## HEART MIND

### American and Evangelical Perceptions of 2020 Political Involvement

Interview Dates:	August 2 – August 6, 2021
Audience:	General Population n=1,000
	Evangelical Oversample n=488

Note: A "\*" indicates a percentage of less than 1%, a "-" indicates a percentage of 0% or non-response.

### SECTION 100: QUOTAS & SCREENING

### **BASE: ALL RESPONDENTS**

Q100. Sex

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Male	49%	41%
Female	51%	59%

### BASE: ALL RESPONDENTS

Q102. Age

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
18-24	13%	8%
25-34	18%	15%
35-44	17%	22%
45-54	17%	16%
55-64	17%	17%
65+	19%	23%

# HEART MIND

#### **BASE: ALL RESPONDENTS**

Q104. Generations

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Gen Z	13%	8%
Millennials	27%	28%
Generation X	28%	27%
Boomers	28%	32%
Silent+	4%	5%

### BASE: ALL QUALIFIED RESPONDENTS

Q107. Combined ethnicity

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Hispanic	16%	13%
White, Non-Hispanic	62%	67%
Black, Non-Hispanic	13%	14%
Asian, Non-Hispanic	6%	4%
Multi-race, Non-Hispanic	1%	1%
All other, Non-Hispanic	1%	1%

#### BASE: ALL QUALIFIED RESPONDENTS Q109. Region

Q109. Region	Comorol	
	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
New England	4%	2%
Mid-Atlantic	13%	11%
East North Central	15%	16%
West North Central	7%	9%
South Atlantic	20%	27%
East South Central	6%	10%
West South Central	12%	9%
Mountain	7%	3%
Pacific	16%	13%

STRATEGIES

### **BASE: ALL QUALIFIED RESPONDENTS**

Q140. Which of the following best describes your religious affiliation?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
CHRISTIAN (NET)	65%	98%
Protestant	19%	12%
Evangelical	6%	80%
Catholic	22%	-
Church of Jesus Christ / Mormon / Latter- day Saint	3%	-
Jehovah's Witness	1%	-
Orthodox	2%	-
Other Christian	11%	7%
NON-CHRISTIAN FAITH (NET)	6%	-
Jewish	2%	-
Muslim	1%	-
Buddhist	2%	-
Hindu	1%	-
NOT RELIGIOUS (NET)	18%	-
Atheist	4%	-
Agnostic (not affiliated with any religion)	14%	-
Other	12%	2%

## BASE: ALL QUALIFIED RESPONDENTS Q141. Are you currently registered to vote?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Yes	84%	91%
No	14%	8%
Don't know/Not sure	2%	1%

STRATEGIES

### BASE: ALL QUALIFIED RESPONDENTS

Q145. Did you vote in the 2020 presidential election?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Yes	77%	88%
No	22%	12%
Not Sure	1%	-

### BASE: ALL QUALIFIED RESPONDENTS

Q146. Did you vote in the 2016 presidential election?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Yes	66%	81%
No	33%	18%
Not Sure	1%	1%

### **BASE: ALL QUALIFIED RESPONDENTS**

Q150. Evangelical Voters

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	441
Weighted Base	1000	441
Evangelical Voters	4%	77%
Non-Evangelical Voter	96%	-
Voters who hold Evangelical Beliefs	-	20%
Non-Voters who hold Evangelical Beliefs	-	3%

STRATEGIES

### **BASE: ALL QUALIFIED RESPONDENTS**

Q112. What is the last grade of formal education you have completed?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
HIGH SCHOOL OR LESS (NET)	32%	21%
Less than high school (8th grade or less)	1%	1%
Some high school (9th-12th grade)	5%	3%
High school graduate	26%	18%
SOME COLLEGE (NET)	36%	37%
Some college, but no degree	25%	23%
Associate's Degree (Vocational / Technical)	10%	14%
Bachelor's Degree	21%	27%
POST-GRADUATE DEGREE (NET)	12%	15%
Master's degree	9%	11%
Professional degree	1%	1%
Doctorate degree	2%	2%

#### **BASE: ALL QUALIFIED RESPONDENTS**

Q200. Please rate how favorable you are toward the following using a scale of 1 to 100 where "1" means you have "extremely cold or negative feelings" toward the group and "100" means you have "extremely warm or positive feelings" toward the group. You can use any number from 1 to 100.

