



American Bible Society

THE STATE OF THE BIBLE 2012

Analysis and Data Tables

Research commissioned by:

American Bible Society

New York, New York

Research conducted by:

Barna Group

Ventura, California

Barna Group

Examine. Illuminate. Transform.

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INTRODUCTION

This report contains the findings from a nationwide study commissioned by American Bible Society and conducted by Barna Research (a division of the Barna Group). Two research methodologies were used for the study; one included 1,016 telephone interviews with adults in the continental U.S., while the other consisted of online surveys conducted using a nationally representative panel.

All questions were asked in the telephone survey while a set of core questions were included online. The use of two methodologies provided a larger sample size for key questions and ensured even greater representation among all age groups. The telephone interviews were conducted February 24 through March 5, 2012, included U.S. adults 18 years of age or older. The online surveys were conducted between March 14 and March 21, 2012.

TABLE 1.1: SACRED LITERATURE

Question: To start with, what books, if any, do you consider sacred literature or holy books? (MULTIPLE RESPONSE)

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
the Bible	82%	74%↓	80%	88%↑	83%
the Koran	10	14	9	10	8
Torah	6	8	3↓	7	5
Book of Mormon	5	9	4	6	4
other	3	2	3	2	3
none	11	14	11	8↓	11
not sure	3	4	3	2	3
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

	2011	2012
the Bible	86%	82%
the Koran	10	10
Torah	4	6
Book of Mormon	4	5
other	3	3
none	7	11
not sure	3	3
<i>n=</i>	1,011	1,020

TABLE 1.2: BELIEFS ABOUT THE BIBLE

Question: I would like to read some statements about sacred literature and would like to know whether you agree or disagree with each statement?

top box response (agree strongly)	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
the Bible contains everything a person needs to know to live a meaningful life	48%	34%↓	44%	54%↑	62%↑
	<i>n</i> = 1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

top two box response (agree strongly or somewhat)	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
the Bible contains everything a person needs to know to live a meaningful life	68%	61%	62%	75%	75%
	<i>n</i> = 1,020	208	329	316	159

	2011	2012
the Bible contains everything a person needs to know to live a meaningful life		
agree strongly	53%	48%
agree somewhat	22	21
disagree somewhat	11	15
disagree strongly	12	12
not sure	2	5
	<i>n</i> = 1,011	1,020

TABLE 1.3
THE ROLE OF THE BIBLE IN U.S. SOCIETY

Question: Some people believe that the Bible should have a greater role in U.S. society today, while others believe that the Bible should have less influence. Do you think the Bible has too much, too little, or just the right amount of influence in U.S. society today?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
too little influence	47%	37%↓	47%	51%	54%↑
just right	29	33	29	29	26
too much influence	16	25↑	17	14	10↓
not sure	7	5	7	7	10
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

	2011	2012
too much influence	13%	16%
too little influence	54	47
just right	28	29
not sure	5	7
<i>n=</i>	1,011	1,020

TABLE 1.4: NUMBER OF BIBLES PER HOUSEHOLD

Question: How many Bibles, in total, does your household own?

% own a Bible (without don't know)	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
two to three	35%	33%	36%	34%	35%
four to five	26	22	28	28	21
six or more	22	21	17	23	28
one	18	24	19	15	16
<i>mean</i>	4.3	3.8	3.8	5.0	4.7
<i>median</i>	3.3	3.1	3.2	3.6	3.5
<i>n=</i>	875	169	265	292	144

% own a Bible (without don't know)	2011	2012
<i>mean</i>	4.5	4.3
<i>median</i>	3.4	3.3
<i>n=</i>	901	875

TABLE 1.5: BIBLE PURCHASES

Question: Did you purchase a Bible in 2011?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
yes	14%	13%	15%	15%	11%
no	86	87	84	85	89
	<i>n=</i> 1,020	208	329	316	159

TABLE 1.6: TRANSLATIONS PURCHASED

Question: Which Bible versions or translations did you purchase? (MULTIPLE RESPONSE)

