



Fast Facts: Unmarried Women in the Electorate

- Unmarried women constitute one-quarter of the total voting-eligible population in the United States.
- Unmarried women are also the fastest-growing large demographic group among the voting-eligible population.¹
- Unmarried women account for a significant portion of the voting-eligible population among key demographic groups that we call "[The Rising American Electorate](#)"
 - ✓ Of the 24 million African Americans, 9.4 million are unmarried women.
 - ✓ Of the 20 million Latinos, 5.3 million are unmarried women.
 - ✓ Of the 11 million individuals making up all other non-white races, 2.6 million are unmarried women.
 - ✓ Of the 44 million youths (18-29 yr olds), 16.5 million are unmarried women.
- The "marriage gap." Women's Voices. Women Vote discovered the marriage gap as a key dynamic in America today, with marital status being a strong predictor of whether one registers and votes.
- While married women are more likely to register and to vote than unmarried women, unmarried women are narrowing the gap, registering to vote and voting in increasing numbers.
- In the 2008 elections there were 20.3 million more voters in than in 2000; unmarried women accounted for approximately 35 percent of that increase.

- Had unmarried women voted at the same rate as married women in 2008, an additional 5.6 million voters would have participated.
- Unmarried women are at risk of “dropping-off,” i.e., not voting in the 2010 midterm elections. Based on our nation-wide projections, there are likely to be 35% fewer unmarried women voting in 2010 than in 2008. That’s 10.8 million voters.

¹ We calculated the growth rate of the various demographic groups using Census data from 2000-2008 (these data are released every two years). We took the growth rate of each group for each two year period and calculated the average increase in population from 2000-2008. The largest group with the highest average growth rate (among the voting-eligible population) from 2002-2008 was unmarried women at 3.3 percent. Some groups have a faster growth rate, but they are much smaller in size than the population of unmarried women.

While the Latino citizen population is growing at a faster rate than unmarried women, the latter is a much larger group and Latinos constitute less than 10 percent of the voting-eligible population. According Census data, in 2008, there were about 51 million unmarried voting-eligible women and 20 million voting-eligible Latinos.