

# WHAT DIFFERENCE DOES CHRISTIANITY MAKE?

*How People Feel the Christian Faith Really  
Impacts (or Doesn't Impact) America*

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## INTRODUCTION

Regardless of your own beliefs, think about how the Christian faith in general affects society in the United States. Overall, do you feel the Christian faith tends to have a positive or negative effect?

This simple but weighty question was put to a demographically representative sample of over 1,000 American adults in a survey by Grey Matter Research & Consulting. People were asked how they feel the Christian faith impacts 16 different areas:

- children being raised with good morals
- the less fortunate being helped
- keeping the U.S. as a strong nation
- the role of women in society
- the amount of crime in society
- the amount of poverty in society
- the amount of violence in society
- differences of opinion being discussed in a civil manner
- how people view others with different beliefs and perspectives
- ethics in the business world
- participation in politics and voting
- the amount of racism in society
- the amount of substance abuse (drugs and alcohol) in society
- how people treat the environment
- how the U.S. is viewed by other countries
- sexuality in society

We are able to look at the data according to each person's religious perspectives and practices, along with their demographics. In addition, the question allowed respondents to describe the impact of the Christian faith as either strongly positive/negative, or only somewhat positive/negative (as well as to say it has no real impact), to give further nuance to the data.

Grey Matter Research has been active in conducting research in the religious community since 1996. We have served a variety of religious organizations (publishers, charities, denominations, etc.). Our purpose in this report is not to criticize the Christian faith, nor to defend or praise it. In reading what we discovered, you may be encouraged, dismayed, or some combination of the two, depending on your perspectives. What we hope above all is that you will be informed; that this report will make you think.

We also should point out that this study is based solely on Americans' opinions, which may be quite accurate or wildly off-base when compared with reality. We make no attempt here to say that these opinions are right or wrong. But right or wrong, this is what Americans feel about the impact of the Christian faith on our society.



## SOME IMPORTANT DEFINITIONS

Any time we start throwing around religious definitions, we run into trouble. People from a variety of perspectives will question how we define various terms, or what groups are included where. While it is impossible to satisfy everyone, it is imperative that we be clear about the various terms used in this report.

**Christian** in this report will be a very broad definition. Among people who do not attend religious services, it refers to anyone who identifies their religious preference as Christian. Among those who attend religious worship services on a regular basis, it will include any faith group from a broadly Christian perspective: Methodist, Catholic, Orthodox, Quaker, Baptist, Pentecostal, Lutheran, Mormon, Brethren, Seventh-day Adventist, etc. We are well aware that not all of these groups consider each other to be “Christian,” but when discussing how the Christian faith impacts society, what’s important is what you consider *yourself* to be. If you consider yourself to be Christian, then you are essentially evaluating your own faith group; if not, then you are evaluating “those other people over there.”

“Christian” in this report is a very broad definition

**Protestant** refers to unchurched people who identify their religious preference as Protestant (or any individual Protestant denomination), as well as churchgoers who attend a body that is generally considered to be a traditional Protestant body. This includes large groups such as Lutheran, Baptist, Methodist, Assemblies of God, and Presbyterian, as well as smaller groups such as The Christian & Missionary Alliance, Church of God (Anderson, Indiana), and The Salvation Army. It does not include Catholic, Mormon, Orthodox, or any other non-Protestant group.

**Catholic** is similar to Protestant, in that it includes people who are unchurched but self-identify as Catholic, as well as people who regularly attend Mass at a Catholic parish.

**Non-Christian Faiths** are those which have no history or background as part of Christendom, including Islam, Buddhism, Hinduism, paganism, Judaism, etc.

**No Faith Preference** refers to people who do not attend religious worship services and who state they have no particular faith preference (not even to the general level of identifying with Christianity, Islam, or any major faith group). This does not include atheists and agnostics.

**Atheist and Agnostic** includes people who do not attend religious worship services, and who specifically state that they are atheist or agnostic (not just that they have no faith preference).

***Christian Churchgoers*** are people who, once a month or more, attend worship services at a church that is very broadly defined as part of the Christian tradition (see above under “Christian”).

***Born-again Christians*** are those who told us they have made a personal commitment to Jesus Christ that is still important in their lives today, and who believe they will go to Heaven when they die because they have accepted Jesus Christ as their savior. Denomination, church attendance, and whether they identify themselves as “born again” are not taken into consideration.

***Evangelicals*** are born-again Christians who also believe strongly that the Bible is the written word of God and is totally accurate in all that it teaches, that they personally have a responsibility to tell other people about their religious beliefs, that Satan is a real being (not just a symbol of evil), that Jesus Christ was sinless when he lived on earth, that eternal salvation is possible through God’s grace alone (nothing we do can earn salvation), and that God is the all-powerful, all-knowing, perfect creator of the universe who rules the world today. Again, it has nothing to do with church attendance, denomination, or how they identify themselves.

***The Christian Faith*** is what people were evaluating throughout this research. To some extent, this will mean different things to different people. Some may feel the faith itself – meaning the actual doctrine – has a positive or negative impact on society. Others may feel the doctrine is pure but is corrupted by human beings. Some may know quite a bit about Christianity and realize there are a lot of differences between a Vineyard church and a Greek Orthodox congregation. Others may know next to nothing about it, or may know about only one part of it (such as someone who was raised Catholic and is not even sure what a Baptist is). This study is about how people think of the Christian faith as a whole, in whatever expression they perceive it to be.



## OVERALL VIEWS OF CHRISTIANITY

In general, the Christian faith scores very well in public opinion in the areas of children being raised with good morals and the less fortunate being helped. It also scores pretty well in impacting the role of women in society and keeping the U.S. as a strong nation.

But out of the 16 different areas tested in this study, those are the only four for which at least half of all Americans believe the Christian faith has a positive impact on American society.

Thirty-two percent of Americans believe Christianity has a strongly positive impact on children being raised with good morals, while another 40% believe it has a somewhat positive impact on this area. Nineteen percent feel Christianity really has no impact on this area, while 7% see a somewhat negative impact, and just 1% believe there is a strongly negative impact.

Feelings about the impact of the Christian faith on the less fortunate being helped are very similar: 32% strongly positive, 40% somewhat positive, 20% no impact, 6% somewhat negative, and 2% strongly negative.

Reaction is a bit more muted, but still quite positive, to the perceived impact of the faith on keeping the U.S. as a strong nation. Twenty-two percent see a strongly positive impact, 30% see a somewhat positive impact, 36% feel Christianity has no real impact in this area, 7% believe its impact is somewhat negative, and 4% feel it is strongly negative.

In the area of the role of women in society, 13% feel the Christian faith has a strongly positive impact, and another 36% feel the impact is somewhat positive. Thirty-three percent feel it has no impact, 14% believe the impact is somewhat negative, and 5% see a strongly negative impact on the role of women in society.

It may be a bit of a stunner that in only four out of 16 tested areas do even half of all American adults believe Christianity is a positive force in society. However, this doesn't mean people largely see the Christian faith as creating problems.

Just under half of all Americans feel Christianity has a positive impact on the amount of crime in society, for instance (12% strongly positive, 33% somewhat positive). Only 22% believe there is a negative impact (15% somewhat negative, 7% strongly negative). One-third of all Americans do not feel the Christian faith has any real impact in this area.

The story is similar for a number of other areas – basically more positive than negative, with a lot of people just not perceiving any real impact. This includes:

Only four of the 16 tested areas show even half of all Americans perceiving a positive impact

- Participation in politics and voting (33% positive impact, 44% no impact, 23% negative impact)
- Differences of opinion being discussed in a civil manner (38% positive impact, 42% no impact, 20% negative impact)
- Ethics in the business world (34% positive impact, 44% no impact, 22% negative impact)
- The amount of violence in society (39% positive impact, 34% no impact, 27% negative impact)
- The amount of substance abuse (drugs and alcohol) in society (33% positive impact, 43% no impact, 23% negative impact)
- The amount of poverty in society (41% positive impact, 36% no impact, 23% negative impact)
- How people treat the environment (30% positive impact, 54% no impact, 15% negative impact)

Americans are less positive toward the role of the Christian faith in society in a few other areas. The population is largely divided over the impact of the Christian faith on the amount of racism in society: 33% believe the impact is positive, 35% neutral, and 32% negative.

The situation is similar when it comes to how people view others with different beliefs and perspectives. Thirty-six percent believe the Christian faith has a positive impact on this area, 31% see no impact, and 33% believe the impact is generally negative.

The least likely to be perceived as a positive is the impact on sexuality in society

In two areas, Americans are actually more likely to be critical of Christianity than they are to feel it is making a positive difference. Twenty-seven percent believe the Christian faith has a positive impact on how the United States is viewed by other countries. Forty-three percent do not believe there is any real impact, while 30% believe the impact is negative.

The least likely of the 16 tested areas to be perceived as a positive is sexuality in society. Just 26% feel Christianity has a positive impact in this area, while 37% do not see any real impact, and 37% believe the impact is largely negative.

Before we go deeper into the data, stop for a moment and consider some of these overall findings. In a diverse nation, where about three out of ten people don't identify with Christianity in any way, it is amazing to note how many people feel the Christian faith has a positive impact on the less fortunate being helped, as well as on children being raised with good morals. As we'll see in a moment, the Christian faith is often lauded in these areas even among people who have nothing to do with it personally.

It's also interesting to note that one of the four areas where the faith is seen as having the most positive impact is an area in which it often takes criticism: the role of women in society. More conservative churches, especially, such as various evangelical groups,

Latter-day Saints, and Catholics are often criticized for declining to ordain women or have women in leadership roles equal to men (and even in many of the denominations that do ordain women, there are comparatively few female ministers). Some groups lob grenades at many Christian denominations due to their stances against abortion and/or contraception, accusing them of using these viewpoints as a way to subjugate women. Feminism and Christianity have often been at odds, particularly as some Christian groups have advocated for more traditional gender roles.

Yet with all of this, Americans generally believe the Christian faith has a positive impact on the role of women in society. Only one out of five Americans believes the faith has any sort of negative impact in this area.

The old saying is that in order to make an omelet, you need to break a few eggs. Therefore, it may not be distressing that some people feel Christianity has a negative impact in some areas. It would be understandable if Christian leaders could look at some of these results and not be concerned that some people believe the faith is having a negative impact, since many Christians advocate things that non-Christian groups oppose.

