



A Demographic Profile of the Rising American Electorate in 2018

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The Voter Participation Center



- The Voter Participation Center (VPC) is a 501(c)3 nonprofit, nonpartisan organization.
- VPC is dedicated to increasing the share of unmarried women, people of color, Millennials, Gen Z, and other historically under-represented groups in the electorate.



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Sources and Methods: the Current Population Survey

- Unless noted, all of the data in this report are from the Current Population Survey (CPS), the November 2018 CPS supplements on voting and registration, and the March 2018 CPS supplements on income.
 - The CPS is a monthly survey of about 50,000 households conducted by the Bureau of the Census for the Bureau of Labor Statistics.
 - Information on reported voting and registration by various demographic and socioeconomic characteristics is collected by the 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.
- Working class is defined as non-college graduates.
- Median income is rounded to the nearest \$1,000.



Sources and Methods: 2020 Predictions

To estimate population in 2020, CPS counts of the Voting Eligible Population (VEP) were pulled from historic data.

- Data were divided by state and then into demographic subgroups of Latinx, non-Latinx Rising American Electorate (RAE), and non-RAE, as those populations are growing at different rates.
- A rolling average was calculated, such that each month's data was represented by an average of that month and the 11 preceding months. This was done to smooth out random fluctuations in the data that were the result of sampling error. From these rolling averages, the monthly increase in population was estimated and multiplied by 24 to give an estimate of the increase in population between November 2020 and November 2016.
- Data was then summed by state and by demographic subgroup to produce total national estimates.



The Rising American Electorate

- The Rising American Electorate (RAE) – unmarried women, Millennials (ages 23-38), Gen Z (ages 18-22), and minorities (as defined by the Census) – now accounts for more than half of the Vote Eligible Population (VEP) in this country (62.1%).
- The Vote Eligible Population (VEP) refers to eligible citizens 18 and over.
- While RAE turnout has increased in recent elections, the RAE still do not register to vote or turn out in proportion to their share of the population.



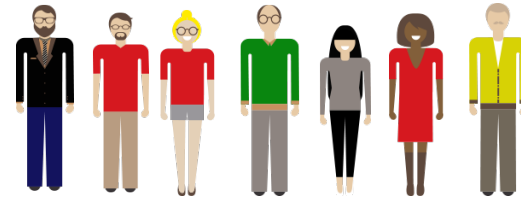


Key Findings from 2018

- In 2018, there were 142 million eligible voters in the RAE. This comprised 62% of the VEP in the country, their largest share of the VEP ever.
- RAE voters made up 53% of the electorate in 2018. This is an 8-point increase from the 2014 midterm elections, and their largest share of any midterm election.
- While the number of RAE voters increased by nearly 24 million from 2014 to 2018, the number of non-RAE voters also increased by six million.*
- In 2004 (VPC's first cycle), the RAE was 45% of the VEP; by 2018, it was 62%. The non-RAE was 55% of VEP in 2004 and 38% of VEP in 2018.
- Turnout in 2018 was higher than turnout in 2014 among all RAE groups, except Millennials.
- In 2018, under half (46%) of RAE voters turned out to vote, compared with two-thirds of non-RAE voters. There is also a large registration gap between the two groups: 61% of the RAE was registered in 2018, compared with 77% of the non-RAE.
- Growth among Millennial and Latinx voters resulted in the non-RAE dipping below 50% of the share of the electorate in 2018 for the first time in a midterm election.

*This is uniquely counted

Source: CPS November 2018

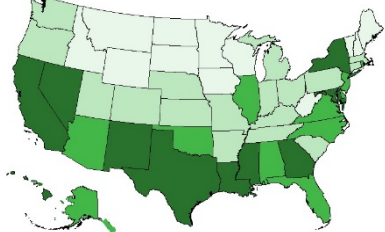


Key Demographic Findings

- Despite RAE growth as a share of the VEP, there remains a sizable registration and turnout gap. Only 24% of the non-RAE reports not being registered to vote, compared with 39% of the RAE. The rate of non-registration is even higher among Latinx (46%), Asian American (47%), and Millennials (41%).
- In 2018, for the first time in any midterm election, a majority of vote-eligible women were unmarried. Additionally, 48% of unmarried women voted in 2018, their highest turnout in any midterm election.
- A large share (28%) of the RAE has moved since 2016 and an even larger share (41%) has moved since 2014, highlighting the importance of re-registration. The most mobile group here is Millennials (40% since 2016).
- An important trend to watch is the growing use of vote-by-mail and mail-in registration as a method for engaging Latinx and Asian American voters. 27% of Latinx voters voted by mail in 2018 and 16% registered by mail. Similarly, 41% of Asian American voters voted by mail and 20% registered by mail.

RAE Vote Change



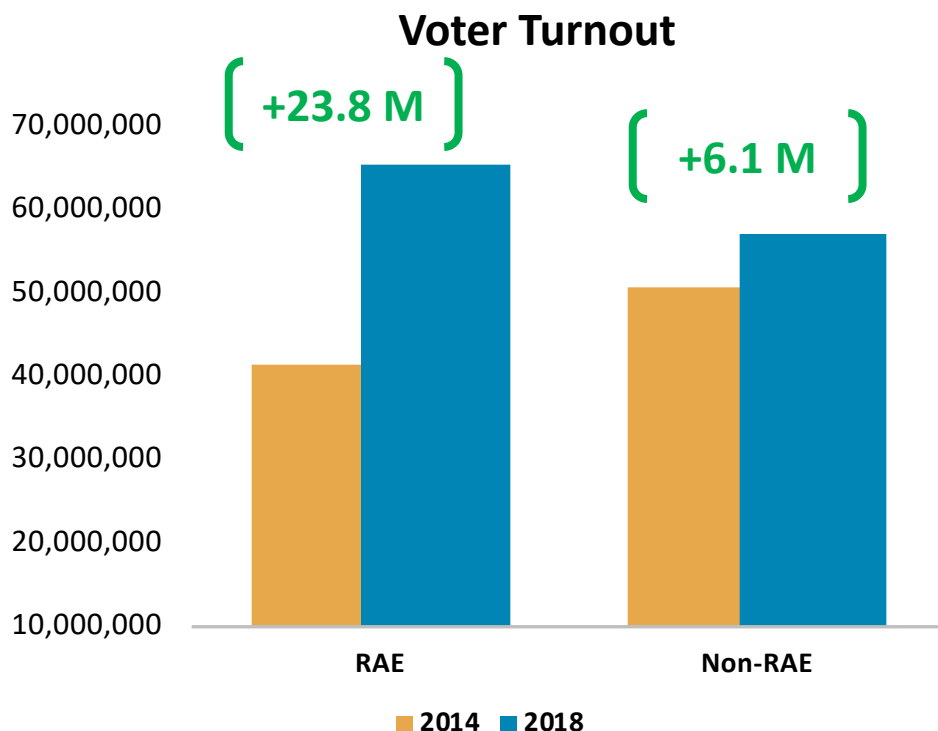


National Vote Change: 2014-2018

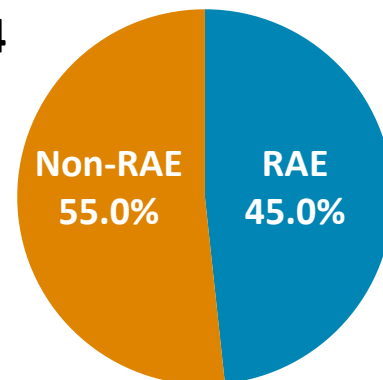
- RAE Voters Gained: 22.3%
 - +23.8 million votes
- Non-RAE Voters Gained: 5.7%
 - +6.1 million votes

RAE VEP Population: 62.1%

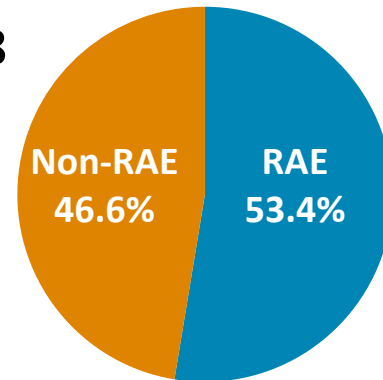
Voter Distribution of the Electorate



2014

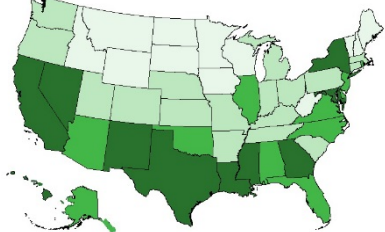


2018



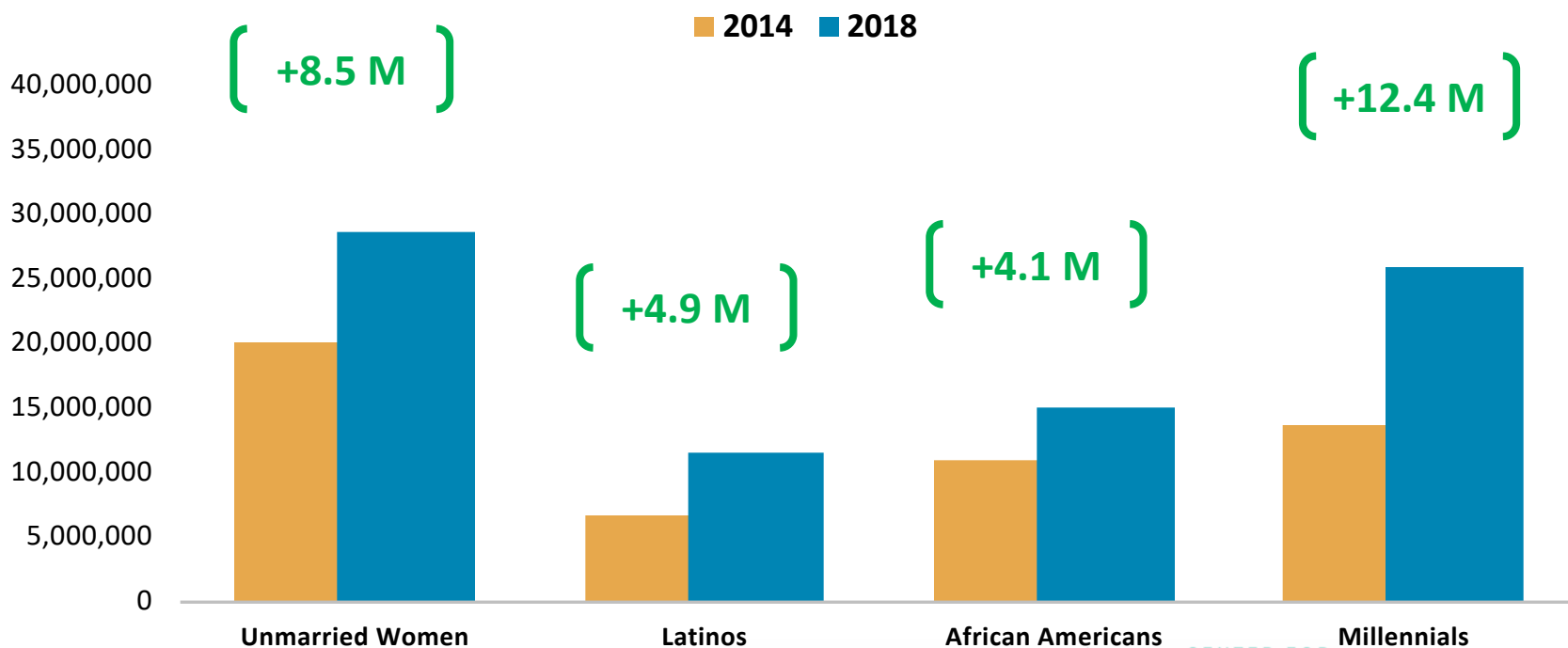
*This is uniquely counted

Source: CPS November 2018



National Vote Change: 2014-2018

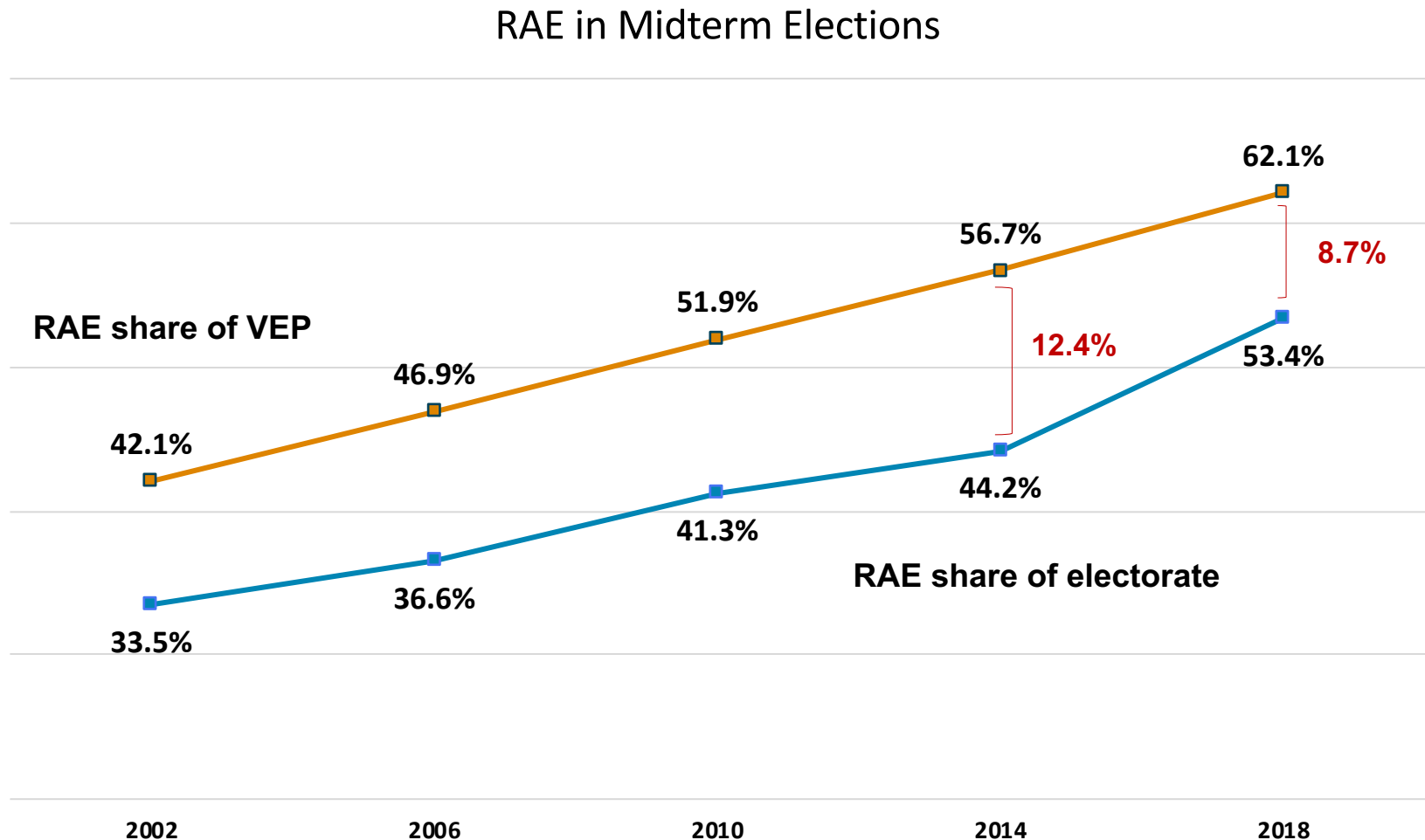
- Unmarried Women Voters Gained: **+17%**
 - +8.5 million votes
- African American Voters Gained: **+15%**
 - +4.1 million votes
- Latinx Voters Gained: **+26%**
 - +4.9 million votes
- Millennial Voters Gained: **+31%**
 - +12.4 million votes



*This is not uniquely counted

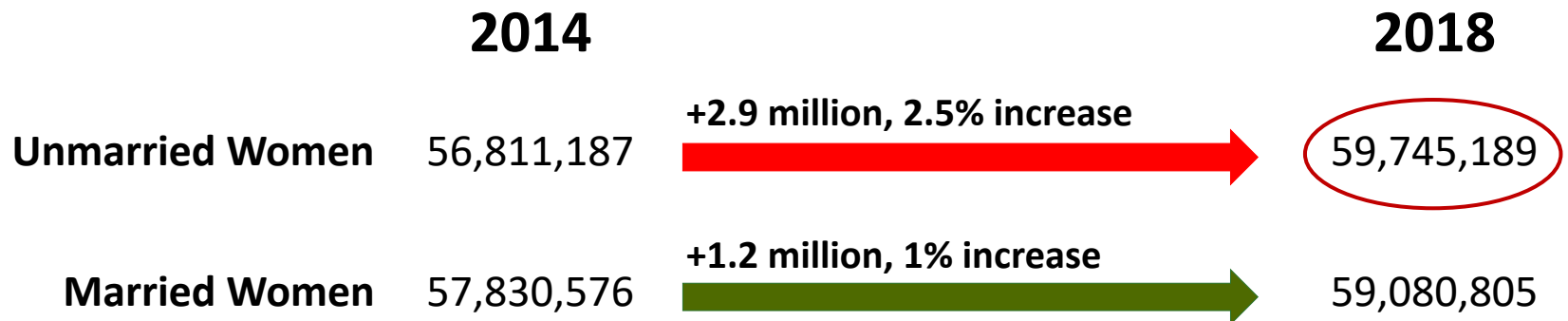
Source: CPS November 2018

The RAE comprised just over a majority of the electorate in 2018. The midterm RAE gap narrowed by 3.7 points between 2014 and 2018.

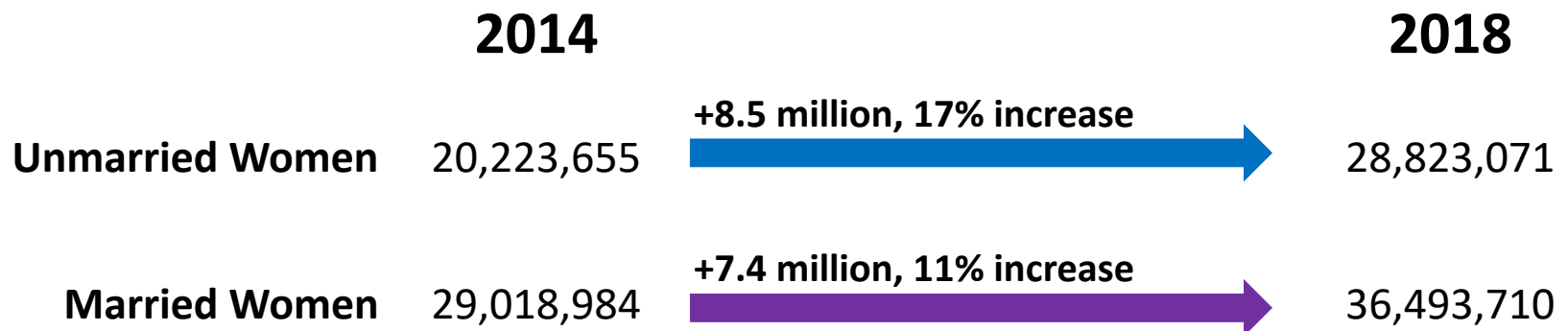


Although there were more married than unmarried women voters in 2018, a majority of vote-eligible women were unmarried.

CPS Estimates of the Vote Eligible Population

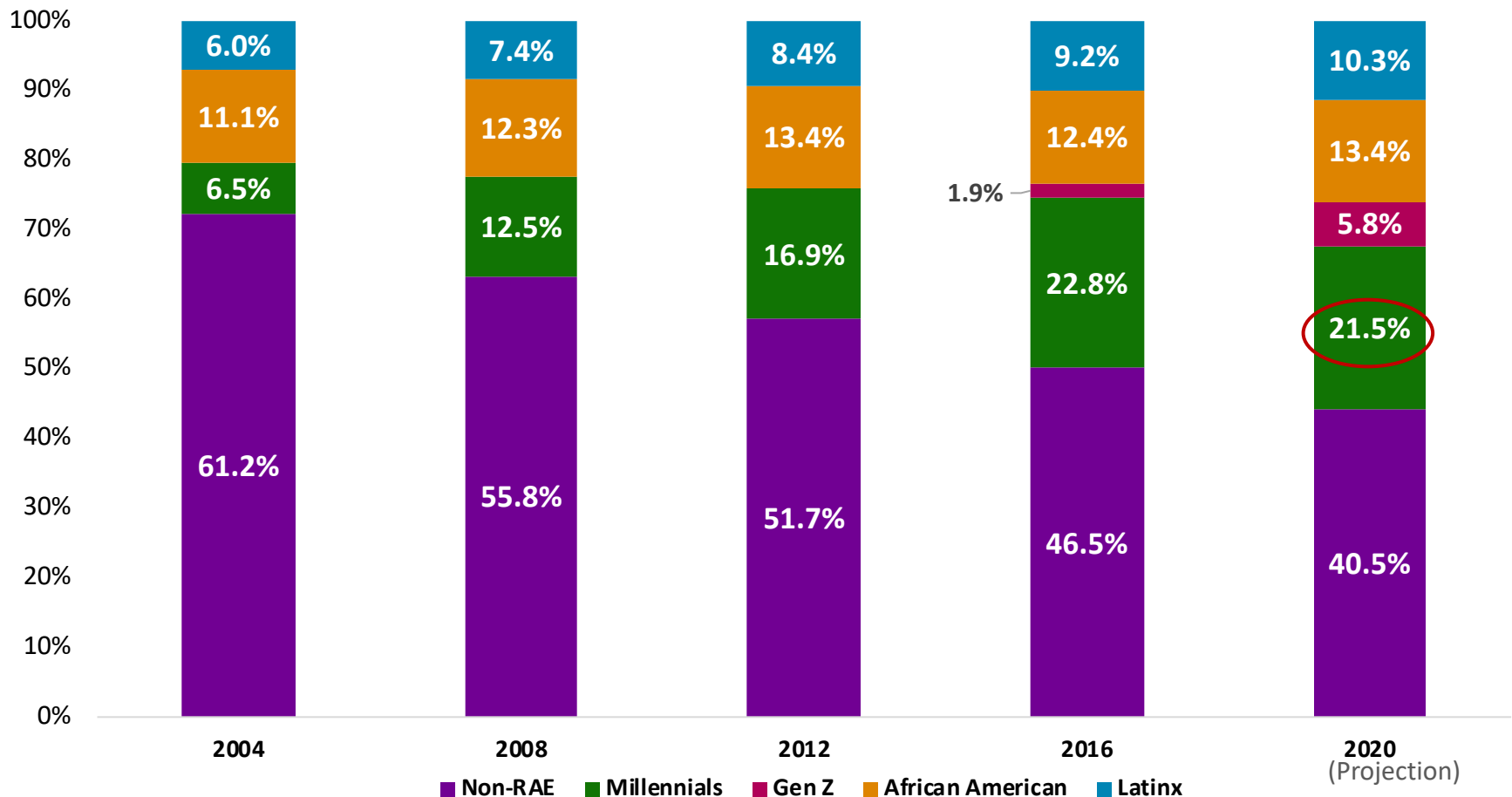


CPS Estimates of the Electorate



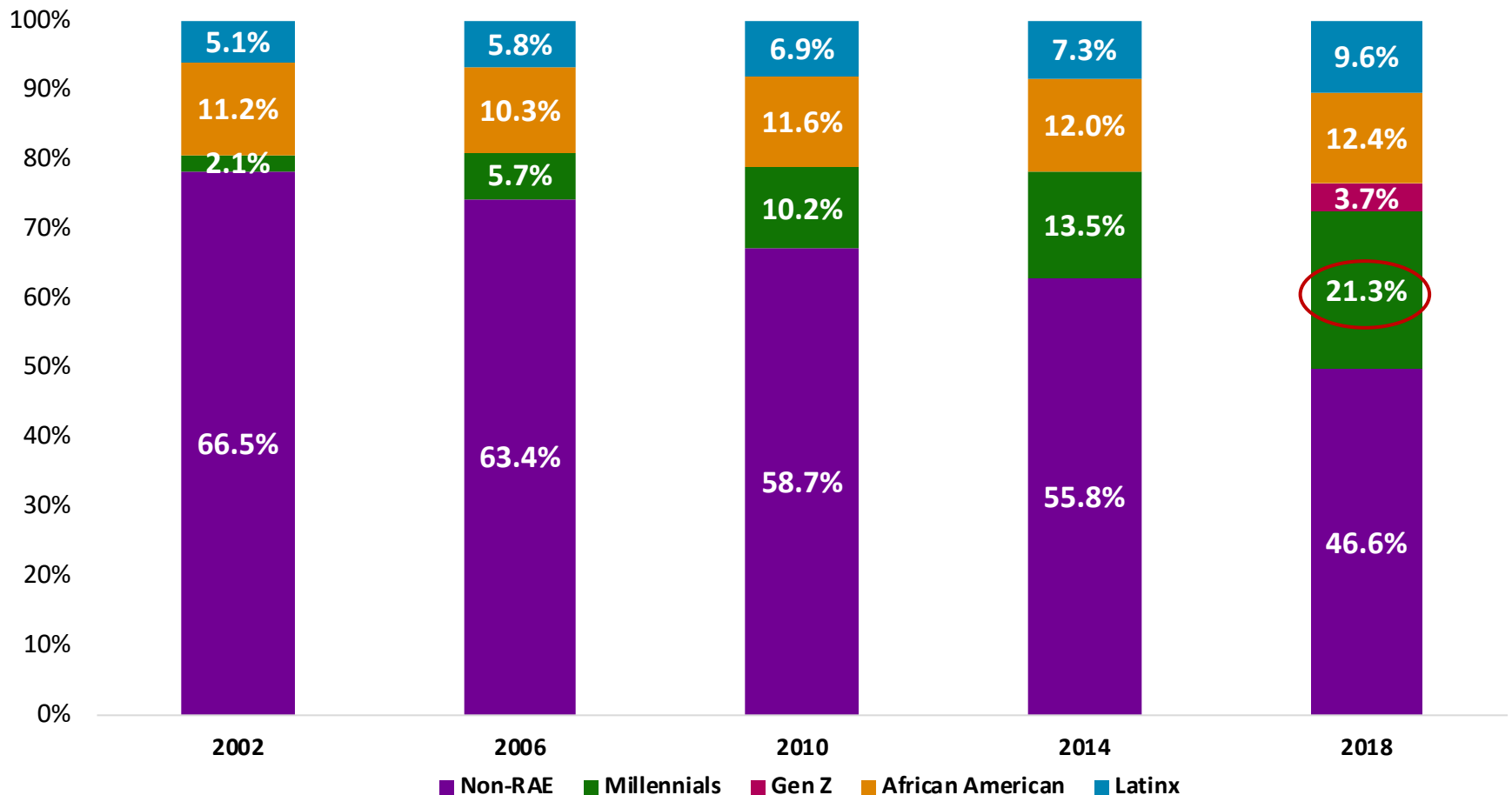
RAE groups have increased dramatically as a share of the electorate in presidential elections since 2000. Not surprisingly, much of that growth has been fueled by Millennial voters. The non-RAE declined by almost 15 points from 2004 to 2016, and is projected to decrease by 6 more points in 2020.

Share of electorate, presidential elections

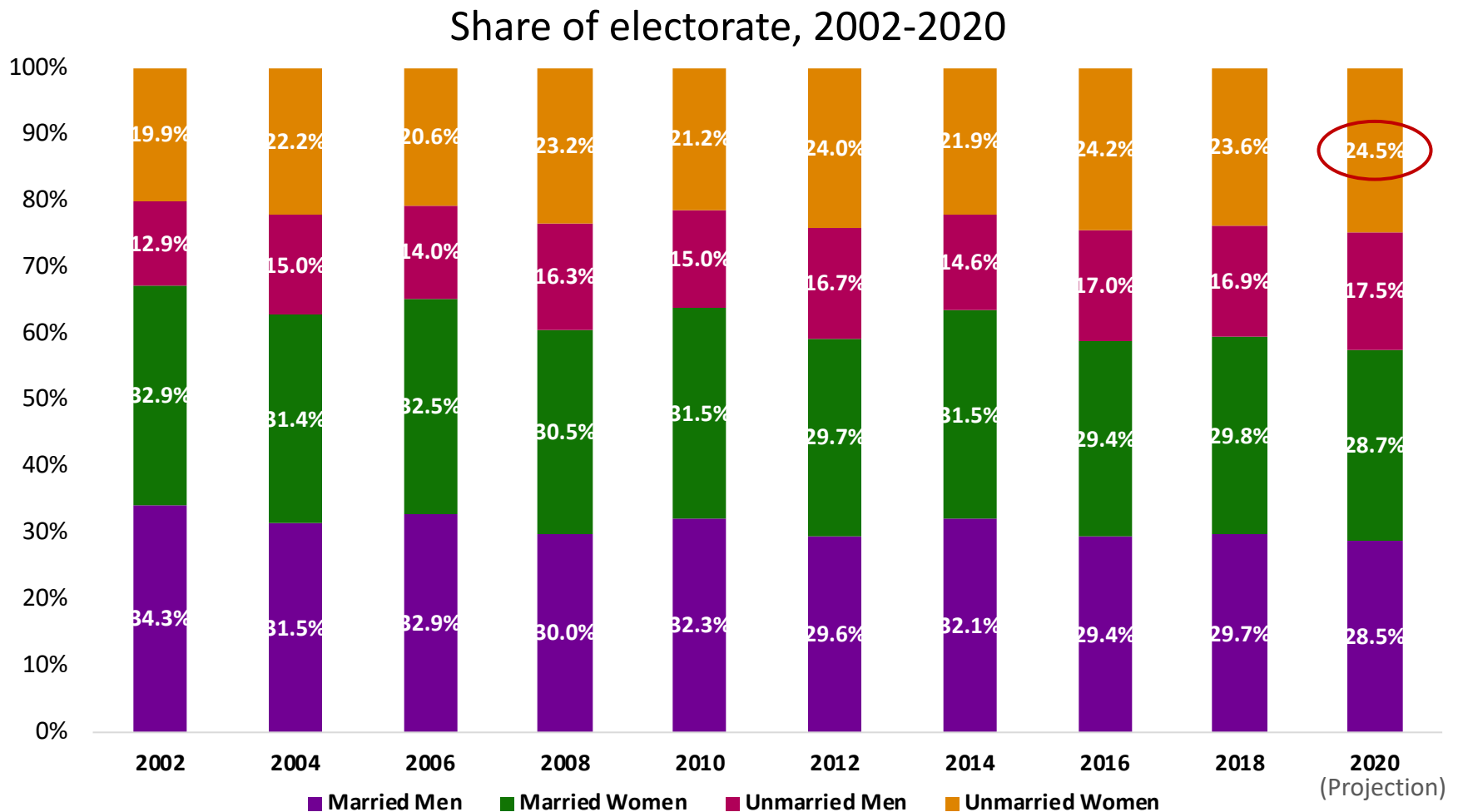


Growth among Millennial and Latinx voters resulted in the non-RAE dipping below 50% of voters in 2018 for the first time in a midterm election.

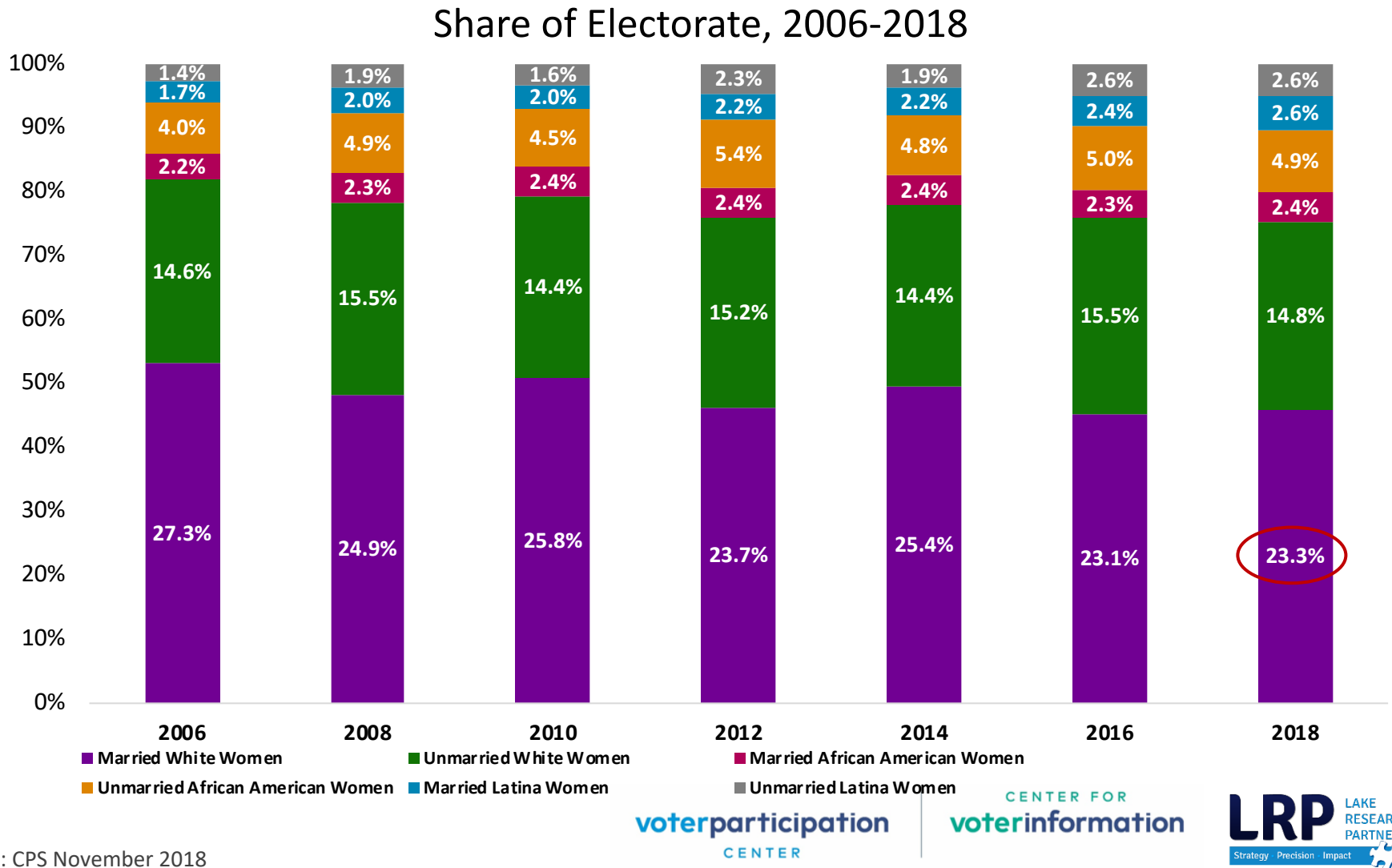
Share of electorate, presidential elections



Unmarried women's share of the electorate was it's highest ever in the 2014 midterm and their share continues to increase in each presidential election.



White married women's share of the electorate have gone down in every single presidential and midterm election since 2006.

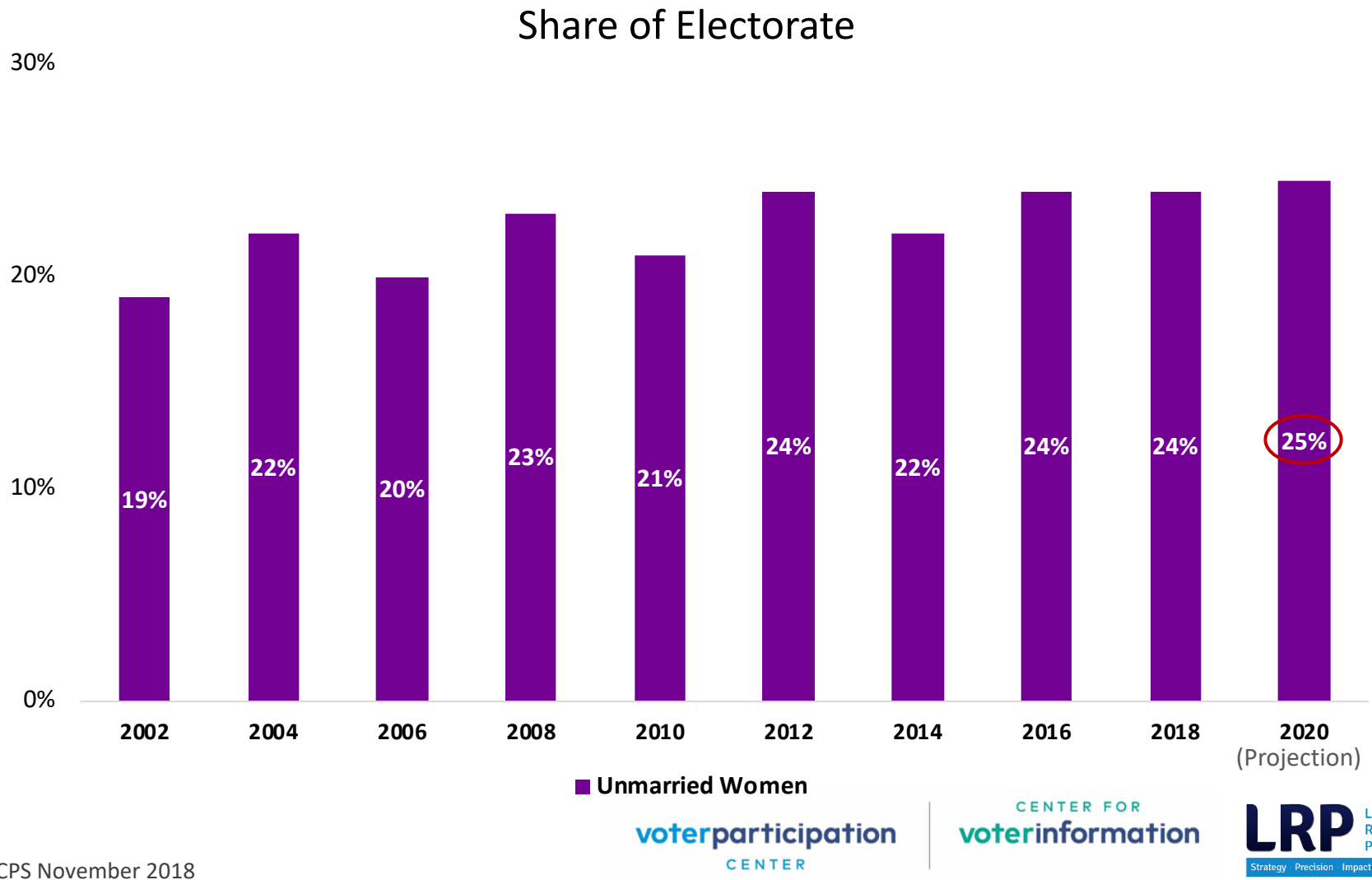


As well as the share of married white men.

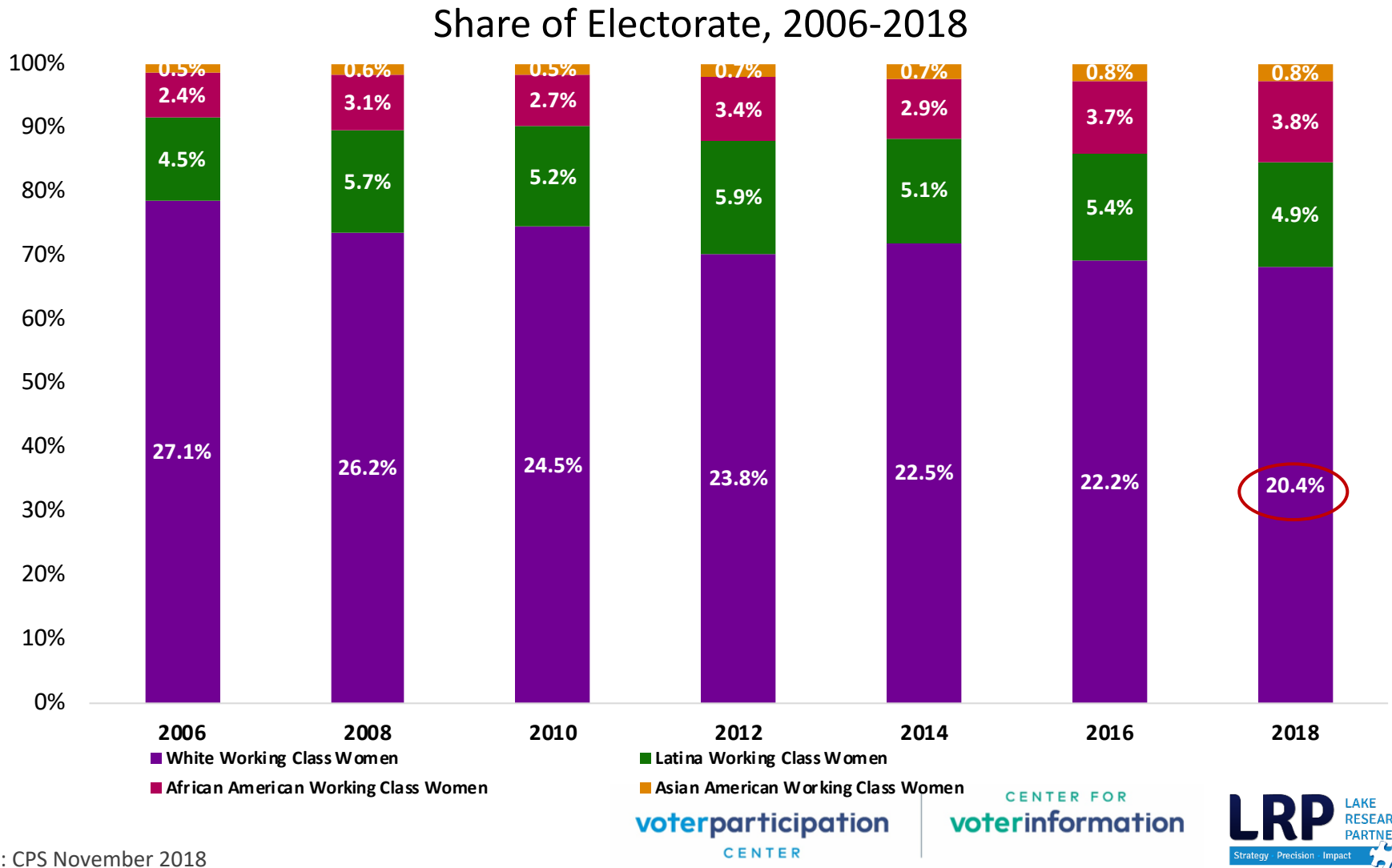
Share of Electorate, 2006-2018



Unmarried women are projected to be 25% of the electorate in 2020.

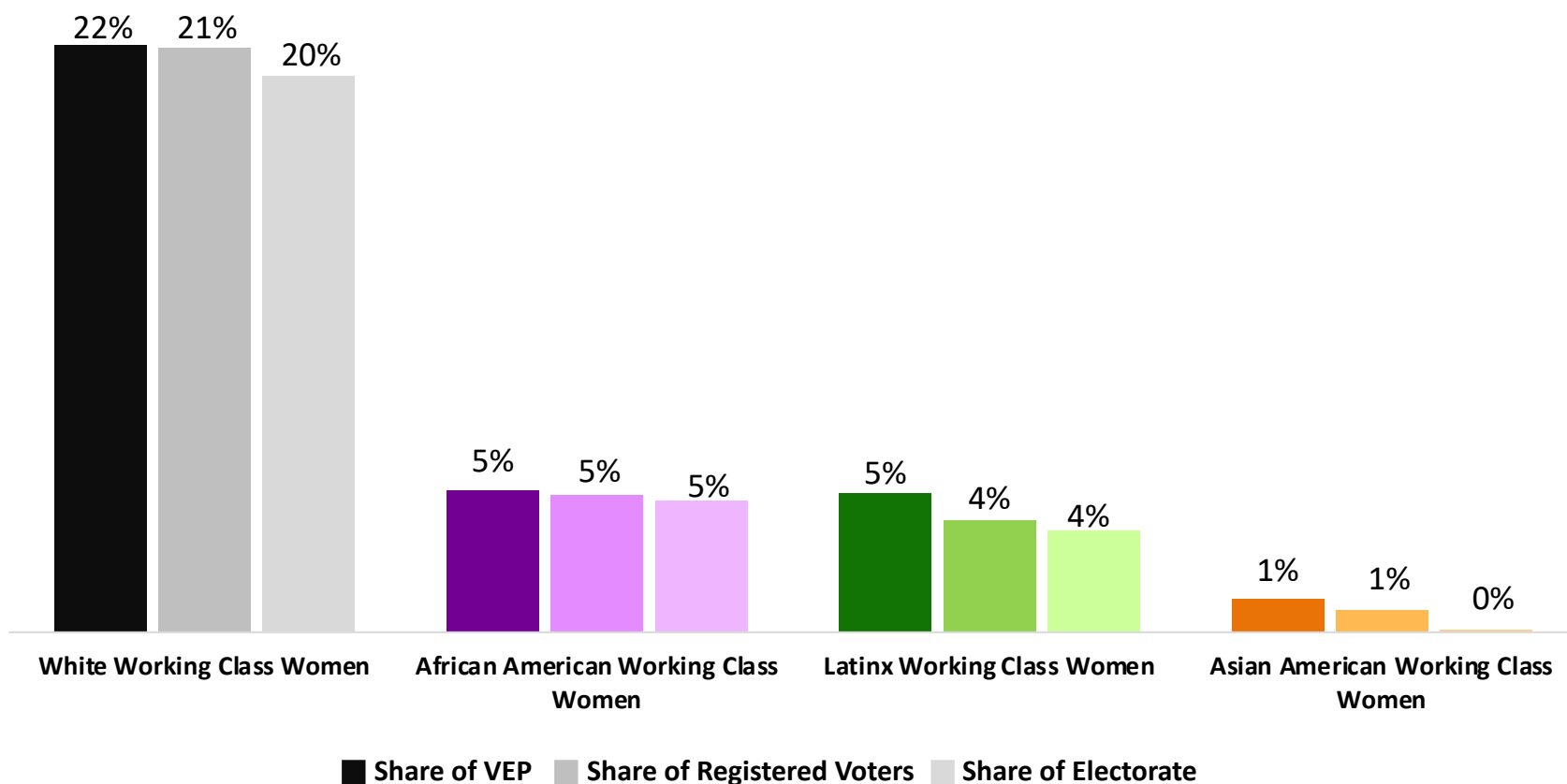


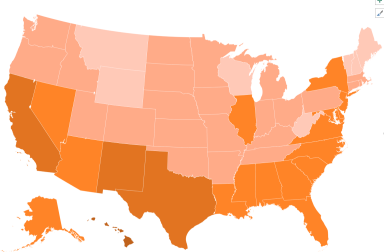
The share of working class white women in the electorate has been steadily decreasing, spurred by the increase in working class women of color.



