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A Demographic Profile of Underrepresented Communities in 2024



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Summary of Underrepresented Communities

Young adults and unmarried women are the largest UC subgroups in the VEP and 2024 electorate. Turnout is highest among widowed and divorced women. Never married women and adults under age 35 are the most likely to have moved over the past two years.

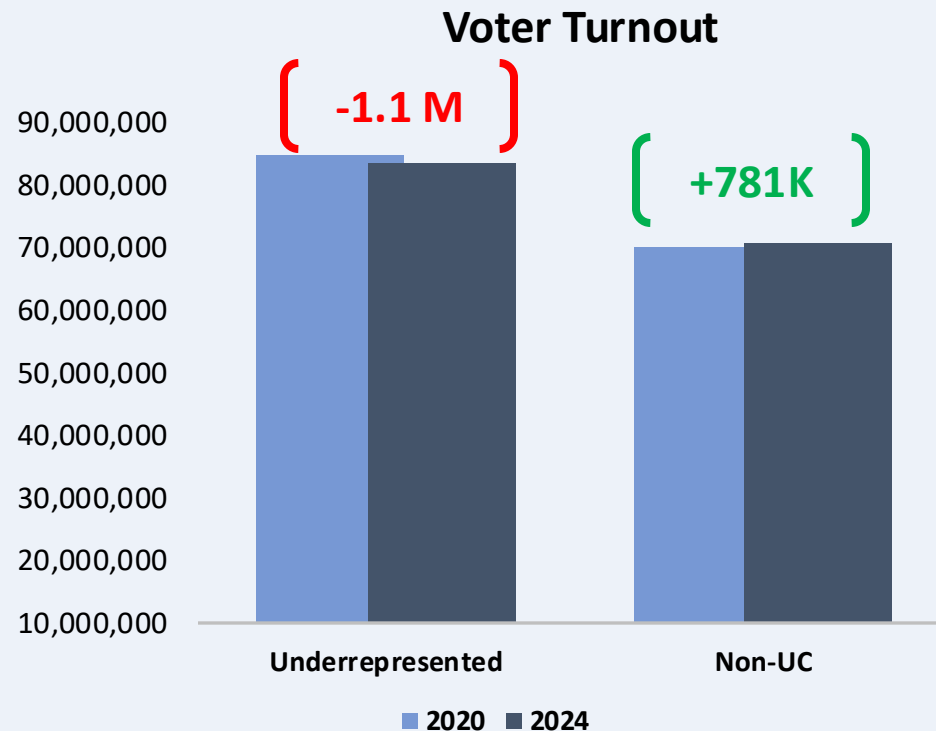
	African American	Latino/a	Asian American	Unmarried women	Never married women	Widowed women	Divorced women	Under age 35	UC	Non-UC
% of UC	23.5%	23.0%	10.0%	43.4%	24.5%	7.5%	9.9%	46.6%	N/A	N/A
Share of electorate	12.9%	10.7%	5.4%	24.2%	12.7%	4.6%	6.2%	22.9%	54.2%	45.8%
Turnout	59.4%	50.6%	58.1%	60.4%	56.2%	66.0%	67.4%	53.1%	58.6%	75.6%
Top reason for not voting	Not interested	Not interested	Too busy	Not interested	Too busy	Illness or disability	Illness or disability	Too busy	Not interested	Not interested
Moved in past two years	24.8%	20.9%	16.2%	24.6%	30.3%	12.0%	20.0%	35.6%	25.0%	11.2%

A photograph of three people of different ethnicities and ages voting at a polling station. On the left, a Black man with glasses is looking down at a ballot. In the center, a woman wearing a white hijab and a dark blue vest over a white long-sleeved shirt is also looking at a ballot. On the right, a young woman with long dark hair, wearing a red dress, is standing at a ballot box. The background shows a wall with a sign that says "POLLING PLACE" and another sign with an American flag and the word "VOTE".

Underrepresented Community Vote Change

National Vote Change: 2020-2024

- UC Voters Decline: **-1.30%**
 - -1.1 million votes
- Non-UC Voters Increase: **1.12%**
 - +781K votes

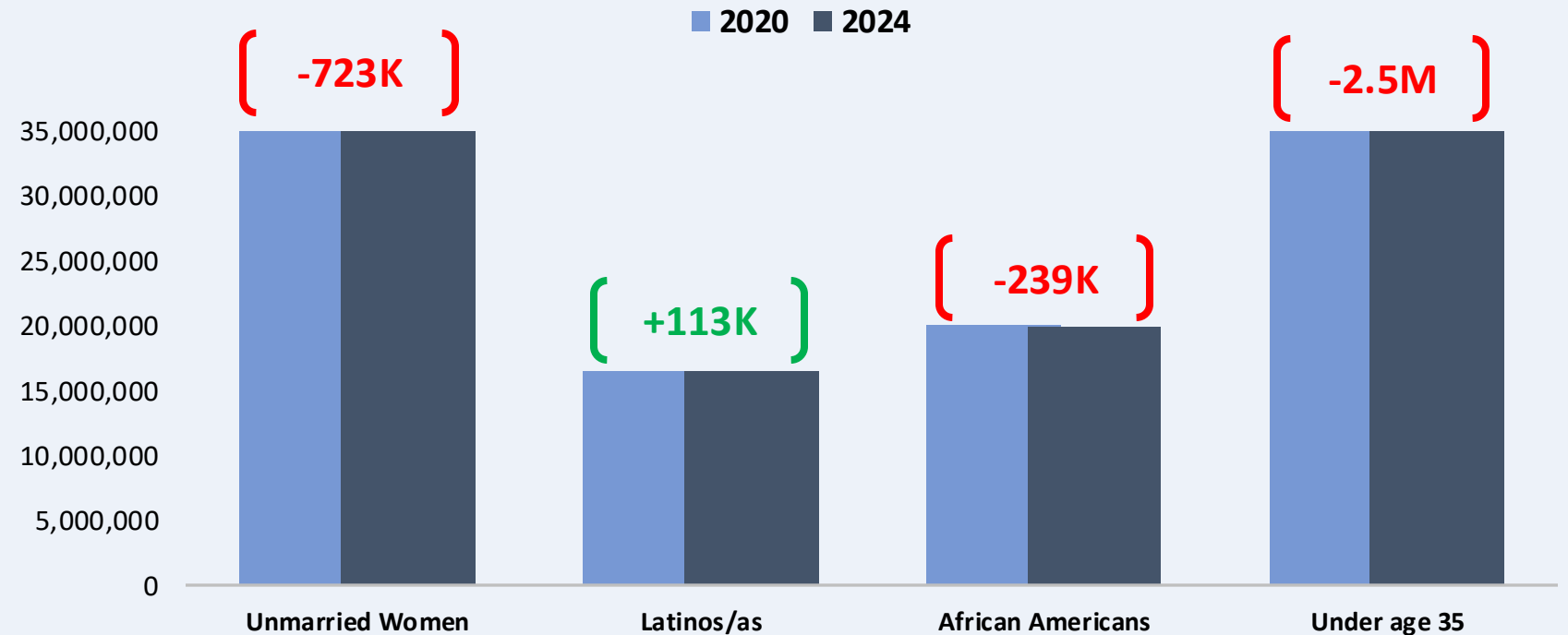


While the number of UC voters who turned out decreased by about 1.1 million from 2020 to 2024, the number of non-UC voters who turned out increased by about 781K.

National Vote Change: 2020-2024

Notably, Latino/a voters increased their turnout between 2020 and 2024, while other Underrepresented groups (like unmarried women, African American voters, and voters under age 35) decreased their turnout between 2020 and 2024.

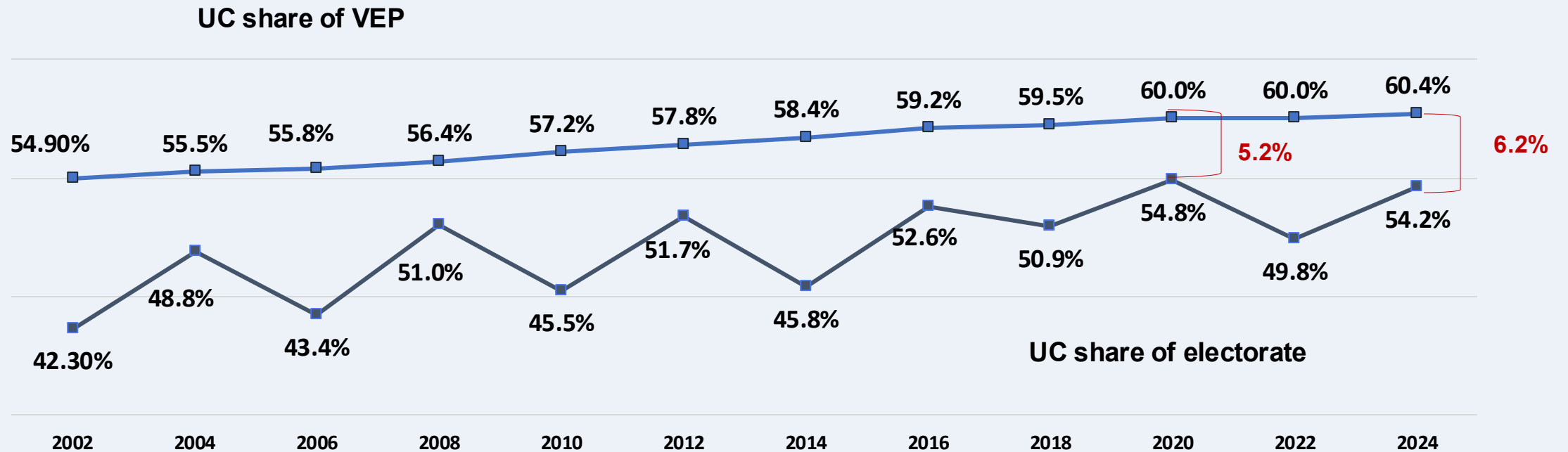
- Unmarried Women Voters Decline: **-1.9%**
 - -723K votes
- African American Voters Decline: **-1.2%**
 - -239K votes
- Latino/a Voters Increase: **+0.69%**
 - +113K votes
- Under Age 35 Voters Decline: **-6.73%**
 - -2.5 million votes



UC Share of VEP and Electorate

In 2024, there were over 142 million eligible voters among the Underrepresented Communities. This comprised 60.4% of the VEP, an increase of 0.04% since 2020.



Underrepresented Communities' Share of the VEP and Electorate



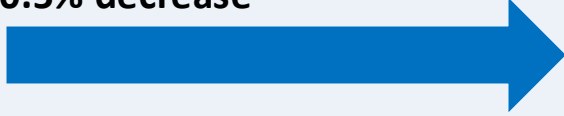

CPS Estimates of the VEP and Electorate

Women's share of the VEP and electorate remains relatively unchanged since 2020. And in both cycles, unmarried women were a larger portion of the VEP but a smaller portion of the electorate.

CPS Estimates of the Vote Eligible Population

	2020		2024
Unmarried Women	26.2%	No change 	26.2%
Married Women	25.7%	0.3% decrease 	25.4%

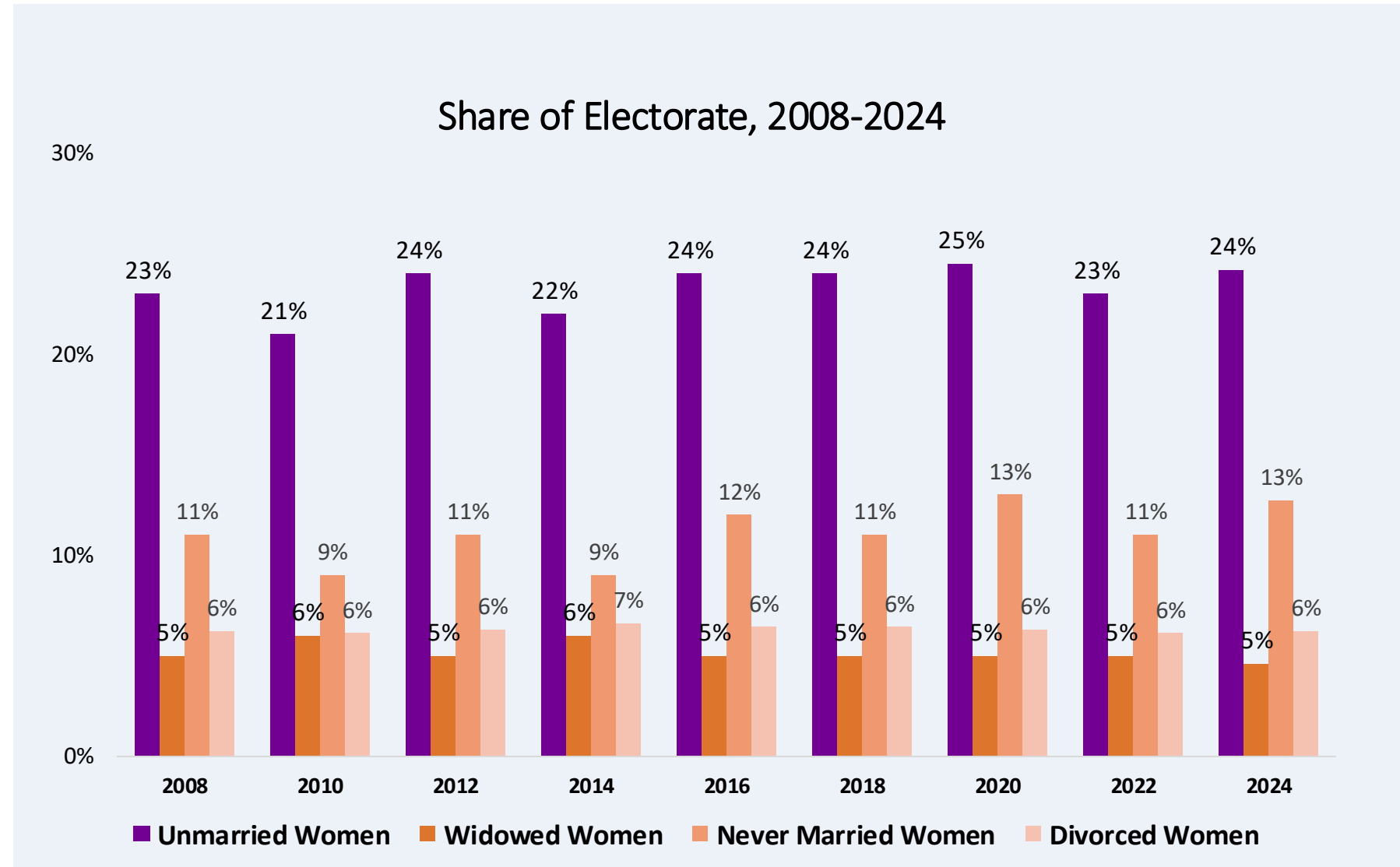
CPS Estimates of the Electorate

	2020		2024
Unmarried Women	24.7%	0.5% decrease 	24.2%
Married Women	28.5%	0.1% increase 	28.6%

Share of Electorate, Unmarried Women Broken Out

The greatest change among unmarried women since 2020 is among never married women, whose share of the electorate has increased by two points.

These voters, who are disproportionately younger, will likely be a key turnout target in 2026 and 2028.



National Vote Change

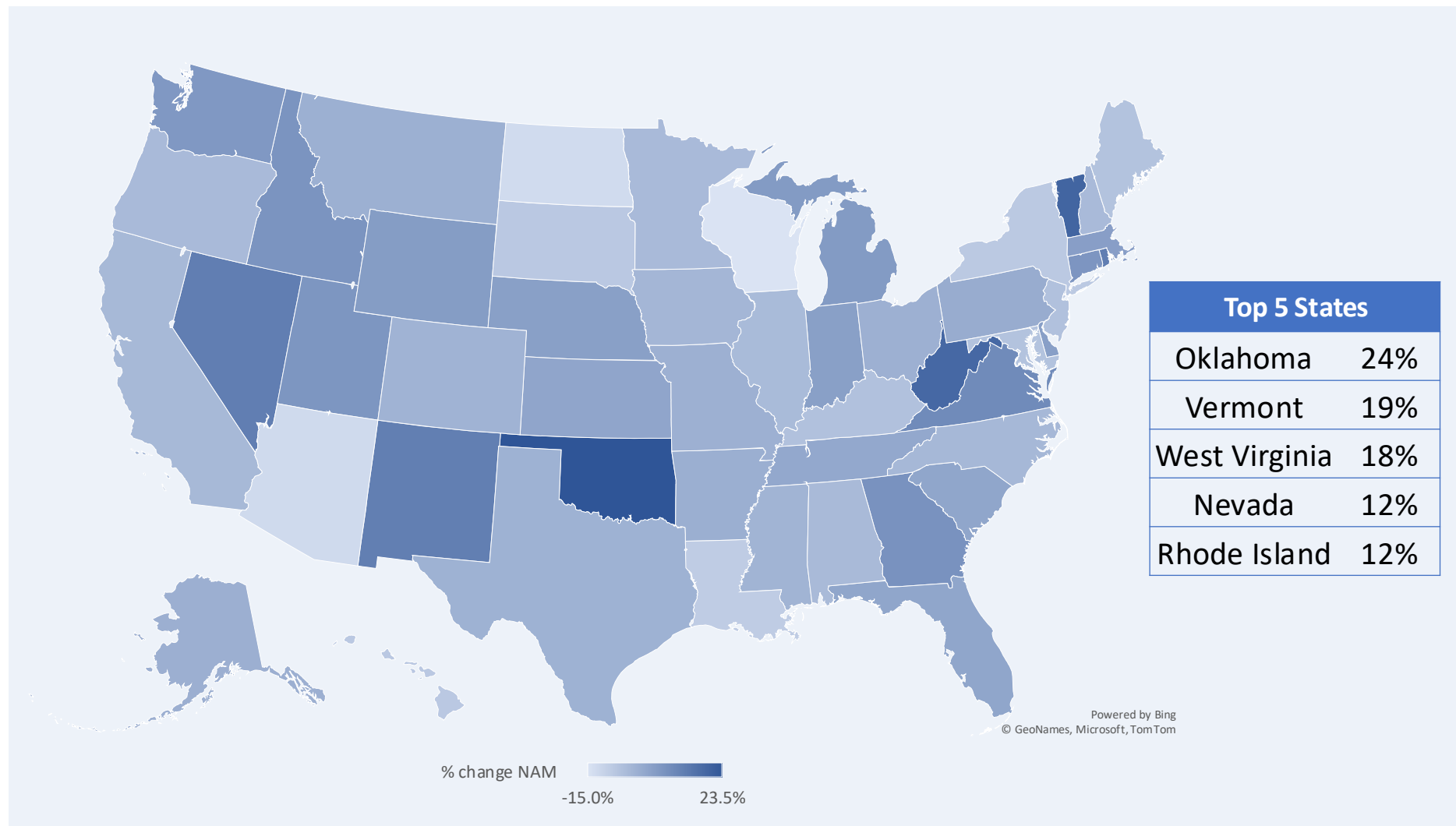
Turnout in 2024 was actually higher than turnout in 2020 among UC groups in some swing states – Georgia, Nevada, and Michigan.

