

PEW FORUM ON RELIGION & PUBLIC LIFE
2011 NATIONAL SURVEY OF MORMONS
FINAL TOPLINE
October 25-November 16, 2011
N=1,019

The topline shows full question wording and results for Mormons from the 2011 National Survey of Mormons. Selected trends for the general public are shown to provide comparisons to Mormons. General public trends include some Mormon respondents. Unless otherwise specified, general public trends are from the Pew Research Center for the People & the Press. Other Pew Research Center trends are noted as follows:

Forum – Pew Forum on Religion & Public Life
 PIAL – Pew Internet & American Life Project
 SDT – Pew Social & Demographic Trends
 PEJ – Pew Project for Excellence in Journalism

Demographic data come from the Current Population Survey (CPS).

I. Screening Interview

ASK ALL:

Q1. Overall, how would you rate your community as a place to live? (READ ITEMS)

Mormons Oct 25-Nov 16, 2011		General Public (PIAL/PEJ) Jan 12-25, 2011 ¹
52	Excellent	38
40	Good	43
6	Only fair, or	14
1	Poor	4
*	(DO NOT READ) Don't know/Refused	1

ASK ALL:

Q2. Overall, are you satisfied or dissatisfied with the way things are going in your life today?

Mormons Oct 25-Nov 16, 2011		General Public July 20-24, 2011
87	Satisfied	75
13	Dissatisfied	23
1	(DO NOT READ) Don't know/Refused	2

¹ General public was asked "Overall, how would you rate your community as a place to live? Would you say it is excellent, good, only fair, or poor?"

ASK ALL:

RELIG. What is your present religion, if any? Are you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

[INTERVIEWER: IF R VOLUNTEERS “nothing in particular, none, no religion, etc.” BEFORE REACHING END OF LIST, PROMPT WITH: And would you say that’s atheist, agnostic, or just nothing in particular?]

ASK IF MORMON (RELIG=3):

RELIGb. And is that the Church of Jesus Christ of Latter-day Saints, the Community of Christ, or some other Mormon church?

[INTERVIEWER INSTRUCTION: IF RESPONDENT VOLUNTEERED OR SPECIFIED “LDS” OR “CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS,” IN RELIG, CODE AS “1” IN RELIGb AND DO NOT ASK RELIGb]

Mormons

Oct 25-Nov 16, 2011

0	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah’s Witness, etc.)
0	Roman Catholic (Catholic)
100	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
99	The Church of Jesus Christ of Latter-day Saints
*	Community of Christ
1	Other Mormon (SPECIFY)
*	(DO NOT READ) Mormon not further specified (just a Mormon)
*	(DO NOT READ) Don’t know/refused
0	Orthodox (Greek, Russian, or some other orthodox church)
0	Jewish (Judaism)
0	Muslim (Islam)
0	Buddhist
0	Hindu
0	Atheist (do not believe in God)
0	Agnostic (not sure if there is a God)
0	Something else (SPECIFY)
0	Nothing in particular
0	(DO NOT READ) Christian
0	(DO NOT READ) Unitarian (Universalist)
0	(DO NOT READ) Don’t know/refused

NOTE: If the original respondent was not Mormon, interviewers asked if there were any adults of a different faith in the household, and probed to determine whether any of them were Mormon. When possible, a hand-off to a Mormon respondent was arranged. This approach was followed for landline sample for the entirety of the field period; for cell phone sample it was followed early in the field period before being discontinued. See questionnaire for details.

II. Politics and Society**ASK ALL:**

Q100. All in all, are you satisfied or dissatisfied with the way things are going in this country today?

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Sep 22-Oct 4, 2011</u>
20	Satisfied	17
75	Dissatisfied	78
5	(DO NOT READ) Don't know/Refused	5

(P.N. – RANDOMIZE ITEMS ‘A’ THROUGH ‘H’, BUT NEVER START WITH ‘b – ROMNEY’ OR ‘e – REID’ OR ‘g-Huntsman’)

(P.N. INSERT WORDING IN PARENTHESES FOR FIRST ITEM ONLY)

ASK ALL:

Q101. (As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. First, [INSERT FIRST ITEM]... would you say your overall opinion of [INSERT FIRST ITEM] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?) How about [INSERT]? **[IF NECESSARY: would you say your overall opinion of [INSERT] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?]**

[INTERVIEWER NOTE: PROBE TO DISTINGUISH BETWEEN “NEVER HEARD OF – CODE 5” AND “CAN’T RATE –CODE 8”]

a. Barack Obama

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Nov 9-14, 2011</u>
28	NET Favorable	52
8	Very favorable	21
20	Mostly favorable	31
69	NET Unfavorable	45
28	Mostly unfavorable	21
41	Very unfavorable	24
0	(DO NOT READ) Never heard of	*
2	(DO NOT READ) Can't rate	1
1	(DO NOT READ) Refused	2

Q.101 CONTINUED...

b. Mitt Romney

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Nov 9-14, 2011</u>
83	NET Favorable	36
35	Very favorable	7
47	Mostly favorable	29
10	NET Unfavorable	42
7	Mostly unfavorable	26
3	Very unfavorable	16
4	(DO NOT READ) Never heard of	9
3	(DO NOT READ) Can't rate	9
1	(DO NOT READ) Refused	3

c. Rick Perry

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Nov 9-14, 2011</u>
29	NET Favorable	25
1	Very favorable	4
28	Mostly favorable	21
47	NET Unfavorable	50
33	Mostly unfavorable	26
14	Very unfavorable	25
12	(DO NOT READ) Never heard of	12
11	(DO NOT READ) Can't rate	10
1	(DO NOT READ) Refused	3

d. Sarah Palin

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Jun 10-13, 2010</u>
49	NET Favorable	39
11	Very favorable	15
37	Mostly favorable	25
42	NET Unfavorable	52
26	Mostly unfavorable	26
16	Very unfavorable	25
2	(DO NOT READ) Never heard of	3
7	(DO NOT READ) Can't rate	5
1	(DO NOT READ) Refused	1

Q.101 CONTINUED...

