

MTV: CHOOSE OR LOSE PRELECTION POLL

For release: September 21, 2004

The poll was conducted by CBS News on behalf of MTV and The Center for Information and Research on Civic Learning & Engagement (CIRCLE) among 876 18 to 29 year-olds by telephone from September 8-13, 2004. The margin of error for this survey is $\pm 3\%$. These respondents were part of nationwide representative samples identified in households previously interviewed by CBS News Polls.

Topline Findings

- Young people are clearly invested in the upcoming election.
 - 3 in 4 say they are registered, and among registered youth 8 in 10 say they definitely plan to vote.
- They know the stakes are high:
 - 3 in 4 think that this is one of the most, or THE most, important election in their lifetime.
 - More than 8 in 10 say that presidential elections do matter.
 - And more say they are following this election than in recent past elections.
- They represent a new wave of voters: half say they will be voting for the first time.
 - Including 22% of 25-30s, who were old enough to vote in the last election (indicating they are motivated to vote this time around in a way they were not last time).
- Young voters favor Kerry over Bush by a margin of 46% to 40%, though they do not feel overwhelmingly positive toward either candidate.
- The economy/jobs is the #1 issues for young people in terms of deciding for whom to vote; terrorism and the war are also near the top of the list.
- Just under half (49%) of young people say they disapprove of Bush's performance as President, while 44% approve.
 - More than half believe that the country is currently not on the right track and that Bush does not have the same priorities as them, while nearly half say that the economy is very or fairly bad.
- Young people have mixed feelings about the war in Iraq; 49% think we did the right thing in taking action against Iraq, while 45% believe we should have stayed out. They are more in agreement, however, when it comes to the draft: most (78%) oppose its reinstatement, and most (59%) think it will probably not be reinstated.
- Young voters definitely agree that the candidates should appear on MTV.
 - Nearly eight in ten voters under age 30 say it would help in their decision-making if a presidential candidate appeared on MTV to address issues that matter to young people.
 - MTV was the #1 channel that voters age 18-29 said they would most like to see a candidate appear on, ranking higher than the traditional broadcast networks as well as FOX News, CNN and MSNBC.

Please see the following pages for a detailed explanation of these findings.

Detailed Findings

It Seems Clear That Young People are Planning to Participate in the Upcoming Election.

- Overall, **three out of four (75%)** Americans under age 30 say they are **registered to vote**.
 - As younger Americans pass age 24, they become **EVEN** more likely to be registered; 80% of those aged 25-29 say they are registered, compared to 72% of those 18-24.
- **8 in 10** registered youth say they **definitely** plan to vote on November 2nd.

This Desire to be Involved is Likely Due in Large Part to the Fact That They Perceive the Stakes to be High – They are Following This Election Closely, and Believe it to be One of the Most Important Elections in History.

- They believe this election is extremely important
 - Younger voters say this is one of the most important – if not the most important – election of their lives.
 - 37% say it is the most important
 - Another 39% rank it among the top.

In Your Lifetime, This Election Is...

(Registered voters 18-29)

The most important	37%
One of the most important	39
As important as others	21
Less/not important	2

- They overwhelmingly believe that Presidential elections do make a difference
 - 85% say they do make a difference vs. only 14% who said it makes no difference who gets elected.

Do Presidential Elections Make A Difference?

(Registered voters)

	18-29	All (7/04)
Yes	85%	82%
No	14	17

- And interestingly, those who think an election makes a difference overwhelmingly say that they'll definitely vote in it – but even most of those who think it doesn't matter say they plan to vote, too.
- And given those perceived high stakes, it's not surprising to see that more young people are following this election closely than in recent election cycles.
 - More than **eight in ten** younger voters say they are paying attention to this election.
 - 1 in 3 younger voters say they are paying **a lot** of attention to the campaign
 - Another 47% of younger voters are paying **at least some** attention.
 - Younger voters are paying more attention to this campaign than at the same point in both the 2000 and 1996 presidential campaigns.
 - In fact, the last time voters under 30 were paying this much attention at this point in the election was in 1992 when Bill Clinton challenged incumbent George H.W. Bush.
 - Back then, 85% of younger votes were paying attention; this year, 83% say they are.

Attention To Campaign

(Registered voters 18-29)

	Now	9/00	9/96	9/92
A lot	34%	16%	24%	35%
Some	47	47	55	50
Not much/none	19	37	21	14

- In addition, voters 18-29 are paying more attention to this campaign now than they were just days before the election in November 2000.

