

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 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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2016: RAE could be the majority of voters.

CPS Estimates of the Vote Eligible Population 2012

2016*

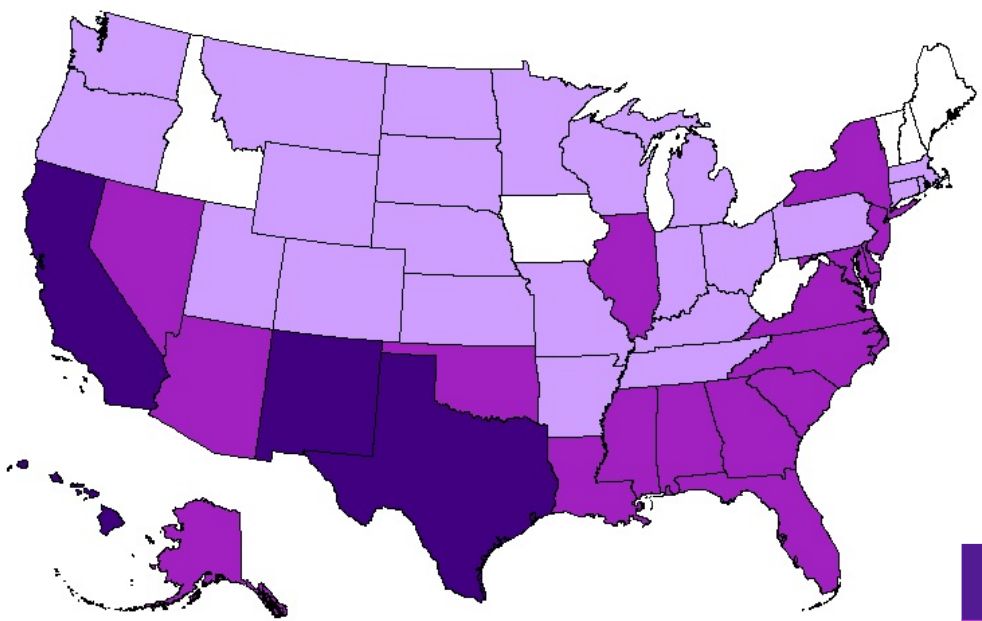
	2012	Change	2016*
RAE**	116,839,304	+16.3 million, 14% increase	133,154,682
Unmarried Women	55,151,532	+3.8 million, 6.8% increase	58,904,783
African Americans	26,914,854	+2.1 million, 7.7% increase	28,975,337
Latinos	23,328,876	+4.1 million, 17.4% increase	27,395,471
18-34 Year Olds**	63,008,477	+3.0 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.

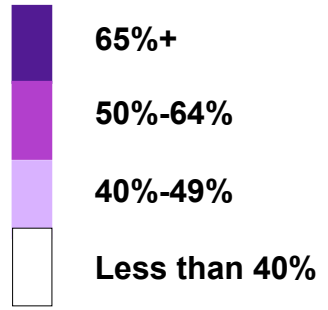
The RAE continue to grow across the nation, particularly in states like California and Texas. Hawaii remains the state with the largest RAE share of the population.

2014 Rising American Electorate Population by State



States with Highest % RAE in VEP

Hawaii	86.0%
Washington, D.C.	81.9%
New Mexico	69.8%
California	69.8%
Texas	66.4%



Source: CPS November/March 2014 Supplements



In the 2014 election, almost all key states saw a 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

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

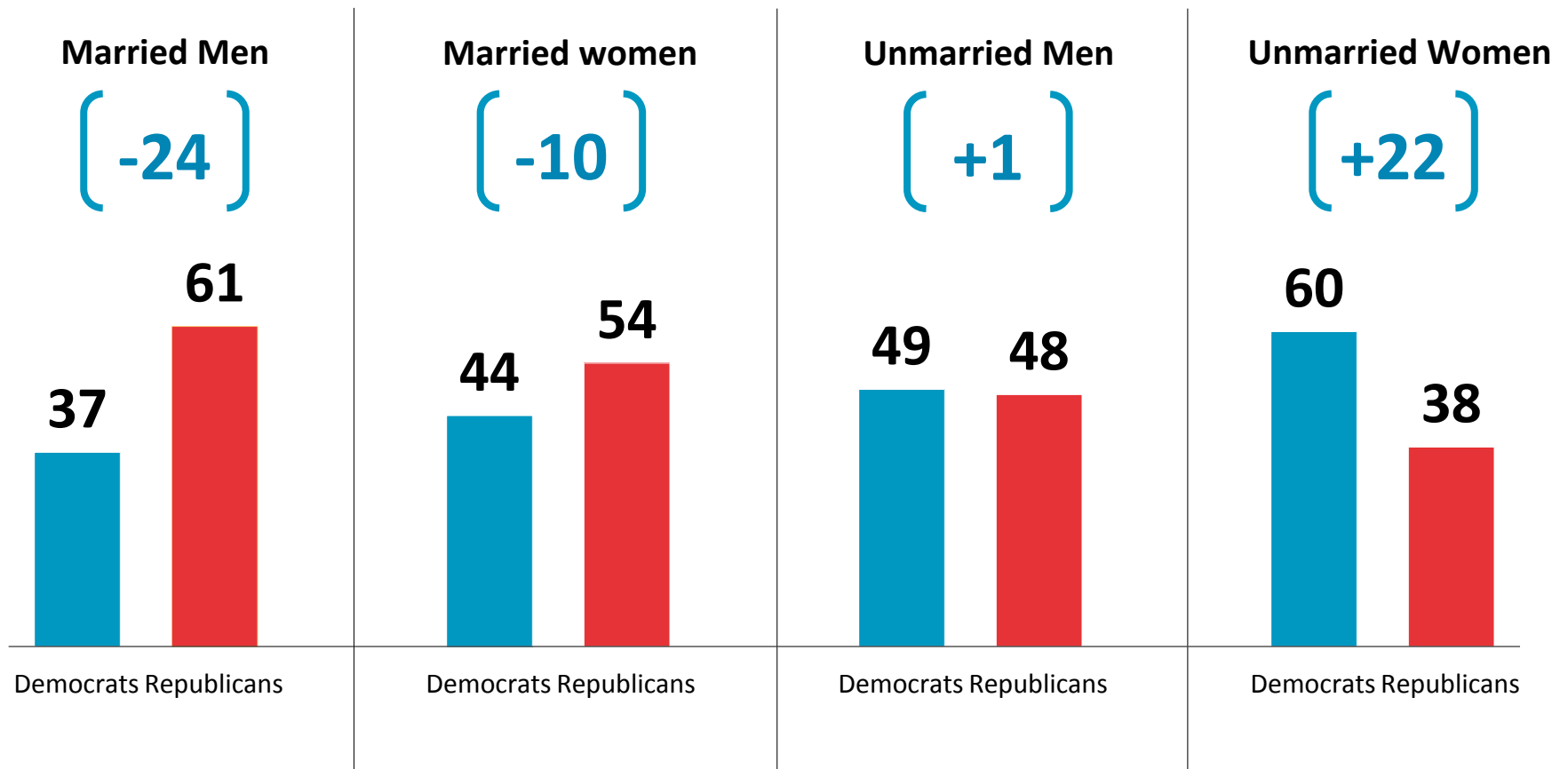
CPS Estimates of the Vote Eligible Population

