

# Deseret News

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Faith in America Survey

2022

 *DeseretNews.*

**Marist**Poll™



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## Executive Summary

Corresponding to the continuously evolving demographic makeup of America, the role religion plays in American society continues to change as well. This Deseret News: Faith in America Survey, conducted by the Marist Poll, sheds light on the state of faith in America, focusing on how Americans of different backgrounds do or do not incorporate religion and faith into key aspects of their personal and professional lives.

As the role religion plays in Americans' personal lives continues to shift over time, the intersection between religion and people's professional lives is brought into question. Opinions among Americans divide regarding what they believe the appropriate relationship between their religion and their professional lives should be. Americans are largely comfortable with those they work with knowing their personal religious beliefs; however, a majority feel one's religious beliefs should not influence their business decisions. A majority of Americans, as well as Christians, report that their religion does not play a role in where they choose to work or the businesses where they shop.

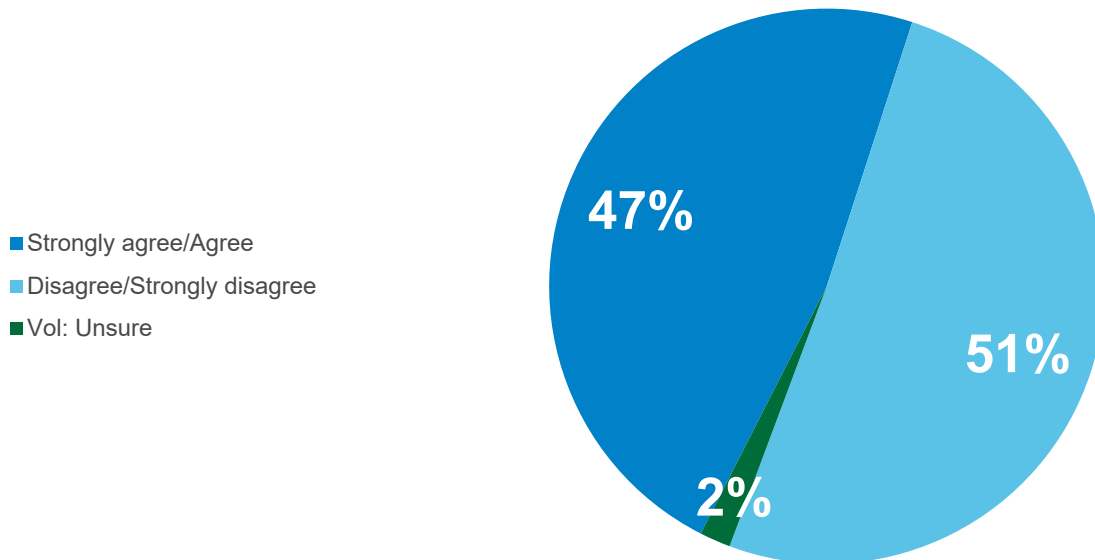
When it comes to social media usage, religion is not a strong influence over American's preferred social networking sites; however, age is. While Facebook is the preferred network for Americans and Christians overall, as well as those aged 60 or older, YouTube, followed by Instagram, are the top daily used sites for younger Americans aged 18 to 29.

The inverse relationship between age and religiosity means that the role religion plays in America is reaching a crossroads. With younger Americans less likely to be religious and Americans overall not factoring religion into their personal and business decisions to any significant degree, religions place in American society is becoming increasingly uncertain.

## Faith and Business

### Americans Divide Over Role Religion Should Play in Business

Do you strongly agree, agree, disagree, or strongly disagree with each of the following statements: **Someones religious beliefs and values should influence their business decisions?**



Americans’ opinions are split over whether someone’s religious beliefs and values should influence their business decisions. 51% of adults do not think **someone’s** religious beliefs and values should influence their business decisions while 47% think they should.

