

**PRRI/RNS May 2012 Survey**  
**May 2 – 6, 2012**  
**N = 1,006 National Sample**  
**N = 821 Registered Voters**

**ROTATE Q1 & Q2**

Thinking about your vote for President....

Q.1 How important is it for a candidate to share your religious beliefs? Is it very important, somewhat important, not too important, or not at all important?

<u>All</u> <u>Americans</u>	<u>All</u> <u>Voters</u>	
20	18	Very important
22	23	Somewhat important
20	19	Not too important
38	39	Not at all important
1	*	Don't know (VOL.)
*	*	Refused (VOL.)
<u>100</u>	<u>100</u>	Total

Q.2 If the 2012 presidential election were being held today and the candidates were Barack Obama, the Democrat, and Mitt Romney, the Republican, for whom would you vote?

<u>All</u> <u>Americans</u>	<u>All</u> <u>Voters</u>	
47	47	Obama
35	38	Romney
1	1	Other candidate (VOL.)
7	6	Neither (VOL.)
2	1	Would not vote (VOL.)
7	6	Don't know (VOL.)
<u>2</u>	<u>2</u>	Refused (VOL.)
100	100	Total

Q.3 Regardless of how you intend to vote, would you say your overall opinion of **[INSERT; RANDOMIZE]** is very favorable, mostly favorable, mostly Unfavorable, or very unfavorable? How about **[INSERT NEXT]**?

**REPEAT AS NECESSARY:** Is your opinion very favorable, mostly favorable, mostly unfavorable or very unfavorable?

a. Barack Obama

<u>All Americans</u>	<u>All Voters</u>	
19	21	Very favorable
37	32	Mostly favorable
21	21	Mostly unfavorable
21	23	Very unfavorable
2	2	Don't know (VOL.)
*	*	Refused (VOL.)
<u>100</u>	<u>100</u>	Total

b. Mitt Romney

<u>All Americans</u>	<u>All Voters</u>	
7	7	Very favorable
39	39	Mostly favorable
28	27	Mostly unfavorable
17	19	Very unfavorable
7	7	Don't know (VOL.)
<u>1</u>	*	Refused (VOL.)
100	100	Total

**ROTATE Q4 & Q5**

Thinking about current political leaders...

Q.4 Do you happen to know what **[INSERT; RANDOMIZE]** religion is? Is he Protestant, Catholic, Jewish, Mormon, Muslim, something else, or is he not religious? And do you happen to know what **[INSERT; NEXT]** religion is?

**REPEAT IF NECESSARY:** Is he Protestant, Catholic, Jewish, Mormon, Muslim, something else, or is he not religious?

a. Barack Obama

<u>All Americans</u>	<u>All Voters</u>	
25	28	Protestant
5	4	Catholic
*	*	Jewish
1	1	Mormon
16	16	Muslim
*	1	Something else [SPECIFY]
3	3	Not religious
8	8	Christian (VOL.)
41	39	Don't know what his religious beliefs are (VOL.)
*	<u>1</u>	Refused (VOL.)
100	100	Total

b. Mitt Romney

<u>All Americans</u>	<u>All Voters</u>	
5	6	Protestant
5	5	Catholic
*	0	Jewish
45	51	Mormon
*	*	Muslim
1	1	Christian (VOL.)
2	1	Not religious
40	35	Don't know what his religious beliefs are (VOL.)
<u>1</u>	<u>1</u>	Refused (VOL.)
100	100	Total

Q.5 And from what you know, do you think that **[INSERT; RANDOMIZE]** has RELIGIOUS BELIEFS that are very similar, somewhat similar, somewhat different or very different than your own RELIGIOUS BELIEFS? What about **[INSERT; RANDOMIZE]**?

**REPEAT IF NECESSARY:** Do you think that **[INSERT; RANDOMIZE]** has religious beliefs that are very similar, somewhat similar, somewhat different or very different than your own religious beliefs?

a. Barack Obama

<u>All Americans</u>	<u>All Voters</u>	
11	10	Very similar
28	28	Somewhat similar
17	16	Somewhat different
28	29	Very different
14	15	Don't know what his religious beliefs are (VOL.)
<u>1</u>	<u>2</u>	Refused (VOL.)
100	100	Total

b. Mitt Romney

<u>All Americans</u>	<u>All Voters</u>	
5	5	Very similar
25	25	Somewhat similar
23	22	Somewhat different
26	28	Very different
19	18	Don't know what his religious beliefs are (VOL.)
<u>1</u>	<u>1</u>	Refused (VOL.)
100	100	Total

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

## Survey Methodology

The survey was designed and conducted by Public Religion Research Institute. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between May 2, 2012 and May 6, 2012 by professional interviewers under the direction of Social Science Research Solutions (SSRS). Interviews were conducted among a random sample of 1,006 adults 18 years of age or older and 821 registered voters in the continental United States (300 respondents were interviewed on a cell phone).

The final sample was weighted to five different parameters—age, sex, geographic region, education and telephone usage<sup>1</sup>—to ensure reliable and accurate representation of the total adult population.

The margin of error for the national sample is +/- 3.5 percentage points at the 95% level of confidence. Among registered voters it has a margin of error of +/- 3.8 percentage points. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

---

<sup>1</sup> Telephone usage refers to whether respondents have only a landline telephone, only a cell phone or both types and the frequency with which they use each type.