

The Rising American Electorate

Their Growing Numbers and Political Potential

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A New Decade and A New Electorate

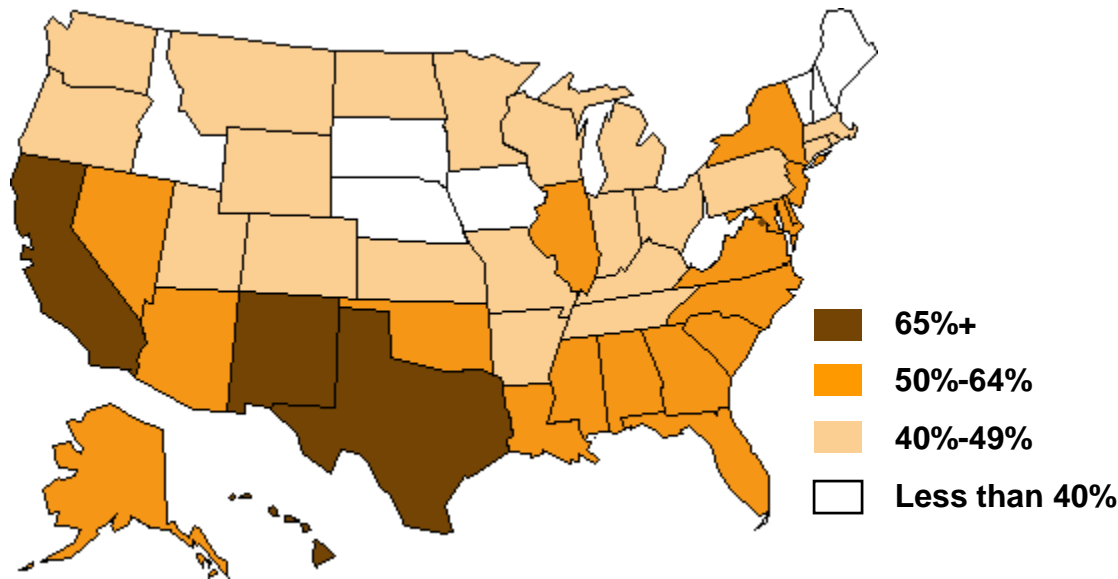
- **The RAE has grown substantially in the last decade and there has been a steady uptick in their share of the vote since 2002.**
- **The 2008 Presidential election was a strong exhibition of the power and potential of this vote. But the 2010 elections made clear that the 2008 surge vote will not reappear in 2012 unless outreach and repair begins now.**
- **There is a great deal of potential to register these voters, with large numbers of otherwise eligible RAE citizens currently not registered.**
- **Mobility is a major challenge for registering the RAE. They move much more frequently than other Americans.**

Data 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 RAE can be found across the United States. The vast majority of states have 40% or higher RAE population.

Rising American Electorate Population by State







States with Highest % RAE in Adult Citizen Population

Hawaii	89%
Washington, DC	81%
New Mexico	74%
California	67%
Texas	65%

RAE state population totals were calculated based on unmarried women, 18-29 year olds, and all people of color in that state.

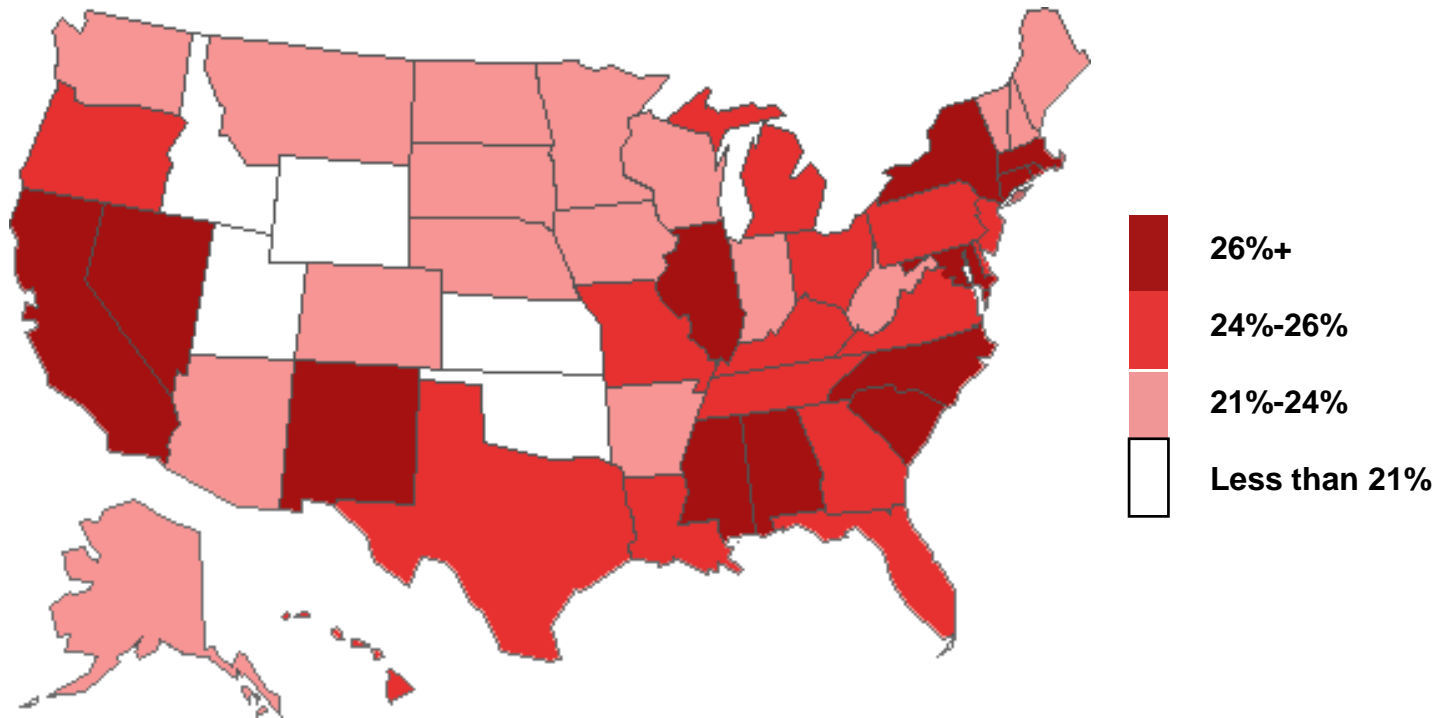
Unmarried women had the most growth in sheer numbers (8.3 million) over the last decade. Latinos had the largest growth rate relative to their size (62 percent increase).

