



WBRU/College Reaction Poll

College Admissions, Trump and Presidential Candidates

A Survey of US College Students

May 28th - May 29th, 2019



Overview: This WBRU/College Reaction poll of 514 current college students was conducted using College Reaction’s national polling infrastructure from May 28-29th and commissioned by WBRU. College Reaction implements a custom approach to offer all members of a college's population an equal opportunity to be surveyed. Samples are aimed to represent the US college student population are weighted to best capture the geographic, political and ethnic variation within the college demographic.

Key Findings:

- Of those who say climate change is most important issue, 21.5% support Biden, 16.5% support Sanders, 12.7% support Buttigieg, 11.4% support O’Rourke, 11.4% support Warren (1.9% support Jay Inslee).

- 38.8% of Dems say a candidate who can beat Trump is more important than a candidate that agrees with them on policy.

- Climate change (30.9%), Economy (16.4%), Health care (12.0%) are most important issues (student debt is 6th).

- 63.1% say they’re more likely to vote in 2020 after the recent passage of abortion laws in Georgia and Alabama (47% are much more likely)

- 70.5% believe Congress should begin impeachment proceedings.

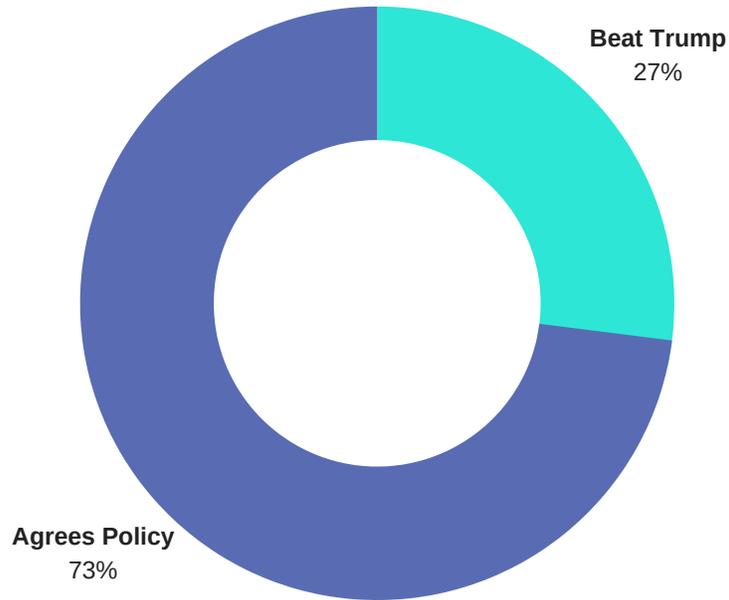
College Voting in the 2018 Midterms: A Survey of US College Students

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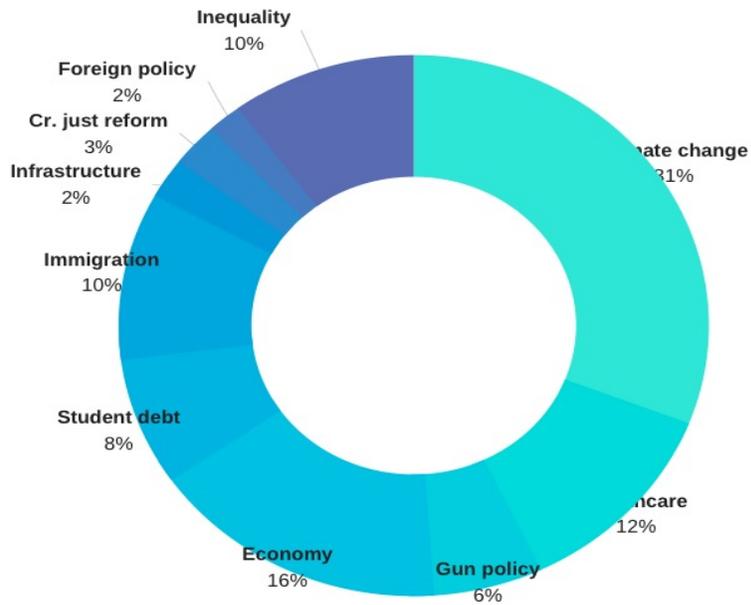
I. Graphics

