



A Demographic Profile of the Rising American Electorate in 2016

Celinda Lake, Joshua E. Ulibarri, and Caroline Bye

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

LakeResearch.com

202.776.9066

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, minorities, Millennials, and other historically under-represented groups in the electorate.



Table of Contents

- Sources and Methods → 4
- Key Findings → 7
- The RAE in 2016 → 10
- RAE Vote Change → 18
- 2016 Turnout → 35
- How Ballots Were Cast in 2016 → 40
- Reasons for Not Voting in 2016 → 53
- Voter Registration and Turnout in 2016 → 78
- Population Mobility in 2016 → 141
- The RAE and the Economy → 162

Sources and Methods: The Current Population Survey

- Unless noted, all of the data in this report are from the Current Population Survey (CPS), the November 2016 CPS supplements on voting and registration and the March 2016 CPS supplements on income.
 - The CPS is a monthly survey of about 50,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics.
 - Information on reported voting and registration by various demographic and socioeconomic characteristics is collected by CPS in November of congressional and presidential election years.
- The CPS uses a multistage probability sample based on the results of the decennial census, with coverage in all 50 states and the District of Columbia. The sample is continually updated.
- Working class is defined as non-college.
- Median income is rounded to the nearest \$1,000.



Sources and Methods: Calculating 2018 Drop-off

To estimate population in 2018, CPS counts of the Voting Eligible Population (VEP) were pulled from historic data.

- Data were 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.



The Rising American Electorate

- The Rising American Electorate (RAE) – unmarried women, Millennials (ages 18-34)*, and minorities (as defined by the Census) – now accounts for more than half of the Vote Eligible Population (VEP) in this country (59.2%).
- The Vote Eligible Population (VEP) refers to eligible citizens 18 and over.
- While RAE turnout has increased in recent elections, the RAE 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 from 2016

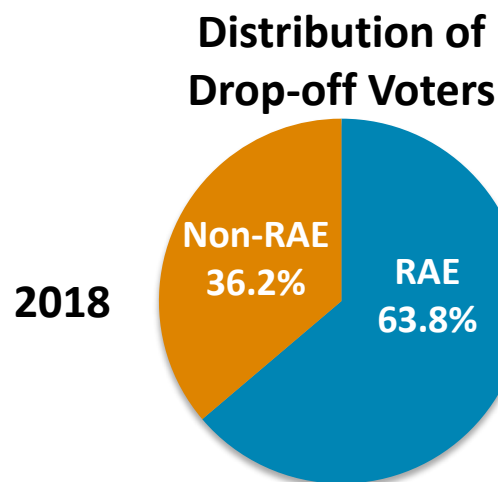
- In 2016, there were nearly 133 million eligible voters in the RAE. This comprised 59.2% of the VEP in the country.
- Although they accounted for nearly six in ten eligible voters in 2016, RAE voters made up barely half (52.6%) of the total electorate in 2016. This was the first time in history that the RAE comprised the majority of the electorate.
- While the number of RAE voters increased by more than 8 million in 2012 to 2016, the number of non-RAE voters decreased by 3.5 million.
- In 2004 (VPC's first cycle), RAE were 44.6% of VEP; by 2016, they had grown to 59.2% of VEP. 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.





Key Findings from 2018 Drop-off

- One in three RAE voters who turned out in 2016 will not turn out in 2018.
- The predicted drop-off among non-RAE voters is only 22.1% or 14.4 million voters. In fact, of the approximately 40 million Americans predicted to drop-off in 2018, nearly two-thirds will come from the RAE. RAE drop-off is expected to be 35.1% or 25.4 million.
- Turnout is predicted to drop the most among Millennial voters and unmarried women.
 - This trend was also true between 2008 and 2014.
- Among key 2018 states, Pennsylvania, Indiana, West Virginia, and Nevada are expected to see the biggest drop-off rates among RAE voters.





Key Demographic Findings

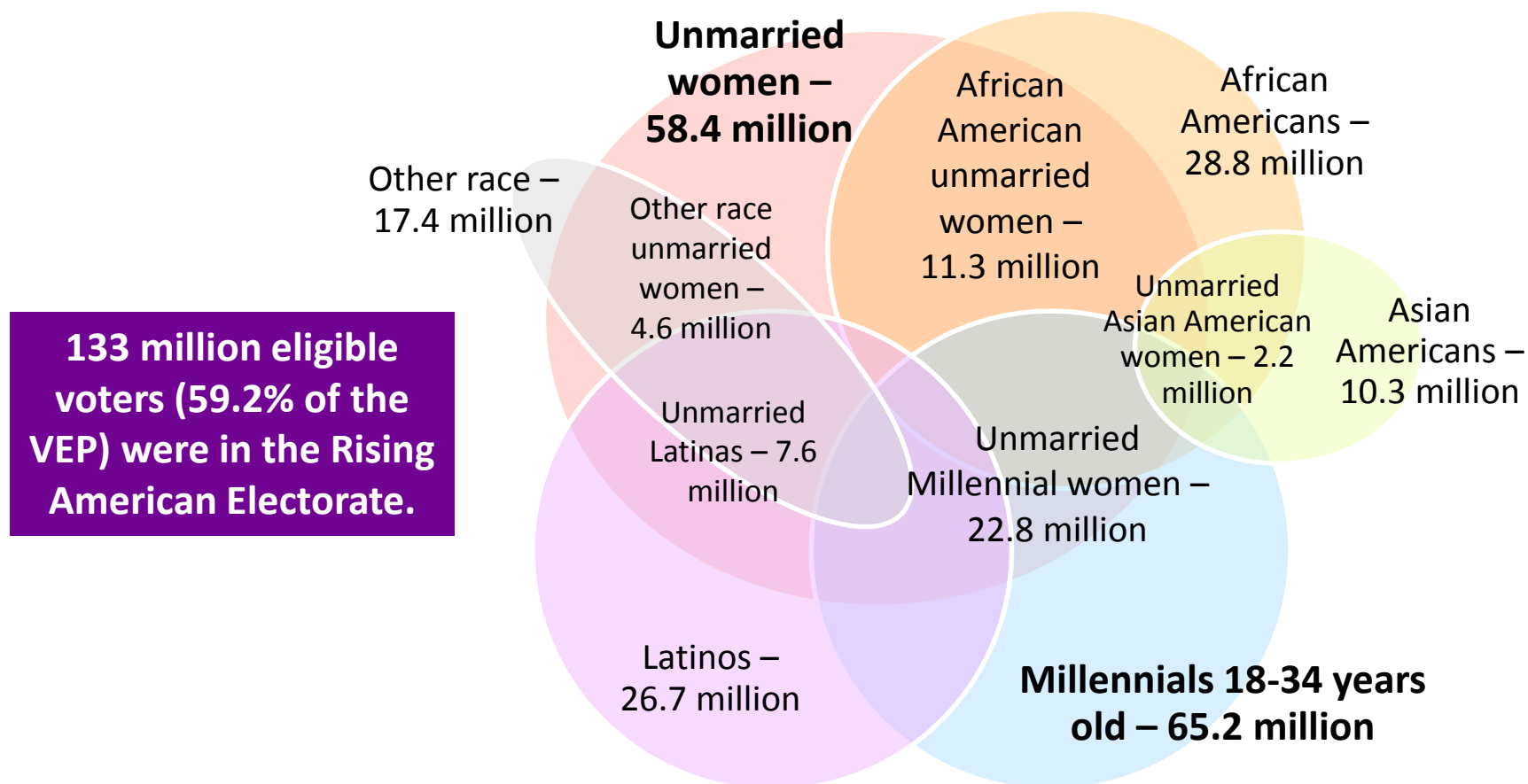
- A large registration gap continues to obstruct members of the RAE from voting. While only 21.9% of the non-RAE reports not being registered, the RAE has a 35% unregistered rate, with even higher unregistered percentages among Latinos (42.7%), Asian Americans (43.7%), and Millennials (39.3%).
- For the first time in history, in 2016, a majority of vote eligible women were unmarried. However, turnout among unmarried women dropped from 57.8% in 2012 to 57.0% in 2016.
- An important trend to watch is the growing use of vote-by-mail and mail-in registration as a method for engaging Latino and Asian American voters; 32.3% of Asian Americans voted by mail.
- A very large share (42.6%) of the RAE moved since the previous presidential election, highlighting the importance of re-registration. The most mobile group here is Millennials (54.6%).
- The RAE are less likely to own homes, less likely to receive a pension from their employer, and more likely to live below the poverty line than their non-RAE counterparts.



The Rising American Electorate in 2016

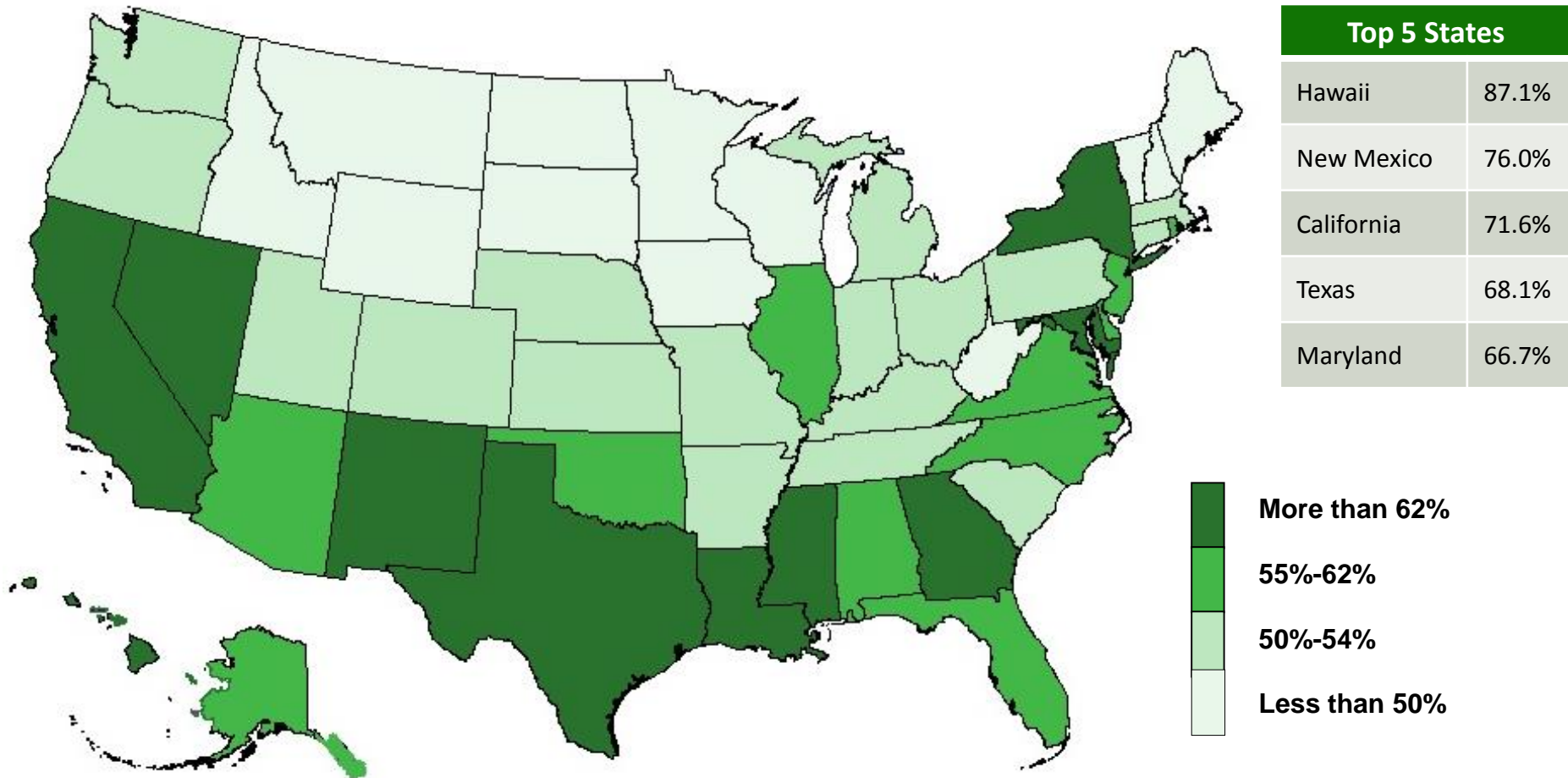


In 2016, there were nearly 133 million unique individuals comprising the Rising American Electorate. Unmarried women and Millennials were far and away the largest segments, but there is much overlap between them.



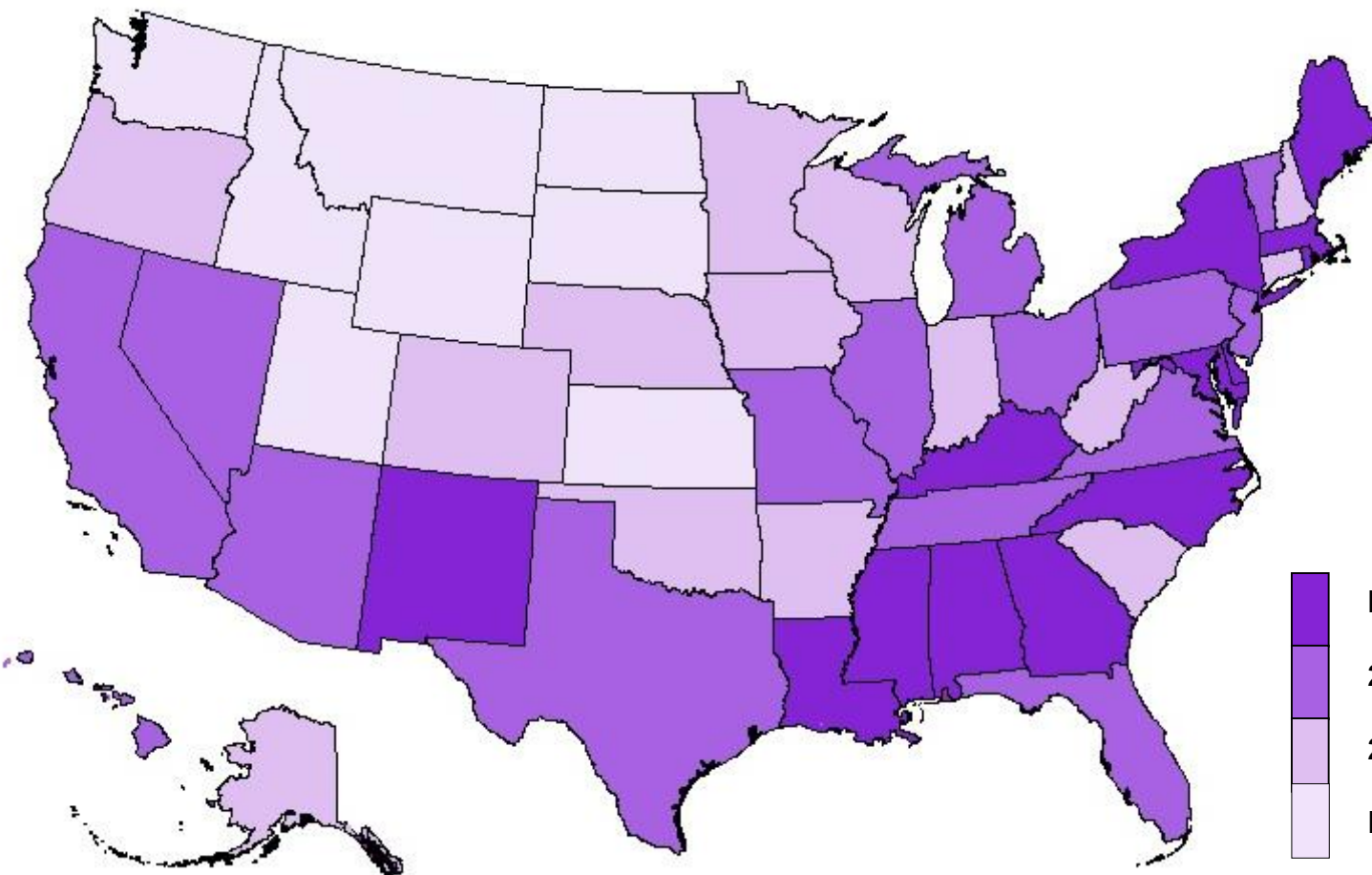
In 2016, the largest shares of the RAE were concentrated in the South and on the coasts, but the RAE was a significant share of the population in each state.

2016 RAE Share of VEP Population by State



Examining the 2016 map, unmarried women were a sizable share of the population in every state. Southern states had some of the highest shares of unmarried women, while the share of unmarried women was lower in the Upper Plains.

2016 Unmarried Women VEP Population by State



Top 5 States

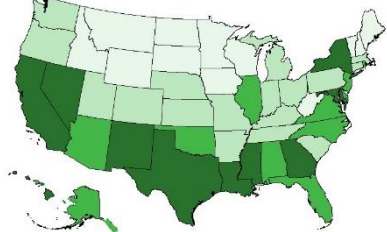
Louisiana	29.5%
New York	29.2%
Mississippi	29.0%
New Mexico	28.9%
Maryland	28.3%

More than 27%

25%-27%

23%-24%

Less than 23%



2016 RAE Share of VEP Population by State

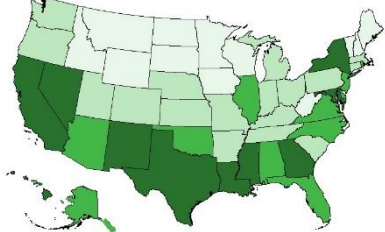
	VEP	RAE VEP	
States	Total 2016 VEP	2016 RAE VEP	% of State VEP
National	224,059,005	132,678,801	59.2%
Alabama	3,651,072	2,193,273	60.1%
Alaska	501,639	304,311	60.7%
Arizona	4,584,670	2,799,436	61.1%
Arkansas	2,115,745	1,078,874	51.0%
California	24,889,838	17,827,546	71.6%
Colorado	38,954,41	2,084,915	53.5%
Connecticut	2,483,320	1,312,797	52.9%
Delaware	668,835	379,260	56.7%
D.C.	511,580	423,805	82.8%
Florida	14,427,692	8,842,112	61.3%
Georgia	7,048,123	4,488,925	63.7%
Hawaii	973,879	847,985	87.1%
Idaho	1,150,035	547,891	47.6%

Red coloration denotes key states in presidential years

Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016



2016 RAE Share of VEP Population by State

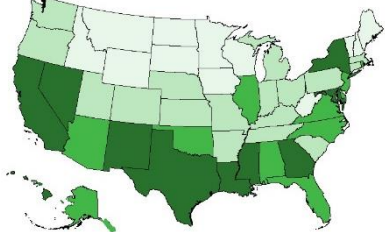
	VEP	RAE VEP	
States	Total 2016 VEP	2016 RAE VEP	% of State VEP
National	224,059,005	132,678,801	59.2%
Illinois	8,970,275	5,382,820	60.0%
Indiana	4,795,469	2,503,972	52.2%
Iowa	2,291,733	1,096,595	47.9%
Kansas	2,028,988	1,035,455	51.0%
Kentucky	3,246,274	1,623,130	50.0%
Louisiana	3,353,100	2,185,974	65.2%
Maine	1,037,966	466,217	44.9%
Maryland	4,157,678	2,772,268	66.7%
Massachusetts	4,967,260	2,705,120	54.5%
Michigan	7,332,176	3,833,980	52.3%
Minnesota	3,985,205	1,974,247	49.5%
Mississippi	2,169,854	1,387,841	64.0%
Missouri	4,486,369	2,321,839	51.8%

Red coloration denotes key states in presidential years

Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016



2016 RAE Share of VEP Population by State

	VEP	RAE VEP	
States	Total 2016 VEP	2016 RAE VEP	% of State VEP
National	224,059,005	132,678,801	59.2%
Montana	790,393	357,009	45.2%
Nebraska	1,336,447	670,902	50.2%
Nevada	1,974,920	1,238,887	62.7%
New Hampshire	1,011,892	423,214	41.8%
New Jersey	5,957,656	3,572,248	60.0%
New Mexico	1,396,210	1,060,702	76.0%
New York	13,750,917	8,691,355	63.2%
North Carolina	6,960,196	4,216,812	60.6%
North Dakota	564,395	272,566	48.3%
Ohio	8,498,949	4,404,256	51.8%
Oklahoma	2,746,041	1,539,029	56.0%
Oregon	2,928,661	1,468,934	50.2%
Pennsylvania	9,596,123	4,904,362	51.1%

Red coloration denotes key states in presidential years

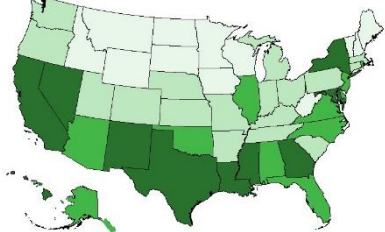
Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016

RAE Vote Change



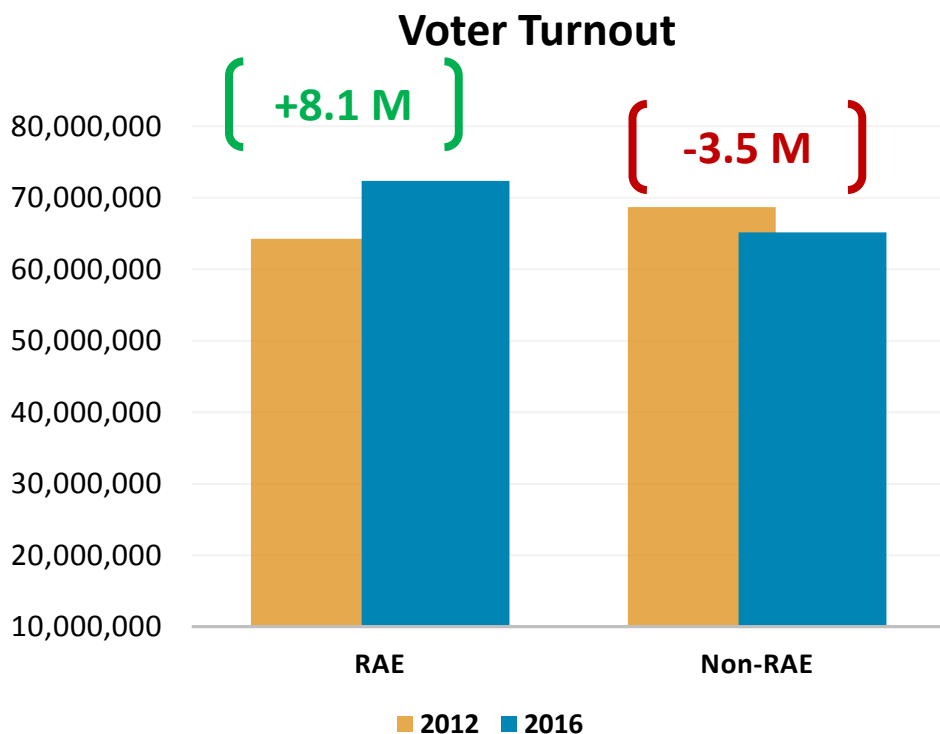


National Vote Change: 2012-2016

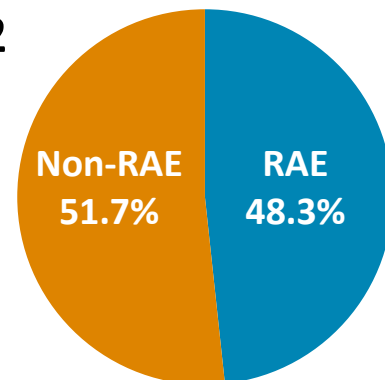
- RAE Voters Gained: **12.6%**
 - +8.1 million votes
- Non-RAE Voters Lost: **-5.1%**
 - -3.5 million votes

RAE VEP Population: 59.2%

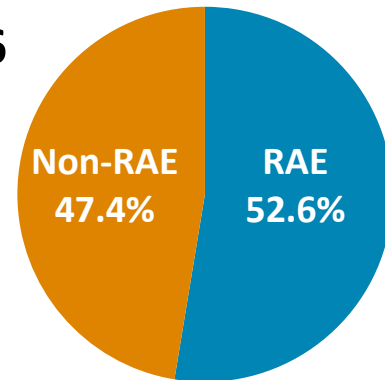
Voter Distribution of the Electorate

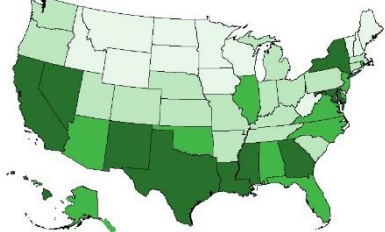


2012



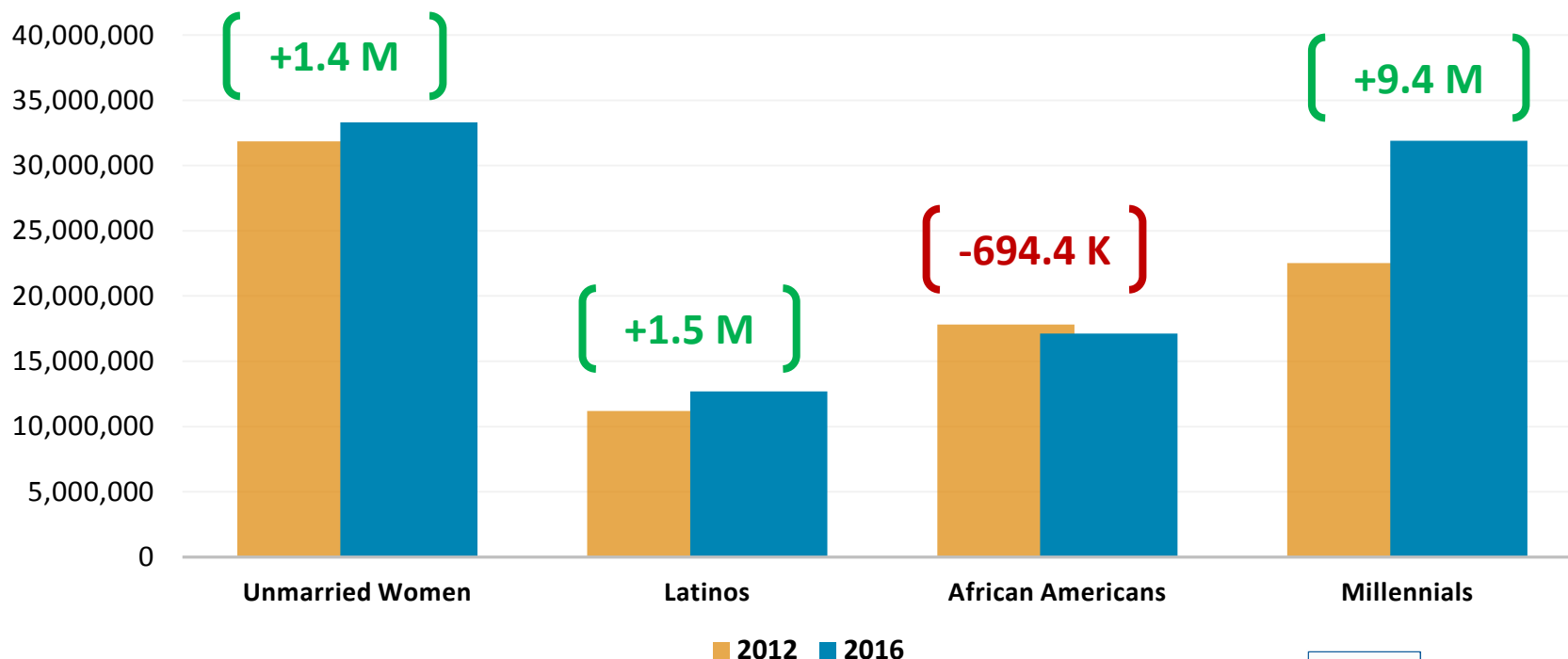
2016





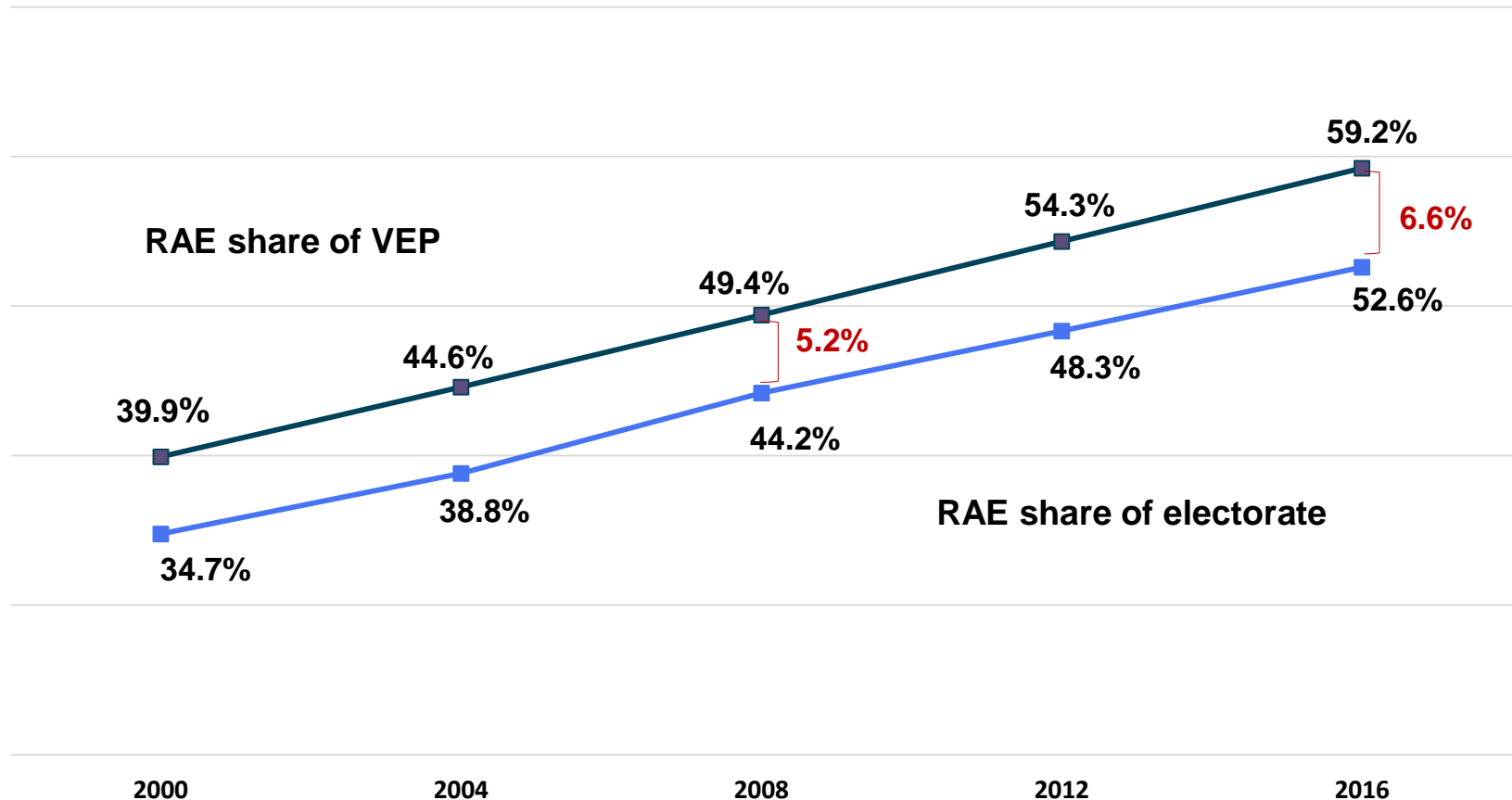
National Vote Change: 2012-2016

- 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



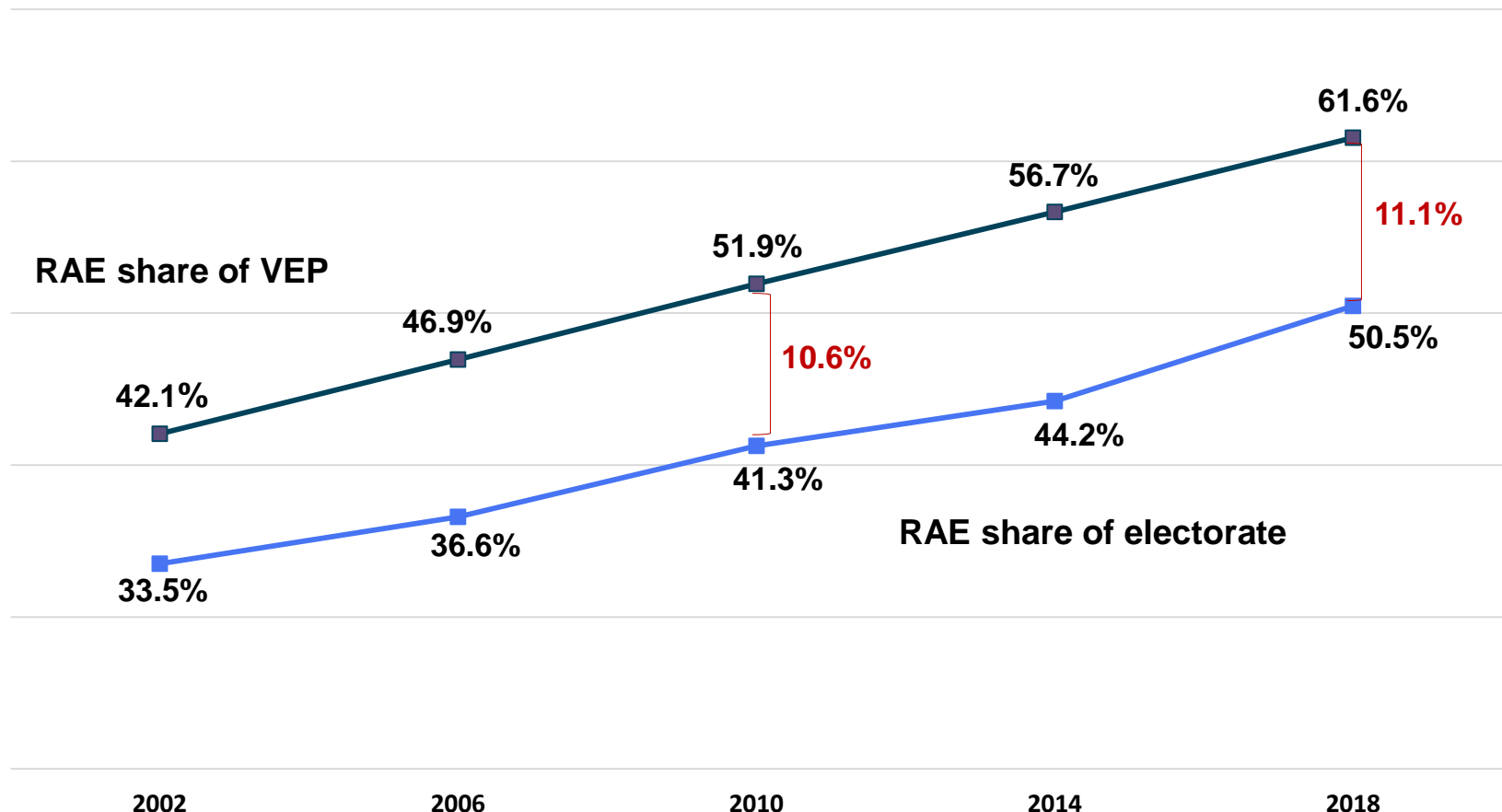
In 2016, the RAE comprised a majority (52.6%) of the electorate for the first time in history. However, the gap between the RAE's share of the VEP and share of the electorate has grown slightly from 2008 (5.2%) to 2016 (6.6%).

RAE in Presidential Elections



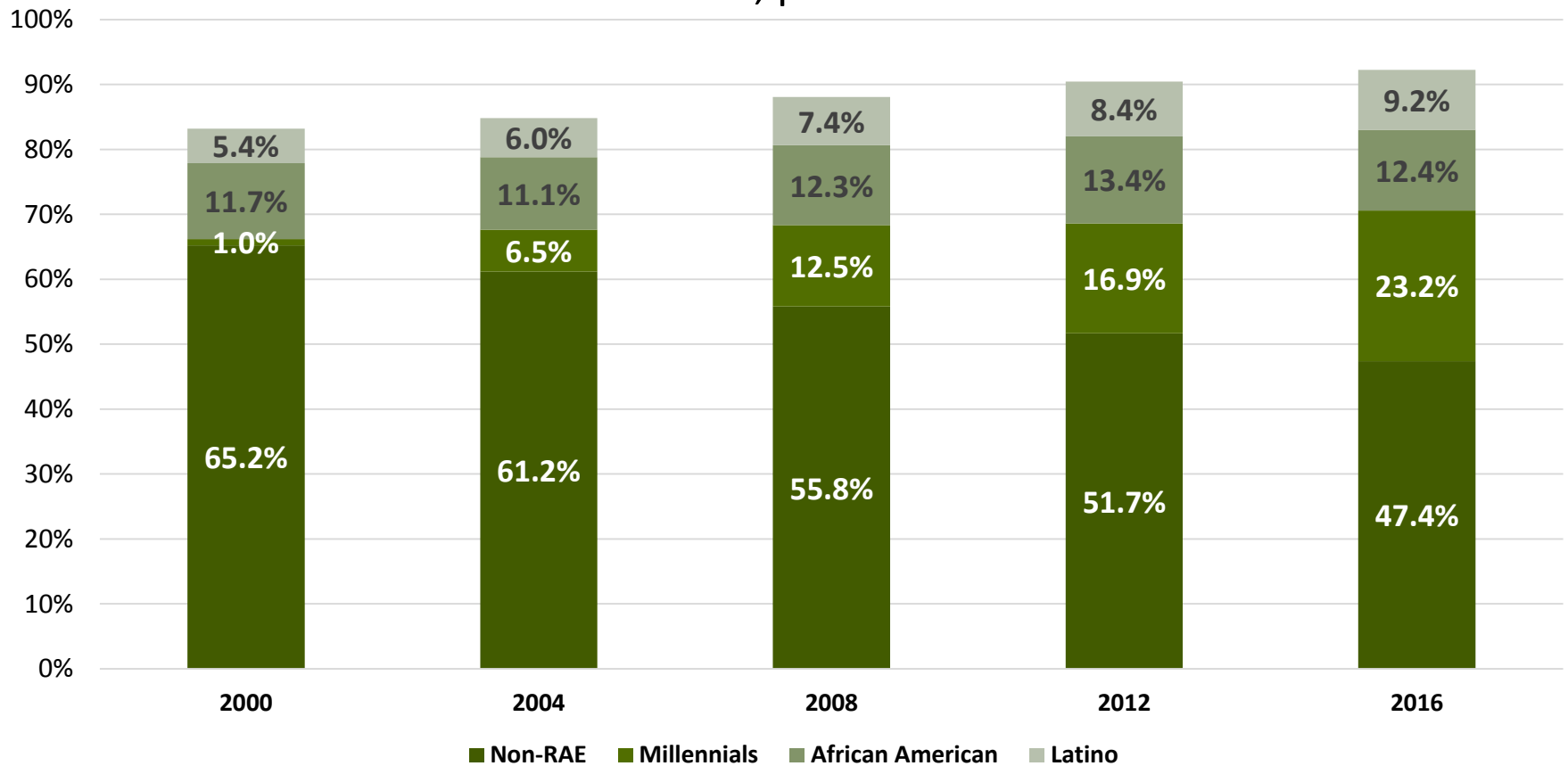
The RAE is projected to be just over a majority of the electorate in 2018. The midterm RAE gap, between the VEP and electorate share, has not widened as dramatically as it has for presidential elections.

RAE in Midterm Elections



RAE groups have increased dramatically as a share of the electorate in presidential elections since 2000. Not surprisingly, much of that growth has been fueled by Millennial voters. The non-RAE declined by almost 18 points from 2000 to 2016.*

Share of electorate, presidential elections

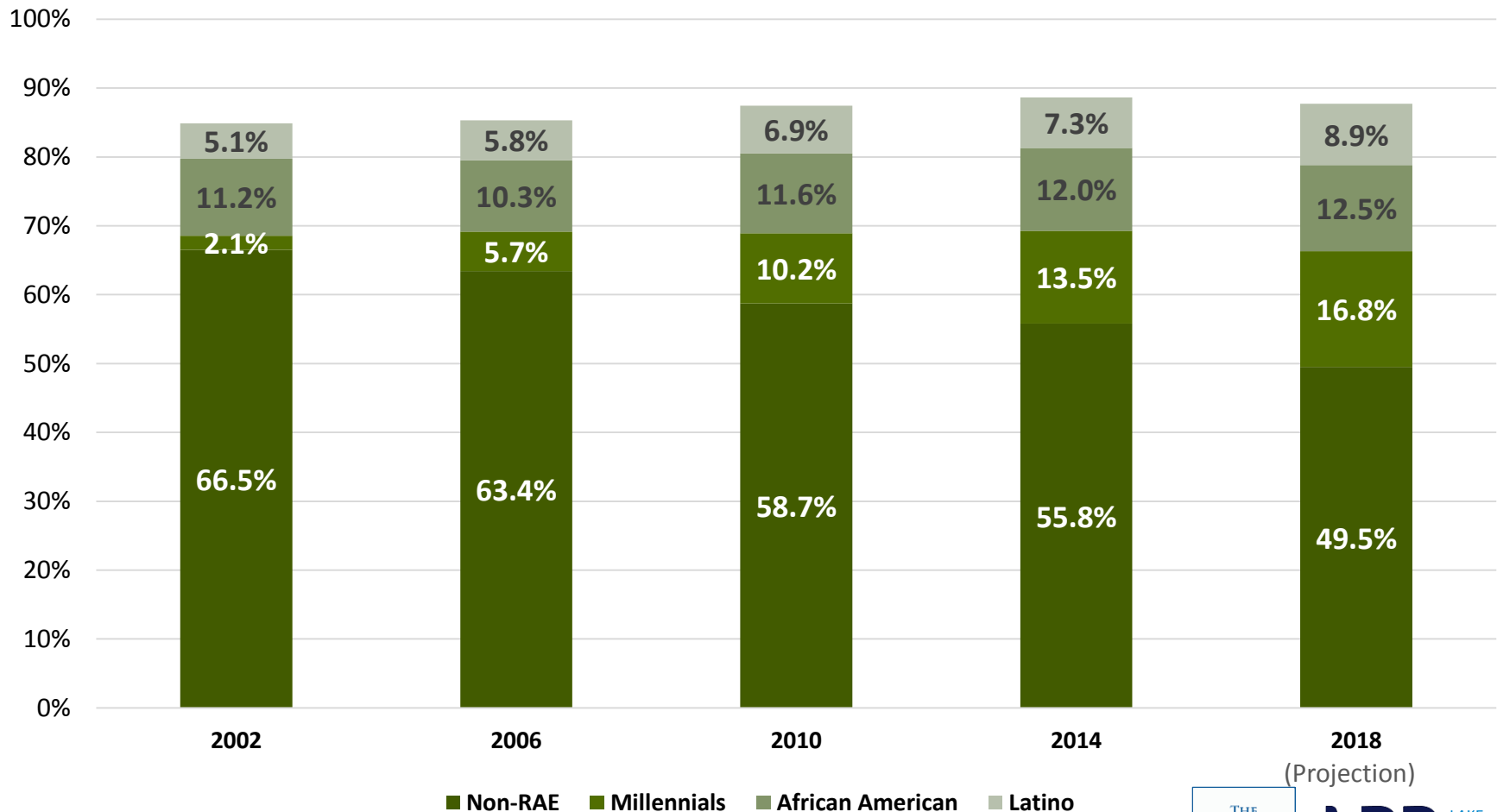


*This growth, spurred largely by the growth of the Millennial subgroup, must be addressed. We will need to set a cutoff for Millennials and begin to explore Generation Z, or the RAE will continue to grow.

Source: CPS November 2016

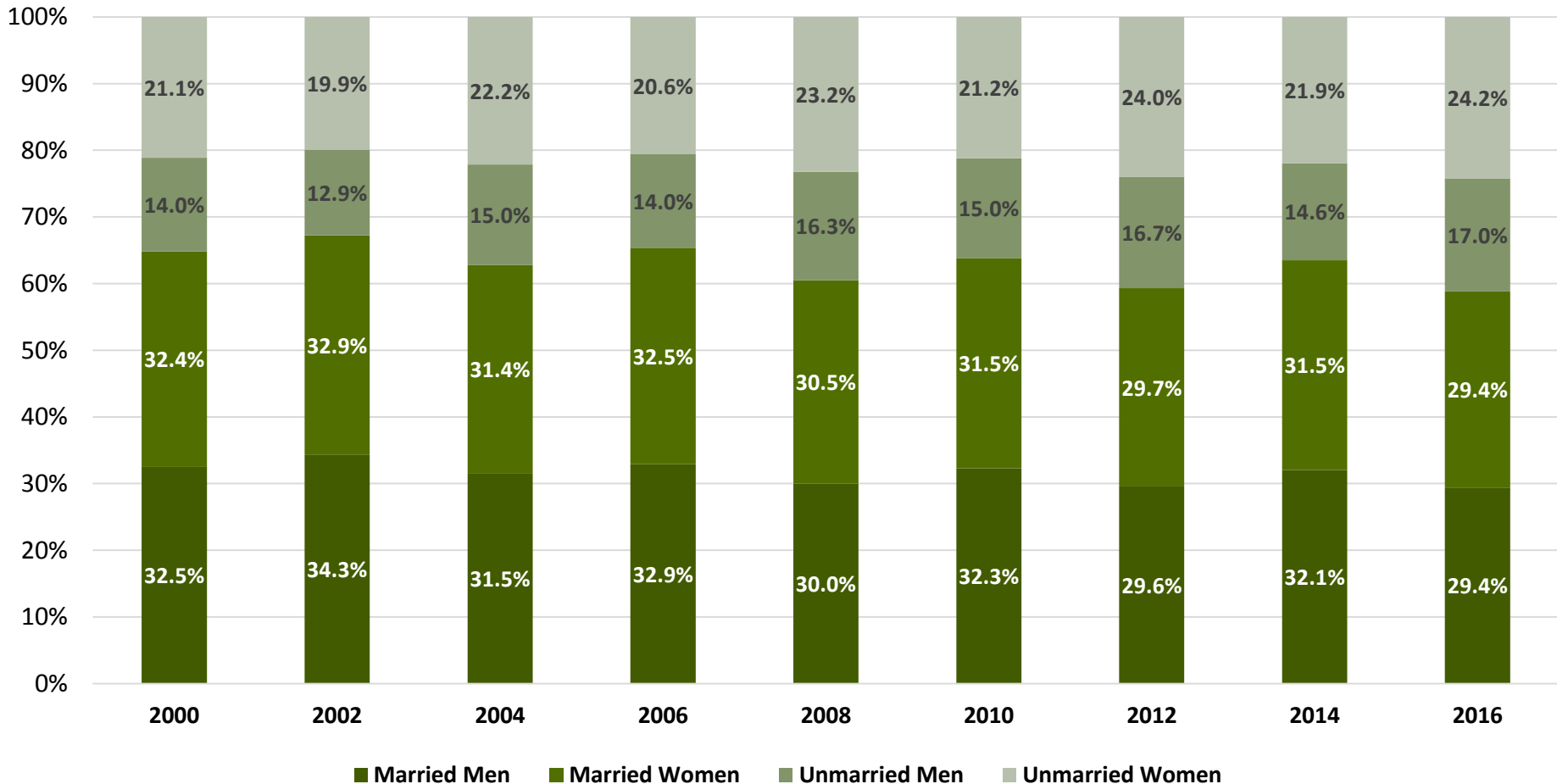
Projected growth among Millennial and Latino voters could result in the non-RAE dipping just below 50% of voters in 2018 for the first time in an off-year election.

Share of electorate, midterm elections



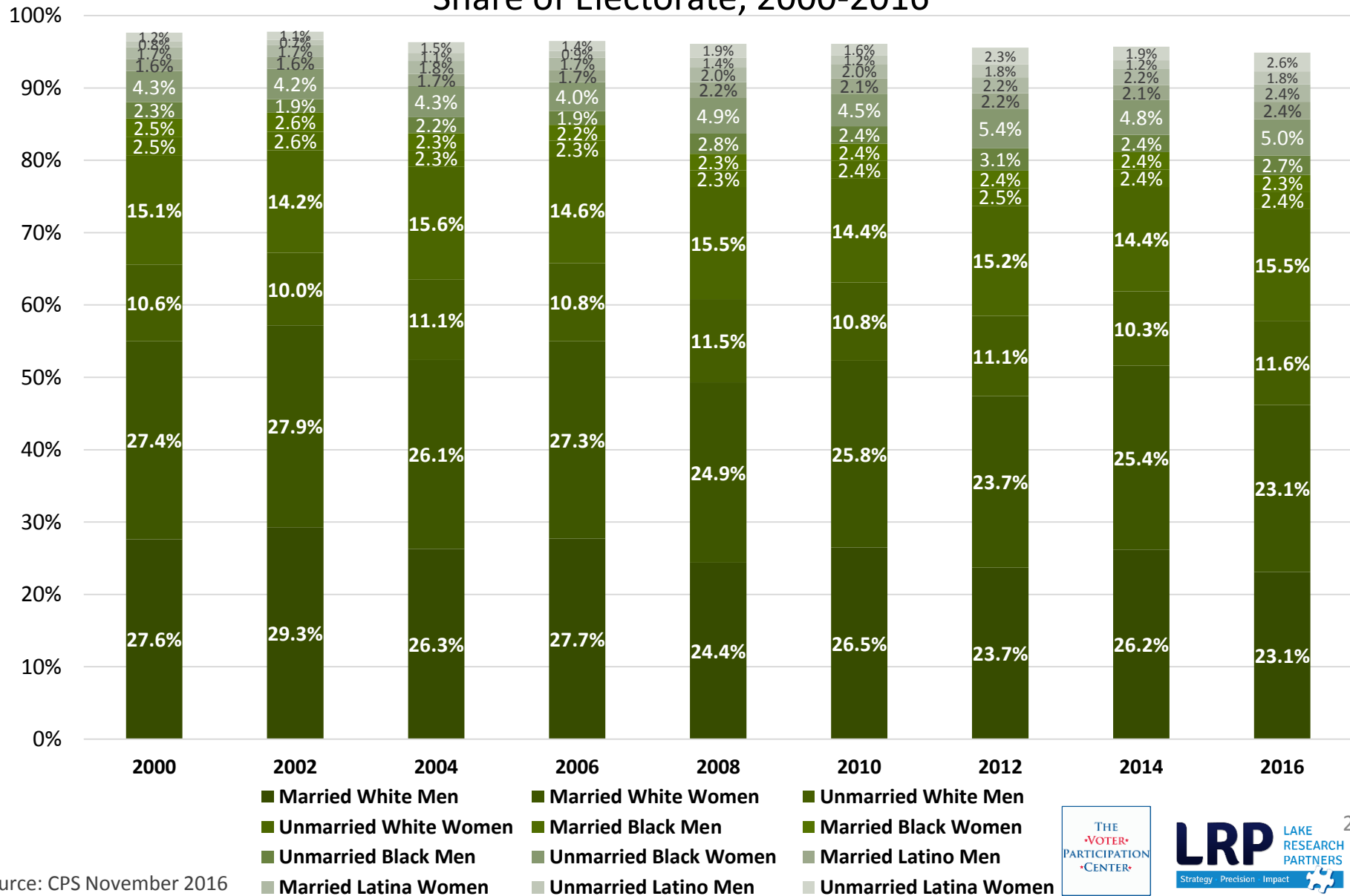
While the pace of change is slow, unmarried women have increased as a share of the electorate (from 21% in 2000 to 24% in 2016). Overall, unmarried voters increased their share of the electorate from 35% in 2000 to 41% in 2016.

Share of Electorate, 2000-2016



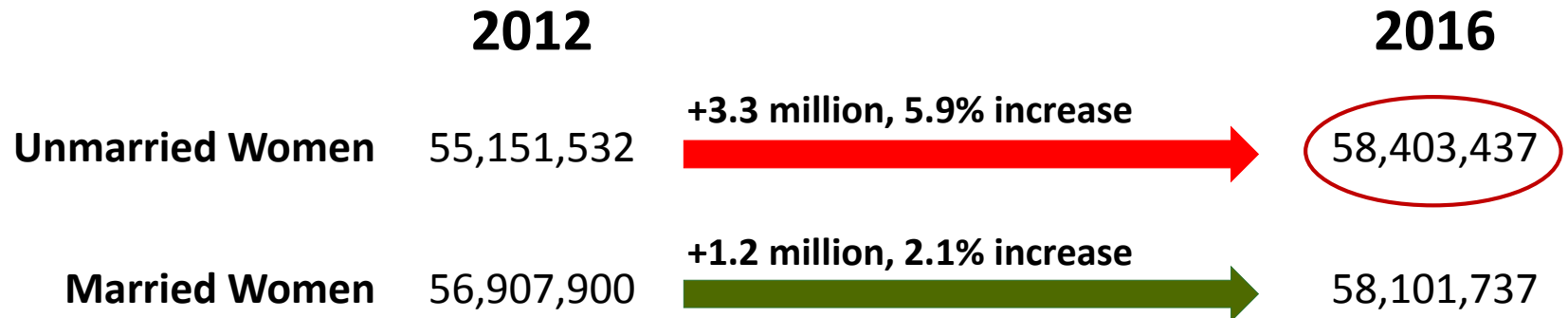
Breaking down gender, marital status and race, reveals the power of the married white voting bloc. Married white voters have fluctuated around 50% of the electorate, with slight bumps to their vote share in midterm elections.

Share of Electorate, 2000-2016

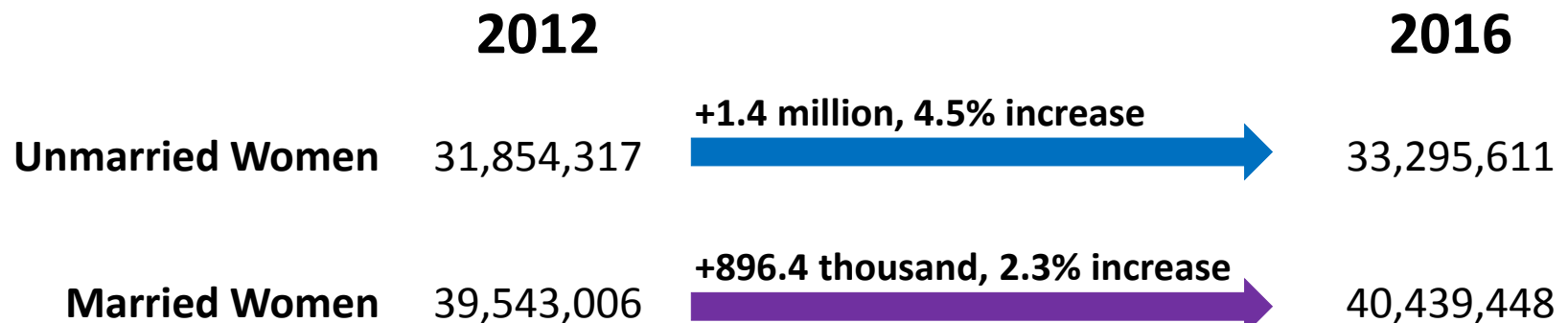


For the first time in history, in 2016, a majority of vote eligible women were unmarried.

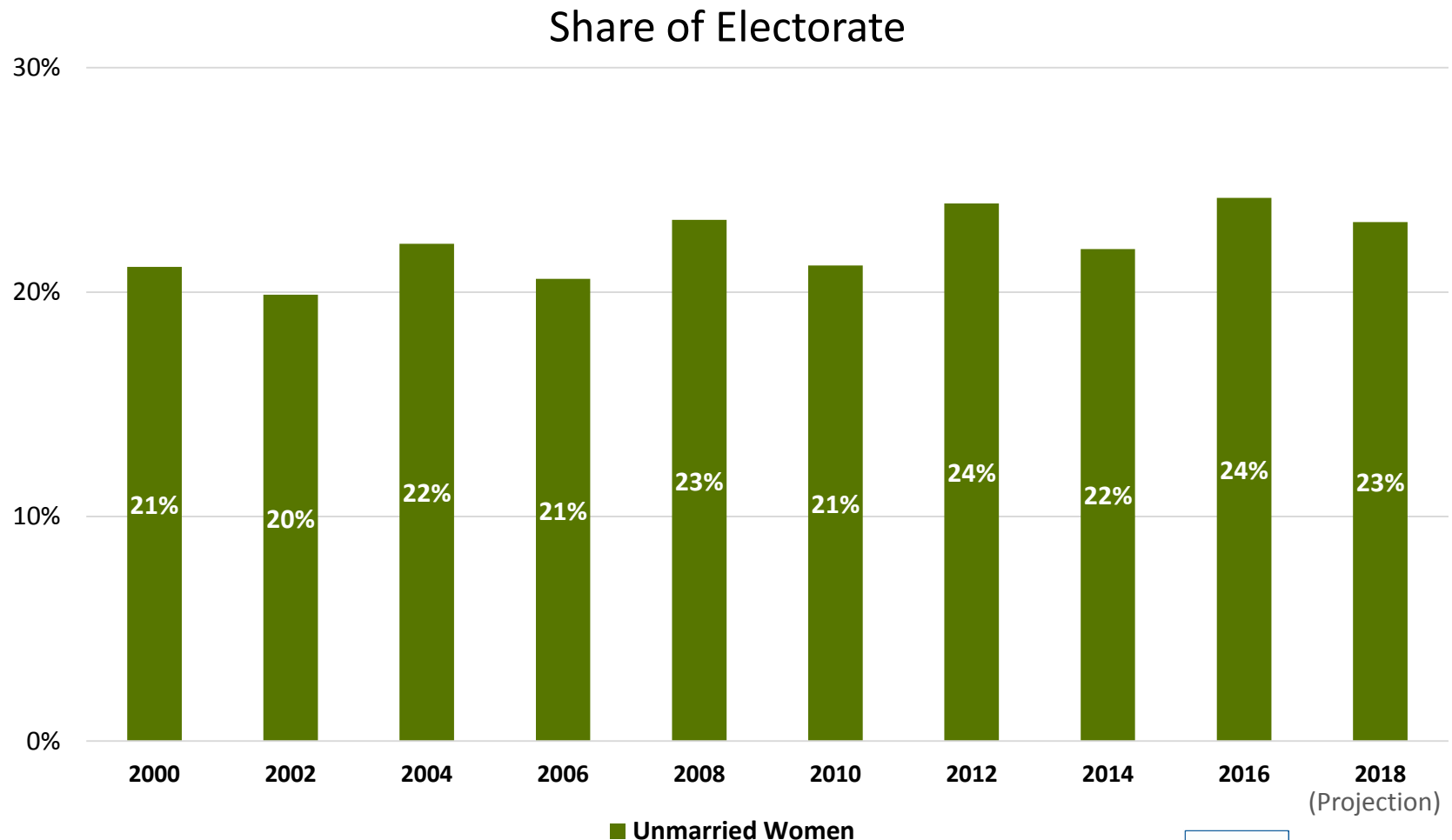
CPS Estimates of the Vote Eligible Population



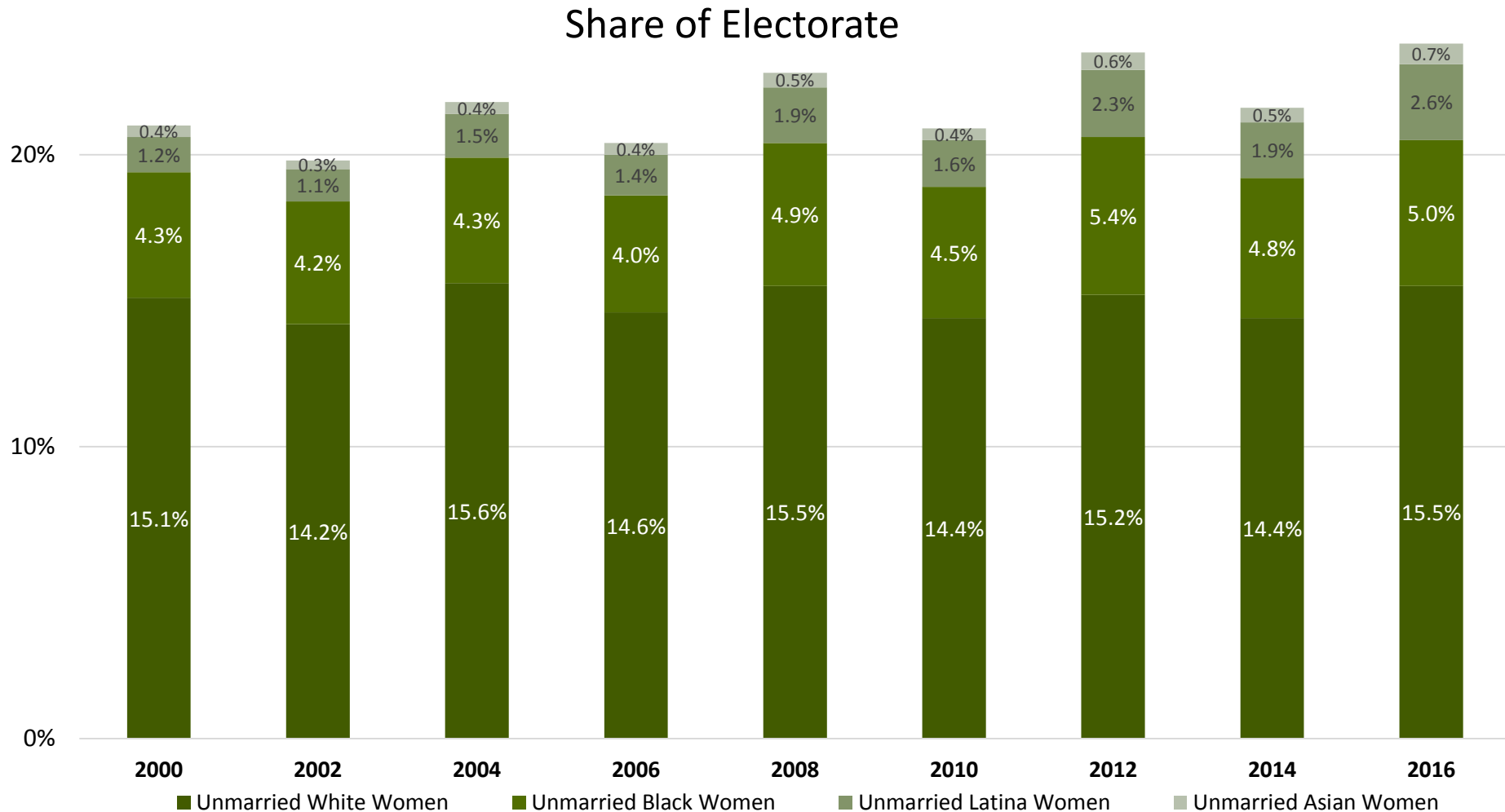
CPS Estimates of the Electorate

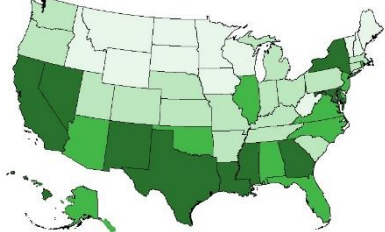


Unmarried women are projected to be 23% of voters in 2018. This is a 3 point increase from the mid-term election of 2002 and their highest share of the electorate ever in an off-year election.



Of the unmarried women in the electorate, most are white unmarried women, followed by black unmarried women, Latina unmarried women, and lastly Asian unmarried women.





National Vote Change

In almost every state, the RAE increased their share of the electorate, while the non-RAE decreased their share. However, there are a few states where the non-RAE also increased from 2012-2016.

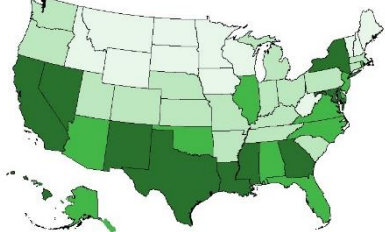
	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
National	8,103,890	12.6%	-3,515,572	-5.1%
Wyoming	42,703	55.4%	-12,458	-7.3%
Utah	163,527	45.4%	48,519	7.3%
Nebraska	122,655	44.3%	-28,385	-5.4%
Idaho	78,374	38.1%	-43,943	-9.3%
Maine	81,733	37.2%	-27,476	-5.7%
West Virginia	72,531	36.6%	-38,815	-7.9%
Kentucky	242,595	36.6%	-288,258	-23.4%
Indiana	252,916	25.1%	-259,218	-14.5%
Nevada	139,158	24.8%	8,182	1.7%
Virginia	439,598	24.0%	-244,068	-12.5%
Colorado	250,764	24.0%	-39,208	-2.7%
Arizona	271,388	23.0%	85,239	6.9%
New Hampshire	47,811	22.0%	-38,090	-8.1%

Red coloration denotes key states in presidential years

Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016



National Vote Change

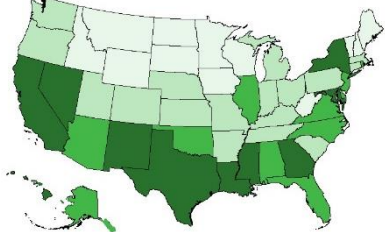
	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
National	8,103,890	12.6%	-3,515,572	-5.1%
Minnesota	217,359	21.5%	-337,564	-18.3%
Maryland	297,636	20.4%	-170,292	-14.8%
Arkansas	90,331	19.8%	26,849	4.0%
Alabama	193,602	19.7%	-252,244	-21.6%
Vermont	19,450	19.6%	-22,107	-10.6%
Missouri	215,287	19.0%	-127,700	-7.6%
Pennsylvania	445,312	18.9%	-261,042	-7.5%
Rhode Island	36,775	18.5%	-42,079	-15.6%
Alaska	24,940	18.3%	-6,343	-4.1%
Montana	29,592	18.3%	-4,202	-1.3%
North Dakota	23,214	18.1%	10,543	5.3%
Connecticut	105,978	16.2%	-87,419	-9.6%
Texas	758,473	15.4%	224,414	6.0%
Illinois	394,619	14.9%	-103,522	-3.7%

Red coloration denotes key states in presidential years

Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016



National Vote Change

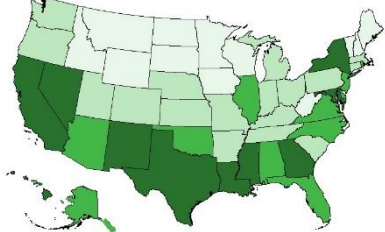
	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
National	8,103,890	12.6%	-3,515,572	-5.1%
Kansas	67,368	14.9%	-73,092	-9.2%
Washington	194,358	14.3%	15,275	0.8%
California	1,089,264	13.2%	-135,481	-2.6%
Massachusetts	183,102	13.0%	-250,703	-12.7%
Iowa	66,619	12.4%	-161,043	-15.9%
Oklahoma	78,447	12.1%	45,297	5.8%
Oregon	89,793	12.1%	-44,741	-3.9%
North Carolina	256,454	10.9%	-180,480	-8.0%
Delaware	19,601	10.0%	-33,915	-14.5%
Florida	401,774	9.3%	69,344	1.8%
D.C.	25,137	8.9%	5,084	7.4%
New York	319,805	7.7%	-125,949	-3.6%

Red coloration denotes key states in presidential years

Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016



National Vote Change

	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2016 Vote – 2012 Vote	% Change	2016 Vote – 2012 Vote	% Change
National	8,103,890	12.6%	-3,515,572	-5.1%
Michigan	97,513	4.9%	-216,272	-7.6%
New Jersey	67,748	3.6%	-72,135	-4.0%
Tennessee	41,173	3.6%	-16,252	-1.1%
Georgia	69,400	2.9%	8,748	0.5%
Ohio	68,442	2.9%	-54,782	-1.8%
South Dakota	2,462	2.0%	-10,712	-4.4%
Louisiana	15,334	1.3%	-96,808	-10.4%
Hawaii	3,042	0.8%	-22,821	-20.9%
South Carolina	1,730	0.2%	43,880	4.2%
New Mexico	-12,363	-2.3%	-100,628	-29.6%
Wisconsin	-45,477	-3.7%	-13,937	-0.7%
Mississippi	-55,154	-5.8%	-62,763	-9.8%

Red coloration denotes key states in presidential years

Blue coloration denotes key states in 2018 midterms

Purple coloration denotes key states in both 2018 and presidential years

Source: CPS November 2016

There has been a surge of RAE voters, and we expect this growth to continue.

- From 2012 to 2016, the national growth rate for the RAE was 12.6%, adding 8 million new RAE voters to the electorate.
- The number of unmarried women, African Americans, Latinos, and Millennials continues to grow, increasing their importance in the electorate year-after-year. This growth trajectory is likely true among Asian Americans as well, but this is the first year we have pulled data on this racial group.
- Key 2018 states with the highest growth included Nevada (139.2 thousand new RAE voters, 24.8% growth), West Virginia (72.5 thousand new RAE voters, 36.6% growth), Indiana (252.9 thousand new RAE voters, 25.1% growth), Colorado (250.8 thousand new RAE voters, 24.0% growth), and Arizona (271.4 thousand new RAE voters, 23.0% growth).

