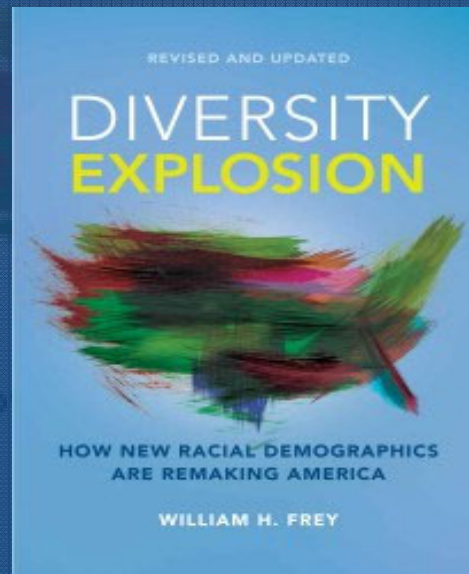


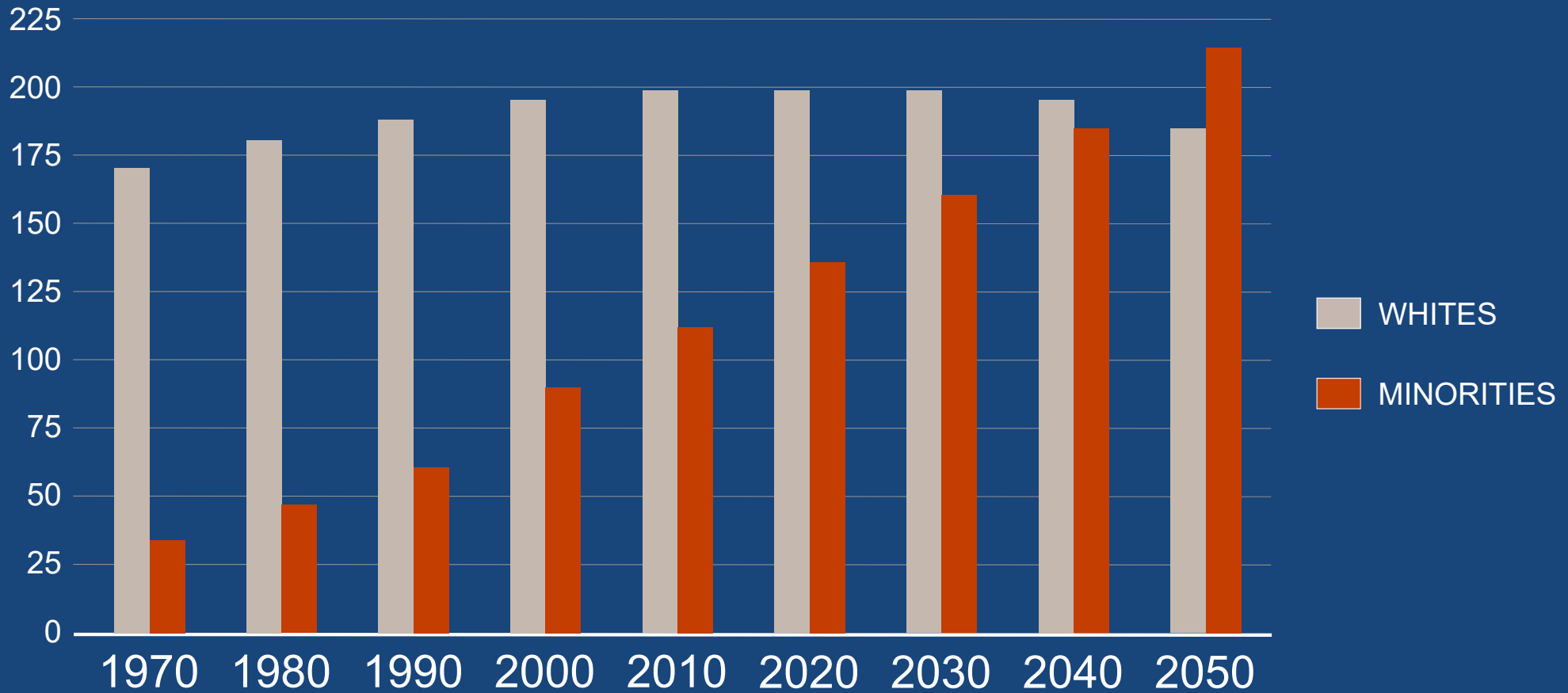
America's Diversity Explosion: What it means for Presidential Politics



