



GALLUP

The Patmos World Bible Attitudes Survey



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Executive Summary

Today, the Bible is available to more people than at any point in history. Anyone with a smartphone has access. But the Bible's widespread availability also creates a greater need to understand the role it plays in human lives globally.

Bible access and use vary widely around the world, reflecting diverse cultural, linguistic and technological contexts. But to date, most research studies on religion have offered limited insight into these differences and have failed to enrich the understanding of the Bible's role worldwide.

The use and significance of the Bible for a given community is affected not only by the various internal Christian theological expressions, but also by external socioreligious factors. The Patmos World Bible Attitudes Survey is the first global research project to categorise and analyse people's attitudes and beliefs about the Bible within specific cultural, economic and religious contexts.

The project implemented a rigorous research framework, employing scientifically grounded data collection methods and advanced analytical techniques to ensure reliability and depth of insight.

The first phase of the project analysed global data sets from at least 150 countries, using variables connected to religion, culture, society, language, political freedoms, economics and demographics to identify seven distinct missiological contexts or 'clusters.'

To better understand these different global contexts from a missiological perspective, the second phase of the project surveyed 91,139 adults in 85 countries and territories in 2023, capturing the views of people from different religious traditions and those with no religious affiliation. This sample represents 3.8 billion people worldwide.

This report analyses the survey results through the seven identified clusters — and audience groups — or segments — within each cluster.

KEY GLOBAL FINDINGS

Finding 1:

Global religious vitality: In all but two clusters, religion still plays an important part of people's daily lives around the world and few doubt the existence of God or a higher power. However, alongside the far more secular context of Cluster 5 (the secular West), significant secular minorities shape the landscape of Cluster 2 (Central and Eastern Europe) and appear to be growing in Cluster 4 (Latin America).

Finding 2:

Bible vibrancy: In every cluster, there is at least one population segment that is committed and engaged with the Bible. The highest active engagement with the Bible, confidence to talk about it, and interest in knowing more is particularly notable in Clusters 4 (Latin America) and 7 (sub-Saharan Africa).

Finding 3:

Hopes and dreams: Across all clusters, the majority of Christians are interested in learning more about the Bible. The appetite for learning more is lowest in Clusters 5 (the secular West) and 6 (Asia). The highest interest levels among Christians are evident in Clusters 4 (Latin America) and 7 (sub-Saharan Africa).

Finding 4:

The Bible for a new generation: In all clusters, respondents agree that it is good for children to know at least some stories from the Bible, even if they are not interested in learning more about the Bible themselves.

Finding 5:

Beyond boundaries: Christians are not the only population interested in learning more about the Bible. The survey has found 11% of respondents from multiple religious traditions — and those with no religious tradition — are open to learning more about the Christian Bible. This represents over 250 million people. This trend is seen across most clusters but is more prominent in Christian-majority contexts.

Finding 6:

Challenge — Awareness and Indifference: Two significant challenges come through: First, the indifference towards the Bible and religion in more secular contexts. Second, there are still significant parts of the world where people have not heard about the Bible.

KEY CLUSTER FINDINGS

CLUSTER 1:

A majority-Muslim context with economic and other barriers to Bible engagement and a low-resourced, stable Christian minority

Cluster 1 is composed of 12 predominantly Muslim countries that are primarily located in the Sahel region of Africa, but also includes Afghanistan and Pakistan. Almost all of these countries also have small populations of Christians. Fieldwork took place in six of the 12 countries. The cluster as a whole scores lower than the average of other clusters on economic development indicators.

Muslim and Christian respondents across the seven audience segments in this cluster stand out for their warmth to religion and openness to learning from others.

Christian segments exhibit a particularly strong warmth towards the Bible, but their Bible use and church attendance varies. A consistent thread among all Christian segments is their association of Christianity with the West.

Most Muslims are religious and engaged with Islam. Many are searching for meaning in their lives and enjoy learning from people who think differently.

CLUSTER 2:

A declining Christian majority, with low importance placed on religion in daily life and a growing secular minority

Cluster 2 is composed of 22 countries with large Christian populations that are primarily located throughout Southern and Eastern Europe. Several of these countries have sizeable Muslim populations. Fieldwork took place in 11 of the 22 countries.

In this cluster, which includes ten audience segments, religion is less important in daily life, but there is a strong core of warmth and openness toward the Bible.

Engagement with the Bible varies significantly across the large Christian populations in this cluster, from actively engaged to not engaged but interested, to indifferent and closed to the Bible. However, at least some portion of the population in all segments sees the Bible as a useful guide to distinguishing right from wrong.

The two sizeable Muslim segments are religious, but while one is open to learning more about the Bible, the other is closed. The nonreligious are either indifferent or closed to learning more about the Bible.

CLUSTER 3:

A majority-Muslim context with political barriers to Bible engagement and a stable Christian minority

Cluster 3 consists of 28 countries and territories, most of which are located throughout the Middle East, North Africa and Central Asia. The cluster is predominantly Muslim, with stable minorities of Christians. All self-identified Jewish people in the Cluster 3 sample live in Israel. Fieldwork took place in nine of the 28 countries and territories.

This cluster, which features 12 audience segments, stands out for the importance it places on religion in a Muslim-majority context, alongside its higher level of economic development compared with Cluster 1.

The Christian sample in this cluster was small. Among Christians surveyed, there was general warmth towards the Bible and an awareness of its personal relevance and value to wider society.

Although this cluster was predominantly Muslim, engagement with Islam varied considerably, from actively engaged to fairly disengaged, almost secular. Similarly, openness to new ideas and having neighbours from different faiths also varied across the cluster. Within the cluster, two segments in particular are receptive to new ideas and having neighbours of different faiths.

CLUSTER 4:

A majority-Christian context with high interest in learning more about the Bible, amid growing secularism

Cluster 4 is made up of 21 countries that are majority-Christian, primarily located in Latin America but also includes the Philippines. The Latin American countries in this cluster have some of the highest levels of income inequality in the world.

The Bible is highly regarded throughout most of this cluster; however, prior studies show Christian identity is also declining faster than the global average. Fieldwork took place in 14 of the 21 countries in this cluster.

Despite losing some of its Christian identity, much of this cluster, which features seven audience segments, exhibits warmth towards the Bible and expresses openness to it. Along with Cluster 7 (sub-Saharan Africa), it is one of the most vibrant clusters for Christianity, based on people's interest, use of and confidence in the Bible.

The vast majority of respondents across the large Christian population in this cluster are either actively engaged or open to learning more about the Bible. High levels of economic inequality are a challenge in this cluster, which has the second highest levels of national income inequality of all clusters.

Nonreligious individuals who are not interested in the Bible make up a small but growing proportion of the population that is generally younger, more educated and urban.

Although the nonreligious are inactive and indifferent towards the Bible, they have an underlying respect for it and see it as personally relevant, which could indicate an interest in exploring the Bible on their own.

CLUSTER 5:

A secular context with low interest in learning more about the Bible and a declining Christian population

Cluster 5 is made up of 24 countries that share a similar context for mission. These countries are economically developed, historically Christian and located in Europe, Northern America and Australasia, where Christian identity is declining. Fieldwork was conducted in 17 of the 24 countries in this cluster.

Countries in this cluster, which features nine audience segments, have the highest percentage of individuals who identify themselves as secular and report focusing on family, close friends and taking care of people.

Over half of respondents in this cluster identify themselves as Christian, but a large percentage are in audience segments that are either indifferent or closed to the Bible.

Those who are indifferent and closed to the Bible generally do not see its personal or social relevance, which contributes to them not seeing religion as an important part of their daily lives and their lack of interest in the Bible.

The actively engaged segments are interested in learning more about the Bible, but their confidence in the Bible varies. One segment sees the Bible as relevant to everyone, but others feel less certain about the Bible's personal or social relevance.

CLUSTER 6:

A diverse religious context with low awareness of the Bible and a stable Christian minority

Cluster 6 is composed of 19 countries and territories, most of which are located throughout Asia. The religious traditions across these countries are as diverse as their geography; only one segment in the cluster can be considered predominantly Christian. Fieldwork took place in 13 of the 19 countries and territories.

Because of the high level of religious diversity across the cluster, four sub-themes related to religious adherence were identified in Cluster 6 in an alternative model of the typology.

This cluster, which features nine audience segments, stands out for its religious diversity and its lack of awareness and knowledge about the Bible. The small Christian minority is committed and engaged; it regularly uses the Bible and is knowledgeable about it.

In this cluster, the audience groups are split between those who are aware of the Bible and those who are unaware of the Bible.

Amongst those who are aware of the Bible, there is some openness to the Bible among those from other religious traditions and those with no religious tradition. However, the majority show very little interest in the Bible. But even if they are not open to the Bible, many say they are open to at least learning about other religions and beliefs.

Amongst those who are not aware of the Bible, there is little interest in learning more about it. This lack of interest spans across the religious and nonreligious. But this lack of interest is not only a barrier to Christianity; few say they are open to learning about any religions and beliefs other than their own.

CLUSTER 7:

A majority-Christian context with high interest in learning more about the Bible and high importance placed on religion in daily life

Cluster 7 consists of 29 countries with large Christian populations that are primarily located in sub-Saharan Africa. Several of these countries have sizeable Muslim populations. Fieldwork took place in 15 of the 29 countries.

This cluster, which features eight audience segments, stands out for its warmth towards religion and its interest in learning more about the Bible. Along with Cluster 4, it is one of the most vibrant clusters for Christianity, based on people's interest, use of and confidence in the Bible.

Cluster 7 has a large Christian population; the majority fall into highly Bible-engaged audience

segments. Respondents in these segments are generally active, positive and confident about the Bible and believe it is good for society. There are significant social challenges in this cluster; in particular these countries have the highest level of national income inequality compared to all other clusters.

The cluster is also home to two predominantly Muslim segments that are starkly different from each other when it comes to the Bible. One is open to the Bible and confident they could tell its overall story, while the other is closed, with no one expressing interest in learning more about it.

CONCLUSION

The survey's findings underscore the varying degrees of interest, engagement and openness towards the Bible, reflecting the complex and multifaceted nature of global religious landscapes. Altogether, this first-of-its-kind, comprehensive analysis paves the way for more targeted and effective missiological efforts, fostering a deeper understanding of the Bible's role in contemporary society.¹

¹ To find out more about this research and the wider initiative, please visit patmos.bfbs.org.



Introduction

For centuries before most ordinary people could hear or read it in their own language, the Bible was a potent symbol of religious power. Now, it is at the fingertips of almost anyone with a smartphone. We have reached a critical moment in history when the Bible's widespread availability demands a robust understanding of the place of this sacred text in human lives globally.

Whereas many research studies related to religion focus primarily on historical institutional adherence measures like church attendance, we will analyse and classify attitudes towards and beliefs about the Bible in the everyday lives of people of all religions — or none.

Why the focus on the Bible? Global Christianity presents a diversity of tradition, theology, ecclesiology and cultural assimilation; yet, through this diversity, the use of the Bible is an almost universal constant. Across Catholic, Orthodox and Protestant traditions, the use of the Bible is a stable cultural marker and important, at a credal level, to Christian expressions worldwide. Furthermore, its cultural significance reaches beyond communities of faith, providing a particularly powerful locus for studying public awareness of, and attitudes to, Christianity and religion more generally.



IDENTIFYING A GLOBAL TYPOLOGY OF MISSIOLOGICAL CONTEXTS

The use and significance of the Bible for a given community is affected not only by the various internal Christian theological expressions but also by external socioreligious factors. Therefore, the first phase of this project seeks to identify and understand distinct contexts as shaped by a number of external factors that generate different missiological contexts with their own unique opportunities and challenges.

The better we can understand different global contexts from a missiological perspective, the better equipped we will be to ensure the Bible is presented to all people in ways that help them engage with it.



BIBLE ENGAGEMENT

References to ‘engaging with the Bible’ are framed within a wider understanding of the process of Bible engagement. This process can be understood as the message of the Bible moving from a written text to a transformational experience that permeates a person’s beliefs, values, worldview and personality, leading to flourishing individuals and communities. This study is built on the premise that the nature of such engagement with the Bible needs to account for the environment in which it happens.

Consequently, it becomes important to take ‘this world and creation into serious consideration and study it continuously, in its evolution, multiformity, pluralism and dynamism.’² Familial, cultural, economic, political, technological and religious contexts affect personal, ecclesial and social engagement with the Bible. Such influences underscore the value of developing a global typology to help identify various global contexts through the lens of missiology, particularly engagement with the Bible.

² Archbishop Anastasios of Tirana, Durres and all Albania. (n.d.). Orthodox Mission: Past, Present, Future in *Orthodox Perspectives on Mission*. (Vassiliadis, P., Ed.). Regnum Edinburgh Centenary Series, 17, p. 29.



IDENTIFYING A GLOBAL TYPOLOGY

A typology can be an effective analytical tool for providing a high-level picture of a knowledge landscape and can help identify cultural trends and differences. However, no typological model is perfect, and typologies have been criticised for taking an essentialist view of culture. To avoid this, we have sought to employ a robust methodological approach to developing this global typology.

