



October 2021

# Student Voting Rates for University of North Carolina at Chapel Hill

2020 NSLVE Campus Report



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INSTITUTE FOR DEMOCRACY  
& HIGHER EDUCATION

**October 2021**

**Dear Colleagues:**

We are pleased to send this tailored report containing your students' voting rates for 2020. This report contains three years of relevant topline data: 2016, 2018, and 2020. As always, we disaggregate the data so you can better identify and address gaps in participation.

College and university students participated in record-breaking numbers in the 2020 election. In 2016, the Average Institutional Voting Rate was 53%. This year, it jumped to 66%. We encourage you to review Democracy Counts 2020, our most recent national report.

As in past years, we urge you to share this report widely and strategically, particularly with faculty who, in 2020, were often the most consistent communicators with students about ever-changing voting conditions and deadlines. We also urge you to review our recommendations for engaging elections to cultivate a robust and healthy campus climate for political engagement, discourse, equity, and participation: Election Imperatives (2019) and the more recent Election Imperatives: A Time of Physical Distancing and Social Action. Since "pervasive political discussions" and attentiveness to the campus culture around speech and academic freedom are among our top recommendations, we direct you to our discussion guides on talking about your NSLVE report, on free speech and inclusion, and on hot topics, our Making Sense of ... guides.

Finally, we always encourage you to work with us. Help us help you get better data by reaching out. Email [IDHE@Tufts.edu](mailto:IDHE@Tufts.edu) for more information. And as always, watch your inbox for our periodic newsletter, IDHE Update, for announcements about upcoming releases and new resources.

Congratulations on engaging your students in the 2020 election. Remember, student political learning is a year-round objective. Elections may be episodic, but student political engagement should not be.

All the Best,  
IDHE Team

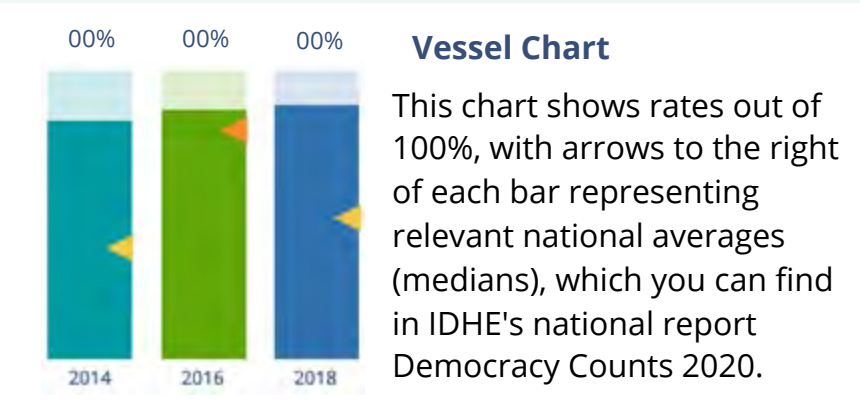


**(Top Row from left) Duy Trinh, Program Administrator; Adam Gismondi, Director of Impact; Dave Brinker, Senior Researcher;**  
**(Bottom Row from left) Nancy Thomas, Director; Norma López, Postdoctoral Scholar; Prabhat Gautam, Data Manager.**

We also want to acknowledge and thank **Syed Golam Mohaimen, M.S. student in Data Science at Tufts University** for his contributions toward the creation of these reports.