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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

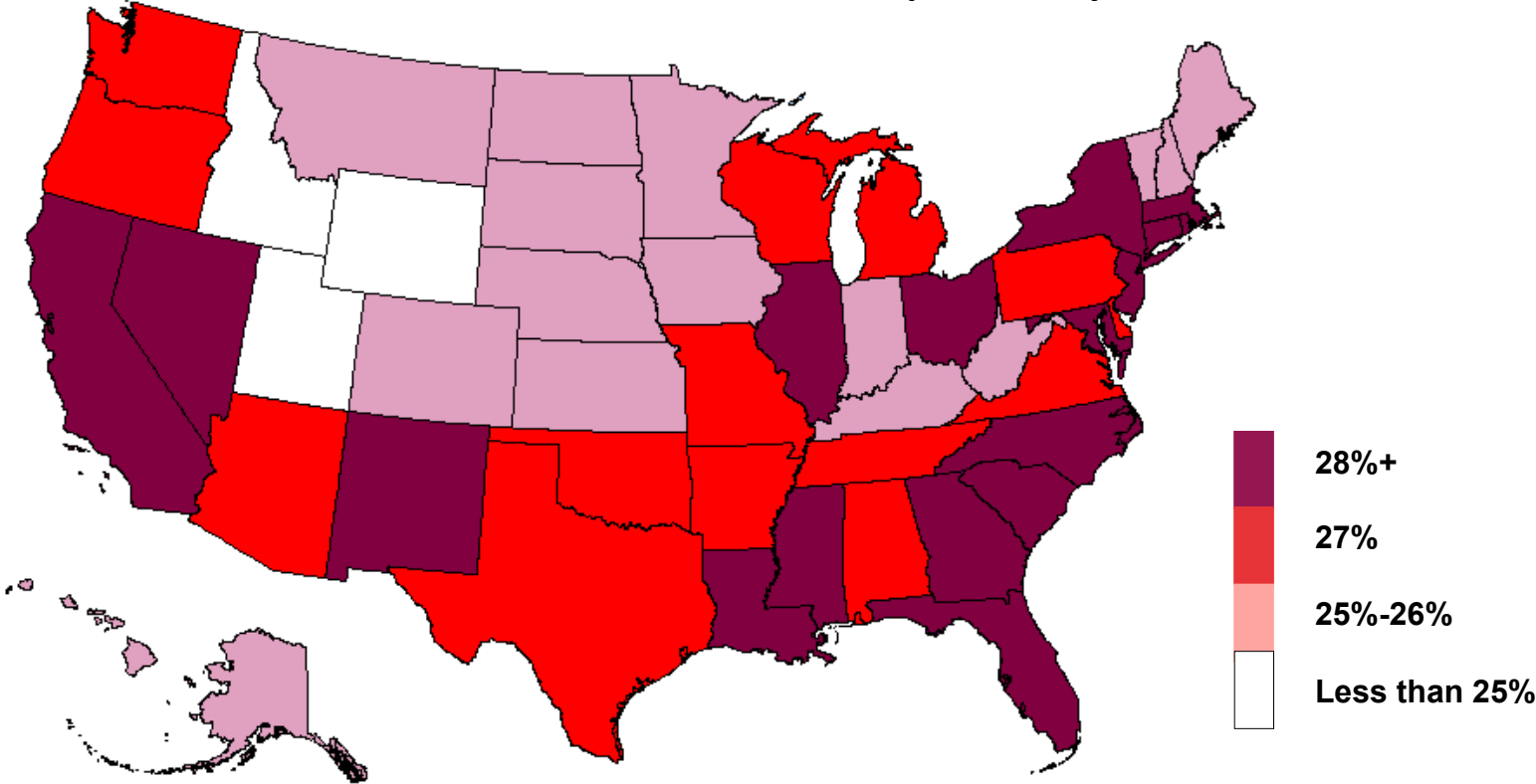


Source: CNN 2014 Exit Polls

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.

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 and New England.

