

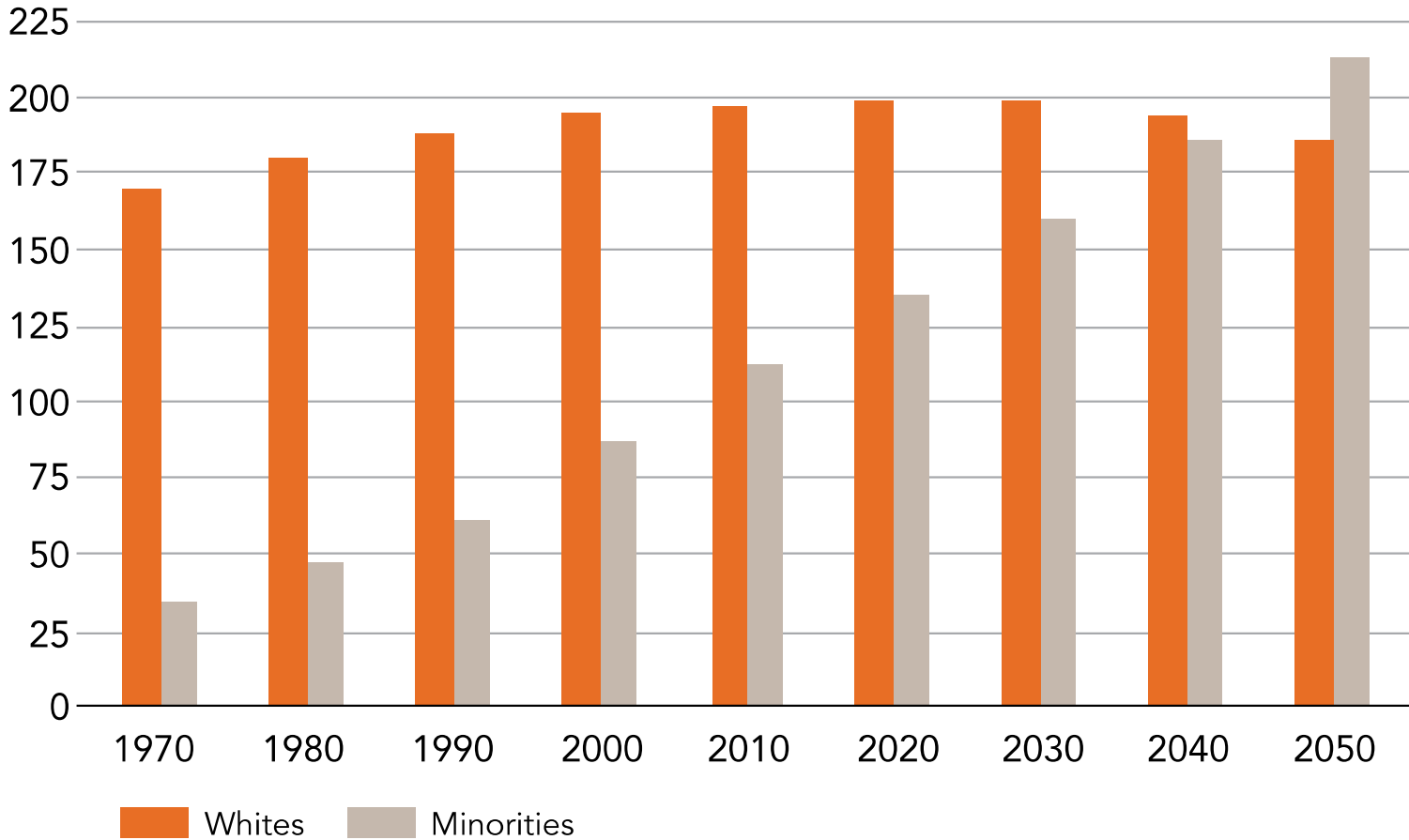
# Diversity and America's New Election Demographics

