

# ***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?***

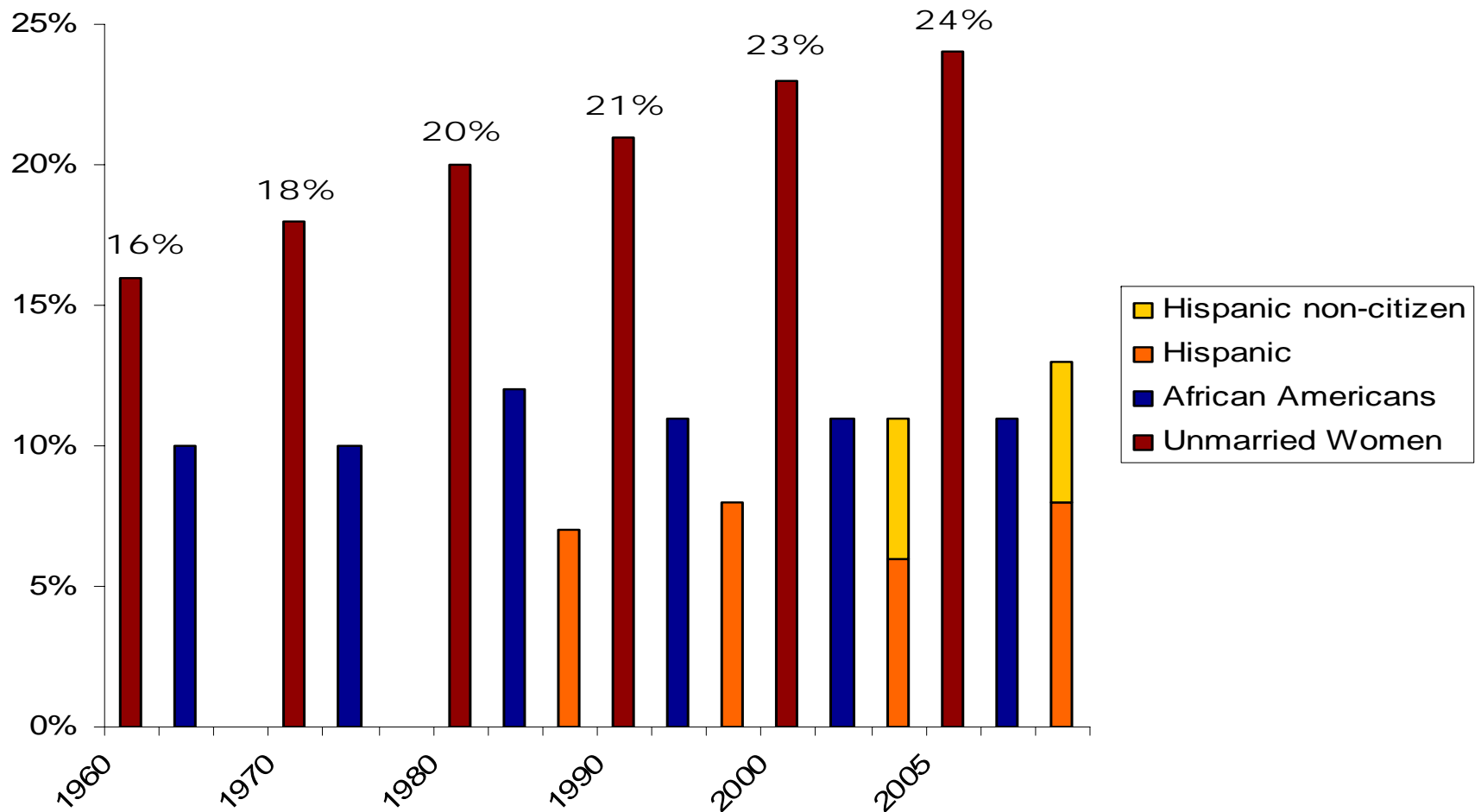
- **47 percent of American women live without a spouse (up from 35 percent in 1950).**
- **49,500,000 female citizens 18 and over are single, separated, divorced or widowed.**
- **These unmarried women make up 25 percent of the eligible American electorate – a larger share than eligible African Americans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

