

UNMARRIED AMERICA 2007: America's New Majority

**How Women on Their Own Are
Changing America**



Outline of Unmarried America, 2007

This report addresses:

- **Why are unmarried Americans important?**
- **Who is unmarried America?**
- **How do unmarried Americans live, work, participate, and**
- **Why do unmarried women drive the change in America?**



A Comprehensive, Groundbreaking Work

- An indispensable resource.
- Examines major trends relevant to the concerns and political lives of unmarried Americans.
- Studies unmarried women and men, unmarried Latinos and African-Americans.
- Almost 300 slides of information presented as charts, tables and summary points.

The report's major sources include:

- American Community Survey from the US Census Department
- Current Population Survey from the US Census Department
- The American National Election Study of 2004
- General Social Survey from the National Opinion Research Center
- Biennial media usage study from the Pew Research Center
- Exit polls from the National Election Pool
- Scarborough USA survey from Scarborough Research
- Battleground Poll from Lake Research Partners and The Tarrance Group in 2007
- Survey of unmarried women from Greenberg Quinlan Rosner women in 2007

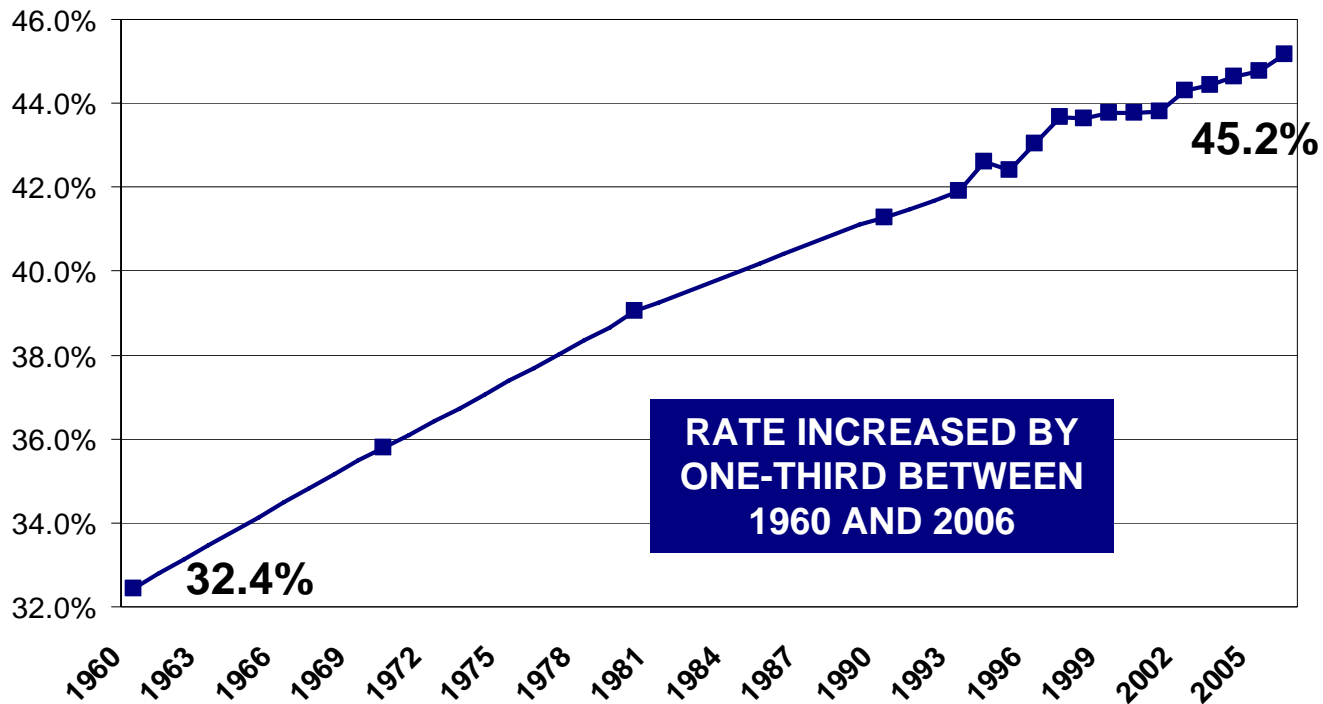
MAJOR FINDINGS



Unmarried America is becoming a driving force in American society.

With each passing year, America becomes more unmarried.

