



Knowledge to navigate a changing world

# American Bible Society

## State of the Bible 2016

---

Research conducted among U.S. adults  
February 2016

*Research commissioned by  
American Bible Society, New York, New York*

*Research conducted by  
Barna Group, Ventura, California*

Copyright © 2016 by American Bible Society

This report was produced by Barna Group for American Bible Society, New York, NY. The information contained herein is confidential and belongs solely to American Bible Society. It may not be reproduced in any form or format without the written permission of American Bible Society.

# Report Contents

<b>Introduction .....</b>	<b>3</b>
---------------------------	----------

## **Data Analysis**

1. Bible Perceptions.....	5
2. Bible Penetration.....	10
3. Bible Engagement.....	12
4. Bible Literacy.....	22
5. Moral Decline .....	28
6. Giving to Non-Profit Organizations .....	30

## **Appendix I | Data Tables**

1. Bible Perceptions.....	31
2. Bible Penetration.....	37
3. Bible Engagement.....	40
4. Bible Literacy.....	61
5. Moral Decline .....	73
6. Giving to Non-Profit Organizations .....	75

## **Appendix II | About the Study**

A. Methodology.....	76
B. Guide to Survey Data .....	78

# Introduction

This report contains the findings from a nationwide study commissioned by the American Bible Society and conducted by Barna Research Group. Two research methodologies were used for the study; one included 1,008 telephone interviews with adults 18 and older in the continental U.S., while the other consisted of 1,000 online surveys conducted using a nationally representative panel.

Most of the 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 greater representation among all age groups. The telephone interviews were conducted from January 20 to January 28, 2016, and the online surveys were conducted January 27 to February 16, 2016. The objectives of this research were to determine:

- perceptions of the Bible
- Bible penetration
- Bible engagement
- Bible literacy
- moral decline and social impact
- giving to non-profit organizations

This report contains key findings from the telephone and online interviews completed for this study. Following the Introduction is the Data Analysis section, which is a written explanation of the results that also includes an analysis of the data's implications. The Appendices contain the data tables, a description of the research methodology and definitions of terminology used in this report. Copies of the questionnaire and detailed, cross-tabulated data tables are provided separately.

## Researcher's Notes

Data is shown with a (↑) or (↓) sign, if applicable, to indicate if the data for that segment is significantly higher or lower, statistically speaking, than the total response for all adults in the study, or to indicate significant change over time. Where these tests of significance have been performed, differences are statistically significant at the 95% confidence level or higher.

Segmentation of the findings is as follows:

### **Generations:**

Millennials: those currently ages 18 to 31

Gen-Xers: those currently ages 32 to 50

Boomers: those currently ages 51 to 69

Elders: those currently ages 70 or older

**Practicing Protestant, practicing Catholic:** Practicing Christians are those who identify as either Protestant or Catholic, who attend a religious service at least once a month and who say their faith is very important in their lives.

**Non-Practicing Christian:** Self-identified Christians who are non-practicing as defined above

**No faith/Other faith:** Individuals who do not consider themselves Christian (including atheists, agnostics and other faiths); Mormons and Jehovah's Witnesses are also included, even if they describe themselves as Christian.

# Data Analysis

## 1. Bible Perceptions

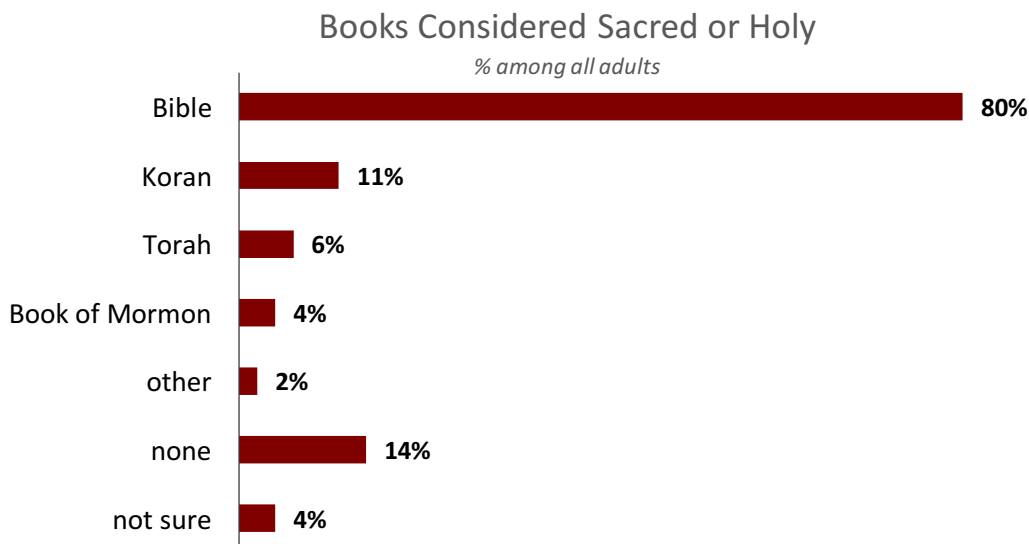
### Sacred Literature

[see Table 1.1, page 31]

Americans overwhelmingly name the Bible as something they consider to be sacred literature or a holy book (80%). This has been the case consistently since 2011. Americans are almost eight times as likely to name the Bible than to name the Koran (11%), which is the next most frequently mentioned holy book. The Torah and the Book of Mormon are only mentioned by about one in twenty adults (6% and 4% respectively).

About half of adults who identify as other or no faith do not name any books that they consider sacred or holy (49%), and they are only twice as likely to name the Bible (36%) as to name the Koran (17%). The proportion of all adults who do not name any books as sacred has doubled since 2011 (14% vs. 7%).

Elders and Boomers are significantly more likely to consider the Bible to be sacred than Gen-Xers and Millennials (~89% vs. ~73%). Similarly, the younger generations are roughly twice as likely as the older generations to name other sacred books besides the Bible or to name no holy books. Millennials are the least likely to name the Bible (71%) and the most likely to name no sacred literature (22%). The proportion of Millennials that name the Bible as sacred is up four percentage points from 2015, however (71% vs. 67%).



## Beliefs about the Bible

[Table 1.2, page 32]

Just less than half of Americans strongly agree that the Bible contains everything a person needs to know to live a meaningful life (45%), which is a decrease of eight percentage points since 2011 and four percentage points just since 2015 (53% and 49% respectively). Most of this shift seems to be towards those who disagree strongly.

The degree to which adults agree with this statement increases significantly and consistently with age. Only about one in four Millennials strongly agrees (27%), compared to 40% of Gen-Xers, 56% of Boomers, and 65% of Elders. Practicing Protestants are also drastically more likely than Practicing Catholics to strongly agree (84% vs. 49%). Just one in three of non-practicing Christians strongly agree that the Bible contains everything needed to know to live a meaningful life (32%).

One in six Americans agree strongly that the Bible, the Koran, and the book of Mormon are all different expressions of the same spiritual truths (16%), and this proportion has remained statistically unchanged since 2011 (17%). Practicing Catholics are the most likely group to agree strongly with this statement (26%), even more so than non-Practicing Christians (15%) and those of other or no faith (16%).

## The Bible's Role In U.S. Society

[Table 1.3, page 33]

Nearly half of all Americans think that the Bible has too little influence in U.S. society (46%). This proportion is down five percentage points from 2015 (51%). However, this seems to just be a shift towards those who think the influence is just right or who are unsure; the proportion of those who think the Bible has too much influence remained unchanged (at 19%).

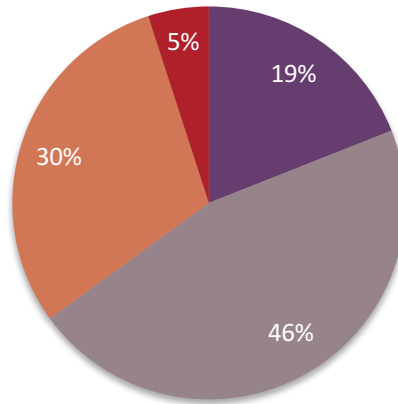
Boomers and Elders are twice as likely as Millennials to believe the Bible has too little influence (~59% vs. 30%). Millennials are split roughly in thirds about whether they think the Bible has too little (30%), just the right amount (30%), or too much influence (34%). They are significantly more likely than all of their older counterparts to believe it has too much influence (34% vs. ~14%).

Half of those with no faith or other faith think the Bible has too much influence on society (51%), while nearly three-quarters of Practicing Protestants say it has too little (72%).

## Influence of the Bible on U.S. Society

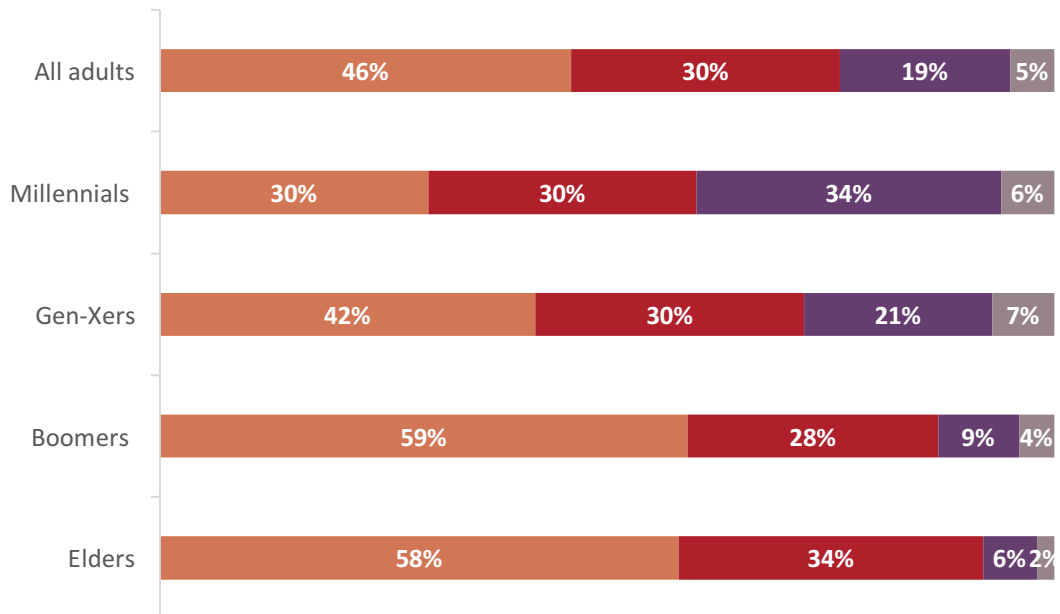
% among all adults

■ too much influence   ■ too little influence   ■ just right   ■ not sure



## Influence of the Bible on U.S. Society, by Generation

■ too little   ■ just right   ■ too much   ■ not sure



## The Bible's Impact on Humanity

[Table 1.4, page 34]

American adults were asked which of five books, if any, had the most impact on humanity. Nearly two-thirds of American adults say the Bible has had the most impact (64%), an increase of six percentage points since 2015. The remaining four books were only chosen by about one in twenty adults (4~6%). One in 10 Americans is unsure which book has most influenced humanity (10%).

Millennials are the most divided on which book has had the greatest impact, with just half saying the Bible (51%) and about a third naming one of the other four books (32%). Two-thirds of practicing Catholics name the Bible, compared to 85% of practicing Protestants. Practicing Catholics are also twice as likely as practicing Protestants to name the Koran (8% vs. 3%) and say they are unsure (12% vs. 6%).

## The Bible's Effect on Politics and Politicians

[Tables 1.5, 1.6, and 1.7, page 34-35]

About half of Americans believe that politics would be *more civil* if politicians read the Bible on a regular basis (51%) and that American politicians would be *more effective* if they read regularly (53%). These proportions are both down five percentage points from 2015. Just under half of Americans say they would be more likely to vote for a candidate who reads the Bible on a regular basis (46%).

In all three cases, Gen-Xers are most on par with the national average (although slightly below), whereas Millennials are significantly lower than average and Boomer and Elders are significantly higher than average. As one might expect, eight in 10 of those with other or no faith disagree that increased Bible-reading would make politics more civil or politicians more effective (79% and 80% respectively). A similar proportion say they would not be more likely to vote for a candidate who regularly reads the Bible (79%).

The vast majority of practicing Protestants think regular Bible-reading among politicians would make politics more civil and politicians more effective (86% for both), but a somewhat smaller percentage say this would make them more likely to vote for a candidate (76%).

## Bible's Teachings about Obeying Government

[Tables 1.8, page 36]

When asked what the Bible says about obeying government laws and regulations, four in ten Americans believe the Bible teaches you are required to submit to the law, except when doing so violates your religious beliefs or your own moral

convictions (40%). This belief is consistent among generations, but practicing Protestants are much more likely to agree, and non-practicing Christians are much less likely to agree (59% vs. 31%).

One in four Americans believe the Bible teaches you are required to submit to all laws, even if you do not agree with them (23%), and about the same proportion believe the Bible is silent on the issue (26%). One-third of practicing Catholics and non-practicing Christians believe the Bible is silent about the issue (33%), compared to just 12% of practicing Protestants.

## 2. Bible Penetration

### Bible Ownership

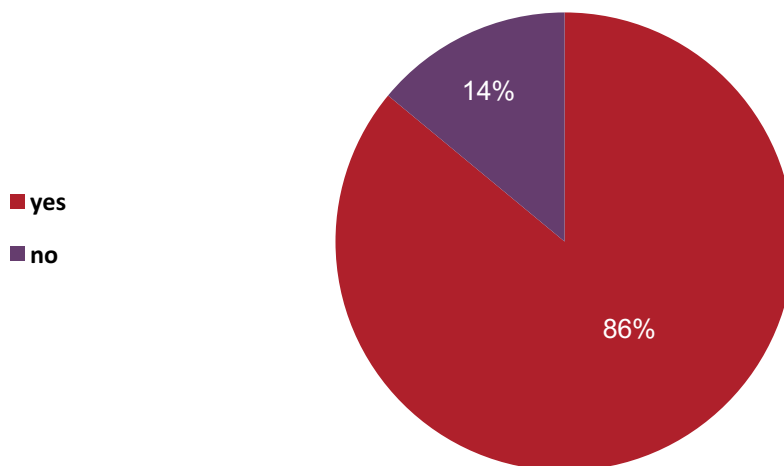
[Tables 2.1 and 2.2, pages 37-38]

The vast majority of households in America own a Bible (86%), a proportion that has stayed relatively consistent since 2011. Bible ownership is down six percentage points since 1993, however (92%).

Millennial households are the least likely to own a Bible, yet still eight in 10 do own one (79%). Virtually all practicing Protestant households own a Bible (100%), and more than six in 10 households of other or no faith do as well (62%).

Nearly all Black, non-Hispanic households own a Bible (96%), whereas Other non-Hispanics (who are neither Black nor White) are much less likely than average to do so (65%). Households earning more than \$100K annually are also less likely than average to own a Bible (80%). Residents of the South are more likely than average to own one (89%), and residents of the Northeast are less likely to (82%). Ownership is more common among married adults than among those who have never been married (89% vs. 80%).