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FIGURE 1-1

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

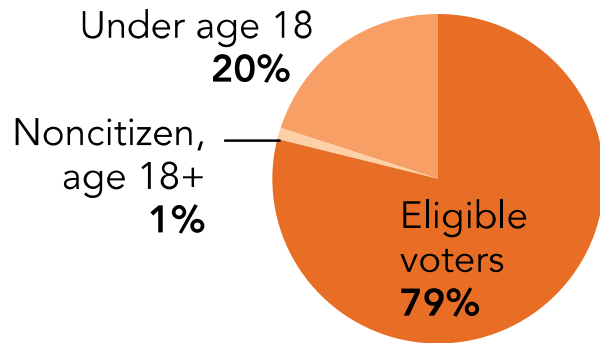
Millions



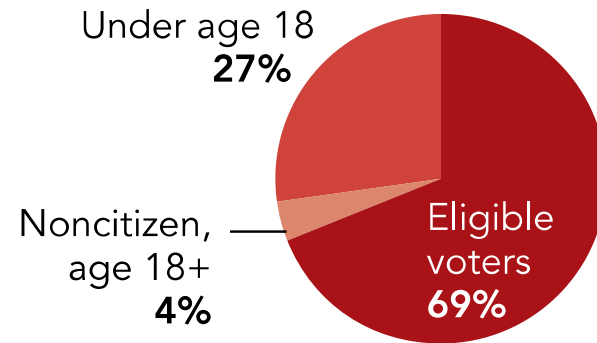
Source: U.S. censuses and Census Bureau projections, various years.

FIGURE 11-1

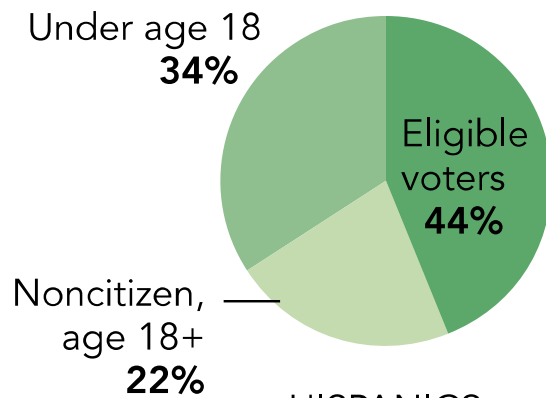
## Share of Population Eligible to Vote, 2012