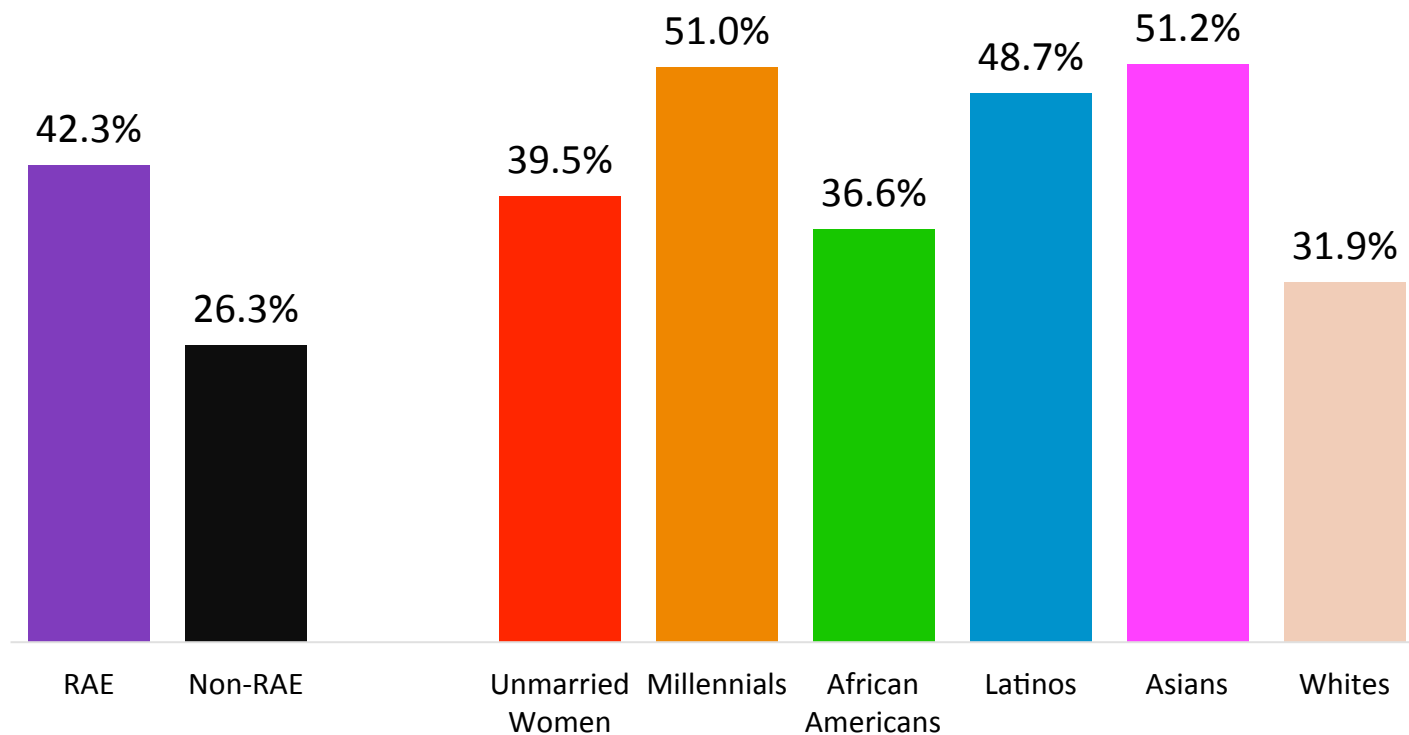
2014 Unmarried Women VEP Population by State



Source: CPS November/March 2014 Supplements

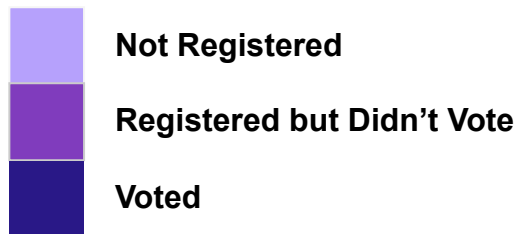
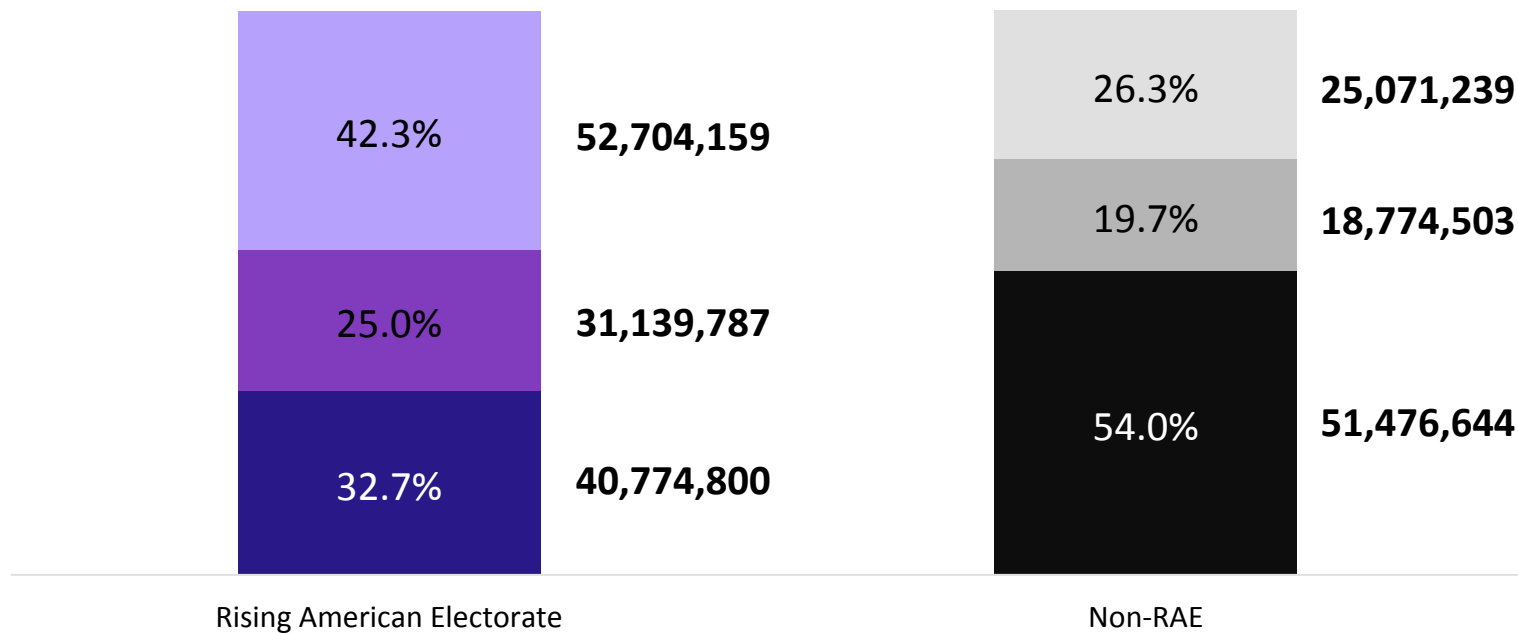
The RAE had a much higher rate of non-registration than their non-RAE counterparts. Within the RAE subgroups, Latinos, Asians, and Millennials have the highest rates of non-registration. White Americans are the most likely to be registered.