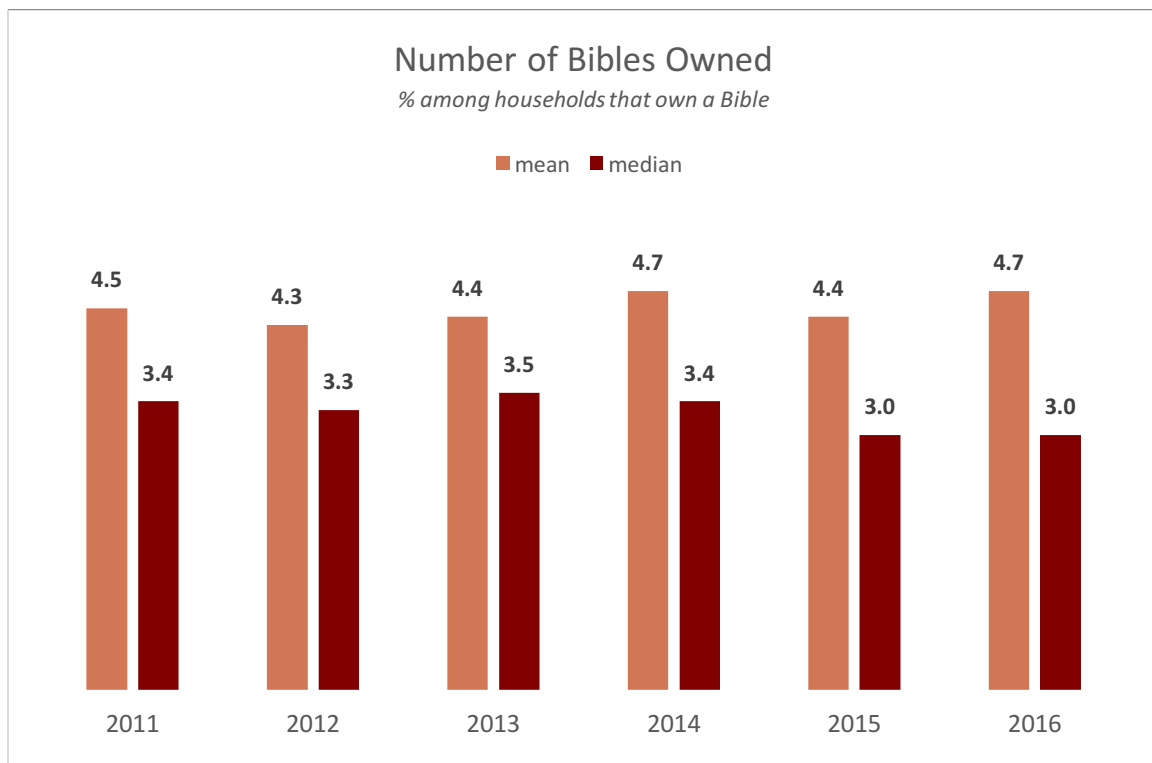
Does your household own a Bible?



## Number of Bibles Owned

[Table 2.3, page 39]

Among households that own a Bible, the median number owned is three. Eighteen percent of Bible owners own one Bible; 33% own two to three; 24% have four to five; and 25% own more than five. Half of practicing Protestant households own more than five Bibles (51%), whereas just 9% of practicing Catholics own that many. The number of Bibles owned has stayed relatively consistent since 2011.



## Bible Purchases

[Table 2.4, page 39]

Although Bible ownership is high among Americans, only 16% purchased a Bible within the last year. However, this is up three percentage points since 2015 (13%). Gen-Xers are the most likely age group to have purchased one (21%), perhaps because they are most likely to have children at home needing their first Bible or a new age-appropriate one. More than one in four practicing Protestants purchased a Bible (27%), compared to just one in ten non-practicing Christians (10%).

### 3. Bible Engagement

*Please note that many of the questions in this section were asked only of the “Bible readers” segment. “Bible readers” are those who report reading the Bible at least three to four times a year.*

#### **Bible Readers**

[Tables 3.1 and 3.2, pages 40-41]

Half of Americans are ‘Bible readers’- that is, they read the Bible at least three to four times a year (50%). This proportion has remained relatively consistent since 2011. About one in eight Americans read the Bible daily (13%), 14% read several times a week; 8% do so once a week, 7% read monthly, and 8% read three or four times a year.

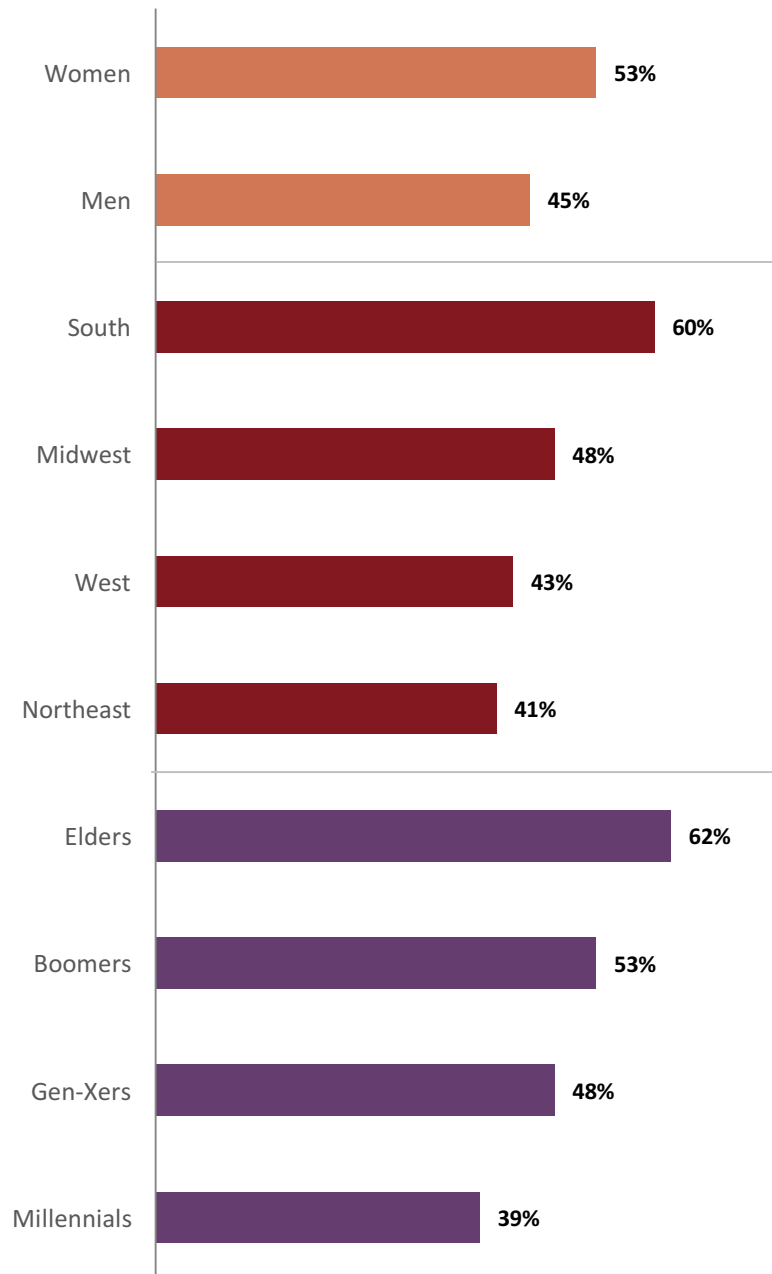
More than one in four say they never read the Bible (27%), with more than one-third of Millennials never reading it (35%). One in seven Americans read the Bible less than once a year (14%) and another one in ten do so once or twice a year (9%). These three segments make up the “non-Bible readers,” which is relatively stable, between 46-50% of the population since 2011.

Eight in ten Elders read Scripture at least occasionally (80%), and 23% do so daily. Two-thirds of practicing Protestants spend time in Scripture at least several times a week (66%), compared to just 22% of practicing Catholics and 12% of non-practicing Christians.

Similar to Bible ownership, Bible readership is high among Black, non-Hispanics. Three in four are Bible readers (75%), compared to just 46% of White, non-Hispanics and 36% of other non-Hispanics. Residents of the South are more likely than average to be Bible readers (60%), whereas residents of the West and Northeast are less likely to qualify (43% and 41% respectively).

Just as households earning more than \$100K annually were less likely than average to own a Bible, they are also the least likely income bracket to read the Bible, by a considerable margin; just one-third are Bible readers (35%), compared to 54% of those earning less than \$50K and 48% of those earning between \$50K and \$100K.

## Bible Readership More Likely Among Women, Older Americans and in the South



## Overall Bible Exposure

[Tables 3.3 and 3.4, pages 42-43]

To determine total exposure to the Bible, adults were asked how often they hear the Bible read aloud at a church service or Mass. About three in five Americans say they hear the Bible read in this setting at least three or four times a year (58%), including 45% who hear it at least weekly. About one in four never hear the Bible read aloud (23%).

When combined with the previous question about Bible readership, just under two-thirds of adults either read the Bible or hear it read aloud at church at least three or four times a year (64%). Fifteen percent of adults who heard Scripture read aloud at a church service or Mass were not Bible readers. These “hearers” are most likely to be Catholic (31%) or non-practicing Christians (22%).

## Time Spent Reading the Bible

[Table 3.4, page 43]

The typical Bible reader spends about 30 minutes reading at each sitting. One in four reads between 15 and 29 minutes (26%), and a slightly higher proportion spend between 30 and 44 minutes reading (30%). An additional 27% spend an hour or more at a time reading Scripture, but about one in eight read less than 15 minutes per sitting (13%). There is no significant variation in time spent reading among generation or faith segments, and these proportions have remained relatively consistent since tracking began.

## Preferred Bible Version

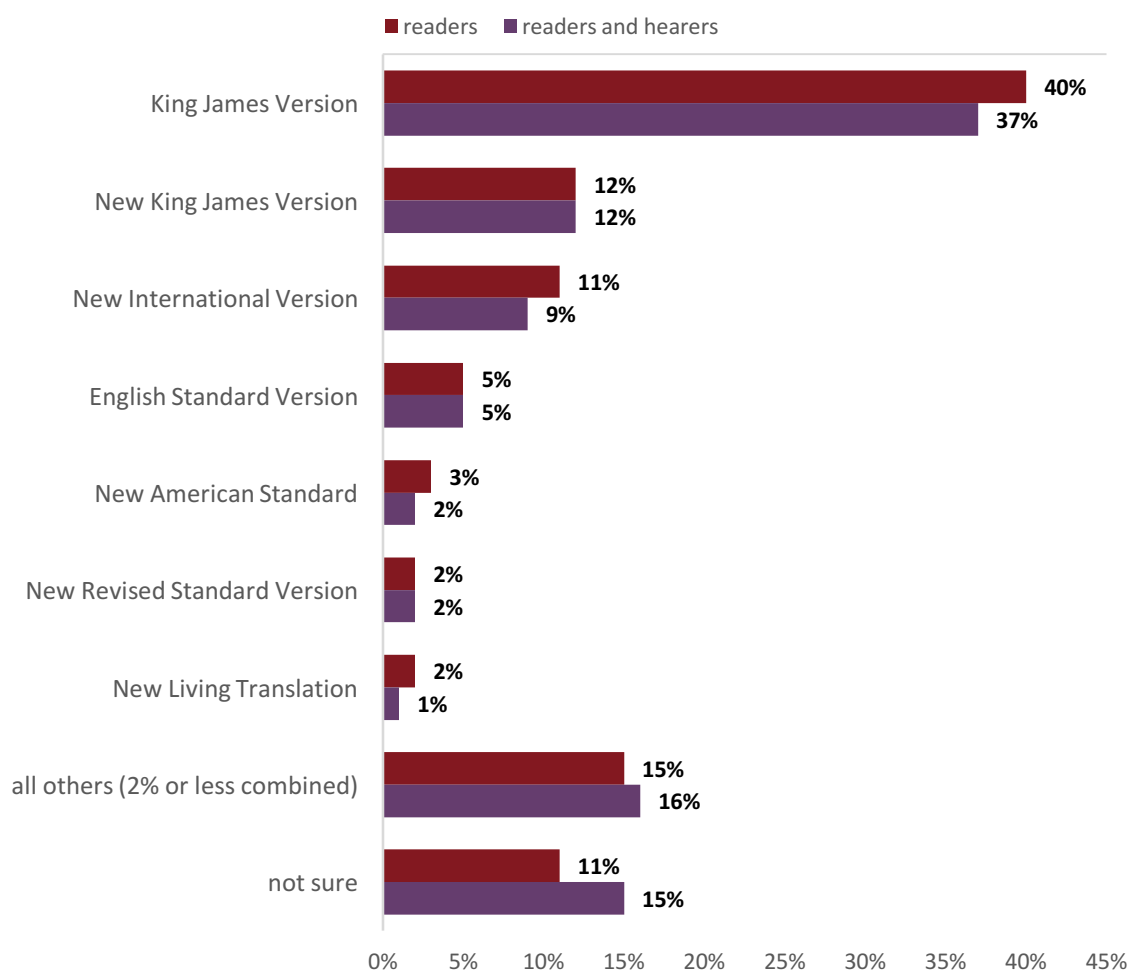
[Table 3.5, pages 44-45]

The King James Version of the Bible is the translation Bible readers use most often, which is true of all segments and has consistently been the case since tracking began in 2011. Four in ten readers use KJV most often (40%), while 12% use the New King James Version and 11% use the New International Version. All other versions are used by 5% or less of Bible readers.

Millennials are much more likely than other segments to use the English Standard Version (13% vs. 5% overall). They are also the least likely to use a KJV Bible (29%). Protestants are much more likely than average to use NIV (17%), and Catholics show a higher than average usage of the New American Bible (6%). Notably, twenty-one percent of Catholics are unsure which version they use, compared with very few (5%) of Practicing Protestants.

## Bible Version Read Most Often

% among Bible readers vs. Bible readers and hearers



## Motivations for Reading the Bible

[Table 3.6, page 47]

When presented with a list of five possible reasons for reading the Bible, the majority of Bible readers say they read because it brings them closer to God (55%). Just one-third of non-practicing Christians state this reason (35%), a lower proportion even than the few of other or no faith who read the Bible (51%). About one in six Bible readers say they read because they need direction or have a problem they need to solve (16%) or because they need comfort (16%); non-practicing Christians are more likely than others to cite these reasons. One in five of those with other or no faith are not sure why they read the Bible (19%), compared to less than one in twenty of all Bible readers (4%).

## Level of Bible Use and Desire for Reading

[Tables 3.7 and 3.8, pages 47-48]

Six in ten Americans wish they read the Bible more often than they do (61%). Practicing Christians and older adults are more likely to want to increase their Bible readership. Although much lower than average, one in five non-Christians, agnostics, and atheists wish they read the Bible more often (22%).

Two-thirds of Americans say their personal use of the Bible has stayed the same as one year ago (66%). About one in four say their level of Bible use has increased (23%), but practicing Protestants are twice as likely to say so (46%).

## Reasons for Bible Engagement / Disengagement

[Tables 3.9 and 3.10, pages 49-50]

A follow-up question was asked among adults who say they had either increased or decreased their Bible reading: *Why* had such an increase or decrease occurred?

Two-thirds of those who report an increase in Bible engagement say it was because they came to understand Bible reading as an important part of their faith journey (67%). This is a significant increase compared to 2014 and 2015 (53% and 58% respectively). One in four say a difficult experience in their life caused them to search the Bible for direction and answers (26%), and another one in five attribute their increased Bible reading to a significant change in their life such as marriage or the birth of a child (20%).