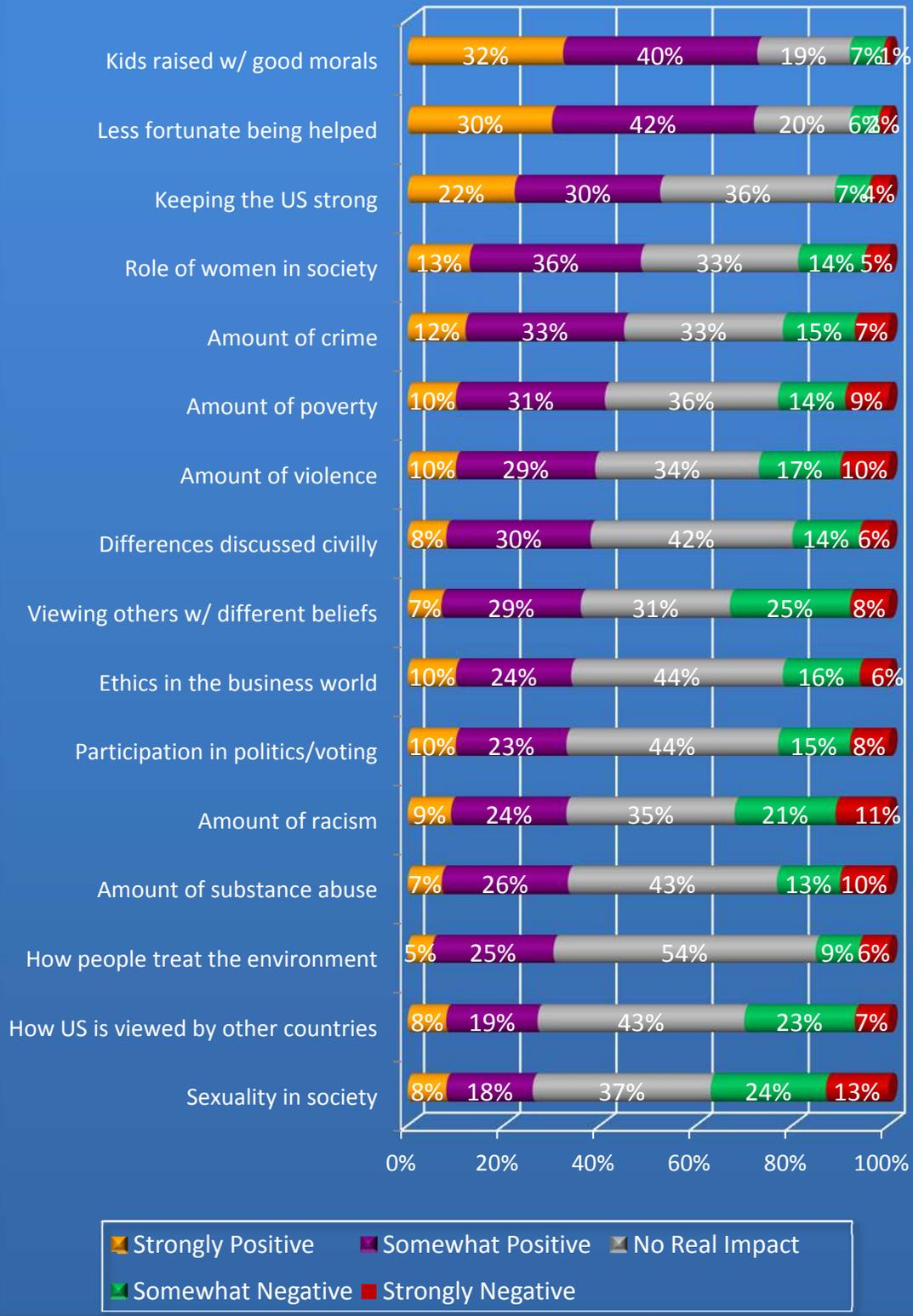
Of greater concern may be the cases in which so many Americans feel the Christian faith has *no* impact, rather than a negative impact. Being perceived as having a negative impact may simply mean being at odds with some elements of society. Being perceived as having no significant impact means, frankly, being seen as unimportant, uninvolved, or ineffectual in those areas.

Of greater concern is how many people feel the Christian faith has *no* impact

Over half of all Americans (54%) believe the Christian faith really does not impact how people treat the environment. Almost half believe the faith has no impact on ethics in the business world (44%), participation in politics and voting (44%), the amount of substance abuse in society (43%), or differences of opinion being discussed in a civil manner (42%). Christianity is considered to lack any real impact in eight other areas by around one out of three Americans.

Whether or not the Christian faith actually does impact each of these areas is a separate debate, but many Americans just don't believe it's having much impact.

## Perceived Impact of the Christian Faith



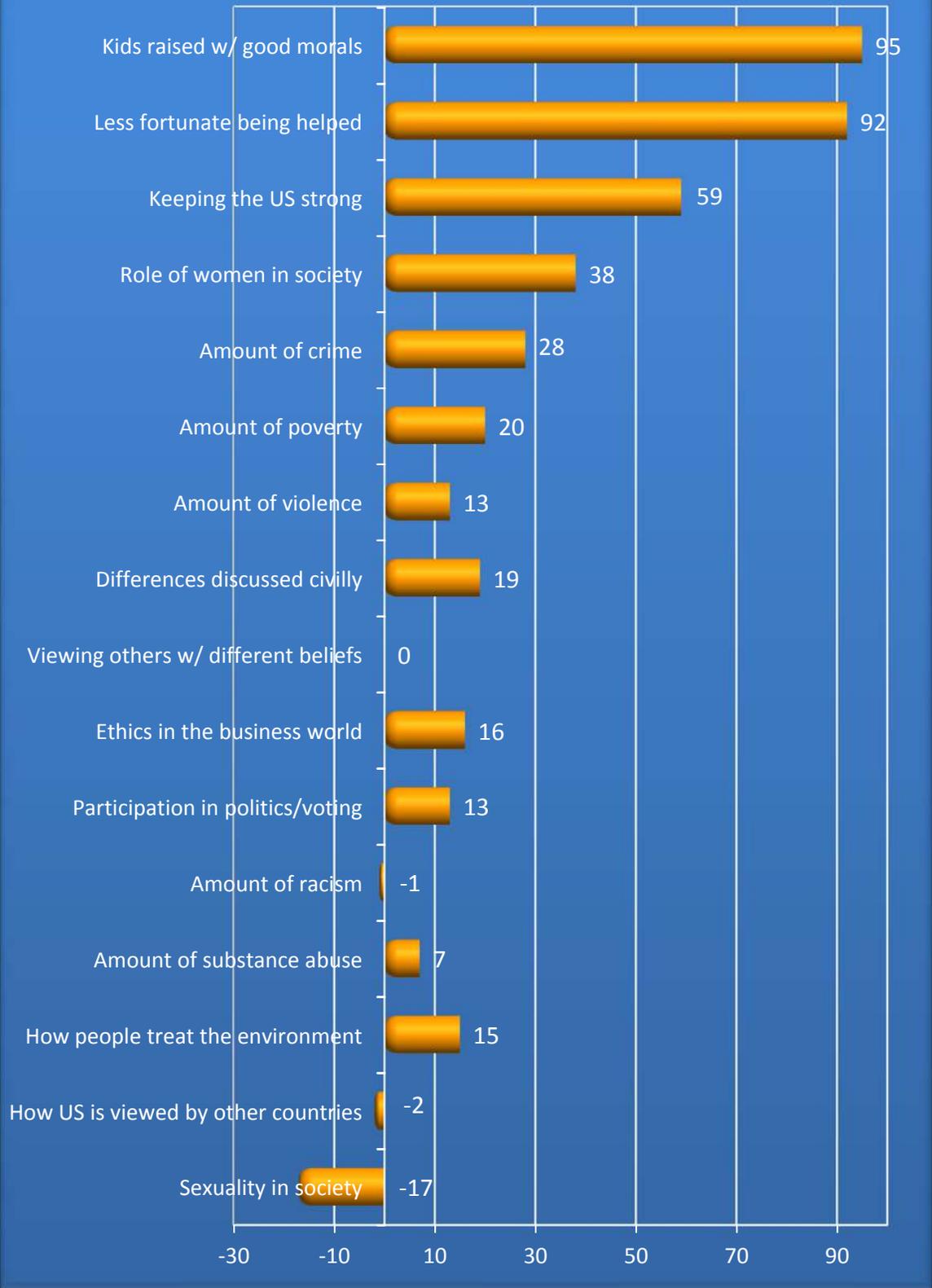
A simple way of measuring the net perceived impact at a glance is by scoring responses. For every person in the study who believes Christianity has a strongly positive impact in a given area, two points are awarded. Each somewhat positive vote gets one point. No points are awarded for those who believe the faith has no impact. Each “somewhat negative” response deducts one point from the total, while each person who sees a strongly negative impact deducts two points. The highest possible score would be 200 points (if every respondent believed the faith has a strongly positive impact), while the lowest possible score would be -200.

Using this system, the highest score in this study is 95 points for children being raised with good morals, followed by 92 for the less fortunate being helped. The score for keeping the U.S. as a strong nation is 59, and for the role of women in society it is 38. The score for the amount of crime in society is 28.

Nothing else rises above a score of 20.

There are, in fact, some that don't even rise above a zero. The net view of Christianity is that it has a negative impact on sexuality in society, with a score of -17. How the U.S. is viewed by other countries is at a -2, and the amount of racism in society is at a -1, while how people view others with different beliefs and perspectives gets a net score of zero.

## Net Perceived Impact Scores



If the 16 different areas are averaged together, the average rating of the Christian faith is that 13% believe it has a strongly positive impact, 29% see a somewhat positive impact, 37% see no impact, 15% perceive a somewhat negative impact, and 7% believe the faith has a strongly negative impact on American society.



## THE VIEW FROM THE INSIDE

Of course, one might posit that there are many Americans who simply do not like the Christian faith – atheists, people from other religions, or those who just don't care about religion of any sort. So let's take a look at how people who identify with the Christian religion actually feel about the impact of Christianity.

For one thing, it is definitely more positive. And the more “Christian” someone is (i.e. the more involved in their faith, such as attending worship or reading the Bible), the more positive that perception is likely to be. But that doesn't mean there are no criticisms of the faith from inside of it.

