

ROCK THE VOTE
A Survey of 518 Adults Age 18-29 Nationwide¹
with an oversample of 75 Latino/as and 75 African Americans
February 2008

	TOTAL (n=518)	AFRICAN AMERICAN (n=73)²	LATINO (n=92)
GENDER OF RESPONDENT			
Men	49	44	51
Women	51	56	49
PHONE USAGE			
Cell phone only	24	13	17
Landline only	15	17	19
Both	60	70	63
(Not ascertained)	1	0	1

1. In what month and year were you born?

TERMINATE IF BORN BEFORE NOVEMBER 1978 OR AFTER NOVEMBER 1990

17 - 19	19	23	15
20 - 22	22	18	29
23 - 25	26	25	32
26 - 29	33	33	24

[CELL PHONE ONLY]

2. First, to confirm, have I reached you on your cell phone?

Yes	100	100	100
No	TERMINATE		
(don't know)	TERMINATE		
(refused)	TERMINATE		

3. For your safety, are you currently driving?

Yes	SCHEDULE CALLBACK		
No	100	100	100
(don't know)	TERMINATE		
(refused)	TERMINATE		

4. In addition to a cell phone, do you also have regular landline telephone service in your home?

Yes	27	23	11
No	73	77	89
(don't know)	0	0	0
(refused)	0	0	0

¹ Of the 518 interviews in the base sample, 170 respondents were reached on their cell phones and 348 were reached on a landline phone.

² We interviewed a total of 154 Latinos and 144 African Americans. The smaller sample sizes here are a result of down-weighting these interviews to their actual percentage of the population of 17-29 year olds.

	TOTAL (n=518)	AFRICAN AMERICAN (n=73)	LATINO (n=92)
5. [IF YES IN Q4, ASK:] Do you use that landline telephone to make and receive calls, or is it only used for other purposes such as connecting to the Internet, connecting to a fax machine, or for business purposes?			
Use to make and receive calls	66	38	42
Only used for fax, etc.	33	62	29
(don't know).....	0	0	0
(refused).....	0	0	0

RESUME ASKING ALL:

6. Generally speaking, do you think things in the country are going in the right direction, or do you think things are pretty seriously off on the wrong track?
[IF ANSWER:] Do you feel that way strongly or not strongly?

Strongly - Right direction.....	11	7	9
Not strongly - Right direction.....	14	7	15
Not strongly - Wrong track	20	21	17
Strongly - Wrong track	48	57	48
(don't know).....	7	8	11
Right direction	25	14	24
Wrong track.....	68	78	65

7. I am going to read you a list of concerns that some people have. Please tell me which one of these you would most like the next President to do something about?

READ AND RANDOMIZE:

_jobs and the economy.....	17	27	11
_education and the cost of college*	10	14	9
_the federal budget deficit.....	5	3	6
_Social Security and retirement.....	2	0	5
_moral values.....	3	1	4
_health care and prescription drugs.....	11	10	9
_gas prices.....	6	8	7
_taxes.....	3	5	2
_immigration.....	8	4	14
_Iraq	12	15	10
_gay rights.....	2	2	3
_terrorism and homeland security.....	5	1	3
_government corruption and reform.....	6	0	4
_the environment and global warming.....	7	5	11
(don't know/other)	2	4	3

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Now I'd like to ask you about some public figures and organizations. For each one, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression of that person.

If you haven't heard of the person {6}, or if you don't know enough about that person to have an impression {5}, just say so and we will move on.

[READ NAME] Do you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression of [NAME]?

