

M:CLIENT\youthvote\01QUE.f
 Nationwide
 June 2002

FINAL
1000 Nationwide
300 African American oversample
300 Latino oversample
18-24 year olds
TIMING – 16 MINUTES
AB

Interview #: _____

Hello. My name is _____. I'm calling for National Opinion Surveys. We are conducting a public opinion survey among nearly 1000 Americans between the ages of 18-24 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.

	TOTAL	AFRICAN AMERICANS	LATINOS
GENDER OF RESPONDENT			
Men	51	50	52
Women	49	50	48

1. Does someone live at this address who is between the ages of 18 and 24?

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

2. What is your age? _____

Under 18	TERMINATE		
18	16	17	19
19	15	15	16
20	15	14	15
21	14	16	11
22	13	10	12
23	12	12	13
24	15	15	16
25 and over	TERMINATE		
(don't know/refused)	TERMINATE		

**TOTAL AFRICAN
 AMERICANS LATINOS**

3. Thinking about the next few years, 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	13	16	17
_ drug use	9	12	13
_ the quality of public schools	7	7	7
_ having a clean environment	5	4	4
_ balancing the federal budget	2	1	1
_ having secure health care	4	5	2
_ jobs and the economy	15	15	16
_ the cost of a college education	8	7	5
_ preserving Social Security and Medicare	1	1	1
_ paying too much in taxes	5	4	5
_ terrorism and national security	17	17	16
(other)	10	8	10
(don't know)	3	3	2

IF LIST AN ISSUE IN Q.3, ASK:

4. How closely do you follow what politicians are doing or saying on that issue – very closely, somewhat closely, not too closely, or not closely at all?

Very closely	15	54	16	52	14	53
Somewhat closely	39		37		38	
Not too closely	27		30		30	
Not closely at all	18	45	18	47	16	46
(don't know)	0		0		1	

IF Q.4=1 OR 2, ASK:

5. Where do you get information on this issue? **(DO NOT READ RESPONSES, JUST RECORD)**

Television	60	66	59
Newspapers	24	25	24
Radio	3	2	4
Magazines	2	1	1
Internet/on-line	9	5	10
(other)	2	2	2
(don't know)	0	0	0

IF Q.4=1 OR 2, ASK:

6. Who do you talk to about this issue? **(DO NOT READ RESPONSES, JUST RECORD)**

Parents	24	25	29
Friends	46	42	39
Classmates	5	4	2
Teachers	4	4	4
Siblings	1	1	2
Co-workers	8	8	9
Spouse/significant other	5	9	8
Other family members	4	4	5
(other)	2	3	3
(don't know)	1	1	1

	TOTAL	AFRICAN AMERICANS	LATINOS		
--	-------	----------------------	---------	--	--

RESUME ASKING ALL

7. How important is voting to you personally – extremely important, very important, somewhat important, a little important, or not important at all?

Extremely important.....	17	48	14	43	16	45
Very important.....	31		29		29	
Somewhat important.....	28		30		28	
A little important.....	13		16		17	
Not important at all.....	10	52	10	55	10	54
(don't know).....	0		1		1	

8. 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.....	64	59		57
No.....	33	38		37
(ineligible).....	2	1		3
(don't know).....	2	2		2

ASK ONLY IF NOT REGISTERED TO VOTE IN Q8

9. How likely are you to register to vote in this November's election for U.S. Congress, other statewide and local offices – are you almost certain to register, will you probably register, are the chances about 50-50, will you probably not register, or will you definitely not register?

Almost certain.....	7	5		11
Probably.....	20	22		17
50-50.....	22	24		23
Probably not.....	31	28		32
Definitely not.....	14	13		9
(don't know).....	6	7		8

RESUME ASKING ALL

10. How likely are you to vote in this November's election for U.S. Congress, other statewide and local offices – are you almost certain to vote, will you probably vote, are the chances about 50-50, will you probably not vote, or will you definitely not vote?