# 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.



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

## Tables

The tables show, on the left-side columns, the numbers of students and the rates from 2016, 2018, and 2020. On the left-side, percentage point (p.p.) changes between 2016 and 2020. 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

82.4%

2020 Voting Rate

+24.8

Change From 2016

ALL INSTITUTIONS

66%

2020 Voting Rate

REGISTRATION RATE

Year	Rate
2016	76.1%
2018	85.3%
2020	91.6%

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

VOTING RATE OF REGISTERED STUDENTS

Year	Rate
2016	75.6%
2018	63.2%
2020	89.9%

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

Year	Rate
2016	57.6%
2018	53.9%
2020	82.4%

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

	2016	2018	2020	2016-2020 Change (p.p.)
Total Student Enrollment	30,062	30,191	30,005	↓ -57
(Age under 18/Unknown)	-	-	-	-
(IPEDS estimated non-resident aliens)	1,626	1,737	1,846	↑ 220
(FERPA records blocked)	22	36	19	↓ -3
(Non-Degree Seeking Students)	1,119	1,028	446	↓ -673
Total eligible voters	27,295	27,389	27,691	↑ 396
Number of students who registered	20,776	23,357	25,377	↑ 4,601
Number of students who voted	15,717	14,753	22,806	↑ 7,089
Registration Rate %	76	85	92	↑ 16
Voting Rate of Registered Students %	76	63	90	↑ 14
Voting Rate %	58	54	82	↑ 25

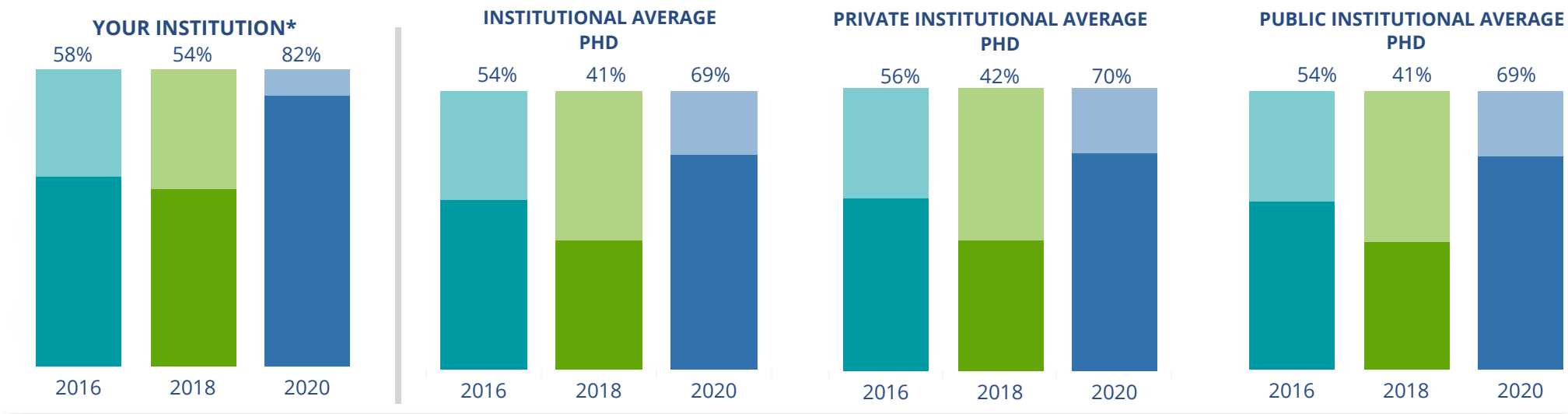
**This page provides the numbers we used to calculate your voting, registration, and yield rates.** The sub-categories under total student enrollment are the adjustments that we make to account for students who are ineligible to vote due to age or citizenship status. We also exclude, when correctly flagged, students who are not pursuing degrees.

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 estimate is given by "IPEDS estimated non-resident aliens" on this page. If you believe the number of international students reported on this report is incorrect, you can manually adjust your institution's voting rates by using our recalculation tool. <https://id-he.tufts.edu/nsive/nsive-recalculation-tool>.