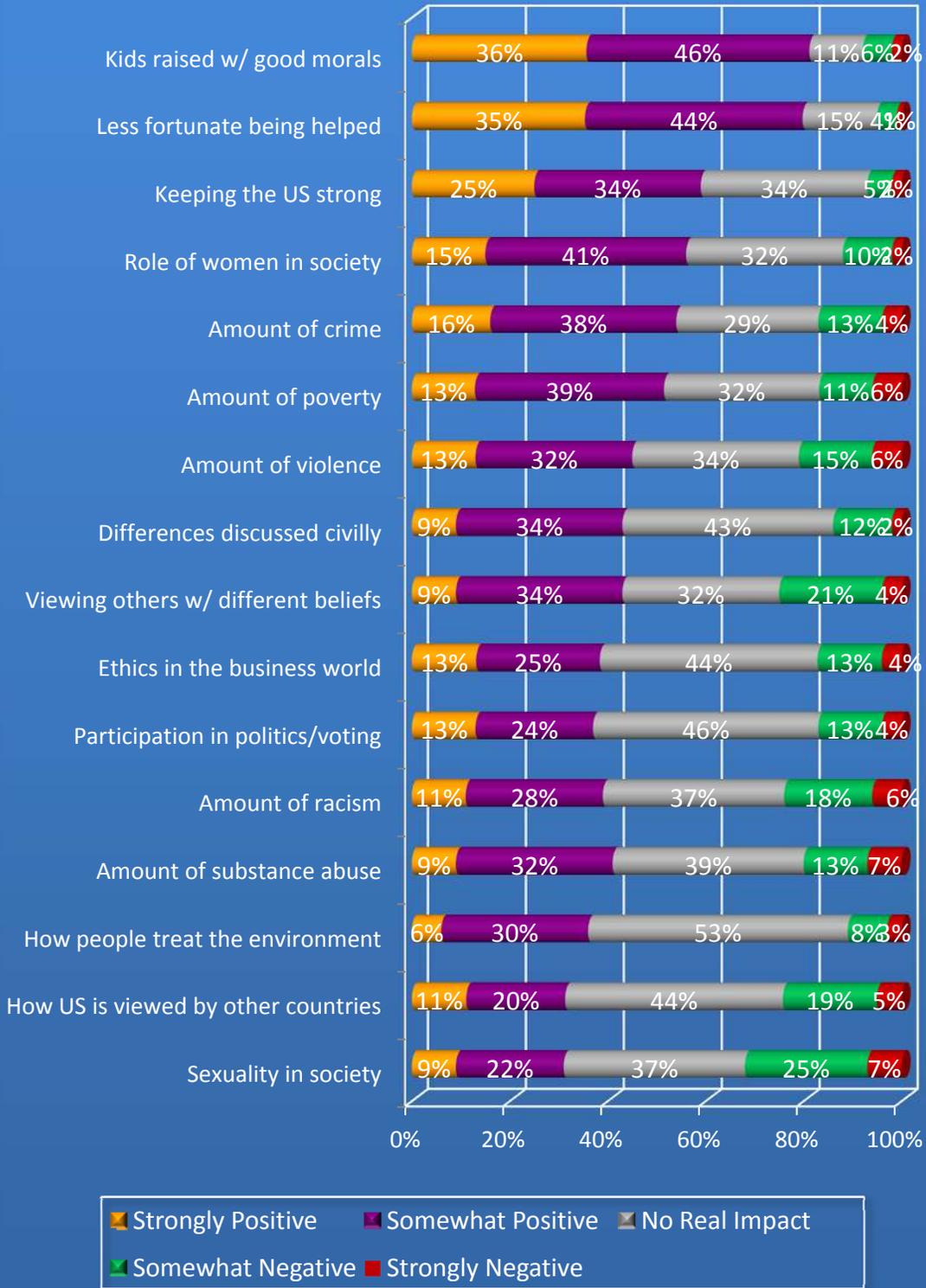
Overall, the numbers among self-identified Christians are not very different from the numbers among the total population. This is largely because self-identified Christians make up about seven out of ten members of the population. In other words, they're such a large group that they have a very heavy influence on the numbers for the total population. It's only when we directly contrast the views of Christians and non-Christians that we can get a good feeling for the depth of the differences. However, we'll actually do that a bit later on, when looking at the view from the *outside*.

When all of the individual ratings among Christians are combined, the average is that 15% rate the impact of Christianity as strongly positive, 33% as somewhat positive, 35% as lacking any real impact, 13% as somewhat negative, and 4% as strongly negative. These numbers are very similar to the average combined rating by the total population.

Self-identified Christians can be fairly critical about the impact of Christianity

People who identify themselves as Christian have the capacity to be fairly critical about what they identify as their own faith. For example, 32% of Christians believe the Christian faith has a negative impact on sexuality in society, 24% believe it has a negative impact on the amount of racism, and 25% feel it negatively impacts how people view others who have different beliefs or perspectives. Many other Christians don't see Christianity as having any real impact in various areas.

## Perceived Impact of the Christian Faith (Among Self-identified Christians)



On surveys and studies related to religion, one common area of pushback from religious leaders is that people can call themselves anything they want – how do we separate those who actually take their faith seriously from those who are only nominally Christian? One way to do this is to consider active participation in a Christian community, meaning those who attend worship services at least once a month.

When we compare people who regularly attend a Christian church (again, this is very broadly defined and includes Catholic, Protestant, Mormon, Orthodox, etc.) with those who call themselves Christian but who do not attend worship services, there are differences to be seen. However, these differences generally are not very large. Attendance at a church does not have a major effect on how the impact of the Christian faith in this country is perceived by Christians.

Church attendance does not have a major impact on perceptions of the Christian faith's impact

For example, consider the perceived impact of the faith on the amount of racism in society. Among people who attend Christian worship services, 41% feel the impact is positive, 34% feel there is no real impact, and 24% feel Christianity has a negative impact in this area. Among people who identify with the Christian faith but do not attend church, 35% feel Christianity has a positive impact in this area, 42% see no real impact, and 22% feel the faith has a negative impact. The major difference is that 15% of churchgoers feel the faith has a strongly positive impact in this area, compared to just 6% of unchurched Christians. A difference, yes, but by no means a massive one.

Church attendance shows little ability to impact perceptions of Christianity for many of the 16 tested areas. Only a few areas show any substantial difference between churched and unchurched Christians:

- Churched and unchurched Christians are equally likely to feel the Christian faith has a positive impact on the less fortunate being helped and on children being raised with good morals, but churchgoers are more likely to feel the faith has a strongly positive impact in these two areas.
- Churchgoers are more likely than unchurched Christians to feel the Christian faith has a positive impact on ethics in the business world, the role of women in society, the amount of poverty in society, how people treat the environment, how the U.S. is viewed by other countries, and keeping the U.S. as a strong nation. Unchurched Christians are more likely to say the faith has no real impact in each of these areas.
- Unchurched Christians are more likely than churchgoers to feel the faith has no real impact on the amount of substance abuse in society. Churched Christians are more likely to feel the Christian faith has a positive impact in this area, but also more likely to feel the faith has a *negative* impact in this area.

## Perceived Impact of Christianity, by Church Attendance

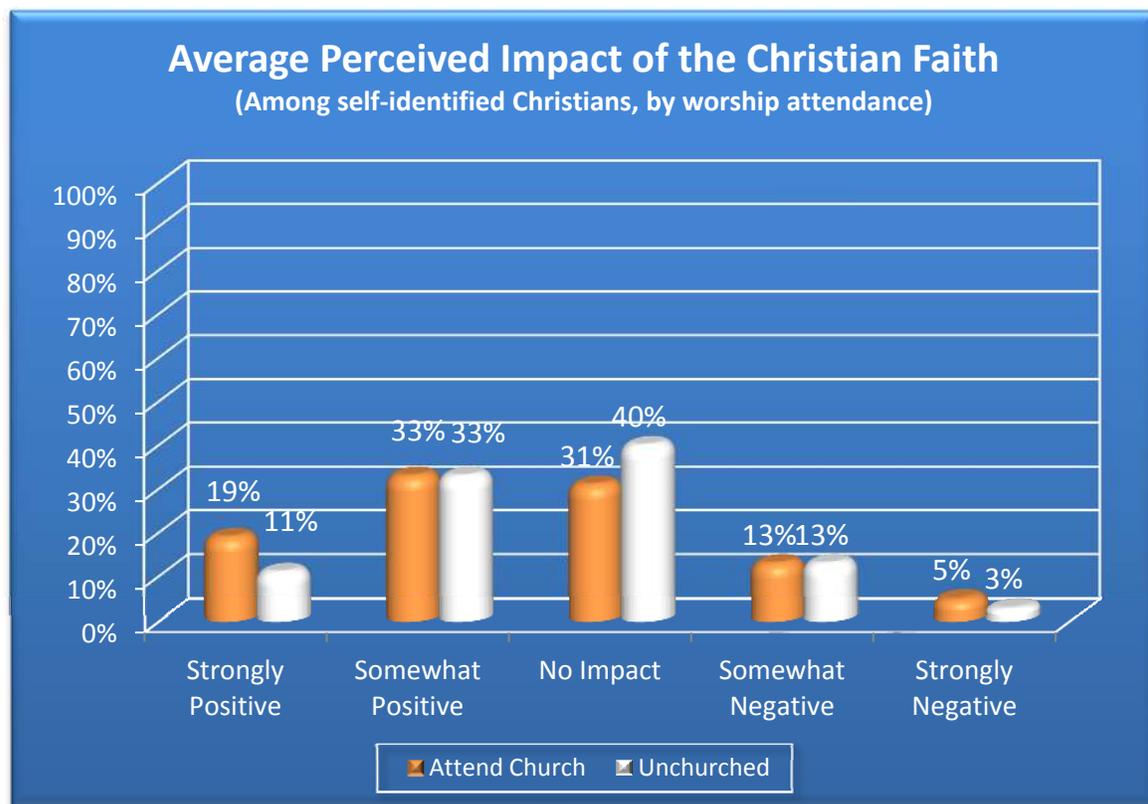
(Among people broadly defined as Christian)

