

How Faith Affects American Views on the 2016 Presidential Election

Representative Online Survey of
1,000 Americans

Methodology

LifeWay Research conducted the study Sept. 27 – Oct. 1, 2016. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection.

Sample stratification and weights were used for gender by age, race/ethnicity, region, metro/non-metro, education, and income to reflect the most recent US Census data. The completed sample is 1,000 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percent. Margins of error are higher in sub-groups.

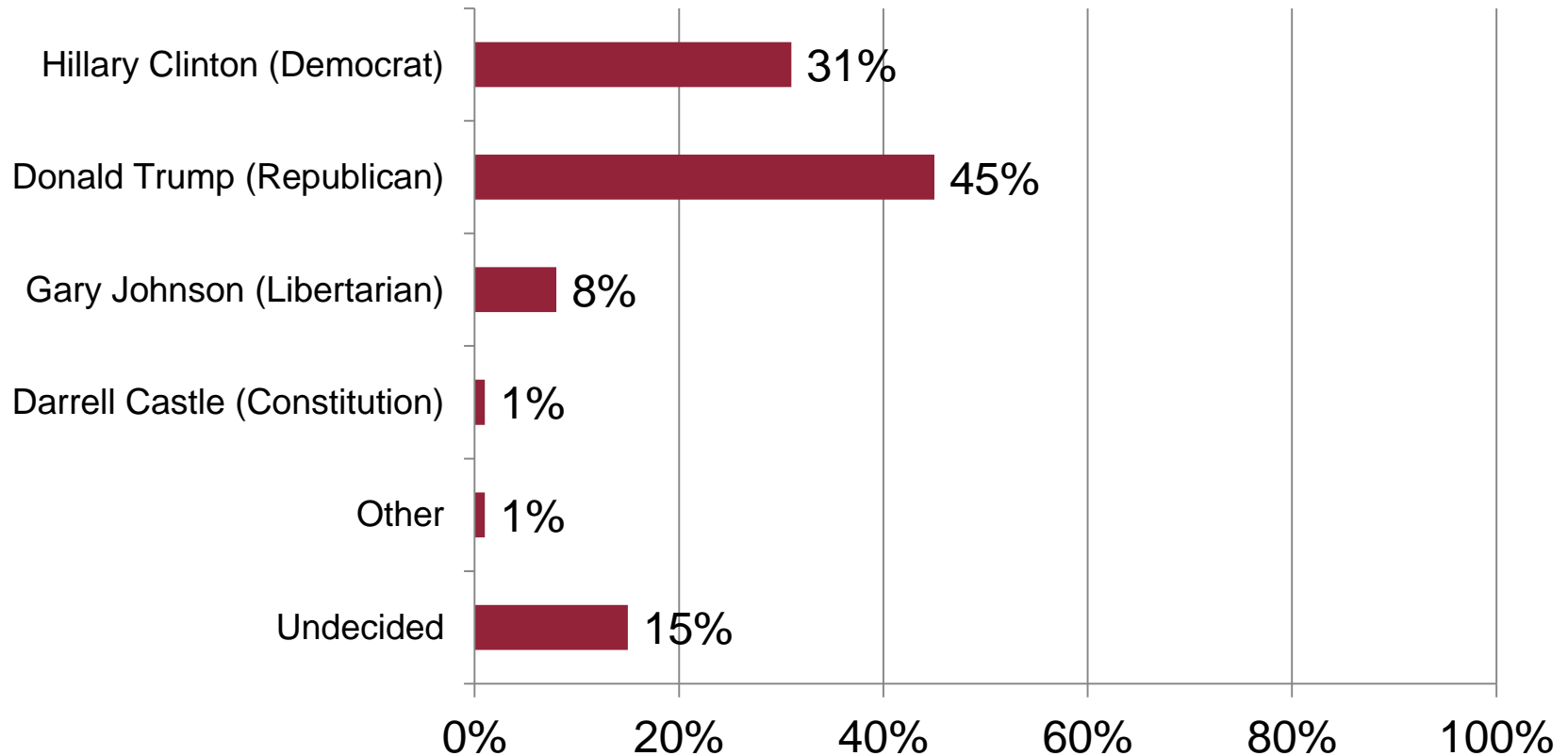
