

## LOOKING TO 2020 ELECTIONS, NEW SURVEY OF 50,000 “GENERATION Z”™ HIGH SCHOOL STUDENTS INDICATES MOST IDENTIFY AS REPUBLICANS AND THAT THE TRUMP EFFECT CAN HAVE IMPACT GOING FORWARD IN CONTRAST TO MILLENNIALS

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Washington, DC – My College Options and the Hispanic Heritage Foundation (HHF) have presented the results of a new national survey of approximately 50,000 “Generation Z” high school students’ (ages 14-18) attitudes on the 2016 presidential election which found that the majority identify as Republicans – in sharp contrast to Millennials – and overall would vote for Donald Trump. Trump would win with first-time voters by a large margin, and with girls by a narrower margin. More than one in three participants said they would “choose not to vote.” Clinton would beat Trump among African Americans and Latinos by a large margin, and by a narrower margin with Asians. The Pulse Study on the Presidential Election also serves as a strong glimpse to the 2020 presidential elections when all participants will be able to vote. In addition to asking for which candidate students would vote, the study also explores students’ perceptions regarding the issues most important to them, the direction of the country, presidential performance, their level of political engagement, and what media sources they use to learn about political issues.

The findings were broken down by ethnicity, gender, and first time voter status to provide deeper insights. In terms of the top issues, African American and Latino students said education was their top priority followed by the economy, immigration and racism for Latinos and racism, economy and healthcare for African Americans. For Whites, it was the economy followed by education, gun rights and terrorism. White students were least likely to say they would “choose not to vote” with African Americans, Asians and Latinos are most likely to not vote in the election.

See below for highlights of the Presidential Pulse Study and the full study at <http://tabsoft.co/2dJC4km>.

The presidential polling research, conducted by My College Options, began in late September 2016 and findings are still being up to the moment. The study was constructed using the results of paper survey ballots administered in high schools nationally, resulting in a nationally representative study sample and a marginal error of .6%. “With unparalleled access to our nation’s youth, we at My College Options believe it is our obligation to amplify their voices on issues that are so critical to our future. My College Options serves as a catalyst for lifelong learning and, through this national youth vote, we want to promote students’ passions for civic engagement,” said **Ryan Munce, Vice President of My College Options.**

“It’s critical to understand what the students’ priorities and preferences are as we found out in the Presidential Pulse Study to better engage this potentially powerful subset of the electorate at an early stage for the 2020 elections,” said **Jose Antonio Tijerino, president and CEO of HHF.** “Our findings shocked us and clearly state that the Trump effect was not only felt by adults and can have an impact going forward with Generation Z. It’s also an important message that youth can’t be taken for granted as to how they lean politically by either side of the aisle. I’m grateful to our friends at My College Options and the Raben Group for giving youth a voice during these important elections and beyond.”

The top findings indicate:

### **First Time Voters:**

- 46% Τρμπ / 31% Χλιντον / 11% 3<sup>ος</sup> παρτυ χανδιδατε / 4% ωριτε-ιν χανδιδατε / 6% Ι ωουλδ χηοοσε νοτ το ωοτε ιν τηισ ελεχτιον
- Οβαμα φοβ αππροωαλ: αππροωε (44%), δισαππροωε (30%), νο οπινιον (20%)

- Διρεχτιον οφ χουντρψ – ποσιτιϋε: ψεσ (11%), νο (56%), Ι δον τ κνωω (27%)
- 23% περψ ενγαγεδ ιν πολιτιχσ / 50% σομεωηατ ενγαγεδ / 17% νοτ περψ ενγαγεδ / 5% νοτ ατ αλλ ενγαγεδ
- Τοπ ισσυεσ: εχονομψ (44%), εδυχατιον (39%), γυν ριγητς (28%), ηεαλτη χαρε (18%)
- Τοπ νεωσ σουρχεσ: Χαβλε νεωσ (66%), σοχιαλ μεδια σιτεσ (47%), ονλινε νεωσ (47%), τεαχηερς (44%)

#### **Overall:**

- 34% Τρυμπ / 20% Χλιντον / 9% 3ρδ παρτψ χανδιδατε / 4% ωριτε–ιν χανδιδατε / 31% ΨΙ ωουλδ χηοοσε νοτ το ποτε ιν τηις ελεχτιονΨ
- Οβαμα φοβ αππροϋαλ: αππροϋε (41%), δισαππροϋε (25%), νο οπινιον (28%)
- Διρεχτιον οφ χουντρψ – ποσιτιϋε: ψεσ (7%), νο (55%), Ι δονετ κνωω (34%)
- 12% περψ ενγαγεδ ιν πολιτιχσ / 42% σομεωηατ ενγαγεδ / 26% νοτ περψ ενγαγεδ / 13% νοτ ατ αλλ ενγαγεδ
- Τοπ ισσυεσ: εδυχατιον (41%), εχονομψ (38%), γυν ριγητς (27%), ηεαλτη χαρε (19%)
- Τοπ νεωσ σουρχεσ: Χαβλε νεωσ (61%), σοχιαλ μεδια σιτεσ (46%), παρεντς (45%), ονλινε νεωσ (41%)

