

BSFL March 2016

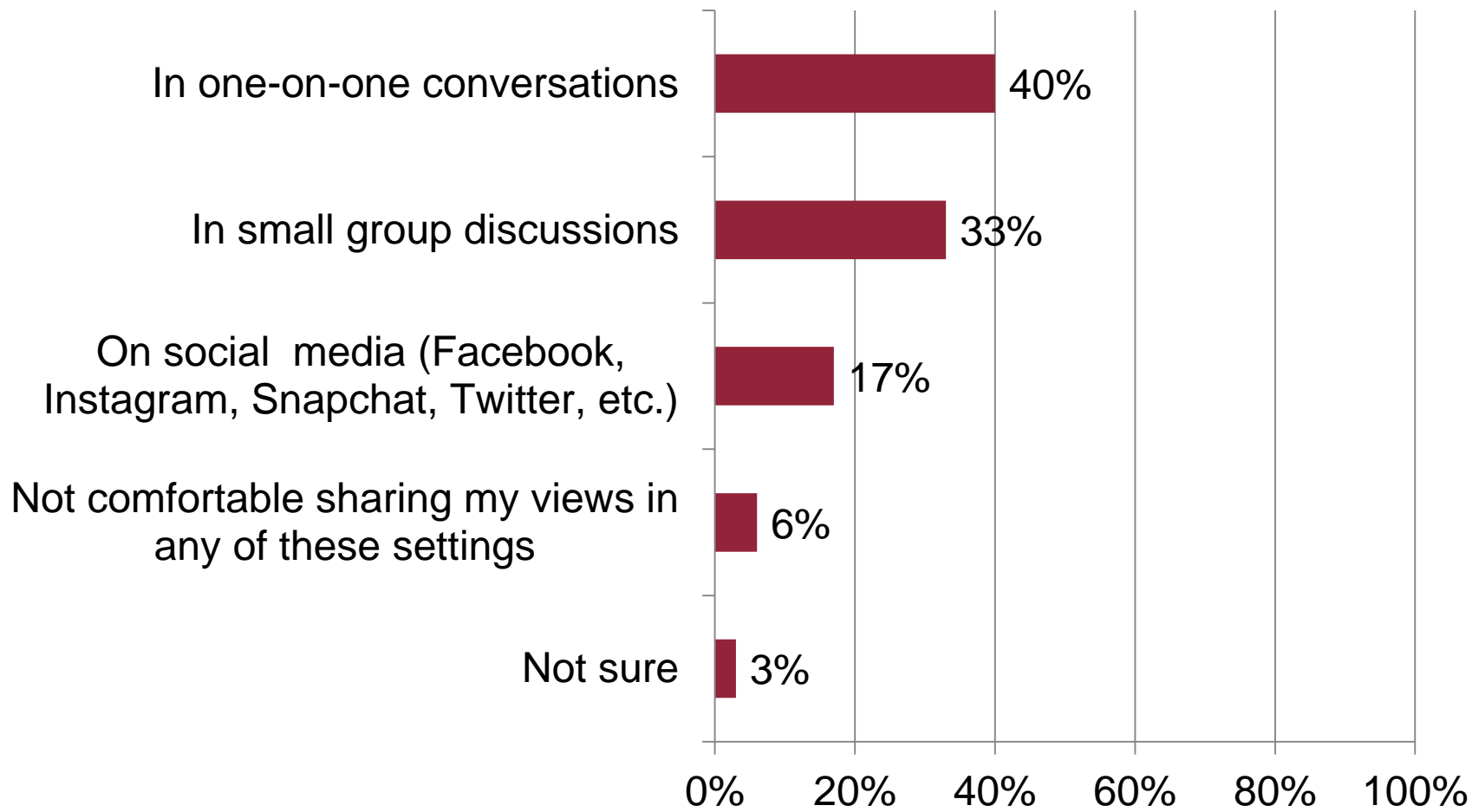
Survey of Americans

Methodology

- ❑ The online survey of adult Americans was conducted March 2016
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, age, ethnicity, gender and income to more accurately reflect the population
- ❑ The completed sample is 1,004 online surveys
- ❑ The sample provides 95% confidence that the sampling error from this panel does not exceed $\pm 4.2\%$
- ❑ Margins of error are higher in sub-groups

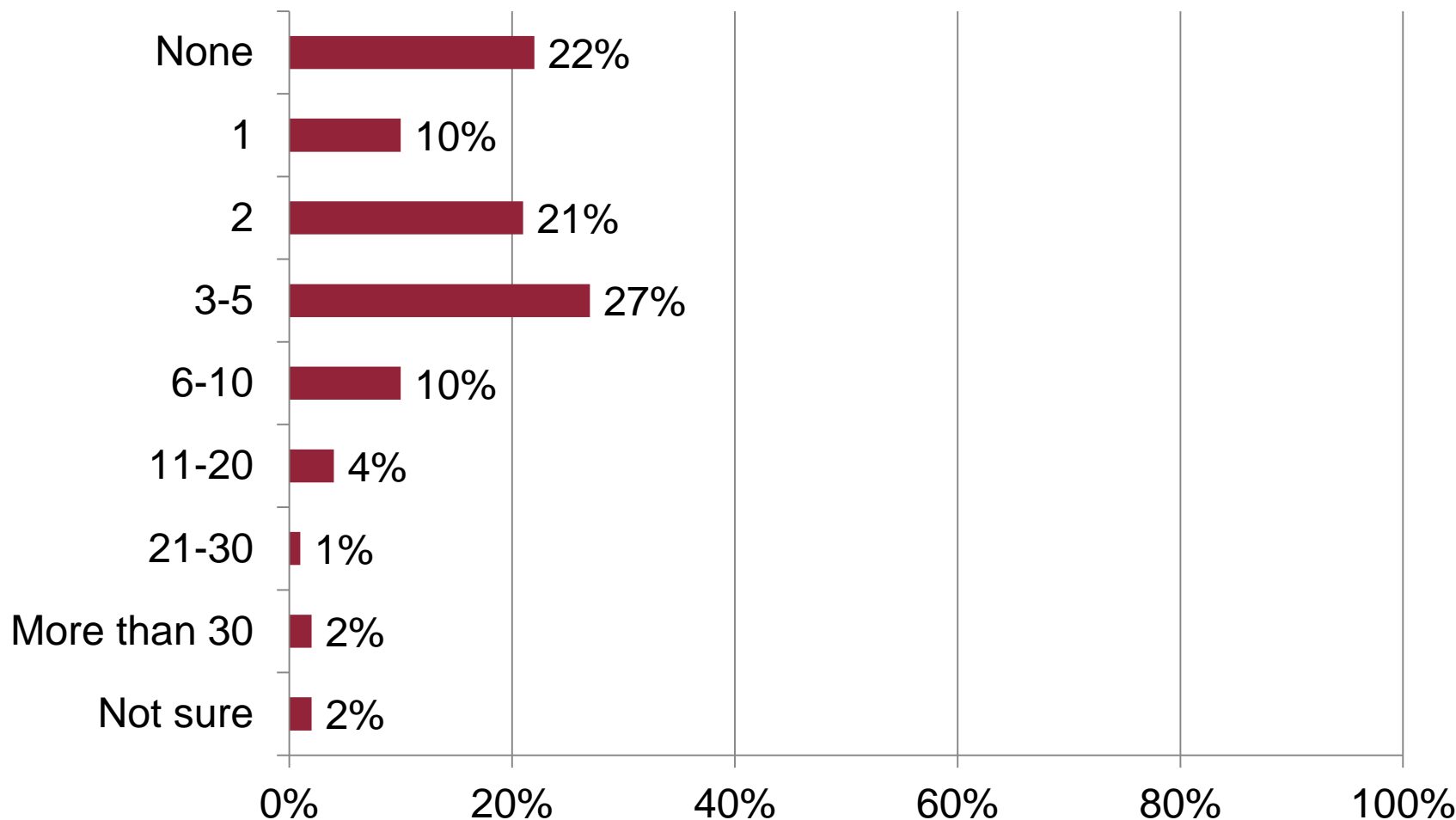
Survey Responses

4 out of 10 are the most comfortable sharing their views on politics and religion in one-on-one conversations

