

# Barna Group

Knowledge to navigate a changing world

## American Bible Society

### State of the Bible 2015

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Research conducted among U.S. adults  
February 2015

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

*Research conducted by  
Barna Group, Ventura, California*

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# Report Contents

<b>Introduction .....</b>	<b>3</b>
<b>Data Analysis</b>	
1. Bible Perceptions.....	5
2. Bible Penetration .....	11
3. Bible Engagement.....	13
4. Bible Literacy.....	23
5. Moral Decline.....	29
6. Giving to Non-Profit Organizations.....	31
<b>Appendix I   Data Tables</b>	
1. Bible Perceptions.....	32
2. Bible Penetration .....	38
3. Bible Engagement.....	41
4. Bible Literacy.....	63
5. Moral Decline.....	73
6. Giving to Non-Profit Organizations.....	75
<b>Appendix II   About the Study</b>	
A. Methodology.....	77
B. Guide to Survey Data.....	79

# 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 1,012 telephone interviews with adults 18 and older in the continental U.S., while the other consisted of 1,024 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 8 to January 20, 2015, and the online surveys were conducted February 3 to February 11, 2015.

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 30

Gen-Xers: those currently ages 31 to 49

Boomers: those currently ages 50 to 68

Elders: those currently ages 69 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

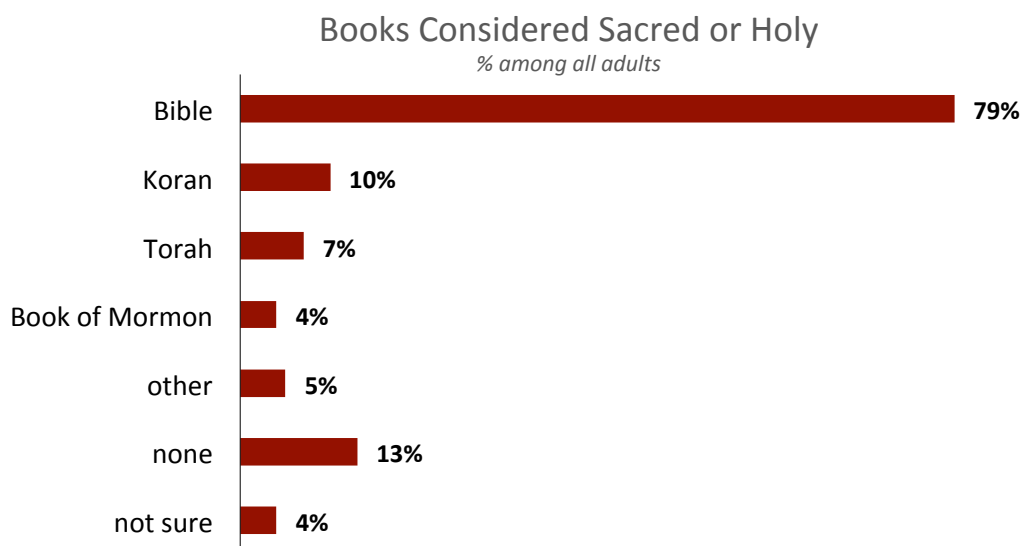
[see Table 1.1, page 32]

For the fifth year in a row, Americans overwhelmingly name the Bible as the book that comes to mind when they think of sacred literature or holy books (79%). This proportion is nearly eight times the popularity of the next most-frequently mentioned holy book, the Koran (10%). Other books considered sacred or holy—the Torah (7%) and the Book of Mormon (4%)—are mentioned by relatively few adults.

Adults who identify with faith groups other than Christian or are atheist or agnostic are more likely than average to mention the Koran (19%), the Torah (12%) and the Book of Mormon (9%). A total of 13% of adults do not regard any book as sacred text, and another 4% say they are not sure.

Although the frequency with which the Bible is named as sacred or holy has remained unchanged over the past two years, it has declined by five percentage points since tracking began in 2011 (86% in 2011; 79% in 2015).

Elders are more likely to regard the Bible as sacred while Millennials are the generation least likely to regard the Bible as sacred literature. Over the past five years, the proportion of Millennials who name the Bible as sacred has declined nine percentage points. Millennials are also the generation most likely to say they do not consider any books sacred or holy (19%).



## Beliefs about the Bible

[Table 1.2, page 33]

Nearly half of Americans strongly agree that the Bible contains everything a person needs to know to live a meaningful life (49%). Elders and Boomers are more likely to believe this, while Millennials are less likely. The proportion that agrees with this statement is statistically unchanged since 2014.

Americans were also asked whether they agree that the Bible, the Koran and the Book of Mormon are all different expressions of the same spiritual truths. Just one out of six (16%) strongly agree with this statement. The percentage of adults in strong agreement has remained statistically unchanged since 2011 (17%). The oldest generation, Elders, is the generation least likely to agree strongly with this statement (11%), and just one in 10 practicing Protestants agree strongly (10%). One out of five Americans of no faith or a faith other than Christianity agrees that these texts offer the same truths (20%).

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

[Table 1.3, page 34]

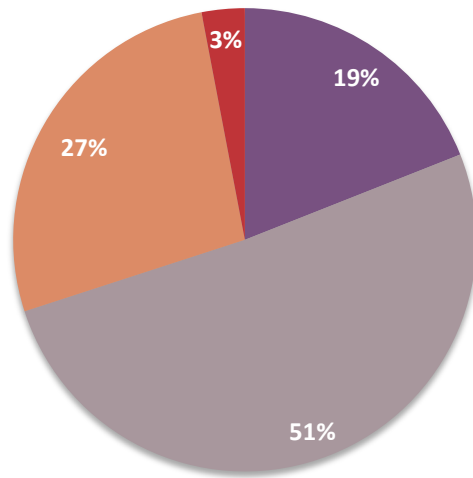
Half of all Americans believe that the Bible has too little influence on American society today (51%). Another 27% believe the Bible has just the right amount of influence on society. This year saw a slight but significant uptick in the number of adults who say the Bible has too much influence in society (19% in 2015; 16% in 2014).

As one might expect, practicing Protestants and Catholics are more inclined, compared to non-Christians, to say the Bible has too little influence. On the other hand, more than half of all non-Christians and those with no faith believe the Bible has too much influence on society (53%). Millennials are also more likely to believe the Bible has too much influence (30% compared to 19% overall). In fact, the youngest generation is about evenly divided when it comes to the Bible's influence: About one third believe it has too little influence (33%); one third is comfortable with the amount of influence the Bible has on society today (34%); and the remaining three in 10 say it has too much.

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

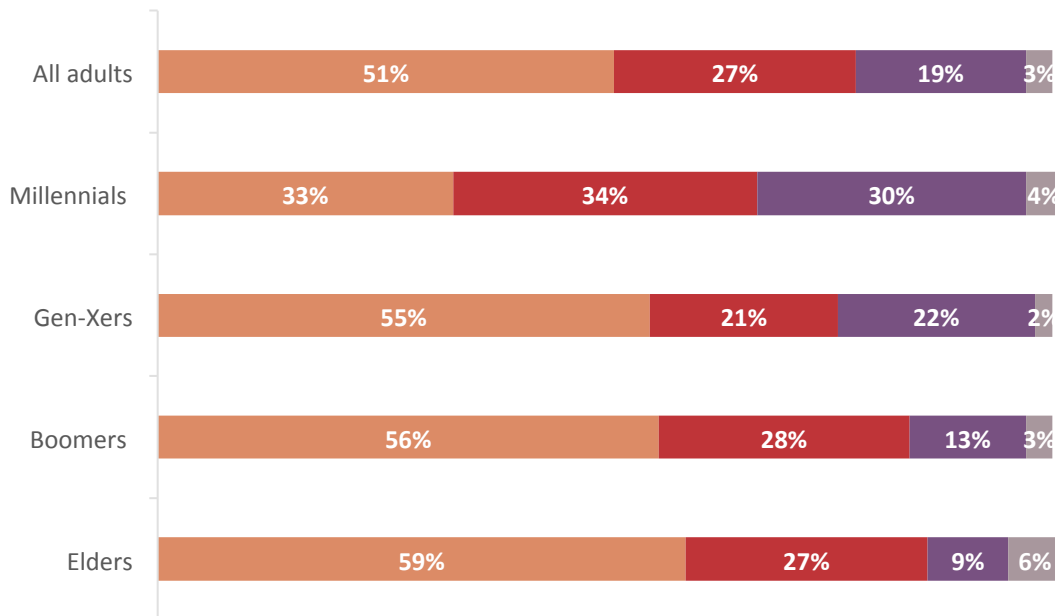
% among all adults

■ 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 35]

Nearly six in 10 U.S. adults contend the Bible is the book that has had the most impact on humanity (58%). Among the remaining six books tested, not one was chosen as having the most impact by more than 5% of adults. One in seven Americans are undecided about which book has had the most impact on humanity (14%) and another 4% say none of the books on the list have had the most impact on humanity.

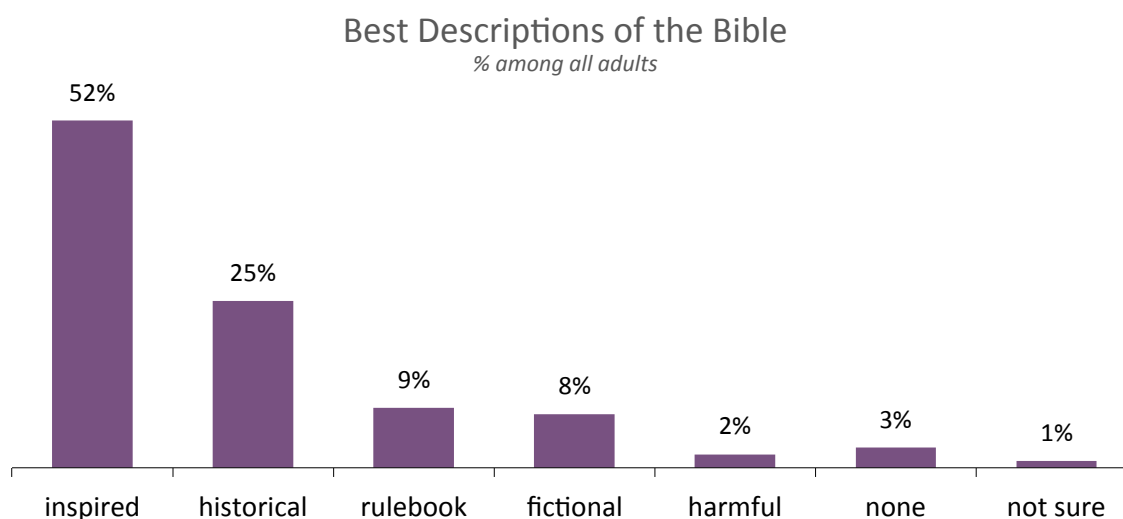
Millennials and non-Christians are less likely than average to select the Bible as the most impactful book. Practicing Protestants, by contrast, are most likely to say the Bible has had the greatest impact (74%).

## Best Descriptions of the Bible

[Table 1.5, page 35]

Survey participants were asked to choose which word best describes the Bible from the following five words: *inspired*, *historical*, *rulebook*, *fictional* or *harmful*. About half of all adults chose “inspired” (52%) as the best description. Boomers, practicing Protestants and practicing Catholics are more likely than average to choose this word over the others. A plurality of Millennials also chose “inspired” as the best descriptor, but even so this proportion is smaller than the national average (43% compared to 52%).

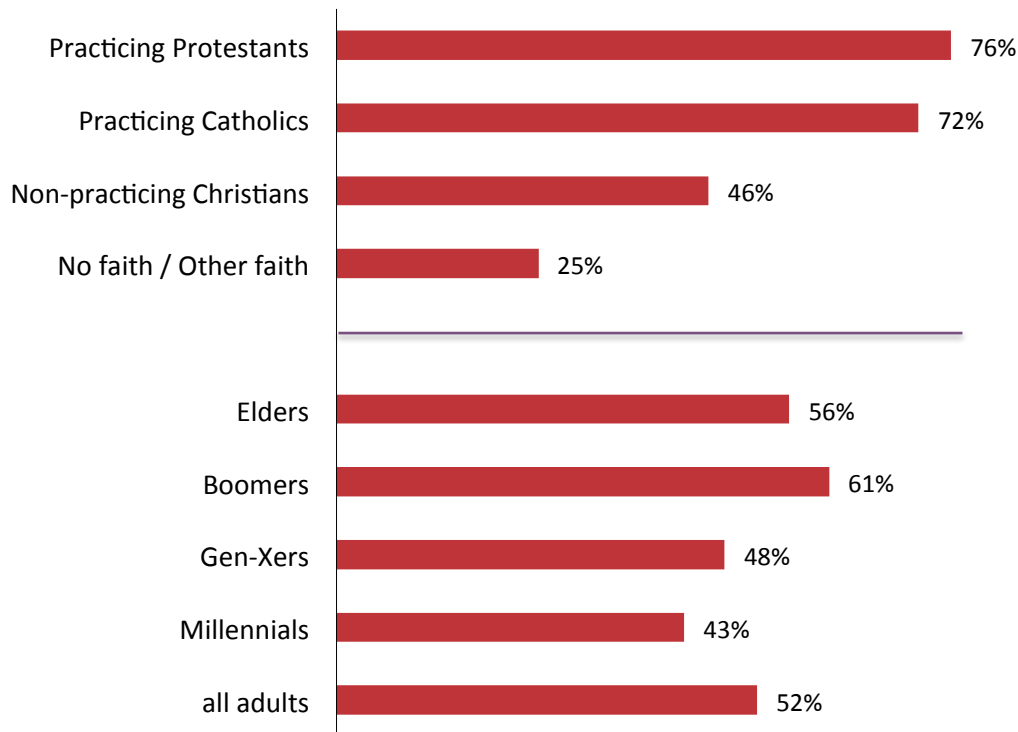
Half as many adults who selected “inspired” chose “historical” as the best description of the Bible (25%), followed by “rulebook” (9%), “fictional” (8%) and “harmful” (2%). About 4% say none of these or are not sure which word, of the five options presented, best describes the Bible.





