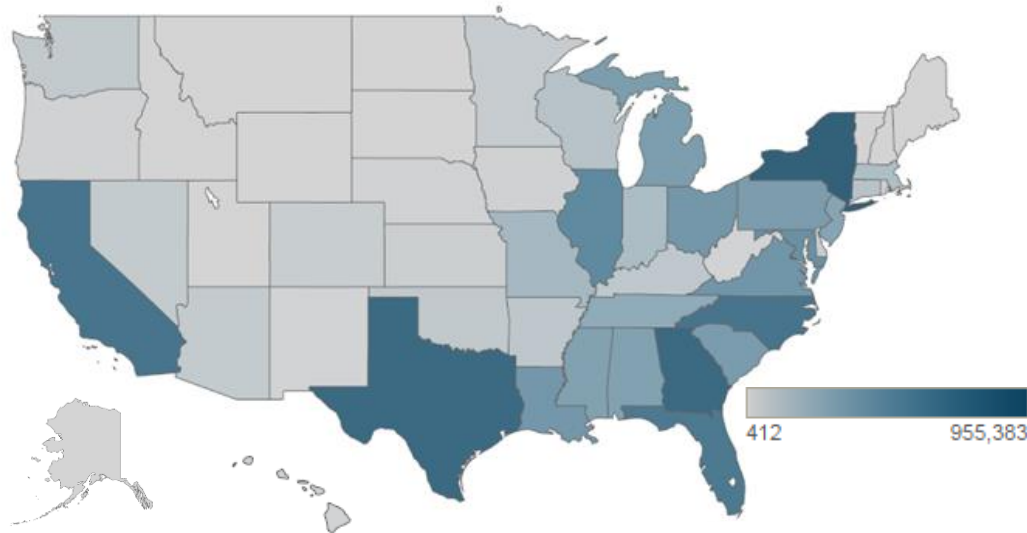




# The Impact of African American Women on the Vote

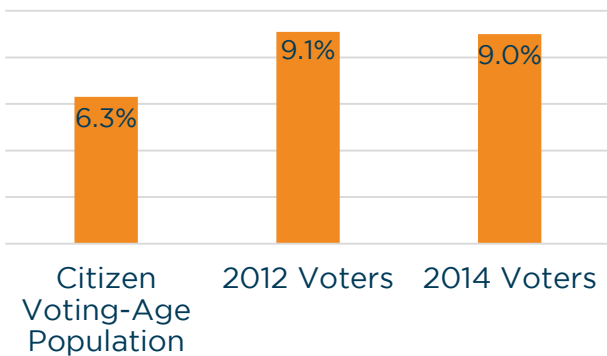
## 2012 African American Women Voters

According to the U.S. Census and state voter files, there are about **13,973,188** African American women who are voting-age U.S. citizens, and **11,483,332** African American women voted in the 2012 presidential election. About **82.1%** of African American women citizens of voting age voted.



The number of African American women who voted in 2012 by state

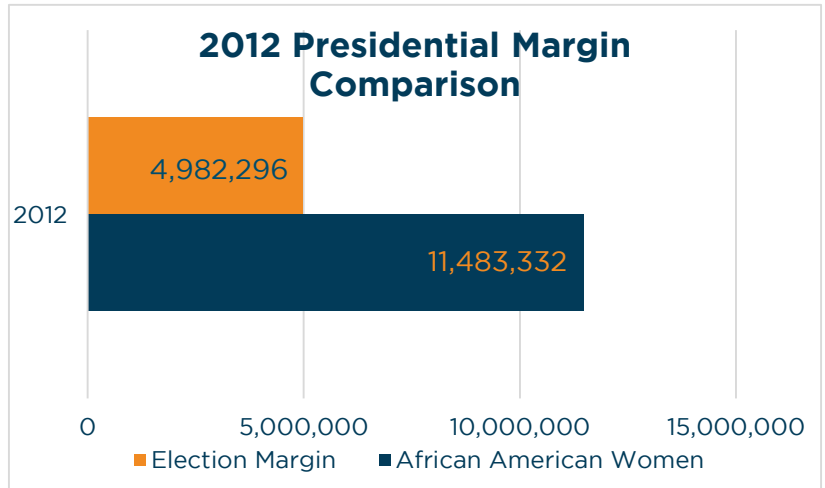
## African American Women as Share of Vote