All working class women are slightly underrepresented in the electorate, compared to their share of the VEP.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate

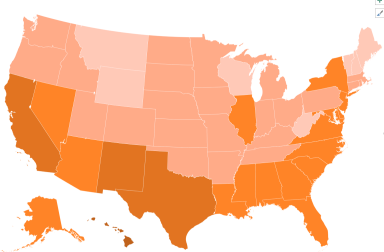




National Vote Change

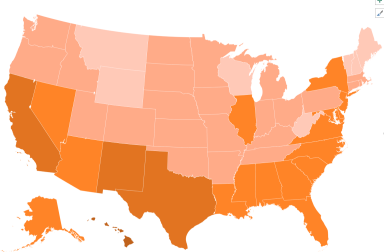
Utah, Vermont, and Indiana experienced the largest growth in RAE share of the vote eligible population from 2014 – 2018.

	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2018 Vote – 2014 Vote	% Change	2018 Vote – 2014 Vote	% Change
National	24,569,835	23%	5,459,358	5%
Utah	359,495	45%	152,253	14%
Vermont	60,110	37%	7,747	2%
Indiana	508,698	32%	209,626	9%
Tennessee	593,084	32%	130,607	5%
Missouri	549,922	32%	245,778	10%
Rhode Island	92,852	31%	(20,798)	-5%
Washington	764,159	30%	80,147	3%
New Jersey	854,973	30%	378,055	14%
Oklahoma	315,481	30%	114,265	9%
Texas	2,430,978	29%	618,811	10%
Virginia	815,606	28%	50,873	2%
Montana	96,279	28%	30,650	5%
California	3,828,362	28%	462,579	5%



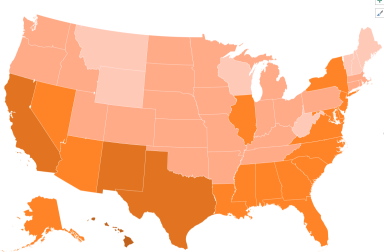
National Vote Change (cont.)

	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2018 Vote – 2014 Vote	% Change	2018 Vote – 2014 Vote	% Change
National	24,569,835	23%	5,459,358	5%
Massachusetts	591,625	28%	-119,475	-4%
New York	1,722,778	27%	372,694	7%
Arizona	626,410	27%	388,698	17%
Pennsylvania	920,516	25%	449,009	9%
Idaho	85,984	24%	38,983	6%
Ohio	798,060	24%	362,213	8%
Illinois	992,839	23%	13,673	0%
Nevada	203,188	23%	110,093	13%
Georgia	944,033	23%	220,661	8%
North Dakota	56,558	23%	-172	0%
West Virginia	77,890	23%	48,406	6%
Michigan	776,226	22%	225,706	5%
South Dakota	43,679	22%	14,214	4%



National Vote Change (cont.)

	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2018 Vote – 2014 Vote	% Change	2018 Vote – 2014 Vote	% Change
National	24,569,835	23%	5,459,358	5%
Minnesota	383,323	21%	93,139	3%
Oregon	318,599	20%	5,809	0%
Connecticut	218,858	20%	-44,602	-3%
Kansas	166,897	20%	23,240	2%
Nebraska	93,181	20%	3,523	0%
Delaware	65,303	19%	4,641	1%
Wisconsin	343,544	19%	89,712	3%
Iowa	171,710	18%	-39,945	-3%
New Hampshire	62,030	18%	4,878	1%
Wyoming	22,914	17%	24,876	10%
North Carolina	603,558	17%	126,142	4%
Mississippi	207,670	17%	66,120	8%
D.C.	72,367	17%	-6,285	-5%

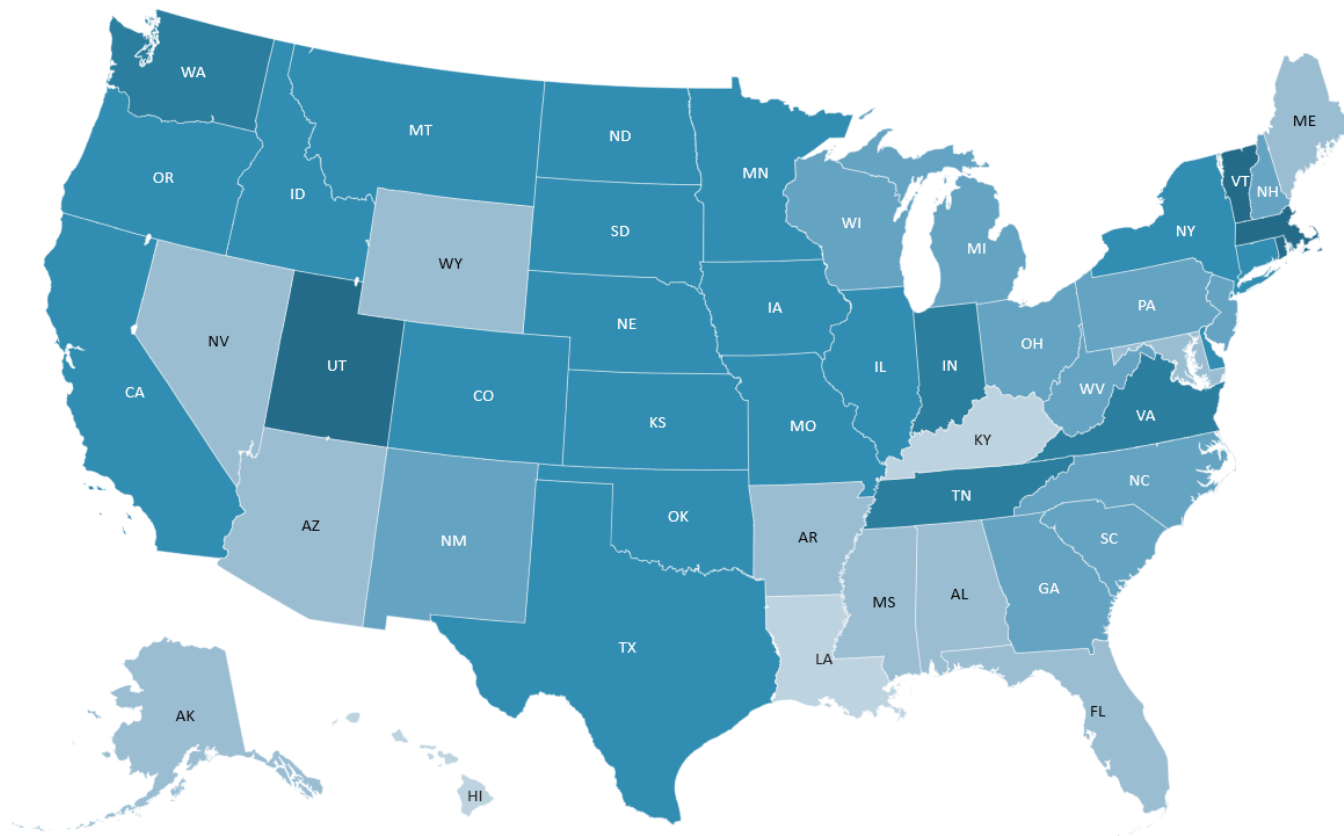


National Vote Change (cont.)

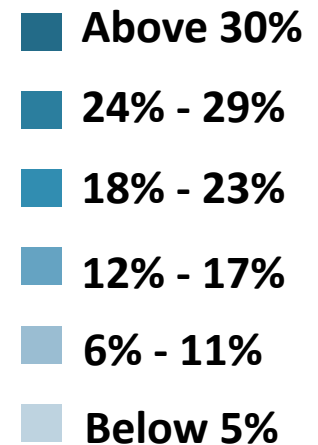
	RAE		NON-RAE	
States (Ranked by Highest RAE Growth)	2018 Vote – 2014 Vote	% Change	2018 Vote – 2014 Vote	% Change
National	24,569,835	23%	5,459,358	5%
South Carolina	263,847	16%	58,296	3%
Florida	1,177,980	16%	520,332	8%
Alabama	254,679	15%	78,990	5%
Colorado	305,483	15%	-175,030	-7%
Arkansas	110,951	15%	10,000	1%
New Mexico	104,213	12%	-35,376	-7%
Maryland	280,411	11%	11,191	1%
Maine	52,225	11%	-1,550	0%
Kentucky	107,498	8%	114,162	6%
Alaska	17,906	6%	-10,469	-4%
Hawaii	26,207	4%	1,748	1%

While many states had RAE growth from 2014 to 2018, many of those states also experienced non-RAE growth. Much of this growth can be attributed to the growth in Latinx, Millennials, and unmarried women voters.

2018 RAE Net Growth by State

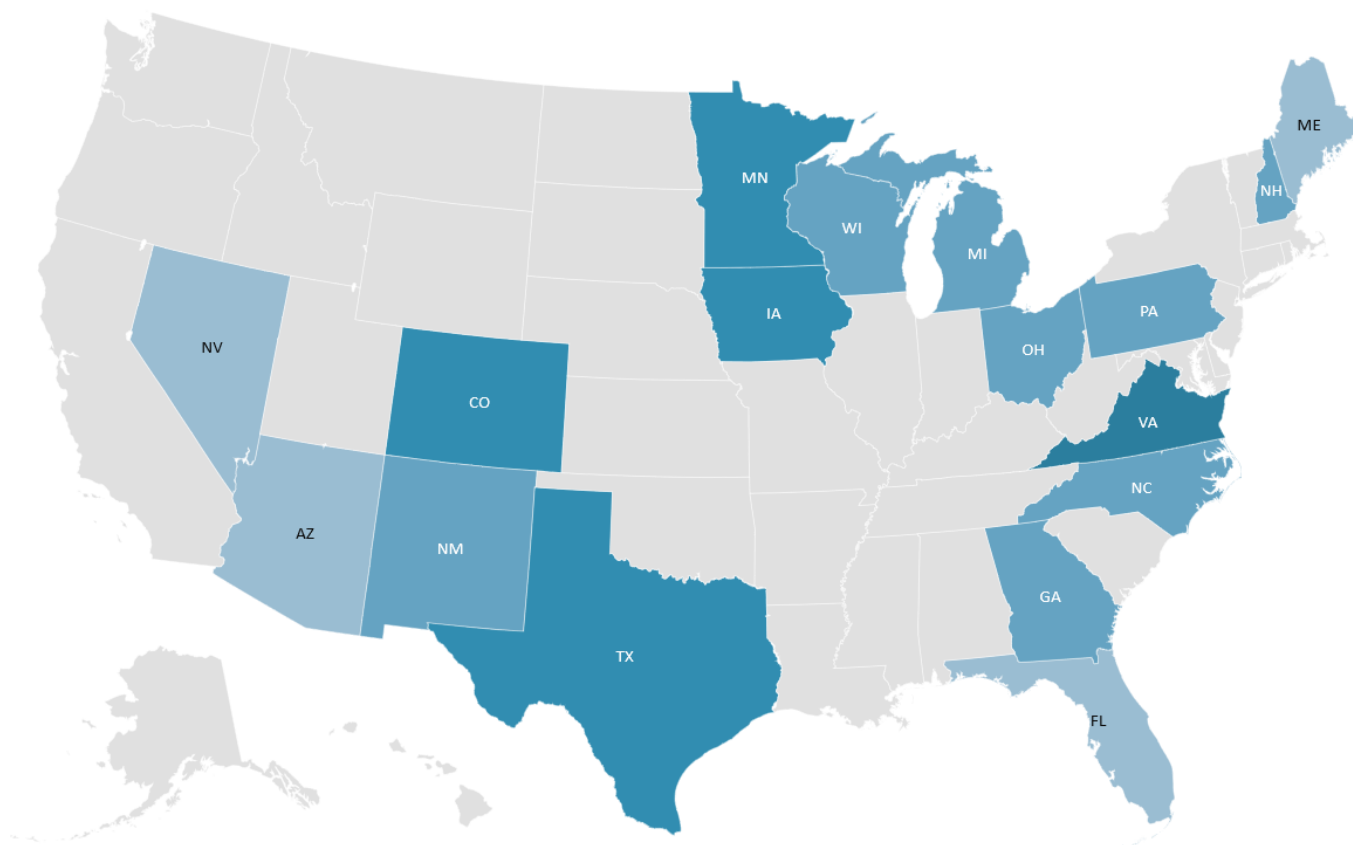


Top 5 States	
Rhode Island	36.0%
Vermont	34.7%
Massachusetts	32.0%
Utah	31.7%
Washington	27.5%



Among presidential swing states, Virginia had the highest RAE net growth by five points.

2018 RAE Net Growth in Presidential States

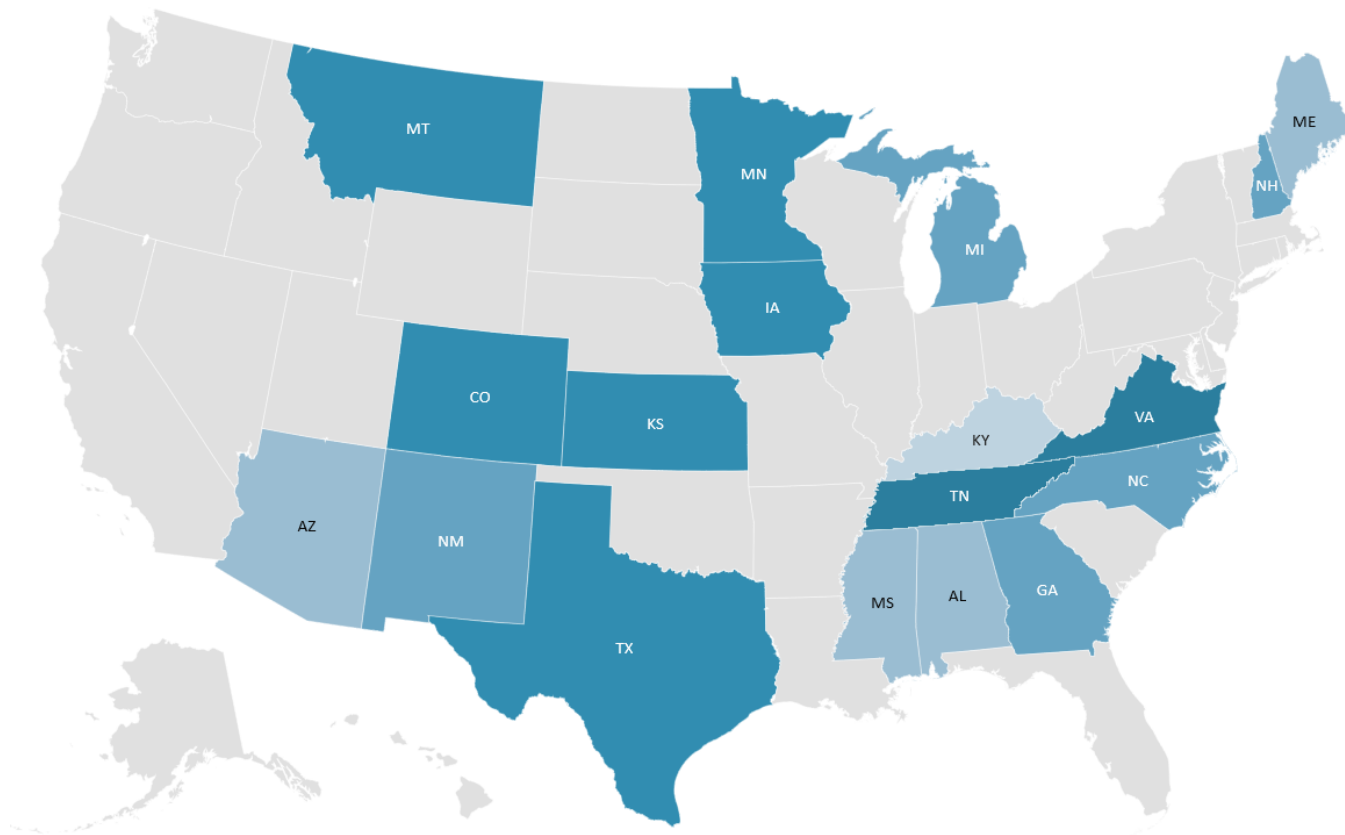


Top 5 States	
Virginia	26.62%
Colorado	21.93%
Iowa	20.58%
New Mexico	19.21%
Texas	19.07%

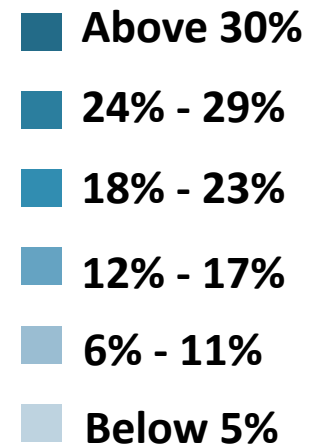
- Above 30%
- 24% - 29%
- 18% - 23%
- 12% - 17%
- 6% - 11%
- Below 5%

Among 2020 US Senate states, Virginia also had the highest net growth, just above Tennessee.

2018 RAE Net Growth in 2020 US Senate States



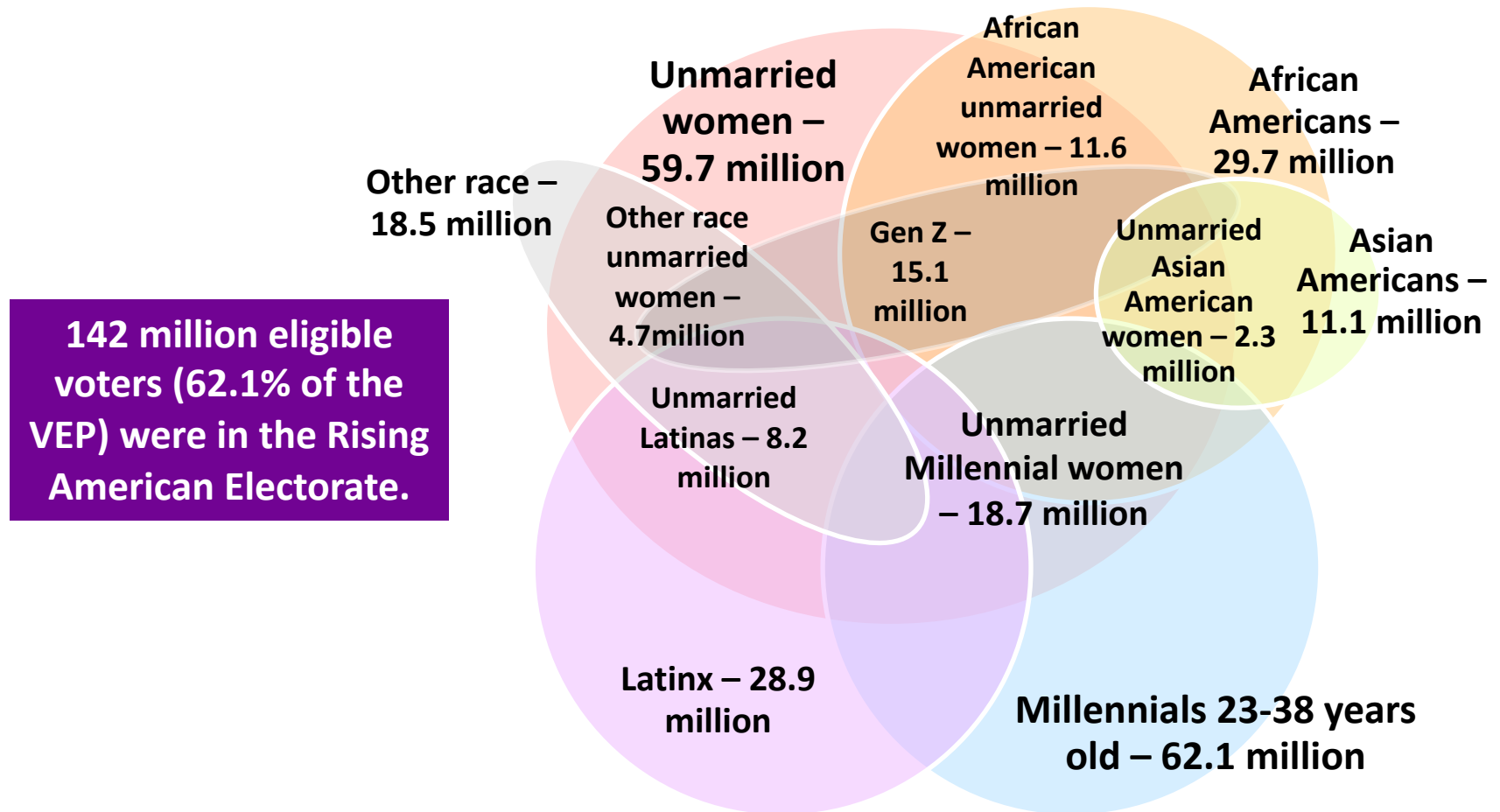
Top 5 States	
Virginia	26.62%
Tennessee	26.45%
Montana	22.95%
Colorado	21.93%
Iowa	20.58%

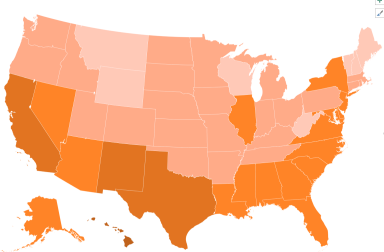


The Rising American Electorate in 2018



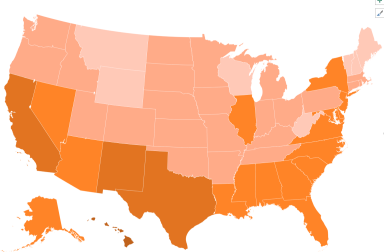
In 2018, there were 142 million unique individuals comprising the Rising American Electorate. Unmarried women and Millennials were far and away the largest segments, but there is much overlap between them.





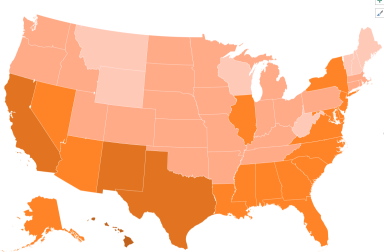
2018 RAE Share of VEP Population by State

	VEP	RAE VEP	
States	Total 2018 VEP	2018 RAE VEP	% of State VEP
National	228,831,711	142,015,550	62.1%
Alabama	3,608,658	2,218,004	61.5%
Alaska	497,230	327,220	65.8%
Arizona	4,756,580	2,919,033	61.4%
Arkansas	2,158,308	1,250,251	57.9%
California	25,524,954	18,894,549	74.0%
Colorado	4,028,854	2,302,775	57.2%
Connecticut	2,538,626	1,481,945	58.4%
Delaware	712,567	439,248	61.6%
D.C.	511,521	432,300	84.5%
Florida	15,046,695	9,442,714	62.8%
Georgia	7,310,571	4,869,033	66.6%
Hawaii	970,909	849,723	87.5%
Idaho	1,225,966	621,269	50.7%



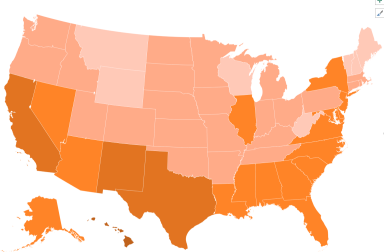
2018 RAE Share of VEP Population by State (cont.)

	VEP	RAE VEP	
States	Total 2018 VEP	2018 RAE VEP	% of State VEP
National	228,831,711	142,015,550	62.1%
Illinois	8,946,854	5,559,654	62.1%
Indiana	4,791,813	2,653,482	55.4%
Iowa	2,239,042	1,153,407	51.5%
Kansas	2,025,998	1,083,743	53.5%
Kentucky	3,248,905	1,637,676	50.4%
Louisiana	3,326,392	2,177,937	65.5%
Maine	1,056,067	487,996	46.2%
Maryland	4,281,488	2,904,930	67.8%
Massachusetts	4,918,719	2,874,078	58.4%
Michigan	7,429,757	4,135,190	55.7%
Minnesota	4,005,663	2,041,906	51.0%
Mississippi	2,178,317	1,454,169	66.8%
Missouri	4,563,591	2,385,543	52.3%



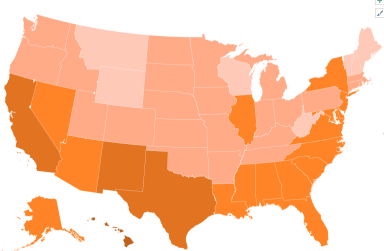
2018 RAE Share of VEP Population by State (cont.)

	VEP	RAE VEP	
States	Total 2016 VEP	2016 RAE VEP	% of State VEP
National	228,831,711	142,015,550	62.1%
Montana	812,167	402,899	49.6%
Nebraska	1,331,854	716,893	53.8%
Nevada	2,066,753	1,341,511	64.9%
New Hampshire	1,025,215	462,636	45.1%
New Jersey	6,266,928	3,985,555	63.6%
New Mexico	1,484,787	1,119,405	75.4%
New York	13,683,918	9,082,406	66.4%
North Carolina	7,444,019	4,571,453	61.4%
North Dakota	541,350	290,801	53.7%
Ohio	8,639,996	4,695,937	54.4%
Oklahoma	2,731,511	1,622,752	59.4%
Oregon	3,137,953	1,768,631	56.4%
Pennsylvania	9,475,354	5,159,534	54.5%



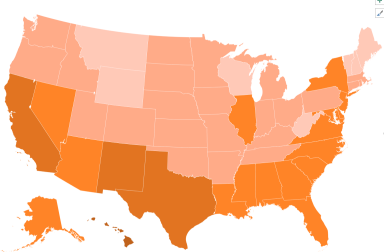
2018 RAE Share of VEP Population by State (cont.)

	VEP	RAE VEP	
States	Total 2016 VEP	2016 RAE VEP	% of State VEP
National	228,831,711	142,015,550	62.1%
Rhode Island	781,502	441,960	56.6%
South Carolina	3,768,627	2,266,510	60.1%
South Dakota	637,017	323,836	50.8%
Tennessee	5,015,645	2,908,648	58.0%
Texas	18,374,207	13,221,149	72.0%
Utah	2,108,711	1,213,356	57.5%
Vermont	496,616	240,626	48.5%
Virginia	5,773,454	3,599,817	62.4%
Washington	5,227,833	3,058,013	58.5%
West Virginia	1,384,249	663,738	47.9%
Wisconsin	4,295,534	2,050,836	47.7%
Wyoming	422,466	208,870	49.4%



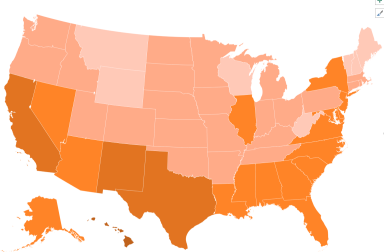
2018 Registered RAE Share of VEP Population by State

	VEP	RAE Registered	
States	Total 2018 VEP	2018 RAE Registered	% of State VEP
National	228,831,711	86,934,286	61.2%
Alabama	3,608,658	1,438,463	64.9%
Alaska	497,230	202,108	61.8%
Arizona	4,756,580	1,781,649	61.0%
Arkansas	2,158,308	659,987	52.8%
California	25,524,954	10,847,974	57.4%
Colorado	4,028,854	1,400,021	60.8%
Connecticut	2,538,626	908,359	61.3%
Delaware	712,567	276,726	63.0%
D.C.	511,521	327,510	75.8%
Florida	15,046,695	5,446,373	57.7%
Georgia	7,310,571	3,064,754	62.9%
Hawaii	970,909	438,910	51.7%
Idaho	1,225,966	311,182	50.1%



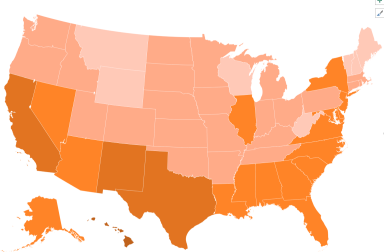
2018 Registered RAE Share of VEP Population by State (cont.)

	VEP	RAE Registered	
States	Total 2018 VEP	2018 RAE Registered	% of State VEP
National	228,831,711	86,934,286	61.2%
Illinois	8,946,854	3,517,117	63.3%
Indiana	4,791,813	1,558,065	58.7%
Iowa	2,239,042	755,822	65.5%
Kansas	2,025,998	673,573	62.2%
Kentucky	3,248,905	1,083,528	66.2%
Louisiana	3,326,392	1,400,934	64.3%
Maine	1,056,067	340,401	69.8%
Maryland	4,281,488	1,976,205	68.0%
Massachusetts	4,918,719	1,737,045	60.4%
Michigan	7,429,757	2,831,599	68.5%
Minnesota	4,005,663	1,365,986	66.9%
Mississippi	2,178,317	1,035,816	71.2%
Missouri	4,563,591	1,612,426	67.6%



2018 Registered RAE Share of VEP Population by State (cont.)

	VEP	RAE Registered	
States	Total 2016 VEP	2016 RAE Registered	% of State VEP
National	228,831,711	86,934,286	61.2%
Montana	812,167	261,282	64.9%
Nebraska	1,331,854	407,397	56.8%
Nevada	2,066,753	757,278	56.4%
New Hampshire	1,025,215	292,715	63.3%
New Jersey	6,266,928	2,494,653	62.6%
New Mexico	1,484,787	634,788	56.7%
New York	13,683,918	5,220,828	57.5%
North Carolina	7,444,019	2,963,448	64.8%
North Dakota	541,350	195,471	67.2%
Ohio	8,639,996	3,052,731	65.0%
Oklahoma	2,731,511	961,787	59.3%
Oregon	3,137,953	1,199,693	67.8%
Pennsylvania	9,475,354	3,153,371	61.1%

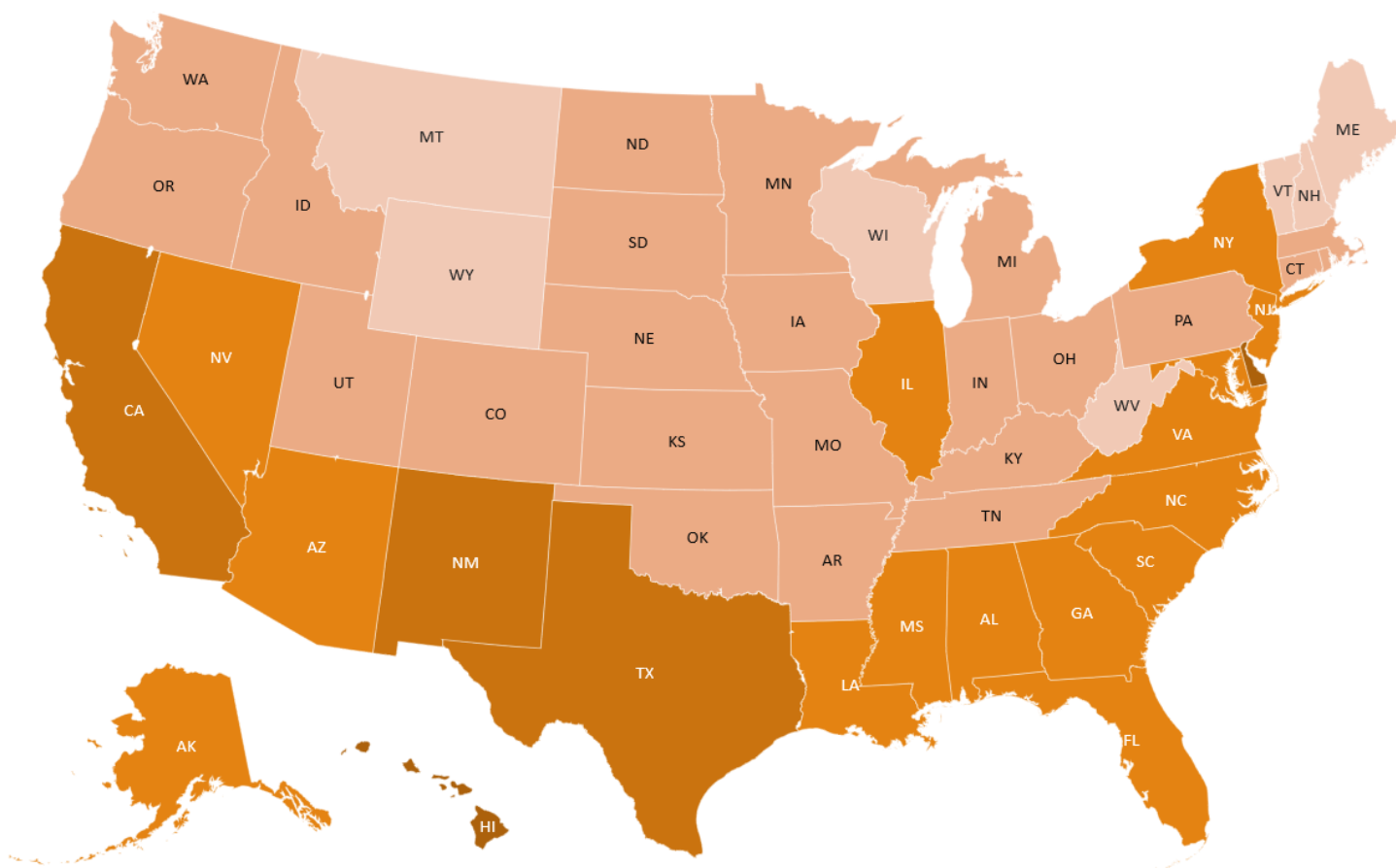


2018 Registered RAE Share of VEP Population by State (cont.)

	VEP	RAE Registered	
States	Total 2016 VEP	2016 RAE Registered	% of State VEP
National	228,831,711	86,934,286	61.2%
Rhode Island	781,502	276,797	62.6%
South Carolina	3,768,627	1,385,284	61.1%
South Dakota	637,017	186,316	57.5%
Tennessee	5,015,645	1,669,292	57.4%
Texas	18,374,207	7,643,691	57.8%
Utah	2,108,711	739,891	61.0%
Vermont	496,616	147,362	61.2%
Virginia	5,773,454	2,408,469	66.9%
Washington	5,227,833	2,099,594	68.7%
West Virginia	1,384,249	369,183	55.6%
Wisconsin	4,295,534	1,314,286	64.1%
Wyoming	422,466	106,146	50.8%

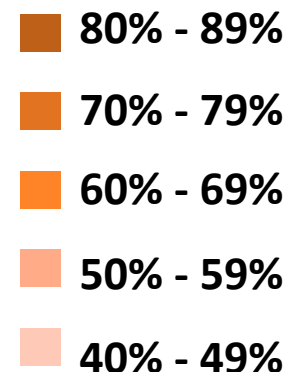
In 2018, the states with the largest shares of the RAE were concentrated in the South and on the coasts, but the RAE was a significant share of the population in each state.

RAE Share of State's VEP



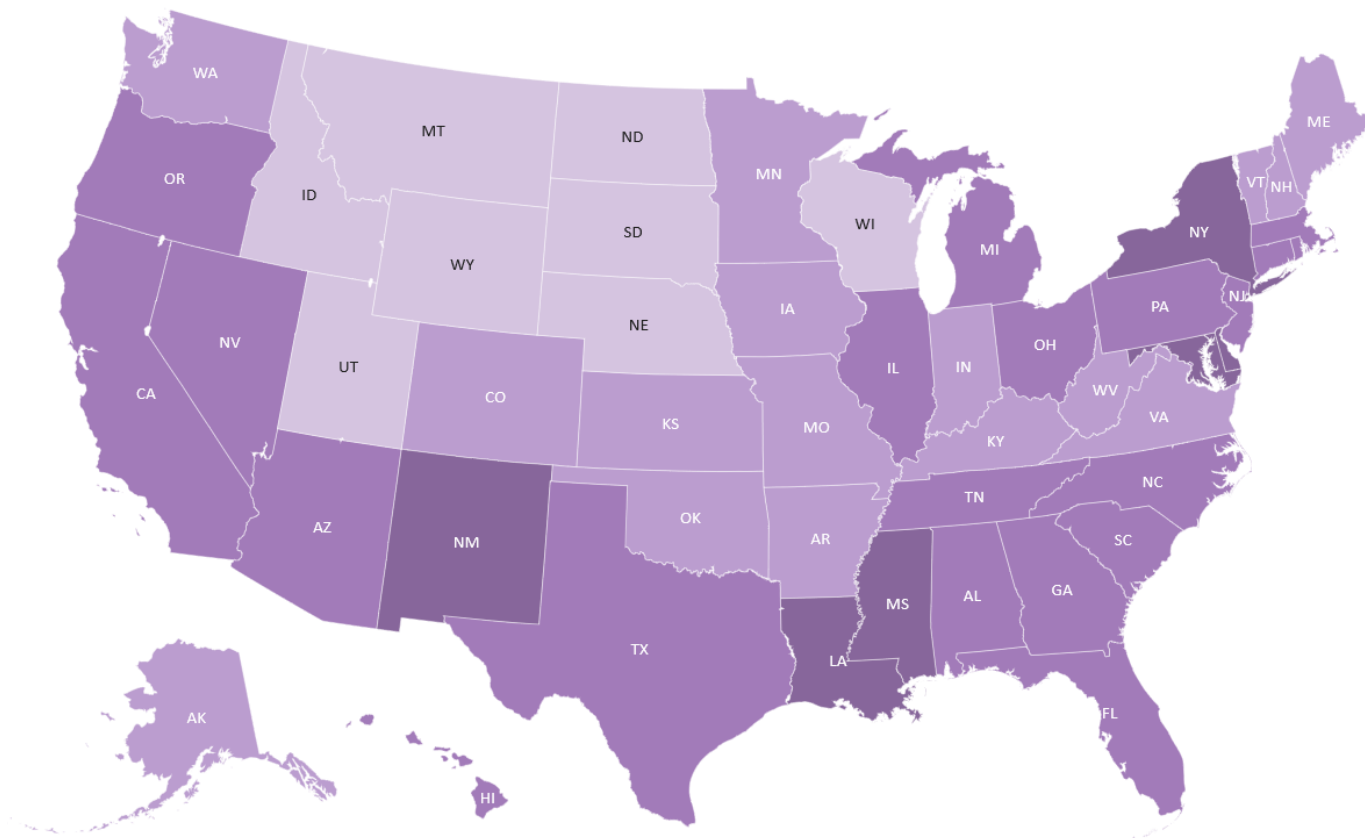
Top 5 States

Hawaii	87.5%
New Mexico	75.4%
California	74.0%
Texas	72.0%
Maryland	67.8%



Unmarried women were a sizable share of the population in every state in 2018.

2018 Unmarried Women Vote Eligible Population by State

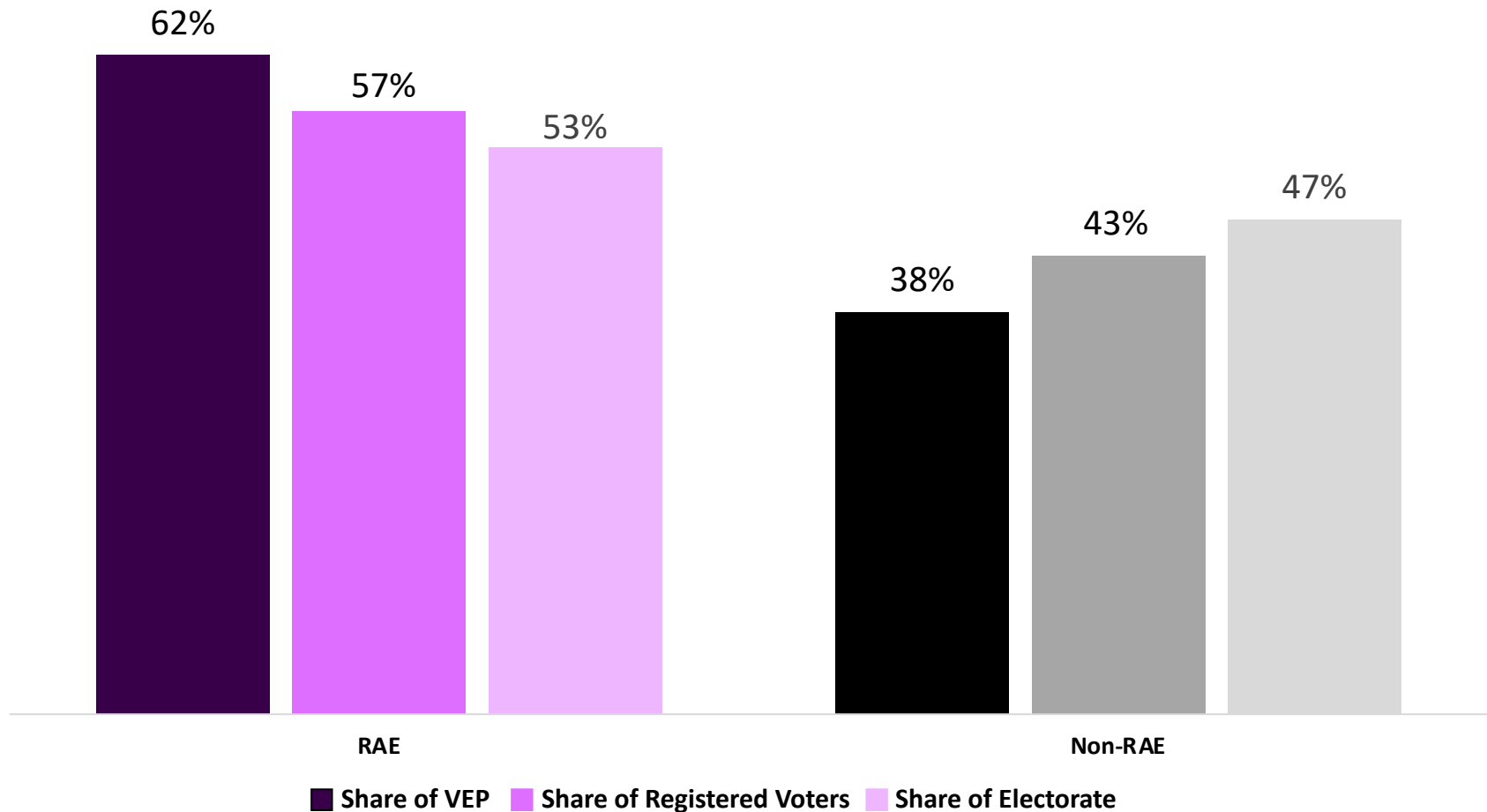


Top 5 States	
New Mexico	29.9%
Louisiana	29.7%
Maryland	29.0%
Mississippi	29.0%
New York	29.0%

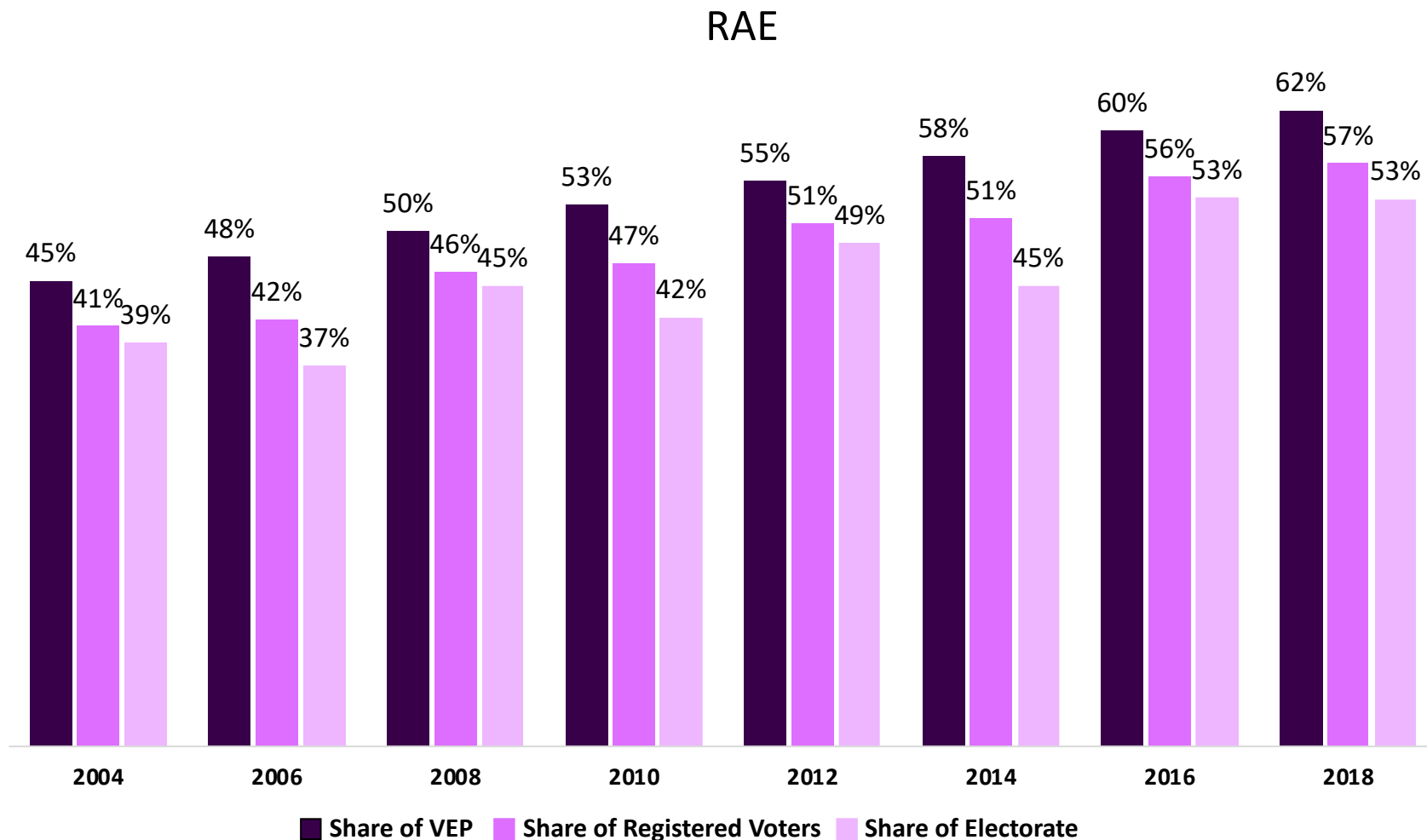
- Above 29%
- 26% - 28%
- 23% - 25%
- 20% - 22%

Relative to their share of registered voters, the RAE was underrepresented in the electorate, while the non-RAE was overrepresented.

