PRRI 2015 American Values Survey Supplement
November 6 – 10, 2015
N = 1,010 (500 Landline, 510 Cell phone)

REGVOTE   Are you registered to vote at your present address, or not?

72	Yes
27	No
1	Don't know/Refused (VOL.)
100	Total

Now, thinking about the 2016 presidential election…
IF REGISTERED (REGVOTE=1), ASK [N=803]:
Q.1   How often would you say you vote in primary elections—that is, the elections in which a party selects their nominee to run in a general election?

52	Always
15	Nearly always
13	Part of the time
7	Seldom
12	Never
1	Don't know/Refused (VOL.)
100	Total

ASK ALL:
Q.2   Now we'd like your views on some political leaders. Please say whether your
        overall opinion of each of the following is very favorable, mostly favorable,
        mostly unfavorable, or very unfavorable. First… **[RANDOMIZE LIST]**

a. Donald Trump

Nov. 2015	Oct. 2015[1]	
11	9	Very favorable
16	21	Mostly favorable
21	21	Mostly unfavorable
44	45	Very unfavorable
2	3	Have not heard of
6	1	Don't know/Refused (VOL.)
100	100	Total

b. Ben Carson

17	Very favorable
23	Mostly favorable
14	Mostly unfavorable
18	Very unfavorable
19	Have not heard of
9	Don't know/Refused (VOL.)
100	Total

c. Jeb Bush

Nov. 2015	Oct. 2015	
6	4	Very favorable
23	29	Mostly favorable
30	32	Mostly unfavorable
24	22	Very unfavorable
9	11	Have not heard of
8	2	Don't know/Refused (VOL.)
100	100	Total

---

[1] Field dates for this survey are September 11-October 4, 2015.

d. Marco Rubio

Nov. 2015	Oct. 2015	Oct. 2013	
6	5	5	Very favorable
21	21	19	Mostly favorable
19	24	21	Mostly unfavorable
16	20	15	Very unfavorable
27	28	34	Have not heard of
10	3	5	Don't know/Refused (VOL.)
100	100	100	Total

e. Ted Cruz

Nov. 2015	Oct. 2015	Oct. 2013	
6	4	6	Very favorable
15	16	13	Mostly favorable
19	24	17	Mostly unfavorable
22	27	16	Very unfavorable
28	27	45	Have not heard of
9	2	3	Don't know/Refused (VOL.)
100	100	100	Total

f. Hillary Clinton

Nov. 2015	Oct. 2015	Oct. 2013	
19	15	20	Very favorable
28	31	37	Mostly favorable
16	17	14	Mostly unfavorable
30	34	21	Very unfavorable
2	2	6	Have not heard of
4	1	3	Don't know/Refused (VOL.)
100	100	100	Total

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

21	A Republican
30	A Democrat
39	An independent
7	No preference (VOL.)
*	Other (SPECIFY) (VOL.)
2	Don't know/Refused (VOL.)
100	Total

IF IDENTIFY AS DEMOCRAT (PARTY=2) AND REGISTERED TO VOTE (REGVOTE=1), ASK [N=259]:

Q.3   Which of the following Democratic candidates would you most like to see as the Democratic Party's 2016 nominee for president? **[READ: RANDOMIZE LIST]**

Nov. 2015	Oct. 2015	
64	49	Hillary Clinton
-	21	Joe Biden
28	24	Bernie Sanders
3	1	Martin O'Malley
-	1	Jim Webb
1	2	Other (SPECIFY) (VOL.)
5	1	Don't know/Refused (VOL.)
100	100	Total

IF IDENTIFY AS REPUBLICAN (PARTY=1) AND REGISTERED TO VOTE (REGVOTE=1), ASK [N=211]:

Q.4   Which of the following Republican candidates would you most like to see as the Republican Party's 2016 nominee for president? **[READ: RANDOMIZE LIST]**

Nov. 2015	Oct. 2015	
0	3	Rand Paul
8	5	Ted Cruz
9	10	Marco Rubio
-	3	Scott Walker
9	10	Jeb Bush
4	3	Chris Christie
23	28	Donald Trump
25	14	Ben Carson
3	11	Carly Fiorina
4	3	John Kasich
4	5	Mike Huckabee
-	1	Bobby Jindal
-	1	Rick Santorum
*	1	Other (SPECIFY) (VOL.)
11	1	Don't know/Refused (VOL.)
100	100	Total

ROTATE Q5 & Q6

Turning to the issue of immigration…

Q.5   Would you say that, in general, the growing number of newcomers from
       other countries… **[INSERT; RANDOMIZE]**?

**[INTERVIEWER INSTRUCTION: IF UNSURE, PROMPT ONCE: "WHICH
STATEMENT COMES CLOSEST TO YOUR OWN VIEWS, EVEN IF NEITHER IS
EXACTLY RIGHT?"]**

	Threatens traditional American customs and values	Strengthens American society	Neither/ Both equally (Vol.)	Don't know/ Refused (VOL.)
Nov. 2015	36	51	7	7=100
Oct. 2015	37	51	6	5=100
Sept. 2015	34	51	9	6=100
Aug. 2015	36	48	10	6=100
July 2015	35	50	9	8=100
Late June 2015	33	54	7	7=100
Early June 2015	34	51	6	9=100
May 2015	29	50	10	10=100
Dec. 2014	45	48	5	3=100
April 2013	36	55	5	4=100
March 2013	40	54	3	3=100
Sept. 2011	42	53	2	3=100