It is helpful to remember that the purpose of any typology is different from detailed descriptive statistics of countries. A typology is designed to help increase understanding of one's regional context and its similarities to and differences from other regional contexts around the world. This typology focuses on understanding how countries are similar at an aggregate sociocultural level and providing a research-based approach to grouping countries for the purposes of contextualising deeper research, strategic collaboration and mission.



METHODOLOGICAL APPROACH

Gallup conducted interviews with eight stakeholders from the British and Foreign Bible Society (BFBS), the United Bible Societies and international experts in world Christianity to gain a better understanding of what country-level factors affect Bible engagement and identify global data sources that could be analysed to generate the global typology. Those interviews helped identify international data sources on religion, culture, society, language, political freedoms, economics and demographics.

The data had to be turned into a usable dataset for analysis purposes. A data reduction process was applied to all the data to identify strongly correlated variables, which were summarised into an index or principal component. Again, because the purpose of this exercise was to group countries, we were most interested in finding factors that differentiate countries. Table 1 shows the final indicators used in the cluster analysis after the data reduction.

INDICATORS USED IN CLUSTER ANALYSIS

Dimension	Indicator	Source
Religion ³	pct_christian	World Christian Database, Gallup World Poll
	pct_islam	World Christian Database, Gallup World Poll
	pct_hinduism	World Christian Database, Gallup World Poll
	pct_buddhism	World Christian Database, Gallup World Poll
	pct_secular	World Christian Database, Gallup World Poll
	growth_christian	World Christian Database, Gallup World Poll
	growth_islam	World Christian Database, Gallup World Poll
	growth_hinduism	World Christian Database, Gallup World Poll
	growth_buddhism	World Christian Database, Gallup World Poll
	Importance_religion	Gallup World Poll
	State_Confessional	World Christian Database
	Rel_Liberty	World Christian Database
	Mission_Resources	World Christian Database
	Mission Index	World Christian Database
Culture, society, language	All_languages_count_per_Mil	World Christian Database
	Language_Cover	World Christian Database
	Community_Focus	Gallup World Poll – Wellbeing for Planet Earth
	Individualism	Gallup World Poll – Wellbeing for Planet Earth
Political system, freedoms	Political_Freedom	Freedom House, Systemic Peace
Economics, demographics	Development	World Bank, United Nations Development Programme
	Inequality	World Bank

³ Only the world's biggest four religions by population were included. Other religions with significant populations, such as Judaism or Sikhism, were not big enough to inform the segmentation other than singling out a country where the majority of their population is concentrated, such as Israel (Judaism) or India (Sikhism).

The global typology considered the 21 indicators from Table 1. A version of cluster analysis methodology was used to identify patterns in the data that grouped countries into clusters. Various models were tested and evaluated before reaching an agreed solution. The favoured solution grouped countries into seven clusters, as shown in Table 2.

COUNTRIES/REGIONS GROUPED IN EACH OF THE SEVEN CLUSTERS

1	2	3	4	5	6	7
Niger	Lithuania	Bahrain	Costa Rica	Australia	Cambodia	Central African Republic
Sierra Leone	Ukraine	Saudi Arabia	Ecuador	Belgium	India	Tanzania
Mali	Poland	Azerbaijan	Honduras	Netherlands	Japan	Ethiopia
Guinea	Croatia	Kuwait	Panama	New Zealand	South Korea	Nigeria
Pakistan	Serbia	United Arab Emirates	Colombia	Sweden	Laos	Benin
Afghanistan	Greece	Maldives	Peru	Estonia	Malaysia	Democratic Republic of the Congo
Senegal	Moldova	Türkiye	Paraguay	Norway	Mauritius	Cote d'Ivoire
Mauritania	Cyprus	Libya	Brazil	United Kingdom	Mongolia	Cameroon
The Gambia	Belarus	Iran	Guatemala	Luxembourg	Myanmar	Togo
Burkina Faso	Hungary	Uzbekistan	El Salvador	Iceland	Nepal	Mozambique
Sudan*	Slovakia	Turkmenistan	Bolivia	Germany	Singapore	Haiti
Chad**	Armenia	Jordan	Venezuela	Denmark	Sri Lanka	Ghana
	Bulgaria	Qatar	Dominican Republic	France	Taiwan	Gabon
	Romania	Kyrgyzstan	Chile	Canada	Thailand	Malawi
	Portugal*	Syria	Nicaragua	Czech Republic	Vietnam	Kenya
	Russian Federation*	Palestine	Mexico	Austria	Hong Kong, S.A.R. of China	Liberia
	Georgia*	Djibouti	Jamaica	Spain	China	Burundi
	Bosnia and Herzegovina**	Algeria	Argentina*	Switzerland	Indonesia	Namibia
	Montenegro**	Morocco	Uruguay**	Ireland	Bangladesh**	South Sudan
	North Macedonia**	Tajikistan	Philippines**	United States of America		Uganda
	Albania**	Kazakhstan	Trinidad and Tobago**	Italy		Lesotho
	Malta**	Iraq		Slovenia		Zambia
		Egypt*		Latvia		Eswatini
		Tunisia*		Finland*		Rwanda
		Comoros*				Zimbabwe
		Yemen**				Republic of the Congo
		Lebanon**				South Africa
		Israel**				Botswana
						Madagascar

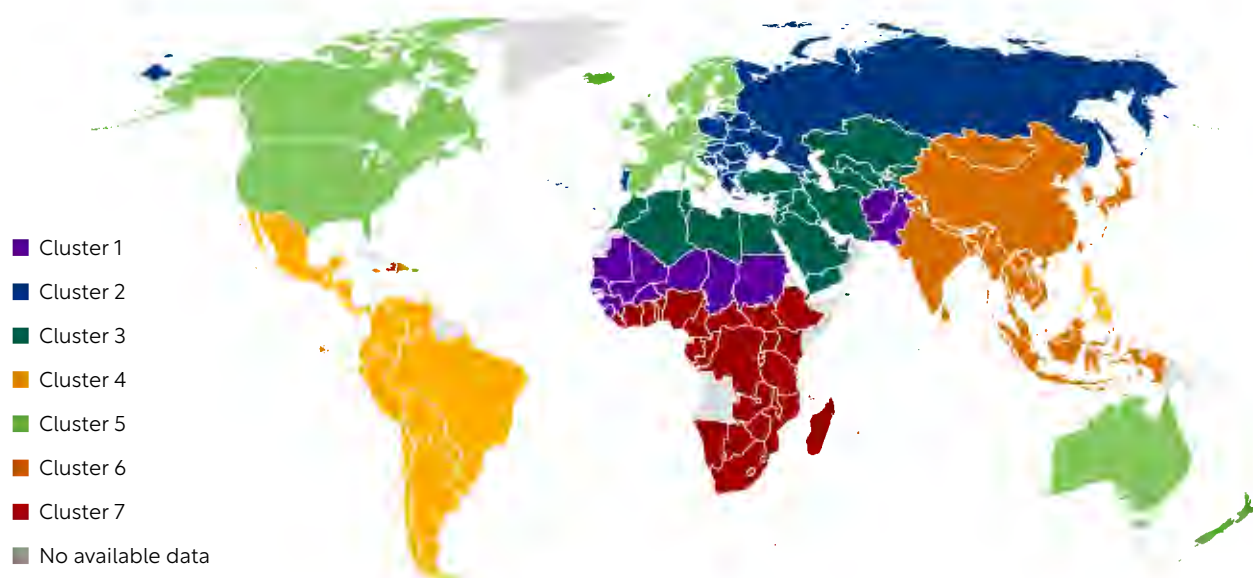
* / ** Countries/regions are listed in descending order of certainty of classification. Certainty is defined as the probability of a given country belonging to a given cluster. Countries with a classification uncertainty greater than 0.01 are marked with an asterisk as potential outlier countries. Countries with a double asterisk were moved manually to their respective cluster.

Manual changes were made because some countries were outliers and could be located in more than one cluster or appeared in different cluster groups in alternative cluster models. The British and Foreign Bible Society (BFBS) team made these changes based on the data, conversations with local Bible Societies and the judgement of the team. Thirteen countries were manually moved from the original cluster suggested by the statistical model to another cluster that cross-checked with the data available for those countries.⁴

4 Countries that have been moved: Cluster 1: Chad was moved from Cluster 7. Cluster 2: Albania was moved from Cluster 3; Malta was moved from Cluster 6; and Bosnia and Herzegovina, Montenegro and North Macedonia were moved from Cluster 7. Cluster 3: Yemen was moved from Cluster 1, and Lebanon and Israel were moved from Cluster 7. Cluster 4: Uruguay was moved from Cluster 5, Trinidad & Tobago was moved from Cluster 6, and the Philippines was moved from Cluster 7. Cluster 6: Bangladesh was moved from Cluster 1.

The seven missiological clusters identified are foundational for the second phase of the project. The country clusters formed the basis for the design of questionnaires appropriate to the different contexts identified through the global typology. Following data collection, segmentation analysis was carried out within each missiological cluster, identifying a range of audience segments distinct to each missiological cluster. The rest of this report will explore each cluster through the lens of the identified audience segments.

Map of the seven missiological contexts



NB: Countries with no internationally comparable data are shown in grey. These countries can still be assigned to a missiological cluster, benefit from the research data and be part of the mission strategy conversations.

Summary of the key features of each of the seven missiological clusters

- **Cluster 1** | A majority-Muslim context with economic and other barriers to Bible engagement and a low-resourced, stable Christian minority
- **Cluster 2** | A declining Christian majority, with low importance placed on religion in daily life and a growing secular minority
- **Cluster 3** | A majority-Muslim context with political barriers to Bible engagement and a stable Christian minority⁵
- **Cluster 4** | A majority-Christian context with high interest in learning more about the Bible, amid growing secularism
- **Cluster 5** | A secular context with low interest in learning more about the Bible and a declining Christian population
- **Cluster 6** | A diverse religious context with low awareness of the Bible and a stable Christian minority⁶
- **Cluster 7** | A majority-Christian context with high interest in learning more about the Bible and high importance placed on religion in daily life

⁵ This cluster includes populations of Muslim, Jewish and Christian respondents.

⁶ Due to the high levels of religious diversity across the cluster, four sub-themes related to religious adherence were identified in Cluster 6 in an alternative model of the typology. See patmos.bfbs.org for further information.

CLUSTER 1

A majority-Muslim context with economic and other barriers to Bible engagement and a low-resourced, stable Christian minority

- Countries in Cluster 1 surveyed
- Countries in Cluster 1 not surveyed



This cluster stands out for its warmth to religion and openness to learning from others who may think differently.

CLUSTER 1

A majority-Muslim context with economic and other barriers to Bible engagement and a low-resourced, stable Christian minority

Cluster 1 is composed of 12 predominantly Muslim countries that are primarily located in the Sahel region of Africa. Almost all of these countries also have small populations of Christians. Fieldwork took place in six of the 12 countries.⁷

For almost everyone interviewed in this cluster, religion is an important part of daily life. Nearly all believe there is a God and identify themselves with a religious tradition — most are Muslim (89%) while 10% are Christian.

Most Muslim and Christian respondents see religion as crucial to being able to tell right from wrong.

87% agree they are searching for a sense of meaning in their life

82% agree it is hard to tell right from wrong without religion

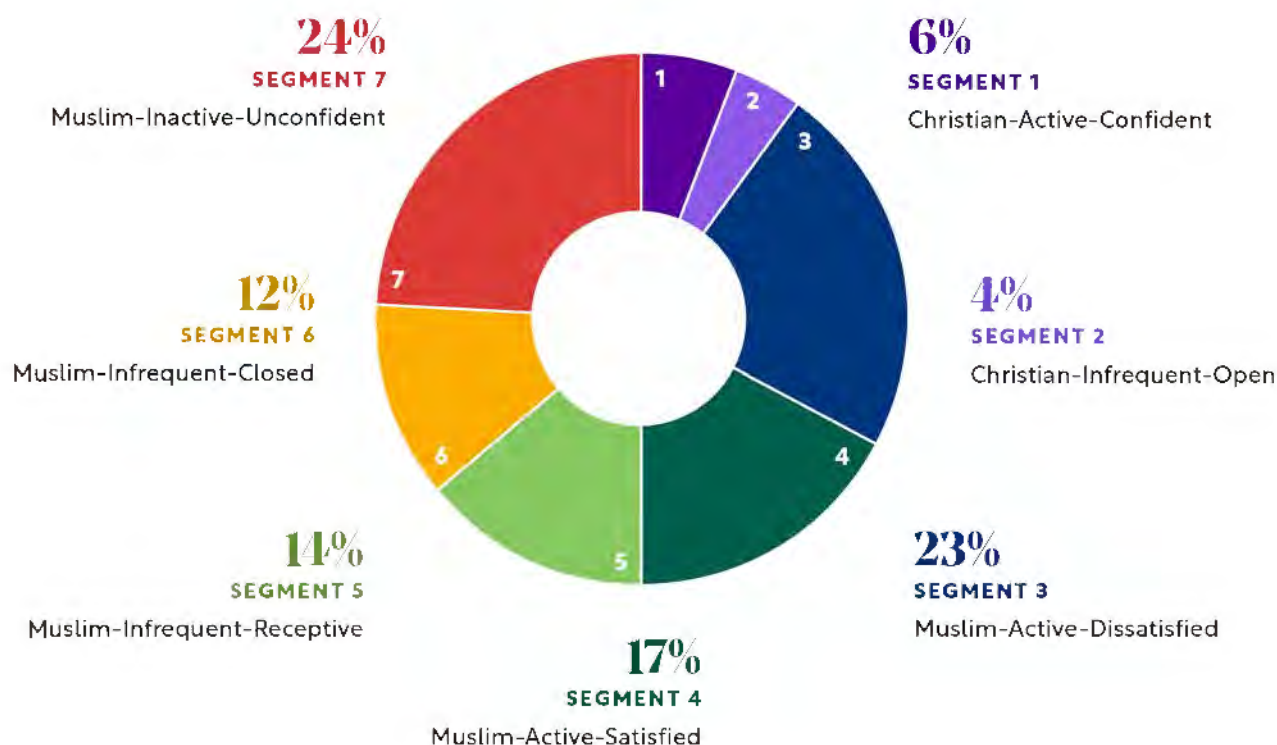
79% agree they enjoy learning from people who think differently from them

69% agree people should keep their religious beliefs to themselves

⁷ Cluster 1 fieldwork countries were Chad, The Gambia, Mali, Niger, Senegal and Sierra Leone.

