



**Junior  
Achievement®**



empowering young people to  
own their economic success

**Junior Achievement USA  
2012 Presidential Election Survey Results  
October 2012**

Interviewing: September 28 – October 12, 2012

Weighting: Weighted to September 2012 Current Population Statistics (CPS) by age, gender, race/ethnicity, region (4-way), household income, number of teenagers aged 14 through 17 in the household, household Internet access, and MSA status. See Field Report for full details.

Margin of Error: +/- 3.6% at the 95% confidence level

**[MP, SELECT UP TO 3 RESPONSES, RECORD ORDER IN WHICH WAS CHOSEN 1ST, 2ND, 3RD]**

Q1. If you could vote in this election, what issues would you be concerned with? (Please enter your top three choices as 1, 2, 3)

1. Jobs

Selected as First Choice.....	21.5%
Selected as Second Choice.....	29.1%
Selected as Third Choice.....	22.2%
<b>Selected in Total.....</b>	<b>72.8%</b>

2. Economy

Selected as First Choice.....	31.1%
Selected as Second Choice.....	25.3%
Selected as Third Choice.....	15.5%
<b>Selected in Total.....</b>	<b>71.9%</b>

3. Education (cost of college, student loans, quality of education, availability of scholarships)

Selected as First Choice.....	29.7%
Selected as Second Choice.....	16.0%
Selected as Third Choice.....	18.6%
<b>Selected in Total.....</b>	<b>64.4%</b>

4. Environment

Selected as First Choice.....	4.0%
Selected as Second Choice.....	5.5%
Selected as Third Choice.....	9.0%
<b>Selected in Total.....</b>	<b>18.6%</b>

5. Health care  
 Selected as First Choice.....4.7%  
 Selected as Second Choice.....11.3%  
 Selected as Third Choice.....16.0%  
**Selected in Total.....32.0%**

6. Foreign policy  
 Selected as First Choice.....1.2%  
 Selected as Second Choice.....3.0%  
 Selected as Third Choice.....5.6%  
**Selected in Total.....9.8%**

7. Gun control  
 Selected as First Choice.....2.1%  
 Selected as Second Choice.....3.4%  
 Selected as Third Choice.....5.8%  
**Selected in Total.....11.3%**

**[SP]**

Q2. Do you think the presidential candidates are listening to the needs of the people or are they more concerned with politics and winning?

Yes, they are listening to the needs of the people and trying to help meet those needs .....17.6%  
 No, they are more concerned with politics and winning the election .....56.6%  
 Don't know .....24.8%

**[SP]**

Q3. Do you think the candidates are talking enough about helping small business owners and entrepreneurs to be successful?

Yes .....17.1%  
 No .....42.1%  
 Don't know .....39.9%

**[SP]**

Q4. Are you worried about finding a job after you complete your education?

Yes .....65.9%  
 No .....20.6%  
 Don't know .....12.6%

**[IF Q3=1]**

**[SP]**

Q5. Do you think the candidates are coming up with good enough plans to help students find a job after they complete their education?

Yes .....	23.9%
No .....	48.3%
Don't know .....	26.8%

*NOTE: Due to an error in the survey programming specifications, Q5 was only answered by 75 respondents.*

**[SP]**

Q6. If you could vote in the upcoming election, who would you vote for?

Democratic Candidate (Obama/Biden).....	38.2%
Republican Candidate (Romney/Ryan) .....	36.9%
Independent Candidate.....	6.3%
Other.....	3.7%
Would not vote.....	13.9%

## *Demographics*

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### Age

14 years old .....	24.6%
15 years old .....	24.0%
16 years old .....	25.6%
17 years old .....	25.9%

### Gender

Male .....	51.2%
Female .....	48.8%

### Race/Ethnicity

White, Non-Hispanic .....	56.2%
Black, Non-Hispanic .....	13.8%
Other, Non-Hispanic .....	5.4%
Hispanic .....	21.5%
Two or more races, Non-Hispanic .....	3.1%

### Household Income

Less than \$5,000 .....	3.2%
\$5,000 to \$7,499 .....	0.7%
\$7,500 to \$9,999 .....	1.9%
\$10,000 to \$12,499 .....	2.6%
\$12,500 to \$14,999 .....	1.3%
\$15,000 to \$19,999 .....	3.6%
\$20,000 to \$24,999 .....	4.2%
\$25,000 to \$29,999 .....	3.0%
\$30,000 to \$34,999 .....	4.8%
\$35,000 to \$39,999 .....	6.4%
\$40,000 to \$49,999 .....	7.7%
\$50,000 to \$59,999 .....	7.4%
\$60,000 to \$74,999 .....	11.0%
\$75,000 to \$84,999 .....	9.0%
\$85,000 to \$99,999 .....	7.9%
\$100,000 to \$124,999 .....	11.6%
\$125,000 to \$149,999 .....	6.8%
\$150,000 to \$174,999 .....	2.6%
\$175,000 or more .....	4.5%

### MSA Status

Non-Metro .....	15.4%
Metro .....	84.6%

Region – 4-Way

Northeast .....	17.0%
Midwest.....	21.9%
South .....	37.1%
West .....	24.1%

Region – 9-Way

New England .....	6.0%
Mid-Atlantic .....	10.9%
East-North Central .....	13.5%
West-North Central .....	8.4%
South Atlantic.....	19.5%
East-South Central.....	6.4%
West-South Central.....	11.2%
Mountain .....	7.8%
Pacific .....	16.2%