



Fetzer Institute

Survey of Love and Forgiveness in American Society



prepared for the Fetzer Institute by StrategyOne
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Fetzer Institute

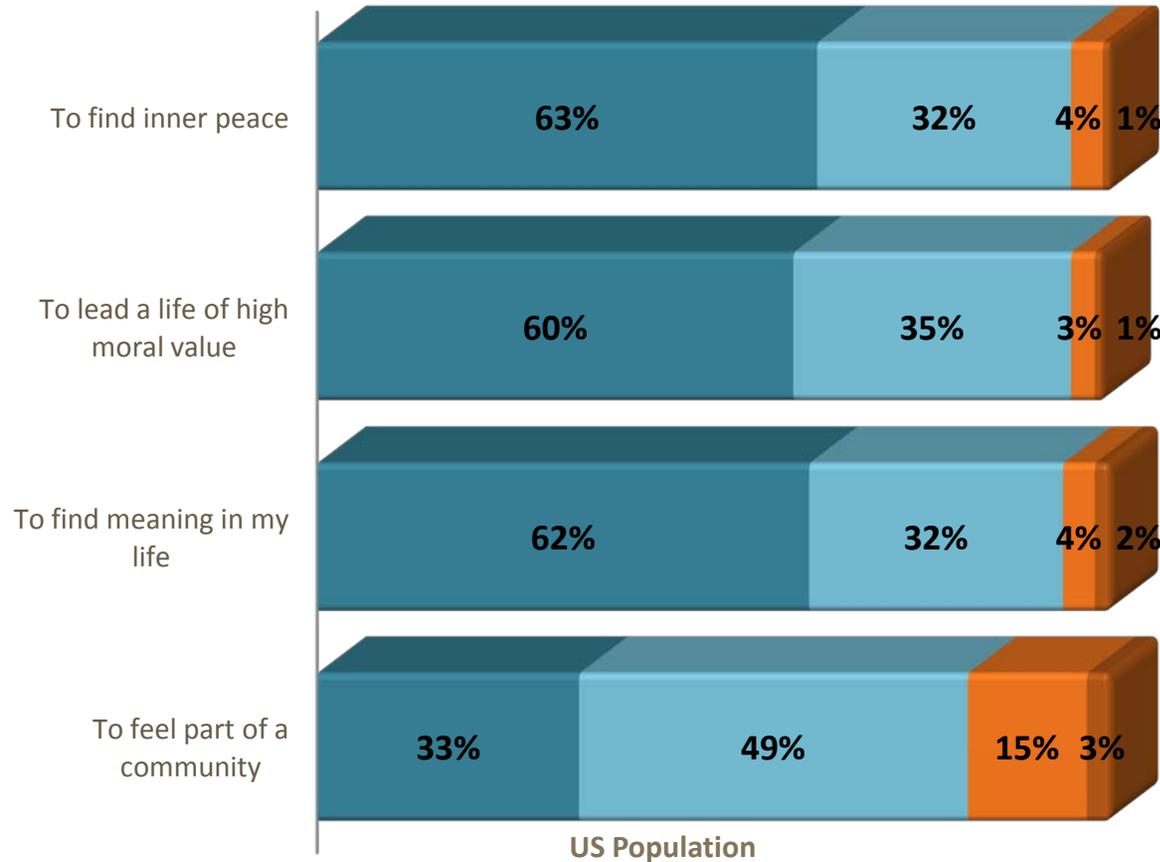
Religion & Spirituality



Americans are uniformly committed to leading spiritual, connected lives.