RANDOMIZE

8. _John McCain			
Very favorable	10	3	9
Somewhat favorable	34	22	31
Somewhat unfavorable	18	18	15
Very unfavorable	15	20	20
No opinion	18	22	15
Never heard	6	15	11
 Favorable	 44	 25	 39
Unfavorable	33	38	35
 9. _Hillary Clinton			
Very favorable	17	21	22
Somewhat favorable	34	59	34
Somewhat unfavorable	18	7	18
Very unfavorable	25	6	18
No opinion	6	7	7
Never heard	0	0	1
 Favorable	 51	 80	 56
Unfavorable	43	13	36
 10. _Barack Obama			
Very favorable	38	67	40
Somewhat favorable	31	20	31
Somewhat unfavorable	9	4	9
Very unfavorable	11	4	9
No opinion	9	4	7
Never heard	2	0	5
 Favorable	 69	 87	 71
Unfavorable	20	8	18

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11. _ The United States Congress			
Very favorable	9	9	14
Somewhat favorable	38	44	43
Somewhat unfavorable	21	17	17
Very unfavorable	10	9	6
No opinion	21	21	17
Never heard	1	0	3
Favorable	46	53	57
Unfavorable	31	26	23
12. Often, things come up and people are not able to vote. Would state or local records show that you are currently registered to vote, or like many others are you not registered to vote at this time?			
Yes, registered	78	80	73
No, not registered	21	18	26
(ineligible)	1	1	1
(don't know)	1	1	0

ASK ONLY IF NOT REGISTERED TO VOTE IN Q12

13. What is the likelihood that you will <u>register to vote</u> for the election in NOVEMBER for President, Congress, and other offices – are you extremely likely, very likely, somewhat likely, or like many other people, are you not very likely at all to register to vote?			
Extremely likely	34	47	28
Very likely	22	13	28
Somewhat likely	15	9	14
Not very likely at all	28	25	28
(don't know)	2	5	2
Likely	55	61	56
Not likely	43	34	42

RESUME ASKING ALL

14. What is the likelihood that you will <u>vote</u> in the NOVEMBER election for President, Congress, and other offices – are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?			
Extremely likely	62	63	50
Very likely	19	21	30
Somewhat likely	10	9	10
Not very likely at all	8	6	8
(don't know)	1	0	2
Likely	82	85	79
Not likely	18	15	19

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15. Thinking specifically about this year's election, how closely would you say you have followed the election– EXTREMELY closely, VERY closely, SOMEWHAT closely, a LITTLE closely, or NOT AT ALL closely?			
Extremely closely	17	18	16
Very closely	25	26	21
Somewhat closely	38	40	42
A little closely	15	13	17
Not At all closely.....	5	3	4
(don't know).....	0	0	0
Closely.....	80	79	84
Not closely.....	15	15	13

[ONLY IF Q15=1, 2, or 3]

16. Which of the following best describes why you PERSONALLY are following the election [extremely/very/somewhat] closely? You...

READ AND RANDOMIZE

_are excited about a particular candidate	8	13	12
_care a lot about a particular issue	8	10	10
_feel that this election is going to be very important.....	40	20	38
_want change.....	29	45	24
_will be voting for the first time in this election.....	8	8	9
(other).....	4	2	3
(don't know).....	3	3	4

FOLLOW UP WITH 40 RESPONDENTS [IF Q16=1-4]

17. Tell me more about that. Why exactly do [read answer from above]? **PROBE FOR FULL, DETAILED ANSWER**

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RESUME ASKING ALL

Please tell me whether you agree or disagree with each of the following statements. [If agree/disagree: Is that Strongly/Not so strongly?]

[RANDOMIZE]

18.	_SSA: As a group, young people have the power to change things in this country.		
	Strongly agree.....72	74	75
	Not strongly agree17	17	11
	Not strongly disagree6	5	7
	Strongly disagree5	4	6
	(don't know).....0	0	1
	Agree.....88	91	87
	Disagree11	9	13
19.	_SSB: I have the power to change things in this country		
	Strongly agree.....55	69	54
	Not strongly agree19	14	18
	Not strongly disagree11	9	10
	Strongly disagree11	7	11
	(don't know).....3	2	6
	Agree.....75	83	72
	Disagree22	15	21
20.	_SSA: This year my vote will count		
	Strongly agree.....60	66	67
	Not strongly agree18	18	14
	Not strongly disagree8	7	2
	Strongly disagree12	8	15
	(don't know).....2	1	3
	Agree.....78	84	81
	Disagree20	15	16
21.	_SSB: This year, I feel young people are making more of a difference than usual		
	Strongly agree.....50	58	51
	Not strongly agree25	22	19
	Not strongly disagree10	4	10
	Strongly disagree11	13	15
	(don't know).....4	3	5
	Agree.....75	80	71
	Disagree21	17	25

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SPLIT SAMPLE A

22. And, if the election for President were held today, and the candidates were (**ROTATE**)
 _Republican John McCain and _Democrat Hillary Clinton, for whom would you vote, or are you
 undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not strongly?

