

Gearing Up for 2016: How Population and Electoral Trends Among the RAE in 2014 Inform the 2016 Cycle

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Sources and Methodology

- Unless noted, all of the data in this report are from the Current Population Survey (CPS), the November CPS supplements on voting and registration, and the March 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.
 - The CPS is the primary source of information on the labor force characteristics of the U.S. population.
 - 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 to account for new residential construction.
- Median income is rounded to the nearest \$1,000.

The Rising American Electorate

- The Vote Eligible Population refers to vote eligible citizens over the age of 18.
- The Rising American Electorate (RAE) – unmarried women, youths (ages 18-29)/ Millennials*, African Americans, Latinos, Asian, and all other non-white (Census defined) races – now accounts for more than half of the vote eligible population in this country.
- While RAE turnout has increased in recent presidential elections, they still do not vote 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. The RAE for data prior to 2014 in this presentation comprises unmarried women, all people of color, and youths (ages 18-29). In the previous definition, voters may have aged out of the RAE, but their voting behaviors may continue to align with this group and special attention should still be given to this generation of younger, millennial voters.

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 underrepresented groups in the electorate.

Executive Summary



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Gearing Up for 2016 – Unmarried Women

- Unmarried women make up a large share of the RAE with a vote eligible population of 56.8 million, an increase of over 1.6 million from 2012. By 2016, for the first time, a majority of vote eligible women are projected to be unmarried, making registering and turning out these women incredibly important.
- In 2014, nearly four-in-ten unmarried women were not registered to vote, compared to just 20% of married women, while a quarter said they were registered but did not vote. Unmarried men were more likely to be unregistered or to be registered but not vote.
- Unmarried women were the most likely to have their voting prevented by illness or disability in the family, but the least likely to feel that their vote did not count. So while they felt empowered to vote, there were real obstacles in their way to turning out and voting.
- Unmarried men and women were much more mobile than their married counterparts, with over four-in-ten unmarried women having reported moving from 2010 to 2014 compared to less than a third of married men. Similar to the rest of the RAE, registering the highly mobile unmarried population represents a challenge in 2016.

Gearing Up for 2016 – The RAE

- There are 125 million eligible voters in the Rising American Electorate, making up 56.7% of the Vote Eligible Population and the RAE continues to grow in states important for the control of the Senate and the presidency. In 2016, the RAE will likely cast over half of all ballots.
- In 2014, of the 125 million members of the RAE, 42.3% said they are not registered to vote, compared to 34.3% in 2012, and 25.0% said they were registered but did not vote. That year the RAE made up just 44.2% of the electorate. The benefits to registering the unregistered are clear. Registering may be more than half the battle, but efforts to drive turnout among the already registered RAE, who may have voted in 2008 or 2012 but not since, are important.
- A fifth (20.8%) of the RAE said they did not make registration deadlines, did not know where to register, or did not meet residency requirements. Among those who were not registered, the non-RAE were more likely to say they did not vote because they were not interested in the election, as well as saying that their vote would not make a difference. Aiding the RAE in registration, particularly after a move, is key.

Gearing Up for 2016 – The RAE

- In 2014, nearly eight-in-ten RAE members voted in person. Unmarried women were less likely to vote in person, compared to their counterparts. Increasing vote by mail options or weekend polling times could have dramatic impacts on increasing RAE turnout.
- Americans who are members of the RAE are more likely to move than their non-RAE counterparts, making registering RAE members more difficult and important. From 2010 to 2014, 49.6% of the RAE moved, including two-thirds of Millennials. Registering those voters that move, particularly the very mobile RAE is essential to empowering these voters.
- The RAE and particularly unmarried women are still struggling in the current economy. Women make eighty cents for every dollar a man makes. White women make slightly more than this, while African American women and Latinas make less.

The Rising American Electorate

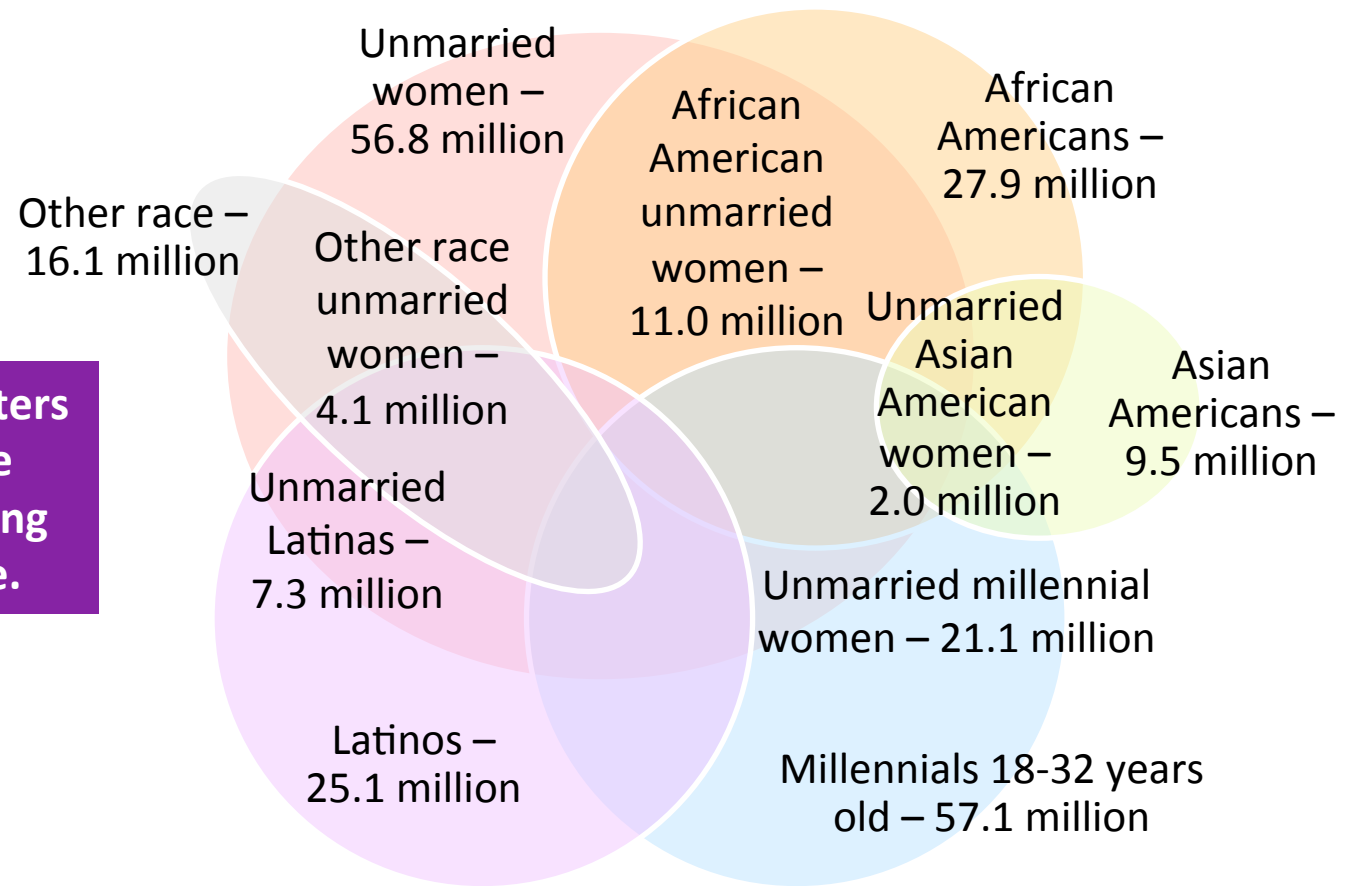
The RAE has continued to grow in size and share of the VEP; now totaling nearly 125 million vote eligible Americans and 56.7% of all eligible voters.



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There are nearly 125 million members of the Rising American Electorate – unmarried women and Millennials are far and away the largest segments, but there is much overlap between them.

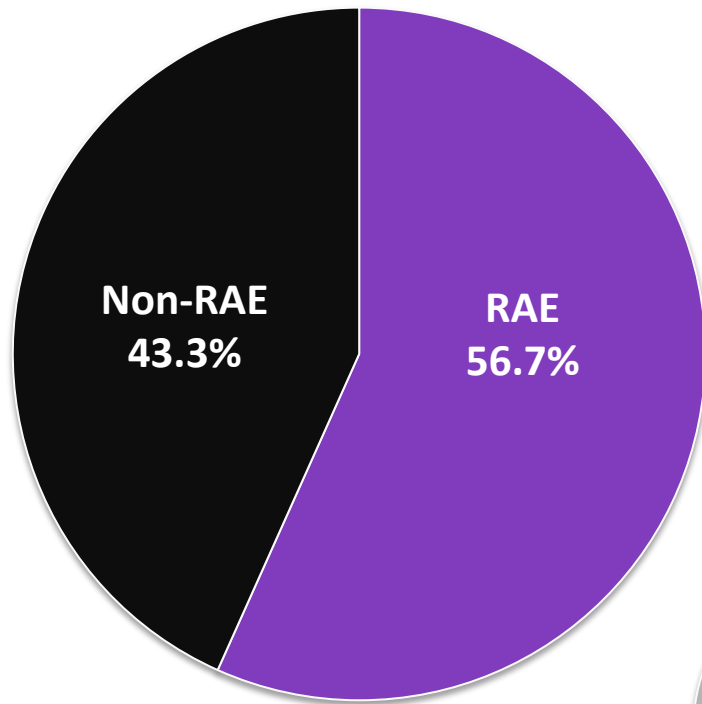
125 million eligible voters (56.7% of all eligible voters) are in the Rising American Electorate.



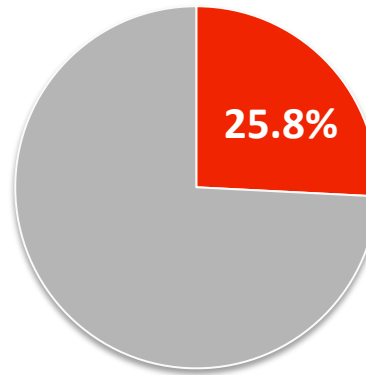
Source: U.S. Census Bureau Current Population Survey November 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

Unmarried women and Millennials have far and away the largest shares of the RAE within the VEP.

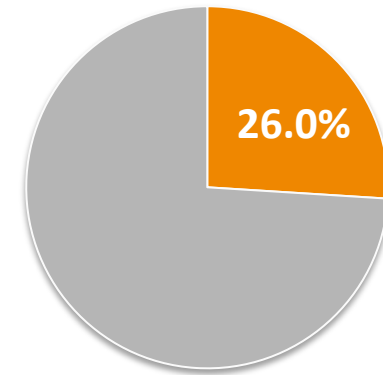
Vote Eligible Population



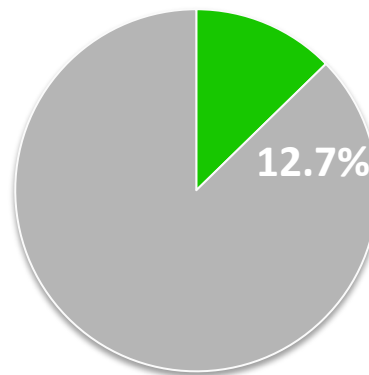
Unmarried Women



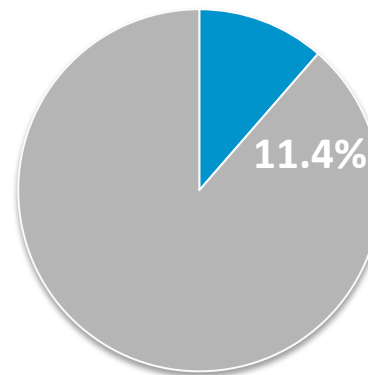
**Millennials:
18-32 Year Olds**



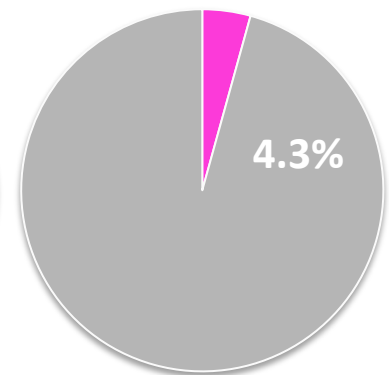
African Americans



Latinos



Asian Americans



Source: CPS November 2014

* Percentages denote share of that group within the Vote Eligible Population (VEP) i.e. unmarried women are 25.8% of the VEP.

Vote eligible Latinos and Asian Americans are expected to have the fastest growth from 2012 to 2016. Latinos and unmarried women will see the largest growth in terms of number of voters added.

CPS Estimates of the Vote Eligible Population
2012

2016*

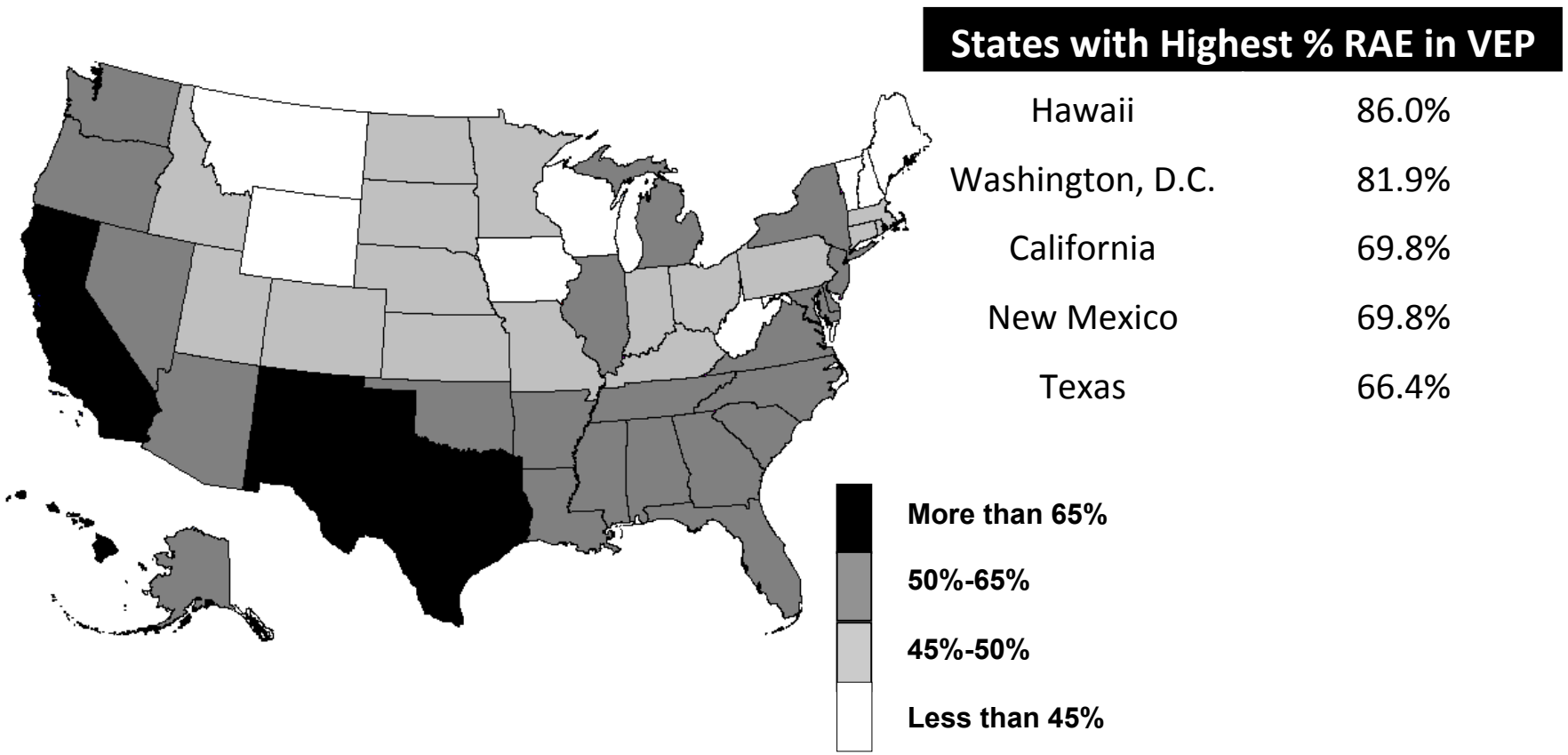
	2012	Change	2016*
RAE**	116,839,304	+16.3 million, 14% increase	133,154,682
Unmarried Women	55,151,532	+3.8 million, 6.8% increase	58,904,783
African Americans	26,914,854	+2.1 million, 7.7% increase	28,975,337
Latinos	23,328,876	+4.1 million, 17.4% increase	27,395,471
18-34 Year Olds**	63,008,477	+3.0 million, 4.8% increase	66,063,167
Married Women (Not just in the RAE)	56,907,899	+1.4 million, 2.5% increase	58,346,915
Asian Americans	8,253,663	+2.3 million, 27.3% increase	10,509,210

* Projected: Uses a rolling average of monthly CPS data to estimate the linear trend in population growth and use that to extrapolate from the current population size. This is intended to be an approximation of likely population growth.

** These RAE/age projections use the RAE definition of 18-34 year olds rather than Millennials, which change year on year. They assume a standard age group of 18-34 year olds for each year.

The RAE continue to grow across the nation, particularly in states like California and Texas. Hawaii remains the state with the largest RAE share of the population.

2014 Rising American Electorate Population by State



Source: CPS November/March 2014 Supplements

In the 2014 election, almost all key states saw growth in their RAE populations from 2012.

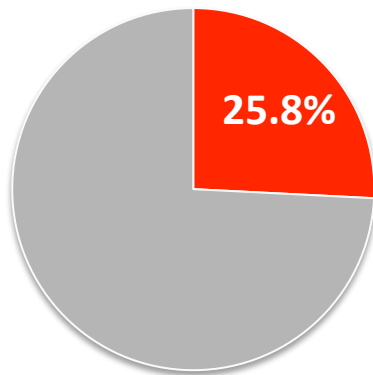
	Total Vote Eligible Population in 2014	Total RAE in VEP 2012	Total RAE in VEP 2014	2012-2014 growth
National Total	219,941,132	116,839,304	124,618,746	+7,779,442
CO	3,731,839	1,752,520	1,845,680	+93,160
FL	13,878,881	7,530,721	8,088,627	+557,906
IA	2,274,954	892,776	1,014,697	+121,921
MI	7,246,484	3,443,096	3,644,651	+201,555
NC	6,857,197	3,503,997	3,845,459	+341,462
NM	1,416,640	988,054	988,837	+783
NV	1,858,025	1,092,235	1,159,958	+67,723
OH	8,509,305	4,042,663	4,087,150	+44,487
PA	9,510,631	4,339,377	4,478,557	+139,180
VA	5,888,005	3,024,836	3,270,213	+245,377
WI	4,231,976	1,862,268	1,897,537	+35,269

Source: CPS November/March 2014 Supplements

Snapshot of Core RAE Groups

Unmarried women skew towards being under age 34 or above age 50. Their median household income is \$37K. For Millennials, the median household income is \$35K.

Unmarried Women



Age:

18-34: 40.0%

35-49: 17.4%

50-90: 42.6%

Race:

White: 62.3%

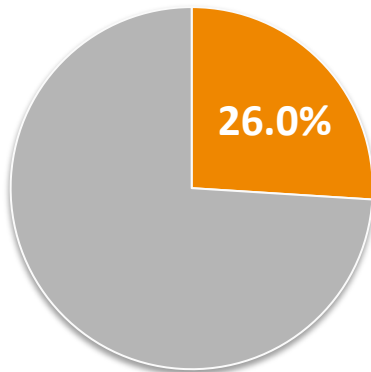
African American: 19.4%

Latino: 12.8%

Asian American: 3.6%

Median Income: \$36,500

Millennials



Race:

White: 61.3%

African American: 15.1%

Latino: 17.0%

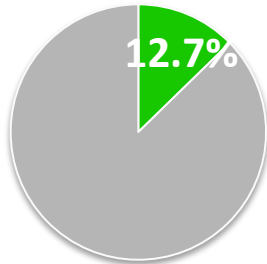
Asian American: 4.2%

Median Income: \$34,585

Snapshot of Core RAE Groups

Latinos tend to be younger than African Americans. African Americans tend to be better off financially than Latinos with a median household income of \$38K, compared to just \$32K for Latinos. Latinos have the lowest median household income of the RAE groups. Asian Americans are the oldest person of color group and the most affluent.