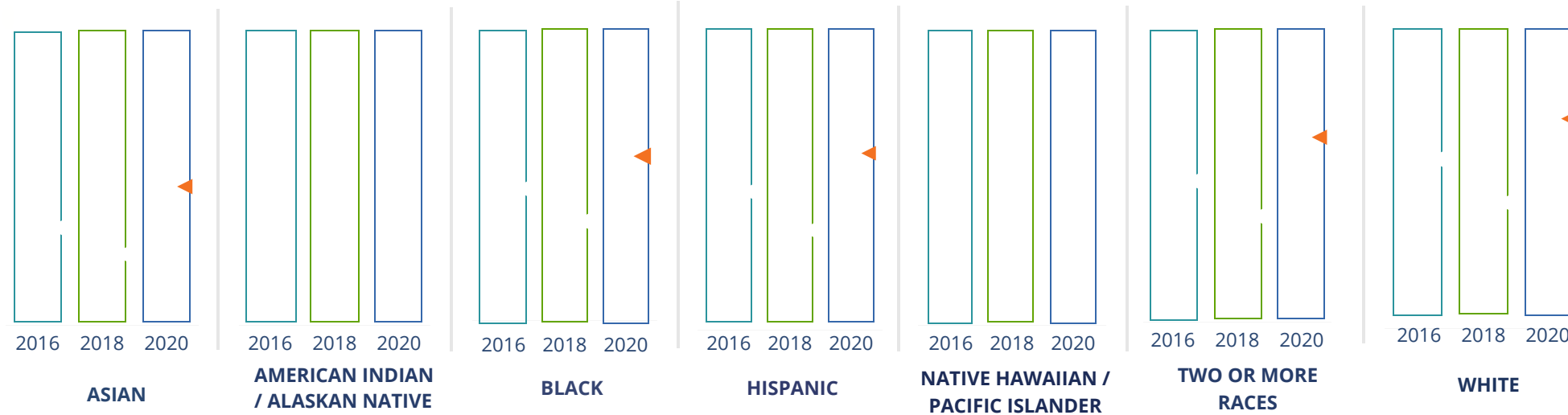
## By Institution Types



These are estimated voting rates of your institution compared to the average voting rates of similar institutions in NSLVE. \*"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 on why we cannot report national benchmark for some of the demographic groups:

<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; (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

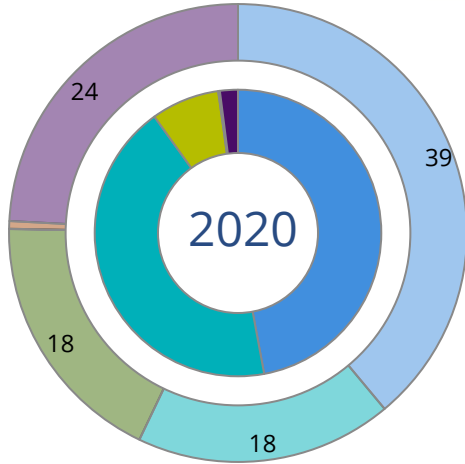
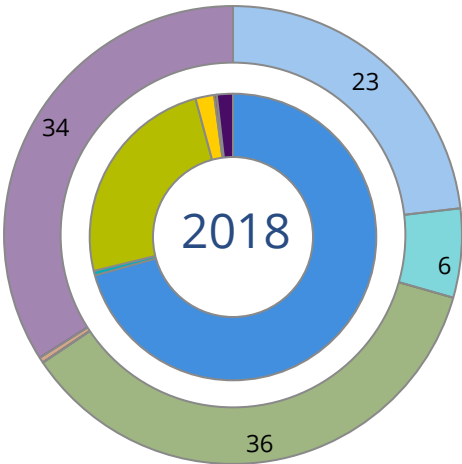
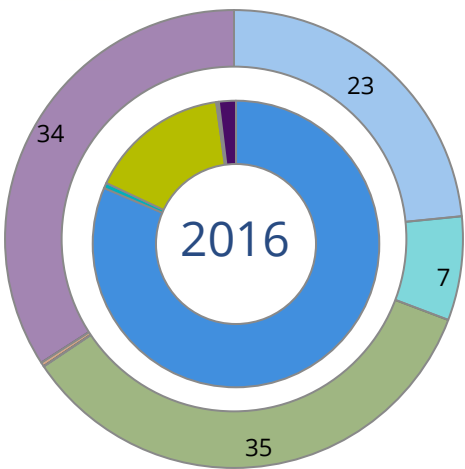
**This page provides the numbers we used to calculate race / ethnicity group voting rates.** We include the counts of students and the change in rates between the two most recent comparable election years. If you notice unavailable/missing data in this page, it could mean any of the following for your 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.

