



October 2021

# **Student Voting Rates for University of North Carolina at Pembroke**

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.



**Vessel Chart**

This chart shows rates out of 100%, with arrows to the right of each bar representing relevant national averages (medians), which you can find in IDHE's national report Democracy Counts 2020.

	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.



**Overlapping Donut Chart**

This chart is used to show the breakdown of vote method utilization (page 10), with the outer ring showing your campus method utilization and the inner ring showing the national breakdown. These are described in percentages.

# Voting, Registration and Yield Rates

## YOUR INSTITUTION

67.3%

2020 Voting Rate

+17.5

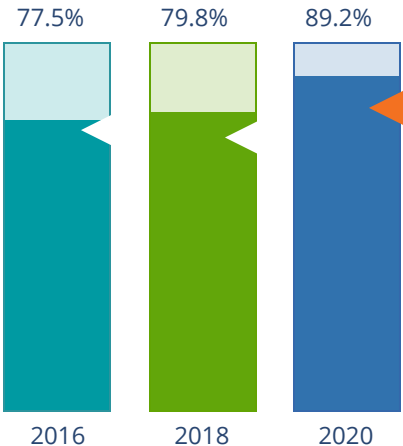
Change From 2016

## ALL INSTITUTIONS

66%

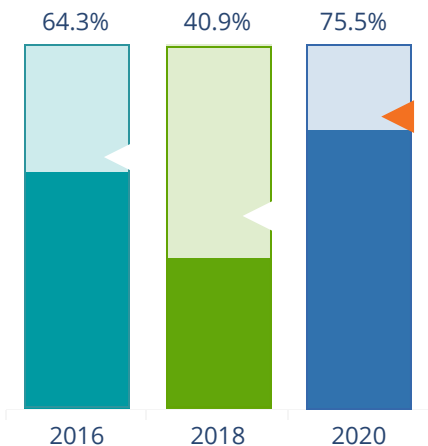
2020 Voting Rate

## REGISTRATION RATE



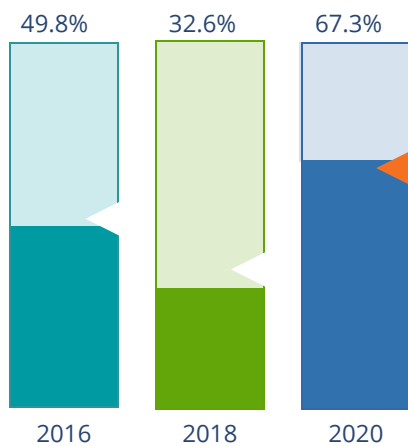
The **Registration Rate** is the percent of your voting-eligible students who registered to vote.

## 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

	2016	2018	2020	2016-2020 Change (p.p.)
Total Student Enrollment	6,244	7,049	8,158	↑ 1,914
(Age under 18/Unknown)	–	–	–	–
(IPEDS estimated non-resident aliens)	55	69	105	↑ 50
(FERPA records blocked)	–	–	–	–
(Non-Degree Seeking Students)	97	58	66	↓ -31
Total eligible voters	6,087	6,919	7,985	↑ 1,898
Number of students who registered	4,717	5,524	7,119	↑ 2,402
Number of students who voted	3,032	2,257	5,375	↑ 2,343
Registration Rate %	77	80	89	↑ 12
Voting Rate of Registered Students %	64	41	76	↑ 11
Voting Rate %	50	33	67	↑ 18

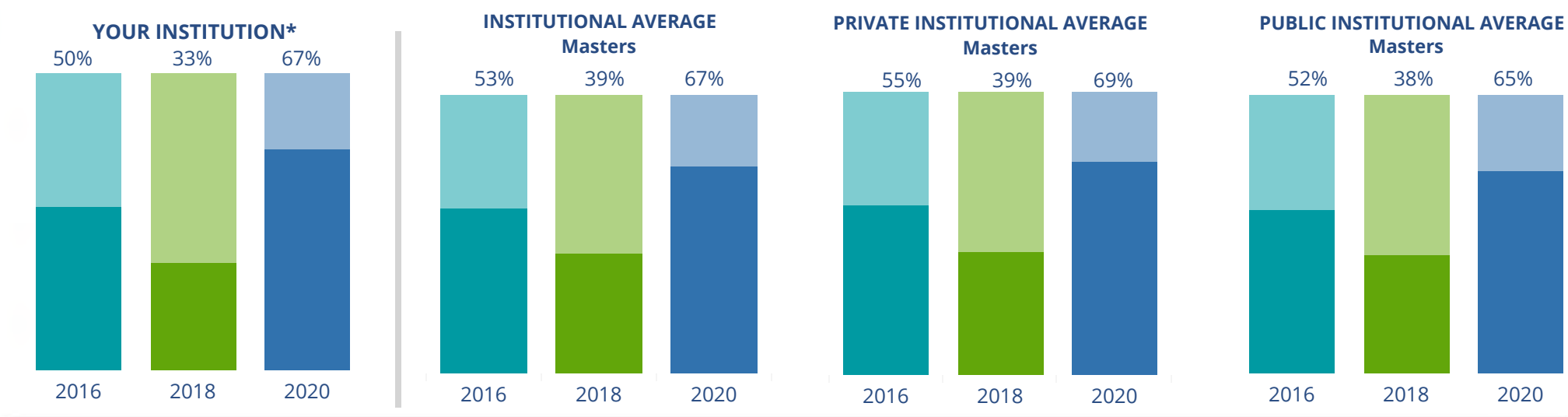
**This page provides the numbers we used to calculate your voting, registration, and yield rates.** The sub-categories under total student enrollment are the adjustments that we make to account for students who are ineligible to vote due to age or citizenship status. We also exclude, when correctly flagged, 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>.