Importance of Values

Very important Somewhat important Not very important Not at all important

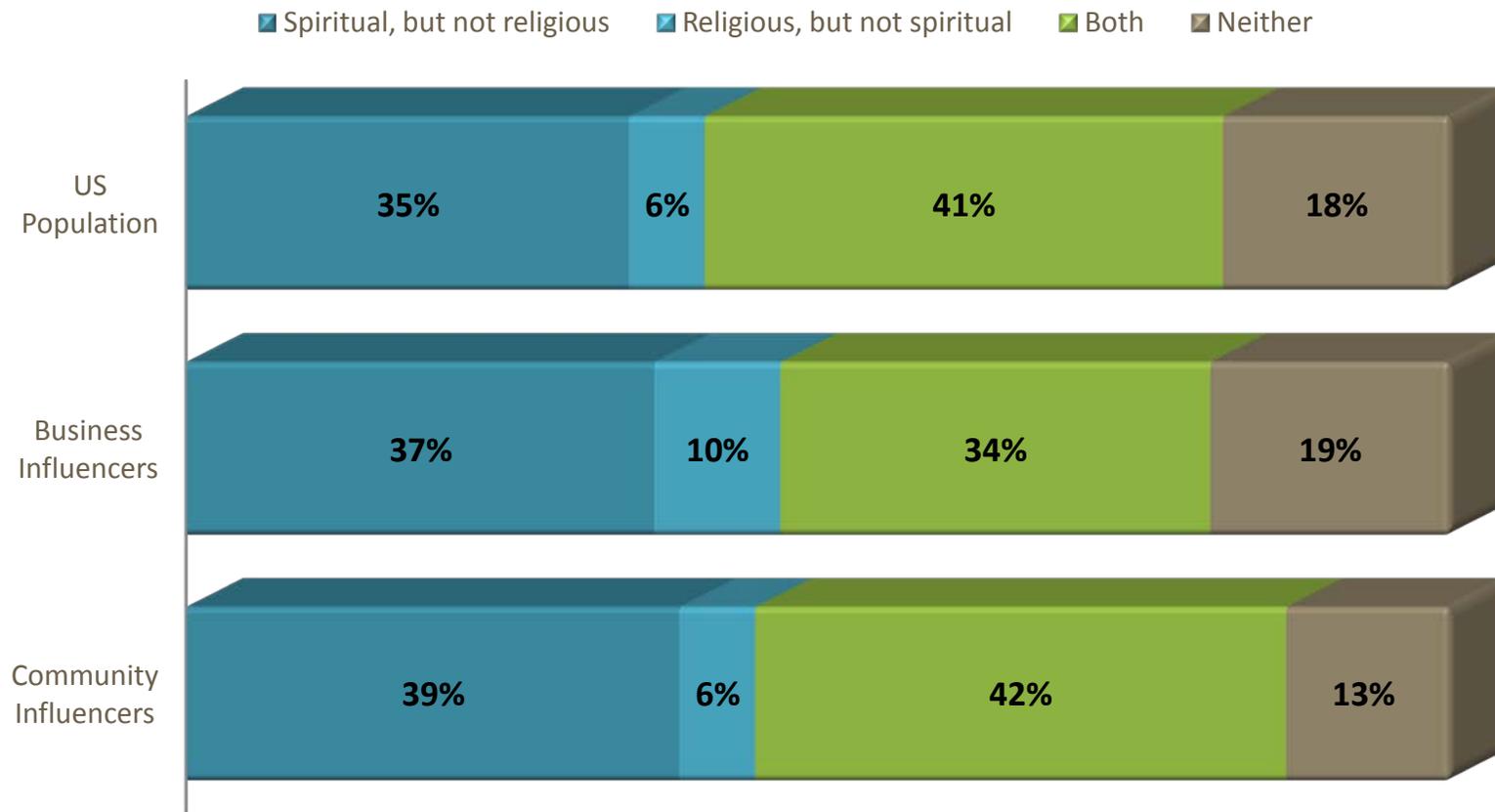


% IMPORTANT, Key Groups		
US Population	Community Influencers	Business Influencers
95%	96%	95%
95%	95%	95%
94%	95%	93%
82%	90%	87%

•How important would you say each of the following is in your personal life?