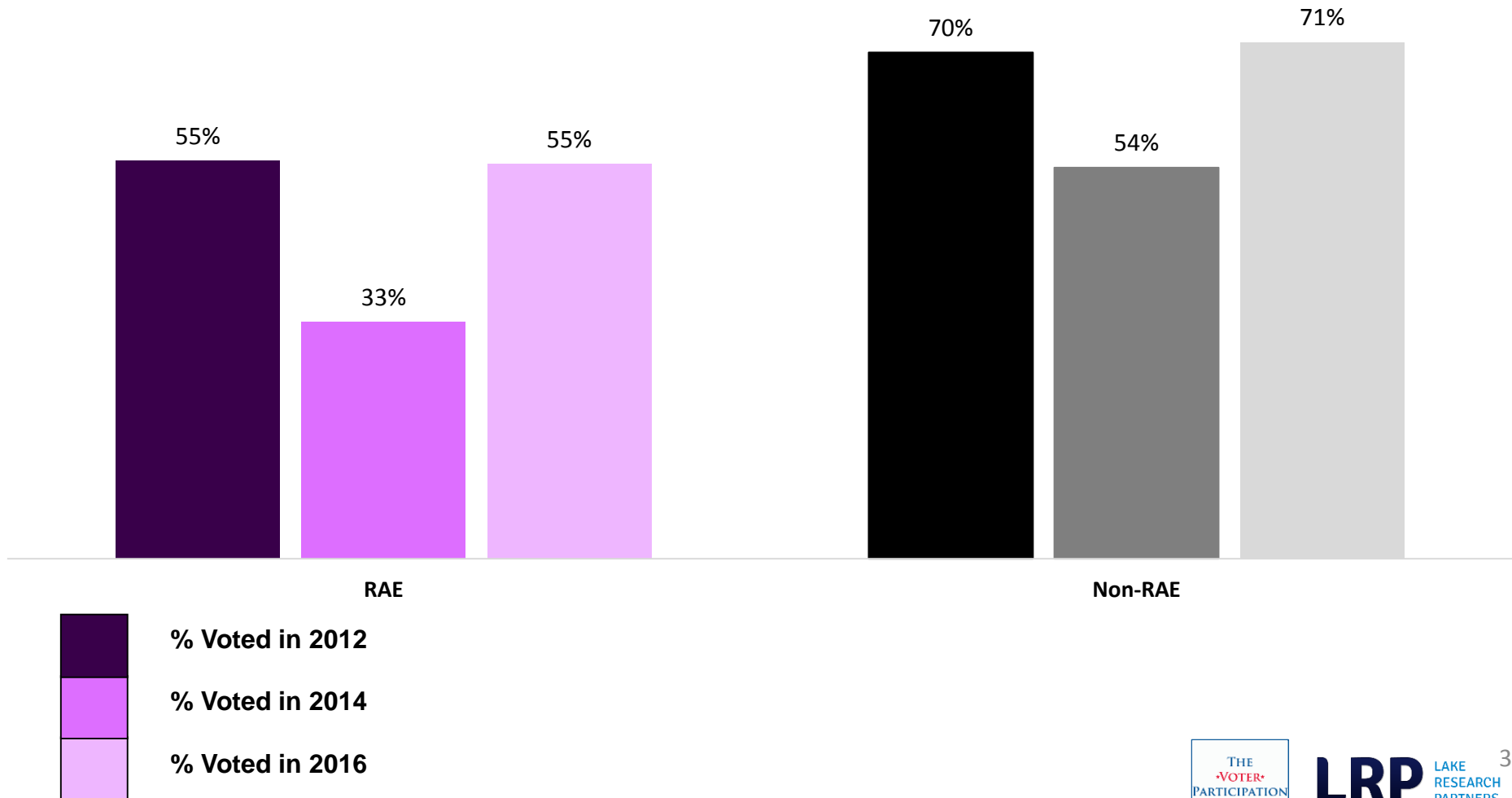


2016 Turnout



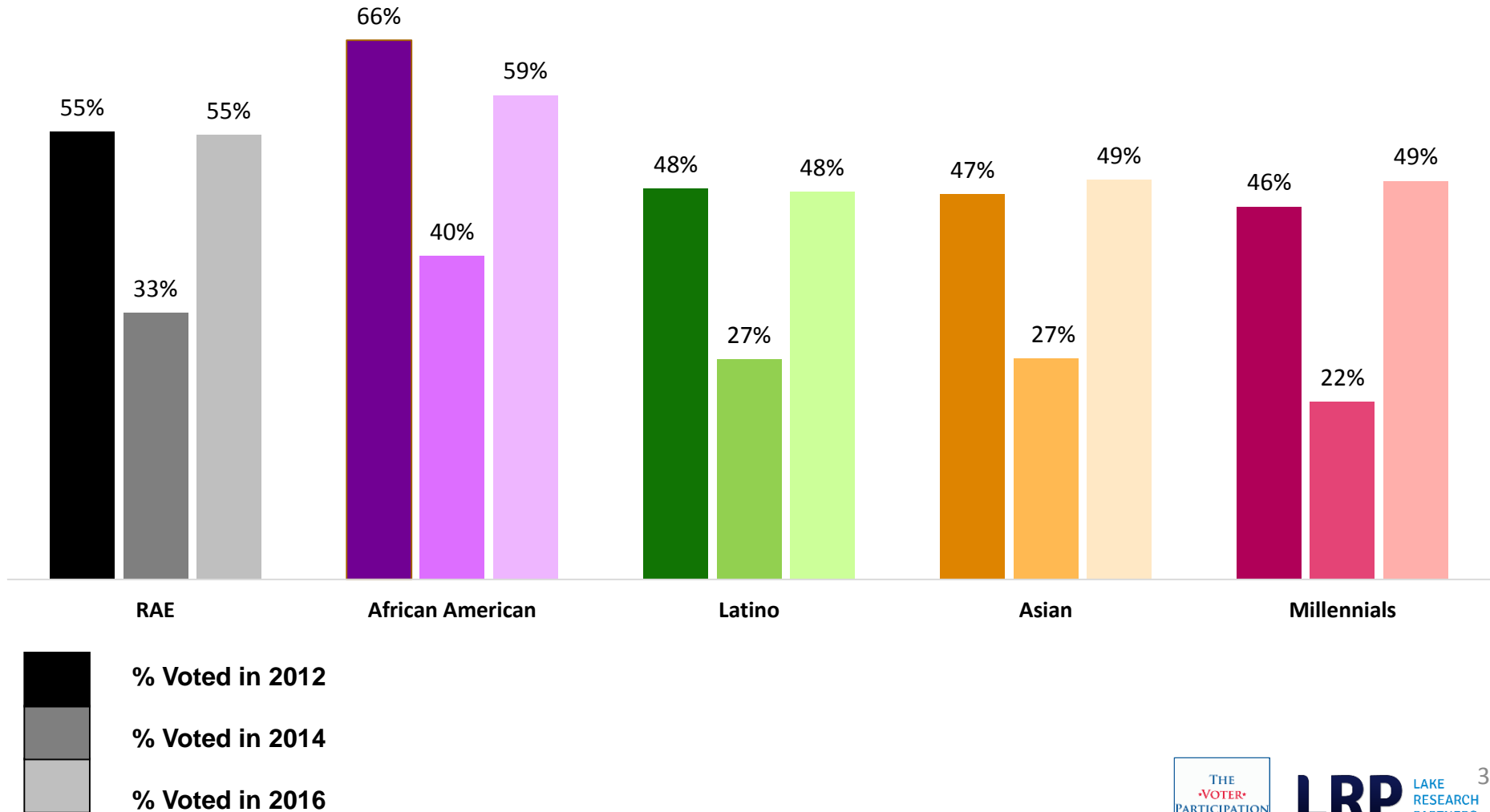
In 2016, turnout for the RAE and non-RAE was comparable to 2012 levels. RAE turnout stood at 16 points lower than non-RAE in the last presidential election.

Turnout: 2012 – 2016



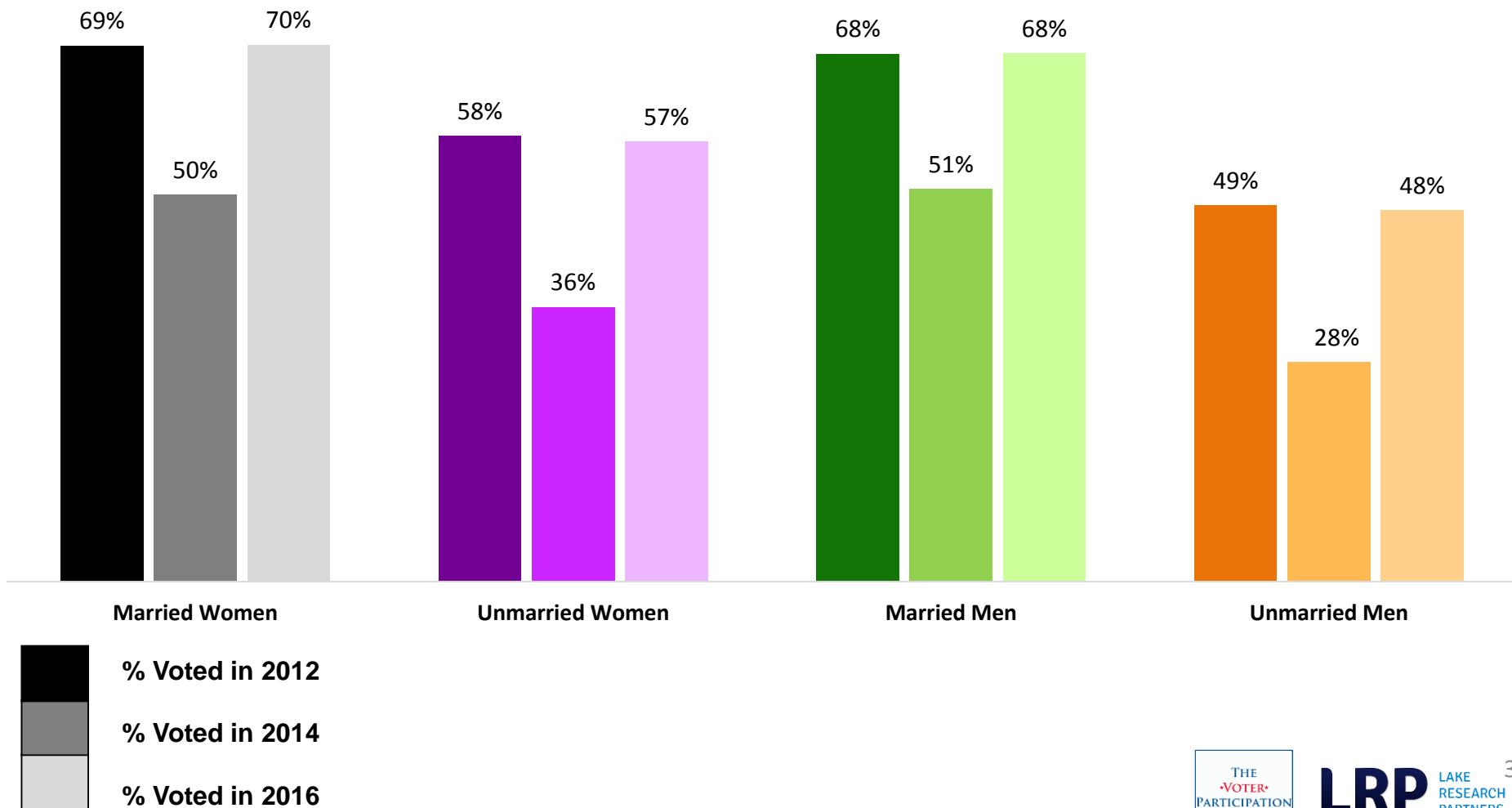
In 2016, turnout for African Americans was down 7 points relative to 2012. Turnout for Millennials went up 3 points.

Turnout: 2012 – 2016



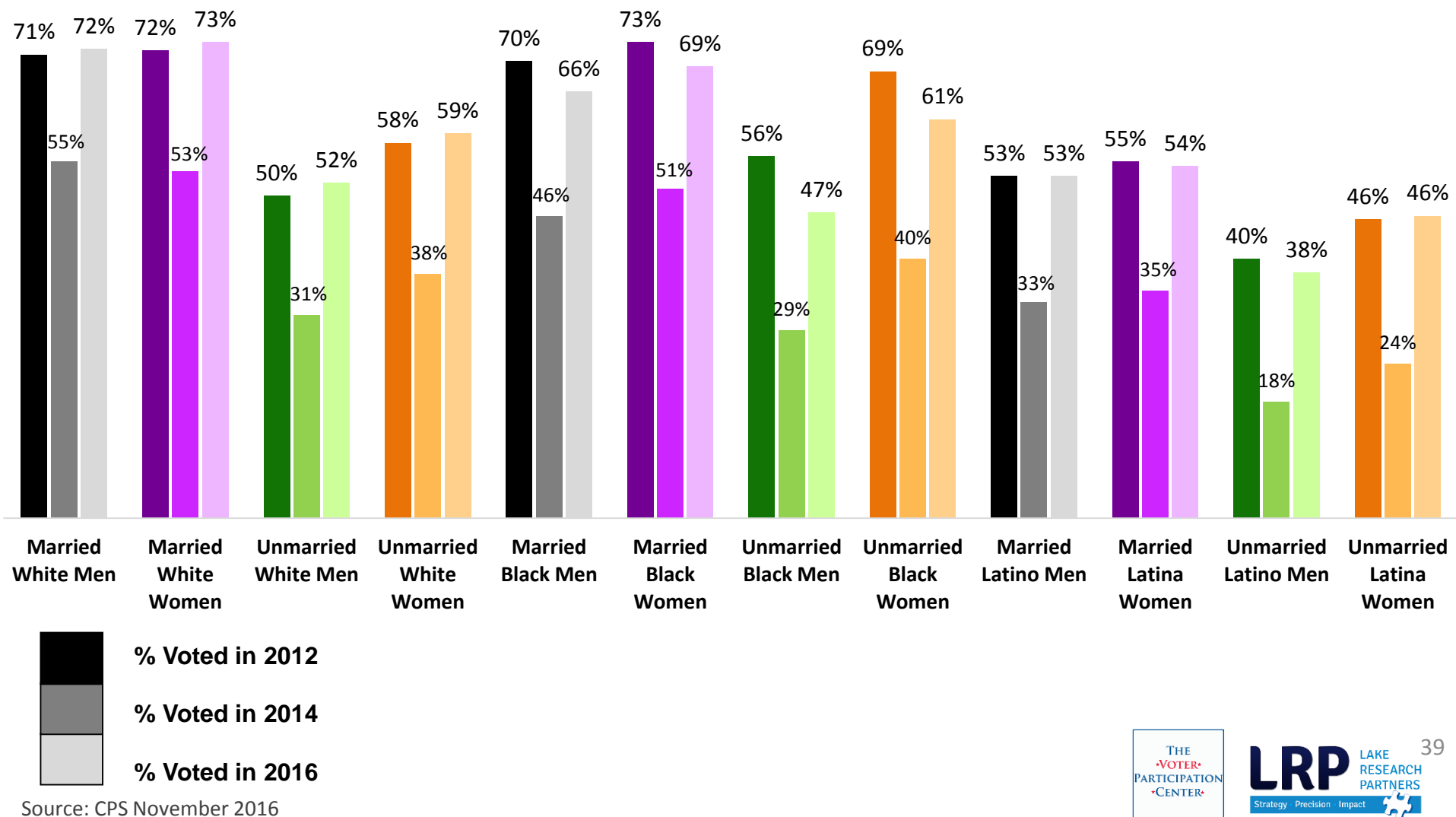
Turnout dropped across the board during the 2014 midterm election, though drop-off is slightly greater among unmarried individuals. The least likely voters to drop-off were married men, while the most likely voters to drop-off were unmarried women.

Turnout: 2012 – 2016



Voter drop-off in 2014 was least extreme among married white men and was most extreme among unmarried black women.

Turnout: 2012 – 2016

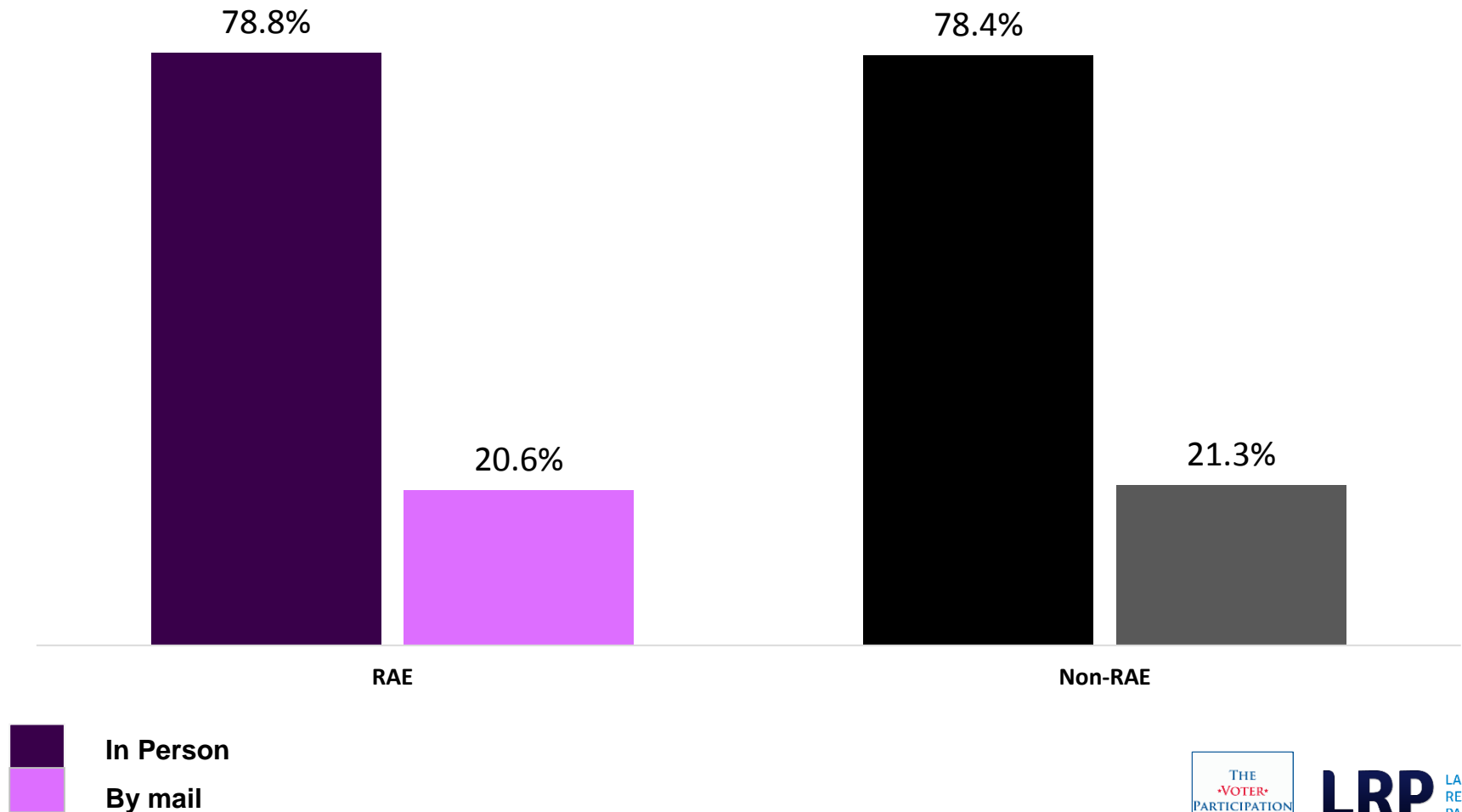


How Ballots Were Cast in 2016



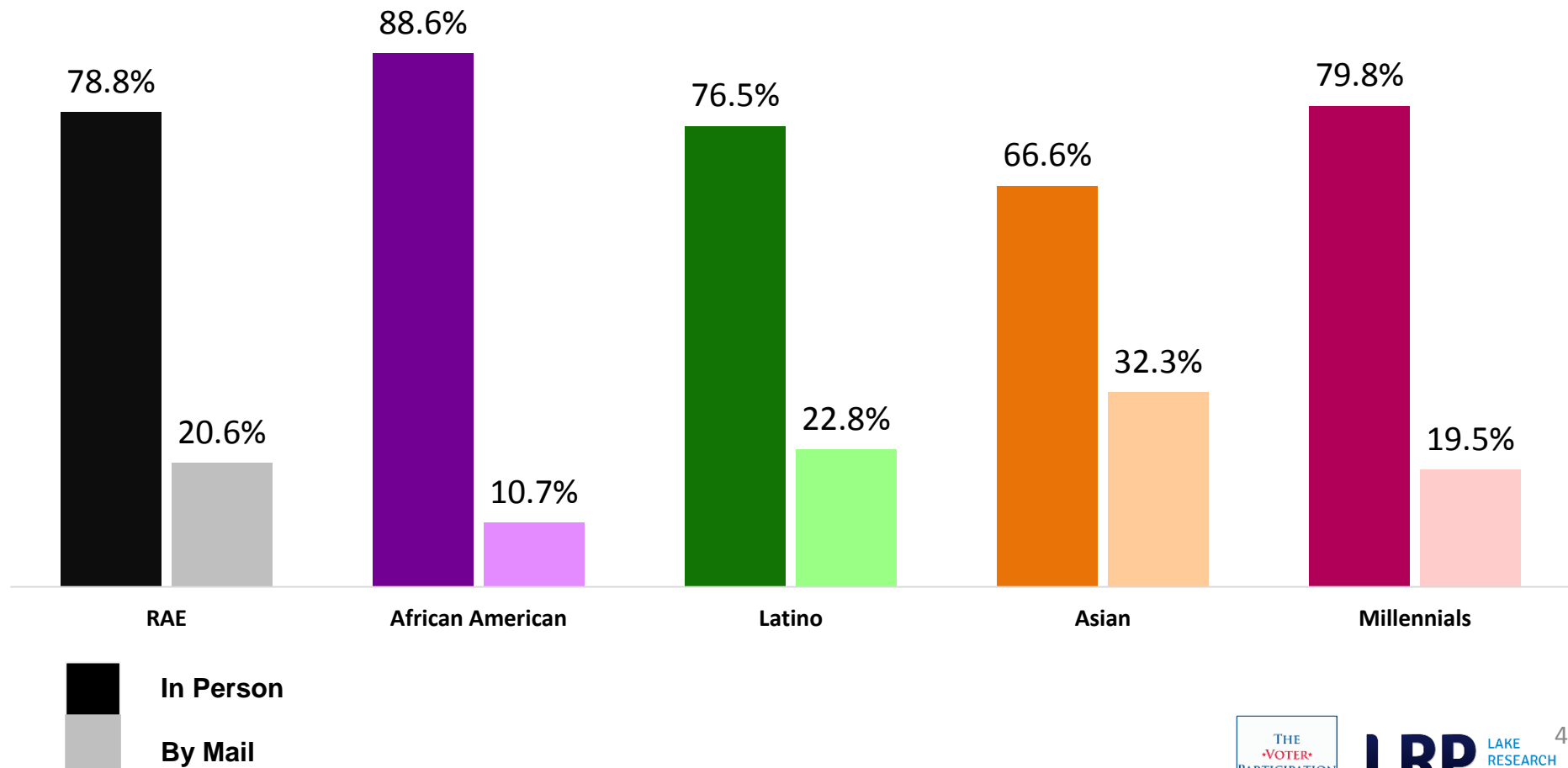
In the aggregate, there was not a meaningful difference between the RAE and the Non-RAE in method of voting: the majority vote in person, with just one in five voting by mail.

How Votes Were Cast



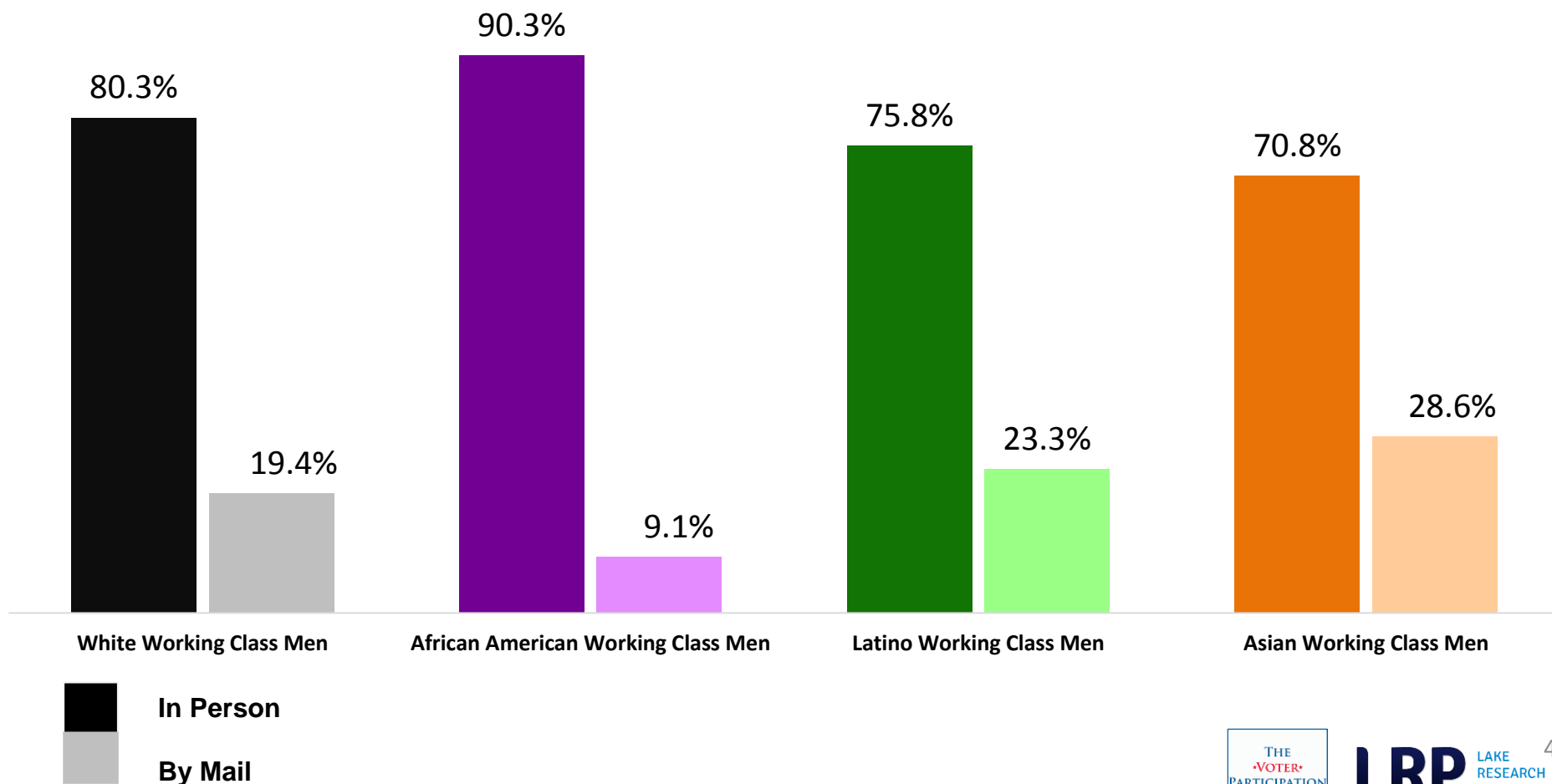
African American women were the most likely to vote in person (88.6%), followed by Latinas (76.5%). Millennials were also highly likely to vote in person, while Asian Americans were the most likely group in the RAE to vote by mail.

How Votes Were Cast



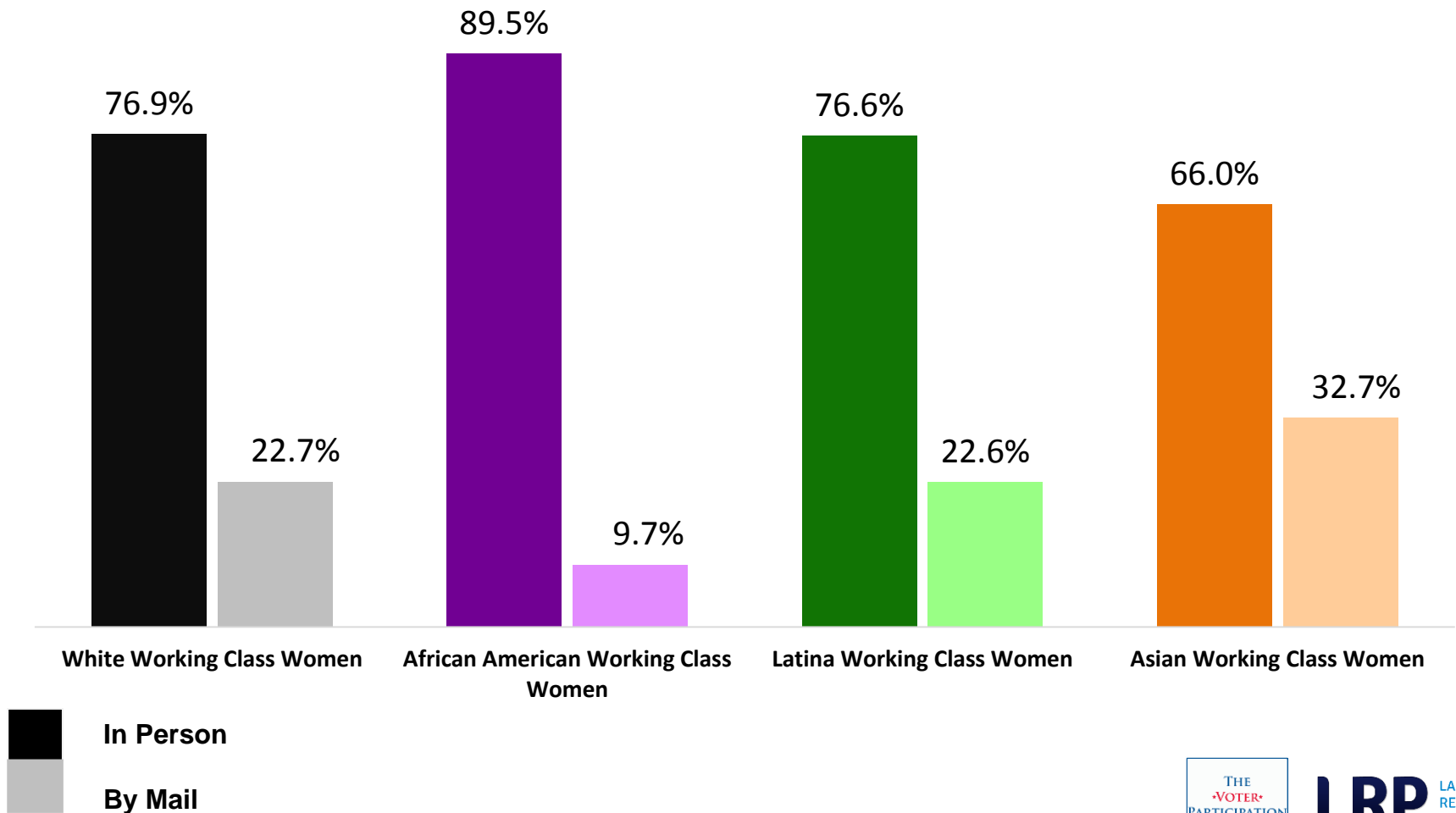
Among working class men, African Americans were 10 points more likely to vote at the polls than any other group. Asian and Latino men were the most likely to vote by mail. This is likely driven by the high rates of mail voting in states like Hawaii, Washington, California, Arizona and Colorado where the population of these groups is high.

How Votes Were Cast



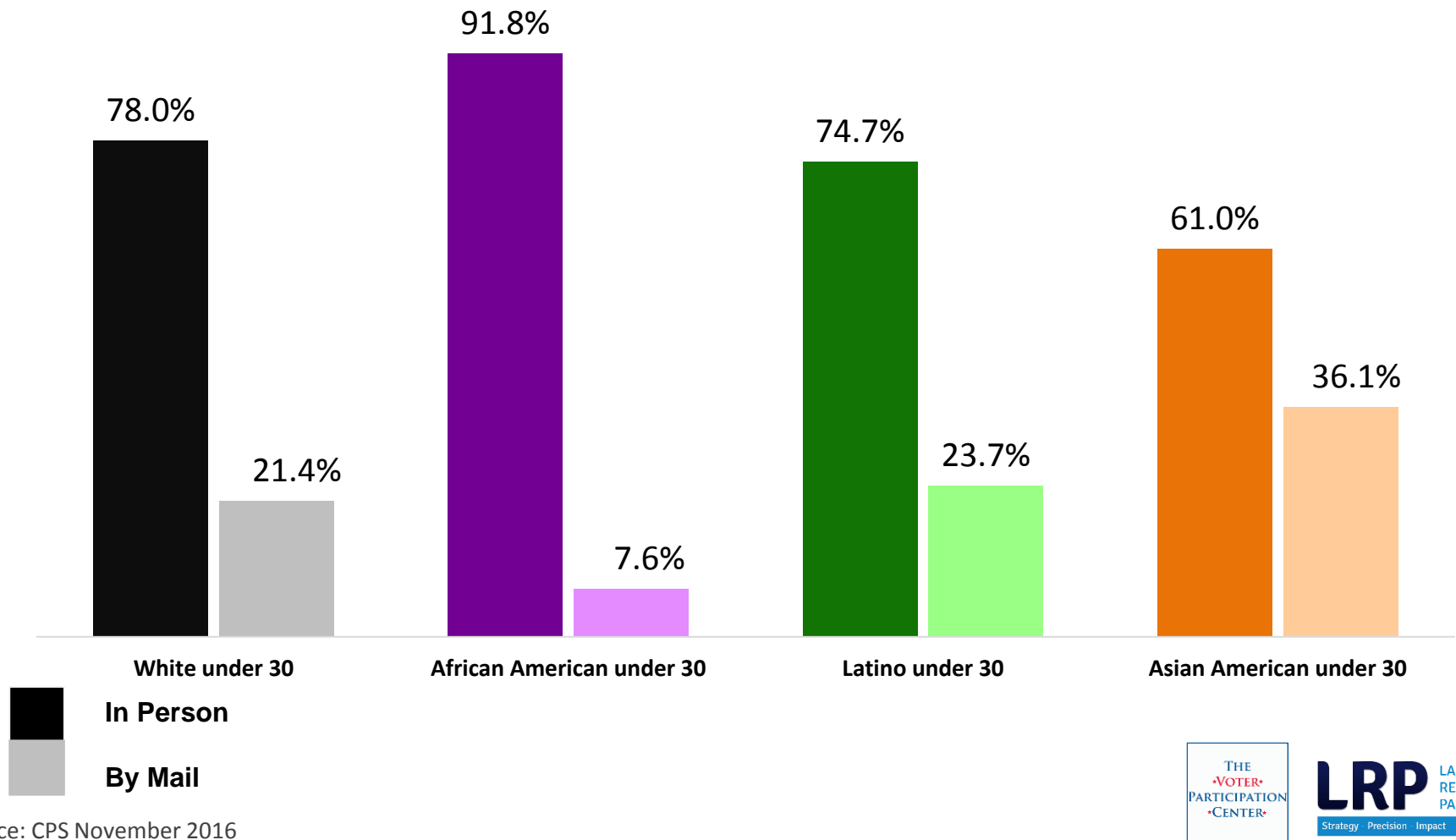
While the trends for working class women were similar to working class men, Asian working class women were even more likely than Asian working class men to cast their vote by mail.

How Votes Were Cast



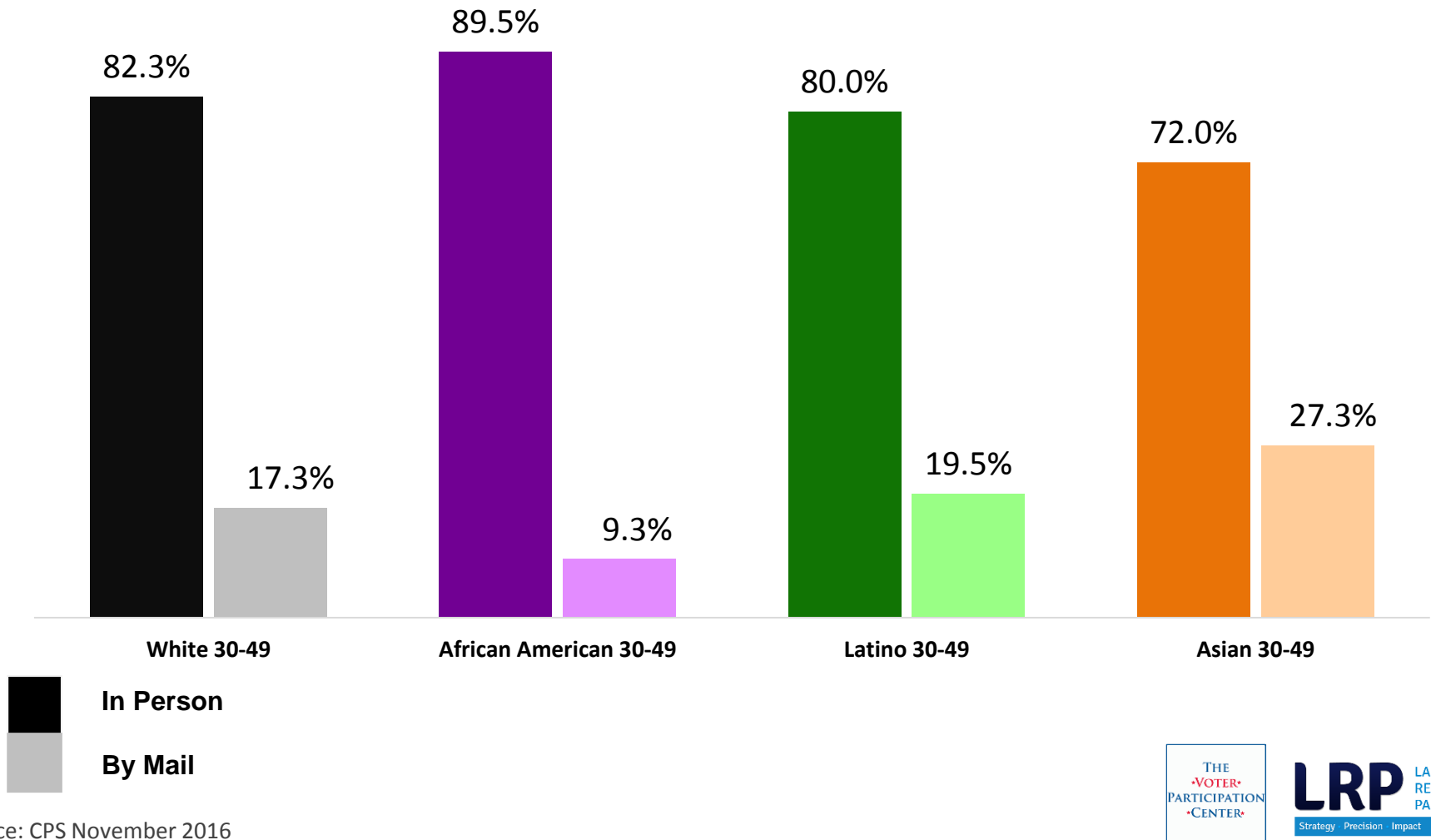
Poll voting is still a very important method for young African American voters; 91.8% of black voters under 30 cast a ballot in person. Mail voting was extremely high among young Asian voters.

How Votes Were Cast



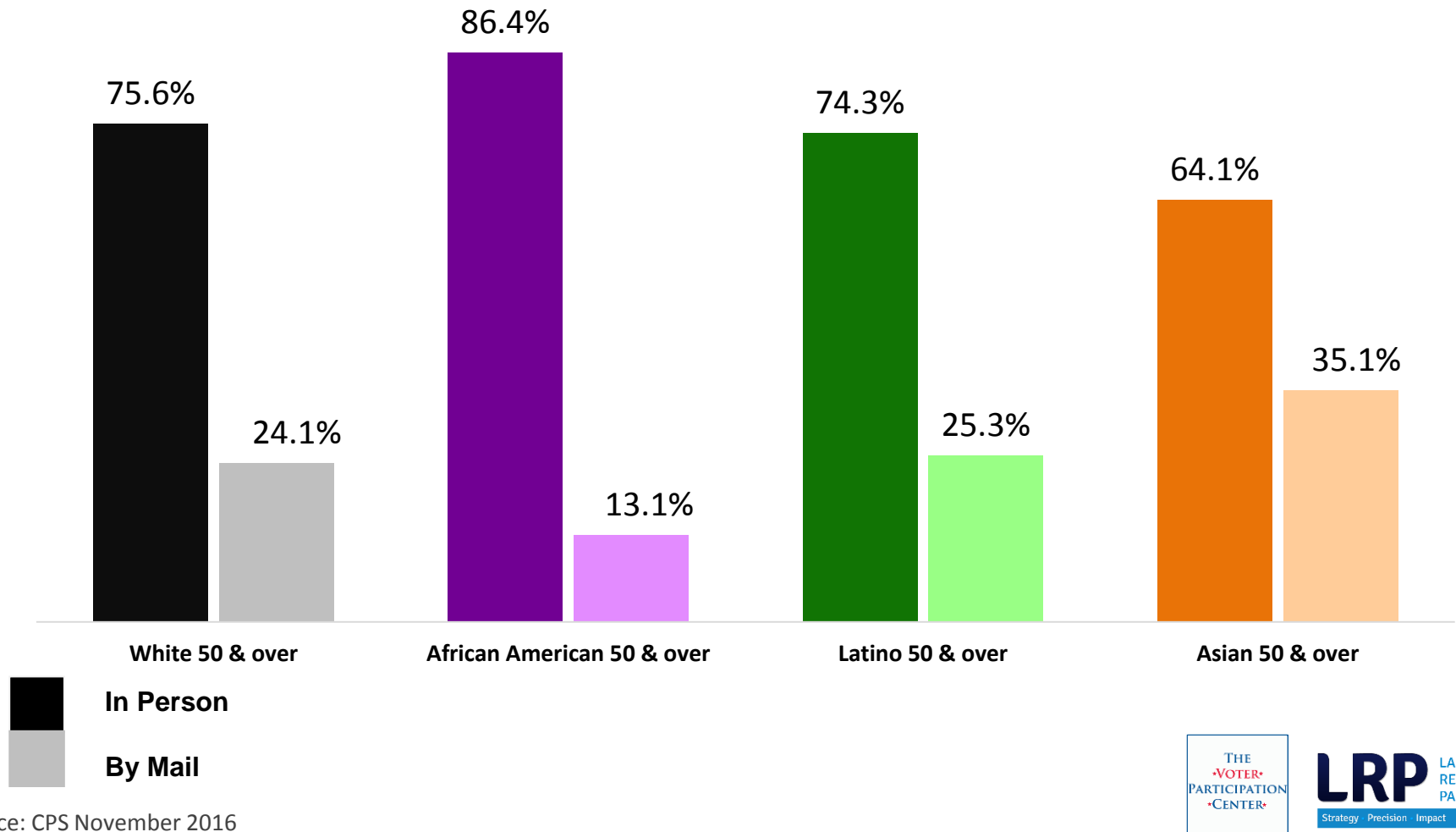
Voting by mail was less popular among Asian and Latino voters ages 30-49 than it was for younger or older voters of the same racial group.

How Votes Were Cast



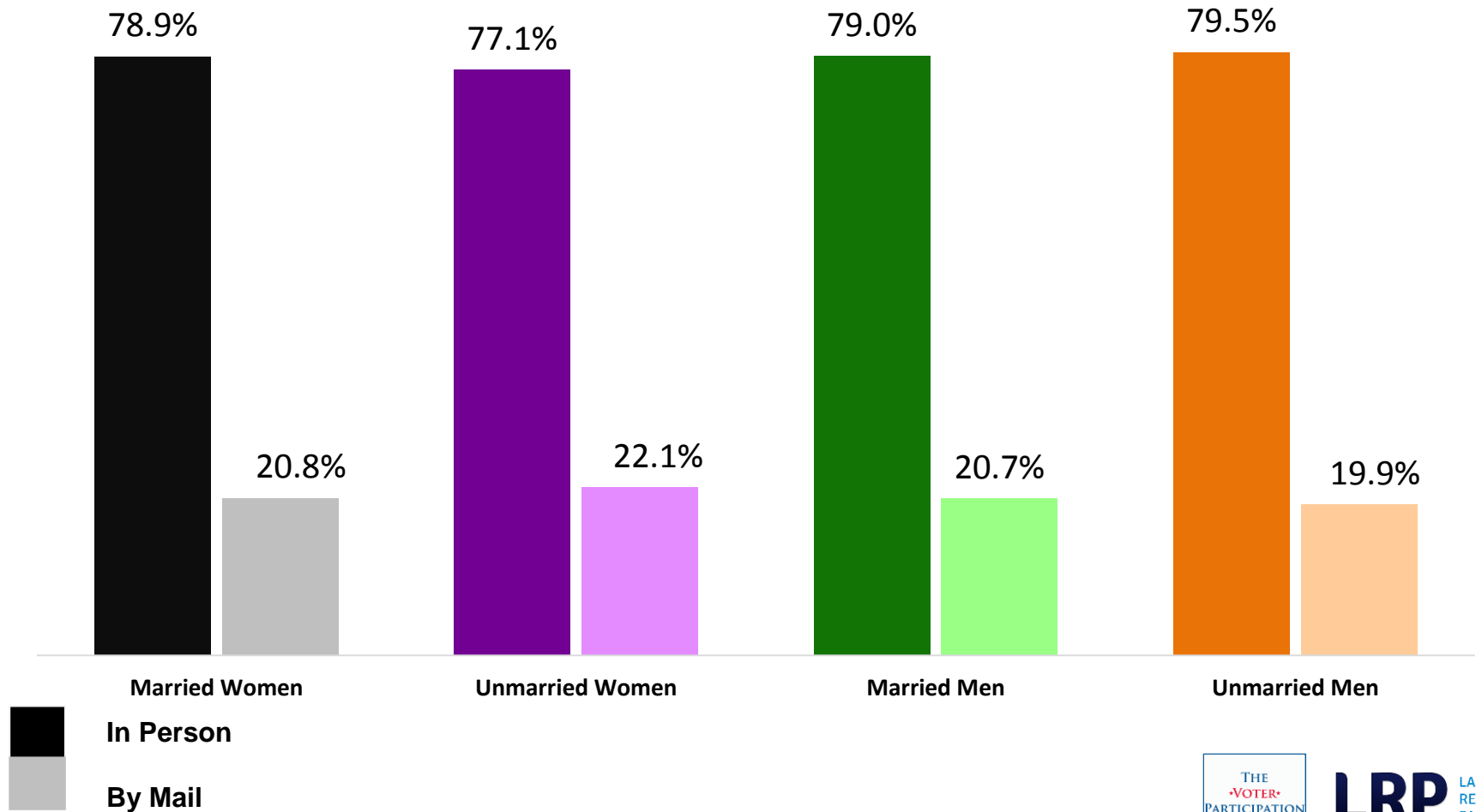
Voters over the age of 50 were the most likely to make vote by mail or absentee ballot, although in person voting was still used by the vast majority of voters, especially African American voters.

How Votes Were Cast



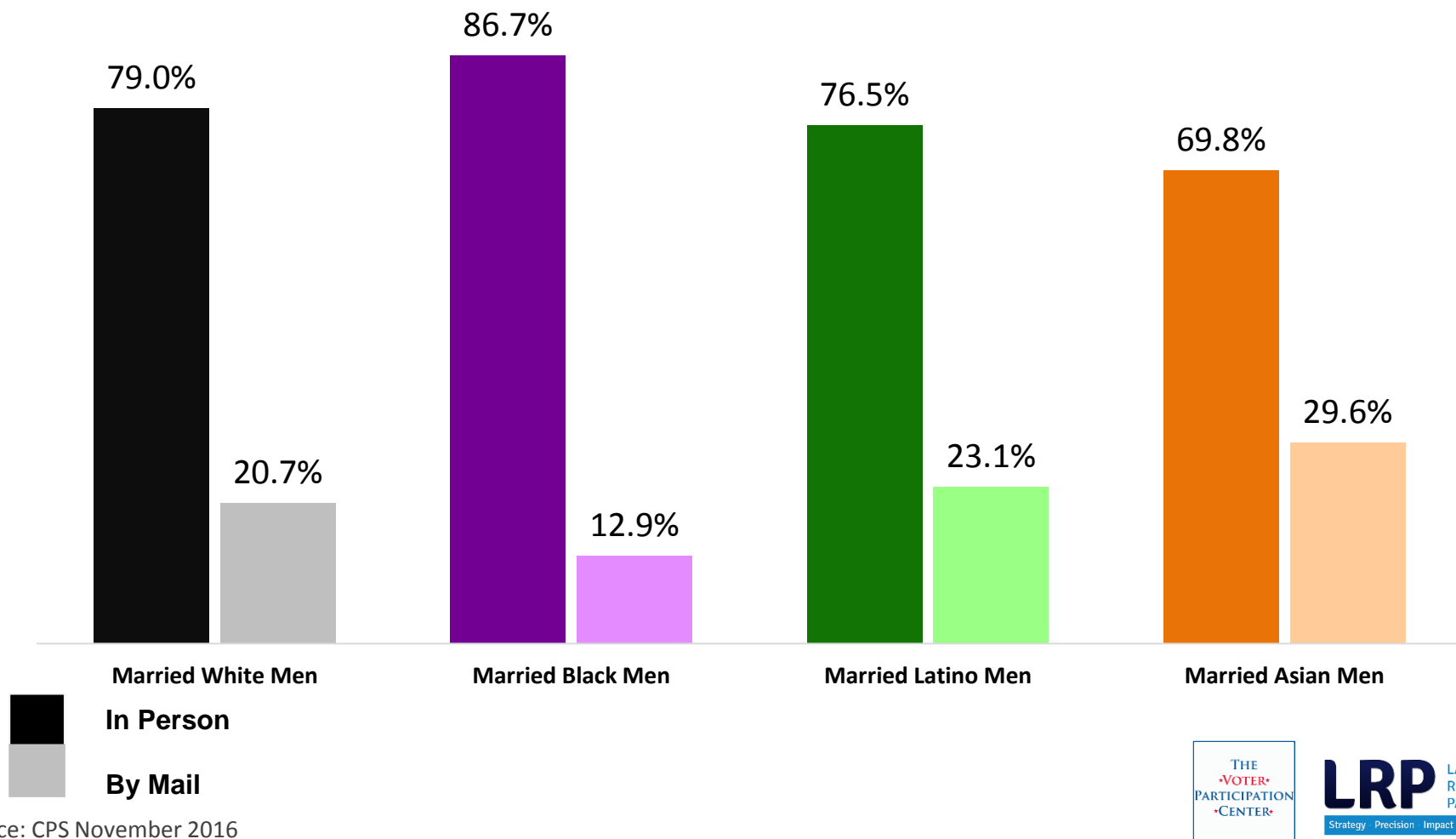
Unmarried women were somewhat more likely to vote by mail (22.1%) than other groups, while unmarried men were the most likely to vote at the polls (79.5%).

How Votes Were Cast



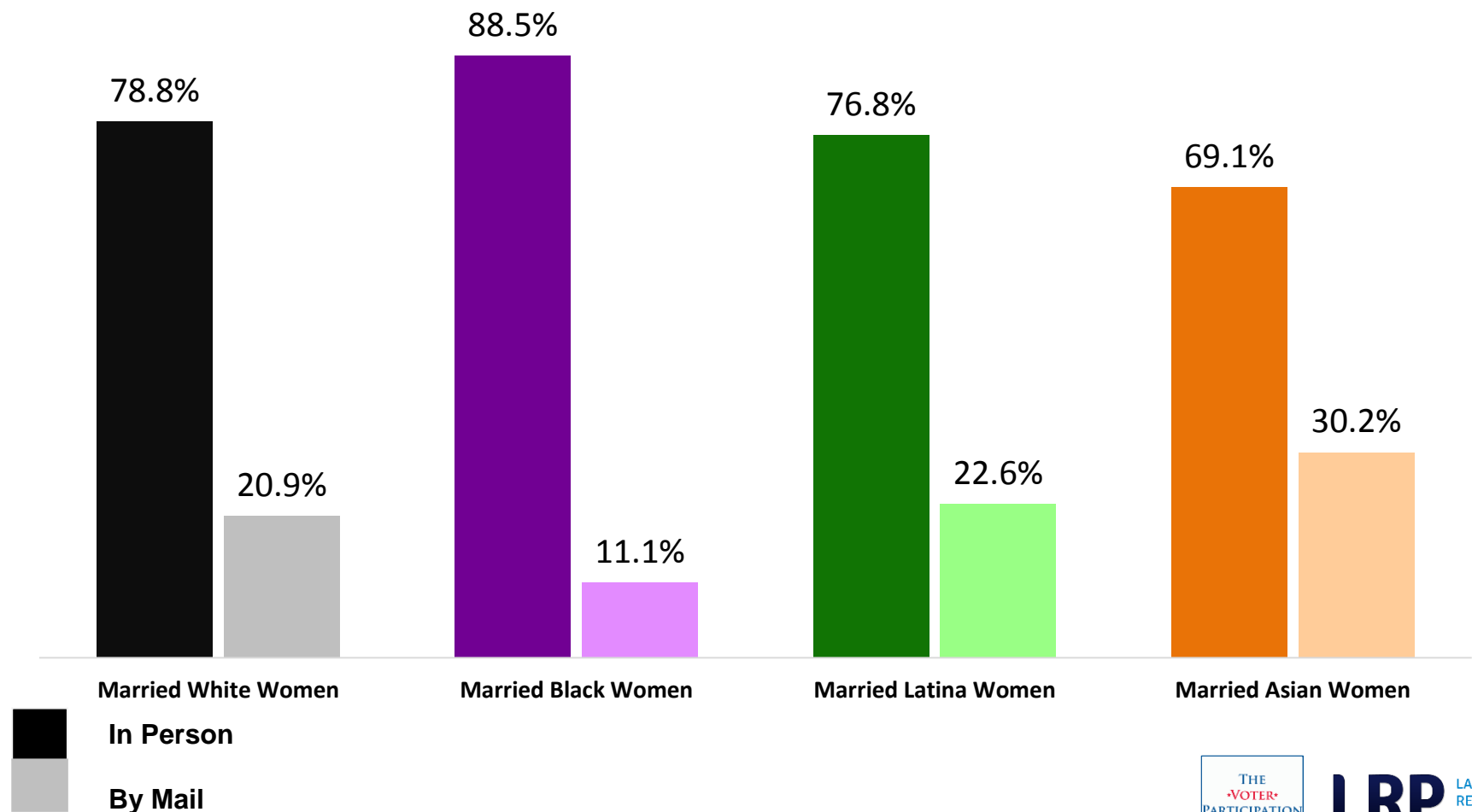
Black married men were the most likely to vote in person, while Asian married men were the most likely to vote by mail.

How Votes Were Cast



Among married women, African Americans were most likely to vote in person and almost a third of Asian women voted by mail.

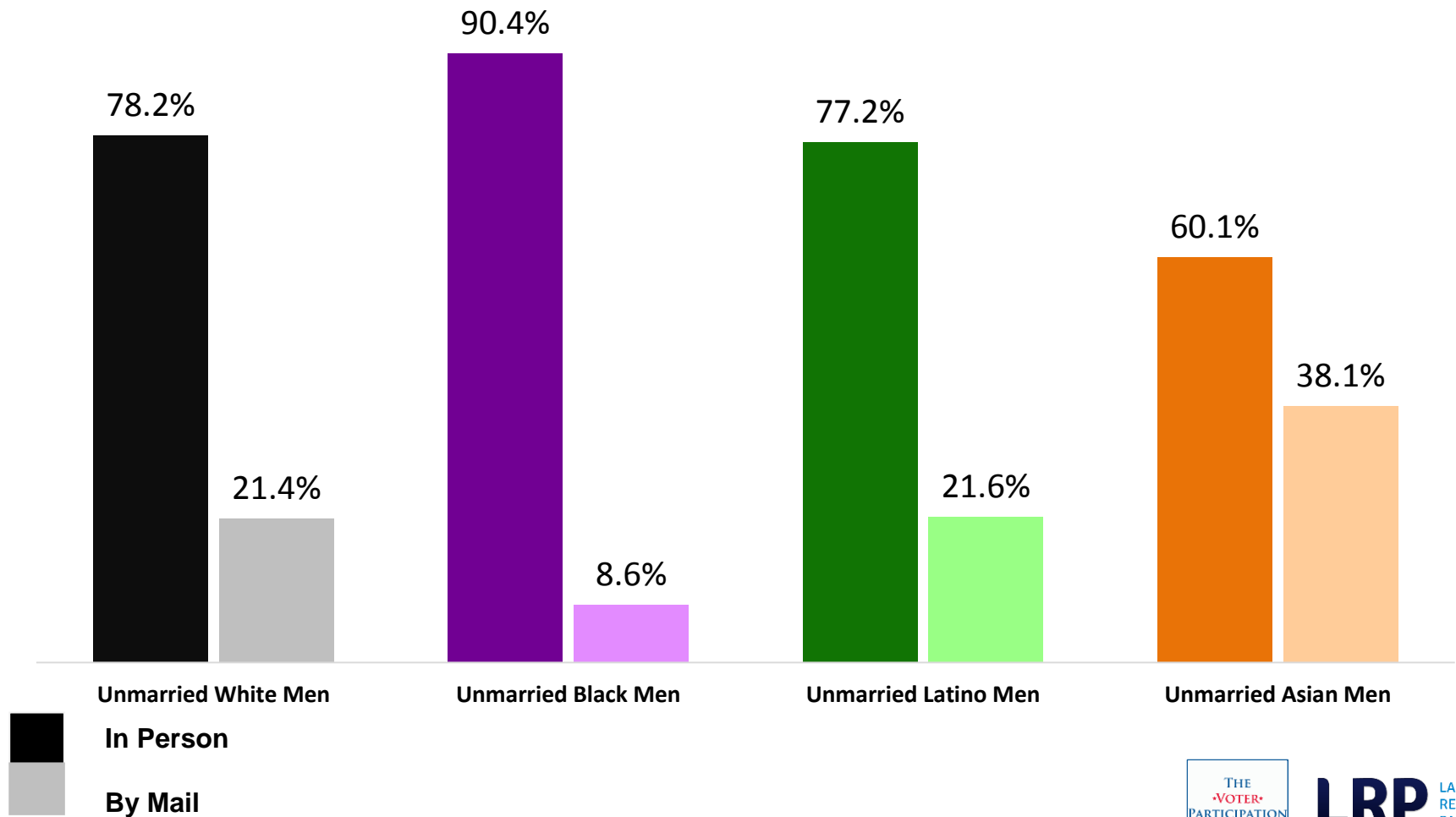
How Votes Were Cast



Source: CPS November 2016

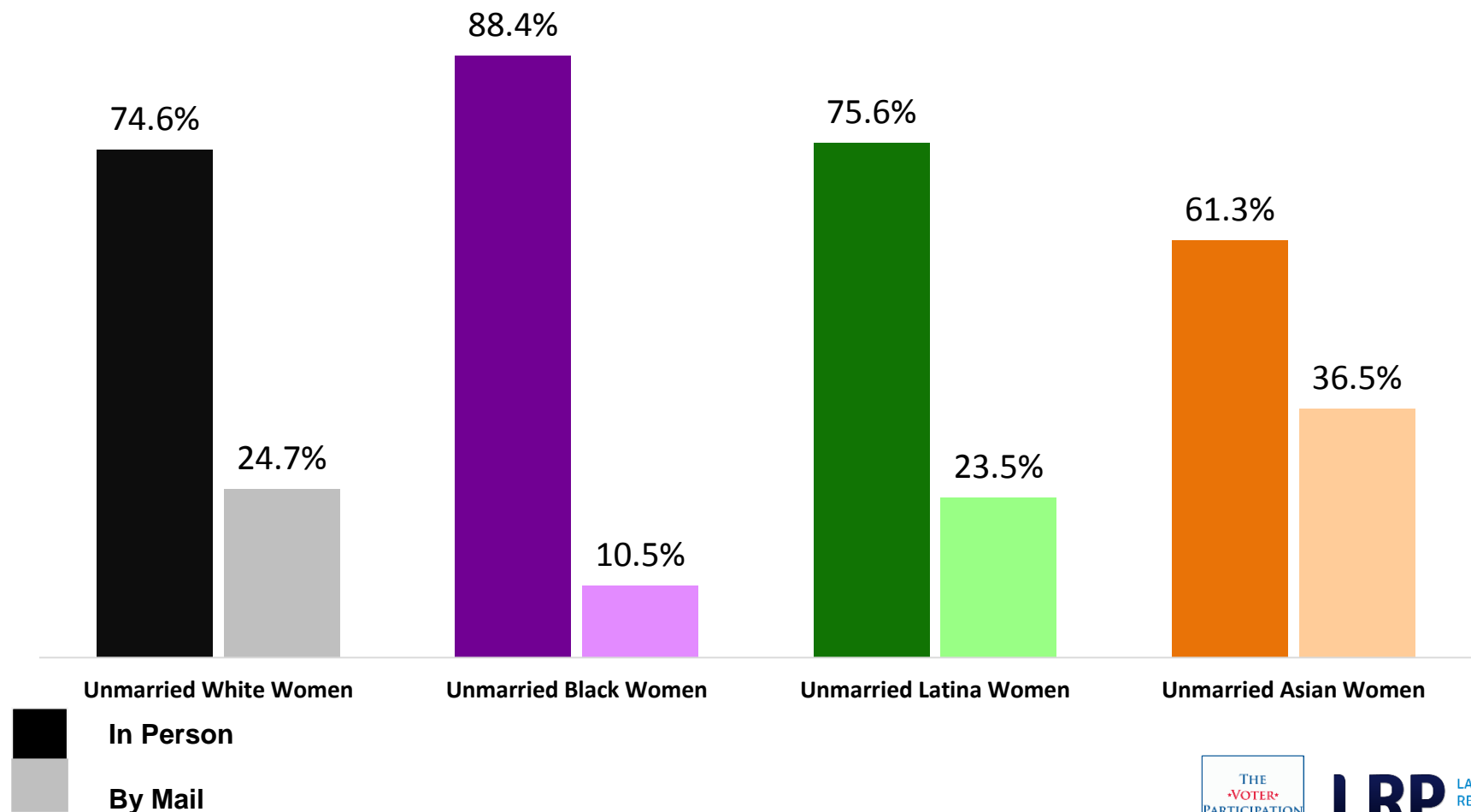
Ninety percent of unmarried black men voted in person while almost 40% of unmarried Asian men voted by mail.

How Votes Were Cast



The trend also sticks for unmarried women; unmarried black women were the most likely to vote in person, and unmarried Asian women were the most likely to vote by mail.

How Votes Were Cast



Source: CPS November 2016

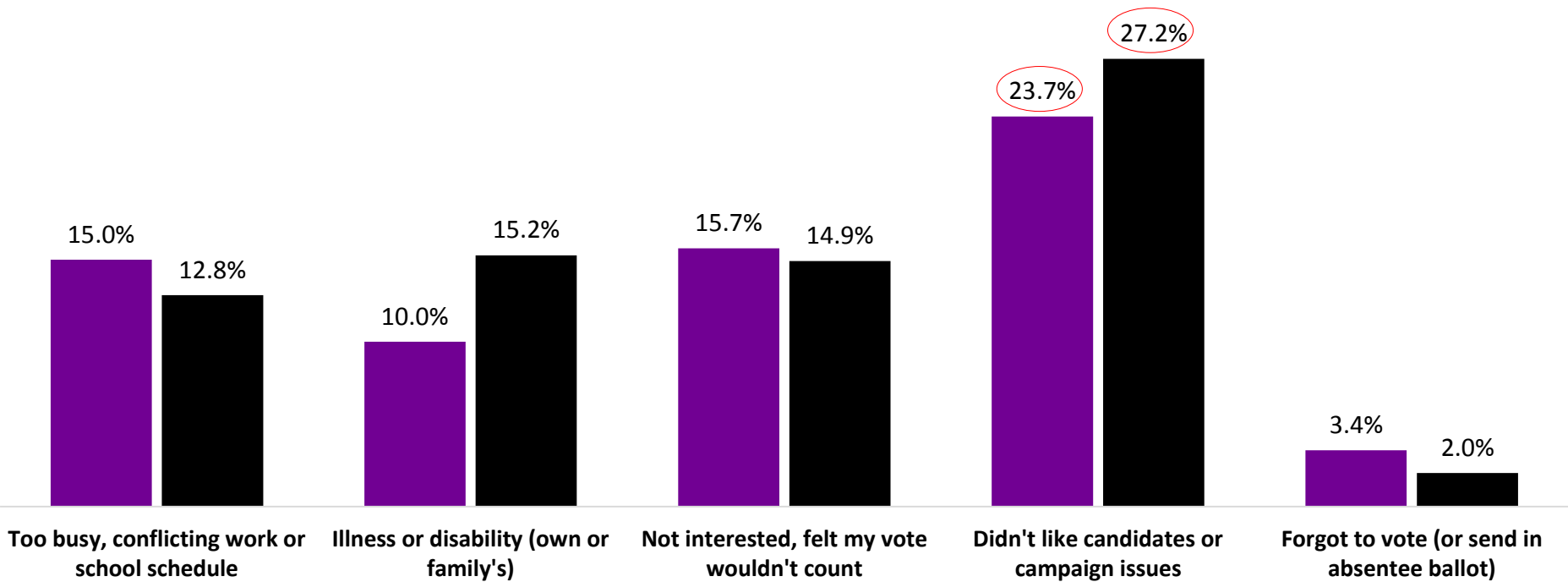
Reasons for Not Voting in 2016



RAE members were the most likely to report being too busy or having a conflicting work schedule as their reason for not voting (15.0%), while non-RAE members were more likely to cite illness (15.2%) or a lack of interest in the candidates (27.2%).