Percent Not Registered in 2014



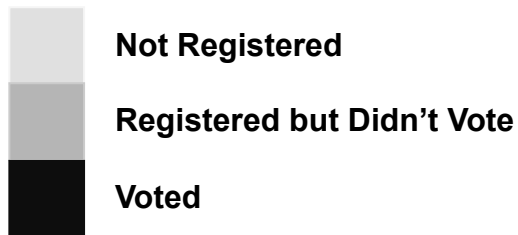
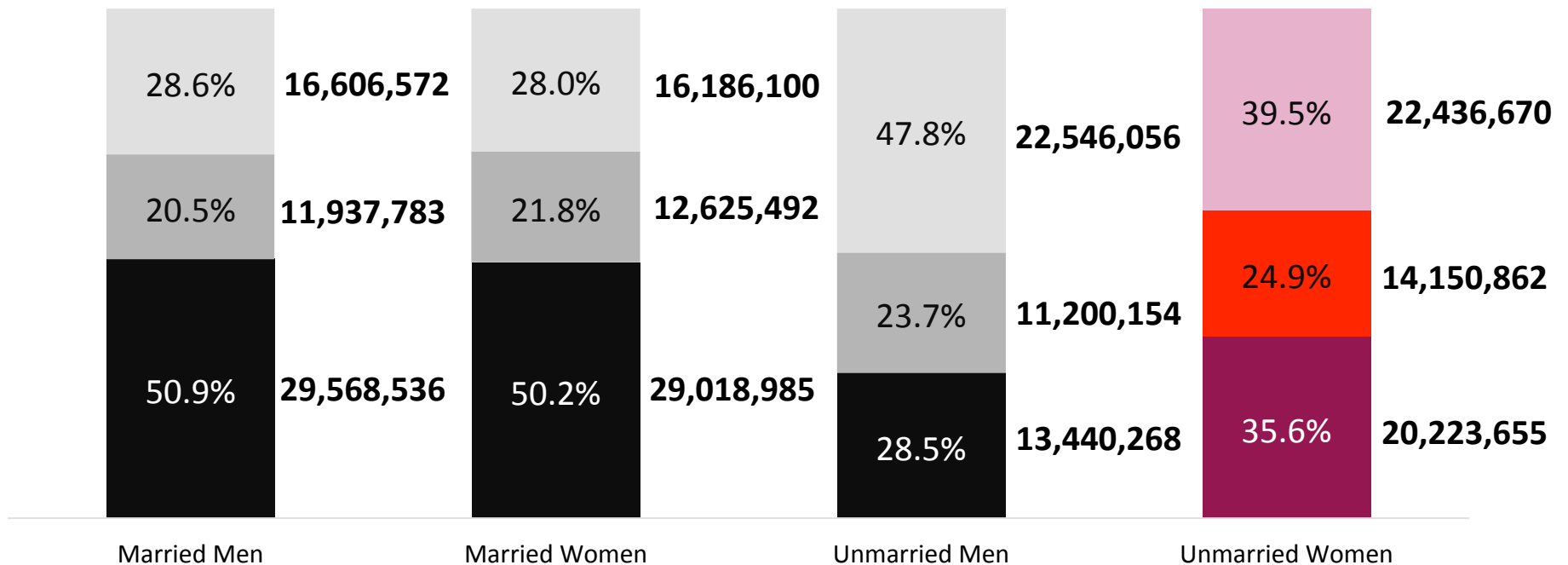
In 2014, of the 125 million members of the RAE, 42.3% said they are not registered, compared to just 26.3% of unregistered Non-RAE. The benefits to registering the unregistered RAE are clear.

Registration and Voting Rates in 2014



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



The Challenges of a Moving Population

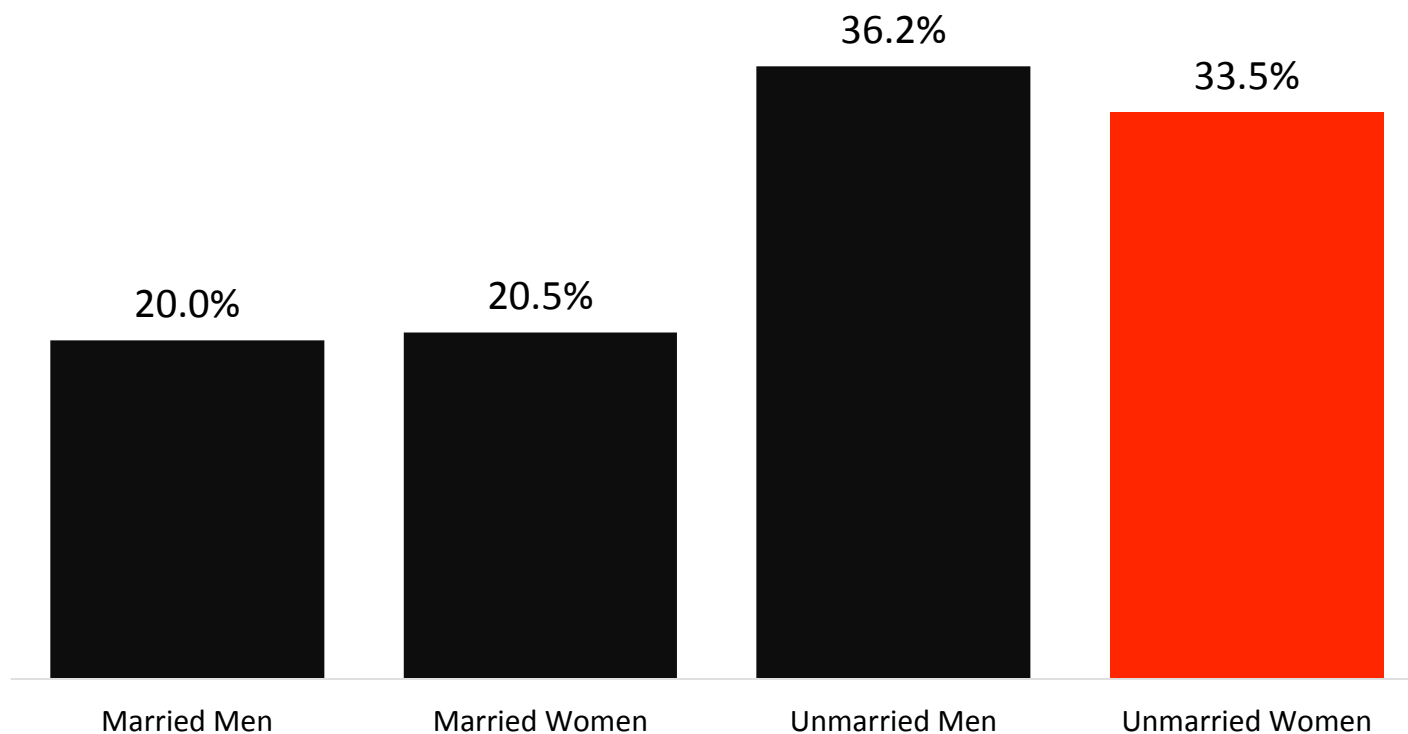
The RAE moves more than the non-RAE. Over the last four years, 49.6% have moved and lost their registration status, an increase from 42.2% in 2012. This means that if a campaign or organization reached a member of the RAE for a previous election at least half will have since moved. Those rates are particularly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