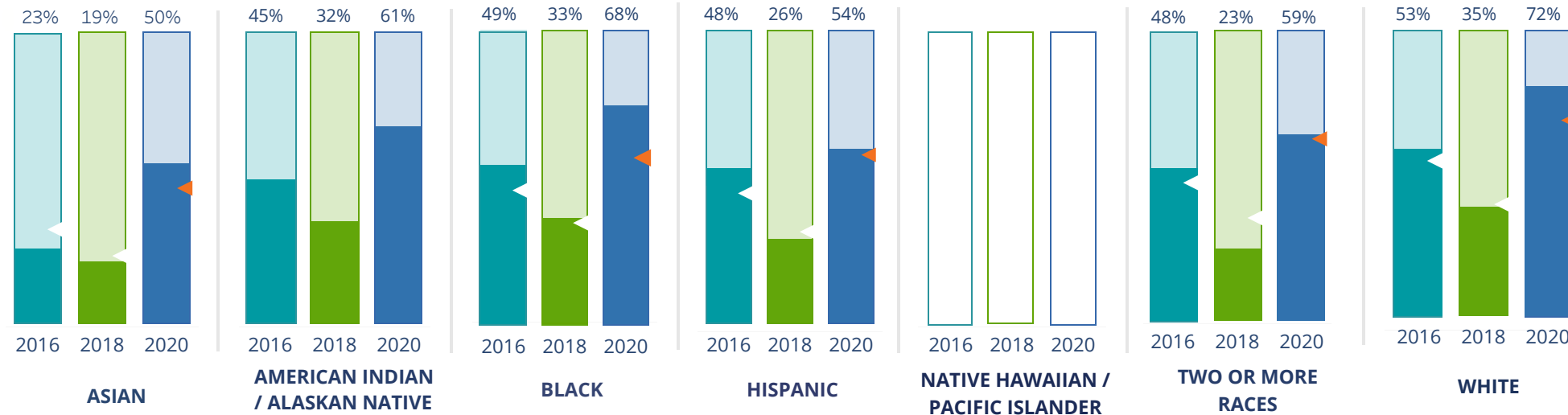
# By Institution Types



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-nsve-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

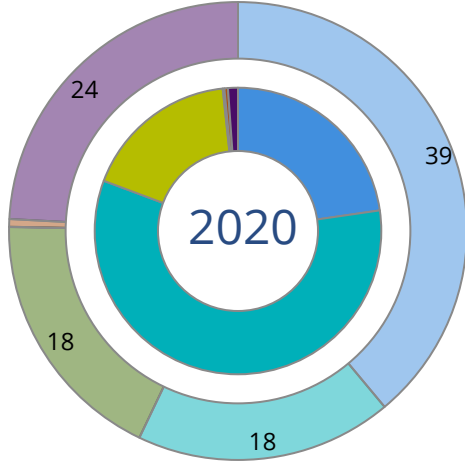
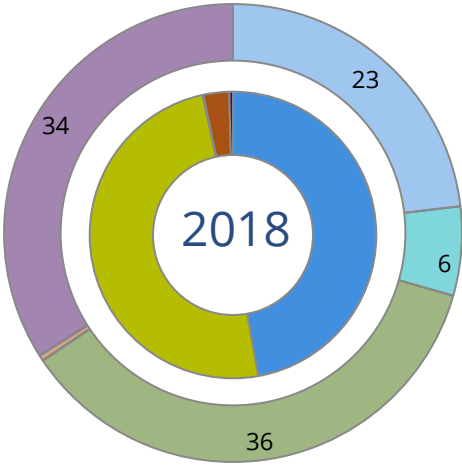
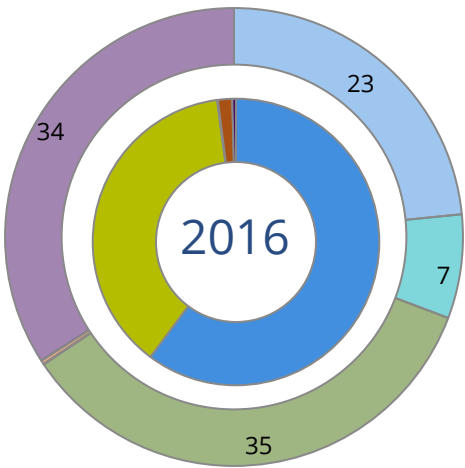
This page provides the numbers we used to calculate race / ethnicity group voting rates. We include the counts of students and the change in rates between the two most recent comparable election years. If you notice unavailable/missing data in this page, it could mean any of the following for your institution: (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	142	33	23	135	26	19	160	80	50	↑ 27
American Indian/ Alaska Native	907	408	45	1,018	325	32	1,019	626	61	↑ 16
Black	2,180	1,077	49	2,296	760	33	2,476	1,674	68	↑ 18
Hispanic	313	151	48	454	119	26	657	355	54	↑ 6
Native Hawaiian/ Pacific Islander	-	-	-	-	-	-	-	-	-	-
2 or More Races	162	78	48	292	67	23	466	273	59	↑ 10
White	2,335	1,235	53	2,675	927	35	3,163	2,289	72	↑ 19
Race Unknown	96	49	51	118	33	28	141	75	53	↑ 2