#### **Female:**

- 27% Τρυμπ / 24% Χλιντον / 9% 3ρδ παρτψ χανδιδατε / 4% ωριτε–ιν χανδιδατε / 35% Ι ωουλδ χηοοσε νοτ το ποτε ιν τηις ελεχτιον
- Οβαμα φοβ αππροϋαλ: αππροϋε (46%), δισαππροϋε (20%), νο οπινιον (30%)
- Διρεχτιον οφ χουντρψ – ποσιτιϋε: ψεσ (5%), νο (55%), Ι δον τ κνωω (36%)
- 10% περψ ενγαγεδ ιν πολιτιχσ / 44% σομεωηατ ενγαγεδ / 29% νοτ περψ ενγαγεδ / 13% νοτ ατ αλλ ενγαγεδ
- Τοπ ισσυεσ: εδυχατιον (50%), εχονομψ (33%), ηεαλτη χαρε (24%), γυν ριγητς (22%)
- Τοπ νεωσ σουρχεσ: Χαβλε νεωσ (64%), σοχιαλ μεδια σιτεσ (52%), παρεντς (51%), τεαχηερς (45%)

#### **Male:**

- 42% Τρυμπ / 17% Χλιντον / 9% 3ρδ παρτψ χανδιδατε / 3% ωριτε–ιν χανδιδατε / 28% Ι ωουλδ χηοοσε νοτ το ποτε ιν τηις ελεχτιον
- Οβαμα φοβ αππροϋαλ: αππροϋε (37%), δισαππροϋε (31%), νο οπινιον (26%)
- Διρεχτιον οφ χουντρψ – ποσιτιϋε: ψεσ (9%), νο (54%), Ι δον τ κνωω (31%)
- 15% περψ ενγαγεδ ιν πολιτιχσ / 42% σομεωηατ ενγαγεδ / 24% νοτ περψ ενγαγεδ / 14% νοτ ατ αλλ ενγαγεδ
- Τοπ ισσυεσ: εχονομψ (43%), εδυχατιον (34%), γυν ριγητς (33%), τερρορισμ (20%)

- Τοπ νεωσ σουρχεσ: Χαβλε νεωσ (60%), σοχιαλ μεδια σιτεσ (41%), ονλινε νεωσ (40%), παρεντσ (40%)

### **Hispanic:**

- 12% Τρυμπ / 31% Χλιντον / 11% 3ρδ παρτυ χανδιδατε / 4% ωριτε–ιν χανδιδατε / 40% Ι ωουλδ χηοοσε νοτ το ποτε ιν τηις ελεχτιον
- Οβαμα φοβ αππροωαλ: αππροωε (64%), δισαππροωε (9%), νο οπινιον (26%)
- Διρεχτιον οφ χουντρψ – ποσιτιωε: ψεσ (8%), νο (54%), Ι δον τ κνωω (38%)
- 11% περψ ενγαγεδ ιν πολιτιχσ / 42% σομεωηατ ενγαγεδ / 30% νοτ περψ ενγαγεδ / 16% νοτ ατ αλλ ενγαγεδ
- Τοπ ισσυεσ: εδυχατιον (49%), εχονομψ (42%), ιμμιγρατιον (24%), ραχισμ/ραχε ρελατιονσ (22%)
- Τοπ νεωσ σουρχεσ: Χαβλε νεωσ (64%), σοχιαλ μεδια σιτεσ (51%), ονλινε νεωσ (45%), τεαχηερσ (44%)

### **African American:**

- 7% Τρυμπ / 47% Χλιντον / 7% 3ρδ παρτυ χανδιδατε / 4% ωριτε–ιν χανδιδατε / 33% Ι ωουλδ χηοοσε νοτ το ποτε ιν τηις ελεχτιον
- Οβαμα φοβ αππροωαλ: αππροωε (76%), δισαππροωε (5%), νο οπινιον (18%)
- Διρεχτιον οφ χουντρψ – ποσιτιωε: ψεσ (8%), νο (53%), Ι δον τ κνωω (38%)
- 12% περψ ενγαγεδ ιν πολιτιχσ / 41% σομεωηατ ενγαγεδ / 28% νοτ περψ ενγαγεδ / 18% νοτ ατ αλλ ενγαγεδ
- Τοπ ισσυεσ: εδυχατιον (54%), ραχισμ/ραχε ρελατιονσ (33%), εχονομψ (33%), ηεαλτη χαρε (24%)
- Τοπ νεωσ σουρχεσ: Χαβλε νεωσ (66%), σοχιαλ μεδια σιτεσ (47%), τεαχηερσ (44%), παρεντσ (42%)

### **Asian:**

- 18% Τρυμπ / 26% Χλιντον / 11% 3ρδ παρτυ χανδιδατε / 5% ωριτε–ιν χανδιδατε / 38% √Ι ωουλδ χηοοσε νοτ το ποτε ιν τηις ελεχτιον√
- Οβαμα φοβ αππροωαλ: αππροωε (56%), δισαππροωε (16%), νο οπινιον (27%)
- Διρεχτιον οφ χουντρψ – ποσιτιωε: ψεσ (11%), νο (49%), Ι δονετ κνωω (38%)
- 13% περψ ενγαγεδ ιν πολιτιχσ / 46% σομεωηατ ενγαγεδ / 28% νοτ περψ ενγαγεδ / 12% νοτ ατ αλλ ενγαγεδ