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Religion and the 2012 Election

Romney's Mormon Faith Likely a Factor in Primaries, Not in a General Election

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Romney's Mormon Faith Likely a Factor in Primaries, Not in a General Election

Many Americans continue to see the Mormon faith as unfamiliar and different. Half say they know little or nothing about Mormonism, half say it is a Christian religion while a third say it is not, and roughly two-thirds believe Mormonism is “very different” from their own beliefs. There has been virtually no change in these impressions over the past four years.

About half of all voters, and 60% of evangelical Republicans, know that Mitt Romney is a Mormon. The former Massachusetts governor's religion has implications for his nomination run but not for the general election, should he be nominated as his party's standard bearer.

White evangelical Protestants – a key element of the GOP electoral base – are more inclined than the public as a whole to view Mormonism as a non-Christian faith. And this view is linked to opinions about Romney: Republicans who say Mormonism is not a Christian religion are less likely to support Romney for the GOP nomination and offer a less favorable assessment of him generally. But they seem prepared to overwhelmingly back him in a run against Obama in the general election.

These are the principal findings from a new national survey by the Pew Research Center for the People & the Press and the Pew Forum on Religion & Public Life, conducted Nov.

GOP Voters' Views of Mormonism, Romney and the 2012 Election

	All Rep/lean R	White evang Prot	White main Prot	White Cath
<i>The Mormon religion*...</i>	%	%	%	%
Is Christian	54	35	67	63
Is not Christian	33	53	21	22
Don't know	<u>13</u>	<u>12</u>	<u>12</u>	<u>15</u>
	100	100	100	100
<i>GOP primary preference</i>				
Mitt Romney	23	17	26	26
Herman Cain	22	26	17	23
Newt Gingrich	16	19	15	19
Ron Paul	8	7	8	8
Rick Perry	8	12	7	5
Mich. Bachmann	5	5	2	4
Rick Santorum	2	3	3	2
Jon Huntsman	1	1	1	0
Other/None/DK	<u>14</u>	<u>10</u>	<u>22</u>	<u>14</u>
	100	100	100	100
<i>If 2012 election is between...</i>				
Mitt Romney	87	91	84	91
<i>Strongly</i>	71	79	66	71
Barack Obama	9	6	12	7
Don't know	<u>4</u>	<u>2</u>	<u>4</u>	<u>2</u>
	100	100	100	100
N	738	253	166	128

PEW RESEARCH CENTER Nov. 9-14, 2011. Based on Republican and Republican-leaning registered voters.
* Asked of non-Mormons (for Republican and Republican-leaning voters, N=716). Figures may not add to 100% due to rounding.

9-14 among 2,001 adults, including 1,576 registered voters. In the race for the GOP nomination, Romney trails Herman Cain by nine points (26% to 17%) among white evangelical Republican and Republican-leaning voters. Romney leads among white mainline Protestant Republicans (26% to 17% over Cain) and runs about even with Cain among white Catholic Republican voters (26% Romney, 23% Cain).

There is no evidence that Romney's Mormon faith would prevent rank-and-file Republicans, including white evangelicals, from coalescing around him if he wins the GOP nomination. Rather, the same Republicans who may have doubts about Romney's faith are among the most vehement opponents of Barack Obama. Fully 91% of white evangelical Republican voters say they would back Romney over Obama in a general election matchup, and 79% would support Romney strongly. Overall, white evangelicals would be among the strongest Romney supporters if he is the GOP nominee challenging Obama next fall.

The survey finds that overall opinions about Mormonism have changed very little since Romney's last race for the White House. About half (49%) say they know a great deal or some about the Mormon religion. And about half (51%) say the Mormon religion is Christian. Roughly a third (32%) say Mormonism is not a Christian faith – a figure that rises to 47% among white evangelical Protestants.

Public's View of Mormonism Virtually Unchanged Since 2007

	2007	2011
<i>Know about Mormon religion...</i>	%	%
Great deal/Some	48	49
Not very much/Nothing	52	50
Don't know/Refused	<u>1</u>	<u>1</u>
	100	100
<i>Is Mormonism Christian?</i>		
Yes	51	51
No	31	32
Don't know/Refused	<u>17</u>	<u>17</u>
	100	100
<i>Compared with own religion...</i>		
Mormonism has lot in common	23	22
Mormonism is very different	64	65
Don't know/Refused	<u>13</u>	<u>13</u>
	100	100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q78-81. Based on non-Mormons. Figures may not add to 100% due to rounding.

When asked what one word best describes their impression of the Mormon religion, most Americans either have no opinion or offer relatively neutral words like *different*, *conservative*, *Christian* or *Utah*.

About one-in-four (24%) give assessments that are negative in tone. Overall, *cult* is the most frequently used word. Other negative terms include *polygamy*, *restrictive*, *strange* and *misguided*. An additional 18% offer positive words such as *good*, *dedicated*, *devout*, *faithful* and *honest*. The overall balance of positive, negative and neutral words, as well as the words themselves, are largely unchanged from how people described Mormonism four years ago.

Impressions of the Mormon faith are virtually identical across party lines: roughly two-thirds of both Republicans and Democrats say Mormon beliefs are very different from their own, and roughly a third across party lines say the Mormon religion is not Christian.

As Republican and Republican-leaning voters evaluate Romney, very few say his faith is a factor. A majority of Republican and Republican-leaning voters (56%) know that Romney is a Mormon. But just 8% say Romney's religion makes them less likely to vote for him; 44% say it would not make a difference. Among white evangelical Republican voters, however, 15% say Romney's religion would make them less likely to support him.

One-Word Impressions of the Mormon Religion

% First word that comes to mind...

18	Positive	Good, dedicated, honest, friendly
27	Neutral	Different, conservative, Christian
24	Negative	Cult, polygamy, restrictive, strange
<u>30</u>	No opinion	
100		

PEW RESEARCH CENTER Nov. 9-14, 2011. Q77. Figures may not add to 100% due to rounding.

Half Aware of Romney's Religion

	All voters	Rep/lean R	Dem/lean D
<i>Romney's religion</i>	%	%	%
Mormon	48	56	43
Other	8	7	8
Don't know	<u>44</u>	<u>38</u>	<u>48</u>
	100	100	100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q51a. Based on registered voters. "Other" includes all incorrect answers. Figures may not add to 100% due to rounding.

Opinions about the Mormon religion are a factor in how GOP voters view Romney. Roughly six-in-ten (61%) Republican and Republican-leaning voters who say that Mormonism is a Christian religion have a favorable opinion of Romney. That compares with 51% of those who say that it is not a Christian religion. And Republican voters who say Mormonism is not Christian are far less likely to support Romney for the GOP nomination.

But these same Republicans also are among the strongest critics of Obama. Nearly six-in-ten Republican voters (58%) who do not view Mormonism as Christian have a *very* unfavorable opinion of Obama; that compares with 44% of those who say it is Christian.

And support for Romney in a general election matchup with Obama is just as high among Republican voters who say Mormonism is not a Christian religion as among those who say it is (89% and 86%, respectively).

Obama a Bigger Factor for GOP Voters than Romney's Faith

	Rep/Rep- leaning voters	Is the Mormon religion Christian?	
		Yes	No
<i>View of Romney</i>			
	%	%	%
Favorable	56	61	51
Unfavorable	29	25	36
Don't know	<u>15</u>	<u>14</u>	<u>13</u>
	100	100	100
<i>View of Obama</i>			
Favorable	13	18	6
Unfavorable	85	81	92
<i>Very unfavorable</i>	49	44	58
Don't know	<u>2</u>	<u>1</u>	<u>2</u>
	100	100	100
<i>2012 Election</i>			
Romney	87	86	89
<i>Strongly</i>	71	69	73
Obama	9	10	7
Other/Don't know	<u>4</u>	<u>3</u>	<u>4</u>
	100	100	100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q10a-b, Q30-30b. Based on Republican and Republican-leaning registered voters. Figures may not add to 100% due to rounding.

SECTION 1: RELIGION AND CAMPAIGN 2012

In the GOP nomination race, Romney and Cain run about even among Republicans and Republican-leaning voters (23% for Romney and 22% for Cain).