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

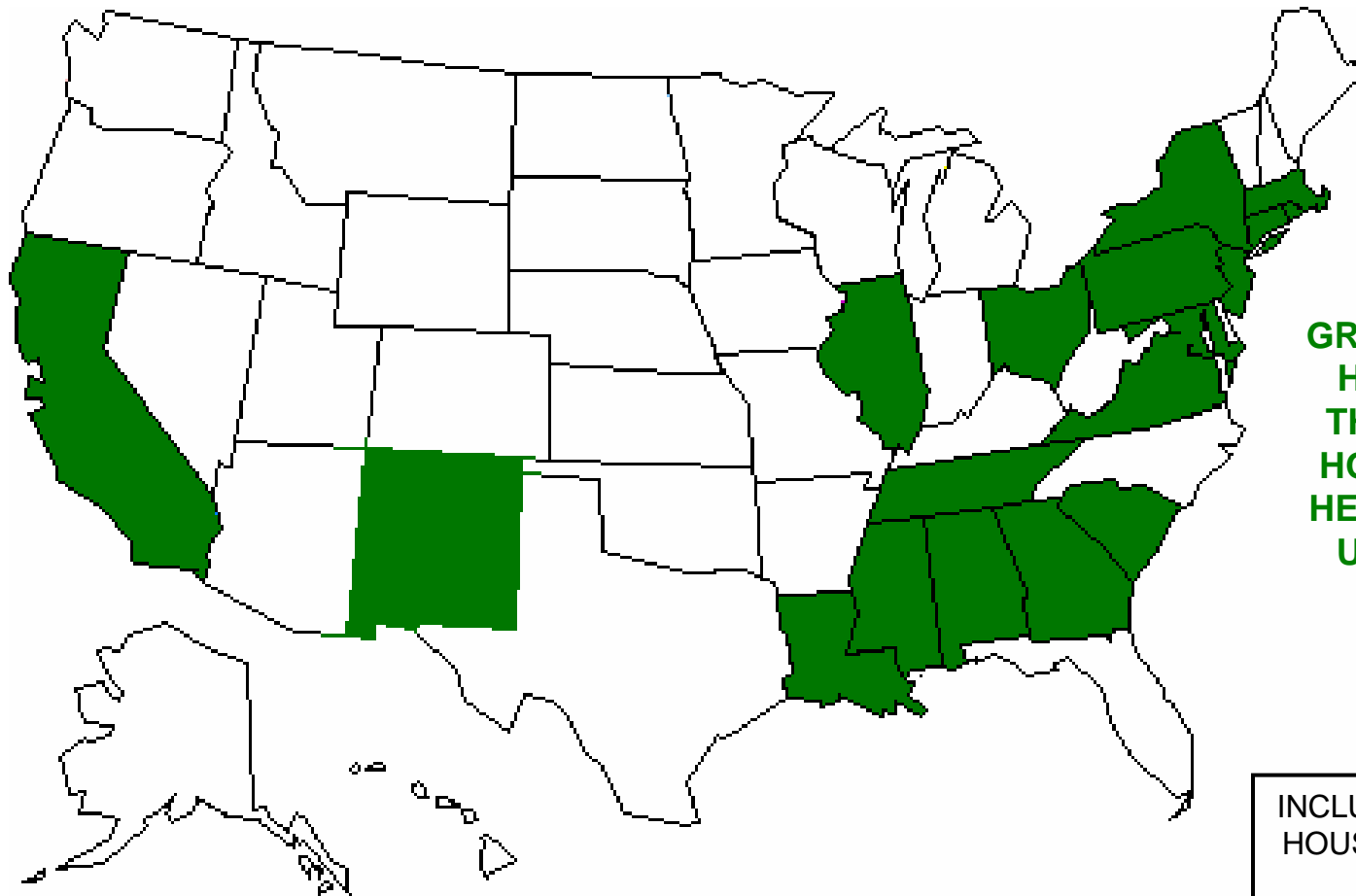


Estimates from the Nov. 2004 CPS

Unmarried America, 2007



*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

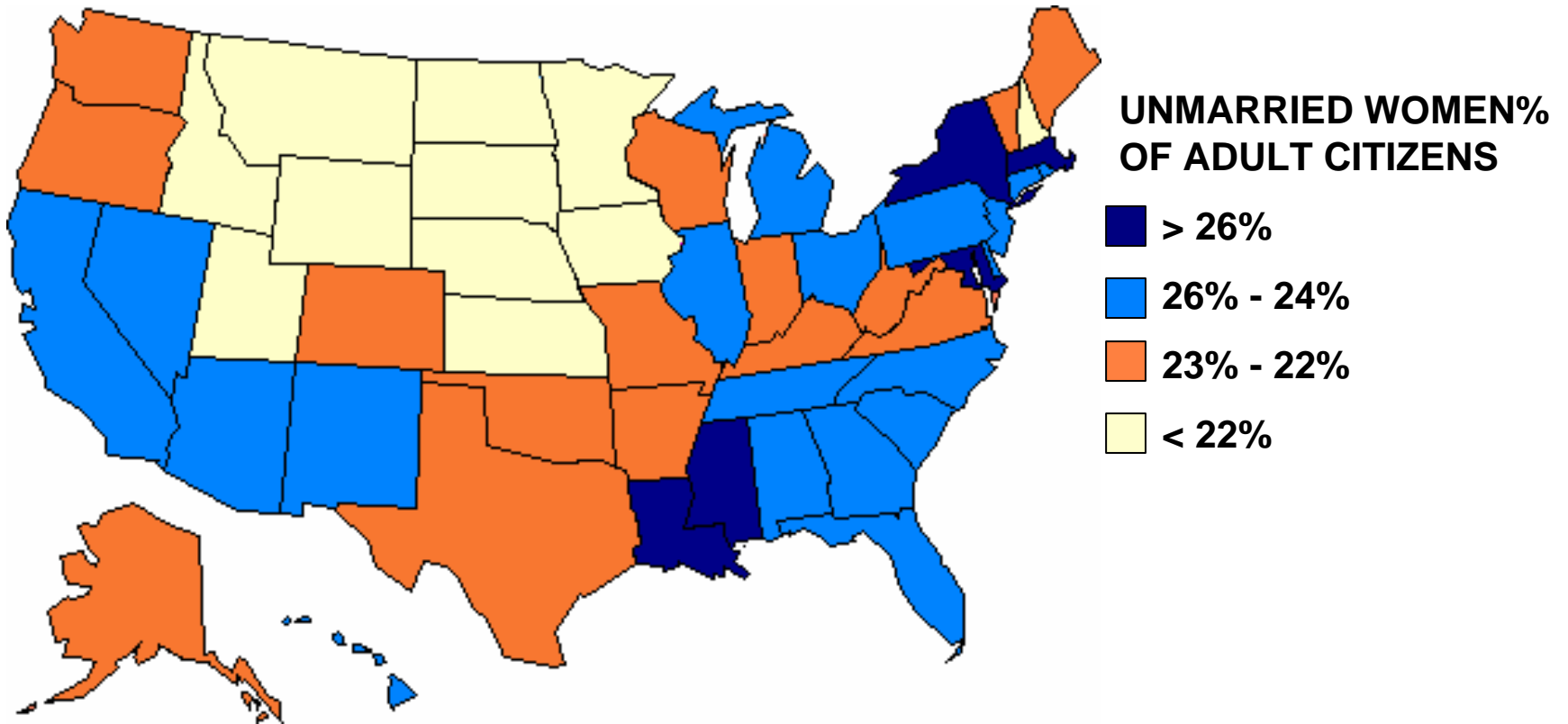


American Community Survey, 2005

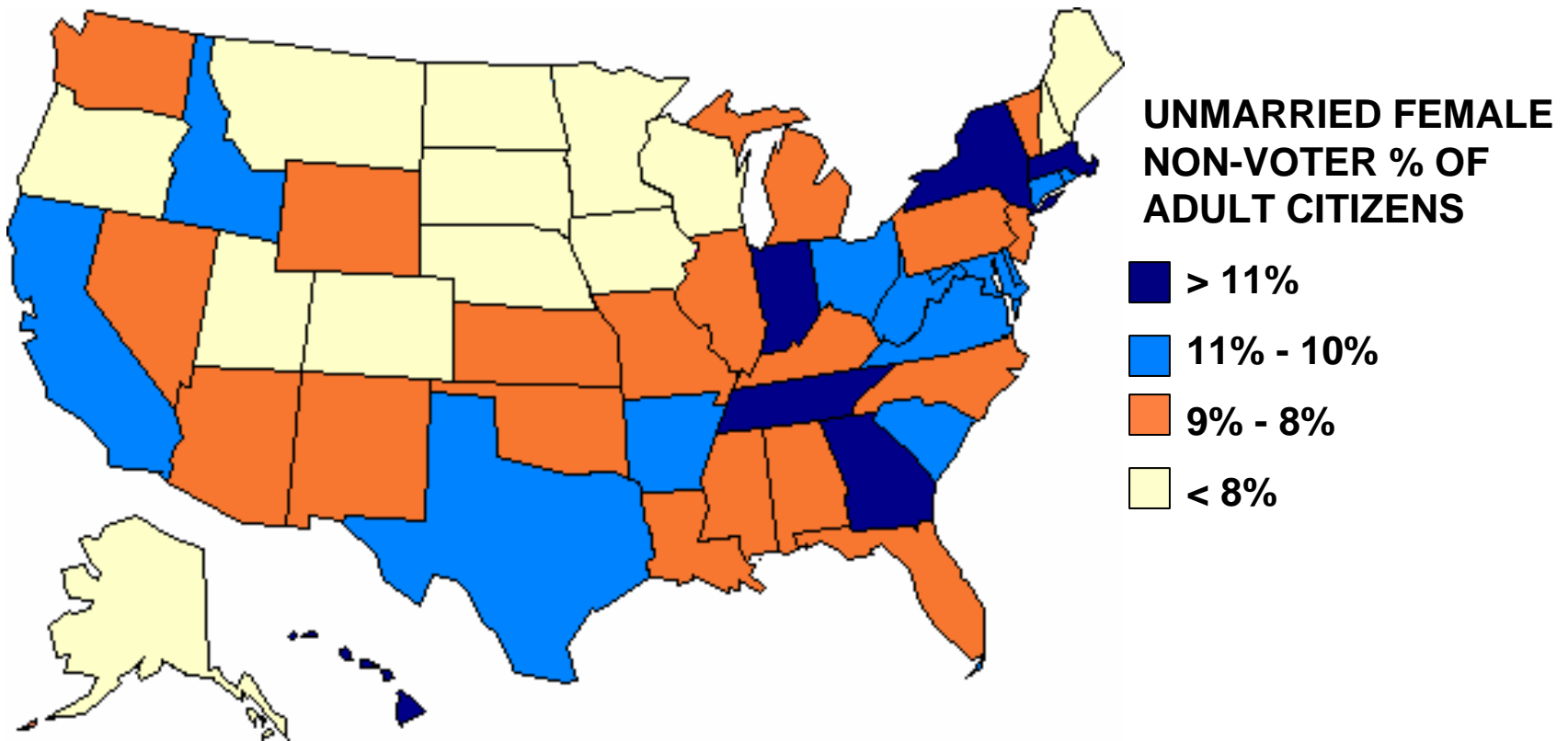
Unmarried America, 2007