Area/Church Status	Strongly Positive	Somewhat Positive	No Impact	Somewhat Negative	Strongly Negative
<b>Children being raised with good morals:</b>					
Attend a Christian church	42%	40%	10%	7%	1%
“Christian” but unchurched	30	52	12	5	2
<b>The less fortunate being helped:</b>					
Attend a Christian church	42	38	14	4	2
“Christian” but unchurched	25	53	16	5	1
<b>Keeping the U.S. a strong nation:</b>					
Attend a Christian church	31	36	26	6	2
“Christian” but unchurched	17	32	45	4	2
<b>Role of women in society:</b>					
Attend a Christian church	18	43	28	9	2
“Christian” but unchurched	11	39	37	11	2
<b>Amount of crime:</b>					
Attend a Christian church	18	38	22	15	6
“Christian” but unchurched	12	38	38	10	3
<b>Amount of poverty:</b>					
Attend a Christian church	16	38	28	12	6
“Christian” but unchurched	9	40	37	9	6
<b>Amount of violence:</b>					
Attend a Christian church	14	32	31	16	7
“Christian” but unchurched	12	32	38	13	5
<b>Differences of opinion being discussed in a civil manner:</b>					
Attend a Christian church	11	33	42	12	2
“Christian” but unchurched	7	35	44	11	2
<b>How people view others with different beliefs and perspectives:</b>					
Attend a Christian church	11	32	33	20	5
“Christian” but unchurched	6	37	31	23	3
<b>Ethics in the business world:</b>					
Attend a Christian church	18	28	37	12	6
“Christian” but unchurched	8	22	54	14	3
<b>Participation in politics and voting:</b>					
Attend a Christian church	15	24	45	12	4
“Christian” but unchurched	10	24	49	14	4
<b>Amount of racism:</b>					
Attend a Christian church	15	26	34	18	6
“Christian” but unchurched	6	29	42	17	5

<b>Amount of substance abuse:</b>					
Attend a Christian church	13	33	31	15	8
“Christian” but unchurched	5	30	50	11	5
<b>How people treat the environment:</b>					
Attend a Christian church	8	34	47	8	4
“Christian” but unchurched	4	26	61	7	1
<b>How the U.S. is viewed by other countries:</b>					
Attend a Christian church	17	21	39	19	5
“Christian” but unchurched	4	20	52	19	5
<b>Sexuality in society:</b>					
Attend a Christian church	10	24	36	24	7
“Christian” but unchurched	9	19	38	27	6

Note: numbers on this and other tables/graphs may not add to exactly 100% due to rounding.

For the 16 different areas of impact, the average for churchgoing Christians is that 19% see a strongly positive impact, while 33% see a somewhat positive impact. Among self-identified Christians who do not attend worship services, the average is that 11% see a strong impact, while 33% see some impact. As the graph shows, there is not much difference between Christians who attend worship and those who do not.



There is more likely to be a distinction between self-identified Christians who actually read the Bible at least once a month and those who don't read it at all (even though they consider themselves to be Christian). In 15 out of the 16 tested areas, Christians who read the Bible are either more positive overall, or more strongly positive (or both) about the impact of Christianity on American society.

For example, 18% of Bible readers feel the Christian faith has a strongly positive impact on ethics in the business world, while another 31% feel it has a somewhat positive impact on this area. Among non-readers who identify themselves as Christian, only 8% feel the faith has a strongly positive impact in this area, with another 19% perceiving a somewhat positive impact.

Usually, Christians who don't read the Bible aren't more likely to feel the Christian faith has a negative impact on these various areas, but they are often considerably more likely to say the faith has no impact at all. For instance, in the aforementioned example of ethics in the business world, 36% of Bible readers feel the faith has no impact, versus 54% among non-readers.

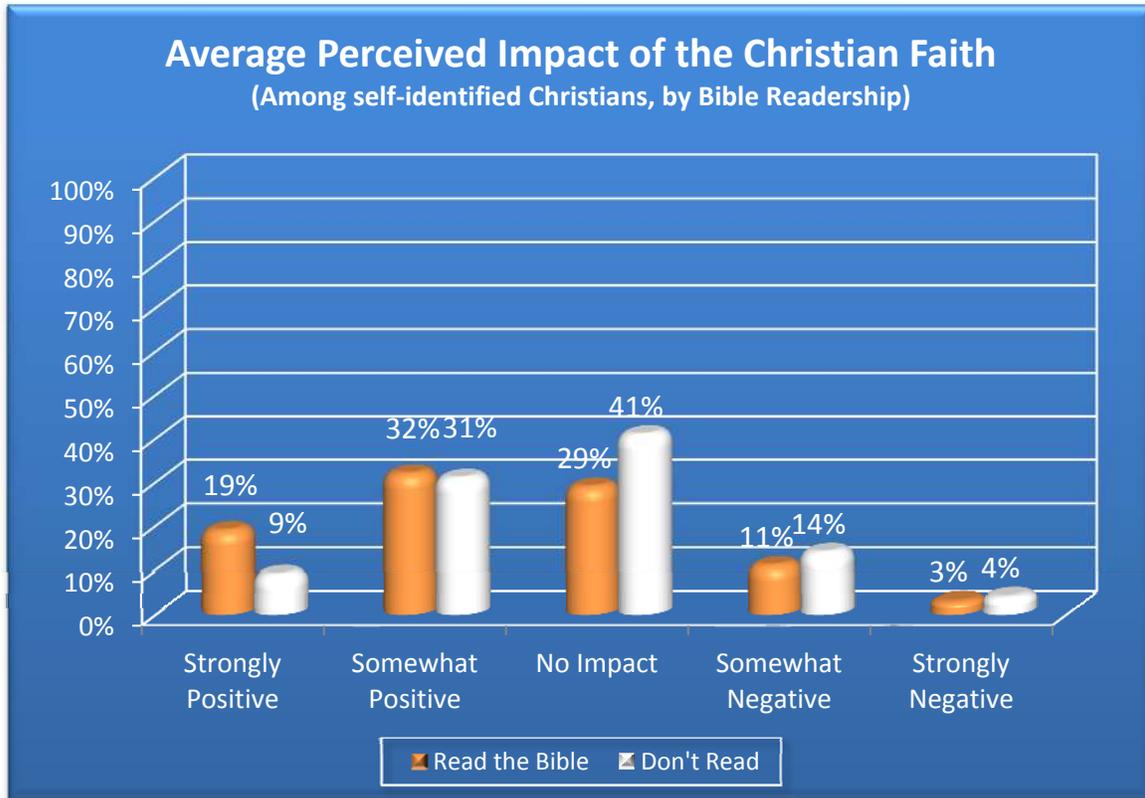
Only in the area of participation in politics and voting does Bible readership make no difference in the perceptions of Christianity's impact.

## Perceived Impact of Christianity, by Bible Readership (Among people broadly defined as Christian)

Area/Readership	Strongly Positive	Somewhat Positive	No Impact	Somewhat Negative	Strongly Negative
<b>Children being raised with good morals:</b>					
Read the Bible	46%	39%	9%	5%	1%
Don't read the Bible	26	52	13	7	2
<b>The less fortunate being helped:</b>					
Read the Bible	42	39	15	4	1
Don't read the Bible	27	51	15	5	2
<b>Keeping the U.S. a strong nation:</b>					
Read the Bible	30	39	24	6	1
Don't read the Bible	20	29	44	4	2
<b>Role of women in society:</b>					
Read the Bible	20	45	26	7	2
Don't read the Bible	10	37	38	13	2
<b>Amount of crime:</b>					
Read the Bible	22	39	20	14	4
Don't read the Bible	8	38	39	11	4
<b>Amount of poverty:</b>					
Read the Bible	21	38	26	11	5
Don't read the Bible	4	40	38	11	7

<b>Amount of violence:</b>					
Read the Bible	19	32	30	13	6
Don't read the Bible	7	33	38	16	6
<b>Differences of opinion being discussed in a civil manner:</b>					
Read the Bible	12	39	39	8	2
Don't read the Bible	6	29	48	15	2
<b>How people view others with different beliefs and perspectives:</b>					
Read the Bible	13	33	31	20	3
Don't read the Bible	4	35	34	22	5
<b>Ethics in the business world:</b>					
Read the Bible	18	31	36	11	4
Don't read the Bible	8	19	54	14	5
<b>Participation in politics and voting:</b>					
Read the Bible	14	24	46	13	3
Don't read the Bible	12	23	47	13	5
<b>Amount of racism:</b>					
Read the Bible	18	26	32	17	6
Don't read the Bible	3	29	44	19	5
<b>Amount of substance abuse:</b>					
Read the Bible	14	36	31	13	6
Don't read the Bible	4	28	48	13	7
<b>How people treat the environment:</b>					
Read the Bible	10	37	45	6	3
Don't read the Bible	3	24	62	10	2
<b>How the U.S. is viewed by other countries:</b>					
Read the Bible	17	23	36	19	5
Don't read the Bible	4	18	53	19	5
<b>Sexuality in society:</b>					
Read the Bible	15	27	33	20	5
Don't read the Bible	3	17	41	30	8

When all the individual areas of impact are averaged together, 19% of Bible-reading Christians feel the Christian faith has a strong impact, 32% perceive some impact, and 29% say there is no impact. Among self-identified Christians who do not read the Bible at all, just 9% on average perceive the faith as having a strong impact on society, while 31% see just some impact, and 41% believe it has no impact.



We can also look at the data according to whether these self-identified Christians are born again or not. As defined at the beginning of this report, “born again” refers to people who have made a personal commitment to Jesus Christ that is important in their lives, and who believe they will go to Heaven when they die because they have accepted Jesus Christ as their savior (as opposed to believing that God will save everyone, that no one can know whether they will go to Heaven, that they can earn their way into Heaven with good behavior and Christian works, etc.).

As the table demonstrates, being born again has a substantial effect on how one perceives the impact of the Christian faith on society in some areas, but on average, it is not as strong of a predictor of this as whether or not people read the Bible.

Being born again has a substantial effect on how one perceives the impact of the Christian faith

Born-again Christians are much more likely to see Christianity as having a positive effect on society in the areas of racism, children being raised with good morals, ethics in the business world, the less fortunate being helped, substance abuse, keeping the U.S. as a strong nation, the role of women in society, and how people treat the environment.