Almost certain.....	33	27		29
Probably.....	27	27		27
50-50.....	17	18		18
Probably not.....	15	16		17
Definitely not.....	7	8		7
(don't know).....	2	4		2

**TOTAL AFRICAN
 AMERICANS LATINOS**

11. Why do you think young adults do not vote?

Do not trust politicians or government	2	1	2
Do not care.....	19	17	21
Voting does not matter/make difference	13	14	12
Not interested.....	8	7	8
Not informed.....	11	12	10
Too busy/not enough time	10	10	8
Politicians do not address/care about concerns/issues of youth	7	5	6
Laziness	4	4	4
Do not realize voting is important	8	10	7
Are not registered	2	2	1
(other).....	4	4	4
(don't know).....	12	13	15

ASK ONLY IF INTEND TO VOTE (Q10=1,2,3)

12. How do you plan to vote in November's election – in person, by absentee ballot, by mail, or some other way?

In person	88	86	83
By absentee ballot	5	4	5
By Mail	1	4	3
Some other way	1	1	1
(don't know).....	5	5	8

RESUME ASKING ALL

13. Do you think of voting as something you are more likely to do on the national level, something you are more likely to do on the local level or are they both equal?

National	29	25	29
Local.....	13	13	14
Both equal.....	50	49	46
(don't know).....	8	12	11

14. In general, how much attention do you think our political leaders pay to the concerns of young people like yourself – a lot, some, a little, or none at all?

A lot	7	40	8	39	7	42
Some.....	33		31		35	
A little	36		37		34	
None at all.....	21	58	21	58	20	54
(don't know).....	2		3		4	

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

[ROTATE Q.15-Q.22]

15. My vote matters

Strongly agree.....	43	73	40	72	39	71
Not so strongly agree.....	30		32		32	
Not so strongly disagree	15		15		14	
Strongly disagree	11	25	12	27	12	26
(don't know).....	2		1		3	

	TOTAL	AFRICAN AMERICANS	LATINOS			
16. My vote makes a difference						
Strongly agree	40	68	41	69	37	66
Not so strongly agree	28		28		29	
Not so strongly disagree	17		16		15	
Strongly disagree	13	30	14	30	16	31
(don't know).....	2		1		3	

	TOTAL	AFRICAN AMERICANS	LATINOS		
17. Most young adults vote					
Strongly agree.....	6	22	6	26	9
Not so strongly agree.....	16		20		19
Not so strongly disagree.....	36		35		34
Strongly disagree.....	35	71	33	67	33
(don't know).....	7		7		4
18. Voting is my choice					
Strongly agree.....	67	93	65	95	66
Not so strongly agree.....	27		29		23
Not so strongly disagree.....	3		4		5
Strongly disagree.....	3	6	1	5	4
(don't know).....	1		1		2
19. Voting is my responsibility					
Strongly agree.....	43	73	43	69	43
Not so strongly agree.....	29		27		29
Not so strongly disagree.....	14		17		12
Strongly disagree.....	12	26	13	29	12
(don't know).....	1		2		4
20. Voting is something older people do					
Strongly agree.....	41	73	41	74	47
Not so strongly agree.....	33		33		31
Not so strongly disagree.....	16		17		13
Strongly disagree.....	9	25	7	25	8
(don't know).....	1		1		1
21. Politicians care more about the votes of older people than about me					
Strongly agree.....	37	68	39	65	38
Not so strongly agree.....	31		26		31
Not so strongly disagree.....	16		18		14
Strongly disagree.....	12	28	12	30	12
(don't know).....	4		5		4
22. It matters whether young adults vote					
Strongly agree.....	41	75	41	71	38
Not so strongly agree.....	34		30		32
Not so strongly disagree.....	15		18		15
Strongly disagree.....	8	23	8	26	10
(don't know).....	3		2		5

**TOTAL AFRICAN
 AMERICANS LATINOS**

23. Some people find time to volunteer with community organizations and groups, while many do not. How often do you personally participate in volunteer activities with an organization or community group?

More than once a week.....	4	4	7
About once a week	5	8	6
A couple of times a month	8	9	10
About once a month.....	9	8	7
Every two or three months.....	13	11	9
At least once a year	14	10	13
Less often than once a year, but sometimes	12	12	13
Never.....	32	35	31
(have done in the past, but not now)	3	4	3
(don't know).....	0	1	1

24. In your opinion, is it **[ROTATE]** __more important to volunteer, __more important to vote or are they equally important?

More important to volunteer	28	30	34
More important to vote	18	18	18
Equally important	48	46	42
(don't know).....	6	6	6

25. Do you agree or disagree with the following statement: My volunteering makes a difference, but my vote does not.

[IF AGREE/DISAGREE: Is that strongly or not so strongly]

Strongly agree.....	14	36	19	42	18	43
Not so strongly agree.....	22		24		25	
Not so strongly disagree	18		17		18	
Strongly disagree	39	56	34	51	31	50
(don't know).....	7		7		8	

Now I am going to read you a list of items and for each one tell me how important you think it is in getting more young adults to vote – extremely important, very important, somewhat important, a little important, or not important at all.

