

2020 Election Impact and Mail-based Turnout Among Influential Demographics

As millions of Americans self-isolated throughout the 2020 election cycle because of the pandemic, mail-based voter registration and vote-by-mail efforts became more important than ever. From closed DMVs and other venues cutting off access to traditional voter registration locations to organizations reducing in-person voter engagement, voters faced uncertainty and confusion. But throughout 2020, the nonpartisan Voter Participation Center (VPC) and its partner, the Center for Voter Information (CVI), stepped in and expanded their mail-based and digital programming to fill the voter engagement gaps caused by the COVID-19 pandemic. **In total, VPC and CVI sent more than 360 million mailings to eligible voters across the country.**

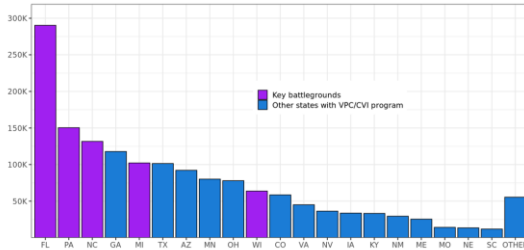
This year, VPC and CVI helped 1.6 million people register to vote and helped generate more than 4.6 million unique vote-by-mail applications in key states, despite COVID challenges and voter suppression efforts in many states across the country. In their combined history, **the organizations have helped more than 5.6 million people register to vote** — particularly those who have historically faced voter disenfranchisement. They are the nation’s largest mail-based voter registration and engagement groups.

This memo shows the impact of VPC and CVI’s efforts throughout this election cycle, and a breakdown of how key demographics — including Black and Latinx voters, unmarried women and young people — helped decide the election.

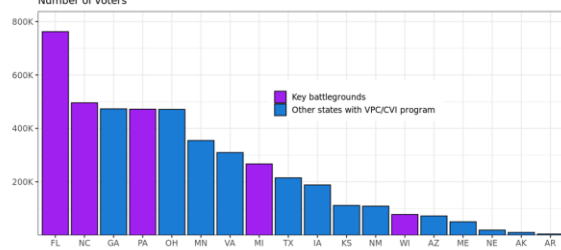
IMPACT ON PRESIDENTIAL WIN MARGINS IN BATTLEGROUND STATES

Nearly half of the registration and vote-by-mail responses VPC and CVI generated in 2020 were from key states. **The number of voter registration applications and absentee ballot applications the organizations generated make up a large portion of the deciding votes in the presidential election.** Eighty-two percent of those who requested absentee ballots using VPC/CVI’s mailings have returned their ballots to their states — and this number is going up every day.

Almost Half of the Registration Applications were from FL, PA, NC, MI, and WI
Number of voter registration applications



Almost half of the VBM responses were from FL, NC, PA, MI, and WI
Number of voters



Arizona

- 2020 Presidential Margin¹: **43,779**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **91,577**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **86,823**
- 2016 Presidential Margin: **91,234**

Florida

- 2020 Presidential Margin: **377,023**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **285,376**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **882,617**
- 2016 Presidential Margin: **112,911**

¹ Margins listed are current and subject to change.

Georgia

- 2020 Presidential Margin: **1,584**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **115,235**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **574,360**
- 2016 Presidential Margin: **211,141**

Maine

- 2020 Presidential Margin: **80,741**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **25,041**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **59,254**
- 2016 Presidential Margin: **22,142**

Michigan

- 2020 Presidential Margin: **146,896**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **101,907**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **303,300**
- 2016 Presidential Margin: **10,704**

Nevada

- 2020 Presidential Margin: **11,438**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **35,235**
- 2016 Presidential Margin: **27,202**

North Carolina

- 2020 Presidential Margin: **76,737**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **130,820**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **561,248**
- 2016 Presidential Margin: **173,315**

Pennsylvania

- 2020 Presidential Margin: **9,746**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **149,916**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **566,957**
- 2016 Presidential Margin: **44,292**

Wisconsin

- 2020 Presidential Margin: **20,534**
- Voter Registration Apps VPC/CVI Generated in 2020 to Date: **63,961**
- Vote-By-Mail Responses VPC/CVI Generated in 2020 to Date: **88,163**
- 2016 Presidential Margin: **22,748**

THE RISING AMERICAN ELECTORATE

The [Rising American Electorate](#) — young people, people of color and unmarried women — are bearing the brunt of the pandemic’s effects. This year, this critical voting bloc makes up 64% of the people who can vote in America - 150 million people strong. Historically, compared to the rest of the voting-eligible population in America, the Rising American Electorate is substantially underrepresented among registered voters and those who vote. In fact, 73% of all unregistered voters are members of the Rising American Electorate. Closing or even narrowing this gap can meaningfully impact elections.

In the 2020 general election, unmarried women's participation matched its share of the voting-eligible population, an exciting achievement for a group traditionally underrepresented in turnout, but sizable in its share of potential voters. Employing data from the Current Population Survey, [Lake Research Partners projected](#) unmarried women to be 26% of the 2020 voting-eligible population. This figure is the same as the actual 2020 electorate, according to AP VoteCast, a survey of 110,485 interviews nationally, provided by the Associated Press and conducted by NORC at the University of Chicago².

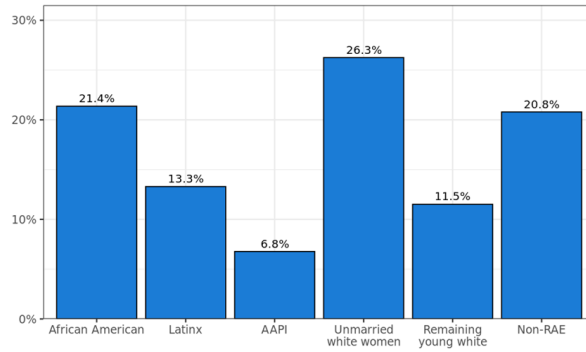
Throughout the cycle, VPC and CVI were focused on registering and turning out the groups within the Rising American Electorate. [Following national trends](#), these voters comprised the majority of those who utilized VPC and CVI’s mailings to sign up to vote by mail this cycle.

² AP VoteCast is a survey of the American electorate conducted by NORC at the University of Chicago for Fox News, NPR, PBS NewsHour, Univision News, USA Today Network, The Wall Street Journal and The Associated Press. The survey of 110,485 voters was conducted for eight days, concluding as polls closed. Interviews were conducted in English and Spanish. The survey combines a random sample of registered voters drawn from state voter files; self-identified

registered voters contacted using NORC’s probability based AmeriSpeak® panel, which is designed to be representative of the U.S. population; and self-identified registered voters selected from nonprobability online panels. The margin of sampling error for voters is estimated to be plus or minus 0.4 percentage points. Find more details about AP VoteCast’s methodology at <https://ap.org/votecast>.

RAE delivered 79% of the registration applications

Share of voter registration applications



Note: Among those with available demographic information

CONCLUSION

VPC and CVI's work this cycle has had the largest impact — when measured by voters reached and registered to vote — of any organization working in this space. As the nation's only high-volume voter registration organizations, this has mattered this year more than ever. The Rising American Electorate will decide this election and, despite immense challenges, VPC and CVI empowered them to help strengthen our democracy.

VPC and CVI's President and CEO Tom Lopach, and Board Member Marissa McBride, are available to discuss the organizations' work and impact, and the importance of these demographics turning out to vote.