[IF UNDECIDED:] Well, toward whom do you lean?

McCain- strong.....	25	5	18
McCain - not strong.....	7	0	3
undecided – lean McCain	3	2	7
Clinton - strong.....	35	50	35
Clinton - not strong.....	6	15	8
undecided - lean Clinton	5	7	9
Undecided-no lean.....	11	8	18
(don't know, refused).....	7	12	2
McCain	35	8	28
Clinton	47	72	52

SPLIT SAMPLE B

23. And, if the election for President were held today, and the candidates were (**ROTATE**)
 _Republican John McCain and _Democrat Barack Obama, for whom would you vote, or are you
 undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not strongly?

[IF UNDECIDED:] Well, toward whom do you lean?

McCain- strong.....	16	2	9
McCain - not strong.....	8	2	6
undecided – lean McCain	4	0	5
Obama - strong	43	71	52
Obama - not strong	7	6	4
undecided - lean Obama.....	7	6	5
Undecided-no lean.....	11	9	11
(don't know, refused).....	4	4	7
McCain	27	4	21
Obama.....	57	83	61

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[IF NOT UNDECIDED OR REFUSED in Q22/23]

24. How excited are you about voting for [McCain/Clinton/Obama] in the fall? Would you say you are very excited, somewhat excited, not very excited or not at all excited?

McCAIN SUPPORTERS

Very excited	12	30	13
Somewhat excited	39	0	34
Not very excited	28	56	29
Not at all excited.....	17	14	22
(Don't know/Refused).....	4	0	1
 Excited.....	 51	 30	 48
Not excited	45	70	51

OBAMA SUPPORTERS

Very excited	50	63	49
Somewhat excited	37	29	35
Not very excited	7	2	5
Not at all excited.....	5	3	10
(Don't know/Refused).....	1	2	1
 Excited.....	 86	 93	 84
Not excited	13	5	15

CLINTON SUPPORTERS

Very excited	29	23	22
Somewhat excited	41	52	46
Not very excited	16	7	17
Not at all excited.....	13	17	15
(Don't know/Refused).....	2	2	0
 Excited.....	 69	 75	 68
Not excited	29	24	32

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25. If the election for the U.S. House of Representatives were held today, would you vote for [ROTATE:]			
_the Republican candidate, OR _the Democratic candidate,			
or someone else?			
Republican	27	12	20
Democrat.....	52	76	59
Someone else	7	5	7
(won't vote on that race)	1	0	3
(don't know/refused)	13	7	11

26. Thinking about your own situation, what current <u>economic</u> issue is most important in determining your vote for president? READ AND ROTATE			
_Losing your job.....	4	5	3
_Rising health care costs	16	9	15
_Higher taxes	9	4	5
_A secure retirement.....	4	5	5
_Expenses like child care or college tuition	10	13	11
_Every day expenses.....	9	12	11
_The rising cost of gasoline	8	8	9
_Affording a mortgage.....	4	6	3
_Lack of jobs that pay a wage that allows you to support a family	20	25	23
_The decline of the stock market	3	3	4
_credit card or student loan debt	8	5	7
(other).....	1	2	1
(don't know).....	2	3	4