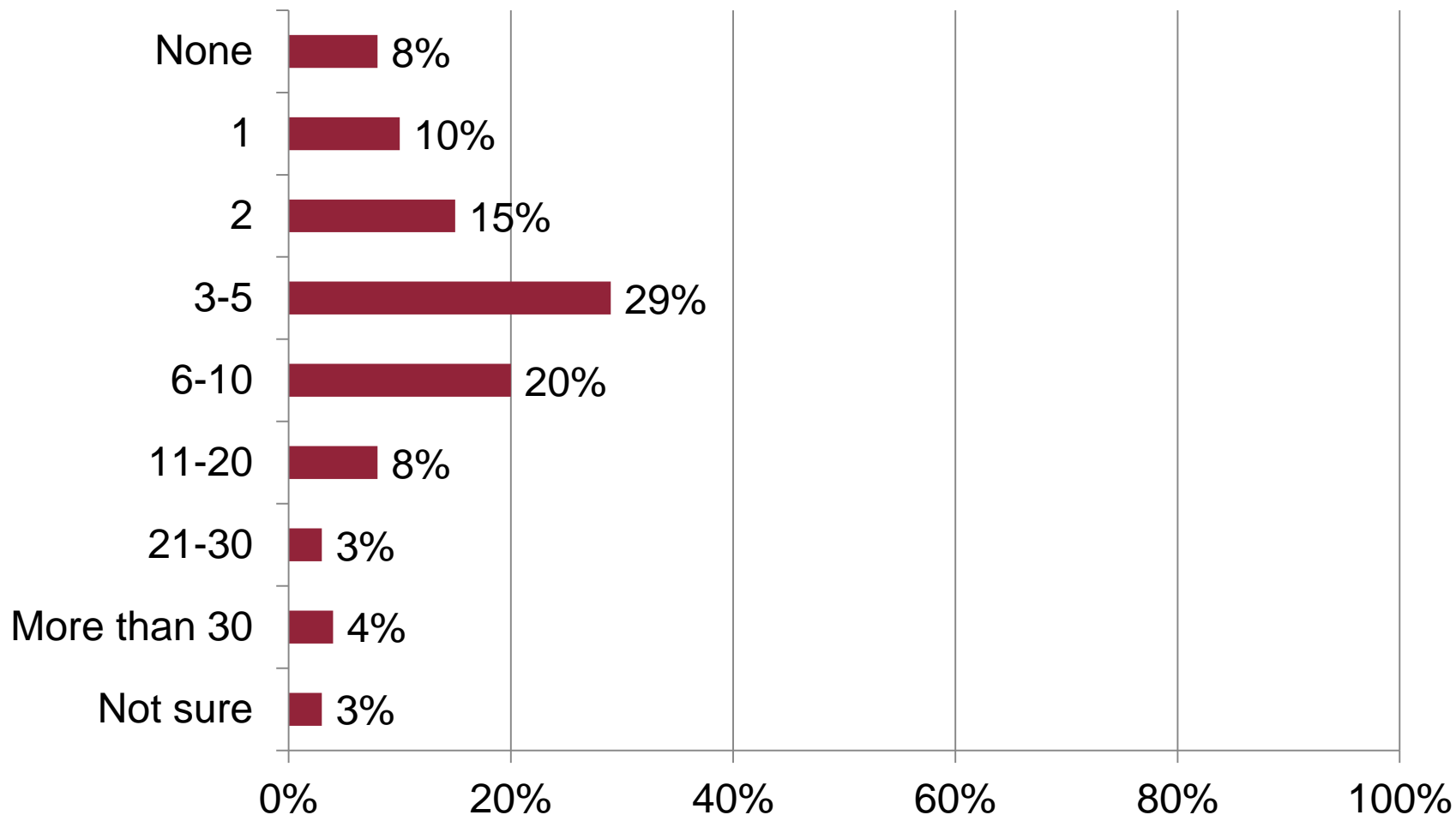


Q1. "In which one of the following settings are you **most** comfortable sharing your own views on topics such as politics and religion?
(Select One)"

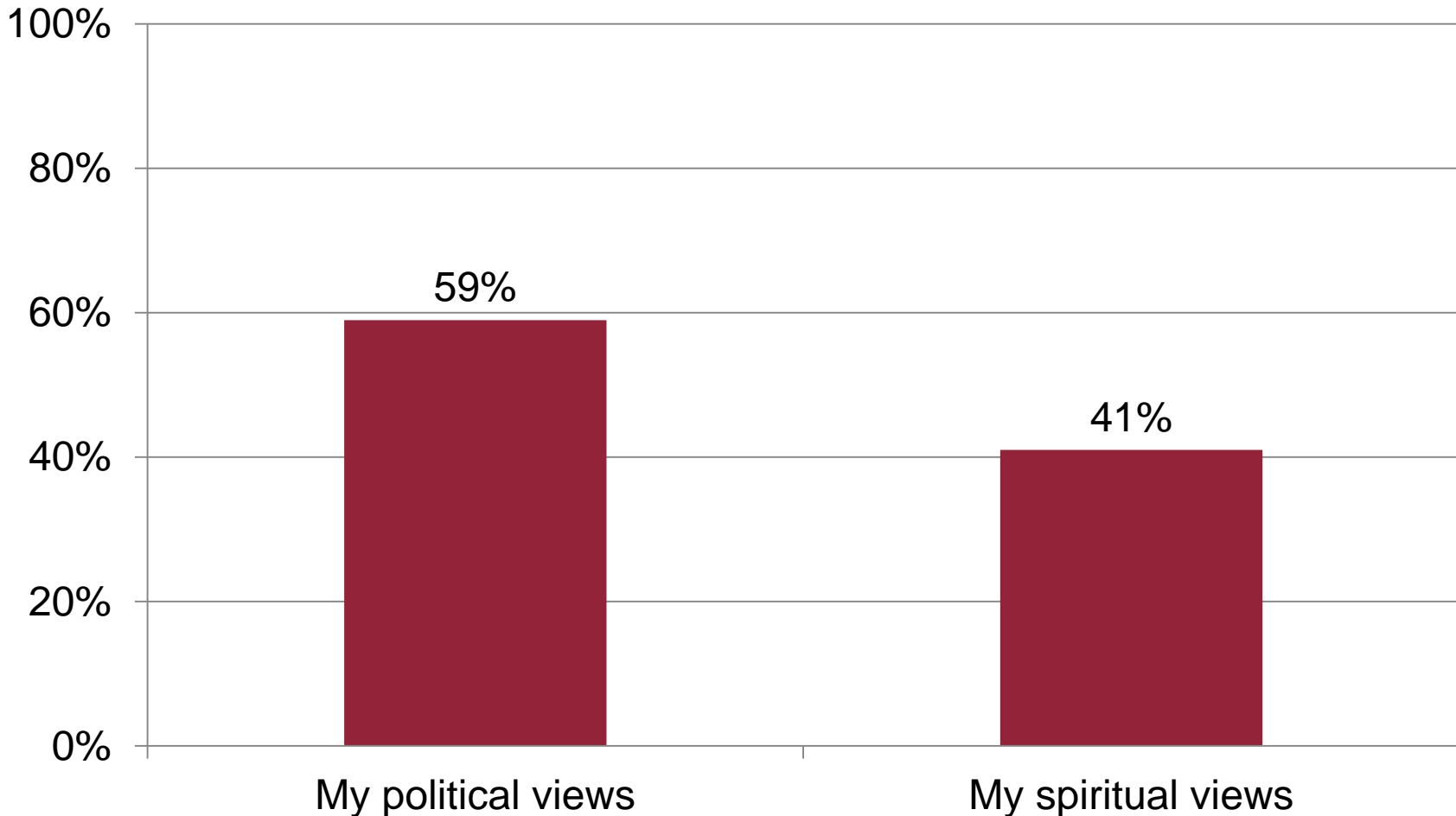
44% have had at least 3 discussions about spiritual beliefs



64% have had at least 3 discussions about political beliefs



6 out of 10 are more comfortable talking about their political views than their spiritual views

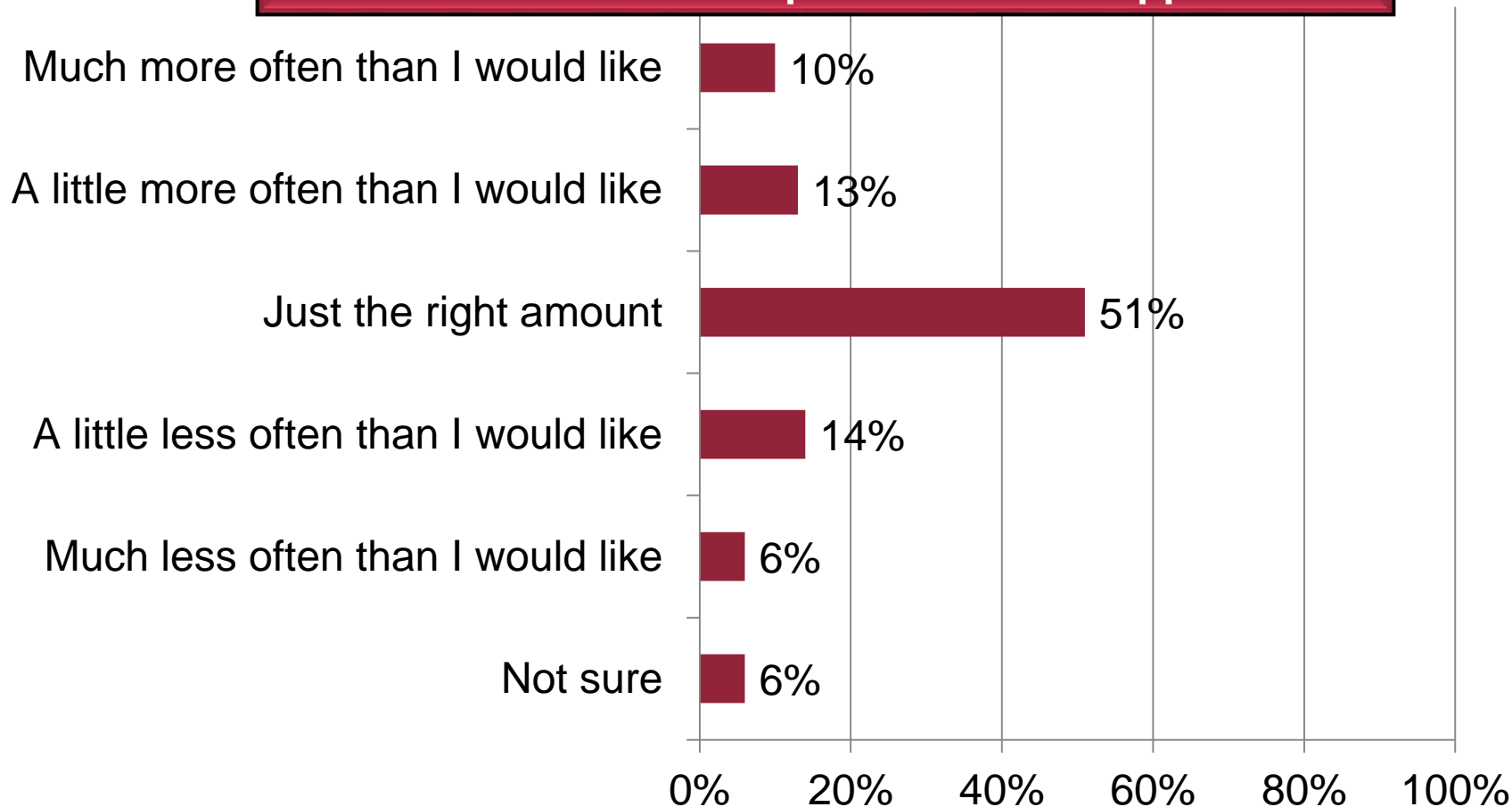


Q4: "Which are you more comfortable talking about with others? (Select One)"