	Underrepresented		NON-UC	
States (Ranked by Highest % Change of UC Vote)	2024 Vote – 2020 Vote	% Change	2024 Vote – 2020 Vote	% Change
National	-1,101,149	-1.3%	781,115	1.1%
Oklahoma	169,362	23.5%	-53,975	-5.9%
Vermont	24,797	19.2%	6,141	2.9%
West Virginia	49,574	18.2%	-15,854	-3.2%
Nevada	98,607	12.2%	42,454	7.8%
Rhode Island	32,424	12.2%	20,507	8.2%
New Mexico	70,693	12.0%	-24,553	-7.1%
Virginia	201,351	8.8%	89,291	4.5%
Georgia	199,831	6.8%	-179,524	-9.2%
Idaho	23,076	6.4%	65,256	13.5%
Connecticut	48,548	6.0%	-1,023	-0.1%
Utah	39,945	5.8%	129,143	18.4%
Washington	98,320	5.2%	-89,230	-4.5%
Michigan	114,155	4.6%	335,671	13.5%

2024 UC Vote Net Growth by State

Of the swing states, Nevada showed the greatest growth in UC turnout since 2020.

This was also true in the midterms, indicating a positive trend for the state.



Underrepresented Communities in 2024



2024 UC Share of VEP Population by State

Some of the states with the highest percentage of Underrepresented Communities are key states like Texas, Georgia, Nevada, Arizona, and Florida.

	VEP	UC VEP	
States	Total 2024 VEP	2024 UC VEP	% of State VEP
National	236,138,219	142,605,666	60.4%
Hawaii	1,004,337	856,137	85.2%
D.C.	507,441	399,453	78.7%
California	25,327,087	18,683,882	73.8%
New Mexico	1,490,797	1,092,835	73.3%
Texas	19,754,054	13,941,739	70.6%
Georgia	7,624,358	5,164,510	67.7%
Nevada	2,230,305	1,463,387	65.6%
Maryland	4,349,726	2,841,865	65.3%
Arizona	5,186,368	3,377,893	65.1%
Mississippi	2,162,110	1,402,069	64.8%
Florida	16,092,145	10,399,280	64.6%
Louisiana	3,272,683	2,101,637	64.2%
New Jersey	6,323,035	4,015,568	63.5%

2024 Registered UC Share of VEP Population by State

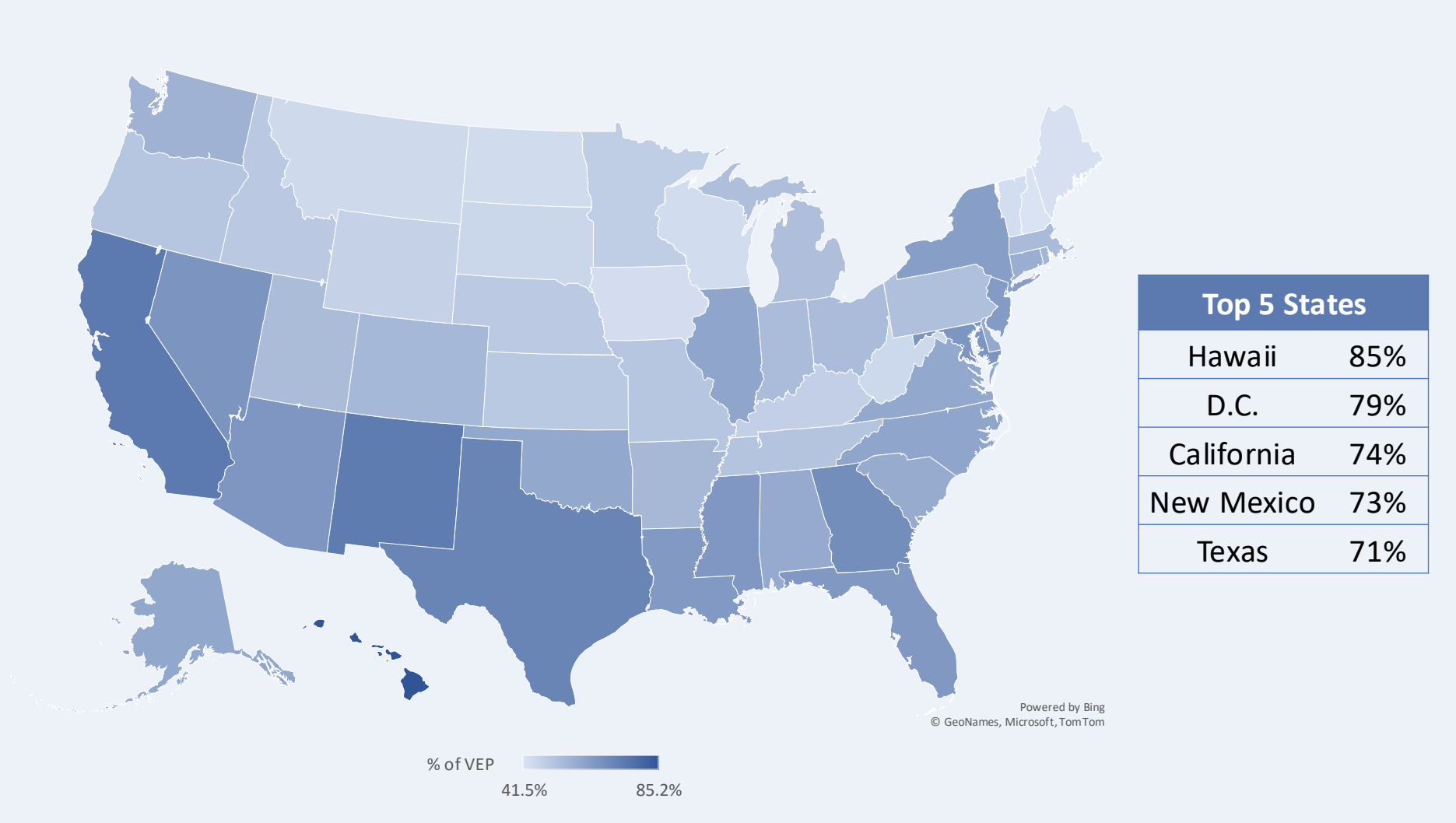
UC registered voters' share of the VEP has grown from 38% in 2022 to 41% in 2024.

Target states like Georgia, Nevada, and Texas have an above average share of UC registered voters.

States	VEP	UC Registered	
	Total 2024 VEP	2024 UC Registered	% of State VEP
National	236,138,219	97,851,457	41.4%
D.C.	507,441	330,298	65.1%
Hawaii	1,004,337	552,209	55.0%
New Mexico	1,490,797	789,348	52.9%
Mississippi	2,162,110	1,121,709	51.9%
California	25,327,087	12,878,582	50.8%
Maryland	4,349,726	2,195,658	50.5%
New Jersey	6,323,035	3,088,805	48.9%
Georgia	7,624,358	3,553,787	46.6%
Nevada	2,230,305	1,026,981	46.0%
Texas	19,754,054	9,093,728	46.0%
Virginia	6,258,727	2,833,269	45.3%
Alaska	520,651	229,816	44.1%
Rhode Island	810,786	354,417	43.7%

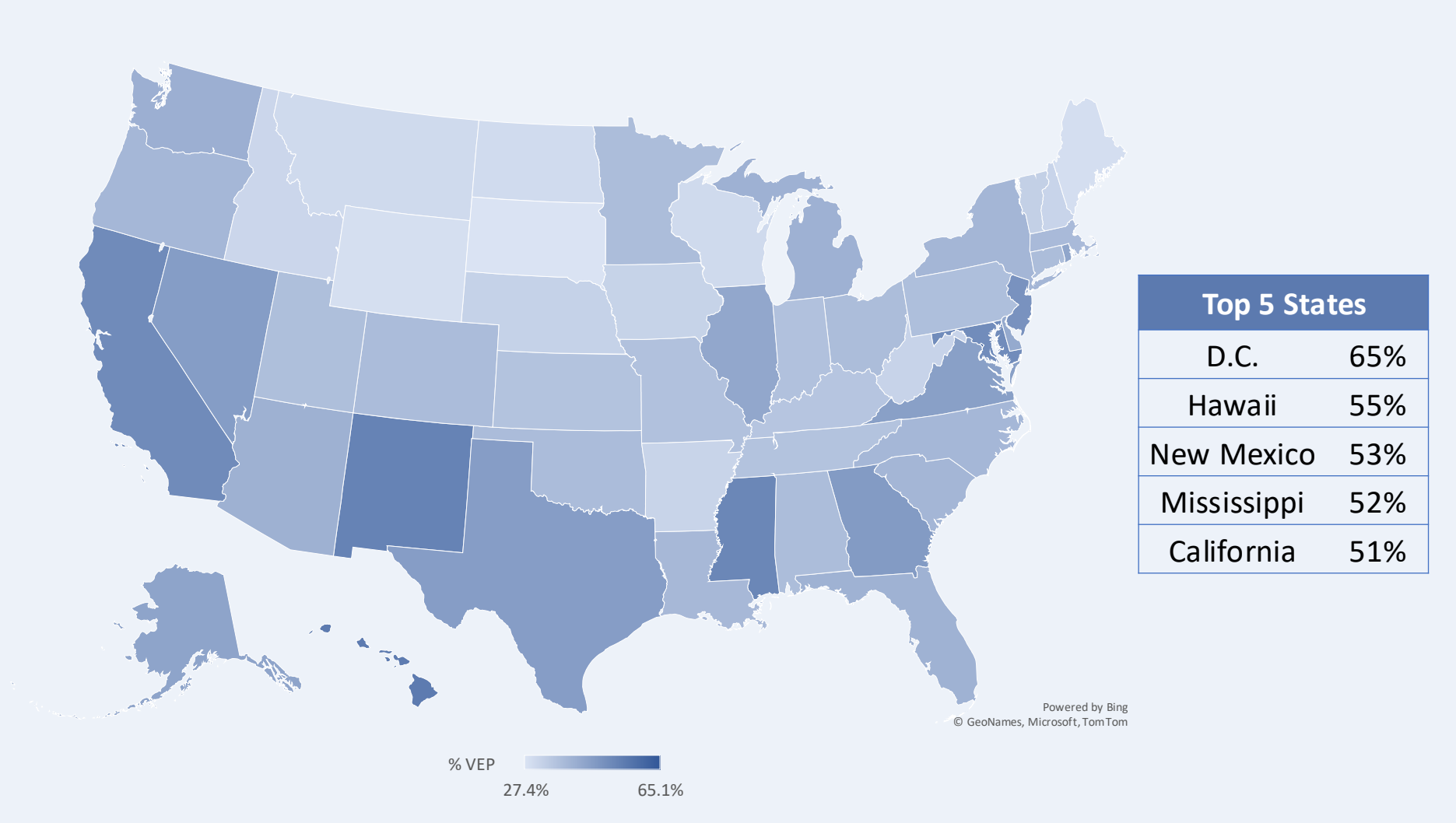
2024 UC Share of VEP by State

In 2024, just as in 2022, the states with the largest shares of Underrepresented adults were concentrated in the South, especially in the Southwest.



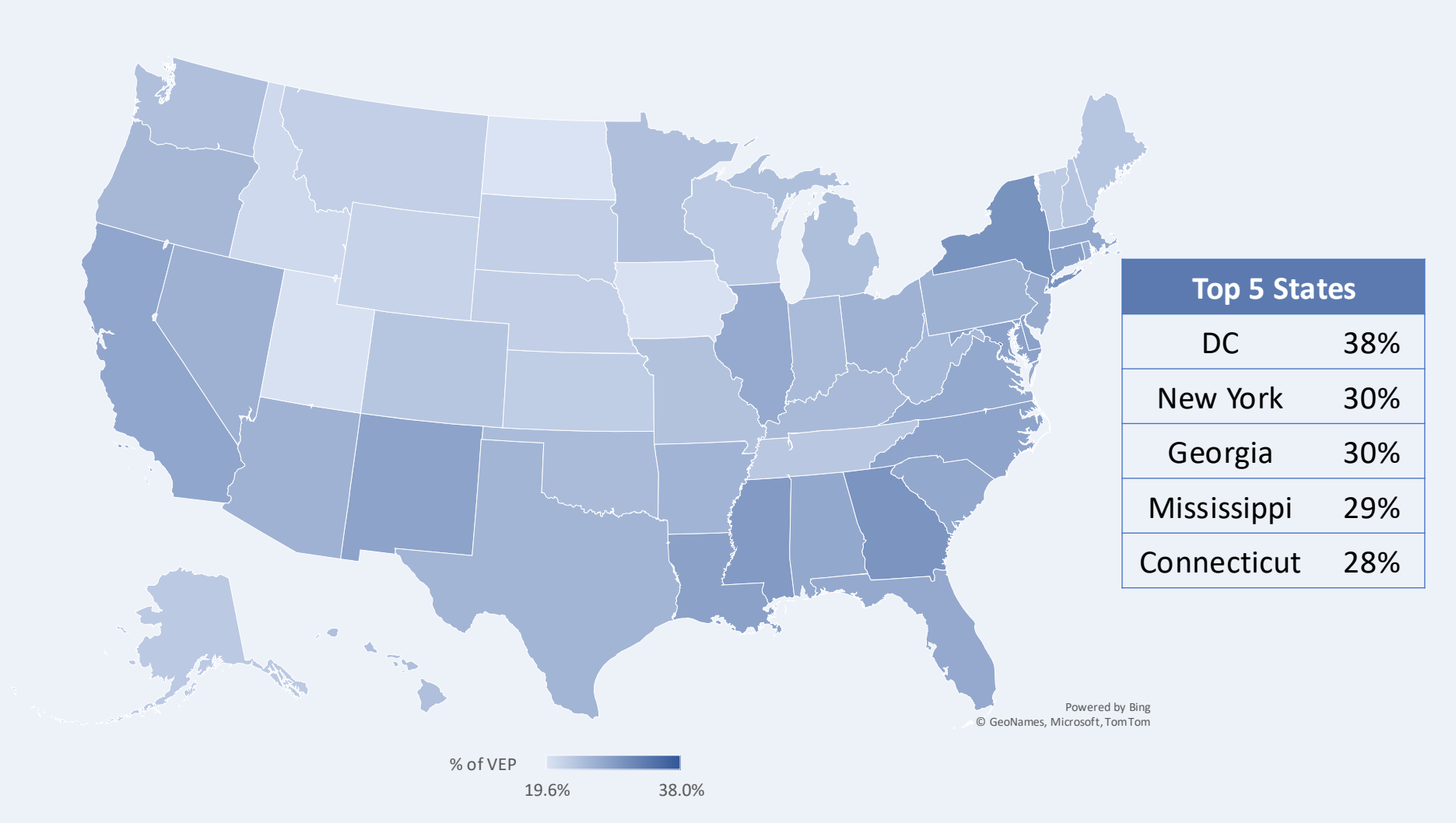
2024 Registered UC Share of VEP by State

Just as with Underrepresented adults overall, registered UC voters tend to make up the largest share of the VEP in the South.