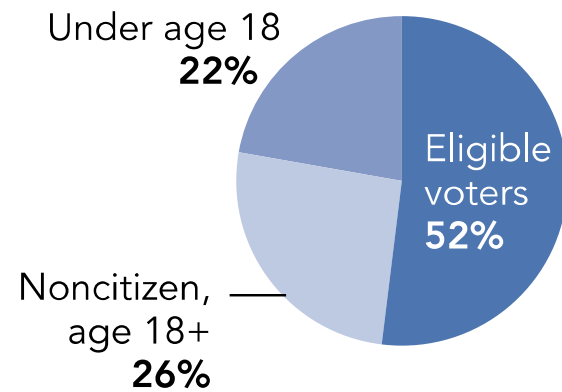
WHITES



BLACKS



HISPANICS



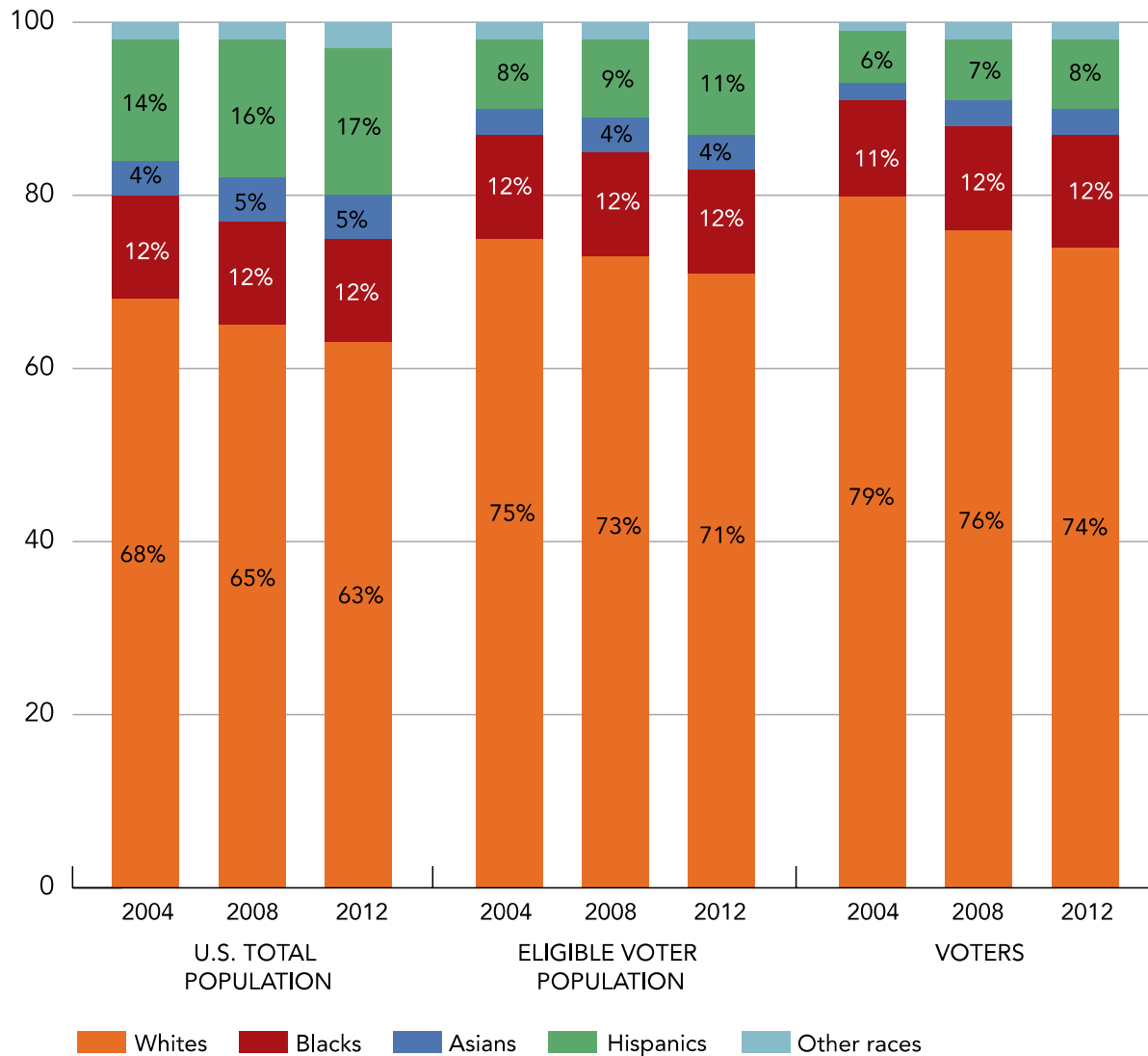
ASIANS

Source: Current Population Survey, November 2012 Supplement.