WILLIAM H. FREY
Brookings Institution
and University of Michigan

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

Millions



Source: Brookings analysis of U.S. Census data

B

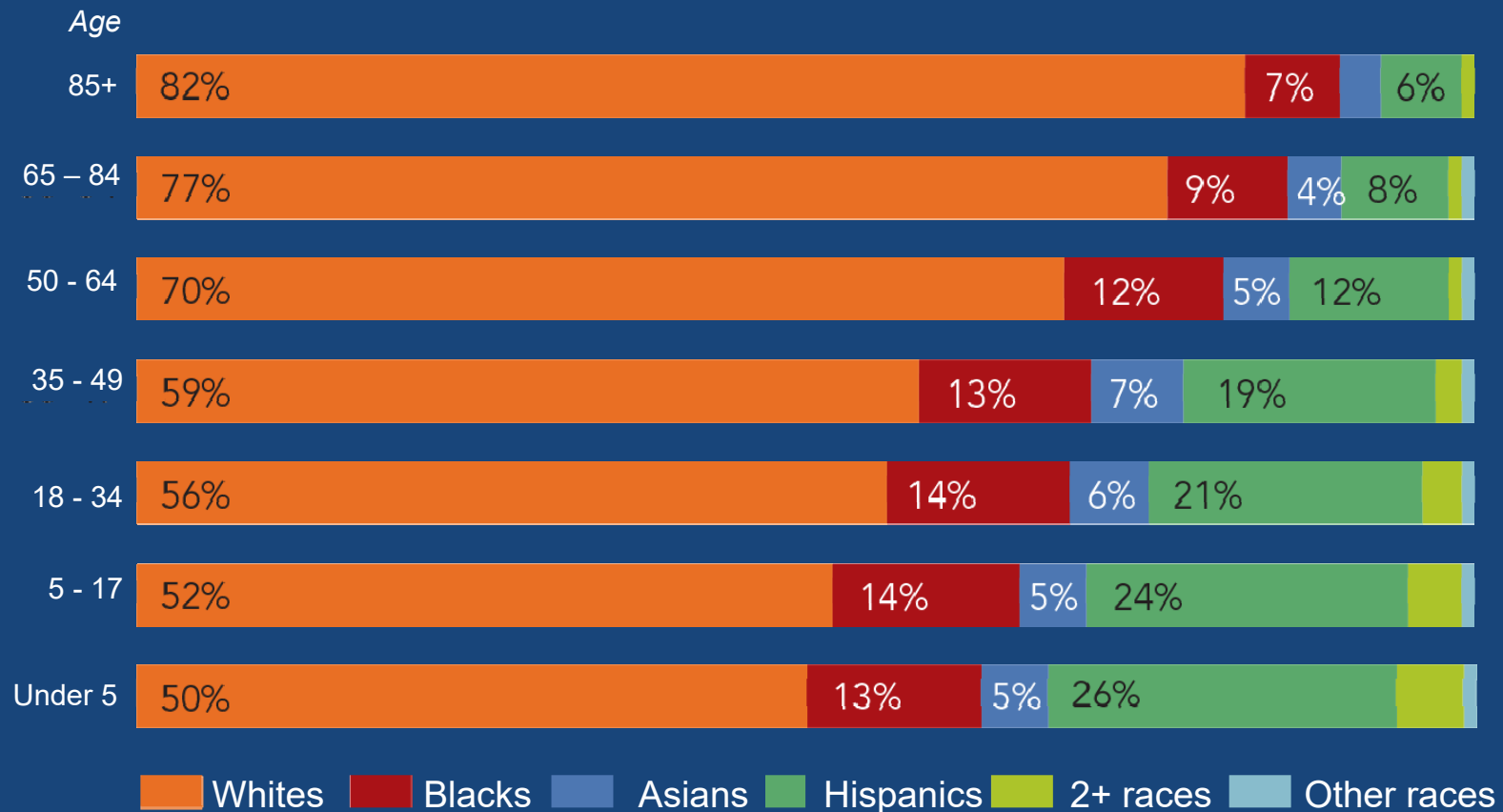


By generation: From the bottom up



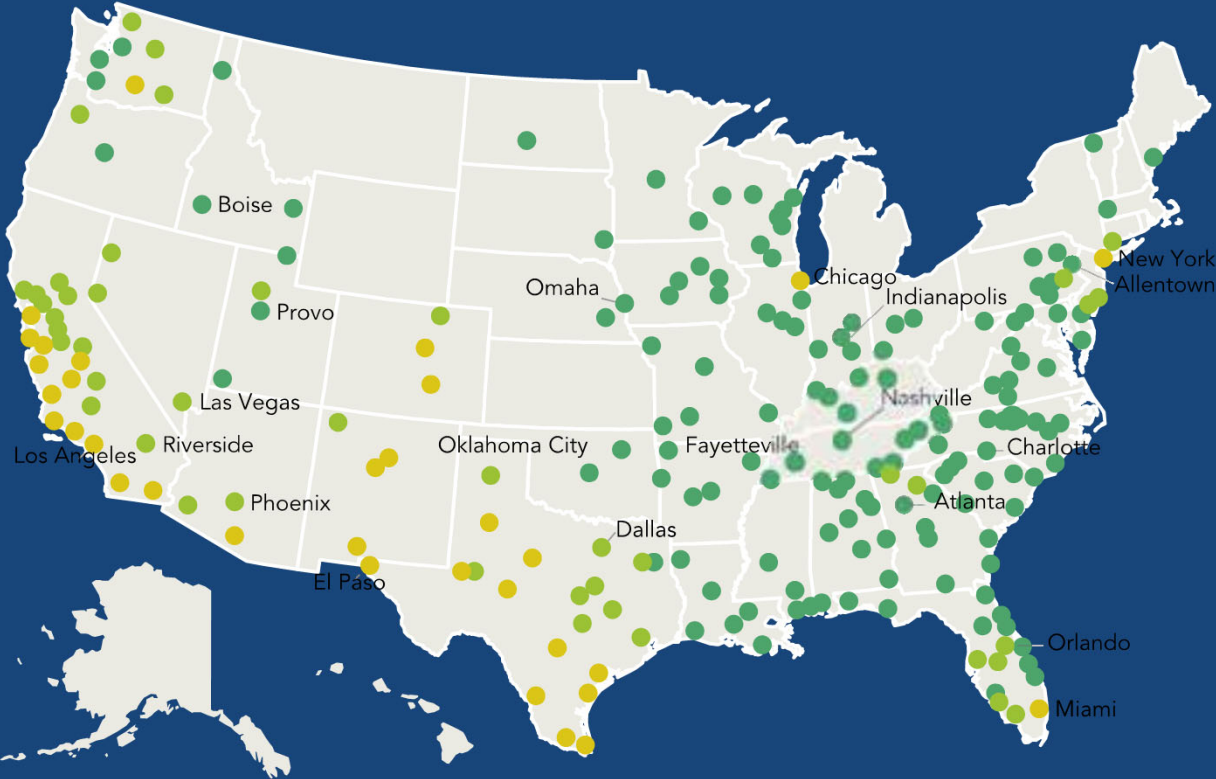
By dispersal: From the melting pots out

Cultural Generation Gap: U.S. Population Compositions by Age and Race, 2015



Source: American Community Survey, 2015

Hispanic Concentration Areas and New Hispanic Destinations

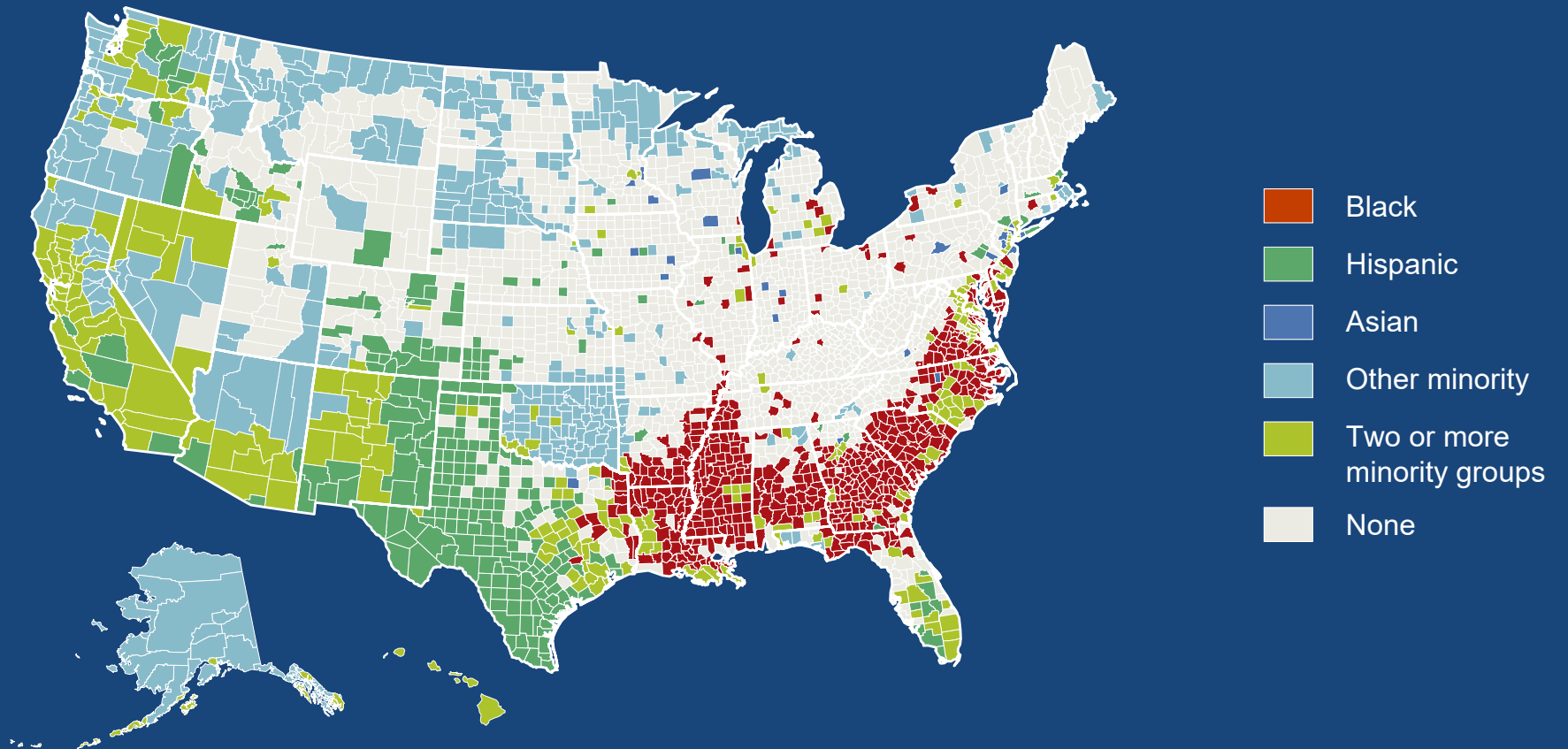


- **Hispanic Concentration – modest growth**
Hispanics comprise at least 16% of 2010 population and population increased by less than 43% between 2000 & 2010
- **Hispanic Concentration – fast growth**
Hispanics comprise at least 16% of 2010 population and population increased by at least 43% between 2000 & 2010
- **New Hispanic destinations**
Hispanics comprise at least 16% of 2010 population and population increased by at least 86% between 2000 & 2010

Source: 2010 U.S. Census



America's Racial Kaleidoscope: Counties where minorities are overrepresented

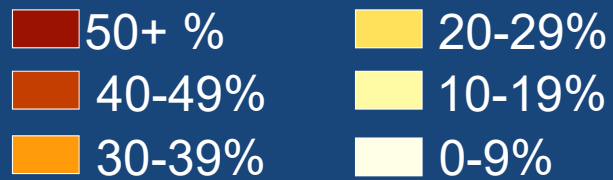
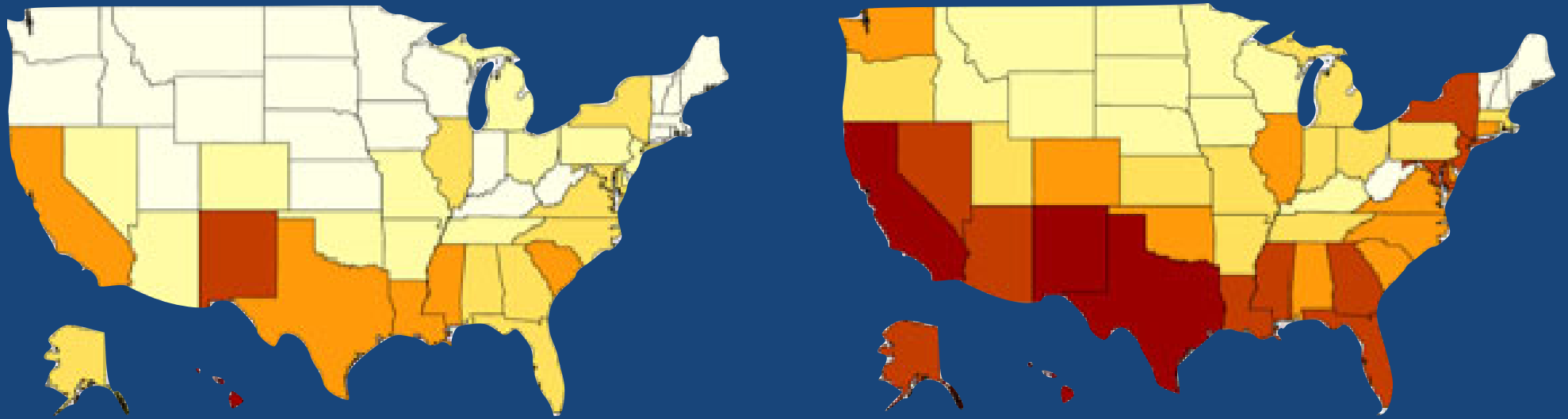


