


June 2024



Student Voting Rates for James Madison University

NSLVE Campus Report

Tufts
UNIVERSITY | Jonathan M. Tisch
College of Civic Life

NSLVE THE NATIONAL STUDY
OF LEARNING, VOTING,
AND ENGAGEMENT

June 2024

Dear Colleagues:

We are pleased to share this tailored report containing your students' voting rates for several recent election cycles. For the first time ever, this report contains *four* years of relevant topline data: the midterm elections of 2014, 2018, and 2022, along with contextual data from the 2020 presidential election year. As we build the NSLVE data over time, the additional years of data may help your institution to begin to understand longer-term trends and considerations for practice.

This month, we are also looking forward to the release of Democracy Counts 2022, our national report on our most recent midterm elections. The results from 2022 were mixed – some encouraging trends and some signs of more work to do. We are excited to dive into the results with you and share what we see as the major takeaways in the coming weeks, so stay tuned.

You've heard this from us before: we urge you to share this report widely and strategically across your campus community. NSLVE data is an important resource for not only understanding your institution but also building a culture of political learning in higher education. We also invite you to invite you to [lean on our team's resources, including our Election Imperatives report series](#), which provides data-backed practical recommendations for centering civic and political learning and participation.

Other resources that you might find helpful in your work include our forthcoming national report ([keep an eye on our homepage!](#)), [our report on how institutions use NSLVE reports](#), and [our discussion guide on how to talk about your NSLVE reports on campus](#).

Finally, we always encourage you to reach out to us for support and with any questions that you may have. Email NSLVE@tufts.edu to get in touch with our team, and as always, watch your inbox (or sign up!) for [our periodic newsletter](#), announcements about upcoming releases, and new resources.

Remember, student political learning is a constant effort, requiring year-round strategic building. Elections may be episodic, but student engagement in democracy should not be.

All the Best,
Adam, Duy, Mari, and Victoria
The NSLVE Team

In This Report

This report presents data on student voter participation rates for your campus. The topline counts on page 5 tells you how many students voted, but we encourage you to look carefully at the data on subsequent pages to learn who voted. Data are presented in the form of vessel charts, overlapping donut charts, and tables.

Tables

	2014			2018			2014-2018 Change (p.p.)
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
Asian	-	-	-	-	-	-	-
American Indian/ Alaska Native	-	-	-	-	-	-	-
Black	-	-	-	-	-	-	-
Hispanic	-	-	-	-	-	-	-

The tables show the numbers of students and the rates from 2014, 2018, 2020, and 2022, when available. The change column represents difference between comparable counts and rates. The change in rates are in terms of percentage points. A red down arrow indicates a decrease, a green up arrow indicates an increase, and a yellow arrow pointing to the right indicates no change. "-" in these tables indicates that the data is unavailable/missing, or is available for 10 or less students.



Voting, Registration and Yield Rates

YOUR INSTITUTION

21.3%

2022 Voting Rate

-12.0

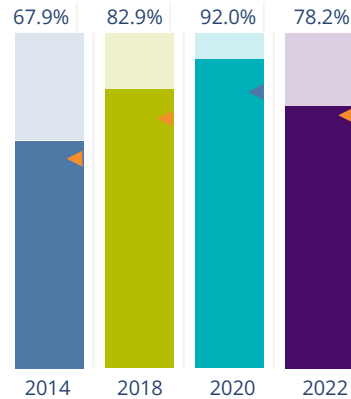
Change From 2018

ALL INSTITUTIONS

30.6%

2022 Voting Rate

REGISTRATION RATE



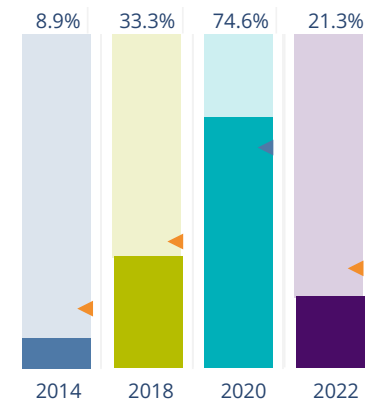
The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

VOTING RATE OF REGISTERED STUDENTS



The **Voting Rate of Registered Students** is the percent of registered students who voted on Election Day. We often refer to this as the “yield” rate.

