

# Race, Gender, and Partisanship

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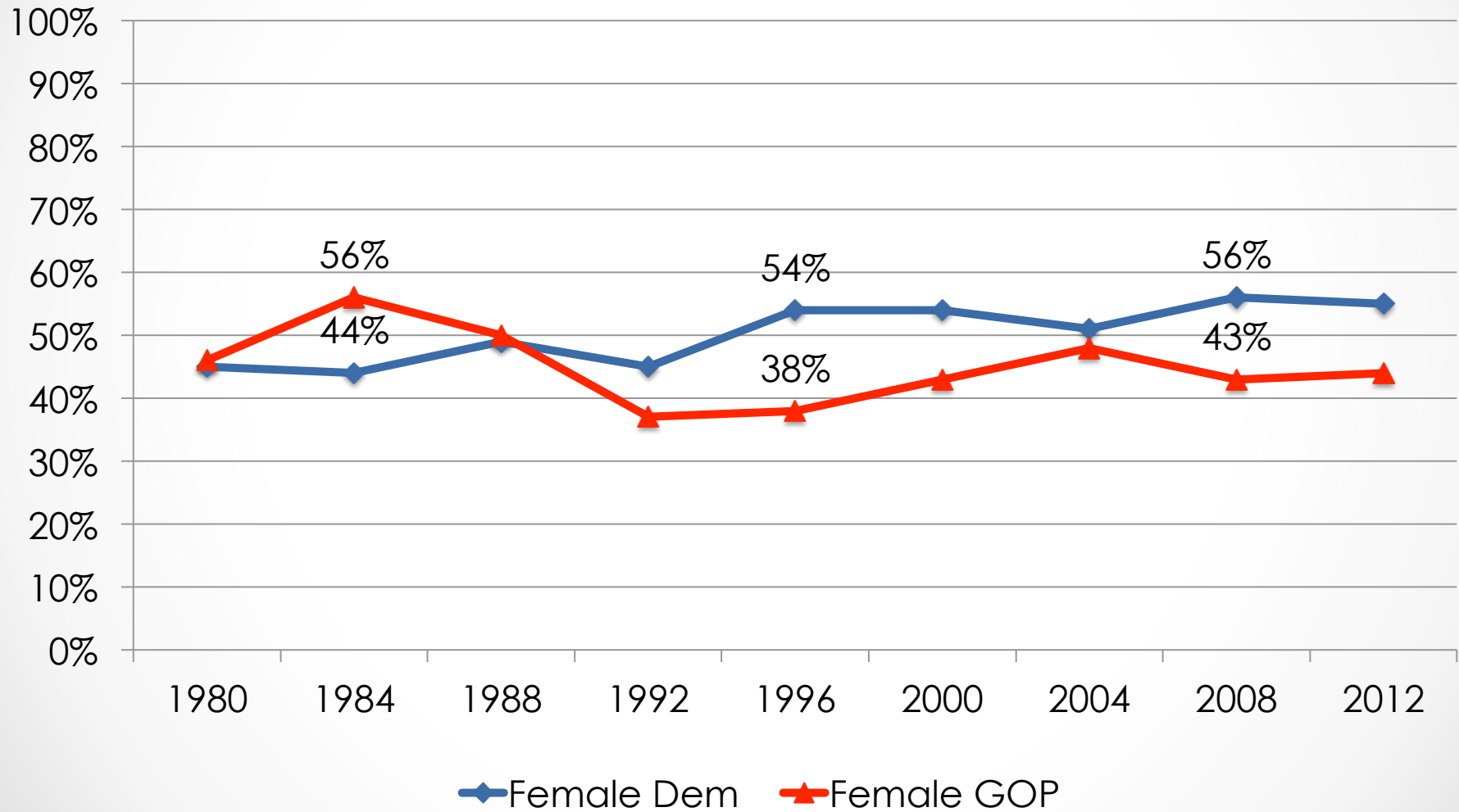
# Basic facts about the U.S. Electorate

- The number of female voters has exceeded the number of male voters in every presidential election since 1984.
- 74 million American women voted in 2008, compared with 64 million men.
- 22% of female voters in 2008 were minority women (14% in 1984).
- More than one-third of the U.S. population today is Latin@, African American, Asian American, multi-racial, or something other than white.