% UNMARRIED PEOPLE IN AMERICA



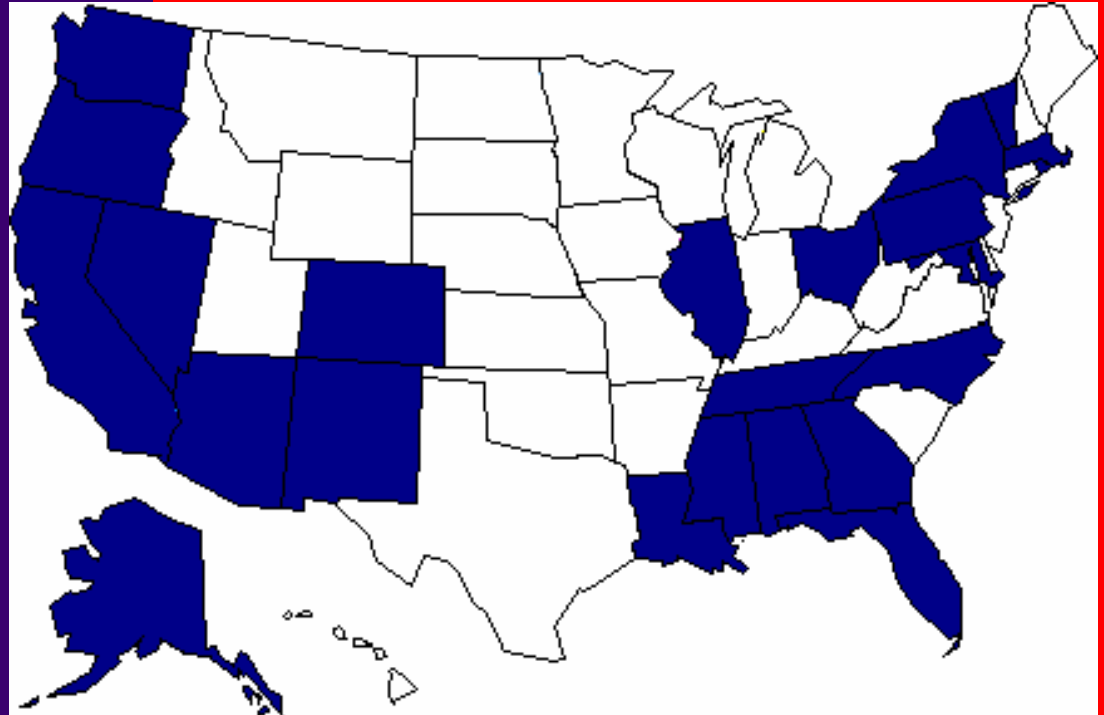
Based on all residents age 15 and over

US Census data, 1960-2006



Over half of all households are unmarried households.

- **50.3% of all households are now headed by an unmarried person.**
- **Unmarried households comprise a majority of households in 23 states, plus the District of Columbia.**
- **From the bible-belt to the Pacific Northwest, households led by unmarried persons have wide reach.**

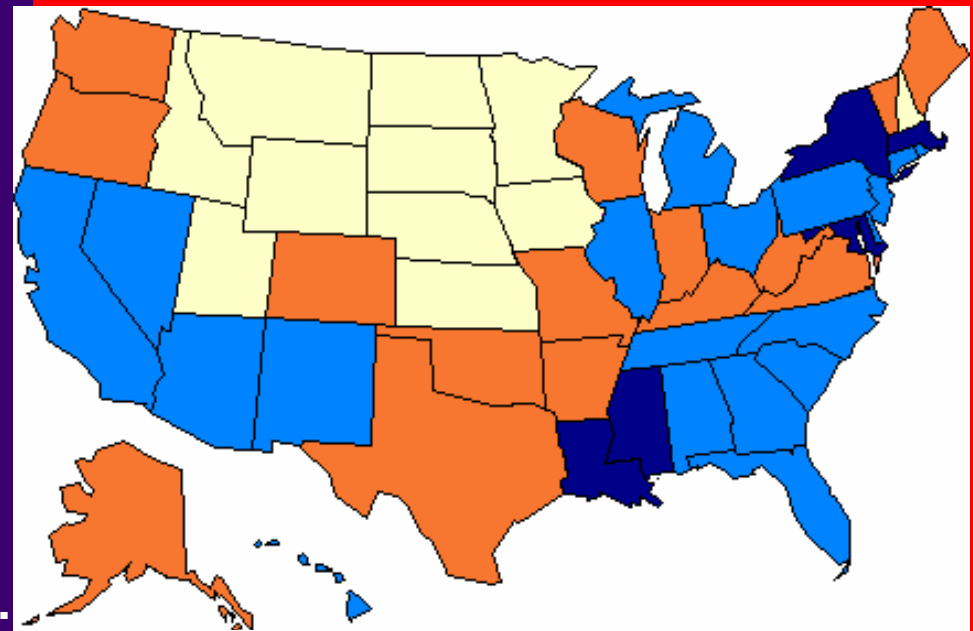


INCLUDES HEADS OF
HOUSHOLDS AGE 15 AND OVER

Unmarried women are particularly important.

- 47% of American women live without a spouse (up from 35% in 1950).
- They are 25% of eligible electorate – larger share than African-Americans and Latinos combined.
- Almost 50 million female citizens 18 and over are single, separated, divorced or widowed.
- There are almost 10 million more unmarried women than men.
- Between 2000 and 2006, the number of unmarried women grew at twice the rate as married women.

- Unmarried women citizens are a dominant force across the country.