CPS Estimates of the Vote Eligible Population

	2000		2010
Unmarried Women	44,782,087	+8.3 million, 19% increase 	53,106,959
18-29 Year Olds	39,331,698	+5.9 million, 15% increase 	45,219,899
African Americans	22,409,056	+2.4 million, 11% increase 	24,782,189
Latinos	13,158,725	+8.1 million, 62% increase 	21,284,881

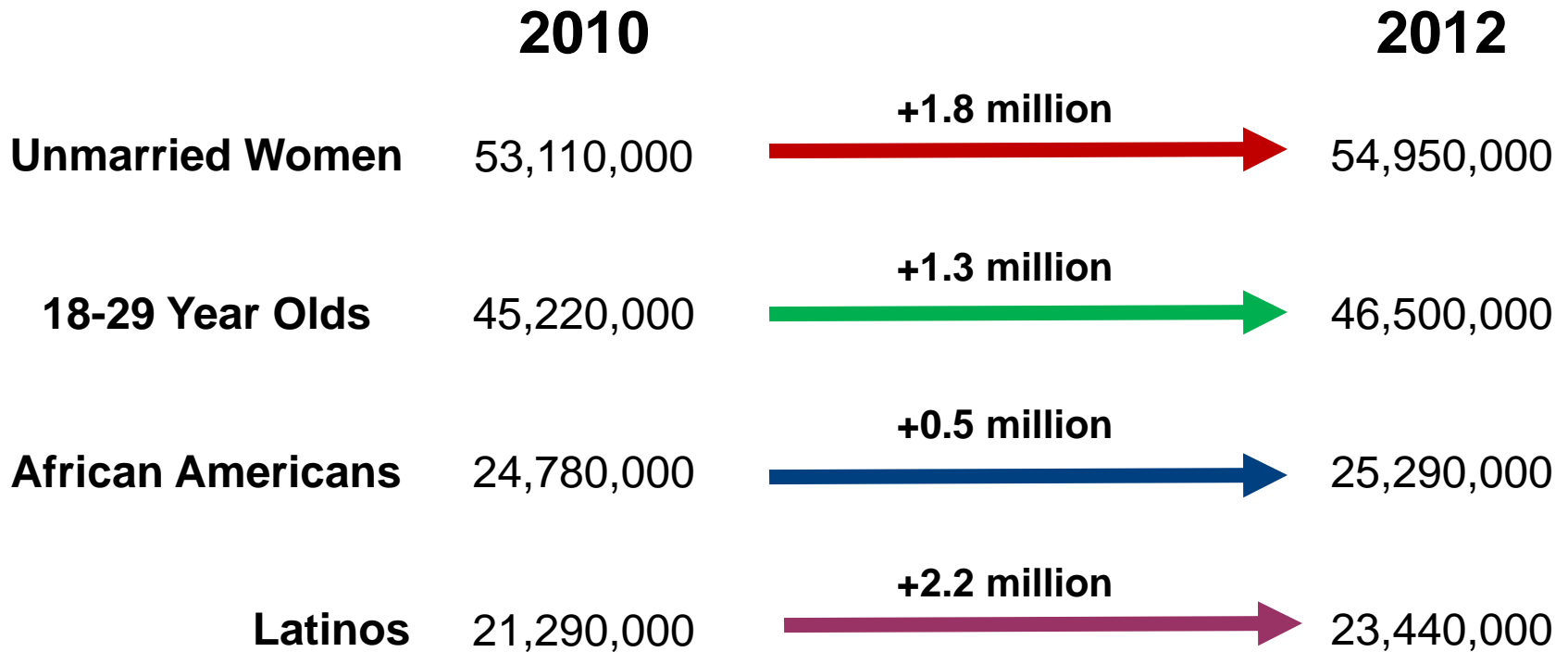
Unmarried women are a growing segment of the population across regions of the country. Nineteen states have a higher percentage of unmarried women than the overall national percentage for this group (25.2%). They include the key states of Michigan, Nevada, New Mexico, and North Carolina.