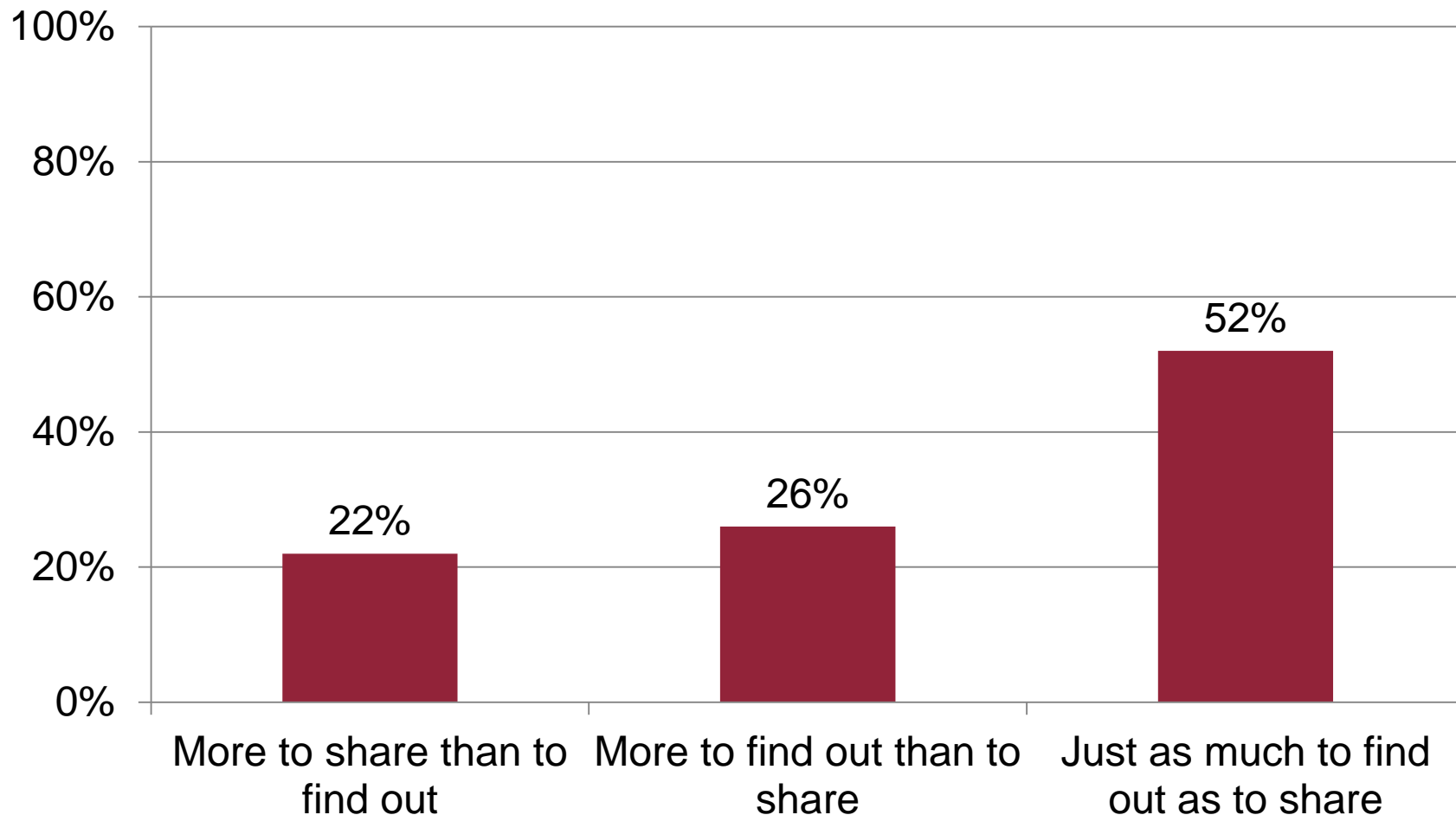
Half say that discussions about spiritual beliefs have just the right amount

Discussions about spiritual beliefs happen...

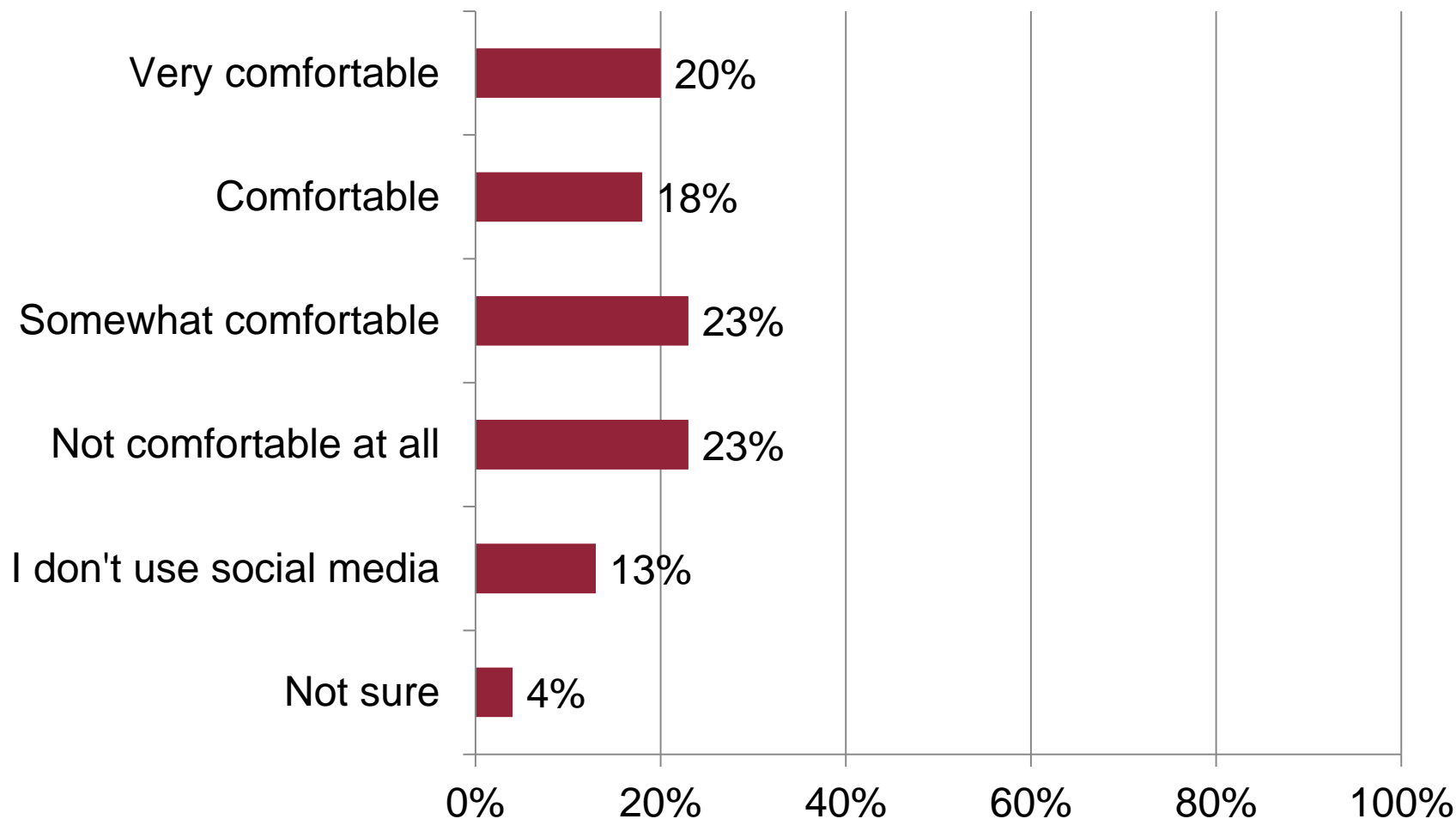


Q5. "How do you feel about the frequency of discussions you have about spiritual beliefs with other people? (Select One) These discussions happen..."

