

PRRI December 2011 Survey
December 7 – 11, 2011
N = 1,012

Q.1 How closely have you been following the Republican primary campaign for President? **[READ IN ORDER]**

16	Very closely
30	Somewhat closely
24	Not too closely [OR]
30	Not at all
*	Don't know/Refused (VOL.)
<u>100</u>	Total

Q.2 Overall, do you have a favorable or unfavorable impression of **[INSERT ITEM]**?
Do you feel that way strongly or somewhat?

a. Newt Gingrich

11	Strongly favorable
21	Somewhat favorable
19	Somewhat unfavorable
26	Strongly unfavorable
<u>22</u>	Don't know/Refused (VOL.)
100	Total

b. Mitt Romney

9	Strongly favorable
30	Somewhat favorable
24	Somewhat unfavorable
15	Strongly unfavorable
<u>23</u>	Don't know/Refused (VOL.)
100	Total

c. Rick Perry

4	Strongly favorable
19	Somewhat favorable
21	Somewhat unfavorable
29	Strongly unfavorable
<u>27</u>	Don't know/Refused (VOL.)
100	Total

d. Ron Paul

8	Strongly favorable
18	Somewhat favorable
22	Somewhat unfavorable
20	Strongly unfavorable
<u>32</u>	Don't know/Refused (VOL.)
100	Total

e. Michele Bachmann

7	Strongly favorable
18	Somewhat favorable
21	Somewhat unfavorable
28	Strongly unfavorable
<u>26</u>	Don't know/Refused (VOL.)
100	Total

ROTATE Q3 AND Q4

Q.3 From what you know, which Republican candidate for president has RELIGIOUS BELIEFS closest to your own? **[READ; RANDOMIZE]**

7	New Gingrich
8	Mitt Romney
9	Rick Perry
7	Ron Paul
10	Michele Bachmann
2	Other (VOL.)
19	None (VOL.)
<u>39</u>	Don't know/Refused (VOL.)
100	Total

Q.4 From what you know, which Republican candidate for president has POLITICAL VIEWS closest to your own? **[READ; RANDOMIZE]**

14	New Gingrich
16	Mitt Romney
7	Rick Perry
11	Ron Paul
10	Michele Bachmann
2	Other (VOL.)
18	None (VOL.)
<u>21</u>	Don't know/Refused (VOL.)
100	Total

ROTATE Q5a/Q5b AND Q6a/Q6b

NOTE: Numbers in Q5a, Q5b, Q6a and Q6b represent individual responses and not percentages.

Thinking again about the Republican candidates...

ASK REPUBLICANS WHO HAVE FAVORABLE VIEW OF GINGRICH (Q2b=1,2) [N=172]:

Q.5a What is the single most important reason you have a favorable view of New Gingrich? **[RECORD VERBATIM RESPONSE]**

Republican <u>Voters</u>	All <u>Republicans</u>	
39	41	Experience/Leadership
36	40	Political views
33	34	Intelligent/Knowledgeable
13	13	Honest/Straight-talking
8	8	Can improve economy
7	8	Electability
8	12	Other
<u>13</u>	<u>16</u>	Don't know/Refused
157	172	Total Responses

ASK REPUBLICANS WHO HAVE UNFAVORABLE VIEW OF GINGRICH (Q2b=3,4) [N=70]:

Q.5b What is the single most important reason you have an unfavorable view of Newt Gingrich? **[RECORD VERBATIM RESPONSE]**

Republican <u>Voters</u>	All <u>Republicans</u>	
17	18	Past political experience
12	13	Political views
12	12	Arrogant/Selfish/Dishonest
7	7	Morality/Personal life
8	12	Other
<u>6</u>	<u>8</u>	Don't know/Refused
62	70	Total Responses

ASK REPUBLICANS WHO HAVE FAVORABLE VIEW OF ROMNEY (Q2a=1,2) [N=177]:

Q.6a What is the single most important reason you have a favorable view of Mitt Romney? **[RECORD VERBATIM RESPONSE]**

Republican <u>Voters</u>	All <u>Republicans</u>	
37	39	Honest/Moral/Religious values
33	36	Business/Political experience
17	18	Electability
16	17	Political views
12	14	Articulate/Competent
9	10	Can improve economy
8	8	Other
<u>30</u>	<u>35</u>	Don't know/Refused
162	177	Total Responses

ASK REPUBLICANS WHO HAVE UNFAVORABLE VIEW OF ROMNEY (Q2a=3,4) [N=65]:

Q.6b What is the single most important reason you have an unfavorable view of Mitt Romney? **[RECORD VERBATIM RESPONSE]**

Republican <u>Voters</u>	All <u>Republicans</u>	
15	15	Not conservative/Flip flopped
11	12	Not trustworthy/Politician
9	11	Religion/Personal
6	6	Health care
8	10	Other
<u>10</u>	<u>11</u>	Don't know/Refused
59	65	Total Responses

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 December 7, 2011 and December 11, 2011 by professional interviewers under the direction of Social Science Research Solutions (SSRS). Interviews were conducted among a random sample of 1,012 adults 18 years of age or older 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 usage¹—to ensure reliable and accurate representation of the total adult population.

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

¹ 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.