

VOTER PARTICIPATION
CENTER
POLL OF UNREGISTERED
AFRICAN AMERICANS

FIELDDED: MARCH 11 – MARCH 24, 2024

About the survey

- Survey for Voter Participation Center of 1,001 self-identified unregistered voting eligible African American citizens
- Screened out based on self-identified: non-citizens and religious objectors to voting
- Margin of error +/- 3.1%
- Surveyed from March 11 to March 24, 2024
- 25% completed survey via phone (cell and landline) and 75% online
- Research design included recommendations from panel of African American scholars studying Black civic engagement

Self-Identified Voter Registration Status	Percentage of Full Sample
I am registered to vote but my address is out of date.	17%
I am not currently registered to vote.	83%

Key Learnings: Landscape

- Two-thirds of unregistered African Americans have at least some willingness to register, but for most the November election is not highly motivating.
- There is no predominant reason African Americans are not registered to vote; instead there are a diversity of reasons.
- Only half of unregistered Black people have confidence in the voter registration by mail process.
- Housing insecurity is common among unregistered African Americans, presents a logistical challenge to voter registration, and along with inflation is a top issue priority among those surveyed.
- When offered a choice between voting and finding other ways to make a difference, two-thirds of unregistered African Americans prefer finding other ways to make a difference.

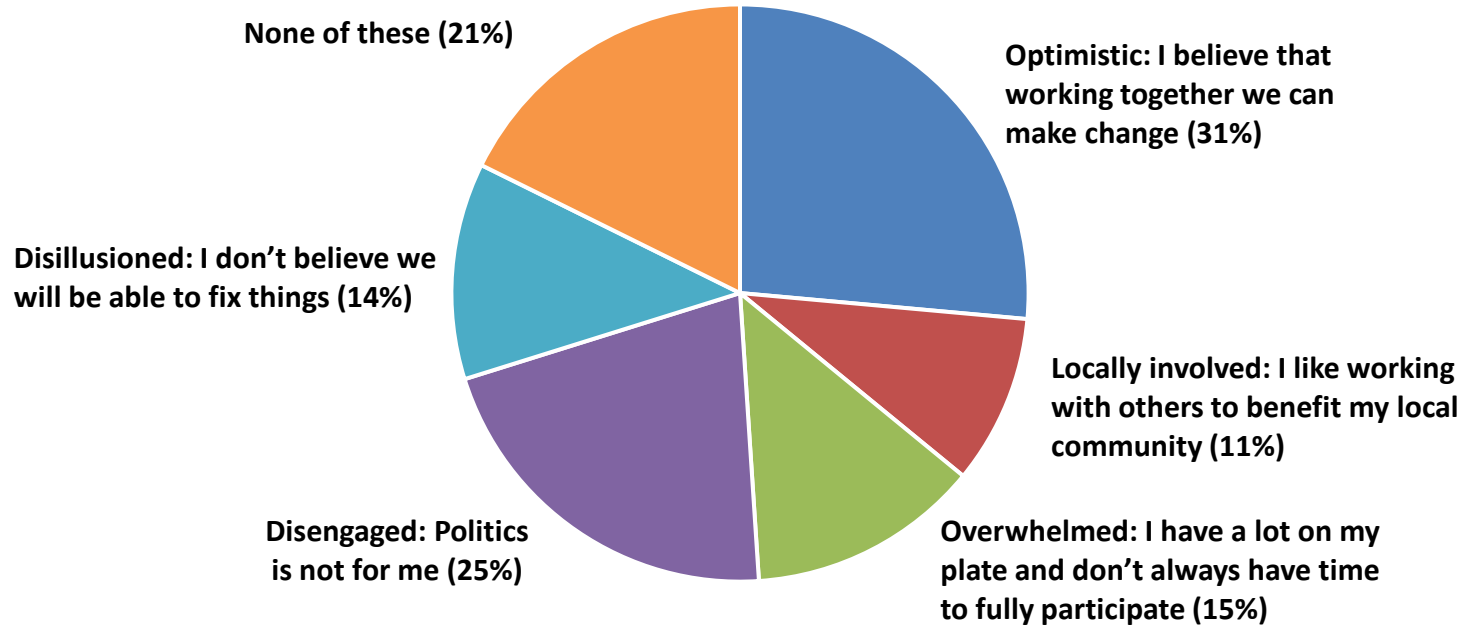
Key Learnings: Messaging & Messengers

- The strongest messengers to encourage registration are Black college professors who study elections and local Black elected officials.
- Tested messages were more persuasive among those more likely to register than among all unregistered, but within major demographic groups there was limited variation in message effectiveness.
- Messages that celebrate Black people's successful political action or respond to rising discrimination tend to perform best across groups.

Identity: How unregistered African Americans think about their relationship to voting and politics