Evangelical Beliefs

- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

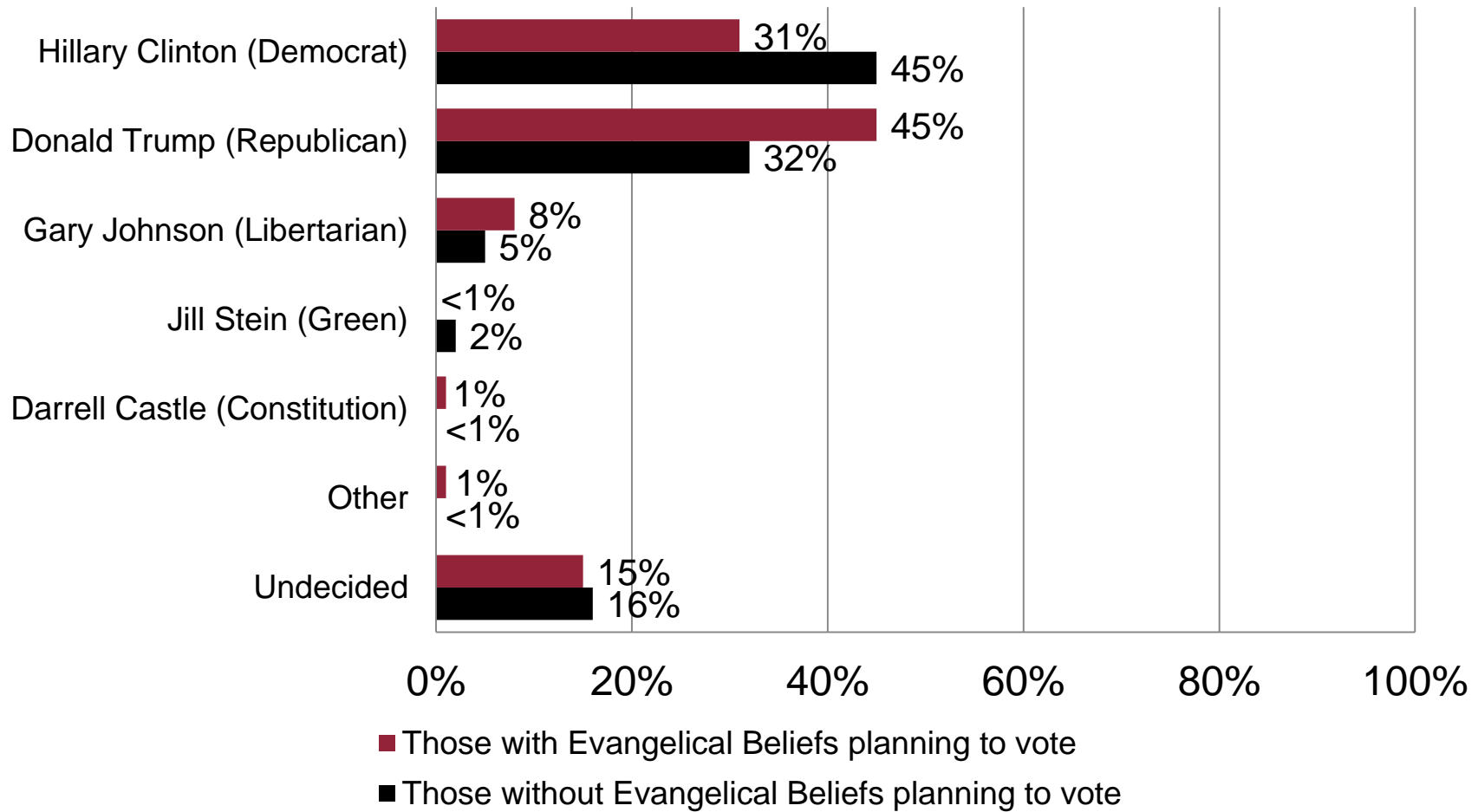
Survey Responses

45% of those with Evangelical Beliefs support Donald Trump

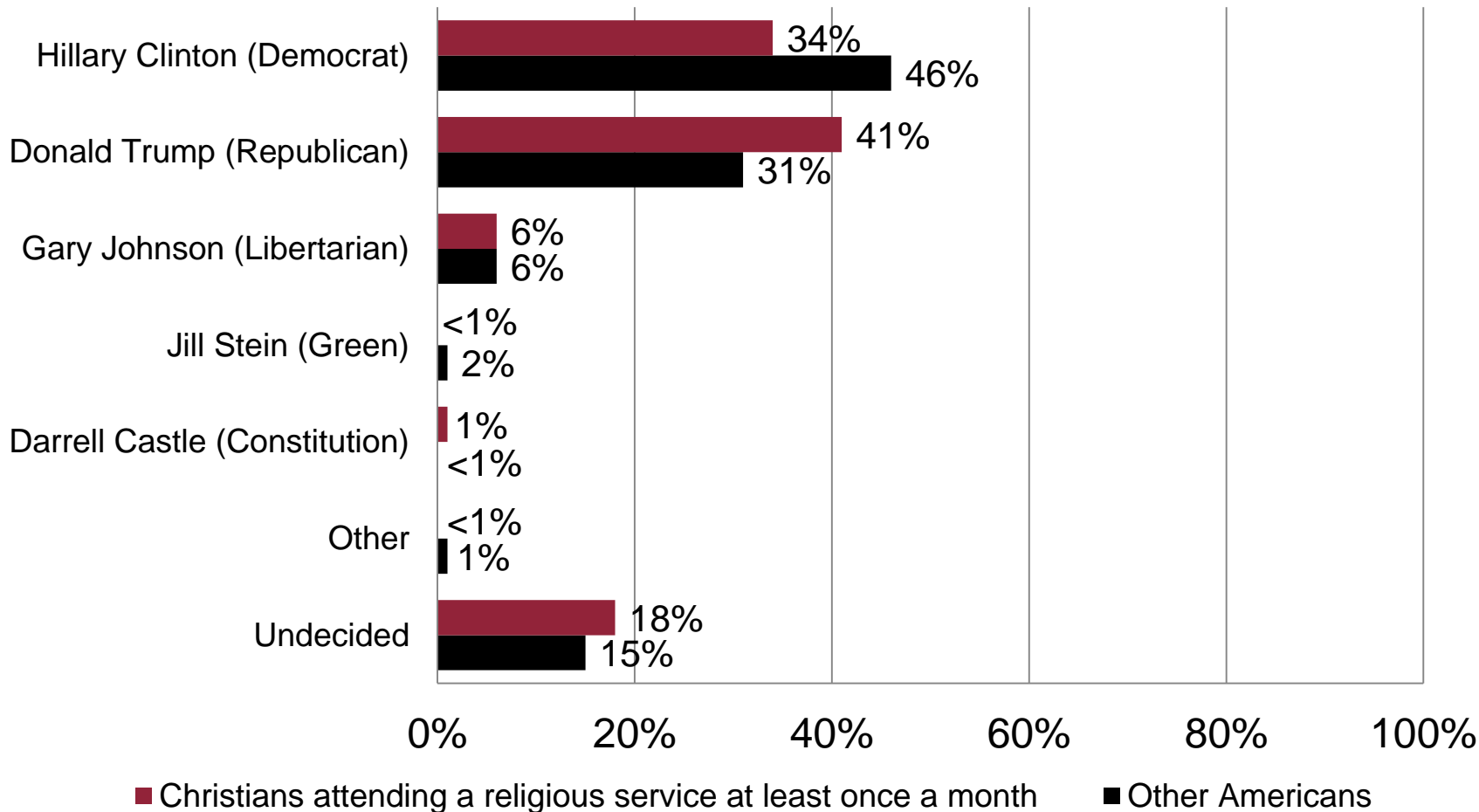
Among those with Evangelical Beliefs who plan to vote