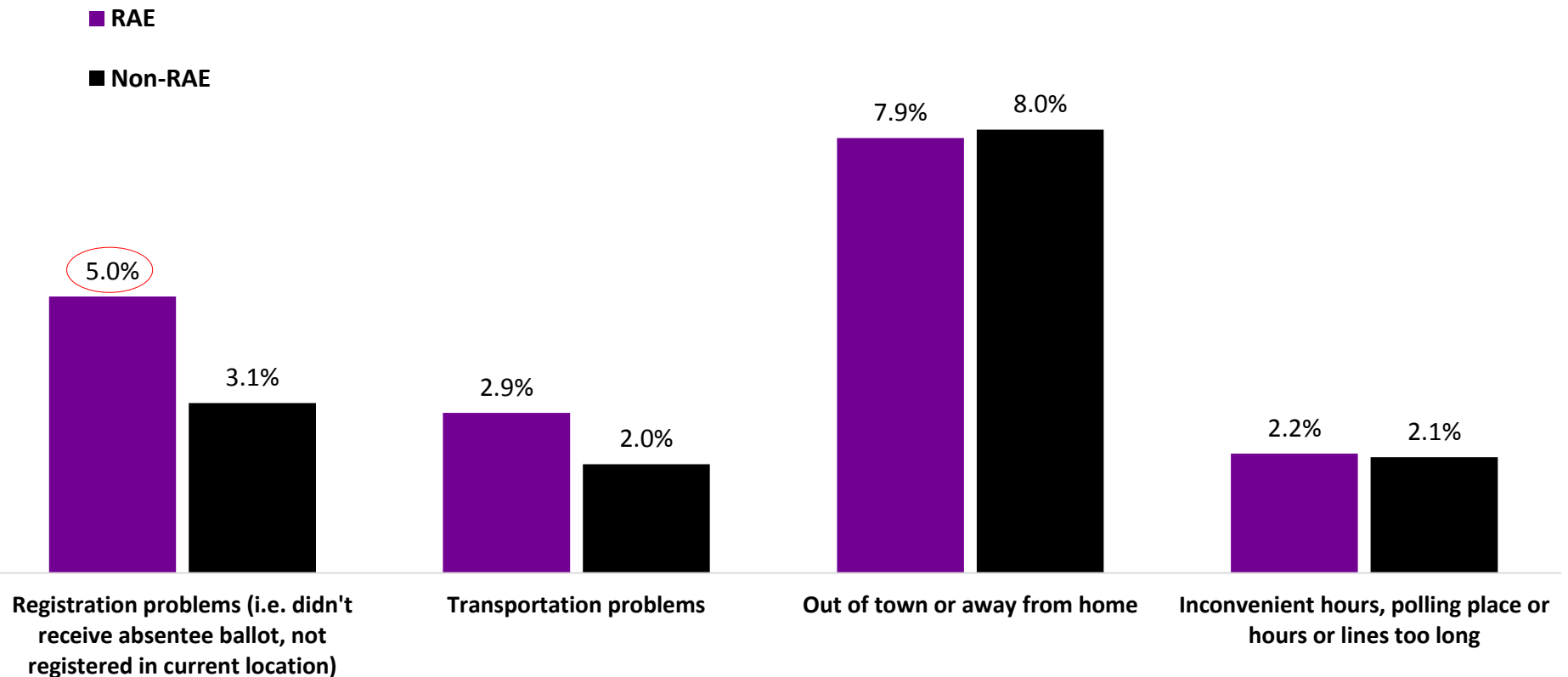
Reason for Not Voting

■ RAE
■ Non-RAE



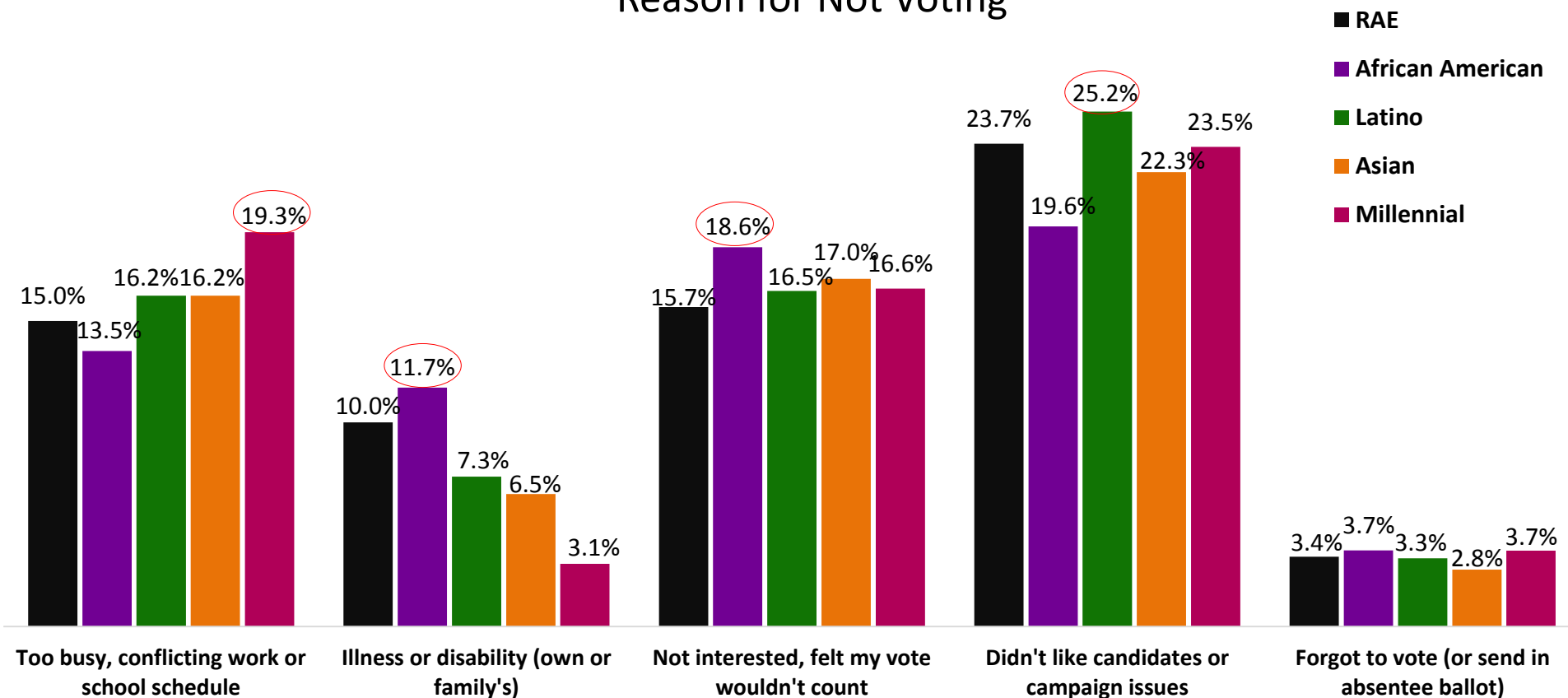
There are other logistical difficulties cited as reasons for not voting, and these reasons were slightly more prominent for RAE voters in comparison to non-RAE voters.

Reason for Not Voting



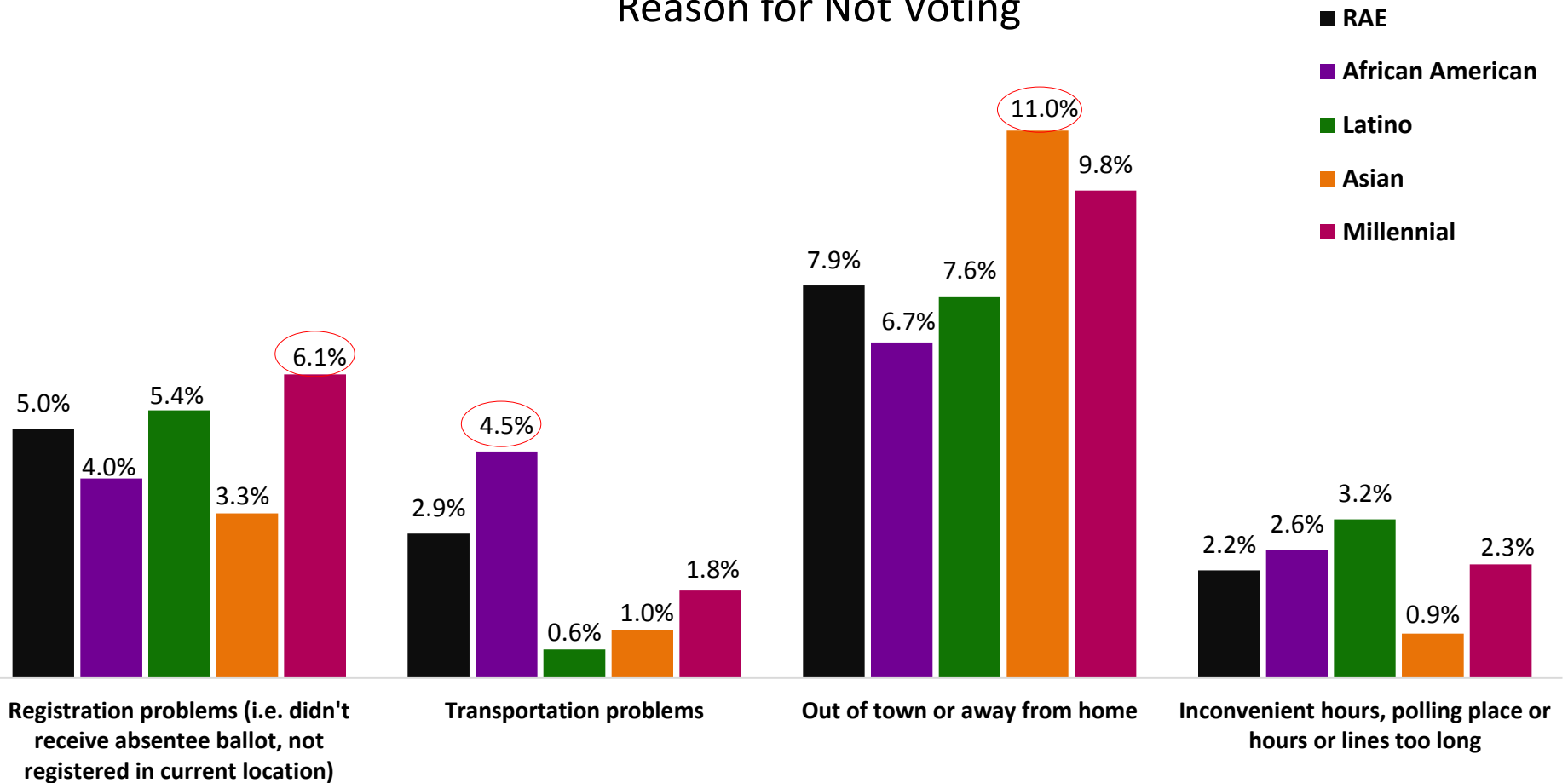
Millennials were the most likely to report being too busy or having a conflicting work schedule as their reason for not voting (19.3%), while African Americans were the most likely to cite not being interested or feeling like their vote wouldn't count as their reason for not voting (18.6%). Latinos were the most likely to specifically say they didn't like the candidates or issues (25.2%).

Reason for Not Voting



Millennials were the most likely to report registration problems (6.1%) while African Americans were the most likely to report transportation problems (4.5%). Asians were the most likely to cite being out of town or away from home (11.0%)

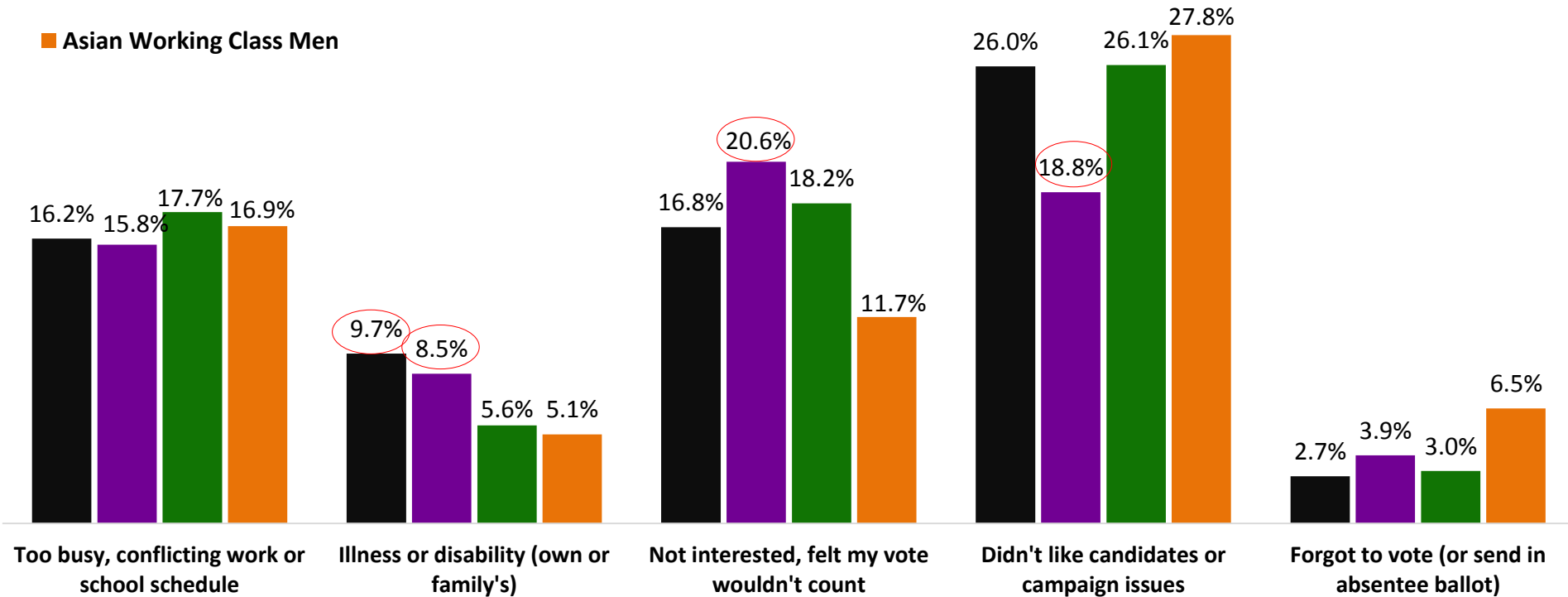
Reason for Not Voting



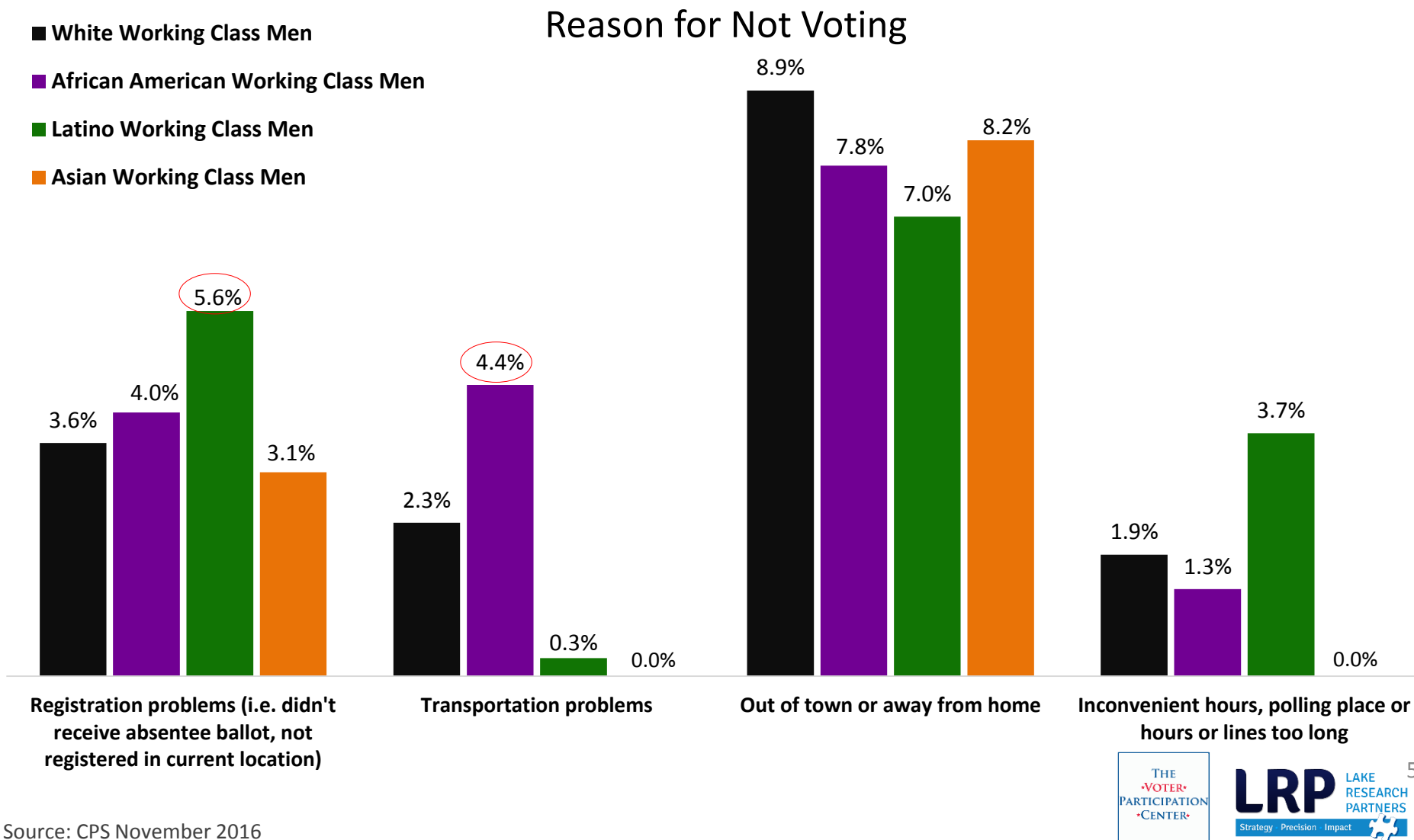
White and African American working class voters were more likely to report illness or disability as an obstacle to voting. African American working class voters were the least likely to report dissatisfaction with the candidates and the most likely to feel their vote wouldn't count.

- White Working Class Men
- African American Working Class Men
- Latino Working Class Men
- Asian Working Class Men

Reason for Not Voting



Working class Latinos were the most likely to report registration problems, while working class African Americans were most likely to cite transportation problems.



White and Latina working class women were more likely to report dissatisfaction with the candidates or campaign than their peers. Asian working class women were more likely to cite being too busy.

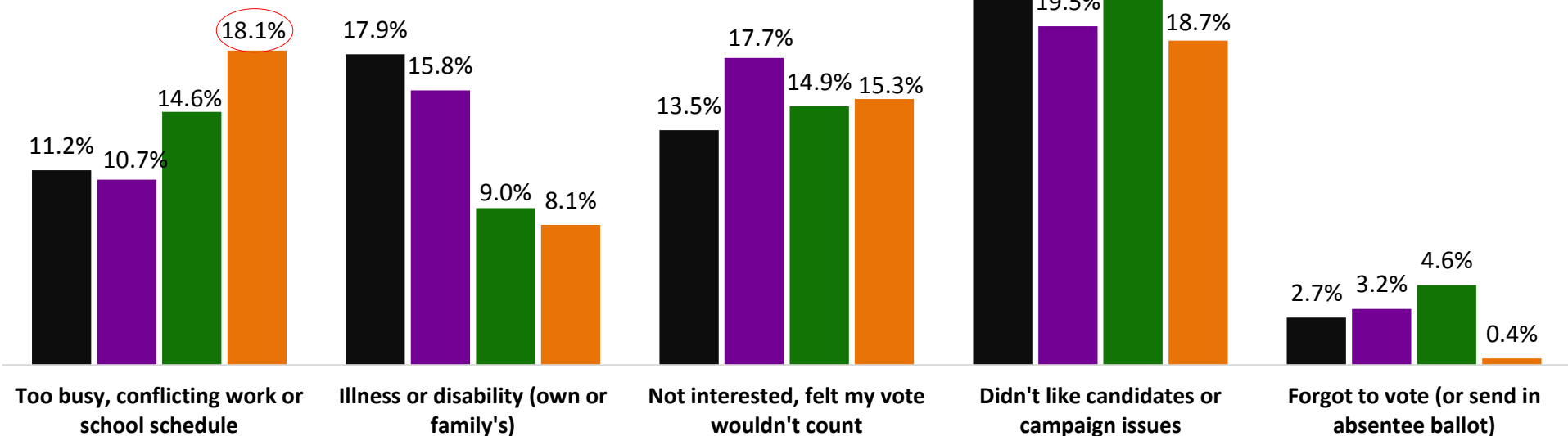
Reason for Not Voting

■ White Working Class Women

■ African American Working Class Women

■ Latina Working Class Women

■ Asian Working Class Women



Asian working class women were the most likely to cite being out of town.
African American working class women mention transportation problems.

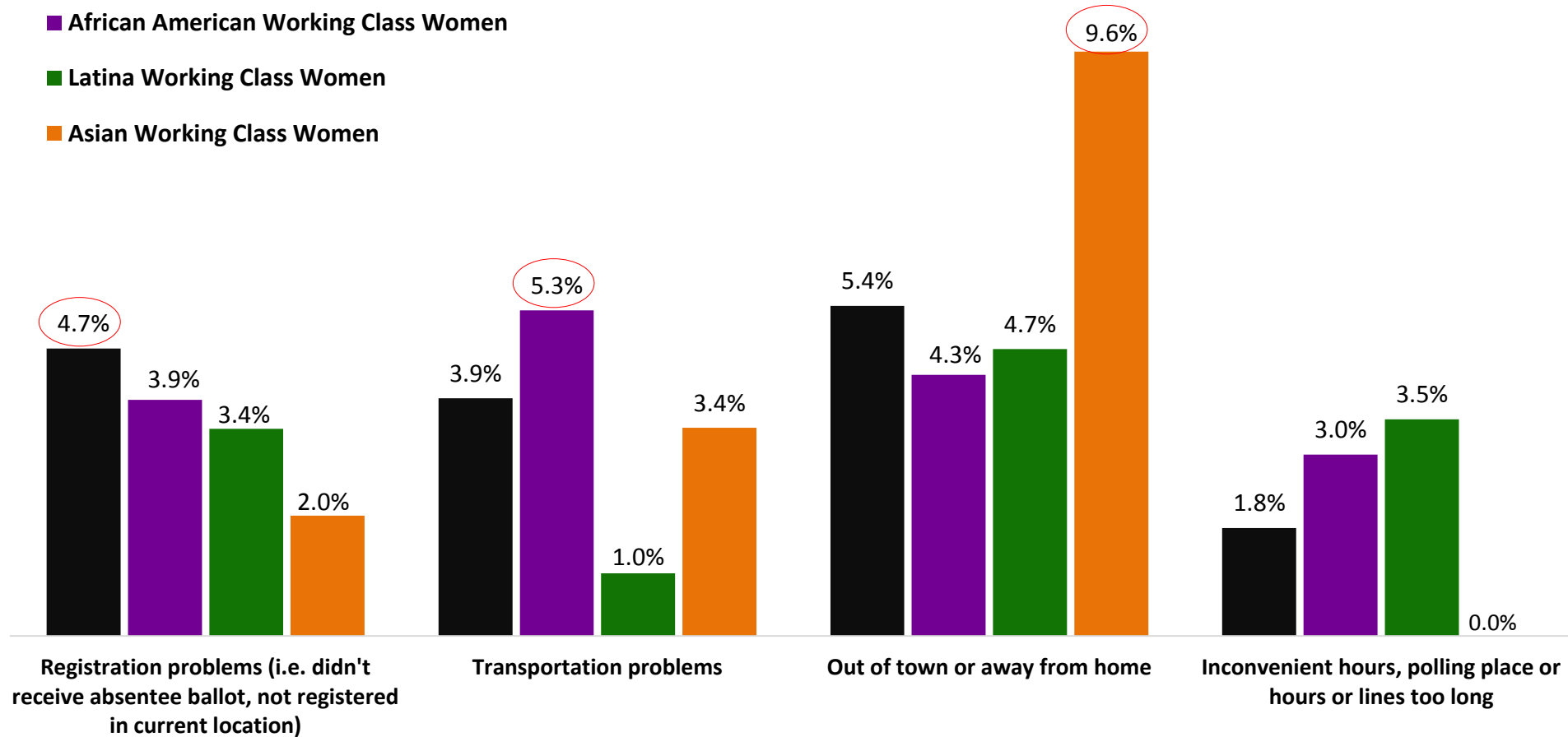
■ White Working Class Women

■ African American Working Class Women

■ Latina Working Class Women

■ Asian Working Class Women

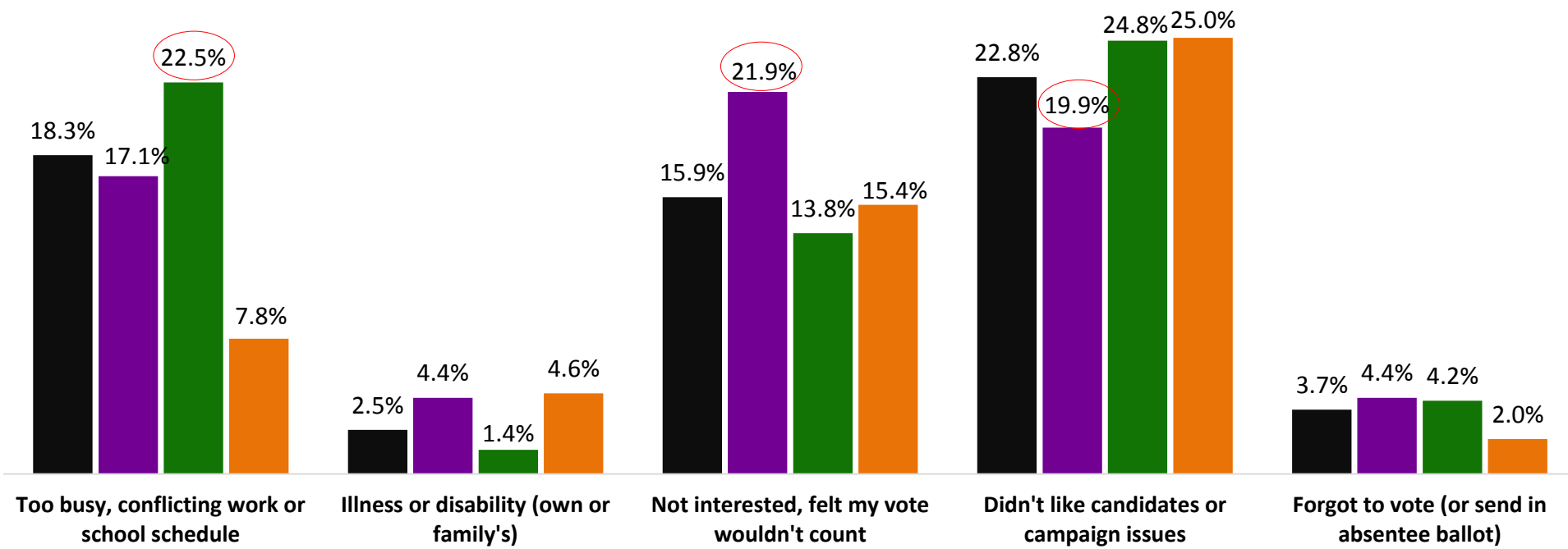
Reason for Not Voting



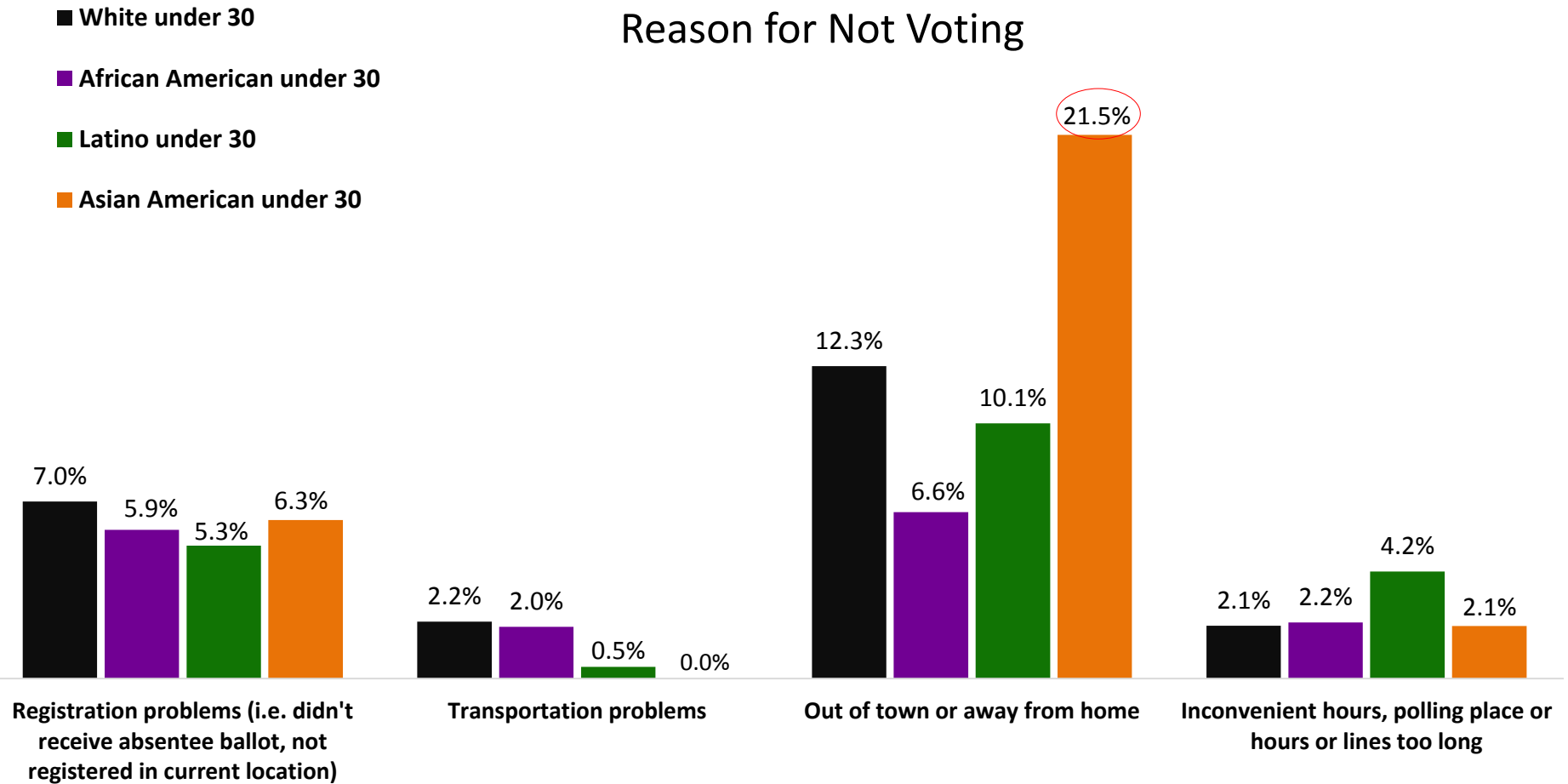
Young African American voters were the most likely to report a lack of interest in the election, although they were less likely to say that was because they didn't like the candidates. Young Latinos are the most likely to cite being too busy.

Reason for Not Voting

- White under 30
- African American under 30
- Latino under 30
- Asian American under 30



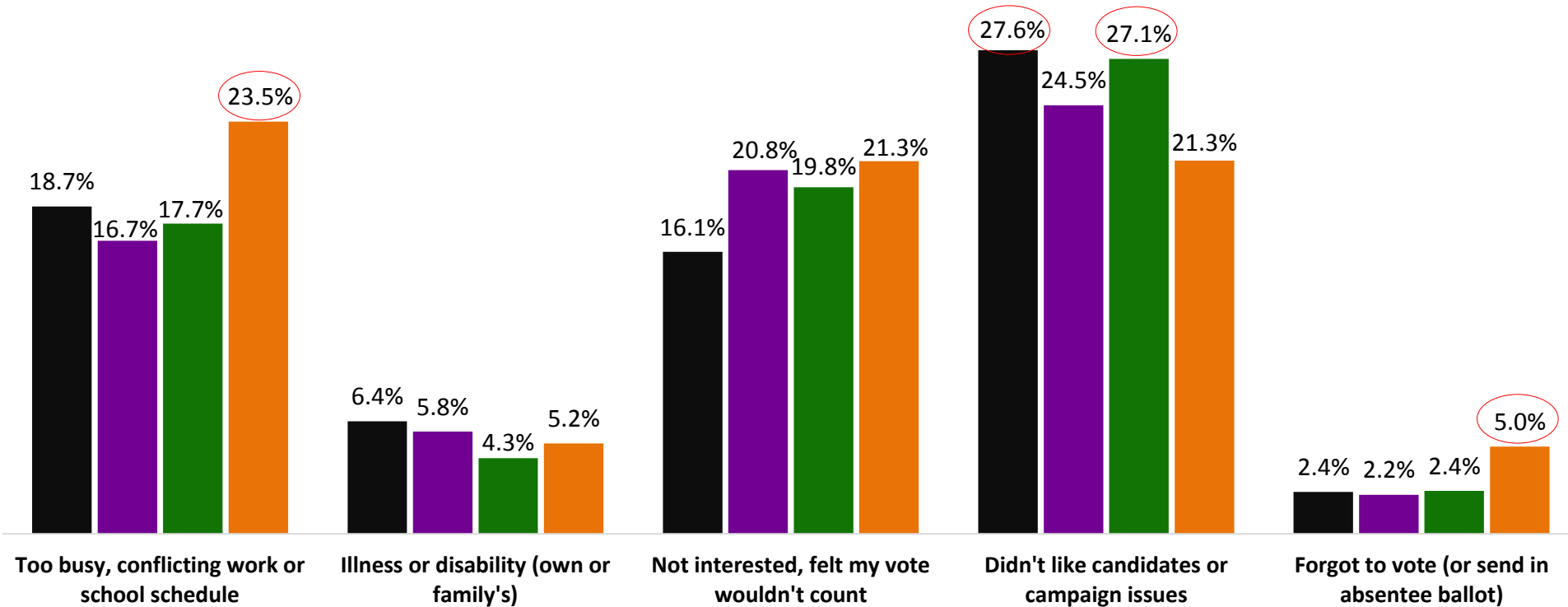
Young Asian Americans were twice as likely to say being out of town was a conflict for voting.



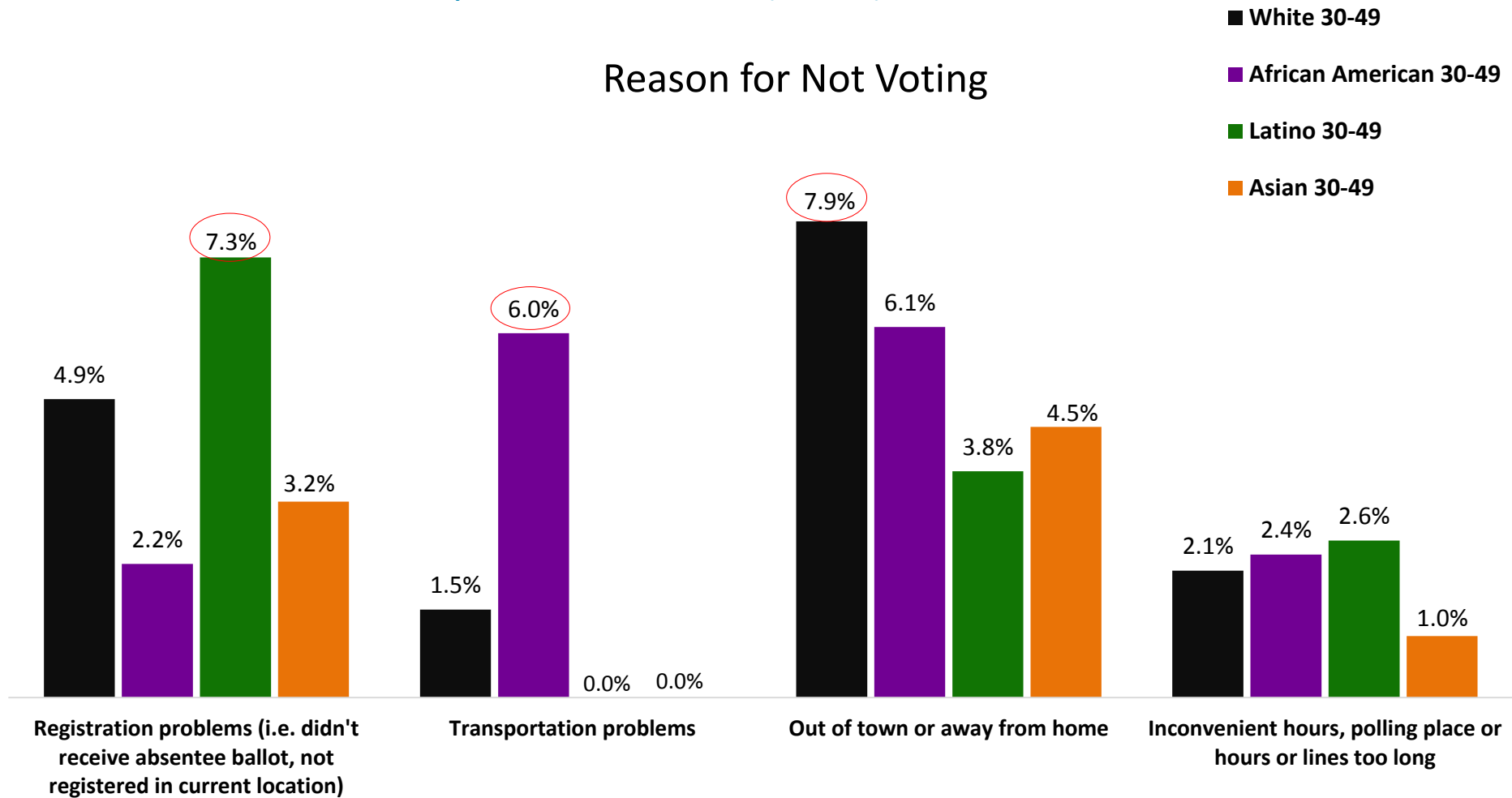
Middle-aged Asians were more likely to cite a busy work schedule and that they forgot to vote. Middle-aged whites and Latinos talk more about not liking the candidate.

Reason for Not Voting

■ White 30-49
■ African American 30-49
■ Latino 30-49
■ Asian 30-49



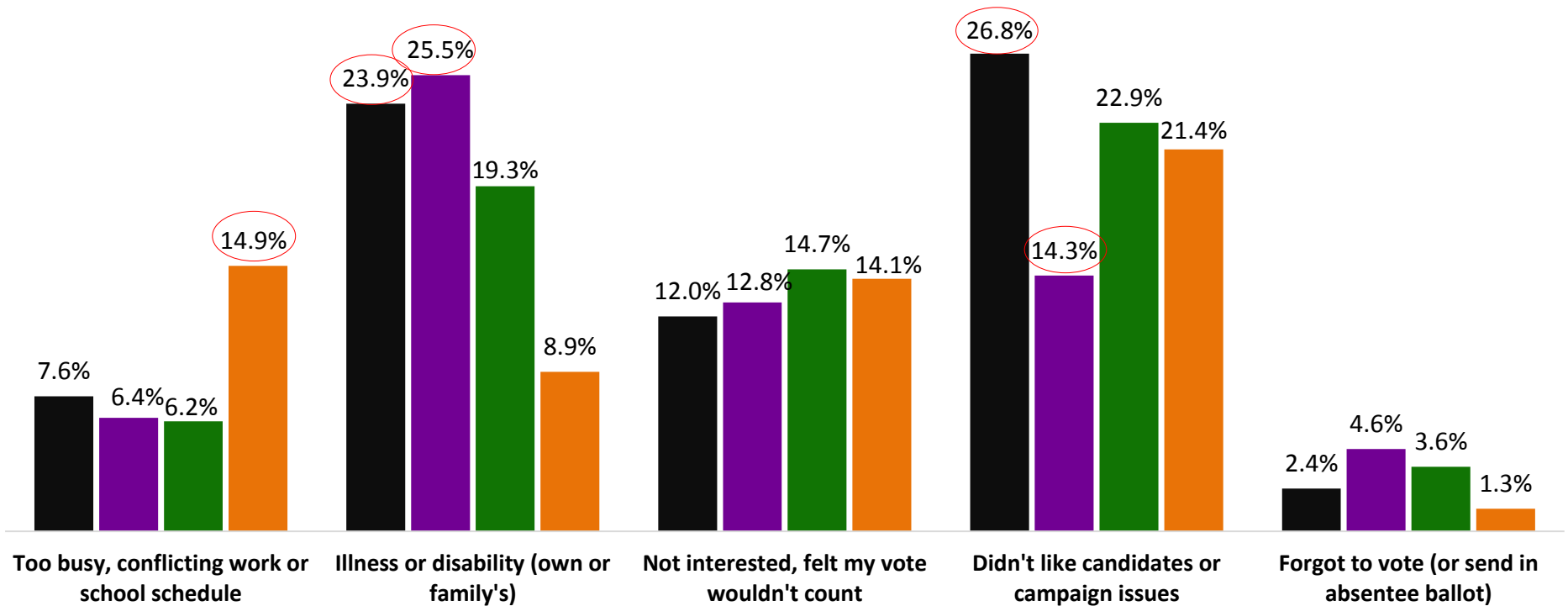
Middle-aged Latinos were the most likely to have registration problems, while middle-aged African American voters had transportation problems. Middle aged whites were the most likely to be out of town; this is a change in trends from voters under 30, of whom Asians were far more likely to be out of town (21.5%).



Older African American voters were favorable of the candidates and issues, but were likely to cite an illness or disability as an obstacle to voting. These rates of citing illness and disability are substantially higher among all those 50 and older.

Reason for Not Voting

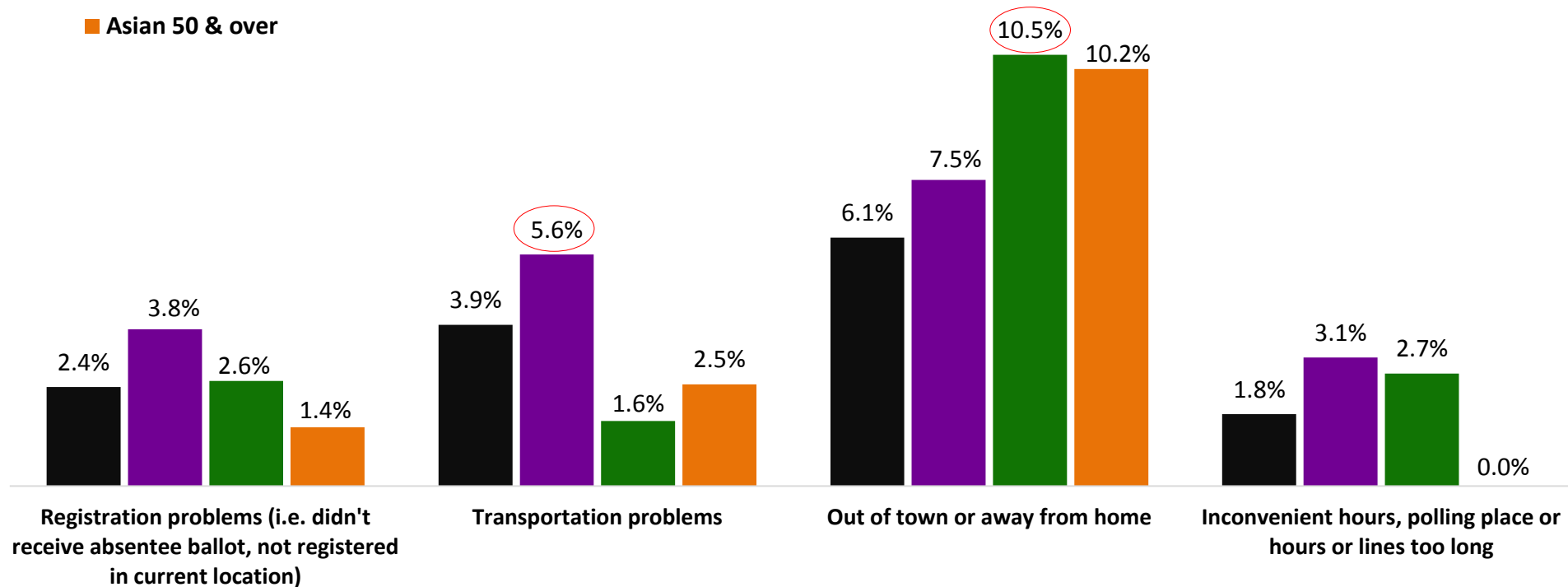
- White 50 & over
- African American 50 & over
- Latino 50 & over
- Asian 50 & over



Older Latino and Asian voters were the least likely to have transportation problems, but the most likely to cite being away from home.

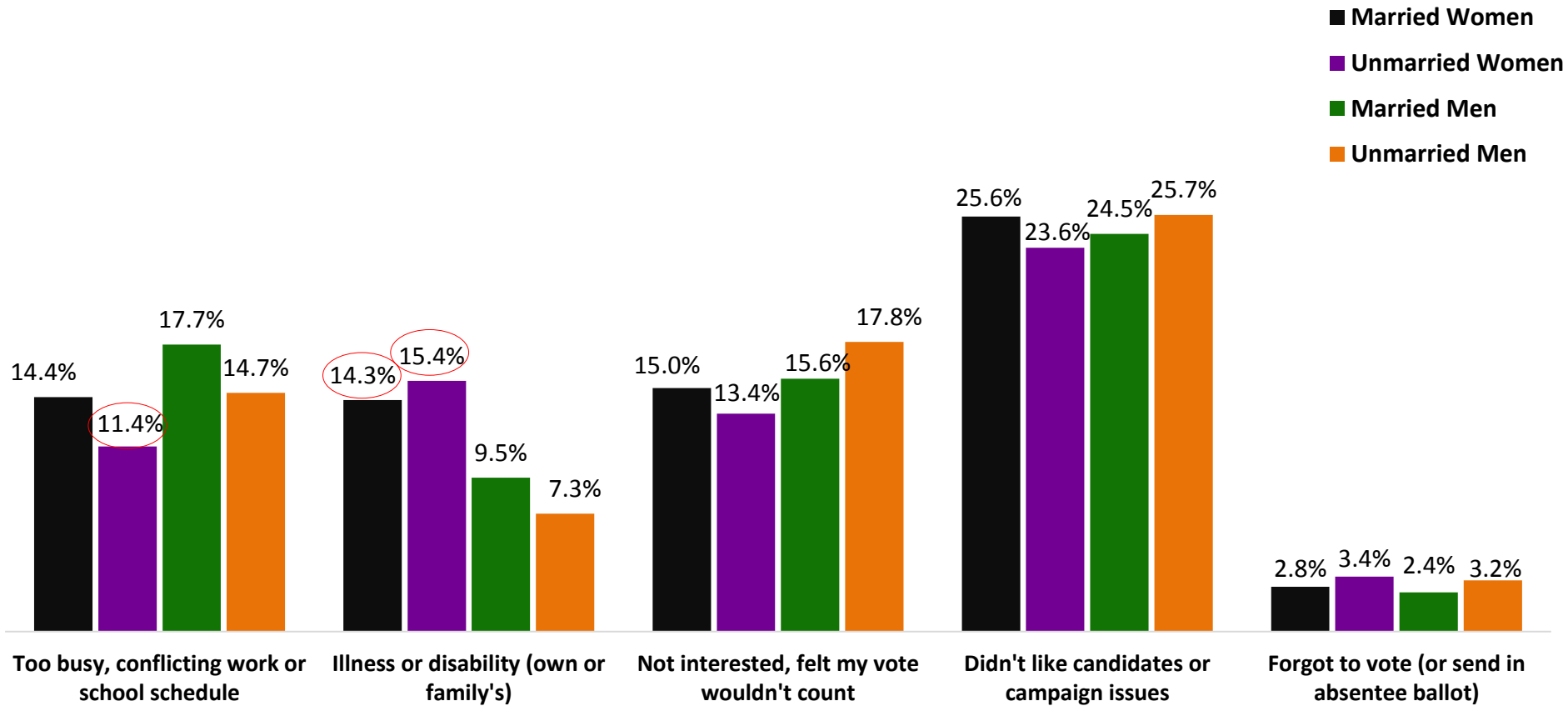
- White 50 & over
- African American 50 & over
- Latino 50 & over
- Asian 50 & over

Reason for Not Voting



Unmarried women were the least likely to report being too busy to vote (11.4%). But, unmarried and married women were more likely than men to cite illness or disability as an obstacle to voting (15.4% and 14.3%, respectively).

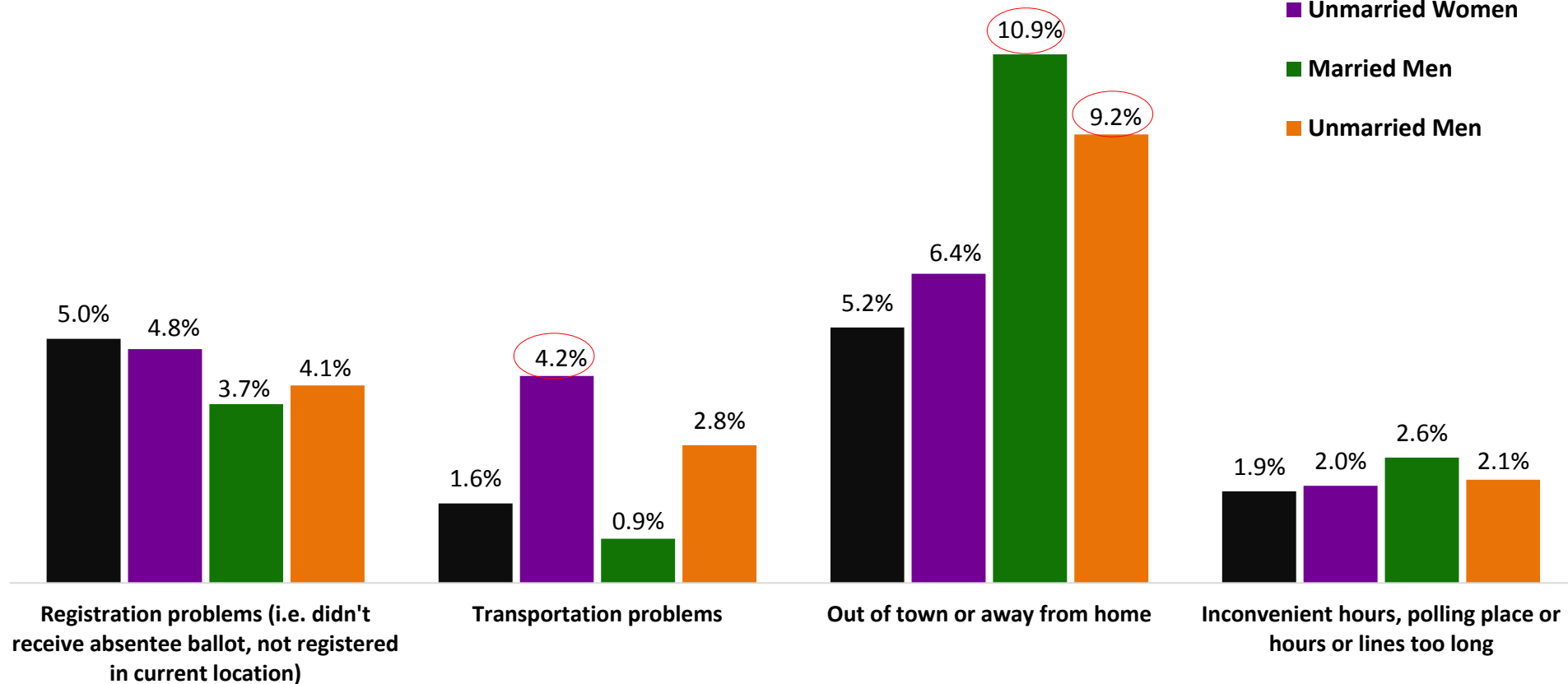
Reason for Not Voting



Unmarried voters were more likely to have transportation problems, while both married and unmarried men were more likely to report being out of town.

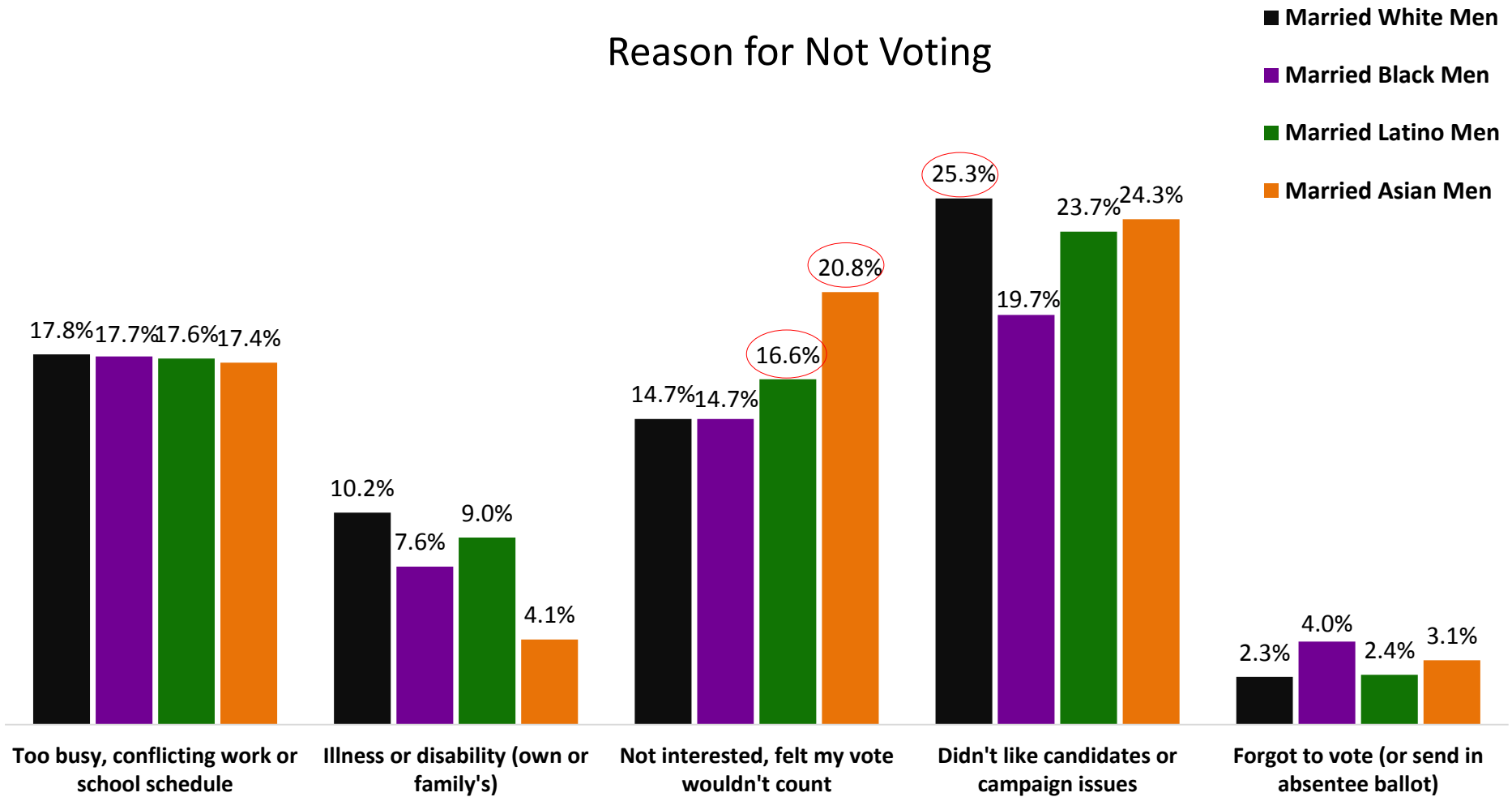
Reason for Not Voting

- Married Women
- Unmarried Women
- Married Men
- Unmarried Men



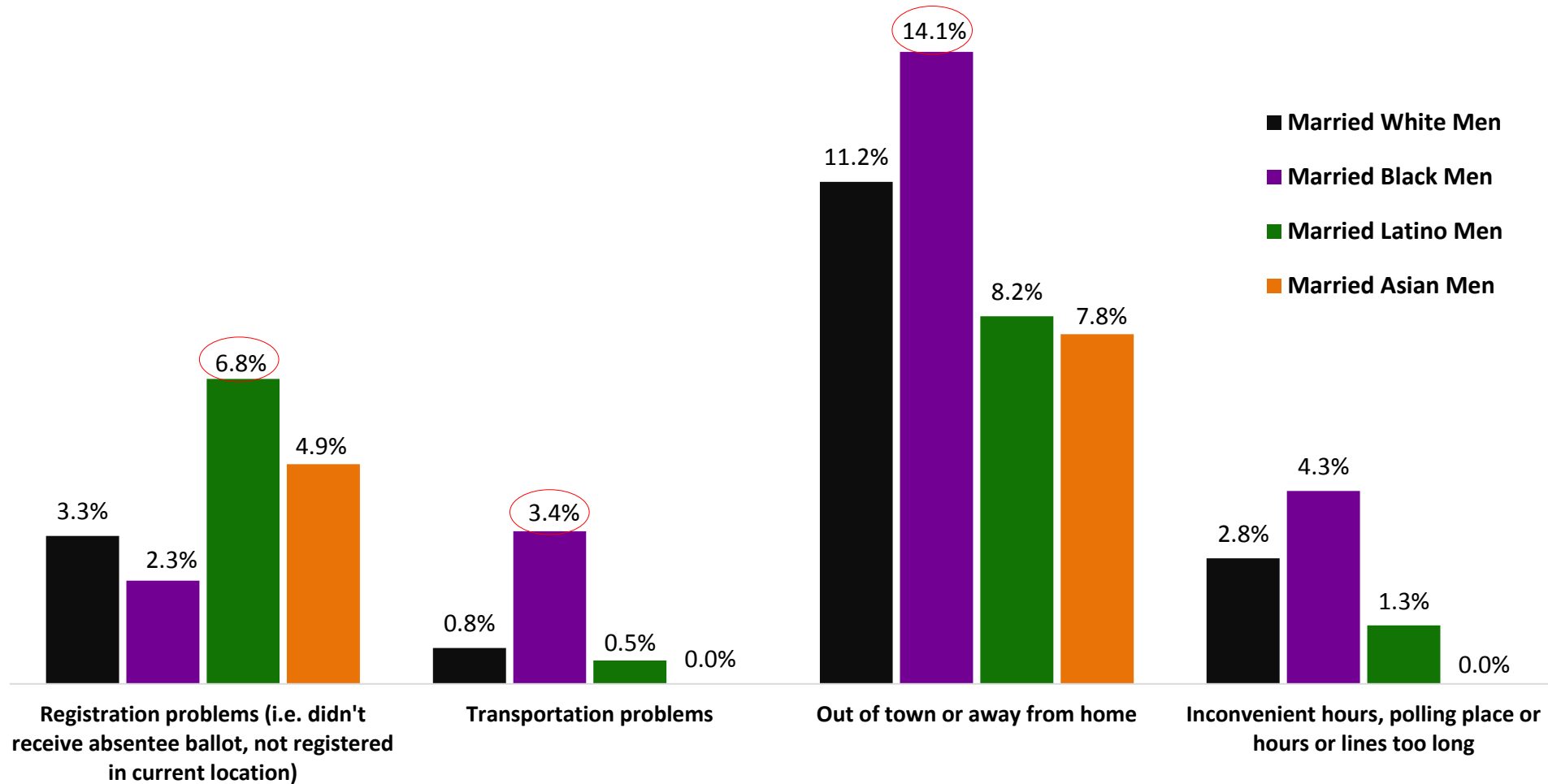
Looking at the breakout of gender, marital status and race, Asian married men were the most likely to feel their vote would not count. This trend was not followed by either unmarried Asian men or married Asian women, and is unique to this cohort.

Reason for Not Voting

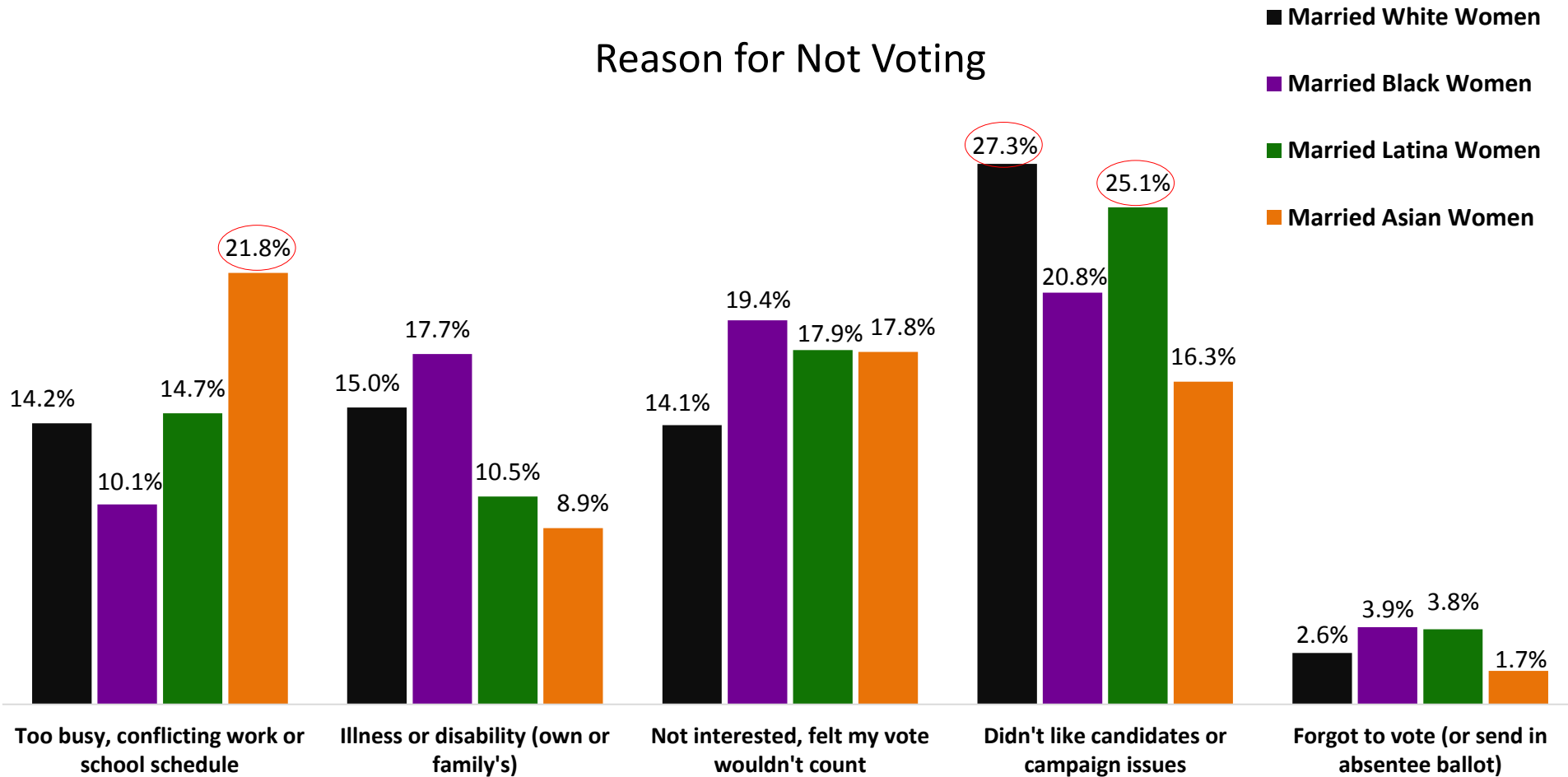


Among married men, African American married men are the most likely to be out of town or away from home. This is unique to married black men. Married black women are the least likely to be out of town (among married women).

Reason for Not Voting

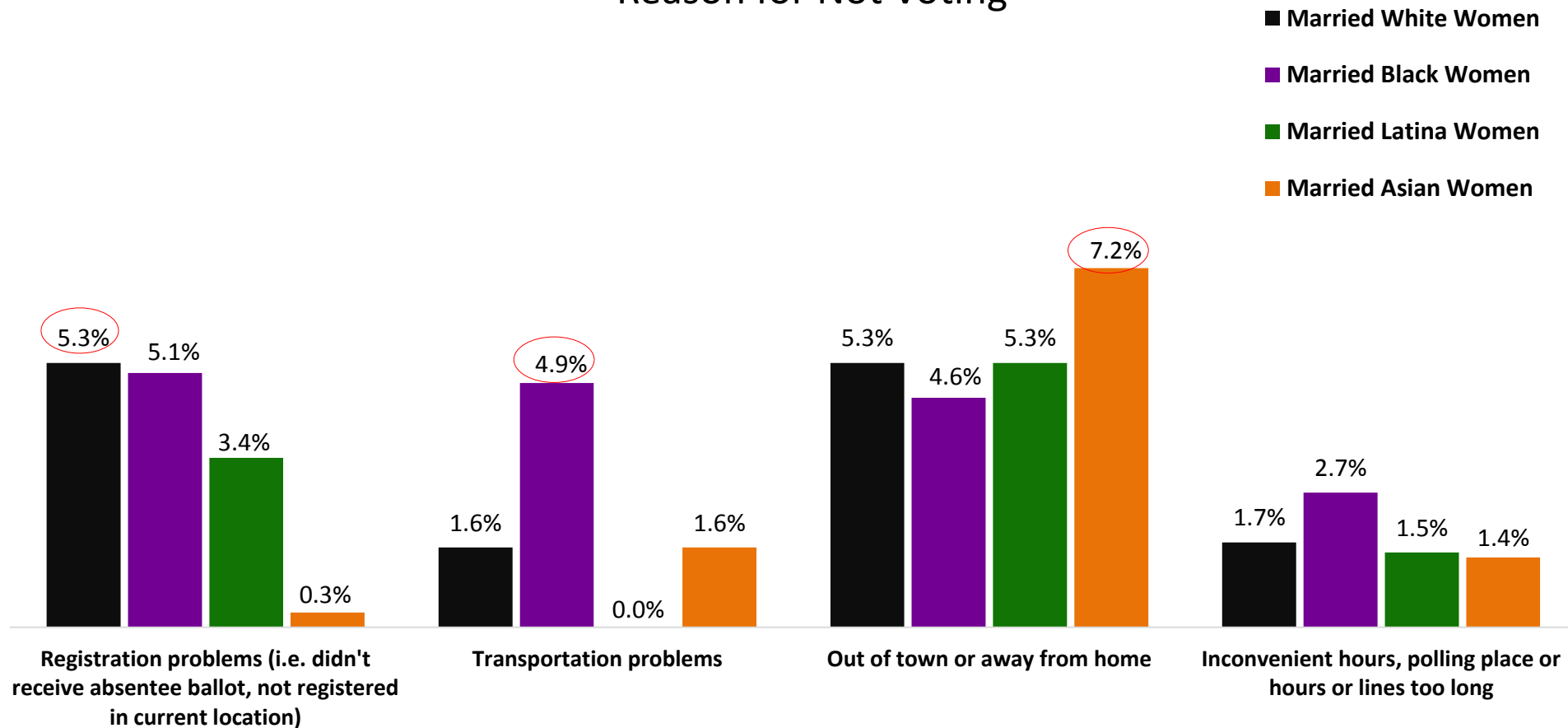


White married women were the most likely, among all groups in the race/marital status/gender breakout, to not vote because of a dislike for the candidates and campaign issues. Asian married women were also the most likely to be too busy or have a conflicting work schedule.



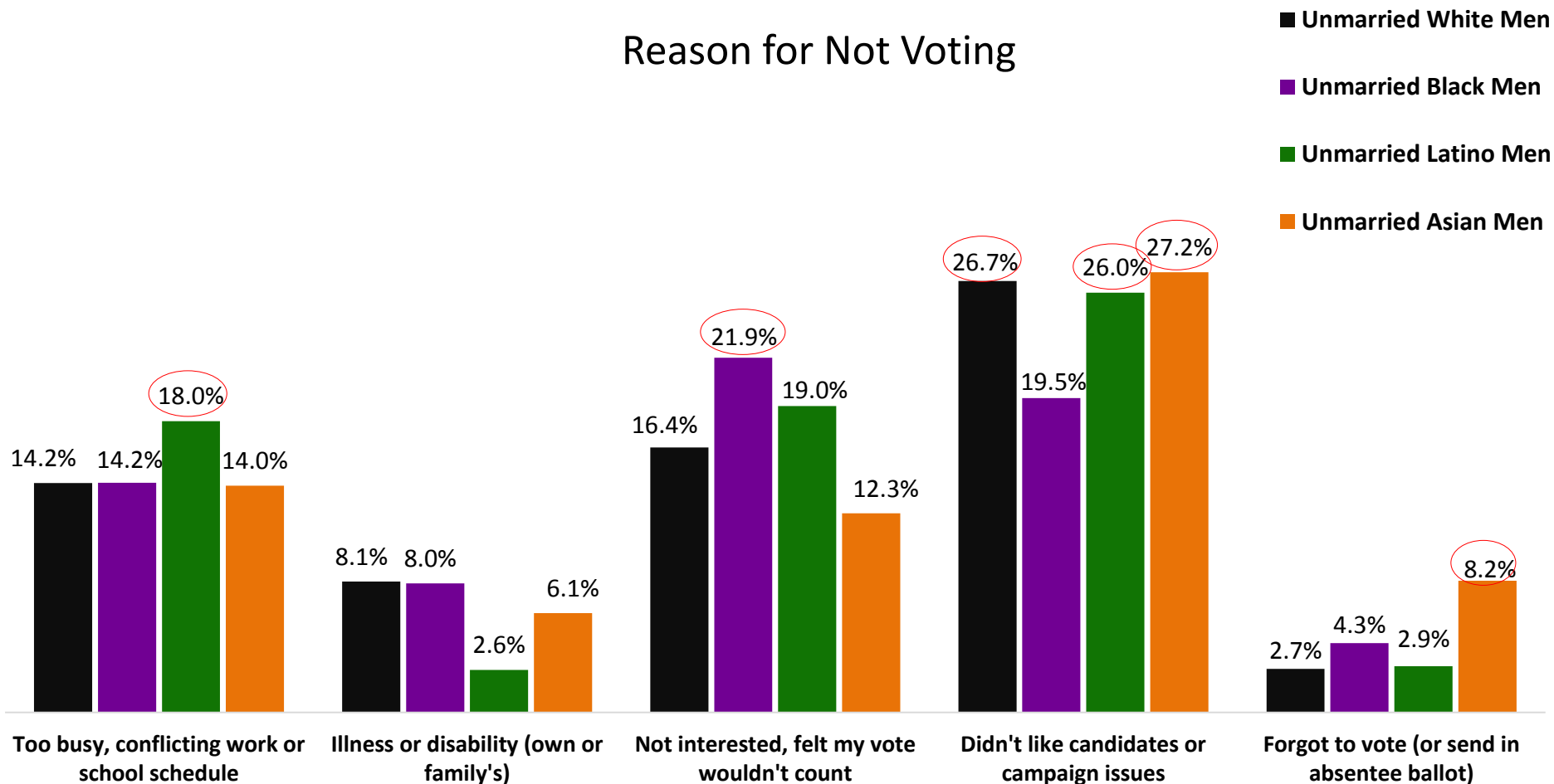
Among married women, Asian women were the most likely to cite being out of town or away from home as a reason for not voting. This matches trends among unmarried Asian women and unmarried Asian men, and is inverse to trends among married Asian men who were the least likely among married men to be out of town on Election Day.