Newt Gingrich trails both Romney and Cain, but Gingrich's support has doubled in the past month (from 8% to 16%). Currently, 8% favor Rick Perry, down from 17% about a month ago. As many now support Ron Paul for the GOP nomination as favor Perry. (*For more, see ["Obama Job Approval Improves, GOP Contest Remains Fluid,"](#) Nov. 17, 2011.*)

GOP Primary Contest

<i>Who would you most like to see nominated as GOP candidate?</i>	All Rep/ lean Rep	White evangelical	White mainline	White Catholic
	%	%	%	%
Romney	23	17	26	26
Cain	22	26	17	23
Gingrich	16	19	15	19
Paul	8	7	8	8
Perry	8	12	7	5
Bachmann	5	5	2	4
Santorum	2	3	3	2
Huntsman	1	1	1	0
Other (VOL.)	*	0	*	0
None/Too early/DK	<u>14</u>	<u>10</u>	<u>22</u>	<u>14</u>
	100	100	100	100
N	738	253	166	128

PEW RESEARCH CENTER Nov. 9-14, 2011. Q23. Based on first choice or leaned first choice of Republican and Republican-leaning registered voters. Figures may not add to 100% due to rounding.

Romney's support for the GOP nomination is more tepid among white evangelical Republicans, a key constituency within the GOP. White evangelical Republicans are less likely to name Romney as their first choice for the nomination; 17% of this group does so, while 26% name Cain and 19% name Gingrich.

Among white mainline Protestant GOP voters, Romney is the first choice for the nomination (26%) with Cain the next closest candidate at 17%. White Catholic Republicans are more closely divided between these two men with 26% for Romney and 23% for Cain.

Romney trails Cain slightly among white evangelical Republicans, and he also draws less support among Republican and Republican-leaning voters who agree with the Tea Party. Cain leads Romney among all Tea Party Republican voters (by 29% to 18%).

Romney is weakest among GOP voters who fall into both of these groups – white evangelicals who agree with the Tea Party. Just 11% of these voters support Romney for the GOP nomination, while more than three times as many (39%) back Cain.

General Election Matchups

When it comes to the general election, Romney does better in a head-to-head matchup with Obama than any of the other top-tier GOP candidates. Looking at all registered voters, white evangelical Protestant voters are just as likely to support Romney over Obama in a general election matchup as they are to support Cain, Gingrich, or Perry against Obama. And among white Catholic and white mainline Protestant voters, Romney holds considerably more appeal than the other GOP contenders.

Religion and Tea Party Support Affect Romney's Primary Backing

Who would you most like to see nominated as GOP candidate?

	Total	White evangelical Protestant	All other
All Rep/Lean R	%	%	%
Romney	23	17	26
Cain	22	26	20
Gingrich	16	19	15
N	738	253	485
Tea Party			
Romney	18	11	23
Cain	29	39	23
Gingrich	21	21	22
N	356	137	219
Not Tea Party			
Romney	27	24	28
Cain	16	12	18
Gingrich	12	16	10
N	374	112	262

PEW RESEARCH CENTER Nov. 9-14, 2011. Q23. Based on Republican and Republican-leaning registered voters. Figures read down; only Romney, Cain and Gingrich shown.

Among all registered voters, 49% favor Obama while 47% support Romney. Obama holds significant leads over other leading Republican candidates (by 11 points over Perry and 12 points over Gingrich and Cain).

In the general election, white evangelical Protestant voters support each of the GOP candidates over Obama by about the

same overwhelming margins; Romney's advantage is 44 points while Cain, Gingrich and Perry each hold a 41-point advantage over Obama among white evangelicals.

Romney also has a wide lead over Obama among white mainline Protestant voters: 56% support Romney while just 38% support Obama. By contrast, Gingrich, Cain and Perry run roughly even with Obama among white mainline Protestants.

Among highly religious voters – those who say they attend religious services at least once a week – Romney has a 14-point lead (55% to 41%) over Obama. Gingrich, Perry and Cain run about even with Obama among these voters. Obama generally has the advantage among voters who attend services less frequently, but Romney ties Obama among voters who attend services only once or twice a month or a few times a year. (For a detailed breakdown of religious and demographic differences in presidential trial heats, see the [tables](#) that accompanied the Nov. 17 report.)

Evangelical Support Does Not Slip if Romney Is GOP Nominee

	Obama vs. Romney Difference	Obama vs. Gingrich Difference	Obama vs. Cain Difference	Obama vs. Perry Difference
All voters	D+2	D+12	D+12	D+11
Protestant	R+10	R+1	R+3	R+4
White evangelical	R+44	R+41	R+41	R+41
White mainline	R+18	R+5	R+2	R+6
Black Protestant	D+93	D+95	D+87	D+92
Catholic	D+2	D+13	D+19	D+13
White Catholic	R+7	D+7	D+15	D+11
Unaffiliated	D+33	D+46	D+42	D+41
<i>Religious attendance</i>				
Weekly or more	R+14	R+6	R+4	R+6
Monthly/Yearly	0	D+18	D+14	D+12
Seldom/Never	D+27	D+33	D+35	D+33

PEW RESEARCH CENTER Nov. 9-14, 2011. Q30-33. Based on registered voters. Bold entries represent statistically significant differences.

Personal Images of the 2012 Candidates

Among all voters, 50% have a favorable opinion of Obama while 48% view him unfavorably. Opinions of the GOP nomination candidates are less favorable, with views of Romney being the most positive. Overall, 38% hold a favorable view of Romney, 45% hold an unfavorable view.

Just a third of voters have a favorable opinion of Gingrich, compared with 52% who view him unfavorably. The balance of opinion also is negative in views of Cain (31% favorable, 52% unfavorable) and Perry (25% favorable, 55% unfavorable).

Voters' personal impressions of Obama and the GOP candidates reflect their voting preferences. These four GOP candidates are

viewed much more favorably than Obama among all white evangelicals; comparable percentages have favorable impressions of Gingrich (50% favorable), Romney (46%), Cain (45%) and Perry (42%). Just a quarter of white evangelicals (25%) have a favorable view of Obama.

Obama is viewed far more favorably than the GOP candidates by black Protestant voters and those with no religious affiliation. Fully nine-in-ten black Protestant voters (93%) view him favorably while no more than about a quarter view any of the GOP candidates favorably. And 65% of unaffiliated voters have a favorable impression of Obama, more than double the percentage that have a favorable opinion of any of the Republican candidates.

How Religious Voters View the Candidates

<i>Percent holding favorable views of each ...</i>	Obama	Romney	Gingrich	Cain	Perry
	%	%	%	%	%
All voters	50	38	33	31	25
Protestant	43	38	37	34	30
White evangelical	25	46	50	45	42
White mainline	42	40	32	30	20
Black Protestant	93	17	16	24	17
Catholic	53	43	36	27	25
White Catholic	50	45	39	29	26
Unaffiliated	65	31	21	23	17
<i>Religious attendance</i>					
Weekly or more	41	41	38	34	30
Monthly/Yearly	55	40	36	31	29
Seldom/Never	57	32	22	24	13

PEW RESEARCH CENTER Nov. 9-14, 2011. Q10a-e. Based on registered voters.

Romney's Stable Image

Romney's image has changed little since his unsuccessful campaign for the GOP nomination four years ago. Currently, 38% of voters have a favorable view of Romney while 45% express an unfavorable opinion. In February 2008, during the GOP primaries, 34% had a favorable opinion and 43% viewed Romney unfavorably.

There has been little change in the way that voters among different religious groups view Romney. White evangelical Protestant voters have mixed opinions of Romney (46% favorable, 40% unfavorable); this was also the case in early 2008 (42% favorable, 33% unfavorable), though fewer voters knew enough about Romney to hold an opinion. Similarly, as in February 2008, about as many white Catholic and white mainline voters view Romney favorably as unfavorably.

Views of Romney Largely Unchanged Since 2008 Campaign

	February 2008			November 2011		
	Fav %	Unfav %	No opinion %	Fav %	Unfav %	No opinion %
All voters	34	43	24=100	38	45	17=100
Protestant	36	38	25=100	38	44	18=100
White evangelical	42	33	25=100	46	40	14=100
White mainline	42	40	18=100	40	42	18=100
Catholic	37	43	20=100	43	39	18=100
White Catholic	39	43	18=100	45	41	15=100
Unaffiliated	23	53	24=100	31	55	14=100
<i>Religious attendance</i>						
Weekly or more	41	37	22=100	41	39	19=100
Monthly/Yearly	32	44	23=100	40	44	16=100
Seldom/Never	26	50	24=100	32	53	15=100

PEW RESEARCH CENTER Nov. 9-14, 2011. Based on registered voters. Figures may not add to 100% due to rounding.

