

Perceptions of Faith Groups

Survey of over 2,000 American Adults

Methodology

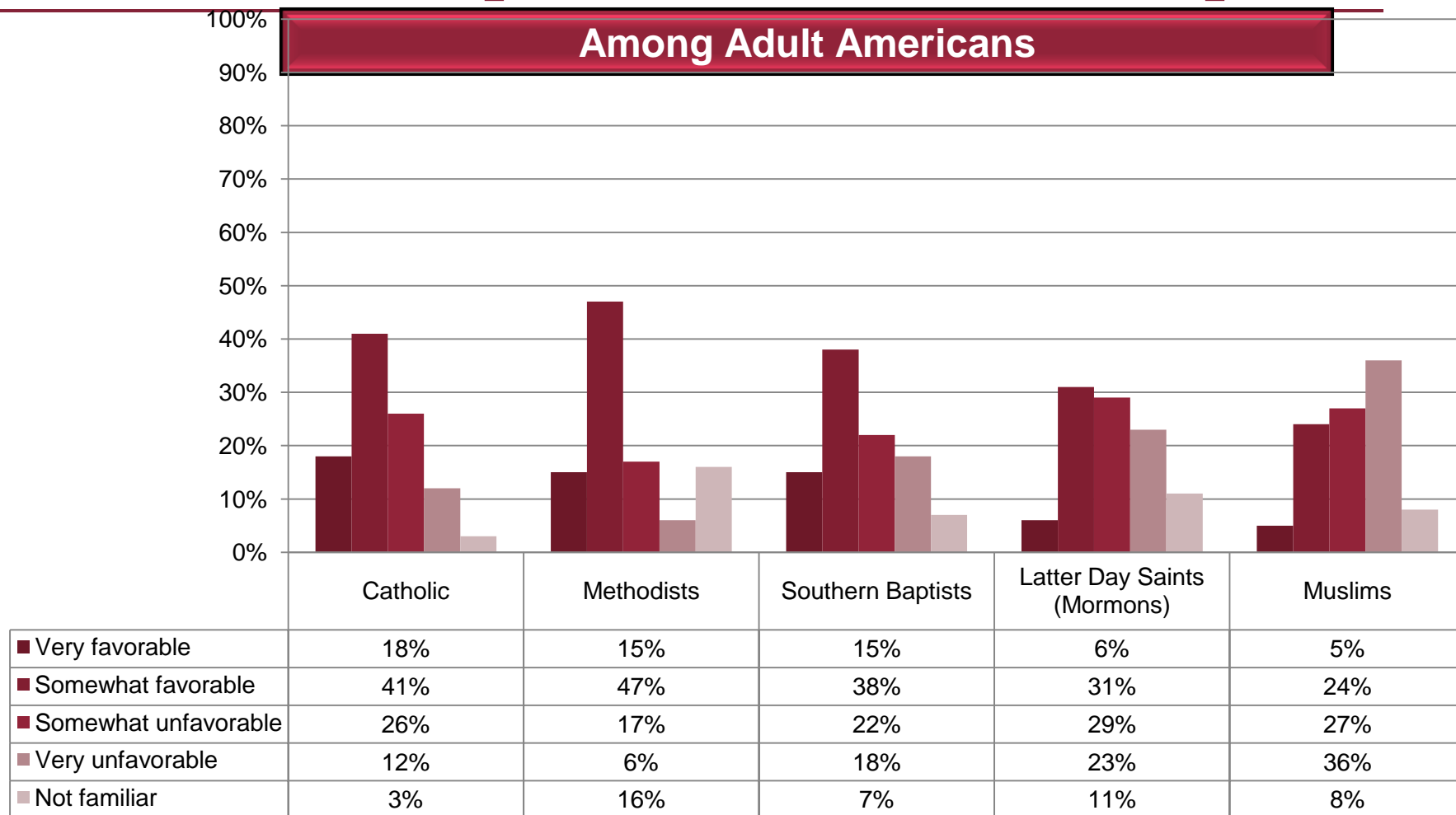
- ❑ The online survey of adult Americans was conducted September 23 – 26, 2011
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, party, age, race, religion, gender and education to more accurately reflect the population.

Methodology Continued

- ❑ The completed sample is 2,144 online surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 2.2\%$
- ❑ Margins of error are higher in sub-groups

