

Unmarried America and the Rising American Electorate

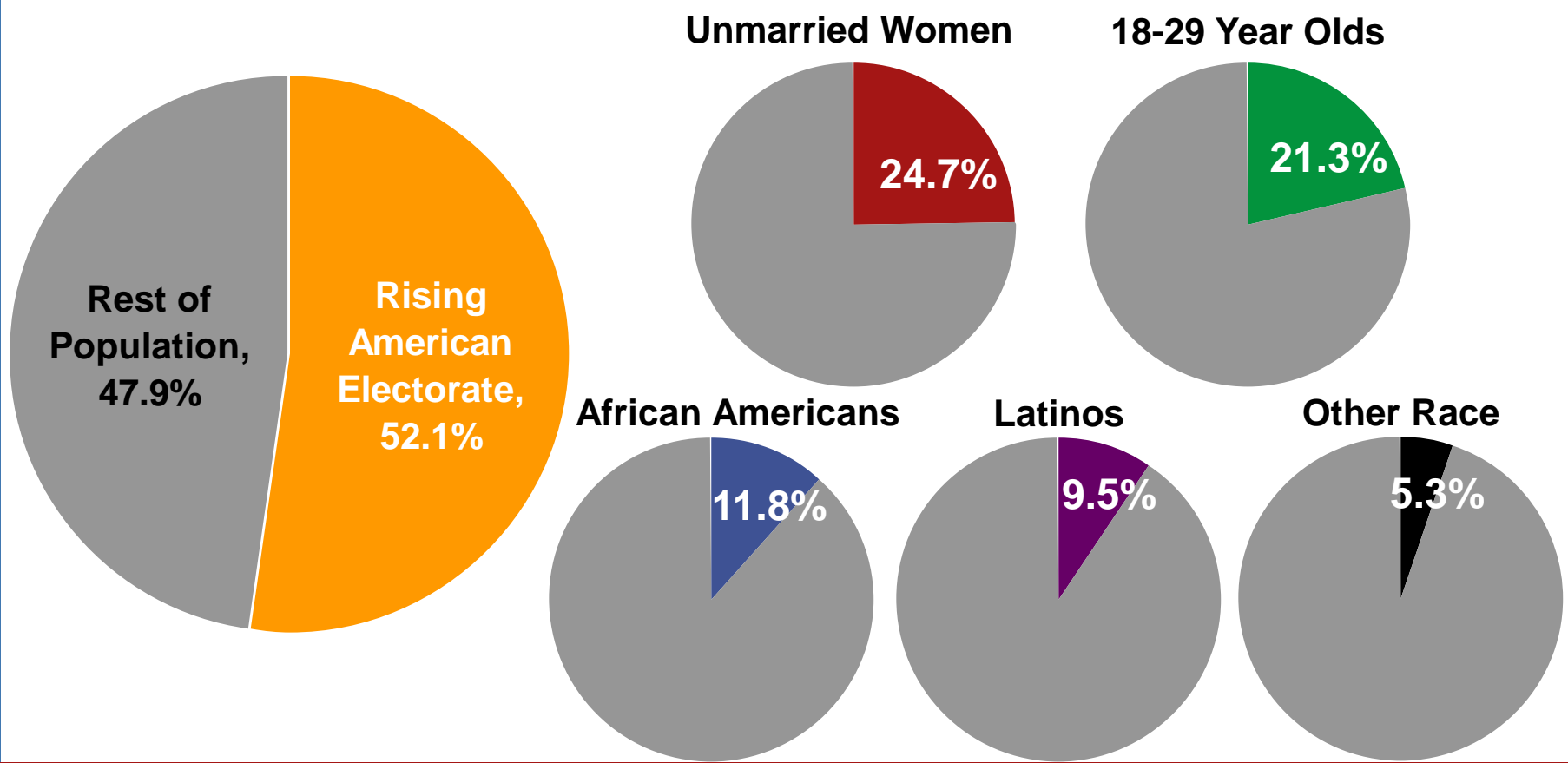
A Summary Report on
Importance and Status of
Unmarried America and the
Rising American Electorate

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The Rising American Electorate accounts for more than half of the adult citizen population in this country.

Population Distribution for the Rising American Electorate



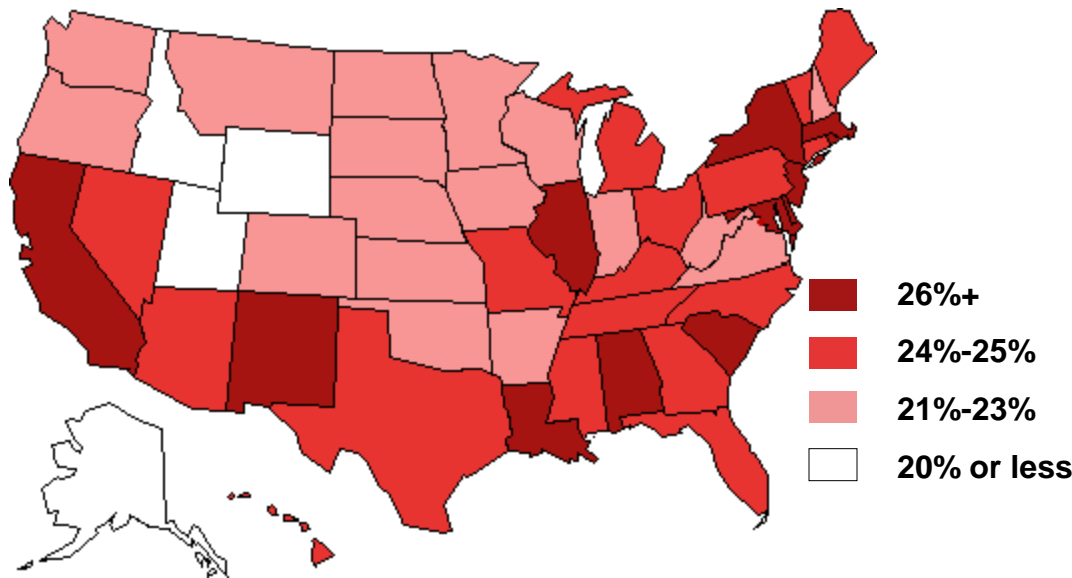
By the numbers, unmarried women and Latinos have seen the biggest increases in population in the last 9 years, with each group adding more than 6 million people to their numbers.

Numbers in Adult Citizen Population

	2000		2008
Unmarried Women	44,782,087	+6.1 million, 14% increase 	50,920,092
18-29 Year Olds	39,331,698	+4.5 million, 11% increase 	43,844,292
African Americans	22,409,056	+1.9 million, 9% increase 	24,321,685
Latinos	13,158,725	+6.4 million, 48% increase 	19,537,334

Unmarried women are everywhere; they make up at least a quarter of the adult population in more than half of the states.

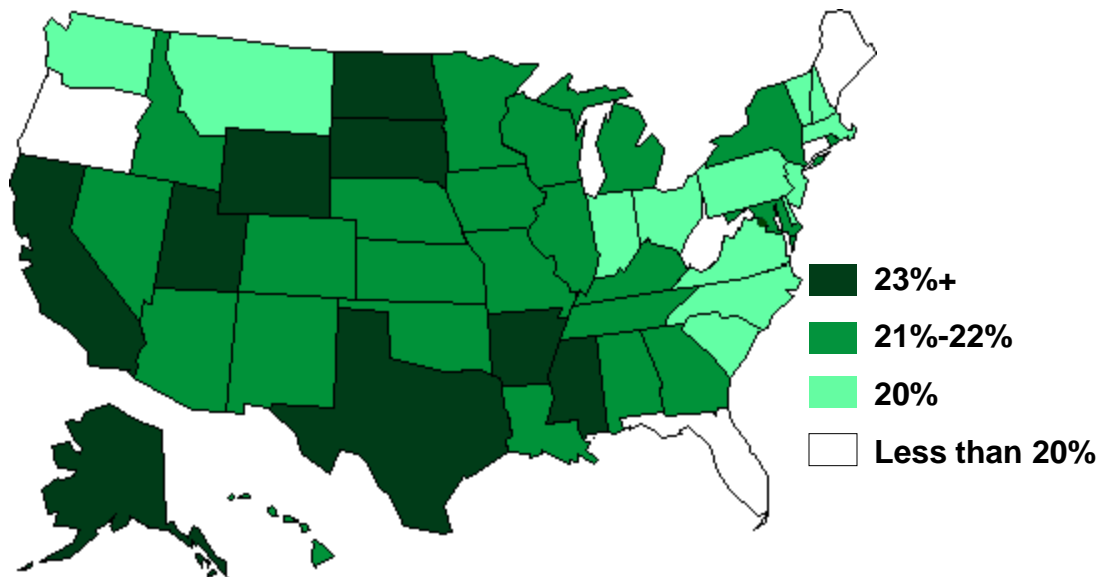
Unmarried Women Population by State



States with Highest % Unmarried Women in Adult Citizen Population	
Washington, DC	41%
Louisiana	28%
Maryland	27%
New York	27%
Massachusetts	27%

Eighteen to twenty-nine year olds are also everywhere with concentrations in both populous and more rural states.