Given The Perception Of How High The Stakes Are This Time Around, Some Observers Speculate That The High Levels Of Interest In This Election Could Spur Many Young Voters To Go To The Polls For The First Time (Including Some Who Chose Not To Vote Last Time Around).

- Nearly half of registered voters under 30 say this will be their first time voting in a Presidential election.
 - Not surprisingly, this is true of most of those 18-24, many of whom were not old enough to vote in 2000
 - However, it also includes 22% of those between 25 and 30 who also say this will be their first trip to the polls, meaning that even some people who were eligible but chose not to participate last time around, believe that they WILL get involved in THIS election.

Will This Be Your First Time Voting?

(Registered voters 18-29)

	Total	18-24	25-29
Yes	46%	63%	22%
No	53	34	78

John Kerry Leads President Bush

- The poll was conducted just a week after the Republican National Convention, but the Democratic ticket of Senators John Kerry and John Edwards held a 46% to 40% lead over the Republican ticket of President George W. Bush and Vice-President Dick Cheney.
 - While he still falls well short of the other candidates, Independent candidate Ralph Nader does somewhat better among these younger voters than among the nation's voters as a whole, drawing 4% compared to just 3% overall.

Choice For President

(Registered voters)

	18-29	All(9/04)
Kerry-Edwards	46%	41%
Bush-Cheney	40	50
Nader-Camejo	4	3

- Nader may be siphoning off some support from Kerry among the under-30 voters: asked whom they would vote for if the election were between John Kerry and George W. Bush, Kerry's lead increases to ten points, 51% to 41%.
- We also see these voters more likely to find John Kerry, not George W. Bush, as someone who understands their lives. 48% think Kerry shares their priorities, and 40% think he does not. In contrast, more than half of voters under 30 see Bush as someone who does not share their priorities.

Does Candidate Share Your Priorities?

	(Registered Voters)			
	<u>Kerry</u>		<u>Bush</u>	
	18-29	All(9/04)	18-29	All(9/04)
Shares your priorities	48%	44%	41%	47%
Does not	40	48	54	51

- NOTE: See attached Appendix #1 for in-depth breakdown by demo.

However, while Kerry leads Bush, young people's impressions of both candidates are somewhat less than glowing

- Neither Bush nor Kerry has an overwhelmingly positive image with young people.
 - 47% of 18-29s have an unfavorable opinion of George W. Bush vs. 39% who are favorable.
 - In Kerry's case, fewer young voters (only 30%) have a negative opinion of Kerry than for Bush, but the rest are just about as likely to be undecided (33%) as to feel positive toward him (36%, very close to Bush's positive score).

Views Of The Presidential Candidates

	(Registered Voters)			
	<u>Kerry</u>		<u>Bush</u>	
	18-29	All(9/04)	18-29	All(9/04)
Favorable	36%	31%	39%	47%
Unfavorable	30	42	47	38
Undecided/Haven't heard	33	27	13	15

- NOTE: The latest CBS News/New York Times Poll, conducted September 12-16, showed voters overall were negative about Kerry and positive about Bush – to some degree the opposite of what we see for these younger voters.
- The Vice-Presidential candidates do not fare much better: young voters are more positive than negative toward Edwards, and more positive toward Edwards than they are toward Cheney, but overall, young voters are most likely to say they are undecided about both candidates.
 - By two to one, voters under 30 have a positive view of Democratic candidate John Edwards; 29% are favorable and 13% are unfavorable. However, the large majority, 58%, say they are undecided or don't know enough about him to say.
 - By a double-digit margin, these voters have a negative view of Republican Vice President Dick Cheney; 36% are unfavorable, and 22% are favorable. However, again, a plurality offers no opinion of Cheney.

Views Of The Vice Presidential Candidates

	(Registered Voters)			
	<u>Edwards</u>		<u>Cheney</u>	
	18-29	All(9/04)	18-29	All(9/04)
Favorable	29%	28%	22%	32%
Unfavorable	13	22	36	33
Undecided/Haven't heard	58	49	42	34

- This lack of response to the candidates seems to be more based on perceived performance than on personal enmity.
 - Despite their reservations about Bush's performance, young people don't seem to strongly dislike him as a person.
 - 52% of voters under 30 see Bush as someone they would like personally; in fact, this is slightly more than say the same about Kerry.

Do You Think Of ... As Someone You Would Like Personally?

(Registered Voters)

	Kerry		Bush	
	18-29	All(9/04)	18-29	All(9/04)
Yes	47%	50%	52%	60%
No	35	39	39	34

- Kerry is a teacher, Bush is a boss.
 - When asked to match the candidates with various personality traits and roles, their answers were somewhat inconsistent (perhaps not so surprising, given their lack of connection with both candidates.) John Kerry was slightly favored as the best **President**, and by a slim margin they also see Kerry as the **coolest**, and as someone they would rather have as a **teacher**. Bush, on the other hand, is preferred as someone they would **like to hang out with**, have as a **boss**, and as someone they could see as a **Dad**.

