

American Views of Spirituality

Survey of Over 2,000 American
Adults

Methodology

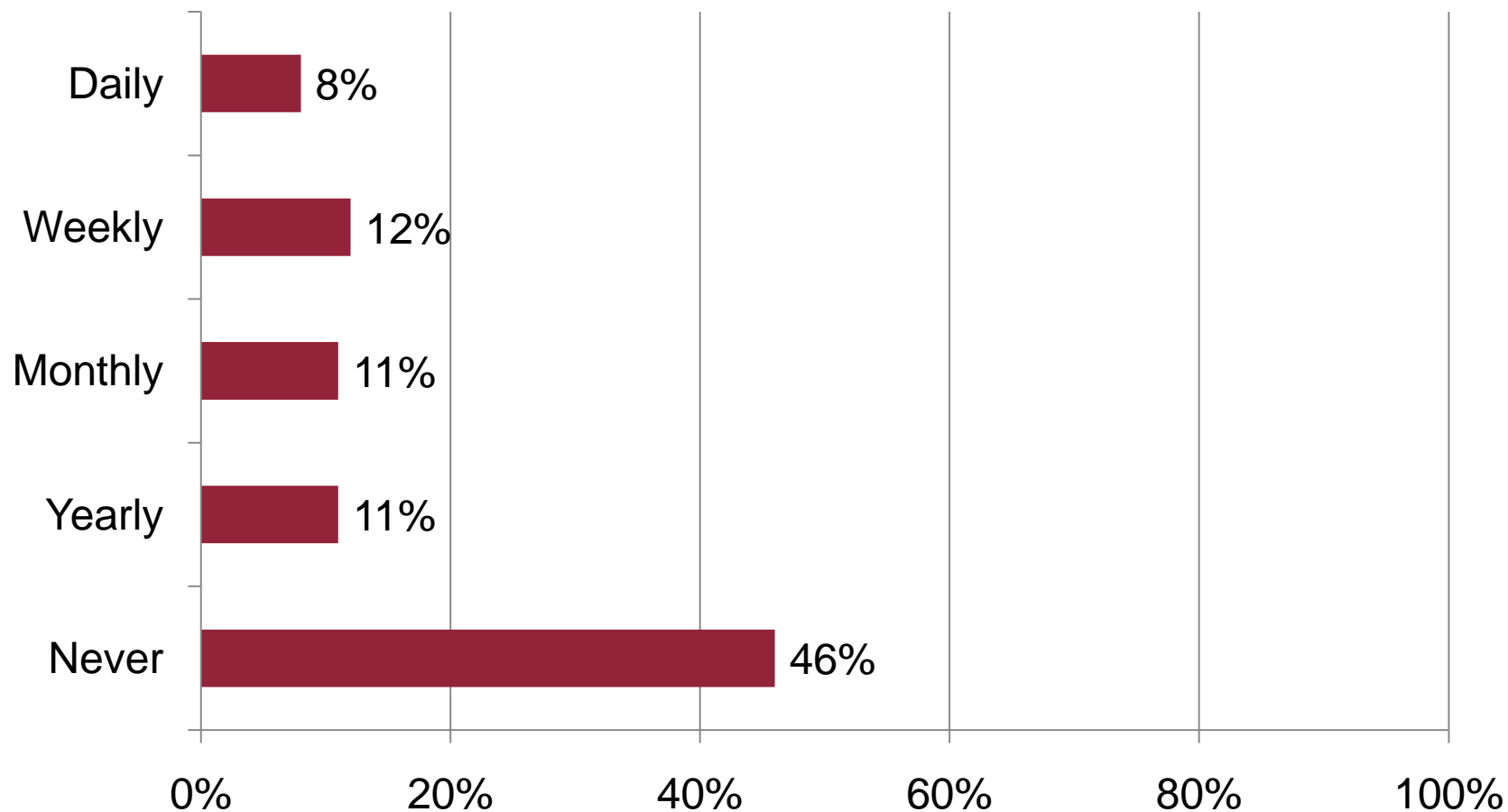
- ❑ The online survey of adult Americans was conducted September 23 – 26, 2011
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, party, age, race, religion, gender and education to more accurately reflect the population

Methodology Continued

- ❑ The completed sample is 2,144 online surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed +2.2%
- ❑ Margins of error are higher in sub-groups

