

2012 Presidential Race, Margins of Victory, Missing Voters, and AVR Impactⁱ

State	Winner	Margin of Victory Percent of Votes	Total Votes	Margin of Victory Number of Votes	Eligible citizen "missing voters"	Projected added potential voters ⁱⁱ
Colorado	Barack Obama (D)	5.4	2,569,522	138,754	1,078,000	377,000
Florida	Barack Obama (D)	0.9	8,474,179	76,268	5,188,000	1,816,000
Iowa	Barack Obama (D)	5.8	1,582,180	91,766	691,000	242,000
Nevada	Barack Obama (D)	6.7	1,014,918	68,000	770,000	270,000
New Hampshire	Barack Obama (D)	5.6	710,972	39,814	321,000	112,000
North Carolina	Mitt Romney (R)	2	4,505,372	90,107	2,078,000	727,000
Ohio	Barack Obama (D)	3	5,580,847	167,425	2,852,000	998,000
Pennsylvania	Barack Obama (D)	5.4	5,753,670	310,698	3,390,000	1,187,000
Virginia	Barack Obama (D)	3.9	3,854,489	150,325	1,964,000	687,000
Wisconsin	Barack Obama (D)	6.9	3,068,434	211,722	1,227,000	429,000
Total			37,114,583	1,344,880	19,559,000	6,845,000

i. Demos Calculations based on Census Bureau data. Margin of victory numbers come from Ballotpedia and the Federal Election Commission. Ballotpedia, "Gubernatorial elections, 2014." Available at, http://ballotpedia.org/Gubernatorial_elections,_2014; Ballotpedia, "United States Senate elections, 2014." Available at: http://ballotpedia.org/United_States_Senate_elections,_2014; Federal Elections Commission, "Federal Elections 2012: Election Results for the U.S. President, the U.S. Senate, and the U.S. House of Representatives." Available at: <http://www.fec.gov/pubrec/fe2012/federaelections2012.shtml>.

ii. To calculate new registrants at the state level, Demos used the projections in Oregon's model assumed that the same share of the unregistered population (35%) of the state's unregistered population would be added with Automatic Voter Registration. Estimates of the unregistered population come from the 2014 Census Bureau data.