

The Rising American Electorate and the 2012 Presidential Election

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Sources and Methodology

- Unless noted, all of the data in this report are from the Current Population Survey (CPS) and the November CPS supplements on voting and registration:
 - 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.

The Voter Participation Center



- The Voter Participation Center (VPC) is a 501(c)3 nonprofit, nonpartisan organization and does not endorse candidates.
- VPC is dedicated to increasing the share of unmarried women and other historically under-represented groups in the electorate.

The Rising American Electorate

- The Vote Eligible Population refers to citizens over the age of 18.
- The Rising American Electorate (RAE) – Unmarried Women, Youths (ages 18-29), African Americans, Latinos, and all other non-white (Census) races – now accounts for more than half of the voting eligible population in this country (53.5%).
- While RAE turnout has increased in recent elections, they still do not vote in proportion to their share of the population.

Key Findings



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Unmarried Women and the 2012 Election

- Unmarried women remain an important demographic group when it comes to elections. They have continued to grow in size and share to 55 million Americans in the Vote Eligible Population (VEP) or 25.6%. They make up the greatest share of the population in DC (39.0%), New York (28.6%), and Louisiana (28.5%). Nationally, they include 18 million unmarried women under age 30, 11 million unmarried African American women, 7 million unmarried Latinas, and 4 million unmarried women of other races. They are a substantial group and one that progressives should not ignore; they are often the key to victory in many elections.
- Unmarried women's turnout in 2012 was 57.8%. Their turnout level did not reach the same high (59.8%) that it saw in 2008, but was up from just 38.3% in 2010. Unmarried women were just 24.0% of the electorate in 2012, despite making up 25.6% of the VEP. This share is an increase from 2008 when they made up just 23.2% of the electorate. Looking ahead to the 2014 election, among unmarried women, turnout is predicted to be just 32.9%, making them just 22.0% of the predicted 2014 electorate.
- Turnout among unmarried African American women grew from 66.7% in 2008 to 68.7% in 2012, while it dropped among white unmarried women (from 60.4% to 57.7%), unmarried Latinas (from 47.9% to 46.0%), and unmarried women under age 30 (from 53.6% to 47.6%).

Unmarried Women and the 2012 Election

- One tenth (10.8%) or around 6 million unmarried women were registered to vote, but did not cast a ballot. Unmarried women were 25.6% of the vote eligible population, but just 24.7% of registered voters. 31.4% or 17 million unmarried women were not registered. Unmarried Latinas were the more likely to be unregistered at 43.0%, while unmarried African American women were the most likely to turnout at 68.7%.
- Of those unmarried women who were registered to vote, 22% registered at the DMV, while 13% registered by mail.
- Eight-in-ten unmarried women voted in person. Unmarried women were the most likely to cite illness or disability (their own or a family member's) as their reason for not voting at 19%. For unmarried African American women, this rose to 22% and to 20% among unmarried white women. For older unmarried women (50+), this number doubled to 40%.
- Unmarried women are mobile. Almost three-in-ten (28.4%) say they have moved in the last two years, compared to just 16.5% of married women. Unmarried women of color are more mobile than their white counterparts; 30.7% and 30.3% of unmarried African American women and Latinas respectively have moved in the last two years, while just 27.3% of white unmarried women did so. Younger unmarried women are more mobile than their older counterparts. Forty percent (40.1%) of unmarried women age 18-29 moved in the last two years, falling to 37.0% among those age 30-50 and down to just 14.5% among those age 50+.

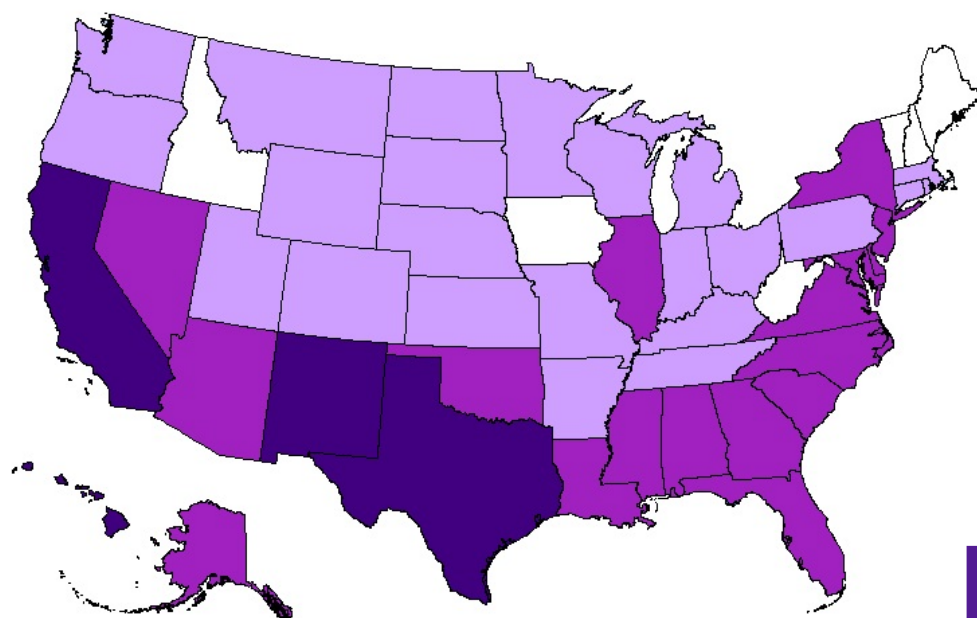
RAE: The Numbers

The RAE has continued to grow in size and share of the VEP; now totalling 115 million vote eligible Americans and 53.5% of all eligible voters.



The RAE is prominent in nearly all states. In many states the RAE represents more than half of the vote eligible population.

Rising American Electorate Population by State



States with Highest % RAE in VEP

Hawaii	83.5%
Washington, D.C.	79.8%
New Mexico	68.3%
California	66.7%
Texas	65.6%

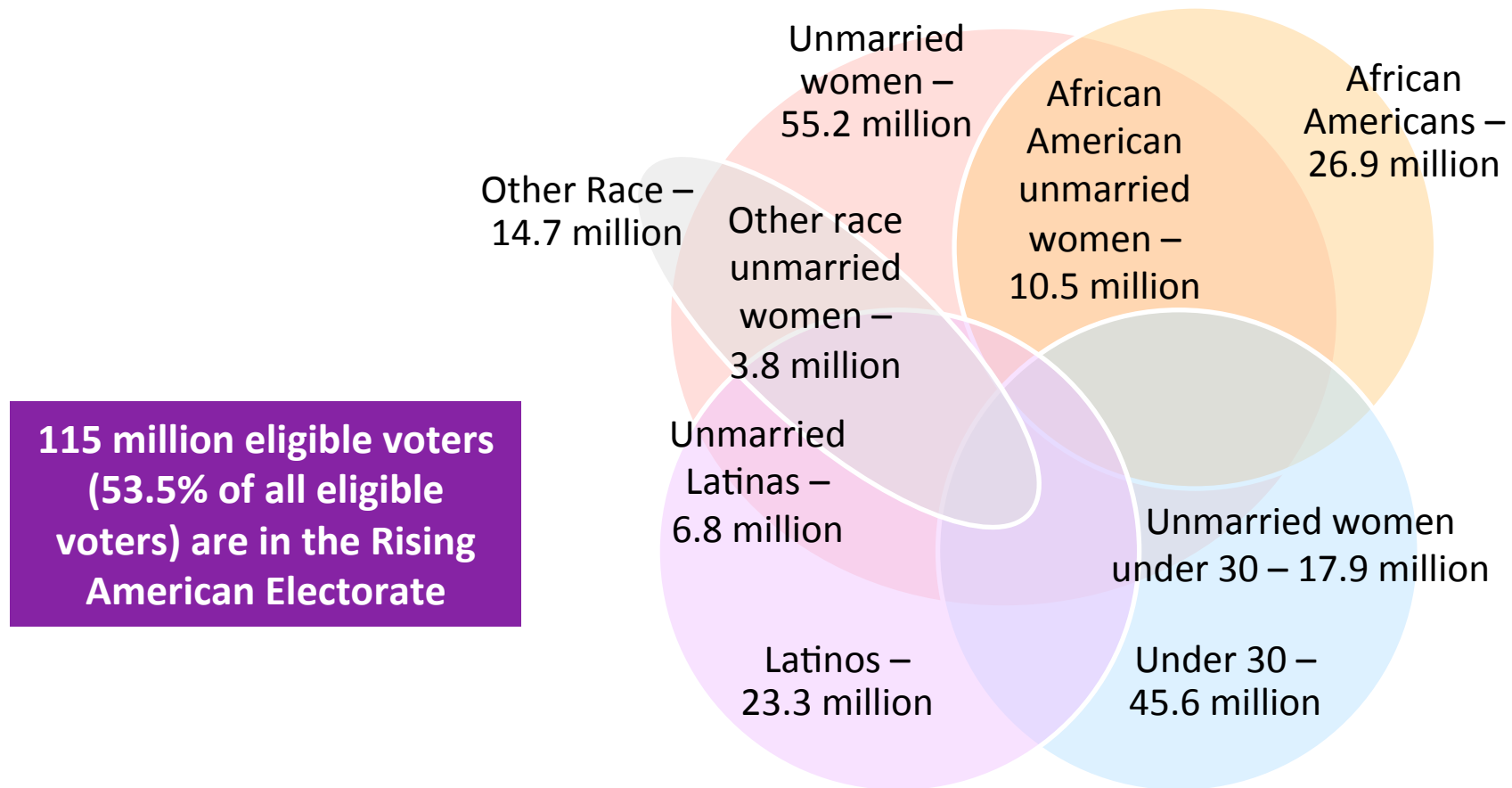
65%+

50%-64%

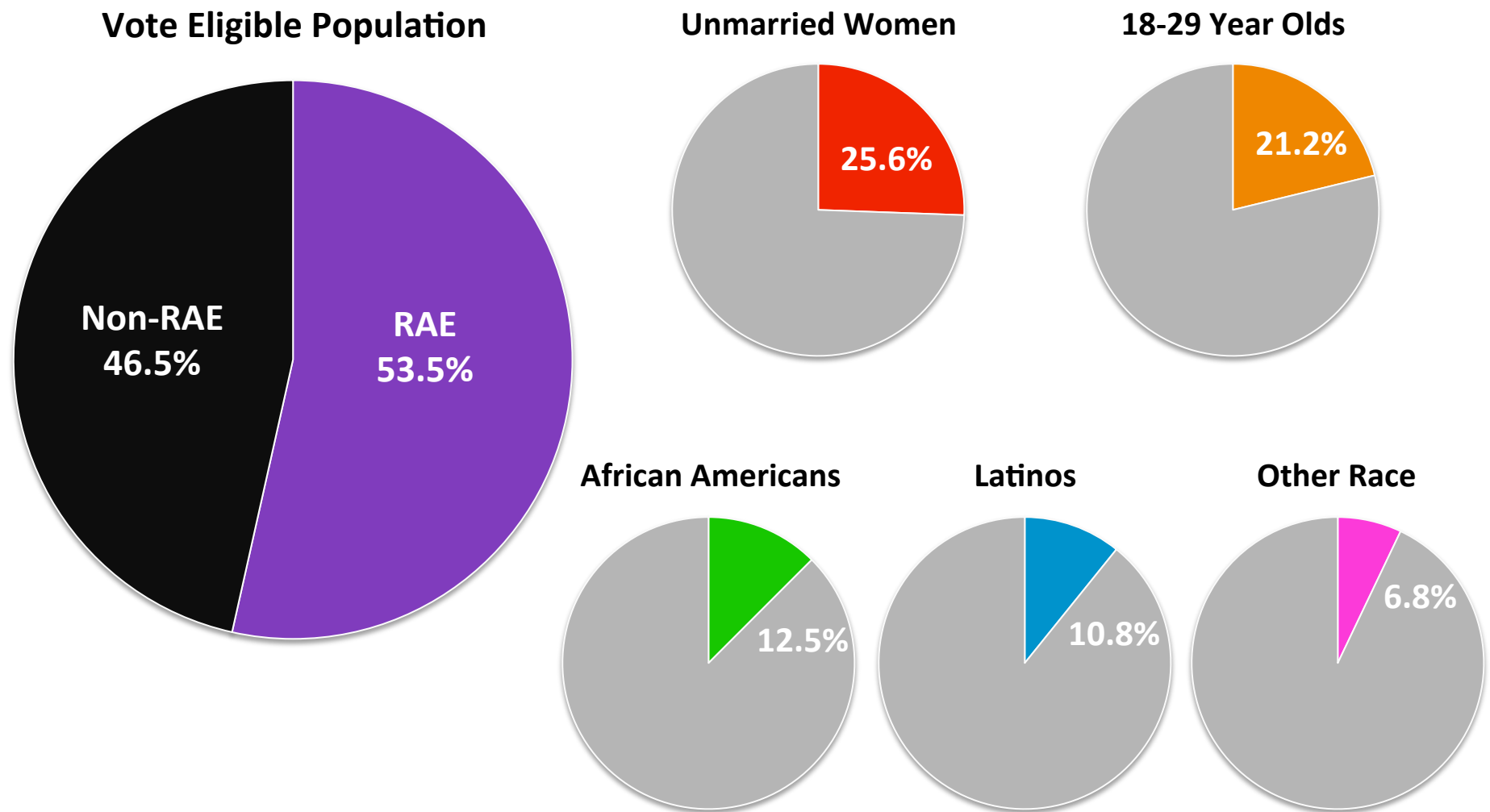
40%-49%

Less than 40%

There are 115 million members of the Rising American Electorate – unmarried women are the largest subgroup, but there is much overlap between them.



Unmarried women are 25.6% of the Vote Eligible Population, while other subgroups make up smaller shares.



Source: CPS November 2012 Supplement

* Percentages denote share of that group within the Vote Eligible Population (VEP) i.e. unmarried women are 25.6% of the VEP

Almost two-thirds of the RAE are women.





RAE Group	Number in the VEP
Rising American Electorate	114,974,729
Unmarried women	55,151,532
18-29 Year Olds	45,602,620
African Americans	26,914,854
Latinos	23,328,876
Other Races	14,700,612
Unmarried Women Under 30	17,916,676
African American Unmarried Women	10,517,757
Unmarried Latinas	6,749,117
Other Race Unmarried Women	3,841,861
Men	43,078,597
Women	71,899,880

All of the RAE subgroups are majority women.

RAE Group	Number in the VEP	Number of Men	Share that are Men	Number of Women	Share that are Women
Rising American Electorate	114,974,729	43,078,597	37.5%	71,899,880	62.5%
Unmarried women	55,151,532	-	-	-	-
18-29 Year Olds	45,602,620	22,653,567	49.7%	22,949,053	50.3%
African Americans	26,914,854	12,019,337	44.7%	14,895,516	55.3%
Latinos	23,328,876	11,368,719	48.7%	11,960,157	51.3%

All RAE subgroups have seen notable increases in their populations up to 2012, most notably Latinos and unmarried women.

CPS Estimates of the Vote Eligible Population





	2000		2012
Unmarried Women	44,782,085	+10.4 million, 23.2% increase 	55,151,532
18-29 Year Olds	39,331,703	+6.3 million, 15.9% increase 	45,602,620
African Americans	22,752,619	+4.2 million, 18.3% increase 	26,914,854
Latinos	13,158,729	+10.2 million, 77.3% increase 	23,328,876

In the 2012 election, almost all key battleground states saw a growth in their RAE populations from 2010.

	Total Vote Eligible Population	Total RAE in VEP 2010	Total RAE in VEP 2012	2010-2012 growth	
National Total	215,081,128	111,312,647	114,974,729	3,662,082	3.3%
AZ	4,314,356	2,399,803	2,507,647	107,844	4.5%
CO	3,543,543	1,603,030	1,713,124	110,094	6.9%
FL	13,325,977	7,009,013	7,464,632	455,619	6.5%
IA	2,232,196	858,684	869,446	10,762	1.3%
MI	7,227,582	3,360,613	3,362,888	2,275	0.1%
NC	6,712,329	3,634,512	3,438,076	-196,436	-5.4%
NM	1,425,743	995,842	974,029	-21,813	-2.2%
NV	1,808,006	990,071	1,070,444	80,373	8.1%
OH	8,549,742	3,704,483	3,921,803	217,320	5.9%
PA	9,451,594	4,107,837	4,243,259	135,422	3.3%
VA	5,645,328	2,935,717	2,948,515	12,798	0.4%
WI	4,247,065	1,713,700	1,823,708	110,008	6.4%
WV	1,442,365	517,275	531,254	13,979	2.7%
WY	419,261	161,767	167,429	5,662	3.5%





Since the 2008 presidential election, Latino growth has continued to be strong, while unmarried women have seen the largest growth in sheer numbers.

CPS Estimates of the Vote Eligible Population

	2008		2012
Unmarried Women	50,920,092	+4.2 million, 8.3% increase 	55,151,532
18-29 Year Olds	43,844,293	+1.8 million, 4.0% increase 	45,602,620
African Americans	24,929,937	+2.0 million, 8.0% increase 	26,914,854
Latinos	19,537,335	+3.8 million, 19.4% increase 	23,328,876





The populations of unmarried men and women have grown much faster than those of their married counterparts.

CPS Estimates of the Vote Eligible Population

	2008		2012
Married Men	57,192,199	+0.3 million, 0.5% increase 	57,459,586
Married Women	56,334,788	+0.6 million, 1.0% increase 	56,907,900
Unmarried Men	41,625,333	+4.0 million, 9.5% increase 	45,562,110
Unmarried Women	50,920,092	+4.2 million, 8.3% increase 	55,151,532

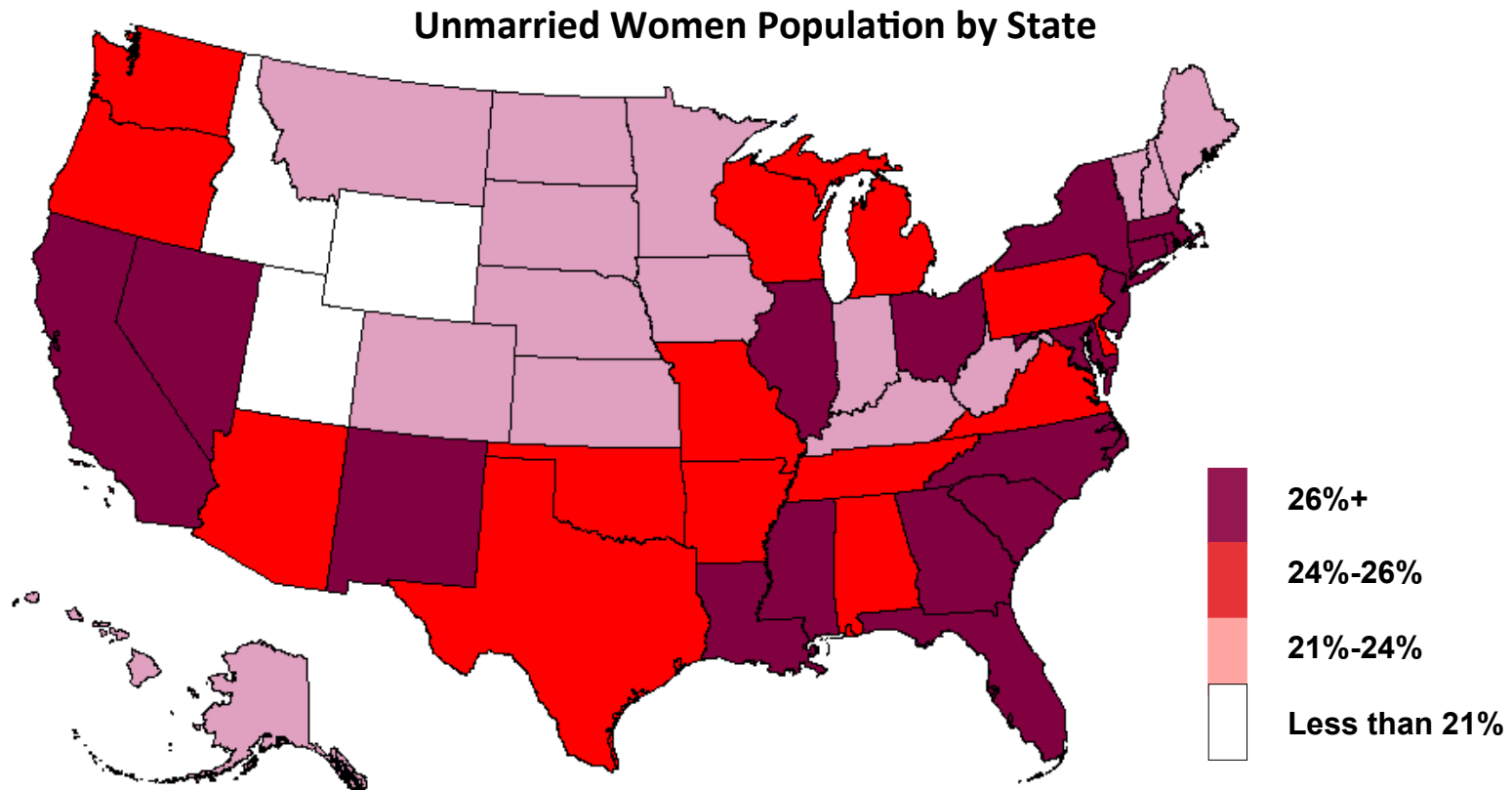
Looking ahead to November 2014, all RAE subgroups are predicted to grow further with unmarried women continuing to be the largest group. Latinos are showing the fastest rate of growth and most significant raw numbers.

CPS Estimates of the Vote Eligible Population

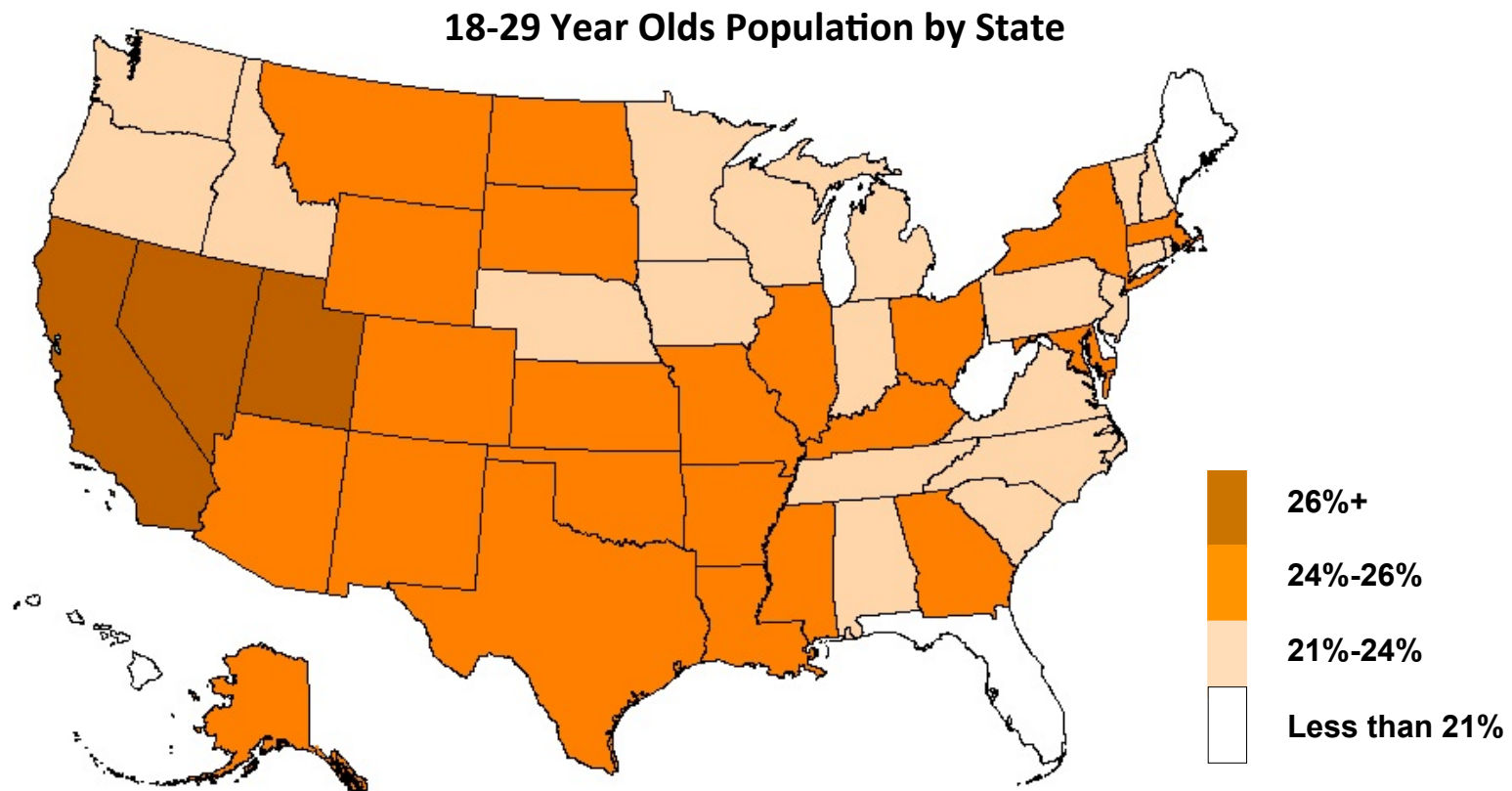
	2012		2014*
Unmarried Women	55,151,532	+2.1million, 3.8% increase 	57,241,328
18-29 Year Olds	45,602,620	+0.6 million, 1.4% increase 	46,230,401
African Americans	26,914,854	+1.1 million, 4.1% increase 	28,014,512
Latinos	23,328,876	+2.7 million, 11.4% increase 	25,986,955

*Projected

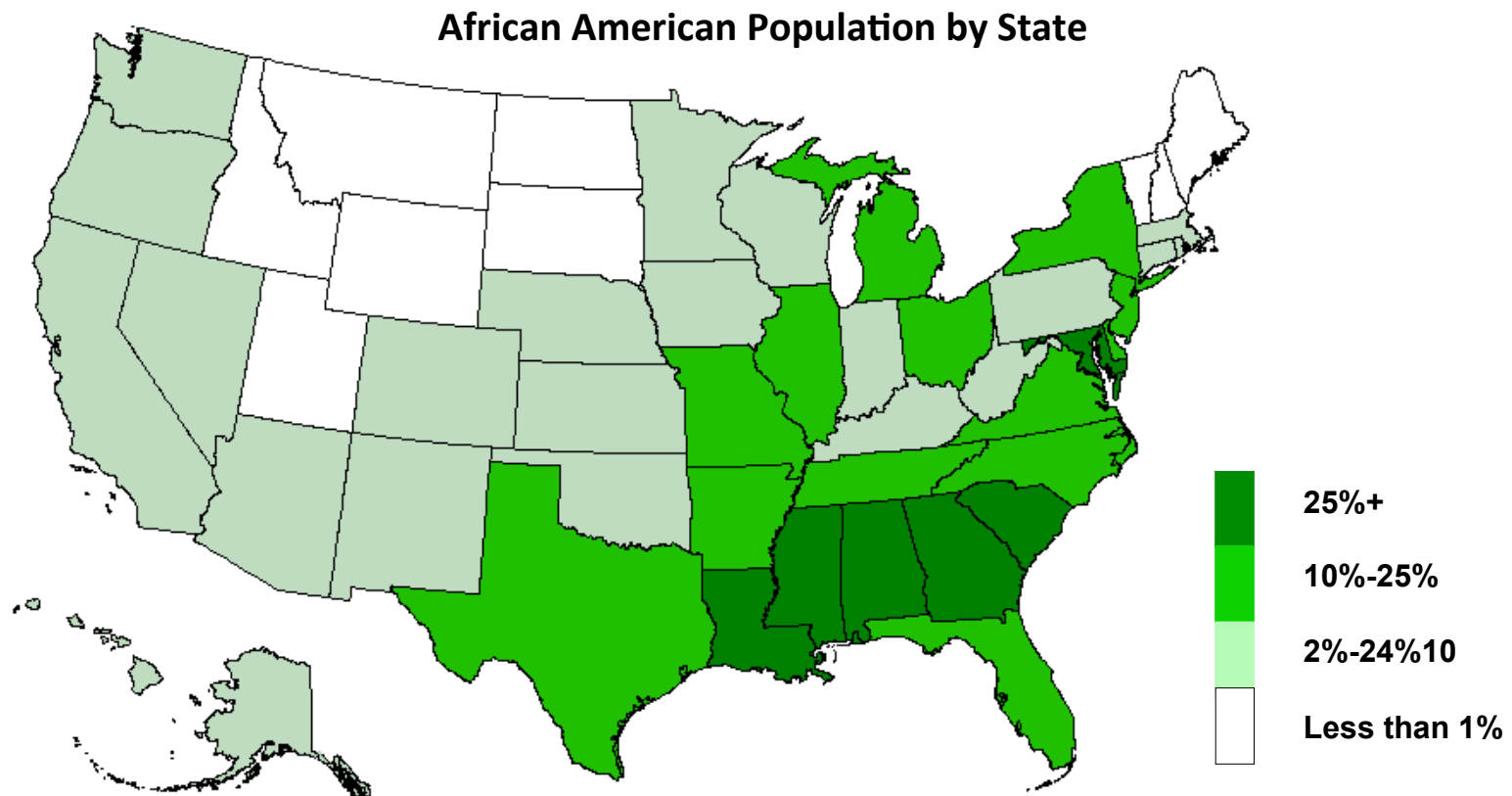
Southern and western states have some of the highest shares of unmarried women. The population share is lower in the upper plains and New England.



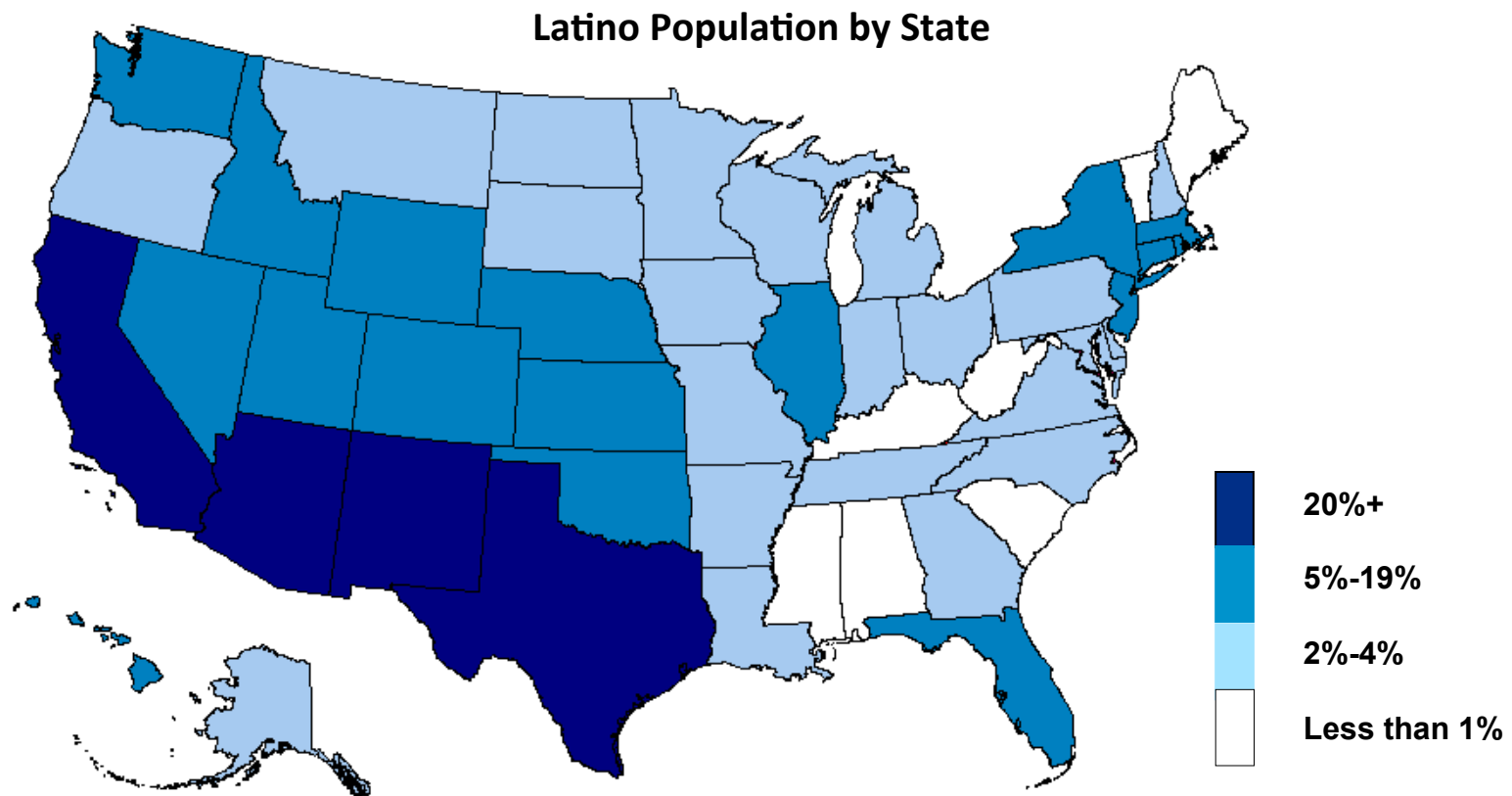
Under 30s generally have more equal representation across the country, with the highest concentrations in California, Nevada, and Utah.



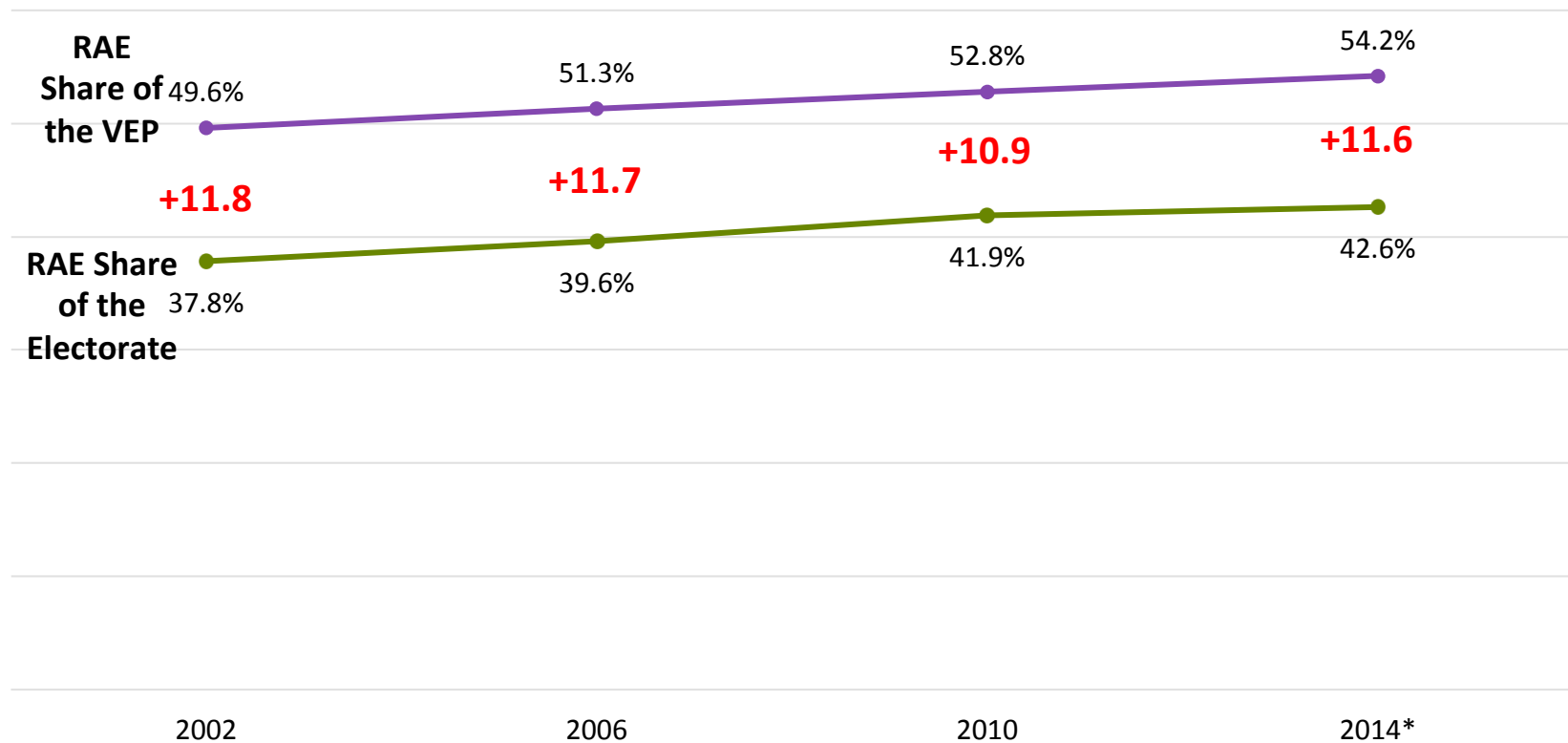
African Americans are most concentrated in the Southeast and surrounding states.



Latinos are most concentrated in the Southwest and West.

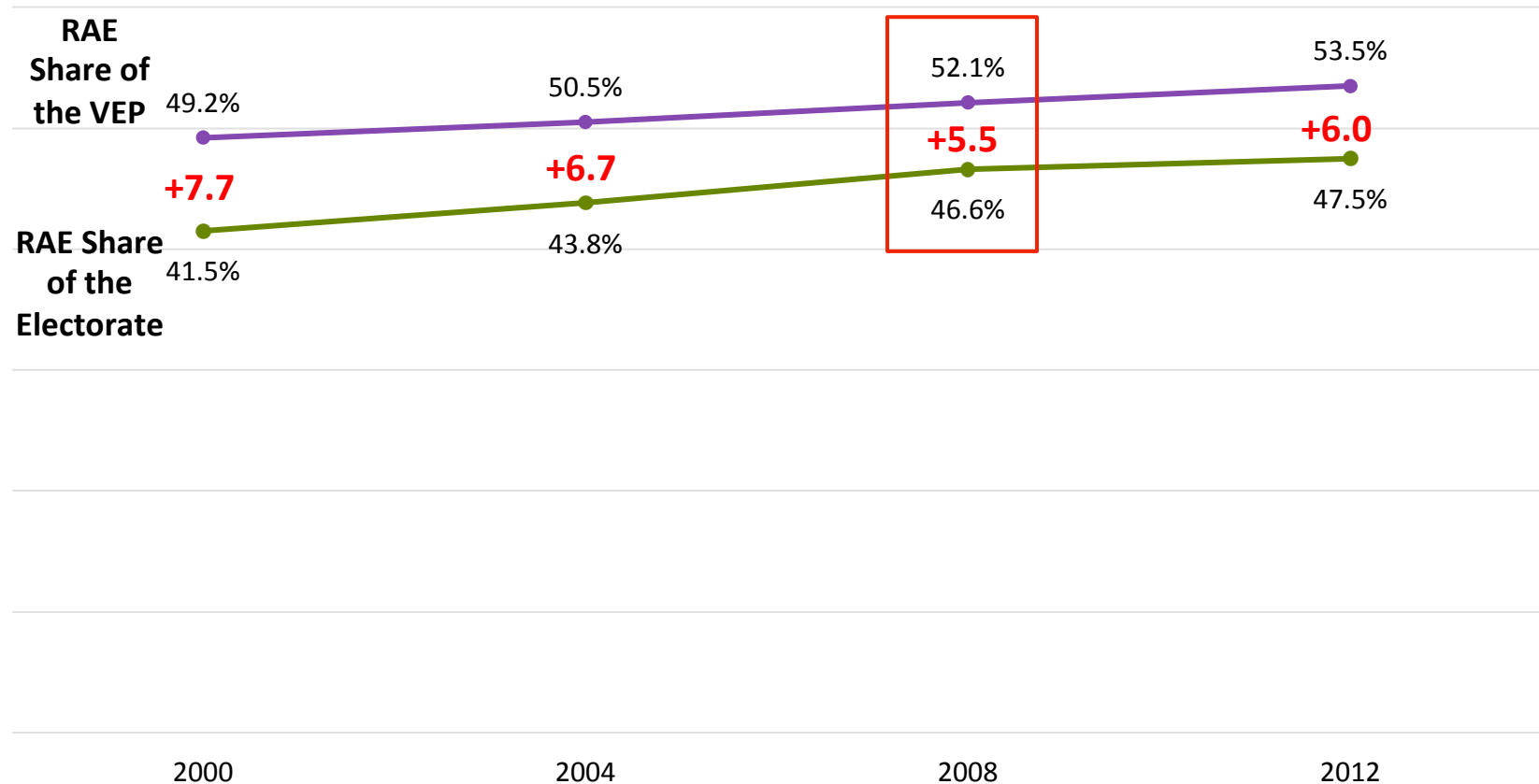


While there has been a steady increase in the RAE's share of the vote, their share of the electorate continues to lag behind their share of the VEP. Notably, the gap is expected to be larger in the 2014 midterm election than it was in the 2010 midterm.