Source: 2010 U.S. Census

Minority percentage of population

1980

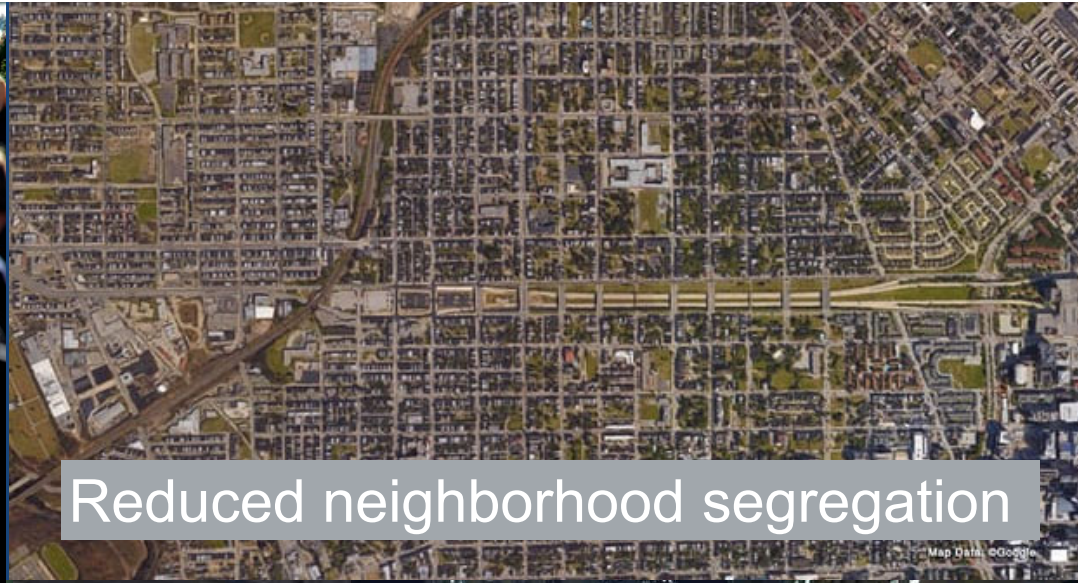
2016



B



Melting pot cities and suburbs



Reduced neighborhood segregation



Multiracial marriage and identity



Extending the political battleground

1

Demographics of elections through 2012

2

Demographics of the 2016 election

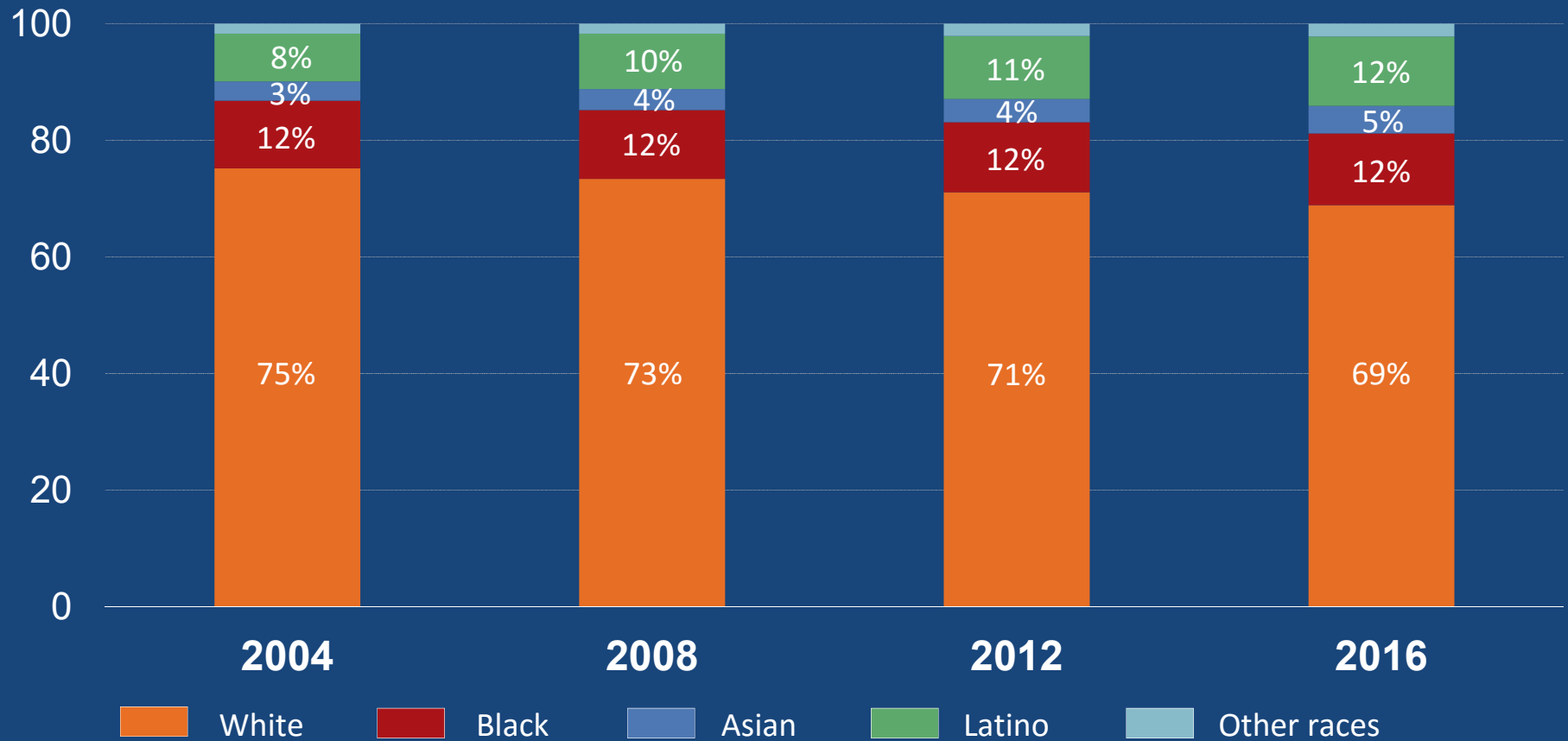
3

Implications for future presidential elections

B

Eligible Voters by Race, 2004- 2016

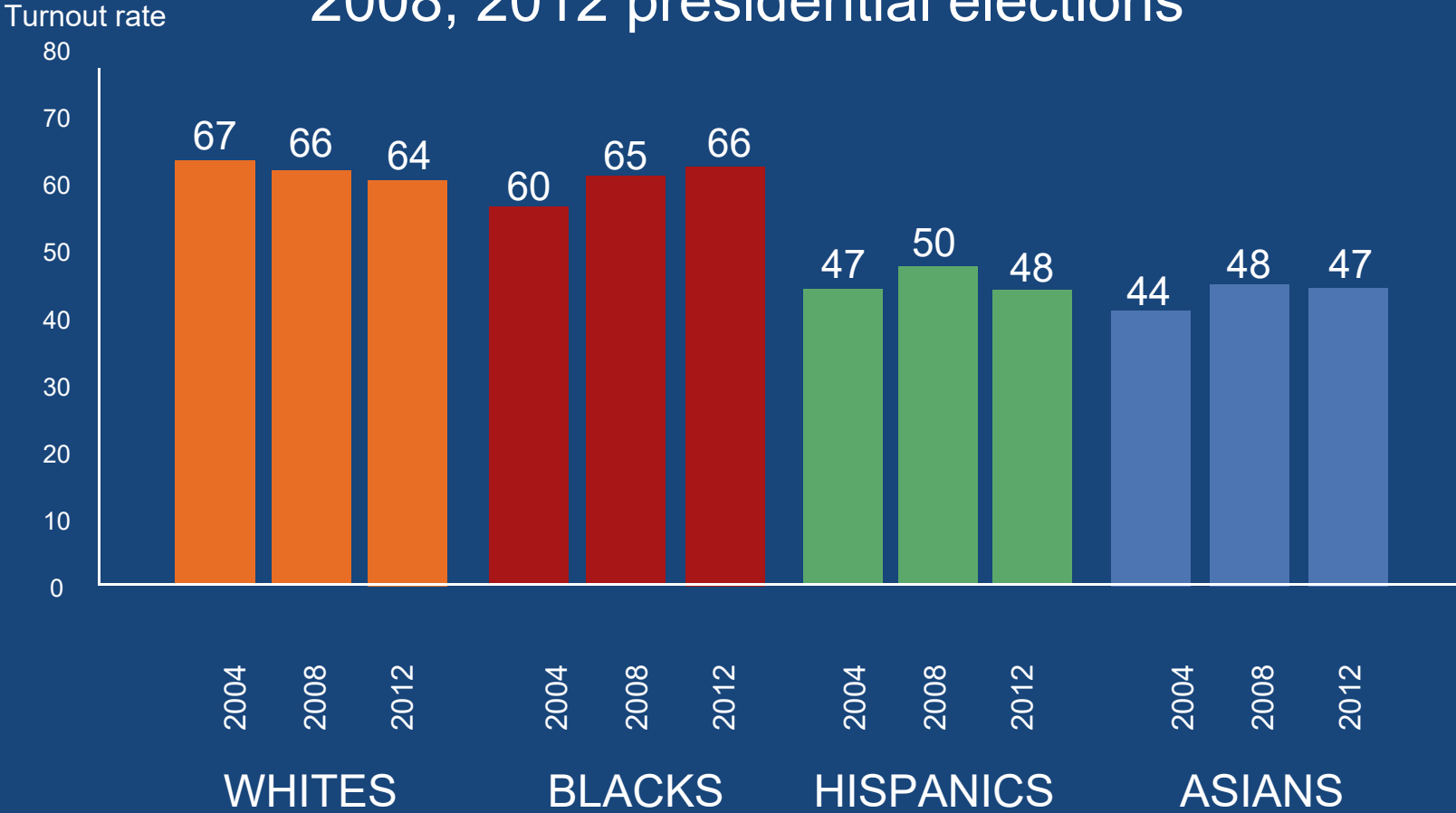
Percent



B

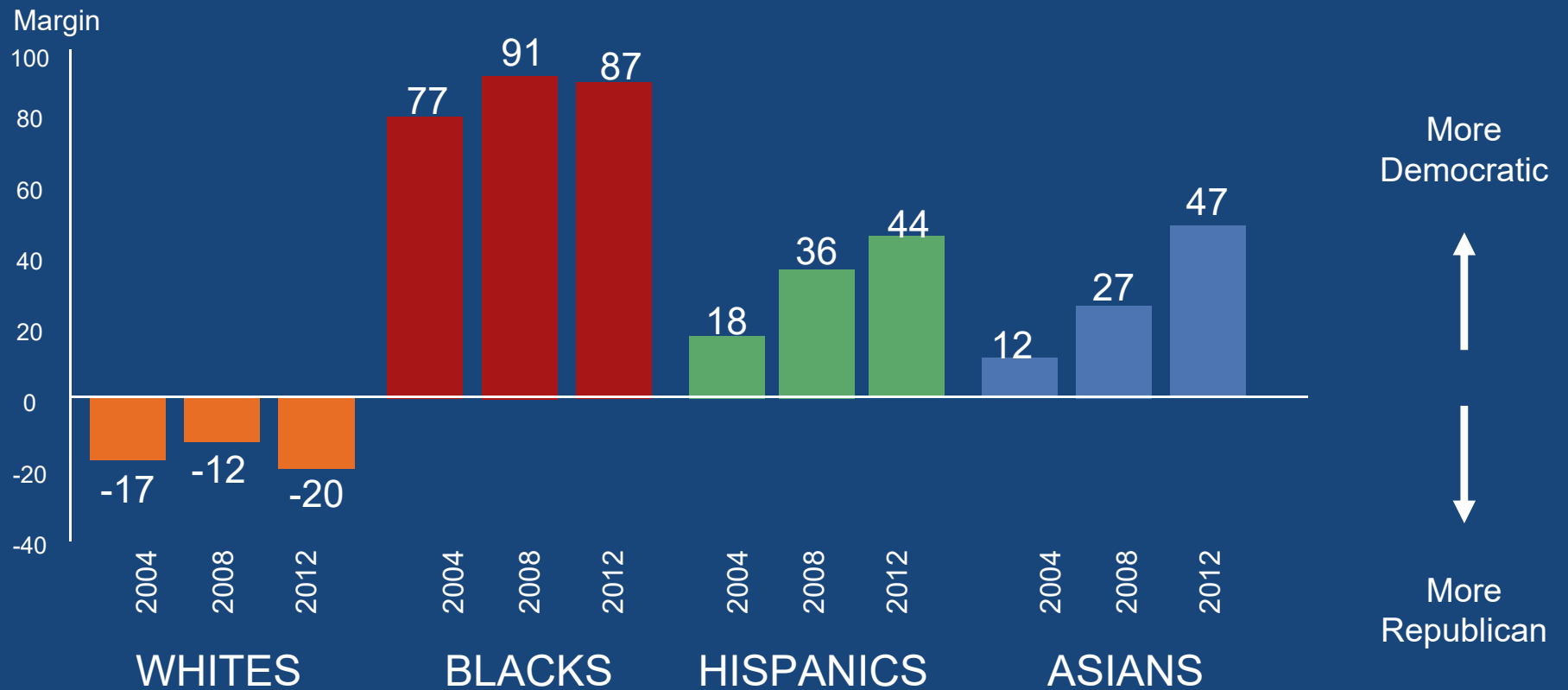