The Economy And Jobs Top The List Of Election Issues; Terrorism And The War Are Also Important.

- Given a set of choices, younger voters say the economy and jobs is the issue that will matter most in their vote for president in November. 35% choose the economy and jobs as the most important issue in their vote, 22% say terrorism and national security, 15% cite the war in Iraq, 12% education, and 11% civil liberties and civil rights.
 - For men, the economy is clearly the most important issue in deciding their vote this fall (42% say so), while terrorism is a distant second at 22%. For women voters under 30, a lower 29% name the economy as the most important issue in their vote, followed by 22% who say terrorism, and another 19% who cite the war in Iraq. Among male voters 18-29, just 11% cite the war in Iraq as the most important issue in their vote decision.

Most Important Issue In Your Vote For President

(Registered voters 18-29)

	Total	Men	Women
Economy and jobs	35%	42%	29%
Terrorism & national security	22	22	22
War in Iraq	15	11	19
Education	12	11	13
Civil liberties & civil rights	11	10	13

- Terrorism and the war are also important issues, and most are concerned about a terrorist attack in the next few months.
 - 59% of Americans under 30 think it is likely there will be another terrorist attack on the U.S. soon (including 13% who think an attack is "very likely").
 - Women under 30 are more likely than men of the same age to think a terrorist attack in the U.S. is likely in the next few months.

Likelihood Of Another Terrorist Attack

	All	18-29		All (9/04) Americans
		Men	Women	
Very likely	13%	15%	11%	18%
Somewhat likely	46	40	52	48
Not very	32	35	29	23
Not at all	7	9	6	8

- In the latest CBS News/New York Times Poll, Americans overall were somewhat more concerned about a terrorist attack in the next few months. 66% thought an attack in the next few months was likely.
- *NOTE: See attached Appendix #2 for in-depth breakdown by demo.*

By A Narrow Margin, More Americans Under Age 30 Disapprove Than Approve Of The Way George W. Bush Is Handling His Job As President.

- Overall, 49% of young people disapprove of the overall job he is doing, while 44% approve. This is a bit more negative than Americans overall: 50% of Americans approve of Bush's overall performance, while 42% disapprove.

Bush's Overall Rating

	18-29	All (9/04)
Approve	44%	50%
Disapprove	49	42

- Bush's handling of the economy, Iraq, and his overall priorities and leadership of the country all contribute to this negative view of his performance.

Performance on the issues

	18-29	Positive	Negative
Economy		53% very/fairly good	46% very/fairly bad
Did right thing taking action in Iraq?		49% did right thing	45% should have stayed out
Has same priorities for country as you do		41% yes	54% no
How things are going in country		37% right track	58% wrong track

While Younger Americans Have Mixed Opinions About The War In Iraq, They Are Decidedly Against Reinstating The Draft In Order To Help Fight It.

- 78% of Americans 18-29 oppose reinstating the draft to provide soldiers for the Iraq conflict, while just one in five favors reinstating it.
 - Even a majority of those who think the war was the right thing to do are opposed to having a draft.
- In April 2004, a large majority of Americans overall also said they were opposed to reinstating the military draft.

Favor Or Oppose Reinstating The Military Draft?

	18-29
Favor	18%
Oppose	78

- Somewhat more think a military draft could happen. Nearly a third think a reinstatement of the draft is possible, but 59% of Americans under age 30 think the military draft will probably NOT be reinstated.

Think Military Draft Will Be Reinstated?

	18-29
Probably will	32%
Probably will not	59

Over Half Of Young People Are Aware Of The “Swift Boat Veterans” Ads, And The Majority Of Those (Especially Among Democrats) Do Not Believe That They Are Accurate.

- 55% of voters under age 30 say they know about the anti-Kerry “Swift Boat Veterans” ads. One-third have seen the ads; another one in five have heard or read about them.
- By 61% to 23%, younger voters familiar with the ads think the spots give a mostly inaccurate view of John Kerry.

Swift Boat Veterans Ads' Portrayal Of Kerry

(Registered voters 18-29 who know about the ads)

	All	Rep.	Dem.	Ind.	Men	Women
Mostly accurate	23%	47%	9%	17%	18%	30%
Mostly inaccurate	61	31	80	67	68	52

One thing younger voters do agree on is that the candidates should campaign -- on MTV.