18-29 Year Old Population by State



States with Highest % 18-29 Year Olds in Adult Citizen Population

Utah	30%
Washington, DC	26%
Alaska	25%
Texas	24%

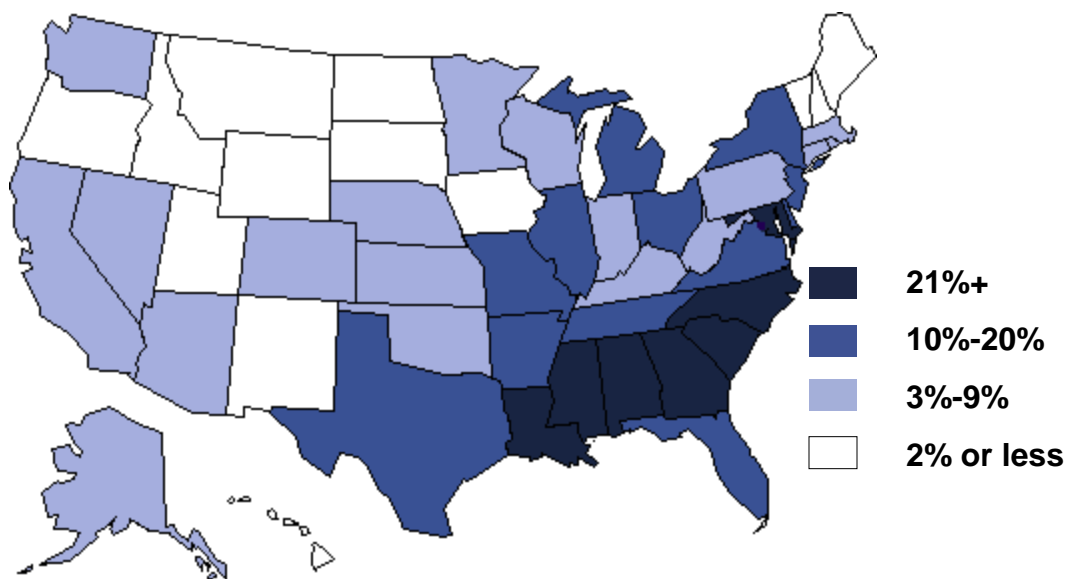
U.S. Census Bureau - Current Population

Survey-November 2008

Unmarried America 2009

In 2008, the African American vote was the only RAE group that exceeded its share of the population.

African American Population by State



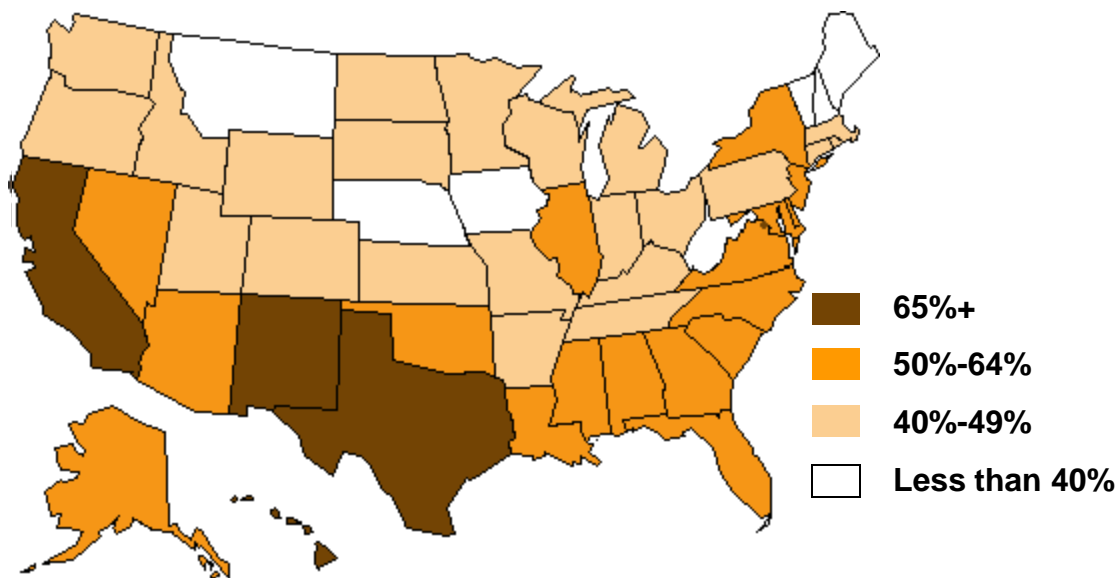
States with Highest % African American in Adult Citizen Population

Washington, DC	55%
Mississippi	35%
Louisiana	30%
Georgia	29%
Maryland	28%

U.S. Census Bureau - Current Population
Survey-November 2008
Unmarried America 2009

The Rising American Electorate exceeds 40% of the population in all but seven states.

Rising American Electorate Population by State



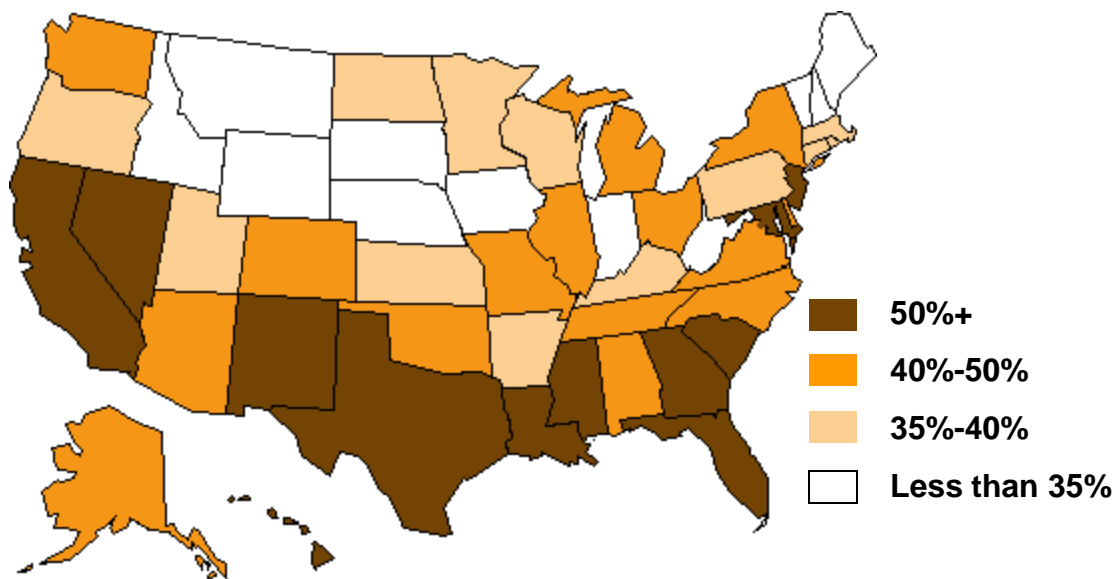
States with Highest % RAE in Adult Citizen Population

Hawaii	86%
Washington, DC	81%
New Mexico	69%
Texas	65%
California	65%

U.S. Census Bureau - Current Population
Survey-November 2008
Unmarried America 2009

In 2008, the Rising American Electorate made up a majority of voters in 12 states.