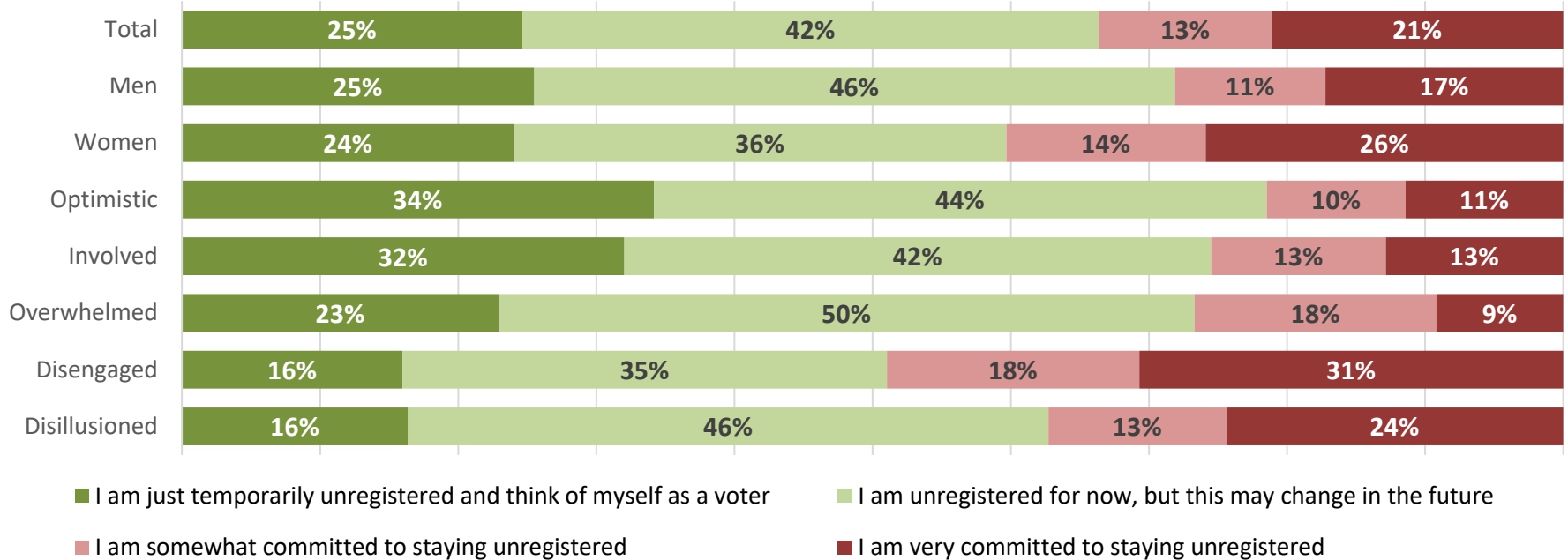
Connection to Politics

Question Text: How would you describe your current connection to politics in your country, state and city or town? (Select all that apply)



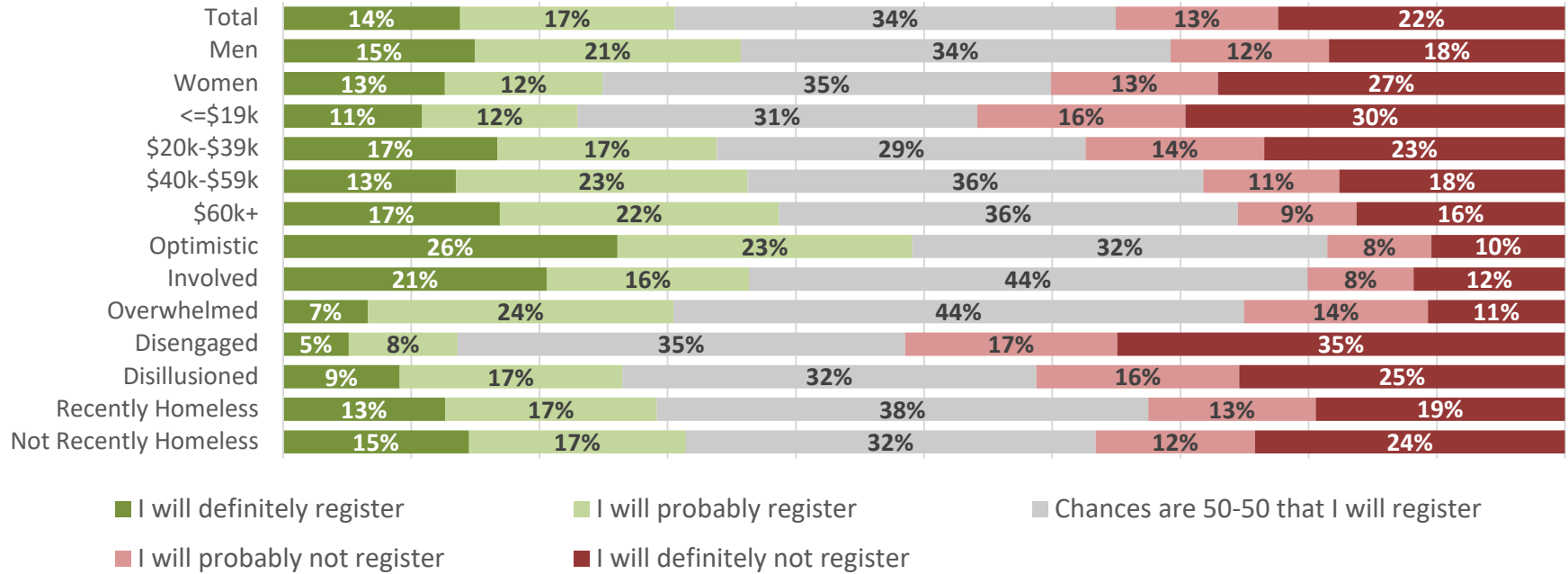
Self Concept of Registration Status

Question Text: Think about your not being a current registered voter. Which is closest to how you think about your status:



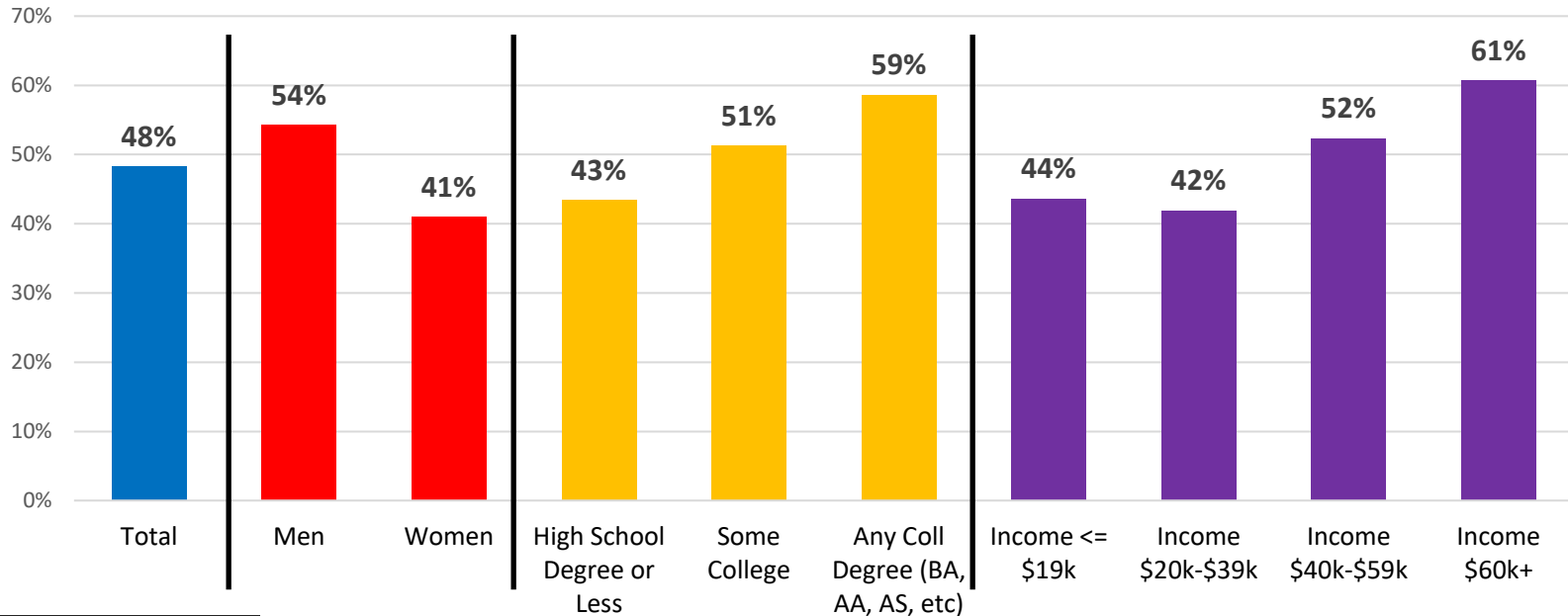
Motivation to Register (Pre-Election 2024)

Question Text: Thinking ahead to the November election for President and Members of Congress, how motivated are you to register to vote?



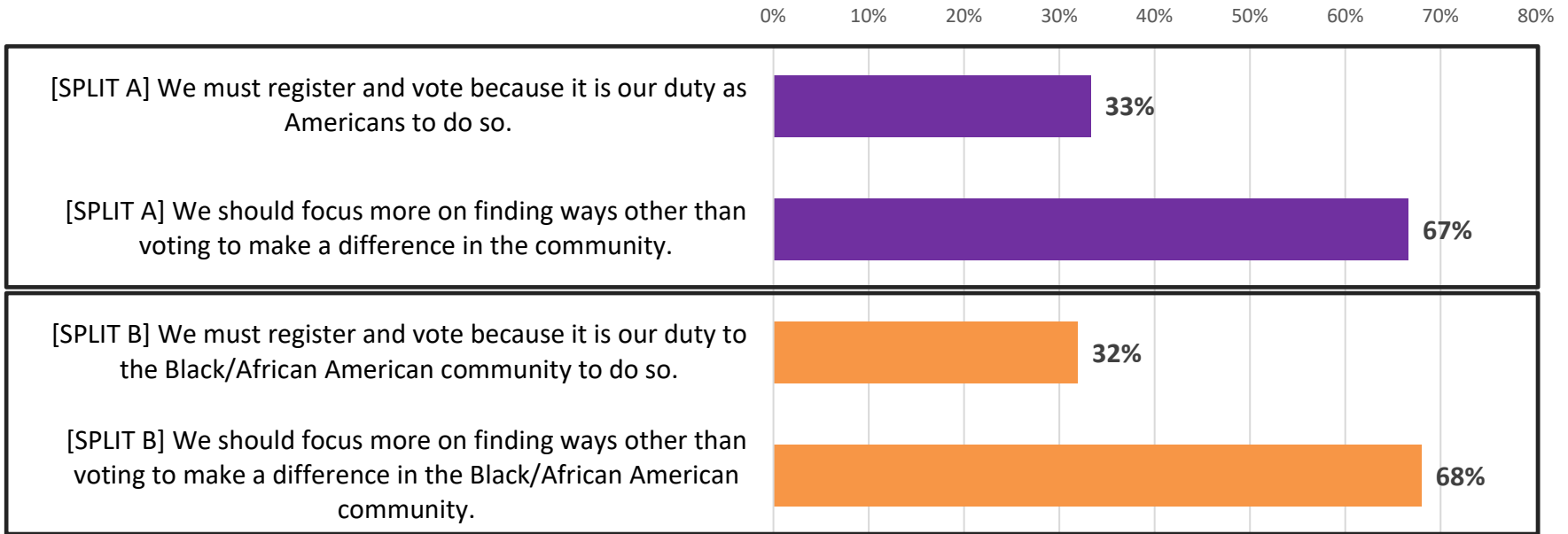
Belief That Elections Impact Community

Question Text: How much do you agree or disagree with the following statement?: The outcomes of elections have a meaningful impact on my community. (Shown in graph: percent who somewhat agreed + strongly agreed)