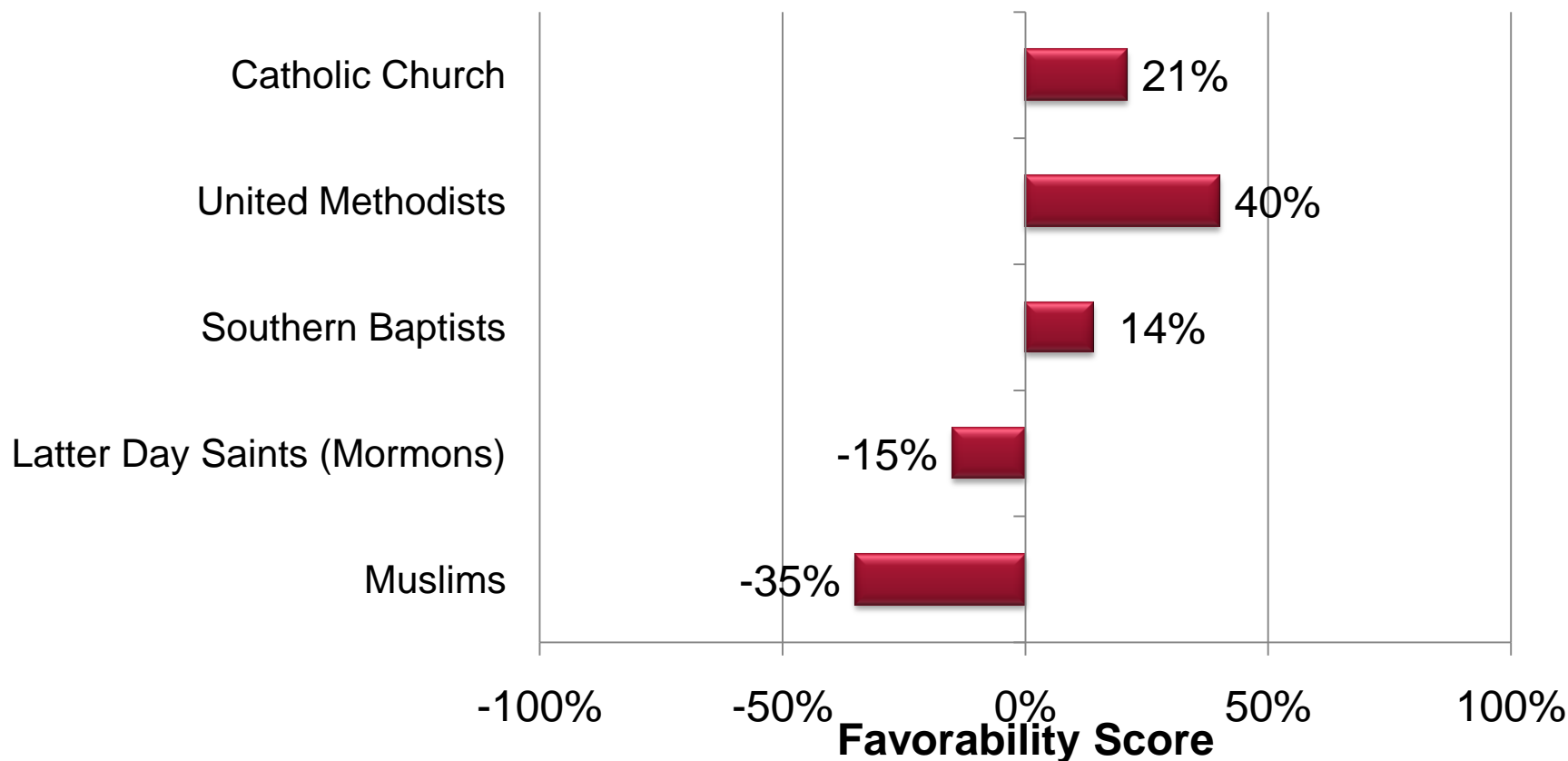
Survey Responses

About 40% of Americans have an unfavorable impression of Southern Baptists.



Southern Baptists have a lower favorability score than Catholics or Methodists.