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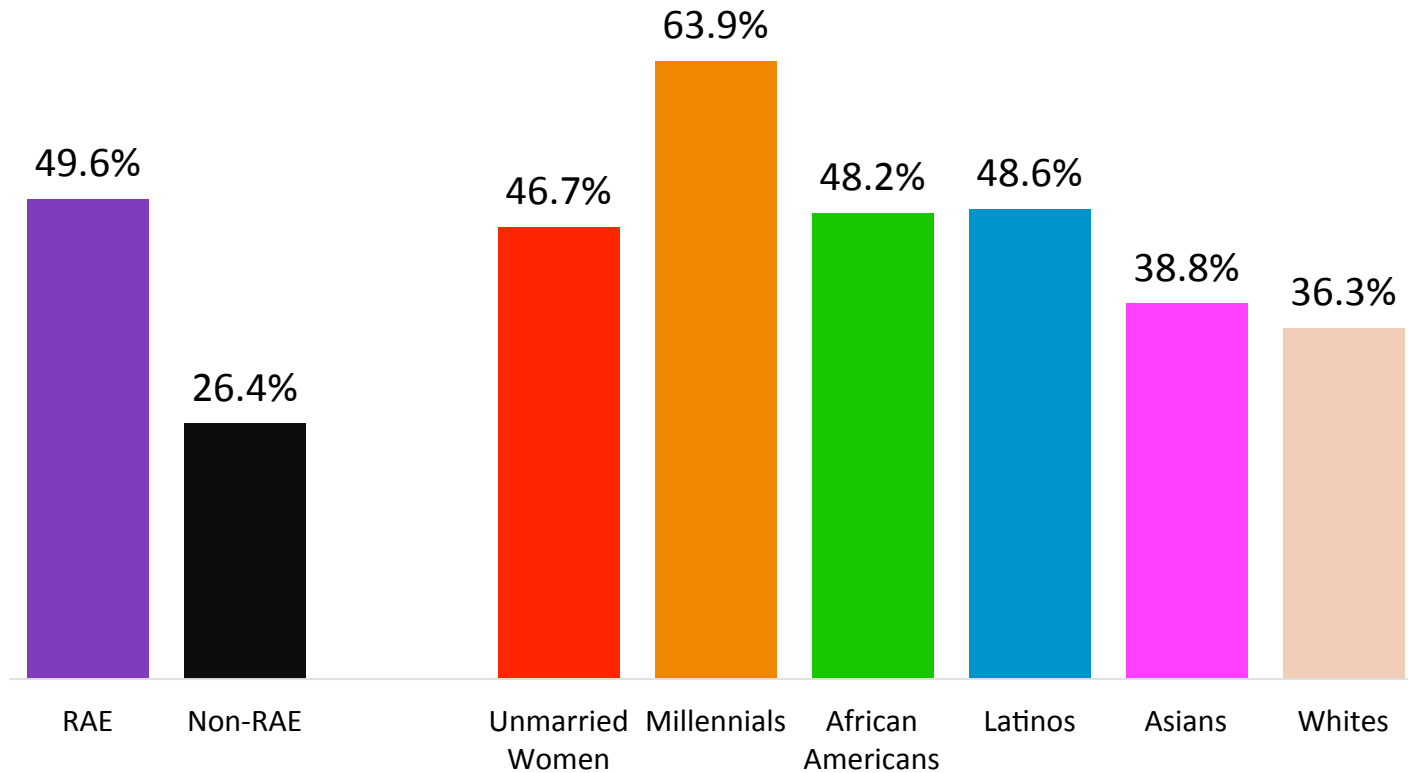
Unmarried women and men were much more likely than their married counterparts to have moved between 2012 and 2014. One-in-three unmarried women moved in the two years leading up to the 2014 elections.

Moved In the Last Two Years (Since 2012)



Form 2010 to 2014, nearly half the members of the RAE have 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

How the RAE Registered to Vote in 2014

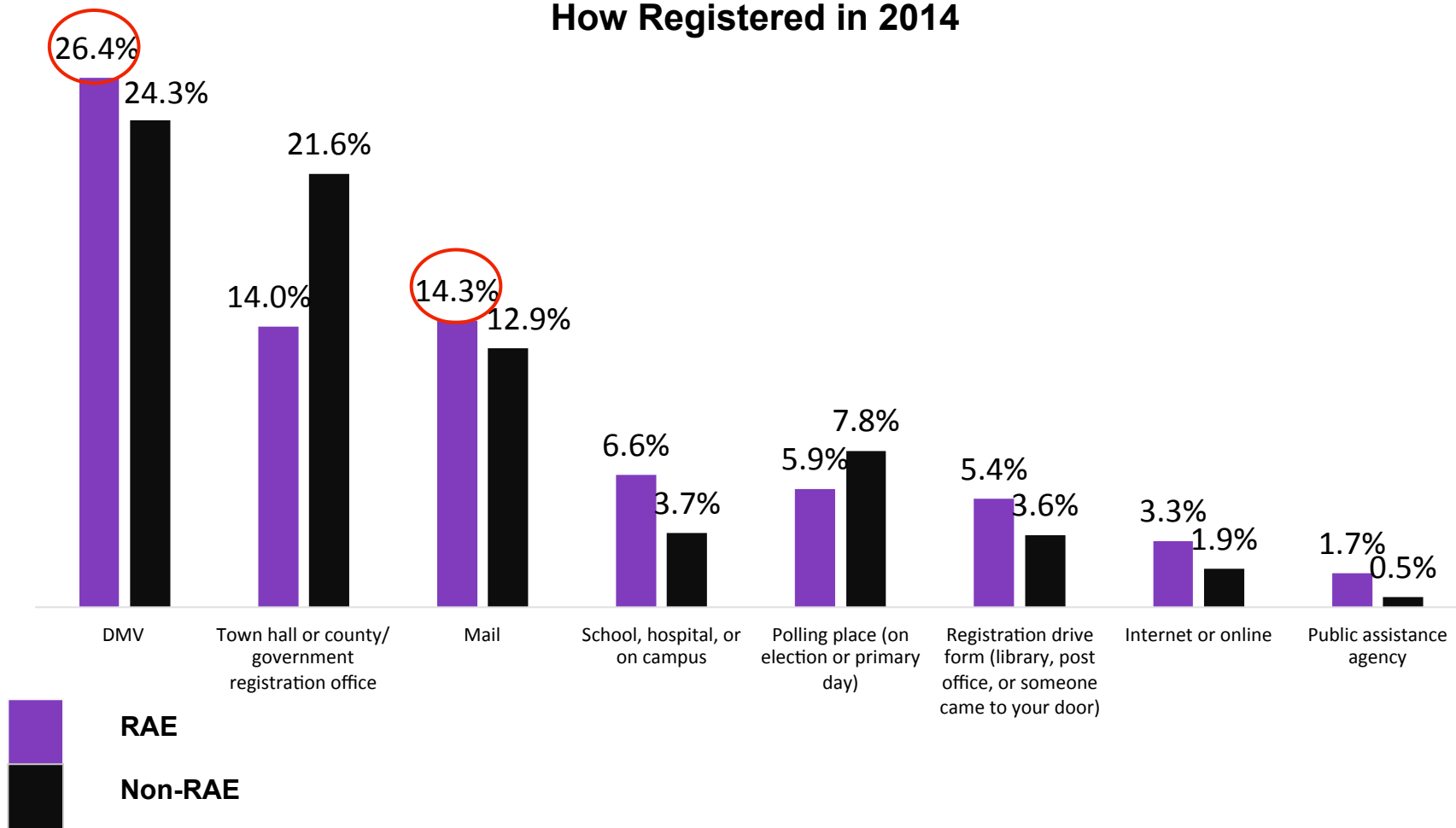
Both the RAE and their non-RAE counterparts cite the DMV as the place they are most likely to register to vote. Registering by mail is an important option for the RAE.