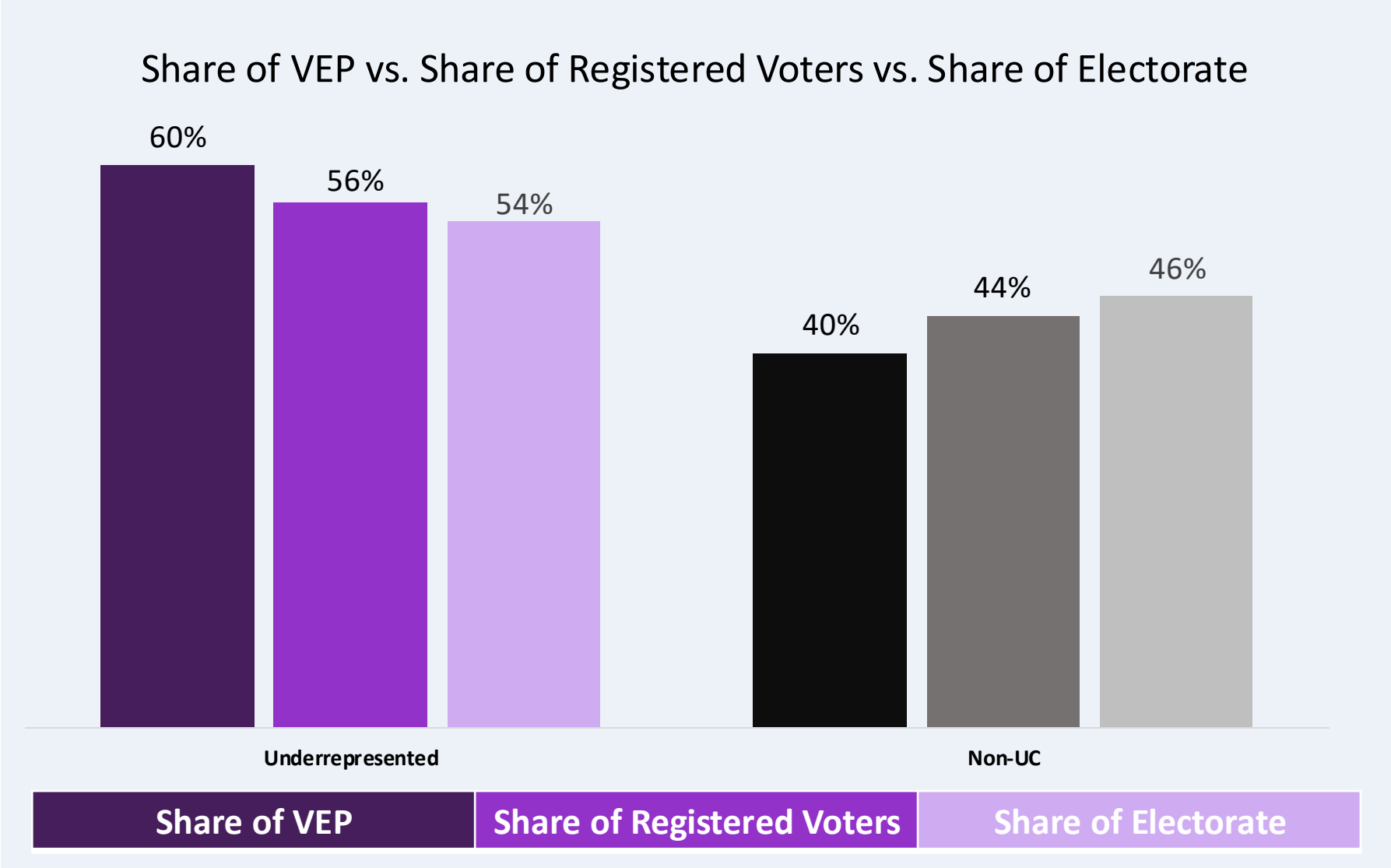
2024 Unmarried Women Share of VEP by State

In 2024, unmarried women made up nearly a third of the VEP in Georgia and New York.



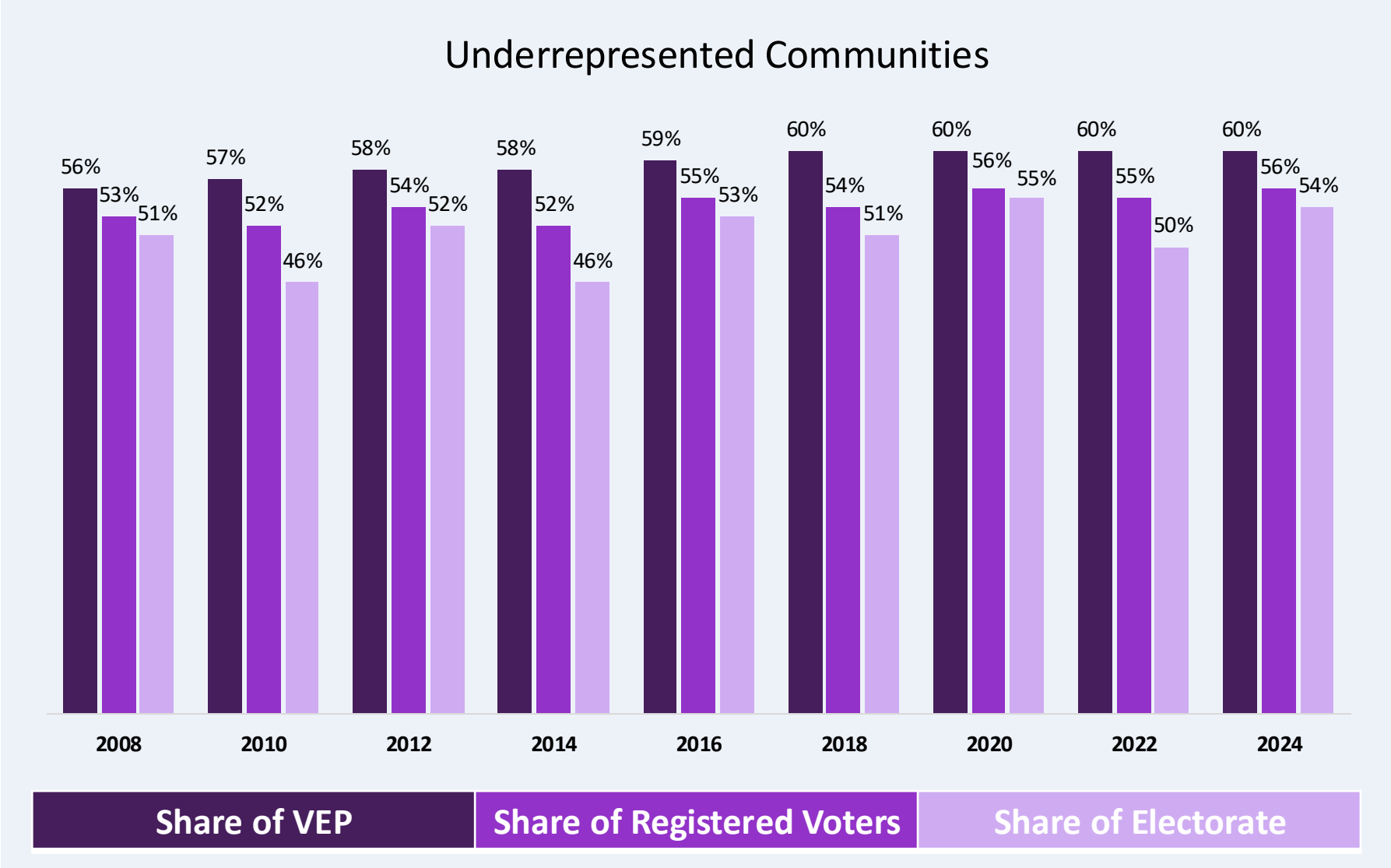
Underrepresented Communities vs. Non-UC Voter Shares

Underrepresented Communities are underrepresented in the electorate compared to their share of the VEP.



Underrepresented Communities' Voter Shares Over Time

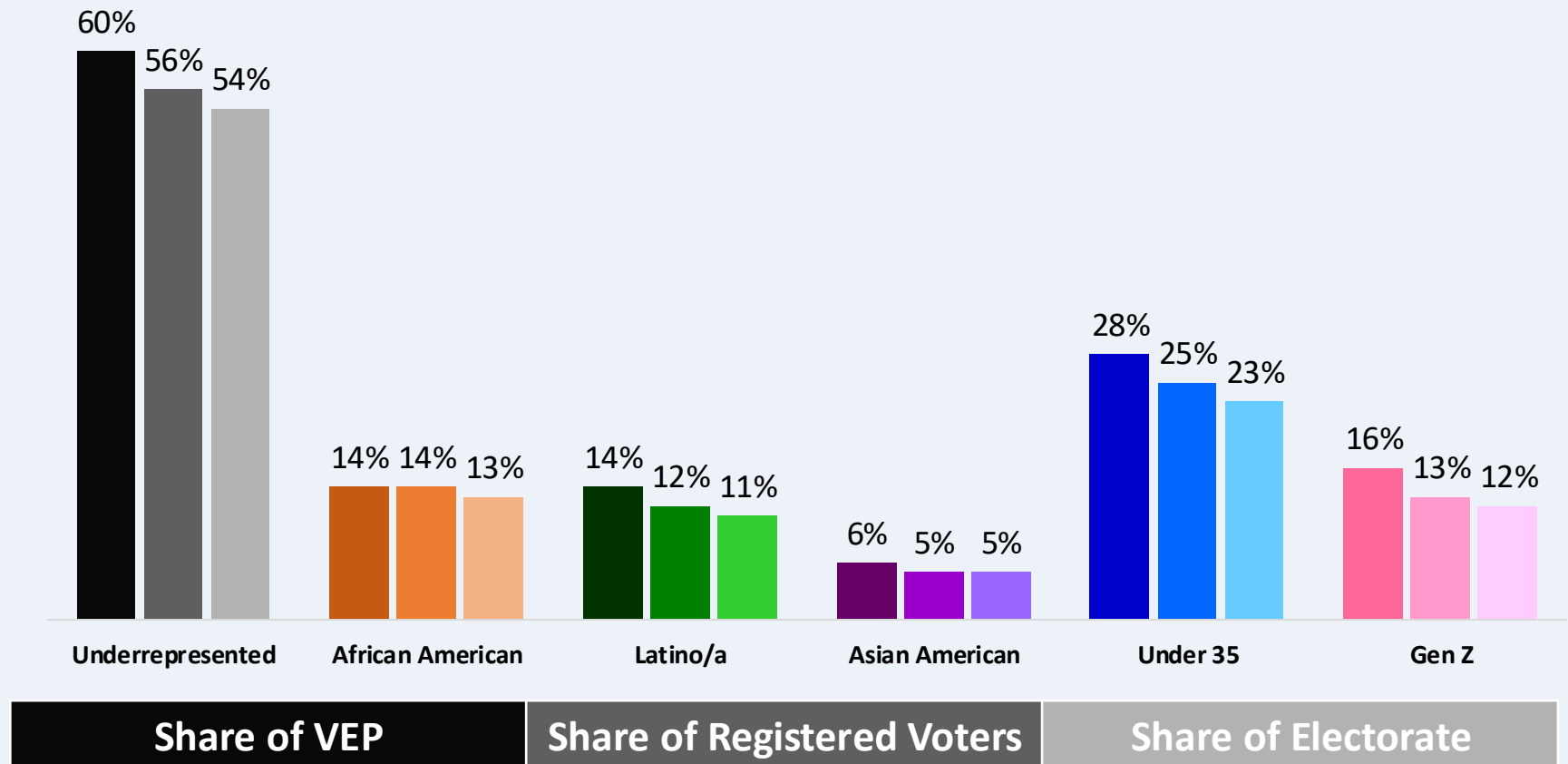
In 2004 (VPC's first cycle), the UCs were 56% of the VEP; by 2024, they were 60%. The non-UC was 45% of the VEP in 2004 and 40% of the VEP in 2024.



Voter Shares Among Members of the UCs

Within the UCs, the drop-off between share of the VEP and share of the electorate is strongest among Latinos/as and younger voters, making both key turnout targets for 2026.

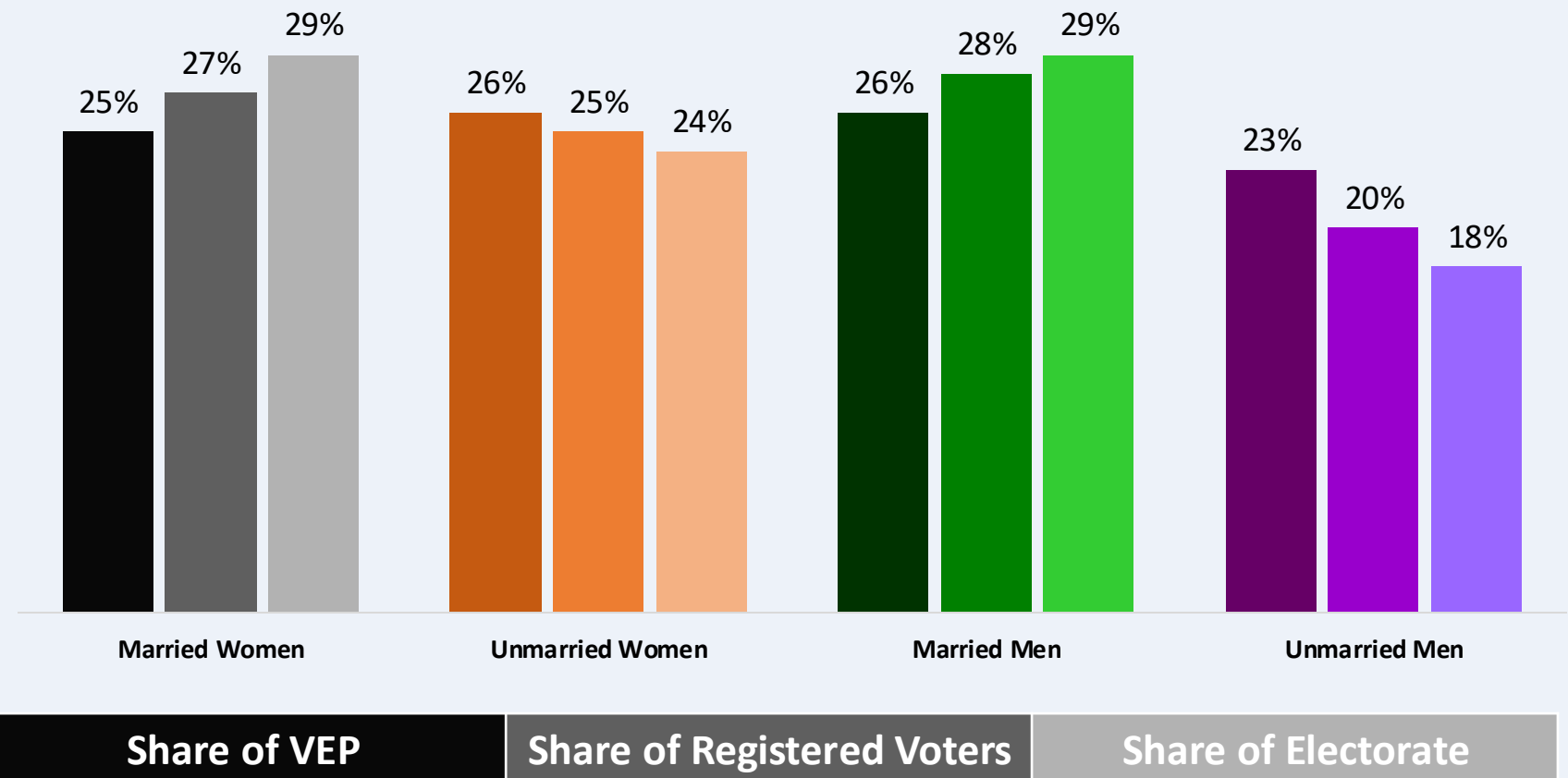
Share of VEP vs. Share of Registered Voters vs. Share of Electorate



Voter Shares by Marital Status/Gender

While married adults are overrepresented in the electorate, unmarried adults are underrepresented – though unmarried men are much less represented than unmarried women.

Share of VEP vs. Share of Registered Voters vs. Share of Electorate

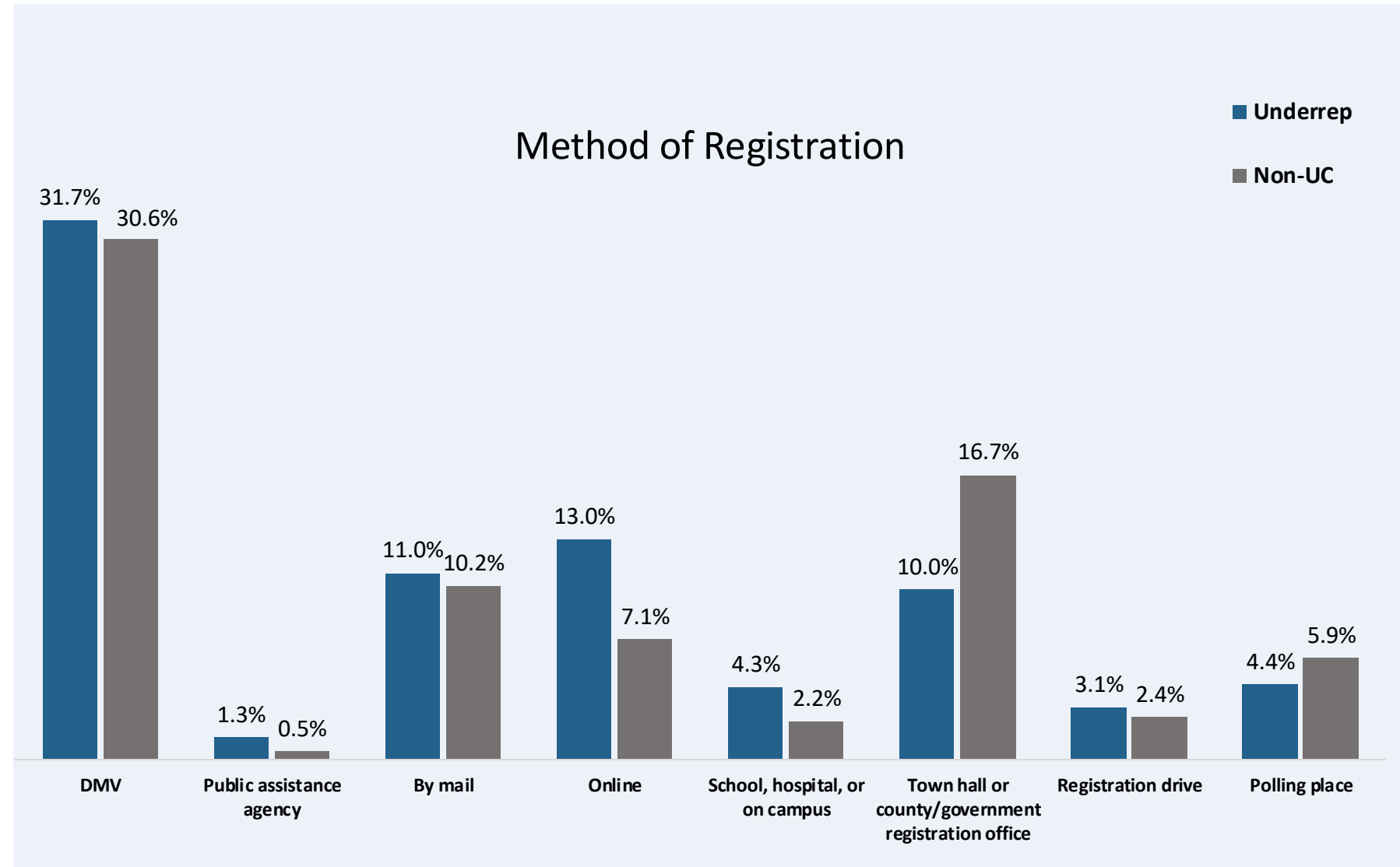


Voter Registration in 2024

A group of diverse people are gathered around a table in a community setting, likely for a voter registration drive. In the foreground, a man with a short haircut and glasses, wearing a red hoodie, is leaning over the table and writing on a white sign with a green marker. The sign has the text "How would VOTING create CHANGE?" and "It gives us a voice not experienced!" written on it. Next to him, a woman wearing a red headscarf and a red shirt is smiling and looking at the materials on the table. She has several pins on her shirt. To the right, a woman with long blonde hair and tattoos on her arms is sitting at the table, looking at the materials. Behind her, a man with dark hair is also looking at the materials. In the background, another woman with long brown hair is visible. The table is covered with various materials, including brochures, a sign that says "Ballot Issues We've Experienced!", and several pieces of candy. A blue sign with the word "hello!" is visible in the background.