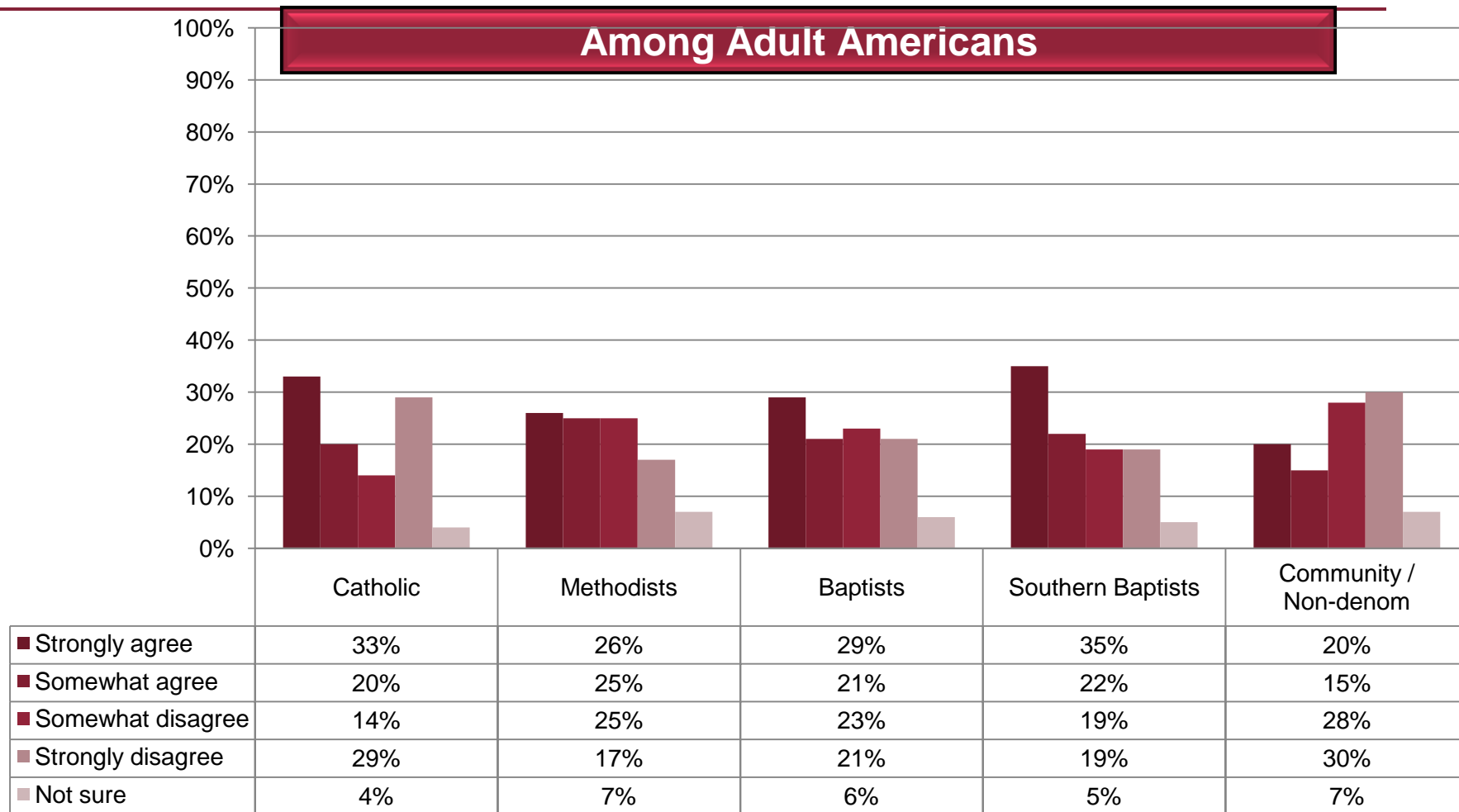
Among Adult Americans



Favorability Score = (% Very Favorable + % Somewhat Favorable) – (% Somewhat Unfavorable + % Very Unfavorable)

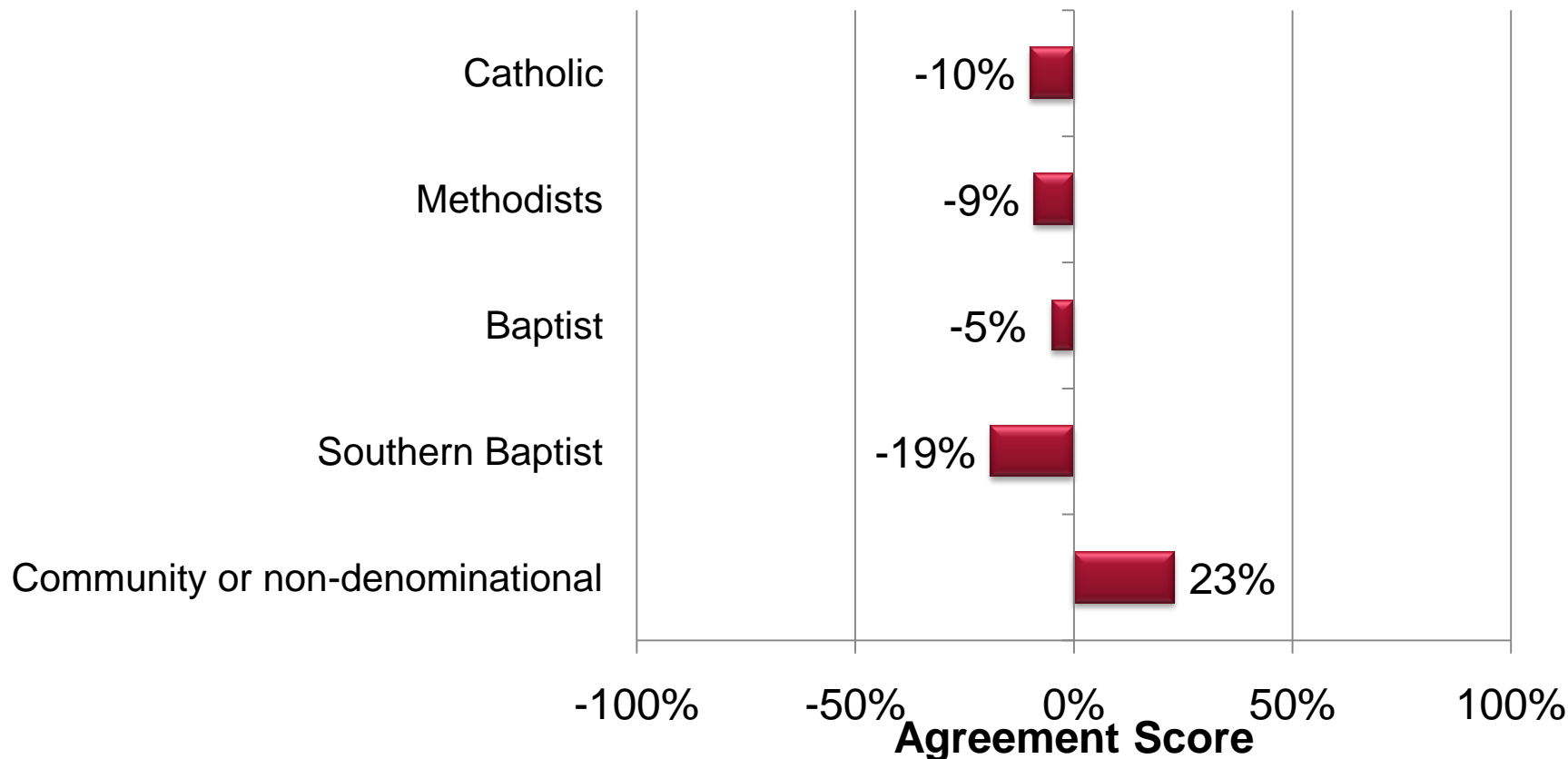
Q. "For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion."