UNMARRIED WOMEN% OF ADULT CITIZENS

- > 26%
- 26% - 24%
- 23% - 22%
- < 22%

American Community Survey, 2005

Current Population Survey, Dec. 2006



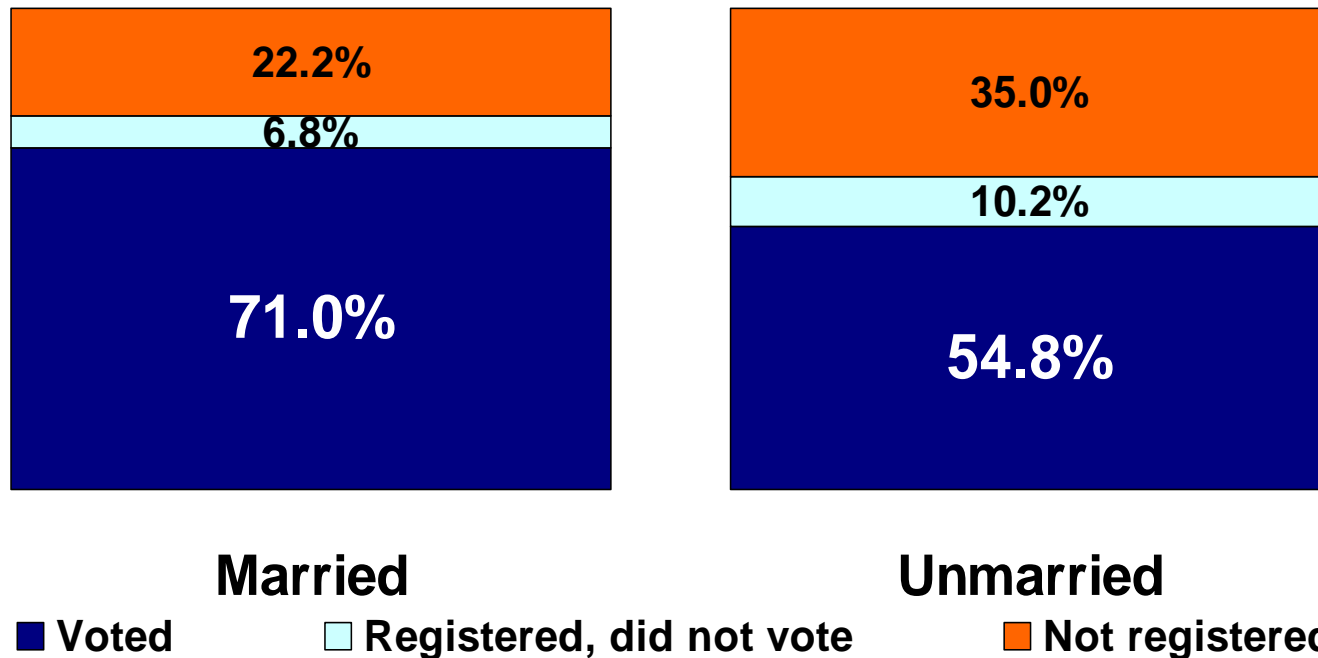
Unmarried A



Unmarrieds are America's biggest untapped political resource.

They are less likely than married Americans to be registered to vote and to turn out to vote.

2004 VOTER REGISTRATION AND TURNOUT AMONG ELIGIBLE ADULTS



Current Population Survey, Nov. 2004



The political system is not reaching unmarried Americans because it drives them away.

- They have a deep-seated level of cynicism towards the government and political system.
- They lack information on how to register and how to vote. *
- They are highly transient – half of them move every four years – so they have to re-register often.
- They don't believe the politicians are listening to them.



* Greenberg Quinlan Rosner focus groups of unmarried women, July 2006

Politicians should take notice of this phenomenon.

- Unmarried America represents the biggest change in American politics in 40 years and a defining divide in politics today.
- Leaders cannot effectively govern today without understanding the needs and habits of unmarried adults.
- Unmarried voters decide elections.



Unmarried women are the voters to pay attention to in 2008.

- Almost 31 million unmarried women are registered voters. Almost 28 million unmarried women voted in 2004
- Over 18 million eligible unmarried women are not registered, and almost 5 million are registered but did not vote in the last Presidential election
- From the 2002 midterm elections to the 2006 midterms, unmarried women showed the greatest increase in number of voters (2.3 million). Unmarried women are more likely than unmarried men to vote, especially among singles and divorcees.



Current Population Survey, Nov. 2004 and
Nov. 2006



Unmarried America, 2007



There are more than three million African-American women who are eligible to vote, but do not participate.

- Among unmarried female voters, African-American women are 20%, while 18% of all unmarried non-voting women are African-Americans.
- Unmarried African-American women have the highest participation rates among all unmarried voters, just above unmarried white women.
- There are more than 3 million African-American women who are eligible to vote but who do not vote.
- Three out of five (61%) unmarried African-American women voted compared to 49% of unmarried African-American men.



Unmarried Latinas are a particularly rich source of potential voters – half do not vote.

- Among unmarried women voters, Latinas comprise 7%, while they are 12% of unmarried female non-voters.
- Unmarried Latinas have near the lowest participation rates, just slightly higher than unmarried Latino men and below unmarried African-American and white women.
- More than half of unmarried Latina citizens still need to be mobilized to vote.
- There are almost 2.5 million Latinas eligible to vote but who do not participate.
- Nearly half (45%) of unmarried Latinas voted compared to 38% of unmarried Latino men.



