

WHY ARE UNMARRIED VOTERS IMPORTANT?



**Women's Voices
Women Vote.**

**Now a majority of
American households,
unmarried Americans
are the key
demographic force
driving national,
cultural, economic,
and political trends.**

FAST FACTS

WHY ARE UNMARRIED VOTERS IMPORTANT?

Between 1960 and 2006, the percentage of American residents who are unmarried has increased by more than one-third (from 32.4% to 45.2%). (U.S. Census data, 1960-2006)

UNMARRIED ADULT CITIZENS IN THE 2004 ELECTIONS

	UNMARRIED WOMEN	UNMARRIED MEN
VOTED	27,857,000	18,895,000
REGISTERED, DID NOT VOTE	4,746,000	3,935,000
NOT REGISTERED	14,971,000	14,848,000

(2004 Current Population Survey, November supplement; U.S. Census)

SUMMARY

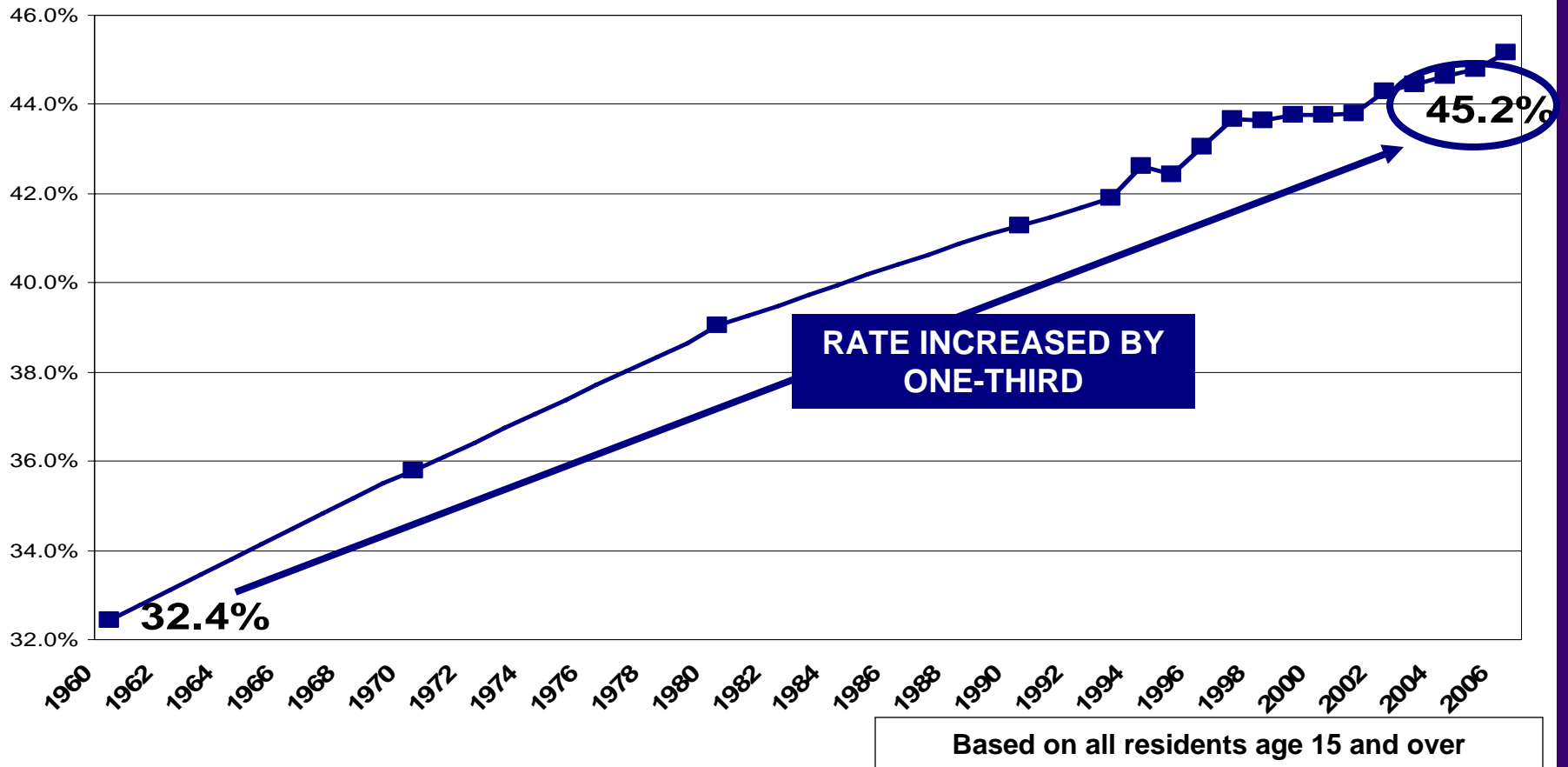
WHY ARE UNMARRIED VOTERS IMPORTANT?

Unmarried voters are a growing segment of the population.

- ***Overall, the trend is toward fewer adults marrying, not more.***
- ***While less than one-third of American residents aged 15 and over were unmarried in 1960, that figure swelled to 45 percent in 2006.***
- ***Between 2000 and 2006, the unmarried rate among adult citizens increased to more than 44 percent of the adult population.***
- ***It is estimated that, in November of 2004, almost 30 million unmarried adult citizens (35 percent of all unmarried adult citizens) were not registered to vote, and more than 8 million (10 percent) were registered but did not vote in the 2004 elections.***
- ***Marital status cuts across virtually every demographic group as a predictor of how an individual tends to vote.***

Since 1960, unmarried Americans have grown from one-third of all American citizens 15 and over to almost half – an increase of one-third.

% UNMARRIED IN AMERICA



Census Data, 1960-2006

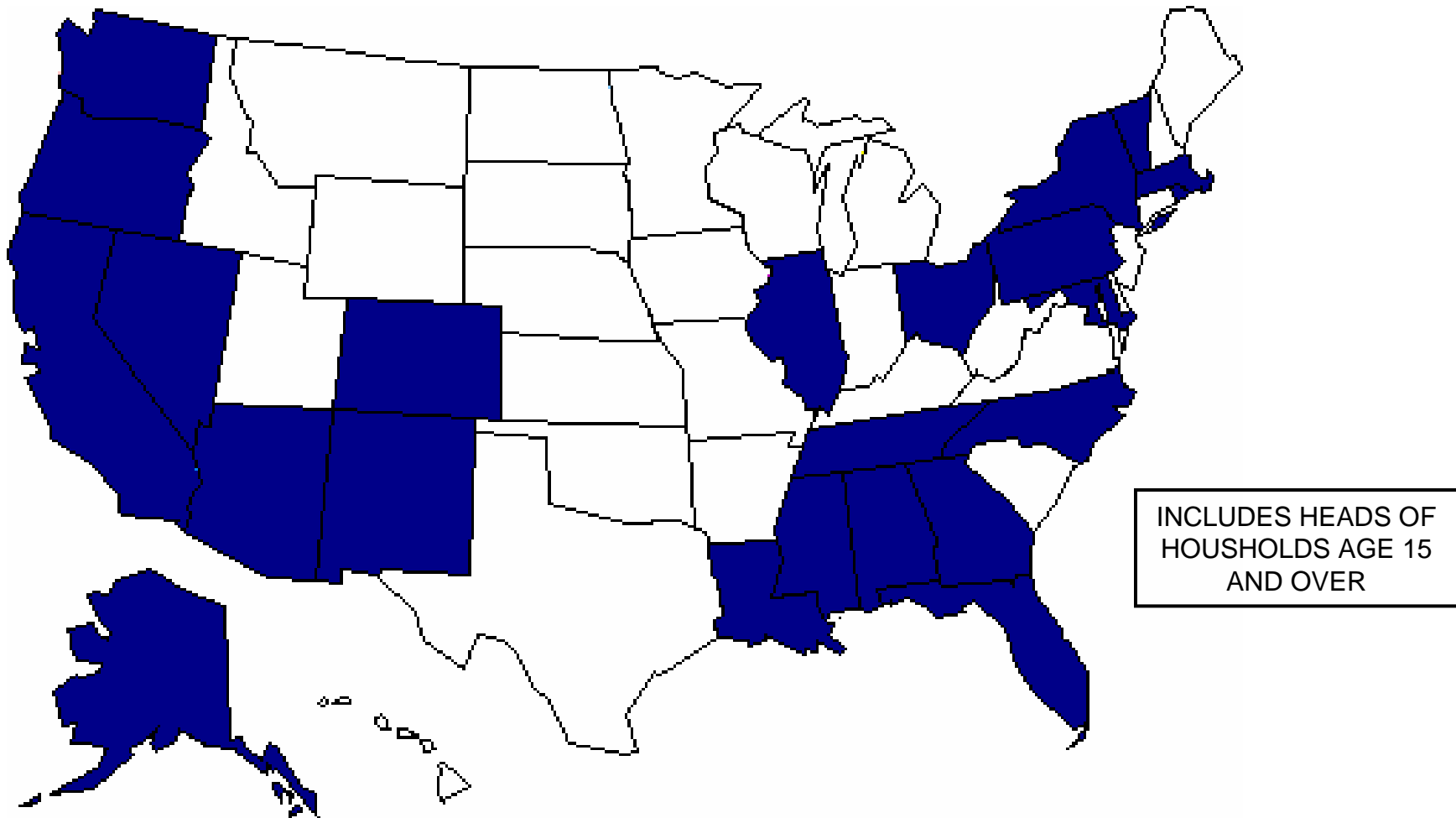
Unmarried America, 2007



In just six years – between 2000 and 2006– the unmarried adult citizen population grew by almost 10 million people, or more than one-and-a-half percent of the entire adult citizen population.

