

**NATIONWIDE<sup>1</sup>**  
**November 2003**  
**1000 sample; among 15-25 year olds nationwide**

Gender of respondent

Male..... 51  
Female..... 49

Hello. My name is \_\_\_\_\_. I'm calling for National Opinion Surveys. We are conducting a public opinion survey among nearly 1,000 Americans between the ages of 15-25 and I would like to ask you some questions. We are not selling anything, and I will not ask you for a contribution or donation.

1. Does someone live at this address who is between the ages of 15 and 25?

**YES:** Repeat introduction for respondent and continue.

**NOT HOME: Schedule call-back.**

**AWAY AT SCHOOL:** Ask for forwarding number: "We're doing a survey for a non-profit organization on attitudes of young adults. Would you be willing to provide the phone number of the young adult who lives here, so we can include him/her in the survey?"

**NO: TERMINATE**

**INTRODUCTION FOR 15-18 YEAR OLDS WHO LIVE AT HOME:** To Parent: We are conducting a poll for a non-profit organization. We will be asking the opinion of nearly 1,000 15 to 25 year olds nationwide. The responses are confidential. We would like to ask your child to answer a few questions about citizenship, politics, voting, and government. You are more than welcome to listen in to the poll as we go through it with your child if that will make you more comfortable.

2. In what month and year were you born?

Nov. 1986 - Oct. 1988: 15-17 year olds..... 26  
Nov. 1983 - Oct. 1985: 18-20 year olds..... 27  
Nov. 1980 - Oct. 1982: 21-22 year olds..... 17  
Before Nov. 1980: 23 -25 year olds ..... 30

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1 **Methodology:** Lake Snell Perry & Associates and The Tarrance Group designed and administered this survey, which was conducted by phone using professional interviewers. The survey reached 1,000 people between the ages of 15 and 25. The survey was conducted from November 17<sup>th</sup> through the 24<sup>th</sup>, 2003. The margin of error for the full sample is +/-3.1%.

3. What is the number one problem facing the country that you would like to see addressed? **(DO NOT READ RESPONSES, JUST RECORD)**

_ Crime and violence other than terrorism .....	8
_ Drug use .....	9
_ The quality of public schools.....	7
_ Having a clean environment .....	3
_ Balancing the federal budget.....	2
_ Having secure health care .....	5
_ Jobs and the economy.....	20
_ The cost of a college education.....	8
_ Preserving Social Security and Medicare .....	0
_ Paying too much in taxes .....	6
_ Terrorism and national security .....	3
_ War in Iraq .....	11
_ Personal freedoms (Patriot Act) .....	2
_ Abortion.....	2
_ (Other).....	11
(Don't know).....	4

4. Thinking about the problems you see in your community, how much difference do you believe YOU can personally make in working to solve problems you see – a great deal of difference, some difference, a little difference, almost no difference, or no difference at all?

A great deal of difference.....	8	<b>38</b>
Some difference .....	30	
A little difference .....	34	
Almost no difference .....	19	
No difference at all .....	8	<b>62</b>
(Don't know).....	0	

5. Have you ever worked together informally with someone or some group to solve problems in the community where you live?

**IF YES, FOLLOW-UP:** Was this in the last 12 months or not?

Yes, in last 12 months ..... 17  
 Yes, not in last 12 months ..... 13  
 No ..... 69  
 (Don't know) ..... 0

6. Have you ever spent time participating in any community service or volunteer activity, or haven't you had time to do this? By volunteer activity, I mean actually working in some way to help others for no pay. **IF YES, FOLLOW-UP:** Have you done this in the last 12 months?

