

Trends & TudesSM

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Keeping you informed of current topics in youth and education research.

Contents

Kids and Election 20041-4
 Editorial: Our Take On It2-5
 Recent Research for
 Public Release4-5
 Come See Us5
 Do You Know Where
 American Kids Are?6
 360 Youth College Explorer6
 Trends & Tudes Poll Vault6
 Contact Us6

It's 8 a.m. – do you know what American kids are doing?

See page 6 for your chance to win a FREE copy of the 150-page YouthPulseSM 2004 – the definitive study of the internet generation.

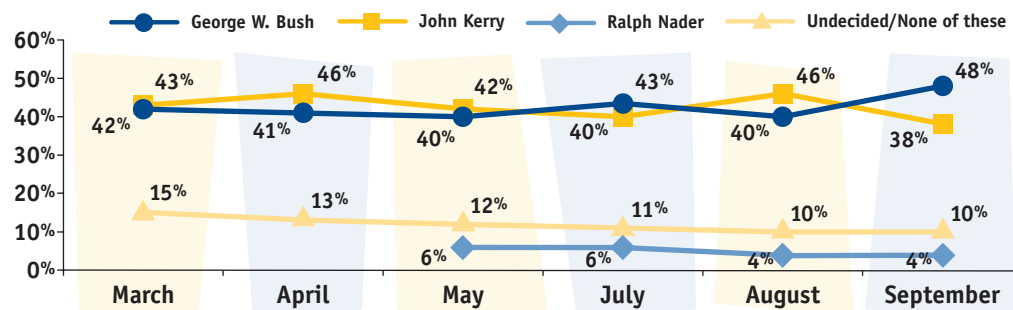


Kids and Election 2004

In this political season, we turn our attention to young people's perspectives on the election. Since March 2004, Harris Interactive has been tracking tweens' and teens' choice for the next president of the United States.

As with adults, young people's opinions on the race were quite close throughout the spring and summer months. President Bush's positive job approval ratings hovered around 50% throughout this time period. Interestingly, Bush's approval rating was lowest in August (44% positive vs. 56% negative) at the same time that Kerry's lead in our youth presidential poll had the widest margin to date – a six-point lead. However, in September President Bush had pulled ahead by 10 points and his approval ratings also were at their highest level (54%).

Whom would you vote for?



Source: Harris Interactive YouthQuerySM, 8- to 18-year-olds. March 17-22 (n=1,211); April 14-20 (n=1,183); May 20-24 (n=1,226); July 14-20 (n=1,228); August 18-23 (n=1,142); September 15-20 (n=1,206)

Continued on Page 2

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YOUTH AND EDUCATION
The Harris Poll[®] PEOPLE

Continued from Page 1

Editorial: Our Take On It

by

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Although tweens and teens are not yet old enough to vote, this does not mean they feel exempt from political involvement. The majority of young people have talked about the upcoming election with their parents and others. They have also chosen a preferred presidential candidate. They clearly don't see their age as a limiting factor in taking action in political matters. The August 2004 Harris Interactive YouthQuerySM poll found that seven in ten teens and half of 8- to 12-year-olds believe it is important for people their age to get involved in the political process.

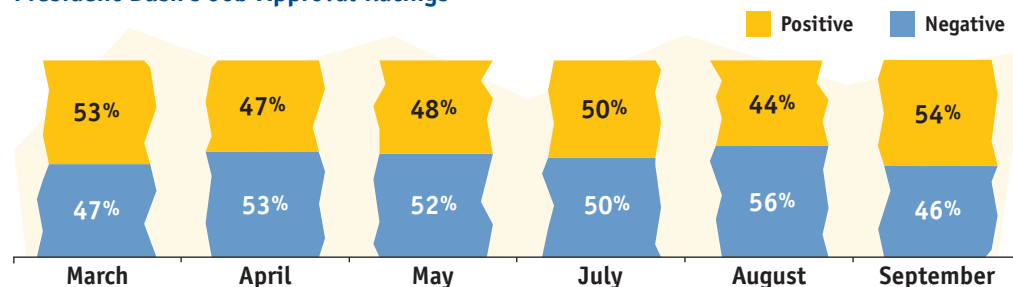
One could argue that some of these feelings of engagement are driven by the excitement of the election season. And, in fact, teens today are more likely than those three years ago to say that it is important for people their age to get involved in the political process. But these feelings of engagement may also reflect who tweens and teens are as a generation. Young people today are part of "Generation Y" or "Millennials". In their book, *Millennials Rising: The Next Great Generation*, Neil Howe and William Strauss have characterized this generation as optimistic, team players, rule followers and

Continued on Page 3

In August and in September, we also asked young people for their opinions on which candidate would do the best job on a variety of issues that directly pertain to young people. On all of the issues, about one-third of tweens and teens were not sure which candidate would be best. However, the remainder of the tweens and teens did have a distinct opinion on which candidate would perform better. But which candidate this was appears to have changed over time.

