



PRRI 2012 Post-election American Values Survey
November 7 – November 11, 2012
N=1,410

Q.1 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?

48	Right direction
49	Wrong track
1	Mixed (VOL.)
<u>2</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?

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

IF VOTED (Q2=1), ASK: [N=1,224]

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?

64	On Election Day
36	Before Election Day
*	Don't know/Refused (VOL.)
<u>100</u>	Total

**IF VOTED (Q2=1) AND IF PARENT WITH CHILDREN UNDER 18 LIVING AT HOME
(PARENT=1), ASK: [N=262]**

BOOTH Did you bring any of your children with you to the voting booth when you went to vote, or not?

24	Yes
72	No
4	No, Voted by mail (VOL.)
<u>0</u>	Don't know/Refused (VOL.)
100	Total

IF VOTED (Q2=1), ASK: [N=1,224]

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

4	On Election Day
5	The week before Election Day
18	Sometime in the last month
23	In the last 6 months
50	Before that
*	Don't know/Refused (VOL.)
<u>100</u>	Total

IF VOTED (Q2=1), ASK: [N=1,224]

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

50	Barack Obama, the Democrat
48	Mitt Romney, the Republican
1	Independent/Third Party candidate
*	Did not vote (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

IF VOTED (Q2=1), ASK: [N=1,224]

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

47	Democratic candidate
45	Republican candidate
1	Other/Third Party (VOL.)
3	Did not vote (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

And thinking about your vote for president...

IF VOTED FOR OBAMA (Q5=1), ASK: [N=587]

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

76	Vote for Obama
13	Vote against Romney
11	Both (VOL.)
*	Don't know/Refused (VOL.)
100	Total

IF VOTED FOR ROMNEY (Q5=2), ASK: [N=555]

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

52	Vote for Romney
37	Vote against Obama
10	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

IF MARRIED OR HAVE A PARTNER (MARITAL = 1,2), ASK: [N=830]

Thinking of your spouse or partner...

SVOTE Did your spouse or partner vote for Mitt Romney, the Republican, Barack Obama the Democrat, some other candidate, or were they not able to vote?

40	Mitt Romney
32	Barack Obama
1	Independent/Third Party candidate
17	Did not vote
<u>10</u>	Don't know/Refused (VOL.)
100	Total

ASK ALL:

Q.9 Did anyone call or talk to you in person on behalf of either major presidential campaign about coming out to vote?

[IF YES, ASK: N=1,410] And were you contacted by the Obama campaign, the Romney campaign or both campaigns?

7	Yes, contacted by Obama campaign only
6	Yes, contacted by Romney campaign only
16	Yes, contacted by both campaigns
68	No, not contacted by either campaign
<u>3</u>	Don't know/Refused (VOL.)
100	Total

IF VOTED (Q2=1), ASK: [N=1,224]

Q.10 Thinking about the campaign...

How important, if at all, were **[INSERT; RANDOMIZE]** in helping you make up your mind about who to support in this election—very important, somewhat important, not too important or not at all important? What about...**[INSERT; NEXT]**?

REPEAT IF NECESSARY: Were **[INSERT]** very important, somewhat important, not too important or not at all important in helping you make up your mind about who to support in this election?

a. The debates between the presidential candidates

32	Very important
32	Somewhat important
13	Not too important
22	Not at all important
<u>1</u>	Don't know/Refused (VOL.)
100	Total

b. Campaign commercials

7	Very important
12	Somewhat important
19	Not too important
60	Not at all important
<u>2</u>	Don't know/Refused (VOL.)
100	Total

c. Things you have seen or read on Facebook

7	Very important
7	Somewhat important
12	Not too important
59	Not at all important
<u>15</u>	Don't know/Refused (VOL.)
100	Total

IF VOTED (Q2=1), ASK: [N=1,224]

Q.11 Were you ever undecided about how to vote in this election or were you always sure who you would vote for?

20	Yes, undecided
79	Always sure
*	Don't know/Refused (VOL.)
100	Total

**IF VOTED AND IF UNDECIDED (Q11=1 OR PRE-ELECTION Q5=9), OR SWITCHED VOTE (PRE-ELECTION Q5=1 OR Q6=1 AND Q5=2; PRE-ELECTION Q5=2 OR Q6=2 AND Q5=1)
ASK: [N=310]**

Q.12 In just a few words what was most important in making your decision?

5	Dislike of both parties/Frustration with government
11	Social issues/Women's issues
23	The economy
15	General issues
7	Positive view of Obama/Democrats
4	Positive view of Romney/Republicans
11	Negative view of Obama/Democrats
10	Negative view of Romney Republicans
12	Other
<u>2</u>	Don't know/Refused (VOL.)
100	Total

ASK ALL:

Q.13 Which of the following best describes how you feel about the outcome of this election? **[READ & RANDOMIZE]**

31	Satisfied
22	Excited
20	Disappointed
23	Worried
2	Angry
1	Other (VOL.—SPECIFY)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Regardless of who you support...