Survey Responses

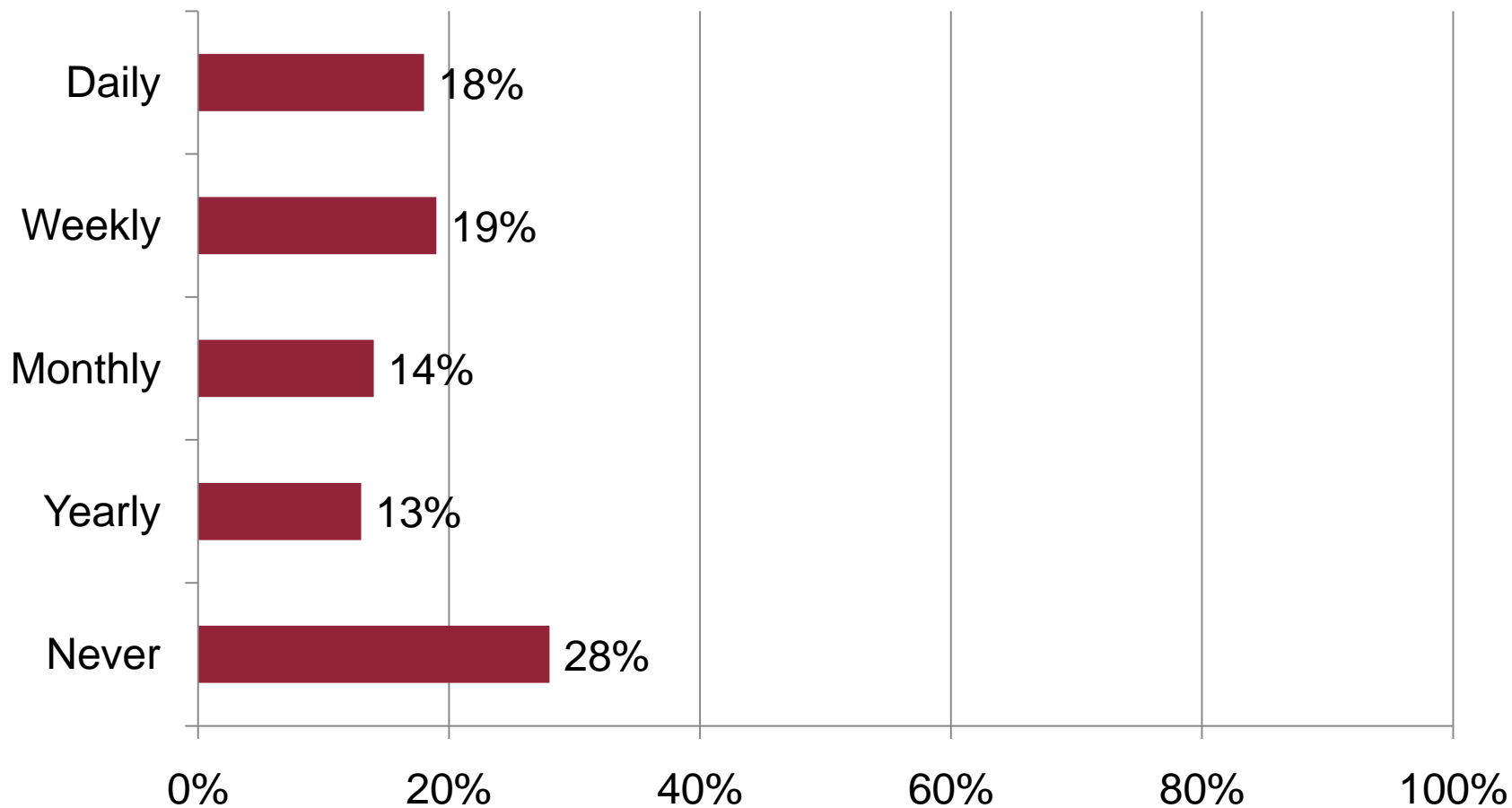
Nearly half of Americans never wonder about whether they will go to heaven.



12% Not sure

Q: "How often do you wonder: 'If I were to die today, do I know for sure that I would go to heaven?'"

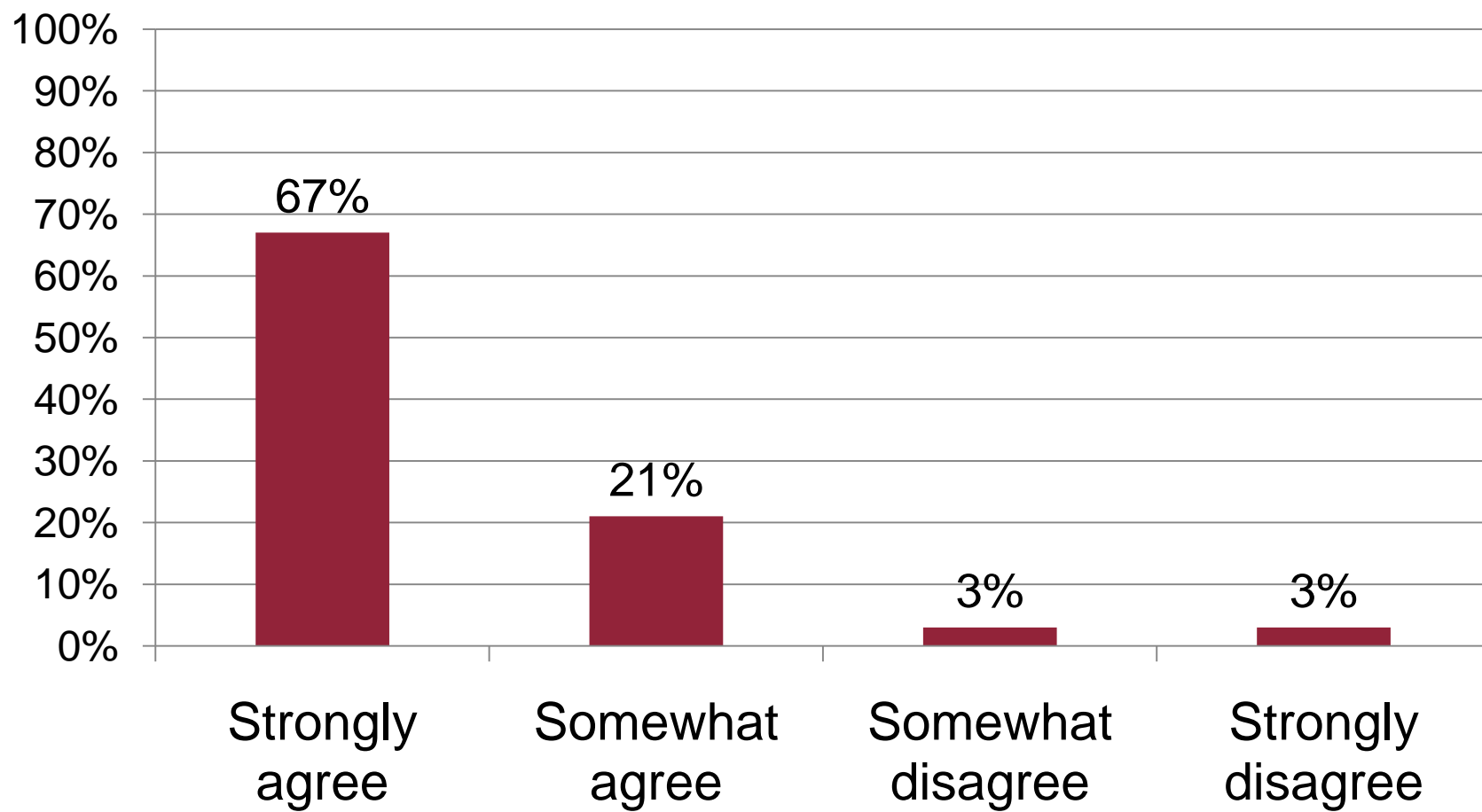
Over half of Americans wonder about finding more meaning in life at least monthly.



