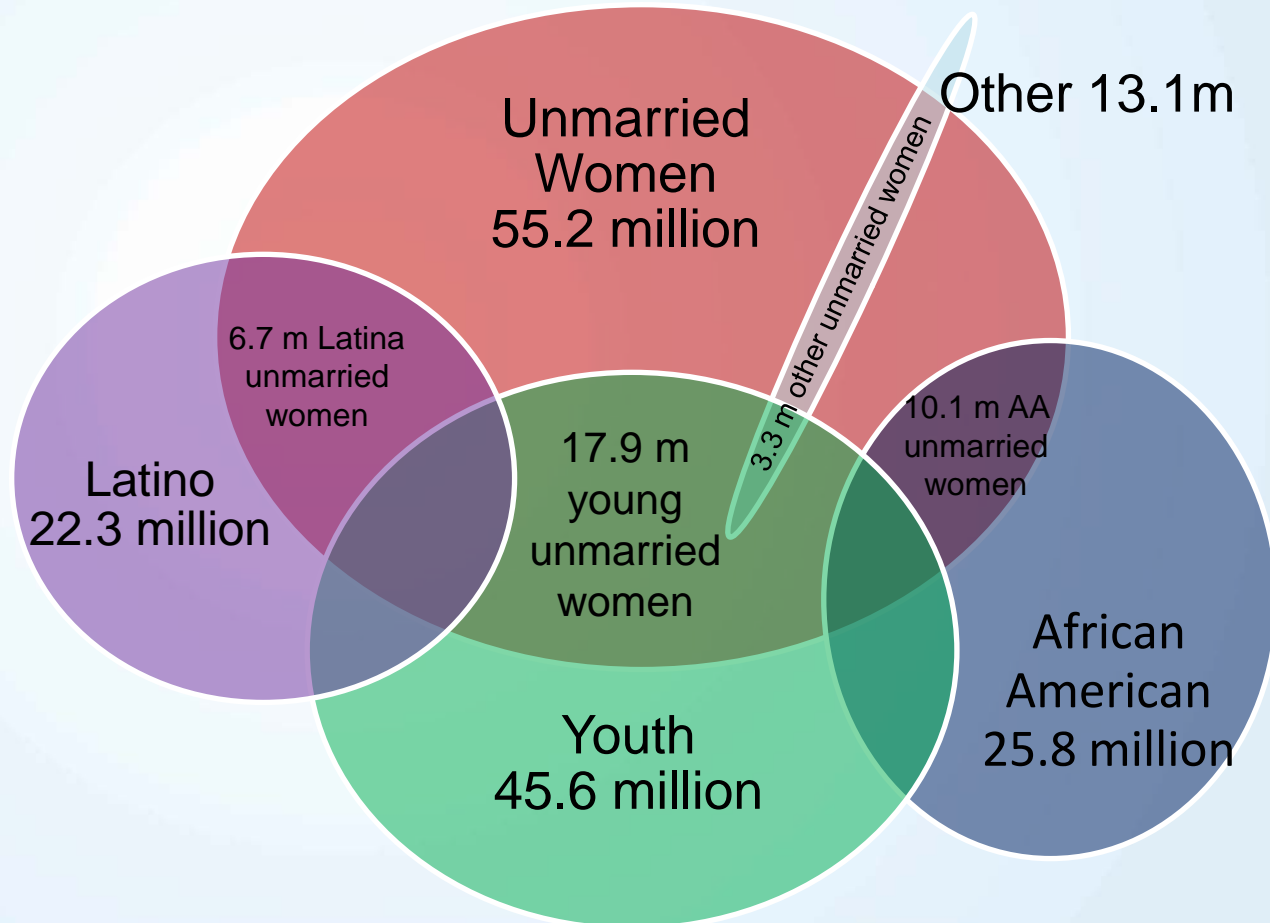


Unmarried Women's Growing Political Influence



Unmarried women make up almost half (48%) of the Rising American Electorate (RAE). In total, the RAE is comprised of nearly 115 million eligible voters. 4 million of those eligible voters were added since 2010.

Almost 115 million eligible voters (53.5% of all eligible voters) are in the RAE



The pace of growth is impressive and ongoing. Since 2010 nearly 2 million unmarried women joined the vote eligible population, representing an increase of nearly 4%. The growth since 2000 has been 10 million.

