

American Views on Honor and Shame

Representative Survey of 1,000
Americans

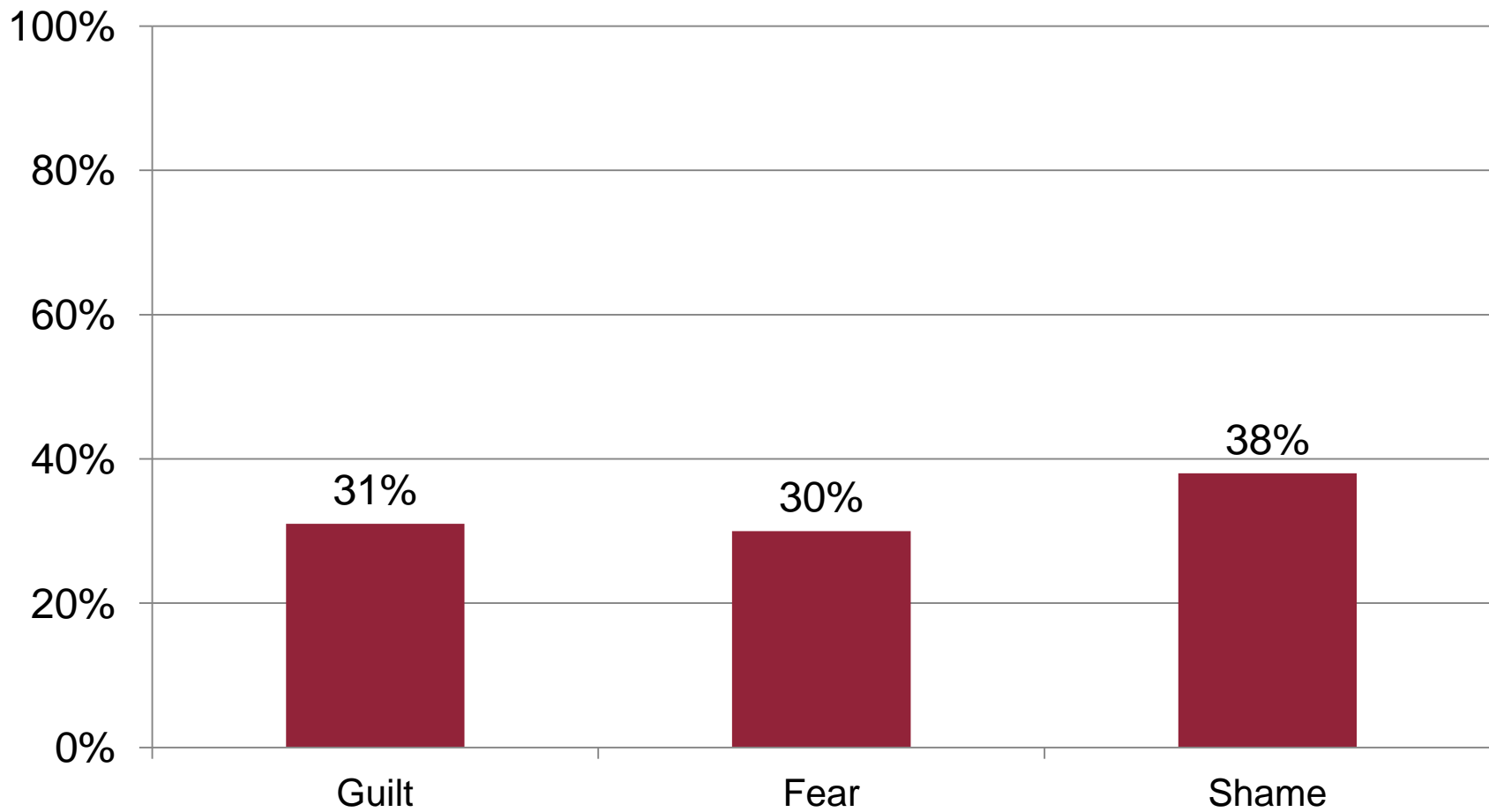
Methodology

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.