8% Not sure

Q: "How often do you wonder: 'How can I find more meaning and purpose in my life?'"

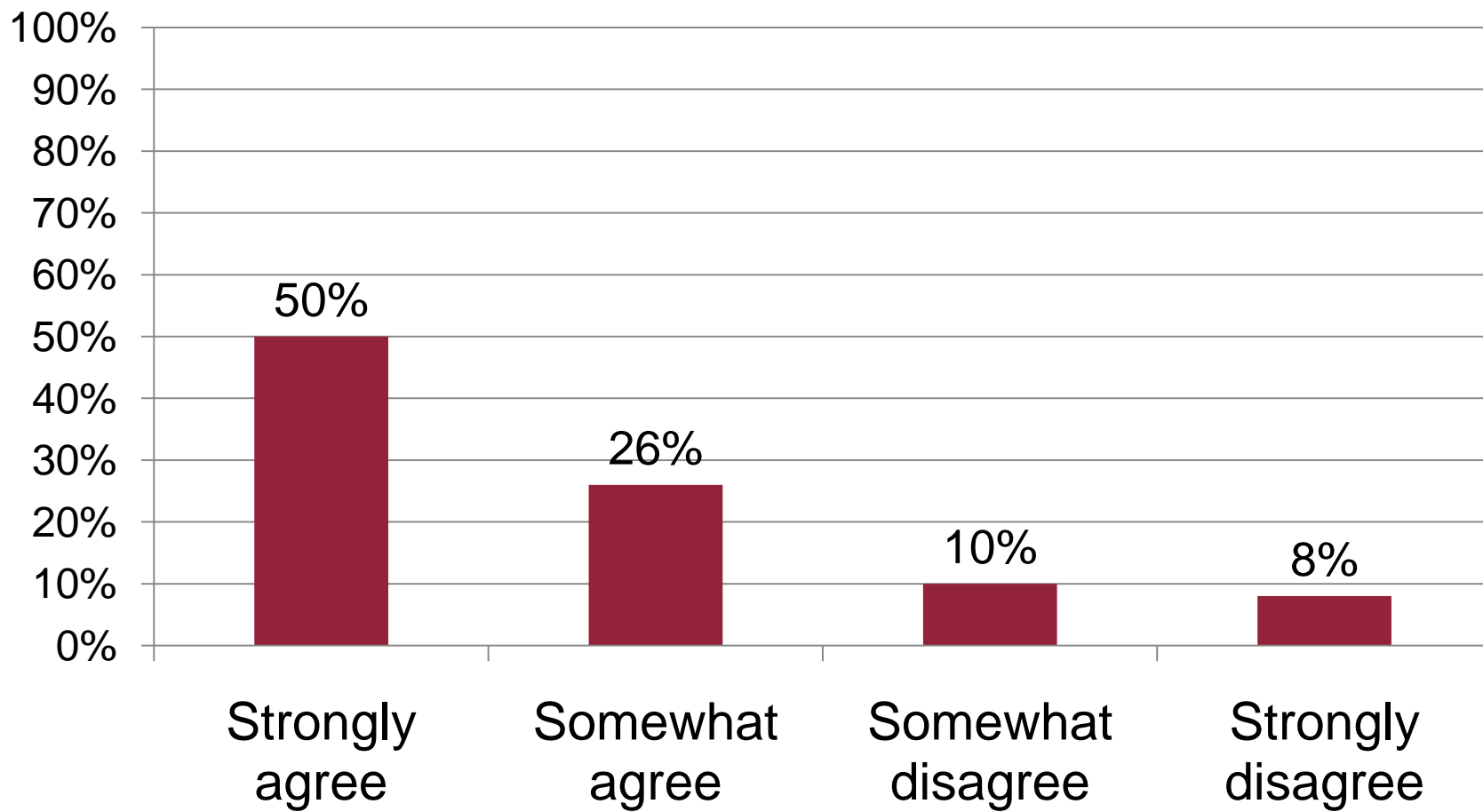
Two-thirds of Americans strongly agree there is more to life than the physical world.



5% Not sure

Q: "There is more to life than the physical world and society."

