

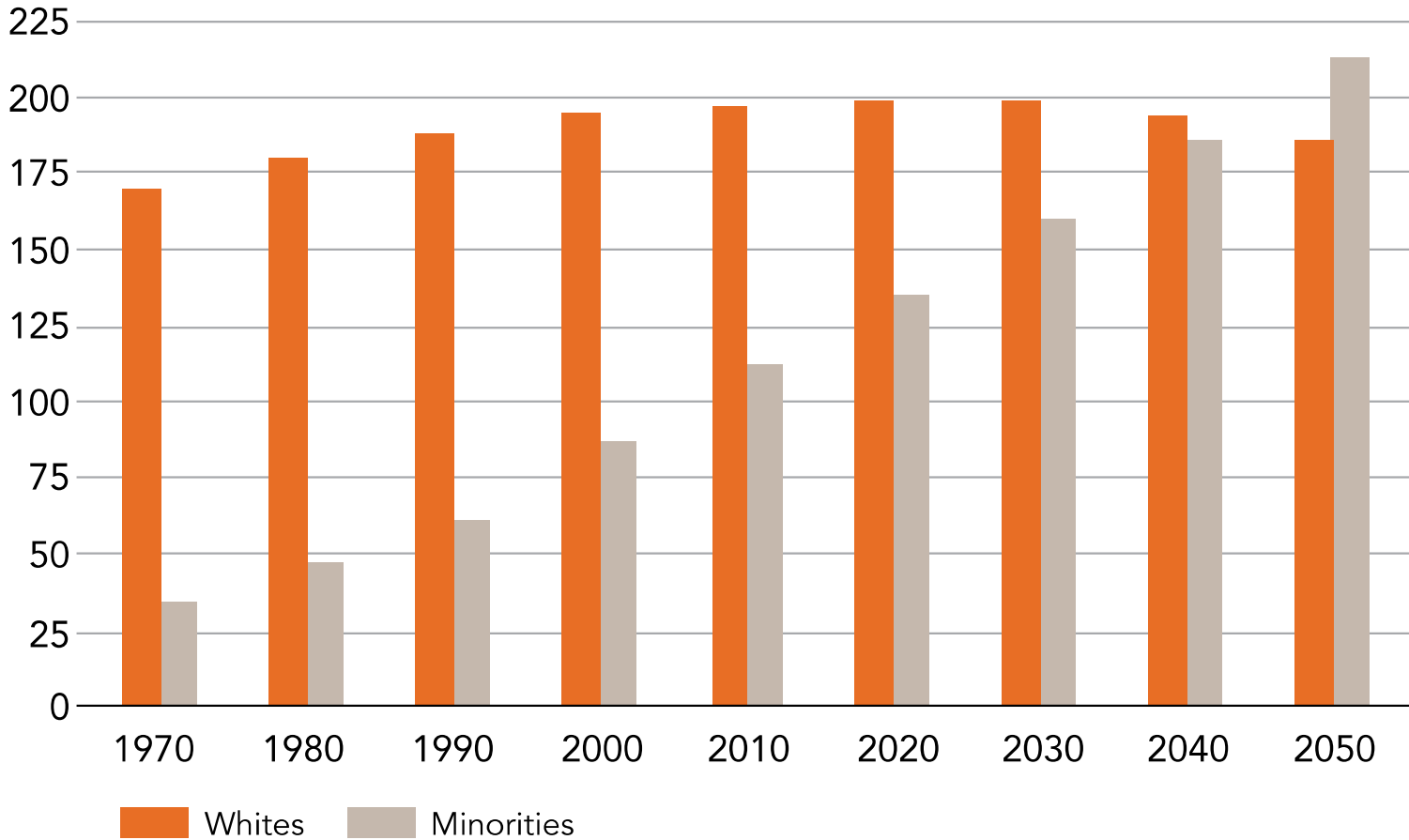
Diversity and America's New Election Demographics