% purchased a Bible in 2011	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
King James Version	36%	41%	41%	28%	NA
New King James Version	19	30	18	19	NA
New International Version	15	6	16	19	NA
English Standard Version	6	6	7	5	NA
New Living Translation	6	20	2	4	NA
New American Standard Bible	4	10	2	6	NA
Amplified Bible	3	0	6	2	NA
Contemporary English Version	2	5	2	0	NA
Good News Translation	2	0	3	2	NA
New International Reader's Version	2	0	4	1	NA
The Message	2	0	2	4	NA
Today's New International Version	2	8	2	0	NA
Holman Christian Standard Bible	1	0	2	0	NA
New American Bible	1	0	2	0	NA
New Revised Standard Version	1	0	0	0	NA
New Century Version	*	0	0	1	NA
other	8	0	5	13	NA
don't know, unsure	7	0	12	5	NA
	<i>n=</i> 144	28	50	47	17

* indicates less than one-half of one percent

NA: percentages are not shown for Elders due to limited sample size.

TABLE 1.7: PERSONAL USE OF THE BIBLE

Question: Would you say that your own personal use of the Bible has increased, decreased, or is about the same as one year ago?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
stayed the same	58%	52%	59%	61%	61%
increased	27	29	24	31	27
decreased	12	16	15	7↓	9
not sure	3	4	3	2	3
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.8: PRIMARY FAVORABLE EMOTION WHEN READING THE BIBLE

Question: The last time you read the Bible, what was the primary favorable emotion you experienced, if any? Did you feel... (MULTIPLE RESPONSE)

% that have ever read the Bible	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
peaceful	34%	26%	34%	35%	44%↑
encouraged / inspired	33	30	28	34	38
hopeful	27	22	26	30	31
a sense of direction	25	29	23	22	28
happy	18	15	15	20	23
other	1	1	1	2	2
none	9	12	8	7	7
not sure	4	6	2↓	5	8↑
	<i>n</i> = 786	151	243	258	127

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.9: PRIMARY UNFAVORABLE EMOTION WHEN READING THE BIBLE

Question: The last time you read the Bible, what was the primary unfavorable emotion you experienced, if any? Did you feel... (MULTIPLE RESPONSE)

% that have ever read the Bible	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
none	59%	41%↓	56%	66%↑	73%↑
confused	12	21↑	12	11	6↓
overwhelmed	11	8	16↑	8	9
doubtful	8	16↑	7	4↓	5
bored	3	7↑	2	2	2
discouraged	3	3	3	3	1
convicted, guilty, sinful	2	1	3↑	1	0
other	1	1	1	2	1
not sure	3	2	2	4	5
	<i>n</i> = 786	151	243	258	127

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.10: VERSIONS READ MOST OFTEN

Question: There are many versions or translations of the Bible available these days. As far as you know, what is the version or translation of the Bible you read most often?

% read Bible at least 3-4 times a year	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
King James Version	39%	33%	38%	35%	48%↑
New King James Version	12	15	11	14	10
New International Version	11	7	15	12	7
English Standard Version	6	7	6	6	4
New American Standard Bible	2	3	1	3	2
New Living Translation	2	2	1	1	5
New American Bible	2	2	2	3	2
New Revised Standard Version	2	1	1	4	3
Today's New International Version	2	6↑	2	2	2
Contemporary English Version	1	5↑	1	0	0
New Century Version	1	4↑	0	0	1
Holman Christian Standard Bible	1	2	2	*	0
Amplified Bible	1	0	2↑	1	1
New International Reader's Version	1	0	1	1	1
New World Translation	1	0	1	1	3↑
The Message	*	0	1	1	0
Good News Translation	*	0	0	1	0
other	5	7	5	6	3
don't know, unsure	9	7	10	9	8
	<i>n</i> = 597	97	188	205	102

* indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.11: VERSIONS READ MOST OFTEN (CONTINUED)

