

Americans on the Religious Expressions of Candidates

Survey of Over 2,000 American Adults



Methodology

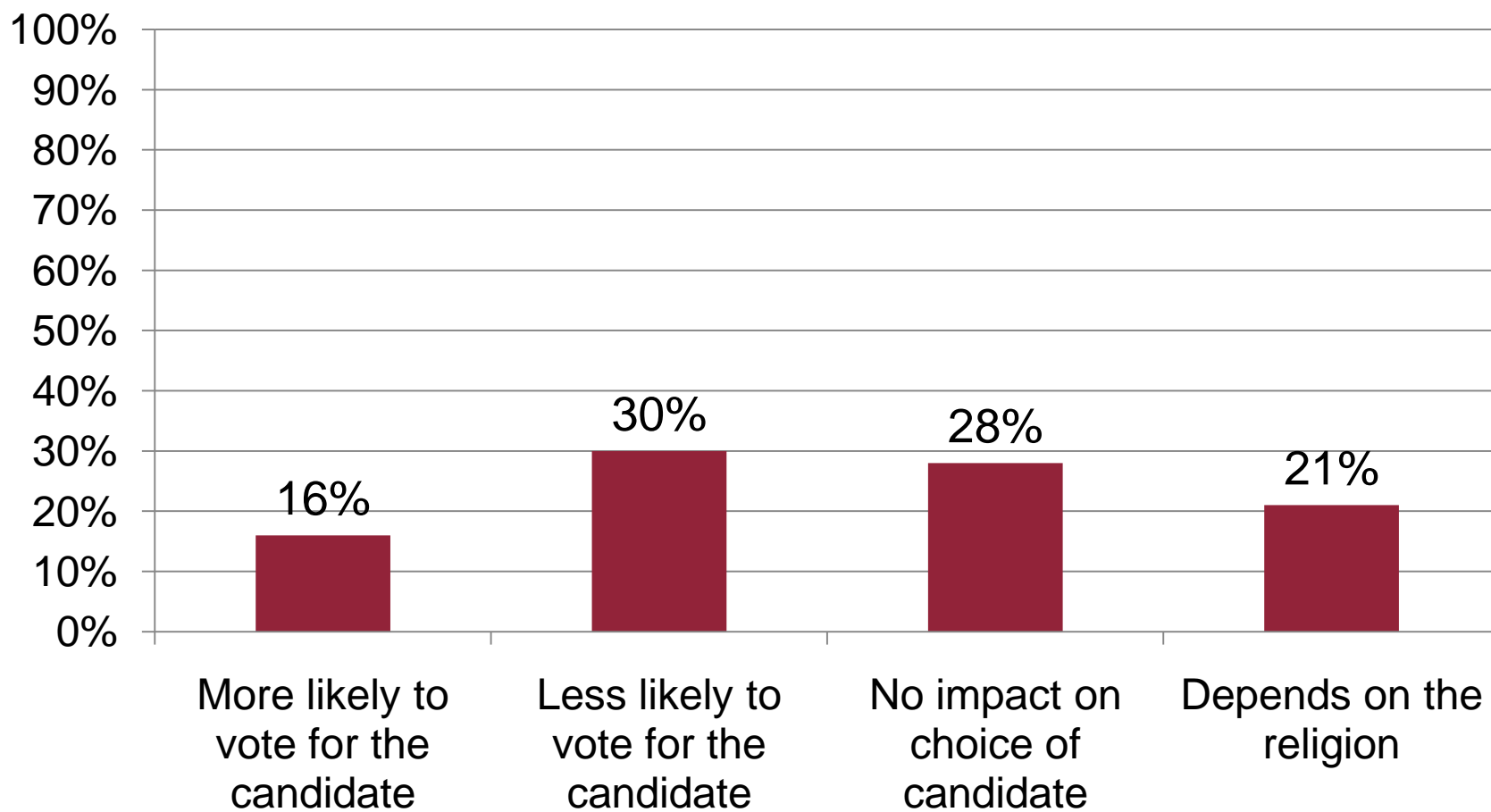
- ❑ The online survey of adult Americans was conducted September 23 – 26, 2011
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, party, age, race, religion, gender and education to more accurately reflect the population

Methodology Continued

- The completed sample is 2,144 online surveys
- The sample provides 95% confidence that the sampling error does not exceed $\pm 2.2\%$
- Margins of error are higher in sub-groups

Survey Responses

Only 1 in 6 Americans are more likely to vote for a candidate who regularly expresses religious conviction or activity.



4% Not sure



Q: "When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?"

“When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?”

- Americans age 18-29 (10%) are the least likely to select “more likely to vote for the candidate.”
- Americans age 65+ (37%) are the most likely to select “no impact on choice of candidate.”
- Younger Americans, 18-29 (24%) and 30-49 (24%), are more likely to select “depends on the religion” than older Americans, 50-64 (16%) and 65+ (18%).

“When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?” continued

- Americans in the Midwest (14%) are the least likely to select “depends on the religion.”
- Americans with a college degree are
 - Less likely to select “no impact on choice of candidate” (26% to 30%)
 - More likely to select “depends on the religion” (25% to 19%)than Americans with no college degree.
- Men are more likely to select “less likely to vote for the candidate” (34% to 26%) and less likely to select “depends on the religion” (17% to 25%) than women.

“When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?” continued

- African-Americans are the least likely to select “more likely to vote for the candidate” (2%).
- Hispanic-Americans (41%) and African-Americans (43%) are more likely to select “less likely to vote for the candidate.”
- Higher income Americans, \$75-100K (26%) and \$100K+ (26%), are more likely to select “depends on the religion.”

“When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?” continued

- Americans who consider themselves to be a born-again, evangelical, or fundamentalist Christian are
 - More likely to select “more likely to vote for the candidate” (28% to 11%)
 - Less likely to select “less likely to vote for the candidate” (10% to 35%)
 - Less likely to select “no impact on choice of candidate” (24% to 32%)
 - More likely to select “depends on the religion” (36% to 20%)

compared to Americans who do not.

“When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?” continued

- Americans who never attend a place of worship are the
 - Least likely to select “more likely to vote for the candidate” (3%)
 - Most likely to select “less likely to vote for the candidate” (67%)
 - Least likely to select “depends on the religion” (4%)

“When a candidate running for office regularly expresses religious conviction or activity, how does that impact your vote?” continued

- Americans in large cities are the least likely to select “more likely to vote for the candidate” (11%) and the most likely to select “less likely to vote for the candidate (38%).
- Americans in rural areas are the least likely to select “no impact on choice of candidate” (21%).
- Americans in suburbs (26%) and rural areas (25%) are more likely to select “depends on the religion” compared to those in large (16%) and small (18%) cities.

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