



2017

U.S. and Global Views on Religion

©2017 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

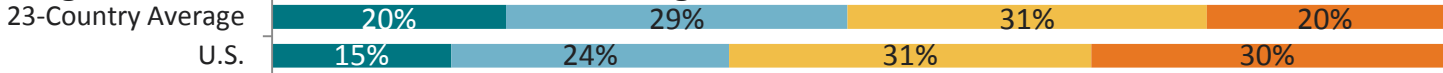




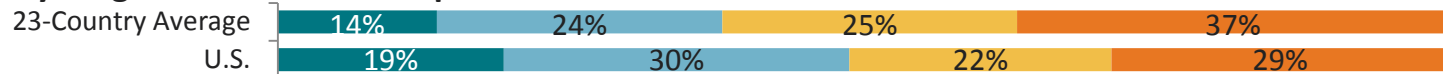
OVERALL ATTITUDES TO RELIGION

Globally, citizens largely respect both religious and non-religious people, but are divided on how much religion defines their identity, how important and beneficial it is to society.

Religion does more harm in the world than good



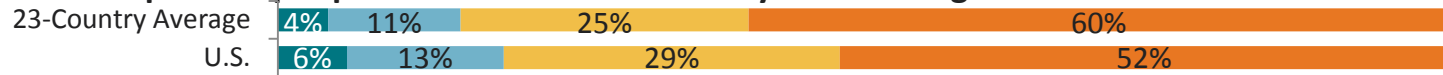
My religion defines me as a person



I am completely comfortable being around people who have different religious beliefs than me



I lose respect for people when I find out that they are not religious



Religious people are better citizens



Religious practices are an important factor in the moral life of my country's citizens



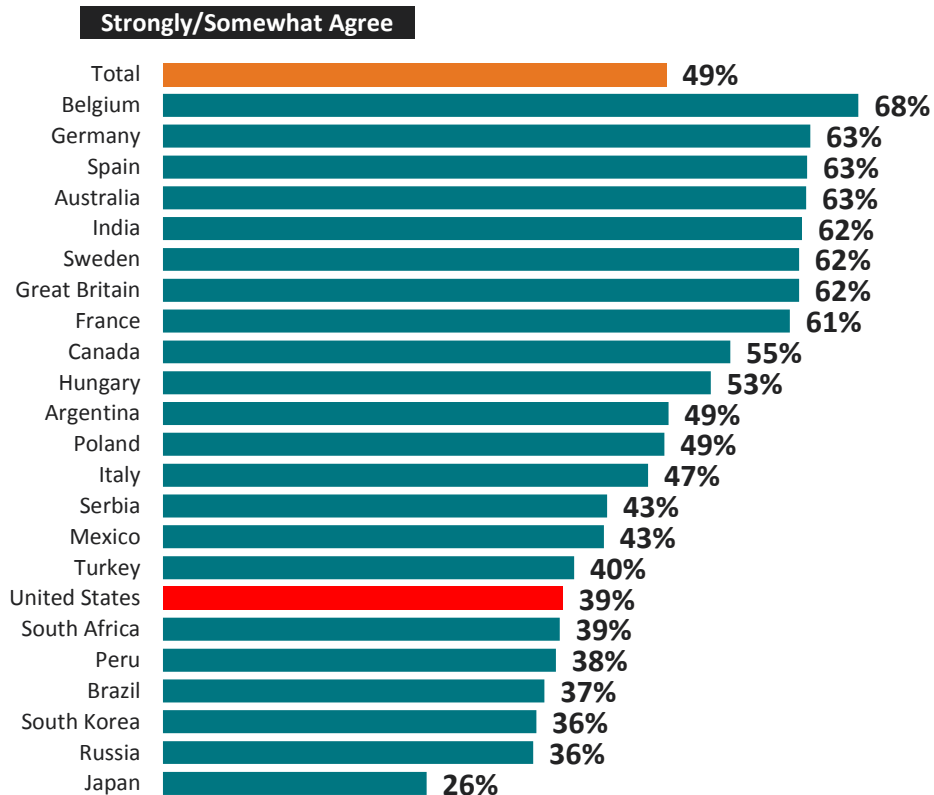
■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

Among citizens of all 23 countries surveyed, Americans are:

- More prone to define themselves according to their religion
- Less likely to view religion negatively
- More inclined to associate religion with morality and to consider religious people as better citizens
- Slightly less likely to respect non-religious people, but more widely at ease with people having different religious beliefs than their own

Half of people across the 23 countries surveyed think religion does more harm than good – but views vary greatly. Only four in ten in the U.S. agree vs. about one in six in most other Western Countries.