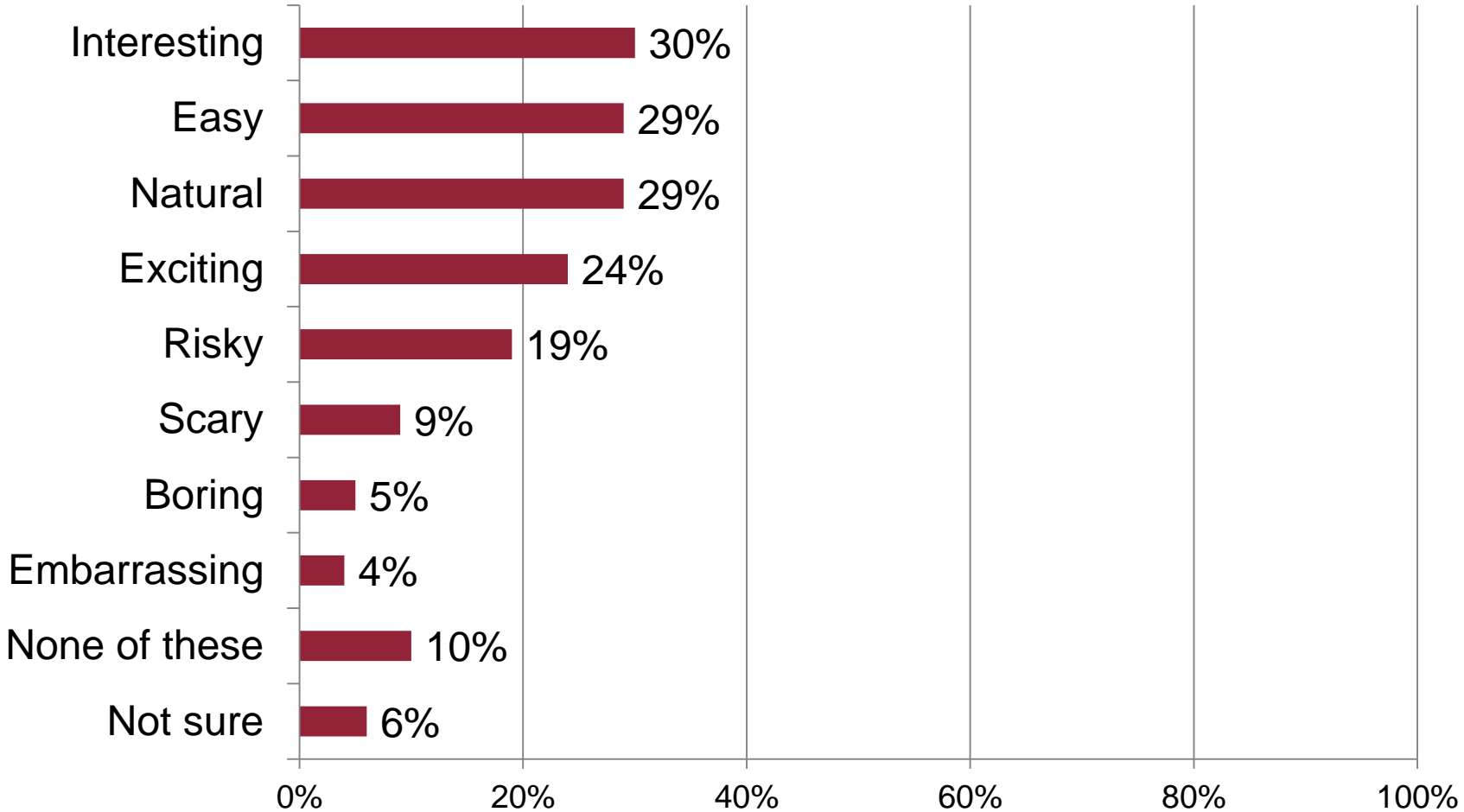
52% say they have just as much to find out as to share during a spiritual conversation



20% are very comfortable sharing their spiritual beliefs via social media



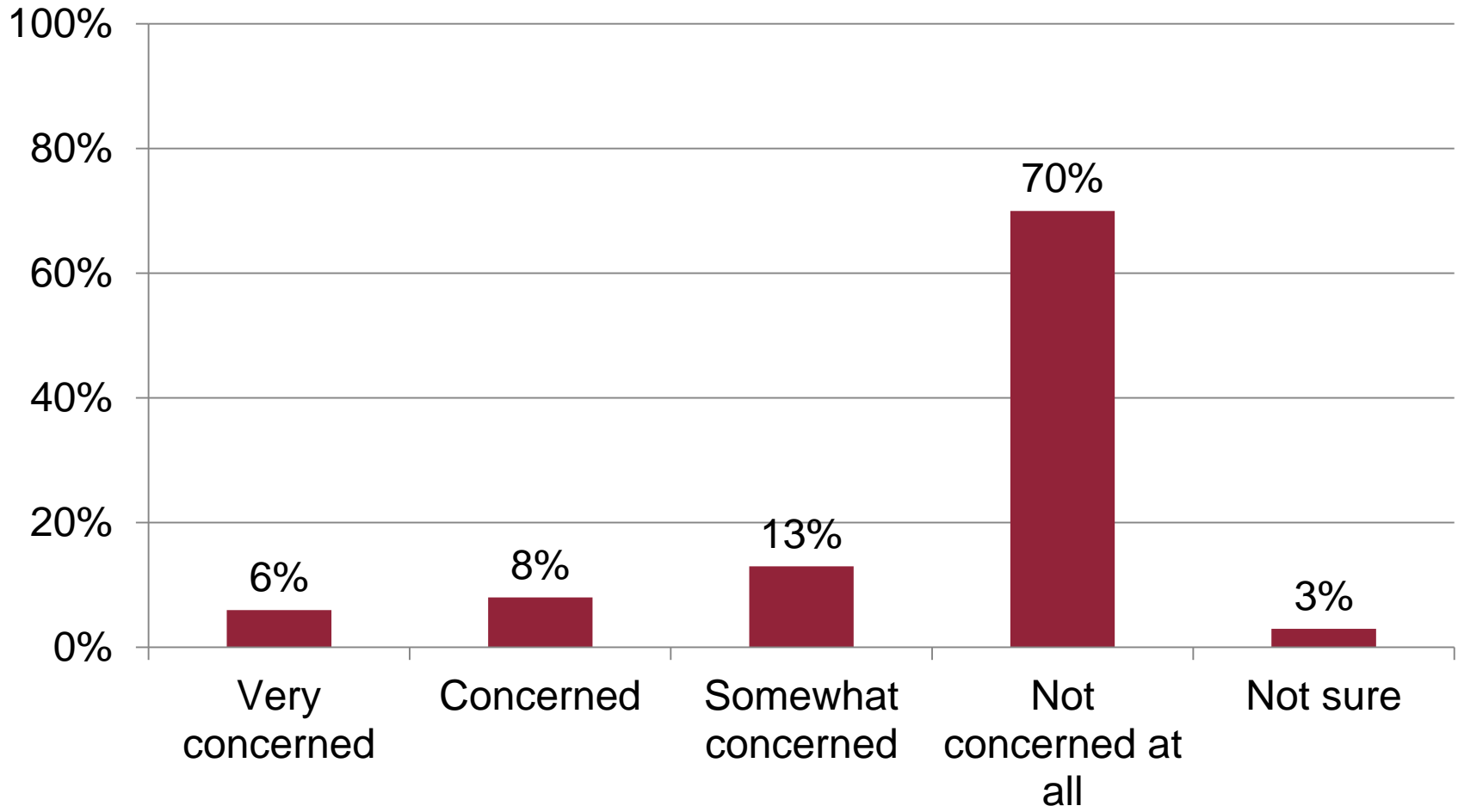
“Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs?”