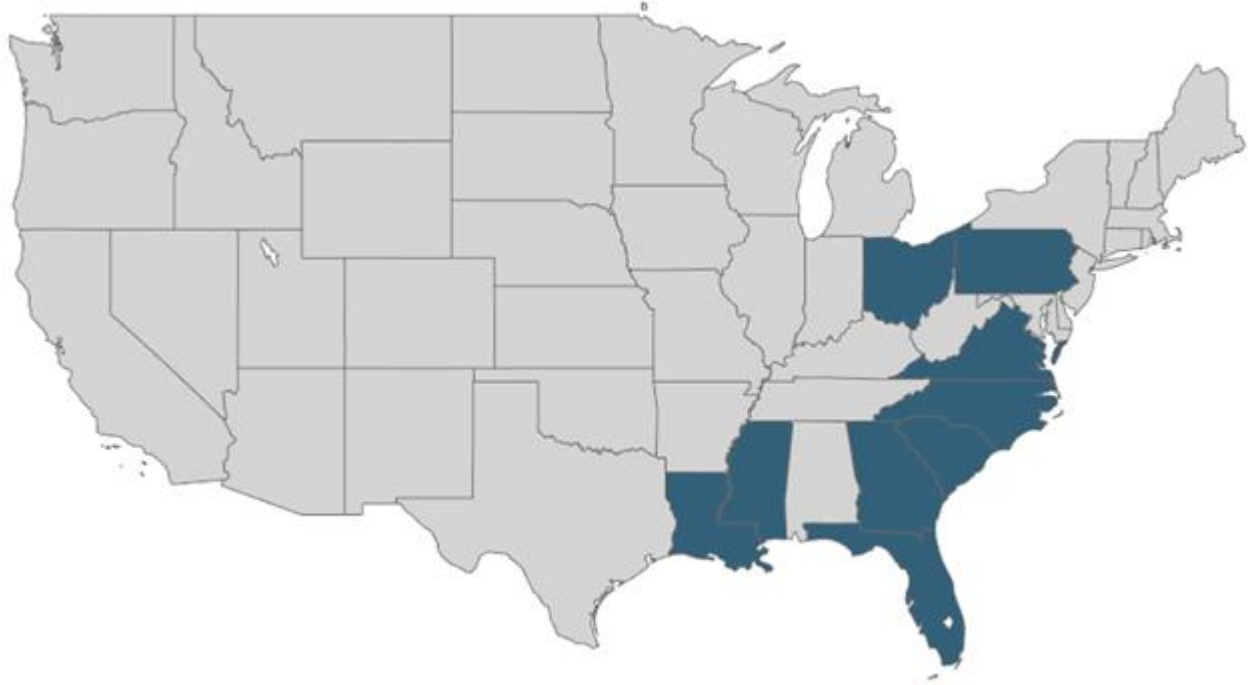
**7,130,801** African American women voted in 2014 – about **51.0%** of the citizen voting-age population. African American women were **9.1%** of the vote in the 2012 election, and **9.0%** of the vote in the 2014 election. African American women make up about **6.3%** of the total citizen voting age population (CVAP).

African American women have the power to change the vote at the national level. In 2012, President Obama won by **4,982,296** votes, when **11,483,332** African American women voted.

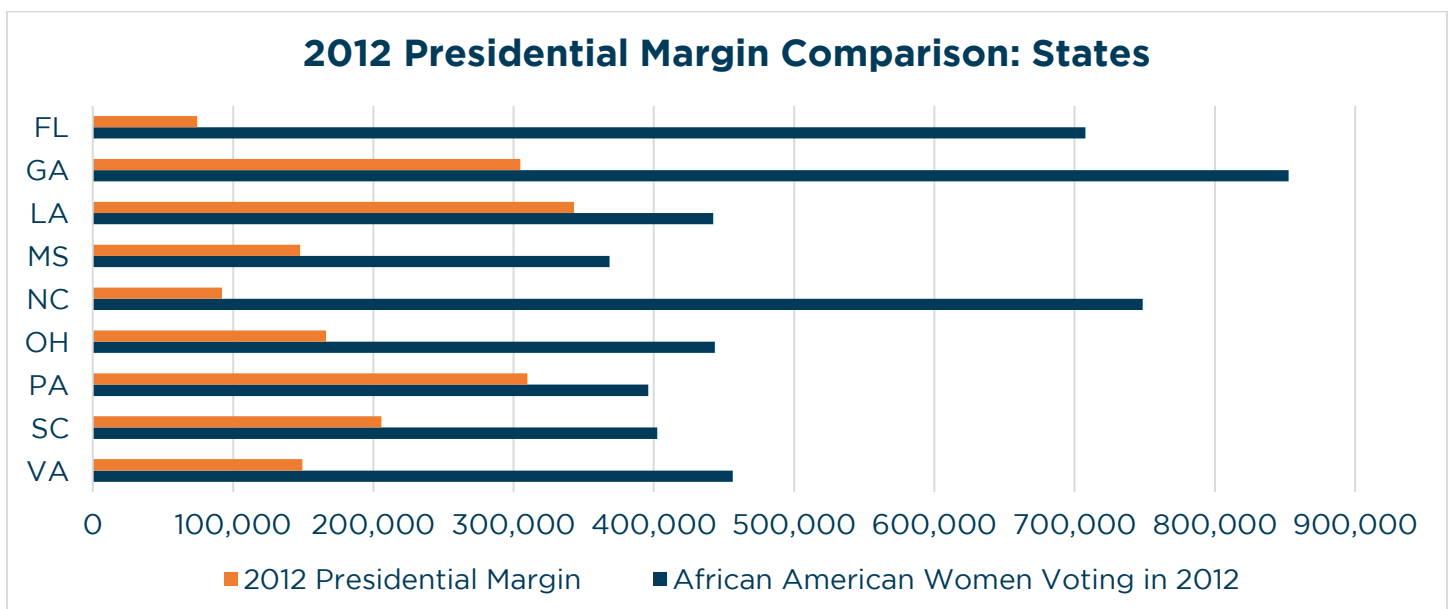
## 2012 Presidential Margin Comparison



# States where 2012 African American Women Electorate was Larger than Presidential Margin



In each of the above states—Florida, Georgia, Louisiana, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, and Virginia—the total number of African American women voters in 2012 was greater than the 2012 presidential vote margin. For example, **707,719** African American women voted in Florida in 2012, and President Obama won the state by just **74,309** votes. These states combined account for **134** electoral votes—almost exactly half of the votes needed to secure the presidency. African American women voters have the power to change the vote and are highly influential at the national level.



Methodology: An analysis of the U.S. Census Voting and Registration Reports from 2012 and 2012, compared to the TargetSmart voter file, accessed May 2016. Electoral results via the AP and FEC.