DATE: April 20, 2020

TO: **The Voter Participation Center**

FROM: **Nancy Zdunkewicz, Change Research**

VPC Battleground Poll of Unregistered Eligible | March 2020

On behalf of the Voter Participation Center, Change Research surveyed 1,551 unregistered eligible voters online in 7 battleground states (Arizona, Florida, Georgia, Minnesota, North Carolina, Pennsylvania, and Wisconsin) from March 18-27.[1] The "Diverse states" - Arizona, Florida, Georgia, and North Carolina - are 70% of the sample; the "Rust Belt" states - Minnesota, Pennsylvania and Wisconsin - are the remaining 30% of the sample.

This survey underscores the critical need for *targeted* registration to ensure our electorate looks like America, as well as the important opportunities to register the Rising American Electorate - people of color, unmarried women, and young people. VPC's work is more important than ever.

Who are the unregistered eligible?
Unregistered voters are younger and less educated than their registered and likely voter counterparts. Nearly 4-in-10 are under the age of 35, and 83% are non-college educated. They are also more male than their registered and likely voter counterparts, though a 51% majority are still women. More than 7-in-10 unregistered are unmarried, and 36% are unmarried women. While the unregistered population is significantly more diverse than those in the Rust Belt, the unregistered in both battlegrounds are primarily white. Indeed, the majority are white non-college educated and one-quarter are white non-college men - the men at the center of the conservative coalition.

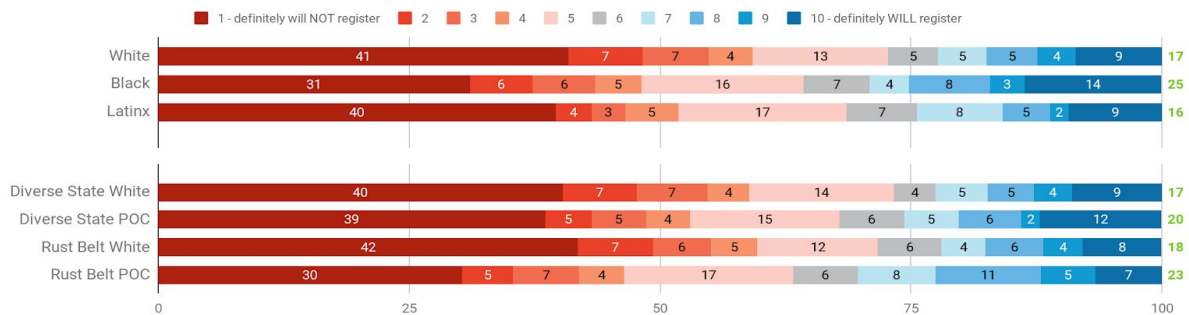| RACE	Total	Diverse	Rust Belt	WHITE EDUCATION	Total	Diverse	Rust Belt
White	63	56	73	White College Women	5	5	7
Black	15	17	13	White Non-College Women	27	25	31
Latinx	16	21	7	White College Men	5	4	7
Total POC	37	44	27	White Non-College Men	25	23	31
AGE				**MARITAL GENDER**			
18 to 34		38		Married Women		16	
35 to 44		16		Unmarried Women		36	
45 to 64		29		Married Men		13	
65+		17		Unmarried Men		36	

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[1] Results were weighted to the difference between Citizen Voting Age Population and registered voters according to Census by state and for gender, age, and race within state and each state. The margin of error is ±2.488% for the full sample and larger among subgroups.
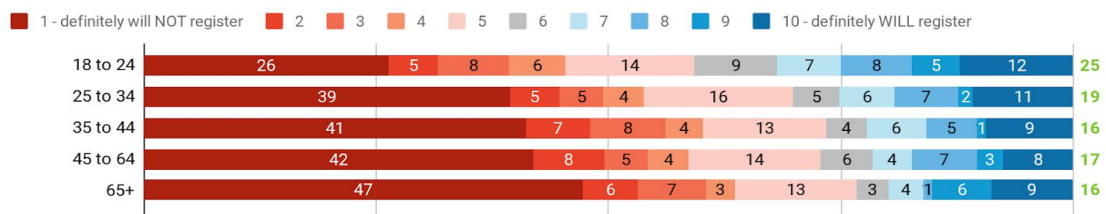
Who is most likely to register?

The good news in this survey is that members of VPC's target groups are more highly motivated than other unregistered people in the battleground. VPC primarily targets members of the Rising American Electorate (RAE), which includes people of color, unmarried women and young people. This group is more than 150 million people strong, and they represent 64 percent of the people who are eligible to vote in America.