- Eight in ten voters under age 30 say it would help in their decision-making if a presidential candidate appeared on MTV to address issues that matter to young people
 - 47% think that would be very helpful, and only 20% don't think it is a good idea.

Would It Be Helpful If Candidates Campaigned On Mtv?

(Registered voters 18-29)

	All	Rep.	Dem.	Ind.
Very helpful	47%	34%	57%	46%
Fairly/somewhat helpful	31	32	36	28
Not helpful	20	34	7	24

- MTV ranks higher than any other network as younger voters' preferred television channel for candidate-watching. 37% of voters under 30 would most like to see Bush and Kerry appear on MTV, while 34% say they would prefer to watch the candidates on a traditional broadcast network like NBC, CBS or ABC.
 - The youngest of these voters – those 18 to 24 – are most likely to want to see the candidates on MTV.

Appendix #1: Favor Of Candidates By Demographic

Kerry leads among women aged 18-29 by a ten-point margin of 49% to 39%. Among men, Kerry still leads, but by a more narrow 44%-41%. Among all voters in the most recent CBS News/New York Times national poll conducted September 12-16th, Bush led among women by 49-42% and among men by 50% to 39%.

Choice For President

(Registered voters 18-29)

	Men	Women	White	Black
Kerry-Edwards	44%	49%	40%	72%
Bush-Cheney	41	39	49	8
Nader-Camejo	5	3	4	4

While President Bush leads among younger white voters, 49% to 40%, Kerry has a commanding lead among younger black voters. Among white voters nationally, Bush leads by an even larger margin, 56% to 35%, while Kerry leads among blacks nationwide 80% to 8%.

There are other ways younger voters reflect the overall national results: The President leads among younger voters in the South, while John Kerry does best in the Northeast. The states of the Midwest are close among both younger voters, while in the latest CBS News/New York Times Poll, all voters in this region support Bush over Kerry by a 17-point margin.

Choice For President By Region

(Registered voters)

	<u>Northeast</u>		<u>Midwest</u>		<u>South</u>		<u>West</u>	
	18-29	All	18-29	All	18-29	All	18-29	All
Kerry-Edwards	56%	47%	41%	37%	39%	39%	50%	40%
Bush-Cheney	28	46	45	54	46	51	39	47
Nader-Camejo	5	3	7	3	4	1	2	7

As with all voters, under-30 voters are mostly firm in their vote choice even seven weeks before Election Day. 79% of those with a choice say their mind is already made up.

Voters under 30 who favor Kerry in a head-to-head matchup against Bush are less strong in their support for his candidacy than other Kerry voters; only one-third strongly favor him - compared with 45% of all Kerry backers. Younger Bush voters, meanwhile, also have more reservations about the President than Bush's backers overall. 55% of under-30 Bush voters strongly back the President, but 37% are voting for him with reservations. Among all voters, 63% of Bush's voters are strong backers and 27% have reservations.

Support For Your Candidate Is...

(Registered voters)

	<u>Kerry Voters</u>		<u>Bush Voters</u>	
	18-29	All(9/04)	18-29	All(9/04)
Strong support	33%	40%	55%	63%
Have reservations	37	27	37	27
Dislike other candidate	29	31	5	9

Among those first-time voters, Kerry has a slight edge, 45-41%.

First-Time Voters: Choice For President

(Registered voters 18-29)

Kerry-Edwards	45%
Bush-Cheney	41
Nader-Camejo	6

Appendix #2: Detailed Findings On The Issues

The Economy

Perceptions of the nation's economy among younger Americans are more positive than negative. 53% say the economy is in good shape, while 46% say it is in bad shape. These perceptions are virtually the same among Americans overall.

Condition Of The Economy

	18-29	All (9/04)
Good	53%	54%
Bad	46	43

While views of the economy among those 18-29 may be somewhat positive, the perception of the country's direction is pessimistic. Nearly six in 10 Americans under age 30 say things in this country have pretty seriously gotten off on the wrong track, while 37% believe things are headed in the right direction. A similar 51% of the public at large says the country is on the wrong track, while 41% say things are headed in the right direction.

Country's Direction

	18-29	All (9/04)
Right direction	37%	41%
Wrong track	58	51

The War In Iraq

Americans 18-29 are divided over whether going to war with Iraq was the right thing to do or not. 49% say it was, but 45% think the U.S. should have stayed out. Views of all Americans on this question are not much different.