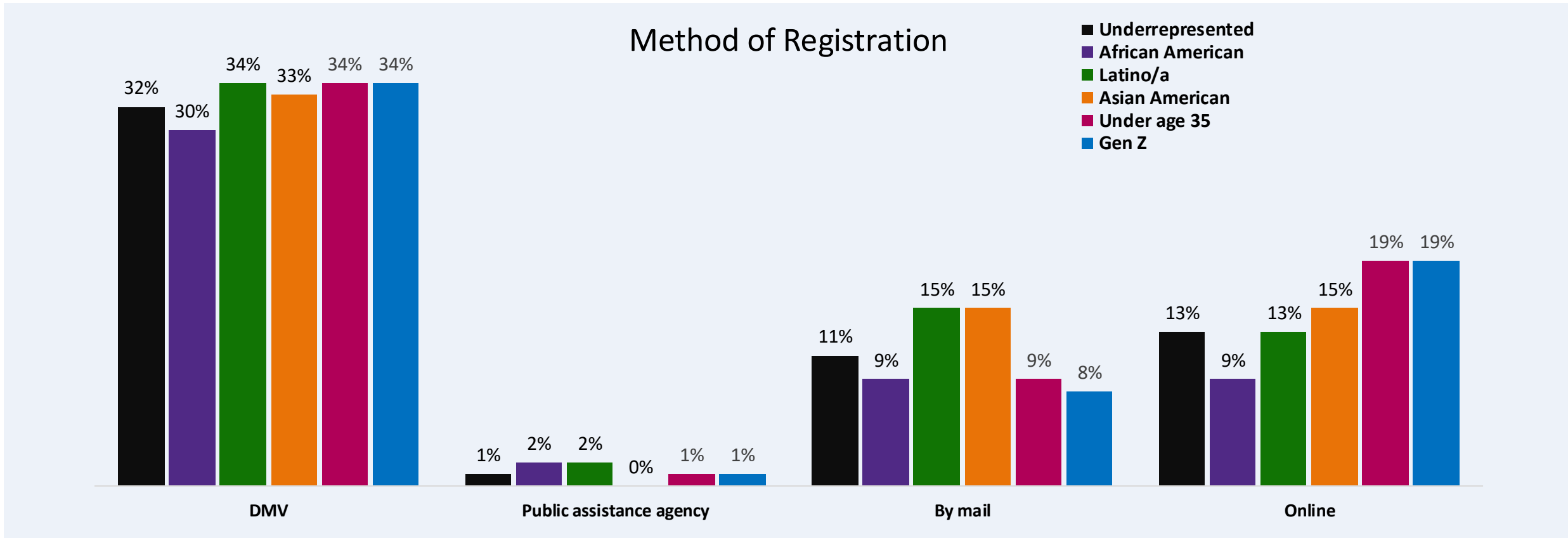
Voter Registration Methods

UC voters were more likely than non-UC voters to register online or on a school or hospital campus. Non-UC voters registered more through traditional outlets like the DMV or a government office, though the DMV is the top method for each group.



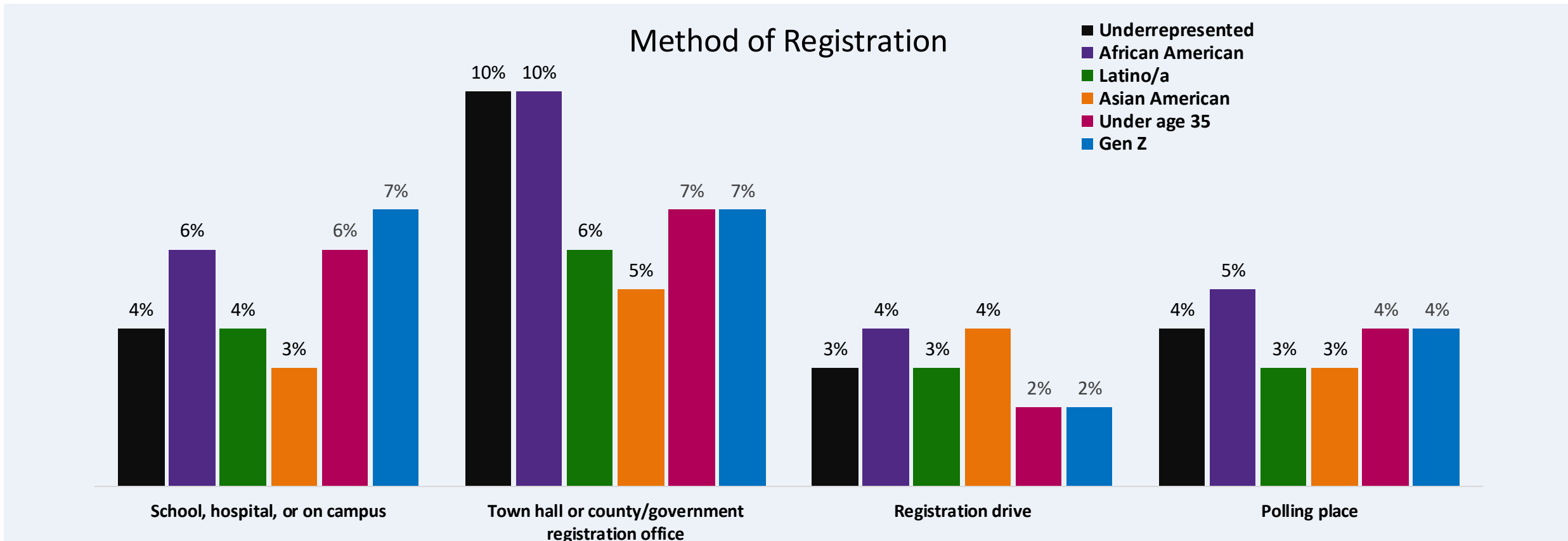
Voter Registration Methods Among UC Voters

Latino/a and AAPI voters were more likely to register by mail while younger voters disproportionately registered online. Black voters were less likely than others to register at the DMV and online.



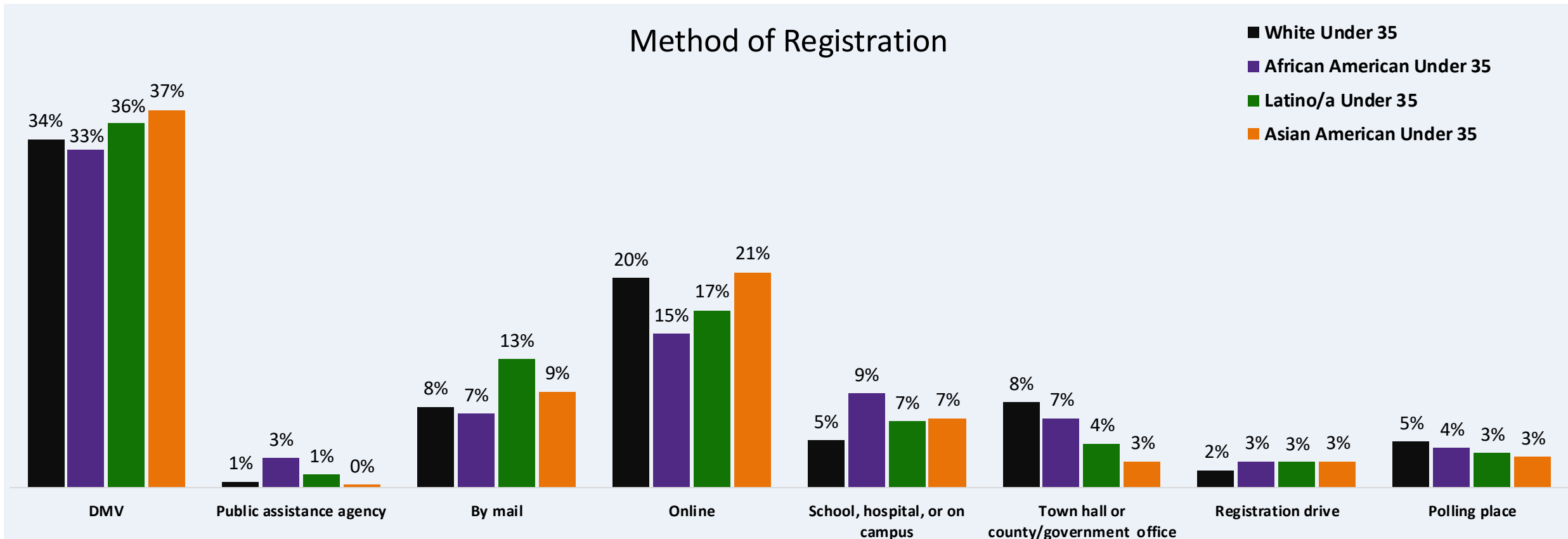
Voter Registration Methods Among UC Voters

Black voters were more likely than other Underrepresented groups to register via town hall or government registration office.



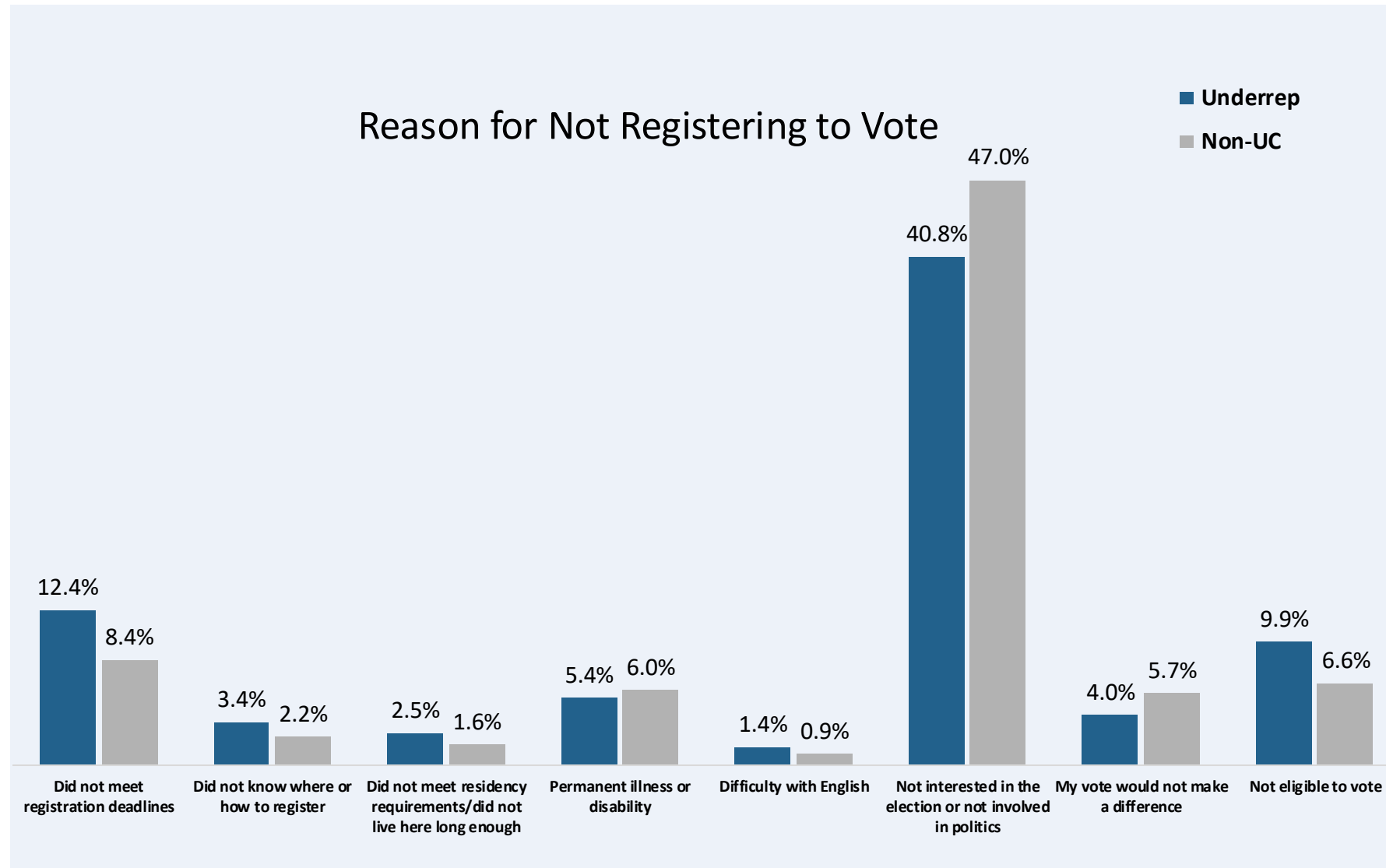
Voter Registration Methods by Race/Age

Young Latino/a voters are more likely than other young voters to have registered by mail while younger white and AAPI voters register online more. Young white and African American voters registered at a town hall or government office at higher rates.



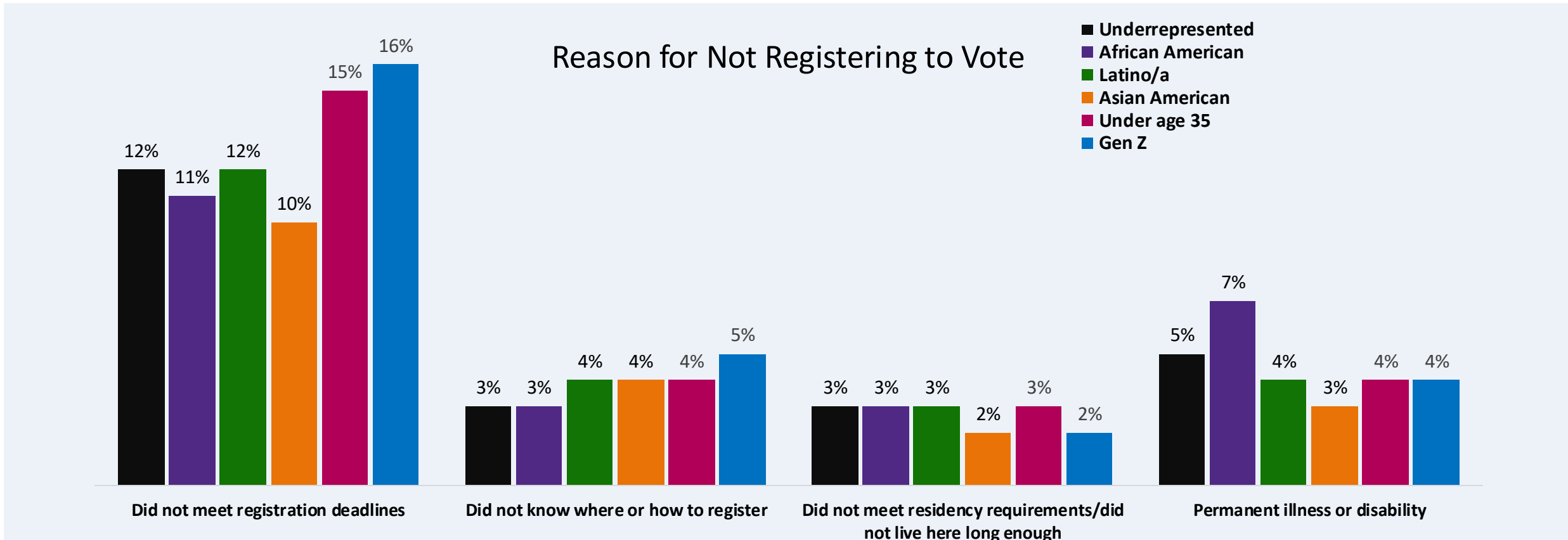
Reasons for Not Registering to Vote

Non-UC adults were more likely than UC adults to explain not registering due to a lack of interest, which is still the top reason for both groups. UC adults were more likely to miss registration deadlines.