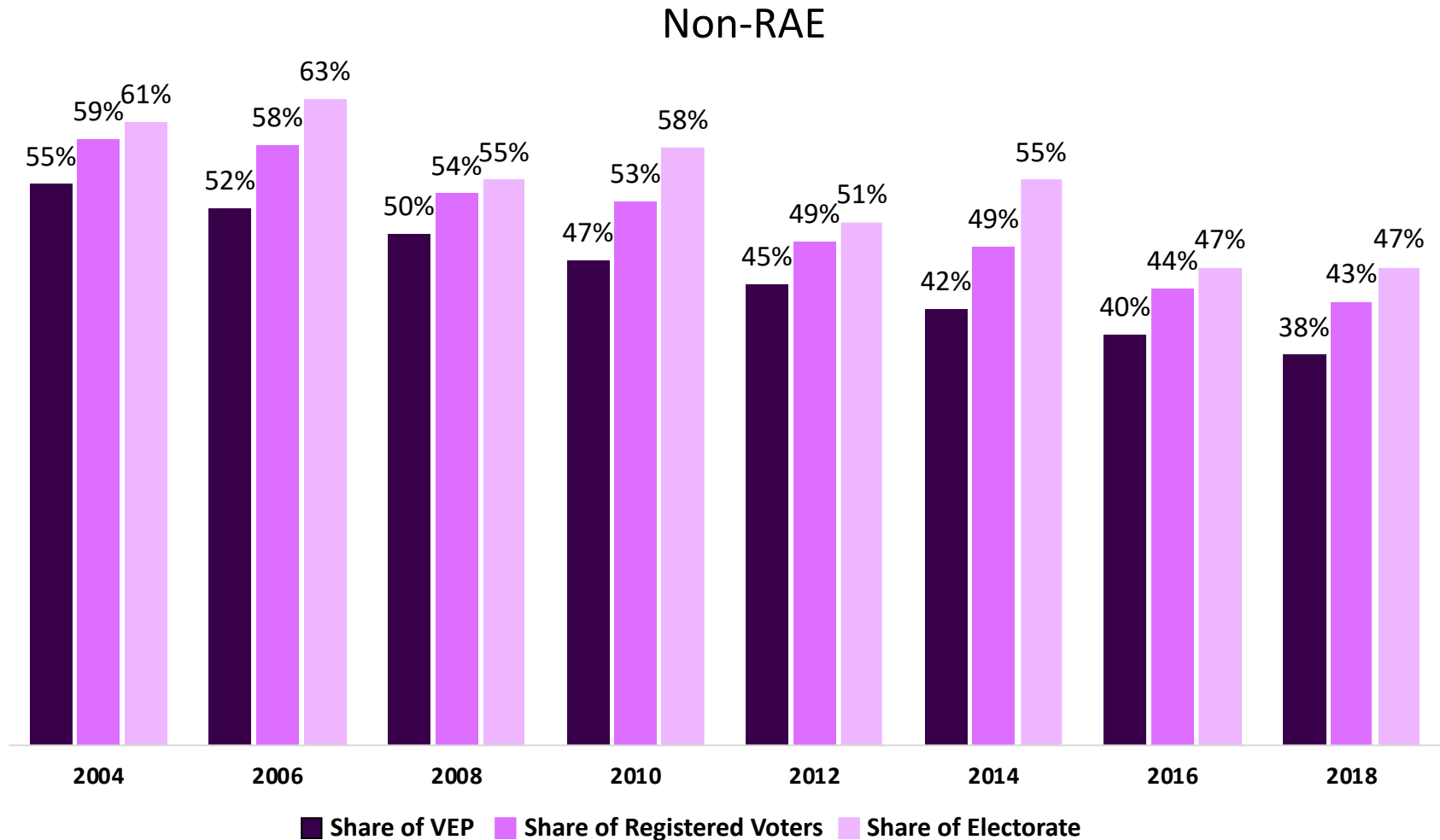
Share of VEP vs. Share of Registered Voters vs. Share of Electorate



Although the RAE's share of the electorate has increased by 14 points since 2004, it still has not reached its share of the VEP.

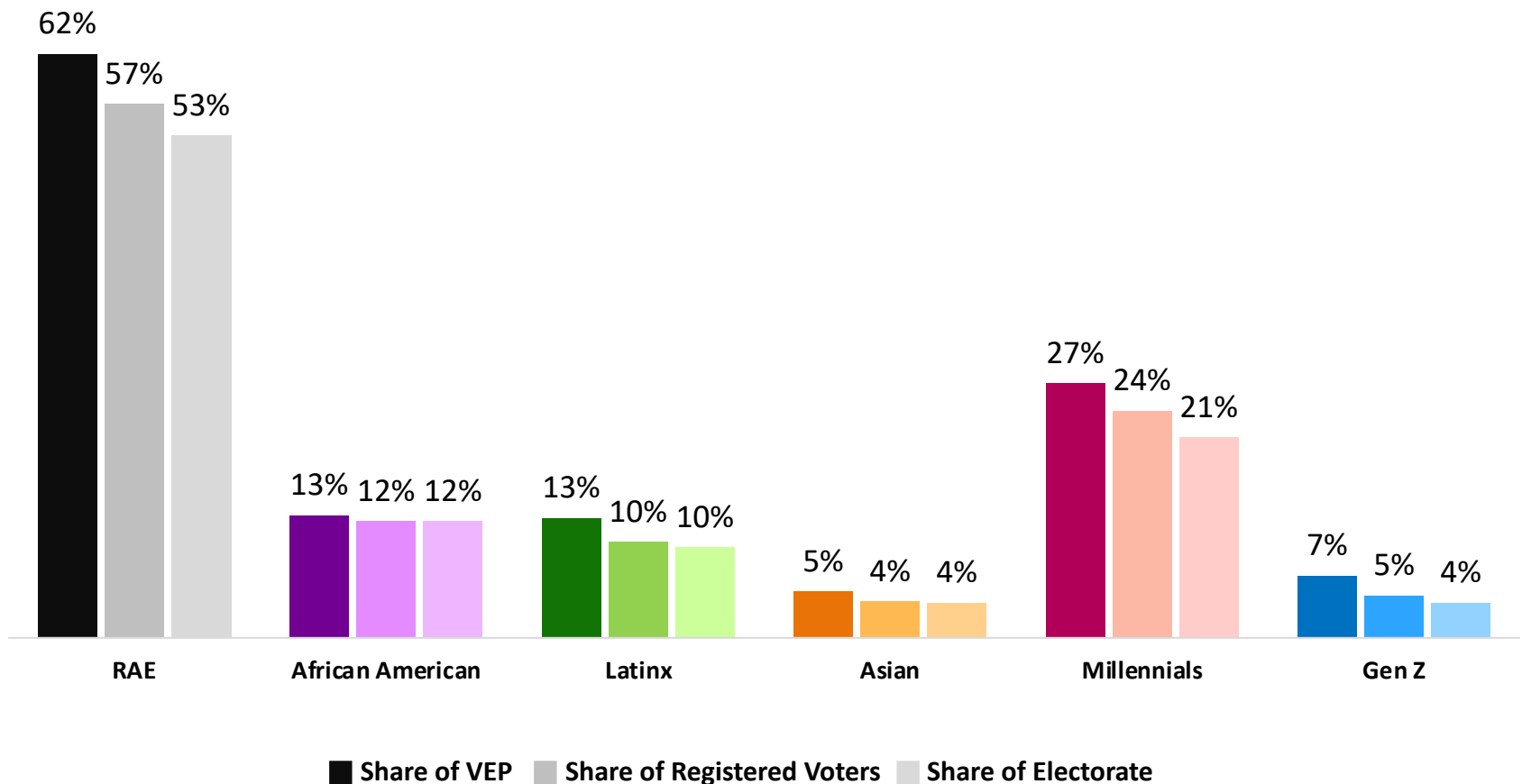


Non-RAE voters have always been a disproportionate share of the electorate, although their overall share has decreased overtime.



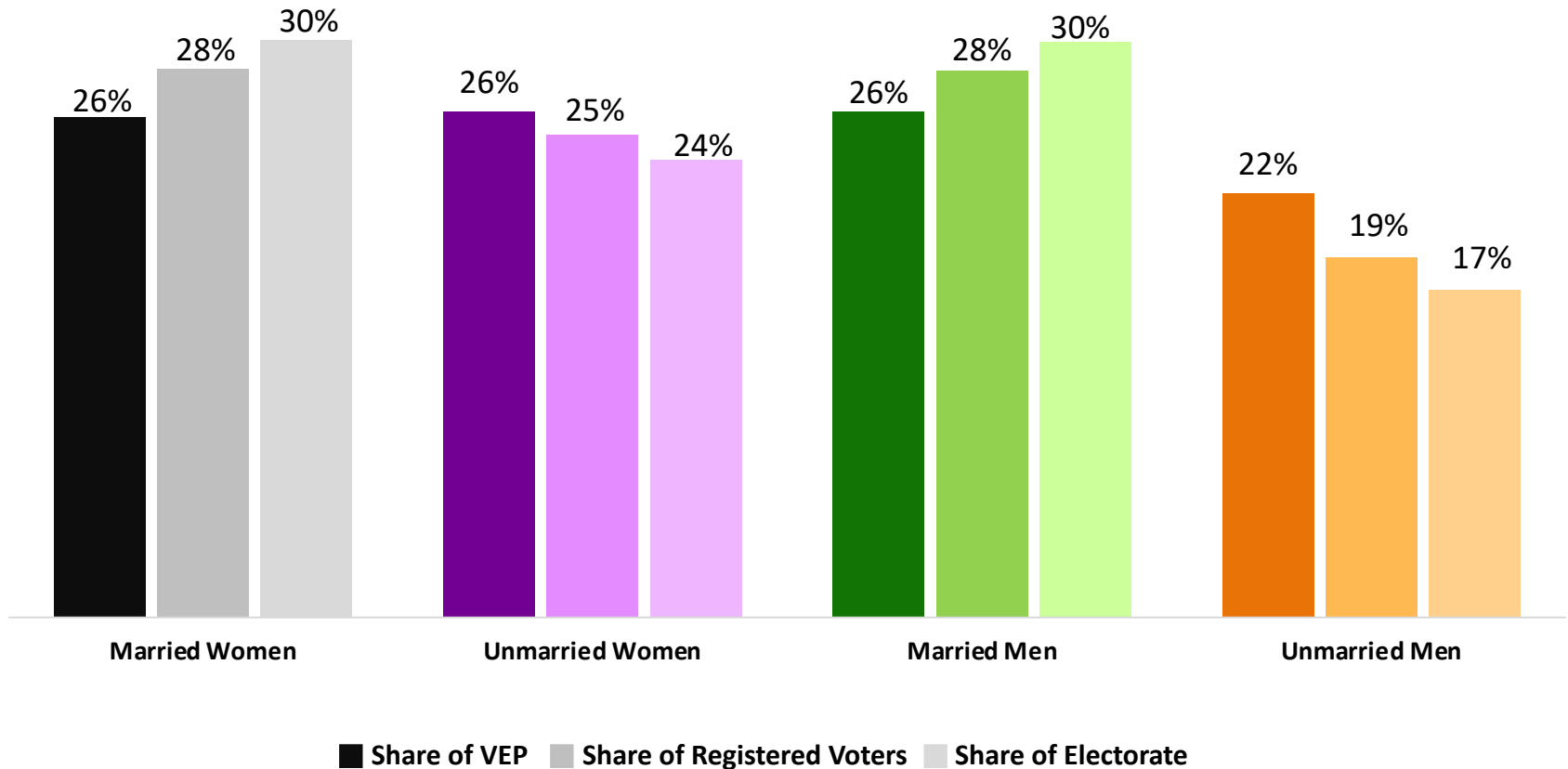
Most RAE groups represented a lower share of the electorate than their share of registered voters and the VEP, reinforcing the importance of registration and turnout efforts among the RAE.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



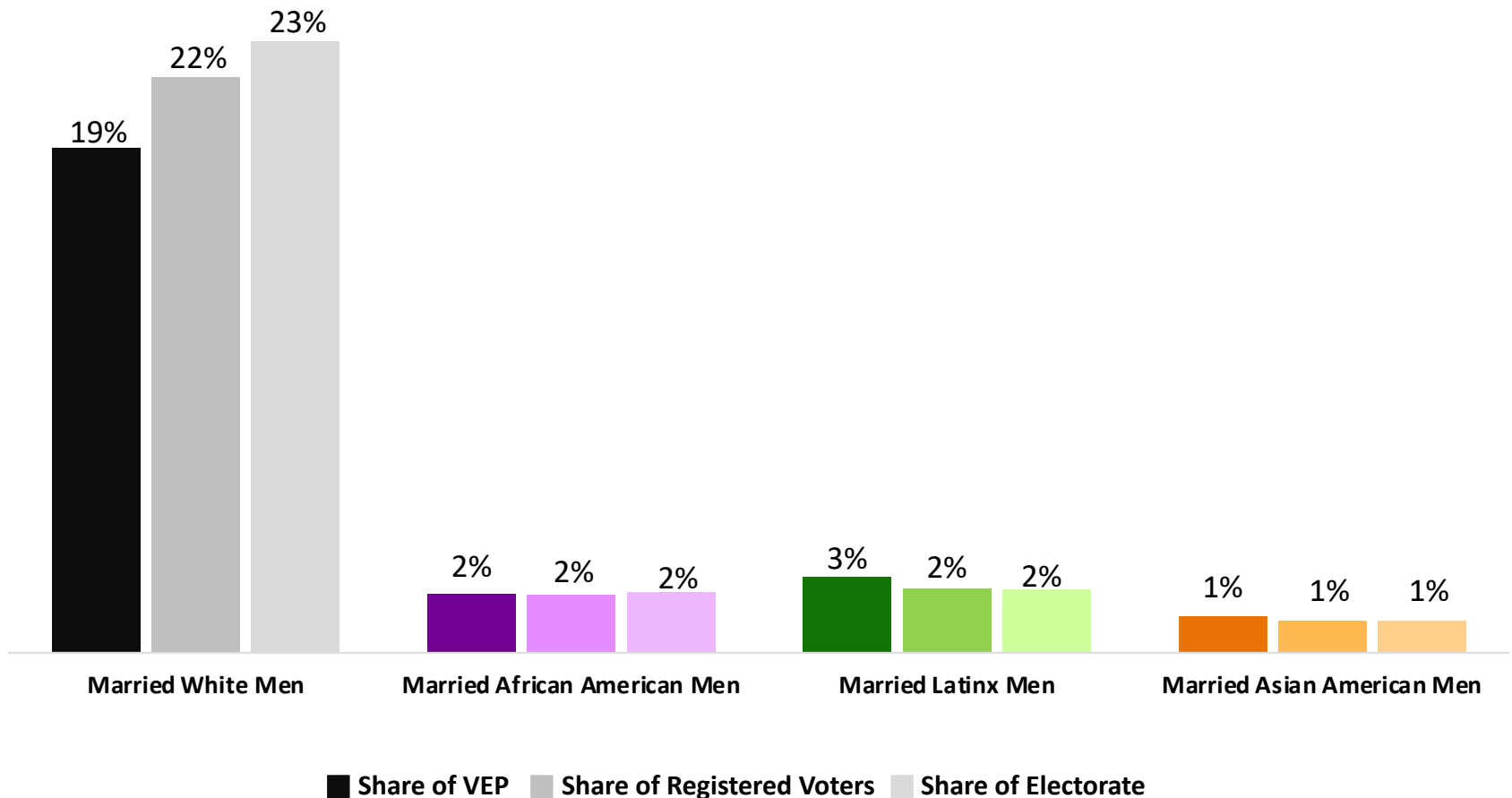
Married voters were a larger share of the electorate than the VEP, while unmarried voters were a smaller share of the electorate than the VEP.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



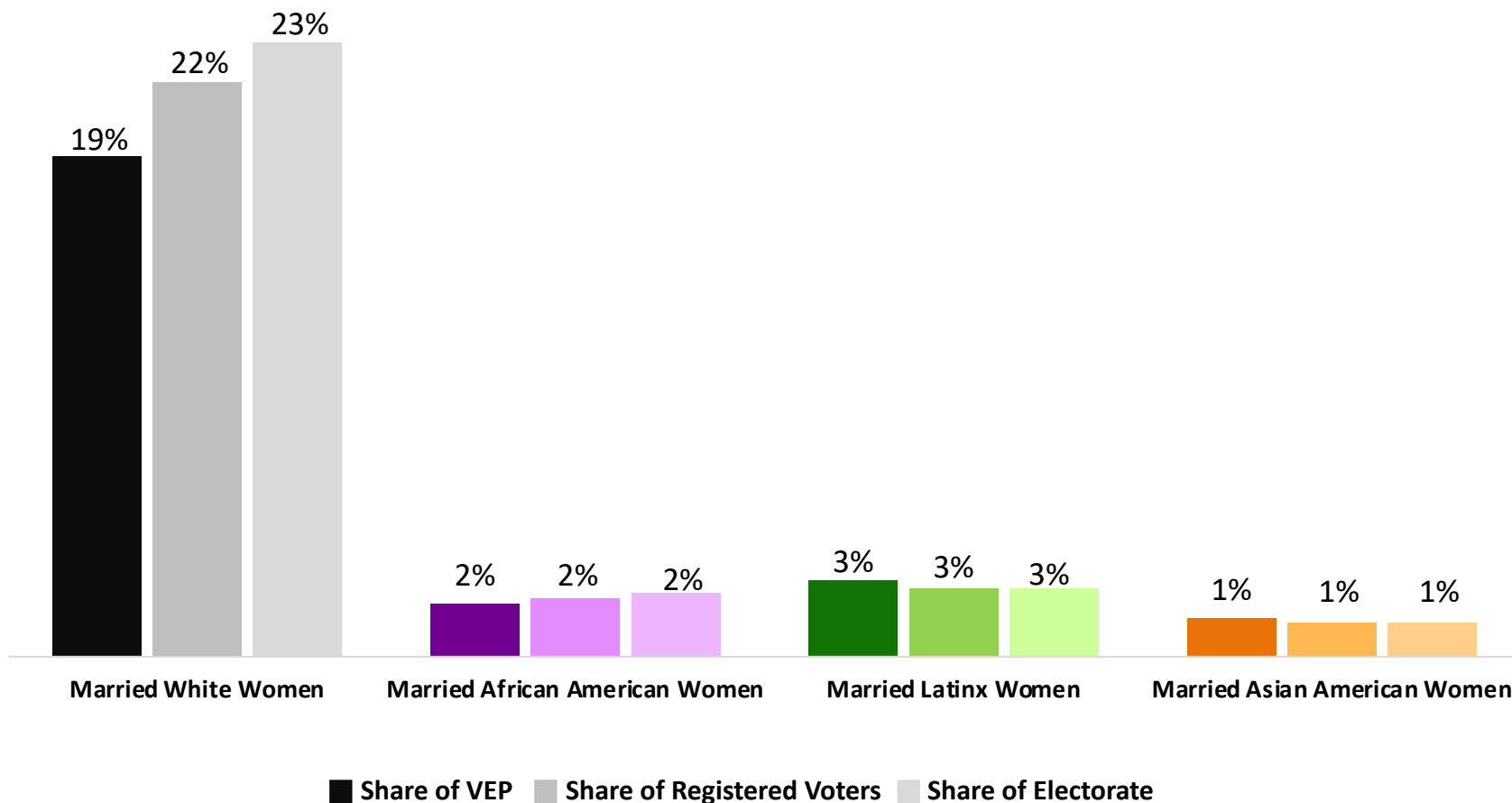
Married white men were disproportionately represented in the electorate.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate



The trends of married women were similar to those of married men, with white married women largely overrepresented in the electorate.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate

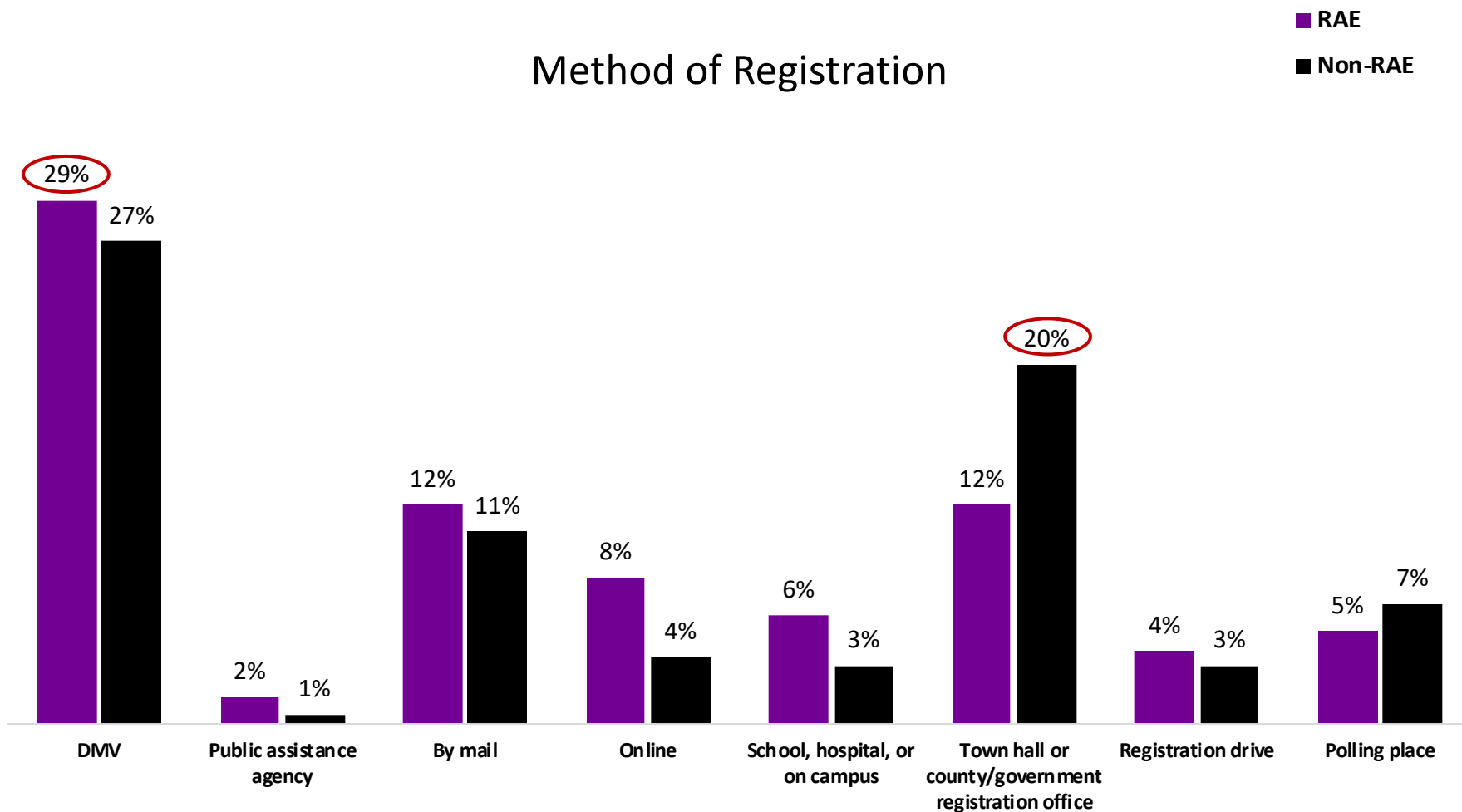


Voter Registration in 2018

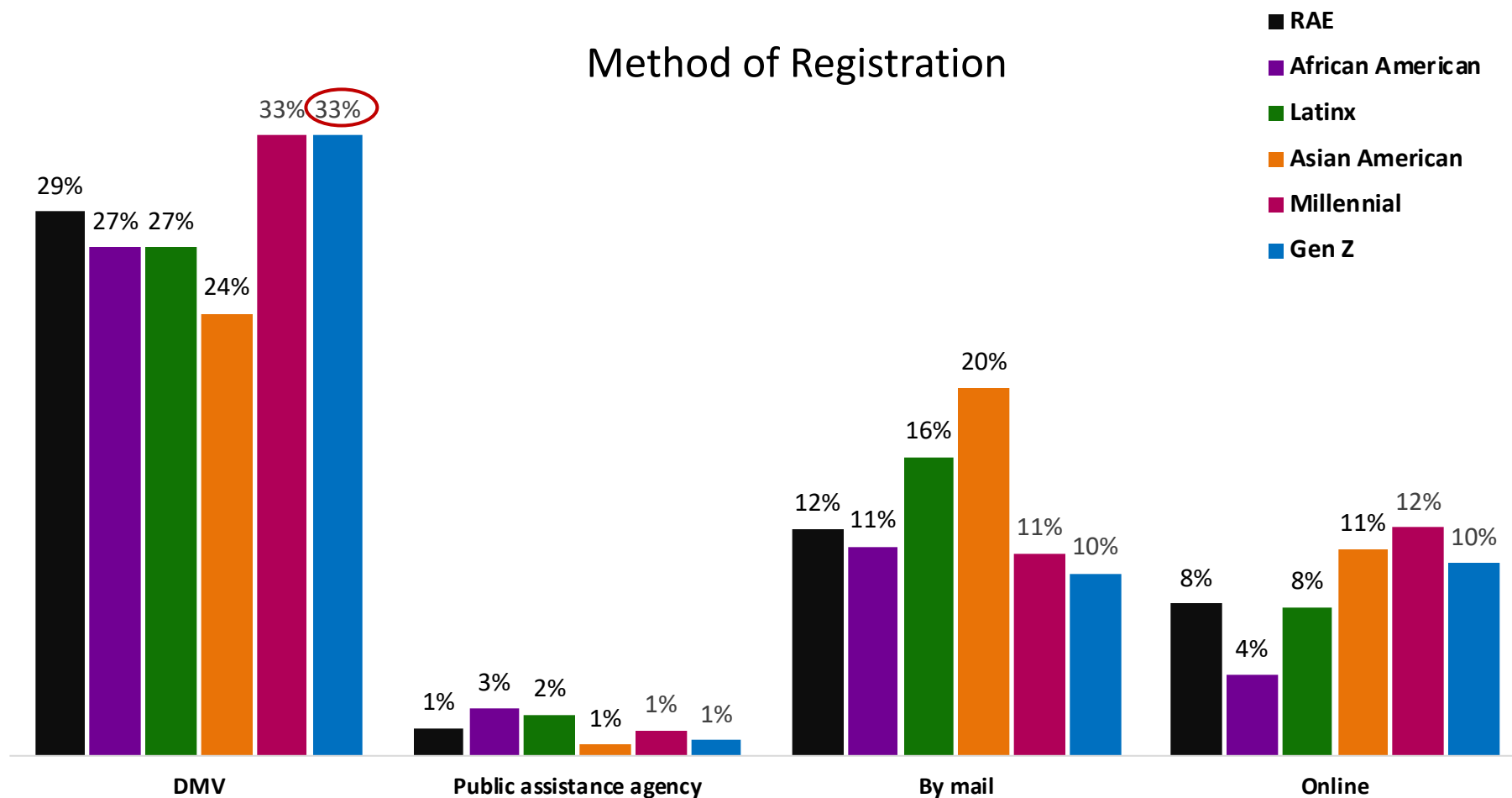


A plurality of both RAE and non-RAE voters registered at the DMV.

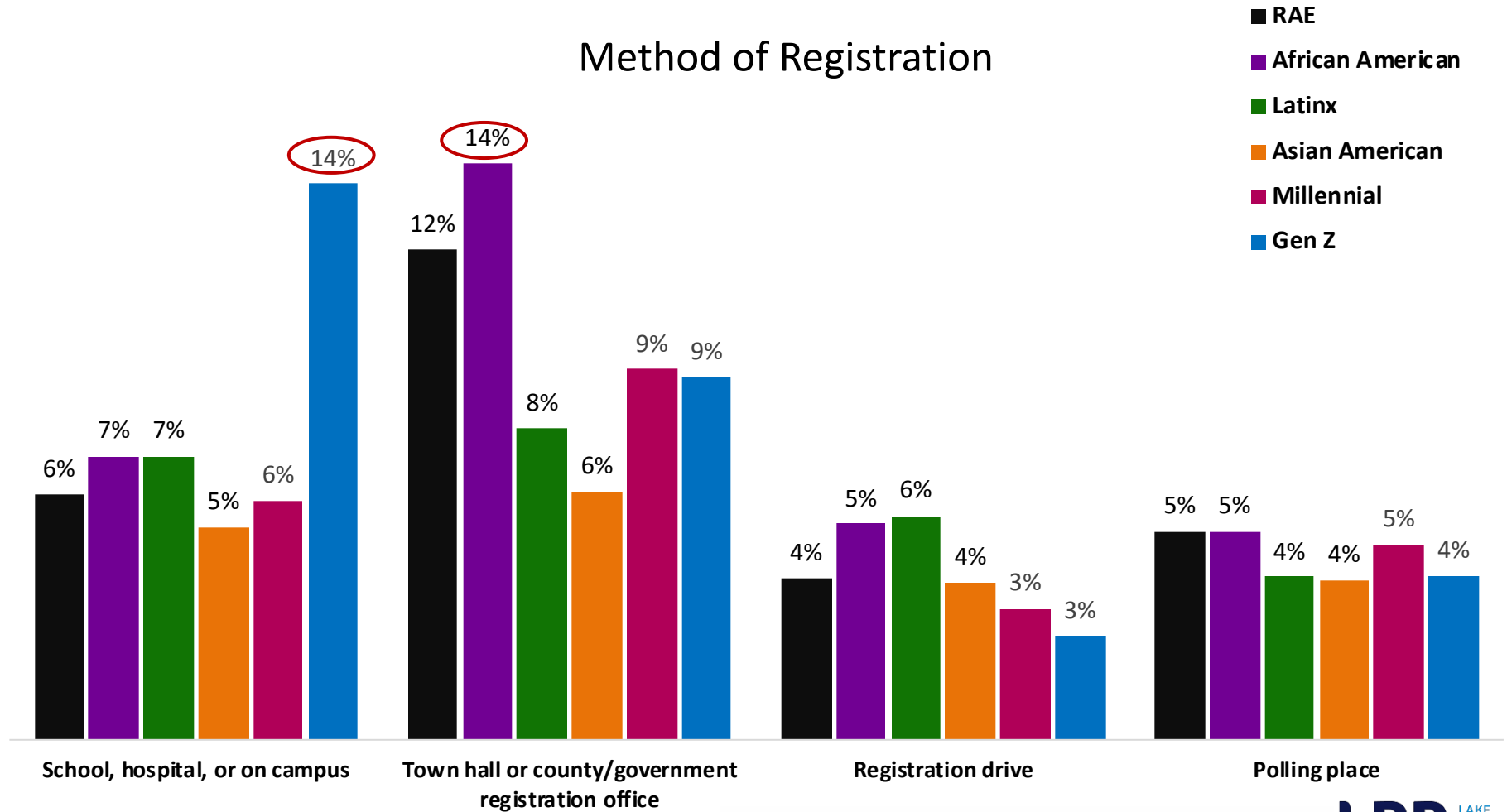
Method of Registration



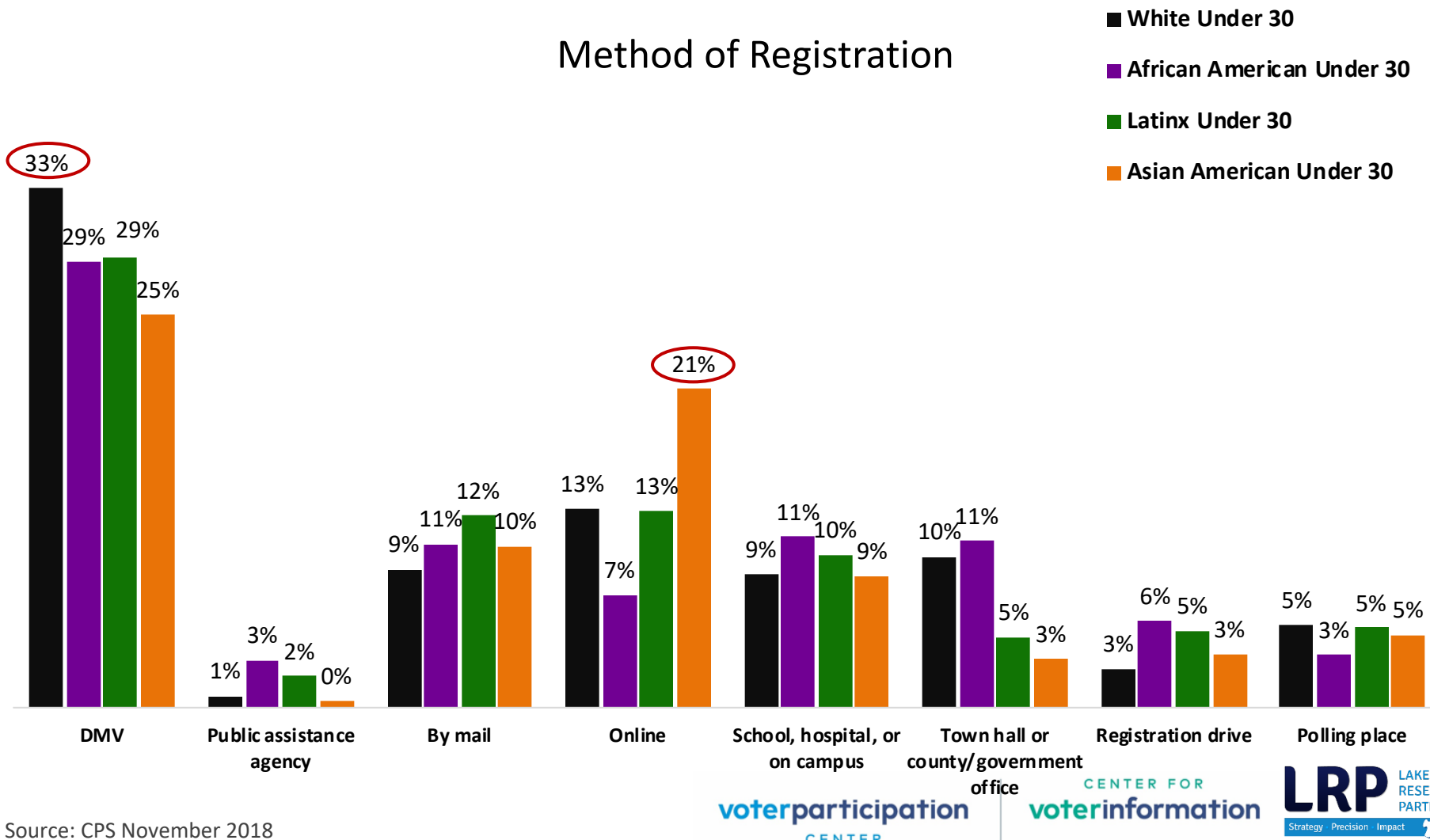
All RAE groups had high rates of registration at the DMV, especially Millennial and Gen Z voters. Asian American and Latinx were most likely to register by mail.



African American voters were most likely to register at a town hall or government office, and Gen Z on campus.

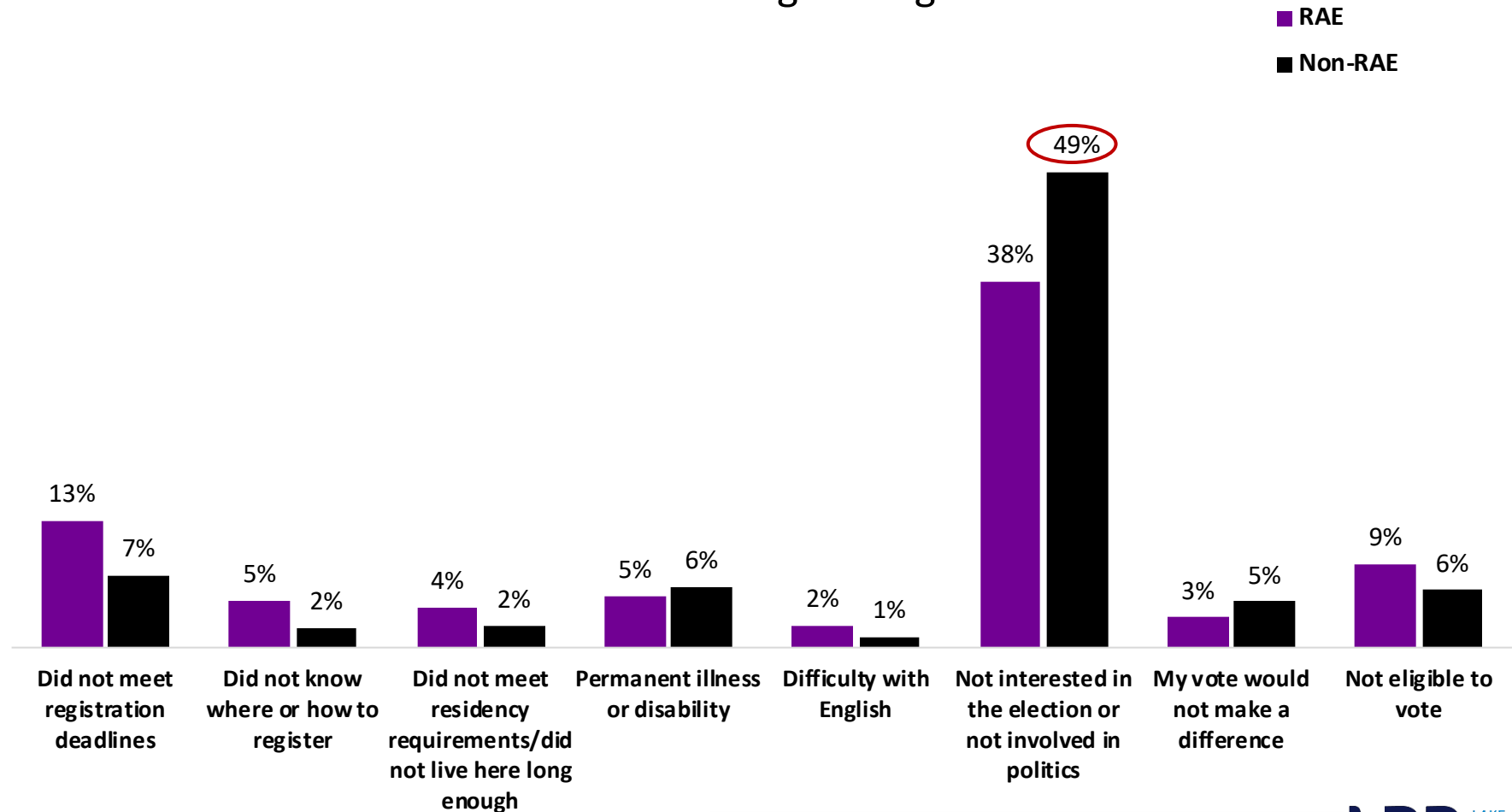


Among voters under 30, online voter registration programs were popular, along with the DMV and other in-person registration sites. One in five Asian Americans under 30 registered to vote online.

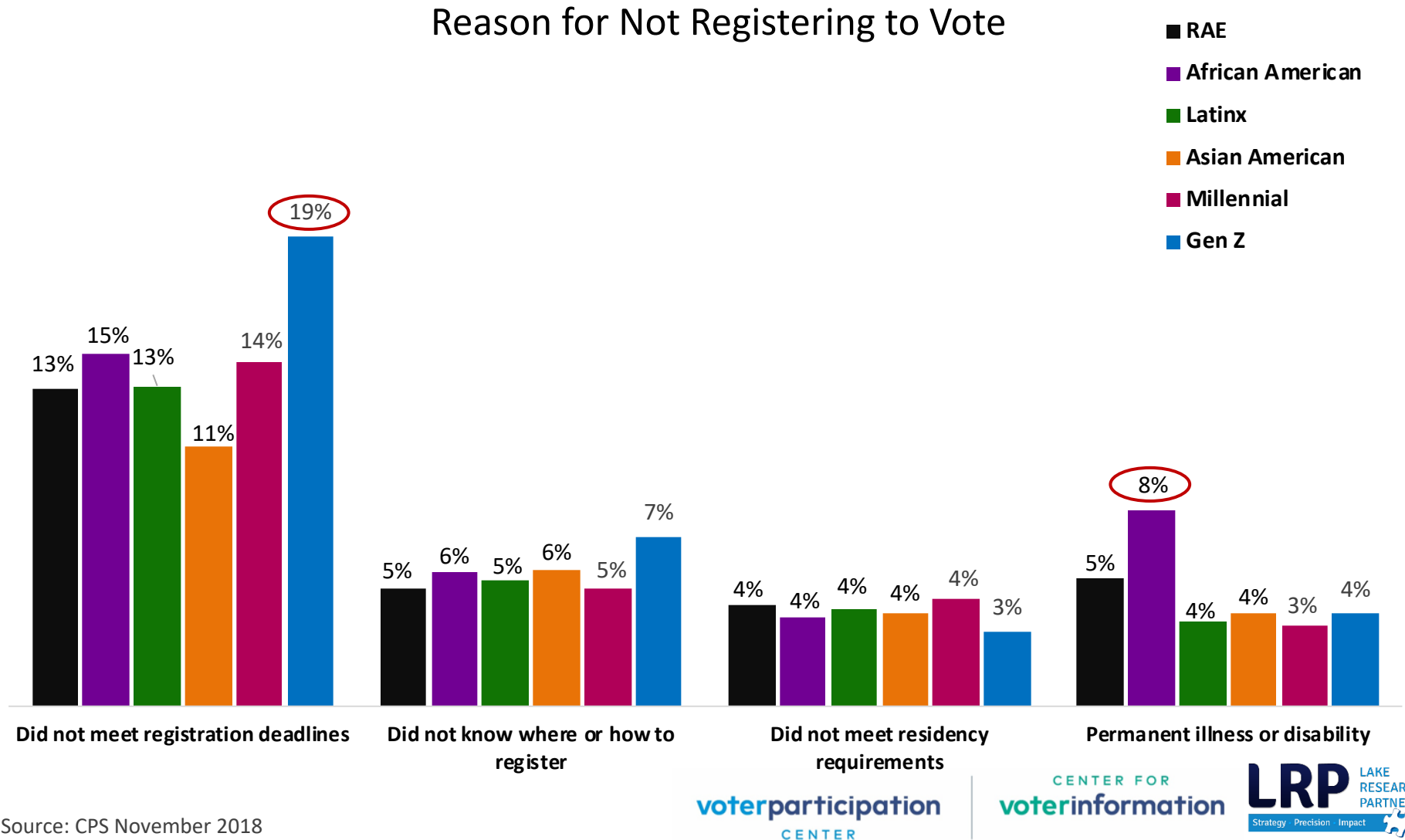


One in three voters reported various structural issues as their reason for not registering to vote, such as missing the deadline (13%), lack of information (5%), not meeting residency requirements (4%), illness or disability (5%), and difficulty with English (2%). Voter ID issues and other laws preventing certain individuals from voting accounts for 9% of those who did not register.