One twist on the data is that self-identified Christians who are not born again frequently are more likely than their born-again counterparts to see a *negative* impact of the

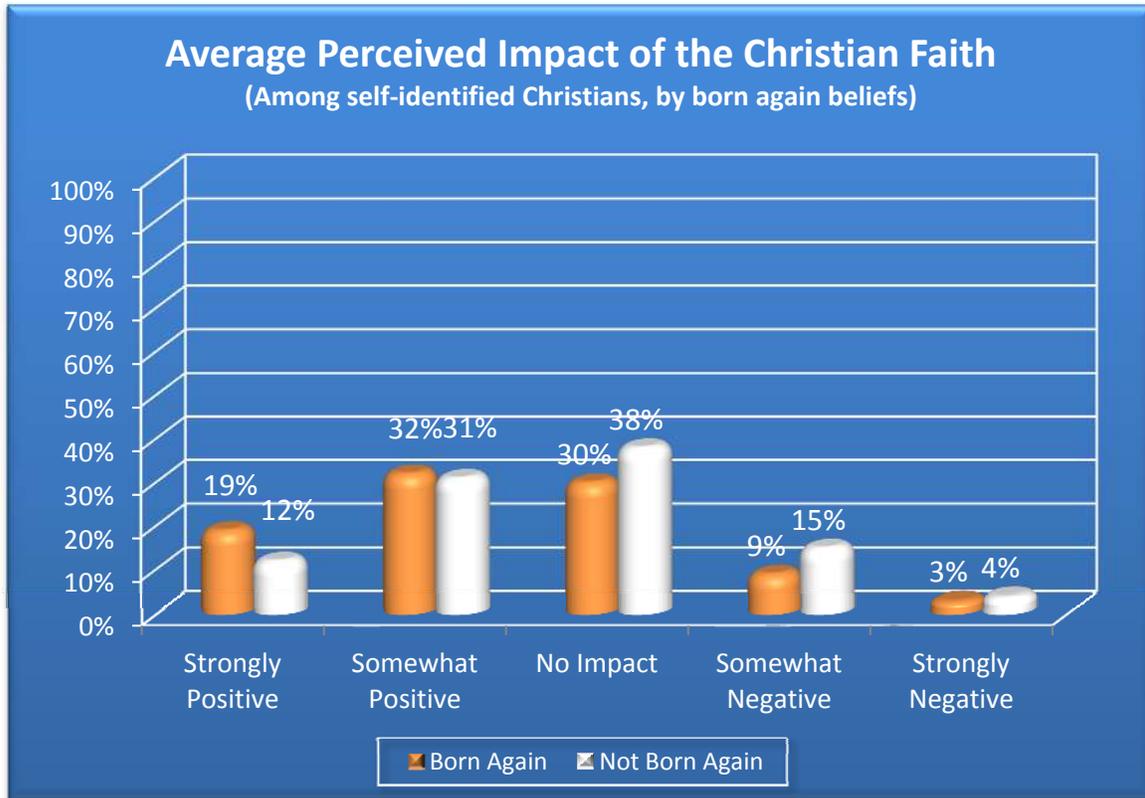
Christian faith. This is slightly more prevalent than when separating Christians according to whether they attend worship services or read the Bible.

## Perceived Impact of Christianity, by Whether Respondents Are Born-again Christians or Not (Among people broadly defined as Christian)

Area/Born Again Status	Strongly Positive	Somewhat Positive	No Impact	Somewhat Negative	Strongly Negative
<b>Children being raised with good morals:</b>					
Born again	49%	37%	8%	4%	1%
Not born again	27	51	13	7	2
<b>The less fortunate being helped:</b>					
Born again	45	41	10	3	--
Not born again	27	46	18	6	2
<b>Keeping the U.S. a strong nation:</b>					
Born again	30	40	25	3	1
Not born again	21	30	40	7	2
<b>Role of women in society:</b>					
Born again	19	48	28	6	--
Not born again	13	37	35	13	2
<b>Amount of crime:</b>					
Born again	18	43	26	10	4
Not born again	13	35	32	15	5
<b>Amount of poverty:</b>					
Born again	17	39	28	9	6
Not born again	10	38	34	12	6
<b>Amount of violence:</b>					
Born again	15	34	33	12	6
Not born again	12	31	35	16	6
<b>Differences of opinion being discussed in a civil manner:</b>					
Born again	14	38	40	7	1
Not born again	6	31	46	15	2
<b>How people view others with different beliefs and perspectives:</b>					
Born again	12	31	36	18	3
Not born again	7	36	30	23	4
<b>Ethics in the business world:</b>					
Born again	20	29	40	9	2
Not born again	8	23	48	15	6
<b>Participation in politics and voting:</b>					
Born again	16	26	46	10	2
Not born again	10	22	47	15	6

<b>Amount of racism:</b>					
Born again	22	30	31	12	5
Not born again	4	26	42	22	6
<b>Amount of substance abuse:</b>					
Born again	15	36	29	12	8
Not born again	5	29	46	14	6
<b>How people treat the environment:</b>					
Born again	10	38	43	6	3
Not born again	4	25	60	9	2
<b>How the U.S. is viewed by other countries:</b>					
Born again	13	21	42	20	4
Not born again	10	20	46	18	6
<b>Sexuality in society:</b>					
Born again	12	27	38	19	4
Not born again	8	19	36	30	8

On average, among self-identified Christians, 19% of those who are born again see the faith as having a strongly positive impact on society, 32% see a somewhat positive impact, and 30% fail to see any real impact. Among those who call themselves Christians but who are not born again, an average of 12% see a strongly positive impact from the Christian faith, 31% see a somewhat positive impact, and 38% perceive no impact.



Among self-identified Christians, by far the biggest distinction in how the impact of Christianity is viewed is according to whether they are evangelical or not.

Grey Matter Research does not define evangelicals according to what denomination people attend or what they call themselves, but by their beliefs. Evangelicals are born-again Christians who also ascribe to evangelical orthodoxy in their beliefs (as described in detail at the front of this report). However, note that evangelicals (by this definition) are a relatively small group – just 10% of all self-identified Christians.

Evangelicals differ sharply from other Christians in their perceptions of the impact of the Christian faith on society. Evangelicals are far more likely than others to have a very positive view of Christianity’s impact. For example, while it comes to the less fortunate being helped, 68% of evangelicals believe the Christian faith has a strongly positive influence, compared to just 31% of other self-identified Christians.

Evangelicals are far more likely to have a positive view of the impact of the Christian faith

In 15 of the 16 tested areas, evangelicals hold the impact of the Christian faith in higher regard than do non-evangelicals. Only in the area of participation in politics and voting do evangelicals see the impact of the faith in much the same way as other Christians do.

Evangelicals also rarely hold the belief that Christianity serves as a negative influence on society. The area in which people typically are most likely to blame the Christian faith for having a negative impact is sexuality in society. Only 16% of evangelicals feel the Christian faith has a negative impact in this area, compared to one-third of all other Christians.

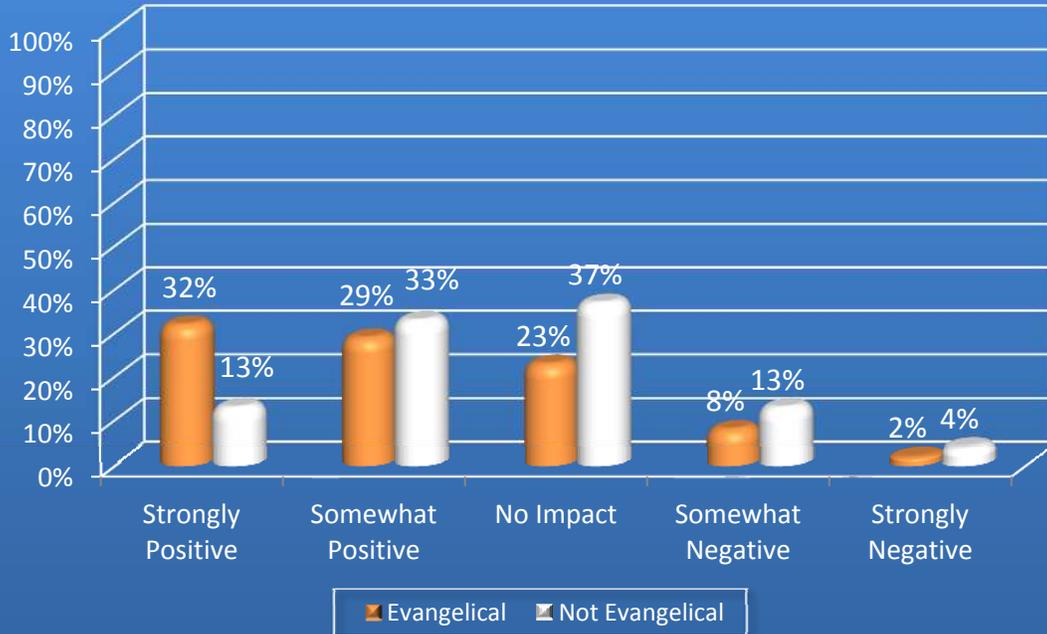
## Perceived Impact of Christianity, by Whether Respondents Are Evangelical Christians or Not (Among people broadly defined as Christian)

Area/Evangelical Beliefs	Strongly Positive	Somewhat Positive	No Impact	Somewhat Negative	Strongly Negative
<b>Children being raised with good morals:</b>					
Evangelical	70%	17%	6%	6%	1%
Not evangelical	33	48	12	6	2
<b>The less fortunate being helped:</b>					
Evangelical	68	23	9	--	--
Not evangelical	31	47	16	5	2
<b>Keeping the U.S. a strong nation:</b>					
Evangelical	41	23	30	4	1
Not evangelical	23	36	34	5	2
<b>Role of women in society:</b>					
Evangelical	29	41	30	--	--
Not evangelical	14	42	32	11	2
<b>Amount of crime:</b>					
Evangelical	36	39	17	6	2
Not evangelical	13	38	31	14	4
<b>Amount of poverty:</b>					
Evangelical	40	23	28	8	2
Not evangelical	10	40	32	11	6
<b>Amount of violence:</b>					
Evangelical	30	44	11	13	2
Not evangelical	11	31	36	15	7
<b>Differences of opinion being discussed in a civil manner:</b>					
Evangelical	18	44	33	4	--
Not evangelical	8	33	44	13	2
<b>How people view others with different beliefs and perspectives:</b>					
Evangelical	20	26	38	10	5
Not evangelical	8	35	32	22	4
<b>Ethics in the business world:</b>					
Evangelical	47	28	14	10	1
Not evangelical	9	25	48	13	5

<b>Participation in politics and voting:</b>					
Evangelical	19	26	43	8	4
Not evangelical	12	23	47	13	4
<b>Amount of racism:</b>					
Evangelical	37	40	12	8	2
Not evangelical	8	26	40	19	6
<b>Amount of substance abuse:</b>					
Evangelical	28	44	11	10	6
Not evangelical	7	30	42	14	7
<b>How people treat the environment:</b>					
Evangelical	18	38	37	5	2
Not evangelical	5	30	55	8	3
<b>How the U.S. is viewed by other countries:</b>					
Evangelical	17	17	40	21	4
Not evangelical	10	21	45	19	5
<b>Sexuality in society:</b>					
Evangelical	28	25	31	14	2
Not evangelical	7	22	38	26	7

On average, 32% of evangelicals see the Christian faith as having a strongly positive impact on American society, while another 29% feel it has a somewhat positive impact, and 23% perceive no impact. Among non-evangelical Christians, 13% see a strongly positive impact, while 33% see a somewhat positive impact, and 37% feel the faith is having no impact.

