



**CONTACT**  
Daniel Coates  
(888) 292-8855 x.2  
[dan@surveyu.com](mailto:dan@surveyu.com)

FOR IMMEDIATE RELEASE

## **Early and Absentee Voting Delivers College Students to Obama**

**New York, November 3<sup>rd</sup>, 2008** — College students are active participants in this year's election, with nearly 9 in 10 (89%) of students registered to vote and two in five registered student voters (40%) having already voted early or via absentee ballot by late evening on November 2<sup>nd</sup>.

In a poll conducted among a representative sample of 2,000 US College students from October 29<sup>th</sup>, 2008 through November 2<sup>nd</sup>, 2008, the 40% of college students that voted early were more than twice as likely to have voted for Barack Obama (65%) versus John McCain (30%). Students that say that they will definitely or probably vote on Tuesday (53% of current US College Students who are registered to vote) exhibit a similar pattern, with 62% planning on voting for Barack Obama, 28% planning to vote for McCain and 11% still undecided with only hours left before election day.

The choice of running mate has damaged John McCain among college students, with 62% of registered college student voters saying that they are less likely to vote for McCain with Sarah Palin on the ticket and 21% saying that they are more likely to vote for McCain as a result of the GOP Vice Presidential candidate.

The opposite is the case for the Democratic ticket, with 31% saying that they are more likely to vote for Obama with Joe Biden on the ticket and only 16% saying that they are less likely to vote for Obama as a result of the Democratic Vice Presidential candidate.

### ***Methodology***

Two thousand online interviews were conducted between 12:30pm Eastern on Wednesday, October 29<sup>th</sup> and 11:30pm Eastern Sunday, November 2<sup>nd</sup>. Respondents are part of the SurveyU national panel of U.S. college students. Results were weighted to reflect the demographic composition of college students nationwide as defined by the National Center for Education Statistics.

### ***About SurveyU***

Telephone-based polls are ineffective at capturing the opinions of college students, with only 1 in 5 (20%) of college students having a landline telephone for pollsters to call. While 96% of college students have a cell phone, 78% of college students rely on their cell phone as their only telephone.

SurveyU is a survey research data collection organization that has established an online panel of college students within the United States. The SurveyU research panel has been meticulously constructed by obtaining admissions data from each academic institution, matching panel composition against the US college student population. Our bottom-up sampling methodology enables levels of accuracy on campus, state, regional and national levels that were previously impractical or impossible - online or offline.

-30-

**Data from this press release may be published with attribution as follows:**  
"According to a survey of U.S. college students conducted by SurveyU ([www.surveyu.com](http://www.surveyu.com)) ..."