1. Which is more important to your choice of candidate in the 2020 election?



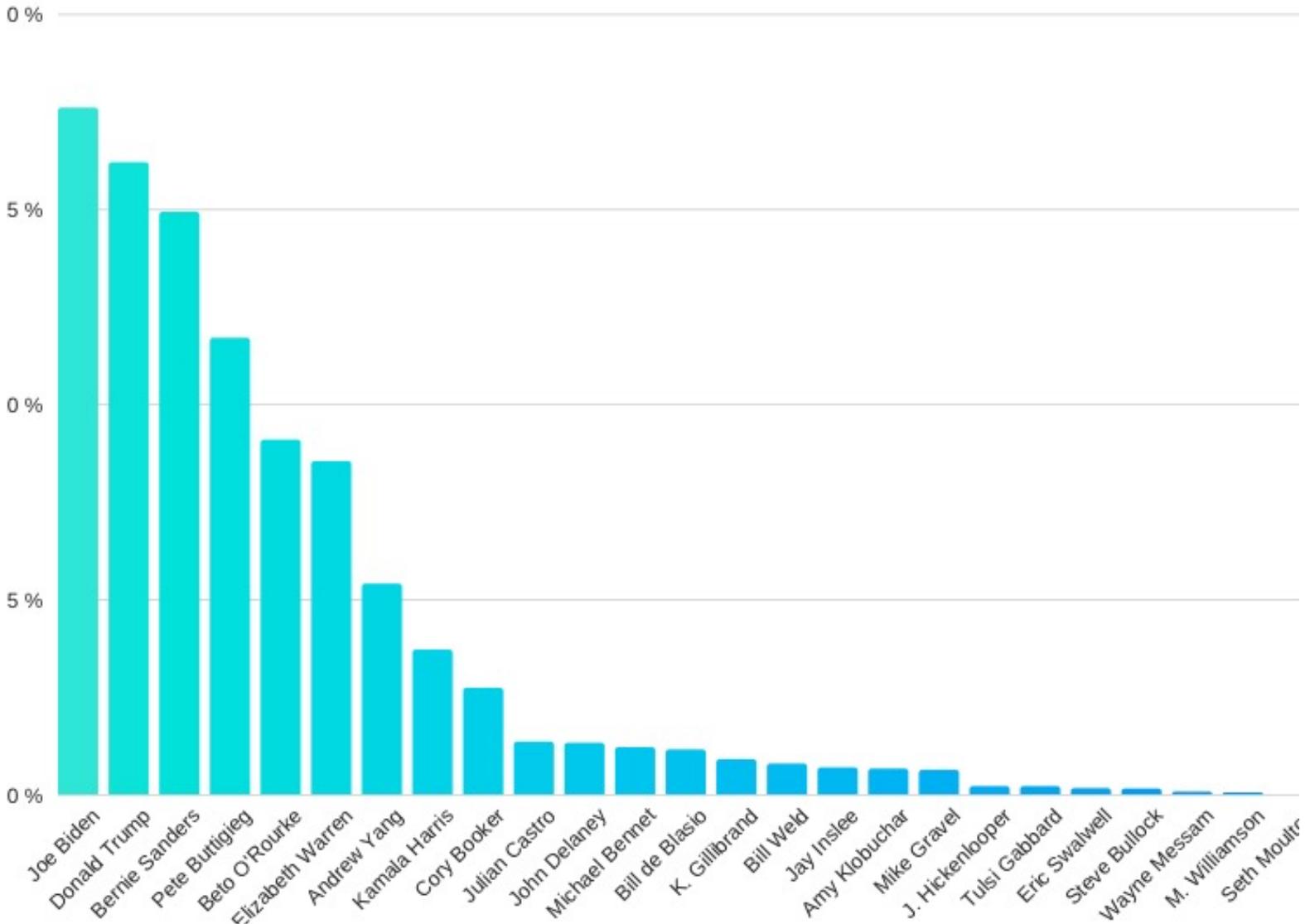
Poll: WBRU/College Reaction

2. Which of the following is the most important issue to you in the upcoming presidential election?



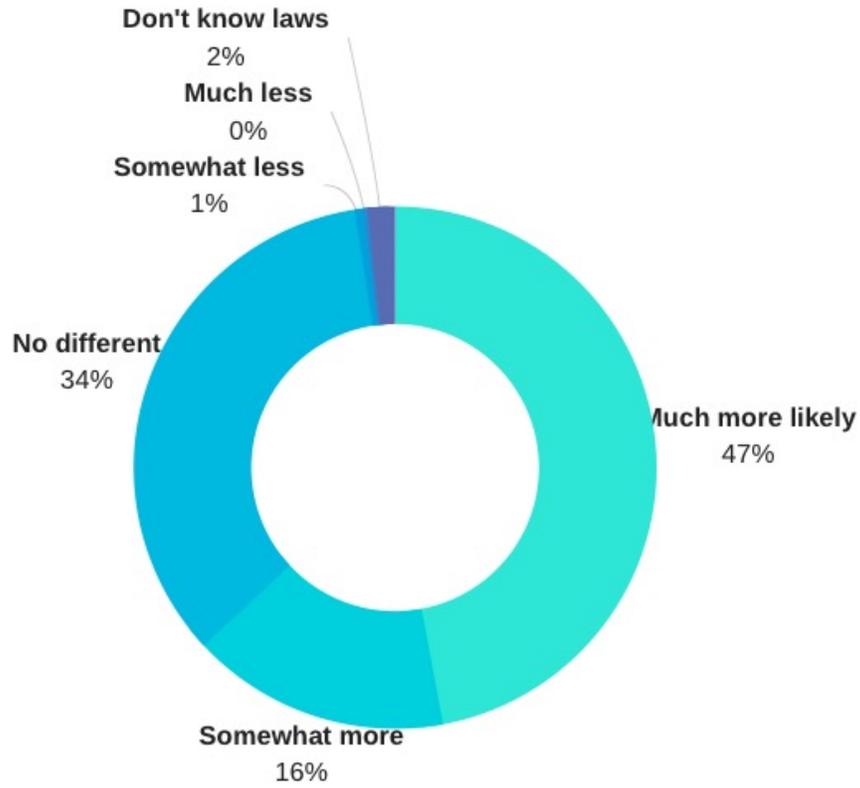
Poll: WBRU/College Reaction

3. Which candidate best reflects your position on the issue you chose in Question 2?



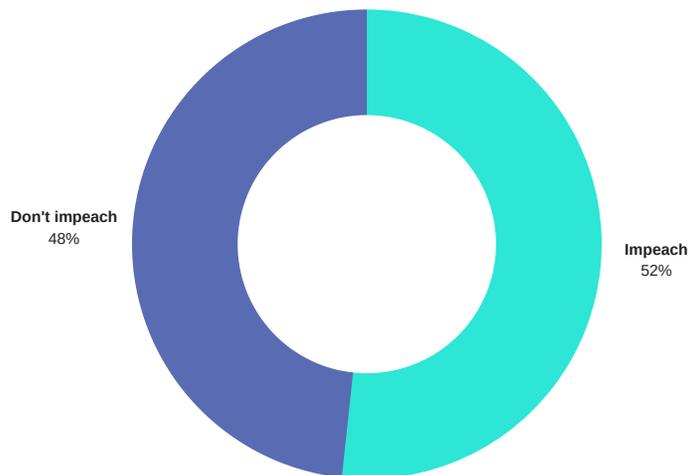
Poll: WBRU/College Reaction

4. With the recent restrictive abortion laws passed in Georgia and Alabama, how much more likely or less likely are you to vote in the 2020 presidential election?



Poll: WBRU/College Reaction

5. Do you believe Congress should or should not begin impeachment proceedings to remove President Trump from office?



Poll: WBRU/College Reaction

II. Data Tables

General Results



		Raw #	Raw %	Weighted #	Weighted %
Which is more important to your choice of candidate in the 2020 election?	Candidate who ca	144	28.02%	138.62336	26.97%
	Candidate who ag	370	71.98%	375.37664	73.03%
