

**OHIO VALUES SURVEY 2012**  
**PUBLIC RELIGION RESEARCH INSTITUTE**  
**NOVEMBER 7 - NOVEMBER 11, 2012**  
**N=1,203**

Q.1a Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

39	Right direction
51	Wrong track
5	Mixed (VOL.)
<u>5</u>	Don't know/refused (VOL.)
100	Total

And thinking about the state of Ohio...

Q.1b Do you think things in Ohio are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

50	Right direction
38	Wrong track
7	Mixed (VOL.)
<u>6</u>	Don't know/refused (VOL.)
100	Total

Thinking about the 2012 presidential election...

Q.2 A lot of people have been telling us they didn't get a chance to vote in this election. How about you... did things come up that kept you from voting, or did you happen to vote?

78	Yes, Voted
21	No, Did not vote
1	Not eligible to vote (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.3 Most people cast their votes on Election Day, but many were able to vote before Election Day. What about you? Did you vote ON Election Day or BEFORE Election Day?

66	On Election Day
34	Before Election Day
*	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.4 When did you finally decide how you would vote in this election? **[READ IN ORDER]**

6	On Election Day
6	The week before Election Day
16	Sometime in the last month
25	In the last 6 months
45	Before that
1	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.5 Did you happen to vote for **[INSERT; RANDOMIZE], [INSERT]**, or some other candidate?

46	Barack Obama, the Democrat
45	Mitt Romney, the Republican
2	Independent/Third Party candidate
*	Did not vote (VOL.)
7	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.6a And in the U.S. Senate election, did you happen to vote for Sherrod Brown, the Democrat, Josh Mandel, the Republican, or some other candidate?

46	Sherrod Brown
41	Josh Mandel
3	Independent/Third Party candidate
3	Did not vote (VOL.)
6	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.6b And in the race for Congress did you happen to vote for the **[INSERT AND ROTATE]** or the **[INSERT]** in your election district?

41	Democratic candidate
44	Republican candidate
*	Independent/Third Party candidate
4	Did not vote (VOL.)
<u>11</u>	Don't know/Refused (VOL.)
100	Total

And thinking about your vote for president...

**IF VOTED FOR OBAMA (Q5=1), ASK [N=469]:**

Q.7 Would you say that your vote for Barack Obama was more of a vote for Obama or a vote against Mitt Romney?

72	Vote for Obama
20	Vote against Romney
7	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

**IF VOTED FOR ROMNEY (Q5=2), ASK [N=417]:**

Q.8 Would you say that your vote for Mitt Romney was more of a vote for Romney or a vote against Barack Obama?

56	Vote for Romney
31	Vote against Obama
12	Both (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.9 Of the following six issues, which one would you say was MOST important to your vote for President this year? **[READ AND RANDOMIZE]**

59	The economy
1	Immigration
8	National security
16	Health care
2	Same-sex marriage
9	Abortion
2	Other [SPECIFY—VOL.]
<u>3</u>	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1) AND IF 'THE ECONOMY' MOST IMPORTANT ISSUE (Q7=1), ASK [N=626]:**

Q.10 And which economic issue was MOST important to your vote this year? **[READ AND RANDOMIZE]**

11	Taxes
23	The budget deficit
33	Lack of jobs
3	Welfare
6	Social Security
15	The gap between rich and poor
2	Other (VOL.)
7	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Q.11 Did anyone call or talk to you in person on behalf of either major presidential campaign about coming out to vote? **[IF YES, ASK:]** And were you contacted by the Obama campaign, the Romney campaign or both campaigns?

11	Yes, contacted by Obama campaign only
9	Yes, contacted by Romney campaign only
26	Yes, contacted by both campaigns
51	No, not contacted by either campaign
3	Don't know/Refused (VOL.)
100	Total

**IF VOTED (Q2=1), ASK [N=1,011]:**

Q.12 Were you ever undecided about how to vote in this election or were you always sure who you would vote for?

24	Yes, undecided
75	Always sure
1	Don't know/Refused (VOL.)
100	Total

**IF VOTED AND UNDECIDED (Q12=1), ASK [N=219]:**

Q.13 In just a few words what was most important in making your decision?