45% of those without Evangelical Beliefs plan to vote for Hillary Clinton

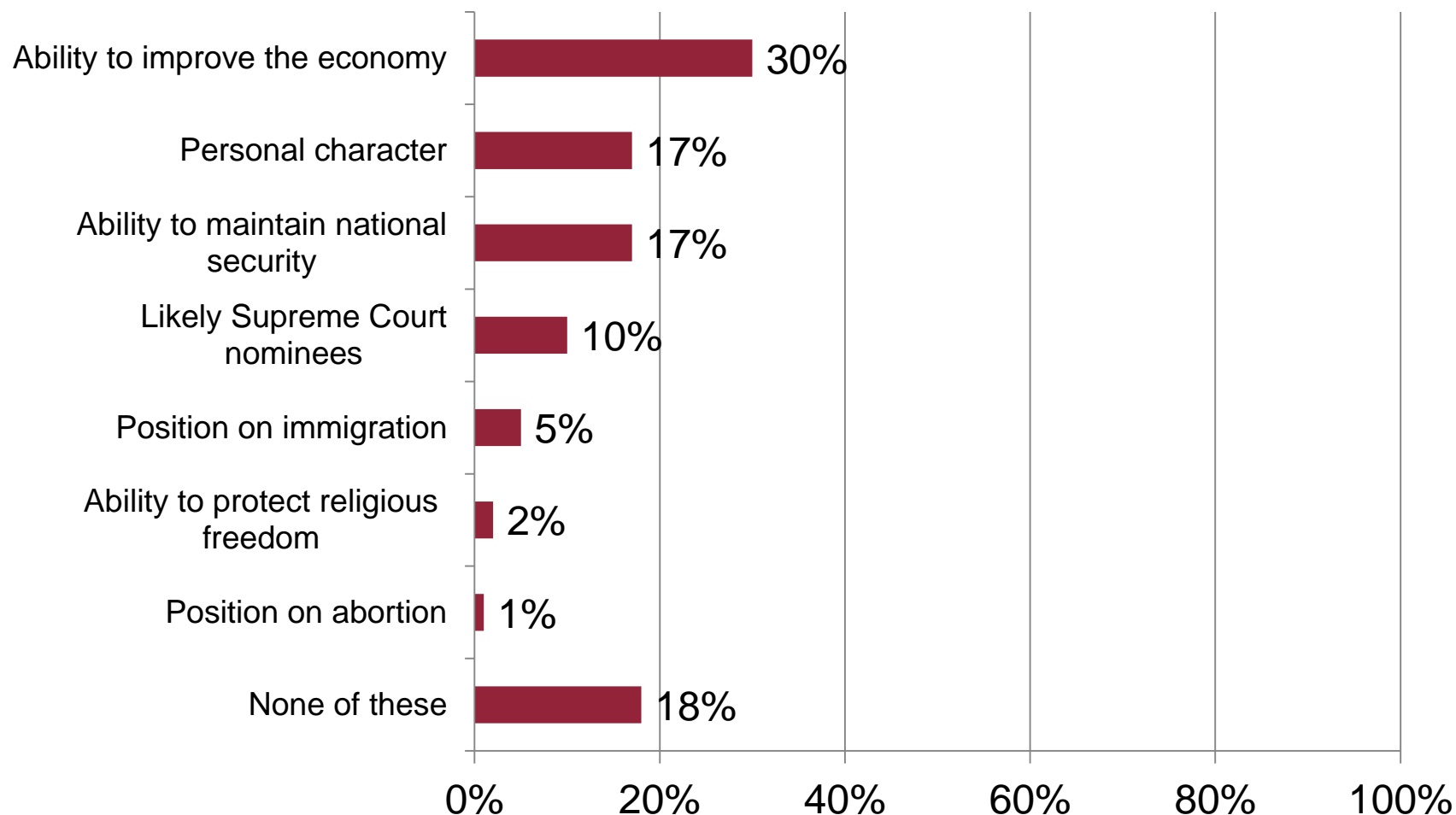


Among those planning to vote, 4 out of 10 Christians attending religious services at least once a month plan to vote for Donald Trump