<u>2000</u>	
TOTAL ADULT CITIZENS	186,366,000
TOTAL UNMARRIED ADULT CITIZENS	79,723,000
42.7% OF ALL ADULT CITIZENS	
<u>2006</u>	
TOTAL ADULT CITIZENS	201,072,000
TOTAL UNMARRIED ADULT CITIZENS	89,362,000
44.4% OF ALL ADULT CITIZENS	

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 adults have wide reach.



In almost every state, a near majority – or near-majority – of households are headed by an unmarried person. Only three states have less than 47% unmarried households.

AL	50.0%	IL	50.1%	MT	47.4%	RI	52.9%
AK	50.4%	IN	48.1%	NE	47.5%	SC	51.8%
AZ	51.2%	IA	47.3%	NV	52.4%	SD	47.9%
AR	49.6%	KS	47.6%	NH	45.1%	TN	50.1%
CA	50.3%	KY	48.7%	NJ	48.5%	TX	48.5%
CO	50.1%	LA	54.1%	NM	52.4%	UT	38.8%
CT	49.2%	ME	48.9%	NY	55.0%	VT	51.5%
DE	49.9%	MD	51.2%	NC	50.7%	VA	48.8%
DC	77.9%	MA	52.4%	ND	48.5%	WA	50.1%
FL	52.2%	MI	49.9%	OH	50.8%	WV	47.0%
GA	50.4%	MN	47.3%	OK	48.7%	WI	49.1%
HI	47.1%	MS	53.6%	OR	50.3%	WY	47.4%
ID	43.7%	MO	49.2%	PA	50.1%		
						Total:	50.3%

 **Greater than 50% unmarried**

INCLUDES HEADS OF HOUSEHOLDS AGE 15 AND OVER

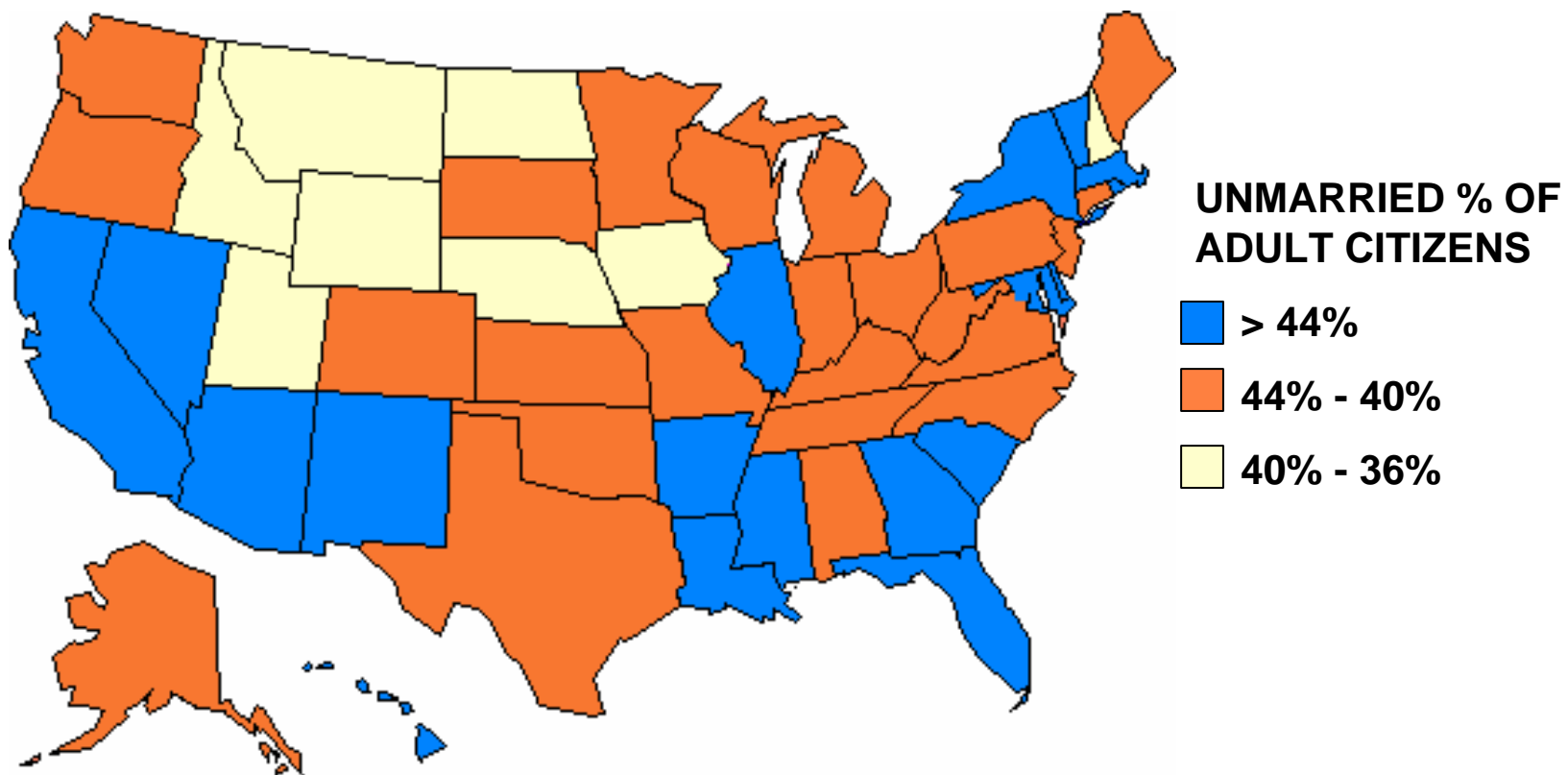


American Community Survey, 2005

Unmarried America, 2007



At least one-third of the adult citizen population in every state is unmarried. The number of unmarrieds is above average in the northeast, the deep south, and the southwest.



There are almost 37 million unmarried adults who could be targeted for voter registration drives – including more than 18 million unmarried women . Almost 9 million more could be targeted for GOTV efforts.

ESTIMATED NATIONAL VOTER STATUS

- **TOTAL ELIGIBLE UNMARRIED: 89,362,000**
 - *Registered: 52,641,000*
 - *Not Registered: 36,721,000 (Registration efforts)*
 - *Unmarried women: 18,537,000*
 - *Unmarried men: 18,184,000*
 - **2004 VOTER TURNOUT**
 - *Eligible: 85,252,000*
 - *Registered: 55,433,000*
 - *Voted: 46,752,000 (54.8% overall turnout)*
 - *Registered, did not vote: 8,681,000 (GOTV efforts)*

WHY ARE UNMARRIED WOMEN IMPORTANT?



**Women's Voices
Women Vote.**

**Unmarried women are
the greatest untapped
resource for
increasing political
support for
progressive causes in
America.**

FAST FACTS

WHY ARE UNMARRIED WOMEN IMPORTANT?

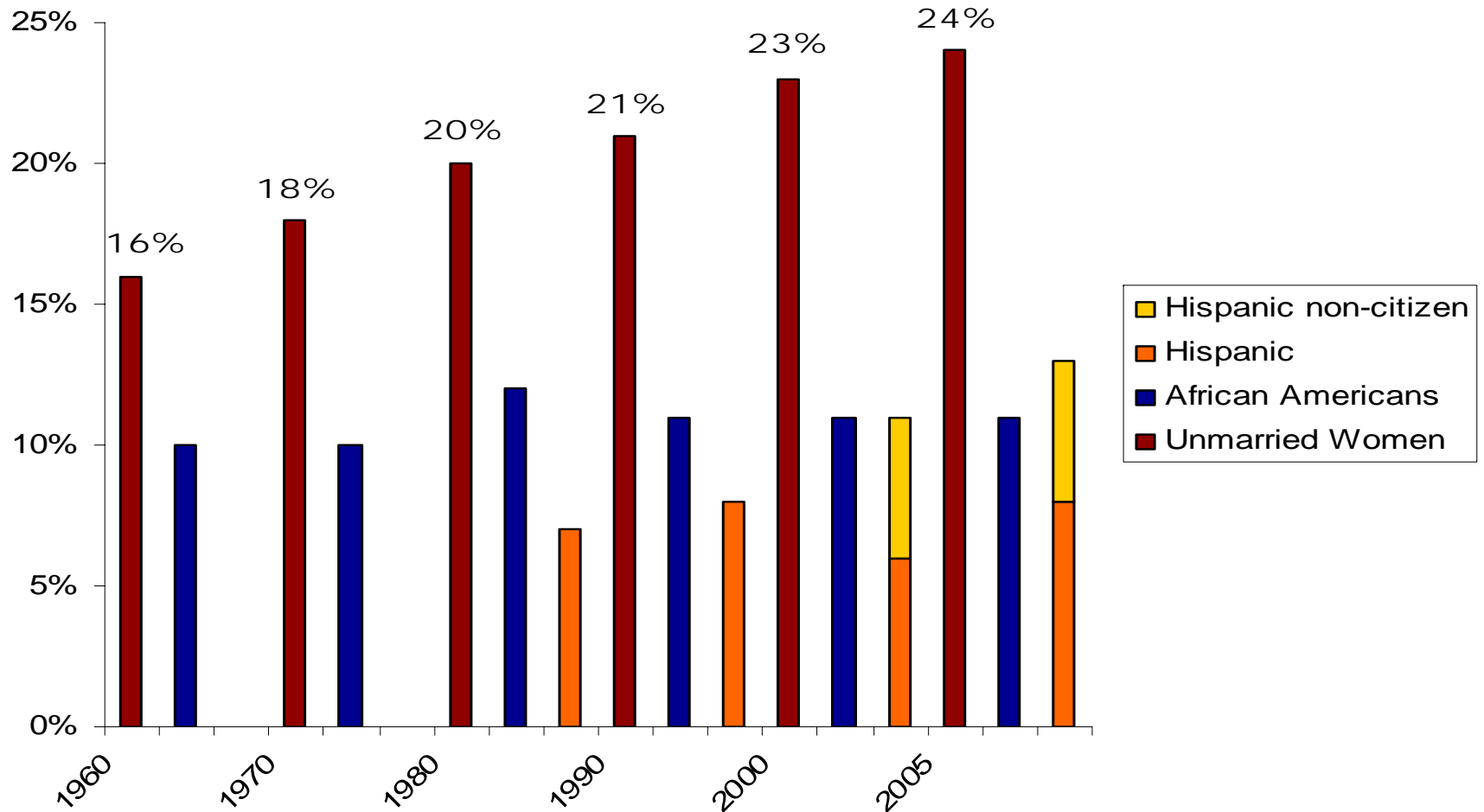
- **47 percent of American women live without a spouse (up from 35 percent in 1950).**
- **49,500,000 female citizens 18 and over are single, separated, divorced or widowed.**
- **These unmarried women make up 25 percent of the eligible American electorate – a larger share than eligible African Americans and the growing Latino citizenry combined.**