#### SUMMARY TABLE OF:

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Christians	59.2	78.1
People of faith	59.8	75.9
Religion	55.2	65.9
Evangelical Christians	43.2	74.3
Former President Barack Obama	38.3	37.2
Leaders of the Evangelical faith	52.1	66.6
President Joe Biden	36.6	33.9
Former President Donald Trump	43.8	49.9
The U.S. Congress	34.8	35.8

STRATEGIES

BASE: ALL QUALIFIED RESPONDENTS HQ201. Sentiment toward Christians (openness to Christianity)

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Positive, 50 or higher	69%	87%
Negative, Less than 50	31%	13%

STRATEGIES

### SECTION 200: BENCHMARK METRICS (UNAIDED/AIDED AWARENESS)

#### **BASE: ALL QUALIFIED RESPONDENTS**

Q205. Have you heard, read, or seen anything recently related to leaders of the Evangelical faith and the issues, groups, or political leaders they support?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Yes	25%	35%
No	62%	49%
Not sure	13%	17%

#### BASE: Have heard: Q205 = "1" or YES

Q206. Please describe what you have heard, read, or seen related to leaders of the Evangelical faith and any issues, groups, or leaders they support.

OPEN-END. TO BE CODED.

#### BASE: Have heard: Q205 = "1" or YES

Q207. In your mind, is what you've heard, read, or seen a positive or good thing or is it a negative or bad thing?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	255	169
Weighted Base	255	169
Positive or good thing	36%	47%
Negative or bad thing	56%	40%
Not sure	8%	13%

STRATEGIES

### **BASE: ALL QUALIFIED RESPONDENTS**

Q209. How familiar are you with Evangelicals and the Evangelical faith?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	255	169
Weighted Base	255	169
FAMILIAR (NET)	53%	91%
Very familiar	15%	56%
Somewhat familiar	38%	34%
NOT FAMILIAR (NET)	47%	9%
Not too familiar	30%	7%
Not at all familiar	17%	2%

### SPLIT SAMPLE HALF: A=Q210 and B=Q220

### BASE: SPLIT HALF A

Q210. When it comes to issues and what happens today in our country, would you say that **Evangelical Christians** are part of the problem or part of the solution?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	499	245
Weighted Base	502	245
DEFINITELY/SOMEWHAT PART OF THE PROBLEM (NET)	50%	20%
Definitely part of the problem	17%	5%
Somewhat part of the problem	34%	15%
DEFINITELY/SOMEWHAT PART OF THE SOLUTION (NET)	50%	80%
Somewhat part of the solution	35%	37%
Definitely part of the solution	14%	43%

### BASE: Q210 = 1 or 2

Q212. Why do you feel Evangelical Christians are part of the problem?

OPEN-END. TO BE CODED.

### BASE: Q210 = 3 or 4

Q214. Why do you feel Evangelical Christians are part of the solution? OPEN-END. TO BE CODED.

STRATEGIES

### **BASE: SPLIT HALF B**

Q220. When it comes to issues and what happens today in our country, would you say that the **prominent leaders of the Evangelical faith** are part of the problem or part of the solution?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	501	243
Weighted Base	498	243
DEFINITELY/SOMEWHAT PART OF THE PROBLEM (NET)	56%	27%
Definitely part of the problem	16%	9%
Somewhat part of the problem	40%	18%
DEFINITELY/SOMEWHAT PART OF THE SOLUTION (NET)	44%	73%
Somewhat part of the solution	35%	42%
Definitely part of the solution	9%	31%

### BASE: Q220 = 1 or 2

Q222. Why do you feel leaders of the Evangelical faith are part of the problem? OPEN-END. TO BE CODED.

### BASE: Q220 = 3 or 4

Q224. Why do you feel leaders of the Evangelical faith are part of the solution?

OPEN-END. TO BE CODED.

