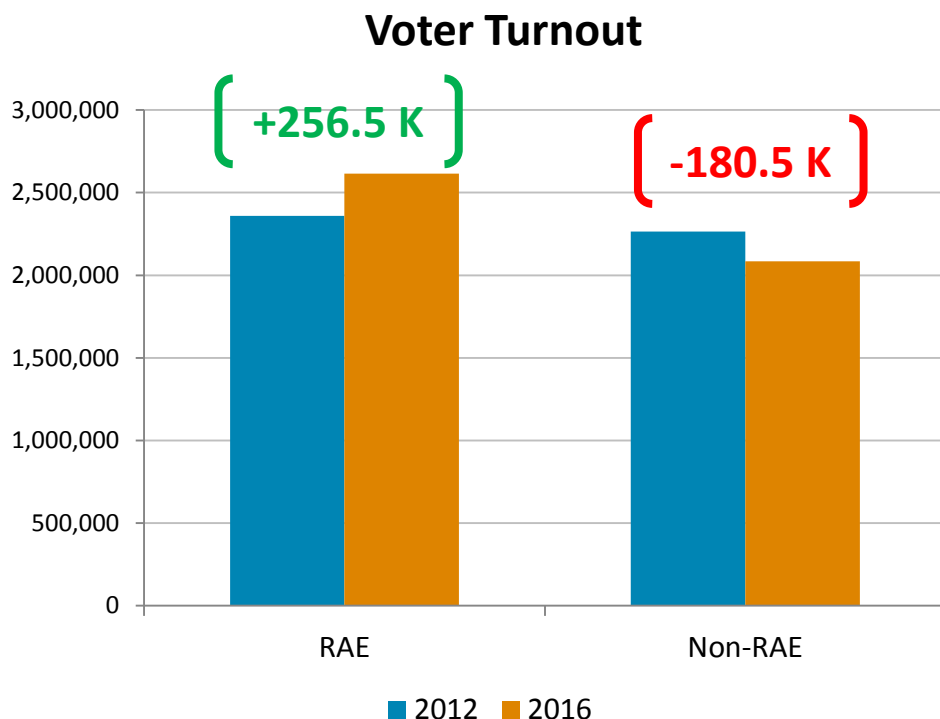
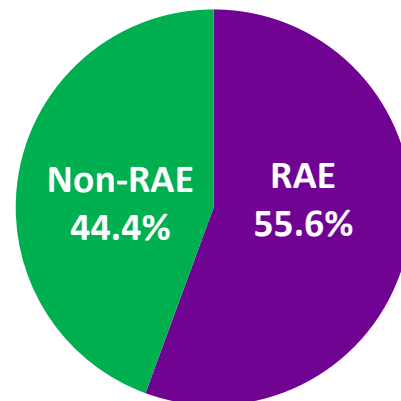
RAE population: 60.6%

Voter Distribution of the Electorate

2012



2016



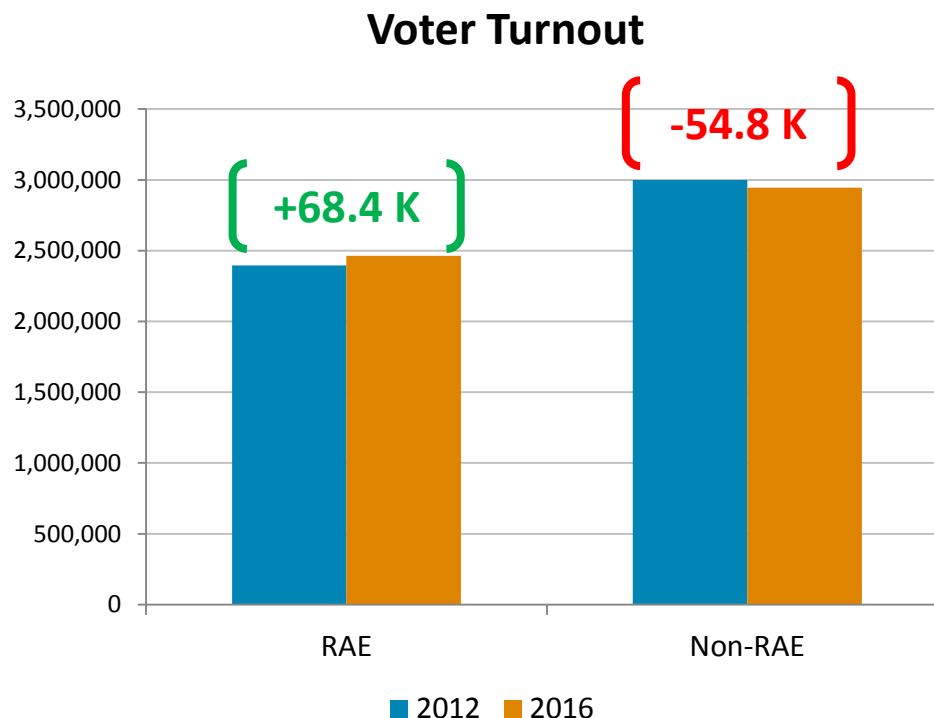


Ohio

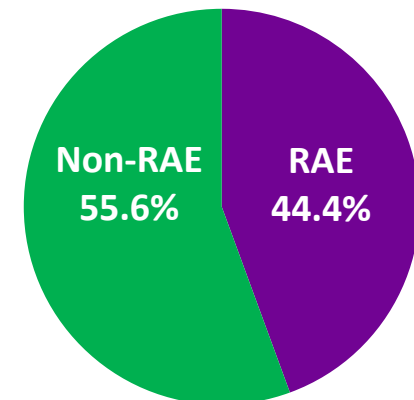
- **RAE Voters gained: +2.9%**
 - +68.4 thousand votes
- **Non-RAE Voters lost: -1.8%**
 - -54.8 thousand votes

RAE population: 51.8%

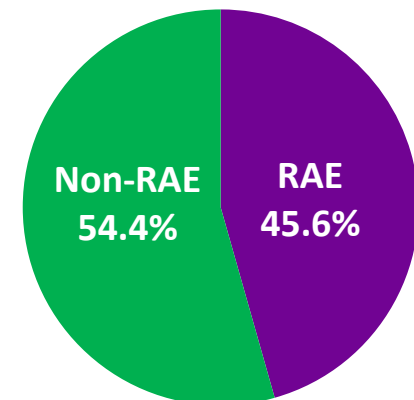
Voter Distribution of the Electorate



2012



2016





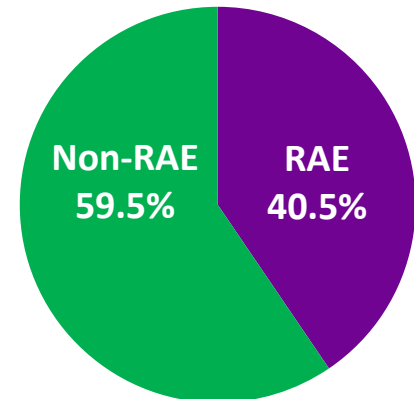
Pennsylvania

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

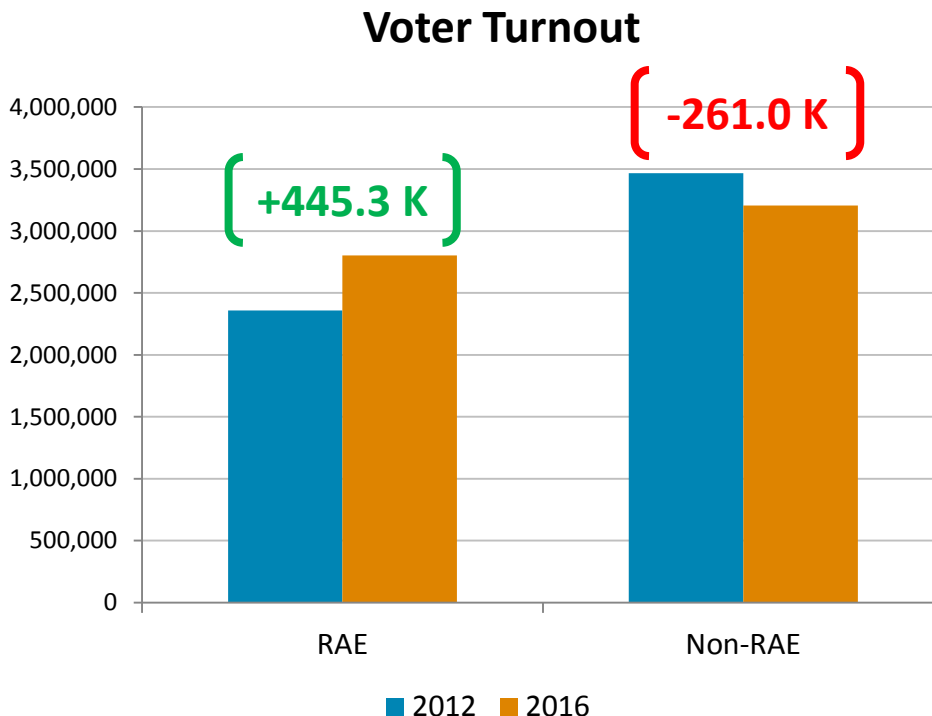
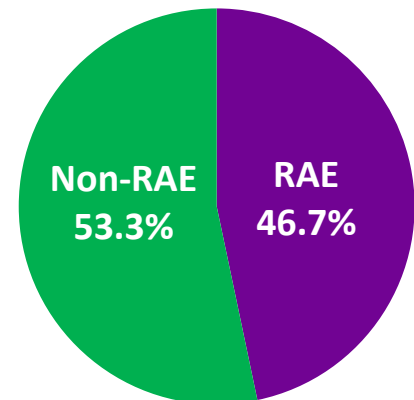
RAE population: 51.1%

Voter Distribution of the Electorate

2012



2016



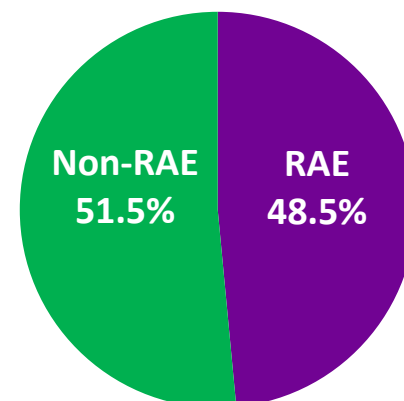
Virginia

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

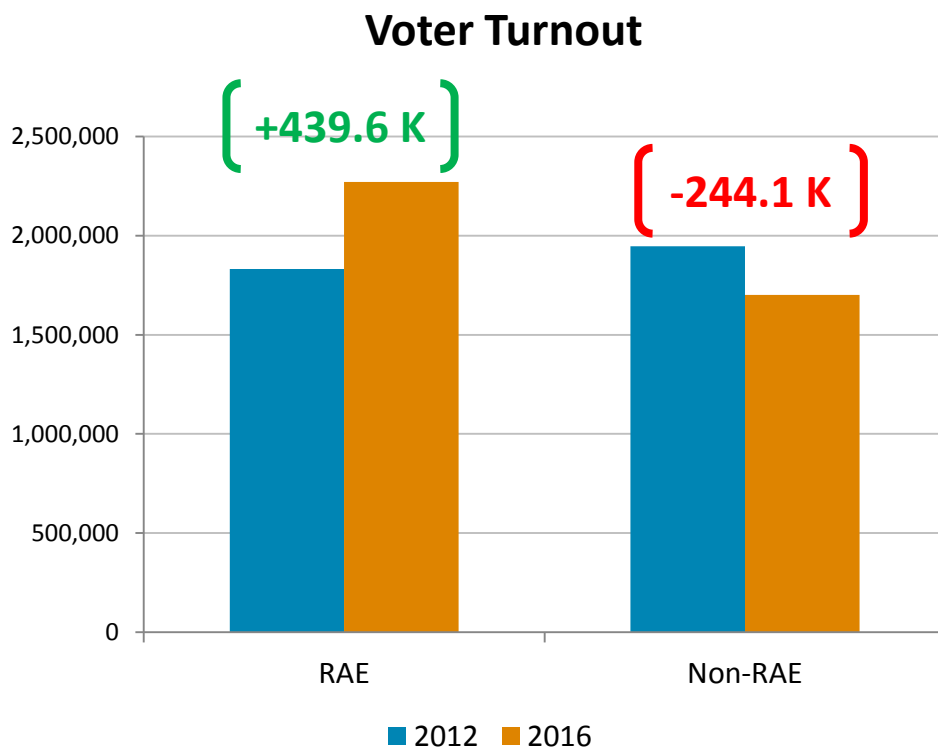
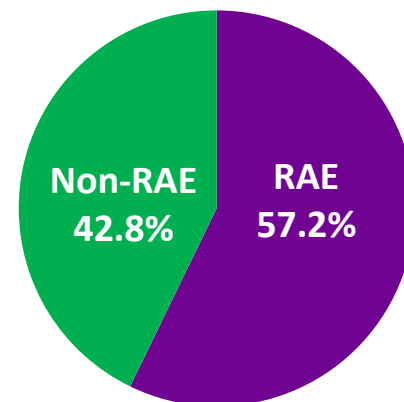
RAE population: 60.1%

Voter Distribution of the Electorate

2012



2016





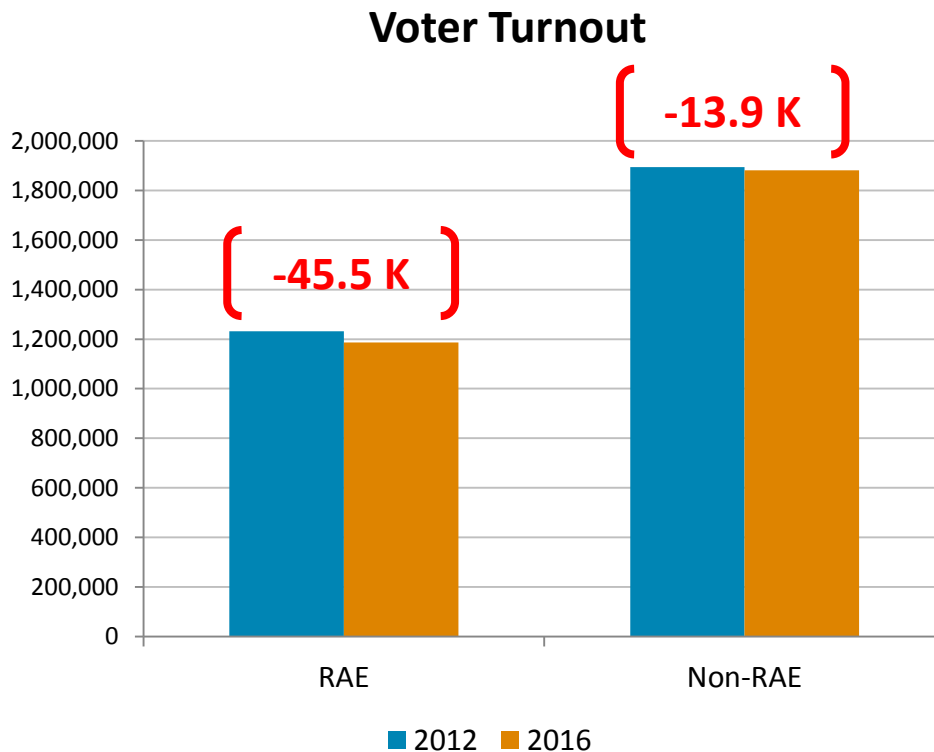
Wisconsin



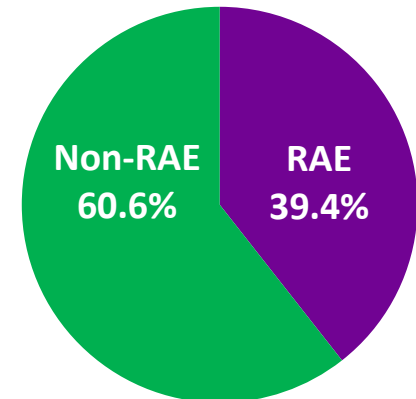
- **RAE Voters lost: -3.7%**
 - -45.5 thousand votes
- **Non-RAE Voters lost: -0.7%**
 - -13.9 thousand votes

RAE population: 46.8%

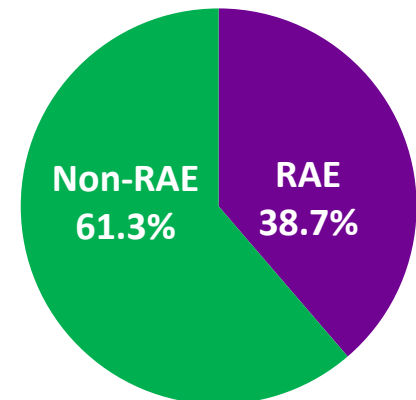
Voter Distribution of the Electorate



2012



2016





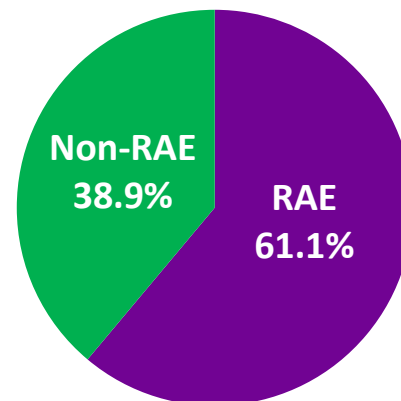
California

- **RAE Voters gained: +13.2%**
 - +1.1 million votes
- **Non-RAE Voters lost: -2.6%**
 - -135.5 thousand votes