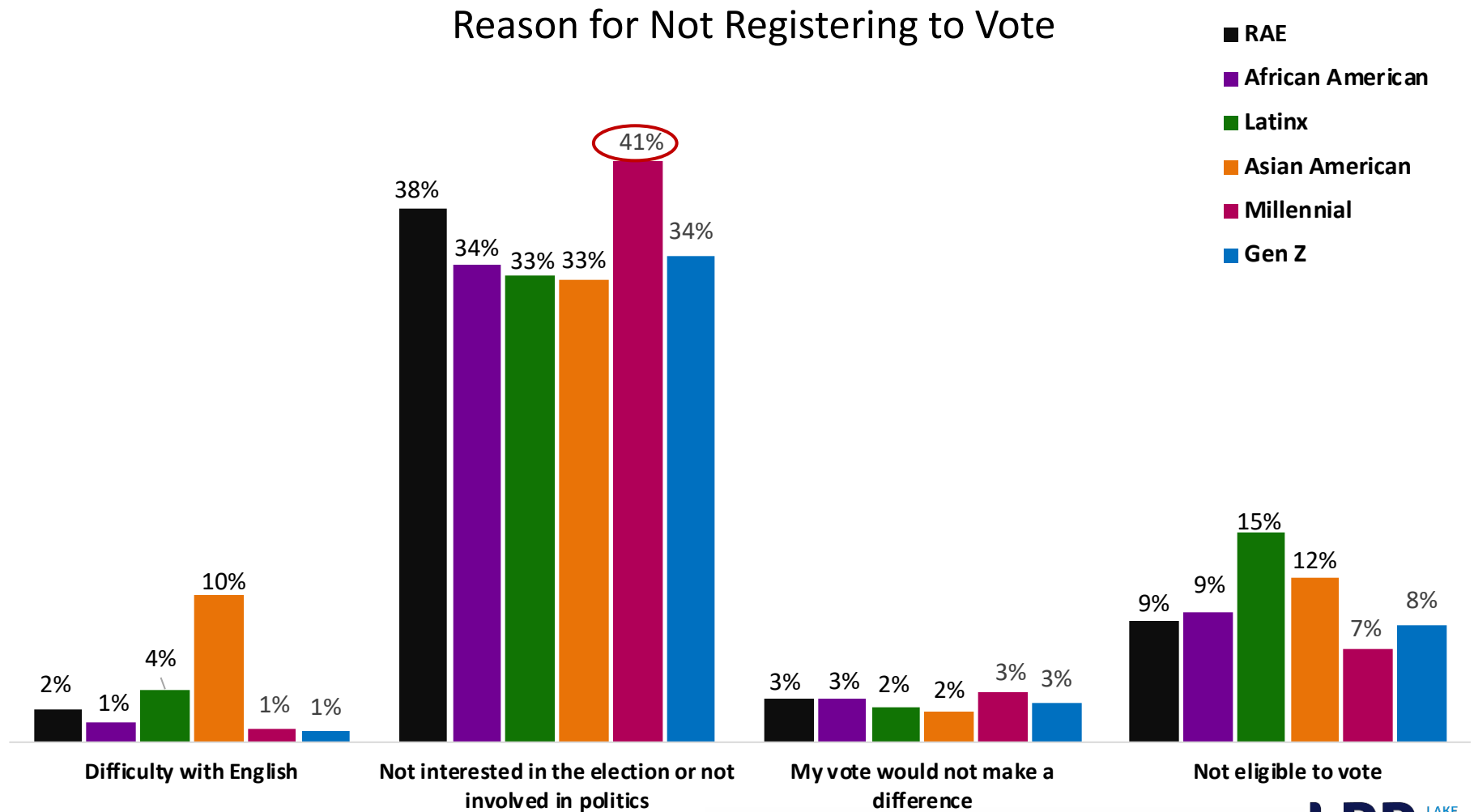
Reason for Not Registering to Vote



Gen Z voters were most likely to have missed the deadline to register. African American voters reported high rates of disability or illness.



Almost half of Millennials did not register to vote due to a lack of interest. Latinx (15%) and Asian Americans (12%) faced eligibility issues.

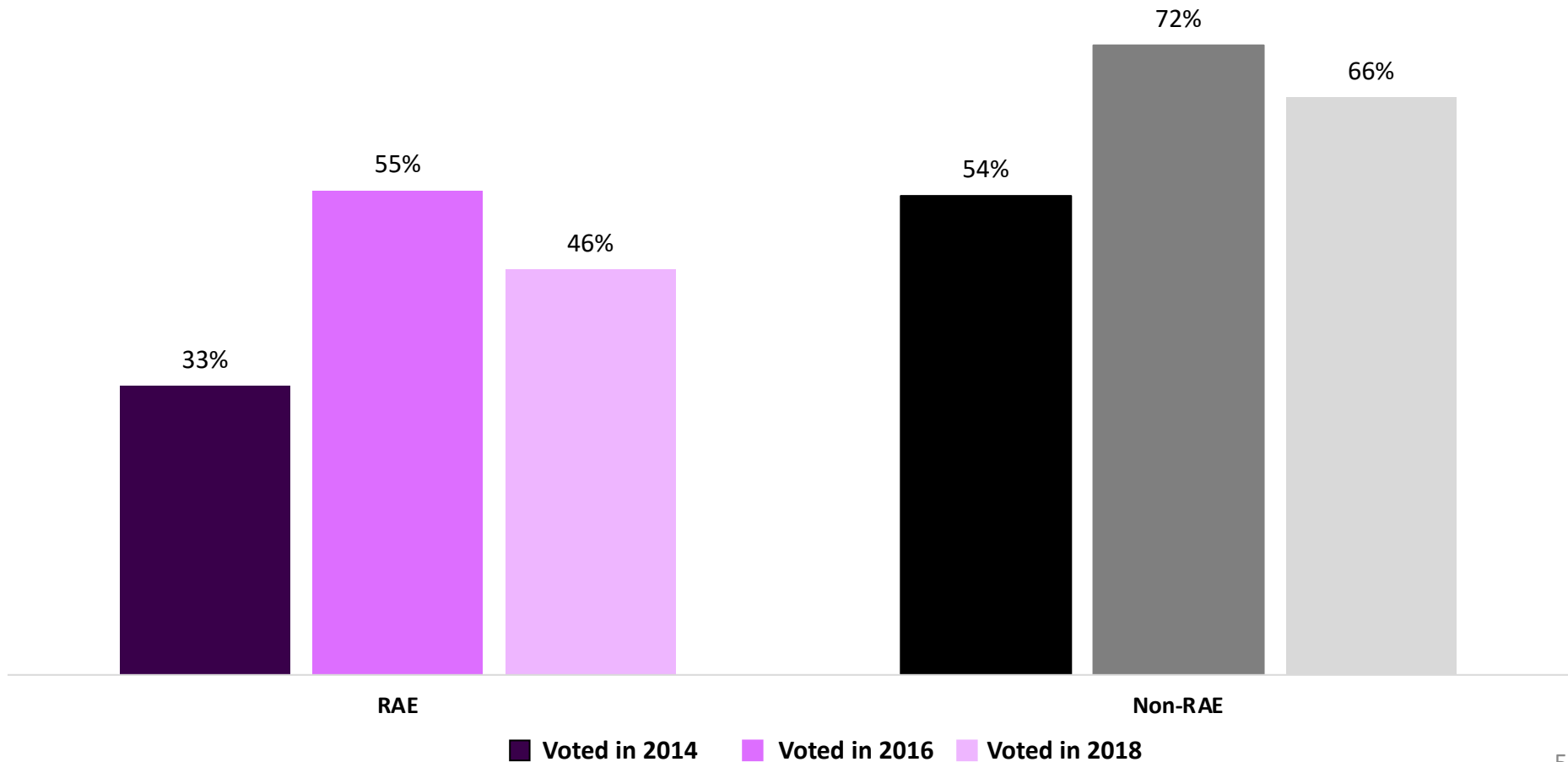


2018 Turnout



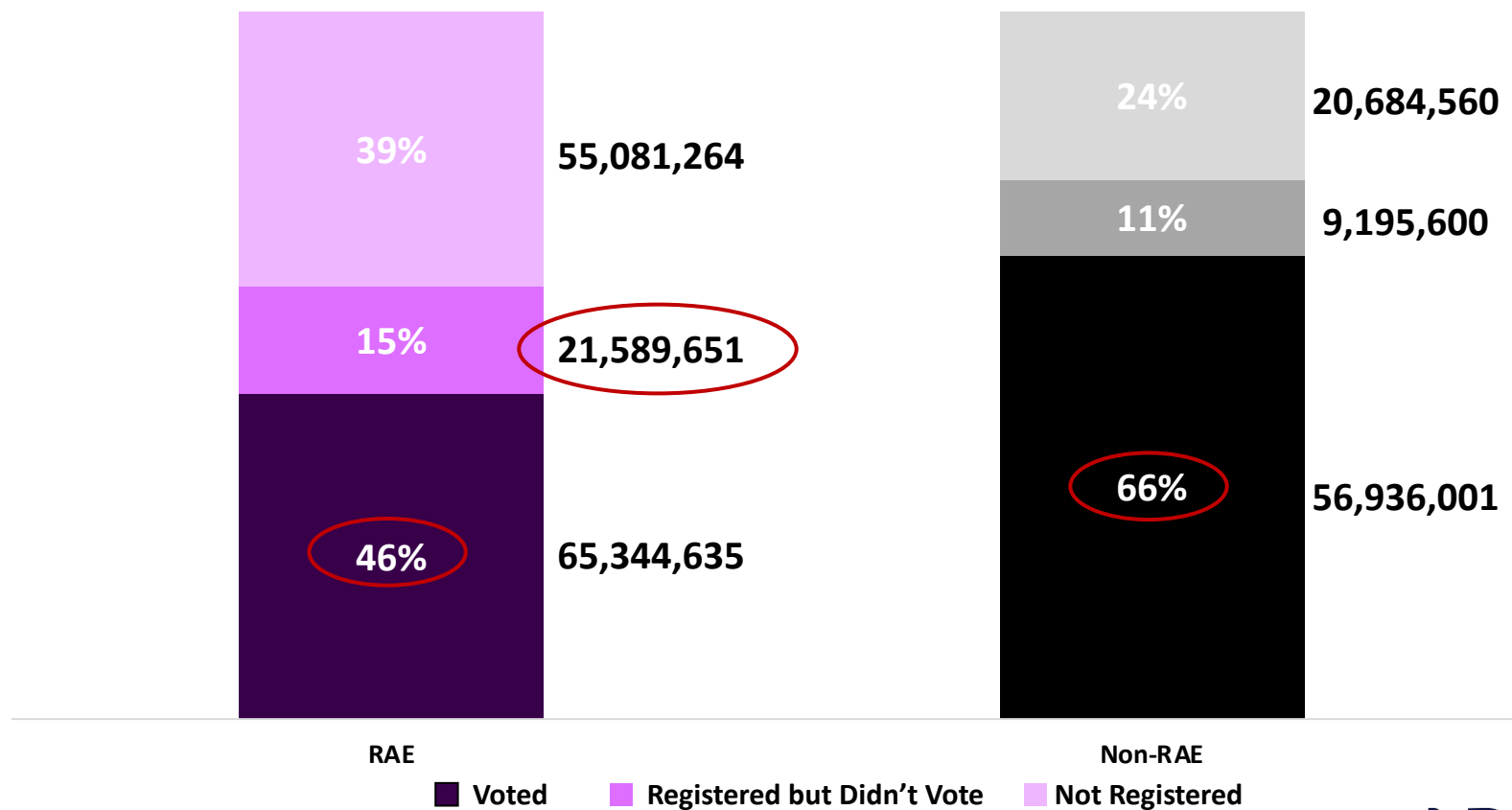
Turnout among the RAE and non-RAE was significantly higher in 2018 than 2014.

Turnout: 2014 – 2018



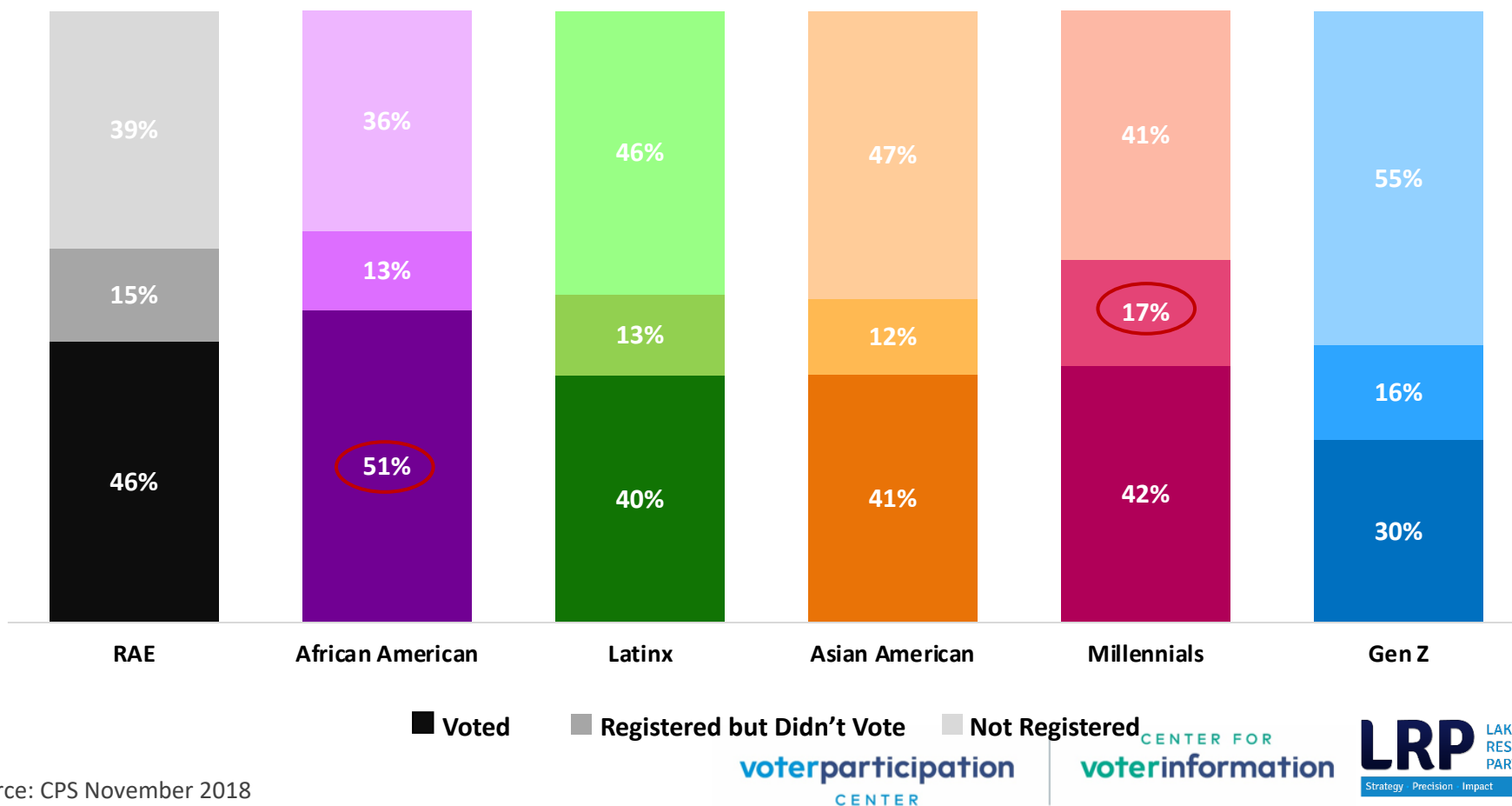
In 2018, under half (46%) of RAE voters turned out to vote compared with two-thirds of non-RAE voters. Over 21.5 million RAE members were registered but did not turn out.

Registration and Voting Rates



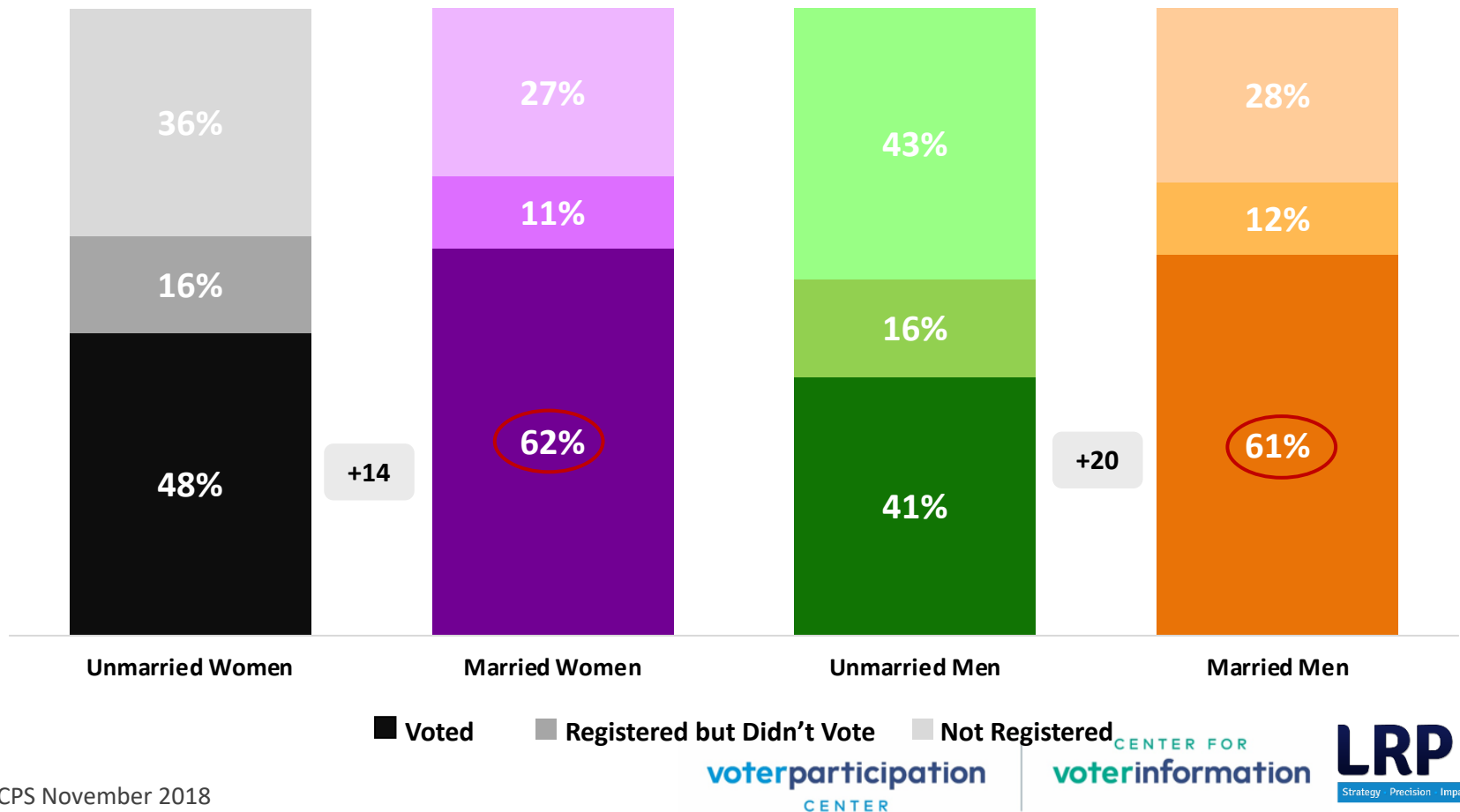
African Americans had the largest turnout of any RAE group in 2018. Millennials had the largest share of RAE voters who registered to vote but did not turn out.

Registration and Voting Rates



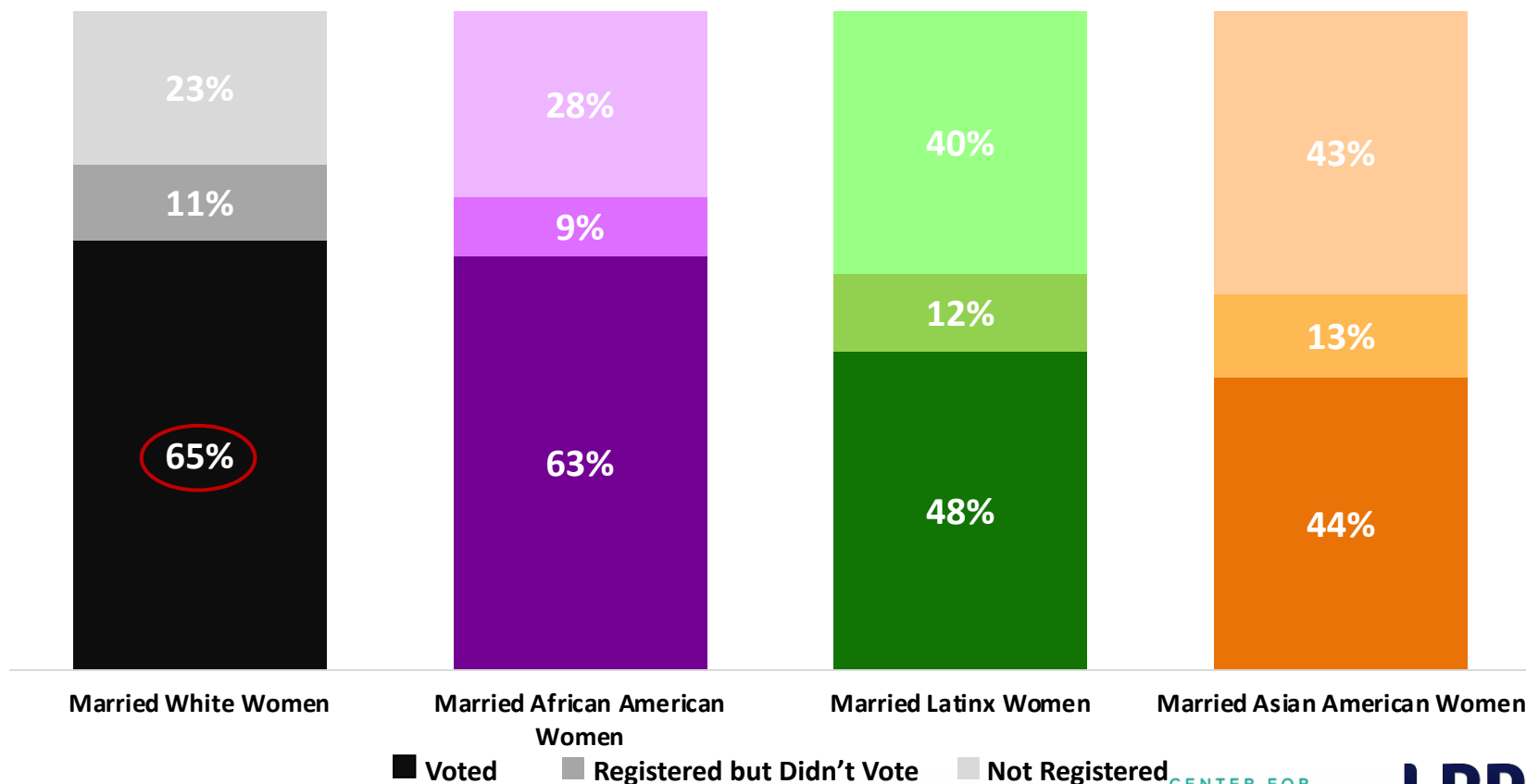
There was an evident marriage gap in 2018, with higher turnout rates among married women (+14) and men (+20).

Registration and Voting Rates



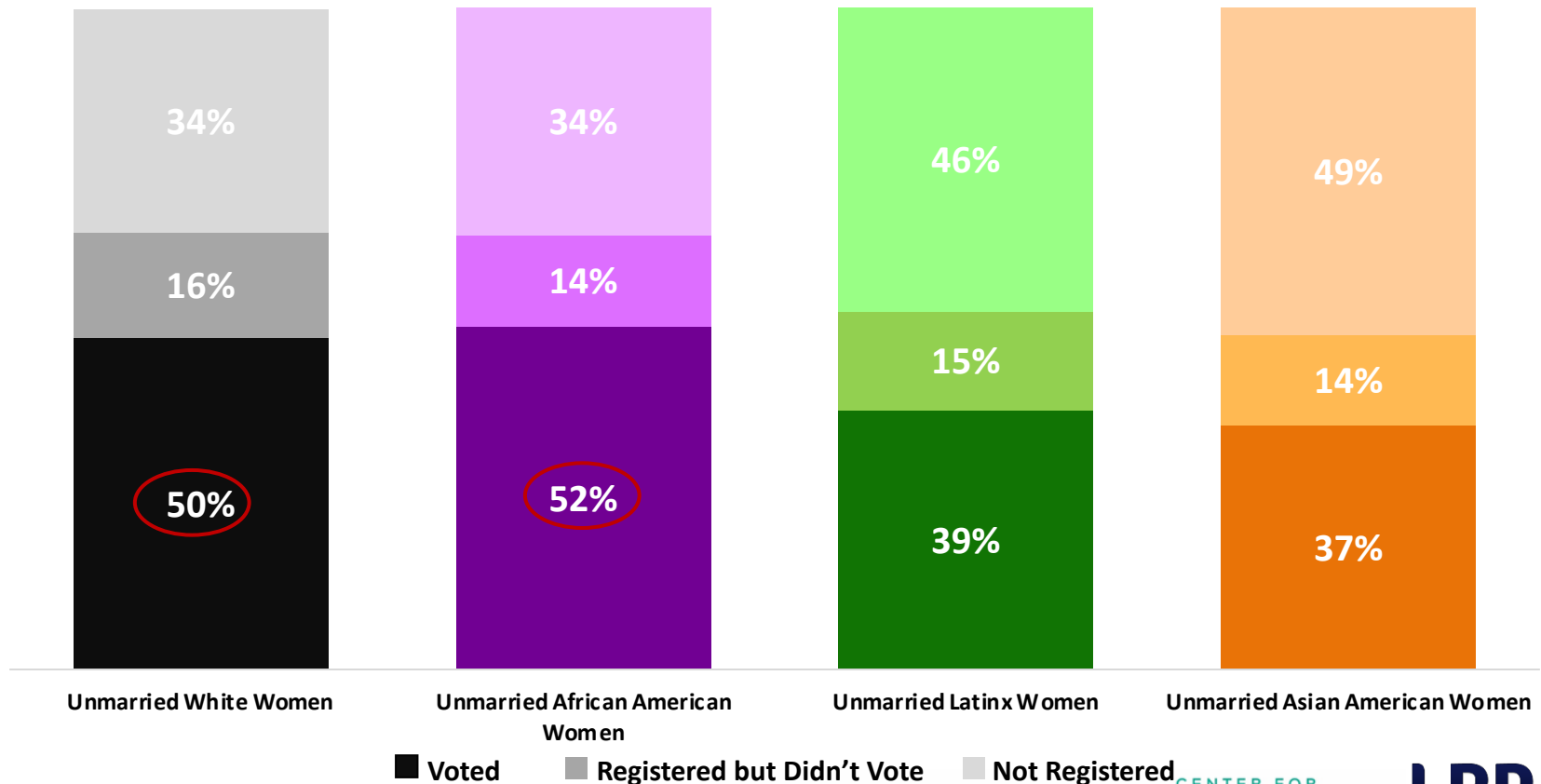
Similar trends continue for married women of any race, with higher turnout among married white women than married POC women.

Registration and Voting Rates



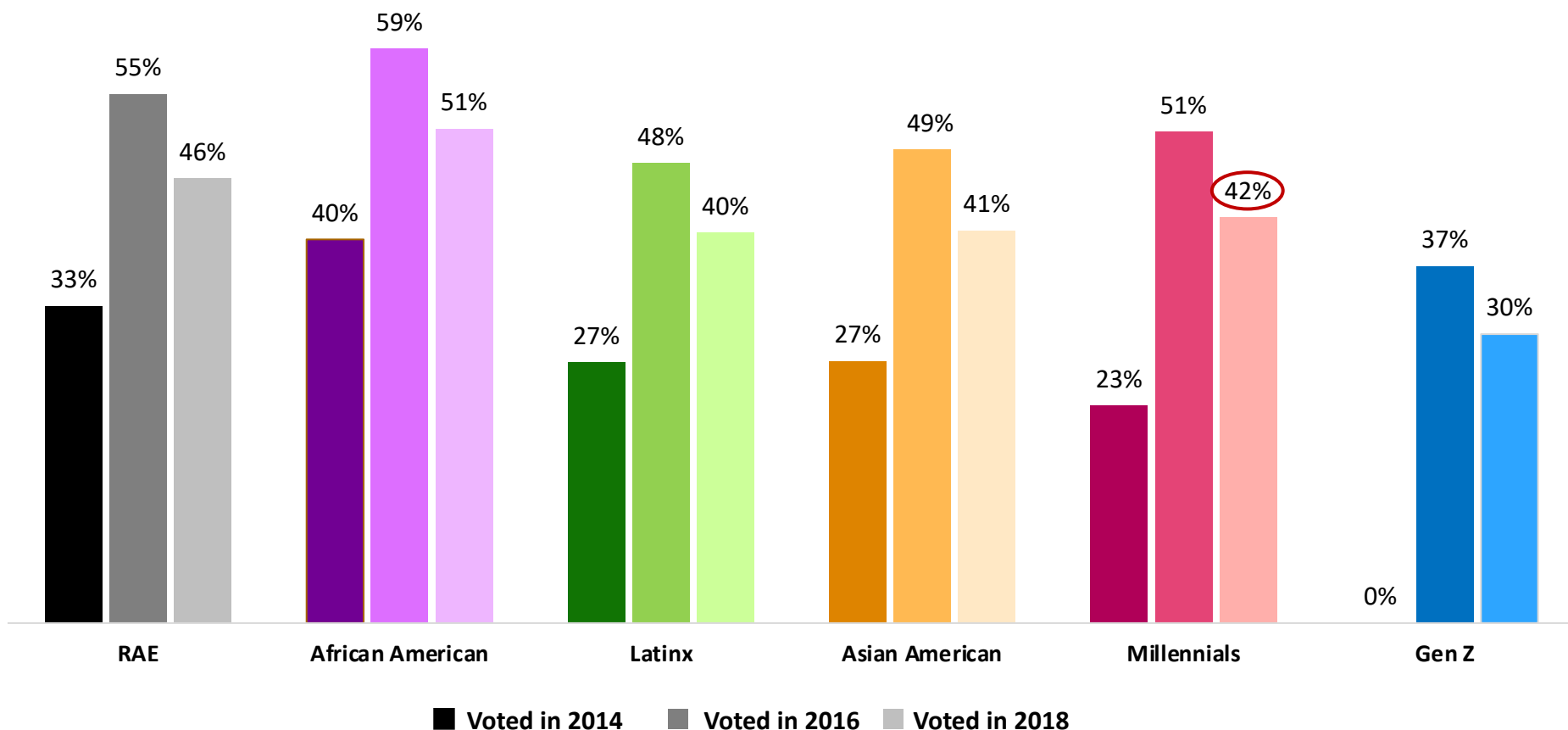
African American women had the highest turnout rate among unmarried women in 2018, and turned out higher than unmarried men of any race, along with unmarried white women.

Registration and Voting Rates



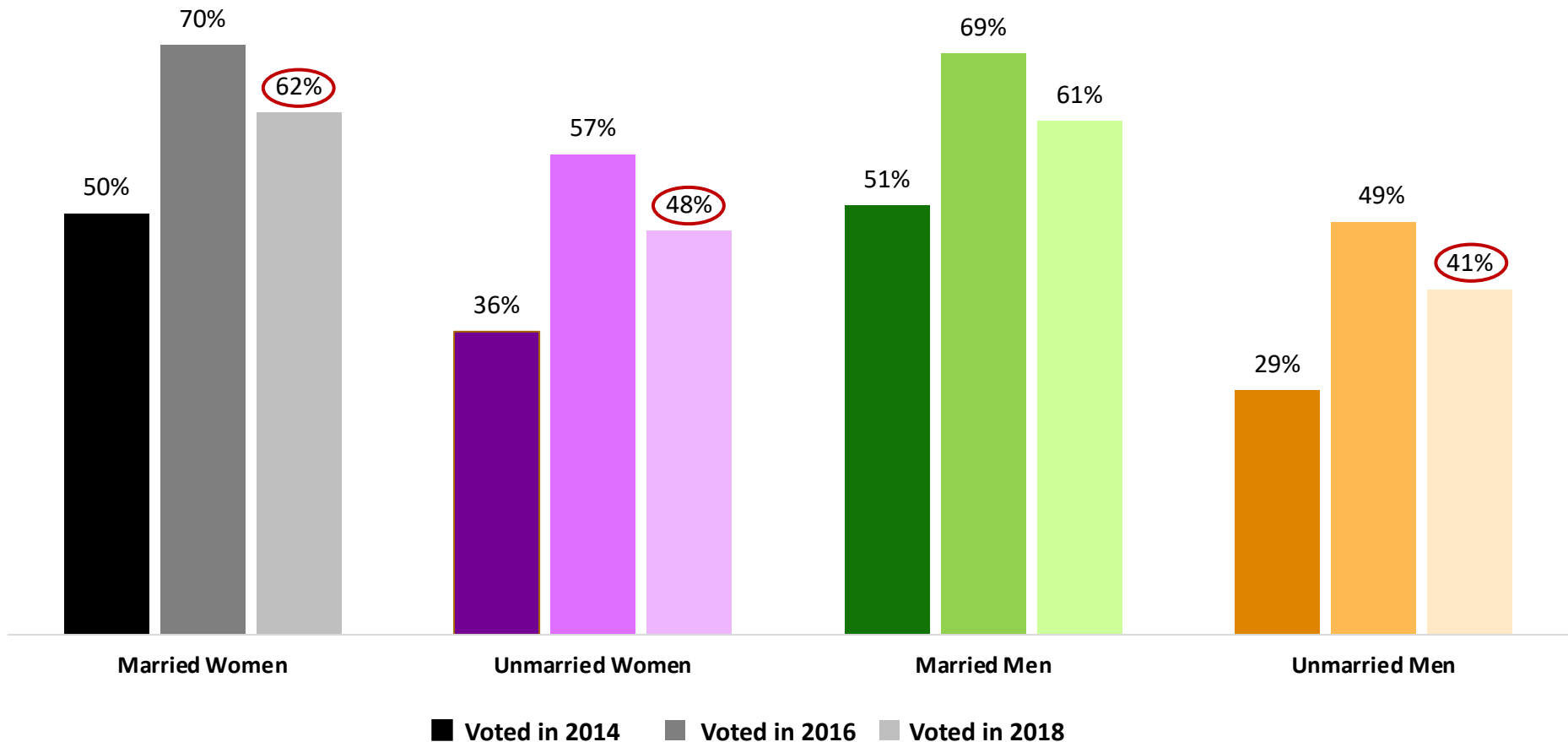
Millennial turnout increased 19 points from 2014 to 2018, compared to 13 points among the RAE overall.

Turnout: 2014 – 2018



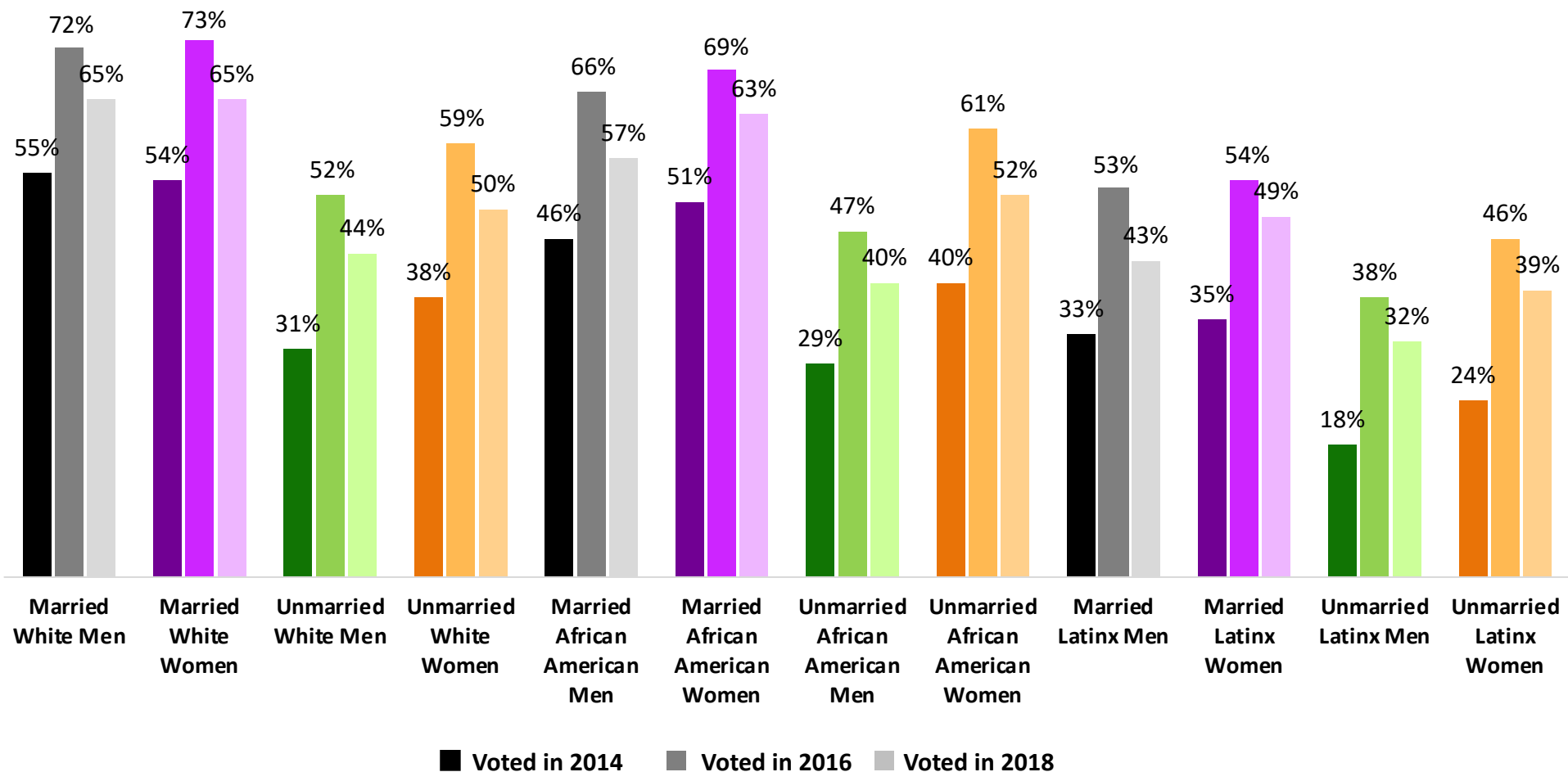
Turnout increased 12 points among married and unmarried women as well as unmarried men from 2014 to 2018.

Turnout: 2014 – 2018



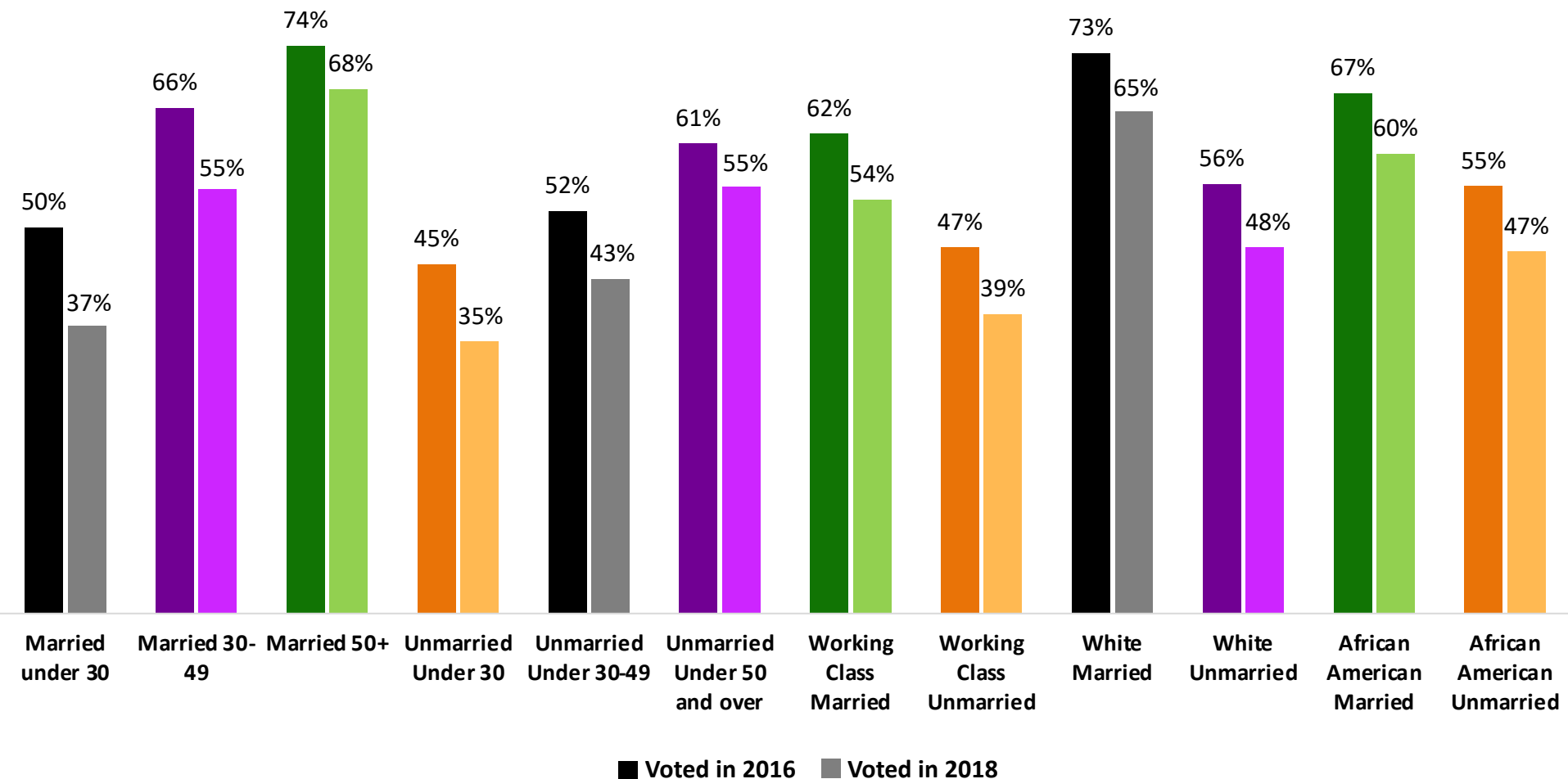
Among every group, turnout was at least ten points higher in the 2018 midterms than the 2014 midterms.

Turnout: 2014 – 2018



Among all groups, older and married voters had higher turnout rates than younger and unmarried voters.