Reason for Not Voting



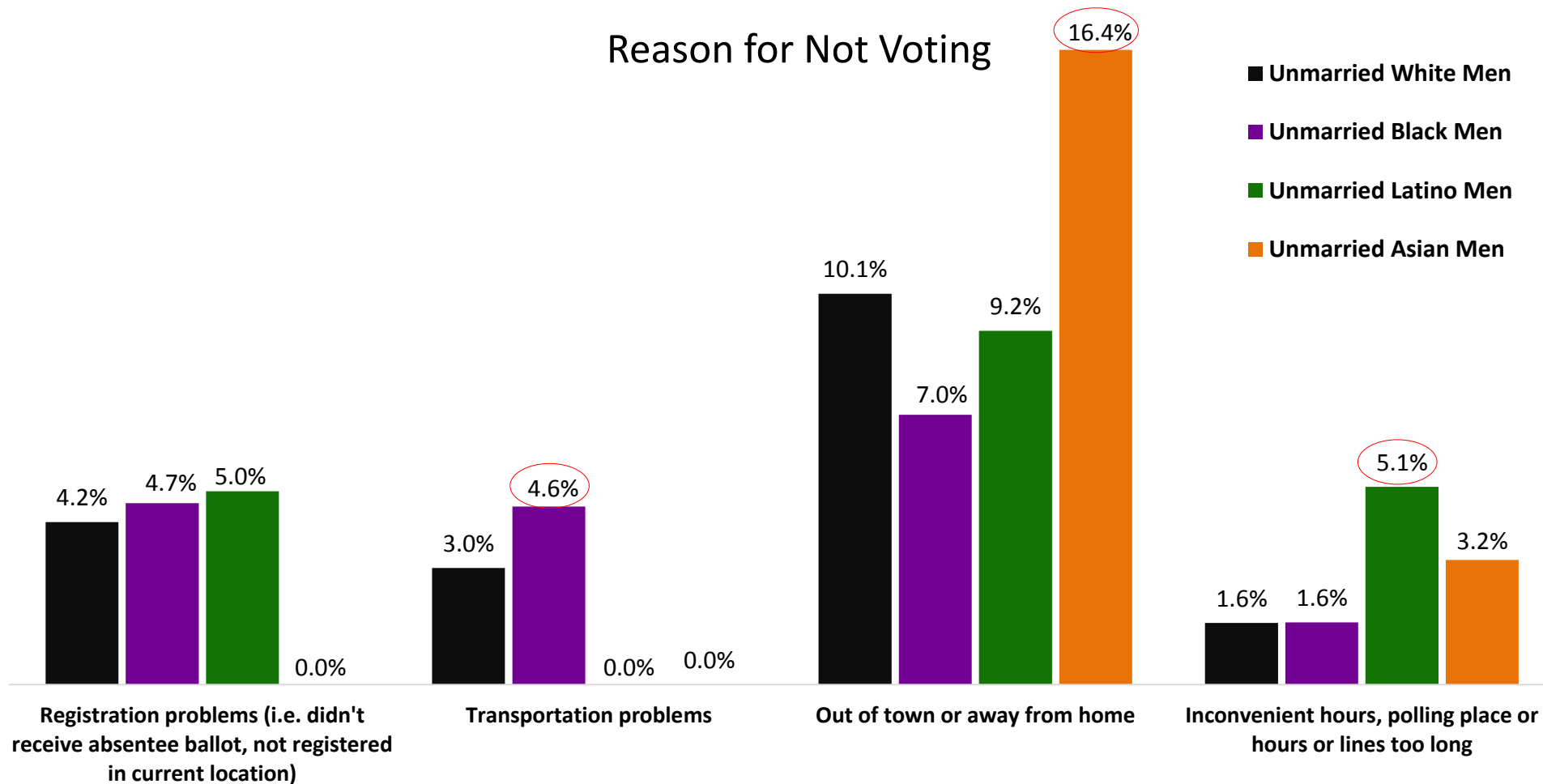
Among all unmarried men, with the exception of African American unmarried men, “didn’t like candidate or campaign issues” was the top reason for not voting. For black unmarried men, the top reason was a lack of interest and a feeling that their vote wouldn’t count.

Reason for Not Voting



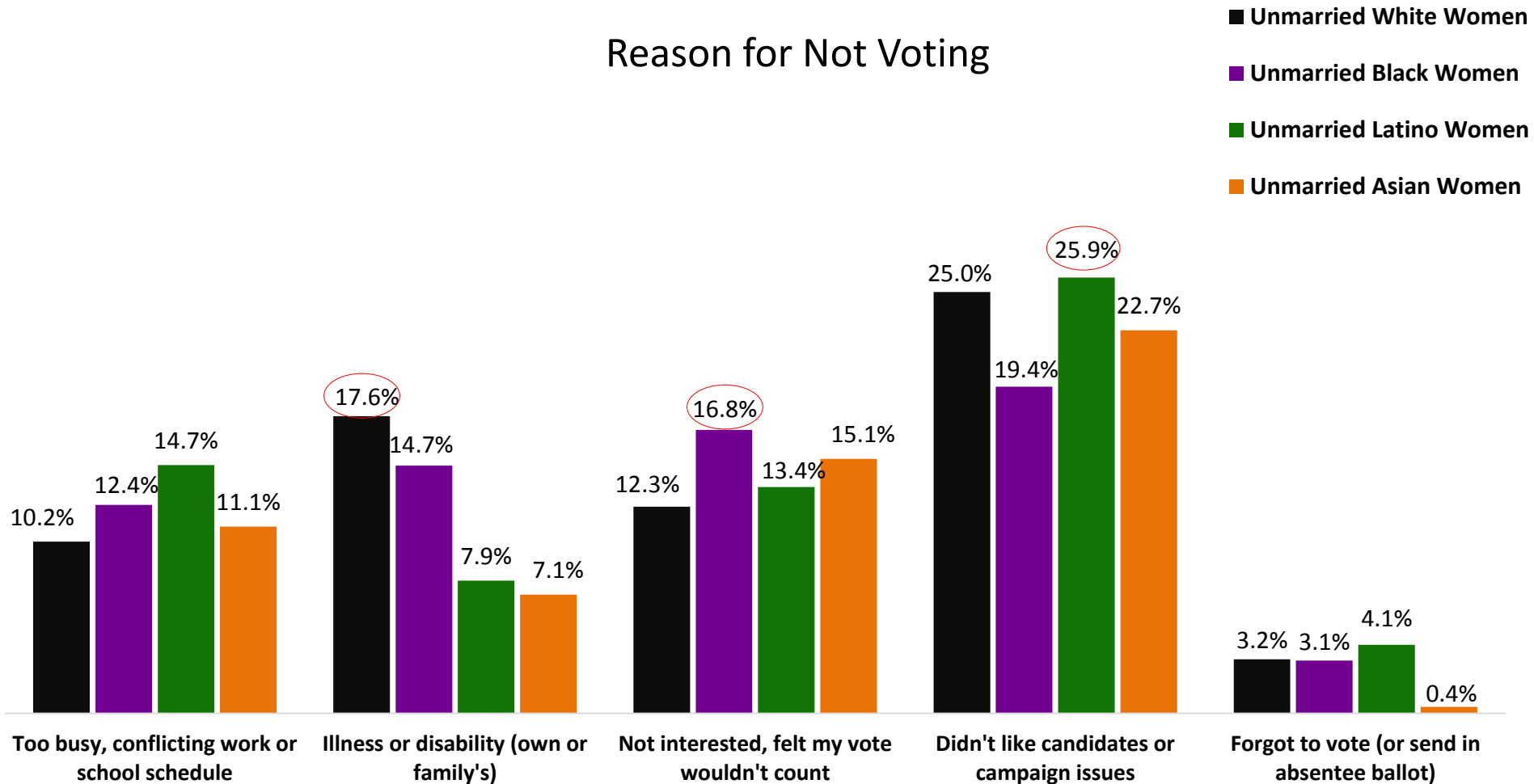
Unmarried Asian men were the most likely to say that being out of town or away from home was the reason they did not vote. African American unmarried men were the most likely to cite transportation issues – a trend that is disproportionately true for blacks across marital status and gender lines.

Reason for Not Voting



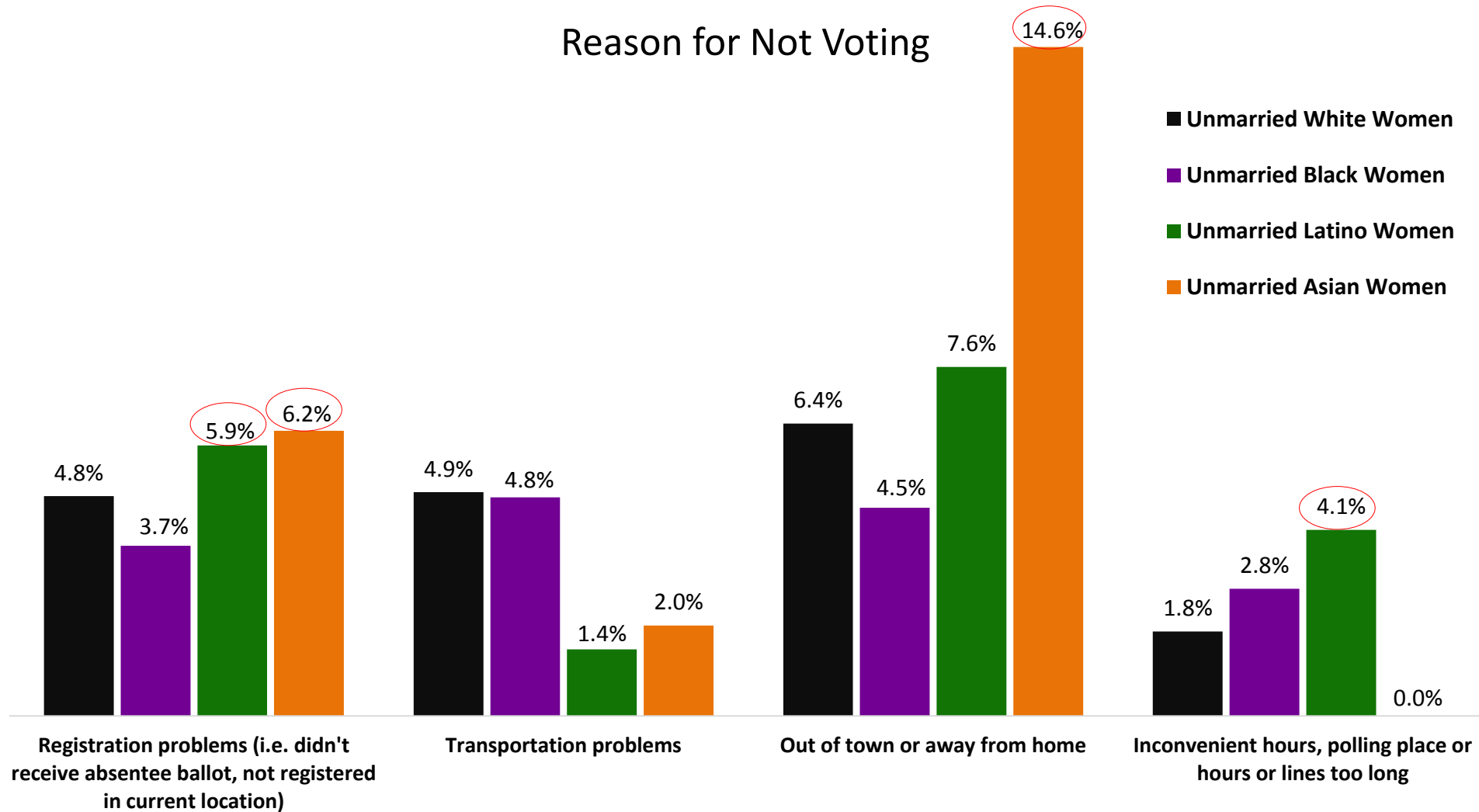
White unmarried women were more likely than any other group to cite illness or disability (own or family's) as a reason for not voting. Black unmarried women were the most likely to feel their vote would not count.

Reason for Not Voting



Asian unmarried women were much more likely to cite being out of town or away from home as a reason for not voting. Asian and Latina unmarried women were more likely to cite registration problems.

Reason for Not Voting

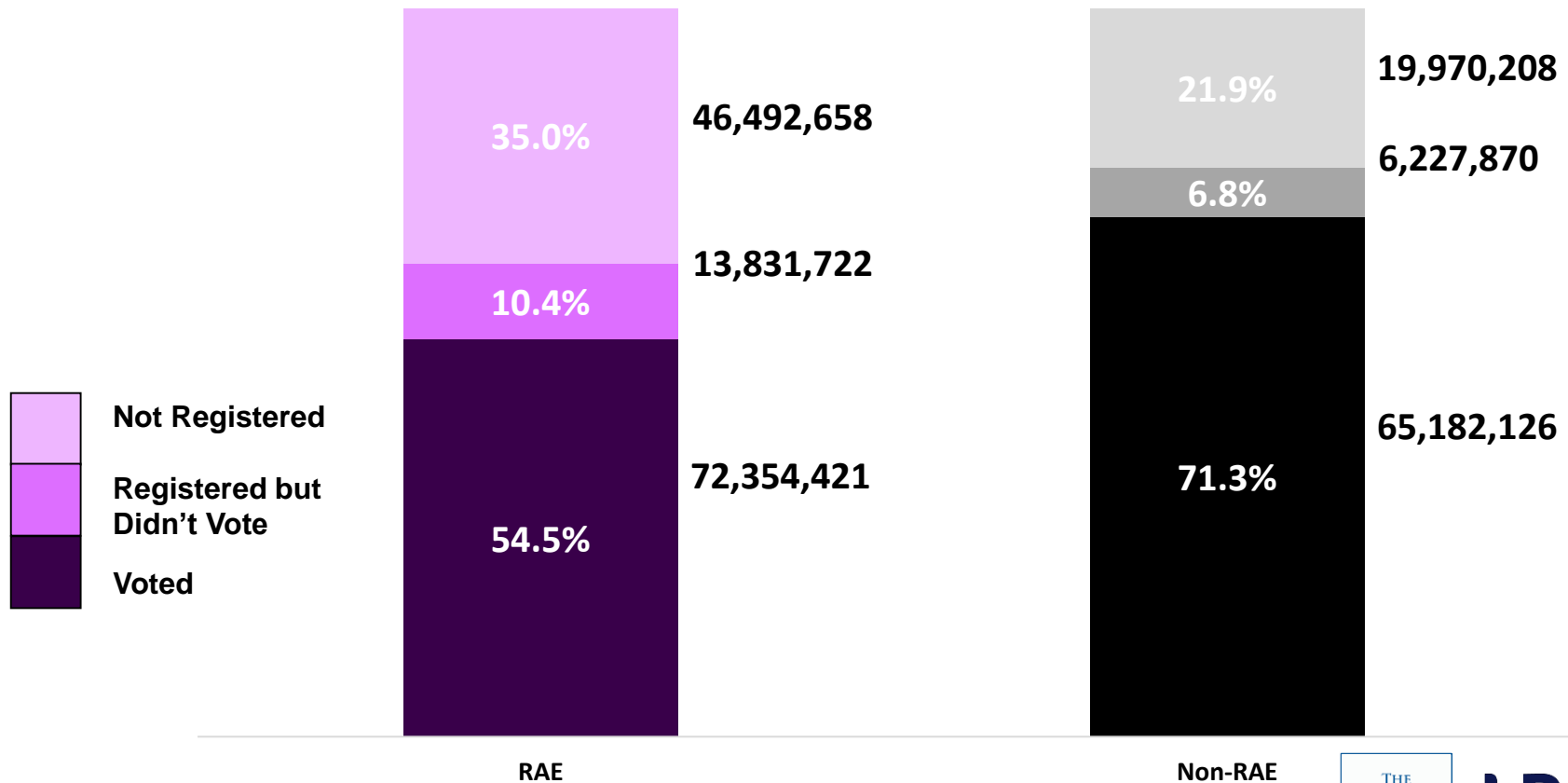


Voter Registration and Turnout in 2016



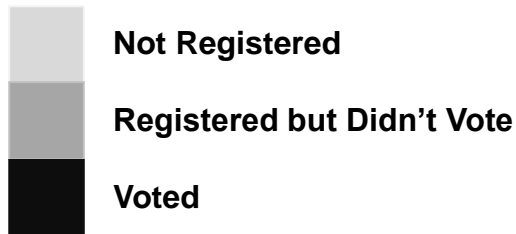
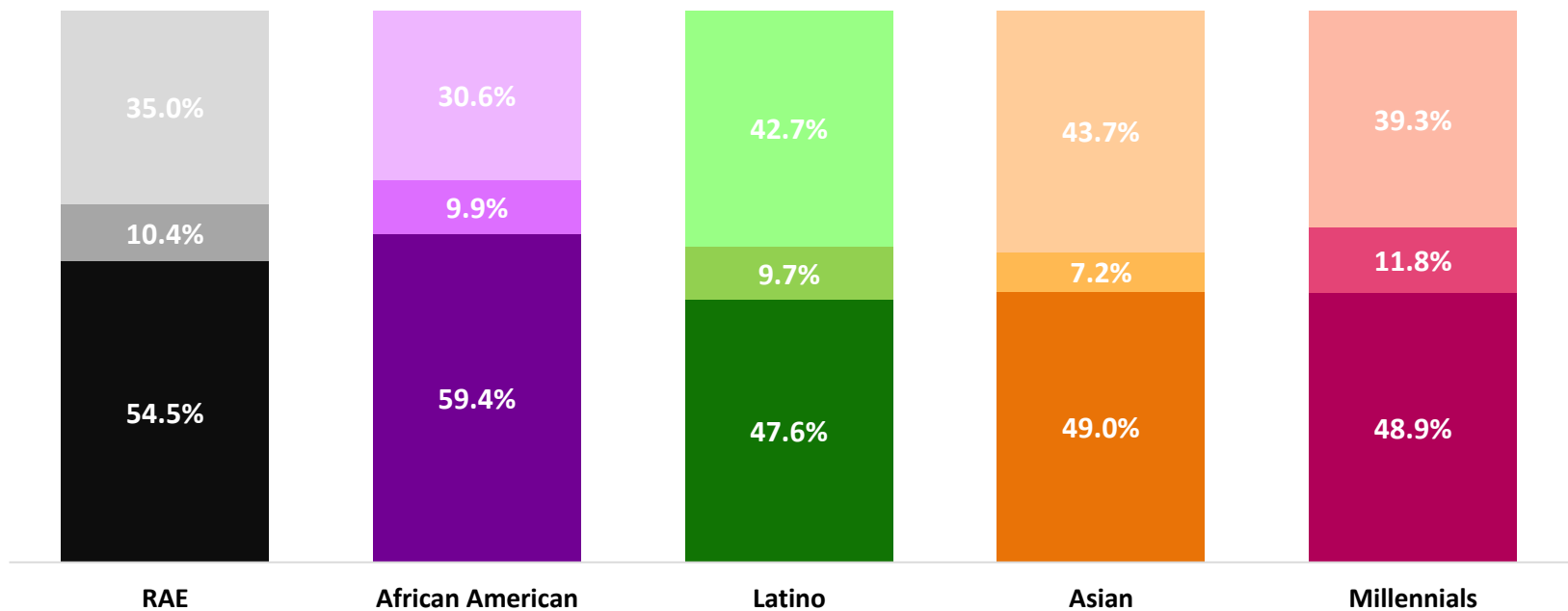
In 2016, one in three members of the RAE were not registered, compared to just one in five unregistered members of the non-RAE.

Registration and Voting Rates



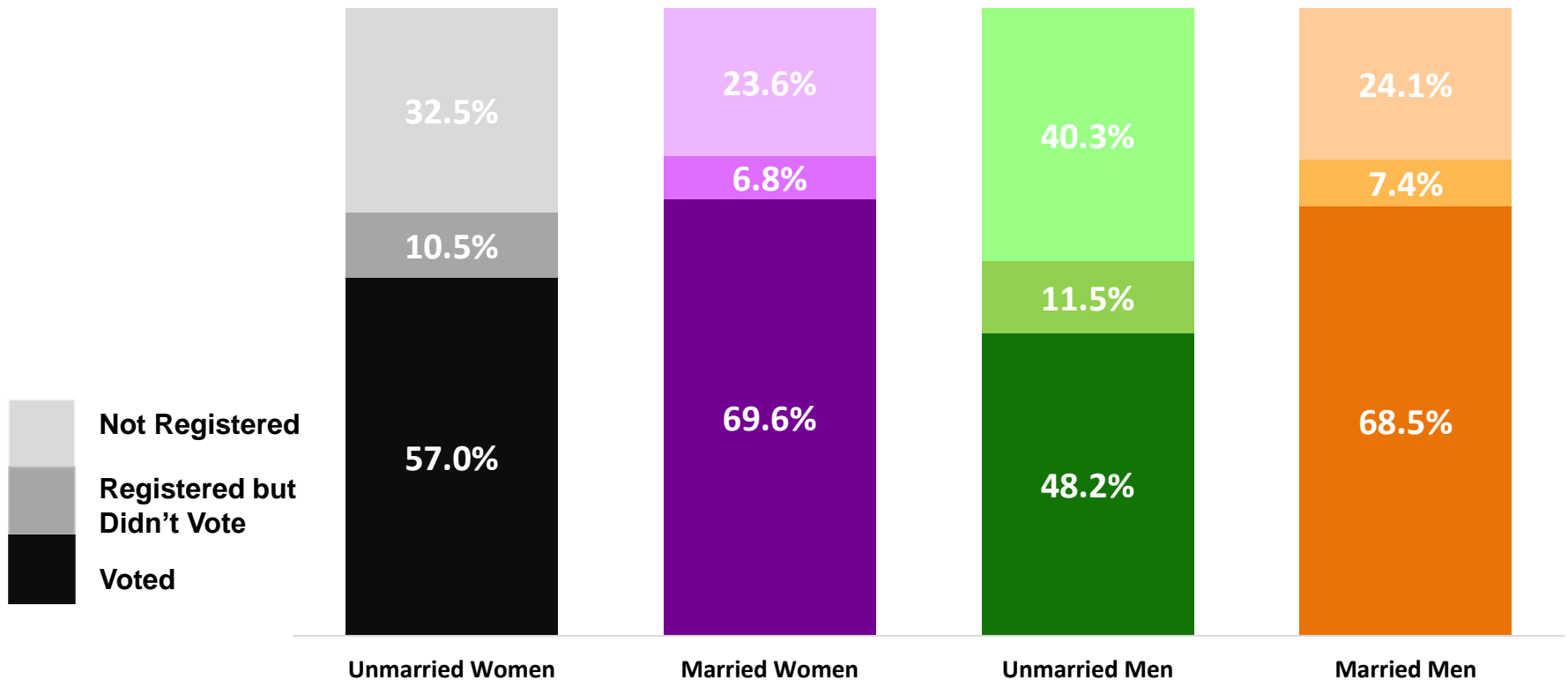
African American voters had the highest turnout rate in the 2016 election, relative to other RAE voters. Millennial voters had the highest rate of not voting despite being registered.

Registration and Voting Rates



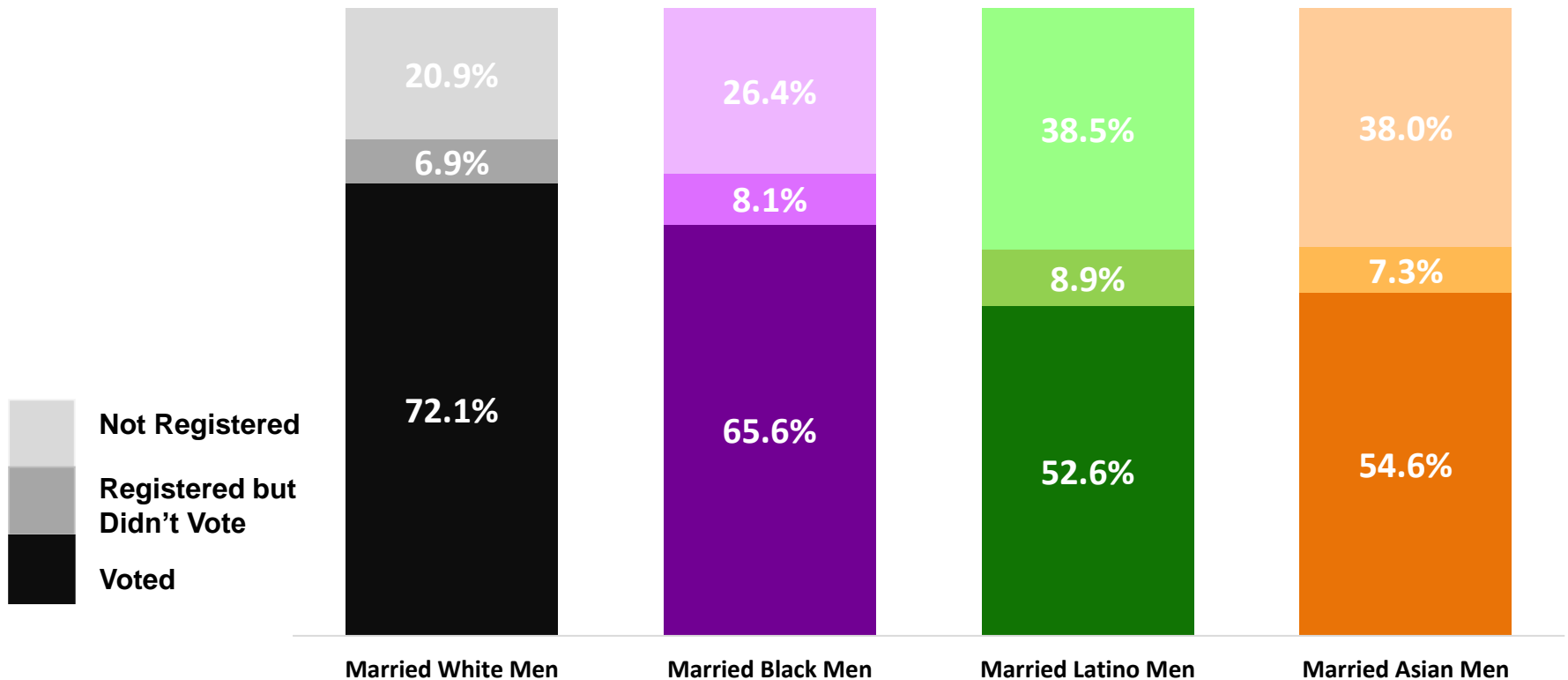
Married women had the highest turnout rates, followed closely by married men. There was a clear “marriage gap” when it comes to voter turnout.

Registration and Voting Rates

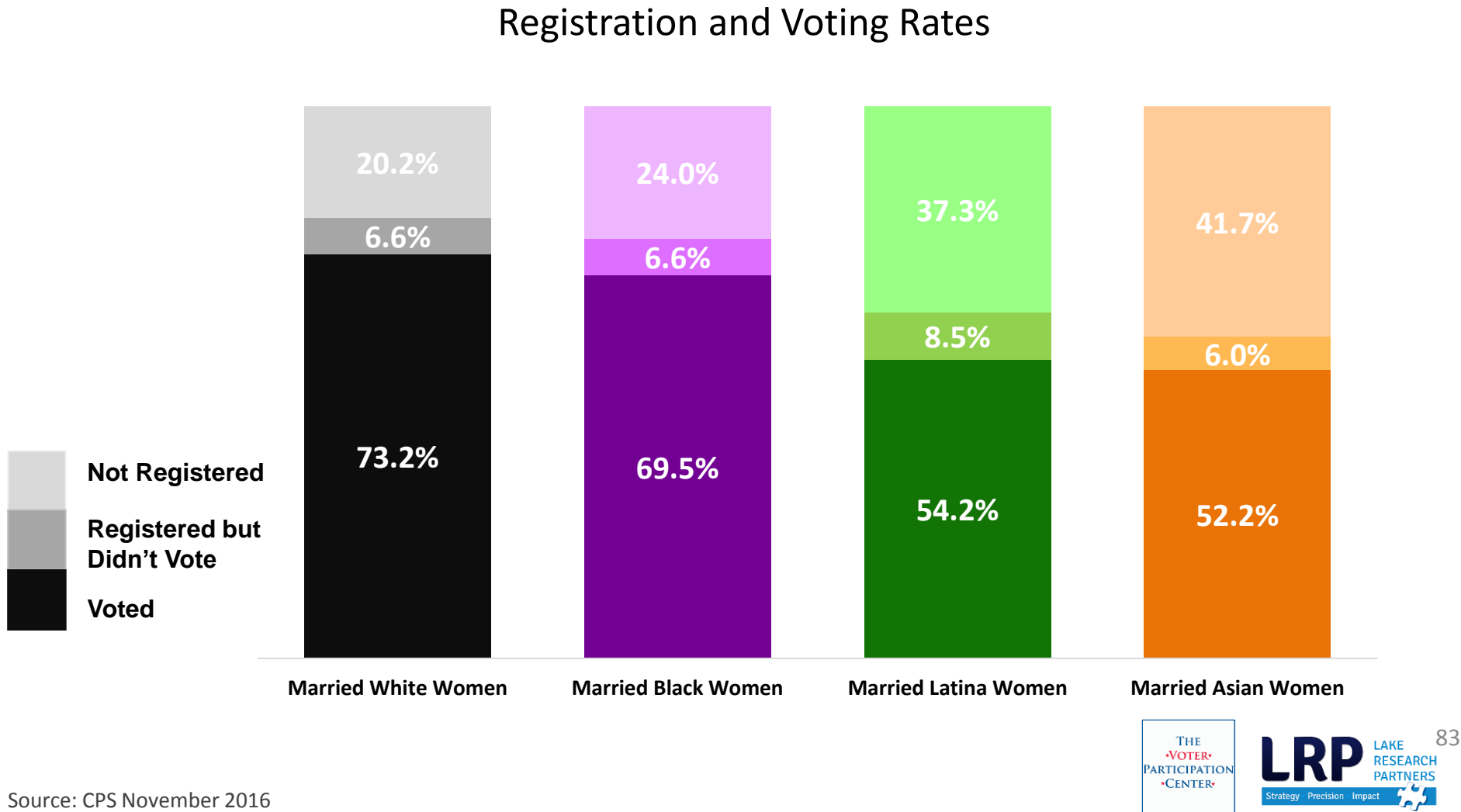


While there was a marriage gap in registration and voting rates, married white men were far more likely to be registered and turn out to vote than minority unmarried men.

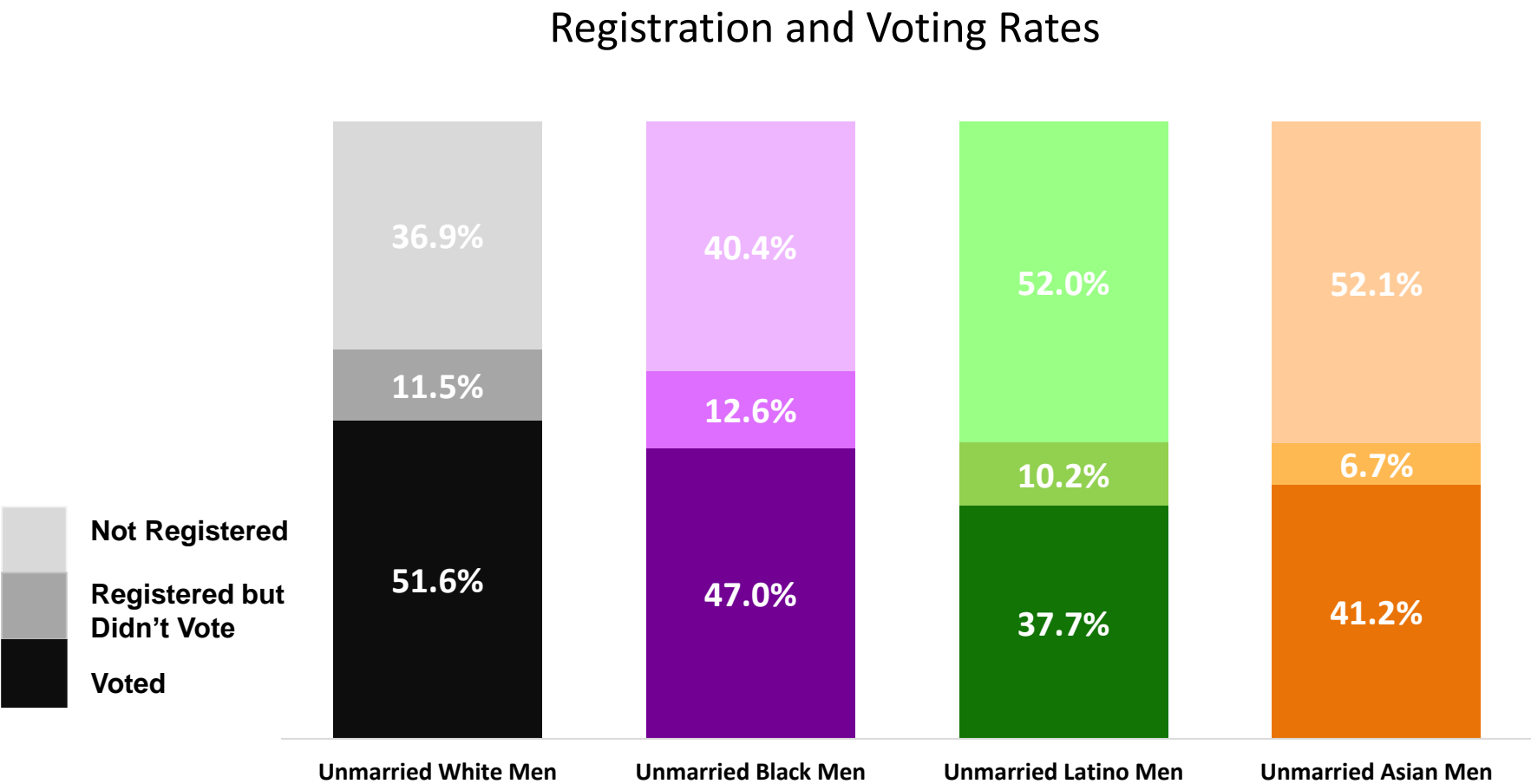
Registration and Voting Rates



The same trend seen in married men is true in married women. Married white women were more likely to be registered and to vote than their minority counterparts, though married black women came close to the rates of married white women.

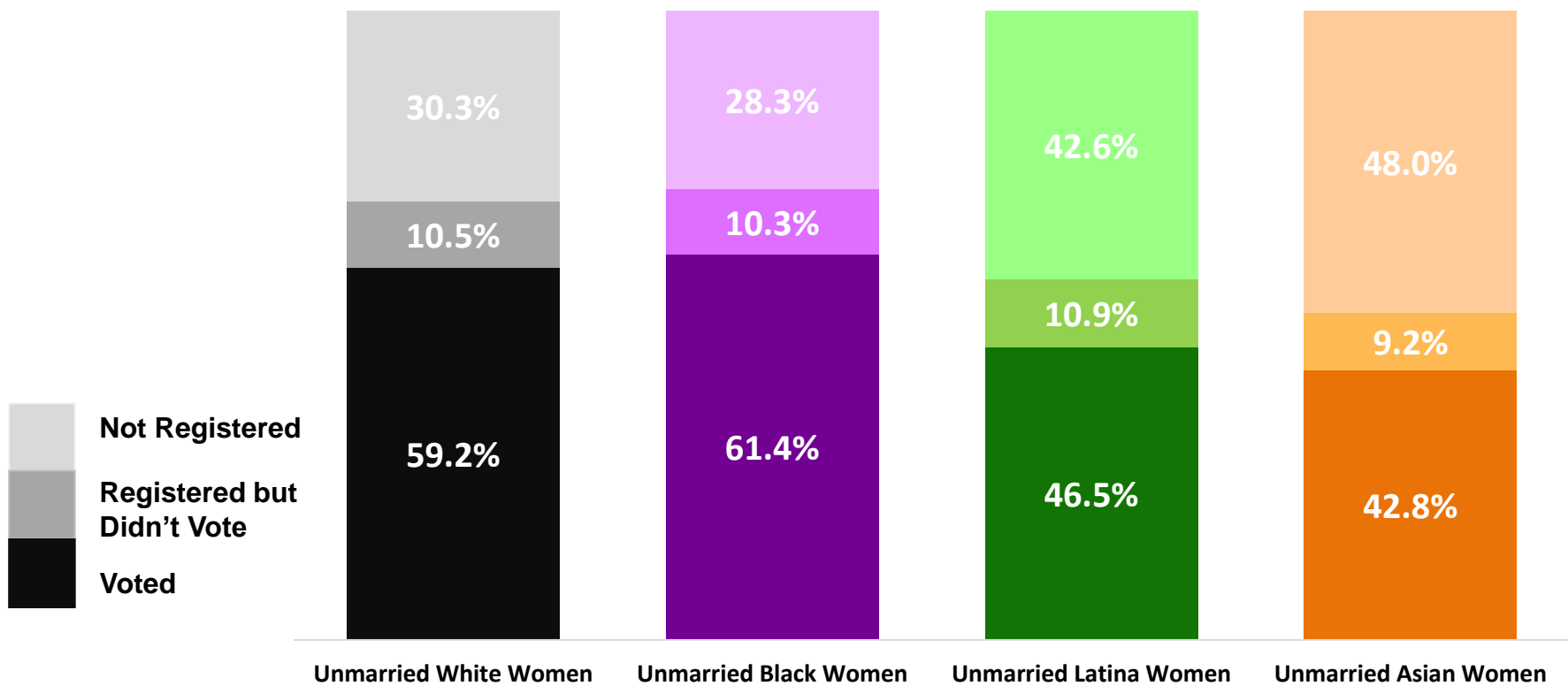


Unmarried men were far less likely than their married male counterparts to be registered and to vote. Fifty-two percent of unmarried Latino men and unmarried Asian men were not registered to vote.



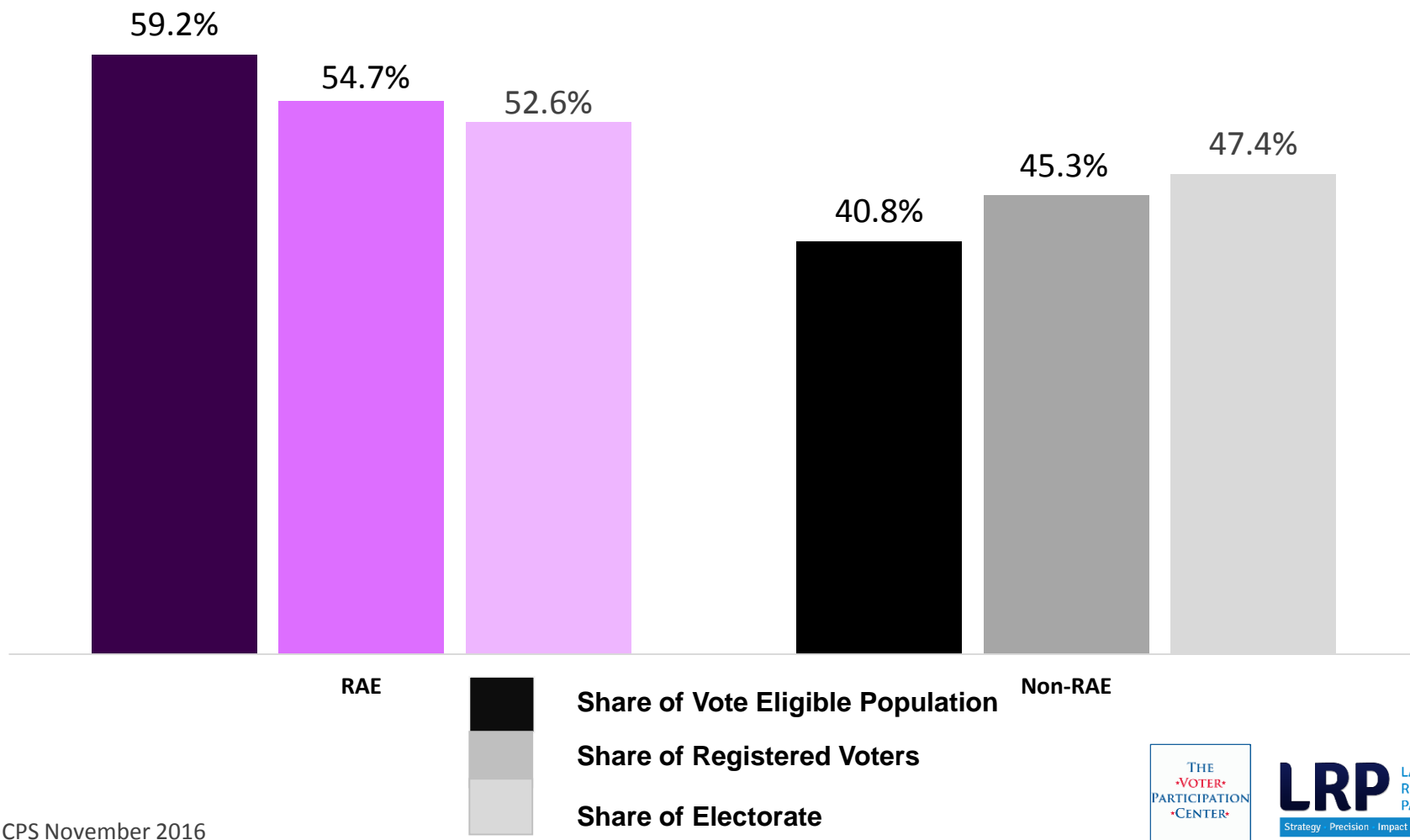
While unmarried women were more likely to be registered and voting than their unmarried male counterparts, they still are far behind married women.

Registration and Voting Rates



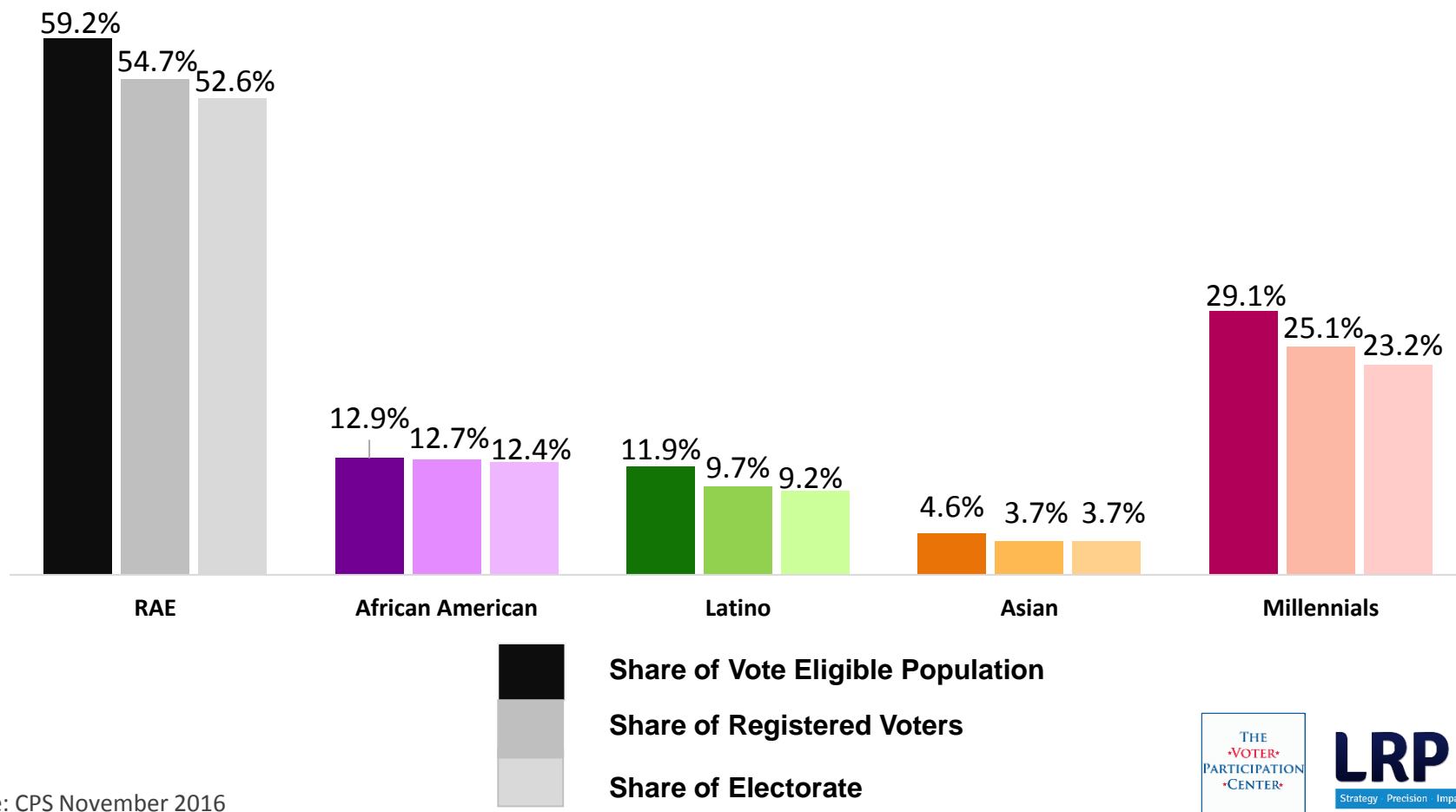
In 2016, the RAE was underrepresented in the electorate relative to their share of all registered voters, while non-RAE voters were slightly over-represented.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



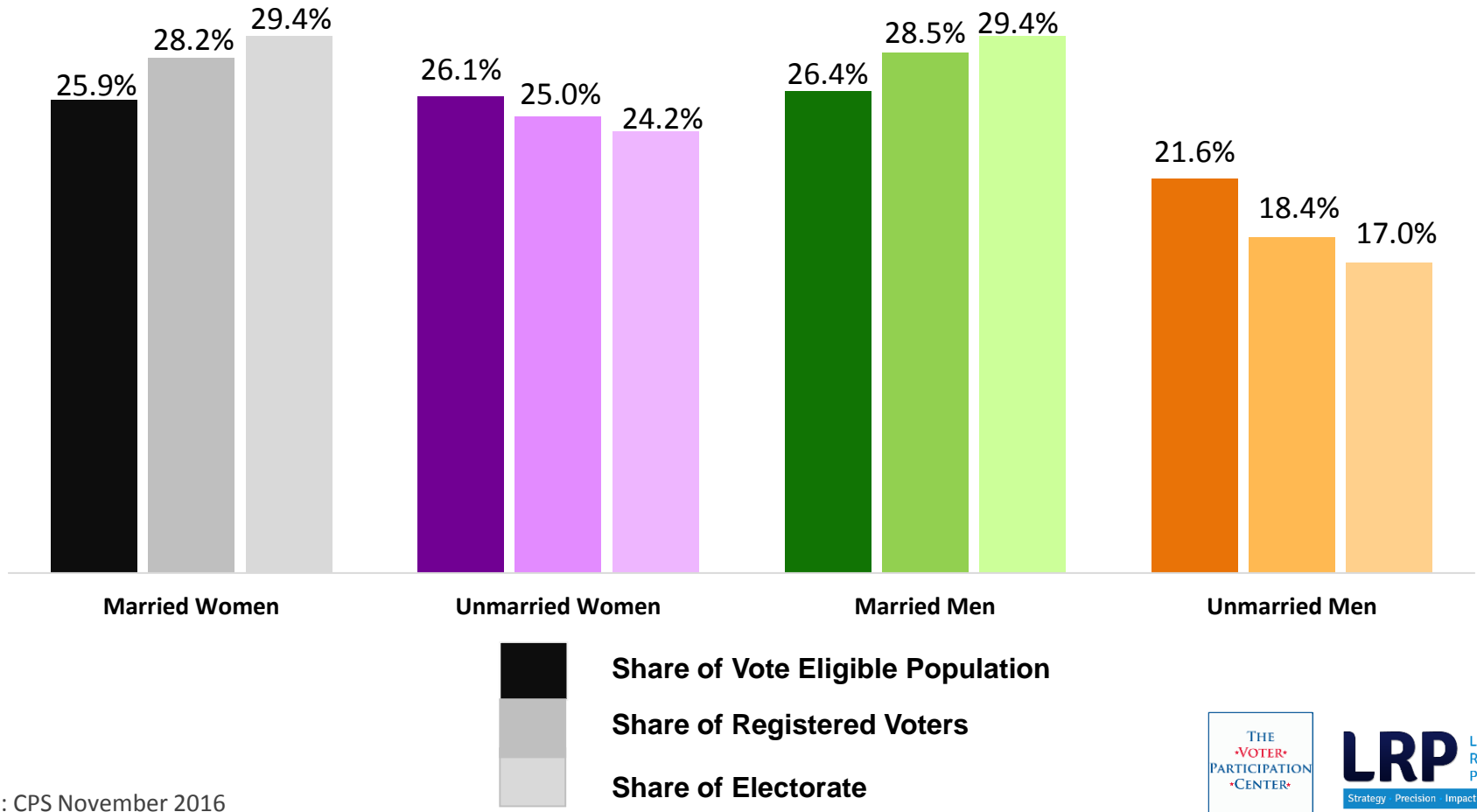
Most RAE groups represented a lower share of the electorate than their share of registered voters and a lower share of registered voters than their share of the VEP. This reinforces the importance of registration and turnout efforts among RAE groups.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



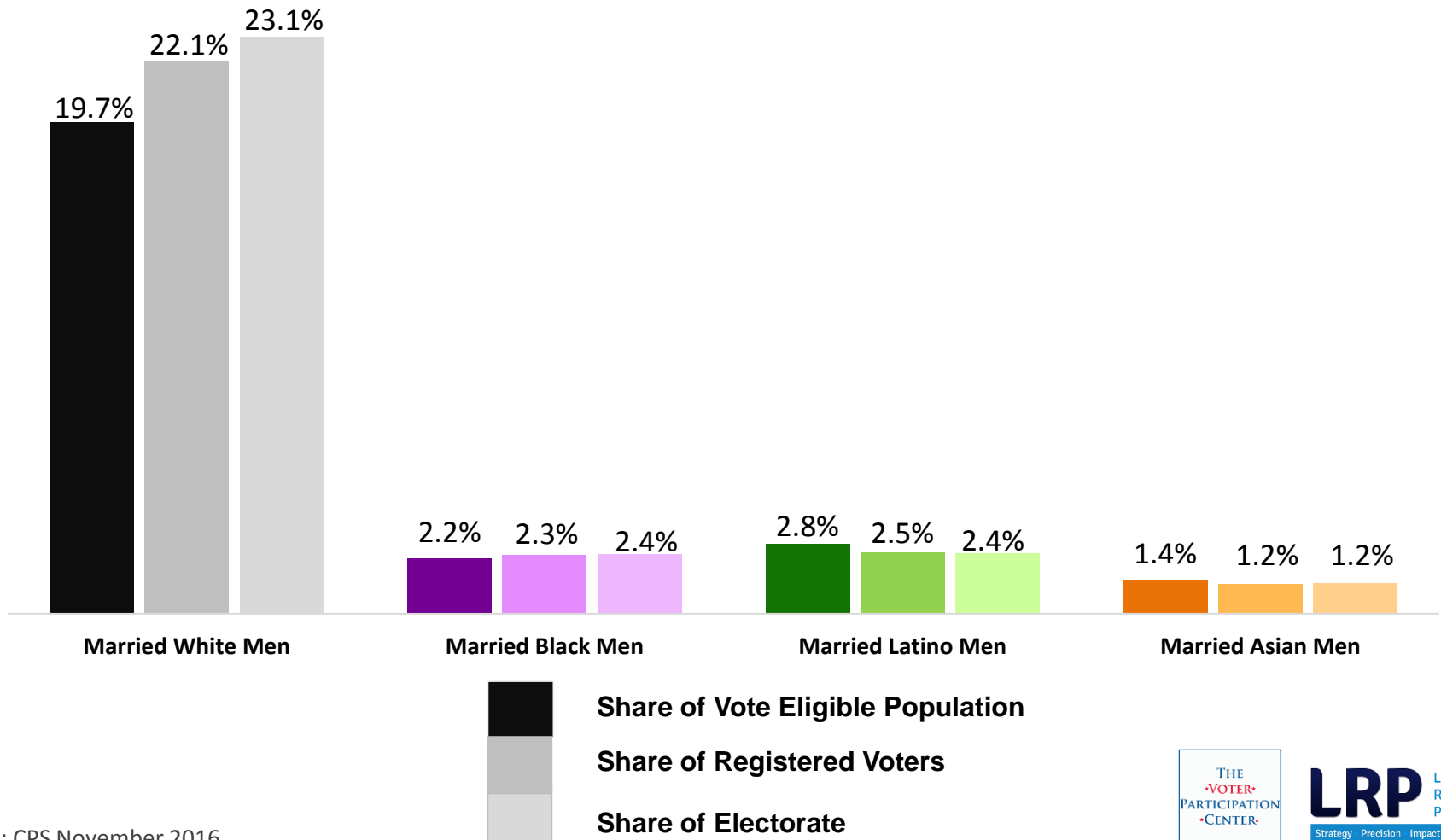
Married voters were a slightly larger share of the electorate than they were of registered voters. Unmarried voters, particularly unmarried men, display a larger gap between the electorate and registered voters.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



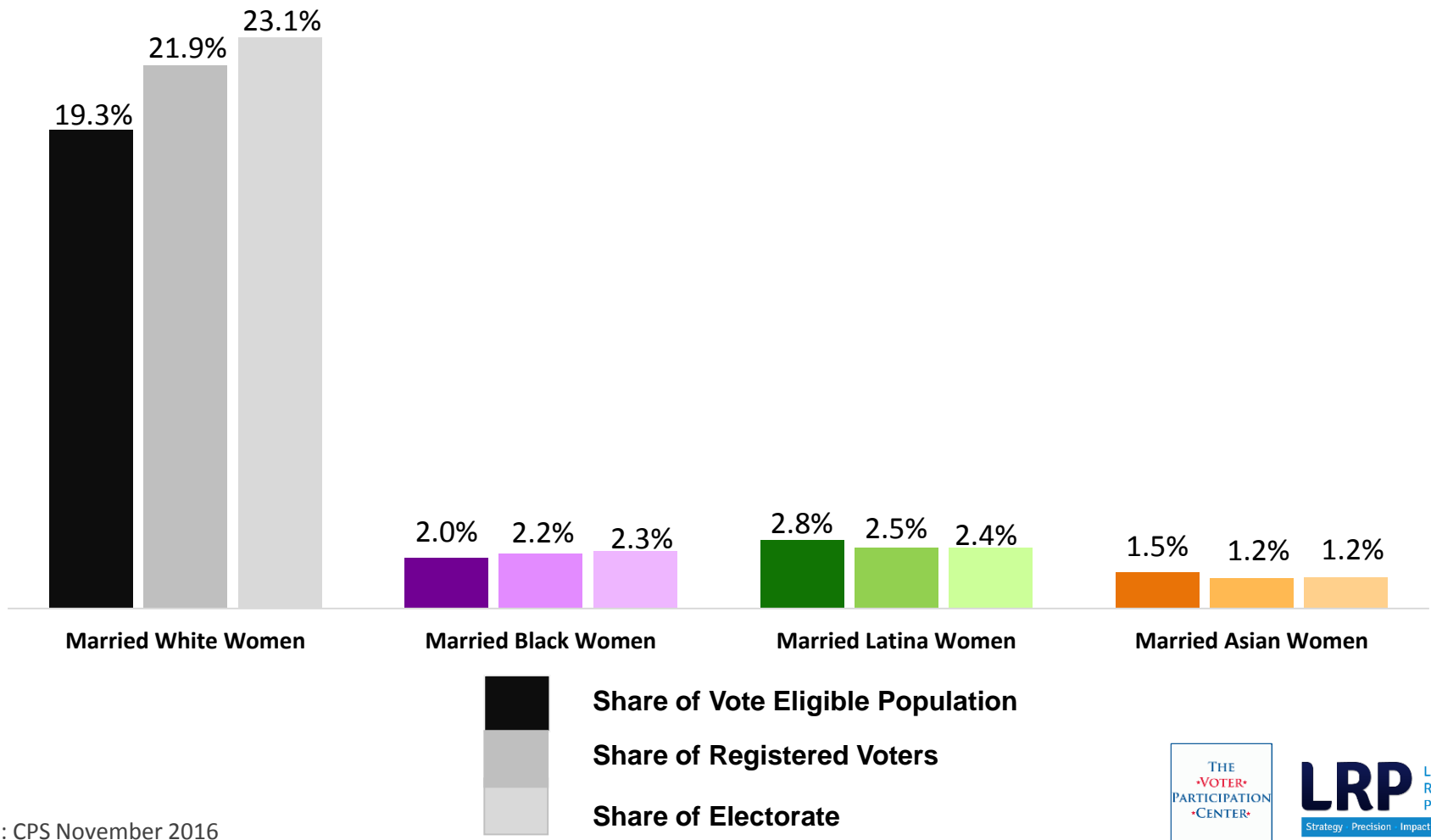
Married white men were disproportionately represented in the electorate. Black married men were also slightly more represented in the electorate than in the vote eligible population, but this is not as extreme as the overrepresentation of white married men.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



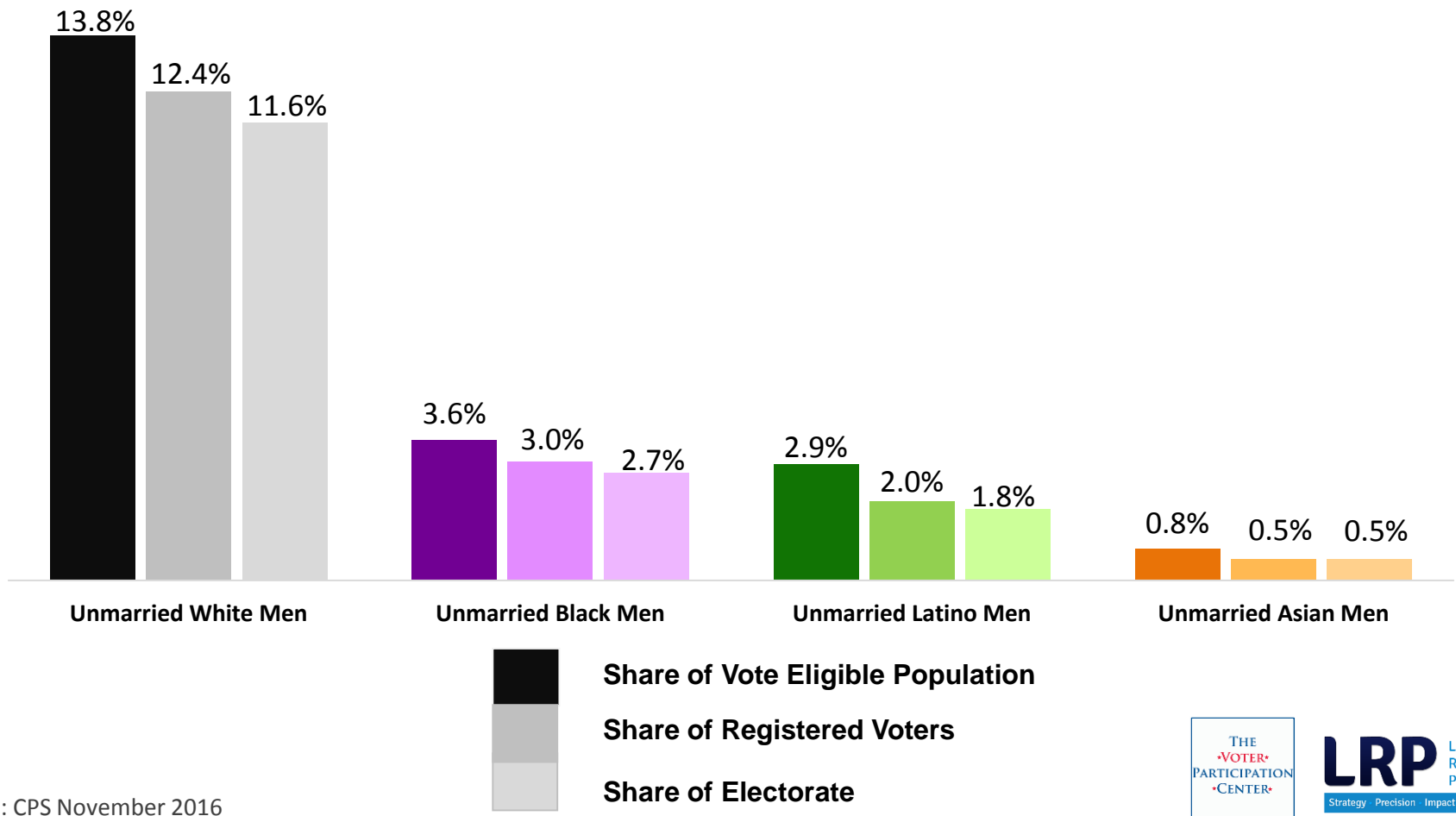
The trends of married women were similar to those of married men. White married women were largely overrepresented in the electorate. Black married women were slightly overrepresented.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



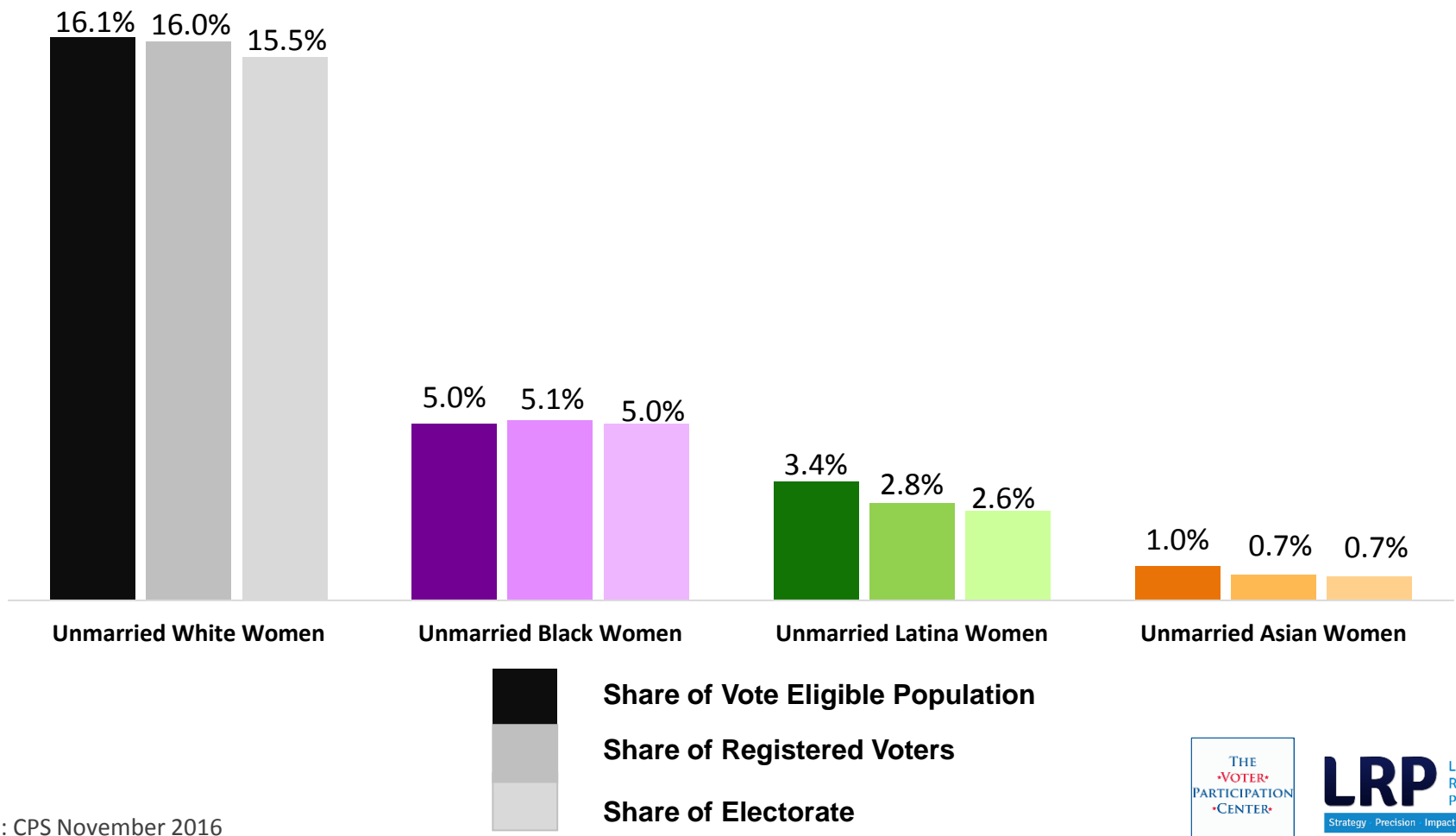
Among all racial groups, unmarried men were underrepresented in the population of registered voters and in the electorate.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



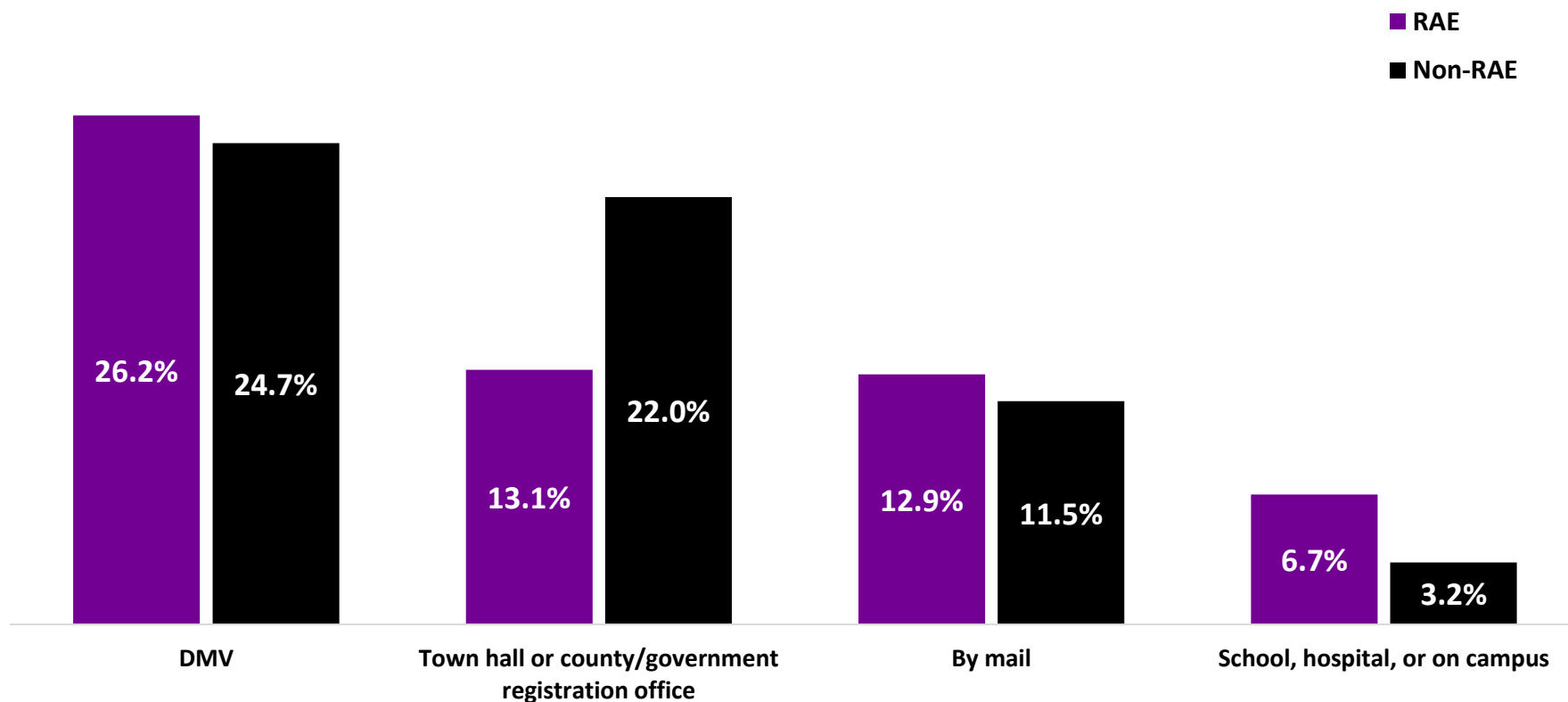
Among all racial groups, with the exception of African Americans, unmarried women were underrepresented in the electorate. Unmarried black women make up the same share of the electorate as they do the vote eligible population.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



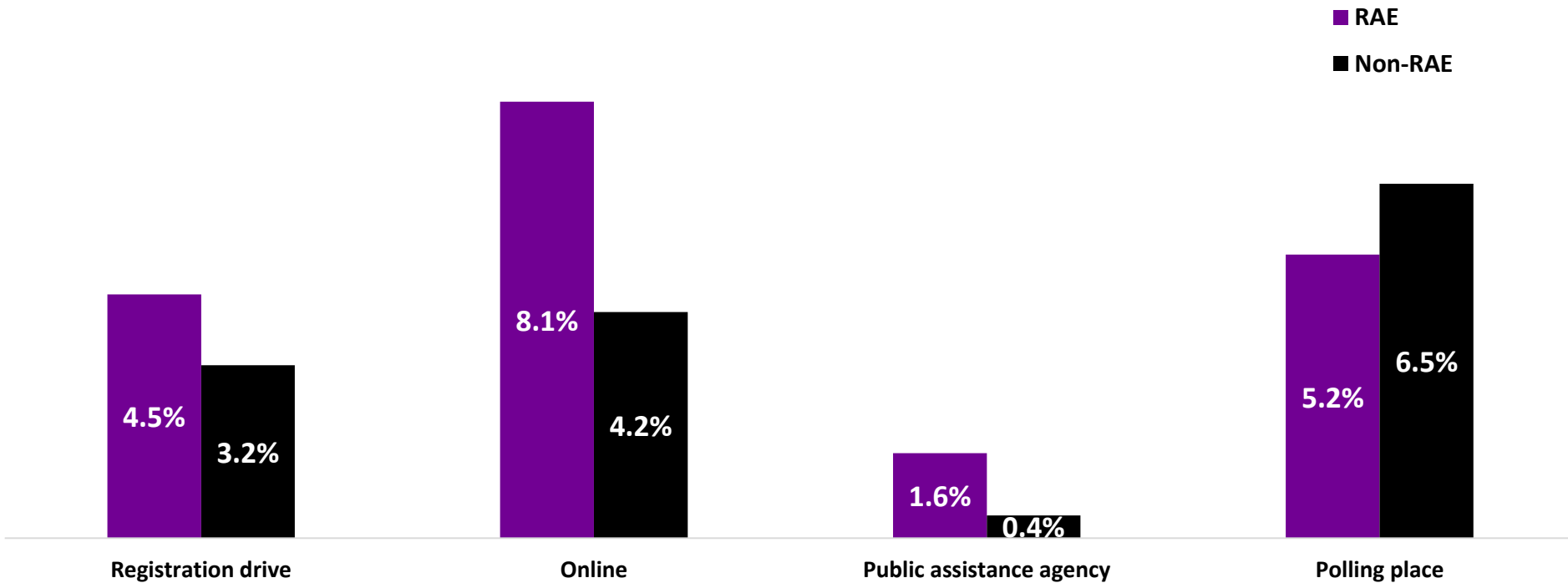
Voters who were not part of the RAE were more likely to have registered to vote at a town hall or government office.