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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.

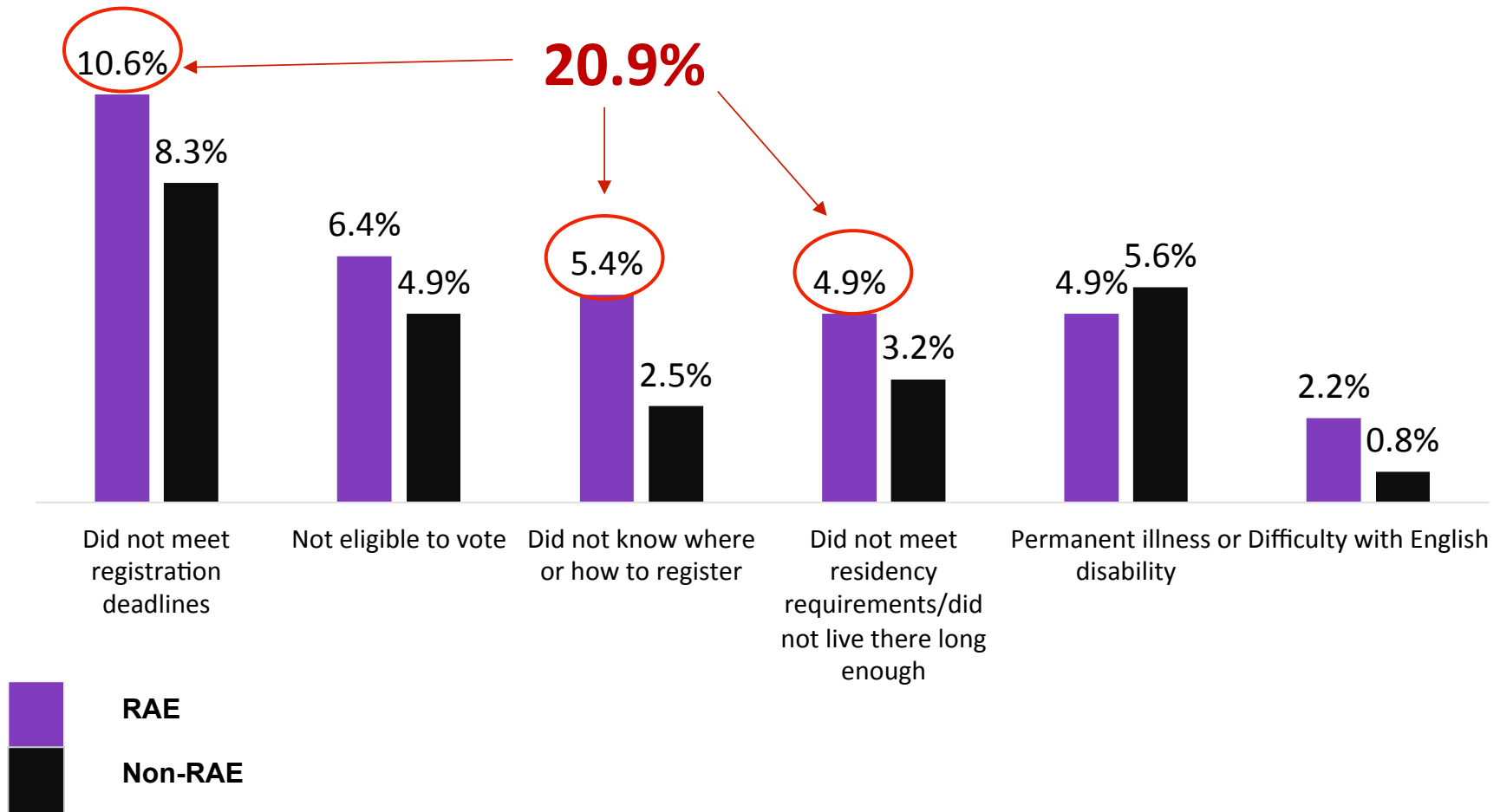
How Registered in 2014



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

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

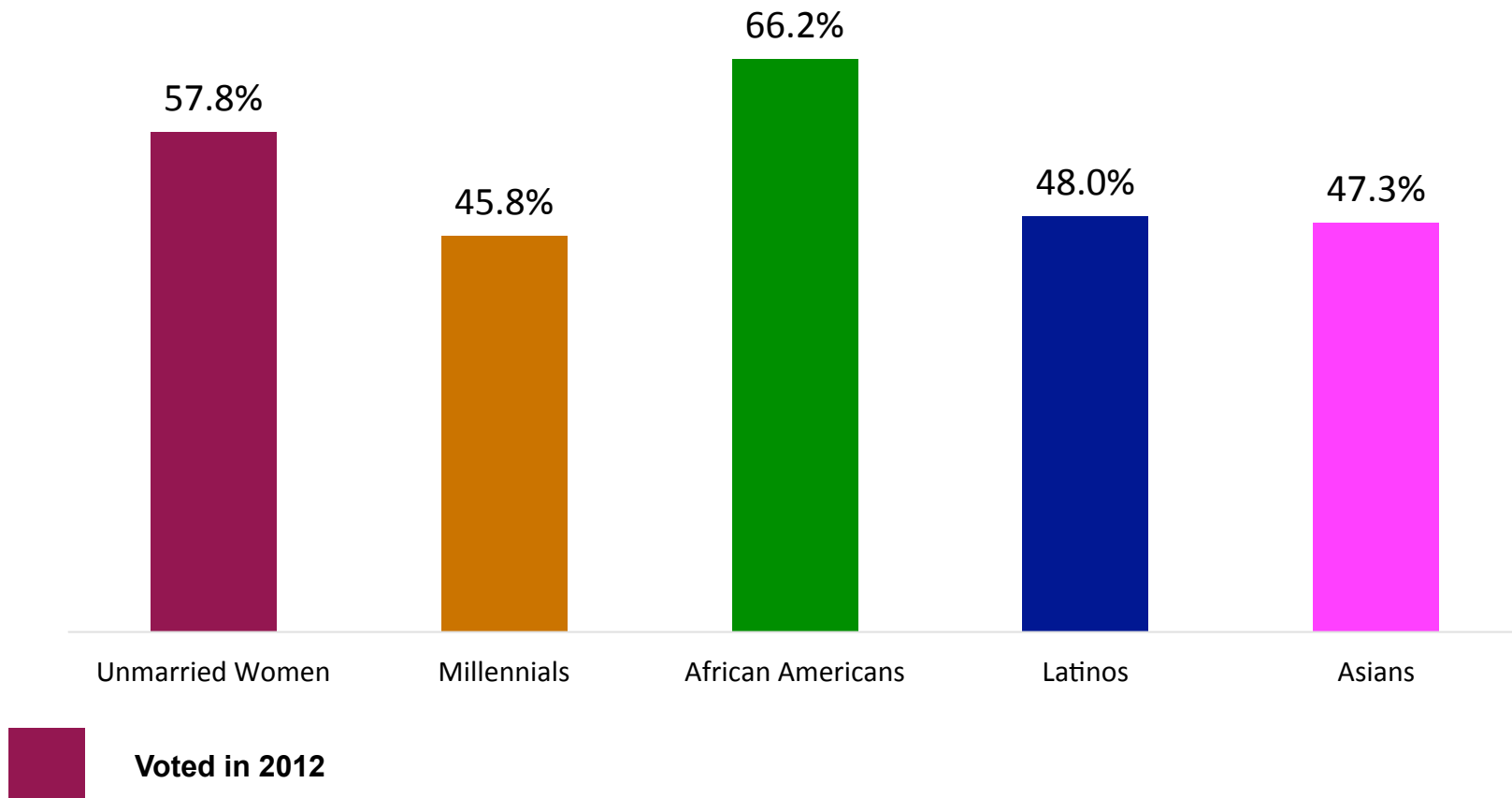
Reason for Not Registering to Vote in 2014