% read Bible at least 3-4 times a year	2011	2012
King James Version	45%	39%
New International Version	10	11
New King James Version	10	12
New American Standard Bible	2	2
New Revised Standard Version	1	2
English Standard Version	3	6
New Living Translation	2	2
Amplified Bible	2	1
Contemporary English Version	1	1
New American Bible	1	2
New International Reader's Version	1	1
The Message	1	0
Good News Translation	*	0
New Century Version	*	1
Holman Christian Standard Bible	0	1
Today's New International Version	0	2
New World Translation	0	1
other	8	5
don't know, unsure	12	9
<i>n</i> =	633	597

* indicates less than one-half of one percent

NA = not tested

TABLE 1.12: READ BIBLE BY SELF OR WITH OTHERS

Question: Do you typically read the Bible by yourself, with your spouse or with your kids? (MULTIPLE RESPONSE)

% read Bible at least 3-4 times a year	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
by self	86%	87%	81%↓	88%	93%↑
with kids	22	12	40↑	18	5↓
with spouse	20	15	24	20	16
don't know	1	2	1	0	1
	<i>n</i> = 597	97	188	205	102

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

% read Bible at least 3-4 times a year	2011
by self	55%
with others in household	8
both by self and with others in household	36
don't know	1
	<i>n</i> = 633

Note: Question wording in 2011 asked "Do you typically read the Bible by yourself, with other members of your household, or both? The question was asked as a single response format as well.

TABLE 1.13: MOTIVATIONS FOR READING THE BIBLE

Question: I'd like to read a few reasons that people may read the Bible. Please tell me which statement is most true for you?

% read Bible at least 3-4 times a year	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
it brings me closer to God	55%	45%	51%	60%	64%↑
I have a problem I need to solve or I need direction	17	22	18	18	11↓
I need comfort	10	5	13	12	8
I know I'm suppose to	5	8	6	3	6
it is part of my studies	3	6	3	3	2
not sure	2	4	1	0	3
none of these	7	10	8	5	7
	<i>n</i> = 597	97	188	205	102

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

% read Bible at least 3-4 times a year	2011	2012
it brings me closer to God	64%	55%
I need comfort	14	10
I have a problem I need to solve or I need direction	12	17
I know I'm suppose to	3	5
it is part of my studies at school	3	3
not sure	4	2
none of these	NA	7
	<i>n</i> = 633	597

TABLE 1.14: DESIRE TO READ BIBLE MORE

Question: Do you wish that you read the Bible more or not?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
yes	60%	55%	59%	65%↑	59%
no	38	42	39	33↓	41
don't know	2	3	3	3	1
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

	2011	2012
yes	67%	60%
no	31	38
don't know	2	2
<i>n=</i>	1,011	1,020

TABLE 1.15: FRUSTRATIONS IN READING THE BIBLE

Question: Which of the following would you say is your most significant frustration when it comes to reading the Bible?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
never have enough time to read it	32%	36%	30%	37%↑	23%↓
none / no frustrations	18	10↓	15	20	27↑
language is difficult to relate to	12	9	16↑	11	11
don't feel excited about reading it	11	21↑	11	8↓	8
do not read the Bible	8	5	10	8	7
don't understand background or history of the Bible	7	5	7	7	8
can never find the stories or verses you are looking for	6	8	7	4↓	5
other	3	5	3	3	3
don't know	3	0	2	3	8↑
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.15: FRUSTRATIONS IN READING THE BIBLE (CONTINUED)

	2011	2012
never have enough time to read it	37	32%
none / no frustrations	18	18
language is difficult to relate to	13	12
don't understand background or history of the Bible	8	7
can never find the stories or verses you are looking for	5	6
don't feel excited about reading it	9	11
do not read the Bible	4	8
other	3	3
don't know	3	3
<i>n=</i>	1011	1,020

TABLE 1.16: BIBLE FORMATS USED

Question: These days, the Bible is available and used in different formats. For each format I read, please tell me whether or not you have used that format in the past year?