CLUSTER 1 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified seven segments.



The above chart shows the average segment distribution across Cluster 1. The Christian segments are ordered by engagement with the Bible. Muslim segments are ordered by engagement with Islam.

Important notes

Data collection restrictions led to limited data availability for 108 Christian respondents from Mali, Niger, Senegal and The Gambia, effectively excluding them from the initial segmentation exercise. However, their segment membership was imputed probabilistically based on a Gradient Boosting Machine (GBM) model trained on data from Christian respondents in Chad and Sierra Leone. The model achieved an overall accuracy of 69%, outperforming a baseline naïve classifier. Household size was the most influential feature in determining segment membership, followed by belief in God and trust in people with different religious values.

This chapter splits the segments by Christian and Muslim samples. Because of sensitivity in some countries, respondents could not be asked questions about their interest in the Bible. To gain a sense of Muslim respondents' openness, this analysis examines their openness to new ideas and to other religions.

SEGMENT 1



Christian-Active-Confident (6%)

This segment has the higher weekly church attendance of the two Christian segments in Cluster 1 and frequently uses the Bible. Most people in this segment would feel confident talking about the Bible with others.

Religion is an important part of daily life for nearly all respondents. Few own a Bible, but most use it weekly, preferring to access it in print (33%), on a mobile app (32%) or by radio/television (25%). Most attend church weekly, but 97% say Christians should spend time reading the Bible at home.

More than nine in ten agree it is good for children to know at least some Bible stories (99%), see it as a useful guide to learning right from wrong (98%) and as personally relevant (94%).

- **94%** say **religion** is an **important part** of their daily life
- **76%** use the **Bible** on a **weekly basis**
- **93%** agree the **Bible** influences the **decisions they make**
- **82%** are **confident** they can **talk about the message of the Bible with friends and family**
- **43%** rate their lives a 'three' or lower (out of ten) on the **life satisfaction scale**

Survey Items

Do you attend church at least once a month?

■ % At least a few times a week ■ % About once a week ■ % About once every two weeks
■ % About once a month



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



The Bible is relevant to you, personally.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How confident are you to describe the overall story of the Bible?

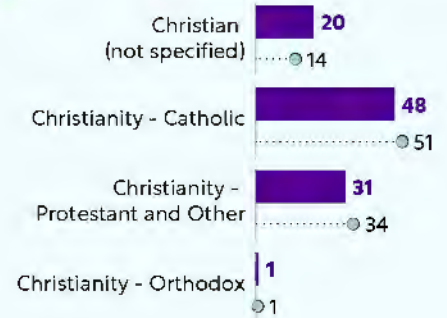
■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



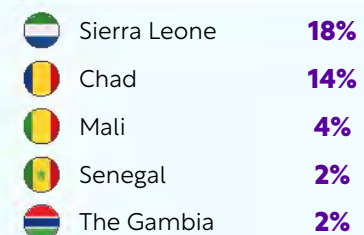
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 1 ■ Cluster 1 Christian

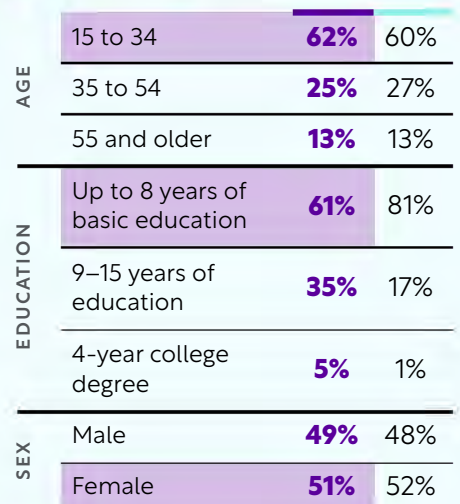


Percentage of Country Population in Segment — Top 5 Countries



Demographics

■ Segment 1 ■ Cluster 1 Average



Belief and Behaviour

■ Segment 1 ■ Cluster 1 Christian



SEGMENT 2



Christian-Infrequent-Open (4%)

Members of this Christian segment use the Bible and attend church services less often than Segment 1. They are also slightly less confident that they can talk about the Bible with others, but over half still feel they can.

Most in Segment 2 say religion is an important part of their daily life. Compared with Segment 1, fewer attend church services weekly, fewer own a Bible and they use it less frequently.

As in Segment 1, high proportions believe it is good for children to know at least some stories from the Bible (91%), see it as a useful guide to learning right from wrong (90%) and believe it is personally relevant (80%).

- **77%** say **religion** is an **important part** of their daily life
- **27%** use the **Bible** on a **weekly basis**
- **80%** agree the **Bible** influences the **decisions they make**
- **63%** are **confident** they can **talk about the message of the Bible with friends and family**
- **38%** rate their lives a 'three' or lower (out of ten) on the **life satisfaction scale**

Survey Items

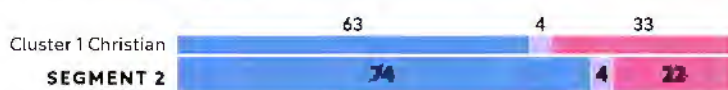
Do you attend church at least once a month?

■ % At least a few times a week ■ % About once a week ■ % About once every two weeks
■ % About once a month



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



The Bible is relevant to you, personally.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How confident are you to describe the overall story of the Bible?

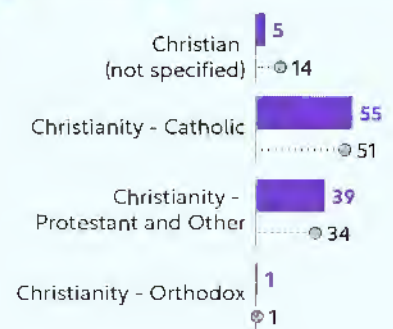
■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 2 ● Cluster 1 Christian

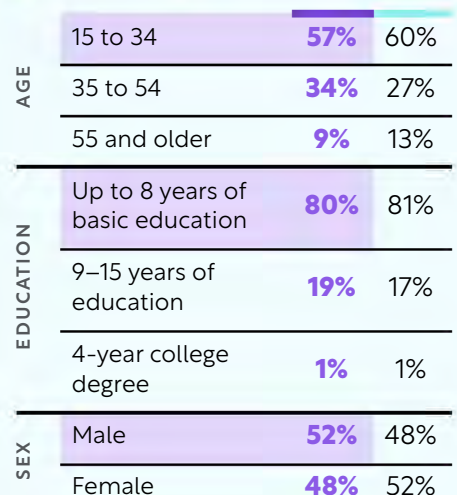


Percentage of Country Population in Segment — Top 5 Countries



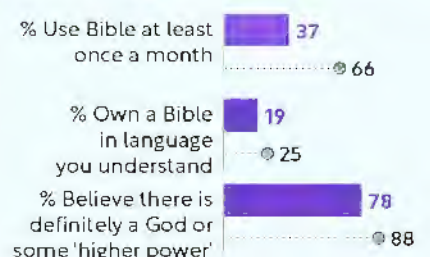
Demographics

■ Segment 2 ■ Cluster 1 Average



Belief and Behaviour

■ Segment 2 ● Cluster 1 Christian



SEGMENT 3



Muslim-Active-Dissatisfied (23%)

Most members of this Muslim segment frequently use the Quran and attend the mosque weekly. However, many rate their life satisfaction poorly and most are searching for a sense of meaning for their lives.

Religion is an important part of daily life for nearly all respondents. Most attend the mosque weekly and almost seven in ten own the Quran (none own a Bible). More than three in four use the Quran weekly and almost half say they know a great deal about it.

A sizeable 58% rate their lives a 'three' or lower on a scale from zero to ten, where zero is the worst possible life and ten is the best possible life. Most (90%) are searching for a sense of meaning in their lives.

- **92%** say **religion** is an **important part** of their daily life
- **71%** attend **the mosque** at least **once a week**
- **47%** know a **great deal** about the **Quran** and its teachings
- **58%** rate their lives a 'three' or lower (out of ten) on the **life satisfaction scale**

Survey Items

You're searching for a sense of meaning in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



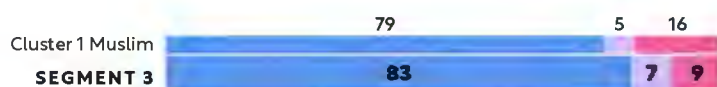
Without religion, it would be hard to tell what is right and what is wrong.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



You enjoy learning from people who think differently than you do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

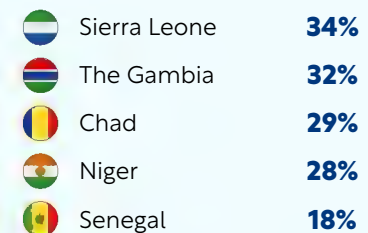
Religion

■ Segment 3

Islam/Muslim 25

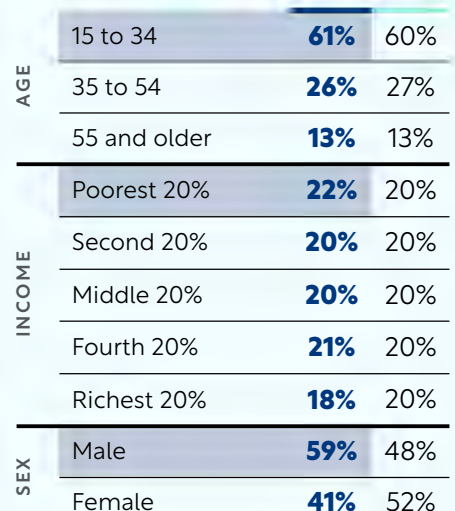
The sample for Segment 3 is 100% Muslim, but 25% of the Muslims across Cluster 1 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries



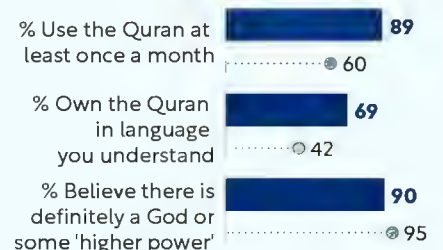
Demographics

■ Segment 3 ■ Cluster 1 Average



Belief and Behaviour

■ Segment 3 ■ Cluster 1 Muslim



SEGMENT 4

Muslim-Active-Satisfied (17%)

Like Segment 3, most members of this Muslim segment own the Quran, frequently use it and attend the mosque weekly. They are also searching for a sense of meaning for their lives, but many already see themselves as living the best life possible.

Religion is an important part of daily life for nearly all respondents. Over half attend the mosque weekly and own the Quran (none own a Bible). Two in three use the Quran weekly and under four in ten say they know a great deal about it.

Most (92%) are searching for a sense of meaning in their lives. However, 44% rate their lives a 'ten' on a scale from zero to ten, where zero is the worst possible life and ten is the best possible life.