African Americans



Age:

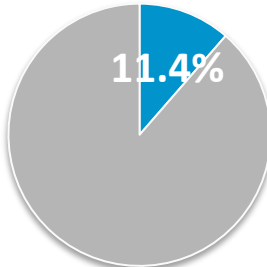
18-34: 34.8%

35-49: 25.8%

50-90: 39.5%

Median Income: \$37,934

Latinos



Age:

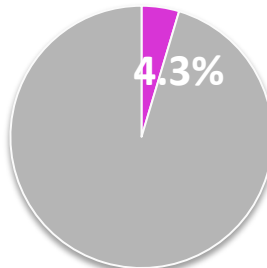
18-34: 43.5%

35-49: 25.7%

50-90: 30.9%

Median Income: \$31,376

Asians



Age:

18-34: 29.1%

35-49: 28.0%

50-90: 42.9%

Median Income: \$50,084

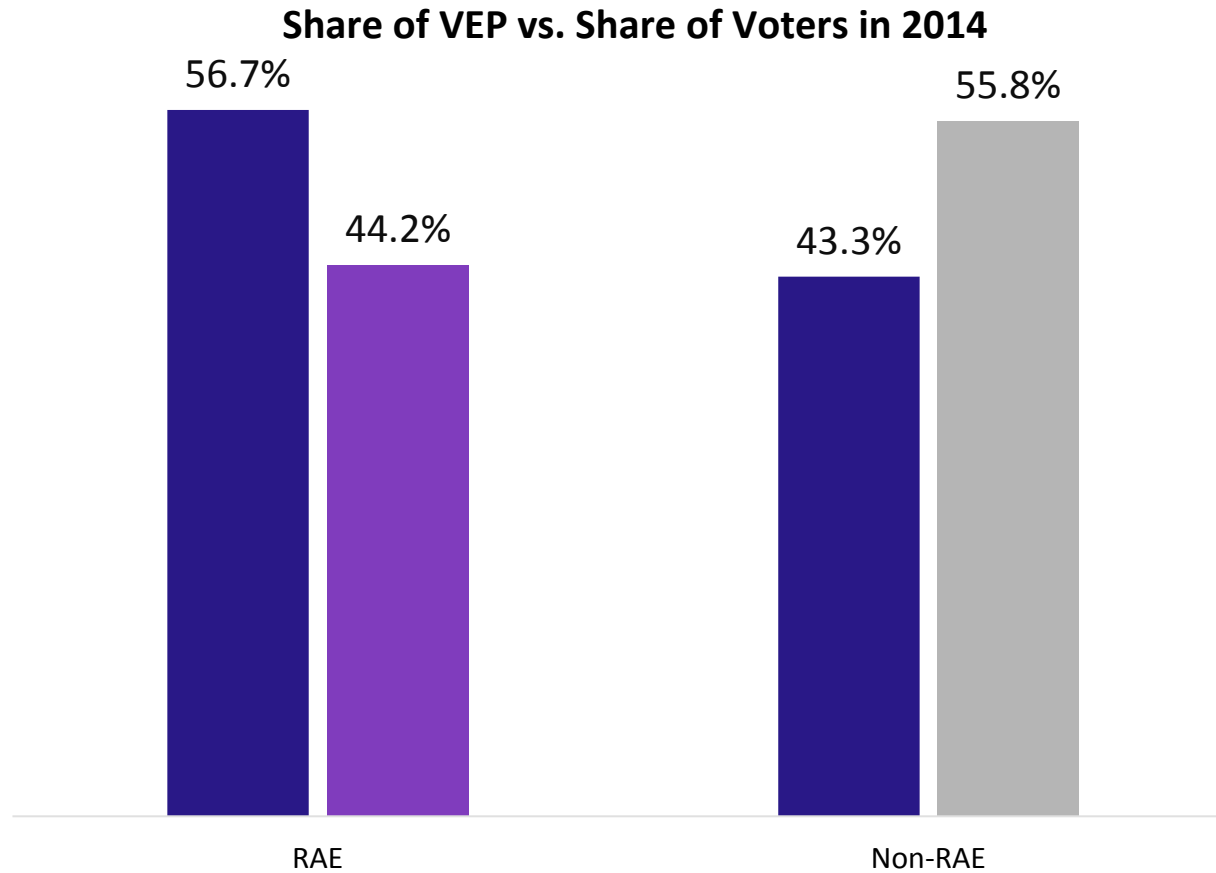
2014 Performance of the RAE

While the RAE continues to grow in size, they still continue to be underrepresented in the electorate.



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In 2014, despite making up more than 56% of the vote eligible population, the RAE made up less than half of the electorate.



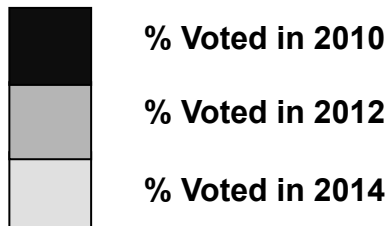
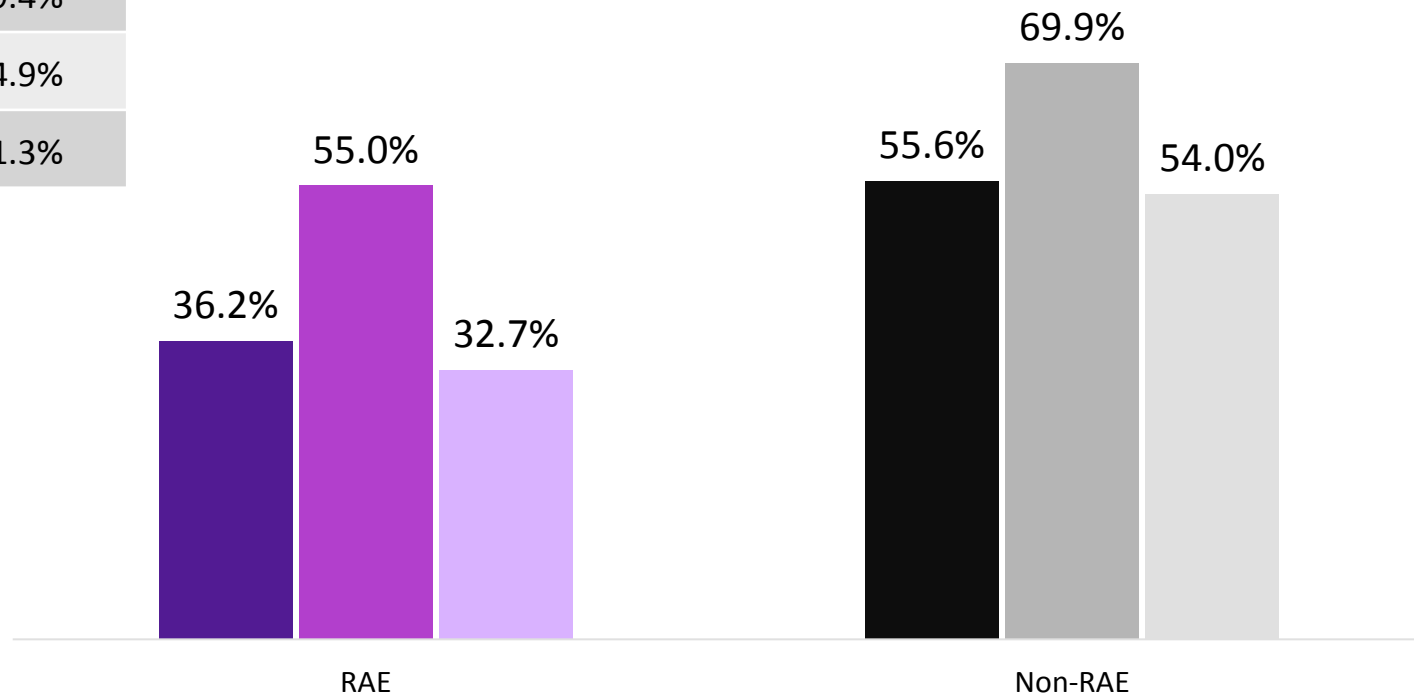
Share of Voters

Share of VEP

Turnout among both the RAE and non-RAE dropped in the 2014 midterm elections, with only a third of the RAE turning out and at levels lower than in 2010.

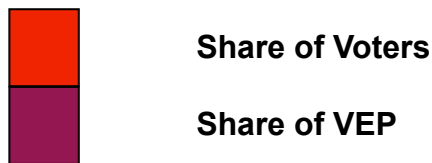
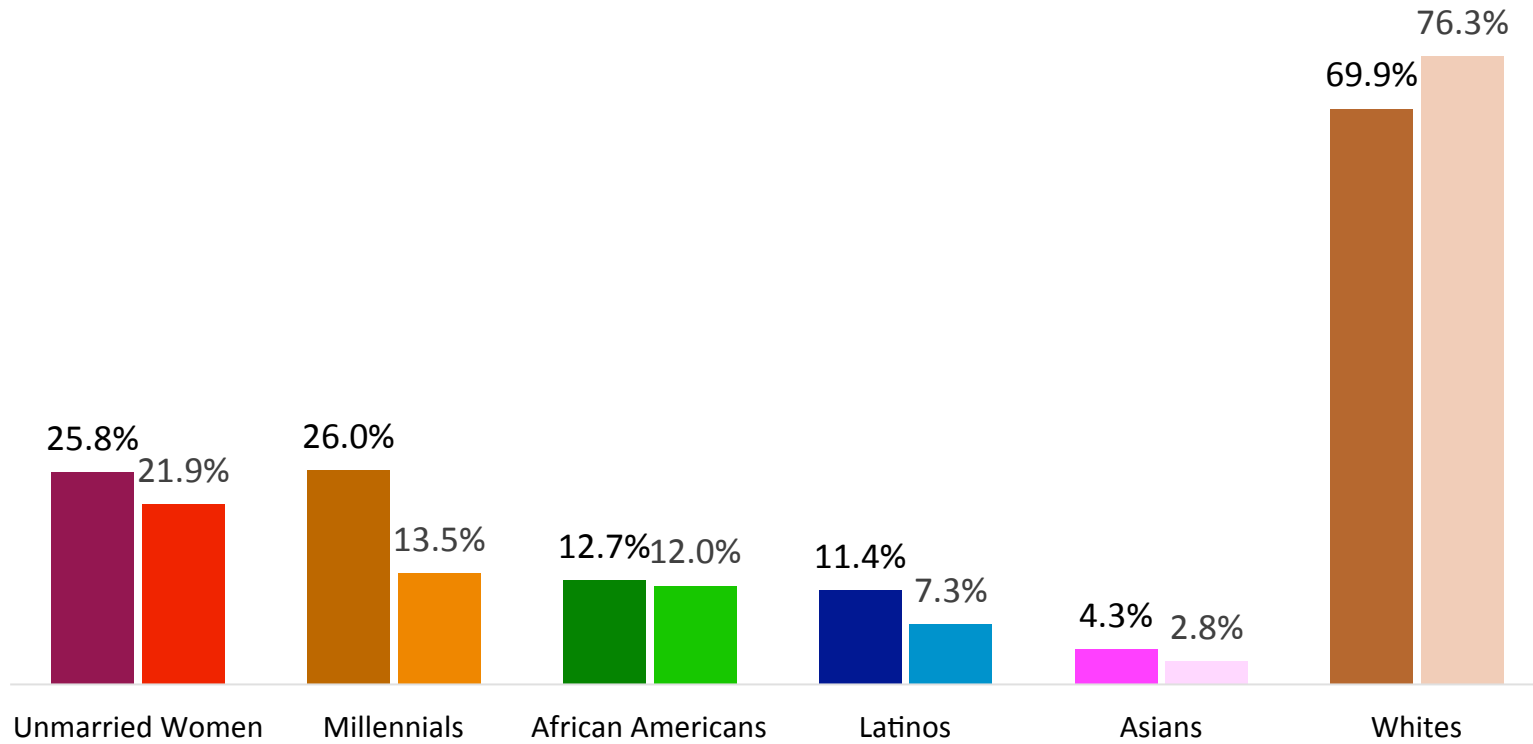
Difference between RAE and non-RAE turnout	
2010	19.4%
2012	14.9%
2014	21.3%

Turnout Between 2010 and 2014



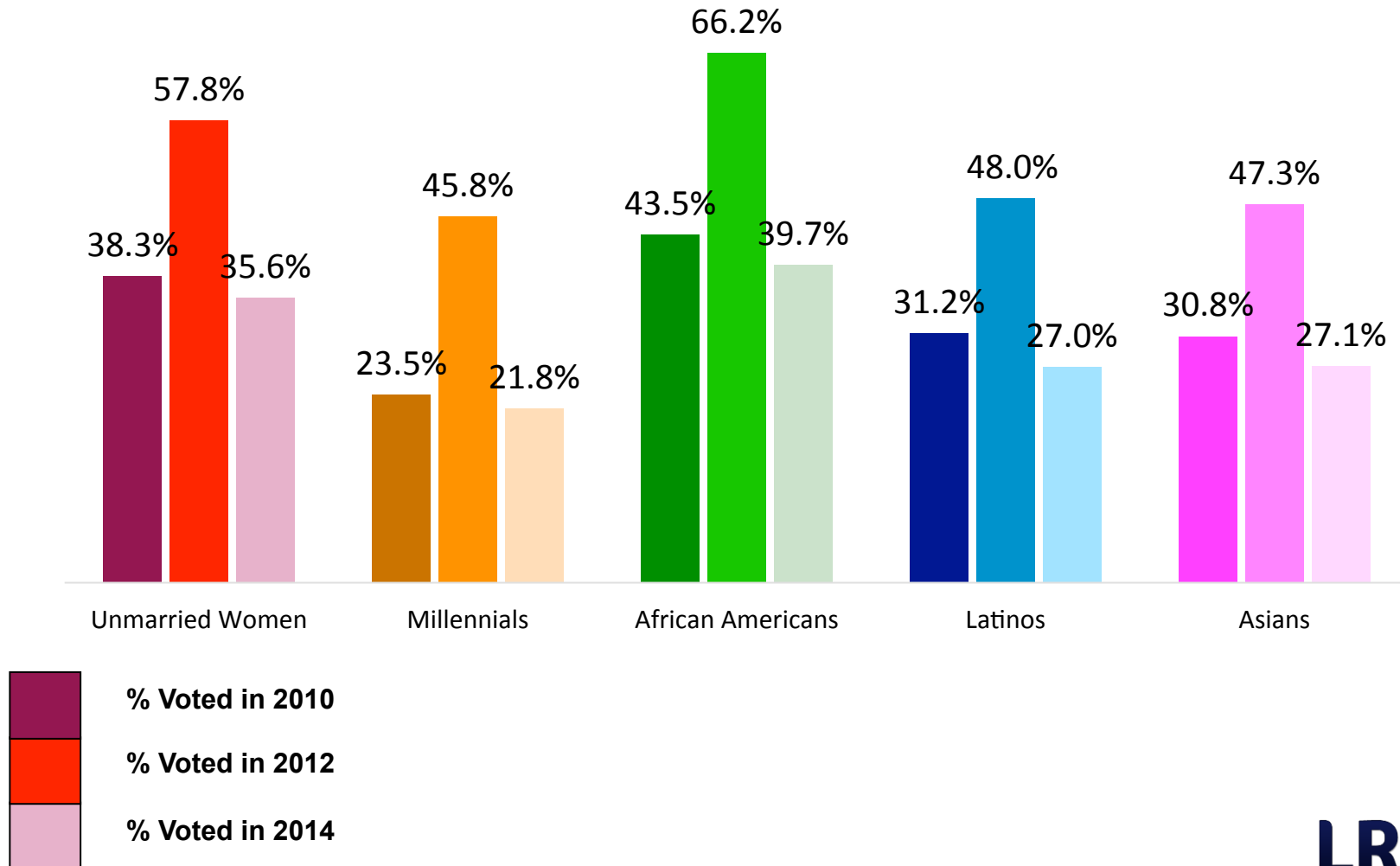
All RAE subgroups were underrepresented in their share of voters as compared to their numbers in the vote eligible population.

Share of VEP vs. Share of Voters in 2014



In 2014, turnout across the RAE was down from levels in 2010, particularly among Latinos and African Americans.

Turnout Between 2010 and 2014



These gaps highlight how many millions in these subgroups were unregistered.

	Unregistered
African American Men	5,025,537
African American Women	5,182,505
African Americans 18-30	3,598,840
African Americans 30-50	3,512,210
African Americans 50+	3,096,991

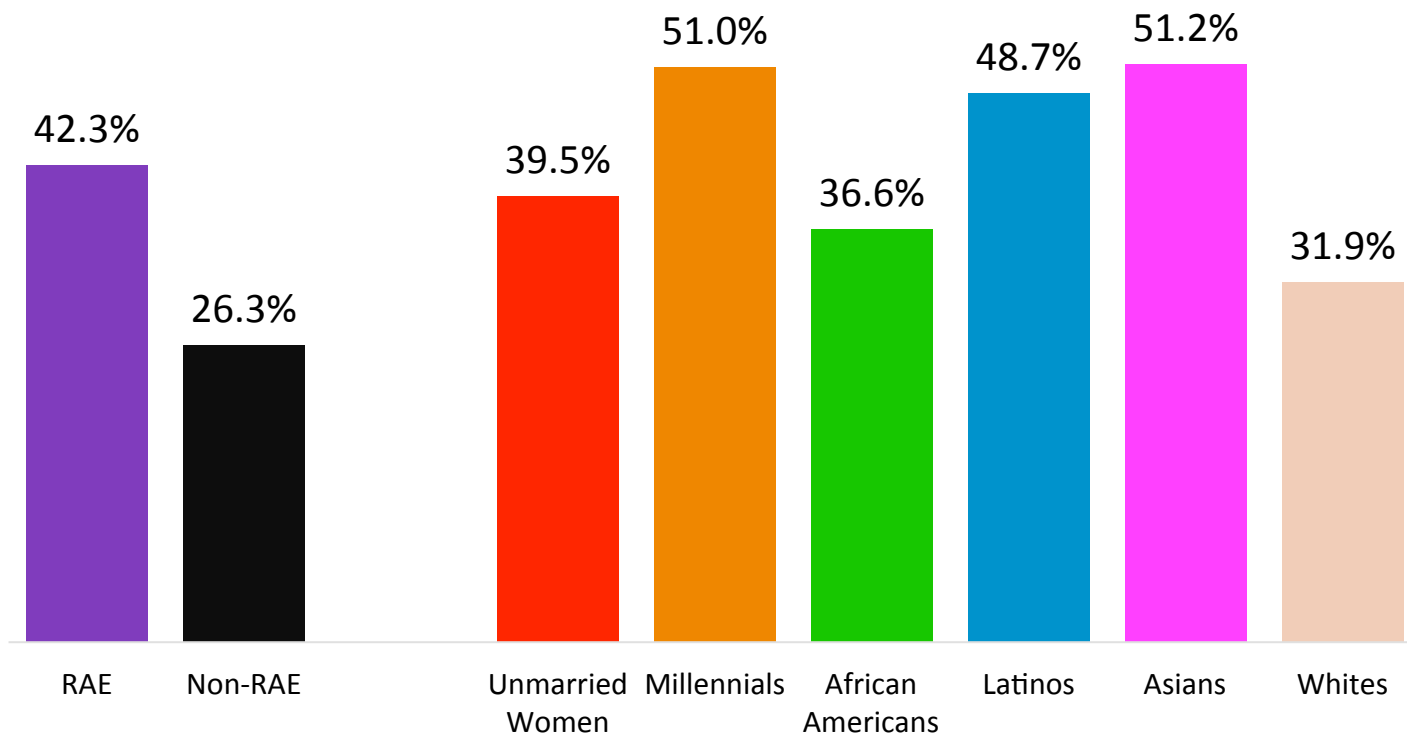
	Unregistered
Unmarried White Women	13,145,524
Unmarried African American Women	3,913,991
Unmarried Latinas	3,722,100
Unmarried Women 18-30	9,875,219
Unmarried Women 30-50	5,405,848
Unmarried Women 50+	7,155,603

	Unregistered
Asian Men	2,270,953
Asian Women	2,590,883
Asians 18-30	1,230,736
Asians 30-50	1,839,736
Asians 50+	1,791,363

	Unregistered
Latino Men	6,192,698
Latinas	6,037,070
Latinos 18-30	5,019,169
Latinos 30-50	4,319,161
Latinos 50+	2,891,439

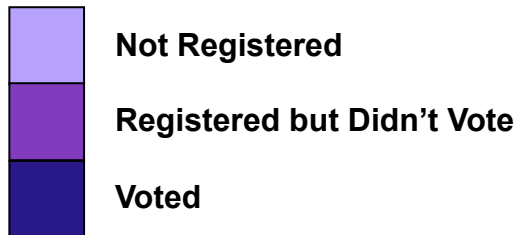
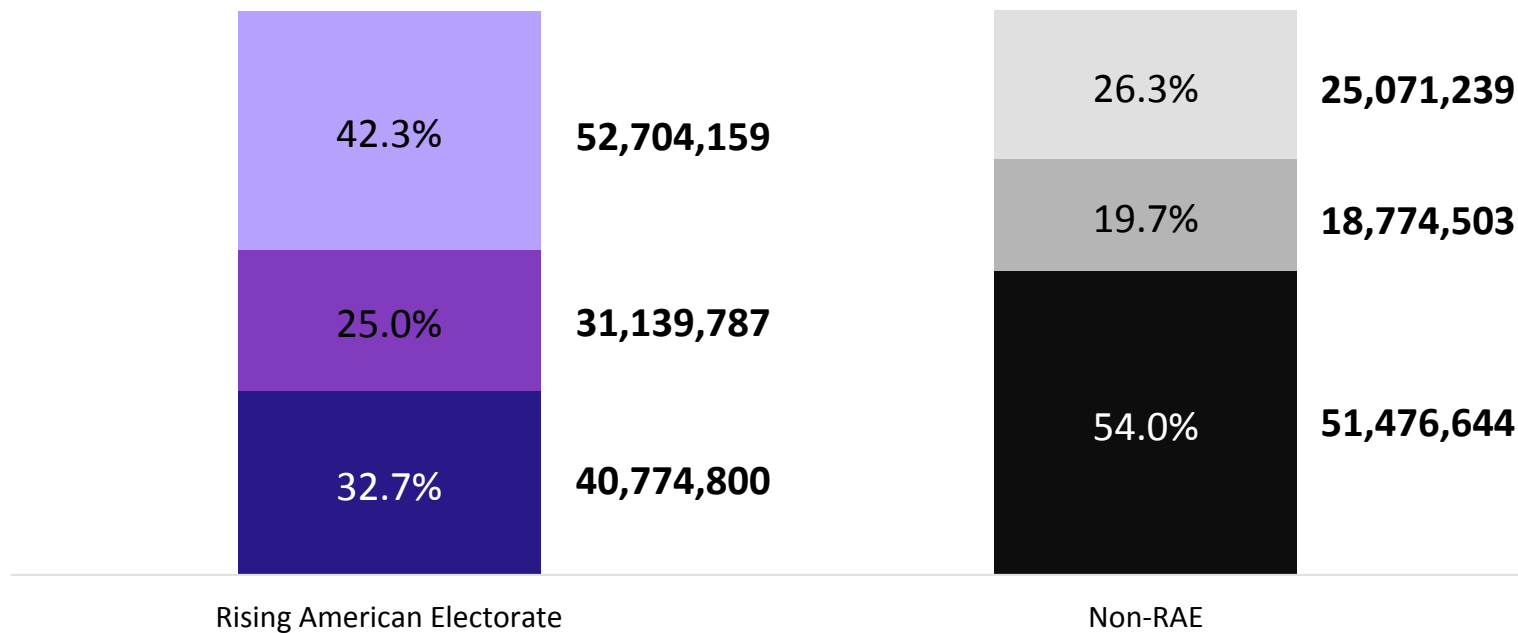
The RAE had a much higher rate of non-registration than their non-RAE counterparts. Within the RAE subgroups, Latinos, Asians, and Millennials have the highest rates of non-registration. White Americans are the most likely to be registered.