VOTING RATE



The **Voting Rate** is the percentage of eligible students who voted on Election Day. The voting rate is also the product of the registration and yield rates.

Looking Closer

Voting and Registration Rates

	2014	2018	2020	2022	2018-2022 Change
Total Student Enrollment	21,009	21,969	21,793	22,458	↑ 488
Age under 18/Unknown	511	478	492	569	↑ 91
IPEDS estimated non-resident aliens	491	461	308	269	↓ -191
Datasource	NSC	NSC	NSC	IPEDS	
FERPA records blocked	-	178	-	-	-
Non-Degree Seeking Students	12	-	-	-	-
Total eligible voters	19,992	20,852	20,980	21,619	↑ 767
Number of students who registered	13,570	17,286	19,299	16,913	↓ -373
Number of students who voted	1,775	6,935	15,656	4,600	↓ -2,335
Registration Rate %	67	82	91	78	↓ -4
Voting Rate of Registered Students %	13	40	81	27	↓ -12
Voting Rate %	8	33	74	21	↓ -11

This page provides the numbers we used to calculate your voting, registration, and yield rates. The sub-categories under total student enrollment are the adjustments that we

make to account for students who are ineligible to vote due to age or citizenship status. We also exclude, when correctly flagged, students who are not pursuing degrees.

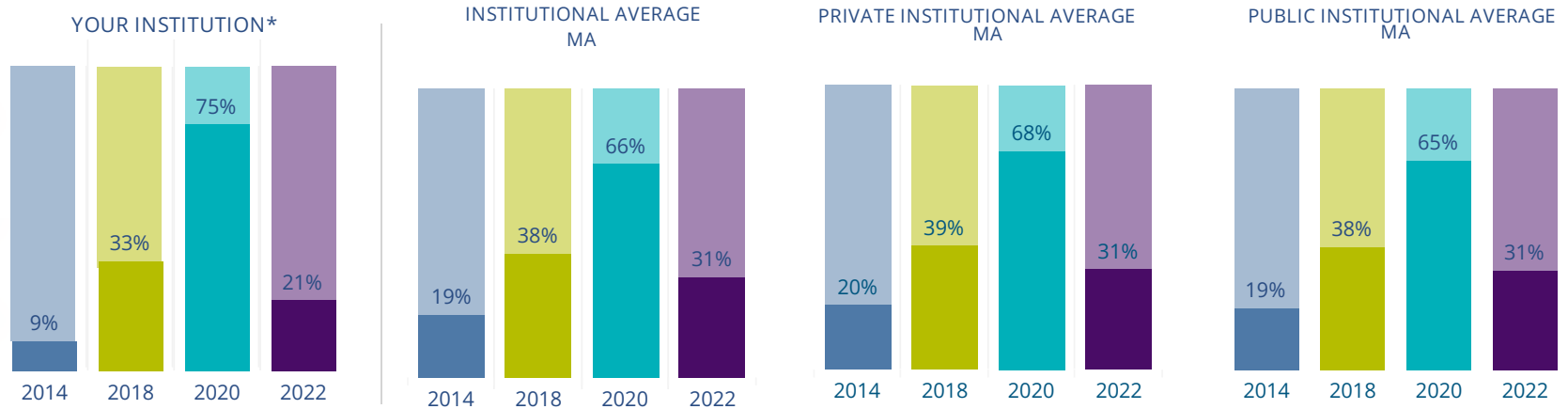
When we have removed non-resident aliens (international students), it is based on your institution's enrollment submission to the NSC. This is indicated by NSC for non-resident aliens data source. We use IPEDS-derived estimates of NRAs when institutions do not submit non-resident alien status data to NSC, or we cannot verify the accuracy of the reported counts. This is indicated by IPEDS in the data source.

In the following pages with tables, **Enrolled** represents the eligible voters when we have used NSC as the data source. When we have used IPEDS as the data source, **Enrolled** includes non-resident aliens who are ineligible to vote, and for whom we are unable to account due to the lack of data from your institution.

