



**PRRI 2014 Post-election American Values Survey  
N=1,399 (745 Landline, 654 Cell phone)  
November 5 – November 9, 2014**

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

<u>2014</u>	<u>2013</u> <sup>1</sup>	<u>2012</u> <sup>2</sup>	<u>2011</u> <sup>3</sup>	<u>2010</u> <sup>4</sup>	
43	48	48	45	49	Approve
50	41	43	44	42	Disapprove
5	5	6	-	-	Mixed/Approve and disapprove (VOL.)
<u>2</u>	<u>6</u>	<u>4</u>	<u>12</u>	<u>9</u>	Don't know/Refused (VOL.)
100	100	100	100	100	Total

Q.2 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?

<u>2014</u>	<u>2013</u> <sup>5</sup>	<u>2012</u> <sup>6</sup>	<u>2011</u> <sup>7</sup>	<u>2010</u> <sup>8</sup>	
30	26	34	21	34	Right direction
62	65	57	71	60	Wrong track
4	-	5	-	-	Mixed (VOL.)
<u>3</u>	<u>8</u>	<u>4</u>	<u>8</u>	<u>6</u>	Don't know/refused (VOL.)
100	100	100	100	100	Total

<sup>1</sup> PRRI/Brookings, Economic Values Survey, July 2013

<sup>2</sup> Public Religion Research Institute, American Values Survey, October 2012

<sup>3</sup> Public Religion Research Institute, American Values Survey, November 2011

<sup>4</sup> Public Religion Research Institute, American Values Survey, October 2010

<sup>5</sup> Public Religion Research Institute, LGBT Issues and Trends Survey, February 2014

<sup>6</sup> Public Religion Research Institute, American Values Survey, October 2012

<sup>7</sup> Public Religion Research Institute, Millennials, Religion & Gay and Lesbian Issues Survey, August 2011

<sup>8</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2010

Thinking about the 2014 election...

Q.3 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?

<u>2014</u>	<u>2012</u> <sup>9</sup>	<u>2010</u> <sup>10</sup>	
67	88	80	Yes, Voted
31	11	20	No, Did not vote
2	1	-	Not eligible to vote (VOL.)
*	-	-	Attempted to vote but could not (VOL.)
*	*	*	Don't know/Refused (VOL.)
100	100	100	Total

**ASK ALL:**

Q.4 Did you have any problems or difficulties voting this year?

12	Yes
87	No
*	Don't know/Refused (VOL.)
100	Total

**IF YES (Q4=1), ASK [N=119]:**

Q.5 And what was the biggest problem or difficulty you had in trying to vote? Did you...  
[RANDOMIZE OPTIONS]

2	Have to wait in long lines
8	Have difficulty finding your polling place
5	Not have the correct identification
24	Have difficulty getting off work to make it to the polls
2	Find the ballot was confusing
18	Move to new address/Have problems with absentee ballot (VOL.)
20	Have trouble getting to the polling place (VOL.)
14	Ineligible to vote (VOL.)
6	Other [SPECIFY—VOL.]
<u>1</u>	Don't know/Refused (VOL.)
100	Total

<sup>9</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012

<sup>10</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2010

**IF VOTED (Q3=1), ASK [N=1,062]:**

Q.6 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?

<u>2014</u>	<u>2012</u> <sup>11</sup>	<u>2010</u> <sup>12</sup>	
65	64	70	On Election Day
35	36	30	Before Election Day
<u>0</u>	<u>*</u>	<u>0</u>	Don't know/Refused (VOL.)
100	100	100	Total

**IF VOTED (Q3=1), ASK [N=1,062]:**

Q.7 When did you finally decide how you would vote in this election? **[READ IN ORDER]**

<u>2014</u>	<u>2012</u> <sup>13</sup>	<u>2010</u> <sup>14</sup>	
9	4	7	On Election Day
19	5	16	The week before Election Day
27	18	32	Sometime in the last month
19	23	21	In the last 6 months
26	50	23	Before that
<u>1</u>	<u>*</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	100	Total

**IF VOTED (Q3=1), ASK [N=1,062]:**

Q.8 In the race for Congress did you happen to vote for the **[INSERT AND ROTATE]** or the **[INSERT]** in your election district?