6	Dislike of both parties/Frustration with government
7	Social issues/Women's issues
26	The economy
19	General issues
9	Positive view of Obama/Democrats
3	Positive view of Romney/Republicans
6	Negative view of Obama/Democrats
6	Negative view of Romney Republicans
17	Other
2	Don't know/Refused (VOL.)
100	Total

Q.14 Which of the following best describes how you feel about the outcome of this election? **[READ & RANDOMIZE]**

35	Satisfied
16	Excited
18	Disappointed
20	Worried
4	Angry
4	Other (VOL.—SPECIFY)
3	Don't know/Refused (VOL.)
100	Total

Regardless of who you support....

Q.15 Is your overall opinion of **[INSERT; RANDOMIZE]** very favorable, mostly favorable, mostly unfavorable, or very unfavorable. And would you say your overall opinion of **[INSERT]** very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

a. Mitt Romney

17	Very favorable
30	Mostly favorable
24	Mostly unfavorable
25	Very unfavorable
*	Have not heard of (VOL.)
4	Don't know/Refused (VOL.)
100	Total

b. Barack Obama

24	Very favorable
32	Mostly favorable
18	Mostly unfavorable
23	Very unfavorable
0	Have not heard of (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

**ROTATE Q16 AND Q17**

Q.16 Do you think Mitt Romney's political views are very conservative, conservative, moderate, liberal or very liberal?

17	Very conservative
33	Conservative
23	Moderate
9	Liberal
5	Very liberal
<u>14</u>	Don't know/Refused (VOL.)
100	Total

And...

Q.17 Do you think Barack Obama's political views are very conservative, conservative, moderate, liberal or very liberal?

5	Very conservative
12	Conservative
23	Moderate
23	Liberal
27	Very liberal
<u>11</u>	Don't know/Refused (VOL.)
100	Total

Regardless of who you support....

Q.18 Thinking about the following characteristics and qualities, please say whether you think it applies more to **[INSERT; RANDOMIZE]** or more to **[INSERT]**.

**IF NECESSARY:** Even if you think it might apply to both candidates, please say whether you think it applies MORE to **[INSERT; RANDOMIZE]** or MORE to **[INSERT]**.

a. Is honest and trustworthy

50	Barack Obama
34	Mitt Romney
10	Neither (VOL.)
3	Both (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

b. Is a strong and decisive leader

47	Barack Obama
39	Mitt Romney
4	Neither (VOL.)
5	Both (VOL.)
<u>4</u>	Don't know/Refused (VOL.)
100	Total

c. Has strong religious beliefs

26	Barack Obama
53	Mitt Romney
4	Neither (VOL.)
8	Both (VOL.)
<u>10</u>	Don't know/Refused (VOL.)
100	Total

d. Understands the problems of poor Americans

62	Barack Obama
24	Mitt Romney
8	Neither (VOL.)
2	Both (VOL.)
<u>4</u>	Don't know/Refused (VOL.)
100	Total

e. Cares about people like you

55	Barack Obama
33	Mitt Romney
6	Neither (VOL.)
4	Both (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

f. Has a plan to get the economy moving

47	Barack Obama
42	Mitt Romney
4	Neither (VOL.)
4	Both (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

Q.19 Now, I am going to read you a list of things that people say are responsible for our current economic problems. Would you say... **[INSERT; RANDOMIZE]** is very responsible, somewhat responsible, not too responsible or not at all responsible for the country's current economic problems. What about...

a. Too much government regulation of business

32	Very responsible
35	Somewhat responsible
13	Not too responsible
11	Not at all responsible
<u>8</u>	Don't know/Refused (VOL.)
100	Total

b. Corporations moving American jobs overseas

39	Very responsible
30	Somewhat responsible
12	Not too responsible
15	Not at all responsible
<u>5</u>	Don't know/Refused (VOL.)
100	Total



c. The economic policies of Barack Obama

26	Very responsible
35	Somewhat responsible
17	Not too responsible
17	Not at all responsible
<u>5</u>	Don't know/Refused (VOL.)
100	Total

d. The economic policies of George W. Bush

31	Very responsible
36	Somewhat responsible
14	Not too responsible
13	Not at all responsible
<u>6</u>	Don't know/Refused (VOL.)
100	Total