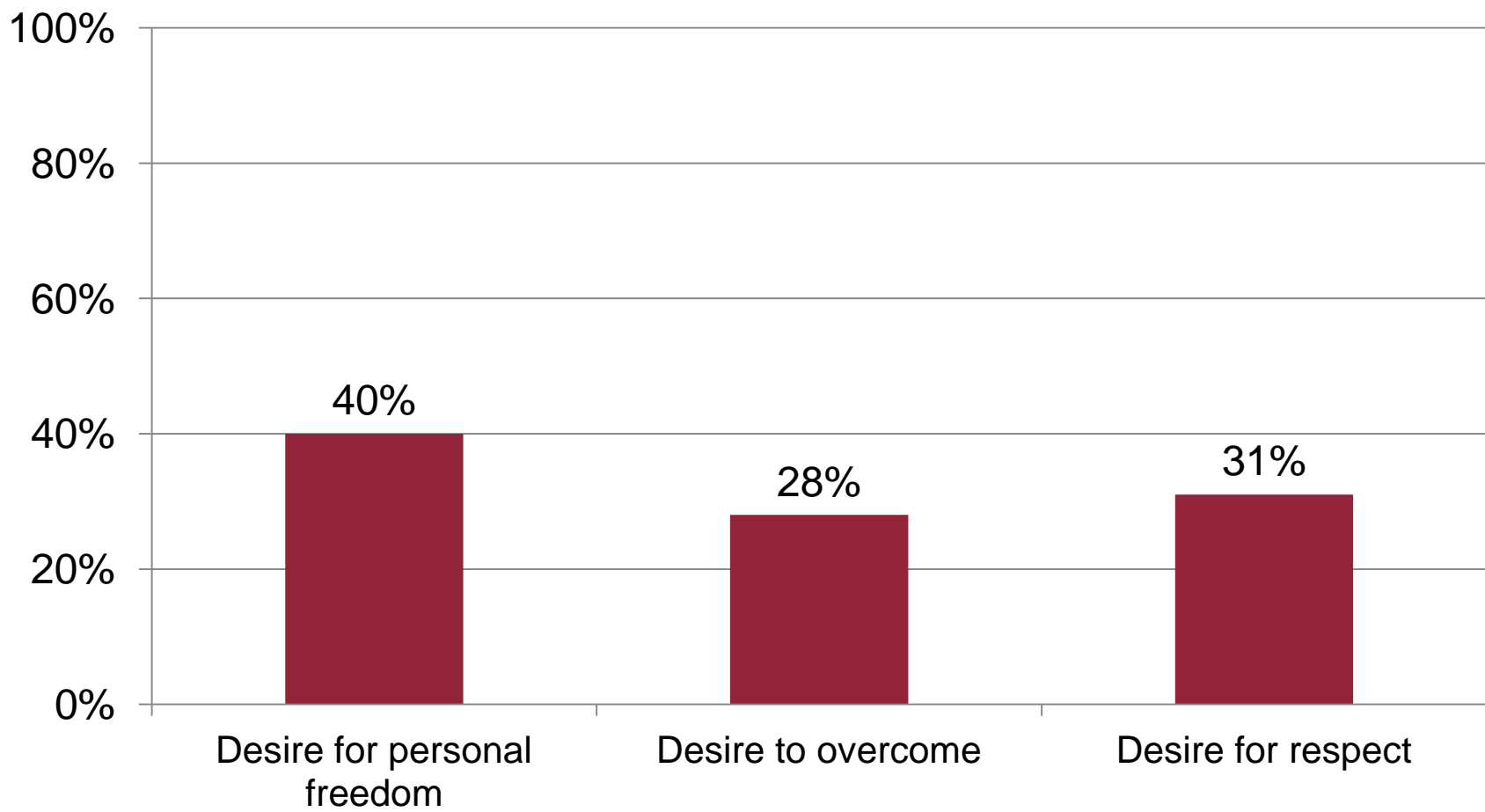
Sample stratification and weights were used for gender, age, race/ethnicity, region, metro/non-metro, education, and income to reflect the most recent US Census data. The completed sample is 1,000 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus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