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FIGURE 1-1

U.S. White and Minority Populations, 1970–2050

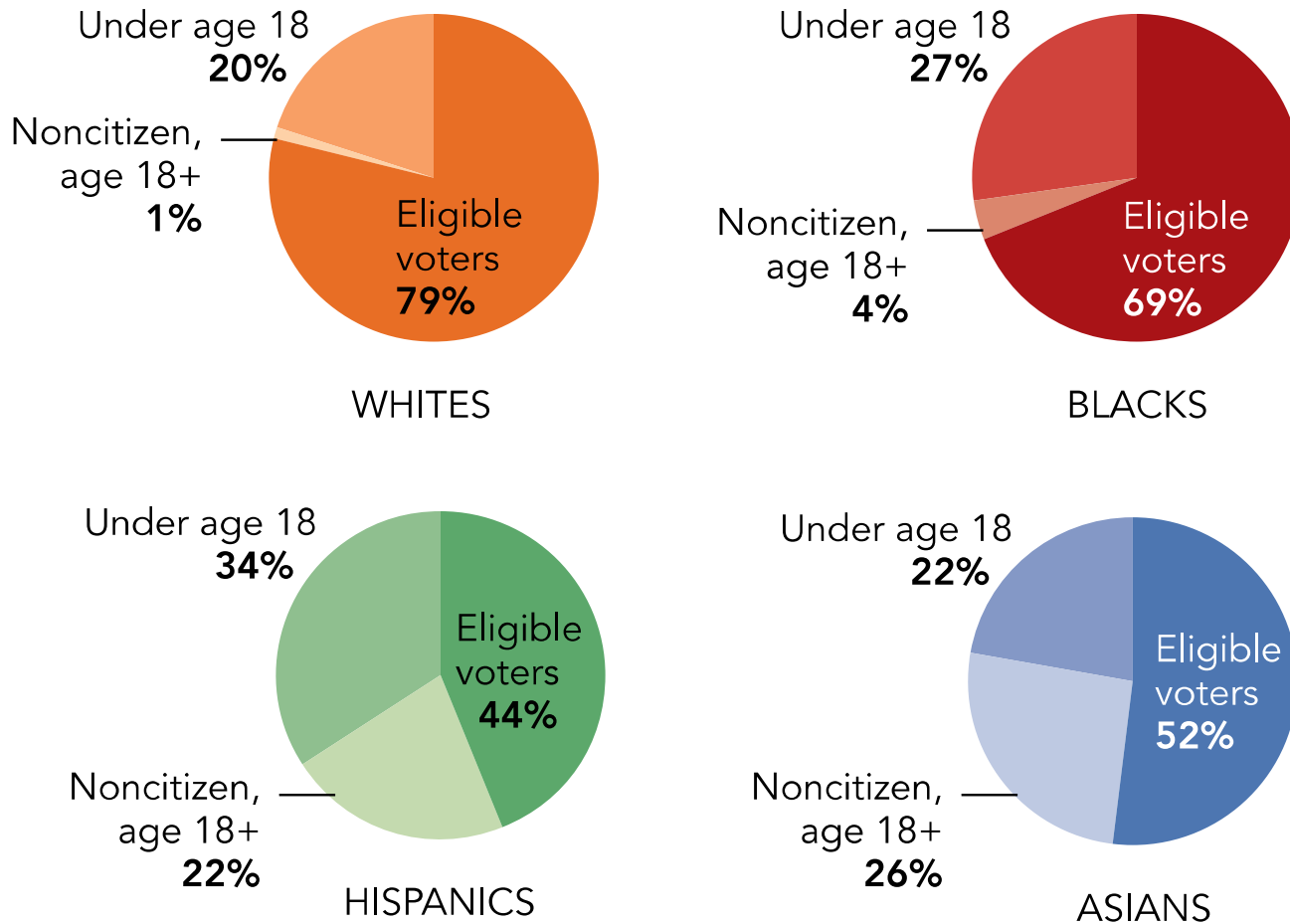
Millions



Source: U.S. censuses and Census Bureau projections, various years.

FIGURE 11-1

Share of Population Eligible to Vote, 2012

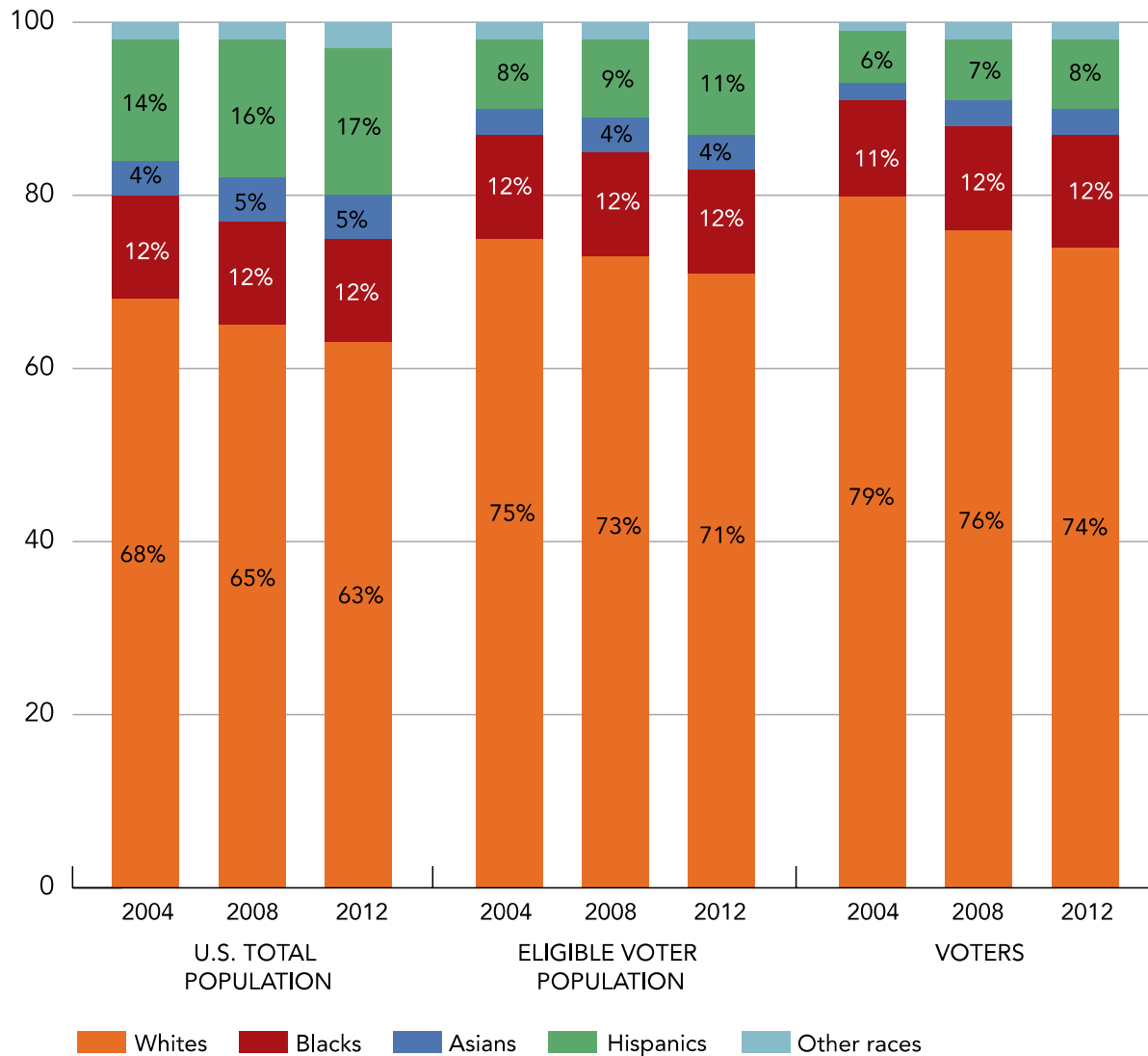


Source: Current Population Survey, November 2012 Supplement.