Yes, in last 12 months ..... 26  
 Yes, not in last 12 months ..... 20  
 No ..... 53  
 (Don't know) ..... 0

**[ROTATE Q7 AND Q8]**

7. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

Most people can be trusted ..... 35  
 You can't be too careful ..... 60  
 (Neither) ..... 3  
 (Don't know/refused) ..... 2

8. How much do you trust the government to do what is right for the country – a lot, some, a little, or not at all?

A lot ..... 8      **50**  
 Some ..... 42  
 A little ..... 33  
 Not at all ..... 15      **48**  
 (Don't know) ..... 2

9. Now for something slightly different. Have you ever decided NOT to buy something from a certain company because you disagree with the social, environmental, worker, or political policies of the company that distributes the item?

Yes ..... 29  
 No ..... 70  
 (Don't know) ..... 1

10. Have you ever bought something from a certain company because you agreed with the social, environmental, worker or political policies of the company that distributes the item?

Yes ..... 28  
 No ..... 69  
 (Don't know) ..... 3

Now I want to talk to you about voting.

11. How important is voting to you personally – extremely important, very important, somewhat important, a little important, or not important at all? **[FOR 15-17 YEAR OLDS: Though you cannot vote right now, looking ahead to when you can, how important is voting to you personally—extremely important, very important, somewhat important, or not important at all?]**

Extremely important.....	16	<b>53</b>
Very important .....	37	
Somewhat important .....	27	
A little important.....	13	
Not important at all .....	6	<b>46</b>
(Don't know).....	1	

12. When you were growing up, how often did you talk about politics, government or current events with your parents – often, sometimes, not very often, or never?

Often .....	16	<b>59</b>
Sometimes.....	43	
Not very often.....	31	
Never.....	9	<b>40</b>
(Don't know).....	1	

#### ASK Q13 TO THOSE 18 AND OVER

13. Often things come up and people are not able to register 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 .....	70
No.....	26
(Ineligible).....	2
(Don't know).....	2

14. When you think about who you will vote for in an election, what is the most important thing in deciding who to vote for? **FOR 15-17 YEAR OLDS: when looking forward to when you will be able to vote, what do you think will be the most important thing in deciding who to vote for?**

Share the candidate's views/ agree with issue positions.....	15
Honesty .....	6
Ability to do the job/ someone who will follow through .....	5
Party/ideology .....	3
Trustworthiness .....	2
Health care .....	2
Gun control/right to bear arms.....	0
Military/war/national defense.....	3
Abortion.....	1
Economy/taxes/jobs .....	15
Crime.....	2
Welfare .....	0
Education .....	7
Leadership .....	3
Environmental issues .....	1
Past record/past history.....	1
If they are for the people .....	2
(Other) .....	5
(No/none/nothing) .....	0
(Refuse) .....	0
(Don't know) .....	25

**SPLIT SAMPLE C**

Now let me read you some issues other people your age have mentioned as something they care about. I would like you to rate each issue on a scale from 0 to 10, where zero means it is something you do not care about at all and 10 means it is something you care a great deal about and are passionate about. Remember you can use any number from zero to ten.

<b>[ROTATE]</b>	<b>Mean</b>	<b>10</b>	<b>8-9</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	<b>Don't know</b>
15. Safety from terrorism .....	<b>8.2</b>	43	31	13	5	8	0
16. Sexual-health issues like H-I-V and AIDS .....	<b>7.5</b>	29	25	26	9	11	0
17. Teen pregnancy .....	<b>6.9</b>	22	21	25	16	15	1
18. Gun violence.....	<b>7.6</b>	31	31	16	10	12	0
19. Discrimination and prejudice.....	<b>7.7</b>	33	27	23	9	8	0
20. Drug and alcohol use .....	<b>7.9</b>	37	27	18	7	10	0
21. The creation of good paying jobs .....	<b>9.2</b>	62	27	7	2	1	0
22. Access to affordable college and higher education .....	<b>8.9</b>	57	28	9	3	3	0
23. The environment .....	<b>7.3</b>	24	28	26	11	11	0
24. Access to affordable health care.....	<b>8.5</b>	45	31	14	5	4	0
25. Privacy issues for things like regulating the Internet or unsolicited email .....	<b>6.4</b>	18	20	24	13	24	1
26. Issues of morality.....	<b>7.5</b>	25	30	24	11	9	1
27. Tolerance for those who are different .....	<b>7.8</b>	30	32	22	9	7	1
28. Retirement security .....	<b>7.3</b>	21	33	23	12	11	1
29. Abortion.....	<b>6.8</b>	23	20	24	17	15	1
30. The growing federal deficit .....	<b>7.3</b>	24	29	25	9	11	2
31. The war in Iraq.....	<b>8.3</b>	44	31	14	6	6	0
32. Taxes .....	<b>7.8</b>	34	28	20	11	7	1
33. Gay and lesbian issues .....	<b>5.6</b>	11	16	24	19	29	1