Survey Responses

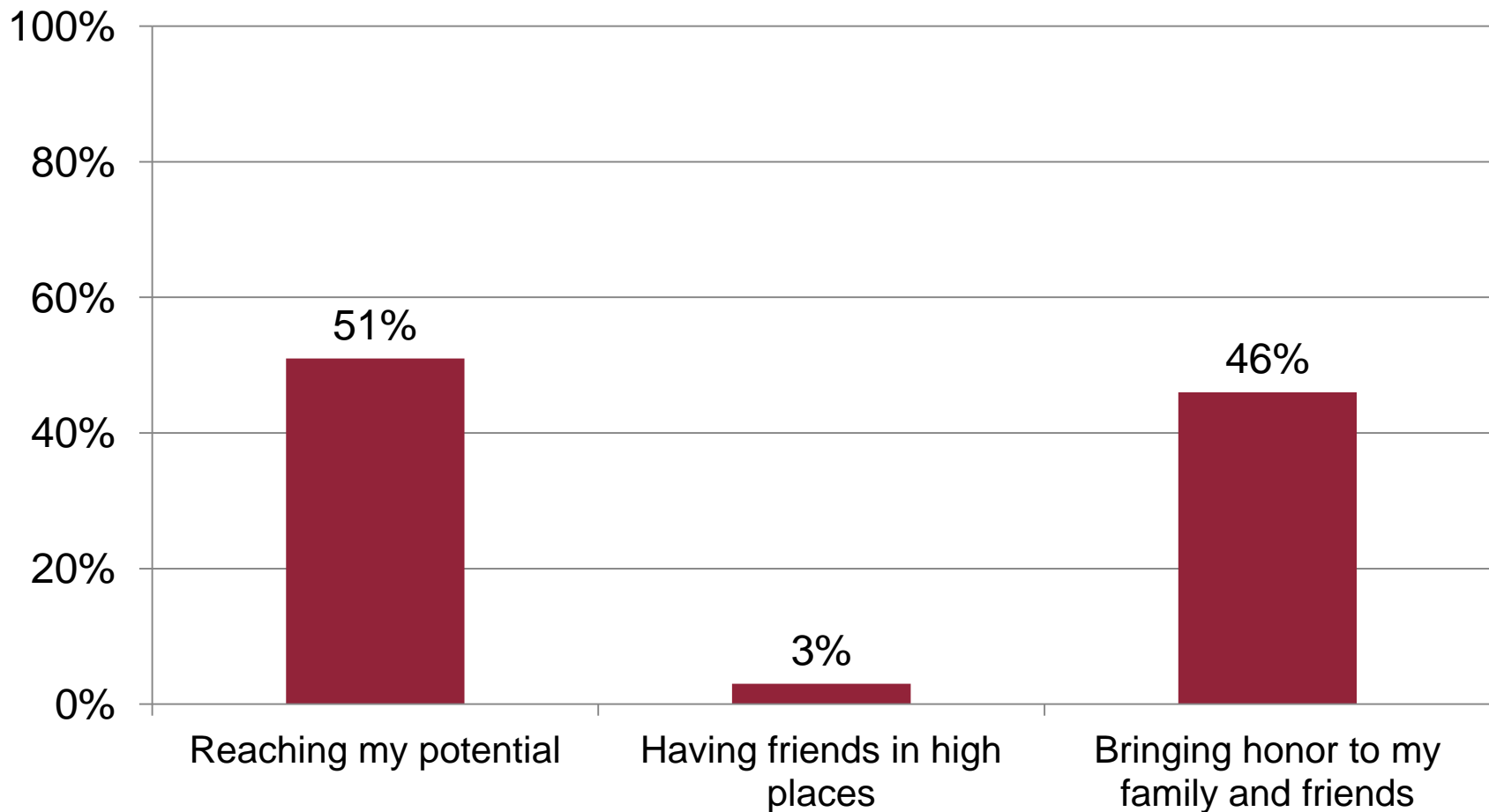
38% say they seek to avoid shame the most, followed by guilt (31%) and fear (30%)



4 out of 10 say that the desire for personal freedom is the strongest desire in their life



Just over half say they value reaching their potential the most



QB04: "Which of these directions do you value the most?"

Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Religious Preference
Denomination
Evangelical Beliefs
Religious Service Attendance

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	Attending at least once a month
Other Religions	Protestant Christian	No	Attending less than once a month
No religion			

*includes Catholic, Protestant, Nondenominational, and Orthodox

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

“Which of these feelings do you seek to avoid the most?”