FIGURE 11-2

U.S. Total and Eligible Voter Population by Race, 2004–12

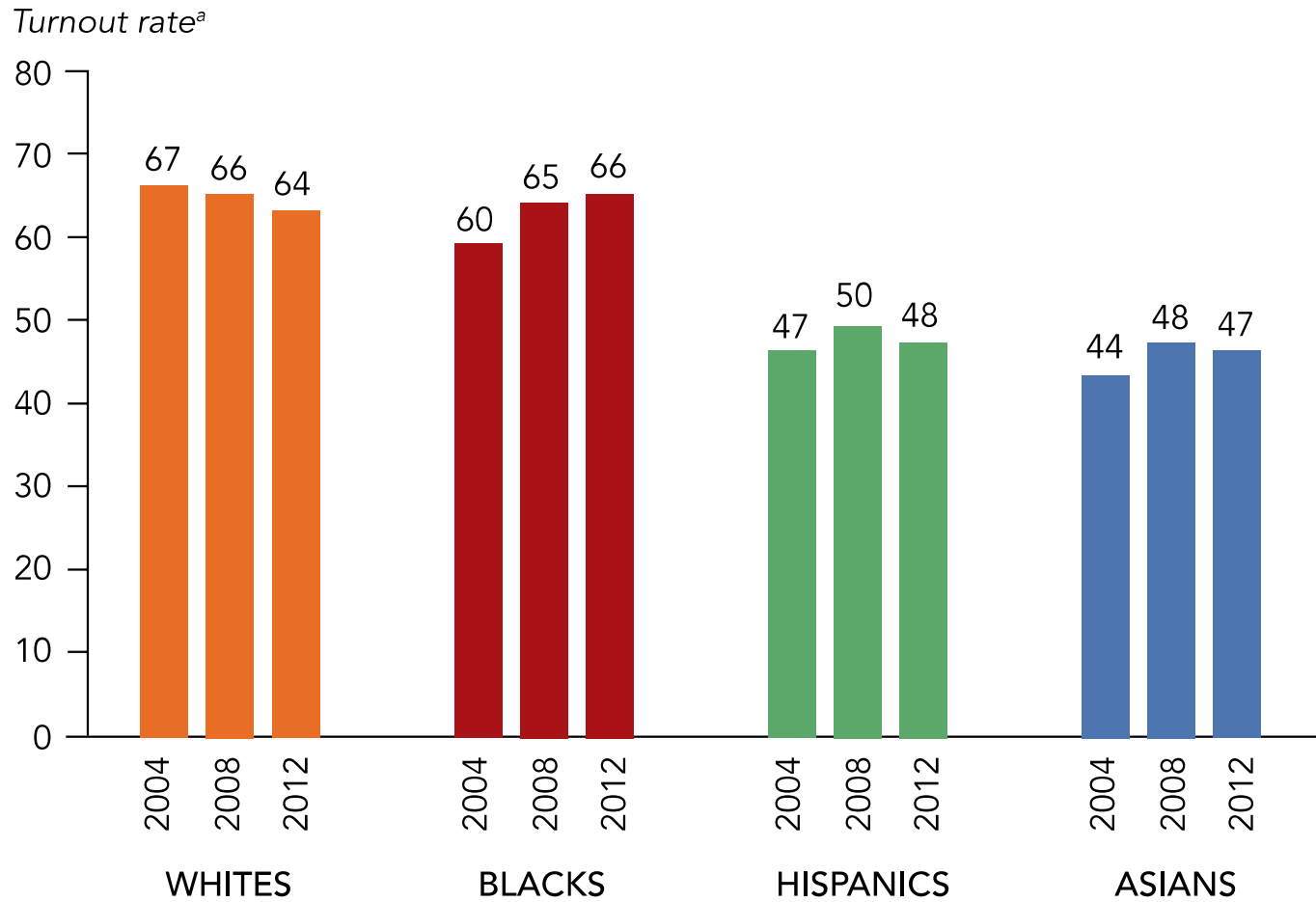
Percent



Source: Current Population Survey, November 2004, 2008, and 2012 Supplements.