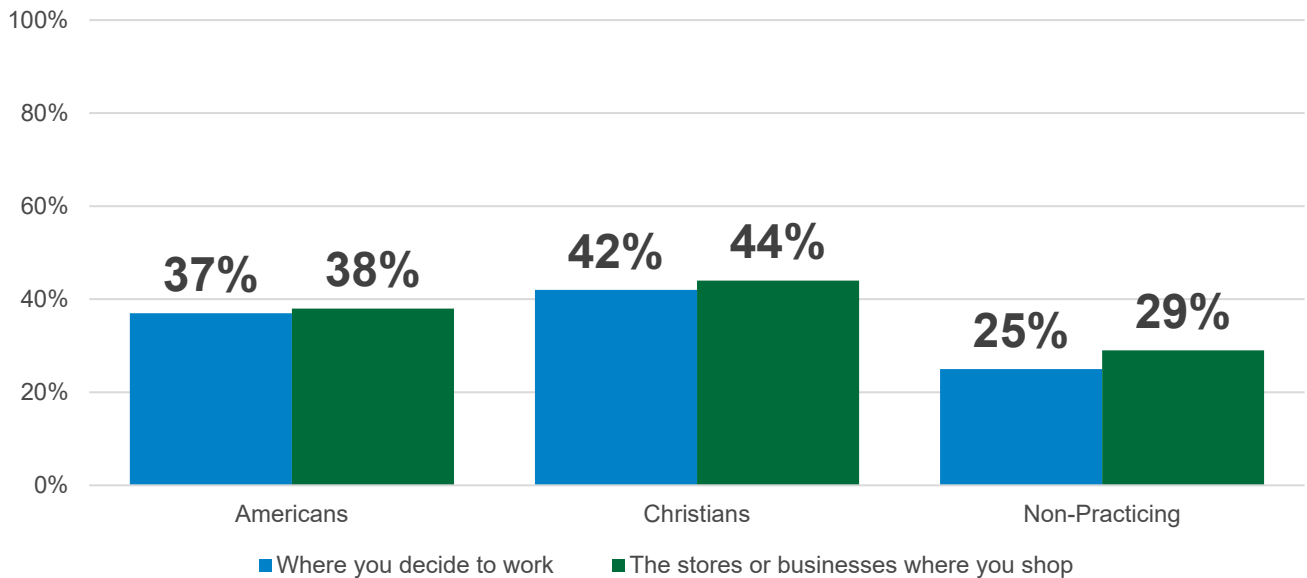
Religious practice matters. Christians (58%) and those who practice a religion (69%) believe **someone’s** religion should play a role in their business decisions while 65% of those who do not practice a religion disagree.

67% of Americans, including 72% of those currently working for pay, say they do not let their religion play a role in **their own** business decision-making process while 54% of those who practice a religion do. 57% of Christians do not factor their religion into their business decisions. Only 17% of those who do not practice a religion consider religion in their business choices.

While the majority of Americans may not factor religion into **their own** business decisions, 85% report they are comfortable with the people with whom they work knowing their personal religious beliefs. 87% of Christians and 90% of those who practice a religion share this perspective.

Majority of Americans Do Not Consider Their Religion When Deciding Where to Work or Shop

**Does your religion or faith play a major role, a minor role, or no role at all in your deciding each of the following: (%'s represent major & minor role responses)**



61% of Americans say their religion or faith plays no role in their decision about where to work, and an identical proportion (61%) say the same about where they decide to shop.