Source: Current Population Survey, November 2004, 2008, 2012 and 2016 Supplements

Voter turnout by race in the 2004, 2008, 2012 presidential elections

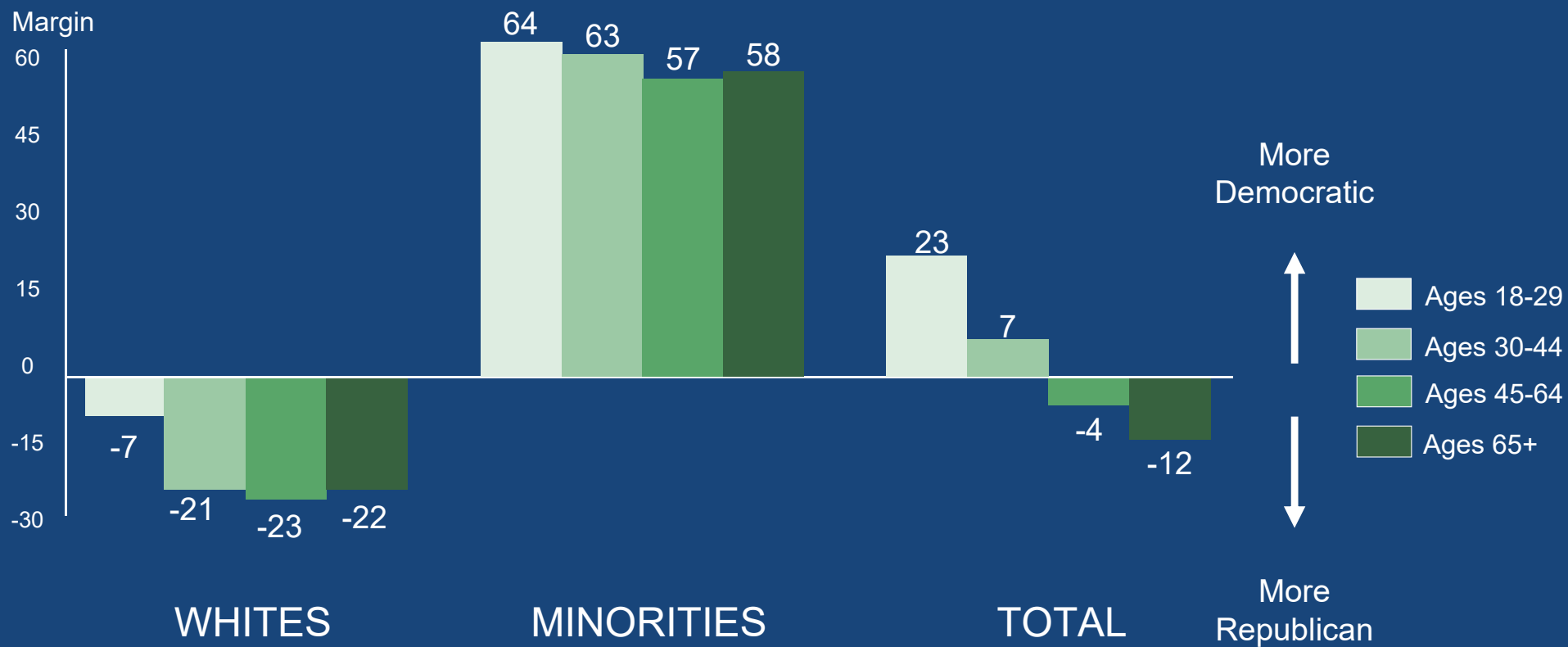


Source: Current Population Survey, November 2004, 2008, 2012 Supplements

Voting margin by race in the 2004, 2008, 2012 presidential elections



Voting margin by age group, 2012

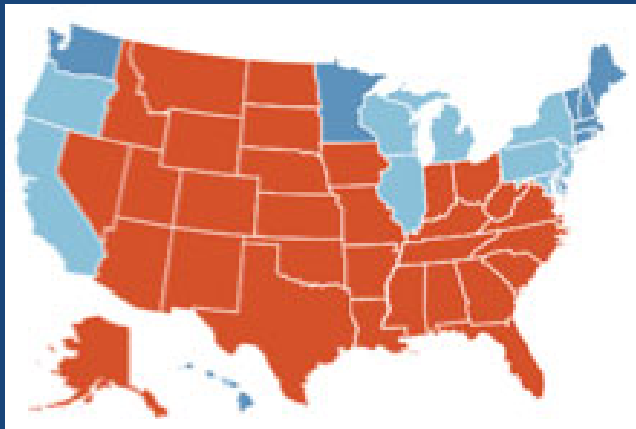


B

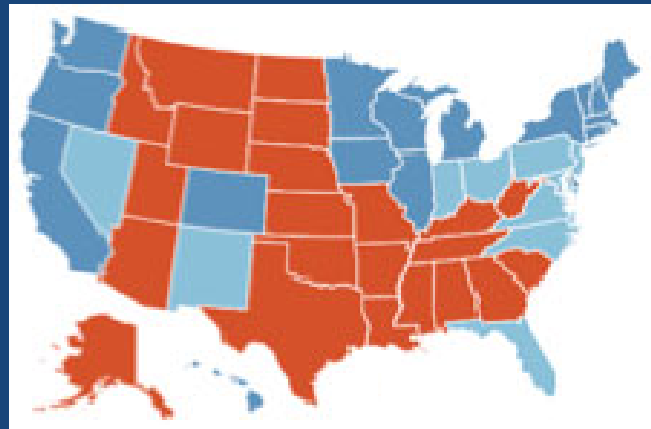
Source: National Election Pool media consortium, Edison Research as reported by CNN