Unmarried Women Population by State



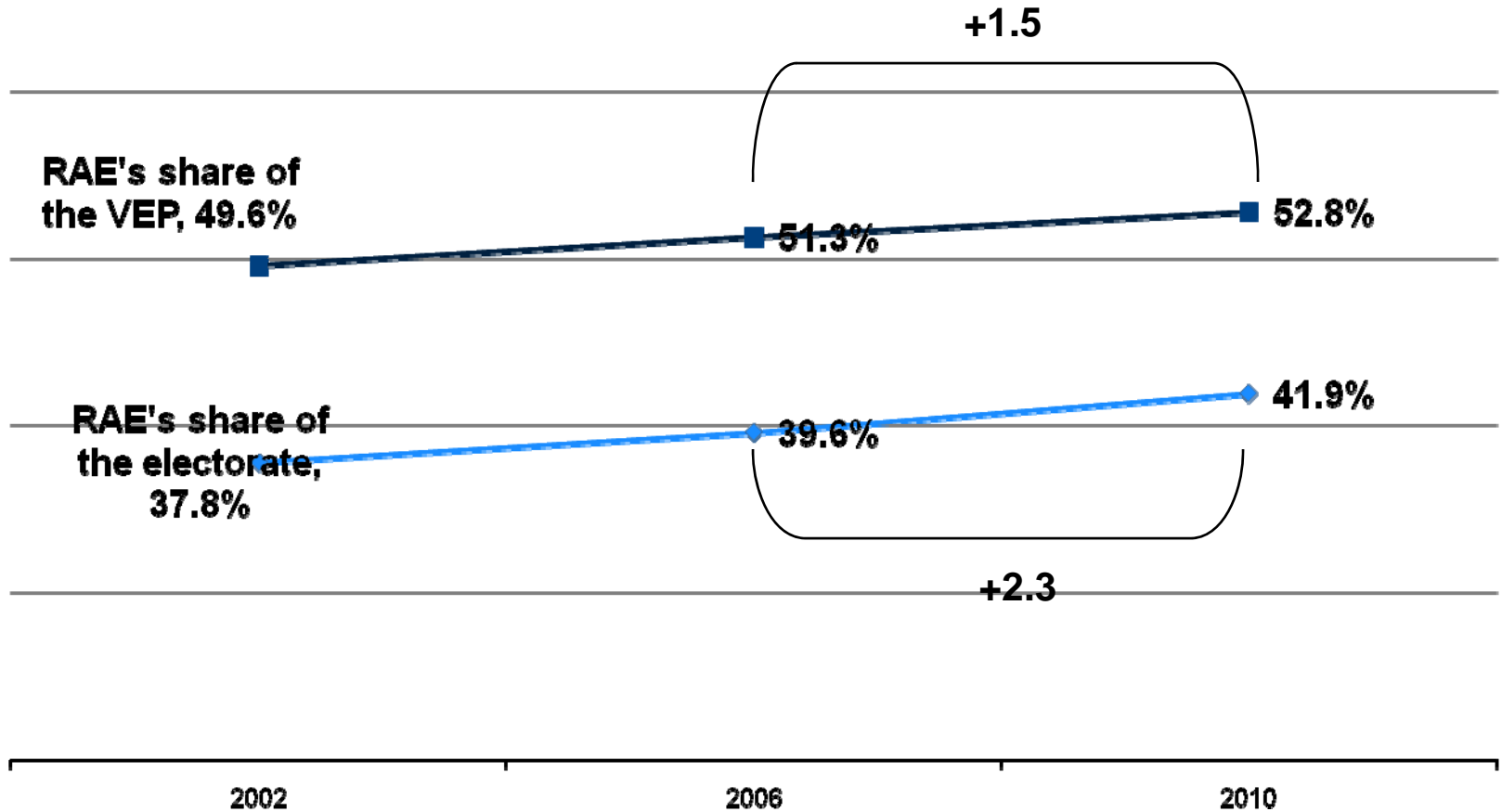
Looking ahead to 2012, the RAE is estimated to be 53.5% of VEP with nearly two million more unmarried women and more than two million additional Latinos.