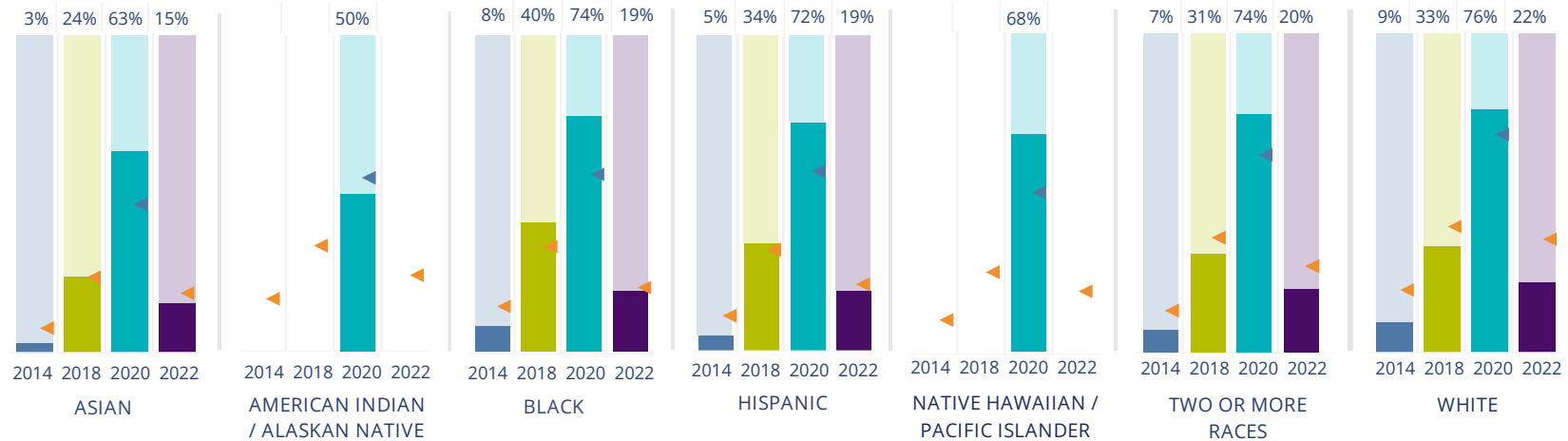
By Institution Types



These are estimated voting rates of your institution compared to the average voting rates of similar institutions in NSLVE. For Associate institutions, we only share public associate institutional averages due to sample size. *"Your Institution" chart is presented at a different scale.



By Race / Ethnicity



These are estimated voting rates for race / ethnicity groups. These classifications are provided by campuses and are obtained following race reporting procedures* defined by the National Center for Education Statistics of the Institute of Education Sciences (IES). Please see our FAQ for more detail : <https://tufts.app.box.com/v/idhe-nsive-report-faq>

If you notice unavailable/missing data in this page, it could mean any of the following for your institution: (i) does not report this data or reports this data as unknown; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

*<https://nces.ed.gov/ipeds/report-your-data/race-ethnicity-collecting-data-for-reporting-purposes>

Looking Closer

By Race/Ethnicity

This page provides the numbers we used to calculate race / ethnicity group voting rates. We

include the counts of students and the change in rates between the two most recent comparable election years.

