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## **EXCLUSIVE RESEARCH: Index Ranks Potential Youth Impact in 2016 Presidential and Congressional Contests**

*Identifies states and districts where young voters have the highest potential influence in 2016; Iowa, New Hampshire, Pennsylvania, Ohio, and Colorado top the list in presidential contest*

Medford/Somerville, MA –**Where will the youth vote matter most in 2016?** A new index ranks the states and districts where young people could have a major influence on the outcome of the 2016 presidential election, as well as on key Senate and House races. The [Youth Electoral Significance Index](#) was developed by the [Center for Information and Research on Civic Learning & Engagement \(CIRCLE\)](#) – the preeminent, non-partisan research center on youth engagement at Tufts University’s Jonathan M. Tisch College of Citizenship and Public Service.

Analyzing a range of data – including, population characteristics, turnout in previous elections, predicted electoral competitiveness, and relevant state election laws – the index highlights the states and districts where young people are poised to have a disproportionately high impact in 2016. The [index](#) generates top-ten rankings for 2016 congressional races and states in the presidential contest and offers detailed analysis.

**“Young people have the potential to shape elections,”** said Kei Kawashima-Ginsberg, Director of CIRCLE. **“These rankings help us understand where their impact could be most meaningful in 2016. We hope this tool encourages campaigns, media outlets, and advocates to reach out to young people in these states and districts – and across the country – and actively engage them in conversations about issues that matter to them.”**

### **Top-line findings:**

- Iowa, New Hampshire, Pennsylvania, Ohio, and Colorado top the list of states with the highest potential youth impact in the presidential race.
- Most of the states in our top-10 rankings are currently considered toss-ups,

meaning young people could very well help to decide the next President of the United States and shape the results in key Congressional races.

- New Hampshire will figure prominently with young people in 2016. It is ranked first in the Senate index and a very close second (a virtual tie) in the Presidential ranking. Four factors contribute to the potential influence of young voters there: same-day registration (which is known to raise turnout), regularly high youth turnout, a high percentage of youth with college experience, and a low poverty rate.
- Iowa is home to three of the top five House districts that could see significant youth impact in 2016. This is due to a number of factors, including the number of colleges and universities, a higher than average youth population, and historically high turnout.
- Changes in state election laws may make a difference in 2016 and may require renewed outreach to young people. For example, in 2008, North Carolina's high youth turnout helped President Obama win that state. However, several laws have been introduced since, possibly making it difficult for young people to register and vote in 2016. Increased efforts for outreach and education will be necessary for youth votes to have a large impact there.

Throughout this election season, [CIRCLE's 2016 Election Center](#) will offer new data products and, including detailed youth voting analyses the morning after each caucus and primary. You can view trend data on youth turnout via [CIRCLE's interactive maps](#).

**CIRCLE youth vote experts also are available for interviews and/or analysis. Media outlets should contact: Kristofer Eisenla at [kristofer@lunaeisenlamedia.com](mailto:kristofer@lunaeisenlamedia.com) or 202-670-5747**

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*CIRCLE ([www.civicyouth.org](http://www.civicyouth.org)) is a nonpartisan, independent, academic research center that studies young people in politics and presents detailed data on young voters in all 50 states. CIRCLE is part of the Jonathan M. Tisch College of Citizenship and Public Service at Tufts University.*

*The Jonathan M. Tisch College of Citizenship and Public Service (<http://activecitizen.tufts.edu/>) is a national leader whose model and research are setting the standard for higher education's role in civic engagement education. Serving every school of Tufts University, Tisch College creates an enduring culture that prepares students to be lifelong active citizens.*

*Tufts University (<http://www.tufts.edu/>), located on three Massachusetts campuses in Boston, Medford/Somerville and Grafton, and in Talloires, France, is recognized as one of the premier research universities in the United States. Tufts enjoys a global reputation for academic excellence and for the preparation of students as leaders in a wide range of professions. A growing number of innovative teaching and research initiatives span all Tufts campuses, and collaboration among the faculty and students in the undergraduate, graduate, and professional programs across the university's schools is widely encouraged.*