FIGURE 11-2

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

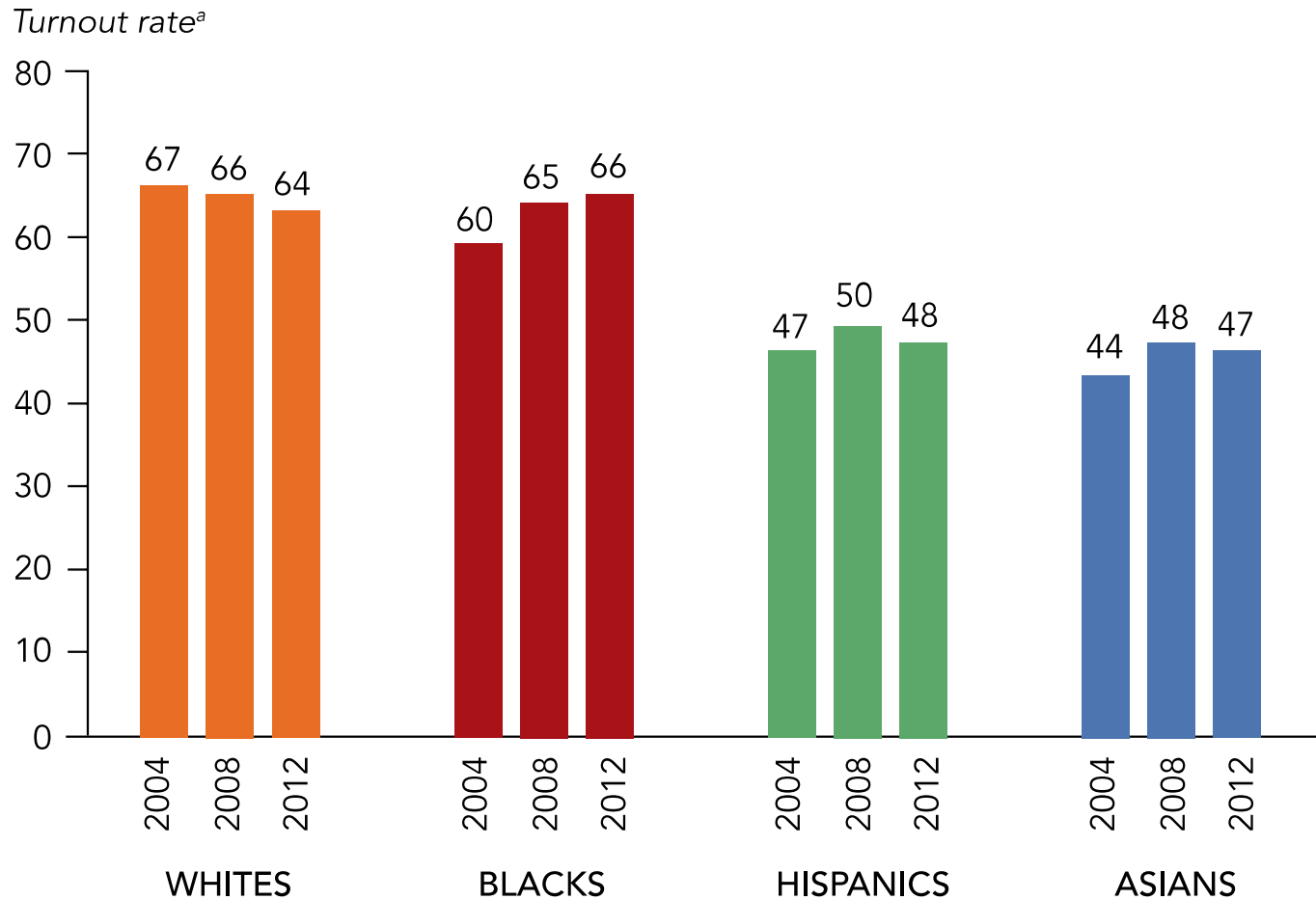
Percent



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

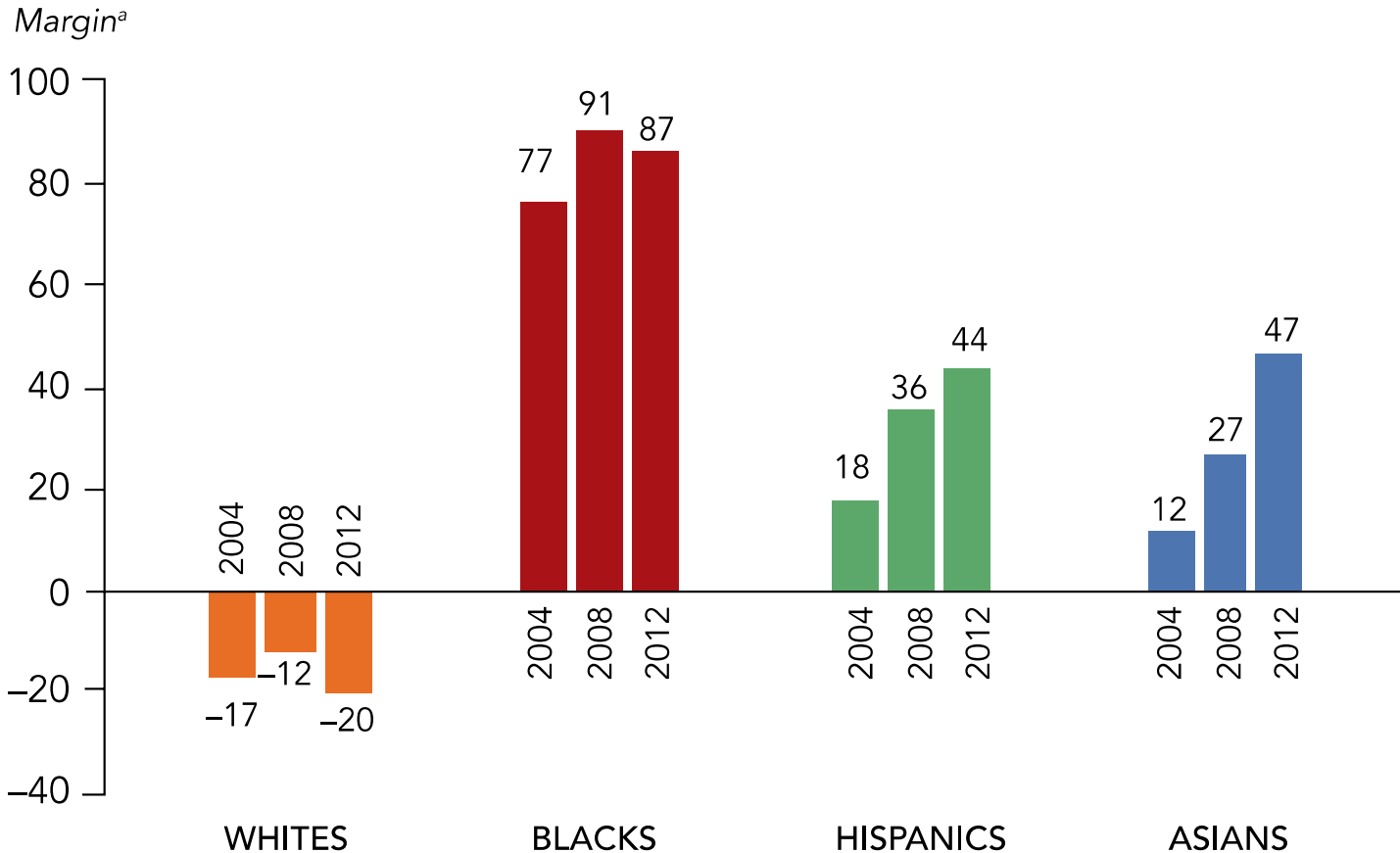


Source: Current Population Survey, November 2004, 2008, and 2012 Supplements.

<sup>a</sup>Turnout 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>.

<sup>a</sup>Margin 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**

