



**PRRI 2010 American Values Survey**  
**September 1-14, 2010**  
**N=3,013**

**ASK ALL:**

Q.1 Do you approve or disapprove of the way Barack Obama is handling his job as President?

**[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: OVERALL, do you approve or disapprove of the way Barack Obama is handling his job as President?]**

49	Approve
42	Disapprove
<u>9</u>	Don't know/Refused (VOL.)
100	Total

Q.2 Over the last two years do you think the economy has gotten better, gotten worse or stayed about the same? **[READ IN ORDER]**

19	Better
48	Worse
32	About the same
<u>1</u>	Don't know/Refused (VOL.)
100	Total

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?

**IF RESPONDENT ANSWERED '1' YES IN REGIST ASK:**

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?

80	Yes, registered
<u>78</u>	Absolutely certain
2	Chance registration has lapsed
*	Don't know (VOL.)
20	No, not registered
<u>*</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL REGISTERED VOTERS (REGICERT=1):**

Q.3 Now, suppose the 2010 congressional election was being held TODAY. If you had to choose between **[READ AND ROTATE]** in your election district, who would you vote for?

**IF OTHER OR DK (Q.3 =4,9), ASK:**

Q.4 As of TODAY, do you LEAN more towards **[READ, ROTATE SAME ORDER AS Q.3]**?

44	The Republican candidate
47	The Democratic candidate
*	Tea Party candidate (VOL.)
1	Other/Third Party candidate (VOL.—SPECIFY PARTY)
*	Not voting (VOL.)
<u>8</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL DEMOCRATIC CANDIDATE VOTERS (Q3=2 OR Q4=2):**

Q.5 Thinking about past elections, do you usually vote for the Democratic candidate or not?

81	Yes
13	No
<u>6</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL REPUBLICAN, TEA PARTY CANDIDATE VOTERS (Q3=1,3 OR Q4=1):**

Q.6 Thinking about past elections, do you usually vote for the Republican candidate or not?

70	Yes
23	No
<u>7</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Q.7 Of the following six issues, which one would you say is MOST important to your vote for Congress this year? **[READ AND RANDOMIZE]**

45	The economy
9	The federal budget deficit
7	Immigration
10	The wars in Iraq and Afghanistan
20	Health care
6	Same-sex marriage and abortion
1	Other (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.8 Now I'm going to read you a few pairs of statements. For each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views — even if neither is exactly right. The first pair is... **[READ AND RANDOMIZE ITEMS; ROTATE OPTIONS]** Next...

a.

	1—Immigrants today strengthen our country because of their hard work and talents [OR]
44	2—Immigrants today are a burden on our country because they take our jobs, housing and health care
48	Neither/Both equally (VOL.)
5	Don't know/Refused (VOL.)
<u>3</u>	
100	Total

b.

	1—It is not really that big a problem if some people have more of a chance in life than others [OR]
41	2—One of the big problems in this country is that we don't give everyone an equal chance in life
53	Neither/Both equally (VOL.)
4	Don't know/Refused (VOL.)
<u>2</u>	
100	Total

c.

	1—Government has become bigger over the years because it has gotten involved in things that people should do for themselves [OR]
56	2—Government has become bigger over the years because the problems we face have become bigger
41	Neither/Both equally (VOL.)
1	Don't know/Refused (VOL.)
2	
100	Total

Q.9 Now, I'd like to get your views on some issues that are being discussed in the country today. All in all, do you strongly favor, favor, oppose, or strongly oppose **[INSERT FIRST TIME; RANDOMIZE]**? What about **[NEXT ITEM]**?

