

PRRI/Georgetown 2012 Millennial Values & Voter Engagement Survey
August 28 – September 10, 2012
N=1,214

Q.1 Do you approve or disapprove of the way Barack Obama is handling his job as President?

51	Approve
39	Disapprove
2	Other [SPECIFY]
5	Mixed/Neutral
<u>4</u>	Refused (VOL.)
100	Total

Q.2 How much thought have you given to the coming (2012) presidential election?

29	Quite a lot
37	Some
22	Only a little
11	None at all
<u>1</u>	Refused (VOL.)
100	Total

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

66	Yes, registered
27	No, not registered
6	Not sure if registered
<u>2</u>	Refused (VOL.)
100	Total

Q.3 During the campaign this year, has anyone talked to you about registering to vote, or getting out to vote?

43	Yes
56	No
<u>2</u>	Refused (VOL.)
100	Total

Q.4 How would you rate your chances of voting in the 2012 presidential election?

50	Absolutely certain
16	Probably will vote
13	Chances are 50-50
19	Less than 50-50 chance
<u>2</u>	Refused (VOL.)
100	Total

Q.5 In just a few words, what is the single MOST important reason why you think many people your age do not vote?

27	Apathetic/Uninterested
13	Vote doesn't count/matter
14	Busy/Difficult to vote
4	Don't like candidates/politicians
13	Lazy
9	Uninformed
13	Other
<u>8</u>	Refused/Not sure
100	Total

Q.6 Now, suppose the 2012 presidential election were being held TODAY. If you had to choose between **[INSERT; RANDOMIZE]** or **[INSERT]** who would you vote for?

56	Barack Obama, the Democrat
33	Mitt Romney, the Republican
5	Other [SPECIFY]
<u>7</u>	Refused (VOL.)
100	Total

IF VOTING FOR OBAMA (Q6=1), ASK: (N=671)

Q.7 What is the single most important reason you are supporting Barack Obama?

8	Better for middle class/poor
9	Doing a good job/Trying
15	Don't like Romney/Republicans
16	Shares my views/Democrat
7	Like him/Personal qualities
4	Reproductive issues/Social policy
4	Economic policies
2	Education/Environment
2	Immigration
7	Health care
4	Progress/Change
12	Other
<u>8</u>	Refused/not sure
100	Total

IF VOTING FOR ROMNEY (Q6=2), ASK: (N=391)

Q.8 What is the single most important reason you are supporting Mitt Romney?

13	Economy/Budget
10	Change/Move in better direction
34	Don't like Obama/Democrats
21	Shares my views/Republican
5	Like him/Personal qualities
8	Other
<u>9</u>	Refused/not sure
100	Total

ASK ALL:

Q.9 When you were a child, did your parents ever take you to the voting booth on Election Day, or not?

39	Yes
60	No
<u>1</u>	Refused (VOL.)
100	Total

Q.10 To the best of your knowledge, how do you think your parents will be voting in this election?

37	Likely voting for Obama
31	Likely voting for Romney
9	Likely splitting their votes between Obama and Romney
19	Probably not voting
1	Other (SPECIFY)
4	Refused (VOL.)
100	Total

Q.11 Over the past month or so, have you seen or heard any (2012 presidential election) campaign commercials about Barack Obama or Mitt Romney, or not?

32	Yes, seen a lot
28	Yes, seen some
19	Yes, seen just a few
19	No, have not seen any
2	Refused (VOL.)
100	Total

IF SEEN OR HEARD COMMERCIALS (Q11=1,2,3), ASK: (N=970)

Q.12 Where have you seen or heard most of these campaign commercials? (**ACCEPT MULTIPLE RESPONSES**)

17	On a news website or blog
89	On television
13	On the radio
16	On social media (i.e. Youtube, Facebook)

Q.13 Now we'd like your views on some political leaders and groups. Please say whether your overall opinion of each of the following is very favorable, mostly favorable, mostly unfavorable, or very unfavorable. (**RANDOMIZE LIST**)

a. Mitt Romney

8	Very favorable
24	Mostly favorable
25	Mostly unfavorable
33	Very unfavorable
6	Have not heard of
4	Refused (VOL.)
100	Total

c. Barack Obama

27	Very favorable
29	Mostly favorable
16	Mostly unfavorable
22	Very unfavorable
3	Have not heard of
<u>3</u>	Refused (VOL.)
100	Total

d. The Democratic Party

18	Very favorable
33	Mostly favorable
23	Mostly unfavorable
18	Very unfavorable
5	Have not heard of
<u>4</u>	Refused (VOL.)
100	Total

e. The Republican Party

9	Very favorable
24	Mostly favorable
28	Mostly unfavorable
29	Very unfavorable
6	Have not heard of
<u>4</u>	Refused (VOL.)
100	Total

f. Joe Biden

10	Very favorable
32	Mostly favorable
20	Mostly unfavorable
19	Very unfavorable
16	Have not heard of
<u>4</u>	Refused (VOL.)
100	Total

h. Paul Ryan

9	Very favorable
16	Mostly favorable
19	Mostly unfavorable
26	Very unfavorable
27	Have not heard of
<u>4</u>	Refused (VOL.)
100	Total

ROTATE Q14 & Q15

Now thinking about the positions of the parties these days...