## Best Description of the Bible: "Inspired"

by faith group and generation



## The Bible's Effect on Politics and Politicians

[Tables 1.6 and 1.7, page 36]

More than half of all U.S. adults believe that politics would be *more civil* if politicians read the Bible on a regular basis (56%); a similar proportion agree that America's politicians would be *more effective* if they read the Bible on a regular basis (58%).

When it comes to whether regular Bible reading would make politics more civil, Elders and Boomers are more likely than average to agree (75% Elders and 67% Boomers). Gen-Xers and Millennials are less convinced, however (51% among Gen-Xers; 35% among Millennials). Elders are on par with the national average.

The two oldest generations, Boomers and Elders, are more likely to believe regular Bible reading would make politicians more effective, while Millennials are less likely to believe this is true.

## **Availability of the Bible in All Languages Freedom to Read the Bible**

[Tables 1.8 and 1.9, page 37]

Americans share a nearly universal belief that every person in the world should have the freedom to own and read a Bible (98%). This conviction holds true among all generations and all faith segments.

Seven out of 10 Americans believe incorrectly that the Bible is currently available in all of the world's languages (72%). Boomers are more likely than average to say this is true while Elders are least likely. A mere one in five adults believe the Bible is not currently available in all of the world's languages (21%).

## 2. Bible Penetration

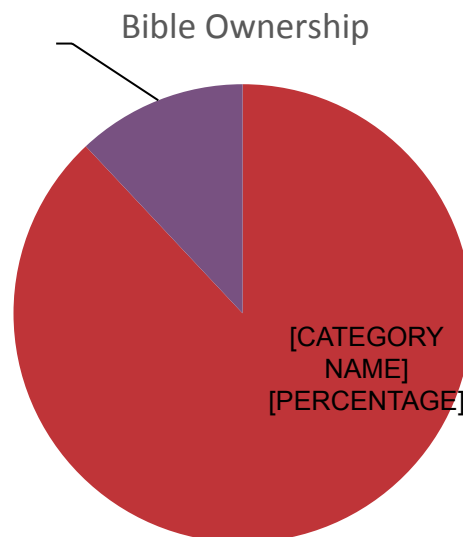
### Bible Ownership

[Tables 2.1 and 2.2, pages 38-39]

The vast majority of households in America own at least one Bible (88%), and many own more than one. While there was a slight dip in 2012 in the number of Americans who say their household owns a Bible, the proportion has remained statistically unchanged since 2011. However, Bible ownership is down four percentage points since 1993 (92%).

Millennials, ages 18-30 (82%) and Gen-Xers, ages 31-49 (83%) are less likely to say their household owns a Bible compared to Boomers, ages 50-68 (92%) and Elders, ages 69 and older (95%). Nearly all practicing Protestants (99%) and practicing Catholics (96%) have Bibles at home. A Bible can also be found in more than two out of three non-Christian homes (68%).

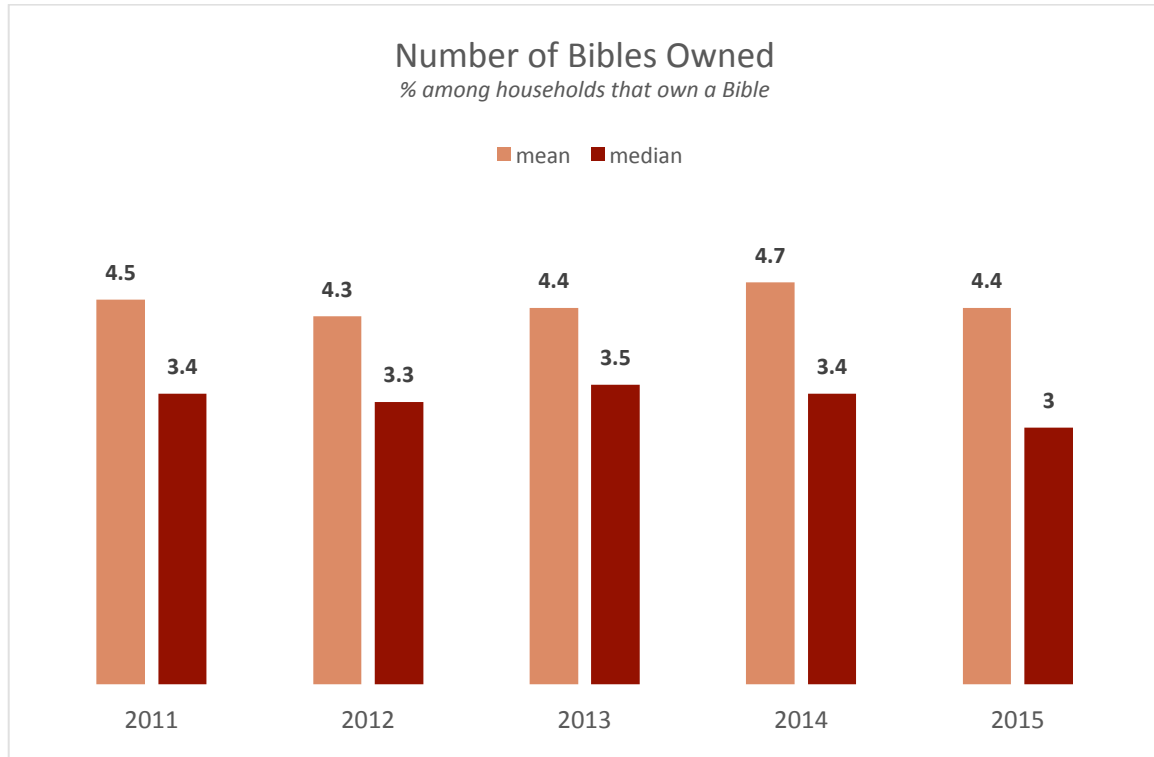
Residents of the Midwest (94%) and South (92%) are more likely to have a Bible in their household than residents of the Northeast (78%) or West (84%).



## Number of Bibles Owned

[Table 2.3, page 40]

Among adults who say their household owns a Bible, the median number they own is three. Eighteen percent of Bible owners have one Bible; 33% own two to three; 24% have four or five; and another 24% own more than five. The number of Bibles American households own has remained relatively consistent since tracking began.



## Bible Purchases

[Table 2.4, page 40]

In 2015, 13% of Americans say they purchased a Bible sometime during 2014. This is statistically on par with those who reported making a Bible purchase the previous year in 2011, 2012 and 2013. Practicing Protestants (22%) are more likely to have purchased a Bible last year, while non-practicing Christians (8%) and adults who align themselves with a faith other than Christianity, as well as atheists and agnostics (6%), are less likely to have purchased a Bible in 2014.

## 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 41-42]

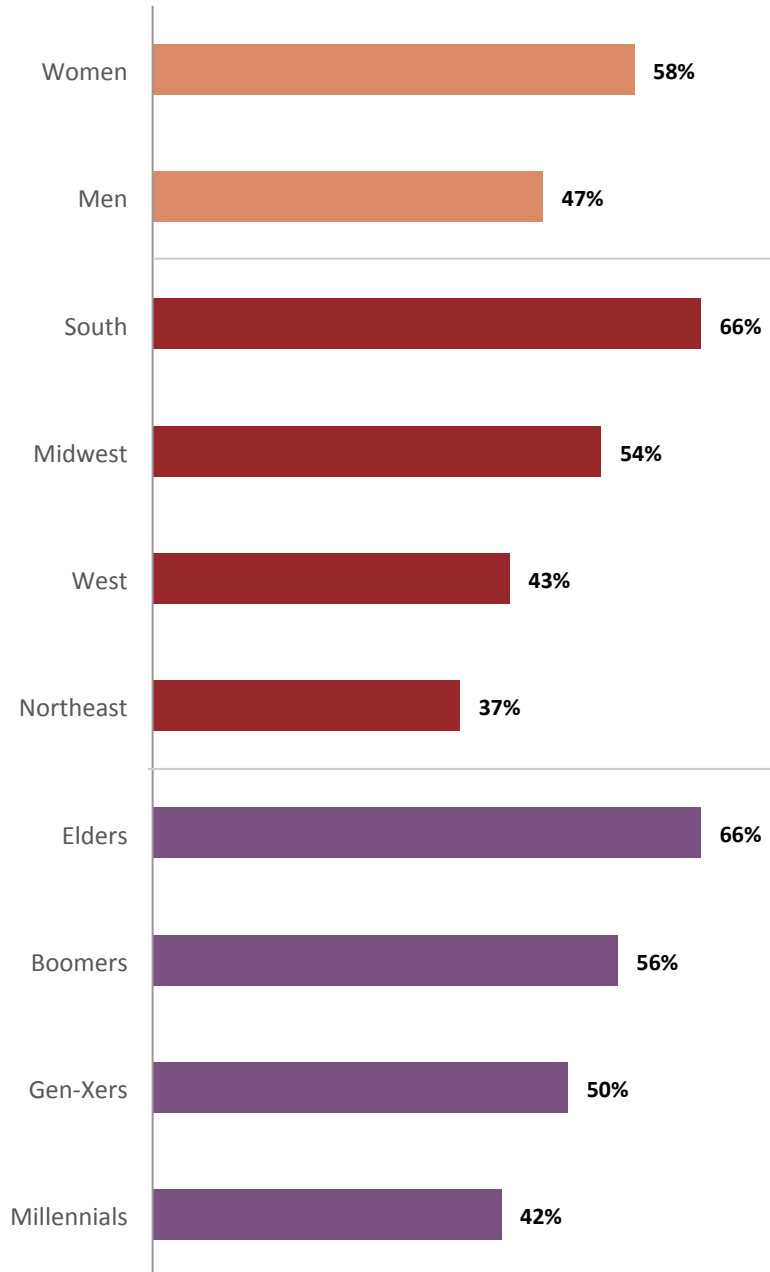
The total proportion of Bible readers—that is, those who read the Bible at least three to four times a year—is 52%. One in seven adults say they read the Bible daily (14%); a similar portion spend time in Scripture several times per week (14%); 8% read it once a week; 9% read the Bible once a month; and 6% read it three to four times a year.

Slightly more than one in four adults say they never read the Bible (28%). One in 10 read the Bible less than once a year and another one in 10 report reading the Bible once or twice a year. These three segments combine to represent “non-Bible readers” (48%), a segment that has grown by two percentage points since 2014. While the change is within the range of sampling error, the change since 2011 is statistically significant (25% in 2011, compared to 28% in 2015).

Elders are more likely to be Bible readers (66%), while the youngest generation, the Millennials (47%), are less likely than average to read the Bible at least three to four times a year. Millennials are also most likely of the generations to admit never reading the Bible (33%), compared to just 19% of Elders. Residents of the South are also more likely to read the Bible than residents of other regions.

Four out of five practicing Protestants report reading the Bible at least once a week or more frequently (80%). Other segments more likely than average to read the Bible weekly include practicing Catholics; Elders; residents of the South; African-Americans; weekly church attenders; women; and lower income households, which earn less than \$50K annually.

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



## Overall Bible Exposure

[Tables 3.3 and 3.4, page 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. Nearly three out of five Americans say they hear the Bible read aloud in this setting at least three to four times a year (59%). This includes 45% who hear it read at least weekly. One-quarter of adults say they never hear the Bible read aloud at a church service or Mass (25%). Non-Christians, atheists and agnostics, and Millennials are more likely than average to say they never hear Scripture read at church or Mass.

When combined with the previous question about Bible readership, about two-thirds of adults say they have read the Bible or heard it read aloud at a church service or Mass (68%). This means that 15% of adults who have attended a service or Mass where Scripture was read aloud are not Bible readers. These Bible “hearers” are more likely to be Catholic (28%) or non-practicing Christians (22%).

## Time Spent Reading the Bible

[Table 3.5, page 44]

The average Bible reader spends 30 minutes at each sitting. About one in seven Bible readers spend fewer than 15 minutes reading the Bible at one sitting (13%). One in four (24%) spend 15 to 29 minutes at a time, while another 30% spend between 30 and 44 minutes, on average, reading the Bible. One-third of Bible readers spend 45 minutes or more at one sitting.

There are no statistical differences by generation in the amount of time people spend reading the Bible at one sitting. Bible readers from non-Christian faith groups and those who say they have no faith are twice as likely to say they read the Bible less than 15 minutes at one sitting (27% compared to 13% average).