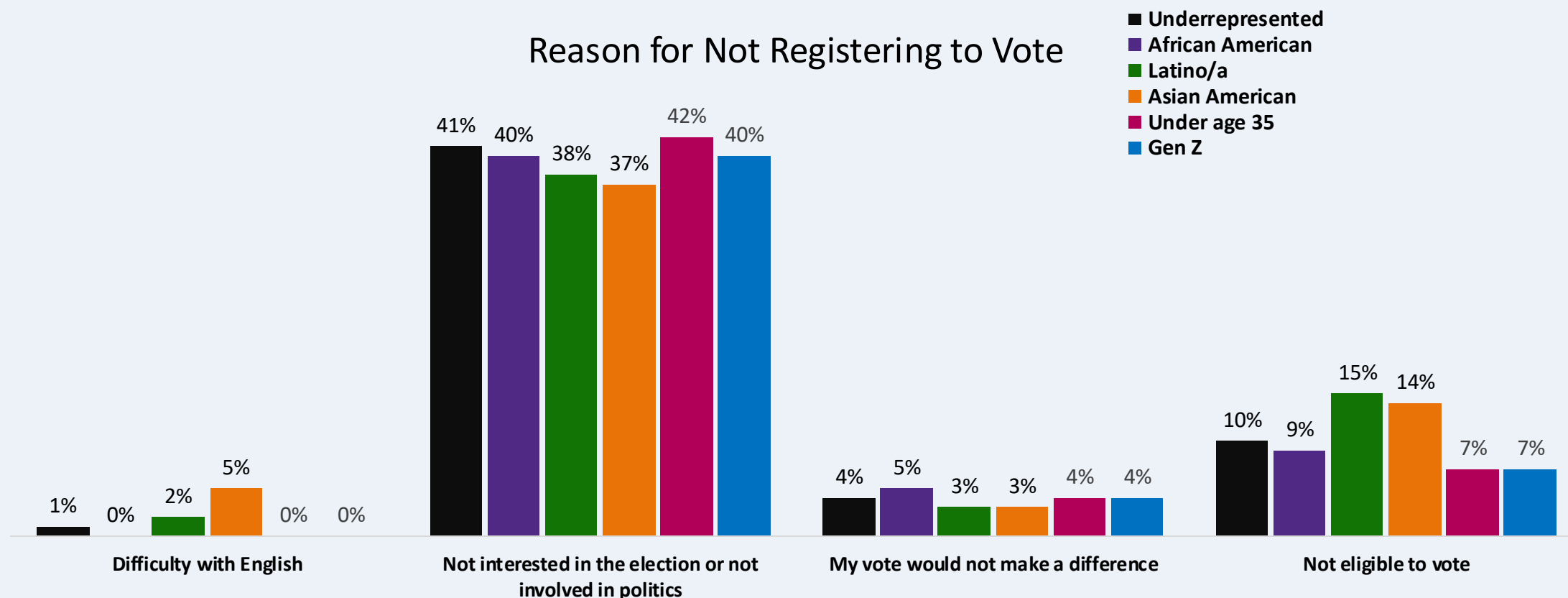
Reasons for Not Registering to Vote Among UC Adults

Younger adults were more likely than other groups to not register due to missing voter registration deadlines, which would be helped with same day registration. Black voters had slightly higher rates of not registering due to illness or disability.



Reasons for Not Registering to Vote Among UC Adults

Asian Americans are more likely to have not registered due to difficulty with English than other groups. Latino/a and AAPI adults are more likely than others to report not registering due to a perceived lack of eligibility.



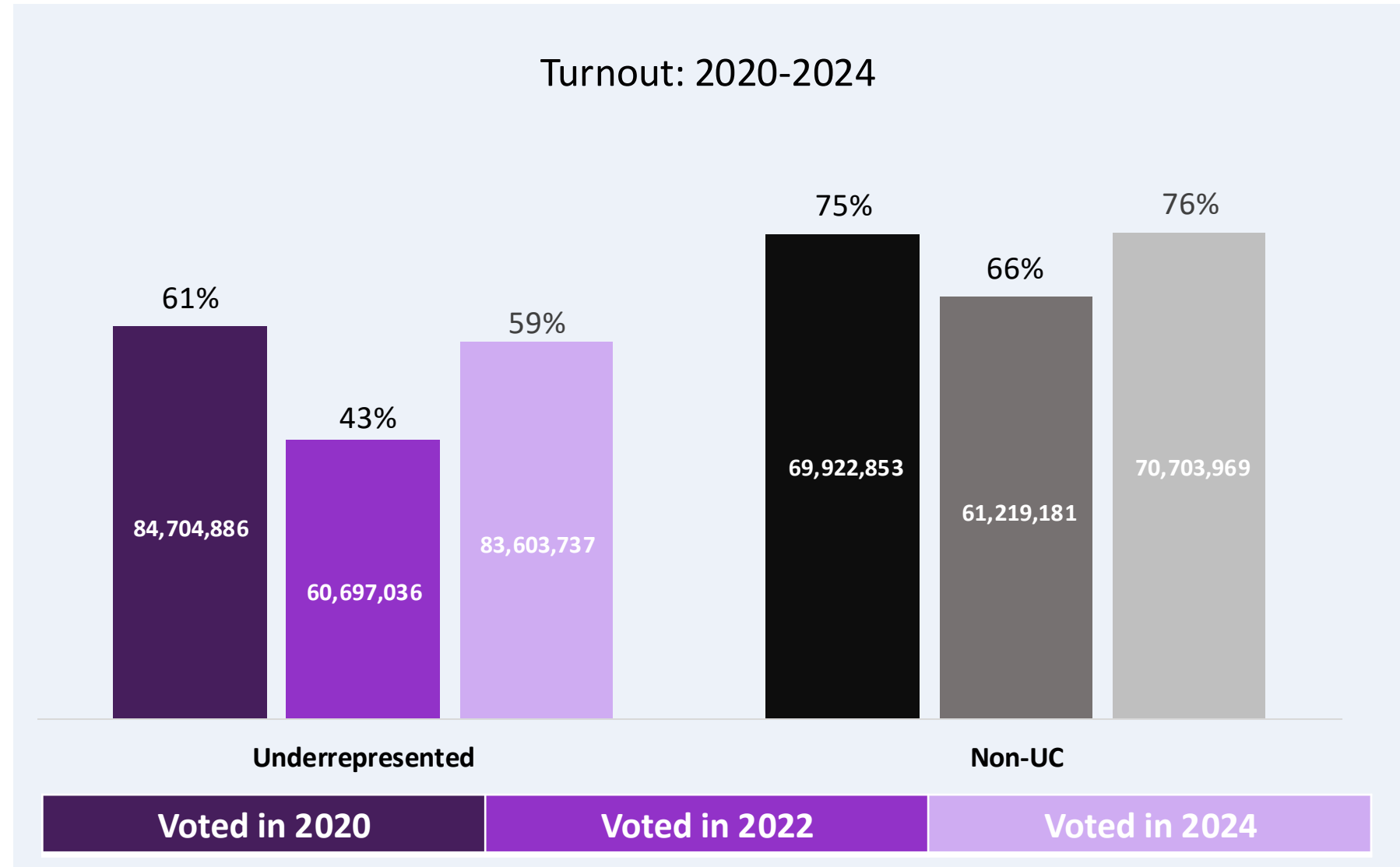


2024 Turnout

UC vs. Non-UC Turnout

The turnout gap between UC and non-UC voters was three points larger in 2024 than in 2020, though still not near the midterm gap.

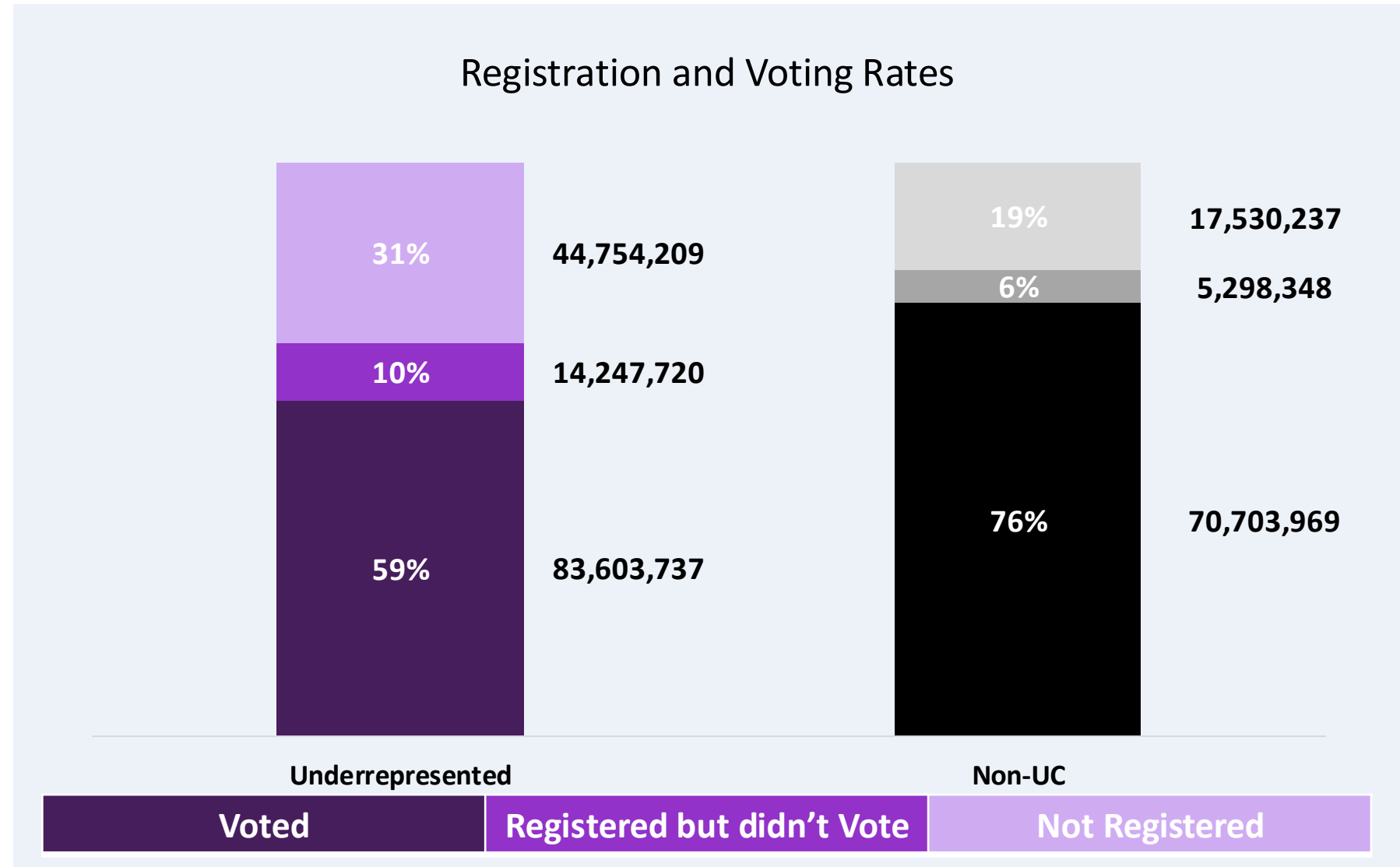
While the UC outnumbers the non-UC in general elections, the non-UC had a slightly higher raw turnout number in the 2022 midterms.



UC vs. Non-UC Registration and Voting Rates

In 2024, 59% of UC voters turned out to vote, compared with 76% of non-UC voters.

There is also a large registration gap between the two groups: 69% of the UC was registered in 2024, compared with 81% of the non-UC.

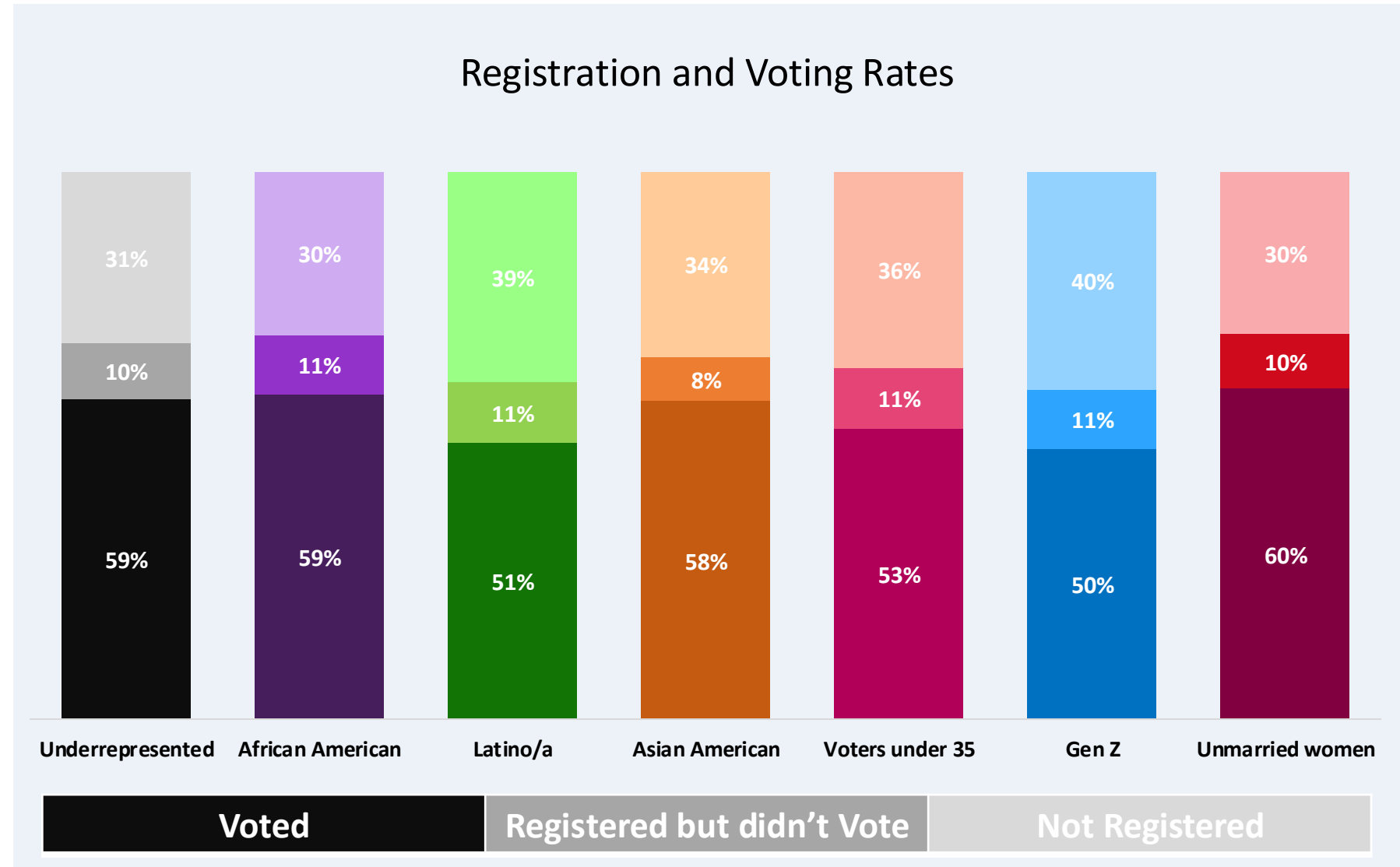


Registration and Voting Rates Among UC Adults

Even as the UC's share of the VEP has grown over the years, there remains a sizable registration and turnout gap.

Nineteen percent of the non-UC reports not being registered to vote, compared with 31% of the UC.

The rate of non-registration is even higher among Gen Z (40%).