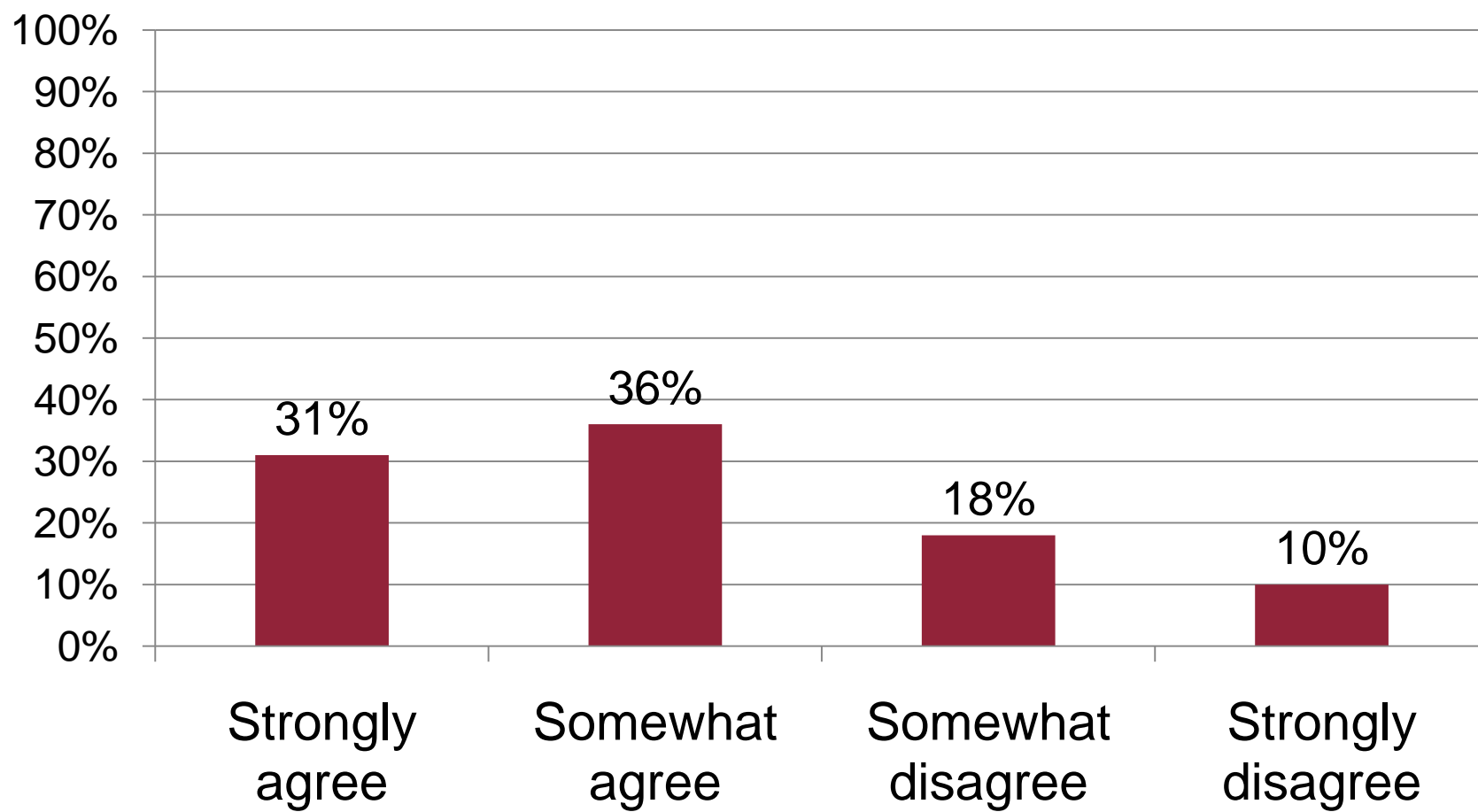
Around three in four Americans agree there is an ultimate purpose and plan for everyone.



7% Not sure

Q: "There is an ultimate purpose and plan for every person's life."

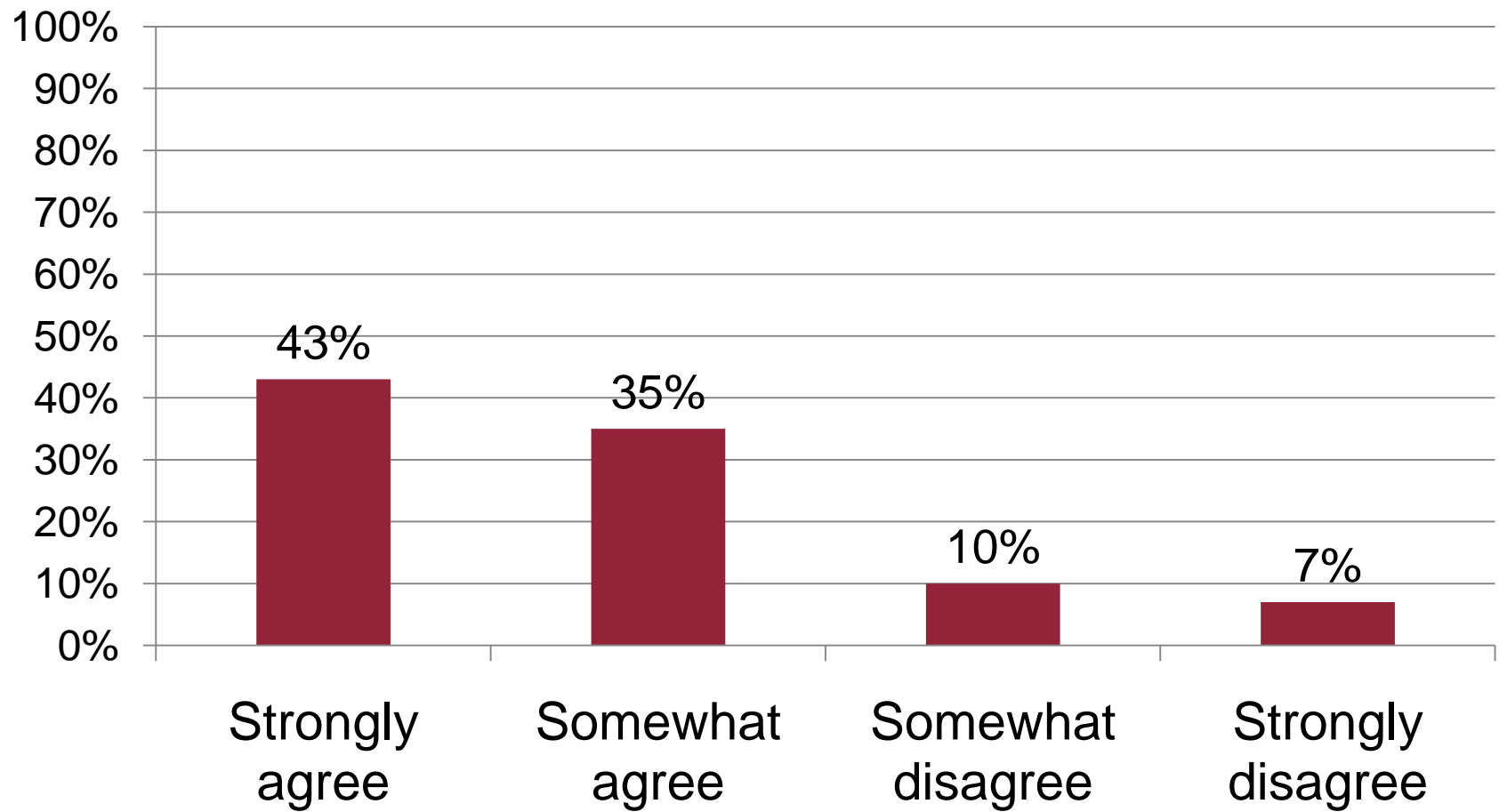
About two-thirds of Americans agree that finding a deeper purpose is a major priority in their life.