*Projected

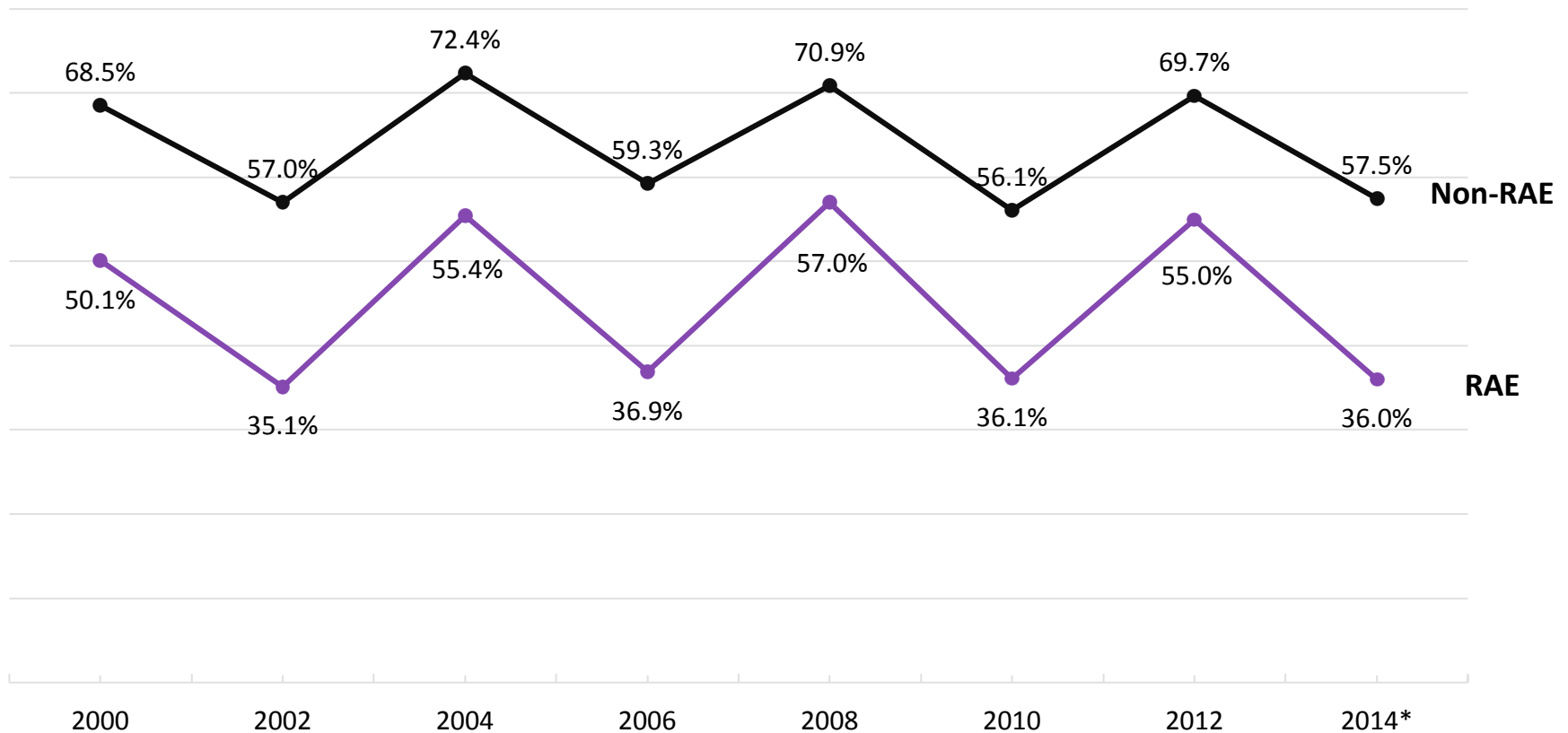
The RAE came closest to narrowing the gap between their share of the electorate and the VEP in 2008. Some of this was lost in 2012, where the gap widened slightly.



*Projected

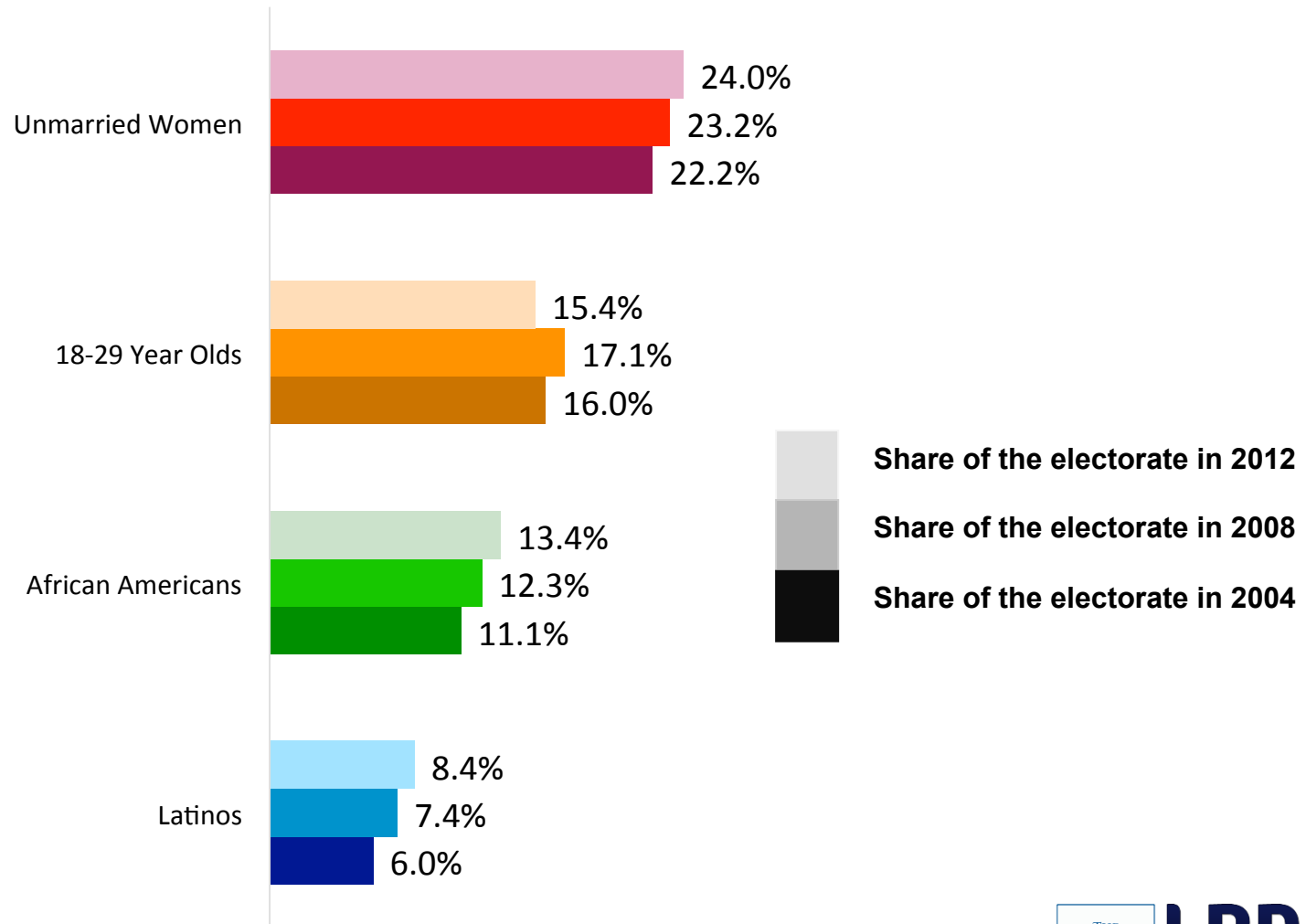
While both RAE and non-RAE voters tend to drop off from presidential to midterm elections, drop-off this fall is expected to be greater for the RAE, whose turnout rate is consistently lower and drop-off higher compared to the non-RAE.

Change in Percent Turnout of RAE vs. Non-RAE Voters

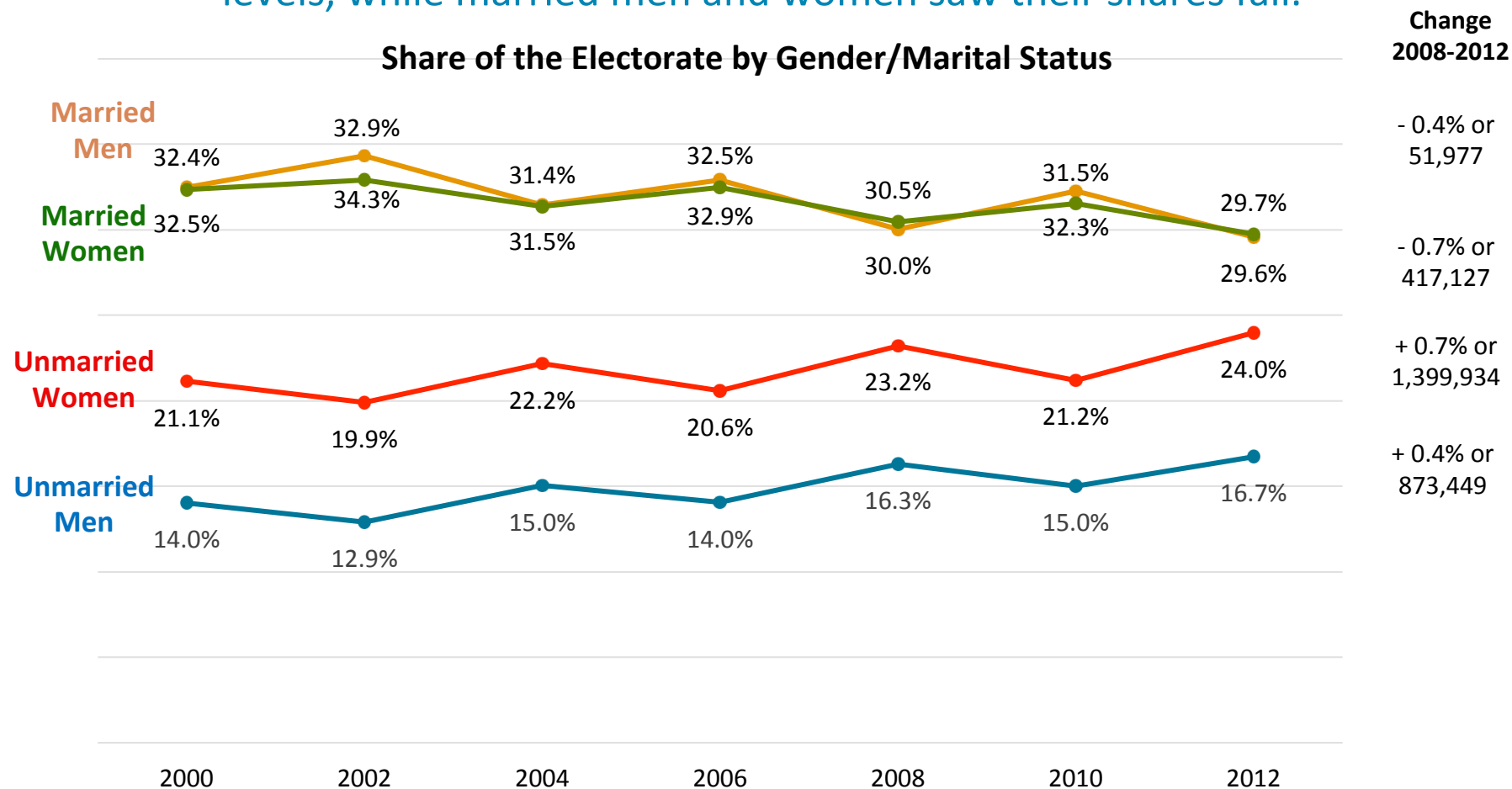


*Projected

Every RAE subgroup increased their share of the electorate from the 2004 to 2008 election. However, the surge of 2008 proved to be the high point for under 30s, whose 2012 share fell below that of 2004.



Married men and women tend to remain consistent in their share of the electorate, while there is a larger gap between unmarried men and women. Despite this, both unmarried men and women, and especially unmarried women, increased their share of the electorate in 2012 and from their 2008 and 2010 levels, while married men and women saw their shares fall.



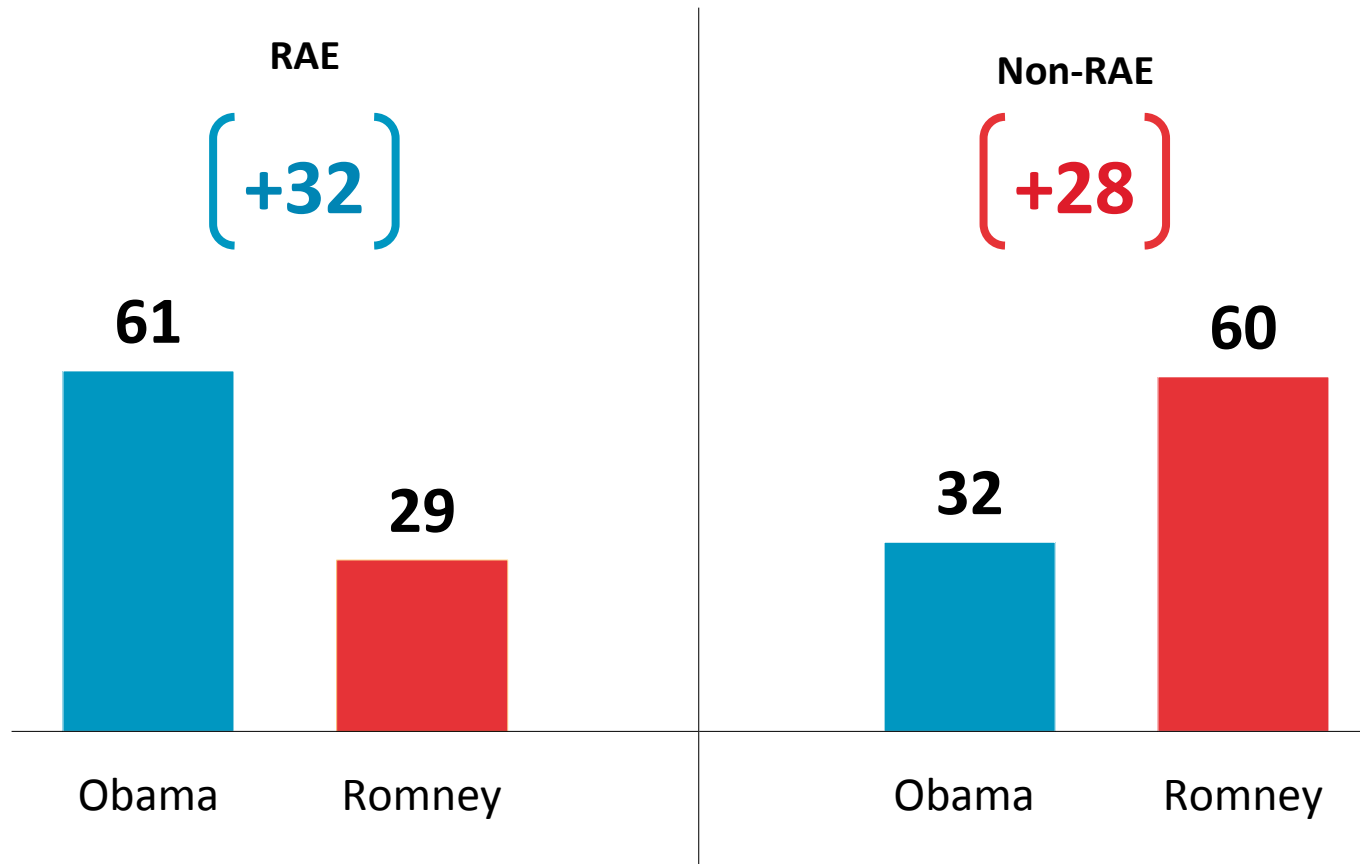
How the RAE Voted in 2012

RAE turnout in 2012 was 55.0%, compared to 69.7% among the non-RAE. RAE turnout levels did not reach the same high that it saw in 2008.



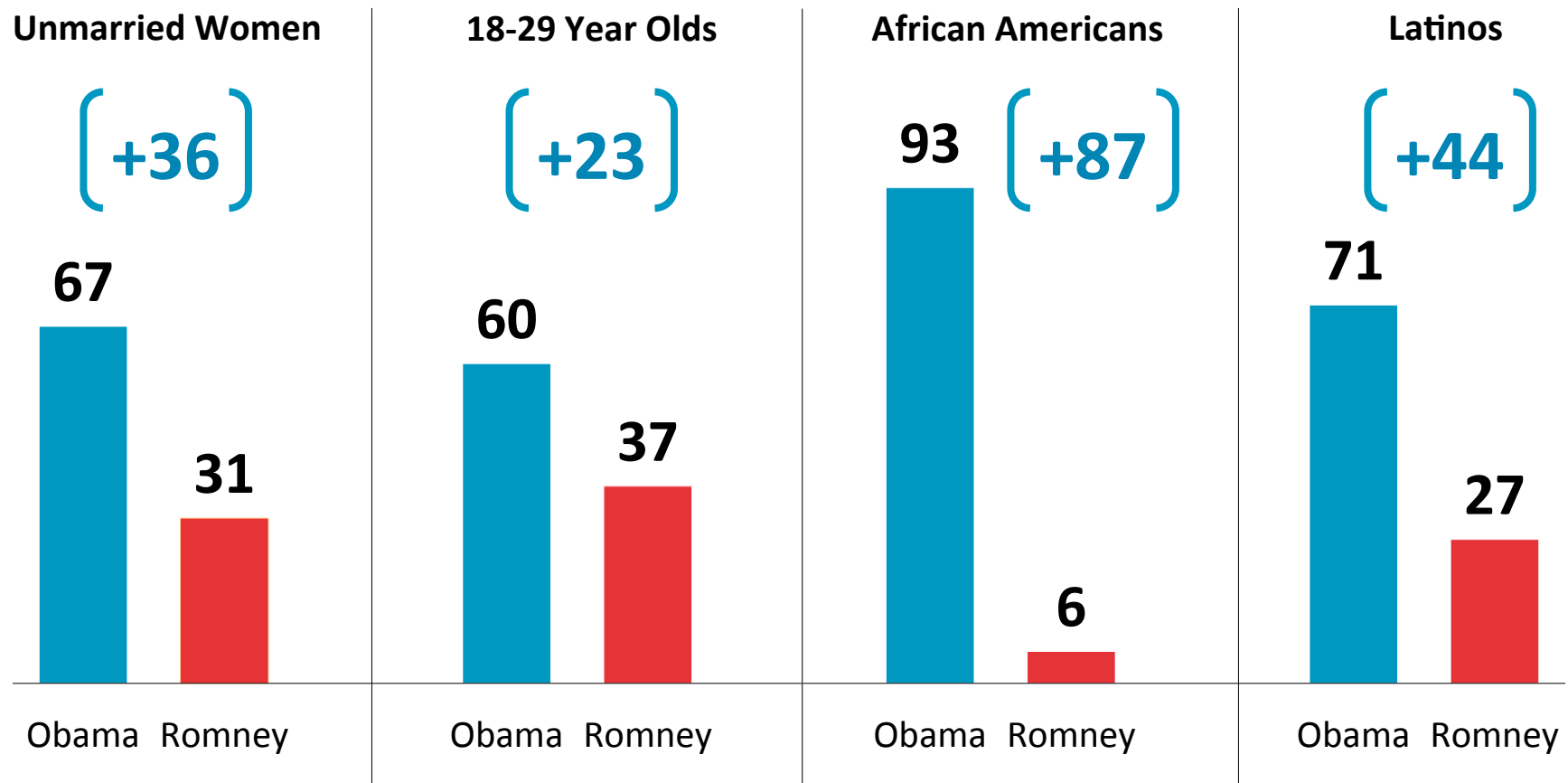
In 2012, the RAE supported President Obama by 32 points, compared to the non-RAE, who voted for Romney by 28 points. This is an overall gap of 60 points between the two groups.

2012 Presidential Ballot



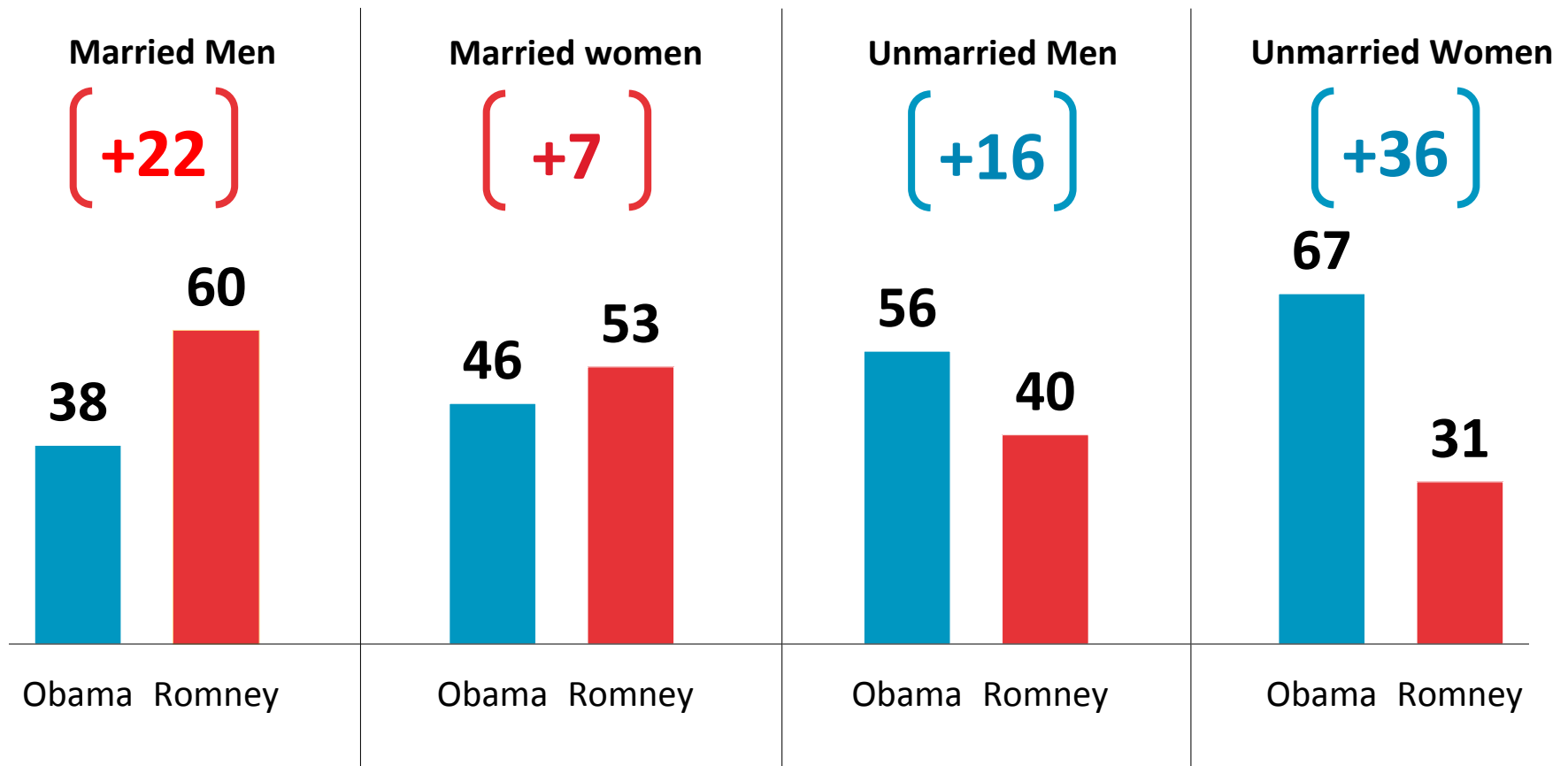
All subgroups of the RAE voted to reelect President Obama by large margins, including unmarried women, two-thirds of whom supported him.

2012 Presidential Ballot



There is a real marriage gap between married and unmarried Americans – both unmarried men and women voted to re-elect President Obama, while their married counterparts supported Romney.

2012 Presidential Ballot

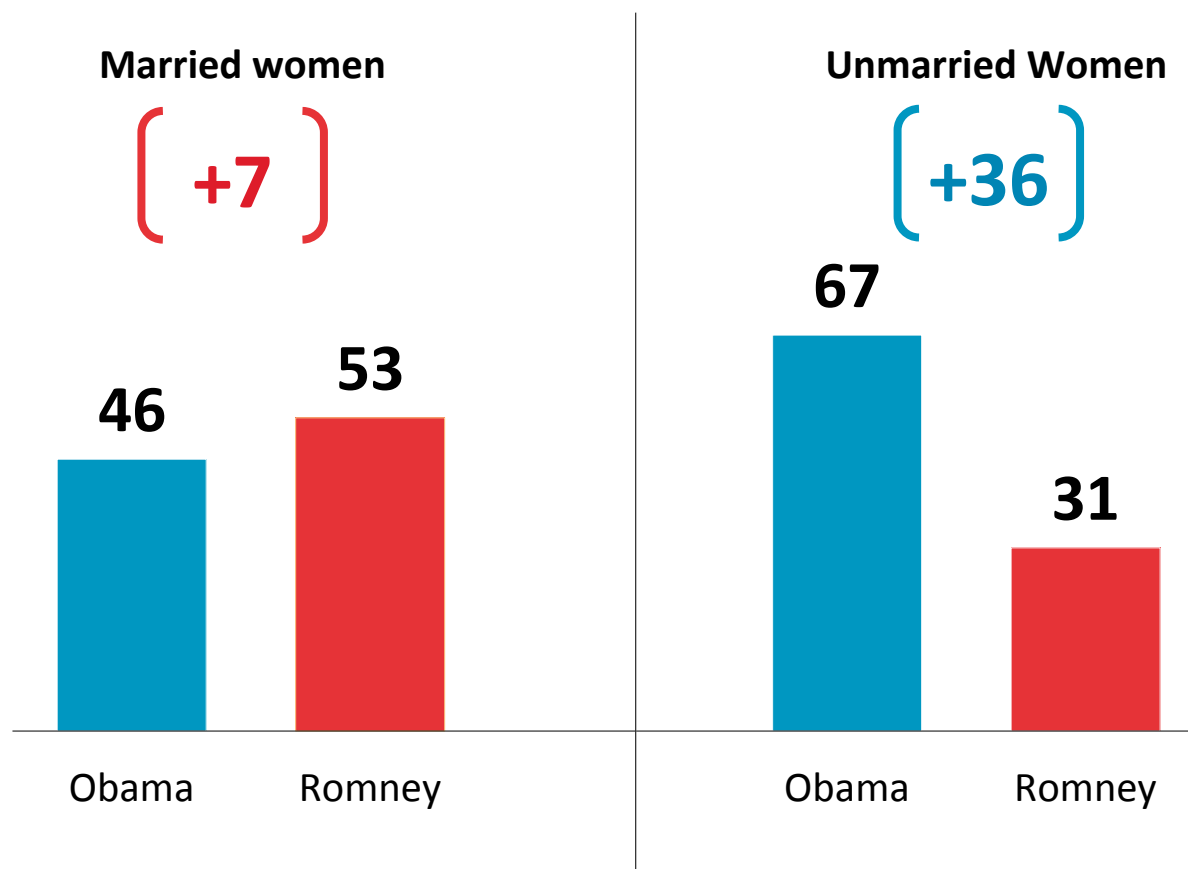


Source: CNN 2012 Exit Polls

The marriage gap is the difference between how married and unmarried women or married and unmarried men voted. Thus, if unmarried women voted for Obama by 36 points and married women voted for Romney by 7 points, the marriage gap is 43 points.

There is a gap of more than 40 points between married and unmarried women.

2012 Presidential Ballot



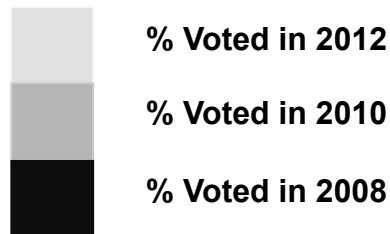
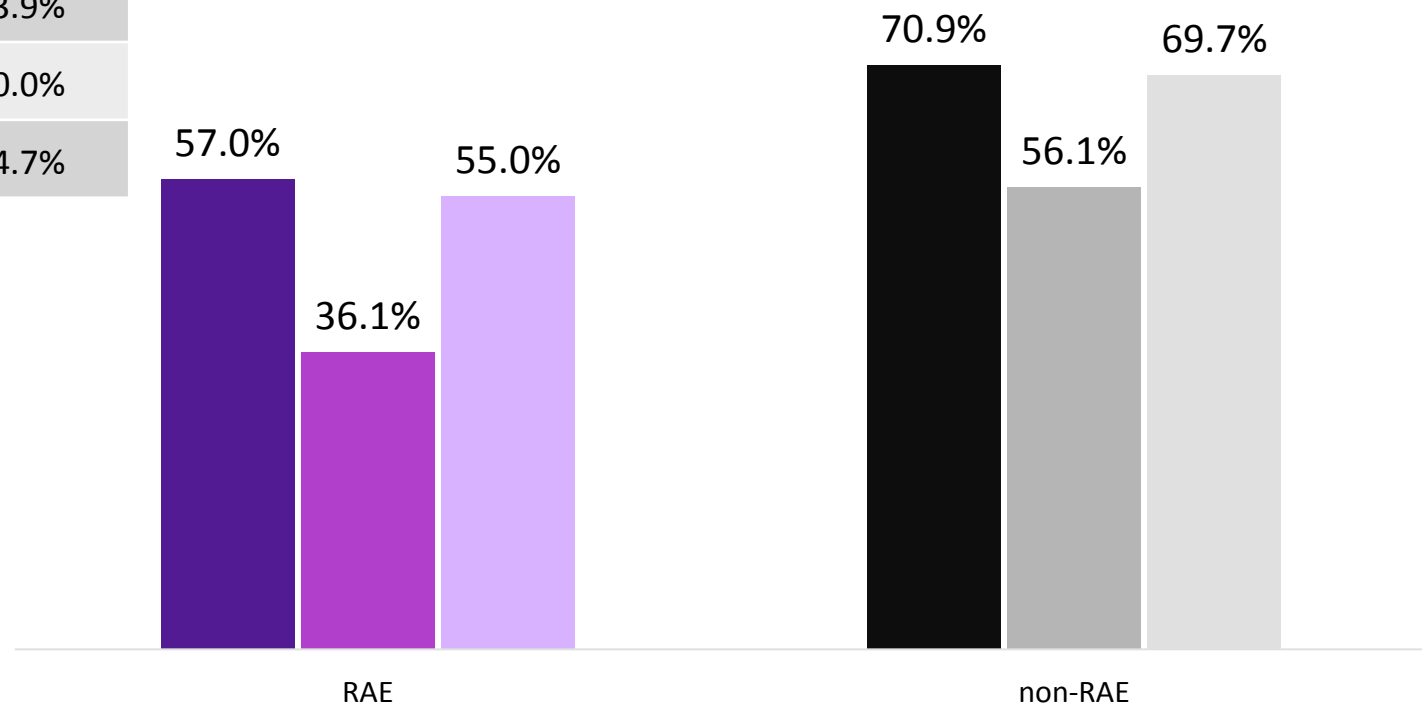
President Obama saw his margin of support decline the most among 18-29 year olds.

	Margin for Obama 2008	Margin for Obama 2012	Difference
Unmarried women	+40	+36	-4
18-29 Year Olds	+34	+23	-11
African Americans	+91	+87	-4
Latinos	+36	+44	+8

Both the RAE and non-RAE saw their turnout levels drop in the midterm elections but return to similar levels in 2012, albeit not quite as high as their 2008 levels.

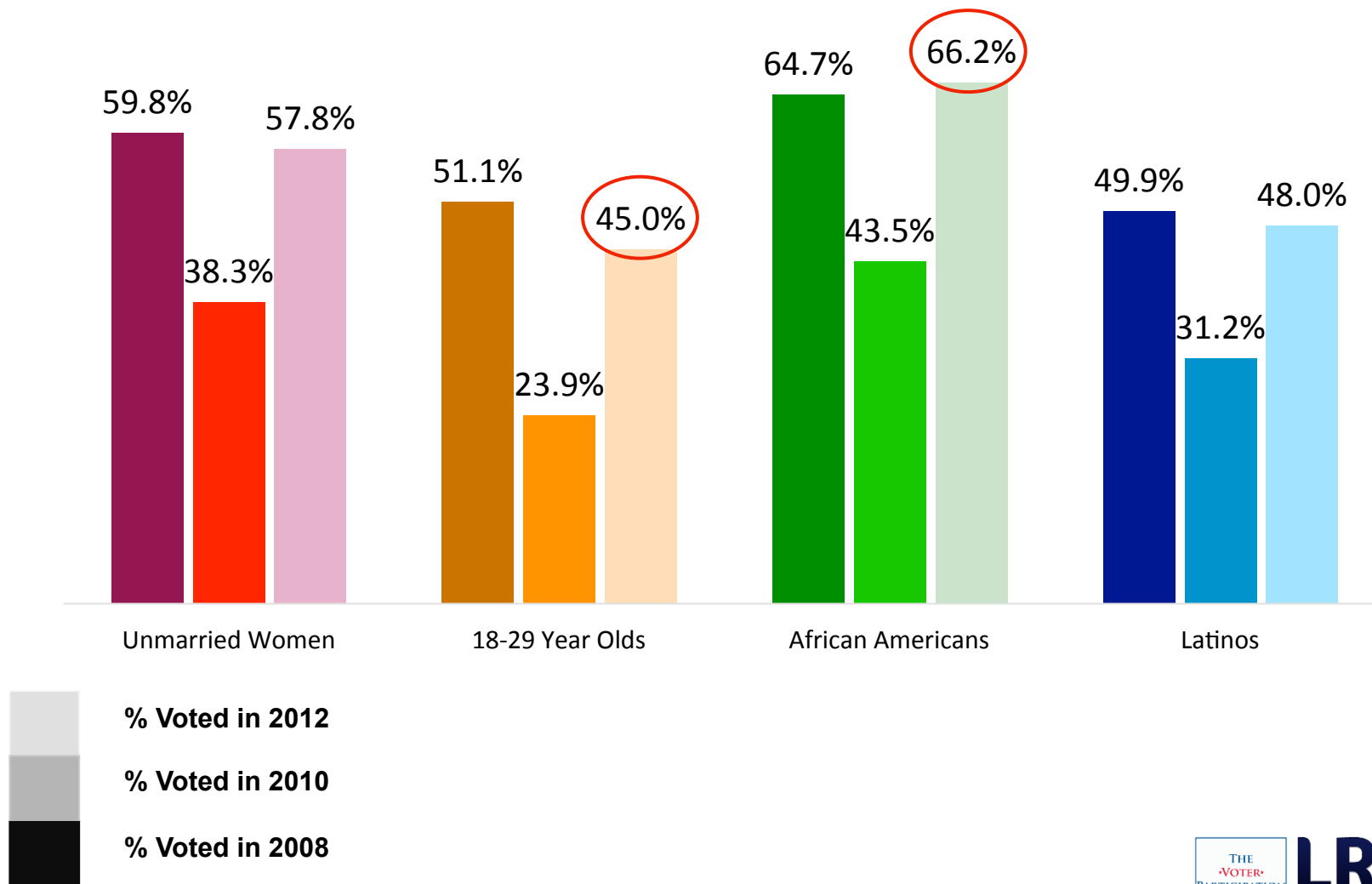
Difference between RAE and non-RAE turnout	
2008	13.9%
2010	20.0%
2012	14.7%

Turnout Between 2008 and 2012



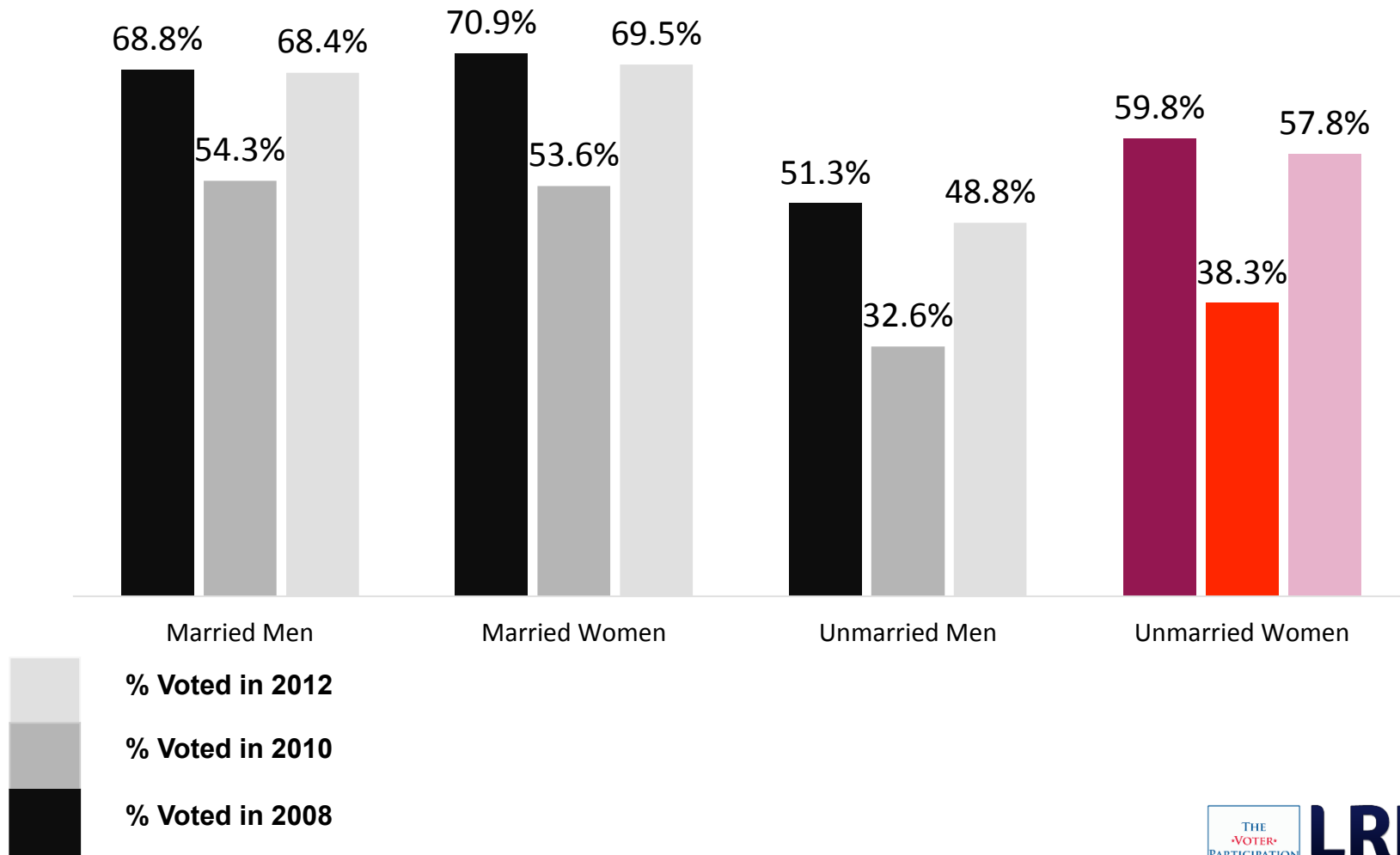
African Americans surpassed their 2008 turnout, while under 30s failed to reach their high turnout level of 2008.