Romney and Cain: Traits and Characteristics

Romney is widely seen by GOP voters as well-qualified to be president as well as honest and trustworthy, and these views are shared by large majorities of Republican voters in different religious groups. For instance, 71% of all Republican and Republican-leaning voters say Romney is well-qualified to be president, and 65% say he is honest and trustworthy. Comparable majorities of white evangelical Republican voters also say these descriptions apply to Romney (67% well-qualified, 65% honest and trustworthy).

By contrast, Republican voters are less likely to say Romney understands the needs of people like them (54%), is a strong conservative (53%) and takes consistent positions on issues (47%). And only about a quarter of all GOP voters (24%) say Romney shares their religious beliefs. There are only modest differences across different religious groups – white evangelicals, white mainline Protestants and white Catholics – in these evaluations.

Cain's image is very different: Only about half of all Republican and Republican-leaning voters say Cain is honest and trustworthy (50%) and well-qualified (49%). But compared with Romney, far more GOP voters say Cain is a strong conservative (64%) and that he takes consistent positions on issues (60%). White evangelicals (70%) are somewhat more likely than white mainline Protestants (58%) or white Catholics (57%) to view Cain as a strong conservative.

And more Republican voters say Cain shares their religious beliefs (34%) than say that about Romney (24%). Notably, while nearly half of white evangelical Protestants (46%) say Cain shares their religious beliefs, just 19% say that description applies to Romney.

GOP Voters View Romney as Well-Qualified, But More See Cain as a Strong Conservative

<i>Percent of Rep and Rep-leaning voters who say each candidate is...</i>	<i>Mitt Romney</i>				<i>Herman Cain</i>			
	All Rep/Lean Rep	White evangelical	White mainline	White Catholic	All Rep/Lean Rep	White evangelical	White mainline	White Catholic
Well-qualified to be president	71	67	71	82	49	55	44	44
Honest and trustworthy	65	65	67	75	50	57	49	45
Understands the needs of people like you	54	53	50	63	60	65	52	58
A strong conservative	53	56	44	57	64	70	58	57
Takes consistent positions on issues	47	47	44	50	60	63	55	64
Shares your religious beliefs	24	19	22	33	34	46	31	27

PEW RESEARCH CENTER Nov. 9-14, 2011. Q34a-f & 35a-f. Based on Republican and Republican leaning registered voters. Other responses not shown.

GOP Candidates' Religions Not Widely Known

Only about half (48%) of all registered voters know that Romney is a Mormon. Even fewer know the religions of two other Republican candidates, Cain and Perry. A quarter (25%) of voters know that Cain is Protestant, and although 31% are aware that Perry is Protestant, just 17% know he is an evangelical Protestant.

More than half (56%) of Republican and Republican-leaning voters correctly identify Romney's faith. Fewer Democratic and Democratic-leaning voters know that Romney is a Mormon. Republicans also are more likely than Democrats to know that Cain is a Protestant (30% vs. 22%). But there is no partisan gap in awareness of Perry's faith.

Among Republican and Republican-leaning voters, members of most religious groups are about equally knowledgeable of Romney's religion, with six-in-ten white evangelicals (60%) and more than half of white Catholics (56%) and white mainline Protestants (52%) correctly identifying Romney as a Mormon.

Few voters say that the religion of the GOP candidates will impact their voting decision, either positively or negatively. Very small percentages say that Cain or Perry's religion makes them either more or less likely to vote for them.

Romney's Religion Better Known

Percent who know that...

	Romney is Mormon	Perry is evangelical	Cain is Protestant
	%	%	%
All voters	48	17	25
Rep/Lean Rep	56	18	30
Protestant	56	23	36
White evangelical	60	28	37
White mainline	52	16	32
Catholic	52	9	20
White Catholic	56	10	22
Dem/Lean Dem	43	17	22

PEW RESEARCH CENTER Nov. 9-14, 2011. Q51a-c. Based on registered voters.

Candidates' Religions a Minor Factor in Voting Preferences

<i>Candidate's religion makes you...</i>	Romney	Perry	Cain
	%	%	%
More likely to vote for	2	2	3
Less likely to vote for	7	4	2
No difference /DK	40	11	21
Don't know candidate's religion	<u>52</u>	<u>83</u>	<u>75</u>
	100	100	100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q53a-c. Based on registered voters. Respondents who did not identify Romney as a Mormon, Perry as an evangelical Protestant and Cain as a Protestant are included in the "Don't know candidate's religion" column. Figures may not add to 100% due to rounding.

Impact of Romney's Religion

Romney's religion is not a major factor for most voters. Nearly nine-in-ten

GOP Evangelicals Somewhat More Likely to See Romney's Religion as an Issue

Republican and

Romney's religion makes you...

Republican-leaning voters (88%) are either unaware

	More likely to vote for him	Less likely to vote for him	Makes no diff/DK	Don't know Romney is Mormon
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of Romney's religion or say it would make no difference in their vote.

	More likely to vote for him	Less likely to vote for him	Makes no diff/DK	Don't know Romney is Mormon
Rep/Lean Rep RVs	3	8	44	44=100
Protestant	2	12	42	44=100
White evangelical	3	15	42	40=100
White mainline	1	8	44	48=100
Catholic	0	2	50	48=100
White Catholic	0	2	54	44=100
Dem/Lean Dem RVs	1	6	36	57=100

Protestant Republican voters are somewhat more inclined than Catholic Republicans to say they would be less likely to

PEW RESEARCH CENTER Nov. 9-14, 2011. Q51-Q53. Based on registered voters. Figures may not add to 100% due to rounding.

vote for Romney because he is a Mormon. Most white evangelical Republican voters either do not know Romney's religion (40%) or say it would make no difference to their vote (42%), but 15% say it makes them less likely to vote for him.

Parties' Friendliness to Religion

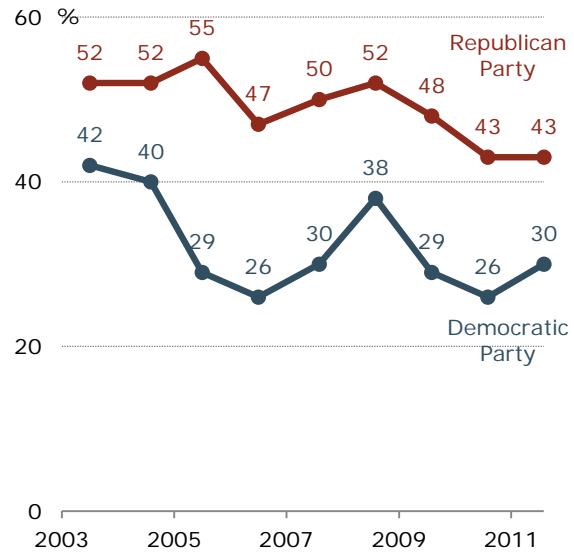
As was the case throughout George W. Bush's presidency, more Americans currently say the Republican Party is friendly to religion than say that about the Democratic Party. But significantly fewer see the GOP as friendly to religion than did so during the Bush years.

Currently, 43% of the public says that the Republican Party is friendly to religion; 26% say the GOP is neutral toward religion, while 19% say it is unfriendly. From 2003-2008, about 50% viewed the GOP as friendly to religion.

In the current survey, 30% say the Democratic Party is friendly to religion. A plurality (40%) says the Democratic Party is neutral to religion, and 20% see it as unfriendly.

Pluralities of white evangelical Protestants (53%), white mainline Protestants (46%) and white Catholics (43%) say the GOP is friendly to religion; much smaller percentages of white evangelicals (18%), white mainline Protestants (32%) and white Catholics (29%) view the Democratic Party as friendly to religion. By contrast, 45% of black Protestants say the Democratic Party is friendly to religion, compared with 23% who say the same about the GOP.

GOP Consistently Viewed as More Friendly to Religion



PEW RESEARCH CENTER Nov. 9-14, 2011. Q50a-b.
Based on general public.