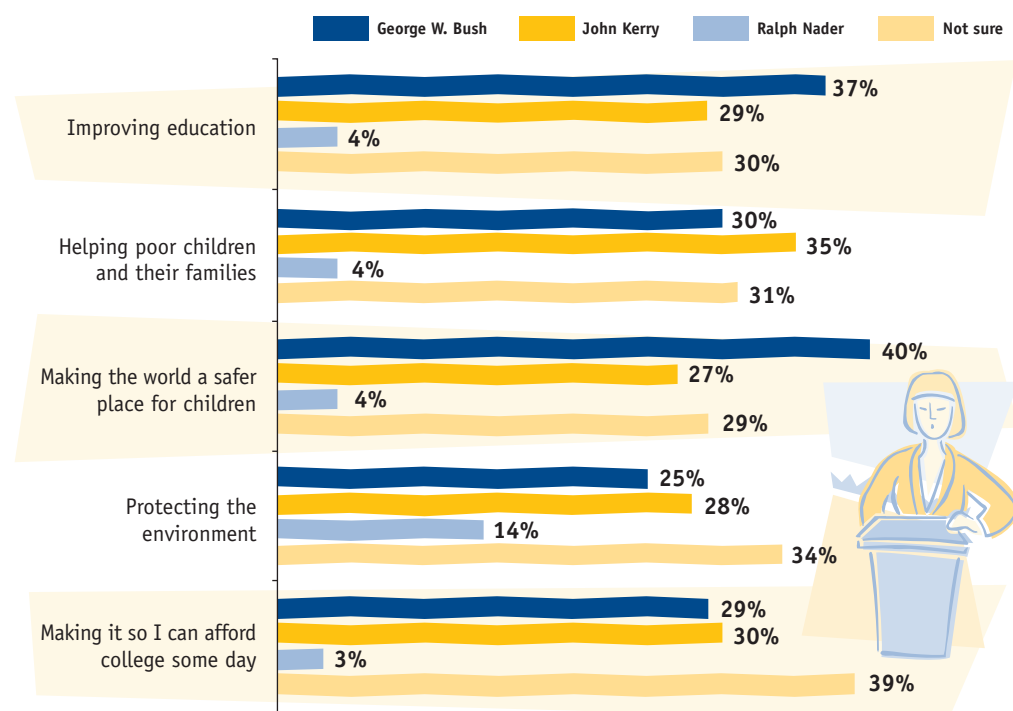
In August John Kerry had a 5 to 15 point lead over George W. Bush on all of the issues we asked about. The exception was global security, where the incumbent president had a 1 point lead. However the September poll revealed a narrowing or even a reversal of these leads to be in President Bush's favor. Young people were more likely to say that George W. Bush would do a better job than John Kerry on making the world a safer place for children (40% vs. 27%) and improving education (37% vs. 29%). Young people gave John Kerry an edge on helping poor children and their families (35% vs. 30%), protecting the environment (28% vs. 25%) and ensuring that "I can afford college some day" (30% vs. 29%).

President Bush's Job Approval Ratings



Source: Harris Interactive YouthQuerySM, 8- to 18-year-olds. March 17-22 (n=1,211); April 14-20 (n=1,183); May 20-24 (n=1,226); July 14-20 (n=1,228); August 18-23 (n=1,142); September 15-20 (n=1,206)

The Candidates and the Issues



Source: Harris Interactive YouthQuerySM, 8- to 18-year-olds. September 15-20 (n=1,206)

Continued from Page 2

accepting of authority – whether from parents or the government. Our August poll found that 88% of 8- to 18-year-olds say they are likely to vote in elections when they are old enough. Even today, teens are taking steps to be involved. One-quarter have gotten the word out about a cause or issue by doing such things as putting up flyers or talking to friends and neighbors. Ten percent of teens have called, written or visited an elected official.