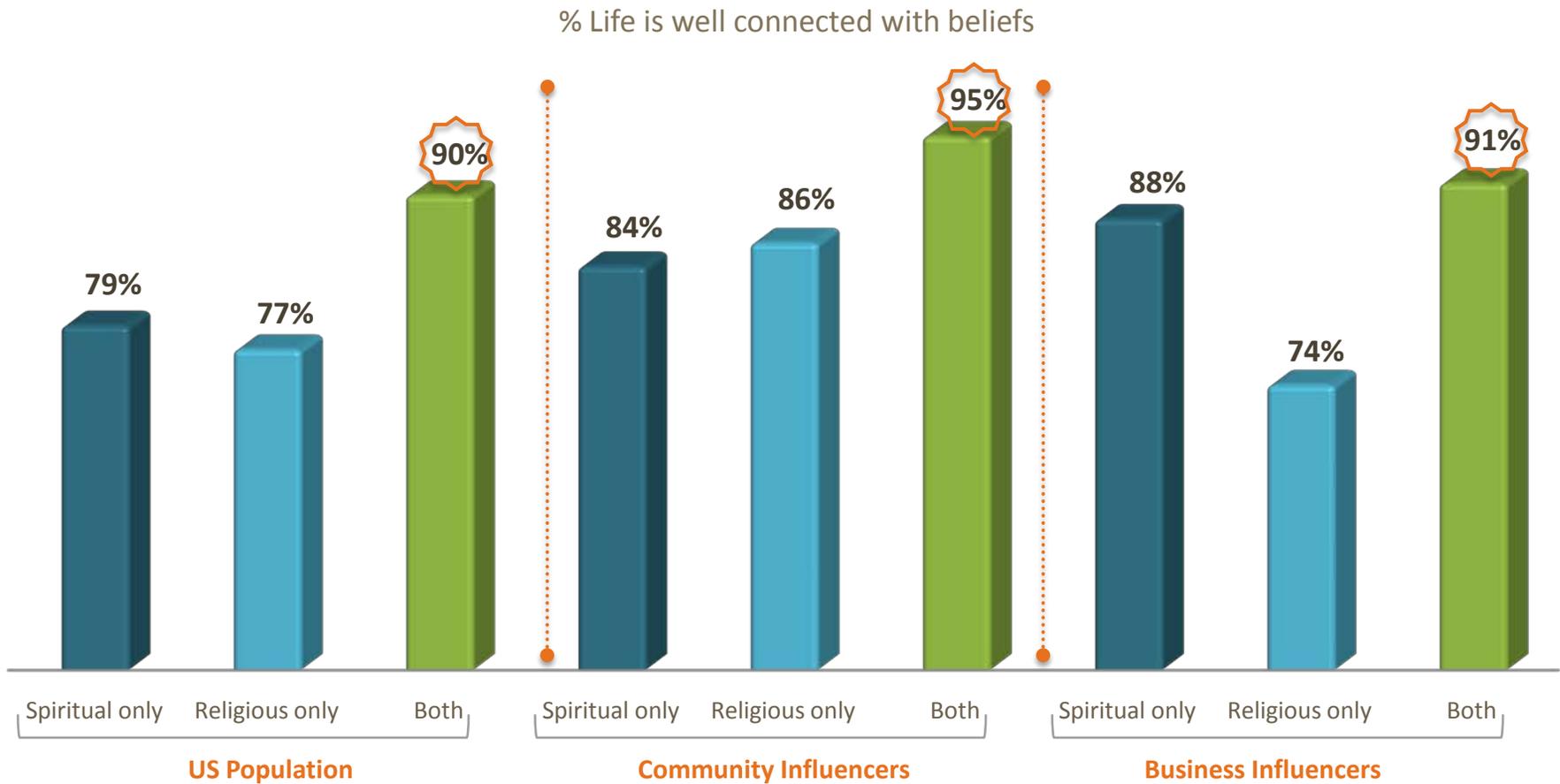
Most Americans consider themselves “spiritual.”



•Thinking about religion and spirituality, which of the following best describes you?



Americans who are both religious and spiritual lead lives more aligned with their beliefs.



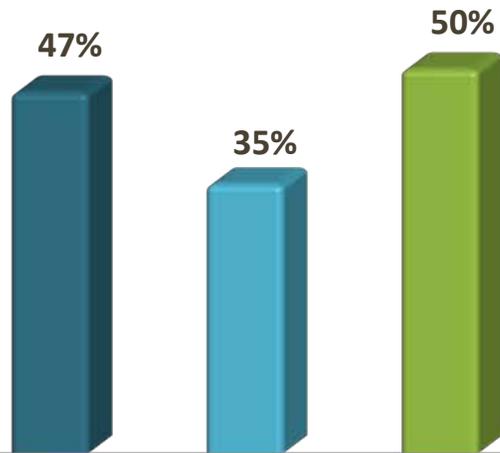
- How well connected is your life with your spiritual beliefs? (Asked among spiritual only.)
- How well connected is your life with your religious beliefs? (Asked among religious only.)
- How well connected is your life with your spiritual/religious beliefs? (Asked among both spiritual and religious.)