## Preferred Bible Version

[Table 3.6, pages 45-46]

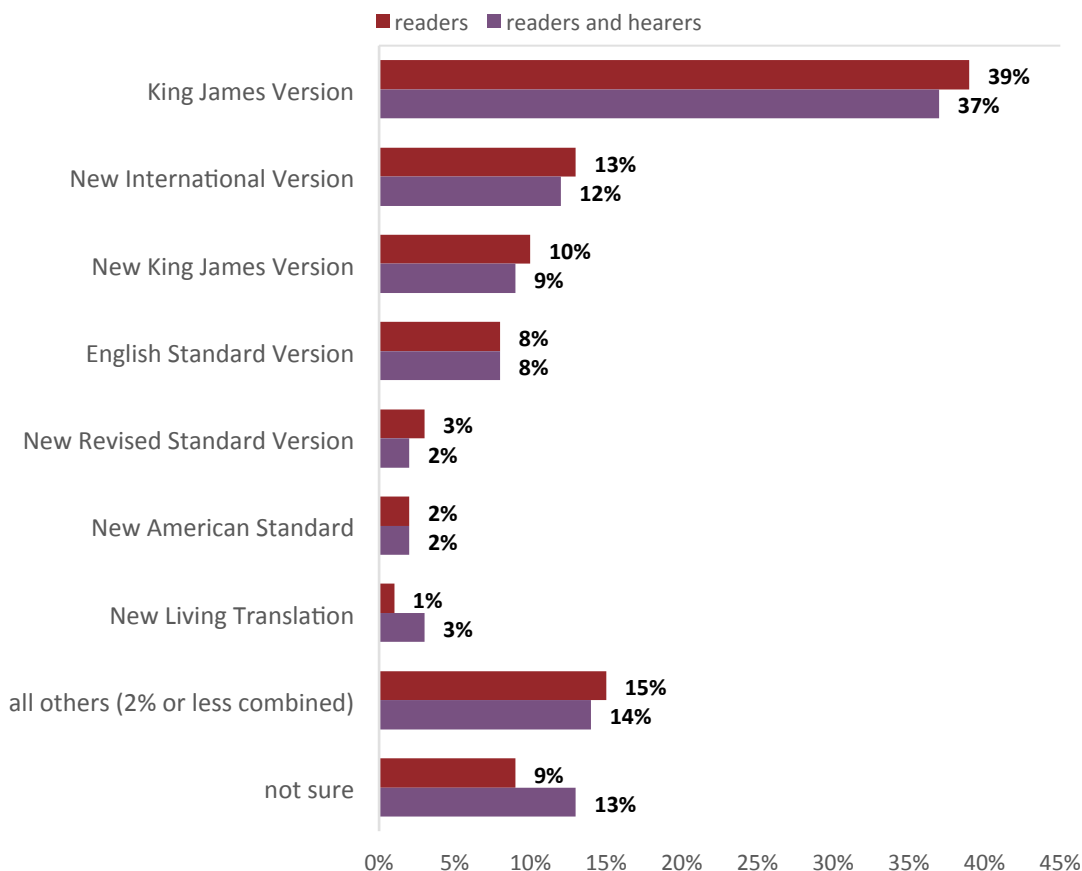
The King James Version of the Bible is the most preferred Bible translation among Bible readers. Overall, 39% of Bible readers prefer this translation, statistically on par with 2014. While the King James Version of the Bible has dominated the market since tracking began, the version has seen a slight decrease in popularity since 2011.

The New International Version is the preferred version of 13% of Bible readers, followed closely by the New King James Version (10%) and the English Standard Version (8%). All other translations are preferred by 3% or less of Bible readers.

Although the King James is the most used translation among all faith groups, practicing Protestants are more likely than average to mention the New International Version (20%). Millennials are less likely to mention the King James Version (28%) and more likely to mention the English Standard Version (15%). Non-practicing Christians are more likely than average to own a copy of the King James Version.

### Bible Version Read Most Often

% among Bible readers vs. Bible readers and hearers





## Motivations for Reading the Bible

[Table 3.7, page 47]

When Bible readers were presented with a list of five possible reasons for reading the Bible, six in 10 said they read the Bible because it brings them closer to God (60%). Three out of four practicing Protestants say they read the Bible because it brings them closer to God (75%). Non-practicing Christians and non-Christians are less likely than average to cite this as a motivation for reading the Bible.

Other less popular motivations for reading the Bible include having a problem they need to solve or needing direction (18%) and because they need comfort (12%). Relatively few Bible readers read the Bible because they feel they are supposed to (4%) or for part of their studies at school (3%). Millennials and non-Christians are more likely than average to say they read the Bible for their studies at school.

## Level of Bible Use and Desire for Reading

[Tables 3.8 and 3.9, pages 48-49]

When asked how much they use the Bible today versus how much they used the Bible a year ago, two-thirds of adults say their level of use has remained the same (66%). One in five say their level of use has increased 22%; 12% say their personal level of use has decreased; and 1% are unsure.

The percentage of adults who say their level of Bible use has remained unchanged since last year has decreased by five points, from 71% in 2014. The number of Americans who report an increase in Bible reading over last year has increased significantly (22%, compared to 18% in 2014), along with the proportion of adults who say their Bible use has decreased this year compared to last (12%, compared to 9% in 2014).

Millennials are more likely than average to report a decrease in Bible use, while practicing Protestants and practicing Catholics are more likely than average to report an increase in readership.

Three out of five adults say they wish they read the Bible more often (61%), which is on par with 2013 findings but a significant decrease from 2011 (67%).

## Reasons for Bible Engagement / Disengagement

[Tables 3.10 and 3.11, pages 50-51]

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?

Among adults who say their Bible reading had increased from the previous year, more than half say they came to understand the importance of Bible reading as part of their faith journey (58%). One in four say a difficult experience caused them to search the Bible for direction or answers (25%), while another 18% experienced a significant life change that led to more Bible reading. One in six say the increase was because they downloaded the Bible onto their smartphone or tablet (16%).

Being too busy with life's responsibilities continues to be the number-one reason Bible readers give for their decrease in Bible engagement compared to one year ago, at 42%. Far fewer say the reason for their decreased engagement is due to a difficult life experience that caused them to doubt their faith (15%) or a significant change in their life (12%). Another 12% say they decided to leave the church altogether and 8% say they became atheist or agnostic or converted to another faith.

## Frustrations with Bible Reading

[Table 3.12, page 52]

When presented with five potential frustrations with reading the Bible, weekly Bible readers are more likely to say they never have time to read it (46%), statistically unchanged from 2014. Fewer Bible readers cite not understanding the language (9%), not understanding the background or history (6%), not being able to find verses (8%) or not feeling excited about reading it (4%) as their most significant frustration with reading the Bible. As in previous years of tracking, one in four weekly Bible readers say they do not experience any frustrations when reading the Bible (25%).

When the sample size is expanded to include all adults and not just weekly Bible readers, one-third of U.S. adults identify not having enough time to read the Bible as their top frustration (33%).

Among all adults, practicing Protestants are most likely to say they never have enough time to read it. Non-practicing Christians are more likely than average to cite language as a barrier to Bible reading. Adults aligning with no faith and non-Christian faith groups are more likely to say they either don't read the Bible or just aren't that excited about reading it.

## Favorable and Unfavorable Emotions When Reading the Bible

[Tables 3.13 and 3.14, pages 53-54]

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.

When it comes to the top three *favorable* emotions, 43% of adults say they feel peaceful when they read the Bible. Another 38% feel encouraged or inspired, while 34% say reading or hearing the Bible read aloud makes them feel hopeful. Millennials are least likely to say they feel peaceful or hopeful after reading or hearing the Bible.

Practicing Christians are more likely than average to identify with four out of five of possible emotions presented, while those associated with other faiths or no faith are less likely to report feeling favorable emotions.

Similarly, respondents were asked to choose from a list of five options which, if any, *unfavorable* emotions they had experienced when reading or hearing the Bible read aloud. More than half say they don't experience any unfavorable emotions (53%), down seven percentage points from 2014. Practicing Catholics are most likely to say they do not experience any unfavorable emotions, while Millennials and non-Christians are least likely to say they do not experience any unfavorable emotions.

The top three unfavorable emotions are confusion (14%), being overwhelmed (13%) and a feeling of doubt (9%). Millennials are more likely than average to mention boredom (11%).

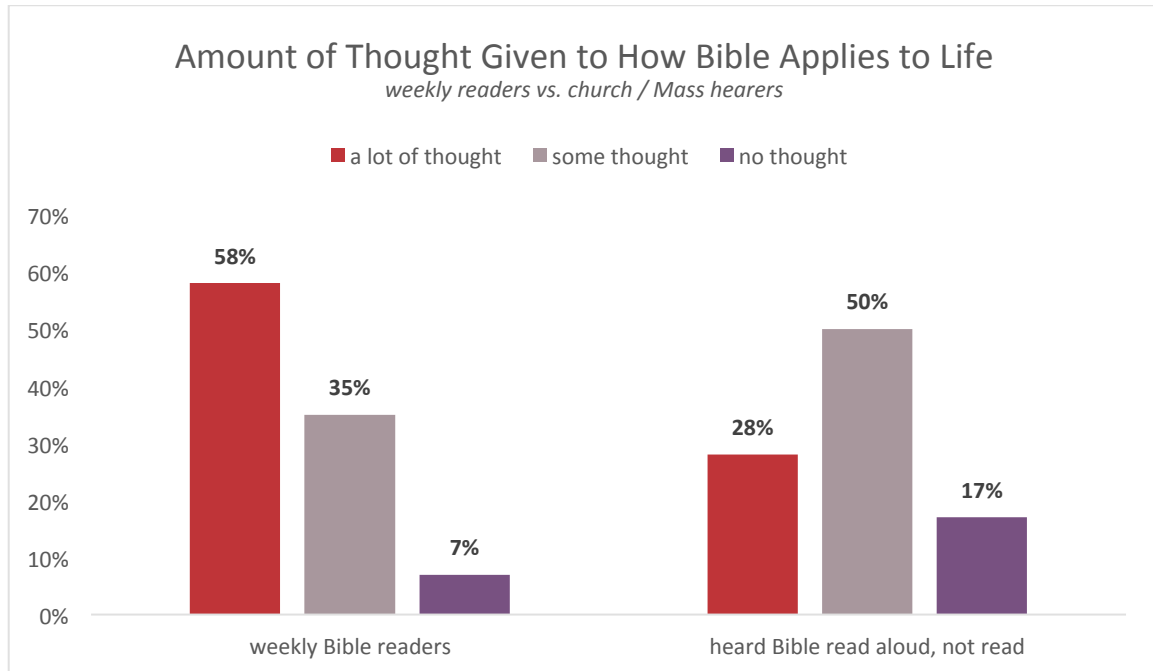
## Applying the Bible to Life

[Tables 3.15 and 3.16, pages 55-56]

Among weekly Bible readers, more than half say they have given *a lot* of thought to how the Bible might apply to their life (58%), statistically unchanged from 2014. More than one-third (35%) say they gave it *some* thought, and relatively few say they haven't give much thought to how the Bible applies to their life (7%). Non-Christians are the only group emerging as less likely than average to think about how the Bible might apply to their life.

Adults who read the Bible in the past week are more than twice as likely to have given a lot of thought to how the Bible might apply to their life (58%), compared to those that had heard the Bible read at church or Mass but who had not

read the Bible in the past week (28%). Those who heard the Bible read aloud at church are more likely to say they gave *some* thought to how it might apply to their life (50%) or to say they really didn't give it any thought (17%).