- **97%** say **religion** is an **important part** of their daily life
- **59%** attend **the mosque** at least **once a week**
- **37%** know a **great deal** about the **Quran** and its teachings
- **44%** rate their lives a 'ten' (out of ten) on the **life satisfaction scale**

Survey Items

You're searching for a sense of meaning in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



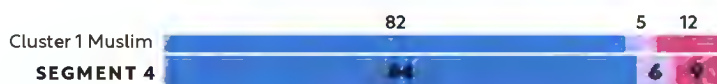
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Without religion, it would be hard to tell what is right and what is wrong.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



You enjoy learning from people who think differently than you do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 4

Islam/Muslim 19

The sample for Segment 4 is 100% Muslim, but 19% of the Muslims across Cluster 1 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Senegal	24%
	The Gambia	22%
	Niger	22%
	Chad	14%
	Mali	12%

Demographics

Segment 4 Cluster 1 Average

AGE	15 to 34	63%	60%
	35 to 54	26%	27%
	55 and older	11%	13%
INCOME	Poorest 20%	22%	20%
	Second 20%	16%	20%
	Middle 20%	18%	20%
	Fourth 20%	19%	20%
	Richest 20%	26%	20%
SEX	Male	48%	48%
	Female	52%	52%

Belief and Behaviour

Segment 4 Cluster 1 Muslim

% Use the Quran at least once a month	79	60
% Own the Quran in language you understand	61	42
% Believe there is definitely a God or some 'higher power'	96	95

SEGMENT 5



Muslim–Infrequent–Receptive (14%)

Members of Segment 5 are less likely than those in Segments 3 or 4 to frequently use the Quran and attend the mosque weekly. Almost all are searching for a sense of meaning in their lives, which most do not rate highly.

Religion is an important part of daily life for nearly all respondents, although less than half attend the mosque weekly. Quran ownership is relatively low (45%) and about half (48%) use it weekly. Over a quarter say they know a great deal about the Quran.

Most are searching for a sense of meaning in their lives. The 96% who enjoy learning from people who think differently from them is the highest of any Muslim segment.

- **98%** say **religion** is an **important part** of their daily life
- **45%** attend **the mosque** at least **once a week**
- **26%** know a **great deal** about the **Quran** and its teachings
- **Over half** rate their lives a 'four' or lower (out of ten) on the **life satisfaction scale**

Survey Items

You're searching for a sense of meaning in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Without religion, it would be hard to tell what is right and what is wrong.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



You enjoy learning from people who think differently than you do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 5

Islam/Muslim 16

The sample for Segment 5 is 100% Muslim, but 16% of the Muslims across Cluster 1 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	The Gambia	25%
	Senegal	24%
	Niger	16%
	Mali	10%
	Sierra Leone	8%

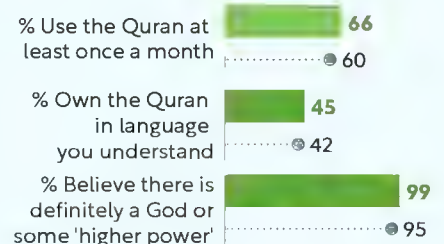
Demographics

■ Segment 5 ■ Cluster 1 Average

AGE	15 to 34	58%	60%
	35 to 54	27%	27%
	55 and older	15%	13%
INCOME	Poorest 20%	17%	20%
	Second 20%	21%	20%
	Middle 20%	20%	20%
	Fourth 20%	20%	20%
	Richest 20%	21%	20%
SEX	Male	48%	48%
	Female	52%	52%

Belief and Behaviour

■ Segment 5 ■ Cluster 1 Muslim



SEGMENT 6



Muslim-Infrequent-Closed (12%)

Fewer members of this segment use the Quran weekly compared with Segments 3, 4 and 5. However, over half (54%) attend the mosque weekly. A relatively low 52% say they enjoy learning from people who think differently from them.

Religion is an important part of daily life for nearly all. Just over half attend the mosque weekly. About a third own the Quran (1% own a Bible) and less than half use the Quran weekly. Knowledge of the Quran is relatively low — less than a quarter say they know a great deal about it.

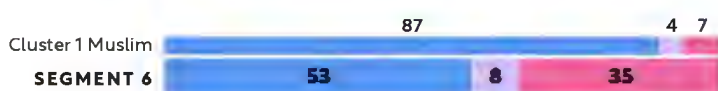
Compared with other segments, those in Segment 6 are the least likely to be searching for a sense of meaning in life (53%) or enjoy learning from people who think differently (52%).

- **95%** say **religion** is an **important part** of their daily life
- **54%** attend **the mosque** at least **once a week**
- **42%** **disagree** it is **hard** to tell **right from wrong without religion**
- **24%** know a **great deal** about the **Quran** and its teachings
- **31%** **rate their lives** a 'three' or lower (out of ten) on the **life satisfaction scale**

Survey Items

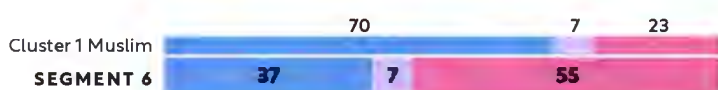
You're searching for a sense of meaning in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



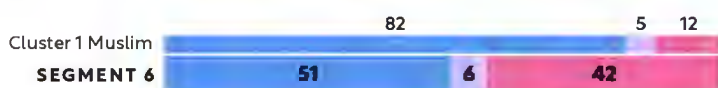
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Without religion, it would be hard to tell what is right and what is wrong.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



You enjoy learning from people who think differently than you do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 6

Islam/Muslim 13

The sample for Segment 6 is 100% Muslim, but 13% of the Muslims across Cluster 1 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Sierra Leone	20%
	Mali	14%
	Niger	11%
	Senegal	11%
	The Gambia	10%

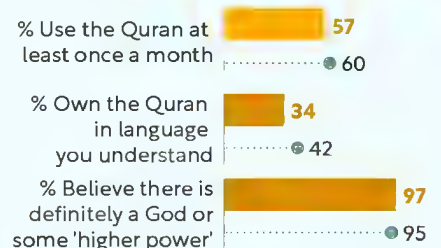
Demographics

Segment 6 Cluster 1 Average

AGE	15 to 34	57%	60%
	35 to 54	26%	27%
	55 and older	17%	13%
INCOME	Poorest 20%	18%	20%
	Second 20%	21%	20%
	Middle 20%	18%	20%
	Fourth 20%	21%	20%
	Richest 20%	21%	20%
SEX	Male	46%	48%
	Female	54%	52%

Belief and Behaviour

Segment 6 Cluster 1 Muslim



SEGMENT 7



Muslim-Inactive-Unconfident(24%)

Members of this segment are the least likely of any Muslim segment to own or use the Quran or attend the mosque weekly. However, religion is an important part of their daily lives and most believe in God.

Just under a quarter attend the mosque weekly. Only 5% own the Quran (none own a Bible), and just 8% use it weekly. Two per cent of respondents profess to know a great deal about the Quran.

Like other segments, most are searching for a sense of meaning in life (91%) and enjoy learning from people who think differently than they do (76%).

- **95%** say **religion** is an **important part** of their daily life
- **23%** attend **the mosque** at least **once a week**
- **2%** know a **great deal** about the **Quran** and its teachings
- **68%** use **traditional healers** when they or someone they know is **sick**
- **38%** rate their lives a 'three' or lower (out of ten) on the **life satisfaction scale**

Survey Items

You're searching for a sense of meaning in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



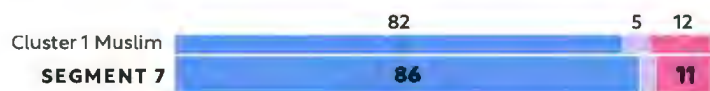
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Without religion, it would be hard to tell what is right and what is wrong.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



You enjoy learning from people who think differently than you do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 7

Islam/Muslim ■ 27

The sample for Segment 7 is 100% Muslim, but 27% of the Muslims across Cluster 1 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Mali	47%
	Niger	23%
	Senegal	21%
	Sierra Leone	11%
	Chad	8%

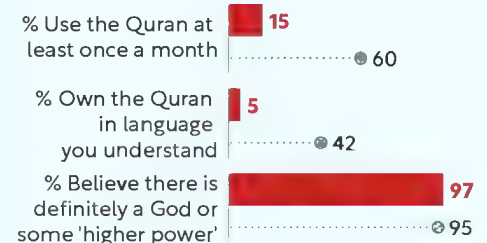
Demographics

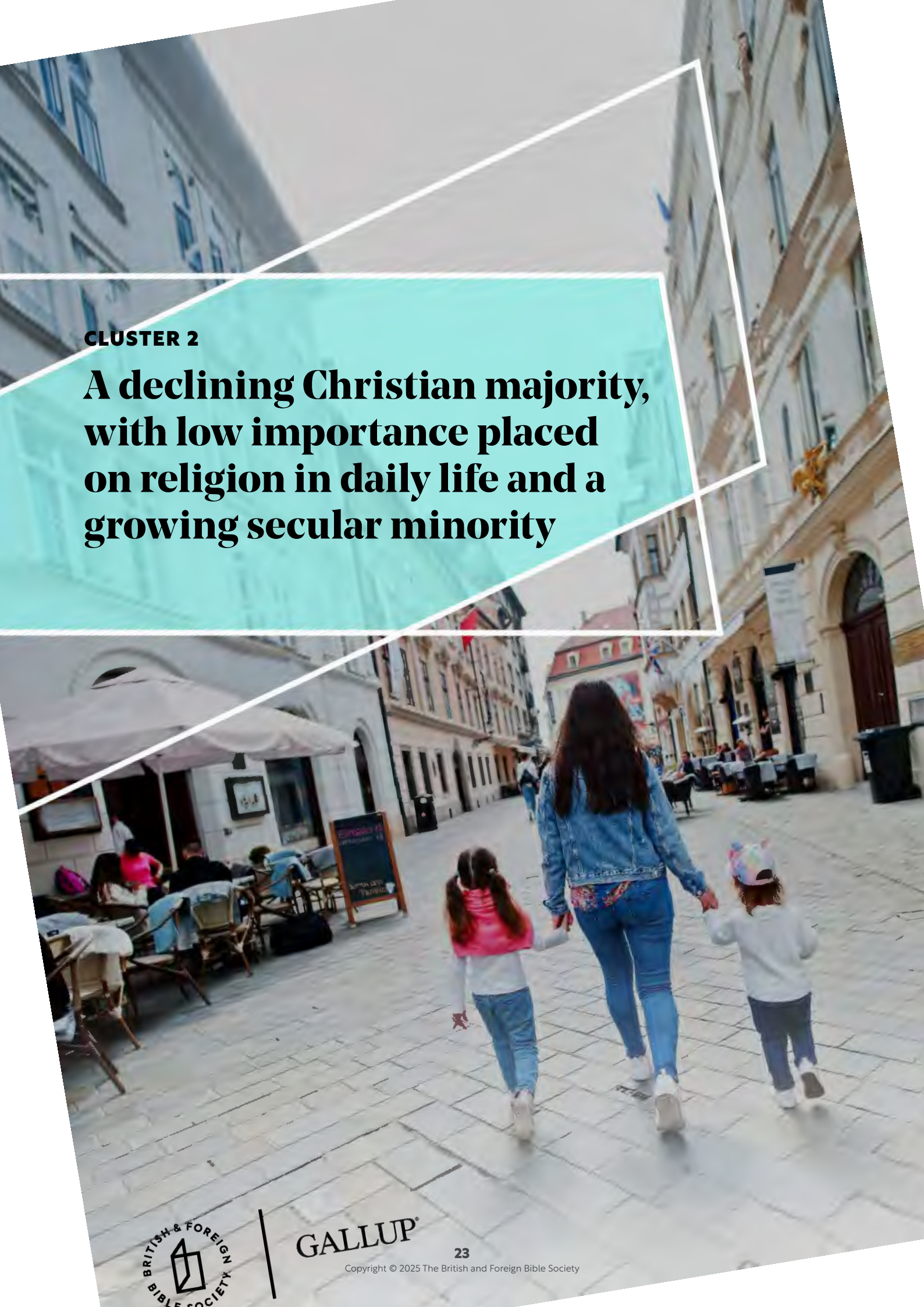
■ Segment 7 ■ Cluster 1 Average

AGE	15 to 34	61%	60%
	35 to 54	28%	27%
	55 and older	10%	13%
INCOME	Poorest 20%	20%	20%
	Second 20%	20%	20%
	Middle 20%	23%	20%
	Fourth 20%	21%	20%
	Richest 20%	16%	20%
SEX	Male	37%	48%
	Female	63%	52%

Belief and Behaviour

■ Segment 7 ■ Cluster 1 Muslim



A photograph of a European city street, likely in Prague, showing historic buildings and a cafe with outdoor seating. A woman and two children are walking away from the camera on a cobblestone path. A teal-colored text box is overlaid on the upper left portion of the image.

CLUSTER 2

**A declining Christian majority,
with low importance placed
on religion in daily life and a
growing secular minority**

- Countries in Cluster 2 surveyed
- Countries in Cluster 2 not surveyed

CLUSTER 2

A declining Christian majority, with low importance placed on religion in daily life and a growing secular minority

Cluster 2 is composed of 22 countries with large Christian populations that are primarily located throughout Southern and Eastern Europe. Several of these countries have sizeable Muslim populations. Fieldwork took place in 11 of the 22 countries.⁸

Prior research shows that people in this cluster tend to value family more than religion. In the current study, four in ten say religion is an important part of their daily lives. However, more than half are interested in learning more about the Bible and over two-thirds of respondents believe it is important for children to know some stories from it.