Turnout: 2016 – 2018

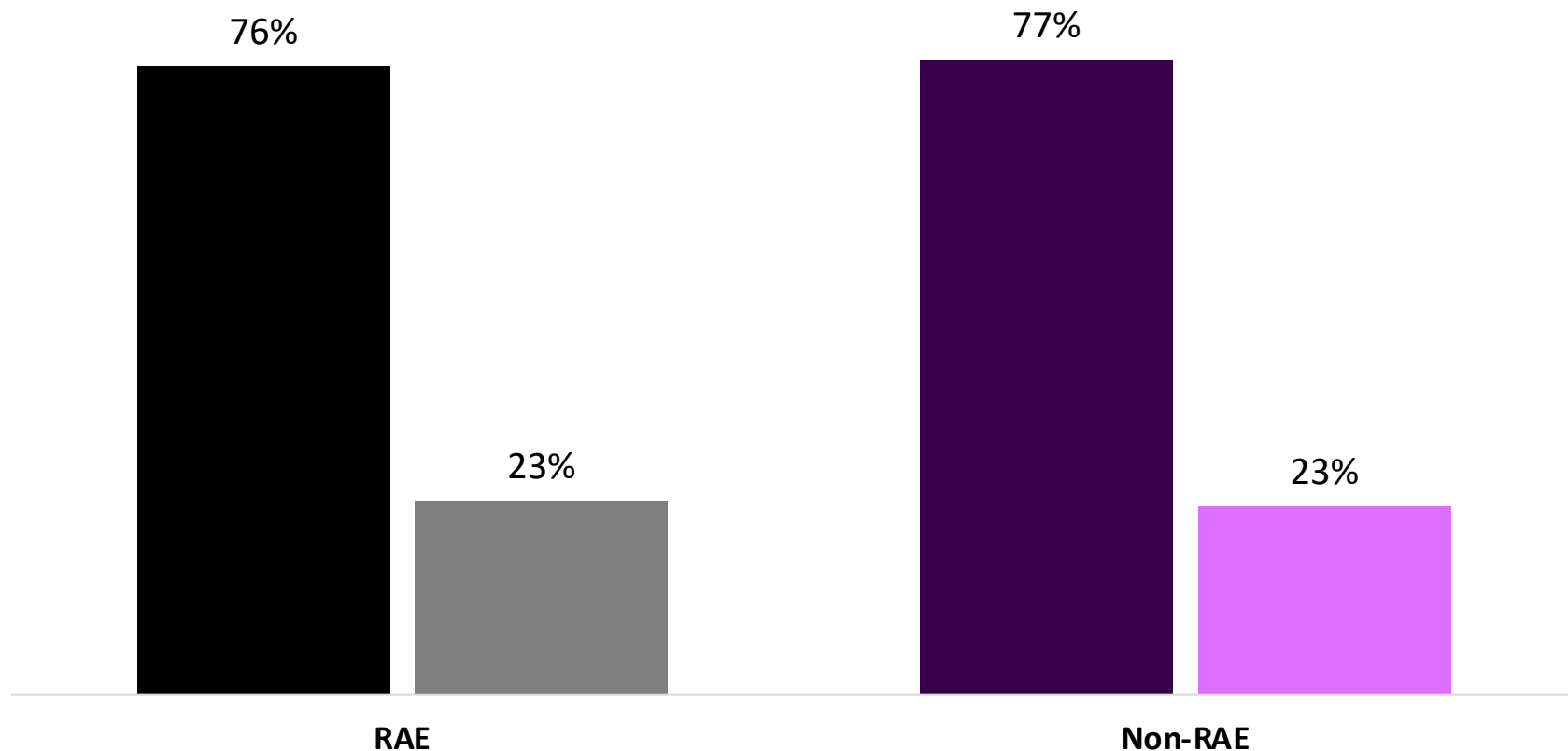


How Voters Cast Ballots in 2018



In the aggregate, there was not a meaningful difference between the RAE and the Non-RAE in method of voting: the majority voted in person, with just one in five voting by mail.

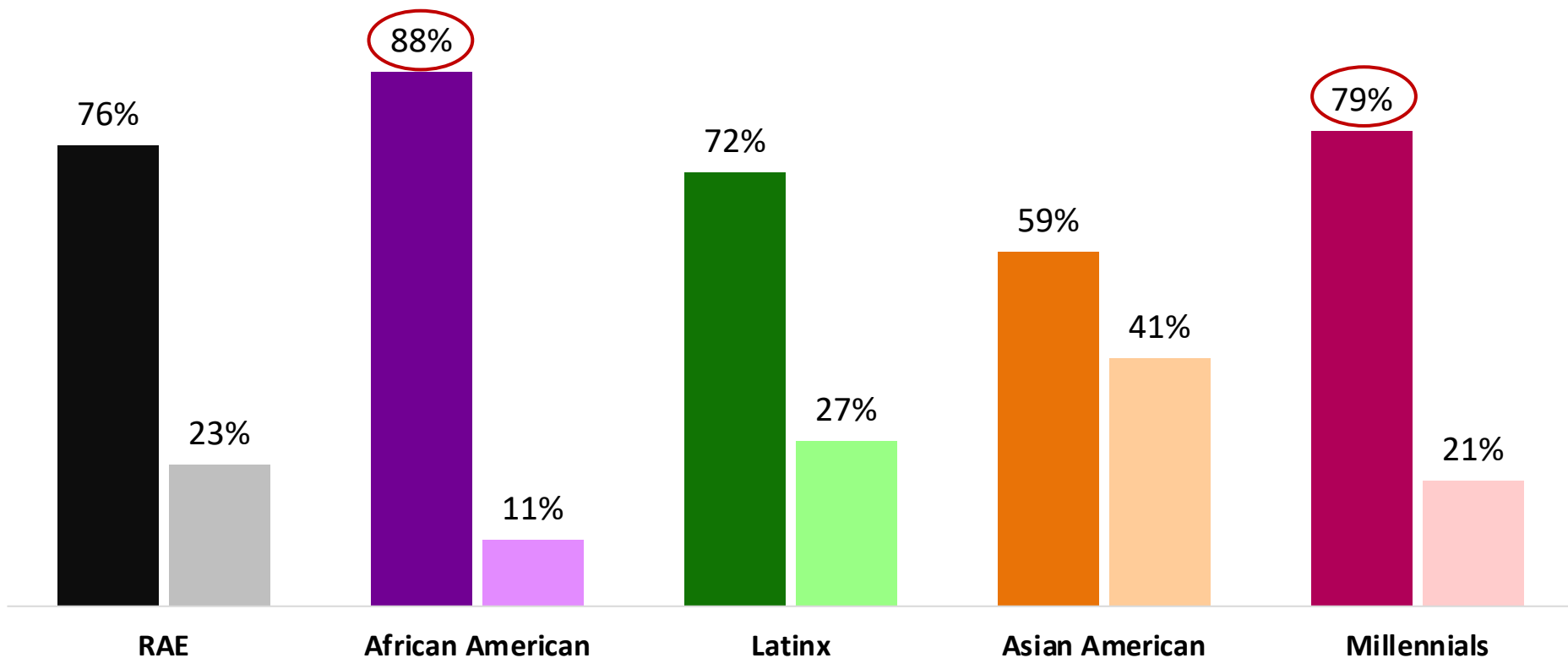
How Voters Cast Ballots



■ In Person ■ By Mail

African Americans and Millennials had the highest in-person voting rates in 2018.

How Voters Cast Ballots



■ In Person ■ By Mail

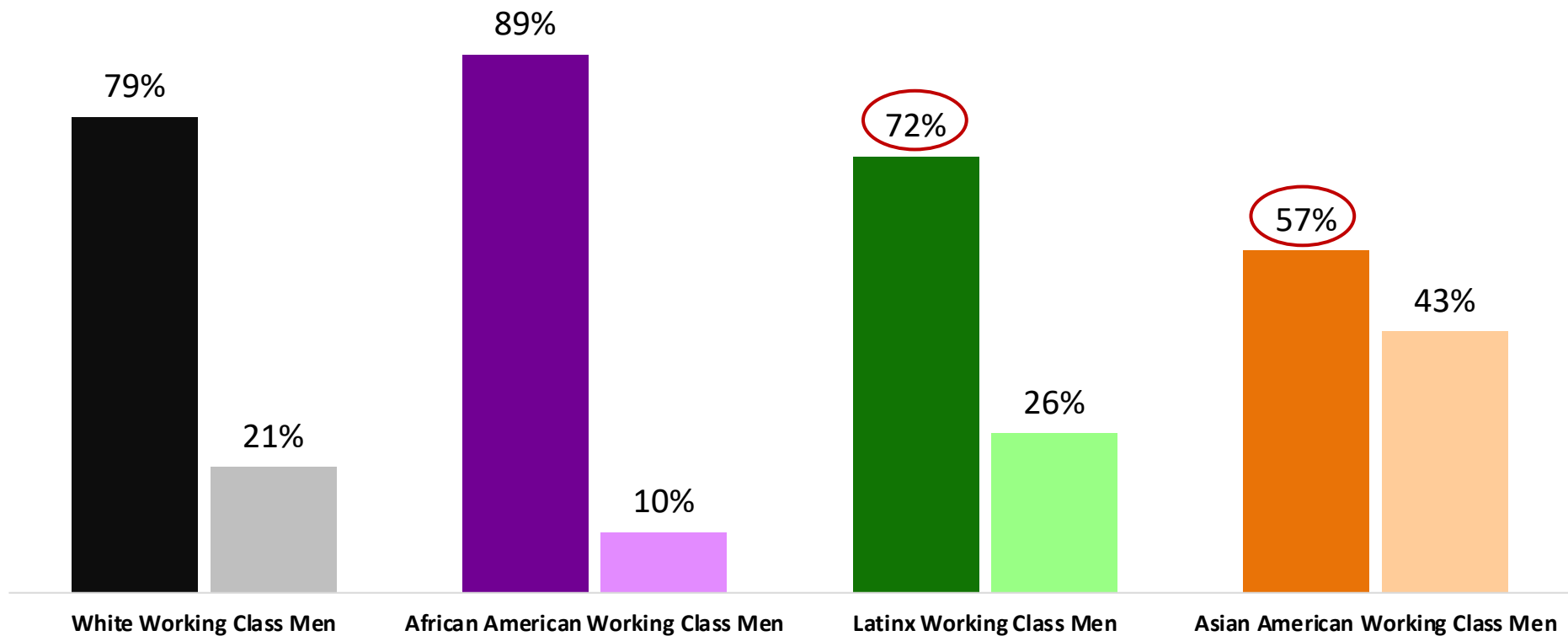
voterparticipation
CENTER

CENTER FOR
voterinformation

LRP LAKE RESEARCH PARTNERS
Strategy Precision Impact

Among working class men, Asian American and Latinx men had the highest vote-by-mail rate. This is likely driven by high rates of mail voting in states like Hawaii, Washington, California, Arizona, and Colorado, where the population of these groups is high.

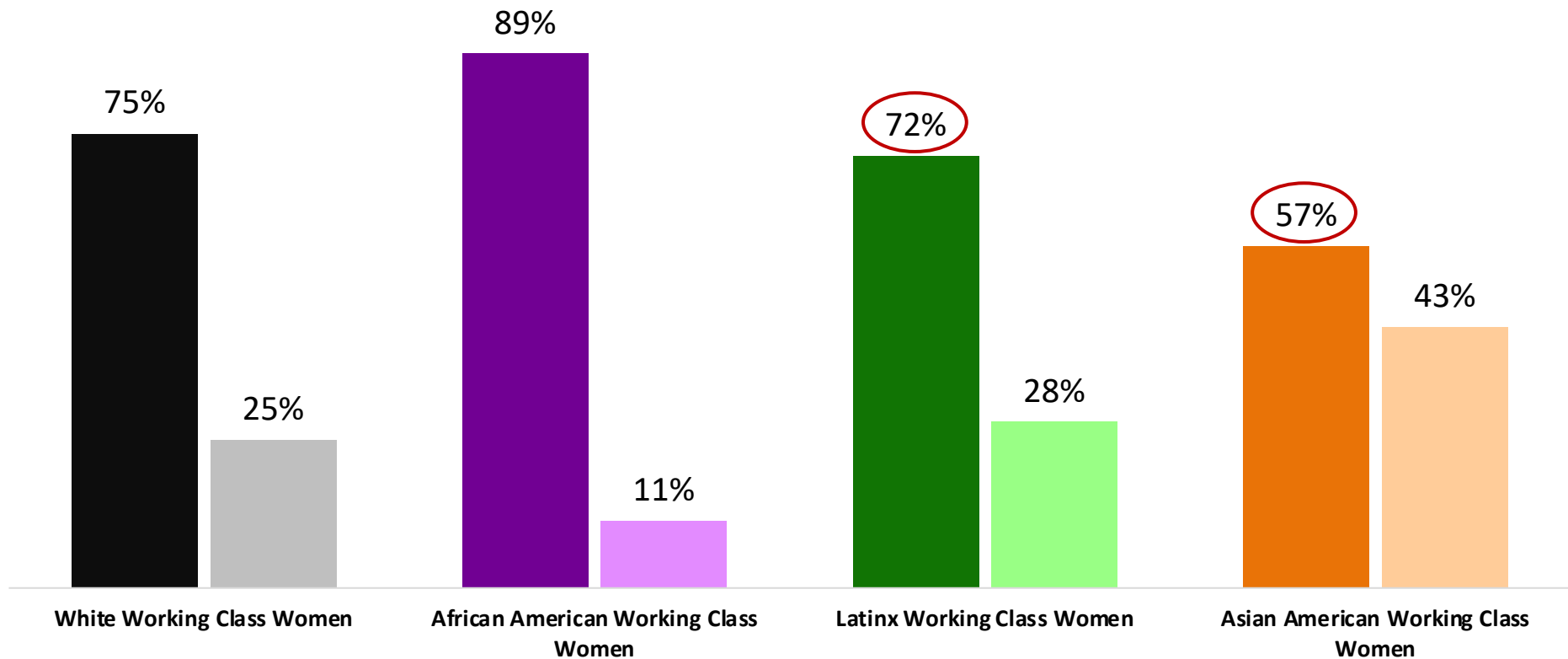
How Voters Cast Ballots



■ In Person ■ By Mail

Vote-by-mail rates among working class women are similar to those of working class men, with Asian American and Latinx women slightly less likely to vote in person.

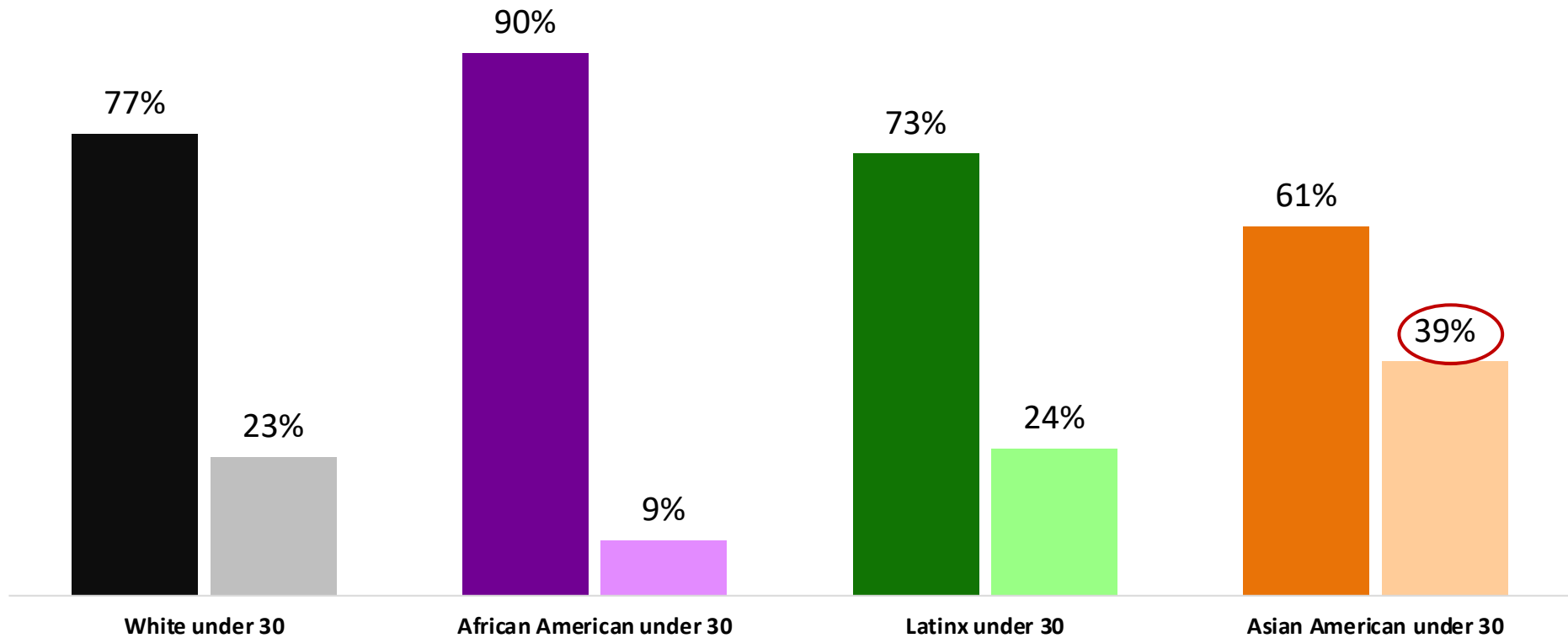
How Voters Cast Ballots



■ In Person ■ By Mail

Among younger voters, Asian American voters had the highest vote-by-mail rate.

How Voters Cast Ballots



■ In Person ■ By Mail

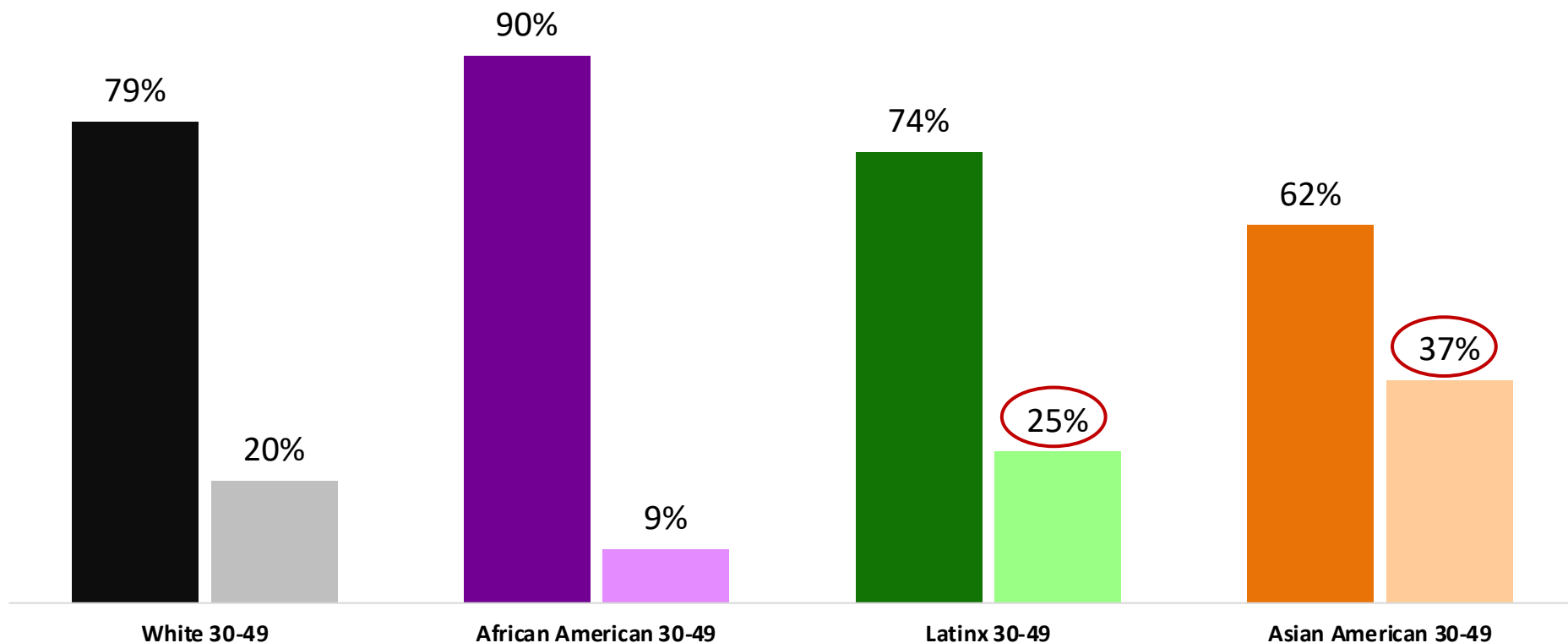
voterparticipation
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LRP LAKE RESEARCH PARTNERS
Strategy Precision Impact

VBM was less popular among Asian American voters aged 30-49 than it was for younger voters of the same race.

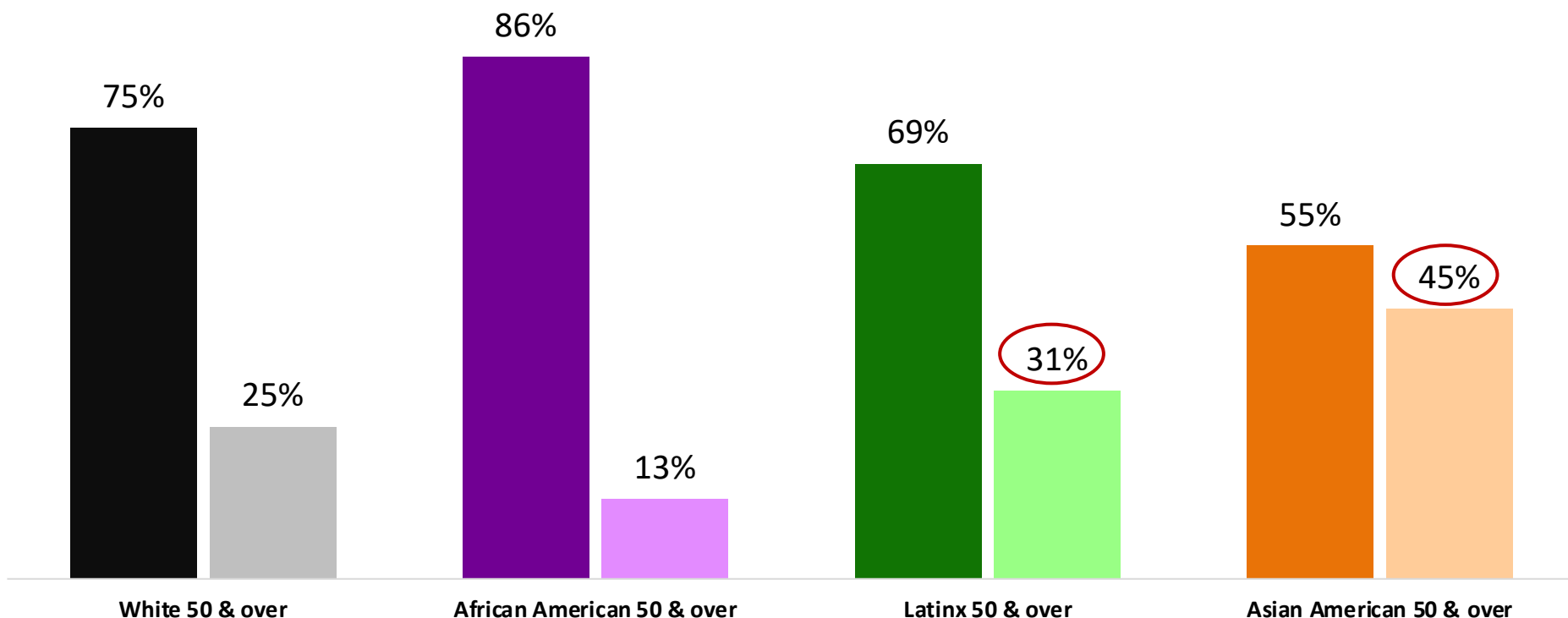
How Voters Cast Ballots



■ In Person ■ By Mail

Nearly half of Asian American voters over the age of 50 voted by mail. Mail voting was also a popular method of voting among Latinx voters over 50 (31%).

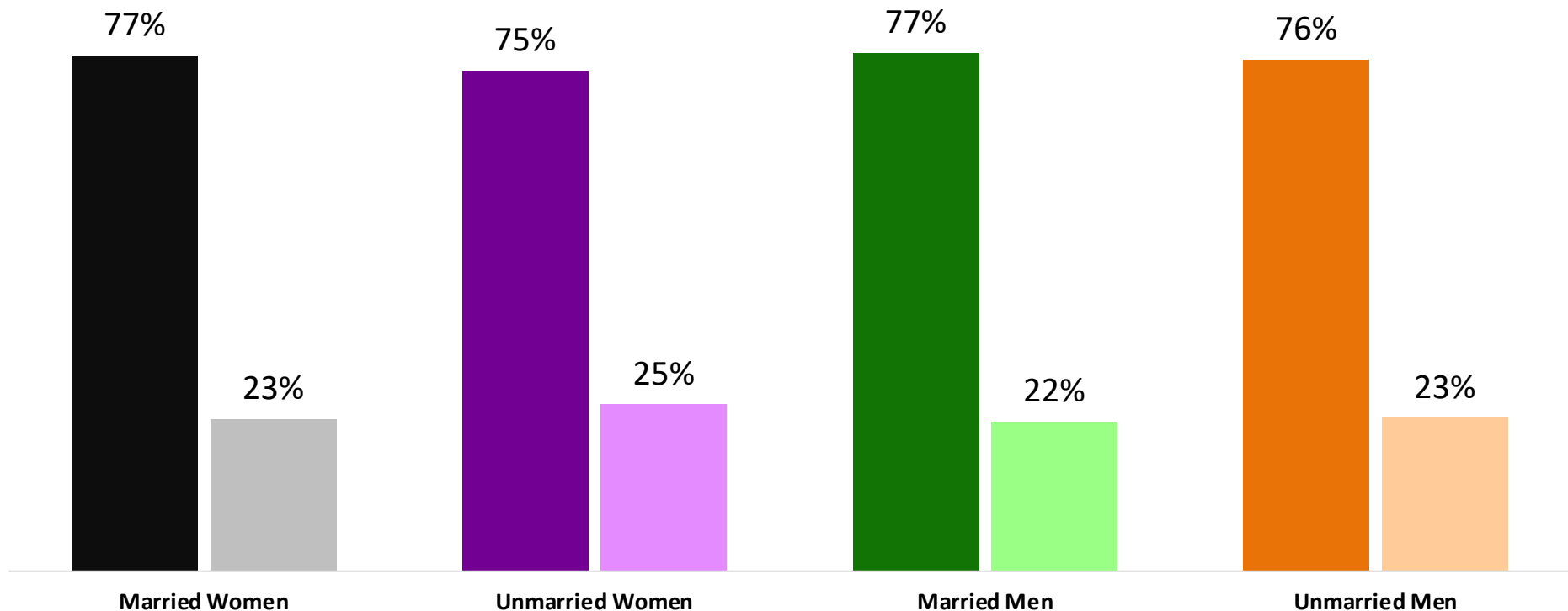
How Voters Cast Ballots



■ In Person ■ By Mail

There was little difference between how people cast their votes by marital status and gender.

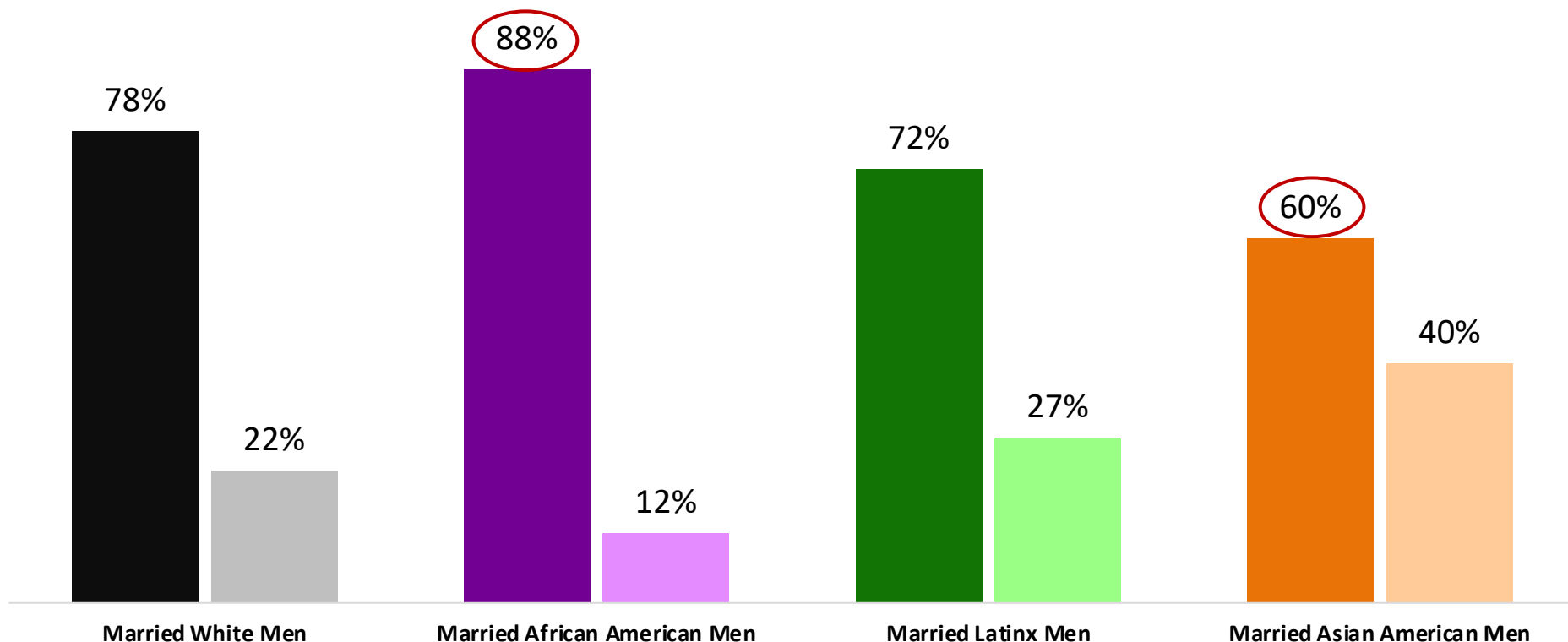
How Voters Cast Ballots



■ In Person ■ By Mail

Almost nine in 10 African American married men voted in person, compared with 60% of married Asian American Men.

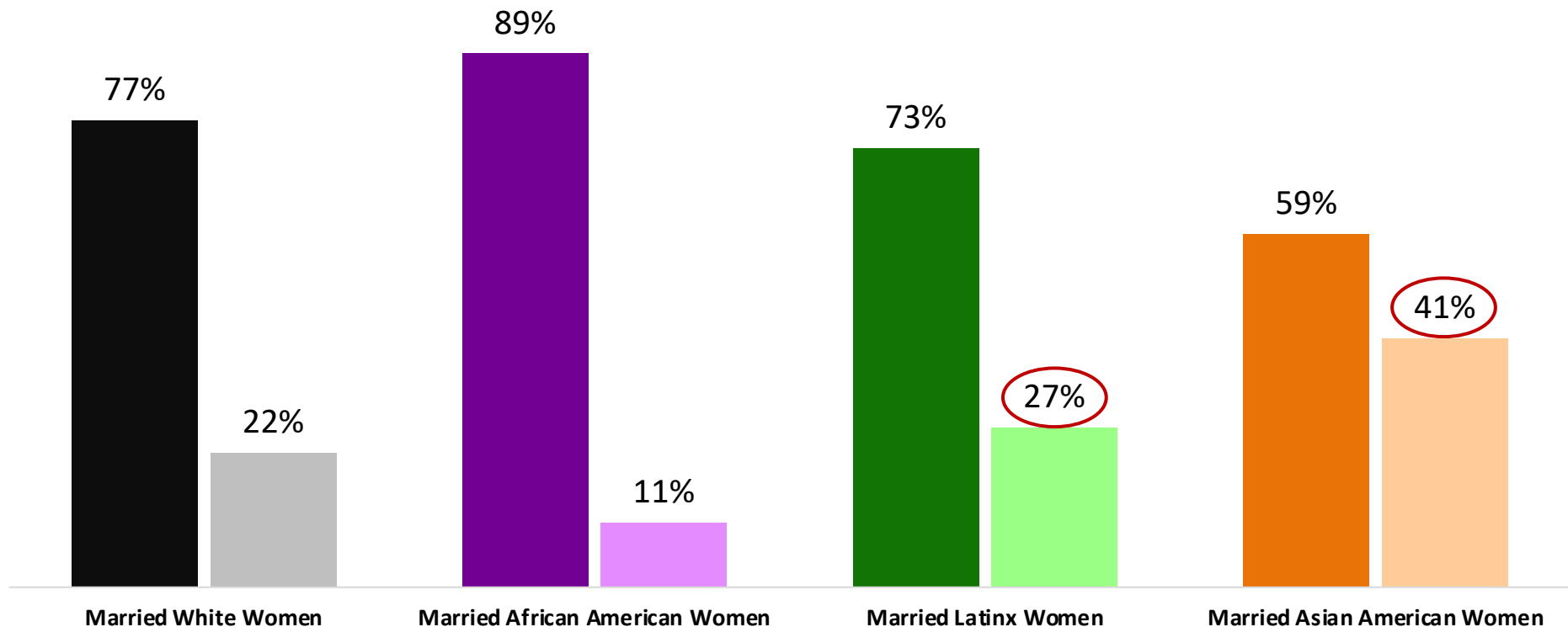
How Voters Cast Ballots



■ In Person ■ By Mail

Among married women, Asian American and Latinx women were the most likely to vote by mail.

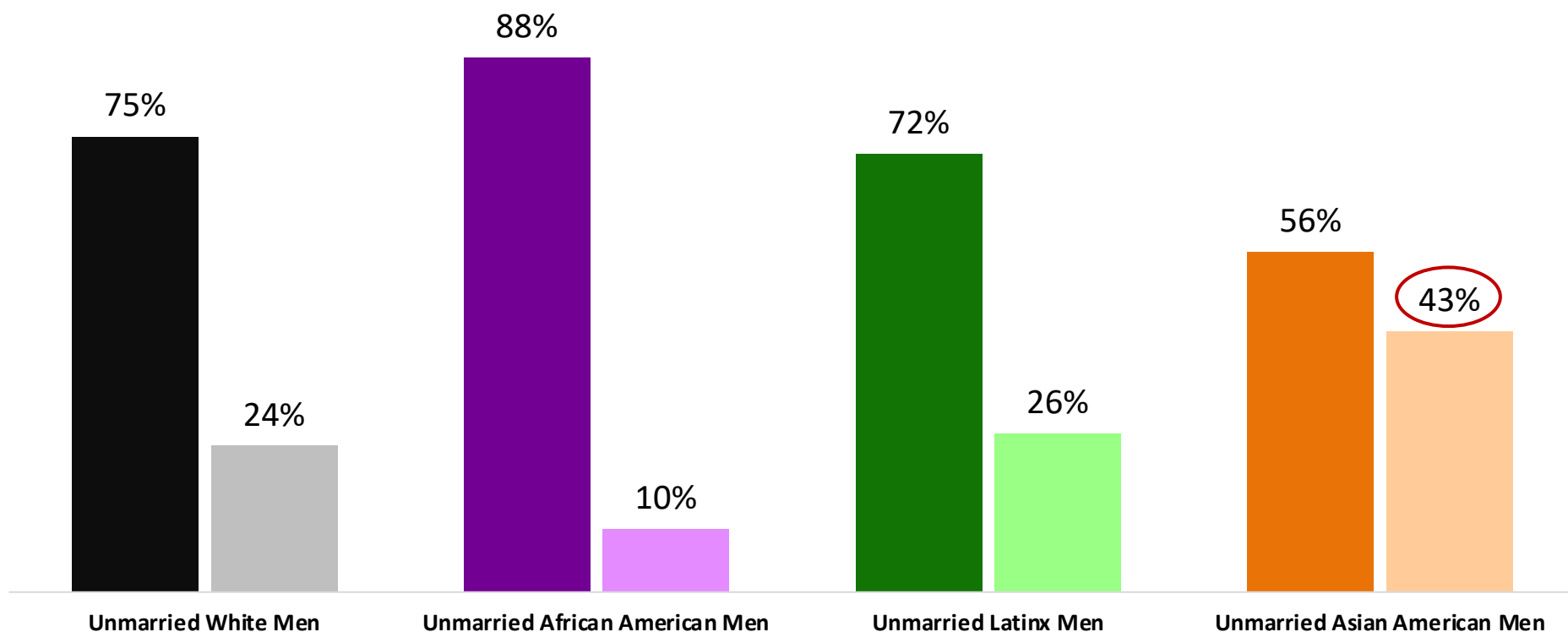
How Voters Cast Ballots



■ In Person ■ By Mail

Among unmarried men, Asian American men had the highest rates of vote-by-mail, and unmarried African American men were most likely to vote in person.

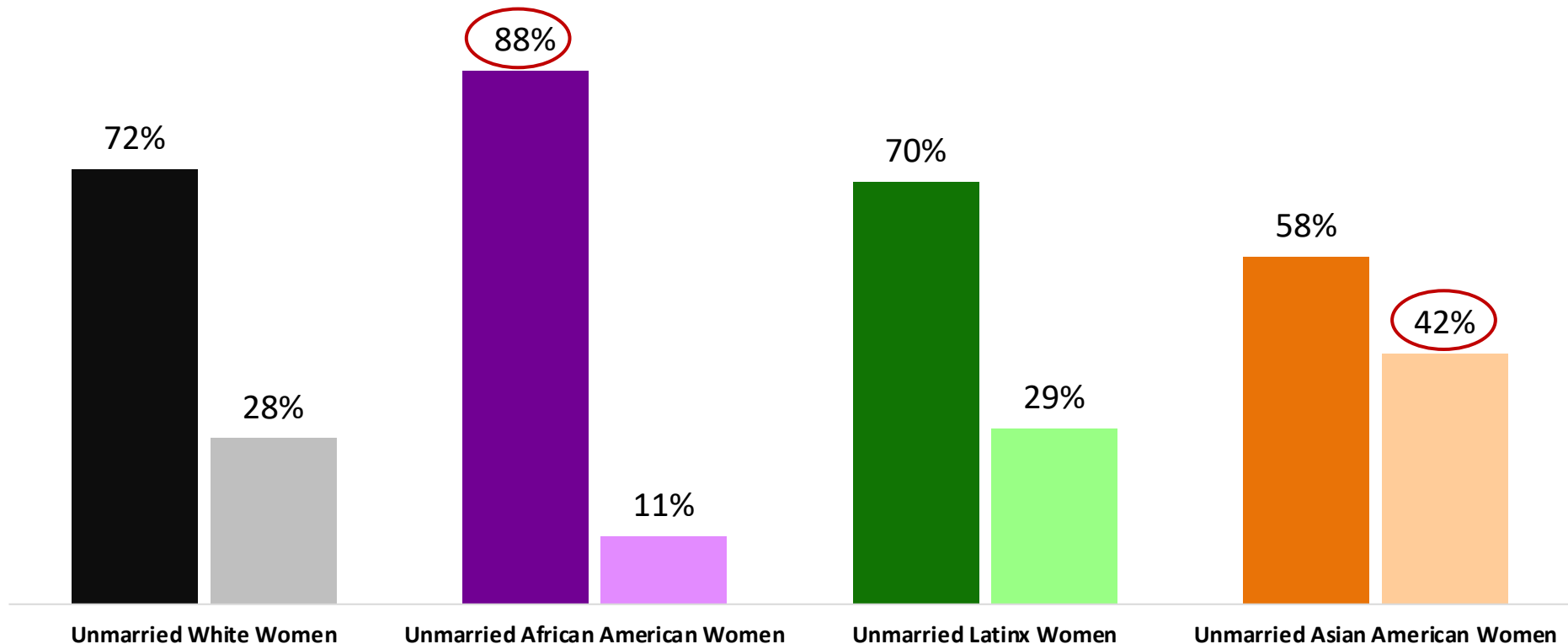
How Voters Cast Ballots



■ In Person ■ By Mail

This trend continues for unmarried women; unmarried African American women were the most likely to vote in person, and unmarried Asian American women were the most likely to vote by mail.

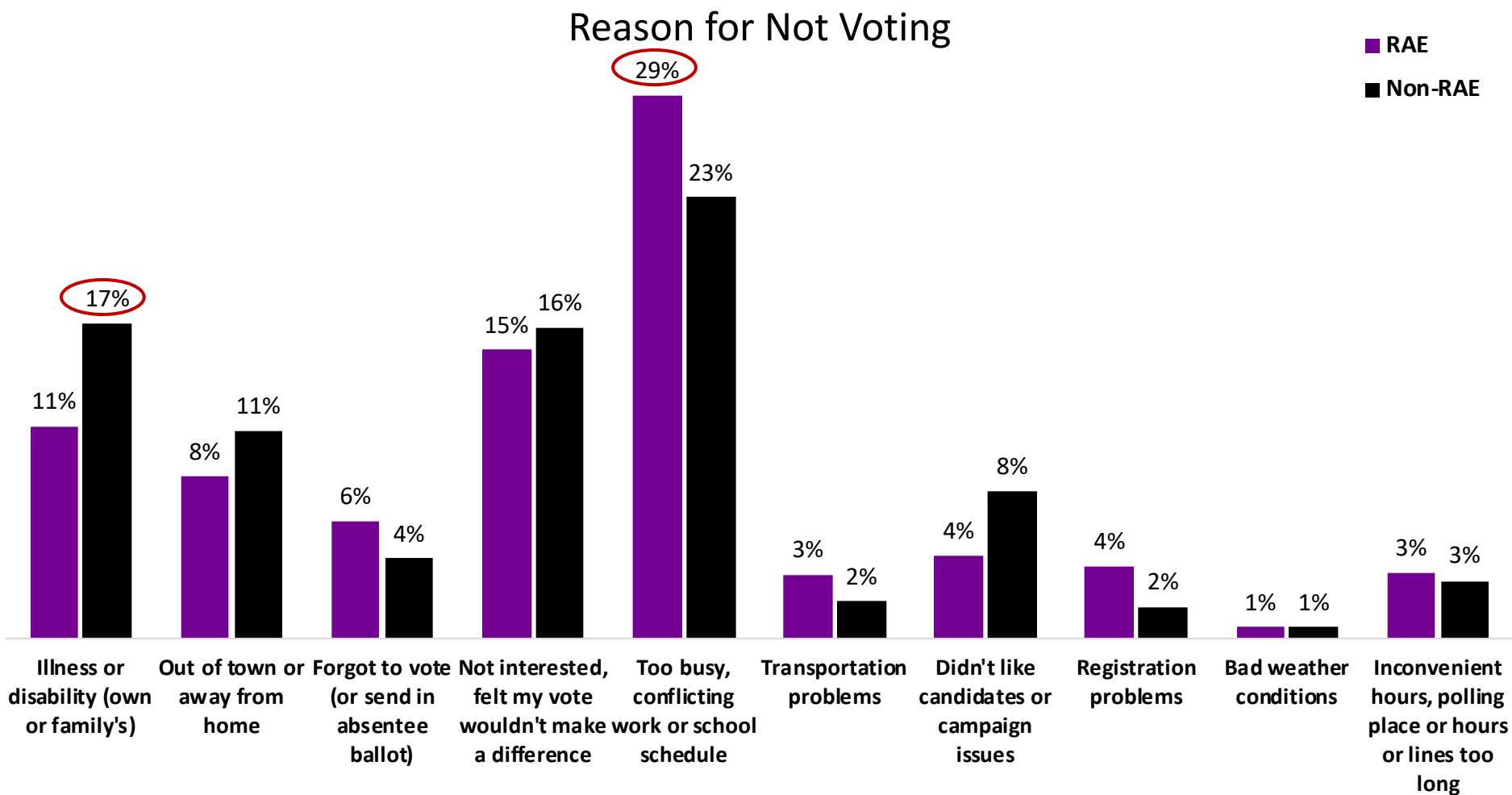
How Voters Cast Ballots



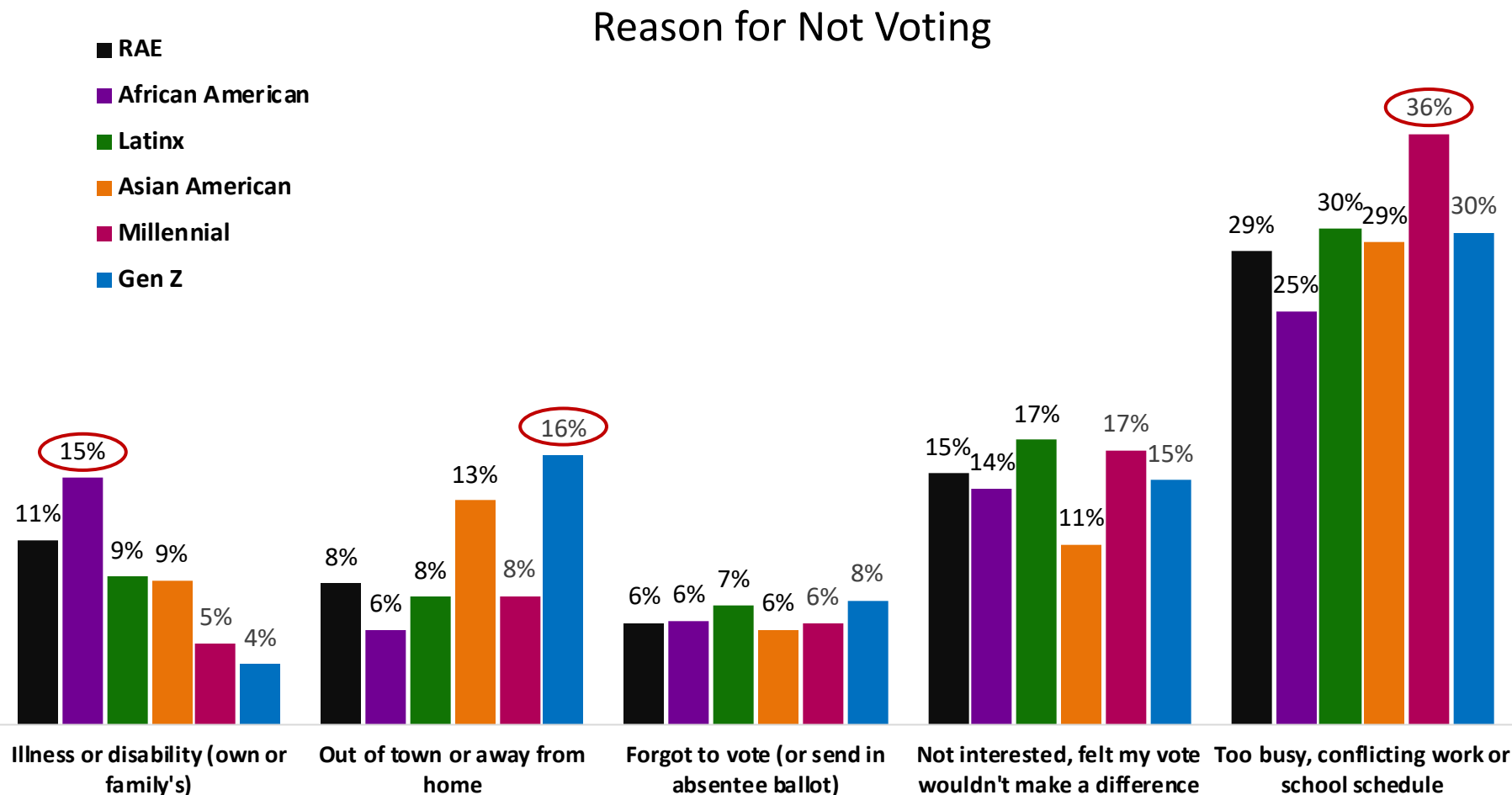
■ In Person ■ By Mail

Reasons for Not Voting in 2018

RAE voters were most likely to cite illness or disability, conflicts with work and school, and inconvenient polling hours as reasons for not voting.

