

**American Values Atlas 2016**  
**January 6, 2016 – January 10, 2017**  
**N = 101,438**

RELIG What is your present religion, if any? Are you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

44	Protestant
20	Catholic, Roman Catholic
2	Mormon (Church of Jesus Christ of Latter-Day Saints/LDS)
1	Orthodox (Eastern, Greek, Russian, Armenian, etc.)
2	Jewish/Judaism
1	Muslim/Islamic
1	Buddhist
1	Hindu
3	Atheist
3	Agnostic
1	Something else
17	Nothing in particular
1	Jehovah's Witness (VOL.)
*	Unitarian/Universalist (VOL.)
<u>4</u>	Don't know/Refused (VOL.)
100	Total

**IF PROTESTANT, JUST CHRISTIAN, OR EVANGELICAL (RELIG = 5, 15, 22), ASK: [N = 30,352]**

DENOM As far as your present religion goes, what denomination or church, if any, do you identify with most closely?

22	Baptist
10	Methodist
6	Lutheran
6	Presbyterian
9	Pentecostal (Assemblies of God, Four-Square Gospel)
3	Episcopalian or Anglican
7	Church of Christ, or Disciples of Christ (Christian Church)
2	Congregational or United Church of Christ (UCC)
1	Holiness (Nazarenes, Wesleyan Church, Salvation Army)
1	Reformed (Reformed Church in America, Christian Reformed)
2	Church of God
*	Jehovah's Witness
22	Non-denominational or Independent Church
1	Seventh Day Adventist
*	Mennonite
*	Brethren
*	Amish/Quaker
2	Some other denomination
<u>5</u>	Don't know/Refused (VOL.)
100	Total

**IF IDENTIFY WITH ANY PROTESTANT DENOMINATION, PROTESTANT, OR JUST CHRISTIAN (RELIG = 1, 6, 8, 13, 14, 15, 16, 22, 23, 24, 25, 26, 27, 28, 29, 30) ASK: [N = 47,528]**

BORN Would you describe yourself as a 'born-again' or 'Evangelical Christian,' or not?

58	Yes
37	No
<u>4</u>	Don't know/Refused (VOL.)
100	Total

**IF ATHEIST, AGNOSTIC, NOTHING IN PARTICULAR, OR DON'T KNOW (RELIG = 90, 95, 96, 98), ASK: [N = 22,358]**

JEWID Do you consider yourself to be Jewish for any reason?

3	Yes
95	No
*	Half or part
<u>1</u>	Don't know/Refused (VOL.)
100	Total

**IF RELIG = 90, ASK: [N = 15,744]**

SECULAR In general would you describe yourself more as a religious person or as a secular person, that is, someone who is NOT religious? (N =)

21	Religious
69	Secular, not religious
6	Spiritual, not religious
1	Other
<u>2</u>	Don't know/Refused (VOL.)
100	Total

**IF IDENTIFY AS JEWISH BY RELIGION OR FOR ANY REASON (RELIG = 7 OR JEWID = 1, 3), ASK: [N = 2,763]**

JDENOM Thinking about Jewish religious denominations, do you consider yourself to be...?

28	Reform
14	Conservative
10	Orthodox
2	Reconstructionist
37	Just Jewish
3	Something else
<u>6</u>	Don't know/Refused
100	Total

## Survey Methodology

The 2016 American Values Atlas (AVA) is a project of PRRI. Results for all demographic, religious affiliation, and political affiliation questions were based on 101,438 bilingual telephone interviews (including 60,355 cell phone interviews) conducted between January 6, 2016 and January 10, 2017 by professional interviewers under the direction of SSRS. The AVA was made possible by generous grants from The Evelyn and Walter Haas, Jr. Fund, The Ford Foundation, The Carnegie Corporation of New York, The Gill Foundation, The Nathan Cummings Foundation, and The Unitarian Universalist Veatch Program at Shelter Rock.

Throughout 2016, at least 1,000 interviews were completed each week, with about 600 interviews conducted among respondents on their cell phones. Each week, interviewing occurred over a five-day period, from Wednesday through Sunday or from Thursday through Monday. The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection was based on stratified, single-stage, random-digit-dialing (RDD) of landline telephone households and randomly generated cell phone numbers. The sample was designed to represent the total U.S. adult population from all 50 states, including Hawaii and Alaska. The landline and cell phone samples were provided by Marketing Systems Group.

The weighting was accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics were balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density, and telephone usage. The population density parameter was derived from 2010 Census data. The telephone usage parameter came from an analysis of the July-December 2015 National Health Interview Survey. All other weighting parameters were derived from an analysis of the U.S. Census Bureau's March 2016 Current Population Survey.

The sample weighting was accomplished using iterative proportional fitting (IFP), a process that simultaneously balances the distributions of all variables. Weights are trimmed so that they do not exceed 4.0 or fall below 0.25 to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the total sample is +/- 0.4 percentage points at the 95% level of confidence. The design effect is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects.

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**Table 1: State Sample Sizes**

<u>State</u>	<u>Total Sample</u>
United States	101,438
Alabama	1,485
Alaska	573
Arizona	2,042
Arkansas	1,008
California	9,640
Colorado	1,657
Connecticut	1,073
Delaware	302
Florida	6,076
Georgia	2,928
Hawaii	438
Idaho	609
Illinois	3,587
Indiana	2,288
Iowa	1,325
Kansas	1,091
Kentucky	1,463
Louisiana	1,410
Maine	594
Maryland	1,727
Massachusetts	1,952
Michigan	2,997
Minnesota	2,060
Mississippi	833
Missouri	2,171
Montana	524
Nebraska	747
Nevada	977
New Hampshire	432
New Jersey	2,779
New Mexico	726
New York	7,072
North Carolina	3,544
North Dakota	331
Ohio	4,074
Oklahoma	1,154
Oregon	1,648
Pennsylvania	4,610

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Rhode Island	369
South Carolina	1,636
South Dakota	367
Tennessee	2,139
Texas	6,956
Utah	1,056
Vermont	313
Virginia	2,862
Washington	2,264
West Virginia	784
Wisconsin	2,213
Wyoming	244

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