SUMMARY

WHY ARE UNMARRIED WOMEN IMPORTANT?

- ***More than 18 million eligible unmarried women are not registered to vote, and almost 5 million are registered but did not vote in the last Presidential election.***
- ***Unmarried women vote less than their married counterparts. Unmarried women are more likely to vote than unmarried men, but they still have substantial numbers to mobilize.***
- ***Unmarried Latinas are a particularly rich source of potential voters who are not yet registered. Over half of unmarried Latina citizens still need to be mobilized to vote.***
- ***Unmarried women are more progressive than men. In fact, unmarried white women are the only major white marital status demographic that identify more as Democrats than as Republicans.***

Unmarried women, as a percentage of the population, are now nearly one in four Americans and outnumber all African American and Hispanic citizens combined. They are the nation's fastest growing large demographic.



Data from US Census Data 1960-2000, ACS 2005
Hispanic Citizenship data not available before 2000

Unmarried America, 2007



From the 2002 midterm elections to the 2006 midterms, unmarried women show the greatest increase in number of voters.

Increase in number of voters from 2002 to 2006

Unmarried women **+2.3 million**

Unmarried men +2.2 million

Married women +2.1 million

Married men +1.4 million

African-Americans +0.3 million

Latinos +1.4 million

**UNMARRIEDS
INCREASED
BY 2%

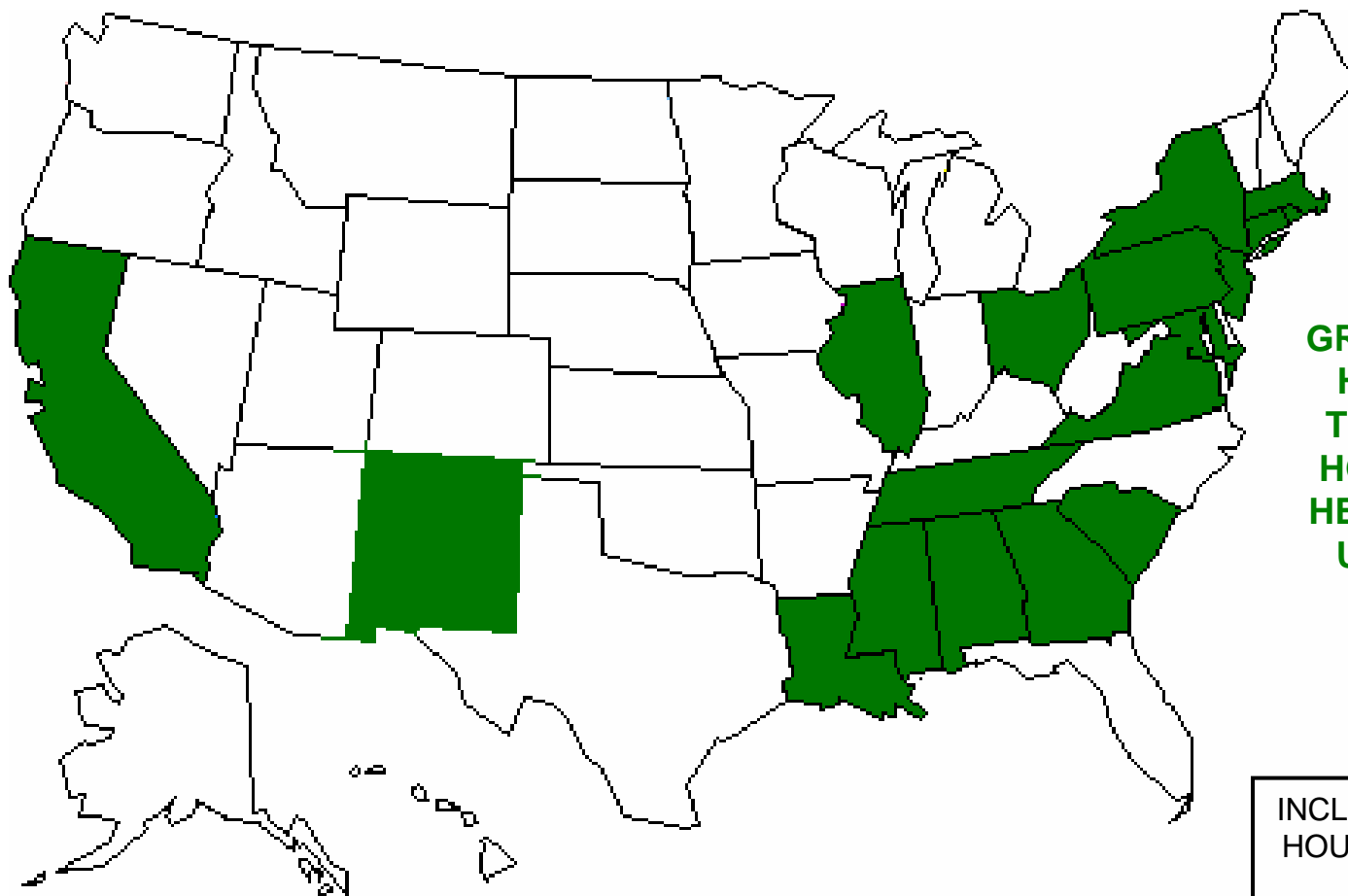
MARRIEDS
DECREASED
BY 2%**

There is tremendous room for increasing participation among unmarried women. Over half of unmarried Latinas did not vote in 2004. For white and African American unmarried women, that rate was over one-third.

ESTIMATED NATIONAL VOTER STATUS AMONG UNMARRIED WOMEN IN 2004

	WHITES	AFRICAN-AMERICANS	LATINAS
ELIGIBLE	31,922,154	8,706,042	4,519,530
NOT REGISTERED	9,448,957	2,568,282	1,979,554
REGISTERED, DID NOT VOTE	3,096,449	800,956	497,148
VOTED	19,376,747	5,336,804	2,042,827

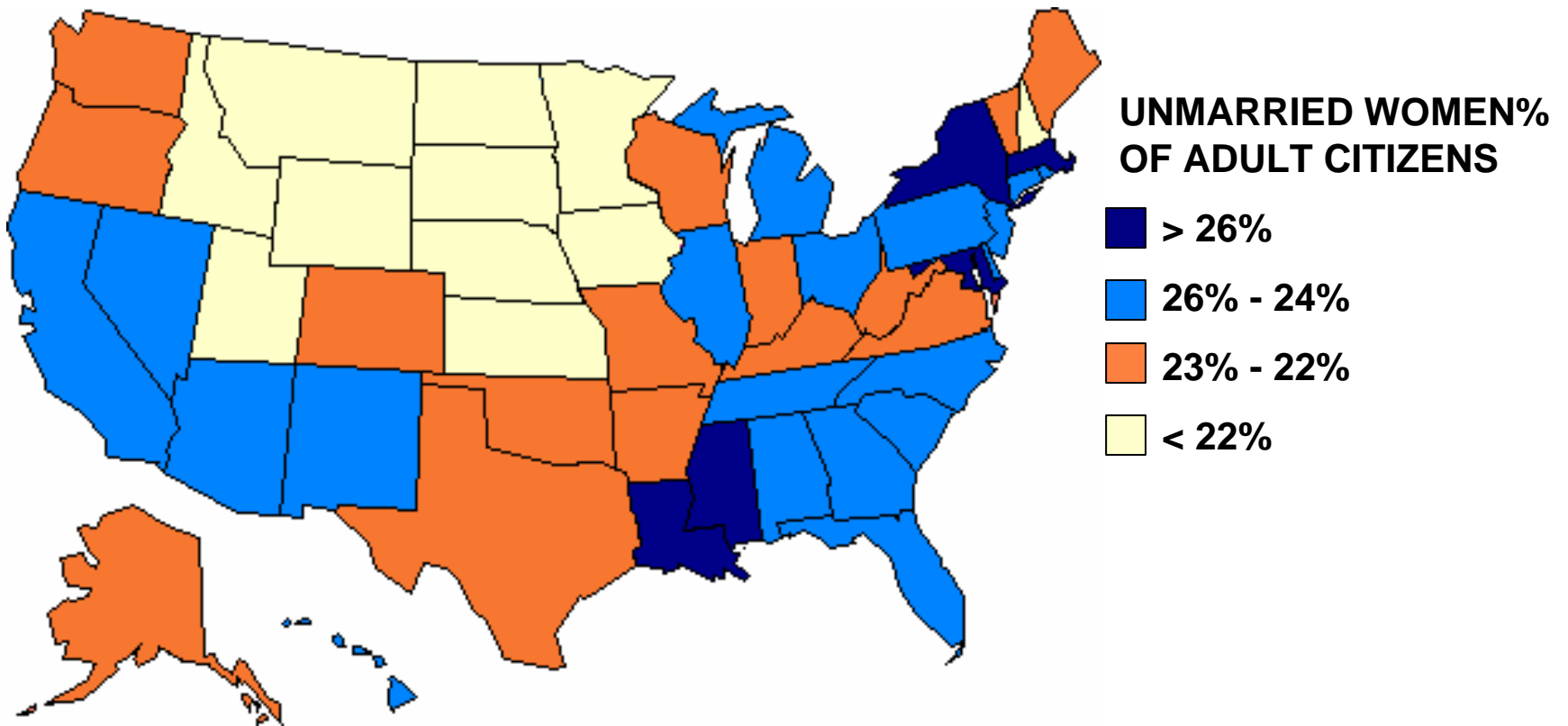
Unmarried women head more than one quarter (27.1 percent) of all households in America. While they are well-distributed throughout the country, their numbers are above average in the Northeast, the deep South and California.



