

2015 COLONEL'S CANVASS POLL

**Centre College
Danville, Kentucky
www.centre.edu**

Interviews with 715 adult Americans conducted by telephone at Centre College in Danville, Kentucky on March 12-18, 2015. The margin of sampling error for results based on the total sample is plus or minus 3.7 percentage points.

The sample includes interviews from both landline respondents (62% of all respondents) and cell phone respondents (38% of all respondents).

SURVEY DIRECTORS:

- Dr. Benjamin Knoll, Ph.D., benjamin.knoll@centre.edu
- Dr. Christopher Paskewich, Ph.D., c.paskewich@centre.edu

Now I'm going to ask some questions about your thoughts on religion in America and in your life, and a reminder that this survey is anonymous and confidential.

As I read a list of some stories covered in the news about various religious organizations over the last few months, please tell me if you happened to follow each news story very closely, fairly closely, not too closely, or not at all. I'll also ask how the news story affects your opinion of the religious organization in question.

The Mormon Church announcing support for legal protections for LGBT individuals in areas of housing and employment, while also stressing the need for religious liberty protections. [If needed: please tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all.]

Very closely	3.4%
Fairly closely	10.3%
Not too closely	16.7%
Not at all	64.0%
Don't know (vol)	1.5%

[ASKED OF THOSE WHO ANSWERED VERY, FAIRLY, OR NOT TOO CLOSELY, SAMPLING ERROR: +/- 6%]

And how did this affect your opinion of the Mormon Church? Did it make you more favorable, less favorable, or did it not change your opinion one way or the other?

More favorable	32.6%
Less favorable	10.9%
No change	56.5%

[COMBINING BOTH QUESTIONS; EXCLUDING DK/REFUSED]

Followed the news story at all / more favorable	9.5%
Followed the news story at all / less favorable	3.2%
Followed the news story at all / no change favorable	16.5%
Did not follow story at all	64.1%

The Mormon Church recently excommunicating popular podcaster John Dehlin for public disagreement with fundamental church teachings as well as advocating for women's ordination and recognition of same-sex marriages in his church. [If needed: please tell me if you happened to follow this news story very closely, fairly closely, not too closely, or not at all.]

Very closely	2.3%
Fairly closely	8.3%
Not too closely	9.2%
Not at all	73.5%
Don't know (vol)	1.7%

[ASKED OF THOSE WHO ANSWERED VERY, FAIRLY, OR NOT TOO CLOSELY, SAMPLING ERROR: +/- 6%]

And how did this affect your opinion of the Mormon Church? Did it make you more favorable, less favorable, or did it not change your opinion one way or the other?

More favorable	19.9%
Less favorable	26.8%
No change	53.3%

[COMBINING BOTH QUESTIONS; EXCLUDING DK/REFUSED]

Followed the news story at all / more favorable	3.8%
Followed the news story at all / less favorable	5.1%
Followed the news story at all / no change favorable	10.5%
Did not follow story at all	73.6%

Survey Methods

Results for this survey are based on telephone interviews conducted at Centre College in Danville, Kentucky on March 12-18, 2015, with a random sample of 715 adults, aged 18 and older, living in the lower 48 U.S. states (not including Alaska and Hawaii).

This survey sampled both landline and cellphone respondents. 62% of total respondents were landline numbers while 38% of total respondents were cellphone numbers. Landline and cellphone numbers were selected using random-digit-dial methods.

For results based on the total sample of national adults, the margin of sampling error is $\pm 3.7\%$ percentage points at the 95% confidence level.

All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect national Census figures for age and race.

In all, 32.2% of sample respondents identify as Democrats, 27.6% identify as Republican, 31.3% identify as Independents, with 8.8% identifying as no/other party. Also, 43.3% identify as Democrats or Independent-lean-Democrats and 37.8% identify as Republicans or Independent-lean Republicans.

Crosstabs on the following pages include only results for subgroups with enough weighted cases to produce a sampling error of ± 10 percentage points or less. Some subgroups represent too small a share of the national population to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups, but results for groups with a sampling error larger than ± 10 percentage points are not displayed but are instead indicated with "NA."

[LGBT PROTECTION / RELIGIOUS LIBERTY ISSUE]

And how did this affect your opinion of the Mormon Church? Did it make you more favorable, less favorable, or did it not change your opinion one way or the other?

	Evangelical	Mainline	Catholic
More favorable	33.3%	32.4%	NA
Less favorable	16.7%	2.9%	NA
No change	50.0%	64.7%	NA

[CROSS-TABULATION WITH “Do you think that your religion or church should preserve its traditional beliefs and practices, adjust its beliefs and practices in light of new circumstances, or adopt modern beliefs and practices?]

	Traditional	Moderate	Modern
More favorable	8.8%	34.7%	33.3%
Less favorable	26.5%	6.1%	5.6%
No change	64.7%	59.2%	61.1%

	Democrat	Independent	Republican
More favorable	40.3%	32.6%	20.5%
Less favorable	6.5%	6.5%	23.1%
No change	53.2%	60.9%	56.4%

	No college	College	Age<50	Age>50
More favorable	19.4%	43.9%	40.4%	21.5%
Less favorable	13.9%	8.5%	10.1%	12.3%
No change	66.7%	11.0%	49.4%	66.2%

	<\$50K/year	>\$50K/year	Church<few/month	Church>few/month
More favorable	35.7%	29.0%	30.7%	35.0%
Less favorable	9.5%	11.8%	18.7%	3.8%
No change	54.8%	59.1%	50.7%	61.3%

[JOHN DEHLIN EXCOMMUNICATION ISSUE]

And how did this affect your opinion of the Mormon Church? Did it make you more favorable, less favorable, or did it not change your opinion one way or the other?

	Evangelical	Mainline	Catholic
More favorable	NA	NA	NA
Less favorable	NA	NA	NA
No change	NA	NA	NA

[CROSS-TABULATION WITH “Do you think that your religion or church should preserve its traditional beliefs and practices, adjust its beliefs and practices in light of new circumstances, or adopt modern beliefs and practices?]

	Traditional	Moderate	Modern
More favorable	NA	NA	NA
Less favorable	NA	NA	NA
No change	NA	NA	NA

	Democrat	Independent	Republican
More favorable	28.9%	16.0%	12.0%
Less favorable	15.6%	36.0%	36.0%
No change	55.6%	48.0%	52.0%

	No college	College	Age<50	Age>50
More favorable	20.0%	19.6%	24.5%	14.3%
Less favorable	20.0%	34.8%	30.2%	24.5%
No change	60.0%	45.7%	45.3%	61.2%

	<\$50K/year	>\$50K/year	Church<few/month	Church>few/month
More favorable	19.4%	21.5%	30.6%	9.3%
Less favorable	29.0%	26.2%	32.7%	22.2%
No change	51.6%	52.3%	36.7%	68.5%