# 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	–	–	–	–	3,115	58	–	
In-Person on Election Day	1,143	38	1,116	49	944	18	-20	↓
Not-In-Person	1,826	60	1,066	47	1,221	23	-38	↓
Other	–	–	–	–	–	–	–	
Provisional	47	2	65	3	22	0	-1	↓
Voting Method Unknown	12	0	–	–	63	1	1	↑

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	42%	22%	62%
22-24	47%	31%	60%
25-29	54%	34%	65%
30-39	63%	51%	71%
40-49	76%	58%	83%
50+	81%	67%	86%

**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	3,298	1,381	42	3,544	784	22	3,270	2,033	62	↑ 20
22-24	1,080	512	47	1,170	366	31	1,450	874	60	↑ 13
25-29	574	309	54	723	246	34	1,040	680	65	↑ 12
30-39	617	387	63	830	425	51	1,287	918	71	↑ 9
40-49	375	284	76	501	289	58	728	601	83	↑ 7
50+	197	159	81	220	147	67	314	269	86	↑ 5

# 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	5,402	2,564	47	5,901	1,693	29	6,214	3,951	64	↑	16
Graduate	739	468	63	1,086	564	52	1,875	1,424	76	↑	13
Class Unknown	-	-	-	-	-	-	-	-	-	-	-
CLASS YEAR											
First Year	1,574	40	624	1,712	18	304	1,304	56	736	↑	17
Second Year	1,074	46	499	1,276	28	363	1,304	66	855	↑	19
Upper Level	2,621	53	1,378	2,784	35	971	3,477	65	2,267	↑	13
ENROLLMENT STATUS											
Full-time	5,035	2,353	47	5,689	1,687	30	7,508	4,931	66	↑	19
Part-time	1,106	679	61	1,299	570	44	581	444	76	↑	15

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
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change (p.p)
Area, Ethnic, Cultural, and Gender Studies	-	-	-	13	-	-	14	-	-	-
Biological and Biomedical Sciences	587	277	47	643	155	24	592	361	61	↑ 14
Business, Management, and Marketing	836	403	48	1,341	485	36	2,153	1,491	69	↑ 21
Communication and Journalism	172	76	44	172	47	27	162	116	72	↑ 27
Computer and Information Sciences	225	101	45	266	62	23	360	226	63	↑ 18
Education	930	536	58	891	357	40	985	715	73	↑ 15
English Language and Literature	38	24	63	53	18	34	59	33	56	↓ -7

**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	
Foreign Languages, Literatures, and Lingui..	26	–	–	27	–	–	18	–	–	–
Health Professions	265	129	49	187	76	41	544	335	62	↑ 13
History	73	46	63	61	21	34	86	53	62	↓ -1
Law Enforcement, Firefighting, and Protec..	473	248	52	487	153	31	558	337	60	↑ 8
Liberal Arts and Sciences, and Humanities	675	283	42	652	161	25	180	110	61	↑ 19
Mathematics and Statistics	14	–	–	21	–	–	33	18	55	–
Multi/Interdisciplinary Studies	69	48	70	117	71	61	310	239	77	↑ 8
Natural Resources and Conservation	54	22	41	61	28	46	51	37	73	↑ 32
Parks, Recreation, Leisure, and Fitness Stu..	386	147	38	449	79	18	407	234	57	↑ 19
Philosophy and Religious Studies	11	–	–	15	–	–	11	–	–	–
Physical Sciences	172	70	41	198	45	23	156	105	67	↑ 27
Psychology	237	107	45	273	67	25	300	180	60	↑ 15
Public Administration and Social Service P..	427	254	59	467	205	44	470	349	74	↑ 15
Social Sciences	293	156	53	376	150	40	453	302	67	↑ 13



# By Field of Study

FIELDS	2016			2018			2020			2016-2020	
	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Enrolled	Voted	Rate	Change (p.p)	
Visual and Performing Arts	171	77	45	218	56	26	184	107	58		13
Unknown	-	-	-	-	-	-	-	-	-		-

# 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 Pembroke

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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