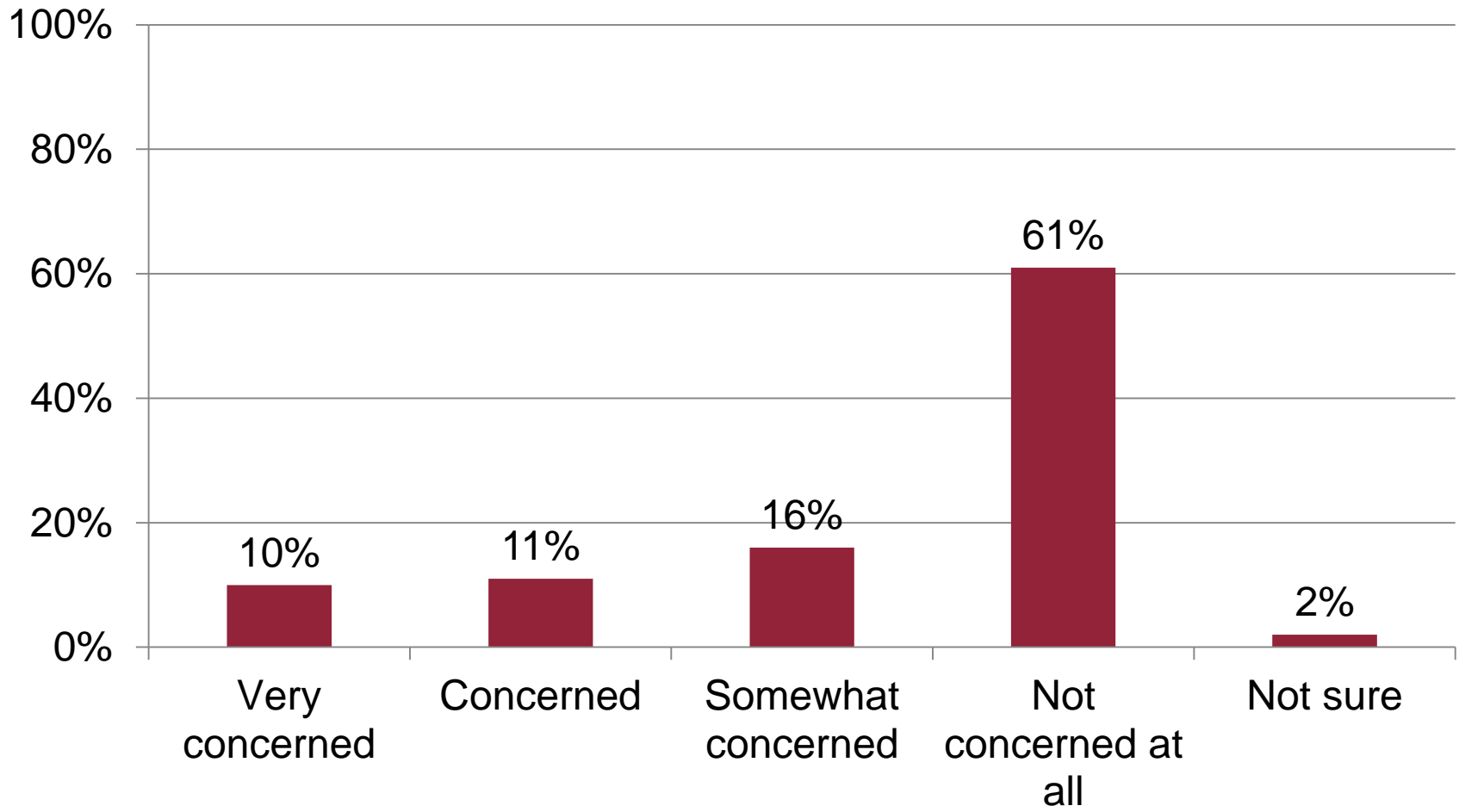
Q8. “Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs? (Select all that apply)”



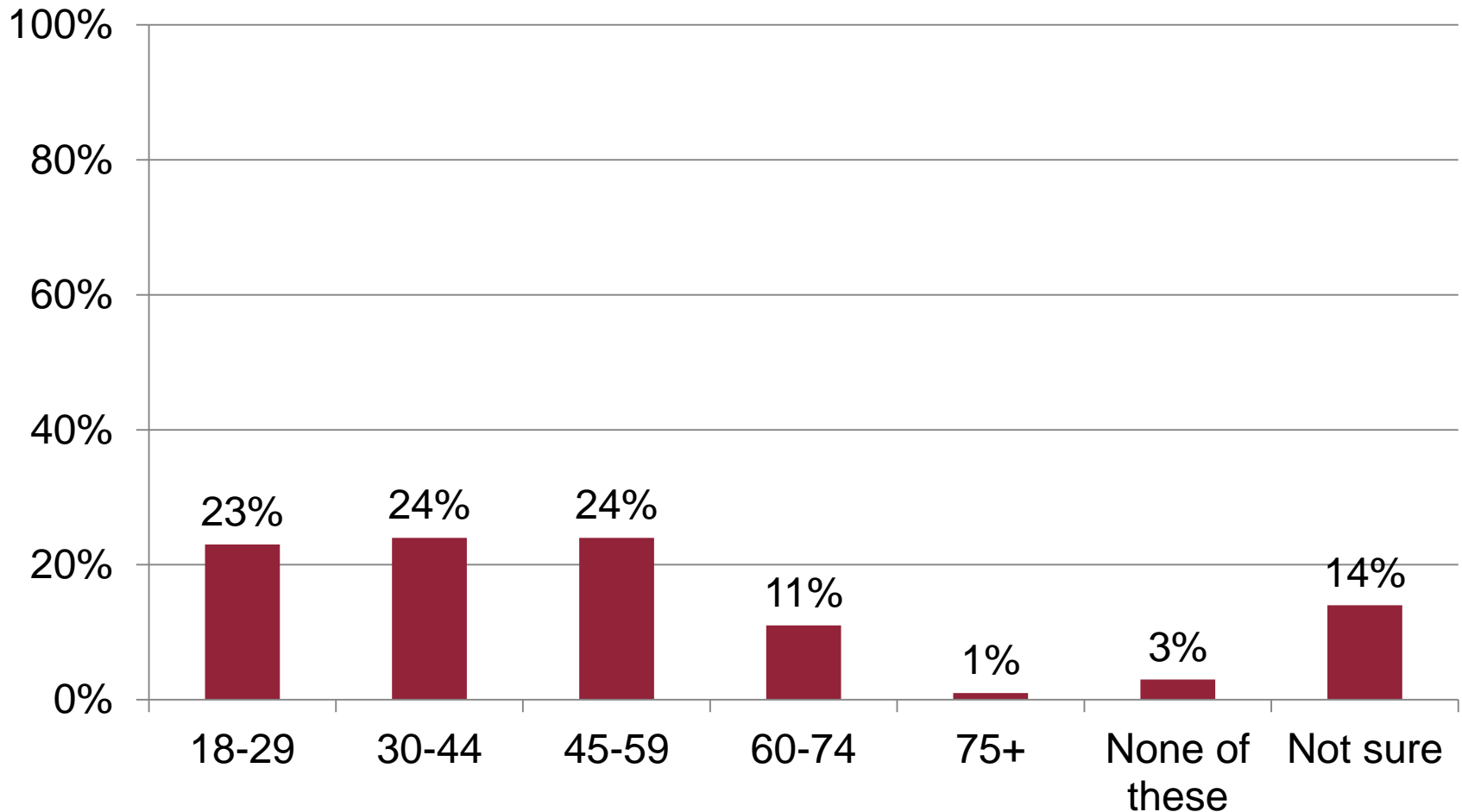
7 out of 10 are not concerned at all about their neighbors having different spiritual beliefs



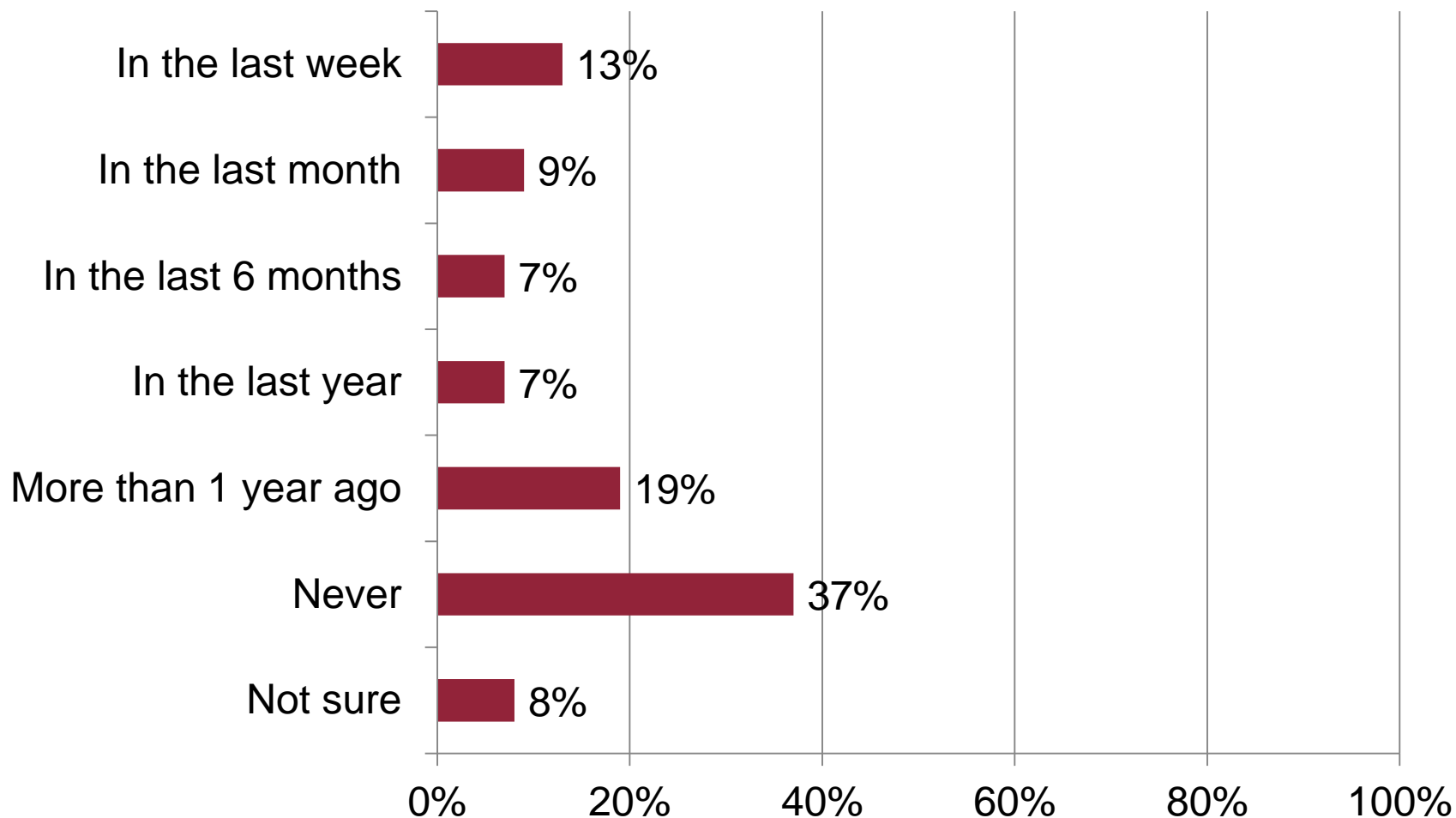
6 out of 10 are not concerned with family members having different spiritual beliefs