# Unmarried women citizens are a dominant force across the country. <sup>8</sup>

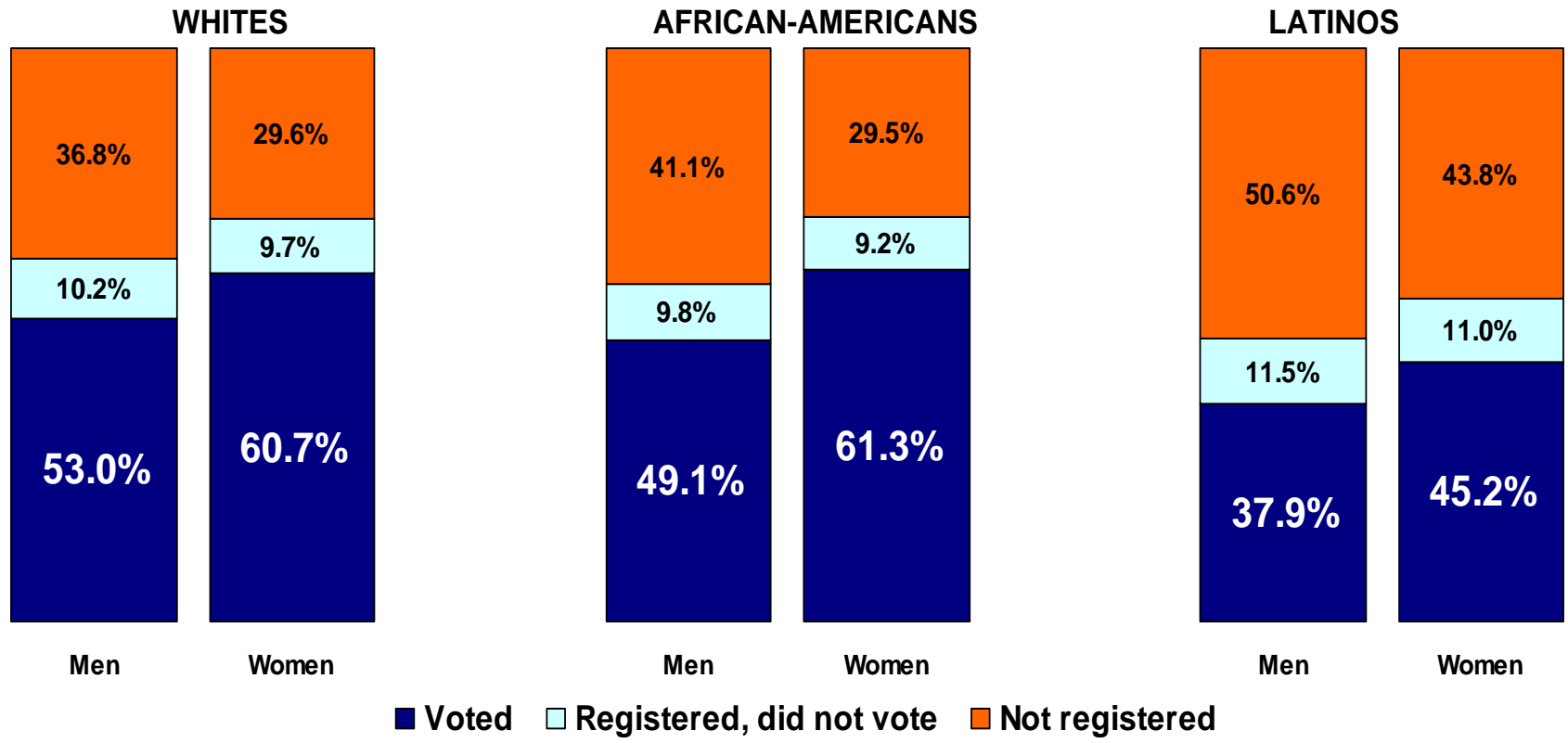


***Almost ten percent of adult citizens are unmarried women who did not vote in the 2004 election for President.***



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

UNMARRIEDS ONLY



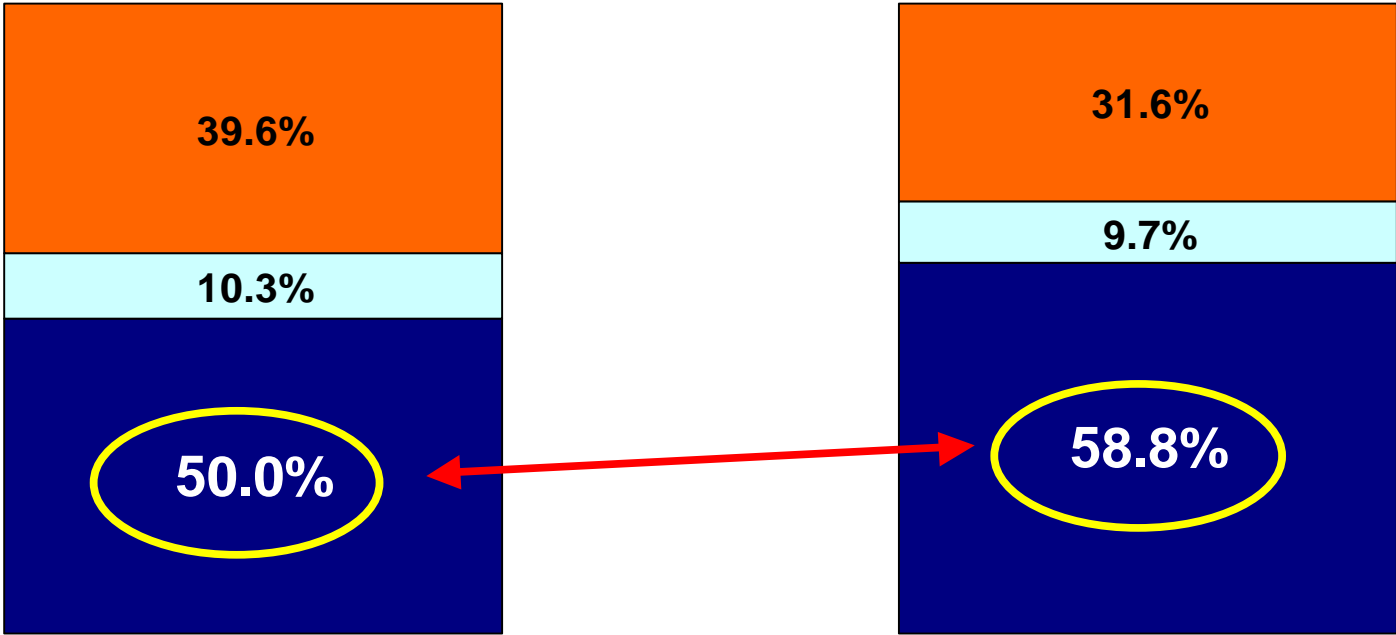
Current Population Survey, Nov 2004

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