Over a third of Americans strongly agree they assume a Southern Baptist church is not for them.



Southern Baptists have the lowest score while non-denominational churches have the only positive score.

Among Adult Americans



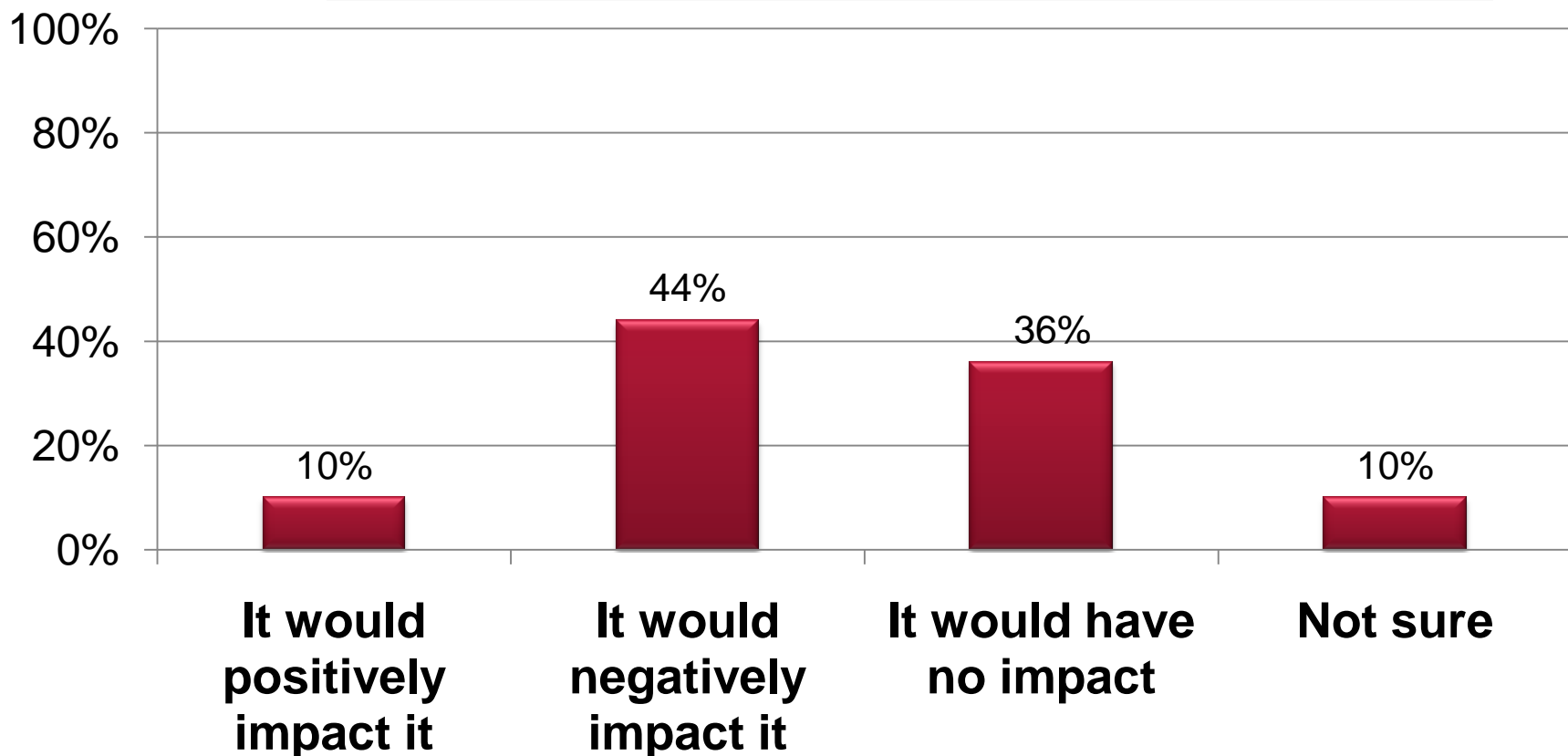
Agreement Score = (% Strongly Disagree + % Somewhat Disagree) – (% Somewhat Agree + % Strongly Agree)

Q. "When I see the name XXX in the name of a church, I assume it is not for me?" (For Catholic, Methodists, Baptist, Southern Baptists)

Q. "When I see that a church is a community or non-denominational church, I assume it is not for me?"

Knowing a church was Southern Baptist would a have a positive impact for only 10% of Americans considering visiting or joining.