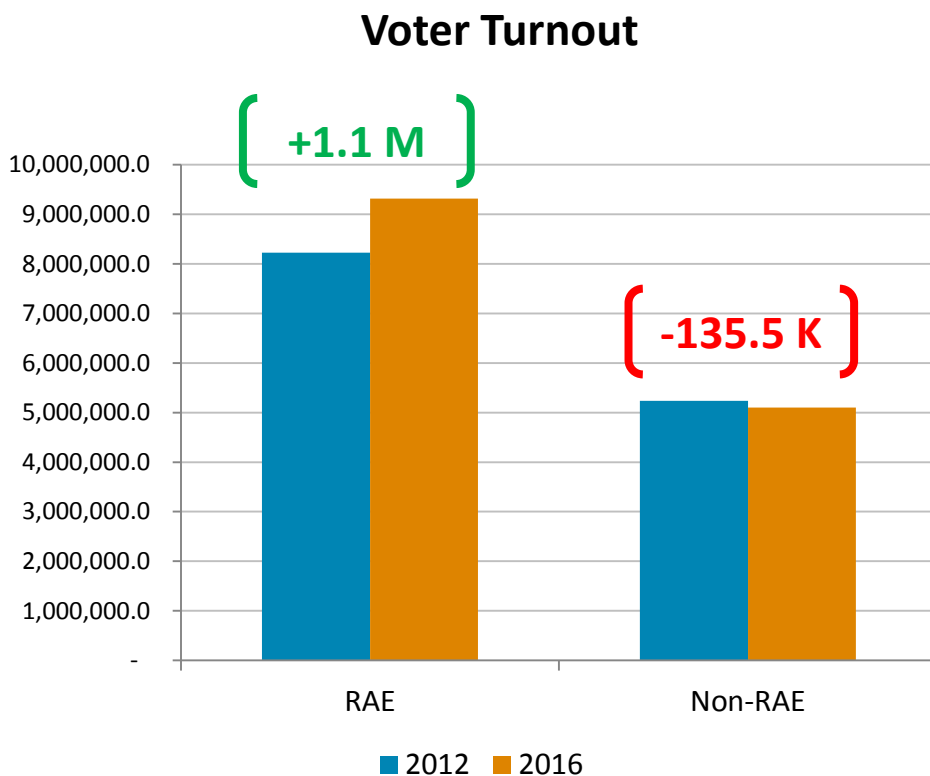
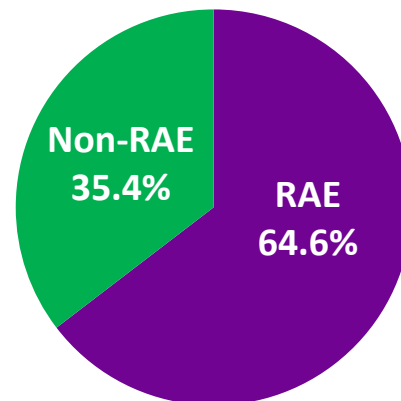
RAE population: 71.6%

Voter Distribution of the Electorate

2012



2016





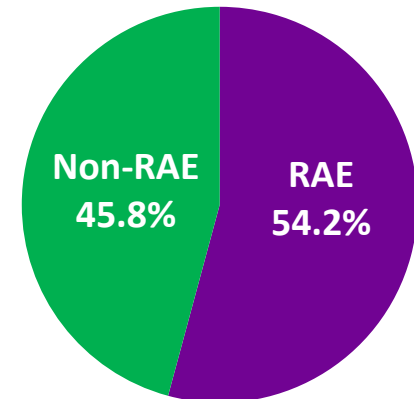
New York

- **RAE Voters gained: +7.7%**
 - +319.8 thousand votes
- **Non-RAE Voters lost: -3.6%**
 - -125.9 thousand votes

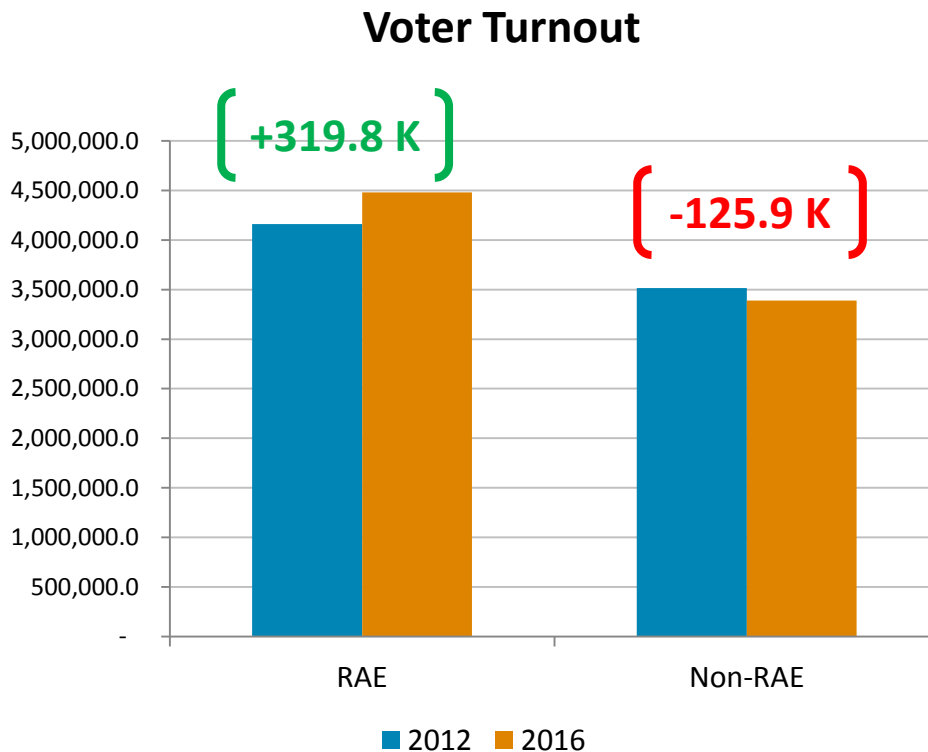
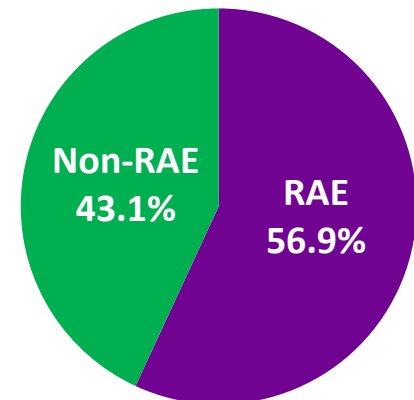
RAE population: 63.2%

Voter Distribution of the Electorate

2012



2016





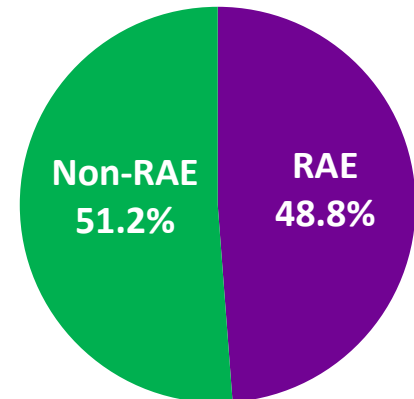
Illinois

- **RAE Voters gained: 14.9%**
 - 394.6 thousand votes
- **Non-RAE Voters lost: 3.7%**
 - 103.5 thousand votes

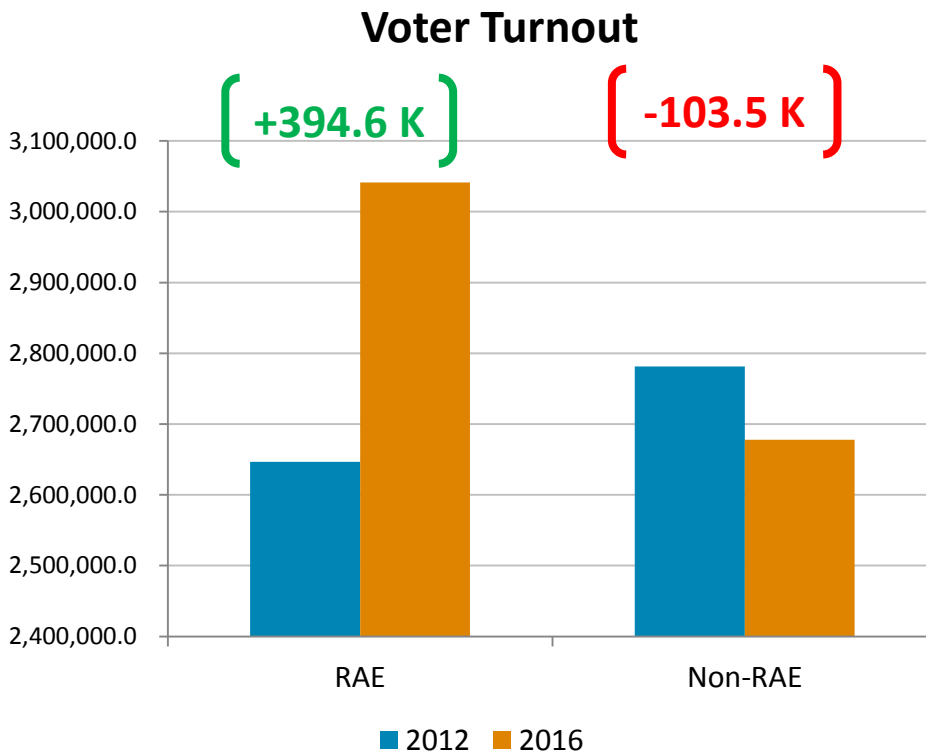
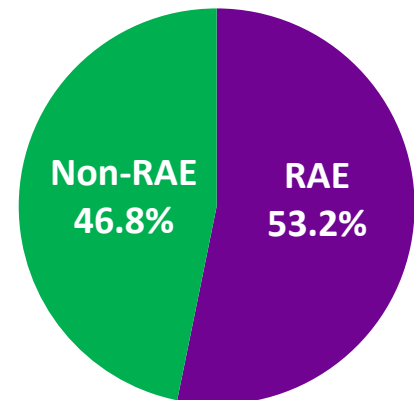
RAE population: 60.0%

Voter Distribution of the Electorate

2012



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.

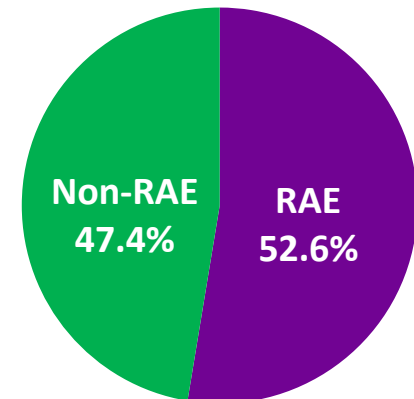
How To Read Data Slides

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

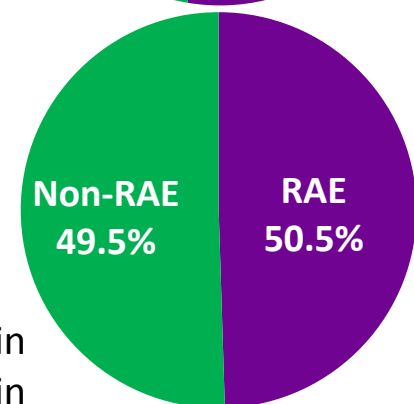
RAE population: percentage of RAE voters in the population's vote eligible population in 2016.

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

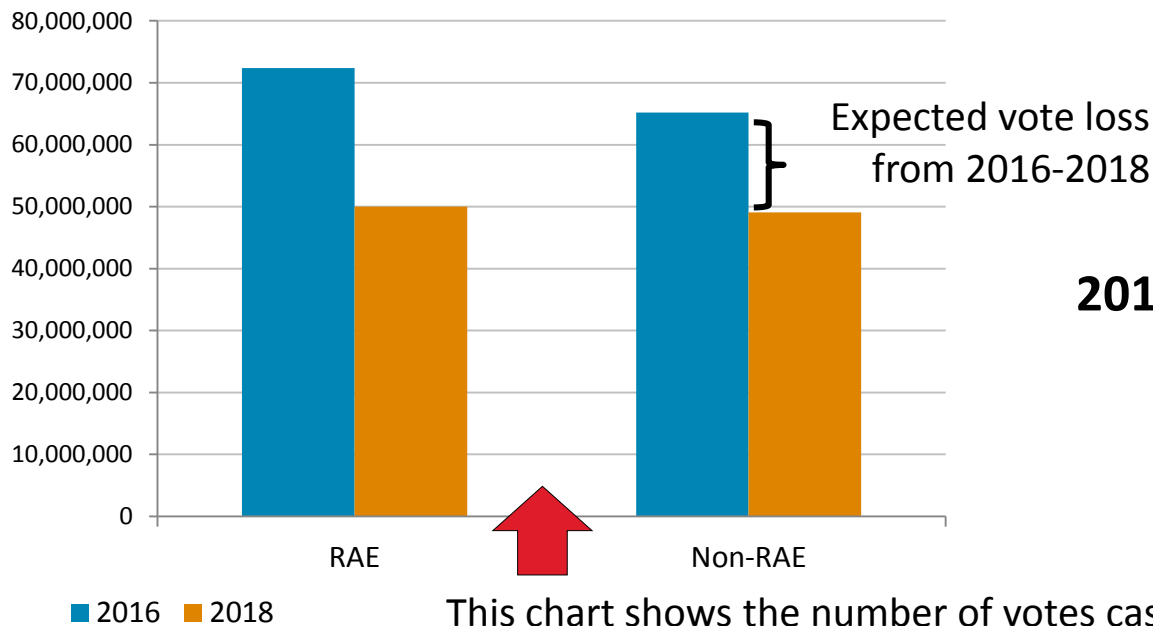
2016



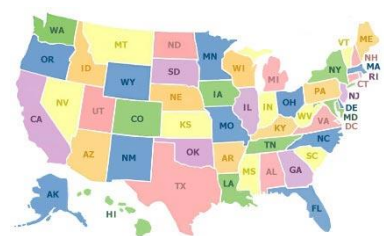
2018



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.