Although most young people say they intend to vote, we know from election results that the 18- to 24-year-old group (the older Millennials) have not turned out in force on Election Day. Millennials have the potential to be a powerful force in elections, but if they continue to turn out to vote in low numbers compared to older generations, their voices will not be heard. In addition, campaign strategies designed to cater to Millennials' priorities could be risky (take the Howard Dean campaign as a case in point) if the Millennials themselves do not show up at the polls.

In terms of their current involvement, few young people who are not yet old enough to vote have been directly involved in the presidential campaigns. Only three percent say they have been involved in one of the campaigns and four percent have attended a political rally.

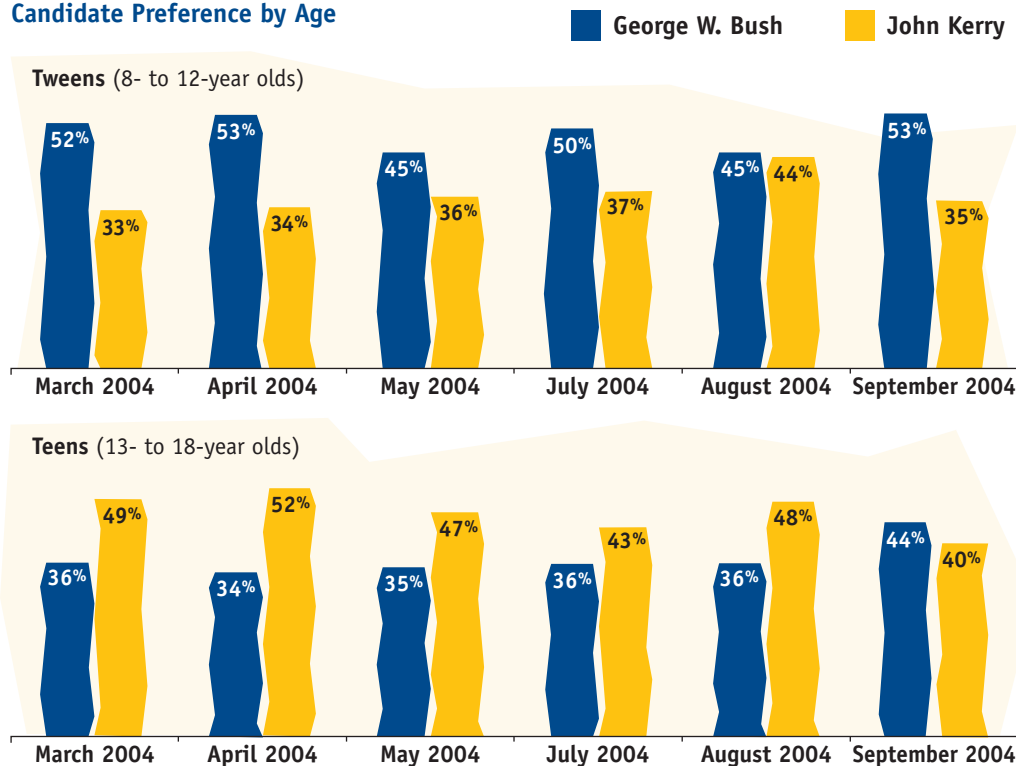
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The presidential race over the spring and summer appeared to be neck and neck when looking at the views of 8- to 18-year-olds overall. However, a different picture emerges when we examine different segments of young people. Over the months, Kerry had a small but consistent lead among girls while Bush led among boys. In August, Kerry's overall lead was also reflected in a lead among boys and girls. Bush's lead in September was marked by a first-time lead among girls, as well as among boys.

Age was also an important factor in young people's choices. Older teens (aged 16 to 18) consistently favor Kerry. Tweens (aged 8 to 12) favor Bush, although that lead disappeared in the August poll which came on the heels of the Democratic convention. However, Bush's lead in September was based on a preference among both tweens and teens. There are several possible explanations of these age differences. Tweens' preferences for George W. Bush may be due to greater familiarity with the president or may reflect discussions they have had with or have overheard from their parents and other adults. On the other hand, teens may be more predisposed toward rejecting the status quo.

