2012
Blue Hen Poll
Public Release
The Blue Hen Poll

- Annual Scientific Survey
- Applied research, quantitative literacy, and communication skills
- “For Students, By Students”
- The Blue Hen Poll is a “Tool”
BLUE HEN POLL METHODOLOGY

Andrew Hellwege
Methodology

- Public opinion of full-time undergraduates at Newark campus

- Sample of 5,000 students
  - Census of racial minority students
  - Random sample of white and international students

- Weighted data to ensure representativeness of results
Methodology

- Web survey
  - Inexpensive and convenient

- Survey conducted between March 11 – April 9
  - Reminder emails sent out

- Response rate: 32%
  - Approximately double average response rate of surveys at UD
Students and Politics

- Political Engagement for Students
- What will students do?
- 2012 Presidential Election
Interest in Politics Among Students

Are Students interested in Politics?

Not very or Not at all Interested in Politics: 38%

Very or Somewhat Interested in Politics: 62%
Fall Plans in Politics

Percentage of students saying they will participate in these activities

- Intend to vote in 2012 Pres. Election: 92% (2008), 86% (2012)
- Wear button, hat, t-shirt, sticker?: 11% (2008), 29% (2012)
- Attend a political event: 17% (2008), 32% (2012)
- Attend a Political Group meeting: 24% (2008), 15% (2012)
Partisanship Among Students

2008

Dem. 53%
Rep. 22%
Ind. 20%
Other 5%

2012

Dem. 41%
Rep. 24%
Ind. 29%
Other 6%
Measuring Overall Political Participation

Percentage of students saying how much they will participate in the five questions we asked on political participation
Political Participation Index by Party ID

- Republican: -0.47
- Democrat: 0.07
- Independent: -0.97
- Other: -1.30

Average Level of Participation
Presidential Poll

Students First Choice in the 2012 Presidential Election

- Obama: 61%
- Romney: 10%
- Santorum: 2%
- Paul: 9%
- Gingrich: 1%
- Another: 1%
- No choice: 1%
- Unsure: 13%

Percent

www.udel.edu/bluehenpoll
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Dare to do research.
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