## Use of Bible Formats

[Table 3.17, pages 57-59]

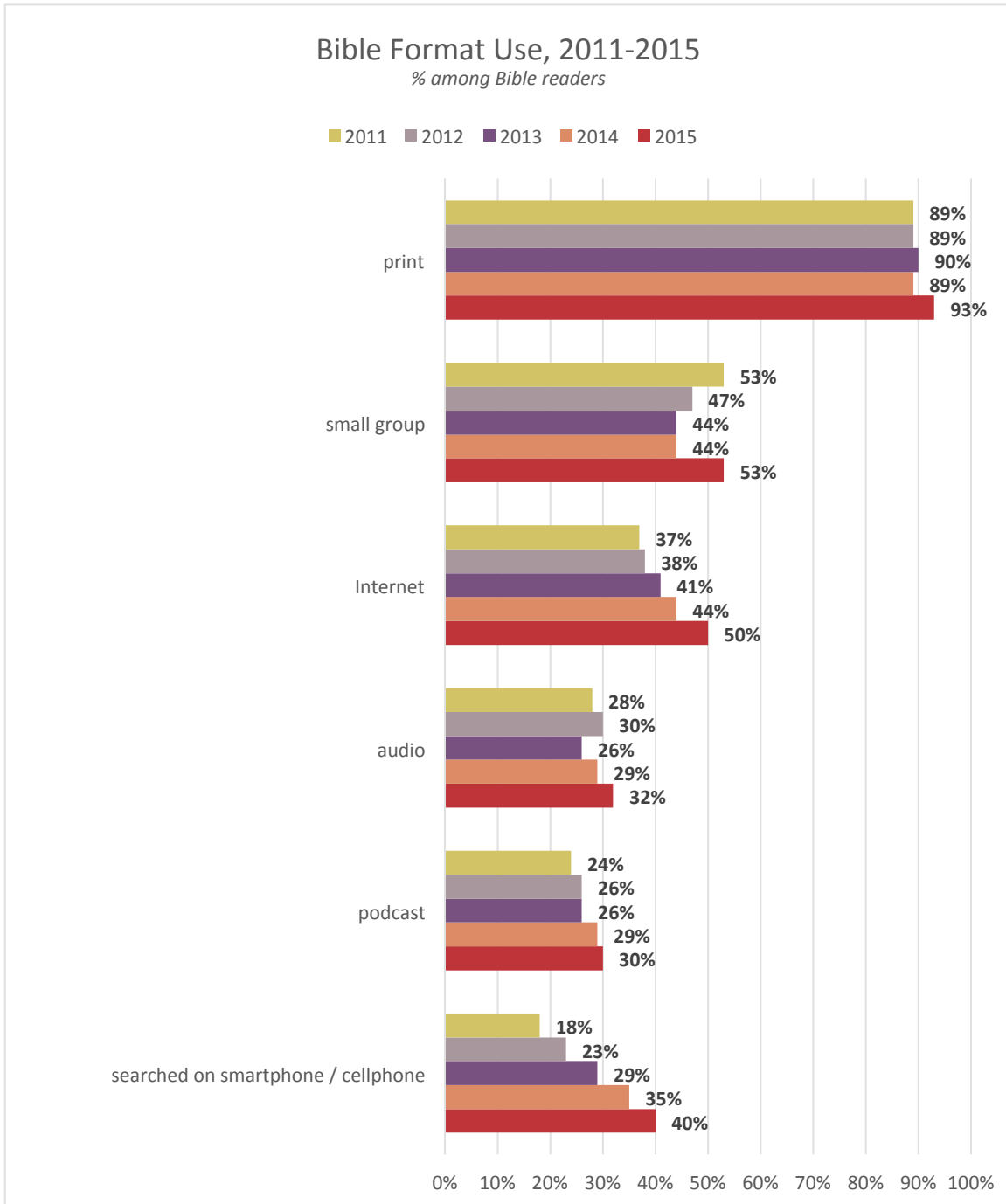
Bible readers were asked about a variety of Bible formats available and asked whether they had used that format during the past year. More than nine out of 10 Bible readers say they read on their own from a print version of the Bible (93%). This is a statistically significant increase from 2014, when 89% of adults said they had used a printed version of the Bible.

More than four out of five Bible readers say they heard the Bible read in a worship service or Mass in the past year (83%). Slightly more than half say they attended a small group where they studied the Bible (53%), an increase of nine percentage points since 2014.

While the number of Bible readers who read on their own from a print version still remains high at 93%, the use of digital formats continues to increase. Half of all Bible readers say they used the Internet on a computer to read Bible content (50%); 40% searched their smartphone or cell phone to find Bible content or Bible verses; and 35% downloaded or used a Bible app on their smartphone.

America's two youngest generations, Millennials and Gen-Xers, lead the way in using digital Bible formats. Elders, meanwhile, more frequently hear the Bible read in a worship service or Mass.

Less than one-third of the Bible readers segment listened to a teaching about the Bible via podcast (30%) or to an audio version of the Bible (32%).

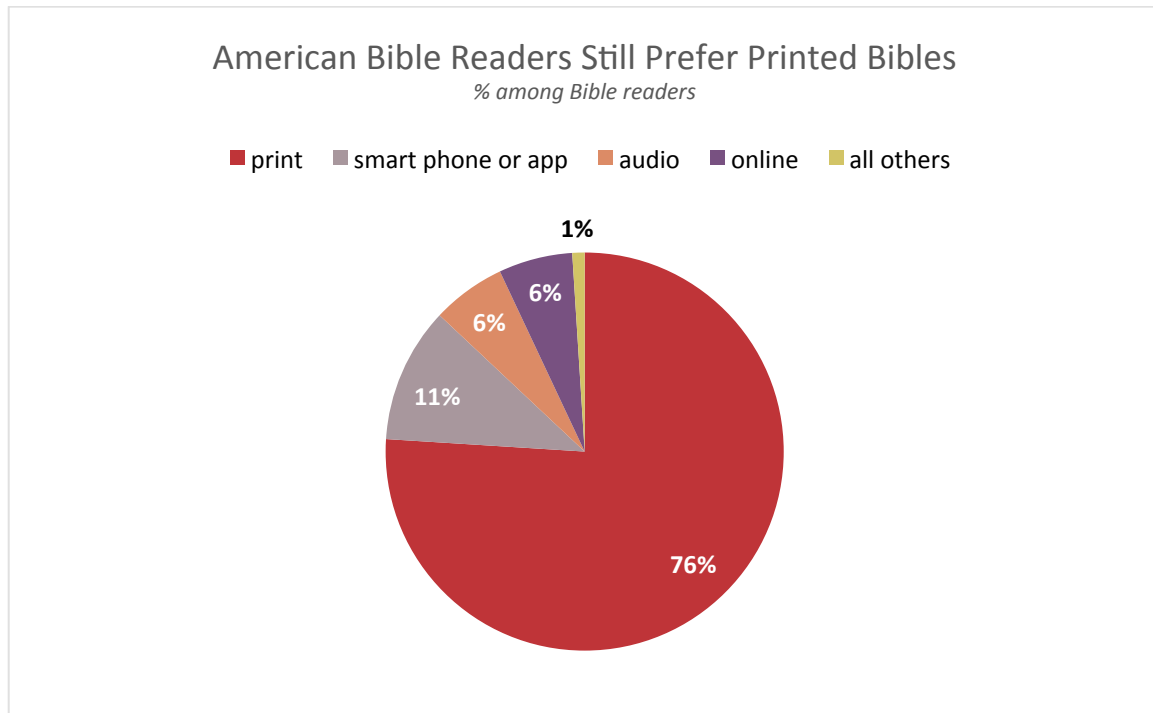


## Preferred Bible Format

[Table 3.18, pages 60-61]

When asked to choose which Bible format they prefer to use, a large majority of Bible readers still prefer a print version of the Bible (76%). Elders are more likely to prefer a printed copy, while Gen-Xers are more likely than average to prefer a smartphone or tablet app (19%, compared to 11% average).

The percentage of Bible readers who prefer a print version is down eight percentage points, but this may be due to a change in options that were presented to respondents in 2015 compared to 2014. Future tracking can help to determine if this change reflects a real shift in format preferences.



## Readership of Liturgical Texts

[Table 3.19, page 61]

In the last week, just one in eight adults say they read Scripture in a liturgical text such as the Book of Common Prayer, Liturgy of the Hours or a Lectio Divina resource (14%). More than one-third of practicing Catholics report reading some type of liturgical text (35%), compared to 22% of practicing Protestants.



## 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 62-63]

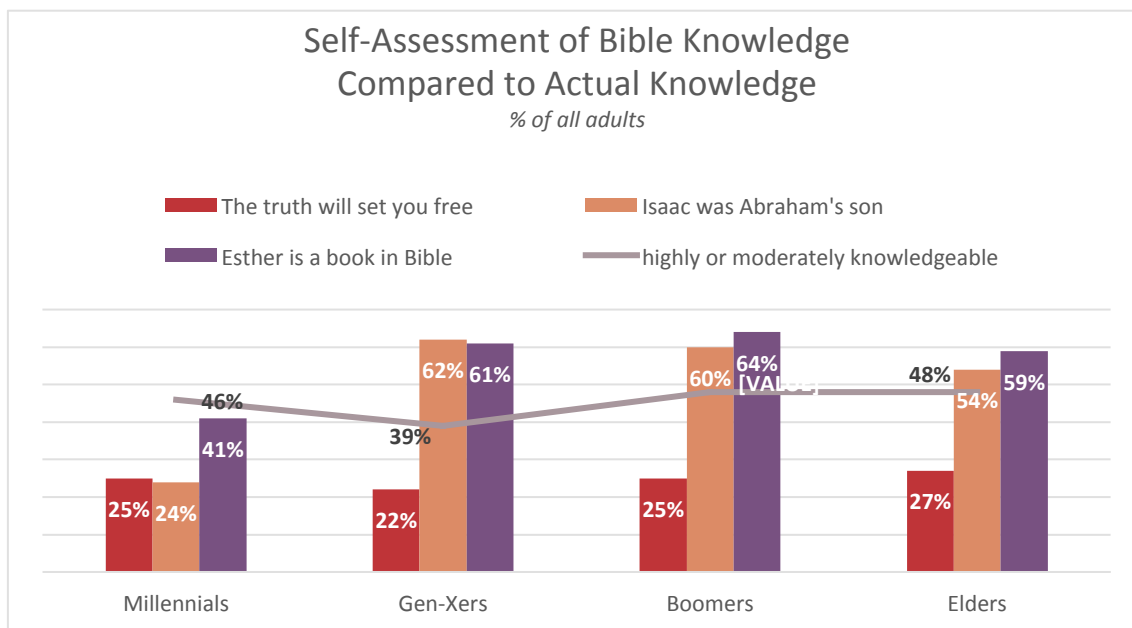
Overall, 83% of U.S. adults claim to have at least some knowledge of the Bible. While the number of adults who profess some knowledge of Scripture has not changed significantly in the past year, it does represent a steady increase since tracking began in 2012 (79% in 2012).

Relatively few adults rate themselves as *highly* knowledgeable (12%). One third rate themselves as *moderately* knowledgeable (33%) and another 38% say they are *somewhat* knowledgeable. Roughly one in six admits to being *not too* or *not at all* knowledgeable (16%).

Practicing Protestants are more likely than average to rate themselves as highly or moderately knowledgeable, while non-practicing Christians are more likely than average to rate themselves as not too knowledgeable. Not surprisingly, adults who practice a faith other than Christianity or who are atheist or agnostic are more likely than average to rate themselves as not at all knowledgeable.

As the following chart shows, Gen-Xers self-assess their Bible knowledge as lowest among the four generational segments, yet their *actual* Bible knowledge is on par with Boomers. Millennials seem to be overconfident in their self-assessment of Bible knowledge compared to what they actually know about the Bible.





## Bible as Literal or Inspired Word of God

[Table 4.3, pages 64-65]

Presented with five different descriptions of the Bible, more adults believe it to be *inspired* (with some symbolism) than *literal*. A plurality, one-third, says the Bible is the inspired word of God and has no errors, though some verses are meant to be symbolic (33%). This is a statistically significant increase since 2014 (30%).

The next most-common belief is that the Bible is the *actual* word of God and should be taken literally, word for word (22%). A smaller proportion believes the Bible is the inspired word of God with some factual or historical errors (13%).

Nineteen percent of adults express strong skepticism of Scripture, stating that it is just another book of teachings written by men that contains stories and advice. The last option—the Bible is not inspired but tells how writers understood the ways and principles of God—is preferred by 11% of adults. Just 2% were unable to select a response that matches their opinion from the five options.

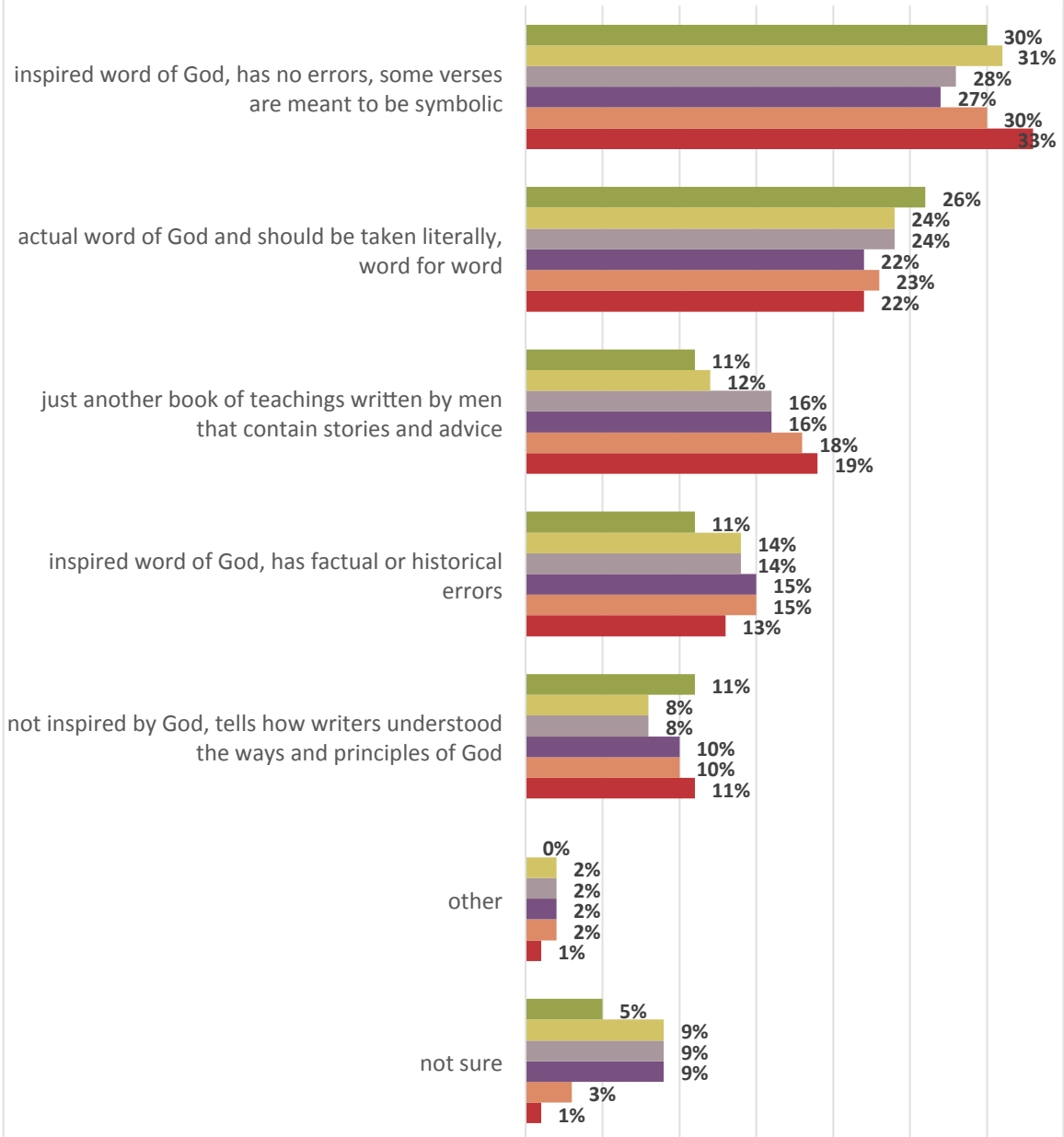
Elders are more likely than other age segments to believe the Bible is the literal word of God (32%); just 13% of Millennials believe this. Millennials are more likely to believe the Bible is just another book of teachings (26%, compared to 19%).