Presidential election results

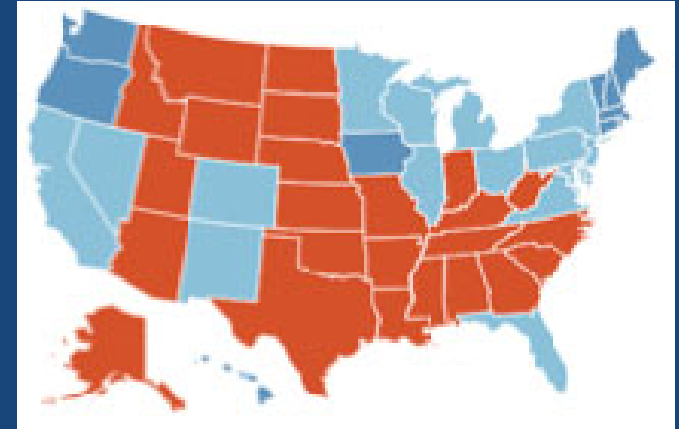
2004



2008



2012



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



1

Demographics of elections through 2012

2

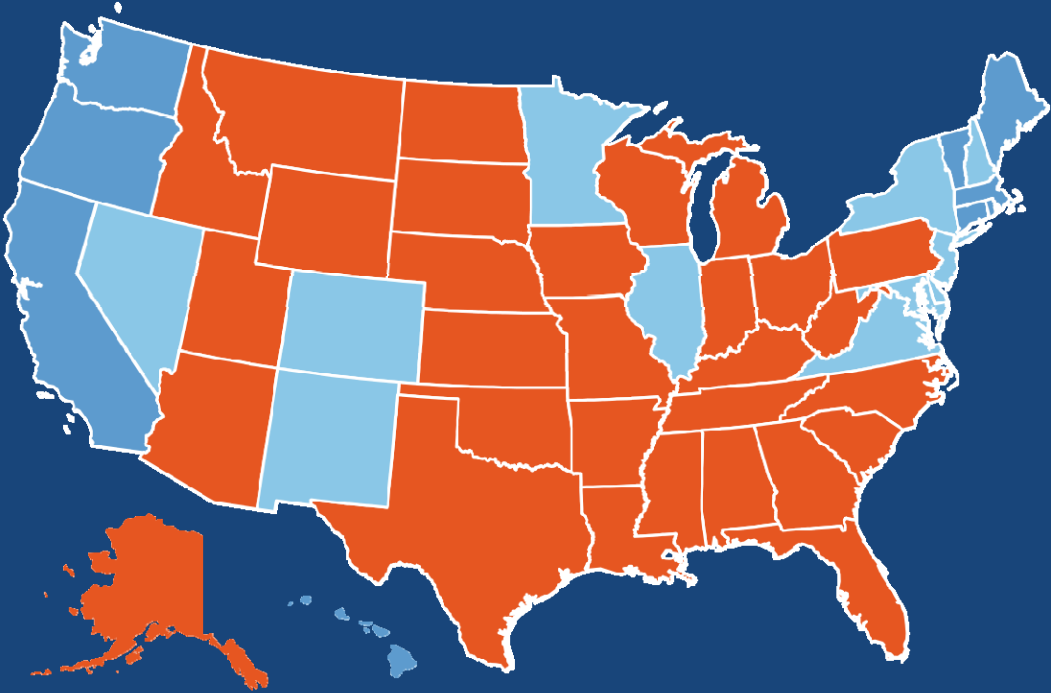
Demographics of the 2016 election

3

Implications for future presidential elections

B

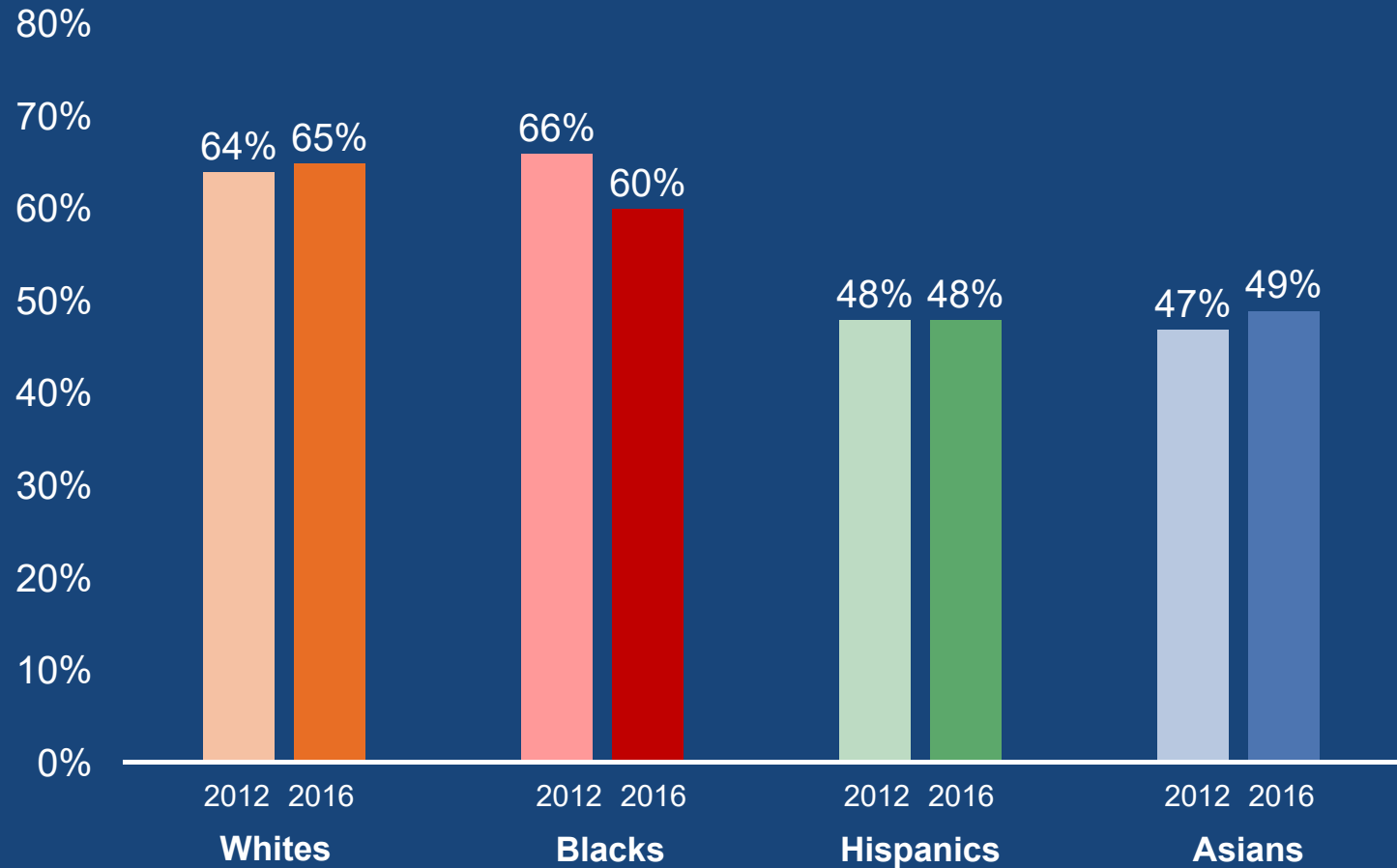
States won by Donald Trump and Hillary Clinton, 2016 Election



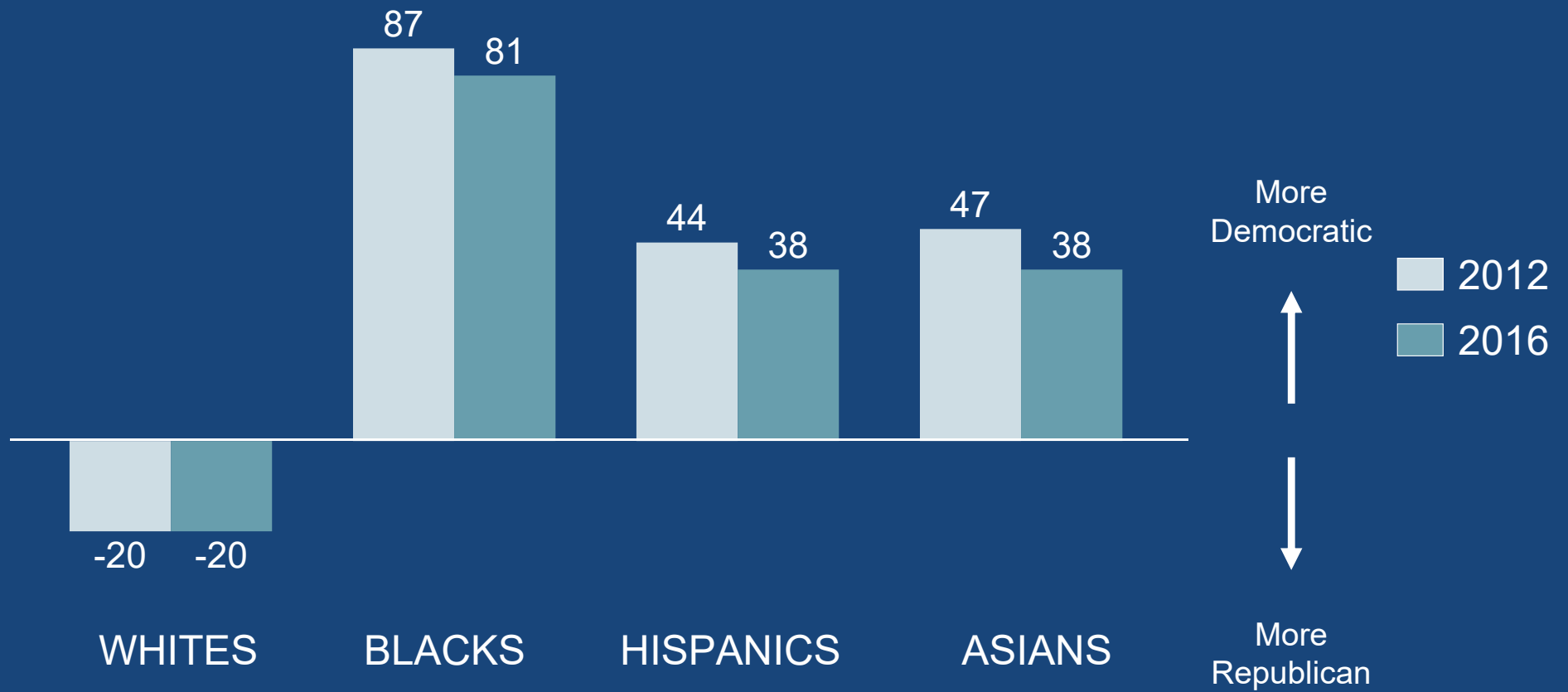
- Clinton (D) win – due to whites and minorities
- Clinton (D) win – due to minorities but not whites
- Trump (R) win

Source: National Election Pool media consortium, Edison Research as reported in CNN Election Center (www.cnn.com/election).