Year	Unmarried Women	Increase	% Increase
2000	44,782,087	-	-
2002	46,007,610	+1.2 million	+2.7%
2004	47,574,162	+1.6 million	+3.4%
2006	49,414,372	+1.8 million	+3.9%
2008	50,920,092	+1.5 million	+3%
2010	53,106,959	+2.2 million	+4.3%
2012	55,151,532	+2 million	+3.8%

Like most American voters, unmarried women's participation rises during Presidential elections and drops off during off year elections.

Unmarried Women's Share of the Electorate

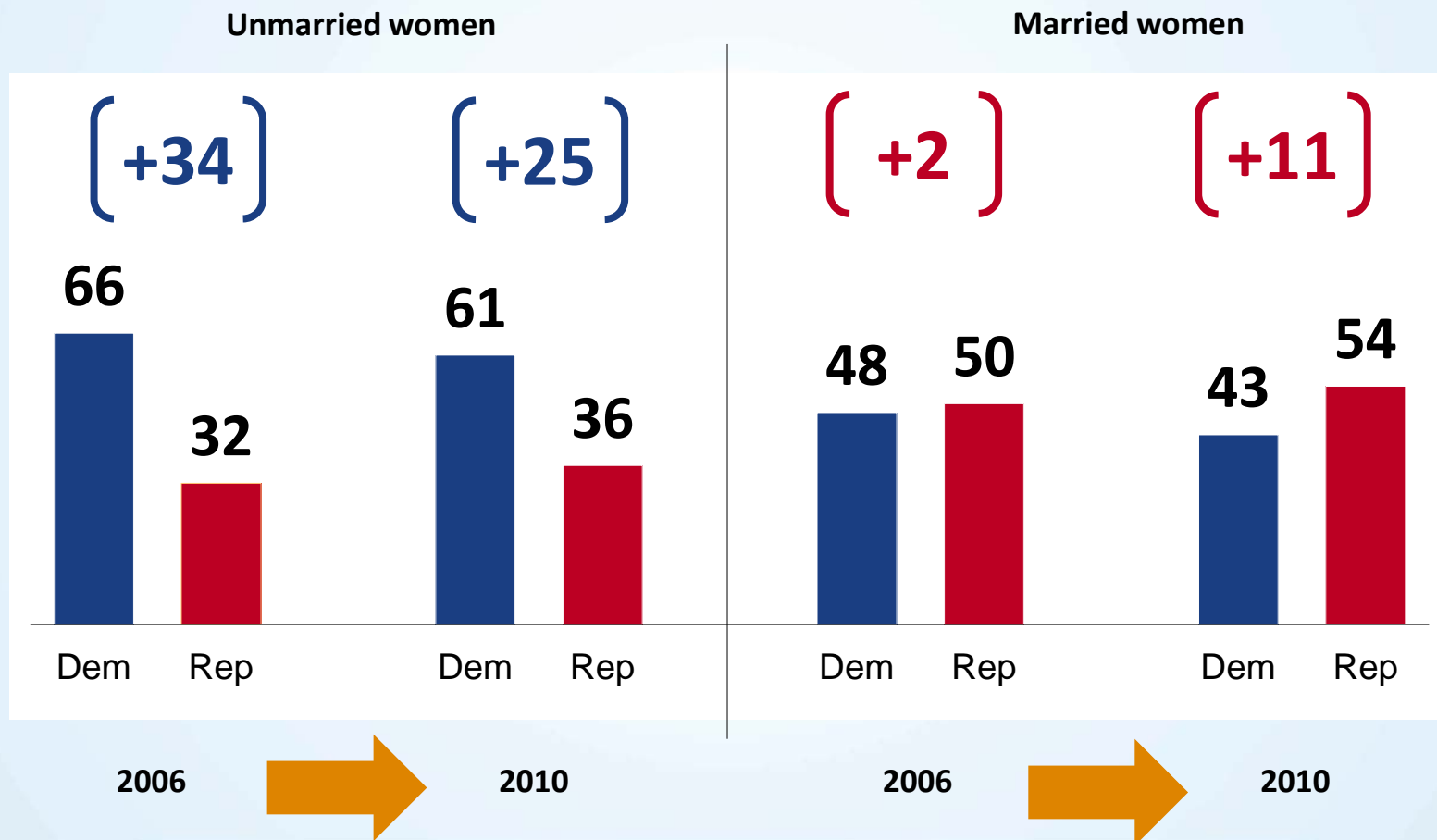


THE VOTER PARTICIPATION CENTER