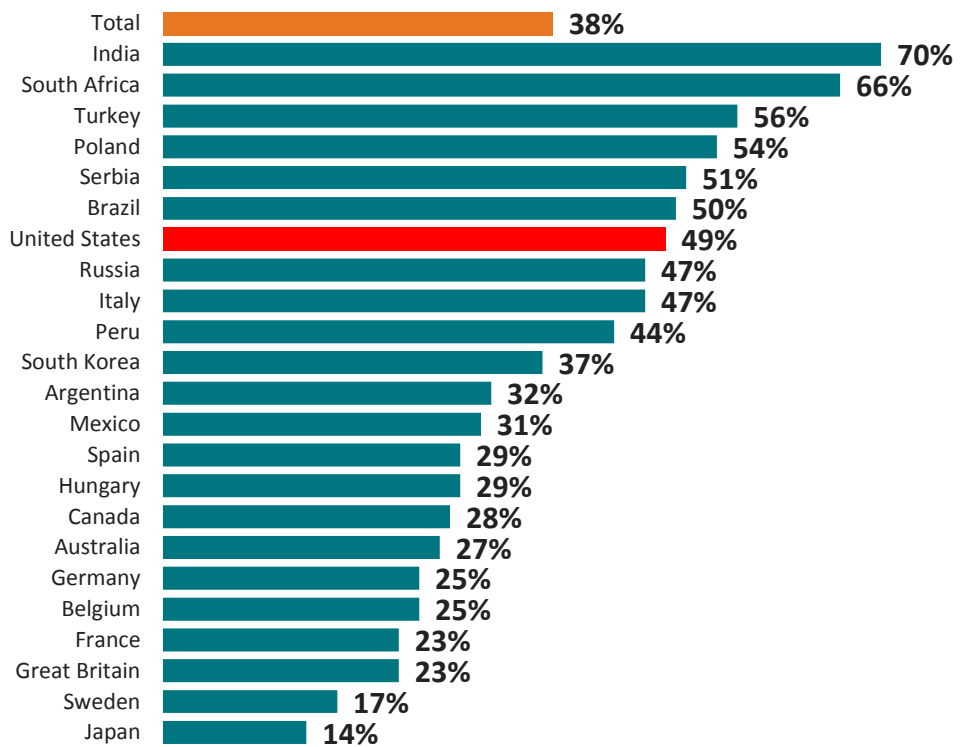
To what extent do you agree or disagree with the following statements?
Religion does more harm in the world than good.



Two in five people globally and half in the U.S. consider that religion defines them as a person. Religion is most seen as core to one's identity in India and South Africa, least so in Western Europe and Japan.

To what extent do you agree or disagree with the following statements?
“My religion defines me as a person.”