CPS Estimates of the Vote Eligible Population – Projected for 2012

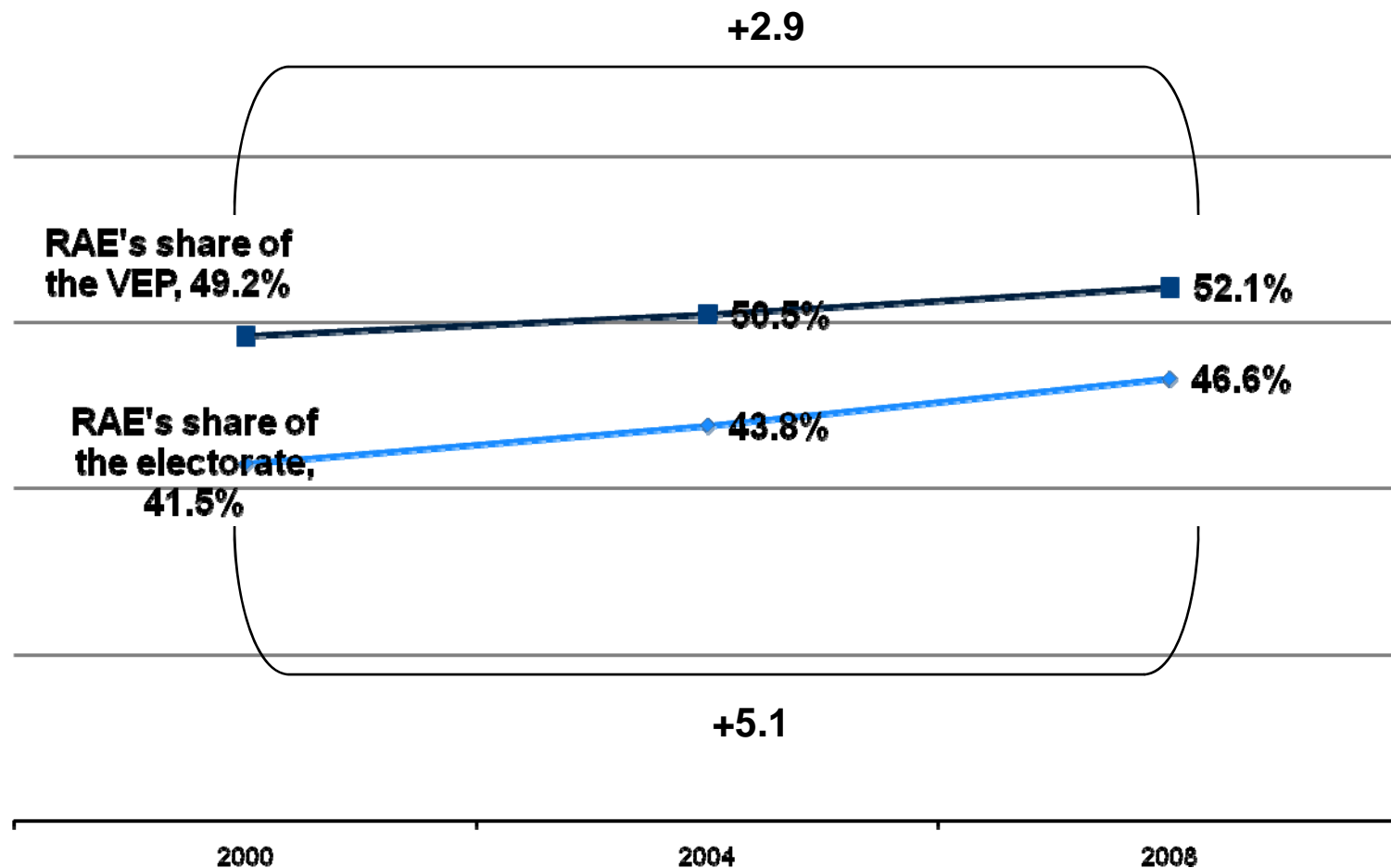


The projections are estimated by averaging sub-population growth rates between election cycles since 2000 using the Current Population Survey November Supplements. These projected growth rates would predict the total RAE share of the vote eligible population to be 53.5% in 2012.

Over the last decade, there has been a steady increase in the RAE's share of the vote eligible population and a narrowing of the gap between their population share and their share of the electorate in mid-term elections. Still, their unrealized potential is seen in the gap between their majority status, estimated at 52.8%, and their latest share of the vote (41.9%).

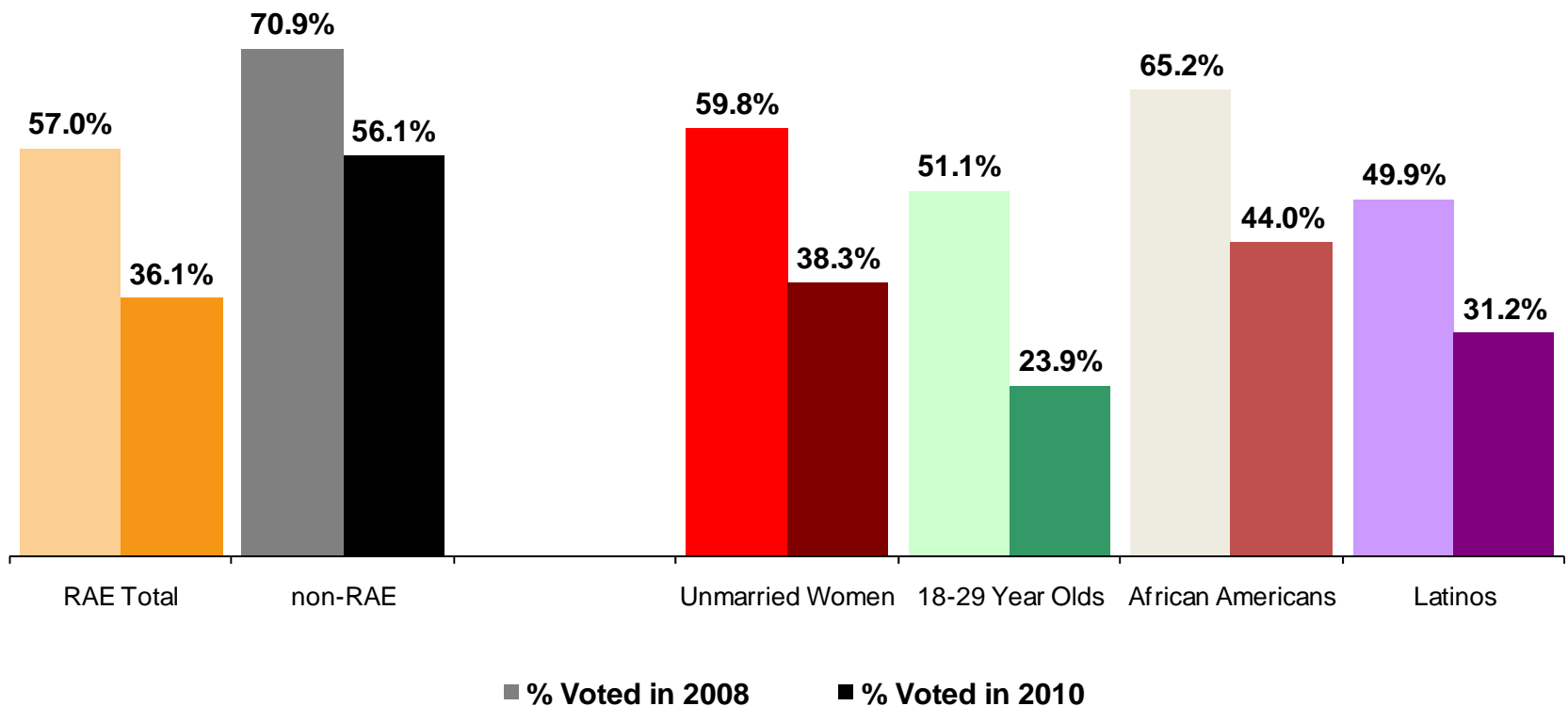


Looking at the presidential elections over the last decade also shows an upward trend and narrowing of the gap between the RAE's share of the population and their share of the electorate.



The 2008 surge in turnout among the RAE groups was not sustained into 2010. Turnout among these growing groups dropped sharply. Among young voters, 2008 turnout rates were cut in half by 2010.

Turnout Drop-Off Between 2008 and 2010



% equals the number of that group who voted divided by the number of that group eligible to vote

RAE turnout dropped sharply after the 2008 surge in a number of key states.