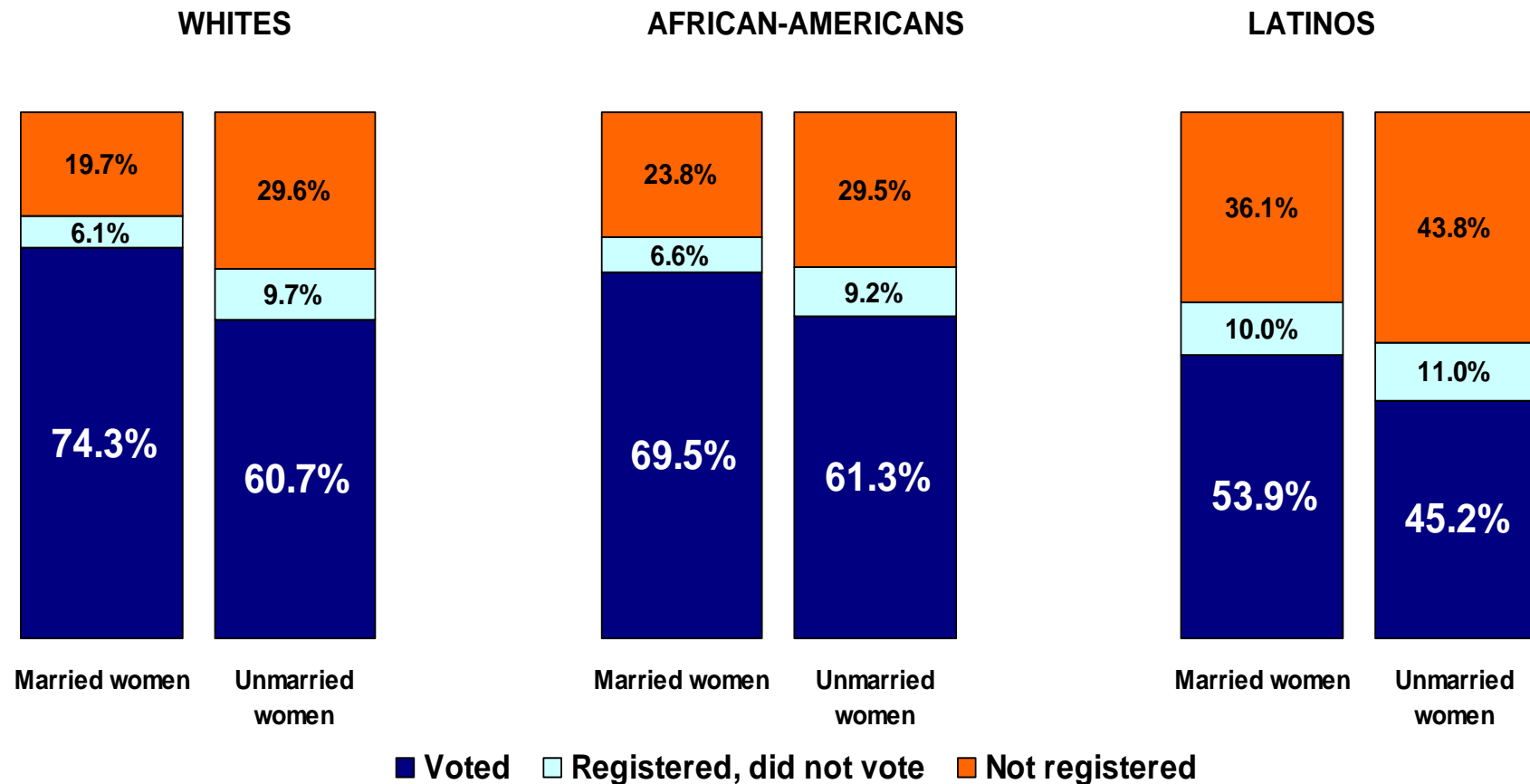


Current Population Survey, Nov 2004

Unmarried America, 2007



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



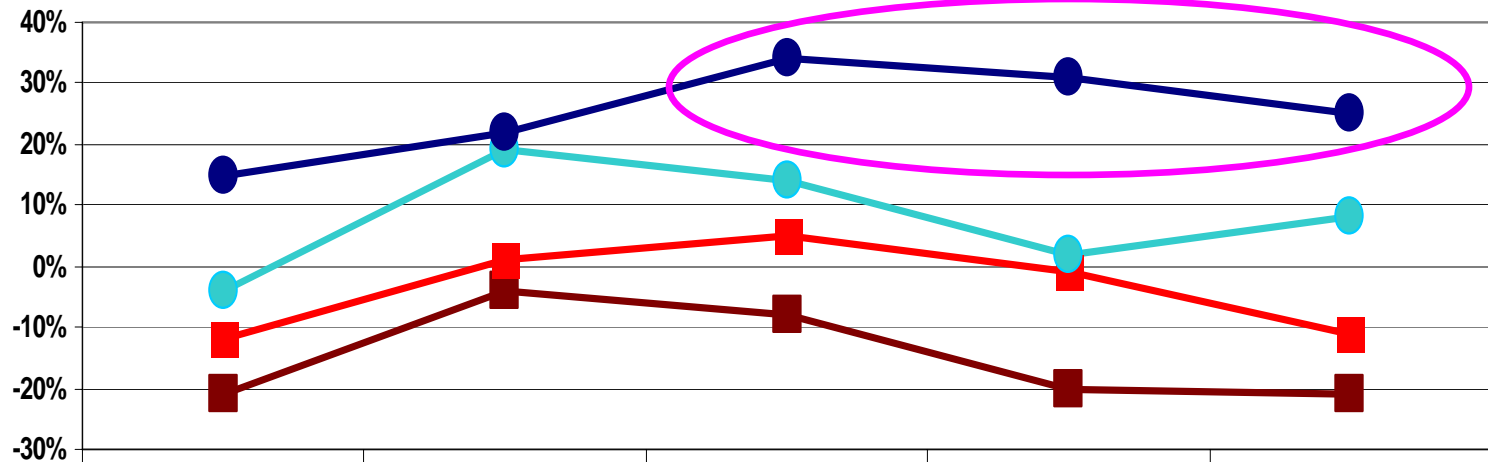
Current Population Survey, Nov 2004

Unmarried America, 2007



***In the last three Presidential elections, unmarried women have supported the Democratic nominee much more than other demographic groups have.*** 13