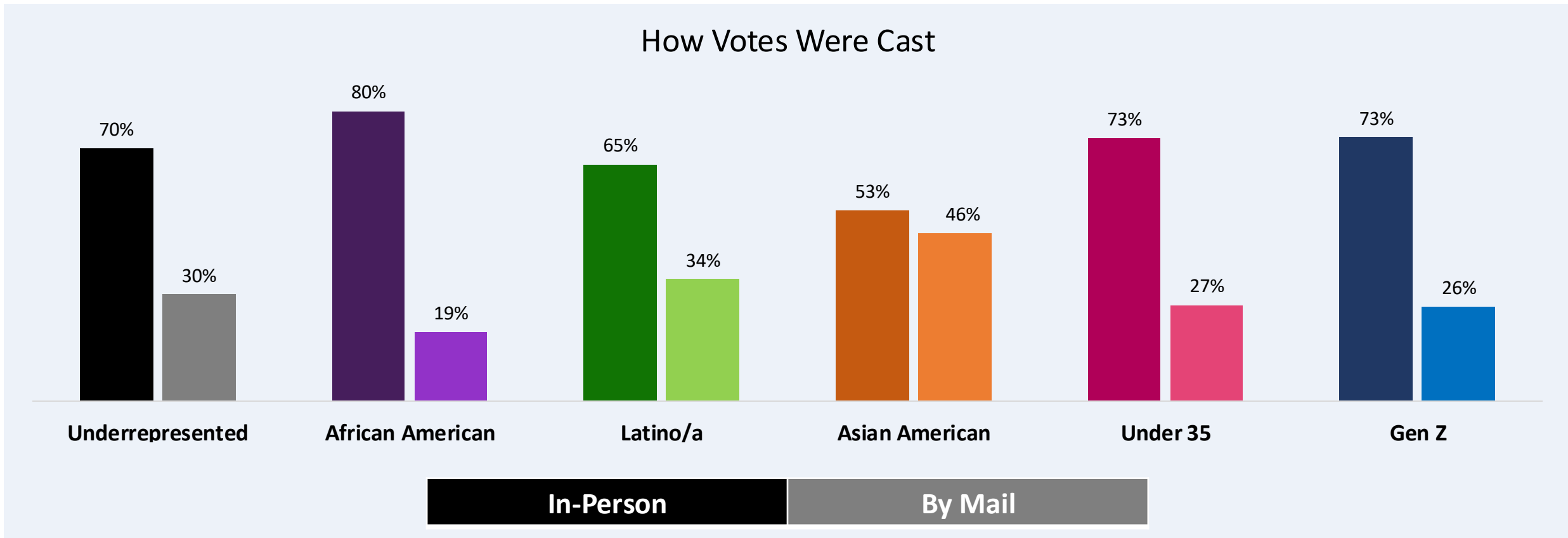
How Ballots Were Cast in 2024



VOTE

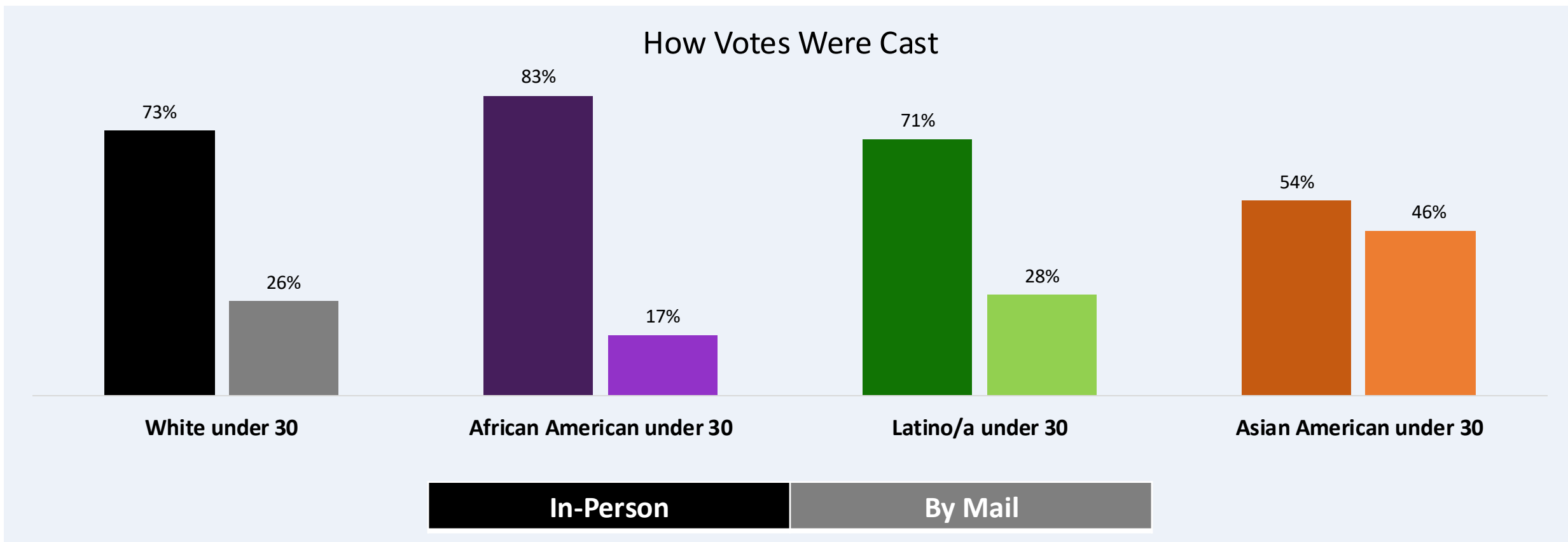
How Votes Were Cast Among UC Voters

Following in line with trends from 2020 to 2022, the percentage of UC voters who report voting by mail continues to fall since its peak during the pandemic, with 29% voting by mail in 2024 (it was 33% in 2022). Additionally, Asian American voters, who majority voted by mail the past two cycles, now majority vote in person – though unmarried Asian American women still voted mostly by mail.



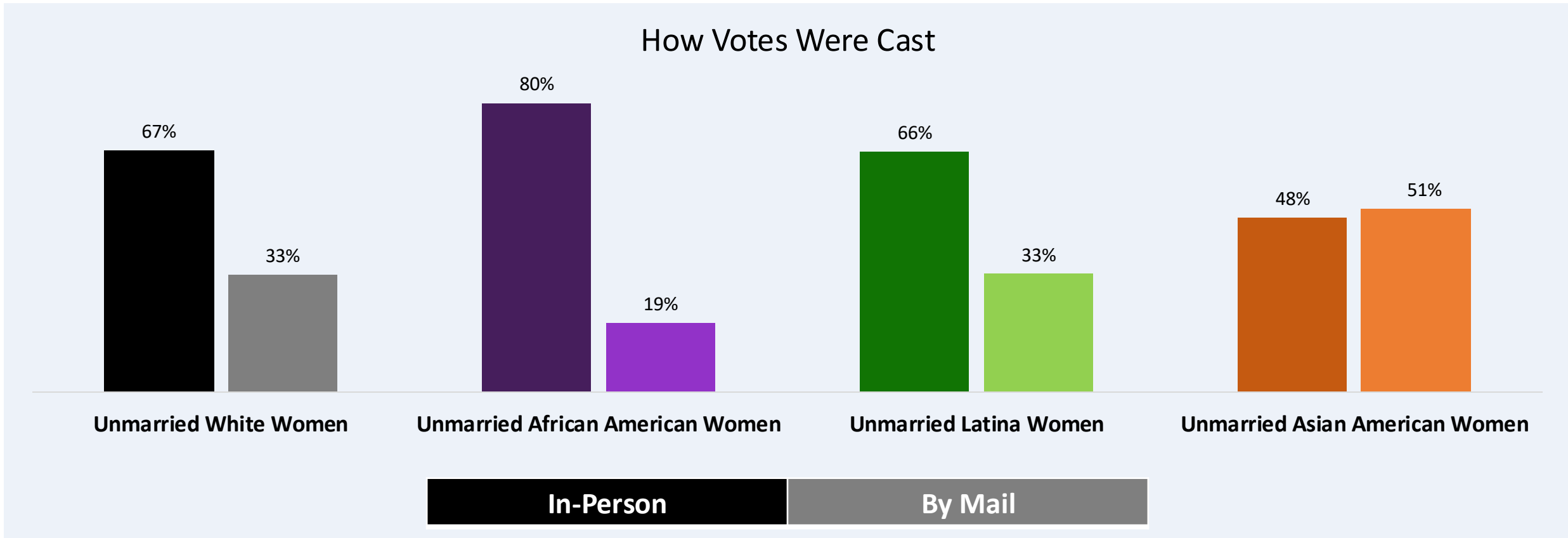
How Votes Were Cast Among Voters Under Age 30 by Race

Younger Latino/a voters tended to vote in-person at higher rates than Latinos/as overall.



How Votes Were Cast Among Unmarried Women by Race

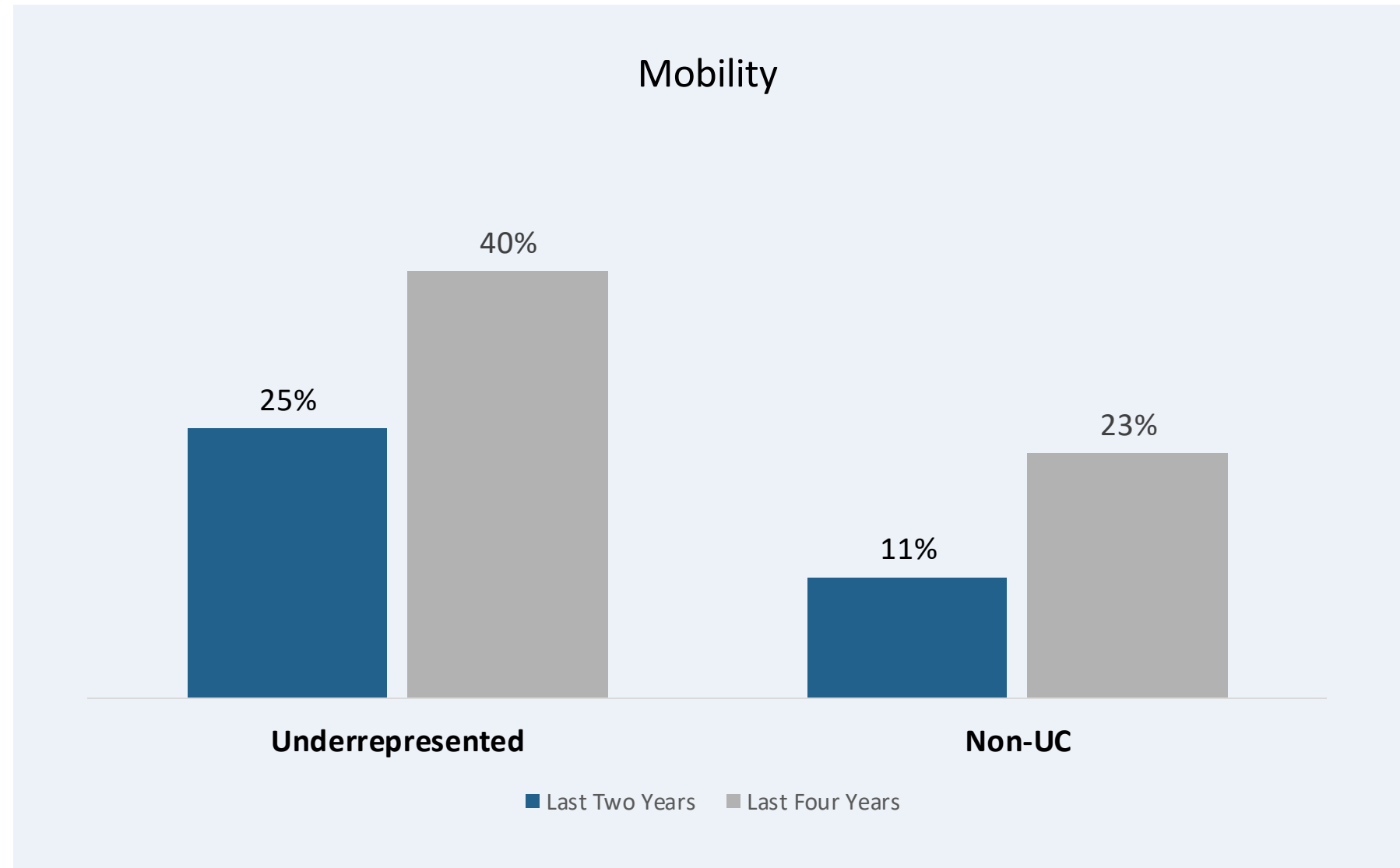
Unmarried white women were five points more likely to vote by mail than married white women, and unmarried Asian American women were seven points more likely to vote by mail than their married counterparts. In fact, a majority vote by mail.



A man and a woman are smiling and holding large cardboard boxes in a room filled with more boxes, suggesting they are moving. The man is wearing a red and blue plaid shirt, and the woman is wearing a blue shirt and a yellow headband. The background shows a room with wooden beams and stacks of boxes.

Population Mobility in 2024

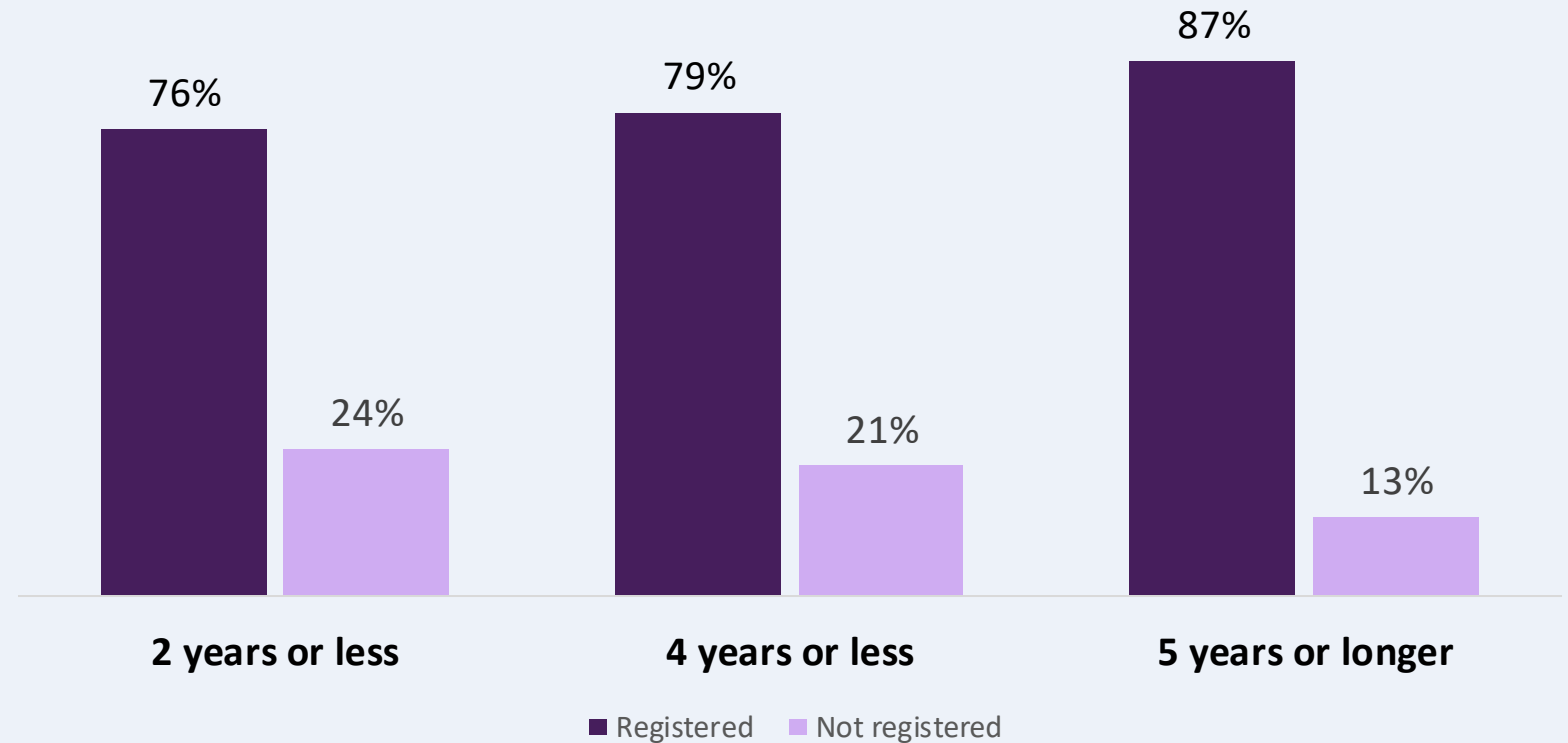
UC adults moved over twice as much in the past two years as non-UC adults.



Voter Registration by Time at Current Address

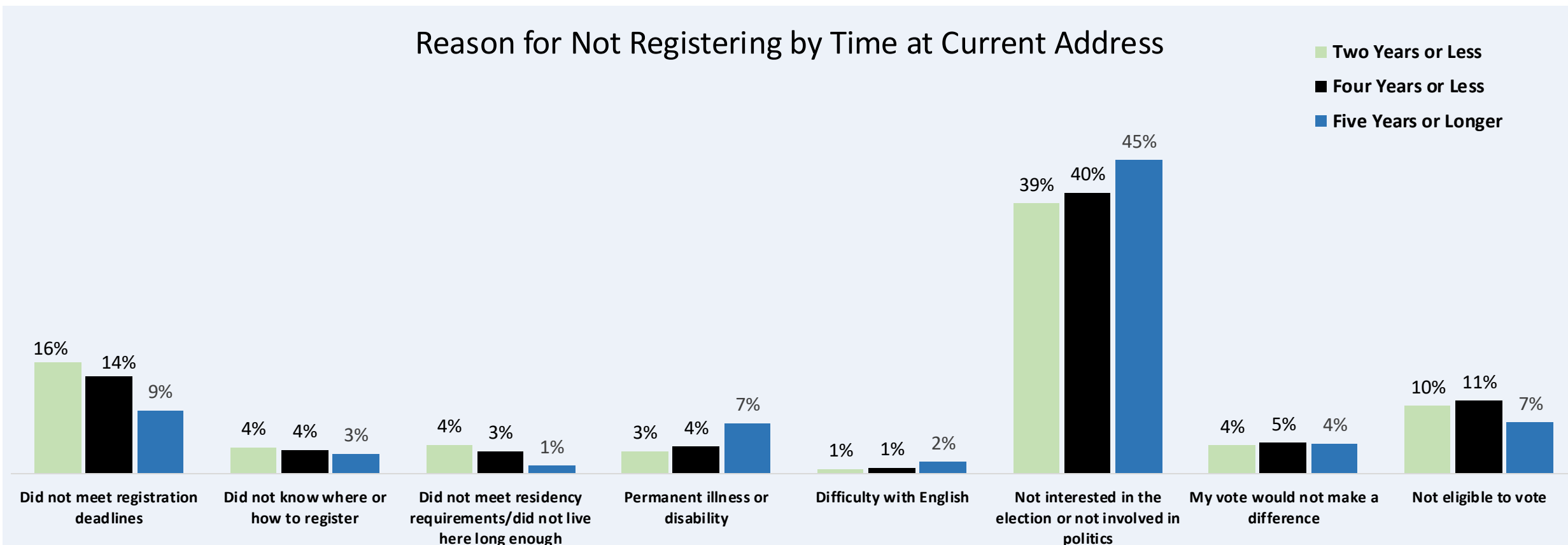
Adults who have lived in their homes two years or less are almost twice as likely to be unregistered as those who have lived in their homes for at least five years.