40% say that **religion is an important part of their daily life**

77% identify themselves as **Christian**; **55%** identify specifically as **Orthodox** and **15%** as **Catholic**

57% are interested in **learning more about the Bible**

68% believe it is **good for children** to **know some stories from the Bible**

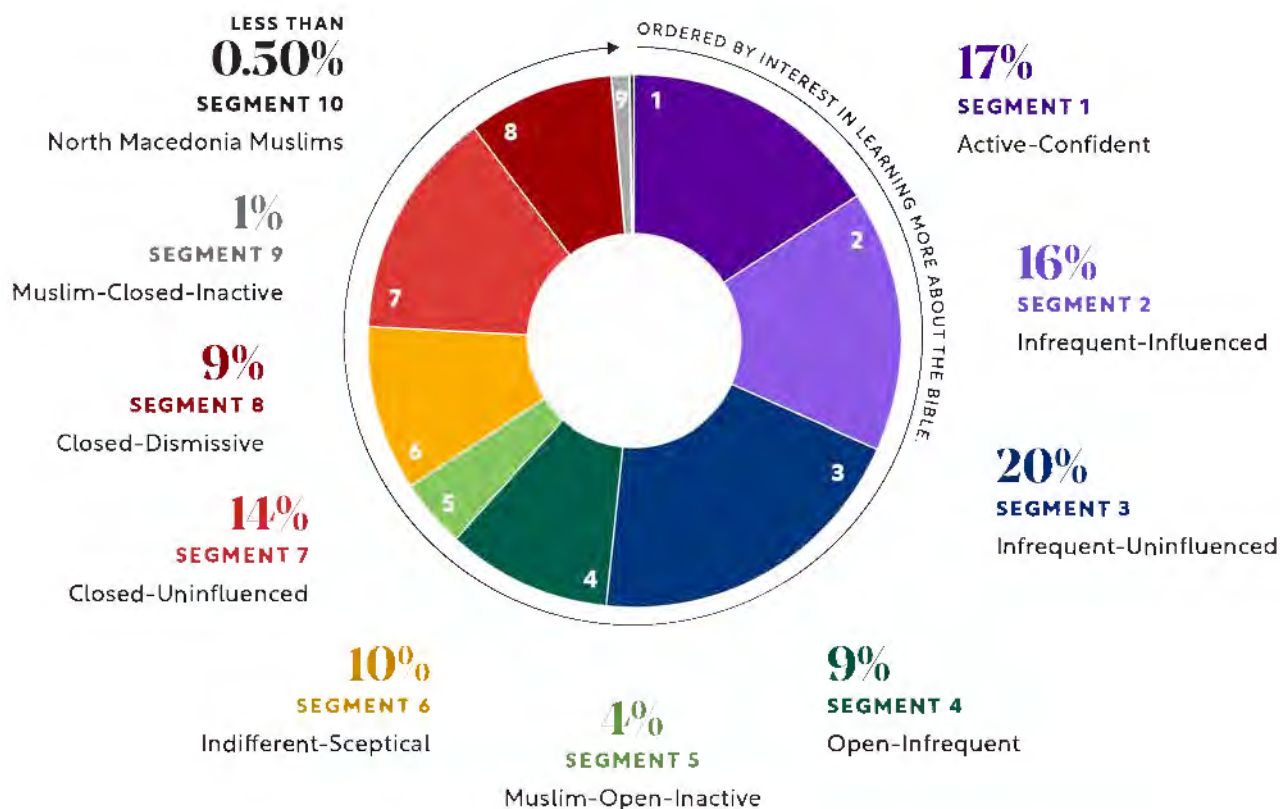
63% believe people should **keep their religious beliefs to themselves**

In this cluster, religion is less important in daily life, but there is a warmth and openness towards the Bible.

⁸ Cluster 2 fieldwork countries were Albania, Bulgaria, Hungary, Lithuania, North Macedonia, Poland, Portugal, Romania, Russia, Serbia and Ukraine.

CLUSTER 2 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified ten segments. (See important notes below.)



The above chart shows the average segment distribution across Cluster 2. Combining the three most open segments (1, 2 and 4) reveals that Romania, Poland and Ukraine have the highest proportion of warmer segments in their populations. Similarly, combining the most closed segments (7, 8 and 9) shows Albania, Bulgaria and Lithuania stand out as having the highest proportion of colder segments in their populations.

Important notes

Segment 10, which consists of self-identified Muslims living in North Macedonia, accounts for less than 0.5% of the cluster. Because this sample was not asked the full set of survey questions, the group is not included in the segmentation analysis and is not analysed separately in this chapter.

Segments 5 and 9 are based on samples of people who self-identify their faith as Islam. Only self-identified Muslims who said they had used the Bible were asked questions about Bible knowledge and impact.

SEGMENT 1



Active-Confident (17%)

This segment frequently uses the Bible, is open to learning more and is the only segment in which more than half of the population is confident in talking about the Bible with others. People in this segment are also the most likely to see the Bible as influencing the decisions they make and how they respond to challenges and times of crisis.

Most respondents own a Bible, nearly half use it weekly — preferring to read it in print — and nearly all are interested in learning more. Over half of Christians and those who have used the Bible are confident they could describe the Bible's overall story, talk about its message and guide others in interpretation.

Like most in this cluster, respondents in Segment 1 tend to think people should keep their religious beliefs to themselves.

- **87%** say **religion** is an **important part** of their daily life
- **51%** attend **church** at least **weekly**
- **57%** of **Christians** and those who have used the Bible are **confident that they can guide others in interpreting it**
- **53%** believe **people** should keep their **religious beliefs to themselves**

Words used to describe the Bible:

wisdom / truth / complex

Survey Items

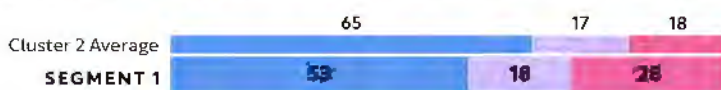
Is religion an important part of your daily life?

■ % Yes ■ % No



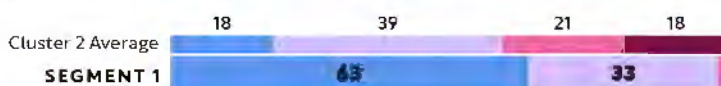
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



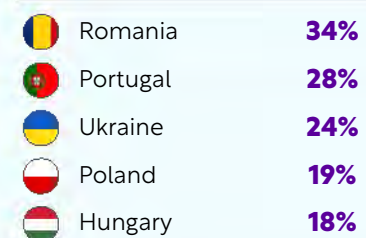
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 1 ■ Cluster 2 Average

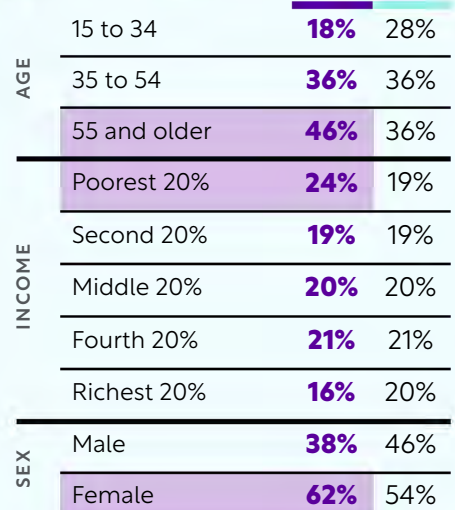


Percentage of Country Population in Segment — Top 5 Countries



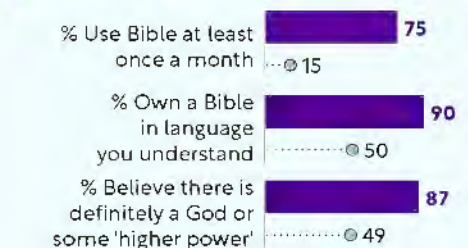
Demographics

■ Segment 1 ■ Cluster 2 Average



Belief and Behaviour

■ Segment 1 ■ Cluster 2 Average



SEGMENT 2



Infrequent-Influenced (16%)

Members of this segment only occasionally use the Bible, but over half view it positively and most are open to learning more. They lack confidence in being able to talk about the Bible with others.

Over half of respondents use a Bible yearly, and almost half attend church as infrequently. Yet they are positive about religion and the Bible: Nearly nine in ten say religion is an important part of daily life (like Segment 1). Further, over half say the Bible is personally relevant, a useful guide to learning right from wrong and that it's good for children to know some of its stories.

- **88%** say **religion** is an **important part** of their daily life
- **16%** of **Christians** or those who have used the Bible are at least **fairly confident that they can guide others in interpreting it**
- **68%** agree the **Bible** is a useful **guide for learning right from wrong**
- **83%** believe **people** should keep their **religious beliefs to themselves**

Words used to describe the Bible:

wisdom / truth / complex

Survey Items

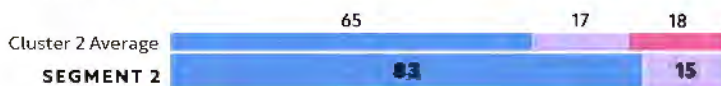
Is religion an important part of your daily life?

■ % Yes ■ % No



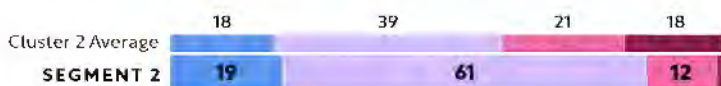
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



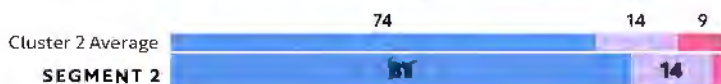
How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

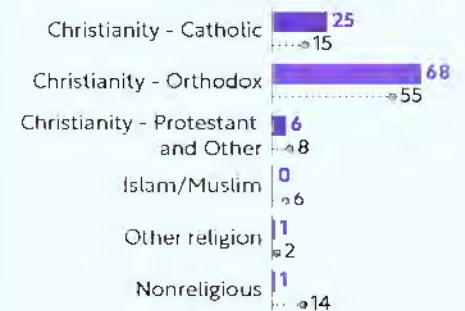
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



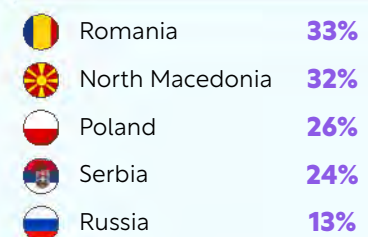
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 2 ■ Cluster 2 Average

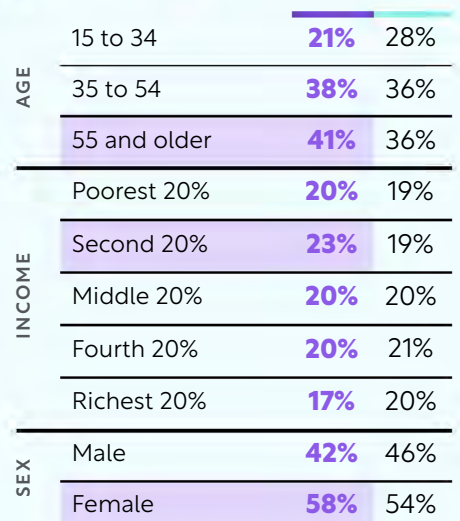


Percentage of Country Population in Segment — Top 5 Countries



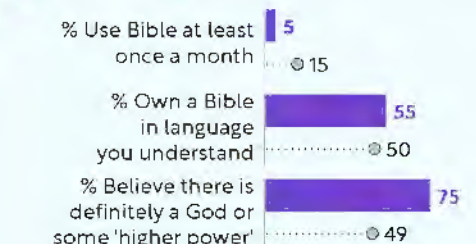
Demographics

■ Segment 2 ■ Cluster 2 Average



Belief and Behaviour

■ Segment 2 ■ Cluster 2 Average



SEGMENT 3



Infrequent-Uninfluenced (20%)

Members of this segment do not see religion as an important part of their life and only occasionally use the Bible and attend church. Most are open to learning more about the Bible, but the majority of them are just somewhat interested.

Despite this segment's highly Christian identity, most people do not see religion as an important part of their daily lives. Further, while they believe in God or a higher power, they are less certain of this than Segments 1, 2 or 4.

This group only occasionally uses the Bible, but most are interested in learning more about it. They are less likely than Segments 1, 2 or 4 to see it as personally relevant, but most believe it is good for children to know some Bible stories.

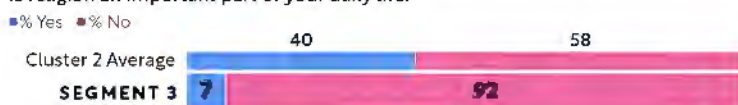
- **7%** say **religion** is an **important part** of their daily life
- **13%** of **Christians** or those who have used the Bible are **confident** that they can guide others in interpreting it
- **74%** agree the **Bible** is a useful **guide for learning right from wrong**
- **76%** believe **people** should keep their **religious beliefs** to themselves

Words used to describe the Bible:

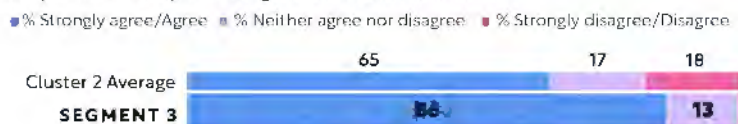
wisdom / a historical artefact / complex

Survey Items

Is religion an important part of your daily life?