### **BASE: ALL QUALIFIED RESPONDENTS**

Q225. Which of the following best describes the role you feel Evangelical leaders played in the 2020 Presidential election?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
SUPPORT TRUMP (NET)	42%	58%
Strong support and embrace of Donald Trump	32%	39%
Soft support for Donald Trump	9%	19%
SUPPORT BIDEN (NET)	20%	14%
Soft support for Joe Biden	9%	7%
Strong support and embrace of Joe Biden	11%	7%
They did not support either candidate	5%	7%
Not sure	33%	20%

STRATEGIES

### BASE: ALL QUALIFIED RESPONDENTS

Q228. Based on everything you may have heard, read, or seen, how aware are you of each of the following?

#### SUMMARY TABLE OF:

### VERY/SOMEWHAT AWARE (NET)

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
The role that religion, as a demographic group, played in the 2020 Presidential elections.	56%	72%
The fact that eighty-four percent (84%) of white Evangelicals supported Trump in 2020.	57%	75%

#### SUMMARY TABLE OF: NOT VERY/NOT AT ALL AWARE (NET)

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
The fact that eighty-four percent (84%) of white Evangelicals supported Trump in 2020.	43%	25%
The role that religion, as a demographic group, played in the 2020 Presidential elections.	44%	28%

### BASE: EVANGELICALS (Q140=2)

Q230. In general, how would you rate the job leaders of the Evangelical faith played in speaking about the 2020 Presidential election?

	Total
	Evangelical
Unweighted Base	515
Weighted Base	545
EXCELLENT/VERY GOOD (NET)	39%
Excellent	13%
Very good	26%
Fair	27%
Poor	16%
Not sure	18%

STRATEGIES

### BASE: EVANGELICALS (Q140=2)

Q232. How would you rate the job your personal pastor or Church leader played in speaking about the 2020 Presidential election?

	Total Evangelical
Unweighted Base	515
Weighted Base	545
EXCELLENT/VERY GOOD (NET)	50%
Excellent	22%
Very good	29%
Fair	24%
Poor	7%
Not sure	18%

### BASE: EVANGELICALS (Q140=2)

Q235. Generally speaking, do you believe it is a [ROTATE ORDER] (good/bad) thing or a (bad/good) thing for Evangelical leaders and pastors to publicly support and endorse candidates for President of the United States?

	Total Evangelical
Unweighted Base	515
Weighted Base	545
Good thing	49%
Bad thing	23%
Not sure	28%

### BASE: EVANGELICALS AND GOOD THING (Q235=1)

Q237. Please describe why you feel it is a good thing.

OPEN END. TO BE CODED.

### BASE: EVANGELICALS AND BAD THING (Q235=2)

Q239. Please describe why you feel it is a bad thing.

OPEN END. TO BE CODED.

STRATEGIES

### SECTION 400: AIDED ASSESSMENT OF IMPACT OF TRUMP CONNECTION

### BASE: ALL QUALIFIED RESPONDENTS

Q400. Thinking about the overall support of Evangelicals and Evangelical church leaders for Donald Trump, please consider carefully the following and indicate the extent to which you agree or disagree.

### SUMMARY TABLE OF FOLLOWING STATEMENT:

A. Evangelical Church leaders' strong support for Trump, showed moral courage to try and achieve policies and actions consistent with Evangelical Christian values, such as the right to life and conservative judges, etc.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weight Base	1000	488
AGREE (NET)	34%	54%
Strongly agree	16%	30%
Somewhat agree	19%	23%
Neither agree nor disagree	36%	24%
DISAGREE (NET)	30%	23%
Somewhat disagree	9%	9%
Strongly disagree	21%	14%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

B. The oversized role that Evangelicals and Evangelical Church leaders played in supporting Trump was inconsistent with our nation's separation of Church and State.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weight Base	1000	488
AGREE (NET)	47%	32%
Strongly agree	29%	17%
Somewhat agree	18%	15%
Neither agree nor disagree	34%	30%
DISAGREE (NET)	20%	38%
Somewhat disagree	9%	12%
Strongly disagree	11%	26%

### 

### SUMMARY TABLE OF FOLLOWING STATEMENT:

C. The Evangelicals' Trump Obsession has tarnished Christianity.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weight Base	1000	488
AGREE (NET)	41%	34%
Strongly agree	23%	18%
Somewhat agree	17%	15%
Neither agree nor disagree	32%	23%
DISAGREE (NET)	27%	44%
Somewhat disagree	11%	15%
Strongly disagree	17%	29%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