5% Not sure

Q: "A major priority in my life is finding my deeper purpose."

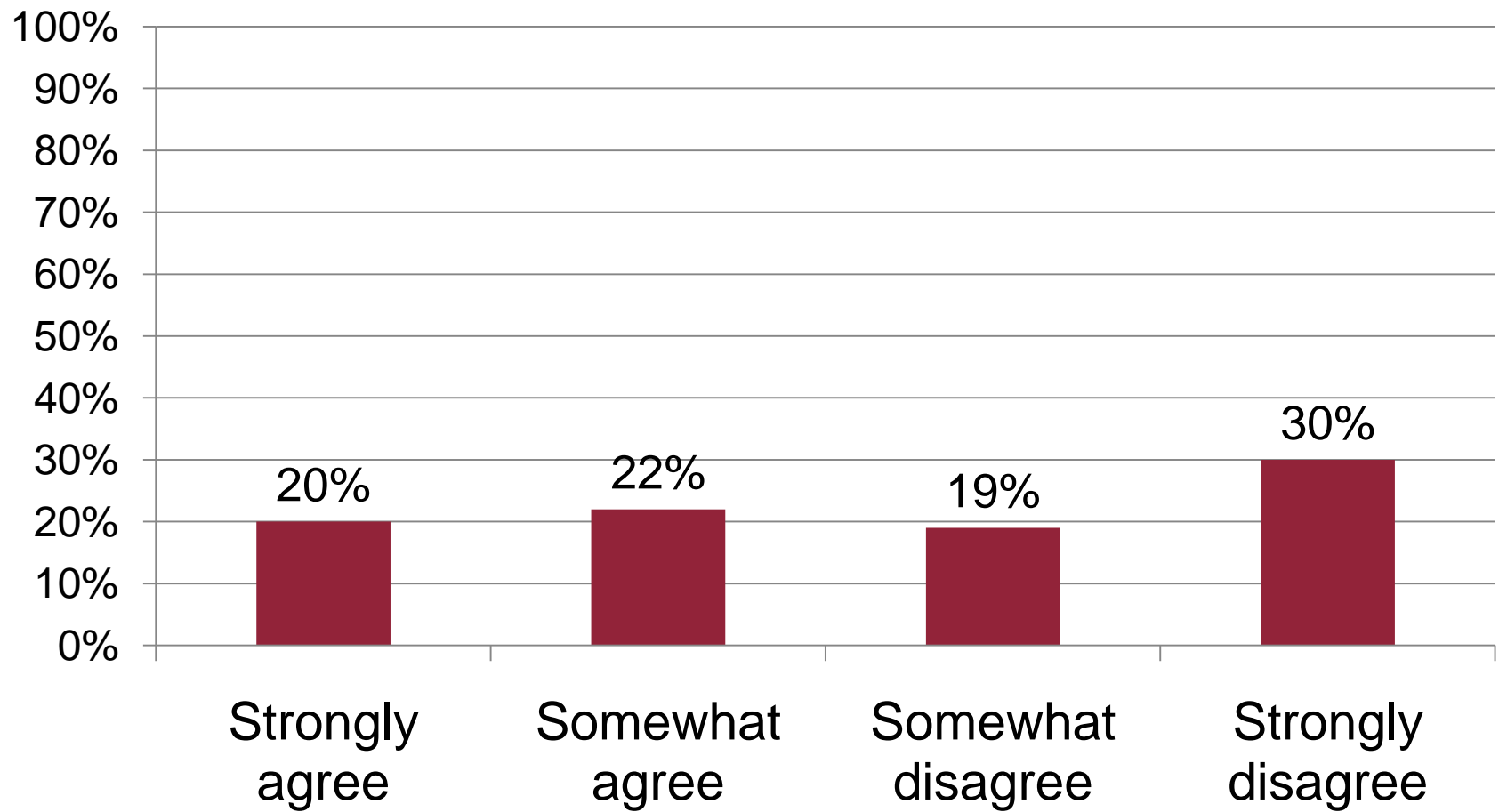
Almost eight in ten Americans agree that it is important to pursue a higher purpose and meaning in life.



5% Not sure

Q: "It is important that I pursue a higher purpose and meaning for my life."