Turnout Between 2008 and 2012



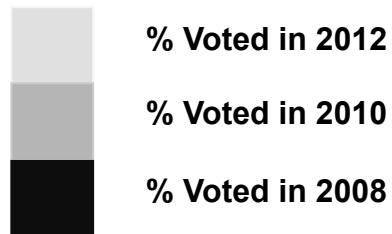
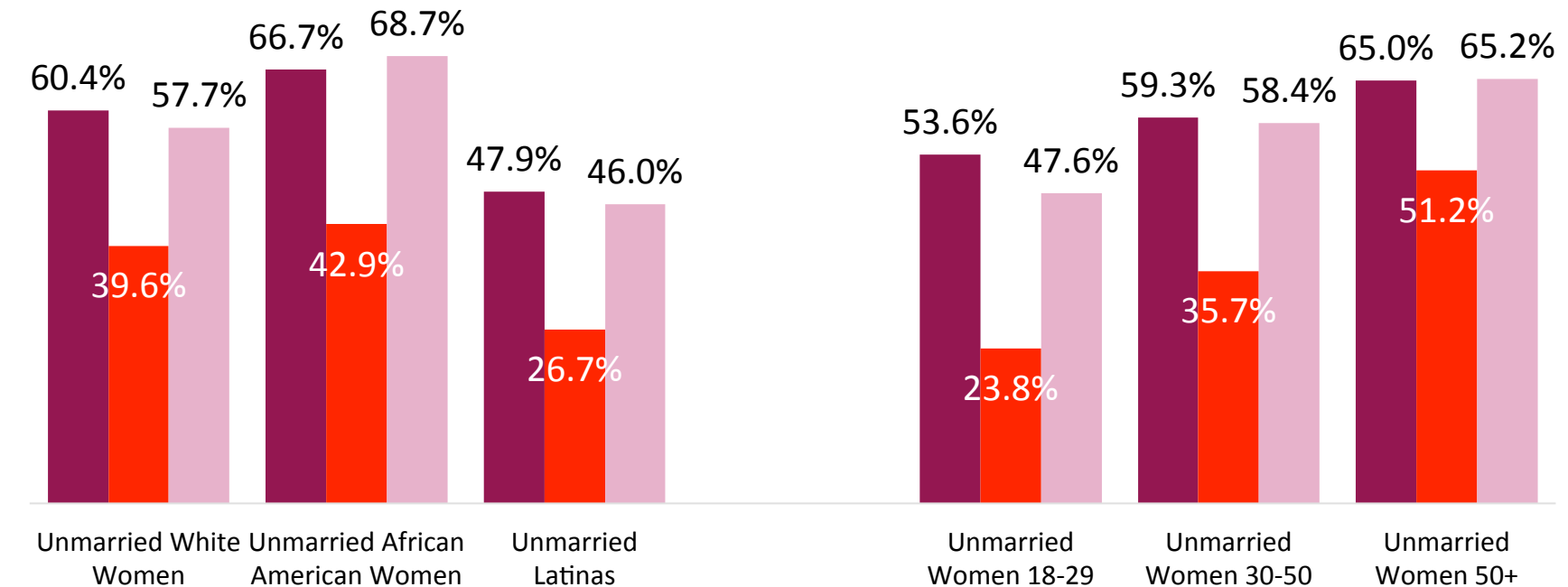
Unmarried women almost matched their 2008 turnout level after seeing the largest drop-off of any marital/gender group from 2008 to 2010.

Turnout Between 2008 and 2012



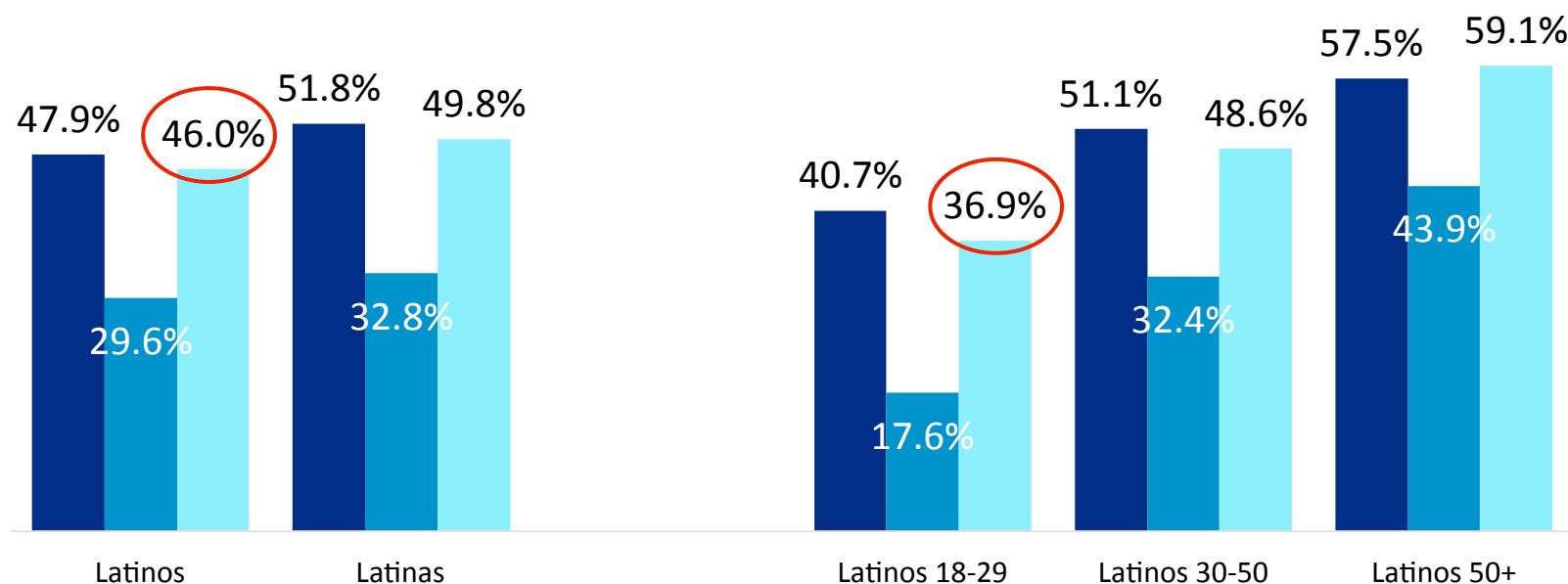
While unmarried women over 30 showed similar turnout levels in 2012 as in 2008, younger unmarried women did not reach the same high.

Turnout Between 2008 and 2012



While older Latinos have surpassed their 2008 turnout levels,
younger Latinos have seen their levels fall.

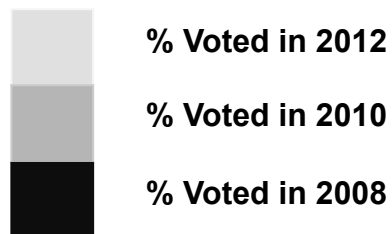
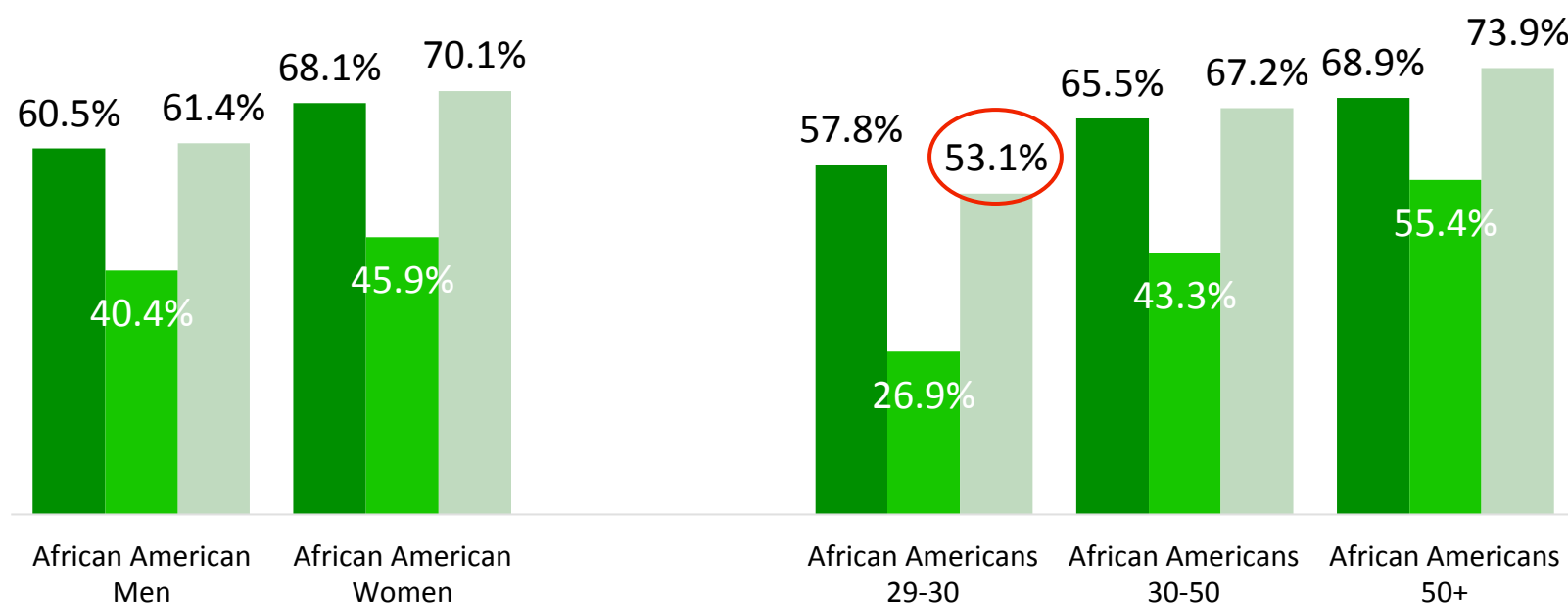
Turnout Between 2008 and 2012



	Turnout	Latinas 18-29	Latinas 30-50	Latinas 50+
% Voted in 2012	2012	40.0%	49.6%	59.8%
% Voted in 2010	2010	19.1%	35.8%	42.9%
% Voted in 2008	2008	43.7%	54.2%	56.5%

Younger African Americans are the only group among African Americans to not match their 2008 surge turnout level.

Turnout Between 2008 and 2012

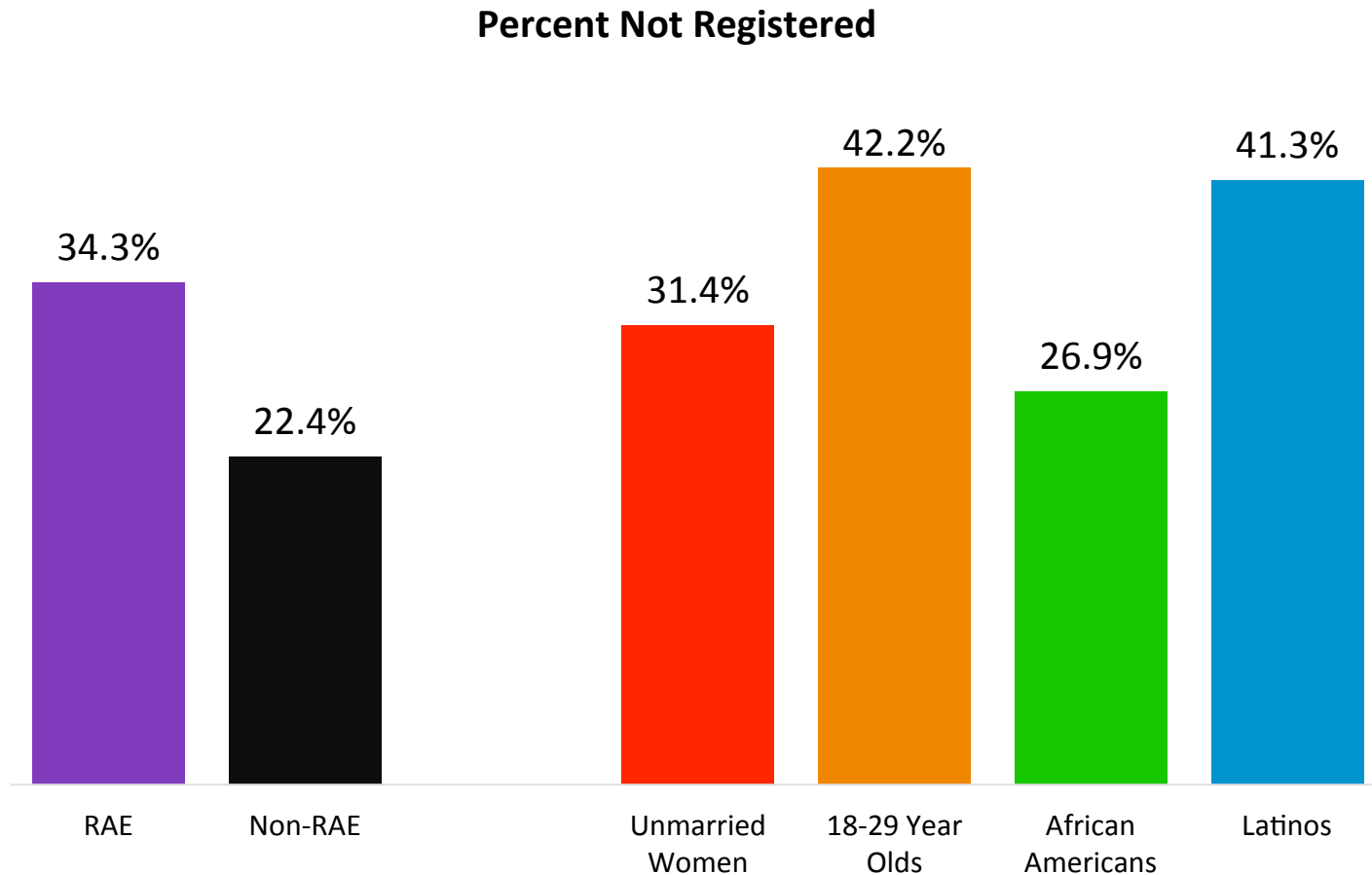


The Registration Gap

Over a third of the RAE are not registered to vote.
18-29 year olds and Latinos are the most likely to
be unregistered.

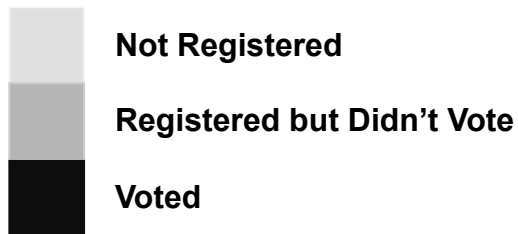
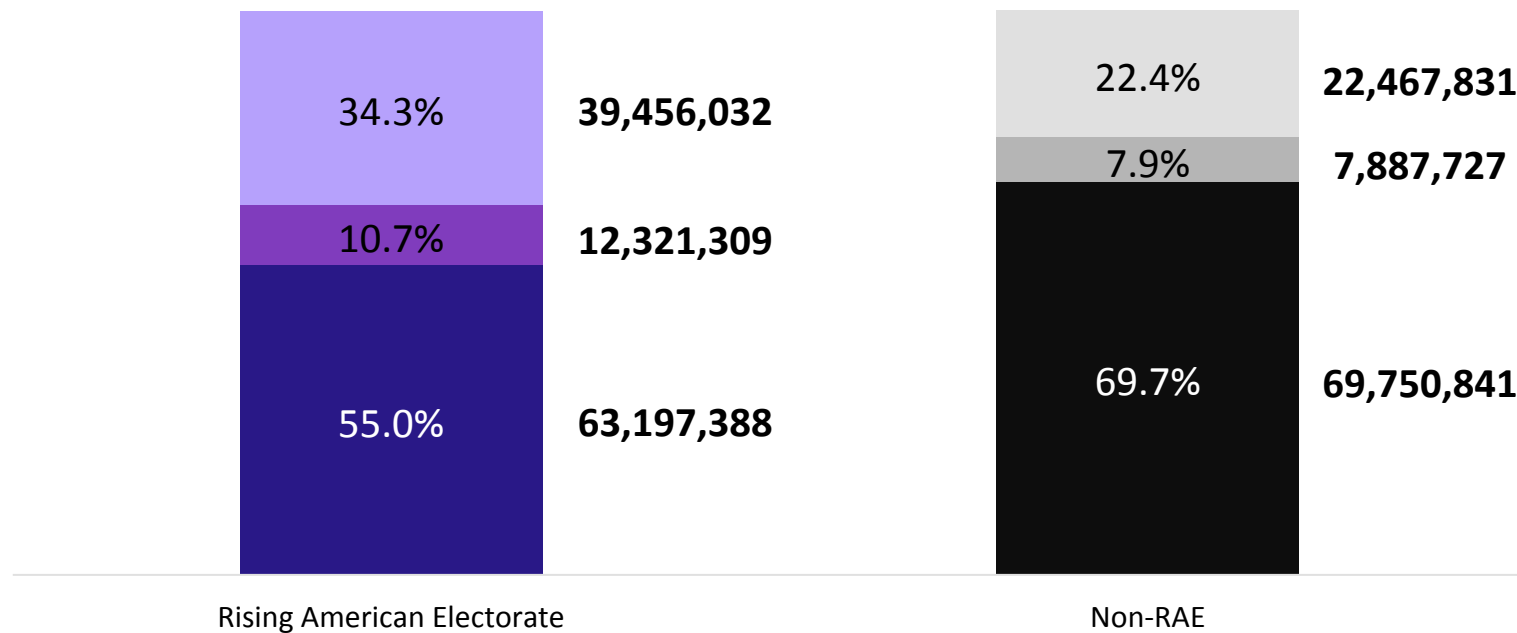


The RAE had a much higher rate of non-registration than their non-RAE counterparts. Within the RAE subgroups, Latinos and 18-29 year olds have the highest rates of non-registration.



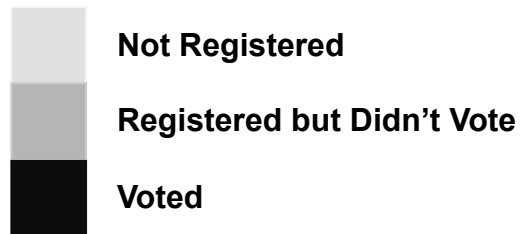
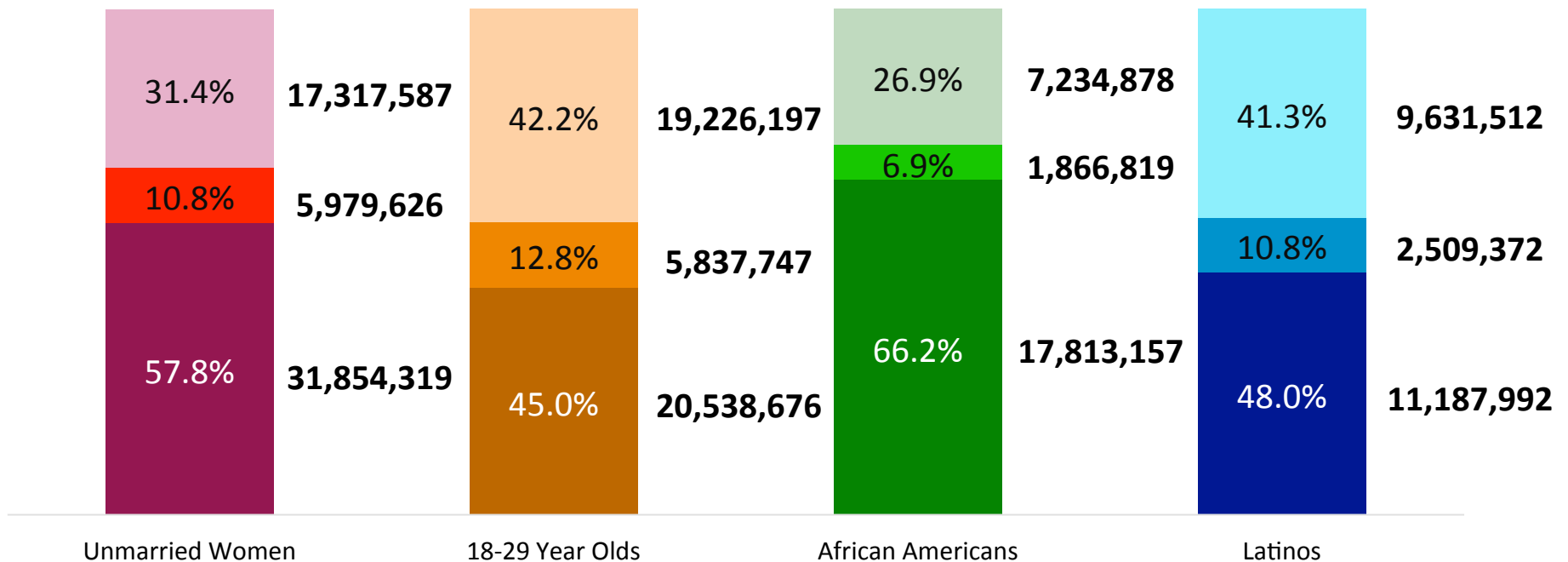
Of the 115 million members of the RAE, 34.3% said they are not registered. The benefits to registering the unregistered are clear.

Registration and Voting Rates



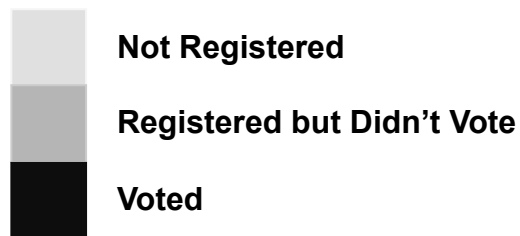
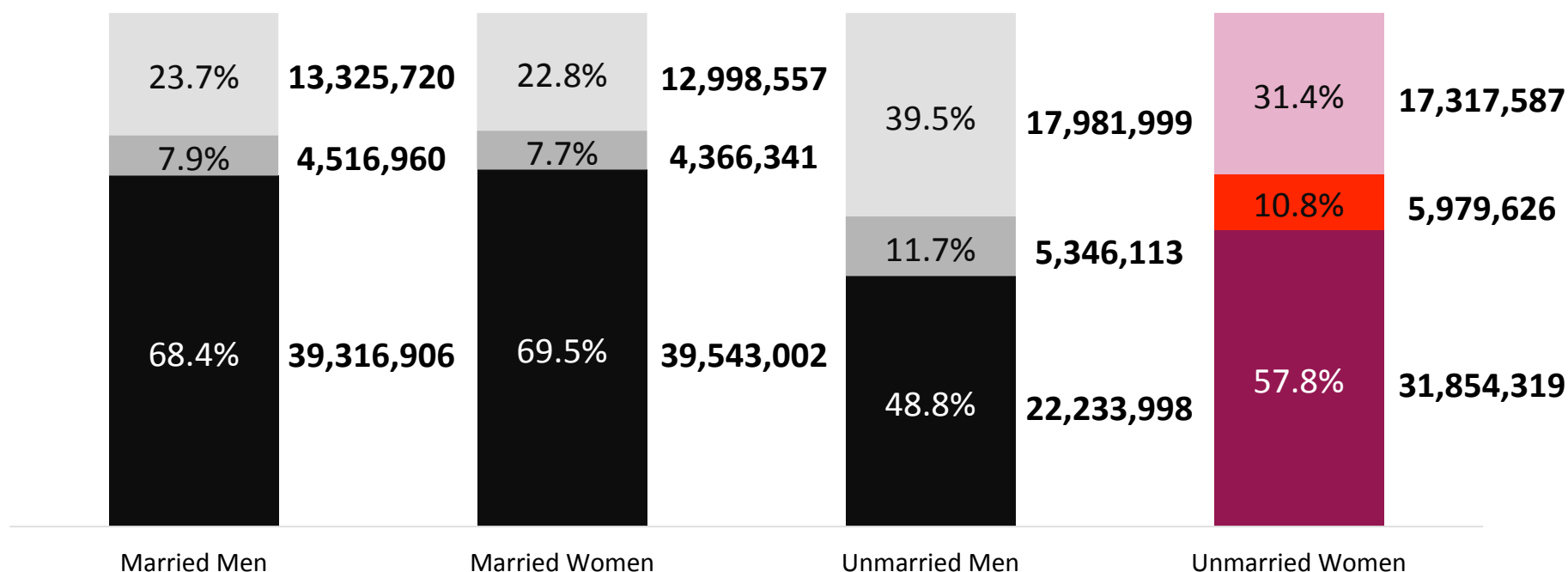
There were some variations in the registration and voting habits of the RAE's subgroups. African Americans were the most likely to be registered and to vote, while more than four-in-ten 18-29 year olds and Latinos remain unregistered.

Registration and Voting Rates



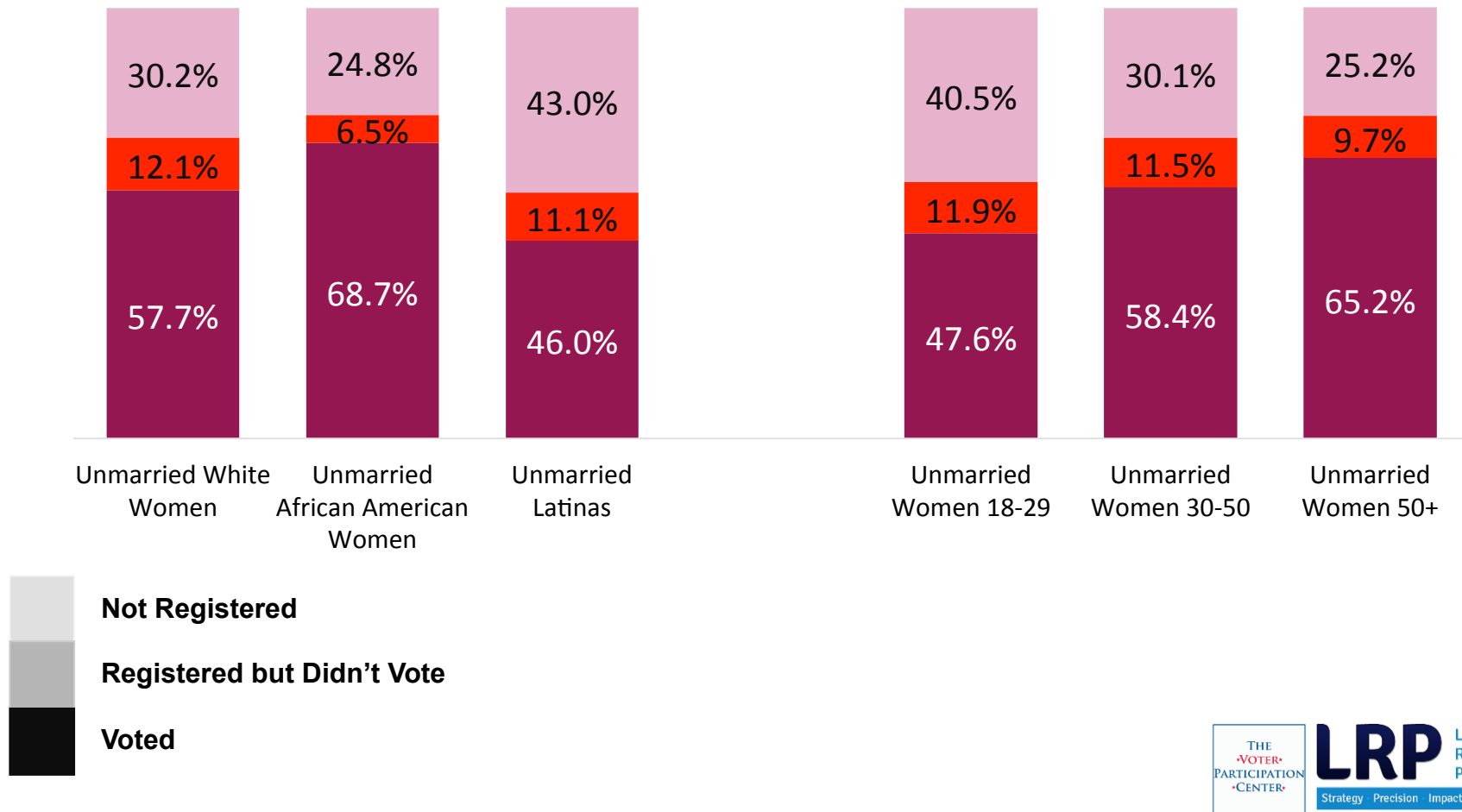
Just under a third of unmarried women were not registered to vote, while one-in-ten say they were registered but did not vote. Only unmarried men were more likely to be unregistered or to be registered but not vote.

Registration and Voting Rates



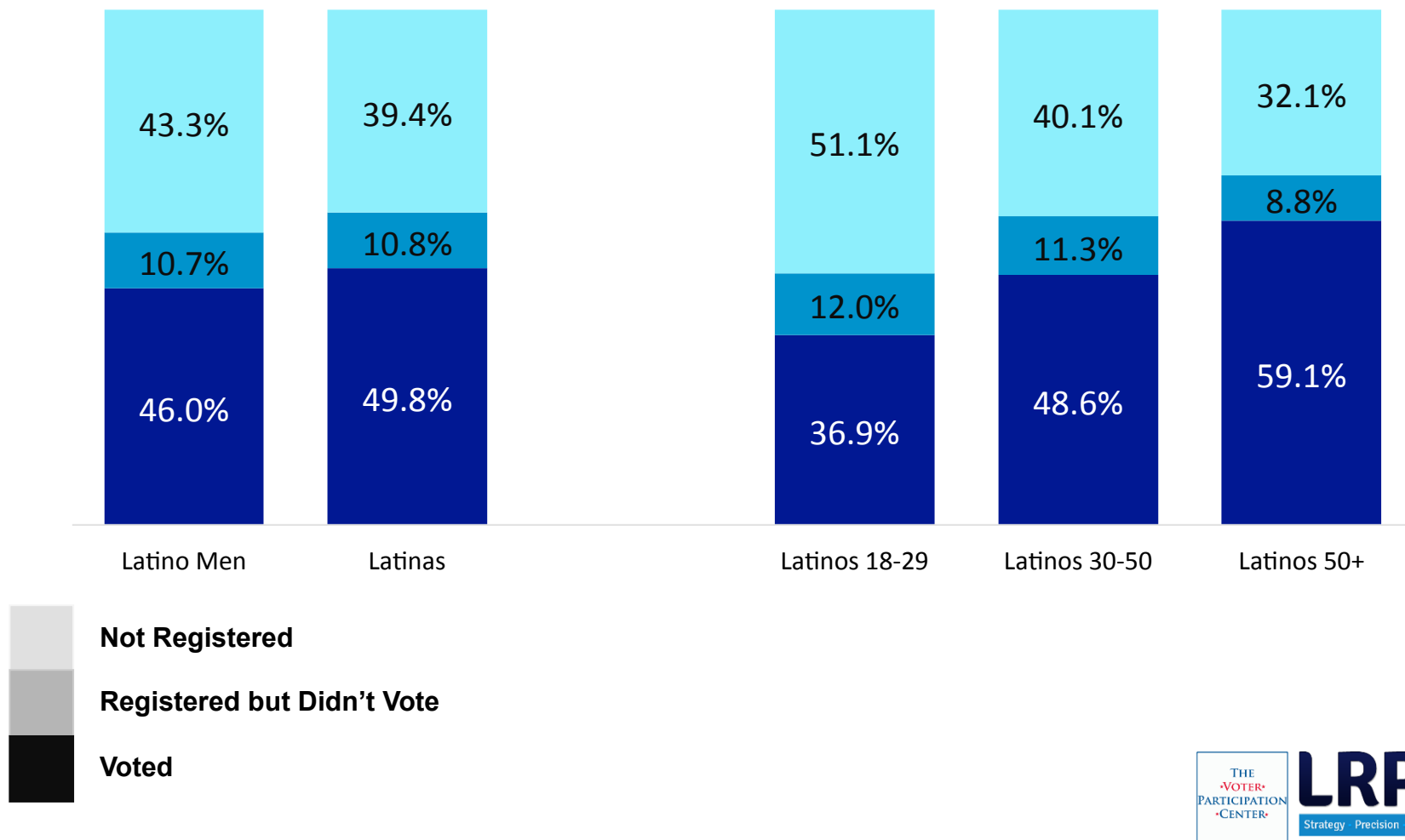
Fewer than half of Latinas and unmarried women under 30 turned out to vote in 2012. Older and African American unmarried women were the most likely to vote and the least likely to be unregistered.

Registration and Voting Rates



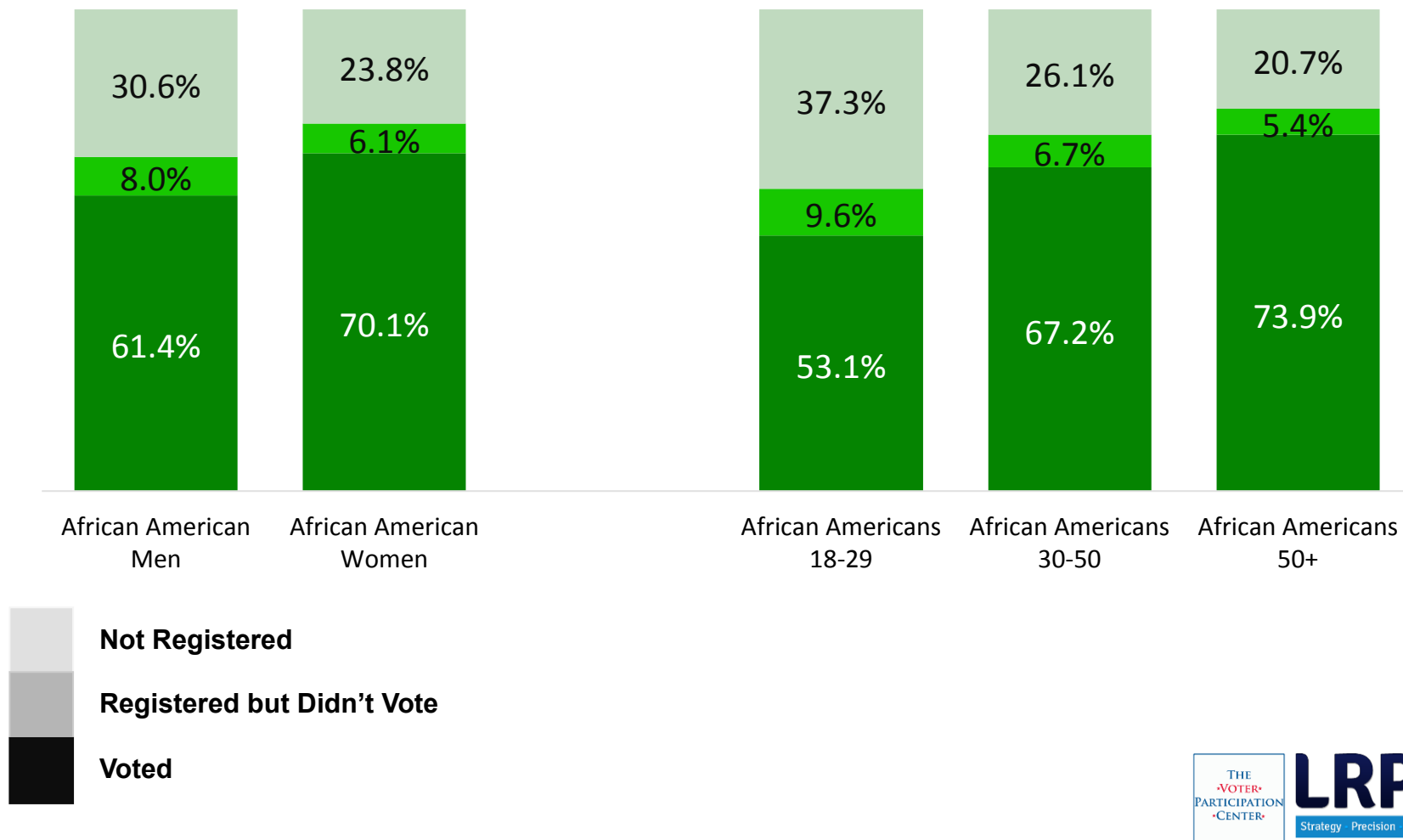
Over half of Latinos aged 18-29 were unregistered, despite being eligible to do so. Older Latinos were the most likely to vote, while Latinas were slightly more likely to vote than Latino men.

Registration and Voting Rates



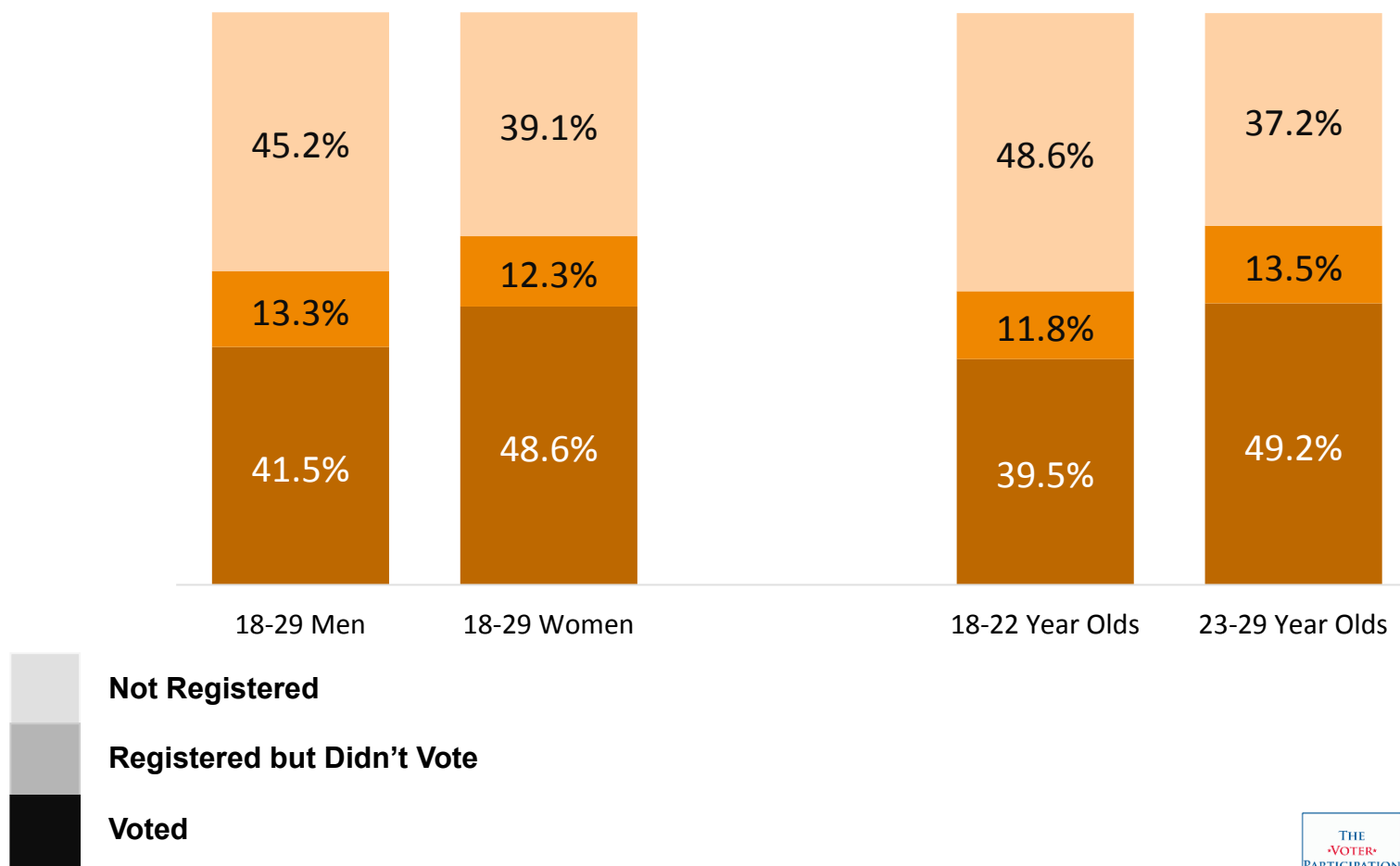
African American women were more likely to have voted and less likely to be unregistered, compared to their male counterparts. A similar trend is also true of older African Americans, compared to younger African Americans.