Current Population Survey, Nov. 2004

The demographic marriage gap: Unmarried Americans are slightly younger and older, more ethnically diverse, and mobile. There are more unmarried women than unmarried men.

- There are almost 10 million more unmarried adult female American citizens than unmarried adult male American citizens.
- Unmarried America is both younger (34% are under age 30) and older (7% are 80 and over) than married America.
- While a clear majority of unmarrieds are white, they are considerably more racially diverse than married adults. More than a quarter of unmarried Americans are Latino or African-American. For married Americans, that number is less than 15%.
- Unmarrieds are more mobile than marrieds; less than half of unmarried adult citizens have lived in their current home for 5 years of more.*



American Community Survey, 2005
EXCEPT

*Current Population Survey, Nov. 2004



Unmarried women comprise more than half of unmarried America – whereas married America is evenly divided by gender.

	UNMARRIED	MARRIED
WOMEN	56.4%	49.9%
MEN	43.6%	50.1%
WHITE	68.9%	80.2%
AFRICAN-AMERICAN	16.7%	7.2%
LATINO	9.4%	7.5%
18-29	33.7%	8.9%
30-49	31.2%	44.0%
50-64	17.6%	29.7%
65-79	10.9%	14.1%
80 & OVER	6.5%	3.2%

American Community Survey, 2005

Except "child in household" from Current Population Survey, Nov. 2004

Unmarried America, 2007



Unmarried Americans are less likely to be college graduates and have lower incomes compared to married America.

	UNMARRIED	MARRIED
HIGH SCHOOL OR LESS	49.4%	40.9%
SOME COLLEGE/ ASSOCIATE DEGREE	30.8%	29.1%
BACHELOR'S DEGREE	13.7%	18.9%
POST-GRADUATE	6.0%	11.2%
CHILD IN HOUSEHOLD	13.3%	42.2%
HOUSEHOLD INCOME		
UNDER \$30K	38.6%	14.9%
\$30K - \$50K	21.6%	18.9%
\$50K - \$75K	17.6%	23.1%
OVER \$75K	22.2%	43.0%

American Community Survey, 2005

Except "child in household" from Current Population Survey, Nov. 2004

Unmarried America, 2007



Unmarried women are slightly more ethnically diverse than unmarried men and far more diverse than married Americans. Unmarried men are generally younger than unmarried women.

	UNMARRIED WOMEN	UNMARRIED MEN	MARRIED WOMEN	MARRIED MEN
WHITE	67.4%	70.7%	74.5%	80.6%
AFRICAN-AMERICAN	18.4%	14.4%	6.9%	7.5%
LATINO	9.3%	9.6%	11.7%	12.8%
18-29	29.5%	39.2%	11.4%	8.7%
30-49	29.0%	34.0%	46.5%	44.8%
50-64	18.4%	16.6%	27.7%	28.7%
65-79	13.9%	7.1%	11.9%	14.2%
80 & OVER	9.1%	3.1%	2.3%	3.6%

Unmarried women are slightly more educated than unmarried men but less educated than married America. They are 4 times as likely to care for a child than unmarried men – and they have the lowest income.

	UNMARRIED WOMEN	UNMARRIED MEN	MARRIED WOMEN	MARRIED MEN
HIGH SCHOOL OR LESS	48.5%	67.0%	42.6%	43.1%
SOME COLLEGE/ ASSOCIATE DEGREE	31.4%	15.3%	29.1%	26.3%
BACHELOR'S DEGREE	13.5%	7.1%	18.5%	18.2%
POST-GRADUATE	6.5%	2.9%	9.8%	12.4%
CHILD IN HOUSEHOLD	19.6%	5.5%	41.9%	42.5
HOUSEHOLD INCOME				
UNDER \$30K	43.9%	31.8%	15.1%	16.1%
\$30K - \$50K	21.2%	22.2%	18.8%	19.4%
\$50K - \$75K	16.0%	19.6%	23.0%	22.9%
OVER \$75K	18.9%	26.4%	43.0%	41.6%

American Community Survey, 2005

Except "child in household" from Current Population Survey, Nov. 2004

Unmarried America, 2007



MAJOR FINDINGS

The greatest political divide in America is now the marriage gap.



The political participation marriage gap: Unmarried Americans are less likely to be registered and to turnout to vote, but their numbers are climbing.

	UNMARRIED	MARRIED
CURRENT ADULT CITIZENS	89,362,000	109,288,000
CURRENT REGISTERED	52,641,000	81,847,000
(% registered)	(58.9%)	(74.9%)
(% of registered voters)	(39.1%)	(60.9%)
CURRENT UNREGISTERED	36,721,000	27,441,000
VOTER TURNOUT		
% TURNOUT IN 2002	34.9%	55.0%
% TURNOUT IN 2006	37.2%	56.6%

Current Population Survey, Nov. 2002, Nov. 2004 & Nov. 2006

Unmarried America, 2007



Between the 2002 and 2006 elections, turnout among both unmarried men and women increased by more than two percentage points – twice as much as the increase among married adults.