D. An elected official who commits immoral acts in their personal life can still behave ethically and fulfill their duties in their public and professional lives.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base (Non-Evangelicals <u>Q140≠2)</u>	973	
Weighted Base	943	-
AGREE (NET)	30%	-
Strongly agree	12%	-
Somewhat agree	18%	-
Neither agree nor disagree	37%	-
DISAGREE (NET)	33%	-
Somewhat disagree	15%	-
Strongly disagree	17%	-

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

E. Evangelical Church leaders' strong support for Trump, whose personal actions often did not reflect Christian values, hurt the credibility of the Evangelical Church.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base Split Sample Half – Statements E & F)	499	245
Weighted Base	502	245
AGREE (NET)	49%	41%
Strongly agree	29%	20%
Somewhat agree	20%	21%
Neither agree nor disagree	32%	31%
DISAGREE (NET)	19%	29%
Somewhat disagree	7%	12%
Strongly disagree	11%	17%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

F. Evangelical Church leaders' strong support for Trump, whose personal actions often did not reflect Christian values, hurt the credibility of religion and people of faith in our country.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base Split Sample Half – Statements E & F)	501	243
Weighted Base	498	243
AGREE (NET)	44%	45%
Strongly agree	26%	25%
Somewhat agree	18%	21%
Neither agree nor disagree	36%	22%
DISAGREE (NET)	20%	33%
Somewhat disagree	10%	13%
Strongly disagree	10%	20%

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

G. Evangelicals' and Evangelical Church leaders' support for Trump has reduced my personal desire to participate in religion.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base (Express a Regligious Affiliation <u>Q140≠12 OR 13)</u>	776	488
Weighted Base	822	488
AGREE (NET)	29%	22%
Strongly agree	14%	9%
Somewhat agree	15%	14%
Neither agree nor disagree	35%	22%
DISAGREE (NET)	37%	56%
Somewhat disagree	11%	10%
Strongly disagree	26%	45%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

H. Evangelical Christian support for Trump has made it more difficult for people like me to encourage and witness to friends, family, and others to trust Jesus Christ as their Savior.

	Total Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
AGREE (NET)	33%
Strongly agree	15%
Somewhat agree	17%
Neither agree nor disagree	25%
DISAGREE (NET)	43%
Somewhat disagree	16%
Strongly disagree	26%

STRATEGIES

#### SUMMARY TABLE OF FOLLOWING STATEMENT:

I. My personal pastor and/or head of my Church has been vocal in support of Trump and encouraged my support as well.

	Total
	Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
AGREE (NET)	26%
Strongly agree	14%
Somewhat agree	12%
Neither agree nor disagree	33%
DISAGREE (NET)	41%
Somewhat disagree	13%
Strongly disagree	28%

SUMMARY TABLE OF FOLLOWING STATEMENT:

J. While not popular with some, I am proud that some in the Evangelical community are seeking to separate the gospel message from Trump and toxic politics.

	Total
	Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
AGREE (NET)	52%
Strongly agree	28%
Somewhat agree	24%
Neither agree nor disagree	26%
DISAGREE (NET)	21%
Somewhat disagree	9%
Strongly disagree	12%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

K. Evangelical Church leaders strong support for Trump has energized my commitment to be engaged in politics and standing up for what is right.

	Total Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
AGREE (NET)	49%
Strongly agree	25%
Somewhat agree	24%
Neither agree nor disagree	32%
DISAGREE (NET)	19%
Somewhat disagree	8%
Strongly disagree	11%

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

L. An elected official who commits immoral acts in their personal life can still be a good representative of the priorities and values of Evangelicals.

	Total
	Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
AGREE (NET)	31%
Strongly agree	13%
Somewhat agree	18%
Neither agree nor disagree	29%
DISAGREE (NET)	39%
Somewhat disagree	15%
Strongly disagree	25%

SUMMARY TABLE OF FOLLOWING STATEMENT:

*M.* I feel my children or my family and friends think less of the Evangelical faith because leaders of the faith have supported Trump so strongly.