**END SPLIT SAMPLE C**

**[SPLIT SAMPLE D]**

Now I am going to read you some issues other people your age have mentioned. For each one I would like you to rate how important it is to you in deciding how you might vote. Using a scale from 0 to 10, where zero means it is not at all important in deciding how you might vote and 10 means it is one of the most important issues in deciding how you might vote. Remember, you can use any number from zero to ten.

<b>[ROTATE]</b>	<b>Mean</b>	10	8-9	6-7	5	0-4	Don't know
34. Safety from terrorism .....	<b>8.0</b>	41	26	18	5	9	0
35. Sexual-health issues like H-I-V and AIDS .....	<b>7.3</b>	27	23	23	15	11	1
36. Teen pregnancy .....	<b>6.9</b>	20	23	28	15	13	1
37. Gun violence.....	<b>7.5</b>	31	23	22	11	12	0
38. Discrimination and prejudice.....	<b>7.8</b>	35	25	22	8	10	0
39. Drug and alcohol use .....	<b>7.6</b>	32	29	20	7	12	0
40. The creation of good paying jobs .....	<b>9.0</b>	57	29	9	3	1	0
41. Access to affordable college and higher education .....	<b>8.7</b>	52	29	11	4	4	0
42. The environment .....	<b>7.1</b>	21	27	25	14	13	0
43. Access to affordable health care.....	<b>8.2</b>	38	32	16	9	5	0
44. Privacy issues for things like regulating the Internet or unsolicited email .....	<b>6.1</b>	14	19	22	18	26	1
45. Issues of morality.....	<b>7.4</b>	24	30	23	14	8	1
46. Tolerance for those who are different .....	<b>7.5</b>	31	25	24	11	9	0
47. Retirement security .....	<b>6.9</b>	19	27	23	16	14	1
48. Abortion.....	<b>6.7</b>	18	26	22	16	17	1
49. The growing federal deficit .....	<b>7.2</b>	21	31	22	13	12	1
50. The war in Iraq.....	<b>8.2</b>	41	30	16	6	7	0
51. Taxes .....	<b>7.7</b>	31	26	25	11	8	0
52. Gay and lesbian issues .....	<b>5.5</b>	11	14	24	20	30	2

**END SPLIT SAMPLE D**

**[RESUME ASKING ALL]**

53. Of those issues I just mentioned, which is the MOST important of all to you personally?

**[DO NOT READ - TAKE VOLUNTEER RESPONSE, CODE BELOW]**

Safety from terrorism.....	7
Sexual-health issues like H-I-V and AIDS .....	1
Teen pregnancy.....	1
Gun violence.....	4
Discrimination and prejudice.....	5
Drug and alcohol use .....	7
The creation of good paying jobs.....	20
Access to affordable college and higher education.....	14
The environment.....	3
Access to affordable health care .....	6
Privacy issues for things like regulating the Internet or unsolicited email.....	0
Issues of morality.....	3
Tolerance for those who are different .....	1
Retirement security.....	1
Abortion .....	4
The growing federal deficit .....	1
The war in Iraq.....	10
Taxes.....	7
Gay and lesbian issues .....	1
( <b>All of them</b> ) but if you had to choose just one .....	0
( <b>None of them</b> ) but if you had to choose just one .....	0
(Don't know).....	1

**[IF SELECTED AN ISSUE IN Q.53]**

54. If a candidate or political organization contacted you asking for help in solving this issue, how likely would you be to volunteer – very likely, somewhat likely, not very likely, or not likely at all?

