

## MY COLLEGE OPTIONS, HISPANIC HERITAGE FOUNDATION PRESENT FINDINGS OF NATIONAL SURVEY OF OVER 100K HIGH SCHOOL STUDENTS ON 2016 PRESIDENTIAL ELECTION AND ATTITUDES ON KEY ISSUES

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Washington, DC – My College Options® and the Hispanic Heritage Foundation (HHF) presented the results of a new national survey of 103,354 high school students' (ages 14-18) attitudes on the 2016 presidential election. The youth vote stands to have a large influence in the outcome of the presidential election and understanding students' preferences is crucial to better engage this subset of the electorate at an early stage. The data indicates that high school students are almost equally split on political party identification (Democratic Party 43%, Republican Party 40%), a clear majority would vote for presidential candidate Bernie Sanders (30%), and education and the economy are among the top issues they care about (44% and 39% respectively). While youth voter-turnout is usually enigmatic, the findings also reveal that of the 28,141 eligible to vote in November who participated in the study, 17,570 (62%) plan to vote for the first time in the 2016 election.

My College Options is the nation's largest college planning program with nearly 5.5 million students participating, allowing for a substantial study sample that can be representative of the population at large. "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. Starting as early as the 8th grade, My College Options serves as a catalyst for lifelong learning and through this national youth vote, we seek to have the same effect on students' passions for civic engagement," said **Ryan Munce, vice president of My College Options.**

The data gathered is even more telling once broken up by race/ethnicity and first-time voters.

"At the Hispanic Heritage Foundation we have tremendous respect for what youth thinks, believes and needs," said **Jose Antonio Tijerino, president and CEO of HHF.** "The youth vote can make an indelible impact on the 2016 presidential election, Senate and House races and the direction of the country. I look at this survey as providing us all with important guidance on how to better understand and serve our youth. I'm grateful to our friends at My College Options for giving youth a voice during these important elections and beyond."

The top findings indicate:

- Όπως, 47% βελιέται της χουντρής ισ νοτ ηεαδινγ ιν α ποσιτιέ διρεχτιον ωιτη 10% βελιέτινγ ιτ ις; ηοωεωερ, 38% αππροωε οφ τηε φοβ Πρεσιδεντ Οβαμα ις δοινγ ωιτη 26% δισαππροωινγ
- Αμονγ αλλ μαλες, 48% ιδεντιψ ασ Ρεπυβλιχαν ανδ 37% ασ Δεμοχρατ, ωηιλε φεμαλες ωερε 34% Ρεπυβλιχαν ανδ 48% Δεμοχρατ
- Φεμαλες ωουλδ βε μορε τηαν τωιχε ασ λικελψ το ποτε φορ Σανδερς (33%) τηαν Χλιντον (15%)
- Αφριχαν Αμεριχανς αρε μορε λικελψ το: ιδεντιψ ασ Δεμοχρατ (63%) τηαν Ρεπυβλιχαν (20%); ποτε φορ Σανδερς (32%) ανδ Χλιντον (30%); αππροωε οφ Πρεσιδεντ Οβαμα (74% ποσ δισαππροωε ατ 6%); ανδ βελιέται εδυχατιον ις τηε μοστ ιμπορταντ ισσυε (55%) το αλλ οφ τηε ετηνιχ/ραχε γρουπς (ωιτη Λατινιαν ανδ Ασιανς χλοσε ατ 53% ανδ 52% ωηιλε Ωηιτες ωερε υνδερ 40%) ανδ ραχισμ/ραχε ρελατιονς (30%)
- Λατινιανς αρε μορε λικελψ το: ιδεντιψ ασ Δεμοχρατ (60%) τηαν Ρεπυβλιχαν (26%); οπρωεωελμινγλψ ποτε φορ Σανδερς (43%) ωιτη Χλιντον ατ 16% ανδ Τρυμπ ατ 6%; αππροωε οφ Πρεσιδεντ Οβαμα (59% ποσ δισαππροωε ατ 12%); ανδ αρε τηε ετηνιχ/ραχε γρουπ ωηο μοστ βελιέταις ιμμιγρατιον ις αν ιμπορταντ ισσυε (30% ωιτη Ασιαν ανδ Ωηιτες ατ