Registration and Voting Rates



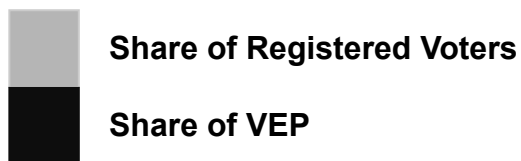
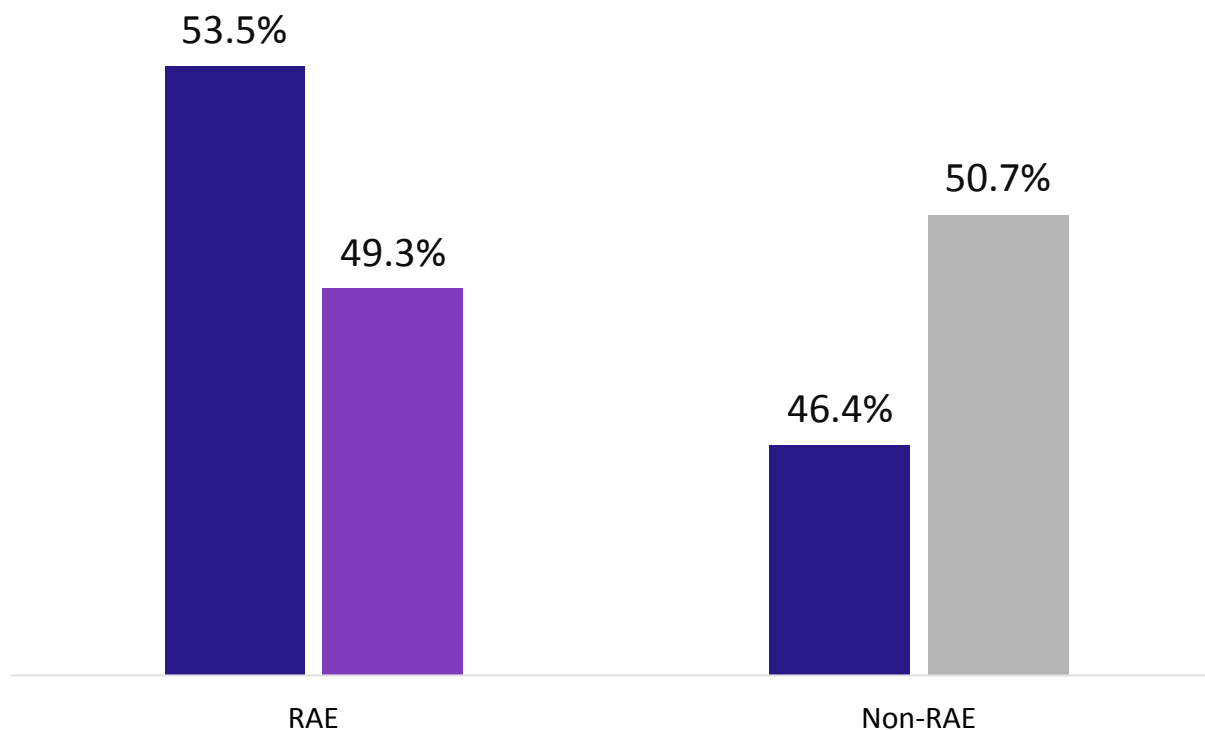
Within the under 30 cohort, those aged 18-22 and young men were even less likely to be registered to vote, with almost half of each group unregistered. Registering young people early is important as it helps develop the habit to re-register as they move, and this under 30 cohort is extremely mobile.

Registration and Voting Rates



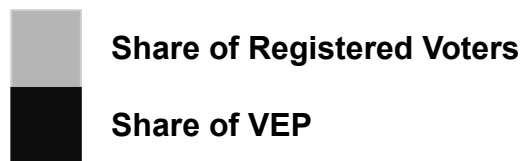
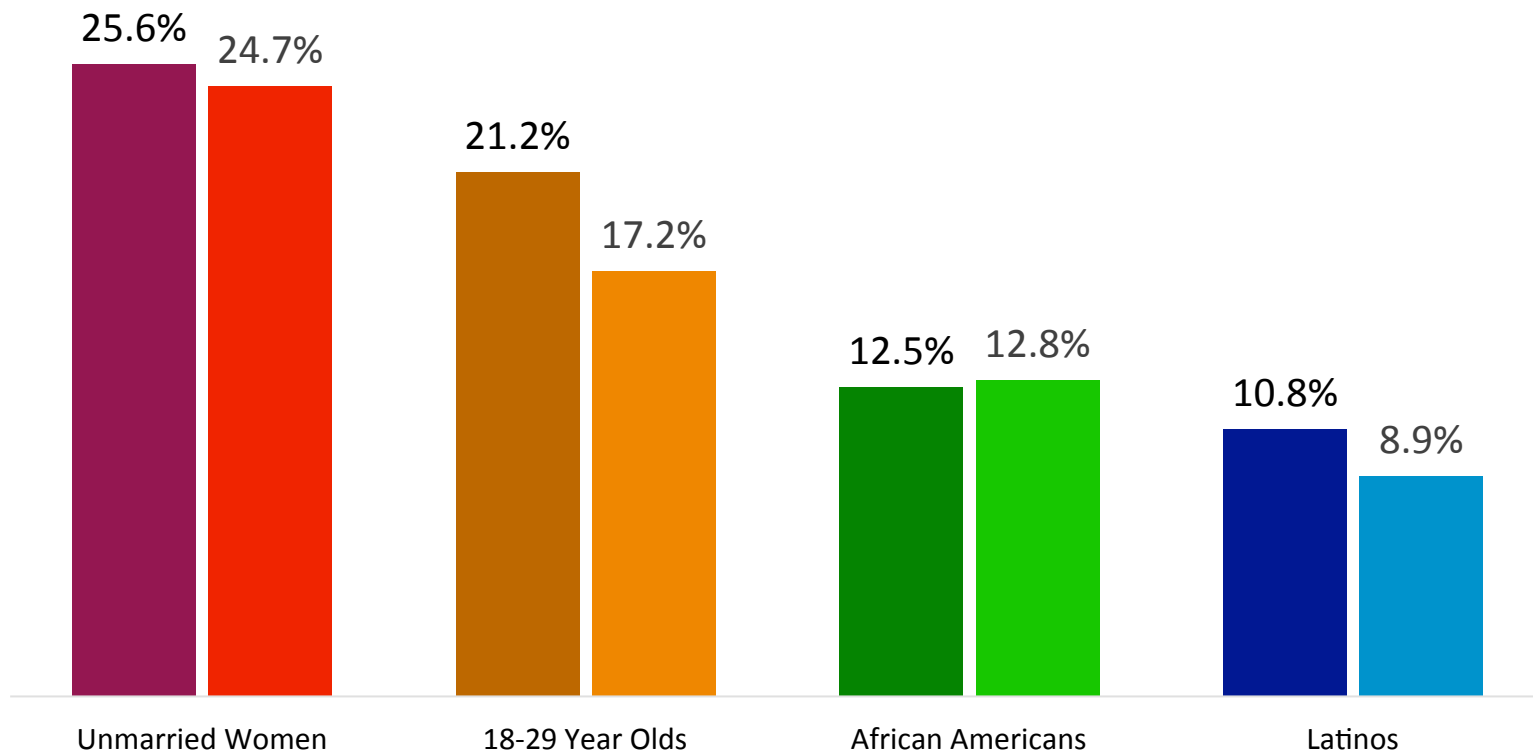
Despite making up almost 54% of the vote eligible population, the RAE made up slightly less than half of registered voters.

Share of VEP vs. Share of Registered Voters



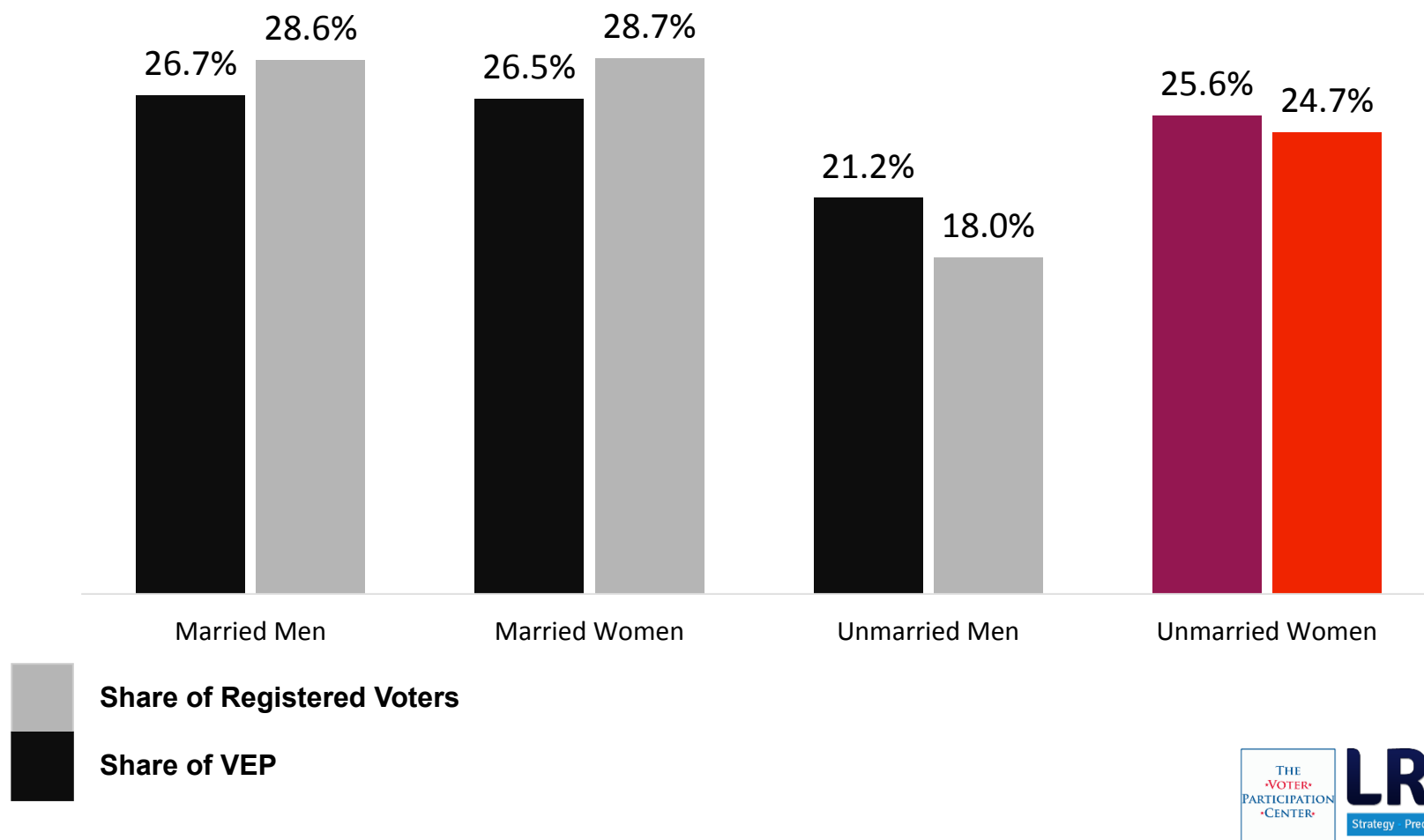
All RAE subgroups, except African Americans, were underrepresented in their share of registered voters as compared to their numbers in the vote eligible population. African American women were overrepresented in their share of registered voters, making up for the African American men who were not registered.

Share of VEP vs. Share of Registered Voters



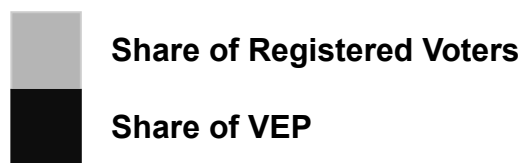
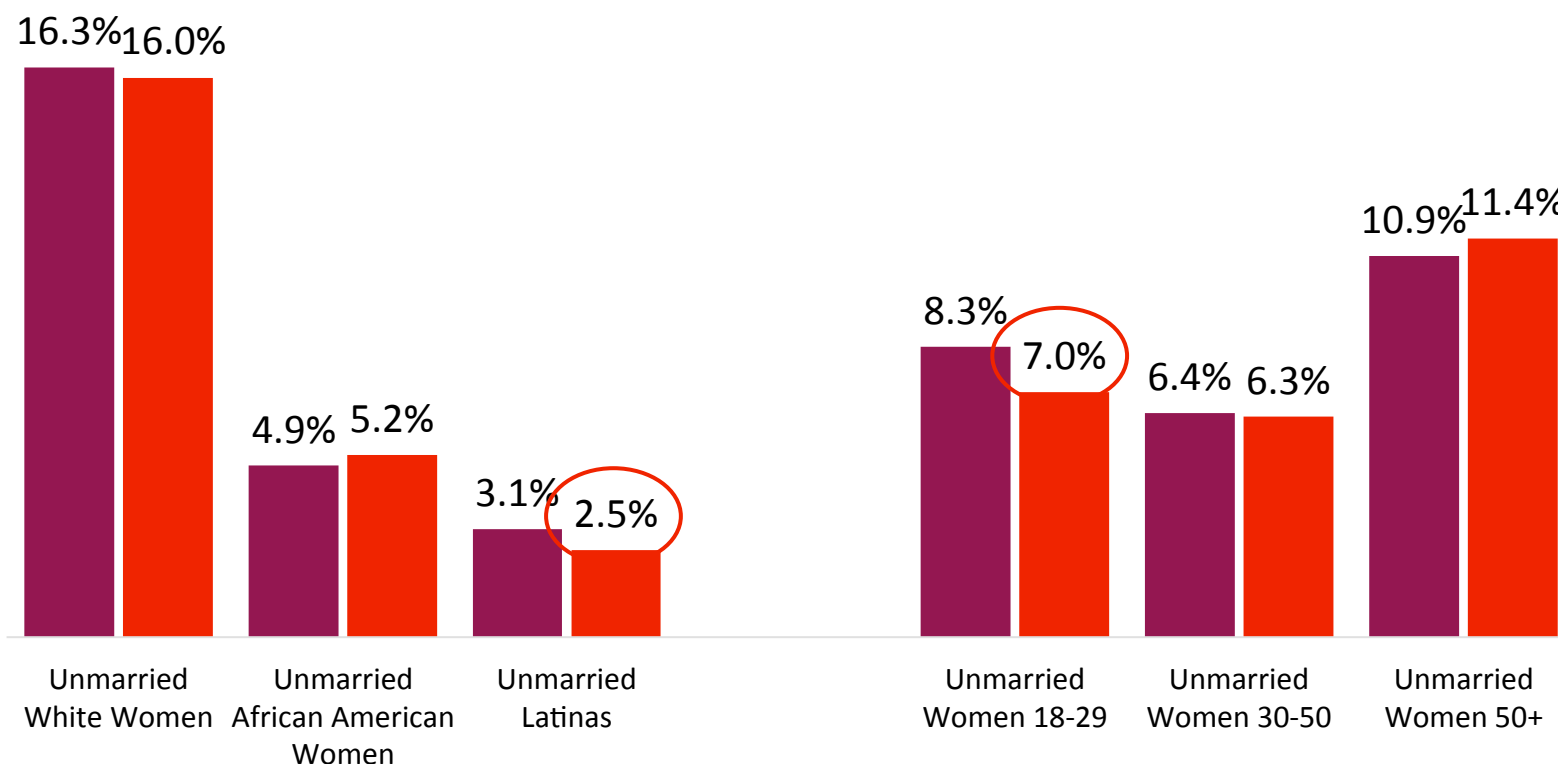
Married men and women were overrepresented, while unmarried men were particularly underrepresented.

Share of VEP vs. Share of Registered Voters



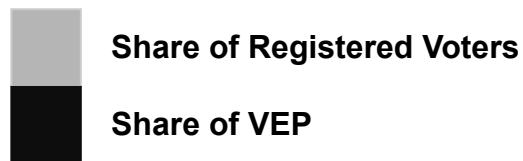
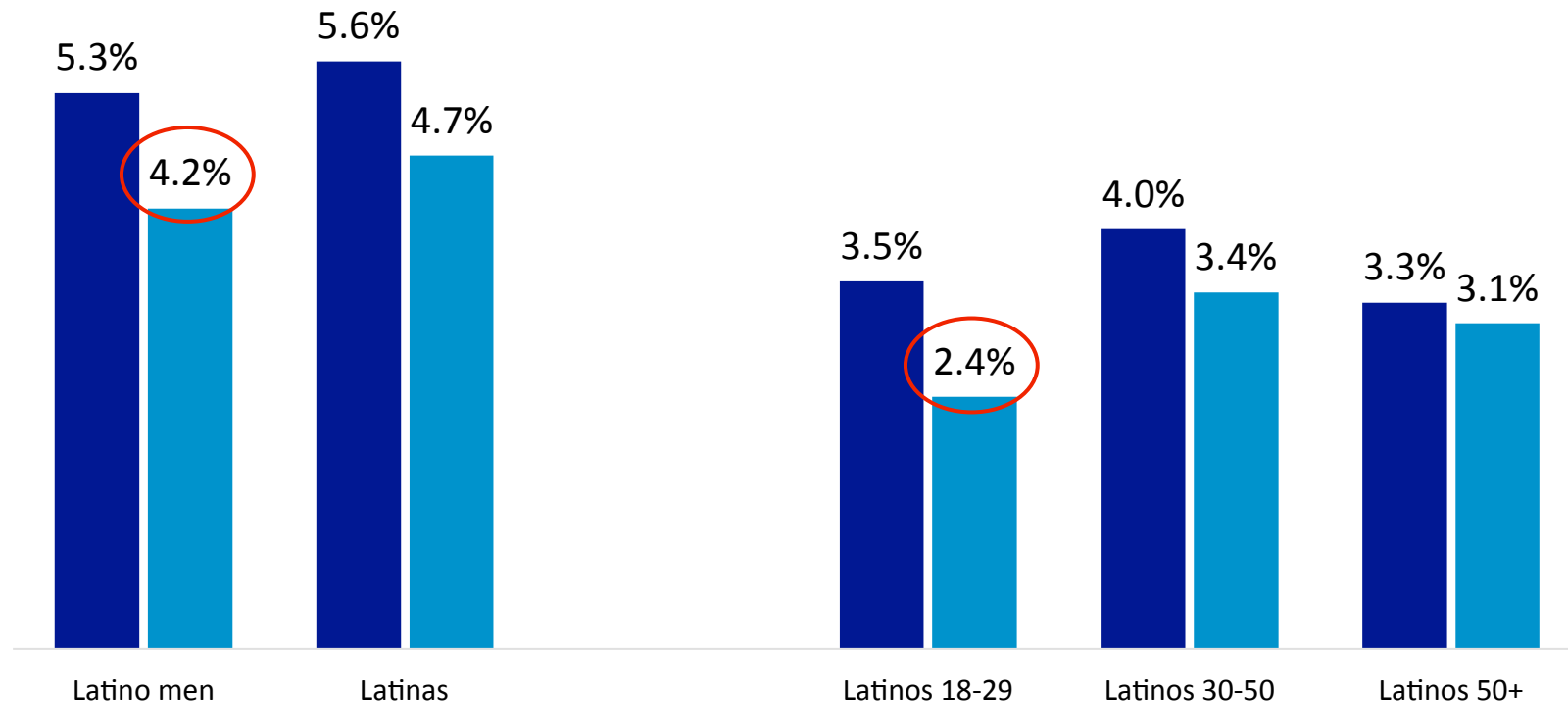
Among unmarried women, those under age 30 were the most underrepresented, followed by unmarried Latinas.

Share of VEP vs. Share of Registered Voters



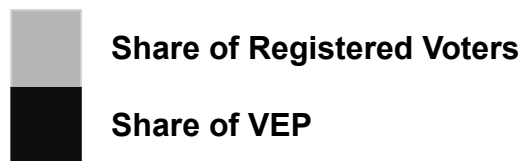
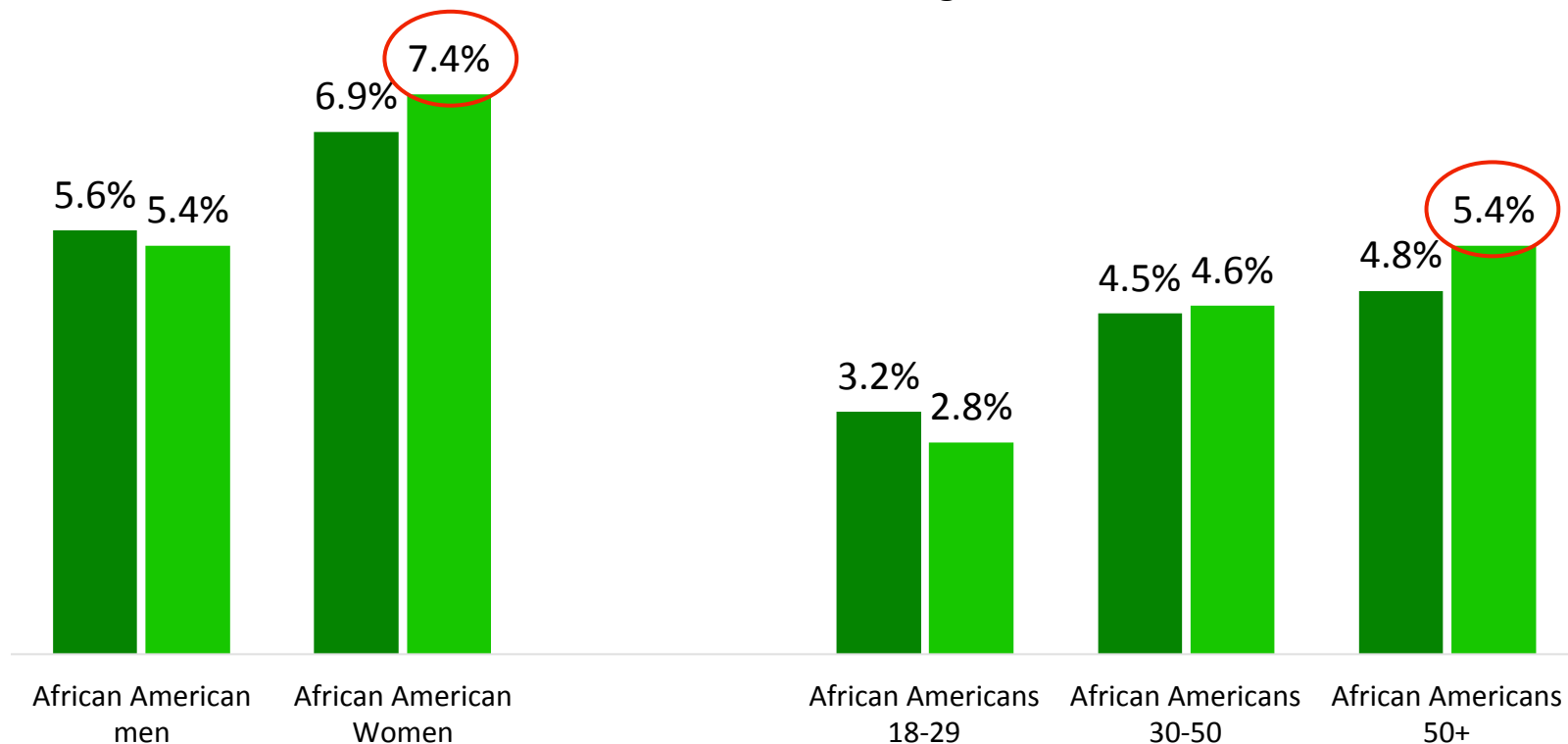
Latinos, especially men and those aged 18-29, were underrepresented among registered voters.

Share of VEP vs. Share of Registered Voters



While African American men and those under 30 were underrepresented among registered voters, African American women and older African Americans were overrepresented.

Share of VEP vs. Share of Registered Voters



These gaps highlight how many members of these subgroups were unregistered.

	Unregistered		Unregistered
African American Men	3,683,639	Latino Men	4,924,536
African American Women	3,551,237	Latinas	4,706,976
African Americans 18-30	2,580,976	Latinos 18-30	3,901,025
African Americans 30-50	2,502,781	Latinos 30-50	3,467,230
African Americans 50+	2,151,120	Latinos 50+	2,263,257

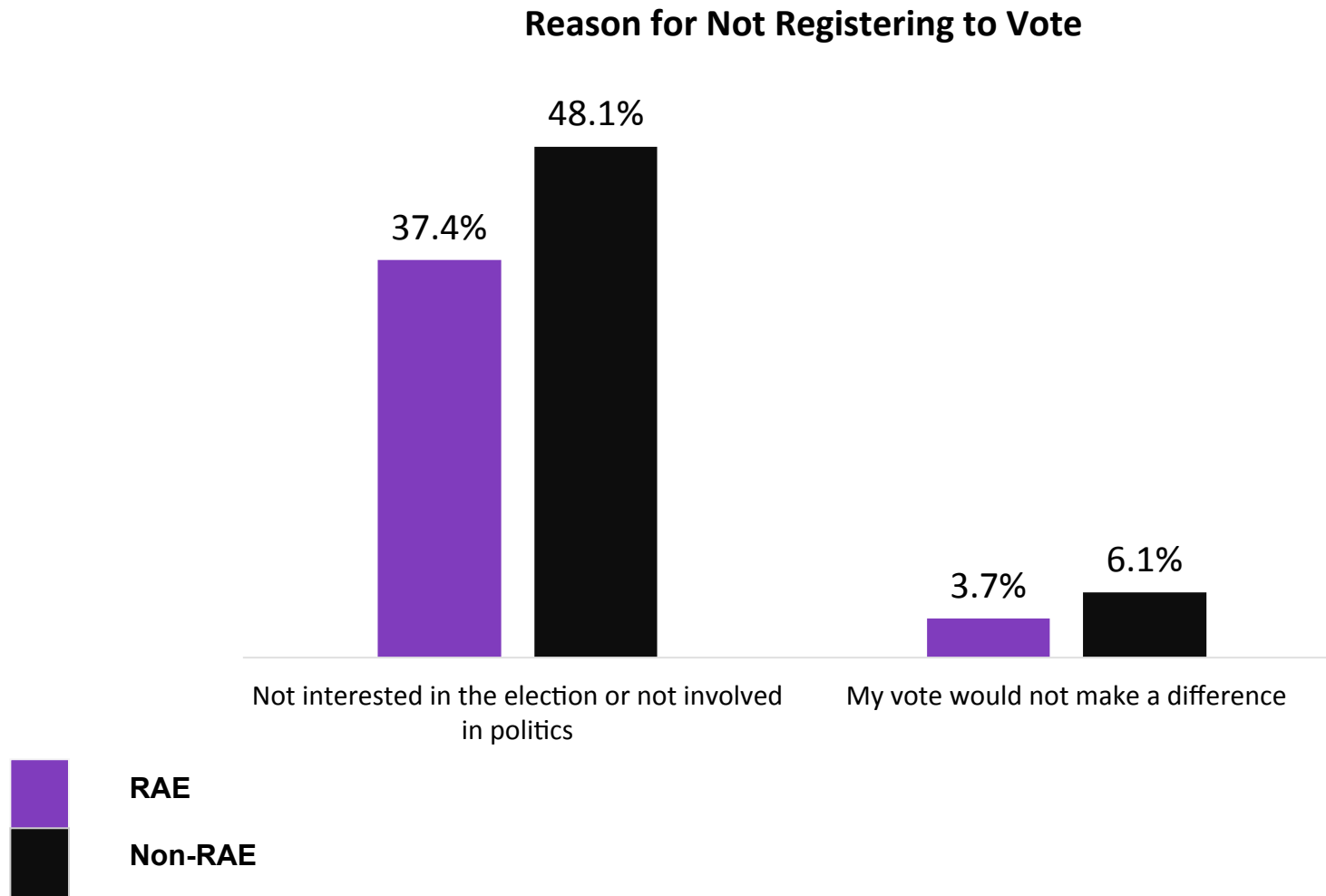
	Unregistered
Unmarried White Women	10,572,529
Unmarried African American Women	2,609,075
Unmarried Latinas	2,899,289
Unmarried Women 18-30	7,252,400
Unmarried Women 30-50	4,171,894
Unmarried Women 50+	5,893,292

Closing the Gaps

The unregistered RAE do not connect politics with their everyday lives and thus are disinterested. An inability to meet registration deadlines is also a reported reason they are not registered.

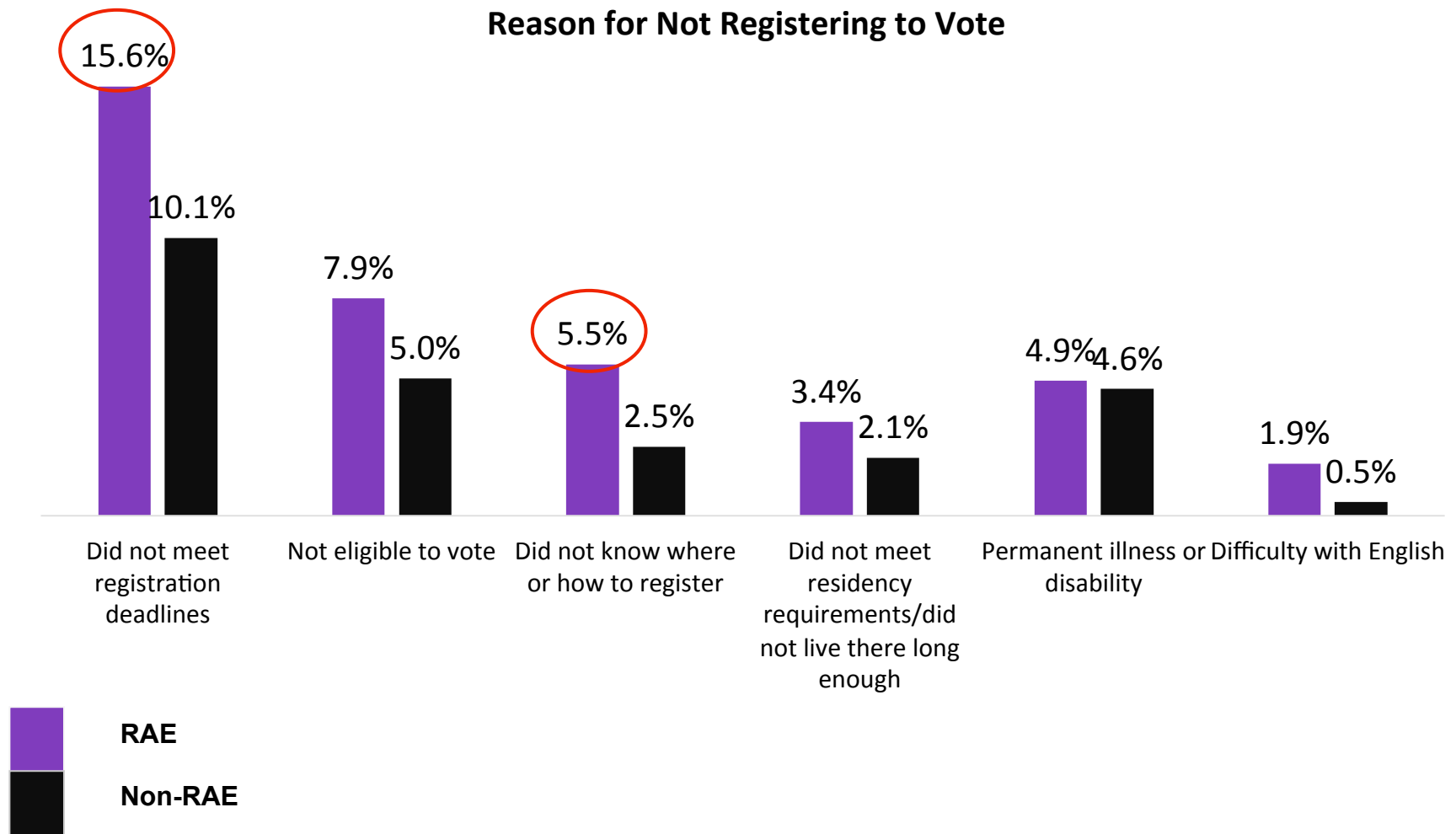


Among those who were not registered, the non-RAE were more likely to say they did not vote because they are not interested in the election, as well as saying that their vote would not make a difference.



Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

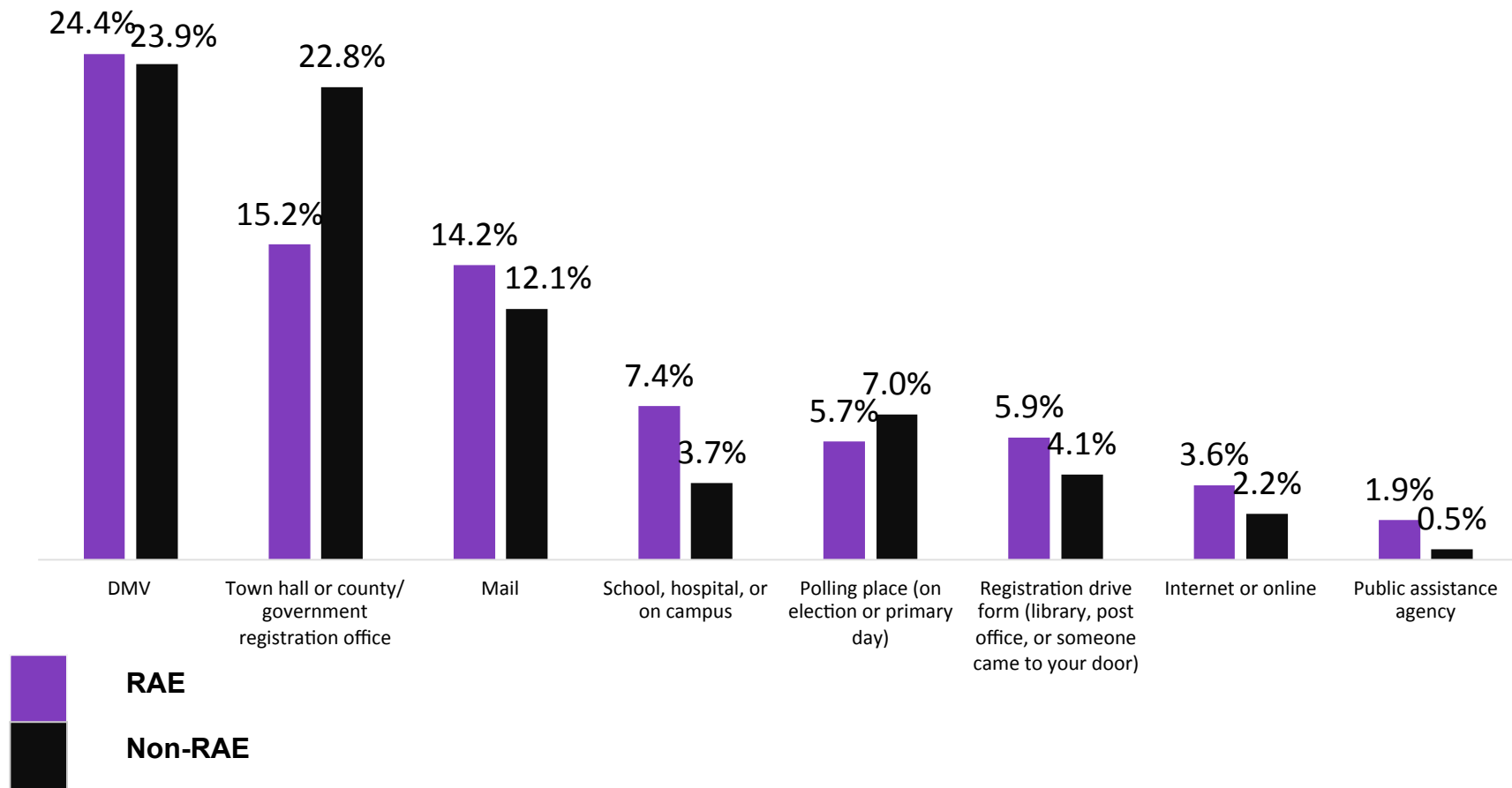
The RAE was likely to say they did not make registration deadlines or did not know where to register, suggesting that aiding in their registration could be key.



Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cpsftp.html>

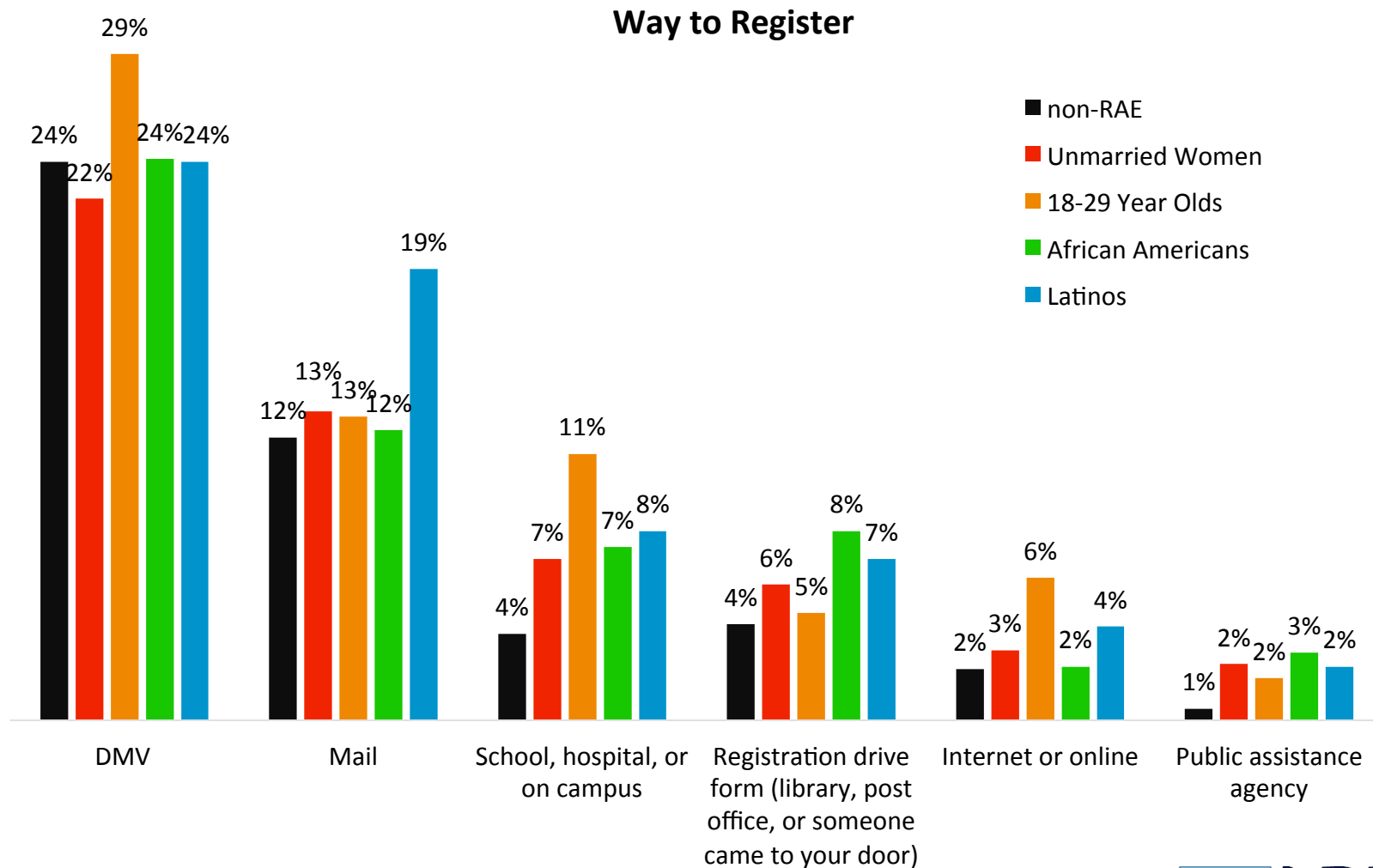
Both the RAE and non-RAE were most likely to say that they registered to vote at the DMV, followed by a registration office, which is much more important for the non-RAE. Mail registration is important for the RAE.