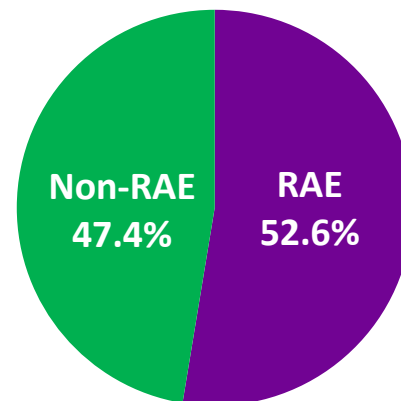
National Drop-Off

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

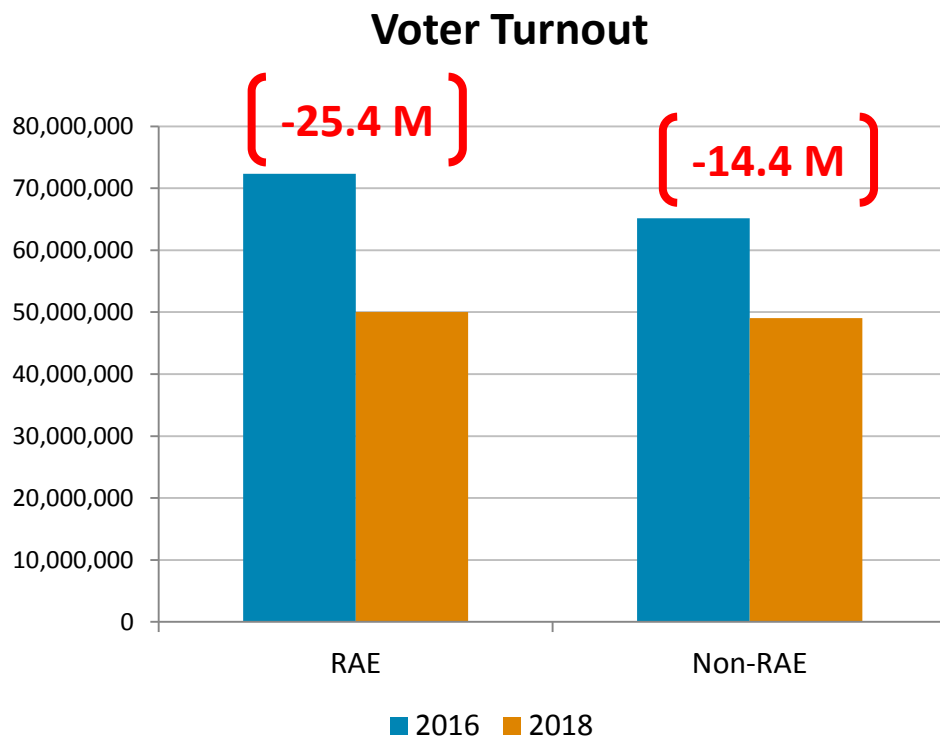
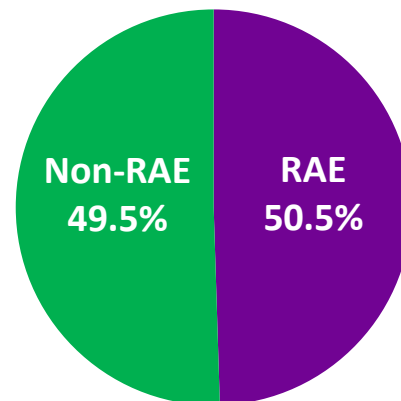
RAE population: 59.2%

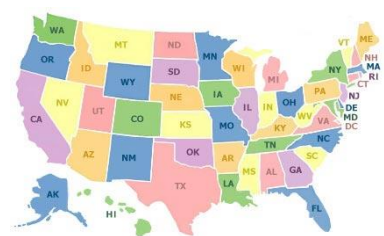
Voter Distribution of the Electorate

2016



2018



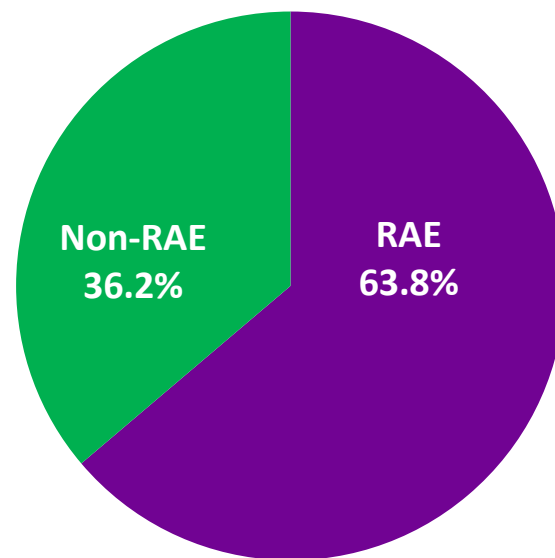


National Drop-Off

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

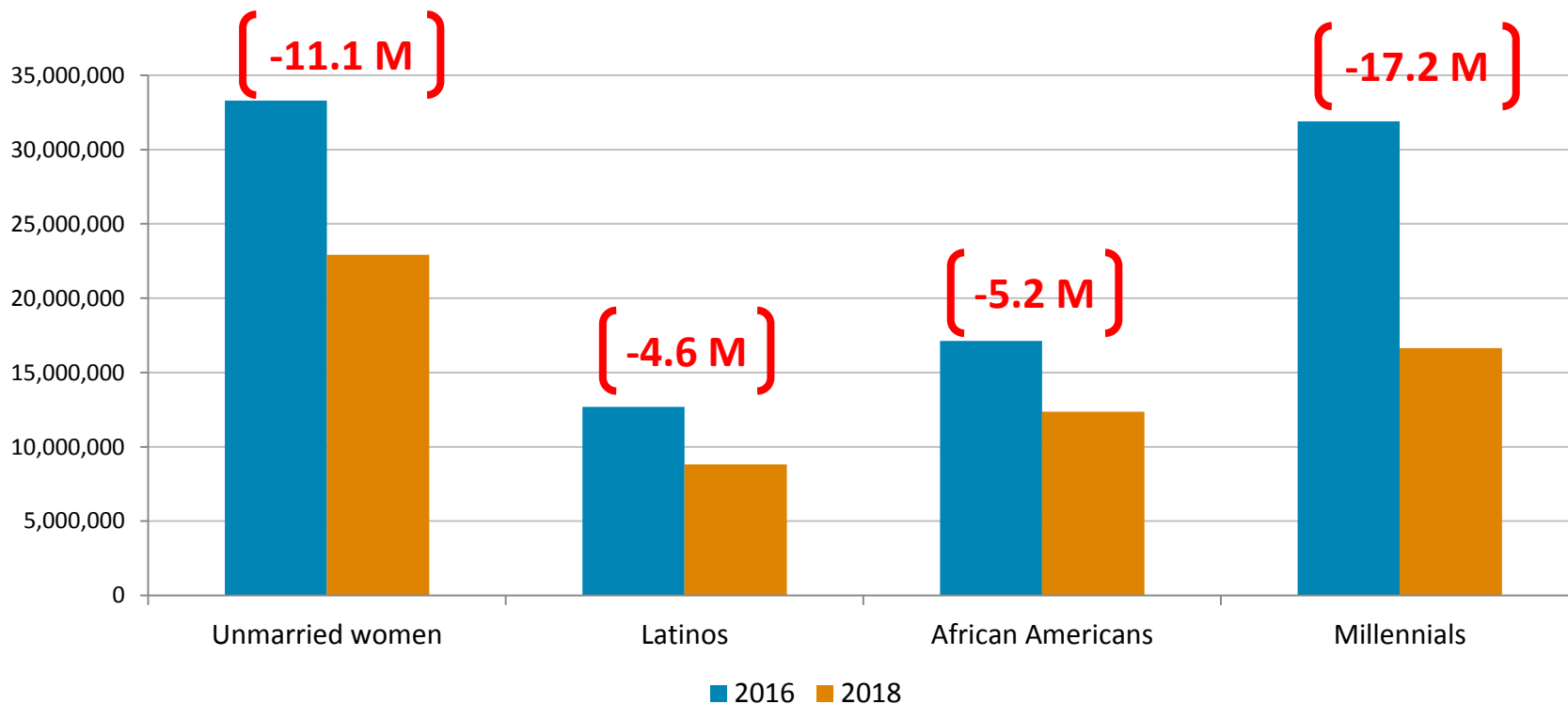
Distribution of Drop-Off Voters





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



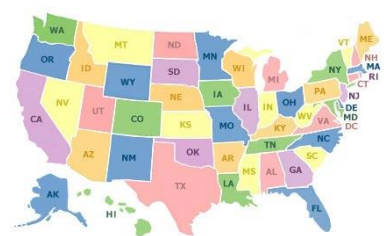


National Drop-Off

*Among All States

THE
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	RAE		NON-RAE	
States (Ranked by Highest RAE Drop-off)	2018 Drop-off %	2018 # of Drop-off Votes	2018 Drop-off %	2018 # of Drop-off Votes
National	35.1%	25,399,406	22.1%	14,389,075.4
Utah	57.2%	299,672	35.2%	250,358.0
Nebraska	50.2%	200,494	23.5%	115,954.5
Virginia	48.7%	1,106,287	26.4%	449,468.4
New Hampshire	46.5%	123,115	22.3%	96,401.1
Indiana	45.4%	571,791	27.4%	420,105.2
Nevada	44.2%	309,470	22.4%	110,974.8
North Carolina	43.4%	1,135,323	29.7%	619,313.8
Pennsylvania	42.2%	1,182,628	24.0%	770,122.1
Texas	41.4%	2,351,065	28.9%	1,144,078.7
New Jersey	41.0%	794,728	30.4%	524,331.6
Idaho	40.8%	115,740	19.4%	83,402.0
Arkansas	39.9%	217,717	23.6%	164,544.5
West Virginia	39.6%	107,180	23.2%	105,221.2



National Drop-Off

*Among All States continued

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



National Drop-Off

*Among All States continued

THE
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	RAE		NON-RAE	
States (Ranked by Highest RAE Drop-off)	2018 Drop-off %	2018 # of Drop- off Votes	2018 Drop-off %	2018 # of Drop- off Votes
Georgia	32.1%	789,766	25.5%	454,626.4
California	31.9%	2,976,335	17.6%	896,732.1
Colorado	31.2%	405,086	15.4%	216,830.5
Maryland	31.0%	545,116	14.0%	137,229.1
South Carolina	31.0%	350,714	20.3%	223,740.1
Washington	30.6%	475,577	13.4%	244,644.6
Arizona	30.6%	443,024	24.0%	316,167.2
Minnesota	30.5%	374,748	11.3%	170,222.1
Louisiana	30.5%	376,773	20.6%	171,109.0
Iowa	30.3%	182,936	11.7%	99,157.3
Florida	30.2%	1,424,887	24.1%	929,125.4
Delaware	29.7%	64,167	20.8%	41,702.3

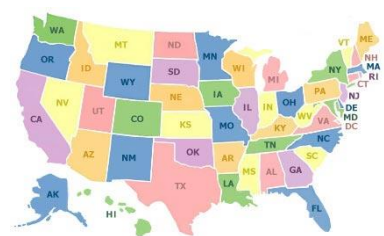


National Drop-Off

*Among All States continued

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



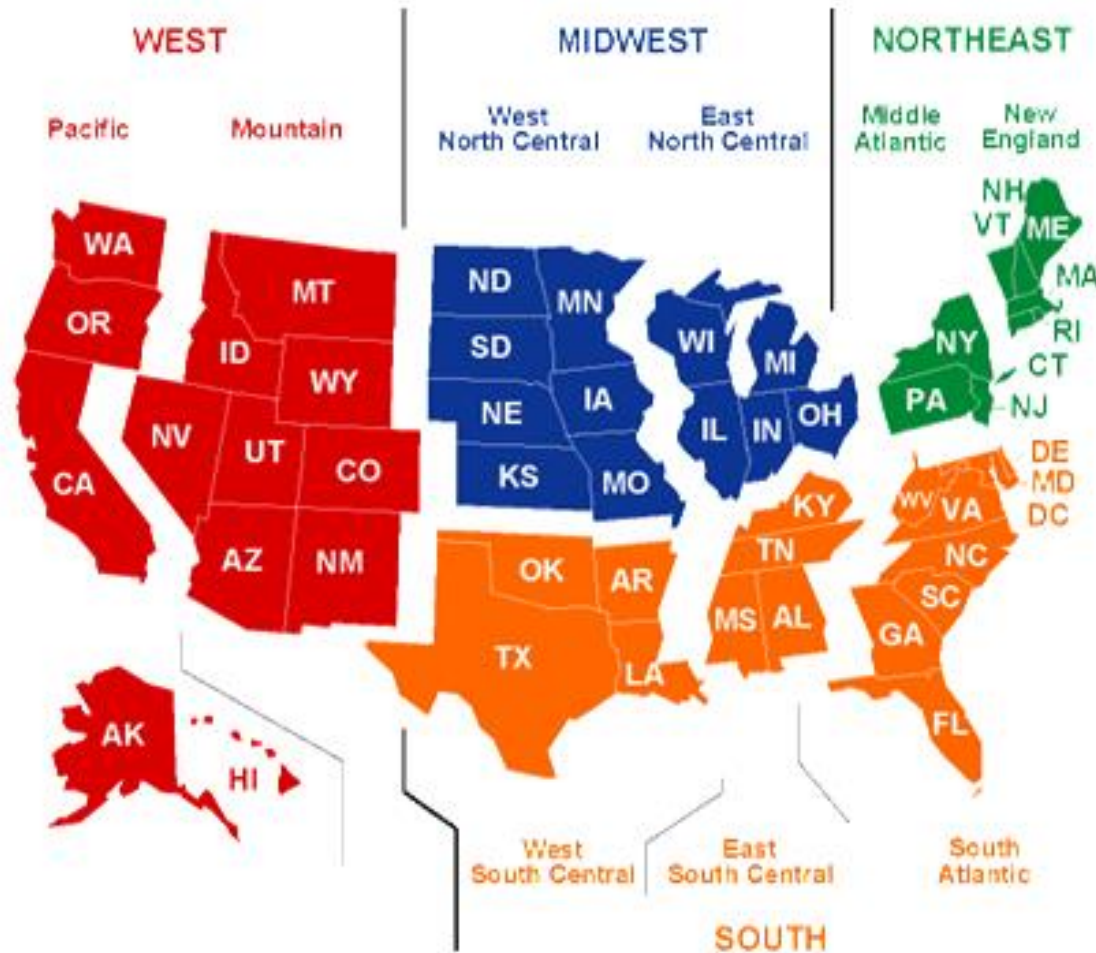
National Drop-Off

*Among VPC Tier One Target States

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	RAE		NON-RAE	
Target States (Ranked by Highest RAE Drop-off)	2018 Drop-off %	2018 # of Drop-off Votes	2018 Drop-off %	2018 # of Drop-off Votes
National	35.1%	25,399,406	22.1%	14,389,075.4
Virginia	48.7%	1,106,287	26.4%	449,468.4
Nevada	44.2%	309,470	22.4%	110,974.8
North Carolina	43.4%	1,135,323	29.7%	619,313.8
Pennsylvania	42.2%	1,182,628	24.0%	770,122.1
Ohio	35.7%	880,533	25.5%	749,888.2
Georgia	32.1%	789,766	25.5%	454,626.4
Colorado	31.2%	405,086	15.4%	216,830.5
Arizona	30.6%	443,024	24.0%	316,167.2
Iowa	30.3%	182,936	11.7%	99,157.3
Florida	30.2%	1,424,887	24.1%	929,125.4
Wisconsin	26.9%	319,113	19.9%	374,397.9
Michigan	24.6%	515,519	21.7%	567,427.0

Regional Data





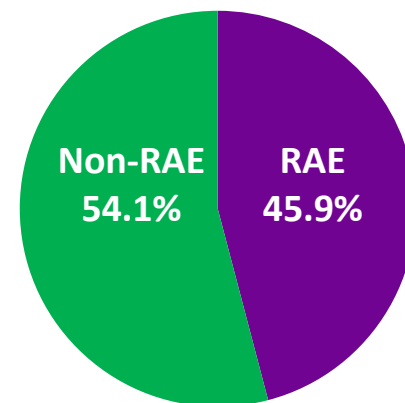
New England

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

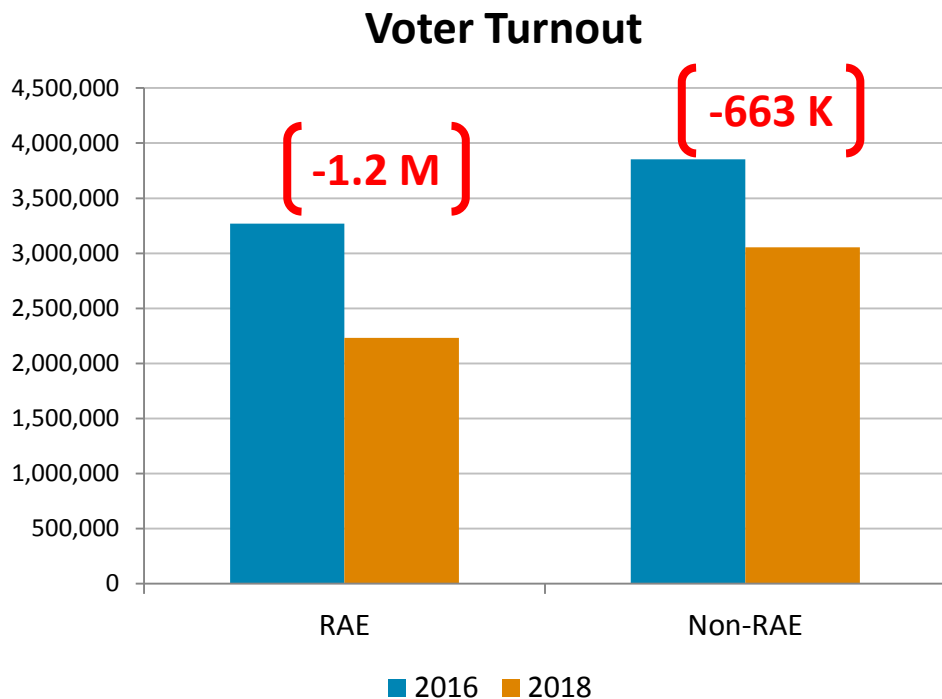
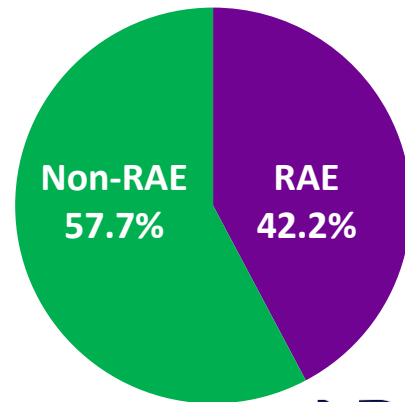
RAE population: 51.6%