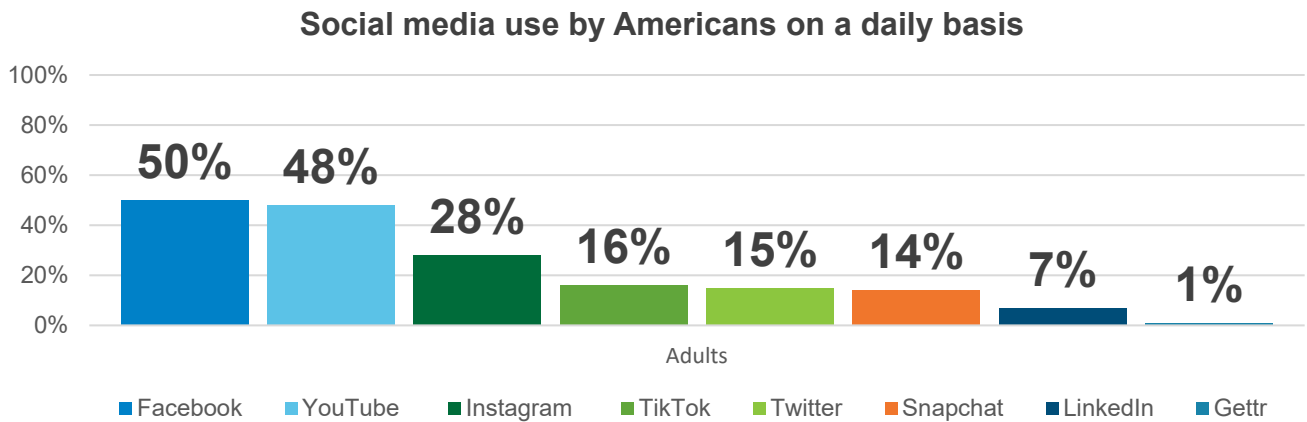
Similarly, 55% of Christians say their faith does not play a role in where they decide to work while 24% say it plays a minor role, and 18% report religion plays a major role in where they decide to work.

55% of Christians also do not consider their faith when deciding where to shop while a notable 31% say their faith plays a minor role in that decision, and 13% say their faith plays a major role in their choice.

Majorities of all age groups say their religion or faith does not factor into where they decide to work or shop. Younger Americans aged 18 to 29 are the most likely to report religion does not play a role in where they decide to work (68%) or where they shop (71%).

## Faith and Social Media Usage

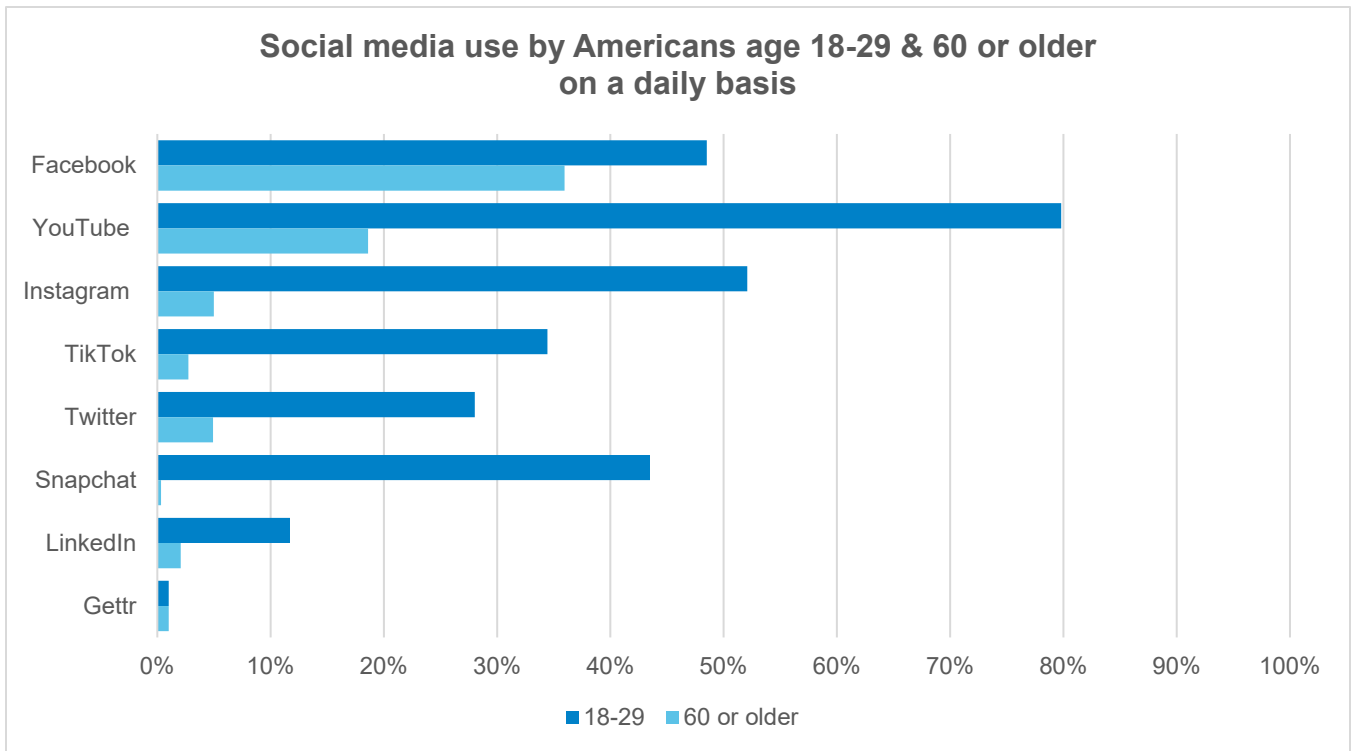
### Facebook and YouTube Most Used Social Media Sites