Rising American Electorate as % of 2008 Voters by State



States with Highest % RAE among 2008 Voters

Washington, DC	80%
Hawaii	80%
New Mexico	65%
California	60%
Mississippi	56%

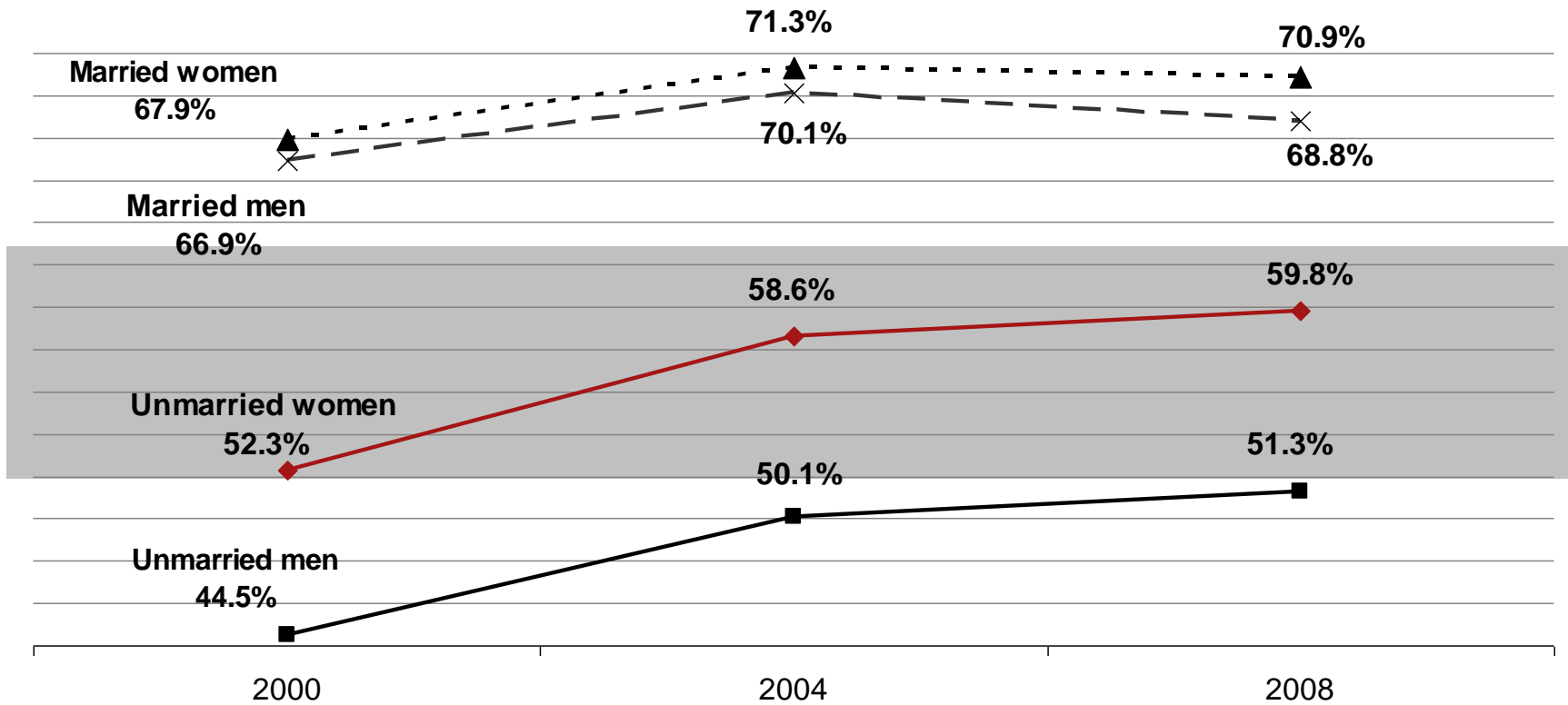
Why are Unmarried America and the Rising American Electorate Important?



More and more unmarried women and members of the Rising American Electorate are showing up at the ballot box, increasing their impact on and their connection to the electoral process and changing the face of the voters in this country.

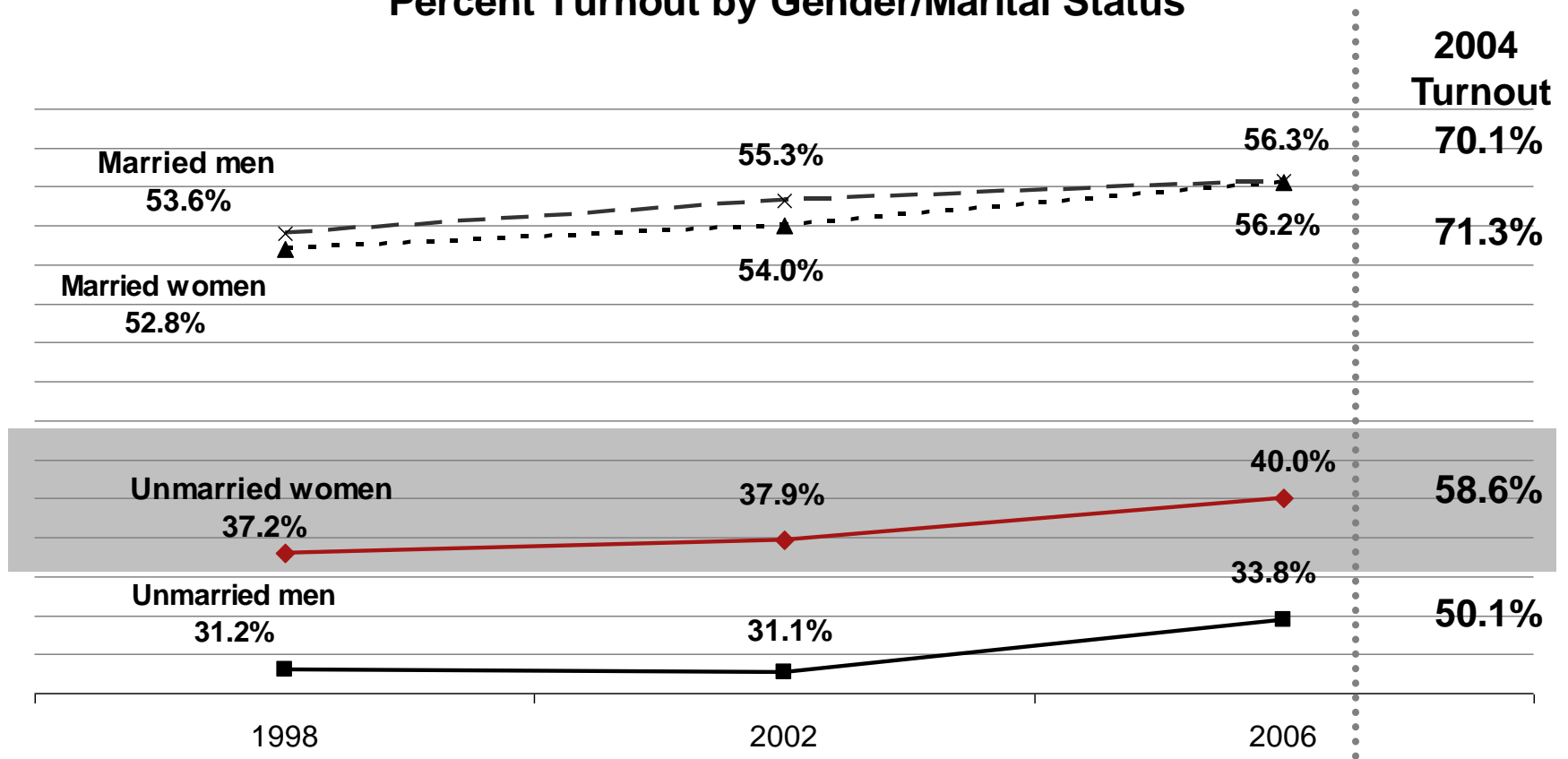
Voter turnout among unmarried America has steadily increased, while in 2008 there was a slight drop-off from 2004 among married Americans.

Percent Turnout by Gender/Marital Status

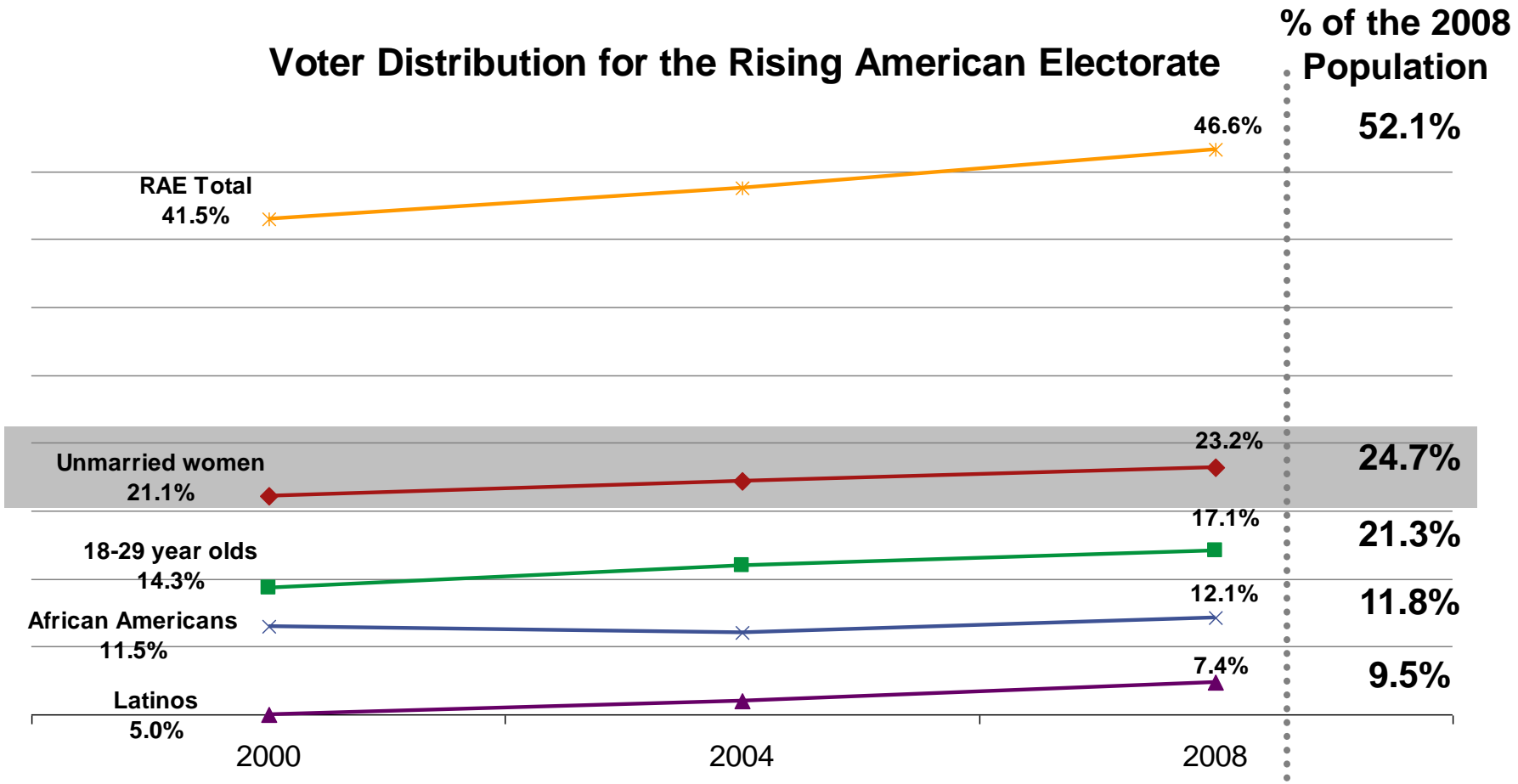


While turnout for midterm elections has increased across all gender/marital status groups in recent years, there is still a significant drop between presidential and off-year turnout, especially among Unmarried America.