Voter Distribution of the Electorate

2016



2018





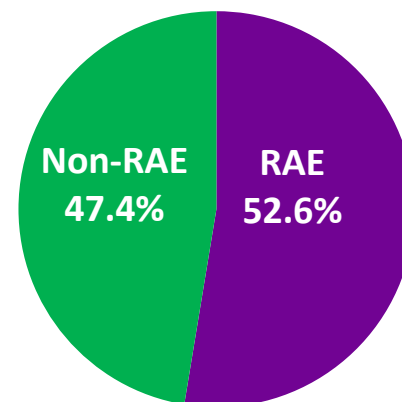
Middle Atlantic

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

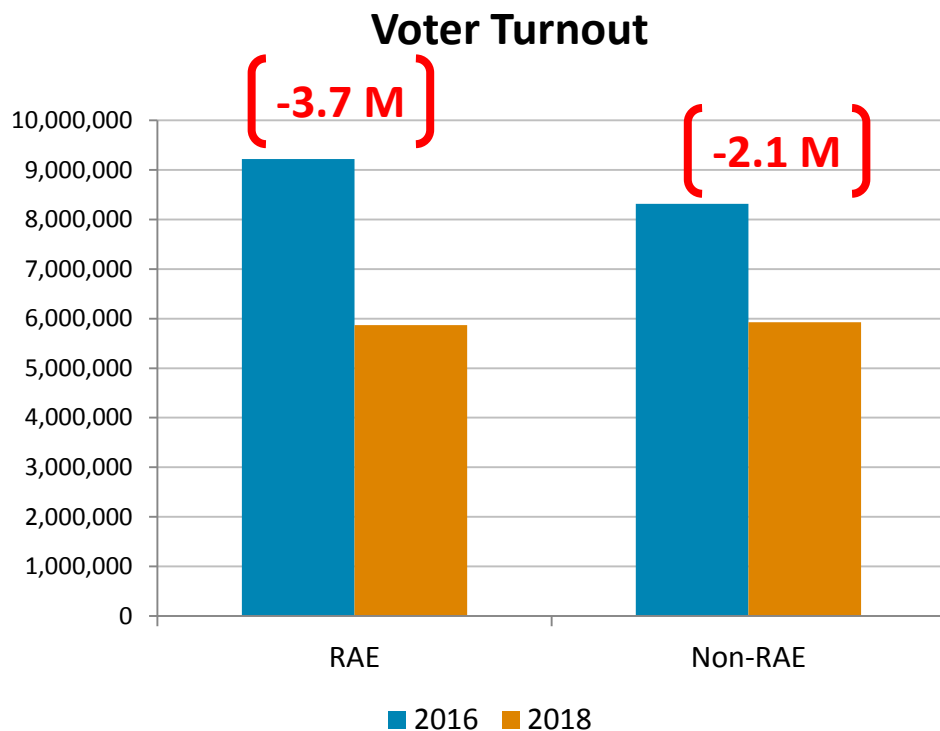
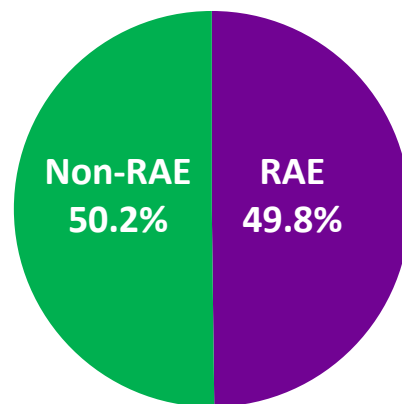
RAE population: 58.6%

Voter Distribution of the Electorate

2016



2018





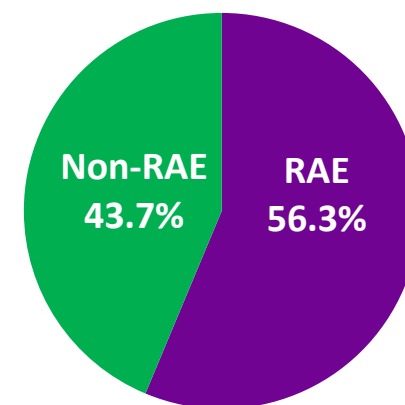
South Atlantic

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

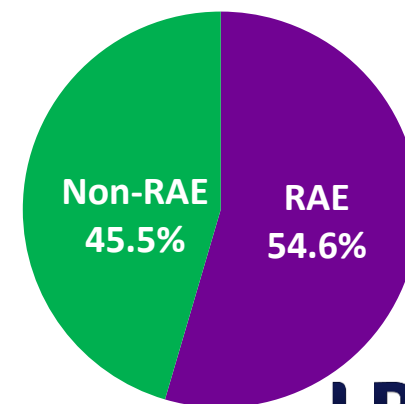
RAE population: 61.0%

Voter Distribution of the Electorate

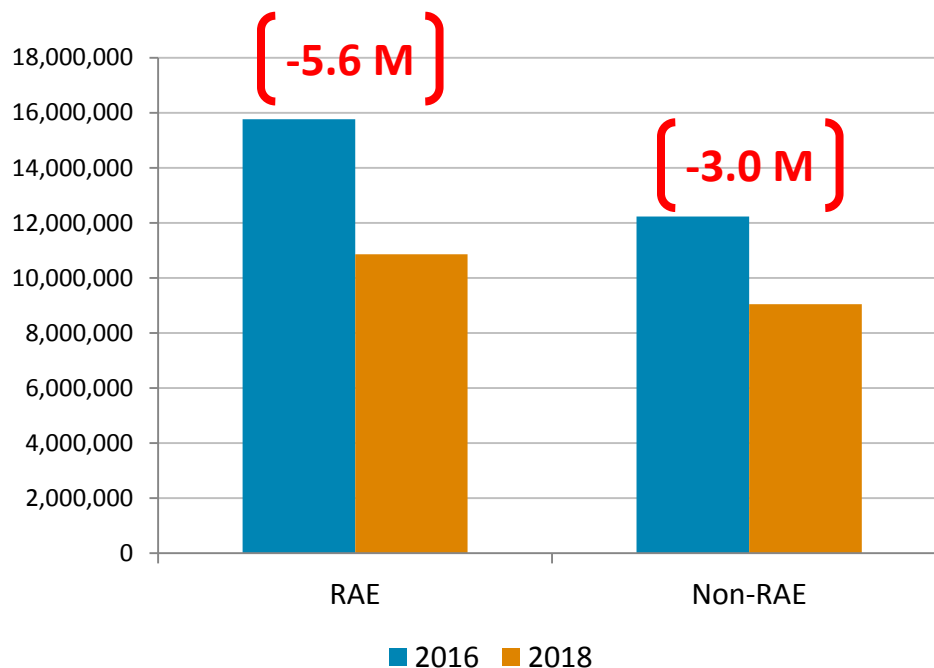
2016



2018



Voter Turnout





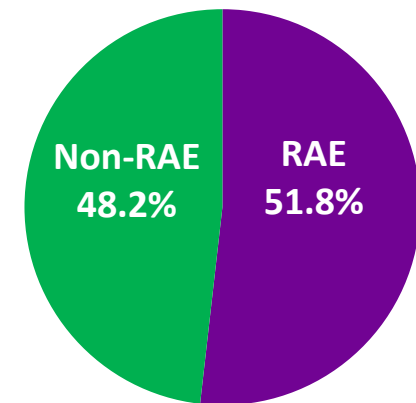
East South Central

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

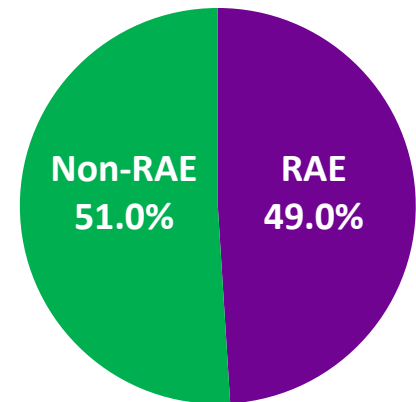
RAE population: 56.2%

Voter Distribution of the Electorate

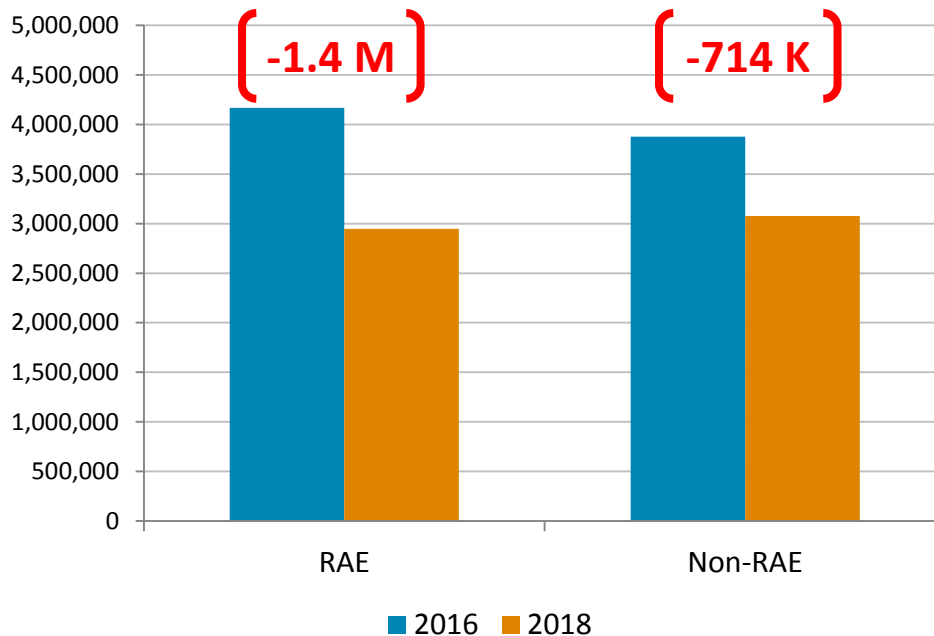
2016



2018



Voter Turnout



■ 2016 ■ 2018



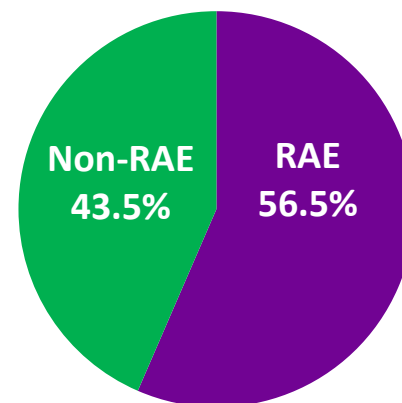
West South Central

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

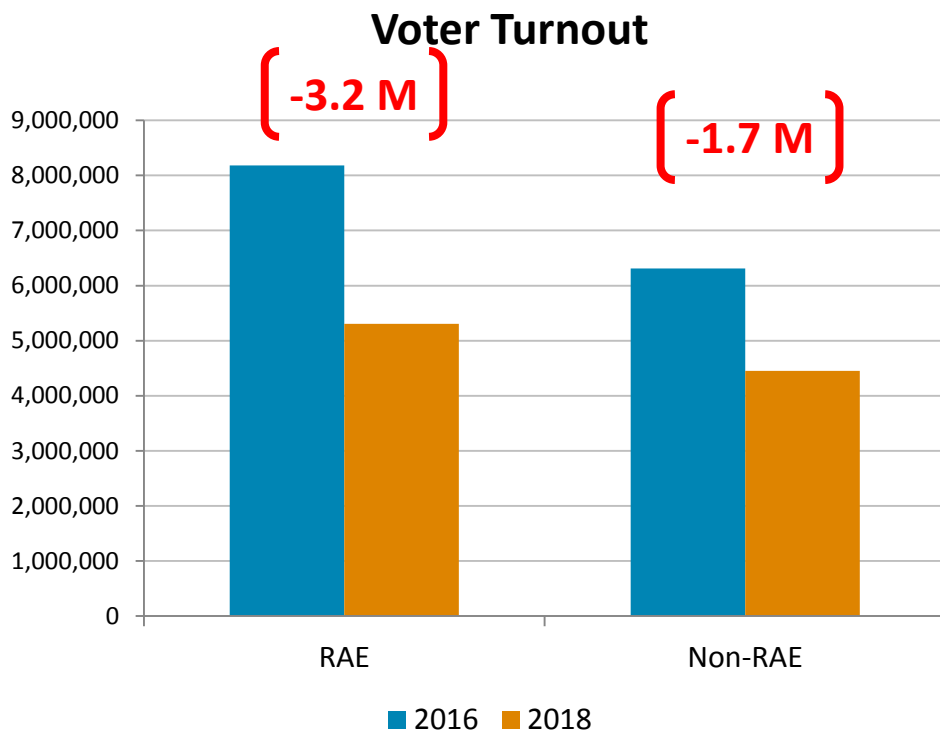
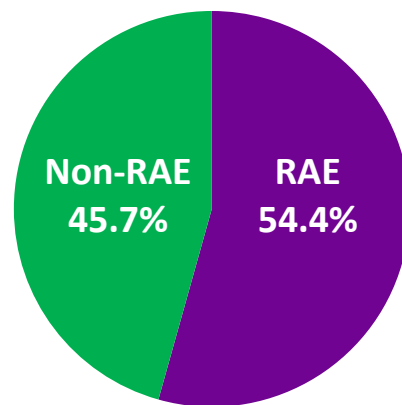
RAE population: 65.0%

Voter Distribution of the Electorate

2016



2018





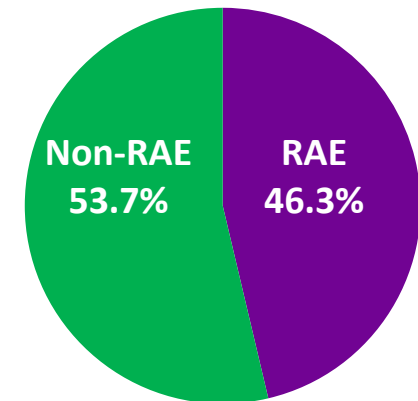
East North Central

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

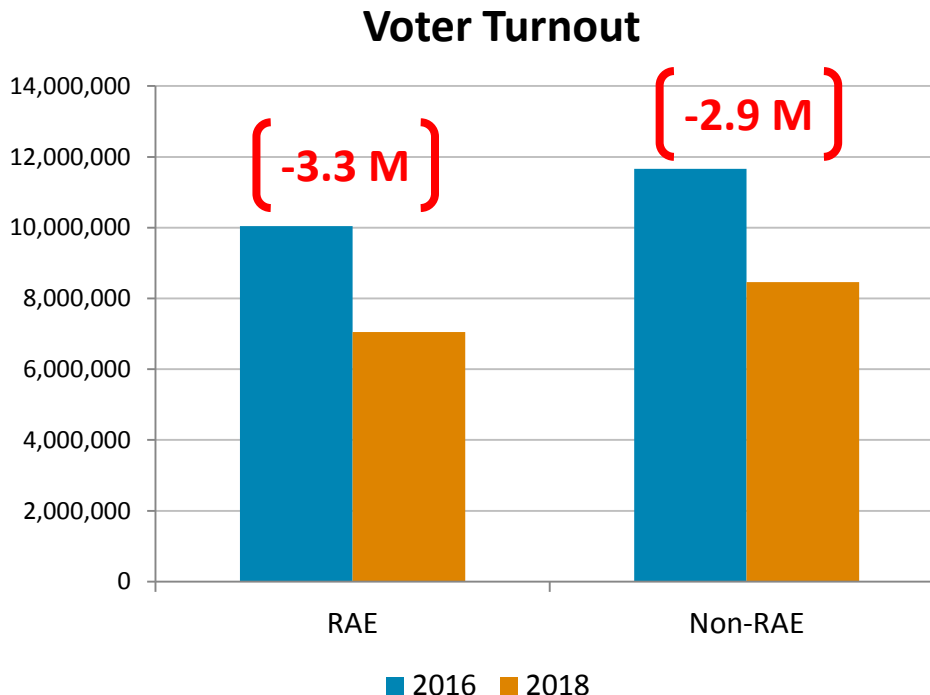
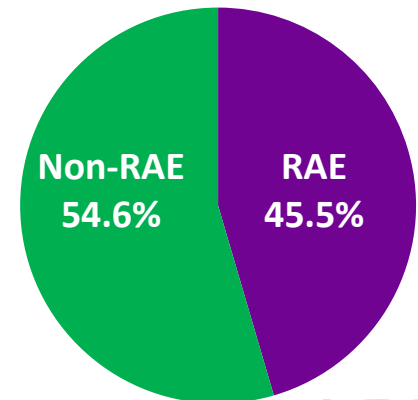
RAE population: 53.5%