Voter Turnout by Race 2012 and 2016

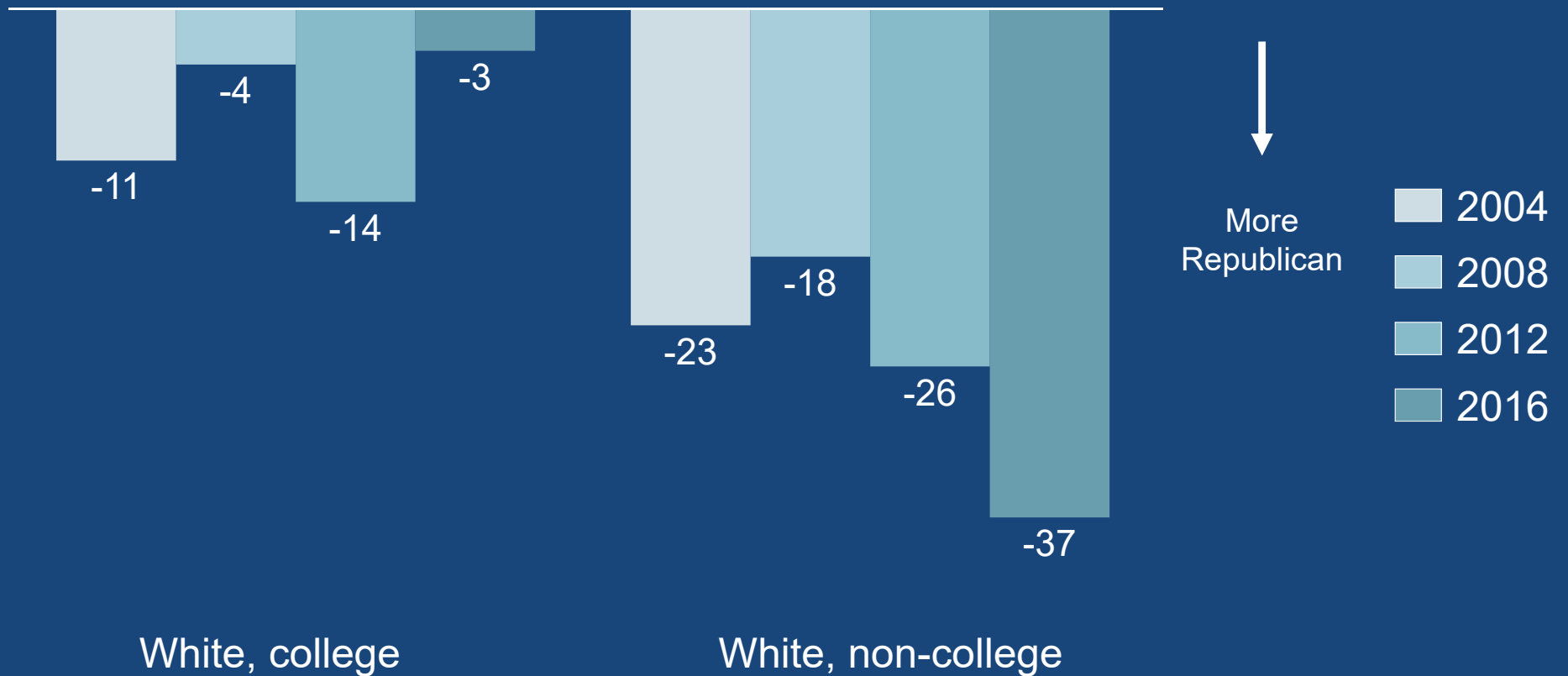


Voting margins by race, 2012 and 2016



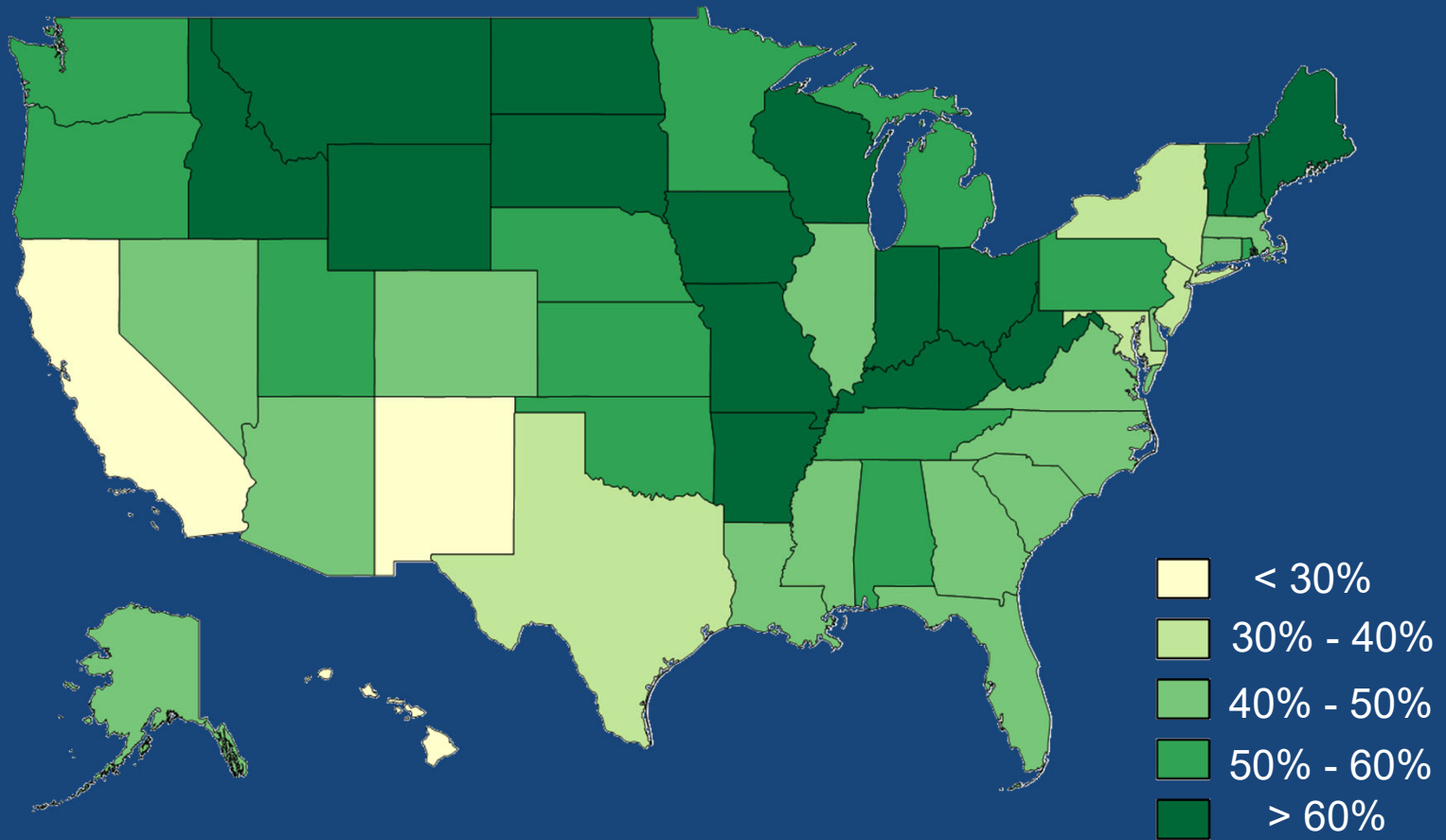
B

White vote margins by education, 2004-2016



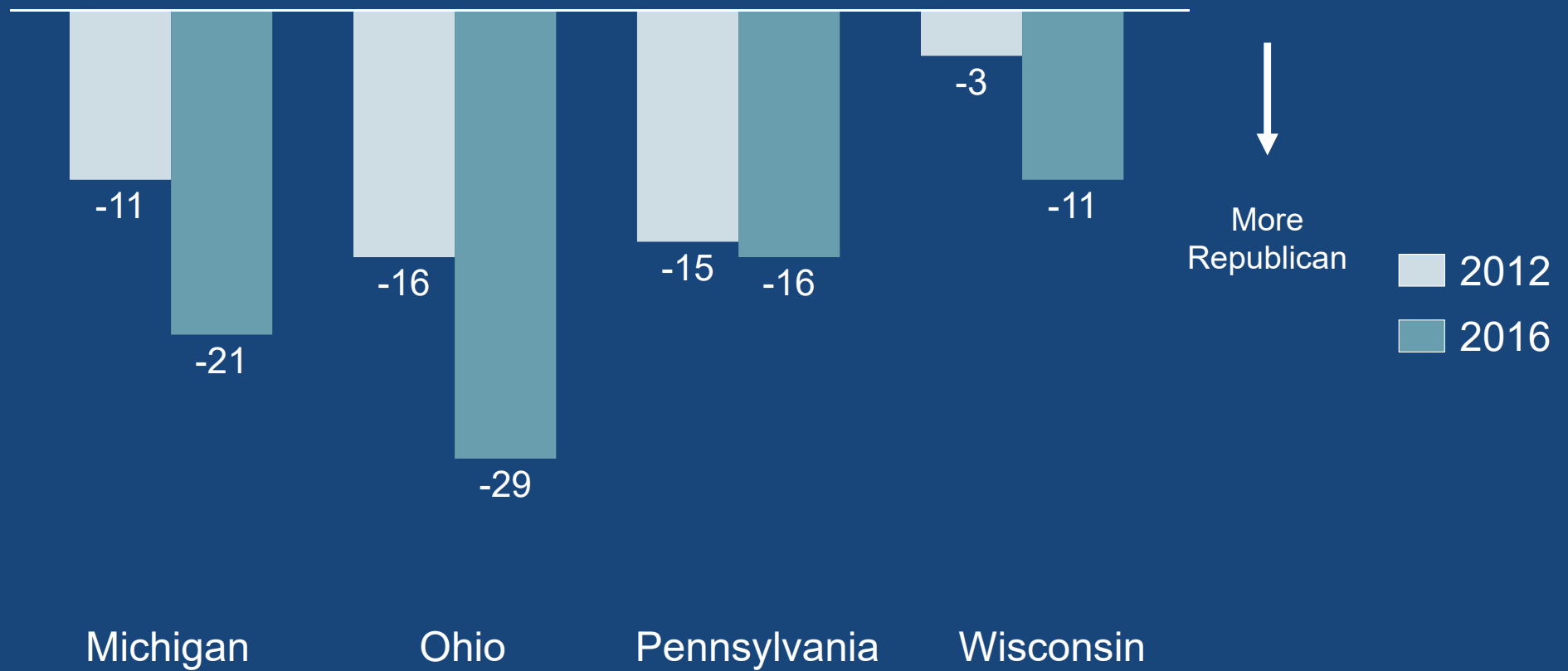
B

Percent of white residents without college degree



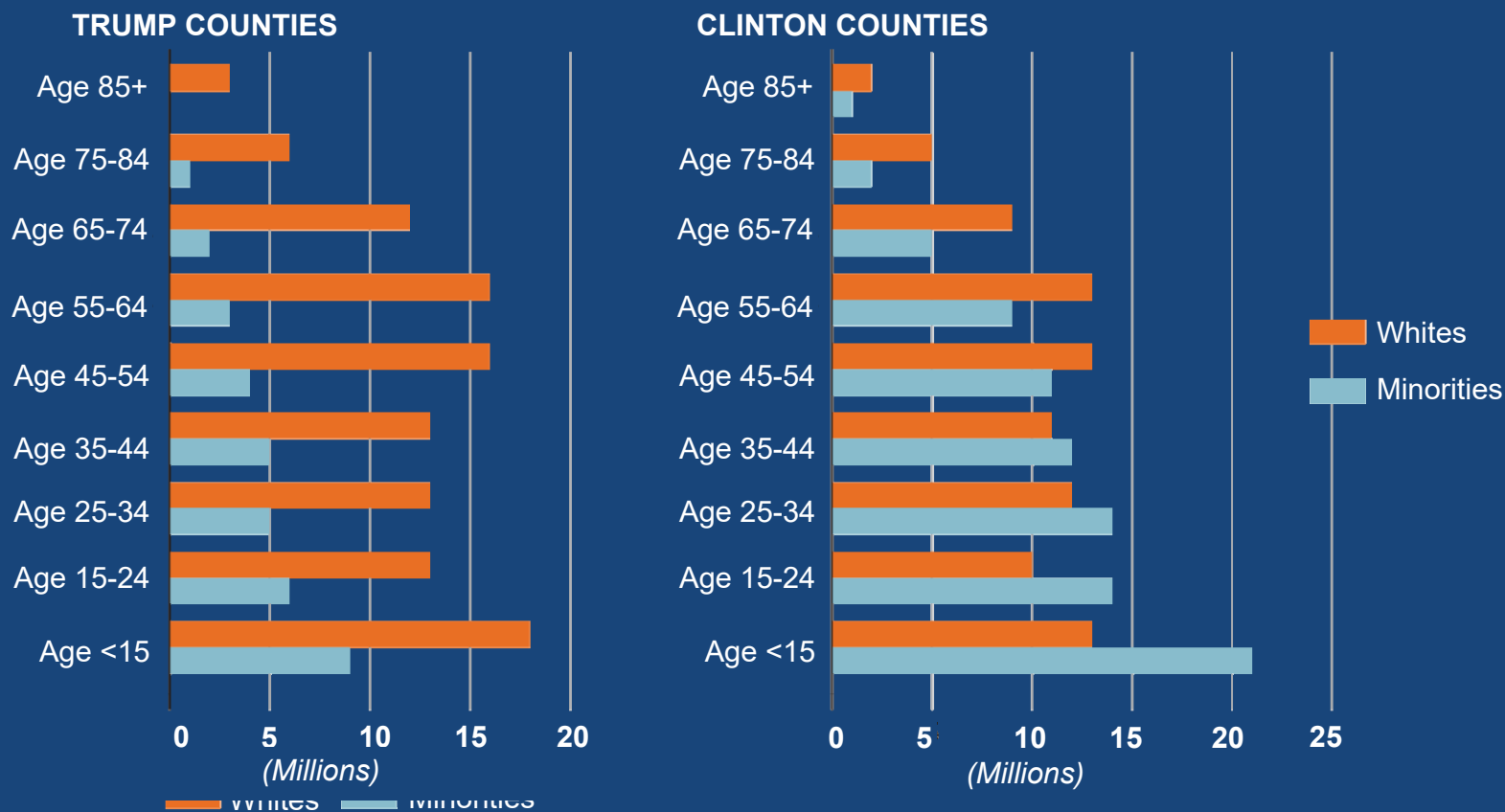
B

White vote margins in Midwestern swing states, 2012 and 2016



B

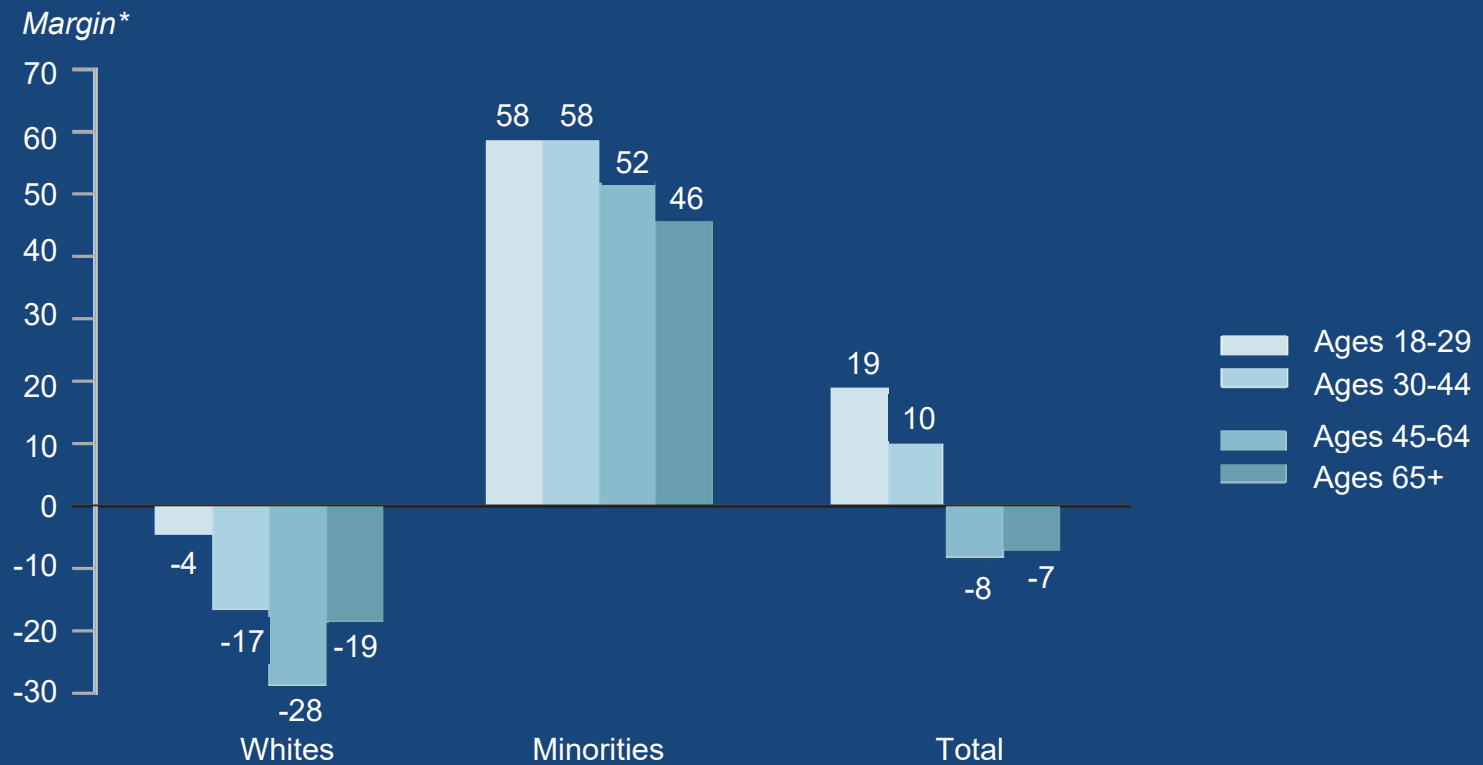
Population Profiles of Counties that Voted for Trump and Clinton*



Source: Author's analysis of David Leip's *Atlas of U.S. Presidential Elections in 2016* and U.S. census population estimates, 2015.

*Refers to total population (in millions) residing in counties that voted for Trump or Clinton.

Democratic-over-Republican Margin, by Age Group, 2016



Source: National Election Pool media consortium, Edison Research as reported in CNN Election Center (www.cnn.com/election).

*Margin is defined by percent voting for Democratic candidate minus percent voting for Republican candidate.