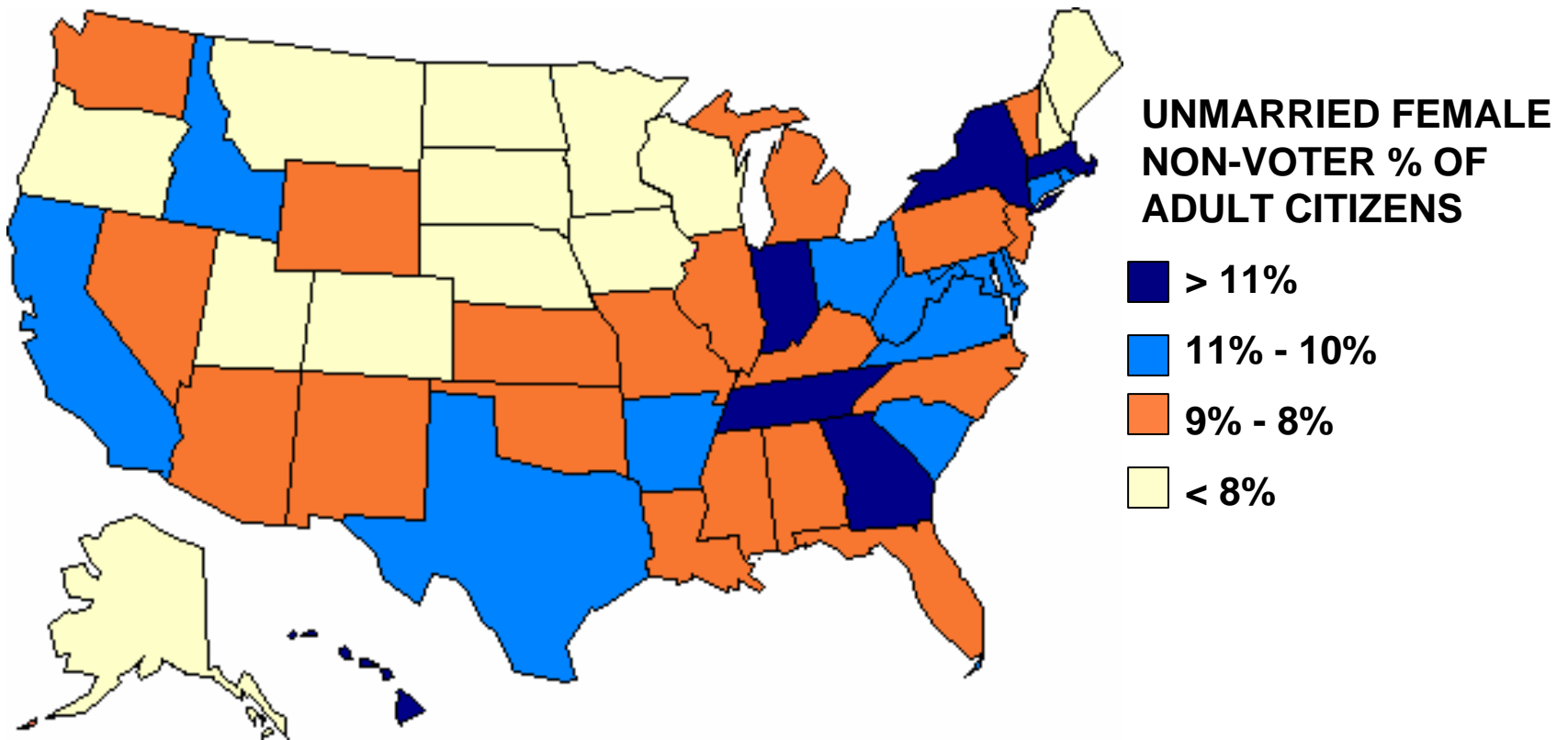
**GREEN STATES
HAVE MORE
THAN 27% OF
HOUSEHOLDS
HEADED BY AN
UNMARRIED
WOMAN**

INCLUDES HEADS OF
HOUSHOLDS AGE 15
AND OVER

Unmarried women citizens are a dominant force across the country.¹⁷

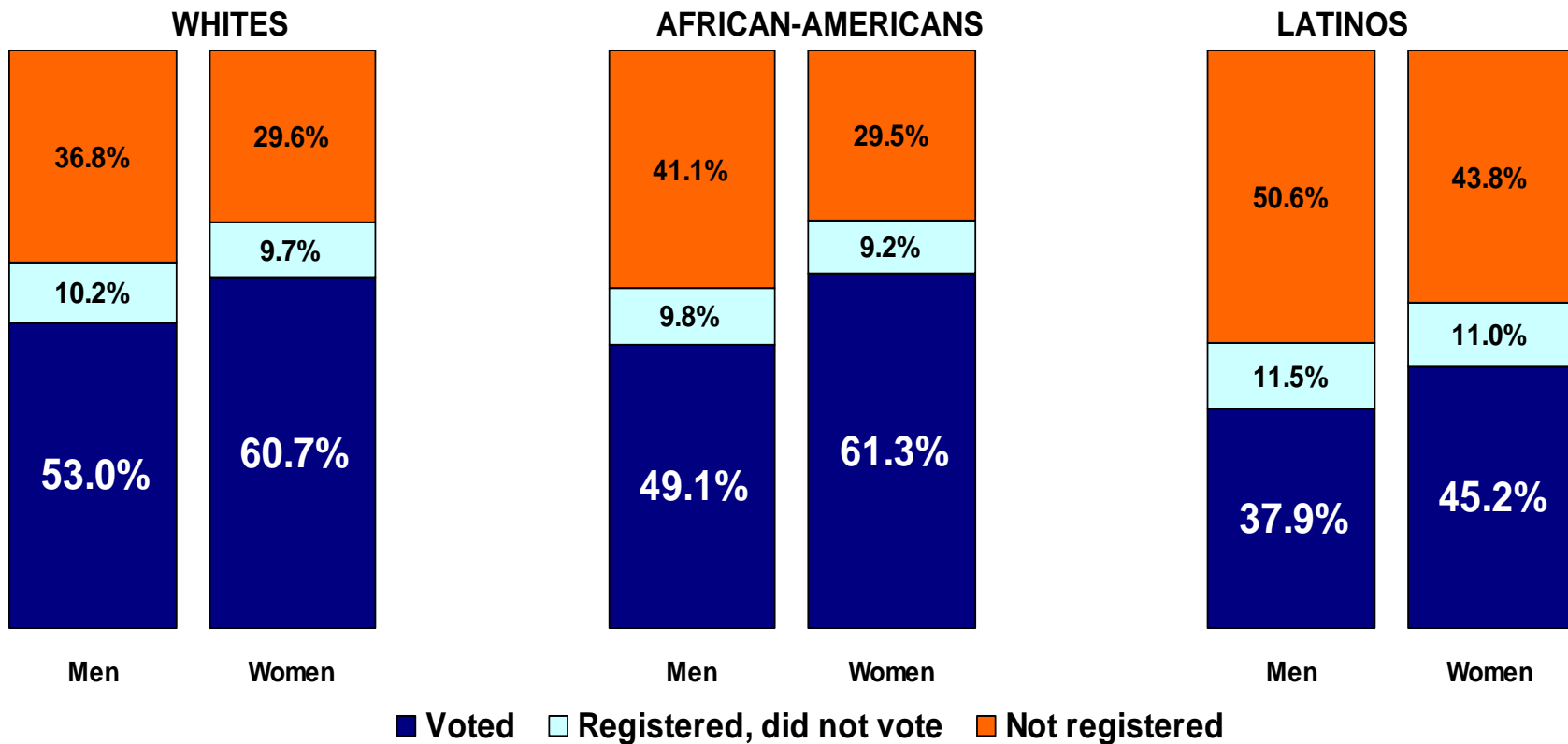


Almost ten percent of adult citizens are unmarried women who did not vote in the 2004 election for President.



Unmarried women are more active politically than unmarried men across racial lines, with the biggest gap occurring among unmarried African-Americans.

UNMARRIEDS ONLY



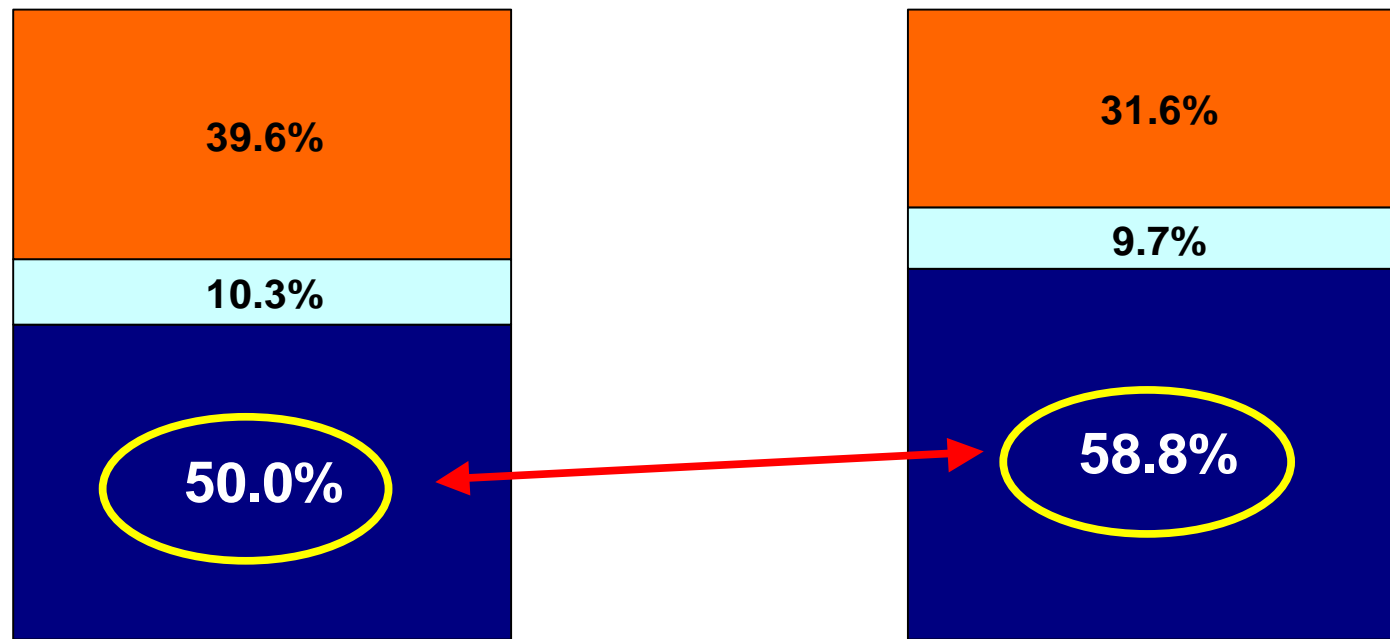
Current Population Survey, Nov 2004

Unmarried America, 2007



Unmarried women are the strongest targets because they are much more likely than unmarried men to register and vote. The turnout rate for women is almost 9 points higher than for men, and their registration rate is 8 points higher.

UNMARRIED ADULTS



Men

Women

■ Voted □ Registered, did not vote ■ Not registered

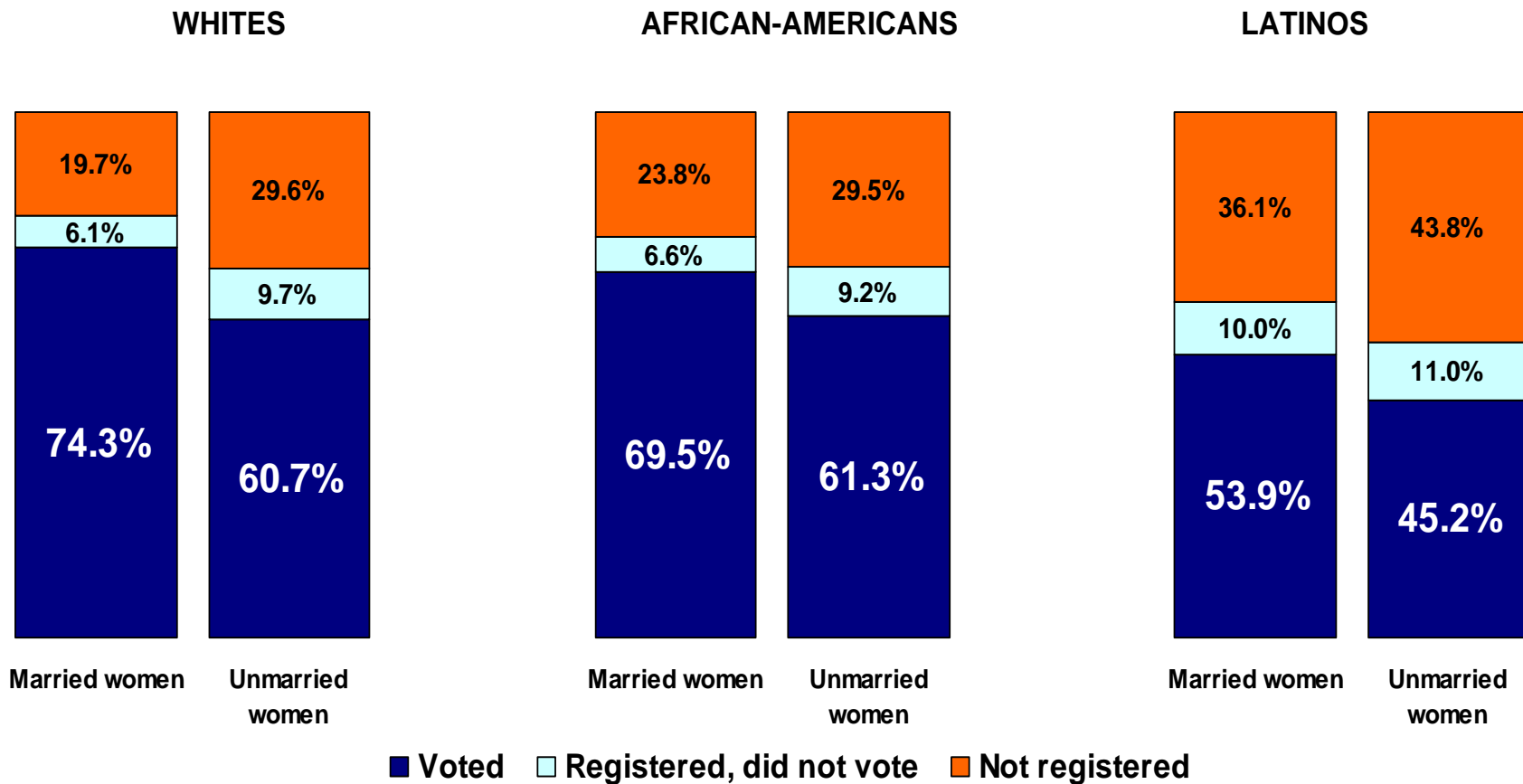


Current Population Survey, Nov 2004

Unmarried America, 2007



However, participation rates for unmarried women are lower than for their married counterparts. This is especially true among white women.



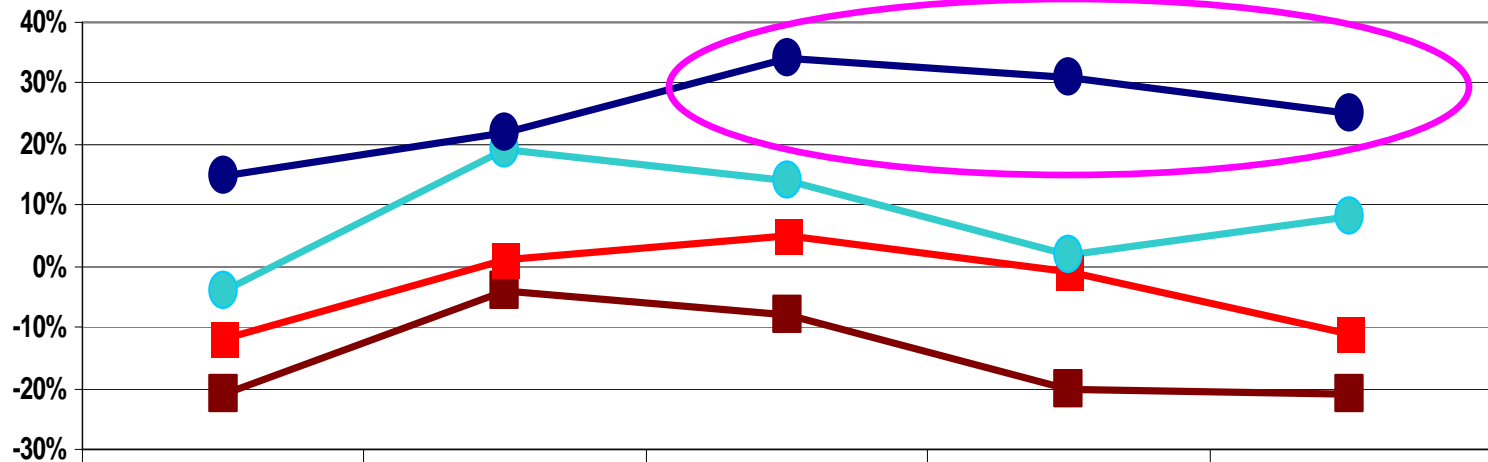
Current Population Survey, Nov 2004

Unmarried America, 2007



In the last three Presidential elections, unmarried women have supported the Democratic nominee much more than other demographic groups have. 22

DEMOCRATIC CANDIDATE SUPPORT minus REPUBLICAN CANDIDATE SUPPORT



	1988	1992	1996	2000	2004
■ Married men	-21%	-4%	-8%	-20%	-21%
■ Married women	-12%	1%	5%	-1%	-11%
● Unmarried men	-4%	19%	14%	2%	8%
● Unmarried women	15%	22%	34%	31%	25%