e. Harry Reid

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Dec 2-5, 2010</u>
23	NET Favorable	23
4	Very favorable	5
18	Mostly favorable	18
47	NET Unfavorable	39
23	Mostly unfavorable	18
24	Very unfavorable	21
18	(DO NOT READ) Never heard of	26
12	(DO NOT READ) Can't rate	11
1	(DO NOT READ) Refused	1

f. Hillary Clinton

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Dec 2-5, 2010</u>
42	NET Favorable	59
10	Very favorable	24
32	Mostly favorable	35
54	NET Unfavorable	34
31	Mostly unfavorable	20
23	Very unfavorable	15
0	(DO NOT READ) Never heard of	2
3	(DO NOT READ) Can't rate	4
1	(DO NOT READ) Refused	*

g. Jon Huntsman, junior

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>	
47	NET Favorable
11	Very favorable
36	Mostly favorable
23	NET Unfavorable
17	Mostly unfavorable
5	Very unfavorable
18	(DO NOT READ) Never heard of
11	(DO NOT READ) Can't rate
1	(DO NOT READ) Refused

Q.101 CONTINUED...

h. Herman Cain

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Nov 9-14, 2011</u>
43	NET Favorable	29
9	Very favorable	9
34	Mostly favorable	20
34	NET Unfavorable	50
24	Mostly unfavorable	25
10	Very unfavorable	25
12	(DO NOT READ) Never heard of	10
10	(DO NOT READ) Can't rate	8
1	(DO NOT READ) Refused	3

NO Q.102

(P.N. – RANDOMIZE Q103/Q104)**ASK ALL:**

Q103. Which statement comes closer to your own views – even if neither is exactly right? (READ ITEMS)

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Feb 22-Mar 14, 2011²</u>
26	Homosexuality should be accepted by society, or	58
65	Homosexuality should be discouraged by society	33
6	(DO NOT READ) Neither/both equally	3
3	(DO NOT READ) Don't know/refused	6

(P.N. – RANDOMIZE Q103/Q104)**ASK ALL:**

Q104. Which statement comes closer to your own views – even if neither is exactly right? (READ ITEMS)

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Feb 22-Mar 14, 2011³</u>
45	Immigrants today strengthen our country because of their hard work and talents, or	45
41	Immigrants today are a burden on our country because they take our jobs, housing and health care	44
9	(DO NOT READ) Neither/both equally	6
6	(DO NOT READ) Don't know/refused	5

NO Q.105**ASK ALL:**

Q106. If you had to choose, would you rather have a smaller government providing fewer services, or a bigger government providing more services?

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Sep 22- Oct 4, 2011</u>
75	Smaller government, fewer services	48
20	Bigger government, more services	41
1	(DO NOT READ) Depends	2
3	(DO NOT READ) Don't know/refused	8

NO Q.107-Q.199

² For the general public comparison, this item was part of a list with a modified question stem. See www.people-press.org/files/2011/05/Political-Typology-Topline.pdf for details.

³ For the general public comparison, this item was part of a list with a modified question stem. See www.people-press.org/files/2011/05/Political-Typology-Topline.pdf for details.

III. Family and Lifestyle

READ TO ALL:

On another subject...

(P.N.- RANDOMIZE ITEMS ‘A’ THROUGH ‘E’)

(P.N. INSERT WORDING IN PARENTHESES FOR FIRST ITEM ONLY)

ASK ALL:

Q200. (Here are some goals that people value in their lives. Please tell me how important each is to you personally. First [INSERT FIRST ITEM], is that one of the most important things in your life, OR is it very important but not one of the most important things, OR somewhat important, or not important?)

How about [INSERT NEXT ITEM]? [READ AT LEAST TWICE, THEN AS NECESSARY “is that one of the most important things in your life, OR very important but not one of the most important things, OR somewhat important, or not important?”]⁴

INTERVIEWER INSTRUCTION: IF R SAYS “VERY IMPORTANT,” PROBE WITH “is that one of the most important things in your life, OR very important but not one of the most important things?” DO THIS FOR AT LEAST THE FIRST TWO TIMES THAT R SAYS “VERY IMPORTANT.”

- a. Being successful in a high-paying career or profession

Mormons		General Public (SDT)
<u>Oct 25-Nov 16, 2011</u>		<u>Jan 14- 27, 2010</u>
7	One of the most important things	9
37	Very important but not one of the most important things	36
40	Somewhat important	34
16	Not important	21
1	(DO NOT READ) Don’t know/Refused	1

- b. Having a successful marriage

Mormons		General Public (SDT)
<u>Oct 25-Nov 16, 2011</u>		<u>Jan 14- 27, 2010</u>
73	One of the most important things	34
22	Very important but not one of the most important things	51
3	Somewhat important	8
2	Not important	6
1	(DO NOT READ) Don’t know/Refused	2

⁴ The general public comparison comes from a modified version of this question, which asked “Here are some goals that people value in their lives. Some people say these things are very important to them. Others say they are not so important. Please tell me how important each is to you personally. First [INSERT], is that one of the most important things in your life, very important but not the most, somewhat important, or not important?” See <http://www.pewsocialtrends.org/files/2010/10/millennials-confident-connected-open-to-change.pdf> for details.

Q.200 CONTINUED...

c. Living a very religious life

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public (SDT)</u> <u>Jan 14- 27, 2010</u>
55	One of the most important things	20
30	Very important but not one of the most important things	35
13	Somewhat important	25
2	Not important	19
*	(DO NOT READ) Don't know/Refused	1

d. Being a good parent

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public (SDT)</u> <u>Jan 14- 27, 2010</u>
81	One of the most important things	50
17	Very important but not one of the most important things	44
1	Somewhat important	2
*	Not important	3
1	(DO NOT READ) Don't know/Refused	1

e. Having lots of free time to relax or do things you want to do

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public (SDT)</u> <u>Jan 14- 27, 2010</u>
7	One of the most important things	10
37	Very important but not one of the most important things	43
47	Somewhat important	37
9	Not important	9
*	(DO NOT READ) Don't know/Refused	1

NO Q.201-Q.205

ASK ALL:

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

(INTERVIEWER NOTE - IF R SAYS "SINGLE," PROBE TO DETERMINE WHICH CATEGORY IS APPROPRIATE)

NOTE: RESULTS REPERCENTAGED TO EXCLUDE NON-RESPONSE [N=1,017]

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>2010-2011⁵</u>
67	Married	52
2	Living with a partner	7
9	Divorced	10
*	Separated	3
6	Widowed	6
16	Never been married	22

ASK ALL:

Q206. What kind of marriage do you think is the more satisfying way of life? (READ ITEMS)

Mormons		General Public (SDT)
<u>Oct 25-Nov 16, 2011</u>		<u>Oct 1- Oct 21, 2010</u>
58	One where the husband provides for the family and the wife takes care of the house and children, or	30
38	One where the husband and wife both have jobs and both take care of the house and children	62
4	(DO NOT READ) Don't know/Refused	8

NO Q.207

⁵ General public figures from aggregated surveys conducted by the Pew Research Center for the People & the Press, 2010-2011 (N=25,712). People-Press surveys are used for comparison instead of Census Bureau data because the People-Press data are based on a marital status question identical to the one used in the current survey.