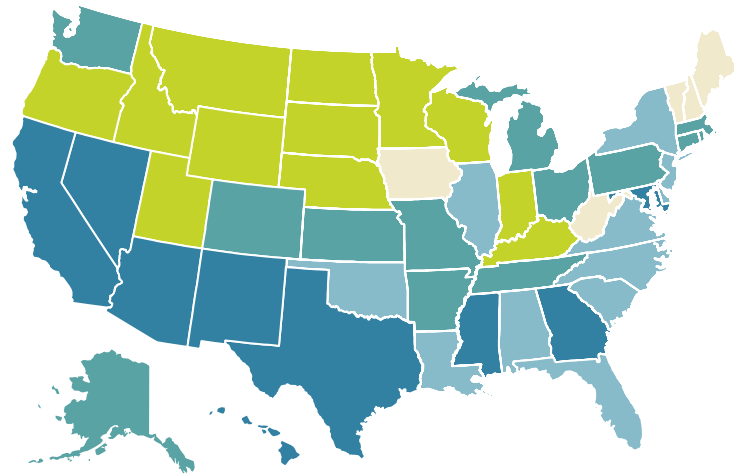
Group	Net Vote Gains for Democratic versus Republican Candidate (1000s) <sup>a</sup>		
	2004	2008	2012
Total	-3,012	9,549	4,985
Whites	-16,008	-11,676	-18,555
Minorities	12,996	21,225	23,540
<i>Winning candidate</i>	Bush (R)	Obama (D)	Obama (D)
<i>Losing candidate</i>	Kerry (D)	McCain (R)	Romney (R)

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>).