Registration Status of the VEP by Time at Current Address



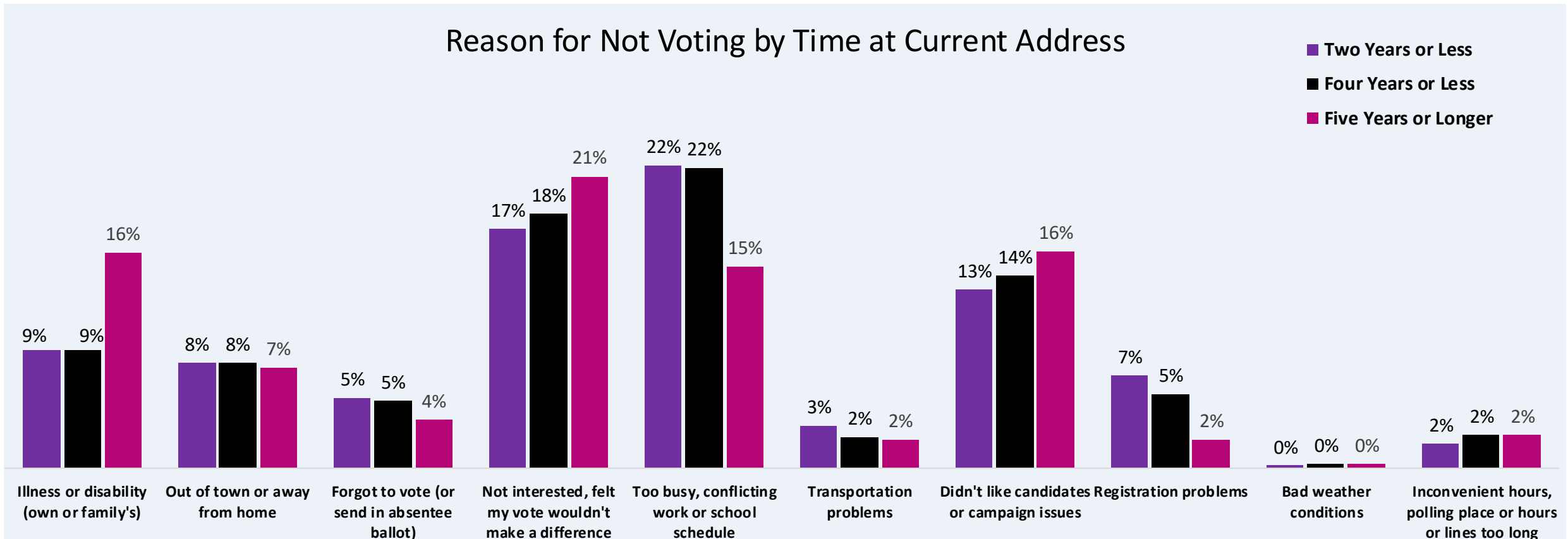
Reasons for Not Registering by Time at Current Address

While disinterest is the top reason for not registering regardless of time at current address, more mobile individuals disproportionately reported not registering because they didn't meet registration deadlines or residency requirements.



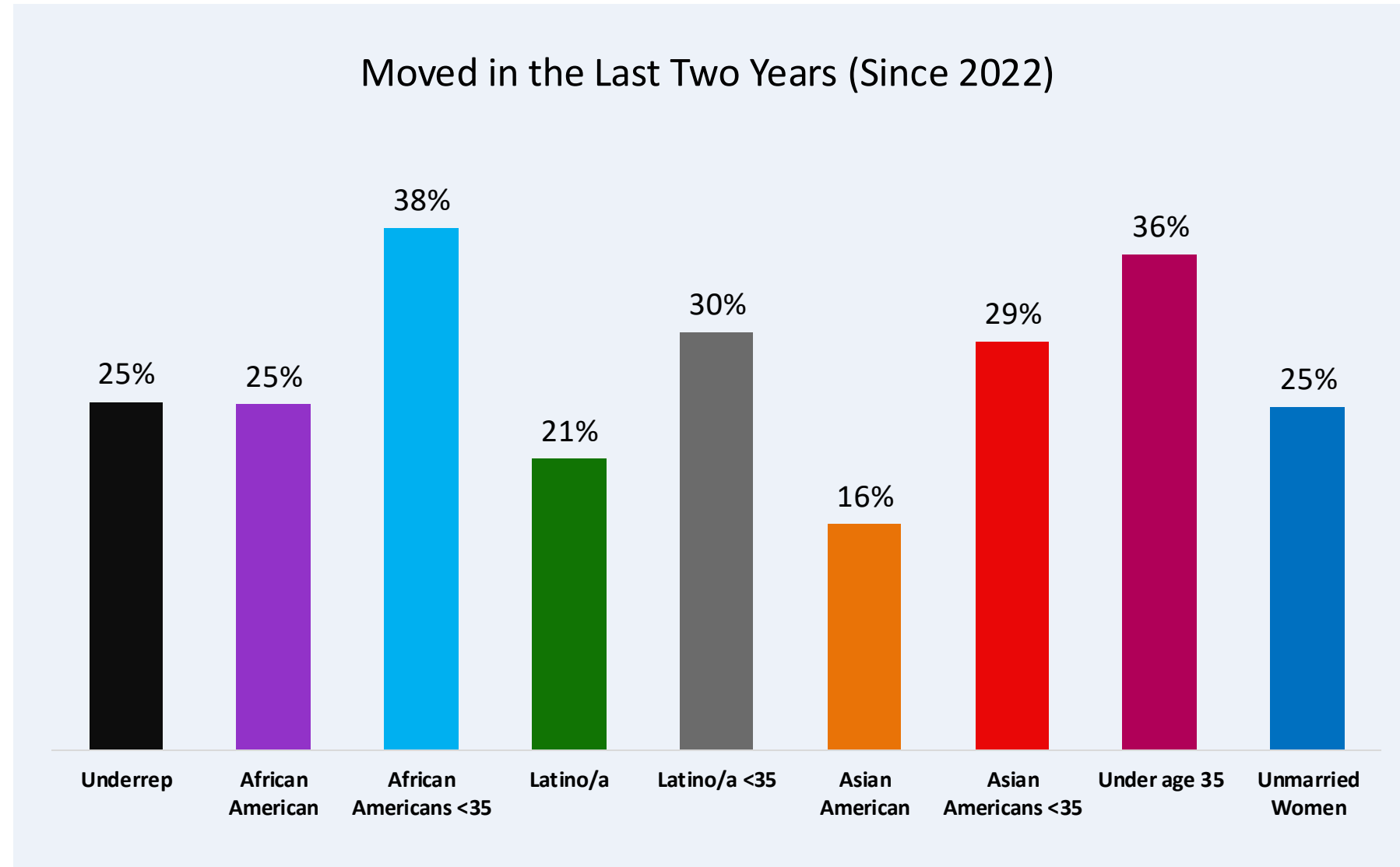
Reasons for Not Voting by Time at Current Address

Those who have moved more recently were more likely than others to say they were too busy to vote. Those who have lived in their homes longer were more likely to cite illness or disability, or disinterest.



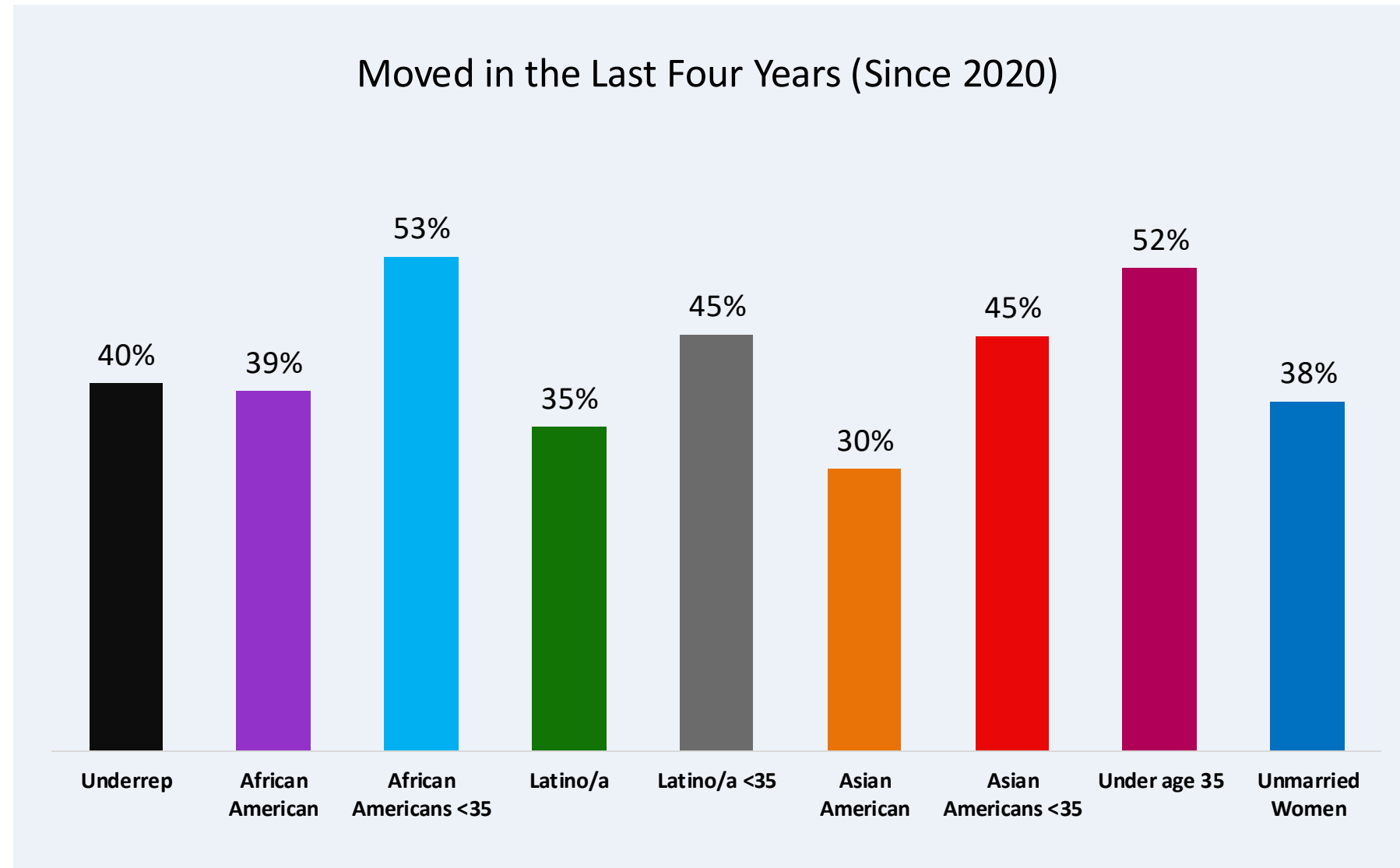
Mobility in the Last Two Years Among UC Adults

Those under age 35 are the most likely to have moved over the past two years, particularly African Americans.



Mobility in the Last Four Years Among UC Adults

Similar trends hold over the past four years, with most Black adults under 35 having moved.





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A Demographic Profile of Non-Voters in 2024



**Celinda Lake
Jamie Lee**



Sources and Methods

- Unless noted, the data in this report are from the Catalist file, which is composed of registered voters and unregistered voters obtained from commercial files. This is by no means ALL unregistered voters, but it is roughly 46.7 million records nationally.
- Because this data comes from commercial files and because of the nature of the targeted acquisitions from their clientele, Catalist's unregistered data skews younger, more female, and more racially diverse than what VPC typically sees from Census data.
- As a result, some of the trends among unregistered adults in this report should be taken with a grain of salt, as they do not fully align with the CPS data.
- Catalist maintains two addresses for individuals: their registration address (which some but not all individuals have) and their mailing address. They waterfall those into "residential address" and generate a household ID based on records that currently reside at a given address. As a result, they know how many registered and unregistered individuals live at a specific location at a specific time.

Sources and Methods (Continued)

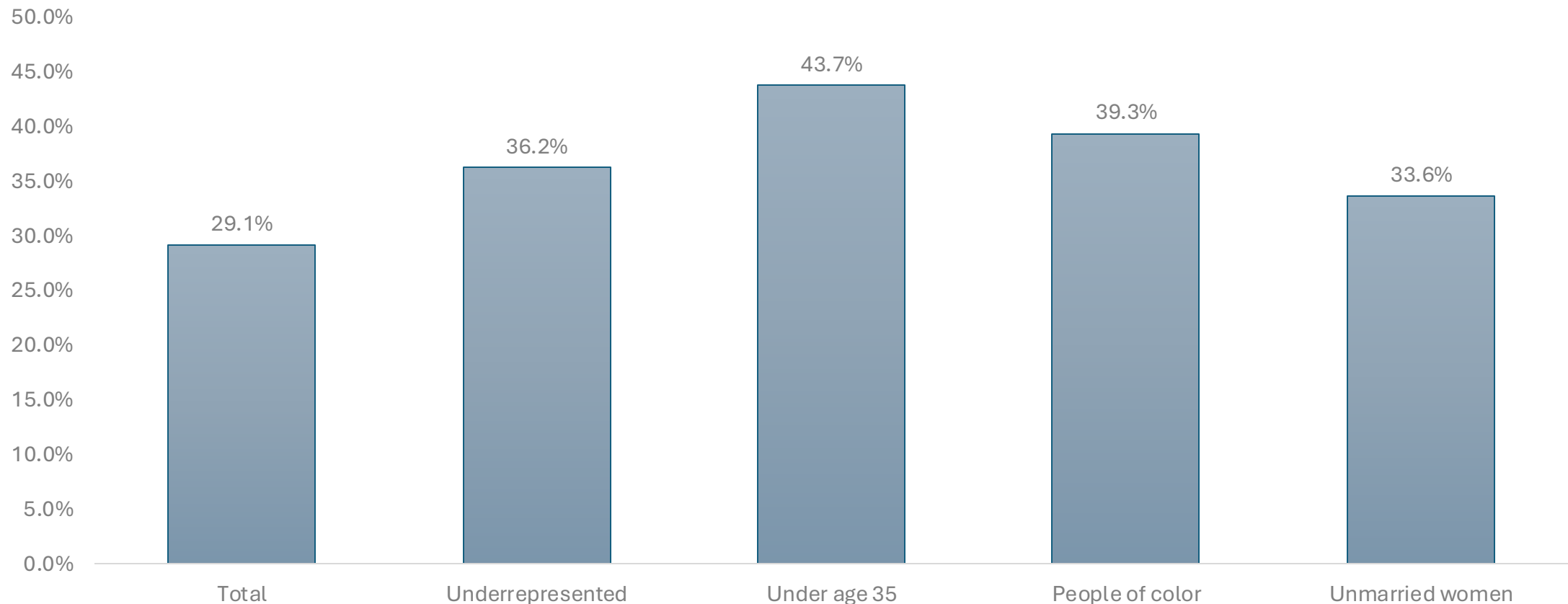
- Some slides reference exit poll data, 2024 presidential election results, and voter registration statistics.
- Registered non-voters are defined as those who are registered to vote, whether active or inactive, who did not vote in the November 2024 election.
- Unregistered VEP is defined as those in the Voting Eligible Population who, as of November 2024, were not registered to vote.
- The Voting Eligible Population includes citizens who are legally eligible to vote, accounting for factors such as age and citizenship status.
- Rural, suburban, and urban designations are defined based on the Catalist Urbanity Synthetic 2.0. A score of 0-25 indicates rural, a score of 25-75 indicates suburban, and a score of 75-100 indicates urban. This model is based on population density of census tracts and zip codes.
- Underrepresented Communities (UCs) – unmarried women, those under age 35, and racial minorities (defined by the Census as anyone who is not single-race white and not Hispanic) – now accounts for more than half of the Vote Eligible Population (VEP) in this country.

Key Findings



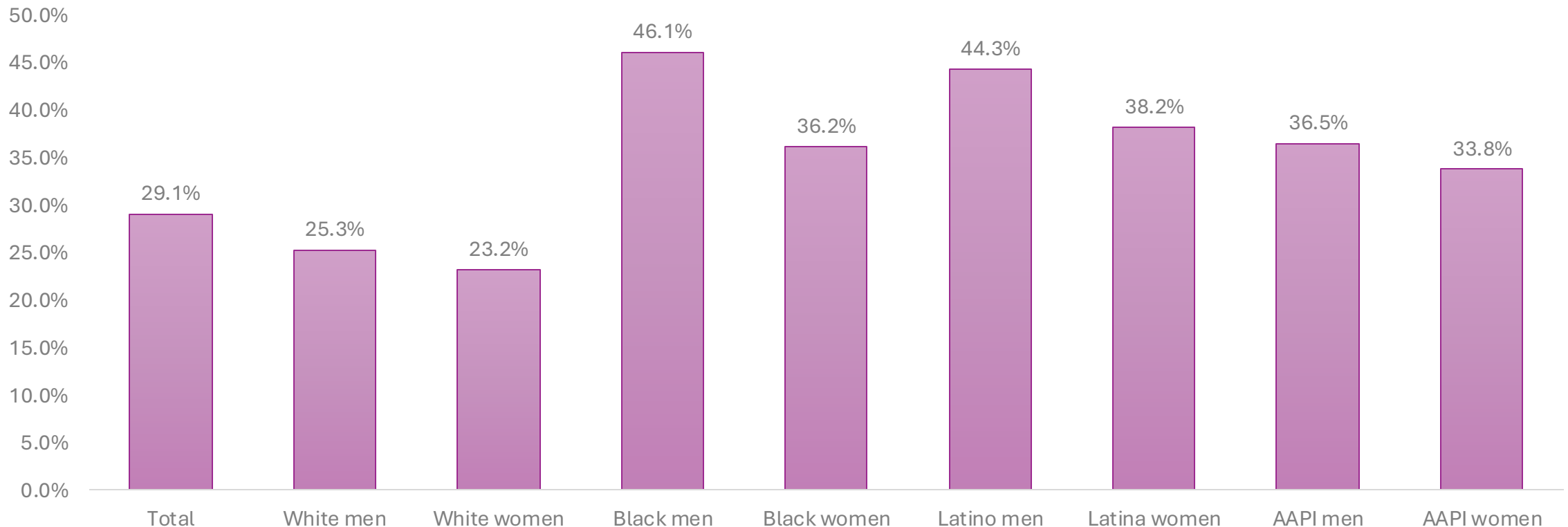
In 2024, 29% of registered voters did not turn out to vote. Over a third of Underrepresented Communities (36%) did not turn out, compared to just 18% of the non-UC who did not turn out.