<u>2014</u>	<u>2012</u> <sup>15</sup>	<u>2010</u> <sup>16</sup>	
45	47	42	Democratic candidate
46	45	47	Republican candidate
-	-	-	Tea Party candidate (VOL.)
2	1	4	Other/Third Party (VOL.—SPECIFY PARTY)
-	3	-	Did not vote for congressional candidate (VOL.)
<u>7</u>	<u>3</u>	<u>7</u>	Don't know/Refused (VOL.)
100	100	100	Total

<sup>11</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012

<sup>12</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2010

<sup>13</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012

<sup>14</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2010

<sup>15</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012

<sup>16</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2010

**IF VOTED REPUBLICAN (Q8=2), ASK [N=529]:**

And thinking again about your vote for Congress...

Q.9 And was your vote mostly... **[READ AND RANDOMIZE]**

27	A vote to help the Republican Party
26	A vote to express opposition to President Obama
14	A vote against Washington in general
20	A vote about local issues
11	None of these (VOL.)
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**IF VOTED DEMOCRATIC (Q8=1), ASK [N=438]:**

And thinking again about your vote for Congress...

Q.10 And was your vote mostly... **[READ AND RANDOMIZE]**

19	A vote against the Republican Party
38	A vote to help the Democratic Party
6	A vote against Washington in general
31	A vote about local issues
6	None of these (VOL.)
<u>*</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Q.11 Overall, do you think the tone of the 2014 election was generally more positive, more negative, or not different than past elections?

<u>2014</u>	<u>2010</u> <sup>17</sup>	
16	22	More positive
31	41	More negative
46	31	No different
<u>7</u>	<u>6</u>	Don't know/Refused (VOL.)
100	100	Total

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<sup>17</sup> PRRI/RNS, Religion News Survey, November 2010

Q.12 Which of the following best describes how you feel about the outcome of this election? **[READ & RANDOMIZE]**

<u>2014</u>	<u>2012</u> <sup>18</sup>	<u>2010</u> <sup>19</sup>	
34	31	41	Satisfied
10	22	9	Excited
23	20	21	Disappointed
20	23	18	Worried
2	2	3	Angry
4	-	-	Don't care/Makes no difference (VOL.)
2	1	2	Other (VOL.--SPECIFY)
<u>4</u>	<u>1</u>	<u>6</u>	Don't know/Refused (VOL.)
100	100	100	Total

And thinking about U.S. elections in general...

Q.13 Overall, which do you think is a BIGGER problem in U.S. elections today ...  
**[RANDOMIZE OPTIONS]**

40	People casting votes who are not eligible to vote
43	Eligible voters being denied the right to vote
1	Both equally (VOL.)
6	Neither (VOL.)
<u>10</u>	Don't know/Refused (VOL.)
100	Total

Q.14 When you were a child, did your parents ever take you to the voting booth on Election Day, or not?

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

<sup>18</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012

<sup>19</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2010

Now that the elections are over....

**IF VOTED REPUBLICAN (Q8=2) OR NON-VOTER WHO IDENTIFIES/LEANS REPUBLICAN (Q3>1 AND (PARTY=1 OR PARTYLN=1)), ASK [N=665]:**

Q.15 What do you think should be the MOST important priority for the Republicans in Congress? **[READ; RANDOMIZE]**

- 31 Repeal the health care reform law
- 9 Cut taxes for all Americans regardless of income
- 5 Cut spending on social services
- 12 Investigate wrongdoing by the Obama administration
- 34 Balance the federal budget
- 5 Other (VOL.)
- 3 Don't know/Refused (VOL.)
- 100 Total

**IF VOTED DEMOCRATIC (Q8=1) OR NON VOTER IDENTIFIES/LEANS DEMOCRAT (Q3>1 AND (PARTY=2 OR PARTYLN=2)), ASK [N=593]:**

Q.16 What do you think should be the MOST important priority for Obama and the Democrats in Congress? **[READ; RANDOMIZE]**

- 20 Ensure the health care reform law is fully funded
- 28 Increase spending on education and the nation's infrastructure
- 24 Raise the minimum wage
- 13 Pass comprehensive immigration reform
- 9 Pass climate change legislation
- 4 Other (VOL.)
- 3 Don't know/Refused (VOL.)
- 100 Total

Again, regardless of who you support....

Q.17 Now, as I read the following characteristics and qualities, please say whether you think it applies more to the Democratic Party or more to the Republican Party. First... **[INSERT; RANDOMIZE]**. Would you say this better describes the Democratic Party or the Republican Party? What about... **[INSERT]**?