Method of Registration

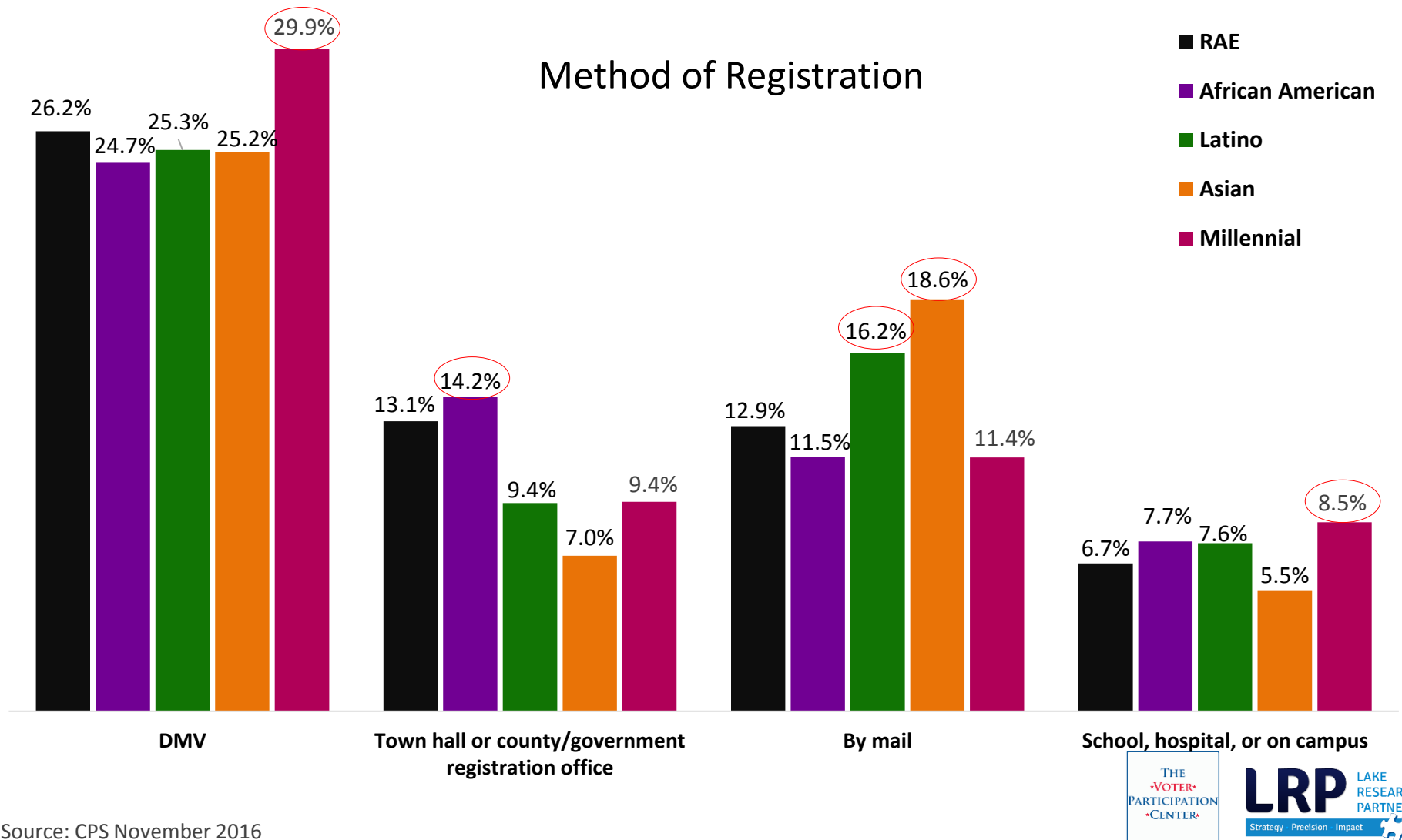


RAE voters were much more likely to report having registered online.

Method of Registration



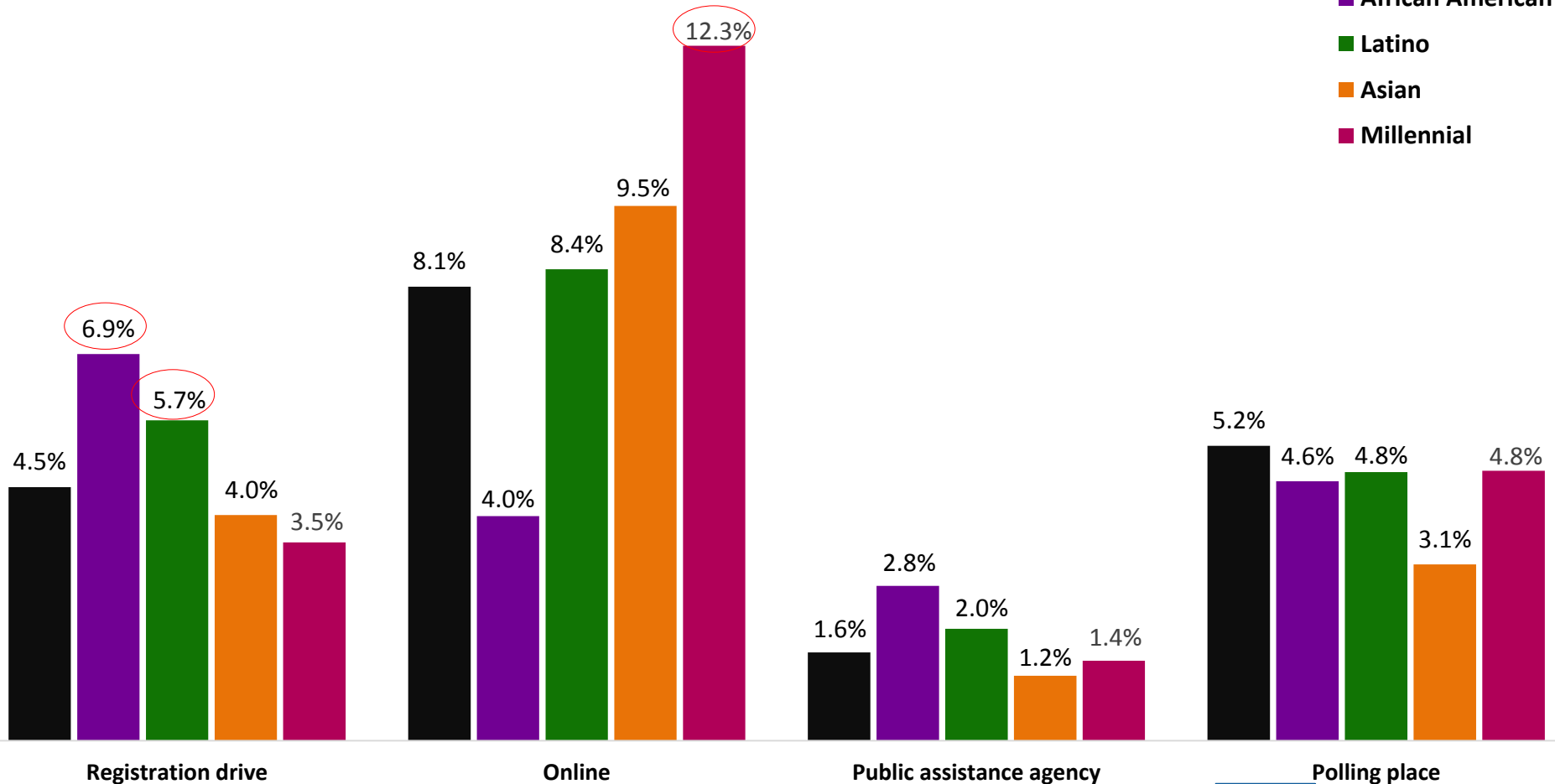
Asian Americans and Latinos were the most likely to register by mail, while Millennials were the most likely to register at the DMV or at a school or campus.



Millennials were the most likely to register through online methods. African Americans and Latinos had a greater chance of registering at a registration drive than other demographic groups.

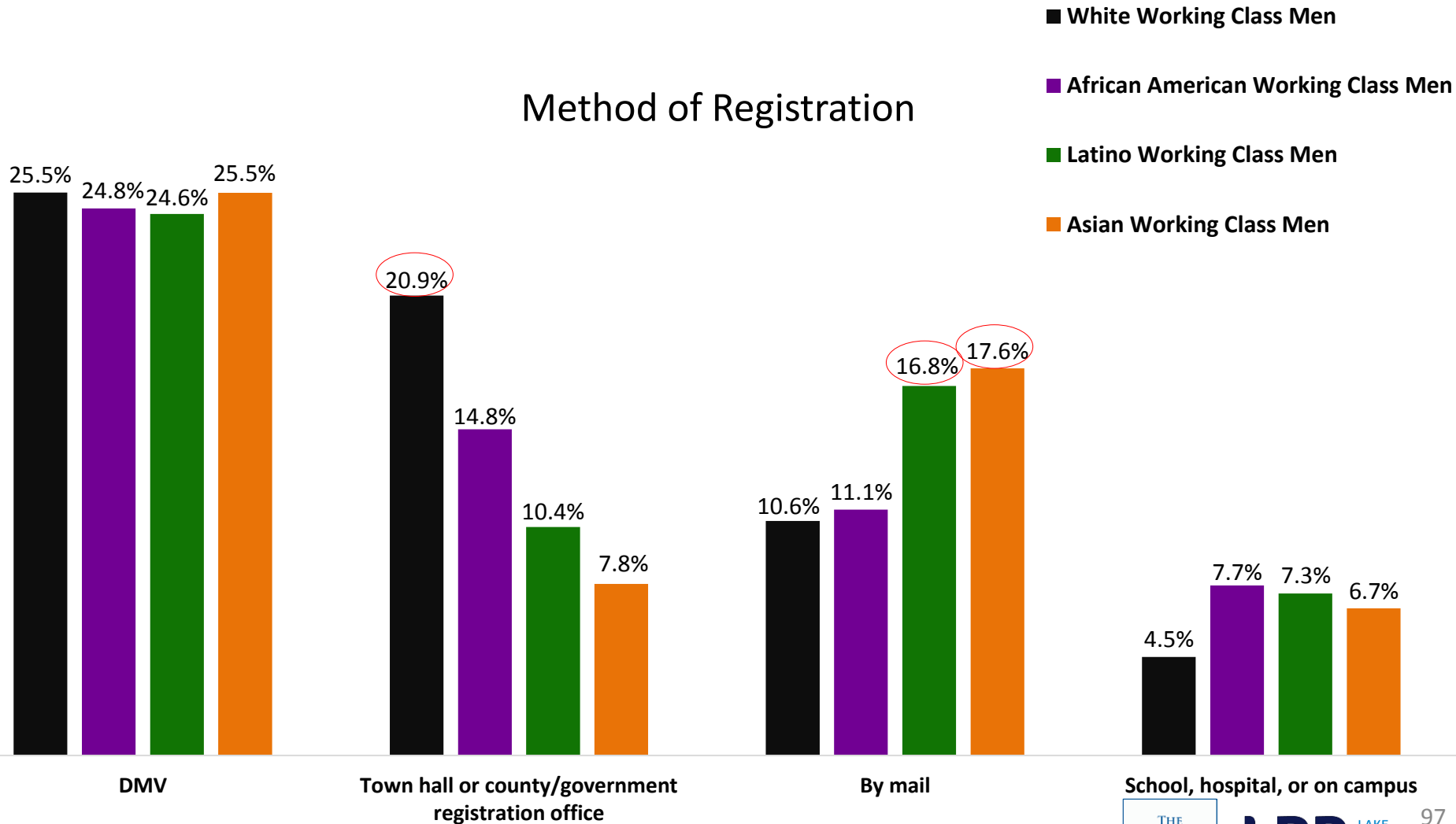
Method of Registration

- RAE
- African American
- Latino
- Asian
- Millennial

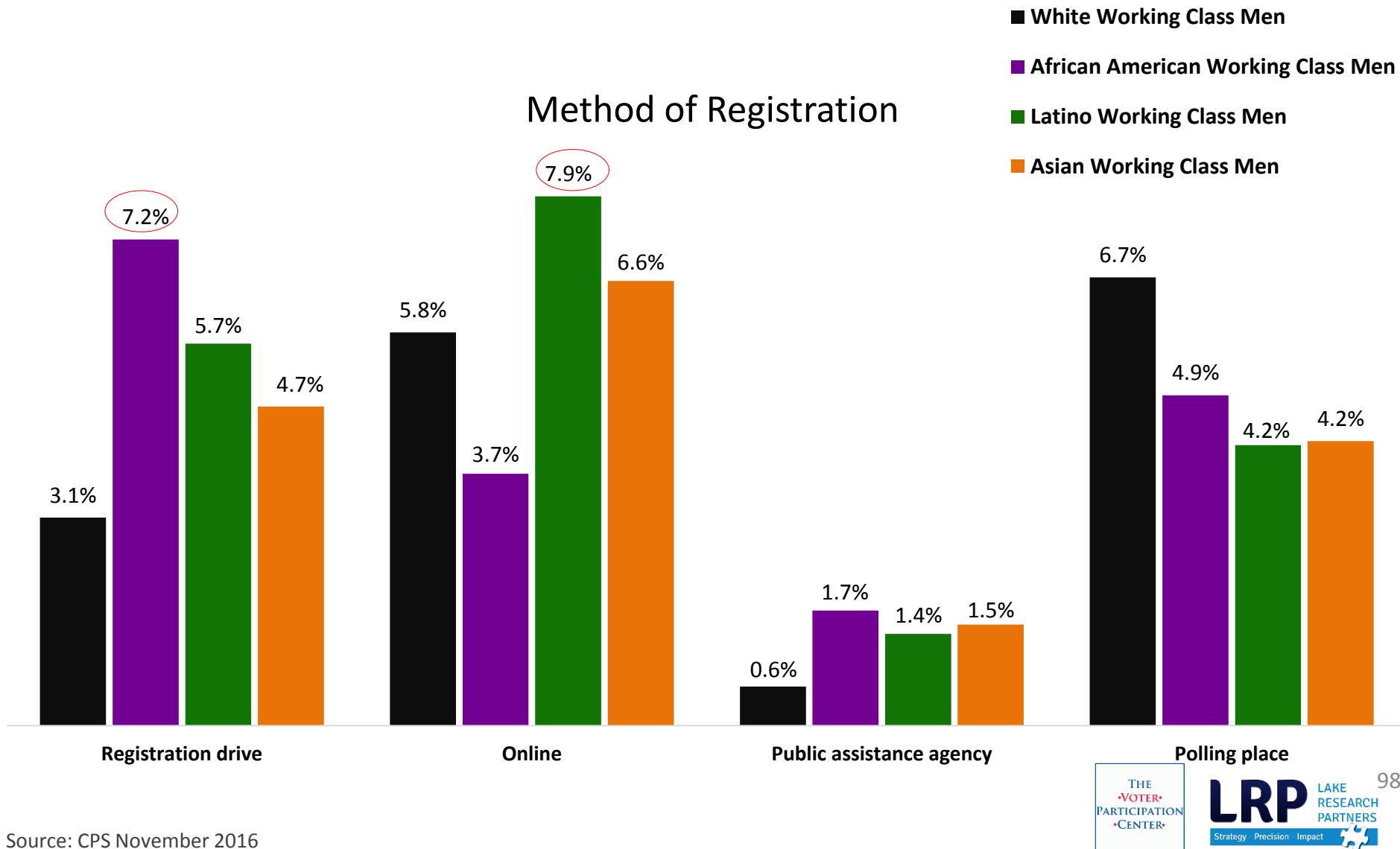


White working class men were much more likely to register to vote at a government office than Latino or Asian working class men, who were more likely to register by mail.

Method of Registration



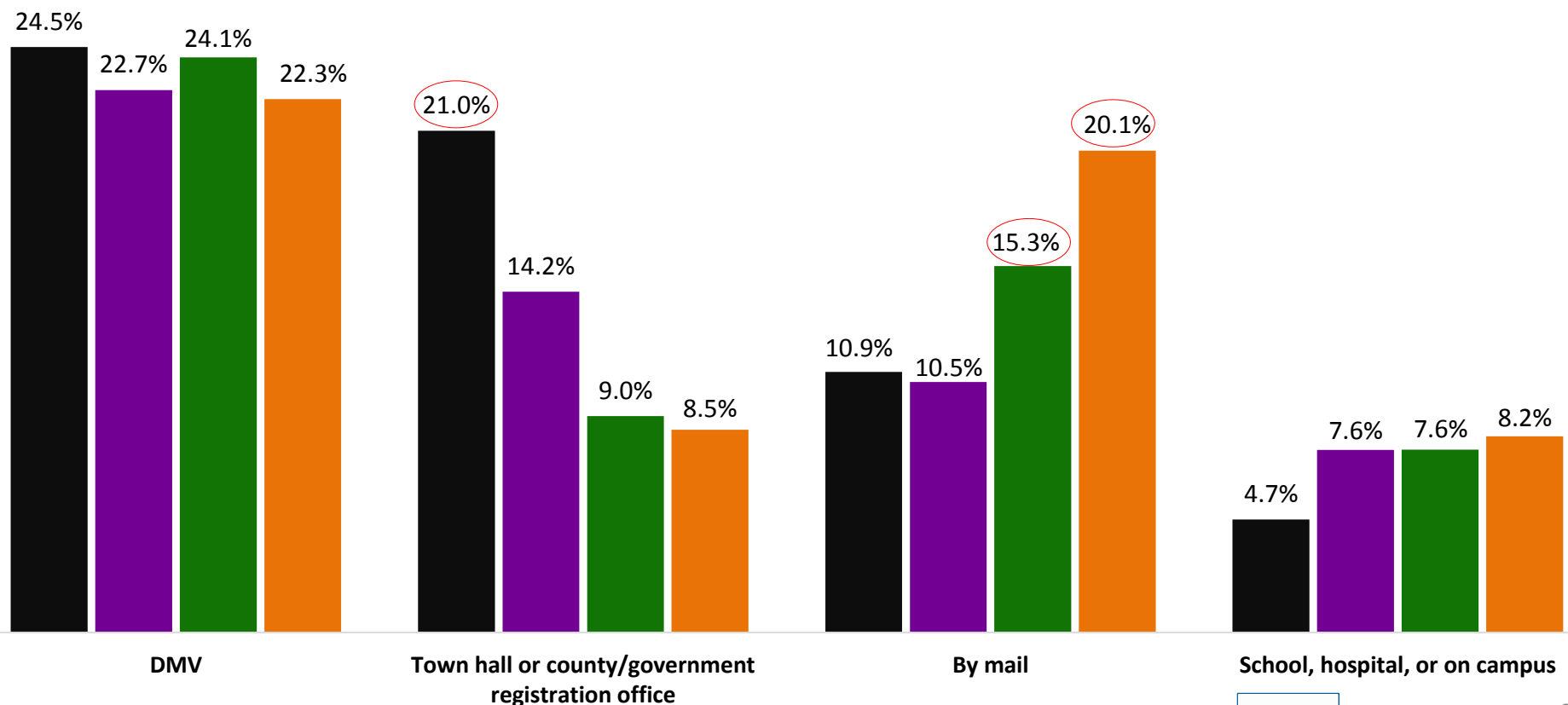
African American working class men were the most likely to register through a registration drive, while Latino working class men were the most likely to register online.



As with working class men, white working class women were much more likely to register to vote at a government office than Latina or Asian working class women (who were both more likely to register by mail).

Method of Registration

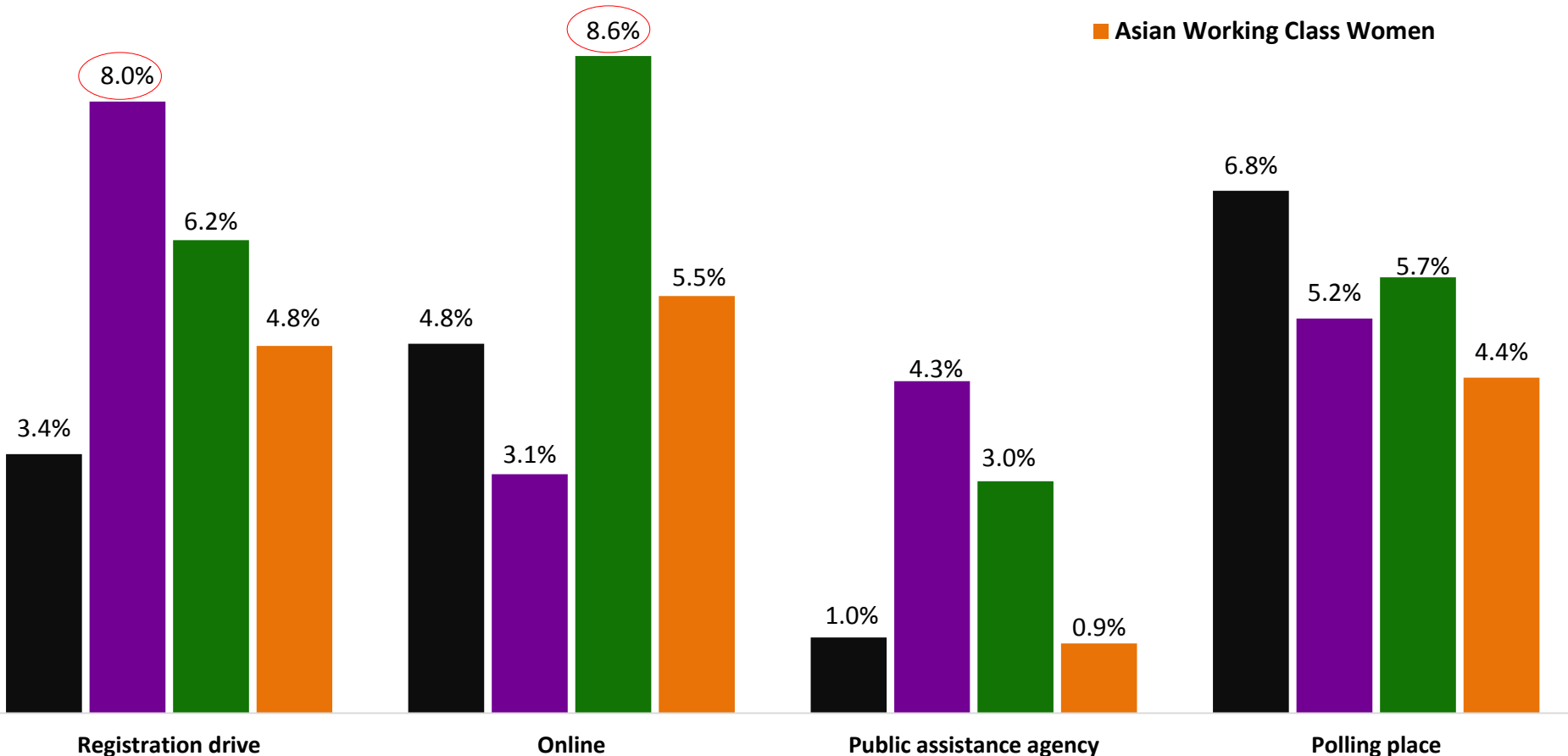
- White Working Class Women
- African American Working Class Women
- Latina Working Class Women
- Asian Working Class Women



African American working class women were most likely to register through a registration drive, while Latina working class women were most likely to register online.

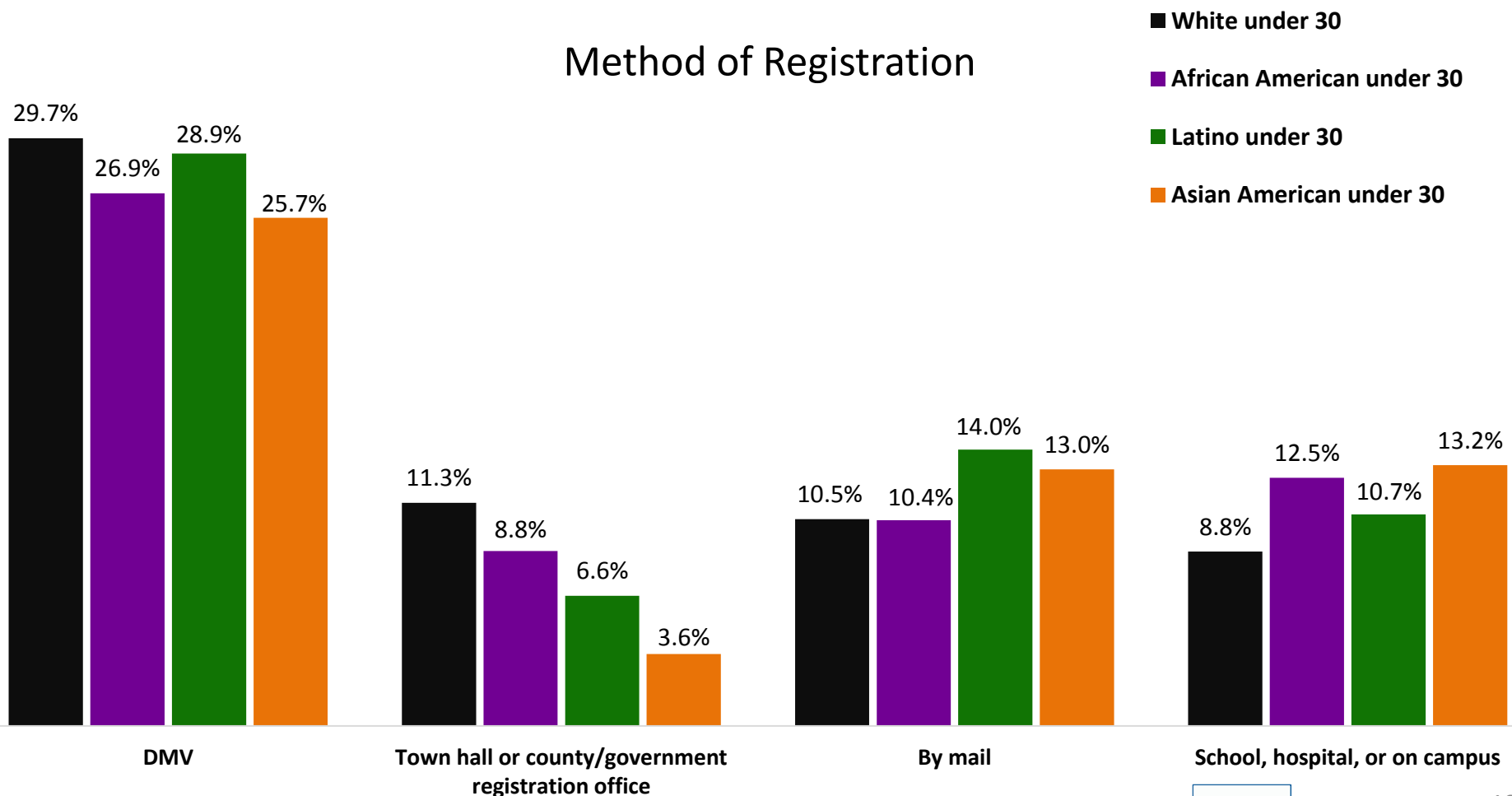
Method of Registration

- White Working Class Women
- African American Working Class Women
- Latina Working Class Women
- Asian Working Class Women

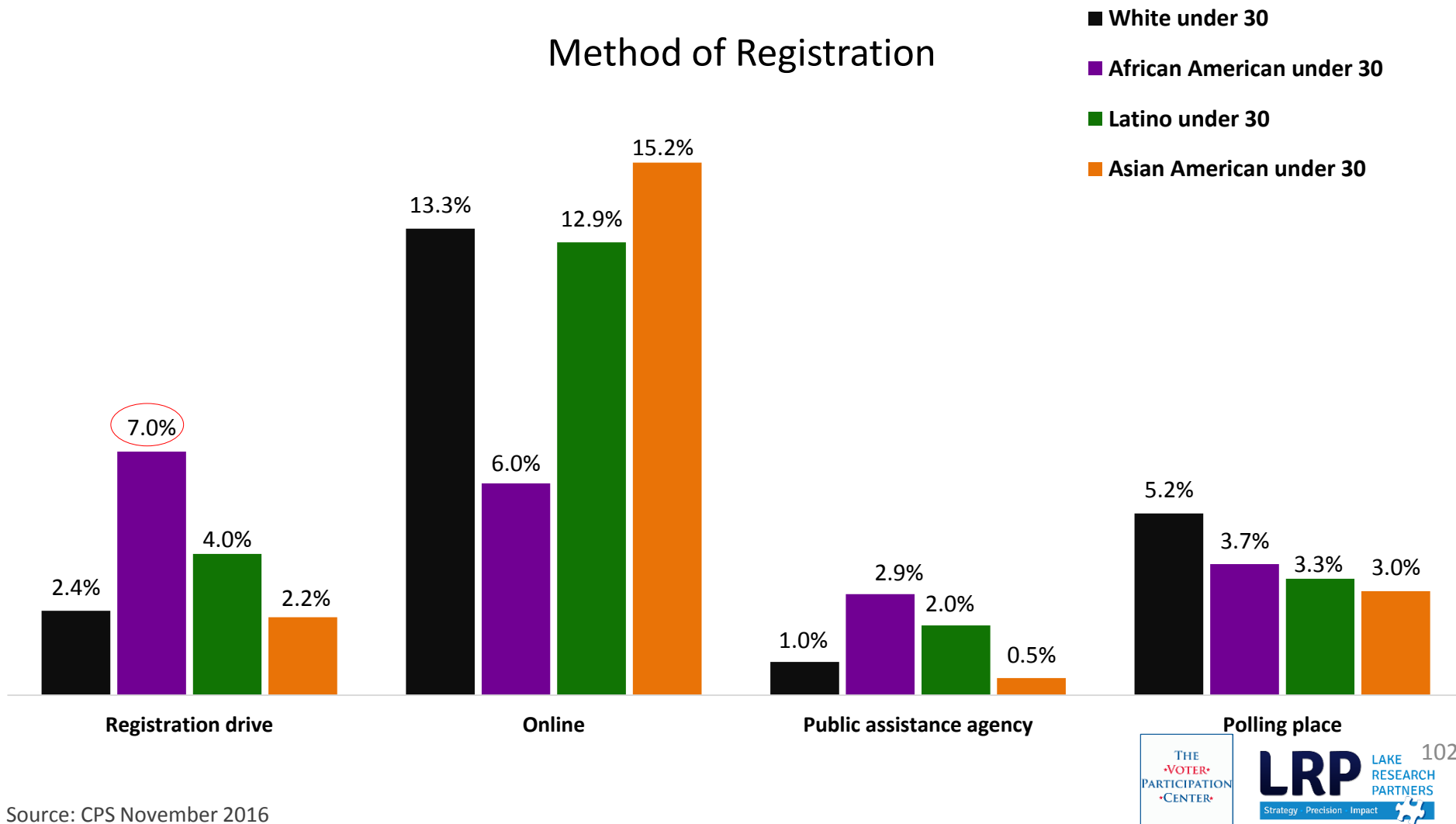


Voters under 30 were more likely to register at the DMV. African American and Asian young voters were also somewhat more likely to register on a school or campus setting.

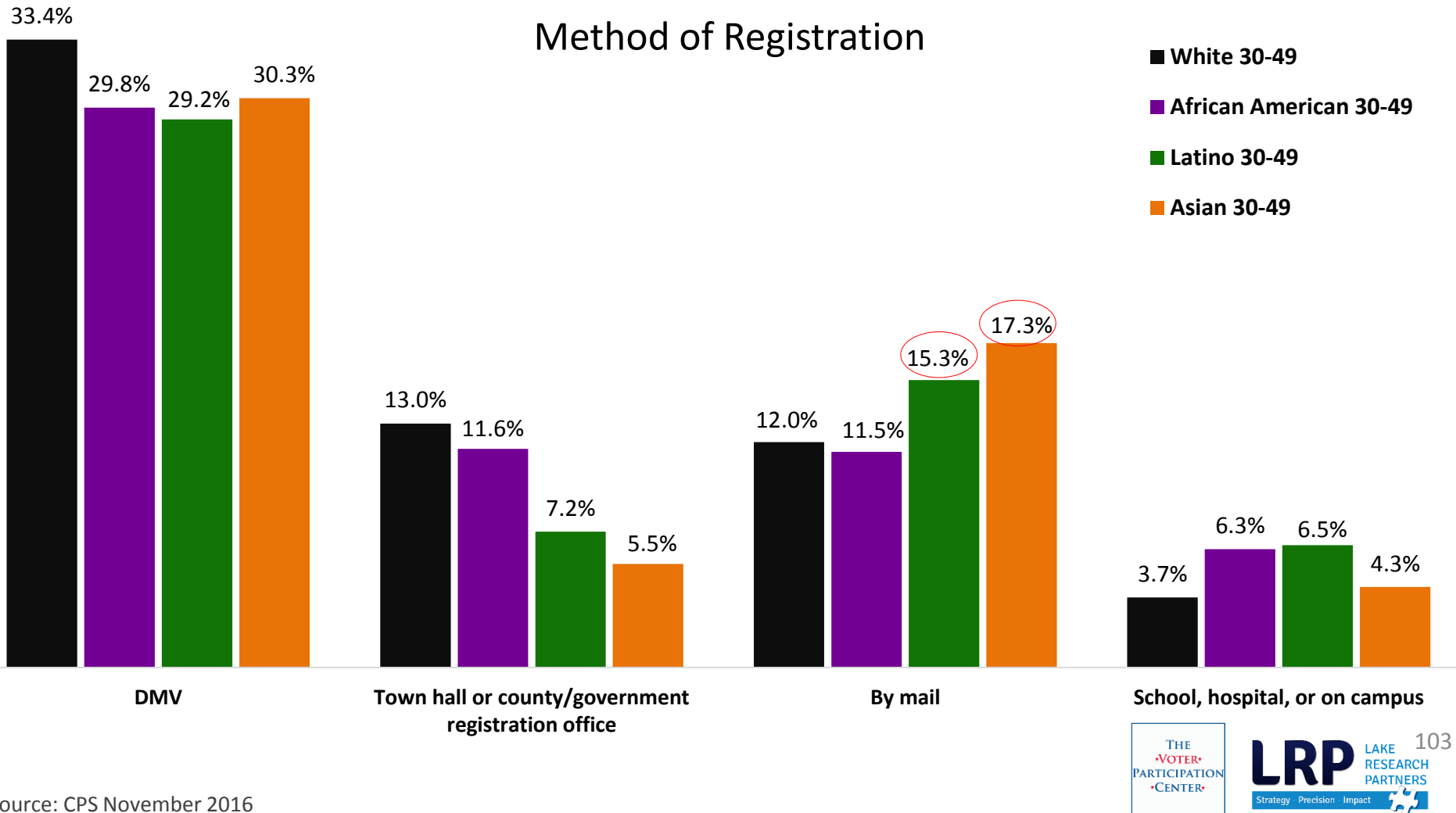
Method of Registration



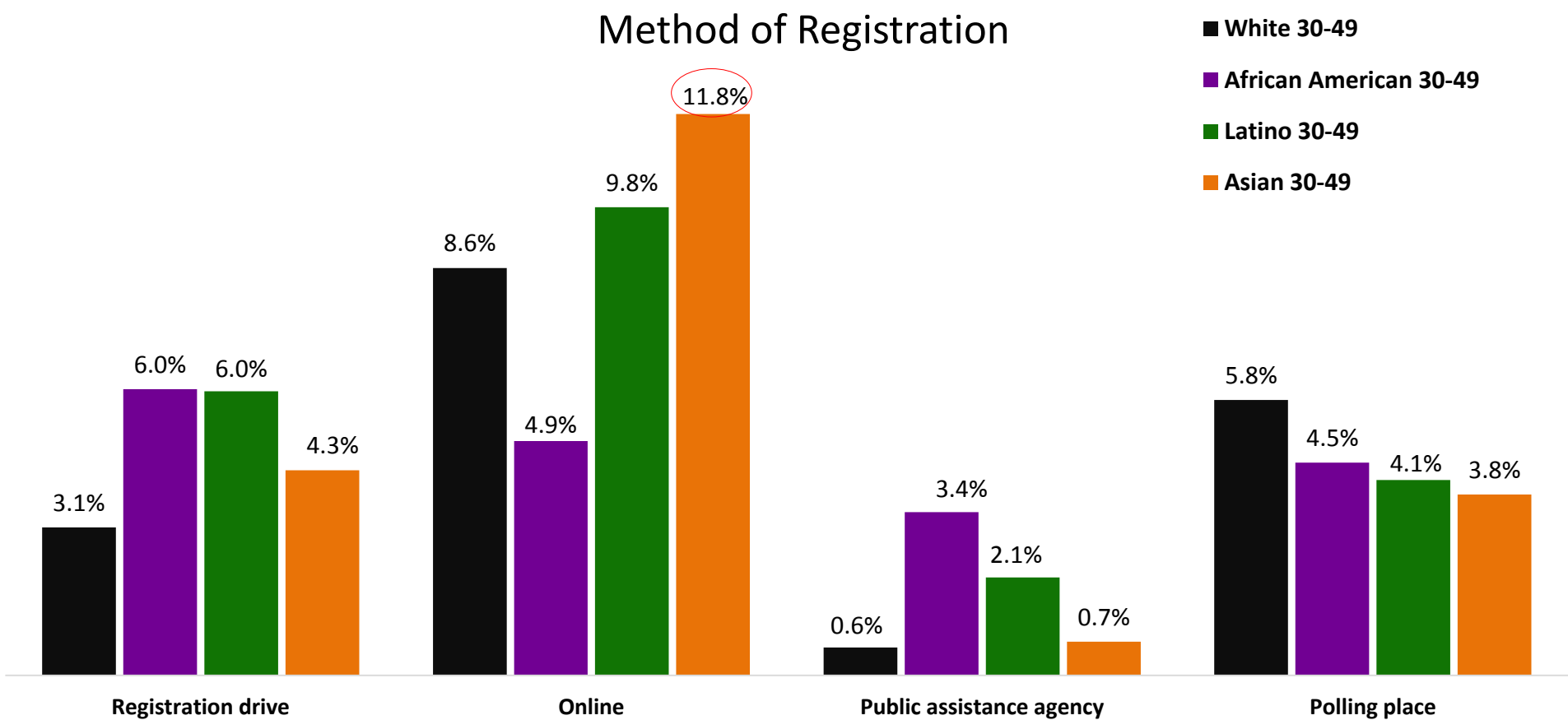
Voters under 30 were more likely to have registered to vote through online methods than their older counterparts, with the exception of young African American voters, who were more likely to register through a drive.



White voters between 30-49 were the highest users of the DMV for registration. Asian and Latino voters in this age group were likely to register via mail.



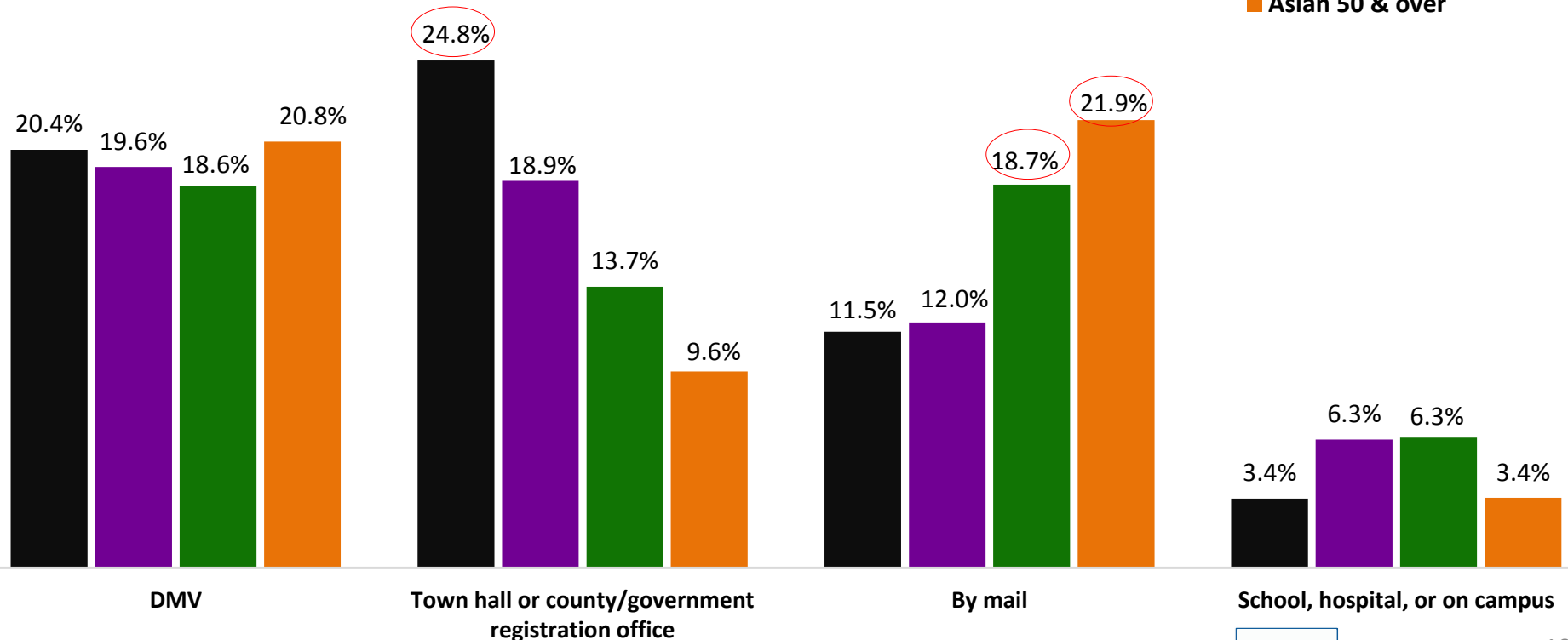
Asian voters in the 30-49 age group were still relatively likely to use online methods for registration.



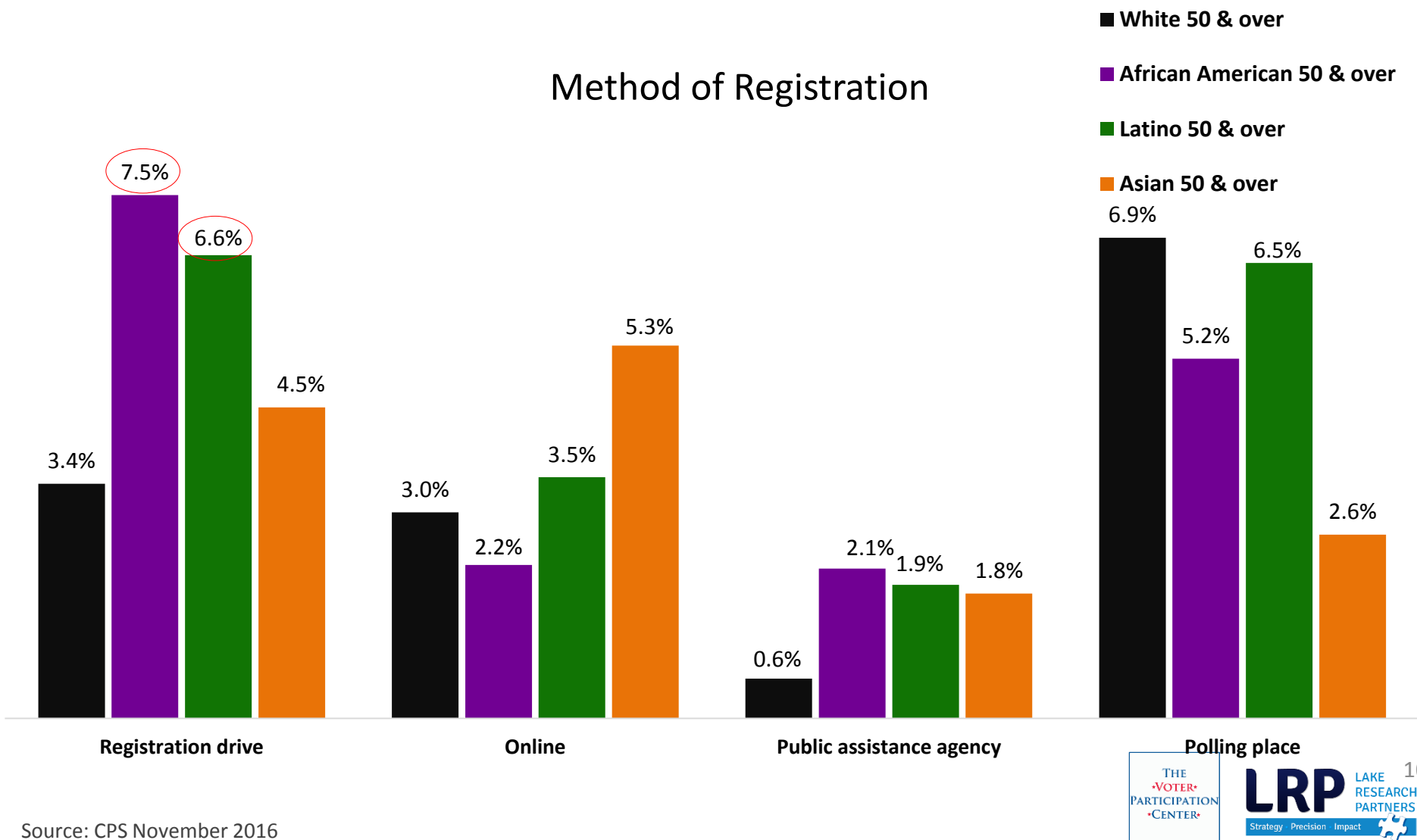
Older voters (50 & up) of every race were much less likely than their younger counterparts to use the DMV for registration. White older voters were the most likely to use a government office, while older Asian and Latino voters far outpaced their peers in use of mail registration.

Method of Registration

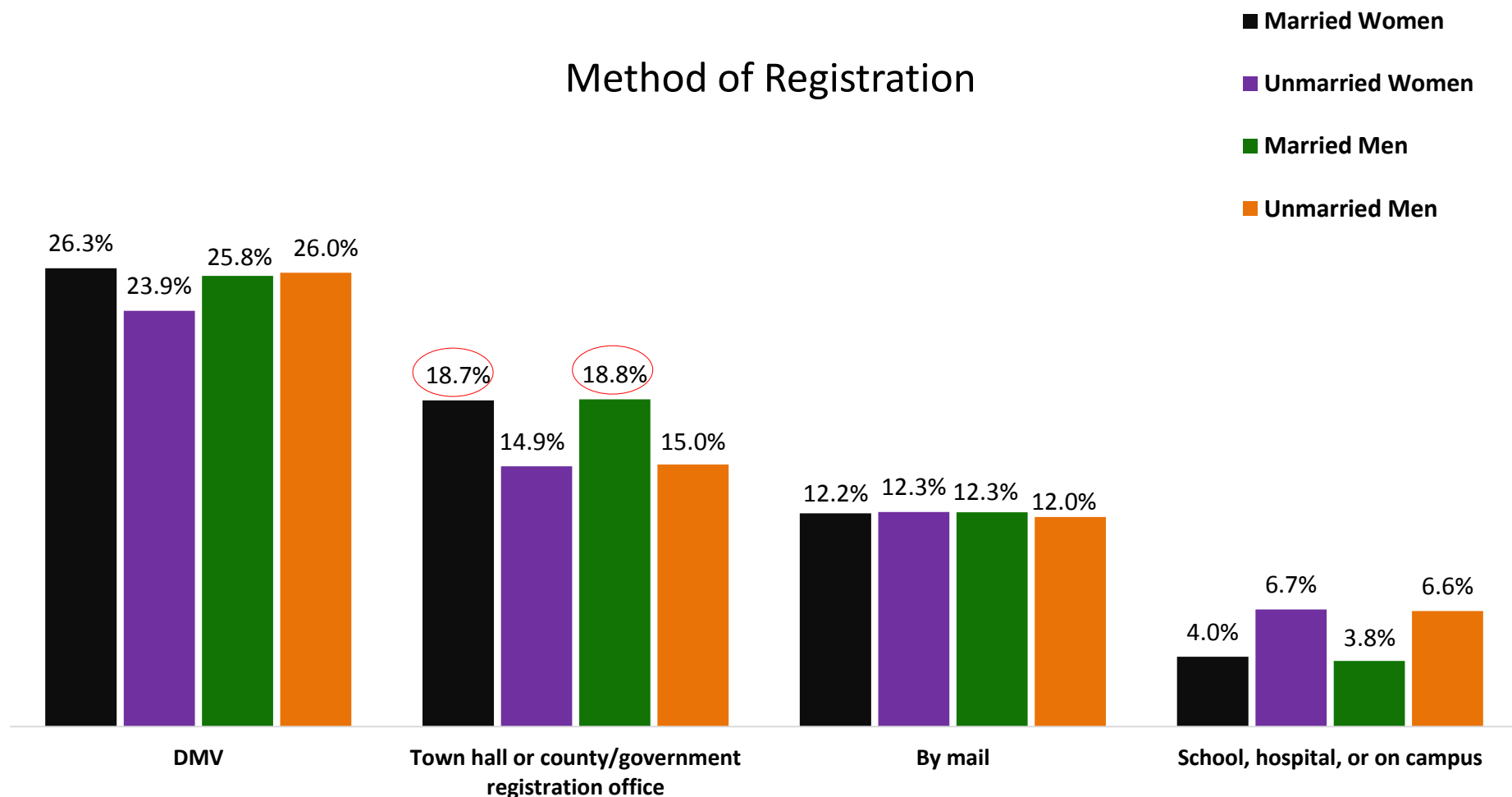
- White 50 & over
- African American 50 & over
- Latino 50 & over
- Asian 50 & over



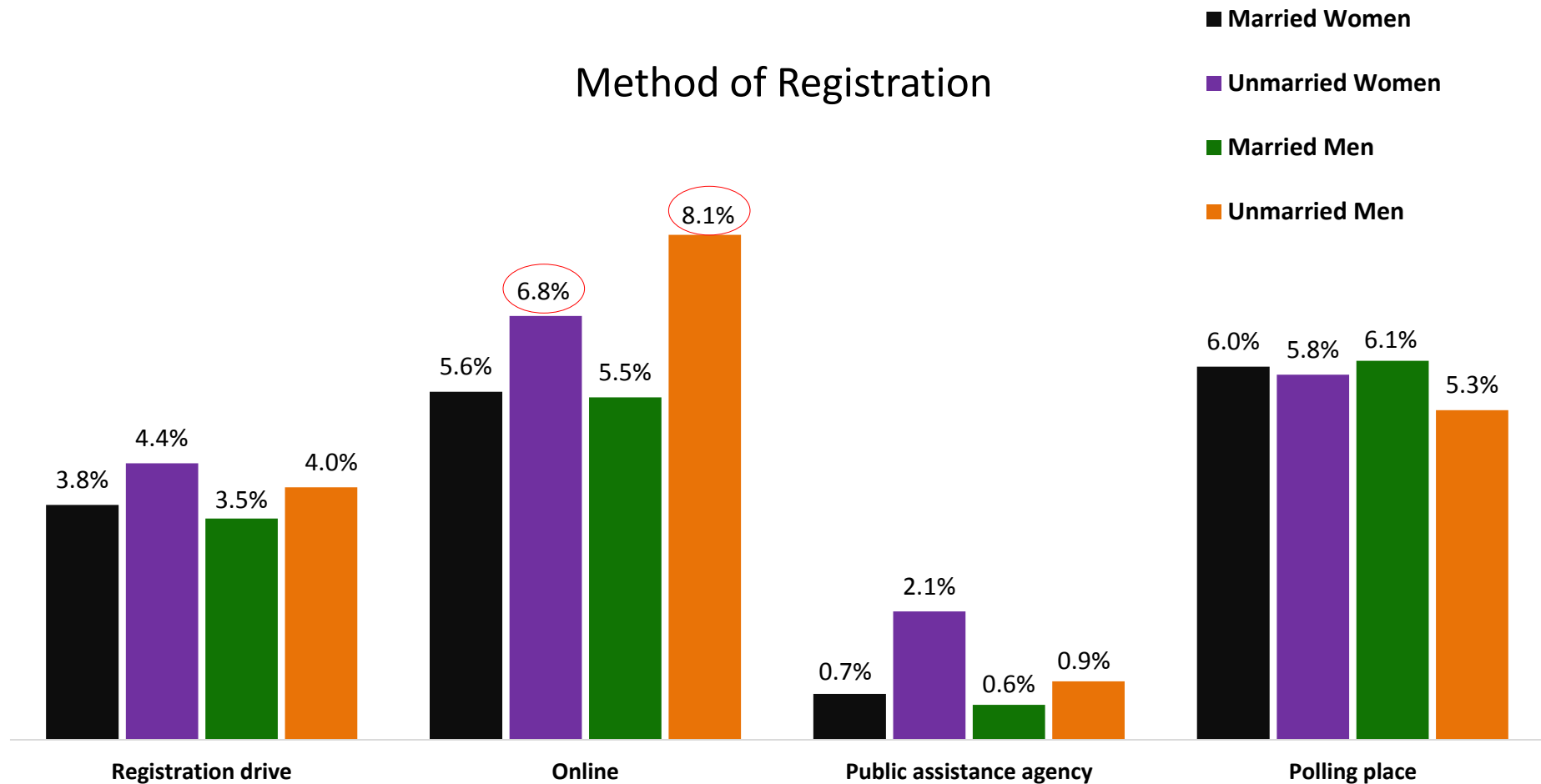
Older African American and Latino voters benefited from registration drives.



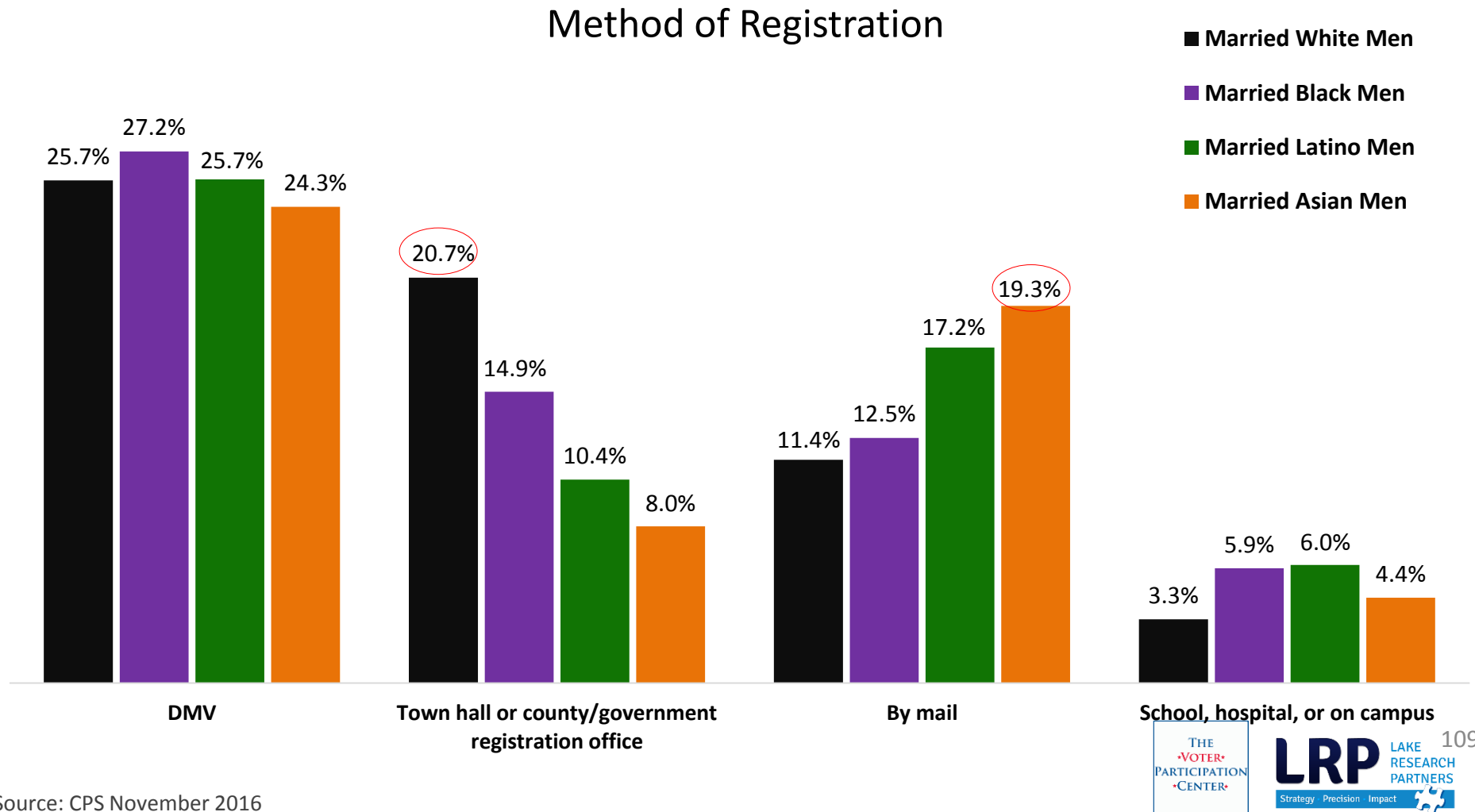
Married voters reported that they are more likely to have registered at a government office. Unmarried women were somewhat less likely to have registered at the DMV. All unmarried individuals were less likely to register at government offices.



Unmarried women were more likely to register online, though this is most common among unmarried men.

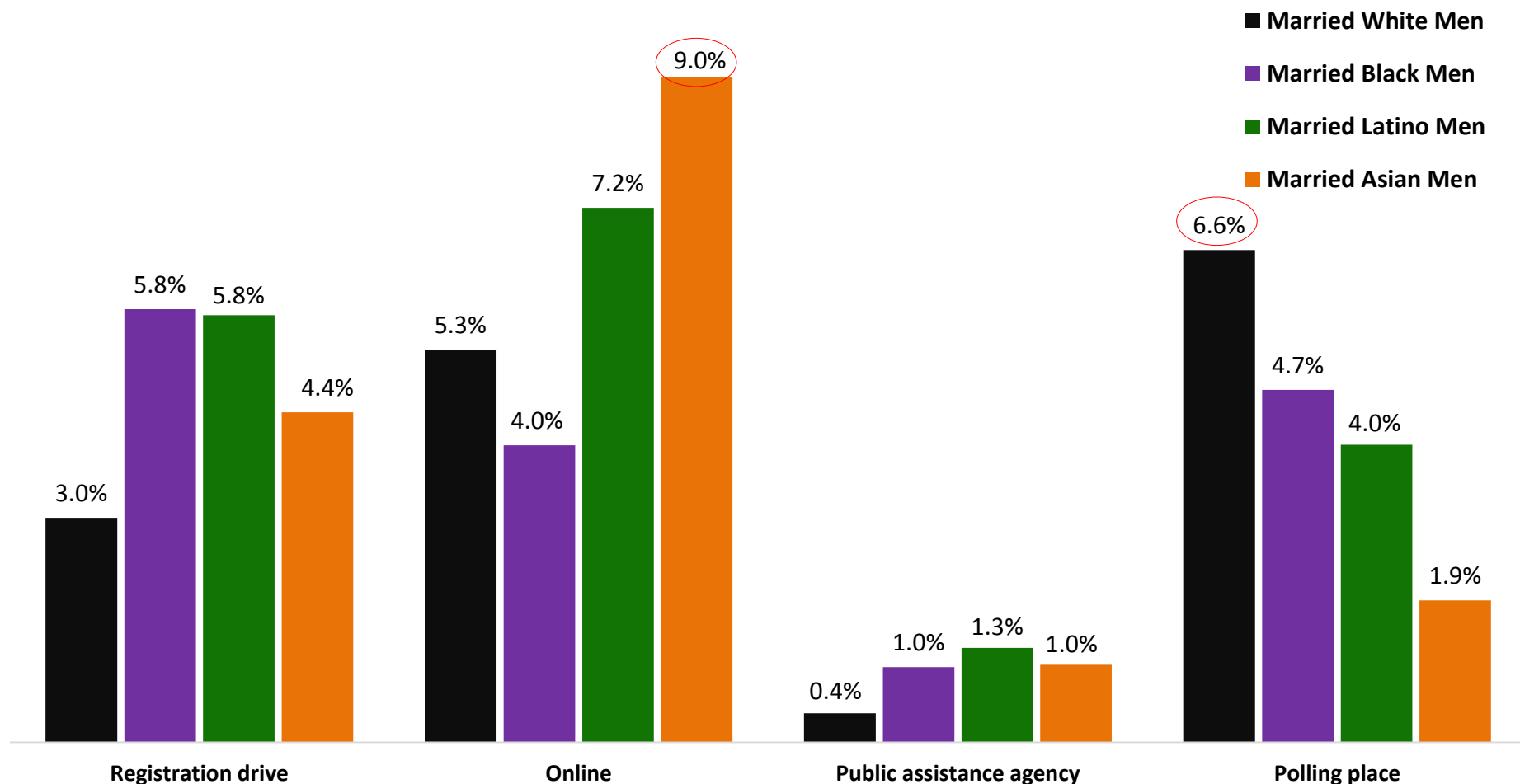


Examining the gender/marital status/racial breakout, married white men were disproportionately likely to have registered to vote at a government building and Asian married men were more likely to have registered to vote by mail.



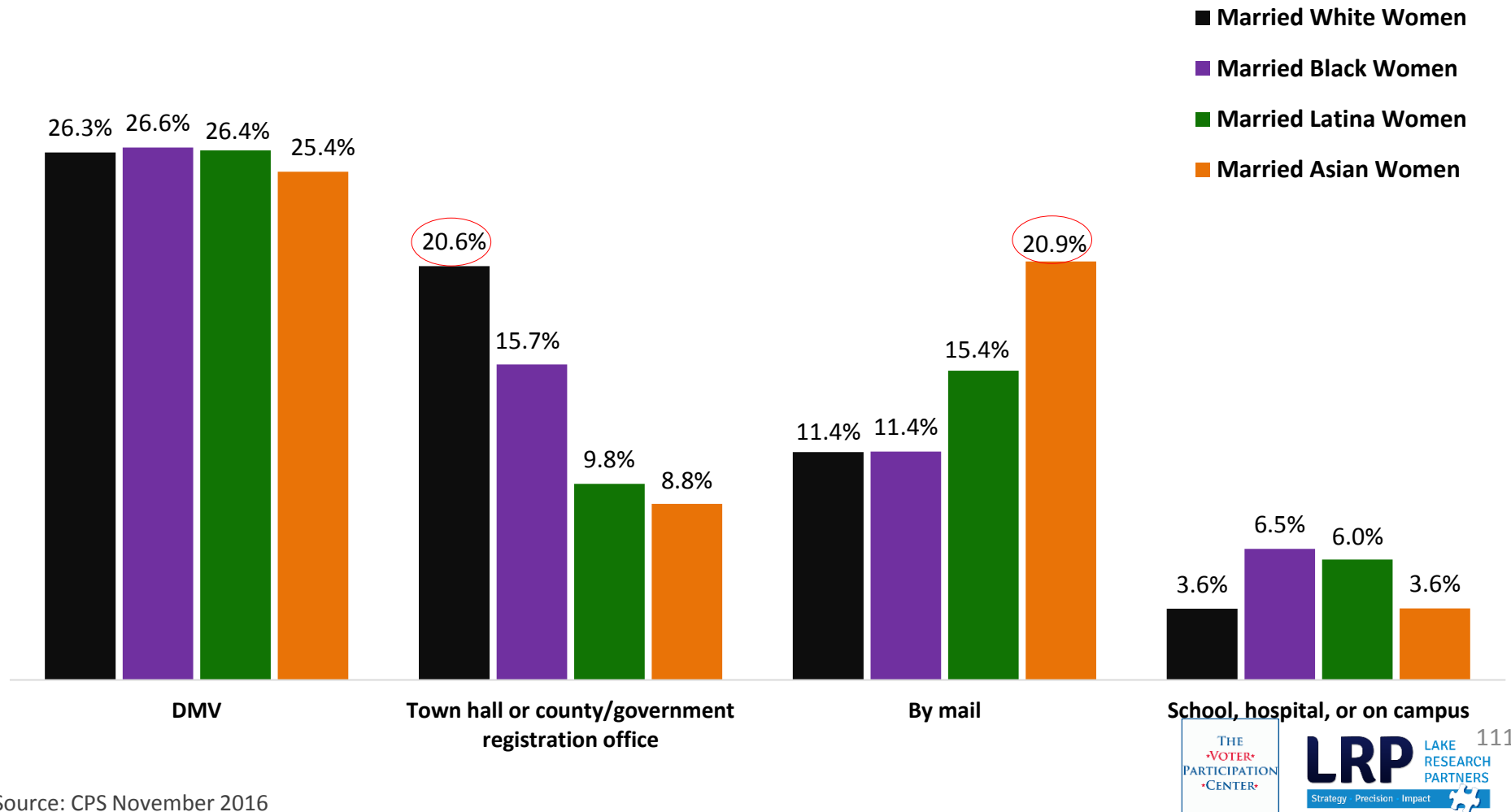
Married Asian men were the most likely to register online or at a registration drive, while white married men were the most likely to register at a polling place.