Q.14 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

15	Very favorable
34	Mostly favorable
24	Mostly unfavorable
25	Very unfavorable
*	Have not heard of (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

b. Barack Obama

27	Very favorable
30	Mostly favorable
16	Mostly unfavorable
26	Very unfavorable
*	Have not heard of (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

ROTATE Q15 AND Q16

Q.15 Do you think Mitt Romney's political views are very conservative, conservative, moderate, liberal or very liberal?

19	Very conservative
37	Conservative
26	Moderate
5	Liberal
4	Very liberal
<u>9</u>	Don't know/Refused (VOL.)
100	Total

And...

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

3	Very conservative
8	Conservative
27	Moderate
25	Liberal
32	Very liberal
<u>4</u>	Don't know/Refused (VOL.)
100	Total

Again, regardless of who you support....

Q.17 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
38	Mitt Romney
9	Neither (VOL.)
3	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

b. Is a strong and decisive leader

52	Barack Obama
41	Mitt Romney
3	Neither (VOL.)
3	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

c. Has strong religious beliefs

23	Barack Obama
63	Mitt Romney
2	Neither (VOL.)
8	Both (VOL.)
<u>5</u>	Don't know/Refused (VOL.)
100	Total

d. Understands the problems of poor Americans

63	Barack Obama
28	Mitt Romney
6	Neither (VOL.)
1	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

e. Cares about people like you

55	Barack Obama
38	Mitt Romney
5	Neither (VOL.)
1	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

f. Has a plan to get the economy moving

49	Barack Obama
45	Mitt Romney
3	Neither (VOL.)
2	Both (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Q.18 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

34	Very responsible
31	Somewhat responsible
19	Not too responsible
13	Not at all responsible
<u>3</u>	Don't know/Refused (VOL.)
100	Total

b. Corporations moving American jobs overseas

39	Very responsible
34	Somewhat responsible
13	Not too responsible
11	Not at all responsible
<u>2</u>	Don't know/Refused (VOL.)
100	Total

c. The economic policies of Barack Obama

32	Very responsible
29	Somewhat responsible
19	Not too responsible
18	Not at all responsible
<u>2</u>	Don't know/Refused (VOL.)
100	Total

d. The economic policies of George W. Bush

36	Very responsible
33	Somewhat responsible
17	Not too responsible
12	Not at all responsible
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.19 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.

20	Completely agree
28	Mostly agree
28	Mostly disagree
22	Completely disagree
<u>2</u>	Don't know/Refused (VOL.)
100	Total

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

30	Completely agree
30	Mostly agree
19	Mostly disagree
20	Completely disagree
<u>1</u>	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

10	Completely agree
22	Mostly agree
38	Mostly disagree
29	Completely disagree
<u>2</u>	Don't know/Refused (VOL.)
100	Total

d. All in all, family life suffers when the woman has a full-time job

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

Q.20 Do you think the government should have acted to help the American auto industry or not?

59	Yes, should have
38	No, should not
<u>3</u>	Don't know/Refused (VOL.)
100	Total

Q.21 Do you think **[INSERT; RANDOMIZE]** pay too much, too little or the right amount of taxes? What about **[INSERT NEXT]**?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Do you **[INSERT]** pay too much, too little or the right amount of taxes?

a. People who have incomes of more than \$250,000 a year

12	Too much
53	Too little
29	Right amount
<u>7</u>	Don't know/Refused (VOL.)
100	Total

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

45	Too much
10	Too little
37	Right amount
<u>7</u>	Don't know/Refused (VOL.)
100	Total

c. People like you

43	Too much
6	Too little
48	Right amount
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.22 Which do you think is the best way to promote economic growth in the U.S.? **[READ; ROTATE STATEMENTS]**

46	Lower taxes on individuals and businesses and pay for those tax cuts by cutting spending on some government services and programs OR
48	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>3</u>	Don't know/Refused (VOL.)
100	Total

Thinking about the nation's budget deficit...

Q.23 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?