FIGURE 11-4

Voter Turnout, by Race, in the 2004, 2008, and 2012 Presidential Elections

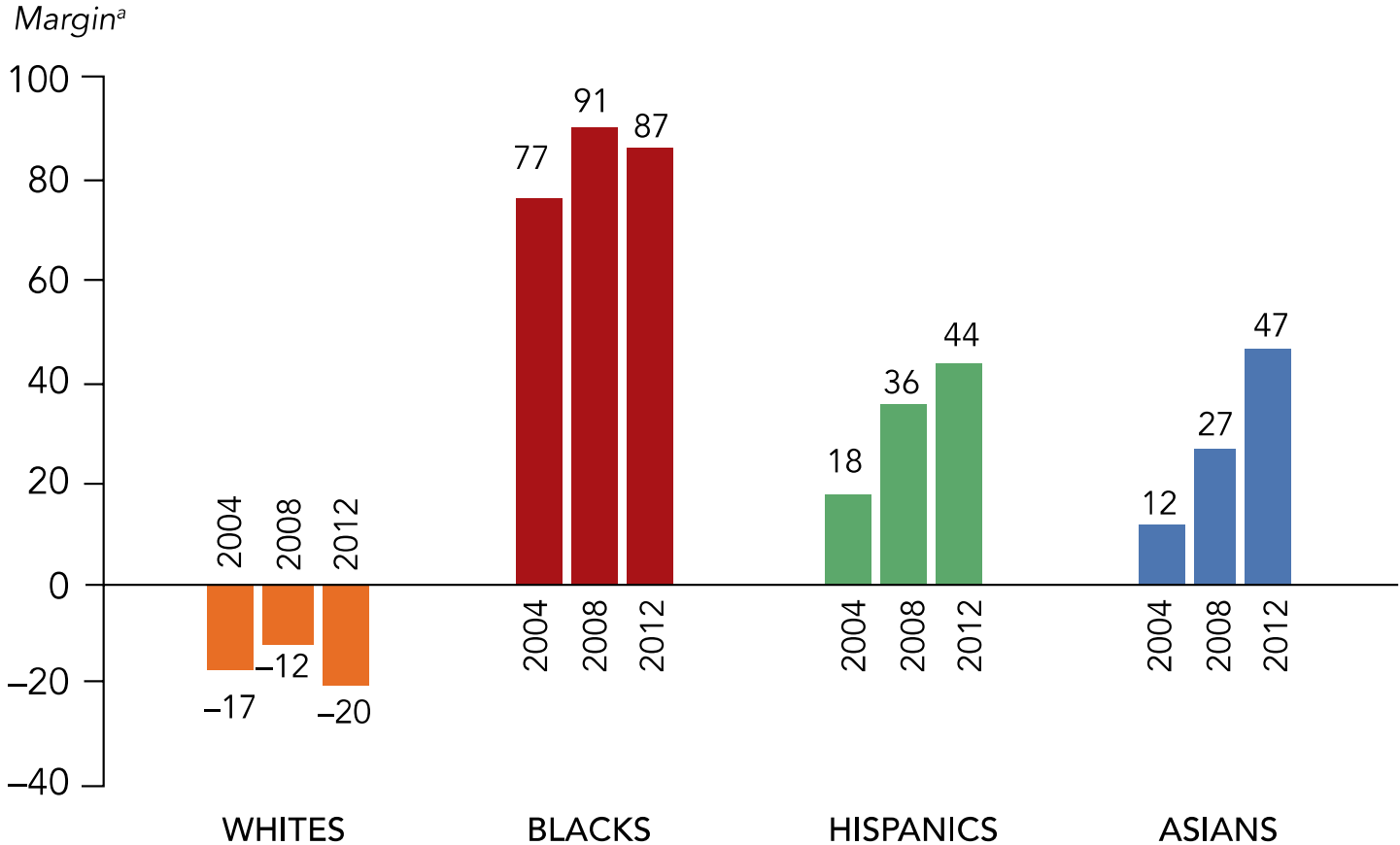


Source: Current Population Survey, November 2004, 2008, and 2012 Supplements.

^aTurnout rate is defined as percent of eligible voters who voted.

FIGURE 11-3

Democratic-over-Republican Margin, by Race, in 2004, 2008, and 2012 Presidential Elections



Source: National Election Pool media consortium, Edison Research as reported in CNN Election Center, <http://www.cnn.com/election/2012/results/main>.

^aMargin is defined as percent voting for Democratic candidate minus percent voting for Republican candidate.

TABLE 11-1

Racial Contributions to Presidential Election Outcomes, 2004, 2008, and 2012

Group	Net Vote Gains for Democratic versus Republican Candidate (1000s) ^a		
	2004	2008	2012
Total	-3,012	9,549	4,985
Whites	-16,008	-11,676	-18,555
Minorities	12,996	21,225	23,540
<i>Winning candidate</i>	Bush (R)	Obama (D)	Obama (D)
<i>Losing candidate</i>	Kerry (D)	McCain (R)	Romney (R)