	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Asian	-	-	-	-	-	-	-	-	-	-
American Indian/ Alaska Native	-	-	-	-	-	-	-	-	-	-
Black	-	-	-	-	-	-	-	-	-	-
Hispanic	-	-	-	-	-	-	-	-	-	-
Native Hawaiian/ Pacific Islander	-	-	-	-	-	-	-	-	-	-
2 or More Races	-	-	-	-	-	-	-	-	-	-
White	-	-	-	-	-	-	-	-	-	-
Race Unknown	28,854	15,717	54	29,060	14,753	51	29,503	22,806	77	↑ 23



# By Voting Method

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



	2016		2018		2020		2016-2020	
	Voted	Rate	Voted	Rate	Voted	Rate	Change (p.p.)	
Early Vote	99	1	80	1	9,796	43	42	↑
In-Person on Election Day	2,489	16	3,626	25	1,766	8	-8	↓
Not-In-Person	12,801	81	10,430	71	10,732	47	-34	↓
Other	23	0	317	2	26	0	0	→
Provisional	34	0	38	0	32	0	0	↓
Voting Method Unknown	271	2	262	2	454	2	0	↑

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/nsive/nsive-faq#CampusReports>

## By Age Group

	2016	2018	2020
18-21	52%	48%	82%
22-24	56%	54%	74%
25-29	58%	55%	71%
30-39	56%	52%	67%
40-49	69%	61%	74%
50+	78%	77%	80%

**Voting is habit-forming and young voters will usually continue as voters in subsequent elections.** Also, young voters are more likely to be contacted by campaigns and are visible, and therefore significant, to elected officials. While in the past, we have seen voting rates increase across age groups, in recent cycles, the most significant increases have been among first-time and the youngest voters. Some colleges serve primarily young students, traditionally viewed as students in the 18-21 or 22-24 categories here. Others have much higher numbers of enrolled older undergraduate or graduate students.

# 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.

	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
18-21	16,170	8,370	52	16,519	7,887	48	16,851	13,758	82	↑ 30
22-24	4,178	2,338	56	4,177	2,269	54	4,476	3,304	74	↑ 18
25-29	4,485	2,601	58	4,473	2,478	55	4,473	3,198	71	↑ 14
30-39	3,074	1,734	56	3,003	1,548	52	2,825	1,886	67	↑ 10
40-49	739	511	69	715	438	61	672	496	74	↑ 5
50+	208	163	78	173	133	77	206	164	80	↑ 1

# Looking Closer

## By Sex

	2016			2018			2020			2016-2020
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change (p.p)
Female	-	-	-	-	-	-	-	-	-	-
Male	-	-	-	-	-	-	-	-	-	-

**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

	2016			2018			2020			2016-2020	
	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Enrolled	Voted	Rate (%)	Change (p.p)	
EDUCATION LEVEL											
Undergraduate	18,258	9,394	51	18,604	8,823	47	18,977	15,248	80	↑	29
Graduate	10,594	6,322	60	10,444	5,924	57	10,519	7,555	72	↑	12
Class Unknown	–	–	–	12	–	–	–	–	–	–	–
CLASS YEAR											
First Year	3,745	50	1,884	2,792	43	1,190	1,324	80	1,065	↑	30
Second Year	4,386	52	2,293	4,541	46	2,080	3,980	82	3,262	↑	30
Upper Level	10,128	52	5,218	11,226	49	5,520	13,474	80	10,754	↑	28
ENROLLMENT STATUS											
Full-time	27,328	14,794	54	27,582	13,948	51	27,508	21,348	78	↑	23
Part-time	1,526	923	60	1,478	805	54	1,995	1,458	73	↑	13