Percent Not Registered in 2014



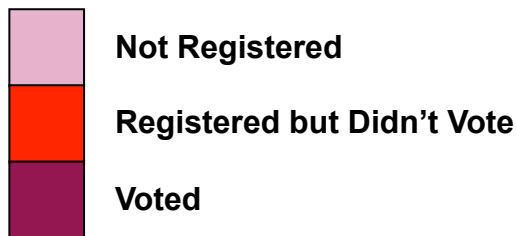
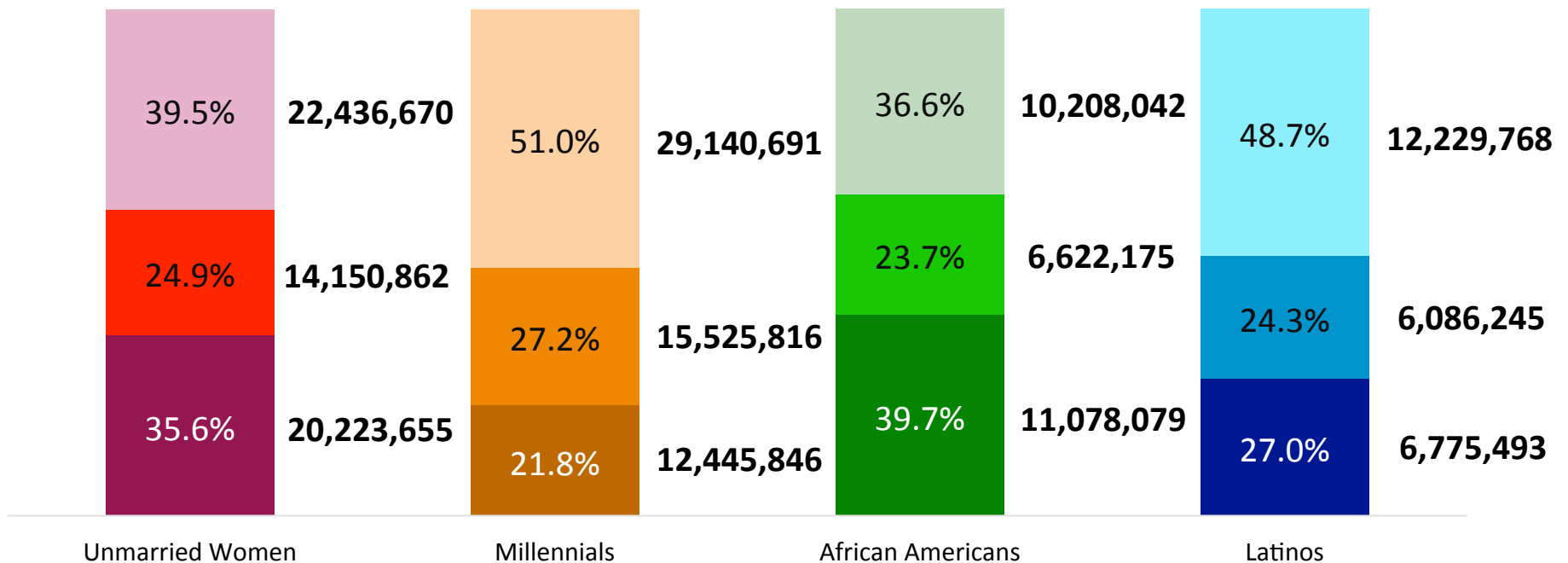
In 2014, of the 125 million members of the RAE, 42.3% said they were not registered, compared to just 26.3% of unregistered non-RAE. The benefits to registering the unregistered RAE are clear.

Registration and Voting Rates in 2014



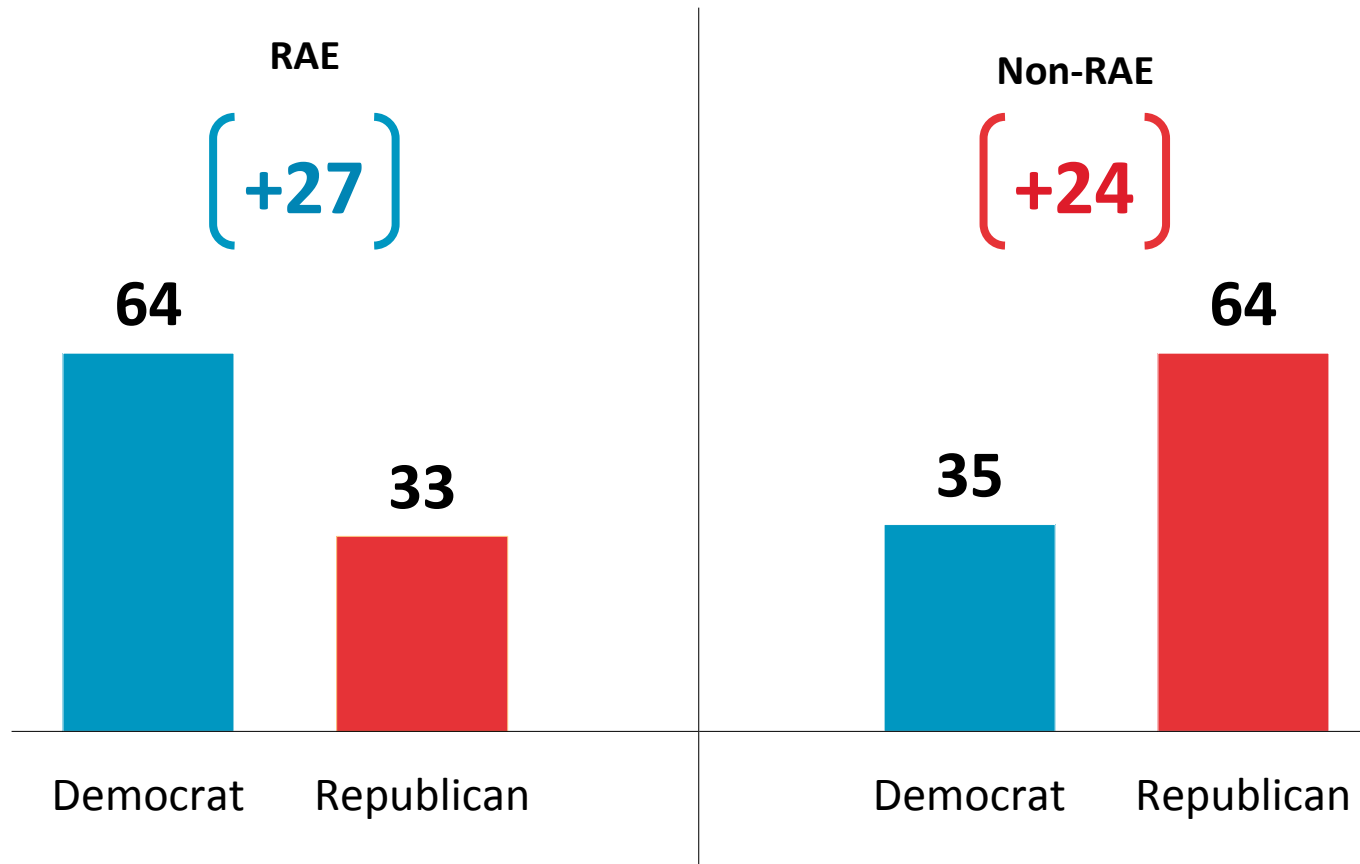
There were some variations in the registration and voting habits of the RAE's subgroups. African Americans were the most likely to be registered and to vote, while half of Millennials and Latinos remained unregistered.

Registration and Voting Rates in 2014



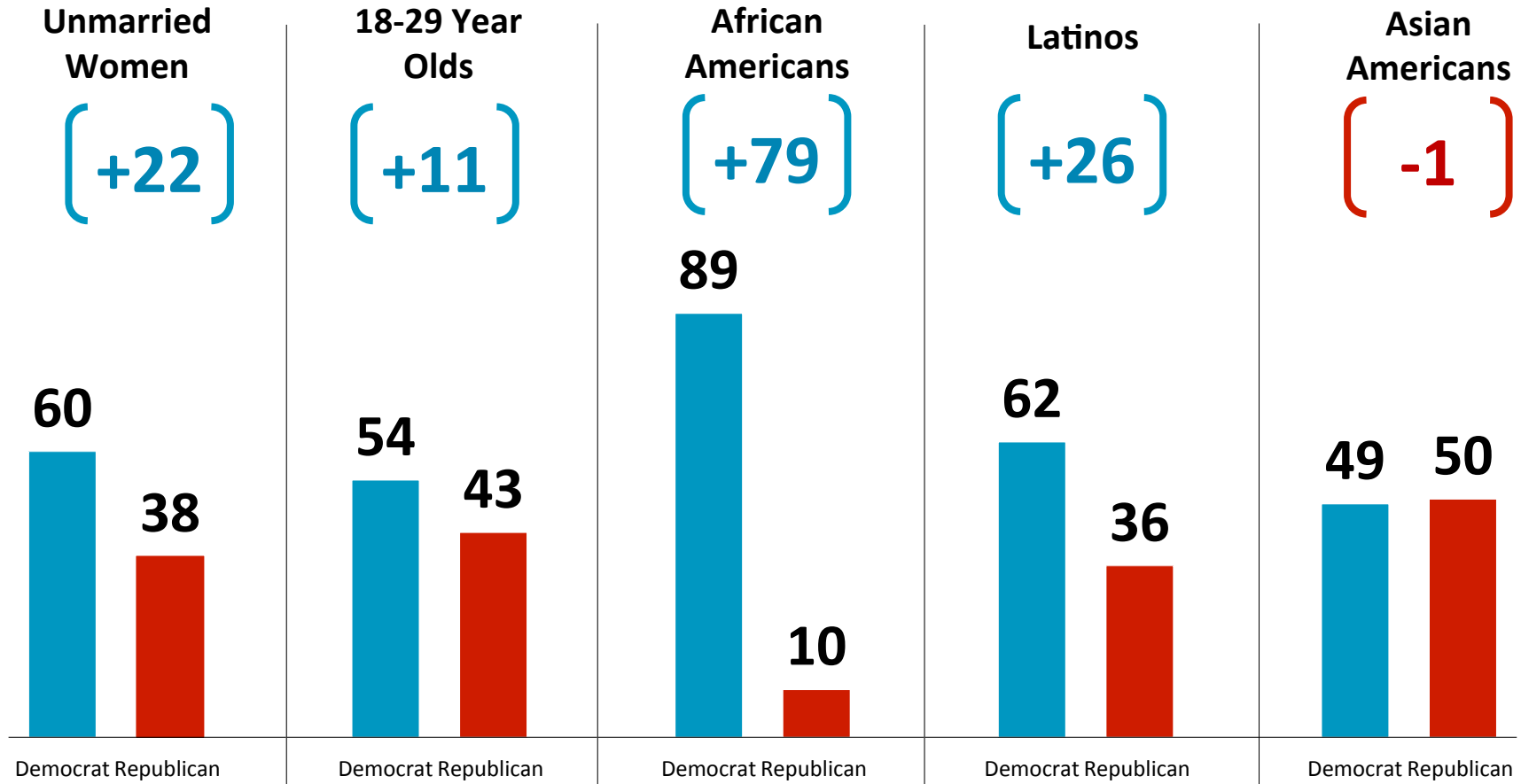
In 2014, the RAE supported the Democrats by 27 points, compared to the non-RAE, who voted for Republicans by 24 points. This was an overall gap of 51 points between the two groups.

2014 Generic Congressional Ballot



Every segment of the RAE, except for Asian Americans supported the Democrats by large margins.

2014 Generic Congressional Ballot



Source: CNN 2014 Exit Polls

Unmarried Women



Unmarried women have continued to grow in size and share of the VEP, and have the potential to represent the majority of women in the 2016 electorate.



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By 2016, for the first time, a majority of vote eligible women are projected to be unmarried.

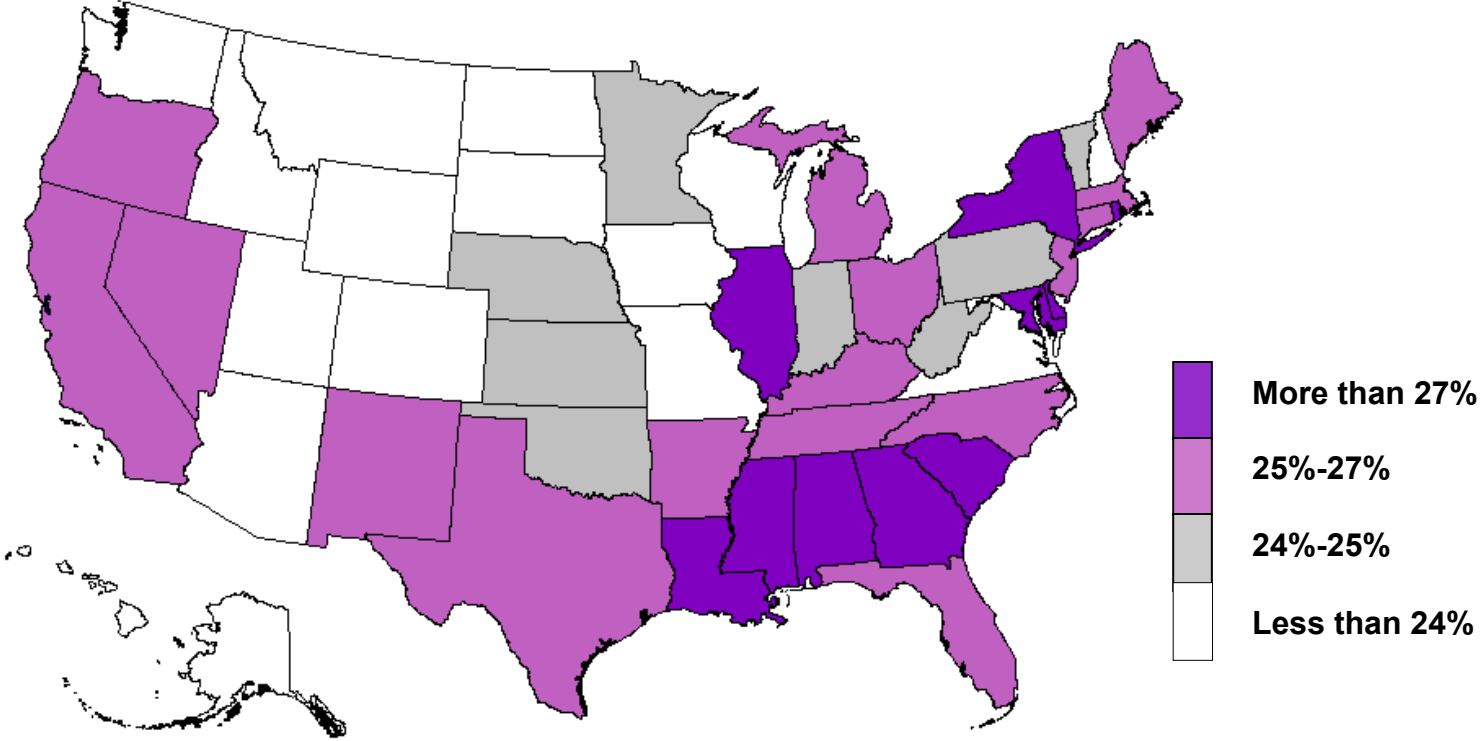
CPS Estimates of the Vote Eligible Population

	2012		2016*
Unmarried Women	55,151,532	+3.8 million, 6.8% increase 	58,904,783
Married Women	56,907,899	+1.4 million, 2.5% increase 	58,346,915

*Projected: Uses a rolling average of monthly CPS data to estimate the linear trend in population growth and use that to extrapolate from the current population size. This is intended to be an approximation of likely population growth.

Southern and Western states have some of the highest shares of unmarried women. The population share of unmarried women is lower in the Upper Plains.

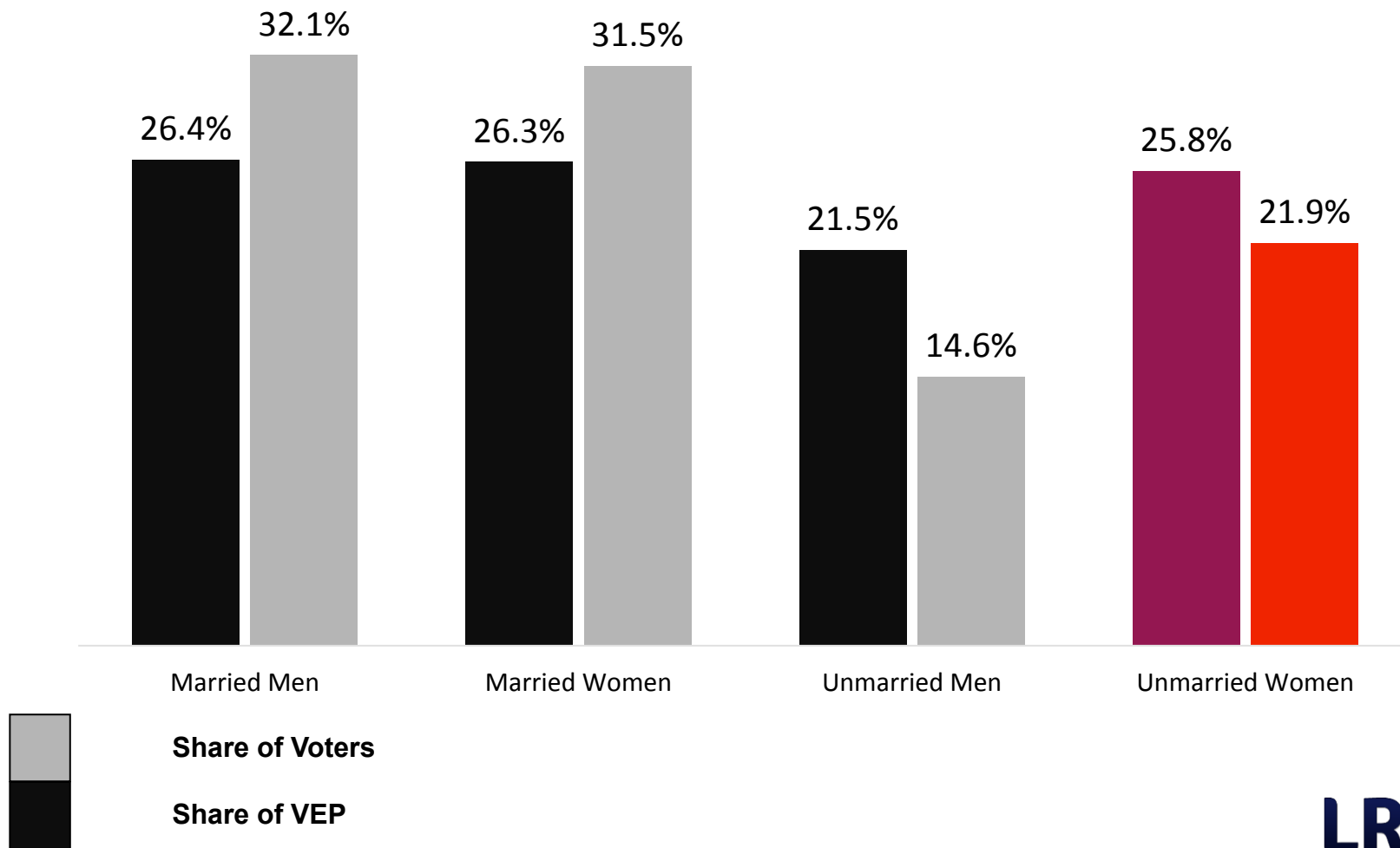
2014 Unmarried Women VEP Population by State



Source: CPS November/March 2014 Supplements

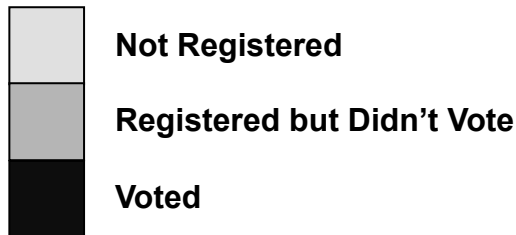
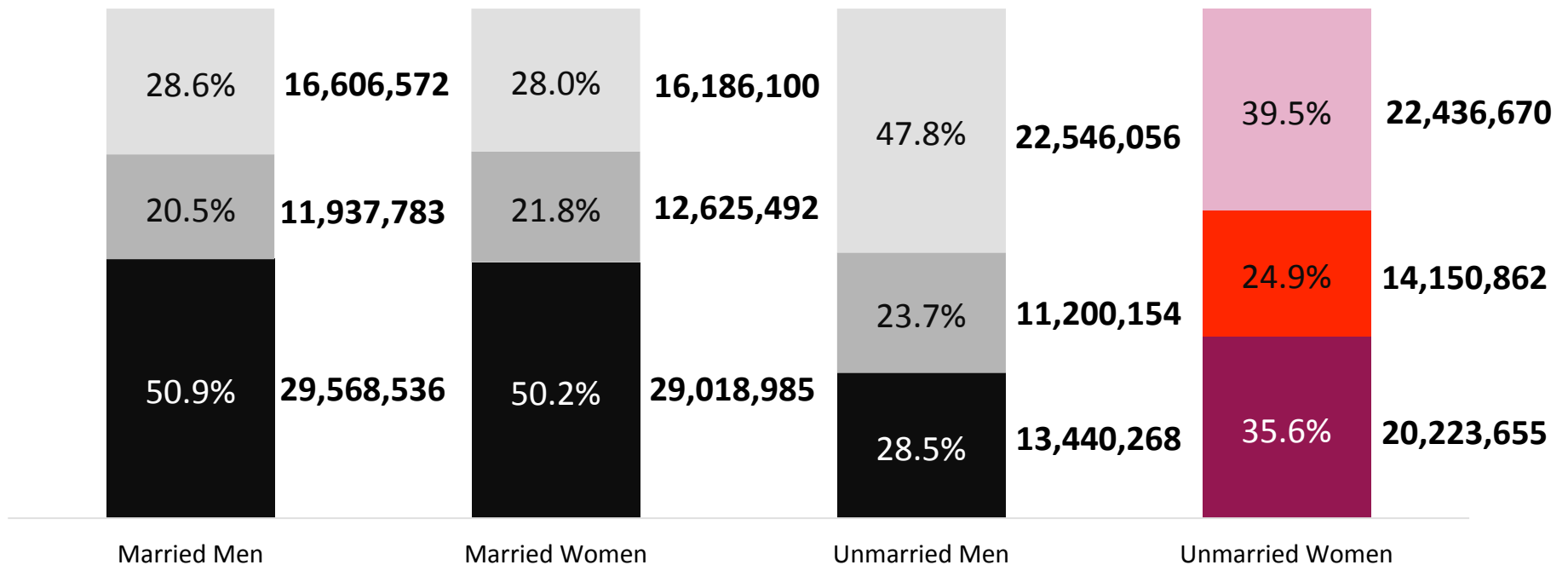
Married men and women were overrepresented in the 2014 electorate, while unmarried men were particularly underrepresented in the share of voters.