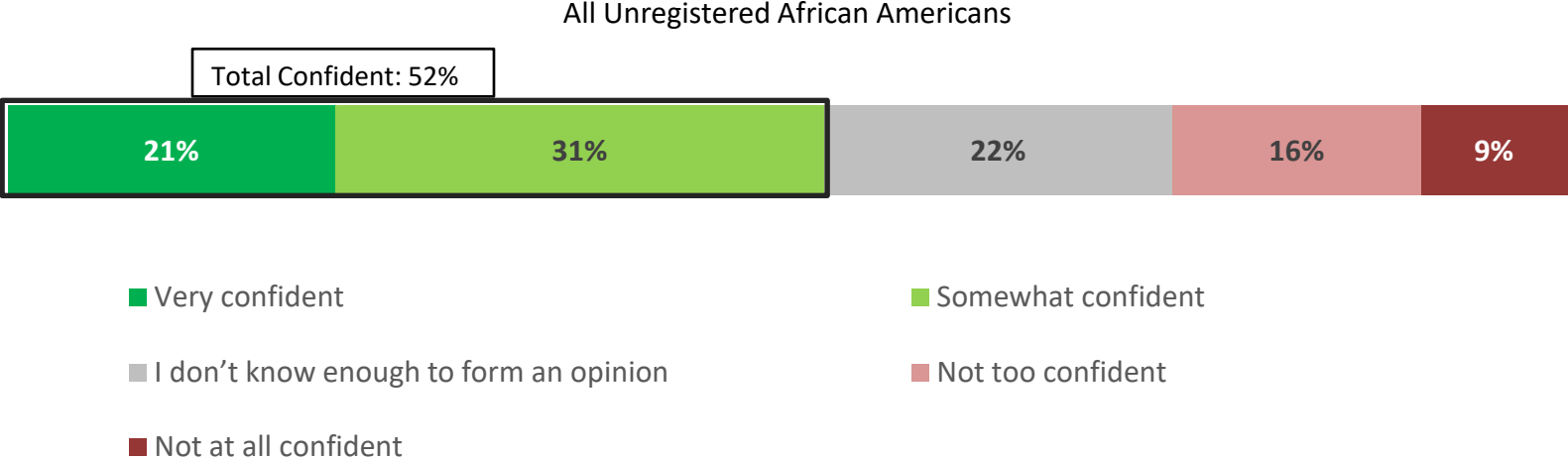
Voting vs. Alternative Paths to Making a Difference

Question Text: Which is closer to your opinion?



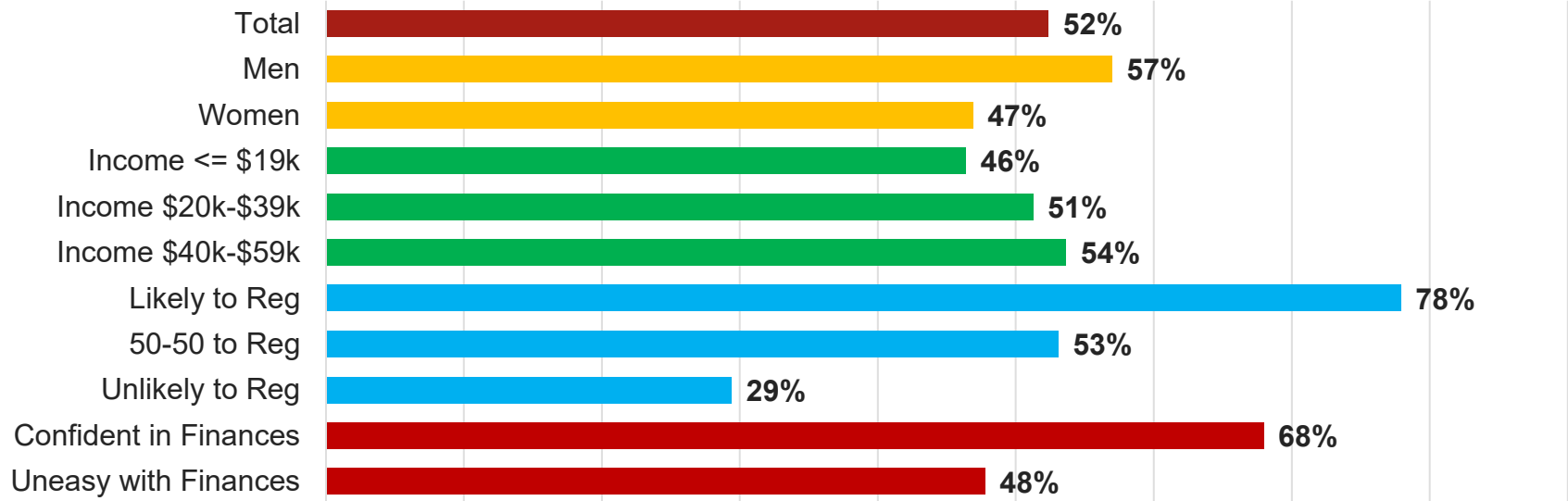
Confidence in Registration By Mail

Question Text: If you received a voter registration form in the mail and you filled it out and mailed it back in, how much confidence do you have that the registrar of voters would receive and process your form and make you a registered voter?