Voter Distribution of the Electorate

2016



2018





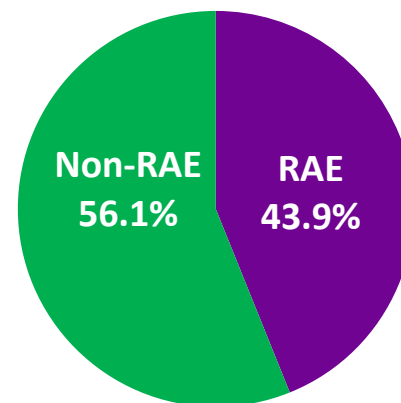
West North Central

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

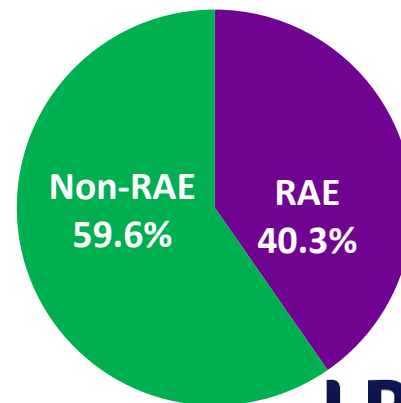
RAE population: 50.0%

Voter Distribution of the Electorate

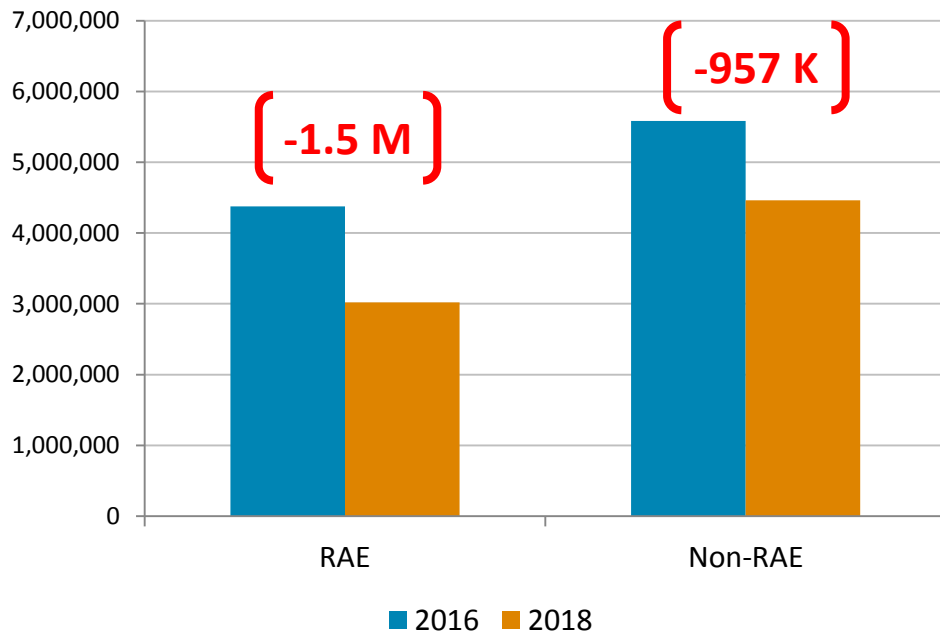
2016



2018



Voter Turnout





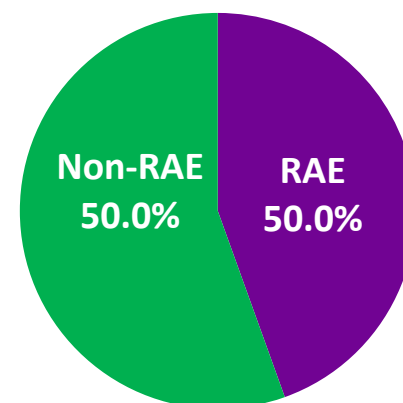
Mountain

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

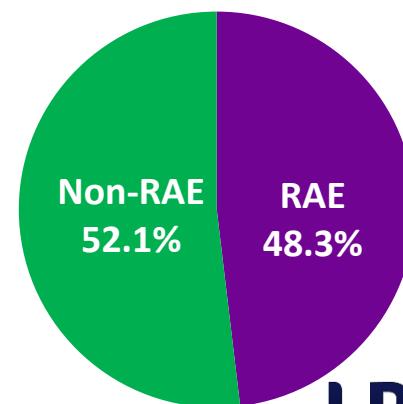
RAE population: 57.6%

Voter Distribution of the Electorate

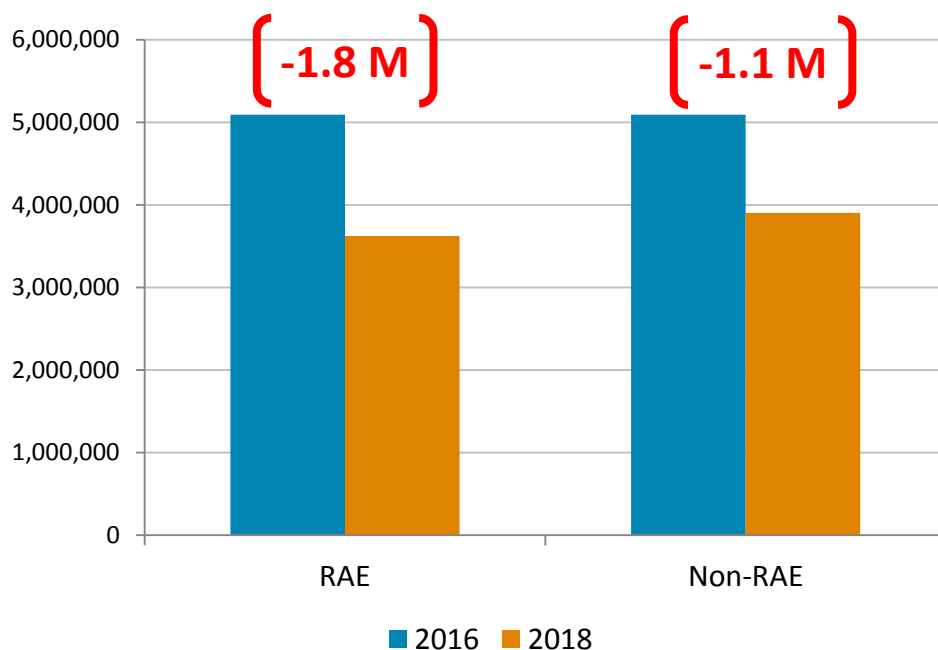
2016



2018



Voter Turnout



Pacific

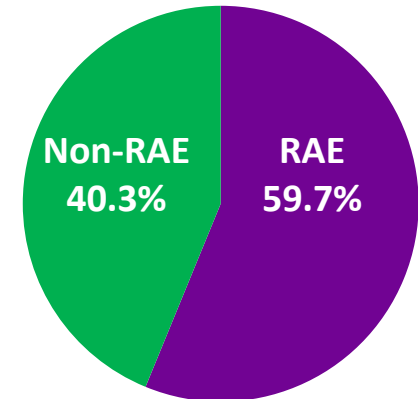


- **RAE Voter drop-off: 30.3%**
 - Est. 3,703,000 votes
- **Non-RAE Voter drop-off: 16.0%**
 - Est. 1,321,000 votes

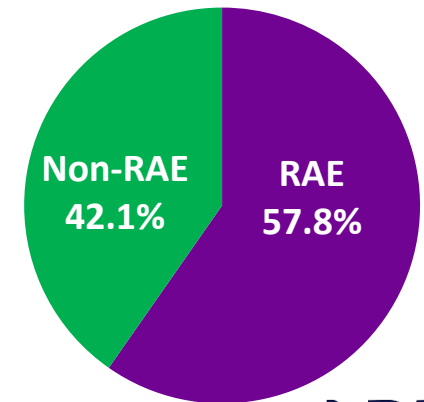
RAE population: 67.3%

Voter Distribution of the Electorate

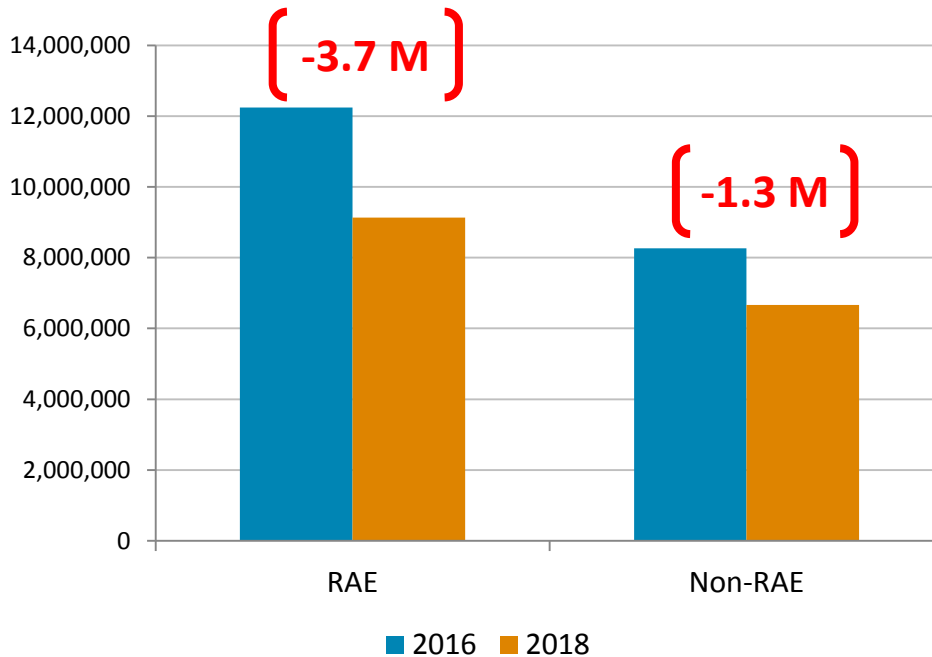
2016



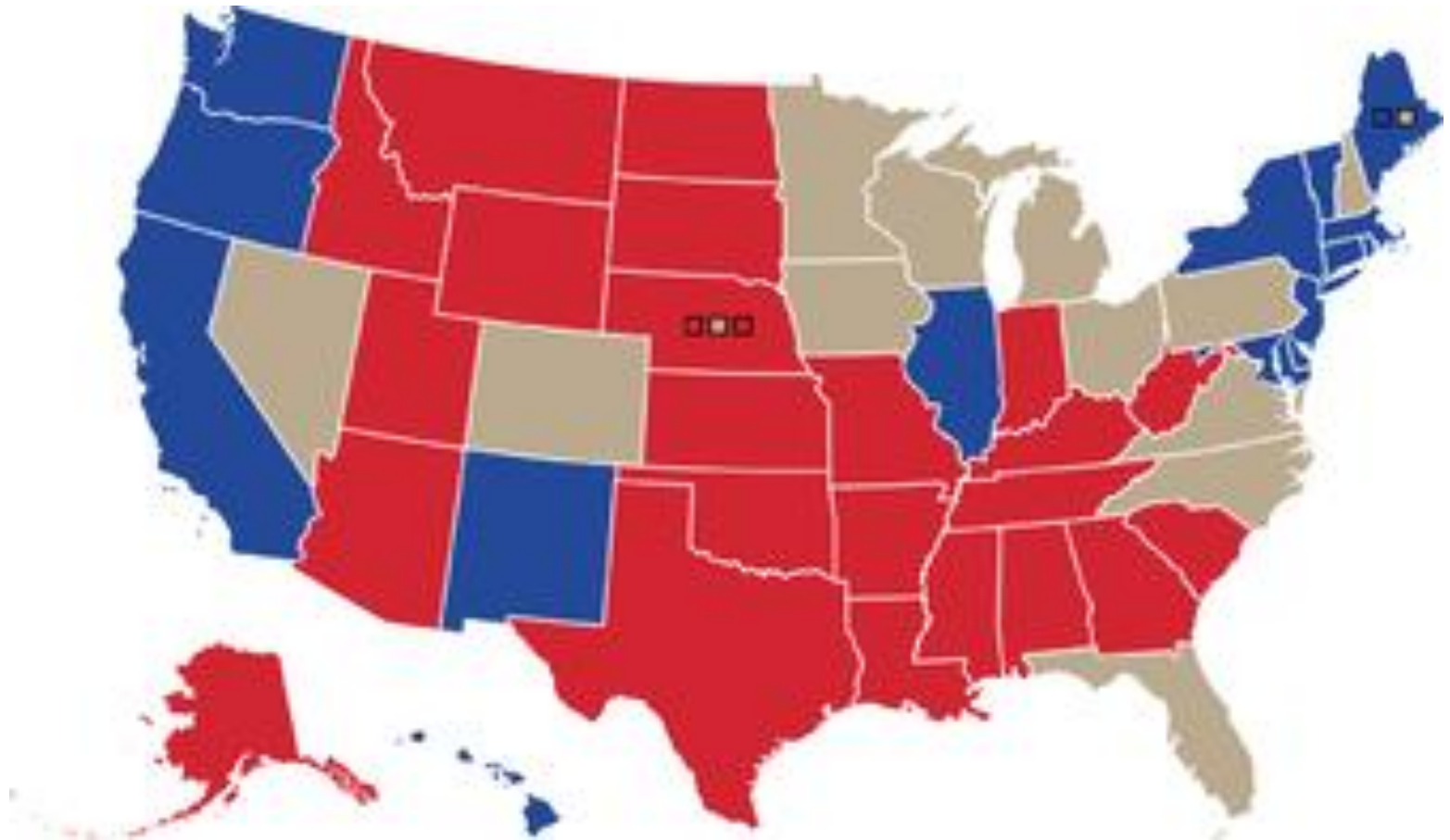
2018



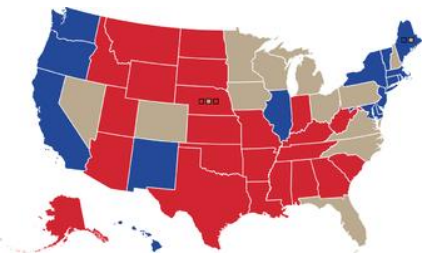
Voter Turnout



Target States



*As defined by VPC.



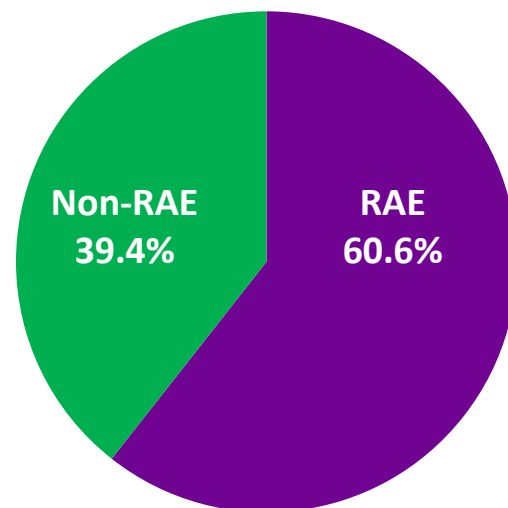
Battleground States

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



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/lean Democrat/Republican", or "lean Democrat/Republican"



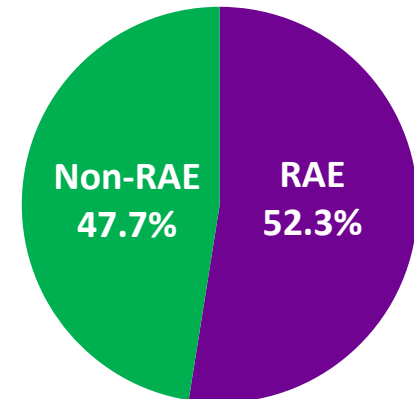
Arizona

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

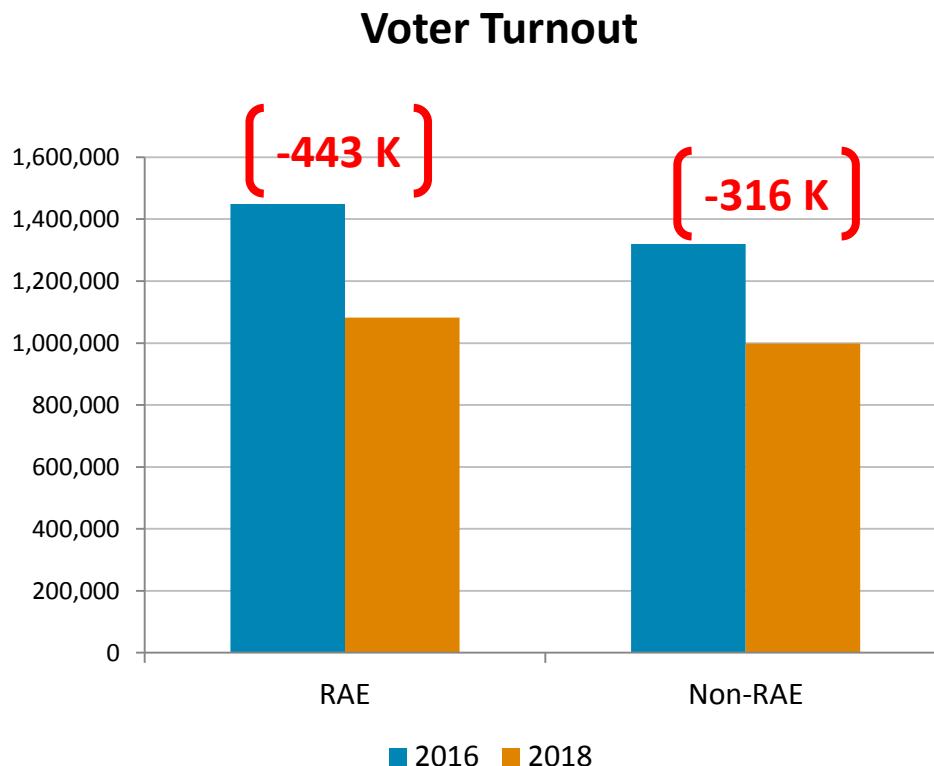
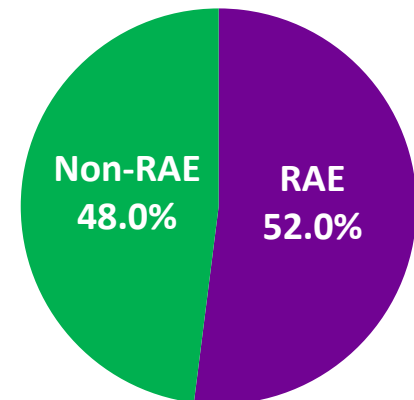
RAE population: 61.1%