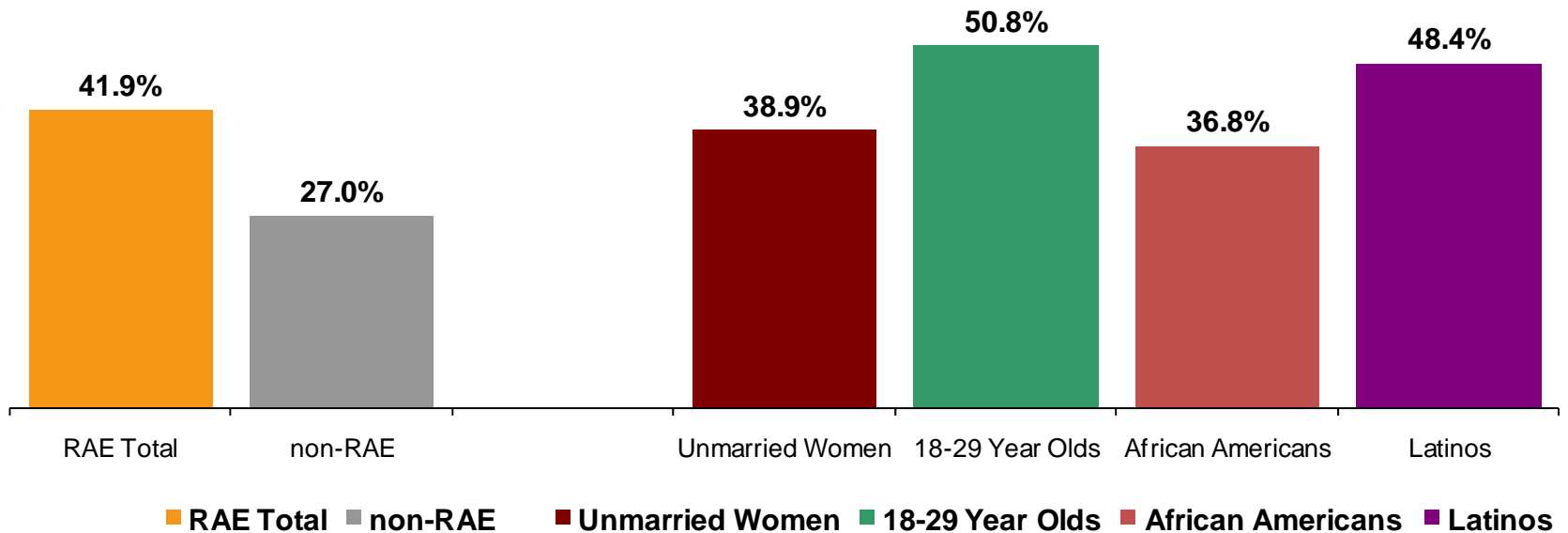
- **The drop in overall RAE turnout from 2008-2010:**
 - Virginia - 33
 - Michigan -26
 - Ohio -25
 - Pennsylvania -21
 - Florida -21

- **The drop in the turnout of unmarried women:**
 - Virginia -34
 - Michigan -27
 - Ohio -23
 - Pennsylvania -23
 - Florida -21

- **The drop in the turnout of Latino voters:**
 - Virginia -38
 - Pennsylvania -26
 - Nevada -24
 - Florida -21

As of November 2010, 41.9% of the RAE said they are not registered to vote. That represents 63% of all unregistered Americans.