- **People of color are more highly motivated to vote than their white counterparts, particularly in the diverse battleground states.** That is driven by African American voters who are significantly more motivated to vote than their white counterparts. One-in-four African American unregistered were an 8 or higher on a 1 to 10 scale of likelihood to register to vote in 2020, with 14% a '10'; by comparison, 17% of white unregistered were an 8+ on that scale and just 9% were a '10'. Latinx unregistered were not more highly motivated than white unregistered across the battleground, but Latinx voters did become more likely than white unregistered to register after messaging (see below).

How likely are you to register to vote this year on a scale from 1 to 10, where 1 means you definitely will not register to vote and 10 means you definitely will register to vote this year?
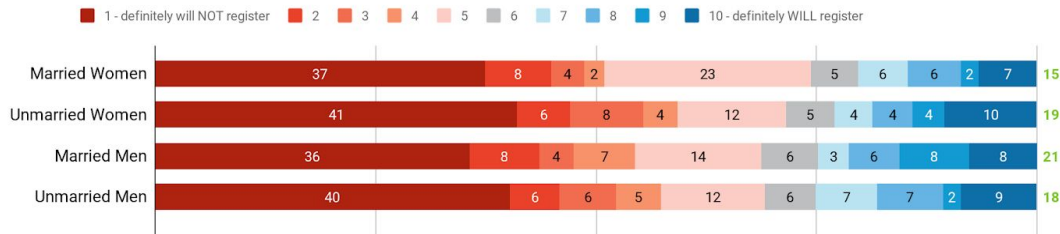
Legend: 1 - definitely will NOT register | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 - definitely WILL register

Group	1	2	3	4	5	6	7	8	9	10	8+
White	41	7	7	4	13	5	5	5	4	9	17
Black	31	6	6	5	16	7	4	8	3	14	25
Latinx	40	4	3	5	17	7	8	5	2	9	16
Diverse State White	40	7	7	4	14	4	5	5	4	9	17
Diverse State POC	39	5	5	4	15	6	5	6	2	12	20
Rust Belt White	42	7	6	5	12	6	4	6	4	8	18
Rust Belt POC	30	5	7	4	17	6	8	11	5	7	23

- **Young people across the battleground states - particularly the newly eligible to vote in presidential elections - are the most highly motivated to register.** One-in-four of the unregistered under 24 give themselves an 8+ on the 1-10 likelihood to register scale, making them one of the most highly motivated groups in this survey. The older the unregistered, the less likely they are to be interested in registering.

Legend: 1 - definitely will NOT register | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 - definitely WILL register

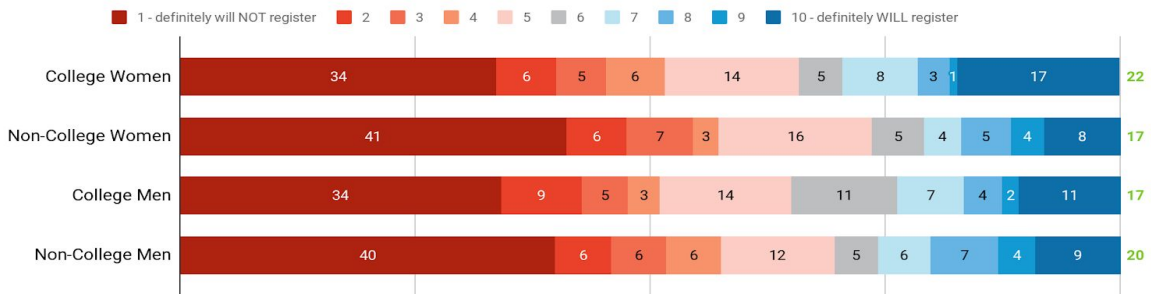| Group	1	2	3	4	5	6	7	8	9	10	8+
18 to 24	26	5	8	6	14	9	7	8	5	12	25
25 to 34	39	5	5	4	16	5	6	7	2	11	19
35 to 44	41	7	8	4	13	4	6	5	1	9	16
45 to 64	42	8	5	4	14	6	4	7	3	8	17
65+	47	6	7	3	13	3	4	1	6	9	16

- **Unmarried women are more likely than their married counterparts to express a high likelihood to register to vote.** Almost one-in-five unmarried women are an 8+ on the 1-10

scale of likelihood to register (compared to 15% of married women), and 10% were a '10' on that scale (compared to 7% of married women). Unmarried women in the diverse battleground states were particularly polarized on this 1-10 scale, with 12% saying they would 'definitely register' and 45% saying they 'definitely would not register'. Though Diverse State unmarried women are more likely to express a high interest in registering compared to their Rust Belt state counterparts, Rust Belt unmarried women are 5 points more likely to express a high intent to register than the married women there (20% of unmarried women in Rust Belt are 8+ compared to 15% of married women).