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(Shown in graph: Percent who expressed being very/somewhat confident that registration would be processed)

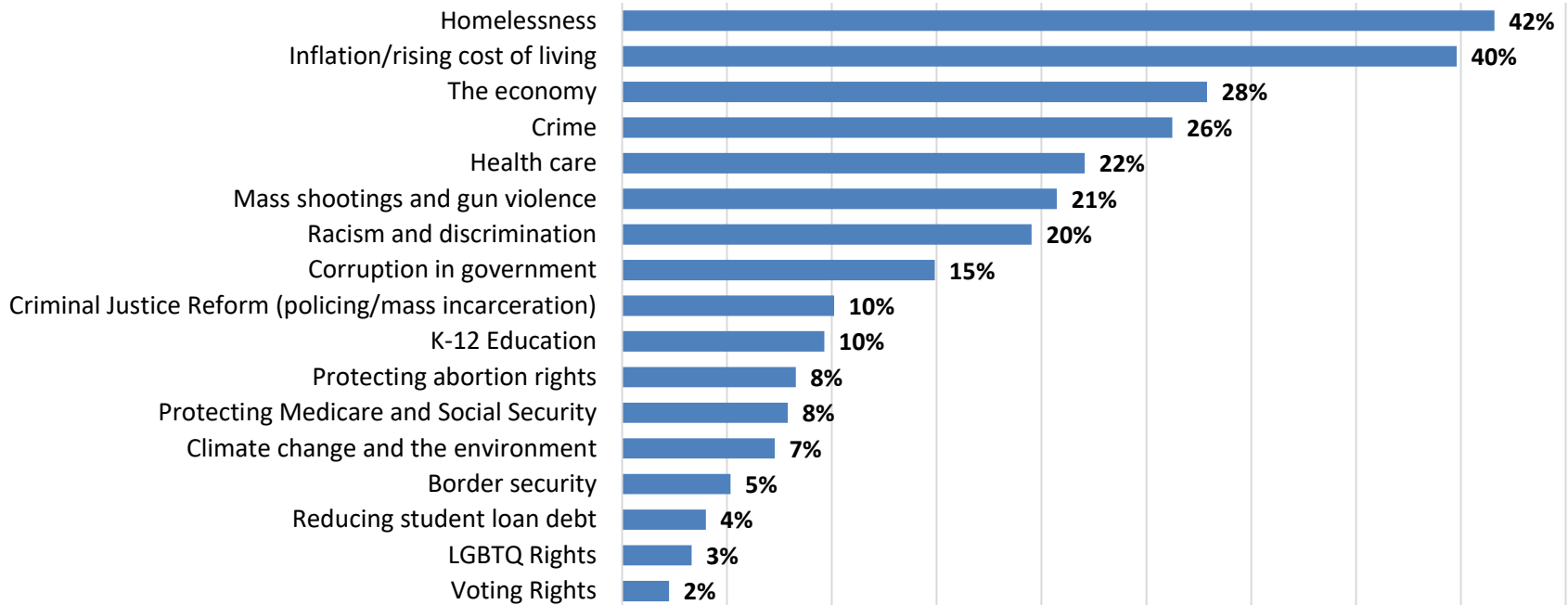


Issues & Preferences:

Policies and strategies that impact
unregistered African Americans

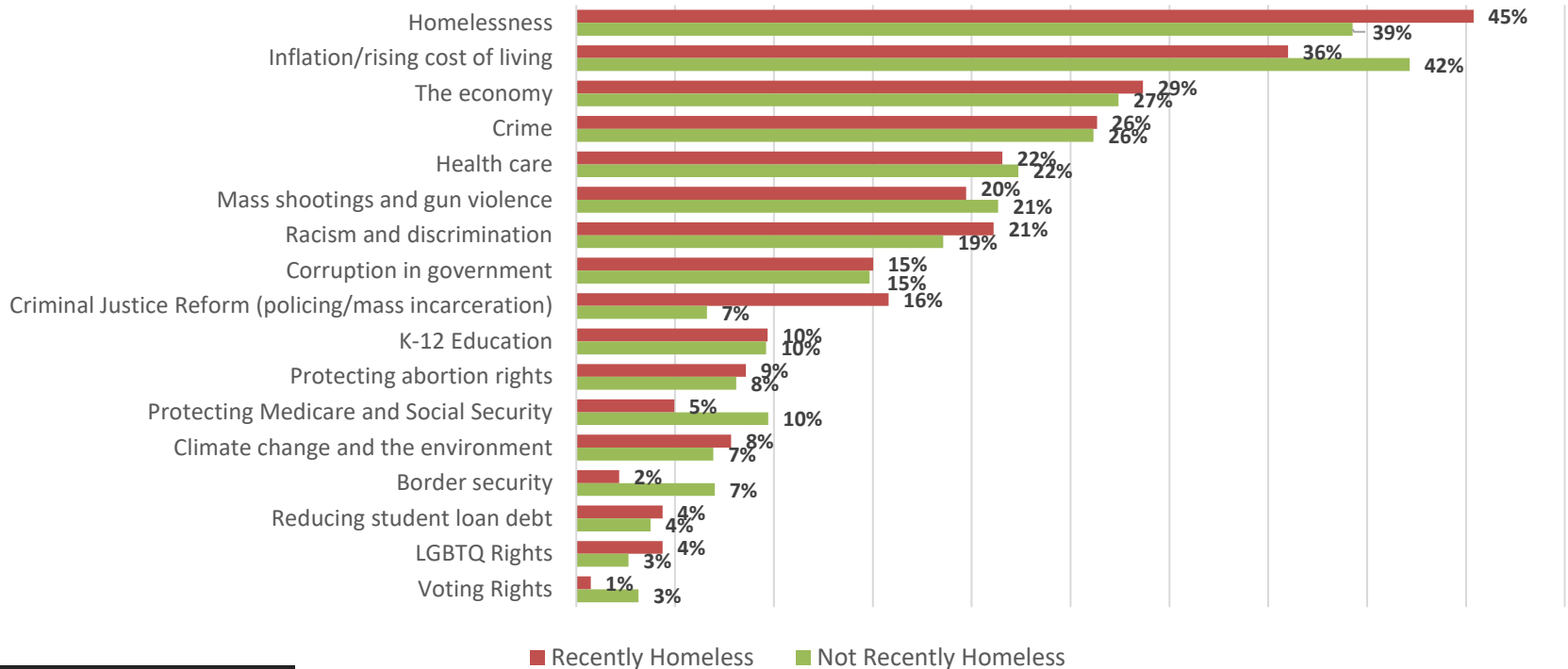
Issue Priorities

Question Text: What are the most important issues facing your community that politicians should address? (Select up to 3)



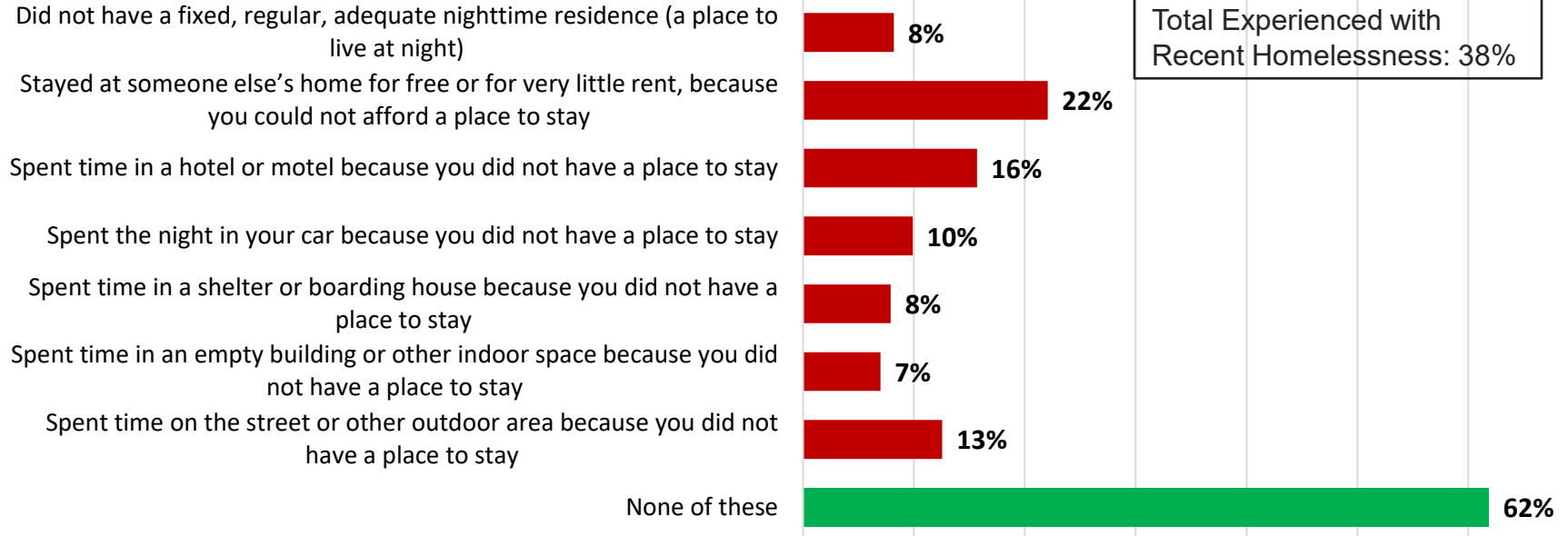
Issue Priorities by Homeless Status

Question Text: What are the most important issues facing your community that politicians should address? (Select up to 3)



Housing Instability

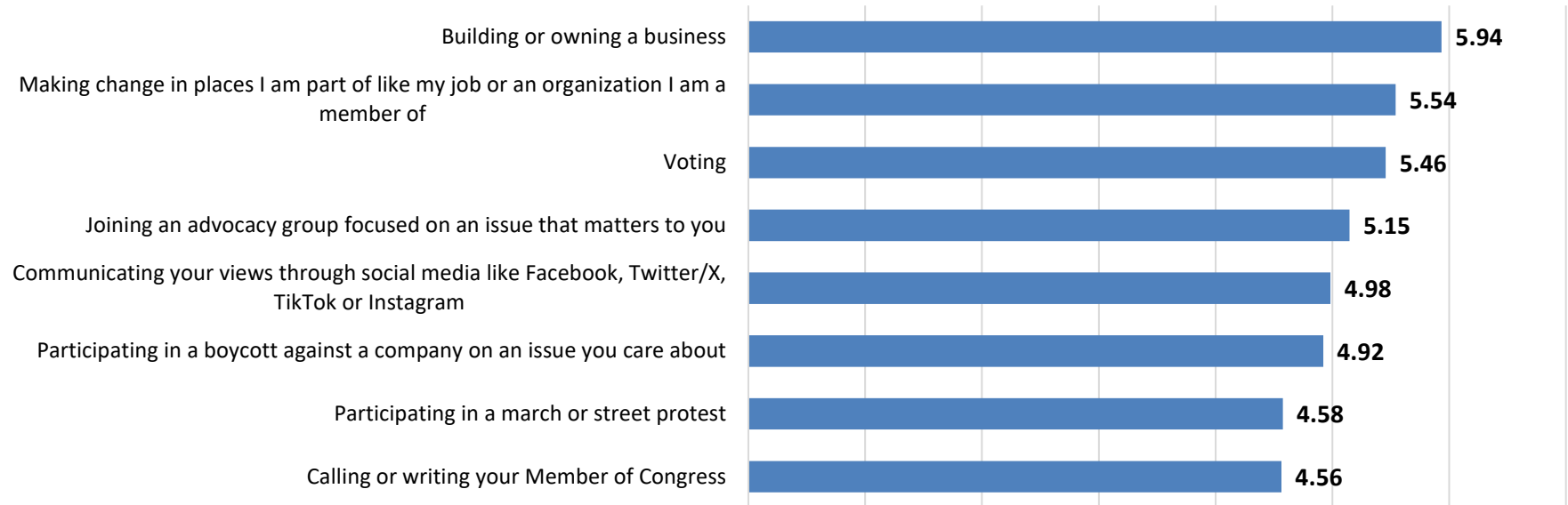
Question Text: Over the last couple of years, have you ever experienced any of the following? (Select all that apply)