**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)**

	<b>Married Women</b>	<b>% of electorate</b>	<b>Unmarried Women</b>	<b>% of electorate</b>	<b>Net Difference Unmar-Mar</b>
Working women	-16	18%	+30	12%	<b>+46</b>
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%	<b>+47</b>
Children in HH, White	-31	8%	+6	2%	+37
College graduates	-6	14%	+34	8%	<b>+40</b>
College Graduates, White	-15	8%	+25	4%	+40



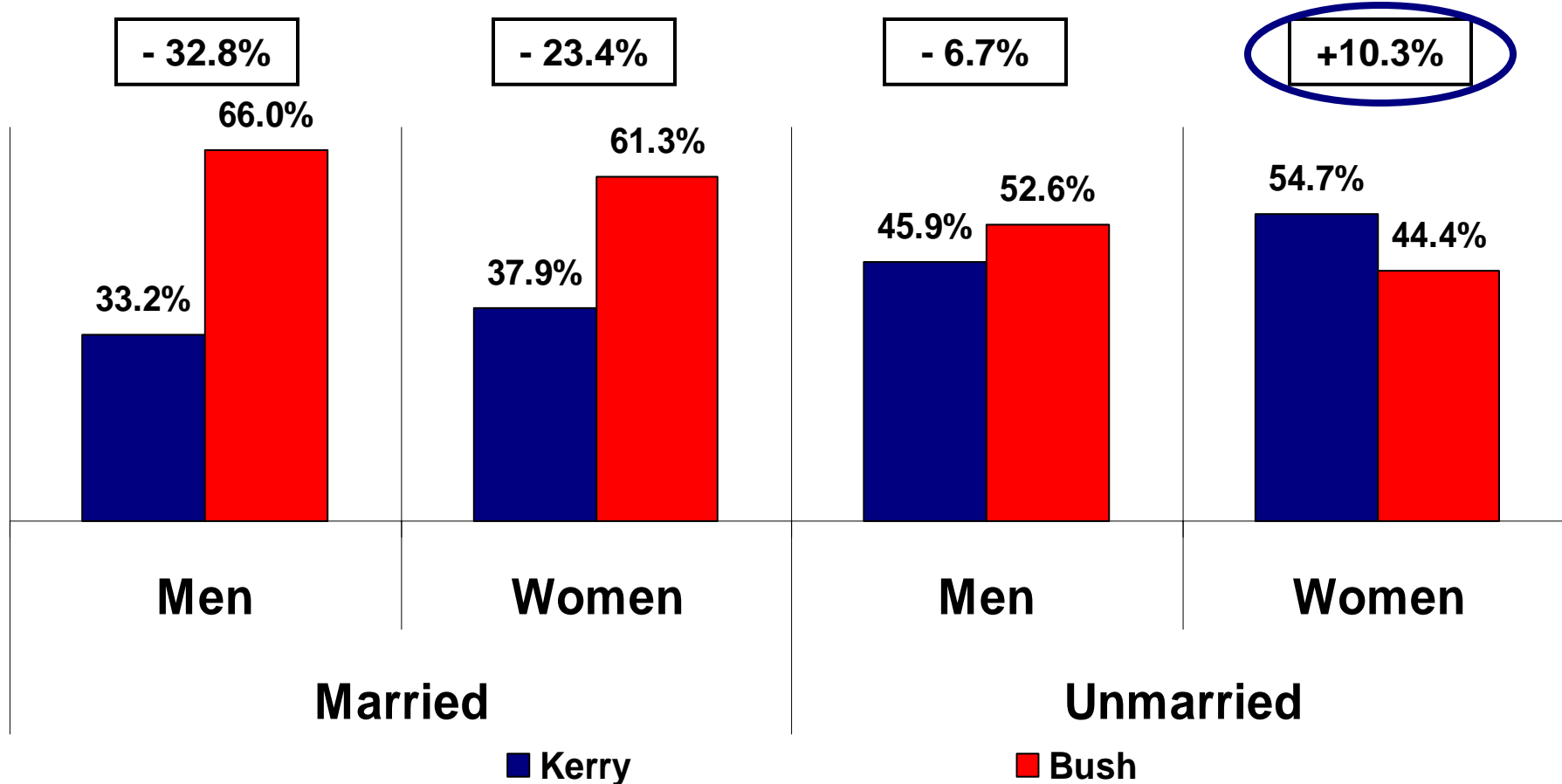
Edison/Mitofsky National Exit Poll 2004

Unmarried America, 2007



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

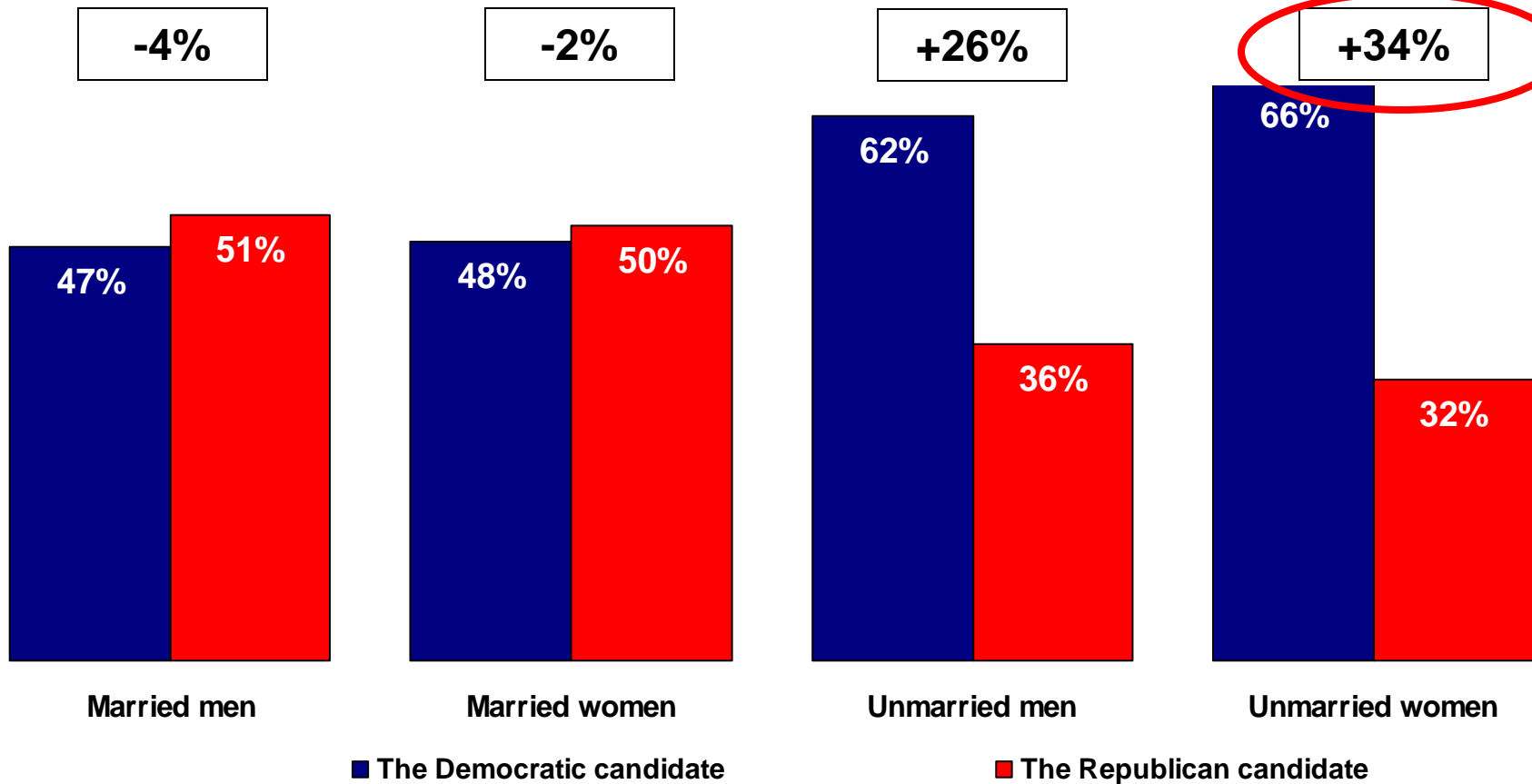
**2004 PRESIDENTIAL VOTE AMONG WHITE VOTERS**