	UNMARRIED WOMEN	UNMARRIED MEN	MARRIED WOMEN	MARRIED MEN
CURRENT ADULT CITIZENS	49,414,000	39,948,000	54,133,000	55,155,000
CURRENT REGISTERED	30,877,000	21,764,000	40,743,000	41,044,000
(% registered)	(62.5%)	(54.5%)	(75.3%)	(74.5%)
(% of registered voters)	(23.0%)	(16.2%)	(30.3%)	(30.5%)
CURRENT UNREGISTERED	18,537,000	18,184,000	13,390,000	14,051,000

VOTER TURNOUT

% TURNOUT IN 2002	37.9%	31.1%	54.5%	55.6%
% TURNOUT IN 2006	40.0%	33.8%	56.7%	56.6%

In the last presidential year, unmarried America still lagged behind in turnout.

2004 VOTER TURNOUT

UNMARRIED

MARRIED

VOTED (% voted)	46,751,000 (54.8%)	77,809,000 (71.0%)
REGISTERED, DID NOT VOTE (% reg., did not vote)	8,681,000 (10.2%)	7,438,000 (6.8%)
NOT REGISTERED (% not reg.)	29,819,000 (35.0%)	24,317,000 (22.2%)

UNMARRIED WOMEN

UNMARRIED MEN

MARRIED WOMEN

MARRIED MEN

VOTED (% voted)	27,857,000 (58.6%)	18,894,000 (50.1%)	38,759,000 (71.7%)	39,050,000 (70.4%)
REGISTERED, DID NOT VOTE (% reg., did not vote)	4,746,000 (10.0%)	3,935,000 (10.4%)	3,509,000 (6.5%)	3,929,000 (7.1%)
NOT REGISTERED (% not reg.)	14,971,000 (31.5%)	14,848,000 (39.4%)	11,802,000 (21.8%)	12,515,000 (22.6%)



Current Population Survey, Nov. 2002, Nov. 2004 & Nov. 2006

Unmarried America, 2007



The voting marriage gap: The voting tendencies of unmarried America – especially unmarried women – are very different than those of married voters.

- There was a 36-point marriage gap between the way unmarried and married women voted in 2004.
- In 2006 House races, unmarried women were the most likely to vote for a new majority.

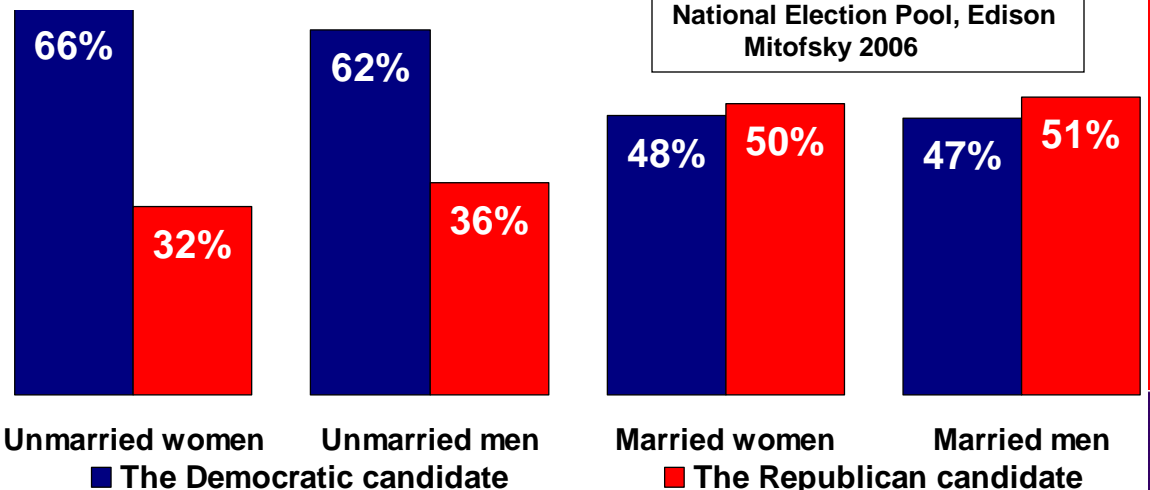
NATIONAL VOTE FOR PRESIDENT, 2004 GENERAL ELECTION
(National Election Pool, Edison Mitofsky, 2004)

	UNMARRIED WOMEN	UNMARRIED MEN	MARRIED WOMEN	MARRIED MEN
KERRY	62%	53%	44%	39%
BUSH	37%	45%	55%	60%

Among white voters, unmarried women were the only marital status/gender subgroup to support Kerry (55% - 44%). By contrast, married white women supported Bush by a 23-point margin (61% - 38%).