**REPEAT AS NECESSARY:** Do you strongly favor, favor, oppose, or strongly oppose?

a. Allowing undocumented immigrants who have been in the U.S. for several years to earn legal working status and an opportunity for citizenship in the future

18	Strongly favor
40	Favor
22	Oppose
18	Strongly oppose
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**Q.9 CONTINUED...**

b. Allowing gay and lesbian couples to adopt children

19	Strongly favor
34	Favor
20	Oppose
22	Strongly oppose
<u>5</u>	Don't know/Refused (VOL.)
100	Total

c. Laws that would protect gay and lesbian people against job discrimination

29	Strongly favor
39	Favor
17	Oppose
10	Strongly oppose
<u>5</u>	Don't know/Refused (VOL.)
100	Total

d. Increasing the minimum wage from \$7.25 an hour to \$10.00 an hour

35	Strongly favor
32	Favor
21	Oppose
10	Strongly oppose
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.10 Which of the following statements comes closest to your own view **[READ IN ORDER]**?

37	Gay couples should be allowed to marry
27	Gay couples should be allowed to form civil unions, but not marry, OR
33	There should be no legal recognition of a gay couple's relationship
<u>3</u>	Don't know/Refused (VOL.)
100	Total

**IF R DOES NOT SUPPORT SAME-SEX MARRIAGE (Q10=2,3,9), ASK:**

Q.11 Please tell me if you completely agree, mostly agree, mostly disagree, or completely disagree with the following statement. If the law only provided for civil marriages like you get at city hall for gay couples, I would support allowing them to have a civil marriage.

10	Completely agree
25	Mostly agree
19	Mostly disagree
42	Completely disagree
<u>4</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Q.12 Compared to your views five years ago, are your current views about rights for gay and lesbian people generally more supportive, more opposed, or have they not changed?

19	More Supportive
6	More Opposed
73	No Change
<u>2</u>	Don't know/Refused (VOL.)
100	Total

On another subject...

Q.13 Do you think abortion should be **[READ IN ORDER]**

18	Legal in all cases
37	Legal in most cases
27	Illegal in most cases
15	Illegal in all cases
<u>3</u>	Don't know/Refused (VOL.)
100	Total

Q.14 Compared to your views five years ago, are your current views about the legality of abortion generally more supportive, more opposed, or have they not changed?

7	More Supportive
7	More Opposed
85	No Change
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Q.15 Now I'd like your views on some political leaders. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. The first person is **[INSERT; RANDOMIZE]**. Would you say your overall opinion 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. Mitt Romney

8	Very favorable
30	Mostly favorable
24	Mostly unfavorable
8	Very unfavorable
<u>30</u>	Don't know/Refused (VOL.)
100	Total

b. Sarah Palin

12	Very favorable
28	Mostly favorable
23	Mostly unfavorable
29	Very unfavorable
<u>8</u>	Don't know/Refused (VOL.)
100	Total

c. Mike Huckabee

9	Very favorable
32	Mostly favorable
21	Mostly unfavorable
8	Very unfavorable
<u>30</u>	Don't know/Refused (VOL.)
100	Total

d. Barack Obama

26	Very favorable
32	Mostly favorable
18	Mostly unfavorable
22	Very unfavorable
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**ASK FORM 1 ONLY:**

ef1. George W. Bush

12	Very favorable
30	Mostly favorable
26	Mostly unfavorable
30	Very unfavorable
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**ASK FORM 2 ONLY:**

ff2. Bill Clinton

29	Very favorable
40	Mostly favorable
17	Mostly unfavorable
11	Very unfavorable
<u>3</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Turning to a different subject...

Q.16 Do you think [INSERT; RANDOMIZE] is something that should be decided at the national level or is it something that each state should decide for itself? What about [INSERT NEXT]?