Legend: 1 - definitely will NOT register | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 - definitely WILL register

	1	2	3	4	5	6	7	8	9	10	8+
Married Women	37	8	4	2	23	5	6	6	2	7	15
Unmarried Women	41	6	8	4	12	5	4	4	4	10	19
Married Men	36	8	4	7	14	6	3	6	8	8	21
Unmarried Men	40	6	6	5	12	6	7	7	2	9	18

- **Finally, though they are just 9% of the unregistered in the battleground, college educated women are the most likely to say they 'definitely will register'.** Though nearly as many college men are an 8+ on the 1-10 scale of intent to register (22% of college women, 20% of college men), a stunning 17% of college women say they are '10' and definitely will vote (just 9% of college men are a '10).

Legend: 1 - definitely will NOT register | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 - definitely WILL register

	1	2	3	4	5	6	7	8	9	10	8+
College Women	34	6	5	6	14	5	8	3	1	17	22
Non-College Women	41	6	7	3	16	5	4	5	4	8	17
College Men	34	9	5	3	14	11	7	4	2	11	17
Non-College Men	40	6	6	6	12	5	6	7	4	9	20

Their attitudes

The unregistered eligible in the battleground are more likely than their registered and likely voter counterparts to decline to identify with a political party: 41% are independents, while 30% are Democrats or lean Democrats and 29% are Republicans or lean Republican.

Relatedly, the unregistered are more likely to hold neutral opinions towards political parties and their leaders. Fewer than 6-in-10 unregistered express opinions towards Bernie Sanders (58%), Joe Biden (55%), the Democratic Party (55%), the Republican Party (53%), Nancy Pelosi (50%), or Mitch McConnell (31%). Donald Trump produces the most favorable and unfavorable responses - 43% unfavorable (31% very unfavorable), 32% favorable (15% very favorable).

The most highly motivated to register, however, are more likely to hold opinions and to hold them strongly. And despite the high levels of interest in registering among parts of the Rising American Electorate outlined above, due to the composition of the unregistered community in the battleground states and the differential enthusiasm of partisans, the most highly motivated to register are more likely to express warm feelings towards the GOP and Trump. (Consider that although there are about as many Republicans and lean Republicans as Democrats and lean-Democrats, 29% of Republicans are high intent unregistered compared to 22% of Democrats.)

How favorable are your feelings about each of the following public figures and groups? - Donald Trump

Legend: Somewhat unfavorable | Very unfavorable | Somewhat favorable | Very favorable

	Total	Diverse states	Rust Belt states	Low Registration Intent	Mid Registration Intent	High Registration Intent
Net	- 11	-8	-17	-16	-16	+10
Somewhat favorable	32	33	30	28	30	20
Very favorable	15	15	15	14	13	47
	17	18	15	14	17	27
Very unfavorable	-31	-30	-35	-31	-33	-29
Somewhat unfavorable	-11	-11	-12	-12	-13	-8
	-43	-41	-47	-43	-46	-37

Legend: Somewhat unfavorable | Very unfavorable | Somewhat favorable | Very favorable

	Bernie Sanders Total	Joe Biden Total	Bernie Sanders High Registration Intent	Joe Biden High Registration Intent
Net	- 8	-13	-10	-18
Somewhat favorable	25	21	33	28
	15	14	18	16
Very favorable	10	7	15	12
Very unfavorable	-21	-20	-30	-27
Somewhat unfavorable	-12	-14	-12	-18
	-33	-35	-42	-45

For instance, opinions of Donald Trump are 11-points net-negative among all unregistered surveyed, but +10 *net-positive* among those who are an 8 or higher on the 1-10 intent to register scale. Similarly, views of the GOP are +7 net-negative among all unregistered but +14 net-positive among high intent unregistered. By comparison, both Democratic presidential candidates are net-unfavorable with the unregistered and the high-intent unregistered.

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This survey underscores the importance of *targeted* registration efforts. VPC has helped register 4.4 million people in its history. The civic-engagement work that VPC is doing in 2020 is more important than ever.