Method of Registration

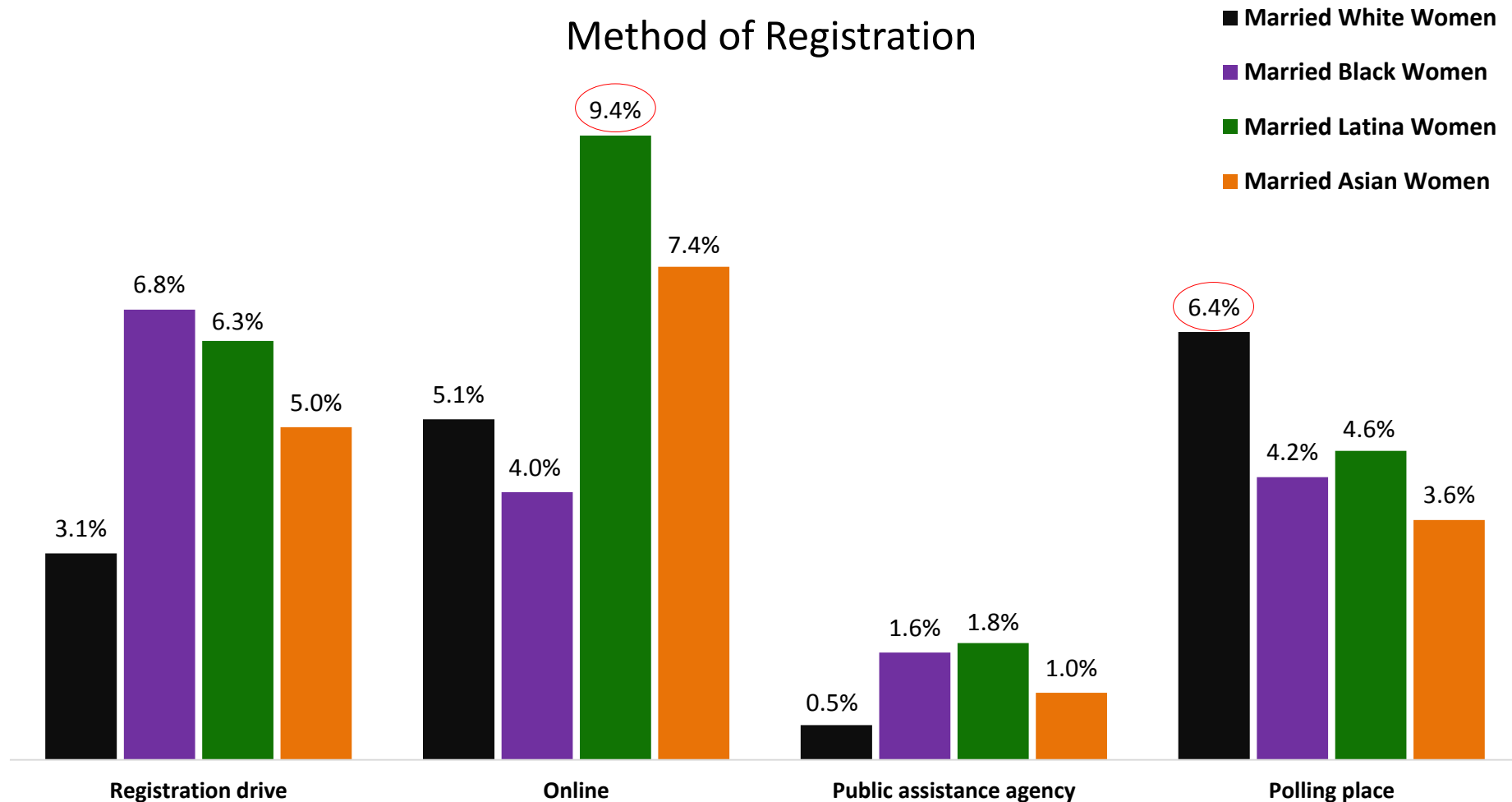


Similar to married white men, married white women were more likely to register at a government building; and, similar to married Asian men, married Asian women were more likely to register by mail.

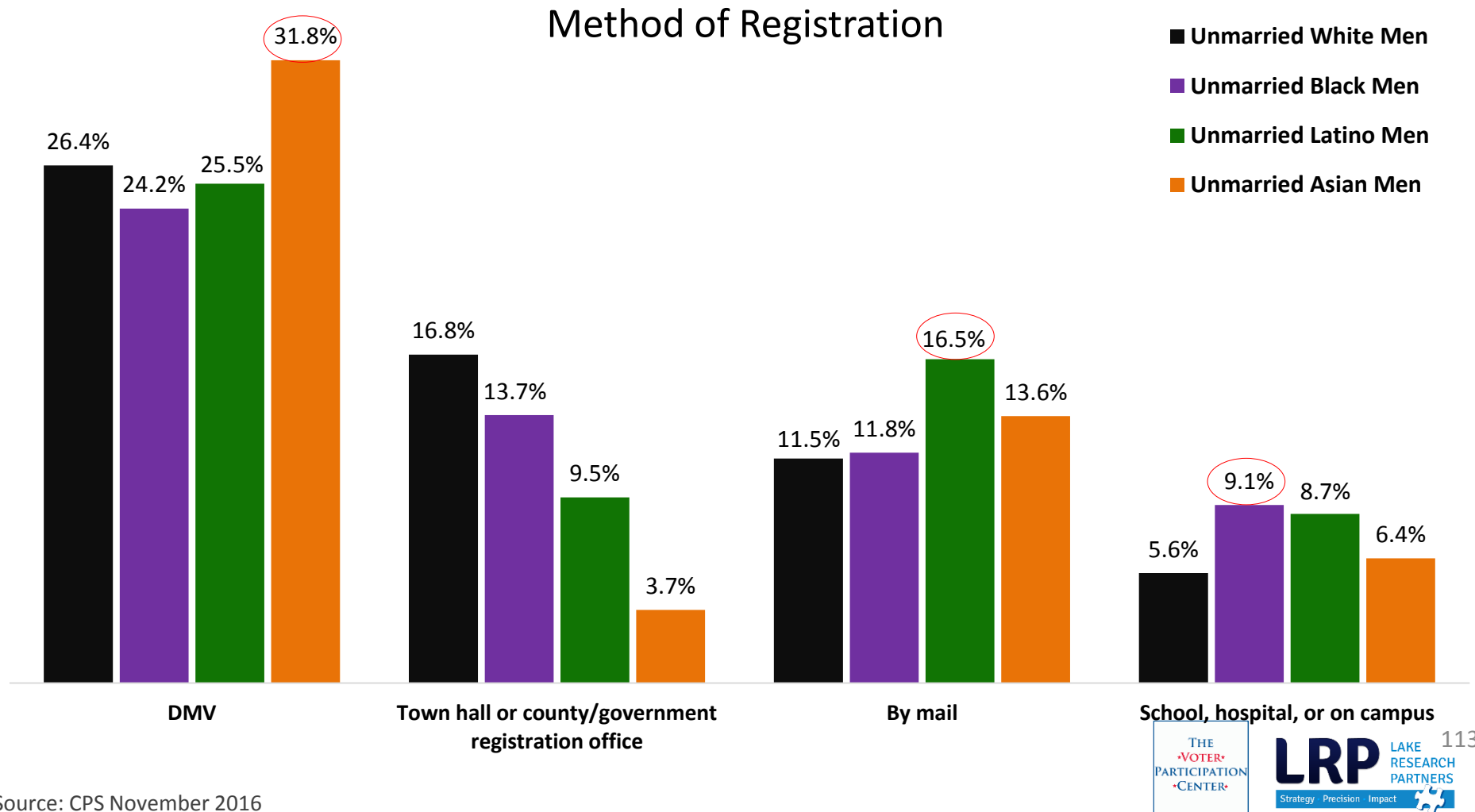
Method of Registration



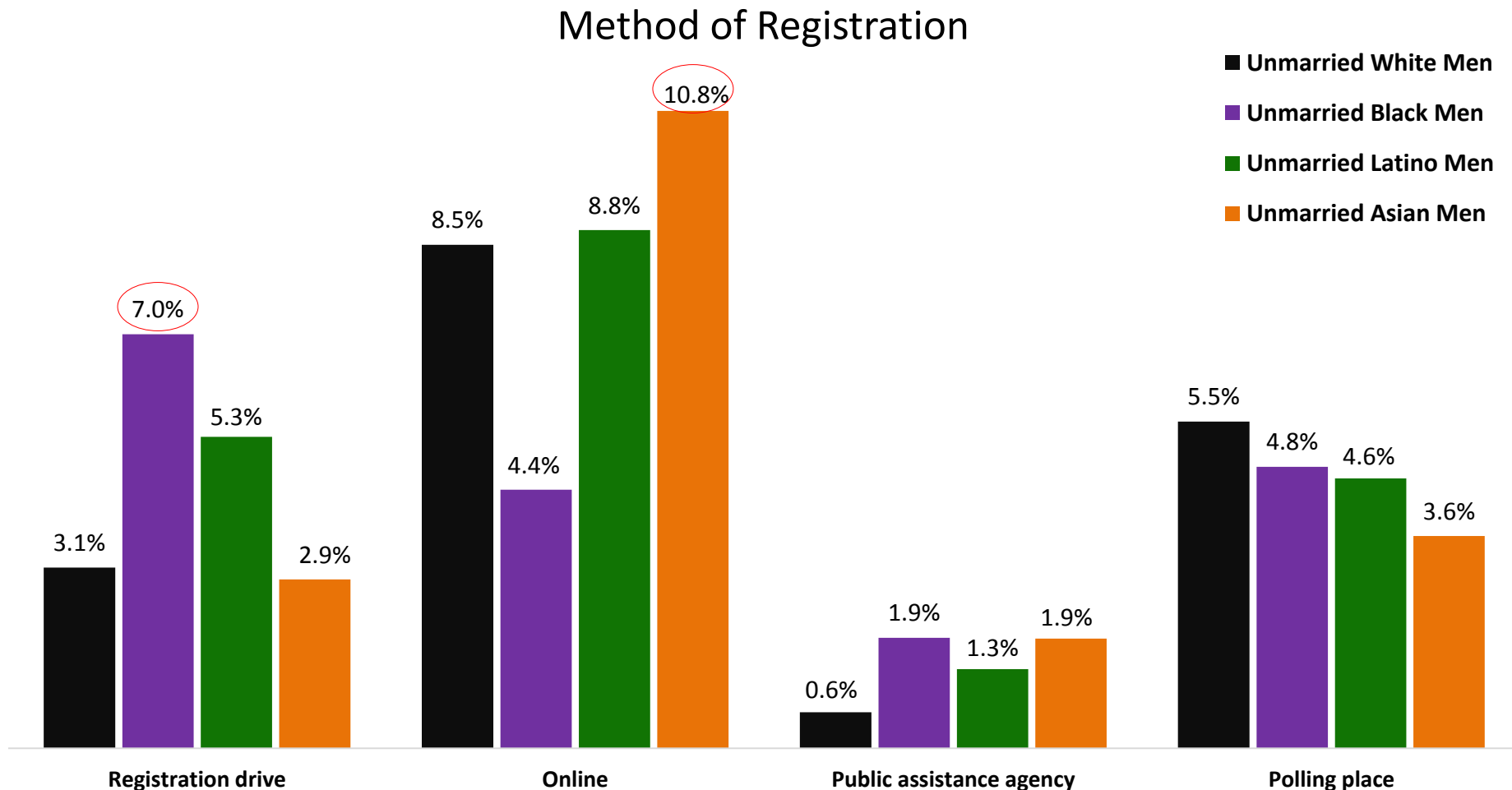
Married Latina women were more likely to register online, married white women were more likely to register at a polling place, and married black women were more likely to register at a registration drive.



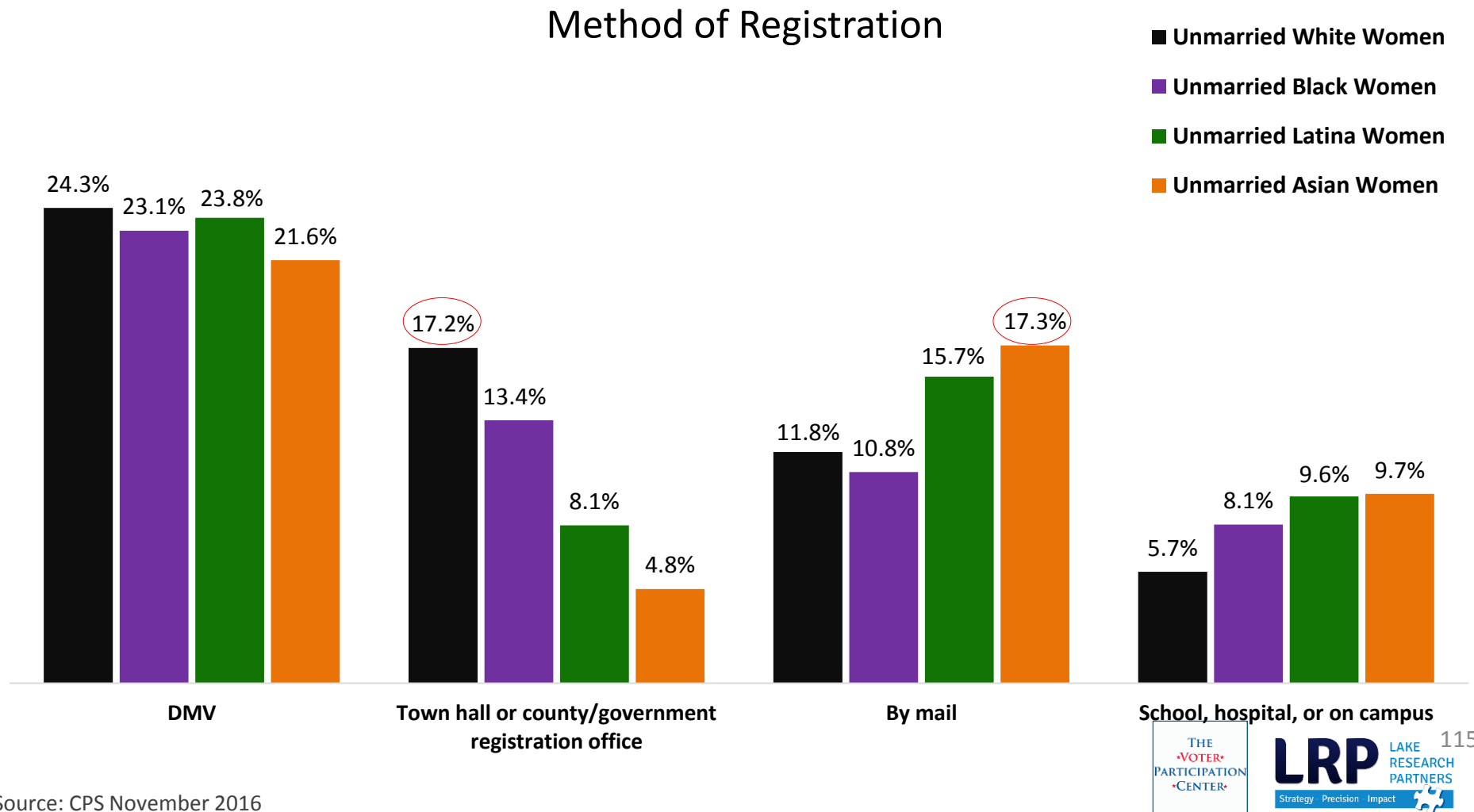
The DMV was the most common place unmarried men to register, and this was disproportionately true for Asian unmarried men. Unmarried Latino men were also likely to register to vote by mail and unmarried black men were more likely than other subgroups to register to vote at a school.



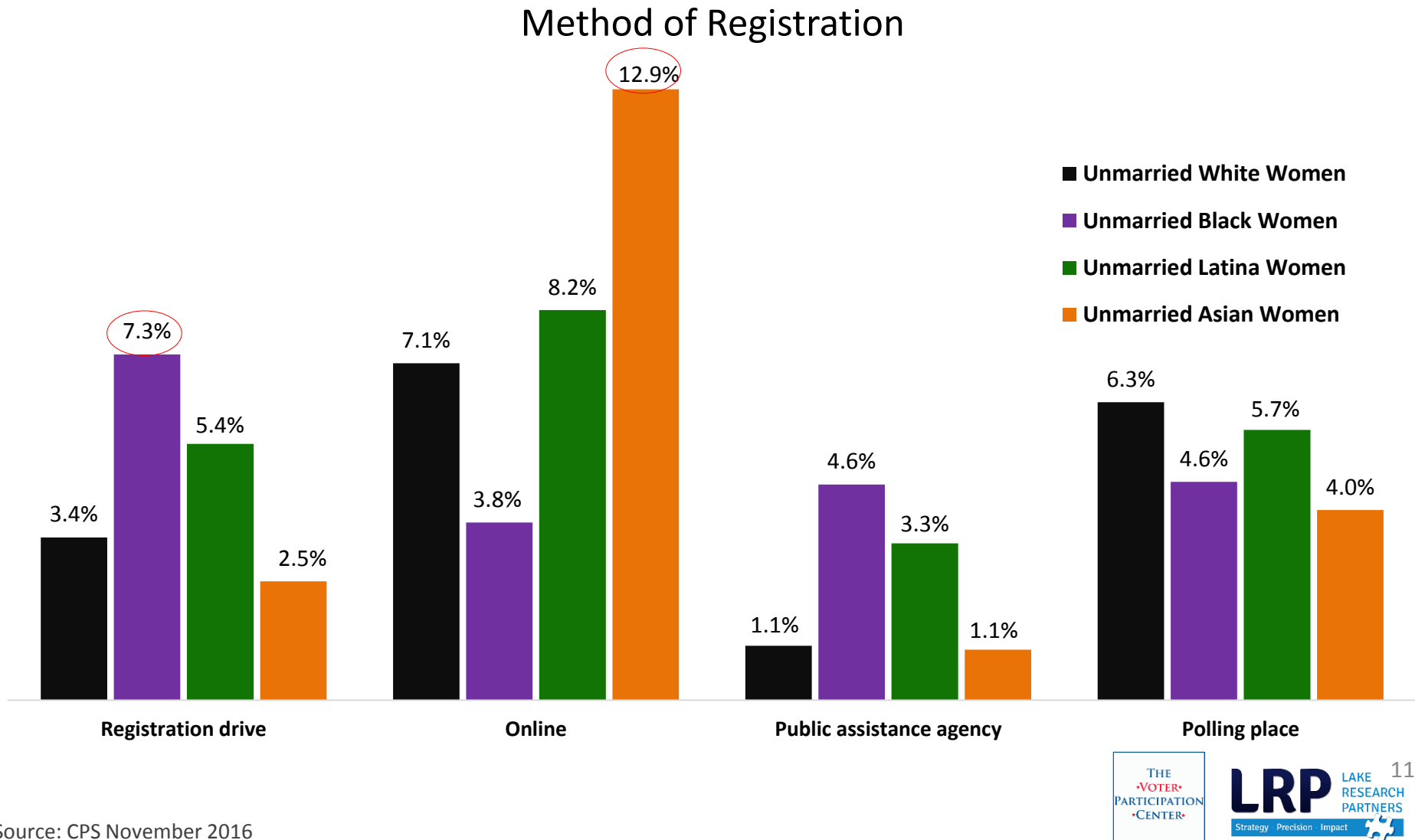
Unmarried Asian men registered to vote online more than their counterparts and unmarried black men were the more likely to use a registration drive to register.



Unmarried white women were the most likely among their counterparts to register at a government building, and unmarried Asian women were more likely to register by mail.

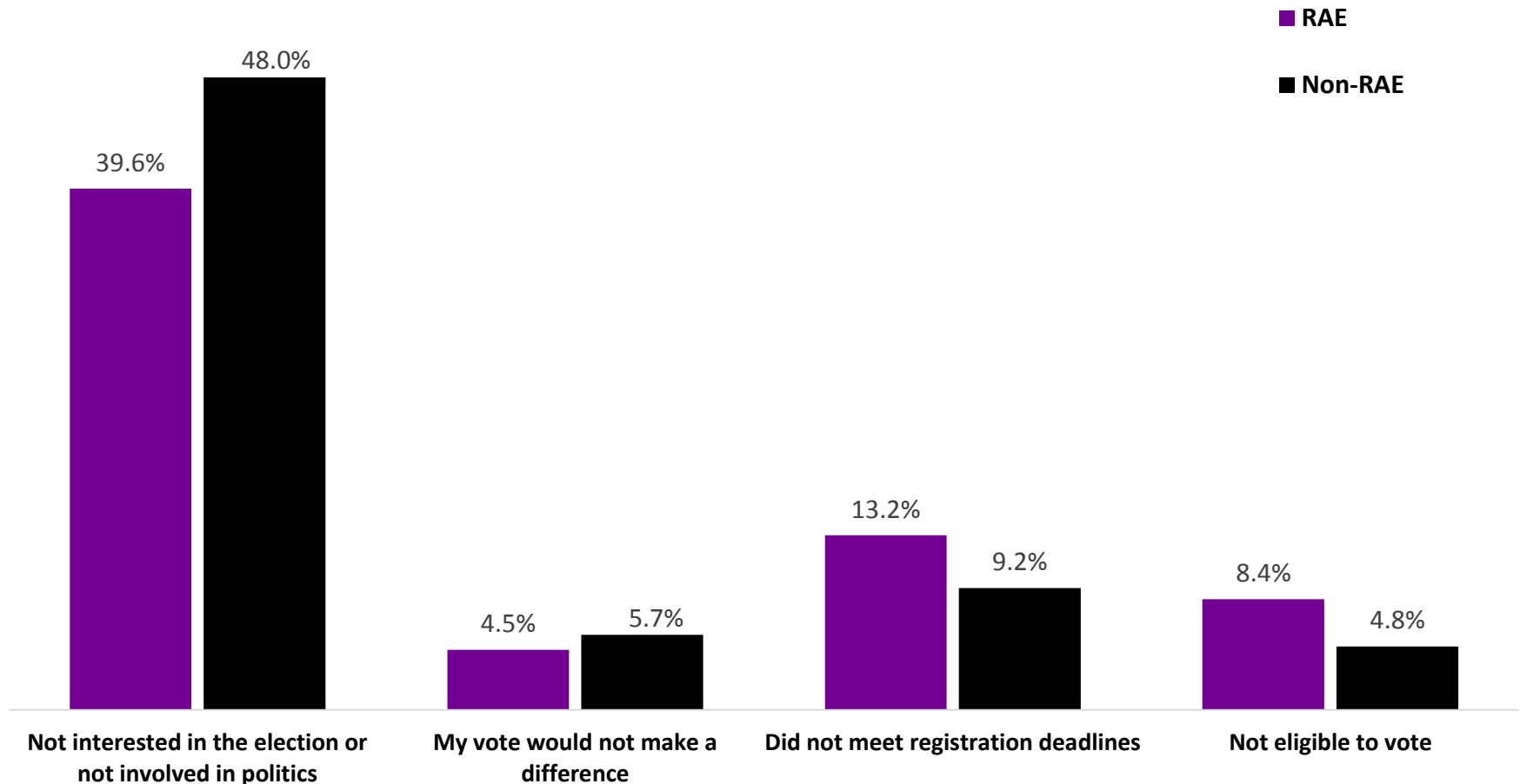


Unmarried Asian women registered to vote online more than any other group in this marital status/gender/race breakout, and unmarried black women were more likely than any other group in this breakout to have registered at a registration drive.



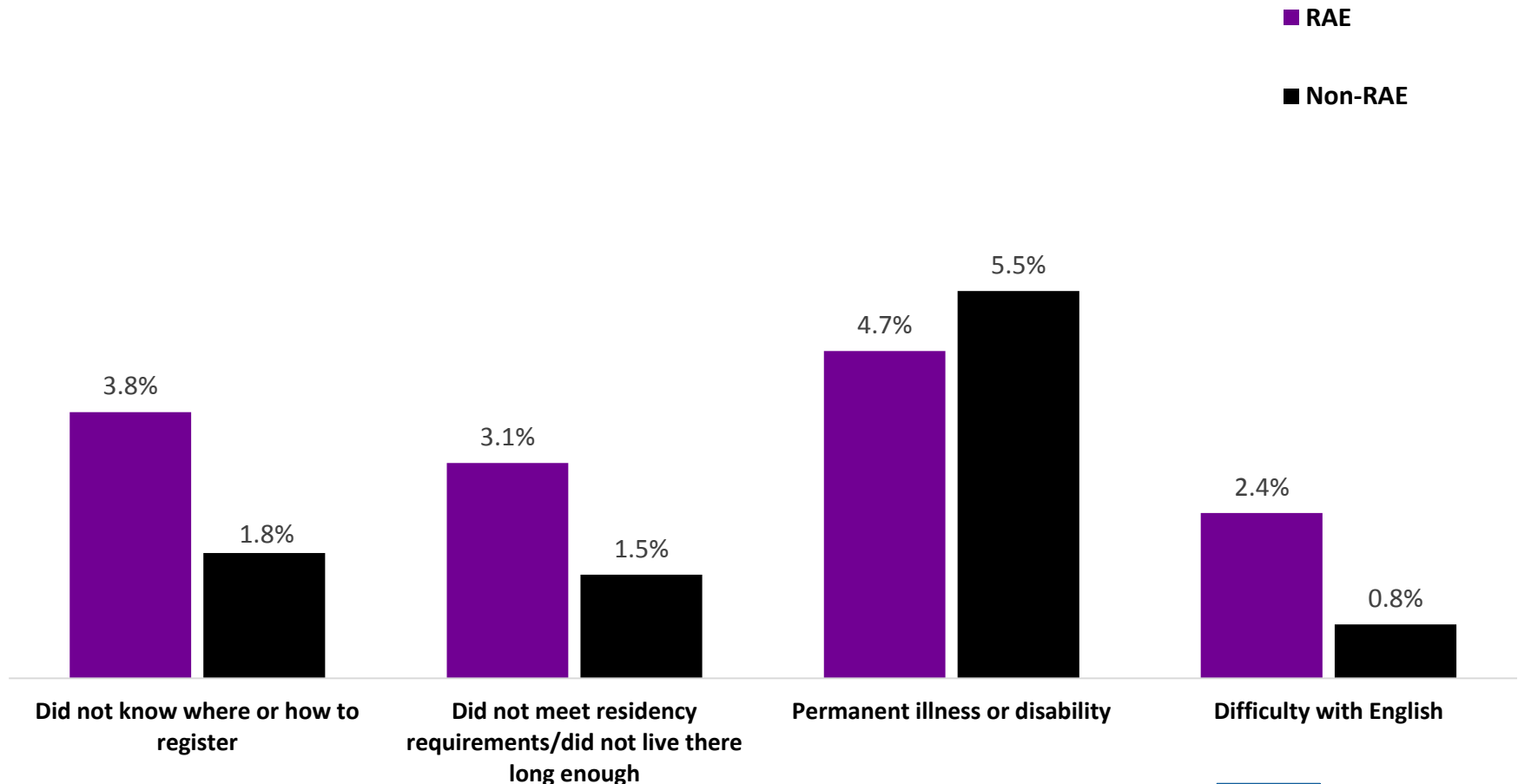
Non-RAE members cited a lack of interest in the election (48.0% compared to 39.6% for RAE members) as an explanation for not registering. This could be because non-RAE members reported lower numbers than the RAE regarding administrative hurdles, suggesting that not registering to vote is a choice for the non-RAE, rather than an inability.

Reason for Not Registering to Vote

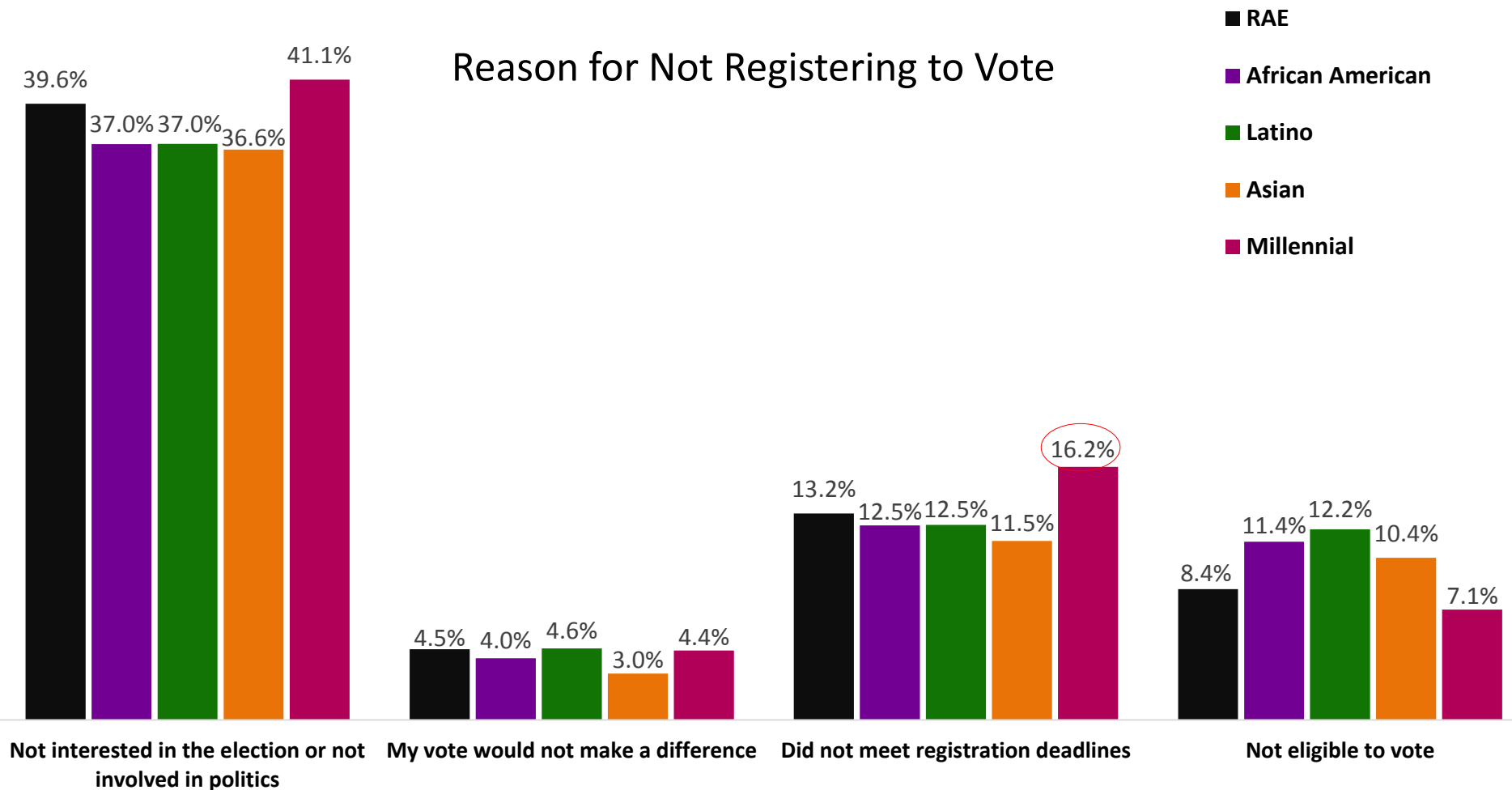


Overall, the reasons cited by members of the RAE are associated with administrative hurdles, such as language, knowledge about where to register, or residency requirements.

Reason for Not Registering to Vote



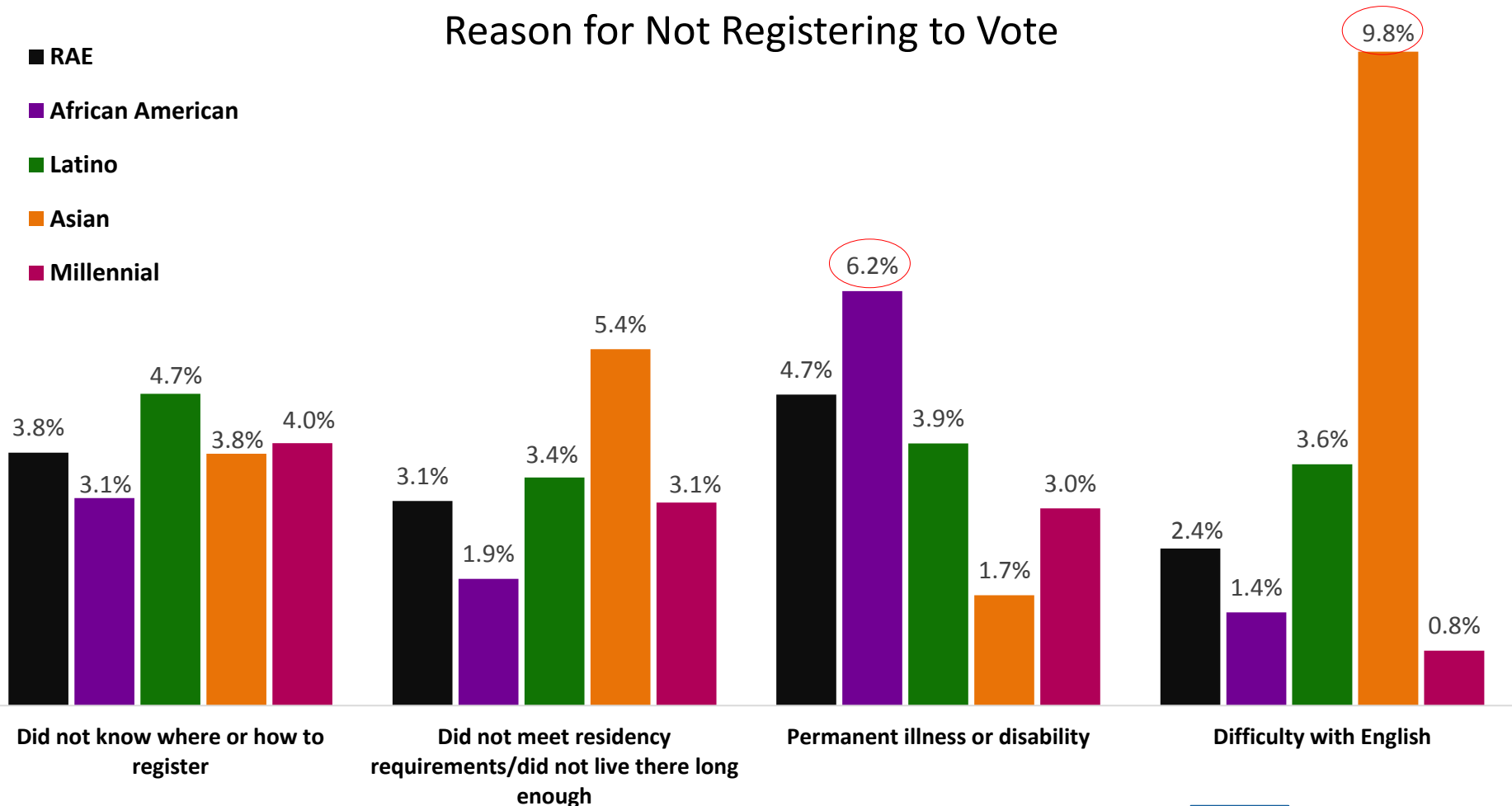
Millennials were the most likely to cite a lack of interest (41.1%) and were also the most likely to miss registration deadlines (16.2%). Latinos were the most likely to cite eligibility issues (12.2%).



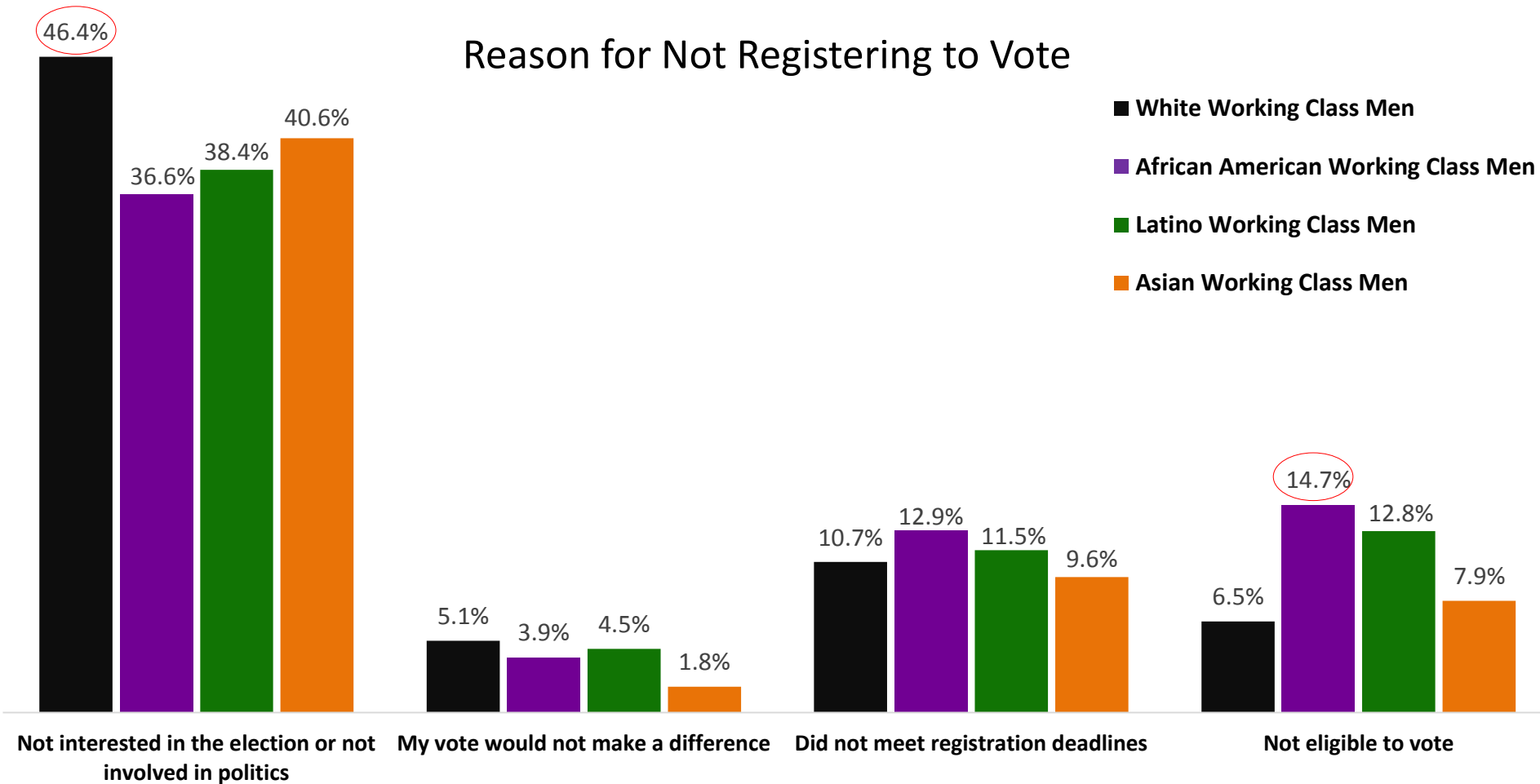
African Americans were mostly likely to cite illness or disability as an obstacle to registering (6.2%), while Asian Americans cited difficulty with English (9.8%).

Reason for Not Registering to Vote

- RAE
- African American
- Latino
- Asian
- Millennial

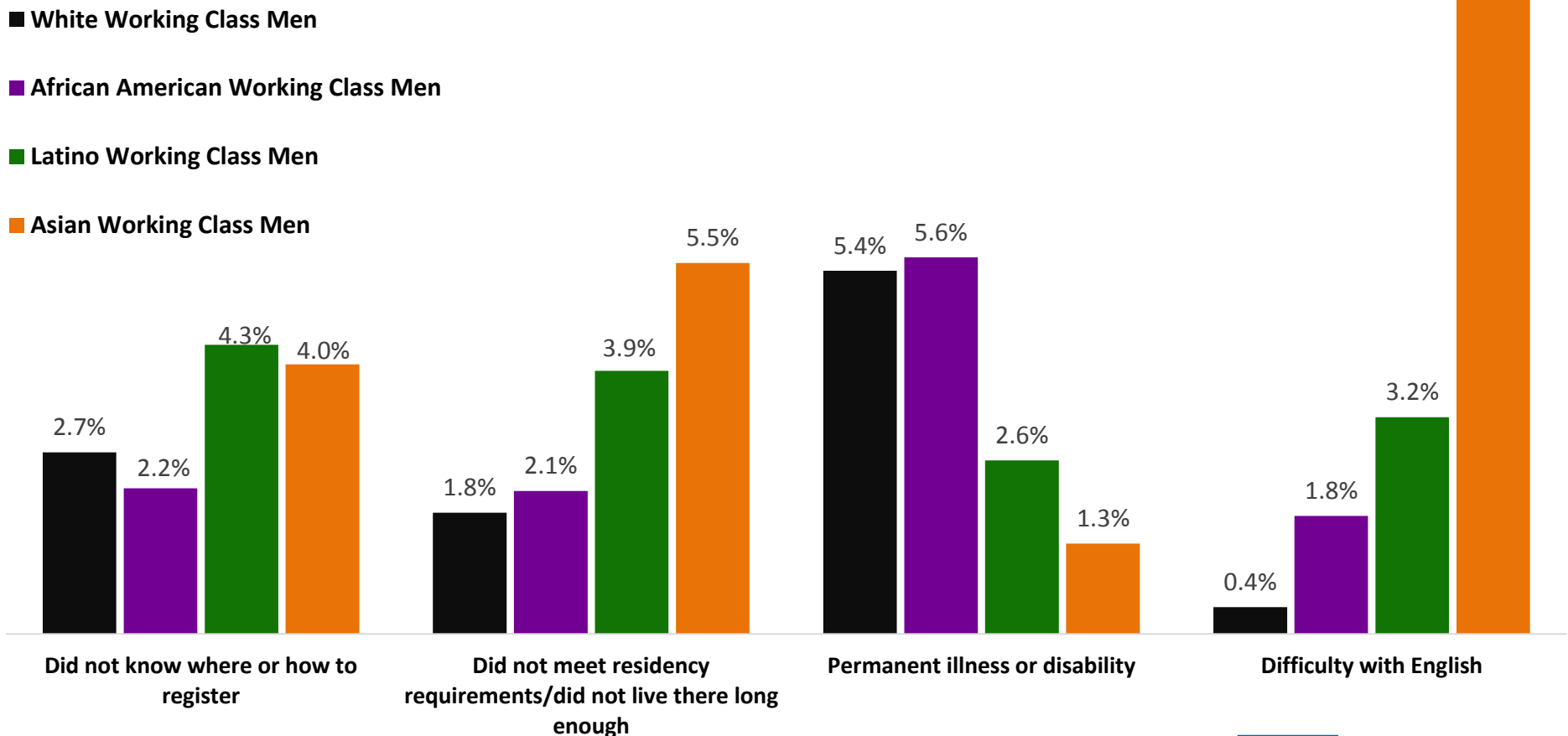


White working class men were more likely than their counterparts to cite a lack of interest in voting. African American working class men were the most likely to face obstacles around eligibility to vote.



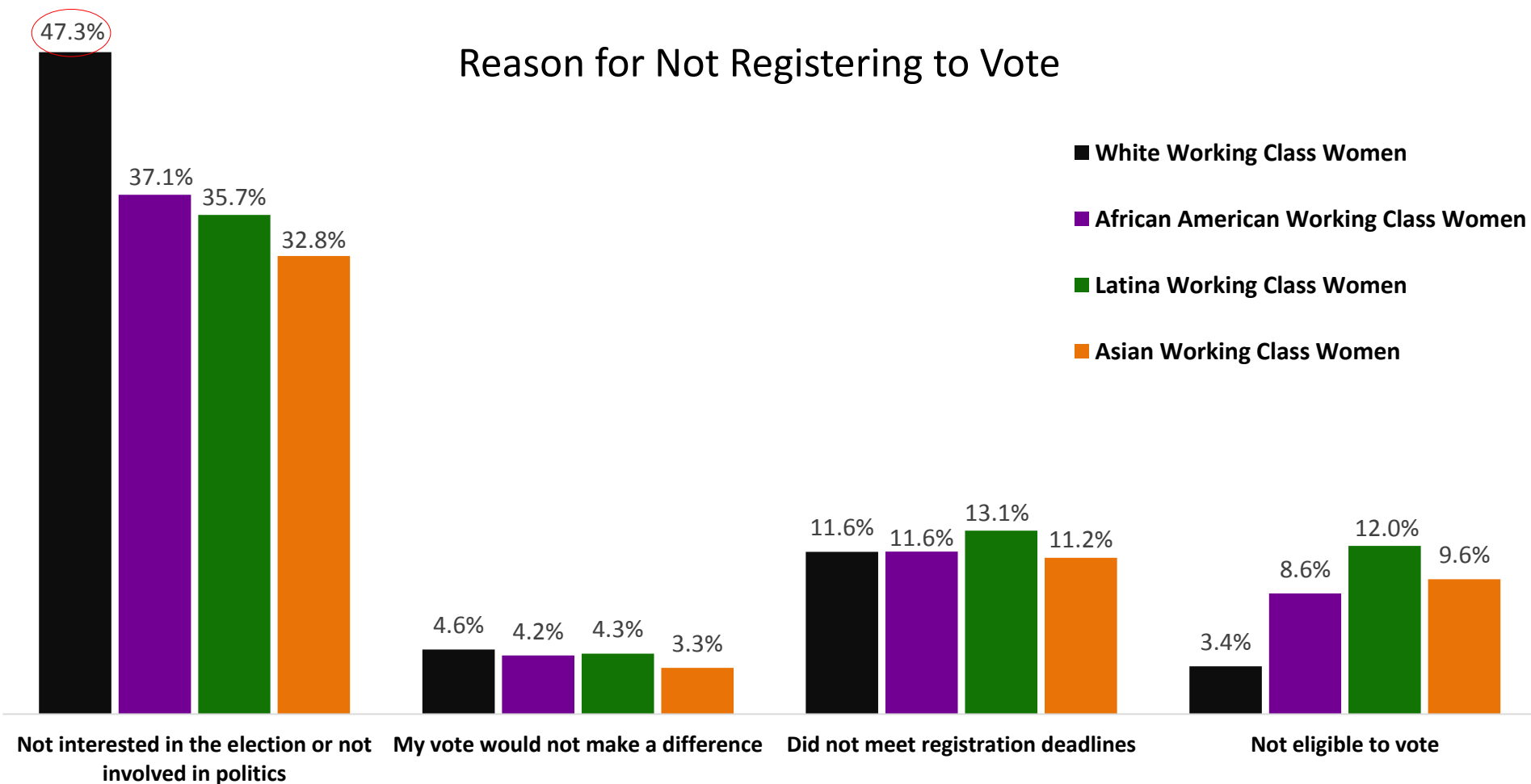
White and African American men expressed similar challenges with illness or disability, while Asian working class men were by far the most likely to cite difficulty with English.

Reason for Not Registering to Vote



Like their male counterparts, white working class women were the most likely to cite a lack of interest in voting.

Reason for Not Registering to Vote



Asian working class women were by far the most likely to cite difficulty with English as a reason for not registering to vote.

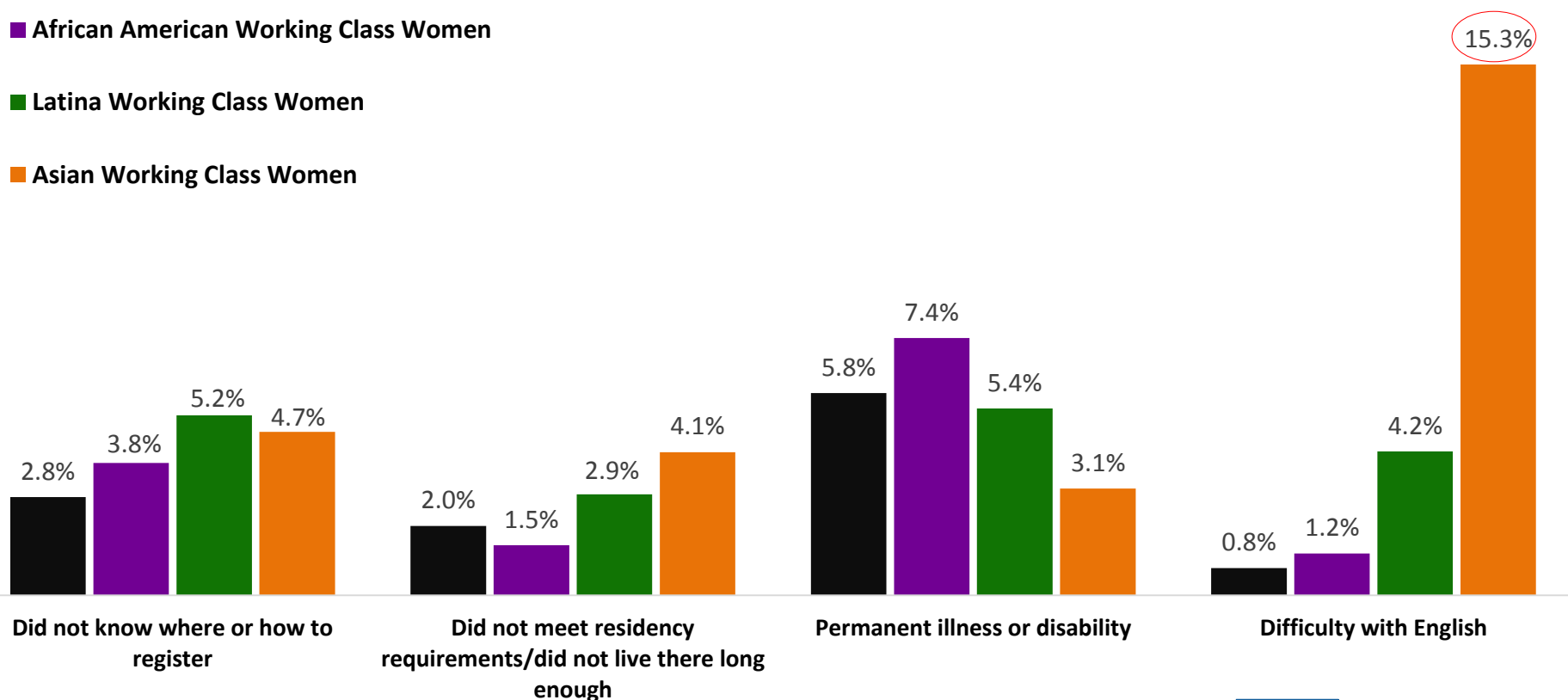
Reason for Not Registering to Vote

■ White Working Class Women

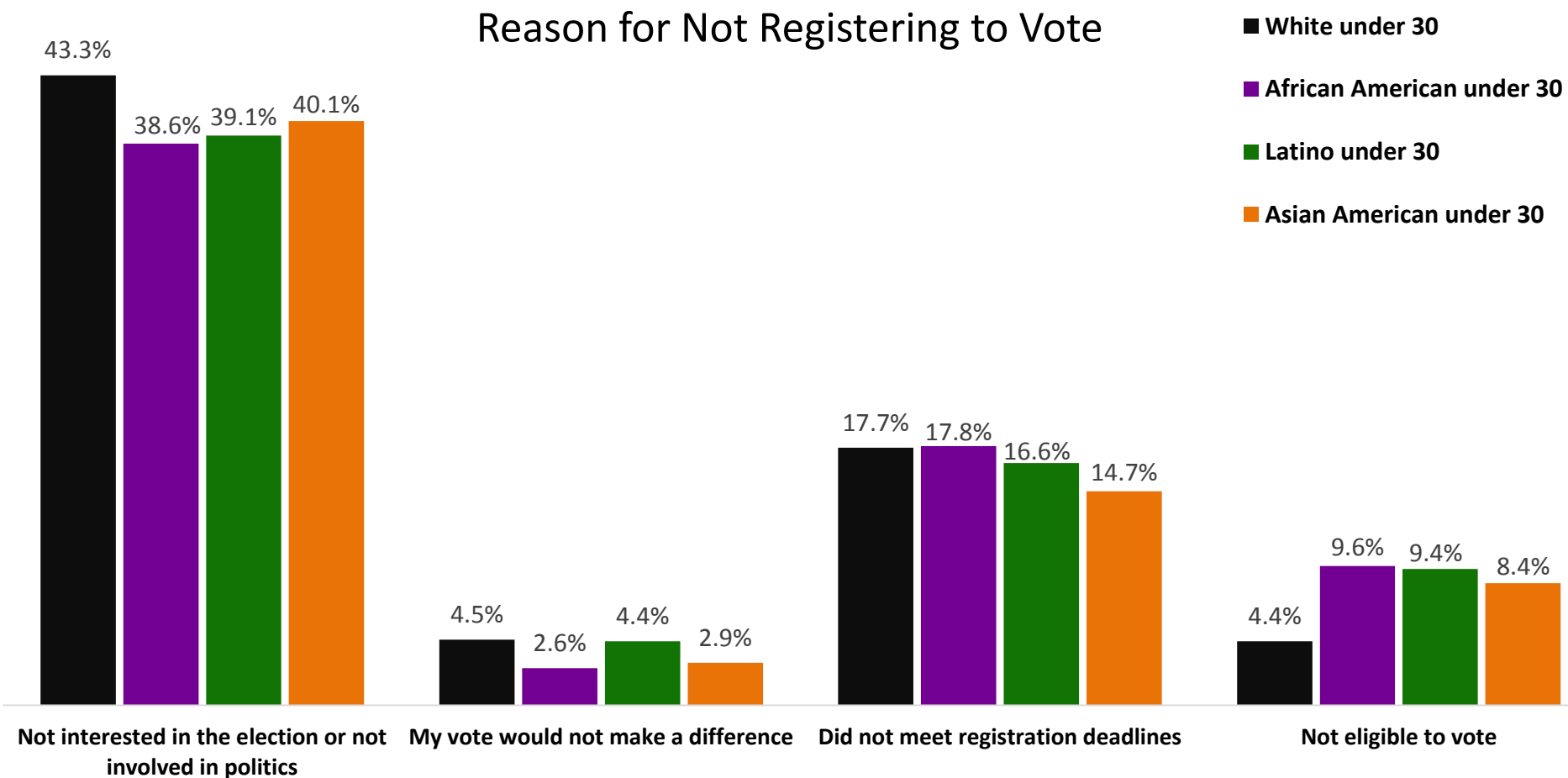
■ African American Working Class Women

■ Latina Working Class Women

■ Asian Working Class Women

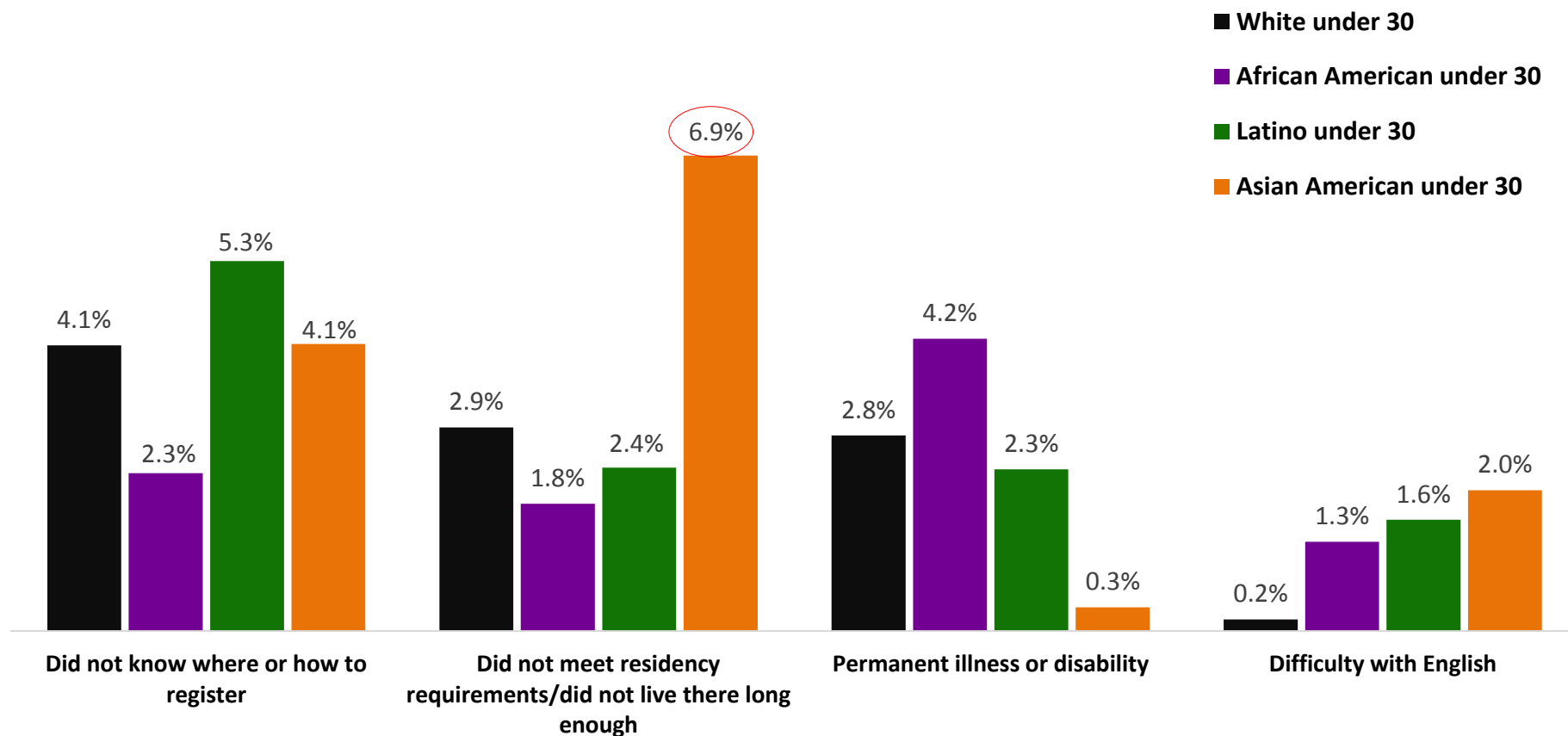


White voters under the age of 30 were the least likely to report concerns that they were not eligible to vote.

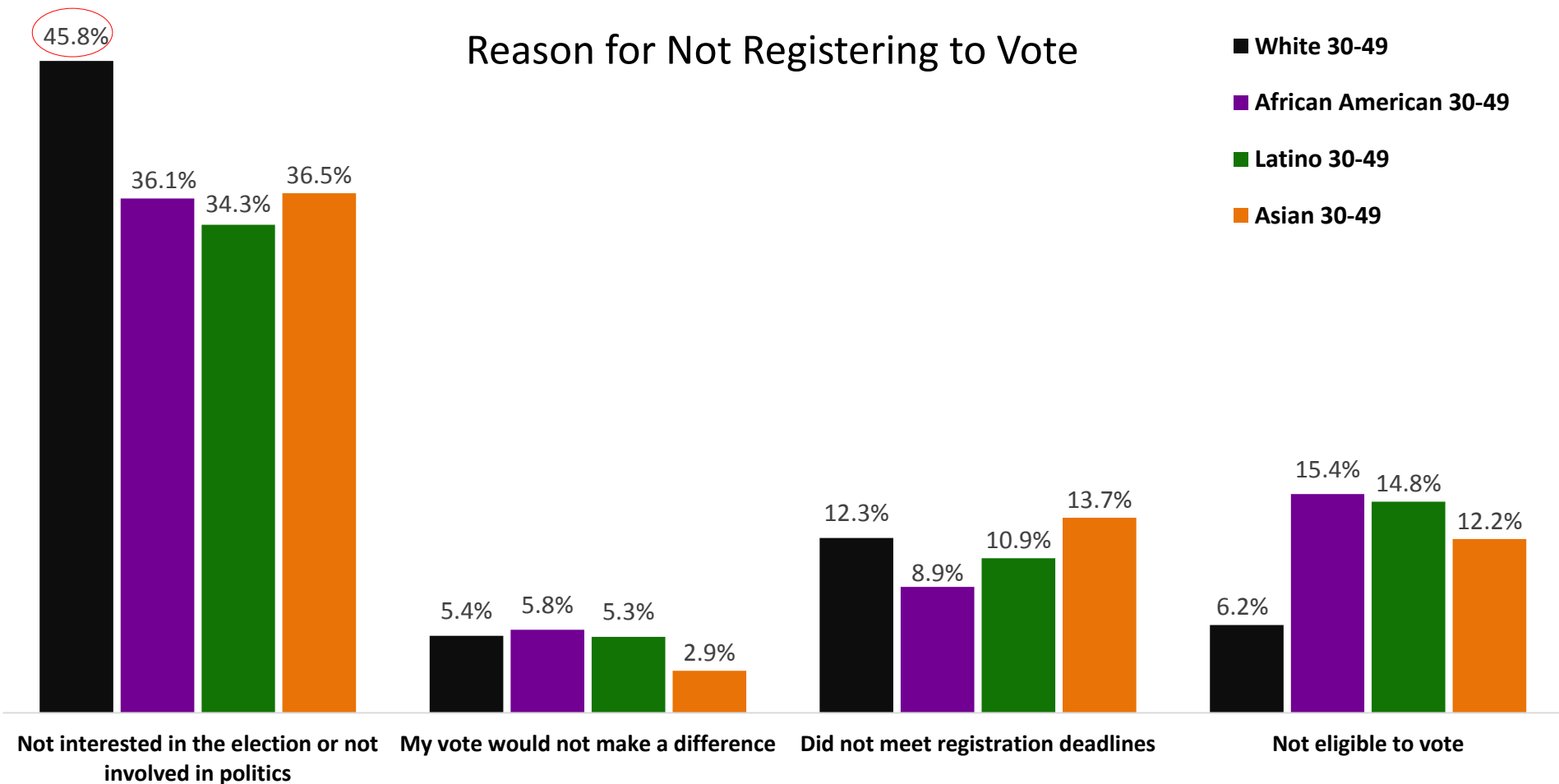


Young Asian Americans were the most likely to cite a failure to meet residency requirements as an explanation for not registering to vote. Younger Latinos did not know where and how to register.

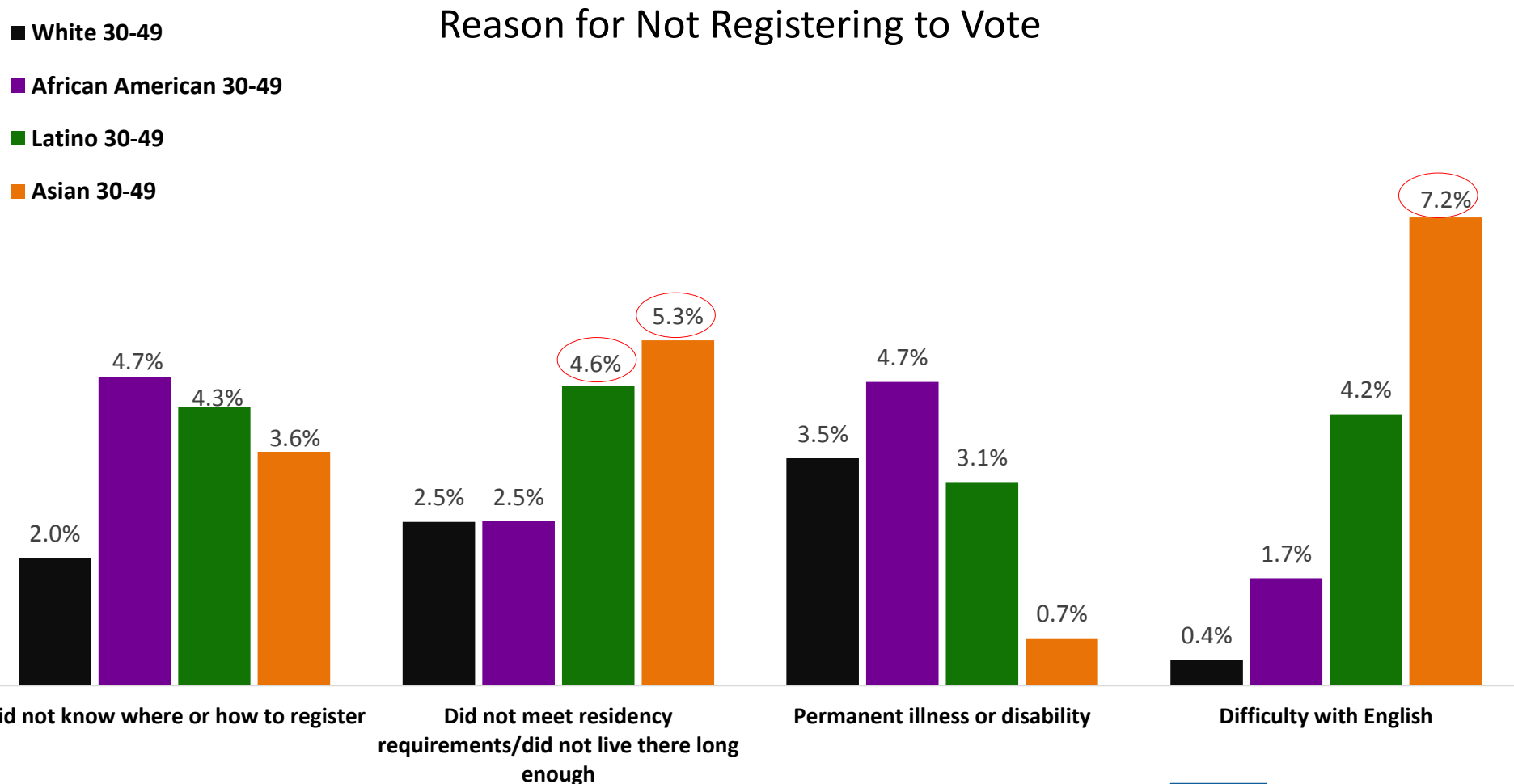
Reason for Not Registering to Vote



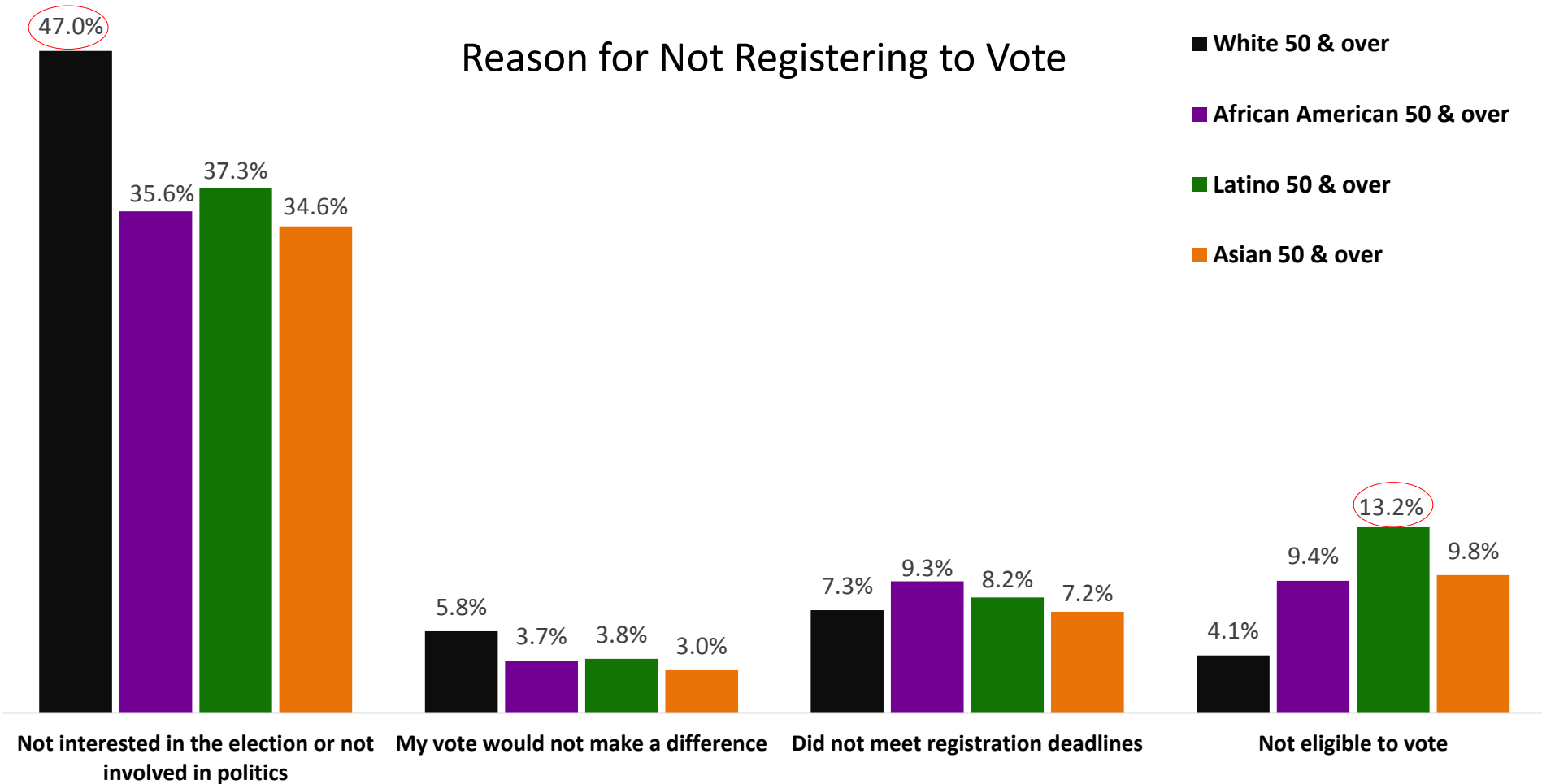
White middle-aged voters were more likely to report ambivalence about their interest in the election.



Middle-aged Asians reported that concerns with English kept them from registering. Latinos and Asians ages 30-49 also reported not meeting residency requirements as a reason for not voting.



Latinos over the age of 50 cited eligibility issues as their explanation for not registering. Whites over the age of 50 were the most likely to say they were not interested in elections and politics.



Concerns about English proficiency were very high for Asian voters over the age of 50. Older African American voters were the most likely to cite permanent illness or disability as their reason for not voting.