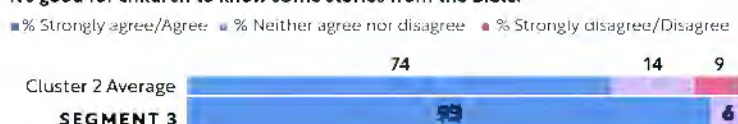
People should keep their religious beliefs to themselves.



How interested, if at all, would you be in learning more about the Bible?



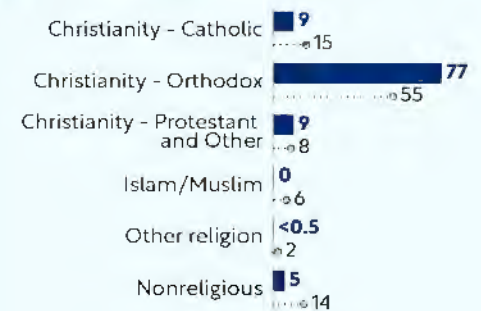
It's good for children to know some stories from the Bible.



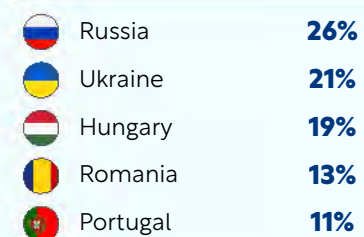
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 3 ■ Cluster 2 Average

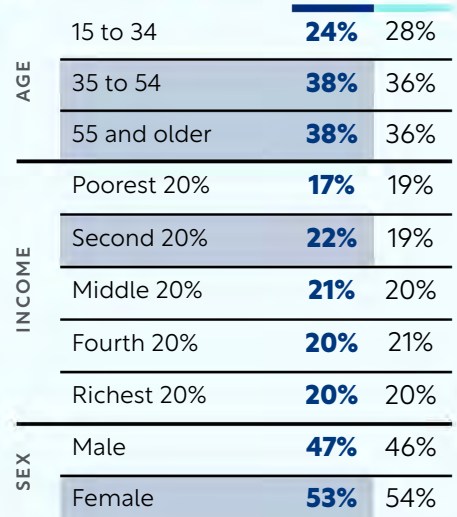


Percentage of Country Population in Segment — Top 5 Countries



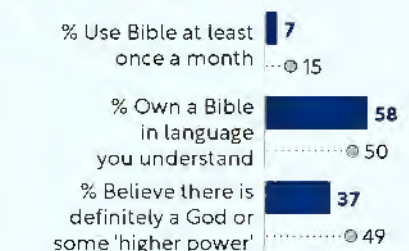
Demographics

■ Segment 3 ■ Cluster 2 Average



Belief and Behaviour

■ Segment 3 ■ Cluster 2 Average



SEGMENT 4



Open-Infrequent (9%)

Members of this segment use the Bible infrequently, but they desire to learn more about it. They lack confidence in being able to discuss the Bible with others, but no respondents believe people should keep their religious beliefs private.

Although less than half of respondents say that religion is an important part of their daily life and the majority attend church only yearly, this segment has a high belief in God. Members of this segment also view the Bible positively: nearly half find it personally relevant, 63% think it is a useful guide and 90% believe it is good for children to know some stories from it. The majority would like to learn more about the Bible.

- **41%** say **religion** is an **important part** of their daily life
- **12%** of **Christians** or those who have used the Bible are **confident that they can guide others in interpreting it**
- **63%** agree the **Bible** is a useful **guide for learning right from wrong**
- **No respondents** believe **people** should keep their **religious beliefs to themselves**

Words used to describe the Bible:

wisdom / a historical artefact / complex

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



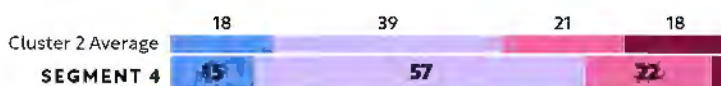
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

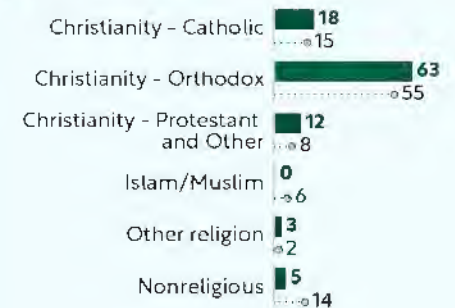
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 4 ■ Cluster 2 Average

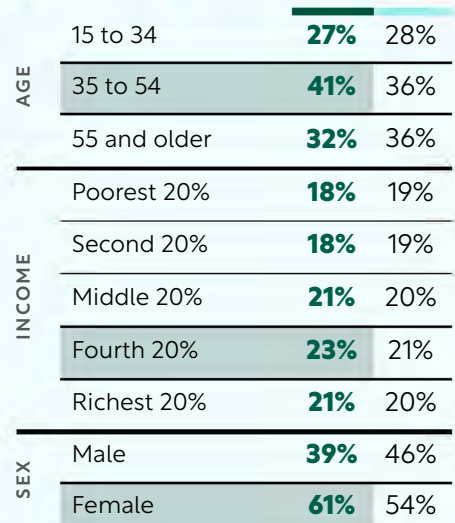


Percentage of Country Population in Segment — Top 5 Countries



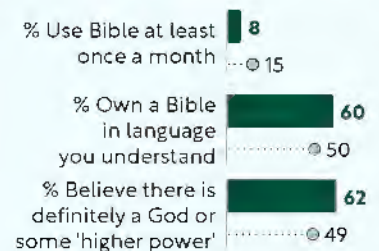
Demographics

■ Segment 4 ■ Cluster 2 Average



Belief and Behaviour

■ Segment 4 ■ Cluster 2 Average



SEGMENT 5



Muslim-Open-Inactive (4%)

Few members of this segment, which is entirely Muslim,⁹ own a Bible, but more than half of respondents are interested in learning more about it.

This group has a high belief in God or a higher power — more so than Segments 6, 7, 8 and 9. The majority see religion as an important part of their life but think people should keep religious beliefs to themselves.

Although most have never used the Bible, more than half (55%) are interested in learning more about it. Relatively few find the Bible personally relevant, but two-thirds agree it is a useful guide for learning right from wrong.

- **64%** say **religion** is an **important part** of their daily life
- **67%** agree the **Bible** is a useful **guide for learning right from wrong**
- **66%** believe **people** should keep their **religious beliefs to themselves**

Words used to describe the Bible:

a historical artefact / complex / wisdom

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



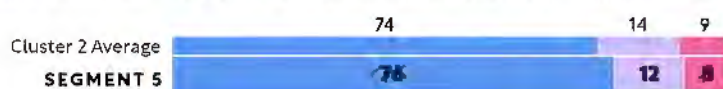
How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

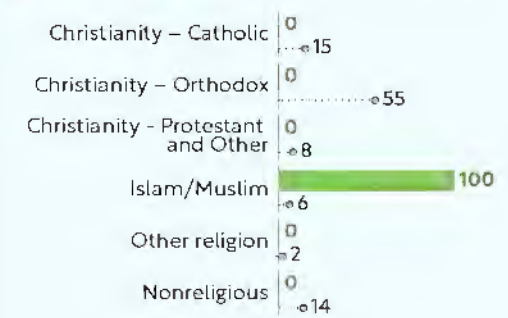
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 5 ■ Cluster 2 Average



Percentage of Country Population in Segment – Top 5 Countries

	Albania	36%
	Bulgaria	7%
	Russia	7%
	Serbia	2%
	Romania	1%

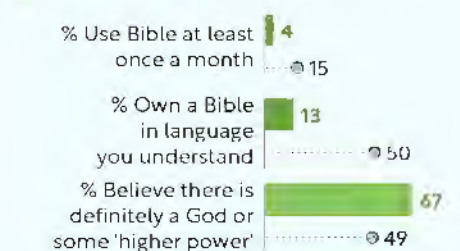
Demographics

■ Segment 5 ■ Cluster 2 Average

AGE	15 to 34	36%	28%
	35 to 54	39%	36%
	55 and older	25%	36%
INCOME	Poorest 20%	40%	19%
	Second 20%	12%	19%
	Middle 20%	22%	20%
	Fourth 20%	9%	21%
	Richest 20%	16%	20%
SEX	Male	65%	46%
	Female	36%	54%

Belief and Behaviour

■ Segment 5 ■ Cluster 2 Average



⁹ Only self-identified Muslims who had used the Bible were asked the question series about Bible knowledge and impact.

SEGMENT 6



Indifferent-Sceptical (10%)

Members of this segment are at best indifferent to religion and the Bible. Most never use the Bible or attend church and few are interested in learning more about the Bible or see it as relevant to their lives.

Nearly all members of this mostly nonreligious segment do not believe religion is an important part of their daily life, and a majority disagree that it is hard to tell right from wrong without religion.

Members of this segment lack interest in learning more about the Bible. Few agree that the Bible is personally relevant, but a majority believe that it is good for children to know some stories from the Bible.

- **5%** say **religion** is an **important part** of their daily life
- **62%** **disagree** that the Bible is **personally relevant**
- **26%** **agree** the **Bible** is a **useful guide** for **learning right from wrong**
- **65%** believe **people** should keep their **religious beliefs** to themselves

Words used to describe the Bible:

a historical artefact / complex / wisdom

Survey Items

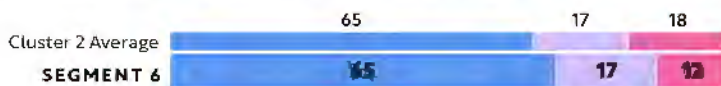
Is religion an important part of your daily life?

■ % Yes ■ % No



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

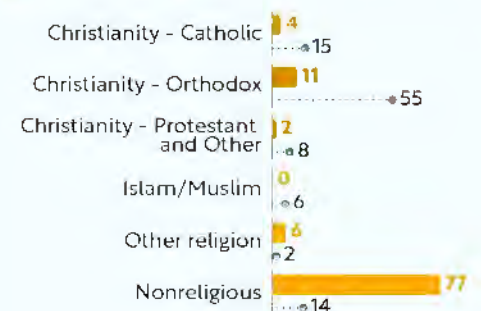
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 6 ■ Cluster 2 Average



Percentage of Country Population in Segment — Top 5 Countries

	Hungary	28%
	Portugal	19%
	Russia	11%
	Bulgaria	8%
	Poland	7%

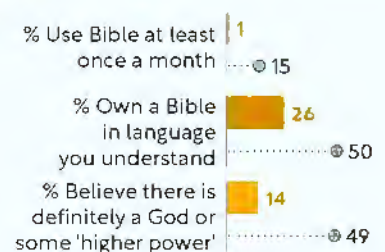
Demographics

■ Segment 6 ■ Cluster 2 Average

AGE	15 to 34	40%	28%
	35 to 54	33%	36%
	55 and older	27%	36%
INCOME	Poorest 20%	16%	19%
	Second 20%	14%	19%
	Middle 20%	19%	20%
	Fourth 20%	26%	21%
	Richest 20%	26%	20%
SEX	Male	54%	46%
	Female	46%	54%

Belief and Behaviour

■ Segment 6 ■ Cluster 2 Average



SEGMENT 7



Closed-Uninfluenced (14%)

This is a majority-Christian segment with low interest in the Bible. Less than a third own a Bible, and the majority never use the Bible or attend church. They are almost entirely closed to the Bible, lacking interest in learning more about it. They are similarly indifferent to its value, disagreeing that it is relevant.

Although nearly all (94%) say religion is not an important part of their daily life, the majority of this segment identifies with the Christian faith. This group has the lowest level of interest in learning more about the Bible of any majority-Christian segment. While few believe the Bible is personally relevant, more than half think it is good for children to know at least some Bible stories.

- **4%** say **religion** is an **important part** of their daily life
- **5%** of **Christians** or those who have used the Bible are **confident** that they can guide others in interpreting it
- **28%** agree the Bible is a useful guide for learning right from wrong
- **61%** believe **people** should keep their **religious beliefs** to themselves

Words used to describe the Bible:

a historical artefact / complex / wisdom

Survey Items

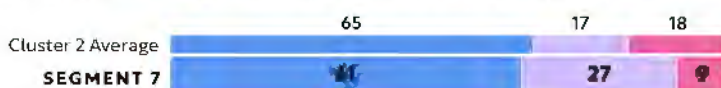
Is religion an important part of your daily life?