The most common belief among practicing Protestants is that the Bible is the inspired word of God with some symbolism (50%); another 38% believe it is the literal word of God. Non-Christian and no faith groups are more likely to describe the Bible as just another book of teachings (59%).

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

% among all adults

2007 2011 2012 2013 2014 2015



## The Bible's Main Message

[Table 4.4, page 66]

When asked which of four statements best describes the main message of the Bible, no one statement was chosen by a majority of adults. The top statement, “The Bible teaches that God is love,” was selected by a plurality of 40%. About one in three adults say “The Bible tells the story of who God is and his desire to have a relationship with the people he created” (31%) is the best description of the Bible’s main message. The remaining two statements were chosen by fewer than one in five adults: “The Bible teaches that God helps those who help themselves” (13%) and “The Bible teaches that if you are a good person, you will go to Heaven” (6%). One in 10 adults say either that none of these statements describe the main message or that they are not sure what the Bible’s main message is.

Among practicing Protestants, two primary messages stand out: “The Bible tells the story of who God is and his desire for a relationship with us” (48%) and “The Bible teaches that God is love” (40%). Although these two options are eight percentage points apart, they fall within the range of sampling error and are tied when it comes to Protestants’ perceptions of the Bible’s main message.

## Knowledge of Statements Found in the Bible

[Table 4.5, page 67]

Just one in four Americans can correctly identify that “The truth will set you free” is the only statement found in the Bible among a list of four options (24%). Two out of five practicing Protestants can identify this statement as from the Bible (41%).

More than one-third of adults believe the statement “God works in mysterious ways” is found in the Bible (36%). Non-practicing Christians are more likely than average to believe this statement can be found in the Bible.

The remaining two statements, “To thine own self be true” (17%) and “God helps those who help themselves” (13%) are less frequently selected as a statement appearing in the Bible. One in 10 Americans are unable to identify which of the four statements are found in the Bible (10%).

There is no statistical difference across generational segments when it comes to identifying the correct statement.

## Knowledge of the Name of Abraham's Son

[Table 4.6, page 67]

Issac, Abraham's son, is widely known among the general adult population. When asked to choose the name of Abraham's son from a list of four possible options, three in five adults identify Isaac correctly (59%). Other names were selected by less than 10% of adults: David (9%), Moses (8%) or Saul (5%). One in six adults say they do not know the name of Abraham's son (17%). Elders are more likely than other generations to say they aren't sure of his name.

## Knowledge of the Book of Esther

[Table 4.7, page 68]

Out of a list of four names, adults were asked to identify which woman has a book in the Bible named after her. *Esther* was correctly identified by 57% of the adult population, with 78% of practicing Protestants able to correctly name her.

One-quarter of Americans believe *Mary* has a book in the Bible names after her (25%). Relatively few think *Naomi* (4%) or *Deborah* (2%) is the correct answer.

One in 10 adults say they do not know which of the four women has a book named after her (11%) and another 3% say none of the options are correct.

Boomers are more likely to correctly identify Esther, while Millennials are less likely than average. More Millennials than average name Mary or Deborah. Additionally, one-third of all non-practicing Christians say Mary has a book named after her.

## Knowledge of the Bible's Teachings

[Table 4.8, 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 (74%), generosity (67%), serving the poor (66%) and patience (65%). Millennials are less likely than average to agree the Bible strongly encourages forgiveness and serving the poor, while Boomers and Elders are more likely to believe that the Bible strongly encourages forgiveness. Elders are also more likely to believe the Bible strongly encourages serving the poor. The percentage of adults who strongly agree the Bible encourages forgiveness has decreased six points since last year (74% in 2015, compared to 80% in 2014).

On the second tier of behaviors, Americans feel strongly that the Bible discourages prostitution (60%), homosexuality or same-sex relationships (56%), pornography (56%) and gambling (51%). Millennials are less likely than average to strongly agree the Bible discourages homosexuality or same-sex relationships.

The remaining behaviors Americans strongly agree the Bible discourages include slavery (43%) and war (32%).

More Americans in 2015 than in 2014 strongly agree the Bible discourages pornography. More striking is the percentage of adults who strongly agree the Bible discourages slavery: This proportion has increased nine percentage points since 2014.

Relatively few adults believe the Bible is silent on these 10 issues. Pornography, at 28%, tops the list of issues Americans feel the Bible is silent on, followed by slavery (21%), gambling (20%), homosexuality or same-sex relationships (19%), war (16%) and prostitution (13%). Non-Christians are more likely to believe the Bible remains silent on seven out of the 10 issues presented, while practicing Protestants are less likely to believe the Bible is silent on any of the issues. The percentage of adults who believe the Bible is silent on pornography, slavery and patience declined significantly since last year.

## 5. Moral Decline

### **Belief that Morality Is on the Decline**

[Table 5.1, page 72]

A strong majority of Americans agrees that the values and morals of America are declining (80%). This is statistically on par with the findings from 2014. Although highest among Elders, no less than two-thirds among each generation sees a decline. Millennials are less likely than other generations to see a decline (67%). Non-Christians and those who identify as atheist or agnostic are less likely to agree morality is declining (58%), while 92% of practicing Protestants agree.

### **Cause of Moral Decline**

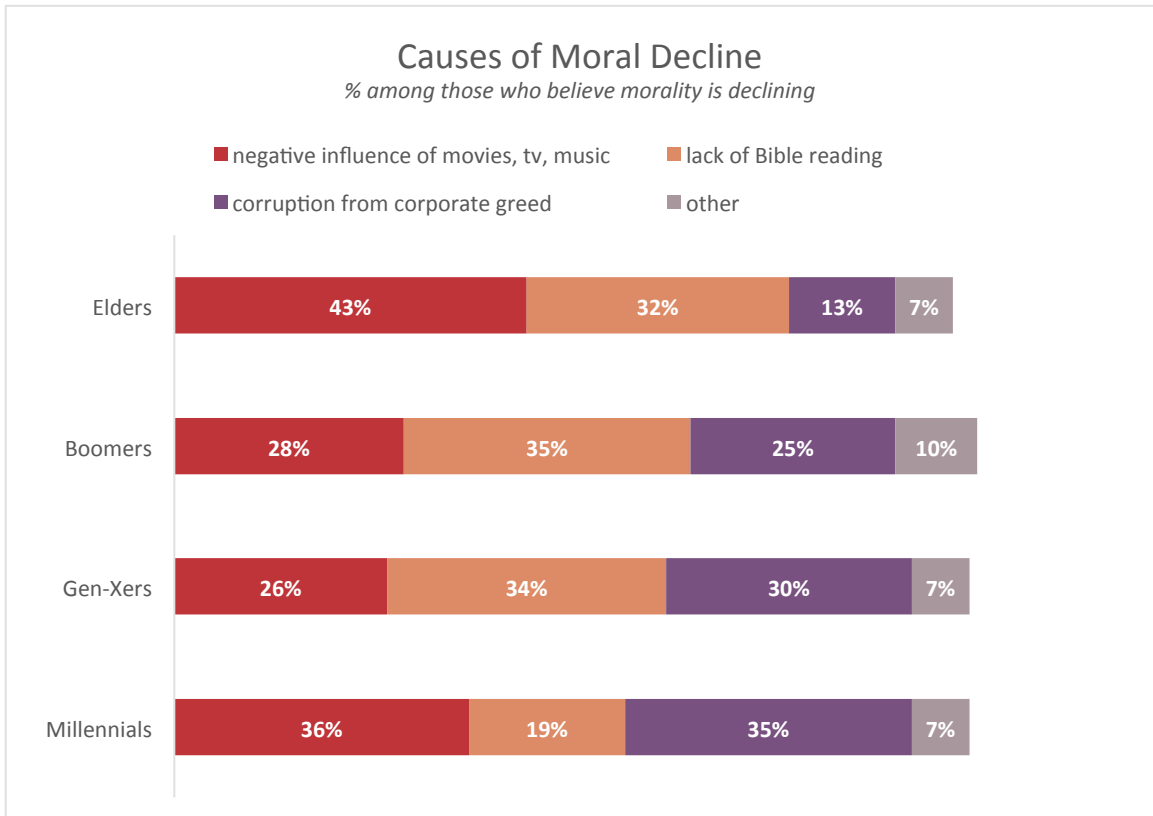
[Table 5.2, page 73]

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. Americans were nearly evenly divided on the possible causes. One in three believes the negative influence of movies, television and music is the main culprit (31%) and one in three believes it is a lack of Bible reading (31%). Close behind at 27% is a belief that corruption from corporate greed is mainly at fault. Just 8% think other reasons are responsible for the decline, while 3% are unsure.

Elders are more likely than average to believe the negative influence of movies, television and music is the cause (43%). Millennials are more likely to believe corruption from corporate greed is responsible (35%).

Half of practicing Protestants believe a lack of Bible reading is the main cause of moral decline (50%). Half as many non-practicing Christians (24%), practicing Catholics (23%) and those who align with other faiths and no faith (14%) believe lack of Bible reading is the culprit.

Slightly more adults in 2015 (31%) than in 2014 (26%) cite the cause of moral decline as a lack of Bible reading. This year's proportion is statistically on par with the findings in 2013 (31%).



## 6. Giving to Non-Profit Organizations

### Donations to Non-Profit Organizations

[Table 6.1, pages 74-75]

Three out of four adults say they donated to a charity, including a church or religious organization, during 2014 (76%). This is statistically unchanged from the previous year.

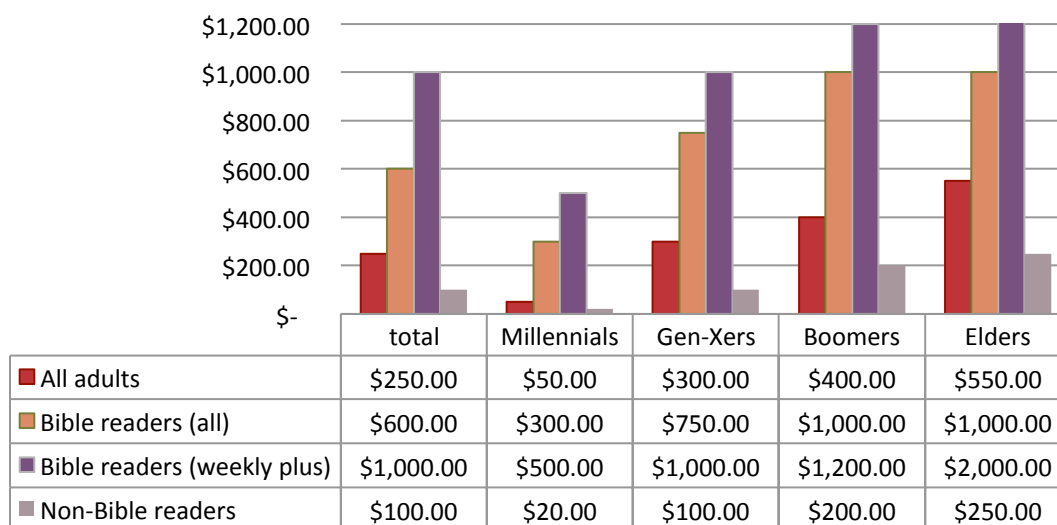
More than one-third of Millennials have *not* donated any money to charities and non-profit organizations (36%), compared to 24% of all adults. Just 13% of Elders say they did not donate any money last year.

The average (median) amount adults gave was \$250 in 2014 compared to \$200 on average in 2013 and \$100 in 2012. Elders gave the most (\$550 on average), followed by Boomers (\$400) and Gen-Xers (\$300). Millennials gave a fraction of this amount, at an average of \$50 per person.