Share of VEP vs. Share of Voters in 2014



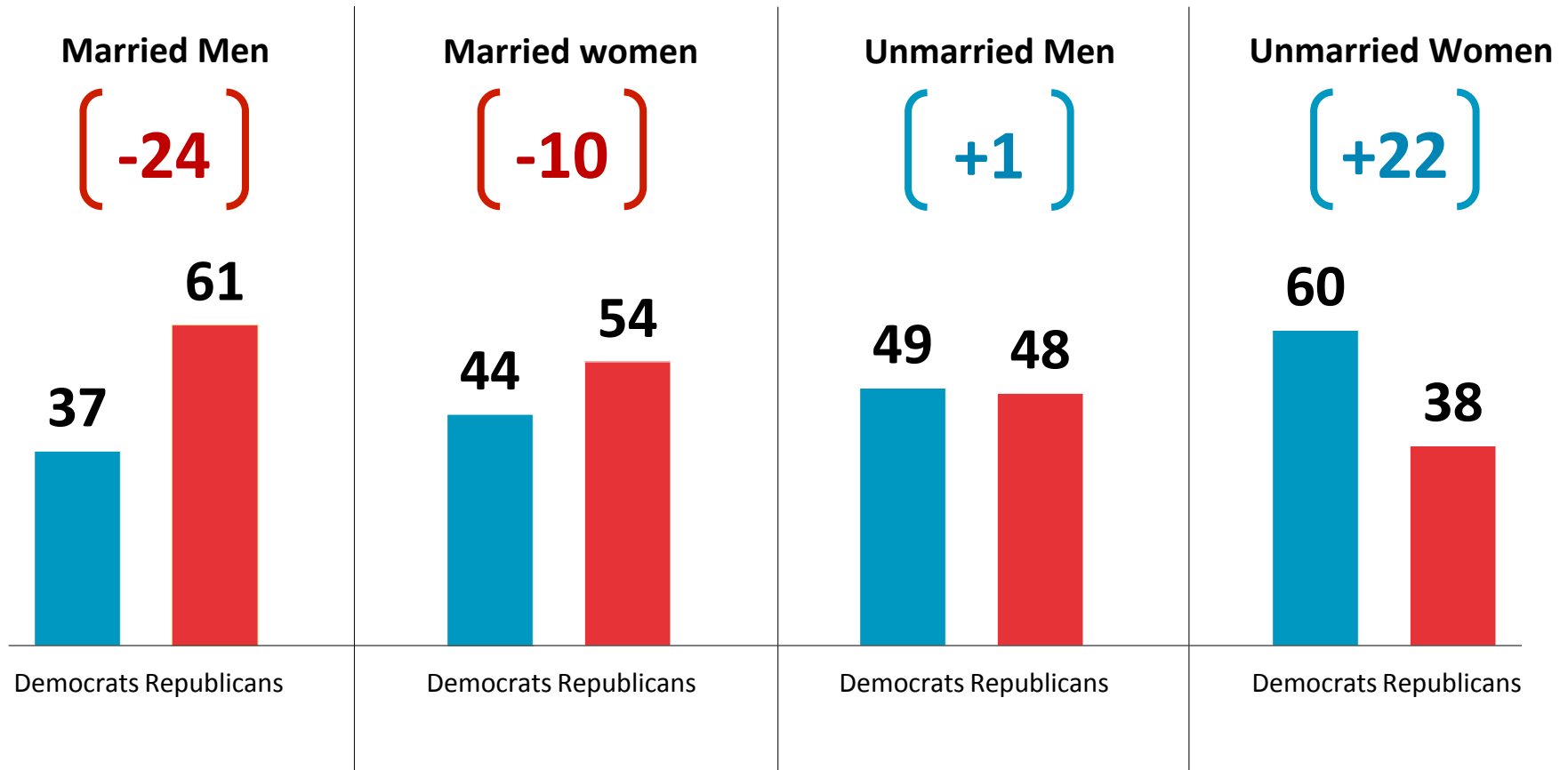
Nearly four-in-ten unmarried women were not registered to vote, compared to just 28.0% of married women, while a quarter said they were registered but did not vote. Unmarried men were more likely to be unregistered or to be registered but not vote.

Registration and Voting Rates in 2014



A real marriage gap exists between married and unmarried Americans – both unmarried men and women voted for the Democrats, while their married counterparts supported Republicans.

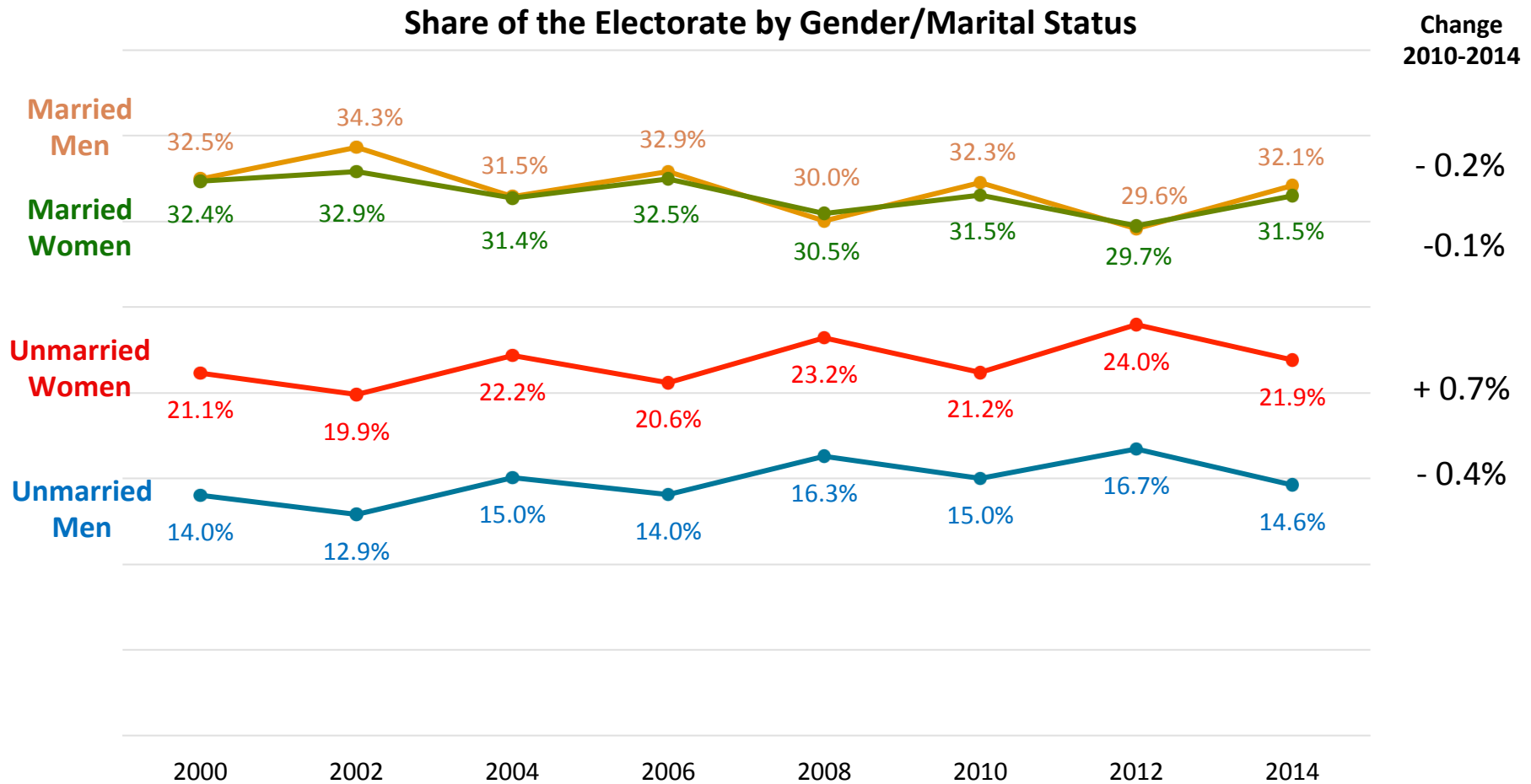
2014 Generic Congressional Ballot



Source: CNN 2014 Exit Polls

The marriage gap is the difference between how married and unmarried women or married and unmarried men voted. Thus, if unmarried women voted for Democrats by 22 points and married women voted for Democrats by 10 points, the marriage gap is 32 points.

Married men and women have tracked closely with each other in their share of the electorate, while there is a larger gap between unmarried men and women. Unmarried women increased their share of the electorate in 2014 and from their 2010 levels, while unmarried men dropped.



How the RAE Registered to Vote in 2014

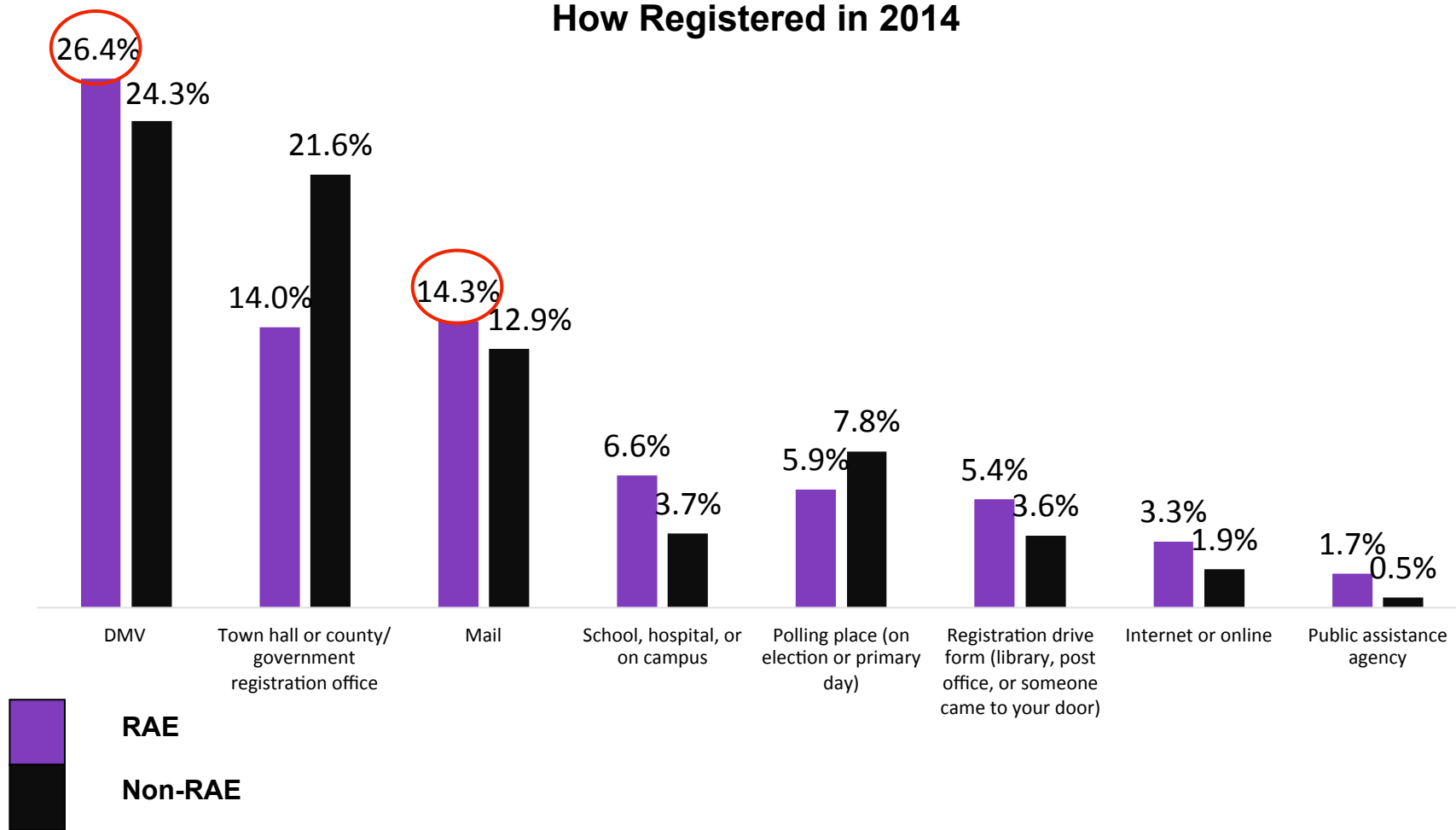
Both the RAE and their non-RAE counterparts cite the DMV as the place they are most likely to register to vote. Registering by mail is an important option for the RAE.



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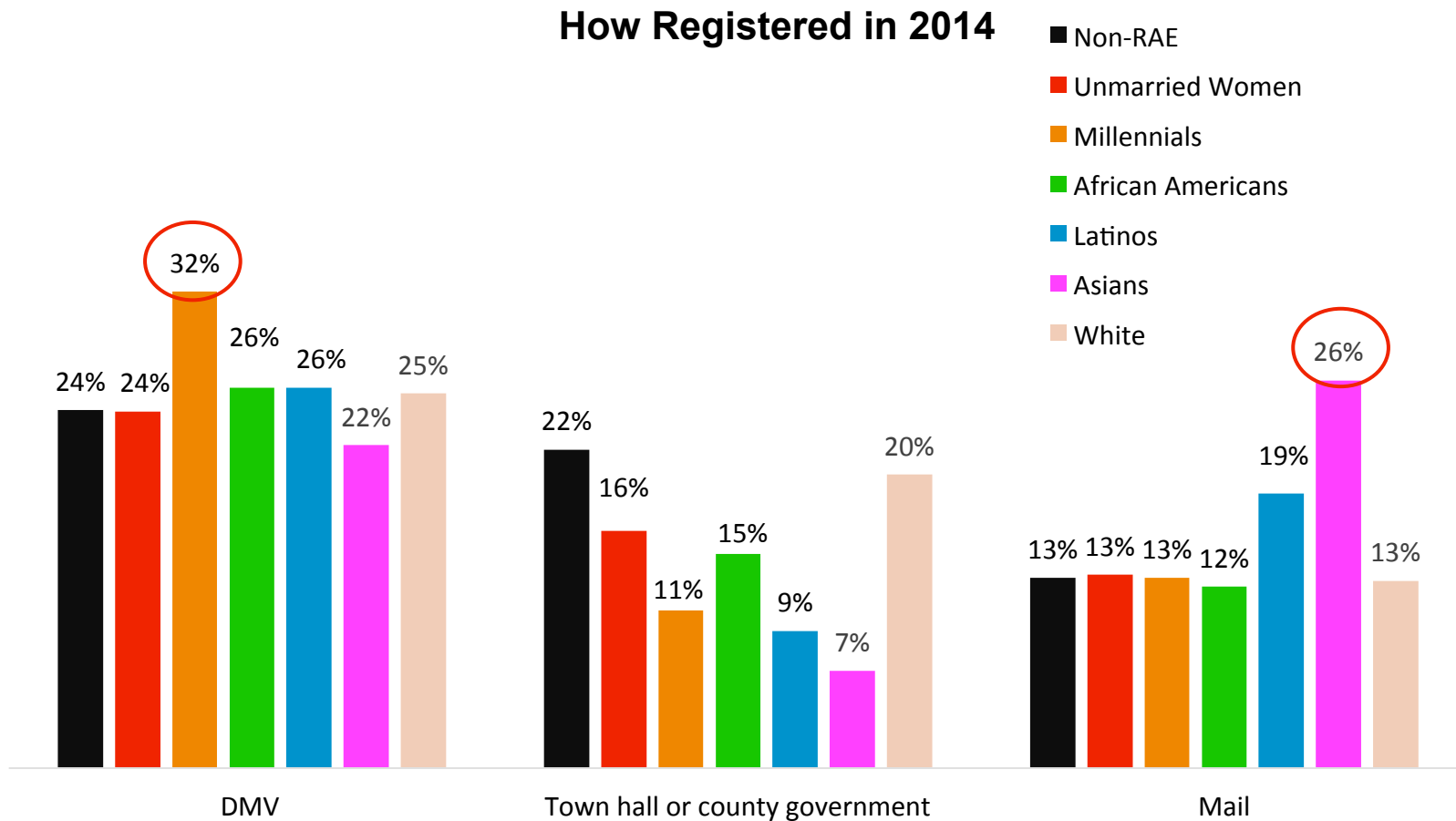
Both the RAE and non-RAE were most likely to say that they registered to vote at the DMV, followed by a registration office, which is much more important for the non-RAE. Mail registration is important for the RAE.

How Registered in 2014



Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

A majority of subgroups of the RAE, particularly Millennials, were most likely to have registered at the DMV. Asian Americans were most likely to register by mail, followed by Latinos.

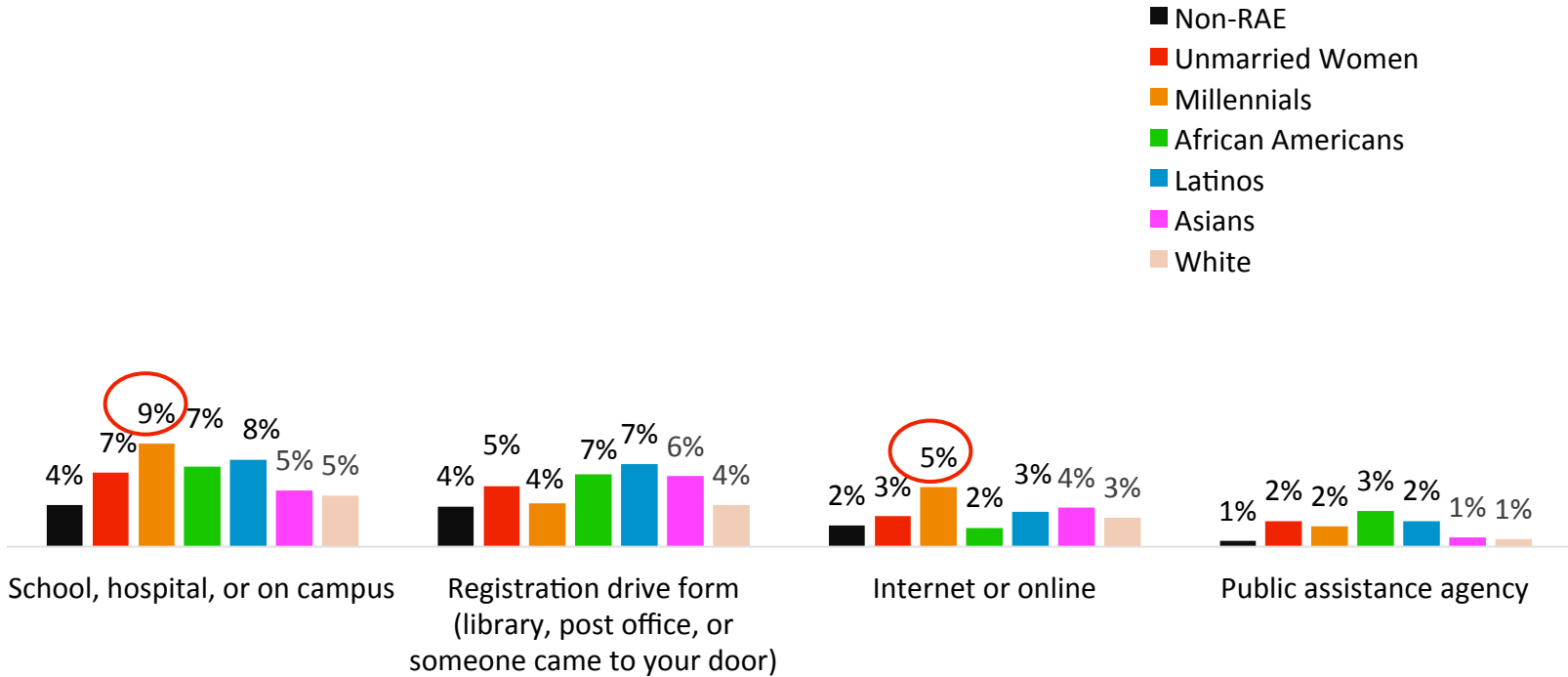


All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Very few members of the RAE cite using online registration. Voters were less likely to register through schools, registration drives, or online. Millennials were most likely to register at a school or campus and online. However, mail, the DMV, and government offices are more important.

How Registered in 2014

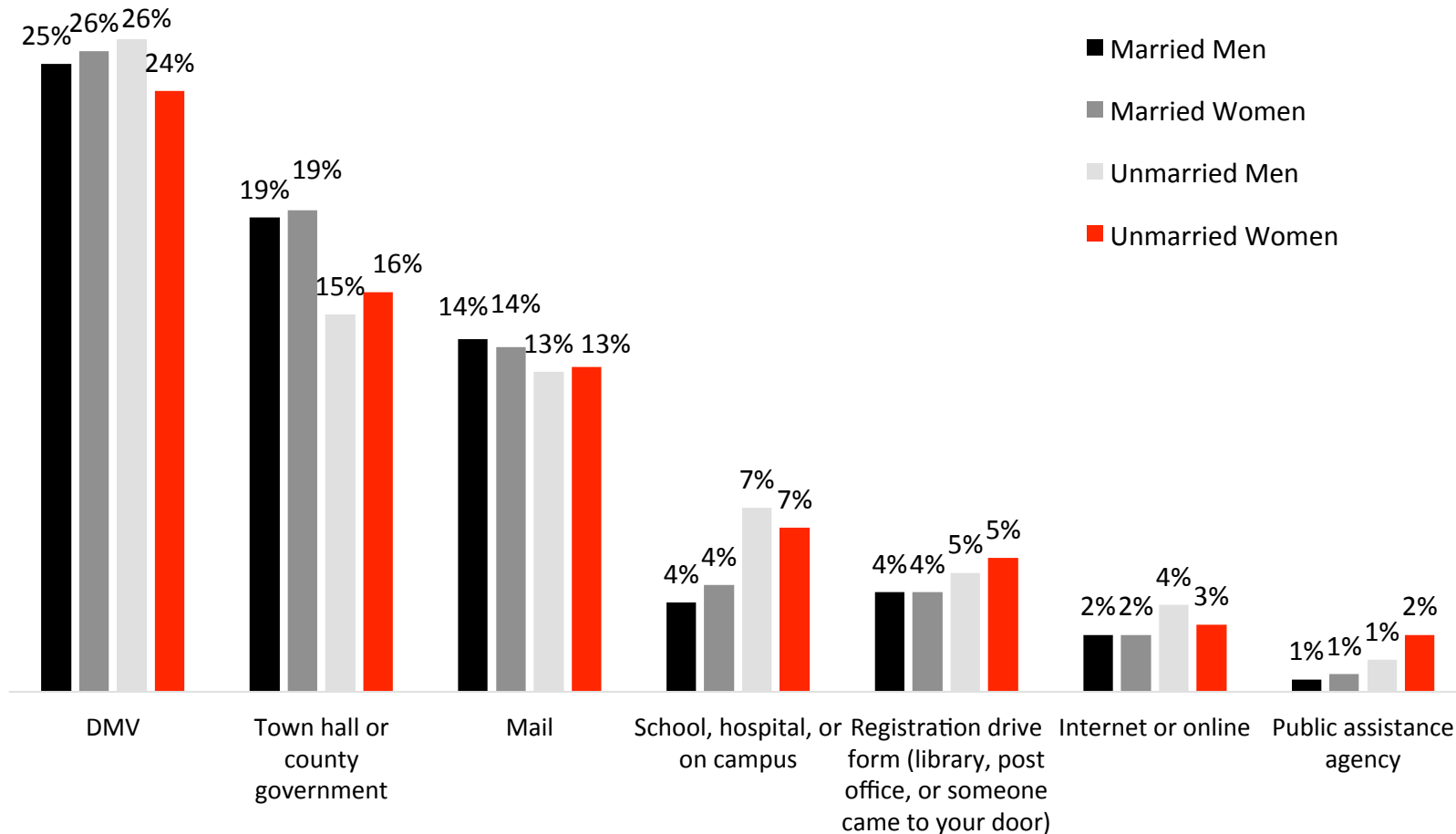


All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Unmarried women were slightly less likely to register at the DMV than their married counterparts. Unmarried men and women are less likely than their married counterparts to register at government offices, but more likely to register on campuses.