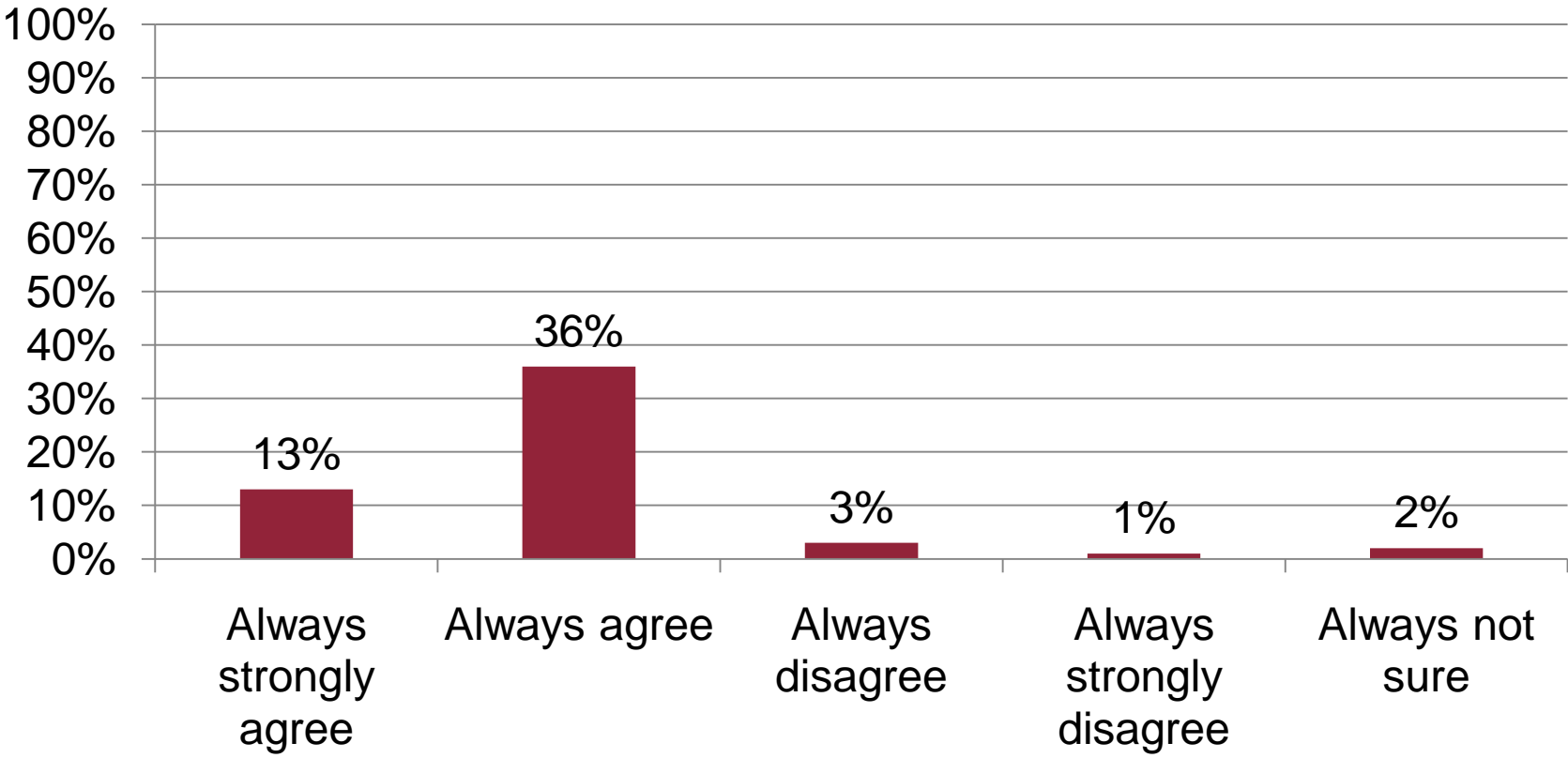
Less than half of Americans agree they think often about what they must do to have peace in the afterlife.



8% Not sure

Q: "I think often about what I must do to experience peace in the afterlife."

Over a third of Americans agreed with every statement and 13% strongly agreed with every statement.



- Q: "There is more to life than the physical world and society."
- Q: "There is an ultimate purpose and plan for every person's life."
- Q: "A major priority in my life is finding my deeper purpose."
- Q: "It is important that I pursue a higher purpose and meaning for my life."
- Q: "I think often about what I must do to experience peace in the afterlife."



Americans who never attend worship services have strong feelings across all of these questions.

- Americans who never attend worship services when compared to all other attendance groups are
 - The least likely to strongly agree with every statement – 1%
 - The least likely to agree with every statement – 9%
 - The most likely to disagree with every statement – 18%
 - The most likely to strongly disagree with every statement – 8%

“How often do you wonder: ‘If I were to die today, do I know for sure that I would go to heaven?’”

- Americans age 50-64 (11%) are the most likely to answer “Daily”.
- Americans age 18-29 (17%) are the most likely to answer “Monthly”.
- Younger Americans, 18-29 (15%) and 30-49 (13%), are more likely than older Americans, 50-64 (9%) and 65+ (5%), to answer “Yearly” with those age 65+ the least likely to answer “Yearly”.
- Older Americans age 65+ (54%) are the most likely to answer “Never” while Americans age 18-29 (36%) are the least likely.

“How often do you wonder: ‘If I were to die today, do I know for sure that I would go to heaven?’” continued

- Americans living in the Midwest (5%) are the least likely to respond “Daily”.
- Americans living in the Northeast (15%) and Midwest (14%) are more likely to answer “Monthly” than those in the South (8%) and West (7%).
- Americans living in the Northeast (18%) are the most likely to answer “Yearly” with those in the South (14%) more likely than the other regions.
- Americans in the South (50%) and West (52%) are more likely to answer “Never” compared to those living in the Northeast (31%) and Midwest (45%) with those in the Northeast the least likely.

“How often do you wonder: ‘If I were to die today, do I know for sure that I would go to heaven?’” continued

- Adult Americans with a college degree are
 - Less likely to answer “Daily” (6% to 10%)
 - Less likely to answer “Weekly” (8% to 14%)
 - More likely to answer “Monthly” (13% to 9%)
 - More likely to answer “Never” (49% to 44%)than adult Americans who do not have a college degree.
- Men are more likely to answer “Daily” (11% to 7%) and less likely to answer “Monthly” (9% to 13%) than women.

“How often do you wonder: ‘If I were to die today, do I know for sure that I would go to heaven?’” continued

- Americans who never attend a place of worship are the least likely to say “Daily” (3%) but most likely to say “Never” (68%). Americans who attend Weekly+ (57%) are the second most likely group to state “Never”.
- Americans who attend 1-2 times a month are the most likely to respond “Weekly” (25%) and least likely to respond “Never” (27%).
- Americans who attend only on Holidays (21%) are the most likely to “Monthly”.

“How often do you wonder: ‘How can I find more meaning and purpose in my life?’”