	Total Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
AGREE (NET)	34%
Strongly agree	13%
Somewhat agree	21%
Neither agree nor disagree	25%
DISAGREE (NET)	41%
Somewhat disagree	17%
Strongly disagree	24%

STRATEGIES

### BASE: EVANGELICALS (Q140=2)

Q405. Consider the different ways people practice their faith. Thinking specifically about how Evangelical leaders or your pastor acted in relation to Trump in the 2020 Presidential election or since, please indicate whether you are MORE or LESS likely to do each of the following.

### SUMMARY TABLE OF FOLLOWING STATEMENT:

A. Attend Sunday services (in person or by means of a live video broadcast due to COVID).

	Total Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
LIKELY (NET)	31%
Much more likely	20%
A little more likely	10%
No change at all. Makes no diference	59%
LESS LIKELY (NET)	10%
A little less likely	5%
Much less likely	5%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

B. Make donations to your church

	Total
	Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
LIKELY (NET)	28%
Much more likely	17%
A little more likely	11%
No change at all. Makes no diference	62%
LESS LIKELY (NET)	10%
A little less likely	6%
Much less likely	4%

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

C. Witness to friends, family, and others to trust Jesus Christ as their Savior

	Total Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
LIKELY (NET)	33%
Much more likely	21%
A little more likely	13%
No change at all. Makes no diference	57%
LESS LIKELY (NET)	10%
A little less likely	7%
Much less likely	3%

### BASE: EVANGELICALS (Q140=2)

Q410. Which of the following opinions is most like your own?

**Smith:** I supported Trump and continue to do so. While not a perfect person, he championed matters important to faithful Christians, including criminal-justice reform, support for the military, religious liberty — and Israel. He kept his promises to support prolife issues and appoint conservative judges.

**Jones:** I did not support Trump or no longer support him. Evangelical leaders' obsessive support of Trump coupled with his personal failings does more harm than good tarnishing numerous causes, including Evangelicals' credibility to Christian witness, compassionately championing the unborn and the sanctity of life, and even celebrating the values and traditions of our Western civilization.

	Total
	Evangelical
Unweighted Base (Evangelicals Q140=2)	515
Weighted Base	545
SMITH (NET)	54%
Definitely Smith	41%
Mostly Smith	13%
Neither, or equally a bit of both	16%
JONES (NET)	30%
Mostly Jones	11%
Definitely Jones	19%

STRATEGIES

### **BASE: ALL QUALIFIED RESPONDENTS**

Q425. Whether or not you are religious, please consider different roles **church or faith leaders** can play in relation to political candidates. For each, please indicate whether you agree or disagree that role is appropriate.

#### SUMMARY TABLE OF FOLLOWING STATEMENT:

A. Speak out in public and in churches encouraging the faithful to consider values of candidates consistent with Church beliefs when voting.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
AGREE (NET)	39%	60%
Strongly agree that role is appropriate	15%	35%
Somewhat agree that role is appropriate	24%	26%
Neither agree nor disagree that role is appropriate	34%	24%
DISAGREE (NET)	26%	16%
Somewhat disagree that role is appropriate	13%	8%
Strongly disagree that role is appropriate	13%	7%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

B. Speak out publicly in endorsing specific political candidates.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base (Split Sample Half – Statements B & C)	499	245
Weighted Base	502	245
AGREE (NET)	36%	42%
Strongly agree that role is appropriate	16%	20%
Somewhat agree that role is appropriate	20%	22%
Neither agree nor disagree that role is appropriate	34%	36%
DISAGREE (NET)	29%	22%
Somewhat disagree that role is appropriate	11%	9%
Strongly disagree that role is appropriate	18%	13%

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

C. Speak out in church meetings endorsing specific political candidates.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base (Split Sample Half – Statements B & C)	501	245
Weighted Base	498	245
AGREE (NET)	24%	27%
Strongly agree that role is appropriate	11%	12%
Somewhat agree that role is appropriate	14%	15%
Neither agree nor disagree that role is appropriate	34%	33%
DISAGREE (NET)	41%	40%
Somewhat disagree that role is appropriate	18%	17%
Strongly disagree that role is appropriate	23%	23%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