How Registered in 2014



All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

How Votes Were Cast in 2014

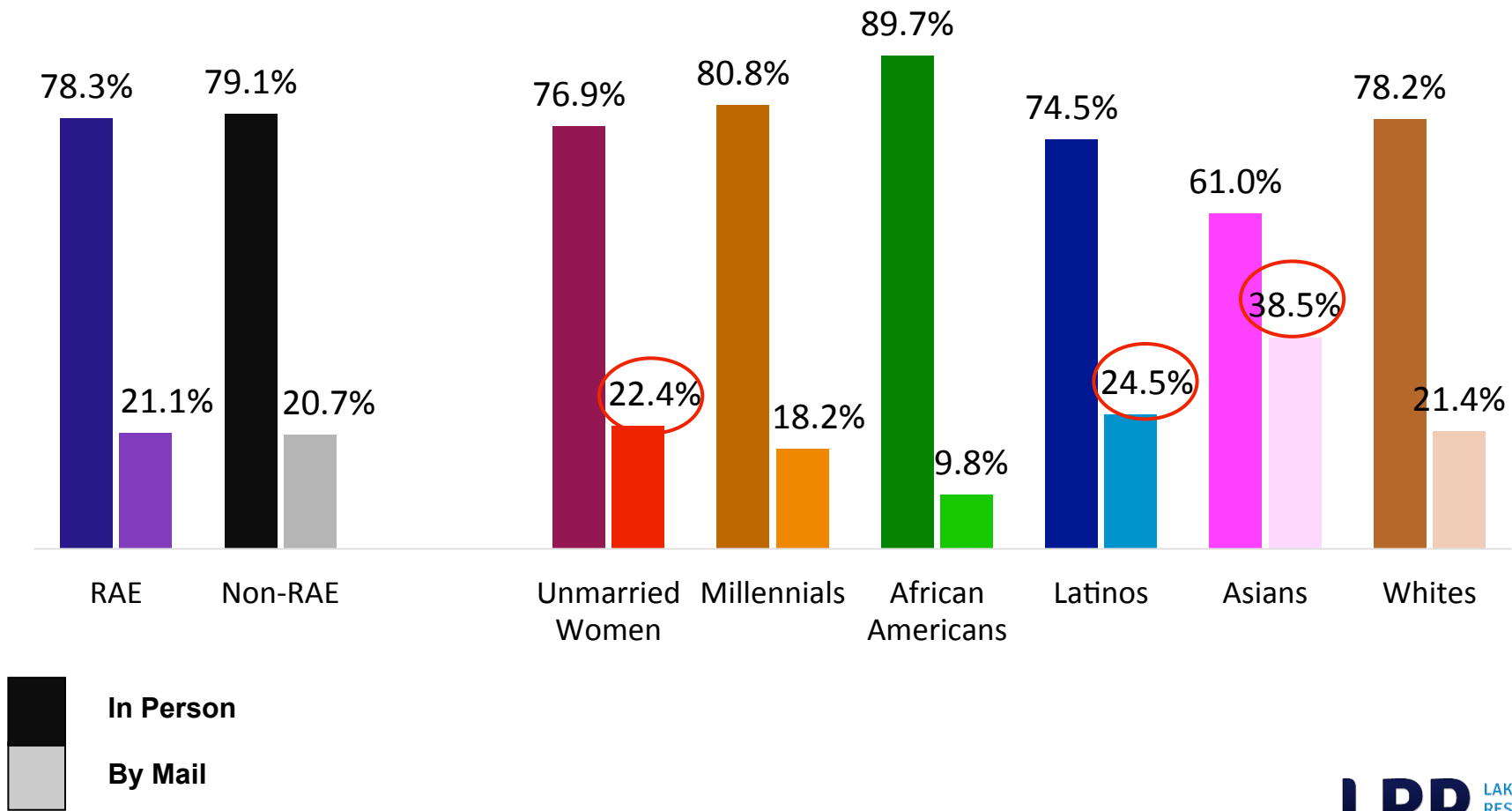
Nearly eight-in-ten RAE members voted in person. Unmarried women were less likely to vote in person compared to their counterparts.



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Vote by mail programs are vitally important to the RAE as they are a source of over one-in-five RAE votes.

How Votes Were Cast in 2014



Source: U.S. Census Bureau Current Population Survey November 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

Reasons for Not Registering

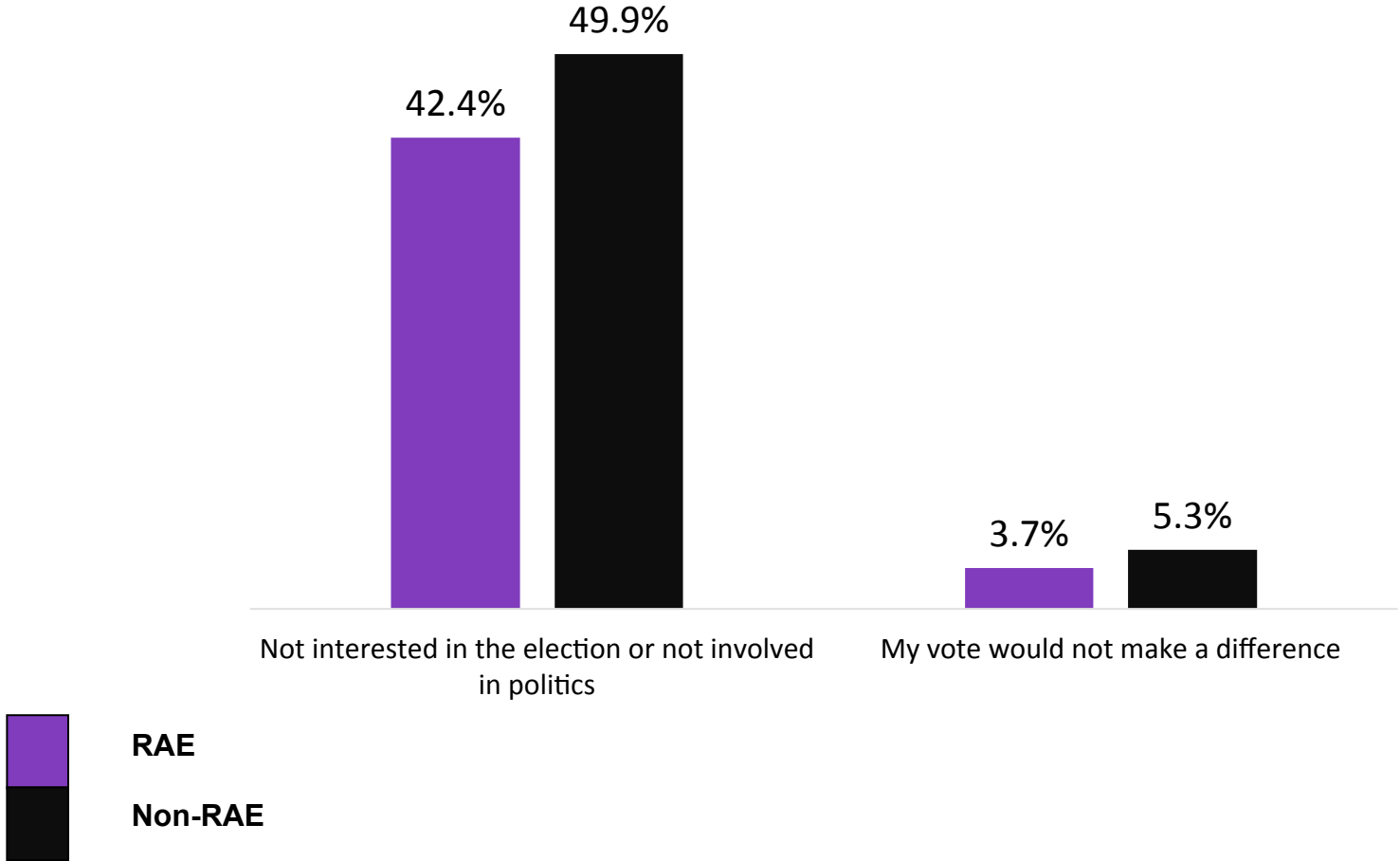
The unregistered RAE do not connect politics with their everyday lives. Unmarried women are most likely to cite illness or disability for not registering.



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Among those who were not registered, the non-RAE were more likely to say they did not vote because they were not interested in the election.

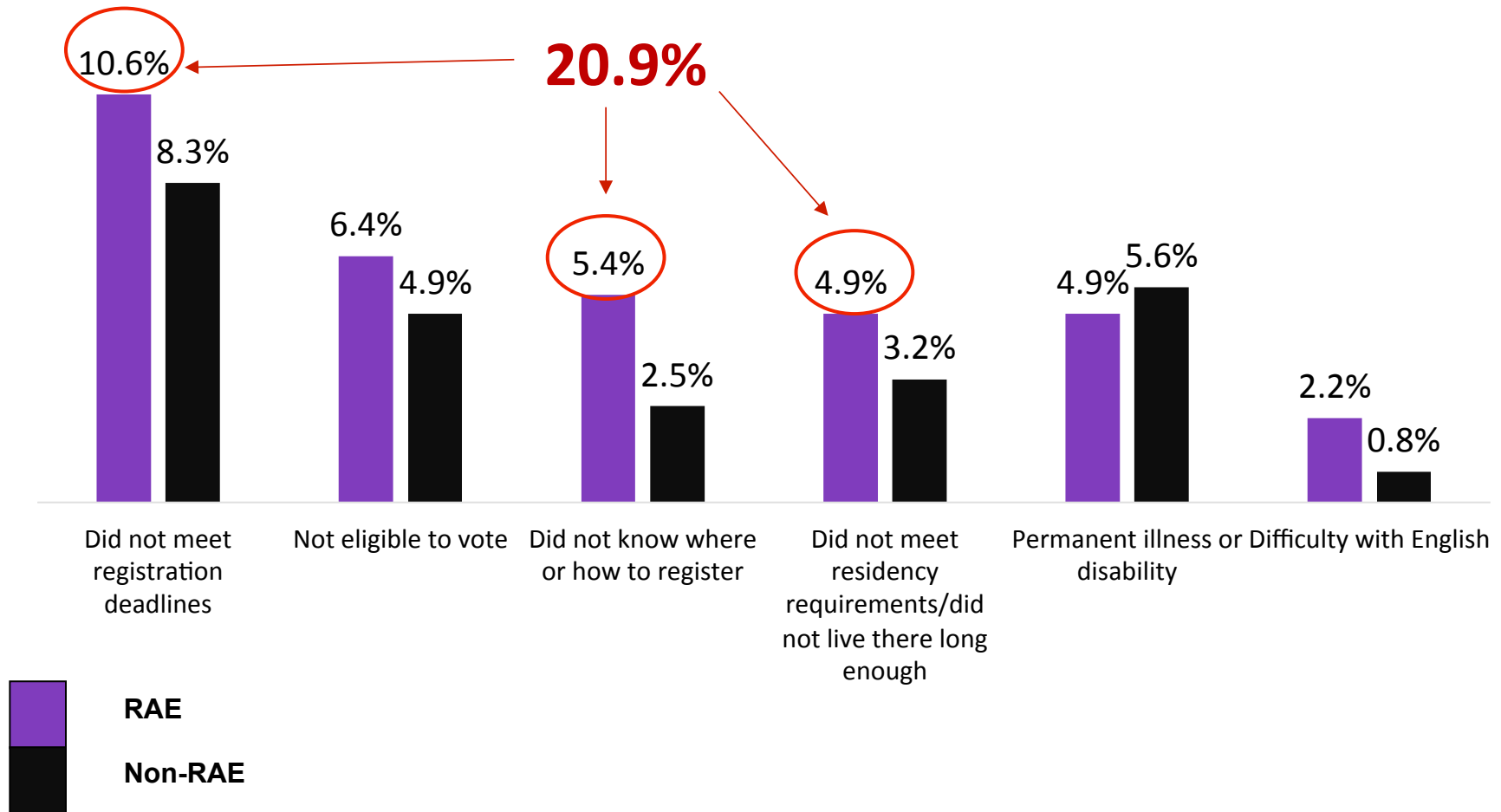
Reason for Not Registering to Vote in 2014



Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

A fifth of the RAE did not register because they missed deadlines, did not know the process, or were unsure if they met requirements, compared to just 14% of non-RAE Americans. Efforts to better inform the RAE about the registration process are needed, especially as attempts to complicate the process increase across the country.

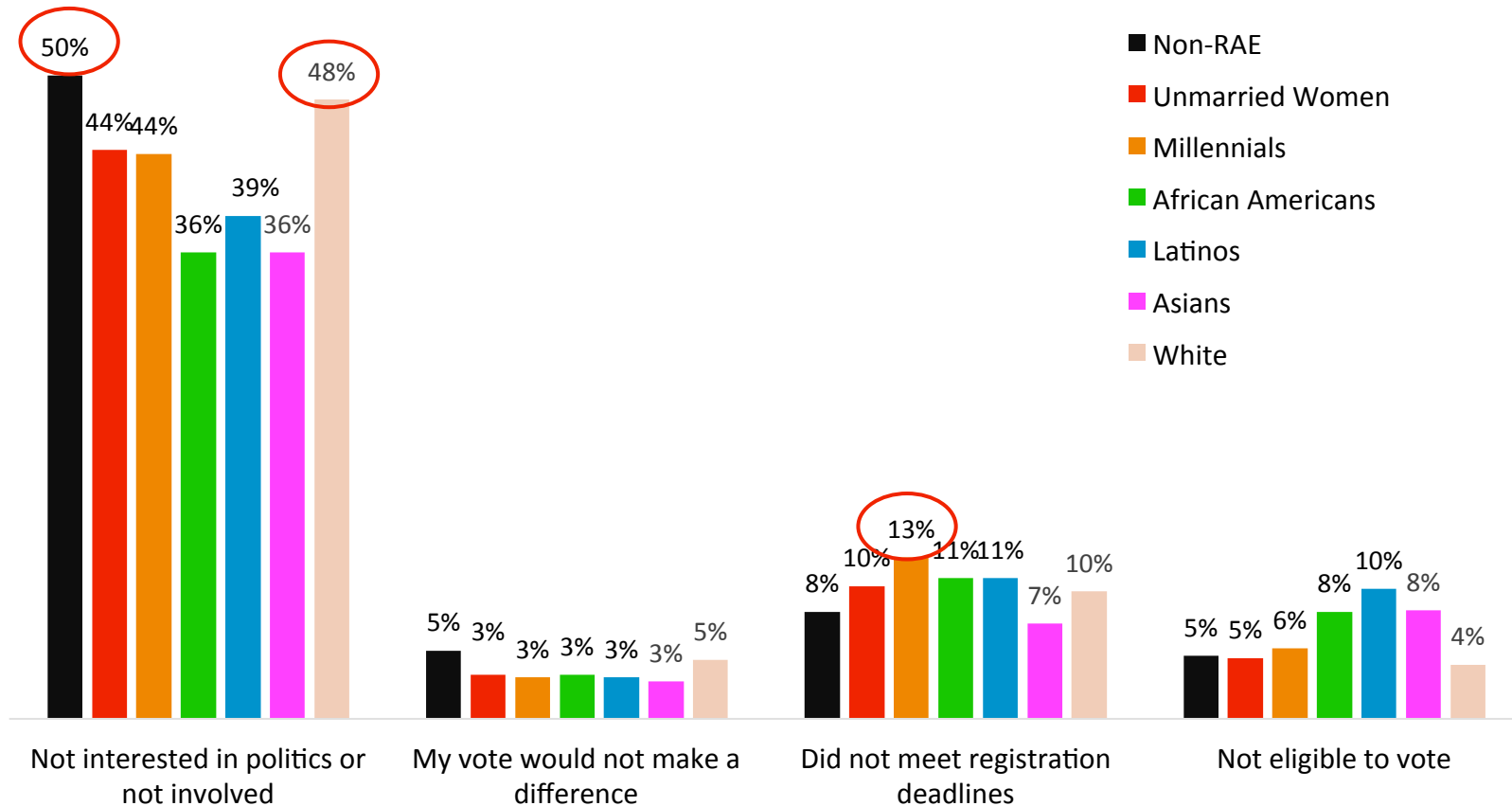
Reason for Not Registering to Vote in 2014



Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

White Americans and the non-RAE were more likely than their RAE peers to cite disinterest in politics as a leading reason for not registering in 2014. Millennials were most likely to have missed registration deadlines.

Reason for Not Registering to Vote in 2014

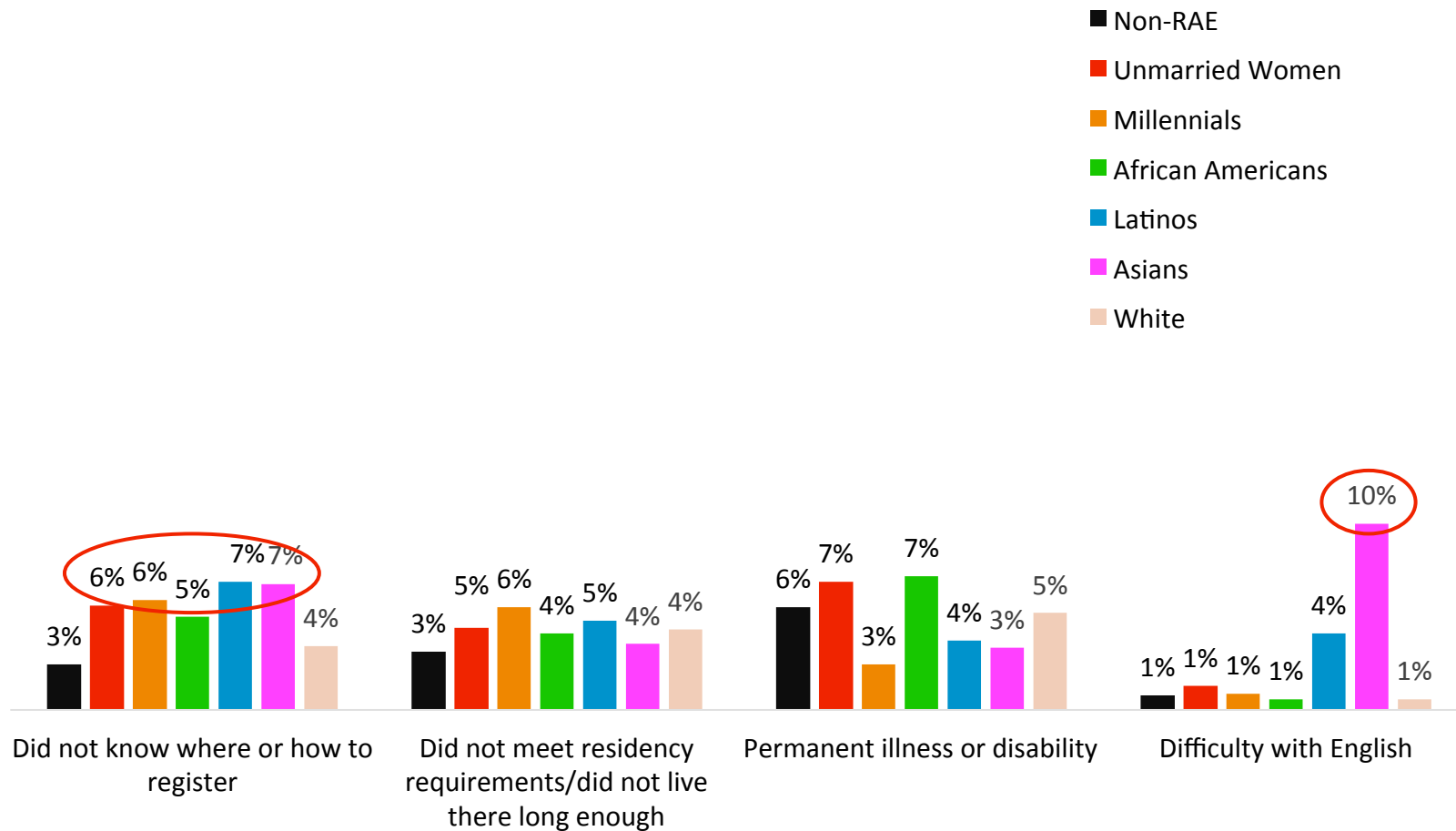


All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

Across the RAE, not knowing where or how to register was cited nearly equally by all groups. Latinos and Asian Americans were the most likely to cite difficulty with English as a barrier to registering.