- Americans age 65+ are the least likely to respond “Weekly” (10%) and “Monthly” (8%) but the most likely to respond “Never” (42%).
- Americans age 18-29 (28%) are most likely to answer “Weekly”.
- Americans age 30-49 (17%) are most likely to answer “Yearly”.
- Younger Americans, 18-29 (22%) and 30-49 (23%), are less likely than older Americans, 50-64 (32%) and 65+ (42%), to respond “Never”.

“How often do you wonder: ‘How can I find more meaning and purpose in my life?’”

continued

- Americans in the Northeast (25%) are the most likely to respond “Daily” and the least likely to respond “Never” (17%).
- Americans in the Midwest (25%) are the most likely to respond “Weekly”.
- Americans in the Midwest (10%) and West (11%) are less likely to answer “Monthly” compared to those in the Northeast (19%) and South (16%).

“How often do you wonder: ‘How can I find more meaning and purpose in my life?’” continued

- Adult Americans with a college degree are
 - More likely to answer “Monthly” (16% to 13%)
 - More likely to answer “Yearly” (15% to 12%)
 - Less likely to answer “Never” (24% to 31%)than adult Americans who do not have a college degree.
- Women are more likely than men to answer “Monthly” (16% to 13%).
- African-Americans (30%) are the most likely to answer “Daily”.

“How often do you wonder: ‘How can I find more meaning and purpose in my life?’”

continued

- Americans who never attend a worship service are the least likely to say “Daily” (8%) and the most likely to say “Never” (50%). Those who attend Weekly+ are the second most likely to say “Never” (36%).
- Americans who attend services Weekly+ (3%) are the least likely to select “Monthly”.
- Americans who attend services Weekly (27%) are most likely to respond “Weekly”.
- Americans who attend services on Holidays (24%) are most likely to respond “Monthly”.

“How often do you wonder: ‘How can I find more meaning and purpose in my life?’”

continued

- Americans who live in the Suburbs are the least likely to respond “Weekly” (14%).
- Americans who live in a Small City (17%) or Suburbs (17%) are more likely to respond “Monthly” compared to those who live in a Large City (12%) or Rural area (10%).
- Americans who live in Rural areas (35%) are the most likely to respond “Never”.

“There is more to life than the physical world and society.”

- Americans in the Midwest (17%) are the least likely to somewhat agree.
- Men are more likely than women to somewhat agree (24% to 19%) and strongly disagree (5% to 2%).
- Americans with an income of \$25-35K are the most likely to strongly agree (79%) but least likely to somewhat agree (11%).
- Protestants are the most likely to strongly agree (78%).

“There is more to life than the physical world and society.” continued

- Attendance groups have different percentages for strongly agree.
 - Never 25%, Holidays 49%, Rarely 66%, 1-2/Mo 74%, Weekly 83%, Weekly+ 92%
- Americans who attend Weekly+ (8%) and Weekly (8%) are less likely to somewhat agree than all other attendance groups.
- Americans who never attend a worship service are the most likely to somewhat disagree (8%) and strongly disagree (19%).

“There is an ultimate purpose and plan for every person’s life.”

- Americans age 18-29 are the least likely to strongly agree (40%) and the most likely to somewhat disagree (17%).
- Americans living in the West (14%) are the most likely to somewhat disagree.
- Adult Americans with a college degree are
 - Less likely to somewhat agree (23% to 28%)
 - More likely to somewhat disagree (13% to 8%)
 - More likely to strongly disagree (9% to 7%)than adult Americans who do not have a college degree.

“There is an ultimate purpose and plan for every person’s life.” continued

- Men are less likely to strongly agree (46% to 54%) and more likely to strongly disagree (11% to 5%) than women.
- African-Americans are the least likely to somewhat disagree (1%).
- Americans with income of \$25-35K are the most likely to strongly agree (66%).

“There is an ultimate purpose and plan for every person’s life.” continued

- Attendance groups have different percentages for strongly agree.
 - Never 12%, Holidays 22%, 1-2/Mo 43% and Rarely 46%, Weekly 72%, Weekly+ 85%
- Americans who attend Weekly+ (12%) and Weekly (18%) are less likely to somewhat agree than all other attendance groups.
- Americans who attend 1-2 Month (19%), Holidays (21%), and Never (17%) are more likely to somewhat disagree compared to those who attend Weekly+ (1%), Weekly (2%), and Rarely (10%).
- Americans who never attend a worship service are the most likely to strongly disagree (33%).

“There is an ultimate purpose and plan for every person’s life.” continued

- Protestants (60%) are most likely to strongly agree with Catholics (47%) more likely to strongly agree than Jewish (15%) and Other/None (28%).
- Protestants (2%) and Catholics (3%) are less likely to strongly disagree compared to Jewish (23%) and Other/None (27%).

“A major priority in my life is finding my deeper purpose.”

- Americans age 18-29 are most likely to strongly agree (36%) and least likely to somewhat disagree (12%).
- Older Americans, 50-64 (12%) and 65+ (17%), are more likely to strongly disagree than younger Americans, 18-29 (7%) and 30-49 (6%).
- Americans without a college degree are more likely to somewhat disagree (19% to 15%).
- Women are more likely than men to somewhat agree (41% to 32%) but less likely to somewhat disagree (15% to 21%) and strongly disagree (8% to 12%).

“A major priority in my life is finding my deeper purpose.” continued

- Americans with income of \$75-100K are the least likely to strongly agree (18%) and most likely to somewhat agree (55%).
- Americans who attend Weekly+ (53%) or Weekly (39%) are more likely to strongly agree than those who attend 1-2/Mo (23%), Holidays (27%), Rarely (30%), and Never (8%). Note, those who attend Weekly+ are most likely while those who Never attend are least likely.
- Americans who attend 1-2/Mo are the most likely to somewhat agree (55%).
- Americans who never attend are the most likely to strongly disagree (30%).

“A major priority in my life is finding my deeper purpose.” continued

- Protestants (7%) and Catholics (8%) are less likely to strongly disagree than Jewish (19%) and Other/None (21%).

“It is important that I pursue a higher purpose and meaning for my life.”

- Americans age 18-29 (57%) are most likely to strongly agree and least likely to somewhat agree (25%).
- Americans age 65+ (31%) are least likely to strongly agree.
- Older Americans, 50-64 (8%) and 65+ (13%), are more likely to strongly disagree than younger Americans, 18-29 (3%) and 30-49 (5%). Those age 65+ are the most likely to strongly disagree.
- Americans with a college degree are more likely to strongly agree (48% to 40%) and less likely to somewhat disagree (9% to 12%) than those without a college degree.
- Men are more likely to somewhat disagree (13% to 9%) and strongly disagree (8% to 6%) compared to females.

“It is important that I pursue a higher purpose and meaning for my life.” continued

- Americans who attend Weekly+ (69%), Weekly (54%), and 1-2/Mo (51%) are more likely to strongly agree than those who attend Holidays (33%), Rarely (38%), and Never (12%). Note, those who attend Weekly+ are most likely while those who Never attend are least likely.
- Americans who attend Weekly+ (24%) are the least likely to somewhat agree.
- Americans who attend Weekly+ (3%), Weekly (6%), and 1-2/Mo (6%) are less likely to somewhat disagree than those who attend Holidays (13%), Rarely (15%), and Never (16%).
- Americans who never attend are the most likely to strongly disagree (27%).

“It is important that I pursue a higher purpose and meaning for my life.” continued

- Americans living in Suburbs are most likely to somewhat agree (41%).
- Americans living in Large (13%) and Small (13%) cities are more likely to somewhat disagree compared to those living in Suburbs (7%) and Rural (9%) areas.
- Catholics (5%) and Protestants (5%) are less likely to strongly disagree compared to Jewish (16%) and Other/None (16%).

“I think often about what I must do to experience peace in the afterlife.”

- Americans age 18-29 are the most likely to strongly agree (27%) and the least likely to strongly disagree (23%).
- Americans from the South are most likely to somewhat disagree (23%).
- Americans with a college degree are less likely to strongly agree than those without one (16% to 23%).

“I think often about what I must do to experience peace in the afterlife.” continued

- Americans who attend Weekly+ (37%) are most likely to strongly agree. Those who attend Never (2%) and Holidays (9%) are the least and second least likely to strongly agree.
- Americans who attend 1-2/Mo (34%) are the most likely to somewhat agree and those who Never (10%) attend are the least likely.
- Americans who attend on Holidays are the most likely to somewhat disagree (37%).
- Those who Never attend are the most likely to strongly disagree (63%).

“Born-again” responses differ from other groups

As part of the survey individuals were asked two questions in order to define themselves as “Born-again”.

- Which of the following best represents your religious affiliation?
 - Individuals were given a series of choices but only those selecting “Protestant/other non-denominational Christian” were asked the next question.
- Do you consider yourself to be a born-again, evangelical, or fundamentalist Christian?
 - Individuals were given the option of choosing “Yes”, “No”, or “Not Sure”.
- The three groups compared on the next slides are defined as follows
 - Born-again – Protestant/other non-denomination Christians answering “Yes” to considering themselves born-again.
 - Protestant Not Born-again – Protestant/other non-denomination Christians answering “No” to considering themselves born-again.
 - Not Protestant – Individuals selecting anything except Protestant/other non-denomination Christians in representing religious affiliation.

“Born Again” responses differ from other groups

How often do you wonder: “If I were to die today, do I know for sure that I would go to heaven?”

	Born-again	Protestant Not Born-again	Not Protestant
Daily	11%	6%	8%
Weekly	8%	16%	11%
Monthly	9%	12%	11%
Yearly	7%	16%	10%
Never*	58%	34%	47%
Not sure*	7%	16%	13%

* Indicates “Born Again” statistically different from other groups.

“Born Again” responses differ from other groups continued

How often do you wonder: “How can I find more meaning and purpose in my life?”

	Born-again	Protestant Not Born-again	Not Protestant
Daily	22%	16%	18%
Weekly	14%	26%	17%
Monthly*	9%	15%	16%
Yearly	15%	16%	10%
Never	32%	21%	30%
Not sure	7%	6%	10%

* Indicates “Born Again” statistically different from other groups.

“Born Again” responses differ from other groups continued

There is more to life than the physical world and society.

	Born-again	Protestant Not Born-again	Not Protestant
Strongly Agree*	92%	63%	57%
Somewhat Agree*	8%	29%	24%
Somewhat Disagree*	0%	2%	6%
Strongly Disagree	1%	2%	6%

There is an ultimate purpose and plan for every person’s life.

	Born-again	Protestant Not Born-again	Not Protestant
Strongly Agree*	83%	41%	38%
Somewhat Agree*	13%	41%	24%
Somewhat Disagree*	2%	9%	14%
Strongly Disagree*	0%	4%	13%

* Indicates “Born Again” statistically different from other groups.

“Born Again” responses differ from other groups continued

A major priority in my life is finding my deeper purpose.

	Born-again	Protestant Not Born-again	Not Protestant
Strongly Agree*	46%	23%	27%
Somewhat Agree	38%	38%	35%
Somewhat Disagree*	11%	25%	17%
Strongly Disagree*	3%	11%	13%

It is important that I pursue a higher purpose and meaning for my life.

	Born-again	Protestant Not Born-again	Not Protestant
Strongly Agree*	60%	36%	39%
Somewhat Agree	31%	42%	33%
Somewhat Disagree*	6%	12%	12%
Strongly Disagree*	1%	8%	9%

* Indicates “Born Again” statistically different from other groups.

“Born Again” responses differ from other groups continued

I think often about what I must do to experience peace in the afterlife.

	Born-again	Protestant Not Born-again	Not Protestant
Strongly Agree*	27%	14%	20%
Somewhat Agree	24%	22%	21%
Somewhat Disagree	17%	29%	16%
Strongly Disagree	29%	26%	33%

* Indicates “Born Again” statistically different from other groups.

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