Very likely.....	15	<b>54</b>
Somewhat likely.....	38	
Not very likely.....	25	
Not likely at all.....	13	<b>38</b>
(Don't know).....	9	

**[RESUME ASKING ALL]**

Here are some ways candidates and political organizations might be in contact with people like you. For each one, please tell me whether you would be more or less likely to pay attention to that candidate or organization if they communicated with you in this way. If receiving communication in this way is something that would turn you off to the candidate or organization please say so and we will move on.

**[PROBE:** Would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to pay attention if they communicated with you in this way?]

	Mch More likely	Smwht more likely	Smwht less likely	Mch less likely	Turn off	(don't know)	More likely	Less likely
<b>[ROTATE]</b>								
55. Sending weekly text message campaign updates to your cell phone or other handheld device.....	3	19	16	18	34	9	<b>23</b>	<b>34</b>
56. Having a weblog geared toward people like you with messages about issues that interest you .....	12	37	14	10	16	10	<b>50</b>	<b>24</b>
57. Sponsoring an online chat room where you can go to ask questions of candidates or organization staff .....	19	41	12	8	12	8	<b>60</b>	<b>20</b>
58. Sending email on issues that are important to you.....	17	38	12	10	16	8	<b>54</b>	<b>22</b>
59. Sponsoring campaign events in your area organized by Meetup.org .....	15	32	15	10	14	15	<b>47</b>	<b>24</b>
60. Sending emails urging you to turn out to vote on Election Day .....	11	30	14	14	22	9	<b>41</b>	<b>28</b>
61. Sponsoring an Internet banner ad on a website you visit frequently .....	7	29	16	16	21	11	<b>36</b>	<b>31</b>
62. Sending weekly emails with news about endorsement or other campaign updates.....	9	33	13	17	19	9	<b>42</b>	<b>30</b>

**SPLIT SAMPLE A**

63. When you think about the information you find on the Internet about politics and public affairs would you say that you generally trust that information more than the information you get from newspapers and television, less than, or about the same as the information you get from newspapers and television?  
[IF MORE/LESS: Is that much [more/less] or somewhat [more/less]?

Much more .....	3	<b>16</b>
Somewhat more .....	13	
Somewhat less.....	12	
Much less .....	8	<b>20</b>
About the same.....	55	
(Don't know).....	8	

**END SPLIT SAMPLE A**

**SPLIT SAMPLE B**

64. When you think about the information you find on the Internet about politics and public affairs would you say that information is generally more accurate than the information you get from newspapers and television, less accurate, or about as accurate as the information you get from newspapers and television?

[IF MORE/LESS: Is that much [more/less] or somewhat [more/less]?

Much more .....	3	<b>13</b>
Somewhat more .....	11	
Somewhat less.....	15	
Much less .....	7	<b>22</b>
About the same.....	57	
(Don't know).....	8	

**END SPLIT SAMPLE B****RESUME ASKING ALL**

65. Here is a list of information sources other people say they might use when deciding who to support or vote for. Please tell me which of these, if any, you would use in making your decision.