Being too busy with life's responsibilities has consistently been the top reason for decreased Bible reading but was especially common this year; 58% cite this as the reason for their decreased Bible engagement, compared to 42% in 2015 and 40% in 2014. One third of those who saw a decrease in Bible engagement did so because they became an atheist or agnostic or decided to leave the church

altogether (34% combined). An additional one in eight disengaged because they faced a difficult experience that caused them to doubt (12%).

## Frustrations with Bible Reading

[Table 3.11, page 51]

Similar to busyness being the leading cause for decreased Bible engagement, the most commonly cite frustration when it comes to reading the Bible is never having enough time to read it. Three in ten Americans say this is their primary frustration (31%), and this is especially the case among practicing Protestants (44%) and practicing Catholics (47%).

One in seven are most frustrated by the language being difficult to relate to (14%), one in eight say they don't feel excited about reading it (12%), and one in ten say they don't understand the background or history of the Bible (10%). One in six Americans report having no frustrations regarding reading the Bible (17%), but Millennials are least likely to say so (12%). Millennials, along with non-Christians, are also the most likely to say not feeling excited about reading the Bible is their most significant frustration (17% and 23% respectively). The proportion of adults who say their main frustration is not understanding the background or history of the Bible sat consistently at 7% from 2012-2015, but saw a slight increase to 10% in 2016.

## Favorable and Unfavorable Emotions When Reading the Bible

[Tables 3.12 and 3.13, pages 52-53]

All adults who have ever read the Bible or who have heard the Bible read in a church service or Mass were presented with possible *favorable* and *unfavorable* emotions they could have experienced in reading the Bible. Respondents were asked to choose from a list of descriptions which emotions they had experienced. More than one answer was allowed for these questions.

In terms of *favorable emotions*, there was an overall increase in the proportion that identified with all five positive emotions compared to previous years. A majority feels peaceful when reading the Bible (54%), and this is the top emotion experienced for almost all segments. Practicing Protestants are the only segment who site being encouraged or inspired more often than feeling peaceful (64% vs. 62%). Practicing Protestants are more likely than average to identify with all five of the positive emotions presented, while those of other or no faith are less likely than average to report experiencing any of the emotions. Just three in ten of those with other or no faith report feeling peaceful (31%), and 36% say they did not experience any favorable emotions as a result of reading or hearing the Bible read.

When asked about *unfavorable* emotions, about half say they did not experience any the last time they read the Bible (48%), which is down five percentage points since 2015 and twelve percentage points since 2014. Practicing Protestants are most likely to say they do not experience any unfavorable emotions, while Millennials and non-Christians are least likely to say so.

The top three unfavorable emotions are confusion (19%), being overwhelmed (17%), and feeling doubtful (10%). Millennials and non-Christians are more likely than average to say they felt doubtful and bored, and Millennials are also more likely than average to say they felt confused (24%). Elders are twice as likely as average to feel discouraged when reading this Bible (11% vs. 5%).

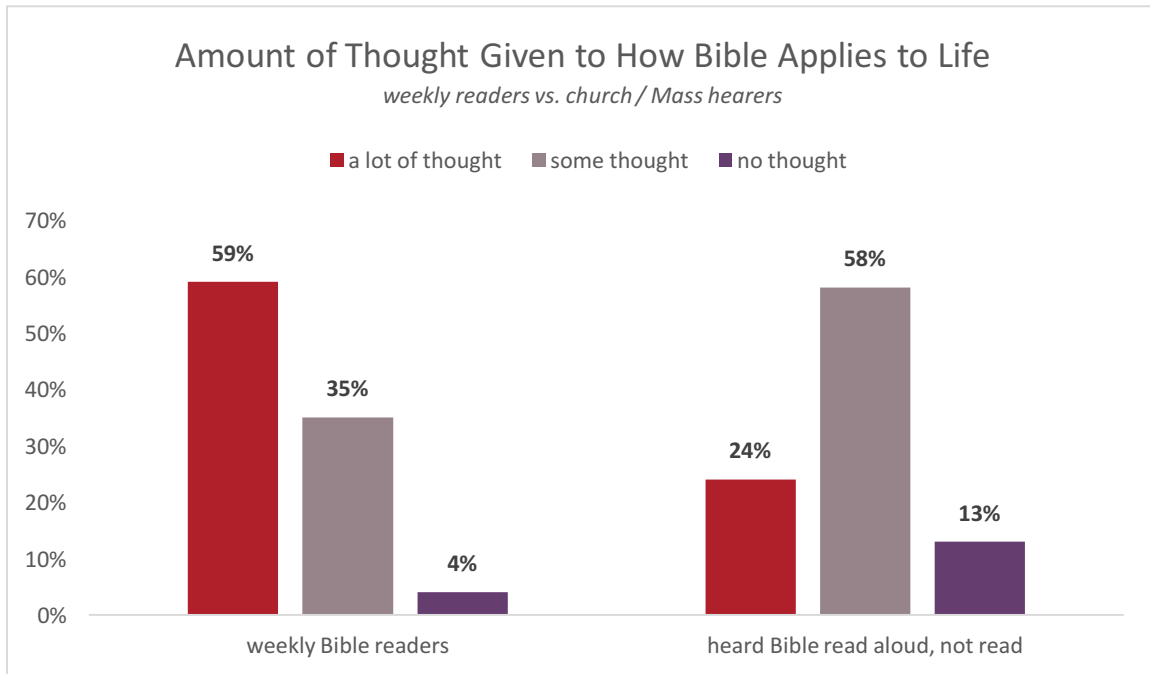
## Applying the Bible to Life

[Tables 3.14 and 3.15, pages 54-55]

The majority of those who read the Bible within the past week say they gave *a lot* of thought to how it might apply to their lives (59%), and just 4% say they did not really give any thought to application. Millennials and non-practicing Christians are much more likely to say they gave it *some* thought (51% and 56% respectively).

Those who heard the Bible in a church service or Mass but did not read within the past week are much more likely to have given *some* thought to

application (58%). The hearers are also four times as likely to have given no thought to how the Scripture applies to their lives (13% vs. 4%).



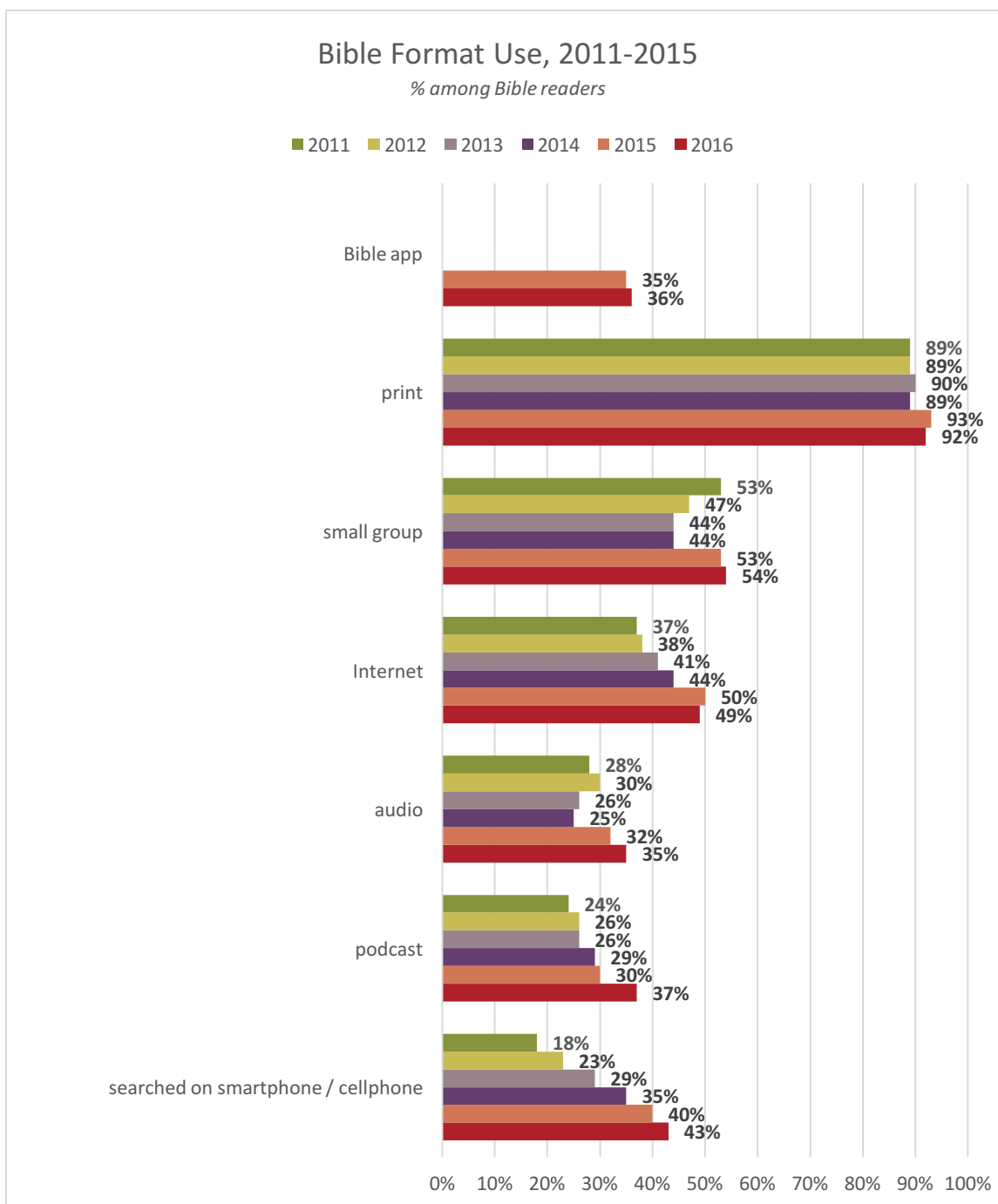
## Use of Bible Formats

[Table 3.16, pages 56-58]

Bible readers were asked about a variety of Bible formats available and asked whether they had used that format during the past year. The vast majority read from a print version of the Bible on their own time (92%) and heard it read aloud in church (90%). About half said they attended a small group or Bible study where it was studied (54%); Millennials and practicing Protestants are the most likely to have engaged in this way (64% and 65% respectively).

Not surprisingly, Millennial Bible readers are much more likely than average to have used the Internet, a cell phone, or a Bible app to read Bible content. Practicing Protestants and those of other or no faith are much more likely than practicing Catholics or non-practicing Christians to have listened to an audio version of the Bible. Although print copies of the Bible are still the most common, engagement with all digital versions of the Bible has steadily increased since 2011.

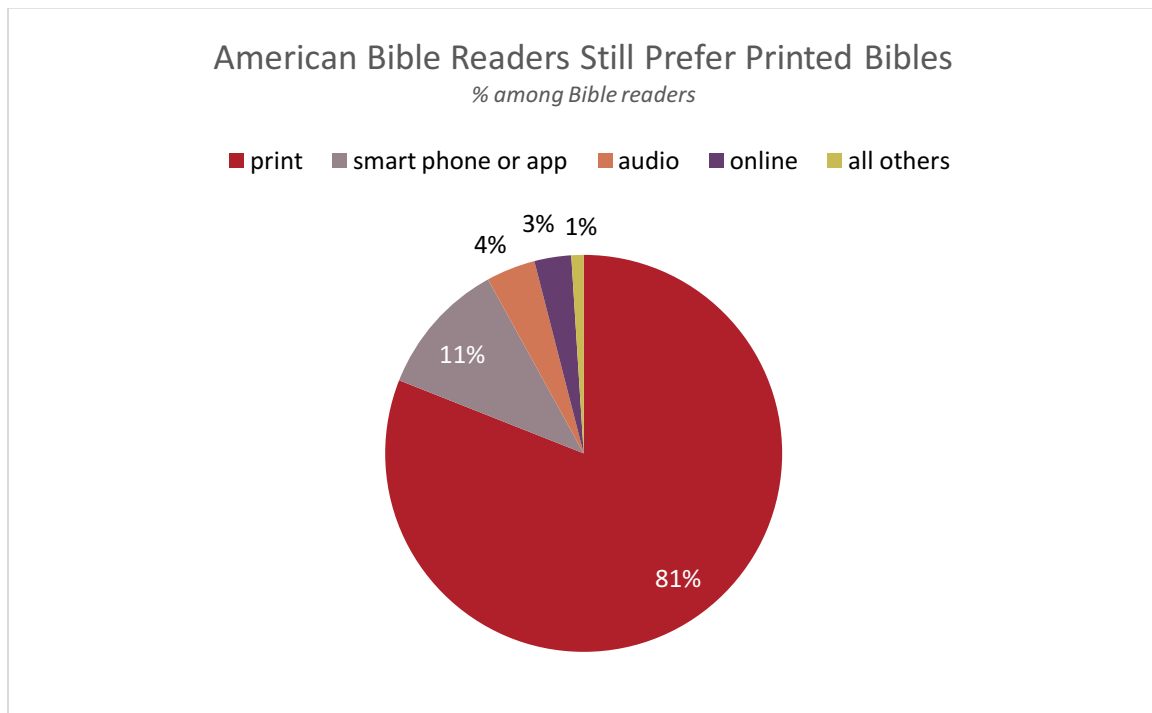
There has been a significant increase in the proportion of readers who listened to a teaching about the Bible via podcast. Thirty-seven percent of readers in 2016 listened to this type of podcast, up seven percentage points since 2015 and thirteen percentage points since 2011.



## Preferred Bible Format

[Table 3.17, pages 59-60]

When Bible readers were asked to choose which Bible format they prefer to use, the vast majority still say print (81%). The next most commonly preferred format is a smartphone or tablet app, but only one in ten state this preference (11%). Not surprisingly, Elders are more likely than average to prefer print (95%), while Millennials more commonly prefer an app (18%). These proportions hold true when including Bible hearers as well.



## Readership of Liturgical Texts

[Table 3.18, page 60]

Just less than one in five American adults has read Scripture in a liturgical text such as the Book of Common Prayer, Liturgy of the Hours, or a Lectio Divina resource within the last week (18%), up four percentage points from 2015. Four in ten practicing Catholics report reading a liturgical text (39%), and three in ten practicing Protestants have done so (28%).