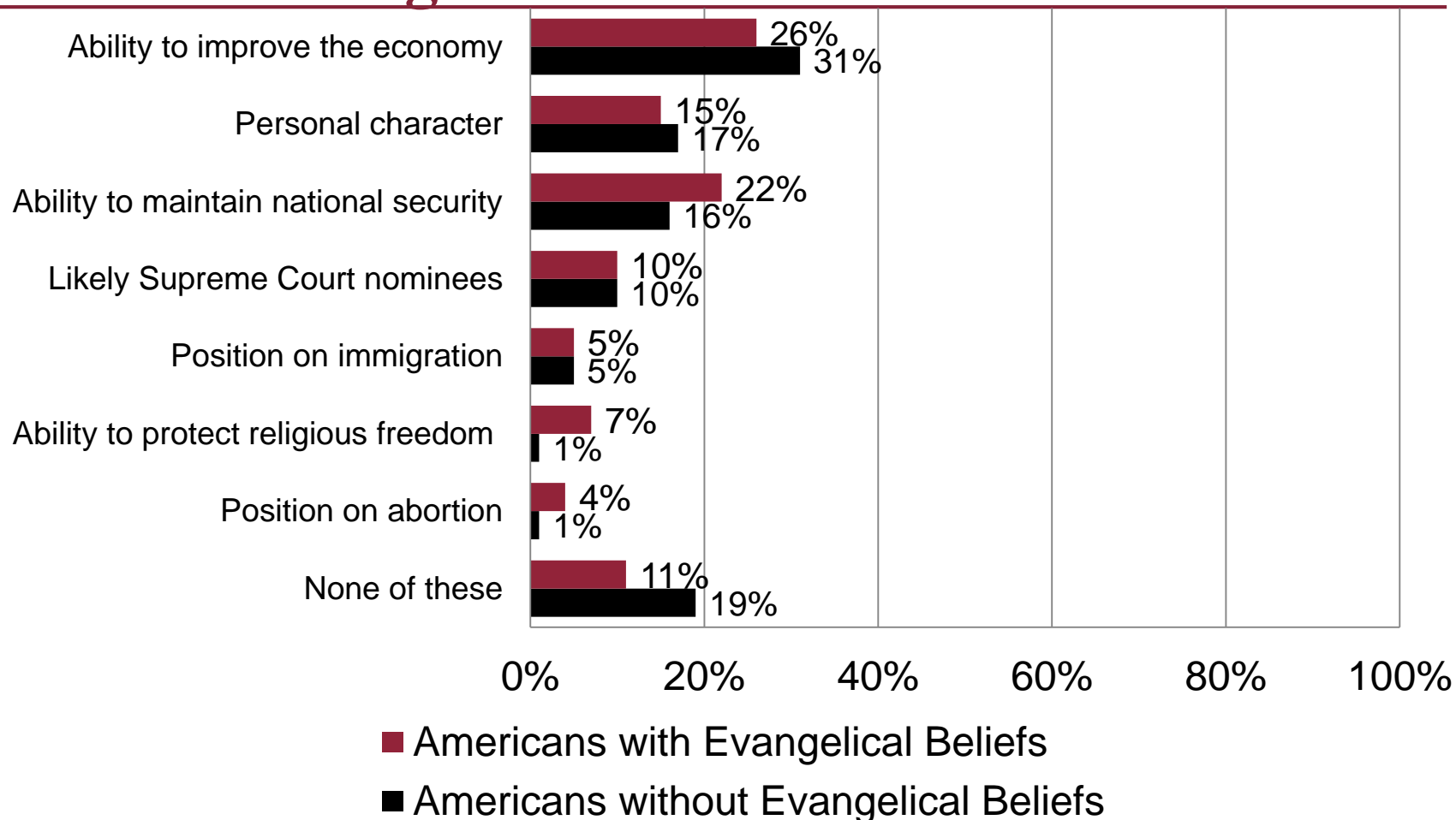
Q: "In the 2016 presidential election, for whom do you plan to vote?" Christian attendees n=266, Other Americans n=583, Margin of Error $\pm 6.3\%$ and $\pm 4.2\%$ respectively

Top characteristics of candidates: ability to improve the economy (30%), personal character (17%), and ability to maintain national security (17%)



Q: "In this presidential election, which characteristic of the candidates is **most** important to you in deciding how to cast your vote? (Select One)" n=981, Margin of Error $\pm 3.4\%$

Top characteristics of candidates among those with Evangelical Beliefs compared to those without Evangelical Beliefs



Q: "In this presidential election, which characteristic of the candidates is **most** important to you in deciding how to cast your vote? (Select One)" Evangelical Beliefs n=168, without Evangelical Beliefs n=813, Margin of Error $\pm 8.6\%$ and $\pm 3.8\%$, respectively

Significant Differences

Gender
Ethnicity
Age
Education Level
Region
Political Party

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, ethnicity, and age.

Gender	Ethnicity	Age
Male	White, Non-Hispanic	18-34
Female	Other Ethnicities (including African-American, Asian-American, Hispanic)	35-59
		60+

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among education, region, and political party affiliation.