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27. Which comes closest to your view about what the U.S. should do now about the number of U.S. troops in Iraq – the U.S. should send more troops to Iraq, the U.S. should keep the number of troops as it is now, the U.S. should withdraw some troops from Iraq, or the U.S. should withdraw all of its troops from Iraq?			
_ Send more troops to Iraq	6	2	9
_ Keep the number of troops as it is now.....	20	10	15
_ Withdraw some troops	33	23	26
_ Withdraw all troops.....	36	61	45
(don't know).....	4	4	5
28. Now thinking specifically about healthcare, do you think it is the responsibility of the federal government to make sure all Americans have healthcare coverage, or is that not the responsibility of the federal government?			
Is the responsibility of the federal government	68	84	76
Is NOT the responsibility of the federal government.....	27	11	23
(don't know).....	5	5	1

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[SPLIT SAMPLE C] [SSD SKIP TO Q39]

Now, I am going to read you a different list of words and phrases which people use to describe political figures. Regardless of the candidate you currently support, please tell me which candidate you feel each phrase describes better-- John McCain or Hillary Clinton.

Here's the first one:

[READ ITEM] Is that a better description of John McCain or Hillary Clinton?

[FOLLOW –UP:] Is that MUCH better or just SOMEWHAT better?

RANDOMIZE

29. _Shares your values

McCain much better	12	5	19
McCain somewhat better	17	4	9
Clinton somewhat better	21	28	15
Clinton much better	25	41	26
(Both).....	2	0	3
(Neither)	14	15	15
(don't know).....	10	8	13
McCain better	28	9	29
Clinton better	46	68	41

30. _Honest and trustworthy

McCain much better	19	7	20
McCain somewhat better	16	13	11
Clinton somewhat better	17	27	15
Clinton much better	16	28	25
(Both).....	4	4	1
(Neither)	17	13	16
(don't know).....	11	8	12
McCain better	35	20	31
Clinton better	33	54	40

31. _Stands up for what they believe

McCain much better	16	7	15
McCain somewhat better	13	7	7
Clinton somewhat better	19	26	15
Clinton much better	22	35	33
(Both).....	16	9	12
(Neither)	7	13	8
(don't know).....	6	4	11
McCain better	29	14	22
Clinton better	41	61	48

	TOTAL (n=518)	AFRICAN AMERICAN (n=73)	LATINO (n=92)
32. _Has the right experience			
McCain much better	16	9	22
McCain somewhat better	18	8	13
Clinton somewhat better	17	23	15
Clinton much better	25	42	31
(Both).....	10	3	8
(Neither)	7	12	2
(don't know).....	8	2	9
 McCain better.....	 33	 17	 35
Clinton better.....	42	66	46
 33. _Is strong enough to be President			
McCain much better	20	14	24
McCain somewhat better	16	7	10
Clinton somewhat better	17	30	19
Clinton much better	20	29	26
(Both).....	15	7	8
(Neither)	6	7	8
(don't know).....	6	5	5
 McCain better.....	 36	 21	 34
Clinton better.....	37	59	46
 34. _Understands the problems of people your age			
McCain much better	5	4	8
McCain somewhat better	13	7	6
Clinton somewhat better	25	37	31
Clinton much better	25	25	24
(Both).....	3	1	3
(Neither)	18	18	17
(don't know).....	11	9	11
 McCain better.....	 18	 11	 14
Clinton better.....	50	62	55
 35. _Will bring change			
McCain much better	8	2	12
McCain somewhat better	8	4	6
Clinton somewhat better	23	29	17
Clinton much better	36	44	38
(Both).....	7	2	9
(Neither)	13	13	15
(don't know).....	5	5	3
 McCain better.....	 16	 6	 17
Clinton better.....	59	73	55

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36. _Will bring people together			
McCain much better	11	1	12
McCain somewhat better	18	6	4
Clinton somewhat better	21	23	20
Clinton much better	22	47	35
(Both).....	6	2	4
(Neither)	14	13	15
(don't know).....	9	8	10
McCain better.....	28	7	17
Clinton better.....	43	70	55
37. _Will get things done			
McCain much better	12	5	16
McCain somewhat better	19	7	8
Clinton somewhat better	20	32	16
Clinton much better	23	36	35
(Both).....	11	4	8
(Neither)	8	9	9
(don't know).....	7	6	7
McCain better.....	31	12	24
Clinton better.....	44	68	51
38. _Is a typical politician			
McCain much better	19	26	25
McCain somewhat better	13	13	15
Clinton somewhat better	19	26	17
Clinton much better	21	13	19
(Both).....	16	12	12
(Neither)	4	3	2
(don't know).....	8	6	10
McCain better.....	32	39	40
Clinton better.....	39	39	36