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

In 2012, turnout among RAE was low, especially among Millennials.

Turnout In 2012



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

How Votes Were Cast in 2014

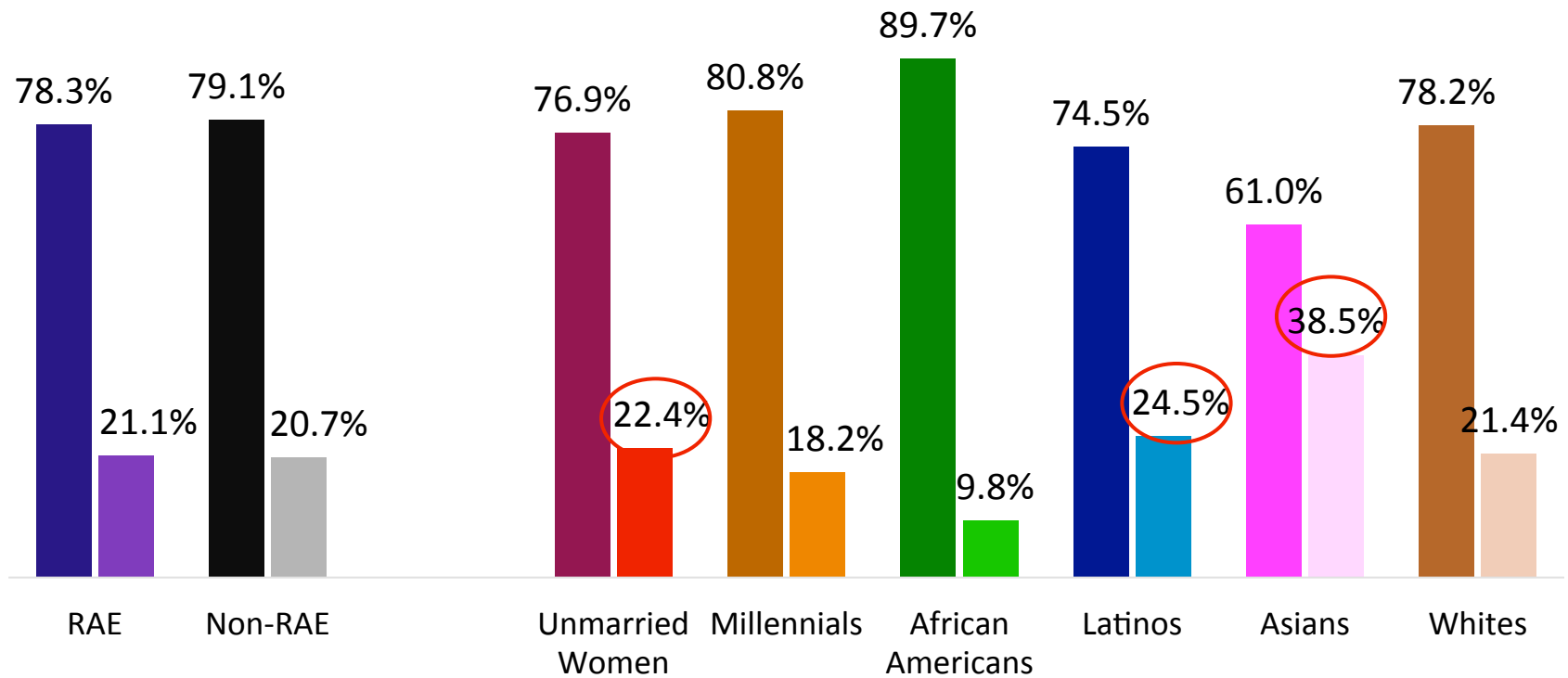
Nearly eight-in-ten RAE members voted in person. Unmarried women were less likely to vote in person, compared to their counterparts.