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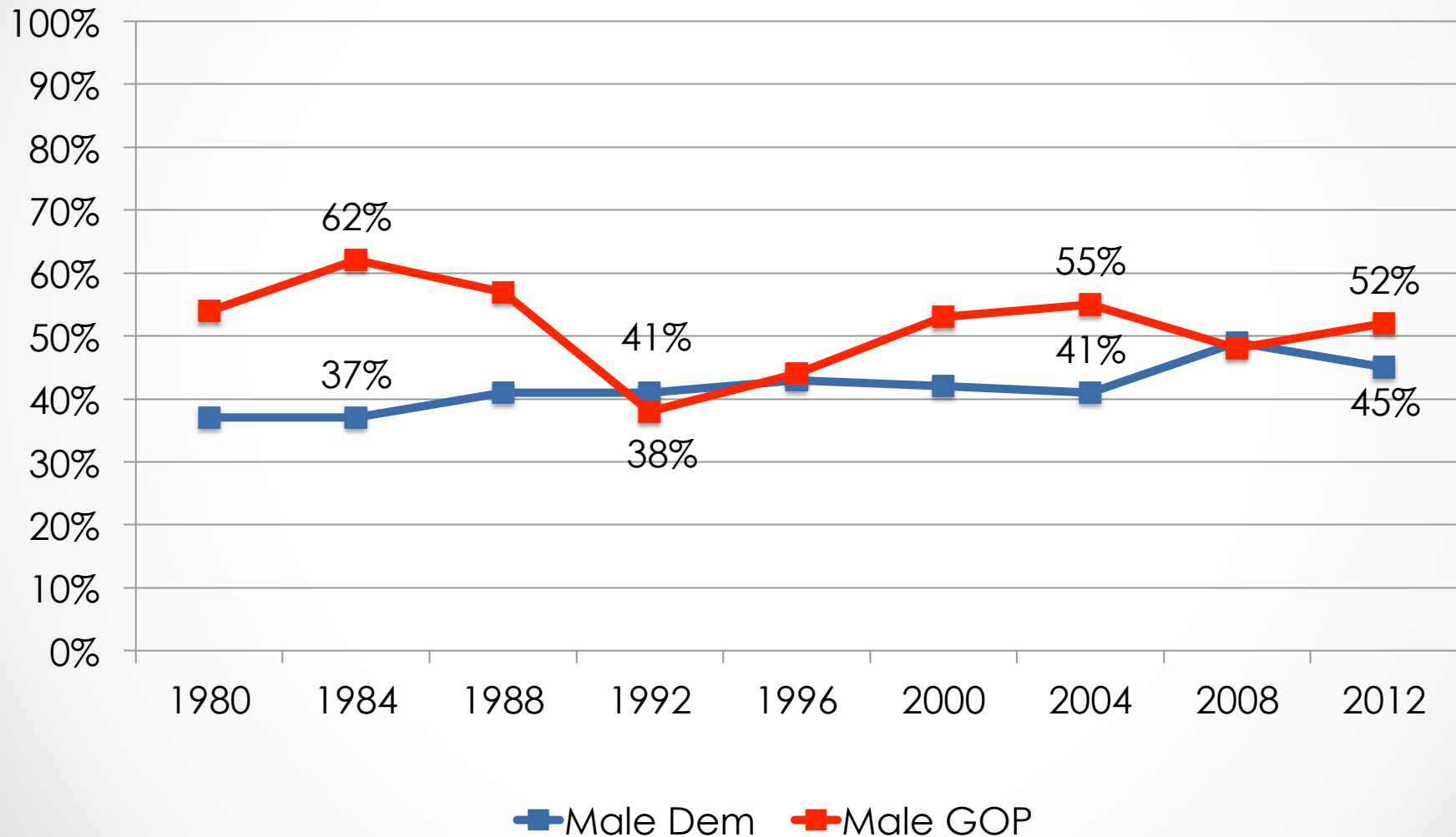
# Conventional Wisdom: Women Moving Democratic