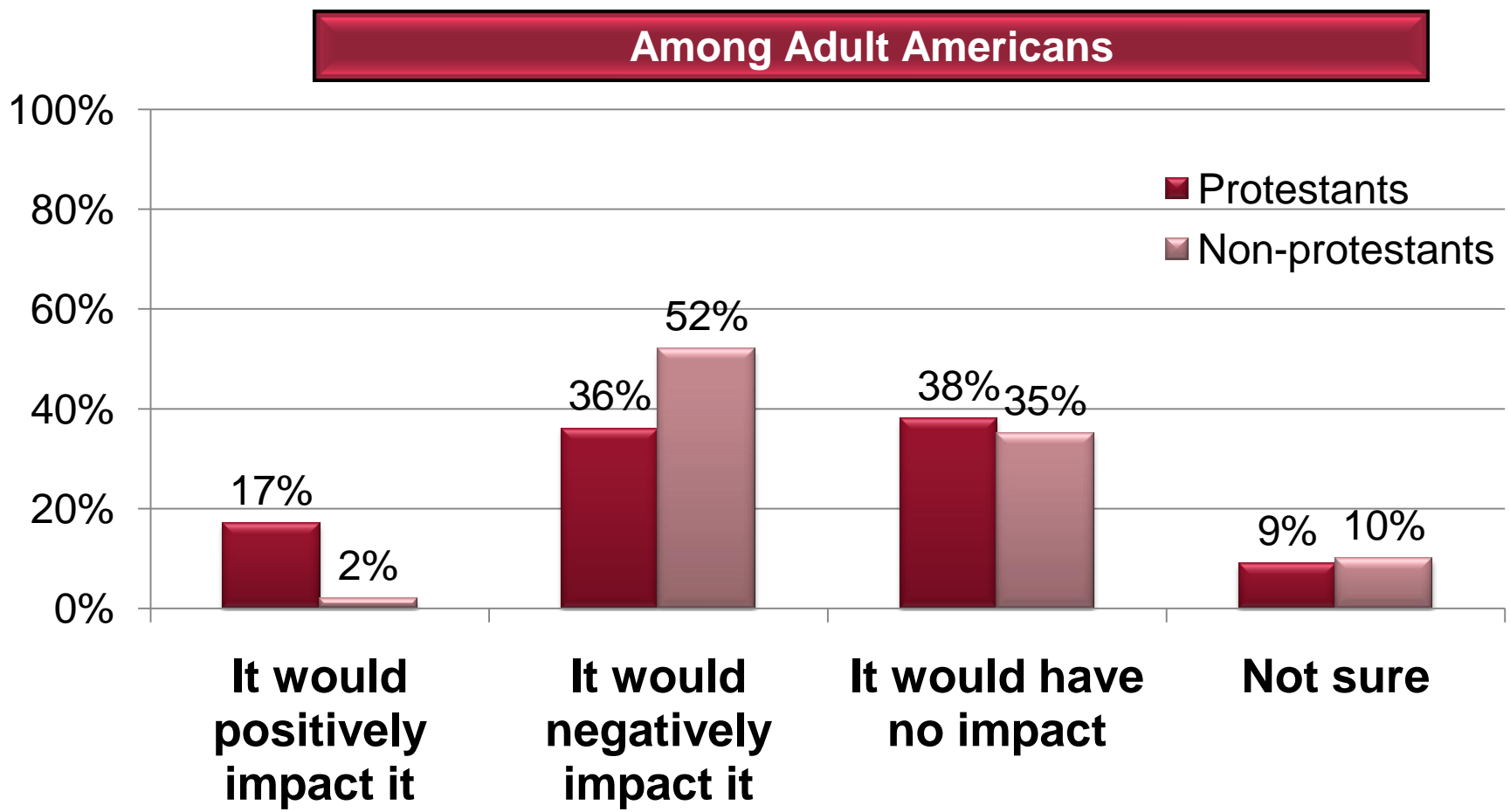
Among Adult Americans



Q.: "If you were considering visiting or joining a church, would knowing that the church was Southern Baptist impact your decision positively, negatively or have no impact?"



Only 2% of non-Protestants state knowing a church was Southern Baptist would have a positive impact on their decision of visiting or joining.



Q.: "If you were considering visiting or joining a church, would knowing that the church was Southern Baptist impact your decision positively, negatively or have no impact?"



Impression of the Catholic Church

- Americans age 30-49 are the least likely to have a very favorable opinion (12%) and the most likely to have a somewhat unfavorable opinion (35%).
- Americans age 18-29 are most likely to be “Not familiar” (8%).
- Americans in the Northeast (26%) and Midwest (21%) are more likely to have a very favorable opinion than those in the South (15%) and West (15%).
- Americans in the Northeast (20%) and Midwest (16%) are less likely to have a somewhat unfavorable opinion than those in the South (34%) and West (29%).
- Western Americans are most likely to be “Not familiar” (7%).
- Men are more likely than women to have a somewhat favorable opinion (43% to 39%) or a very unfavorable opinion (14% to 11%).

Impression of the Catholic Church continued

- Hispanic Americans are the most likely to have a very favorable opinion (35%).
- White (44%) and Asian (50%) Americans are more likely to have a somewhat favorable opinion.
- African Americans are the most likely to have a somewhat unfavorable opinion (44%).
- Americans of “Other” races are the most likely to have a very unfavorable opinion (35%).
- Americans with an annual income of less than 25K are the least likely to have a somewhat favorable opinion (19%).

Impression of the Catholic Church continued

- Americans who never attend a worship service are least likely to have a very favorable opinion (4%) and the most likely to have a very unfavorable opinion (29%). Those who attend rarely are the next least likely to have a very favorable opinion (8%).
- Americans who attends a worship service 1-2/mo (12%) are the most likely to be “Not familiar” with those who never (6%) attend the next least likely.
- Americans who live in a large city are most likely to have a somewhat favorable opinion (35%) while those who live in the suburbs are the least likely to have a very unfavorable opinion (8%).
- Catholics are most likely to have a very favorable (44%) opinion and least likely to have a somewhat unfavorable (11%) opinion or a very unfavorable (3%) opinion.

