

NEWSFLASH: MINORITY YOUTH AND THE 2012 ELECTION

With 6 Days Until the Election, Polls Show Obama Gaining Youth Support, Especially Among Young Latinos

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Among Young People, Nearly $\frac{3}{4}$ of Black Youth Intend to Vote; Over $\frac{2}{3}$ of White Youth; and Over $\frac{1}{2}$ of Latino Youth *Young Latinos Most Likely to Report Being Contacted by Campaigns*

Medford/Somerville, Mass.: -

On Monday, The Center for Information and Research on Civic Learning & Engagement (CIRCLE), Tufts University's preeminent youth research organization, released a groundbreaking poll of young people's views of the election. The survey, commissioned by the Youth Education Fund, is unique in that it polled 1,695 youth (ages 18-29) in June/July and 1,109 of the same youth between October 12 and 23. Surveying the same people twice provides powerful evidence of change over time.

"The racial and ethnic group breakout shows that there is a rise in intent to vote among the three groups whom we polled in large numbers, with an impressive three quarters of Black youth intending to vote. Although most youth still have not been contacted on behalf of a presidential campaign, more have been contacted than this summer, and Latinos are most likely to have received outreach. One problem area continues to be young people's lack of awareness of state voting laws," said CIRCLE director Peter Levine.

Detailed findings of the poll by race and ethnicity can be found [here](#), and includes:

Candidate and Campaign Support

- Nearly $\frac{3}{4}$ of Black youth say it is very likely or extremely likely they will vote in the 2012 Presidential Election, compared to 68.7% of White youth and 56.6% of Hispanic young people. Similar to CIRCLE's July poll, there were large variations in candidate support by

race and ethnicity. Hispanic youth who are registered and extremely likely voters, were swing voters in June/July but have largely made up their minds.

- Since July, President Obama has gained support from registered, extremely likely young voters, but to a lesser extent from White youth compared to Latino or African American young people. Between June/July and October, Romney has lost both African American voters (5 percentage point loss), and even more so, Hispanic voters (17 percentage point loss). President Obama gained support (14 percentage points) from young Hispanics since July.

Political Engagement

- Young people, regardless of race and ethnicity, were most likely to say they had been paying “some” attention to the upcoming election than they were in June/July. Black and White youth are the most likely to say they pay “some or a lot of attention” to the news (72.9% and 72.4%, respectively), while 66.8% of Hispanic youth said the same. However, there is a strong core of Hispanic youth who follow the election with 27.7% paying “a lot” of attention (compared to White youth (23.4%) and Black youth (19.4%)).
- Hispanic youth were slightly more likely to say that they had been contacted by a campaign (18.0%) compared to White and Black youth (14.5% vs 15.6%, respectively). White, Black and Hispanic youth who were contacted were more likely to have been contacted on behalf of Obama’s campaign (51.5% White, 95.8% of Black youth and 53.1% of Hispanic youth). Black Youth who were contacted were overwhelmingly reached on behalf of the Obama campaign, whereas White and Hispanic youth were equally contacted by both campaigns.

Issues and Institutional Support

- As in the July poll, there continued to be a racial gap in which subgroups of youth feel that the country is moving in the right direction. Fifty-nine percent of Black youth said that the country is moving in the right direction (this is an increase from the 49.8% in the July poll), whereas 23.6% of White youth said the country is moving in the right direction (17.6% in the July poll). Hispanic youth were the most likely to be unsure about the direction of the country (41.1%).
- As in our July poll, “jobs and the economy” was as the number-one issue that both Black and White youth felt politicians should address (43.2% and 37.7% respectively); however, the second most important issue for Black youth was health care (18.1%) and for White youth it was the federal budget deficit (11.6%). For Hispanic youth, jobs and the economy was still the number-one issue (28.4%), but the second most important issue for politicians to address was gas prices (11.2%).

Voter ID Laws

- White youth were more likely to know the photo ID laws in their state (36.0%) than Black youth (28.8%) or Hispanic youth (20.9%). Both Black young people (60.5%) and Hispanic young people (53.9%) were more likely to identify early voting laws than White youth (48.3%). Black youth were more likely (21.3%) to know the registration deadline in their state than White youth (11.9%) or Hispanic youth (11.7%)

Toplines from the October poll can be found [here](#).

Topline comparisons of questions asked in both the June / July and October polls can be found [here](#).

For more data and analysis on this youth poll, please visit: <http://www.civicyouth.org/?p=4579>

Youth Polling Data released by CIRCLE this week:

- MONDAY: [YOUNG VOTERS AND THE HORSERACE: 52.1% Obama v. 35.1% Romney](#)
- YESTERDAY: [Youth Knowledge about Voter Laws Still Lacking](#).
- **TOMORROW: Youth poll data analysis by education experience.**
- **FRIDAY: Infographic illustrating salient findings of July and October polls**

GfK Knowledge Networks administers nationally representative surveys built on a standing panel of randomly sampled English- and Spanish-speaking households. Recruited households are given Internet access if needed. The second wave of the survey, presented here, was administered to 1,109 respondents—US citizens between the ages of 18 and 29, between October 12 and October 23, 2012. All those respondents had also been surveyed in a first wave fielded between June 22 and July 2, 2012, with a sample of 1,695. Blacks, Latinos, and individuals who have never attended college were oversampled, and unless stated otherwise results are nationally representative statistics. The survey was conducted in English and Spanish. Margin of error was calculated at +/- 4.2%. This release is part of CIRCLE's [#YouthTruth](#) campaign.

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CIRCLE (www.civicyouth.org) is a nonpartisan, independent, academic research center that studies young people in politics and presents detailed data on young voters in all 50 states. CIRCLE was founded in 2001 with a generous gift from the Pew Charitable Trusts and is part of the Jonathan M. Tisch College of Citizenship and Public Service at Tufts University. CIRCLE's reputation for reliable, independent, timely research has been hailed by experts in the field of civic partnership, such as Harvard University professor Robert Putnam who said CIRCLE has brought "the best and most serious research to one place."

The Jonathan M. Tisch College of Citizenship and Public Service (<http://activecitizen.tufts.edu/>) is a national leader whose model and research are setting the standard for higher education's

role in civic engagement education. Serving every school of Tufts University, Tisch College creates an enduring culture that prepares students to be lifelong active citizens.

Tufts University (<http://www.tufts.edu/>) located on three Massachusetts campuses in Boston, Medford/Somerville and Grafton, and in Talloires, France, is recognized as one of the premier research universities in the United States. Tufts enjoys a global reputation for academic excellence and for the preparation of students as leaders in a wide range of professions. A growing number of innovative teaching and research initiatives span all Tufts campuses, and collaboration among the faculty and students in the undergraduate, graduate, and professional programs across the university's schools is widely encouraged.