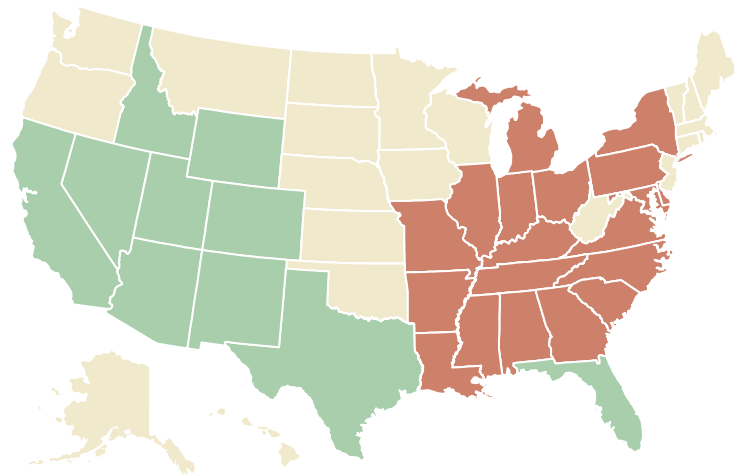
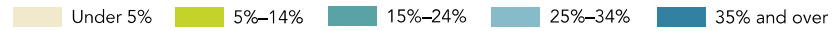
<sup>a</sup>Indicates votes for Democratic candidate minus votes for Republican candidate.

MAP 11-1

### Minorities as a Percent of Eligible Voters, November 2012



Percent minority



Dominant minority



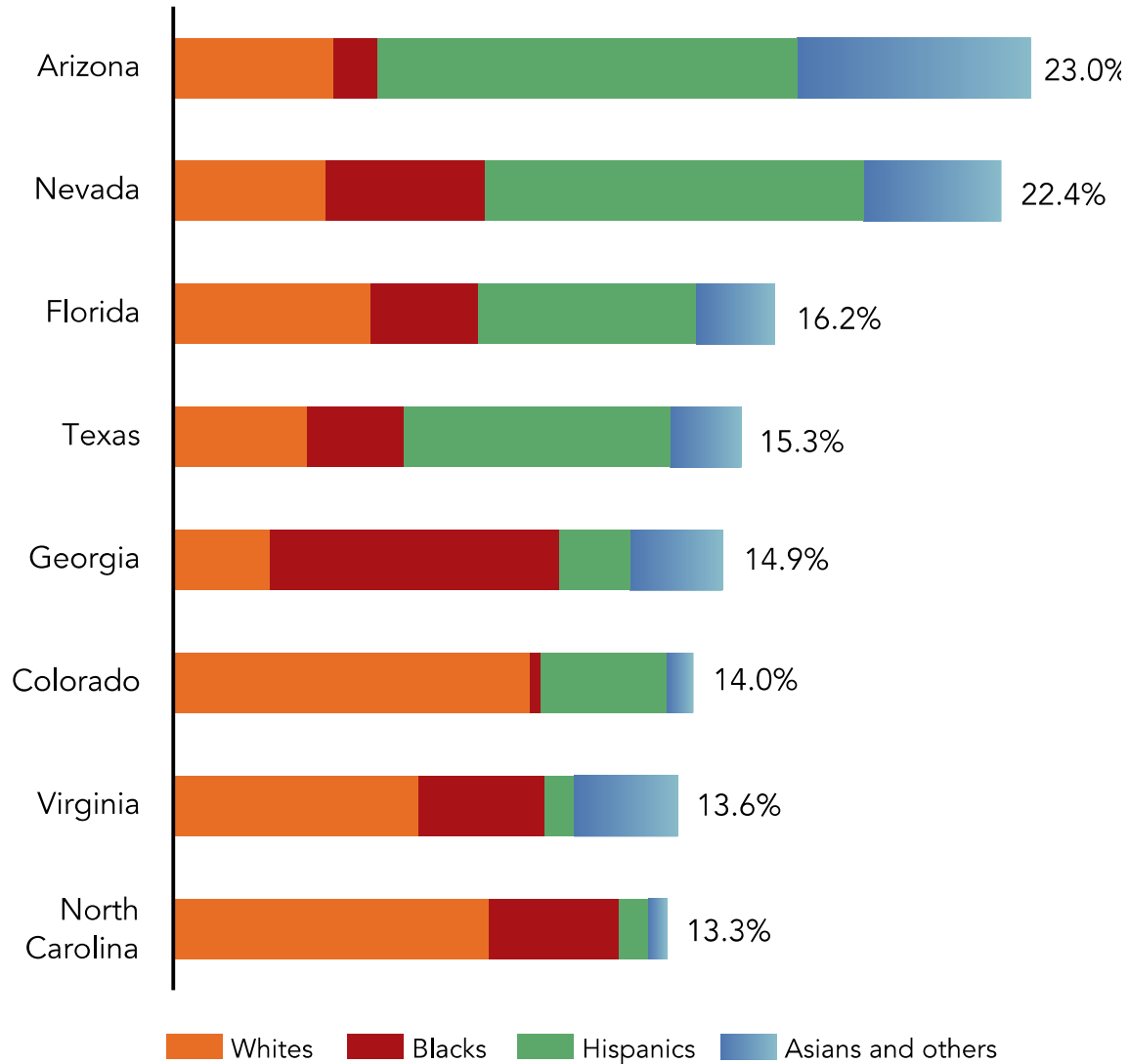
Source: Current Population Survey, November 2012 Supplement.