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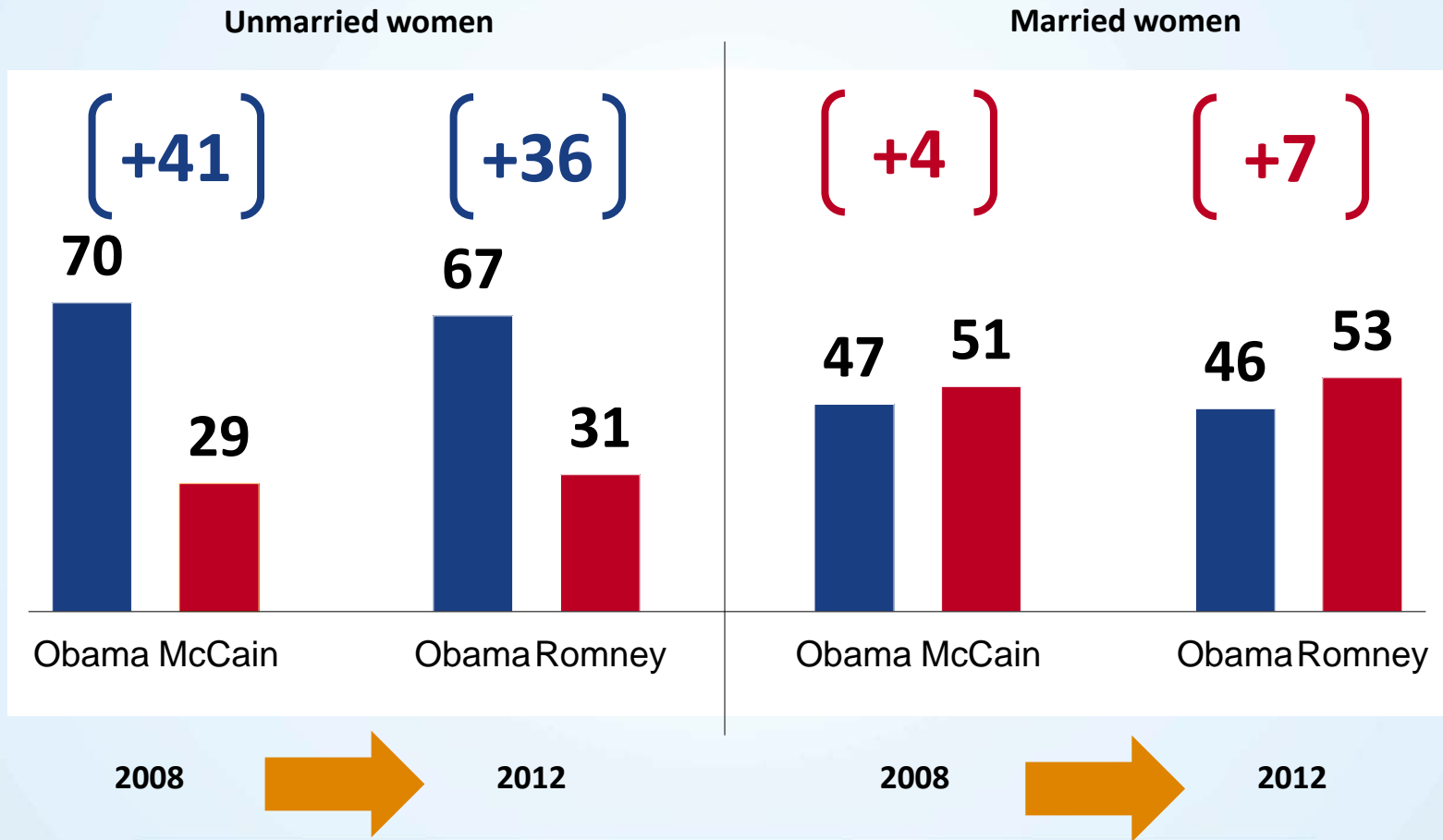
Year	Unmarried Women Share of Electorate	Decrease	% Drop Off
2000	23,415,450	-	-
2002	17,449,534	-6 million	-25.5%
2004	27,857,568	-	-
2006	19,789,642	-8.1 million	-29.0%
2008	30,454,384	-	-
2010	20,343,134	-10.1 million	-33.2%
2012	Data not yet available	-	-

Both political parties have much at risk in failing to attract support from unmarried women. Democrats won big among unmarried women in 2006 when they retook the House. Conversely, in 2010, when Republicans closed the gap, they took back the House.



