



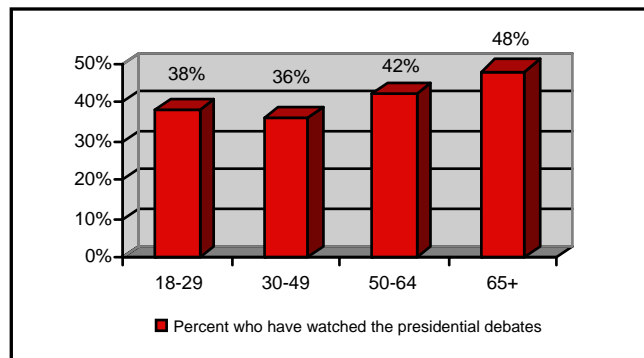
Polling Young Voters, Volume VI

The latest volume of Rock the Vote's *Polling Young Voters*¹ takes a look at young voters' level of interest in the 2008 elections, political party identification, and preferences for president and Congress in 2008. In addition, this volume looks both at the overall 18-29 year old cohort and at several demographic subgroups, broken down by gender, race and party identification. From recent RT Strategies, Democracy Corps, Fabrizio, McLaughlin & Associates, and Pew Research Center polls, this report delves into which 2008 candidates are currently winning support from the large and potentially powerful youth electorate.

Of course, four months out from the earliest primaries and 14 months from the general election, nothing is set in stone. All candidates have ample chance to court and mobilize young supporters as Election Days approach. Rock the Vote has a wealth of resources for campaigns and organizations planning to reach out to young voters in 2008. See www.rockthevote.com/research for our campaign toolkits, tipsheets, polling, demographic analyses and more.

Paying Attention to the 2008 Elections

Recent polling finds that a significant portion of young adults is paying attention to the quickly approaching 2008 elections. A survey from The Pew Research Center found that 38% of 18-29 year olds have watched candidate debates, about the same percentage as 30-49 year olds (36%) and 50-64 year olds (42%). Young adults were also very likely to report finding the debates useful: more than three-quarters (77%) of 18-29 year olds said the debates helped them learn about the presidential contenders, compared to 56% of those 65 years and older.



“77% of 18-29 year olds said the debates helped them learn about the presidential contenders.”

Pew Research Center

In addition, the Pew survey found that young adults welcomed the innovative YouTube/CNN debates. According to the Pew report, “Young people, particularly those under age 30, were more enthusiastic about the debate format than their older counterparts. They were more likely to give the debate positive marks for helping them learn about the candidates, addressing a wide range of topics and being interesting and entertaining.” More than three-quarters (77%) of young

adults said that they preferred a format with questions asked by members of the general public, compared to just 57% of those 65 and older.

¹ On August 7, 2007, Young Voter Strategies (YVS) integrated its programs with those of Rock the Vote. YVS's existing body of knowledge – including past volumes of *Polling Young Voters* – will be housed at Rock the Vote, where we'll continue to be the leading source for opinion polling, tactical research, and demographic analyses of young voters, and to produce toolkits for campaign, nonprofits, and young voters themselves. By combining the best components of YVS's research and outreach with Rock the Vote's long history of work to mobilize young adults, we'll create a powerhouse organization to fan the flames of recent young voter political participation.



Party Identification

Question: "Generally speaking, do you think of yourself as a Democrat, a Republican or what?"

18-29 Year Olds' Party ID <i>Democracy Corps Youth Poll, May/June 2007</i>	
Democrat	43%
Lean Democrat	13%
Total Democrat	56%
Independent	6%
Total Republican	36%
Lean Republican	8%
Republican	28%

Party ID by Age <i>Democracy Corps Battleground Poll, July 2007</i> <i>Likely Voters in "Swing" Districts</i>		
	18-29	All Ages
Democrat	45%	38%
Lean Democrat	15%	11%
Total Democrat	60%	49%
Independent	6%	7%
Total Republican	32%	44%
Lean Republican	8%	10%
Republican	24%	34%

Party ID by Age <i>Democracy Corps National Poll, July 2007</i> <i>Likely Voters Nationwide</i>		
	18-29	All Ages
Democrat	48%	40%
Lean Democrat	10%	9%
Total Democrat	58%	49%
Independent	6%	6%
Total Republican	36%	44%
Lean Republican	6%	8%
Republican	30%	36%

Party identification varies significantly within this age group's various demographic cohorts. Below are the breakdowns for several key demographic groups:

Cohort	18-29 Party ID <i>RT Strategies, Summer 2007</i>		18-29 Party ID <i>Democracy Corps Youth Poll, May/June 2007</i>	
	Democrat	Republican	Democrat	Republican
18-29 Men	38%	39%	53%	38%
18-29 Women	42%	34%	58%	33%
18-29 African American	73%	10%	84%	14%
18-29 Hispanic	53%	30%	64%	27%
18-29 White	32%	44%	47%	44%