% of Registered Voters Who Did Not Vote in 2024

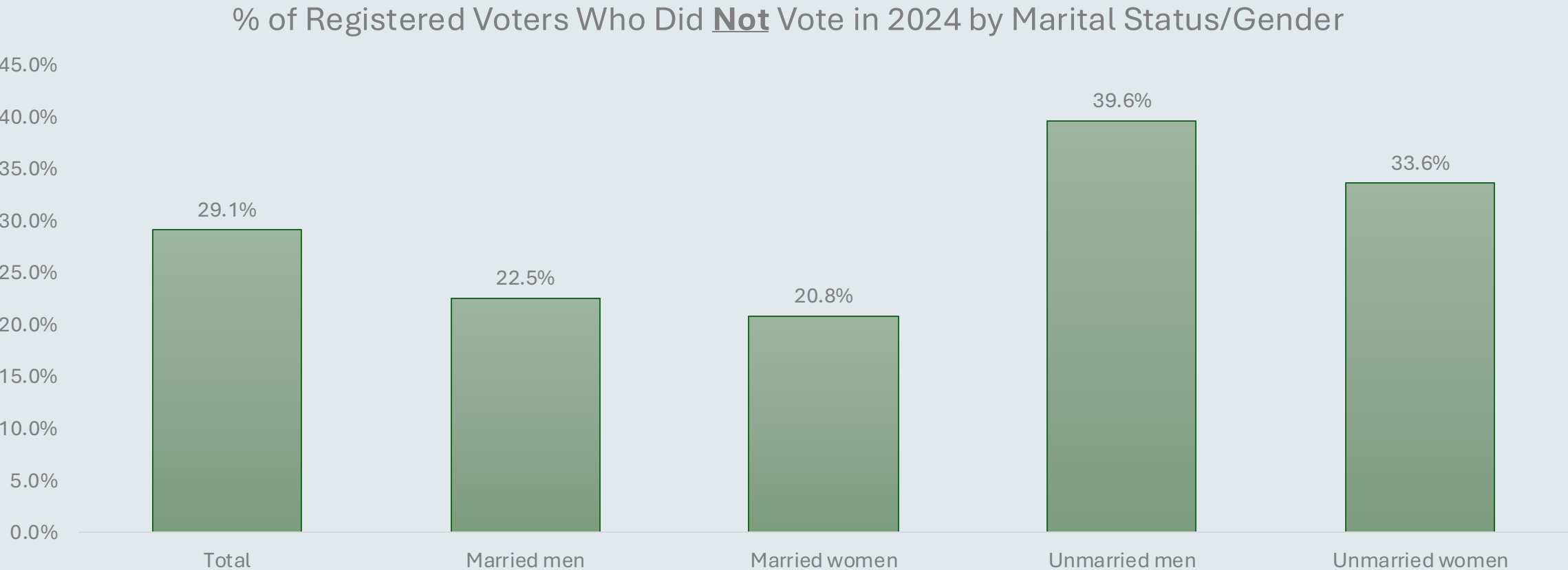


Non-voter rates are greater among voters of color than among white voters. There is also a significant gender gap among Black and Latino/a voters, with men being more likely to sit out the election. This may be because men of color didn't feel like either candidate/party gave them a reason to vote.

% of Registered Voters Who Did **Not** Vote in 2024 by Race/Gender

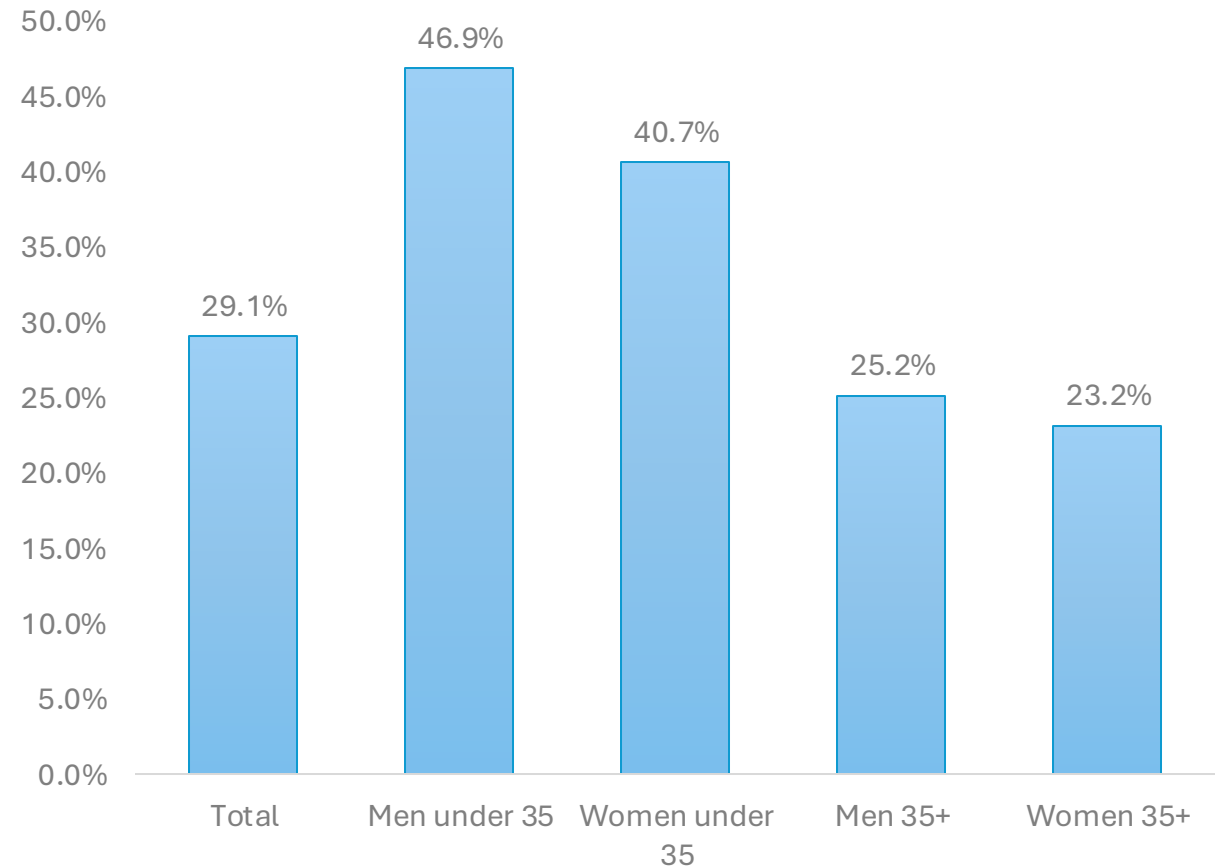


Looking at registered non-voter rates, the marriage gap is much more significant than the gender gap, with unmarried people being much more likely to sit out the election than married people.



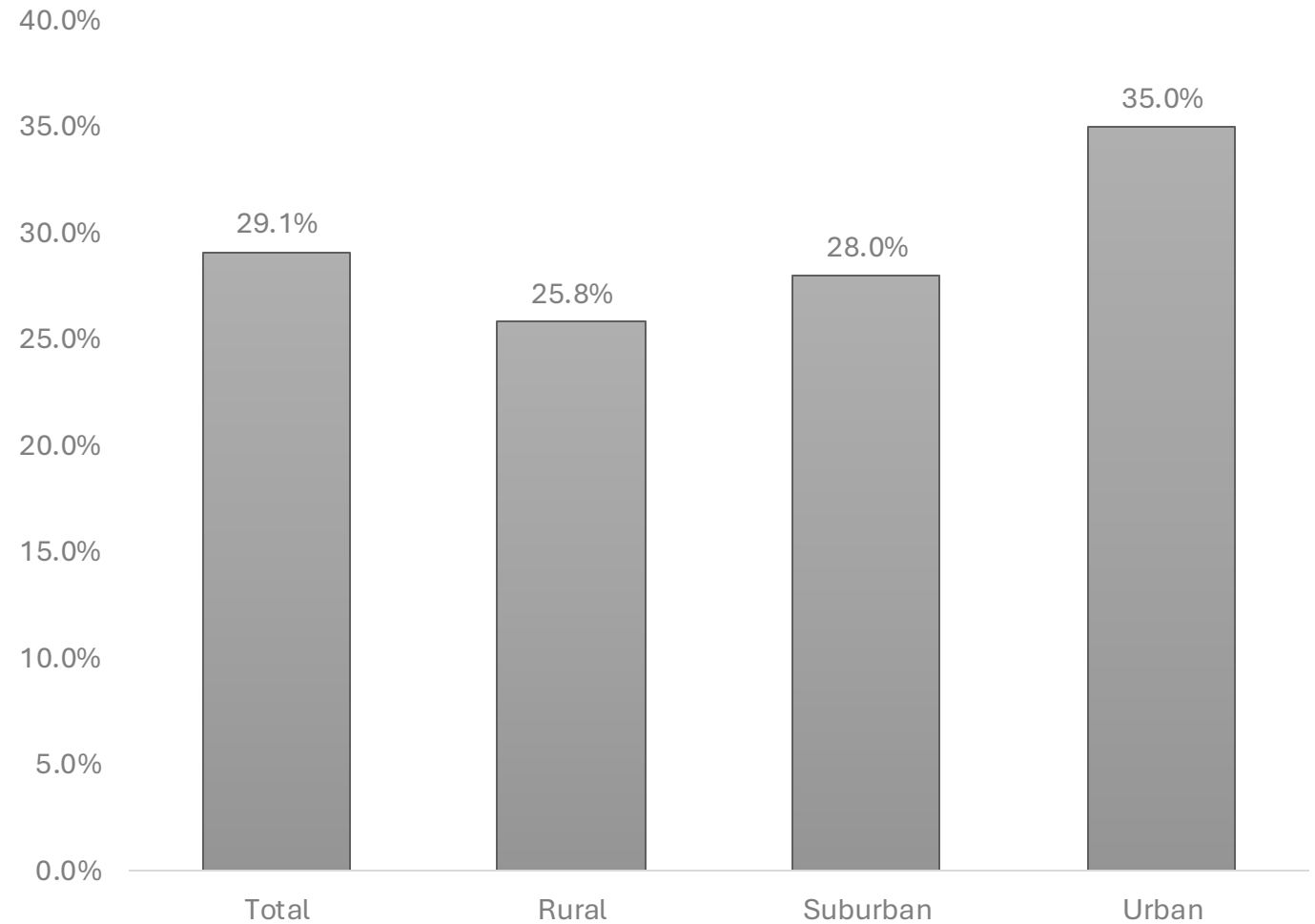
Unsurprisingly, the non-voter rate is higher among young voters than older voters. But particularly among voters under 35, there exists a trend with men being more likely to sit out the election than women.

% of Registered Voters Who Did **Not** Vote in 2024 by Gender/Age



Voters in urban areas, which have a higher concentration of UC voters, were much more likely than non-urban voters to have stayed home in 2024.

% of Registered Voters Who Did **Not** Vote in 2024
by Urbanity



Registered non-voter rates are particularly high in key states like Texas, Georgia, and Nevada, where systemic racism may be playing a role in suppressing turnout.

Rank	State	% Non-Voters (Sorted Highest to Lowest)	Rank	State	% Non-Voters (Sorted Highest to Lowest)
#1	Alaska	40.2%	#14	West Virginia	33.4%
#2	DC	39.9%	#15	Illinois	33.1%
#3	Alabama	37.8%	#16	Tennessee	32.6%
#4	Mississippi	37.1%	#17	Oklahoma	32.5%
#5	Texas	36.7%	#18	Rhode Island	32.4%
#6	Kentucky	36.5%	#19	South Dakota	32.4%
#7	Hawaii	36.3%	#20	South Carolina	31.9%
#8	Indiana	35.8%	#21	Delaware	31.9%
#9	Oregon	34.8%	#22	Louisiana	30.7%
#10	Arkansas	34.7%	#23	New Mexico	30.5%
#11	Georgia	33.8%	#24	Kansas	30.4%
#12	Nevada	33.7%	#25	Michigan	30.0%
#13	New York	33.5%	#26	New Jersey	29.8%

Four of the seven key swing states in 2024 were in the top 10 for the highest rate of unregistered UC adults. Georgia, which was a top 10 state for highest rates of unregistered VEP overall, is #14 here.

Rank	State	% Unregistered UC (Sorted Highest to Lowest)	Rank	State	% Unregistered UC (Sorted Highest to Lowest)
#1	Wisconsin	29.0%	#14	Georgia	22.9%
#2	New Hampshire	28.9%	#15	Louisiana	21.4%
#3	Wyoming	26.5%	#16	Montana	21.2%
#4	New Mexico	25.1%	#17	Arkansas	21.1%
#5	Maine	25.0%	#18	Ohio	21.1%
#6	Pennsylvania	25.0%	#19	Nevada	20.5%
#7	North Carolina	24.6%	#20	Utah	19.4%
#8	Minnesota	24.5%	#21	Oklahoma	19.4%
#9	Arizona	24.1%	#22	New York	19.3%
#10	California	23.9%	#23	Connecticut	19.2%
#11	Florida	23.8%	#24	Tennessee	18.8%
#12	Idaho	23.4%	#25	North Dakota	18.8%
#13	Texas	23.0%	#26	Virginia	18.8%

Just as Wisconsin leads in Underrepresented adults who are unregistered, the state also leads in unregistered people of color. Four of the seven battleground states rank in the top 10 for rates of unregistered AAPI adults.

Rank	State	% Unregistered Black VEP (Sorted Highest to Lowest)	Rank	State	% Unregistered Latino/a VEP (Sorted Highest to Lowest)	Rank	State	% Unregistered AAPI VEP (Sorted Highest to Lowest)
#1	Wisconsin	33.7%	#1	Wisconsin	34.9%	#1	Wisconsin	32.3%
#2	New Hampshire	30.7%	#2	Louisiana	34.8%	#2	New Hampshire	29.7%
#3	Wyoming	27.0%	#3	North Carolina	31.4%	#3	Louisiana	29.7%
#4	Minnesota	25.9%	#4	Minnesota	30.4%	#4	North Carolina	29.2%
#5	Pennsylvania	25.1%	#5	Tennessee	30.3%	#5	Pennsylvania	29.0%
#6	Florida	25.0%	#6	South Carolina	30.2%	#6	Minnesota	28.2%
#7	Hawaii	24.9%	#7	Georgia	30.1%	#7	New Mexico	27.5%
#8	New Mexico	24.6%	#8	Idaho	29.8%	#8	Mississippi	27.4%
#9	Arkansas	24.5%	#9	Arkansas	29.6%	#9	Arkansas	26.8%
#10	Maine	24.0%	#10	New Hampshire	29.3%	#10	Arizona	26.7%

Unmarried women tend to have higher rates of non-registration in the swing states of Wisconsin, Pennsylvania, North Carolina, and Arizona.

Rank	State	% Unregistered Under 35 VEP (Sorted Highest to Lowest)	Rank	State	% Unregistered Unmarried Women VEP (Sorted Highest to Lowest)
#1	Wisconsin	31.2%	#1	Wyoming	30.6%
#2	Wyoming	30.0%	#2	New Hampshire	30.4%
#3	New Hampshire	29.8%	#3	Wisconsin	29.7%
#4	New Mexico	29.0%	#4	New Mexico	28.3%
#5	Florida	27.8%	#5	Maine	27.3%
#6	Louisiana	27.5%	#6	Pennsylvania	27.2%
#7	California	27.1%	#7	Minnesota	27.1%
#8	Idaho	26.6%	#8	North Carolina	26.5%
#9	Texas	26.3%	#9	Arizona	26.4%
#10	Arizona	26.2%	#10	Idaho	26.0%

The most populated counties in the country tend to have higher-than-average rates of non-registration among the VEP, with the highest rates in Dallas and South Florida.

Unregistered VEP Rate by County Size (Top 20 Largest Counties in the U.S.)					
Rank (Pop. Size)	County	% Unregistered	Rank (Pop. Size)	County	% Unregistered
#1	Los Angeles, CA	23.0%	#11	Clark, NV	19.4%
#2	Cook, IL	17.1%	#12	King, WA	13.9%
#3	Harris, TX	22.2%	#13	Queens, NY	21.7%
#4	Maricopa, AZ	21.2%	#14	Tarrant, TX	21.0%
#5	San Diego, CA	18.8%	#15	San Bernardino, CA	23.0%
#6	Orange, CA	20.3%	#16	Bexar, TX	21.3%
#7	Miami-Dade, FL	27.2%	#17	Broward, FL	25.1%
#8	Dallas, TX	25.1%	#18	Santa Clara, CA	22.0%
#9	Kings, NY	17.7%	#19	Wayne, MI	17.7%
#10	Riverside, CA	21.4%	#20	Middlesex, MA	16.7%

The same trends exist for Underrepresented Communities, with higher non-registration rates in Dallas, Miami-Dade, and Broward Counties.

Unregistered VEP Rate by County Size (Top 20 Largest Counties in the U.S.)					
Rank (Pop. Size)	County	% UC Unregistered	Rank (Pop. Size)	County	% UC Unregistered
#1	Los Angeles, CA	24.6%	#11	Clark, NV	21.1%
#2	Cook, IL	18.7%	#12	King, WA	16.1%
#3	Harris, TX	24.8%	#13	Queens, NY	22.8%
#4	Maricopa, AZ	24.4%	#14	Tarrant, TX	24.5%
#5	San Diego, CA	21.6%	#15	San Bernardino, CA	25.0%
#6	Orange, CA	23.0%	#16	Bexar, TX	23.1%
#7	Miami-Dade, FL	28.0%	#17	Broward, FL	27.1%
#8	Dallas, TX	27.4%	#18	Santa Clara, CA	24.0%
#9	Kings, NY	18.8%	#19	Wayne, MI	19.0%
#10	Riverside, CA	23.9%	#20	Middlesex, MA	19.8%

Conclusion

VPC and CVI have over twenty years of experience designing effective programs at scale to help Underrepresented Communities have an equal voice in their representation at every level of democracy.

The teams at VPC and CVI are already hard at work designing programs to successfully register and mobilize voters from Underrepresented Communities in 2025, setting the groundwork for large and impactful programs ahead of the 2026 midterms, and are grateful for your support.

Questions?

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