

THE VOTER PARTICIPATION CENTER

FAST FACTS: The Marriage Gap

- Married women are more likely to register and vote than unmarried women. However, unmarried women are narrowing the gap, registering to vote and voting in increasing numbers.

Unmarried Women

- Over 55 million unmarried women are eligible to vote, comprising 25.6% of the voting eligible population.
- Unmarried women are among the fastest growing demographic groups, with the largest growth since 2000 in sheer numbers: 10.4 million new eligible voters as November 2012, a 23.2% increase. By comparison, Latinos had a much larger percentage increase of 77.3%, but the actual population growth was only 10.2 million new eligible voters.
- In the 2012 presidential election, unmarried women were underrepresented, comprising only 24.0% of voters.

Married Women

- As of the November 2012 CPS Supplement, married women comprise 26.5% of the voting eligible population, or nearly 56.9 million eligible voters.
- In the 2012 presidential election, married women were overrepresented at 29.6% of the electorate.
- In terms of share of voters, this resulted in a 5.6 percentage point difference between married and unmarried women.

Registration and Turnout Rates

- In 2012, 31.4% of unmarried women were not registered to vote (17.3 million) and only 57.8% voted (31.9 million).
- But only 22.8% of married women were not registered and as a result over 69.5% voted.
- In other words, unmarried women lagged 8.6 percentage points below married women in voter registration, which translated into lower turnout by 11.7 percentage points.
- Had unmarried women voted at the same rate as married women in 2012, an additional 6.5 million voters would have participated.

FAST FACTS: The Rising American Electorate

- Unmarried women, persons of color, and young people 18-29 comprise the Rising American Electorate (RAE), 53.5% of the voting eligible population. In 2012, they constituted 115 million of the voting eligible population.
- Between 2008 and 2012, the estimated population of the RAE grew from 107,268,000 to 114,975,000.
- In November 2012, more than 34.3 percent of the RAE was unregistered, representing 63.7 percent of all unregistered voters.
- In 2012, almost 52 million of the RAE did not vote.
- Members of the RAE are highly mobile. Nearly thirty percent (29.8%) of the total RAE moved between November 2010 and November 2012, compared to only 14.2 percent of the non-RAE.

Unmarried Women

- Unmarried women, representing 25.6 percent of the voting eligible population, are among the fastest growing demographic groups (by share) in the RAE, with the largest growth since 2008 in sheer numbers: 4.2 million new eligible voters since 2008, or an eight percent (8.3%) increase.
- In 2012, unmarried women were 55 million of the voting eligible population.
- In 2012, 31.4 percent of unmarried women (17.3 million) were not registered to vote and only 57.8 percent (31.9 million) voted.

Millennials (Americans age 18-29)

- In 2012 there were 45.6 million Americans age 18-29, or 21.2 percent of the voting eligible population.
- Millennials experienced a 4 percent increase between 2008 and 2012, adding 1.8 million new eligible voters. They are expected to add 0.6 million more between 2012 and 2014.
- In 2012, 42.2 percent of Millennials were not registered to vote (19.2 million) and barely 45.0 percent (20.5 million) voted.

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FAST FACTS: The Rising American Electorate

Latinos

- Latinos grew at the fastest rate among the RAE – 19.4 percent – between 2008 and 2012, representing an increase of 3.8 million new eligible voters. They are expected to grow by another 2.7 million between 2012 and 2014.
- In 2012, Latinos accounted for 23.3 million of the voting eligible population.
- In 2012, 41.3 percent of Latinos were unregistered (9.6 million) and only 48.0 percent (11.2 million) voted.

African Americans

- The African American voting eligible population grew 8 percent from 2008 to 2012, adding 2.0 million new potential voters. They are expected to add 1.1 million more between 2012 and 2014.
- In 2012, there were 26.9 million African Americans in the voting eligible population.
- In 2012, 26.9 percent of African Americans were unregistered, while 66.2 percent (17.8 million) voted.