Q.20 We would like to get your views on some issues that are being discussed in the country today. Do you strongly favor, favor, oppose or strongly oppose **[INSERT; RANDOMIZE]**? What about **[INSERT NEXT]**?

a. Allowing gay and lesbian couples to marry legally

19	Strongly favor
28	Favor
20	Oppose
24	Strongly oppose
<u>8</u>	Don't know/Refused (VOL.)
100	Total

b. Increasing the tax rate on Americans earning more than \$250,000 a year

31	Strongly favor
29	Favor
22	Oppose
14	Strongly oppose
<u>5</u>	Don't know/Refused (VOL.)
100	Total

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

18	Strongly favor
37	Favor
23	Oppose
16	Strongly oppose
<u>6</u>	Don't know/Refused (VOL.)
100	Total

Q.21 Do you think abortion should be... **[RANDOMIZE LIST ORDER 1-4; 4-1]**

18	Legal in all cases
35	Legal in most cases
30	Illegal in most cases
10	Illegal in all cases
<u>6</u>	Don't know/Refused (VOL.)
100	Total

Q.22 Do you think the American Dream--that if you work hard you'll get ahead--still holds true, never held true, or once held true but does not anymore?

48	Still holds true
6	Never held true
44	Once held true, but not anymore
1	Other (VOL.)
<u>2</u>	Don't Know/Refused (VOL.)
100	Total

**ASK ALL:**

Now a few different questions...

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?]

49	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah’s Witness, etc.)
20	Roman Catholic (Catholic)
1	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
2	Atheist (do not believe in God)
2	Agnostic (not sure if there is a God)
1	Something else <b>[SPECIFY]</b>
11	Nothing in particular
5	Christian (VOL.)
*	Unitarian (Universalist) (VOL.)
<u>3</u>	Don't Know/Refused (VOL.)
100	Total

**IF SOMETHING ELSE OR DK/REF (RELIG = 11, 99) ASK [N=59]:**

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)**

41	Yes
23	No
<u>36</u>	Don't know/Refused (VOL.)
100	Total

**IF CHRISTIAN (RELIG=1-4, 13 OR CHR=1), ASK [N=987]:**

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

44	Yes
52	No
<u>4</u>	Don't know/Refused (VOL.)
100	Total

**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?

12	More than once a week
29	Once a week
15	Once or twice a month
18	A few times a year
14	Seldom
10	Never
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.23 How important is religion in your life – the most important thing, very important, somewhat important, not too important, or not at all important?

20	The most important thing
38	Very important
26	Somewhat important
8	Not too important
7	Not at all important
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Q.24 Which statement comes closest to your view of God: God is a person with whom people can have a relationship, God is an impersonal force, or I do not believe in God?

61	God is a person
27	God is an impersonal force
5	I do not believe in God
3	Both/Neither/Other (VOL.)
<u>5</u>	Don't know/refused (VOL.)
100	Total

Q.25 Which comes closest to your view? [READ, IN ORDER]

[Holy book: If Christian or no religion (RELIG=1-4, 9, 10, 12, 13 OR CHR=1) insert "the Bible"; If Jewish (RELIG=5), insert "the Torah"; If Muslim (RELIG=6), insert, "the Koran"; If other non-Christian affiliations (RELIG=7,8,14 OR (RELIG=11 AND CHR=2,9)), insert "the Holy Scripture"; IF DK/REF IN RELIGION (RELIG=99) AND CHR=2,9, insert "the Bible"]

IF BELIEVE HOLY BOOK IS WORD OF GOD (Q.25=1), ASK:

Q.26 And would you say that [READ, IN ORDER]?