Effectiveness of Various Tools for Making Change

Question Text: If you want to change something you do not like in America, how effective do you think each of the following activities are on a scale of 0 to 10, with 0 being not at all effective and 10 being completely effective.

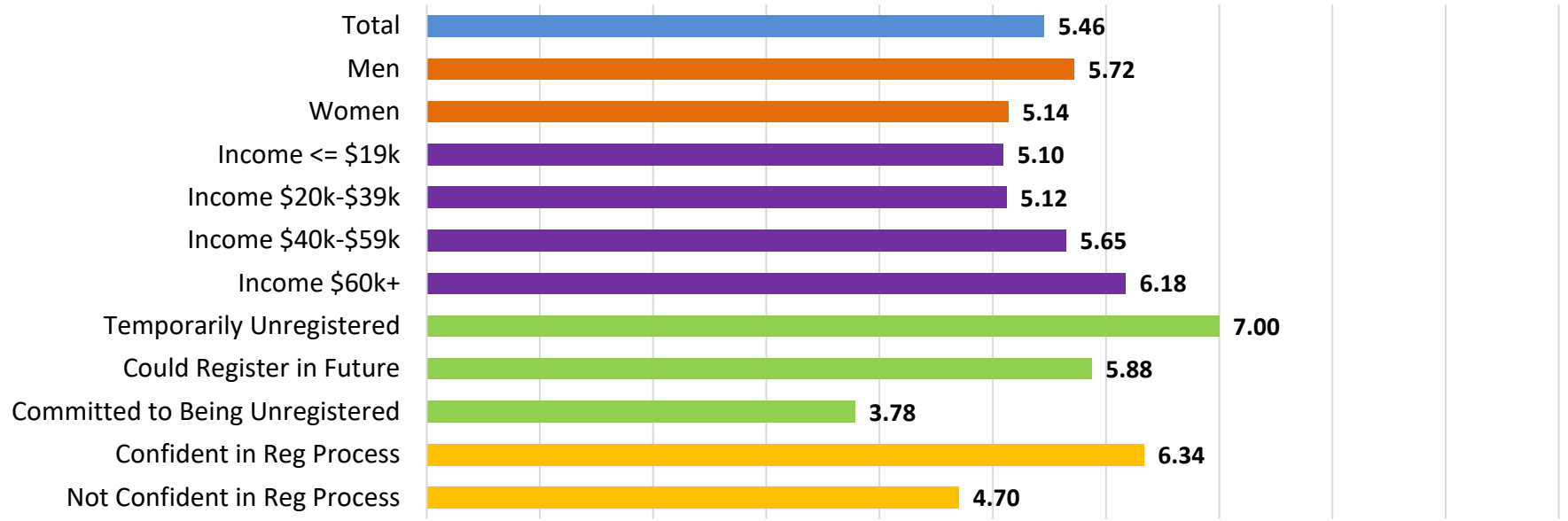
(Shown in graph: Mean response for full sample)



Effectiveness of Voting for Making Change

Question Text: If you want to change something you do not like in America, how effective do you think voting is on a scale of 0 to 10, with 0 being not at all effective and 10 being completely effective.

(Shown in graph: Mean response for full sample)



Messengers & Messages:

Clear differences on messengers, less so on messages

Trusted Messengers

| Shown: Percent Somewhat/Much More Likely to Register If Hearing From:

Question Text: Would hearing from the following about the importance of registering to vote make it more or less likely that you would register to vote?

	Total Likely	Age 18-24	Age 25-44	Age 45+	Likely to Register	50-50 to Register	Unlikely to Register
Black/African American college professors who study elections	47%	54%	46%	40%	63%	50%	30%
Black/African American elected officials in my state	45%	52%	42%	40%	60%	46%	29%
Older people in my community	38%	40%	37%	37%	56%	37%	23%
School teachers	36%	39%	36%	31%	54%	33%	21%
Younger people from my community such as children, teens, or college students	35%	40%	34%	31%	48%	36%	22%
Local business owners like my barber or hairdresser	31%	32%	31%	29%	45%	29%	20%
Religious leaders	29%	31%	28%	29%	41%	29%	20%