Voter Distribution of the Electorate

2016



2018



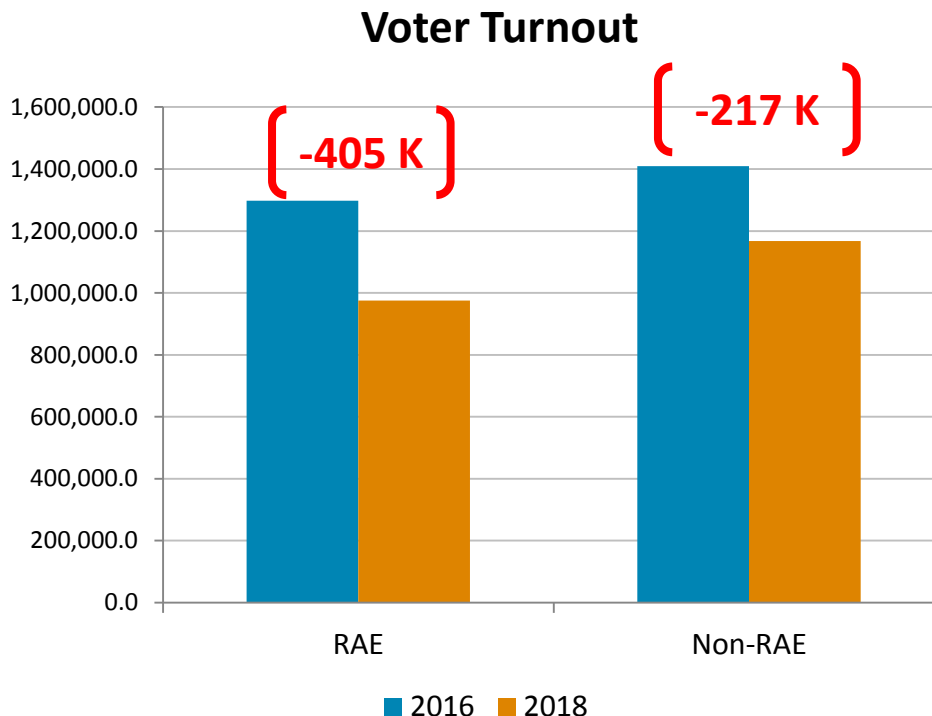


Colorado

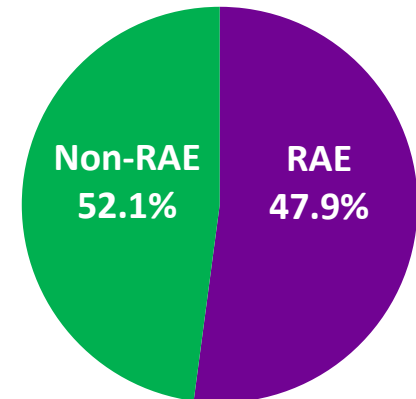
- **RAE Voter drop-off: 31.2%**
 - Est. 405,000 votes
- **Non-RAE Voter drop-off 15.4%**
 - Est. 217,000 votes

RAE population: 53.5%

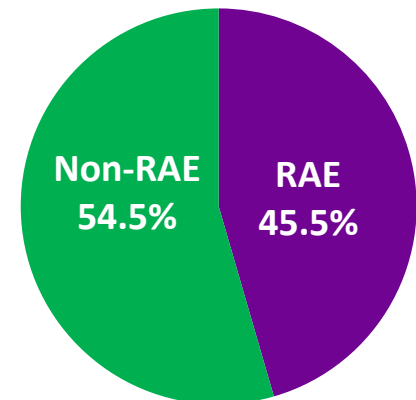
Voter Distribution of the Electorate



2016



2018



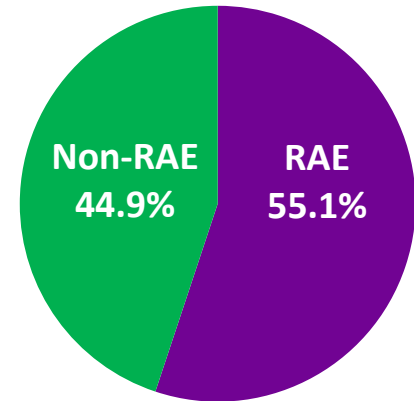
Florida

- **RAE Voter drop-off: 30.2%**
 - Est. 1,425,000 votes
- **Non-RAE Voter drop-off 24.1%**
 - Est. 929,00 votes

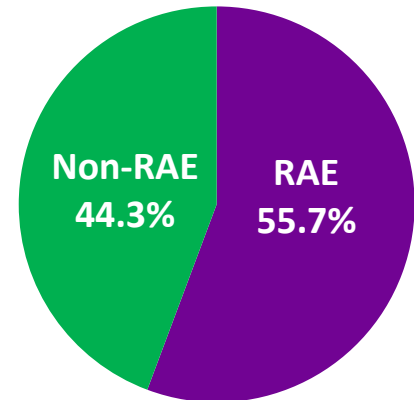
RAE population: 61.3%

Voter Distribution of the Electorate

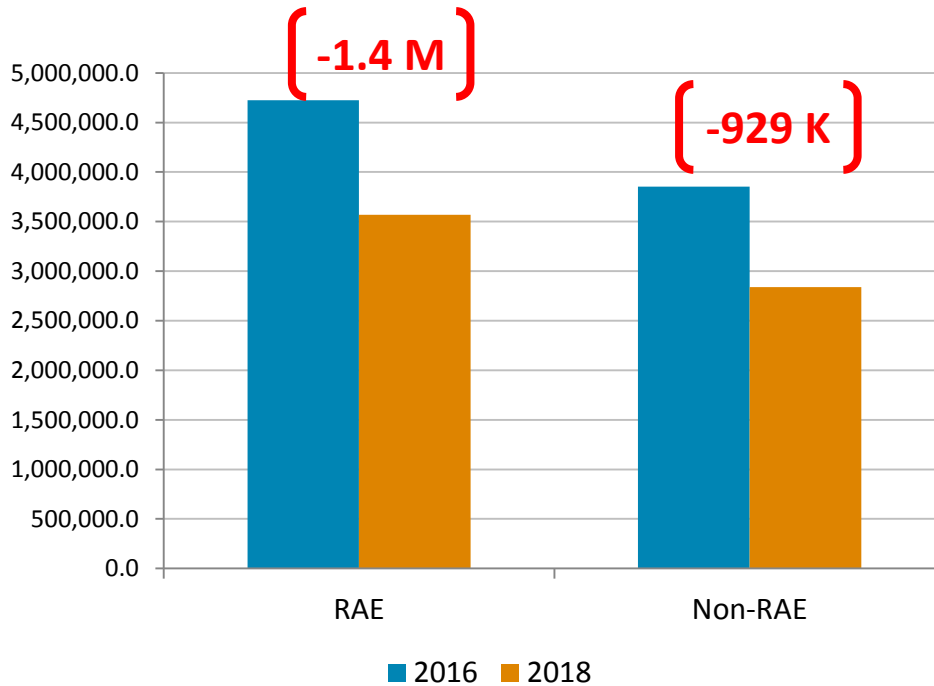
2016



2018



Voter Turnout





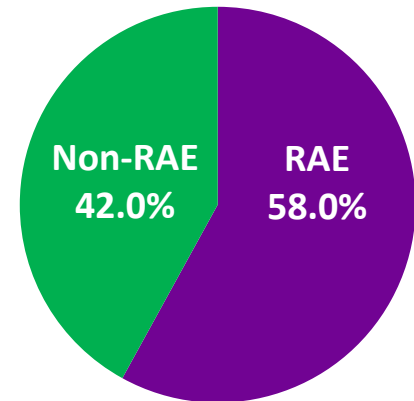
Georgia

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

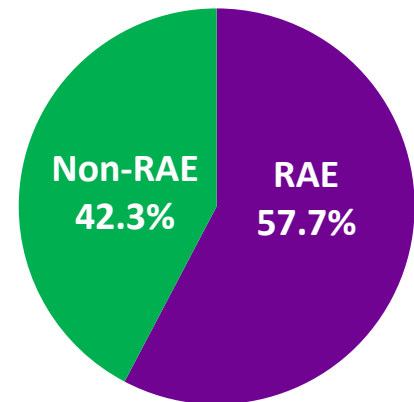
RAE population: 63.7%

Voter Distribution of the Electorate

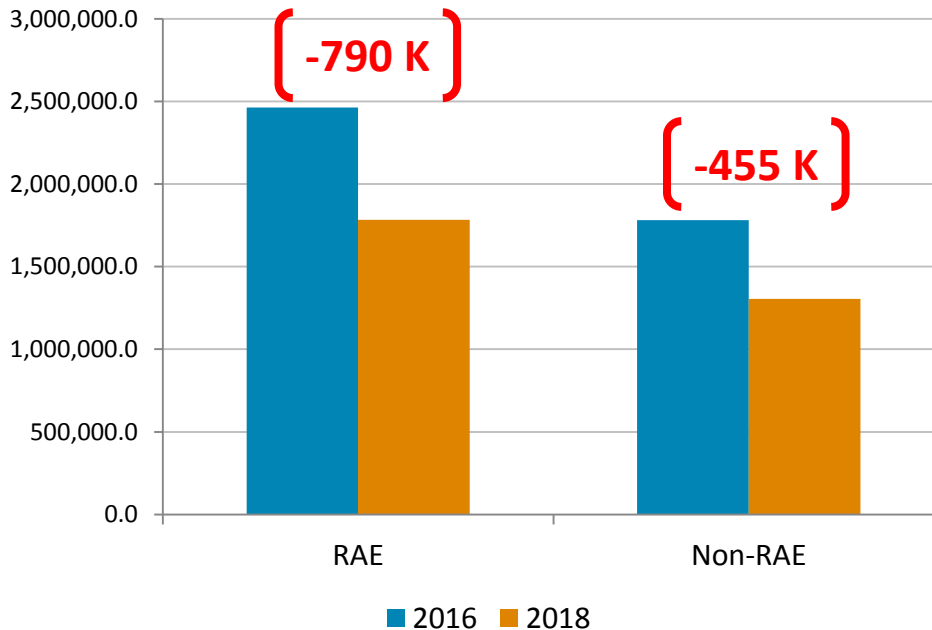
2016



2018



Voter Turnout





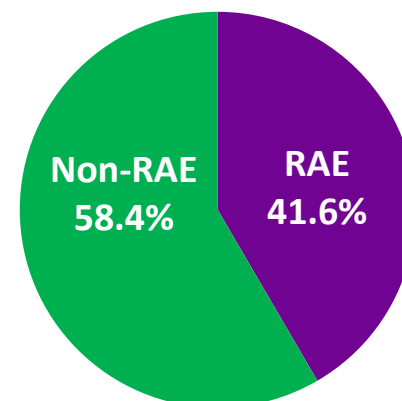
Iowa

- **RAE Voter drop-off: 30.3%**
 - Est. 183,000 votes
- **Non-RAE Voter drop-off: 11.7%**
 - Est. 99,000 votes

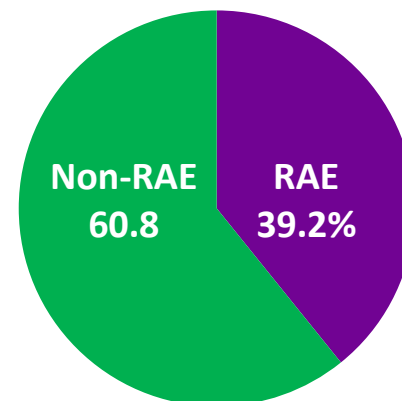
RAE population: 47.9%

Voter Distribution of the Electorate

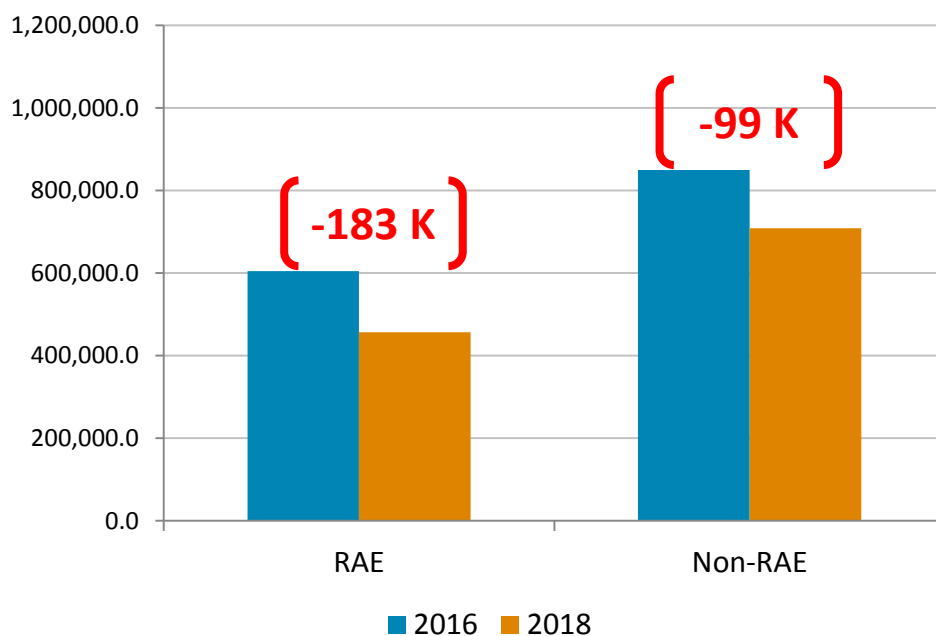
2016



2018



Voter Turnout



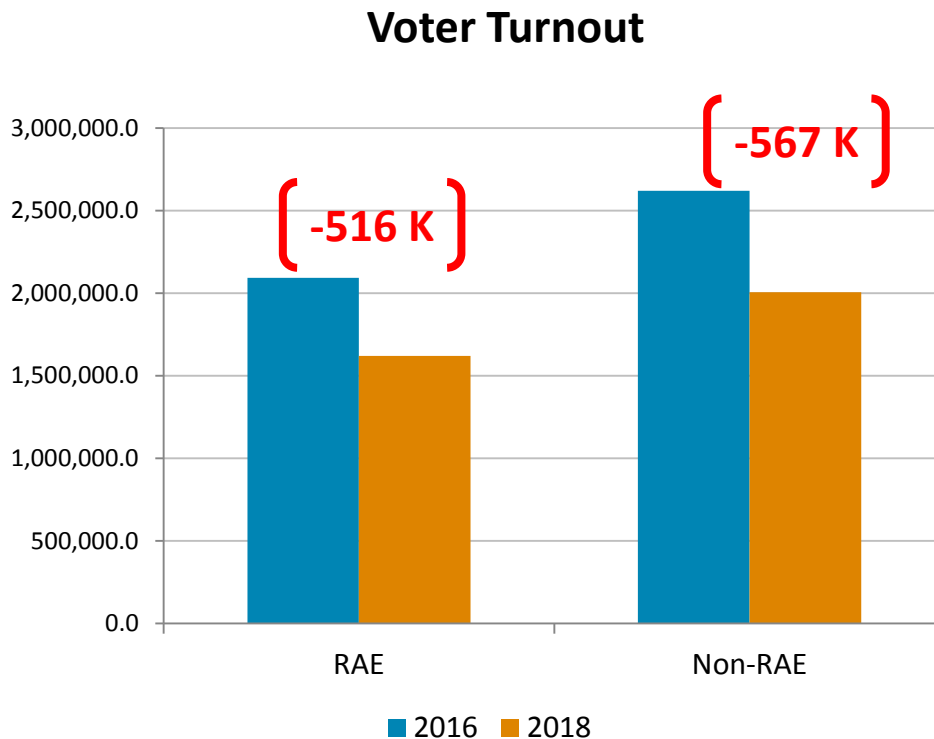


Michigan

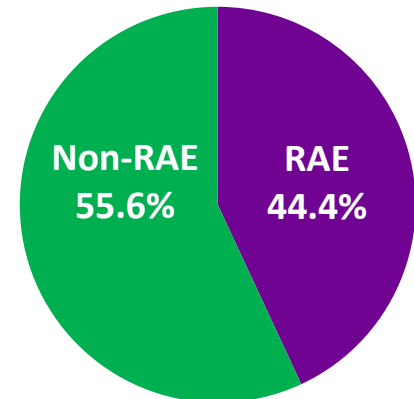
- **RAE Voter drop-off: 24.6%**
 - Est. 516,000 votes
- **Non-RAE Voter drop-off: 21.7%**
 - Est. 567,000 votes