15%, ανδ Αφρικαν Αμερικανσ ατ 7%)

- Ασιανσ αρε μορε λικελψ το: ιδεντιψ ασ Δεμοχρατ (54%) τηαν Ρεπυβλιχαν (27%); ποτε φορ Σανδερσ (41%) ωιτη Χλιντον ατ 13% ανδ Τρυμπ ατ 10%; αππροωε οφ Πρεσιδεντ Οβαμα (53% πσ δισαππροωε ατ 15%); ανδ βελιεωε ενωιρονμενταλ ισσυεσ ανδ ηεαλτηχαρε αρε ιμπορταντ ισσυεσ αμονγ αλλ τηε ετηνιχ/ραχε γρουπσ
- Ωηιτεσ αρε μορε λικελψ το: ιδεντιψ ασ Ρεπυβλιχαν (52%) τηαν Δεμοχρατ (33%); ποτε φορ Σανδερσ (27%) ανδ Τρυμπ (26%); δισαππροωε οφ Πρεσιδεντ Οβαμα (42% πσ αππροωε ατ 25%); βελιεωε τηε χουντρψ ισ ηεαδινγ ιν τηε ωρονγ διρεχτιον (55% πσ 9% ιν ποσιτιωε διρεχτιον); ανδ βελιεωε γυν ριγητσ (26% πσ οτηερ ετηνιχ/ραχε γρουπσ ατ αππροξιματελψ 12%) ανδ τερρορισμ (22%) αρε ιμπορταντ ισσυεσ
- Αμονγ αλλ φιρστ-τιμε ποτερσ ιν Νοωεμβερ: Βερνιε Σανδερσ (35%) ωουλδ βε τηε τοπ ποτε γεττερ ωιτη Δοναλδ Τρυμπ (19%) σεχονδ, Χλιντον τηιρδ (12%) ανδ Χρυζ (8%); 15% βελιεωε χουντρψ ισ γοινγ ιν τηε ριγητ διρεχτιον ανδ 51% ιν τηε ωρονγ διρεχτιον; 47% ωουλδ ποτε Δεμοχρατ ανδ 44% Ρεπυβλιχαν; τηε εχονομψ ανδ εδυχατιον (45% εαχη) αρε τηε μοστ ιμπορταντ ισσυεσ ωιτη ηεαλτηχαρε (21%) ανδ γυν ριγητσ (20%) ον τηε νεξτ τιερ οφ πριοριτιεσ; τηε ινχομε γαπ ισ ατ 6% ασ ισ χονσιστεντ αμονγ αλλ σεγμεντσ οφ τηε παρτιχιπαντσ

**For full study, visit:** <http://tabsoft.co/1Uig5ON>

## Methodology

The research instrument was designed by My College Options in collaboration with the Hispanic Heritage Foundation and was tested through an online preliminary study of 2,800 current high school students for relevancy and contextual accuracy. Once tested and refined, the presidential ballots were mailed to educators across the nation, beginning in February of 2016. These educators were asked to distribute the ballots to their students. The presidential polling research data was collected and the anonymous responses were analyzed in order to produce the interactive report. The resulting study sample represents nearly 1,100 high schools and 103,354 students. The estimated sampling error for this study is plus or minus 0.4% at the 99% confidence level.

**My College Options:** My College Options® is the nation's largest college planning program, offering free assistance and valuable resources to students, parents, high schools, counselors, and teachers nationwide. The program serves as the primary link between high school students and colleges, universities, and the tools they need to succeed. For more information, visit <http://www.mycollegeoptions.org>

**Hispanic Heritage Foundation:** The Hispanic Heritage Foundation inspires, prepares, and connects Latino leaders in the classroom, community and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment and advocacy, as well as the great promise of the community through public awareness campaigns seen by millions. HHF is headquartered in Washington, DC, and Los Angeles. Visit <http://www.HispanicHeritage.org> for more information.

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