**IF R SAYS 'BOTH' READ ONCE:** Even if you think it might apply to both parties, would you say this BETTER describes the Democratic Party or the Republican Party?

**IF NECESSARY READ:** Would you say this better describes the Democratic Party or the Republican Party?

a. Shares your values

43	The Democratic Party
45	The Republican Party
6	Neither (VOL.)
2	Both equally (VOL.)
<u>4</u>	Don't know/Refused (VOL.)
100	Total

b. Cares about people like you

47	The Democratic Party
37	The Republican Party
9	Neither (VOL.)
2	Both equally (VOL.)
<u>5</u>	Don't know/Refused (VOL.)
100	Total

c. Is more extreme in its positions

39	The Democratic Party
49	The Republican Party
2	Neither (VOL.)
5	Both equally (VOL.)
<u>5</u>	Don't know/Refused (VOL.)
100	Total

d. Is better at keeping America safe

34	The Democratic Party
50	The Republican Party
7	Neither (VOL.)
4	Both equally (VOL.)
<u>5</u>	Don't know/Refused (VOL.)
100	Total

## e. Is more influenced by lobbyists and special interests

35	The Democratic Party
42	The Republican Party
1	Neither (VOL.)
14	Both equally (VOL.)
<u>8</u>	Don't know/Refused (VOL.)
100	Total

## f. Wants to radically transform American society

53	The Democratic Party
33	The Republican Party
5	Neither (VOL.)
3	Both equally (VOL.)
<u>6</u>	Don't know/Refused (VOL.)
100	Total

Q.18 Now, thinking about the views of some important leaders and groups... would you say **[INSERT; RANDOMIZE]** is very conservative, conservative moderate, liberal or very liberal? How about **[INSERT; NEXT]**?

**IF NECESSARY:** And would you say **[INSERT]** is very conservative, conservative, moderate, liberal or very liberal?

**ASK FORM 1 ONLY [N=697]:**

## a. Barack Obama

<u>2014</u>	<u>2012</u> <sup>20</sup>	
5	3	Very conservative
7	8	Conservative
19	27	Moderate
30	25	Liberal
34	32	Very liberal
<u>4</u>	<u>4</u>	Don't know/Refused (VOL.)
100	100	Total

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<sup>20</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012



## c. Mitt Romney

<u>2014</u>	<u>2012</u> <sup>21</sup>	
13	19	Very conservative
41	37	Conservative
21	26	Moderate
5	5	Liberal
5	4	Very liberal
<u>14</u>	<u>9</u>	Don't know/Refused (VOL.)
100	100	Total

**ASK FORM 2 ONLY [N=702]:**

## b. Hillary Clinton

<u>2014</u>	<u>2008</u> <sup>22</sup>	
2	4	Very conservative
12	13	Conservative
26	22	Moderate
32	34	Liberal
20	18	Very liberal
<u>7</u>	<u>9</u>	Don't know/Refused (VOL.)
100	100	Total

## d. George W. Bush

12	Very conservative
49	Conservative
17	Moderate
8	Liberal
5	Very liberal
<u>8</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

## e. Pope Francis

4	Very conservative
18	Conservative
30	Moderate
20	Liberal
7	Very liberal
<u>22</u>	Don't know/Refused (VOL.)
100	Total

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<sup>21</sup> Public Religion Research Institute, Post-Election American Values Survey, November 2012

<sup>22</sup> Pew Research Center for the People & the Press Political Survey, May 2008

## f. The Democratic Party

<u>2014</u>	<u>2013</u> <sup>23</sup>	
3	3	Very conservative
9	7	Conservative
23	30	Moderate
38	29	Liberal
24	26	Very liberal
<u>4</u>	<u>6</u>	Don't know/Refused (VOL.)
100	100	Total

## g. The Republican Party

<u>2014</u>	<u>2013</u> <sup>24</sup>	
18	28	Very conservative
46	32	Conservative
19	23	Moderate
7	7	Liberal
5	3	Very liberal
<u>5</u>	<u>6</u>	Don't know/Refused (VOL.)
100	100	Total

## h. The Tea Party

36	Very conservative
24	Conservative
12	Moderate
8	Liberal
7	Very liberal
<u>13</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Looking back to the 2012 presidential election....

