

**PEW FORUM ON RELIGION & PUBLIC LIFE  
2011 NATIONAL SURVEY OF MORMONS  
FINAL QUESTIONNAIRE**

- (P.N.- PLEASE USE QN LABELS THAT ARE IN PLAIN TEXT FOR BACKEND PURPOSES/DATA DELIVERY)
- (P.N- DD AND RRs HAVE BEEN COMBINED INTO 1 CODE '9/99')

**LL SCREENER**

**(P.N.-VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL)):** I am calling for the Pew Research Center, a nonpartisan research group. We are conducting a short national survey for leading newspapers and TV stations around the country. This is NOT a sales call. We will try to reach you back. Or if you prefer, you may call us at **866-XXX-XXXX** to complete the survey at your earliest convenience.

**LANDLINE INTRO:**

Hello, I am \_\_\_\_\_ calling for the Pew Research Center, a nonpartisan research group. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. This is not a sales call.

**(INTERVIEWER NOTE – ONLY IF R INSISTS IT IS NOT A GOOD TIME, TRY TO ARRANGE A TIME TO CALL BACK. OFFER THE TOLL-FREE CALL-IN NUMBER (866-XXX-XXXX) THEY CAN USE TO COMPLETE THE SURVEY BEFORE ENDING THE CONVERSATION. THANK THE RESPONDENT FOR THEIR VALUABLE INPUT)**

**(PN: SELECT MALE 50% OF THE TIME)**

**ASK ALL LANDLINE SAMPLE:**

- A. I'd like to ask a few questions of the YOUNGEST (male/female), 18 years of age or older, who is now at home?

- |   |                                       |                                    |
|---|---------------------------------------|------------------------------------|
| 1 | Qualified male/female on phone        | GO TO LEAD-IN TO Q.1               |
| 2 | Qualified male/female coming to phone | REPEAT INTRO. GO TO LEAD-IN TO Q.1 |
| 3 | Qualified male/female not available   | GO TO Q.B                          |
| 4 | No (male/female) in HH                | GO TO Q.B                          |
| R | (DO NOT READ) Refused                 | THANK & TERM.                      |

**(P.N.- ASK FOR OPPOSITE GENDER ASKED FOR IN Q.A)  
(ASK Q.B IF Q.A=3, 4)**

B. May I please speak with the YOUNGEST (female/male), 18 years of age or older, who is now at home?

- |   |                                       |  |
|---|---------------------------------------|--|
| 1 | Qualified female/male on phone        | GO TO LEAD-IN TO Q.1                       |
| 2 | Qualified female/male coming to phone | REPEAT INTRO. GO TO LEAD-IN TO Q.1         |
| 3 | Qualified female/male not available   | SET UP CALLBACK WITH LAST PERSON ASKED FOR |
| R | (DO NOT READ) Refused                 | THANK & TERM.                              |

**CELL PHONE SCREENER:**

**(P.N.-VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL)):** I am calling for the Pew Research Center, a nonpartisan research group. We are conducting a short national survey of cell phone users. This is NOT a sales call. We will try to reach you back. Or if you prefer, you may call us at **866-XXX-XXXX** to complete the survey at your earliest convenience.

**CELL INTRO**

Hello, I am \_\_\_ calling for the Pew Research Center, a nonpartisan research group. We are conducting a survey for leading newspapers and TV stations around the country. This is not a sales call. **(IF R SAYS DRIVING/UNABLE TO TAKE CALL;** Thank you. We will try you another time...)

**(INTERVIEWER NOTE – ONLY IF R INSISTS IT IS NOT A GOOD TIME, TRY TO ARRANGE A TIME TO CALL BACK. OFFER THE TOLL-FREE CALL-IN NUMBER (866-XXX-XXXX) THEY CAN USE TO COMPLETE THE SURVEY BEFORE ENDING THE CONVERSATION. THANK THE RESPONDENT FOR THEIR VALUABLE INPUT)**

**ASK ALL CELL SAMPLE:**

CELL1. Are you under 18 years old, OR are you 18 or older?

- 1 Under 18
- 2 18 or older
- 9 Don't know/Refused

**(P.N.-**

**IF CELL1=2, CONTINUE WITH CELL2**

**IF CELL1=1,9 THANK AND TERMINATE SHOW:** This survey is limited to adults age 18 and over. I won't take any more of your time...)

**ASK IF CELL1=2:**

CELL2. I know I am calling you on a cell phone. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.

- |   |                            |                            |
|---|----------------------------|----------------------------|
| 1 | No, respondent not driving | CONTINUE TO LEAD-IN TO Q.1 |
| 2 | Yes, respondent is driving | SET UP CALL BACK           |
| 3 | This is NOT a cell phone   | THANK & TERM.              |
| R | Refused                    | THANK & TERM.              |

## I. Screening Interview

**READ TO ALL:** The first question is...

**ASK ALL:**

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

- 1 Excellent
- 2 Good
- 3 Only fair, or
- 4 Poor
- 9 (DO NOT READ) Don't know/ Refused

**ASK ALL:**

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

- 1 Satisfied
- 2 Dissatisfied
- 9 (DO NOT READ) Don't know/Refused

**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?]

- 1 Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
- 2 Roman Catholic (Catholic)
- 3 Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
- 4 Orthodox (Greek, Russian, or some other orthodox church)
- 5 Jewish (Judaism)
- 6 Muslim (Islam)
- 7 Buddhist
- 8 Hindu
- 9 Atheist (do not believe in God)
- 10 Agnostic (not sure if there is a God)
- 11 Something else (SPECIFY: \_\_\_\_\_)
- 12 Nothing in particular
- 13 (DO NOT READ) Christian
- 14 (DO NOT READ) Unitarian (Universalist)
- 99 (DO NOT READ) Don't Know/Refused

**ASK IF 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]

- 1 The Church of Jesus Christ of Latter-day Saints
- 2 Community of Christ
- 96 Other Mormon \_\_\_\_\_ (SPECIFY)
- 97 (DO NOT READ) Mormon not further specified (just a Mormon)
- 99 (DO NOT READ) Don't know/Refused

**(P.N. -IF MORMON (RELIG=3), GO TO Q100 / MAIN INTERVIEW  
IF NOT MORMON (RELIG=1-2,4-99) AND LL, ASK Q4 OR Q4a, AS APPROPRIATE  
IF NOT MORMON (RELIG=1-2,4-99) AND CELL, THANK AND TERMINATE)<sup>1</sup>**

**ASK IF RELIG≠3,9,10,12,99**

Q4. Are there any other adults in your household who belong to a different faith? (IF YES, ASK) What faith is that? (ACCEPT MULTIPLE RESPONSES)

- 1 Yes, Mormon
- 2 Yes, non-Mormon
- 3 No adults of different faith in household
- 4 No other adults in household
- 9 (DO NOT READ) Don't know/Refused

**ASK IF RELIG=9,10,12,99**

Q4a Are there any other adults in your household who belong to a religious faith? (IF YES, ASK) What faith is that? (ACCEPT MULTIPLE RESPONSES)

- 1 Yes, Mormon
- 2 Yes, non-Mormon
- 3 No adults in household with a religious faith
- 4 No other adults in household
- 9 (DO NOT READ) Don't know/Refused

**(P.N. – IF ANY RESPONSE TO Q4=1 OR Q4a=1, GO TO Q5a; OTHERWISE, THANK AND TERMINATE)**

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<sup>1</sup> Originally, Q4/Q4a were administered to both landline and cell samples. This approach was discontinued for the cell sample early in the field period.

**(P.N. – RANDOMIZE male/female IN Q5a)****ASK IF Q4=1 OR Q4a=1**

Q5a. We do a lot of surveys of different religious communities, and are interested in the experiences and views of a variety of religious groups. Could I please speak with the youngest (male/female), 18 years of age or older who is Mormon and is now at home?

- |   |  |                      |
|---|--|----------------------|
| 1 | New respondent called to phone who is Mormon | GO TO Q6             |
| 2 | No Mormon (male/female) available now        | GO TO Q5b            |
| 9 | (DO NOT READ) Don't know/refused             | CODE AS SOFT REFUSAL |

**(P.N. – CHOOSE OPPOSITE GENDER THAN Q5a)****ASK IF Q5a=2**

Q5b. May I please speak with the youngest (male/female), 18 years of age or older who is a Mormon and is now at home?

- |   |  |                      |
|---|--|----------------------|
| 1 | New respondent called to phone who is Mormon | GO TO Q6             |
| 2 | No Mormon (male/female) available now        | SET UP CALLBACK      |
| 9 | (DO NOT READ) Don't know/refused             | CODE AS SOFT REFUSAL |

**ASK IF Q5a=1 OR Q5b=1**

Q6. Hello, I am \_\_\_\_\_ calling for the Pew Research Center, a nonpartisan research group. We are conducting a telephone opinion survey about the public's views on a few things. Just to confirm, 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?]

- |    |   |
|----|---|
| 1  | Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.) |
| 2  | Roman Catholic (Catholic)   |
| 3  | Mormon (Church of Jesus Christ of Latter-day Saints/LDS)  |
| 4  | Orthodox (Greek, Russian, or some other orthodox church)  |
| 5  | Jewish (Judaism)  |
| 6  | Muslim (Islam)  |
| 7  | Buddhist  |
| 8  | Hindu   |
| 9  | Atheist (do not believe in God)   |
| 10 | Agnostic (not sure if there is a God)   |
| 11 | Something else (SPECIFY: _____)   |
| 12 | Nothing in particular   |
| 13 | (DO NOT READ) Christian   |
| 14 | (DO NOT READ) Unitarian (Universalist)  |
| 99 | (DO NOT READ) Don't Know/Refused  |

**ASK IF Q.6=3:**

Q6a. 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 Q6, CODE AS "1" IN Q6a AND DO NOT ASK Q6a]

- 1 The Church of Jesus Christ of Latter-day Saints
- 2 Community of Christ
- 96 Other Mormon \_\_\_\_\_ (SPECIFY)
- 97 (DO NOT READ) Mormon not further specified (just a Mormon)
- 99 (DO NOT READ) Don't know/Refused

**(P.N. – IF Q6=3, GO TO ALTQ1; OTHERWISE, GO TO Q6b)**

**ASK IF Q6≠3**

Q6b. Is someone else in the household a Mormon, or not?

- 1 Yes GO BACK TO Q5a
- 2 No THANK AND TERMINATE
- 9 (DO NOT READ) Don't know/Refused THANK AND TERMINATE

**ASK IF Q6=3**

ALTQ1. Overall, how would you rate your community as a place to live? (READ ITEMS)

- 1 Excellent
- 2 Good
- 3 Only fair, or
- 4 Poor
- 9 (DO NOT READ) Don't know/ Refused

**ASK IF Q6=3:**

ALTQ2. Overall, are you satisfied or dissatisfied with the way things are going in your life today?

- 1 Satisfied
- 2 Dissatisfied
- 9 (DO NOT READ) Don't know/Refused

**NO Q.7-Q.99**

## 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?

- 1 Satisfied
- 2 Dissatisfied
- 9 (DO NOT READ) Don't know/Refused

**(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”]

- 1 Very favorable
- 2 Mostly favorable
- 3 Mostly unfavorable
- 4 Very unfavorable
- 5 (DO NOT READ) Never heard of
- 8 (DO NOT READ) Can't rate
- 9 (DO NOT READ) Refused

- a. Barack Obama
- b. Mitt Romney
- c. Rick Perry
- d. Sarah Palin
- e. Harry Reid
- f. Hillary Clinton
- g. Jon Huntsman, junior
- h. Herman Cain

**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)

- 1 Homosexuality should be accepted by society, or
- 2 Homosexuality should be discouraged by society
- 3 (DO NOT READ) Neither/both equally
- 9 (DO NOT READ) Don't know/refused

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

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

- 1 Immigrants today strengthen our country because of their hard work and talents, or
- 2 Immigrants today are a burden on our country because they take our jobs, housing and health care
- 3 (DO NOT READ) Neither/both equally
- 9 (DO NOT READ) Don't know/refused

**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?

- 1 Smaller government, fewer services
- 2 Bigger government, more services
- 3 (DO NOT READ) Depends
- 9 (DO NOT READ) Don't know/Refused

**NO Q.107-Q.199**

### 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?”]

**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.”**

- 1 One of the most important things
  - 2 Very important but not one of the most important things
  - 3 Somewhat important
  - 4 Not important
  - 9 (DO NOT READ) Don’t know/Refused
- a. Being successful in a high-paying career or profession
  - b. Having a successful marriage
  - c. Living a very religious life
  - d. Being a good parent
  - e. Having lots of free time to relax or do things you want to do

**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)

- 1 Married
- 2 Living with a partner
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Never been married
- 9 (DO NOT READ) Don't know/Refused

**ASK ALL:**

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

- 1 One where the husband provides for the family and the wife takes care of the house and children, or
- 2 One where the husband and wife both have jobs and both take care of the house and children
- 9 (DO NOT READ) Don't know/Refused

**NO Q.207**

**(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?]

- 1 Morally acceptable
- 2 Morally wrong
- 3 Not a moral issue
- 4 (DO NOT READ) Depends on situation
- 9 (DO NOT READ) Don’t know/Refused

a. Having an abortion

**NO ITEM b**

c. Divorce

d. Polygamy – having more than one wife

**NO ITEM e**

f. Sex between unmarried adults

g. Drinking alcohol

**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?]

- 1 Yes, there is a lot of discrimination
- 2 No, not a lot of discrimination
- 9 (DO NOT READ) Don’t know/refused

a. Evangelical Christians

b. Muslims

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

d. Mormons

e. Blacks

f. Gays and lesbians

**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.

**(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?”)

- 1 Answer given – SPECIFY UP TO 3 MENTIONS
- 8 (DO NOT READ) None/No problem
- 9 (DO NOT READ) Don’t know/No answer

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

Q.301 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)

- 1 Answer given – SPECIFY UP TO 2 MENTIONS
- 9 (DO NOT READ) Don’t know/No answer

**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?

- 1 All of them
- 2 Most of them
- 3 Some of them
- 4 Hardly any of them
- 5 (DO NOT READ) None of them
- 9 (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)

- 1 A great deal
- 2 Some
- 3 Not too much
- 4 Nothing at all
- 9 (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?

- 1 Helps
- 2 Hurts
- 3 No effect
- 4 (DO NOT READ) Depends
- 9 (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?

- 1 Fair
- 2 Unfair
- 3 (DO NOT READ) Depends
- 9 (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?

- 1 Friendly
- 2 Neutral
- 3 Unfriendly
- 9 (DO NOT READ) Don't know/Refused

- a. The Democratic Party
- b. The Republican Party

**(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?

- 1 Friendly
- 2 Neutral
- 3 Unfriendly
- 9 (DO NOT READ) Don't know/Refused

- a. Evangelical Christians
- b. People who are not religious

**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?

- 1 Yes, the American people as a whole see Mormonism as part of mainstream American society
- 2 No, don't think so
- 3 (DO NOT READ) Other/depends
- 9 (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?
- 1 More likely
  - 2 Less likely
  - 3 Not changing very much
  - 9 (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?
- 1 Yes, the American people are ready to elect a Mormon as president
  - 2 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:

IF RELIGb=1 OR Q6a=1 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?

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never
- 9 (DO NOT READ) Don't know/Refused

### ASK ALL:

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

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not at all important
- 9 (DO NOT READ) Don't know/Refused

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

IF LDSFILL =2 INSERT "the Mormon Church")

### ASK ALL:

Q.406 How active are you in (the LDS Church/ the Mormon Church)? Would you say you are (READ LIST)?

- 1 Very active
- 2 Somewhat active
- 3 Not too active
- 4 Not at all active
- 9 (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?

- 1 The book of Mormon was WRITTEN by Joseph Smith,  
or
- 2 The book of Mormon was written by ancient prophets and TRANSLATED by Joseph Smith
- 3 (DO NOT READ) Other/neither/both equally
- 9 (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]

- 1 Yes
  - 2 No
  - 9 (DO NOT READ) Don’t know/refused
- a. that Jesus rose from the dead, or not?
  - b. that God the father and Jesus Christ are separate, physical beings, or not?
  - c. that the president of (the LDS Church/ the Mormon Church) is a prophet of God, or not?
  - d. that families can be bound together eternally in Temple ceremonies, or not?
  - e. that women who are dedicated members of (the LDS Church/the Mormon Church) should be ordained to the priesthood, or not?
  - f. in yoga, not just as exercise, but as a spiritual practice, or not?
  - g. in reincarnation, that people will be reborn in this world again and again, or not?

**(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?

- 1 Some teachings of the (LDS Church/ Mormon Church) are hard for me to believe  
or
- 2 I believe wholeheartedly in all the teachings of the (LDS Church/ Mormon Church)
- 3 (DO NOT READ) Neither/both equally
- 9 (DO NOT READ) Don’t know/refused

**(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.”

- 1 Essential
- 2 Important but not essential
- 3 Not too important
- 4 Not at all important
- 9 (DO NOT READ) Don’t know/refused

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

**NO ITEM b**

c. Not drinking coffee and tea

**NO ITEM d**

e. Working to help the poor and needy

f. Having regular family home evenings or family nights

g. Not watching R-rated movies

**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?

- 1 Several times a day
- 2 Once a day
- 3 A few times a week
- 4 Once a week
- 5 A few times a month
- 6 Seldom
- 7 Never
- 9 (DO NOT READ) Don’t know/Refused

**(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?

- 1 Yes
- 2 No
- 9 (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?]

- 1 Very valuable
  - 2 Somewhat valuable
  - 3 Not too valuable
  - 4 Not at all valuable
  - 5 (DO NOT READ) Not applicable/did not have career or served mission after career
  - 9 (DO NOT READ) Don't know/refused
- a. helping you to grow in your own faith  
b. preparing you to be successful in a job or career  
c. gaining converts to the Mormon faith

**(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?

- 1 Yes, pay tithing
- 2 No, do not pay tithing
- 3 (DO NOT READ) Donate money to church, but not a full 10%
- 9 (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?

- 1 Yes, keep a supply of food in storage
- 2 No, don't do this
- 9 (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)?

- 1 Less than three month's worth
- 2 About three month's worth
- 3 More than three month's worth
- 9 (DO NOT READ) Don't know/refused

**ASK ALL:**

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

- 1 Yes
- 2 No
- 9 (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?]

- 1 Very similar
- 2 Somewhat Similar
- 3 Somewhat Different
- 4 Very different
- 9 (DO NOT READ) Don't know/refused

- a. the Catholic religion
- b. the evangelical Protestant religion
- c. the Jewish religion
- d. the Muslim religion

**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?]

- 1 Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah’s Witness, etc.)
- 2 Roman Catholic (Catholic)
- 3 Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
- 4 Orthodox (Greek, Russian, or some other orthodox church)
- 5 Jewish (Judaism)
- 6 Muslim (Islam)
- 7 Buddhist
- 8 Hindu
- 9 Atheist (do not believe in God)
- 10 Agnostic (not sure if there is a God)
- 11 Something else \_\_\_\_\_ (SPECIFY)
- 12 Nothing in particular
- 13 (DO NOT READ) Christian
- 14 (DO NOT READ) Unitarian (Universalist)
- 99 (DO NOT READ) Don't Know/Refused

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

Q431. And was that a Christian religion, or not?

- 1 Yes
- 2 No
- 9 (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]

# \_\_\_\_\_ years old (1-96)

97 97 or older

99 (DO NOT READ) Don't know/refused

**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?

1 Answer Given (RECORD VERBATIM RESPONSE)

9 (DO NOT READ) 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?]

- 1 Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
- 2 Roman Catholic (Catholic)
- 3 Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
- 4 Orthodox (Greek, Russian, or some other orthodox church)
- 5 Jewish (Judaism)
- 6 Muslim (Islam)
- 7 Buddhist
- 8 Hindu
- 9 Atheist (do not believe in God)
- 10 Agnostic (not sure if there is a God)
- 11 Something else \_\_\_\_\_ (SPECIFY)
- 12 Nothing in particular
- 13 (DO NOT READ) Christian
- 14 (DO NOT READ) Unitarian (Universalist)
- 99 (DO NOT READ) Don't Know/Refused

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

Q.441 And is that a Christian religion, or not?

- 1 Yes
- 2 No
- 9 (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?

- 1 Yes, think of Mormonism as a Christian religion
- 2 No, it is not a Christian religion
- 9 (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 (D1). Record Respondent's Gender

- 1 Male
- 2 Female

### ASK ALL:

AGE(D2). What is your age?

- ## \_\_\_\_\_ (years 18-96)
- 97 97 or older
- 99 (DO NOT READ) Don't know/Refused

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

AGECAT Would you say you are...? [READ]

- 1 18 to 29
- 2 30 to 49
- 3 50 to 64
- 4 65 or older
- 9 (DO NOT READ) Refused

### ASK ALL:

EDUC(D3). What is the last grade or class that you completed in school?

(DO NOT READ LIST)

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Technical, trade, or vocational school AFTER high school
- 5 Some college, associate degree, no 4-year degree
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college (e.g., toward a master's Degree or Ph.D.; law or medical school)
- 9 (DO NOT READ) Don't know/Refused

**ASK ALL:**

**HISP(D4).** Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

- 1 Yes
- 2 No
- 9 (DO NOT READ) Don't know/Refused

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

**ASK ALL:**

**RACE(D5).** Which of the following describes your race? You can select as many as apply.

(INTERVIEWER NOTE - READ LIST. RECORD UP TO FOUR RESPONSES IN ORDER MENTIONED BUT DO NOT PROBE FOR ADDITIONAL MENTIONS)

- 1 White
- 2 Black or African-American
- 3 Asian or Asian-American, or
- 4 Some other race
- 9 (DO NOT READ) Don't know/Refused

**ASK ALL:**

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

- 1 Yes, born in U.S.
- 2 No, some other country
- 3 Puerto Rico (**VOL.**)
- 4 Other U.S. Territories (includes Guam, Samoa, U.S. Virgin Islands) (**VOL.**)
- 9 Don't know/Refused (**VOL.**)

**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**

- 1 Yes, both parents born in U.S.
- 2 No, one or both parents born in another country
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

**INCOME(D10).** 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.

- 01 Less than \$10,000
- 02 10 to under \$20,000
- 03 20 to under \$30,000
- 04 30 to under \$40,000
- 05 40 to under \$50,000
- 06 50 to under \$75,000
- 07 75 to under \$100,000
- 08 100 to under \$150,000 [OR]
- 09 \$150,000 or more
- 10 (DO NOT READ) Don't know/Refused

**ASK ALL:**

**REGA(D11).** Which of these statements best describes you? (READ IN ORDER)

- 1 Are you absolutely certain that you are registered to vote at your current address, or
- 2 Are you probably registered, but there is a chance your registration has lapsed, or
- 3 Are you not registered to vote at your current address
- 9 (DO NOT READ) Don't know/Refused

**ASK ALL:**

**PARTY(D12).** In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 (DO NOT READ) No preference
- 5 (DO NOT READ) Other party
- 9 (DO NOT READ) Don't know/Refused

**ASK IF PARTY(D12)=3,4,5,9 'INDEP/NO PREF/OTHER/DK/REF':**

**PARTYLN(D13)** As of today do you lean more to the Republican Party or more to the Democratic Party?

- 1 Republican
- 2 Democrat
- 9 (DO NOT READ) Other/Don't know/Refused

**ASK ALL:**

**IDEO(D14).** In general, would you describe your political views as... (READ ITEMS)

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal, or
- 5 Very liberal
- 9 (DO NOT READ) Don't know/Refused

**ASK ALL:**

**TEAPARTY2(D15).** From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

- 1 Agree
- 2 Disagree
- 3 No opinion either way
- 8 (DO NOT READ) Haven't heard of
- 9 (DO NOT READ) Refused

**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.**

**ENTER NUMBER (RANGE 1-50)**

99 Don't know/Refused

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

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

**ENTER NUMBER (RANGE 0-50)**

99 Don't know/Refused

**ASK ALL:**

**FERT(D16).** 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.”]

## \_\_\_\_\_ ENTER NUMBER (RANGE 0-50)

99 (DO NOT READ) Don’t know/Refused

**ASK ALL LANDLINE SAMPLE:**

L1. Now thinking about your telephone use... Do you have a working cell phone?

- 1 Yes, have cell phone
- 2 No, do not
- 9 (DO NOT READ) Don’t know/Refused

**ASK IF NO CELL PHONE AND MULTI-PERSON HOUSEHOLD (L1=2,9 AND HH1>1):**

L1a. Does anyone in your household have a working cell phone?

- 1 Yes, someone in household has cell phone
- 2 No
- 9 (DO NOT READ) Don’t know/Refused

**ASK ALL CELL PHONE SAMPLE:**

C1. Now thinking about your telephone use... Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

- 1 Yes home telephone
- 2 No, home telephone
- 9 (DO NOT READ) Don’t know/Refused

**(P.N. RANDOMIZE ORDER OF RESPONSE OPTIONS ‘1’ AND ‘3’, ALWAYS LEAVE ‘2’ IN THE MIDDLE):****ASK IF DUAL AND SINGLE-PERSON HOUSEHOLD ((L1=1 OR C1=1) AND HH1=1):**

LC2. Of all the telephone calls that you receive, do you get (READ LIST)?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 9 (DO NOT READ) Don’t know/Refused

**(P.N. RANDOMIZE ORDER OF RESPONSE OPTIONS '1' AND '3', ALWAYS LEAVE '2' IN THE MIDDLE)**

**ASK IF DUAL AND MULTI-PERSON HOUSEHOLD ((L1=1 OR L1a=1 OR C1=1) AND HH1>1):**

LC3. Now thinking about all the people in your household, including yourself, of all the telephone calls that your household receives, are (READ LIST)?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 9 (DO NOT READ) Don't know/Refused

**ASK ALL:**

ZIPCODE(D18) What is your zipcode?

## \_\_\_\_\_ Enter Zipcode

99 (DO NOT READ) Don't know/Refused

**ASK CELL PHONE SAMPLE:**

MONEY2(D19). That's the end of the interview. If you would like to be reimbursed for your cell phone minutes, we can send you \$5. I will need your full name and a mailing address where we can send you the money?

[INTERVIEWER NOTE: If R does not want to give full name, explain we only need it so we can send the \$5 to them personally.]

**ASK ALL:**

Thank you very much for your time. This survey is being conducted by the Pew Forum on Religion & Public Life, which will be issuing a report on the results of this survey on their website, pewforum dot ORG, in the coming months.

THANK YOU again for you help! Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.