Which of the following is the most important issue to you in the upcoming presidential election?	Climate change	158	30.74%	158.59484	30.86%
	Healthcare	72	14.01%	61.615909	11.99%
	Gun policy	35	6.81%	30.917926	6.02%
	Economy	80	15.56%	84.450338	16.43%
	Student debt	32	6.23%	39.392546	7.66%
	Immigration	48	9.34%	51.494755	10.02%
	Infrastructure	11	2.14%	12.248206	2.38%
	Criminal justice re	8	1.56%	13.507085	2.63%
	Foreign policy	11	2.14%	9.5417397	1.86%
	Inequality	59	11.48%	52.23665	10.16%
With the recent restrictive abortion laws passed in Georgia and Alabama, how much more likely or less likely are you to vote in the 2020 presidential election?	Much more likely	234	45.53%	241.97757	47.08%
	Somewhat more l	88	17.12%	82.534443	16.06%
	No different eithe	175	34.05%	176.74184	34.39%
	Somewhat less lik	5	0.97%	2.9174522	0.57%
	Much less likely	4	0.78%	1.1651629	0.23%
Do you believe Congress should or should not begin impeachment proceedings to remove	I don't know abou	8	1.56%	8.6635258	1.69%
	Yes	268	52.14%	265.87421	51.73%
	No	246	47.86%	248.12579	48.27%

#1 “Which is more important to your choice of candidate in the 2020 election?”