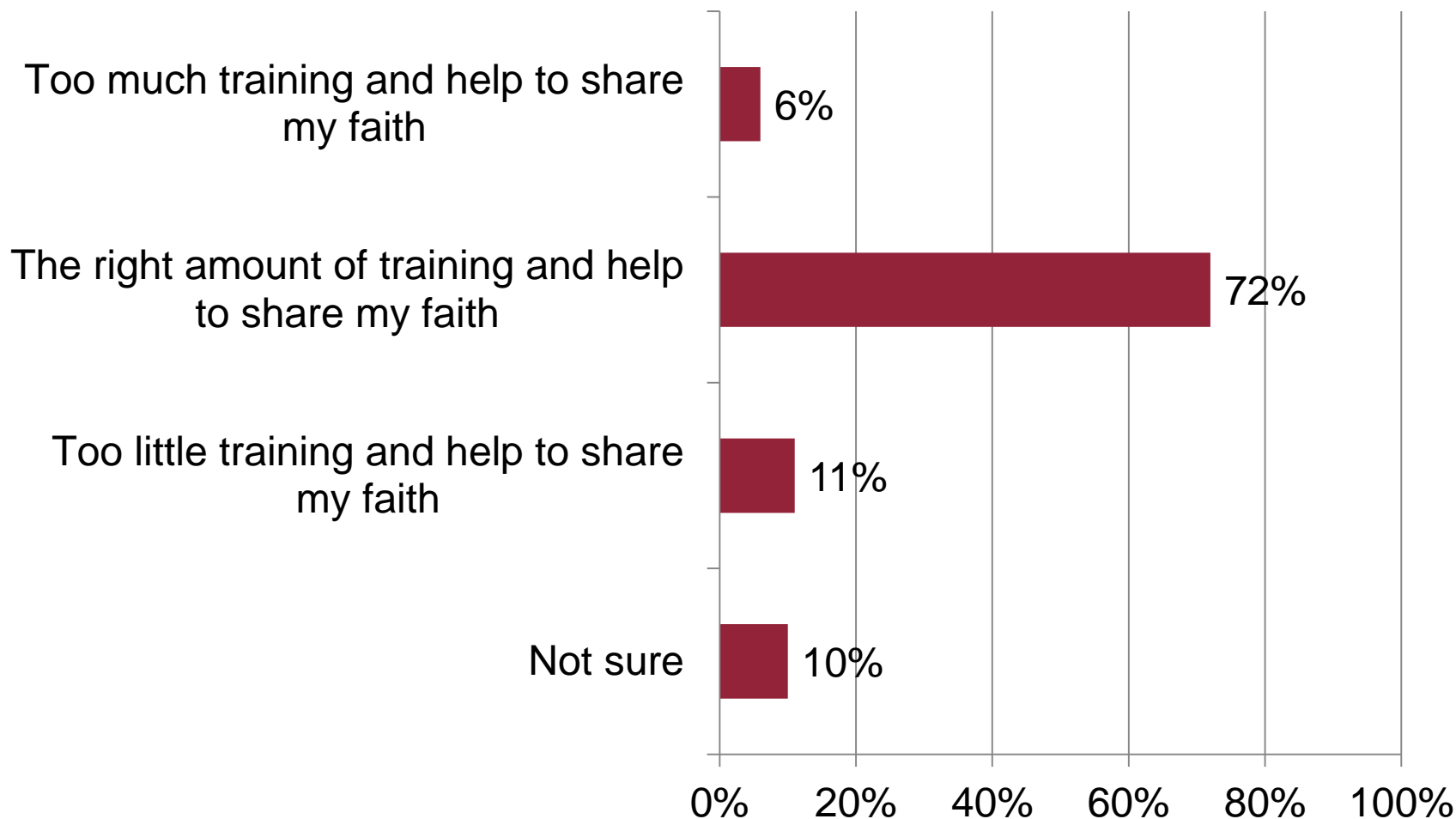
“With what age adult would you be most comfortable having a conversation about spiritual beliefs?”



36% have searched for training on how to share their beliefs within the last year

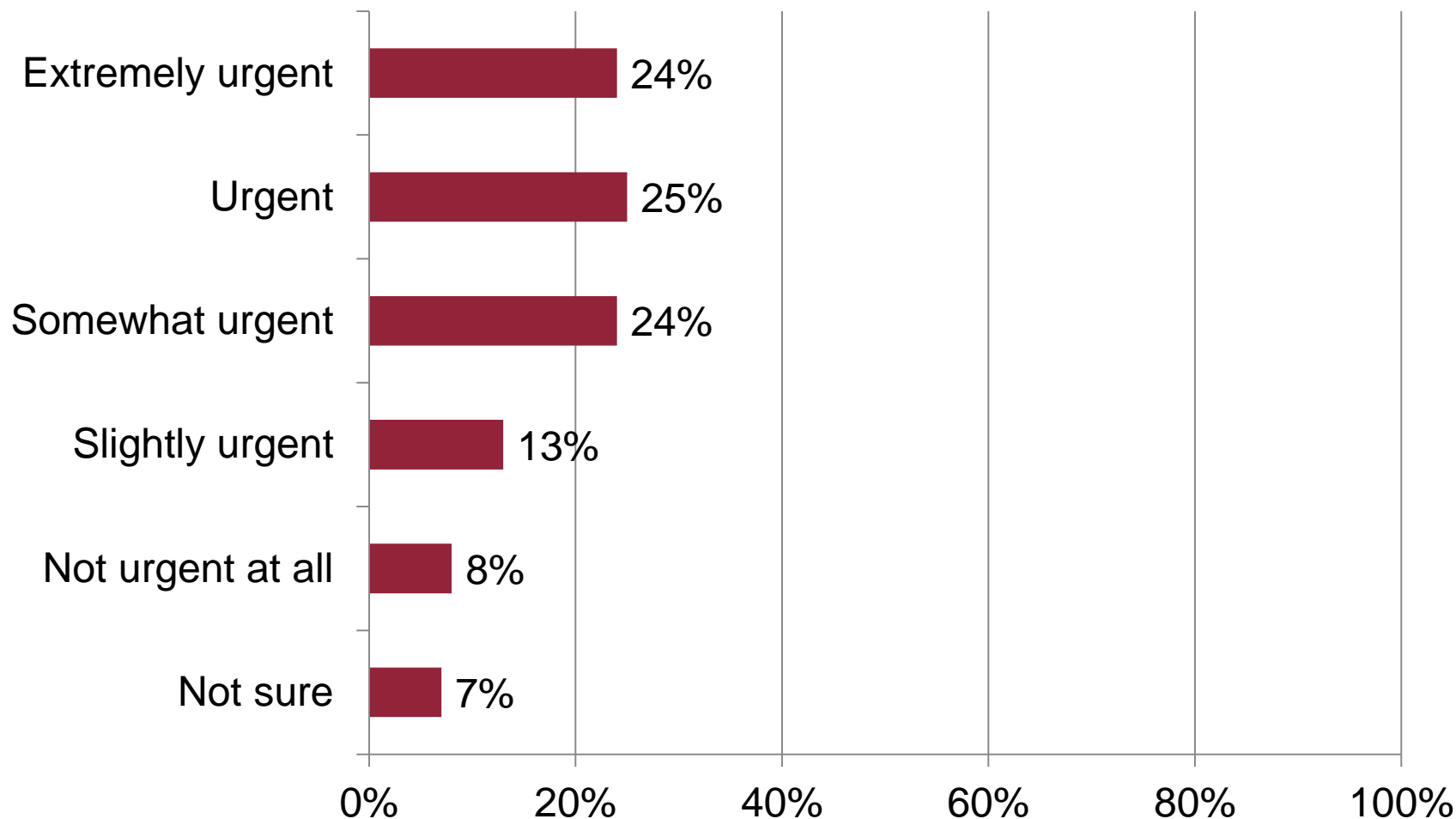


72% of those who attend church once a month or more say their church has the right amount of evangelism training



Asked of those who attend services at a Christian church once a month or more:
Q19. "Do you feel your local church has provided you with... (Select One)" n=400

49% of church attendees say their local church places urgency on sharing the Gospel with people who are not Christians?



Asked of those who attend services at a Christian church once a month or more:
Q20. "What level of urgency does your local church place on sharing the Gospel with people who are not Christians? (Select One)"
n=400

Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Evangelical Beliefs
Christian Church Attendance
Religious Preference

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, region of the country, age, ethnicity, and education level.

Gender	Region	Age	Ethnicity	Education Level
Male	Northeast	18-34	White	No college degree
Female	Midwest	35-54	African American	College degree
	South	55+	Hispanic	
	West		Asian	
			Other Ethnicities	

Notes: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, Self-identified Evangelical Protestants, Evangelical Beliefs, and Christian church attendance.