[ROTATE Q.26-Q.32]

26. Better education to teach young adults the mechanics of voting—how to register and how to vote

Extremely important.....	21	54	23	58	24	55
Very important.....	33		35		31	
Somewhat important.....	27		27		26	
A little important	13		8		12	
Not important at all.....	6	46	5	41	6	44
(don't know).....	0		2		1	

27. Better education about why voting is important

Extremely important.....	26	61	31	67	25	62
Very important.....	35		36		37	
Somewhat important.....	24		22		24	
A little important	9		6		8	
Not important at all.....	5	39	3	31	5	37
(don't know).....	1		2		1	

	TOTAL	AFRICAN AMERICANS	LATINOS			
28. Better candidates						
Extremely important.....	32	62	31	63	32	61
Very important.....	31		32		29	
Somewhat important.....	24		20		22	
A little important.....	8		9		9	
Not important at all.....	4	36	5	34	6	37
(don't know).....	1		3		2	
29. Better or more political parties						
Extremely important.....	17	43	18	43	22	49
Very important.....	26		25		26	
Somewhat important.....	25		24		18	
A little important.....	18		17		14	
Not important at all.....	12	55	12	54	15	47
(don't know).....	2		3		4	
30. More focus on the issues in the campaign						
Extremely important.....	29	68	29	66	30	67
Very important.....	38		37		37	
Somewhat important.....	21		22		19	
A little important.....	6		6		7	
Not important at all.....	4	31	4	32	4	31
(don't know).....	1		3		2	
31. More information about candidates and their stands on the issues						
Extremely important.....	31	72	31	69	30	66
Very important.....	41		37		37	
Somewhat important.....	18		20		22	
A little important.....	6		6		7	
Not important at all.....	3	27	3	29	4	32
(don't know).....	1		2		1	
32. Drawing connections between issues that young adults care about and voting						
Extremely important.....	39	75	38	73	39	74
Very important.....	36		35		35	
Somewhat important.....	17		17		16	
A little important.....	5		5		5	
Not important at all.....	2	24	3	25	3	24
(don't know).....	1		2		2	

**TOTAL AFRICAN
 AMERICANS LATINOS**

SPLIT SAMPLE A

33. How difficult is it for people like you to find out information about candidates in elections – is it very difficult, somewhat difficult, a little difficult, or not difficult at all?

Very difficult.....	8	34	7	33	10	36
Somewhat difficult.....	26		27		27	
A little difficult.....	32		30		30	
Not difficult at all.....	33	64	31	61	30	60
(don't know).....	2		5		4	

[END SPLIT SAMPLE A, GO TO Q35]

SPLIT SAMPLE B

34. How difficult is it for people like you to find out information about issues in elections – is it very difficult, somewhat difficult, a little difficult, or not difficult at all?

Very difficult.....	8	31	11	41	9	41
Somewhat difficult.....	24		29		32	
A little difficult.....	30		27		26	
Not difficult at all.....	36	67	30	57	29	55
(don't know).....	2		3		4	

[END SPLIT SAMPLE B, GO TO Q35]

RESUME ASKING ALL

Tell me how often you get information about public affairs, politics, candidates and campaigns from the following sources –daily, three to four times a week, once a week, a few times each month, every few months, once a year or never.

[ROTATE Q.35-Q.46]

35. Newspapers

Daily.....	27	27	27
3-4 times a week.....	24	23	23
Once a week.....	23	25	23
A few times each month.....	11	12	8
Every few months.....	4	3	5
Once a year.....	3	1	3
Never.....	8	10	12
Don't know.....	0	0	0

36. Magazines

Daily.....	3	4	3
3-4 times a week.....	12	12	12
Once a week.....	21	20	19
A few times each month.....	27	25	25
Every few months.....	16	12	13
Once a year.....	3	4	5
Never.....	17	24	23
Don't know.....	0	0	1