Practicing Protestants (\$1,500) and practicing Catholics (\$800) gave substantially more than non-practicing Christians (\$100) and other faith and no faith groups (\$70).

Bible readers are much more likely to donate more money to non-profit organizations than non-Bible readers. 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)

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
Bible	79%	67%↓	79%	83%	89%↑	97%↑	93%↑	88%↑	38%↓
Koran	10	15↑	10	9	5	3↓	10	11	19↑
Torah	7	10	7	6	2	4	10	6	12↑
Book of Mormon	4	5	5	3	2	*↓	2	4	9↑
other	5	7	3	4	5	2	7	2↓	12↑
none	13	19↑	14	11	8	1↓	4	8↓	43↑
not sure	4	6	5	3	2	2↓	2	4	7
n=	1,010	252	285	330	123	280	62	383	218

\* 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
Bible	86%	82%	80%	79%	79%
Koran	10	10	8	12	10
Torah	4	6	4	7	7
Book of Mormon	4	5	3	5	4
other	3	3	4	5	5
none	7	11	12	13	13
not sure	3	3	6	4	4
n=	1,011	1,020	1,005	1,012	1,010

**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.*

% agree strongly	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
The Bible contains everything a person needs to know to live a meaningful life	49%	28%↓	49%	57%↑	63%↑	85%↑	59%	41%↓	9%↓
The Bible, the Koran, and the book of Mormon are all different expressions of the same spiritual truths*	16	18	18	15	11↓	10↓	15	17	20↑
<i>*online and telephone sample size=</i>	1,976	478	564	659	248	489	130	797	439
<i>telephone sample size=</i>	1,010	252	285	330	123	280	62	383	218

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
<b>The Bible contains everything a person needs to know to live a meaningful life</b>					
agree strongly	53%	48%	47%	50%	49%
agree somewhat	22	21	19	19	20
disagree somewhat	11	15	14	16	16
disagree strongly	12	12	17	14	14
not sure	2	5	3	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
agree somewhat	33	31	31	29	32
disagree somewhat	17	18	19	15	16
disagree strongly	28	28	28	29	28
not sure	6	8	7	9	9
<i>*online and telephone sample size=</i>	1,982	1,969	2,030	2,008	1,976
<i>telephone sample size=</i>	1,011	1,020	1,005	1,012	1,010

**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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Prot- estant	Cath- olic	Christ- ian	Other faith / no faith
too little influence	51%	33%↓	55%	56%	59%	74%↑	68%↑	48%	16%↓
just right	27	34	21↓	28	27	22	26	33↑	25
too much influence	19	30↑	22	13↓	9↓	3↓	5↓	15	53↑
not sure	3	4	2	3	6	1	1	4	5
<i>n</i> =	1,010	252	285	330	123	280	62	383	218

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
too little influence	54%	47%	56%	50%	51%
just right	28	29	26	30	27
too much influence	13	16	13	16	19
not sure	5	7	6	6	3
<i>n</i> =	1,011	1,020	1,005	1,012	1,010

**Table 1.4 | The Bible's Impact on Humanity**

*Which of the following do you think has had the most impact on humanity?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
the Bible	58%	49%↓	58%	62%	68%	74%↑	64%	57%	38%↓
The Art of War by Sun Tzu	5	9↑	5	2	0↓	2	2	4	8
On the Origin of Species	5	6	5	4	3	2	4	3	11↑
The Koran	5	6	5	4	2	2	3	5	8
The Rights of Man by Thomas Paine	4	5	4	4	5	2	4	6	6
The Republic by Plato	4	5	4	3	1	2	0	4	8↑
The Wealth of Nations by Adam Smith	3	5	2	2	1	1	1	3	4
none of these	4	5	3	4	6	3	4	3	7
not sure	14	11	14	15	14	12	18	16	12
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

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 | Best Description of the Bible**

*Which word do you think best describes the Bible?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
inspired	52%	43%↓	48%	61%↑	56%	76%↑	72%↑	46%↓	25%↓
historical	25	30	22	23	24	11↓	18	32↑	30
rulebook	9	9	12	8	9	10	5	10	9
fictional	8	9	11	6	4	1↓	2	6	23↑
harmful	2	4	3	1	*	1	0	1	8↑
none of these	3	3	4	1	5	1	3	3	5
not sure	1	3	0	1	2	1	0	2	1
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

\* indicates less than one-half of one percent

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

**Table 1.6 | 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
yes	56%	35%↓	51%	67%↑	75%↑	81%↑	70%↑	54%	18%↓
no	40	59↑	47	30↓	20↓	16↓	25↓	41	79↑
not sure	4	6	3	3	5	3	5	5	4
<i>n</i> =	1,010	252	285	330	123	280	62	383	218

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 1.7 | Belief that Regular Bible Reading Would Make Politicians More Effective**

*Do you think American's politicians would be more effective if they read the Bible on a regular basis?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
yes	58%	37%↓	53%	68%↑	77%↑	84%↑	71%↑	56%	22%↓
no	40	61↑	46	29↓	20↓	14↓	25↓	42	78↑
not sure	2	2	1	3	3	2	4	3	1
<i>n</i> =	1,010	252	285	330	123	280	62	383	218

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 | Belief that the Bible is Available in all the World's Languages**

*True or false: The Bible is available in all of the world's languages?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
true	72%	71%	69%	78%↑	62%↓	68%	83%	75%	69%
false	21	25	24	17	20	25	7↓	19	21
not sure	8	4	8	5	18↑	7	10	6	10
<i>n</i> =	1,010	252	285	330	123	280	62	383	218

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

**Table 1.9 | Belief that the Bible Should be Available to All**

*Do you agree or disagree with the following statement: Every person in the world should have the freedom to own and read a Bible.*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
agree	98%	97%	99%	99%	98%	99%	100%	98%	97%
disagree	1	2	1	1	1	1	1	2	2
not sure	*	1	0	0	1	*	0	*	1
<i>n</i> =	1,010	252	285	330	123	280	62	383	218

\* indicates less than one-half of one percent

While statistical testing was performed, none of the segments were 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Prot- estant	Cath- olic	Christ- ian	Other faith / no faith
yes	88%	82%↓	83%↓	92%↑	95%↑	99%↑	96%↑	90%	68%↓
no	13	18↑	17↑	8↓	5↓	1↓	4↓	10	32↑
<i>Online + telephone sample size=</i>	<i>2,007</i>	<i>485</i>	<i>576</i>	<i>668</i>	<i>250</i>	<i>489</i>	<i>130</i>	<i>806</i>	<i>442</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.

	1993*	2011	2012	2013	2014	2015
yes	92%	88%	85%	88%	88%	88%
no	8	12	15	12	12	13
<i>n=</i>	<i>601</i>	<i>2,011</i>	<i>2,014</i>	<i>2,071</i>	<i>2,028</i>	<i>2,007</i>

Historical data (1993) collected by telephone interviews; 2011-2015 data collected by telephone and online surveys.

**Table 2.2 | Bible Ownership: Segmentation**

Segmentation Analysis   Household Owns a Bible (average 88%)	
<i>Above average ownership</i>	
👉	evangelicals (100%)
👉	practicing Protestants (99%)
👉	practicing Protestants (99%)
👉	Bible engaged adults (99%)
👉	adults who read the Bible at least 3-4 times per year (98%)
👉	non-mainline Protestants (98%)
👉	non-evangelical born-again Christians (98%)
👉	Protestants (97%)
👉	weekly church attenders (96%)
👉	mainline Protestants (96%)
👉	monthly church attenders (96%)
👉	practicing Catholics (96%)
👉	African-Americans (95%)
👉	Elders, ages 69 plus (95%)
👉	Bible friendly adults (94%)
👉	self-identified Christians (94%)
👉	residents of the Midwest (94%)
👉	residents of the South (92%)
👉	Boomers, ages 50-68 (92%)
<i>Below average ownership</i>	
👉	non-whites (85%)
👉	residents of the West (84%)
👉	households earning more than \$100K annually (84%)
👉	Gen-Xers, ages 31-49 (83%)
👉	adults who have not been to church in the past 6 months (83%)
👉	Millennials, ages 18-30 (82%)
👉	non-born again Christians (81%)
👉	residents of the Northeast (78%)
👉	those who have read / heard the Bible read aloud less than three times in past year (71%)
👉	Other Faith / No faith groups (68%)
👉	adults who do not self-identify as "Christian" (67%)
👉	Bible skeptics (66%)
👉	adults who have never been to church (47%)

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?*

% who own a Bible	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
one	18%	23%	17%	19%	13%	2%↓	26%	22%	35%↑
two to three	33	40	35	28	35	24↓	40	40↑	35
four to five	24	17↓	27	25	27	31↑	22	25	12↓
six or more	24	20	21	29	26	43↑	13↓	13↓	18
mean	4.4	4.0	4.3	4.6	4.4	6.4	3.1	3.4	3.2
median	3.0	3.0	3.0	4.0	4.0	5.0	3.0	3.0	2.0
	<i>n</i> = 929	144	187	359	220	422	303	80	341

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
mean	4.5	4.3	4.4	4.7	4.4
median	3.4	3.3	3.5	3.4	3.0
	<i>n</i> = 901	875	892	898	929

**Table 2.4 | Bible Purchases**

*Did you purchase a Bible in 2014?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
yes	13%	15%	12%	11%	13%	22%↑	13%	8%↓	6%↓
no	87	85	88	89	87	78↓	87	92↑	94↑
	<i>n</i> = 1,010	252	285	330	123	280	62	383	218

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
yes	14%	15%	13%	13%
no	86	85	87	87
	<i>n</i> = 1,020	1,005	1,012	1,010

### 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
never	28%	37%↑	30%	23%	20%↓	1%↓	13%↓	32%↑	55%↑
less than once a year	10	11	11	10	6↓	3↓	6	15↑	13
once or twice a year	10	9	9	11	8	3↓	14	14↑	7
three or four times a year	6	7	5	7	8	2↓	11	9↑	7
once a month	9	9	8	11	9	11	9	10	6↓
once a week	8	8	8	9	11	13↑	12	7	4↓
several times/4+ times a week	14	8↓	16	16	15	31↑	20	7↓	4↓
every day	14	11	12	14	22↑	36↑	14	7↓	3↓
not sure	1	1	*	*	2	*	1	*	1
<i>Online + telephone sample size=</i>	1,997	484	576	668	249	489	130	806	444

\* 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
never	25%	26%	26%	26%	28%
less than once a year	13	10	12	9	10
once or twice a year	11	10	10	11	10
three or four times a year	8	9	9	8	6
once a month	8	8	7	8	9
once a week	8	7	8	9	8
several times/4+ times a week	15	13	13	13	14
every day	11	13	13	15	14
not sure	3	5	1	2	1
<i>Online + telephone sample size=</i>	2,014	2,011	2,068	2,027	1,997

**Table 3.2 | Bible Readership: Segmentation**

Segmentation Analysis   Bible Readers* (average 52%)	
<i>Above average readership</i>	
☞	evangelicals (100%)
☞	Bible engaged (100%)
☞	practicing Protestants (93%)
☞	practicing Christians (88%)
☞	Non-mainline Protestants (80%)
☞	weekly church attenders (80%)
☞	non-evangelical born-again Christians (78%)
☞	Protestants (74%)
☞	monthly church attenders (71%)
☞	African-Americans (70%)
☞	residents of the South (66%)
☞	practicing Catholics (66%)
☞	Elders, ages 69 and older (66%)
☞	self-identified Christians (62%)
☞	Mainline Protestants (61%)
☞	Bible friendly (59%)
☞	women (58%)
☞	non-whites (57%)
☞	households earning less than \$50K annually (57%)
<i>Below average readership</i>	
☞	men (47%)
☞	Millennials, ages 18-30 (47%)
☞	never marrieds (47%)
☞	residents of the West (43%)
☞	notional Christians (41%)
☞	Catholics (40%)
☞	non-practicing Christians (39%)
☞	adults aligning with non-Christian faith groups (38%)
☞	residents of the Northeast (37%)
☞	Bible neutral (36%)
☞	non-born again Christians (34%)
☞	adults who have not attended church in the past six months (27%)
☞	do not self-identify as "Christian" (19%)
☞	Bible skeptic (18%)
☞	atheists and agnostics (13%)
☞	adults who have never been to church (11%)

\* 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
never	25%	33%↑	25%	23%	19%↓	2%↓	7%↓	27%	55%↑
less than once a year	7	9	7	7	3↓	1↓	2↓	10↑	11↑
once or twice a year	8	11	8	8	5	1↓	3↓	13↑	9
three or four times a year	6	6	9	6	4	1↓	1↓	11↑	6
once a month	8	11↑	10	6	6	4↓	4	12↑	7
once a week	29	16↓	31	32	43↑	58↑	66↑	18↓	8↓
several times/4+ times a week	12	11	9↓	14	16	30↑	9↓	6↓	3↓
every day	3	3	2	3	3	2	7↑	3	1
not sure	1	1	0	1	3↑	1	0	1	1
<i>Online + telephone sample size=</i>	<i>2,006</i>	<i>487</i>	<i>575</i>	<i>667</i>	<i>249</i>	<i>489</i>	<i>130</i>	<i>805</i>	<i>443</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 3.4 | Bible Readers + Hearers Combined**

*How often, if ever, do you actually [read the Bible / hear the Bible read aloud at church]?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
never	16%	21%↑	16%	14%	12%	*%↓	3%↓	14%	42%↑
less than once a year	8	10	7	8	4↓	*↓	1↓	10↑	14↑
once or twice a year	9	11	9	10	5↓	1↓	2↓	15↑	12
three or four times a year	9	10	10	8	5	1↓	2↓	14↑	10
once a month	8	11↑	9	6	5	3↓	3	11↑	8
once a week	19	15↓	17	20	27↑	23↑	49↑	17	7↓
several times/4+ times a week	17	12↓	18	19	18	35↑	21	11↓	4↓
every day	15	11↓	14	16	23↑	37↑	19	7↓	4↓
<i>Online + telephone sample size=</i>	<i>2,009</i>	<i>487</i>	<i>576</i>	<i>669</i>	<i>248</i>	<i>489</i>	<i>130</i>	<i>806</i>	<i>444</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.