Evangelical Beliefs	Christian Church Attendance	Religious Preference
Yes	Once a week or more	Catholic
No	Once or twice a month	Protestant/Non-denominational
	Only on religious holidays	Other Religions
	Rarely	Nonreligious*
	Never	

*includes Atheist, Agnostic, and No Preference

Evangelical Beliefs

- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

In which one of the following settings are you *most* comfortable sharing your own views on topics such as politics and religion?

- Those in the West (10%) are more likely to select “Not comfortable sharing my views in all of these settings” than those in the South (3%)
- Those age 18-34 (24%) are the most likely to select “On social media”, followed by those age 35-54 (17%)
- Those age 55+ (8%) are more likely to select “Not comfortable sharing my views in all of these settings” than those age 35-54 (4%)
- Whites (45%) are more likely to select “In one-on-one conversations” than African Americans (30%), Hispanics (35%), and Asians (29%)
- Asians (32%) are more likely to select “On social media” than Whites (15%) and Other Ethnicities (7%)
- Those with a college degree (44%) are more likely to select “In one-on-one conversations” than those with no college degree (37%)

In which one of the following settings are you *most* comfortable sharing your own views on topics such as politics and religion? (continued)

- Those with Evangelical Beliefs are more likely to select “On social media” (25% v. 14%)
- Those who attend church once or twice a month (43%) are more likely to select “In small group discussions” than those who rarely attend (31%) and never attend (29%)
- Those who rarely attend church (8%) or never attend (10%) are more likely to select “Not comfortable sharing my views in all of these settings” than those who attend once a week or more (3%)
- Other religions (38%) and Nonreligious (37%) are more likely to select “In small group discussions” than Catholics (27%)

In the last month, how many discussions have you had about *spiritual* beliefs with other people?

- Those in the Northeast are the most likely to select “None” (32%)
- Those in the South (21%) are more likely to select “More than 5” than those in the Northeast (14%) and West (14%)
- Those age 55+ are the most likely to select “None” (30%), and least likely to select “More than 5” (13%)
- Other Ethnicities (34%) and Whites (25%) are more likely to select “None” than African Americans (13%) and Hispanics (16%)
- African Americans are the most likely to select “More than 5” (32%)
- Those with Evangelical Beliefs are less likely to select “None” (9% v. 25%) and more likely to select “More than 5” (39% v. 12%)
- Those who never attend church (42%) are the most likely to select “None”, followed by those who rarely attend (30%); those who attend church once a week or more are the most likely to select “More than 5” (34%)
- Nonreligious are the most likely to select “None” (32%)
- Protestants/Non-denominational (24%) are more likely to select “More than 5” than Catholics (14%) and Nonreligious (8%)

In the last month, how many discussions have you had about *political* beliefs with other people?

- Men are more likely to select “More than 5” (39% v 32%)
- Those in the Midwest (43%) are more likely to select “More than 5” than those in the South (33%) and West (28%)
- Those age 35-54 are the most likely to select “More than 5” (45%)
- Whites (39%) and African Americans (35%) are more likely to select “More than 5” than Hispanics (21%)
- Those with a college degree (43%) are more likely to select “More than 5” than those with no college degree (29%)
- Those with Evangelical Beliefs are more likely to select “More than 5” (42% v. 33%) and less likely to select “None” (4% v. 10%)
- Those who never attend church (13%) are more likely to select “None” than those who attend once a week or more (5%) an once or twice a month (3%)
- Protestants/Non-denominational (10%) are more likely to select “None” than Catholics (5%)

Which are you more comfortable talking about with others?

- Women are more likely to select “My spiritual views” (51% v. 31%)
- Those in the South (46%) are more likely to select “My spiritual views” than those in the Northeast (36%) and West (38%)
- Those with no college degree (46%) are more likely to select “My spiritual views” than those with a college degree (35%)
- Those with Evangelical Beliefs are more likely to select “My spiritual views” (63% v. 35%)
- Those who attend church once a week or more are the most likely to select “My spiritual views” (57%)
- Protestants/Non-denominational are the most likely to select “My spiritual views” (54%)

How do you feel about the frequency of discussions you have about spiritual beliefs with other people?

These discussions happen...

- Those in the West are most likely to select “More often than I would like” (30%)
- Those in the South (24%) are more likely to select “Less often than I would like” than those in the Northeast (16%) and West (13%)
- Those age 18-34 (35%) are the most likely to select “More often than I would like”, followed by those age 35-54 (27%)
- Those age 55+ are the most likely to select “Less often than I would like” (26%)
- Hispanics (38%) are more likely to select “More often than I would like” than Whites (19%), African Americans (21%), and Other Ethnicities (19%)

How do you feel about the frequency of discussions you have about spiritual beliefs with other people?

These discussions happen... (continued)

- Those with Evangelical Beliefs are more likely to select “Less often than I would like” (32% v. 17%)
- Those who attend church once a week or more (29%) are more likely to select “More often than I would like” than those attend once or twice a month (18%) or rarely (16%)
- Those who attend church once a week or more (26%) or once or twice a month (30%) are more likely to select “Less often than I would like” than those attending only on religious holidays (11%) or never (8%)
- Protestants/Nondenominational are most likely to select “Less often than I would like” (24%) and least likely to select “More often than I would like (15%)

When I have a spiritual conversation with someone, I feel I have:

- Those age 18-34 (32%) are the most likely to select “More to share than to find out”, followed by those age 35-54 (23%)
- Asians (39%) are more likely to select “More to share than to find out” than Whites (19%), African Americans (22%), and Other Ethnicities (12%)
- Whites (28%) and Asians (36%) are more likely to select “More to find out than to share” than Hispanics (17%)
- Those with Evangelical Beliefs are more likely to select “More to share than to find out” (32% v. 20%) and less likely to select “More to find out than to share” (17% v. 29%)
- Those who attend church once a week or more (33%) are more likely to select “More to share than to find out” than those who attend once or twice a month (15%), rarely (13%), and never (18%)
- Those who never attend church (30%) are more likely to select “More to find out than to share” than those who attend once a week or more (21%)
- Those who rarely attend church (59%) are more likely to select “Just as much to find out as to share” than those who attend once a week or more (46%) and only on religious holidays (46%)

When I have a spiritual conversation with someone, I feel I have: (continued)

- Catholics (26%) are more likely to select “More to share than to find out” than Protestants/Non-denominational (19%)
- Protestants/Non-denominational (56%) are more likely to select “Just as much to find out as to share” than Catholics (47%) and Other Religions (43%)

How comfortable are you sharing your spiritual beliefs online via social media?

- Women are more likely to select “Very comfortable” (22% v. 17%)
- Those in the Northeast (30%) and Midwest (26%) are more likely to select “Not comfortable at all” than those in the South (18%)
- Those age 18-34 are the most likely to select “Very comfortable” (28%); those age 55+ are the most likely to select “I don’t use social media” (72%)
- African Americans (30%) are more likely to select “Very comfortable” than Whites (17%) and Asians (13%)
- Whites (16%) and Hispanics (11%) are more likely to select “I don’t use social media” than African Americans (5%) and Asians (2%)
- Those with a college degree (26%) are more likely to select “Not comfortable at all” than those with no college degree (20%)
- Those with Evangelical Beliefs are more likely to select “Very comfortable” (37% v. 15%) and less likely to select “Not comfortable at all” (8% v. 28%)

How comfortable are you sharing your spiritual beliefs online via social media? (continued)

- Those who attend church once a week or more are the most likely to select “Very comfortable” (31%)
- Those who rarely attend church (35%) and never attend (32%) are more likely to select “Not comfortable at all” than those who attend once a week or more (12%), once or twice a month (15%), and only on religious holidays (20%)
- Nonreligious are the most likely to select “Not comfortable at all” (34%)

Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs?

Exciting

- Women are more likely to select (26% v. 20%)
- Those in the South (28%) are more likely to select than those in the Northeast (17%)
- Those age 18-34 (32%) and 35-54 (26%) are more likely to select than those 55+ (14%)
- African Americans (36%) and Hispanics (34%) are more likely to select than Whites (19%)
- Those with Evangelical Beliefs are more likely to select (46% v. 17%)
- Those who attend church once a week or more (41%) and only on religious holidays (33%) are more likely to select than those who attend once or twice a month (15%), rarely (14%), and never (10%)
- Nonreligious are the least likely to select (13%)

Embarrassing

- Those with Evangelical Beliefs are less likely to select (1% v. 5%)
- Other Religions are the most likely to select (9%)

Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs? (continued)

Easy

- Those in the South (33%) are more likely to select than those in the Northeast (25%) and Midwest (22%)
- Hispanics (45%) are more likely to select than Whites (23%), Asians (29%), and Other Ethnicities (26%)
- Those who no college degree (33%) are more likely to select than those with a college degree (22%)
- Those with Evangelical Beliefs are more likely to select (38% v. 26%)
- Those who attend church once or twice a month (46%) are more likely to select than those who attend once a week or more (32%), rarely (24%), and never (19%)

Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs? (continued)

Risky

- Those in the West (27%) are more likely to select than those in the Midwest (16%) and South (16%)
- Those age 18-34 are the most likely to select (26%)
- Those with Evangelical Beliefs are less likely to select (6% v. 23%)
- Those who rarely attend church (25%) and never attend (24%) are more likely to select than those who attend once a week or more (14%) and once or twice a month (12%)
- Nonreligious (30%) are more likely to select than Catholics (19%) and Protestants/Non-denominational (14%)

Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs? (continued)

Natural

- Women are more likely to select (32% v. 26%)
- Those in the South are the most likely to select (36%)
- Asians (49%) and African Americans (40%) are more likely to select than Whites (29%) and Hispanics (20%)
- Those with Evangelical Beliefs are more likely to select (47% v. 24%)
- Those who attend church once a week or more (35%) are more likely to select than those who attend only on religious holidays (23%) and never (20%)
- Nonreligious are the least likely to select (17%)

Interesting

- Those in the Midwest (35%) are more likely to select than those in the Northeast (24%)
- Those age 18-34 (36%) are more likely to select than those 55+ (25%)
- Those with Evangelical Beliefs are more likely to select (38% v. 27%)
- Those who attend church once a week or more (35%), once or twice a month (34%), and only on religious holidays (34%) are more likely to select than those who never attend (22%)

Which of the following describe your feelings about starting a conversation with others about your spiritual beliefs? (continued)

Scary

- Those age 55+ are the least likely to select (6%)
- African Americans are the least likely to select (4%)
- Those who attend church once a week or more (12%) and rarely (12%) are more likely to select than those who attend once or twice a month (4%) and never (6%)

Boring

- Those in the West (7%) are more likely to select than those in the South (3%)
- Those age 55+ are the least likely to select (2%)
- Hispanics (8%) are more likely to select than Whites (4%), African Americans (1%), and Asians (<1%)
- Those with Evangelical Beliefs are less likely to select (<1% v. 6%)
- Those who never attend church are the most likely to select (16%)
- Nonreligious are the most likely to select (14%)

How concerned are you about people in your neighborhood who have different spiritual beliefs than you?

- Those in the Midwest (7%) and South (7%) are more likely to select “Very concerned” than those in the West (3%)
- Those in the Northeast (76%) and West (77%) are more likely to select “Not concerned at all” than those in South (64%)
- Those age 55+ are the least likely to select “Very concerned” (2%) and the most likely to select “Not concerned at all” (83%)
- Asians (9%) are more likely to select “Very concerned” than Hispanics (3%)
- Hispanics (71%) are more likely to select “Not concerned at all” than Asians (54%)
- Those with no college degree (73%) are more likely to select “Not concerned at all” than those with a college degree (66%)
- Those with Evangelical Beliefs are more likely to select “Very concerned” (16% v. 3%) and less likely to select “Not concerned at all” (51% v. 76%)
- Those who attend church once a week or more (11%) are more likely to select “Very concerned” than those who attend once or twice a month (4%), rarely (2%), and never (2%)

How concerned are you about people in your neighborhood who have different spiritual beliefs than you? (continued)

- Those who rarely attend church (82%) and never attend (87%) are more likely to select “Not concerned at all” than those who attend once a week or more (55%), once or twice a month (69%), and only on religious holidays (61%)
- Nonreligious are the least likely to select “Very concerned” (2%) and the most likely to select “Not concerned at all” (85%)

How concerned are you about people in your family who have different spiritual beliefs than you?

- Those in the South (13%) are more likely to select “Very concerned” than those in the West (6%)
- Those in the Northeast (75%) and West (67%) are more likely to select “Not concerned at all” than those in the Midwest (55%) and South (55%)
- Those age 55+ are the least likely to select “Very concerned” (6%) and the most likely to select “Not concerned at all” (70%)
- Whites (64%) are more likely to select “Not concerned at all” than Asians (45%)
- Those with Evangelical Beliefs are more likely to select “Very concerned” (30% v. 4%) and less likely to select “Not concerned at all” (40% v. 67%)
- Those who attend church once a week or more are the most likely to select “Very concerned” (22%) and the least likely to select “Not concerned at all” (41%)
- Nonreligious are the least likely to select “Very concerned” (3%)
- Nonreligious (73%) are more likely to select “Not concerned at all” than Protestants/Nondenominational (56%) and Other Religions (55%)

With what age adult would you be most comfortable having a conversation about spiritual beliefs?

- Men are more likely to select “45-59” (27% v. 20%)
- Those in the Midwest (29%) and South (25%) are more likely to select “45-59” than those in the West (17%)
- Those age 18-24 are more likely to select “18-29” (55%)
- Those age 35-54 are most likely to select “30-44” (38%)
- Those age 55+ are most likely to select “60+” (28%)
- Hispanics (42%) are more likely to select “18-29” than Whites (16%), African Americans (24%), and Asians (23%)
- African Americans (33%) and Asians (34%) are more likely to select “30-44” than Other Ethnicities (13%)
- Whites (26%) and Asians (32%) are more likely to select “45-59” than Hispanics (15%)
- Whites (16%), African Americans (11%), and Other Ethnicities (16%) are more likely to select “60+” than Hispanics (4%)

With what age adult would you be most comfortable having a conversation about spiritual beliefs? (continued)

- Those with no college degree (29%) are more likely to select “18-29” than those with a college degree (14%)
- Those with a college degree (31%) are more likely to select “30-44” than those with no college degree (16%)
- Those who attend church once or twice a month are the least likely to select “18-29” (7%)
- Those who attend church once a week or more (29%) and once or twice a month (29%) are more likely to select “30-44” than those who rarely attend (18%)
- Those who attend church once or twice a month are the most likely to select “45-59” (41%)
- Nonreligious are the most likely to select “18-29” (35%)
- Catholics (31%) are more likely to select “30-44” than Protestants/Nondenominational (21%) and Nonreligious (18%)
- Protestants/Nondenominational (28%) are more likely to select “45-59” than Nonreligious (17%)
- Protestants/Nondenominational (15%) and Other Religions (15%) are more likely to select “60+” than Nonreligious (8%)

When was the last time, if ever, you searched for training or instructions on how to more clearly share your spiritual beliefs?

- Those in the Northeast (43%) and Midwest (42%) are more likely to select “Never” than those in the South (33%)
- Those age 18-34 are the most likely to select “Within the last year” (49%)
- Those 55+ (23%) are more likely to select “More than 1 year ago” than those 18-34 (14%)
- Those 35-44 (37%) and 55+ (44%) are more likely to select “Never” than those 18-34 (29%)
- African Americans (43%), Hispanics (42%), and Asians (54%) are more likely to select than “Within the last year” than Whites (32%)
- Hispanics (26%) are more likely to select “More than 1 year ago” than African Americans (8%) and Asians (10%)
- Whites (40%) and African Americans (41%) are more likely to select “Never” than Hispanics (24%)
- Those with Evangelical Beliefs are more likely to select “Within the last year” (65% v. 28%), less likely to select “More than 1 year ago” (9% v. 21%), and less likely to select “Never” (15% v. 43%)

When was the last time, if ever, you searched for training or instructions on how to more clearly share your spiritual beliefs? (continued)

- Those who attend church once a week or more are the most likely to select “Within the last year” (67%)
- Those who attend church once or twice a month (28%), only on religious holidays (28%), and rarely (30%) are more likely to select “More than 1 year ago” than those who attend once a week or more (9%) and never (11%)
- Those who never attend church are the most likely to select “Never” (75%)
- Nonreligious are the least likely to select “Within the last year” (10%)
- Nonreligious are more likely to select “More than 1 year ago” than Protestants/Nondenominational (16%) and Other Religions (14%)
- Nonreligious are the most likely to select “Never” (63%)

Do you feel your local church has provided you with...

- Those in the West (84%) are more likely to select “The right amount of training and help” than those in the Midwest (62%) and South (69%)
- Those in the Midwest are the most likely to select “Too little training and help” (23%)
- Those age 55+ are the least likely to select “Too much training and help” (1%), the least likely to select “The right amount of training and help” (58%), and the most likely to select “Too little training and help” (17%)
- Those with a college degree (9%) are more likely to select “Too much training and help” than those with no college degree (3%)
- Those who attend church once a week or more (7%) are more likely to select “Too much training and help” than those who attend once or twice a month (2%)
- Those who attend church once a week or more (77%) are more likely to select “The right amount of training and help” than those who attend once or twice a month (60%)
- Catholics (10%) are more likely to select “Too much training and help” than Protestants/Nondenominational (3%)

What level of urgency does your local church place on sharing the Gospel with people who are not Christians?

- Those in the Northeast (14%) are more likely to select “Not urgent at all” than those in the South (5%)
- Those age 18-34 are the most likely to select “Extremely urgent” (41%)
- Those age 55+ (11%) are more likely to select “Not urgent at all” than those 18-34 (4%)
- African Americans (34%) and Other Ethnicities (46%) are more likely to select “Extremely urgent” than Whites (19%)
- Those with no college degree (28%) are more likely to select “Extremely urgent” than those with a college degree (19%)
- Those with a college degree (11%) are more likely to select “Not urgent at all” than those with no college degree (4%)
- Those with Evangelical Beliefs are more likely to select “Extremely urgent” (42% v. 12%) and less likely to select “Not urgent at all” (3% v. 11%)

What level of urgency does your local church place on sharing the Gospel with people who are not Christians? (continued)

- Those who attend church once a week or more (27%) are the most likely to select “Extremely urgent” than those who attend once or twice a month (15%)
- Protestants/Nondenominational (30%) are more likely to select “Extremely urgent” than Catholics (18%)
- Catholics (13%) are more likely to select “Not urgent at all” than Protestants/Nondenominational (4%)

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