Way to Register



Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

All subgroups of the RAE were most likely to have registered at the DMV, followed by registering by mail, especially Latinos.



Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

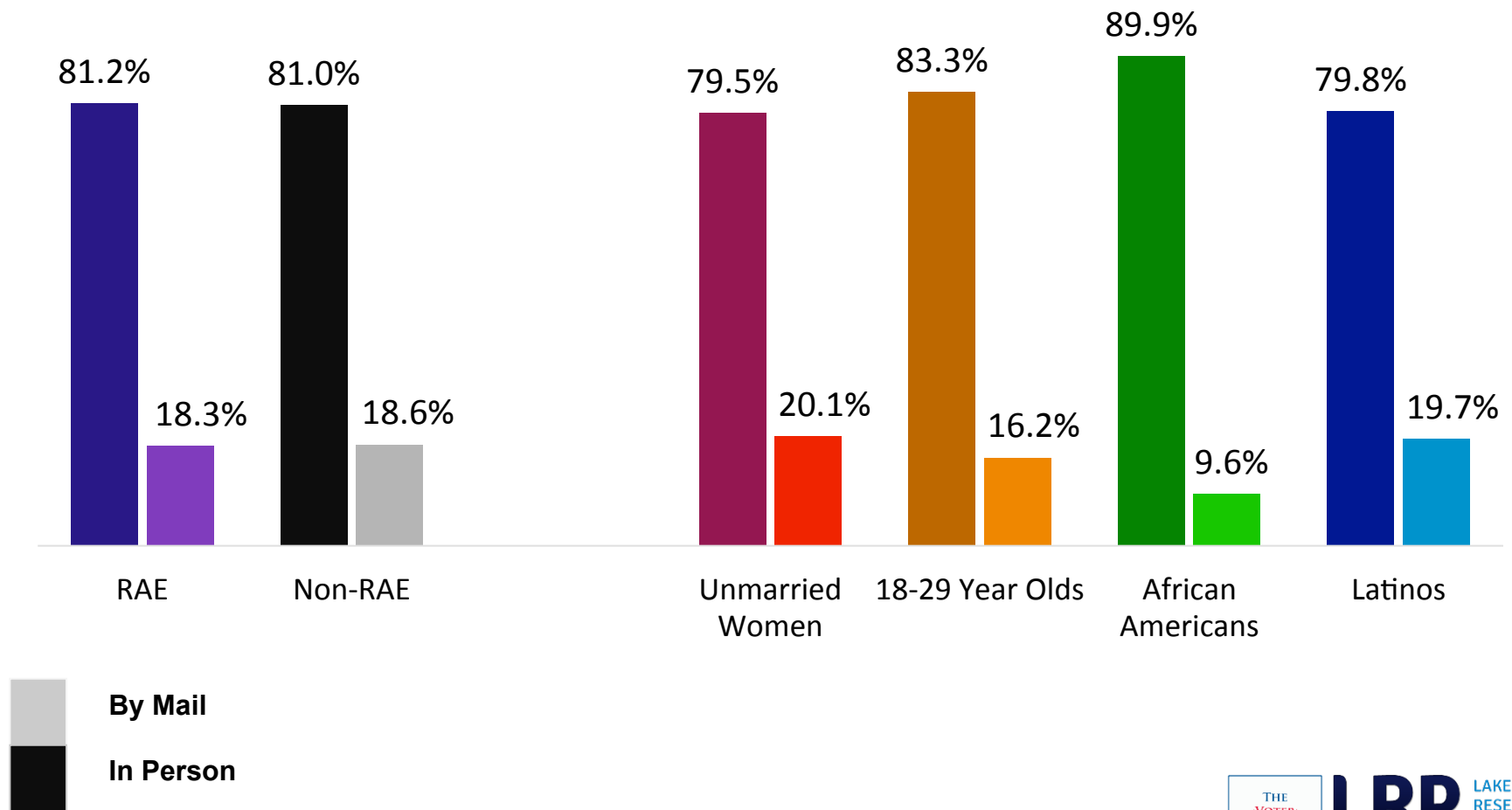
How the RAE Votes

Eight-in-ten RAE members voted in person. Younger Latinos and African Americans were more likely to vote in person, compared to their older counterparts.



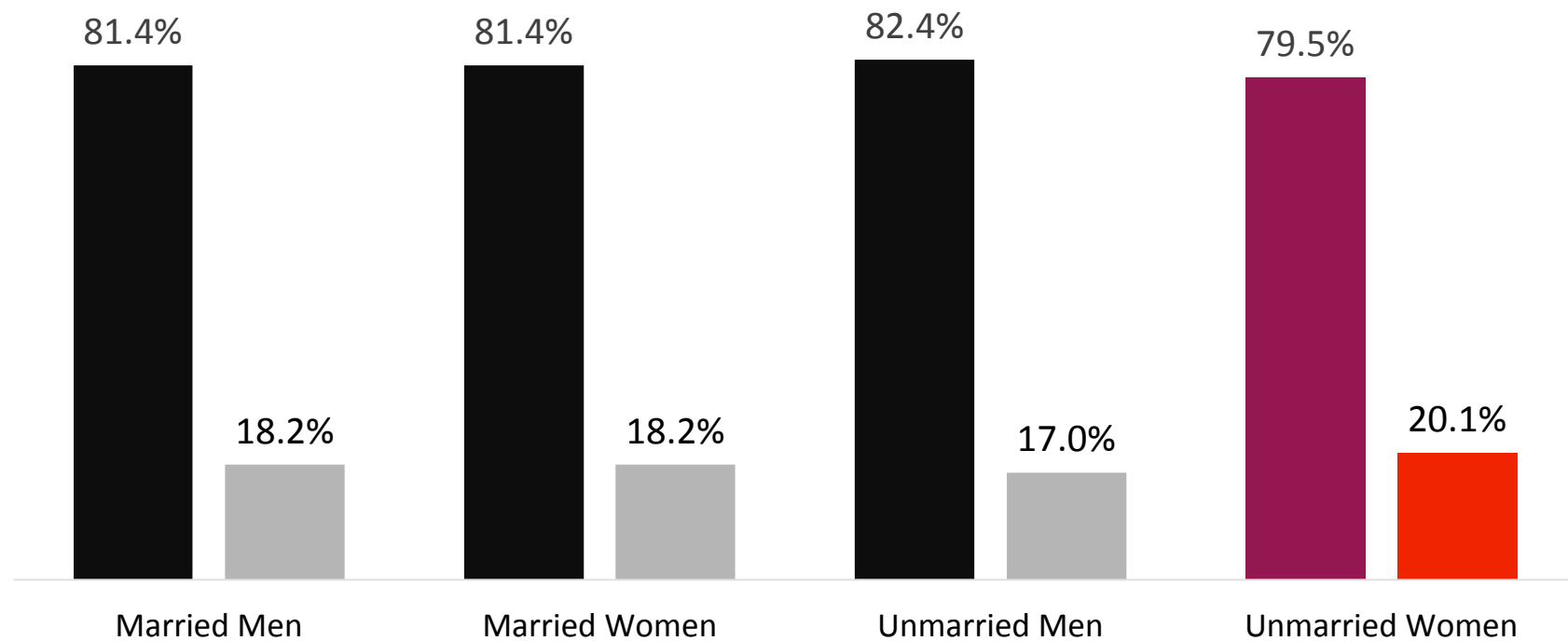
The RAE and non-RAE have similar breakdowns in how they voted. Among the RAE subgroups, unmarried women and Latinos are the most likely to vote by mail.

How Votes Were Cast



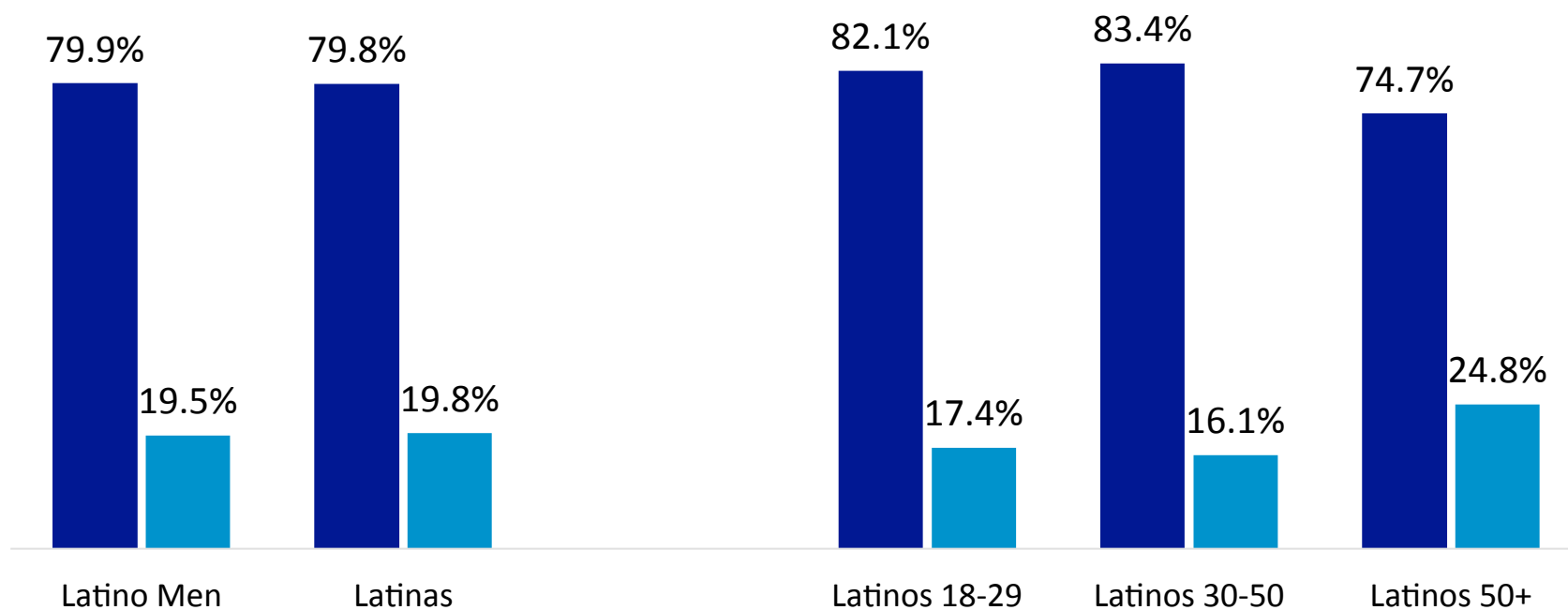
Unmarried women were the most likely to vote by mail, while unmarried men were the least likely to have done so.

How Votes Were Cast



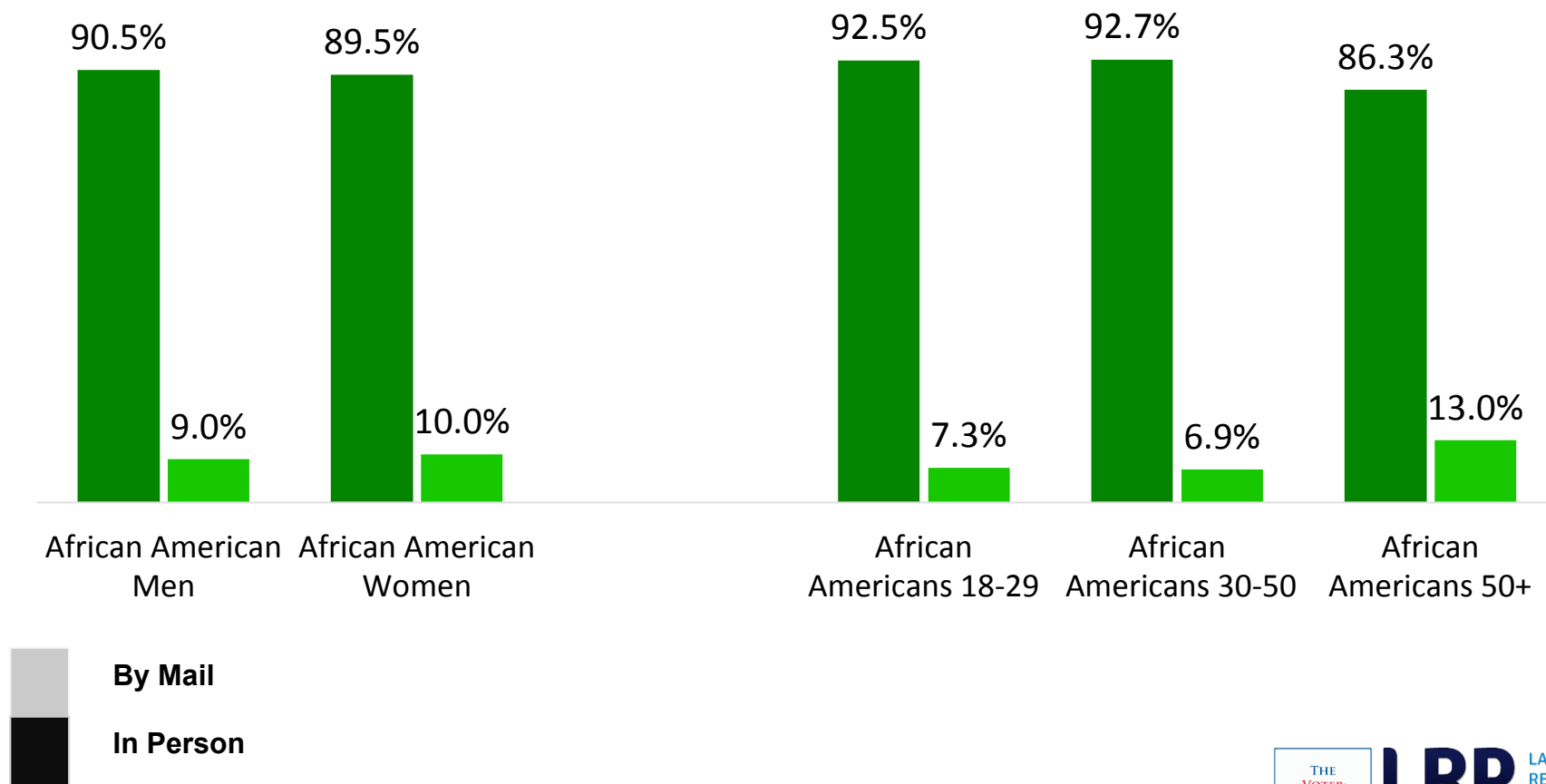
Older Latinos were the most likely to have voted by mail. There is little difference between Latino men and Latinas.

How Votes Were Cast



Like their Latino counterparts, older African Americans were the most likely to have voted by mail, though African Americans in general were the most likely of the RAE subgroups to vote in person.

How Votes Were Cast

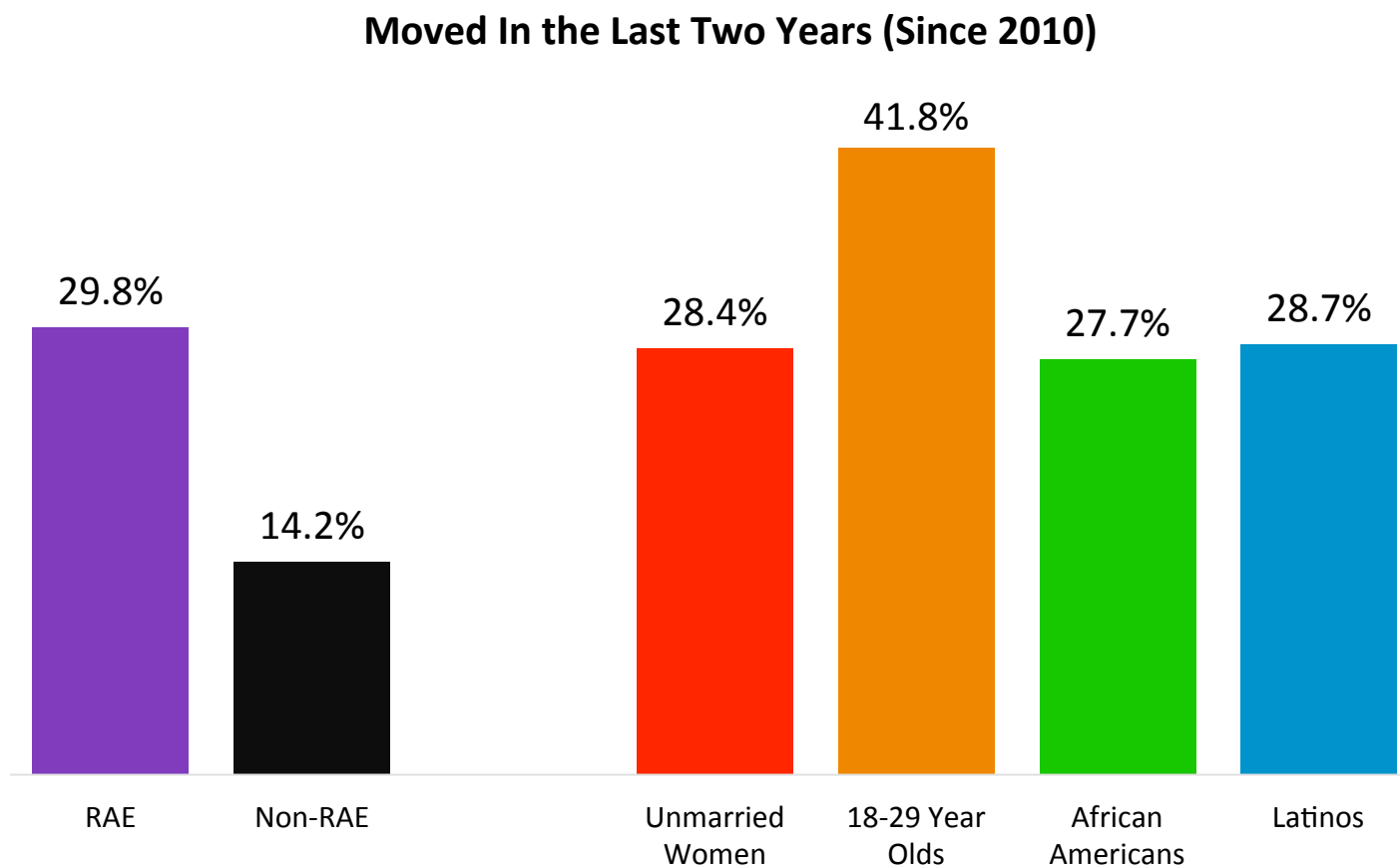


The Challenge of Mobility

The RAE is more mobile than the non-RAE. Over the last four years, 41.9% have moved. This means that if a campaign or organization reached a member of the RAE for the 2008 election, many will have since moved.

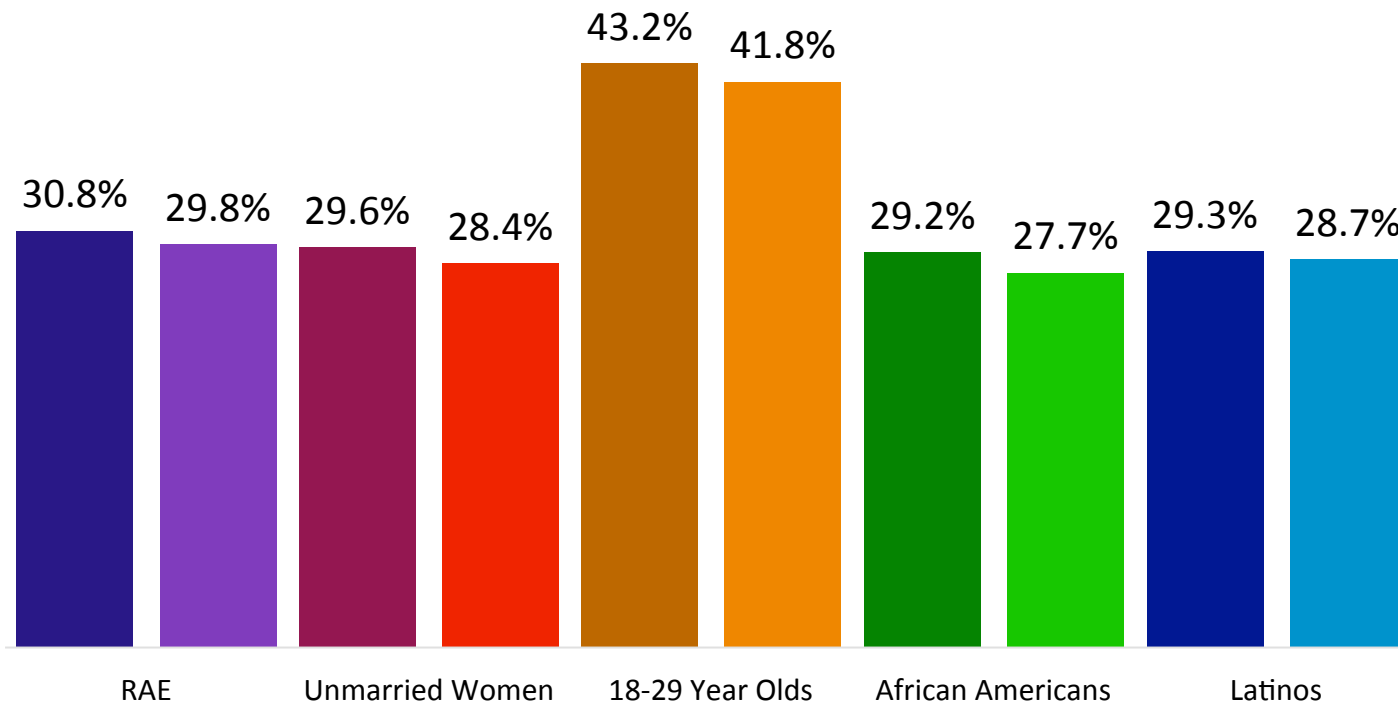


By a considerable margin, the RAE were more likely than the non-RAE to have moved in the last two years. Notably, under 30s were the most mobile subgroup, and by some margin.

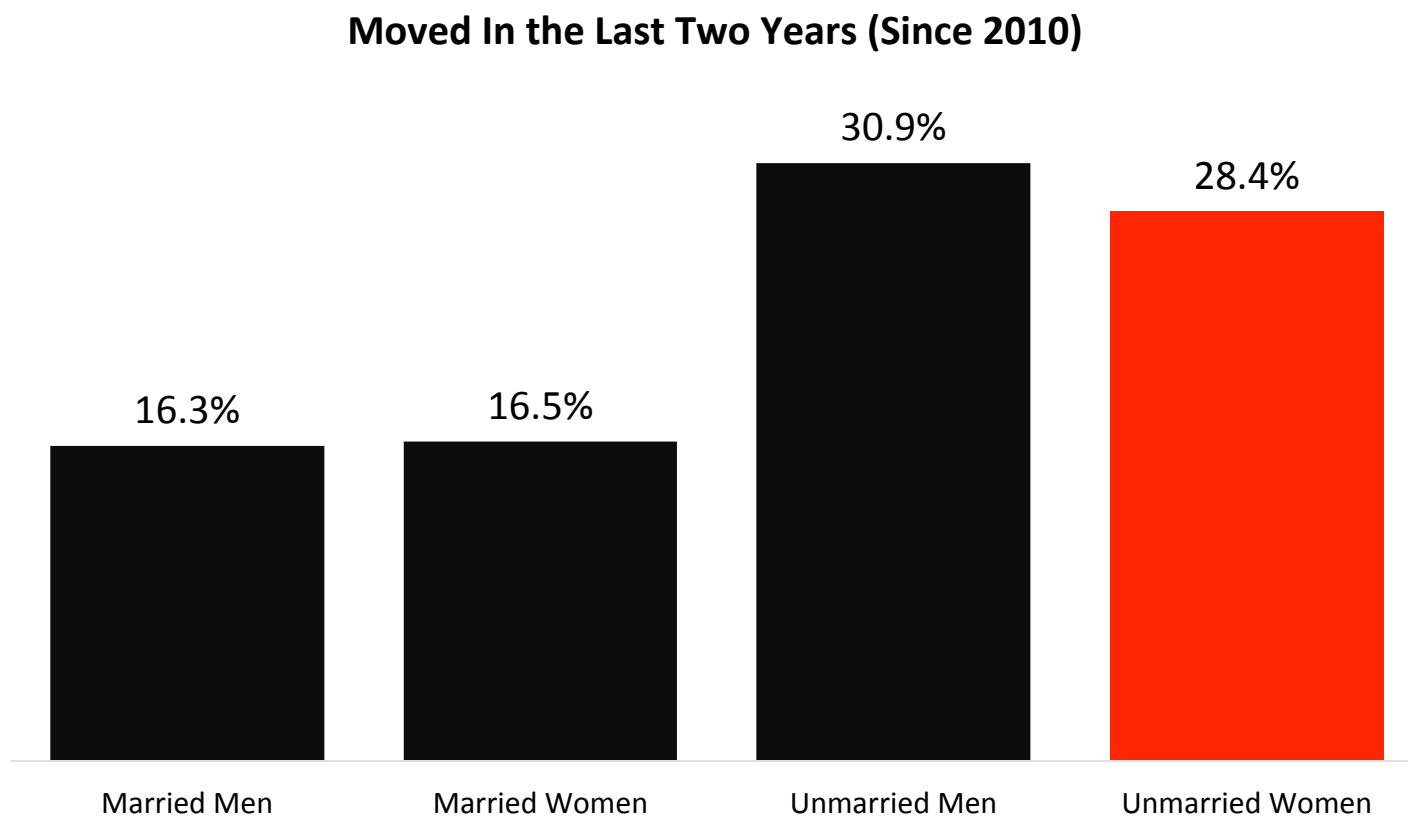


Every subgroup of the RAE saw their mobility drop 2010-2012, from 2008-2010 levels. This could be the impact of the recession, but as recovery continues mobility may increase again.

Moved In the Last Two Years

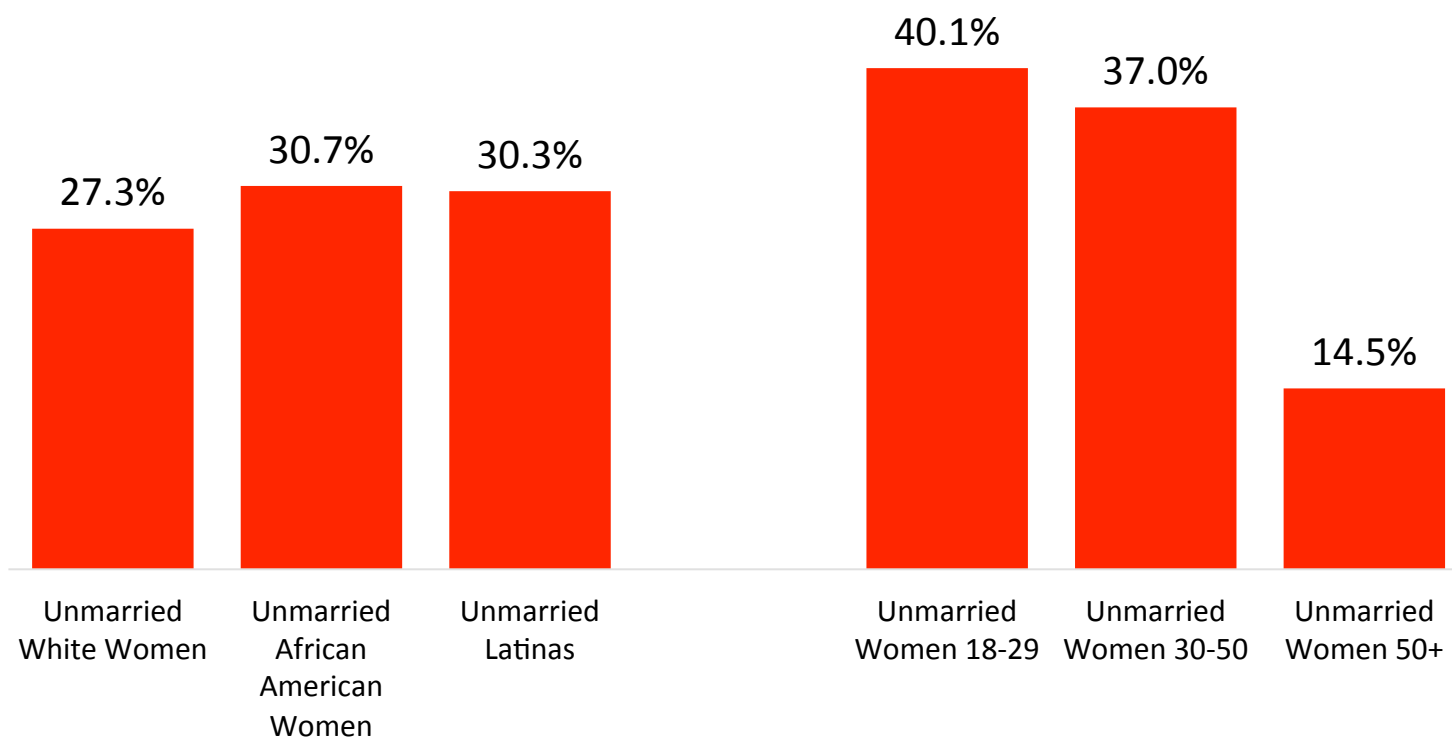


Unmarried men and women were much more likely than their married counterparts to have moved between 2010 and 2012.

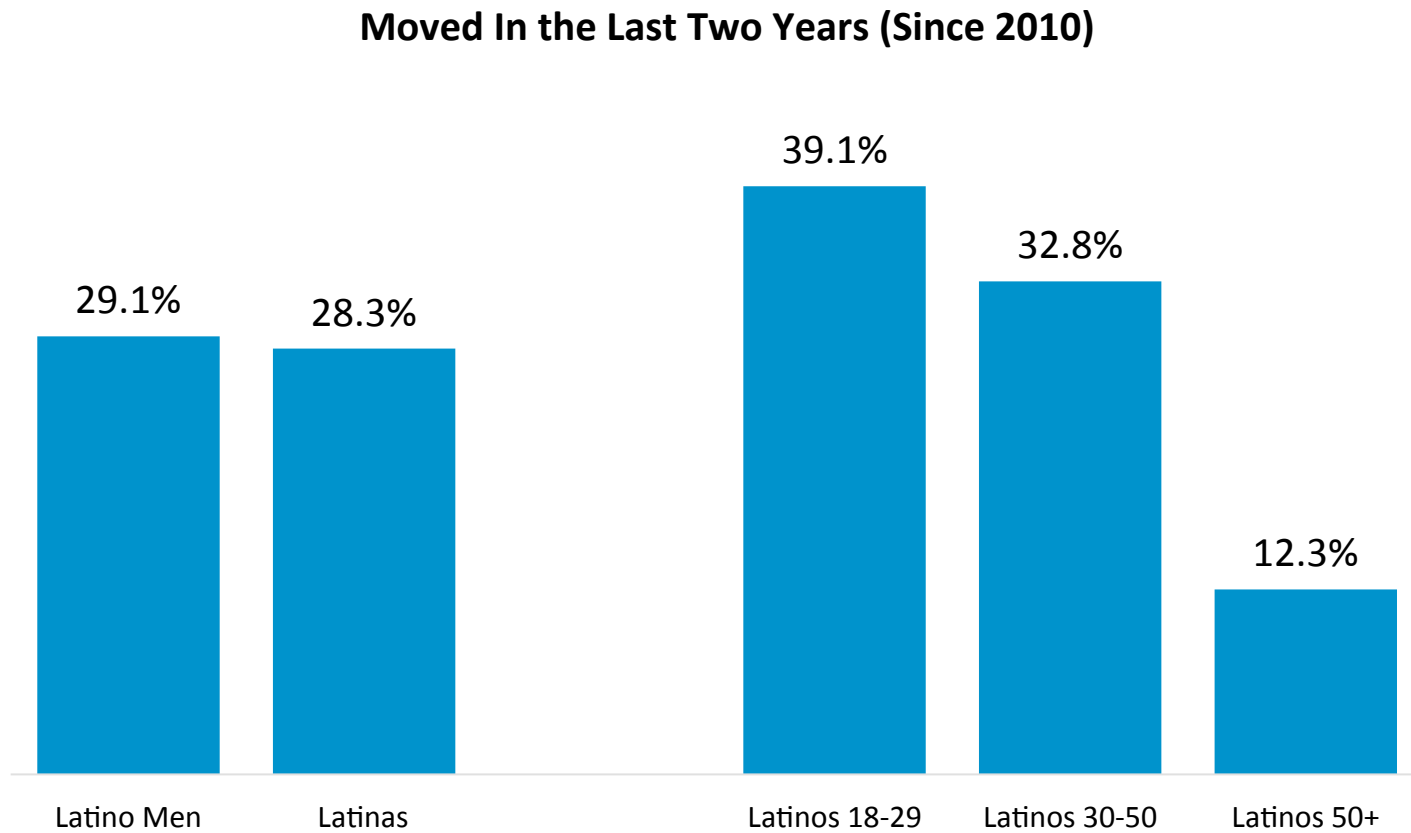


Younger unmarried women are the most likely to have moved in the last two years.

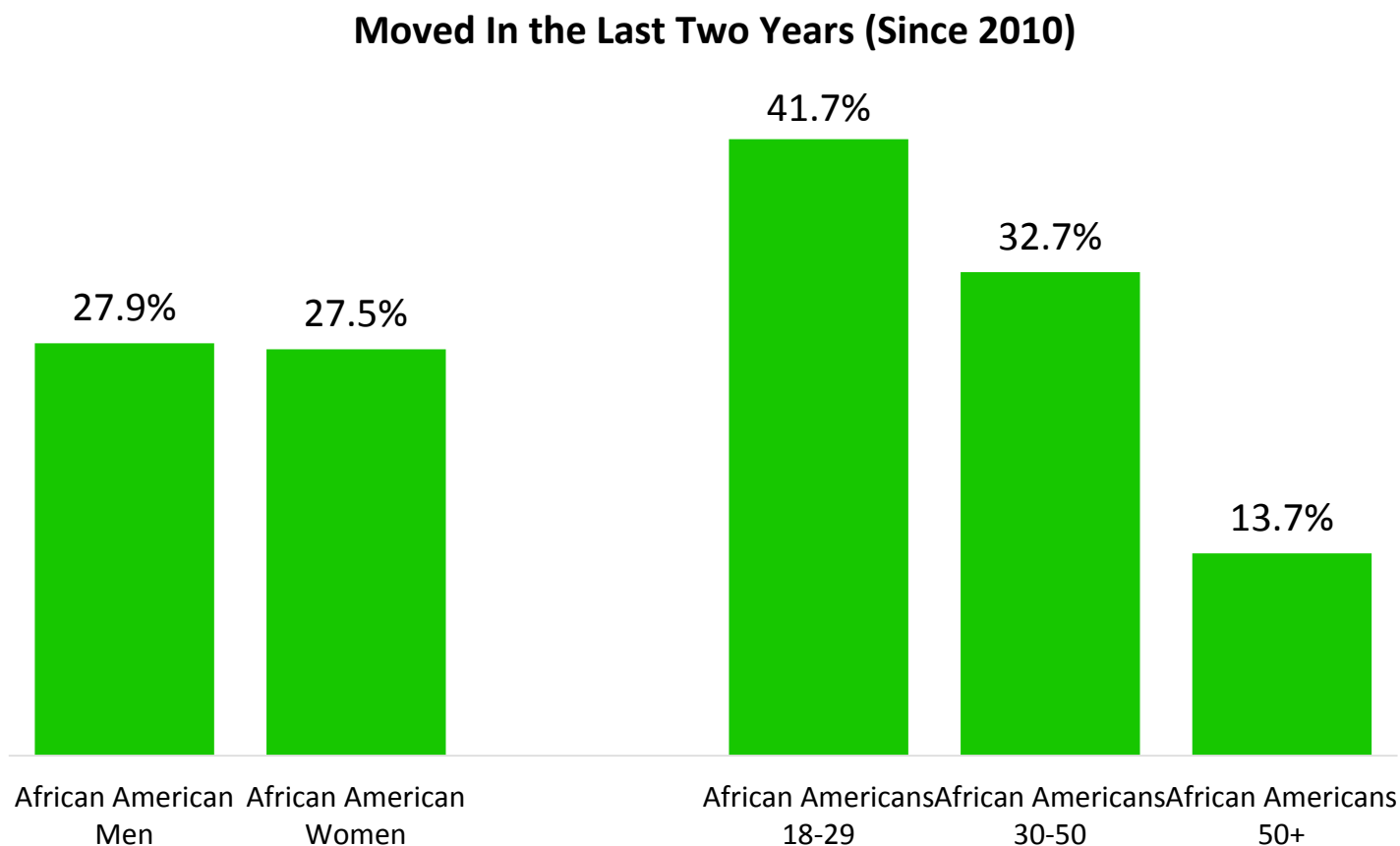
Moved In the Last Two Years (Since 2010)



There is little difference between the mobility of Latino men and Latinas for having moved over the past two years.

