

Key Demographic Groups and Election 2016

Millennials are those born after 1980, the first generation to come of age in the new century.

- They are the most educated generation in history, especially young women. They are the generation most supportive of gay marriage and marijuana legalization. Abortion attitudes are an exception to the trend of greater generational social-issue liberalism. Millennials are less conventionally religious. Only 2% have served in the military. In 2015 Harris polling, 47 percent of 18- to 29-year-olds had one or more tattoos.
- In Pew's 2015 cumulative polling, 48% of 18- to 34-year-olds identified themselves as independents, 29% as Democrats, and 17% as Republicans.
- Voters under age 30 supported President Obama by 60-36% in 2012. Voters over age 30 narrowly favored Romney (50-48%).
- Young whites voted for Romney (51-44%). Young blacks (91%) and Hispanics (74%), Obama.
- 58% of 18- to 29-year-olds were non-Hispanic whites in 2012; 76% of older people were.
- Millennials and Baby Boomers will each make up 31% of eligible voters in 2016.
- 18-year-olds who will vote in 2016 were 2 years old when Bill Clinton left office. They were born in 1998, the year Jeb Bush was first elected Florida's governor.

-----18- to 29-year-olds-----			
	Share of voters	Pres. vote Dem.-Rep.	Composition
2012	19%	60-36%	42% non-white, 58% white
2008	18	66-32	38% non-white, 62% white
2004	17	54-45	32% non-white, 68% white
2000	17	48-46	26% non-white, 74% white
	Share of voters	House vote Dem.-Rep.	Composition
2014	13%	54-43%	25% non-white, 75% white
2010	12	55-42	23% non-white, 77% white

Minorities:

- Between 2000 and 2010, Asians were the fastest growing ethnic group. In 2012, they voted for Obama (73-26%). Since 2000, majorities of Asians have voted Democratic.
- The Hispanic population grew 43% between 2000 and 2010, generating 56% of the nation's growth. 58% of the increase came from births here rather than new arrivals.
- The black population is growing slowly. In 2012, blacks cast a slightly larger share of their votes (13%) than their population share (12%). They also voted at a higher rate than whites. The black vote has been more than 80% Democratic since 1972.
- Non-Hispanic whites were around 90% of the electorate in 1972 and 72% in 2012. Romney's share of the white vote, 59%, was higher than Reagan's in 1984, 56%. The white share of the electorate has declined by 2 percentage points in each recent election.
- For every 100 Hispanics in 2012, 44 were eligible to vote. For every 100 whites, 78 were eligible. For every 100 blacks, 69 were. For every 100 Asians, 53 were. Electorally, Hispanics are punching below their demographic weight.
- More than a quarter of Asian and Hispanic recent newlyweds married someone of a different race or ethnicity.

Hispanics			Whites		
	Share of voters	Pres. vote Dem.-Rep.		Share of voters	Pres. vote Dem.-Rep.
2012	10%	71-27%		72%	39-59%
2008	8	67-31		74	43-55
2004	6	58-40		79	41-58
2000	4	62-35		82	42-55
	Share of voters	House vote Dem.-Rep.		Share of voters	House vote Dem.-Rep.
2014	8%	62-36%		75%	38-60%
2010	8	60-38		77	37-60

Women and Men, Marrieds and Not Marrieds: In every election since 1980, women have been more Democratic than men in presidential voting. Women vote at higher rates than men. The marriage gap is larger than the gender gap.

- Both parties will seek the votes of women in 2016, but they will be looking at different women. Republicans will work to expand their support among married women, whereas Democrats will be counting on nonmarried women who have voted increasingly Democratic in recent elections.
- According to one demographer, nonmarried women will be 47% of all women in 2020. Singles are less reliable voters than married people.

-----Women-----			-----Men-----		
	Share of voters	Pres. vote Dem.-Rep.		Share of voters	Pres. vote Dem.-Rep.
2012	53%	55-44%		47%	45-52%
2008	53	56-43		47	49-48
2004	54	51-48		46	44-45
2000	52	54-43		48	42-53
	Share of voters	House vote Dem.-Rep.		Share of voters	House vote Dem.-Rep.
2014	51%	51-47%		49%	41-57%
2010	52	48-49		48	41-55

-----Married-----		Not married (single, divorced, separated, widowed)		-----2012-----	
	Share of voters	Presidential vote Dem.-Rep.		Share of voters	Presidential vote Dem.-Rep.
2012	60%	42-56%	40%	62-35%	38% D – 60% R
2008	66	47-51	34	65-33	Married women
2004	63	42-57	37	58-40	46% D – 53% R
2000	65	44-53	35	57-38	Not married men
					56% D – 40% R
					Not married women
					67% D – 31% R
	Share of voters	House vote Dem.-Rep.		Share of voters	House vote Dem.-Rep.
2014	63%	40-58%	37%	55-42%	

Sources: U.S. Census, Charlie Cook, Gallup, Pew, States of Change project, and National Election Pool exit poll. Sources available upon request. Last updated: February 2016. Contact Karlyn Bowman kbowman@aei.org for further information.