



## **Evaluation of the 2000 Kids Voting Arizona Program**

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### **Methodology and Overview:**

The information in this report is based on telephone interviews with 986 registered voters living in the State of Arizona. One sample of 780 registered voters generalizes to all registered voters living in the State in November, 2000. A second, over-sampling of 206 registered voters with children going to private or public schools was also conducted. The report gives both how all registered voters and voters with children attending public or private schools evaluated Kids Voting Arizona and the 2000 Presidential election.

The sampling error for the 780 registered voters, when the proportion giving a dichotomous response is .50 and assuming the 95% level of significance is plus or minus 3.5%. The sample of 401 parents with children in school (195 from the statewide sample of registered voters and the over sampling of 206 registered voters with children in school) has a confidence interval of plus or minus 4.9%.

The survey was designed and conducted by Dr. Bruce Merrill, Professor of Mass Communications and Director of the Media Research Program in the Walter Cronkite School at Arizona State University. Dr. Merrill is a nationally known expert in behavioral research and has conducted surveys throughout the United States and several foreign countries. The interviewing was conducted by professional interviewers using a CATI (Computer Assisted Telephone Interviewing) system. To insure accuracy, the interviewing began the day after the 2000 Election.

The Kids Voting Program received very high evaluations in 2000. Overall, the evaluations were slightly better than in the 1998 Gubernatorial Election. Eighty percent of all registered voters and 94% of all registered voters with children attending schools were aware of the Kids Voting Program. In addition, 94% of all registered voters and 91% of all parents with kids of school age, had a favorable impression of the program.

It is also apparent that the Kids Voting program continues to increase turnout in Arizona elections. Even though the Kids Voting Program has been functioning for several years in Arizona, 8% of all registered voters said the Kids voting Program was a factor in their decision to vote. Two percent (2%) of all registered voters and 3% of registered voters with children in school said the Kids Voting Program was the MAIN reason they went to the polls on election day. While 2% may not sound like a large number to some, Kids Voting helped bring an additional 50,000 registered voters to the polls on election day 2000.

The interaction of parents and their children was also impressive. Twenty-two (22%) of the voters with children in school said they took their kids to a polling place with them. In addition, 80% of the parents said the Kids Voting Program was either very (35%) or generally (45%) successful in stimulating their children to think about politics during the 2000 Presidential election.

### **Table One**

	<u>1998</u>	<u>2000</u>
Awareness of Kids Voting in Arizona	80%	94%

### **Table Two**

Evaluation of Kids Voting by registered voters in 1998 and 2000.

	<u>1998</u>		<u>2000</u>	
	all registered voters	registered voters with kids	all registered voters	registered voters with kids
Very Favorable	41%	46%	50%	53%
Favorable	52%	50%	44%	38%
Unfavorable	7%	4%	6%	9%

### **Table Three**

Effectiveness of Kids Voting in motivating people to vote in 1998 and 2000.

**Question:** Thinking about all the reasons why you voted, was the Kids Voting Program a factor in your decision to vote? **If Yes:** Would you say the Kids Voting Program was the main reason you voted?

	<u>1998</u>		<u>2000</u>	
	all registered voters	registered voters with kids	all registered voters	registered voters with kids
A reason	4%	8%	8%	8%
Main reason	2%	6%	2%	3%