

KEY FINDINGS

- ***Unmarried citizens are a surging force in American politics. Currently, there are almost 90 million unmarried adult citizens. More than 52 million of them are registered voters, and almost 37 million are eligible but not registered to vote.***
- ***The majority of households in America (50.3%) are now headed by unmarrieds.***
- ***The story of unmarried America is the story of unmarried women – they account for the largest bloc of unmarried targets (almost 31 million registered voters). There are about 23 million unmarried women who are mobilization targets – including 5 million who were registered but did not vote in 2004, and over 18 million who are not registered currently but are eligible.***
- ***Unmarried voters are change oriented and they want progressive change.***
- ***Unmarried America is economically marginalized compared to married America, and this motivates much of their impulse for change.***
- ***Unmarried Americans are cynical about their government, believing that their voice goes unheard and that their government is run by an elite few. This cynicism is a barrier to their participation.***