- Those age 25-34 (37%) are more likely to select “Guilt” than those 55-64 (27%) and 65+ (26%)
- Those age 55-64 (37%) and 65+ (38%) are more likely to select “Fear” than those 35-44 (22%) and 45-54 (23%)
- Those age 35-44 (44%) and 45-54 (44%) are more likely to select “Shame” than those 25-34 (33%)
- Black, Non-Hispanics (43%) are more likely to select “Fear” than White, Non-Hispanics (28%) and Other Ethnicities (28%)
- Black, Non-Hispanics are the least likely ethnic group to select “Shame”
- Those with a Bachelor’s degree (38%) are more likely to select “Guilt” than those who are high school graduates or less (28%)
- Those who are high school graduates or less are the most likely education category to select “fear” (38%)
- Those with some college (42%) or a graduate degree (44%) are more likely to select “Shame” than those who are high school graduates or less
- Nonreligious (35%) are more likely to select “Guilt” than Other Religions (20%)
- Other Religions (48%) are more likely to select “Shame” than Nonreligious (33%)

“Which of these desires is the strongest in your life?”

- Males (44%) are more likely to select “Desire for personal freedom” than females (37%)
- Those age 18-24 (51%) are more likely to select “Desire for personal freedom” than those 25-34 (35%) and 45-54 (33%)
- Those age 25-34 (33%), 35-44 (33%), and 45-54 (35%) are more likely to “Desire to overcome” select than those 55-64 (21%) and 65+ (22%)
- White, Non-Hispanics (42%) are more likely to select “Desire for personal freedom” than Black, Non-Hispanics (31%)
- Hispanics (37%) are more likely to select “Desire to overcome” than White, Non-Hispanics (25%)
- White, Non-Hispanics (33%) and Black, Non-Hispanics (36%) are more likely to select “Desire for respect” than Other Ethnicities (22%)
- Nonreligious (50%) are more likely to select “Desire for personal freedom” than Christians (38%)
- Other Religions (40%) are more likely to select “Desire to overcome” than Christians (27%)
- Christians (35%) are more likely to select “Desire for respect” than Other Religions (22%) and Nonreligious (21%)

“Which of these desires is the strongest in your life?” (continued)

- Those with Evangelical Beliefs (32%) are less likely to select “Desire for personal freedom” than those without Evangelical Beliefs (42%)
- Those who attend a religious service once a month or more (36%) are less likely to select “Desire for personal freedom” than those who attend a religious service less than once a month (44%)
- Those who attend a religious service once a month or more (37%) are more likely to select “Desire for respect” than those who attend a religious service less than once a month (27%)

“Which of these directions do you value the most?”

- Those age 18-24 (69%), 25-34 (55%), and 45-54 (59%) are more likely to select “Reaching my potential” than those 55-64 (44%) and 65+ (43%)
- Those age 18-24 are the least likely age group to select “Bringing honor to my family and friends” (26%)
- Black, Non-Hispanics (60%) are more likely to select “Reaching my potential” than White, Non-Hispanics (49%)
- White, Non-Hispanics (50%) are more likely to select “Bringing honor to my family and friends” than Black, Non-Hispanics (33%)
- Those with some college (55%) or a graduate degree (57%) are more likely to select “Reaching my potential” than those who are high school graduates or less (47%)
- Nonreligious (63%) are more likely to select “Reaching my potential” than Christians (46%)
- Christians (52%) are more likely to select “Bringing honor to my family and friends” than Nonreligious (33%)

“Which of these directions do you value the most?”

- Those with Evangelical Beliefs (42%) are less likely to select “Reaching my potential” than those without Evangelical Beliefs (53%)
- Those with Evangelical Beliefs (54%) are more likely to select “Bringing honor to my family and friends” than those without Evangelical Beliefs (44%)
- Those who attend a religious service once a month or more (42%) are less likely to select “Reaching my potential” than those who attend a religious service less than once a month (55%)
- Those who attend a religious service once a month or more (56%) are more likely to select “Bringing honor to my family and friends” than those who attend a religious service less than once a month (42%)

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