**[READ AND ROTATE LIST – ACCEPT MULTIPLE RESPONSES]**

_ The Internet.....	26
_ Newspapers and magazines .....	42
_ Candidate debates.....	33
_ Friends and family members.....	38
_ TV news programs .....	39
_ Candidate advertisements on TV or radio .....	12
_ Mailings from candidates.....	5
_ Mailings or calls from groups you belong to .....	4
_ Rallies or other public events .....	8
_ (Other) .....	1
_ (All) .....	2
_ (None) .....	1
_ (Don't know) .....	2

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

66. 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.....	8	<b>28</b>
Not so strong Republican.....	11	
Indep. leans Republican .....	9	
Independent.....	25	
Indep. leans Democrat.....	9	
Not so strong Democrat.....	11	
Strong Democrat.....	12	<b>32</b>
(dk/na/other).....	15	

67. On political issues do you consider yourself a liberal, a conservative, or a moderate?

-----**(IF LIBERAL OR CONSERVATIVE:)** Would you call yourself a strong (liberal/conservative), or somewhat (liberal/conservative)?

-----**(IF MODERATE:)** Do you think of yourself as closer to being liberal or being conservative?

Strong liberal .....	11	<b>33</b>
Not strong liberal .....	12	
Moderate - lean liberal .....	10	
Moderate.....	25	
Moderate – lean conservative.....	10	
Not strong conservative.....	11	
Strong conservative.....	7	<b>28</b>
(Other).....	0	
(Don't know/refused).....	14	

**ASK ONLY OF THOSE 18 AND OLDER**

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

1 - 11th grade .....	9
High school graduate .....	43
Non-college post H.S.(e.g. tech).....	3
Some college .....	29
Associate's degree (2 year college).....	5
College graduate.....	11
Post-graduate school .....	0
(Don't know) .....	1

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

Full-time student.....	27
Part-time student.....	9
Not a student .....	64
(Don't know).....	1

**ASK OF 15-17 YEAR OLDS**

70. What is the highest level of schooling you expect to complete?

**[CIRCLE ONE- DO NOT READ]**

11 <sup>th</sup> grade or less.....	24
high school degree or equivalent.....	7
A non-college post h.s. degree (e.g., tech).....	2
Some college .....	5
An associate's degree (2-year college).....	7
A bachelor's degree (4-year college).....	39
A post-graduate degree .....	8
(Don't know) .....	7

**RESUME ASKING ALL**71. Do you currently have one or more paid jobs? **IF YES:** How many paid jobs do you have – one, two, or more than that?

One .....	70
Two .....	6
More .....	1
No paid job.....	24
(Don't know).....	0

72. Are you married, unmarried with a partner, single, separated, divorced or widowed?

Married.....	15
Unmarried with partner .....	9
Single .....	75
Separated/divorced .....	1
Widowed .....	0
(Don't know) .....	0

73. Do you have any children?

Yes .....	20
No .....	80
(Don't know) .....	1

74. How often do you attend church or other place of worship?

**READ CATEGORIES**

More than once a week.....	4
Once a week.....	24
Once or twice a month .....	19
Several times a year.....	16
Only on holidays .....	12
Almost never.....	18
(Don't attend church, am not religious).....	7
(Don't know) .....	0

75. Do you consider yourself to be a born-again or evangelical Christian?

Born again/evangelical .....	17
Not born-again .....	78
(Don't know).....	6

76. From what you remember while you were growing up, would you say that your parents voted during every election, most elections, only in important elections, rarely, or not at all?

**READ CATEGORIES**

Every election .....	27
Most elections.....	44
Only in important elections.....	16
Rarely.....	6
Not at all.....	4
(Don't know) .....	3

86/87. Just to make sure we have a representative sample, what is your race?

**DO NOT READ**

White .....	70
Black .....	12
Hispanic (Puerto Rican, Mexican-American, etc.) .....	13
Asian .....	1
(Other).....	4
(Don't know/refused) .....	0

**[RESUME ASKING ALL]**

88. Were you born in the United States?

Yes .....	96
No.....	4
(Don't know).....	0

89. Were your parents born in the United States?

Yes .....	93
No.....	7
(Don't know).....	0

What is your zip code? \_\_\_\_\_

And finally, strictly for verification purposes, can I have just your first name?

And your phone number to make sure it is correctly marked off of our list?

**That completes our public opinion survey. Thank you very much for your time and cooperation, and have a pleasant (day/evening).**