



TOPLINE & METHODOLOGY

NPR Religion and AI Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: August 7-9, 2026
Number of interviews: 1,011

Margin of error: +/- 3.6 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

1. Have you ever used an artificial intelligence (AI) tool such as ChatGPT, Google Gemini, Claude, or a similar chatbot?

	Total (N=1,011)
Yes	61%
No	38%
Skipped	1%

2. **[ASKED IF USED AI]** How often, if at all, do you use artificial intelligence (AI) tools — such as ChatGPT, Google Gemini, or similar chatbots — for any of the following purposes?

Monthly or more Summary

	Total (N=643)
Learning about topics you're curious about	55%
Help with work tasks	47%
Getting advice on personal decisions	30%
Entertainment or casual conversation	27%
Exploring religious or spiritual topics	14%
Seeking emotional support or companionship	10%



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2. **[ASKED IF USED AI]** How often, if at all, do you use artificial intelligence (AI) tools — such as ChatGPT, Google Gemini, or similar chatbots — for any of the following purposes? *(Continued)*

a. Help with work tasks (e.g., writing, research, summarizing)

	Total (N=643)
Daily	14%
A few times a week	14%
Once a week	4%
A few times a month	15%
Once a month	9%
Less than once a month	20%
Never	24%
Skipped	1%

b. Getting advice on personal decisions

	Total (N=643)
Daily	7%
A few times a week	9%
Once a week	4%
A few times a month	10%
Once a month	7%
Less than once a month	14%
Never	47%
Skipped	1%

c. Entertainment or casual conversation

	Total (N=643)
Daily	9%
A few times a week	6%
Once a week	2%
A few times a month	9%
Once a month	6%
Less than once a month	17%
Never	49%
Skipped	1%

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2. **[ASKED IF USED AI]** How often, if at all, do you use artificial intelligence (AI) tools — such as ChatGPT, Google Gemini, or similar chatbots — for any of the following purposes? *(Continued)*

d. Learning about topics you're curious about

	Total (N=643)
Daily	13%
A few times a week	18%
Once a week	7%
A few times a month	17%
Once a month	10%
Less than once a month	20%
Never	14%
Skipped	1%

e. Seeking emotional support or companionship

	Total (N=643)
Daily	4%
A few times a week	2%
Once a week	1%
A few times a month	3%
Once a month	2%
Less than once a month	8%
Never	79%
Skipped	1%

f. Exploring religious or spiritual topics

	Total (N=643)
Daily	2%
A few times a week	5%
Once a week	1%
A few times a month	6%
Once a month	4%
Less than once a month	11%
Never	70%
Skipped	1%

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3. How likely, if at all, would you be to seek advice on a difficult personal topic from each of the following sources?

Likely/Already do this Summary

	Total (N=1,011)
Family members	75%
Friends	71%
Books or written resources	64%
A search engine (e.g., Google)	63%
A religious leader (e.g., pastor, priest, rabbi, imam)	31%
An AI tool (e.g., ChatGPT)	28%
Social media	23%

a. A religious leader (e.g., pastor, priest, rabbi, imam)

	Total (N=1,011)
Very likely	9%
Somewhat likely	19%
Not very likely	20%
Not at all likely	48%
I currently do this	3%
Skipped	3%
<i>Likely/Already do this (Net)</i>	31%
<i>Not likely (Net)</i>	67%

b. Family members

	Total (N=1,011)
Very likely	29%
Somewhat likely	37%
Not very likely	11%
Not at all likely	11%
I currently do this	9%
Skipped	3%
<i>Likely/Already do this (Net)</i>	75%
<i>Not likely (Net)</i>	23%

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3. How likely, if at all, would you be to seek advice on a difficult personal topic from each of the following sources? *(Continued)*

c. Friends

	Total (N=1,011)
Very likely	21%
Somewhat likely	41%
Not very likely	13%
Not at all likely	14%
I currently do this	9%
Skipped	2%
<i>Likely/Already do this (Net)</i>	71%
<i>Not likely (Net)</i>	26%

d. An AI tool (e.g., ChatGPT)

	Total (N=1,011)
Very likely	8%
Somewhat likely	18%
Not very likely	25%
Not at all likely	43%
I currently do this	2%
Skipped	3%
<i>Likely/Already do this (Net)</i>	28%
<i>Not likely (Net)</i>	69%

e. A search engine (e.g., Google)

	Total (N=1,011)
Very likely	21%
Somewhat likely	36%
Not very likely	17%
Not at all likely	18%
I currently do this	6%
Skipped	2%
<i>Likely/Already do this (Net)</i>	63%
<i>Not likely (Net)</i>	35%

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3. How likely, if at all, would you be to seek advice on a difficult personal topic from each of the following sources? *(Continued)*

f. Books or written resources

	Total (N=1,011)
Very likely	17%
Somewhat likely	42%
Not very likely	19%
Not at all likely	15%
I currently do this	5%
Skipped	2%
<i>Likely/Already do this (Net)</i>	64%
<i>Not likely (Net)</i>	34%

g. Social media

	Total (N=1,011)
Very likely	5%
Somewhat likely	16%
Not very likely	26%
Not at all likely	48%
I currently do this	2%
Skipped	2%
<i>Likely/Already do this (Net)</i>	23%
<i>Not likely (Net)</i>	74%

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4. **[ASKED IF USED AI]** For each of the following activities, please indicate whether you have used AI for this purpose, would be open to it, or would never do this.