Percent Turnout by Gender/Marital Status



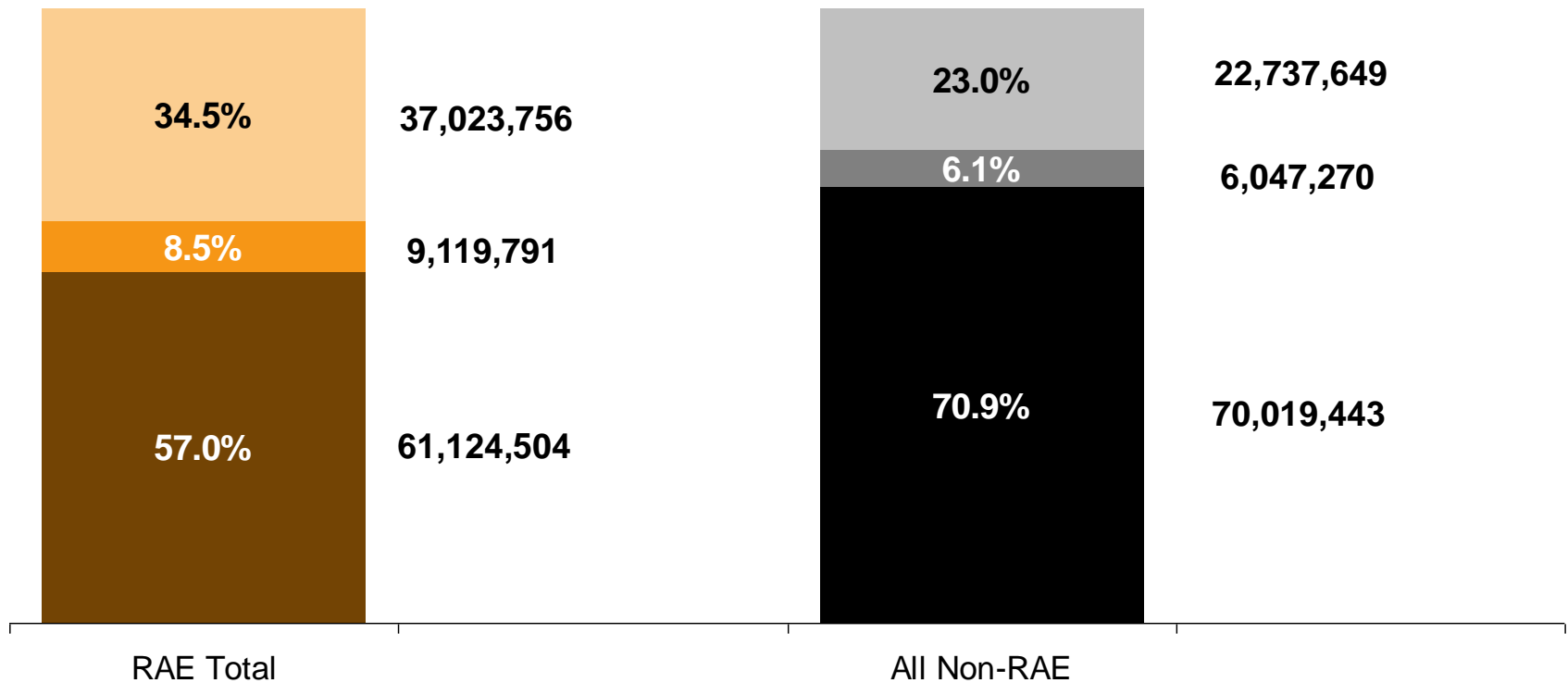
The Rising American Electorate has increased its representation among voters and will soon reach a majority of voters. Still, overall they underperform other groups when compared to their representation in the voting age population.



Turnout among the Rising American Electorate is still significantly lower than among all other eligible voters.

Voting and Registration by Rising American Electorate and All Others

■ Voted ■ Registered but Didn't Vote ■ Not Registered



U.S. Census Bureau - Current Population

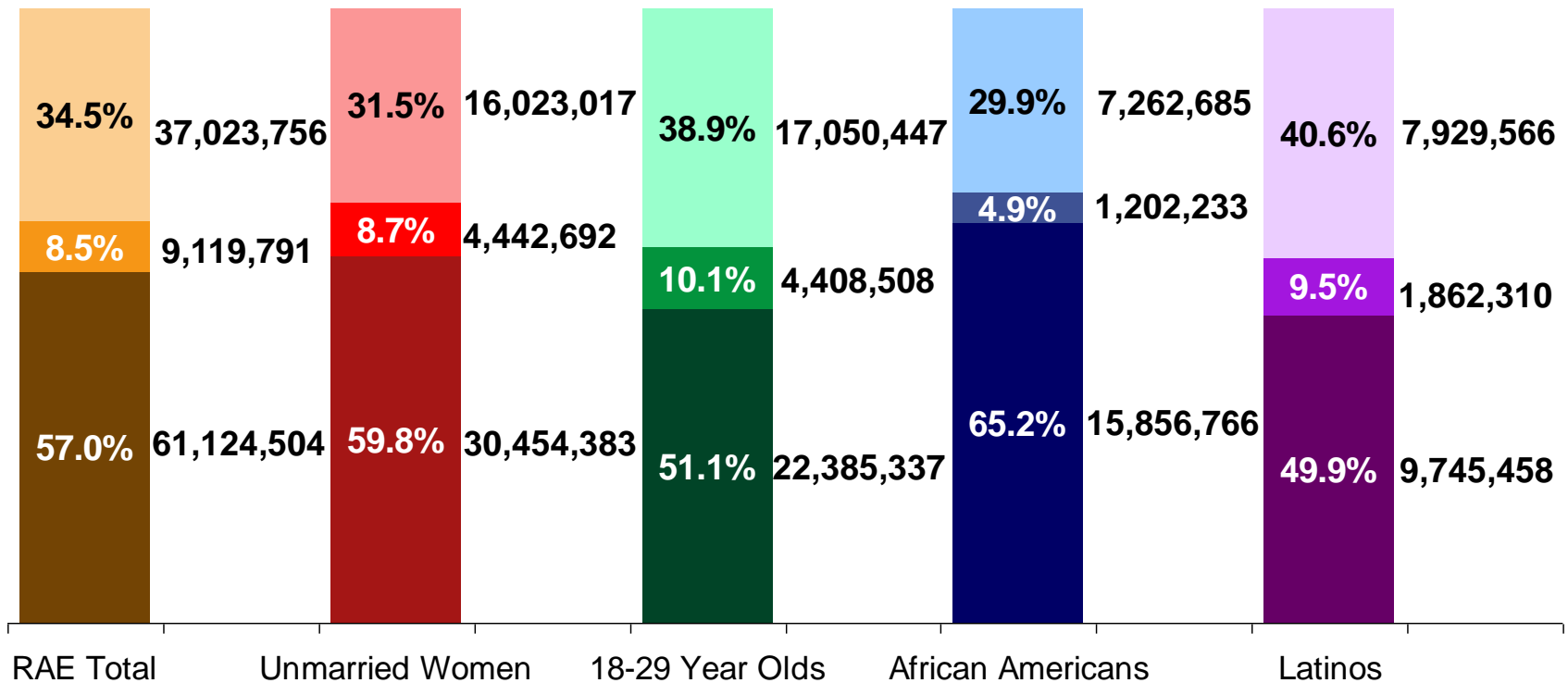
Survey-November 2008

Unmarried America 2009

More than a third of the Rising American Electorate is not registered to vote. Those that are registered have a strong turnout rate, so efforts to register these potential voters can be an effective first step.