1

Demographics of elections through 2012

2

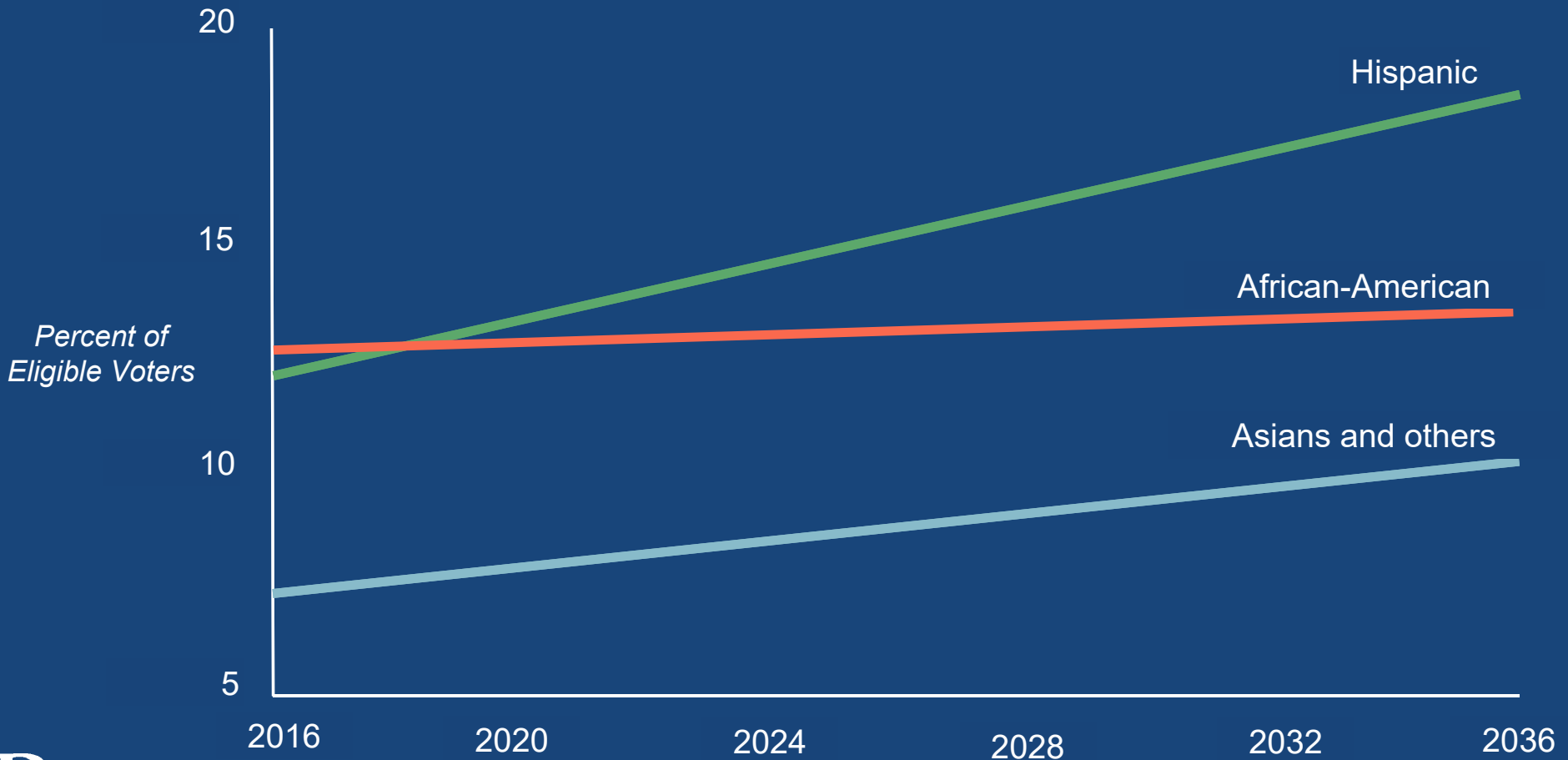
Demographics of the 2016 election

3

Implications for future presidential elections

B

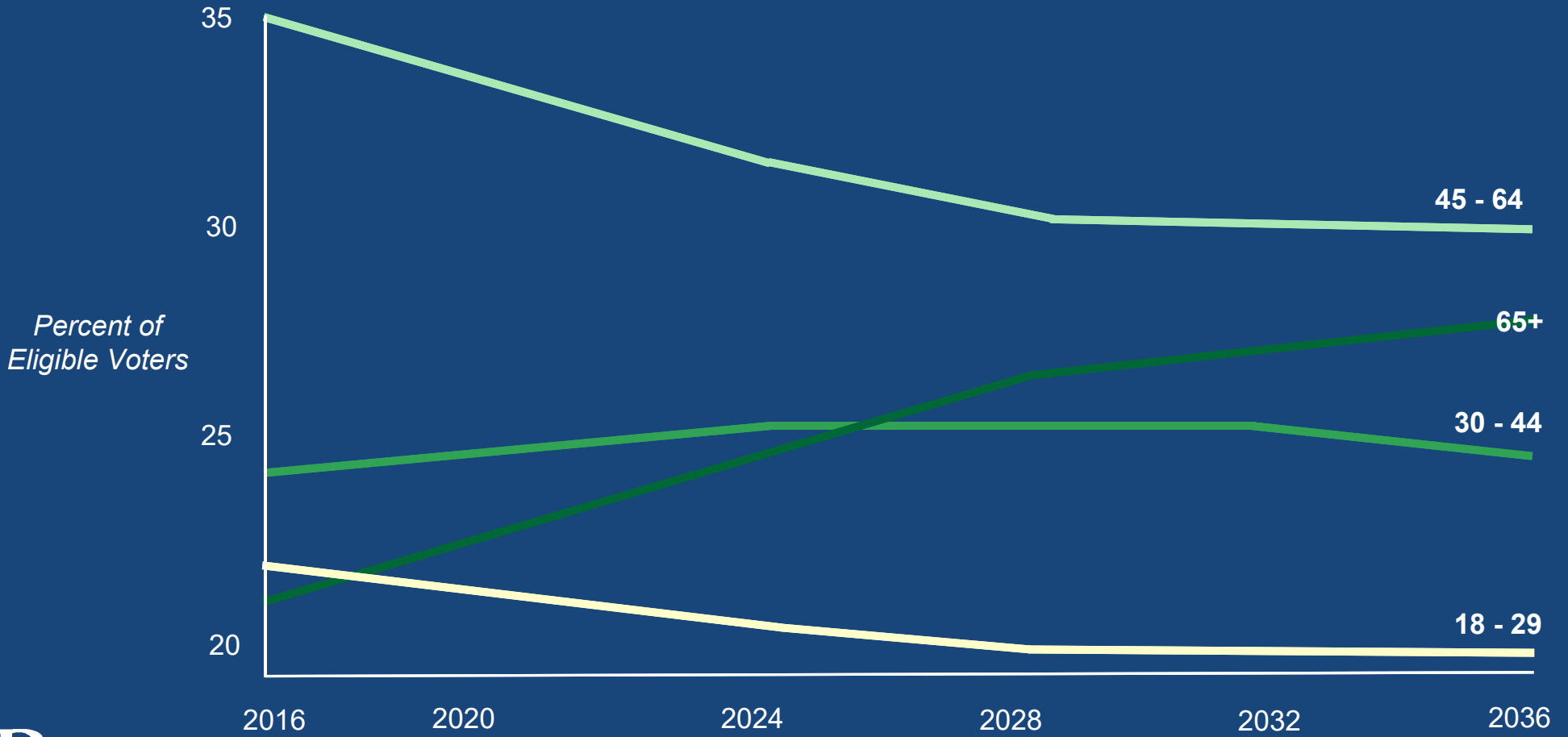
Projections for eligible voters by race



Source: Brookings, "Diversity Explosion", 2018



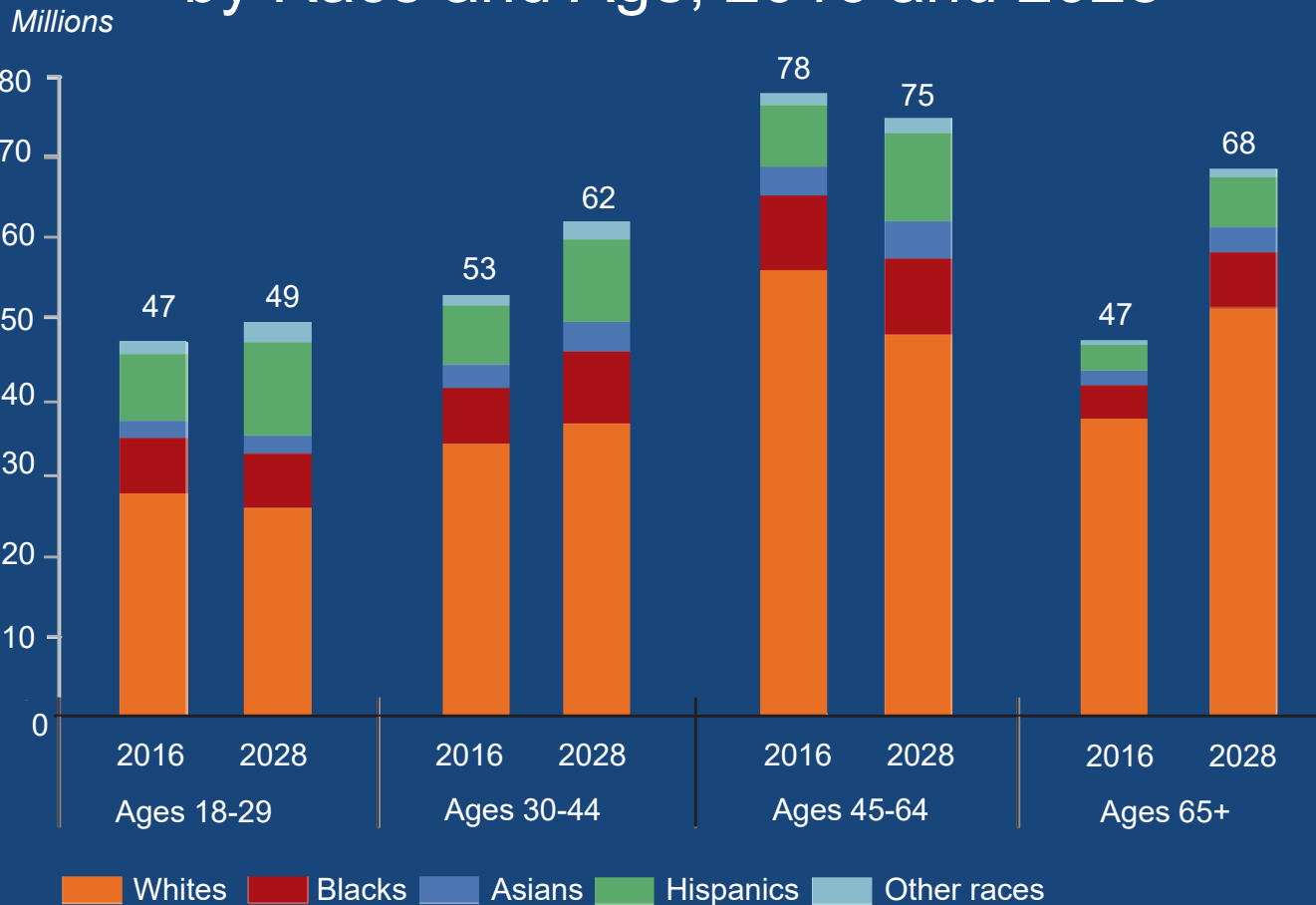
Percent of eligible voters by age (%)



Source: Brookings, "Diversity Explosion", 2018



Projected Eligible Voters, by Race and Age, 2016 and 2028



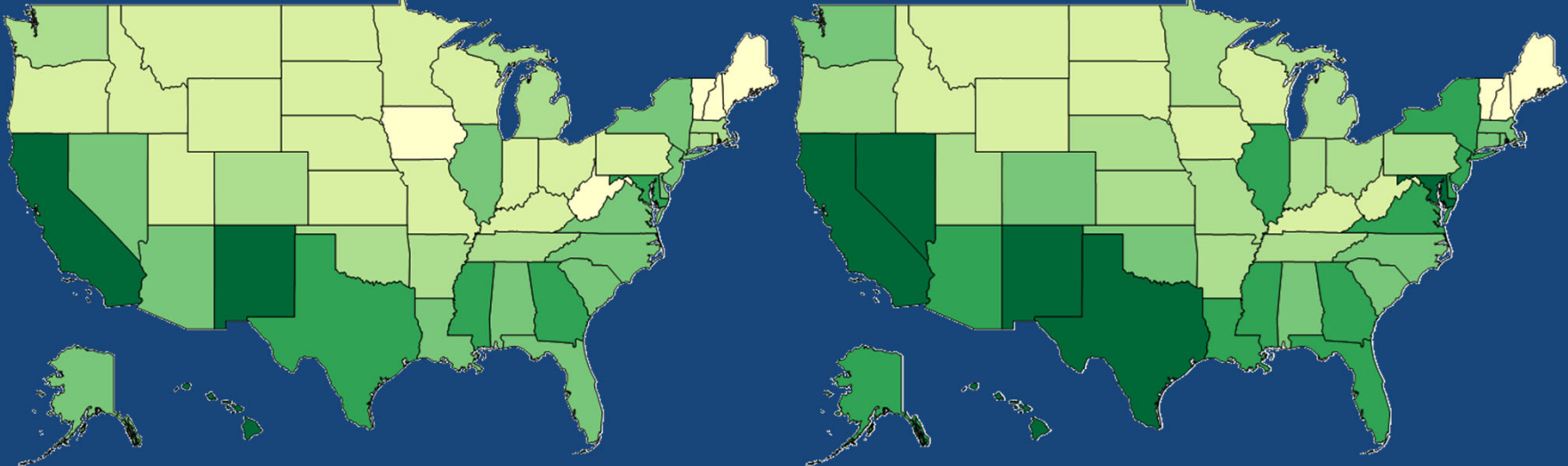
Source: Current Population Survey, November 2016 Supplement; author's calculations based on U.S. Census Bureau projections.



Minority Eligible Voters (%)

2016

2036

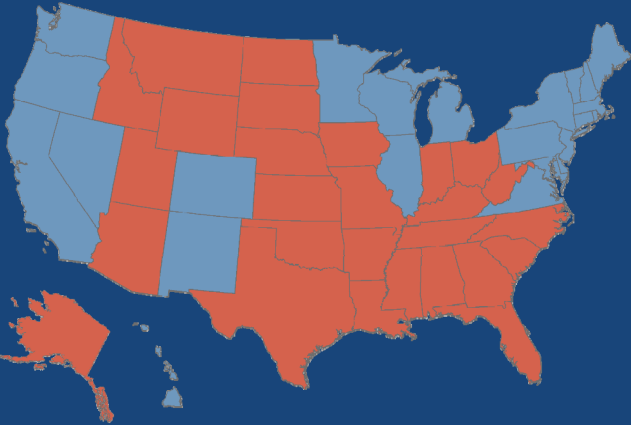


- < 30%
- 30% - 40%
- 40% - 50%
- 50% - 60%
- > 60%

B

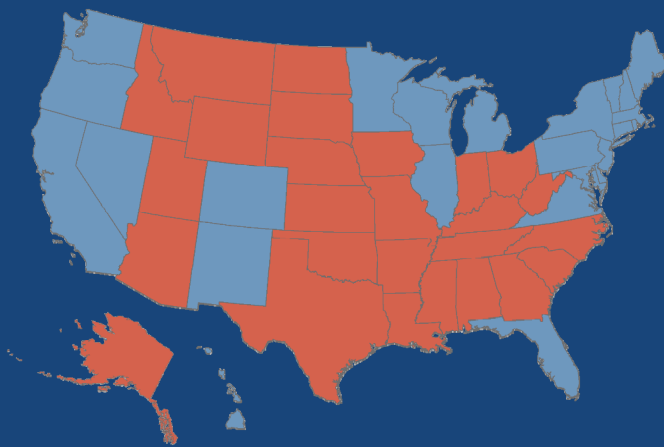
Election results assuming 2016 voting patterns