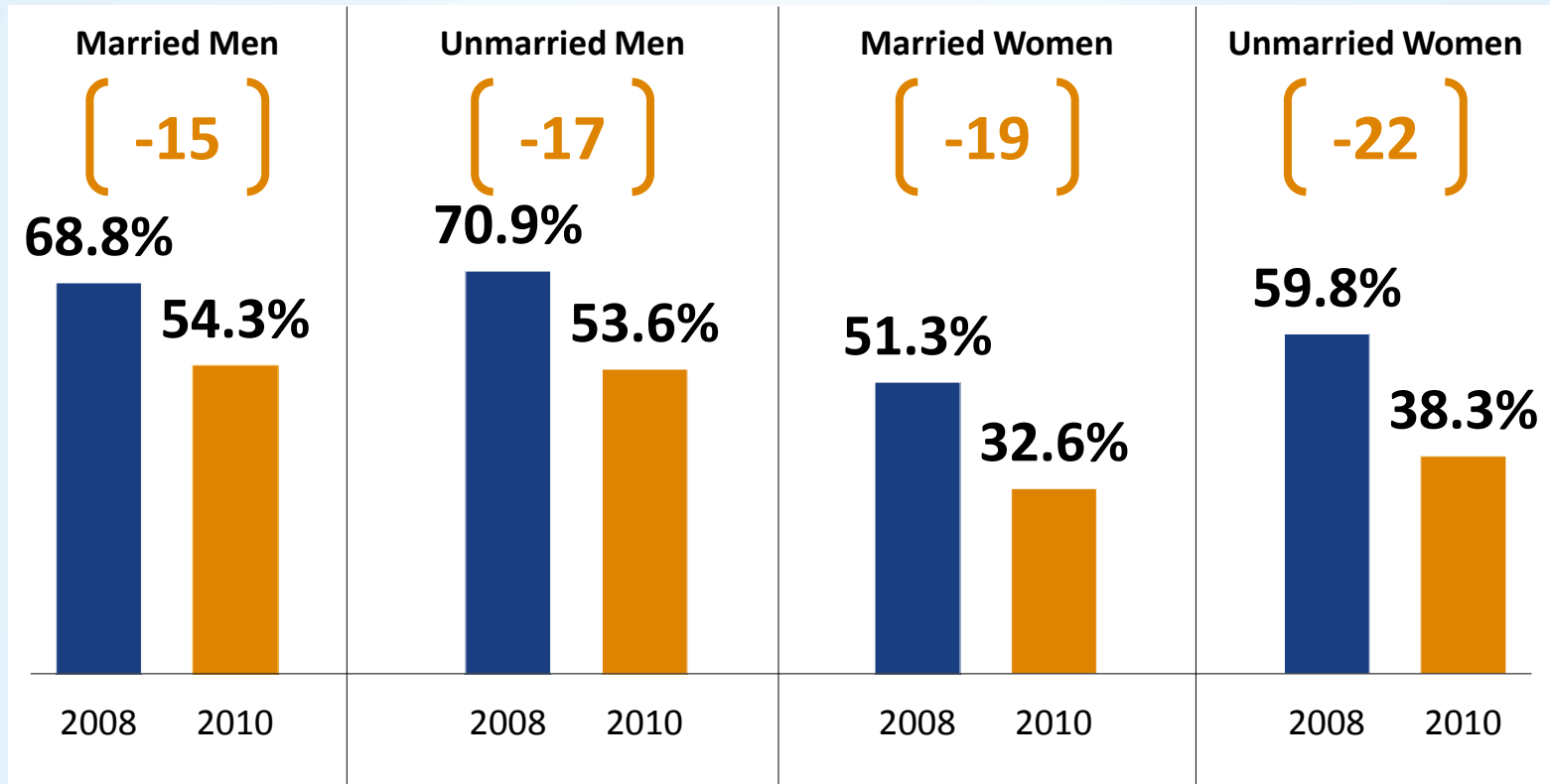
THE VOTER PARTICIPATION CENTER

Similarly, in the two most recent presidential elections, Obama's support from women is propped up by his support from unmarried women – he lost married women in both 2008 and 2012.