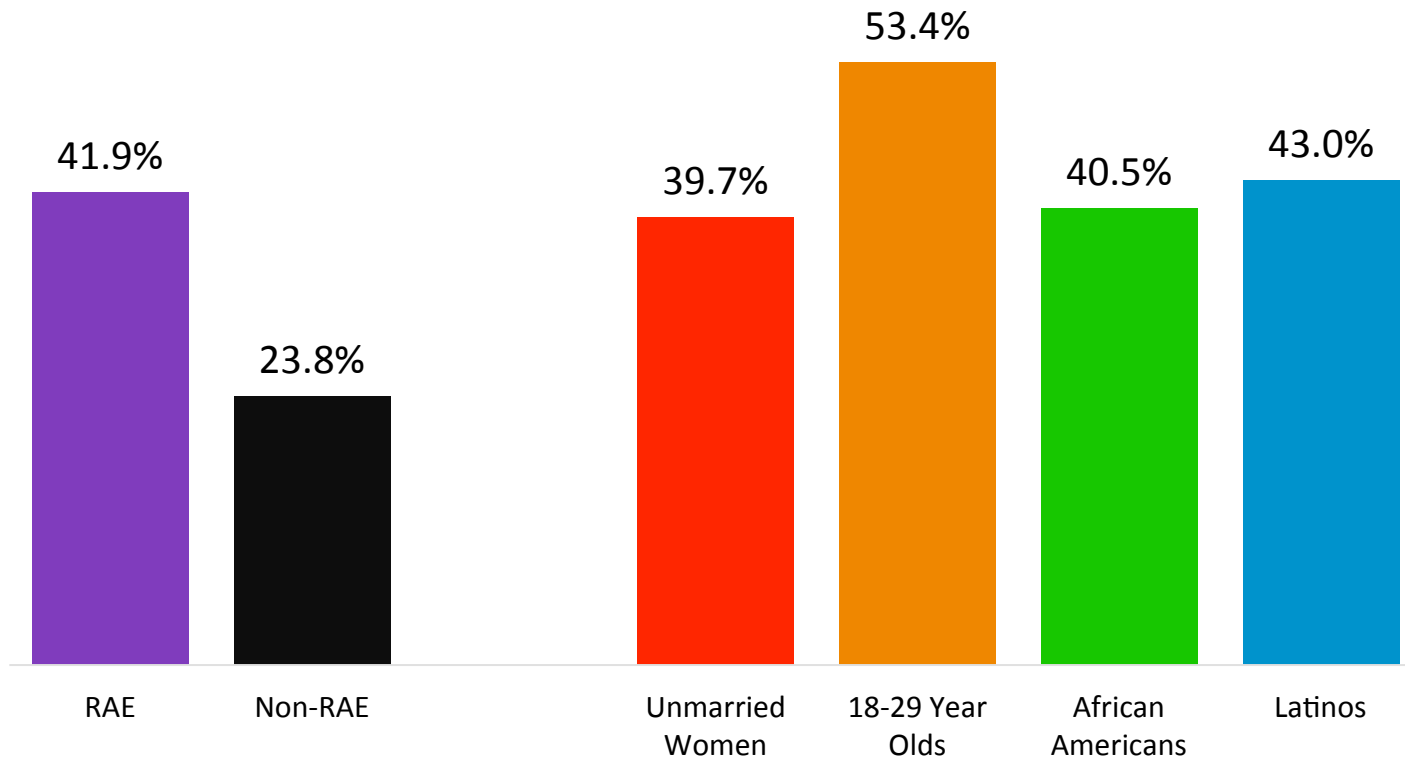


African Americans under 30 are particularly mobile with four-in-ten having moved in the past two years.



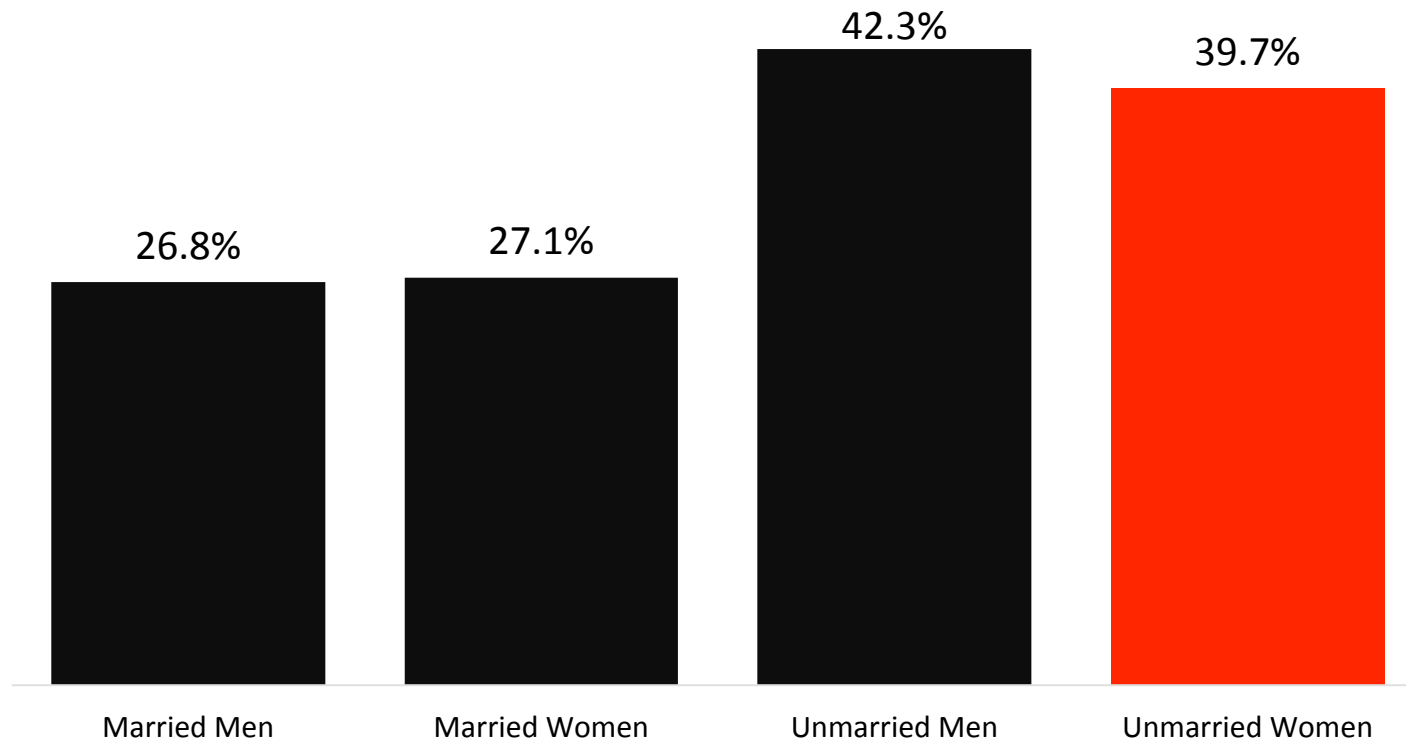
Over the past four years – or since the 2008 presidential vote surge – four-in-ten members of the RAE have moved, with more than half of under 30s having moved.

Moved In the Last Four Years (Since 2008)



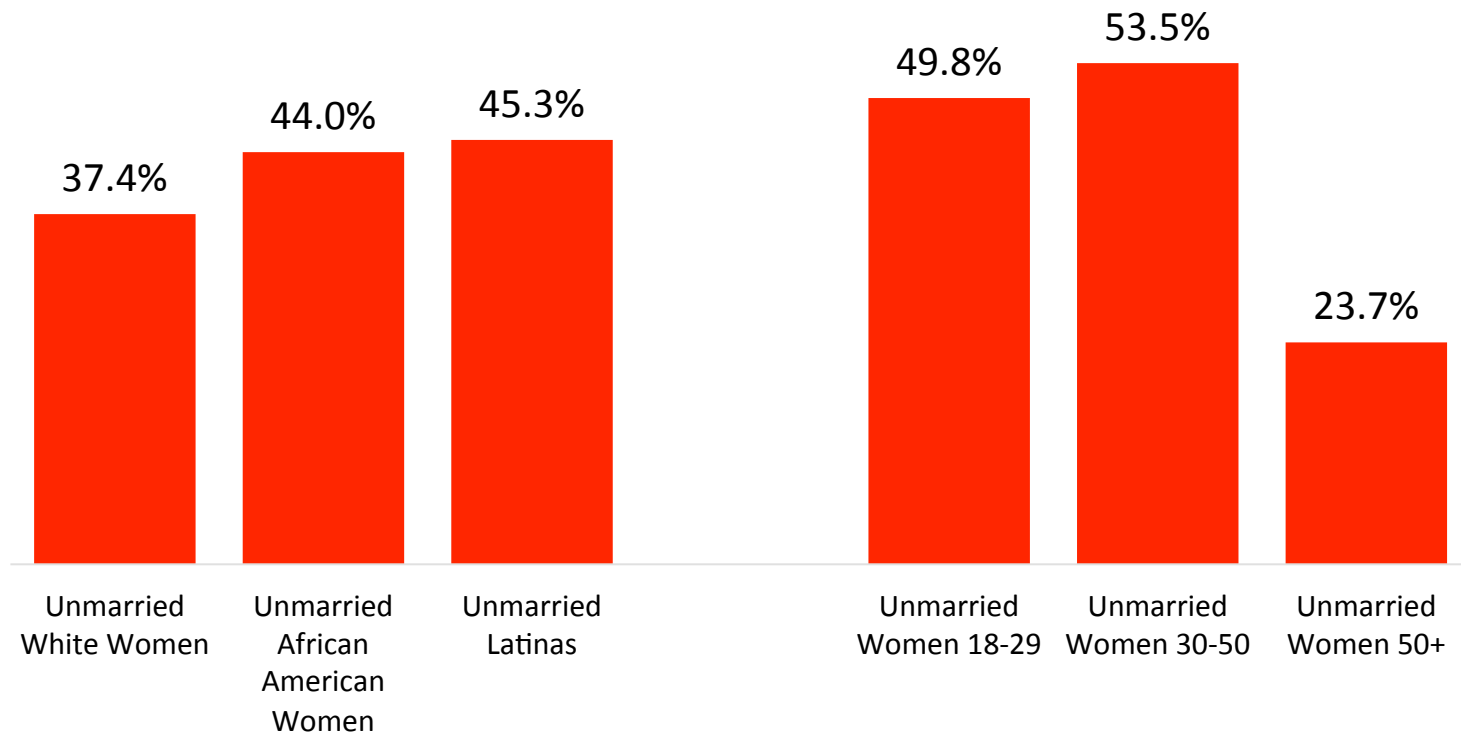
Unmarried men and women were much more mobile than their married counterparts, with almost four-in-ten unmarried women having reported moving in the last four years.

Moved In the Last Four Years (Since 2008)

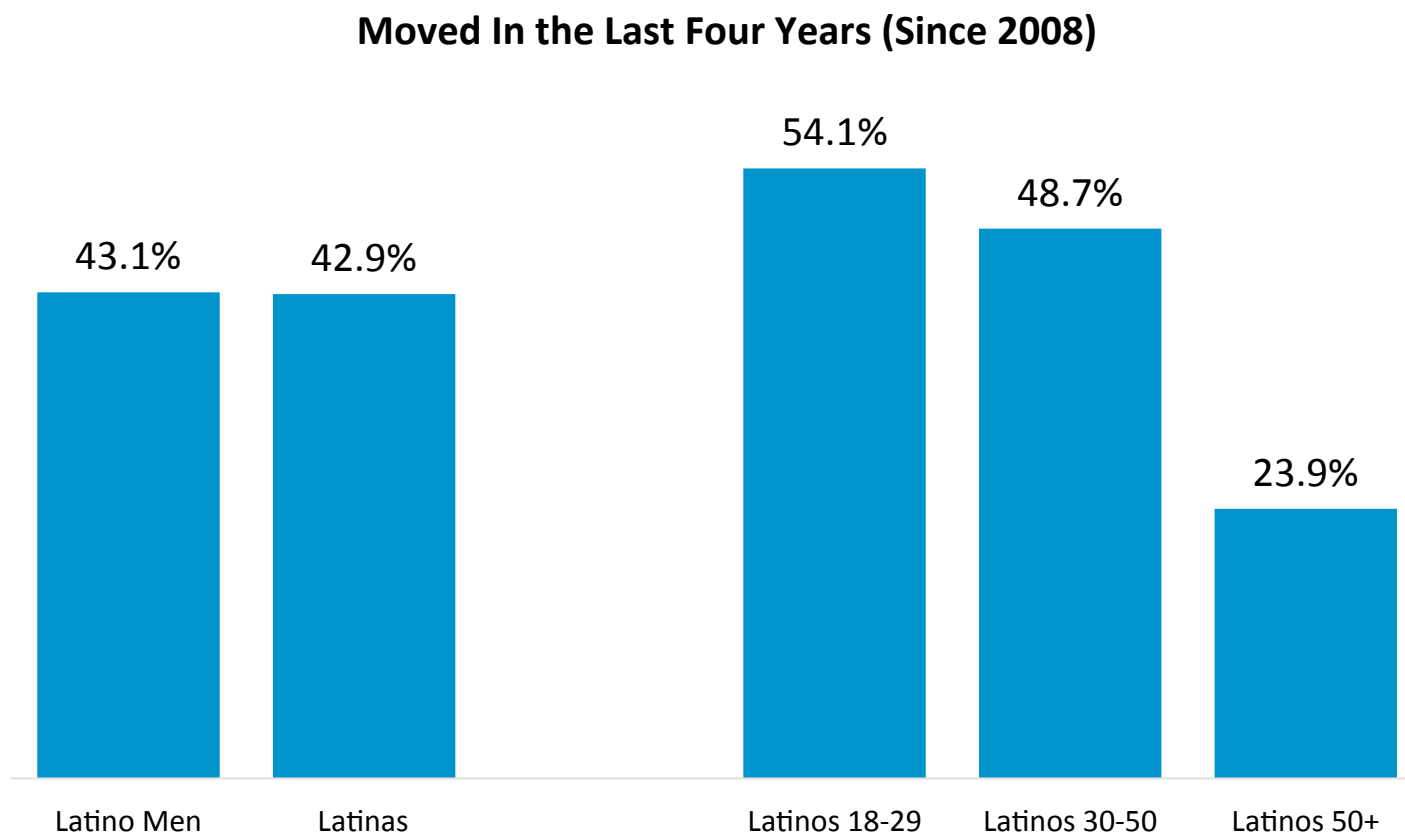


Younger unmarried women tended to be more mobile than their older counterparts and interestingly, unmarried African American women and Latinas were more likely to have moved in the last four years as compared to unmarried white women.

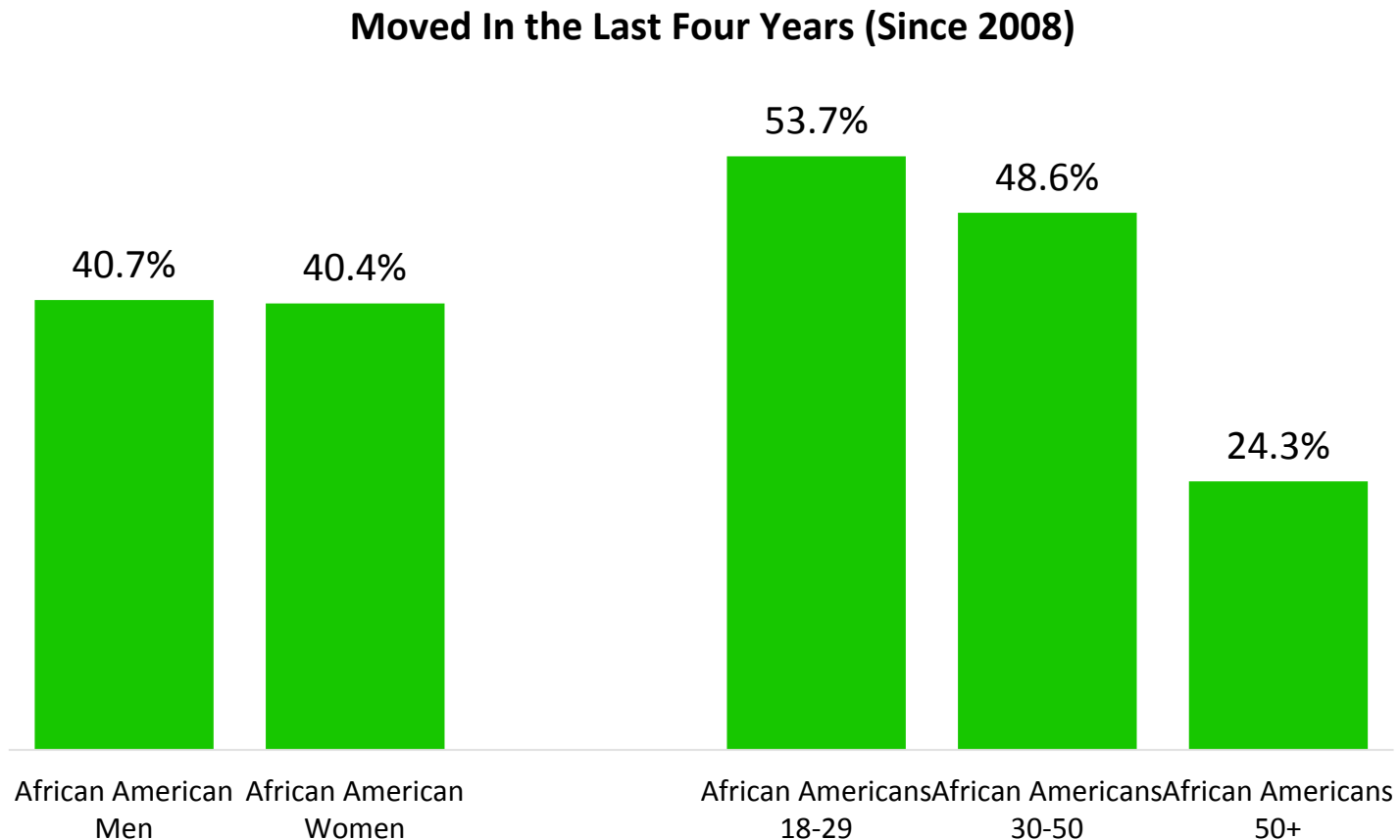
Moved In the Last Four Years (Since 2008)



Over half of Latinos under 30 have moved in the last four years, though Latino men and Latinas have similar mobility rates.



As with Latinos, African American men and women have similar mobility rates while younger African Americans were more likely to have moved in the last four years, compared to those over 50.

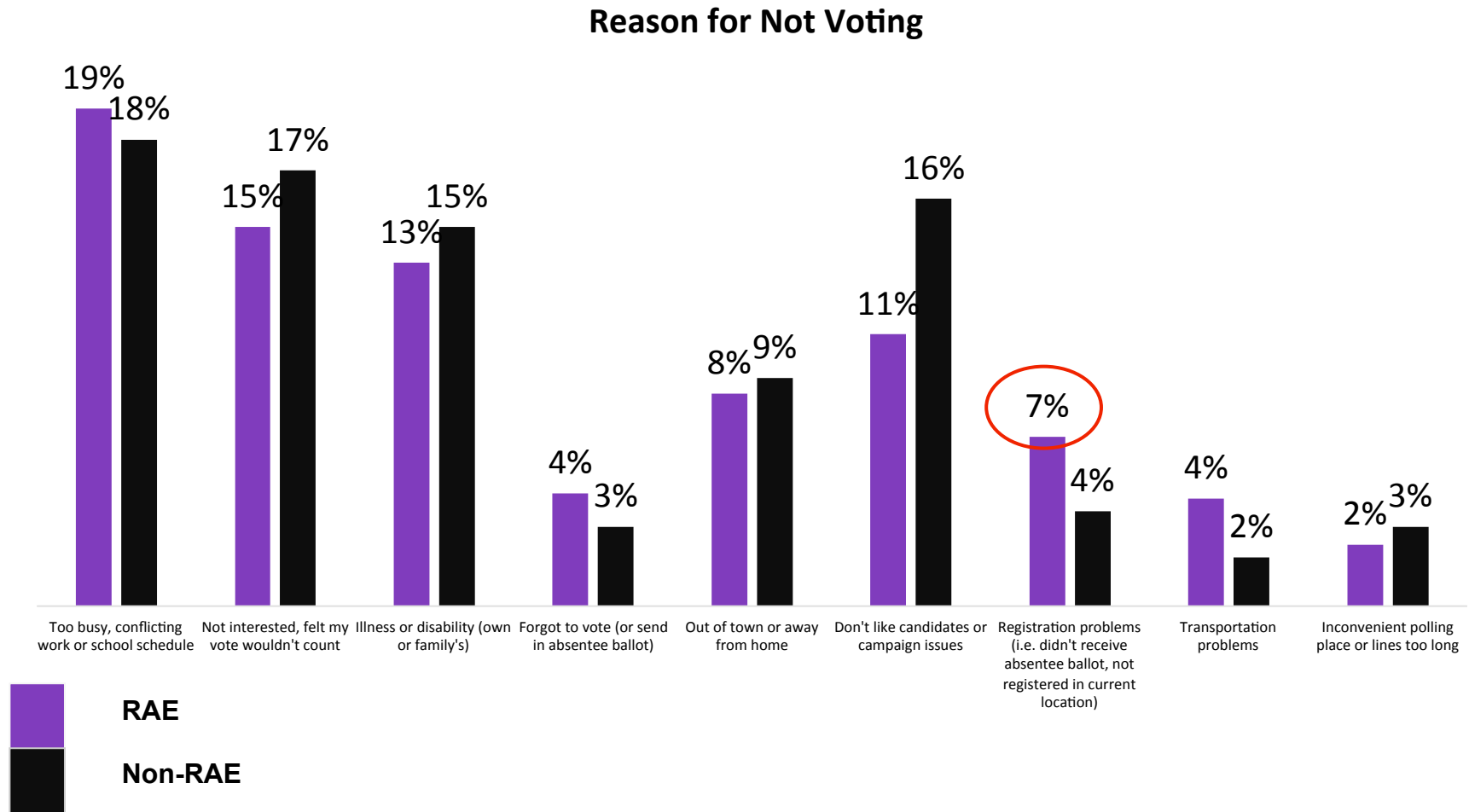


Why Much of the RAE Does Not Vote

For the most part, the RAE and non-RAE cite similar reasons for not voting in 2012. Unmarried women were the most likely to cite illness or disability as their reason for not voting.

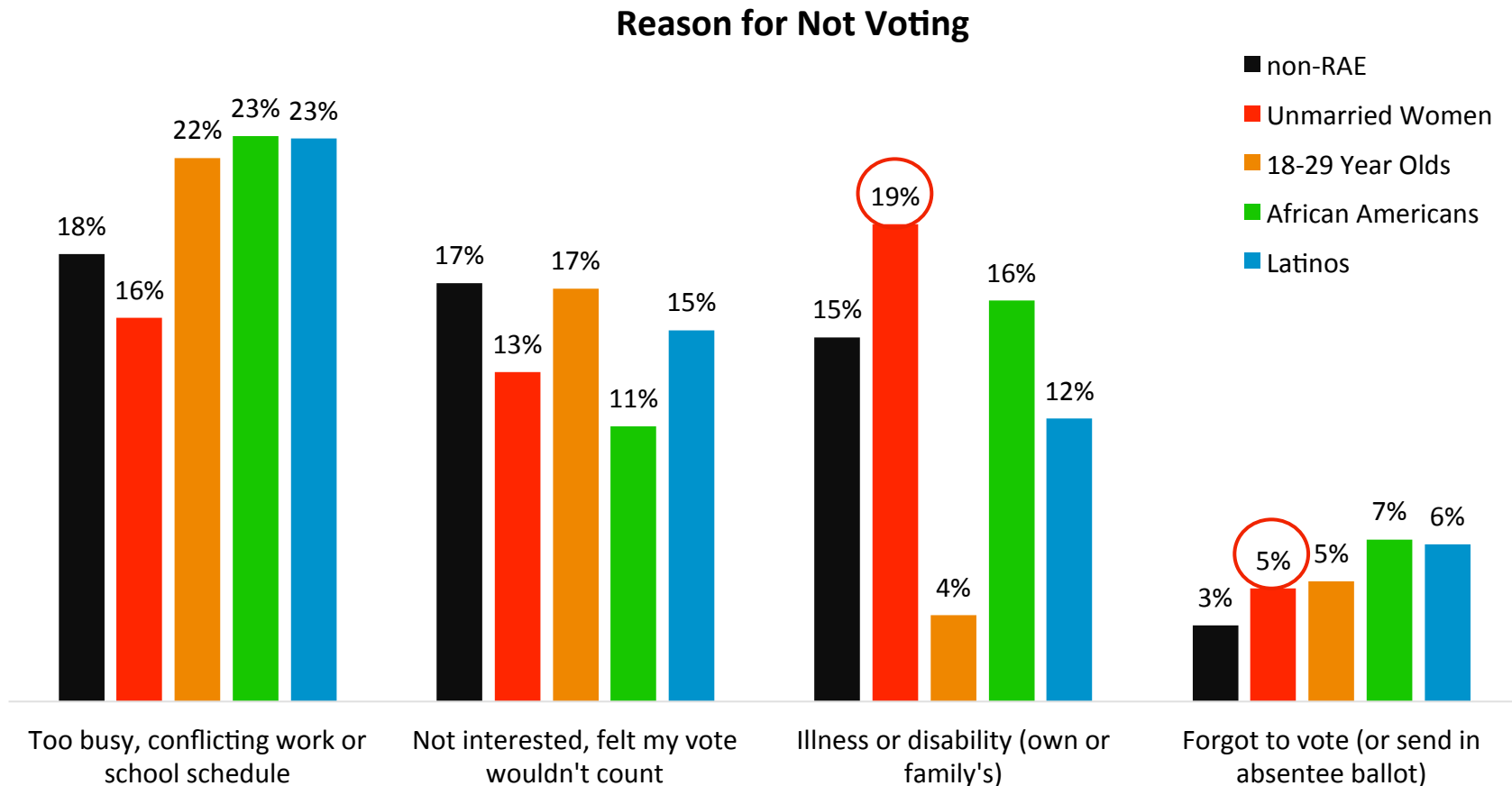


For the most part, the RAE and non-RAE cited similar reasons for not voting in 2012. The RAE were more likely to cite registration issues as a reason for not voting compared to the non-RAE.

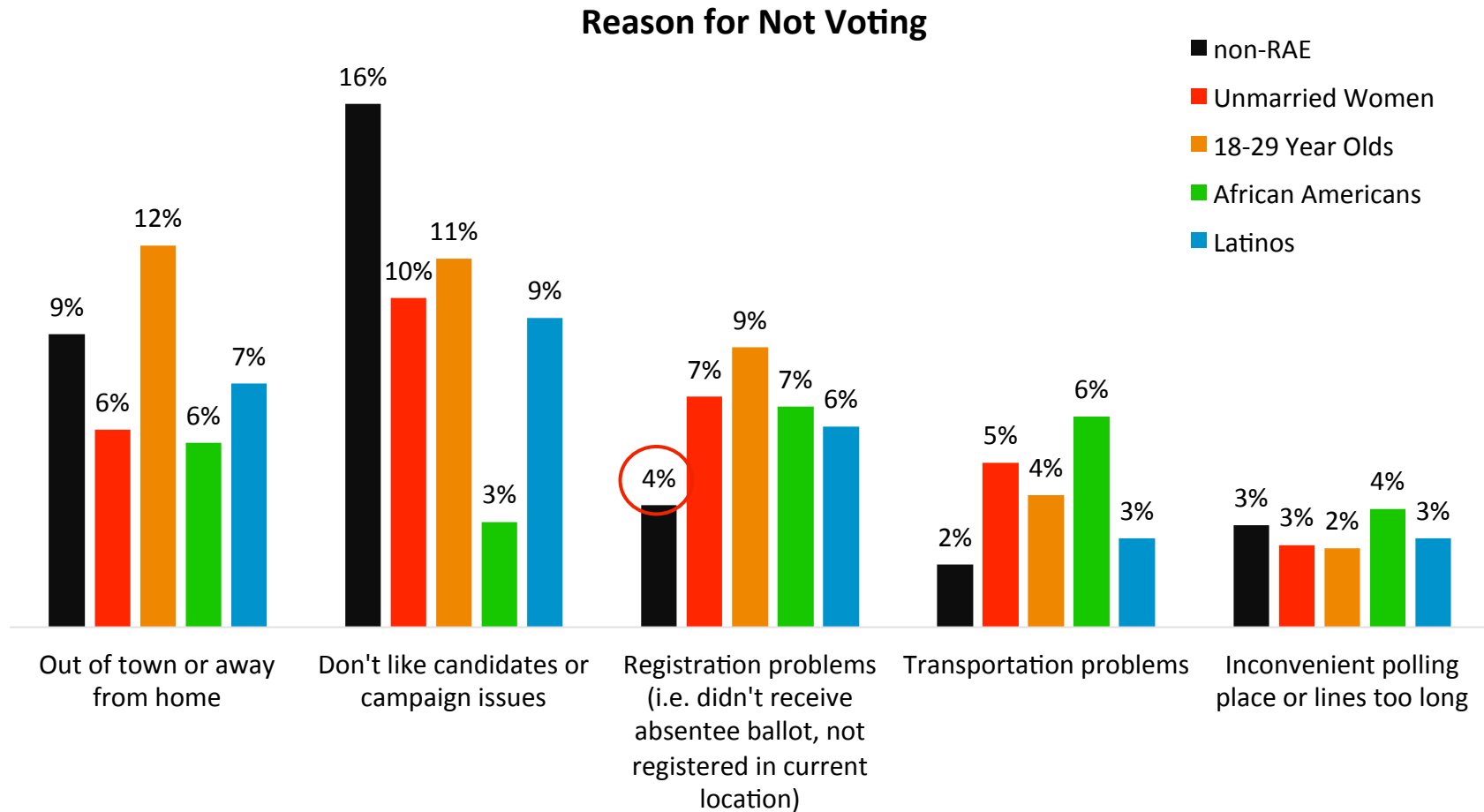


Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

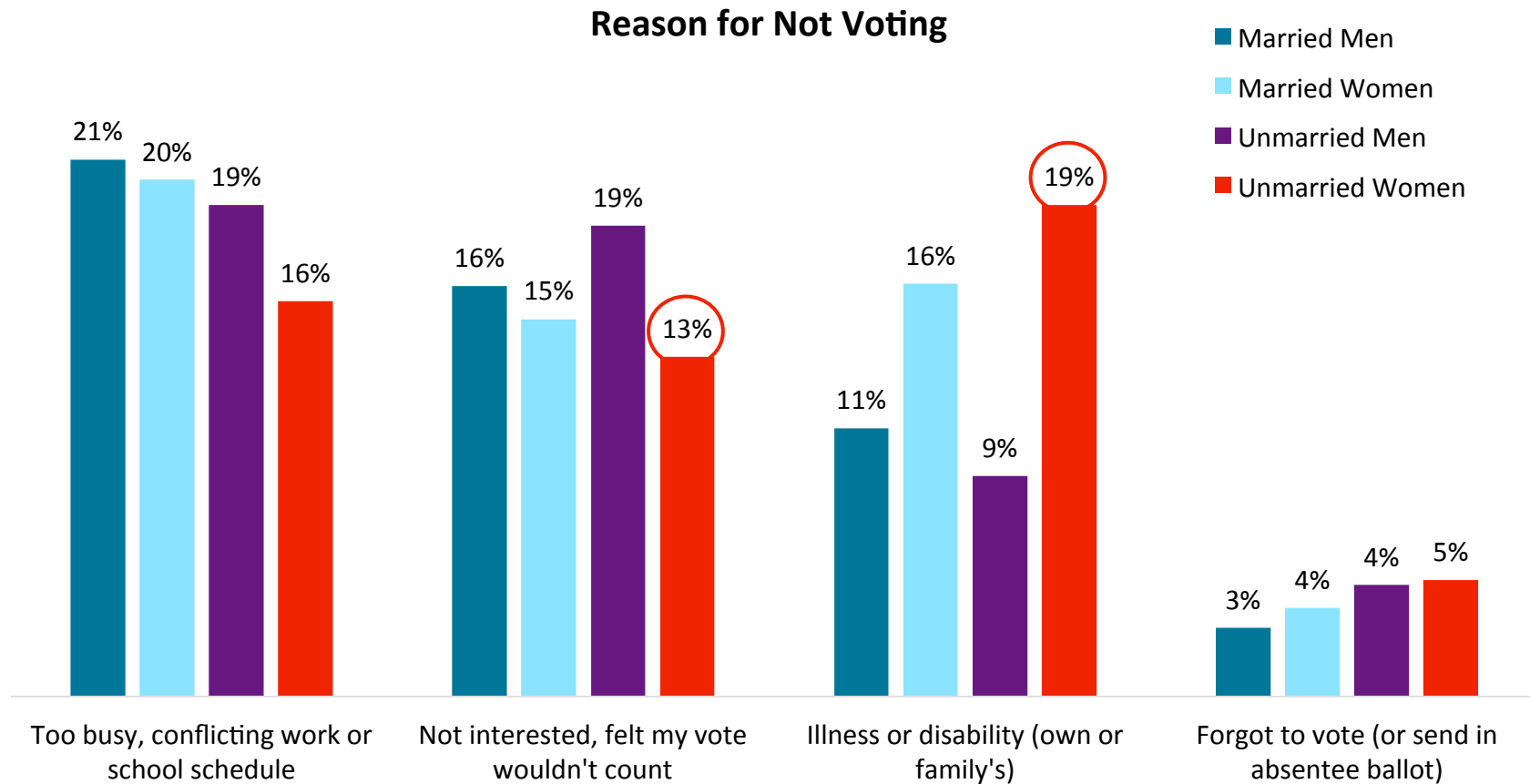
Among the RAE subgroups, unmarried women were the least likely to cite a conflicting schedule as their reason for not voting, but the most likely to cite an illness as their reason.



Those under age 30 were the most likely not to vote because they were away from home, as well as to report registration issues. Registration issues were seen across the RAE subgroups, though they do not impact the non-RAE as much.

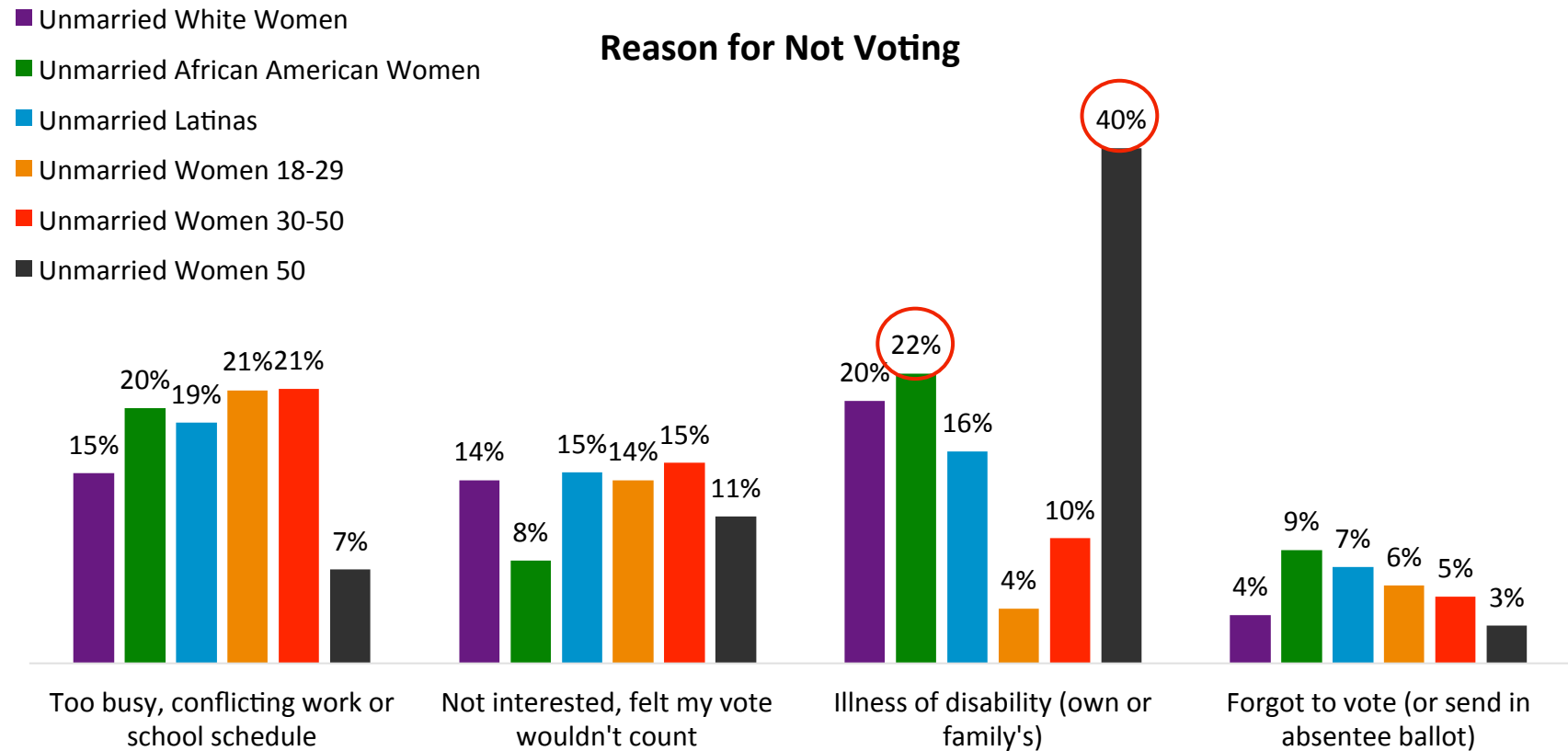


Unmarried women were the most likely to have their voting hampered by illness, but the least likely to feel that their vote does not count. So while they felt empowered to vote, there were obstacles in their way to voting.



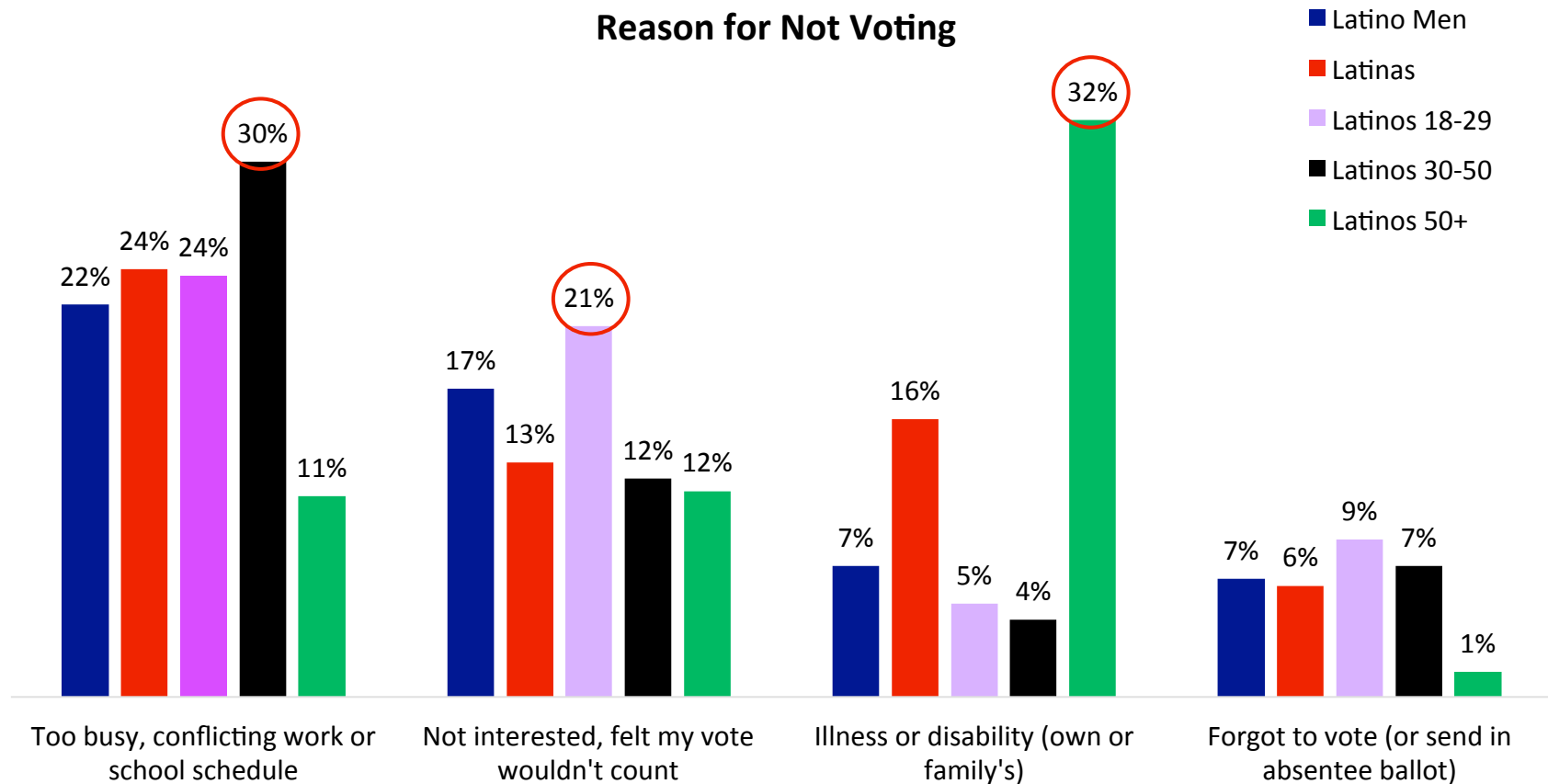
Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

Illness or disability impacted older and African American unmarried women more than other groups, while unmarried, white women were the most likely to forget to vote.