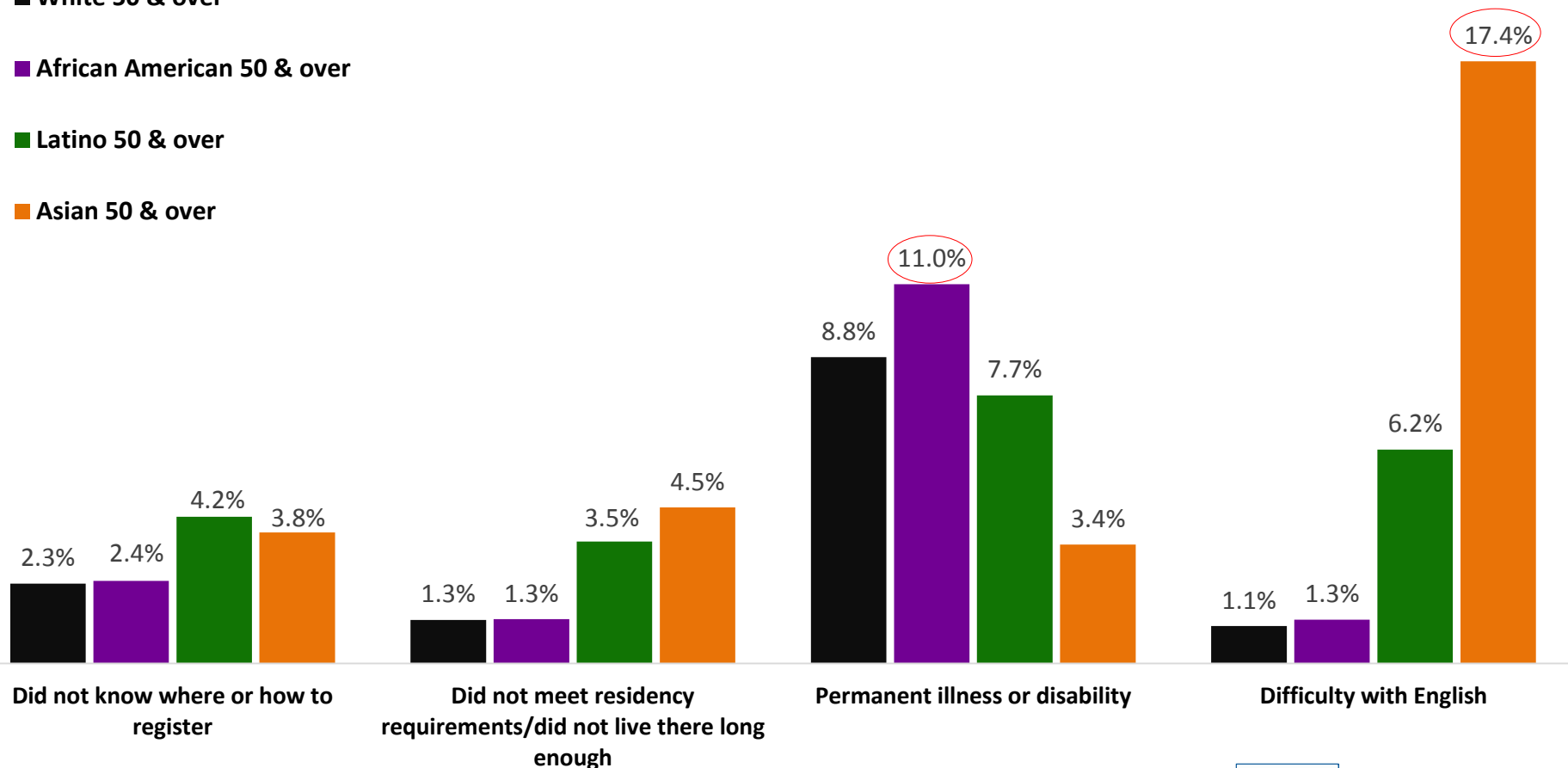
Reason for Not Registering to Vote

■ White 50 & over

■ African American 50 & over

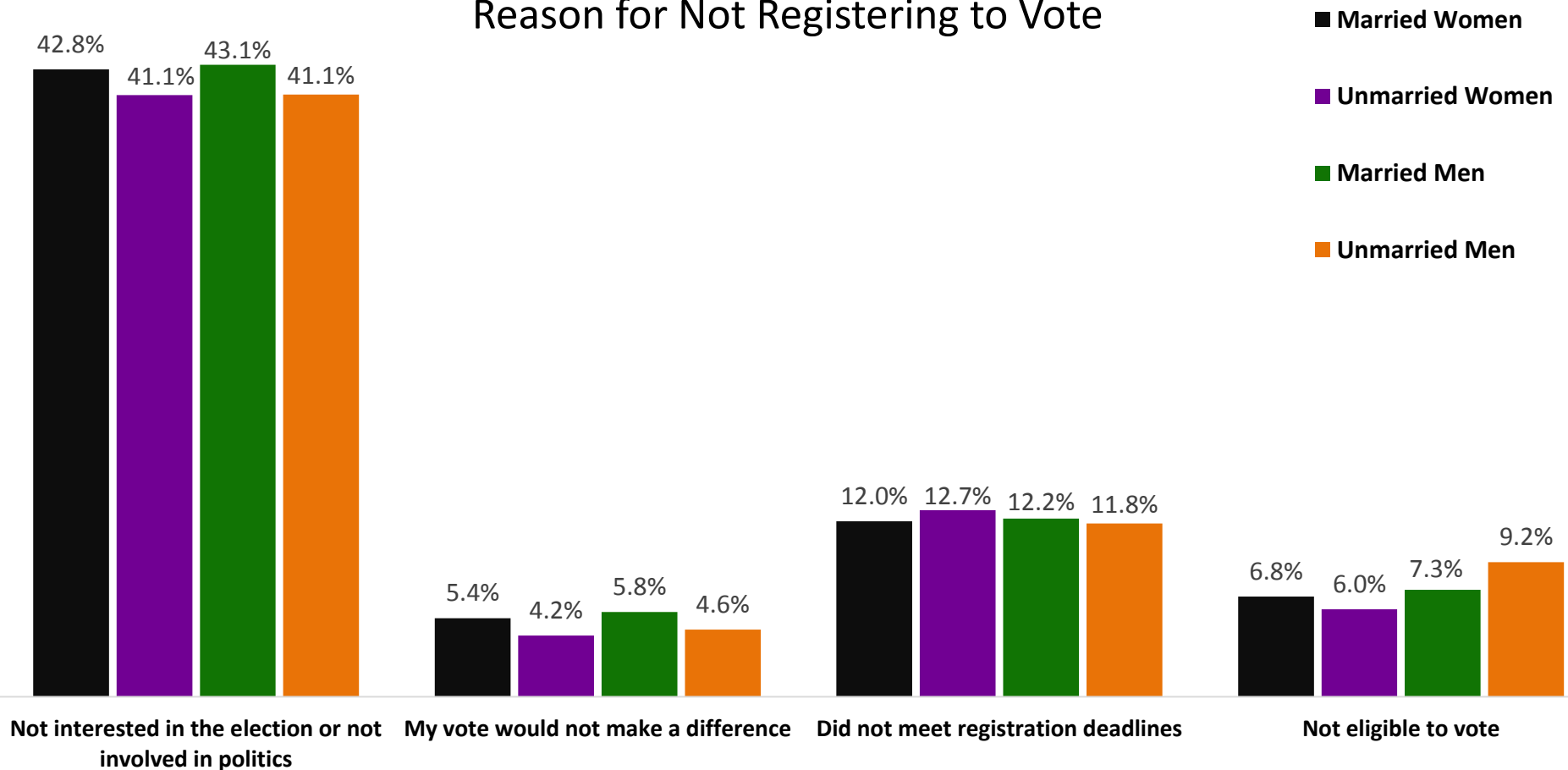
■ Latino 50 & over

■ Asian 50 & over



Unmarried voters were somewhat less likely to express concern that their vote wouldn't make a difference. But unmarried men were the most likely to report being ineligible to vote.

Reason for Not Registering to Vote



Unmarried men and women were more than twice as likely as married men and women to report illness or disability as an obstacle to registering to vote.

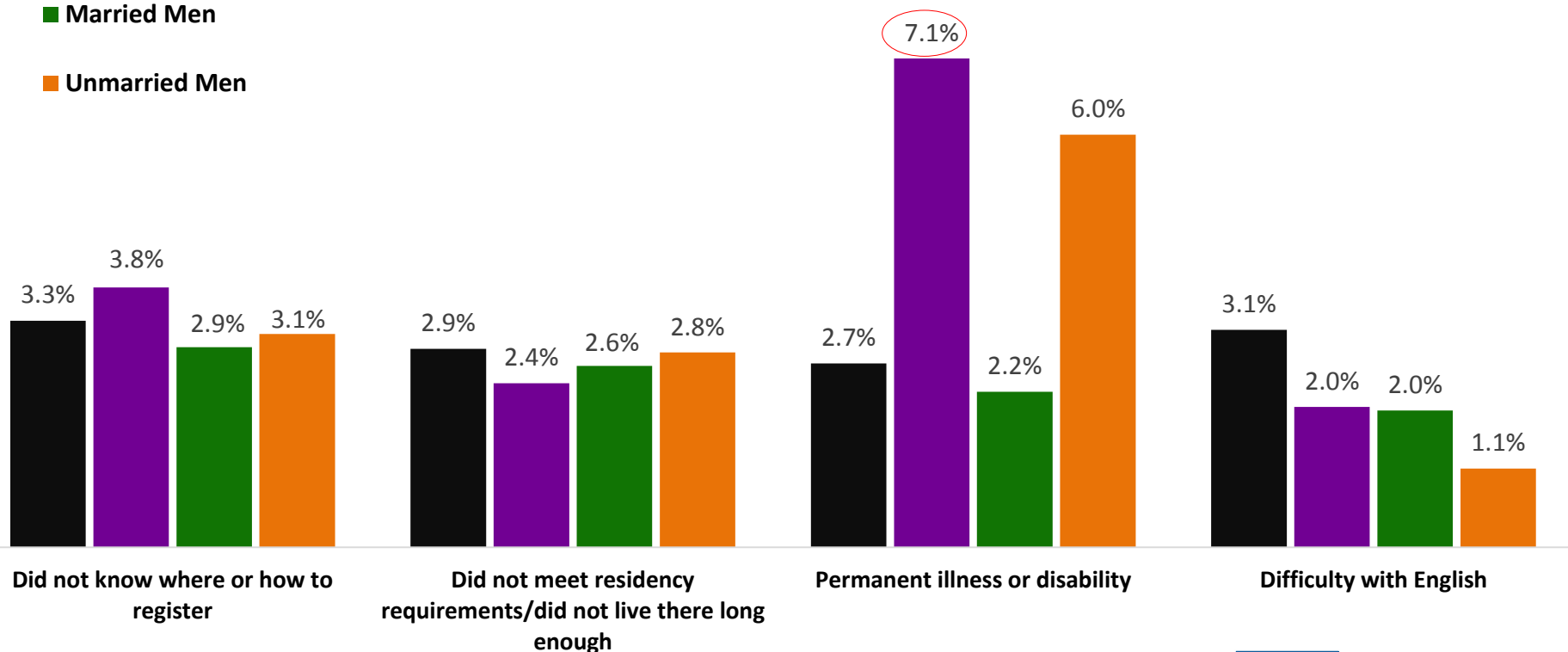
Reason for Not Registering to Vote

■ Married Women

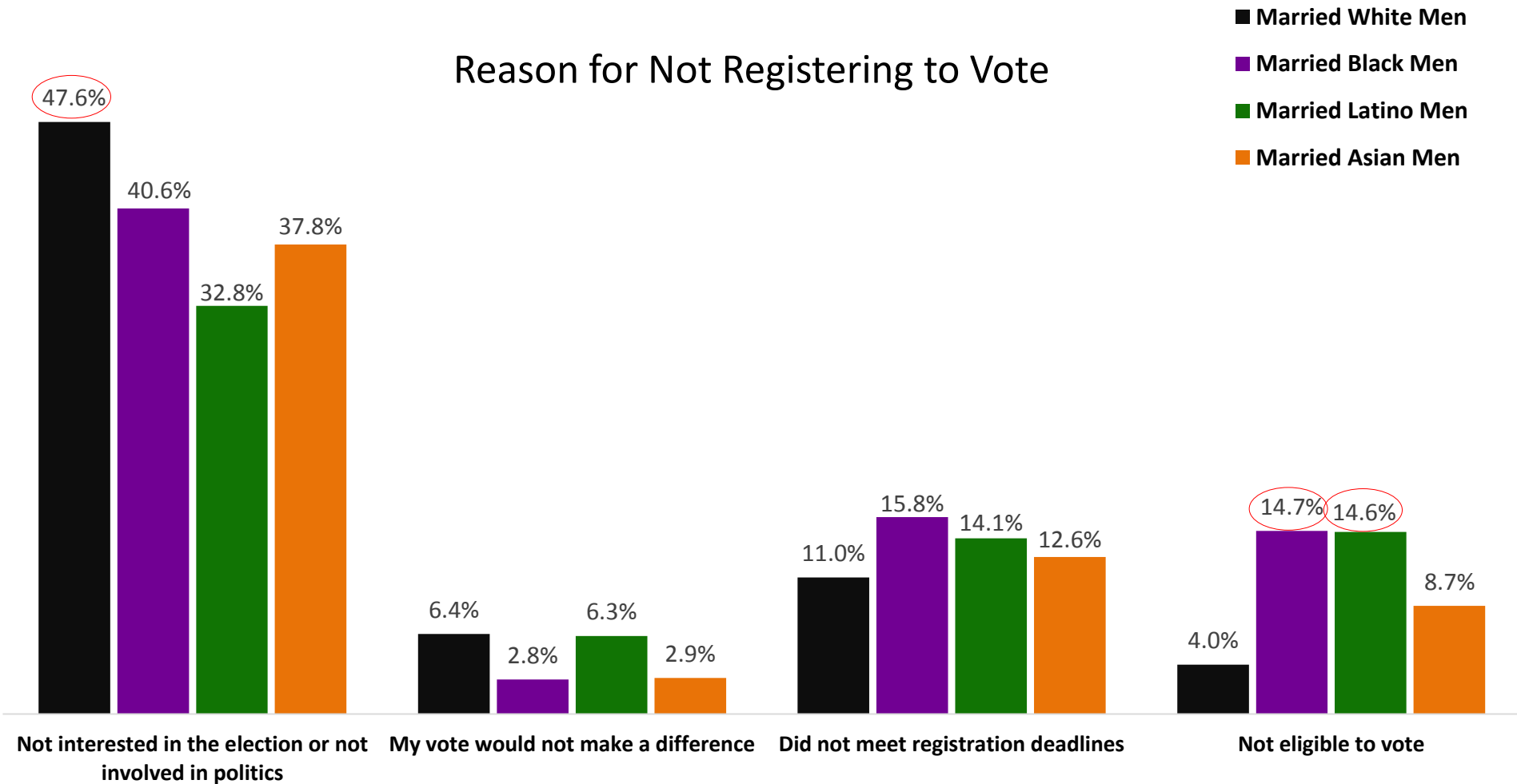
■ Unmarried Women

■ Married Men

■ Unmarried Men



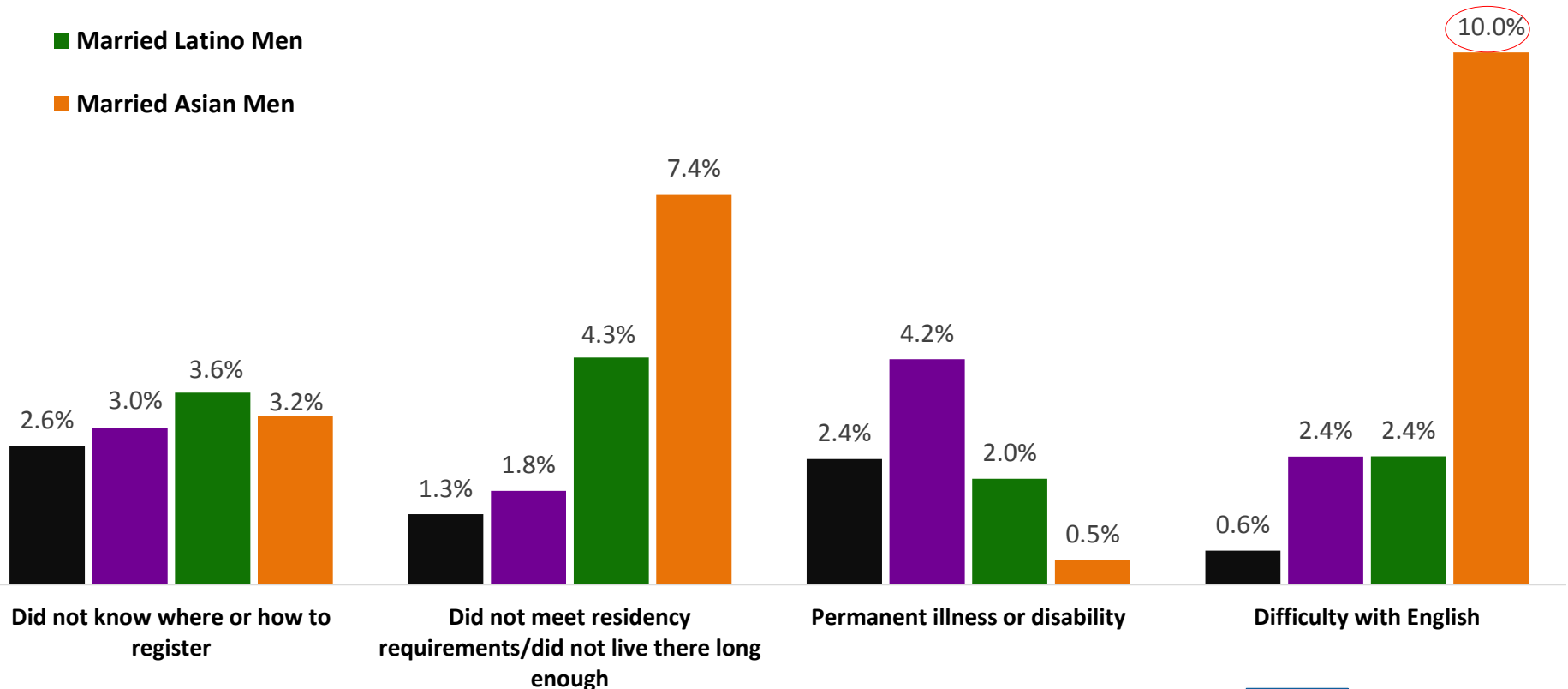
Not being interested in elections or politics was a top reason for not voting among married men of all races. Close to 15% of black and Latino married men cited eligibility issues as a reason for not voting.



Ten percent of married Asian men cited difficulty with English as their reason for not voting.

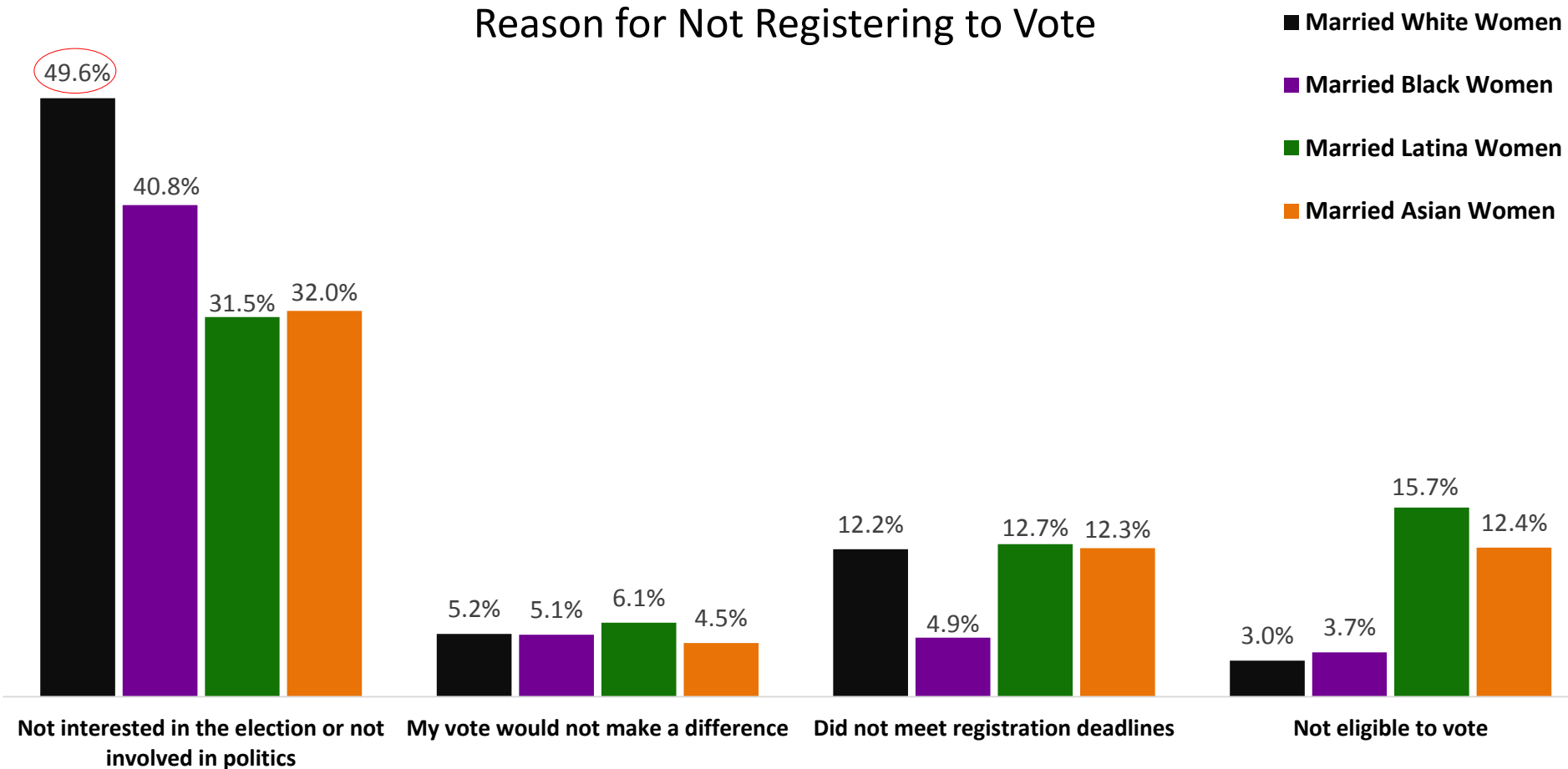
Reason for Not Registering to Vote

- Married White Men
- Married Black Men
- Married Latino Men
- Married Asian Men



More than any other demographic group, married white women cited that they were not interested in the election or not involved in politics as their reason for not voting.

Reason for Not Registering to Vote



Similar to married Asian men, married Asian women were much more likely to cite language barriers as a reason for not voting.

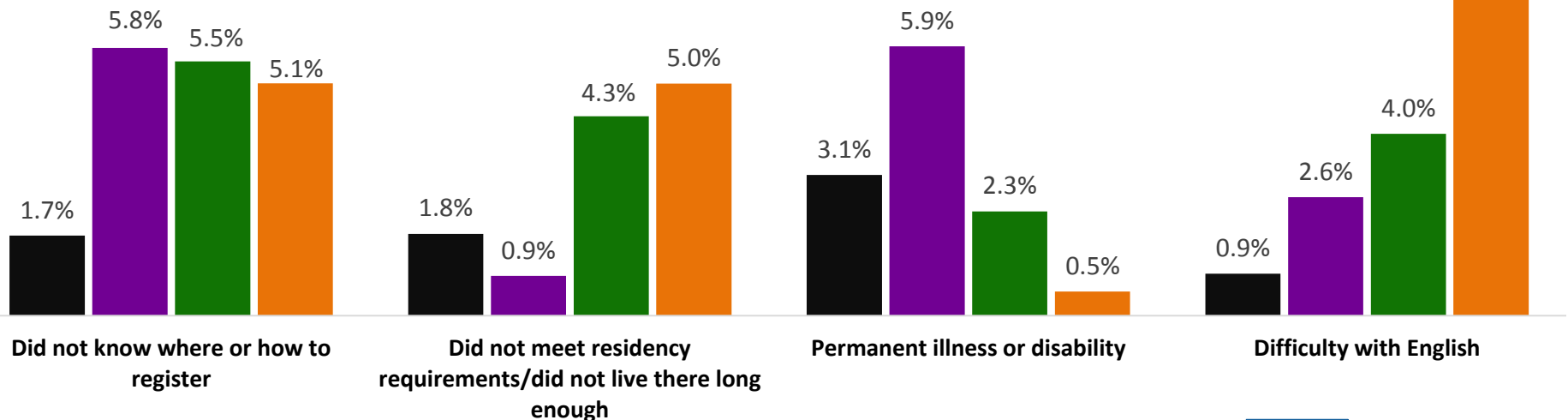
Reason for Not Registering to Vote

■ Married White Women

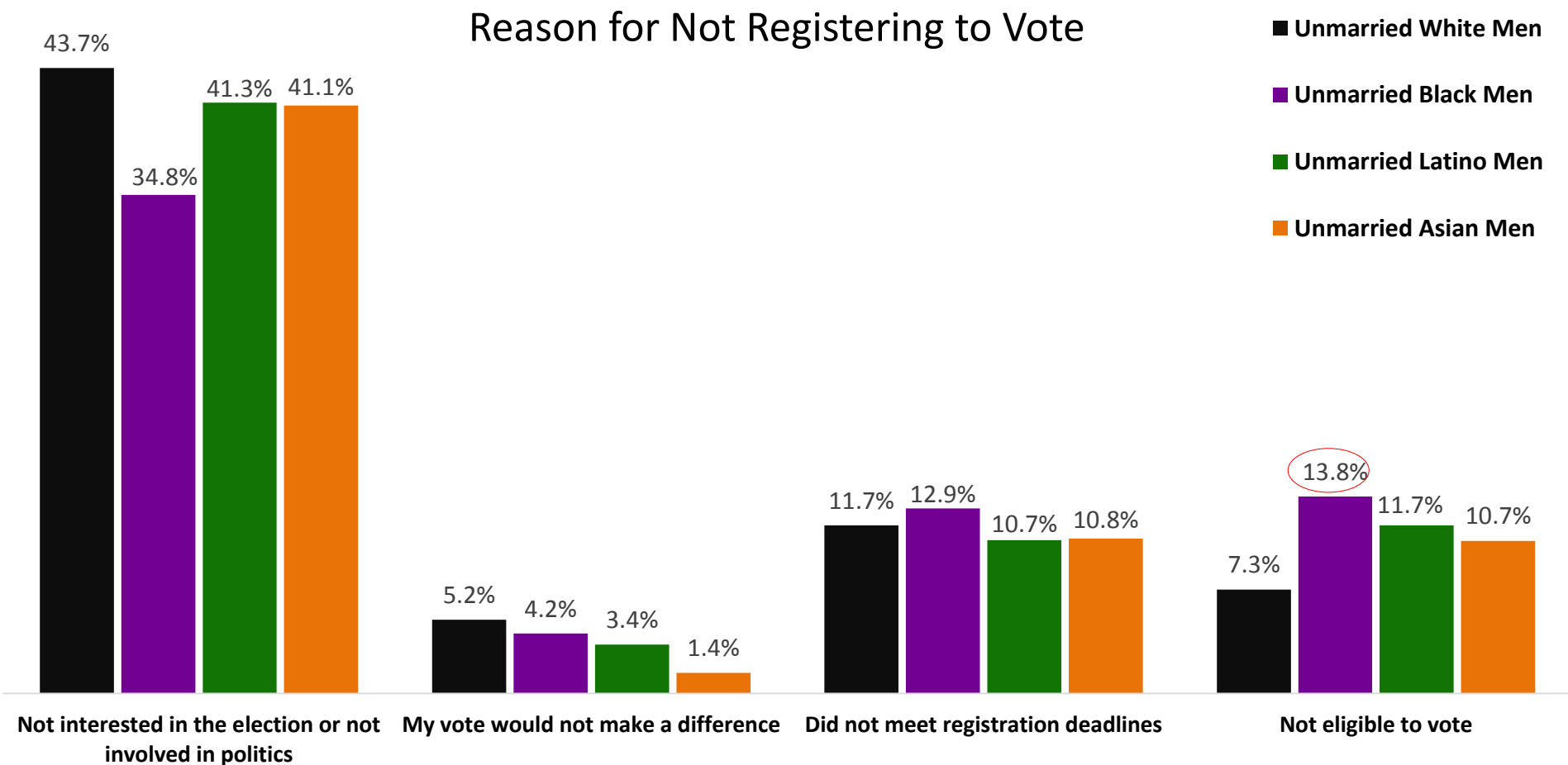
■ Married Black Women

■ Married Latina Women

■ Married Asian Women



Unmarried black men were the most likely to say that they were not eligible to vote.



Unmarried Asian men were more likely to not meet residency requirements and unmarried white men were more likely to not vote due to a permanent illness or disability.

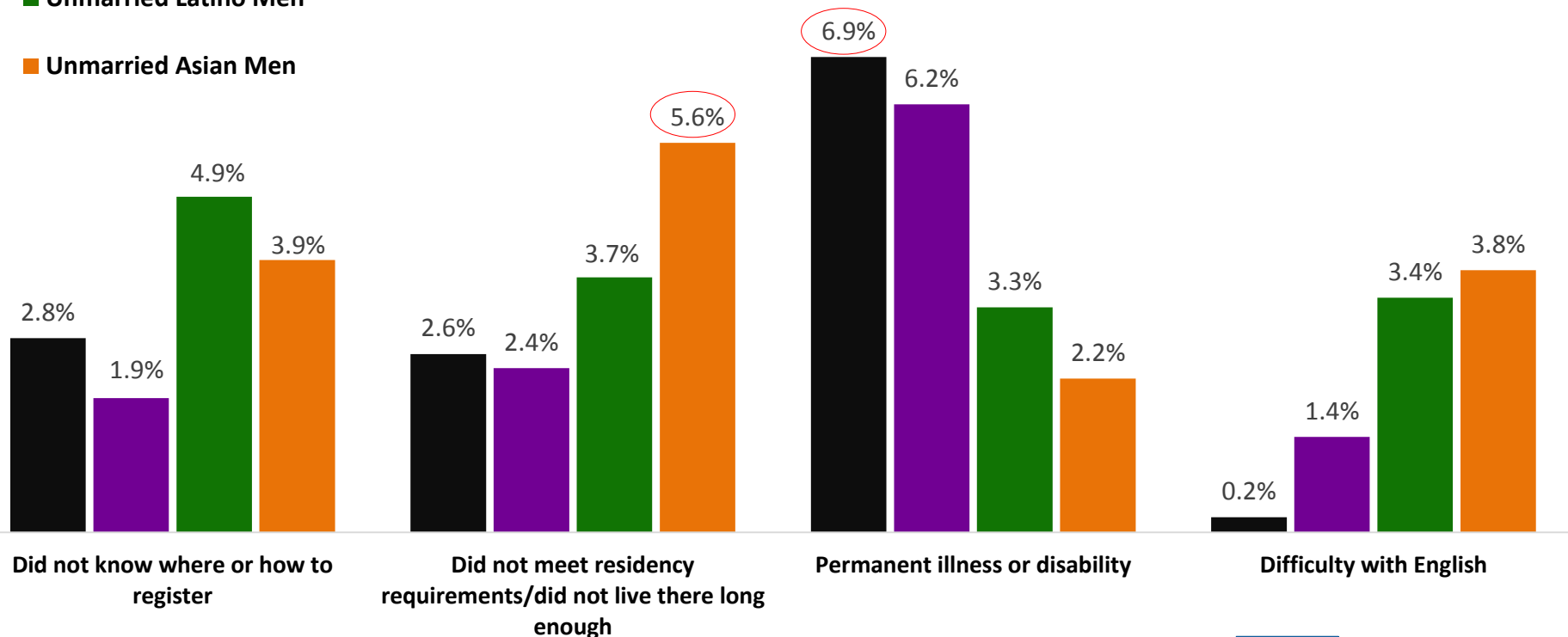
Reason for Not Registering to Vote

■ Unmarried White Men

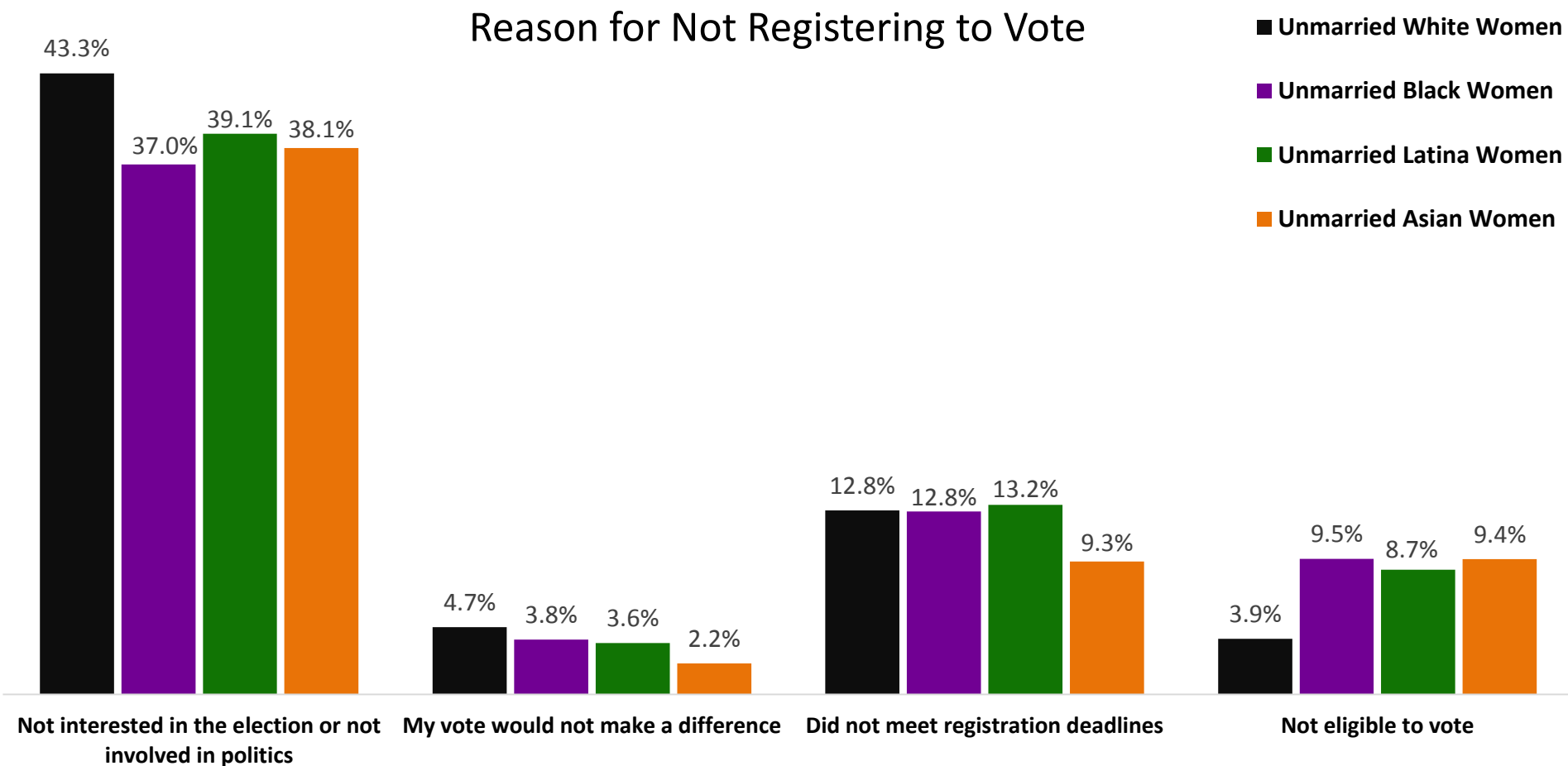
■ Unmarried Black Men

■ Unmarried Latino Men

■ Unmarried Asian Men



Not being eligible to vote was a problem for close to 10% of all unmarried minority women.



Unmarried Asian women, cited difficulty with English as a reason for not voting, while unmarried Latina women were more likely to cite not knowing where or how to register.

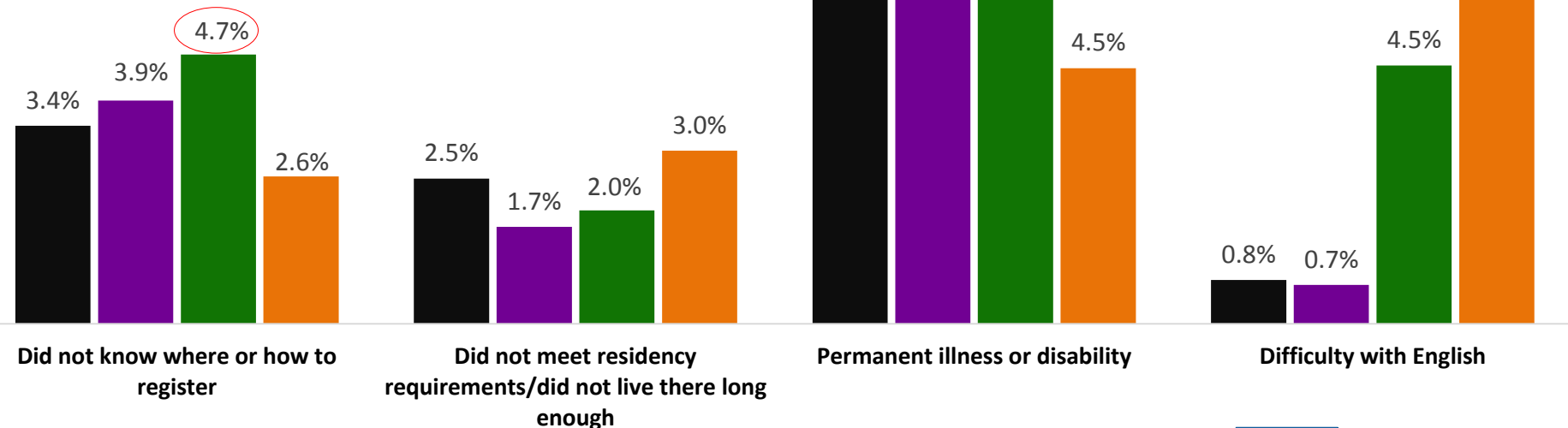
Reason for Not Registering to Vote

■ Unmarried White Women

■ Unmarried Black Women

■ Unmarried Latina Women

■ Unmarried Asian Women

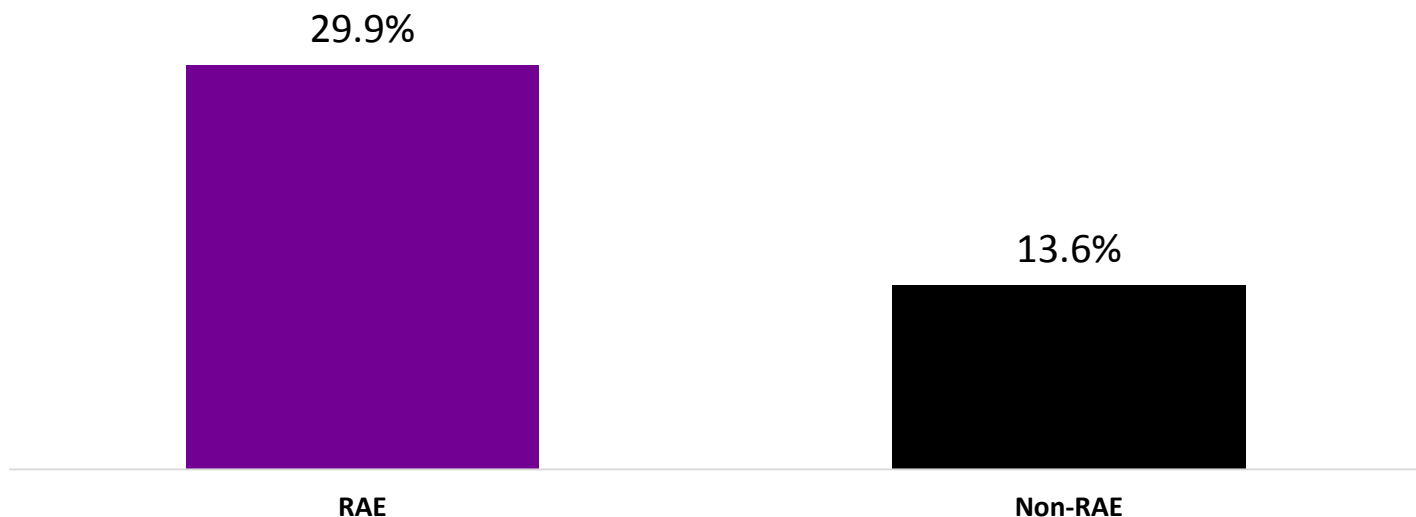


Population Mobility in 2016



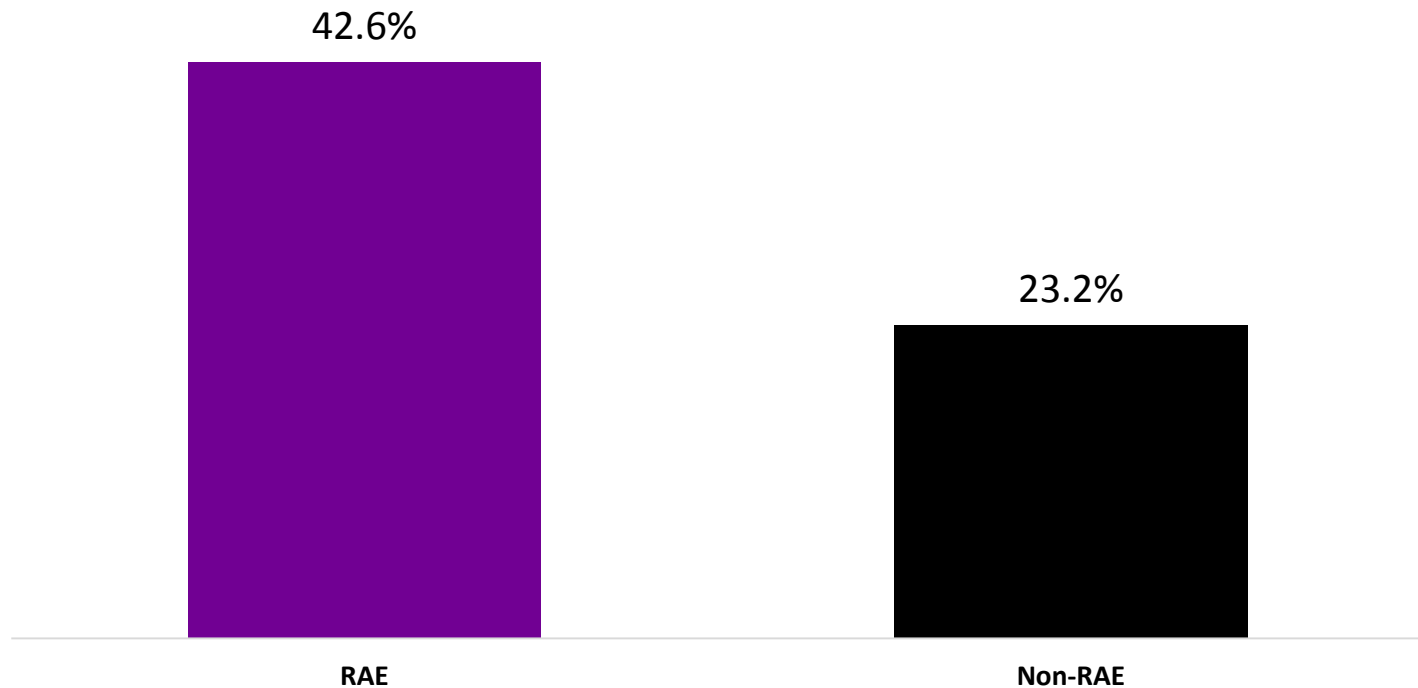
Members of the RAE were more than twice as likely to have moved in the past two years (since 2014) than members of the non-RAE.

Moved In the Last Two Years (Since 2014)



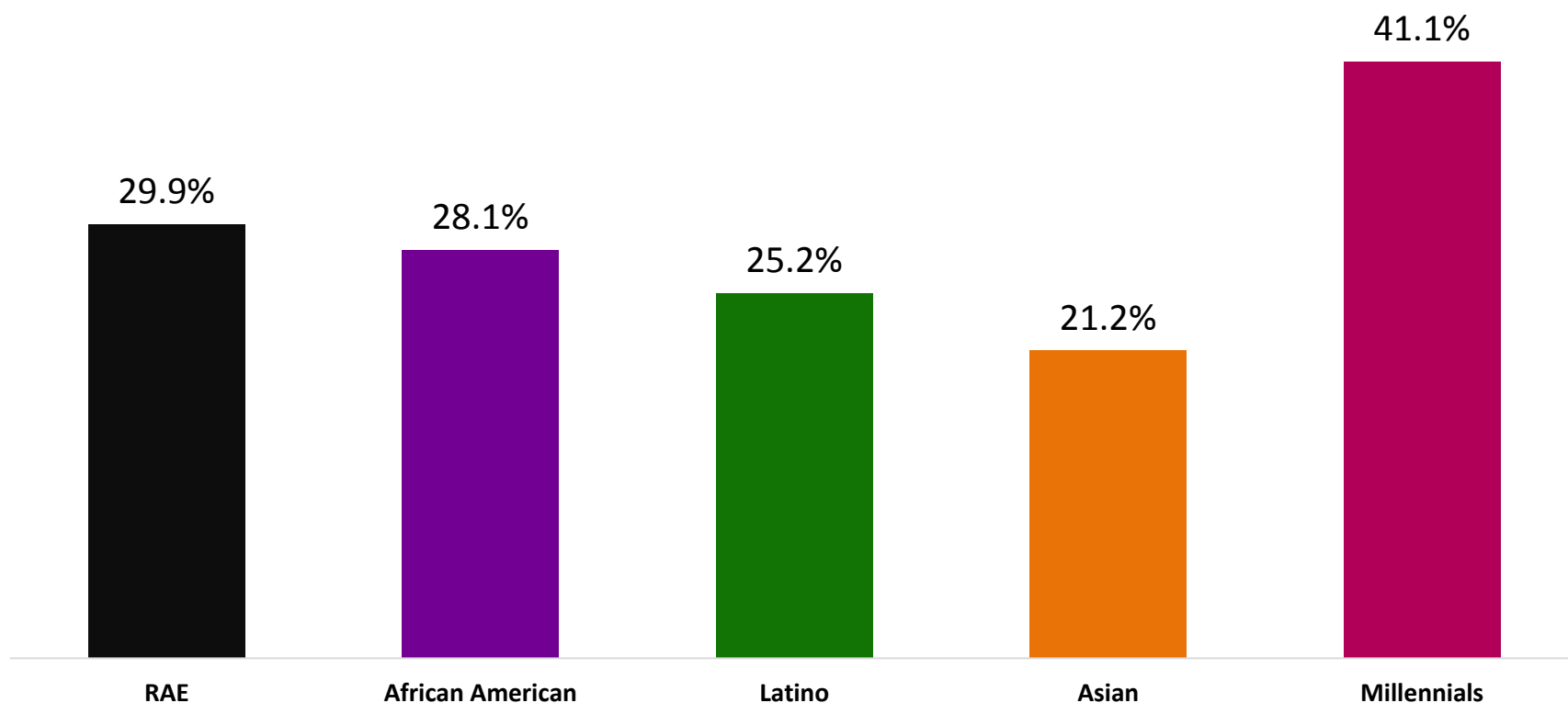
A very large share (42.6%) of the RAE moved since the previous presidential election, highlighting the importance of re-registration.

Moved In the Last Four Years (Since 2012)



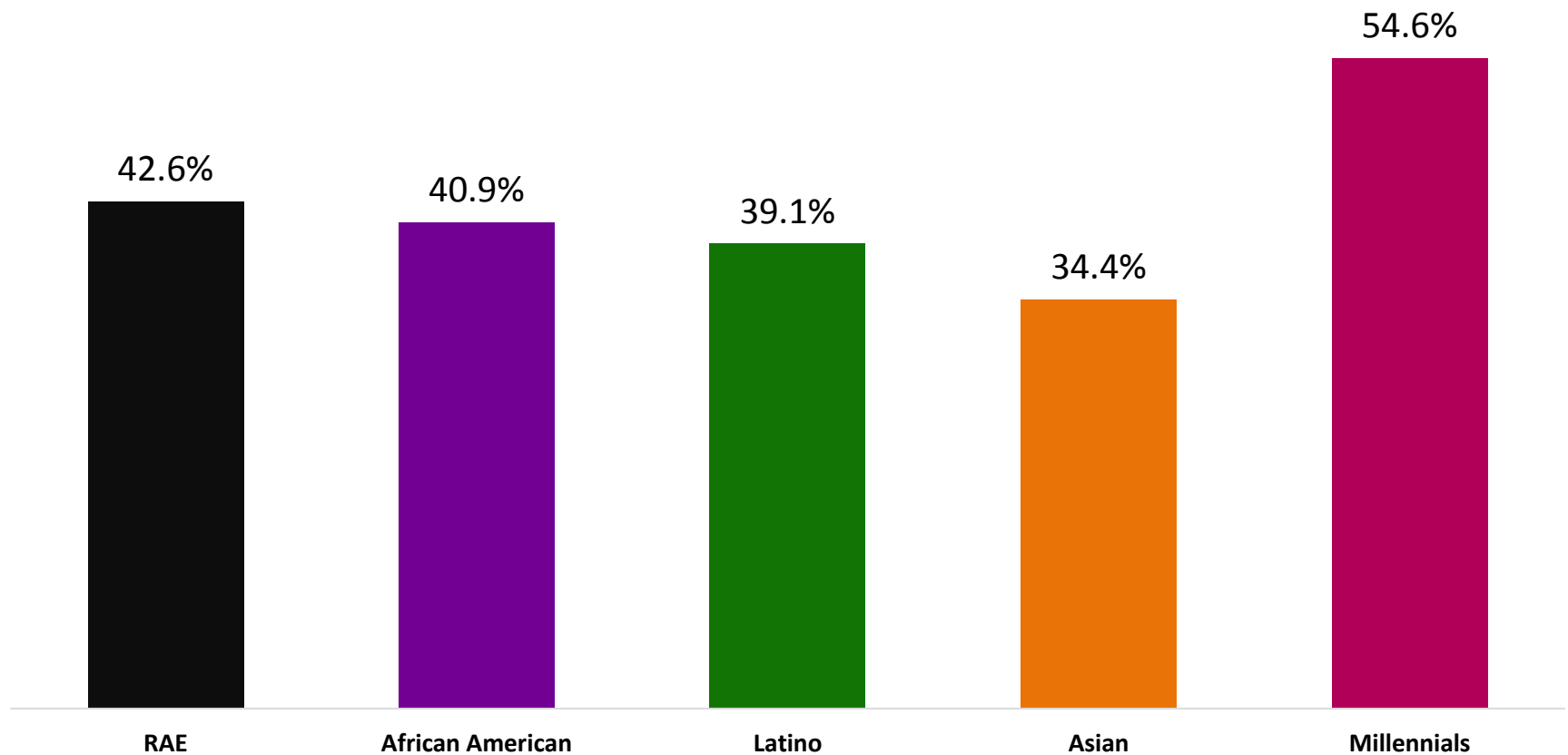
Millennials were the most mobile group out of the RAE, with 41.1% reporting moving in the last two years.

Moved In the Last Two Years (Since 2014)



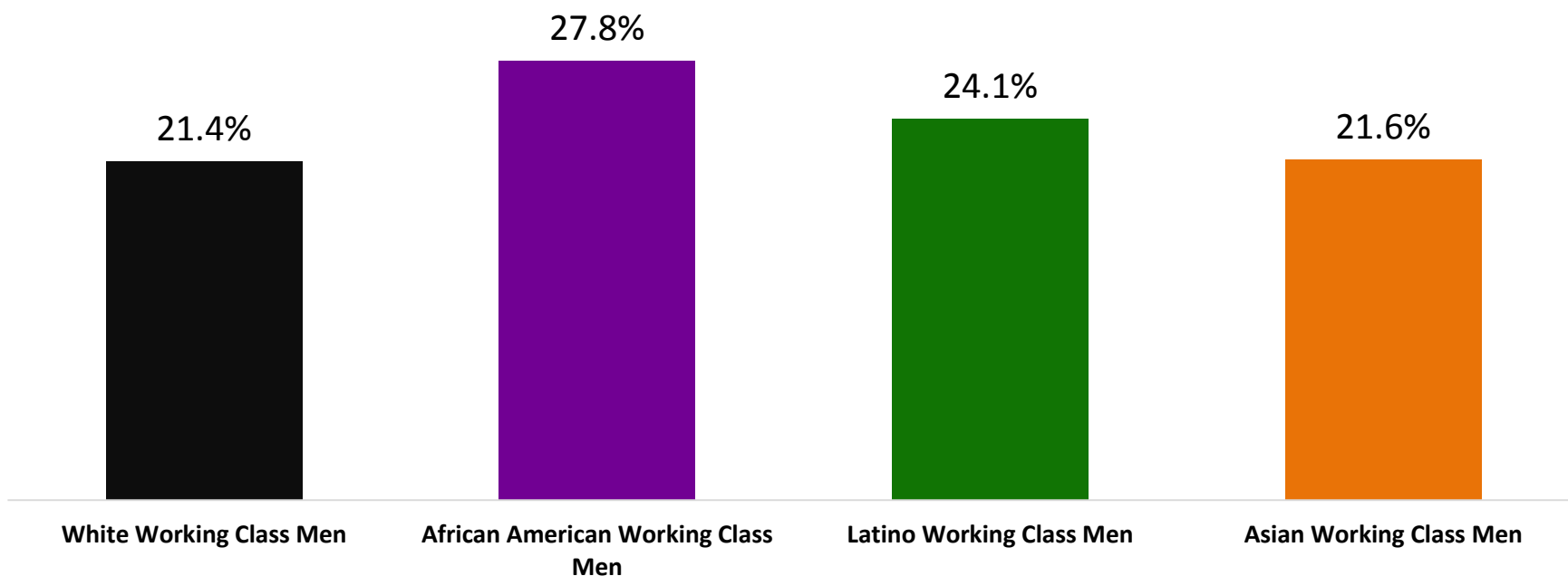
More than half of Millennials reported moving in the past four years (54.6%). African Americans were the second most mobile group, with 40.9% moving in the last four years.

Moved In the Last Four Years (Since 2012)



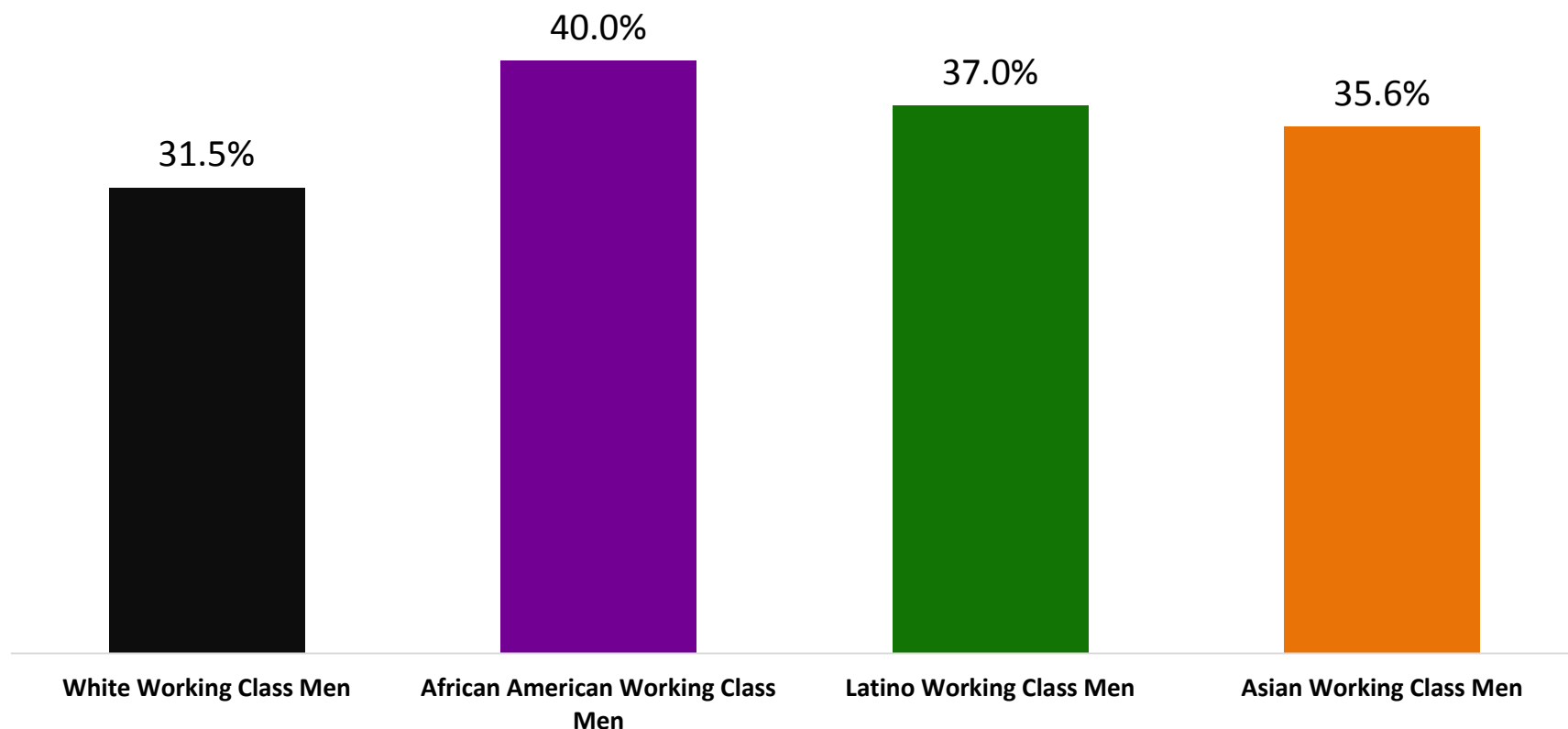
African American working class men were the most likely to have moved in the last two years.

Moved In the Last Two Years (Since 2014)



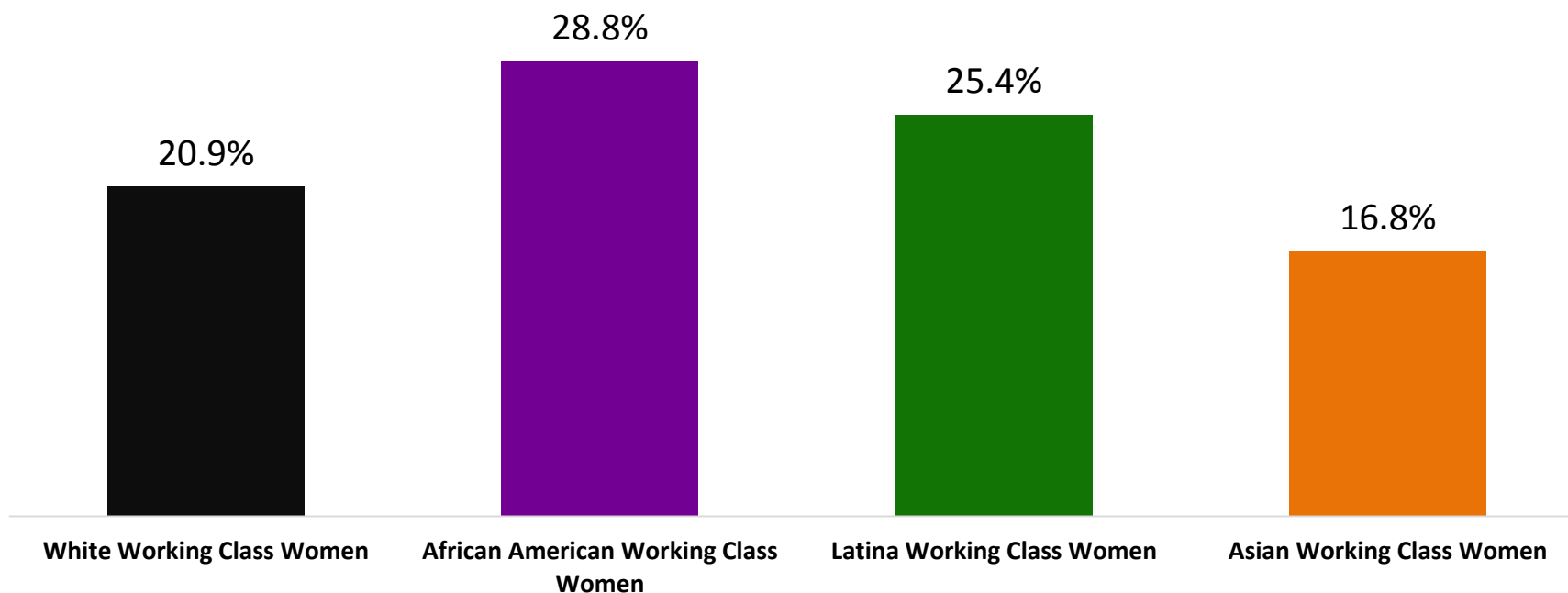
Only one in three white working class men reported moving in the last four years, while 40% of African American working class men moved.

Moved In the Last Four Years (Since 2012)



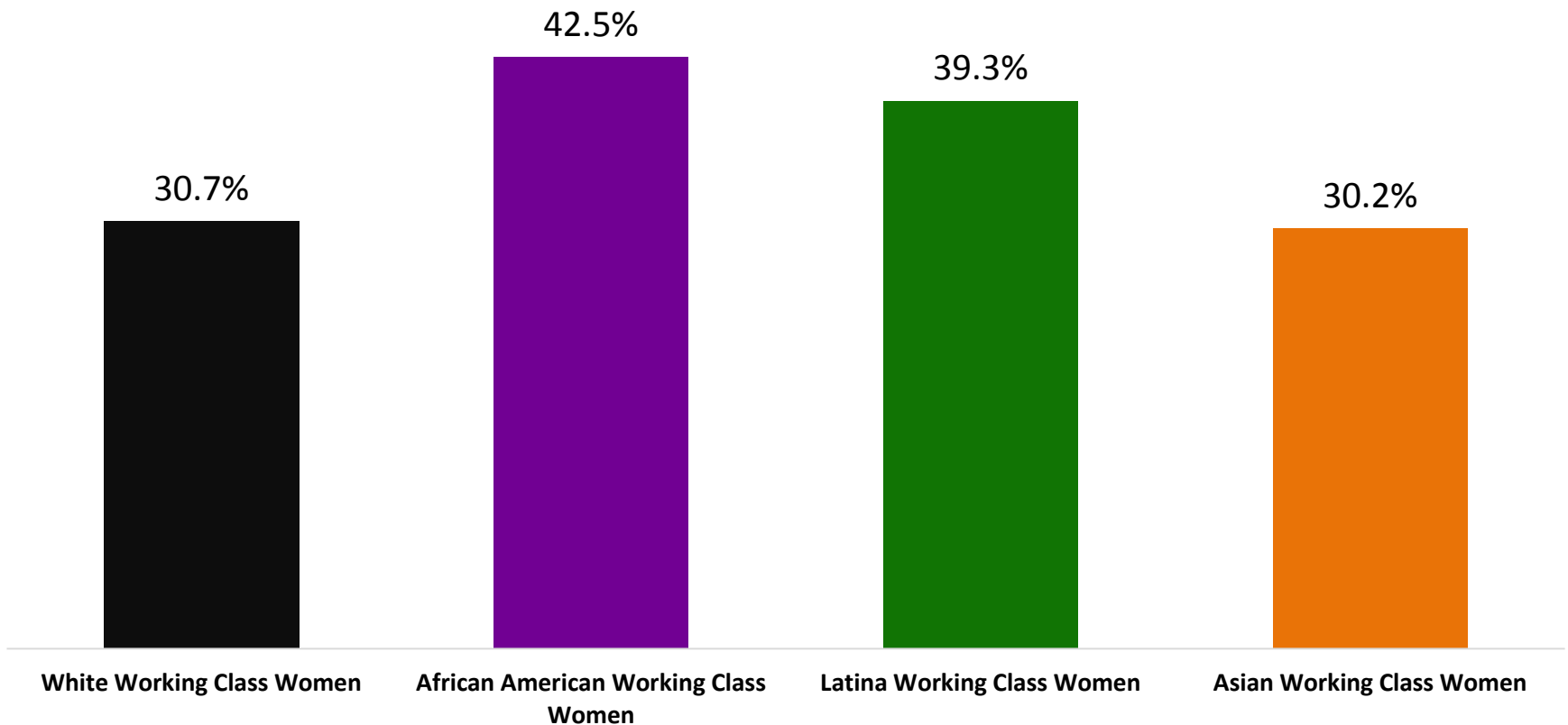
African American and Latino working class women were the most likely to have moved in the last two years.

Moved In the Last Two Years (Since 2014)



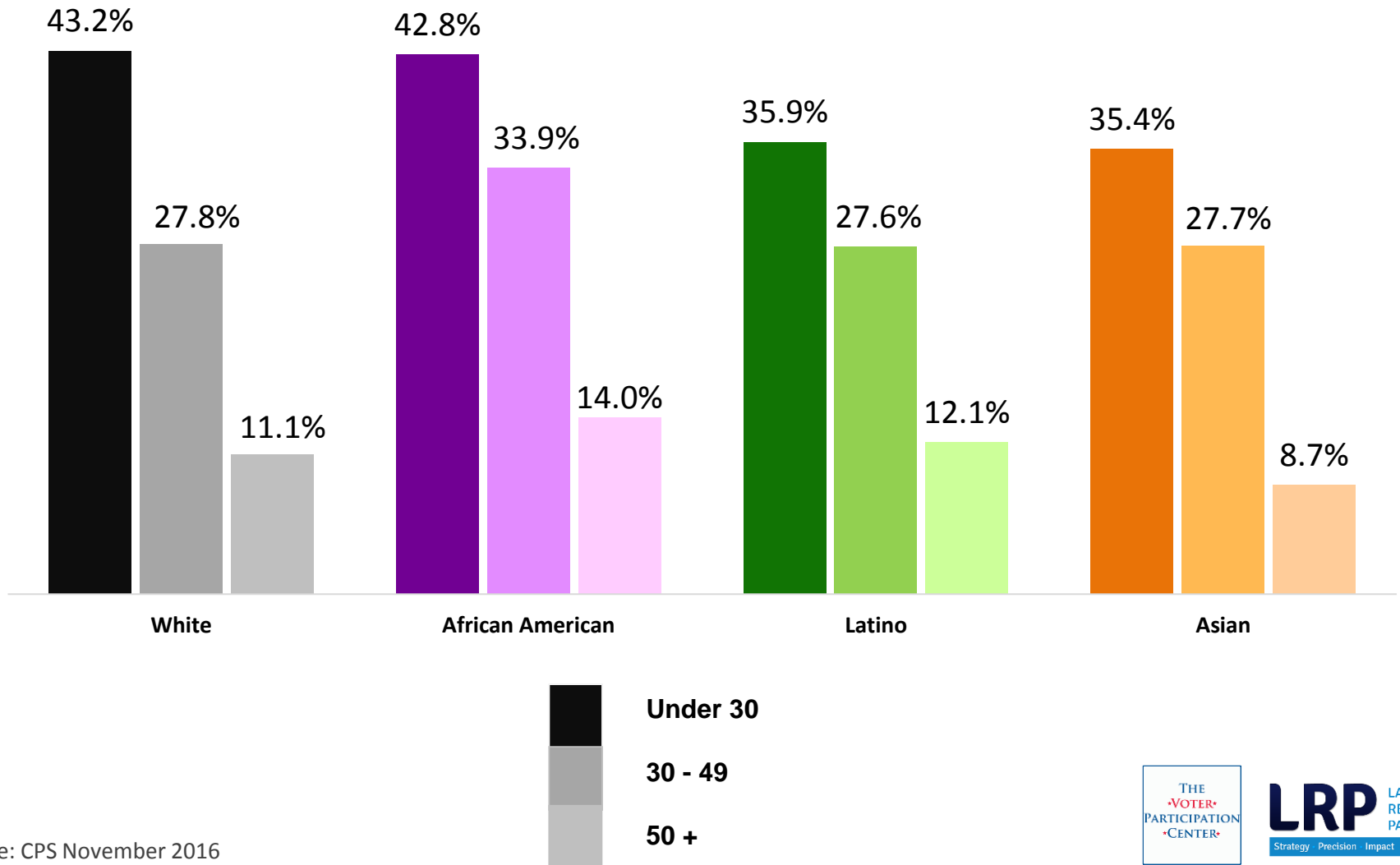
White and Asian working class women were more stationary than African American and Latina working class women voters.