	TOTAL	AFRICAN AMERICANS	LATINOS
37. _Talk radio programs			
Daily	6	8	6
3-4 times a week	9	9	8
Once a week	16	16	16
A few times each month.....	16	13	14
Every few months	12	10	12
Once a year.....	5	4	4
Never.....	36	40	39
Don't know	0	0	0
38. _Late night talk shows			
Daily	7	6	7
3-4 times a week.....	19	17	14
Once a week	19	19	20
A few times each month.....	16	17	16
Every few months	9	8	10
Once a year.....	3	3	3
Never.....	27	31	29
Don't know	0	0	1
39. _The internet			
Daily	15	15	14
3-4 times a week.....	17	16	15
Once a week	17	16	16
A few times each month.....	12	12	10
Every few months	9	7	10
Once a year.....	3	2	3
Never.....	26	31	31
Don't know	1	1	2
40. _Television news			
Daily	37	38	32
3-4 times a week.....	30	31	28
Once a week	15	14	14
A few times each month.....	8	6	12
Every few months	3	2	4
Once a year.....	1	2	1
Never.....	5	6	8
Don't know	0	0	1
41. _Word of mouth from friends			
Daily	17	19	16
3-4 times a week.....	22	22	23
Once a week	21	19	19
A few times each month.....	13	9	11
Every few months	9	7	8
Once a year.....	3	3	4
Never.....	15	20	19
Don't know	0	0	0

	TOTAL	AFRICAN AMERICANS	LATINOS
42. _Direct mail pieces			
Daily	2	2	2
3-4 times a week.....	6	5	6
Once a week.....	10	9	11
A few times each month.....	13	16	15
Every few months	15	10	13
Once a year.....	10	7	9
Never.....	44	49	43
Don't know	1	1	1
43. _Family members			
Daily	11	10	12
3-4 times a week.....	22	25	22
Once a week.....	23	25	19
A few times each month.....	15	13	15
Every few months	12	8	12
Once a year.....	5	4	5
Never.....	12	15	14
Don't know	0	0	1
44. _Daytime talk shows			
Daily	3	6	4
3-4 times a week.....	7	7	6
Once a week.....	13	15	12
A few times each month.....	15	12	15
Every few months	11	9	12
Once a year.....	6	4	3
Never.....	45	47	47
Don't know	1	0	0
45. _College newspapers			
Daily	2	2	2
3-4 times a week.....	8	8	8
Once a week.....	14	12	10
A few times each month.....	11	9	12
Every few months	6	7	6
Once a year.....	4	3	5
Never.....	54	58	56
Don't know	2	1	1
46. _Teachers			
Daily	5	4	6
3-4 times a week.....	11	11	9
Once a week.....	13	15	11
A few times each month.....	12	10	12
Every few months	7	6	8
Once a year.....	4	4	4
Never.....	47	48	48
Don't know	2	2	1

**TOTAL AFRICAN
 AMERICANS LATINOS**

SPLIT SAMPLE A

I am going to read you some statements some people have made to try to convince young adults to vote. After each, please tell me whether you think it is a very convincing reason to vote, a somewhat convincing reason, a not too convincing reason or not at all a convincing reason. If you are not sure how you feel about a particular item, please say so.

[FOLLOW UP: Is that a very convincing reason, a somewhat convincing reason, not too convincing or not at all a convincing reason to vote?]

[ROTATE Q47-Q53]

47. Why vote? It's our duty to make our voices heard for the generations behind us. Our younger brothers and sisters need us to vote to set an example and let politicians know that we want better and safer schools, a cleaner environment and more jobs. It's up to us to make sure that things are better for kids who are growing up today. Don't let their voices go unheard -- vote.

Very convincing.....	26	73	28	71	32	75
Somewhat convincing.....	47		43		43	
Not too convincing.....	18		19		16	
Not at all convincing.....	8	27	9	27	7	23
(don't know).....	1		2		2	

48. A lot of young adults care about their community and the people in it. Voting is one more way to show that concern. Record numbers of young people are volunteering to help the homeless, the elderly and people with HIV and AIDS, but the number of young people who vote is falling. If young people voted as often as they volunteered then we could get elected officials to pay attention to the issues that we care about, and we could elect officials who could make more of a difference

Very convincing.....	31	72	29	71	32	72
Somewhat convincing.....	41		42		40	
Not too convincing.....	19		18		20	
Not at all convincing.....	8	27	8	26	5	26
(don't know).....	1		4		2	

49. Only 40 years ago African-Americans were not allowed to vote. They were forced to take tests, pay poll taxes, endure humiliation and face danger trying to vote. People lost their lives fighting for the right to vote; one man, Herbert Lee, was shot in cold blood fighting to guarantee the right to vote. In memory of those hundreds of men and women who fought so hard and risked their lives, we have to exercise our right to vote.