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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.

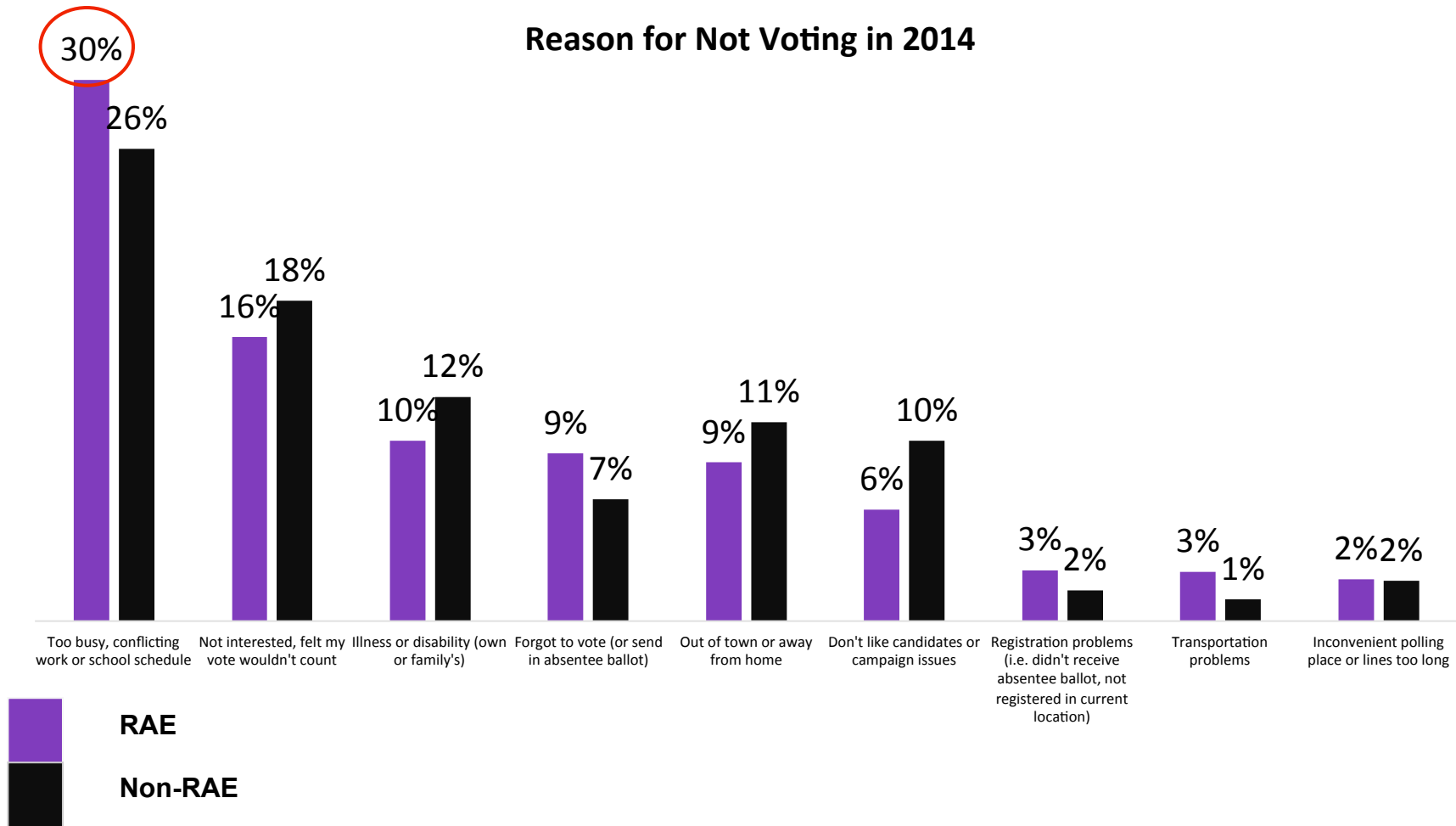
How Votes Were Cast in 2014



In Person
By Mail

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

The RAE were more likely to cite being too busy than their Non-RAE counterparts. Obstacles to voting like 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

Voter Participation Data Center
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There have never been more unmarried women in America.

About 57 million women in the United States are unmarried—widowed, divorced, separated, or single. That's one out of every two U.S. women. Their numbers are growing, along with their power to influence elections and set policy priorities. We created the VPC Data Center to house and highlight information and analysis from multiple sources on this fast-growing, increasingly influential population. This library is intended to be an easily-accessible, often-updated resource.

Map the Change: Registering the Rising American Electorate will Transform the Landscape
AUGUST 27, 2015

In our last post, we focused on the massive numbers of unmarried women who are not registered to vote in key 2016 states. But unmarried women are just one part of the Rising American Electorate (RAE), which also includes people of color and Millennials. Together they make up well over the majority—close to 57 percent—of the U.S. population eligible to vote, but in the 2014 general election they only cast 44% of the votes.

As this interactive map makes very clear, if even a small percentage of unregistered RAE voters register and vote in 2016, it would have an enormous impact on national, state and local elections.

Rising American Electorate Voter Registration by State

Hover your mouse over a state to see the numbers and percentages of unmarried women, people of color and Millennials who are not registered to vote.

New York
45% of RAE Not Registered
Unmarried Women: 1,660,274 (42%)
Millennials: 2,019,144 (55%)
People of Color: 2,009,781 (44%)

% of RAE Not Registered
25-34%
35-39%
40-44%
45-49%
50-54%

WHAT WE'RE READING

Project Vote: Online Voter Registration in the States

As Pennsylvania becomes the 23rd state to allow online voter registration (OVR) our friends at Project Vote have prepared an updated list, not only of those states that currently offer OVR, but states where OVR is approved, but not yet implemented.

From ProjectVote.org:

Over the past several years, online registration has made steady progress in reforming voter registration in the states. At this writing, 29 states and

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Fresh analysis and shareable graphics on unmarried women and the Rising American Electorate

<http://data.voterparticipation.org>