RAE population: 52.3%

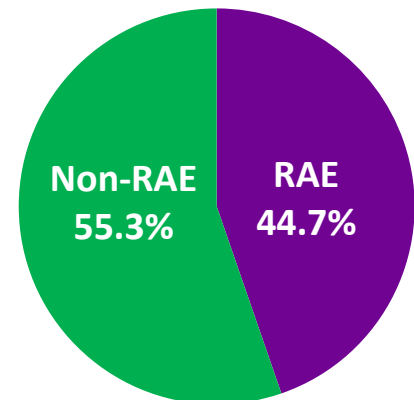
Voter Distribution of the Electorate



2016



2018





Nevada

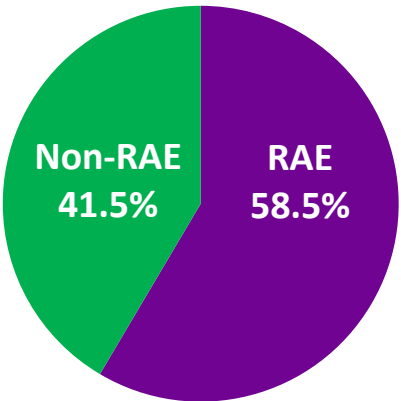


- **RAE Voter drop-off: 44.2%**
 - Est. 309,000 votes
- **Non-RAE Voter drop-off: 22.4%**
 - Est. 111,000 votes

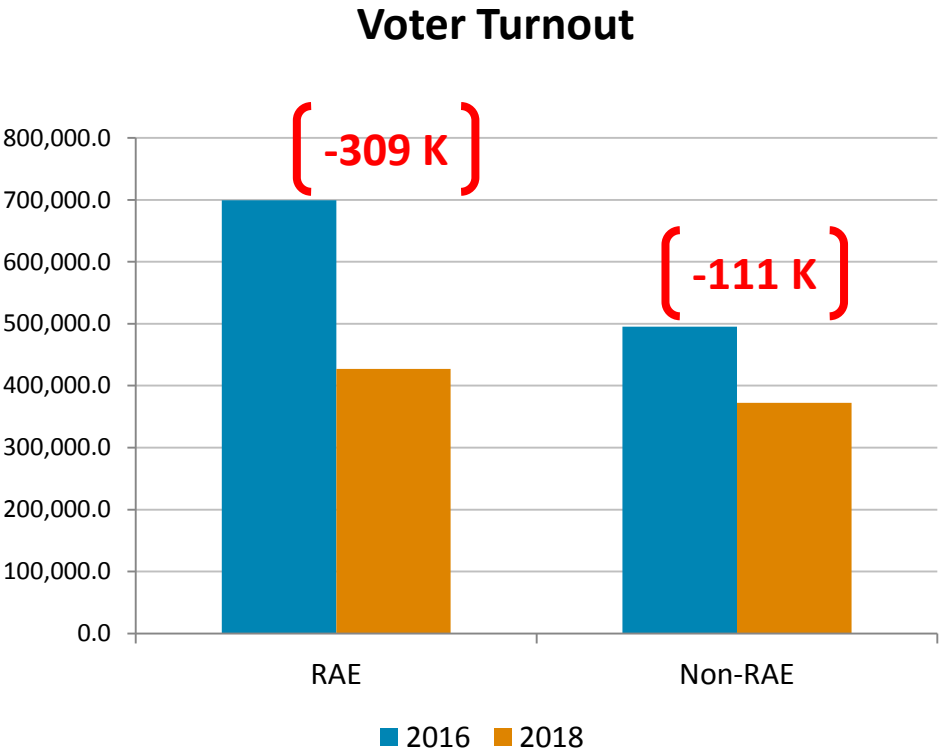
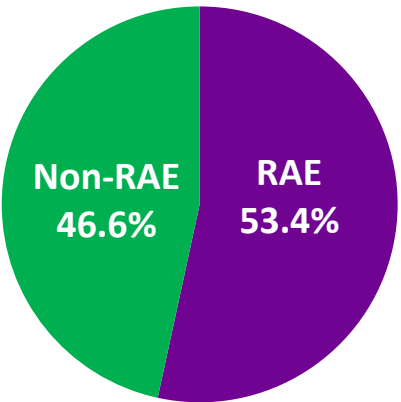
RAE population: 62.7%

Voter Distribution of the Electorate

2016



2018





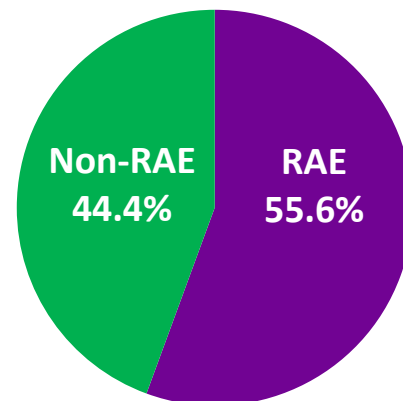
North Carolina

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

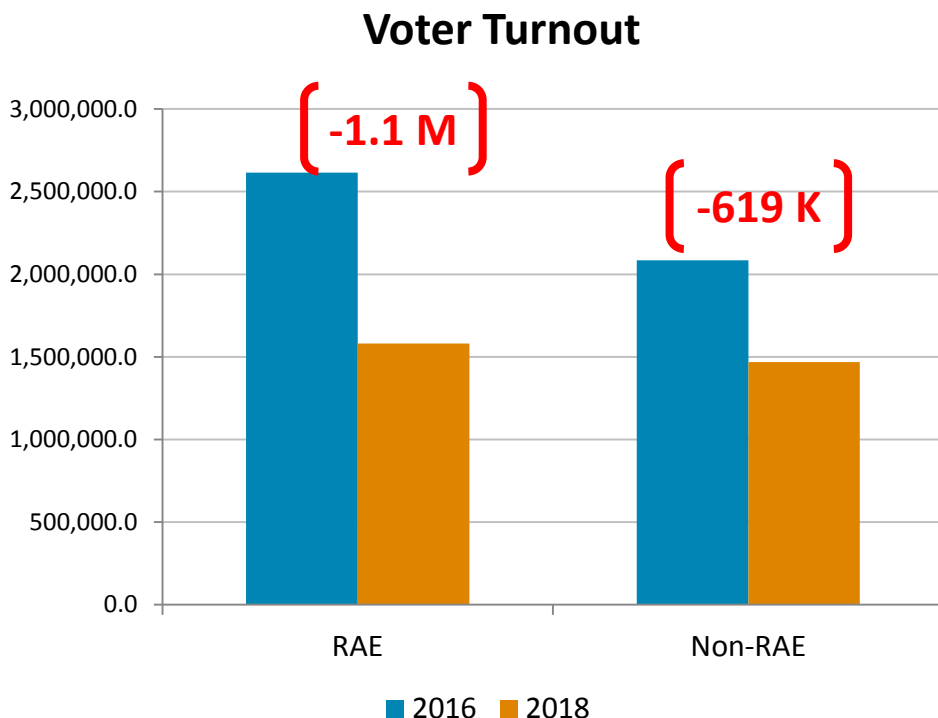
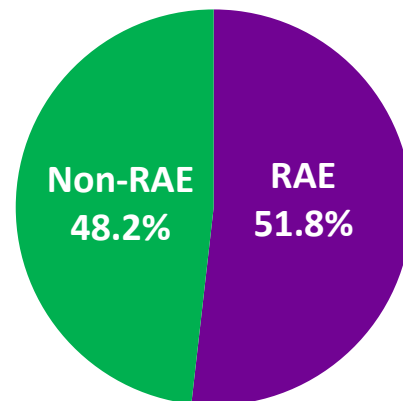
RAE population: 60.6%

Voter Distribution of the Electorate

2016



2018





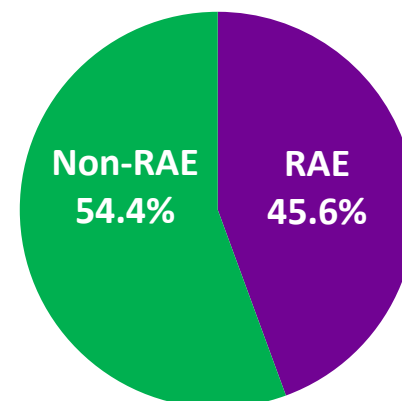
Ohio

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

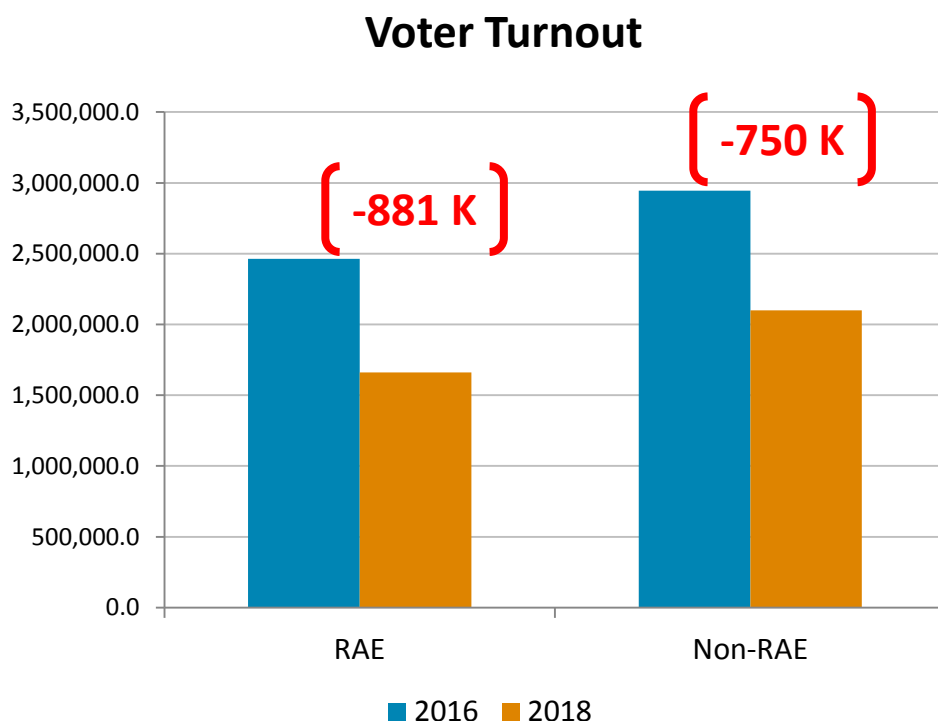
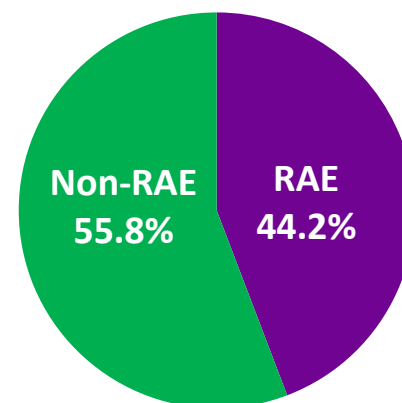
RAE population: 51.8%

Voter Distribution of the Electorate

2016



2018



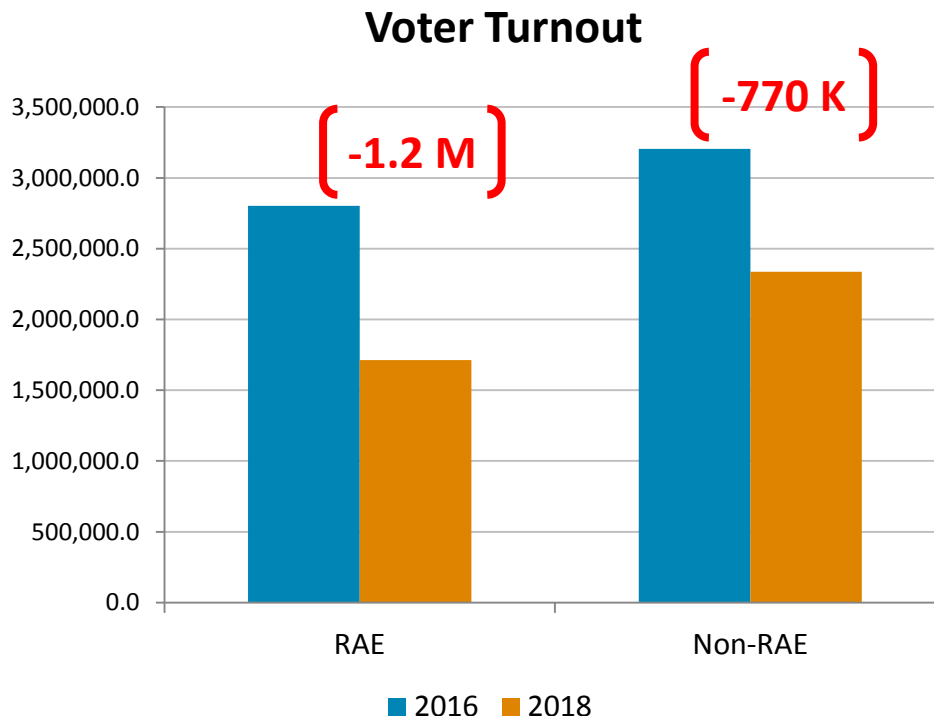


Pennsylvania

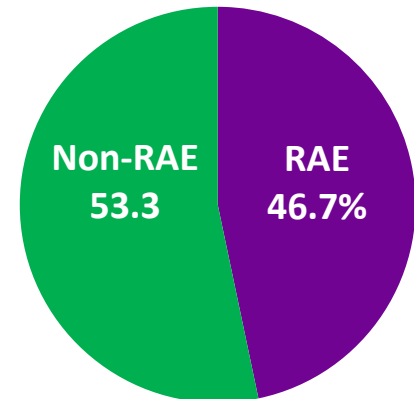
- **RAE Voter drop-off: 42.2%**
 - Est. 1,183,000 votes
- **Non-RAE Voter drop-off: 24.0%**
 - Est. 770,000 votes