**REPEAT AS NECESSARY:** Is this something that should be decided at the national level or the state level?

a. Laws about same-sex marriage

51	National level
45	State level
2	Neither/Both (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

b. Health care reform policy

55	National level
42	State level
1	Neither/Both (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**Q.11 CONTINUED...**

c. Immigration policy

67	National level
30	State level
1	Neither/Both (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.17 Do you think **[INSERT; RANDOMIZE]** pay too much, too little or the right amount of taxes? What about **[INSERT NEXT]**?

a. People who have incomes of more than \$1 million a year

9	Too much
56	Too little
24	Right amount
11	Don't know/Refused (VOL.)
100	Total

b. People who have incomes of less than \$30,000 a year

53	Too much
6	Too little
33	Right amount
<u>8</u>	Don't know/Refused (VOL.)
100	Total

Q.18 Thinking about the candidates running for Congress in November, please tell me whether the following characteristics would make you more likely to vote for them, less likely or whether it would not make a difference. First, a candidate who **[INSERT; RANDOMIZE]**. Would this make you more likely to vote for them, less likely, or would it not make a difference? What about a candidate who **[INSERT NEXT]**?

**ASK FORM 1:**

af1. Supported health care reform

56	More likely
23	Less likely
19	Would not make a difference
<u>2</u>	Don't know/Refused (VOL.)
100	Total



**Q.18 CONTINUED...**

**ASK FORM 2:**

bf2. Supports comprehensive immigration reform

45	More likely
18	Less likely
31	Would not make a difference
<u>6</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

c. Supports the Tea Party Movement

22	More likely
28	Less likely
40	Would not make a difference
<u>10</u>	Don't know/Refused (VOL.)
100	Total

d. Holds religious beliefs different than your own

8	More likely
16	Less likely
74	Would not make a difference
<u>2</u>	Don't know/Refused (VOL.)
100	Total

e. Supports abortion rights

29	More likely
35	Less likely
35	Would not make a difference
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Q.19 What worries you more, public officials who don't pay enough attention to religion  
OR public officials who are too close to religious leaders?

34	Not enough attention
56	Too close
<u>10</u>	Don't know/Refused (VOL.)
100	Total

Q.20 Which of the following statements comes closest to your view? **[READ IN ORDER]**

42	America has always been and is currently a Christian nation
37	America was a Christian nation in the past, but is not now, [OR]
17	America has never been a Christian nation
<u>4</u>	Don't know/Refused (VOL.)
100	Total

**IF NOT ATHEIST (RELIG=1-8, 10-14, 99), ASK:**

DUAL Do you follow the teachings or practices of more than one religion?

13	Yes
86	No
<u>1</u>	Don't know/Refused (VOL.)
100	Total

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

Q.21 Do you consider yourself part of the religious right or conservative Christian movement or not?

29	Yes
66	No
<u>5</u>	Don't know/Refused (VOL.)
100	Total

**IF NOT ATHEIST (RELIG=1-8, 10-14, 99), ASK:**

Q.22 Do you consider yourself part of the progressive religious movement or a religious group working for social justice or not?

20	Yes
75	No
<u>5</u>	Don't know/Refused (VOL.)
100	Total

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?

14	More than once a week
22	Once a week
15	Once or twice a month
21	A few times a year
15	Seldom
12	Never
<u>1</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
37	Very important
24	Somewhat important
10	Not too important
8	Not at all important
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Q.24 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.24=1), ASK:**

Q.25 And would you say that **[READ, IN ORDER]**?

69	<b>[Holy book]</b> is the word of God, OR
33	<b>[Holy book]</b> is to be taken literally, word for word, OR
33	Not everything in <b>[Holy book]</b> should be taken literally, word for word
1	Other (VOL.)
2	Don't know/Refused (VOL.)
26	<b>[Holy book]</b> is a book written by men and is not the word of God
2	Other (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

Q.26 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?

64	God is a person
26	God is an impersonal force
6	I do not believe in God
2	Both/Neither/Other (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**IF R HAS RELIGIOUS AFFILIATION (RELIG=1-8,11,13,14, OR CHR=1), ASK:**

Q.27 Now I'm going to read you a few pairs of statements. For each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views — even if neither is exactly right. The first pair is... **[READ AND RANDOMIZE QUESTIONS; ROTATE OPTIONS]** Next...

a.