SECTION 2: VIEWS OF THE MORMON RELIGION

Roughly half of non-Mormons say that they know a great deal (13%) or some (37%) about the Mormon religion, with the other half saying they know not very much (29%) or nothing at all (21%). Similarly, half of non-Mormons (49%) say they know someone who is Mormon, while 50% say they do not know any Mormons. The public's assessment of its own knowledge of Mormonism and the percentage saying they know a Mormon is virtually unchanged from 2007.

Familiarity with Mormonism is most common in the western United States, where 73% of non-Mormons say they know someone who is Mormon, and 58% say they know a great deal or some about the Mormon religion. Knowing a Mormon and knowledge of Mormonism is significantly less common in other parts of the country.

Among religious groups, nearly six-in-ten white evangelicals (57%) say they know someone who is Mormon, and 62% say they know at least some about the Mormon religion. Roughly half of white mainline Protestants (52%) and the religiously unaffiliated (51%) say they know a Mormon. Among Catholics, 44% say they know someone who is a Mormon and 40% say they know a great deal or some about Mormonism. Compared with other religious groups, far fewer black Protestants know someone who is Mormon (21%) or say they know a great deal or some about the Mormon religion (34%). These views are little changed from 2007.

Little Change in Familiarity with Mormon Religion

	2007	2011
<i>Know about Mormon religion...</i>	%	%
Great deal/Some	48	49
Not very much/Nothing	52	50
Don't know	1	1
	100	100
<i>Know a Mormon?</i>		
Yes	48	49
No	51	50
Don't know	1	1
	100	100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q76 & Q80.
Based on non-Mormons. Figures may not add to 100% due to rounding.

Westerners More Likely to Know a Mormon

	Know someone who is Mormon	Know a great deal/some about Mormonism
	%	%
Total	49	49
Northeast	38	48
Midwest	42	48
South	44	46
West	73	58
Protestant	49	53
White evangelical	57	62
White mainline	52	56
Black Protestant	21	34
Catholic	44	40
White Catholic	45	47
Unaffiliated	51	49

PEW RESEARCH CENTER Nov. 9-14, 2011. Q76 & Q80.
Based on non-Mormons.

Stable Opinions About Mormon Religion

Similarly, attitudes toward the Mormon religion have remained stable. About half (51%) of non-Mormons say that, based on what they have read or heard, they think the Mormon religion is a Christian religion; 32% say it is not a Christian religion. And most non-Mormons (65%) continue to say that the Mormon religion is very different from their own religion or beliefs.

Compared with other religious groups, far more white evangelical Protestants say that Mormons are not Christian. Nearly half of white evangelicals (47%) say that the Mormon religion is not a Christian religion, while 39% say it is. By contrast, majorities of white mainline Protestants (62%), white Catholics (59%) and the religiously unaffiliated (56%) express the view that the Mormon religion is a Christian religion.

College graduates, by almost two-to-one (59% to 30%) say that the Mormon religion is Christian. Fewer than half of those with no more than a high school education (46%) say the Mormon religion is Christian, but they are no more likely than those with more education to say that Mormonism is not Christian.

The survey finds little connection between familiarity with Mormons and Mormonism and views of the religion. About a third (35%) of those who say they know at least some about Mormonism say it is not a Christian religion, as do 29% of those who describe themselves as knowing little or nothing about Mormonism.

Half Continue To Say Mormon Religion Is Christian

	2007	2011
<i>Is Mormonism Christian?</i>	%	%
Yes	51	51
No	31	32
Don't know	<u>17</u>	<u>17</u>
	100	100
<i>Compared with your religion...</i>		
Mormonism has lot in common	23	22
Mormonism is very different	64	65
Don't know	<u>13</u>	<u>13</u>
	100	100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q78, Q79, Q81. Based on non-Mormons. Figures may not add to 100% due to rounding.

Far More White Evangelicals Say Mormon Religion Is Not Christian

	Yes	No	DK
<i>Is the Mormon religion Christian?</i>	%	%	%
Total	51	32	17=100
White	55	31	14=100
Black	42	30	28=100
Hispanic	47	34	18=100
College grad+	59	30	11=100
Some college	56	32	12=100
HS or less	46	33	22=100
Republican	51	35	14=100
Democrat	51	31	18=100
Independent	54	30	16=100
Protestant	46	37	16=100
White evangelical	39	47	14=100
White mainline	62	24	13=100
Black Protestant	43	30	27=100
Catholic	54	27	18=100
White Catholic	59	25	17=100
Unaffiliated	56	30	14=100

PEW RESEARCH CENTER Nov. 9-14, 2011. Q81. Based on non-Mormons. Whites and blacks do not include Hispanics; Hispanics are of any race. Figures may not add to 100% due to rounding.

One-third of those who know a Mormon say that Mormonism is not a Christian religion (34%), as do 30% of those who do not know a Mormon.

Majorities across all religious groups say that the Mormon religion is very different from their own. Roughly seven-in-ten white evangelical Protestants (70%) and white Catholics (68%) say the Mormon religion is very different from their own; smaller majorities of black Protestants (59%) and white mainline Protestants (56%) agree.

One-Word Descriptions of Mormon Religion

When asked in an open-ended question what one word best describes the Mormon religion, the most common response is *cult*, offered by 100 respondents in this survey, or about 5% of the public. Other commonly offered responses include *family* or *family values* (57 responses), *different* (55 responses), *polygamy* (49 responses) and *good* or *good people* (45 responses).

White evangelical Protestants are more likely than members of other religions to use the word *cult* to describe the Mormon religion, with 11% offering this word. By comparison, *cult* is offered as the single best descriptor by 5% of white mainline Protestants, 5% of black Protestants, 2% of the religiously unaffiliated and 1% of white Catholics.

Many of the positive words used to describe the Mormon religion focus on the devotion of its adherents: 28 respondents use the word *dedicated*, 19 respondents offer the words *devout* or *devoted* and 19 say *faith* or *faithful*.

The public's lack of familiarity with the Mormon religion also is reflected in the one-word descriptions. While 55 respondents use the word *different*, 24 use the words *confused* or *confusing*, 18 say *strange* and 10 use the word *odd* to describe the religion.

Mormon Religion in a Word

Out of 2,001 respondents, number who said...

100	Cult
57	Family/Family values
55	Different
49	Polygamy/Bigamy
45	Good/Good people
35	Strict/Restrictive
34	Conservative
28	Dedicated
25	Christian
24	Confused/Confusing
19	Devout/Devoted
19	Faith/Faithful
18	Strange
17	Honest
17	Interesting
17	Multiple marriages/wives
15	OK
14	Friendly
14	Misguided
14	Utah
13	False
12	Crazy
10	Odd
10	Religion

PEW RESEARCH CENTER Nov. 9-14, 2011. Q77. Based on general public. Figures show actual number of respondents who offered each response; **these numbers are not percentages**. Only words offered by 10 or more respondents are shown.

About the Survey

The analysis in this report is based on telephone interviews conducted Nov. 9-14, 2011, among a national sample of 2,001 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (1,200 respondents were interviewed on a landline telephone, and 801 were interviewed on a cell phone, including 397 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity, region, and population density to parameters from the March 2010 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2010 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus ...
Total sample	2,001	3.0 percentage points
Registered voters	1,576	3.0 percentage points
Republican voters	480	5.5 percentage points
Democratic voters	524	5.5 percentage points
Independent voters	526	5.5 percentage points
White evangelical Prot. voters	354	6.5 percentage points
White mainline Prot. voters	301	7.0 percentage points
Black Protestant voters	102	12.0 percentage points
Catholic voters	336	6.5 percentage points
White Catholic voters	265	7.5 percentage points
Unaffiliated voters	250	7.5 percentage points
Rep/Rep leaning voters	738	4.5 percentage points
White evangelical Protestants	253	7.5 percentage points
White mainline Protestants	166	9.5 percentage points
White Catholics	128	10.5 percentage points
Dem/Dem leaning voters	731	4.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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 PEW FORUM ON RELIGION & PUBLIC LIFE
 NOVEMBER 2011 RELIGION AND POLITICS SURVEY
 FINAL TOPLINE
 November 9-14, 2011
 N=2,001

Q.1 AND Q.3-4 PREVIOUSLY RELEASED

NO QUESTIONS 2, 5-9

ASK ALL:

Q.10 As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. First, **[INSERT NAME; RANDOMIZE]** would you say your overall opinion of **[INSERT NAME]** is very favorable, mostly favorable, mostly Unfavorable, or very unfavorable? How about **[NEXT NAME]**? **[IF NECESSARY: would you say your overall opinion of [NAME] is very favorable, mostly favorable, mostly Unfavorable, or very unfavorable?]** **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never heard of	Can't rate/Ref
a. Barack Obama								
Nov 9-14, 2011	52	21	31	45	24	21	*	3
Mar 8-14, 2011	58	22	36	39	20	19	*	3
Dec 2-5, 2010	54	26	29	43	25	18	*	2
Aug 25-Sep 6, 2010	53	21	32	43	23	20	*	5
Jun 10-13, 2010	56	27	30	39	20	19	0	4
Oct 28-Nov 30, 2009	65	33	32	30	16	14	*	5
Jun 10-14, 2009	72	37	35	25	11	14	*	3
Apr 14-21, 2009	73	38	35	24	10	14	*	3
Jan 7-11, 2009	79	40	39	15	4	11	0	6
Mid-October, 2008	66	33	33	28	13	15	*	6
Late September, 2008	65	33	32	30	11	19	*	5
Mid-September, 2008	62	28	34	34	15	19	*	4
Late May, 2008	51	23	28	40	21	19	*	9
April, 2008	52	21	31	42	21	21	*	6
March, 2008	56	21	35	34	18	16	1	9
Late February, 2008	57	24	33	34	16	18	1	8
Early February, 2008	58	19	39	30	13	17	2	10
January, 2008	56	20	36	33	13	20	3	8
Late December, 2007	54	16	38	30	12	18	5	11
August, 2007	48	14	34	26	10	16	13	13
b. Mitt Romney								
Nov 9-14, 2011	36	7	29	42	16	26	9	12
Oct 28-Nov 30, 2009	35	11	25	21	9	13	25	18
Jun 10-14, 2009	40	9	31	28	8	20	19	13
Early February, 2008	30	6	24	44	15	29	8	18
January, 2008	31	7	24	43	13	30	8	18
Late December, 2007	29	4	25	35	11	24	17	19
August, 2007	28	5	23	24	7	17	29	19
c. Rick Perry								
Nov 9-14, 2011	25	4	21	50	25	26	12	13
d. Herman Cain								
Nov 9-14, 2011	29	9	20	50	25	25	10	11
e. Newt Gingrich								
Nov 9-14, 2011	31	9	23	48	23	25	11	10
Jun 10-14, 2009	35	8	27	38	16	22	16	10

Q. 10 CONTINUED...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
October, 1998	41	8	33	49	23	26	1	9
Early September, 1998	42	7	35	48	20	28	3	7
Late August, 1998	43	5	38	52	19	33	2	3
March, 1998	36	6	30	49	20	29	6	9
November, 1997	30	6	24	59	24	35	4	7
August, 1997	30	6	24	62	27	35	2	6
April, 1997	28	5	23	64	28	36	3	5
January, 1997	28	4	24	65	26	39	2	5
August, 1995	30	9	21	54	25	29	4	12
February, 1995	41	12	29	37	15	22	10	12
December, 1994	25	7	18	28	13	15	30	17
July, 1994	14	2	12	12	4	8	65	9

Q.11-Q.12 AND Q.20 PREVIOUSLY RELEASED**NO QUESTIONS 13-19****ASK ALL:**

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?

[INSTRUCTION: IF RESPONDENT VOLUNTEERS THAT THEY ARE IN NORTH DAKOTA AND DON'T HAVE TO REGISTER, PUNCH 1 FOR REGIST AND REGICERT]

ASK IF RESPONDENT ANSWERED '1' YES IN REGIST:

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

Nov 9-14

2011

77	Yes, Registered
72	Absolutely certain
4	Chance registration has lapsed
*	Don't know/Refused (VOL.)
23	No, not registered
1	Don't know/Refused (VOL.)

NO QUESTION 21**Q.22 PREVIOUSLY RELEASED**

ASK ALL REGISTERED VOTERS (REGICERT=1):

Q.23 As I name some possible Republican candidates for president in 2012, please tell me which one, if any, you would most like to see nominated as the Republican Party's candidate? **[READ AND RANDOMIZE] [PROBE IF NECESSARY: As of today, who would you say you LEAN toward?]**

BASED ON REGISTERED VOTERS [N=1,576]:

Nov 9-14 <u>2011</u>		Sep 22-Oct 4 <u>2011</u>	Jul 20-24 <u>2011</u>	Mar 8-14 <u>2011</u>	Nov 4-7 <u>2010</u>
22	Mitt Romney	20	18	16	14
15	Herman Cain	7	5	--	--
10	Newt Gingrich	5	3	7	7
10	Ron Paul	9	8	8	9
7	Rick Perry	10	6	--	--
6	Michele Bachmann	5	8	--	--
5	Jon Huntsman	3	3	--	--
2	Rick Santorum	2	1	2	2
*	Other (VOL.) ¹	1	1	1	3
--	Sarah Palin	8	10	11	16
--	Tim Pawlenty	--	2	2	3
--	Mike Huckabee	--	--	14	16
--	Mitch Daniels	--	--	2	--
--	Haley Barbour	--	--	2	2
--	Chris Christie	--	--	1	--
14	None (VOL.)	20	21	22	14
3	Too early to tell (VOL.)	4	5	2	--
5	Don't know/Refused (VOL.)	7	10	9	13

ASK IF HAS FIRST CHOICE (Q.23=1-9):

Q.24 Who, if anyone, would be your second choice for the Republican nomination in 2012? **[READ OPTIONS IF NECESSARY, ELIMINATING NAME CHOSEN IN Q.23]**

BASED ON REGISTERED VOTERS [N=1,576]:

Nov 9-14, 2011			Jul 20-24, 2011			Mar 8-14, 2011			
First choice	Second choice	Total	First choice	Second choice	Total	First choice	Second choice	Total	
22	15	37	Mitt Romney	18	11	28	16	9	25
15	10	25	Herman Cain	5	3	8	--	--	--
10	11	21	Newt Gingrich	3	3	6	7	7	15
10	5	14	Ron Paul	8	4	12	8	6	14
7	7	14	Rick Perry	6	4	10	--	--	--
6	6	12	Michele Bachmann	8	9	17	--	--	--
5	3	8	Jon Huntsman	3	2	5	--	--	--
2	3	4	Rick Santorum	1	2	3	2	2	4
*	2	2	Other (VOL.)	1	1	2	1	2	3
--	--	--	Sarah Palin	10	7	16	11	9	20
--	--	--	Tim Pawlenty	2	2	4	2	3	5
--	--	--	Mike Huckabee	--	--	--	14	12	26
--	--	--	Mitch Daniels	--	--	--	2	2	4
--	--	--	Haley Barbour	--	--	--	2	1	3
--	--	--	Chris Christie	--	--	--	1	*	1
14	11	14	None (VOL.)	21	12	21	22	9	22
3	*	3	Too early to tell (VOL.)	5	*	5	2	1	2
5	4	5	Don't know/Refused (VOL.)	10	4	10	9	3	9
--	23	--	No first choice/DK	--	36	--	--	33	--

¹ Palin, Pawlenty, Huckabee, Daniels and Barbour were explicitly named in some previous surveys. Chris Christie was never named in any surveys. In surveys in which they received less than 1% support, these responses are included in other. Dashes indicate that candidates were not explicitly asked about and received less than 1% support.

Q.25 PREVIOUSLY RELEASED

NO QUESTIONS 26-29

RANDOMIZE ORDER OF Q.30-Q.30a-Q.30b/Q.31-Q.31a-Q.31b/Q.32-32a-Q.32b/Q.33-33a-Q.33b
IN BLOCKS

ASK BEFORE FIRST BLOCK:

Now, suppose the 2012 presidential election were being held TODAY and...

ASK BEFORE SECOND, THIRD AND FOURTH BLOCK:

If the election were TODAY and...

ASK ALL REGISTERED VOTERS (REGICERT=1):

Q.30-Q.33 You had to choose between, [READ AND RANDOMIZE], who would you vote for?

ASK IF OTHER OR DK (Q.30-Q.33=3,9):

Q.30a-Q.33a As of TODAY, do you LEAN more to [READ IN SAME ORDER AS Q.30-Q.33]?