Strongly/Somewhat Agree

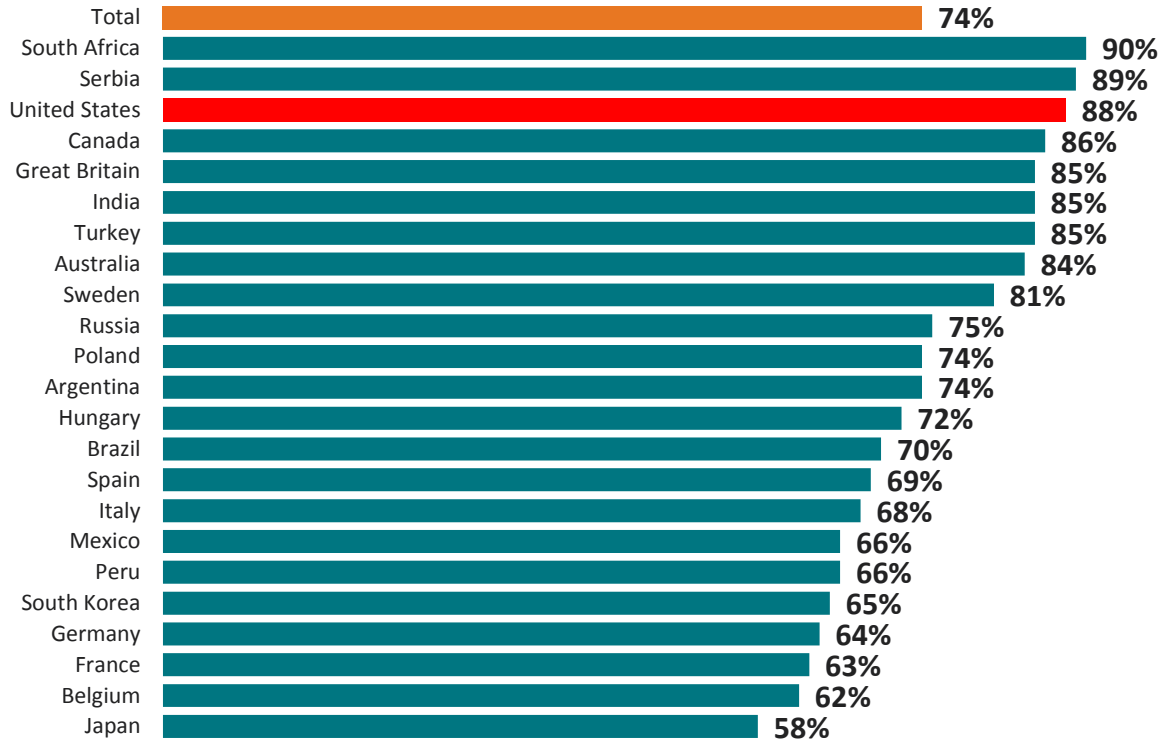


Majorities in all countries surveyed report feeling “completely comfortable” around people of different religions – especially so in the U.S. and other dominantly English-speaking countries.

Strongly/Somewhat Agree

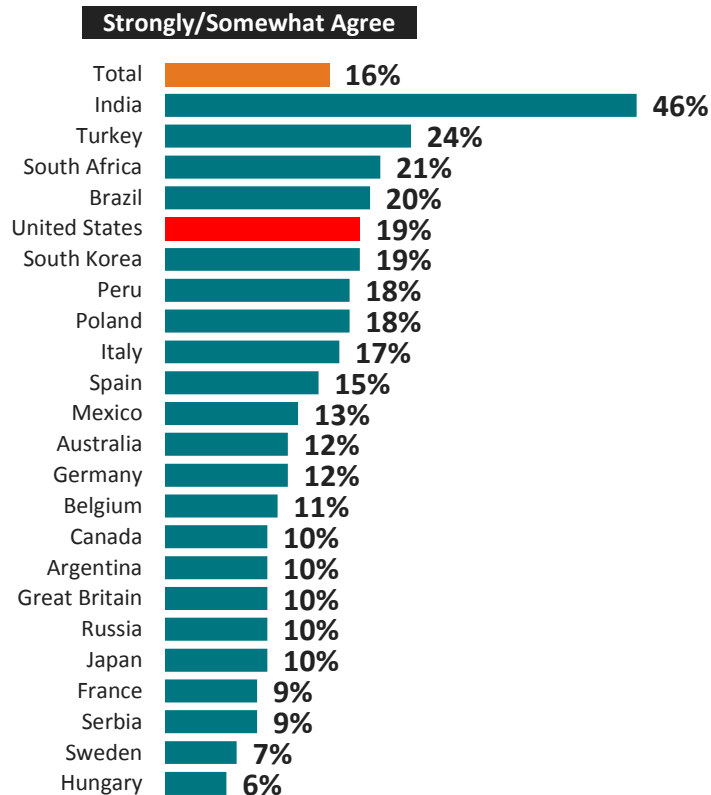
To what extent do you agree or disagree with the following statements?

I am completely comfortable being around people who have different religious beliefs than me.



Except for India, large majorities in all countries surveyed do not have any less respect for non-religious people. However, negative feeling is more prevalent in the U.S. than in any other Western country.

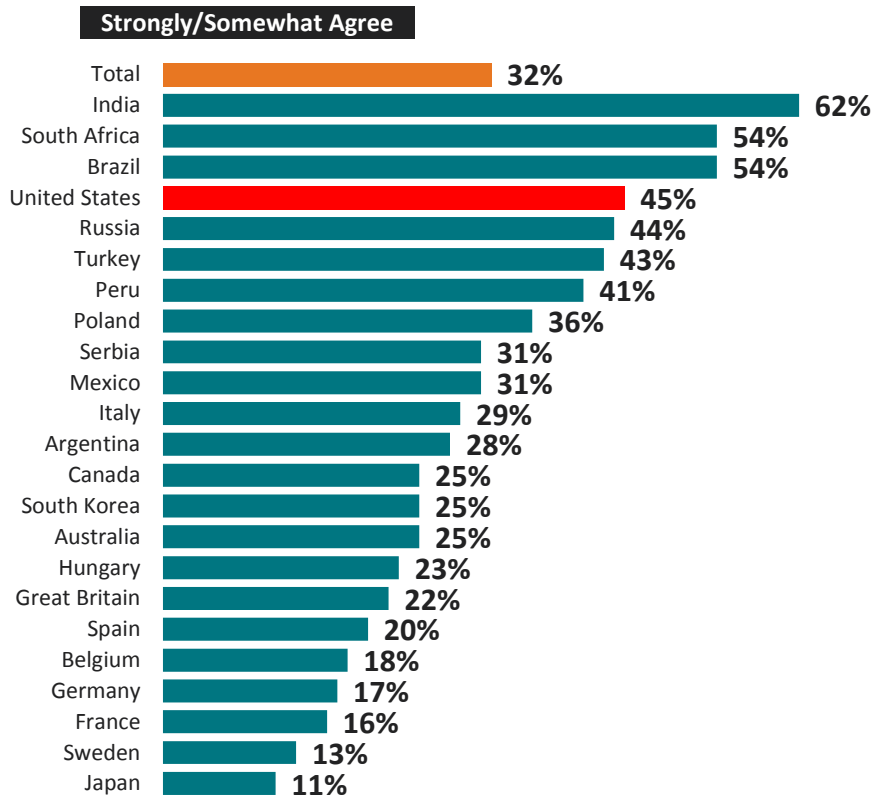
To what extent do you agree or disagree with the following statements?
I lose respect for people when I find out that they are not religious.



