



# Male Electorate: *Up for Grabs*

In 2008, men represented 47% of the total voting public. But of all the major blocs of the American electorate, the male electorate is probably the least-understood and most-ignored.

As TV commentator Tucker Carlson explains, men represent "America's single most important voting bloc."

## ***Male Electorate Swings Most Races***

Although the male electorate is somewhat smaller, the female electorate tends to be splintered. As a result, the male vote is more likely to determine the outcome.

For example, in the 2010 Massachusetts Senate election, 52% of women gave the nod to Democrat Martha Coakley. But a stunning 60% of men voted in favor of Republican Scott Brown, handing an upset victory to the GOP candidate.

*"With the possible exception of 1996, women have never voted a candidate into the White House when men thought the other guy should win."* --  
Former Brandeis University professor Linda Hirshman

## ***What do Men Want?***

Eight out of 10 persons who lost their jobs in the current recession are males, especially minority men. In general, men prefer to reduce the national debt<sup>1</sup> and scale down taxes.<sup>2</sup>

But increasingly, men are concerned with broader social issues:

**Family courts:** Many men perceive family law to be biased and unfair. Child-support programs recklessly incarcerate low-income, unemployed men, pushing them even further away from their children.

**Sexual harassment:** The Department of Education has issued a policy that,

according to a recent Wall Street Journal editorial, "In short, universities are institutionalizing a presumption of guilt in sexual assault cases."

**Men's health:** Men die 5 years sooner than women, on average. The federal government has 5 offices of women's health, but no offices of men's health. Does that seem right?

## ***Neither Party has a Lock on the Male Vote***

In the 2008 presidential race, male voters favored Barack Obama over John McCain by a 1 point margin.<sup>3</sup> But in the 2010 contest, the male vote favored Republicans by a 14 point spread.<sup>4</sup>

Looking ahead to the 2012 election cycle, many candidates still have no defined platform, strategy, or plan for attracting the male voter.

Some of these are incumbents who on November 7, 2012 will be updating their resumes. It's time to pay attention to the needs of men and boys too, we do.

*The National Coalition For Men (NCFM) is a nonprofit educational organization that raises awareness about the ways sex discrimination affects men and boys.*

For more information, contact:  
National Coalition for Men (NCFM)  
932 C Street, Suite B, San Diego, CA 92101  
Internet : [www.ncfm.org](http://www.ncfm.org)  
Email: [ncfm@ncfm.org](mailto:ncfm@ncfm.org)

<sup>1</sup> Alvarez RM, McCaffery EJ. Are there sex differences in fiscal political preferences? *Political Research Quarterly*. March 2003.

<sup>2</sup> White Male Gap study, 2004. Summarized in *The Neglected Voter*, 2007.

<sup>3</sup><http://www.cnn.com/ELECTION/2008/results/polls.main/>

<sup>4</sup><http://www.cnn.com/ELECTION/2010/results/polls.main/>