2008 Vote Choice – Primary

Young Democrats

Question: *Asked of likely Democratic primary voters, ages 18-29: "I am going to read a list of people who might seek the Democratic nomination for President in 2008, and I will read the list twice. I would like you to tell me who would be your FIRST CHOICE for the nomination? And who would be your SECOND CHOICE?"*

18-29 Year Old Democrats' Primary Choices <i>RT Strategies, Summer 2007</i>		
	1 st Choice	1 st + 2 nd Choice
Barack Obama	33%	43%
Hillary Clinton	29%	48%
Al Gore	12%	39%
John Edwards	9%	24%
Bill Richardson	2%	4%
Mike Gravel	2%	4%
Dennis Kucinich	1%	3%
Joe Biden	-	2%
Chris Dodd	-	2%
Not sure	10%	19%

Demographics make a difference in whom young voters' prefer in the 2008 primary race:

18-29 Year Old Democrats' Primary Choices <i>RT Strategies, Summer 2007</i>				
	Women	Men	Non-White*	White
Barack Obama	14%	46%	36%	31%
Hillary Clinton	44%	19%	34%	26%
Al Gore	13%	11%	11%	13%
John Edwards	11%	8%	4%	13%
Bill Richardson	3%	1%	2%	2%
Mike Gravel	2%	2%	--	3%
Dennis Kucinich	--	2%	2%	1%
Joe Biden	--	--	--	--
Chris Dodd	--	--	--	--
Not sure	11%	9%	9%	10%

*Sample sizes for African-Americans or Hispanics not large enough for separate analysis.



Young Republicans

Question: *Asked of likely Republican primary voters.* "I am going to read a list of people who might seek the Republican nomination for President in 2008...I would like you to tell me who would be your FIRST CHOICE...your SECOND CHOICE?"

Question: *Asked of Republicans.* "If the Republican primary or caucus for President were held today in your state for whom would you vote if the candidates were..."

	1 st Choice	1 st + 2 nd Choice
Rudy Giuliani	28%	45%
John McCain	17%	31%
Fred Thompson	9%	12%
Mitt Romney	8%	14%
Newt Gingrich	4%	13%
Tommy Thompson	4%	9%
Mike Huckabee	2%	7%
Ron Paul	2%	3%
Duncan Hunter	1%	3%
Jim Gilmore	1%	2%
Chuck Hagel	-	-
Sam Brownback	-	3%
Tom Tancredo	-	1%
Not sure	22%	33%

	18-34	All Ages
Rudy Giuliani	38%	29%
John McCain	15%	16%
Fred Thompson	5%	14%
Mitt Romney	6%	9%
Newt Gingrich	4%	8%
Mike Huckabee	2%	2%
Not sure	23%	17%

Again, demographics make a difference in who young voters' prefer in the 2008 primary race:

	Women	Men	Non-White*	White
Rudy Giuliani	34%	25%	31%	25%
John McCain	9%	23%	24%	23%
Fred Thompson	4%	13%	13%	13%
Mitt Romney	9%	7%	--	7%
Newt Gingrich	7%	2%	--	2%
Tommy Thompson	7%	2%	6%	2%
Mike Huckabee	--	4%	--	4%
Ron Paul	--	3%	--	3%
Duncan Hunter	--	2%	--	2%
Jim Gilmore	2%	--	--	--
Chuck Hagel	--	--	--	--
Sam Brownback	--	--	--	--
Tom Tancredo	--	--	--	--
Not sure	29%	17%	11%	24%

*Sample sizes for African-Americans or Hispanics not large enough for separate analysis.



2008 Vote Choice – General Election

Presidential Race

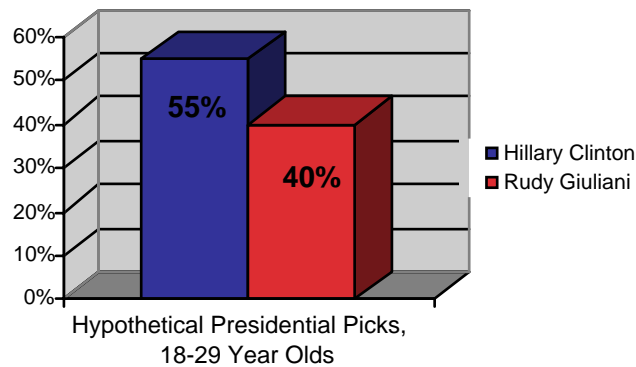
Question: "I know it is a long way off, but thinking about the election in 2008, if the election for president were held today, for whom would you vote – the Democratic candidate or the Republican candidate?"