Moved In the Last Four Years (Since 2012)



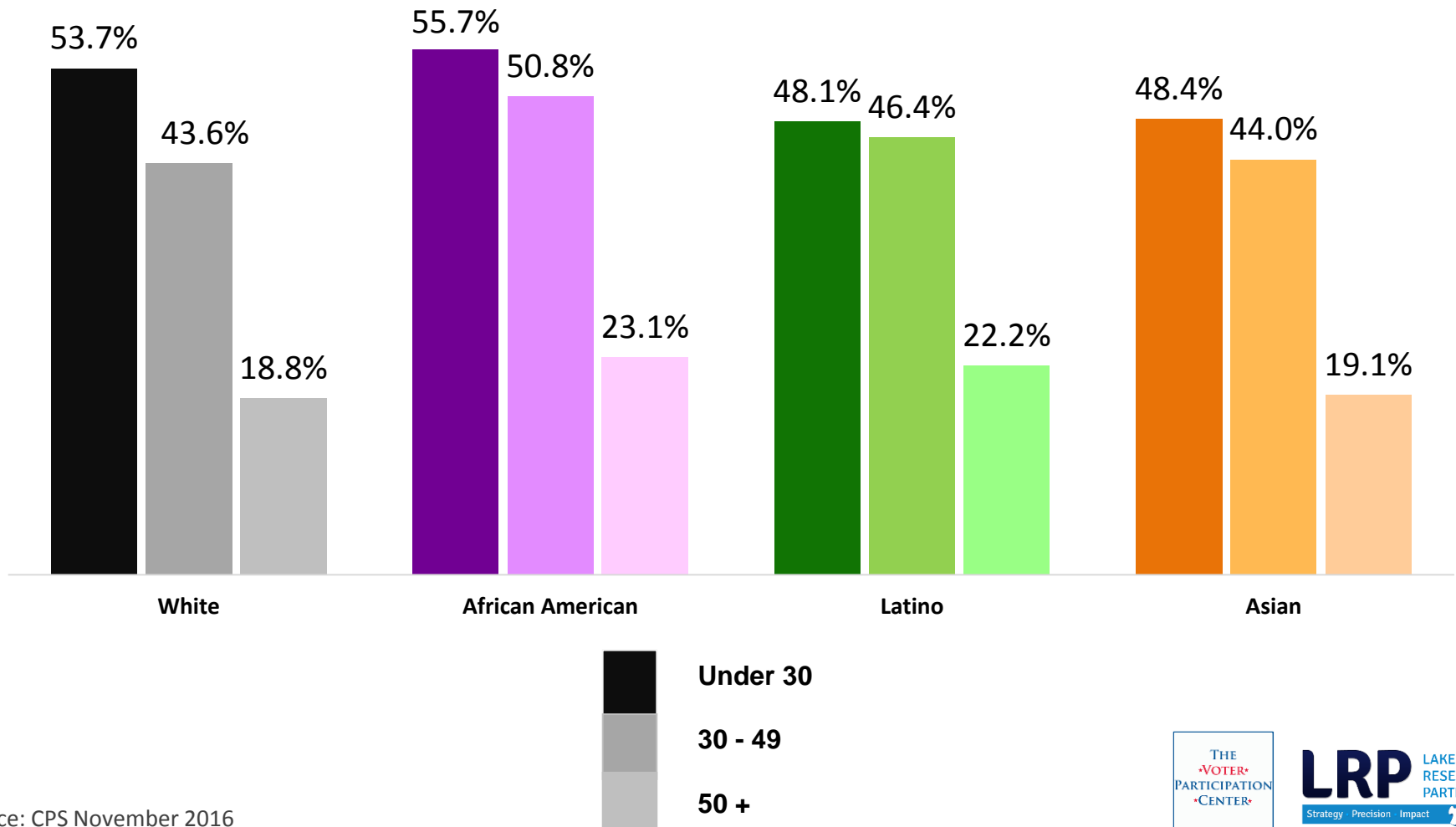
Younger white and African American voters were more likely to have moved than young Latinos and Asian Americans.

Moved In the Last Two Years (Since 2014)



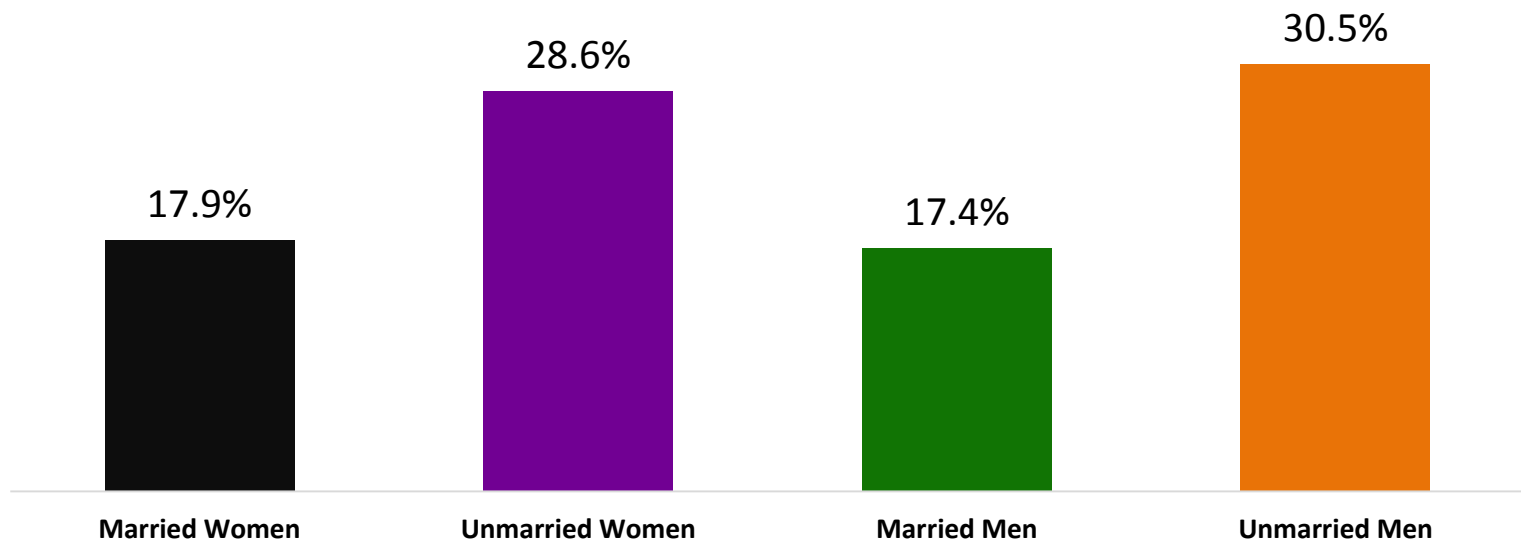
Voters under the age of 50 reflect the same mobility patterns and were much more likely to have moved in the last four years than voters over the age of 50.

Moved In the Last Four Years (Since 2012)



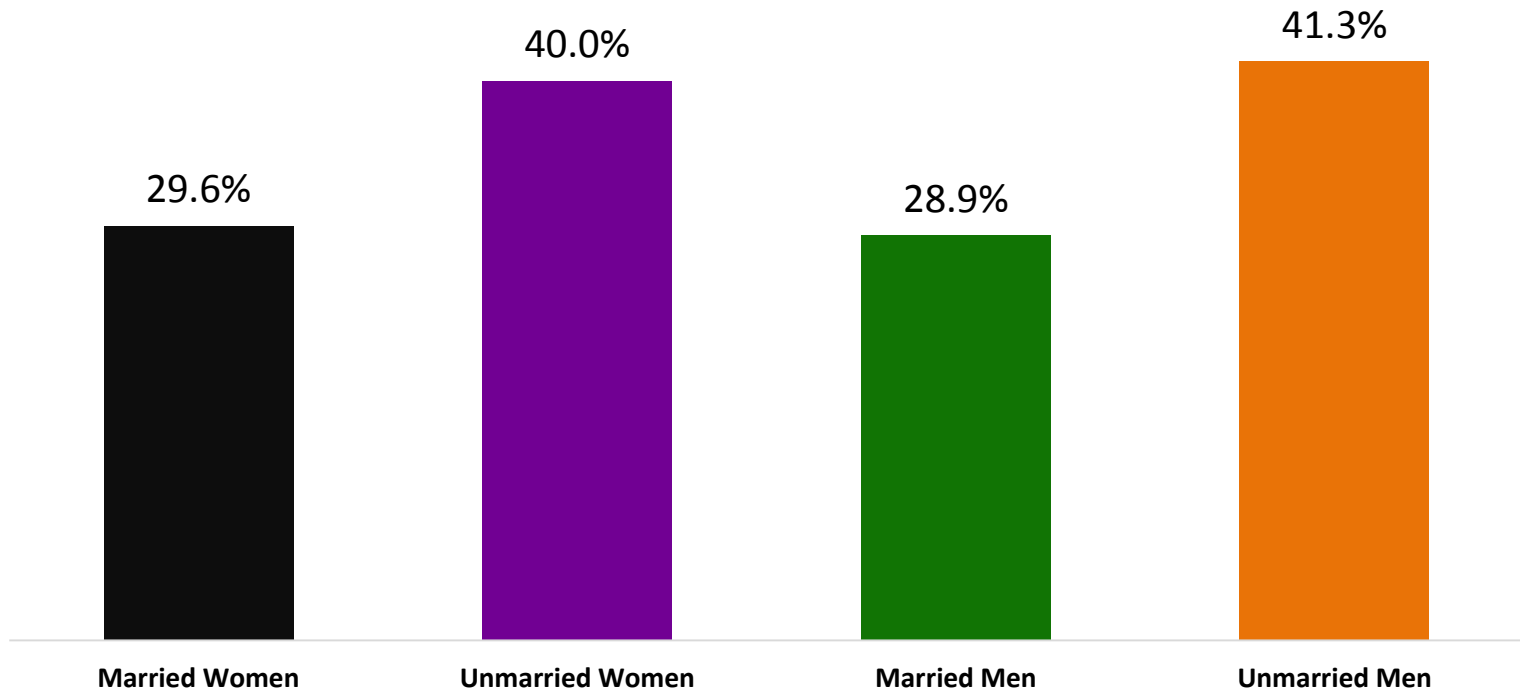
Unmarried voters were much more likely to have moved in the last two years than married voters.

Moved In the Last Two Years (Since 2014)



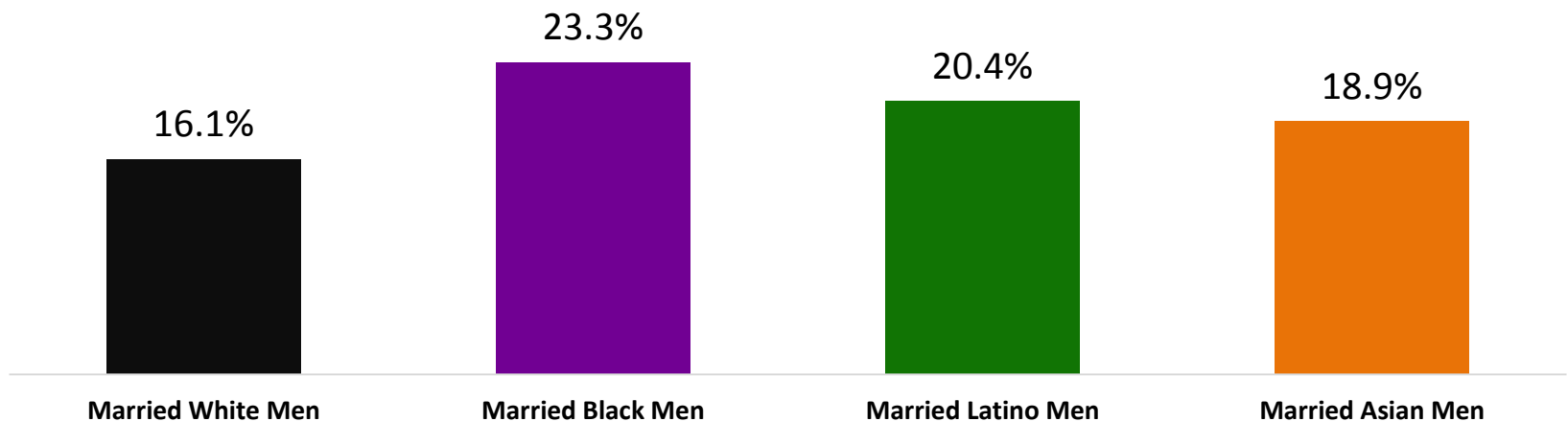
Unmarried men had the highest moving rate over a four year period, while married men were the most stationary.

Moved In the Last Four Years (Since 2012)



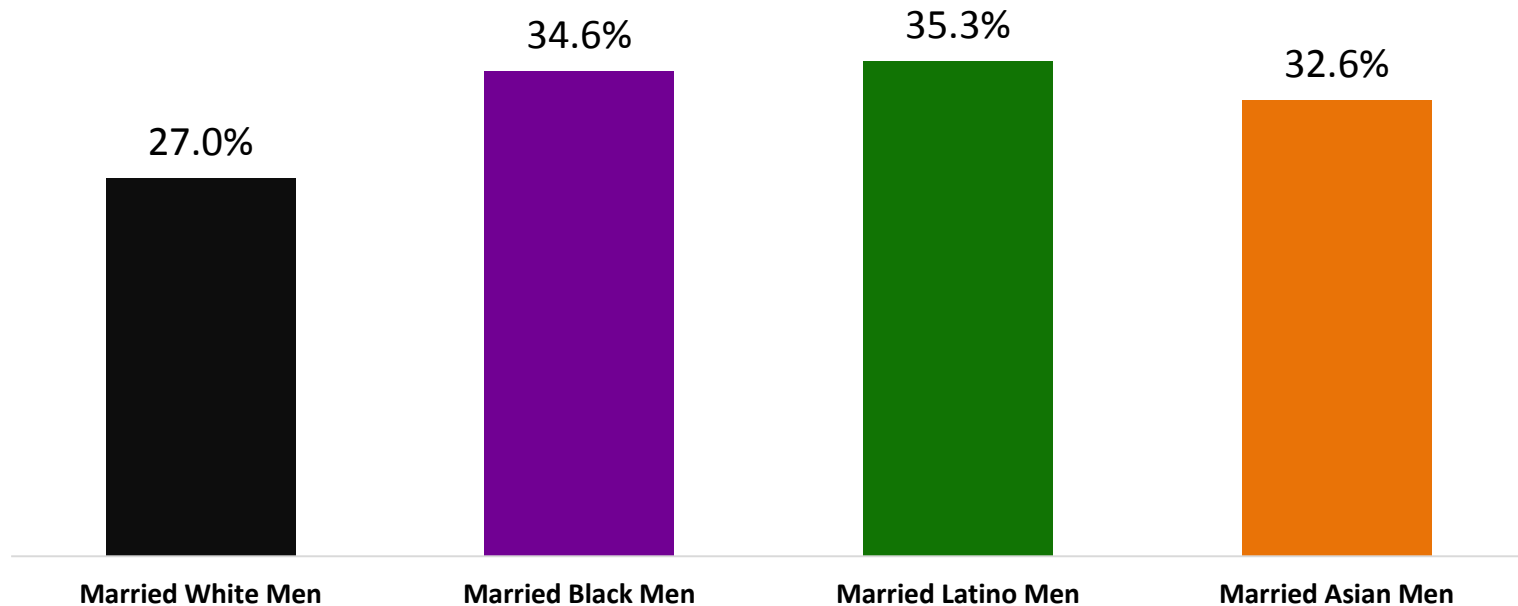
Among married men, married black men were the most likely to have moved in the last two years.

Moved In the Last Two Years (Since 2014)



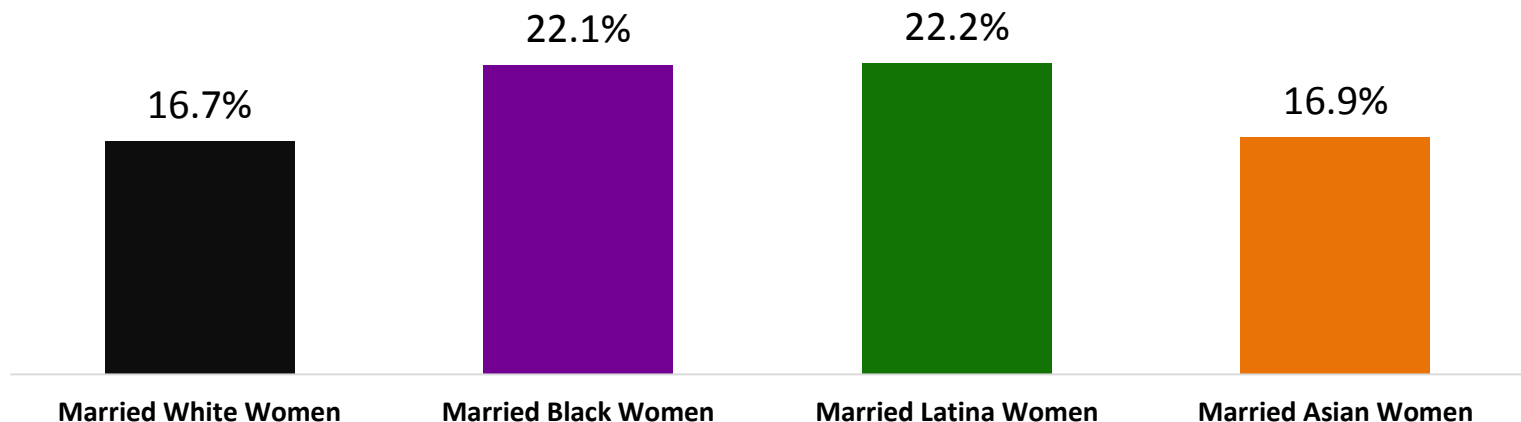
While married black men were the most likely to have moved in the past two years, married Latino men were the most likely to have moved in the last four years.

Moved In the Last Four Years (Since 2012)



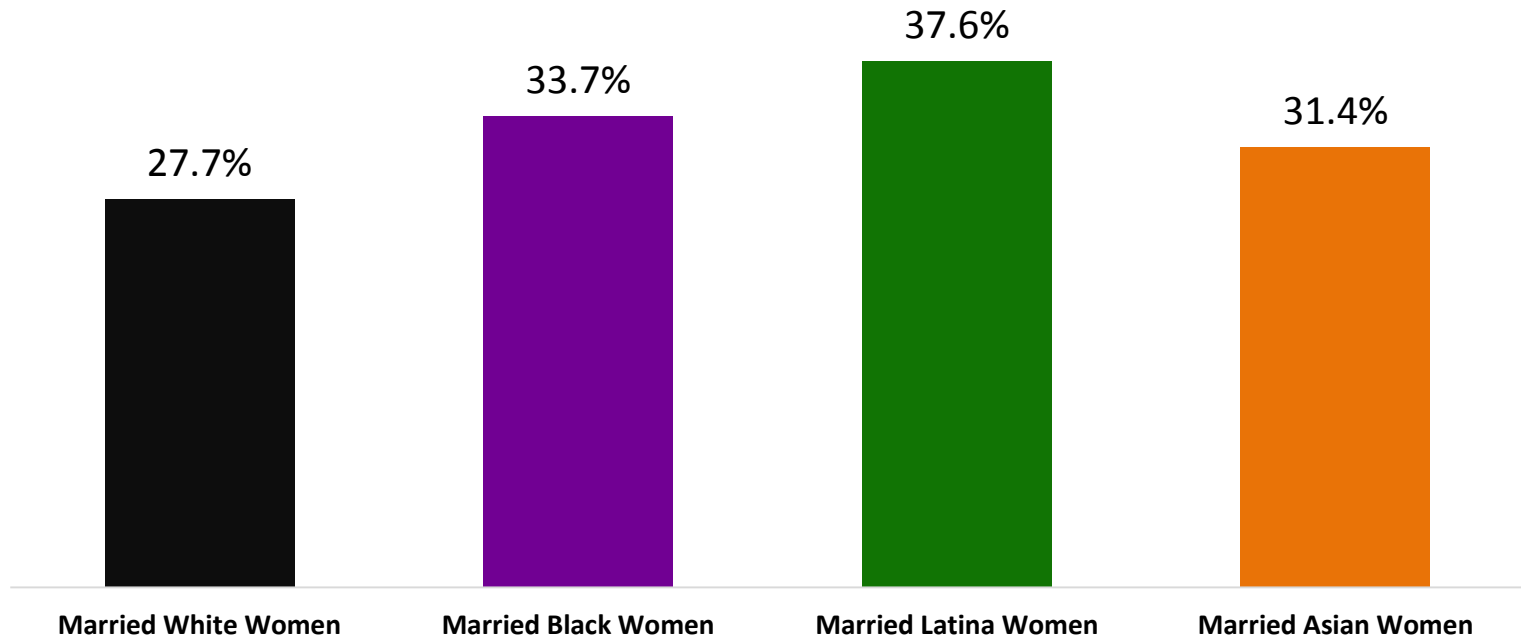
Married Latina women were the most likely to have moved in the past two years, and married white women were the least likely to have moved in the last two years.

Moved In the Last Two Years (Since 2014)



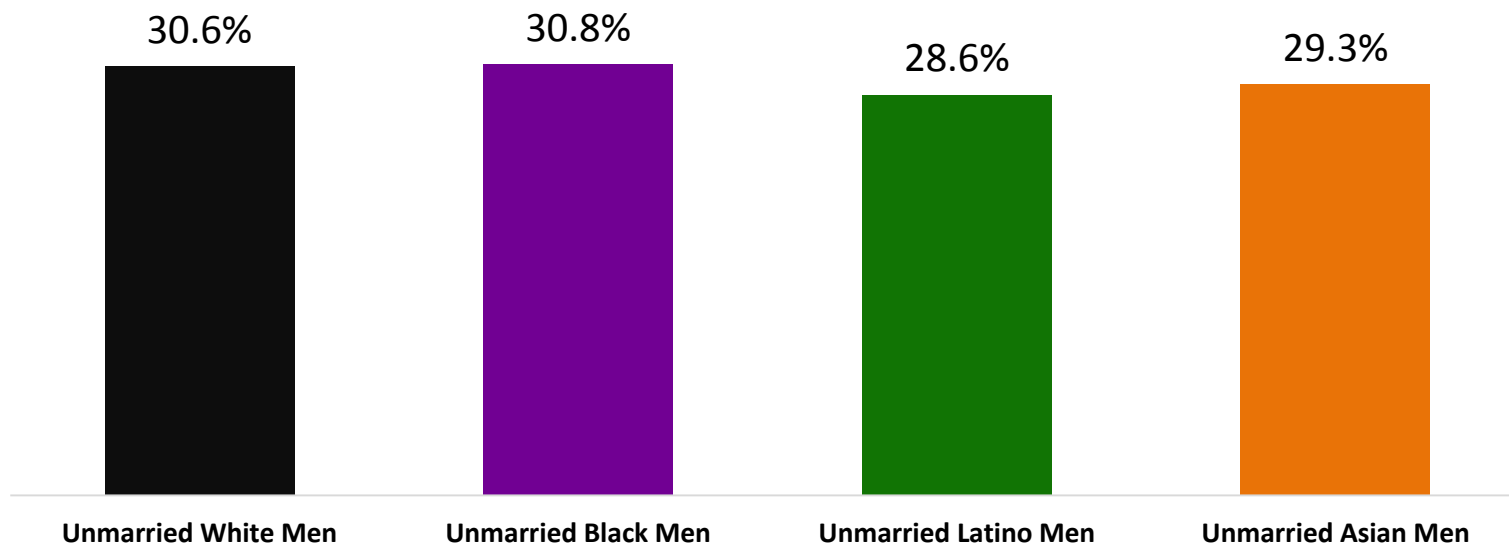
Sticking to the trends of married women who moved in the last two years, married Latina women were the most likely to have moved in the last four years, and married white women were the least likely to have moved.

Moved In the Last Four Years (Since 2012)



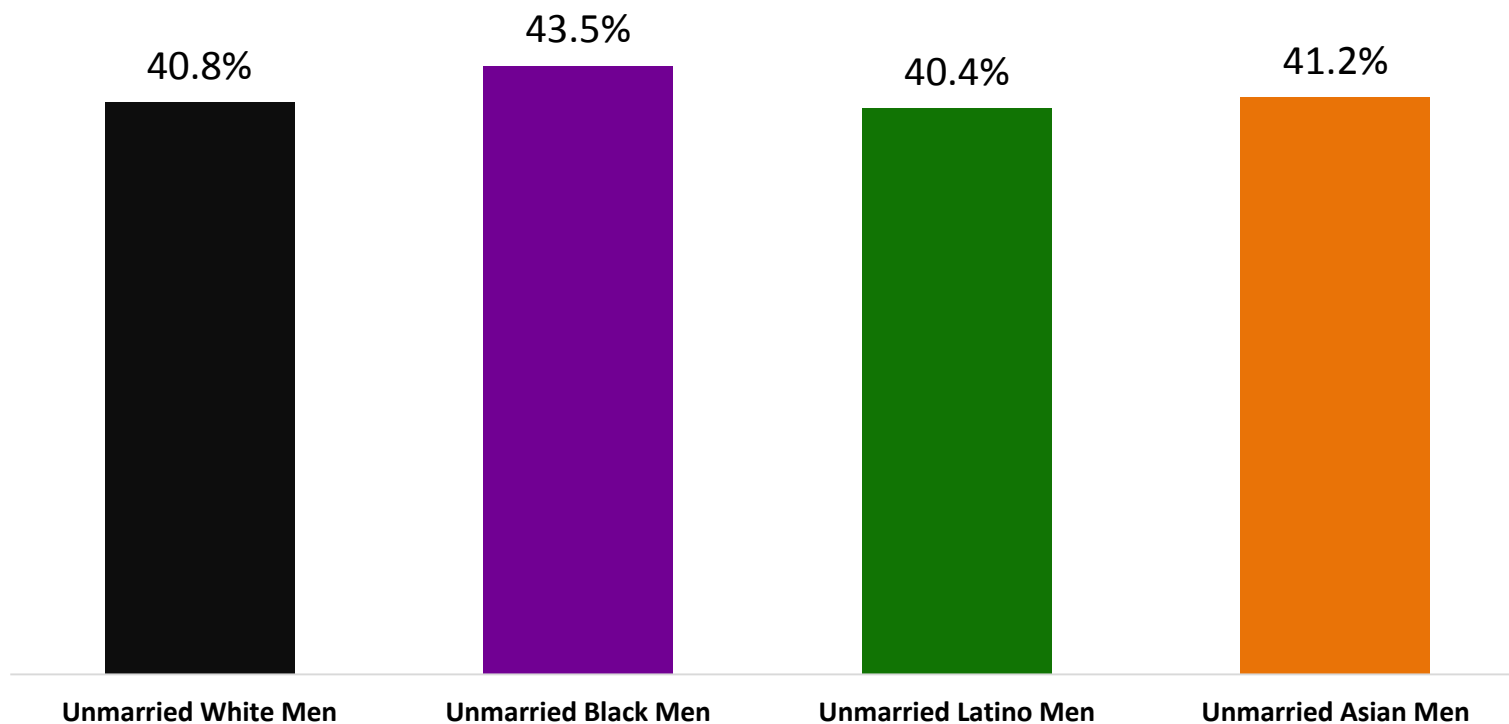
All unmarried men were more likely to have moved in the last two years than their married male counterparts.

Moved In the Last Two Years (Since 2014)



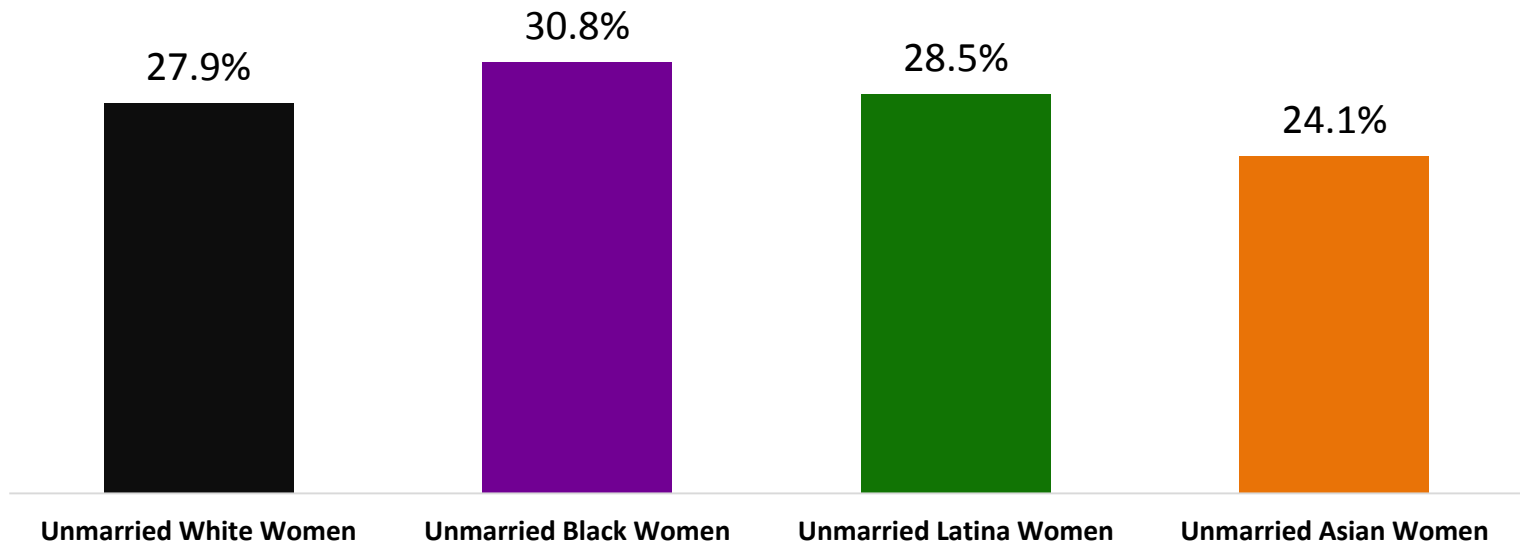
Over 40% of unmarried men, regardless of race, moved in the last four years.

Moved In the Last Four Years (Since 2012)



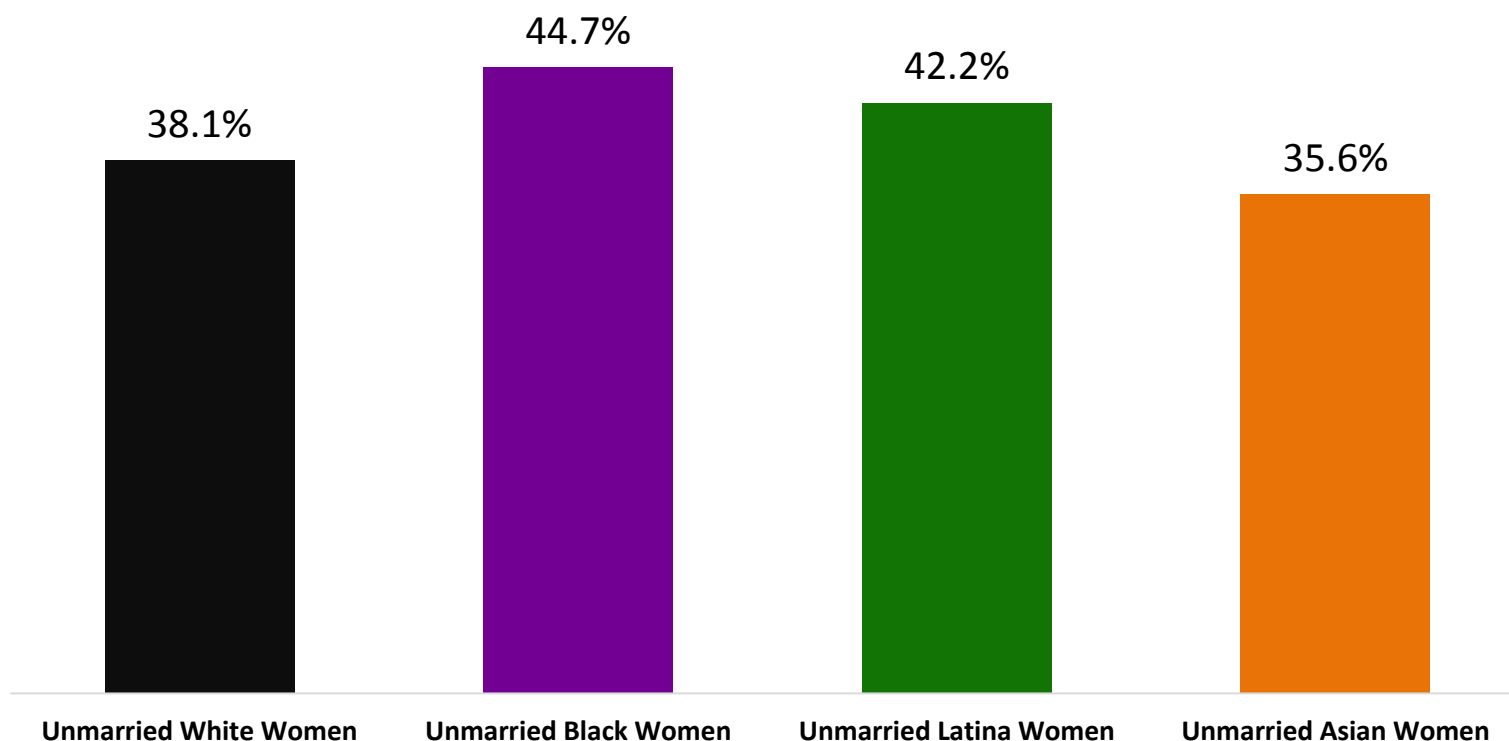
Unmarried black women were the most likely to have moved in the last two years.

Moved In the Last Two Years (Since 2014)



The same trend is true for moving in the last four years – unmarried black women were the most likely to have moved.

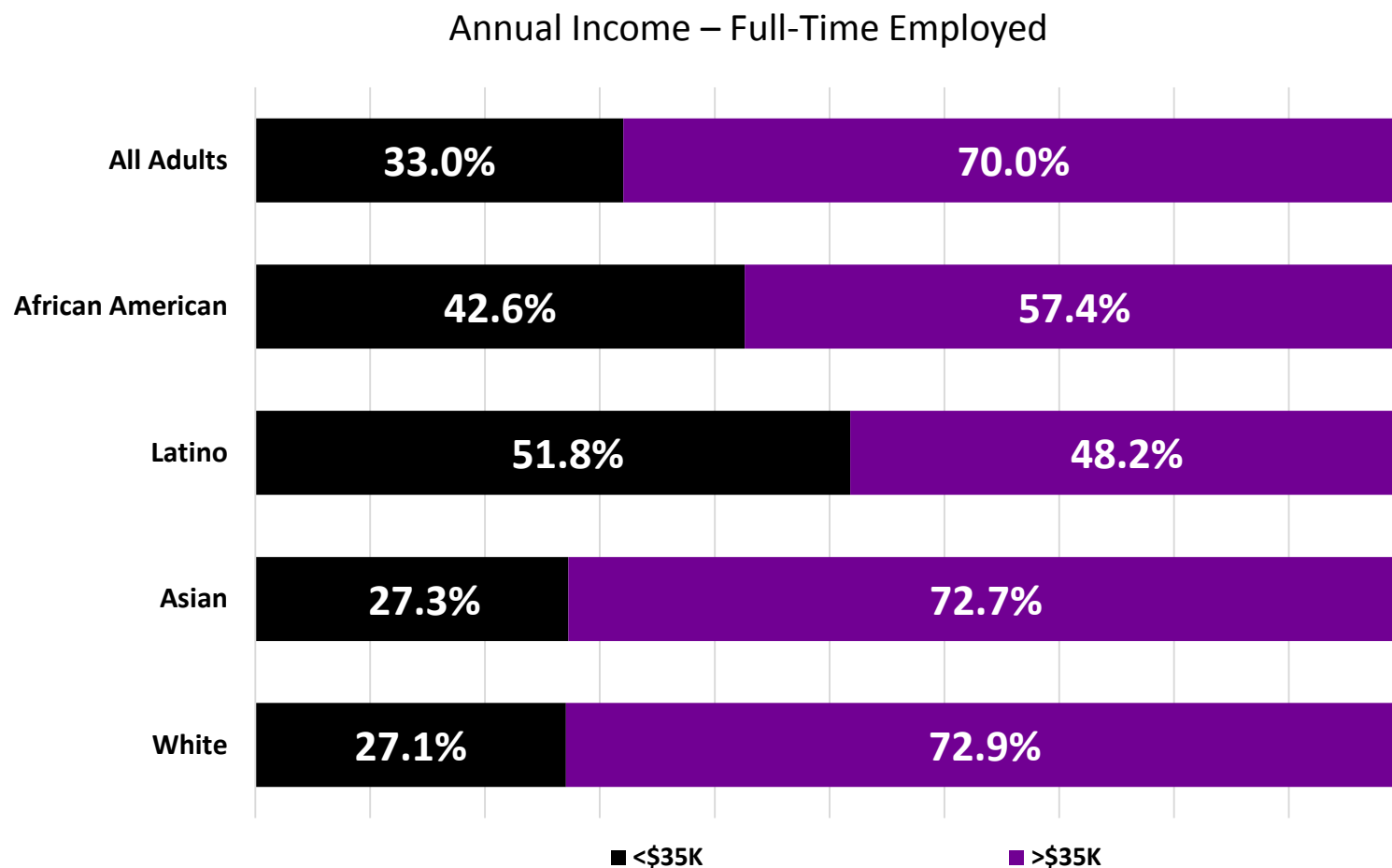
Moved In the Last Four Years (Since 2012)



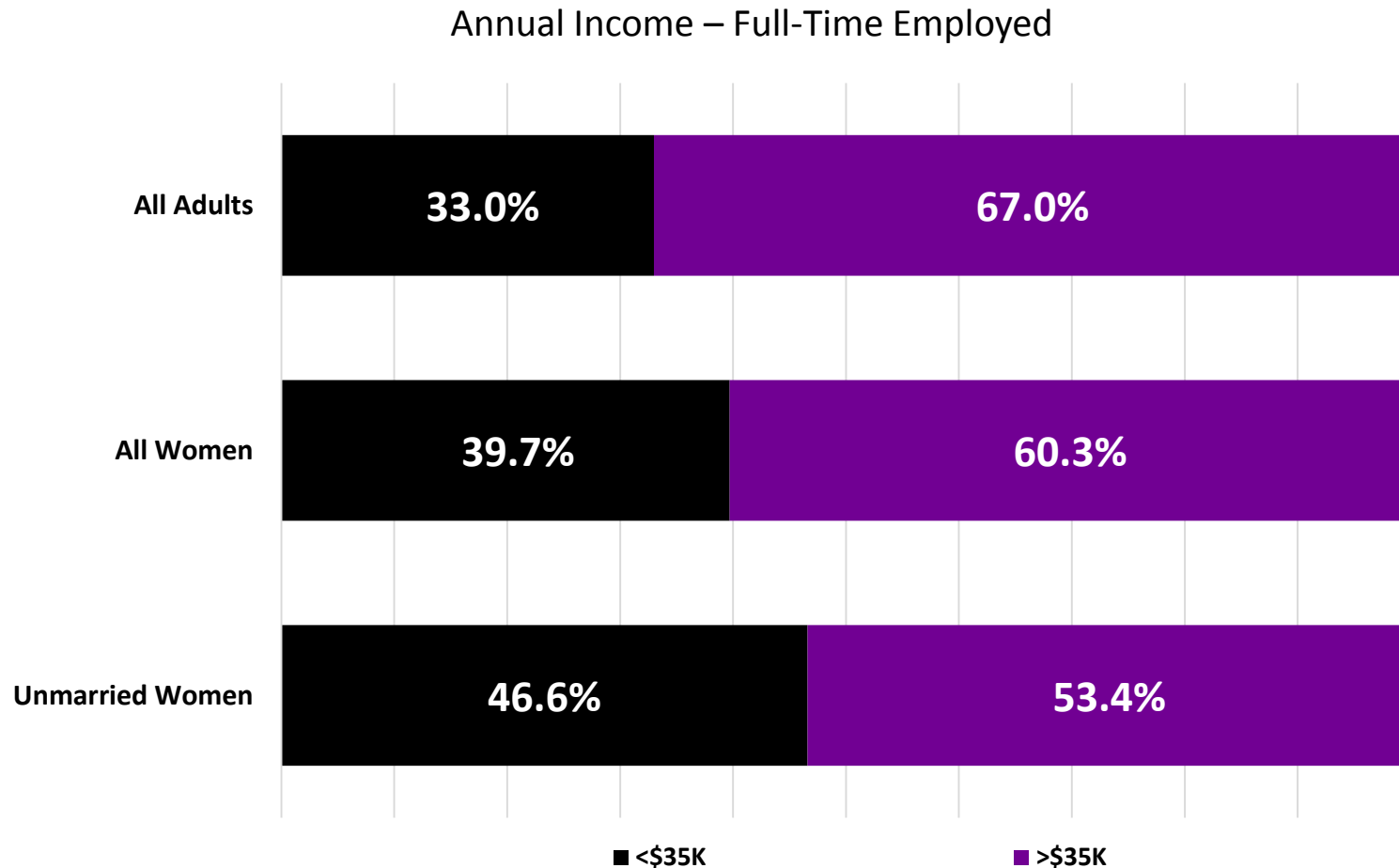
The RAE and the Economy



Over 50% of Latinos are earning less than \$35,000 per year, while over 70% of Asian Americans are earning more than \$35,000 per year.

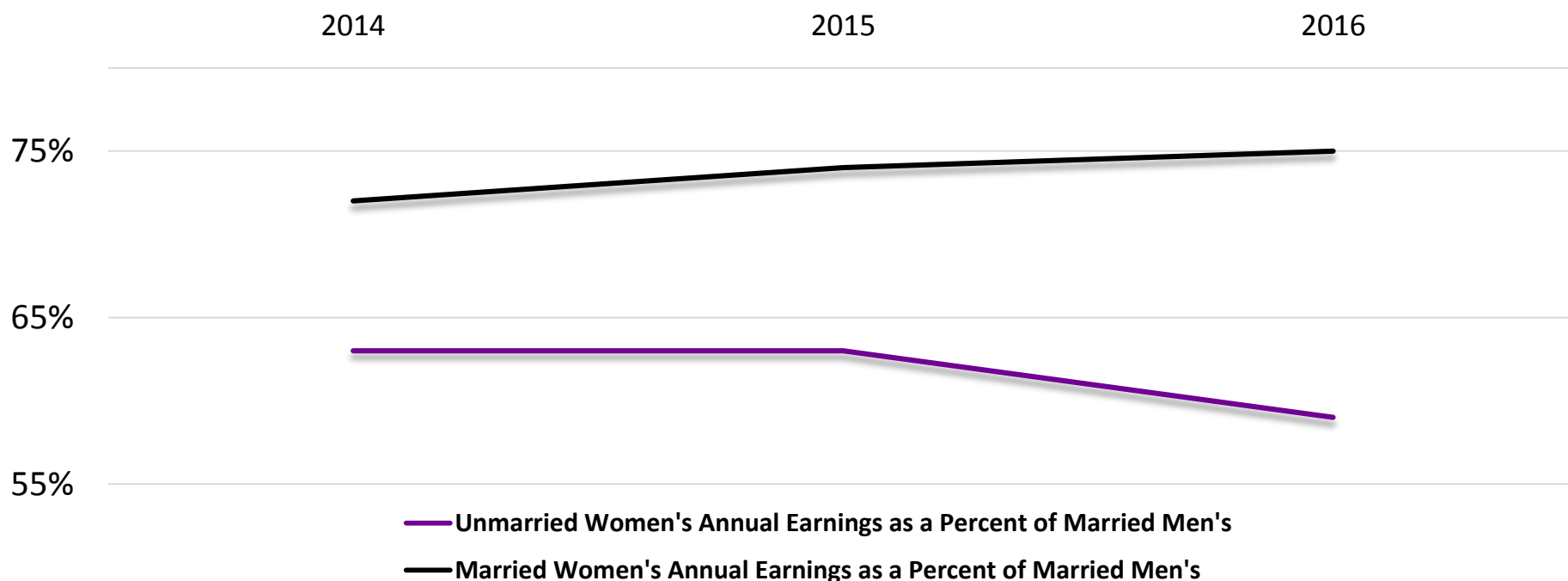


Average median income for unmarried women is \$35K, compared to \$45K among all adults and \$40K among all women. Unmarried women are disproportionately at the lower end of income brackets.



In 2016, unmarried women made nominally more at \$35,360 but just 59 cents on the dollar relative to married men. By way of contrast, income among married women has increased from \$41,600 in 2015 (74 cents on the dollar compared to married men) to \$45,000, which now represents 75 cents on the dollar.

Personal Earnings Ratio among Full Time Workers by Marital Status, 2014-2016



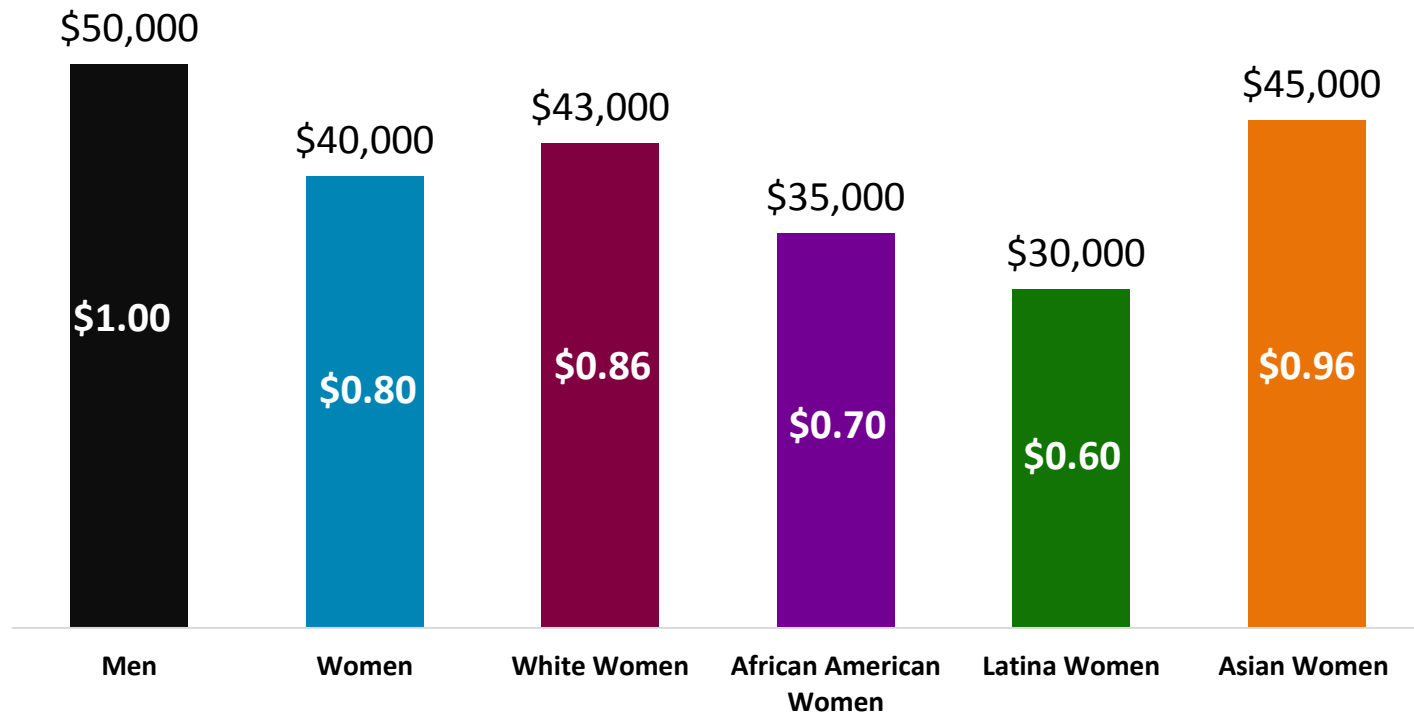
	Women		Men	
	Unmarried	Married	Unmarried	Married
Median Annual Income	\$35,360	\$45,000	\$40,000	\$60,000
Comparative Personal Earnings	59¢	75¢	67¢	\$1.00

This data is among all adults (18+), not just VEP.

Source: CPS March 2016

Women make eighty cents for every dollar a man makes. White women make slightly more than this amount, while African American women and Latinas make less. Asian women come the closest to men's personal earnings, falling just four cents short.

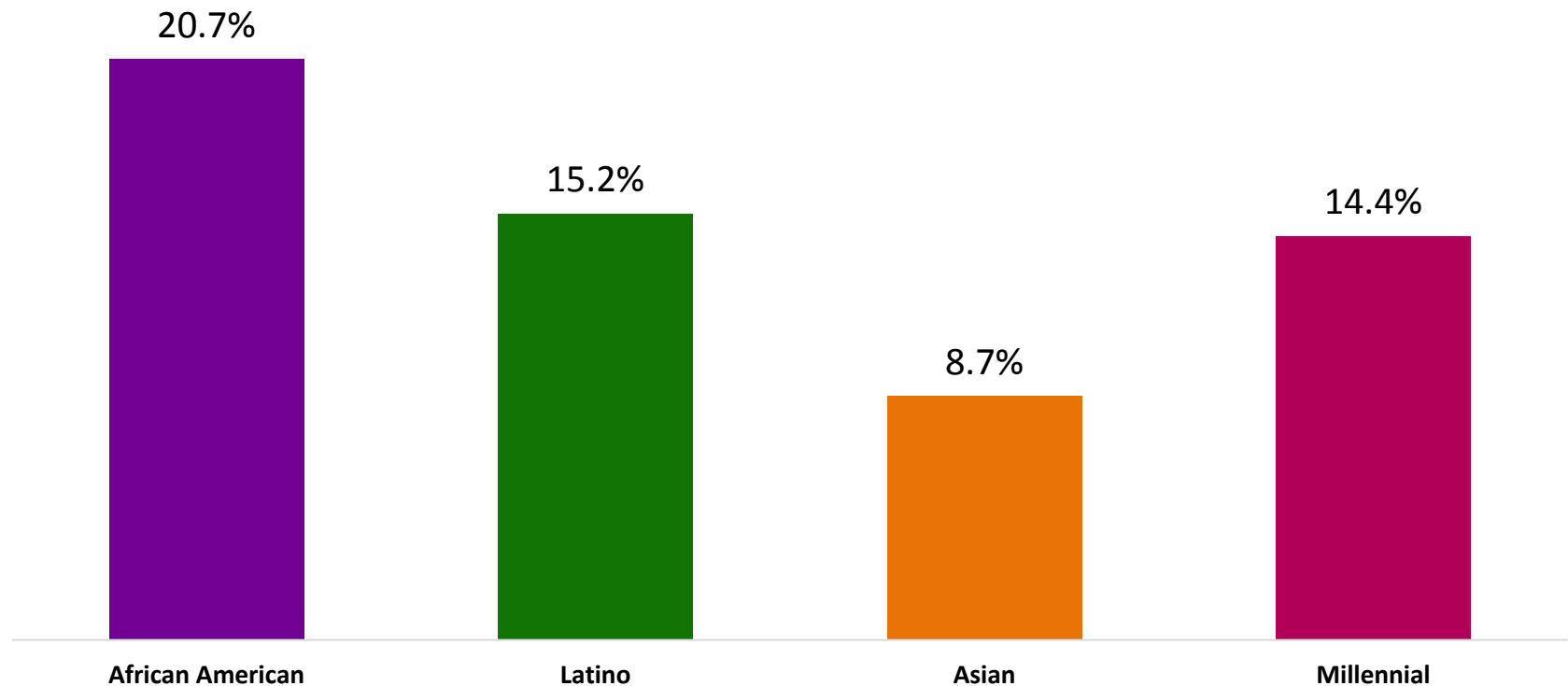
Personal Earnings Among Full Time Workers – Median Income



This data is among all adults (18+), not just VEP.
Source: CPS March 2016

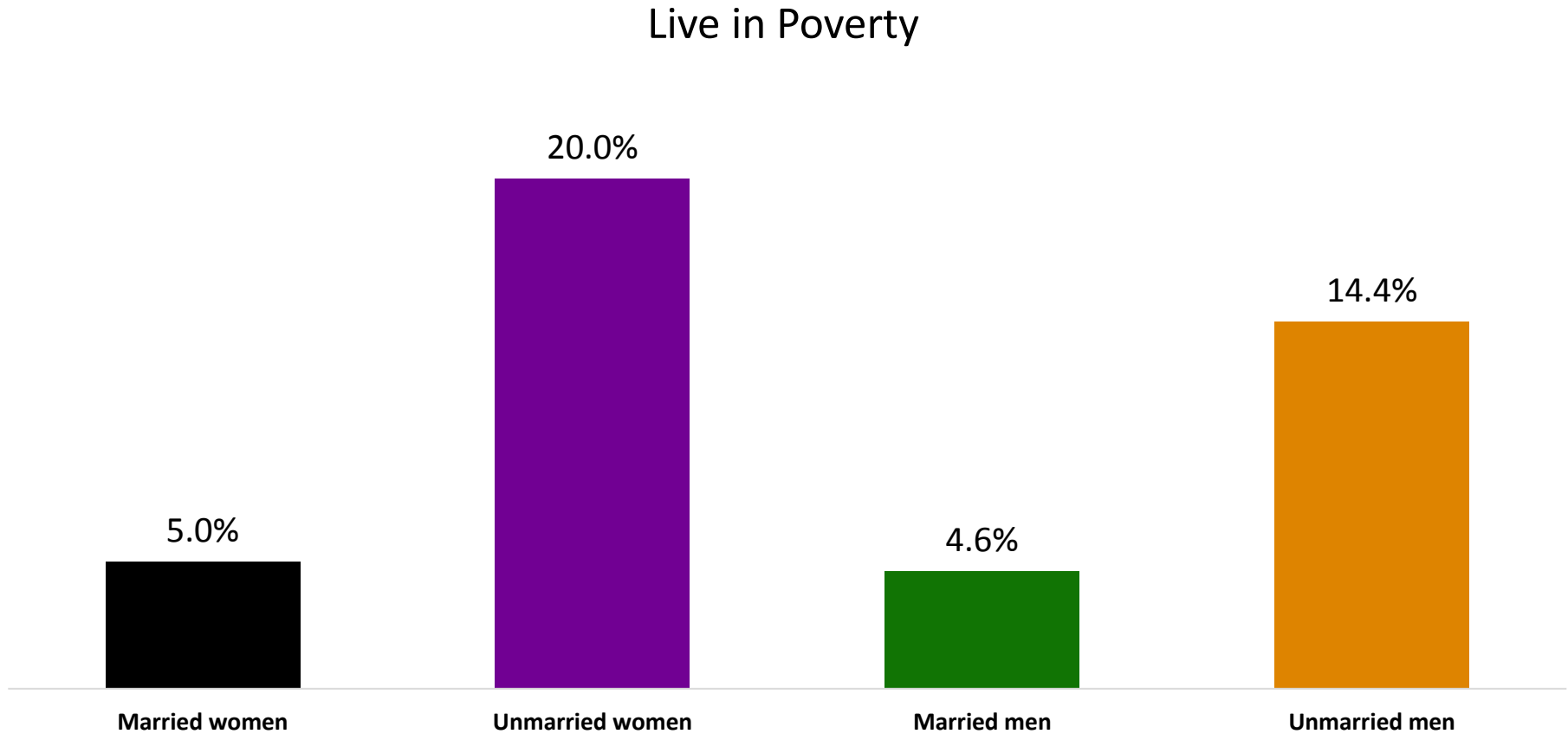
The March 2016 data revealed that 20.7% of African Americans (18+) live below the poverty line. In comparison, only 8.7% of Asian Americans live in poverty, with Millennials and Latinos falling in between.

Live in Poverty



This data is among all adults (18+), not just VEP.
Source: CPS March 2016

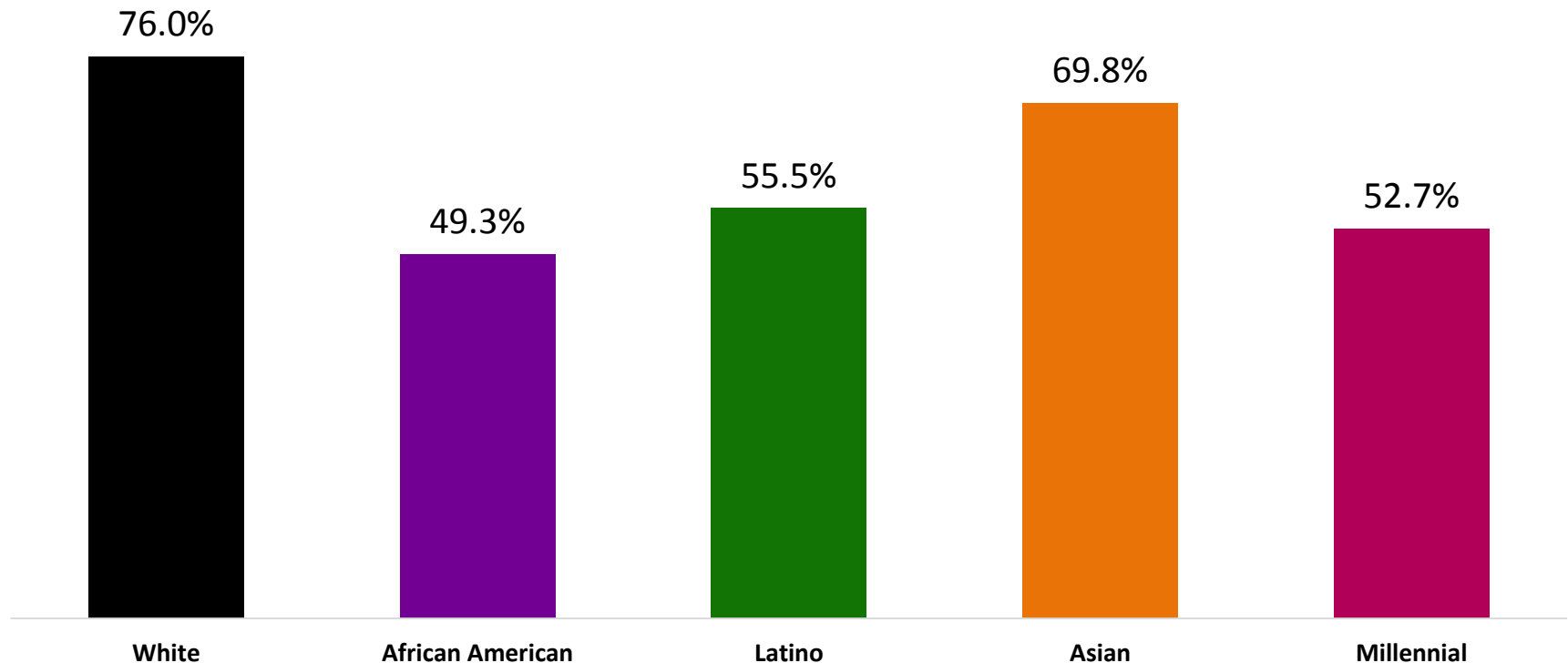
Unmarried women are four times more likely to live in poverty than a married men.



This data is among all adults (18+), not just VEP.
Source: CPS March 2016

Millennials and African Americans have the lowest levels of home ownership, with large portions of these demographic groups renting rather than purchasing their homes. Whites heavily outpace every other racial group in home ownership.

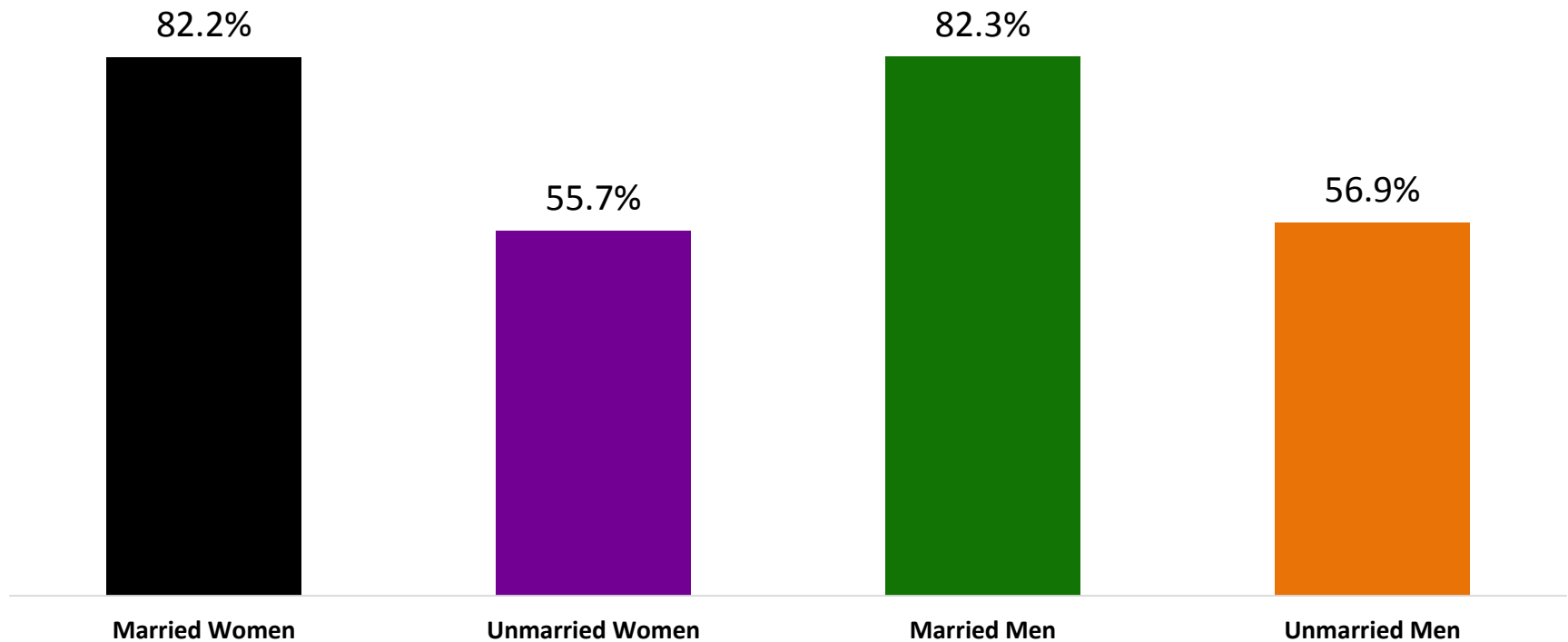
Home Ownership



This data is among all adults (18+), not just VEP.
Source: CPS March 2016

Married men and women are far more likely to own a home than than unmarried men and women.

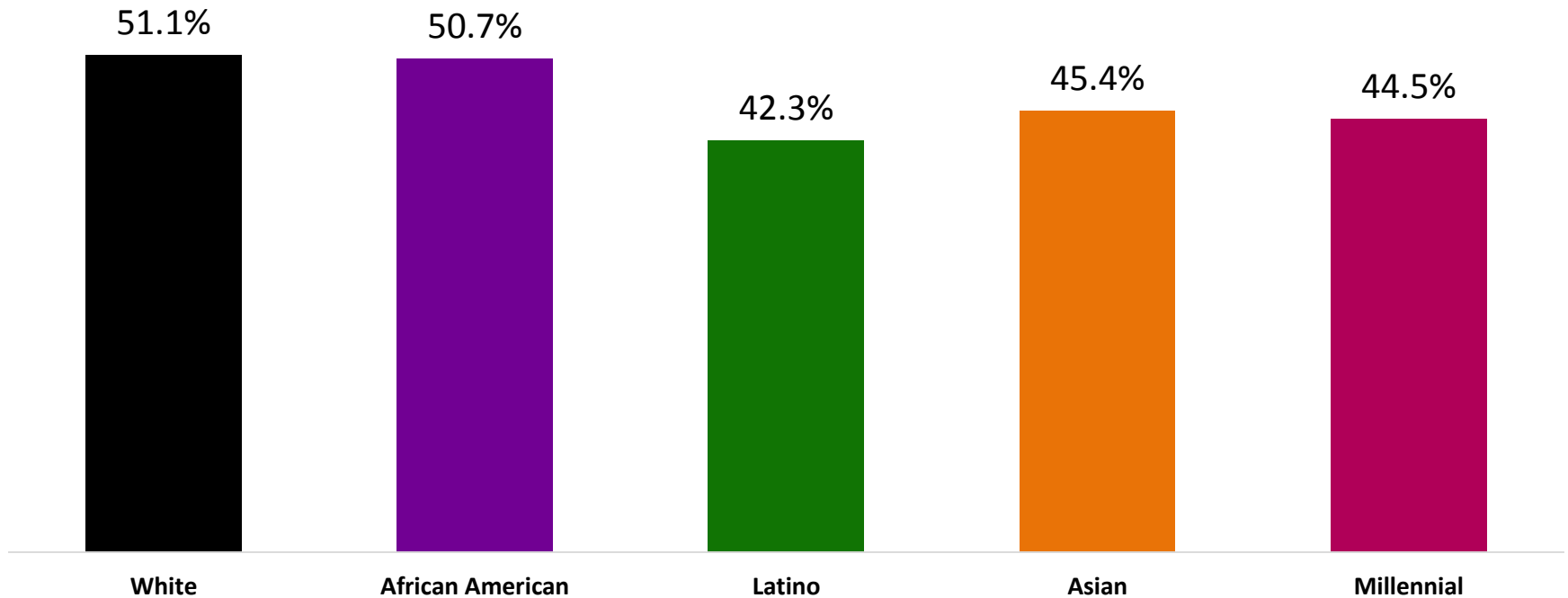
Home Ownership



This data is among all adults (18+), not just VEP.
Source: CPS March 2016

Latinos, Asians, and Millennials are less likely than whites and African Americans to have a pension plan provided by their employer.

Pension Plan Provided by Employer – Year-Round Employees

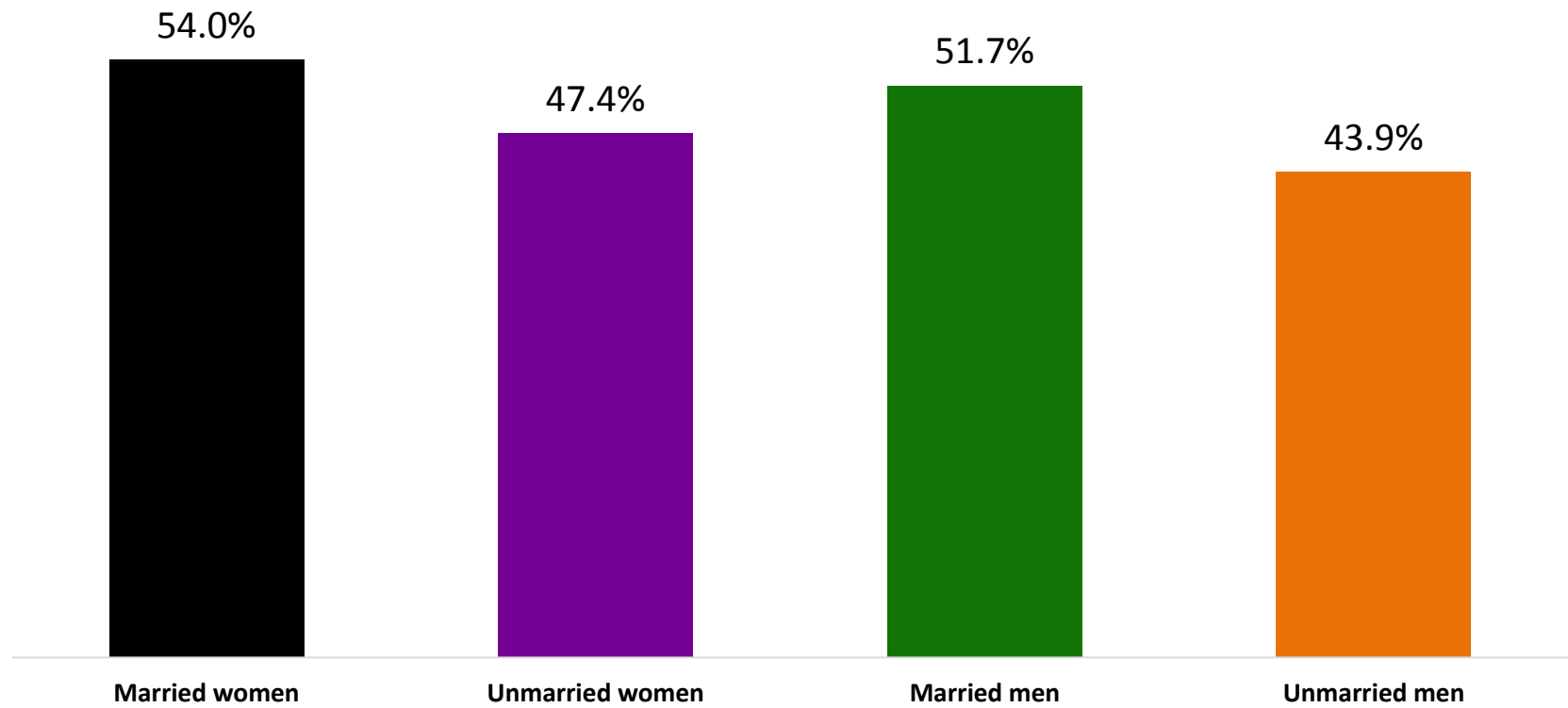


This data is among all adults (18+), not just VEP.

Source: CPS March 2016

Unmarried men are the least likely to have a pension plan provided by their employer, while both married men and married women are over 50% likely to have a pension plan through their employer.

Pension Plan Provided by Employer – Year-Round Employees



This data is among all adults (18+), not just VEP.
Source: CPS March 2016



Strategy • Precision • Impact



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

LakeResearch.com

202.776.9066

Celinda Lake

clake@lakeresearch.com

@clake

Joshua Ulibarri

julibbarri@lakeresearch.com

@jeudc

Caroline Bye

cbye@lakeresearch.com

@cbye11