Half (50%) of Americans report using Facebook on a daily basis, closely matched with YouTube (48%) as the social media sites most used on a daily basis. Instagram (28%), TikTok (16%), and Twitter (15%) round out the top five.

Similarly, among adult Christians, Facebook (51%) tops the list of daily used social media sites, followed by YouTube (42%), Instagram (26%), TikTok (16%), and Twitter (11%). Among those who do not practice a religion, YouTube (53%) and Facebook (52%) top the list, followed by Instagram (32%), Twitter (18%) and, then, TikTok (17%), as the platforms most used on a daily basis.

Age is Key Determining Factor of Preferred Social Media Site



While religious participation does not lead to significant differences in the choice of social media site used on a daily basis, age does. YouTube is the most used social media site on a daily basis among those 18-29 (80%) and those 30-44 (66%). Only 38% of those 45-59, and 19% of those 60 or older, report using YouTube on a daily basis. Among those 45-59, Facebook (59%) is the most used daily site, and it is also the most used platform by those 60 or older, though only 36% of that age group reports using Facebook on a daily basis.

Gettr, a social media platform and microblogging site founded by Jason Miller, a former Donald Trump aide, is only used on a daily basis by 1% of Americans and 2% of Christians. 30% of Americans report never using Gettr, and 67% report never having heard of the social media platform.

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## Contact Information



### About Client

The Deseret News was founded in 1850 at the edge of the American frontier by pioneers committed to “Liberty & Truth.”

More than a century and a half later, the Deseret News is the longest-running news organization in Utah and the state’s oldest continuously operating business. In addition to its award-winning website and mobile app, the Deseret News publishes a weekly edition (delivered by mail), Deseret Magazine, and the Church News.

The Deseret News is a subsidiary of the Deseret Management Corporation, which is owned by The Church of Jesus Christ of Latter-day Saints. The Deseret News retains and reaffirms its commitment to being a standard-bearer of journalistic integrity and principled reporting. We aim to elevate understanding, challenge assumptions, and illuminate context from our long-standing heritage of faith, family and the fundamental values that build strong societies.

Robin Ritch — President & Publisher   Hal Boyd — Executive Editor

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### About the Marist College Institute for Public Opinion (MIPO)

Founded in 1978, the [Marist College Institute for Public Opinion](#) (MIPO) is a survey research center at Marist College in Poughkeepsie, New York. The Marist Poll has conducted independent research on public priorities, elections, and a wide variety of social issues. The Marist Poll regularly partners with NBC News to conduct scientific public opinion polls in key electoral battleground states. It teams with NPR and the PBS NewsHour to take the pulse of the country.

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