Impression of United Methodists

- Americans age 30-49 are the least likely to have a very favorable opinion (10%).
- Americans age 18-29 are the least likely to have a somewhat favorable opinion (36%) but most likely to be “Not familiar” (24%).
- Younger Americans, 18-29 (19%) and 30-49 (20%), are more likely to have a somewhat unfavorable opinion than older Americans, 50-64 (13%) and 65+ (13%).
- Americans in the South are the most likely to have a very favorable opinion (19%).
- Americans in the Midwest are the most likely to have a somewhat favorable opinion (58%).
- Americans in the West are the most likely to have a very unfavorable opinion (10%).

Impression of United Methodists continued

- Americans in the West and Northeast are more likely to be “Not familiar” (23%).
- Americans with a college degree are more likely to have a very favorable opinion than those without a degree (18% to 13%).
- Men are more likely to have a very unfavorable opinion (8% to 3%).
- Americans of “Other” races are the least likely to have a somewhat favorable opinion (30%) and the most likely to have a somewhat unfavorable opinion (34%).
- Americans with an annual income of \$35-50K are the least likely to have a very favorable opinion (6%).

Impression of United Methodists continued

- Americans who never attend a worship service are the least likely to have a very favorable opinion (6%) or a somewhat favorable opinion (29%) and the most likely to have a very unfavorable opinion (16%).
- Americans who attend Weekly+ (26%) and those who never (23%) attend are more likely to have a somewhat unfavorable opinion.
- Catholics are the least likely to have a very favorable opinion (9%) or somewhat unfavorable opinion (11%).
- Protestants are the most likely to have a somewhat favorable opinion (53%).

Impression of Southern Baptists

- Americans age 18-29 are the least likely to have a somewhat favorable opinion (26%) and the most likely to have a very unfavorable opinion (25%).
- The youngest, 18-29 (13%), and oldest, 65+ (9%), Americans are more likely to be “Not familiar”.
- Americans in the Northeast (11%) and West (11%) are less likely to have a very favorable opinion compared to those in the South (19%) and Midwest (16%).
- Americans in the West are the least likely to have a somewhat favorable opinion (32%).
- Americans in the South (24%) and West (25%) are more likely to have a somewhat unfavorable opinion than those in the Northeast (16%) and Midwest (18%).
- Americans in the Northeast (15%) and West (13%) are more likely to be “Not familiar”.

Impression of Southern Baptists continued

- Americans with a college degree are
 - Less likely to have a somewhat favorable opinion (34% to 41%)
 - More likely to have a somewhat unfavorable opinion (25% to 19%)
 - Less likely to be “Not familiar” (5% to 9%).than Americans without a college degree.
- Men are more likely to have a very unfavorable opinion (21% to 15%) and less likely to be “Not familiar” (5% to 10%).
- Hispanic Americans are the least likely to have a somewhat favorable opinion (28%) and the most likely to have a very unfavorable opinion (29%).

Impression of Southern Baptists continued

- Americans who attend a worship service Weekly+ (30%) are the most likely to have a very favorable opinion while those who Never (3%) attend are the least likely.
- Americans who attend a worship service Weekly (49%) are the most likely to have a somewhat favorable opinion while those who Never (19%) attend are the least likely.
- Americans who attend a worship service Weekly+ (4%) are the least likely to have a very unfavorable opinion while those who Never (44%) attend are the most likely.
- Americans who Never (14%) attend and those who attend 1-2/Mo (13%) are more likely to be “Not familiar”.

Impression of Southern Baptists continued

- Americans who live in a small city are the most likely to have a very unfavorable opinion (26%).
- Americans who live in suburbs are the most likely to be “Not familiar” (13%).
- Protestants are the most likely to have a very favorable opinion (22%) and the least likely to have a very unfavorable opinion (9%).

Impression of Latter Day Saints (Mormons)

- Americans age 18-29 are the least likely to have a somewhat favorable opinion (23%) and the most likely to have a very unfavorable opinion (32%).
- Americans in the Northeast (8%) and West (8%) are more likely to have a very favorable opinion than those in the South (5%) and Midwest (4%).
- Americans in the Midwest are the most likely to have a very unfavorable opinion (30%).
- Americans in the Northeast are the most likely to be “Not familiar” (19%).
- Americans with a college degree are more likely to have a somewhat (34% to 26%) or very (26% to 22%) unfavorable opinion. They are also less likely to be “Not familiar” (6% to 13%).

Impression of Latter Day Saints (Mormons) continued

- Men are more likely to have a very unfavorable opinion (27% to 20%) and less likely to be “Not familiar” (8% to 13%) than women.
- White (24%) and Hispanic (26%) Americans are more likely to have a very unfavorable opinion compared to African (13%) and Asian (13%) Americans.
- Americans who attend a worship service Weekly+ are the most likely to have a somewhat unfavorable opinion (44%).
- Americans who Never attend are the most likely to have a very unfavorable opinion (41%).
- Americans who live in rural areas are the least likely to have a somewhat unfavorable opinion (21%) and the most likely to have a very unfavorable opinion (34%).
- Those from Other/None religions are most likely to have a very unfavorable opinion (37%).