■ % Yes ■ % No



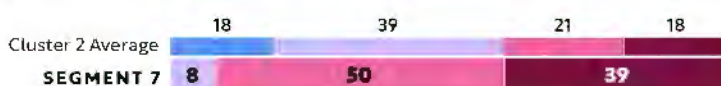
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

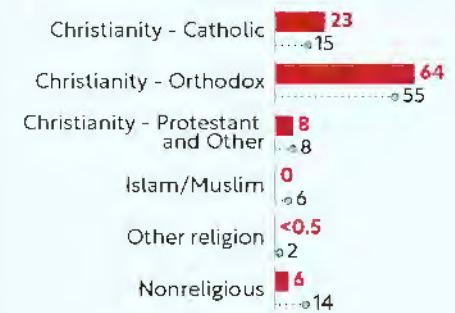
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 7 ■ Cluster 2 Average

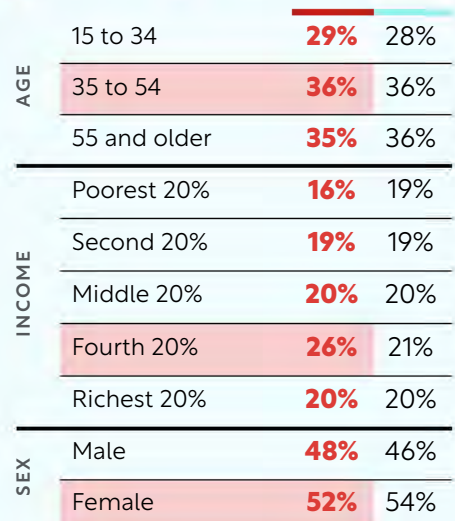


Percentage of Country Population in Segment — Top 5 Countries



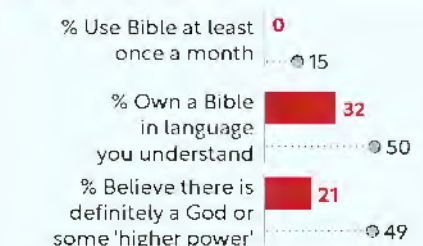
Demographics

■ Segment 7 ■ Cluster 2 Average



Belief and Behaviour

■ Segment 7 ■ Cluster 2 Average



SEGMENT 8



Closed-Dismissive (9%)

Slightly fewer than one in five members in this segment own a Bible, and the majority never use the Bible or attend church. They are almost entirely closed to the Bible, lacking interest in learning more about it. They are similarly dismissive of the Bible, but unlike other segments, they do not believe it is good for children to know some stories from it.

Unlike Segment 7, over half of this segment is nonreligious. Over nine in ten in this group say they never read the Bible, and just 3% are interested in learning more about it. They see the Bible as having little relevance to them or wider society: 1% agree it is a useful guide for learning right from wrong, and 3% agree that it is good for children to know some stories from it.

- **11%** say **religion** is an **important part** of their daily life
- **67%** believe **people** should keep their **religious beliefs** to themselves
- **1%** believe the **Bible** is a useful **guide for learning right from wrong**

Words used to describe the Bible:

a historical artefact / outdated / confusing

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

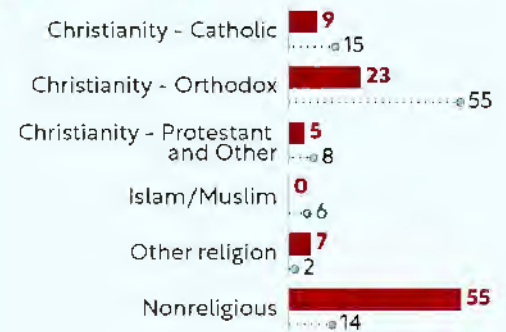
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



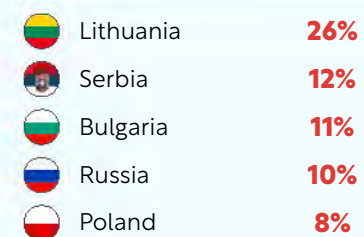
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 8 ■ Cluster 2 Average

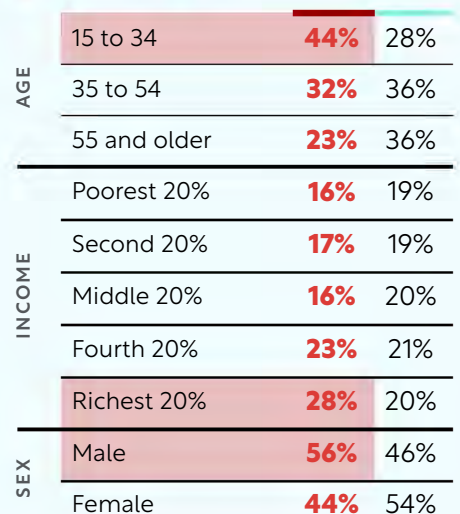


Percentage of Country Population in Segment — Top 5 Countries



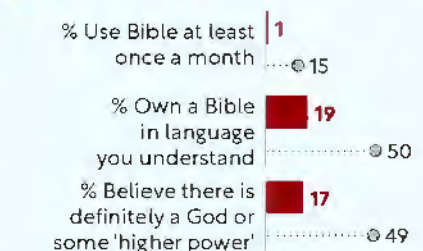
Demographics

■ Segment 8 ■ Cluster 2 Average



Belief and Behaviour

■ Segment 8 ■ Cluster 2 Average



SEGMENT 9



Muslim-Closed-Inactive (1%)

Like Segment 5, this segment entirely identifies as Muslim.¹⁰ And like that group, few members of this segment own a Bible. But unlike Segment 5, this group has no interest in learning about the Bible.

This group has a high belief in God or a higher power, and the majority see religion as an important part of their life, like Segment 5. But unlike Segment 5, this group thinks people should not keep religious beliefs to themselves.

No respondents are interested in learning more about the Bible. The majority disagree that the Bible is personally relevant, and few agree it is a useful guide or good for children to know stories from it.

- **71%** say **religion** is an **important part** of their daily life
- **19%** agree the **Bible** is a useful **guide for learning right from wrong**
- **22%** believe **people** should keep their **religious beliefs to themselves**

Words used to describe the Bible:

a historical artefact / complex / outdated

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know some stories from the Bible.

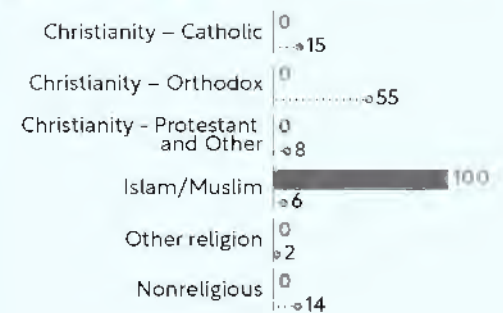
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 9 ■ Cluster 2 Average



Percentage of Country Population in Segment – Top 5 Countries

	Albania	39%
	Bulgaria	5%
	Russia	1%
	Serbia	1%
	Ukraine	<0.5%

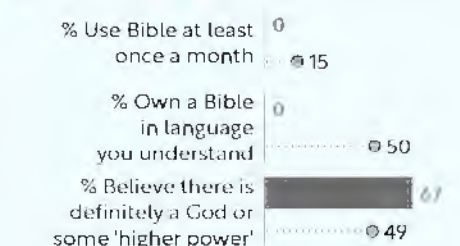
Demographics

■ Segment 9 ■ Cluster 2 Average

AGE	15 to 34	46%	28%
	35 to 54	28%	36%
	55 and older	26%	36%
INCOME	Poorest 20%	25%	19%
	Second 20%	25%	19%
	Middle 20%	17%	20%
	Fourth 20%	18%	21%
	Richest 20%	15%	20%
SEX	Male	49%	46%
	Female	51%	54%

Belief and Behaviour

■ Segment 9 ■ Cluster 2 Average



¹⁰ Only self-identified Muslims who had used the Bible were asked the question series about Bible knowledge and impact.

CLUSTER 3

**A majority-Muslim context with
political barriers to Bible engagement
and a stable Christian minority**

■ Countries in Cluster
3 surveyed

■ Countries in Cluster
3 not surveyed

CLUSTER 3

A majority-Muslim context with political barriers to Bible engagement and a stable Christian minority

Cluster 3 consists of 28 countries and territories, most of which are located throughout the Middle East, North Africa and Central Asia. The cluster is predominantly Muslim, with stable minorities of Christians. All self-identified Jewish people in the cluster live in Israel. Fieldwork took place in nine of the 28 countries and territories.¹¹

85% say religion is an important part of daily life

78% agree it is hard to tell right from wrong without religion

75% agree they enjoy learning from people who think differently from them

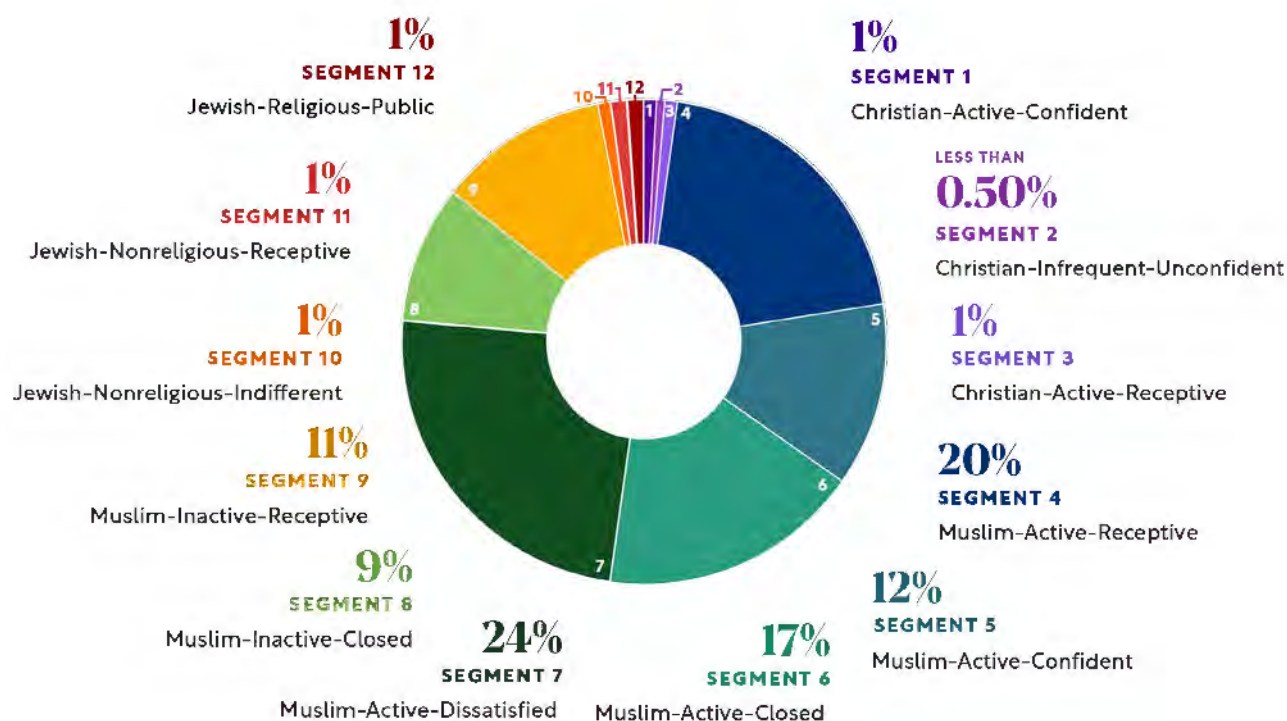
50% agree people should keep their religious beliefs to themselves

This cluster stands out for the importance it places on religion in a Muslim-majority context, alongside its higher level of economic development compared with Cluster 1.

¹¹ Cluster 3 fieldwork countries and territories were Bahrain, Egypt, Israel, Jordan, Kyrgyzstan, Lebanon, Palestine, Türkiye and Uzbekistan.

CLUSTER 3 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified 12 segments.



The above chart shows the average segment distribution across Cluster 3.

Important notes

In Cluster 3, because of the sensitivity in certain countries and subsequent differences in questionnaire scripts, the sample was split into the following mutually exclusive groups prior to the segmentation analysis:

- 1) Muslims
- 2) Christians everywhere but Bahrain
- 3) Christians in Bahrain
- 4) Jews
- 5) Other religious groups

This report analyses the segments within the cluster by groups 1, 2 and 4. Christians identified in the sample in Bahrain (group 3) are probably expatriates and are not included in the analysis of Christians.

The Christian sample is small and over half of respondents come from Lebanon, which means that results for Segments 2 and 3 are largely shaped by Lebanese Christians.

The majority of Muslim respondents and Jewish respondents were not asked questions about the Christian Bible because of the sensitivity related to asking these questions. The labels for Christian, Muslim and Jewish segments are defined by their engagement with their respective religions.

SEGMENT 1



Christian-Active-Confident (1%)

Nearly all respondents in Segment 1 own a Bible and over half use it weekly, although just over a third (36%) attend church services this frequently. Most are very confident that they can describe the overall story of the Bible to others and talk about its message with friends and family.

Segment 1 is the most likely of any of the Christian segments to use the Bible weekly; 61% use it weekly, with 33% of the segment using the Bible on their own on a weekly basis. Nearly all agree that the Bible is personally relevant and most think its teachings are compatible with their country's values.

Almost all believe religion is an important part of their daily lives. For most, there is only one true way to interpret the teachings of their religion.