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[SPLIT SAMPLE D] [SSC SKIP TO Q49]

Now, I am going to read you a different list of words and phrases which people use to describe political figures. Regardless of the candidate you currently support, please tell me which candidate you feel each phrase describes better-- John McCain or Barack Obama.

Here's the first one:

[READ ITEM] Is that a better description of John McCain or Barack Obama?

[FOLLOW –UP:] Is that MUCH better or just SOMEWHAT better?

RANDOMIZE

39. _Shares your values

McCain much better	11	0	8
McCain somewhat better	16	8	16
Obama somewhat better	39	66	51
Obama much better	14	15	11
(Both).....	2	3	5
(Neither)	8	3	7
(don't know).....	9	4	3
 McCain better	27	8	23
Obama better	53	82	62

40. _Honest and trustworthy

McCain much better	13	2	12
McCain somewhat better	13	5	10
Obama somewhat better	32	54	41
Obama much better	12	19	10
(Both).....	10	2	12
(Neither)	8	8	10
(don't know).....	11	10	4
 McCain better	26	7	22
Obama better	44	73	51

41. _Stands up for what they believe

McCain much better	12	1	7
McCain somewhat better	10	2	8
Obama somewhat better	35	65	51
Obama much better	16	13	12
(Both).....	16	11	15
(Neither)	4	3	3
(don't know).....	6	5	4
 McCain better	23	4	16
Obama better	51	78	62

	TOTAL (n=518)	AFRICAN AMERICAN (n=73)	LATINO (n=92)
42. _Has the right experience			
McCain much better	28	10	28
McCain somewhat better	20	16	22
Obama somewhat better	14	28	23
Obama much better	14	26	9
(Both).....	6	2	7
(Neither)	4	4	3
(don't know).....	14	13	8
 McCain better	 48	 26	 50
Obama better	28	55	32
 43. _Is strong enough to be President			
McCain much better	17	3	11
McCain somewhat better	11	4	7
Obama somewhat better	31	63	38
Obama much better	14	16	22
(Both).....	14	6	17
(Neither)	5	2	1
(don't know).....	8	5	4
 McCain better	 28	 8	 18
Obama better	45	79	61
 44. _Understands the problems of people your age			
McCain much better	7	1	7
McCain somewhat better	5	1	2
Obama somewhat better	39	67	54
Obama much better	26	21	22
(Both).....	3	2	6
(Neither)	6	6	6
(don't know).....	14	2	4
 McCain better	 12	 2	 9
Obama better	65	88	75
 45. _Will bring change			
McCain much better	8	1	8
McCain somewhat better	7	0	3
Obama somewhat better	43	73	51
Obama much better	25	17	21
(Both).....	7	4	12
(Neither)	4	3	3
(don't know).....	6	2	2
 McCain better	 15	 1	 11
Obama better	68	90	72

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46. _Will bring people together			
McCain much better	8	2	7
McCain somewhat better	8	1	5
Obama somewhat better	44	77	51
Obama much better	20	11	22
(Both).....	4	4	8
(Neither)	7	3	4
(don't know).....	10	1	3
McCain better	15	3	12
Obama better	63	89	73
47. _Will get things done			
McCain much better	13	3	16
McCain somewhat better	13	2	4
Obama somewhat better	32	61	45
Obama much better	20	20	19
(Both).....	8	5	8
(Neither)	3	3	2
(don't know).....	10	6	6
McCain better	27	5	20
Obama better	52	81	64
48. _Is a typical politician			
McCain much better	29	34	39
McCain somewhat better	21	19	19
Obama somewhat better	11	11	11
Obama much better	11	10	8
(Both).....	11	9	8
(Neither)	5	3	6
(don't know).....	11	15	9
McCain better	51	52	58
Obama better	22	21	20

[END SSD; GO TO Q49]

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RESUME ASKING ALL:

Thank you. The few remaining questions are for classification purposes only.

49. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

[IF REPUBLICAN OR DEMOCRAT ASK:] Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)?

[IF INDEPENDENT ASK:] Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican	15	2	9
not so strong Republican	8	1	8
indep. leans Republican	5	3	4
Republicans	28	6	21
independent	16	15	19
Democrats.....	47	73	51
indep. leans Democrat	9	9	8
not so strong Democrat.....	15	21	16
strong Democrat.....	23	42	27
dk/na/other	9	6	10

50. What is the last year of schooling that you have completed?

[DO NOT READ]

1 - 11th grade.....	9	10	9
High school graduate	21	30	28
Non-college post H.S.(e.g. tech)	3	3	4
Some college	30	26	32
Associate's degree (2 year college).....	10	14	8
College graduate.....	21	15	17
Post-graduate school	6	2	2
(don't know)	1	0	0

51. Are you currently a student? **IF YES:** Do you go to school full-time or part-time?

Full-time student.....	27	23	31
Part-time student.....	9	14	5
Not a student.....	63	60	63
(don't know).....	1	2	1

52. Are you employed full-time ?

Yes	56	65	51
No.....	44	35	49
(don't know).....	0	0	0

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53. Are you married, unmarried living with partner, single, separated, divorced or widowed?			
Married	30	26	27
Unmarried living with partner	14	9	10
Single	52	60	58
Separated/divorced	3	3	3
Widowed	0	0	1
(Don't know/refused)	0	0	1
54. Do you think of yourself as a born again Christian or do you not think of yourself that way?			
Born-again Christian	36	61	34
not born-again	59	29	56
(don't know)	5	9	10
55. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? [IF "NO", ASK:] What is your race - white, black, Asian, or something else?			
White	64	0	0
Black / African American	14	100	0
Spanish speaking/Hispanic (Puerto Rican, Mexican, etc.)	18	0	100
Asian	1	0	0
Native American	0	0	0
(other)	1	0	0
(don't know/refused)	1	0	0
56. During election campaigns, people sometimes look for information or get involved in different ways. In which of the following ways have you come into contact with political candidates or groups in THIS election? Have you... [ACCEPT MULTIPLE RESPONSES]			
READ AND RANDOMIZE			
_attended a political event or rally	9	11	8
_volunteered with a political campaign or group	4	6	5
_signed a petition	8	3	12
_visited a campaign website	24	24	19
_watched an online video of a candidate	34	26	27
_spoken with friends about the election	60	47	55
_signed up on a candidate's email list	7	9	7
_forwarded or sent an email to a friend about a candidate	18	18	14
(other)	3	4	6
(none)	16	16	16

	TOTAL (n=518)	AFRICAN AMERICAN (n=73)	LATINO (n=92)
57. Many young people, especially students, move often and may not update their picture identification each time. Do you have government-issued PHOTO identification with your CURRENT ADDRESS?			
Yes	80	82	85
No.....	19	17	13
(don't know).....	1	0	2
58. Will this election be your first time voting?			
Yes, it's my first time voting	29	35	30
No, I have voted before.....	66	61	61
(I'm not going to vote in this election)	4	3	4
(don't know).....	1	0	4

LANDLINE SAMPLE ONLY

59. In addition to this landline phone, do you also have a cell phone that you use regularly?			
Yes	76	79	76
No.....	23	20	24
(don't know).....	1	1	1

REGION

New England.....	5	4	7
Middle Atlantic.....	13	13	17
East North Central.....	15	14	6
West North Central.....	7	3	4
South Atlantic.....	18	29	15
East South Central.....	6	14	2
West South Central.....	12	13	15
Mountain	7	2	6
Pacific.....	17	7	30