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

### VOTE FOR HOUSE, 2006

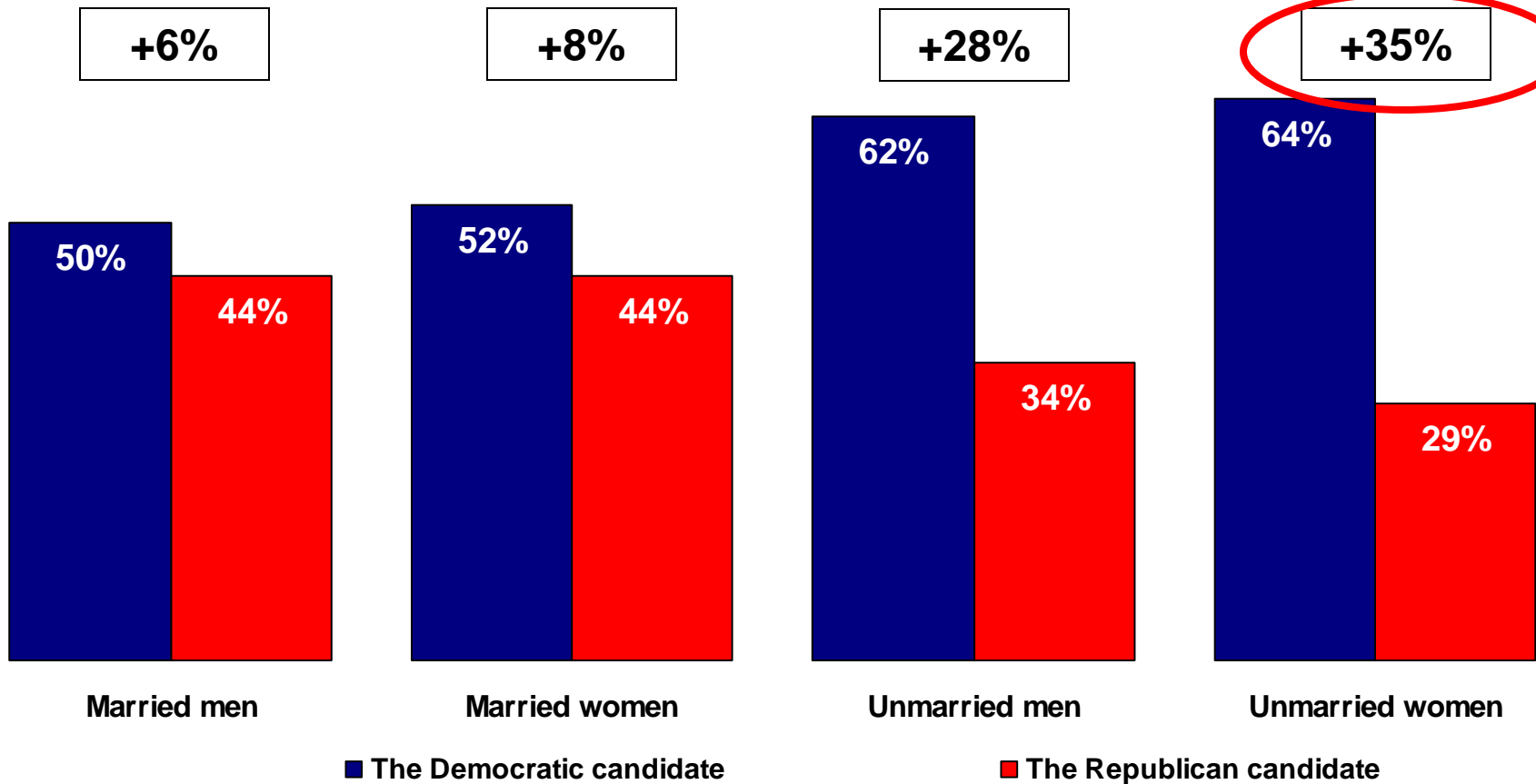
"In today's election for U.S. House of Representatives, did you just vote for..."