● SOURCE: National Election Pool

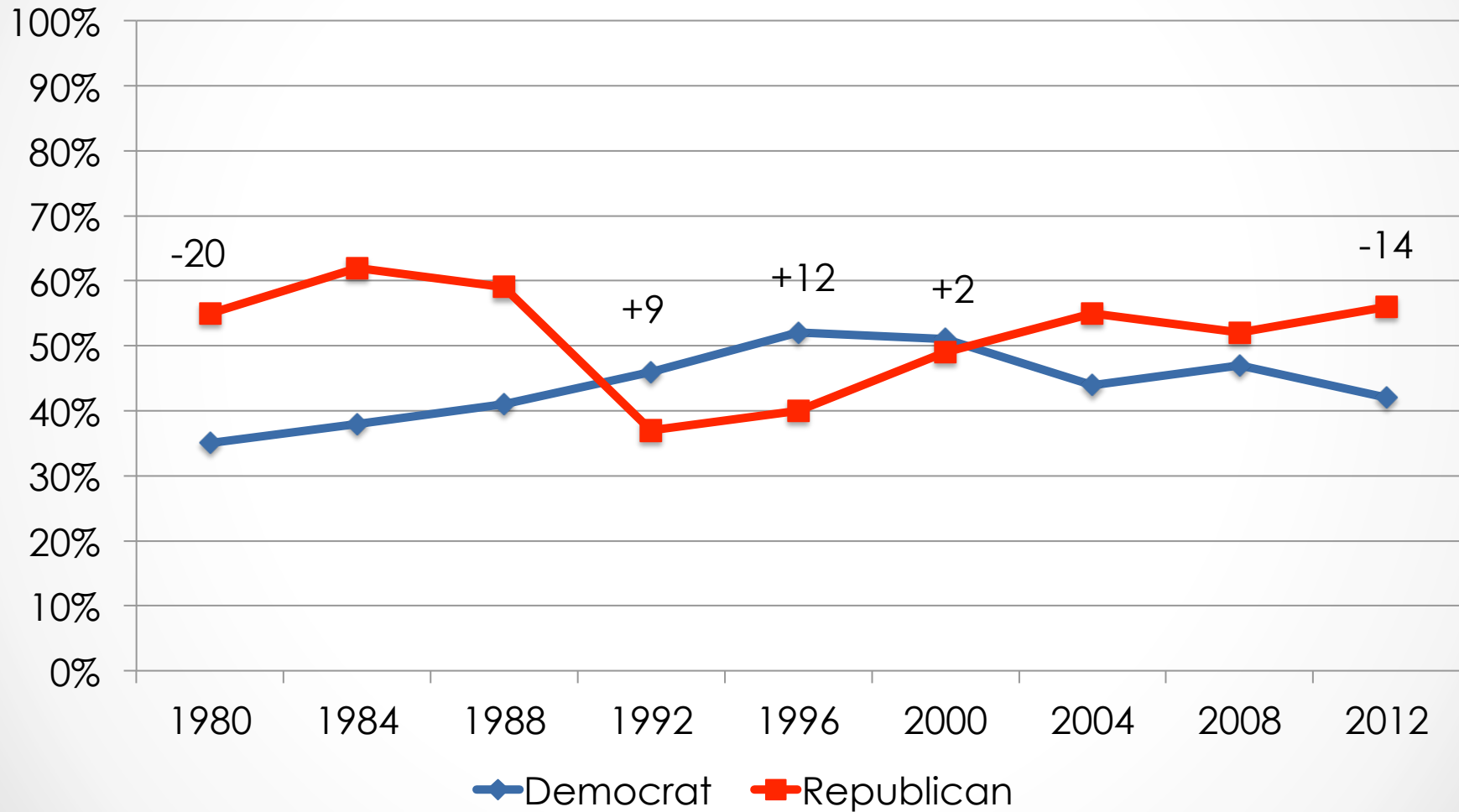
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# Conventional Wisdom: Men Trend Republican