(P.N. -RANDOMIZE ITEMS ‘a’ THROUGH ‘g’)
(P.N. INSERT WORDING IN PARENTHESES FOR FIRST ITEM ONLY)
ASK ALL:

Q208. (Do you personally believe that [INSERT ITEM] is morally acceptable, morally wrong, or is it not a moral issue?) And do you personally believe that [INSERT ITEM] is morally acceptable, morally wrong, or is it not a moral issue? How about [INSERT]? [READ IF NECESSARY: Do you personally believe that [INSERT] is morally acceptable, morally wrong, or is it not a moral issue?]

a. Having an abortion

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009⁶</u>
4	Morally acceptable	10
74	Morally wrong	52
9	Not a moral issue	25
11	(DO NOT READ) Depends on situation	8
2	(DO NOT READ) Don't know/Refused	4

NO ITEM b

c. Divorce

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009⁷</u>
16	Morally acceptable	20
25	Morally wrong	29
46	Not a moral issue	40
12	(DO NOT READ) Depends on situation	6
2	(DO NOT READ) Don't know/Refused	4

d. Polygamy – having more than one wife

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>	
2	Morally acceptable
86	Morally wrong
11	Not a moral issue
1	(DO NOT READ) Depends on situation

⁶ The general public comparison comes from a slightly modified version of the question, which asked “Do you personally believe that [INSERT] is morally acceptable, morally wrong, or is it not a moral issue? [IF NECESSARY]: And is [INSERT NEXT ITEM] morally acceptable, morally wrong, or is it not a moral issue?” For details, see:

http://pewforum.org/uploadedfiles/Topics/Issues/Gay_Marriage_and_Homosexuality/samesexmarriagetopline09.pdf

⁷ The general public comparison comes from a slightly modified version of the question, which asked “Do you personally believe that [INSERT] is morally acceptable, morally wrong, or is it not a moral issue? [IF NECESSARY]: And is [INSERT NEXT ITEM] morally acceptable, morally wrong, or is it not a moral issue?” For details, see:

http://pewforum.org/uploadedfiles/Topics/Issues/Gay_Marriage_and_Homosexuality/samesexmarriagetopline09.pdf

1 (DO NOT READ) Don't know/Refused
Q.208 CONTINUED...

NO ITEM e

f. Sex between unmarried adults

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Feb 1- Feb 5, 2006</u> ⁸
7	Morally acceptable	22
79	Morally wrong	35
13	Not a moral issue	37
1	(DO NOT READ) Depends on situation	2
1	(DO NOT READ) Don't know/Refused	4

g. Drinking alcohol

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Aug 11-17, 2009</u> ⁹
6	Morally acceptable	20
54	Morally wrong	15
38	Not a moral issue	56
1	(DO NOT READ) Depends on situation	6
1	(DO NOT READ) Don't know/Refused	3

⁸ The general public comparison comes from modified version of the question, which asked "Next, I'm going to read some behaviors. For each, please tell me whether you personally believe that it is morally acceptable, morally wrong, or is it not a moral issue. First, [INSERT] [IF NECESSARY]: Is [ITEM] morally acceptable, morally wrong, or is it not a moral issue?"

⁹ The general public comparison comes from a slightly modified version of the question, which asked "Do you personally believe that [INSERT] is morally acceptable, morally wrong, or is it not a moral issue? [IF NECESSARY]: And is [INSERT NEXT ITEM] morally acceptable, morally wrong, or is it not a moral issue?" For details, see:

http://pewforum.org/uploadedfiles/Topics/Issues/Gay_Marriage_and_Homosexuality/samesexmarriagetopline09.pdf

READ TO ALL:

On another subject...

(P.N.- RANDOMIZE ITEMS ‘a’ through ‘f’)**ASK ALL:**

Q209. Just your impression, in the United States today, is there a lot of discrimination against [INSERT], or not? And in the United States today, is there a lot of discrimination against [INSERT], or not? How about [INSERT]? [IF NECESSARY: In the United States today is there a lot of discrimination against [INSERT], or not?]¹⁰

a. Evangelical Christians

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009</u>
19	Yes, there is a lot of discrimination	27
70	No, not a lot of discrimination	56
11	(DO NOT READ) Don't know/Refused	17

b. Muslims

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009</u>
55	Yes, there is a lot of discrimination	58
37	No, not a lot of discrimination	29
9	(DO NOT READ) Don't know/Refused	13

c. Atheists, that is, people who don't believe in God

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009</u>
13	Yes, there is a lot of discrimination	26
79	No, not a lot of discrimination	59
8	(DO NOT READ) Don't know/Refused	14

d. Mormons

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009</u>
46	Yes, there is a lot of discrimination	24
51	No, not a lot of discrimination	56
3	(DO NOT READ) Don't know/Refused	20

¹⁰ For general public comparisons, the wording for items following the first item asked about was “And is there a lot of discrimination against...”

Q.209 CONTINUED...

e. Blacks

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009</u>
31	Yes, there is a lot of discrimination	49
66	No, not a lot of discrimination	46
3	(DO NOT READ) Don't know/Refused	5

f. Gays and lesbians

<u>Mormons</u> <u>Oct 25-Nov 16, 2011</u>		<u>General Public</u> <u>Aug 11-17, 2009</u>
59	Yes, there is a lot of discrimination	64
35	No, not a lot of discrimination	30
6	(DO NOT READ) Don't know/Refused	6

NO Q.210-Q.299

IV. “Mormon Moment”**READ TO ALL RESPONDENTS WHO HAVE NOT ALREADY BEEN TOLD THAT THIS IS A SURVEY OF MORMONS:**

Just to give you a little more background before we continue, the Pew Research Center conducts many surveys on religion and public life in the United States. Earlier, you mentioned that you are a Mormon, and we have some questions about the views and experiences of Mormons living in the United States. I think you will find these questions very interesting. First,

READ TO ALL RESPONDENTS WHO HAVE ALREADY BEEN TOLD THAT THIS IS A SURVEY OF MORMONS:

Now I have some questions about the views and experiences of Mormons living in the United States.