2020



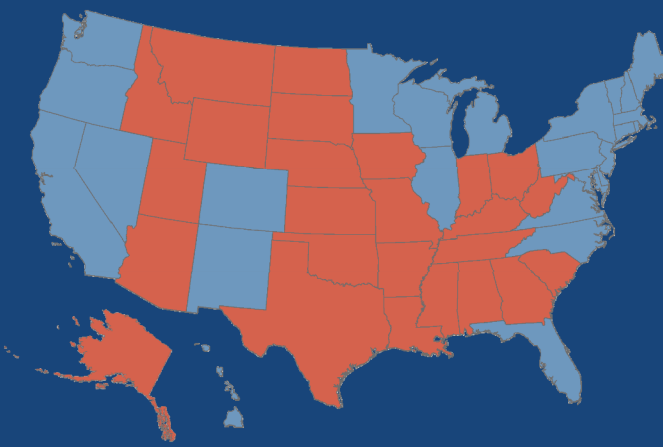
279 - 259

2024



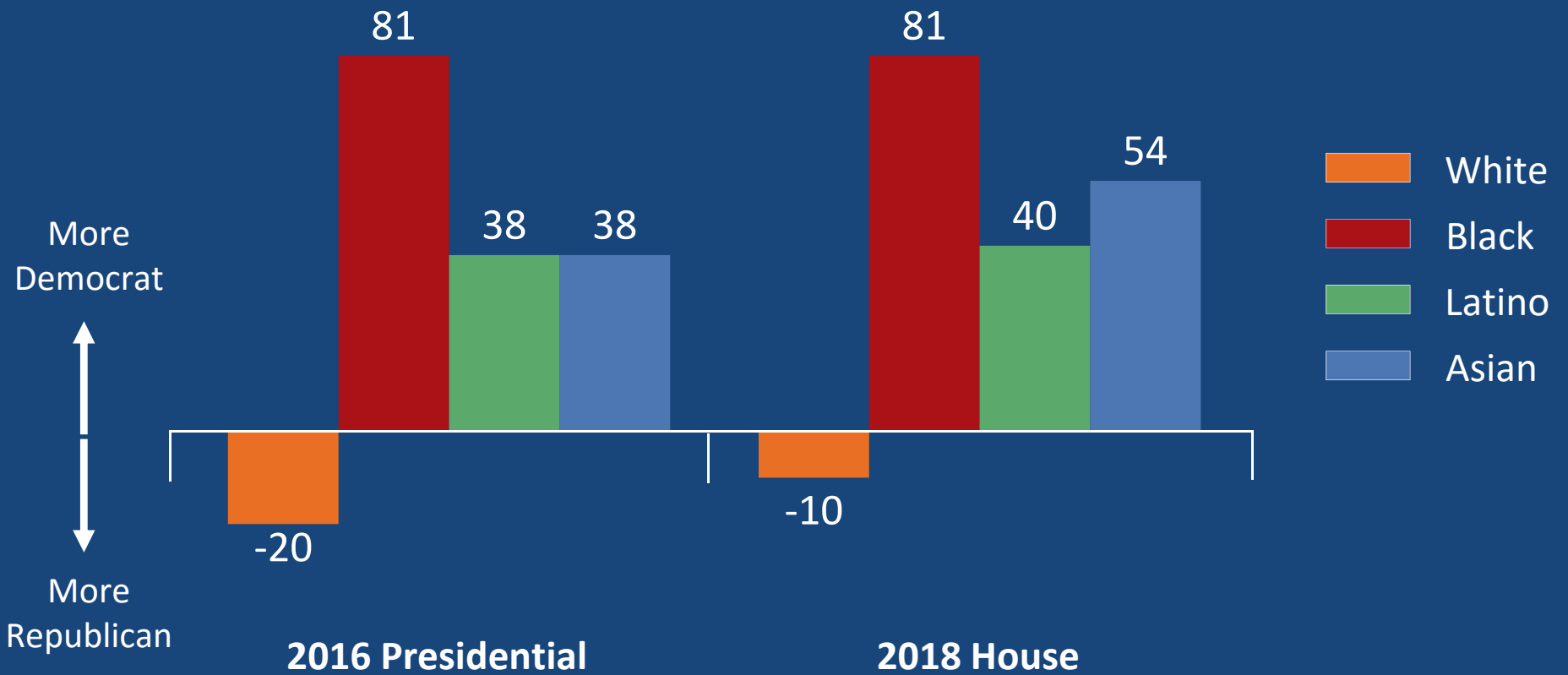
306 - 232

2028



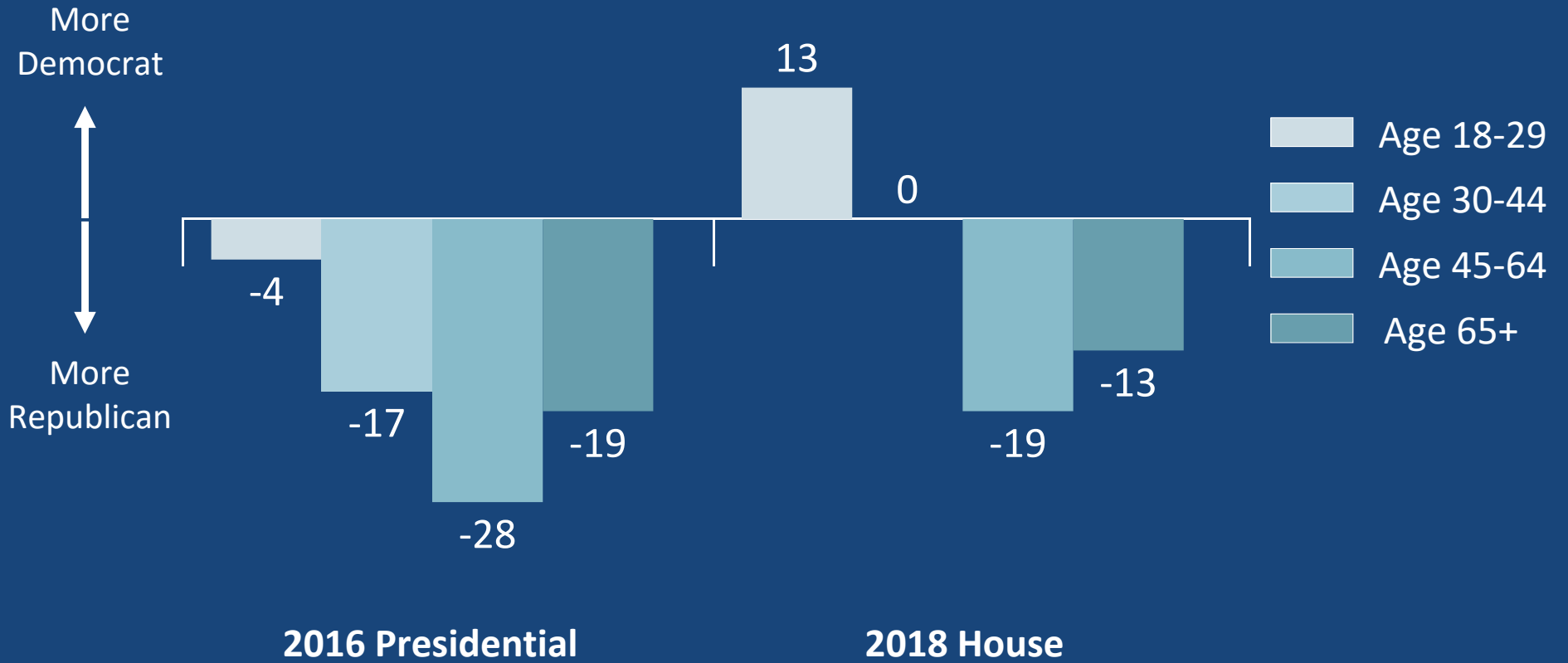
322 - 216

Voting Margins by Race

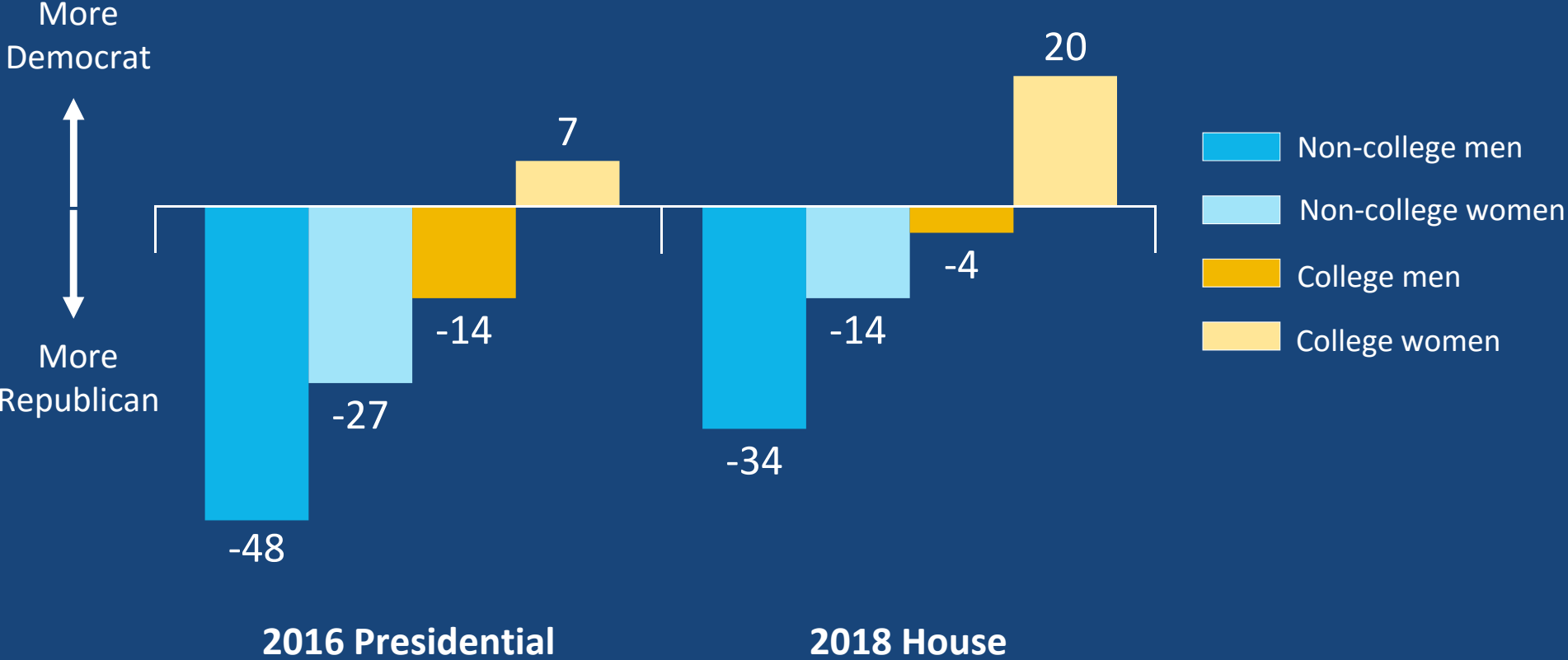


B

White Margins by Age



White Margins by Education and Gender

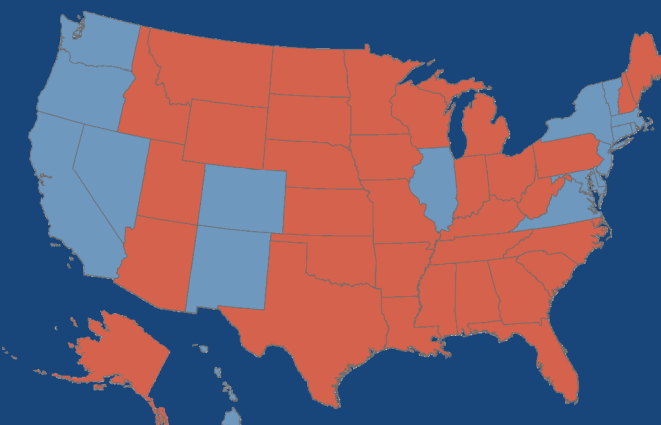
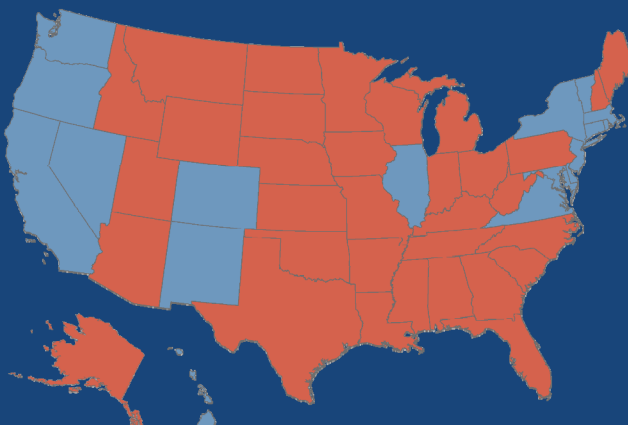
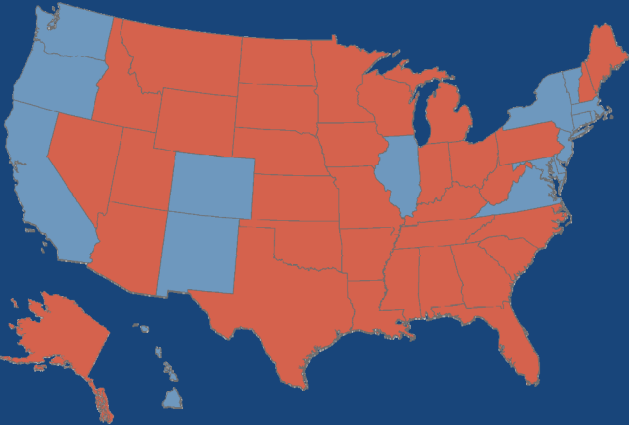


Election results assuming Non-college white swing to Republicans (+10 pts)

2020

2024

2028

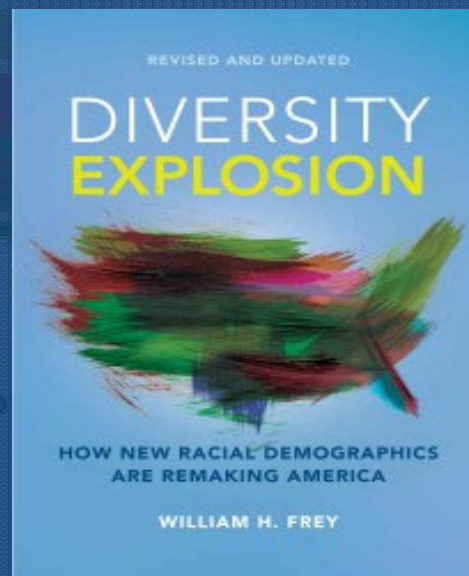


209 - 329

214 - 324

214 - 324

America's Diversity Explosion: How New Racial Demographics are Remaking America



WILLIAM H. FREY
Brookings Institution
and University of Michigan

The Impact of Changing Demographics On American Politics

Recent and Future Presidential Elections

WILLIAM H. FREY

University of Michigan and
The Brookings Institution