Diversity and America’s New Election Demographics

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**FIGURE 1-1**

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

*Millions*

<table>
<thead>
<tr>
<th>Year</th>
<th>Whites</th>
<th>Minorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>1980</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>1990</td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>2000</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td>125</td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>2030</td>
<td></td>
<td>175</td>
</tr>
<tr>
<td>2040</td>
<td></td>
<td>190</td>
</tr>
<tr>
<td>2050</td>
<td></td>
<td>200</td>
</tr>
</tbody>
</table>

*Source: U.S. censuses and Census Bureau projections, various years.*
FIGURE 11-1
Share of Population Eligible to Vote, 2012

WHITES
- Eligible voters: 79%
  - Under age 18: 20%
  - Noncitizen, age 18+: 1%

BLACKS
- Eligible voters: 69%
  - Under age 18: 27%
  - Noncitizen, age 18+: 4%

HISPANICS
- Eligible voters: 44%
  - Under age 18: 34%
  - Noncitizen, age 18+: 22%

ASIANS
- Eligible voters: 52%
  - Under age 18: 22%
  - Noncitizen, age 18+: 26%

FIGURE 11-2
U.S. Total and Eligible Voter Population by Race, 2004–12

Percent

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S. Total Population</th>
<th>Eligible Voter Population</th>
<th>Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>68% 12% 4% 17% 14%</td>
<td>75% 12% 4% 17% 8%</td>
<td>79% 12% 4% 17% 6%</td>
</tr>
<tr>
<td>2008</td>
<td>65% 12% 5% 16% 16%</td>
<td>73% 12% 4% 16% 9%</td>
<td>76% 12% 4% 16% 7%</td>
</tr>
<tr>
<td>2012</td>
<td>63% 12% 5% 17% 17%</td>
<td>71% 12% 4% 17% 11%</td>
<td>74% 12% 4% 17% 8%</td>
</tr>
</tbody>
</table>

FIGURE 11-4
Voter Turnout, by Race, in the 2004, 2008, and 2012 Presidential Elections

Turnout rate


*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

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2008</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITES</td>
<td>-17</td>
<td>-12</td>
<td>-20</td>
</tr>
<tr>
<td>BLACKS</td>
<td>77</td>
<td>91</td>
<td>87</td>
</tr>
<tr>
<td>HISPANICS</td>
<td>18</td>
<td>36</td>
<td>44</td>
</tr>
<tr>
<td>ASIANS</td>
<td>12</td>
<td>27</td>
<td>47</td>
</tr>
</tbody>
</table>


Margin is defined as percent voting for Democratic candidate minus percent voting for Republican candidate.
<table>
<thead>
<tr>
<th>Group</th>
<th>2004</th>
<th>2008</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>-3,012</td>
<td>9,549</td>
<td>4,985</td>
</tr>
<tr>
<td>Whites</td>
<td>-16,008</td>
<td>-11,676</td>
<td>-18,555</td>
</tr>
<tr>
<td>Minorities</td>
<td>12,996</td>
<td>21,225</td>
<td>23,540</td>
</tr>
</tbody>
</table>

**Winning candidate**

- 2004: Bush (R)
- 2008: Obama (D)
- 2012: Obama (D)

**Losing candidate**

- 2004: Kerry (D)
- 2008: McCain (R)
- 2012: 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).

*Indicates votes for Democratic candidate minus votes for Republican candidate.
MAP 11-1
Minorities as a Percent of Eligible Voters, November 2012

Percent minority
- Under 5%
- 5%–14%
- 15%–24%
- 25%–34%
- 35% and over

Dominant minority
- Hispanics
- Blacks
- Neither

FIGURE 11-8
Growth in Eligible Voters, by Race Contributions, 2004–12

Growth rate

- Arizona: 23.0%
- Nevada: 22.4%
- Florida: 16.2%
- Texas: 15.3%
- Georgia: 14.9%
- Colorado: 14.0%
- Virginia: 13.6%
- North Carolina: 13.3%

MAP 11-2
States Won by Democratic and Republican Candidates, 2004, 2008, and 2012

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

2004

2008

2012