ASK IF NAMED A CANDIDATE (Q.30-Q.33=1,2):

Q.30b-Q.33b Would you support [INSERT LAST NAME OF CANDIDATE CHOSEN IN Q.30-Q.33] over [INSERT LAST NAME OF CANDIDATE NOT CHOSEN IN Q.30-Q.33] strongly, or not? ²

BASED ON REGISTERED VOTERS [N=1,576]:

Q.30 Mitt Romney

	<u>Romney</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	(VOL.)	(VOL.)
Nov 9-14, 2011	47	36	10	1	49	42	7	*	1	3
Sep 22-Oct 4, 2011	48	--	--	--	48	--	--	--	1	4

Q.31 Rick Perry

	<u>Perry</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	(VOL.)	(VOL.)
Nov 9-14, 2011	42	31	10	1	53	47	6	*	1	4
Sep 22-Oct 4, 2011	46	--	--	--	50	--	--	--	1	4

Q.32 Herman Cain

	<u>Cain</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	(VOL.)	(VOL.)
Nov 9-14, 2011	42	34	7	*	54	47	6	*	1	3

Q.33 Newt Gingrich

	<u>Gingrich</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Not strongly</u>	<u>DK</u>	(VOL.)	(VOL.)
Nov 9-14, 2011	42	33	9	1	54	47	6	*	1	3

Q.30a-b/Q.31a-b/Q.32a-b/Q.33a-b TREND FOR COMPARISON:

BASED ON REGISTERED VOTERS:

	<u>McCain</u>	<u>Strongly</u>	<u>Only mod³</u>	<u>DK</u>	<u>Obama</u>	<u>Strongly</u>	<u>Only mod</u>	<u>DK</u>	<u>Nader</u>	<u>Barr</u>	<u>Other/DK/Ref</u>
November, 2008	39	21	18	*	50	35	14	1	1	1	9
Late October, 2008	36	20	15	1	52	39	12	1	3	1	8
Mid-October, 2008	38	21	16	1	52	36	16	*	n/a	n/a	10
Early October, 2008	40	21	18	1	50	36	14	*	n/a	n/a	10
Late September, 2008	42	23	19	*	49	33	15	1	n/a	n/a	9
Mid-September, 2008 ⁴	44	25	19	*	46	30	15	1	n/a	n/a	10

² Those who lean to a candidate are included in "Not strongly."

³ Includes those who say they lean to the Republican or Democratic candidate.

Q. 30a-b/Q. 31a-b/Q. 32a-b/Q. 33a-b TREND FOR COMPARISON CONTINUED...

	<i>Only</i>				<i>Only</i>				Nader	Barr	Other/ DK/Ref
	McCain	Strongly	mod	DK	Obama	Strongly	mod	DK			
August, 2008	43	17	26	*	46	27	19	*	n/a	n/a	11
July, 2008	42	17	24	1	47	24	22	1	n/a	n/a	11
June, 2008	40	14	26	*	48	28	19	1	n/a	n/a	12
Late May, 2008	44				47				n/a	n/a	9
April, 2008	44				50				n/a	n/a	6
March, 2008	43				49				n/a	n/a	8
Late February, 2008	43				50				n/a	n/a	7
	<i>Only</i>				<i>Only</i>				Nader	Other/ DK/Ref	
	Bush	Strongly	mod	DK	Kerry	Strongly	mod	DK			
November, 2004	45	34	11	*	46	29	16	1	1	8	
Mid-October, 2004	45	32	13	*	45	28	16	1	1	9	
Early October, 2004	48	35	12	1	41	24	17	*	2	9	
September, 2004	49	33	15	1	43	22	20	1	1	7	
August, 2004	45	32	13	*	47	28	19	*	2	6	
July, 2004	44				46				3	7	
June, 2004	46				42				6	6	
May, 2004	43				46				6	5	
Late March, 2004	44				43				6	7	
Mid-March, 2004	42				49				4	5	
Two-way trial heats:											
June, 2004	48				46				n/a	6	
May, 2004	45				50				n/a	5	
Late March, 2004	46				47				n/a	7	
Mid-March, 2004	43				52				n/a	5	
Late February, 2004	44				48				n/a	8	
Early February, 2004	47				47				n/a	6	
Early January, 2004	52				41				n/a	7	
October, 2003	50				42				n/a	8	
	<i>Only</i>				<i>Only</i>				Nader	Buchanan	Other/ DK/Ref
	Bush	Strongly	mod	DK	Gore	Strongly	mod	DK			
November, 2000	41	26	15	*	45	25	19	1	4	1	9
Late October, 2000	45	29	16	*	43	24	19	*	4	1	7
Mid-October, 2000	43	25	18	*	45	22	23	*	4	1	7
Early October, 2000	43	26	17	*	44	22	22	*	5	*	8
September, 2000	41	21	19	1	47	25	21	1	2	1	9
July, 2000	42				41				6	2	9
Late June, 2000	42				35				2	2	19
Mid-June, 2000	41				42				4	3	10
January, 2000	51				39				n/a	4	6
September, 1999	49				35				n/a	10	6
Two-way trial heats:											
July, 2000	48				46				n/a	n/a	6
Mid-June, 2000	45	20	25	*	46	18	27	1	n/a	n/a	9
May, 2000	46				45				n/a	n/a	9
March, 2000	43				49				n/a	n/a	8
February, 2000	46	19	27	*	45	18	26	1	n/a	n/a	9
December, 1999	55				40				n/a	n/a	5
October, 1999	54				39				n/a	n/a	7
September, 1999	54				39				n/a	n/a	7
July, 1999	53				42				n/a	n/a	5
March, 1999	54				41				n/a	n/a	5
January, 1999	50				44				n/a	n/a	6
Early September, 1998	53				40				n/a	n/a	7

⁴ After August 2008, June 2004, July 2000, July 1996, June 1992, and June 1988 the question specified vice presidential candidates.

Q.30a-b/Q.31a-b/Q.32a-b/Q.33a-b TREND FOR COMPARISON CONTINUED...

	<i>Only</i>				<i>Only</i>					Other/ DK/Ref
	<u>Dole</u>	<u>Strongly</u>	<u>mod</u>	<u>DK</u>	<u>Clinton</u>	<u>Strongly</u>	<u>mod</u>	<u>DK</u>	<u>Perot</u>	
November, 1996	32	17	15	*	51	26	24	1	9	8
October, 1996	34	17	16	1	51	25	26	*	8	7
Late September, 1996	35	16	18	1	51	26	25	*	7	7
Early September, 1996	34	17	17	*	52	26	26	0	8	6
July, 1996	34				44				16	6
March, 1996	35				44				16	5
September, 1995	36				42				19	3
July, 1994	36				39				20	5
<i>Two-way trial heats:</i>										
July, 1996	42	11	30	*	53	20	31	1	n/a	5
June, 1996	40	13	23	1	55	22	29	1	n/a	5
April, 1996	40				54					6
March, 1996	41				53					6
February, 1996	44				52					4
January, 1996	41				53					6
July, 1994	49				46					5
	<i>Only</i>				<i>Only</i>					Other/ DK/Ref
	<u>Bush Sr.</u>	<u>Strongly</u>	<u>mod</u>	<u>DK</u>	<u>Clinton</u>	<u>Strongly</u>	<u>mod</u>	<u>DK</u>	<u>Perot</u>	
Late October, 1992	34	20	14	--	44	26	18	--	19	3
Early October, 1992	35	14	21	--	48	23	25	--	8	9
June, 1992	31				27				36	6
<i>Two-way trial heats:</i>										
September, 1992	38	14	21	--	53	25	28	--	n/a	9
August, 1992	37	14	23	--	57	24	33	--	n/a	6
June, 1992	46	13	33	--	41	9	32	--	n/a	13
May, 1992	46	15	31	--	43	10	33	--	n/a	11
Late March, 1992	50	19	31	--	43	9	34	--	n/a	7
	<i>Only</i>				<i>Only</i>					Other/ DK/Ref
	<u>Bush Sr.</u>	<u>Strongly</u>	<u>mod</u>	<u>DK</u>	<u>Dukakis</u>	<u>Strongly</u>	<u>mod</u>	<u>DK</u>		
October, 1988	50	24	26	--	42	20	22	--		8
September, 1988	50	26	24	--	44	19	25	--		6
May, 1988	40	12	28	--	53	14	39	--		7