Q.19 If the 2012 presidential election were being held again today and the candidates were **[INSERT; RANDOMIZE]** and **[INSERT]**, for whom would you vote?

48	Barack Obama, the Democrat
44	Mitt Romney, the Republican
4	Other candidate (VOL.)
<u>5</u>	Don't know/Refused (VOL.)
100	Total

<sup>23</sup> Public Religion Research Institute, American Values Survey, October 2013

<sup>24</sup> Ibid.

**ASK REPUBLICANS AND REPUBLICAN LEANERS (IF PARTY=1 OR PARTYLN=1)  
[N=679]:**

Looking ahead to the 2016 elections....

Q.20 As I read a list of possible candidates for the Republican nomination for president in 2016 please tell me, which one you would most like to see as the Republican nominee? **[READ; RANDOMIZE]**

10	Jeb Bush
10	Chris Christie
7	Ted Cruz
11	Rand Paul
6	Marco Rubio
9	Paul Ryan
17	Mitt Romney
7	Rick Perry
12	Mike Huckabee
*	John Kasich (VOL.)
1	Scott Walker (VOL.)
<u>11</u>	Don't know/Refused (VOL.)
100	Total

**ASK DEMOCRATS AND DEMOCRATIC LEANERS (IF PARTY=2 OR PARTYLN=2)  
[N=619]:**

Looking ahead to the 2016 elections....

Q.21 As I read a list of possible candidates for the Democratic nomination for president in 2016 please tell me, which one you would most like to see as the Democratic nominee? **[READ; RANDOMIZE]**

62	Hillary Clinton
11	Joe Biden
13	Elizabeth Warren
6	Andrew Cuomo
2	Martin O'Malley
<u>7</u>	Don't know/Refused (VOL.)
100	Total

**ASK ALL:**

Q.22 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 about each one. First... **[INSERT OPTION A]**. Do you completely agree, mostly agree, mostly DISagree or completely disagree? Next... **[INSERT; RANDOMIZE]**.

**REPEAT AS NECESSARY:** Do you completely agree, mostly agree, mostly DISagree or completely disagree?

a. Blacks and other minorities receive equal treatment as whites in the criminal justice system

<u>2014</u>	<u>2013</u> <sup>25</sup>	
16	22	Completely agree
30	25	Mostly agree
28	26	Mostly disagree
23	21	Completely disagree
<u>4</u>	<u>6</u>	Don't know/Refused (VOL.)
100	100	Total

b. Mandatory minimum prison sentences for non-violent offenders should be eliminated so that judges can make sentencing decisions on a case-by-case basis

35	Completely agree
42	Mostly agree
13	Mostly disagree
7	Completely disagree
<u>3</u>	Don't know/Refused (VOL.)
100	Total

c. Police officers generally treat blacks and other minorities the same as whites

12	Completely agree
33	Mostly agree
31	Mostly disagree
21	Completely disagree
<u>4</u>	Don't know/Refused (VOL.)
100	Total

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<sup>25</sup> Public Religion Research Institute, Religion & Politics Tracking Survey, August 2013

**PROGRAMMING INSTRUCTION: ROTATE Q23 AND Q24**

On a different subject...

Q.23 How worried are you that you or someone in your family will be a victim of terrorism?

11	Very worried
22	Somewhat worried
35	Not too worried
31	Not at all worried
<u>1</u>	Don't know/Refused (VOL.)
100	Total

And...

Q.24 How worried are you that you or someone in your family will get sick from ebola?

7	Very worried
15	Somewhat worried
30	Not too worried
48	Not at all worried
<u>1</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 and the Nathan Cummings Foundation. Results of the survey were based on 1,399 callback telephone interviews with respondents from the pre-election American Values Survey that was fielded July 21 through August 15, 2014 among a national random sample of 4,507 adults 18 years of age or older in the United States, including Alaska and Hawaii. Within households, respondents were identified using initials or first name that was provided during the pre-election interview. For respondents who refused to provide a name, gender and age were used to identify the correct respondent in the household. For the post-election survey, telephone interviews were conducted in both Spanish and English between November 5, 2014 and November 9, 2014, by professional interviewers under the supervision of SSRS.

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. 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 July-December 2013 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's March 2014 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 is +/- 3.6 percentage points for the general sample and +/- 4.1 percentage points for voters at the 95% confidence interval. The design effect for the survey is 1.9. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects.