

How Americans Adults Read the Bible

Survey of 2,000 Bible Reading Adults

Methodology

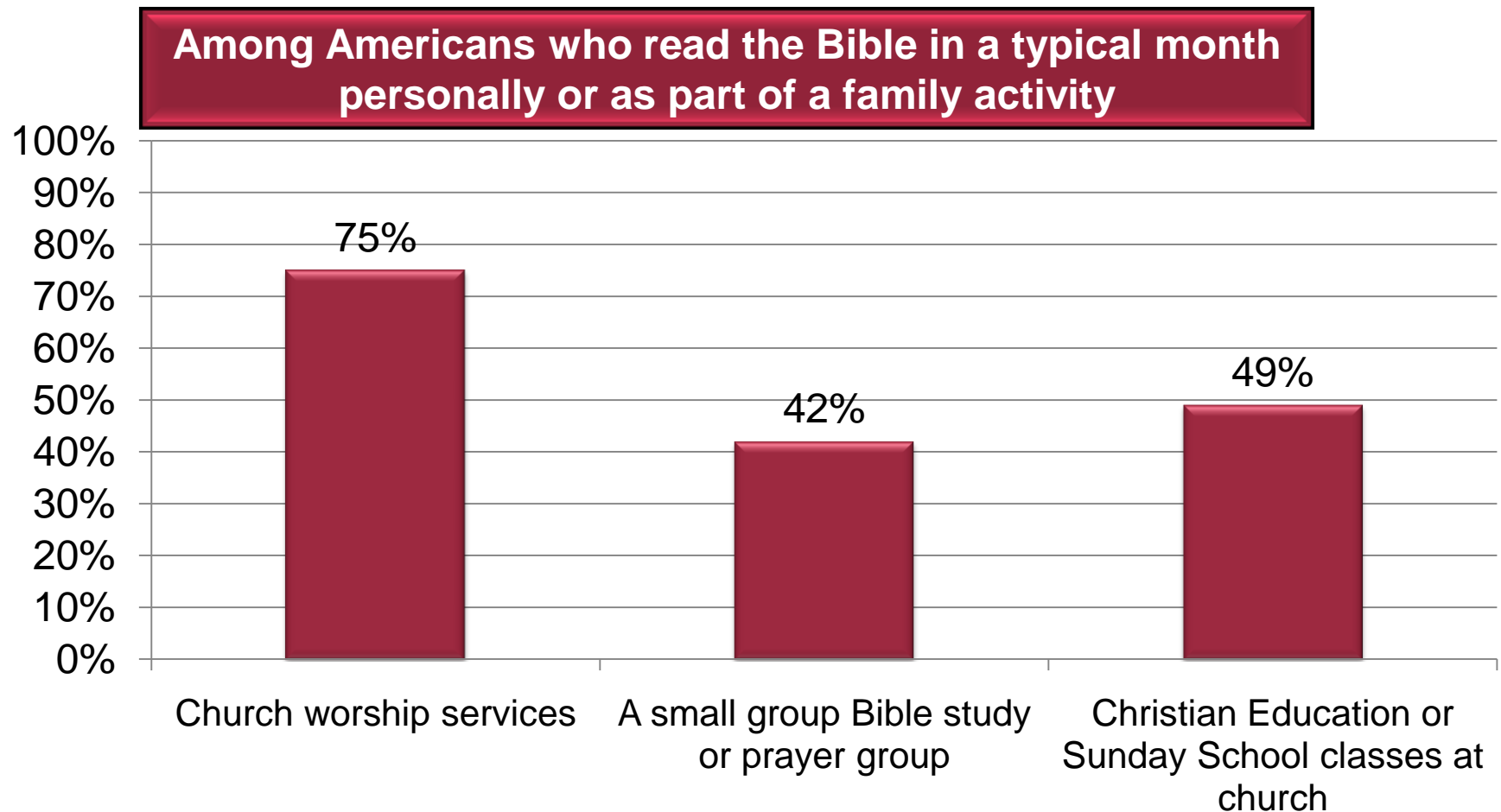
- ❑ A representative sample of American adults was surveyed. Two thousand people who read the Bible once a month or more qualified for the study.
- ❑ Only people who read the Bible personally (outside of group activities) or as part of a family activity were included – those who only read it at church, small group, etc. were excluded.
- ❑ Respondents were not informed the research was being conducted on behalf of LifeWay Research.

Methodology Continued

- ❑ A demographically balanced online panel was used for the interviewing.
- ❑ Surveys were conducted during August 2011.
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 2.2\%$.
- ❑ Margins of error are higher in sub-groups.

Survey Responses

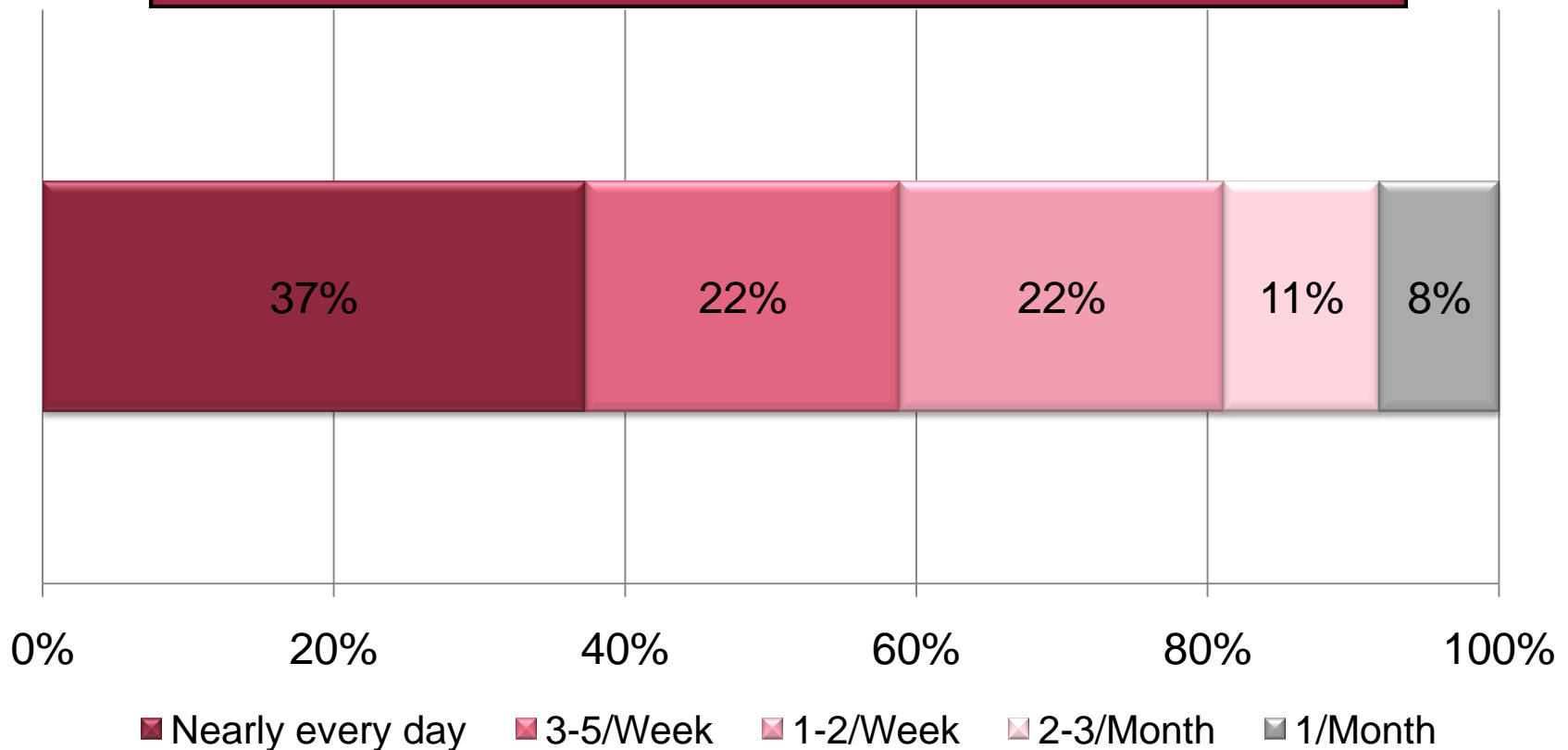
Group situations where Bible readers read the Bible



Q. In a typical month, do you read the Bible in each of the following situations? As part of ...

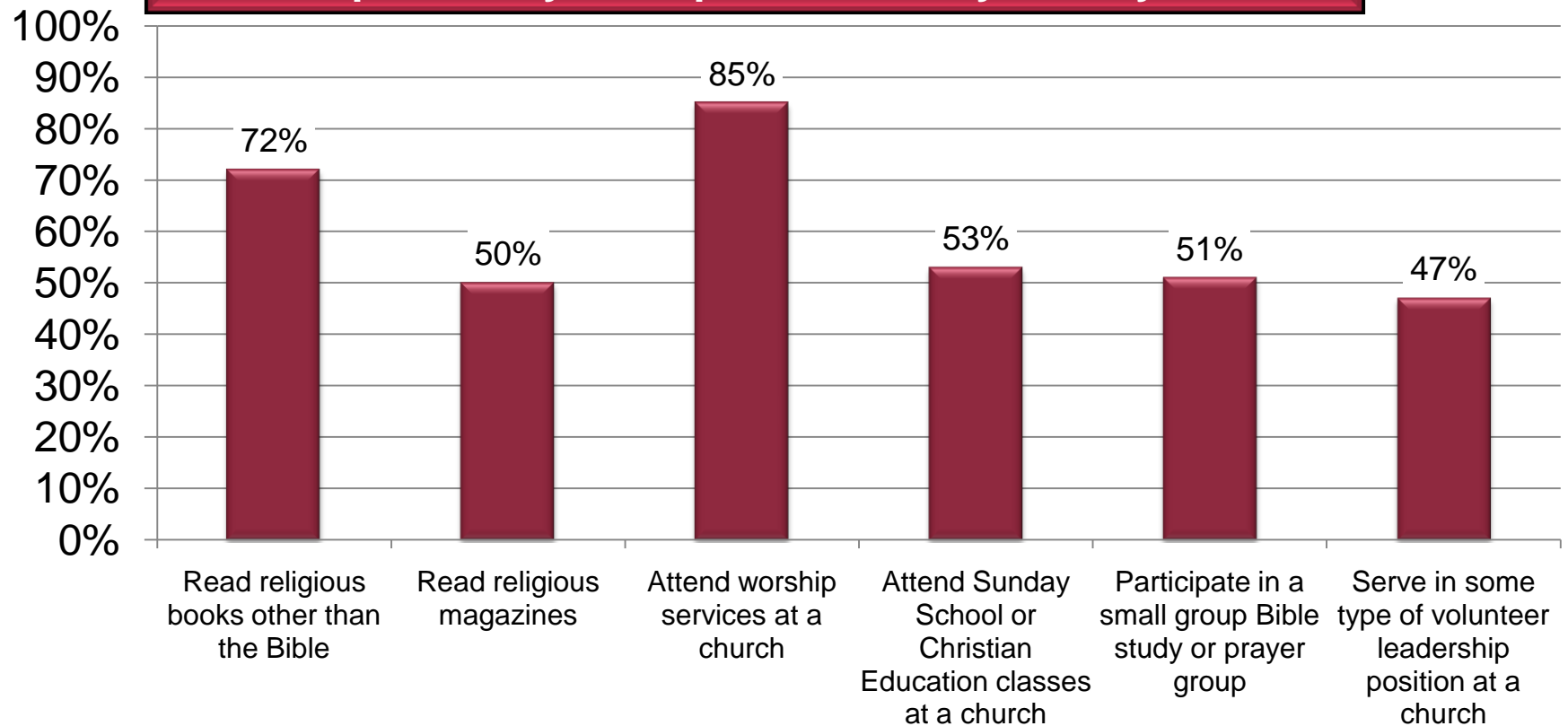
Frequency of Bible Reading

Among Americans who read the Bible in a typical month personally or as part of a family activity



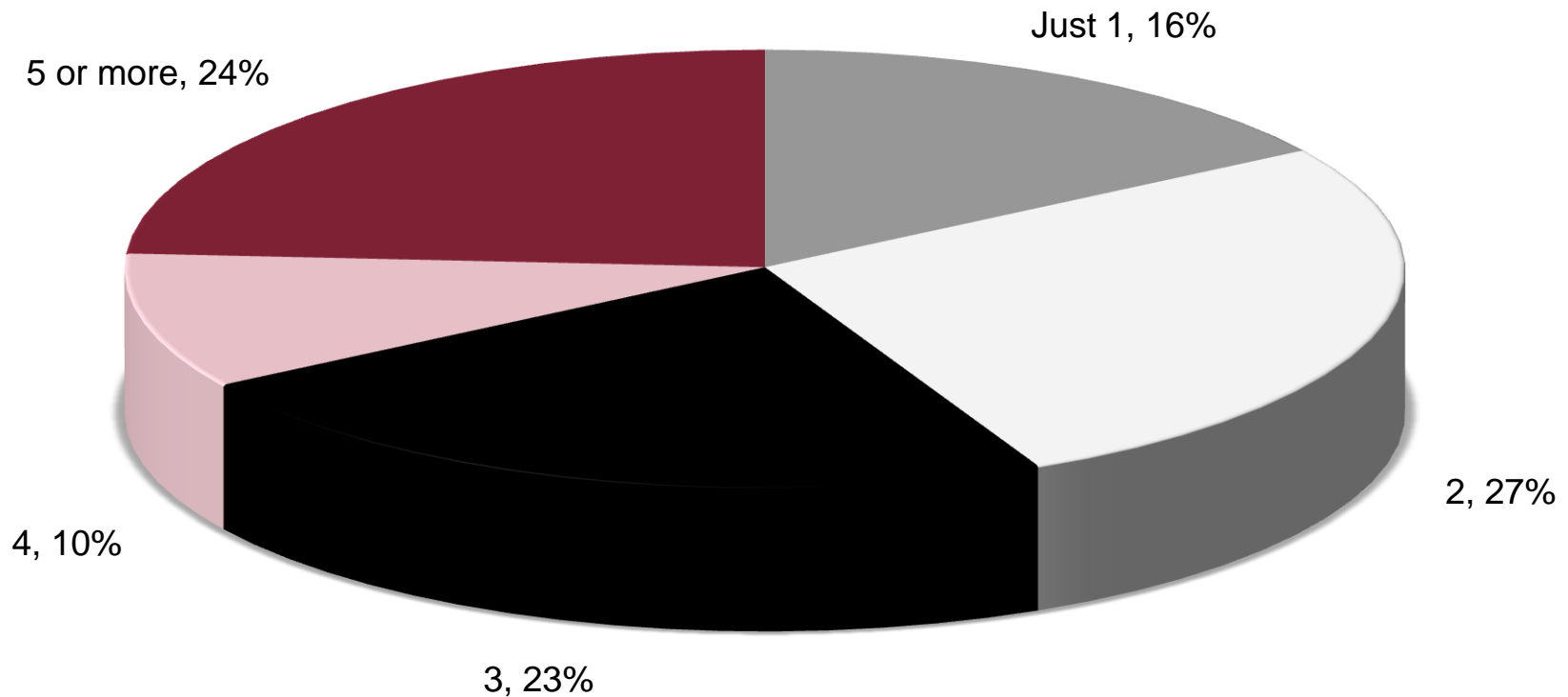
Other Religious Activities

Among Americans who read the Bible in a typical month personally or as part of a family activity



Number of Bibles Owned

Among Americans who read the Bible in a typical month personally or as part of a family activity

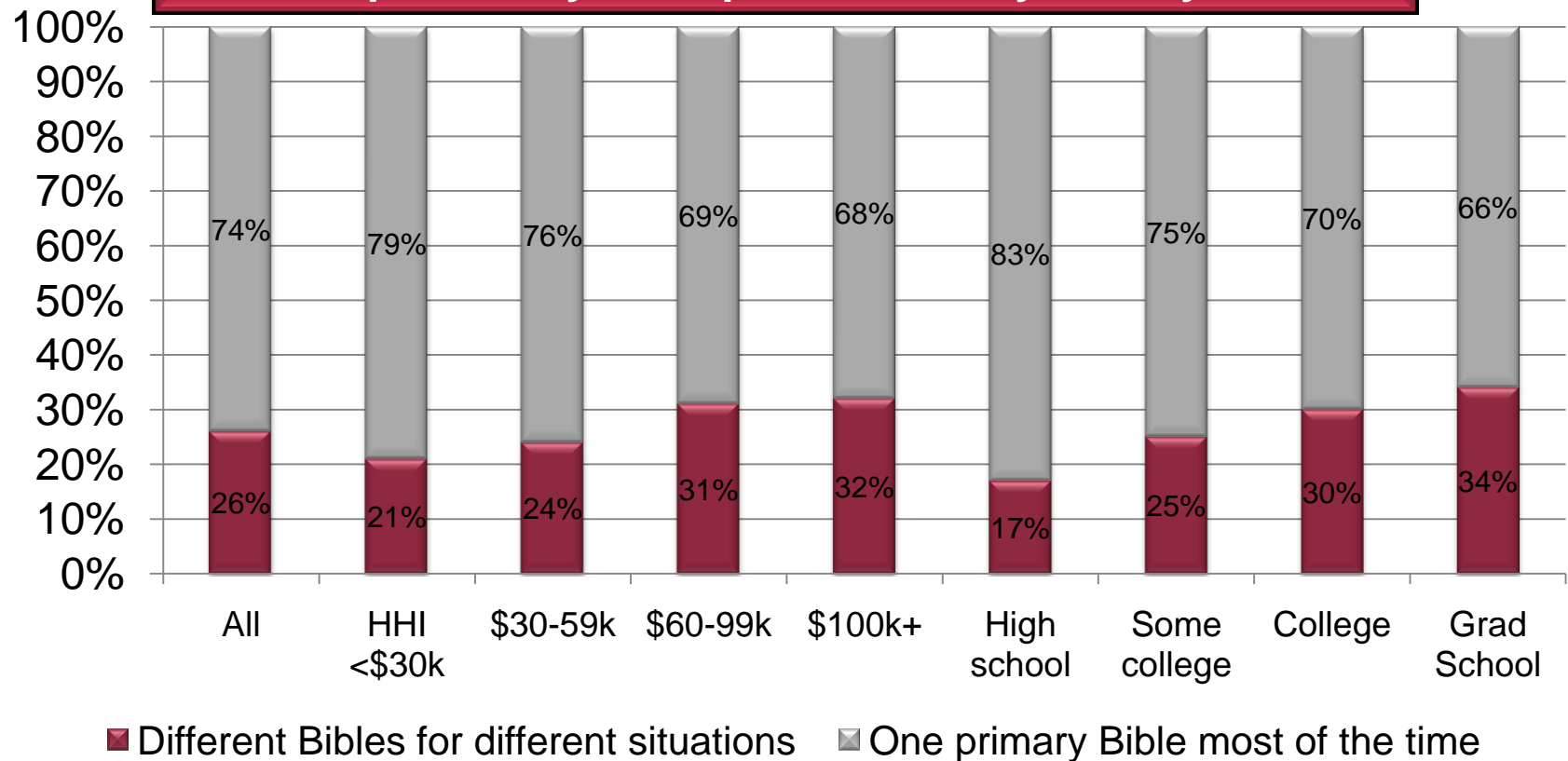


The average number of Bibles owned is 3.6, with a median of 3.0. Respondents reported up to 50 different Bibles owned.

Q. How many Bibles do you, personally, own?

Using Different Bibles

Among Americans who read the Bible in a typical month personally or as part of a family activity



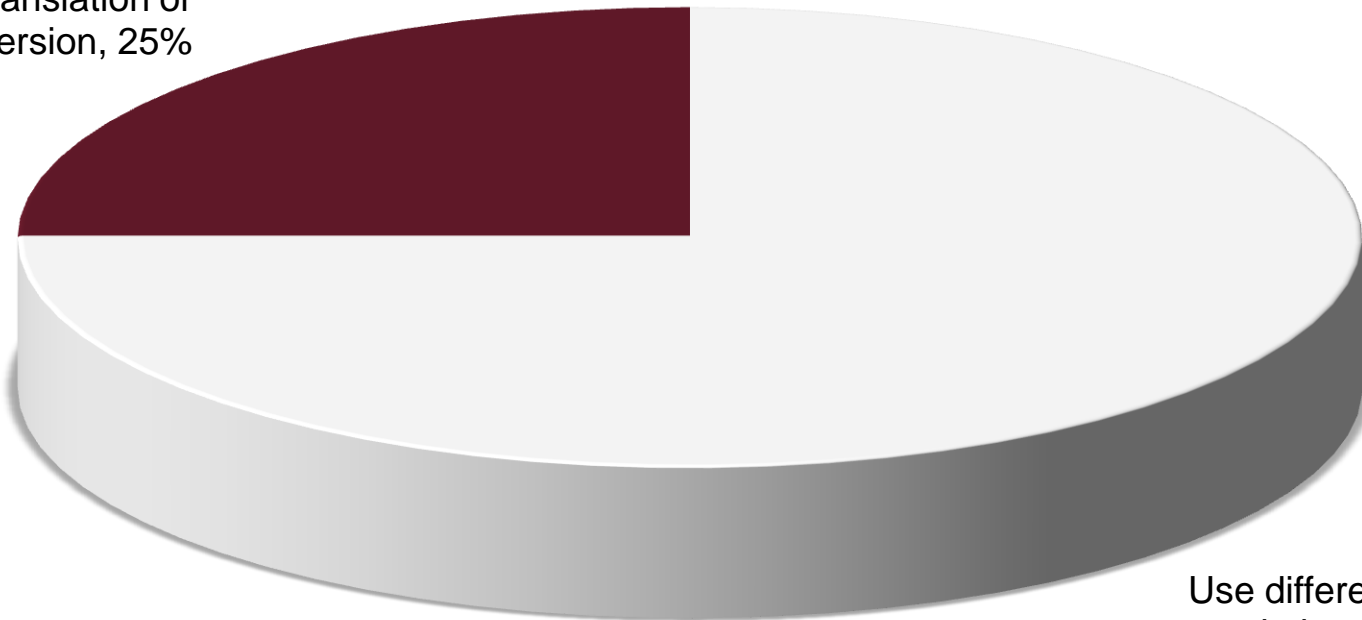
Q. Which of the following is true about your Bible use?

1. You tend to use different Bibles for different situations or different reasons
2. There's one primary Bible you use most of the time

Using Different Versions

Among Bible readers who use different Bibles
for different situations/reasons

All from same
translation or
version, 25%



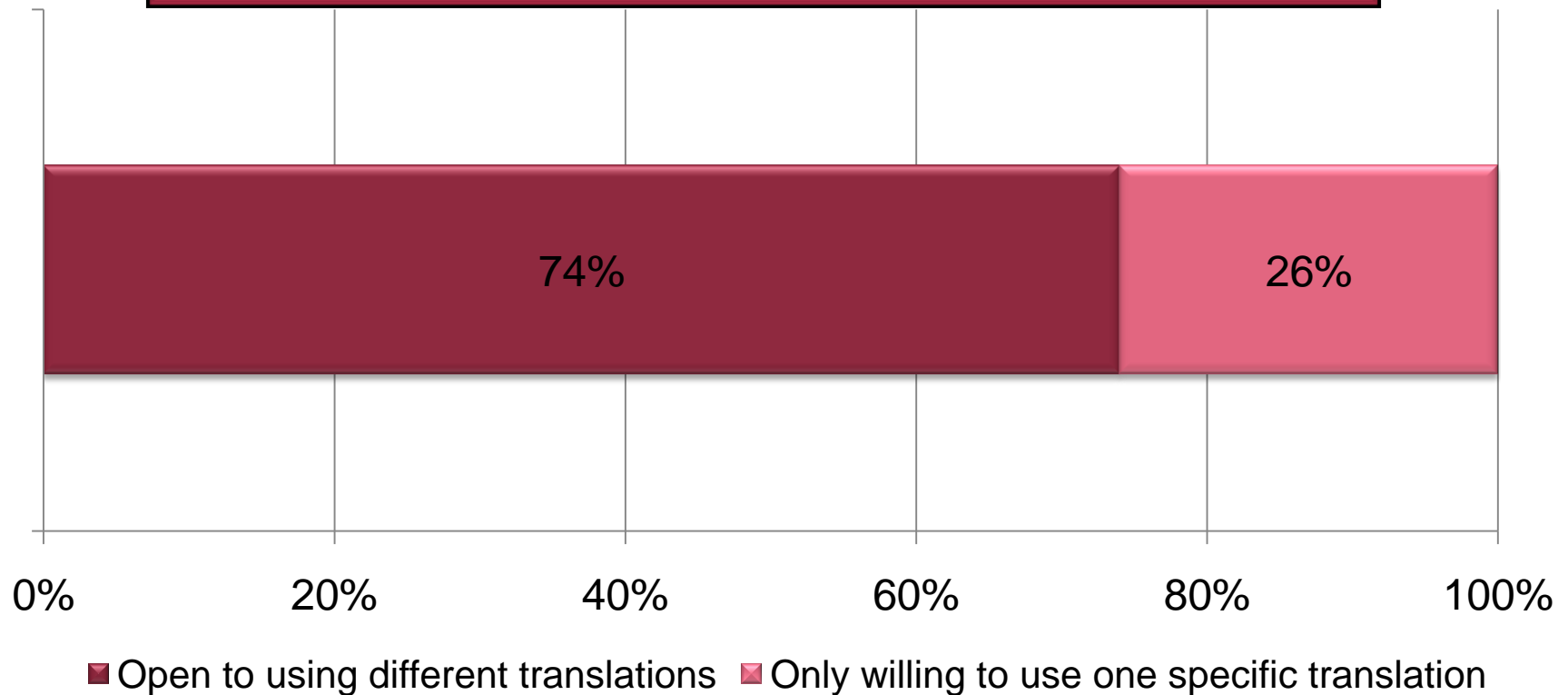
Use different
translations or
versions, 75%