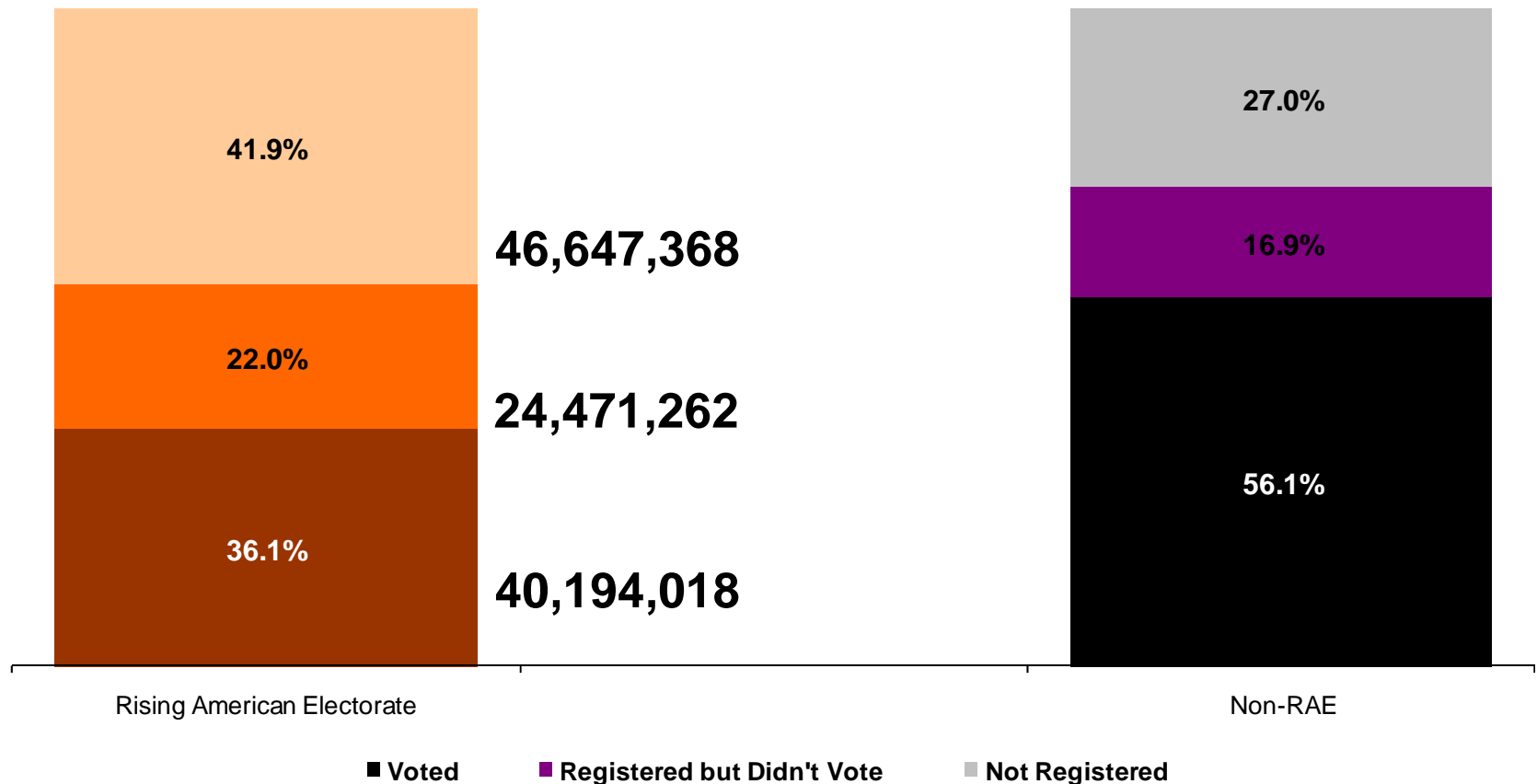
% Not Registered



% equals the number of that group who are NOT registered divided by the number in that group eligible to register and vote.

Out of the 111 million adult citizens in the RAE, 46 million or 41.9% said they are not registered; 22% said they are registered but didn't vote; and 36.1% reported being registered and voting in November 2010.

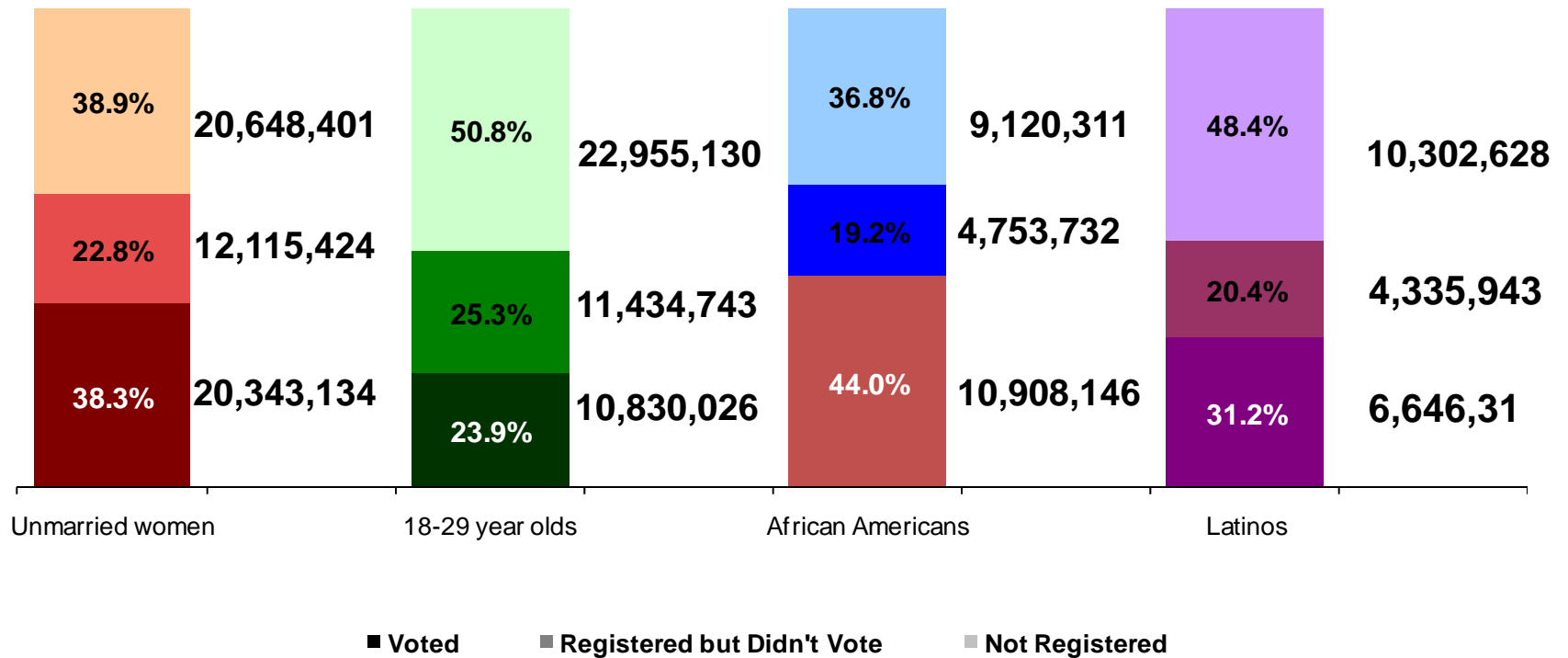
Registration and Voting Rates among the RAE and non-RAE



% equals the number in the group registered/voted divided by the number in that group eligible to vote

Among young adults and Latinos, about half of those eligible to vote are not registered.