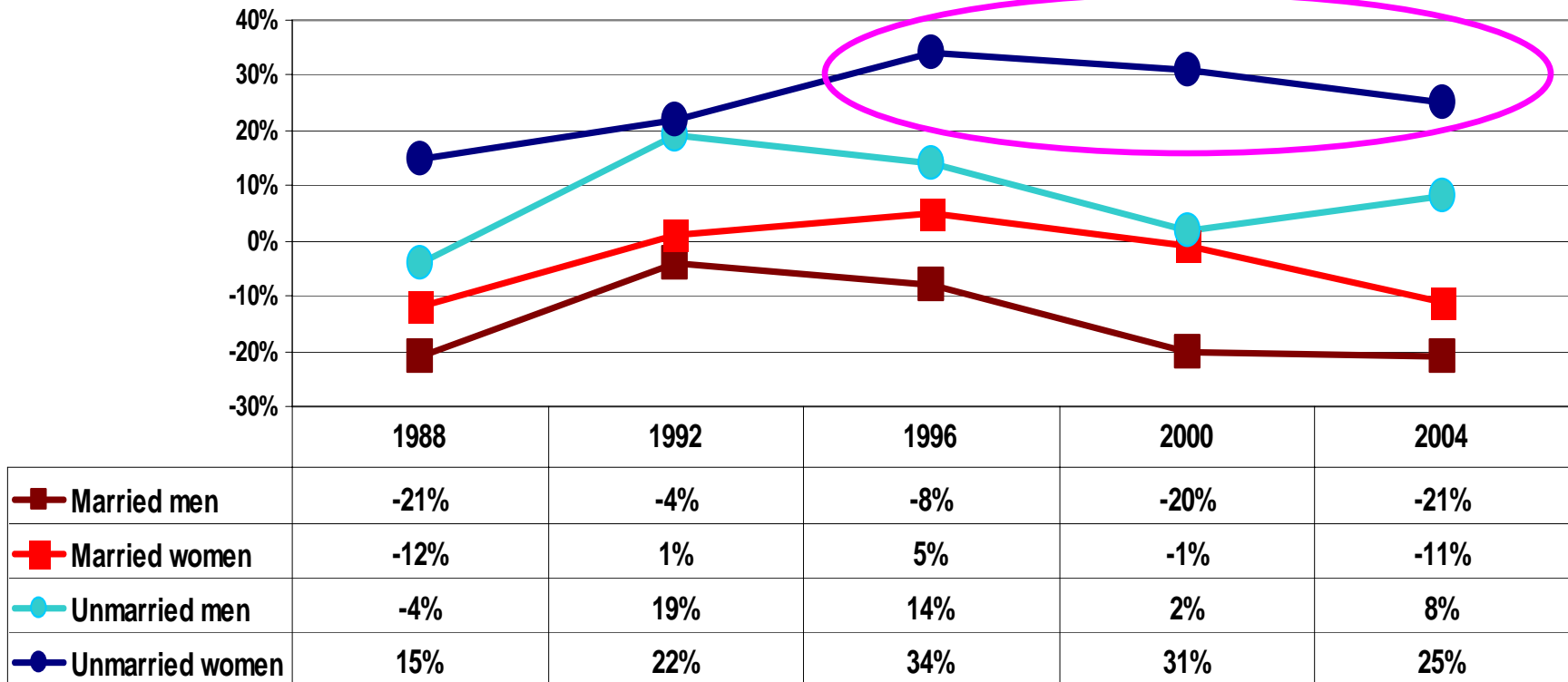
VOTE FOR HOUSE, 2006

"In today's election for U.S. House of Representatives, did you just vote for..."



In the last three presidential elections, unmarried women have supported the Democratic nominee much more than other demographic groups have.

DEMOCRATIC CANDIDATE SUPPORT minus REPUBLICAN CANDIDATE SUPPORT



Even among progressive base groups such as working women and college-educated voters, marital status drives vote choice.

2004 Presidential Vote Margin (Kerry-Bush)

	Married Women	% of electorate	Unmarried Women	% of electorate	Net Difference Unmar-Mar
Working women	-16	18%	+30	12%	+46
Working Women, White	-32	14%	+11	8%	+43
Union Households	+13	8%	+43	5%	+30
Union HH, White	-1	6%	+31	3%	+32
Children in HH	-14	15%	+33	5%	+47
Children in HH, White	-31	8%	+6	2%	+37
College graduates	-6	14%	+34	8%	+40
College Graduates, White	-15	8%	+25	4%	+40

The issues marriage gap: Unmarried America sees a stronger role for government to help meet its priorities.