Yes Summary

	Total (N=643)
Getting relationship or personal advice	19%
Discussing moral or ethical questions	16%
Studying religious scripture or texts (e.g., Bible study)	15%
Writing or generating prayers	13%
Exploring or learning about a religion or spiritual practice	13%
Companionship or emotional support	12%
Getting spiritual or religious guidance	11%

a. Getting relationship or personal advice

	Total (N=643)
Yes, I currently do this	5%
Yes, I have done this in the past	14%
No, but I would be open to it	25%
No, and I would never do this	55%
Skipped	1%
Yes (Net)	19%

b. Companionship or emotional support

	Total (N=643)
Yes, I currently do this	4%
Yes, I have done this in the past	7%
No, but I would be open to it	18%
No, and I would never do this	70%
Skipped	1%
Yes (Net)	12%

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4. **[ASKED IF USED AI]** For each of the following activities, please indicate whether you have used AI for this purpose, would be open to it, or would never do this. *(Continued)*

c. Getting spiritual or religious guidance

	Total (N=643)
Yes, I currently do this	5%
Yes, I have done this in the past	6%
No, but I would be open to it	19%
No, and I would never do this	69%
Skipped	1%
Yes (Net)	11%

d. Studying religious scripture or texts (e.g., Bible study)

	Total (N=643)
Yes, I currently do this	5%
Yes, I have done this in the past	10%
No, but I would be open to it	28%
No, and I would never do this	56%
Skipped	1%
Yes (Net)	15%

e. Writing or generating prayers

	Total (N=643)
Yes, I currently do this	5%
Yes, I have done this in the past	9%
No, but I would be open to it	22%
No, and I would never do this	64%
Skipped	1%
Yes (Net)	13%

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4. **[ASKED IF USED AI]** For each of the following activities, please indicate whether you have used AI for this purpose, would be open to it, or would never do this. *(Continued)*

f. Exploring or learning about a religion or spiritual practice

	Total (N=643)
Yes, I currently do this	4%
Yes, I have done this in the past	9%
No, but I would be open to it	30%
No, and I would never do this	57%
Skipped	1%
Yes (Net)	13%

g. Discussing moral or ethical questions

	Total (N=643)
Yes, I currently do this	5%
Yes, I have done this in the past	12%
No, but I would be open to it	27%
No, and I would never do this	56%
Skipped	1%
Yes (Net)	16%

5. **[ASKED IF USED AI]** When it comes to discussing difficult or personal topics, which of the following are the reasons, if any, you might turn to an AI tool rather than a person?

	Total (N=643)
AI is available anytime, without having to schedule or wait	31%
AI has access to more information than most people I could ask	29%
I don't have to worry about being judged	23%
I can be more honest or open with AI than with people I know	18%
I don't want to burden the people in my life with my problems	17%
There is no one in my life I feel comfortable asking	7%
Other	2%
I wouldn't turn to AI for this type of topic	47%
Skipped	1%

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6. How comfortable, if at all, are you turning to AI when you have a personal question or problem?

	Total (N=1,011)
Very comfortable	7%
Somewhat comfortable	23%
Not very comfortable	23%
Not at all comfortable	46%
Skipped	2%
<i>Comfortable (Net)</i>	<i>29%</i>
<i>Not comfortable (Net)</i>	<i>68%</i>

7. **[ASKED IF USED AI]** Thinking about the advice or guidance you have received, do you tend to trust it more when it comes from an AI tool or from someone you know personally?

	Total (N=643)
I trust advice from AI more	6%
I trust advice from people I know more	75%
I trust both equally	17%
Skipped	2%

8. How well do each of the following statements describe your own views?

Extremely/Very Well Summary

	Total (N=1,011)
I am satisfied with the spiritual or religious guidance I received from AI	38% (N=60*)
Using AI for spiritual guidance feels fundamentally different from using it for other kinds of advice	17%
AI could serve as a pathway to spiritual exploration for people who do not practice religion	5%
AI tools can help bring people closer to spirituality or religious practice	5%
People who are spiritually seeking can benefit from turning to AI for guidance	5%

**Note: Base size is low (N<100)*

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8. How well do each of the following statements describe your own views? (Continued)

a. AI tools can help bring people closer to spirituality or religious practice

	Total (N=1,011)
Extremely well	2%
Very well	3%
Somewhat well	9%
Not too well	13%
Not at all well	38%
Don't know	32%
Skipped	3%
<i>Extremely/Very Well (Net)</i>	<i>5%</i>
<i>Not too/Not at all well (Net)</i>	<i>52%</i>

b. People who are spiritually seeking can benefit from turning to AI for guidance