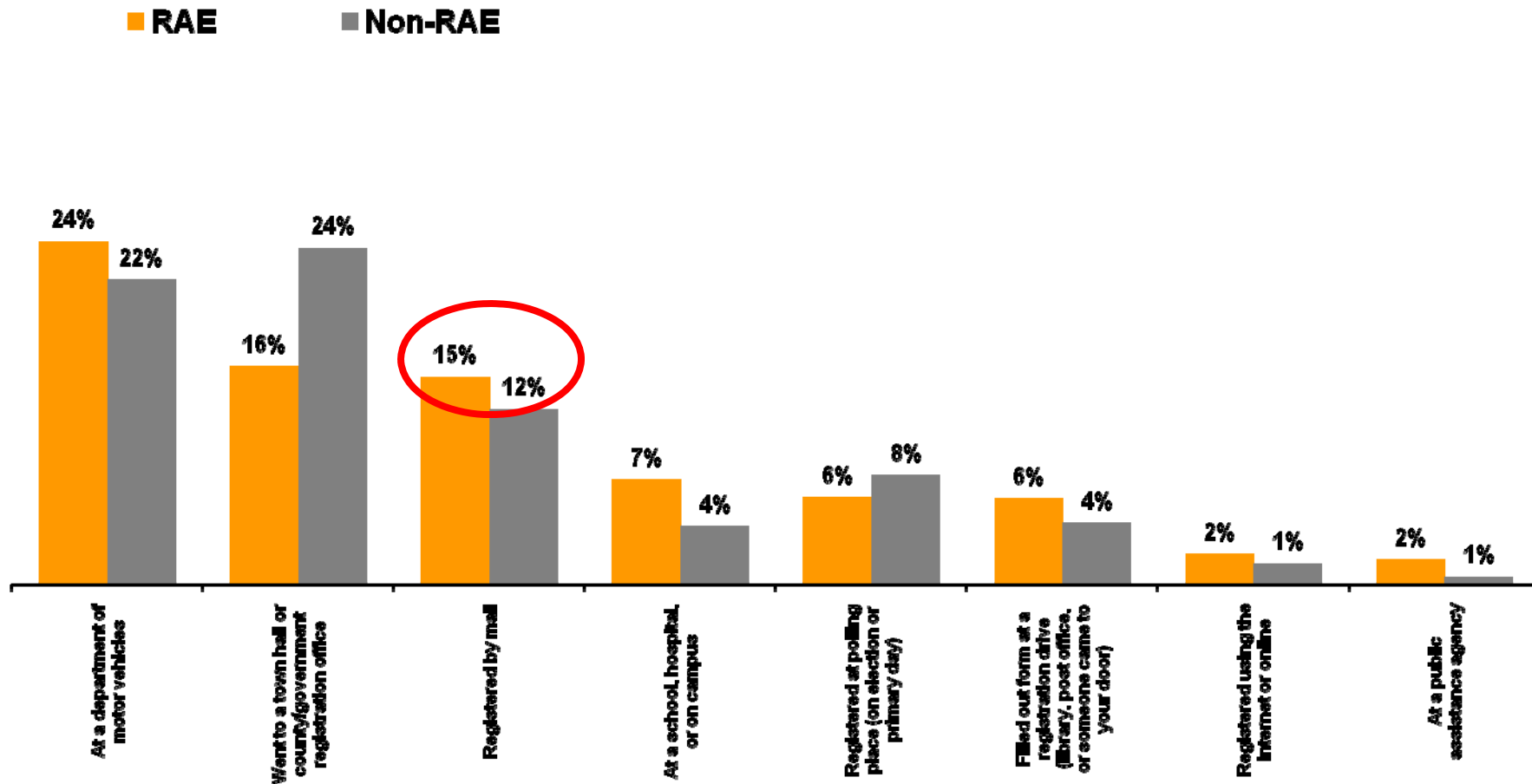
Registration and Voting Rates Among RAE Groups



% equals the number in the group registered/voted divided by the number in that group eligible to vote

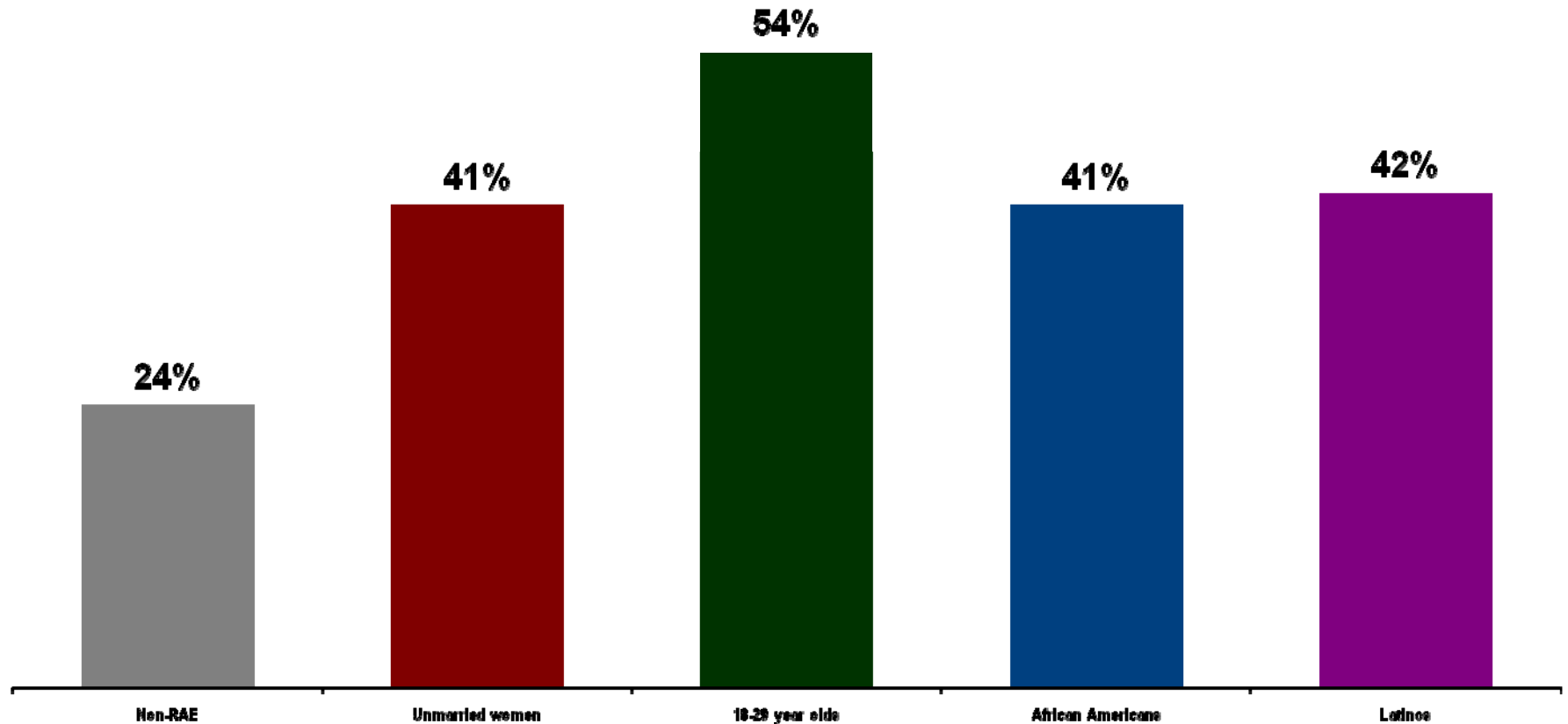
The RAE are more likely to report registering by mail, at a school, in a drive, online, or at a public agency (32%) compared to the non-RAE group (22% report using these methods).