D. Speak out publicly generally endorsing the kinds of candidates that advocate specific policies that are beneficial to the faithful.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base (Split Sample Half – Statements D & E)	499	245
Weighted Base	502	245
AGREE (NET)	42%	60%
Strongly agree that role is appropriate	15%	31%
Somewhat agree that role is appropriate	27%	29%
Neither agree nor disagree that role is appropriate	32%	26%
DISAGREE (NET)	27%	14%
Somewhat disagree that role is appropriate	12%	9%
Strongly disagree that role is appropriate	15%	6%

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

E. Speak out in churches generally endorsing the kinds of candidates that advocate specific policies that are beneficial to the faithful.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base (Split Sample Half – Statements D & E)	501	245
Weighted Base	498	245
AGREE (NET)	29%	47%
Strongly agree that role is appropriate	10%	20%
Somewhat agree that role is appropriate	19%	27%
Neither agree nor disagree that role is appropriate	38%	30%
DISAGREE (NET)	33%	23%
Somewhat disagree that role is appropriate	15%	10%
Strongly disagree that role is appropriate	17%	13%

STRATEGIES

### **SECTION 600: RELIGIOUS BEHAVIORS**

### BASE: ALL QUALIFIED RESPONDENTS

Q600. How important is religion in your own life?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
TOP 3 IMPORTANT (NET)	69%	97%
TOP 2 IMPORTANT (NET)	44%	83%
Exremely important	20%	57%
Very important	24%	26%
Somewhat important	24%	14%
<b>BOTTOM 2 NOT IMPORTANT (NET)</b>	31%	3%
Not very important	15%	2%
Not at all important	15%	1%

### BASE: ALL QUALIFIED RESPONDENTS

Q601. Faith Status

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Person of Faith	69%	97%
Not a Person of Faith	31%	3%

### **BASE: ALL QUALIFIED RESPONDENTS**

Q605. In a normal year, how often, if at all, do you attend church, synagogue, mosque or temple?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Never	29%	6%
Seldom	21%	9%
A few times a year	16%	9%
About once a month	9%	9%
Almost every week	12%	29%
At least once a week	13%	38%

# HEART MIND

### BASE: EVANGELICALS (Q140=2)

Q610. Including any offerings to your church or congregation, about how much money do you believe you've donated to the church over the last 12 months?

	Total
	Evangelical
Unweighted Base	515
Weighted Base	545
\$0-\$249	39%
\$250-\$499	17%
\$500-\$999	10%
\$1,000 or more	34%

#### **BASE: ALL QUALIFIED RESPONDENTS**

Q615. How much does faith influence your political beliefs and behaviors?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
GOOD AMOUNT/TOP INFLUENCING FACTOR (NET)	28%	65%
A top influencing factor	10%	37%
A good amount	11%	28%
SMALL/MODERATE AMOUNT (NET)	34%	25%
A moderate amount	19%	14%
A small amount	15%	11%
Not at all	38%	10%

STRATEGIES

### **BASE: ALL QUALIFIED RESPONDENTS**

Q620. Generally speaking, how much does your faith influence your decision of which candidate to vote for in presidential elections?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
GOOD AMOUNT/TOP INFLUENCING FACTOR (NET)	23%	61%
A top influencing factor	9%	34%
A good amount	13%	28%
SMALL/MODERATE AMOUNT (NET)	33%	27%
A moderate amount	17%	15%
A small amount	16%	12%
Not at all	44%	11%

#### BASE: ALL QUALIFIED RESPONDENTS

Q650. Please personally evaluate your level of agreement with each of the following statements.

### SUMMARY TABLE OF FOLLOWING STATEMENT:

A. The Bible is the highest authority for what I believe.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
AGREE (NET)	43%	95%
Strongly agree	29%	80%
Somewhat agree	14%	15%
Neither agree nor disagree	26%	3%
DISAGREE (NET)	32%	2%
Somewhat disagree	10%	2%
Strongly disagree	22%	-

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

B. It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
AGREE (NET)	37%	91%
Strongly agree	22%	67%
Somewhat agree	15%	24%
Neither agree nor disagree	32%	7%
DISAGREE (NET)	32%	2%
Somewhat disagree	8%	1%
Strongly disagree	24%	1%

### SUMMARY TABLE OF FOLLOWING STATEMENT:

C. Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
AGREE (NET)	49%	95%
Strongly agree	35%	87%
Somewhat agree	14%	8%
Neither agree nor disagree	27%	2%
DISAGREE (NET)	24%	2%
Somewhat disagree	6%	1%
Strongly disagree	18%	1%

STRATEGIES

### SUMMARY TABLE OF FOLLOWING STATEMENT:

D. Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal life.