Q. Which of the following is true about the different Bibles you use? (n = 524)

1. You use different translations or versions
2. You may use different Bibles, but they're all from the same translation or version

Bible Version Exclusivity

Among Americans who read the Bible in a typical month personally or as part of a family activity

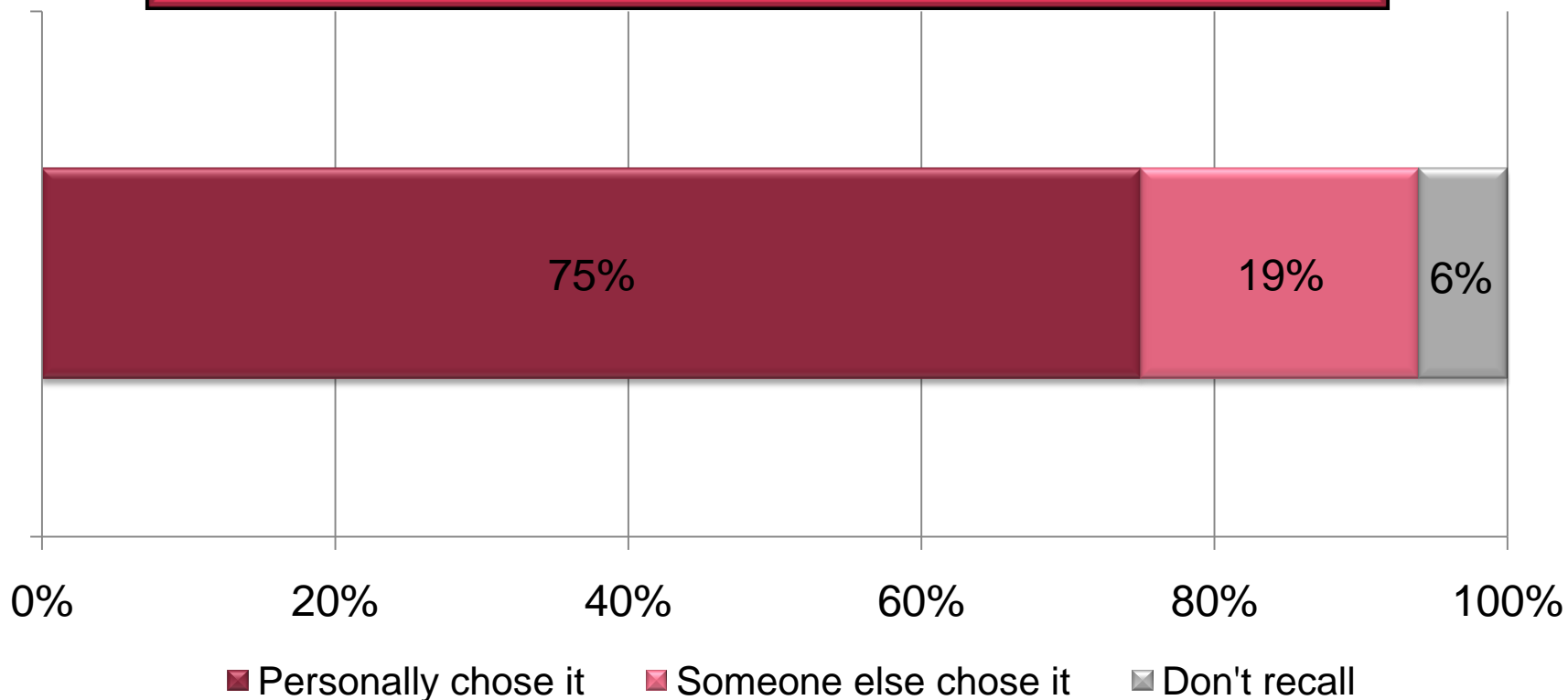


Q. Which of the following is true for you?

1. There is only one specific translation of the Bible you are willing to use
2. You are open to using different translations of the Bible