Spirituality is a common factor in Americans having more trust and openness to others.

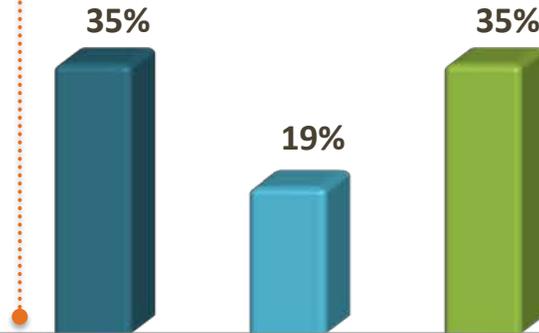
Forgiveness not conditional

% DISAGREE
“In general, my forgiving someone should depend upon the offender first apologizing and making changes in their behavior”



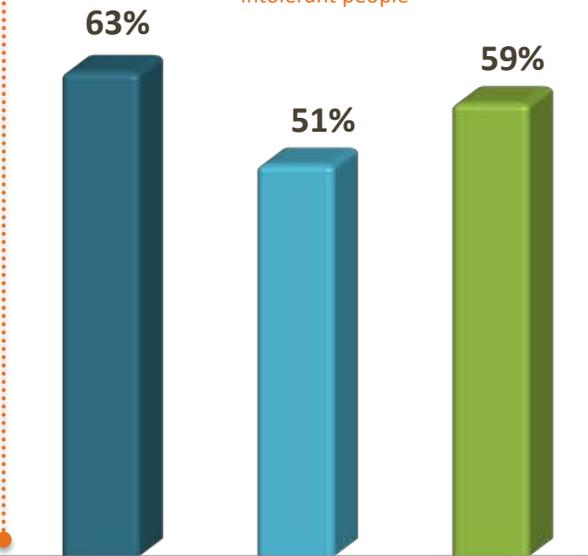
Trust of others

% DISAGREE
“Most people would take advantage of others if they had the chance”



Positive global views

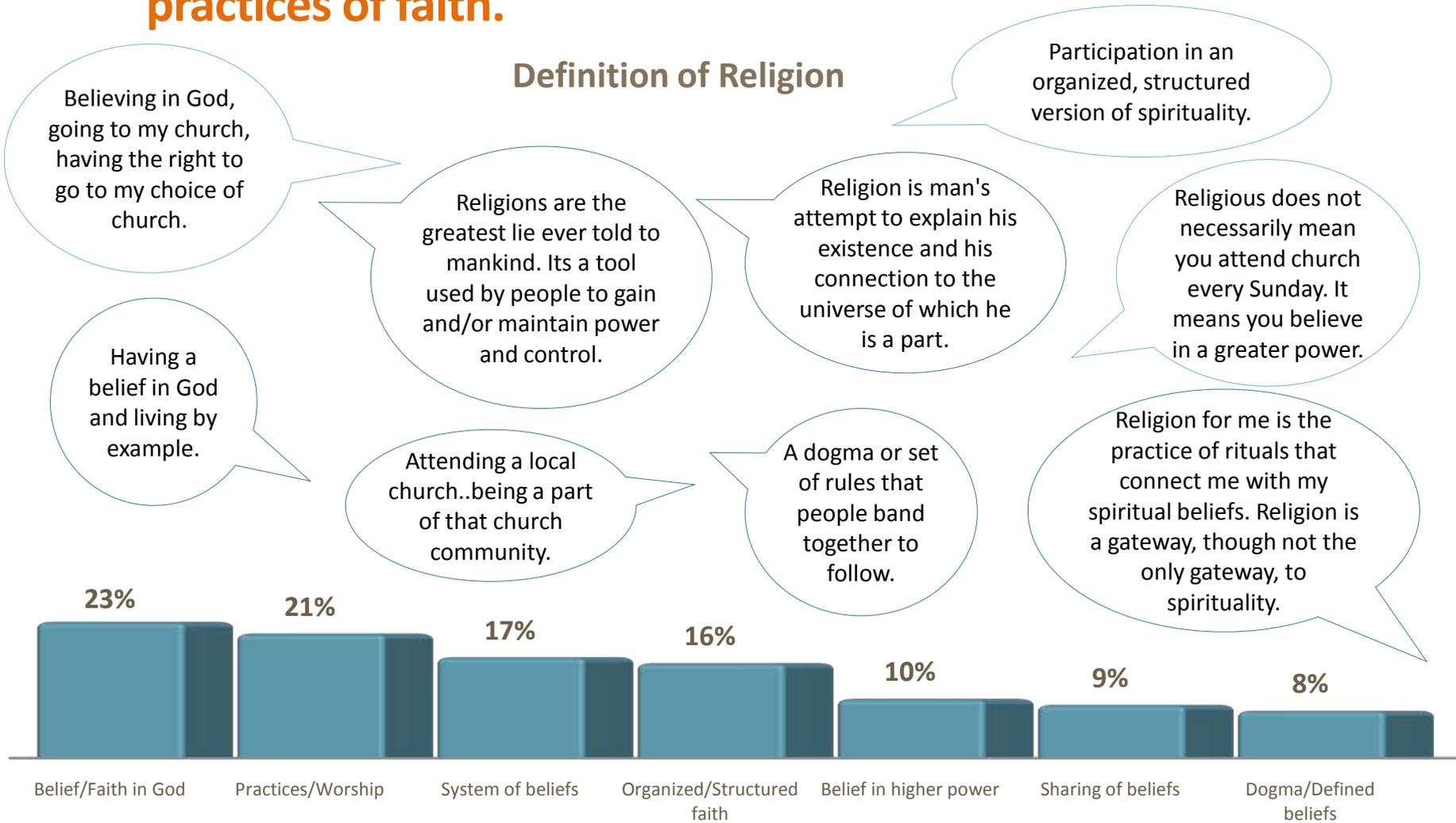
% DISAGREE
“People in other countries are generally intolerant people”