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
AGREE (NET)	41%	94%
Strongly agree	28%	82%
Somewhat agree	13%	12%
Neither agree nor disagree	26%	3%
DISAGREE (NET)	32%	3%
Somewhat disagree	9%	1%
Strongly disagree	23%	1%

### BASE: EVANGELICALS (Q140=2)

Q660. Type of Evangelical

	Total Evangelical
Unweighted Base	515
Weighted Base	545
Strong Evangelical	67%
Soft Evangelical	13%
Evangelical in name	2%
Classified Evangelicals	18%

STRATEGIES

### **SECTION 1000: DEMOGRAPHICS**

BASE: ALL QUALIFIED RESPONDENTS Q1001. Which of the following best describes your marital status?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
Single, never married	32%	22%
COMMITTED (NET)	51%	63%
Married or civil union	43%	58%
Living with partner	8%	5%
DIVORCED/SEPARATED/WIDOWED (NET)	17%	16%
Divorced	11%	10%
Separated	2%	1%
Widow/Widower	3%	5%

#### BASE: ALL RESPONDENTS

Q1002. How many children under the age of 18 live in your household?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
0	65%	64%
HAS CHILDREN (NET)	34%	36%
1	16%	16%
2	11%	12%
3	3%	4%
4	2%	2%
5	1%	1%
6	-	-
8	-	-
10	-	-
Don't know/Not sure	1%	-
Refused/Decline to answer	1%	1%

### 

### BASE: ALL QUALIFIED RESPONDENTS

Q1003. Which of the following best describes your current employment status?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
EMPLOYED (NET)	52%	57%
Employed full-time	35%	42%
Employed part-time	10%	8%
Self-employed	7%	7%
NOT EMPLOYED (NET)	47%	42%
Not employed	13%	7%
Retired	23%	24%
Student	3%	3%
Stay-at-home spouse or partner	8%	8%
Prefer not to answer	1%	1%

#### BASE: ALL QUALIFIED RESPONDENTS

Q1004. Which of the following best describes your total annual household income before taxes in **2020**?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
LESS THAN \$50K (NET)	47%	41%
Less than \$25,000	21%	16%
\$25,000 but less than \$50,000	26%	25%
\$50,000 but less than \$100,000	28%	33%
\$100K+ (NET)	21%	21%
\$100,000 but less than \$150,000	13%	15%
\$150,000 but less than \$250,000	6%	6%
\$250,000 or more	2%	1%
Don't know / Not sure	1%	-
Prefer not to answer	3%	5%

# HEART MIND

### BASE: ALL QUALIFIED RESPONDENTS

Q1005. Which of the following best describes the area of your current primary residence?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
An urban or city area	31%	26%
A suburban area next to a city	42%	43%
A small town / rural area	26%	30%
Don't know / Not sure	1%	0
Prefer not to answer	1%	1%

### BASE: VOTED IN 2020 (Q145=1)

Q1006. What candidate did you vote for in the 2020 Presidential Election?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	776	427
Weighted Base	770	427
Donald Trump	41%	59%
Joe Biden	55%	33%
Someone else	4%	6%
Do not remember	1%	2%

### BASE: VOTED IN 2016 (Q146=1)

Q1007. What candidate did you vote for in the 2016 Presidential Election?

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	662	394
Weighted Base	659	394
Donald Trump	44%	64%
Hilary Clinton	47%	26%
Someone else	7%	9%
Do not remember	2%	1%

STRATEGIES

### BASE: ALL QUALIFIED RESPONDENTS Q1008/1009/1010/1011. Political Party

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
TOTAL REPUBLICAN	34%	56%
Strong Republican	18%	34%
Not-so-strong Republican	9%	12%
Lean Republican	7%	10%
TOTAL DEMOCRAT	44%	27%
Strong Democrat	21%	15%
Not-so-strong Democrat	11%	8%
Lean Democrat	11%	5%
TOTAL INDEPENDENT	10%	8%
Neither, Hard Independent	10%	2%
TOTAL OTHER PARTY	4%	3%
Neither, Some other party	4%	27%
Not sure	5%	15%
Decline to answer	2%	8%