Very convincing.....	36	73	40	72	35	76
Somewhat convincing.....	38		32		41	
Not too convincing.....	15		17		10	
Not at all convincing.....	11	26	7	24	13	24
(don't know).....	1		4		0	

50. It took 144 years for women to gain the right to vote in the United States. It took 94 years for African Americans to win the right to vote and another 94 years to vote without restrictions being put on the right. It wasn't until 1971 that 18 years olds got the right to vote. Don't take that right for granted. Vote in the next election.

Very convincing.....	39	75	46	73	37	75
Somewhat convincing.....	37		27		37	
Not too convincing.....	14		13		15	
Not at all convincing.....	9	23	9	22	9	24
(don't know).....	1		5		2	

	TOTAL	AFRICAN AMERICANS	LATINOS		
--	--------------	------------------------------	----------------	--	--

51. We vote all of the time, and we don't even realize it. We vote for which Britney Spears' Pepsi commercial will air during the Super Bowl. We vote participants off of "Big Brother." We vote for our favorite music video on MTV's "TRL." So why do we give up the right to vote for the truly important things--like who makes our laws and carries them out? Vote for what matters. Vote in the next election.

Very convincing.....	31	62	27	61	31	61
Somewhat convincing.....	30		34		30	
Not too convincing.....	19		18		18	
Not at all convincing.....	18	37	18	36	18	37
(don't know).....	2		3		2	

52. The American Association of Retired People is the largest lobbying group in the United States. Seniors get everything they want because they vote. Politicians listen to the people who vote. Don't you want to have as much power as your grandparents? Then take charge, vote in the next election and make the youth vote the most powerful one in America.

Very convincing.....	30	69	32	67	33	71
Somewhat convincing.....	39		35		38	
Not too convincing.....	19		17		16	
Not at all convincing.....	12	30	12	29	11	27
(don't know).....	1		3		3	

53. Social Security, Medicare and Electoral Reform seem like the only issues politicians care about. What about the issues that concern you—whether you have enough money to go to college next year, whether your school is safe, or whether you will be able to find a job after graduation? You can determine what decisions they make by voting for elected officials who care about the same things that you do. Make sure to vote in the next election.

Very convincing.....	32	73	37	75	36	74
Somewhat convincing.....	41		38		38	
Not too convincing.....	16		11		17	
Not at all convincing.....	9	25	9	20	7	24
(don't know).....	1		5		2	

[END SPLIT SAMPLE A, GO TO Q61]

**TOTAL AFRICAN
 AMERICANS LATINOS**

SPLIT SAMPLE B

I am going to read you some statements some people have made to try to convince young adults to vote. After each, please tell me whether you think it is a very convincing reason to vote, a somewhat convincing reason, a not too convincing reason or not at all a convincing reason. If you are not sure how you feel about a particular item, please say so.

[FOLLOW UP: Is that a very convincing reason, a somewhat convincing reason, not too convincing or not at all a convincing reason to vote?]

[ROTATE Q54-Q60]

54. Why vote? Voting is one way you can speak up for your younger brothers and sisters as well as others unable to in your family. Voting for those who can't is how you can get politicians to address issues that concern you and your family. They might not be able to vote, but you can.

Very convincing.....	28	73	33	78	21	67
Somewhat convincing.....	45		45		45	
Not too convincing.....	18		16		21	
Not at all convincing.....	8	26	4	20	11	32
(don't know).....	1		2		2	

55. A lot of young adults care about their community and the people in it. Voting is one more way to show that concern. Record numbers of young people are volunteering to help the homeless, the elderly and people with HIV and AIDS, but the number of young people who vote is falling. If young people voted as often as they volunteered then we could get elected officials to pay attention to the issues that we care about, and we could elect officials who could make more of a difference. If you take the time to volunteer, take the time to vote.

Very convincing.....	29	75	38	81	23	70
Somewhat convincing.....	46		43		47	
Not too convincing.....	16		14		17	
Not at all convincing.....	8	24	4	17	11	28
(don't know).....	1		2		2	

56. Only 40 years ago African-Americans were not allowed to vote. They were forced to take tests, pay poll taxes, endure humiliation and face danger trying to vote. We have to exercise our right to vote for which others fought so hard.