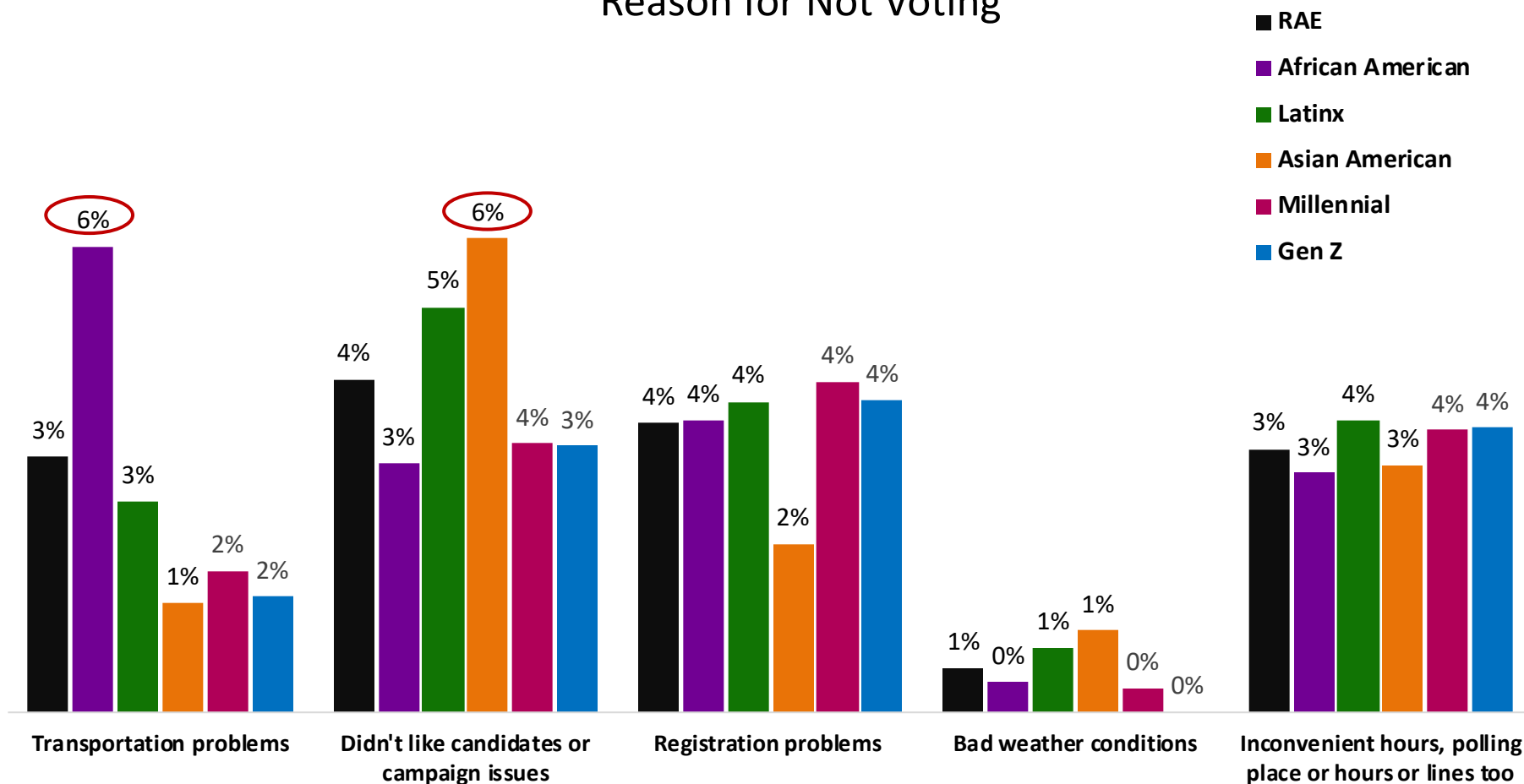


Over a third of Millennials reported having work or school conflicts as their reason for not voting.

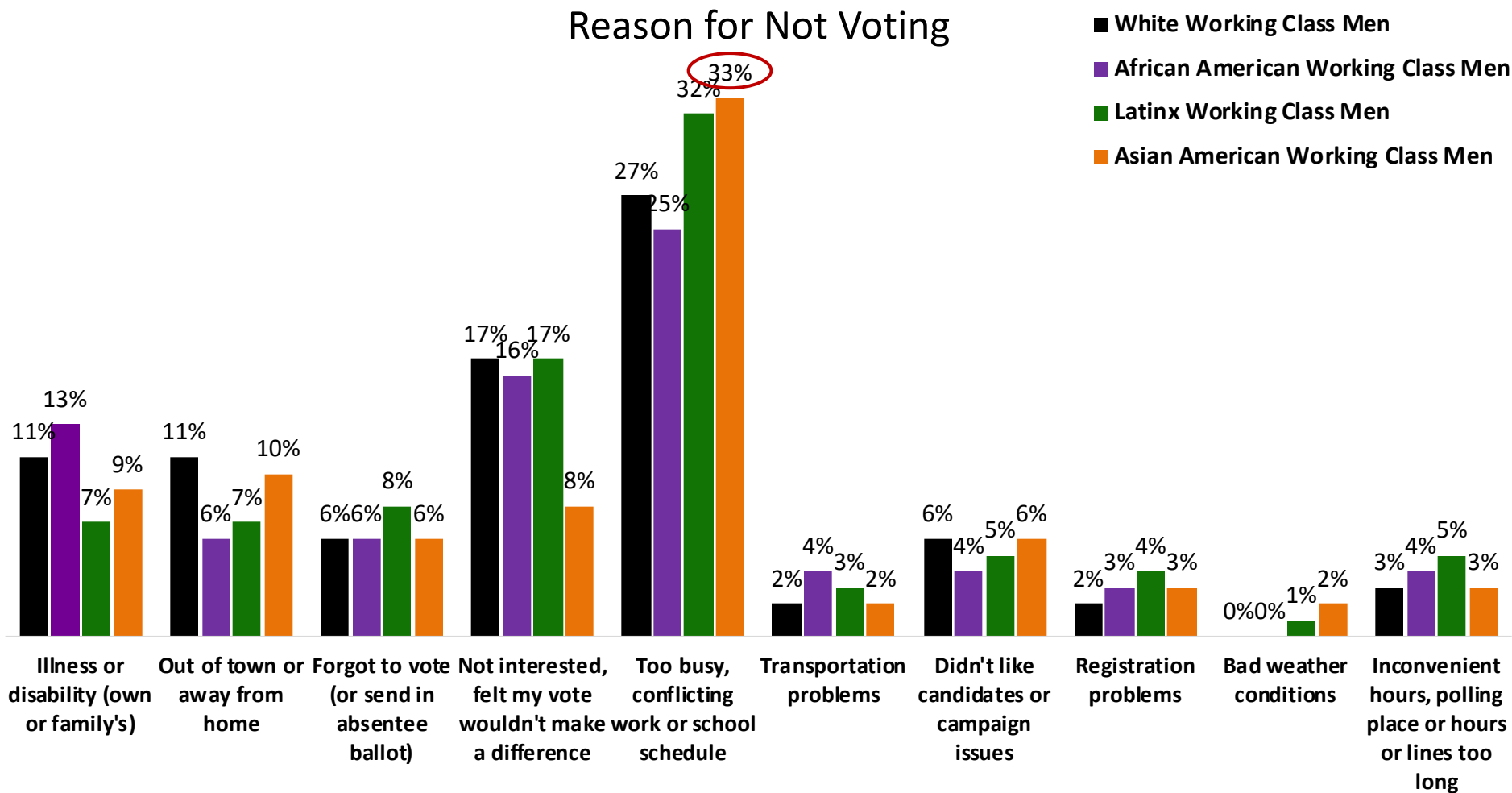


Many African American voters also cited logistical issues as their reason for not voting, such as transportation problems (6%).

Reason for Not Voting

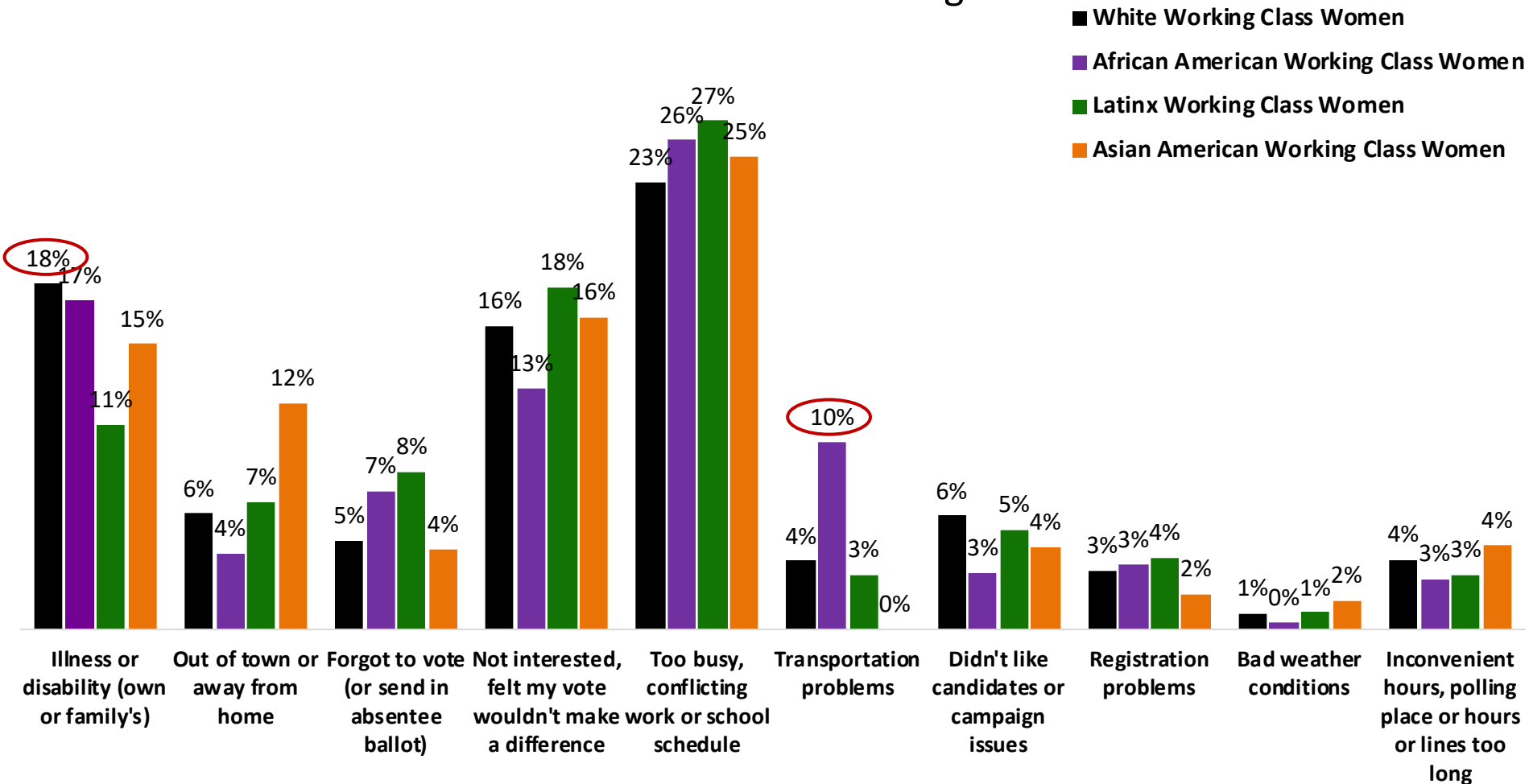


Similarly, a plurality of working class men of any race reported work or school conflicts as their reason for not voting.

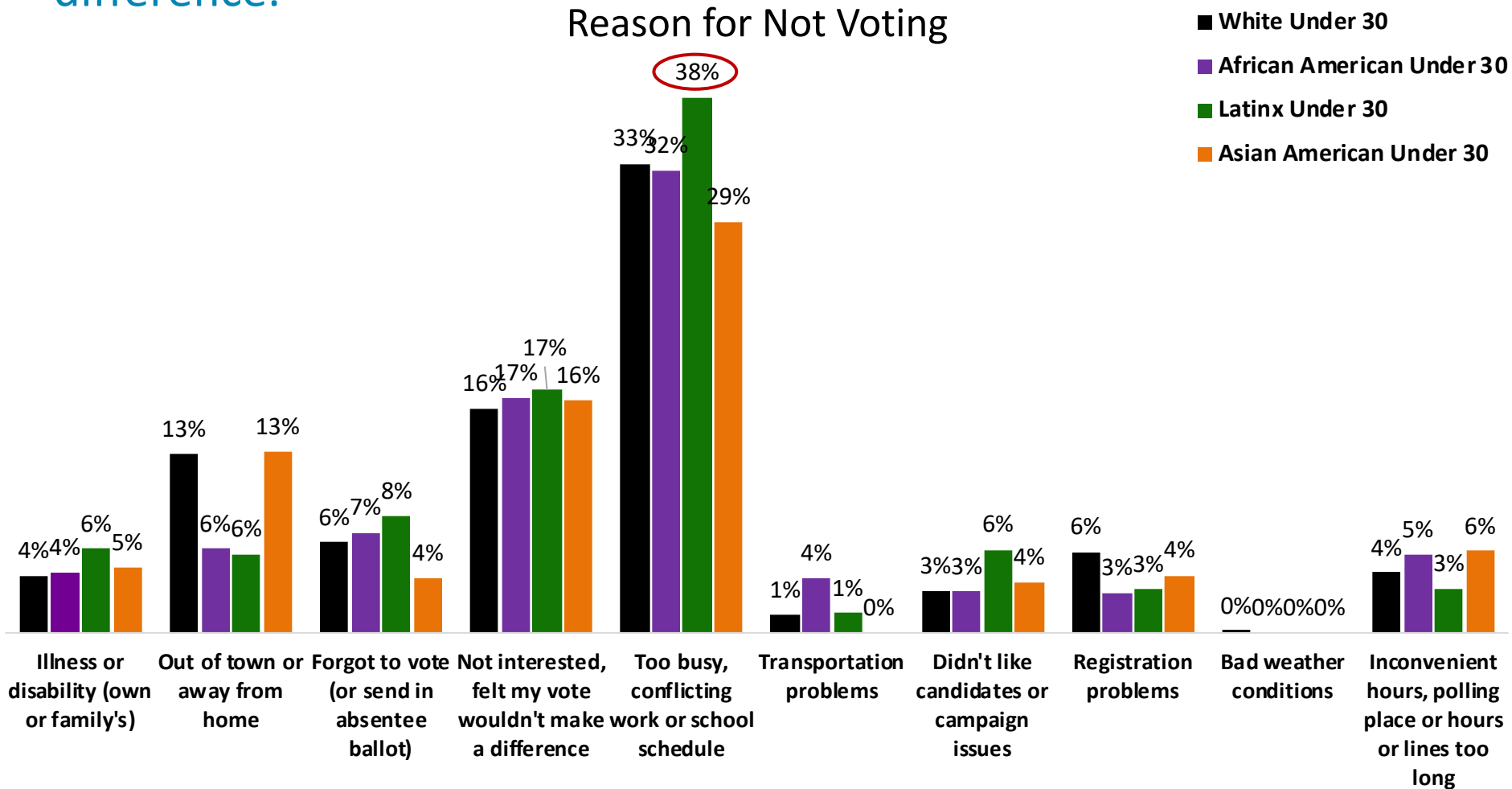


Working class women were more likely than working class men to report illness or disability as a reason for not voting. Work and scheduling conflicts were the top reasons among working class women.

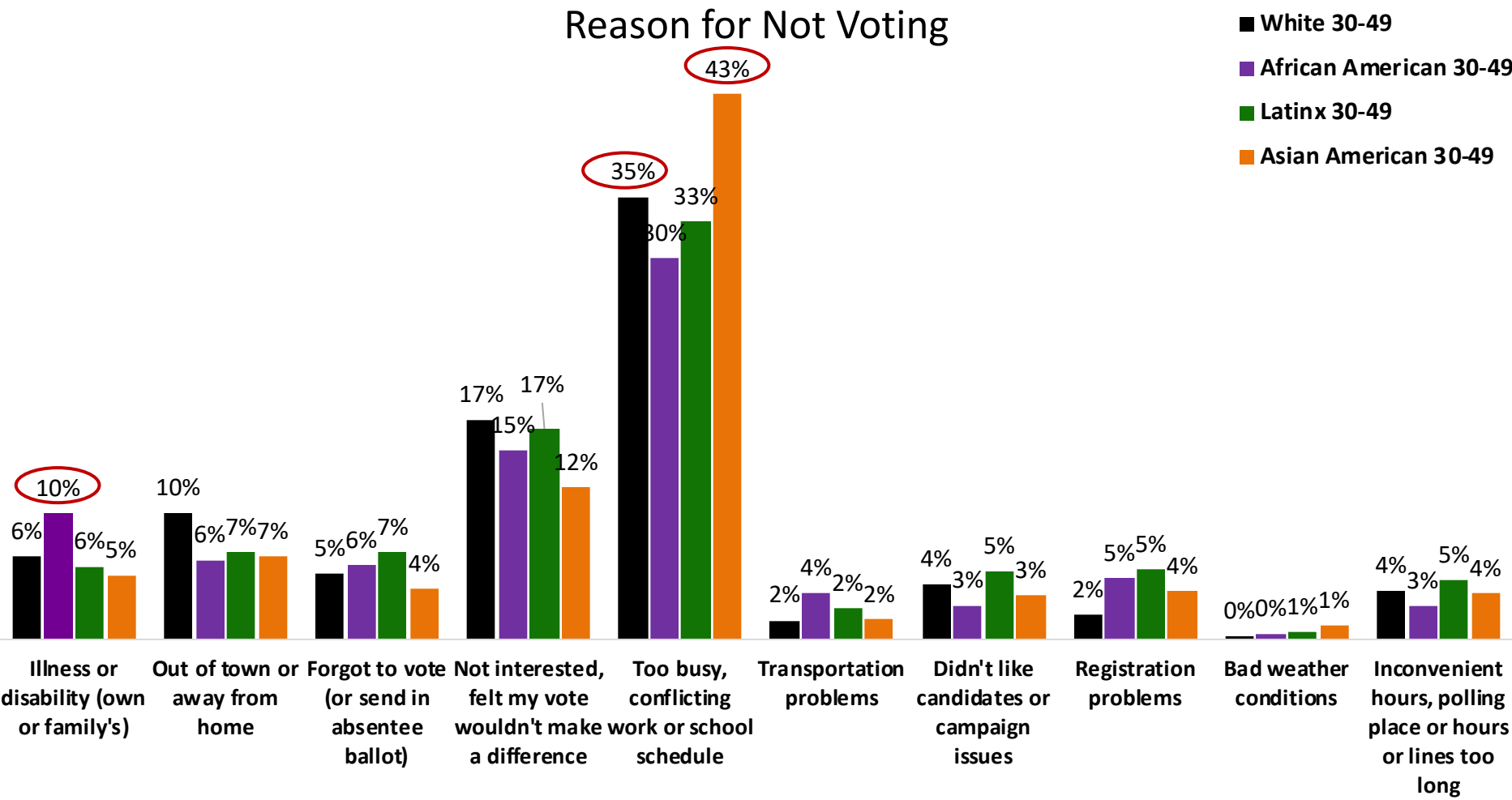
Reason for Not Voting



Around one in three voters under 30 reported work and school scheduling conflicts as reasons for not voting, but some also noted a lack of interest and feeling that their vote wouldn't make a difference.



Nearly half of Asian American voters ages 30-49 cited having a conflicting schedule as their reason for not voting.

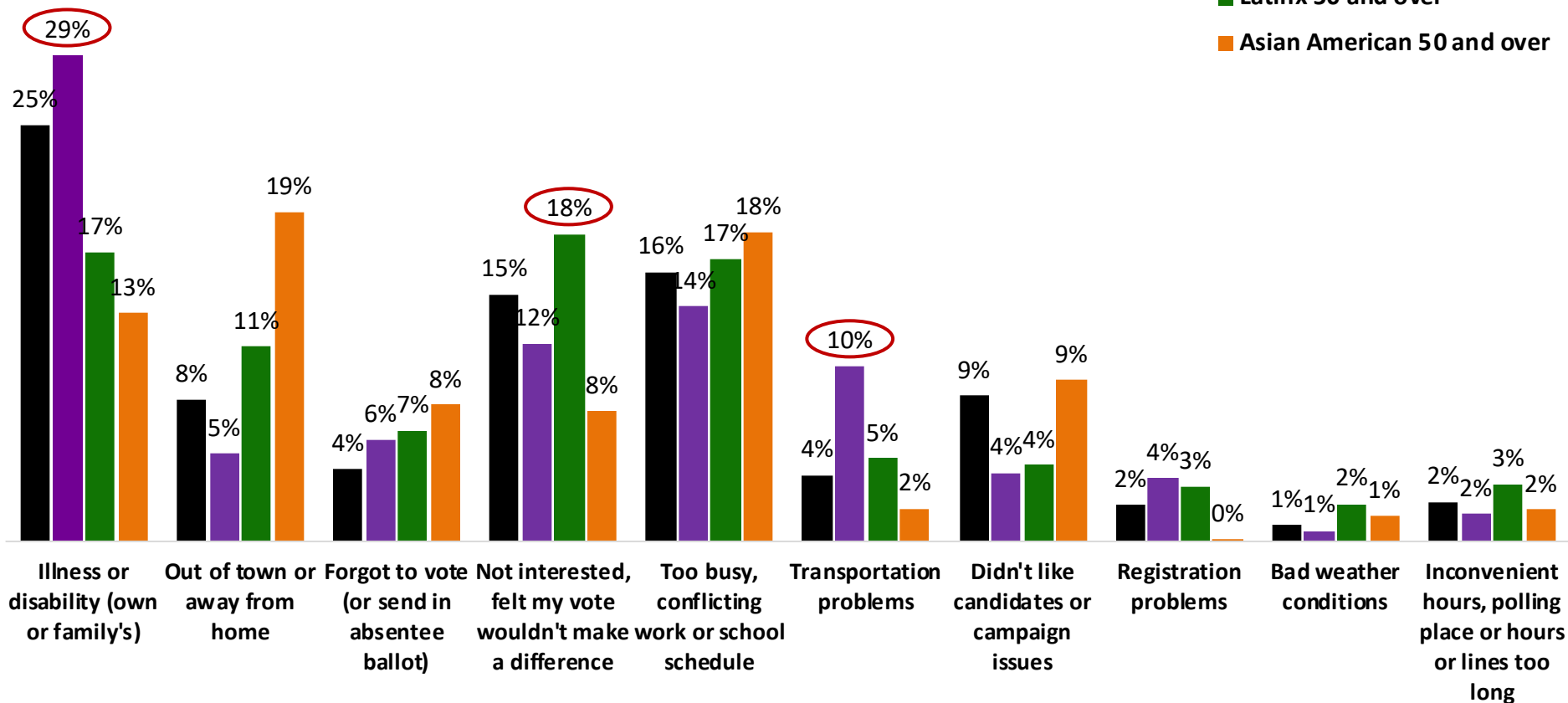


Source: CPS November 2018

African American voters over 50 were more likely to cite illness or transportation problems as their reason for not voting, while Latinx voters reported lack of interest and their vote not making a difference.

Reason for Not Voting

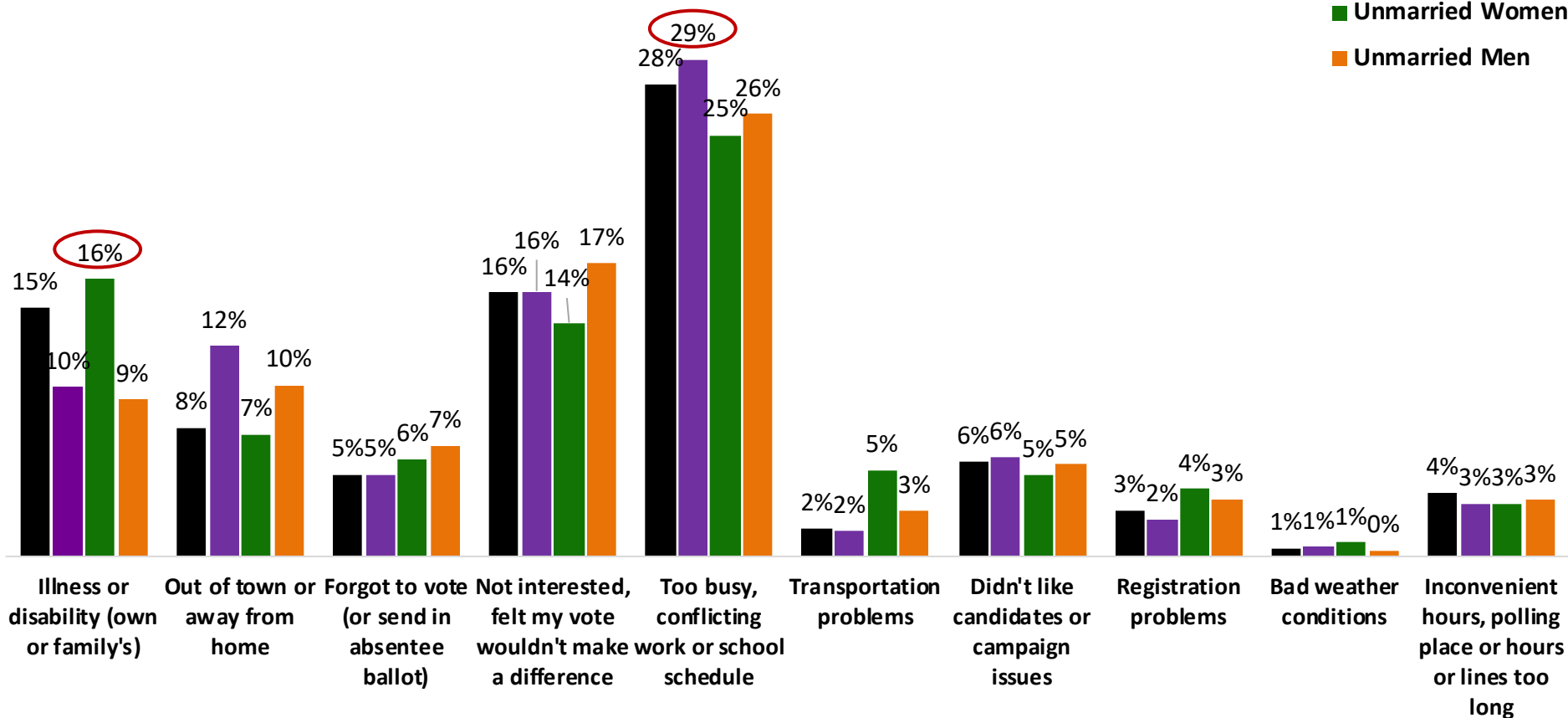
- White 50 and over
- African American 50 and over
- Latinx 50 and over
- Asian American 50 and over



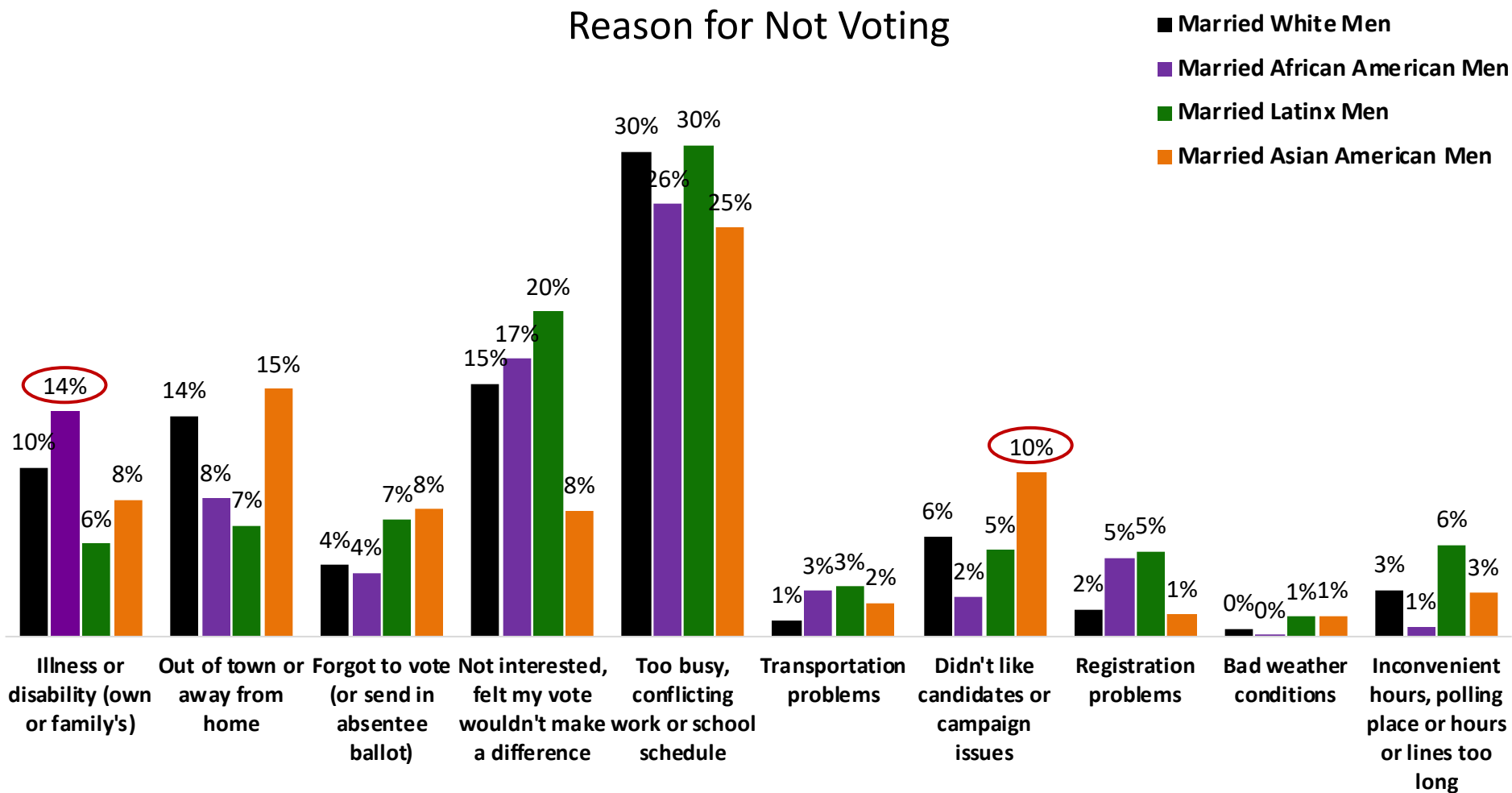
Married and unmarried women were more likely than men to cite illness or disability as their reason for not voting.

Reason for Not Voting

■ Married Women
■ Married Men
■ Unmarried Women
■ Unmarried Men



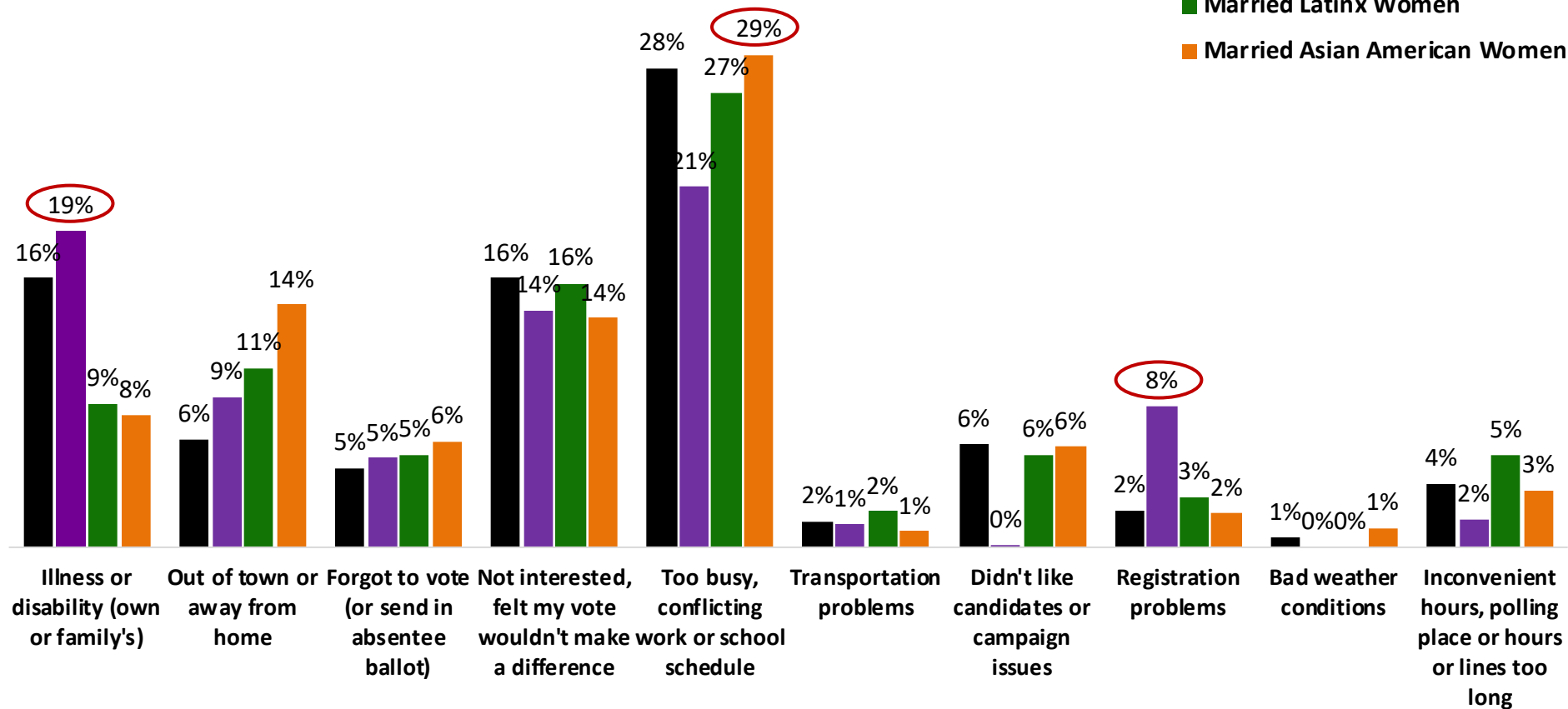
Like other groups, many married men cited conflicting work or school schedules as their reasons for not voting.



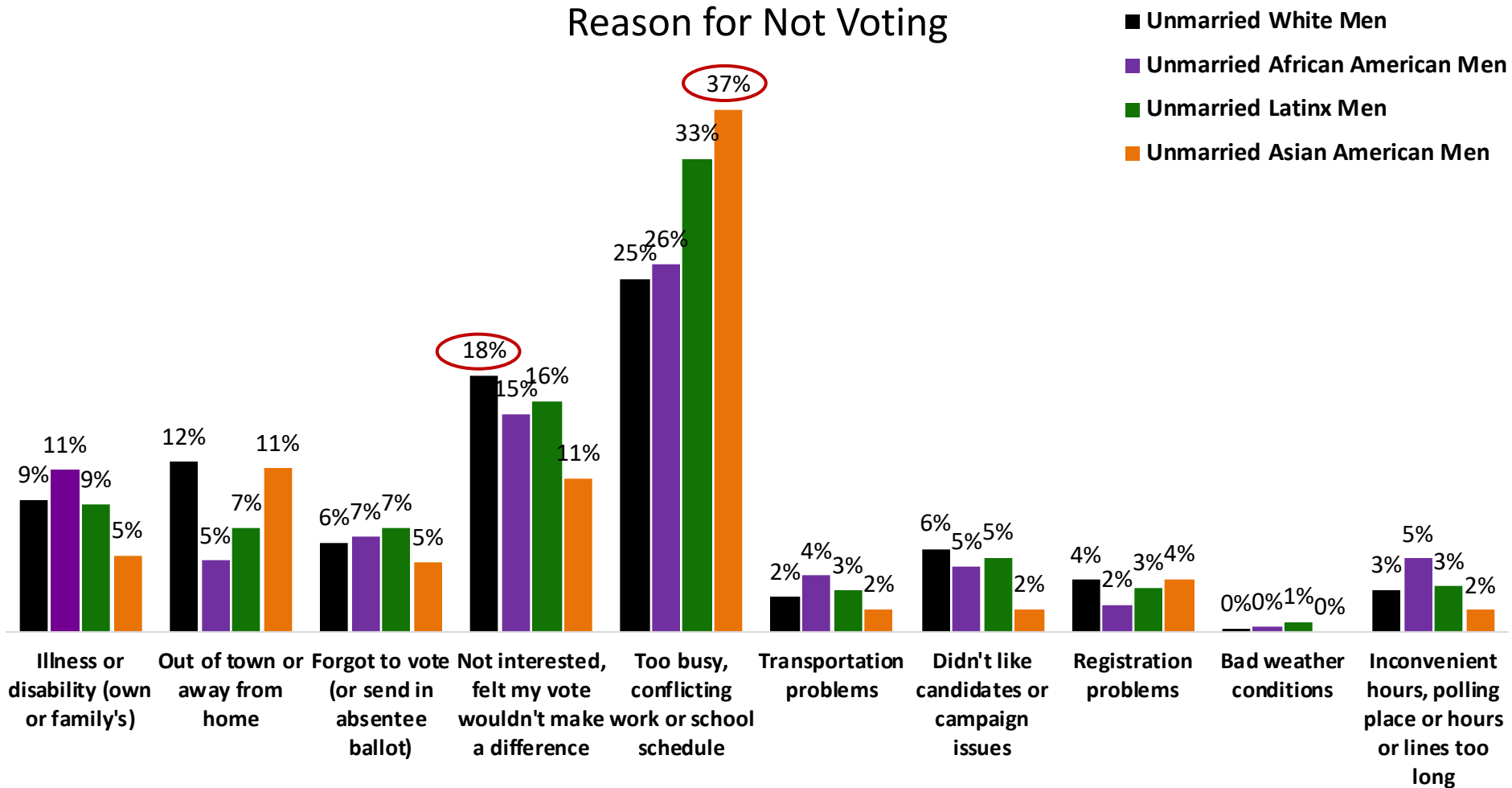
Married African American women were more likely than married women of other races to cite illness and registration problems, but the top reason among all married women was scheduling conflicts.

Reason for Not Voting

■ Married White Women
 ■ Married Black Women
 ■ Married Latinx Women
 ■ Married Asian American Women



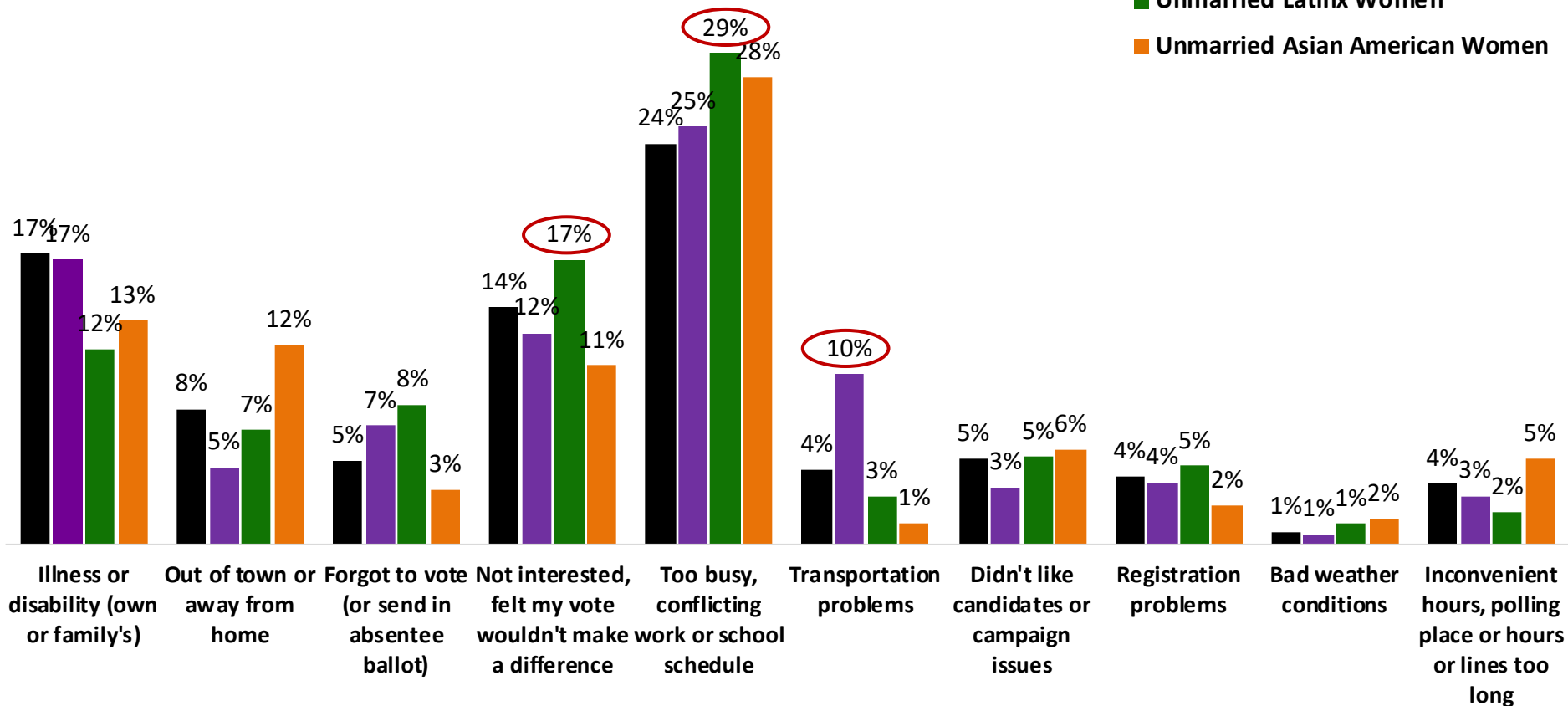
Following suit of other demographic groups, among unmarried men—regardless of race—conflicting work and school schedules were the leading reason for not voting.



Unmarried Latinx women largely cited disinterest and scheduling conflicts. Unmarried African American women cited transportation problems more than any other group.