Voting and Registration by Rising American Electorate Group

■ Voted ■ Registered but Didn't Vote ■ Not Registered



U.S. Census Bureau - Current Population

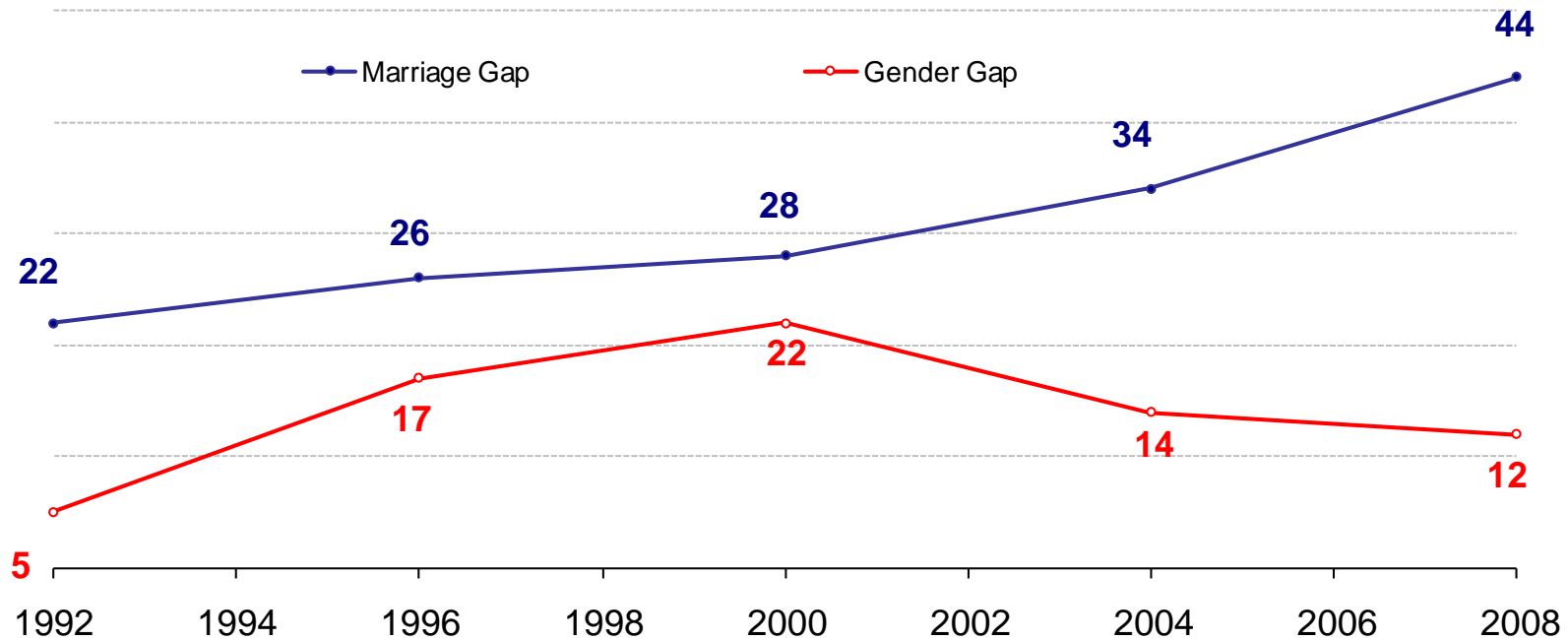
Survey-November 2008

Unmarried America 2009



In recent elections, the marriage gap has grown significantly larger than the gender gap.

Vote Gaps in Presidential Elections



National Election Pool Exit Poll

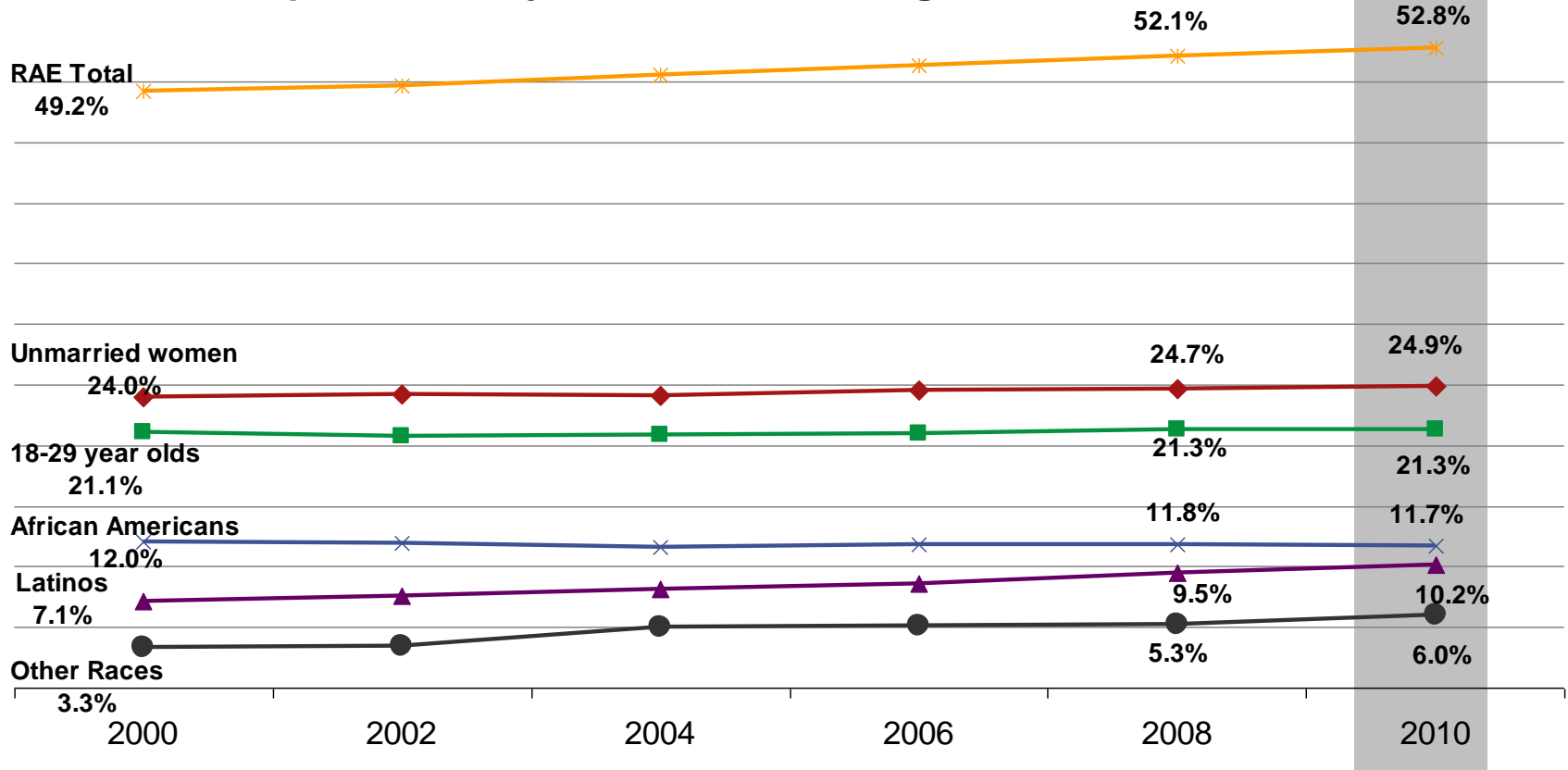
Looking Ahead to 2010



The growth of unmarried America and the Rising American Electorate will continue in 2010, but efforts are needed to keep these newly engaged voters from dropping off in participation during the midterm election.

Because of this potentially strong growth in numbers, the groups in the Rising American Electorate will soon make up an even greater proportion of the population than they do now. Unmarried women will soon be a quarter of the adult population.

Population Projection for the Rising American Electorate



Who are Unmarried America and the Rising American Electorate?