Reason for Not Registering to Vote in 2014

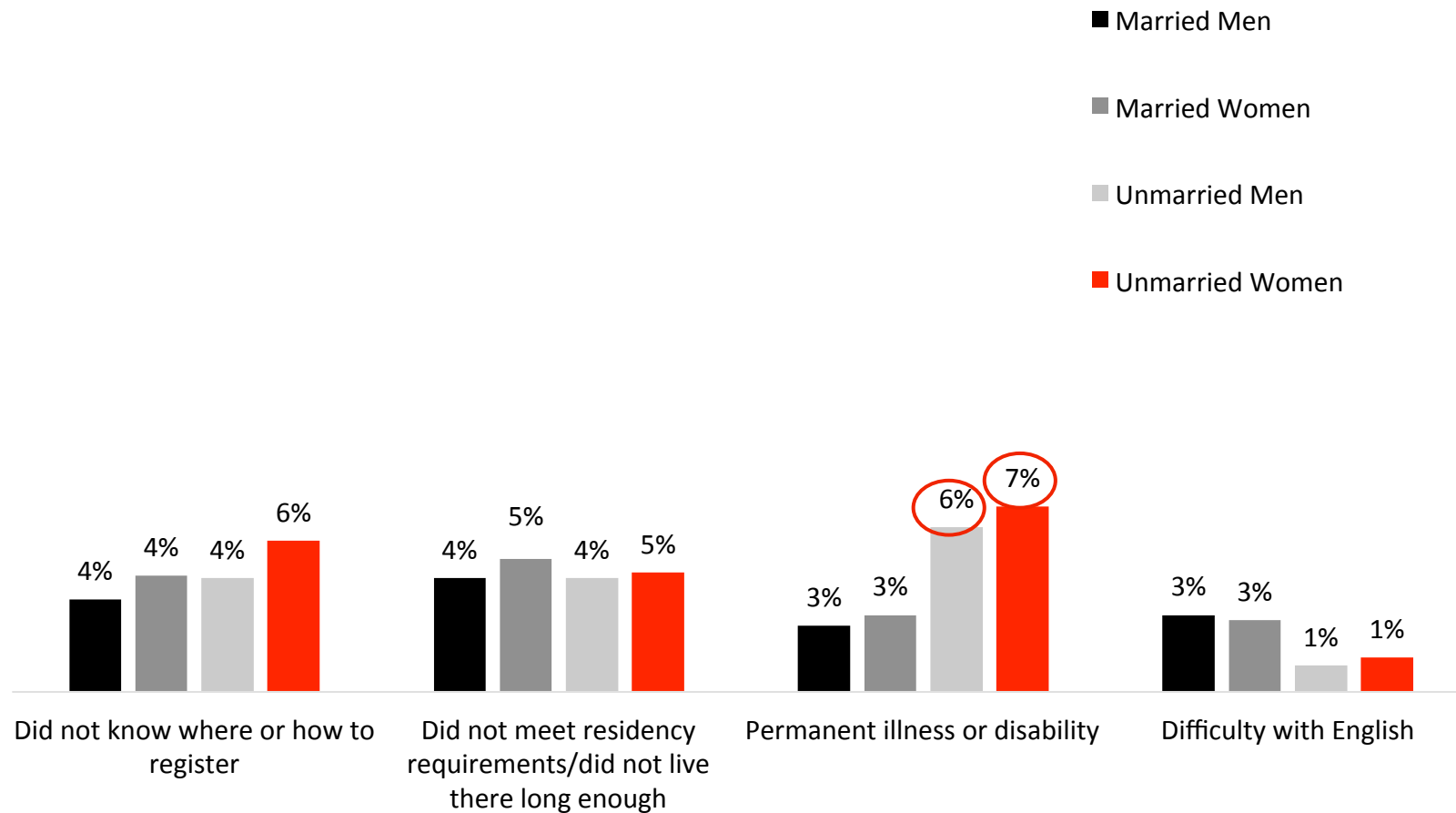


All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Unmarried men and women were more likely than their married counterparts to cite permanent illness or disability as a reason they skipped voting. This may be higher among the older unmarried Americans in the RAE.

Reason for Not Registering to Vote in 2014



All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

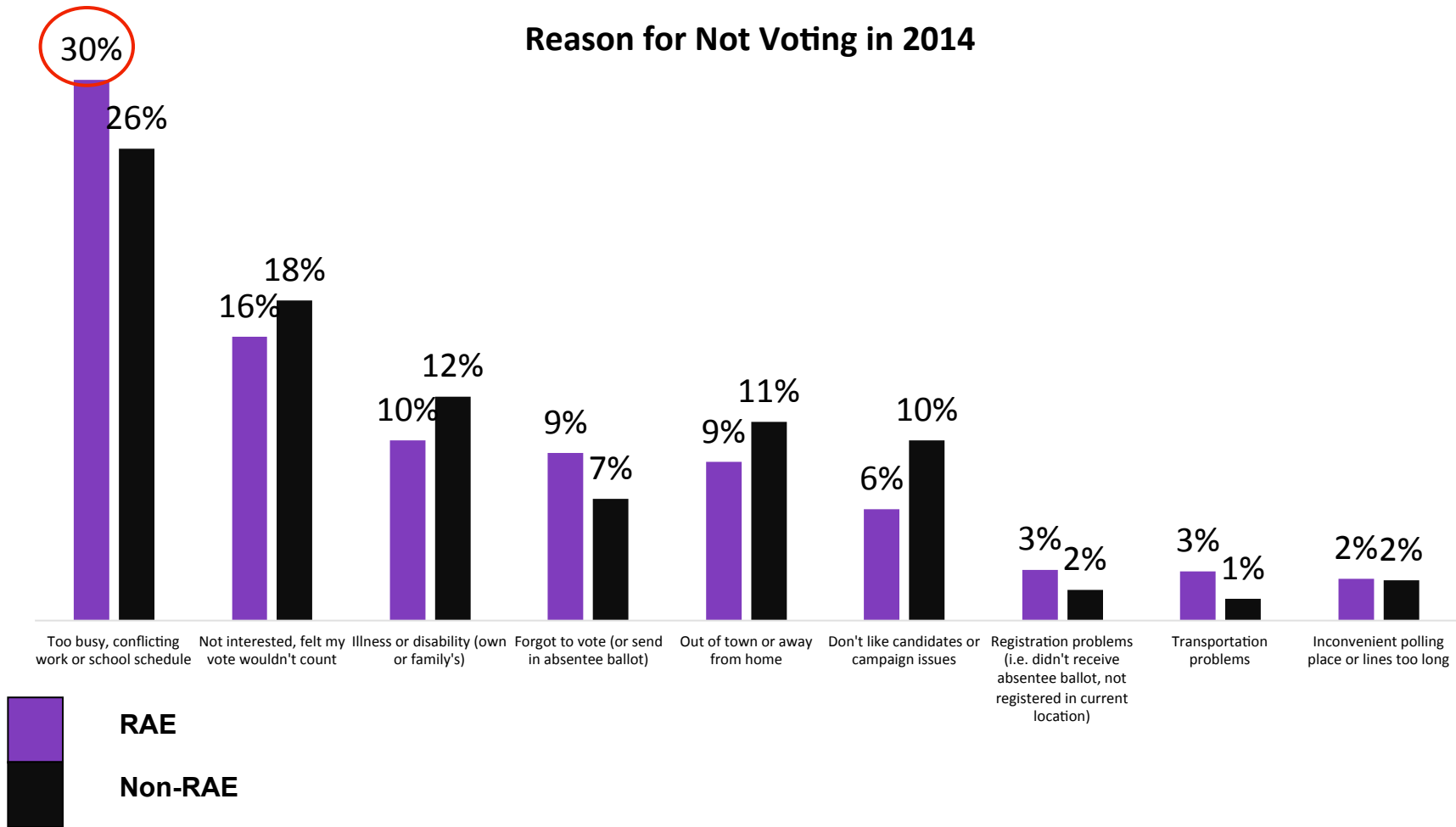
Reasons for Not Voting in 2014

For the most part, the RAE and non-RAE cited similar reasons for not voting in 2014. Unmarried women were the most likely to cite illness or disability as their reason for not voting.



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The RAE were more likely to cite being too busy than their non-RAE counterparts. Obstacles to voting, such as finding affordable childcare, unreliable work schedules, and transportation disproportionately impact the RAE and their turnout in elections.

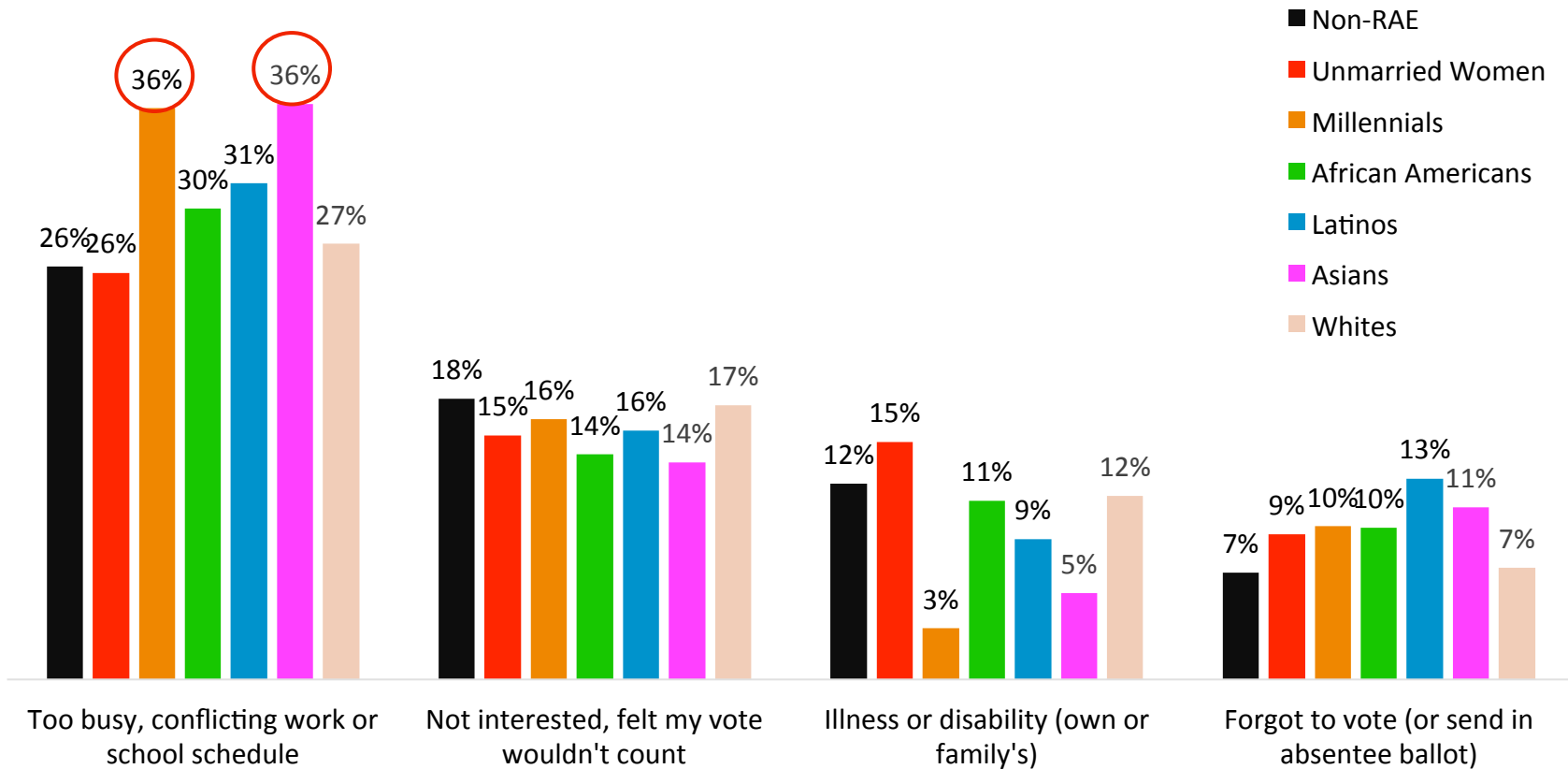


All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Among the RAE subgroups, Millennials and Asian Americans were the most likely to cite a conflicting schedule as their reason for not voting.

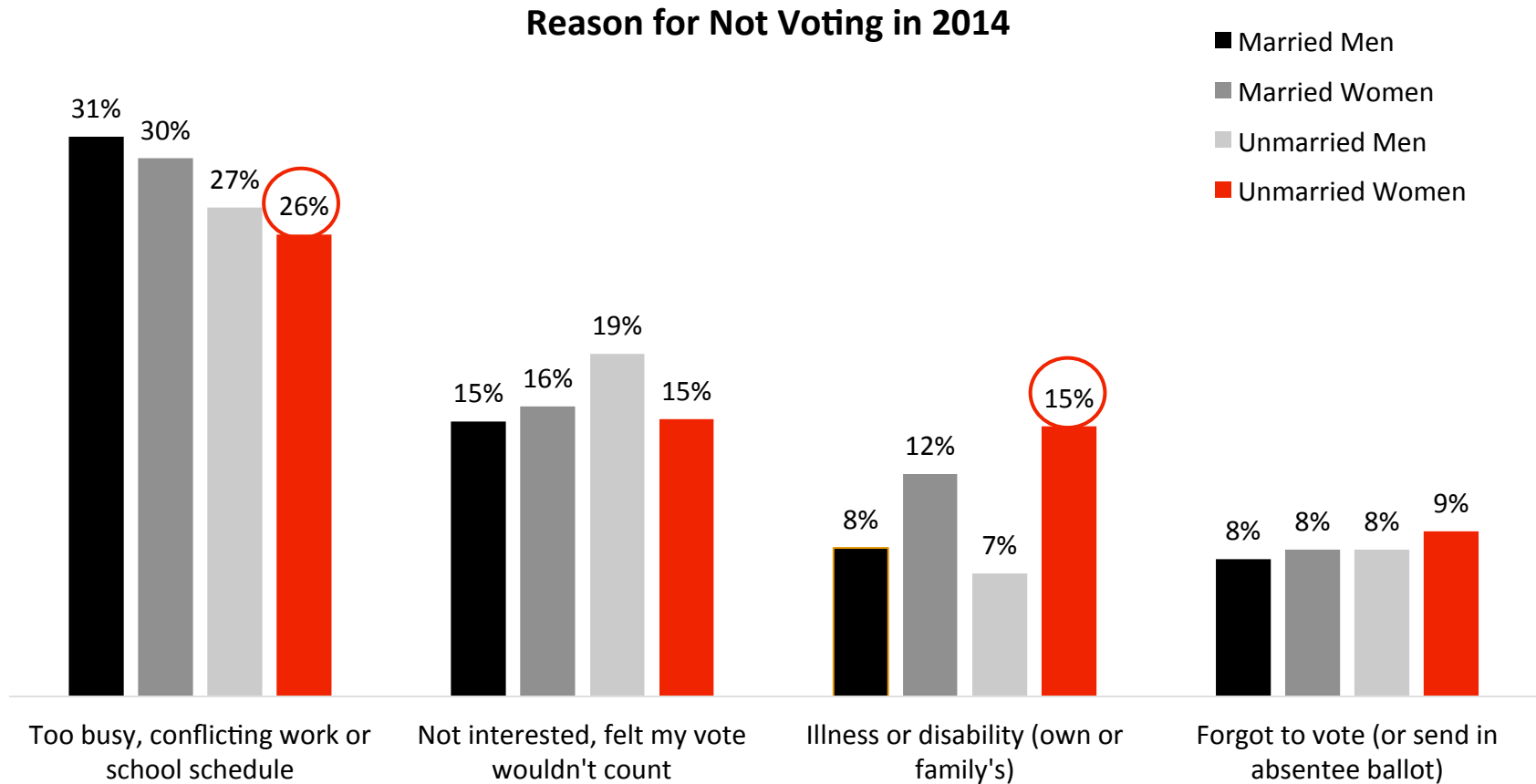
Reason for Not Voting in 2014



All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

Unmarried women were the most likely to have their voting prevented by illness, but among the least likely to feel that their vote did not count. Unmarried women were the most likely to cite illness or disability in the family.



All data rounded to the nearest digit.

Source: U.S. Census Bureau Current Population Survey November 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

The Challenges of a Moving Population

The RAE moves more than the non-RAE. Over the last four years, 49.6% have moved and lost their registration status, an increase from 42.2% in 2012. This means that if a campaign or organization reached a member of the RAE for a previous election at least half will have since moved. Those rates are particularly high with Millennials and the unmarried population.



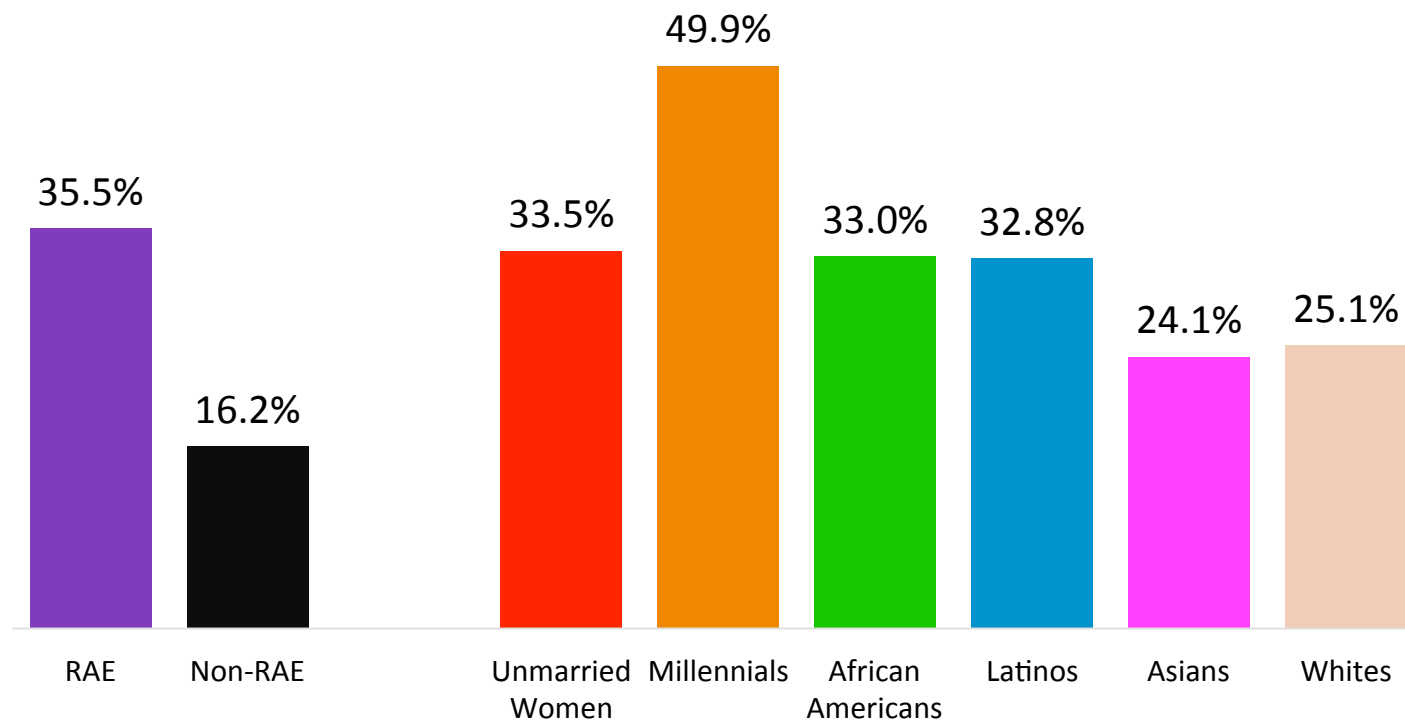
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Reading the Data:

- Residency and change in residency are included in each November election data update.
- The following slides are calculated based off of November 2014 data made available.
- Groups saying they have moved in the past two years moved from 2012-2014.
- Groups saying they have moved in the past four years moved from 2010-2014.

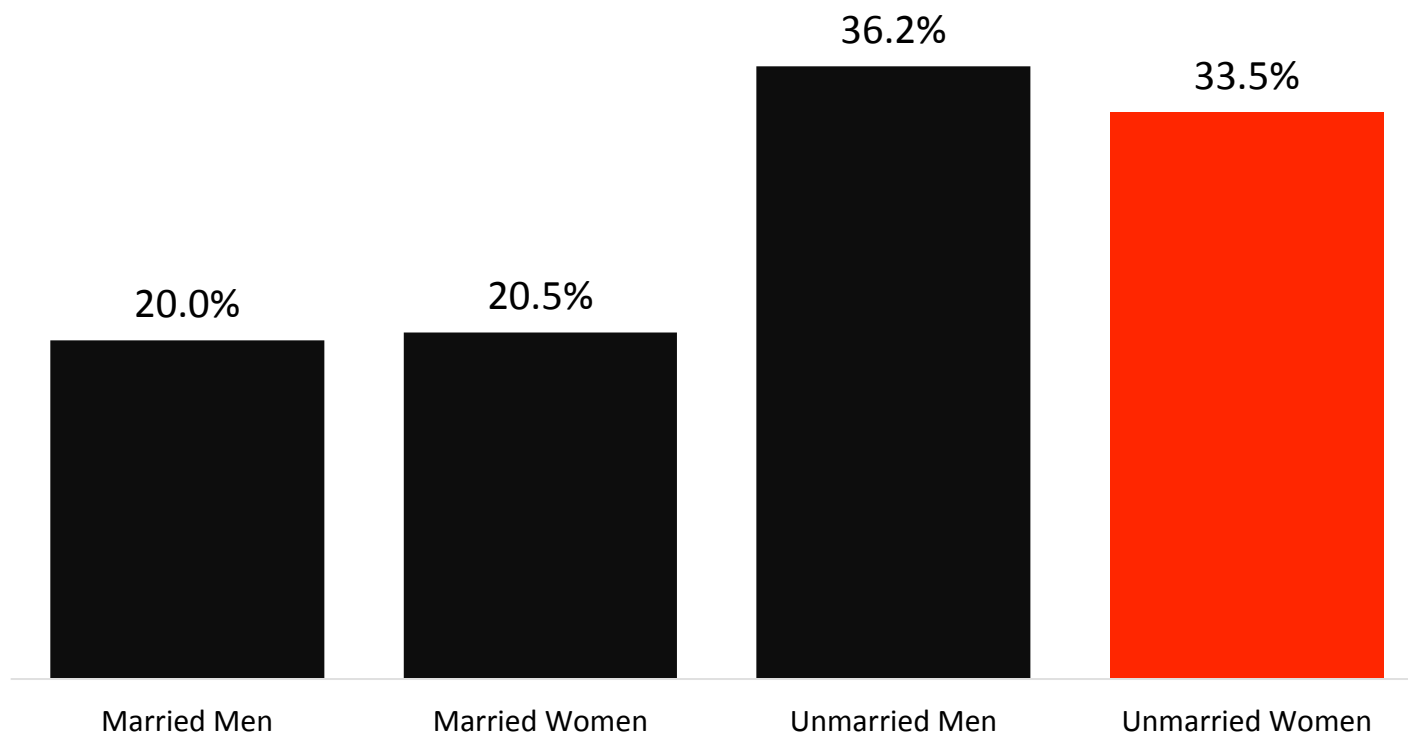
By a considerable margin, the RAE were more likely than the non-RAE to have moved in the two years leading up to the 2014 elections. Millennials were the subgroup most likely to move by a notable margin. Registering those voters that move, particularly the very mobile RAE, is essential.