Education	Region	Political Party
High School graduate or less	Northeast and West	Democrat
Some college or higher	Midwest and South	Republican
		Independent/ Other

Notes: Region is defined by US Census locations

“In the 2016 presidential election, for whom do you plan to vote?” – Those with Evangelical Beliefs who plan to vote

- Other Ethnicities with Evangelical Beliefs (62%) are more likely to select “Hillary Clinton” than Whites with Evangelical Beliefs (10%)
- Whites with Evangelical Beliefs (65%) are more likely to select “Donald Trump” than Other Ethnicities with Evangelical Beliefs (15%)
- 18-34 year olds with Evangelicals Beliefs (40%) are more likely to select “Hillary Clinton” than 35-59 year olds with Evangelical Beliefs (22%)
- 35-59 year olds with Evangelical Beliefs (55%) and 60+ year olds with Evangelical Beliefs (47%) are more likely to select “Donald Trump” than 18-34 year olds with Evangelicals Beliefs (27%)
- 18-34 year olds with Evangelicals Beliefs (25%) are more likely to select “Gary Johnson” than 35-59 year olds with Evangelical Beliefs (1%) and 60 years or older with Evangelical Beliefs (1%)
- 35-59 year olds with Evangelical Beliefs (20%) are more likely to select “Undecided” than 18-34 year olds with Evangelicals Beliefs (6%)
- Those with Evangelicals Beliefs in the Northeast and West (14%) are more likely to select “Gary Johnson” than those with Evangelical Beliefs in the Midwest and South (5%)

“In the 2016 presidential election, for whom do you plan to vote?” – Those with Evangelical Beliefs who plan to vote (continued)

- Democrats with Evangelical Beliefs (75%) are more likely to select “Hillary Clinton” than Republicans with Evangelical Beliefs (1%) and Independents with Evangelical Beliefs (19%)
- Republicans with Evangelical Beliefs (75%) are more likely to select “Donald Trump” than Democrats with Evangelical Beliefs (9%) and Independents with Evangelical Beliefs (43%)
- Independents with Evangelical Beliefs (16%) are more likely to select “Gary Johnson” than Democrats with Evangelical Beliefs (4%)

“In the 2016 presidential election, for whom do you plan to vote?” – Christians who attend religious services at least once a month and plan to vote

- Women who attend at least once a month (40%) are more likely to select “Hillary Clinton” than men who attend at least once a month (25%)
- Men who attend at least once a month (9%) are more likely to select “Gary Johnson” than women who attend at least once a month (3%)
- Other Ethnicities who attend at least once a month (57%) are more likely to select “Hillary Clinton” than Whites who attend at least once a month (24%)
- Whites who attend at least once a month (51%) are more likely to select “Donald Trump” than Other Ethnicities who attend at least once a month (19%)
- 60+ year olds who attend at least once a month (46%) are more likely to select “Donald Trump” than 18-34 year olds who attend at least once a month (28%)
- 18-34 year olds who attend at least once a month are the most likely to select “Gary Johnson” (21%)
- Democrats who attend at least once a month (70%) are more likely to select “Hillary Clinton” than Republicans who attend at least once a month (7%) and Independents who attend at least once a month (21%)

“In the 2016 presidential election, for whom do you plan to vote?” – Christians who attend at least once a month and plan to vote (continued)

- Republicans who attend at least once a month (72%) are more likely to select “Donald Trump” than Democrats who attend at least once a month (8%) and Independents who attend at least once a month (42%)
- Independents who attend at least once a month (15%) are more likely to select “Gary Johnson” than Democrats who attend at least once a month (2%) and Republicans who attend at least once a month (5%)

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, region, age, ethnicity, and education.

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-24	White, Non-Hispanic	High School graduate or less
Female	Midwest	25-34	Black, Non-Hispanic	Some college
	South	35-44	Hispanic	Bachelor's Degree
	West	45-54	Other Ethnicities	Graduate Degree
		55-64		
		65+		

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, Evangelical Beliefs, and religious service attendance.

Religious Preference	Denomination	Evangelical Beliefs	Religious Service Attendance
Christian*	Catholic	Yes	Christian attending at least once a month
Other Religions	Evangelical or Protestant Christian	No	Other Americans
No religion			

*includes Catholic, Protestant, Nondenominational, and Orthodox

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, Evangelical Beliefs, and religious service attendance.

Candidate	Political Party
Hillary Clinton (Democrat)	Democrat
Donald Trump (Republican)	Republican
Gary Johnson (Libertarian)	Independent/Other
Undecided	
Do not plan to vote	

“In this presidential election, which characteristic of the candidates is most important to you in deciding how to cast your vote?”