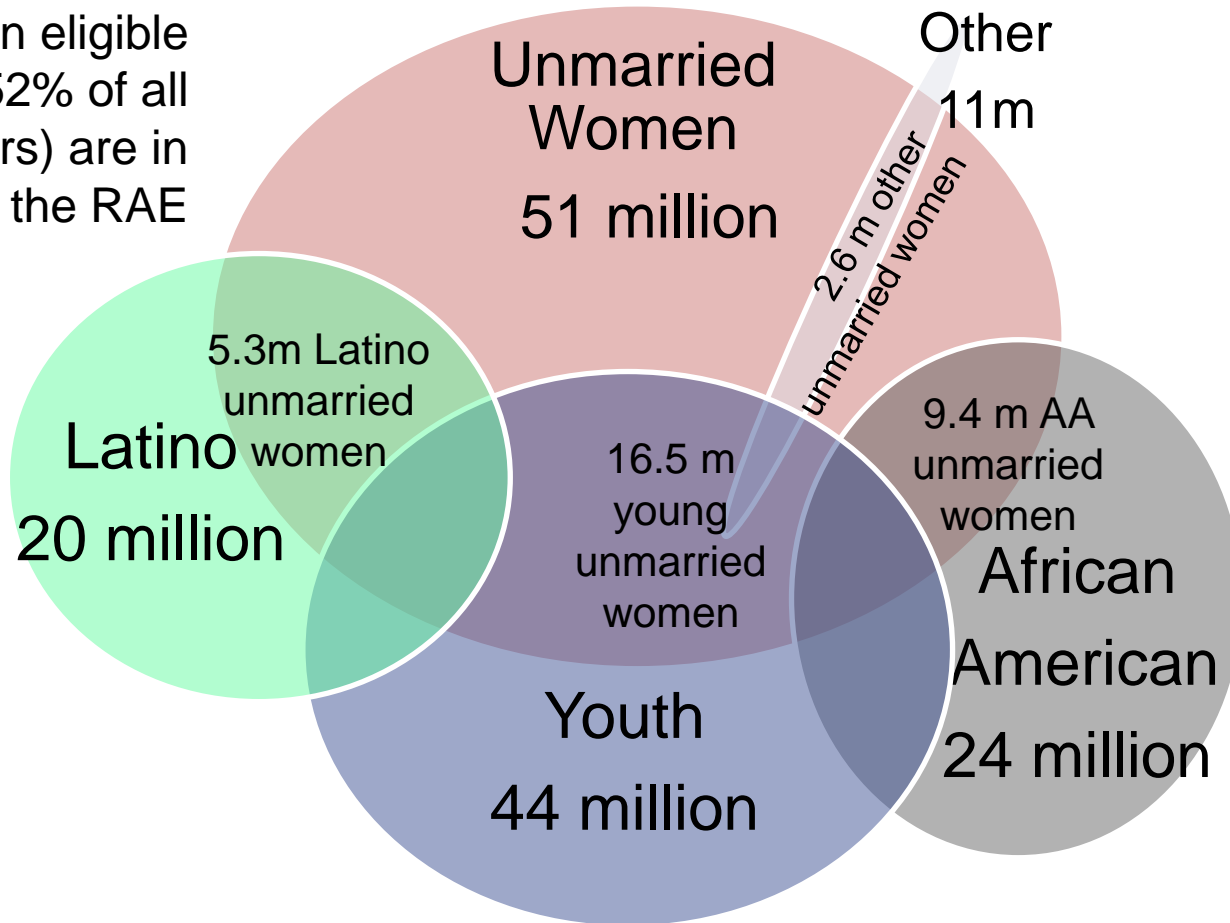
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There is a great deal of overlap between unmarried America and the Rising American Electorate.

There is a great deal of overlap among the groups that make up the Rising American Electorate.

✓ 107 million eligible voters (52% of all eligible voters) are in the RAE



Unmarried America tends to have more members toward the age extremes, with nearly a third under 30 and a quarter who are senior citizens. Unmarried America is also more Latino and less white than married America.

	Married Men	Married Women	Unmarried Men	Unmarried Women
Men	100%	0%	100%	0%
Women	0%	100%	0%	100%
Age 18-29	6.8%	9.8%	43.2%	32.3%
30-39	17.8%	19.2%	15.0%	12.7%
40-49	23.3%	23.6%	14.8%	13.7%
50-64	32.0%	31.0%	16.9%	19.0%
65+	20.1%	16.4%	10.1%	22.3%
White	77.7%	78.8%	69.1%	66.2%
African American	9.2%	8.3%	10.4%	10.3%
Latino	7.8%	7.4%	15.2%	18.4%
Other	5.2%	5.6%	5.3%	5.1%

There is a great deal of overlap among the Rising American Electorate groups. At least a quarter of each group is under 30, and more than a third of unmarried women and under 30s are either African American, Latino, or some race other than white.

	Non-RAE Population	Unmarried Women	18-29 Year Olds	African Americans	Latinos	Other Races
Men	59.2%	0%	49.9%	44.5%	49.2%	47.5%
Women	40.8%	100%	50.1%	55.5%	50.8%	52.5%
Age 18-29	--	32.3%	100%	25.8%	30.1%	23.0%
30-39	19.7%	12.7%	--	18.2%	21.2%	19.2%
40-49	24.8%	13.7%	--	20.3%	19.5%	20.2%
50-64	34.5%	19.0%	--	23.1%	18.2%	23.8%
65+	21.0%	22.3%	--	12.5%	11.0%	13.8%
White	100%	66.2%	66.6%	--	--	--
African American	--	10.3%	13.4%	100%	--	--
Latino	--	18.4%	14.3%	--	100%	--
Other	--	5.1%	5.7%	--	--	100%

Current Population Survey-November 2008

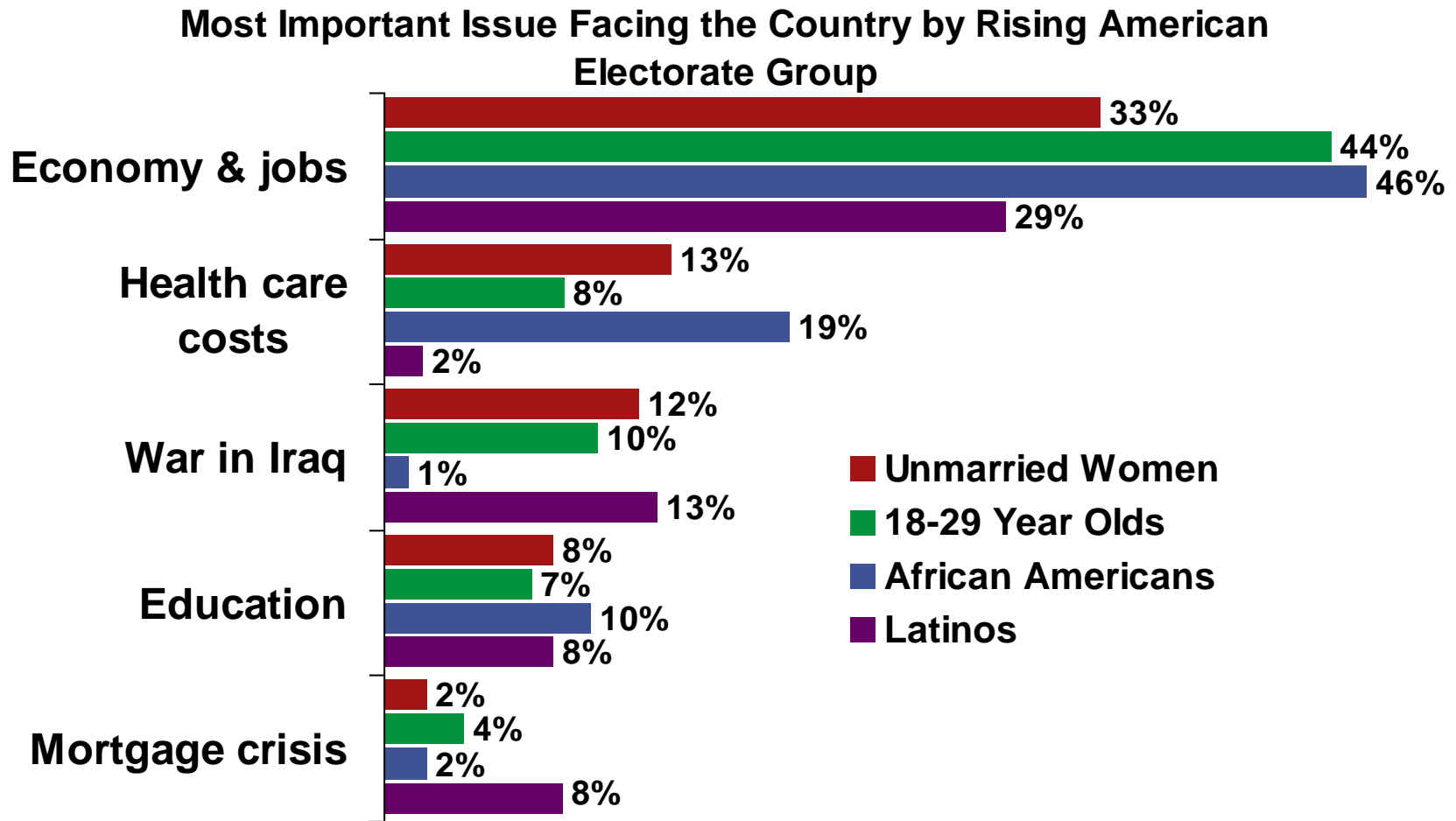
Unmarried America, the Rising American Electorate, and the Economy

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Unmarried Americans and members of the Rising American Electorate are focused on the economy, and for good reason—they live on the economic margins.

The economy and jobs were of paramount concern across Rising American Electorate groups, but especially among younger voters and African Americans. Beyond this top concern, the groups had diverse agendas.