Candidate Preference by Age



Source: Harris Interactive YouthQuerySM, 8- to 18-year-olds. March 17-22 (n=1,211); April 14-20 (n=1,183); May 20-24 (n=1,226); July 14-20 (n=1,228); August 18-23 (n=1,142); September 15-20 (n=1,206)

Both tweens and teens have been talking about the election with their parents, friends and teachers. Six in ten (60%) have talked about the election with their parents during the past six months, and over four in ten (44%) have talked about the election with their friends. Teens are more likely than 8- to 12-year-olds to talk about the election with their friends (62% vs. 24%) or their teachers (42% vs. 30%). In September, 47% of teens said they paid attention to the news about the presidential election and the campaign at least once a week or more. Most teens (70%) are still relying on network TV news shows to learn about the campaigns and the election. Six in ten learn about the campaigns from cable TV news shows (60%) and newspapers (57%), and 45% rely on Internet news sites.

Continued on Page 4

Continued from Page 3

However, some prominent Millennials are involved in this year's campaigns. One feature of this year's presidential election is the involvement of the presidential **candidates' children** in the campaigns. We asked young people for their views on this involvement. Overall, 8- to 12-year-olds are twice as likely as teens to think that candidates' children help the campaigns. Half of tweens think that the presidential candidates' children should be involved in the campaign, compared to only 26% of teens. One-quarter of tweens say they pay more attention to the campaign when the candidates' children are there compared to only 11% of teens. In a poll taken a few weeks after the Democratic convention, 22% of 8- to 18-year-olds thought that John Kerry's children have helped his campaign. At that point in time, slightly more young people thought that the Kerry children were helping than thought President Bush's children were helping (17%). In a poll taken a few weeks after the Republican convention, 23% of young people thought that George W. Bush's children have helped his campaign, compared to 20% who held that opinion about John Kerry's children.

Finally, we asked this generation to do some prognosticating and tell us what the office of the president of the United States will look like in the future. When asked which will happen first –

Continued on Page 5

Continued from Page 3

In addition to these traditional news sources, four in ten teens look to TV variety or comedy shows for information on the campaigns (such as *The Daily Show with Jon Stewart*, *The Tonight Show with Jay Leno*, the *Late Show with David Letterman*). The party conventions themselves garnered less attention. One-third of teens (34%) said they paid some or a great deal of attention to the Democratic National Convention in July compared to 25% who paid similar attention to the Republican National Convention in August.

The results of these polls indicate that teens and even tweens are making their first steps into becoming involved in the political process. They are talking about the election with their parents and others, following it in the news and other media and even associating particular candidates with specific issues.

Recent Research for Public Release

Poll among Parents Nationwide Finds Playful, Silly Kids More Prevalent in West and South

What is your child's personality? Playful and silly, outgoing and social, thoughtful and shy, or quiet and serious? According to a new Harris Interactive poll of U.S. parents of children aged 0 to 10 conducted online between July 29 and August 2, 2004 for The Picture People®, kids' personality types vary by geographic regions

"The Picture People Personality Poll" found that in the West and South, nearly 50 percent of parents report that their kids are playful and silly (48% and 45% respectively). In the meantime, parents' data shows that outgoing and social kids are more prevalent in the West (45%), Northeast (44%) and Midwest (41%), and less common in the South (31%).

Far more thoughtful, shy kids live in the Midwest (21%) and South (20%) than in the West where only four percent of parents say their kids fit this description. Overall, poll results show that kids these days, according to parents, are fun and vivacious – only four percent of all poll respondents say their kids are quiet or serious.

Regardless of personality type, the parents also revealed that kids' personality types shine through best in the afternoon (versus morning or evening). So, if you want to show off your little one's true personality, be sure it's in the afternoon!

For more information, please visit: http://www.prnewswire.com/news/index_mail.shtml?ACCT=104&STORY=/www/story/08-17-2004/0002233383&EDATE=

Continued on Page 5



Continued from Page 4

the U.S. will have a female president, a black/African-American president, a Hispanic-American president, an Asian-American president or a gay or lesbian president – tweens and teens overwhelmingly predicted that a woman will become president before members of any of the other groups. A plurality of girls (53%) and boys (44%) made this prediction. However, 28% did say that a black/African-American president will be the first to be elected. In contrast, only 5% said that a Hispanic-American would be the first of these groups to become president. Time will tell whether these predictions hold true.

Continued from Page 4

Childhood Vaccinations Are Seen as Important, but Parental Worries Persist

Nearly all Americans (97%) think that it is somewhat or very important for all children to receive vaccinations, according to the results of a new Harris Interactive poll of 2,093 adults conducted online between August 18 and 20, 2004 for the Wall Street Journal Online's Health Industry Edition.