U.S. Action Against Iraq:

	18-29	All (9/04)
Right thing	49%	54%
Should have stayed out	45	39

51% of men 18-29 think going into Iraq was the right thing to do, compared to 46% of women. Urban Americans are more likely than those in suburbs or rural areas to think the U.S. should have stayed out. Regionally, those in the Midwest are most supportive of the Iraq action.

U.S. Action Against Iraq – Demographics

(Americans 18-29)

	Right thing	Should have stayed out
Total	49%	45
Men	51%	42
Women	46%	48
Age 18-24	50%	46
25-29	44%	45
Northeast	36%	59
Midwest	60%	36
South	49%	44
West	49%	43
Cities	40%	55
Suburbs	51%	41
Rural	57%	38

Profile Of Voters Under 30

White	70%
African-American	15
Hispanic	12%
Education:	
High school or less	34%
Some college	44
College grad or more	21
Expected education:	
High school or less	11%
Some college	14
College grad	37
Graduate school	34
Married	28%
Single	72
Importance of religion:	
Extremely	29%
Very	26
Somewhat	31
Not at all	14
Republican	27%
Democrat	37
Independent	35
Liberal	28%
Moderate	40
Conservative	27

Methodology

Interviews were conducted among 876 18 to 29 year olds by telephone from September 8-13, 2004. The poll was conducted by CBS News in conjunction with MTV and The Center for Information and Research on Civic Learning & Engagement (CIRCLE). These respondents were part of nationwide representative samples identified in households previously interviewed by CBS News Polls.

Weighting

The sample is weighted to ensure that the distribution of interviews mirrors the distribution of the entire population of 18 to 29 year-olds across a variety of variables.

The weighting procedures are as follows:

1. Each respondent receives a weight inversely proportional to his or her probability of selection. This weight is calculated by taking the HOUSEHOLD weight from the original source survey times the proportion of all household members who are 18 to 29 years old. (For the original adult surveys, weighting factors included the number of telephone voice lines in a household and respondent demographic characteristics matched to Census data on region, age, education, gender and race.)
2. The weights were then adjusted to match Census Bureau estimates of 18 to 29 year-olds by sex, age, race, ethnicity and marital status.

Margin of Error

The margin of error for this survey is plus or minus three percentage points for results based on the entire sample. That means that 95 times out of a hundred, the results are within three percentage points of what they would be if the entire universe of 18 to 29 year-olds were interviewed. The error for subgroups is larger.

National Trend

Included throughout this analysis are data from CBS News and CBS News/New York Times national polls of adults.

Note

Percentages may not add to 100 due to rounding.

Choose Or Lose Poll
18-29 Year-Olds And The Presidential Election
September 8-13, 2004

reg Some people are registered to vote and others are not. Are you registered to vote in the precinct or election district where you now live, or aren't you?

	RESPONDENTS AGE 18-29		
	Total	Men	Women
	%	%	%
Yes	75	74	76
No	24	25	22
DK/NA	1	1	2

q1 Are you certain you are registered to vote or do you think you might not be registered to vote?

	REGISTERED VOTERS AGE 18-29		
Certain are registered	97	95	98
Might not be registered	3	4	2
DK/NA	0	1	0

q2 Are you certain you are not registered to vote or do you think you might be registered to vote?

	RESPONDENTS AGE 18-29		
Certain are not registered	87	86	89
Might be registered	11	11	11
DK/NA	2	3	0

q3 Suppose a television reporter stopped you on the street and wanted to interview you. If he or she asked you to name some of the most important issues facing young people today, what would you tell them?

Economy and jobs	19	24	16
Education	18	16	19
Drugs	11	10	13
War in Iraq	7	8	5
Health Care	6	4	7
Youth issues	4	3	5
Social Security	3	6	1
Defense / Military	2	2	1
Misc. Government Issues	2	3	2
Misc. Social Issues	2	1	3
Crime	2	1	2
Other	15	16	14
DK/NA	9	6	12

q4 When you think about your life right now, which one of the following is the most important thing to you? 1. Having a good job and career, or 2. Getting a good education, or 3. Having a good social life, or 4. Having a good family life, or 5. Making money?

	RESPONDENTS AGE 18-29		
	Total %	Men %	Women %
Having a good job and care	24	29	20
Getting a good education	26	23	28
Having a good social life	2	3	1
Having a good family life	41	33	48
Making money	6	10	2
None/other (Vol.)	1	2	1
DK/NA	0	0	0

q5 How much attention have you been able to pay to the 2004 Presidential campaign -- a lot, some, not much, or no attention so far?

	REGISTERED VOTERS AGE 18-29		
A lot	34	40	28
Some	47	45	50
Not much	13	9	16
No attention so far	6	6	6
DK/NA	0	0	0

q6 Is your opinion of John Kerry favorable, not favorable, undecided, or haven't you heard enough about John Kerry yet to have an opinion?