Who Chose the Version

Among Americans who read the Bible in a typical month personally or as part of a family activity

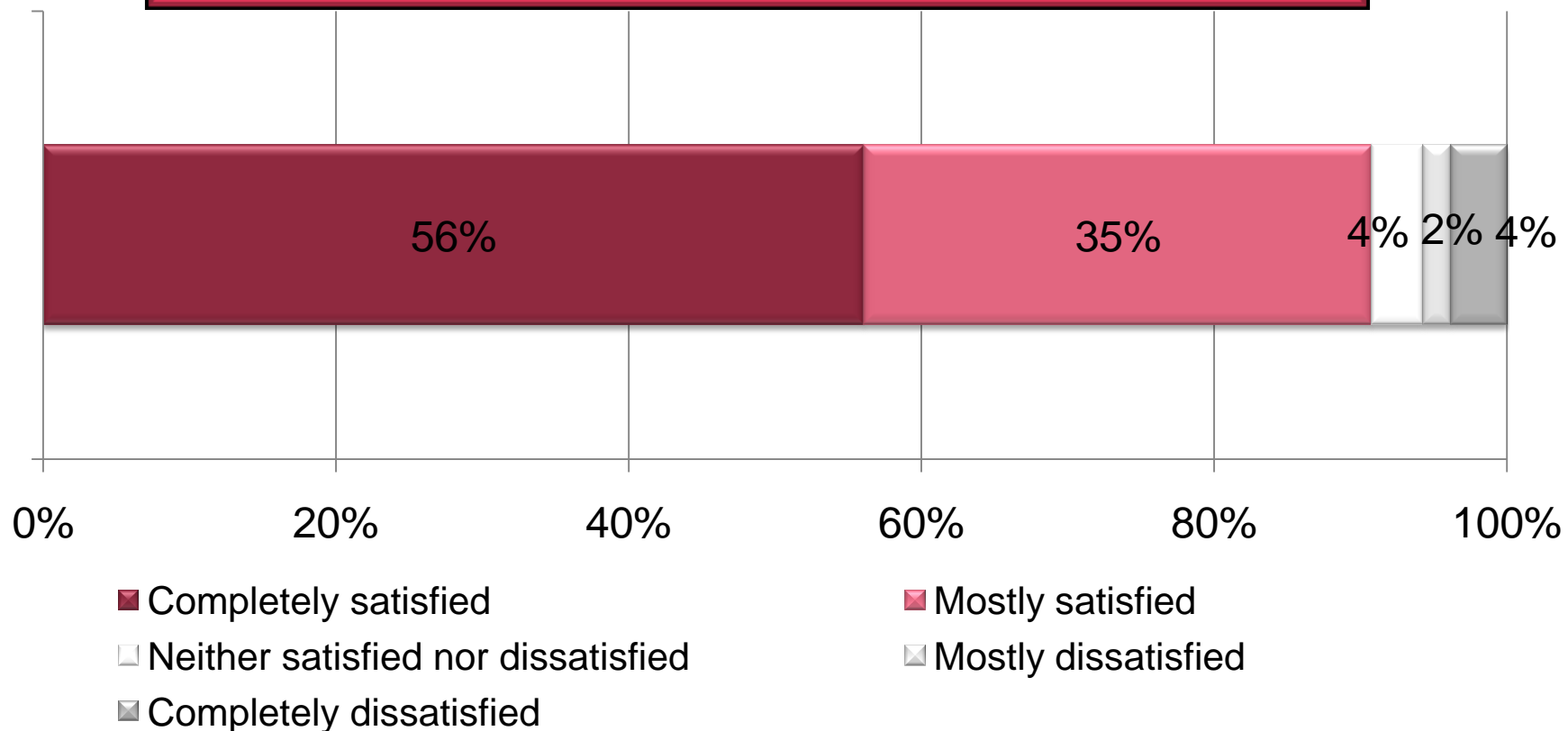


Q. Which of the following is true about the Bible you use most for your personal reading?

1. You personally chose the specific translation you are using
2. Someone else chose this translation for you (it was a gift, it was inherited, you relied on someone else to choose it for you, etc.)
3. You don't recall

Satisfaction with Primary Version

Among Americans who read the Bible in a typical month personally or as part of a family activity



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