Very convincing.....	40	75	48	81	35	71
Somewhat convincing.....	36		33		36	
Not too convincing.....	14		12		16	
Not at all convincing.....	9	23	5	17	11	27
(don't know).....	1		1		2	

57. It took 144 years for women to gain the right to vote in the United States. It took 94 years for African Americans to win the right to vote and another 94 years to vote without restrictions being put on the right. You only had to turn

18. Vote in the next election

Very convincing.....	41	77	50	87	36	69
Somewhat convincing.....	36		37		32	
Not too convincing.....	13		6		12	
Not at all convincing.....	8	21	6	12	17	29
(don't know).....	2		1		2	

**TOTAL AFRICAN
 AMERICANS LATINOS**

58. We vote all of the time, and we don't even realize it. We vote for which Britney Spears' Pepsi commercial will air during the Super Bowl. We vote participants off of "Big Brother." We vote for our favorite music video on MTV's "TRL." Then why not vote for who will makes the laws and enforce them on your behalf. Vote in the next election.

Very convincing.....	33	63	33	67	32	58
Somewhat convincing.....	30		34		26	
Not too convincing.....	18		14		17	
Not at all convincing.....	18	36	16	30	21	38
(don't know).....	2		3		4	

59. The American Association of Retired People is the largest lobbying group in the United States. Seniors get everything they want because they vote. Politicians listen to the people who vote. You too can have as much power as your grandparents? If you vote in the next election, you can make the youth vote the most powerful one in America

Very convincing.....	31	72	37	77	21	62
Somewhat convincing.....	41		40		40	
Not too convincing.....	16		17		24	
Not at all convincing.....	10	26	6	23	12	36
(don't know).....	1		1		3	

60. Social Security, Medicare and Electoral Reform seem all the politicians care about. What about the issues that concern you—whether you have enough money to go to college next year, whether your school is safe, or whether you will be able to find a job after graduation? You can determine what decisions they make by voting for elected officials who care about the same things that you do. Become an informed voter, visit www.youthvote.org and make sure to vote in the next election.

Very convincing.....	34	75	39	80	25	69
Somewhat convincing.....	41		41		45	
Not too convincing.....	13		14		16	
Not at all convincing.....	11	24	4	18	13	29
(don't know).....	1		2		2	

[END SPLIT SAMPLE B, GO TO Q61]

RESUME ASKING ALL

61. Sometimes in a survey like this, people change their minds. How likely are you to vote in this November's election for U.S. Congress, other statewide and local offices – are you almost certain to vote, will you probably vote, are the chances about 50-50, will you probably not vote, or will you definitely not vote?

Almost certain.....	37	33	31
Probably.....	27	25	32
50-50.....	15	19	16
Probably not.....	13	14	14
Definitely not.....	6	6	5
(don't know).....	2	3	2

**TOTAL AFRICAN
 AMERICANS LATINOS**

Now, I am going to list some people and organizations who may be shown in ads convincing young adults to vote. For each one, please tell me how convincing each would be to convince you to go vote—very convincing, somewhat convincing, not too convincing, or not at all convincing. If you are not sure about a particular person or organization, please say so and we will go on.

Here’s the first one. Would you find **[READ ITEM]** very convincing, somewhat convincing, not too convincing, or not at all convincing to go vote?

[READ AND ROTATE Q62-73]

62. _Other young adults					
Very convincing.....	26	72	23	67	27
Somewhat convincing.....	46		44		46
Not too convincing.....	18		21		18
Not at all convincing.....	8	27	10	31	9
(don't know).....	1		2		1
63. _Sports figures					
Very convincing.....	19	51	20	56	17
Somewhat convincing.....	32		36		29
Not too convincing.....	25		22		26
Not at all convincing.....	23	48	21	42	26
(don't know).....	1		2		1
64. _The President					
Very convincing.....	26	62	27	61	29
Somewhat convincing.....	36		35		35
Not too convincing.....	19		16		15
Not at all convincing.....	19	38	22	38	20
(don't know).....	0		1		1
65. _The Governor of your state					
Very convincing.....	21	57	24	60	20
Somewhat convincing.....	36		36		38
Not too convincing.....	21		18		21
Not at all convincing.....	21	42	21	39	20
(don't know).....	1		1		1
66. _Musicians					
Very convincing.....	18	52	21	55	17
Somewhat convincing.....	34		35		36
Not too convincing.....	25		22		23
Not at all convincing.....	22	47	21	43	21
(don't know).....	1		2		2
67. _Local community leaders					
Very convincing.....	20	55	19	62	21
Somewhat convincing.....	35		43		33
Not too convincing.....	27		21		25
Not at all convincing.....	17	44	15	36	19
(don't know).....	1		2		1