Favorable	36	35	38
Unfavorable	30	31	29
Undecided	21	22	20
Haven't heard enough	12	12	12
Refused	1	0	1

q7 Is your opinion of George W. Bush favorable, not favorable, undecided, or haven't you heard enough about George W. Bush yet to have an opinion?

Favorable	39	39	39
Unfavorable	47	48	47
Undecided	11	10	12
Haven't heard enough	2	2	1
Refused	1	1	1

q8 How likely is it that you will vote in the 2004 election for President this November -- would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the election for President?

Definitely vote	82	84	80
Probably vote	13	11	15
Probably not vote	3	2	3
Definitely not vote	2	3	1
DK/NA	0	0	1

q9 If the 2004 presidential election were being held today and the candidates were John Kerry for President and John Edwards for Vice-President, the Democrats, and George W. Bush for President and Dick Cheney for Vice-President, the Republicans, would you vote for John Kerry and John Edwards or George W. Bush and Dick Cheney?

	REGISTERED VOTERS AGE 18-29		
	Total	Men	Women
	%	%	%
John Kerry	51	48	53
George W. Bush	41	43	39
Other (Vol.)	0	0	0
Won't vote (Vol.)	2	2	1
Depends (Vol.)	2	3	2
DK/NA	4	4	5

q10 Is your mind made up or is it still too early to say for sure?

	VOTERS WHO MADE A CHOICE IN Q9		
Mind made up	79	78	80
Too early to say for sure	21	22	20
DK/NA	0	0	0

q11 Would you describe your support for George W. Bush as strongly favoring him, or do you like him but with reservations, or do you support him because you dislike the other candidates?

	BUSH SUPPORTERS		
Strongly favor	55	50	60
Like but with reservations	37	38	37
Dislike other candidates	5	8	2
DK/NA	3	4	1

q12 Would you describe your support for John Kerry as strongly favoring him, or do you like him but with reservations, or do you support him because you dislike the other candidates?

	KERRY SUPPORTERS		
Strongly favor	33	33	33
Like but with reservations	37	37	37
Dislike other candidates	29	31	28
DK/NA	1	0	2

q13 If the 2004 Presidential election were being held today, and the candidates were John Kerry for President and John Edwards for Vice-President, the Democrats; George W. Bush for President and Dick Cheney for Vice-President, the Republicans, and Ralph Nader for President and Peter Camejo for Vice-President, would you vote for John Kerry and John Edwards; George W. Bush and Dick Cheney; or Ralph Nader and Peter Camejo?

	REGISTERED VOTERS AGE 18-29		
John Kerry	46	44	49
George W. Bush	40	41	39
Ralph Nader	4	5	3
Other (vol.)	0	0	0
Wouldn't vote (vol.)	3	4	2
Depends (vol.)	2	1	3

DK/NA 5 5 4

*This question was not asked in states in which Ralph Nader will definitely not be on the ballot (Georgia, Illinois, Indiana, Maryland, Missouri, Montana, Oklahoma, Oregon and Virginia).

q14 Will this be the first election in which you might vote for president, or have you voted in a presidential election before?

REGISTERED VOTERS AGE 18-29

	Total %	Men %	Women %
First time voting	46	45	47
Have voted before	53	52	53
DK/NA	1	3	0

q15 When it comes to voting for president, which ONE of the following issues will be most important in deciding who to vote for in November? 1. education, or 2. terrorism and national security, or 3. Crime and violence, or 4. the economy and jobs, or 5. Civil liberties and civil rights, or 6. the war in Iraq?

Education	12	11	13
Terrorism and national sec	22	22	22
Crime and violence	2	2	1
The economy and jobs	35	42	29
Civil liberties and civil	11	10	13
The war in Iraq	15	11	19
Something else (vol.)	1	0	1
None (vol.)	0	0	0
DK/NA	2	2	2

q16 What is the main reason you are not registered to vote?

NON-REGISTERED RESPONDENTS

Too busy/No time to register	23	21	26
Not interested/Don't want to	21	24	17
Moved/Recently moved	12	13	12
Not U.S. Citizen/Ineligible	12	13	10
Voting doesn't matter	5	8	1
Don't like the candidates	5	3	7
Too difficult to register	4	1	8
Other	8	5	12
DK/NA	10	13	7

q17 Is your opinion of John Edwards favorable, not favorable, undecided, or haven't you heard enough about John Edwards yet to have an opinion?

