

PRRI July 2012 Survey
July 25 – July 29, 2012
N = 1,026

Now a few different questions...

ATTEND Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

9	More than once a week
24	Once a week
13	Once or twice a month
18	A few times a year
16	Seldom
18	Never
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Q.1 Now as I read a list of activities please tell us whether you have ever done any of the following. First, **[INSERT; RANDOMIZE LIST]**. Have you ever done this, or not?

a. Followed a religious or spiritual leader on Twitter or Facebook

5	Yes
94	No
*	Don't know/Refused (VOL.)
<u>100</u>	Total

b. Downloaded a podcast of a sermon or listened to a sermon online

13	Yes
86	No
<u>1</u>	Don't know/Refused (VOL.)
100	Total

c. Joined a religious or spiritual group on Facebook

6	Yes
94	No
*	Don't know/Refused (VOL.)
100	Total

IF ATTEND A FEW TIMES A YEAR OR MORE (ATTEND=1-4), ASK [N=674]:

d. Sent or read emails or text messages during a worship service

7	Yes
93	No
*	Don't know/Refused (VOL.)
100	Total

e. Posted status updates on your Facebook page or other social networking site about being in church

11	Yes
89	No
*	Don't know/Refused (VOL.)
100	Total

f. Used a cell phone to take pictures or record video during a worship service

10	Yes
90	No
*	Don't know/Refused (VOL.)
100	Total

ASK ALL:Q.2 How often, if at all do you use Facebook? **[READ IN ORDER]**

20	Several times a day
11	Once a day
14	A few times a week
6	Once or twice a month
8	Seldom
33	Never
9	Do not have a Facebook account (VOL.)
*	Don't know/Refused (VOL.)
100	Total

IF USE FACEBOOK AT LEAST SELDOM (Q2=1-5), ASK [N=500]:

Q.3 On your Facebook profile page how do you describe your religious beliefs?

50	OPEN-END RESPONSE
46	Do not describe religious beliefs (VOL.)
<u>4</u>	Don't know/Refused (VOL.)
100	Total

IF ATTEND A FEW TIMES A YEAR OR MORE (ATTEND=1-4), ASK [N=674]:

Q.4 Thinking about your current place of worship, that is the place you attend most often, please tell us whether how well the following describes your church or place of worship. First, **[INSERT; RANDOMIZE LIST]**. Does this describe your place of worship very well, somewhat well, not too well or not at all well? Next...

a. My religious leader uses twitter or Facebook regularly

8	Very well
10	Somewhat well
6	Not too well
52	Not at all well
<u>24</u>	Don't know/Refused (VOL.)
100	Total

b. My church or place of worship has an active Facebook page or website where people interact

17	Very well
12	Somewhat well
8	Not too well
42	Not at all well
<u>20</u>	Don't know/Refused (VOL.)
100	Total

c. My church or place of worship encourages us to use social media like Twitter or Facebook to post photos or share information with others

8	Very well
9	Somewhat well
11	Not too well
64	Not at all well
<u>7</u>	Don't know/Refused (VOL.)
100	Total

d. My church or place of worship uses television or multimedia screens during worship services

21	Very well
13	Somewhat well
4	Not too well
59	Not at all well
<u>3</u>	Don't know/Refused (VOL.)
100	Total

IF ATTEND A FEW TIMES A YEAR OR MORE (ATTEND=1-4), ASK [N=674]:

Q.5 About how many people belong to the church or place of worship where you attend religious services most often? Just your best estimate will do. Would you say **(READ LIST IN ORDER)** {*Pew Religious Landscape Survey, 2007*}

24	Less than 100
44	Between 100 and 500
17	Between 500 and 2,000
9	Or more than 2,000
<u>5</u>	Don't know/Refused (VOL.)
100	Total

Note: Numbers may not add to 100% due to rounding

Survey Methodology

The survey was designed and conducted by Public Religion Research Institute. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between July 25, 2012 and July 29, 2012 by professional interviewers under the direction of Social Science Research Solutions (SSRS). Interviews were conducted among a random sample of 1,026 adults 18 years of age or older in the continental United States (312 respondents were interviewed on a cell phone).

The final sample was weighted to five different parameters—age, sex, geographic region, education and telephone usage¹—to ensure reliable and accurate representation of the total adult population.

The margin of error for the survey is +/- 3.5 percentage points at the 95% level of confidence. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

¹ Telephone usage refers to whether respondents have only a landline telephone, only a cell phone or both types and the frequency with which they use each type.