## Average Perceived Impact of the Christian Faith (Among self-identified Christians, by evangelical beliefs)





## THE VIEW FROM THE OUTSIDE

Now that we've looked at how various types and categories of Christians see the Christian faith, what about non-Christians?

It should be no surprise that non-Christians are much less likely than Christians to see the Christian faith as positively impacting society. What might be surprising is how few non-Christians feel the Christian faith has a *negative* impact.

For every one of the 16 tested areas, Christians are much more likely than non-Christians to believe Christianity has a positive impact on American society. But non-Christians do not completely dismiss Christianity's impact on this country.

What may be surprising is how few non-Christians feel the faith has a negative impact

Half of all non-Christians believe the Christian faith has a positive influence on children being raised with good morals, and over half (55%) believe the faith positively impacts the less fortunate being helped. Those were the only two areas in which at least half of non-Christians perceive a positive impact. However, a significant proportion of non-Christians see a positive impact from Christianity in the areas of keeping the U.S. as a strong nation (35%), the role of women in society (28%), participation in voting and politics (27%), differences of opinion being discussed in a civil manner (25%), the amount of crime in society (24%), ethics in the business world (23%), and the amount of violence in society (23%).

There are three areas in which a majority of non-Christians issue a clear indictment against the Christian faith. At least half of non-Christians believe the Christian faith has a negative impact on how people view others with different beliefs and perspectives (53%), the amount of racism in society (51%), and sexuality in society (50%). Other areas in which significant minorities of non-Christians complain about a negative impact from Christianity are how the U.S. is viewed by other countries (46%), the amount of violence in society (41%), the amount of poverty in society (39%), participation in politics and voting (37%), differences of opinion being discussed in a civil manner (36%), the role of women in society (35%), ethics in the business world (33%), the amount of crime in society (33%), the amount of substance abuse in society (32%), how people treat the environment (26%), and keeping the U.S. as a strong nation (23%).

## Perceived Impact of Christianity, by Religious Identity (Broadly defined as Christian or non-Christian)

Area/Identity	Strongly Positive	Somewhat Positive	No Impact	Somewhat Negative	Strongly Negative
<b>Children being raised with good morals:</b>					
Christian	36%	45%	11%	6%	2%
Non-Christian	22	28	40	9	1
<b>The less fortunate being helped:</b>					
Christian	35	44	15	4	1
Non-Christian	18	37	34	10	2
<b>Keeping the U.S. a strong nation:</b>					
Christian	25	34	34	5	2
Non-Christian	15	20	42	13	10
<b>Role of women in society:</b>					
Christian	15	41	32	10	2
Non-Christian	7	21	37	23	12
<b>Amount of crime:</b>					
Christian	15	38	29	13	4
Non-Christian	4	20	43	18	15
<b>Amount of poverty:</b>					
Christian	13	39	32	11	6
Non-Christian	3	13	46	21	18
<b>Amount of violence:</b>					
Christian	13	32	34	14	6
Non-Christian	3	20	35	22	19
<b>Differences of opinion being discussed in a civil manner:</b>					
Christian	9	34	43	12	2
Non-Christian	4	21	39	18	18
<b>How people view others with different beliefs and perspectives:</b>					
Christian	9	34	32	21	4
Non-Christian	1	16	29	33	20
<b>Ethics in the business world:</b>					
Christian	13	26	44	12	4
Non-Christian	1	22	44	23	10
<b>Participation in politics and voting:</b>					
Christian	13	24	47	13	4
Non-Christian	4	23	36	20	17
<b>Amount of racism:</b>					
Christian	11	28	38	18	6
Non-Christian	2	16	30	28	23

<b>Amount of substance abuse:</b>					
Christian	9	32	39	13	7
Non-Christian	2	13	53	14	18
<b>How people treat the environment:</b>					
Christian	6	30	53	8	3
Non-Christian	3	13	58	12	14
<b>How the U.S. is viewed by other countries:</b>					
Christian	11	21	44	19	5
Non-Christian	1	15	38	33	13
<b>Sexuality in society:</b>					
Christian	9	22	37	25	7
Non-Christian	3	9	38	22	28

Using the same scoring system as before (+2 for strongly positive, +1 for somewhat positive, -1 for somewhat negative, -2 for strongly negative), the net perceived impact of the Christian faith on society can be gauged for non-Christians.

Overall, in 13 of the 16 tested areas, non-Christians assign a net negative score to the impact of Christianity. Only in the areas of the less fortunate being helped, children being raised with good morals, and keeping the U.S. as a strong nation are there net positive scores from non-Christians.

The three areas with the strongest net negative perception are sexuality in society, how people with different beliefs and perspectives are perceived, and the amount of racism in society.

There are certain criticisms that are commonly leveled at various Christian groups or at the faith in general. Among the most common are that Christianity attempts to subjugate or devalue women, suppresses non-Christian viewpoints, promotes puritanical or outdated sexual mores, tries to hijack the political process, and positions the U.S. negatively in the eyes of other nations.

On the other hand, in public discourse, Christianity is not as consistently associated with certain other topics (in either a positive or negative relationship); among these are substance abuse, racism, crime, the environment, and violence.

Among non-Christians (who are the most likely to hold a negative view of the Christian faith), it therefore may be surprising to see the strength of these associations either refuted or confirmed.

Indeed, in the data there is significant criticism of Christianity for its impact on sexuality, how people with different perspectives are viewed, and how the United States is viewed by other nations – all things for which Christianity is commonly disparaged. But among non-Christians, the faith is almost as likely to be seen as positively impacting the role of

women in society as it is to be seen as exerting a negative influence. This flies in the face of how things are often positioned in popular perception.

At the same time, the Christian faith comes into some of its strongest criticism for having a negative impact on the amount of racism in society. This is not because non-Christians are likely to be minorities, since seven out of ten non-Christians are non-Hispanic Caucasians. There is simply a widespread perception among non-Christians that the Christian faith negatively impacts the amount of racism in U.S. society.

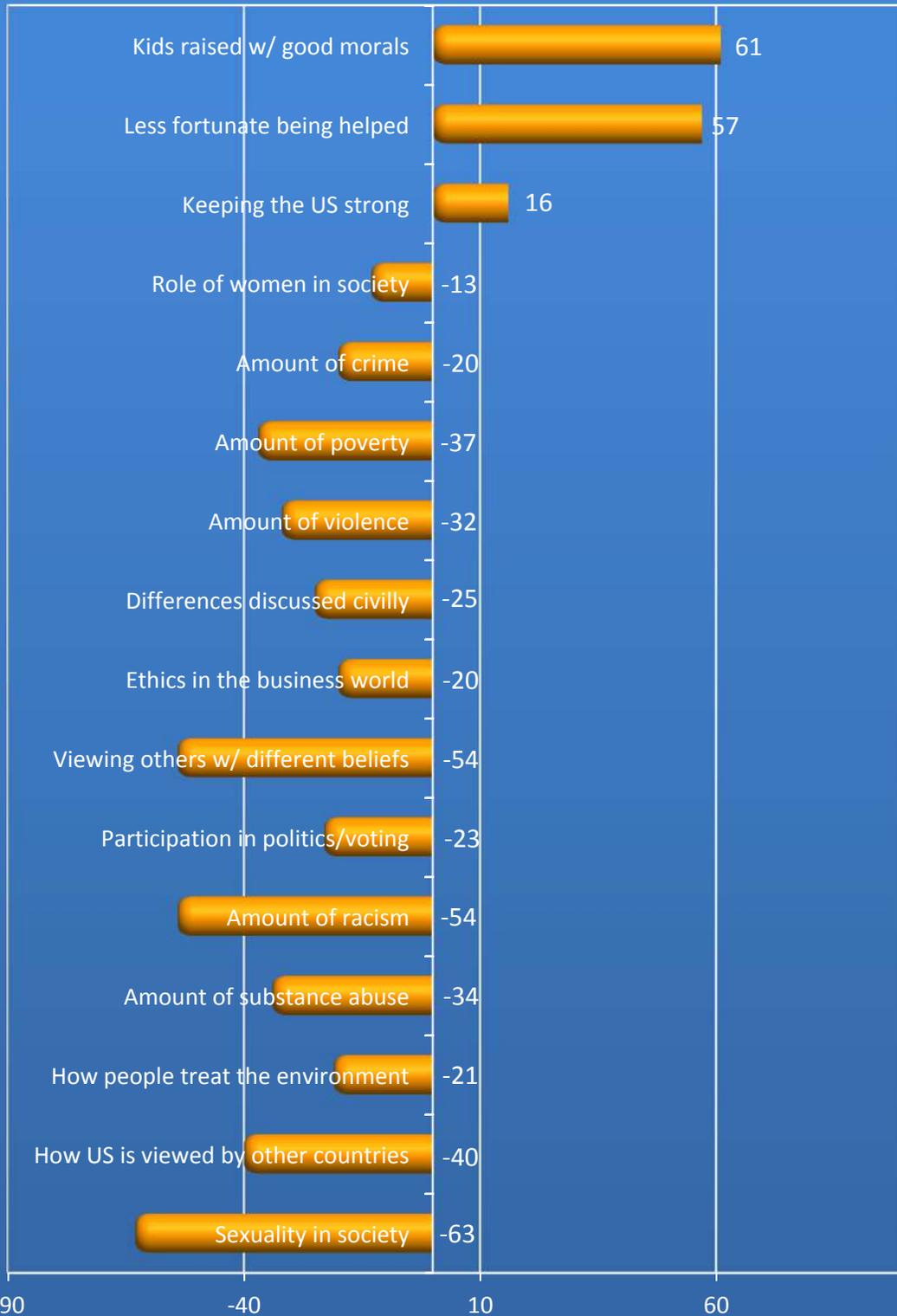
Non-Christians split on whether the faith positively or negatively impacts the role of women

Non-Christians also have perceptions of poverty that are somewhat inconsistent. On one hand, they are almost five times more likely to feel the Christian faith has a positive impact on the less fortunate being helped than they are to feel it is having a negative impact in this area. On the other hand, almost half feel the Christian faith has no real impact on the amount of poverty in the U.S., and non-Christians are more than twice as likely to see a negative impact on the amount of poverty as they are to see a positive impact.