Generic Presidential Ballot Choices by Age <i>Democracy Corps Battleground Poll, July 2007</i> <i>Likely Voters in "Swing" Districts</i>		
	18-29	All Ages
Democrat	61%	52%
Republican	29%	38%

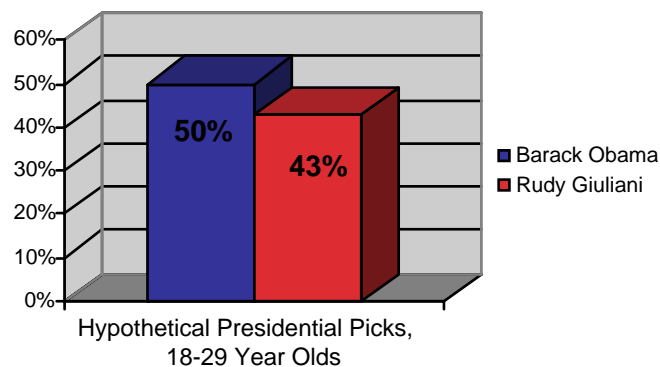
Generic Presidential Ballot Choices by Age <i>Democracy Corps National Poll, July 2007</i> <i>Likely Voters Nationwide</i>		
	18-29	All Ages
Democrat	61%	51%
Republican	34%	41%

In its May/June 2007 Youth Poll, Democracy Corps asked 18-29 year olds for whom they would be likely to vote in hypothetical general election match-up scenarios between Hillary Clinton, Barack Obama, and Rudy Giuliani.

Question: "If the election for president was held today and the candidates were – Democrat Hillary Clinton or Republican Rudy Giuliani, for whom would you vote?"



Question: "If the election for president was held today and the candidates were – Democrat Barack Obama or Republican Rudy Giuliani, for whom would you vote?"





Congressional Races

Question: "Thinking about the election for Congress in 2008, if the election for U.S. Congress were held today, would you be voting for The Democratic Candidate or The Republican Candidate?"

18-29 Year Olds' Generic Congressional Ballot Choices <i>Democracy Corps Youth Poll, May/June 2007</i>	
Democrat	57%
Republican	37%

Question: "Thinking about the election for Congress in 2008, if the election for U.S. Congress were held today, would you be voting for (Democratic incumbent/candidate) or (Republican incumbent/candidate)?" (for each district, the incumbent's name was inserted and a generic candidate was inserted for the opposition.)

Congressional Ballot Choices by Age <i>Democracy Corps Battleground Poll, July 2007</i> <i>Likely Voters in "Swing" Districts</i>		
	18-29	All Ages
Democrat	61%	52%
Republican	31%	41%

Congressional Ballot Choices by Age <i>Democracy Corps National Poll, July 2007</i> <i>Likely Voters Nationwide</i>		
	18-29	All Ages
Democrat	61%	52%
Republican	35%	42%

Sources

Democracy Corps Youth Poll: A multimodal survey of 1017 18-29 year olds conducted by Greenberg Quinlan Rosner Research May 29-June 19, 2007. Survey methods included landline phone calls, cell phone calls, and online survey.

Democracy Corps Battleground Poll: A telephone survey of 1,600 swing district likely voters conducted by Greenberg Quinlan Rosner Research June 25-31, 2007. Total 18-29 year old n=154.

Democracy Corps National Poll: A telephone survey of 1,000 likely voters nationwide, conducted by Greenberg Quinlan Rosner Research June 25-29, 2007. Total 18-29 year old n=112.

Fabrizio, McLaughlin & Associates National GOP Survey: A survey of 2,000 Republican voters nationwide, conducted by Fabrizio, McLaughlin and Associates in June 2007.

Pew Research Center for the People and the Press: A telephone survey of 1,503 adults, 18 years of age and older, conducted under the direction of Schulman, Ronca & Bucuvalas, Inc. from July 25-29, 2007.

RT Strategies: A compilation of 18-29 year olds' responses from surveys conducted from April – August 2007. Total 18-29 year old sample n=598; sample of young Democrats is 239 and sample of young Republicans is 223.

About Rock the Vote: Founded in 1990, Rock the Vote (RTV) is a nonprofit, nonpartisan organization that works to register to vote, educate, and engage young people. We empower young adults to organize and stand up for the values and issues we hold dear. And we fight to make sure that their voices are heard in Washington by politicians on both sides of the aisle, leading voters under 30 in the fight for our basic rights as citizens of this democracy, equal participation in the voting process, and equal representation by those we elect. www.rockthevote.com