Reports of registration methods RAE vs. non-RAE



Compared to the rest of the vote eligible population, each of the groups in the RAE are much more likely to have moved in the last 5 years.

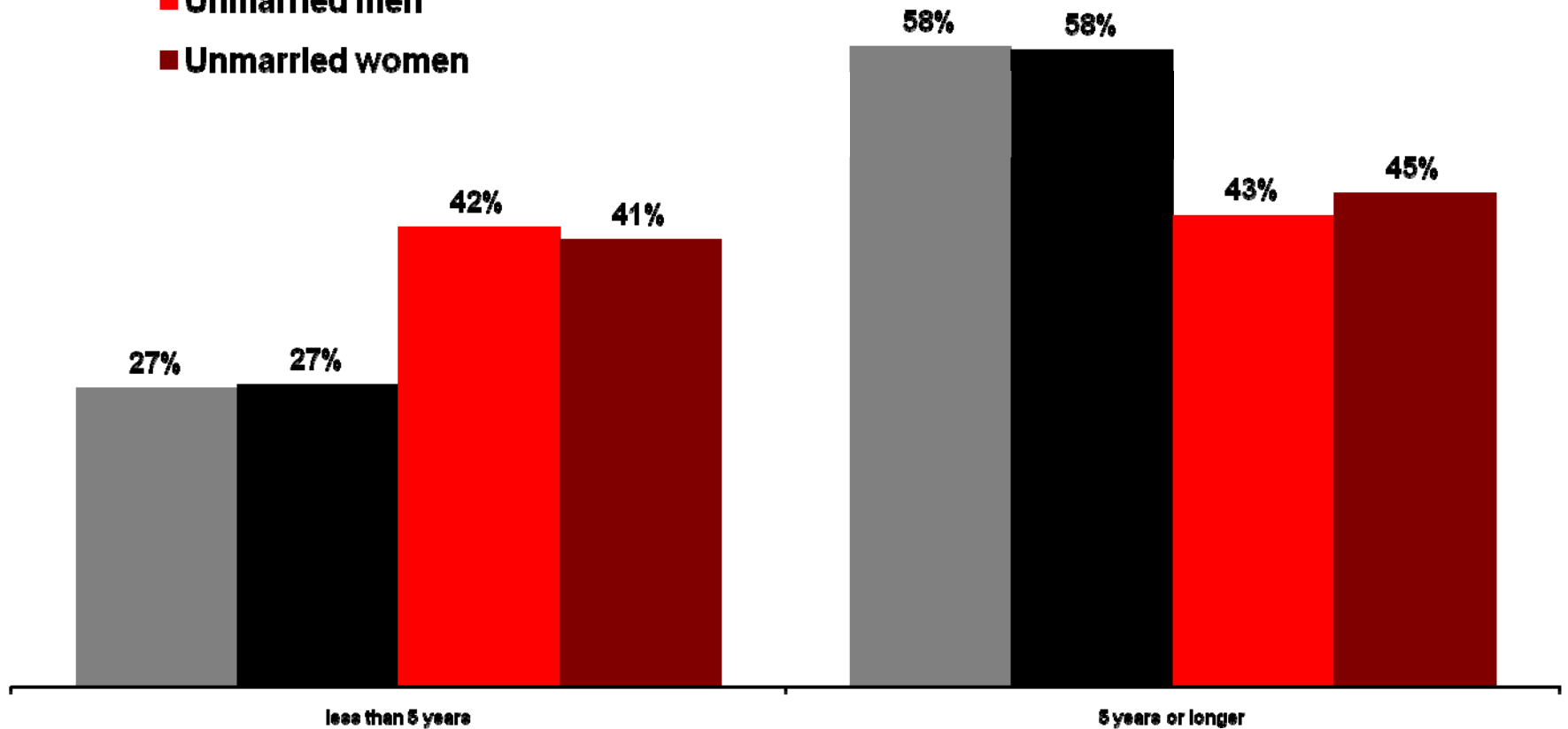
% Living at current address for less than 5 years



Unmarried women are much more mobile than their married counterparts. They are more than twice as likely to have moved in the last year.

Time at Current Address (as of 2010 Election)

- Married men
- Married women
- Unmarried men
- Unmarried women



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