Impression of Muslims

- Americans age 18-29 are most likely to have a very (9%) and somewhat (37%) favorable opinion.
- Americans age 30-49 (36%) are the most likely to have a somewhat unfavorable opinion and those age 50-64 (27%) are more likely than the other age groups to have a somewhat unfavorable opinion.
- Americans age 18-29 are the least likely to have a very unfavorable opinion (23%) while older Americans age 65+ are the most likely to have a very unfavorable opinion (51%).
- Americans in the West (15%) are most likely to be “Not familiar” while those in the South (5%) are the least likely.
- Americans with a college degree are more likely to have a somewhat favorable opinion (34% to 17%). They are also less likely to have a very unfavorable opinion (29% to 40%) or to be “Not familiar” (4% to 11%).

Impression of Muslims continued

- American men are less likely to have a very favorable opinion (3% to 7%) or to be “Not familiar” (5% to 11%). Men are more likely to have a very unfavorable opinion (42% to 31%).
- African Americans (10%) and Americans of “Other” (14%) races are more likely to have a very favorable opinion.
- White Americans are the least likely to have a somewhat favorable opinion (21%).
- African Americans are the least likely to have a very unfavorable opinion (13%).
- Americans with an annual income of \$75-100K are the least likely to have a very favorable opinion (1%).
- Americans with an annual income of <25K are the least likely to have a somewhat unfavorable opinion (17%).

Impression of Muslims continued

- Americans who attend worship services Weekly (9%) or 1-2/Mo (8%) are more likely to have a very favorable opinion.
- Americans who attend Weekly+ (12%) are the least likely to have a somewhat favorable opinion.
- Americans who attend 1-2/Mo (27%), Holidays (23%), and Never (31%) are less likely to have a very unfavorable opinion.
- Americans who attend 1-2/Mo (13%) and Never (17%) are more likely to be “Not familiar”.
- Americans who live in large cities (8%) or small cities (8%) are more likely to have a very favorable opinion than those who live in suburbs (2%) or rural areas (1%).
- Americans who live in large cities are the most likely to have a somewhat favorable opinion (32%).
- Protestant are the most likely to have a very unfavorable opinion (41%).

When I see the name *Catholic* in the name of a church, I assume it is not for me?

- Americans age 18-29 are the most likely to somewhat agree (28%).
- Americans age 50-64 (20%) are the most likely to somewhat disagree while those age 18-29 (7%) are the least likely.
- Americans in the Northeast are the least likely to somewhat agree (10%) and the most likely to strongly disagree (45%).
- Americans in the South (19%) and West (15%) are more likely to somewhat disagree than those in the Northeast (9%) and Midwest (10%).
- Americans with a college degree are more likely to strongly agree (38% to 30%) and less likely to strongly disagree (26% to 30%).
- Men are more likely than women to strongly agree (36% to 30%) and less likely to strongly disagree (27% to 31%).
- Hispanic Americans are the least likely to somewhat agree (5%) and the most likely to strongly disagree (59%).

When I see the name *Catholic* in the name of a church, I assume it is not for me? continued

- Americans with an annual income of \$35-50K are the least likely to strongly agree (21%) and the most likely to somewhat agree (35%).
- Americans who attend worship services Never (54%) are the most likely to strongly agree with those attending Weekly+ (44%) the next most likely.
- Americans who attend Weekly+ (8%), Weekly (10%), and Never (11%) are less likely to somewhat disagree.
- Americans who live in large cities (36%) or rural areas (38%) are more likely to strongly agree than those who live in small cities (28%) or suburbs (30%).
- Americans who live in rural areas (7%) are the least likely to somewhat disagree and those living in large cities (12%) are the next least likely.
- Catholics are the least likely to strongly (2%) or somewhat (3%) agree and the most likely to strongly disagree (82%).

When I see the name *Methodist* in the name of a church, I assume it is not for me?

- Americans age 18-29 are the most likely to strongly agree (35%).
- Americans age 30-49 are the most likely to somewhat agree (29%).
- Older Americans, 50-64 (24%) and 65+ (27%), are more likely to strongly disagree than younger Americans, 18-29 (12%) and 30-49 (12%).
- Americans in the Northeast are the least likely to somewhat agree (15%) with those in the South (21%) the next least likely.
- Western Americans are the most likely to strongly disagree (12%).
- Americans with a college degree are more likely to strongly agree (31% to 24%).
- Women are less likely than men to strongly agree (23% to 29%) but are more likely to strongly disagree (19% to 15%).
- Asian Americans are the most likely to somewhat agree (35%).
- African Americans are the most likely to strongly disagree (29%).

When I see the name *Methodist* in the name of a church, I assume it is not for me? continued

- Americans with an annual income of \$35-50K are the most likely to somewhat agree (36%).
- Americans who attend worship services Weekly+ (37%), Holidays (38%), and Never (46%) are more likely to strongly agree.
- Americans who Rarely attend are the most likely to somewhat agree (32%).
- Americans who Never attend are the least likely to somewhat disagree (9%) and those who attend Weekly+ (15%) are the next least likely.
- Americans who live in rural areas are the most likely to somewhat agree (36%) and the least likely to somewhat disagree (20%).
- Americans who live in suburbs are the least likely to strongly disagree (13%).
- Protestants are the least likely to strongly agree (18%) and the most likely to strongly disagree (22%).

