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FOR IMMEDIATE RELEASE: Monday, October 17, 2016

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EXCLUSIVE ANALYSIS: NEW POLL OF MILLENNIALS SHOWS HIGH INTEREST IN ELECTION BUT LOW RATES OF CAMPAIGN CONTACT; TWO-THIRDS SAY THEY WILL VOTE

New polling of young people shows stronger support for Clinton (49%) vs. Trump (28%); but young Trump supporters may be more motivated to get out and vote

Medford/Somerville, MA – **Roughly two-thirds of young people plan to vote in the presidential election, but only 30 percent have been contacted by a campaign or political party**, according to the top-line findings of a new poll of Millennials out today from the Center for Information and Research on Civic Learning & Engagement ([CIRCLE](#)) – the preeminent, non-partisan research center on youth engagement at Tufts University’s [Jonathan M. Tisch College of Civic Life](#).

The poll finds that **49 percent of young people plan to support Secretary Hillary Clinton and 28 percent intend to vote for Donald Trump, with major differences by youth sub-groups**. However, Trump’s supporters may be more motivated to the polls: young people who support Trump were more likely to say that they will vote (76%) than Clinton’s supporters (68%).

“Young people who are contacted by campaigns are more likely to vote, but this poll shows that less than one-third of them have been contacted so far in 2016,” said Kei Kawashima-Ginsberg, Director of CIRCLE. **“Millennials can shape our elections and the direction of our democracy. But if we want young people to invest their time, talent, and enthusiasm in electoral engagement, campaigns and political parties need to reach more and different types of youth.”**

Key findings include:

Likelihood to Vote:

- 66 percent of Millennials polled said that they are “likely” or “extremely likely” to vote this November.
- Among the Millennials who were less sure about voting, the top reason for not voting was not finding a candidate who they can support (37%).

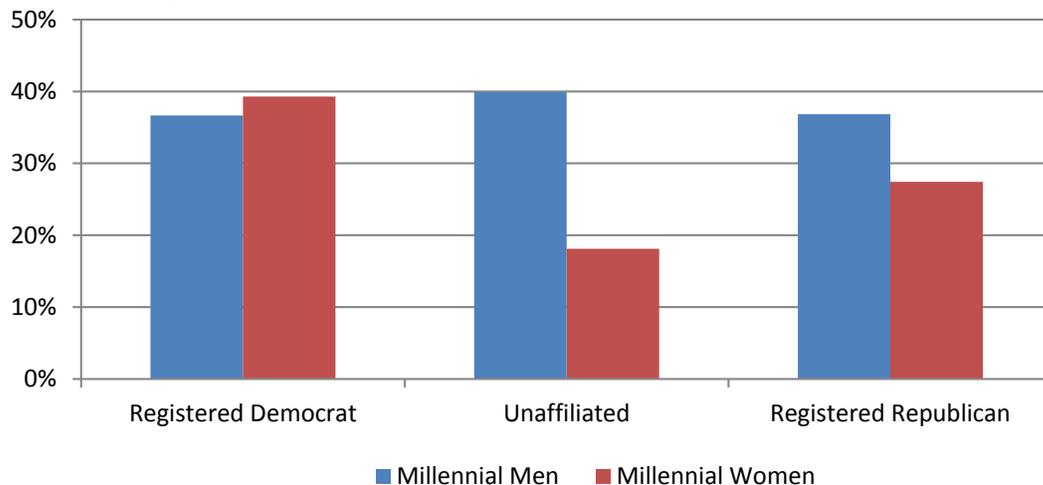
Campaign & Party Outreach:

- Only three out of ten Millennials have been contacted by a campaign in 2016. Yet research consistently shows that contact boosts turnout.

- Black youth were equally likely to be contacted while Latino youth were slightly less likely to be contacted personally (25%).
- Clinton and Trump supporters have heard from campaigns at about the same rate (30% among Clinton supporters and 28 % among Trump supporters).
- In this poll, 81 percent of young people who were contacted multiple times plan to vote, while just 62 percent of those who have not been contacted plan to head to the polls.
- Overall, men were more likely to be contacted (34%) than women (26%). The gender gap was even larger when considering the electoral competitiveness. The rate of contact was 38 percent among men living in swing states, but just 20 percent among women in “safe” states. However, among registered democrats, women were slightly more likely to be contacted (39%) than registered Democratic men (37%) and considerably more than Republican (27%) and Independent women (18%). Young men who are registered to vote did not show the same pattern of outreach disparity. Instead, Independent men were the most likely to be contacted (40%).



Campaign Contact Among Millennials Registered to Vote by Gender



Source: Tisch College's CIRCLE 2016 Millennial Pre-Election Poll

Interest in Election:

- While young people may not be hearing from the campaigns or parties directly, they are certainly paying attention to the Presidential election.
- Our poll found that a majority of young people are paying at least some attention to the 2016 presidential election (76%).
- Far fewer are following Congressional races (28%), even though young people have the potential to sway some key House contests. We ranked the top 50 Congressional districts where the youth vote could matter most [here](#).

- Half of young people reported hearing about the election through friends and family, and 59 percent have talked about the election with friends and family at least occasionally *outside of social media*. In fact, just 14 percent of Millennials think that Facebook is a good place to have a political discussion.
- That said, many Millennials are challenged by the vitriol of this election, political polarization and the “politics of talking politics.” 43 percent occasionally avoided talking about politics with someone because they disagreed, and 41 percent decided not to post something on social media to avoid causing “a drama.”

Candidate Choice:

- 28 percent of Millennials who were polled plan to vote for Trump. If it holds or decreases, this level of support by young people for a Republican candidate would be unprecedentedly low ([historically youth votes have been more evenly divided](#)).
- Black youth surveyed show strong support for Secretary Clinton, with 80 percent saying they plan to back Clinton, a number that was at 93 percent for Obama at this point in 2012, according to our poll that year.
- Our poll does *not* show that Senator Bernie Sanders’ supporters are choosing to vote for Donald Trump (only 4 percent say so). Instead, of the likely voters who were Sanders supporters, 64 percent say they will vote for Clinton, 25 percent say they plan to vote for Gary Johnson or Jill Stein, and 7 percent chose “other.” Almost of all of those “other” cases were Bernie Sanders write-ins.

About this poll:

The poll was conducted between September 21 and October 3, 2016. CIRCLE developed the survey and the polling firm GfK collected the data from their nationally representative panel of respondents. The final sample includes a total of 1,605 young people in the U.S. The poll oversamples certain subsets of youth, including Black and Latino youth, as well as those who are living in potential swing states (NH, PA, OH, WI, NC, IL IA, VA, AZ, FL, NV and CO). The margin of error is +-3.0 percentage points.

Stay tuned for more youth poll analysis from CIRCLE. Throughout this election season, [CIRCLE’s 2016 Election Center](#) will offer new data products and detailed youth voting analyses, including the top 50 Congressional districts where the youth vote could matter most [here](#).

CIRCLE youth vote experts also are available for interviews and/or analysis. Media outlets should contact: Kristofer Eisenla at kristofer@lunaeisenlamedia.com or 202-670-5747.

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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 is part of the Jonathan M. Tisch College of Civic Life.

The only university-wide college of its kind, the Jonathan M. Tisch College of Civic Life (<http://activecitizen.tufts.edu/>) offers transformational student learning and service opportunities, conducts groundbreaking research on young people's civic and political participation, and forges innovative community partnerships. Its work is guided by two core beliefs: that communities, nations and the world are stronger, more prosperous, and more just when citizens actively participate in civic and democratic life; and that higher education has a responsibility to develop the next generation of 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.