		Beat Trump	Agrees on policy
Gender	Male	19.29%	80.71%
	Female	33.44%	66.56%
Race	White	26.73%	73.27%
	Black	33.33%	66.67%
	Hispanic	25.64%	74.36%
	Asian or Pacific Islander	33.33%	66.67%
	American Indian or Alaska Native	0.00%	100.00%
	Two or more races	20.69%	79.31%
Political Identification	Democrat	38.81%	61.19%
	Republican	7.29%	92.71%
	Independent	22.40%	77.60%
	Libertarian	19.05%	80.95%
	Green	25.00%	75.00%

#2 “Which of the following is the most important issue to you in the upcoming presidential election?”

		Climate change	Healthcare	Gun policy	Economy	Student debt	Immigration	Infrastructure	Criminal justice	Foreign policy	Inequality
Gender	Male	32.49%	11.17%	6.09%	20.30%	9.14%	4.06%	2.54%	2.54%	2.54%	9.14%
	Female	29.65%	15.77%	7.26%	12.62%	4.42%	12.62%	1.89%	0.95%	1.89%	12.93%
Race	White	33.66%	12.87%	6.60%	17.82%	4.62%	7.59%	1.65%	0.99%	2.97%	11.22%
	Black	16.67%	6.67%	6.67%	0.00%	26.67%	10.00%	6.67%	10.00%	0.00%	16.67%
	Hispanic	30.77%	10.26%	2.56%	23.08%	2.56%	23.08%	2.56%	2.56%	0.00%	2.56%
	Asian or Pacific Islander	28.83%	18.02%	7.21%	9.01%	7.21%	9.91%	1.80%	0.00%	1.80%	16.22%
	American Indian or Alaska	0.00%	50.00%	50.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Two or more races	24.14%	20.69%	10.34%	24.14%	3.45%	6.90%	3.45%	3.45%	0.00%	3.45%
Political Identification	Democrat	36.19%	13.81%	7.09%	5.97%	5.60%	9.33%	1.87%	1.12%	1.87%	17.16%
	Republican	11.46%	16.67%	8.33%	40.63%	3.13%	12.50%	0.00%	3.13%	3.13%	1.04%
	Independent	36.00%	13.60%	3.20%	12.00%	10.40%	8.00%	4.00%	1.60%	2.40%	8.80%
	Libertarian	14.29%	9.52%	9.52%	47.62%	4.76%	4.76%	4.76%	0.00%	0.00%	4.76%
	Green	50.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

#3 "With the recent restrictive abortion laws passed in Georgia and Alabama, how much more likely or less likely are you to vote in the 2020 presidential election?"

		Much more likely	Somewhat more	No different either	Somewhat less likely	Much less likely	I don't know about it
Gender	Male	26.90%	19.80%	49.75%	1.02%	0.51%	2.03%
	Female	57.10%	15.46%	24.29%	0.95%	0.95%	1.26%
Race	White	43.56%	18.81%	36.63%	0.66%	0.00%	0.33%
	Black	60.00%	10.00%	23.33%	0.00%	0.00%	6.67%
	Hispanic	58.97%	12.82%	25.64%	0.00%	0.00%	2.56%
	Asian or Pacific Islander	43.24%	18.92%	27.93%	2.70%	3.60%	3.60%
	American Indian or Alaska Native	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Two or more races	37.93%	6.90%	55.17%	0.00%	0.00%	0.00%
Political Identification	Democrat	60.07%	14.93%	21.64%	1.49%	1.12%	0.75%
	Republican	27.08%	16.67%	54.17%	1.04%	0.00%	1.04%
	Independent	31.20%	23.20%	40.80%	0.00%	0.80%	4.00%
	Libertarian	28.57%	14.29%	57.14%	0.00%	0.00%	0.00%
	Green	50.00%	0.00%	50.00%	0.00%	0.00%	0.00%

#4 "Do you believe Congress should or should not begin impeachment proceedings to remove President Trump from office?"