% read Bible at least 3-4 times a year	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
read from a print version of the Bible on your own	89%	91%	86%	91%	90%
attended a small group or Bible study, where you studies the Bible in a group, not including weekend worship services	47	61↑	40↓	48	46
used the Internet on a computer to read Bible content	38	56↑	42	37	17↓
listened to an audio version of the Bible	30	35	27	32	29
listened to a teaching about the Bible via podcast	26	23	30	27	18↓
searched for Bible verses or Bible content on a smart phone or cell phone	23	46↑	29↑	18↓	3↓
read an electronic version of the Bible on an e-reader such as Kindle or iPad	15	24↑	20↑	12	4↓
<i>n=</i>	597	97	188	205	102

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.16: BIBLE FORMATS USED (CONTINUED)

% among Bible readers	2011	2012
read from a print version of the Bible on your own	89%	89%
attended a small group or Bible study, where you studies the Bible in a group, not including weekend worship services	53	47
used the Internet on a computer to read Bible content	37	38
listened to an audio version of the Bible	28	30
listened to a teaching about the Bible via podcast	24	26
searched for Bible verses or Bible content on a smart phone or cell phone	18	23
read an electronic version of the Bible on an e-reader such as Kindle or iPad	12	15
<i>n</i> =	633	597

TABLE 1.17: SMART PHONE OR MOBILE PHONE OWNERSHIP

Question: Do you have a smart phone or mobile phone?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
no	72%	75%	82%↑	69%	55%
yes	28	25	18↓	30	45
	<i>n</i> = 1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

	2011	2012
yes	67%	72%
no	33	28
	<i>n</i> = 1,011	1020

TABLE 1.18: DOWNLOADED BIBLE APPS ON PHONE

Question: Do you have a Bible app downloaded on your phone?

% among smart phone or mobile phone users	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
no	85	80	82	87	98↑
yes	15	19	19↑	12	2↓
not sure	1	1	0	1	0
	<i>n</i> = 736	155	269	218	88

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

% among smart phone or mobile phone users	2011	2012
no	86%	85%
yes	13	15
not sure	1	1
	<i>n</i> = 673	736

TABLE 1.19: PREFERRED BIBLE FORMAT

Question: All things considered, in what format do you prefer to use the Bible – print, digital, or audio?

% read Bible at least 3-4 times a year	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
print	83%	77%	79%	83%	95%↑
digital	8	14↑	11	5	2↓
audio	7	7	8	9	2↓
video	*	0	0	*	0
other	*	0	0	1	1
not sure	2	2	3	2	1
<i>n</i> =	597	97	188	205	102

* indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.20: USE OF TECHNOLOGY WITH REGARD TO FAITH AND SPIRITUALITY

Question: Technology is used for many things these days, including helping people with their faith and spirituality as well as the causes they care about. How often do you [READ OPTIONS]?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
donate to a church or faith organization online					
never	77%	73%	75%	78%	83%↑
rarely	11	10	13	12	6↓
monthly	7	9	7	5	6
weekly	4	5	4	3	5
daily	1	2	1	1	*
make a donation to a non-profit organization via text					
never	70	61↓	73	72	72
rarely	15	20	15	14	10↓
monthly	9	10	6	8	10
weekly	5	9	4	5	5
daily	1	1	1	0	1
blog or post a comment about spirituality					
never	69	53↓	66	75	88↑
rarely	14	19	17	13	4
monthly	6	14↑	6	4↓	2↓
weekly	6	10	7	5	3↓
daily	3	4	4	3	2
listen to a podcast from a faith leader, pastor, or priest					
never	66	66	65	63	72↑
rarely	13	13	16↑	12	7↓
monthly	6	7	5	7	3
weekly	11	9	9	14	12
daily	3	4	5	3	2
	<i>n=</i> 1,020	208	329	316	159

* indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.20: USE OF TECHNOLOGY WITH REGARD TO FAITH AND SPIRITUALITY (CONTINUED)