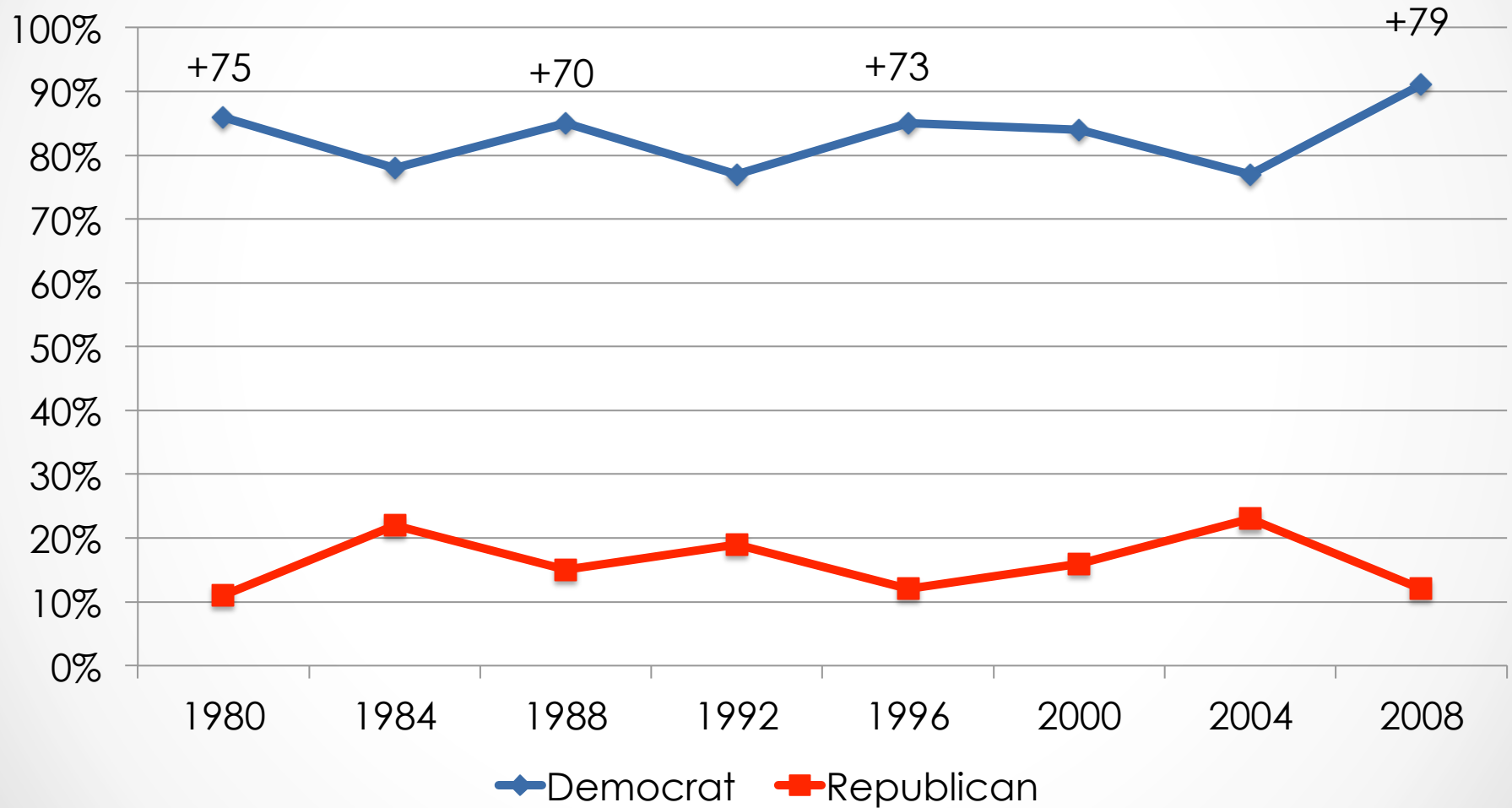
• SOURCE: National Election Pool

# Vote Choice 1980-2012: White Women



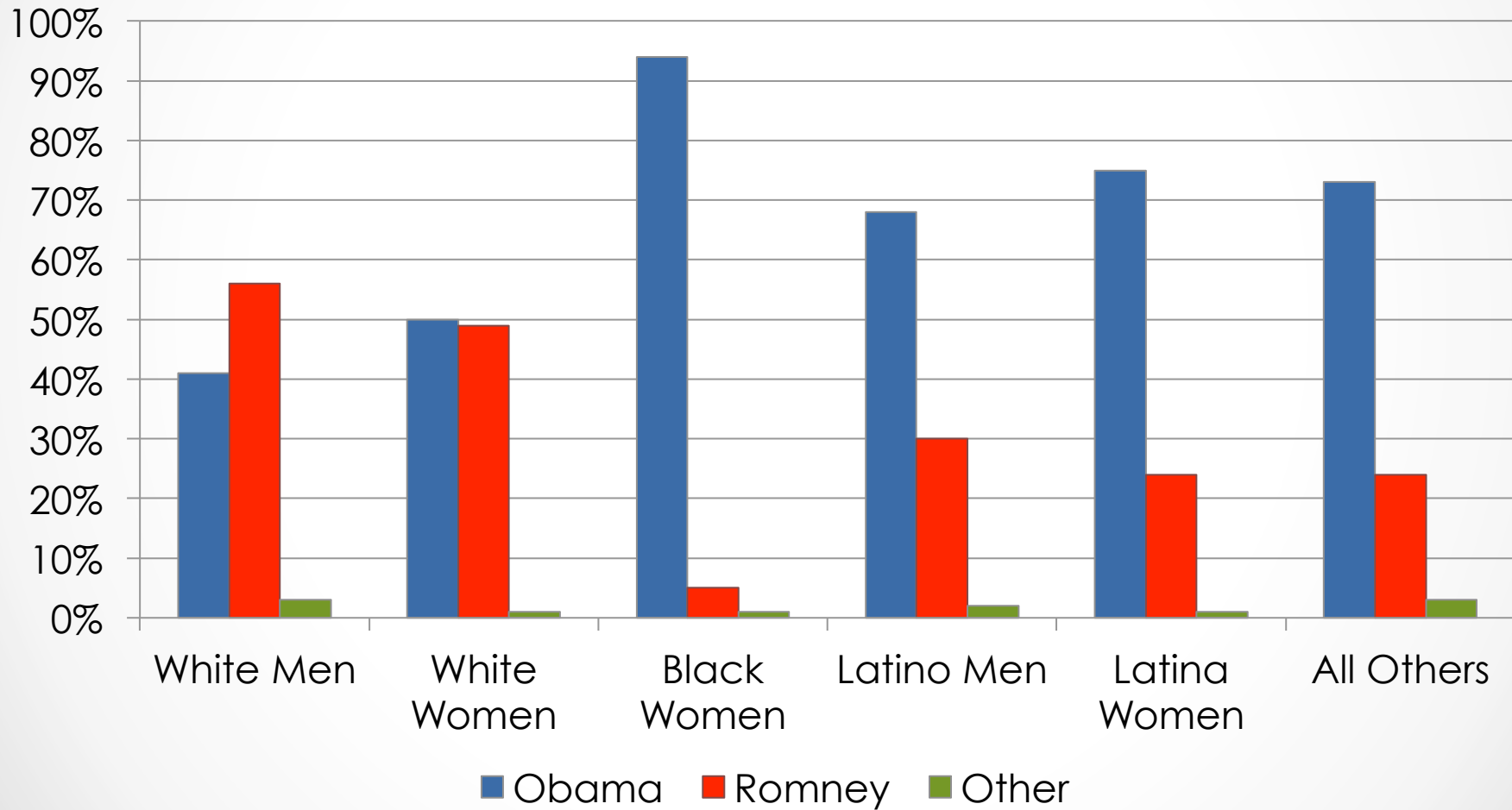
● SOURCE: National Election Pool ●

# Vote Choice 1980-2008: Women of Color



• SOURCE: National Election Pool

# Vote Choice in California, November 2012



● SOURCE: National Election Pool

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# Considering the Future ...

- Between now and 2030, over 5 million new (youth) voters will enter the California electorate
- **68% of these new voters will be of color**
- Over a third of Latin@ and Asian American survey respondents say “don’t know” or “no party” to the party identification question
- Their “progressivism” needs to be built, rather than assumed