## BASE: ALL QUALIFIED RESPONDENTS Q1012/1013/1014. Political Ideology

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
TOTAL CONSERVATIVE	39%	64%
Very Conservative	15%	32%
Somewhat Conservative	12%	19%
Lean Conservative	12%	13%
TOTAL LIBERAL	32%	21%
Very Liberal	12%	8%
Somewhat Liberal	12%	8%
Lean Liberal	8%	6%
TOTAL MODERATE	18%	7%
Hard Moderate (does not lean either way)	18%	7%
Not sure	10%	32%
Decline to answer	1%	19%

STRATEGIES

BASE: ALL QUALIFIED RESPONDENTS Q1015. You will now see descriptions of political party platforms. Please rank the TOP THREE that are most appealing to you.

### SUMMARY TABLE OF:

Ranked #1

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
[NATIONALIST]Focused on putting American interests first, stopping illegal immigration, ending unfair trade deals and reestablishing America as the dominant global force.	18%	19%
[CONSERVATIVE] Focused on free enterprise, traditional family values, individualism and a strong national defense.	15%	25%
[LIBERTARIAN] Focused on creating the maximum amount of individual freedom and choice with the least amount of government intervention possible in economic and social matters.	12%	16%
[LIBERAL] Focused on social progress for women, minorities and other marginalized populations and higher government spending on services, within our current capitalist system.	12%	8%
[LABOR] Focused on providing benefits and support for the middle class through government intervention on issues such as higher education support, strong labor unions, and a high minimum wage.	15%	11%
[SOCIALIST] Focused on breaking up big businesses, guaranteeing jobs, education and healthcare through mandatory government systems and championing social justice.	8%	5%
[POPULIST] Focused on everyday people and holding elites accountable for their actions and to the same rules and standards as everyone else.	20%	16%



#### SUMMARY TABLE OF: Ranked #2

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
[NATIONALIST]Focused on putting American interests first, stopping illegal immigration, ending unfair trade deals and reestablishing America as the dominant global force.	15%	21%
[CONSERVATIVE] Focused on free enterprise, traditional family values, individualism and a strong national defense.	12%	20%
[LIBERTARIAN] Focused on creating the maximum amount of individual freedom and choice with the least amount of government intervention possible in economic and social matters.	16%	17%
[LIBERAL] Focused on social progress for women, minorities and other marginalized populations and higher government spending on services, within our current capitalist system.	12%	10%
[LABOR] Focused on providing benefits and support for the middle class through government intervention on issues such as higher education support, strong labor unions, and a high minimum wage.	16%	12%
[SOCIALIST] Focused on breaking up big businesses, guaranteeing jobs, education and healthcare through mandatory government systems and championing social justice.	11%	6%
[POPULIST] Focused on everyday people and holding elites accountable for their actions and to the same rules and standards as everyone else.	17%	14%

# HEART MIND

SUMMARY TABLE OF:

Ranked #3

	General Population (Weighted)	Evangelical Oversample
Unweighted Base	1000	488
Weighted Base	1000	488
[NATIONALIST]Focused on putting American interests first, stopping illegal immigration, ending unfair trade deals and reestablishing America as the dominant global force.	13%	17%
[CONSERVATIVE] Focused on free enterprise, traditional family values, individualism and a strong national defense.	13%	16%
[LIBERTARIAN] Focused on creating the maximum amount of individual freedom and choice with the least amount of government intervention possible in economic and social matters.	15%	19%
[LIBERAL] Focused on social progress for women, minorities and other marginalized populations and higher government spending on services, within our current capitalist system.	12%	7%
[LABOR] Focused on providing benefits and support for the middle class through government intervention on issues such as higher education support, strong labor unions, and a high minimum wage.	17%	13%
[SOCIALIST] Focused on breaking up big businesses, guaranteeing jobs, education and healthcare through mandatory government systems and championing social justice.	11%	11%
[POPULIST] Focused on everyday people and holding elites accountable for their actions and to the same rules and standards as everyone else.	19%	16%