	TOTAL	AFRICAN AMERICANS	LATINOS		
68. _Young politicians					
Very convincing.....	27	62	27	63	29
Somewhat convincing.....	34		36		32
Not too convincing.....	19		19		21
Not at all convincing.....	18	37	17	36	16
(don't know).....	1		2		3
69. _MTV					
Very convincing.....	21	49	21	54	22
Somewhat convincing.....	28		33		22
Not too convincing.....	20		20		22
Not at all convincing.....	29	49	23	43	32
(don't know).....	2		3		2
70. _Late-Night TV hosts					
Very convincing.....	10	40	8	38	7
Somewhat convincing.....	30		30		27
Not too convincing.....	30		27		27
Not at all convincing.....	29	59	33	60	36
(don't know).....	1		2		2
71. _Actors and Celebrities					
Very convincing.....	17	53	19	55	16
Somewhat convincing.....	36		36		29
Not too convincing.....	22		20		27
Not at all convincing.....	24	46	24	44	26
(don't know).....	1		2		2
72. _Daytime talk show hosts					
Very convincing.....	6	31	8	33	7
Somewhat convincing.....	24		25		23
Not too convincing.....	30		26		26
Not at all convincing.....	38	67	37	63	41
(don't know).....	2		4		3
73. _Your church or temple leaders					
Very convincing.....	17	50	19	55	19
Somewhat convincing.....	34		36		32
Not too convincing.....	22		19		19
Not at all convincing.....	26	48	23	42	27
(don't know).....	2		4		3

**TOTAL AFRICAN
 AMERICANS LATINOS**

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

74. 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	10	30	10	26	13	30
not so strong Republican	13		11		11	
indep. leans Republican.....	6		5		6	
independent	27		26		24	
indep. leans Democrat	7		8		8	
not so strong Democrat.....	13		16		15	
strong Democrat	12	33	13	37	11	34
dk/na/other	10		11		12	

75. 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	35	12	35	9	30
Not strong liberal	23		23		18	
Moderate - lean liberal	1		0		2	
Moderate	29		28		32	
Moderate - conservative	8		6		7	
Not strong conservative	10		9		7	
Strong conservative	8	27	9	24	9	23
(other).....	1		1		2	
(don't know/refused).....	9		12		13	

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

1 - 11th grade.....	10	13	11
High school graduate	37	40	45
Non-college post H.S.(e.g. tech).....	5	4	6
Some college	35	29	28
Associate's degree (2 year college).....	5	7	5
College graduate.....	7	6	5
Post-graduate school	1	1	1
(don't know)	0	0	0

	TOTAL	AFRICAN AMERICANS	LATINOS
--	-------	----------------------	---------

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

[CIRCLE ONE- DO NOT READ]

11th grade or less	1	3	3
high school degree or equivalent.....	13	15	15
a non-college post h.s. degree (e.g., tech)	5	7	7
some college	7	7	9
an associate's degree (2-year college).....	12	15	11
a bachelor's degree (4-year college)	34	30	27
a post-graduate degree.....	18	14	15
(don't know).....	10	10	14

78. 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	76	71	73
Two	12	15	13
More	1	1	1
No paid job	11	12	13
(don't know).....	0	0	0

79. Do you have any children?

Yes	19	22	27
No	80	76	72
(don't know).....	1	2	1

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

READ CATEGORIES			
More than once a week.....	4	6	7
Once a week	21	24	27
Once or twice a month	19	20	21
Several times a year	16	12	13
Only on holidays	13	13	12
Almost never	26	23	19
(don't know).....	1	1	1

	TOTAL	AFRICAN AMERICANS	LATINOS
81. Do you consider yourself to be a born-again or evangelical Christian?			
Born again/evangelical.....	15	25	15
Not born-again	74	66	68
(don't know).....	10	10	17

82/83. Just to make sure we have a representative sample, what is your race?

DO NOT READ			
White	68	0	0
Black	12	100	0
Hispanic (SKIP TO END).....	13	0	100
(other).....	4	0	0
(don't know/refused).....	0	0	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).