**Table 3.5 | Time Spent Reading the Bible**

*What is the average amount of time you spend reading the Bible at each sitting?*

% of Bible readers	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
less than 15 minutes	13%	15%	15%	12%	12%	8%	23%	15%	27%↑
15-29 minutes	24	22	29	22	25	29	22	22	17
30-44 minutes	30	24	32	30	31	31	20	34	24
45-59 minutes	6	4	4	10	7	7	6	5	4
1 hour or more	27	36	21	26	25	24	30	25	28
mean	36.9	42.8	30.1	38.6	36.2	35.1	37.1	33.9	43.6
median	30.0	30.0	30.0	30.0	30.0	30.0	30.0	30.0	30.0
<i>n</i> =	558	107	155	203	83	255	42	165	59

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	2013	2014	2015
less than 15 minutes	15%	15%	13%
15-29 minutes	27	26	24
30-44 minutes	26	30	30
45-59 minutes	8	7	6
1 hour or more	24	21	27
mean	36.0	35.3	36.9
median	29.8	29.8	30.0
<i>n</i> =	568	569	558

**Table 3.6 | 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?*

% Bible readers	All	Generation				Practicing Faith		Non-Practicing Faith		
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith	
King James Version	39%	28%↓	41%	43%	40%	41%	10%	44%↑	39%	
New International Version	13	17	19	8	9	20↑	1↓	8	2↓	
New King James Version	10	13	15	6	6	10	8	7	16	
English Standard Version	8	15↑	6	6	6	6	4	8	9	
New Living Translation	3	4	3	1	3	4	0	2	2	
New American Standard Bible	2	4	1	4	1	3	4	2	0	
New Revised Standard Version	2	0	1	4	4	3	6	1	0	
Today's New International Version	1	2	0	1	*	1	0	2	3	
Good News Translation	1	1	1	*	*	1	1	0	2	
Contemporary English Version	1	0	0	1	1	*	2	1	0	
New American Bible	1	0	0	1	2	1	3	*	0	
Amplified Bible	1	0	0	1	0	*	0	1	0	
New International Reader's Version	*	0	*	1	0	1	0	1	0	
The Message	*	0	0	1	1	1	0	0	0	
New Century Version	*	0	0	1	0	*	0	0	0	
Holman Christian Standard Bible	*	0	0	0	1	*	0	*	0	
other	11	12	7	12	12	4↓	35↑	11	19	
don't know, unsure	9	5	7	11	13	4↓	28↑	12	8	
	n=	583	113	157	208	92	262	43	178	59

\* 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 3.6 | Preferred Bible Version (cont'd)**

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

\* indicates less than one-half of one percent

**Table 3.7 | 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?*

% of Bible readers	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Prot- estant	Cath- olic	Christ- ian	Other faith / no faith
It brings me closer to God	60%	51%	63%	61%	57%	75%↑	69%	41%↓	34%↓
I have a problem I need to solve or I need direction	18	21	14	20	18	13	20	23	26
I need comfort	12	11	13	11	16	7↓	7	23↑	11
I know I'm supposed to	4	4	5	4	1	3	0	5	6
It is part of my studies at school	3	10↑	1	*	2	*↓	2	5	10↑
not sure	4	3	3	3	6	1	2	5	12↑
<i>n</i> =	583	113	157	208	92	262	43	178	59

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



**Table 3.8 | Desire for Bible Reading**

*Do you wish that you read the Bible more or not?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
yes	61%	57%	61%	63%	61%	84%↑	67%	60%	26%↓
no	38	43	38	36	37	16↓	31	39	74↑
don't know	1	0	1	1	2	1	2	1	*
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

\* 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
yes	67%	60%	61%	62%	61%
no	31	38	37	36	38
don't know	2	2	2	2	1
<i>n=</i>	1,011	1,020	1,005	1,012	1,010

**Table 3.9 | 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
stayed the same	66%	61%	67%	67%	67%	50%↓	63%	71%↑	76%↑
increased	22	21	21	21	22	41↑	33↑	14↓	8↓
decreased	12	16↑	12	11	10	10	5↓	15	13
not sure	1	2	1	0	1	*	0	*	3↑
<i>online + telephone sample=</i>	2,005	486	575	667	249	489	130	805	444

\* 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
stayed the same	58%	63%	70%	62%	71%	66%
increased	27	26	20	24	18	22
decreased	12	9	9	13	9	12
not sure	3	2	2	1	1	1
<i>n=</i>	1,020	1,005	1,012	1,010	2,027	2,005

**Table 3.10 | 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
came to understand it as an important part of my faith journey	53%	58%
difficult experience in my life caused me to search the Bible for direction / answers	41	25
downloaded the Bible onto my smartphone or tablet	26	16
significant change in my life (marriage, birth of child, etc.)	17	18
saw how the Bible changed someone I know for the better	15	5
someone I know asked me to read the Bible with them	14	7
went to a church where the Bible became more accessible to me	13	9
media conversations around religion and spirituality	14	2
other	17	15
<i>n=</i>	119	156

Segmentation not shown due to limited sample size.

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

**Table 3.11 | 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
too busy with life's responsibilities (job, family, etc.)	40%	42%
had a significant change in my life (loss of job, death of a loved one, etc.)	17	12
became atheist or agnostic	15	4
difficult experience in my life caused me to doubt my faith (or God / Bible)	13	15
saw how reading the Bible made very little difference in the life of someone I know	8	9
decided to leave the church altogether	4	12
converted to another faith	4	4
other	16	20
<i>n=</i>	<i>93</i>	<i>101</i>

Segmentation not shown due to limited sample size.

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

**Table 3.12 | Frustrations with Bible Reading**

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

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
never have enough time to read it	33%	30%	35%	38%	25%	49%↑	33%	32%	12%↓
none / no frustrations	17	14	14	18	24	24↑	16	14	14
language is difficult to relate to	13	13	16	10	15	6↓	15	17↑	12
don't feel excited about reading it	11	15↑	10	10	6	2↓	5	12	21↑
can never find the stories or verses you are looking for	7	8	9	7	5	7	10	8	7
don't understand background or history of the Bible	7	7	3↓	8	9	7	10	7	5
do not read the Bible	6	8	6	5	5	*↓	1	5	17↑
other	5	5	6	4	6	3	9	5	10↑
don't know	1	1	*	1	6↑	2	2	*	1
n=	1,010	252	285	330	123	280	62	383	218

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

**Table 3.13 | 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)*

% who have ever read or heard the Bible read aloud	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
peaceful	43%	31%↓	46%	45%	52%	51%	46%	43%	25%
encouraged / inspired	38	35	37	39	39	55↑	36	29↓	25↓
hopeful	34	26↓	37	37	32	43↑	35	33	18↓
a sense of direction	31	30	28	33	29	44↑	34	23↓	18↓
happy	26	23	27	26	29	36↑	23	23	15↓
other	8	13	4	8	7	6	9	8	13
none	10	13	11	9	5	1↓	1↓	9	36↑
not sure	2	3	0↓	2	4	3	1	2	2
<i>n=</i>	885	206	255	297	110	280	61	344	140

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
peaceful	34%	37%	42%	45%	43%
encouraged / inspired	33	29	33	41	38
hopeful	27	30	29	35	34
a sense of direction	25	26	25	34	31
happy	18	19	25	28	26
other	1	2	6	9	8
none	9	3	11	7	10
not sure	4	3	3	2	2
<i>n=</i>	786	775	770	765	885

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

**Table 3.14 | 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)*

% who have ever read or heard the Bible read aloud	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
none	53%	38%↓	56%	58%	60%	64%↑	62%	52%	34%↓
confused	14	18	12	13	12	10	8	16	17
overwhelmed	13	15	10	12	14	14	17	12	5↓
doubtful	9	13	8	8	5	6	5	8	19↑
bored	6	11↑	6	5	2	3↓	1	7	15↑
discouraged	6	6	6	5	7	5	0	5	12↑
convicted, guilty, sinful	1	*	1	1	0	1	1	1	0
other	7	12↑	6	5	3	4	7	5	14↑
not sure	2	1	1	1	6↑	1	1	2	3
<i>n=</i>	885	206	255	297	110	280	61	344	140

\* 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
none	59%	59%	60%	55%	53%
confused	12	12	15	14	14
overwhelmed	11	11	9	13	13
doubtful	8	6	6	8	9
bored	3	3	5	5	6
discouraged	3	5	5	6	6
convicted, guilty, sinful	2	1	1	1	1
other	1	2	4	7	7
not sure	3	4	3	2	2
<i>n=</i>	786	775	770	765	885

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

**Table 3.15 | 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:*

% who read the Bible in the past week	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
gave a lot of thought to how it might apply to your life	58%	47%	66%	54%	60%	62%	64%	47%	44%
gave some thought to how it might apply to your life	35	42	28	37	34	33	37	41	31
or you really did not give any thought to how it might apply to your life	7	11	7	7	4	5	0	11	20↑
not sure	1	0	0	2	3	1	0	1	6
<i>n=</i>	403	75	107	144	66	221	32*	88	33*

\* 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
gave a lot of thought to how it might apply to your life	61%	59%	65%	57%	58%
gave some thought to how it might apply to your life	34	35	28	37	35
or you really did not give any thought to how it might apply to your life	4	5	4	5	7
not sure	1	1	2	2	1
<i>n=</i>	449	446	434	427	403



**Table 3.16 | 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:*

% who did not read the Bible in the past week but who heard the Bible read at church / Mass in the past week	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
gave a lot of thought to how it might apply to your life	28%	NA	29%	34%	NA	34%	NA	27%	NA
gave some thought to how it might apply to your life	50	NA	48	48	NA	46	NA	46	NA
or you really did not give any thought to how it might apply to your life	17	NA	13	17	NA	15	NA	23	NA
not sure	5	NA	10	2	NA	5	NA	4	NA
<i>n=</i>	164	26	50	62	25	52	23	72	8

NA: Results among Millennials, Elders, Practicing Catholics and non-Christians is not shown due to limited sample size. Statistical testing not performed due to limited sample size.

**Table 3.17 | 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?*

% among Bible readers	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
read from a print version of the Bible on your own	93%	94%	94%	94%	91%	95%	88%	91%	94%
heard the Bible read in a worship service or mass	83	73↓	78	87	91	93↑	92	71↓	63↓
attended a small group or Bible study, where you studied the Bible in a group, not including weekend worship services	53	60	50	51	52	68↑	23↓	39↓	41
used the Internet on a computer to read Bible content	50	57	69↑	43	22↓	52	46	48	54
searched for Bible verses or Bible content on a smart phone or cell phone	40	65↑	59↑	26↓	8↓	40	29	40	42
downloaded or used a Bible app on a smartphone	35	56↑	51↑	23↓	7↓	37	19	34	31
listened to an audio version of the Bible	32	21↓	37	35	30	39↑	23	27	21
listened to a teaching about the Bible via podcast	30	31	29	35	23	37	18	25	14↓
<i>n=</i>	583	113	157	208	92	262	43	178	59

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

% among Bible readers or those who have heard the Bible read at church / Mass at least 3-4 times a year	Generation					Practicing Faith		Non-Practicing Faith	
	All	Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
read from a print version of the Bible on your own	83%	82%	79%	86%	85%	93%↑	83%	75%↓	72%↓
heard the Bible read in a worship service or mass	80	72↓	74	85	91↑	93↑	91	71↓	58↓
attended a small group or Bible study, where you studied the Bible in a group, not including weekend worship services	45	49	39	45	47	66↑	19↓	30↓	31↓
used the Internet on a computer to read Bible content	45	51	60↑	39	19↓	50	41	41	52
searched for Bible verses or Bible content on a smart phone or cell phone	38	66↑	50↑	23↓	8↓	40	24↓	39	35
downloaded or used a Bible app on a smartphone	30	50↑	40↑	20↓	6↓	37	15↓	29	25
listened to an audio version of the Bible	28	22	31	30	27	39↑	18	24	20
listened to a teaching about the Bible via podcast	26	27	25	30	21	37↑	13↓	19↓	16
<i>n=</i>	739	154	218	248	105	278	59	263	83

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

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

**Table 3.18 | Preferred Bible Format**

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

% among Bible readers	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Prot-estant	Cath-olic	Christ-ian	Other faith / no faith
print	76%	69%	71%	78%	87%↑	78%	79%	74%	73%
smartphone or tablet app	11	14	19↑	6	2↓	13	7	6	13
online	6	8	7	5	2	2	4	9	12
audio	6	6	3	9	3	5	9	7	2
video	0	0	0	0	0	0	0	0	0
other	1	0	0	0	4↑	1	0	*	0
not sure	2	3	0	2	3	1	0	3	0
<i>n=</i>	583	113	157	208	92	262	43	178	59

% among Bible readers or those who have heard the Bible read at church / Mass at least 3-4 times a year	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Prot-estant	Cath-olic	Christ-ian	Other faith / no faith
print	73%	65%	66%↓	78%	87%↑	79%	80%	72%	63%↓
smartphone or tablet app	11	19↑	17↑	5↓	2↓	13	7	9	13
online	6	6	9	6	2	2↓	7	8	16↑
audio	6	4	6	8	3	4	7	7	1
video	0	0	0	0	0	0	0	0	0
other	1	2	1	*	3	1	0	1	2
not sure	2	3	1	2	3	1	0	4	5
<i>n=</i>	739	154	218	248	105	278	59	263	83

\* 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 3.18 | Preferred Bible Format (cont'd)**

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

\* indicates less than one-half of one percent

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

**Table 3.19 | 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
yes	14%	12%	13%	15%	20%	22%↓	35%↑	11%	5%↓
no	84	88	87	81	76	73↓	65↓	88↑	94↑
don't know	2	0↓	1	4	4	5↑	1	1	1
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

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.