68	[Holy book] is the word of God, OR
33	[Holy book] is to be taken literally, word for word, OR
31	Not everything in [Holy book] should be taken literally, word for word.
4	Other/Don't know/Refused (VOL.)
23	[Holy book] is a book written by men and is not the word of God.
3	Other (VOL.)
6	Don't know/Refused (VOL.)
100	Total

Q.27 Now, as I read some statements on a few different topics, please tell me if you completely agree, mostly agree, mostly disagree or completely disagree with each one. (First/Next) [INSERT; RANDOMIZE].

**READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY:** Do you completely agree, mostly agree, mostly disagree or completely disagree?

a. Government is providing too many social services that should be left to religious groups and private charities.

17	Completely agree
33	Mostly agree
27	Mostly disagree
16	Completely disagree
7	Don't know/Refused (VOL.)
100	Total

b. The government should do more to reduce the gap between the rich and poor.

29	Completely agree
31	Mostly agree
19	Mostly disagree
16	Completely disagree
5	Don't know/Refused (VOL.)
100	Total

c. Over the past couple decades, the government has paid too much attention to the problems of blacks and other minorities

11	Completely agree
26	Mostly agree
36	Mostly disagree
21	Completely disagree
<u>6</u>	Don't know/Refused (VOL.)
100	Total

Q.28 Do you think the government should have acted to help the American auto industry or not?

60	Yes, should have
35	No, should not
<u>5</u>	Don't know/Refused (VOL.)
100	Total

On a different topic...

Q.29 Which do you think is the best way to promote economic growth in the U.S.? **[READ; ROTATE STATEMENTS]**

41	Lower taxes on individuals and businesses and pay for those tax cuts by cutting spending on some government services and programs <b>OR</b>
49	Spend more on education and the nation's infrastructure, and raise taxes on wealthy individuals and businesses to pay for that spending
3	Both/Neither (VOL.)
<u>7</u>	Don't know/Refused (VOL.)
100	Total

Thinking about the nation's budget deficit...

Q.30 In your view, what is the best way to reduce the federal budget deficit? Should we mostly focus on cutting major programs, mostly focus on increasing taxes or should we do a combination of both?

15	Cutting major programs
6	Increasing taxes
70	Combination of both
1	Do not need/should not reduce deficit (VOL.)
<u>7</u>	Don't know/Refused (VOL.)
100	Total

CLASS If you were asked to use one of these five names for your social class, which would you say you belong in? **[READ IN ORDER]**

**(FORM 1 READ CATEGORIES IN ORDER, FORM 2 READ IN REVERSE ORDER)**

1	Upper class
13	Upper-middle class
39	Middle class
33	Working class
12	Lower class
<u>2</u>	Don't know/Refused (VOL.)
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 and made possible through generous funding from the Ford Foundation, the Nathan Cummings Foundation, and the Civic Engagement Research Fund at the New World Foundation. Results of the survey were based on bilingual (Spanish and English) telephone interviews conducted between November 7, 2012 and November 11, 2012, by professional interviewers under the supervision of Social Science Research Solutions. Interviews were conducted by telephone among a random sample of 1,203 adults 18 years of age or older currently living in the state of Ohio (363 respondents were interviewed on a cell phone). The landline and cell phone samples were provided by Marketing Systems Group and the final sample was weighted to ensure proper representativeness.

The weighting was accomplished in two stages. The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics were balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, density of the population<sup>1</sup>, telephone usage and voting status (i.e., voted for Obama; voted for Romney; voted for another candidate; voted, but did not reveal their candidate of choice; did not vote)<sup>2</sup>. The telephone usage parameter is based on projections from the most recent account in the CDC's National Health Interview Survey (NHIS). All other weighting parameters were drawn from the U.S. Census Bureau's 2011 American Community Survey (ACS).

The sample weighting was accomplished using Sample Balancing, a special iterative sample-weighting program that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error is +/- 3.5 percentage points for the general sample at the 95% confidence interval. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects.

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<sup>1</sup> Ohio population density is based on county-level population density (i.e., total population divided by total land area in square miles). County is based on self-reported zip code, and counties are divided into density quintiles where 1=lowest density and 5=highest density.

<sup>2</sup> The targets for each candidate were based on the number of popular votes as reported on nytimes.com on 11/9/2012.