When I see the name *Baptist* in the name of a church, I assume it is not for me?

- Americans age 18-29 are the most likely to strongly agree (36%) and the least likely to somewhat disagree (16%).
- Americans in the Midwest are the most likely to somewhat agree (26%).
- Americans with a college degree are more likely to strongly agree (36% to 24%).
- African Americans are the least likely to strongly agree (5%) and the most likely to strongly disagree (39%).
- Hispanic Americans are the least likely to somewhat disagree (14%).
- Asian Americans are the least likely to strongly disagree (7%).
- Americans with an annual income of <\$25K are the least likely to somewhat agree (10%).

When I see the name *Baptist* in the name of a church, I assume it is not for me? continued

- Americans who attend worship services Never (57%) are the most likely to strongly agree with those who attend Holidays (45%) next.
- Americans who attend Rarely (30%) are the most likely to somewhat disagree while those Never (8%) attend are the least likely.
- Americans who attend Weekly+ (35%) are the most likely to strongly disagree.
- Americans who live in small city (37%) are the most likely to strongly agree with those living in large cities (30%) the next most likely.
- Americans living in rural areas are the least likely to strongly agree (21%) and the most likely to somewhat agree (33%).
- Protestants are the least likely to strongly agree (12%) and the most likely to strongly disagree (32%).

When I see the name *Southern Baptist* in the name of a church, I assume it is not for me?

- Americans in the Northeast (17%) and South (19%) are more likely to somewhat agree than those in the Midwest (26%) and West (25%).
- Americans with a college degree are
 - More likely to strongly agree (46% to 29%)
 - Less likely to somewhat agree (18% to 24%)
 - Less likely to somewhat disagree (16% to 20%)
 - Less likely to strongly disagree (17% to 20%)than those without a college degree.
- Men are more likely to strongly agree (38% to 33%).

When I see the name *Southern Baptist* in the name of a church, I assume it is not for me?

continued

- Americans who Never (62%) attend a worship service are the most likely to strongly agree and those who attend Holidays (51%) are the next most likely.
- Americans who attend 1-2/Mo are the most likely to somewhat agree (34%).
- Americans who Never attend are the least likely to somewhat disagree (4%).
- Americans who live in large (40%) or small (41%) cities are more likely to strongly agree compared to those in suburbs (31%) or rural areas (30%).
- Americans who live in large (17%) or small (17%) cities are less likely to somewhat agree compared to those in suburbs (27%) or rural areas (28%).
- Protestants are the least likely to strongly agree (20%) and the most likely to somewhat (24%) or strongly (28%) disagree.

When I see that a church is a *community or non-denominational* church, I assume it is not for me?

- Americans age 50-64 are the most likely to somewhat agree (20%).
- Americans in the Northeast (32%) and Midwest (36%) are more likely to somewhat disagree compared to those in the South (24%) and West (22%).
- Americans living in each regions have different responses to whether they strongly disagree; Northeast (18%), Midwest (26%), South (33%), and West (41%).
- Americans with a college degree are more likely to strongly agree (23% to 18%).
- Men are more likely to strongly agree (22% to 18%) and less likely to strongly disagree (26% to 34%).
- Hispanic Americans are the most likely to strongly agree (28%) and the least likely to somewhat disagree (22%).
- Asian Americans are the most likely to somewhat agree (31%).

When I see that a church is a *community or non-denominational* church, I assume it is not for me? continued

- Americans with an annual income of \$25-35K are the least likely to somewhat disagree (15%).
- Americans with an annual income of \$25-35K (43%) and \$75-100K (44%) are more likely to strongly disagree.
- Americans who attend worship services Holidays (30%) and Never (38%) are more likely to strongly agree and less likely to strongly disagree, Holidays (22%) and Never (20%).
- Americans who attend worship services Weekly+ (19%) and Never (18%) are less likely to somewhat disagree.
- Americans who live in a large city are the most likely to strongly agree (26%) and strongly disagree (35%) but the least likely to somewhat disagree (20%).
- Americans living in rural areas are the most likely to somewhat disagree (37%).
- Protestants are the least likely to strongly agree (8%) and the most likely to strongly disagree (44%).

If you were considering visiting or joining a church, would knowing that the church was Southern Baptist impact your decision positively, negatively or have no impact?

- Americans age 18-29 are the most likely to state negative impact (50%) and the least likely to state no impact (23%).
- Americans in the South (12%) and Midwest (14%) are more likely to state positive impact compared to those in the Northeast (6%) and West (6%).
- Americans with a college degree compared to those without one are
 - More likely to state positive impact (13% to 9%)
 - More likely to state negative impact (52% to 39%)
 - Less likely to state no impact (28% to 42%)
- Men are more likely to state negative impact (46% to 41%).
- White (11%) and Hispanic (15%) Americans are more likely to state positive impact.
- Americans with an annual income of \$75-100K are the most likely to state positive impact (21%).

If you were considering visiting or joining a church, would knowing that the church was Southern Baptist impact your decision positively, negatively or have no impact?

continued

- Americans who attend worship services Weekly+ are the most likely to state positive impact (20%).
- Americans who Never attend are the most likely to state negative impact (62%).

Perceptions of Faith Groups



Survey of over 2,000 American Adults