Moved in the Last Two Years (Since 2012)



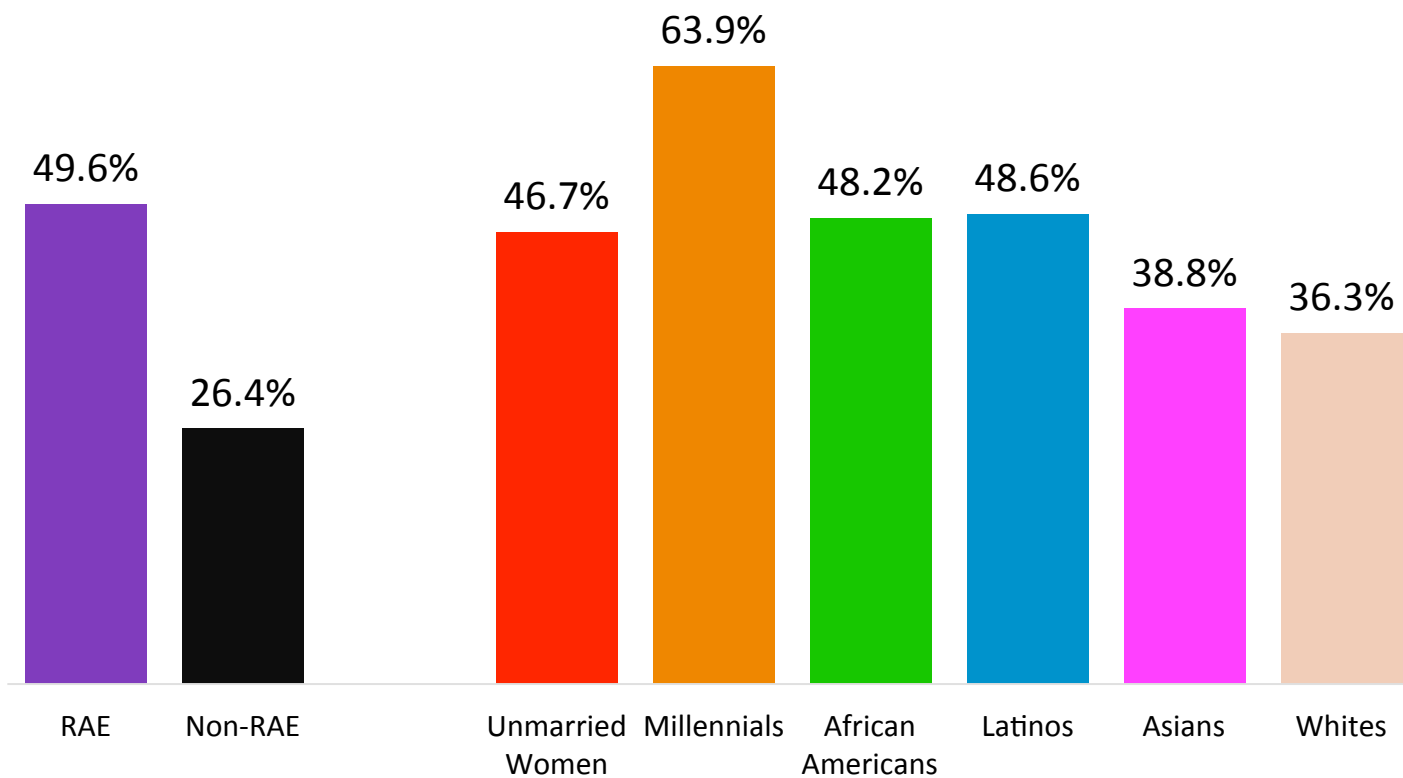
Unmarried women and men were much more likely than their married counterparts to have moved between 2012 and 2014. One-in-three unmarried women moved in the two years leading up to the 2014 elections.

Moved in the Last Two Years (Since 2012)



From 2010 to 2014, nearly half the members of the RAE moved, including nearly two-thirds of Millennials.

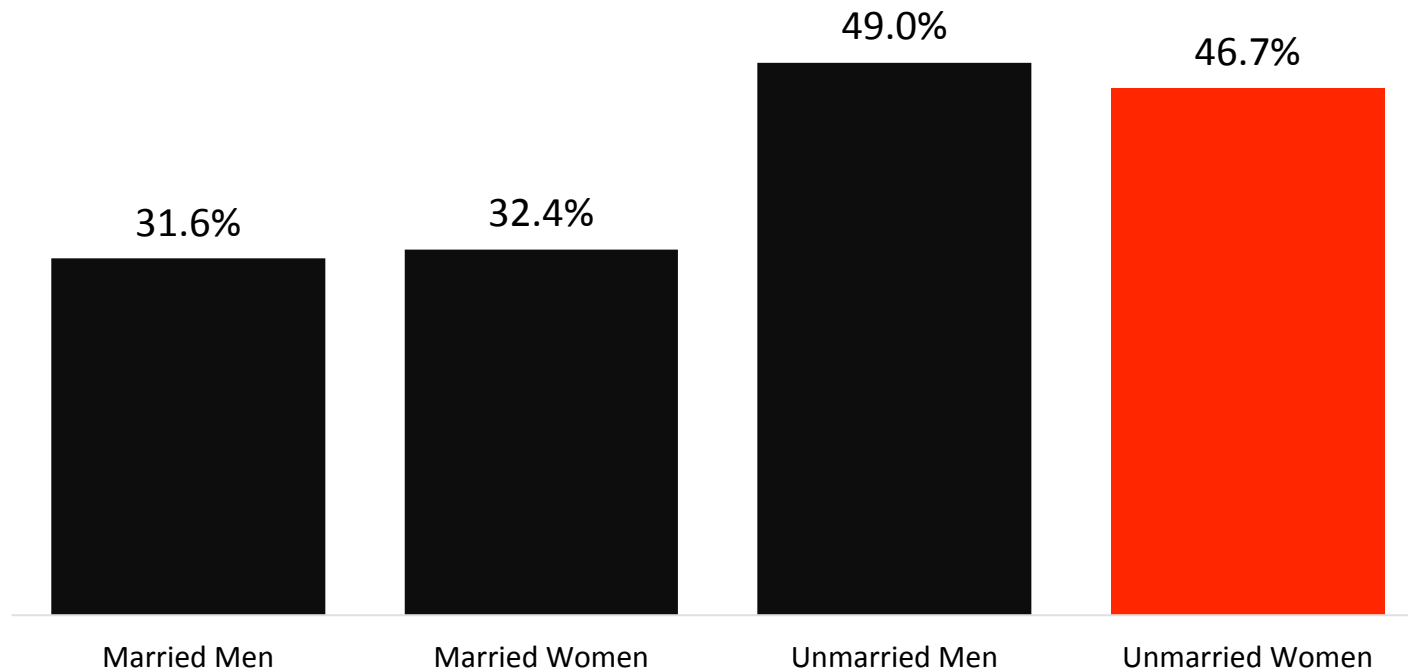
Moved in the Last Four Years (Since 2010)



Source: U.S. Census Bureau Current Population Survey November 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Unmarried men and women were much more mobile than their married counterparts, with over four-in-ten unmarried women having reported moving from 2010 to 2014.

Moved in the Last Four Years (Since 2010)



The RAE and the Economy

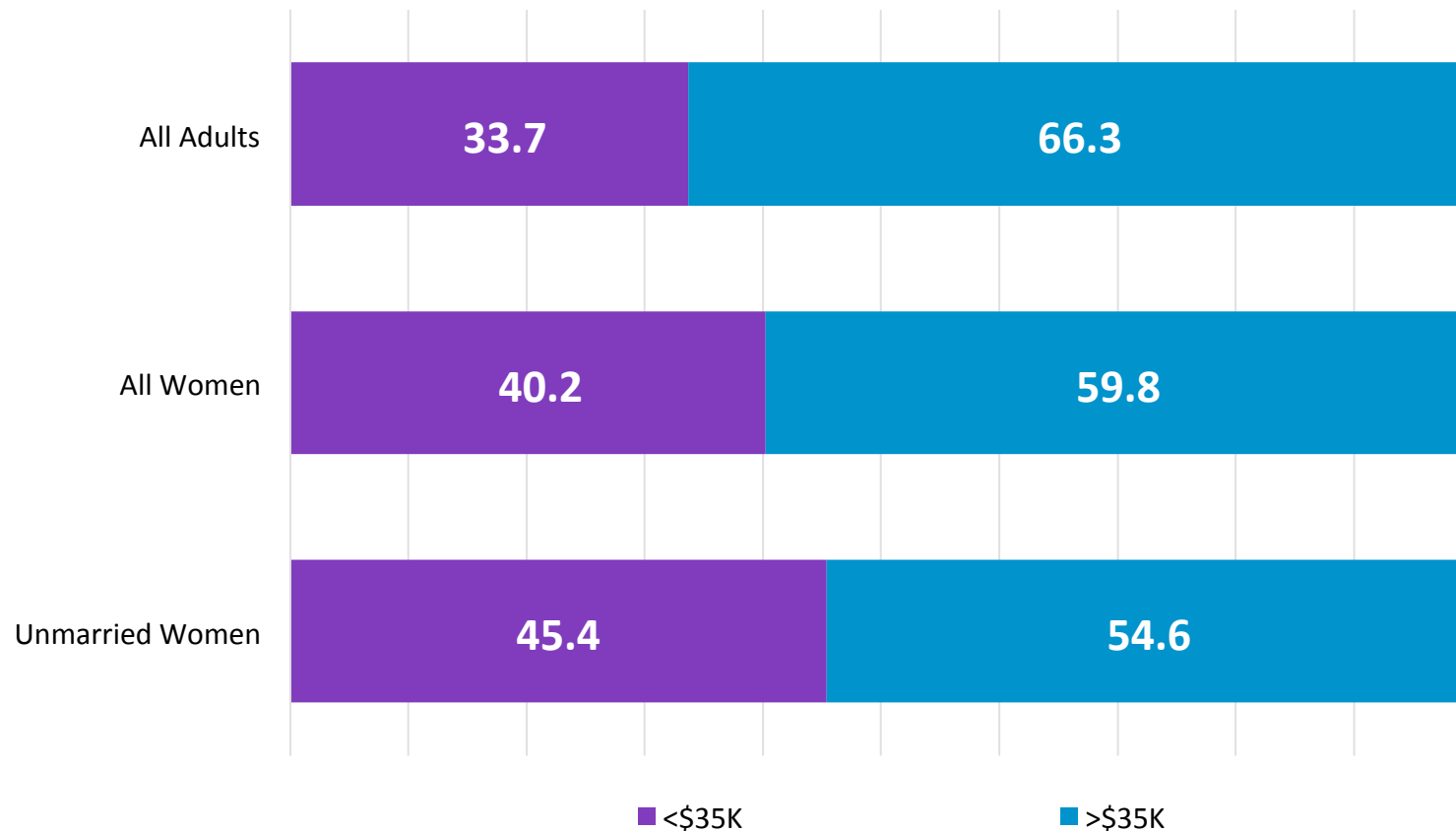
The RAE and particularly unmarried women are still struggling in the economic recovery.



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Average median income for unmarried women is \$37K, compared to \$45K among all adults and \$40K among all women. Unmarried women are disproportionately at the lower end of income brackets.

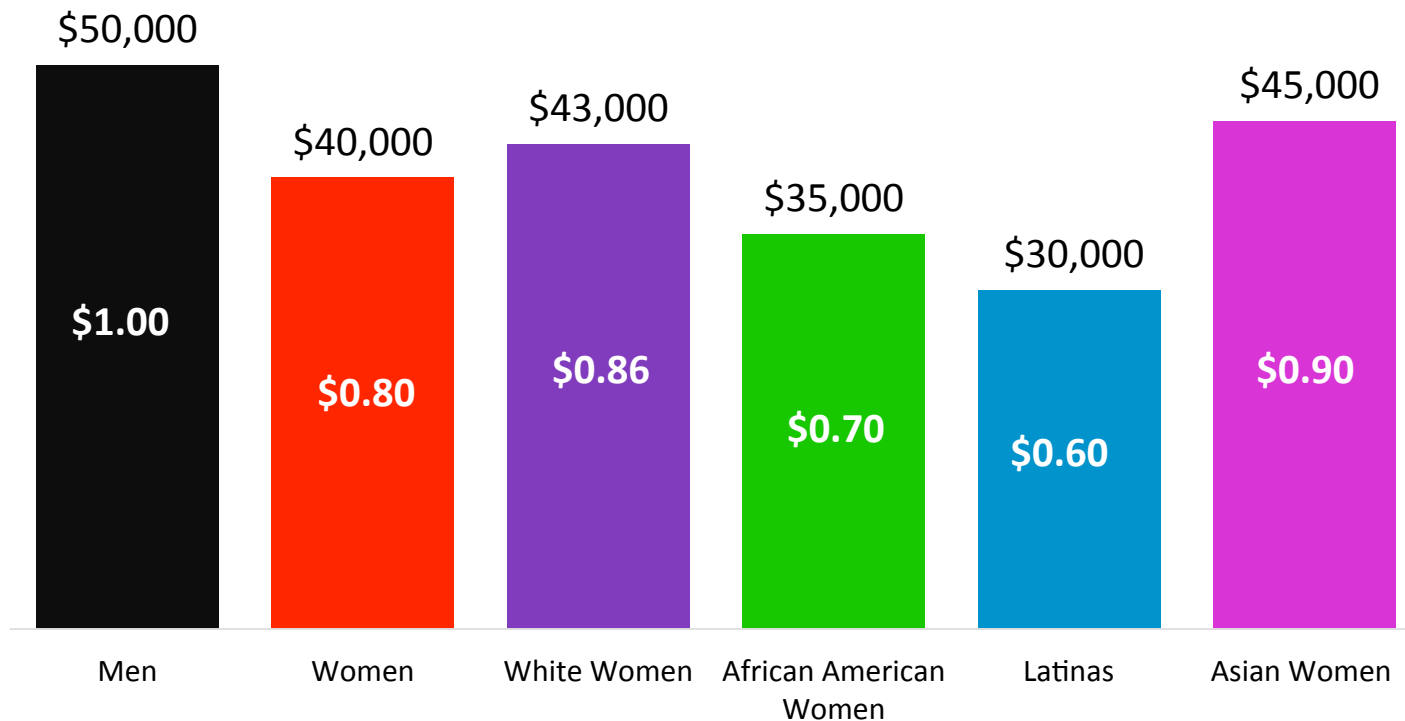
Annual Income – Full-Time Employed



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
<http://thedataweb.rm.census.gov/ftp/cps ftp.html>

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.

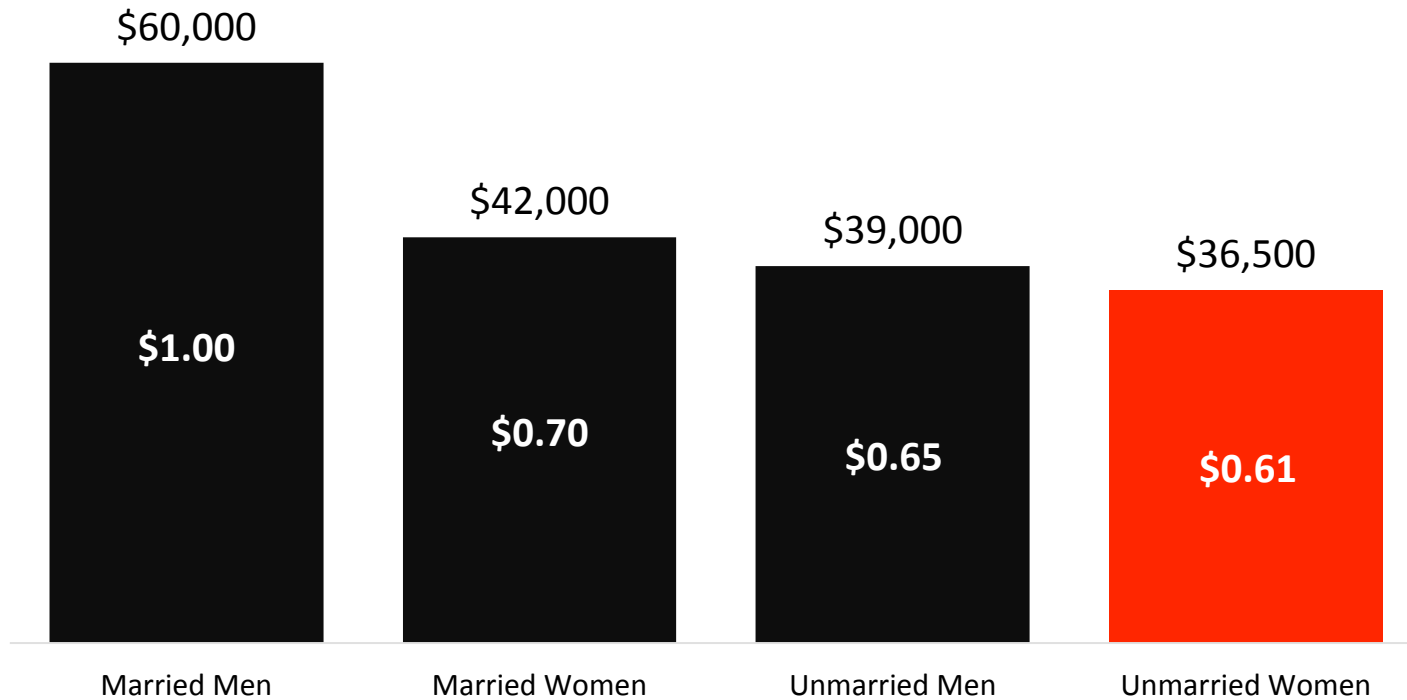
Personal Earnings Among Full Time Workers – Median Income



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Unmarried women earn only sixty-one cents for every dollar a married man makes.

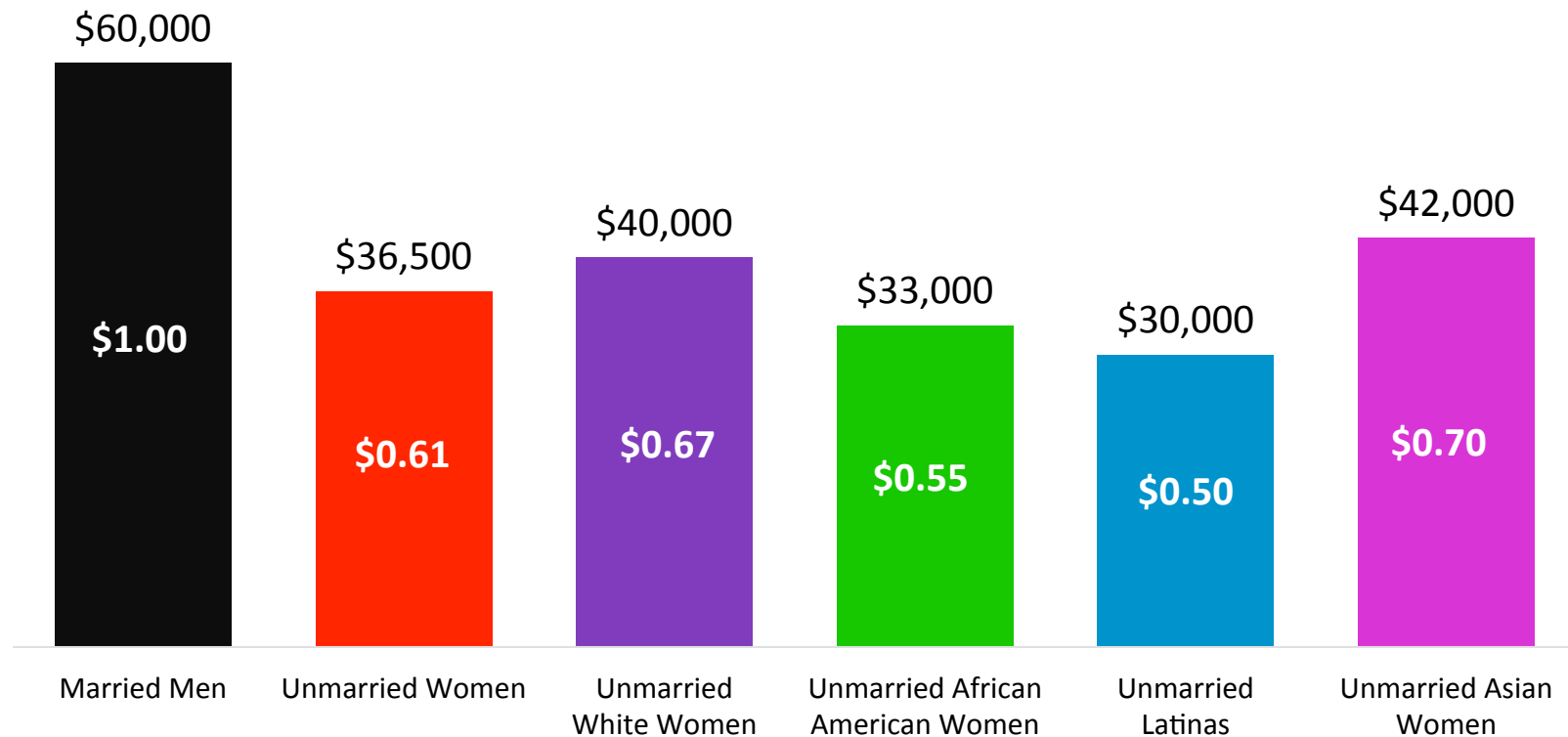
Personal Earnings Among Full Time Workers By Marital Status – Median Income



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
<http://thedataweb.rm.census.gov/ftp/cps ftp.html>

Unmarried Latinas make half (50%) of what a married man earns.