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
watch online videos about your faith or spirituality					
never	66%	57%↓	66%	63%	82%↑
rarely	18	21	20	19	8↓
monthly	8	12↑	6	7	6
weekly	6	6	5	8↑	2↓
daily	2	3	3	2	1
have an online conversation about spirituality or faith					
never	65	54↓	65	64	83↑
rarely	17	21	17	18	7↓
monthly	8	13↑	7	8	3↓
weekly	7	8	6	7	4
daily	4	4	4	3	2
read sacred scripture on a cell phone or the internet					
never	64	49↓	58↓	69	90↑
rarely	13	19↑	16	11	4↓
monthly	8	15↑	6	7	2↓
weekly	7	9	7	7	2↓
daily	7	7	12↑	6	2↓
search online to verify something a faith leader or church leader said					
never	64	58	62	62	82↑
rarely	21	23	23	23	11↓
monthly	7	11↑	6	7	3↓
weekly	6	6	6	6	3
daily	2	3	3	1	1
	<i>n=</i> 1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.20: USE OF TECHNOLOGY WITH REGARD TO FAITH AND SPIRITUALITY (CONTINUED)

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
check out a church, temple or synagogue website					
never	62%	61%	59%	58%↓	81%↑
rarely	19	17	23↑	23↑	6↓
monthly	7	5	8	8	5
weekly	9	14↑	7	9	6
daily	2	3	3	2	1
search for spiritual content online					
never	61	45↓	57	63	87↑
rarely	18	20	22↑	19	5↓
monthly	9	18↑	8	7	3↓
weekly	7	9	8	7	3↓
daily	4	6↑	3	3	2
	<i>n=</i> 1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.21: SELF ASSESSMENT OF BIBLE KNOWLEDGE

Question: How knowledgeable do you feel about the Bible?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
highly knowledgeable	12%	7%	12%	14%	16%
moderately knowledgeable	32	33	29	32	36
somewhat knowledgeable	35	35	36	37	26↓
not too knowledgeable	16	20	16	13	14
not at all knowledgeable	5	4	7↑	3↓	6
not sure	1	0	0	1	1
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

	2011	2012
completely knowledgeable / highly knowledgeable	5%	12%
highly knowledgeable / moderately knowledgeable	18	32
about average / somewhat knowledgeable	56	35
not too knowledgeable	18	16
not at all knowledgeable	3	5
not sure	1	1
<i>n=</i>	1,011	1,020

NOTE: Response options were changed in 2012. In the comparative table above, response options for 2011 are shown first, followed by response options for 2012.

TABLE 1.22: KNOWLEDGE OF THE FIRST FIVE BOOKS OF THE BIBLE

Question: What are the first five books of the Bible?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
Genesis, Exodus, Leviticus, Numbers, Deuteronomy	46%	43%	44%	49%	49%
Genesis, Exodus, Leviticus, Deuteronomy, Joshua	12	13	14	10	10
Matthew, Mark, Luke, John and Revelation	8	12↑	7	7	6
Matthew, Mark, Luke, John, Acts	6	6	6	5	6
other	1	1	1	1	*
not sure	28	26	28	28	28
<i>n=</i>	1,020	208	329	316	159

*indicates less than one-half of one percent

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.23: KNOWLEDGE OF AN OLD TESTAMENT STORY

Question: The Bible says that Abraham raised his staff and Red Sea parted. Please tell me if you think this is true or false?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
false	50%	56%	46%	55%↑	39%↓
true	39	35	44↑	35↓	44
not sure	11	9	10	10	17↑
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

TABLE 1.24: INFLUENCE OF FAITH ON VOTING

Question: Switching gears now, does the faith of a presidential candidate influence whether or not you vote for him or her – or does this not influence you when you vote?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
no, does not influence	59%	64%	61%	55%↓	58%
yes, it does influence	36	32	35	41↑	35
not sure	5	4	4	4	6
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.25: INFLUENCE OF FAITH ON POLITICAL ISSUES

Question: How much would you say your faith influences your views on political issues?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
not at all	31%	37%	33%	27%	28%
a great deal	27	19↓	24	33↑	31
somewhat	26	23	28	23	30
a little	14	22↑	13	14	8↓
not sure	2	0	2	3	3
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.26: BELIEFS ABOUT THE BIBLE AND POLITICS

Question: People have many different beliefs about the Bible and politics. Please tell me if you agree or disagree with each statement I read.