## 4. Bible Literacy

*To determine actual Bible knowledge, several questions were asked to distinguish those who say they know the Bible from those who actually do.*

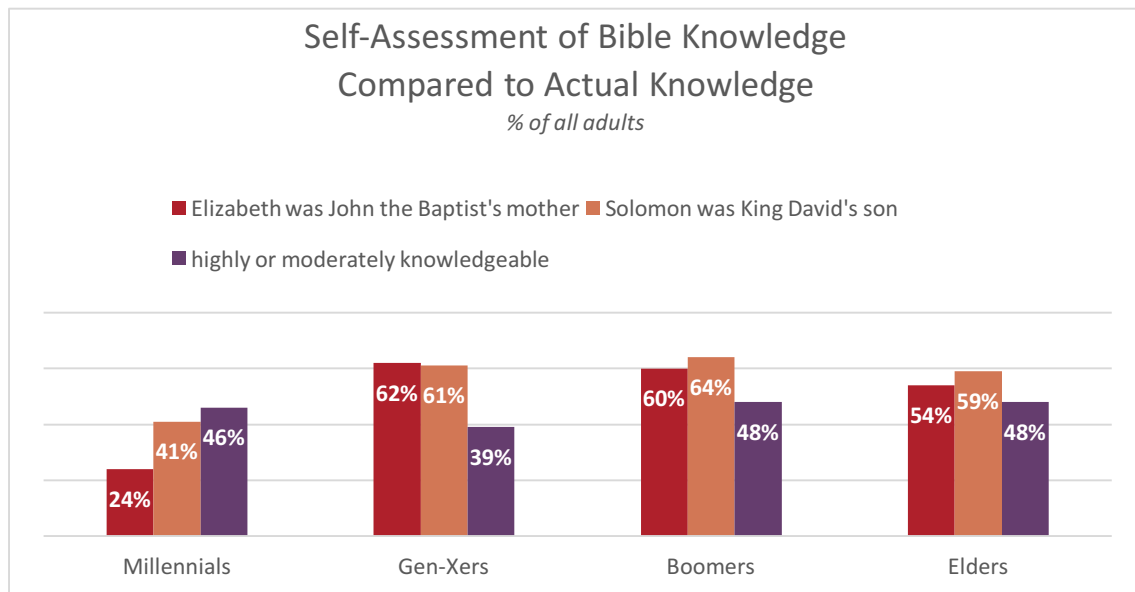
### Self-Assessment of Bible Knowledge

[Tables 4.1 and 4.2, pages 61-62]

Overall, 80% of American adults claim to be at least somewhat knowledgeable about the Bible. This proportion had been slowly but steadily increasing from 2012 to 2015, but this year's proportion is down three percentage points.

Just one in 10 adults claim to be *highly* knowledgeable about the Bible (11%), three in ten say they are *moderately* knowledgeable (30%), and another four in ten believe they are *somewhat* knowledgeable (39%). Roughly two in ten admit to being *not too* or *not at all* knowledgeable (18% combined). Practicing Protestants are much more likely than practicing Catholics to claim moderate or high Biblical knowledge (59% vs. 43%), while non-practicing Christians are even less likely than non-Christians to claim this (28% vs. 38%).

More than half of Elders claim to be highly or moderately knowledgeable (52%), compared to just one-third of Millennials (33%). As the chart below indicates, Millennials tend to over-estimate their biblical knowledge compared to what they actually know about the Bible. Gen-Xers self-assess their biblical knowledge as lowest among all four generational segments, yet their *actual* knowledge is on par with or higher than other age groups.



## Knowledge of Biblical Names

[Table 4.3 & Table 4.4, page 63]

Just three in ten Americans correctly identify Elizabeth as the name of John the Baptist's mother (31%), and a similar proportion say they do not know (30%). Millennials are less likely than average to identify Elizabeth (23%). One in five practicing Christians say they do not know (20%), but an additional one-third incorrectly choose the names Mary, Ruth, or Deborah (33% combined).

American adults are more successful at identifying Solomon as King David's son (51%), with even half of non-Christians answering correctly (50%). Non-practicing Christians are less likely than all adults to name Solomon (43%).

## Knowledge of the Bible's Teachings

[Table 4.5, pages 69-71]

Americans were asked whether they feel the Bible encourages, discourages or is silent about 10 specific attitudes or behaviors. The most common behaviors Americans feel the Bible strongly encourages are forgiveness (90%), generosity (89%), serving the poor (89%), and patience (88%). Practicing Protestants are more likely than average and non-Christians are less likely than average to say the Bible encourages each of these four behaviors. Practicing Catholics are more likely than average to say it encourages serving the poor but show no statistically significant difference among the other behaviors.

About six in ten Americans believe Scripture discourages war and slavery (62%), but those of other or no faith are less likely than average to believe so. Roughly one in four Americans believes the Bible is silent on the issues of war and slavery (23% and 27% respectively).

On the second tier of behaviors, the majority of Americans believe the Bible discourages prostitution (81%), homosexuality or same-sex relationships (71%), pornography (67%), and gambling (75%). A negligible amount of practicing Protestants believes the Bible encourages such behaviors, and a similarly small proportion of the overall populations believes the same (2~3%). Again, practicing Protestants are more likely than average to say the Bible discourages each of the five behaviors and those of other or no faith are less likely than average to say so.

Among the ten behaviors and attitudes, Americans are most likely to think the Bible is silent on pornography (31%), slavery (27%) homosexuality (26%), gambling (24%), and war (23%). In all ten cases, those of other or no faith are more likely than average to believe the Bible is silent on the issues.

The numbers for each of the ten behaviors or attitudes remained relatively consistent with those from 2015, except that there was a drop of five percentage points in those that believe the Bible discourages homosexuality or same-sex relationships (71% vs. 76%).

## Bible as Literal or Inspired Word of God

[Table 4.6, pages 66-67]

Presented with five different descriptions of the Bible, more adults believe it to be *inspired* (with some symbolism) than *literal*. Most commonly, Americans believe the Bible is the inspired word of God and has no errors, though some verses are meant to be symbolic (30%).

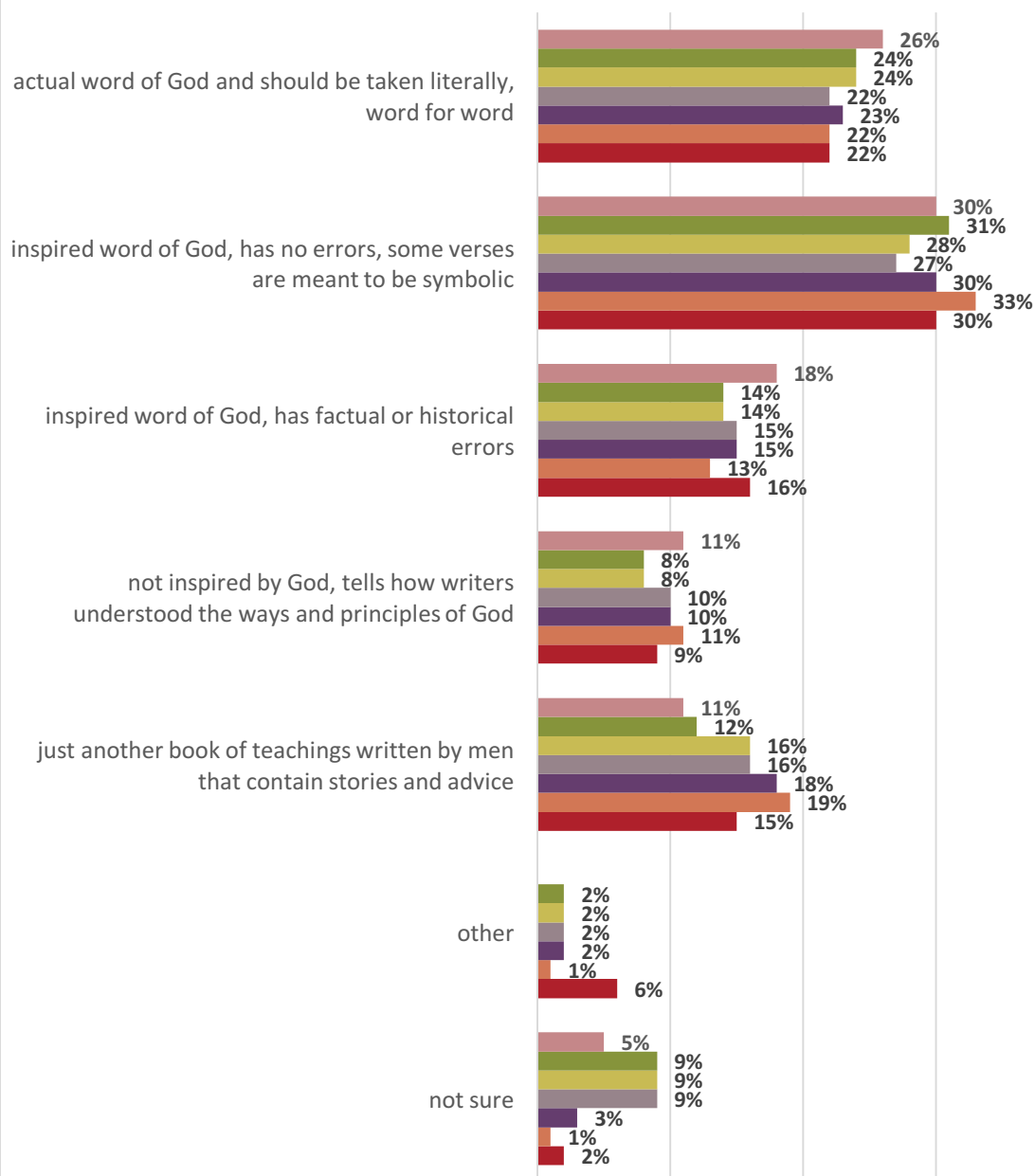
One in five believe it to be the actual word of God and should be taken literally, word for word (22%), and one in six says it is the inspired word of God but has some factual or historical errors (16%). One in ten believe it is not inspired but rather tells how writers understood the ways and principles of God (9%), and an additional 15% say it is just another book of teachings written by men that contains stories and advice.

Millennials are more likely than average to believe it is just another book of teachings (20%) and less likely than average to believe it is the actual word of God to be taken literally (14%). More than four in ten practicing Protestants believe in a literal interpretation of Scripture (44%), compared to just 27% of practicing Catholics.

## Beliefs about the Bible as the Literal or Inspired Word of God, 2007-2015

% among all adults

2007 2011 2012 2013 2014 2015 2016



## Influence of the Bible

[Table 4.7, pages 68-70]

Americans were asked how much influence the Bible had on ten different aspects of their lives. Most commonly, they say their views on abortion are influenced by the Bible at least somewhat (41%). Roughly one-third say the Bible has some or a lot of influence on their support for Israel and the city of Jerusalem (36%), their support for refugees and people displaced by wars and conflicts (35%), and the decisions they make about finances and money (33%). People's shopping habits are the least likely to be influenced by Scripture.

Practicing Protestants are more likely than average to say the Bible influences all ten issues in their lives. In general, practicing Catholics are much less likely than their practicing Protestants counterparts to have scripture influence their opinions and decision-making. Among the ten aspects, practicing Protestants are most likely to say the Bible does *not* influence the stores where they choose to shop (39%), their views on gun ownership (38%), or how they feel about immigration (26%). More than four in ten practicing Catholics say the Bible has no influence on who they will vote for in the upcoming November election (42%) or on their support for wars the U.S. fights in (41%), and roughly six in ten say it has no bearing on what they buy (56%), their views on gun ownership (59%), or the stores where they choose to shop (64%).

## General Beliefs about the Bible

[Table 4.8, pages 71-72]

Americans were asked to indicate the degree to which they agreed or disagreed with six statements. They are most likely to agree that acceptance into Heaven after death is only possible through faith in Jesus Christ (66%, 43% agree strongly) and that the Bible requires Christians to care for refugees (65%). Although still more than half agree, Americans are least likely to say they are concerned about the decline in Bible readership in the U.S. today (55%).

Boomers and Elders are more likely to believe the Bible teaches that acts of violence are sometimes necessary to defend freedoms and to protect family. Practicing Christians are by far the most likely group to agree strongly with this statement (37%), and three in four agree overall (74%). Roughly seven in ten practicing Protestants (75%) and practicing Catholics (70%) agree that the Bible requires Christians to care for Muslims; however the majority of those of other or no faith *disagree* (55%), suggesting there may be a disconnect between what Christians profess and what non-Christians perceive Christians' actions towards Muslims to be.

Millennials are less likely than average to agree that acceptance into Heaven is only possible through faith in Jesus Christ (35% strongly agree) and to be

concerned about a decline in Bible readership (16% strongly agree). The vast majority of practicing Protestants and practicing Catholics agree that regular Bible reading leads to a less fearful life (90% and 83% respectively), which is a statement agreed upon by only 30% of non-Christians.

## 5. Moral Decline

### Belief that Morality Is on the Decline

[Table 5.1, page 73]

Three in four Americans believe the values and morals of America are declining (76%), a drop of four percentage points since 2015. Although higher among the older generations, still two-thirds of Millennials agree there is a decline in morals occurring. Non-Christians are the least likely to think so (53%), whereas ninety percent of practicing Protestants agree.

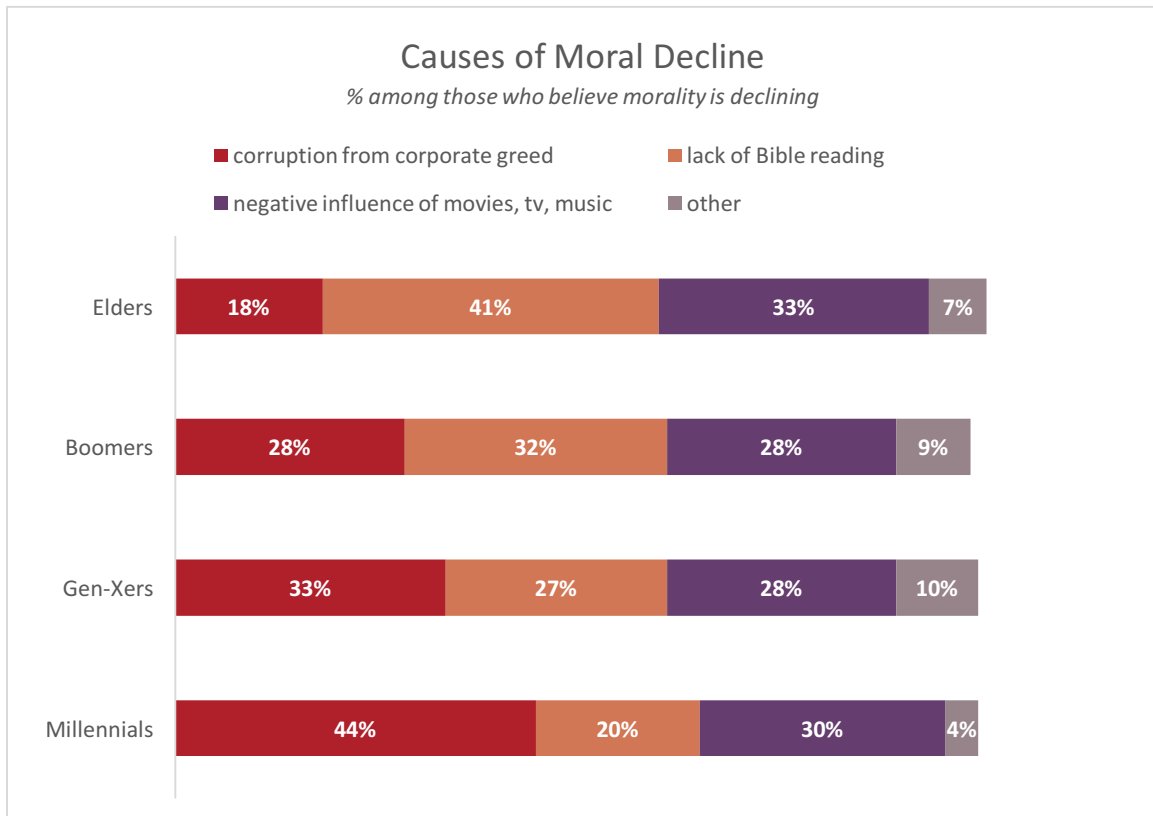
### Cause of Moral Decline

[Table 5.2, page 74]

Among those who agree that morality is declining, a follow-up question was asked to determine which of three possible reasons is most responsible for the decline. They were more or less evenly divided as to whether corruption from corporate greed (32%), lack of Bible reading (29%), or negative influences of movies, television, and music (28%) was *most* responsible. These proportions have stayed relatively consistent since tracking on this question began in 2013.