Unmarried women showed the biggest drop-off in turnout among marital groups from 2008 compared to 2010.

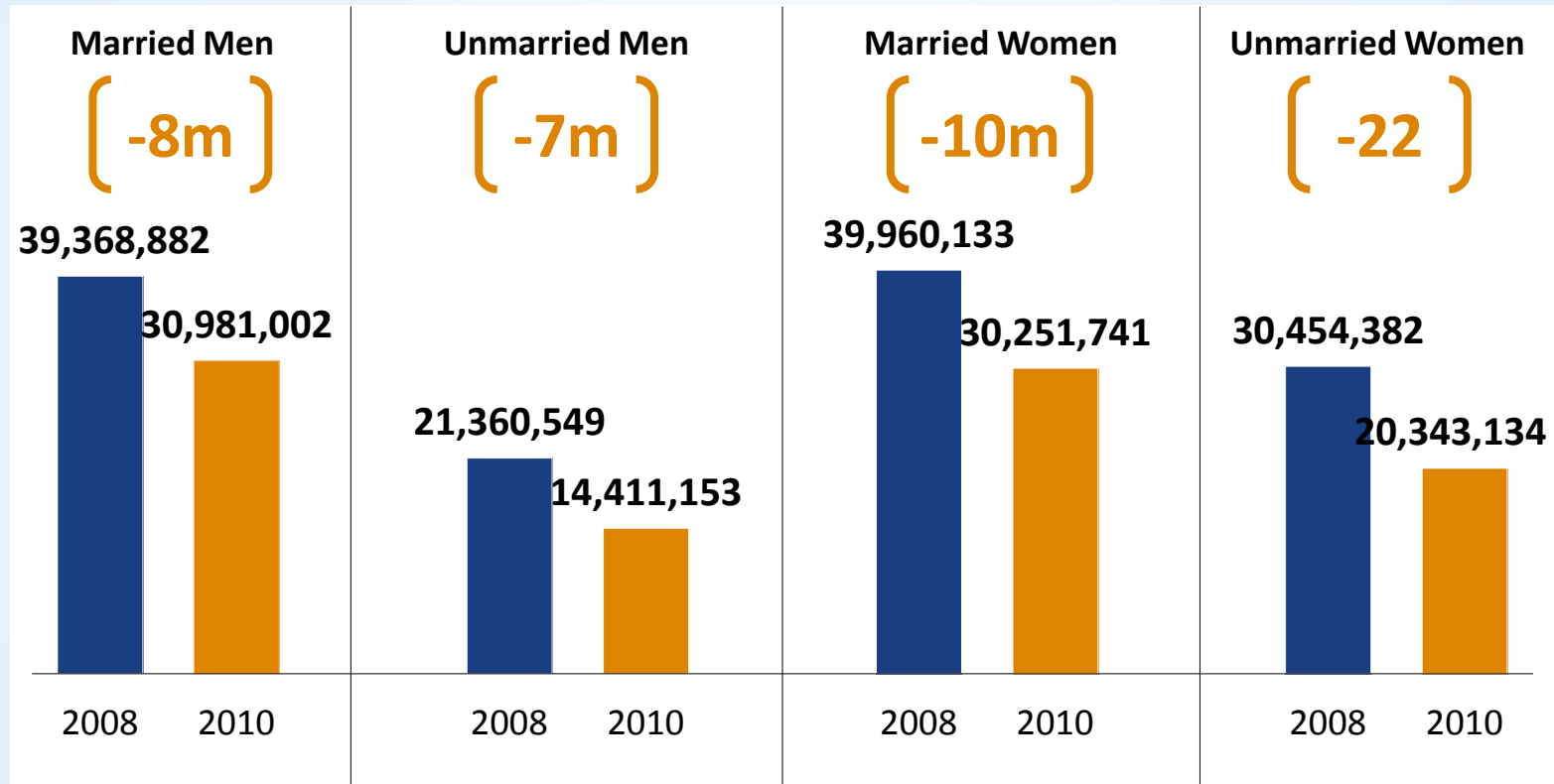
Drop-Off From 2008 to 2010



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

Unmarried women showed the biggest drop-off in turnout among marital groups from 2008 compared to 2010.

Drop-Off From 2008 to 2010



Unmarried Women's Growing Political Influence

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