If you notice

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or more of the demographic

groups, or (iv) the data is

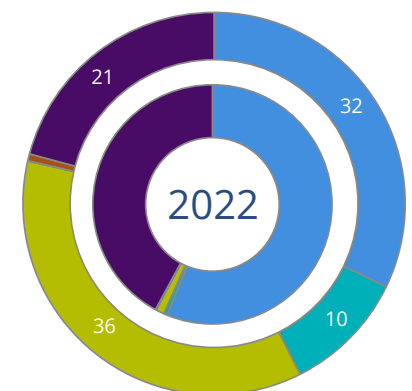
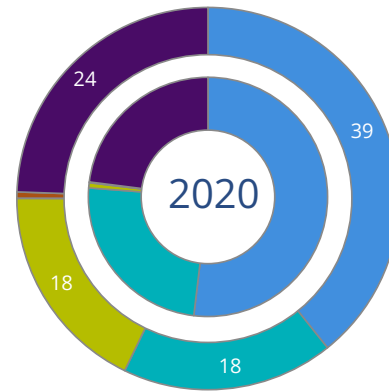
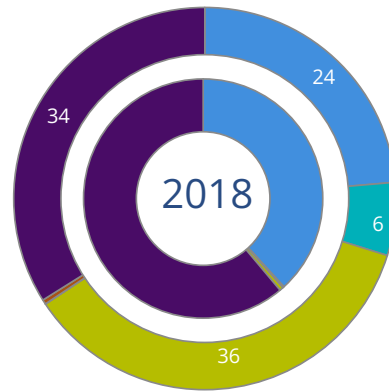
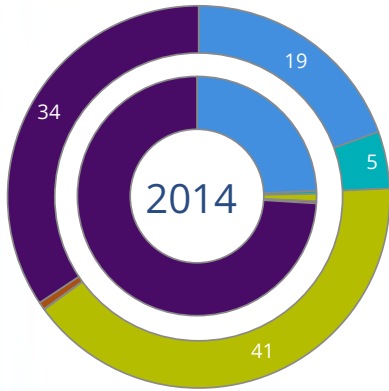
reported for 10 or fewer

students.

	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Asian	856	27	3	933	224	24	991	628	63	1,217	187	15	↓-8
American Indian/ Alaska Native	32	-	-	23	-	-	22	11	50	36	-	-	-
Black	839	66	7	1,026	413	40	1,049	778	74	1,054	202	19	↓-21
Hispanic	1,025	50	4	1,386	469	33	1,499	1,082	72	1,635	314	19	↓-14
Native Hawaiian/ Pacific Islander	36	-	-	23	-	-	22	15	68	23	-	-	-
2 or More Races	704	49	6	953	293	30	1,002	744	74	884	174	19	↓-11
White	15,717	1,463	9	15,887	5,283	33	15,989	12,088	75	16,220	3,563	21	↓-11
Race Unknown	783	116	14	621	242	38	406	310	76	820	153	18	↓-20

By Voting Method

■ Not-In-Person
 ■ Early Vote
 ■ In-Person
 ■ Other
 ■ Provisional
 ■ Unknown



	2014		2018		2020		2022		2018-2022	
	Voted	Rate (%)	Voted	Rate (%)	Voted	Rate (%)	Voted	Rate (%)	Change	
Early Vote	-	-	11	0	3,806	24	23	0	→	0
In-Person	17	1	38	0	110	0	52	1	→	0
Not-In-Person	432	24	2,649	38	8,129	51	2,586	56	↑	18
Other	-	-	-	-	-	-	-	-	-	-
Provisional	-	-	-	-	22	0	-	-	-	-
Voting Method Unknown	1,314	74	4,234	61	3,589	23	1,935	42	↓	-19

These are estimated rates for vote method utilization, the number of students utilizing each method, and the percent of students utilizing each method. Not all U.S. states provide information on vote method; voting method for voter files from these states are classified "Voting Method Unknown." For a list of these states, see our FAQ. <https://idhe.tufts.edu/nslve/nslve-faq#CampusReports>. The inner ring in these charts show your campus's method utilization and the outer ring show the national level utilization.

By Age Group

	2014	2018	2020	2022
18-21	6%	30%	74%	17%
22-24	10%	35%	73%	22%
25-29	22%	52%	74%	34%
30-39	39%	67%	82%	53%
40-49	49%	69%	86%	65%
50+	62%	84%	89%	74%

Voting is habit-forming and young voters will often continue as voters in subsequent elections. Also, elected officials and public opinion polls solicit opinions from people they can locate - people in the voter files. Our 2020 data showed a surge among the youngest voters on college campuses, yet 2022 saw a return to past trends, with older students voting at higher rates than their younger counterparts. This change underscores the importance of continued need for institutionalized learning -- working with students to help them understand their political voice and power as they arrive on campus.