Q.14 Do you think the Democratic Party is very conservative, conservative, moderate, liberal, or very liberal?

3	Very conservative
9	Conservative
30	Moderate
33	Liberal
20	Very liberal
<u>5</u>	Refused (VOL.)
100	Total

And...

Q.15 Do you think the Republican Party is very conservative, conservative, moderate, liberal, or very liberal?

30	Very conservative
34	Conservative
23	Moderate
5	Liberal
3	Very liberal
<u>5</u>	Refused (VOL.)
100	Total

Regardless of who you plan on supporting in the 2012 election...

Q.16 Thinking about the following characteristics and qualities, please say whether you think it applies more to Barack Obama or more to Mitt Romney.

Even if you think it might apply to both candidates, please say whether you think it applies more to Barack Obama or more to Mitt Romney.

a. Is honest and trustworthy

56	Barack Obama
29	Mitt Romney
14	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

b. Is a strong and decisive leader

52	Barack Obama
36	Mitt Romney
10	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

c. Has strong religious beliefs

32	Barack Obama
54	Mitt Romney
12	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

d. Understands the problems of poor Americans

63	Barack Obama
21	Mitt Romney
14	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

e. Cares about people like you

57	Barack Obama
26	Mitt Romney
14	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

f. Can get the economy moving

49	Barack Obama
37	Mitt Romney
12	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

g. Can fix the political system

46	Barack Obama
28	Mitt Romney
24	Other/Neither [SPECIFY]
<u>2</u>	Refused (VOL.)
100	Total

Q.17 Thinking about your vote for President, how important is it for a candidate to have strong religious beliefs?

19	Very important
30	Somewhat important
21	Not too important
27	Not at all important
<u>3</u>	Refused (VOL.)
100	Total

Q.18 And from what you know, do you think that [INSERT; RANDOMIZE] and [INSERT] have religious beliefs that are very similar, somewhat similar, somewhat different or very different than your own religious beliefs?

a. Barack Obama

13	Very similar
32	Somewhat similar
20	Somewhat different
30	Very different
<u>5</u>	Refused (VOL.)
100	Total

b. Mitt Romney

7	Very similar
27	Somewhat similar
22	Somewhat different
40	Very different
<u>5</u>	Refused (VOL.)
100	Total

Q.19 Thinking about some different types of people, how comfortable you would feel with the following types of people serving as President of the United States?

a. A Mormon

13	Very comfortable
31	Somewhat comfortable
27	Somewhat uncomfortable
23	Very uncomfortable
<u>6</u>	Refused (VOL.)
100	Total

b. An evangelical or born-again Christian

28	Very comfortable
33	Somewhat comfortable
16	Somewhat uncomfortable
17	Very uncomfortable
<u>6</u>	Refused (VOL.)
100	Total

c. An atheist, that is someone who does not believe in God

18	Very comfortable
25	Somewhat comfortable
19	Somewhat uncomfortable
33	Very uncomfortable
<u>5</u>	Refused (VOL.)
100	Total

d. A Muslim

8	Very comfortable
22	Somewhat comfortable
27	Somewhat uncomfortable
37	Very uncomfortable
<u>6</u>	Refused (VOL.)
100	Total

Q.20 How confident are you that Social Security will be there for you when you retire?

7	Very confident
20	Somewhat confident
40	Not too confident
29	Not at all confident
<u>3</u>	Refused (VOL.)
100	Total

Q.21 Now, read each statement and please say if you completely agree, mostly agree, mostly disagree, or completely disagree with each one. **(RANDOMIZE LIST)**

a. People like me don't have any say about what the government does

21	Completely agree
42	Mostly agree
29	Mostly disagree
6	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

b. Generally speaking, elected officials in Washington lose touch with the people pretty quickly

33	Completely agree
48	Mostly agree
14	Mostly disagree
3	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

c. Voting gives people like me some say about how government runs things

17	Completely agree
51	Mostly agree
21	Mostly disagree
9	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

d. The government is really run for the benefit of all the people

6	Completely agree
32	Mostly agree
43	Mostly disagree
18	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

e. Business corporations have too much influence on the political process

41	Completely agree
41	Mostly agree
13	Mostly disagree
3	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

f. We need new people in Washington even if they are not as effective as experienced politicians

20	Completely agree
44	Mostly agree
27	Mostly disagree
7	Completely disagree
<u>2</u>	Refused (VOL.)
100	Total

Q.22 When you think and talk about government, do you tend to think of it more as “the government” or more as “our government”?