Millennials are much more likely to view corporate greed and corruption as the culprit (44%), and just one in five blame lack of Bible reading (20%). The proportions among Elders are nearly opposite that of Millennials with two in five blaming lack of Bible readership (41%) and one in five saying corporate greed is most responsible (18%).

Practicing Protestants most commonly cite lack of Bible reading (52%), whereas practicing Catholics are most likely to blame negative influences of movies, television, and music (43%). More than half of those of other or no faith, on the other hand, say corruption from corporate greed is most responsible (53%).



## 6. Giving to Non-Profit Organizations

### Donations to Non-Profit Organizations

[Table 6.1, page 75]

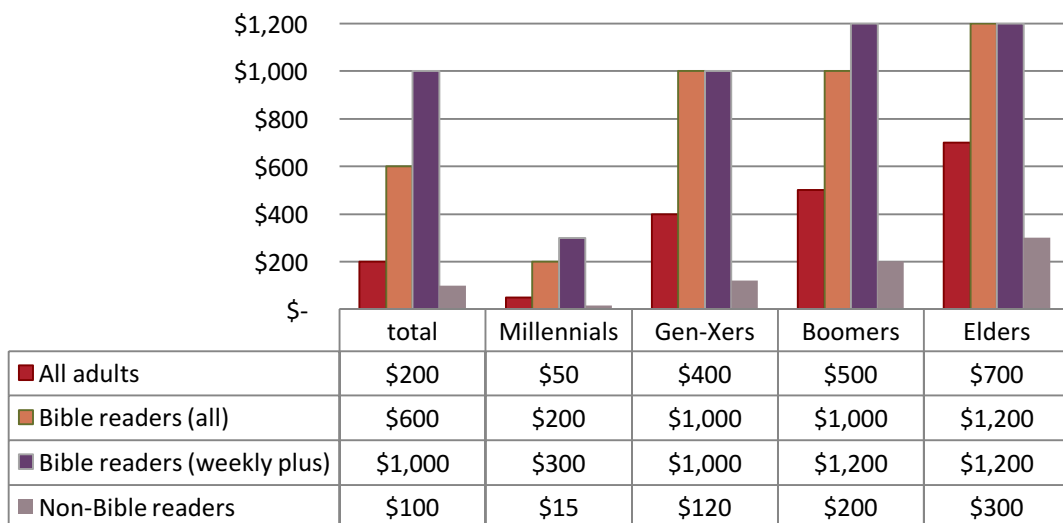
Nearly eight in ten Americans say they donated to a charity, including a church or religious organization, during 2015 (78%). This proportion has steadily increased since 2013 when 71% reported having donated.

About one in three Millennials have *not* donated (30%) and an additional one in four donated less than \$100 (24%). Just over one in ten Elders did not donate last year (12%). Nearly all Practicing Protestants donated to charity (95%), and more than half donated \$1,000 or more (57%).

The typical (median) amount adults donated was \$200. Adults give increasingly more with age, with Millennials having a median of just \$50 and Elders having a median of \$700. Practicing Protestants (\$1,200) gave substantially more than practicing Catholics (\$586), non-practicing Christians (\$421), and non-Christians (\$397).

Bible readers are much more likely to donate more money to organizations than non-Bible readers. The typical non-Bible reader gave \$100 last year, while Bible readers gave \$600 and the weekly Bible reader gave \$1,000. The amount donated is directly correlated (but not necessarily causally related) to the frequency with which Americans read the Bible.

Non-Profit Giving by Age  
*median annual dollar amount*



# Appendix I

## 1. Bible Perceptions

**Table 1.1 | Sacred Literature**

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

		Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
Bible	80%	71%↓	75%	88%↑	91%↑	96%↑	96%↑	90%↑	36%↓
Koran	11	16↑	13	8	6	4↓	13	14	17↑
Torah	6	7	10↑	3↓	1↓	2↓	12↑	7	9
Book of Mormon	4	4	6	2	2	1↓	5	5	7↑
other	2	3	2	2	2	1	2	2	5↑
none	14	22↑	18	8↓	7↓	2↓	4↓	6↓	49↑
not sure	4	4	5	3	2	2	0	3	8↑
n=	1008	273	296	295	110	272	88	364	228

\* 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.

	2011	2012	2013	2014	2015	2016
Bible	86%	82%	80%	79%	79%	80%
Koran	10	10	8	12	10	11
Torah	4	6	4	7	7	6
Book of Mormon	4	5	3	5	4	4
other	3	3	4	5	5	2
none	7	11	12	13	13	14
not sure	3	3	6	4	4	4
n=	1,011	1,020	1,005	1,012	1,010	1,008

**Table 1.2 | Beliefs about the Bible**

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

		Generation				Practicing Faith		Non-Practicing Faith	
% agree strongly	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
The Bible contains everything a person needs to know to live a meaningful life	45%	27%↓	40%↓	56%↑	65%↑	84%↑	49%	32%↓	11%↓
The Bible, the Koran, and the book of Mormon are all different expressions of the same spiritual truths*	16	15	19	14	13	12↓	26↑	15	16
*online and telephone sample size=	2008	530	581	635	220	475	151	756	544
telephone sample size=	1008	273	296	295	110	272	88	364	228

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	2013	2014	2015	2016
<b>The Bible contains everything a person needs to know to live a meaningful life</b>						
agree strongly	53%	48%	47%	50%	49%	45%
agree somewhat	22	21	19	19	20	21
disagree somewhat	11	15	14	16	16	15
disagree strongly	12	12	17	14	14	18
not sure	2	5	3	2	2	2
<b>The Bible, the Koran, and the book of Mormon are all different expressions of the same spiritual truths*</b>						
agree strongly	17	15	16	18	16	16
agree somewhat	33	31	31	29	32	29
disagree somewhat	17	18	19	15	16	16
disagree strongly	28	28	28	29	28	30
not sure	6	8	7	9	9	9
*online and telephone sample size=	1,982	1,969	2,030	2,008	1,976	2008
telephone sample size=	1,011	1,020	1,005	1,012	1,010	1,008

**Table 1.3 | The Bible's Role in U.S. Society**

*Some people believe that the Bible should have a greater role in US 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?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
too little influence	46%	30%↓	42%	59%↑	58%↑	72%↑	58%↑	40%↓	17%↓
just right	30	30	30	28	34	24	32	40↑	20↓
too much influence	19	34↑	21	9↓	6↓	3↓	7↓	16	51↑
not sure	5	6	7	4	2	2↓	2	4	11↑
n=	1008	273	296	295	110	272	88	364	228

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	2013	2014	2015	2016
too little influence	54%	47%	56%	50%	51%	46%
just right	28	29	26	30	27	30
too much influence	13	16	13	16	19	19
not sure	5	7	6	6	3	5
n=	1,011	1,020	1,005	1,012	1,010	1,008

**Table 1.4 | The Bible's Impact on Humanity***Which of the following do you think has had the most impact on humanity?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
the Bible	64%↓	51%	64%	69%	76%↑	85%↑	67%	61%	38%↓
On the Origin of Species	6	8	6	5	4	3	3	6	13↑
The Koran	6	6	7	5	4	3	8	6	10↑
The Republic by Plato	5↑	9	5	5	1	1↓	5	6	11↑
The Art of War by Sun Tzu	4↑	9	2	2	1	2	3	4	4
none of these	6	7	7	6	4	2↓	3	6	14↑
not sure	10	10	9	10	11	6↓	12	12	10
n=	1008	273	296	295	110	272	88	364	228

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 1.5 | Belief that Regular Bible Reading Would Make Politics More Civil***Do you think politics would be more civil if politicians read the Bible on a regular basis?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	51%	31%↓	47%	66%↑	71%↑	86%↑	63%↑	43%↓	16%↓
no	44	63↑	50	31↓	25↓	12↓	32↓	52↑	79↑
not sure	5	7	4	4	4	2↓	6	6	5
n=	1008	273	296	295	110	272	88	364	228

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.

	2015	2016
yes	56%	51%
no	40	44
not sure	4	5
n=	1,010	1,008

**Table 1.6 | Belief that Regular Bible Reading Would Make Politicians More Effective***Do you think America's politicians would be more effective if they read the Bible on a regular basis?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	53%	34%↓	49%	66%↑	76%↑	86%↑	59%	47%↓	16%↓
no	43	62↑	49	30↓	19↓	9↓	36	49↑	80↑
not sure	4	4	3	5	5	5	5	4	4
n=	1008	273	296	295	110	272	88	364	228

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.

	2015	2016
yes	58%	53%
no	40	43
not sure	2	4
n=	1,010	1,008

**Table 1.7 | Likelihood of Voting for Presidential Candidate Who Regularly Reads the Bible***Considering the upcoming presidential election, would you be more likely to vote for a candidate who regularly reads the Bible?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	46%	29%↓	43%	58%↑	66%↑	76%↑	51%	43%	11%↓
no	47	58↑	54↑	37↓	27↓	15↓	42	53↑	79↑
not sure	7	13↑	4	6	7	9	7	4↓	10
n=	1008	273	296	295	110	272	88	364	228

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 | Bible's Teachings about Obeying Government Laws and Regulations**

*Which one of these statements comes closest to what you believe the Bible teaches about obeying government laws and regulations?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
You are required to submit to the law, except when doing so violates your religious beliefs or your own moral convictions	40%	40%	40%	38%	45%	59%↑	37%	31%↓	33%
You are required to submit to all laws, even if you don't agree with them	23	26	20	25	21	22	18	26	20
The Bible is silent on this issue	26	24	29	26	22	12↓	33	33↑	28
Not sure	11	11	11	12	13	7	12	10	20↑
<i>n=</i>	1008	273	296	295	110	272	88	364	228

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.

## 2. Bible Penetration

**Table 2.1 | Bible Ownership**

*Does your household own a Bible?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	86%	79%↓	86%	89%	91%↑	100%↑	94%↑	91%↑	62%↓
no	14	21↑	14	11	9↓	0↓	6↓	9↓	39↑
Online + telephone sample size=	2005	529	580	635	219	475	151	756	542

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.

	1993*	2011	2012	2013	2014	2015	2016
yes	92%	88%	85%	88%	88%	88%	86%
no	8	12	15	12	12	13	14
n=	601	2,011	2,014	2,071	2,028	2,007	2005

Historical data (1993) collected by telephone interviews; 2011-2016 data collected by telephone and online surveys.

**Table 2.2 | Bible Ownership: Segmentation**

Segmentation Analysis   Household Owns a Bible (average 86%)	
<i>Above average ownership</i>	
👉	Practicing Mainline Protestants (100%)
👉	Practicing Non-Mainline Protestants (100%)
👉	Born Again Christians (99%)
👉	Non-Mainline Protestants (99%)
👉	Adults who have attended church in the past week (98%)
👉	Mainline Protestants (97%)
👉	Black, non-Hispanic (96%)
👉	Adults who have attended church in the past month (96%)
👉	Self-identified Christians (95%)
👉	Practicing Catholics (94%)
👉	Elders, age 70+ (91%)
👉	Christians, non-practicing (91%)
👉	Married adults (89%)
👉	Residents of the South (89%)
<i>Below average ownership</i>	
👉	Residents of the Northeast (82%)
👉	Unmarried adults (82%)
👉	Never married adults (80%)
👉	Households earning less than \$100K annually (80%)
👉	Millennials, age 18-31 (79%)
👉	Adults who have not attended church in the past six months (76%)
👉	Other non-Hispanic (65%)
👉	Other faith / no faith (62%)
👉	Adults who do not identify as Christian (59%)
👉	Adults who have never attended church (45%)

All differences listed are statistically significant at the 95% confidence level or higher.

**Table 2.3 | Number of Bibles Owned***How many Bibles, in total, does your household own?*

		Generation				Practicing Faith		Non-Practicing Faith	
% who own a Bible	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
one	18%	24%↑	17%	15%	15%	4%↓	21%	24%↑	29%↑
two to three	33	31	38	32	30	15↓	53↑	42↑	38
four to five	24	20	28	23	25	30↑	18	24	14↓
six or more	25	24	17↓	30	30	51↑	9↓	10↓	19
mean	4.7	4.2	4.0	4.7	5.2	6.8	3.4	3.0	3.6
median	3.0	3.0	3.0	4.0	4.0	6.0	3.0	3.0	3.0
n=	887	221	260	274	105	268	81	343	142

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.

% own a Bible	2011	2012	2013	2014	2015	2016
mean	4.5	4.3	4.4	4.7	4.4	4.7
median	3.4	3.3	3.5	3.4	3.0	3.0
n=	901	875	892	898	929	890

**Table 2.4 | Bible Purchases***Did you purchase a Bible in 2015?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	16%	11%↓	21%↑	15%	14%	27%↑	22%	10%↓	7%↓
no	84	88	79↓	85	86	72↓	78	90↑	93↑
n=	1008	273	296	295	110	272	88	364	228

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.

Bible purchases in the previous year	2012	2013	2014	2015	2016
yes	14%	15%	13%	13%	16%
no	86	85	87	87	84
n=	1,020	1,005	1,012	1,010	1,008

### 3. Bible Engagement

**Table 3.1 | Bible Readers**

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

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
never	27%	35%↑	27%	23%↓	20%↓	2%↓	7%↓	28%	56%↑
less than once a year	14	14	17	14	9↓	3↓	18	21↑	16
once or twice a year	9	11	8	8	7	3↓	10	12↑	8
three or four times a year	8	6	9	8	7	4↓	14↑	11↑	4↓
once a month	7	9	8	6	6	9	11	9	3↓
once a week	8	6	7	9	9	14↑	18↑	5↓	2↓
several times/4+ times a week	14	9↓	15	14	17	32↑	13	7↓	4↓
every day	13	9↓	9↓	16	23↑	34↑	9	5↓	4↓
not sure	2	1	1	2	2	1	1	2	2
Online + telephone sample size=	2008	530	581	635	220	475	151	756	544

\* 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.

	2011	2012	2013	2014	2015	2016
never	25%	26%	26%	26%	28%	27%
less than once a year	13	10	12	9	10	14
once or twice a year	11	10	10	11	10	9
three or four times a year	8	9	9	8	6	8
once a month	8	8	7	8	9	7
once a week	8	7	8	9	8	8
several times/4+ times a week	15	13	13	13	14	14
every day	11	13	13	15	14	13
not sure	3	5	1	2	1	2
Online + telephone sample size=	2,014	2,011	2,068	2,027	1,997	2008

**Table 3.2 | Bible Readership: Segmentation**

Bible Readers: segmentation average (50%)	
<i>Above average readership</i>	
☞	Practicing Non-Mainline Christians (92%)
☞	Practicing Mainline Christians (90%)
☞	All Practicing Christians (86%)
☞	Born Again Christians (81%)
☞	Adults who have attended church in the past week (81%)
☞	Black, non-Hispanic (75%)
☞	Protestants (73%)
☞	Adults who have attended church in the past month (70%)
☞	Catholics (65%)
☞	Self-identified Christians (62%)
☞	Elders, age 70+ (62%)
☞	Residents of the South (60%)
☞	Households earning less than \$50K annually (54%)
<i>Below average readership</i>	
☞	White, non-Hispanic (46%)
☞	Males (45%)
☞	College graduates (45%)
☞	Unmarried adults (45%)
☞	Never married adults (45%)
☞	Residents of the West (43%)
☞	Residents of the Northeast (41%)
☞	Millennials, ages 18-31 (39%)
☞	Christians, non-practicing (37%)
☞	Catholics (37%)
☞	Other non-Hispanic (36%)
☞	Households earning more than \$100K annually (35%)
☞	Other / no faith (17%)
☞	Adults who have not attended church in the past six months (17%)
☞	Adults who have never attended church (12%)
☞	Adults who do not identify as Christian (12%)

\* read the Bible at least 3-4 times a year

All differences listed are statistically significant at the 95% confidence level or higher.