18	Cutting major programs
5	Increasing taxes
72	Combination of both
1	Do not need/should not reduce deficit (VOL.)
<u>3</u>	Don't know/Refused (VOL.)
100	Total

Q.24 Please tell me if you would favor or oppose each of the following to help reduce the nation's budget deficit. First, do you favor or oppose [INSERT; RANDOMIZE]? What about [INSERT; NEXT]?

a. Cutting federal funding for social programs that help the poor

30	Favor
66	Oppose
<u>4</u>	Don't know/Refused (VOL.)
100	Total

b. Increasing taxes on Americans making at least \$250,000 per year

65	Favor
33	Oppose
<u>2</u>	Don't know/Refused (VOL.)
100	Total

c. Eliminating tax breaks for large corporations

54	Favor
41	Oppose
<u>5</u>	Don't know/Refused (VOL.)
100	Total

d. Cutting funding for the military

29	Favor
70	Oppose
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.25 As you may know, next month Congress will be holding a debate about the federal budget for the coming year, which will involve decisions over national priorities. How important do you think the following values or principles should be as guides for these decisions?

First... **[INSERT; RANDOMIZE]**. Is this the most important, a very important, somewhat important, not too important or not at all Important as a value or principle guiding these decisions? Next...

a. Investing in the future

18	The most important
55	Very important
20	Somewhat important
3	Not too important
2	Not at all important
<u>2</u>	Don't Know/Refused (VOL.)
100	Total

b. Protecting poor and vulnerable Americans

12	The most important
50	Very important
31	Somewhat important
5	Not too important
1	Not at all important
<u>1</u>	Don't Know/Refused (VOL.)
100	Total

c. Promoting individual responsibility and self-sufficiency

20	The most important
51	Very important
23	Somewhat important
3	Not too important
2	Not at all important
<u>1</u>	Don't Know/Refused (VOL.)
100	Total

d. Living within our means

26	The most important
55	Very important
15	Somewhat important
2	Not too important
*	Not at all important
<u>1</u>	Don't Know/Refused (VOL.)
100	Total

On a different topic...

IF ATTEND AT LEAST A FEW TIMES A YEAR (ATTEND < 5), ASK: [N=1,053]

Q.26 Thinking about the church or congregation you attend most often...

To the best of your knowledge, do you think most people at your church or place of worship supported [INSERT; RANDOMIZE] or [INSERT]?

34	Barack Obama
46	Mitt Romney
4	Both equally/Mixed (VOL.)
0	Most do not vote (VOL.)
<u>16</u>	Don't know/Refused (VOL.)
100	Total

IF CHRISTIAN (RELIG=1-4, 13 OR CHR=1), ASK: [N=1,002]

Q.27 Do you consider yourself part of the religious right or conservative Christian movement or not?

41	Yes
55	No
<u>3</u>	Don't know (VOL.)
100	Total

Q.28 What worries you more, public officials who don't pay enough attention to religion or public officials who are too close to religious leaders?

39	Not enough attention
51	Too close
<u>9</u>	Don't know/Refused (VOL.)
100	Total

Q.29 In America today, do you believe the right of religious liberty is being threatened, or not?

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

ASK FORM 1 ONLY: [N=707]

Q.30 Now I'm going to read you three things that some people say were reasons NOT to support Barack Obama in the 2012 election. After I read all three items, please just tell me HOW MANY of these reasons you agree with, if any. Do not tell me which ones, just how many. **[READ; RANDOMIZE STATEMENTS]** How many, if any, of these things do you agree with?

- 1—His political views are too liberal
- 2—He's not a strong leader
- 3—He doesn't believe in the principles of capitalism

1.44 Average number of statements

ASK FORM 2 ONLY: [N=703]

Q.31 Now I'm going to read you four things that some people say were reasons NOT to support Barack Obama in the 2012 election. After I read all three items, please just tell me HOW MANY of these reasons you agree with, if any. Do not tell me which ones, just how many. **[READ; RANDOMIZE STATEMENTS]** How many, if any, of these things do you agree with?

- 1—His political views are too liberal
- 2—He's not a strong leader
- 3—He doesn't believe in the principles of capitalism
- 4—He doesn't understand the problems of white Americans

1.61 Average number of statements

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 1,410 callback telephone interviews with respondents from the pre-election American Values Survey that was fielded in late September 2012 among a national random sample of 3,003 adults 18 years of age or older in the continental United States. For the post-election survey, telephone interviews were conducted in both Spanish and English between November 7, 2012 and November 11, 2012, by professional interviewers under the supervision of Directions in Research.

The weighting was accomplished in two stages. The final weight from the Pre-election American Values Survey dataset was used as a first-stage weight for the post-election survey to correct for different probabilities of selection and for differential non-response at the time of the first survey. In the second stage, sample demographics were balanced by form to match target population parameters for gender, age, education, race and Hispanic origin, region (U.S. Census definitions), population density, telephone usage and the national presidential vote. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2011 National Health Interview Survey. All other weighting parameters were derived from an analysis of the Census Bureau's 2010 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 +/- 3.3 percentage points for the general sample and +/- 3.6 percentage points for voters 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.