86	Think of it as “the government”
12	Think of it as “our government”
<u>3</u>	Refused (VOL.)
100	Total

Q.23 We would like to get your views on some issues that are being discussed in the country today. Do you favor or oppose the following issues? **(RANDOMIZE LIST)**

a. Allowing gay and lesbian couples to marry legally

34	Strongly favor
27	Favor
16	Oppose
20	Strongly oppose
<u>3</u>	Refused (VOL.)
100	Total

b. Allowing illegal immigrants brought to the U.S. as children to gain legal resident status if they join the military or go to college

25	Strongly favor
36	Favor
21	Oppose
13	Strongly oppose
<u>4</u>	Refused (VOL.)
100	Total

c. Making marijuana legal in the United States

20	Strongly favor
33	Favor
26	Oppose
18	Strongly oppose
<u>3</u>	Refused (VOL.)
100	Total

d. Increasing the tax rate on Americans earning more than \$1 million a year

40	Strongly favor
30	Favor
19	Oppose
8	Strongly oppose
<u>3</u>	Refused (VOL.)
100	Total

e. Repealing and eliminating the (2010) health care law

22	Strongly favor
24	Favor
28	Oppose
22	Strongly oppose
<u>4</u>	Refused (VOL.)
100	Total

On another topic...

Q.24 In order to make up for past discrimination, do you favor or oppose programs which make special efforts to help blacks and other minorities get ahead?

38	Favor
47	Oppose
2	Other (VOL.)
5	Depends/Mixed (VOL.)
2	Treat people equally (VOL.)
<u>6</u>	Refused (VOL.)
100	Total

Thinking specifically about college admissions...

Q.25 Do you think blacks and other minorities should receive preference in college admissions to make up for past inequalities, or not?

19	Favor
69	Oppose
2	Other (VOL.)
2	Depends/Mixed (VOL.)
1	Treat people equally (VOL.)
<u>6</u>	Refused (VOL.)
100	Total

Q.26 Thinking of some different types of people applying for college and applying for jobs, do you think the following types of people should be given preference in college admissions and in hiring, or not?

a. Asian Americans

20	Yes, should
75	No, should not
<u>5</u>	Refused (VOL.)
100	Total

b. Hispanic Americans

23	Yes, should
72	No, should not
<u>5</u>	Refused (VOL.)
100	Total

c. Black Americans

24	Yes, should
71	No, should not
<u>5</u>	Refused (VOL.)
100	Total

d. Gay and lesbian people

18	Yes, should
77	No, should not
<u>6</u>	Refused (VOL.)
100	Total

e. Women

25	Yes, should
70	No, should not
<u>5</u>	Refused (VOL.)
100	Total

Q.27 Do you think you were helped or hurt in the college admissions process because of your race or gender, or do you think it did not make a difference?

8	Helped
15	Hurt
69	No difference
5	Other (SPECIFY)
<u>4</u>	Refused (VOL.)
100	Total

And...

Q.28 Do you think you will be helped or hurt in your career because of your race or gender, or do you think it will not make a difference?

12	Helped
18	Hurt
63	No difference
2	Other (SPECIFY)
<u>5</u>	Refused (VOL.)
100	Total

Q.29 Do you think preferences in college admissions and hiring should be made primarily to make up for past discrimination, primarily to increase diversity regardless of past discrimination, or do think this should not be done at all?

9	Make up for past discrimination
28	Increase diversity
57	Should not be done
<u>5</u>	Refused (VOL.)
100	Total

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

20	Republican
33	Democrat
40	Independent
3	Other Party
<u>3</u>	Refused (VOL.)
100	Total

Note: Numbers may not add to 100% due to rounding

Survey Methodology

The 2012 Millennial Values Election Survey was conducted jointly by Public Religion Research Institute and Georgetown University's Berkley Center for Religion, Peace, and World Affairs. Results from the Millennial Values Election Survey were based on interviews with 1,214 adults age 18 to 25 who were re-contacted from the original Millennial Values Survey. The original Millennial Values Survey were based on interviews of 2,013 adults age 18 to 24 who are part of the Knowledge Networks' KnowledgePanel. Interviews for the Millennial Values Election Survey were conducted online in both English and Spanish between August 28 and September 10, 2012. The margin of sampling error for the entire sample is +/- 4.3 percentage points at the 95% level of confidence. The survey was funded by a generous grant from the Ford Foundation.

The KnowledgePanel is a nationally representative probability sample of the U.S. adult population. Panelists are recruited by randomly selecting residential addresses using a process called address-based sampling (ABS). Since nearly 3-in-10 U.S. households do not have home Internet access, respondent households who do not have Internet access or own a computer are provided Internet service and a netbook computer to ensure that panel respondents are representative of the U.S. adult population. Unlike opt-in panels, households are not permitted to "self-select" into KnowledgePanel; nor are they allowed to participate in many surveys per week. Additional details about the KnowledgePanel can be found on the Knowledge Networks website: www.knowledgenetworks.com/knpanel.

To reduce the effects of any non-response and non-coverage bias, a post-stratification adjustment was applied based on demographic distributions from the February 2012 Current Population Survey (CPS). The final sample was weighted to seven different parameters—age, race/ethnicity, sex, geographic region, metropolitan area, education and primary language—to ensure reliable and accurate representation of the population.