Americans understand religion as a set of beliefs and practices of faith.

Definition of Religion



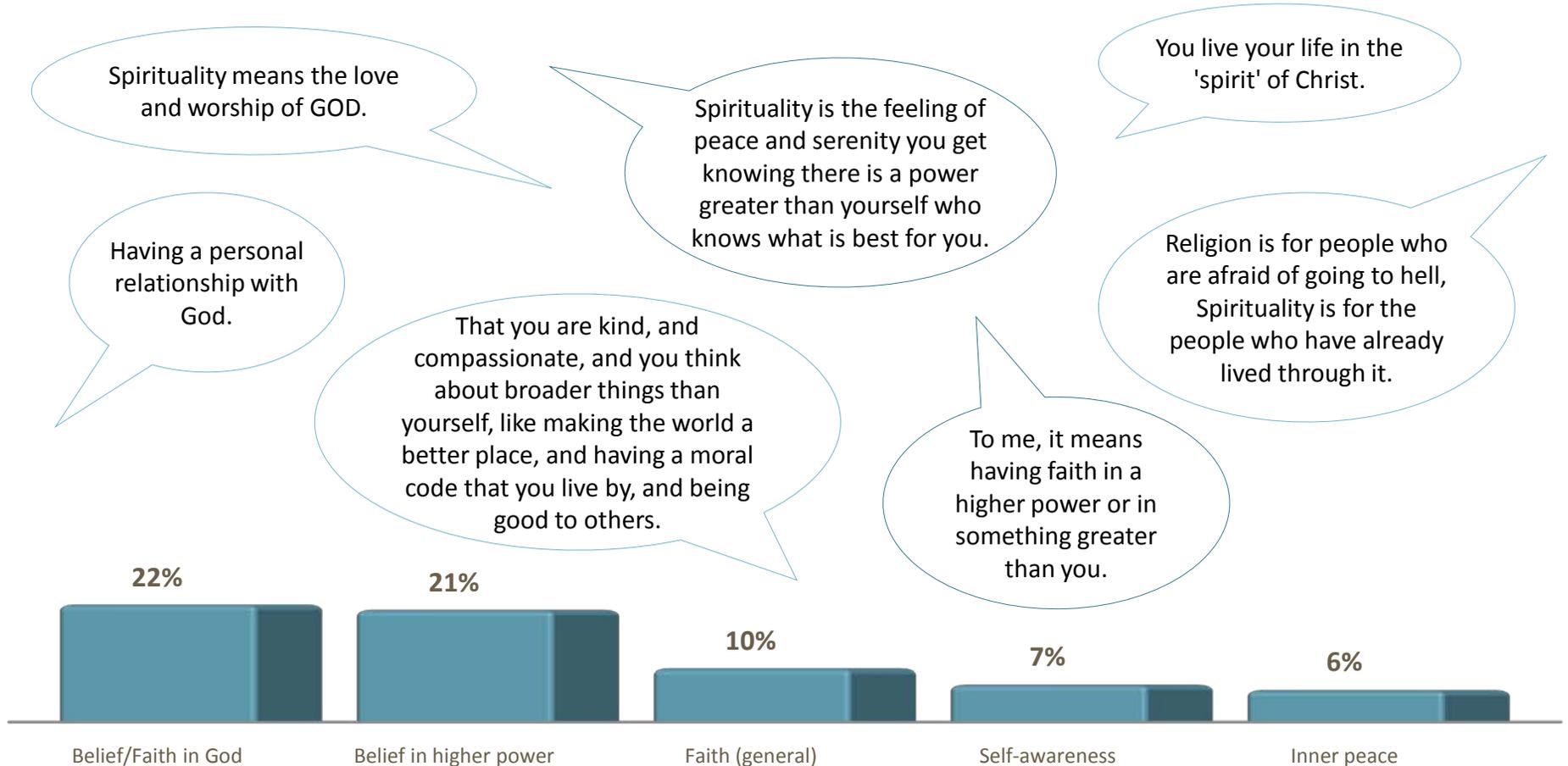
US Population

•What does the term "religion" mean to you? (Mentions less than 10% omitted from table.)



Americans understand spirituality to be more personal than religion.