**Table 3.3 | Bible Hearers**

*How often, if ever, do you actually hear the Bible read aloud at a church service or Mass?*

		Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
never	23%	28%↑	24%	21%	20%	1%↓	3%↓	21%	55%↑
less than once a year	9	10	9	10	5↓	0↓	2↓	13↑	13↑
once or twice a year	9	10	8	10	4↓	1↓	3↓	15↑	10
three or four times a year	7	9	7	5	5	2↓	2↓	13↑	4↓
once a month	6	7	7	6	5	5	13↑	8	4
once a week	28	18↓	30	29	39↑	50↑	65↑	19↓	6↓
several times/4+ times a week	14	12	12	16	15	34↑	9	6↓	5↓
every day	3	4	2	2	2	6↑	3	2	1↓
not sure	2	2	1	1	4	1	1	3	2
Online + telephone sample size=	2008	530	581	635	220	475	151	756	544

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.

	2015	2016
never	25%	23%
less than once a year	7	9
once or twice a year	8	9
three or four times a year	6	7
once a month	8	6
once a week	29	28
several times/4+ times a week	12	14
every day	3	3
not sure	1	2
Online + telephone sample size=	2006	2008

**Table 3.4 | Time Spent Reading the Bible***What is the average amount of time you spend reading the Bible at each sitting?*

		Generation				Practicing Faith		Non-Practicing Faith	
% of Bible readers	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
less than 15 minutes	13%	15%	15%	14%	11%	11%	9%	18%	19%
15-29 minutes	26	32	22	28	22	26	25	26	27
30-44 minutes	30	31	33	29	29	29	29	30	30
45-59 minutes	4	3	3	5	4	5	4	2	3
1 hour or more	27	20	28	25	35	29	34	24	21
mean	38.7	31.7	41.1	36.6	44.1	40.8	42.6	34.3	39.8
median	30.0	30.0	30.0	30.0	30.0	30.0	30.0	30.0	30.0
n=	547	111	153	187	73	257	60	142	40

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.

\* Caution: small sample size

% of Bible readers	2013	2014	2015	2016
less than 15 minutes	15%	15%	13%	13%
15-29 minutes	27	26	24	26
30-44 minutes	26	30	30	30
45-59 minutes	8	7	6	4
1 hour or more	24	21	27	27
mean	36.0	35.3	36.9	38.7
median	29.8	29.8	30.0	30.0
n=	568	569	558	547

**Table 3.5 | Preferred Bible Version**

*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?*

		Generation				Practicing Faith		Non-Practicing Faith	
% Bible readers	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
King James Version	40%	29%↓	42%	41%	50%	45%	29%	43%	29%
New King James Version	12	12	11	13	5	11	18	10	8
New International Version	11	16	10	11	5	17↑	0↓	5↓	1↓
English Standard Version	5	13↑	2	5	4	6	3	6	4
New American Standard Bible	3	0	6	3	1	4	5	*↓	7
New Revised Standard Version	2	1	3	1	5	3	1	3	1
New Living Translation	2	0	2	1	4	3	0	1	0
Today's New International Version	1	0	0	2	1	1	0	0	5↑
Good News Translation	1	0	1	1	0	1	0	1	0
Contemporary English Version	1	1	0	*	2	*	1	*	0
Amplified Bible	1	0	1	3↑	0	2	0	0	0
New American Bible	1	0	1	2	2	1	6↑	1	0
The Message	1	1	1	*	*	*	3	1	0
New Century Version	*	0	0	1	0	0	0	0	0
New International Reader's Version	*	0	0	1	0	*	0	0	0
Holman Christian Standard Bible	*	1	0	0	*	*	0	1	0
other	10	16	10	7	7	3↓	15	14	26
don't know, unsure	11	11	10	9	15	5↓	21↑	15	19
n=	570	115	160	191	81	261	61	154	43

\* 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 3.5 | Preferred Bible Version (cont'd)**

% of Bible readers	2011	2012	2013	2014	2015	2016
King James Version	45%	39%	38%	34%	39%	40%
New International Version	10	11	11	13	13	11
New King James Version	10	12	14	10	10	12
New American Standard Bible	2	2	1	2	2	3
New Revised Standard Version	1	2	2	3	2	2
English Standard Version	3	6	3	6	8	5
New Living Translation	2	2	2	4	3	2
Amplified Bible	2	1	*	*	1	1
Contemporary English Version	1	1	*	1	1	1
New American Bible	1	2	2	2	1	1
New International Reader's Version	1	1	1	1	*	*
The Message	1	0	*	*	*	1
Good News Translation	*	0	*	*	1	1
New Century Version	*	1	0	0	*	*
Holman Christian Standard Bible	0	1	*	0	*	*
Today's New International Version	0	2	2	1	1	1
other	8	6	10	11	11	10
don't know, unsure	12	9	13	11	9	11
<i>n=</i>	633	597	603	590	583	570

\* indicates less than one-half of one percent

**Table 3.6 | Motivations for Reading the Bible**

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

		Generation				Practicing Faith		Non-Practicing Faith	
% of Bible readers	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
It brings me closer to God	55%	49%	55%	58%	57%	65%↑	59%	35%↓	51%
I have a problem I need to solve or I need direction	16	18	17	17	15	14	19	23↑	15
I need comfort	16	21	14	15	16	10↓	13	29↑	6
I know I'm supposed to	6	5	6	6	4	7	4	6	1
It is part of my studies at school	3	5	3	2	3	2	2	4	8
not sure	4	3	5	2	5	2	3	4	19↑
<i>n=</i>	570	115	160	191	81	261	61	154	43

\* 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.

% of Bible readers	2011	2012	2013	2014	2015	2016
It brings me closer to God	64%	55%	53%	56%	60%	55%
I need comfort	14	10	14	15	12	16
I have a problem I need to solve or I need direction	12	17	18	17	18	16
I know I'm supposed to	3	5	6	4	4	6
It is part of my studies at school	3	3	4	3	3	3
not sure / none	4	9	12	4	4	4
<i>n=</i>	633	597	603	590	583	570

**Table 3.7 | Desire for Bible Reading***Do you wish that you read the Bible more or not?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	61%	55%	59%	68%↑	64%	84%↑	77%↑	61%	22%↓
no	36	43↑	38	30	32	15↓	20↓	37	73↑
don't know	3	3	3	2	4	1	3	2	5
n=	1,008	273	296	295	110	272	88	364	228

\* 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.

	2011	2012	2013	2014	2015	2016
yes	67%	60%	61%	62%	61%	61%
no	31	38	37	36	38	36
don't know	2	2	2	2	1	3
n=	1,011	1,020	1,005	1,012	1,010	1,008

**Table 3.8 | Level of Bible Use**

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

		Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
stayed the same	66%	64%	66%	67%	67%	50%↓	65%	72%↑	75%↑
increased	23	20	24	24	24	46↑	31↑	15↓	7↓
decreased	8	11↑	7	6	7	5↓	2↓	10	10
not sure	3	5↑	3	3	3	0↓	2	3	8↑
<i>online + telephone sample=</i>	<i>2007</i>	<i>530</i>	<i>581</i>	<i>635</i>	<i>219</i>	<i>475</i>	<i>151</i>	<i>756</i>	<i>543</i>

\* 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.

	2012	2013	2014 phone	2015 phone	2014 combined	2015 combined	2016 combined
stayed the same	58%	63%	70%	62%	71%	66%	66%
increased	27	26	20	24	18	22	23
decreased	12	9	9	13	9	12	8
not sure	3	2	2	1	1	1	3
<i>n=</i>	<i>1,020</i>	<i>1,005</i>	<i>1,012</i>	<i>1,010</i>	<i>2,027</i>	<i>2,005</i>	<i>2007</i>

**Table 3.9 | Reasons for Bible Engagement***What do you think caused the increase in your Bible engagement (MULTIPLE RESPONSE)*

% who experienced an increase in engagement	2014	2015	2016
came to understand it as an important part of my faith journey	53%	58%	67%
difficult experience in my life caused me to search the Bible for direction / answers	41	25	26
downloaded the Bible onto my smartphone or tablet	26	16	18
significant change in my life (marriage, birth of child, etc.)	17	18	20
saw how the Bible changed someone I know for the better	15	5	14
someone I know asked me to read the Bible with them	14	7	10
went to a church where the Bible became more accessible to me	13	9	12
media conversations around religion and spirituality	14	2	5
other	17	15	12
<i>n=</i>	<i>119</i>	<i>156</i>	<i>150</i>

Segmentation not shown due to limited sample size.

\* Additional options were offered in 2014 that were not shown in 2015.

**Table 3.10 | Reasons for Bible Disengagement***What do you think caused the decrease in your Bible engagement (MULTIPLE RESPONSE)*

% who experienced a decrease in engagement	2014	2015	2016
too busy with life's responsibilities (job, family, etc.)	40%	42%	58%
had a significant change in my life (loss of job, death of a loved one, etc.)	17	12	8
became atheist or agnostic	15	4	17
difficult experience in my life caused me to doubt my faith (or God / Bible)	13	15	12
saw how reading the Bible made very little difference in the life of someone I know	8	9	6
decided to leave the church altogether	4	12	17
converted to another faith	4	4	5
other	16	20	11
<i>n=</i>	<i>93</i>	<i>101</i>	<i>67</i>

Segmentation not shown due to limited sample size.

\* Additional options were offered in 2014 that were not shown in 2015.

**Table 3.11 | Frustrations with Bible Reading**

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

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
never have enough time to read it	31%	24%↓	35%	33%	31%	44%↑	47%↑	27%	11%↓
none / no frustrations	17	12↓	16	17	29↑	24↑	15	13	15
language is difficult to relate to	14	18	12	17	8	11	17	18	13
don't feel excited about reading it	12	17↑	14	8	8	7↓	3↓	13	23↑
don't understand background or history of the Bible	10	10	9	9	12	8	11	13	7
can never find the stories or verses you are looking for	5	4	5	7	5	3	3↑	9	3
do not read the Bible	6	10↑	5	4	4	*↓	0↓	1↓	23↑
other	4	4	5	3	3	2	2	6	5
don't know	1	1	0	3↑	2	2	3	1	*
n=	1,008	273	296	295	110	272	88	364	228

\* 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.

	weekly Bible readers						all adults				
	2011	2012	2013	2014	2015	2016	2012	2013	2014	2015	2016
never have enough time to read it	48%	43%	40%	47%	46%	45%	32%	30%	35%	33%	31%
none / no frustrations	23	25	31	25	25	25	18	22	17	17	17
language is difficult to relate to	10	10	10	8	9	11	12	14	11	13	14
don't understand background or history of the Bible	8	8	7	8	6	7	7	7	7	7	10
can never find the stories or verses you are looking for	4	6	4	6	8	4	6	5	7	7	5
don't feel excited about reading it	4	2	3	1	3	4	11	12	10	11	12
other	2	4	3	4	2	2	3	3	5	5	4
don't know	4	2	2	1	1	2	3	3	2	1	1
n=	449	441	429	414	411	421	1,020	1,005	1,012	1,010	1,008

**Table 3.12 | Favorable Emotions When Reading the Bible**

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

		Generation				Practicing Faith		Non-Practicing Faith	
% who have ever read or heard the Bible read aloud	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
peaceful	54%	54%	50%	56%	62%	62%↑	61%	54%	31%↓
encouraged / inspired	46	42	37↓	53↑	56	64↑	47	36↓	29↓
hopeful	46	41	45	49	51	57↑	47	46	24↓
a sense of direction	42	43	33↓	46	44	56↑	44	34↓	28↓
happy	38	42	32	37	44	52↑	39	32	18↓
other	5	6	5	2↓	4	2↓	5	7	5
none	9	11	12	8	4	1↓	1↓	9	36↑
not sure	2	2	3	2	2	0↓	2	3	5↑
n=	874	215	259	271	100	272	88	328	132

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.

% who have ever read the Bible	2012	2013	2014	2015 ever read	2015* ever heard / read	2016 ever read	2016* ever heard / read
peaceful	34%	37%	42%	45%	43%	57%	54%
encouraged / inspired	33	29	33	41	38	48	46
hopeful	27	30	29	35	34	48	46
a sense of direction	25	26	25	34	31	44	42
happy	18	19	25	28	26	40	38
other	1	2	6	9	8	5	5
none	9	3	11	7	10	7	9
not sure	4	3	3	2	2	1	2
n=	786	775	770	765	885	777	874

\* In 2015-16, those who have ever heard the Bible read in a church service or Mass were included in this question.

**Table 3.13 | Unfavorable Emotions When Reading the Bible***The last time you read the Bible, what was the primary unfavorable emotion you experienced, if any?**Did you feel...(MULTIPLE RESPONSE)*

		Generation				Practicing Faith		Non-Practicing Faith	
% who have ever read or heard the Bible read aloud	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
none	48%	30%↓	51%	53%	57%	62%↑	44%	42%	33↓
confused	19	34↑	19	12↓	14	13↓	23	23	24
overwhelmed	17	18	13	20	19	18	18	15	13
doubtful	10	18↑	8	7	5	3↓	3↓	14↑	22↑
bored	6	12↑	6	4	2	4	1	8	12↑
discouraged	5	4	2↓	6	11↑	4	4	5	9
convicted, guilty, sinful	1	2	1	1	1	1	0	2	0
other	5	4	8	3	3	3	15↑	3	8
not sure	1	2	1	2	1	*	2	2	2
n=	874	215	259	271	100	272	88	328	132

\* 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.

% who have ever read the Bible	2012	2013	2014	2015 ever read	2015* ever heard / read	2016 ever read	2016* ever heard / read
none	59%	59%	60%	55%	53%	49%	48%
confused	12	12	15	14	14	19	19
overwhelmed	11	11	9	13	13	18	17
doubtful	8	6	6	8	9	8	10
bored	3	3	5	5	6	5	6
discouraged	3	5	5	6	6	5	5
convicted, guilty, sinful	2	1	1	1	1	1	1
other	1	2	4	7	7	5	5
not sure	3	4	3	2	2	1	1
n=	786	775	770	765	885	777	874

\* In 2015-16, those who have ever heard the Bible read in a church service or Mass were included in this question.

**Table 3.14 | Applying the Bible to Life: Bible Readers**

*You mentioned that you read from the Bible in the past week. After reading the Bible, would you say that you:*

		Generation				Practicing Faith		Non-Practicing Faith	
% who read the Bible in the past week	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
gave a lot of thought to how it might apply to your life	59%	37%↓	64%	63%	62%	68%↑	51%	36%↓	56%
gave some thought to how it might apply to your life	35	51↑	33	31	30	26↓	45	56↑	39
or you really did not give any thought to how it might apply to your life	4	3	2	6	5	3	2	6	3
not sure	3	8↑	1	0↓	3	3	3	2	2
n=	421	71	110	152	68	232	39*	79	29*

\* Caution: small sample size.