57	1—When religious people get involved in politics, they should focus primarily on issues of equality and economic justice [OR]
35	2—When religious people get involved in politics, they should focus primarily on issues of personal morality and responsibility
5	Neither/Both equally (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

b.

56	1—In the end, being a religious person is primarily about living a good life and doing the right thing [OR]
38	2—In the end, being a religious person is primarily about having faith and the right beliefs
5	Neither/Both equally (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

**IF ATTEND AT LEAST ONCE OR TWICE A MONTH (ATTEND<4), ASK:**

Thinking about your place of worship...

Q.28 Does the clergy at your place of worship ever speak out about the issue of homosexuality

41	Yes
57	No
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**IF 'YES' SPEAKS ABOUT ISSUE (Q28=1), ASK:**

Q.29 When your clergy has spoken about homosexuality, do they say it is something that should be accepted, something that should be discouraged, or don't they take a position on the issue?

12	Accepted
66	Discouraged
19	Don't take a position
<u>3</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Q.30 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. More environmental protection is needed even if it raises prices or costs jobs

21	Completely agree
39	Mostly agree
23	Mostly disagree
15	Completely disagree
<u>2</u>	Don't know/Refused (VOL.)
100	Total

b. We must maintain a strict separation of church and state

36	Completely agree
31	Mostly agree
18	Mostly disagree
13	Completely disagree
<u>2</u>	Don't know/Refused (VOL.)
100	Total

c. Political leaders can stay true to their core beliefs on abortion while working to find common ground

19	Completely agree
49	Mostly agree
18	Mostly disagree
10	Completely disagree
<u>4</u>	Don't know/Refused (VOL.)
100	Total

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

11	Completely agree
26	Mostly agree
40	Mostly disagree
20	Completely disagree
<u>3</u>	Don't know/Refused (VOL.)
100	Total

**IF BELIEVE IN GOD/UNIVERSAL SPIRIT (Q.26=1,2,4,9), ASK:**

e. God always rewards those who have faith with good health, financial success and fulfilling personal relationships

11	Completely agree
28	Mostly agree
31	Mostly disagree
27	Completely disagree
<u>3</u>	Don't know/Refused (VOL.)
100	Total

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

f. On most political issues there is one correct Christian position

9	Completely agree
25	Mostly agree
38	Mostly disagree
24	Completely disagree
<u>4</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

**MEDIA** Which of the following television news sources do you trust the MOST to provide accurate information about politics and current events? **[READ AND RANDOMIZE]**

23	Broadcast network news, such as NBC, ABC or CBS
20	CNN
23	Fox News
6	MSNBC
4	Comedy Central's Daily Show with Jon Stewart
12	Public television
4	Other (VOL)
5	Do not watch television news (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

Q.32 Do you consider yourself part of the Tea Party movement or not?

11	Yes
82	No
<u>7</u>	Don't know/Refused (VOL.)
100	Total

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

24	Republican
32	Democrat
40	Independent
2	No Preference (VOL.)
*	Other Party (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**END OF INTERVIEW.**

**THANK RESPONDENT:** Thank you again for your time. Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.  
INTERVIEWER ENTER INITIALS

## Survey Methodology

The survey was designed and conducted by Public Religion Research Institute and funded by the Ford Foundation, with additional support from the Nathan Cummings Foundation. Results of the survey were based on bilingual (Spanish and English) telephone interviews conducted between September 1, 2010 and September 14, 2010, by professional interviewers under the direction of Directions in Research. Interviews were conducted by telephone among a random sample of 3,013 adults 18 years of age or older in the continental United States (600 respondents were interviewed on a cell phone). 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.<sup>1</sup> In the second stage, sample demographics were balanced by form 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 2000 data. The telephone usage parameter came from an analysis of the July-December 2009 National Health Interview Survey. All other weighting parameters were derived from an analysis of the Census Bureau's 2009 Annual Social and Economic Supplement (ASEC) data.

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 +/- 2.0% 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> Telephone usage refers to whether respondents have only a landline telephone, only a cell phone or both types.