A possible explanation for this is that non-Christians are substantially more likely than average to be politically liberal, and considerably less likely than average to be politically conservative. Liberal non-Christians are much more likely than their moderate or conservative counterparts to feel the Christian faith has a strongly positive impact on the less fortunate being helped, but then a strongly negative impact on the amount of poverty in society.

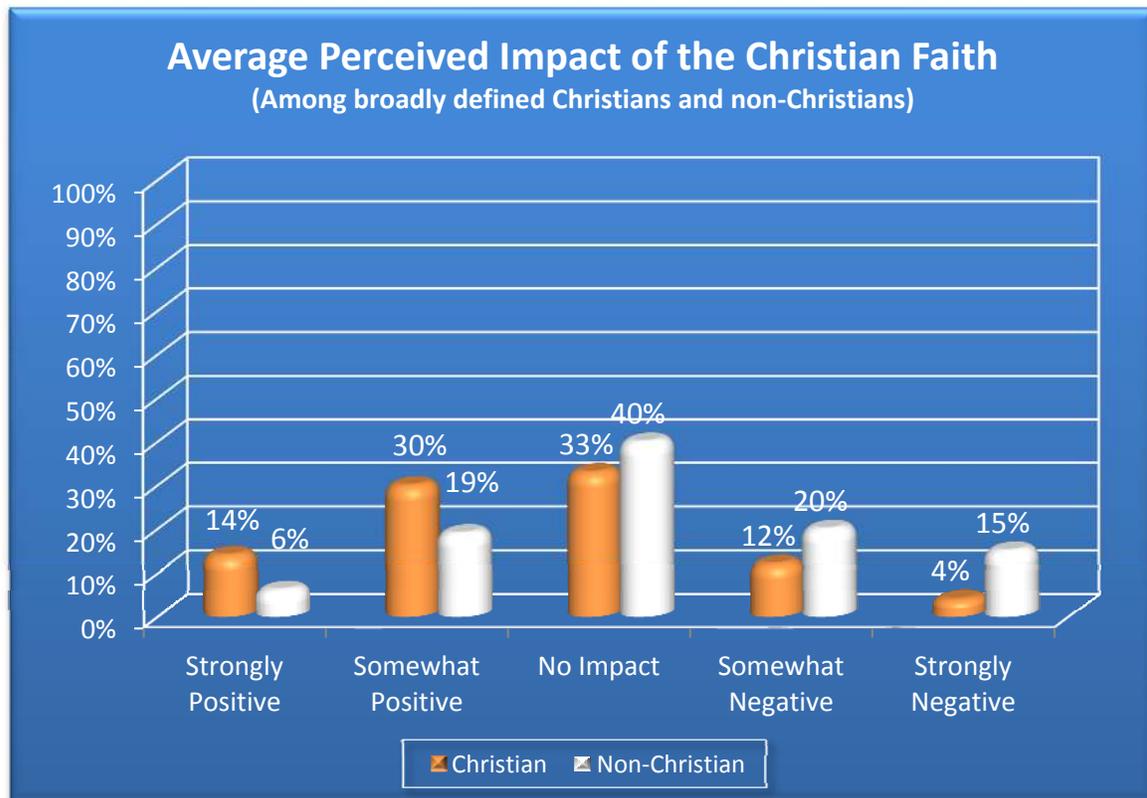
It appears that this may be coming from a political viewpoint that praises Christianity for its charitable work, but at the same time sees it as a faith for more conservative people, who are less likely to support government programs aimed at poverty. Connecting the various dots, it appears that Christianity as a whole may be getting blamed by some non-Christian liberals for holding back the government from being more involved in efforts aimed at reducing poverty.

## Net Perceived Impact Scores (Among Non-Christians)



When all 16 of the tested areas are combined, the average perceived impact of Christianity among Christians is 14% strongly positive, 30% somewhat positive, and 33% no impact. Among non-Christians, it is 6% strongly positive, 19% somewhat positive, and 40% no impact.

Even more telling is that among Christians, on average, 12% believe the faith has a somewhat negative impact on these areas of U.S. society, while 4% see a strongly negative impact. Among non-Christians, the negative numbers are much higher, but they are not at all overwhelming: 20% on average see a somewhat negative impact, while 15% perceive a strongly negative impact. On average, 25% of all non-Christians perceive a positive impact on society from Christianity, 35% see a negative impact, and 40% see no real impact.



Of course, just as there are different types of Christians, there are also different types of non-Christians. Although there are many different types, the sample size in this study allowed for three main subcategories to be examined:

- People who actively participate in or identify with a non-Christian religion, such as Judaism, Islam, paganism, Buddhism, etc.

- Atheists (people who deny the existence of any supreme being) and agnostics (people who say it is impossible to know whether there is a supreme being)
- People who do not identify as atheist or agnostic, but who also have no particular religious preference

If the study had included thousands and thousands of respondents, there would be enough to allow for more finite groupings among non-Christians, such as separating atheists and agnostics (just as there would be enough to allow separate evaluation of Pentecostals, Lutherans, and others among Christians).

Atheists and agnostics, particularly, are sometimes seen as being rabidly anti-religion in general and anti-Christian in particular. This study shows that, in fact, this is often not true.

Atheists and agnostics are actually *less* likely than people with no preference at all, or who identify with a non-Christian religion, to feel the Christian faith has a strongly negative impact on the amount of crime, racism, substance abuse, poverty, and violence in U.S. society. And atheists and agnostics are far more positive than negative about the impact of the Christian faith on the less fortunate being helped, and on children being raised with good morals.

On average, only 14% of atheists and agnostics say Christianity has a strongly negative impact

Make no mistake, atheists and agnostics overall are more likely to see the Christian faith as having a negative impact on society than as having a positive impact, but this group of people as a whole is not foaming at the mouth with universal hatred toward Christianity. They can be highly critical of the faith (as with the 65% who feel Christianity has a negative impact on how the U.S. is viewed by other countries, or the same proportion who believe the faith negatively impacts sexuality in society), but they are not entirely negative toward the impact of Christianity.

## Perceived Impact of Christianity, by Religious Identity (Broadly defined as Christian or non-Christian)

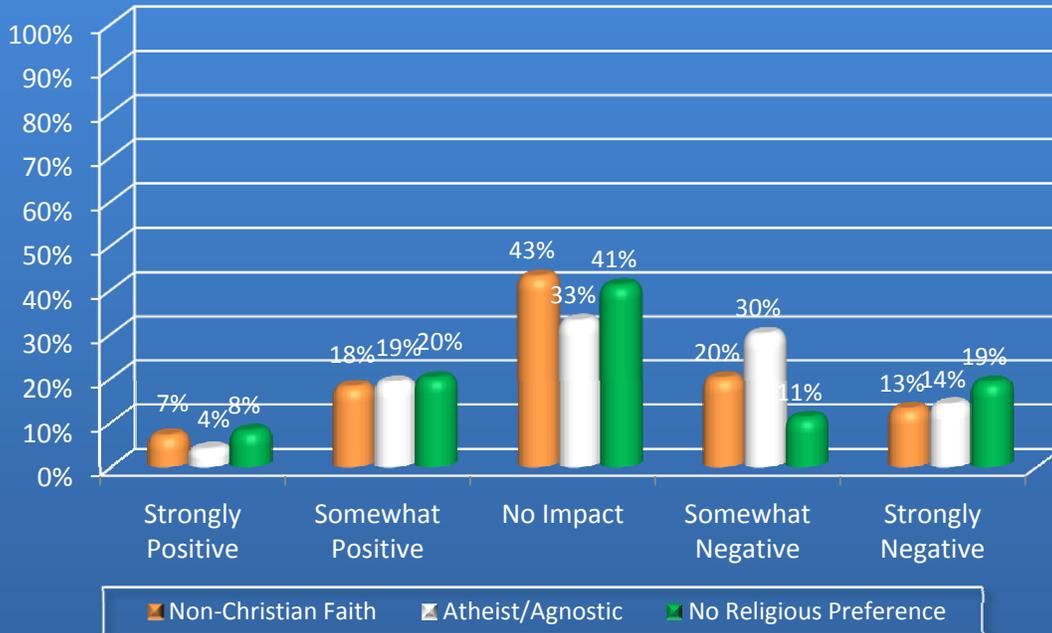
Area/Identity	Strongly Positive	Somewhat Positive	No Impact	Somewhat Negative	Strongly Negative
<b>Children being raised with good morals:</b>					
Non-Christian faith	15%	38%	44%	3%	--
Atheist/agnostic	10	31	43	14	3%
No faith preference at all	43	18	30	8	--
<b>The less fortunate being helped:</b>					
Non-Christian faith	16	33	35	16	--
Atheist/agnostic	12	56	19	11	3
No faith preference at all	28	18	43	7	3
<b>Keeping the U.S. a strong nation:</b>					
Non-Christian faith	9	28	42	14	7
Atheist/agnostic	6	20	38	24	12
No faith preference at all	31	11	39	6	13
<b>Role of women in society:</b>					
Non-Christian faith	8	17	46	18	10
Atheist/agnostic	3	10	28	46	12
No faith preference at all	11	31	35	10	14
<b>Amount of crime:</b>					
Non-Christian faith	5	11	43	20	22
Atheist/agnostic	6	21	38	30	5
No faith preference at all	1	27	40	10	21
<b>Amount of poverty:</b>					
Non-Christian faith	2	17	40	23	18
Atheist/agnostic	6	15	35	37	7
No faith preference at all	2	10	52	6	30
<b>Amount of violence:</b>					
Non-Christian faith	6	14	32	26	22
Atheist/agnostic	1	19	36	36	8
No faith preference at all	4	24	29	9	33
<b>Differences of opinion being discussed in a civil manner:</b>					
Non-Christian faith	13	22	35	16	14
Atheist/agnostic	3	9	33	29	27
No faith preference at all	1	36	36	11	16
<b>How people view others with different beliefs and perspectives:</b>					
Non-Christian faith	3	10	44	28	15
Atheist/agnostic	1	11	20	42	25
No faith preference at all	--	29	35	17	19