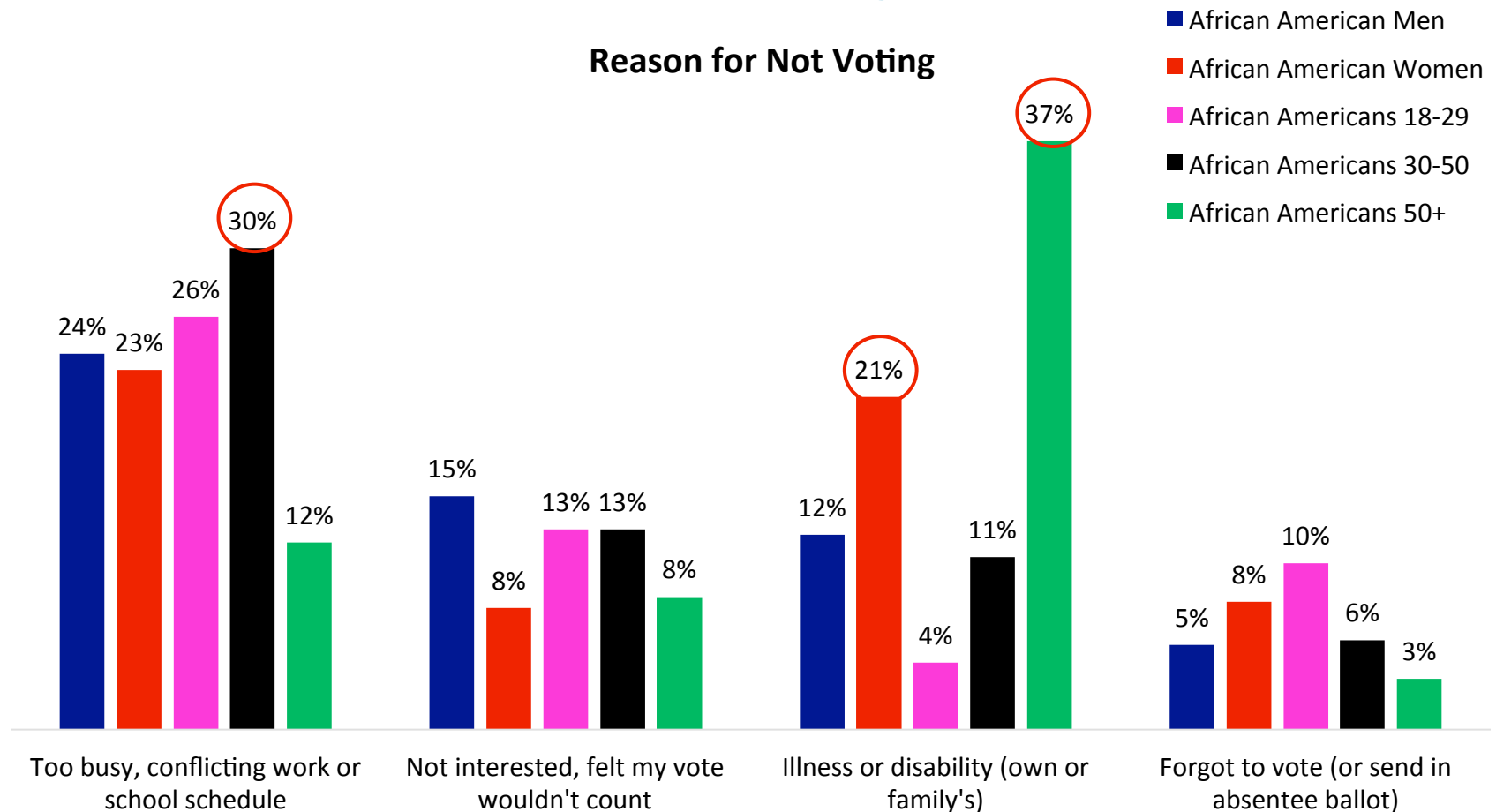


Source: U.S. Census Bureau Current Population Survey November 2012 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

Younger Latinos and Latino men were the most likely to feel that their votes do not count, while those aged 30-50 were the most likely to have conflicting schedules. Older Latinos were much more likely to mention illness.



African American men were the most likely to feel that their vote does not count, while women and older African Americans were the most likely to have their voting impacted by illness. 30-50 year old African Americans mention scheduling issues.



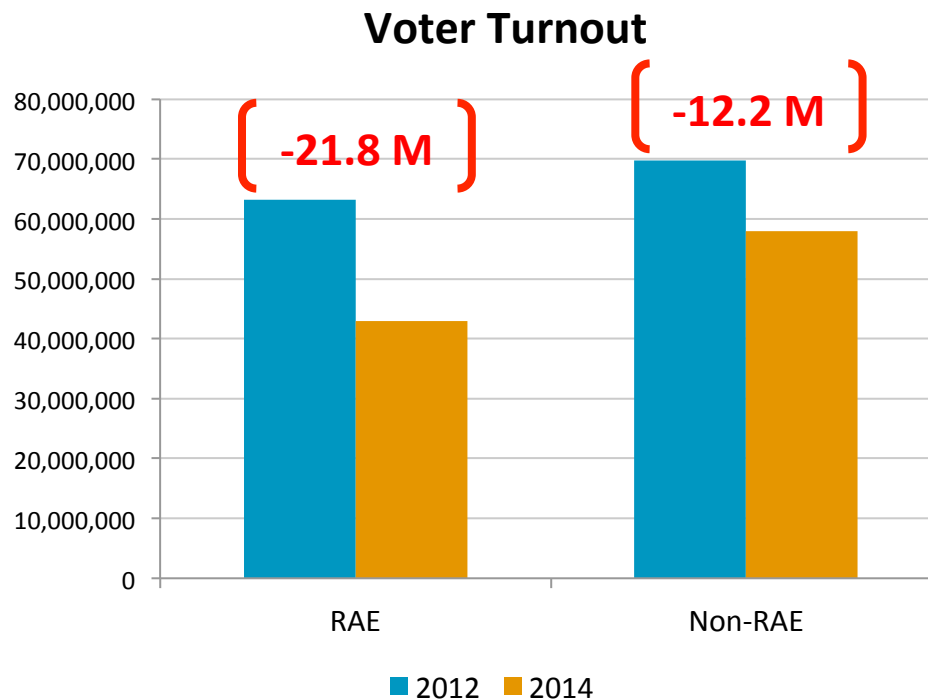
Drop-off

The RAE is disproportionately expected to drop off in the 2014 election.



Of the 34 million voters who are expected to drop off in 2014,
64.1% are members of the Rising American Electorate.

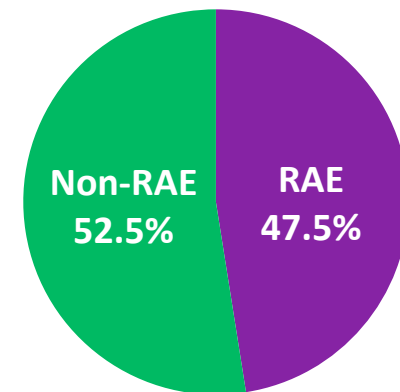
- **RAE Voter drop-off: 34.5%**
 - Est. 21.8 million votes
- **Non-RAE Voter drop-off: 17.5%**
 - Est. 12.2 million votes



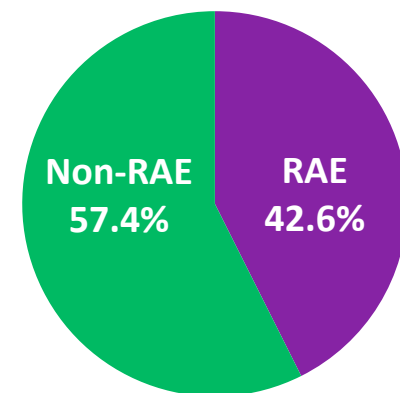
RAE population: 53.5%

Voter Distribution of the Electorate

2012

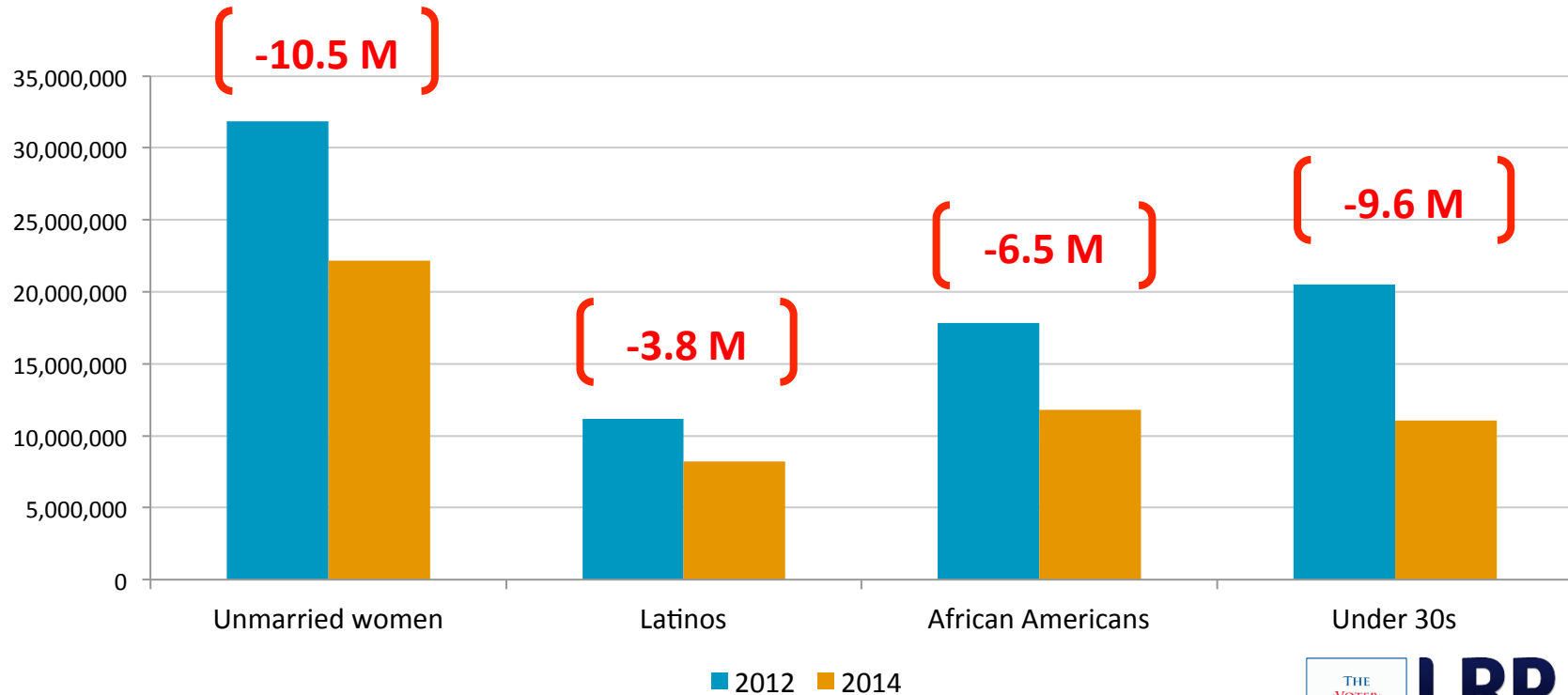


2014



Drop-off among the individual subgroups is predicted to be largest in real numbers for unmarried women and largest in share for 18-29 year olds.

- Unmarried Women Voter drop-off: 32.9%
 - Est. 10.5 million votes
- African American Voter drop-off: 36.2%
 - Est. 6.5 million votes
- Latino Voter drop-off: 34.1%
 - Est. 3.8 million votes
- Under 30 Voter drop-off: 46.8%
 - Est. 9.6 million votes

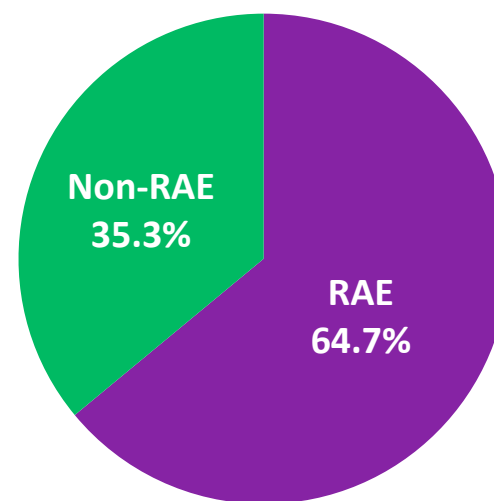


Of the 3.2 million voters expected to drop off in the battleground toss up states, 64.7% are members of the Rising American Electorate.

Toss up states are: AK, AR, IA, LA, MT, NC, SD, and WV

- RAE Voter drop-off: Est. 2.1 million votes
- Non-RAE Voter drop-off: Est. 1.1 million votes
- Total drop-off: Est. 3.2 million votes

Distribution of Drop-Off Voters



States selected according to the Rothenberg Political Report Senate Ratings

<http://rothenbergpoliticalreport.com/ratings/spectrum/2014-senate-ratings-august-9-2013/senate>

List of states calculated is up-to-date based on Rothenberg's list as of August 9, 2013

States selected if categorized "pure toss up", "toss-up/tile Democrat/Republican", or "lean Democrat/Republican"

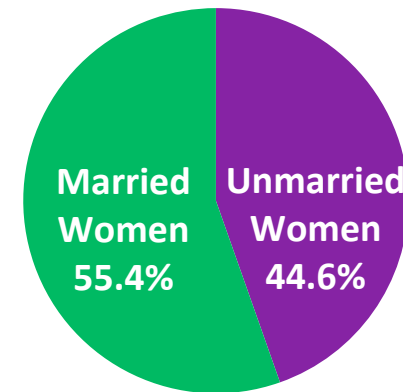
Of the 19 million women voters expected to drop off nationally,
55.4% are unmarried.

- **Unmarried Women drop-off: 32.9%**
 - Est. 10.5 million votes
- **Married Women drop-off: 21.4%**
 - Est. 8.5 million votes

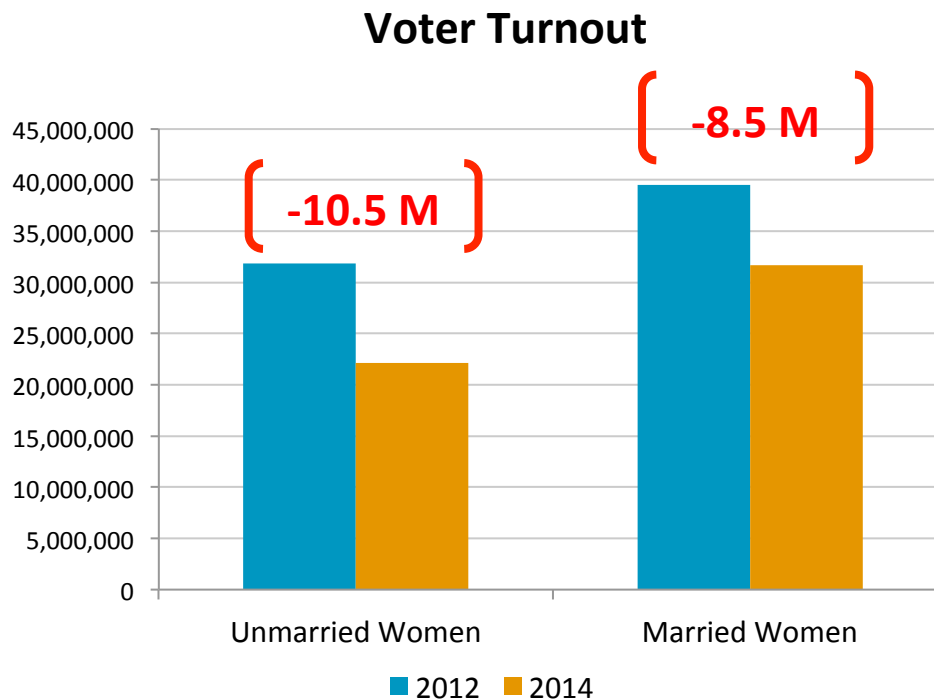
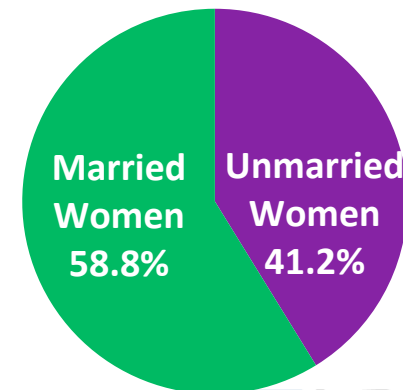
Unmarried Women population: 26%

Voter Distribution of the Electorate

2012



2014

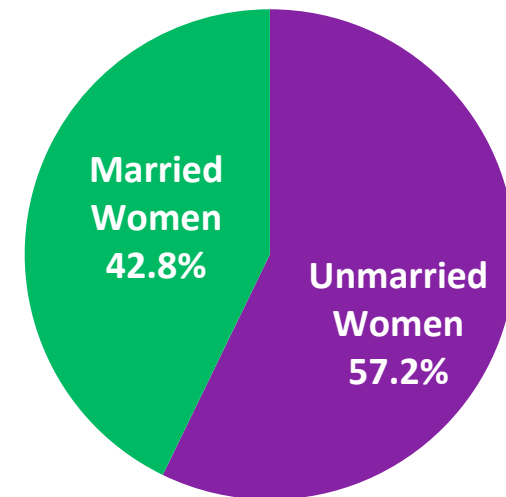


Of the 1.8 million women voters expected to drop off in these toss up states, 57.2% of women drop-off voters in toss-up states are unmarried.

Toss up states are: AK, AR, IA, LA, MT, NC, SD, and WV

- Unmarried Women drop-off: Est. 1.0 million votes
- Married Women drop-off: Est. 780,000 votes
- Total drop-off: Est. 1.8 million votes

Distribution of Drop-Off Voters



States selected according to the Rothenberg Political Report Senate Ratings

<http://rothenbergpoliticalreport.com/ratings/spectrum/2014-senate-ratings-august-9-2013/senate>

List of states calculated is up-to-date based on Rothenberg's list as of August 9, 2013

States selected if categorized "pure toss up", "toss-up/tile Democrat/Republican", or "lean Democrat/Republican"

Unmarried Women: The Economy and Reaching Them

Unmarried women are having a hard time in this economy.



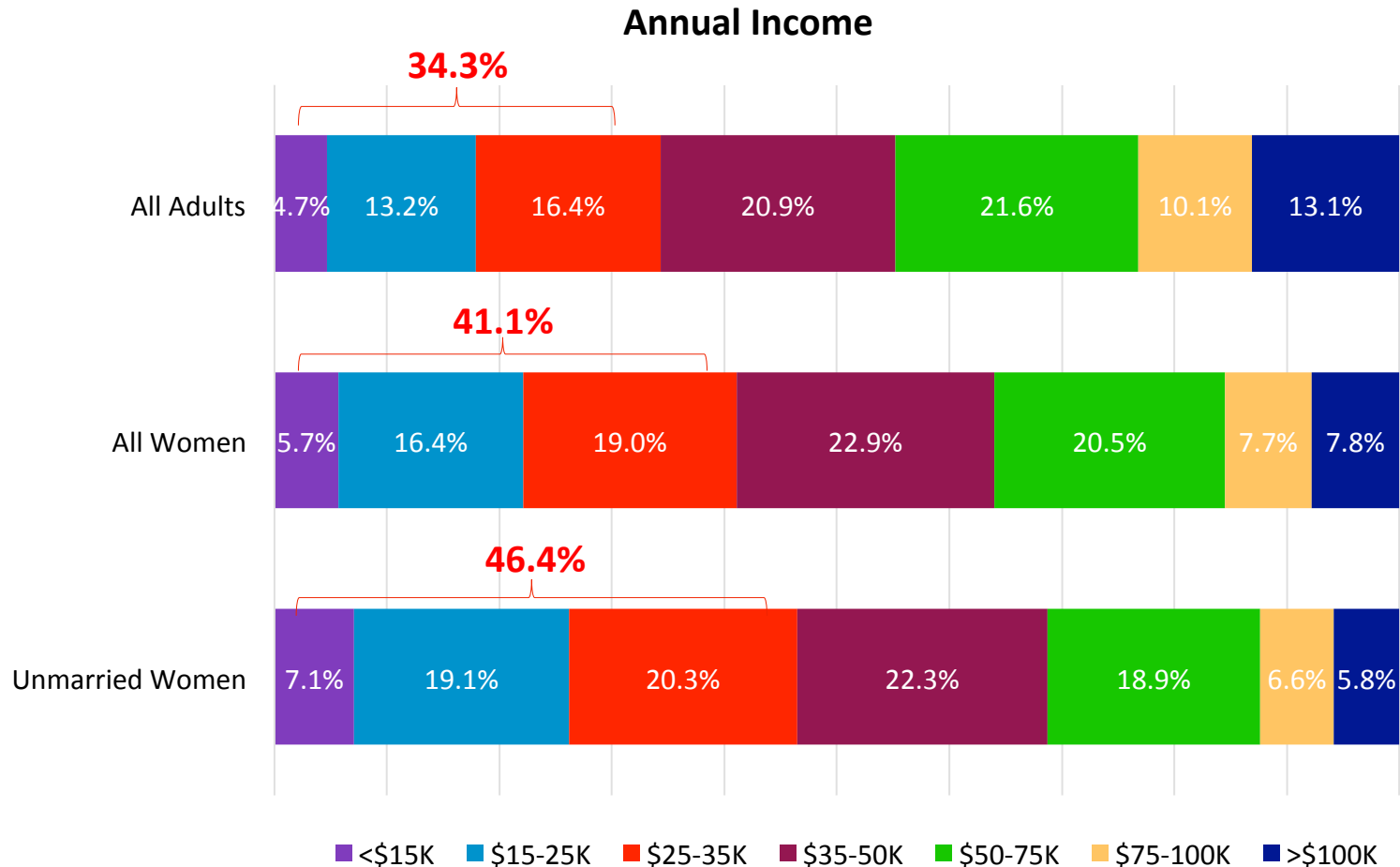
Unmarried women make up almost half of workers earning both minimum wage and below minimum wage. While all women are half of those earning an hourly rate, they make up 59.4% and 64.9% of those earning minimum wage or below, respectively.

Group	Working Hourly		At Minimum Wage		Below Minimum Wage	
	Number in Thousands	Share of Hourly Workers	Number in Thousands	Share of MW Workers	Number in Thousands	Share of Below MW Workers
Men	37,544	49.4%	622	40.6%	621	35.1%
All Women	38,404	50.6%	910	59.4%	1,148	64.9%
Unmarried Women	21,439	28.2%	705	46.0%	901	51.0%

Note: this data is among all adults (16+), not just VEP.

Source: Bureau of Labor Statistics 2013 <http://www.bls.gov/cps/minwage2013.pdf>

Average income for unmarried women is just \$45K, compared to \$61K among all adults and \$50K among all women. They are disproportionately at the lower end of income brackets.

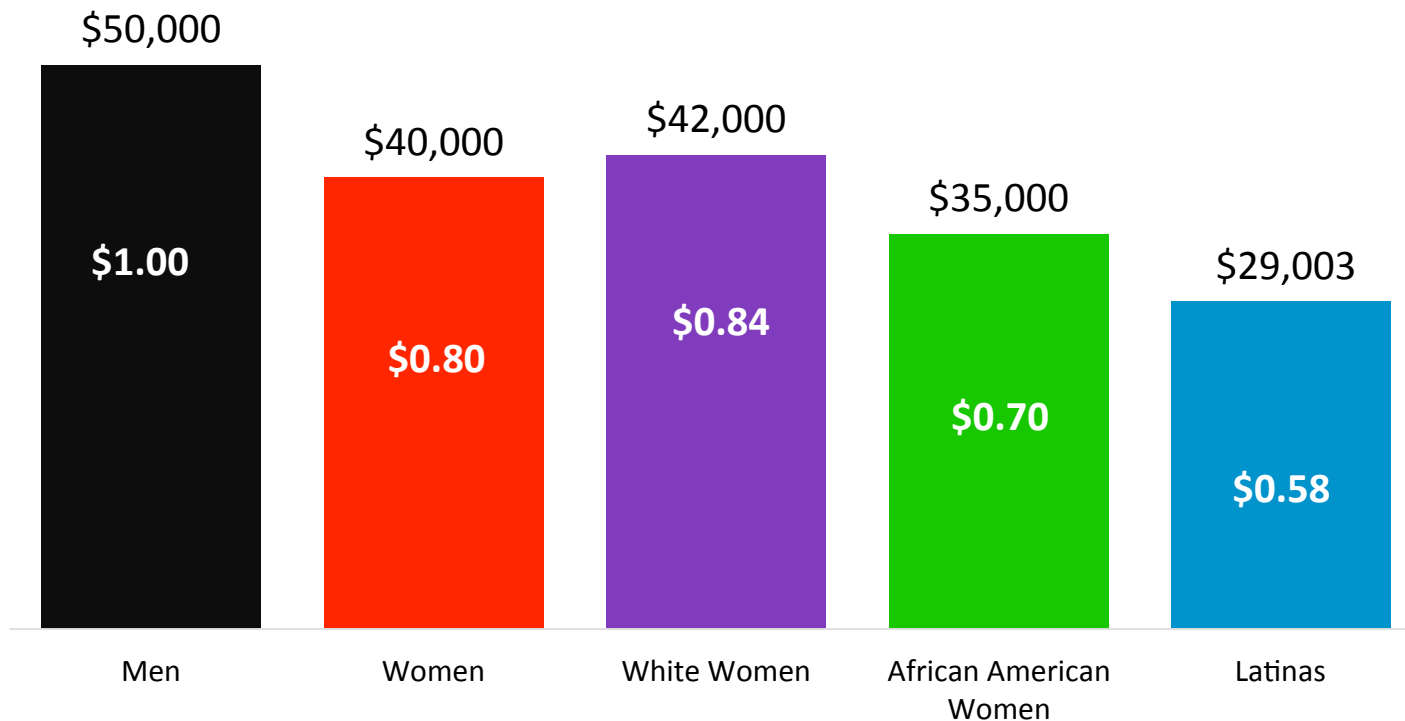


Note: this data is among all adults (18+), not just VEP

Source: U.S. Census Bureau Current Population Survey March 2013 <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, while African American women and Latinas make less.

Personal Earnings Among Full Time Workers

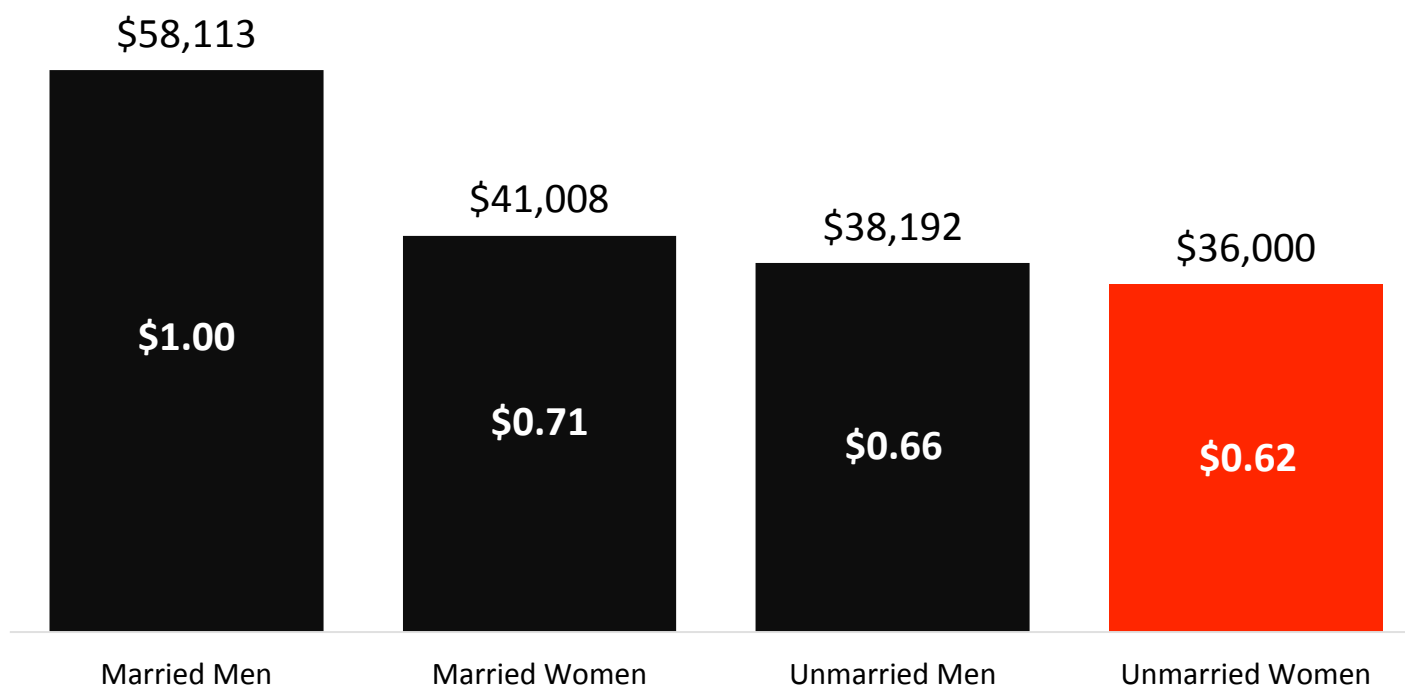


Note: this data is among all adults (18+), not just VEP

Source: U.S. Census Bureau Current Population Survey March 2013 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

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

Personal Earnings Among Full Time Workers By Marital Status

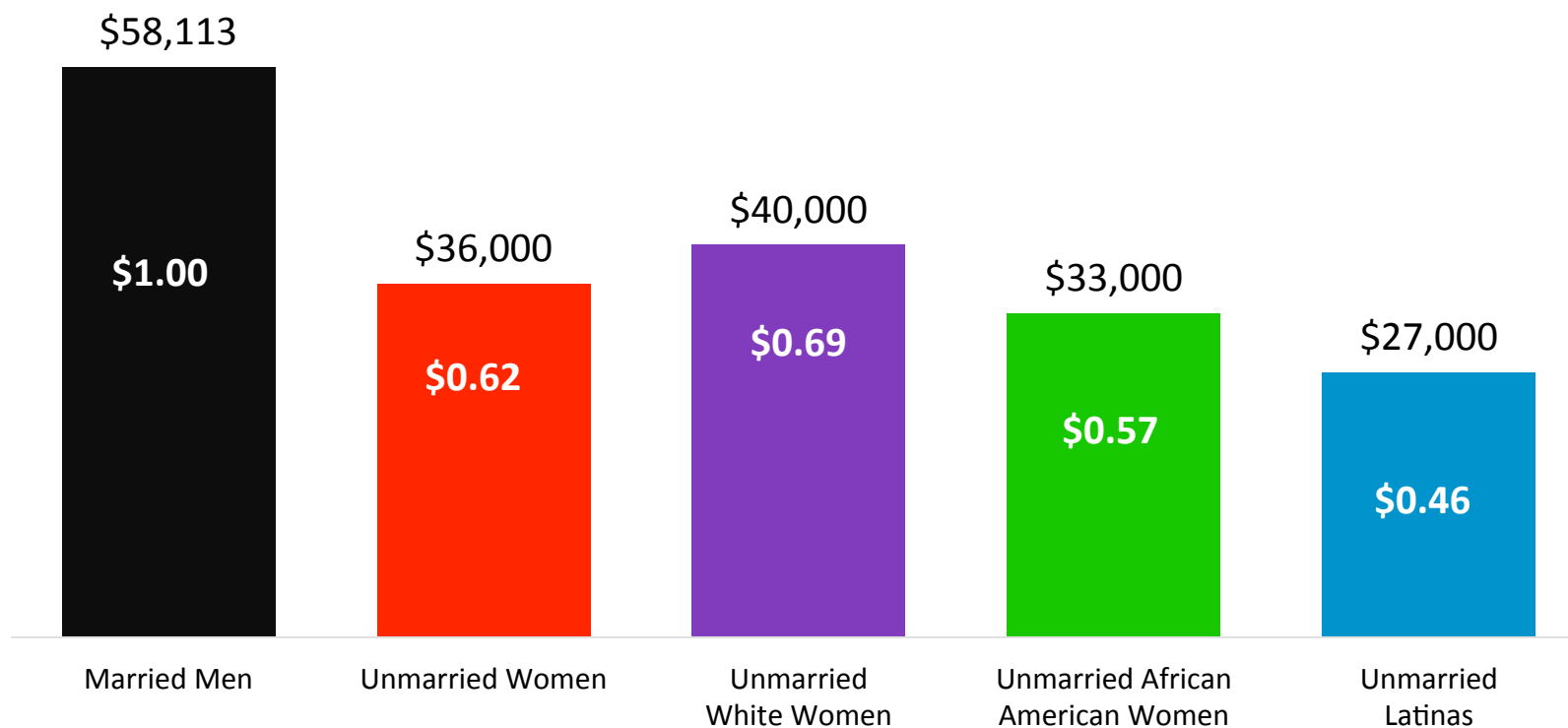


Note: this data is among all adults (18+), not just VEP

Source: U.S. Census Bureau Current Population Survey March 2013 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

Unmarried Latinas make less than half (46%) of what a married man earns.

Personal Earnings Among Full Time Workers By Marital Status And Race

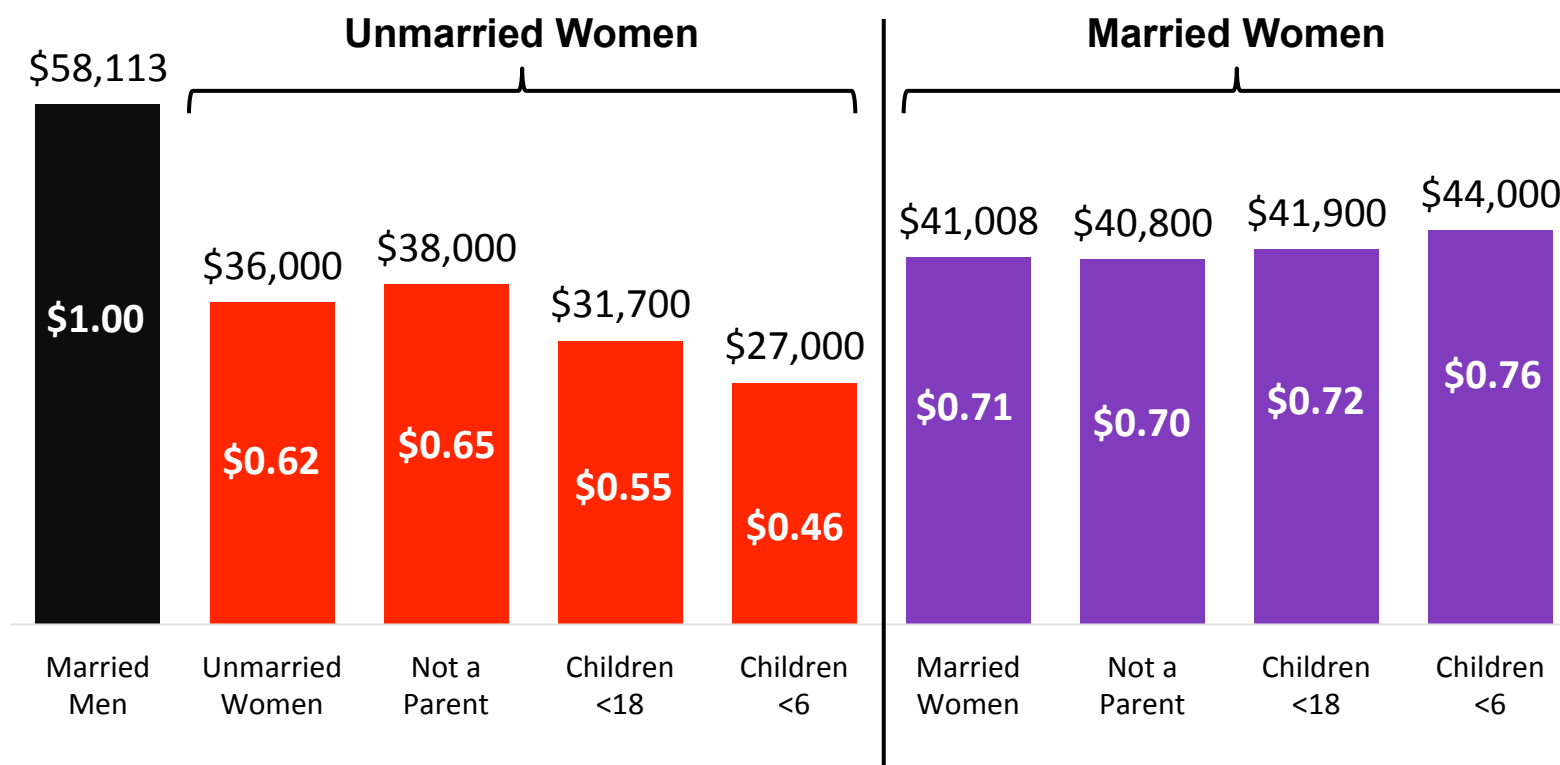


Note: this data is among all adults (18+), not just VEP

Source: U.S. Census Bureau Current Population Survey March 2013 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

The median income for an unmarried woman with a child under age 6 is \$17,000 less than her married counterpart.