RANDOMIZE ORDER OF Q.34 AND Q.35**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.34 As I read some phrases, please tell me whether you think each one describes Mitt Romney. First, **[INSERT FIRST ITEM; RANDOMIZE]**, does this describe Mitt Romney, or not? How about **[INSERT NEXT ITEM]**? **[REPEAT IF NECESSARY: does this describe Mitt Romney, or not]?**

BASED ON REGISTERED VOTERS [N=1,576]:

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a. A strong conservative Nov 9-14, 2011	48	35	17
b. Shares your religious beliefs Nov 9-14, 2011	19	56	24
c. Takes consistent positions on issues Nov 9-14, 2011	37	43	20
d. Understands the needs of people like you Nov 9-14, 2011	37	47	16
e. Well-qualified to be president Nov 9-14, 2011	54	33	13
f. Honest and trustworthy Nov 9-14, 2011	52	32	16

RANDOMIZE ORDER OF Q.34 AND Q.35**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.35 As I read some phrases, please tell me whether you think each one describes Herman Cain. First, **[INSERT FIRST ITEM; RANDOMIZE]**, does this describe Herman Cain, or not? How about **[INSERT NEXT ITEM]**? **[REPEAT IF NECESSARY: does this describe Herman Cain, or not]?**

BASED ON REGISTERED VOTERS [N=1,576]:

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a. A strong conservative Nov 9-14, 2011	52	27	21
b. Shares your religious beliefs Nov 9-14, 2011	23	42	35
c. Takes consistent positions on issues Nov 9-14, 2011	45	33	23
d. Understands the needs of people like you Nov 9-14, 2011	38	46	16
e. Well-qualified to be president Nov 9-14, 2011	33	53	15
f. Honest and trustworthy Nov 9-14, 2011	32	49	19

Q.36-Q.40 AND Q.42-Q.44 PREVIOUSLY RELEASED**NO QUESTIONS 41, 45-49****ASK ALL:**

On another subject...

Q.50 Do you feel that **[INSERT ITEM; RANDOMIZE]** is generally friendly toward religion, neutral toward religion, or unfriendly toward religion?

	<u>Friendly</u>	<u>Neutral</u>	<u>Unfriendly</u>	(VOL.) <u>DK/Ref</u>
a. The Democratic Party				
Nov 9-14, 2011	30	40	20	11
Jul 21-Aug 5, 2010	26	41	19	14
August 20-27, 2009	29	39	22	11
August, 2008	38	37	15	10
August, 2007	30	37	15	18
July, 2006	26	42	20	12
July, 2005	29	38	20	13
August, 2004	40	34	13	13
Mid-July, 2003	42	36	12	10
b. The Republican Party				
Nov 9-14, 2011	43	26	19	12
Jul 21-Aug 5, 2010	43	28	14	15
August 20-27, 2009	48	29	12	12
August, 2008	52	29	9	10
August, 2007	50	23	9	18
July, 2006	47	28	13	12
July, 2005	55	23	9	13
August, 2004	52	24	10	14
Mid-July, 2003	52	27	10	11

ASK ALL:

Q.51 Do you happen to know if **[INSERT FIRST NAME; RANDOMIZE]** is Protestant, Catholic, Mormon, Jewish, Muslim, atheist, agnostic, or some other religion? How about **[INSERT NEXT NAME]**? Is he Protestant, Catholic, Mormon, Jewish, Muslim, atheist, agnostic, or some other religion?

[INTERVIEWERS: IF R SAYS "MULTIPLE FAITHS/ALL OF THE ABOVE," RECORD AS "8-SOME OTHER RELIGION" AND RECORD VERBATIM RESPONSE]

ASK Q.52a-c IMMEDIATELY AFTER ITEM IN Q.51a-c IF RESPONSE IS PROTESTANT/CHRISTIAN/OTHER (Q.51a=1,8,9 OR Q.51b=1,8,9 OR Q.51c=1,8,9):

Q.52 And, do you happen to know if **[INSERT NAME; OBSERVE FILTERS]** is an evangelical or "born again" Christian, or not?

a. Mitt Romney

Nov 9-14

2011

4	Protestant (includes Christian)
1	Evangelical
1	Not evangelical
2	Don't know/Refused
3	Catholic
39	Mormon
*	Jewish
1	Muslim
*	Atheist
*	Agnostic
0	Some other religion
51	Don't know
1	Refused (VOL.)

Q.52 CONTINUED...

b. Rick Perry

Nov 9-14

2011

25	Protestant (includes Christian)
14	Evangelical
3	Not evangelical
9	Don't know/Refused
4	Catholic
2	Mormon
*	Jewish
*	Muslim
*	Atheist
*	Agnostic
*	Some other religion
68	Don't know
1	Refused (VOL.)

c. Herman Cain

Nov 9-14

2011

21	Protestant (includes Christian)
7	Evangelical
4	Not evangelical
11	Don't know/Refused
3	Catholic
1	Mormon
1	Jewish
1	Muslim
*	Atheist
*	Agnostic
0	Some other religion
73	Don't know
1	Refused (VOL.)

ASK IF GAVE AN ANSWER IN Q.51a-c (Q.51a=1-9 OR Q.51b=1-9 OR Q.51c=1-9)⁵:

Q.53 Does [INSERT NAME; RANDOMIZE IN SAME ORDER AS Q.51; OBSERVE FILTERS] religion make you more likely to vote for him, less likely to vote for him or make no difference in your vote?

ASK IF GIVE AN ANSWER IN Q.51a (Q.51a=1-9):

a. Mitt Romney's

<i>Based on all RVs</i>	<i>Based on RVs who said Mormon</i>	
Nov 9-14	Nov 9-14	
<u>2011</u>	<u>2011</u>	
2	4	More likely to vote for him
7	14	Less likely to vote for him
39	80	Make no difference in vote
1	1	Don't know/Refused (VOL.)
8	--	<i>Gave a response to Q.51a other than Mormon</i>
44	--	<i>Don't know what Romney's religion is</i>
[N=1,576]	[N=858]	

⁵ Due to a programming error, a small number of respondents who gave an answer in Q.51a-c were not asked the appropriate follow-up in Q.53a-c. Responses to Q.53 have been re-percentage based on those who were correctly asked Q.53a-c.

Q.53 CONTINUED...**ASK IF GIVE AN ANSWER IN Q.51b (Q.51b=1-9):**

b. Rick Perry's

<i>Based on all RVs</i>	<i>Based on RVs who said Evangelical Protestant</i>	
Nov 9-14	Nov 9-14	
<u>2011</u>	<u>2011</u>	
2	14	More likely to vote for him
4	21	Less likely to vote for him
11	64	Make no difference in vote
*	1	Don't know/Refused (VOL.)
20	--	<i>Gave a response to Q.51b other than Evangelical Protestant</i>
63	--	<i>Don't know what Perry's religion is</i>
[N=1,576]	[N=297]	

ASK IF GIVE AN ANSWER IN Q.51c (Q.51c=1-9):

c. Herman Cain's

<i>Based on all RVs</i>	<i>Based on RVs who said Protestant</i>	
Nov 9-14	Nov 9-14	
<u>2011</u>	<u>2011</u>	
3	13	More likely to vote for him
2	6	Less likely to vote for him
20	78	Make no difference in vote
1	3	Don't know/Refused (VOL.)
4	--	<i>Gave a response to Q.51c other than Protestant</i>
71	--	<i>Don't know what Cain's religion is</i>
[N=1,576]	[N=435]	

NO QUESTIONS 54-55, 60-64**Q.56-Q.59 PREVIOUSLY RELEASED****QUESTIONS 65-73 HELD FOR FUTURE RELEASE****NO QUESTIONS 74-75**

ASK ALL:

RELIG What is your present religion, if any? Are you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

[INTERVIEWER: IF R VOLUNTEERS "nothing in particular, none, no religion, etc." BEFORE REACHING END OF LIST, PROMPT WITH: And would you say that's atheist, agnostic, or just nothing in particular?]