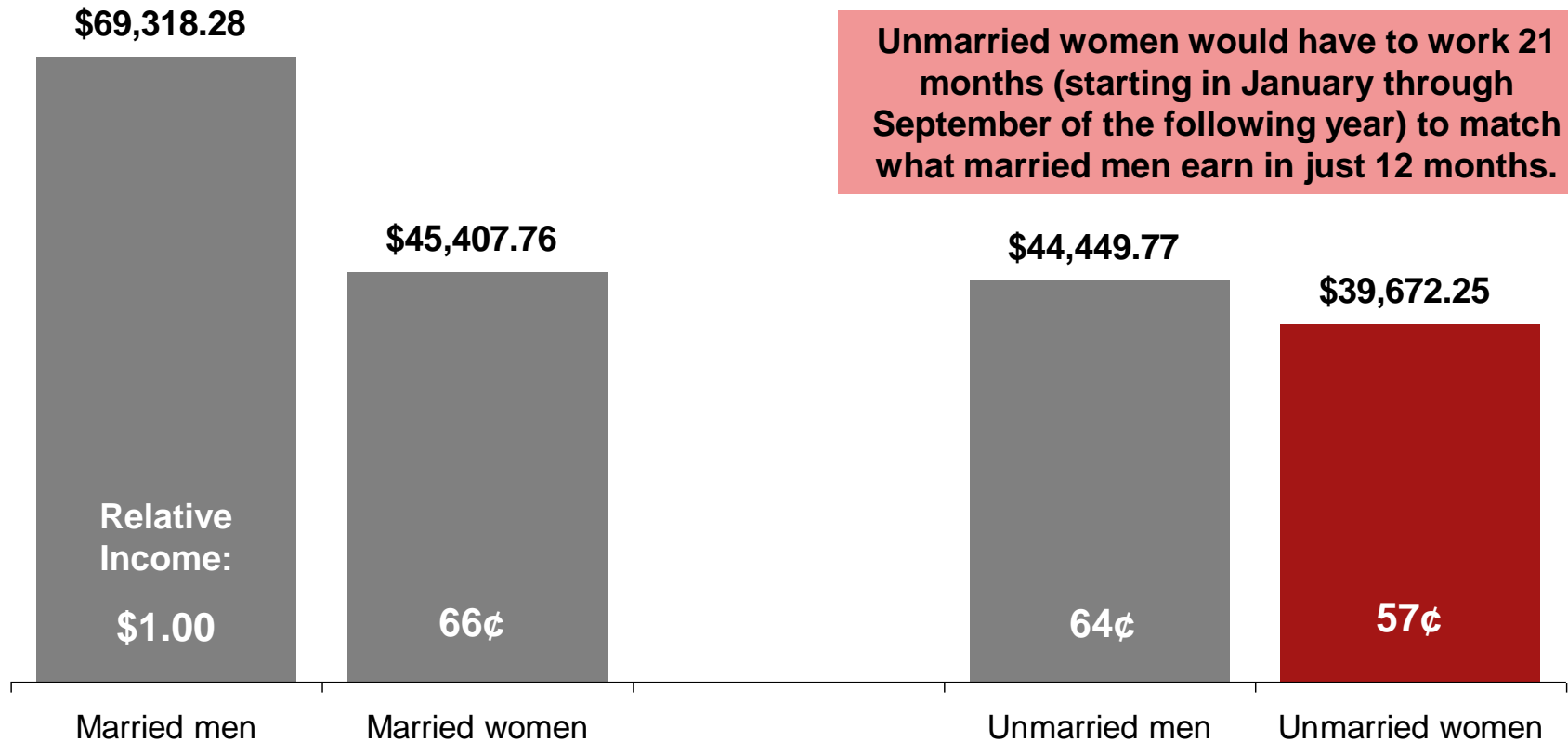


LRP/Tarrance Group Battleground 2008, Election Day Survey

Many unmarried Americans live on the economic margins.
Unmarried women make only 57 cents on the dollar, compared to married men.

Personal Earnings by Gender/Marital Status

Unmarried women would have to work 21 months (starting in January through September of the following year) to match what married men earn in just 12 months.

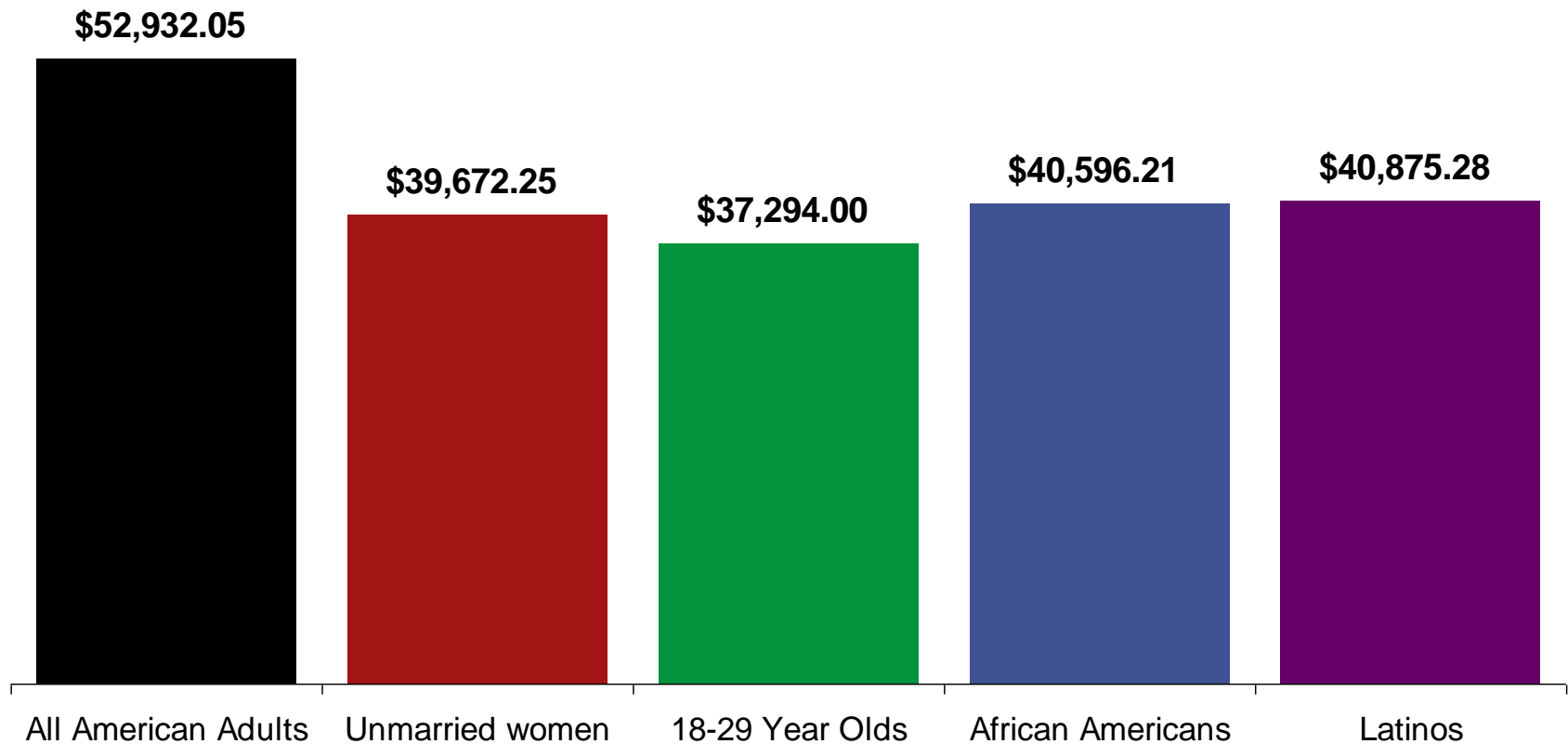


Full-time, Year-round workers, Current
Population Survey, 2008

Unmarried America 2009

Other members of the Rising American Electorate do not fare much better.