(Topline continues on next page...)

(P.N.-RANDOM HALF OF RESPONDENTS GET Q300 (HALF A), OTHER HALF GET Q301 (HALF B)):

Q300. In your own words, what do you think are the most important problems facing Mormons living in the United States today?

(INTERVIEWER NOTE – RECORD VERBATIM RESPONSE. RECORD UP TO THREE MENTIONS IN ORDER OF MENTION, BUT DO NOT PROBE FOR ADDITIONAL MENTIONS IF RESPONDENT ONLY PROVIDES 1 OR 2 RESPONSES.)

(INTERVIEWER NOTE - IF RESPONDENT SAYS “none” OR INDICATES THERE ARE NO PROBLEMS, SOFT PROBE ONCE WITH “nothing in particular?” OR “there are no right or wrong answers...does anything come to mind?”)

NOTE: RESULTS BASED ON 513 RESPONDENTS WHO WERE ASKED Q.300. RESPONSES SUM TO MORE THAN 100 BECAUSE MULTIPLE RESPONSES WERE ACCEPTED

Mormons

Oct 25-Nov 16, 2011

56	NET Misconceptions/discrimination, etc.
34	Misconceptions about Mormonism
12	Not seen as Christian
7	Seen as cult/sect
7	Seen as polygamists
6	Discrimination
6	Prejudice/bias/criticism/stigma/others judgmental
4	Acceptance/mistrust
6	Moral issues/moral decline
6	Family issues/decline of family
5	Difficulty living up to religion’s standards
3	Economy/jobs/finances
3	Media/TV/Movies
3	Same problems as everyone
2	Mormons not doing good job communicating w/others about Mormonism
2	Outside pressures/influences
2	Divorce/devaluing of marriage
2	Pornography
1	Confusion caused by other groups claiming to be Mormon
1	Government interference
1	People not interested in learning about Mormonism
1	Defending/standing up for Mormonism
12	Other
11	None/no problems
5	Don’t know/refused/unclear

(P.N.-RANDOM HALF OF RESPONDENTS GET Q300 (HALF A), OTHER HALF GET Q301 (HALF B)):

Q301. Please tell me what one word best describes Mormons. Tell me just the one best word that comes to mind. (OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW." ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE)

NOTE: RESULTS BASED ON 506 RESPONDENTS WHO WERE ASKED Q.301. RESPONSES SUM TO MORE THAN 100 BECAUSE MULTIPLE RESPONSES WERE ACCEPTED

Mormons

Oct 25-Nov 16, 2011

17	Christian/Christ-centered
12	Faith/Faithful
11	Family/family values
5	Jesus/Jesus Christ/Christ
5	Honest/honesty/trustworthy
4	Good
4	Caring/compassionate/kind
3	Happy/happiness/joy
3	Religious
2	Committed/Commitment/Dedicated
2	Devout/Devoted
2	Hardworking/industrious
2	Moral/morality/virtuous/righteous
2	Service/serving
2	Spiritual
2	Clean
1	Love/loving
1	Charity/charitable
1	Friendly
1	Honor/honorable
1	Accepting/tolerant
1	God
1	Peculiar/different
16	Other word
2	None/Don't know

ASK ALL:

Q302. How many of your close friends are Mormons? Would you say all of them, most of them, some of them, or hardly any of them?

Mormons

Oct 25-Nov 16, 2011

4	All of them
53	Most of them
33	Some of them
9	Hardly any of them
1	(DO NOT READ) None of them
1	(DO NOT READ) Don't know/Refused

ASK ALL:

Q303. How much do you think the American people as a whole know about the Mormon religion and its practices? (READ LIST)

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
4	A great deal
33	Some
58	Not too much
4	Nothing at all
1	(DO NOT READ) Don't know/Refused

(P.N.- RANDOMIZE Q.304 AND Q.305)**ASK ALL:**

Q304. Overall, would you say the way Mormons are portrayed in television and movies helps, hurts, or has no effect on society's image of Mormons in general?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
15	Helps
54	Hurts
22	No effect
4	(DO NOT READ) Depends
6	(DO NOT READ) Don't know/Refused

(P.N.-RANDOMIZE Q.304 AND Q.305)**ASK ALL:**

Q305. Do you think that coverage of Mormons and Mormonism by American news organizations is generally fair or unfair?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
52	Fair
38	Unfair
5	(DO NOT READ) Depends
5	(DO NOT READ) Don't know/Refused

(P.N.- RANDOMIZE a AND b)**ASK ALL:**

Q306. Do you feel that [INSERT ITEM] is generally friendly, neutral, or unfriendly toward Mormons?
How about [INSERT NEXT ITEM] – is [INSERT] generally friendly, neutral, or unfriendly toward Mormons?

a. The Democratic Party

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
17	Friendly
42	Neutral
30	Unfriendly
11	(DO NOT READ) Don't know/Refused

b. The Republican Party

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
39	Friendly
41	Neutral
10	Unfriendly
10	(DO NOT READ) Don't know/Refused

(P.N. – RANDOMIZE a AND b)**ASK ALL:**

Q.307 And do you feel that [INSERT ITEM] are generally friendly, neutral, or unfriendly toward Mormons? How about [INSERT NEXT ITEM] – are [INSERT] generally friendly, neutral, or unfriendly toward Mormons?

a. Evangelical Christians

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
18	Friendly
21	Neutral
50	Unfriendly
11	(DO NOT READ) Don't know/Refused

b. People who are not religious

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
23	Friendly
50	Neutral
22	Unfriendly
6	(DO NOT READ) Don't know/Refused

NO Q.308

ASK ALL:

Q309. Do you think that the American people as a whole see Mormonism as part of mainstream American society, or don't you think so?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
28	Yes, the American people as a whole see Mormonism as part of mainstream American society
68	No, don't think so
*	(DO NOT READ) Other/depends
4	(DO NOT READ) Don't know/Refused

(P.N. – PLEASE RANDOMIZE: “MORE LIKELY/LESS LIKELY” AND MATCH IT TO ORDER OF RESPONSE OPTIONS)

ASK ALL:

Q310. And do you think the American people as a whole are becoming (more likely) or (less likely) to see Mormonism as part of mainstream American society, or is this not changing very much?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
63	More likely
5	Less likely
29	Not changing very much
3	(DO NOT READ) Don't know/Refused

ASK ALL:

Q311. And in your own view, do you think that the American people as a whole are ready to elect a Mormon as president, or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
56	Yes, the American people are ready to elect a Mormon as president
32	No, American people are not ready to elect a Mormon as president
3	(DO NOT READ) Other/depends
9	(DO NOT READ) Don't know/Refused

NO Q.312-Q.404

V. Religious Beliefs and Practices**READ TO ALL:**

Thinking about your own religious beliefs and practices...

(P.N. CREATE ‘LDSFILL’ VARIABLE TO BE USED FOR INSERTING LDS SPECIFIC LANGUAGE IN SUBSEQUENT QUESTIONS:

IF RELIGb=1 “The Church of Jesus Christ of Latter-day Saints,” LDSFILL=1; FOR ALL OTHERS, LDSFILL=2)

ASK ALL:

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?

Mormons Oct 25-Nov 16, 2011		General Public (Forum Religious Landscape Survey) May 8-Aug 13, 2007
30	More than once a week	15
47	Once a week	24
9	Once or twice a month	15
6	A few times a year	18
5	Seldom	16
3	Never	11
*	(DO NOT READ) Don't know/Refused	1

ASK ALL:

Q405. How important is religion in your life – very important, somewhat important, not too important, or not at all important?

Mormons Oct 25-Nov 16, 2011		General Public (Forum Religious Landscape Survey) May 8-Aug 13, 2007
82	Very important	56
13	Somewhat important	26
3	Not too important	9
1	Not at all important	7
*	(DO NOT READ) Don't know/Refused	1

**(P.N.-IF LDSFILL =1 INSERT “the LDS Church”
IF LDSFILL =2 INSERT “the Mormon Church”)**

ASK ALL:

Q406. How active are you in (the LDS Church/ the Mormon Church)? Would you say you are (READ LIST)?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
67	Very active
18	Somewhat active
10	Not too active
5	Not at all active
*	(DO NOT READ) Don't know/Refused

NO Q.407

(P.N.-RANDOMIZE ‘1’ and ‘2’)

ASK ALL:

Q408. Which statement comes closer to your own views – even if neither is exactly right?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
8	The book of Mormon was WRITTEN by Joseph Smith, or
91	The book of Mormon was written by ancient prophets and TRANSLATED by Joseph Smith
*	(DO NOT READ) Other/neither/both equally
1	(DO NOT READ) Don't know/Refused

(P.N. RANDOMIZE ITEMS ‘A’ THROUGH ‘G’)

(P.N.-IF LDSFILL =1 INSERT “the LDS Church” FOR ITEM c AND e; IF LDSFILL=2 INSERT “the Mormon Church” FOR ITEM c AND e)

ASK ALL:

Q409. Which, if any, of the following do you believe in? Do you believe [INSERT]

a. that Jesus rose from the dead, or not?

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Mar 17-21, 2004</u>
98	Yes	83
2	No	11
1	(DO NOT READ) Don't know/Refused	6

Q.409 CONTINUED...

- b. that God the father and Jesus Christ are separate, physical beings, or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
94	Yes
5	No
1	(DO NOT READ) Don't know/Refused

- c. that the president of (the LDS Church/ the Mormon Church) is a prophet of God, or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
94	Yes
5	No
1	(DO NOT READ) Don't know/Refused

- d. that families can be bound together eternally in Temple ceremonies, or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
95	Yes
4	No
1	(DO NOT READ) Don't know/Refused

- e. that women who are dedicated members of (the LDS Church/the Mormon Church) should be ordained to the priesthood, or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
11	Yes
87	No
2	(DO NOT READ) Don't know/Refused

- f. in yoga, not just as exercise, but as a spiritual practice, or not?

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Aug 20-27, 2009¹¹</u>
27	Yes	23
56	No	70
16	(DO NOT READ) Don't know/Refused	7

¹¹ The general public survey in August 2009 did not include the “or not” clause at the end of the question.

Q.409 CONTINUED...

g. in reincarnation, that people will be reborn in this world again and again, or not?

Mormons <u>Oct 25-Nov 16, 2011</u>		General Public <u>Aug 20-27, 2009¹²</u>
11	Yes	24
87	No	69
2	(DO NOT READ) Don't know/Refused	6

(P.N. RANDOMIZE ITEMS '1' AND '2')

(P.N.-IF LDSFILL =1 INSERT "LDS Church"

IF LDSFILL =2 INSERT "Mormon Church")

ASK ALL:

Q410. Which statement comes closer to your own views – even if neither is exactly right?

Mormons <u>Oct 25-Nov 16, 2011</u>	
22	Some teachings of the (LDS Church/ Mormon Church) are hard for me to believe or
77	I believe wholeheartedly in all the teachings of the (LDS Church/ Mormon Church)
*	(DO NOT READ) Neither/both equally
*	(DO NOT READ) Don't know/Refused

¹² The general public survey in August 2009 did not include the "or not" clause at the end of the question.

(P.N. RANDOMIZE ITEMS ‘A’ THROUGH ‘G’)**ASK ALL:**

Q411. In your own view, how important is each of the following for being a good Mormon. First, is [INSERT] essential for being a good Mormon, important but not essential, not too important, or not at all important for being a good Mormon? And is [INSERT] essential for being a good Mormon, important but not essential, not too important, or not at all important for being a good Mormon? Next, how about [INSERT]?

[IF NECESSARY: Is that essential, important but not essential, not too important, or not at all important for being a good Mormon?]

INTERVIEWER INSTRUCTION: IF R SAYS “IMPORTANT” OR “VERY IMPORTANT” PROBE TO DISCERN WHETHER THAT IS “ESSENTIAL” OR “IMPORTANT BUT NOT ESSENTIAL.” DO THIS FOR AT LEAST THE FIRST TWO TIMES THAT R SAYS “IMPORTANT” OR “VERY IMPORTANT.”

- a. Believing that Joseph Smith actually saw God the Father and Jesus Christ

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
80	Essential
13	Important but not essential
4	Not too important
2	Not at all important
2	(DO NOT READ) Don't know/refused

NO ITEM b

- c. Not drinking coffee and tea

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
49	Essential
32	Important but not essential
11	Not too important
6	Not at all important
1	(DO NOT READ) Don't know/refused

NO ITEM d

Q.411 CONTINUED...

- e. Working to help the poor and needy

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
73	Essential
24	Important but not essential
2	Not too important
*	Not at all important
*	(DO NOT READ) Don't know/refused

- f. Having regular family home evenings or family nights

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
51	Essential
45	Important but not essential
3	Not too important
1	Not at all important
*	(DO NOT READ) Don't know/refused

- g. Not watching R-rated movies

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
32	Essential
47	Important but not essential
14	Not too important
5	Not at all important
2	(DO NOT READ) Don't know/refused

ASK ALL:

- Q412. People practice their religion in different ways. Outside of attending religious services, do you pray several times a day, once a day, a few times a week, once a week, a few times a month, seldom, or never?

Mormons		General Public (Forum Religious Landscape Survey)
<u>Oct 25-Nov 16, 2011</u>		<u>May 8-Aug 13, 2007</u>
64	Several times a day	38
19	Once a day	20
8	A few times a week	14
1	Once a week	3
2	A few times a month	6
4	Seldom	11
1	Never	7
1	(DO NOT READ) Don't know/Refused	2

(P.N.-IF LDSFILL =1 INSERT “LDS Church”
IF LDSFILL =2 INSERT “Mormon Church”)

ASK ALL:

Q413. Have you served a full-time proselyting (pronounced: PROSS-uh-light-ing) mission for the (LDS Church/ Mormon Church), or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
27	Yes
73	No
*	(DO NOT READ) Don't know/refused

(P.N. RANDOMIZE ITEMS ‘A’ THROUGH ‘C’)
(P.N. DISPLAY RESPONSE OPTION 5 ONLY FOR ITEM b)
ASK IF Q.413=1 ‘SERVED A MISSION’

Q414. How valuable would you say your missionary work was in terms of [INSERT]? Very valuable, somewhat valuable, not too valuable or not at all valuable? And how valuable was it in terms of [INSERT]?

[REPEAT AS NECESSARY: Very valuable, somewhat valuable, not too valuable or not at all valuable?]

- a. helping you to grow in your own faith

BASED ON THOSE WHO HAVE SERVED A FULL-TIME PROSELYTING MISSION [N=321]

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
92	Very valuable
7	Somewhat valuable
*	Not too valuable
0	Not at all valuable
1	(DO NOT READ) Don't know/refused

- b. preparing you to be successful in a job or career

BASED ON THOSE WHO HAVE SERVED A FULL-TIME PROSELYTING MISSION [N=321]

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
80	Very valuable
12	Somewhat valuable
3	Not too valuable
1	Not at all valuable
4	(DO NOT READ) Not applicable/did not have career or served mission after career
1	(DO NOT READ) Don't know/refused

Q.414 CONTINUED...

- c. gaining converts to the Mormon faith

BASED ON THOSE WHO HAVE SERVED A FULL-TIME PROSELYTING MISSION [N=321]

Mormons

Oct 25-Nov 16, 2011

56	Very valuable
36	Somewhat valuable
6	Not too valuable
*	Not at all valuable
1	(DO NOT READ) Don't know/refused

NO Q.415**(P.N.-IF LDSFILL =1 INSERT "LDS Church"****IF LDSFILL =2 INSERT "Mormon Church")****ASK ALL:**

Q416. Do you pay tithing, that is donate 10% or more of your income to the (LDS Church/Mormon Church), or don't you do this?

Mormons

Oct 25-Nov 16, 2011

79	Yes, pay tithing
19	No, do not pay tithing
1	(DO NOT READ) Donate money to church, but not a full 10%
1	(DO NOT READ) Don't know/refused

ASK ALL:

Q417. Do you keep a supply of food in storage, to have available in case of emergencies or disasters, or don't you do this?

Mormons

Oct 25-Nov 16, 2011

82	Yes, keep a supply of food in storage
18	No, don't do this
1	(DO NOT READ) Don't know/refused

ASK IF Q.417=1 'KEEPS A SUPPLY OF FOOD IN STORAGE':

Q418. About how much food do you keep in storage? Would you say (READ LIST)?

BASED ON THOSE WHO KEEP A SUPPLY OF FOOD IN STORAGE [N=882]

Mormons

Oct 25-Nov 16, 2011

28	Less than three month's worth
28	About three month's worth
42	More than three month's worth
2	(DO NOT READ) Don't know/refused

ASK ALL:

Q419. Do you hold a current temple recommend, or not?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
65	Yes
34	No
1	(DO NOT READ) Don't know/refused

NO Q.420**READ TO ALL:**

On another subject...

P.N. INSERT WORDING IN PARENTHESES FOR FIRST ITEM ONLY)**(P.N.- RANDOMIZE ITEMS 'a' THRU 'd')****(P.N.- REVERSE ORDER OF RESPONSE OPTIONS FROM 1-4 TO 4-1 FOR RANDOM HALF OF SAMPLE]****ASK ALL:**

Q421. (From what you know, do you think that [INSERT FIRST ITEM] and your own religion are very similar, somewhat similar, somewhat different, or very different?) How about [INSERT NEXT ITEM] and your own religion?

[READ AS NECESSARY: are they very similar, somewhat similar, somewhat different, or very different?]

- a. the Catholic religion {8-09} {QID:qid20090801q190a}

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Aug 11-17, 2009¹³</u>
46	NET similar	43
9	Very similar	13
38	Somewhat similar	30
50	NET different	49
25	Somewhat different	28
25	Very different	22
4	(DO NOT READ) Don't know/Refused	8

¹³ General public comparisons based on non-Catholics. Results combine responses to the question indicated here along with a slightly different question that was asked of religiously unaffiliated respondents, who were asked about the similarities and differences with "your own beliefs." For details, see:

http://pewforum.org/uploadedfiles/Topics/Religious_Affiliation/Muslim/topline0909.pdf

Q.421 CONTINUED...

b. the evangelical Protestant religion

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
40	NET similar
6	Very similar
34	Somewhat similar
45	NET different
26	Somewhat different
18	Very different
15	(DO NOT READ) Don't know/Refused

c. the Jewish religion

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Aug 11-17, 2009¹⁴</u>
40	NET similar	35
8	Very similar	7
32	Somewhat similar	28
48	NET different	47
24	Somewhat different	25
25	Very different	22
12	(DO NOT READ) Don't know/Refused	18

d. the Muslim religion

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Aug 11-17, 2009¹⁵</u>
20	NET similar	17
2	Very similar	2
18	Somewhat similar	14
63	NET different	65
16	Somewhat different	20
48	Very different	45
17	(DO NOT READ) Don't know/Refused	19

¹⁴ General public comparisons based on non-Jews. Results combine responses to the question indicated here along with a slightly different question that was asked of religiously unaffiliated respondents, who were asked about the similarities and differences with "your own beliefs." For details, see:

http://pewforum.org/uploadedfiles/Topics/Religious_Affiliation/Muslim/topline0909.pdf

¹⁵ General public comparisons based on non-Muslims. Results combine responses to the question indicated here along with a slightly different question that was asked of religiously unaffiliated respondents, who were asked about the similarities and differences with "your own beliefs." For details, see:

http://pewforum.org/uploadedfiles/Topics/Religious_Affiliation/Muslim/topline0909.pdf

NO Q.422-Q.429**ASK ALL:**

Q430. Thinking about when you were a child, in what religion were you raised, if any? Were you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

[INTERVIEWER: IF R VOLUNTEERS “nothing in particular, none, no religion, etc.” BEFORE REACHING END OF LIST, PROMPT WITH: and would you say that was atheist, agnostic, or just nothing in particular?]

ASK IF Q430. =11, 99 ‘SOMETHING ELSE OR DK’:

Q431 And was that a Christian religion, or not?

Mormons

Oct 25-Nov 16, 2011

13	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah’s Witness, etc.)
8	Roman Catholic (Catholic)
74	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
*	Orthodox (Greek, Russian, or some other orthodox church)
*	Jewish (Judaism)
*	Muslim (Islam)
0	Buddhist
0	Hindu
*	Atheist (do not believe in God)
*	Agnostic (not sure if there is a God)
*	Something else (SPECIFY)
4	Nothing in particular
1	(DO NOT READ) Christian
0	(DO NOT READ) Unitarian (Universalist)
0	(DO NOT READ) Don’t know/refused

ASK IF Q.430=1-2, 4-99 'NOT RAISED MORMON':

Q432. About how old were you when you became Mormon?

[INTERVIEWER NOTE - IF R SAYS THEY HAVE BECOME MORMON MORE THAN ONCE, SPECIFY THAT THE FOLLOWING QUESTIONS APPLY TO THE MOST RECENT TIME THAT THEY BECAME MORMON]

NOTE: RESULTS BASED ON CONVERTS TO MORMONISM AND REPERCENTAGED TO EXCLUDE NON-RESPONSE [N=253]

Mormons

Oct 25-Nov 16, 2011

11	Under age 13
15	Between 13 and 17
25	Between 18 and 23
34	Between 24 and 35
9	Between 36 and 50
5	Between 51 and 65
1	Older than 65

ASK IF Q.430=1-2, 4-99 'NOT RAISED MORMON':

Q433. And just in your own words, what would you say is the main reason that you became Mormon?

NOTE: RESULTS BASED ON CONVERTS TO MORMONISM [N=255]. RESPONSES SUM TO MORE THAN 100 BECAUSE MULTIPLE RESPONSES WERE PERMITTED. ONLY THE MOST COMMON RESPONSES ARE SHOWN; RESPONSES THAT REFER PRIMARILY TO RESPONDENT'S PREVIOUS RELIGION NOT SHOWN

Mormons

Oct 25-Nov 16, 2011

59	Religious and moral beliefs
53	Religious teachings
38	<i>Found truth/liked teachings/religion made sense</i>
13	<i>Bible/Book of Mormon/other scriptural reference</i>
3	<i>Belief about eternal binding of families</i>
5	Moral/social teachings
5	<i>Emphasis on family values</i>
23	Personal spirituality
17	<i>Calling from God/led by prayer/received a testimony</i>
3	<i>Looking for something deeper/for answers</i>
21	Religious institutions, practices and people
13	Spiritual/social connectedness
5	<i>Missionaries</i>
4	<i>Felt connected/comfortable</i>
4	<i>Invitation/influence of Church member/friend/neighbor</i>
8	Particular churches/leaders/members
4	<i>Liked people</i>
13	Lifecycle changes
12	Marriage and family
6	<i>Marriage/because of spouse</i>
6	<i>Other family reasons</i>
1	New circumstances
4	Other reasons
1	Don't know/refused

NO Q.434-Q.439

(P.N. - IF MARITAL=1 INSERT: spouse's/
IF MARITAL=2: partner's)

ASK IF MARITAL=1,2 'MARRIED OR PARTNERED':

Q440. And what is your (spouse's/ partner's) religion, if any? Are they Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

[INTERVIEWER NOTE: IF R VOLUNTEERS "nothing in particular, none, no religion, etc." BEFORE REACHING END OF LIST, PROMPT WITH: and would you say they are atheist, agnostic, or just nothing in particular?]

ASK IF Q440=11, 99 'SOMETHING ELSE OR DK':

Q441. And is that a Christian religion, or not?

**NOTE: RESULTS BASED ON THOSE WHO ARE MARRIED OR LIVING WITH A PARTNER
[N=759]**

Mormons
Oct 25-Nov 16, 2011

6	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
3	Roman Catholic (Catholic)
85	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
0	Orthodox (Greek, Russian, or some other orthodox church)
*	Jewish (Judaism)
*	Muslim (Islam)
*	Buddhist
0	Hindu
*	Atheist (do not believe in God)
1	Agnostic (not sure if there is a God)
*	Something else (SPECIFY)
4	Nothing in particular
*	(DO NOT READ) Christian
0	(DO NOT READ) Unitarian (Universalist)
1	(DO NOT READ) Don't know/refused

ASK ALL:

Q442. Some non-Mormons say that Mormonism is not a Christian religion. Others say that it is. In your own view, do you think of Mormonism as a Christian religion, or is it not a Christian religion?

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
97	Yes, think of Mormonism as a Christian religion
2	No, it is not a Christian religion
1	(DO NOT READ) Don't know/refused

VI. Demographics**READ TO ALL:**

Our final set of questions is for statistical purposes only.

ASK ALL:

SEX. Record Respondent's Gender

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Sept. 2011 CPS</u>
50	Male	48
50	Female	52

ASK ALL:

AGE. What is your age?

ASK IF DON'T KNOW/REFUSED (AGE= 99):

AGECAT Would you say you are 18 to 29, 30 to 49, 50 to 64, 65 or older?

NOTE: RESULTS FOR MORMONS REPERCENTAGED TO EXCLUDE NON-RESPONSE

[N=1,017]

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>Sept. 2011 CPS</u>
23	18-29	22
35	30-49	35
23	50-64	26
18	65 or older	17

ASK ALL:

EDUC. What is the last grade or class that you completed in school?¹⁶

<u>Mormons</u>		<u>General Public</u>
<u>Oct 25-Nov 16, 2011</u>		<u>Sept. 2011 CPS</u>
7	Less than HS	13
29	HS graduate	31
33	Some college	28
19	College graduate	18
12	Post-graduate	10

ASK ALL:

HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

(P.N.- PLEASE ALLOW MULTI PUNCH AND RECORD ORDER OF RESPONSE OPTION)

ASK ALL:

RACE. Which of the following describes your race? You can select as many as apply. White, Black or African-American, Asian or Asian-American, or some other race?

(INTERVIEWER NOTE: RECORD UP TO FOUR RESPONSES IN ORDER MENTIONED BUT DO NOT PROBE FOR ADDITIONAL MENTIONS)

NOTE: RESULTS FOR MORMONS REPERCENTAGED TO EXCLUDE NON-RESPONSE

[N=1,016]

<u>Mormons</u>		<u>General Public</u>
<u>Oct 25-Nov 16, 2011</u>		<u>Sept. 2011 CPS</u>
88	White non-Hispanic	68
1	Black non-Hispanic	11
7	Hispanic	14
4	Other	7

¹⁶ Response categories have been collapsed. See questionnaire for full set of response categories.

ASK ALL:

BIRTH Were you born in the United States or in another country?

ASK IF U.S. BORN (BIRTH=1):

PARBIRTH Were both of your parents born in the United States, or not?

(INTERVIEWER NOTE: Born in U.S. does not include born in Puerto Rico or other U.S. territories)

Mormons Oct 25-Nov 16, 2011		General Public Sept. 2011 CPS
5	First generation	16
6	Second generation	8
89	Third generation +	76

ASK ALL:

INCOME. Last year, that is in 2010, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

NOTE: RESULTS REPERCENTAGED TO EXCLUDE NON-RESPONSE [N=922]

Mormons Oct 25-Nov 16, 2011		General Public 2011 ¹⁷
6	Less than \$10,000	12
10	10 to under \$20,000	12
11	20 to under \$30,000	14
14	30 to under \$40,000	11
12	40 to under \$50,000	9
19	50 to under \$75,000	15
12	75 to under \$100,000	12
9	100 to under \$150,000 [OR]	10
5	\$150,000 or more	6

¹⁷ General public answers based on aggregated data (N=3,852) from surveys conducted between September and November 2011.

ASK ALL:

REGA. Which of these statements best describes you? (READ IN ORDER)

Mormons	
<u>Oct 25-Nov 16, 2011</u>	
76	Are you absolutely certain that you are registered to vote at your current address, or
7	Are you probably registered, but there is a chance your registration has lapsed, or
17	Are you not registered to vote at your current address
*	(DO NOT READ) Don't know/Refused

ASK ALL:

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

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>2011¹⁸</u>
49	Republican	24
12	Democrat	33
32	Independent	38
4	(DO NOT READ) No preference	2
1	(DO NOT READ) Other party	1
2	(DO NOT READ) Don't know/Refused	2

ASK IF PARTY=3,4,5,9 'INDEP/NO PREF/OTHER/DK/REF':

PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

RESULTS BASED ON TOTAL

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>2011¹⁹</u>
23	Republican	17
5	Democrat	16
<u>11</u>	(DO NOT READ) Other/Don't know/Refused	<u>11</u>
39%		43%

¹⁸ General public answers based on aggregated data (N=4,411) from surveys conducted between September and November 2011.

¹⁹ General public answers based on aggregated data (N=4,411) from surveys conducted between September and November 2011.

ASK ALL:

IDEO. In general, would you describe your political views as... (READ ITEMS)

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>2011²⁰</u>
19	Very conservative	8
47	Conservative	29
22	Moderate	37
6	Liberal, or	16
2	Very liberal	6
4	(DO NOT READ) Don't know/Refused	4

ASK ALL:

TEAPARTY2. From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way? {QID:qid20110301qtp2}

Mormons		General Public
<u>Oct 25-Nov 16, 2011</u>		<u>2011²¹</u>
34	Agree	19
16	Disagree	27
47	No opinion either way	51
2	(DO NOT READ) Haven't heard of	2
1	(DO NOT READ) Refused	1

²⁰ General public answers based on aggregated data (N=4,411) from surveys conducted between September and November 2011.

²¹ General public answers based on aggregated data (N=4,411) from surveys conducted between September and November 2011.

ASK ALL:

HH1 How many people, including yourself, live in your household?

INTERVIEWER NOTE: HOUSEHOLD MEMBERS INCLUDE PEOPLE WHO THINK OF THIS HOUSEHOLD AS THEIR PRIMARY PLACE OF RESIDENCE, INCLUDING THOSE WHO ARE TEMPORARILY AWAY ON BUSINESS, VACATION, IN A HOSPITAL, OR AWAY AT SCHOOL. THIS INCLUDES INFANTS, CHILDREN AND ADULTS.

ASK IF MORE THAN ONE PERSON IN HH (HH1=2-50):

HH2 How many of these are children under the age of 18?

Mormons <u>Oct 25-Nov 16, 2011</u>		General Public <u>Nov 9-14, 2011</u>
12	Single adult, no children	16
2	Single adult with children	4
39	Multiple adults, no children	46
46	Multiple adults with children	33
1	Don't know/refused (VOL.)	1

ASK ALL:

FERT. How many children have you ever had? Please count all your biological children who were born alive at any time in your life.

[INTERVIEWER: IF R ASKS WHETHER ADOPTED CHILDREN OR STEPCHILDREN SHOULD BE INCLUDED, SAY "No, we're asking you only to count all your biological children who were born alive at any time in your life."]

Mormons <u>Oct 25-Nov 16, 2011</u>		General Public (Forum) <u>May 19-June 6, 2010</u>
11	One	15
15	Two	25
50	Three or more	28
24	None	30
1	Don't know/refused (VOL.)	1