- Men (13%) are more likely to select “Likely Supreme Court nominees” than women (7%)
- Those in the West (36%) are more likely to select “Ability to improve the economy” than those in the South (26%)
- Those in the Northeast (21%) and South (19%) are more likely to select “Personal character” than those in the West (12%)
- Those age 55-64 (20%) and 65+ (21%) are more likely to select than those “Ability to maintain national security” than those 35-44 (12%)
- Those age 65+ are the most likely to select “Likely Supreme Court nominees” (19%)
- Those age 18-24 (23%) are more likely to select “Personal character” than those 55-64 (13%)
- Those age 18-24 (22%), 25-34 (23%), and 45-54 (22%) are more likely to select “None of these” than those 65+ (11%)
- Hispanics (9%) are more likely to select “Position on immigration” than Black, Non-Hispanic (1%)

“In this presidential election, which characteristic of the candidates is most important to you in deciding how to cast your vote?” (continued)

- Other Ethnicities are the most likely to select “Ability to improve the economy” (46%)
- Black, Non-Hispanics (24%) are more likely to select “Ability to maintain national security” than White, Non-Hispanics (15%)
- White, Non-Hispanics (11%) are more likely to select “Likely Supreme Court nominees” than Black, Non-Hispanics (4%) and Other Ethnicities (4%)
- Black, Non-Hispanics (23%) are more likely to select “Personal character” than Hispanics (12%)
- Other Ethnicities are the least likely to select “None of these” (6%)
- Those with some college (32%) or a Bachelor’s degree (34%) are more likely to select “Ability to improve the economy” than those with a graduate degree (22%)
- Those who are high school graduates or less are the least likely to select “Likely Supreme Court nominees” (5%)
- Those with a Bachelor’s degree (23%) are more likely to select “Personal character” than those who are high school graduates or less (13%)

“In this presidential election, which characteristic of the candidates is most important to you in deciding how to cast your vote?” (continued)

- Those who are high school graduates or less (22%) are more likely to select “None of these” than those with some college (16%) or a Bachelor’s degree (12%)
- Christians (21%) are more likely to select “Ability to maintain national security” than Nonreligious (10%)
- Nonreligious (26%) are more likely to select “None of these” than Christians (14%)
- Catholics (39%) are more likely to select “Ability to improve the economy” than Evangelical or Protestant Christians (24%)
- Evangelical or Protestant Christians (11%) are more likely to select “Likely Supreme Court nominees” than Catholics (6%)
- Those with Evangelical Beliefs are more likely to select “Ability to protect religious freedom” (7% v. 1%)
- Those with Evangelical Beliefs are more likely to select “Ability to maintain national security” (22% v. 16%)
- Those with Evangelical Beliefs are less likely to select “None of these” (11% v. 19%)

“In this presidential election, which characteristic of the candidates is most important to you in deciding how to cast your vote?” (continued)

- Christians who attend a religious service at least once a month are more likely to select “Ability to protect religious freedom” (6% v. 1%)
- Christians who attend a religious service at least once a month are more likely to select “Ability to maintain national security” (23% v. 14%)
- Christians who attend a religious service at least once a month are less likely to select “None of these” (8% v. 22%)
- Those voting for Donald Trump are the most likely to select “Position on immigration” (13%)
- Those voting for Donald Trump (38%) and those who are Undecided (34%) are more likely to select “Ability to improve the economy” than those voting for Hillary Clinton (25%)
- Those voting for Hillary Clinton (20%) are more likely to select “Ability to maintain national security” than those voting for Donald Trump (14%)
- Those voting for Hillary Clinton (12%) and those voting for Donald Trump (16%) are more likely to select “Likely Supreme Court nominees” than those voting for Gary Johnson (<1%), are Undecided (4%), or do not plan to vote (<1%)

“In this presidential election, which characteristic of the candidates is most important to you in deciding how to cast your vote?” (continued)

- Those voting for Gary Johnson are the most likely to select “Personal character” (43%)
- Those voting for Donald Trump are the least likely to select “Personal character” (5%)
- Those who do not plan to vote are the most likely to select “None of these” (38%)
- Those voting for Donald Trump are the least likely to select “None of these” (9%)
- Republicans (9%) are more likely to select “Position on immigration” than Democrats (3%)
- Republicans (4%) are more likely to select “Ability to protect religious liberty” than Democrats (1%)
- Democrats (19%) are more likely to select “Ability to maintain national security” than Independents (13%)
- Republicans (15%) are more likely to select “Likely Supreme Court nominees” than Democrats (10%) and Independents (5%)
- Democrats (20%) are more likely to select “Personal character” than Republicans (12%)
- Independents are the most likely to select “None of these” (28%)

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