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	2016			2018			2020			2016-2020 RateChange (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Architecture	113	74	65	85	65	76	94	73	78	↑ 12
Area, Ethnic, Cultural, and Gender Studies	715	371	52	658	394	60	535	438	82	↑ 30
Biological and Biomedical Sciences	3,200	1,739	54	3,568	1,731	49	4,056	3,155	78	↑ 23
Business, Management, and Marketing	4,083	1,980	48	4,066	1,624	40	4,047	2,875	71	↑ 23
Communication and Journalism	1,883	1,064	57	1,859	1,022	55	1,738	1,436	83	↑ 26
Computer and Information Sciences	1,110	464	42	1,522	631	41	1,699	1,133	67	↑ 25
Education	477	298	62	526	316	60	562	479	85	↑ 23

**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	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Engineering and Engineering Technologies	387	175	45	431	160	37	451	327	73	↑ 27
English Language and Literature	421	266	63	420	280	67	421	359	85	↑ 22
Family and Consumer/Human Sciences	117	67	57	123	63	51	134	106	79	↑ 22
Foreign Languages, Literatures, and Lingui..	379	220	58	320	161	50	259	189	73	↑ 15
Health Professions	4,446	2,763	62	4,386	2,482	57	4,669	3,712	80	↑ 17
History	362	217	60	326	185	57	311	239	77	↑ 17
Legal Professions and Studies	663	409	62	607	411	68	574	464	81	↑ 19
Liberal Arts and Sciences, and Humanities	1,183	558	47	880	389	44	697	585	84	↑ 37
Mathematics and Statistics	686	295	43	760	282	37	907	587	65	↑ 22
Multi/Interdisciplinary Studies	355	214	60	346	202	58	257	208	81	↑ 21
Natural Resources and Conservation	462	263	57	506	315	62	474	394	83	↑ 26
Parks, Recreation, Leisure, and Fitness Stu..	1,178	612	52	1,106	420	38	1,102	866	79	↑ 27
Philosophy and Religious Studies	177	96	54	197	96	49	165	116	70	↑ 16



## By Field of Study

FIELDS	2016			2018			2020			2016-2020 Change (p.p)
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	
Physical Sciences	1,307	708	54	1,150	590	51	1,156	893	77	↑ 23
Psychology	1,462	792	54	1,494	725	49	1,506	1,207	80	↑ 26
Public Administration and Social Service Professions	861	590	69	868	628	72	841	717	85	↑ 17
Social Sciences	2,173	1,117	51	2,260	1,189	53	2,309	1,808	78	↑ 27
Visual and Performing Arts	483	265	55	447	271	61	415	340	82	↑ 27
Unknown	47	-	-	12	-	-	-	-	-	-

# 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, and 2020 federal elections.

Along with others, your institution's participation in this study has allowed us to build a robust database of over 50 million college student records, about 10 million for each election year, that serve as a foundation for innovative research on college student political learning and engagement in democracy.

NSLVE is a signature initiative of the Institute for Democracy and Higher Education (IDHE) at Tufts University's Jonathan M. Tisch College of Civic Life. The mission of IDHE is to shift college and university priorities and culture to advance political learning, agency, and equity. We achieve our mission through research, resource development, technical assistance, and advocacy.

### 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 2016, 2018, and 2020 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.

University of North Carolina at Chapel Hill

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://idhe.tufts.edu>.

References: IDHE 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: Institute for Democracy & Higher Education: National Study of Learning, Voting and Engagement. (2021). 2016, 2018, and 2020 report for \_\_\_\_\_ [name of institution]. Medford, MA.



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