Three of four adults (77%) also believe that while nearly half of all children in the U.S. are vaccinated today, it is not good enough to offer protection to all children.

Even though Americans believe in the importance of vaccinating children, they also have concerns; and these concerns are greater for parents than they are for the general public. Thirty-eight percent of all adults vs. 46 percent of parents are somewhat or very concerned about the short-term side effects of vaccinations such as fever, nausea or pain at the injection site. Somewhat larger proportions (43% of adults vs. 53% of parents) are concerned that a child might get the disease for which the vaccination is intended to provide protection. Likewise, parents are somewhat more concerned than adults in general about the likelihood that a child might develop a long-term serious medical condition as a result of the vaccination (43% of adults vs. 52% of parents).

For more information, please visit:

<http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=838>

Come See Us...

AD:TECH 2004, Portrait of the New American Consumer Nov. 10, New York City

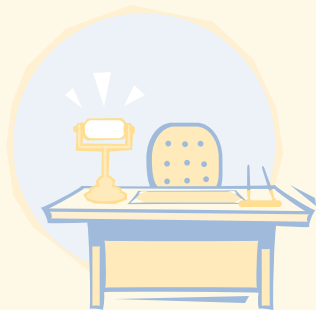
The largest consumer segment in America is now well over 45 years old. We've identified Gen X, then Gen Y and now the Millennials. Women's buying-power-base continues to solidify. Hear multiple perspectives on the hot, addressable audiences and the right way to approach them with credibility. Panelists include John Geraci, VP, Youth and Education Research, Harris Interactive.

www.ad-tech.com/conference.asp

Promo Marketing Conference & Expo Nov. 17, Chicago

Take a peek into the mind's of today's college students and gain proprietary knowledge of the college market through explanation of findings from the national syndicated study conducted by Harris Interactive with 360 YOUTHSM. You will know the size of market, what they spend, their behaviors and opinions on a variety of topics that affect your business and interests. Speakers include Samantha Skey, Senior Vice President, Convergent Marketing Group, 360 YOUTH, and John Geraci, VP, Youth and Education Research, Harris Interactive.

<http://promoexpo.com/conference/index.htm>



Join Our Team!

Our youth research team is growing! We are looking for a research manager for our New York or Rochester offices. If you have a background in research or youth marketing and want to be part of the top youth and education research group and one of the fastest-growing research firms in the world, contact John Geraci at jgeraci@harrisinteractive.com.

It's 8 a.m. – do you know what American kids are doing?

Enter to win a FREE copy of the just-released YouthPulse 2004 – the definitive study of the Internet generation

You need to know almost as much about the youth market as you would if they were all your own children. How they spend their time, how they spend their money, their hopes, fears and aspirations and which parts of the kid experience are totally different today than they were a decade – or even a year – ago. YouthPulse is the only study covering these topics and hundreds more for kids from age 8 to 21.

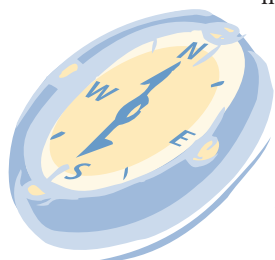
And as a *Trends & Tudes* subscriber, you have a chance to win a FREE copy of this 150-page report. Just visit www.harrisinteractive.com/YouthPulseContest, answer a brief, five-question survey and we'll enter you to win – it's that simple.

To learn more about YouthPulse, contact us at 877.919.4765 or info@harrisinteractive.com.

Now Available!

360 Youth College Explorer - Powered by Harris Interactive

You can now subscribe to 360 Youth College Explorer, the annual study of college students powered by Harris Interactive. This is the only study of its kind to provide marketers with insights about the entire college market of 18- to 30-year-olds, including: full- and part-time students, students at two- and four-year institutions, and undergraduate and graduate students. This year's topics cover income and spending, financial services, online behavior, technology and wireless, entertainment, food and dining, and much more. Contact us at 877.919.4765 or info@harrisinteractive.com for details.



Trends & Tudes Poll Vault

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Contact Us

To make suggestions regarding this newsletter or to discuss a business issue involving youth or the people and issues that influence today's youth, please contact our Information Desk at 877.919.4765 or info@harrisinteractive.com.

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