ASK IF SOMETHING ELSE, NOTHING IN PARTICULAR OR DK/REF (RELIG=11,12,99):

CHR Do you think of yourself as a Christian or not? **[IF R NAMED A NON-CHRISTIAN RELIGION IN PREVIOUS QUESTION (e.g. Native American, Wiccan, Pagan, etc.), DO NOT READ (ENTER "NO" CODE 2)]**

Nov 9-14

2011

39	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
24	Roman Catholic (Catholic)
2	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
1	Orthodox (Greek, Russian, or some other orthodox church)
1	Jewish (Judaism)
1	Muslim (Islam)
1	Buddhist
*	Hindu
3	Atheist (do not believe in God)
3	Agnostic (not sure if there is a God)
2	Something (SPECIFY)
13	Nothing in particular
9	Christian (VOL.)
*	Unitarian (Universalist) (VOL.)
2	Don't Know/Refused (VOL.)

ASK IF CHRISTIAN (RELIG=1-4,13 OR CHR=1):

BORN Would you describe yourself as a "born again" or evangelical Christian, or not?

BASED ON TOTAL:

Nov 9-14

2011

33	Yes, would describe self as born again/evangelical
39	No, would not
*	Undesignated
4	Don't know/Refused (VOL.)
76%	Christian

ASK ALL:

ATTEND Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

	More than <u>once a week</u>	Once <u>a week</u>	Once or twice <u>a month</u>	A few times <u>a year</u>	<u>Seldom</u>	<u>Never</u>	(VOL.) <u>DK/Ref</u>
Nov 9-14, 2011	14	25	15	18	15	12	1
Jul 21-Aug 5, 2010	14	25	14	20	15	11	2
August, 2009	14	23	16	18	16	11	1
August, 2008	13	26	16	19	15	10	1
Aug, 2007	14	26	16	18	16	9	1
July, 2006	15	25	15	18	14	12	1
July, 2005	14	27	14	19	14	11	1
Aug, 2004	13	25	15	20	15	11	1
July, 2003	16	27	15	18	14	10	*
March, 2003	15	24	15	21	15	9	1
March, 2002	15	25	17	18	15	9	1
Mid-Nov, 2001	16	26	14	17	16	10	1

ATTEND CONTINUED...

	More than <u>once a week</u>	Once <u>a week</u>	Once or twice <u>a month</u>	A few times <u>a year</u>	<u>Seldom</u>	<u>Never</u>	(VOL.) <u>DK/Ref</u>
March, 2001	17	26	17	17	15	7	1
Sept, 2000 (RVs)	17	28	16	17	13	8	1
June, 1997	12	26	17	20	15	10	*
June, 1996	14	25	17	21	13	9	1

ASK ALL:

Now thinking about the Mormon religion, also known as the Church of Jesus Christ of Latter Day Saints...

Q.76 How much would you say you know about the Mormon religion and its practices? **[READ IN ORDER]**

Nov 9-14 <u>2011</u>		Aug <u>2007</u> ⁶
14	A great deal	11
36	Some	38
28	Not very much	32
21	Nothing at all	19
1	Don't know/Refused (VOL.)	*

⁶ In August 2007, question began "Now thinking about Mormonism, also known as the Church of Jesus Christ of Latter-day Saints..."

ASK ALL:

Q.77 Please tell me what one word best describes your impression of the Mormon religion. Tell me just the one best word that comes to mind. **[OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW". ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE]**

Nov 9-14 <u>2011</u>		Aug <u>2007</u>	
100	Cult	73	Family/Family values
57	Family/Family values	60	Cult
55	Different	56	Polygamy/Bigamy
49	Polygamy/Bigamy	36	Different
45	Good/Good people	34	Dedicated
35	Strict/Restrictive	32	Devout/Devoted
34	Conservative	31	Good/Good people
28	Dedicated	30	Strict/Restrictive
25	Christian	24	Faith/Faithful
24	Confused/Confusing	19	Utah
19	Devout/Devoted	16	Religious
19	Faith/Faithful	15	Confused/Confusing
18	Strange	15	False
17	Honest	15	Multiple marriages/Multiple wives
17	Interesting	14	Conservative
17	Multiple marriages/Multiple wives	12	Misguided
15	OK	12	OK
14	Friendly	9	Christian
14	Misguided	9	Committed/Commitment
14	Utah	8	Belief/Believers
13	False	8	True
12	Crazy	8	Weird
10	Odd	8	Pushy
10	Religion	8	Sincere
9	Peaceful		
9	True		
9	Wrong		
8	Acceptable		
8	Belief/Believers		
8	Hypocrite		
8	Nice		
8	Misunderstood		
8	Religious		
8	Weird		
7	Fake		
7	Favorable		
7	Strong		
695	Other	521	Other
541	Don't Know/Refused	388	Don't Know/Refused

[N=2001]

[N=1461]

These figures are unweighted counts—not percentages. Based on first mention only.

ASK IF R HAS A RELIGION OTHER THAN MORMONISM [RELIG=1-2, 4-8, 11, 13-14 OR (RELIG=99 AND CHR=1)]:

Q.78 From what you know, do you think that the Mormon religion and your own religion have a lot in common, or do you think that the Mormon religion and your religion are very different?

ASK IF R IS ATHEIST, AGNOSTIC, NOTHING IN PARTICULAR OR DK & NOT CHRISTIAN (RELIG=9, 10, 12 OR (RELIG=99 AND CHR=2, 9)):

Q.79 From what you know, do you think that the Mormon religion and your own beliefs have a lot in common, or do you think that the Mormon religion and your beliefs are very different?

BASED ON TOTAL:

Nov 9-14 <u>2011</u>		Aug <u>2007</u>
22	A lot in common	23
64	Very different	63
12	Don't know/Refused (VOL.)	13
2	Respondent is Mormon	2

ASK IF R IS NOT A MORMON (RELIG≠3):

Q.80 Do you, yourself happen to know anyone who is Mormon?

BASED ON TOTAL:

Nov 9-14 <u>2011</u>		Aug <u>2007</u>
48	Yes	48
49	No	50
1	Don't know/Refused (VOL.)	1
2	Respondent is Mormon	2

ASK IF R IS NOT A MORMON (RELIG NOT EQUAL TO 3):

Q.81 Based on what you have read or heard about Mormons, do you think their religion is a Christian religion, or do you think it is not a Christian religion?

BASED ON TOTAL:

Nov 9-14 <u>2011</u>		Aug <u>2007</u>
51	Yes, Christian religion	51
31	No, not a Christian religion	31
16	Don't know/Refused (VOL.)	17
2	Respondent is Mormon	2

ASK ALL:

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

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

				(VOL.) No	(VOL.) Other party	(VOL.) DK/Ref	Lean Rep	Lean Dem
	Republican	Democrat	Independent	preference				
Nov 9-14, 2011	24	33	38	3	1	2	16	15
Sep 22-Oct 4, 2011	23	33	38	2	1	3	18	16
Aug 17-21, 2011	24	30	40	3	*	3	17	18
Jul 20-24, 2011	24	32	38	4	*	2	16	14
Jun 15-19, 2011	26	34	32	4	*	4	13	13
May 25-30, 2011	24	33	38	3	*	2	15	17
Mar 30-Apr 3, 2011	25	32	37	3	*	3	17	16
Mar 8-14, 2011	24	33	38	3	*	2	17	15
Feb 22-Mar 1, 2011	24	33	37	3	*	3	15	16
Feb 2-7, 2011	24	31	39	3	*	2	16	16
Jan 5-9, 2011	27	32	35	4	*	2	15	14

PARTY/PARTYLN CONTINUED...

				(VOL.)	(VOL.)	(VOL.)	Lean	Lean
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>preference</u>	<u>party</u>	<u>DK/Ref</u>	<u>Rep</u>	<u>Dem</u>
Dec 1-5, 2010	25	33	34	5	1	2	13	14
Nov 4-7, 2010	26	30	37	4	*	2	17	13
Yearly Totals								
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK ALL:

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

				(VOL.)	(VOL.)	Not
	<u>Agree</u>	<u>Disagree</u>	<u>either way</u>	<u>Haven't heard of</u>	<u>Refused</u>	<u>heard of/DK</u>
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 ⁷	22	22	53	2	2	--
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13
Jul 21-Aug 5, 2010	22	18	37	--	1	21

7

In the Feb. 2-7, 2011 survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May through October, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March it was described as "the Tea Party protests that have taken place in the U.S. over the past year."

TEAPARTY2 CONTINUED...

	<u>Agree</u>	<u>Disagree</u>	No opinion <u>either way</u>	(VOL.) Haven't <u>heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ <u>DK</u></i>
Jun 16-20, 2010	24	18	30	--	*	27
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31