Even among progressive base groups like 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



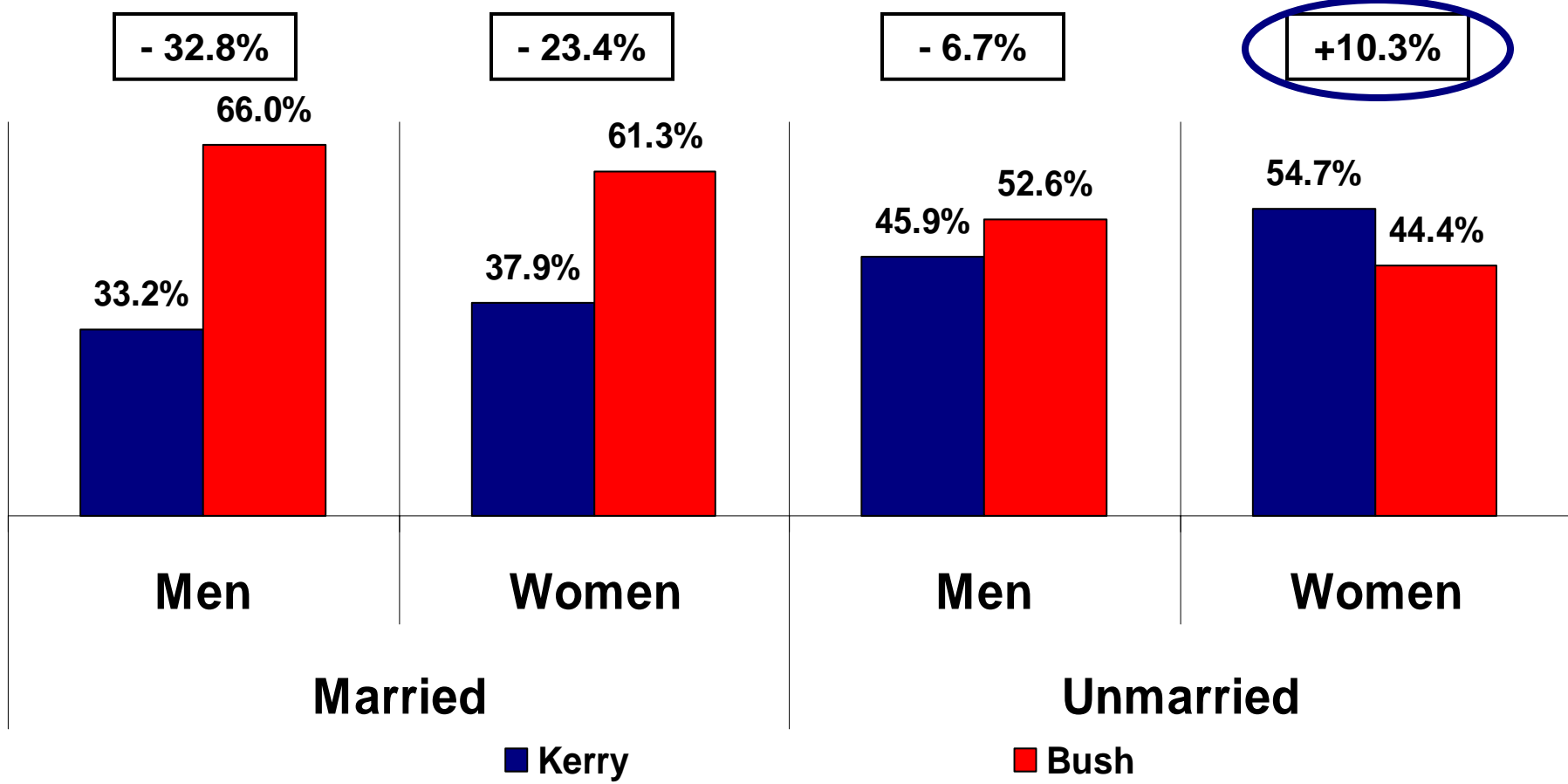
Edison/Mitofsky National Exit Poll 2004

Unmarried America, 2007



Among white voters, unmarried women were the only marital status/gender group that supported John Kerry over George Bush.

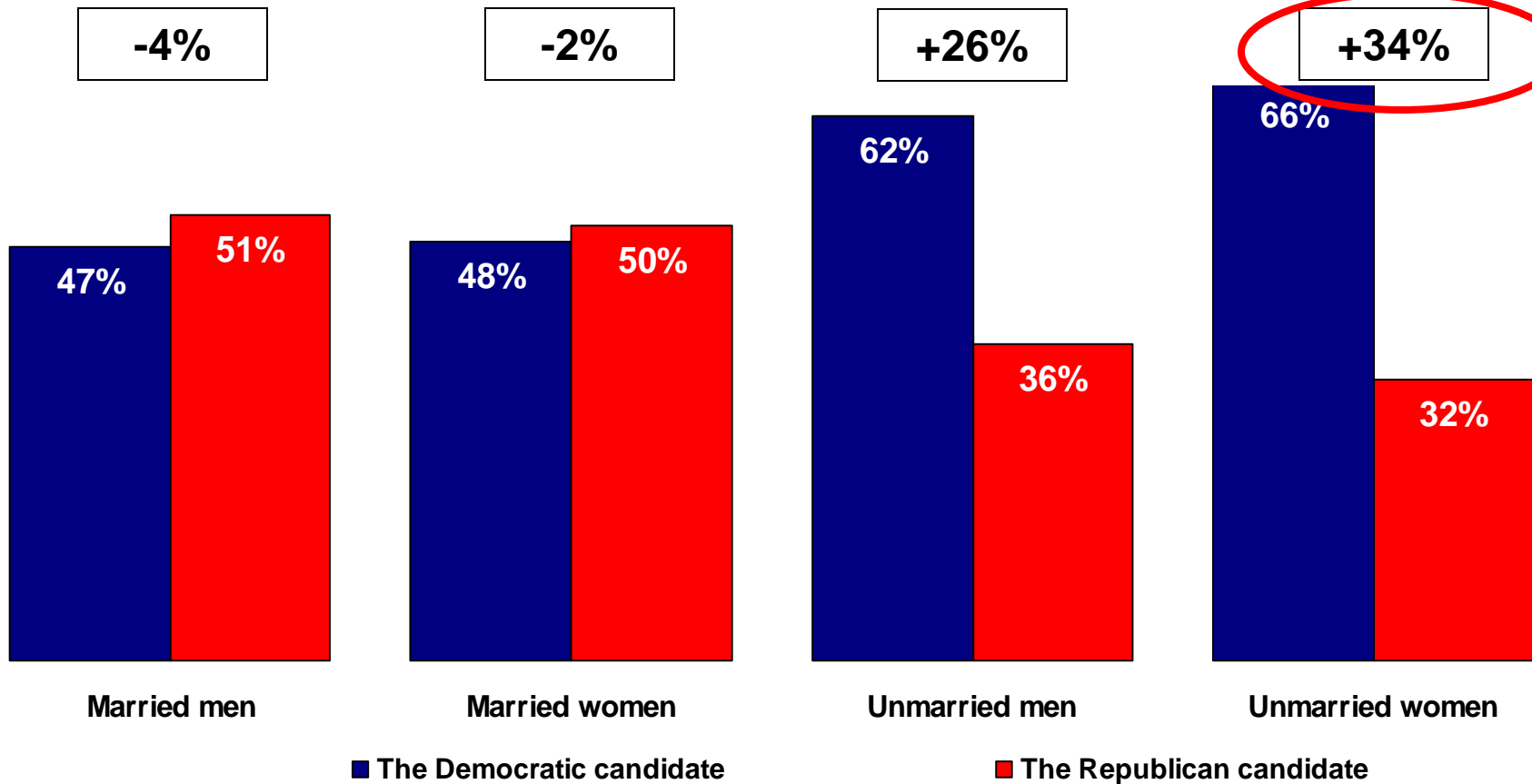
2004 PRESIDENTIAL VOTE AMONG WHITE VOTERS



In the 2006 House races, unmarried women were more likely to vote for Democratic candidates.