<b>Ethics in the business world:</b>					
Non-Christian faith	2	13	54	25	7
Atheist/agnostic	1	25	41	25	8
No faith preference at all	1	29	47	7	16
<b>Participation in politics and voting:</b>					
Non-Christian faith	13	26	32	12	17
Atheist/agnostic	2	11	30	36	20
No faith preference at all	1	28	48	7	16
<b>Amount of racism:</b>					
Non-Christian faith	2	12	34	21	32
Atheist/agnostic	5	10	23	51	11
No faith preference at all	1	21	28	17	33
<b>Amount of substance abuse:</b>					
Non-Christian faith	3	7	50	16	24
Atheist/agnostic	2	20	57	16	6
No faith preference at all	1	11	45	11	32
<b>How people treat the environment:</b>					
Non-Christian faith	4	11	52	22	10
Atheist/agnostic	5	17	53	14	11
No faith preference at all	1	12	58	9	20
<b>How the U.S. is viewed by other countries:</b>					
Non-Christian faith	1	16	50	30	4
Atheist/agnostic	1	18	16	48	18
No faith preference at all	--	14	47	22	16
<b>Sexuality in society:</b>					
Non-Christian faith	8	8	50	26	7
Atheist/agnostic	1	15	20	19	46
No faith preference at all	2	6	50	14	28

Among atheists and agnostics, on average, only 14% see the Christian faith as exerting a strongly negative influence on American society. Another 30% do believe the impact is somewhat negative, but even combined, under half of all atheists and agnostics (on average) see any level of negative impact. One-third see no real impact on society, while 23% on average see Christianity as having a positive influence (19% somewhat positive, 4% very positive).

Among adherents to a non-Christian faith, 25% on average see Christianity's impact on society as positive, 43% see no real impact, and 33% believe the faith has a negative impact on society. Among Americans who express no religious preference at all, 26% on average see a positive impact from the Christian faith on society, 41% see no real impact, and 30% see a negative impact.

## Average Perceived Impact of the Christian Faith (Among different categories of non-Christians)





## WHAT IT ALL MEANS

In an old Canon advertising campaign, Andre Agassi tried to convince us that “Image is everything.” That’s certainly not entirely true when it comes to religion, but image is still very important.

Whenever a brand or a company or a person has image issues, the biggest question is what is causing those issues. How many times we have seen famous athletes run into trouble and still claim, “I’m not a bad person – people just don’t know the real me.” That may be true, but it’s also true that having three arrests, child support payments to four different women, and a tattoo of a marijuana leaf on your bicep are contributing to people “not knowing the real me.” Or maybe that *is* the real you?

At the same time, how many honest, ethical, caring politicians are painted as corrupt, distant, or power-hungry simply because politicians have such a bad image? How many people look askance at all Catholic priests because of the sex scandals involving a few? How many people feel all Pentecostal preachers (or all Christians in general) are what they see out of a handful on TV, with outlandish outfits, big hair, and constant tears?

Why does the Christian faith have such a good reputation when it comes to helping the less fortunate and children being raised with good morals, but such a mediocre reputation regarding racism and sexuality in society? How much of the criticism leveled at the impact (or lack of impact) of the Christian faith on society is deserved, and how much is unfair?

This study cannot answer these questions, but these are highly relevant and important questions that need to be discussed in the Christian community. If customers think a particular car company makes lousy products, is it because of an unfair reputation, or is it because parts fall off at high speeds? Those are two very different problems to solve.

If 27% of Americans feel the Christian faith actually has a negative impact on the amount of violence in society, is the faith receiving unfair blame and criticism, or are its practitioners doing things that actually do have a negative impact in this area?

For those who want the Christian faith to grow and prosper in the U.S., one of the greatest concerns must be the proportion of Americans who feel the faith has *no real impact*. It’s easy to see how some activities of high-profile Christian groups can be interpreted as having a negative impact. When a conservative Christian group opposes same-sex marriage laws, when a liberal Christian group advocates for higher taxes in order to provide government services to the homeless, when Catholic bishops object to mandatory inclusion of birth control in health care plans – there are groups within this country who would see each of those activities as having a negative impact on American society.

But when all of these things (and many more) are being done, when countless Christian groups help the less fortunate, when so many pastors attempt to teach their people basic

morality, when Christian leaders attempt to influence the American thought process, and yet so many people see the Christian faith as having no real impact on American society? For all those who work tirelessly on behalf of their faith, that must be a real kick in the gut. And again, it has to lead to the question: why does this perception of ineffectualness exist?

There are a number of surprises in the data. One is that in general, the Christian faith is far more likely to be seen as having a positive impact on the role of women in society than a negative one. Much criticism has been leveled at a wide variety of Christian bodies on a variety of gender-related issues, but it seems that for the most part, Americans aren't buying into it. Even though many of these criticisms come from more politically liberal sources, even politically liberal Americans are more likely to see a positive impact than a negative impact from the faith in this area. And interestingly, men and women have nearly identical viewpoints on this topic.

On the other hand, America is deeply divided on the impact of Christianity on racism. About a third feel it has a positive impact, a third feel it has a negative impact, and a third feel it has no real impact. This doesn't vary dramatically according to the racial or ethnic group of the people responding to the question, although Asian-Americans are a bit more likely than other groups to feel there is a negative impact.

Another interesting comparison is the fact that many people believe the Christian faith has a positive impact on keeping the U.S. as a strong nation, but a negative impact on how the U.S. is viewed by other countries. In a sense, they believe the Christian faith gives the United States an image problem, although they feel in reality it plays a significant role in our strength.

Sometimes, Christianity is portrayed as a black-and-white issue: Christians feel their faith can do no wrong, while non-Christians (especially atheists and agnostics) hate the faith and just want to see it destroyed. In this study, it's obvious that neither of these assumptions is true.

Christians at times leveled significant criticism at the impact of their own faith on society. Even when the data separates people who are often seen as the greatest defenders of their faith (Bible readers, churchgoers) or at subgroups of the Christian community that are often thought of as being particularly committed to their faith (born-again Christians, evangelicals), there is criticism that emerges. For example, among Bible readers, 25% feel the Christian faith has a negative impact on sexuality in society, and 23% believe it has a negative impact on the amount of racism in society. Christians of various types are often willing to admit that the faith they hold to has not always had a positive impact on the world around them.

At the same time, while atheists and agnostics definitely tend to have a less-than-positive view of the Christian faith, they are far from rabidly negative about it. On average, 44% see a negative impact from the Christian faith, including only 14% who see a strongly

negative impact. Overall, non-Christians often see positive impacts from Christianity in this country.

This study was not conducted in order to solve any specific problems, but the hope was that the research would encourage discussion about what is the actual impact of the Christian faith on American society. Whether overall or in specific areas, if the impact is a negative one or if there really is no significant impact, what can be done to change things? Should churches, denominations, ministries, and individual Christians have a greater positive impact on issues such as racism, how people treat the environment, sexuality, and substance abuse in society? If so, how can this be most effectively accomplished?

If in fact the low ratings the faith received for its impact in some areas reflect more of a perceptual problem than an actual lack of positive impact, how can representatives of the Christian faith do more to communicate and/or demonstrate what the faith is accomplishing? And why do so many people fail to see the positive work that is actually being done?

The Christian faith is too often perceived as lacking impact, or having a negative impact – and this perception exists among both Christians and non-Christians. If the problem is perceptual, it's time to work on communicating the true positive impact of Christianity on society. If the problem is actual, it's time to work on having a greater positive impact on the world around us.



## ABOUT GREY MATTER RESEARCH

Grey Matter Research & Consulting has been studying consumers since 1996, for many years under the name Ellison Research. Although the name has changed, the grey matter behind the company remains the same as when it opened.

Our clients are highly diverse and our work is very broad-based, with experience in non-profit, retail, financial services, communication, automotive, health services, and other sectors. We assist clients through both qualitative and quantitative consumer insights.

We have also conducted numerous studies at our own expense to understand the American consumer mindset more thoroughly (including this one).

### CLIENTS WE HAVE SERVED INCLUDE:

- Coca-Cola
- General Motors
- National Association of Evangelicals
- American Red Cross
- BMW
- The Christian & Missionary Alliance
- LifeWay Christian Stores
- Electronic Retailing Association
- World Vision
- United Methodist Publishing House
- Focus on the Family
- Goodwill Industries
- Navistar
- Chrysler Corporation
- Alzheimer's Association
- Compassion International
- K-LOVE Radio Network
- Moody Bible Institute
- Macy's Department Stores
- Catholic Relief Services
- Dove Chocolates

Results from these studies have been covered in the international media, such as *USA Today*, CBN, *The Financial Times of London*, Associated Press, MSNBC, *Los Angeles Times*, *Christianity Today*, *Harvard Business Review*, *Wall Street Journal*, and many other outlets in the USA, China, England, Canada, Russia, New Zealand, Norway, Korea, Sweden, Hungary, the Philippines, Australia, and other parts of the world.

Our work has even been quoted in Jay Leno's opening monologue on *The Tonight Show*, and used in U.S. Senate panel hearings.

Grey Matter Research is available to serve clients through privately commissioned research studies such as brand awareness and definition, customer satisfaction, concept and product testing, positioning, and donor loyalty.

More information on Grey Matter Research is available on our website: [www.greymatterresearch.com](http://www.greymatterresearch.com).

Please contact Ron Sellers at 602-684-6294 for information on how Grey Matter can serve you.