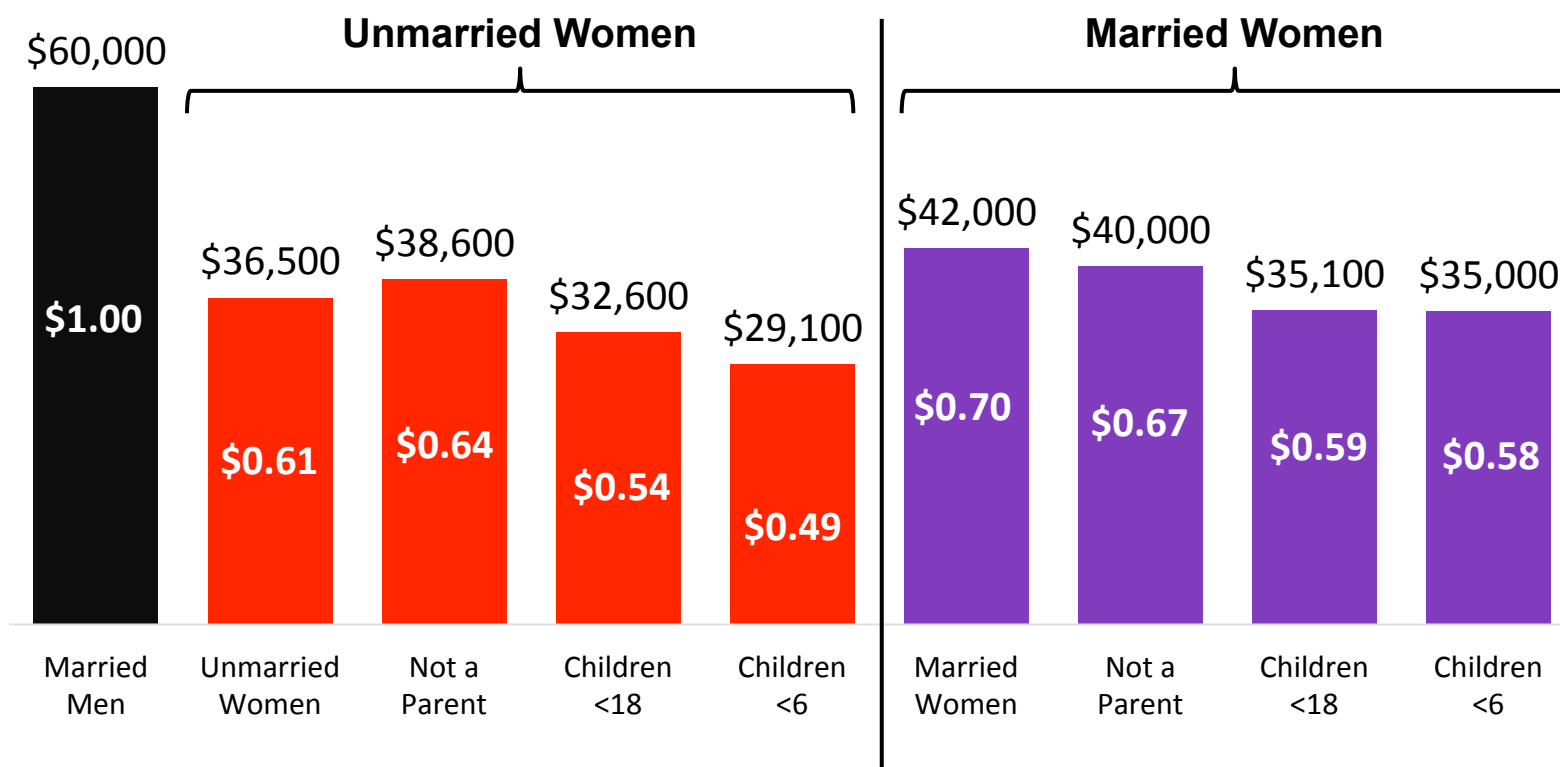
Personal Earnings Among Full Time Workers By Marital Status And Race – Median Income



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

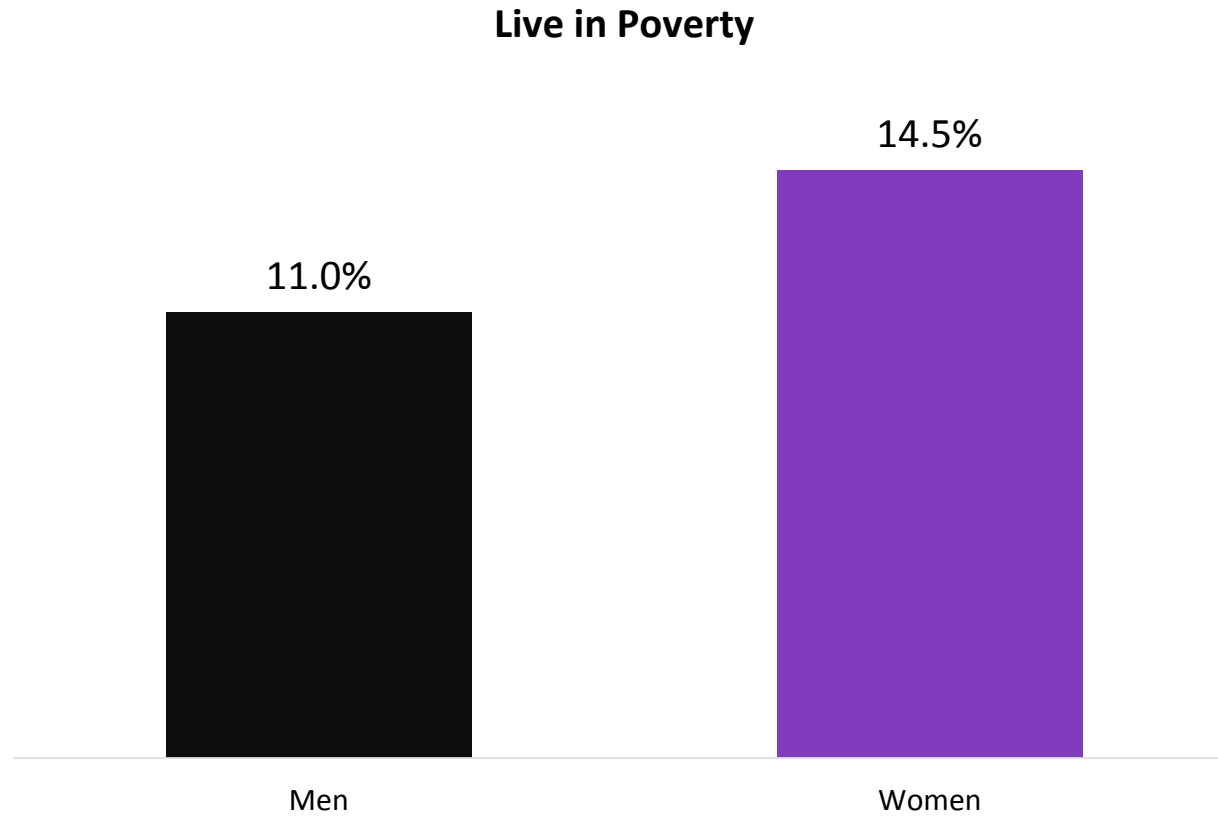
The median income for an unmarried woman with a child under age 6 is \$5,900 less than her married counterpart.

Personal Earnings Among Full Time Workers By Parental Status – Median Income



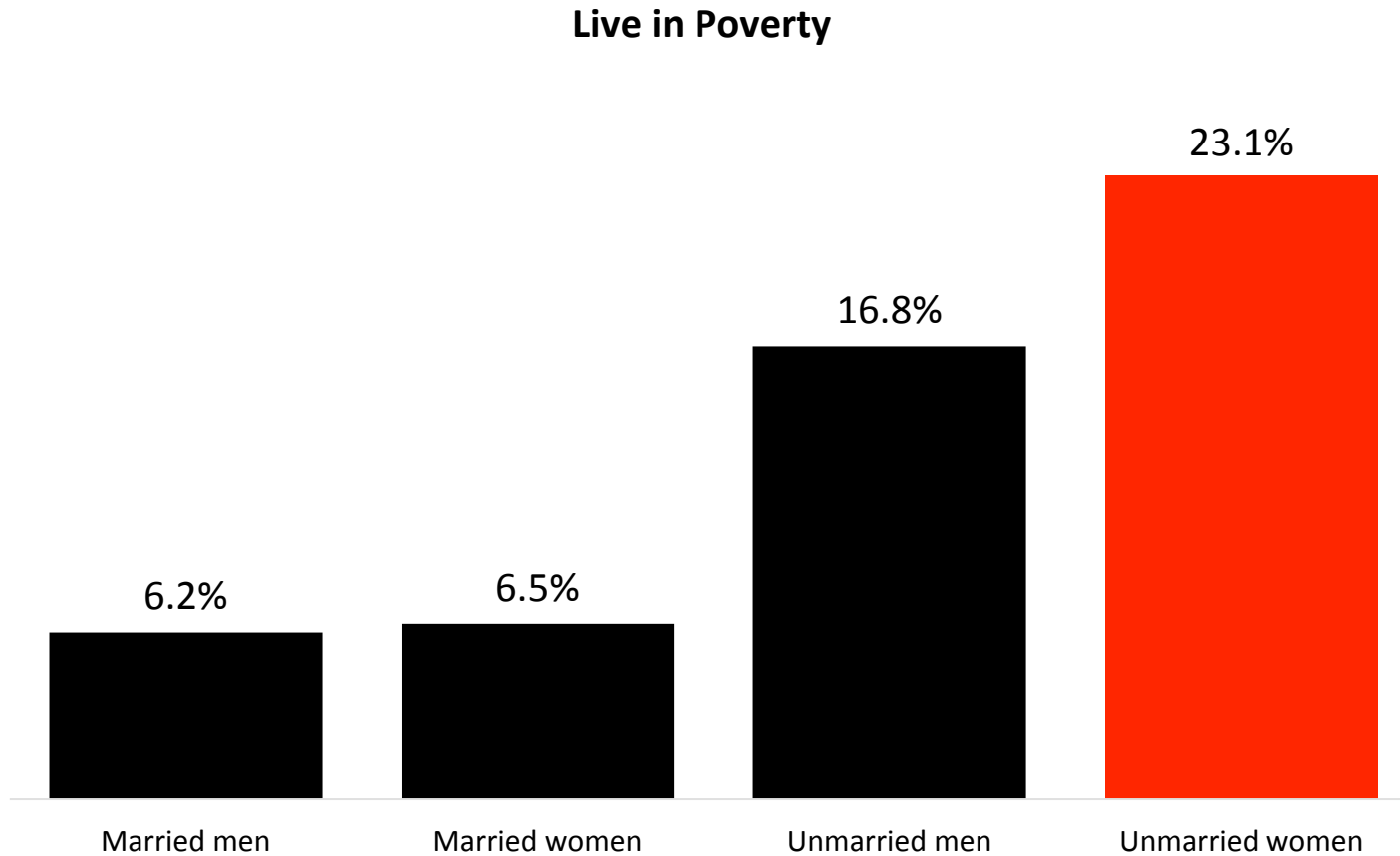
Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
<http://thedataweb.rm.census.gov/ftp/cps ftp.html>

14.5% of all women live in poverty compared to 11.0% of men.



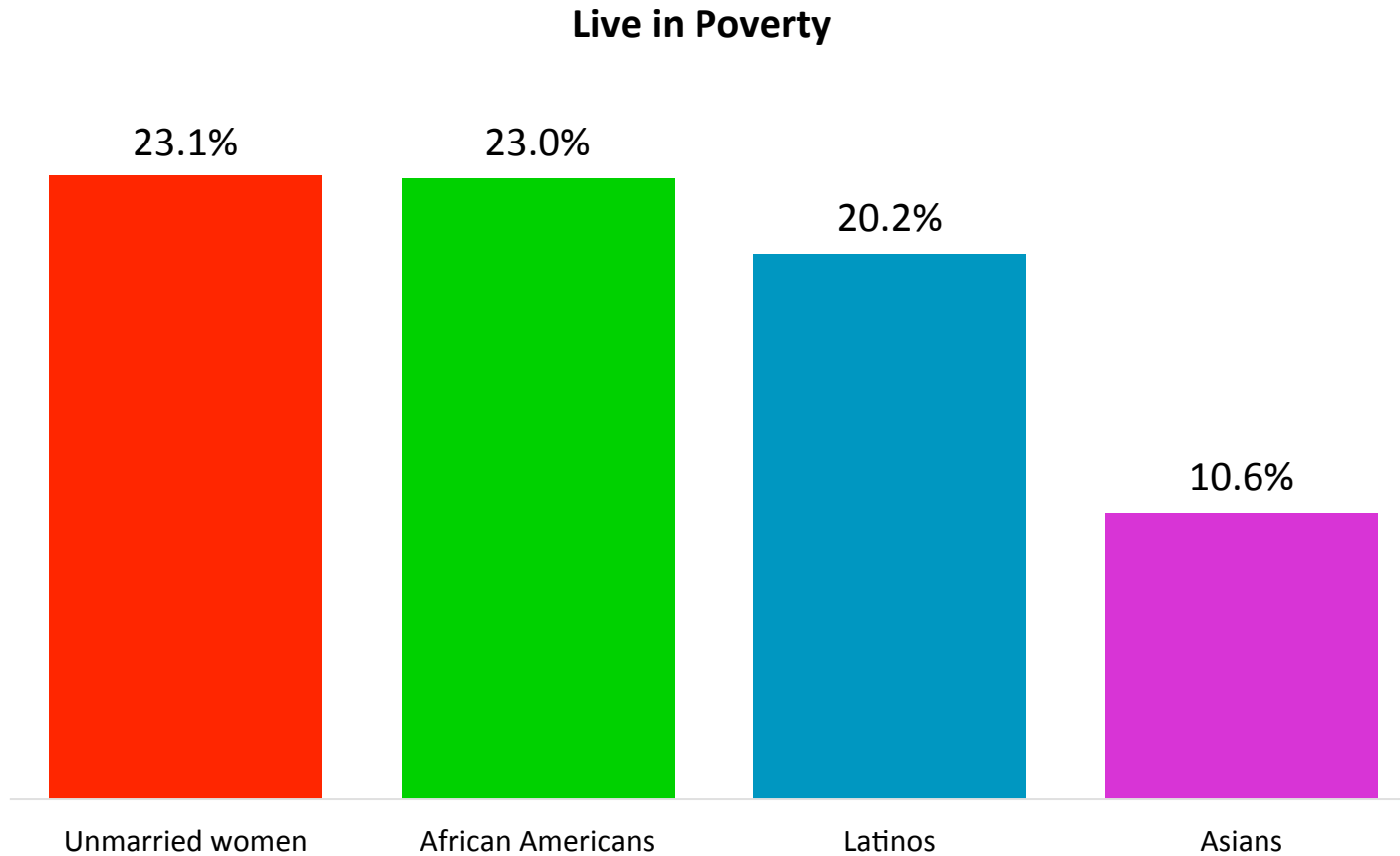
Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
<http://thedataweb.rm.census.gov/ftp/cps ftp.html>

Unmarried women are nearly four times as likely to live in poverty as married men.



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

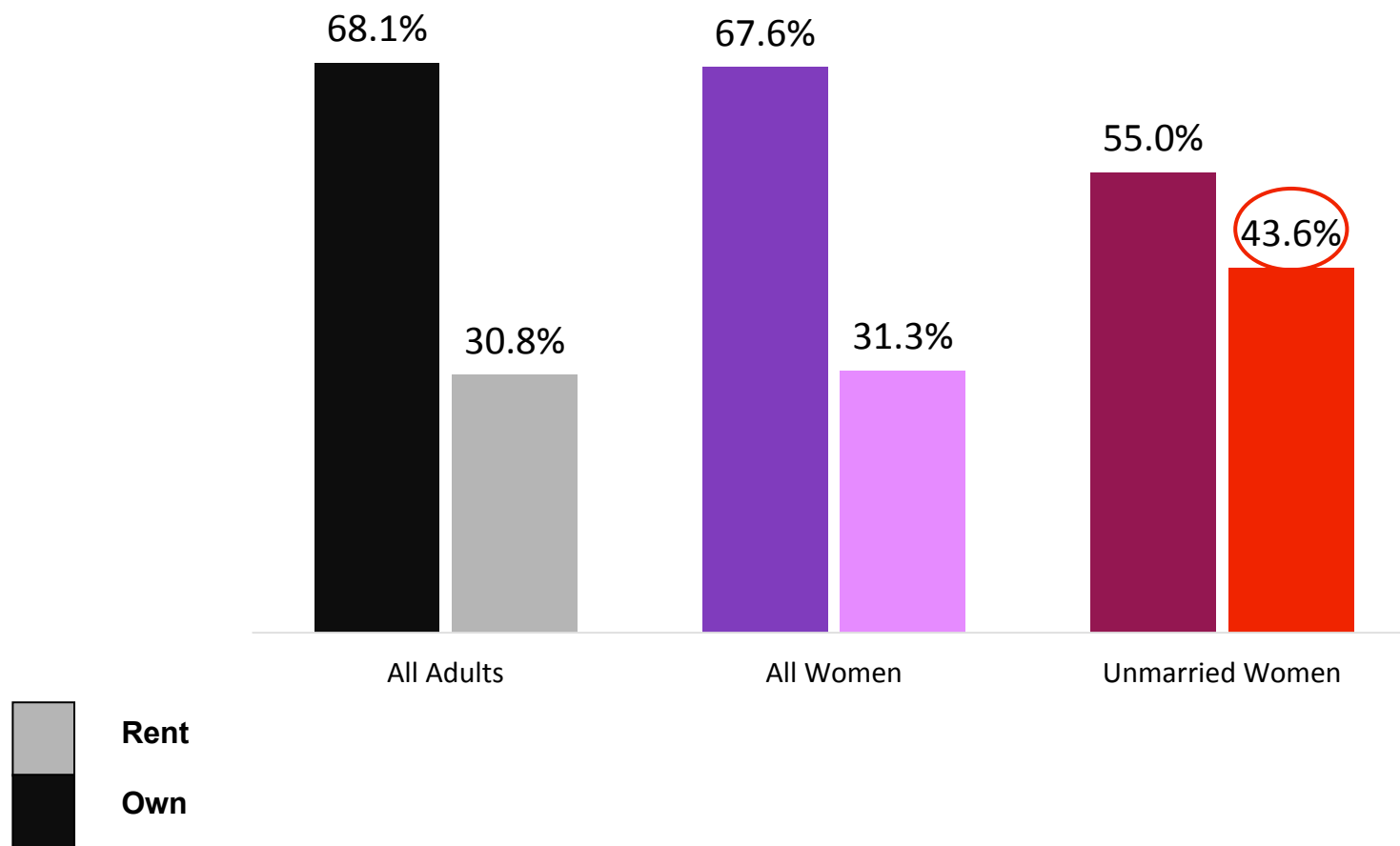
Over a fifth of unmarried women, African Americans, and Latinos live in poverty.



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Unmarried women are also much less likely to own their home and 43.6% of them are renters.

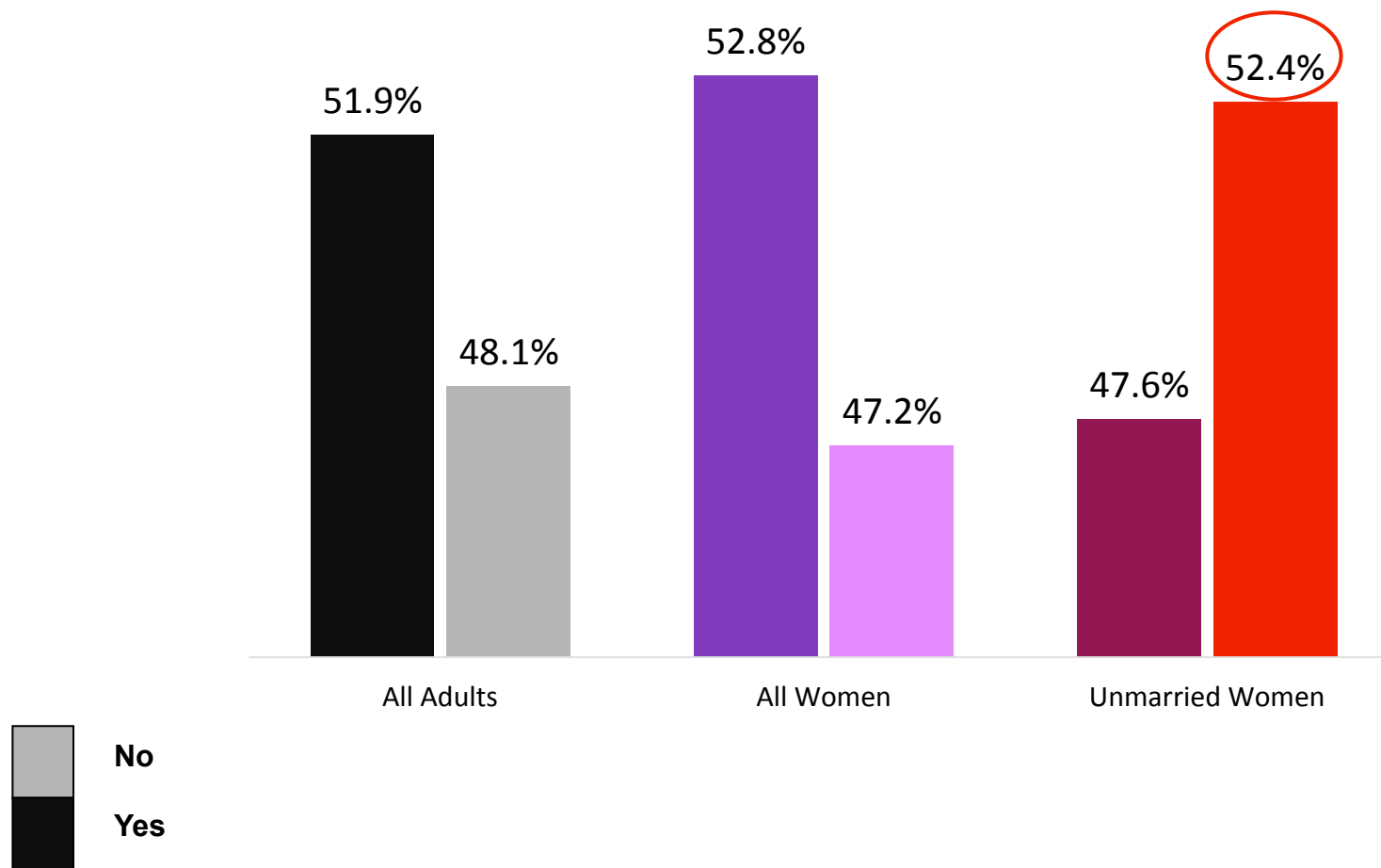
Home Ownership



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
http://thedataweb.rm.census.gov/ftp/cps_ftp.html

Over half (52.4%) of unmarried women do not have a pension plan offered by their employer.

Pension Plan Provided by Employer



Note: this data is among all adults (18+), not just VEP.
Source: U.S. Census Bureau Current Population Survey March 2014
<http://thedataweb.rm.census.gov/ftp/cpsftp.html>

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