Q.6   Which statement comes closest to your view about how the immigration system should deal with immigrants who are currently living in the U.S. illegally? The immigration system should… **[FORM 1 READ IN ORDER (1-3), FORM 2 READ REVERSE ORDER (3-1)]**

	Allow them a way to become citizens provided they meet certain requirements	Allow them to become permanent legal residents, but not citizens	Identify and deport them	None of these (VOL.)	Don't know/ Refused (VOL.)
Nov. 2015	64	14	16	1	5=100
Oct. 2015	66	13	19	1	2=100
Sept. 2015	63	12	21	1	3=100
Aug. 2015	63	16	19	1	2=100
July 2015	64	14	17	2	3=100
Late June 2015	64	15	16	1	4=100
Early June 2015	61	17	18	2	3=100
May 2015	60	14	21	1	3=100
Feb. 2015	59	19	18	1	3=100
Late Dec. 2014	65	18	15	1	1=100
Early Dec. 2014	58	19	20	1	2=100
Nov. 2014	59	16	22	1	3=100
Oct. 2014	60	17	20	1	2=100
Sept. 2014	57	17	23	1	2=100
Aug. 2014	57	19	21	1	2=100
Late July 2014	58	17	22	1	2=100
Early July 2014	58	18	19	2	4=100
June 2014	61	16	20	1	2=100
May 2014	64	16	17	1	2=100
April 2014	61	16	20	1	2=100
Nov. 2013	63	14	18	1	4=100
Aug. 2013	63	12	19	1	4=100
March 2013	63	14	21	1	1=100

Q.7   Now, 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 FIRST]**? What about **[INSERT NEXT; RANDOMIZE]**? **[READ AS NECESSARY:** Do you strongly favor, favor, oppose or strongly oppose this?**]**

a. Allowing gay and lesbian couples to marry legally

	Strongly favor	Favor	Oppose	Strongly oppose	Don't know/ Refused (VOL.)
Nov. 2015	32	24	17	20	8=100
Oct. 2015	31	29	17	22	1=100
Sept. 2015	28	27	16	21	7=100
Aug. 2015	26	29	15	20	9=100
July 2015	24	28	16	24	8=100
June 2015	27	28	18	19	9=100
May 2015	26	27	20	19	9=100
Dec. 2014	25	32	18	18	7=100
Nov. 2014	25	29	20	19	7=100
Oct. 2014	24	32	18	17	9=100
Late Sept. 2014	24	25	20	22	9=100
Early Sept. 2014	22	33	18	19	8=100
August 2014	28	28	17	20	7=100
July 2014	24	29	18	20	10=100
June 2014	25	28	14	26	7=100
May 2014	26	24	19	21	10=100
April 2014	27	27	18	22	5=100
Feb. 2014	22	31	21	20	5=100
Oct. 2013	25	27	19	25	4=100
July 2013	22	30	21	20	7=100
May 2013	24	28	22	21	5=100
Late March 2013	23	27	18	21	10=100
Early March 2013	25	27	19	23	7=100
Oct. 2012	24	25	18	27	7=100
Sept. 2012	24	25	17	28	6=100
June 2012	25	24	18	26	7=100
March 2012	22	30	19	25	5=100
Nov. 2011	24	24	20	26	6=100
Sept. 2011	19	29	21	25	6=100
Aug. 2011	18	29	21	26	6=100

b. Laws that would protect gay, lesbian, bisexual, and transgender people against discrimination in jobs, public accommodations, and housing

	Strongly favor	Favor	Oppose	Strongly oppose	Don't know/ Refused (VOL.)
Nov. 2015	39	33	12	11	6=100
Oct. 2015	34	35	15	11	4=100
Sept. 2015	37	34	15	10	4=100
Aug. 2015	37	33	15	9	6=100
July 2015	34	34	14	11	6=100
June 2015	40	29	13	12	6=100
May 2015	35	36	15	9	5=100

c. Allowing a small business owner in your state to refuse to provide products or services to gay or lesbian people, if doing so violates their religious beliefs

	Strongly favor	Favor	Oppose	Strongly oppose	Don't know/ Refused (VOL.)
Nov. 2015	15	20	23	36	7=100
Oct. 2015	14	20	27	32	6=100
Sept. 2015	17	18	28	32	5=100
Aug. 2015	14	21	29	28	8=100
July 2015	17	19	27	28	7=100
June 2015	16	18	28	32	5=100
May 2015	14	18	30	32	5=100

Survey Methodology

The survey was designed and conducted by Public Religion Research Institute. The survey was made possible by generous grants from the Ford Foundation and the Nathan Cummings Foundation. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between November 6 and November 10, 2015, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,010 adults 18 years of age or older living in the United States (510 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples were provided by Marketing Systems Group.

The weighting is accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.[2] In the second stage, sample demographics are balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density and telephone usage. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-September 2014 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's May 2015 Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process 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 for the survey is +/- 3.7 percentage points at the 95% level of confidence. The design effect for the survey is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

---

[2] Telephone usage refers to whether respondents have only a landline telephone, only a cell phone, or both types.

Appendix

Table 1. Demographic, Political, and Religious Subgroup Sample Sizes
(All figures are unweighted)

	General Public
Total Sample	1,010
Male	452
Female	558
Republican	234
Independent	375
Democrat	304
Likely Republican primary voter	147
Likely Democratic primary voter	145
White, non-Hispanic	693
Black, non-Hispanic	109
Hispanic	106
Age 18-29	171
30-49	238
50-64	287
65+	311
White evangelical Protestant	171
White mainline Protestant	171
Non-white Protestant	131
Catholic	197
White Catholic	*141*
Religiously unaffiliated	213