Definition of Spirituality



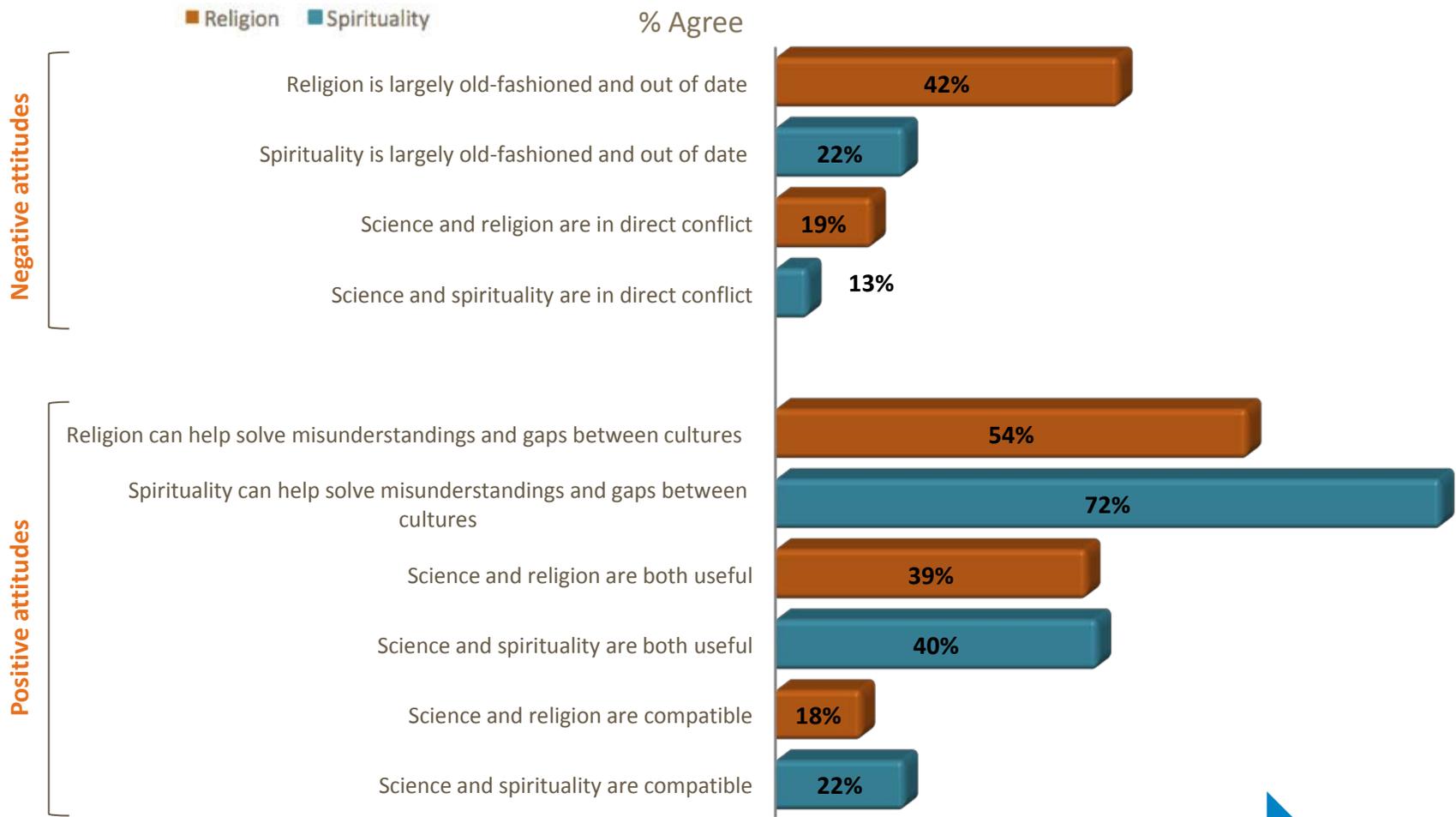
US Population

•What does the term “spirituality” mean to you? (Mentions less than 5% omitted from table.)



Attitudes about religion and spirituality differ. Americans are more likely to see spirituality as relevant and useful.

Perceived Relevance of Religion and Spirituality



•How much do you agree or disagree with the following statements?

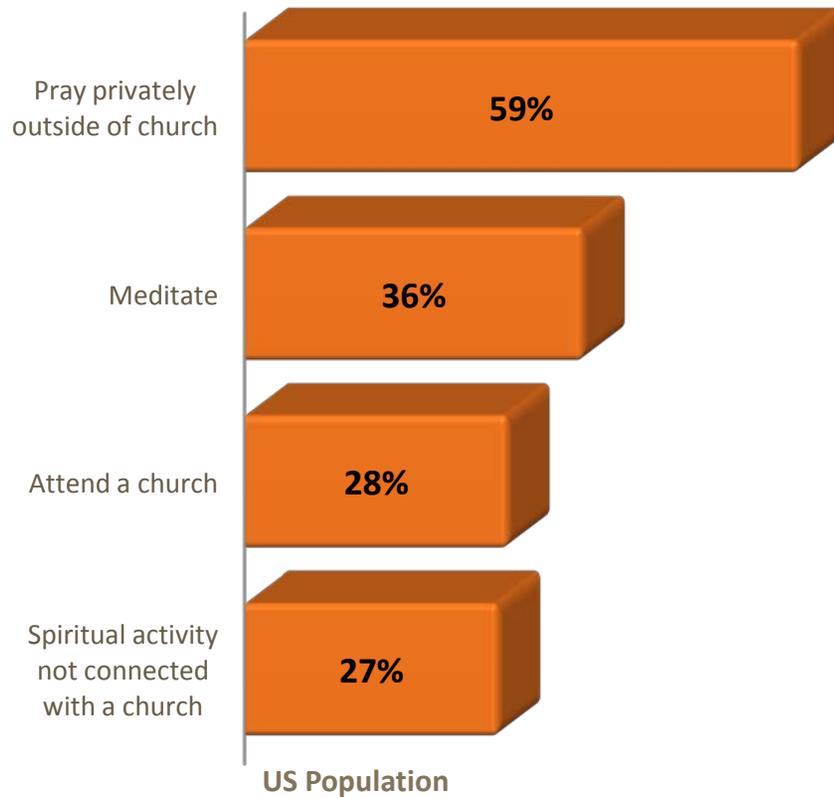
US Population



Those who are both religious and spiritual are most likely to participate in religious/spiritual practice.

Religious/Spiritual Practice

% Once per week or more



% FREQUENTLY, Key Groups					
US Population	Community Influencers	Business Influencers	Spiritual only	Religious only	Both
59%	62%	61%	50%	62%	87%
36%	46%	52%	41%	35%	49%
28%	37%	38%	12%	46%	54%
27%	36%	41%	29%	29%	38%

•How often do you do each of the following activities?



Americans have a growing interest in spirituality and are searching for guidance.