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

**VOTE FOR SENATE, 2006**

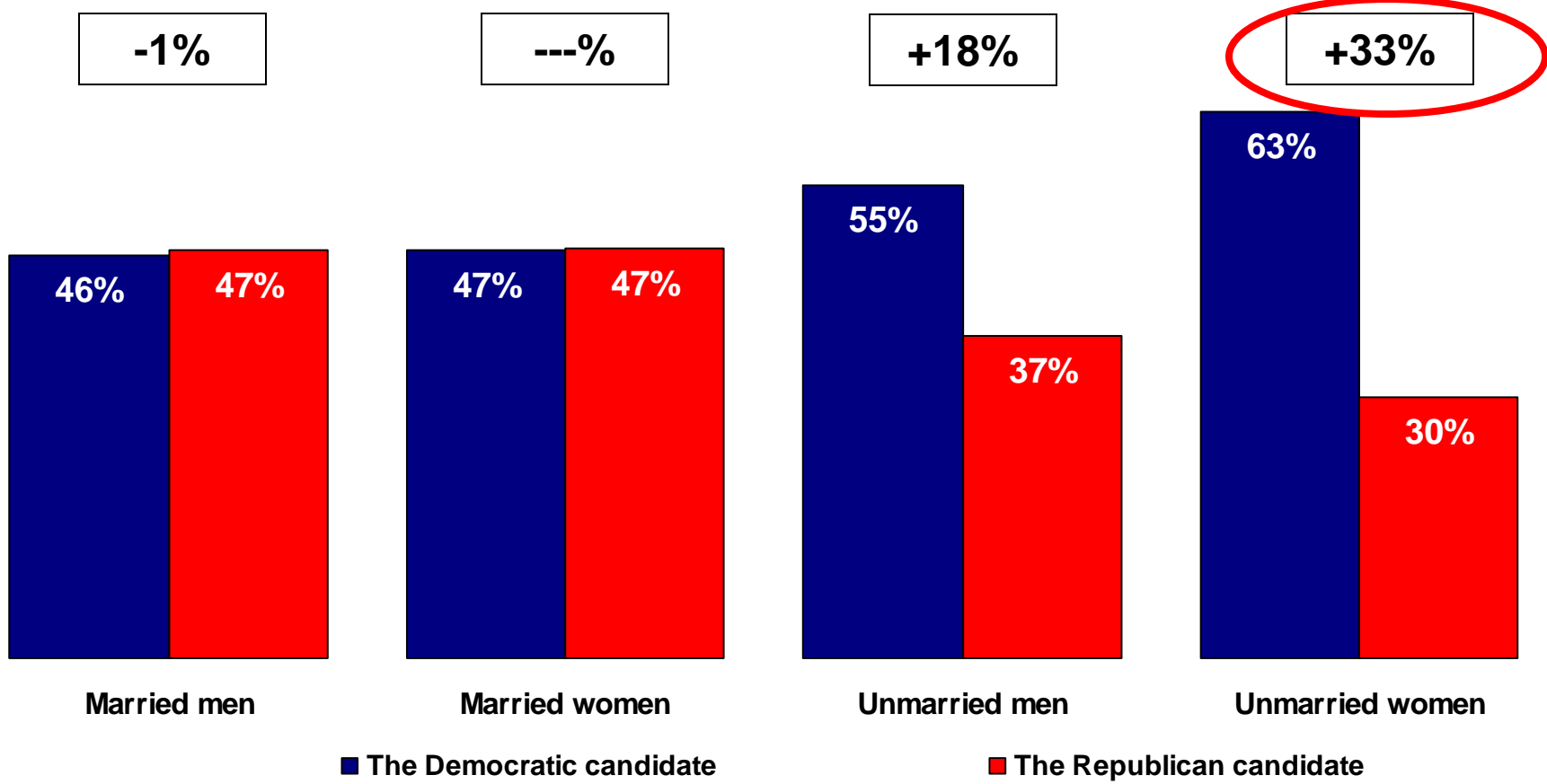
"In today's election for U.S. Senate, did you just vote for..."



*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..."



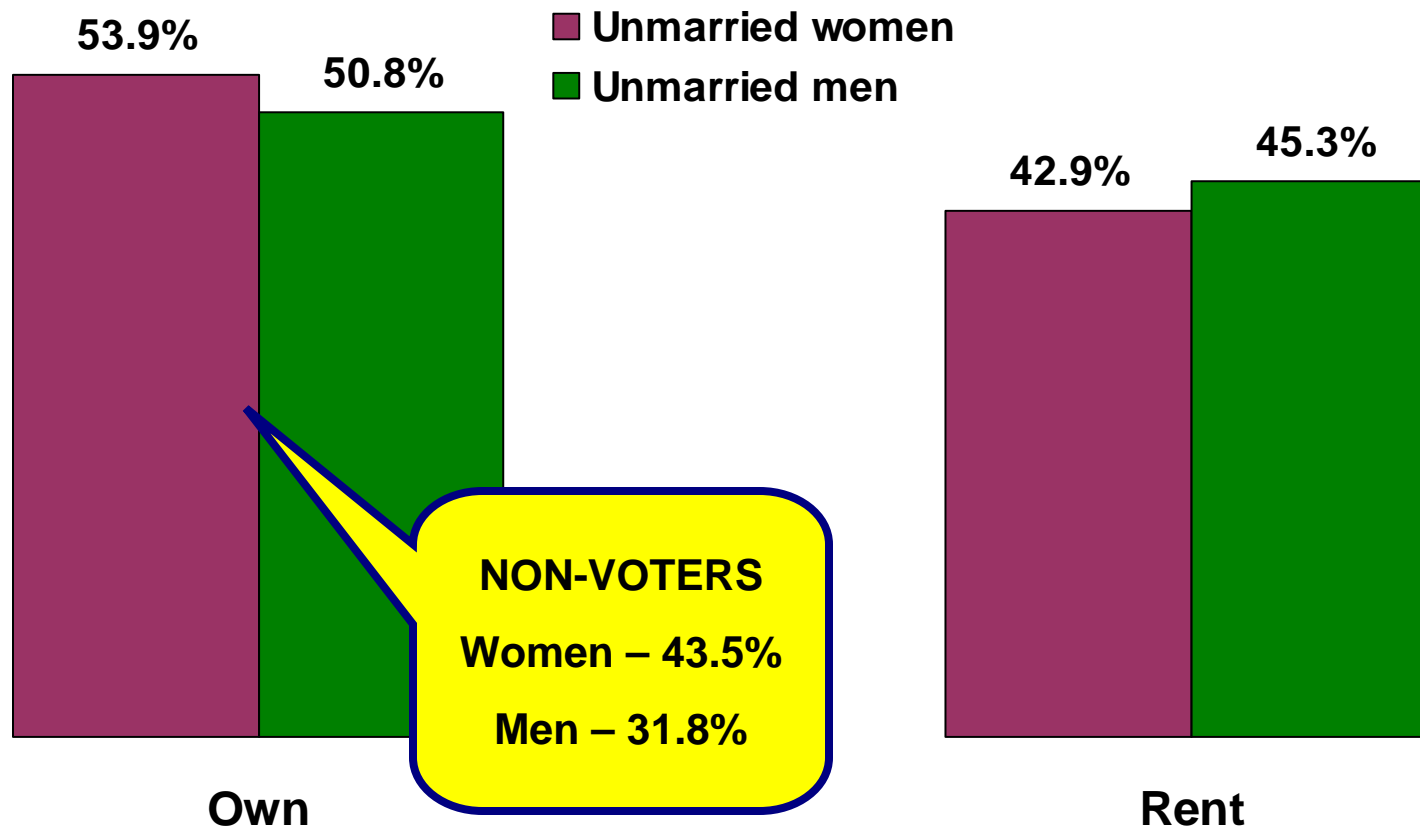
National Election Pool – Edison/Mitofsky 2006