	Total (N=1,011)
Extremely well	2%
Very well	3%
Somewhat well	11%
Not too well	14%
Not at all well	37%
Don't know	31%
Skipped	2%
<i>Extremely/Very Well (Net)</i>	<i>5%</i>
<i>Not too/Not at all well (Net)</i>	<i>51%</i>

c. Using AI for spiritual guidance feels fundamentally different from using it for other kinds of advice

	Total (N=1,011)
Extremely well	7%
Very well	10%
Somewhat well	13%
Not too well	8%
Not at all well	25%
Don't know	35%
Skipped	3%
<i>Extremely/Very Well (Net)</i>	<i>17%</i>
<i>Not too/Not at all well (Net)</i>	<i>33%</i>

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8. How well do each of the following statements describe your own views? *(Continued)*

- d. AI could serve as a pathway to spiritual exploration for people who do not practice religion

	Total (N=1,011)
Extremely well	2%
Very well	3%
Somewhat well	13%
Not too well	12%
Not at all well	36%
Don't know	31%
Skipped	3%
<i>Extremely/Very Well (Net)</i>	<i>5%</i>
<i>Not too/Not at all well (Net)</i>	<i>48%</i>

- e. **[ASKED IF USED AI FOR RELIGIOUS GUIDANCE]** I am satisfied with the spiritual or religious guidance I received from AI

	Total (N=60*)
Extremely well	10%
Very well	27%
Somewhat well	38%
Not too well	11%
Not at all well	2%
Don't know	11%
Skipped	-
<i>Extremely/Very Well (Net)</i>	<i>38%</i>
<i>Not too/Not at all well (Net)</i>	<i>13%</i>

**Note: Base size is low (N<100)*

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QRELIGION1. Now, a few final questions to make sure we have the most up to date information on file. What is your religion?

	Total (N=1,011)
Evangelical or Protestant Christian (Baptist, Lutheran, Methodist, Presbyterian, Episcopalian, Pentecostal, Church of Christ, etc.)	30%
Catholic	21%
Other Christian religion	10%
The Church of Jesus Christ of Latter-day Saints	2%
Hindu	2%
Jewish	2%
Other non-Christian religion	1%
Jehovah's Witness	1%
Islam/Muslim	1%
Buddhist	1%
Unitarian (Universalist)	1%
Greek or Russian Orthodox	0%
No religion	27%
Skipped	1%

QRELIGION2. **[ASKED IF Evangelical or Protestant Christian, Catholic, Jehovah's Witness, Mormon, Orthodox, or Other Christian]** Would you describe yourself as a born-again or evangelical Christian?

	Total (N=635)
Yes	36%
No	63%
Skipped	1%

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QRELIGION3. [ASKED IF NO RELIGION] Do you identify as agnostic, atheist, or nothing in particular?

	Total (N=298)
Agnostic	21%
Atheist	16%
Nothing in particular	57%
Something else	6%
Skipped	1%

QRELIGION4. How often do you do each of the following?

More than once/Once a week Summary

	Total (N=1,011)
Pray or meditate, either by yourself or in a small group outside of services	42%
Attend religious services	23%
Study religious scripture or text, either by yourself or in a small group outside of services	21%

a. Attend religious services

	Total (N=1,011)
More than once a week	7%
Once a week	16%
Once or twice a month	7%
A few times a year	13%
Once a year or less	19%
Never	36%
Skipped	2%
<i>More than once/Once a week (Net)</i>	<i>23%</i>
<i>A few times a year/Once a year or less (Net)</i>	<i>32%</i>

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QRELIGION4. How often do you do each of the following? (*Continued*)

b. Study religious scripture or text, either by yourself or in a small group outside of services

	Total (N=1,011)
More than once a week	16%
Once a week	6%
Once or twice a month	7%
A few times a year	10%
Once a year or less	13%
Never	47%
Skipped	2%
<i>More than once/Once a week (Net)</i>	<i>21%</i>
<i>A few times a year/Once a year or less (Net)</i>	<i>23%</i>

c. Pray or meditate, either by yourself or in a small group outside of services

	Total (N=1,011)
More than once a week	35%
Once a week	7%
Once or twice a month	8%
A few times a year	10%
Once a year or less	8%
Never	30%
Skipped	2%
<i>More than once/Once a week (Net)</i>	<i>42%</i>
<i>A few times a year/Once a year or less (Net)</i>	<i>17%</i>



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About the Study

This poll was conducted by Ipsos from August 7th through 9th, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,011 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2025 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000–\$49,999, \$50,000–\$74,999, \$75,000–\$99,999, \$100,000–\$149,999, \$150,000+)
- Party Identification (Republican, Lean Republican, Independent/Not lean, Lean Democrat, Democrat)

The margin of sampling error is plus or minus 3.6 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.34.

The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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