Personal Earnings by Rising American Electorate Group

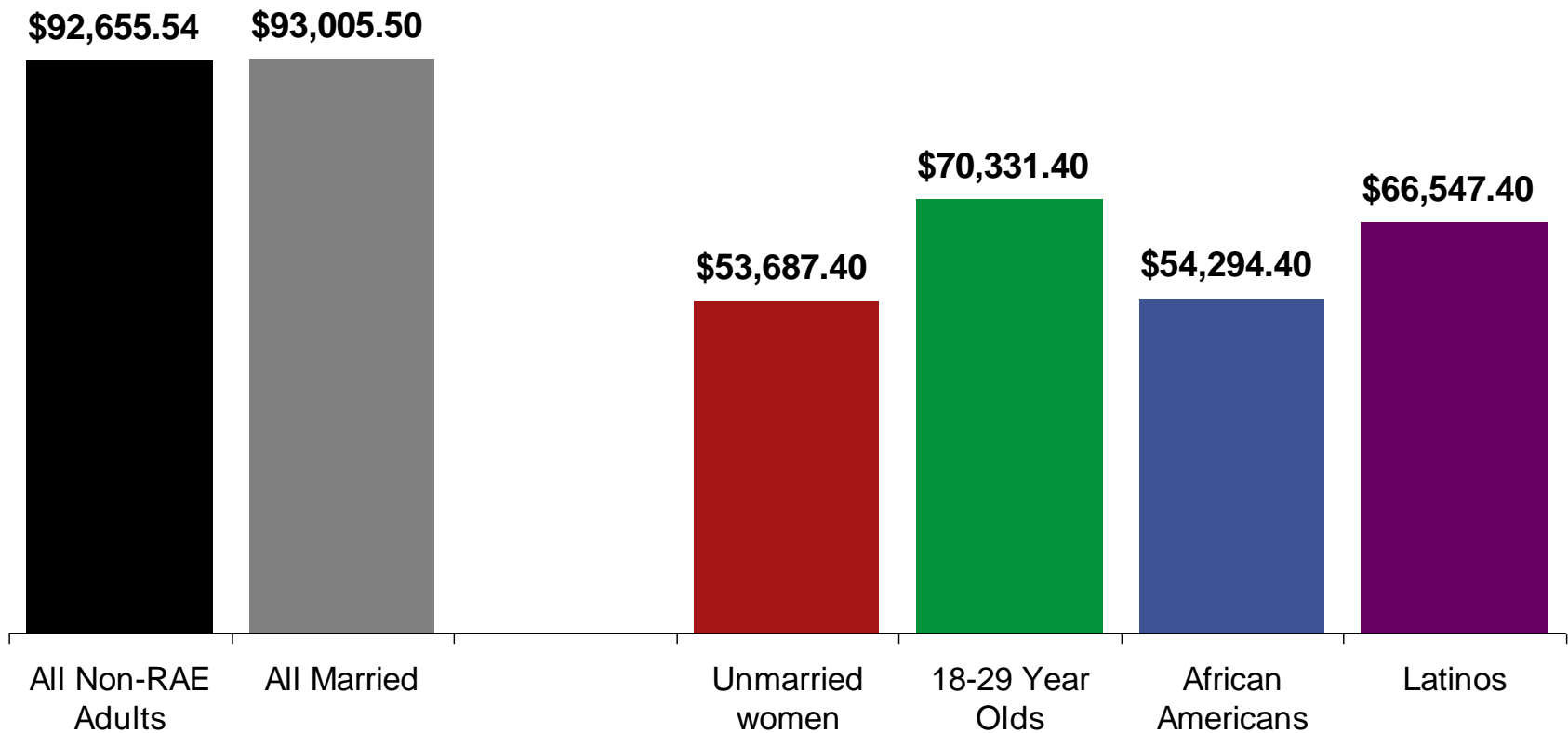


Full-time, Year-round workers, Current
Population Survey, 2008

Unmarried America 2009

Like unmarried women, African Americans have household incomes significantly lower than the population as a whole. Many young adults still benefit from their parents' income, and Latinos are more likely than the other RAE groups to be married, resulting in more two income households.

Household Income by Rising American Electorate Group

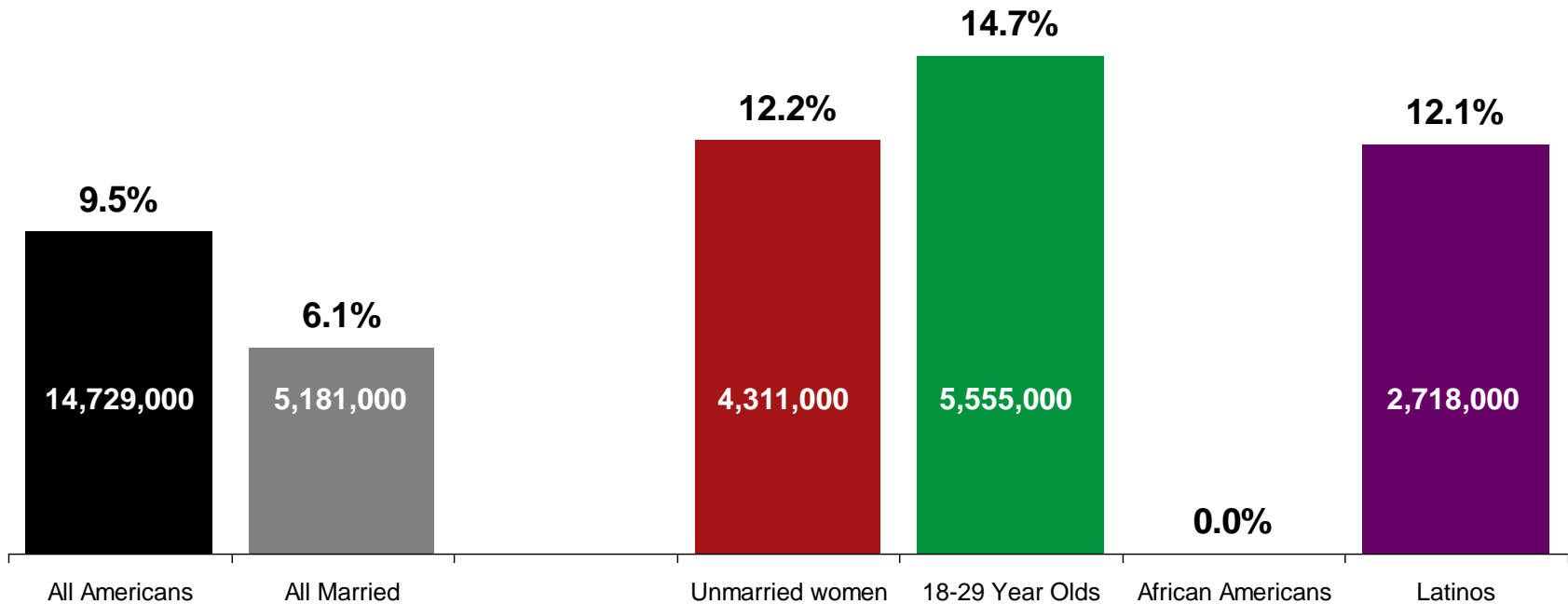


Full-time, Year-round workers, Current
Population Survey, 2008

Unmarried America 2009

The unemployment situation is even worse for the other Rising American Electorate groups. Across groups, the unemployment rate is significantly higher than the national rate.

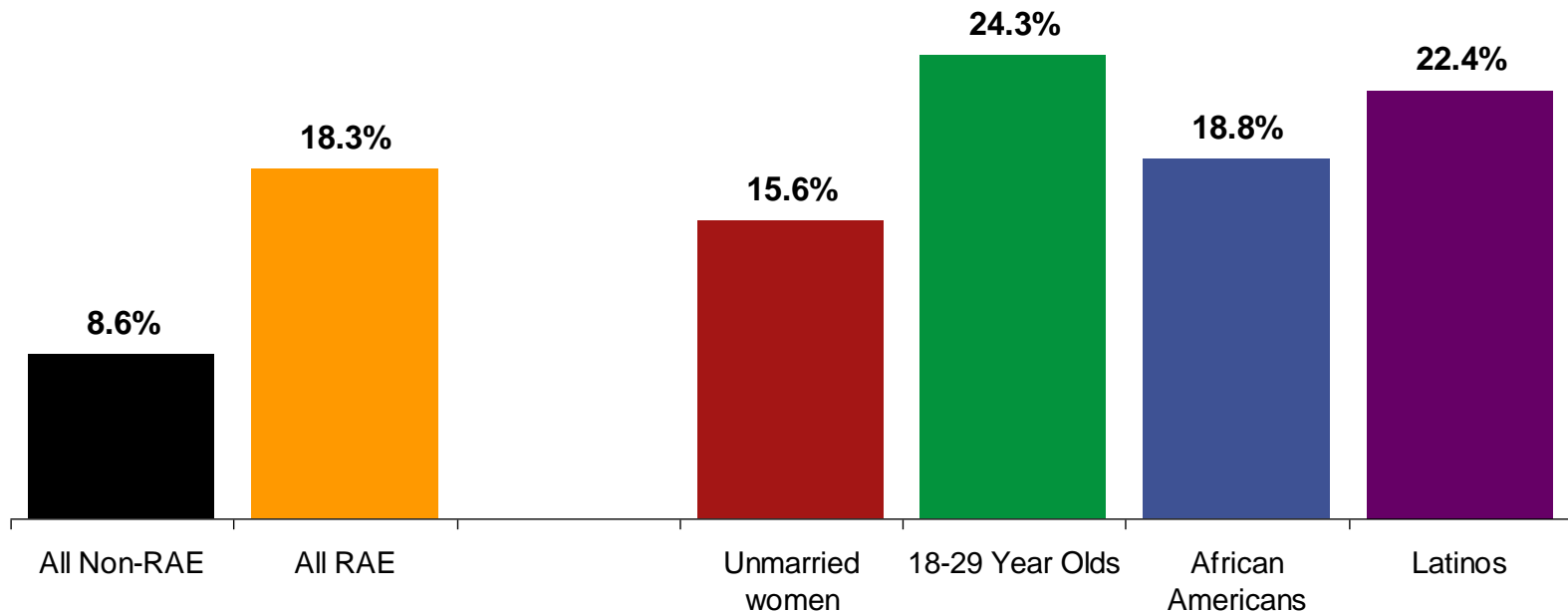
Unemployment Rate by Rising American Electorate Group



Young adults an Latinos, especially, have high uninsured rates.

Percent WITHOUT Health Insurance by Rising American Electorate Group

69% of all Americans without health insurance are members of the Rising American Electorate.



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