Reason for Not Voting

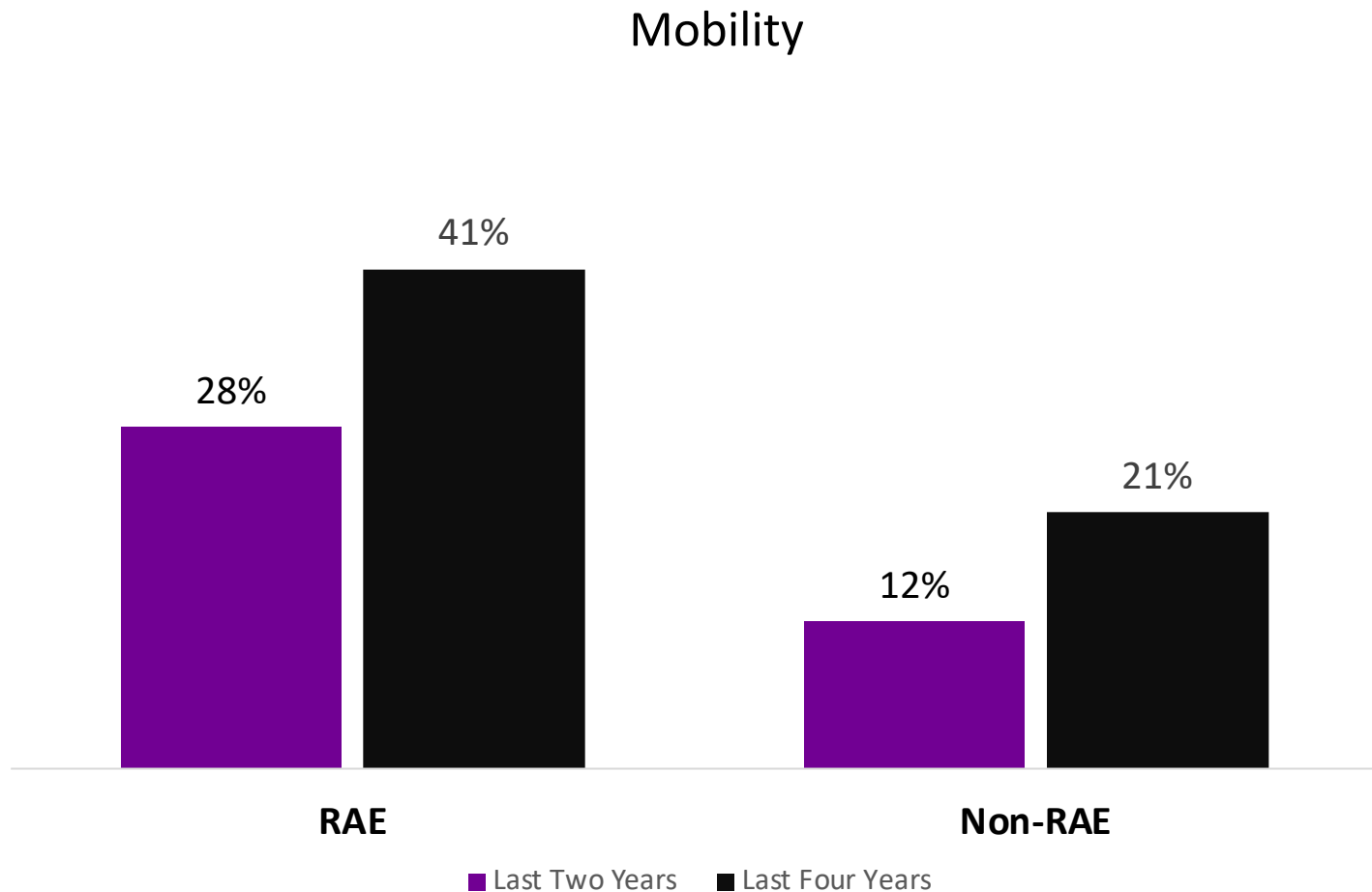
- Unmarried White Women
- Unmarried African American Women
- Unmarried Latinx Women
- Unmarried Asian American Women



Population Mobility in 2018

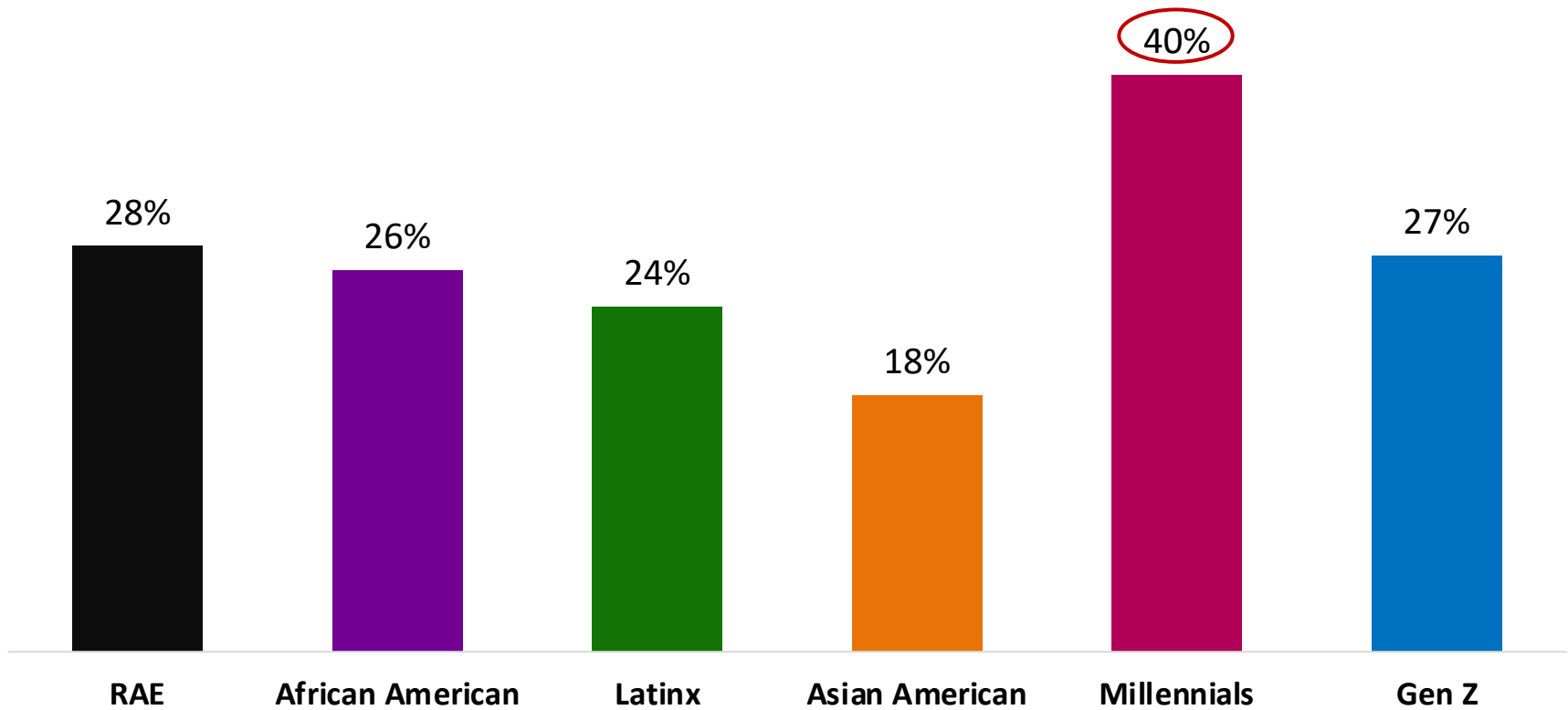


RAE members were twice as likely to have moved in the last two or four years as non-RAE members.



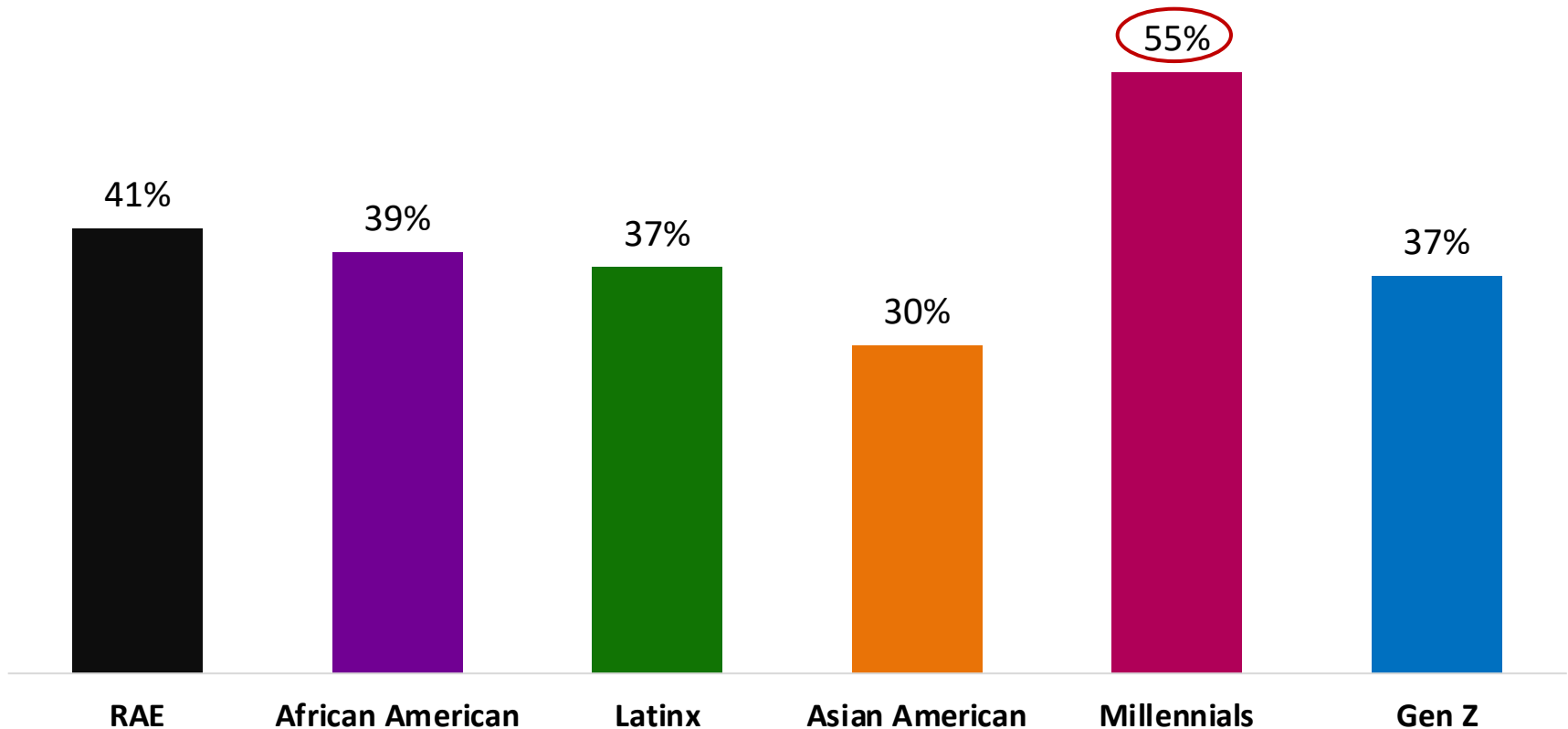
Millennials are the most mobile RAE group, followed by Gen Z and African Americans.

Moved In the Last Two Years (Since 2016)



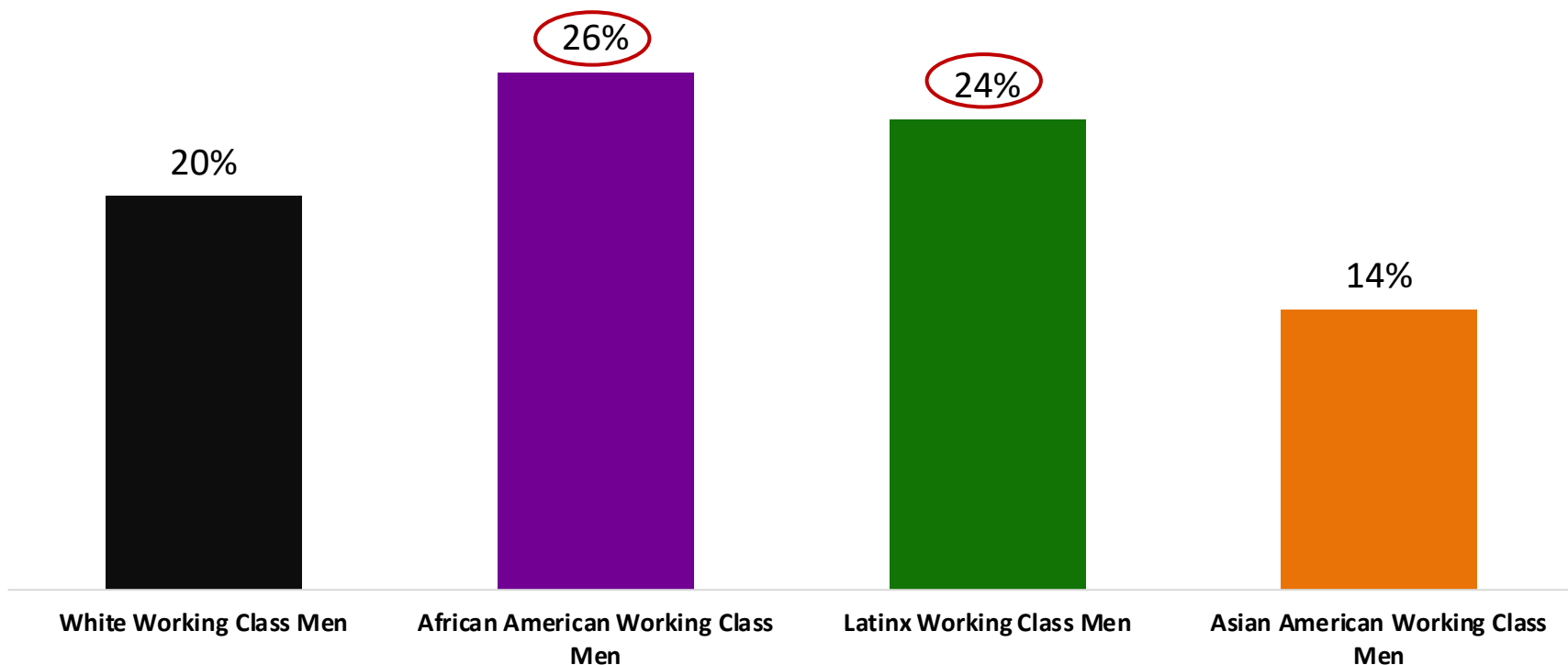
More than half of Millennials reported having moved in the last four years. African Americans were the second most mobile RAE group, with 39% having moved in the last four years.

Moved In the Last Four Years (Since 2014)



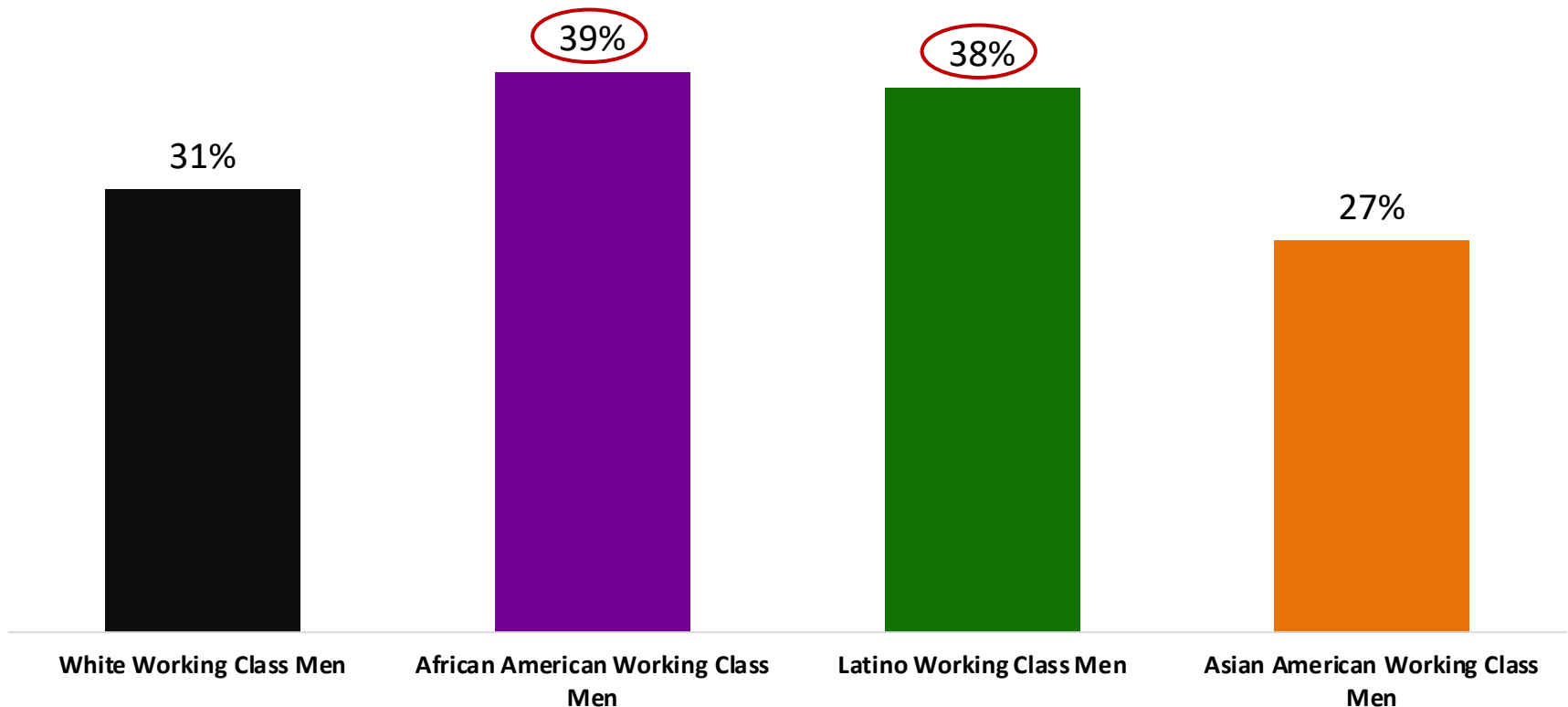
Around one in four African American and Latinx working class men moved in the last two years.

Moved In the Last Two Years (Since 2016)



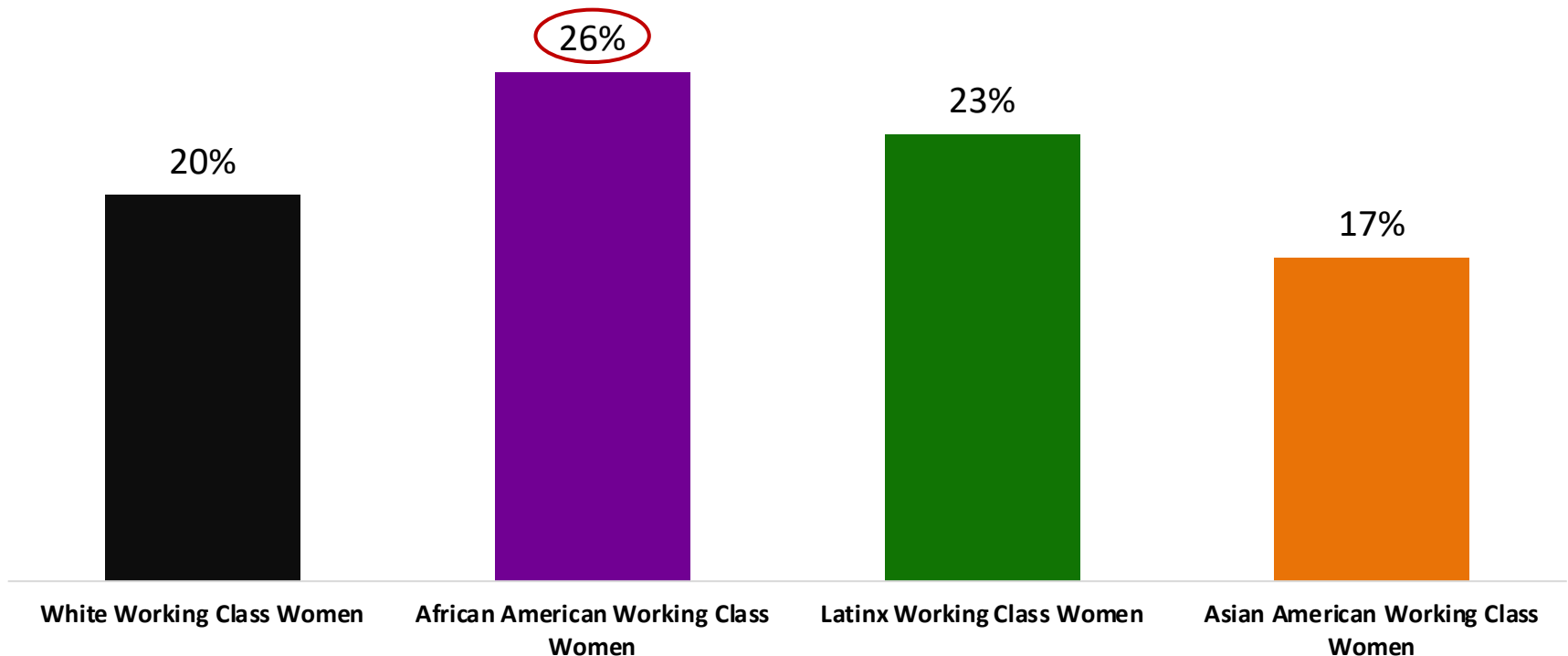
Similarly, African American and Latinx working class men moved more than other working class groups in the last four years.

Moved In the Last Four Years (Since 2014)



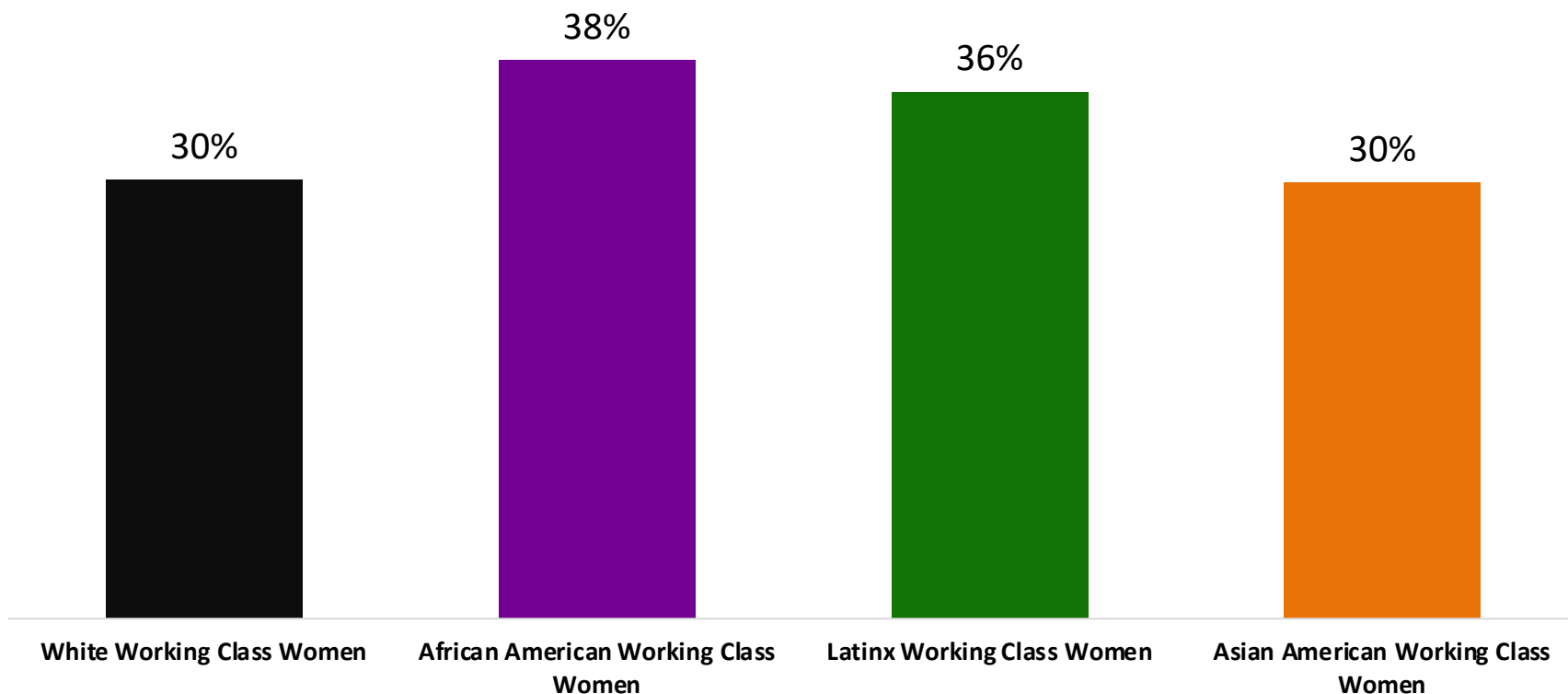
Working class women report almost the same mobility rates as working class men, with the largest difference among Asian American working class women (+3).

Moved In the Last Two Years (Since 2016)



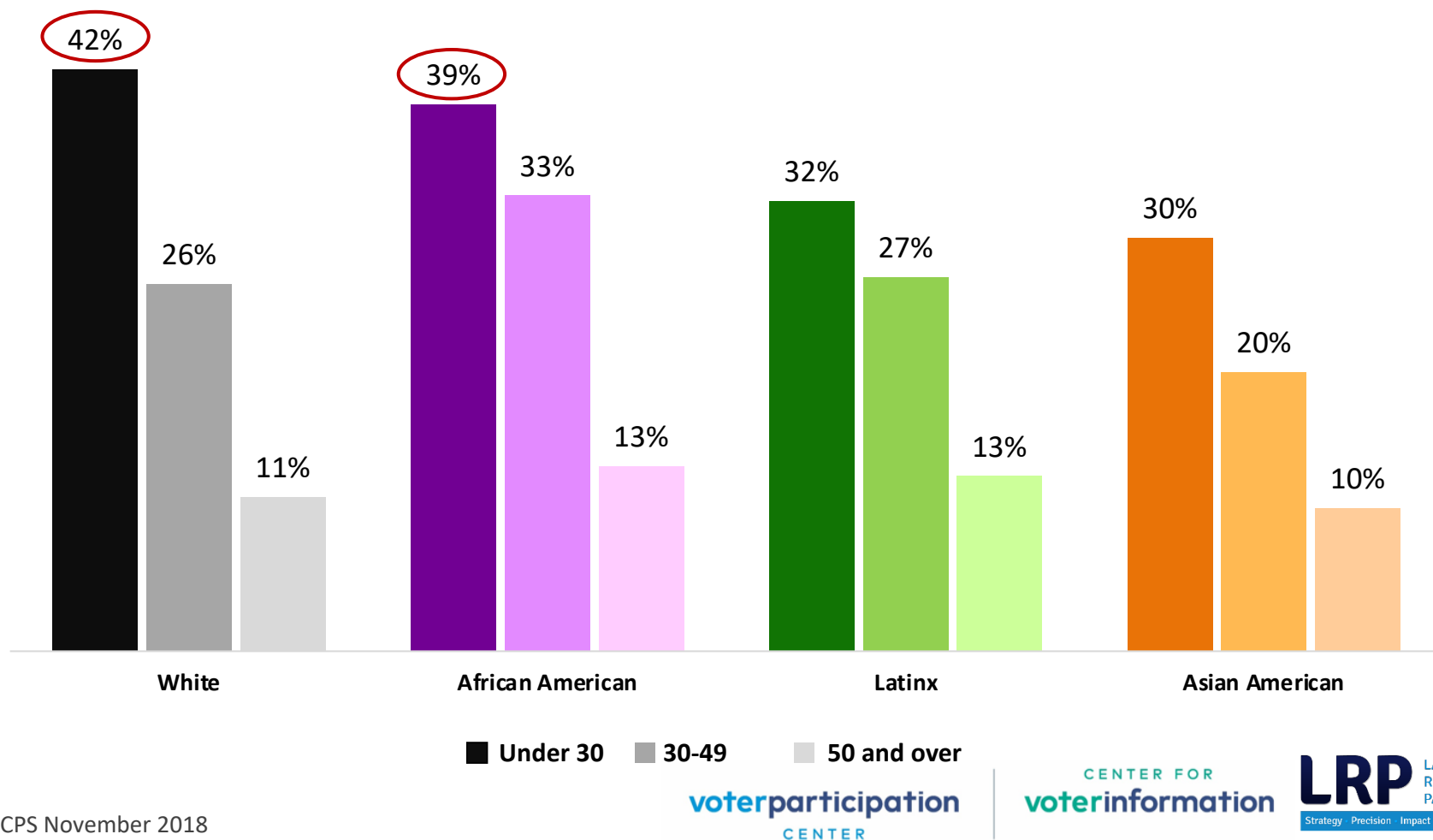
Over one in three working class women of any race moved in the last four years.

Moved In the Last Four Years (Since 2014)



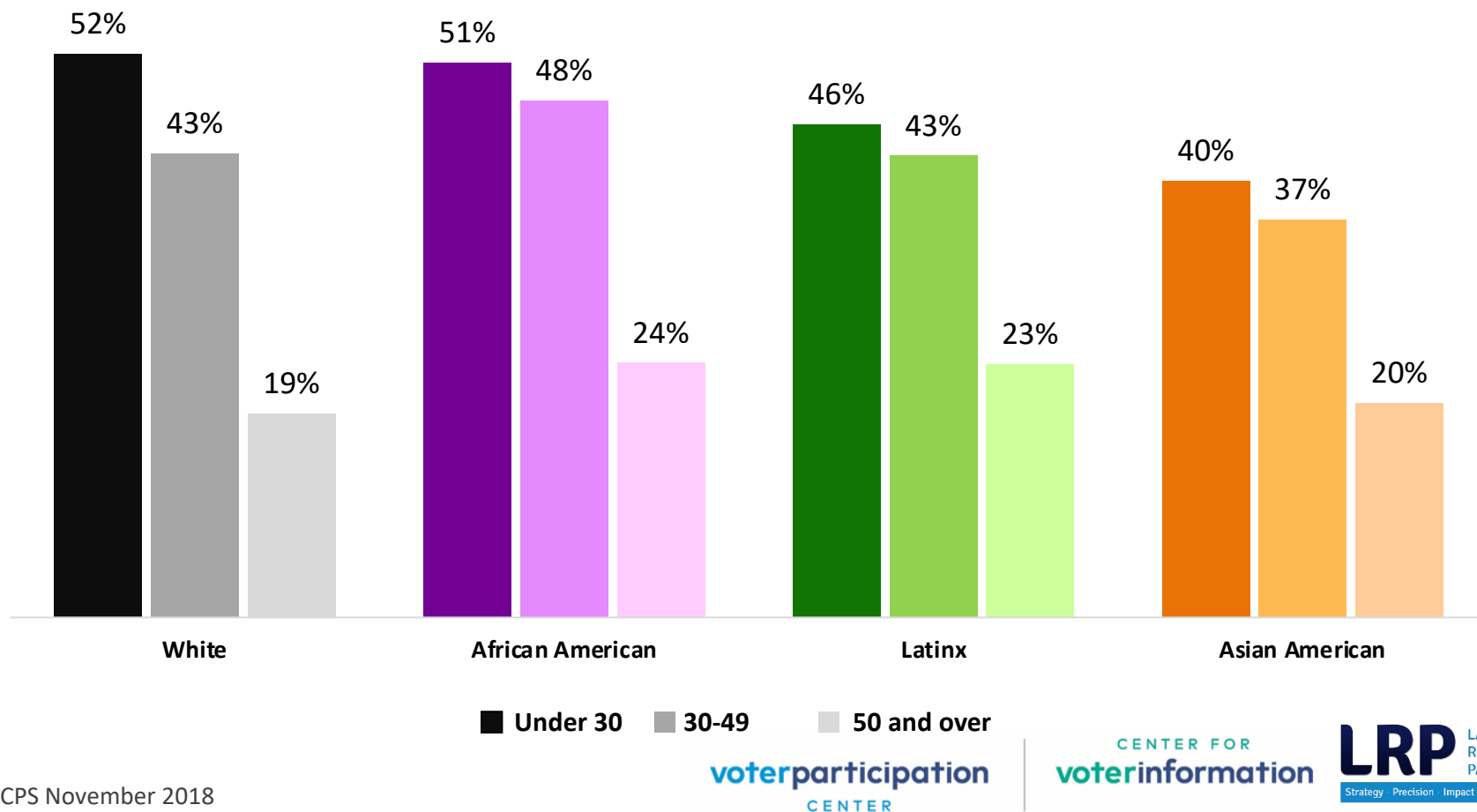
White voters under 30 are the most mobile, followed by African American voters under 30.

Moved In the Last Two Years (Since 2016)



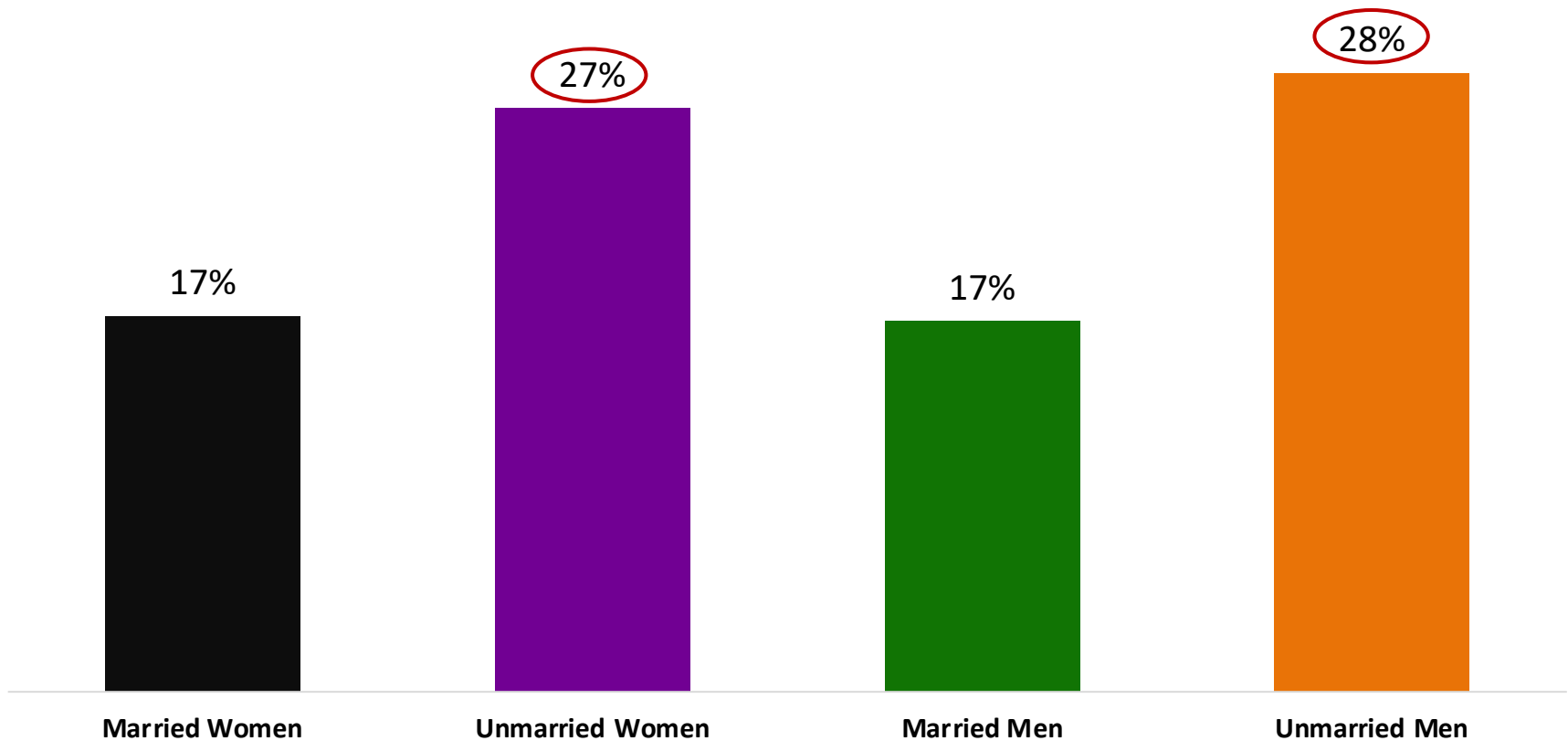
Across racial groups, those under 30 and between the ages of 30 and 49 report much closer rates of mobility within the last four years, though rates are still higher among voters under 30.

Moved In the Last Four Years (Since 2014)



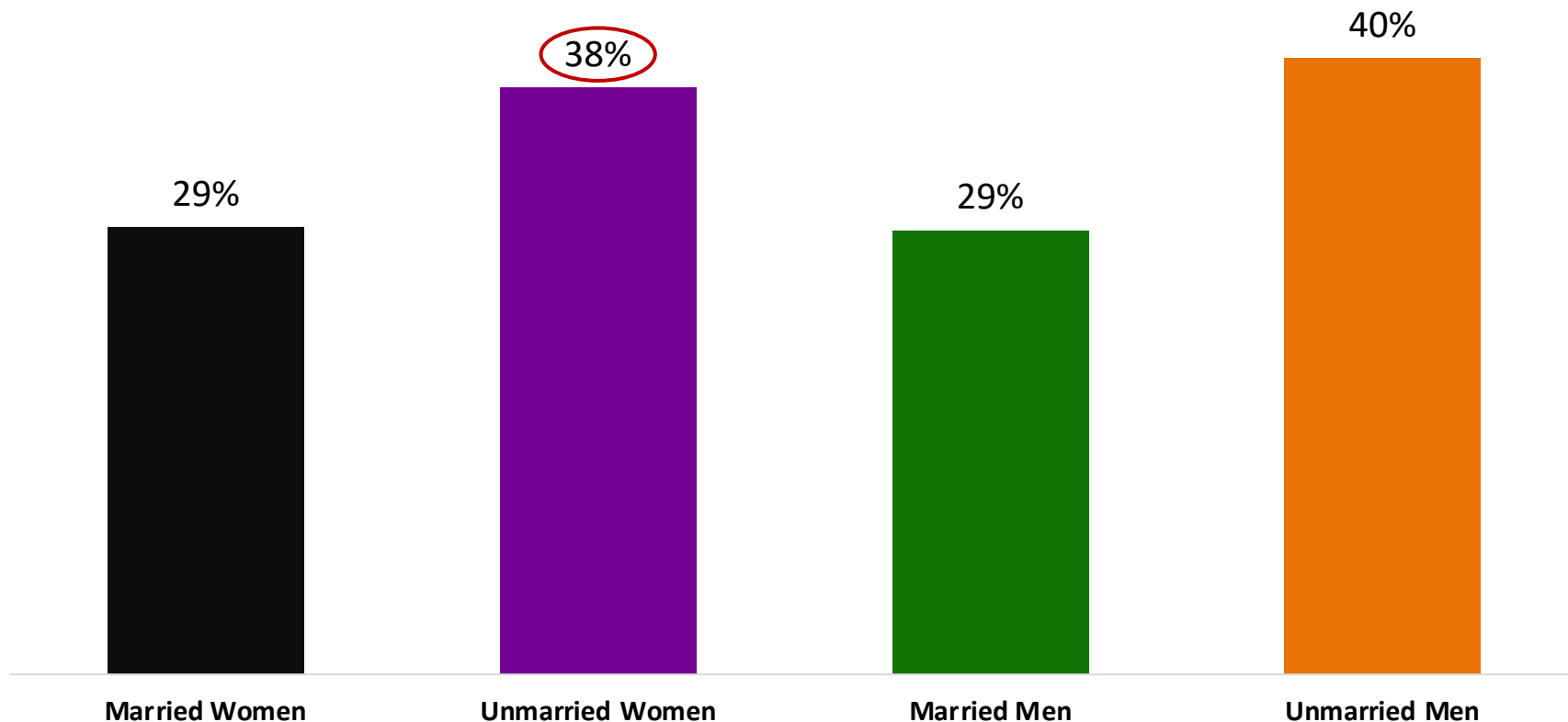
When looking at marital status by gender, unmarried men and women report the highest rates of mobility within the last two years.

Moved In the Last Two Years (Since 2016)



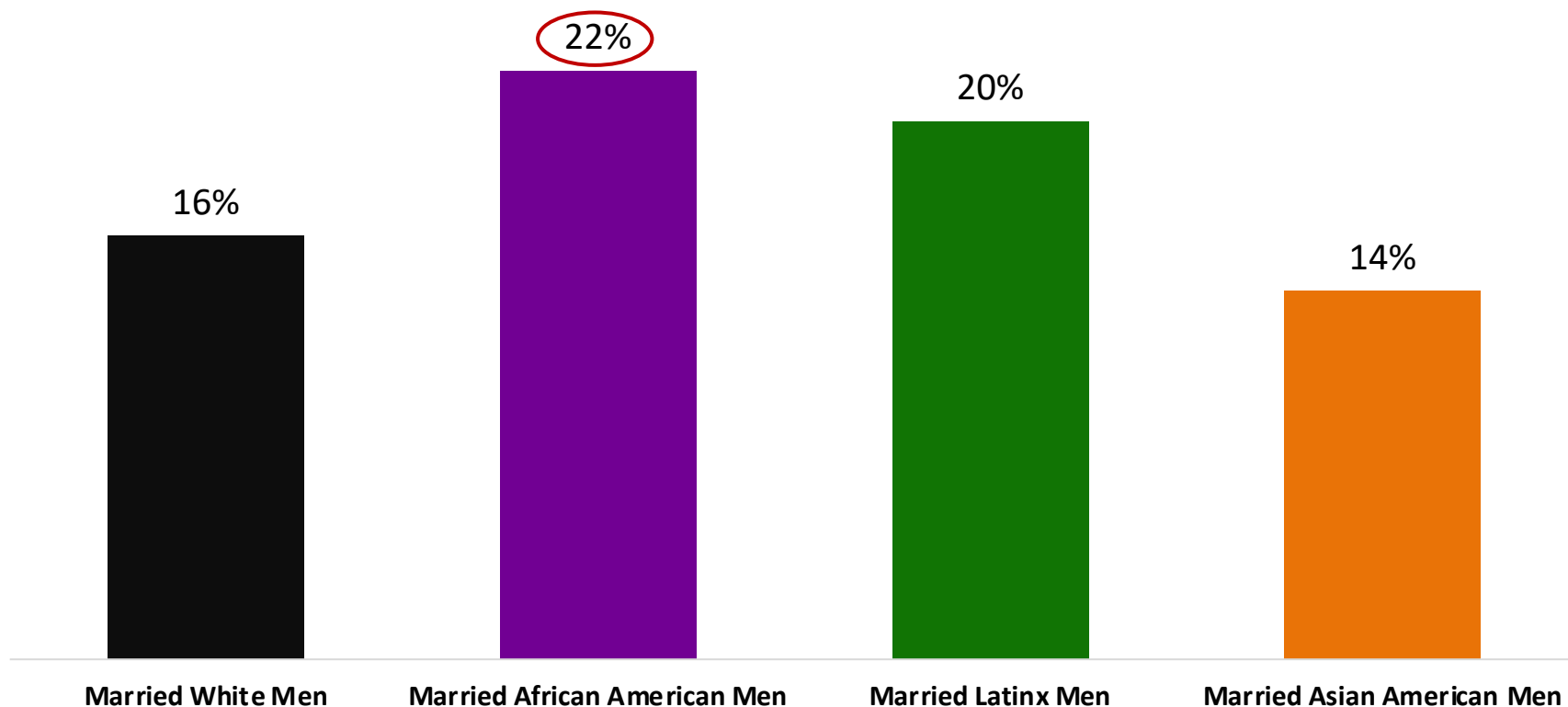
Unmarried men report slightly higher rates of mobility within the last four years than unmarried women.

Moved In the Last Four Years (Since 2014)



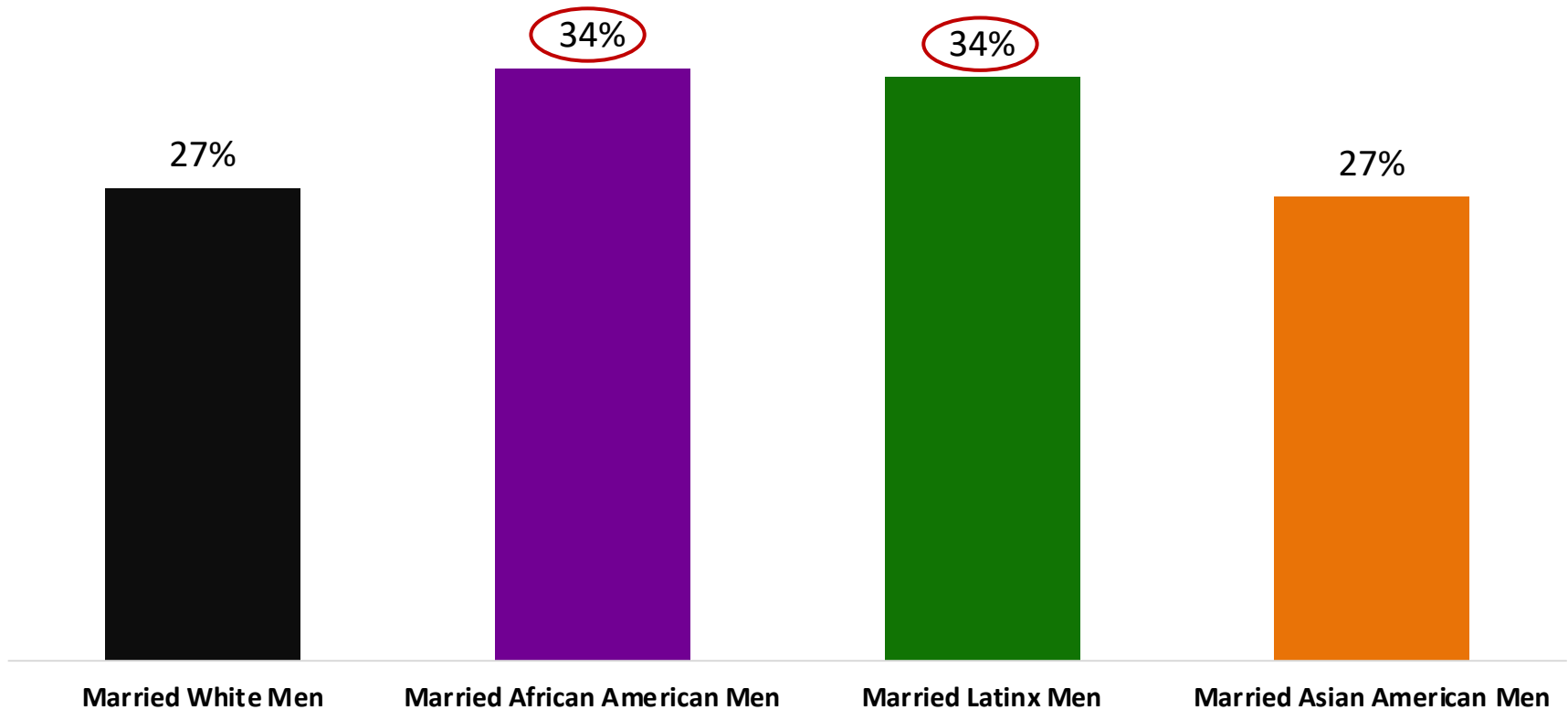
Married African American men reported the highest rates of mobility within the last two years.