		Yes	No
Gender	Male	42.13%	57.87%
	Female	58.36%	41.64%
Race	White	47.85%	52.15%
	Black	60.00%	40.00%
	Hispanic	61.54%	38.46%
	Asian or Pacific Islander	62.16%	37.84%
	American Indian or Alaska Native	50.00%	50.00%
	Two or more races	37.93%	62.07%
Political Identification	Democrat	70.52%	29.48%
	Republican	15.63%	84.38%
	Independent	44.00%	56.00%
	Libertarian	28.57%	71.43%
	Green	75.00%	25.00%

III. Methodology

Methodology

General: College Reaction utilizes multiple measures throughout the polling process to maximize accuracy, ensure internal and external validity, and provide reliable information.

Sampling: College Reaction has a customized approach to get the most accurate randomized sample of students at each college. Samples are aimed to represent the specific population of each college, demographic trends, and the national student population at large.

Depending on the availability of public information and resources available to us, we have a “non-probability” sample of recruited students who have opted-in to participate in our surveys in exchange for a monetary incentive. We have focused our efforts to minimize biases in our recruitment process through different randomizing processes. College Reaction utilizes publicly available information and contacts a randomized group of students with an offer to opt-in for receiving our polls in exchange for an incentive.

College E-mail Address: We utilize students’ college email addresses to prevent multiple responses. We collect demographic information from students. We compare this data to each school’s demographic trends and the national student demographic information to ensure that our sample of students are representative of the target population. This data is also utilized in weighting responses for accurate results.

Survey process: College Reaction sends the survey designed by the client to the requested sample of students via email. The email asks the respondent to complete the attached survey. Student typically have 24 hours, or in case of long surveys certain number of days, to fill out the given survey. There are a few factors that might impact accuracy of the question process or introduce biases, such as question design, order, and whether or not the respondent can be identified.

Question design: The response accuracy could be influenced by the subject of the

poll and the wording of the questions. The responsibility of designing questions and the potential biases that it introduces to the outcomes falls on the client. College Reaction is willing and able to provide assistance in survey design. College Reaction takes active measures in the design of its polls to mitigate introduction of any biases

Weighting: The proportions have been weighted by gender and race according to each respondent's self-identified response. The weights were generated by comparing the sample proportion of each combination of gender and race to the corresponding true proportion of college students in the fall of 2015. The true proportion was found on the National Center for Education Statistics website under the total fall enrollment for 2015.

The purpose of weighting the results is to provide a distribution of results that most closely resembles the distribution had the entire population of college students been surveyed. By weighting, the new results are based on a population that, percentage wise, matches the demographics of college students across the nation. When weighting is not conducted, certain demographics are vulnerable to underrepresentation or overrepresentation.

Respondent anonymity: Identifiable responses introduce biases and lower response rate. College Reaction utilizes an anonymous and de-identified survey approach.

Results: The responses to our polls are monitored for multiple responses and accuracy of answers through tracking time spent on the survey, email address, and other traceable web identifiers.

External Validity: Our goal is to provide information to our clients that are generalizable to the larger target population, whether it is an individual college, students within a state or region, or the national college student population. We utilize measures during the recruitment, polling, and weighting process to give weight to different factors that impact the external validity of our polls.

Why conventional sampling methods fail on the college level?

To obtain a randomized sample of an entire population, polling organization commonly utilize random digit dialing which contacts a random sample of landline and cellphone number in the United States. Although this process has some biases and drawbacks, it provides a good sample of the US population. However, students

enrolled in degree-granting postsecondary institutions make up around 6% of the larger US population. What adds to the difficulty of surveying is the response rate; reputable organizations have below 10% response rates. This means that using the traditional method, each 1000 calls would yield to less than 5 responses. A typical poll of 1,500 respondents would require approximately 300,000 phone calls. It could take roughly 2 years to conduct a single randomized digit dialing poll.

That is why College Reaction has started to utilize modern scientific methods to understand the college population. We have a customized approach for every school, to find the most representative set of students that can be obtained to answer questions regarding various topics. Our approach utilizes a scientific approach with swift modern technology to bring our clients polls as quickly as a day, while keeping accuracy at the focus of our polling.

What's different about College Reaction's sample?

Some services provide a panel of student to conduct research about college students. However, these services consist of a mix of panel without a centralized recruitment or an intentional sample of students. At College Reaction, we recruit students intentionally and scientifically. We generate our respondent panel from reaching out to a large section of each campus to participate, rather than relying on a snowball effect, which could introduce bias. We know who our participants are and how they were recruited. For instance, we allow our clients to specify which lists of schools they would like to include in their survey, whereas other services simply include demographic tags like "Age 18-24" or "College student." Our ability to offer in-depth and customizable insights into the college demographic - and the diverse segments within it - set us apart.