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.

% who read the Bible in the past week	2011	2012	2013	2014	2015	2016
gave a lot of thought to how it might apply to your life	61%	59%	65%	57%	58%	59%
gave some thought to how it might apply to your life	34	35	28	37	35	35
or you really did not give any thought to how it might apply to your life	4	5	4	5	7	4
not sure	1	1	2	2	1	3
n=	449	446	434	427	403	421

**Table 3.15 | Applying the Bible to Life: Bible Hearers**

*You mentioned that you heard the Bible read in the past week. After hearing from the Bible, would you say that you:*

		Generation				Practicing Faith		Non-Practicing Faith	
% who did not read the Bible in the past week but who heard the Bible read at church / Mass in the past week	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
gave a lot of thought to how it might apply to your life	24%	12%	29%	29%	NA	NA	NA	13%	NA
gave some thought to how it might apply to your life	58	65	58	53	NA	NA	NA	64	NA
or you really did not give any thought to how it might apply to your life	13	14	12	15	NA	NA	NA	15	NA
not sure	6	10	2	3	NA	NA	NA	7	NA
<i>n=</i>	154	46	49	39	14	29	32	74	10

NA: Results among Elders, Practicing Christians, Practicing Catholics and other faith / no faith adults are not shown due to limited sample size. Statistical testing not performed due to limited sample size.

% who did not read the Bible in the past week but who heard the Bible read at church / Mass in the past week	2015	2016
gave a lot of thought to how it might apply to your life	28%	24%
gave some thought to how it might apply to your life	50	58
or you really did not give any thought to how it might apply to your life	17	13
not sure	5	6
<i>n=</i>	164	154

**Table 3.16 | Use of Bible Formats**

*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?*

		Generation				Practicing Faith		Non-Practicing Faith	
% among Bible readers	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
read from a print version of the Bible on your own	92%	90%	91%	93%	96%	96%↑	99%↑	86%↓	85%
heard the Bible read in a worship service or mass	90	90	89	91	90	97↑	89	76↓	87
attended a small group or Bible study, where you studied the Bible in a group, not including weekend worship services	54	64↑	50	49	60	65↑	47	34↓	54
used the Internet on a computer to read Bible content	49	75↑	53	42	21↓	50	40	42	71↑
searched for Bible verses or Bible content on a smart phone or cell phone	43	78↑	47	33↓	14↓	47	27↓	39	52
listened to a teaching about the Bible via podcast	37	39	38	37	34	43	25	32	29
downloaded or used a Bible app on a smartphone	36	62↑	41	30	7↓	39	25	30	48
listened to an audio version of the Bible	35	34	37	33	30	43↑	19↓	20↓	53↑
<i>n=</i>	<i>570</i>	<i>115</i>	<i>160</i>	<i>191</i>	<i>81</i>	<i>261</i>	<i>61</i>	<i>154</i>	<i>43</i>

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 3.16 | Use of Bible Formats (cont'd)**

		Generation				Practicing Faith		Non-Practicing Faith	
% among Bible readers or those who have heard the Bible read at church / Mass at least 3-4 times a year	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
heard the Bible read in a worship service or mass	89%	89%	88%	90%	89%	97%↑	88%	81%↓	81%
read from a print version of the Bible on your own	86	80	83	89	90	95↑	86	76↓	75↓
attended a small group or Bible study, where you studied the Bible in a group, not including weekend worship services	47	51	43	45	54	64↑	40	26↓	40
used the Internet on a computer to read Bible content	44	66↑	47	37	20↓	50	33	35↓	66↑
searched for Bible verses or Bible content on a smart phone or cell phone	42	75↑	43	30↓	12↓	47	21↓	38	55↑
listened to a teaching about the Bible via podcast	32	34	30	32	31	41↑	20↓	23↓	27
downloaded or used a Bible app on a smartphone	31	49↑	35	26	6↓	38↑	20↓	23↓	39
listened to an audio version of the Bible	29	28	29	30	27	42↑	15↓	15↓	39
<i>n=</i>	710	160	206	224	92	272	84	241	61

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.

**From Table 3.16 | Use of Bible Formats (cont'd)**

% among Bible readers	2011	2012	2013	2014	2015 Bible readers	2015* Bible readers / hearers	2016 Bible readers	2016 Bible readers / hearers
read from a print version of the Bible on your own	89%	89%	90%	89%	93%	83%	92%	86%
attended a small group or Bible study, where you study the Bible in a group, not including weekend worship services	53	47	44	44	53	45	54	47
used the Internet on a computer to read Bible content	37	38	41	44	50	45	49	44
listened to an audio version of the Bible	28	30	26	25	32	28	35	29
listened to a teaching about the Bible via podcast	24	26	26	29	30	26	37	32
searched for Bible verses or Bible content on a smart phone or cell phone	18	23	29	35	40	38	43	42
heard the Bible read in a worship service or mass	NA	NA	NA	NA	83	80	90	89
downloaded or used a Bible app on a smart phone	NA	NA	NA	NA	35	30	36	31
<i>n=</i>	633	597	603	590	583	739	570	710

**Table 3.17 | Preferred Bible Format**

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

		Generation				Practicing Faith		Non-Practicing Faith	
% among Bible readers	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
print	81%	78%	79%	79%	95%↑	81%	80%	85%	70%
smartphone or tablet app	11↑	18	12	9	3↓	12	6	11	10
audio	4	1	4	7	0	3	9	3	8
online	3	2	5	3	2	2	6	2	8
video	0	0	0	0	0	0	0	0	0
other	*	0	0	1	0	1	0	0	1
not sure	1	1	0	1	1	1	0	0	3
n=	570	115	160	191	81	261	61	154	43

		Generation				Practicing Faith		Non-Practicing Faith	
% among Bible readers or those who have heard the Bible read at church / Mass at least 3-4 times a year	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
print	80%	75%	77%	80%	92%↑	80%	83%	83%	60%↓
smartphone or tablet app	10	17↑	12	8	2↓	13	4	9	16
online	4	4	6	3	3	2	4	3	14↑
audio	5	3	5	7	3	4	6	6	7
video	0	0	0	0	0	0	0	0	0
other	*	0	0	1↑	0	1↑	0	*	1↑
not sure	1	1	1	1	1	1	3	*	3
n=	710	160	206	224	92	272	84	241	61

\* 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 3.17 | Preferred Bible Format (cont'd)**

% among Bible readers	2012	2013	2014	2015 Bible readers	2015 Bible readers / hearers	2016 Bible readers	2016 Bible readers / hearers
print	83%	85%	84%	76%	73%	81%	80%
smartphone or table app	NA	NA	NA	11	11	11	10
online	NA	NA	NA	6	6	3	4
digital	8	8	10	NA	NA	NA	NA
audio	7	6	5	6	6	4	5
video	*	*	*	0	0	0	0
other	*	1	1	1	1	*	*
not sure	2	1	1	2	2	1	1
n=	597	603	590	583	739	570	710

\* indicates less than one-half of one percent

NA: Different response options were presented in 2015 than in previous years.

**Table 3.18 | Readership of Liturgical Text**

*In the last 7 days, did you read Scripture in a liturgical text such as the Book of Common Prayer, Liturgy of the Hours or a Lectio Divina resource?*

		Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	18%	15%	14%	21%	25%	28%↑	39%↑	8%↓	9%↓
no	78	79	83	75	71	69↓	57↓	87↑	87↑
don't know	4	5	3	4	4	3	4	4	4
n=	1,008	273	296	295	110	272	88	364	228

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.

	2015	2016
yes	14%	18%
no	84	78
don't know	2	4
n=	1,010	1,008

## 4. Bible Literacy

**Table 4.1 | Self-Assessment of Bible Knowledge**

*How knowledgeable do you feel about the Bible?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
highly knowledgeable	11%	6%↓	9%	15%	19%↑	21%↑	6%	5%↓	10%
moderately knowledgeable	30	27	28	33	33	38↑	37	23↓	28
somewhat knowledgeable	39	46↑	42	35	30	34	46	46↑	35
not too knowledgeable	13	15	12	12	13	6↓	6	20↑	12
not at all knowledgeable	5	7	7	4	5	*↓	5	6	12↑
not sure	1	0	2	1	1	*	0	*	4↑
<i>n=</i>	1008	273	296	295	110	272	88	364	228

\* 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.

	2012	2013	2014	2015	2016
highly knowledgeable	12%	12%	13%	12%	11%
moderately knowledgeable	32	31	32	33	30
somewhat knowledgeable	35	38	37	38	39
not too knowledgeable	16	13	12	12	13
not at all knowledgeable	5	6	6	4	5
not sure	1	1	1	1	1
<i>n=</i>	1,020	1,005	1,012	1,010	1,008

**Table 4.1 | Self-Assessment of Bible Knowledge (cont'd)**

	2011
completely knowledgeable	5%
highly knowledgeable	18
about average	56
not too knowledgeable	18
not at all knowledgeable	3
not sure	1
<i>n=</i>	1,011

**Table 4.2 | Highly Knowledgeable about the Bible: Segmentation**

Segmentation Analysis   Highly Knowledgeable about the Bible – Self-Assessment (average 11%)	
<i>Above average knowledge</i>	
✎	Adults qualifying as Bible engaged (24%)
✎	Practicing Protestants (21%)
✎	African-Americans (21%)
✎	Elders, ages 70 plus (19%)
✎	Weekly church attenders (17%)
✎	Bible readers, 3-4 times a year or more (16%)
✎	Born again Christians (16%)
✎	Protestants (15%)
<i>Below average knowledge</i>	
✎	Non-born again Christians (8%)
✎	Millennials, ages 18-31 (6%)
✎	Catholics (6%)
✎	Practicing Catholics (6%)
✎	Adults qualifying as Bible skeptic (6%)
✎	Self-id Christians without a practicing faith (5%)
✎	Adults who haven't read or heard the Bible read at church at least 3-4 times in past year (4%)
✎	Adults qualifying as Bible neutral (4%)

All differences listed are statistically significant at the 95% confidence level or higher.

**Table 4.3 | Knowledge of the Name of John the Baptist's Mother***What was the name of John the Baptist's mother?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
Elizabeth	31%	23%↓	28%	35%	38%	48%↑	46%↑	20%↓	20%↓
Mary	20	23	20	20	15	16	23	23	18
Ruth	17	17	20	16	16	15	10	22↑	14
Deborah	2	4	1	2	3	2	2	3	3
Don't Know	30	34	31	27	28	20	20	33	46↑
<i>n=</i>	1,008	273	296	295	110	272	88	364	228

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 4.4 | Knowledge of the Name of King David's Son***What was the name of King David's son?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
Solomon	51%	48%	55%	52%	46%	59%↑	51%	43%↓	50%
Samuel	12	13	13	10	11	10	18	13	8
Saul	11	9	10	14	12	13	18↑	11	7
Shem	1	1	1	2	3	1	1	2	1
Don't Know	25	29	21	23	28	17↓	12↓	30	34↑
<i>n=</i>	1,008	273	296	295	110	272	88	364	228

\* 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 4.5 | Knowledge of the Bible's Teaching**

*There are some attitudes and behaviors that are specifically addressed in the Bible, while others are not addressed. For each one of the following, please tell me whether or not you feel the Bible encourages or discourages each action, or if you feel the Bible is silent on this issue.*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>forgiveness</b>									
encourages	90%	87%	92%	91%	91%	98%↑	95%	93%	81%↓
discourages	3	3	4	3	2	2	3	3	4
silent	6	9	5	6	7	0↓	2	4	15↑
<b>generosity</b>									
encourages	89	86	89	91	89	98↑	95	90	80↓
discourages	4	5	4	3	2	2	2	5	4
silent	8	9	7	7	10	0↓	4	6	16↑
<b>serving the poor</b>									
encourages	89	86	89	91	91	99↑	98↑	92	78↓
discourages	3	5	3	3	1	1	0	4	5
silent	8	10	8	6	8	0↓	2	5	17↑
<b>patience</b>									
encourages	88	85	89	90	89	98↑	94	91	77↓
discourages	4	3	4	4	3	2	4	3	6
silent	8	11	7	7	8	1↓	2	6	17↑
<b>war</b>									
encourages	15	15	17	16	11	15	11	11	21↑
discourages	62	63	61	62	59	72↑	61	68↑	48↓
silent	23	22	22	23	30	13↓	28	21	31↑
<b>slavery</b>									
encourages	11	13	12	10	5	3↓	4	7↓	22↑
discourages	62	61	63	62	66	80↑	75↑	65	45↓
silent	27	26	25	28	30	17↓	20	28	33↑
n=	971	241	276	345	108	185	58	393	318

\* 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 4.5 | Knowledge of the Bible's Teaching (cont'd)**

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>prostitution</b>									
encourages	3%	2%	5%	4%	2%	*↓	2%	2%	7%↑
discourages	81	80	82	80	81	97↑	88	81	68↓
silent	16	18	13	17	17	2↓	10	17	25↑
<b>homosexuality or same-sex relationships</b>									
encourages	3	5	4	2	1	1	2	2	5
discourages	71	70	75	70	65	90↑	78	71	57↓
silent	26	25	21	29	34	9↓	20	27	38↑
<b>pornography</b>									
encourages	3	2	3	2	3	1	5	1↓	4
discourages	67	71	70	64	59	86↑	74	67	52↓
silent	31	27	27	34	38	12↓	21	32	43↑
<b>gambling</b>									
encourages	2	3	1	2	2	*	3	1	4↑
discourages	75	77	75	74	70	86↑	67	76	66↓
silent	24	20	24	25	28	14↓	30	23	30↑
<i>n=</i>	973	241	276	347	108	185	58	392	318

\* 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 4.5 | Knowledge of the Bible's Teaching (cont'd)**

% who say Bible <i>encourages</i> each	2015	2016
forgiveness	89%	90%
generosity	88	89
serving the poor	87	89
patience	87	88
% who say Bible <i>discourages</i> each	2015	2016
war	63%	62%
slavery	66	62%
prostitution	81	81
homosexuality or same-sex relationships	76	71
pornography	68	67
gambling	76	75

**Table 4.6 | Bible as Literal or Inspired Word of God**

*Which of the following statements comes closest to describing what you believe about the Bible?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
actual word of God and should be taken literally, word for word	22%	14%↓	21%	28%↑	29%↑	44%↑	27%	18%↓	5%↓
inspired word of God, no errors, some verses symbolic	30	34	27	29	28	45%↑	43%↑	29	13↓
inspired word of God, has factual or historical errors	16	15	19	14	15	7↓	18	23↑	13
not inspired, tells how writers understood the ways and principles of God	9	9	10	9	8	2↓	4↓	13↑	14↑
just another book of teachings written by men that contain stories and advice	15	20↑	16	13	11	1↓	2↓	10↓	41↑
other	6	7	5	6	7	1↓	3	5	12↑
not sure	2	1	2	2	3	1	2	1	4↑
online + telephone sample size=	2008	530	581	635	220	475	151	756	544

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 4.6 | Bible as Literal or Inspired Word of God (cont'd)**

	2007*	2011	2012	2013	2014	2015	2016
actual word of God and should be taken literally, word for word	26%	24%	24%	22%	23%	22%	22%
inspired word of God, no errors, some verses symbolic	30	31	28	27	30	33	30
inspired word of God, has factual or historical errors	18	14	14	15	15	13	16
not inspired, tells how writers understood the ways and principles of God	11	8	8	10	10	11	9
just another book of teachings written by men that contain stories and advice	11	12	16	16	18	19	15
other	NA	2	2	2	2	1	6
not sure	5	9	9	9	3	1	2
<i>n=</i>	1,004	2,012	2,008	2,060	2,014	1,989	2,008

Research was conducted by Barna in 2007 in the OmniPoll<sup>SM</sup>,

Note: Historical data collected by telephone interviews; 2011-2014 data collected by telephone and online surveys.