Looking Closer

By Age Group



Here, we provide the numbers of students in each age category and the voting rates for each group. These

are based on the student's age on the day of the election, as calculated by the National Student Clearinghouse using data from student enrollment records.

	2014			2018			2020			2022			2018-2022 Change
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	
18-21	15,713	961	6	16,431	4,940	30	16,398	12,181	74	17,220	3,061	17	↓-12
22-24	2,835	292	10	2,845	1,005	35	2,975	2,187	73	2,910	663	22	↓-12
25-29	595	133	22	672	353	52	681	506	74	682	232	34	↓-18
30-39	477	187	39	534	362	67	531	437	82	601	320	53	↓-14
40-49	229	113	49	246	170	69	250	215	86	330	215	65	↓-3
50+	143	89	62	124	105	84	145	130	89	146	109	74	↓-10

Looking Closer

By Sex

	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Female	11,979	1,078	8	12,405	4,631	37	12,485	9,941	79	12,691	2,951	23	 -14
Male	8,013	697	8	8,447	2,304	27	8,493	5,713	67	9,111	1,625	17	 -9

These are estimated voting rates for sex groups and the numbers we used to calculate their voting rates. These classifications are provided by campuses and are obtained following the reporting procedures defined by the National Center for Education Statistics (NCES) of the Institute of Education Sciences (IES). Presently, NCES requires institutions to report students as “Male” or “Female” only.*

If you notice missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

*<https://surveys.nces.ed.gov/ipeds/public/survey-materials/faq?faqid=11>

Looking Closer




By Education Level / Undergraduate Class Year

	2014			2018			2020			2022			2018-2022 Rate Change
	Enrolled	Voted	Rate(%)	Enrolled	Voted	Rate(%)	Enrolled	Voted	Rate(%)	Enrolled	Voted	Rate(%)	
EDUCATION LEVEL													
Undergraduate	18,149	1,253	6	18,985	5,844	30	19,064	14,072	73	19,791	3,697	18	↓-12
Graduate	1,456	345	23	1,572	867	55	1,588	1,309	82	1,654	696	42	↓-13
Class Unknown	387	177	45	295	224	75	328	275	83	444	206	46	↓-29
CLASS YEAR													
Freshman	4,350	180	4	4,702	1,332	28	4,621	3,215	69	5,149	790	15	↓-12
Sophomore	4,685	264	5	5,042	1,394	27	4,758	3,449	72	5,064	866	17	↓-10
Upperclassman	9,115	809	8	9,235	3,115	33	9,686	7,410	76	9,577	2,041	21	↓-12
ENROLLMENT STATUS													
Full-time	18,150	1,255	6	19,193	5,996	31	19,081	14,158	74	19,888	3,712	18	↓-12
Part-time	1,842	520	28	1,659	939	56	1,899	1,498	78	2,001	888	44	↓-12

These are estimated voting rates by Education Level (undergraduate/graduate), Class Year, and Enrollment Status (full-time/part-time), and the numbers we used to calculate these rates.

If you notice missing data in this page, it could mean any of the following for your institution: (i) does not report this data; (ii) did not provide this data in past years; (iii) does not separately submit data for one or more of the demographic groups, or (iv) the data is reported for 10 or fewer students.

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Biological and Biomedical Sciences	987	53	5	1,079	313	29	1,026	749	73	902	172	19	 -9
Business, Management, and Marketing	3,541	223	6	3,462	766	22	3,396	2,296	67	3,751	571	15	 -6
Communication and Journalism	1,363	103	7	1,466	512	34	1,346	1,048	77	1,545	284	18	 -16

These are estimated voting rates by field of study, and the numbers we used to calculate the field of study rates. For an explanation of CIP codes, please see our FAQ.* There are roughly 8,000 fields of study among U.S. colleges and universities, so we provide rates for condensed categories.