REGISTERED VOTERS AGE 18-29

Favorable	29	33	25
Unfavorable	13	11	15
Undecided	16	13	19
Haven't heard enough	42	43	41
Refused	0	0	0

q18 Is your opinion of Dick Cheney favorable, not favorable, undecided, or haven't you heard enough about Dick Cheney yet to have an opinion?

	REGISTERED VOTERS AGE 18-29		
	Total	Men	Women
	%	%	%
Favorable	22	24	21
Unfavorable	36	40	31
Undecided	15	13	17
Haven't heard enough	27	22	31
Refused	0	1	0

q19 Do you approve or disapprove of the way George W. Bush is handling his job as President?

	RESPONDENTS AGE 18-29		
Approve	44	47	41
Disapprove	49	47	52
DK/NA	7	6	7

q20 Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

Right direction	37	39	35
Wrong track	58	56	60
DK/NA	5	5	5

q21 How would you rate the condition of the national economy these days? Is it very good, fairly good, fairly bad, or very bad?

Very good	3	4	2
Fairly good	50	54	46
Fairly bad	36	34	38
Very bad	10	8	12
DK/NA	1	0	2

q22 Compared to previous presidential elections, do you think this year's election for President is the MOST important election of your lifetime, one of the most important, about as important as others, less important than other presidential elections, or not important at all?

	REGISTERED VOTERS AGE 18-29		
The most important	37	38	37
One of the most important	39	39	40
About as important as others	21	20	22
Less important	1	0	1
Not important at all	1	1	0
DK/NA	1	2	0

q23 Would you agree or disagree with the following statement? It makes no real difference who is elected President -- things go on just as they did before.

Agree	14	19	9
Disagree	85	81	89
DK/NA	1	0	2

q24 Which is more important to you in choosing a candidate for president -- his personal qualities or his positions on specific issues?

REGISTERED VOTERS AGE 18-29

	Total %	Men %	Women %
Personal qualities	12	14	10
Positions on issues	85	84	86
Both (vol.)	3	2	4
DK/NA	0	0	0

q25 (Now I have a few questions about George W. Bush and John Kerry.) Do you think George W. Bush has the same priorities for the country as you have, or not?

Has	41	42	40
Does not have	54	55	53
DK/NA	5	3	7

q26 Whether or not you approve of his policies, do you think of George W. Bush as someone you would like personally?

Yes	52	52	52
No	39	42	37
DK/NA	9	6	11

q27 Do you think John Kerry has the same priorities for the country as you have, or not?

Has	48	51	46
Does not have	40	42	38
DK/NA	12	7	16

q28 Whether or not you approve of his policies, do you think of John Kerry as someone you would like personally?

Yes	47	50	44
No	35	35	35
Don't know/No answer	18	15	21

q29 If you had to choose, which ONE candidate do you think would make the best President -- John Kerry, John Edwards, George W. Bush, or Dick Cheney?

Kerry	37	36	38
Edwards	14	17	11
Bush	36	35	36
Cheney	3	3	4
Neither (vol.)	2	1	2
Combination (vol.)	0	1	0
DK/NA	8	7	9

q30 If you had to choose, which ONE candidate would you rather hang out with for a day -- John Kerry, John Edwards, George W. Bush, or Dick Cheney?

	REGISTERED VOTERS AGE 18-29		
	Total	Men	Women
	%	%	%
Kerry	29	28	29
Edwards	22	23	20
Bush	40	40	39
Cheney	5	5	5
None (vol.)	3	2	3
Combination (vol.)	0	0	0
DK/NA	1	2	4

q31 If you had to choose, which ONE candidate would you rather have as a dad -- John Kerry, John Edwards, George W. Bush, or Dick Cheney?

Kerry	25	25	26
Edwards	15	19	11
Bush	36	31	41
Cheney	4	5	3
None (vol.)	7	10	5
All equally (vol.)	0	0	0
DK/NA	13	10	14

q32 If you had to choose, which ONE candidate would you say is the coolest -- John Kerry, John Edwards, George W. Bush, or Dick Cheney?

Kerry	30	31	29
Edwards	22	25	19
Bush	28	26	30
Cheney	3	3	4
None (vol.)	5	5	5
All equally (vol.)	0	0	0
DK/NA	12	10	13

q33 If you had to choose, which ONE candidate would you rather have as a teacher -- John Kerry, John Edwards, George W. Bush, or Dick Cheney?

Kerry	33	32	33
Edwards	17	21	14
Bush	23	19	27
Cheney	16	18	15
None (vol.)	2	2	2
Combination (vol.)	0	0	1
DK/NA	9	8	8

q34 If you had to choose, which ONE candidate would you rather have as a boss -- John Kerry, John Edwards, George W. Bush, or Dick Cheney?