VOTE FOR HOUSE, 2006

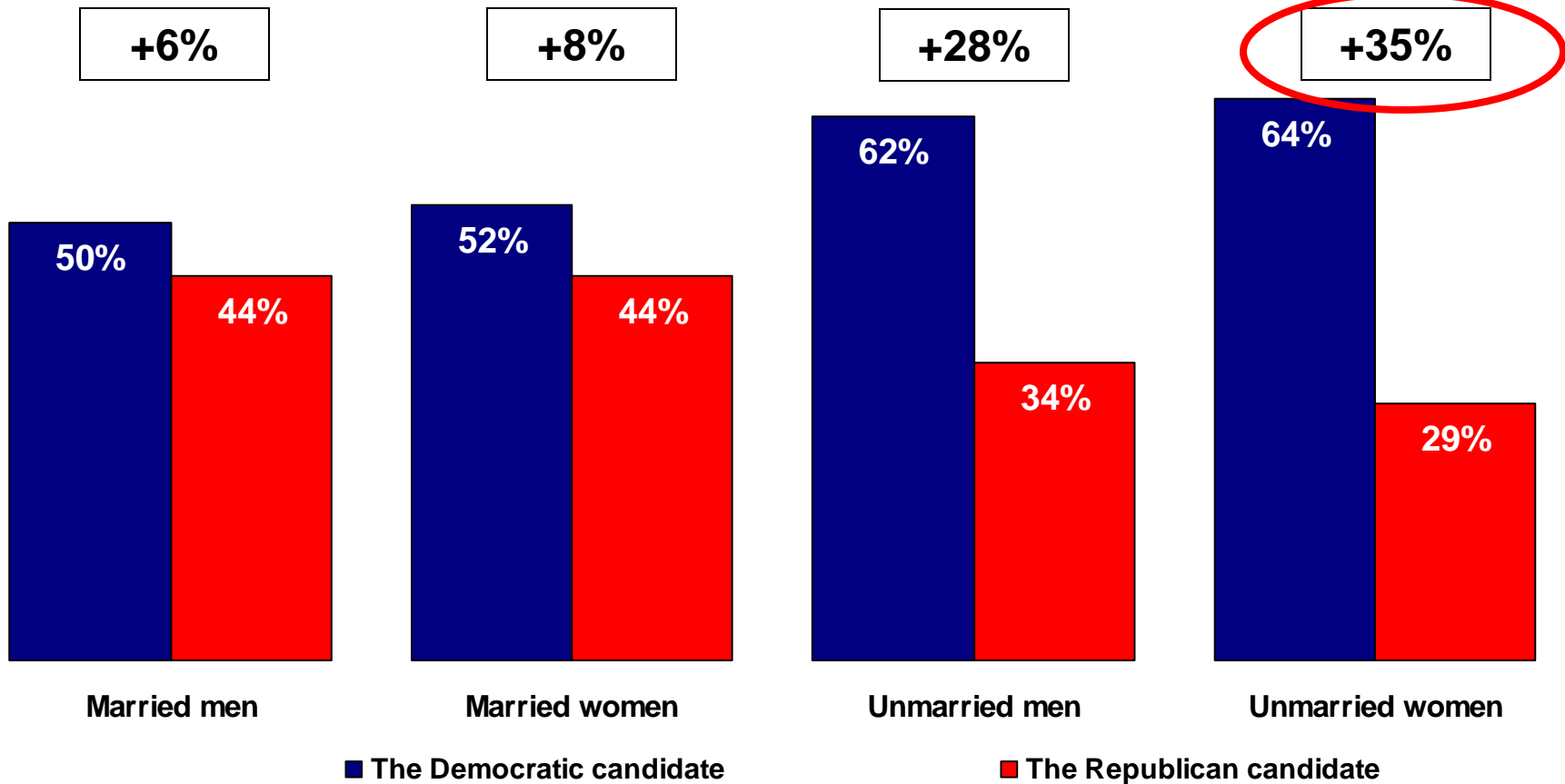
"In today's election for U.S. House of Representatives, did you just vote for..."



All marital subgroups voted for Democratic candidates for Senate in 2006, but unmarried voters provided the largest margins.

VOTE FOR SENATE, 2006

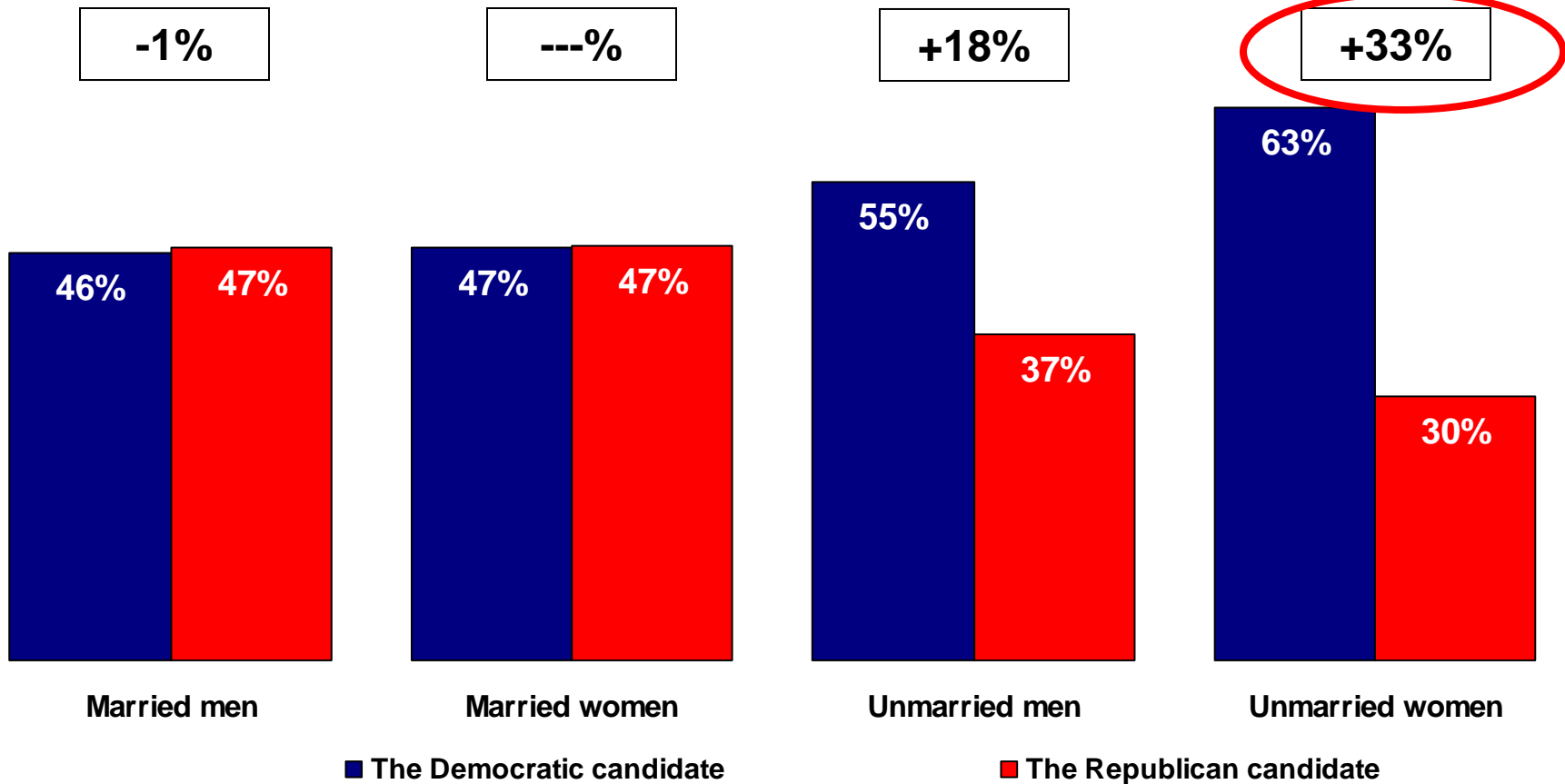
"In today's election for U.S. Senate, did you just vote for..."



Married voters split their support between Democratic and Republican gubernatorial candidates. Unmarried voters were more likely to vote for Democratic candidates.

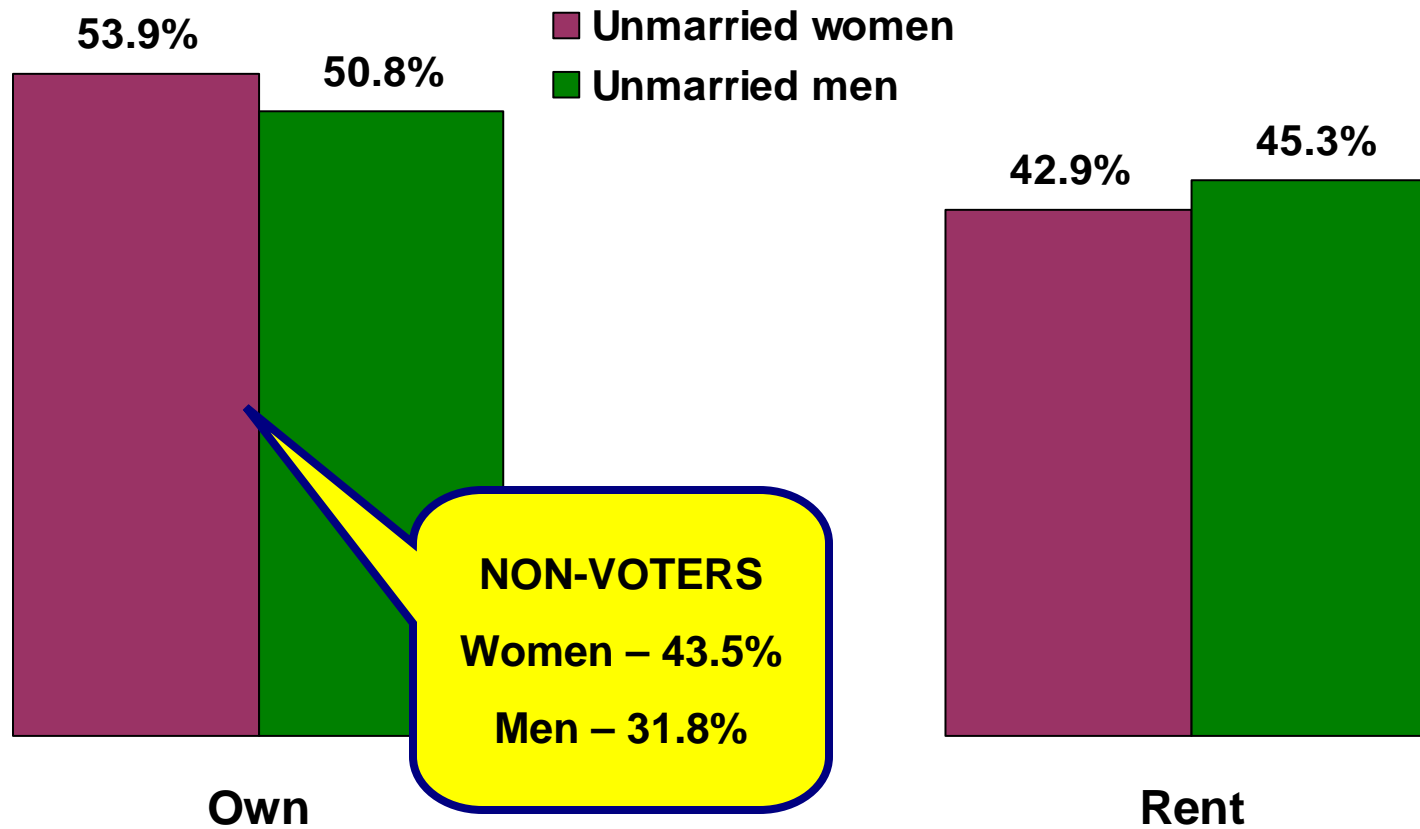
VOTE FOR GOVERNOR, 2006

"In today's election for Governor, did you just vote for..."