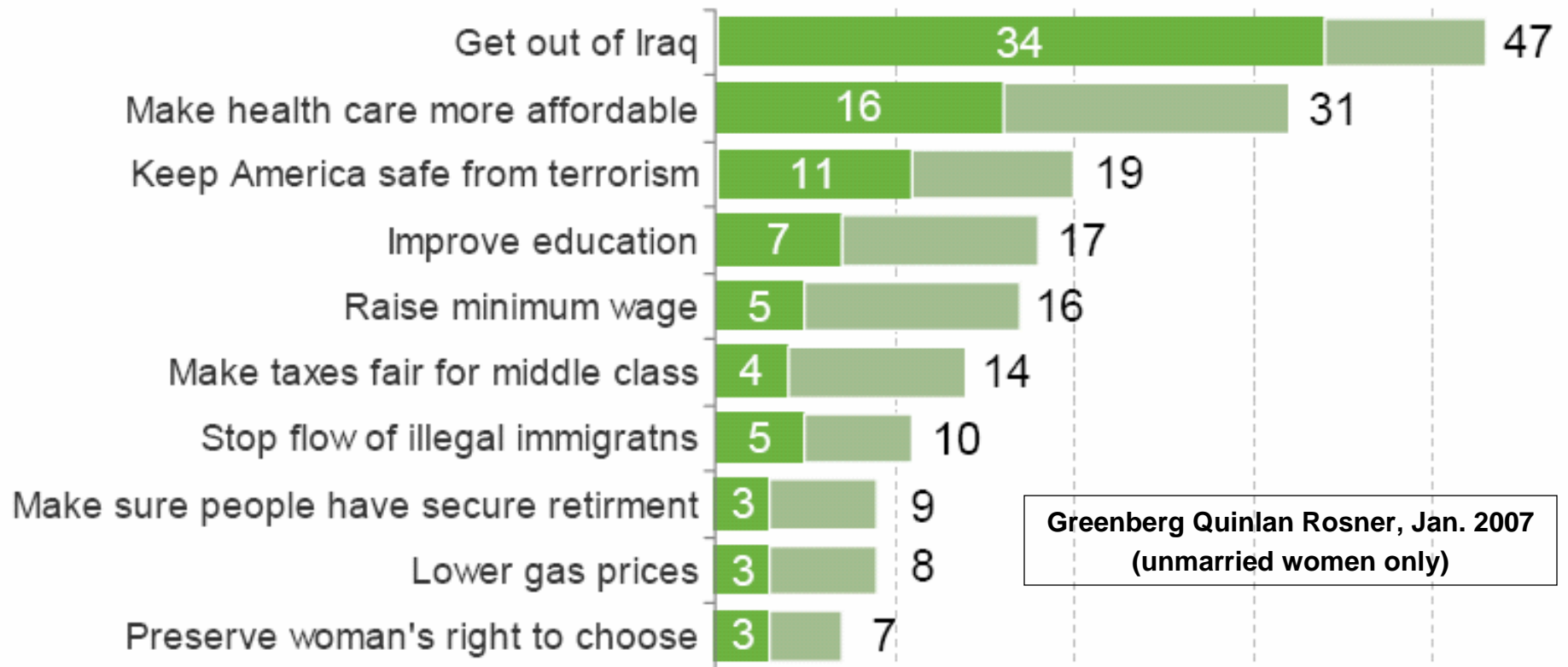
- Unmarried adults have a great desire for change in America.
- Unmarrieds are more likely than married adults to believe things are going wrong in America.
- Unmarried Americans want a government that is more active in the pursuit of economic and social justice.



Close to half of unmarried women want Congress to deal with getting the United States out of Iraq, followed by lowering health care costs.

What would you most like to see Congress achieve over the next two years? (COMBINED)

■ First Choice ■ Second Choice



Greenberg Quinlan Rosner, Jan. 2007
(unmarried women only)

The economic marriage gap: Many unmarried Americans exist on the economic margins.

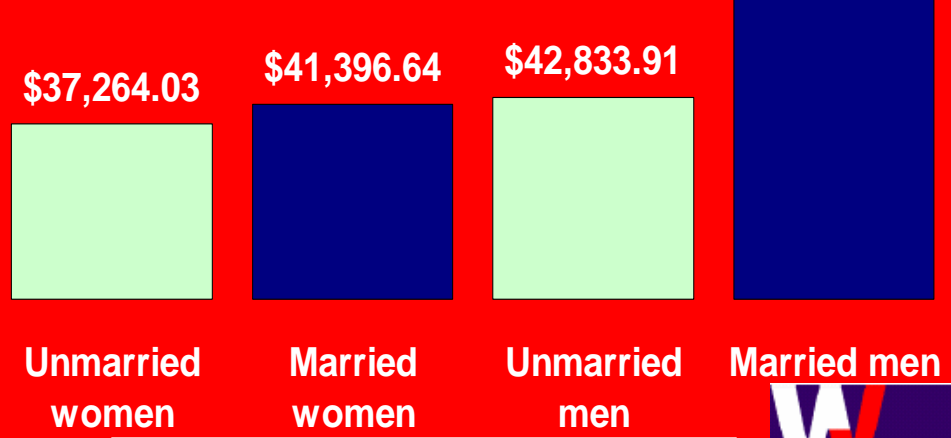
- Incomes for unmarried Americans are lower than for married Americans.
- Unmarrieds are more concerned about the economy and health care as public issues.
- They see themselves as “working class,” while married America thinks of itself as “middle class.”
- 44% of unmarried women live in households with incomes of \$30,000 or less, while 43% of married women live in households with incomes of 75,000 or more.
(American Community Survey, 2006)

HOUSEHOLD INCOMES FOR ADULT CITIZENS

	Unmarried	Married
LESS THAN \$50K 60.2% to 33.8%		
Less than \$30K	38.6%	14.9%
\$30K - \$50K	21.6%	18.9%
\$50K - \$75K	17.6%	23.1%
\$75K or more	22.2%	43.0%

American Community Survey, 2006

Mean Personal Yearly Earnings based on Marital Status



Current Population Survey, 2006



The health care marriage gap: Unmarried America is less likely than married America to have health insurance.