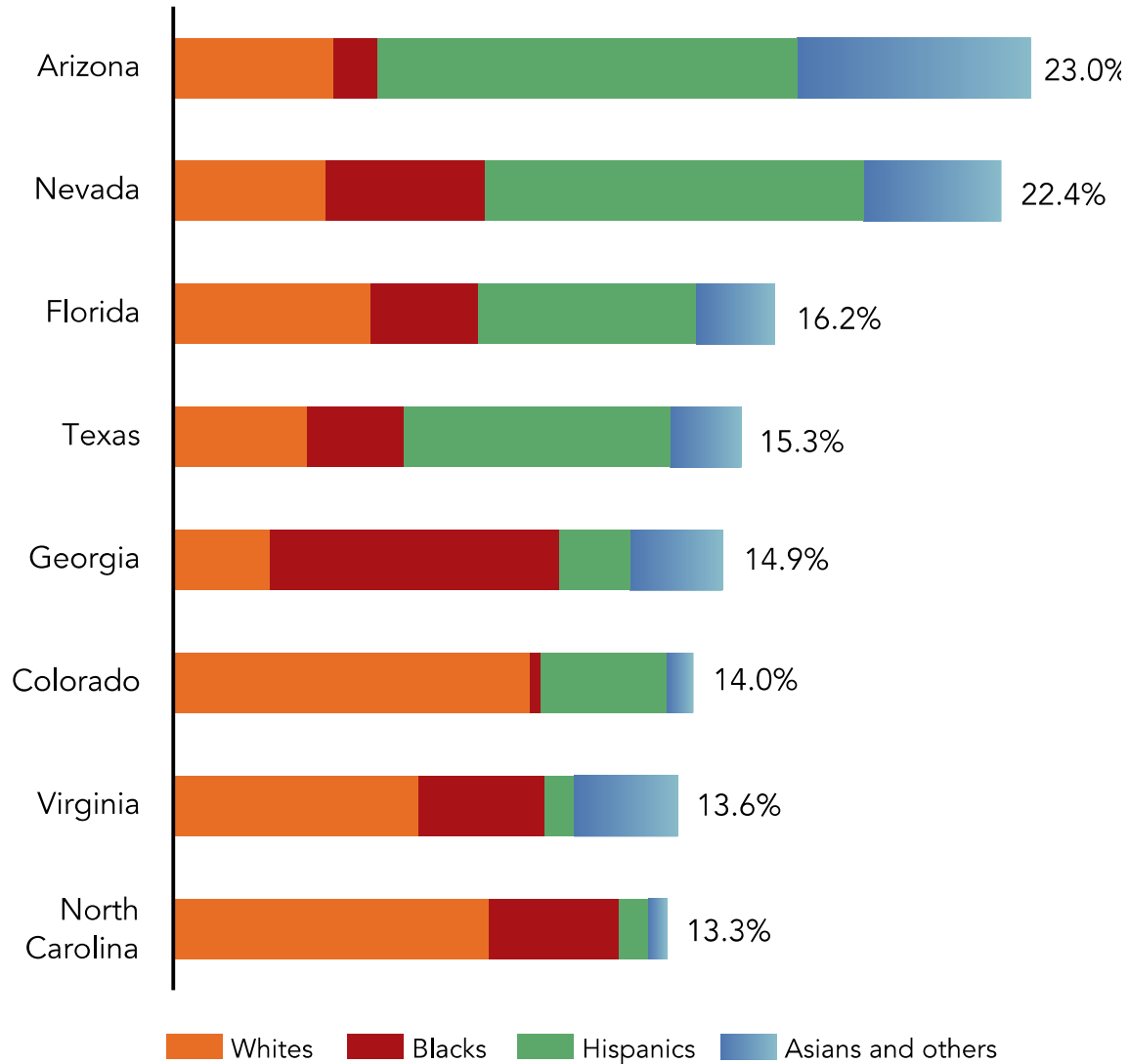
Source: Author's analysis of national popular votes reported in David Leip's *Atlas of U.S. Presidential Elections* and margins reported by the National Election Pool media consortium, as reported in CNN Election Center (<http://www.cnn.com/election/2012/results/main>).

^aIndicates votes for Democratic candidate minus votes for Republican candidate.

FIGURE 11-8

Growth in Eligible Voters, by Race Contributions, 2004–12

Growth rate



Source: Current Population Survey, November 2004 and 2012 Supplements.