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
the Bible teaches the people should pray for government leaders					
agree	55%	41%↓	44%↓	69%↑	70%↑
disagree	39	55↑	50↑	25↓	24↓
not sure	6	5	6	6	6
the Bible and politics do not mix					
agree	49	50	54↑	45	45
disagree	45	45	42	48	47
not sure	7	6	5	7	9
more likely to vote for a presidential candidate who consistently uses the Bible for guidance in both personal and public decisions					
agree	49	44	42↓	57↑	53
disagree	46	51	55↑	38↓	39↓
not sure	5	6	3	5	8↑
you would vote for a presidential candidate who does not believe in God					
agree	33	47↑	35	28↓	21↓
disagree	59	45↓	56	66↑	72↑
not sure	8	8	9	7	8
the Bible teaches that I should vote for people who are the same faith as me					
agree	15	17	16	16	7↓
disagree	79	77	78	79	86↑
not sure	6	6	6	5	8
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.27: VIEWS ON EASTER

Question: Which of the following statements best reflects your views of Easter?

	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
you celebrate Easter as a religious holiday honoring the resurrection of Jesus	69%	56%↓	67%	75%↑	78%↑
you celebrate Easter as a non-religious holiday	17	31↑	19	9↓	7↓
you don't celebrate Easter	14	13	13	15	14
not sure	1	1	1	1	1
<i>n=</i>	1,020	208	329	316	159

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher

TABLE 1.28: BIBLE'S APPLICATION TO LIFE

Question: You mentioned that you read from the Bible in the past week. After reading the Bible, would you say that you: (READ RESPONSES)?

% read Bible in the past seven days	all adults	Mosaic 18-27	Buster 28-46	Boomer 47-65	Elder 66+
gave a lot of thought to how it might apply to your life	59%	44%↓	60%	61%	67%↑
gave some thought to how it might apply to your life	35	52↑	34	34	24↓
did not give any thought to how it might apply to your life	5	5	5	5	7
not sure	1	0	1	0	2
<i>n=</i>	446	72	133	156	81

Note: A (↑) or (↓) sign indicates that data for that segment is statistically significantly higher or lower than the total response for all adults. Differences are statistically significant at the 95% confidence level or higher.

DATA ASKED ONLINE AND PHONE

TABLE 1.29: BELIEFS ABOUT THE BIBLE

Question: I would like to read some statements about sacred literature and would like to know whether you agree or disagree with each statement?

	2011	2012
the Bible, the Koran, and the Book of Mormon are all different expressions of the same spiritual truths		
agree strongly	17%	15%
agree somewhat	33	31
disagree somewhat	17	18
disagree strongly	28	28
not sure	6	8
<i>n=</i>	1,982	1,969

TABLE 1.30: HOUSEHOLDS WHO OWN A BIBLE

Question: Does your household own a Bible?

	2011	2012
yes	88%	85%
no	12	15
<i>n=</i>	2,011	2,014

TABLE 1.31 TIME SPENT READING THE BIBLE

Question: How often, if ever, do you actually read the Bible, not including times when you are at a church service or church event?

	2011	2012
never	25%	26%
less than once a year	13	10
once or twice a year	11	10
three or four times a year	8	9
once a month	8	8
once a week	8	7
several times/4+ times a week	15	13
every day	11	13
not sure	3	5
<i>n=</i>	2,014	2,011

TABLE 1.32: BIBLE: LITERAL OR INSPIRED WORD OF GOD

	2011	2012
actual word of God and should be taken literally, word for word	24%	24%
inspired word of God, has no errors, some verses are meant to be symbolic	31	28
inspired word of God, has factual or historical errors	14	14
not inspired by God, tells how writers understood the ways and principles of God	8	8
just another book of teachings written by men that contain stories and advice	12	16
Other	2	2
not sure	9	9
<i>n=</i>	2,012	2,008