- While less than 8% of married voters lack health coverage, almost 15% of unmarried voters – and over 30% of unmarried non-voters – have no health coverage.
- Almost one-third of unmarried Americans receive their health care in part through the government (either Medicare, Medicaid, armed services or another system for government employees).



Unmarried African-American women are economically stressed.

- **Unmarried African-Americans have the lowest household incomes among unmarried Americans.**
- **Two in ten African-Americans are without health insurance.**
- **Unmarried African-American women attend church the most frequently among all unmarried Americans.**
- **Unmarried African-American women attend more community meetings but are less likely to volunteer or be a part of an organized group.**
- **Unmarried African-Americans watch the most television news among all unmarrieds.**



Three out of ten unmarried Latinas have no health insurance.

- Unmarried Latinas have lower household incomes than unmarried whites, and slightly higher than unmarried African-Americans.
- Almost 30% of Latinas lack health coverage. (Scarborough USA, 2006)
- Unmarried Latinas attend church less often than unmarried African-American women but more than unmarried white women.
- Unmarried Latinas pay less attention to all news sources, but TV news ranks highest.



The lifestyle marriage gap: Unmarried Americans are more secular and more socially progressive. They watch late-night television.

Compared to married Americans, unmarried Americans...

- ***are more secular***
- ***are less satisfied with their lives***
- ***are more socially progressive***
- ***buy fewer major consumer items***
- ***have weaker social circles***
- ***watch more television***
- ***watch the news less often***



The news gap: Unmarried America is more interested in local events than national news. Unmarried women follow the news more than unmarried men.

- Unmarried Americans who vote are more likely than non-voting unmarried Americans to pay attention to current events and to read a newspaper or view a news program on television.
- News that originates in Washington, DC, is less likely to interest unmarried America than a story about their home area.
- Unmarried women follow the news more than unmarried men do. This is especially true for TV news.



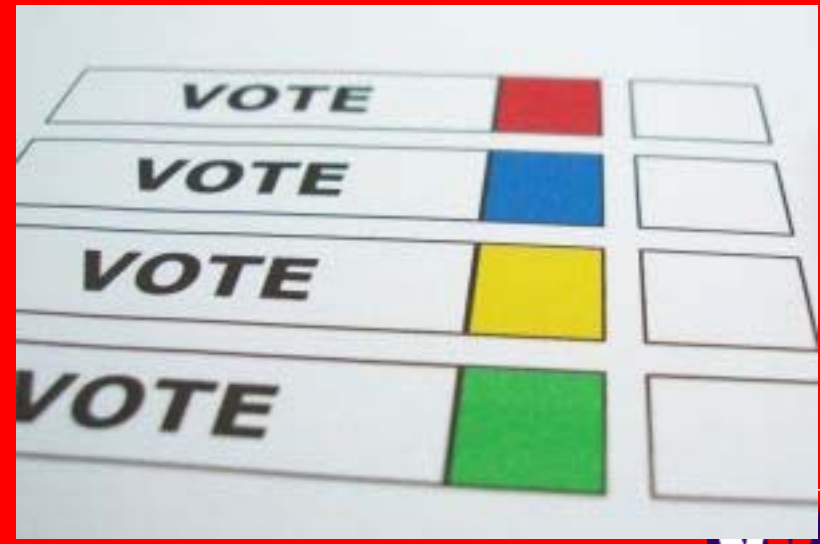
Unmarried America is not monolithic.

Within Unmarried America, there are two other great divides:

Between men and women...



...and between voters and non-voters.



Unmarried men and unmarried women differ – women are older, ethnically diverse, and more likely to care for a child.

Compared to unmarried men, unmarried women are...

- Older
- More ethnically diverse
- More likely to be caring for a child at home

Compared to unmarried voters, unmarried non-voters are...

- Younger
- Less educated
- More transient
- More likely to rent

Unmarried women are also more likely than unmarried men to vote, are more progressive, and are more connected to groups.

Compared to unmarried men, unmarried women are...

- More likely to vote
- More progressive
- More attentive to the news
- More likely to watch TV in general
- More likely to belong to organized groups

Compared to unmarried voters, unmarried non-voters are...

- Less connected to government
- More cynical about politics
- More concerned about pocketbook issues
- Less attentive to the news
- Far less interested in politics

Unmarried women make less than unmarried men and are more dissatisfied with their personal finances.

Compared to unmarried men, unmarried women are...

- Poorer
- More dissatisfied with their personal finances
- More likely to be on Medicaid or government insurance

Compared to unmarried voters, unmarried non-voters are...

- Poorer
- More likely to have been unemployed recently
- More likely to rent
- Less likely to have health care coverage
- More likely to be on Medicaid

UNMARRIED AMERICA 2007

Full Report Available on the Web:

www.wvvv.org

www.lakeresearch.com/wvvv