Labels for the Messaging Score Chart

HBCU FUNDING	In the last few years, Historically Black Colleges and Universities have received a record 7 billion dollars in federal funding. When you register to vote, you can support efforts to fund schools that serve Black/African American young people.
RESIST RACISM	We must register because racist politicians and their white nationalist allies are working hard to reverse progress and take rights away from Black/African American people.
STAND UP TO POLITICIANS	We must register so we can stand up to the politicians who insult Black/African American voters and allow discrimination against our community.
BLACK JUDGES	In recent years, a record number of Black/African American women judges have been nominated and confirmed to serve in the federal courts. When you register to vote, you can support people who are making our courts more representative.
SCOTUS	Many Americans are upset because the Supreme Court seems to have given up on protecting our rights. Registering to vote is taking a stand for your rights.
BLACK VOTE DECIDES	The last two decades have proven that Black/African American voters have the power to decide elections. When you register to vote, you increase the community's ability to influence elections and demand accountability.
TRUE DEMOCRACY	America wasn't a true democracy until [pipe: href=identity] people struggled to make it one. When we register to vote, we honor the sacrifices of those who came before us and continue their work.
IMPROVE ECONOMY	Elected officials can help lower costs, increase jobs, and make college and health care affordable. Registering to vote allows you to choose politicians who improve the economy for people like you.
HOPE FOR THE FUTURE	Registering to vote shows the hope we have for the future.
EASY TO REGISTER	Getting registered to vote is so much easier than it used to be. Nowadays, you can even register by mail, and it only takes a few minutes to complete the application.
COMMUNITY CONNECTION	Register to vote because you know your community's and family's needs best and your voice deserves to be heard. Many voters tell us that registering makes them feel more connected to their community.
INVOLVING CHILDREN	Once you register to vote, you can take your kids with you on Election Day and teach them the importance of voting. When they grow up, voting will remind them of their connection to you and the community that raised them.

Messaging Score Chart (sorted by overall mean)

	Overall Mean (0-10)	Men	Women	18-24yrs	25-44yrs	45+yrs	Previously Registered	Never Registered	Likely to Register	50-50 to Register	Unlikely to Register
HBCU FUNDING	5.72	5.87	5.58	5.93	5.64	5.62	6.22	5.33	6.92	5.96	4.42
RESIST RACISM	5.72	5.90	5.52	5.96	5.60	5.64	6.16	5.37	6.86	6.07	4.36
STAND UP TO POLITICIANS	5.69	5.87	5.50	6.00	5.58	5.52	6.16	5.32	6.82	5.97	4.40
BLACK JUDGES	5.67	5.82	5.51	5.93	5.49	5.62	6.24	5.20	6.87	5.94	4.30
SCOTUS	5.66	5.82	5.49	5.71	5.56	5.76	6.30	5.15	6.95	5.72	4.45
BLACK VOTE DECIDES	5.61	5.82	5.40	5.84	5.40	5.69	6.32	5.05	7.03	5.86	4.10
TRUE DEMOCRACY	5.60	5.81	5.36	5.77	5.31	5.82	6.26	5.07	6.95	5.79	4.19
IMPROVE ECONOMY	5.55	5.76	5.31	5.86	5.34	5.53	6.10	5.11	6.98	5.78	4.05
HOPE FOR THE FUTURE	5.53	5.78	5.26	5.66	5.34	5.67	6.19	5.00	7.05	5.64	4.05
EASY TO REGISTER	5.51	5.70	5.32	5.71	5.24	5.69	6.03	5.10	6.86	5.63	4.19
COMMUNITY CONNECTION	5.45	5.70	5.19	5.55	5.33	5.52	6.09	4.94	7.01	5.57	3.94
INVOLVING CHILDREN	5.24	5.57	4.87	5.37	5.06	5.36	5.91	4.71	6.67	5.40	3.80

Messaging Score Chart (sorted by likely to register mean)

	Overall Mean (0-10)	Men	Women	18-24yrs	25-44yrs	45+yrs	Previously Registered	Never Registered	Likely to Register	50-50 to Register	Unlikely to Register
HOPE FOR THE FUTURE	5.53	5.78	5.26	5.66	5.34	5.67	6.19	5	7.05	5.64	4.05
BLACK VOTE DECIDES	5.61	5.82	5.4	5.84	5.4	5.69	6.32	5.05	7.03	5.86	4.1
COMMUNITY CONNECTION	5.45	5.7	5.19	5.55	5.33	5.52	6.09	4.94	7.01	5.57	3.94
IMPROVE ECONOMY	5.55	5.76	5.31	5.86	5.34	5.53	6.1	5.11	6.98	5.78	4.05
SCOTUS	5.66	5.82	5.49	5.71	5.56	5.76	6.3	5.15	6.95	5.72	4.45
TRUE DEMOCRACY	5.6	5.81	5.36	5.77	5.31	5.82	6.26	5.07	6.95	5.79	4.19
HBCU FUNDING	5.72	5.87	5.58	5.93	5.64	5.62	6.22	5.33	6.92	5.96	4.42
BLACK JUDGES	5.67	5.82	5.51	5.93	5.49	5.62	6.24	5.2	6.87	5.94	4.3
RESIST RACISM	5.72	5.9	5.52	5.96	5.6	5.64	6.16	5.37	6.86	6.07	4.36
EASY TO REGISTER	5.51	5.7	5.32	5.71	5.24	5.69	6.03	5.1	6.86	5.63	4.19
STAND UP FOR US	5.69	5.87	5.5	6	5.58	5.52	6.16	5.32	6.82	5.97	4.4
INVOLVING CHILDREN	5.24	5.57	4.87	5.37	5.06	5.36	5.91	4.71	6.67	5.4	3.8

Messaging Score Chart (sorted by 50/50 to register mean)

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Q & A

Research Team:

- Henry Fernandez
- Isaiah Bailey

henry@africanamericanresearch.us
isaiah@africanamericanresearch.us