One third globally and nearly half in the U.S. think religious people make “better” citizens – a view most common in India, South Africa and Brazil and least so in Western Europe and Japan.

To what extent do you agree or disagree with the following statements?

Religious people are better citizens.

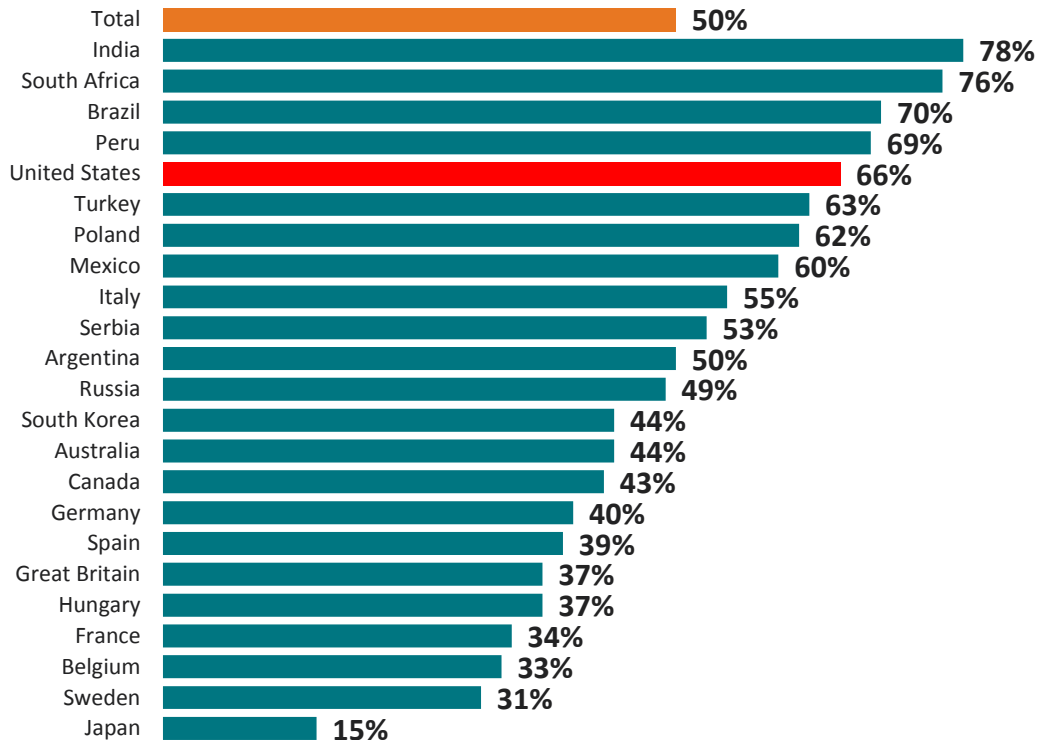


Global public opinion is even split on whether or not religious practices are important to a “moral life.” Two thirds of Americans share this opinion vs. about one third in most Western European countries.

To what extent do you agree or disagree with the following statements?

Religious practices are an important factor in the moral life of my country's citizens.

Strongly/Somewhat Agree



Methodology

- These are the findings of a Global @dvisor survey on attitudes toward religion. In total 17,401 interviews were conducted between June 24 - July 8, 2017 among adults aged 18-64 in the United States and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 23 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Spain, Sweden, Turkey, United States, Serbia and Peru.
- Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Spain and the United States. In all other countries the sample was 500+. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 23 countries surveyed online, 17 yielded results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Russia, Saudi Arabia, Spain, Sweden, Great Britain and the United States. The five remaining countries surveyed – Brazil (58%), India (19%), Mexico (44%), South Africa (49%) and Turkey (51%) - have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.



For more information

Nicolas Boyon

Senior Vice President, Ipsos
US Public Affairs

✉ Nicolas.Boyon@ipsos.com

📞 +1 646 309 4879

Julia Clark

Senior Vice President, Ipsos
US Public Affairs

✉ Julia.Clark@ipsos.com

📞 +1 312 526 4919

Erin Morris

Senior Research Analyst,
Ipsos US Public Affairs

✉ Erin.Morris@ipsos.com

📞 +1 202 420 2026

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg
IPS:FP
www.ipsos.com

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.

GAME CHANGERS