**Table 4.7 | Influence of the Bible***How much influence, if any, do you feel the Bible has on...?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>your views on abortion</b>									
a lot	28%	24%	29%	31%	29%	73%↑	61%↑	18%↓	8%↓
some	13	14	15	11	16	11	24↑	16	8↓
a little	12	13	12	11	10	10	4	17↑	8↓
none	47	50	44	47	45	6↓	11↓	49	76↑
<b>your support for Israel and the city of Jerusalem</b>									
a lot	20	14↓	18	25	21	49↑	23	13↓	7↓
some	16	17	16	15	19	23↑	29↑	16	10↓
a little	14	12	17	13	14	10	17	18	11
none	51	58↑	50	47	46	17↓	31↓	54	72↑
<b>the decisions you make about finances and money</b>									
a lot	16	16	16	16	14	46↑	20	8↓	7↓
some	17	16	18	16	19	31↑	19	15	7↓
a little	13	14	13	12	15	16	31↑	14	8↓
none	54	54	53	57	52	7↓	31↓	63↑	78↑
<b>your support for refugees and people displaced by wars and conflicts</b>									
a lot	14	12	14	16	13	36↑	24↑	9↓	4↓
some	21	20	19	20	28	37↑	26	20	10↓
a little	16	17	17	15	18	14	28↑	18	13
none	50	52	50	50	42	13↓	22↓	53	73↑
<i>n=</i>	981	246	278	348	108	185	58	394	324

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 4.7 | Influence of the Bible (cont'd)**

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>your decision on who to vote for in the upcoming November election</b>									
a lot	13%	10%	13%	16%	11%	38%↑	15%	8%↓	5%↓
some	14	13	12	15	16	28↑	19	11	6↓
a little	11	11	12	9	12	13	24↑	10	7↓
none	63	66	63	60	61	22↓	42↓	71↑	82↑
<b>your support for wars our country fights</b>									
a lot	11	9	9	14	11	30↑	18	6↓	4↓
some	17	15	17	16	21	37↑	24	14	7↓
a little	14	13	15	14	15	18	17	15	10
none	58	63	60	56	54	15↓	41↓	66↑	80↑
<b>how you feel about immigration</b>									
a lot	9	10	8	10	8	21↑	15	6	4↓
some	16	11↓	17	17	25↑	33↑	26↑	14	7↓
a little	13	14	13	13	15	20↑	21	13	9
none	61	65	62	61	53	26↓	38↓	67↑	81↑
<b>your views on gun ownership</b>									
a lot	9	9	9	10	6	20↑	6	6	6
some	12	10	11	12	16	25↑	19	8↓	6↓
a little	10	12	10	7	12	17↑	16	9	5↓
none	70	69	71	71	65	38↓	59	76↑	83↑
<i>n=</i>	981	246	278	348	108	185	58	394	324

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 4.7 | Influence of the Bible (cont'd)**

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>what you buy</b>									
a lot	8%	7%	7%	11%	7%	26%↑	9%	4%↓	3%↓
some	14	12	18	13	15	33↑	16	10↓	8↓
a little	14	19↑	13	10	17	19	19	15	8↓
none	63	62	61	67	61	23↓	56	71↑	81↑
<b>the stores where you choose to shop</b>									
a lot	6	5	5	6	7	13↑	15↑	4	1↓
some	11	11	12	13	8	31↑	9	7↓	6↓
a little	12	11	15	9	15	17	12	11	9
none	71	74	68	72	71	39↓	64	79↑	84↑
<i>n=</i>	981	246	278	348	108	185	58	394	324

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 4.8 | General beliefs about the Bible**

*For the following statements, please tell me if you agree or disagree:*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>the Bible teaches that acts of violence are sometimes necessary to defend freedoms and to protect family</b>									
strongly agree	17	13	14	22↑	18	37↑	22	13	10↓
somewhat agree	42	43	41	41	48	37	41	48↑	38
somewhat disagree	25	28	27	24	19	18↓	22	29	26
strongly disagree	16	17	18	14	15	8↓	16	11↓	27↑
<b>the Bible requires Christians to care for Muslims</b>									
strongly agree	21	23	21	20	17	39↑	31	16↓	14↓
somewhat agree	37	36	40	36	38	36	39	43↑	31
somewhat disagree	24	25	22	25	24	15↓	15	28	27
strongly disagree	18	16	17	20	20	11↓	15	14	28↑
<b>regular Bible reading leads to a less fearful life</b>									
strongly agree	25	22	22	28	27	62↑	33	15↓	10↓
somewhat agree	34	32	34	35	36	28	50↑	45↑	20↓
somewhat disagree	24	28	23	21	25	10↓	14	29	29
strongly disagree	18	18	21	17	12	0↓	3↓	11↓	41↑
<b>acceptance into Heaven after death is only possible through faith in Jesus Christ</b>									
strongly agree	43	35↓	45	46	44	82↑	65↑	44	11↓
somewhat agree	23	28	23	21	22	11↓	26	32↑	21
somewhat disagree	16	18	14	15	19	6↓	9	16	22↑
strongly disagree	18	19	18	19	16	1↓	0↓	8↓	46↑
<i>n=</i>	954	236	269	341	108	184	58	384	308

\* 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 4.8 | General beliefs (cont'd)**

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
<b>you are concerned about the decline in Bible readership in America today</b>									
strongly agree	23	16↓	24	24	29	61↑	36↑	13↓	7↓
somewhat agree	32	33	28	34	31	24↓	40	45↑	19↓
somewhat disagree	23	28	22	20	29	11↓	21	27	28
strongly disagree	22	24	25	22	12↓	3↓	3↓	15↓	47↑
<b>the Bible requires Christians to care for refugees</b>									
strongly agree	22	20	24	21	21	40↑	26	17↓	14↓
somewhat agree	43	46	40	41	50	37	47	52↑	34↓
somewhat disagree	23	18	24	26	20	18	16	21	29↑
strongly disagree	13	16	12	13	9	6↓	11	9↓	23↑
<i>n=</i>	954	236	269	341	108	184	58	384	308

\* 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.

## 5. Moral Decline

**Table 5.1 | Belief that Morality is on the Decline**

*Do you believe the values and morals of America are declining or not?*

		Generation				Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
yes	76%	65%↓	73%	86%↑	83%	90%↑	78%	79%	53%↓
no	20	28↑	24	11↓	13	9↓	14	18	39↑
not sure	4	7↑	3	3	4	1↓	8	3	8↑
<i>n=</i>	1,008	273	296	295	110	272	88	364	228

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.

	2013	2014	2015	2016
yes	77%	81%	80%	76%
no	19	16	17	20
not sure	4	3	3	4
<i>n=</i>	1,005	1,012	1,010	1,008

**Table 5.2 | Cause of Moral Decline**

Which of the following do you think is most responsible for the moral decline in America?

		Generation				Practicing Faith		Non-Practicing Faith	
% believe values and morals are declining	All	Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
corruption from corporate greed	32%	44%↑	33%	28%	18%↓	18%↓	18%↓	39%↑	53%↑
lack of Bible reading	29	20↓	27	32	41↑	52↑	31	19↓	7↓
negative influences of movies, television and music	28	30	28	28	33	22	43↑	31	26
something else	8	4	10	9	7	6	7	9	9
don't think there is a moral decline in America	1	2	0	0	0	*	0	1	1
not sure	2	1	2	3	2	1	1	3	4
n=	770	177	216	252	91	245	68	289	121

\* 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.

% believe values and morals are declining	2013	2014	2015	2016
lack of Bible reading	32%	26%	31%	29%
negative influences of movies, television and music	29	33	31	28
corruption from corporate greed	25	29	27	32
something else	8	9	8	8
don't think there is a moral decline in America	*	0	*	1
not sure	5	4	3	2
n=	777	817	807	770

\* indicates less than one-half of one percent

## 6. Giving to Non-Profit Organizations

**Table 6.1 | Donations to Non-Profit Organizations**

*For the year that just ended— 2015—what was the total amount of money that you donated to all charities and non-profit organizations, including churches and religious organizations, if any?*

		Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-31	Gen-Xers 32-50	Boomers 51-69	Elders 70+	Protestant	Catholic	Christian	Other faith / no faith
none	22%	30%↑	22%	17%↓	12%↓	5%↓	10%↓	27%↑	34%↑
less than \$100	13	24↑	9↓	9↓	8	5↓	11	17↑	14
\$100 to \$199	11	14	10	9	7	5↓	10	14	9
\$200 to \$399	11	13	9	12	10	10	13	11	12
\$400 to \$999	13	9↓	15	14	13	19↑	17	9↓	12
\$1,000 to \$1,999	10	5↓	11	12	14	13	15	9	7
\$2,000 to \$4,999	10	2↓	13	12	17↑	20↑	16	6↓	5↓
\$5,000 or more	12	4↓	12	16↑	18↑	24	9	8↓	8↓
mean	\$2,202	\$844	\$2,986	\$2,462	\$2,791	\$3,424	\$1,869	\$1,995	\$1,586
median	\$200	\$50	\$400	\$500	\$700	\$1,200	\$586	\$421	\$397
online + phone sample size=	1,471	402	454	452	139	336	102	575	405

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.

	2013	2014	2015	2016
none	29%	25%	24%	22%
less than \$100	14	12	12	13
\$100 to \$199	10	9	7	11
\$200 to \$399	10	10	12	11
\$400 to \$999	11	10	14	13
\$1,000 to \$1,999	10	11	9	10
\$2,000 to \$4,999	10	12	13	10
\$5,000 or more	7	11	9	12
mean	\$989	\$1,693	\$1,812	\$2,202
median	\$100	\$200	\$250	\$200
online + phone sample size=	1,842	1,645	1,674	1,471

## Appendix II

### Methodology

Two methods of data collection, telephone interviews and online surveys, were used for this study.

#### Telephone

The telephone survey included 1,008 interviews conducted among a representative sample of adults 18 and older from all 50 of the United States. The survey was conducted from January 20 through January 28, 2016. The sampling error for this study is +/-3 percentage points at the 95% confidence level. The research included 400 interviews conducted by contacting respondents on their cell phone.

Survey calls were made at various times during the day and evening so that every individual selected for inclusion was contacted up to five separate days, at different times of the day, to maximize the possibility of contact. This is a quality-control procedure that ensures those in the sampling frame have an equivalent probability of inclusion within the survey, thereby increasing the survey reliability. All of the interviews were conducted by experienced, trained interviewers; interviewers were supervised at all times; and every interviewer was monitored during the course of their work on this project. The telephone survey was conducted through the use of a CATI (Computer Assisted Telephone Interviewing) system. This process ensures that question skip patterns are properly administered by interviewers and that survey data are recorded accurately.

The cooperation rate for the telephone survey was 78%. A high cooperation rate significantly raises the confidence we may place in the resulting statistics. In every survey there are a variety of ways in which the accuracy of the data may be affected. The cooperation rate is one such potential cause of error in measurement; the lower the cooperation rate, the less representative the respondents interviewed may be of the population from which they were drawn, thereby reducing the accuracy of the results. Other sources of error include question-design bias, question-order bias, interviewer mistakes, sampling error and respondent deception. Many of these types of errors cannot be accurately estimated. However, having a high cooperation rate enhances the reliability of the information procured.

Based on U.S. Census data sources, regional and ethnic quotas were designed to ensure that the final group of adults interviewed reflected the distribution of adults nationwide and adequately represented the three primary ethnic groups

within the U.S. (those groups which comprise at least 10% of the population: white, black and Hispanic).

#### Online

The online portion of the study covered a subset of core questions that were also used in the telephone questionnaire. This study included 1,000 surveys conducted among a representative random sample of adults 18 and older within all 50 states and was conducted January 28 through February 16, 2016. The sampling error for a sample of this size is  $\pm 3$  percentage points at the 95% confidence level. The response rate for the online study was 55%.

The online survey was conducted using the web-enabled KnowledgePanel® based on probability sampling that covers both the online and offline populations in the U.S. The panel members are randomly recruited by telephone and by self-administered mail and web surveys. Households are provided with access to the Internet and hardware if needed. Unlike other Internet research that covers only individuals with Internet access who volunteer for research, this process uses a dual sampling frame that includes both listed and unlisted phone numbers, telephone and non-telephone households, and cell-phone-only households. The panel is not limited to current Web users or computer owners. All potential panelists are randomly selected to join the KnowledgePanel; unselected volunteers are not able to join.

#### Aggregated Data

Data for core questions included in both the telephone and online studies was aggregated. The sampling error for the combined data (n=2,008) is  $\pm 2$  percentage points at the 95% confidence level.

## Guide to Survey Data

Do you remember reading the results of a survey and noticing the fine print that says the results are accurate within plus or minus three percentage points (or some similar number)? That figure refers to the “range of sampling error.” The range of sampling error indicates the accuracy of the results, and it is dependent on two factors: 1) the sample size and 2) the degree to which the result you are examining is close to 50 percent or to the extremes, 0 percent and 100 percent.

You can estimate the accuracy of your survey results using the table below. First, find the column heading that is closest to your sample size. Next, find the row whose label is closest to the response percentages for a particular question from your survey. The intersection of the row and column displays the number of percentage points that need to be added to, and subtracted from, the result to obtain the range of error. There is a 95 percent chance that the true percentage of the group being sampled is in that range.

Result	100	200	300	400	500	600	800	1,000	1,200	1,500	2,000	2,500
05% or 95%	4.4	3.1	2.5	2.2	2.0	1.8	1.5	1.4	1.3	1.1	.96	.87
10% or 90%	6.0	4.3	3.5	3.0	2.7	2.5	2.1	2.0	1.7	1.6	1.3	1.2
15% or 85%	7.1	5.1	4.1	3.6	3.2	2.9	2.5	2.3	2.1	1.9	1.6	1.4
20% or 80%	8.0	5.7	4.6	4.0	3.6	3.3	2.6	2.5	2.3	2.1	1.8	1.6
25% or 75%	8.7	6.1	5.0	4.3	3.9	3.6	3.0	2.8	2.5	2.3	1.9	1.7
30% or 70%	9.2	6.5	5.3	4.6	4.1	3.8	3.2	2.8	2.7	2.4	2.0	1.8
35% or 65%	9.5	6.8	5.5	4.8	4.3	3.9	3.3	3.1	2.8	2.5	2.1	1.9
40% or 60%	9.8	7.0	5.7	4.9	4.4	4.0	3.4	3.1	2.8	2.5	2.2	2.0
45% or 55%	9.9	7.0	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0
50%	10.0	7.1	5.8	5.0	4.5	4.1	3.5	3.2	2.9	2.6	2.2	2.0

Note that the above statistics only relate to the sampling accuracy of survey results. When comparing the results of two subgroups (e.g., men versus women), a different procedure is followed and usually requires a greater sample size. Further, there is a range of other errors that may influence survey results (e.g., biased question wording, inaccurate data tabulation)—errors whose influence cannot be statistically estimated.