Connection to Spirituality



% AGREE, Key Groups					
US Population	Community Influencers	Business Influencers	Spiritual only	Religious only	Both
69%	67%	69%	63%	71%	89%
60%	63%	67%	66%	42%	77%
58%	52%	56%	56%	58%	57%
48%	52%	56%	70%	45%	39%
41%	41%	44%	22%	55%	67%
31%	30%	39%	30%	45%	31%
27%	22%	32%	27%	43%	24%

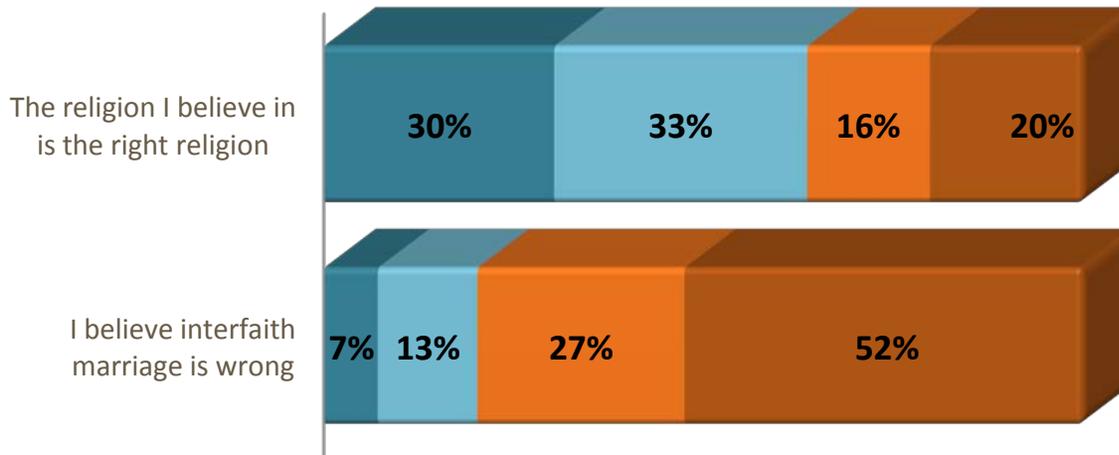
•How much do you agree or disagree with the following statements?



Many Americans believe their religion is the right one.

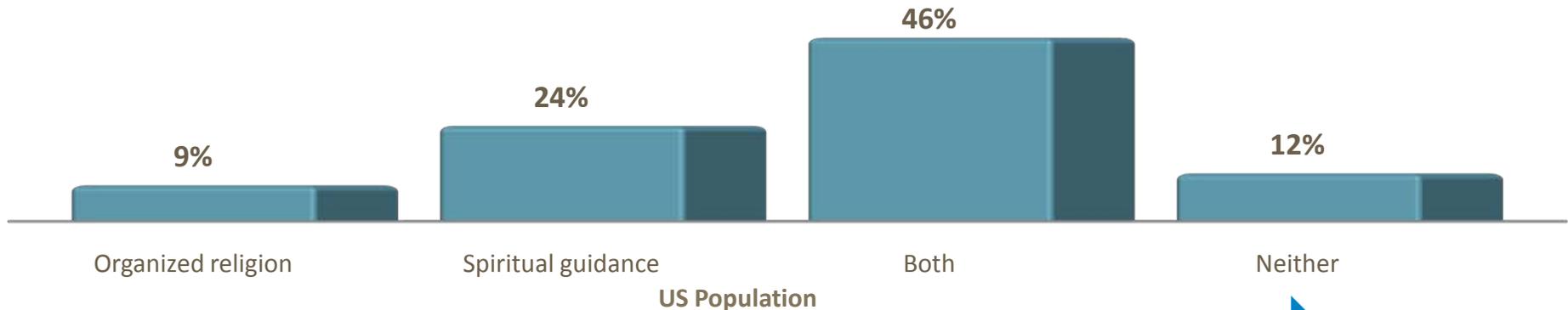
How Religious Preference Affects Lifestyle

Strongly agree Somewhat agree Somewhat disagree Strongly disagree



% AGREE, Key Groups		
US Population	Community Influencers	Business Influencers
63%	57%	60%
21%	16%	25%

Children should be raised with...



- How much do you agree or disagree with the following statements?
- Do you believe that your children should be raised with... (Asked of respondents with children.)