

# Education

## CollegeClickTV.com 'Polling The Smarties'

### Unscientific Midnight Exit Polling Conducted At Ivy League Libraries

NEW YORK (survey conducted Oct. 21) – With 14 days left until what is shaping up to be the biggest election turnout in history, Obama shouldn't get his bags ready for the White House just yet. Not if the "youth vote," who can easily swing this presidential election and is excited to shape the decision, comes out to vote in masses.

According to an exit poll conducted by CollegeClickTV.com — an online website geared toward helping high school juniors and seniors make informed college decisions through unscripted peer-to-peer review video content on the college experience — the trend at the eight Ivy League colleges is the same. They live in "blue" states ... but they intend to vote "red" ... although majority does predict a Democratic victory.

Some of the highest-ranked academic institutions of the country may all be located in "blue" states, but the students and potential swing voters aren't so easily influenced by their neighbors, with 56 percent saying they intend to cast their vote for McCain.

While Harvard, University of Pennsylvania, and Cornell exit polls showed greater support for Obama, Brown University, Columbia, Dartmouth, Yale, and Princeton did not. Although the numbers were very close, no matter which candidate the "generation only accessible by cell phone" was voting for, ironically 55 percent predict Obama will still be elected as the next president.

"Even though there are obviously so many unknown factors that make accurate

presidential campaign polling a challenge, we thought it would be particularly interesting to go to what many consider the elite academic institutions of the country and find out what they think," said CollegeClickTV.com partner Eric Yaverbaum. "As a parent who has looked at just under 1,000 hours of some very insightful video footage that Videople LLC has shot over the last year to capture the entire college experience for the website, and also one who just so happens to be looking with my high school daughter ... it's been enlightening, to say the least!"

And when it comes to the IVY midnight mentality on the top three issues that are most important to them, even with talk about the financial crisis making daily headlines, the economy (21 percent) fell short to their number one issue ... the war (23 percent). Issues on the environment rounded out third at 17 percent.

CollegeClickTV.com founding partner Glenn Pere said, "We've spent the last year filming video of every aspect of college life from academic programs and sports programs to social life. We've already got over 200 of those schools up on our site today with another 200 to go up in the next six months.

While 72 percent of the students polled at least knew what the Bush Doctrine was, compared to our Republican vice presidential nominee, Alaska Gov. Sarah Palin, it did not seem to play a big role in which candidate they were intending to vote for — although 46 percent do not agree with it."

Pere adds, "The students answering our poll were burning the midnight oil to get even smarter! These are the country's intellectuals. What a great way to determine the presidential results based on the real "electoral colleges."

For more information on CollegeClickTV.com, visit: [www.collegeclicktv.com](http://www.collegeclicktv.com).

#### About Videople and CollegeClickTV.com

Videople LLC is a media development and holding company specializing in robust web properties. Bringing together people via exclusive entertaining and informative video, Videople creates online communities for highly desired, targeted, demographic segments.

CollegeClickTV.com helps high school juniors and seniors make informed college decisions while keeping the stress levels low by providing entertainment and social networking features. Peer-to-peer video content features interviews with students, local merchants, faculty, and staff from more than 200 colleges and universities across the country, offering thoughts on all topics applicable to college life ([www.collegeclicktv.com](http://www.collegeclicktv.com)).

### Did You Know?

According to the CollegeClickTV.com unorthodox midnight library exit poll of 1800 students attending Ivy League schools:

- *Do the polls influence who we think will win?* While 56 percent of those surveyed said they were voting for McCain, just under 55 percent believe Obama will win.

- *The majority does know what is the Bush Doctrine (72 percent).* With the one exception of Columbia, every other Ivy League School polled does not support the Bush Doctrine. Overall, only 26 percent were in favor of it and 28 percent did not know what it was.

- *It's the war, stupid.* The war (22.625 percent) was cited as the top issue of concern, slightly beating the economy (21 percent). These were followed by environment (17.125 percent), foreign policy (14.875 percent), healthcare (8.625 percent), terrorism (8.5 percent), and last on their list was taxes (7.25 percent).

- *Not even voting.* Five percent of those polled at the University of Pennsylvania are not voting and proud of it. This was followed by Dartmouth and Yale (both at 4 percent), Harvard (3 percent) and Princeton (2 percent), with Brown Uni-

versity, Columbia and Cornell trailing the pack (all at 1 percent).

- *Very few "non-decided" voters here — they are smart.* Both Princeton and Yale had no undecided voters. While Brown University, Columbia, Cornell and Dartmouth had only 11 percent and Harvard with 7 percent, it does seem like they have made up their minds.

- *What does Brown University know?* Or do the polls influence the outcome? Clearly Brown University students felt Obama was going to win (65 percent) which is a pretty strong opinion for a group who said they were voting for McCain (56 percent).

For more information on CollegeClickTV.com, visit: [www.collegeclicktv.com](http://www.collegeclicktv.com). Complete set of survey results by school available upon request.

Methodology of the CollegeClickTV.com unscientific and perhaps sleep-deprived midnight library exit poll: 200 students at each of the Ivy League Schools were polled as they left their school library after midnight. Those who agreed to answer were given four closed-ended questions. A total of 1600 students participated. The polling lasted three nights.