

## MEMORANDUM

TO: Interested Parties  
FROM: Tom Lopach and Isaiah Bailey  
RE: Underrepresented Communities in the 2024 Election  
DATE: September 17, 2025

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On behalf of the Voter Participation Center (VPC) and the Center for Voter Information (CVI), Lake Research Partners prepared a report on 2024 election participation trends using data from the U.S. Census' Current Population Survey (CPS). This analysis has produced several important findings concerning voter participation and the representativeness of the 2024 American electorate.

This memo outlines key findings about the registration and participation of Underrepresented Communities<sup>1</sup> (i.e., demographic groups that maintain a noticeable gap between their share of the voting-eligible population (VEP) and the electorate).

Notable takeaways include:

- Compared to 2020, which saw record high turnout among young people, 2024 saw an increase in the gap between Underrepresented Communities' vote-share versus their share of the voting eligible population (VEP).
- Non-voters among Underrepresented Communities cited top reasons for not voting as being too busy or because of a lack of interest, which differs from other non-voters.
- Unregistered adults among the Underrepresented Communities were more likely than others to cite missed registration deadlines when explaining their unregistered status.
- Underrepresented Communities change addresses or move twice as frequently as the general population.

**Importantly, for the first time in this millennium, the Underrepresented Communities' vote share decreased in comparison to the prior presidential election cycle.** While the Underrepresented Communities' share of the voting eligible population (VEP) has grown by 0.4 percentage points (to 60.4 percent) since 2020, the group cast ~1.1 million fewer votes in 2024. Thus, this is the first presidential cycle to see the gap grow between Underrepresented Communities' VEP and vote share (6.2 percent, up from 5.2 percent in 2020).

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<sup>1</sup> For the purpose of this report, the use of "Underrepresented groups" encompasses people of color, young adults (i.e., (<35), and unmarried women.

At the same time, non-Underrepresented groups' participation increased by a net of ~781,000 votes. Taken together, this led to a 0.6 point drop in the Underrepresented Communities' share of the electorate (54.2 percent, down from 54.8 percent in 2020). This outcome is an unsettling repeat of 2022, the first cycle – midterm or otherwise – during which there was an observed drop in vote share for the Underrepresented Communities (49.8 percent compared to 50.9 percent in 2018).

**Underrepresented Communities' turnout trends varied notably in several geographies:**

- Gained vote share in Nevada (Underrepresented Communities turnout increased by 12.2 percent compared to a 7.8 percent increase in non-Underrepresented groups turnout) and Georgia (Underrepresented Communities turnout increased by 6.8 percent, while non-Underrepresented groups turnout decreased by 9.2 percent).
- Lost vote share in Michigan despite a 4.6 percent increase in Underrepresented Communities turnout (due to a 13.5 percent increase in non-Underrepresented groups turnout).
- Lost significant vote share in Wisconsin; turnout among Underrepresented Communities dropped by 15% (216,269 fewer net votes), while turnout increased among all other voters by 9% (164,318 additional net votes).
- In Arizona, there was a similarly large (~12%) drop in turnout among both Underrepresented Communities and voters outside this distinction, resulting in 257,719 fewer Underrepresented Communities' net votes and 190,540 fewer non-Underrepresented groups' net votes.

**Underrepresented Communities' share of registered voters has increased since 2022.** Adults among the groups that are underrepresented in the electorate make up 60 percent of the voting-eligible population, and now make up 56 percent of the registered voter population. This marks a one percentage point improvement since 2022, though Underrepresented Communities remain registered at a rate below their share of the voting-eligible population. Adults outside of the Underrepresented Communities make up 40 percent of the population, but 44 percent of registered voters.

**However, the reality of VEP-share vs. vote-share remains problematic:**

- People of color, young adults (i.e., under 35 years old), and unmarried women continue to be underrepresented in the electorate compared to their overall share of the voting-eligible population.
  - The group's share of eligible voters (60.4%) far exceeds the group's overall registration rate (41.4%).
- Among these groups, the gap between vote-share and share of the voting-eligible population is largest among Latinos/as and young adults.

- Latinos/as make up 14 percent of the VEP, but held 10.7 percent of the 2024 vote share.
- Young adults (<35) are 28 percent of the VEP, but had a 22.9 percent vote share in 2024.
- Unmarried women remain grossly underrepresented in the electorate compared to their married counterparts.
  - Unmarried women are 26 percent of the VEP but held a 24.2 percent vote share.
  - Married women, on the other hand, remain overrepresented (24 percent of the VEP, but made up 29 percent of the electorate).

**Regarding the voter registration process – Underrepresented adults were more likely than their counterparts to have registered to vote outside of a government office or polling place.**

- Underrepresented Community voters were less likely than their counterparts to have registered via a government registration office (10% vs. 16.7%) or at a polling place (4.4% vs 5.9%).
- Underrepresented Community voters were nearly twice as likely as non-Underrepresented group voters to have registered online (13% vs. 7.1%) or on a school or hospital campus (4.3% vs. 2.2%).

**More Noteworthy Results:**

- For both Underrepresented Communities and non-Underrepresented populations, there does not appear to be many clear regional patterns in terms of unregistered eligible voter density, with high- and low-density states in all areas of the country.
- While non-voter rates are high in Mississippi for Latinos and AAPI voters, it is lower for Black voters.
- Just as among voters overall, the Underrepresented Communities voters have the highest non-voting rates in NYC and Harris County, Texas. In fact, every major county in Texas has an Underrepresented Community non-voter rate of over 40 percent.
- Importantly, four states that are considered key battlegrounds in partisan elections were among the top 10 geographies with the highest rate of unregistered adults within the underrepresented groups (Georgia, Arizona, Pennsylvania, and North Carolina).
- Voters in urban areas, which have a higher concentration of Underrepresented Communities, were much more likely than non-urban voters to have stayed home in 2024. The CPS suggests a 65 percent voting rate for voters in urban areas, compared to 72 percent in suburban areas and 74 percent in rural areas.

- Despite a relatively low rate of non-voters among Underrepresented adults, Wisconsin saw the nation's largest turnout drop for these groups (15 percent) alongside a nine percent increase in voters outside this distinction.

### **More on People of Color**

- 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.

### **More on Unmarried Women**

- Unmarried women tended to have higher rates of non-registration in key geographies such as Wisconsin (29.7%), Pennsylvania (27.2%), and Arizona (26.4%). Notably, Wisconsin and Arizona had two of the largest percentage drops in Underrepresented groups' turnout vs. 2020.
- Concerning turnout, the marriage gap is much more significant than the gender gap. There was just a two-point difference in non-voter rates between married men and women, but the gap is twice as large between married and unmarried women (a 4.4 percentage point difference favoring married women).

### **More on Young Adults (<35)**

- Unsurprisingly, the non-voting rate is higher among young voters than among older voters.
- There exists a trend with men being more likely than women to sit out while registered.
- Notably, the registration gender gap is twice as large for younger eligible voters as it is for older eligibles, with women being less likely to be registered. In other words, non-voting among women is better explained by non-registration, while non-voting among men is better explained by staying at home.

### **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 would be grateful for your support.

For further details on funding opportunities, please contact Caryn Pavlak at [cpavlak@voterparticipation.org](mailto:cpavlak@voterparticipation.org).