Kerry	29	28	30
Edwards	15	16	13
Bush	37	37	37
Cheney	9	9	8
None (vol.)	2	3	1
DK/NA	8	7	11

q35 Looking back, do you think the United States did the right thing in taking military action against Iraq, or should the U.S. have stayed out of Iraq?

Right thing	49	51	46
Stay out	45	42	48
Don't know/No answer	6	7	6

q36 Do you think the military draft probably will or probably will not be reinstated?

Probably will	32	32	32
Probably will not	59	62	56
DK/NA	9	6	12

q37 Do you favor or oppose reinstating the military draft to provide soldiers for the Iraq conflict?

Favor	18	22	14
Oppose	78	75	81
DK/NA	4	3	5

q38 How would you rate the job opportunities for people of your generation - are they excellent, pretty good, only fair, or poor?

Excellent	3	3	2
Pretty good	30	31	29
Only fair	41	42	40
Poor	26	24	28
DK/NA	0	0	1

Q39 How likely do you think it is that there will be another terrorist attack on the United States within the next few months --- very likely, somewhat likely, not very likely, or not at all likely?

Very likely	13	15	11
Somewhat likely	46	40	52
Not very likely	32	35	29
Not at all likely	7	9	6
Don't know/No answer	2	1	2

q40 Have you heard or read about the anti-Kerry television advertisements sponsored by the Swift Boat Veterans for Truth? IF YES, ASK: Have you seen the ads?

	REGISTERED VOTERS AGE 18-29		
	Total	Men	Women
	%	%	%
Yes, heard or read	21	21	21
Yes, seen ads	34	42	27
No	44	37	51
DK/NA	1	0	1

q41 From what you know about them, do you think the Swift Boat ads give a mostly accurate or mostly inaccurate view of John Kerry's character?

	VOTERS 18-29 WHO KNOW ABOUT THE ADS		
Mostly accurate	23	18	30
Mostly inaccurate	61	68	52
Mix (vol.)	3	2	3
DK/NA	13	12	15

q42 To help you decide which of the presidential candidates to vote for, do you think it would be very helpful, fairly helpful, just somewhat helpful, or not very helpful if George W. Bush or John Kerry appeared on MTV to address issues that matter to young people?

	REGISTERED VOTERS AGE 18-29		
Very helpful	47	44	49
Fairly helpful	16	16	17
Just somewhat helpful	15	15	16
Not that helpful	20	24	17
DK/NA	2	1	1

q43 In terms of helping you decide which presidential candidate to vote for, which ONE of the following television channels would you most like to see George W. Bush and John Kerry appear on -- MTV, or one of the broadcast networks like NBC, CBS, or ABC, or Fox News, or CNN, or MSNBC, or something else? IF MORE THAN ONE, ASK: Well if you had to choose just one channel, which would it be?

MTV	37	37	36
One of the broadcast networks	34	31	37
Fox News	13	14	12
CNN	6	6	7
MSNBC	5	8	2
None/other (Vol.)	2	3	2
DK/NA	3	1	4

>prty These last few questions are for background only. Generally speaking, do you usually consider yourself a Republican, a Democrat, an Independent, or what?

	RESPONDENTS AGE 18-29		
	Total	Men	Women
	%	%	%
Republican	26	26	25
Democrat	34	32	37
Independent	32	35	28
DK/NA	8	7	10

>ppl1 How would you describe your views on most political matters? Generally do you think of yourself as liberal, moderate, or conservative?

Liberal	27	26	28
Moderate	40	40	40
Conservative	28	30	26
DK/NA	5	4	6

q51 Some people think of themselves as evangelical or born again Christians. Do you ever think of yourself in either of these ways?

Yes	23	20	26
No	76	79	73
DK/NA	1	1	1

q52 Would you say you attend religious services every week, almost every week, once or twice a month, a few times a year, or never?

Every week	20	15	24
Almost every week	9	8	11
Once or twice a month	17	18	16
A few times a year	29	31	27
Never	24	27	22
DK/NA	1	1	0

q53 How important is religion in your daily life? Is it extremely important, very important, somewhat important, or not at all important?

Extremely important	27	19	34
Very important	28	29	26
Somewhat important	31	36	26
Not at all important	14	15	13
DK/NA	0	1	1

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>	<u>Margin of Error</u>
Total Respondents	876		3 pts.
Total Men	356	439	5 pts.
Total Women	520	427	4 pts.
Registered Voters	661	656	4 pts.