Moved In the Last Two Years (Since 2016)



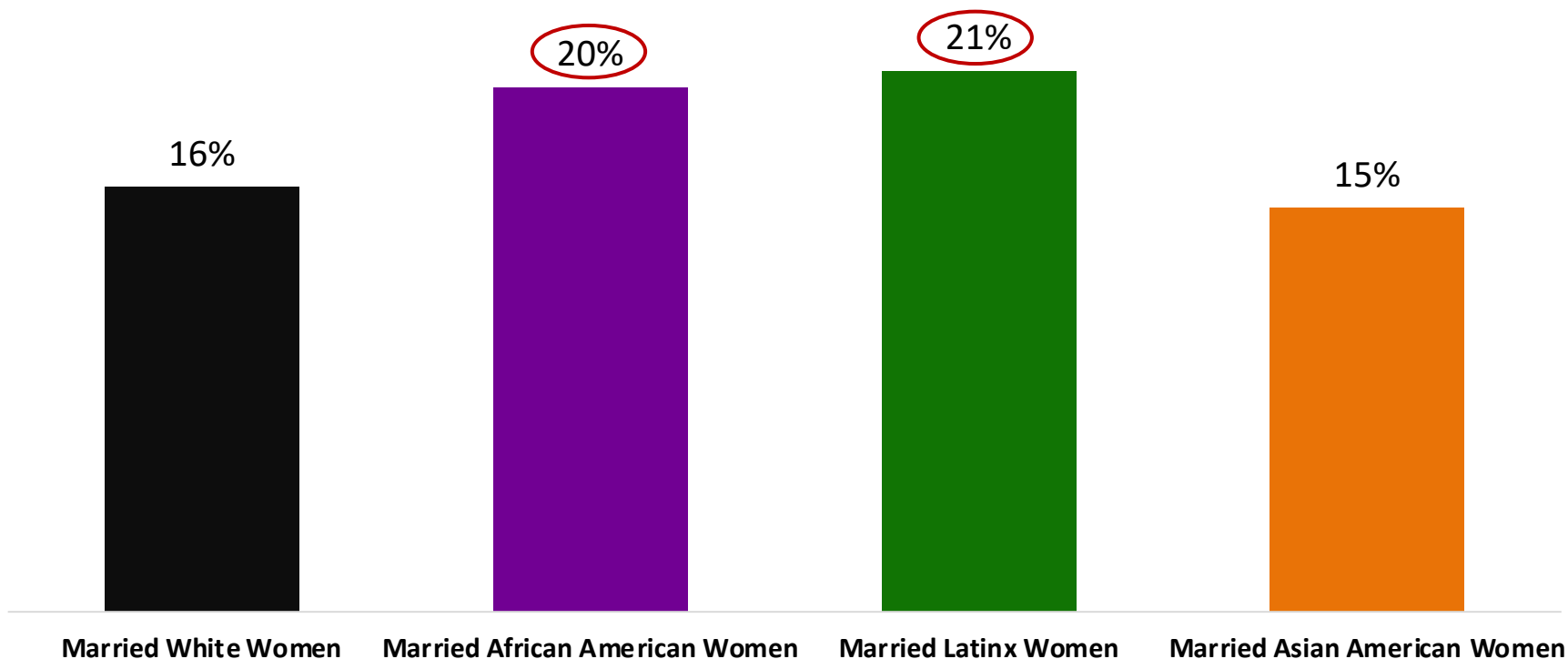
Married African American and Latinx men report equal rates of mobility within the last four years when looking at marital status by gender and race.

Moved In the Last Four Years (Since 2014)



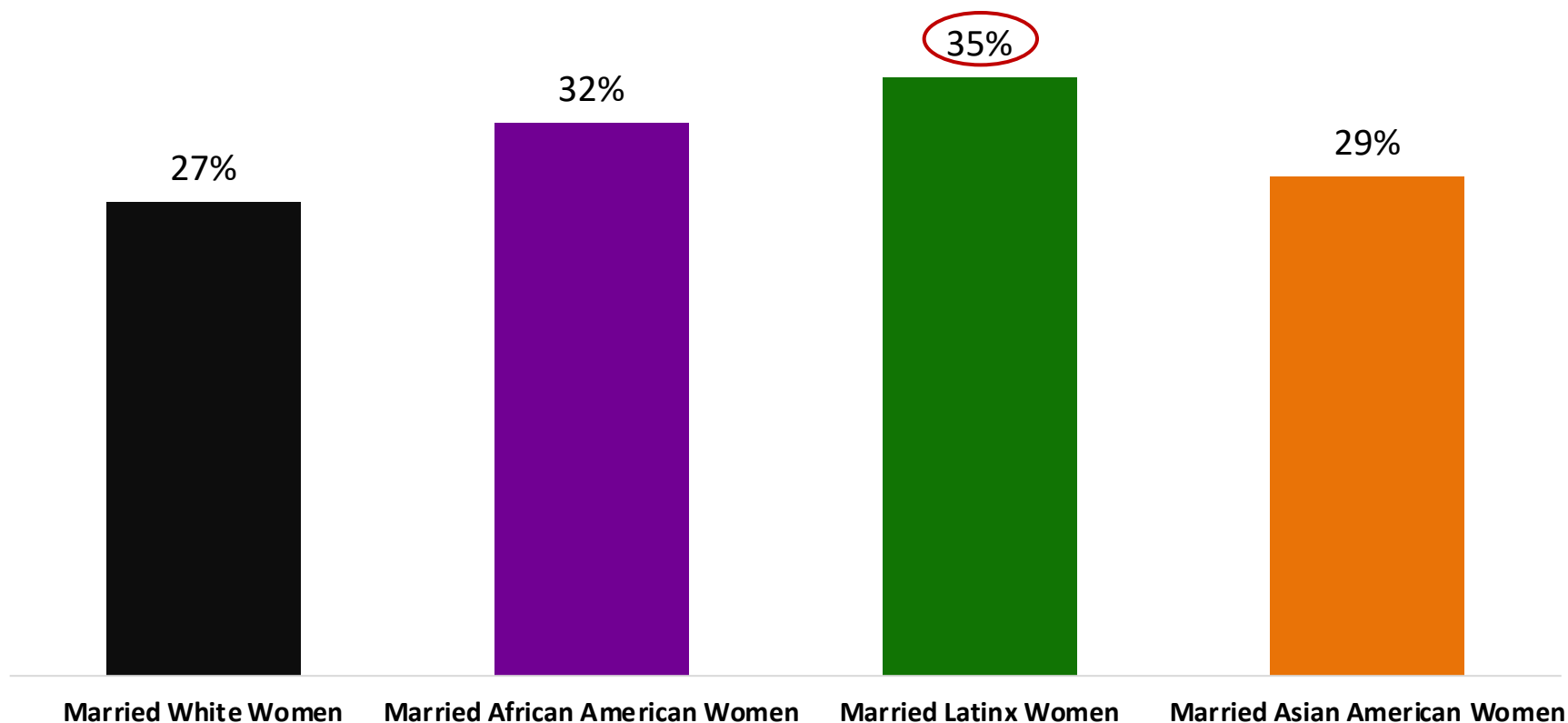
One in five married African American and Latinx women report having moved in the last two years.

Moved In the Last Two Years (Since 2016)



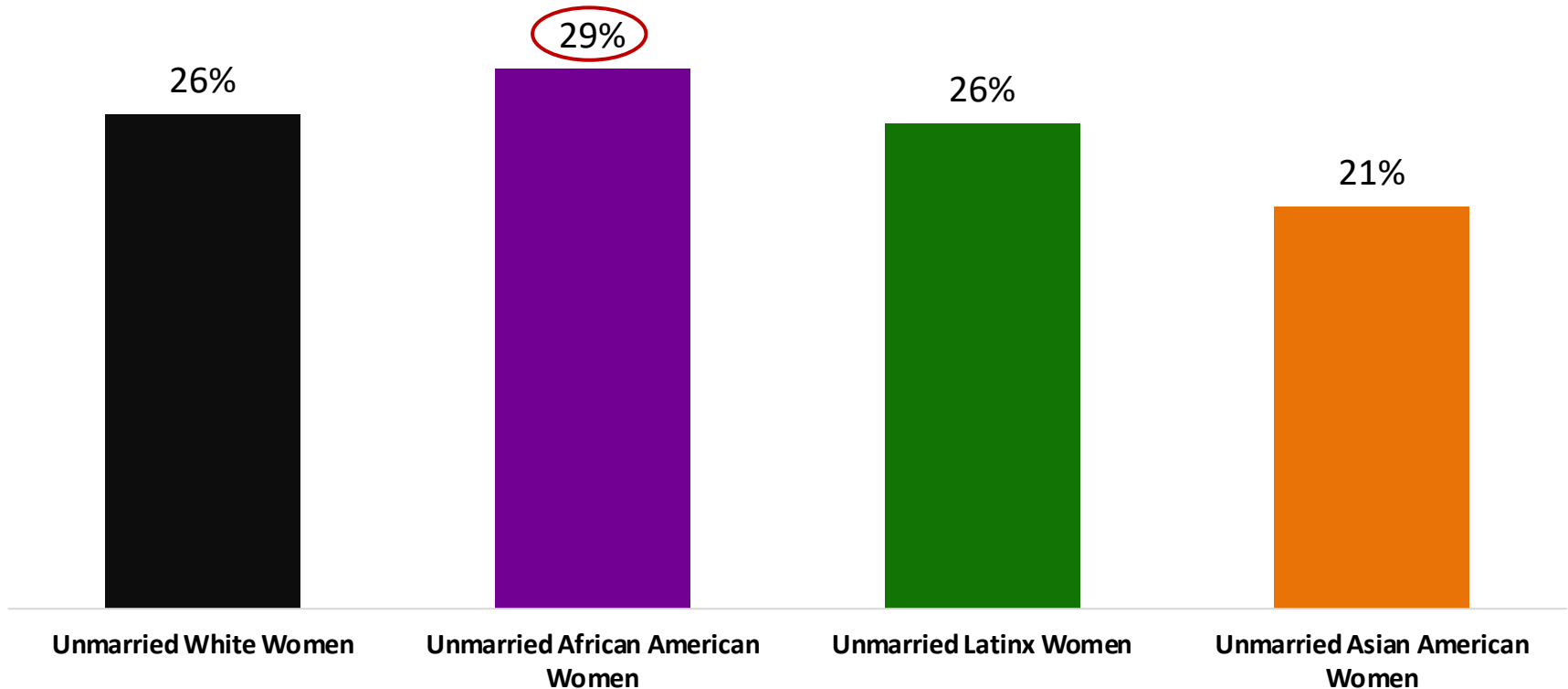
Among married women, married Latinx women report the highest rates of mobility within the last four years.

Moved In the Last Four Years (Since 2014)



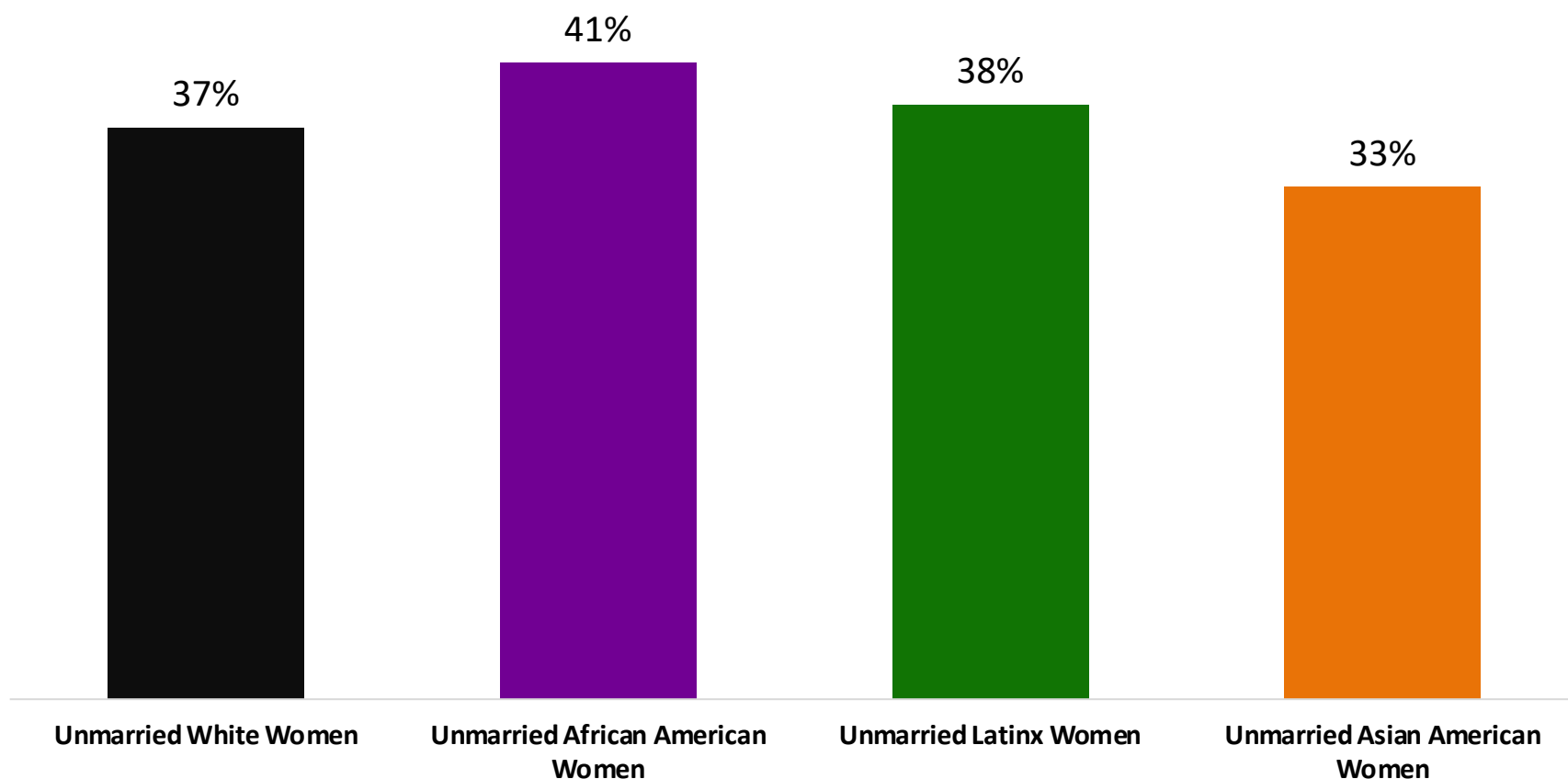
Unmarried African American women report the highest rates of mobility within the last two years among unmarried women.

Moved In the Last Two Years (Since 2016)



Over one in three unmarried women of any race have moved within the last four years.

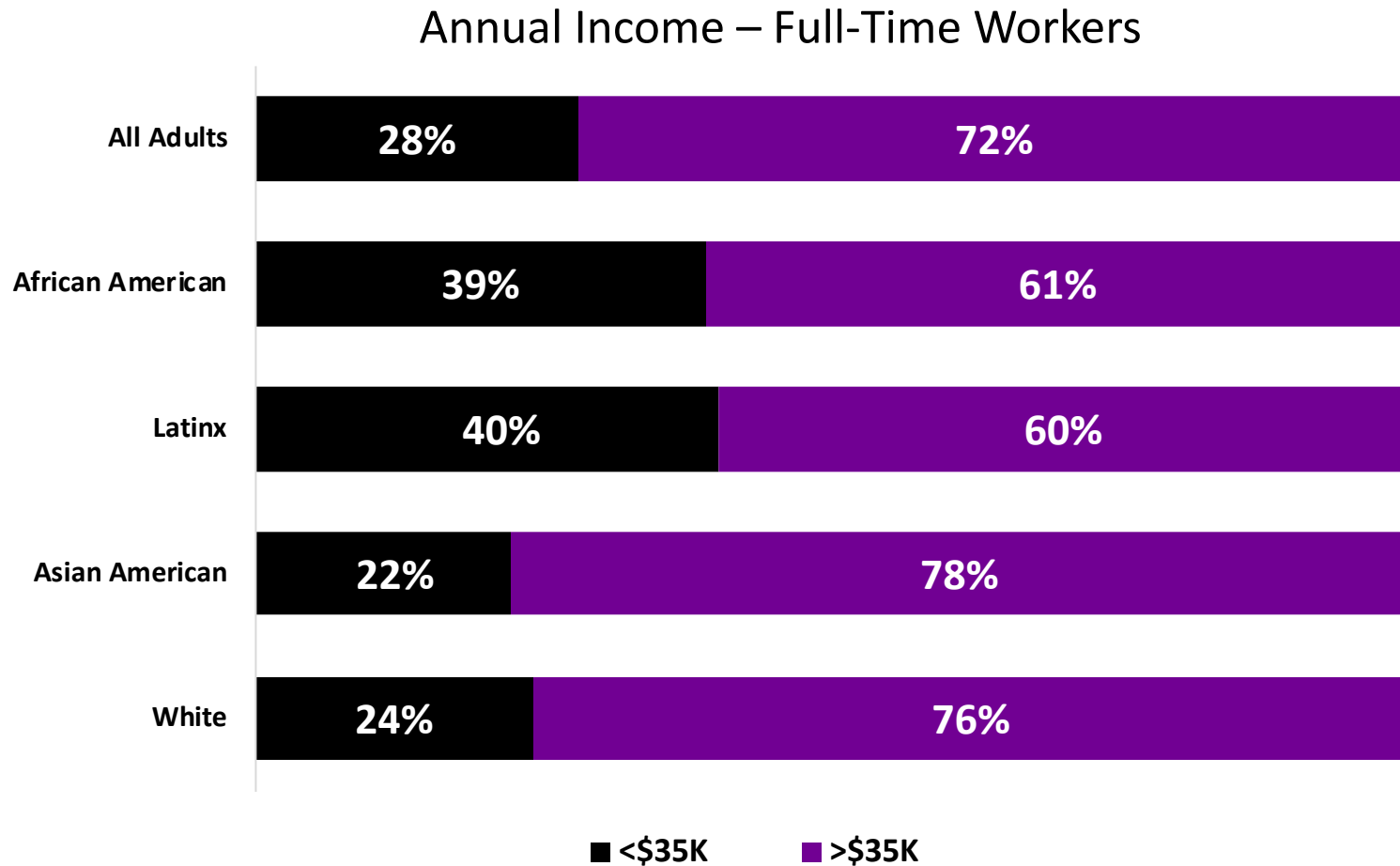
Moved In the Last Four Years (Since 2014)



The RAE and the Economy

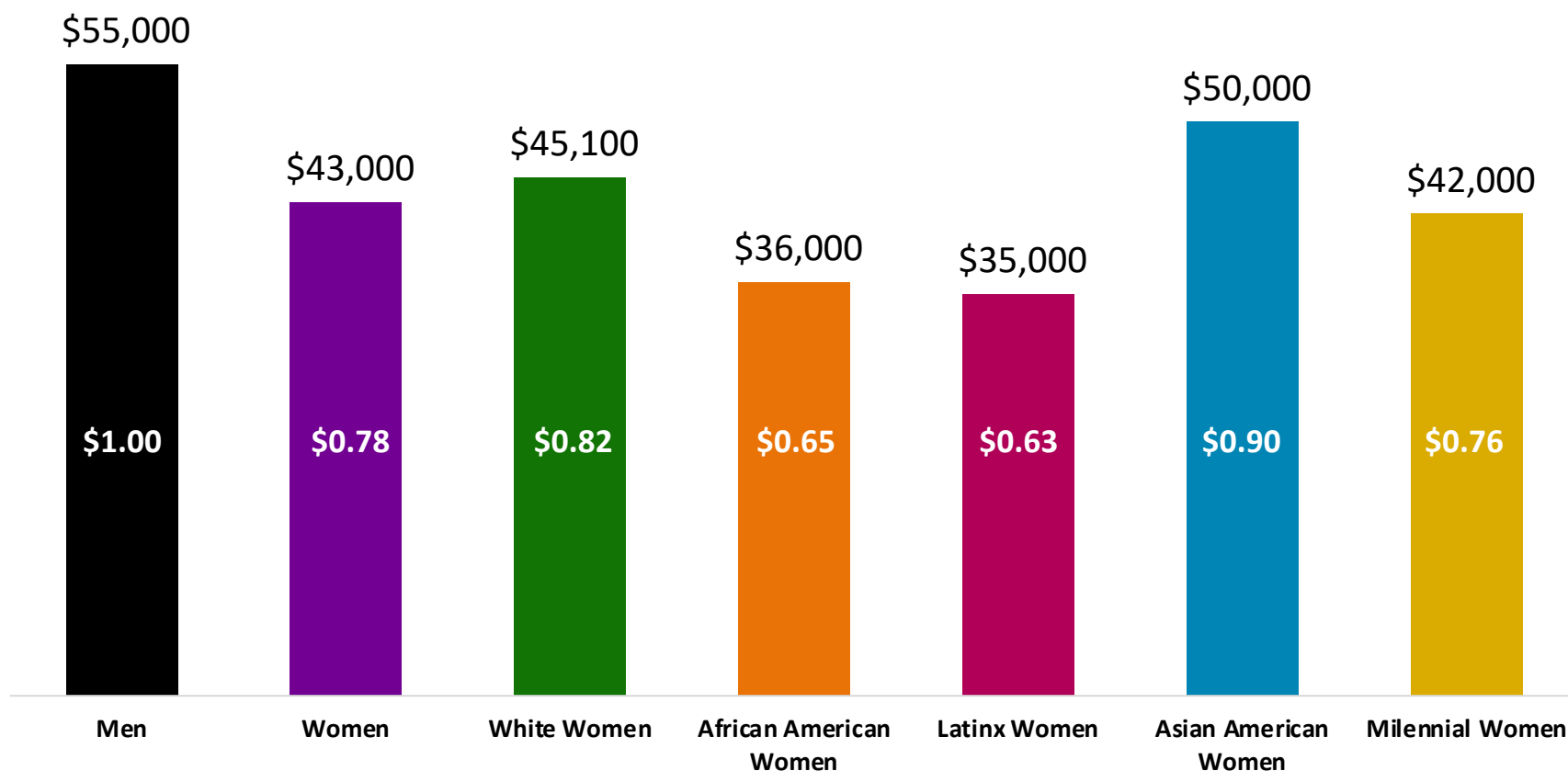


Over 75% of Asian American and white voters report earning more than \$35,000 in 2018, while over 60% of African American and Latinx voters earned the same amount.



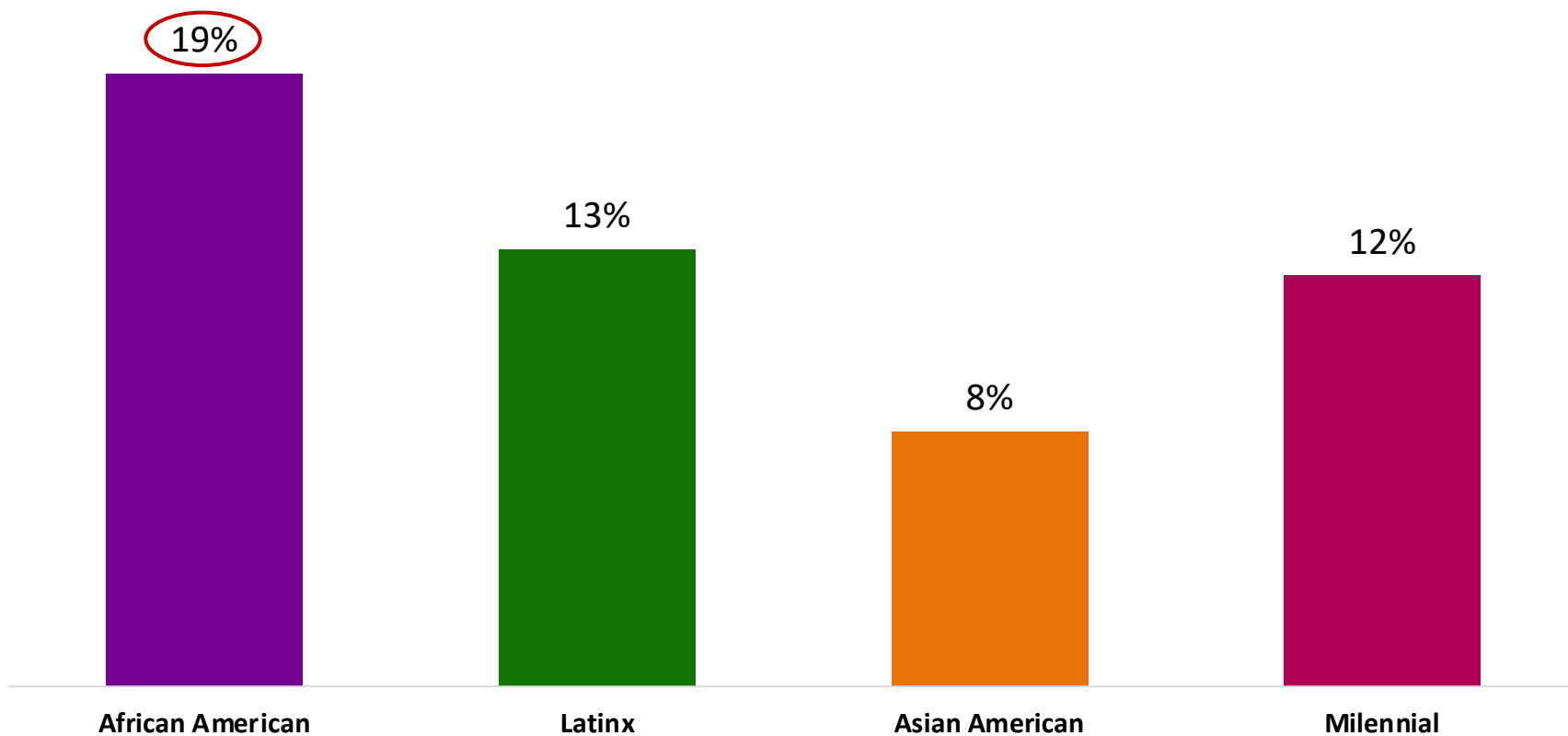
Women made seventy-eight cents for every dollar a man made in 2018. White and Asian American women came the closest to men's earnings, whereas African American and Latinx women made more than thirty cents less for every dollar than men.

Personal Earnings— Full-Time Workers



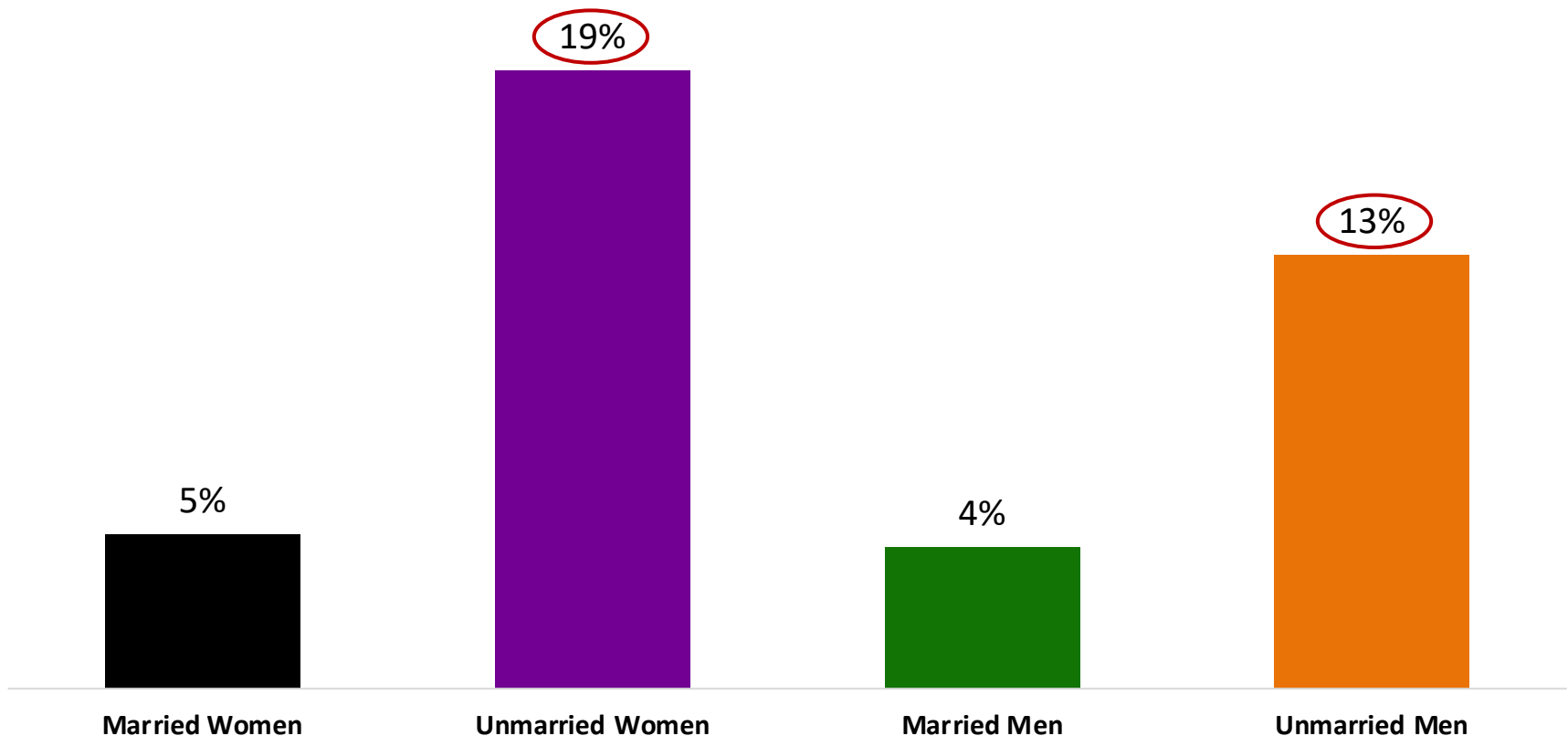
Almost one in five African Americans is living in poverty.

Living in Poverty – Vote Eligible Population



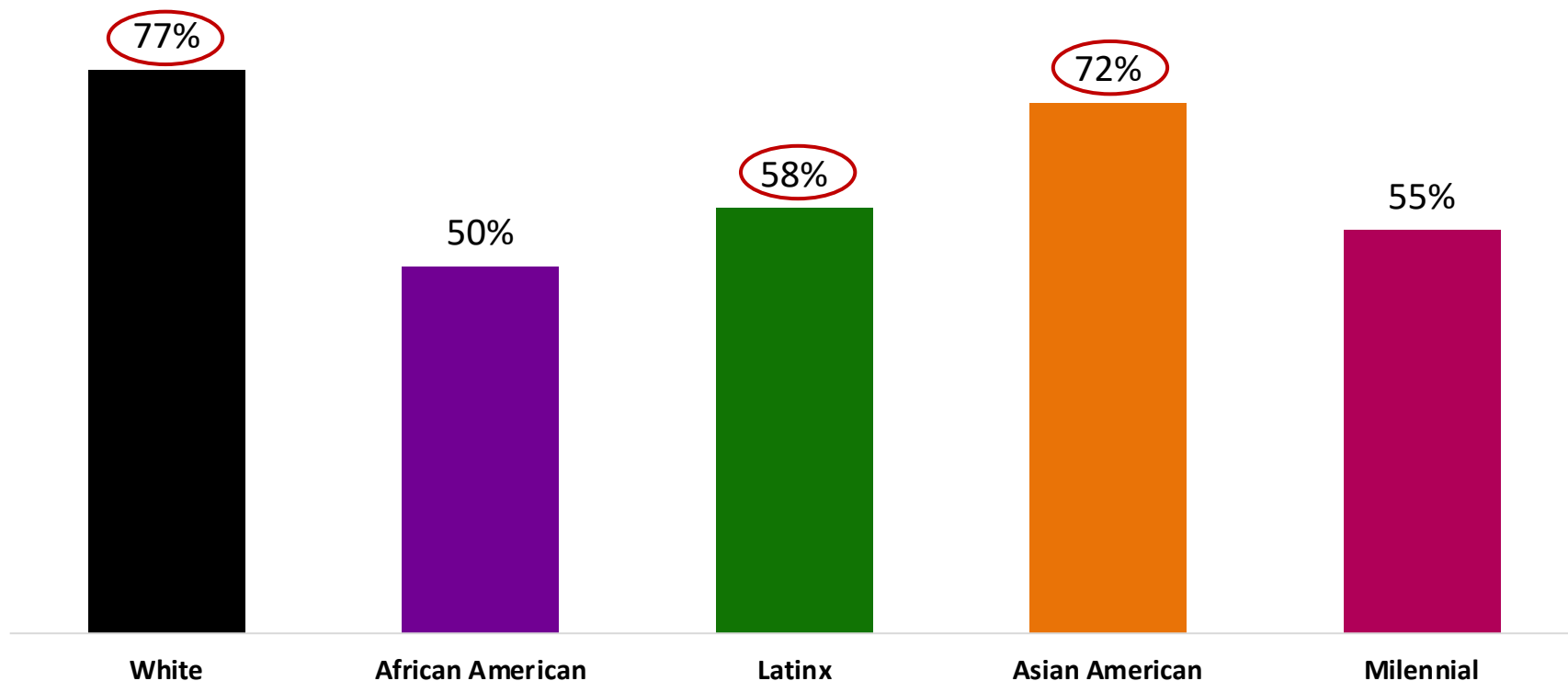
Poverty rates among unmarried women are 14-points higher than married women and six points higher than unmarried men.

Living in Poverty – Vote Eligible Population



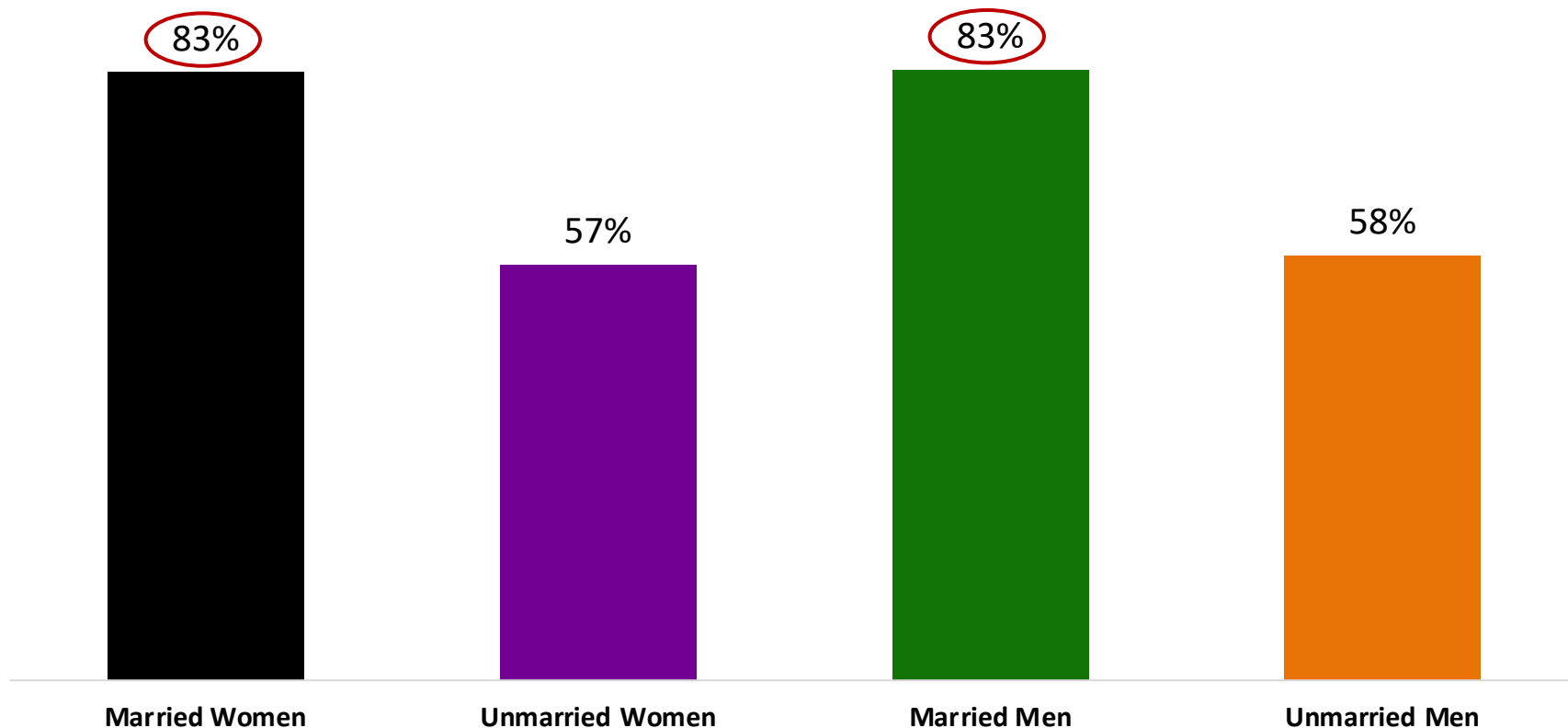
White adults report the highest rates of home ownership, followed by Asian American and Latinx adults.

Home Ownership



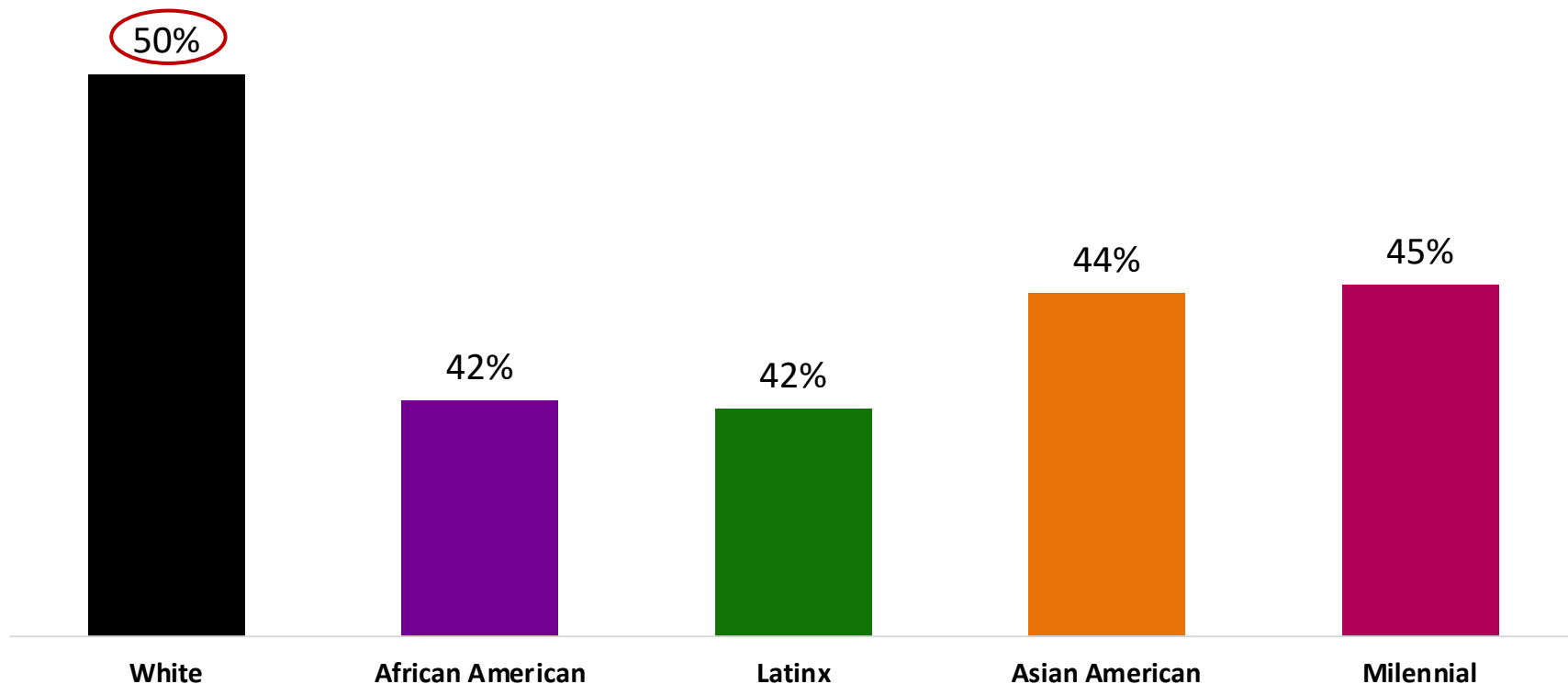
Married men and women report significantly higher rates of homeownership than unmarried men and women.

Home Ownership



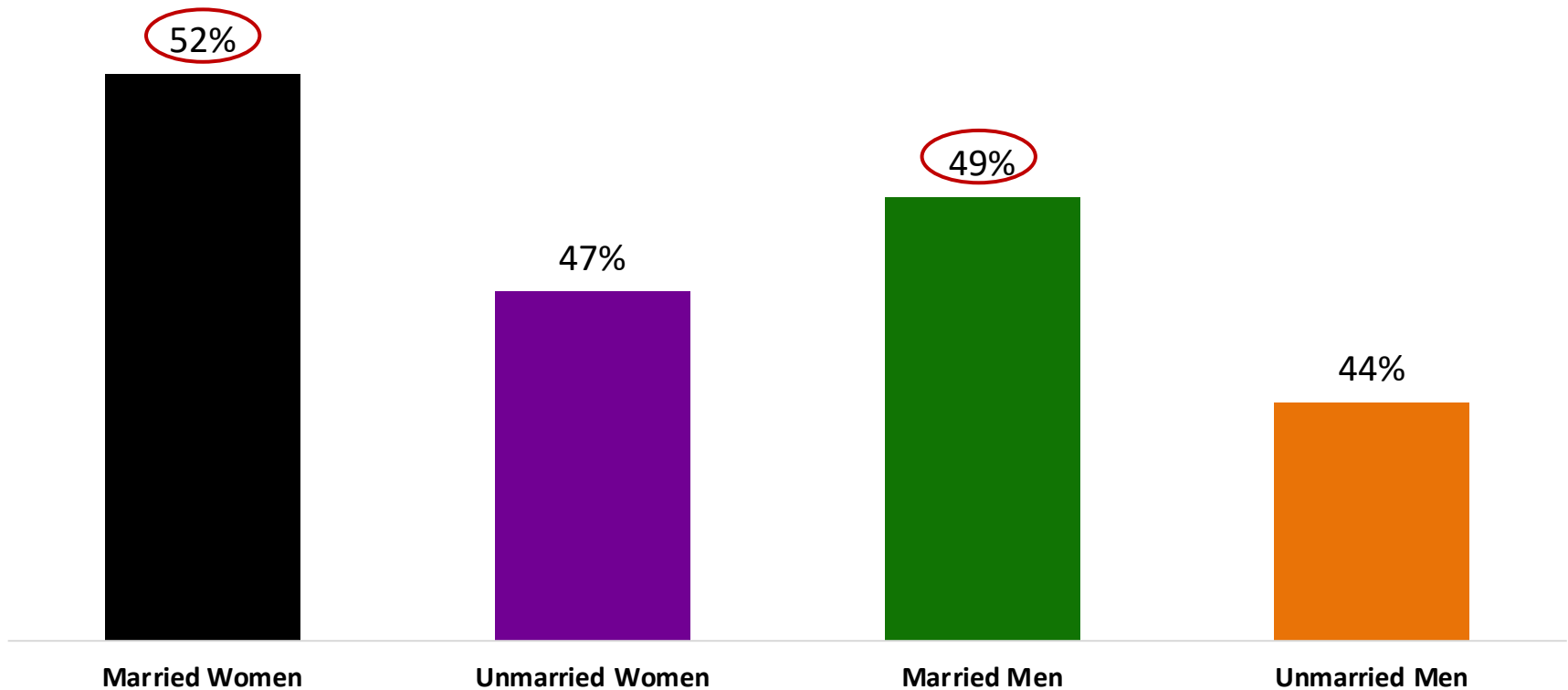
Half of white full-time workers receive a pension plan from their employer, compared with less than half of POC and millennial employees.

Pension Plan Provided by Employer – Full-Time Workers



More than half of married women receive a pension plan from their employer, compared with just below half of married men.

Pension Plan Provided by Employer – Full-Time Workers





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