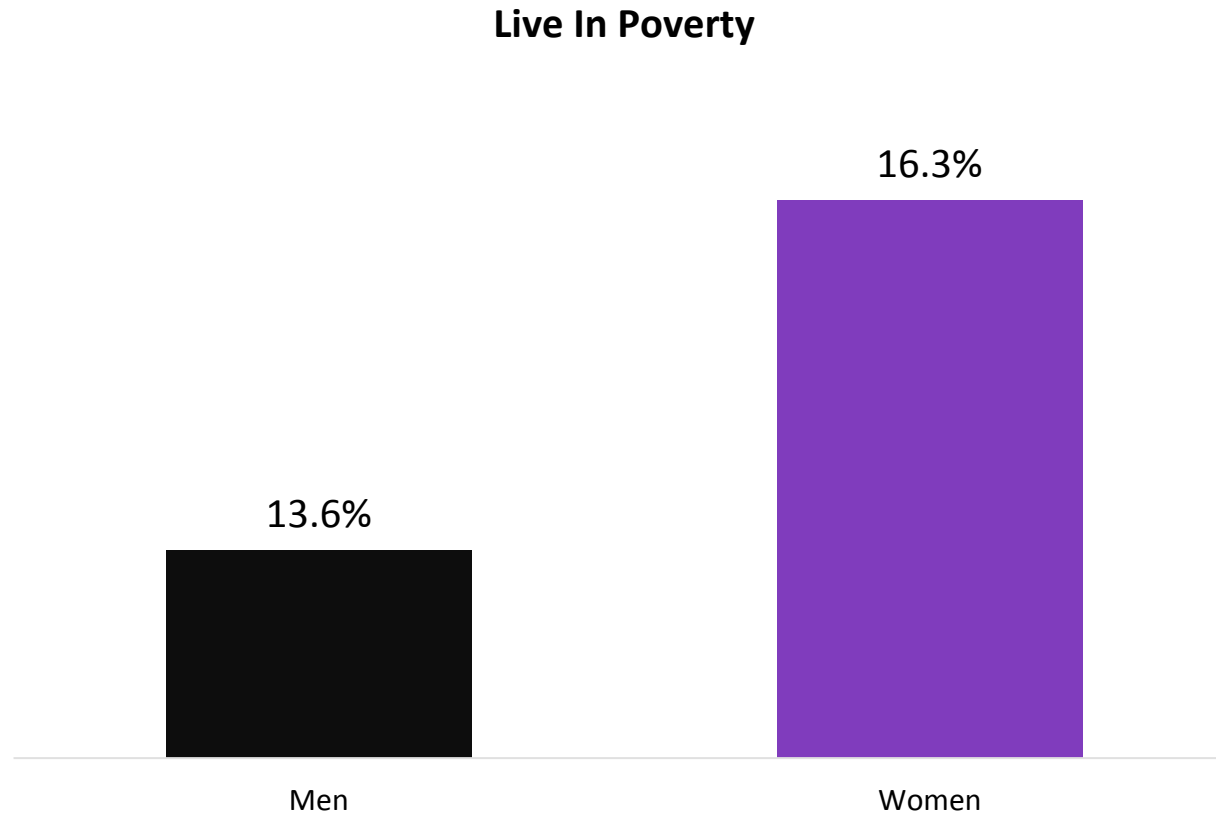
Personal Earnings Among Full Time Workers By Parental Status



Note: this data is among all adults (18+), not just VEP

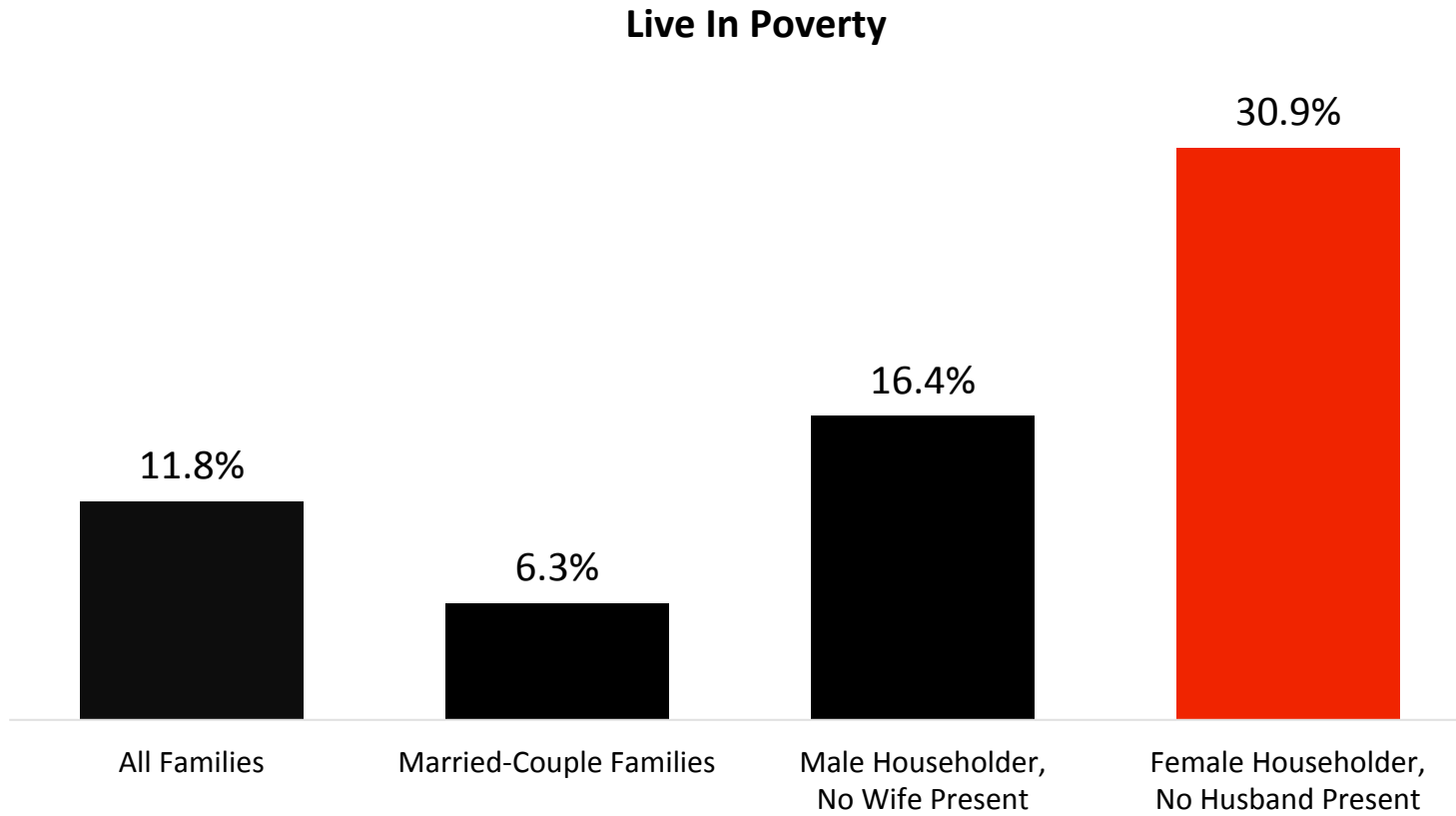
Source: U.S. Census Bureau Current Population Survey March 2013 <http://thedataweb.rm.census.gov/ftp/cps ftp.html>

16.3% of all women live in poverty compared to 13.6% of men.

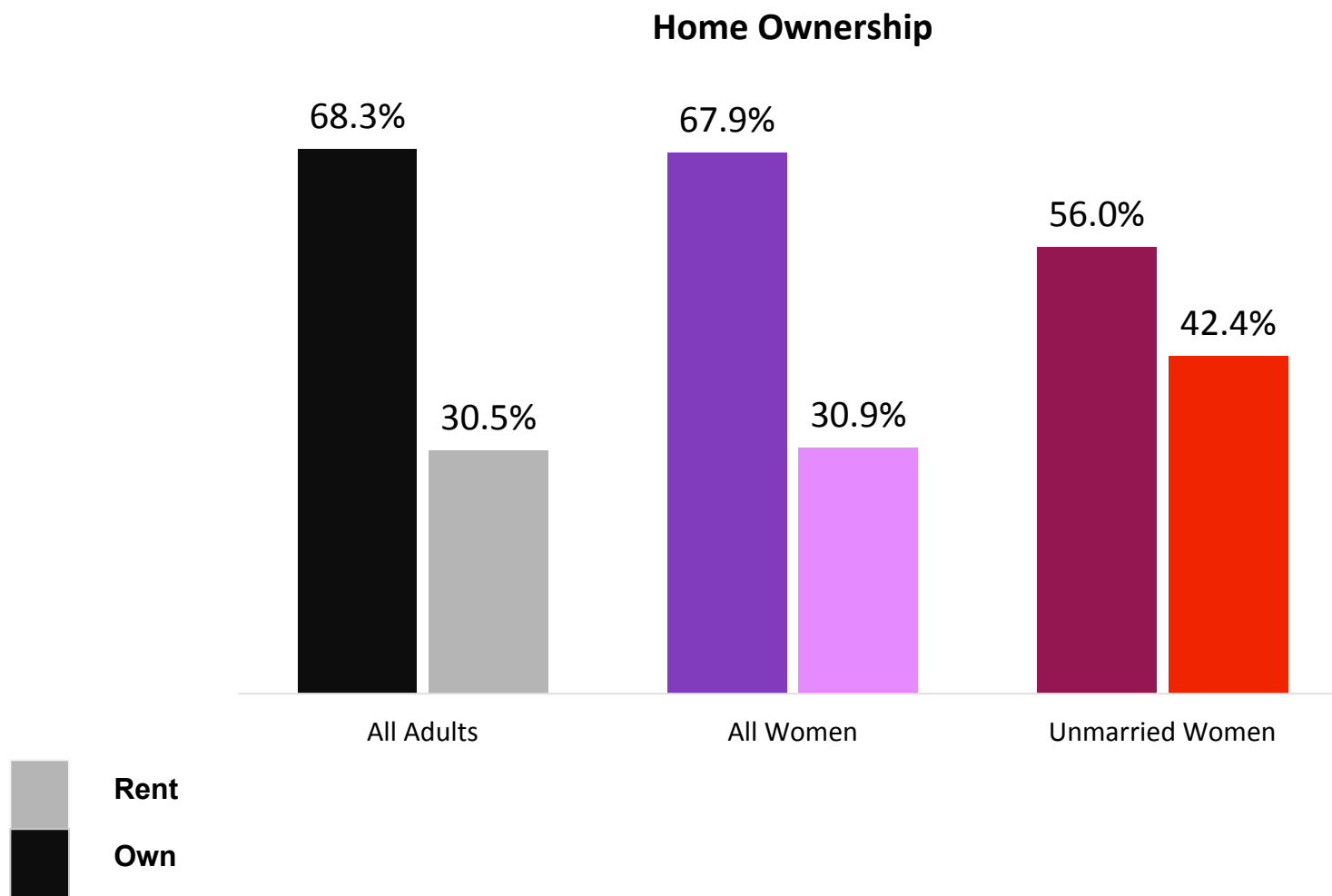


Source: U.S. Census Bureau <https://www.census.gov/prod/2013pubs/p60-245.pdf>

Almost a third of women-led households, where there is no husband present, live in poverty. This is almost 25 percentage points (24.6) higher than households with married couples.

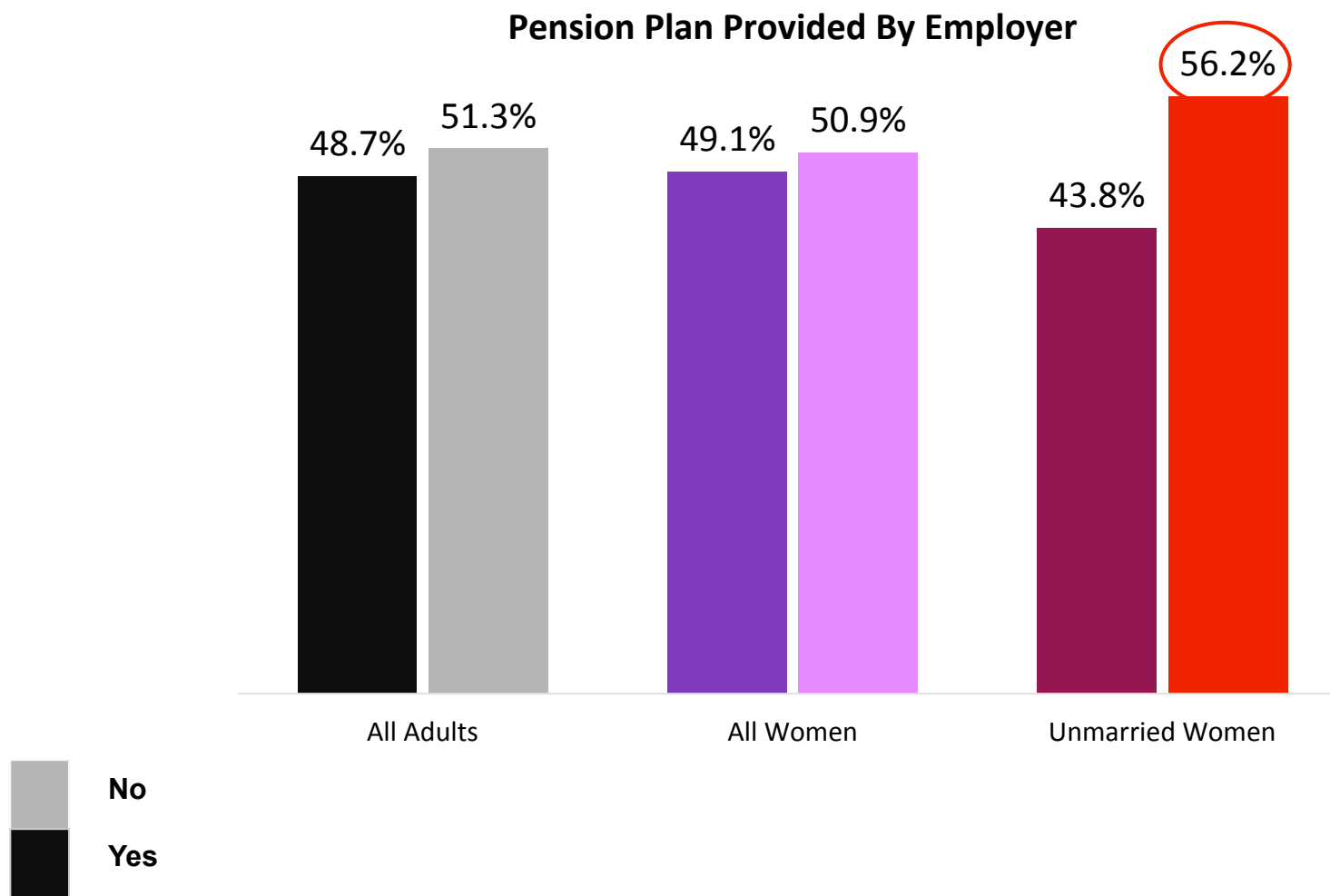


Unmarried women are also much less likely to own their home and 42.4% of them are renters.



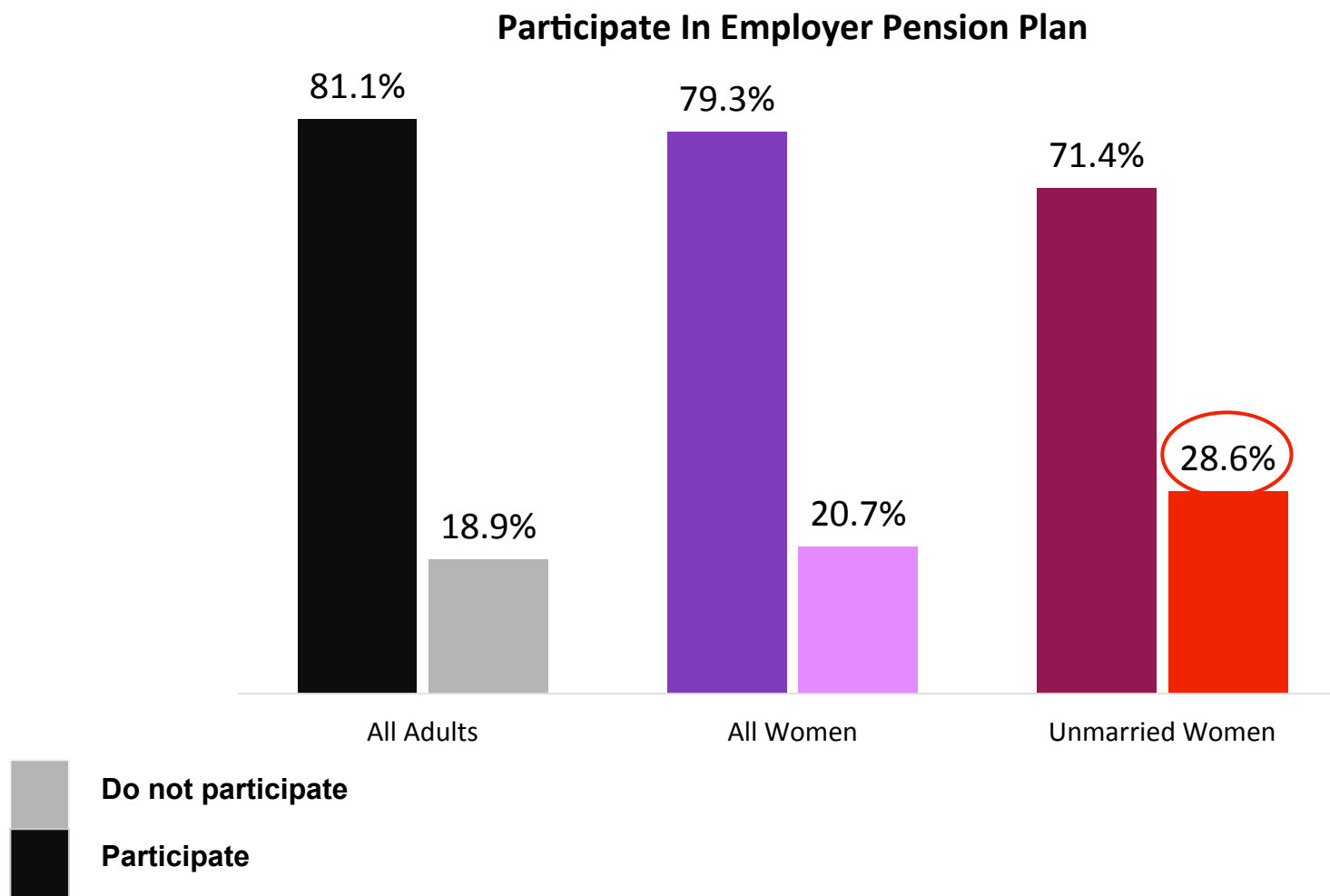
Note: this data is among all adults (18+), not just VEP.
Source: CPS March 2013

Almost six-in-ten unmarried women do not have a pension plan offered by their employer.



Note: this data is among all adults (15+), not just VEP.
Source: CPS March 2013

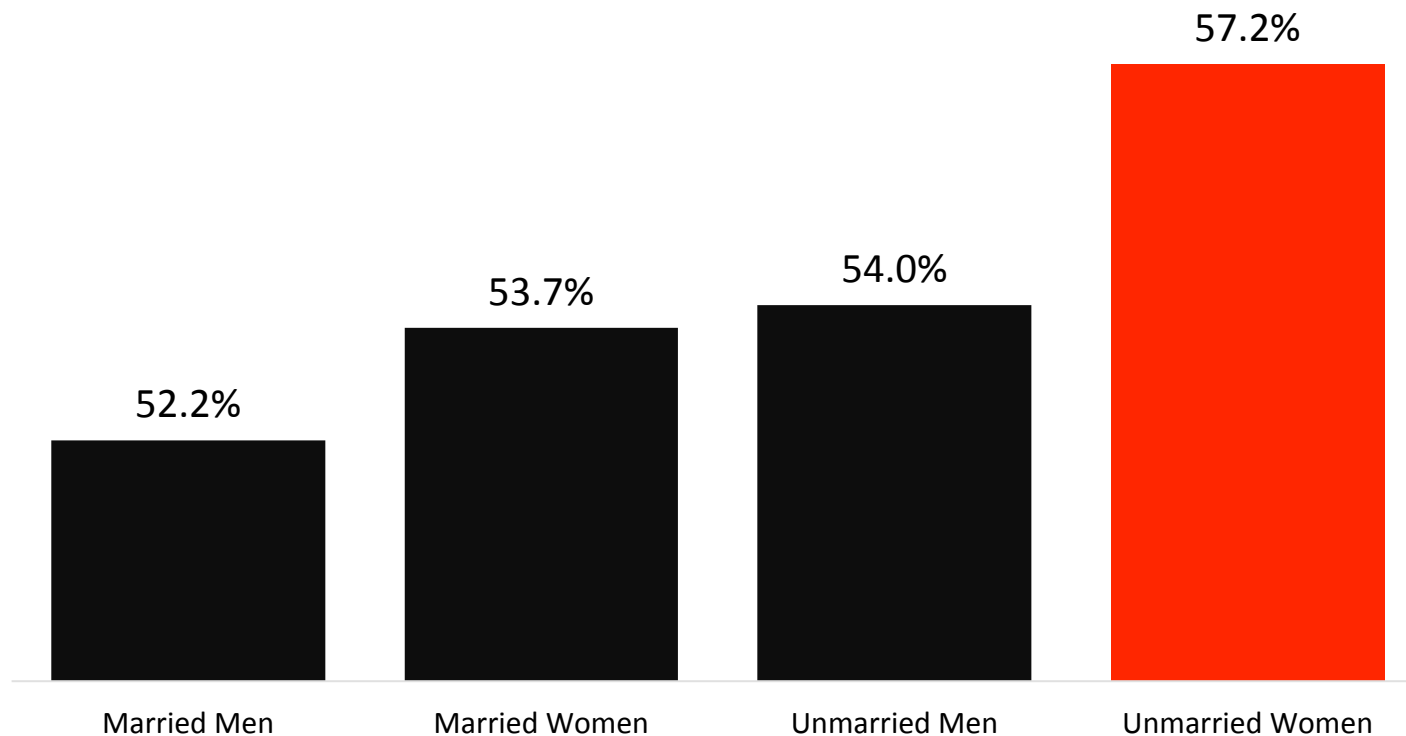
Of those whose employers do offer a pension plan, a quarter of those unmarried women do not participate in it.



Note: this data is among all adults (15+), not just VEP.
Source: CPS March 2013

Unmarried women are the most likely to say that they do not feel good about the amount of money they have to spend.

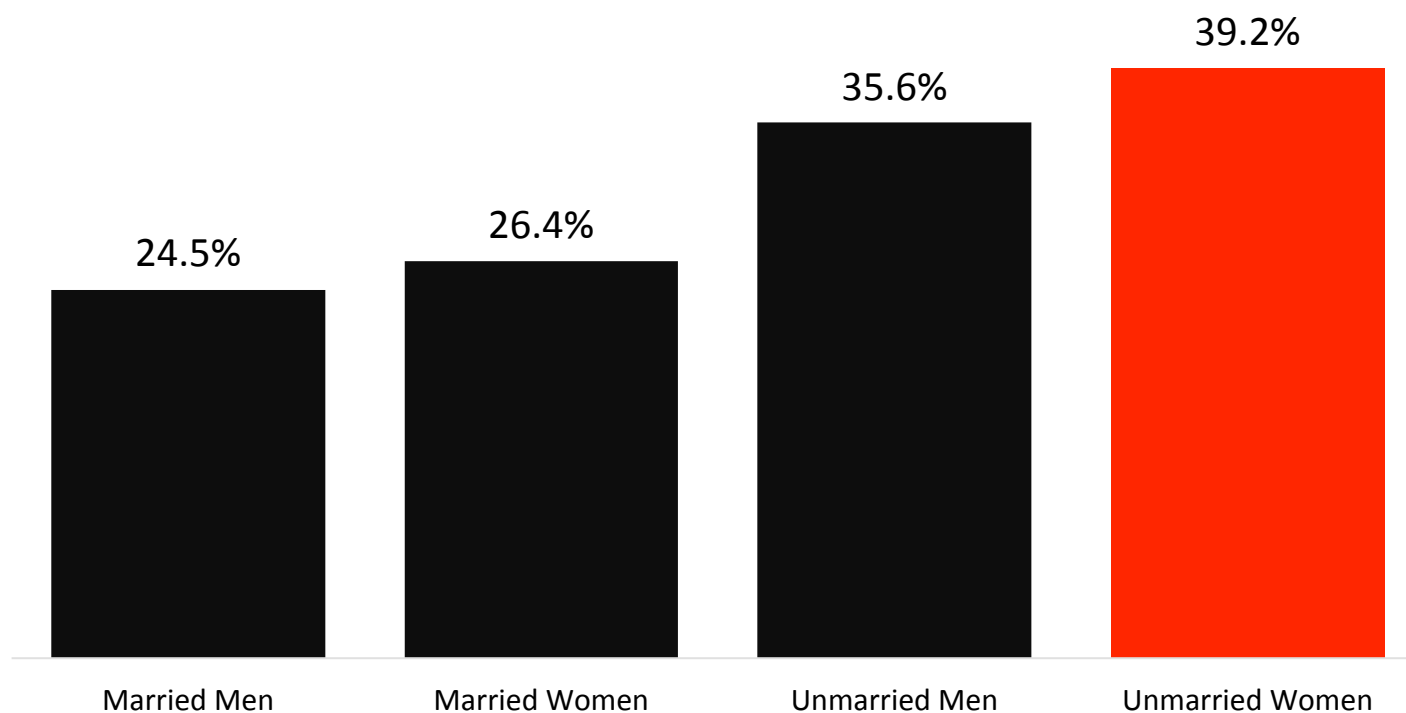
Do Not Feel Good About The Amount Of Money They Have To Spend



Source: Gallup poll: telephone interviews Jan. 2-Dec. 29, 2013, on the Gallup Daily tracking survey, with a random sample of 178,527 adults, aged 18 and older, living in all 50 U.S. states & the District of Columbia. M.O.E. +/- 1.0%

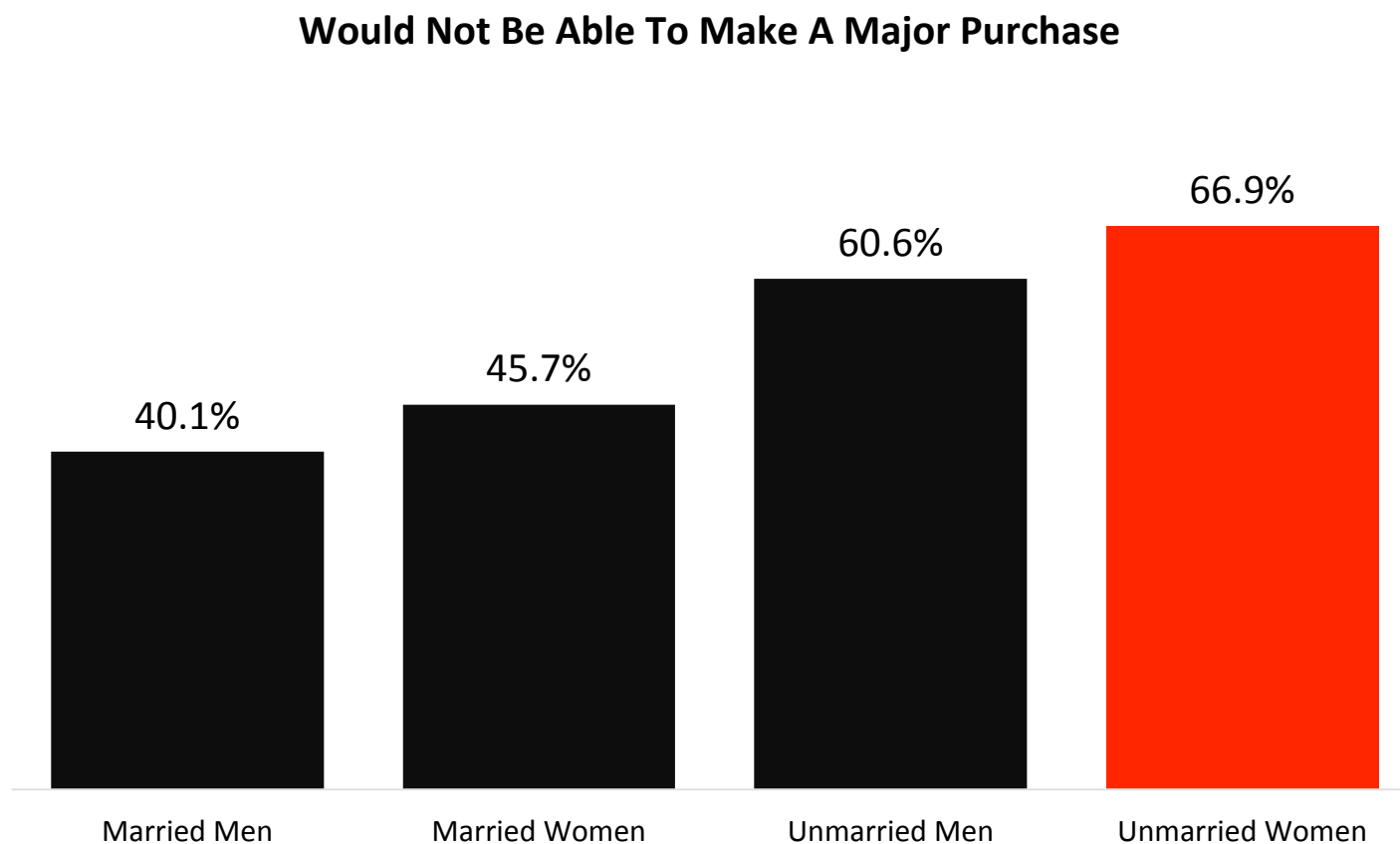
Almost four-in-ten unmarried women say they do not have enough money to buy the things they need.

Do Not Have Enough Money To Buy The Things They Need



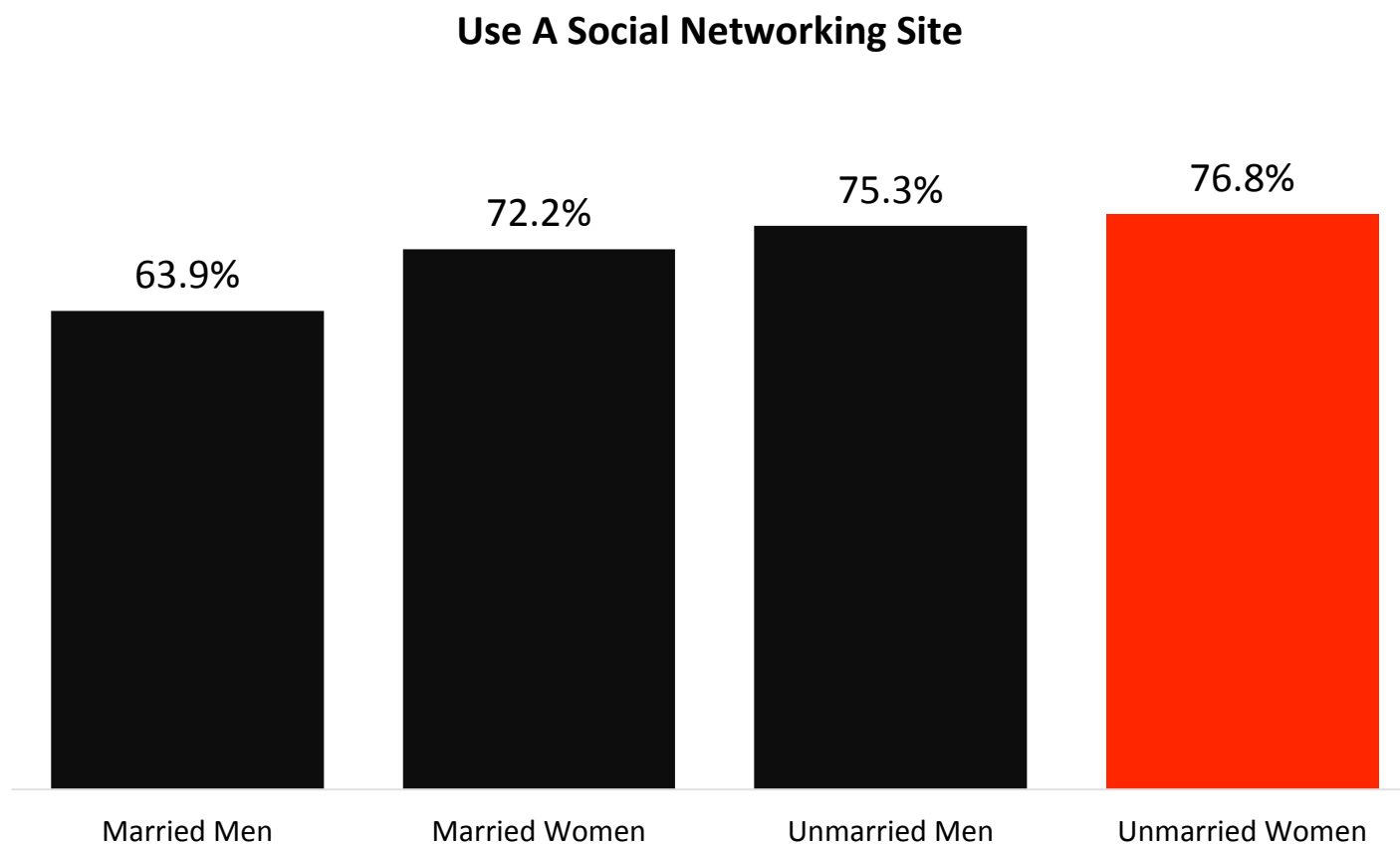
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Two thirds of unmarried women say they would not be able to make a big purchase.



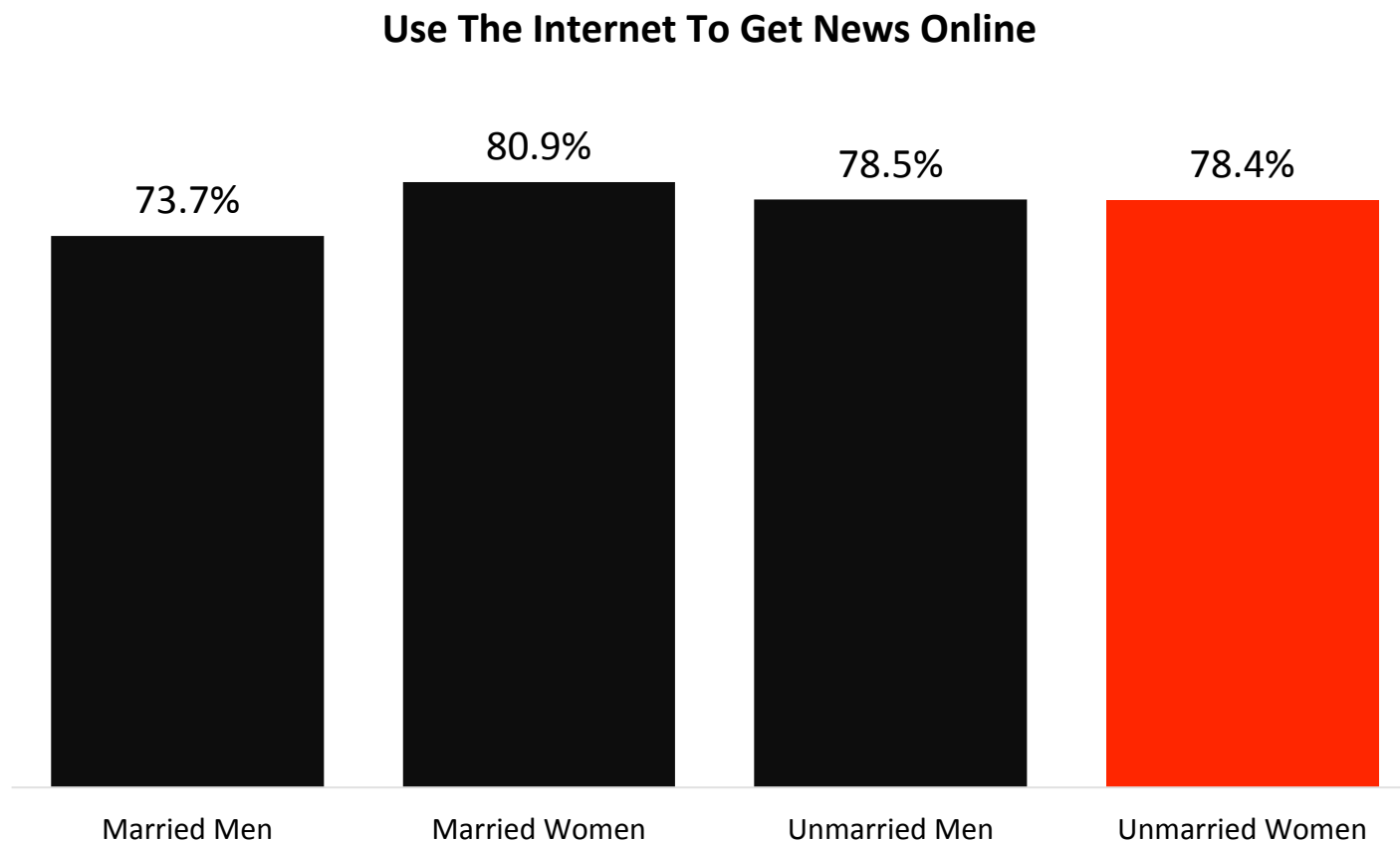
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Over three-quarters of unmarried women use a social networking site such as Facebook, LinkedIn, or Google Plus.



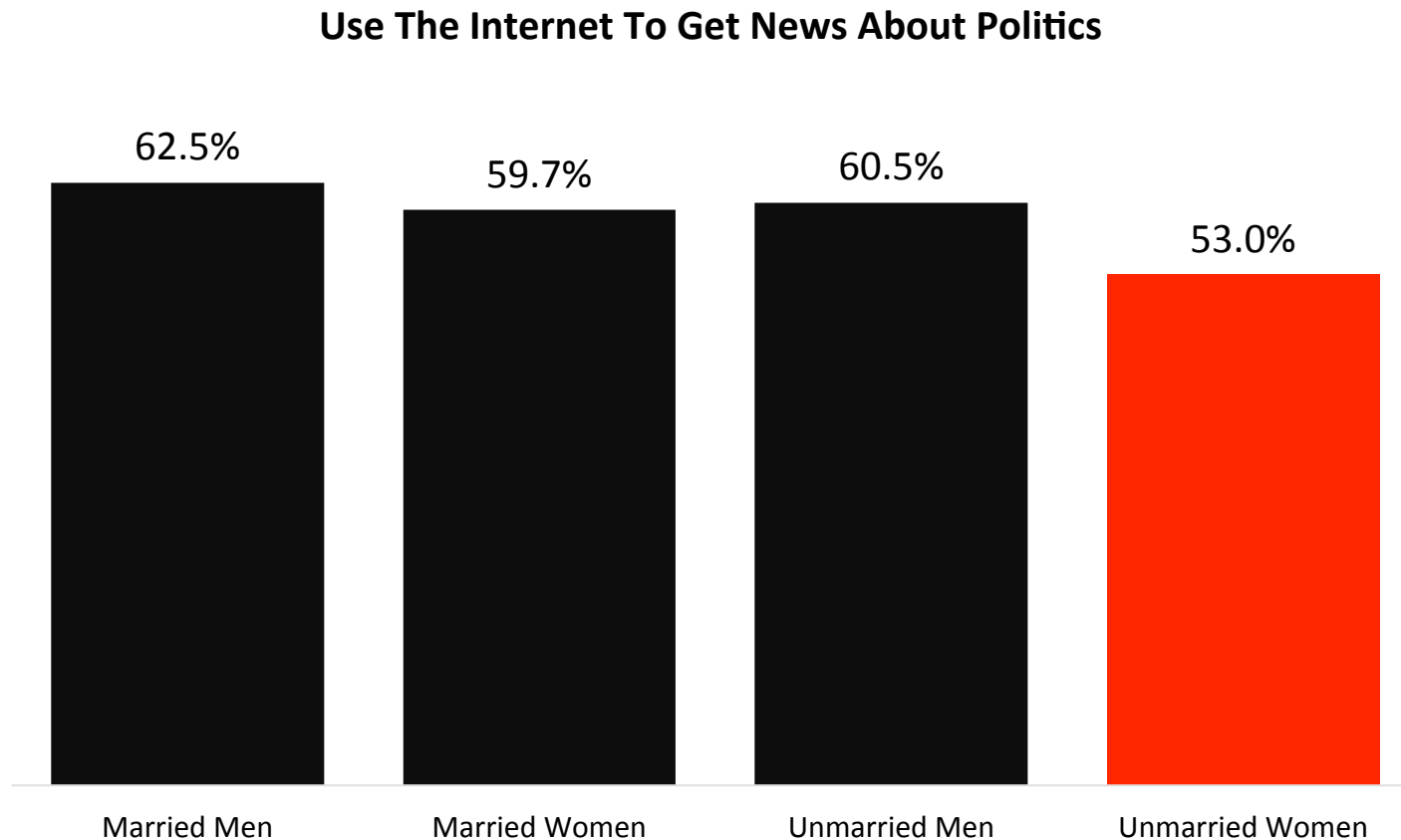
Source: May 2013 Pew

Unmarried women are less likely to use the Internet to get news online than their married counterparts.



Source: August 2013 Pew

Unmarried women are the least likely to say they used the Internet to get news and information about politics and the 2012 campaign.



Source: August 2013 Pew



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