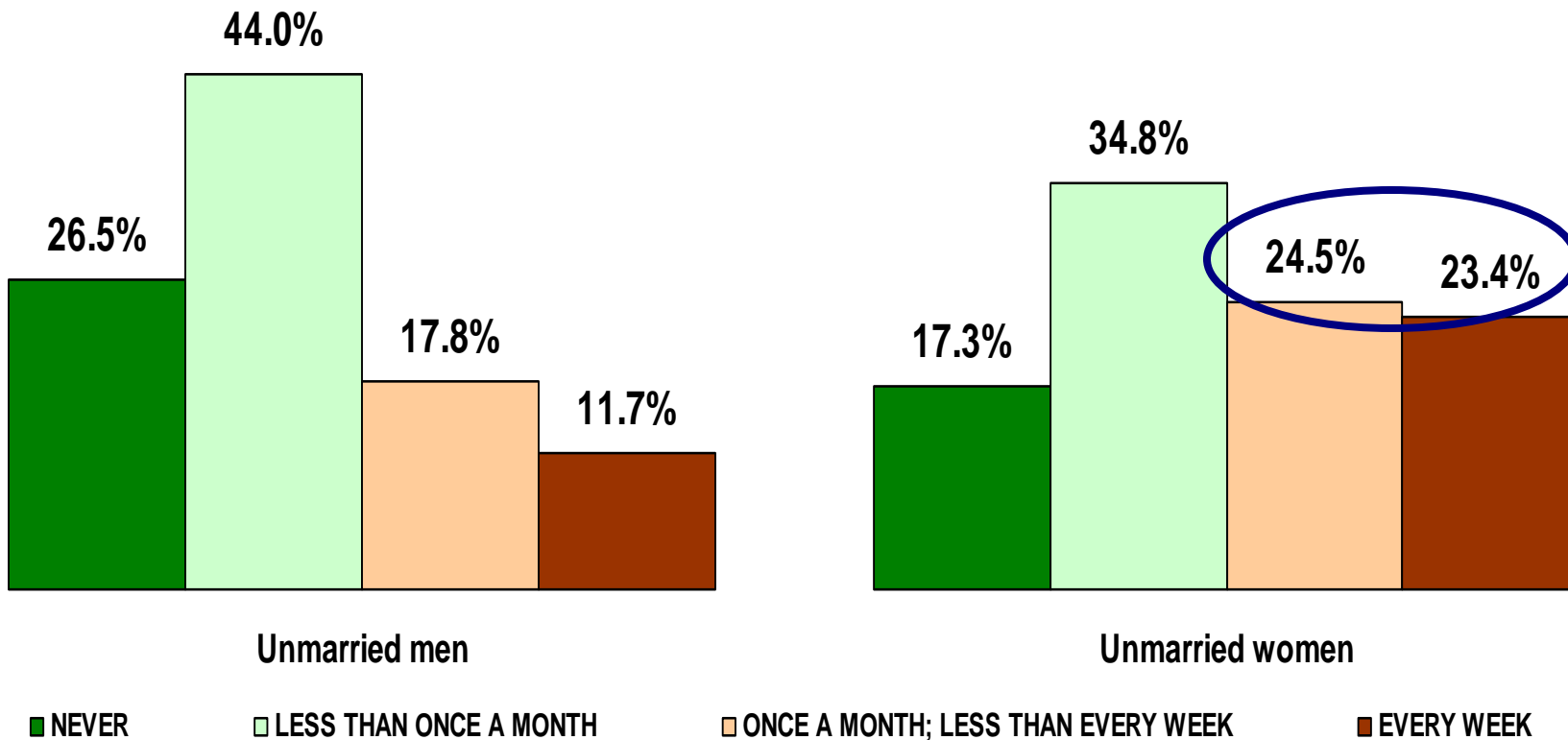
At present, unmarried women appear more rooted in their communities since they have a higher rate of home-ownership than do unmarried men. The difference is especially large among non-voters.

HOME OWNERSHIP/RENTAL STATUS



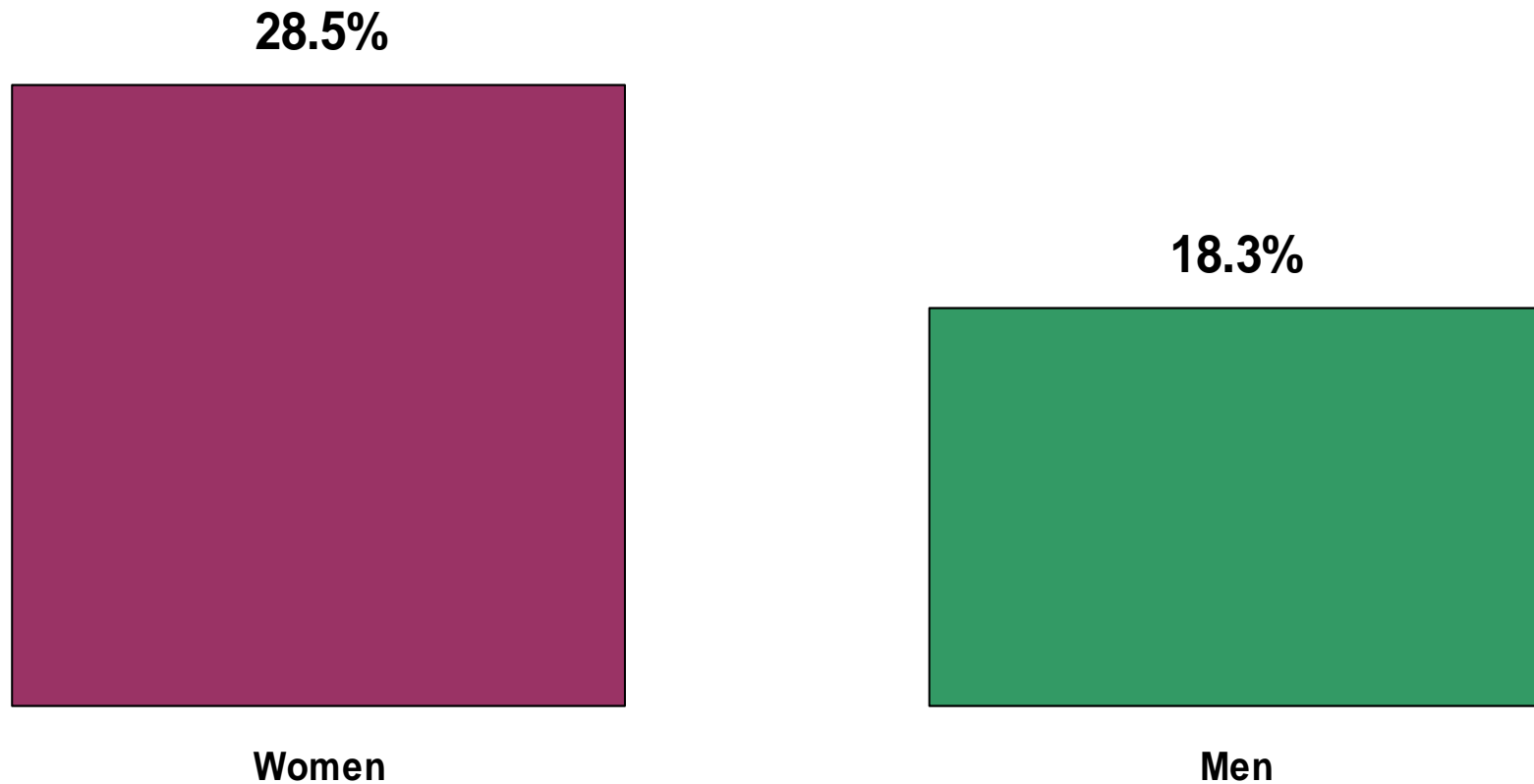
Church attendance – a traditionally strong predictor of electoral participation – is another area where unmarried women surge ahead as targets. While close to half of unmarried women attend religious services at least once a month, the rate is less than 30 percent for unmarried men.

**FREQUENCY OF RELIGIOUS SERVICE ATTENDANCE
(UNMARRIEDS ONLY)**



Unmarried women are more likely to belong to church groups than unmarried men.

**MEMBERSHIP IN CHURCH GROUPS
(UNMARRIEDS ONLY)**



Unmarried women's greater connection to their communities extends to their volunteer activities. Women on their own are much more likely than their male counterparts to do volunteer work. The difference is especially pronounced among non-voters.

ABLE TO DEVOTE TIME TO VOLUNTEER WORK IN THE LAST 12 MONTHS
(UNMARRIEDS ONLY)