Unmarried America, 2007



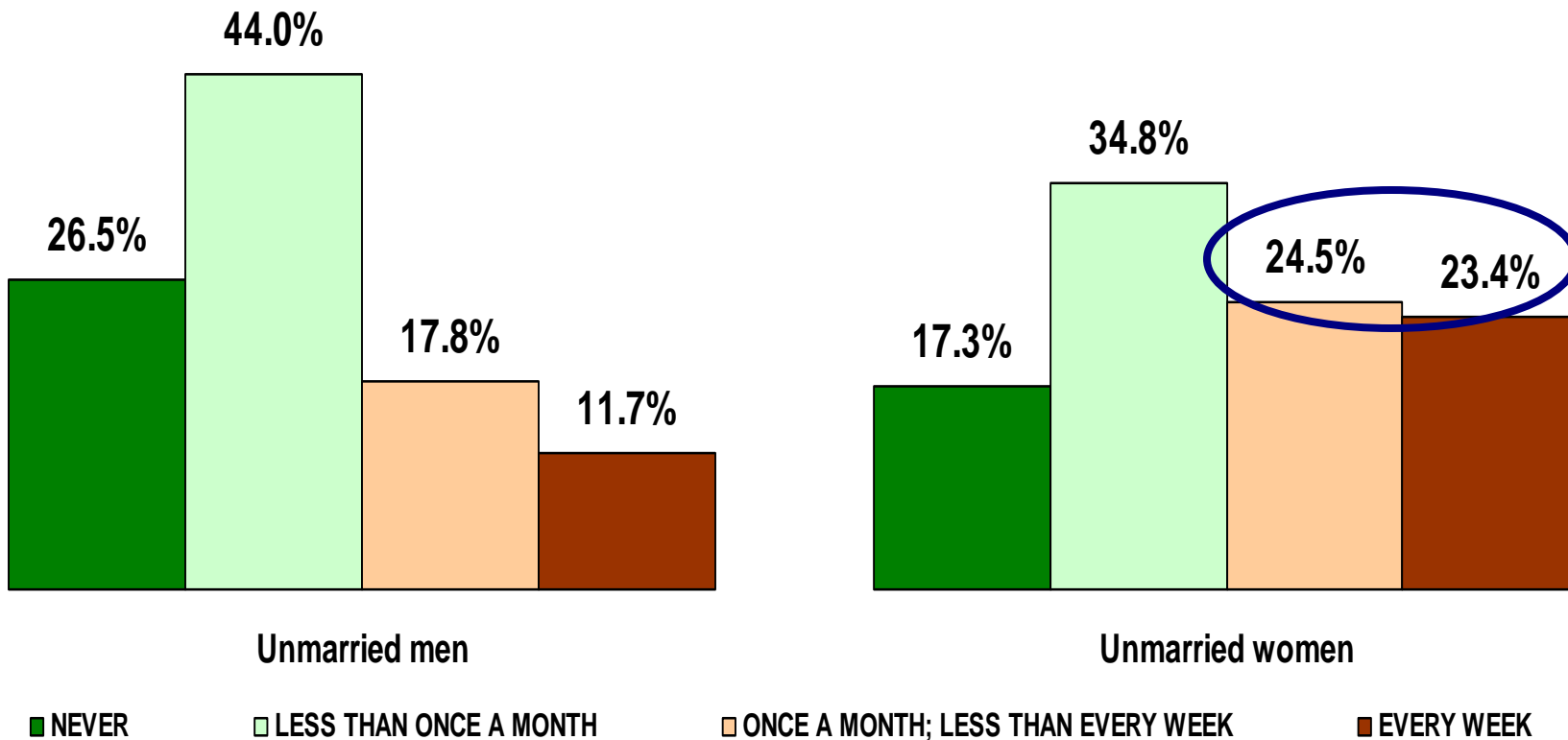
*At present, unmarried women appear more rooted in their communities since they have a higher rate of home-ownership than do unmarried men. The difference is especially large among non-voters.*

## 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)**



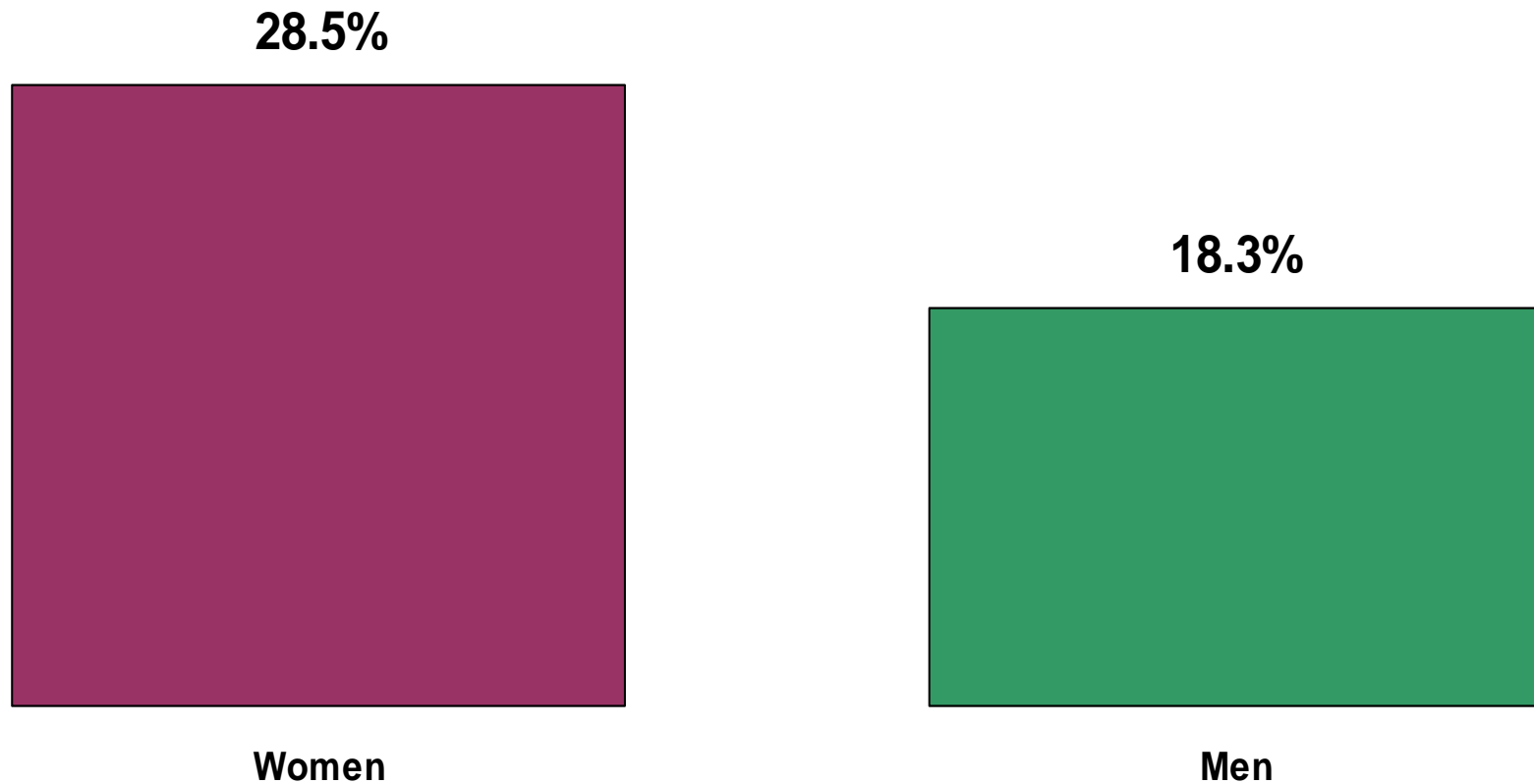
General Social Survey, 2004

Unmarried America, 2007



*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)