FIGURE 11-8

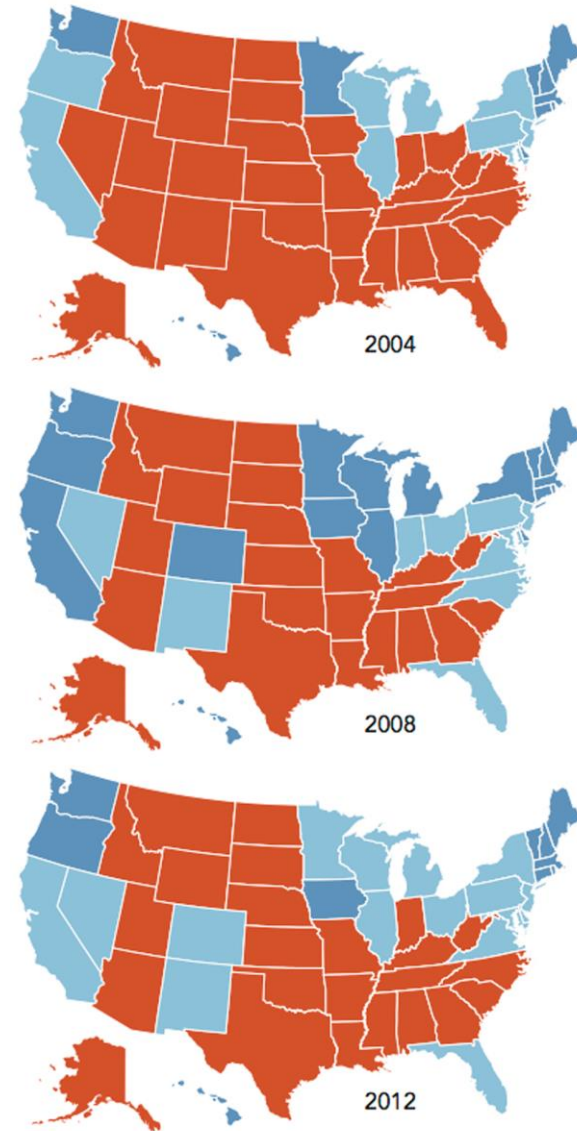
### Growth in Eligible Voters, by Race Contributions, 2004–12

*Growth rate*



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

**States Won by Democratic and Republican Candidates,  
2004, 2008, and 2012**



- Democrat win, due to whites and minorities
- Democrat win, due to minorities but not whites
- Republican win