RAE population: 51.1%

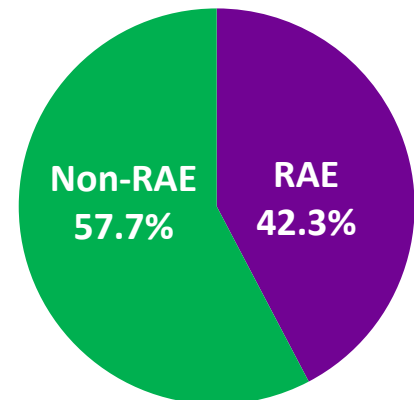
Voter Distribution of the Electorate



2016



2018



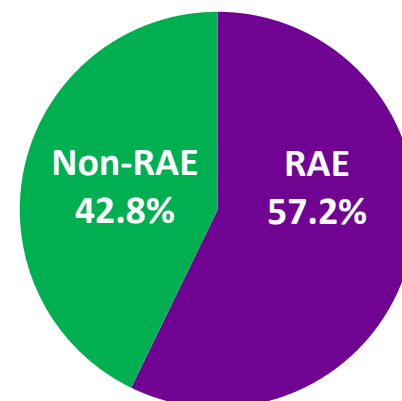
Virginia

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

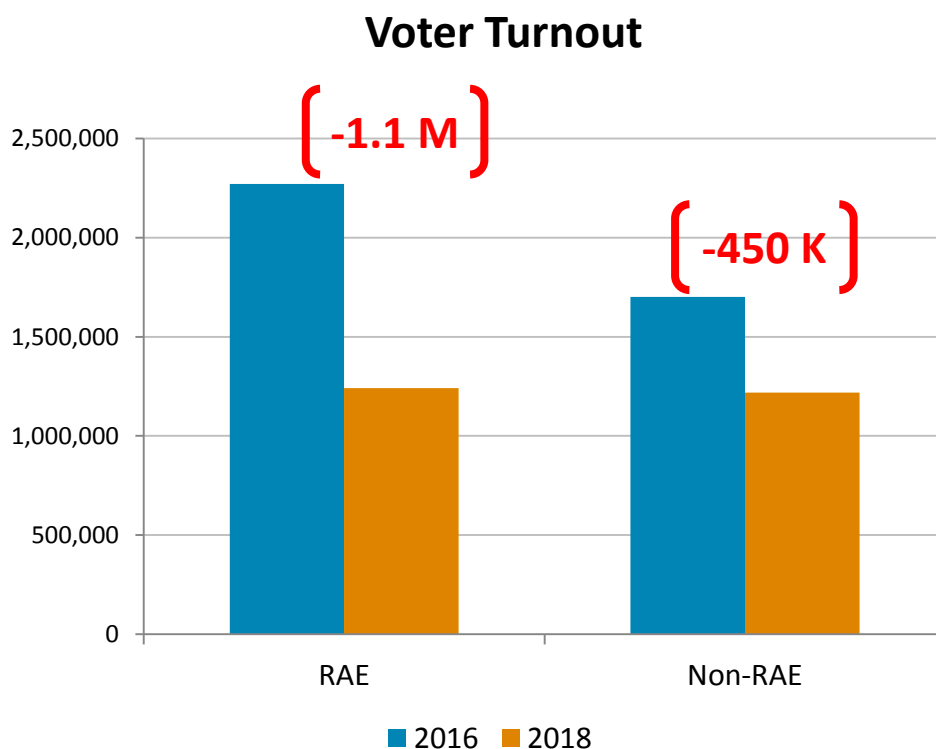
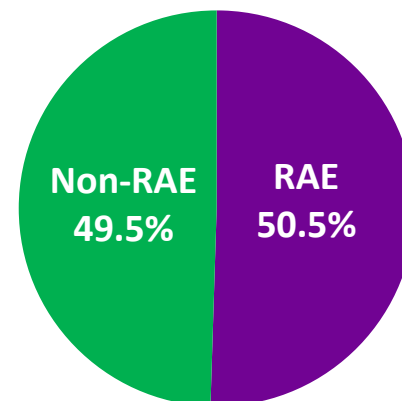
RAE population: 60.1%

Voter Distribution of the Electorate

2016



2018





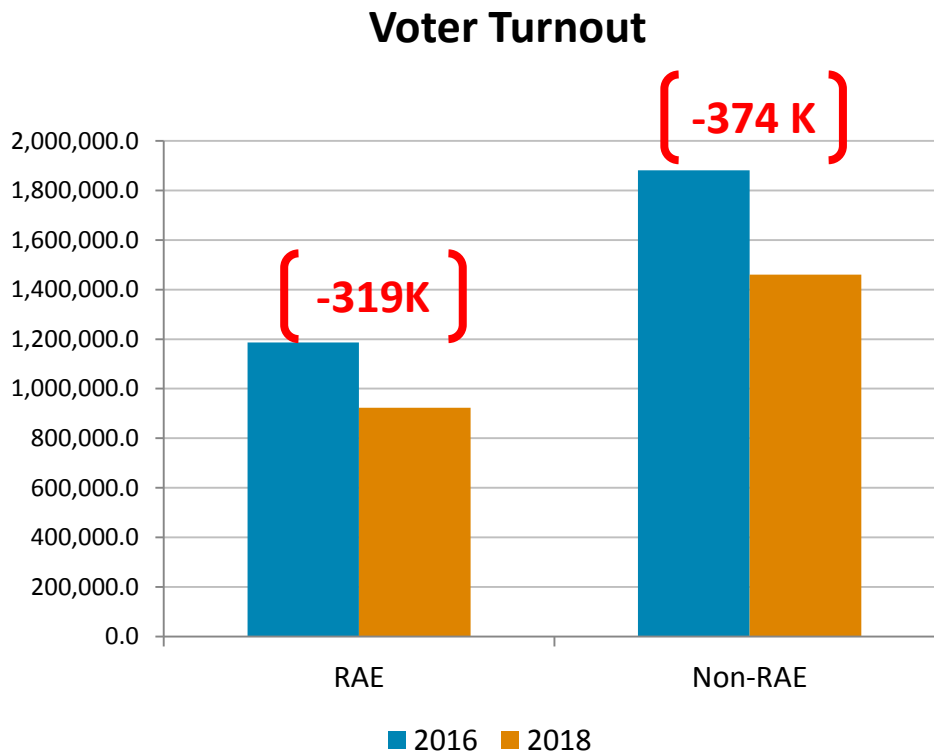
Wisconsin



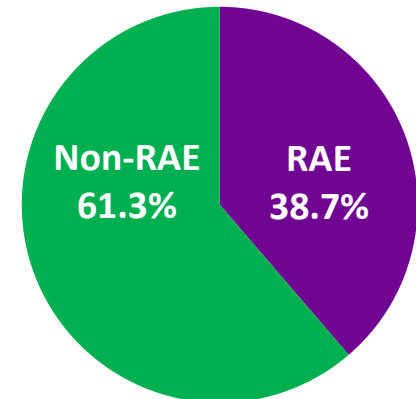
- **RAE Voter drop-off: 26.9%**
 - Est. 319,000 votes
- **Non-RAE Voter drop-off: 19.9%**
 - Est. 374,000 votes

RAE population: 46.8%

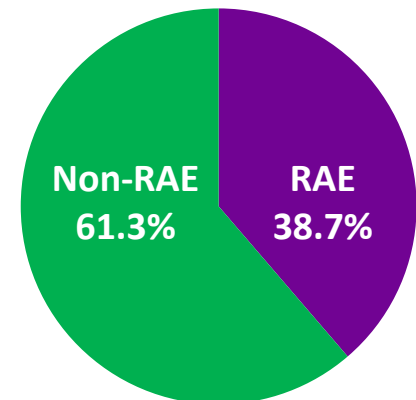
Voter Distribution of the Electorate



2016



2018



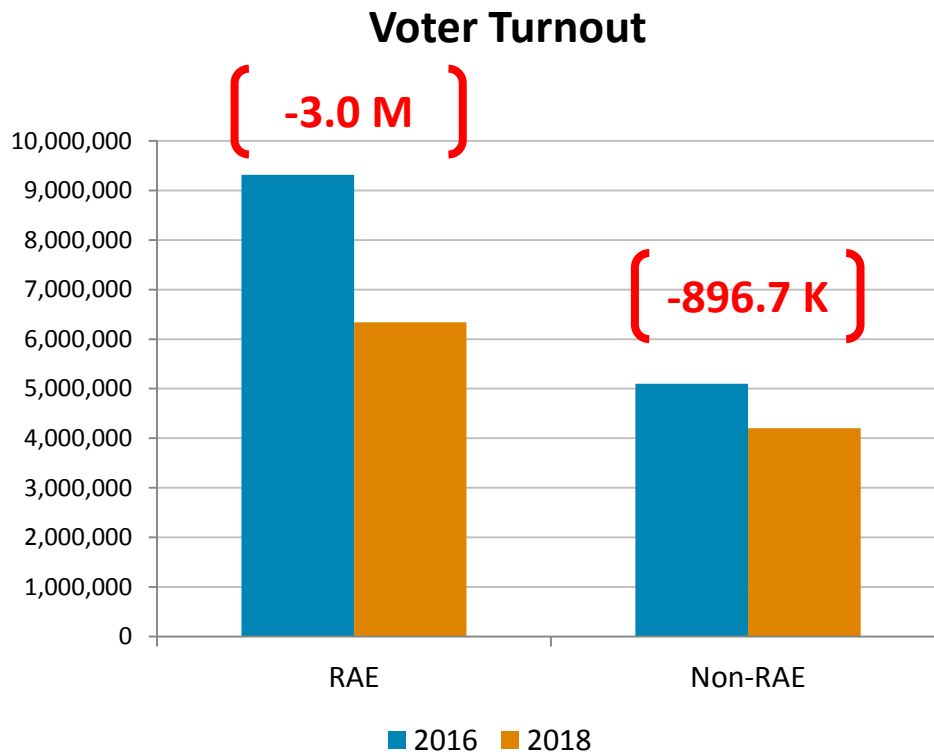


California

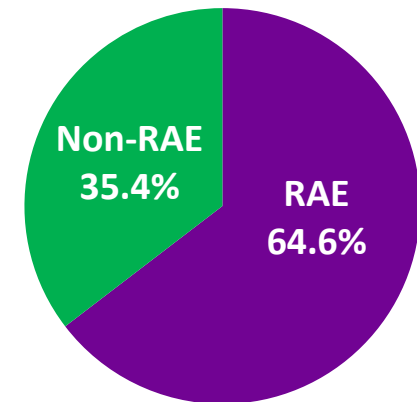
- **RAE Voters lost: -31.9%**
 - -3.0 million votes
- **Non-RAE Voters lost: -17.6%**
 - -896.7 thousand votes

RAE population: 71.6%

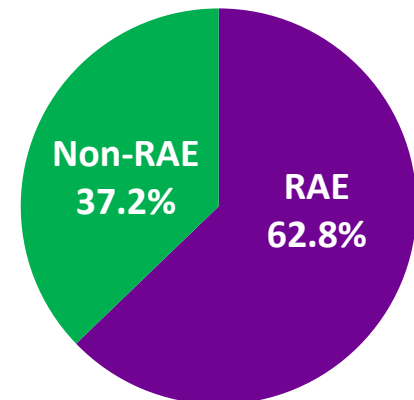
Voter Distribution of the Electorate



2016



2018





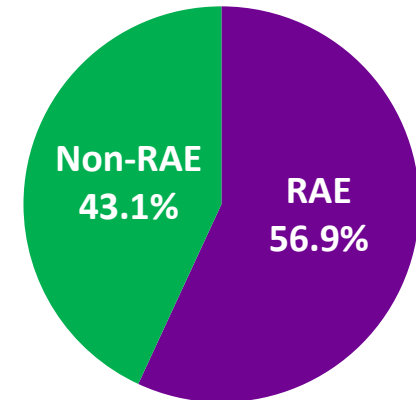
New York

- **RAE Voters lost: -37.4%**
 - -1.7 million votes
- **Non-RAE Voters lost: -24.6%**
 - -834.1 thousand votes

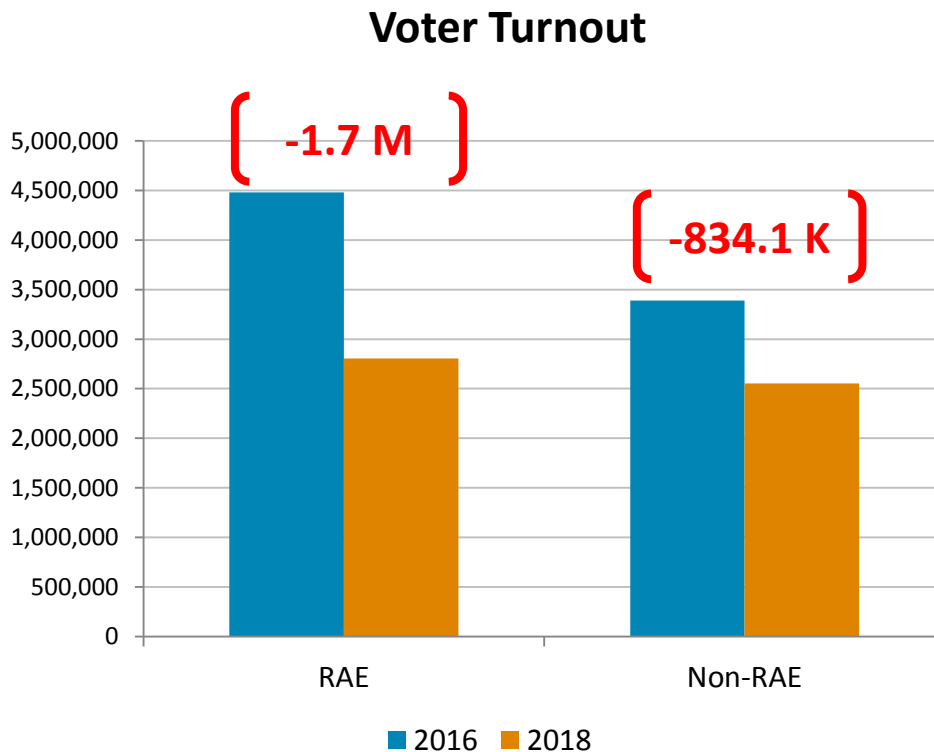
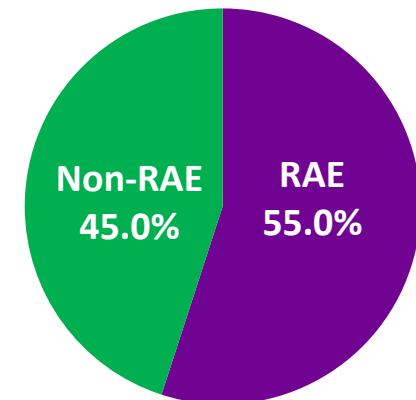
RAE population: 63.2%

Voter Distribution of the Electorate

2016



2018





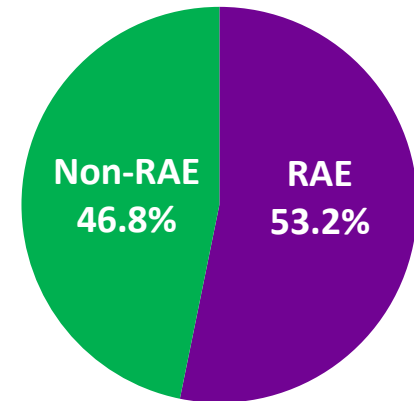
Illinois

- **RAE Voters lost: -35.3%**
 - -1.1 million votes
- **Non-RAE Voters lost: -27.3%**
 - -731.1 thousand votes

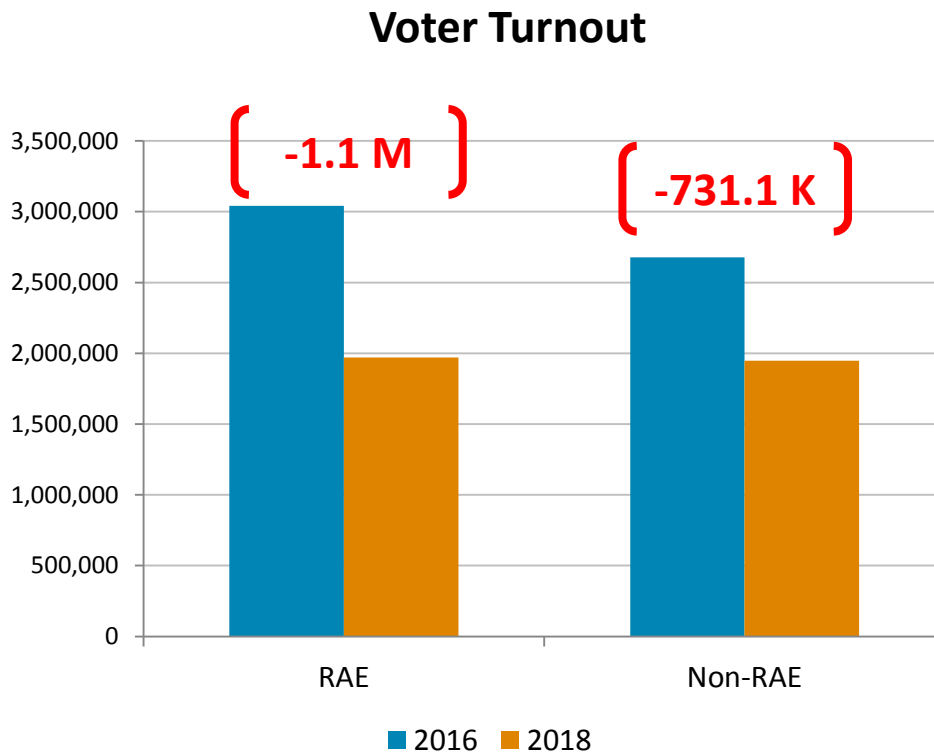
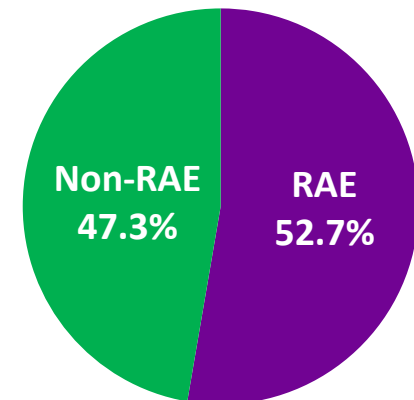
RAE population: 60.0%

Voter Distribution of the Electorate

2016



2018





Strategy • Precision • Impact



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