## 4. Bible Literacy

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

*How knowledgeable do you feel about the Bible?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
highly knowledgeable	12%	11%	10%	13%	14%	18%↑	11%	6%↓	11%
moderately knowledgeable	33	35	29	35	34	42↑	41	27↓	28
somewhat knowledgeable	38	37	43	36	37	36	33	43	36
not too knowledgeable	12	10	13	12	12	3↓	13	18↑	14
not at all knowledgeable	4	7	4	4	2	1↓	1	5	10↑
not sure	1	1	*	1	1	1	0	1	1
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

\* 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
highly knowledgeable	12%	12%	13%	12%
moderately knowledgeable	32	31	32	33
somewhat knowledgeable	35	38	37	38
not too knowledgeable	16	13	12	12
not at all knowledgeable	5	6	6	4
not sure	1	1	1	1
<i>n=</i>	1,020	1,005	1,012	1,010

**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
	n= 1,011

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

Segmentation Analysis   Highly Knowledgeable about the Bible – Self-Assessment (average 12%)	
<i>Above average knowledge</i>	
✎	evangelicals (30%)
✎	Bible engaged (25%)
✎	Hispanics (20%)
✎	weekly church attenders (20%)
✎	practicing Protestants (18%)
✎	Bible readers, at least 3-4 times per year (16%)
<i>Below average knowledge</i>	
✎	non-practicing Christians (6%)
✎	residents of the Northeast (6%)
✎	adults who have not been to church in the past six months (6%)
✎	non-Bible readers who have heard Bible read aloud at church (2%)
✎	Bible neutral (6%)

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



**Table 4.3 | Bible as Literal or Inspired Word of God**

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

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
actual word of God and should be taken literally, word for word	22%	13%↓	22%	24%	32%↑	38%↑	23%	19%	6%↓
inspired word of God, no errors, some verses symbolic	33	33	33	34	29	50↑	43↑	31	14↓
inspired word of God, has factual or historical errors	13	15	12	14	12	6↓	16	21↑	8↓
not inspired, tells how writers understood the ways and principles of God	11	12	10	11	10	3↓	12	15↑	13
just another book of teachings written by men that contain stories and advice	19	26↑	22	14↓	11↓	2↓	2↓	11↓	59↑
other	1	1	1	2	3	1	3	2	1
not sure	1	1	*↓	1	4↑	1	1	2	1
<i>online + telephone sample size=</i>	1,989	477	569	666	249	490	130	802	441

\* 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 4.3 | Bible as Literal or Inspired Word of God (cont'd)**

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

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 4.4 | The Bible's Main Message**

What statement do you think best describes the Bible's main message?

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
The Bible teaches God is love	40%	36%	41%	40%	50%	40%	49%	45%	29%↓
The Bible tells the story of who God is, his desire to have a relationship with the people he created.	31	32	29	34	27	48↑	28	26	20↓
The Bible teaches that God helps those who help themselves	13	16	13	12	9	3↓	16	17	16
The Bible teaches that if you are a good person, you will go to Heaven	6	6	8	5	7	4	5	7	8
none of these	7	8	9	6	4	2↓	1	3↓	25↑
not sure	3	3	1	3	3	3	3	3	2
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

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 Statements Found in the Bible**

*Which of the following statements is found in the Bible?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
God works in mysterious ways.	36%	30%	36%	37%	44%	30%	46%	44%↑	26%↓
The truth will set you free.	24	25	22	25	27	41↑	31	14↓	18
To thine own self be true.	17	23	20	13	10	15	13	19	18
God helps those who help themselves.	13	15	15	13	5↓	7↓	5	15	19↑
not sure	10	8	8	12	13	7	6	9	20↑
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

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 | Knowledge of the Name of Abraham's Son**

*What was the name of Abraham's son?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
Isaac	59%	54%	62%	60%	54%	74%↑	67%	48%↓	58%
David	9	12	9	8	9	5↓	8	12	11
Moses	8	8	10	8	5	6	11	12↑	4↓
Saul	5	7	5	4	3	3	1	6	4
other	2	2	3	1	2	1	1	2	4
not sure	17	17	11↓	20	26↑	12↓	12	20	19
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

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 | Knowledge of the Book of Esther**

*Which woman has a book named after her in the Bible?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
Esther	57%	41%↓	61%	64%↑	59%	78%↑	61%	49%↓	43%↓
Mary	25	35↑	28	19↓	14↓	11↓	28	33↑	27
Naomi	4	3	3	4	7	4	2	5	2
Deborah	2	4↑	1	1	1	*	0	2	4↑
none of these	3	3	1	4	3	3	0	1↓	5
not sure	11	14	7	9	17	4↓	9	11	19↑
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

\* 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 | 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.*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
<b>forgiveness</b>									
strongly encourages	74%	67%↓	68%	80%↑	83%↑	96%↑	92%↑	73%	51%↓
somewhat encourages	15	17	17	12	14	3↓	8	16	27↑
somewhat discourages	4	5	6	3	1	0↓	0	5	6
strongly discourages	3	4	3	2	2	0	0	3	5
silent	5	8	5	3	1	1↓	0	3	11↑
<b>generosity</b>									
strongly encourages	67	62	64	71	71	87↑	89↑	65	46↓
somewhat encourages	21	21	23	20	22	10↓	11	23	34↑
somewhat discourages	3	5	4	3	2	0↓	0	5	3
strongly discourages	3	5	4	2	3	3	0	3	4
silent	5	8	6	5	2	0↓	0	4	13↑
<b>serving the poor</b>									
strongly encourages	66	58↓	61	70	76↑	89↑	87↑	63	46↓
somewhat encourages	21	22	23	19	22	9↓	10↓	25	29↓
somewhat discourages	5	9	6	4	2	1↓	1	7	8
strongly discourages	2	4	3	2	0	2	2	2	4
silent	6	8	7	5	1↓	1↓	0	5	13↑
<b>patience</b>									
strongly encourages	65	59	64	69	69	90↑	85↑	62	46↓
somewhat encourages	22	22	21	22	26	7↓	15	25	31↑
somewhat discourages	5	5	6	4	4	1	0	6	6
strongly discourages	1	3	1	1	0	0	0	2	3
silent	7	10	8	5	1↓	1↓	0↓	6	14↑
<i>n=</i>	930	210	274	326	120	169	72	433	213

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

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
<b>war</b>									
strongly encourages	5%	7%	4%	4%	4%	1%	3%	4%	10%↑
somewhat encourages	16	19	19	13	16	18	2↓	13	27↑
somewhat discourages	31	27	27	33	38	33	36	34	21↓
strongly discourages	32	30	34	33	30	38	45↑	32	23↓
silent	16	18	16	16	13	10	14	17	19
<b>slavery</b>									
strongly encourages	3	6	4	1	2	*	4	3	7↑
somewhat encourages	10	13	12	9	6	5↓	3	8	23↑
somewhat discourages	23	20	25	25	22	27	17	24	22
strongly discourages	43	40	43	45	42	56↑	60↑	44	24↓
silent	21	21	17	20	28	13↓	16	22	24
<b>prostitution</b>									
strongly encourages	2	3	1	1	1	1	2	2	2
somewhat encourages	4	8	3	3	4	2	1	3	11↑
somewhat discourages	21	19	22	20	27	7↓	12	26↑	28
strongly discourages	60	56	59	64	60	88↑	76↑	56	40↓
silent	13	14	14	12	8	2↓	9	14	20↑
<b>homosexuality or same-sex relationships</b>									
strongly encourages	2	3	1	2	1	*	0	2	3
somewhat encourages	4	4	6	2	4	2	0	5	5
somewhat discourages	20	23	18	19	19	8↓	16	22	25
strongly discourages	56	46↓	56	59	64	87↑	65	50	39↓
silent	19	25	19	18	13	4↓	20	21	27↑
<i>n=</i>	930	210	274	326	120	169	72	433	213

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

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
<b>gambling</b>									
strongly encourages	2%	3%	1%	2%	0%	*%	2%	1%	3%
somewhat encourages	3	2	4	2	3	1	0	5	2
somewhat discourages	25	28	24	21	33	21	18	25	32
strongly discourages	51	52	51	53	44	66↑	59	49	38↓
silent	20	16	20	23	20	11↓	21	20	26
<b>pornography</b>									
strongly encourages	1	3	1	1	1	*	1	2	2
somewhat encourages	3	3	3	2	2	1	0	2	5↑
somewhat discourages	12	13	14	10	11	3↓	7	14	15
strongly discourages	56	57	56	57	55	82↑	74↑	54	35↓
silent	28	25	27	29	31	15↓	19	28	42↑
<i>n=</i>	930	210	274	326	120	169	72	433	213

\* 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?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
yes	80%	67%↓	83%	84%	86%	92%↑	87%	81%	58%↓
no	17	30↑	14	15	8↓	6↓	9	16	37↑
not sure	3	4	3	1	6	2	4	3	5
<i>n=</i>	1,010	252	285	330	123	280	62	383	218

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
yes	77%	81%	80%
no	19	16	17
not sure	4	3	3
<i>n=</i>	1,005	1,012	1,010

**Table 5.2 | Cause of Moral Decline**

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

% believe values and morals are declining	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Protestant	Catholic	Christian	Other faith / no faith
negative influences of movies, television and music	31%	36%	26%	28%	43%↑	26%	41%	35%	27%
lack of Bible reading	31	19↓	34	35	32	50↑	23	24↓	14↓
corruption from corporate greed	27	35↑	30	25	13↓	14↓	29	29	49↑
something else	8	7	7	10	7	8	7	10	7
don't think there is a moral decline in America	*	1	1	0	0	1	0	1	0
not sure	3	2	2	3	5	3	1	3	4
<i>n=</i>	807	167	237	277	105	259	54	310	127

\* 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
lack of Bible reading	32%	26%	31%
negative influences of movies, television and music	29	33	31
corruption from corporate greed	25	29	27
something else	8	9	8
don't think there is a moral decline in America	*	0	*
not sure	5	4	3
<i>n=</i>	777	817	807

\* 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— 2014—what was the total amount of money that you donated to all charities and non-profit organizations, including churches and religious organizations, if any?*

	All	Generation				Practicing Faith		Non-Practicing Faith	
		Millennials 18-30	Gen-Xers 31-49	Boomers 50-68	Elders 69+	Prot- estant	Cath- olic	Christ- ian	Other faith / no faith
none	24%	36%↑	23%	20%	13%↓	8%↓	5%↓	31%↑	34%↑
less than \$100	12	21↑	11	8↓	8	5↓	8	14	18↑
\$100 to \$199	7	7	7	7	9	4↓	4	11↑	6
\$200 to \$399	12	11	10	13	12	10	10	14	10
\$400 to \$999	14	12	17	12	14	12	23↑	13	14
\$1,000 to \$1,999	9	5↓	10	12	11	14	17↑	7↓	6
\$2,000 to \$4,999	13	5↓	14	16	22↑	27↑	22↑	7↑	7↓
\$5,000 or more	9	3↓	10	12↑	12	22↑	10	4↑	6↑
mean	\$1812	\$560	\$1500	\$2800	\$2418	\$3445	\$1825	\$763	\$2178
median	\$250	\$50	\$300	\$400	\$550	\$1500	\$800	\$100	\$70
<i>online + phone sample size=</i>	1,674	420	499	550	189	387	107	677	391

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 6.1 | Donations to Non-Profit Organizations (cont'd)**

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

# Appendix II

## Methodology

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

### Telephone

The telephone survey included 1,010 interviews conducted among a representative sample of adults 18 and older from all 50 of the United States. The survey was conducted from January 8 through January 20, 2015. 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 February 3 through February 11, 2015. The sampling error for a sample of this size is +/-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=2,010) is +/-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.