*<https://tufts.app.box.com/v/idhe-nslve-report-faq>

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Computer and Information Sciences	906	70	7	1,154	305	26	1,209	804	66	1,438	250	17	↓ -9
Education	567	144	25	611	374	61	1,061	882	83	1,409	472	33	↓ -27
Engineering and Engineering Technologies	396	18	4	405	98	24	405	279	68	450	77	17	↓ -7
English Language and Literature	447	54	12	335	149	44	305	264	86	302	69	22	↓ -21
Family and Consumer/Human Sciences	125	-	-	113	27	23	94	65	69	102	21	20	↓ -3
Foreign Languages, Literatures, and Linguistics	92	16	17	68	34	50	56	43	76	31	-	-	-
Health Professions	3,372	230	6	3,755	1,129	30	3,810	2,884	75	3,717	713	19	↓ -10
History	276	28	10	222	115	51	236	183	77	255	90	35	↓ -16
Parks, Recreation, Leisure, and Fitness Studies	1,024	35	3	1,097	224	20	1,210	850	70	1,463	180	12	↓ -8

By Field of Study

FIELDS	2014			2018			2020			2022			2018-2022
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change
Legal Professions and Studies	366	24	6	306	106	34	327	248	75	308	45	14	 -20
Liberal Arts and Sciences, and Humanities	1,446	118	8	1,382	493	35	1,039	786	75	724	223	30	 -4
Mathematics and Statistics	190	22	11	201	74	36	158	120	75	137	37	27	 -9
Multi/Interdisciplinary Studies	598	65	10	638	199	31	537	384	71	529	112	21	 -10
Philosophy and Religious Studies	43	-	-	42	17	40	40	29	72	37	-	-	-
Social Sciences	1,122	147	13	1,299	577	44	1,259	978	77	1,244	337	27	 -17
Visual and Performing Arts	1,053	79	7	1,096	473	43	1,197	972	81	1,141	276	24	 -18
Unknown	377	169	44	291	221	75	332	276	83	394	185	46	 -28

About This Report

Thank you for participating in the National Study of Learning, Voting, and Engagement.

Since NSLVE's launch in 2013, nearly 1,200 colleges and universities have signed up to receive their voting rates for the 2012, 2014, 2016, 2018, 2020, and 2022 federal elections.

Along with others, your institution's participation in this study has allowed us to build a robust database representing an average of well over 10 million students for each election year, that serves as a foundation for innovative research on college student political learning and engagement in democracy.

The National Study of Learning, Voting and Engagement (NSLVE, "en-solve") is a service offered to colleges and universities that provides a tailored report on their students' voting rates and other metrics. Launched in 2013 at Tufts University's Jonathan M. Tisch College of Civic Life, NSLVE represents more than 1,200 campuses in all 50 states + D.C. and now serves as a widely impactful resource for the work of understanding and fostering student political learning.

About the Data

The voter registration and voting rates in this report reflect the percentage of your institution's students who were eligible to vote and who actually voted in the 2014, 2018, 2020, and 2022 elections.

These results are based on enrollment records your institution submitted to the National Student Clearinghouse (NSC) and publicly available voting files collected by L2 Political.

Enrollment lists are adjusted by deducting students under age 18 (at the time of the election), people identified as non-degree seeking and those identified by campuses as "nonresident aliens" (NRAs) (the federal government's category for mostly international students). Unfortunately, not all campuses report NRAs to NSC. For those campuses, we use IPEDS to calculate the number of NRA students on each campus and adjust NSC enrollment numbers to estimate the number of students to remove. We also quality check NRA removals by verifying that there is little to no discrepancy between the number of international students reported by the campus to IPEDS and to NSC. We cannot adjust subgroup analyses absent identification of NRAs verified by the process above. We welcome closer partnerships with individual colleges and universities to provide more accurate rates. For more on the data and the matching process, see our FAQ on Campus Reports.

Thank you for the work you do to improve your students' political learning and engagement. We hope that you find your NSLVE report useful. For up-to-date news on NSLVE data, resources, and to sign up for our newsletter visit: <https://nslve.tufts.edu>.

References: NSLVE encourages report recipients to share this report as broadly as possible, including posting it on the college or university's website. When doing so, please use the following citation: National Study of Learning, Voting and Engagement. (2024). 2022 report for _____ [name of institution]. Medford, MA.

Contact us to get more info

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 nslve.tufts.edu

 The National Study for
Learning Voting and
Engagement

 TuftsNSLVE