- **36%** attend **church** services weekly
- **95%** say **religion** is an **important** part of daily life
- **95%** agree the **Bible** is relevant to them personally
- **71%** are **very confident** they could talk about **the message of the Bible** with friends and family
- **9%** rate **their lives** a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

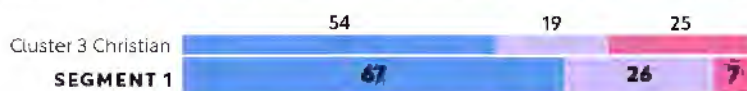
Which of the following statements comes closest to describing your view?

- % There is ONLY ONE true way to interpret the teachings of my religion
- % There is MORE THAN ONE true way to interpret the teachings of my religion



People should keep their religious beliefs to themselves.

- % Strongly agree/Agree
- % Neither agree nor disagree
- % Strongly disagree/Disagree



The teachings of the Bible are NOT compatible with the values of the [insert country adjective] people.

- % Strongly agree/Agree
- % Neither agree nor disagree
- % Strongly disagree/Disagree



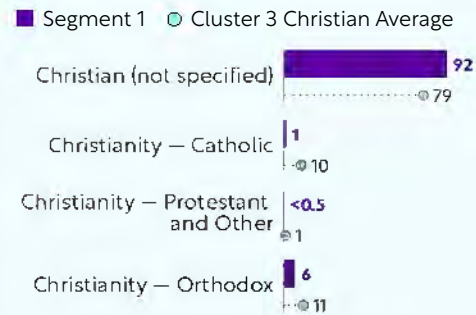
How confident are you to describe the overall story of the Bible?

- % Very confident
- % Fairly confident
- % A little confident
- % Not confident at all



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

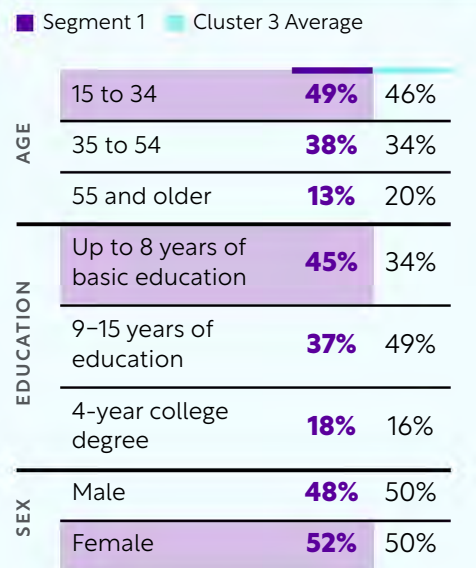
Religion



Percentage of Country Population in Segment — Top 5 Countries



Demographics



Belief and Behaviour



SEGMENT 2



Christian-Infrequent-Unconfident (Less than 0.5%)

Nearly all respondents in Segment 2 own a Bible, but they use it on their own less frequently than those in Segment 1 (18% use it weekly vs. 33% in Segment 1). Just a quarter (25%) attend church services weekly. They are also the least confident of any Christian segment in their ability to describe the overall story of the Bible to others and talk about it with family and friends.

Nearly all (99%) definitely believe in God and 71% say religion is an important part of their daily lives, but this is the lowest percentage to say so among any of the Christian segments.

More than eight in ten agree the Bible is personally relevant and has a lot of influence over their decisions. Over nine in ten believe it is good for children to know at least some stories from the Bible.

- **25%** attend **church** services weekly
- **71%** say **religion** is an **important** part of their daily life
- **89%** agree the **Bible** is relevant to them personally
- **81%** agree the **Bible** has a lot of influence over their decisions
- **25%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

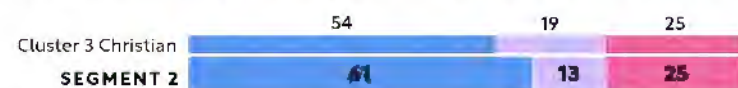
Which of the following statements comes closest to describing your view?

- % There is ONLY ONE true way to interpret the teachings of my religion
- % There is MORE THAN ONE true way to interpret the teachings of my religion



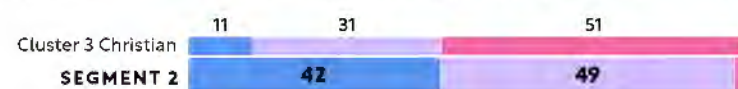
People should keep their religious beliefs to themselves.

- % Strongly agree/Agree
- % Neither agree nor disagree
- % Strongly disagree/Disagree



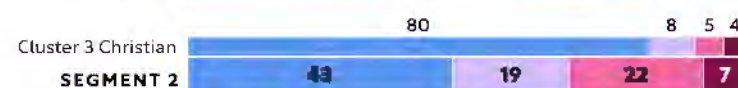
The teachings of the Bible are NOT compatible with the values of the [insert country adjective] people.

- % Strongly agree/Agree
- % Neither agree nor disagree
- % Strongly disagree/Disagree



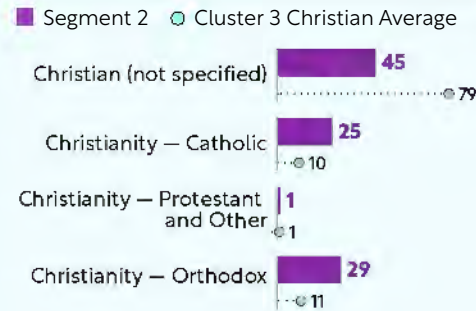
How confident are you to describe the overall story of the Bible?

- % Very confident
- % Fairly confident
- % A little confident
- % Not confident at all

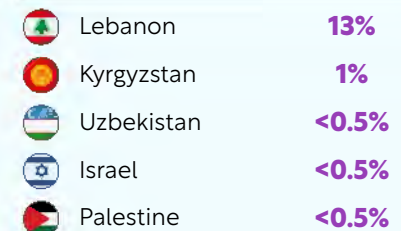


Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

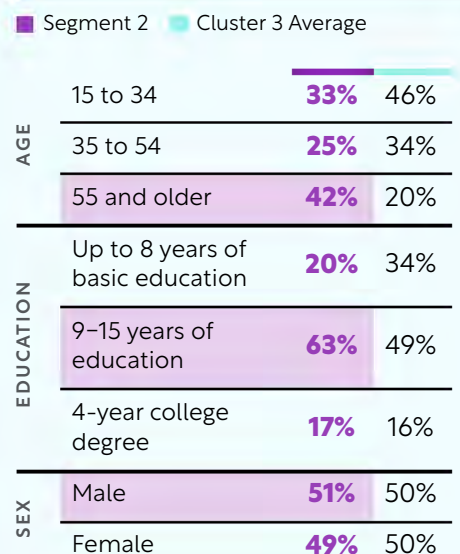
Religion



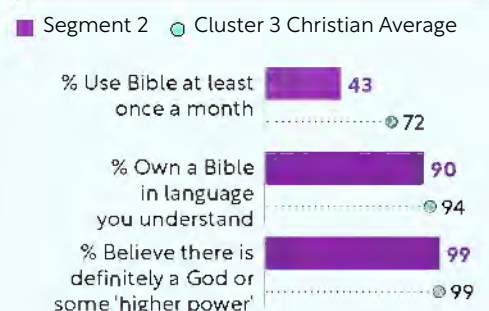
Percentage of Country Population in Segment — Top 5 Countries



Demographics



Belief and Behaviour



SEGMENT 3



Christian-Active-Receptive (1%)

Nearly all respondents in Segment 3 own a Bible, but they use it on their own as infrequently as those in Segment 2 (20% use it weekly vs. 18% in Segment 2). However, they do go to church services more often than any other Christian segment, with 53% attending weekly. They are also more likely than other segments to believe there is more than one true way to interpret the teachings of their religion.

Almost all (93%) trust those with different religious values. Nearly all would not object to a person with different religious beliefs moving next door, and they are more likely than other Christian segments to say they would be happy for a child in their family to attend a school connected with another religion.

Most agree the Bible is personally relevant and believe the Bible is a useful guide to learning right from wrong.

- **53%** attend **church** services weekly
- **82%** say **religion** is an **important** part of their daily life
- **91%** would **not object** to a person with **different** religious beliefs **moving next door**
- **81%** would be **happy** for a **child in their family** to attend a school **connected with another religion**
- **6%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

Which of the following statements comes closest to describing your view?

■ % There is ONLY ONE true way to interpret the teachings of my religion

■ % There is MORE THAN ONE true way to interpret the teachings of my religion



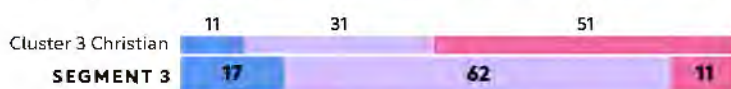
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



The teachings of the Bible are NOT compatible with the values of the [insert country adjective] people.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



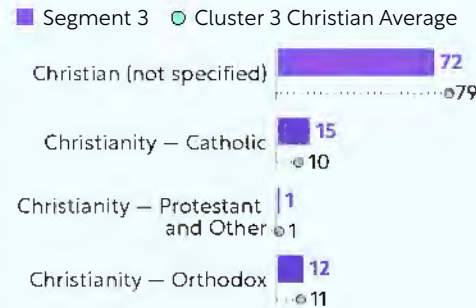
How confident are you to describe the overall story of the Bible?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all

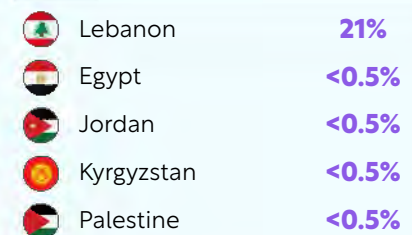


Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

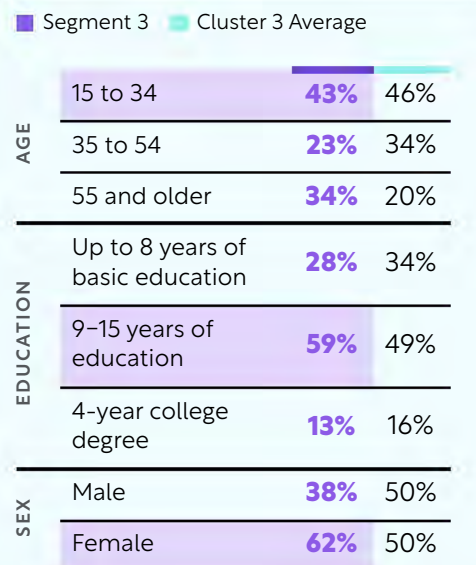
Religion



Percentage of Country Population in Segment — Top 5 Countries



Demographics



Belief and Behaviour



SEGMENT 4



Muslim-Active-Receptive (20%)

Segment 4 has the highest engagement with Islam. Nearly all own a copy of the Quran, more than two in three (68%) use it weekly and half (50%) attend the mosque as often. While they are actively engaged with their faith, they also enjoy learning new ideas and would be open to having neighbours of other faiths.

Virtually all respondents definitely believe in God and say religion is an important part of their daily lives. They also have a lot of knowledge of the Quran: 38% know a great deal and 56% have some knowledge.

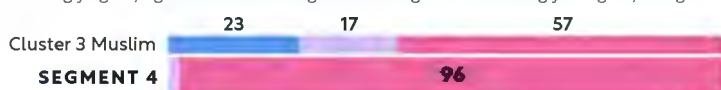
However, they are open to learning more. More than nine in ten are searching for a sense of meaning in life and enjoy learning from people who think differently. Nearly all would not object to a person with different religious beliefs moving next door.

- **50%** attend the **mosque** weekly
- **68%** use the **Quran** weekly
- **47%** believe there is **only one true way** to interpret the **teachings of their religion**
- **92%** agree they are **searching** for a **sense of meaning in life**
- **32%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

You would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



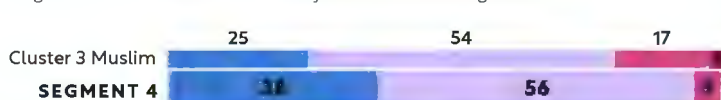
I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



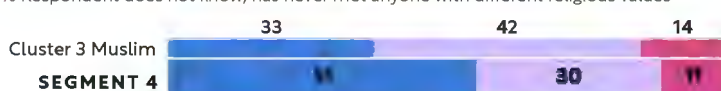
How much do you know about each of the following? The Quran and its teachings.

■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 4

Islam/Muslim ■ 21

The sample for Segment 4 is 100% Muslim, but 21% of the Muslims across Cluster 3 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Jordan	25%
	Bahrain	24%
	Egypt	24%
	Palestine	24%
	Uzbekistan	18%

Demographics

■ Segment 4 ■ Cluster 3 Average

AGE	15 to 34	50%	46%
	35 to 54	33%	34%
	55 and older	17%	20%
EDUCATION	Up to 8 years of basic education	29%	34%
	9–15 years of education	51%	49%
	4-year college degree	21%	16%
SEX	Male	59%	50%
	Female	41%	50%

Belief and Behaviour

■ Segment 4 ■ Cluster 3 Muslim Average

% Believe religion is important 97 88

% Believe there is definitely a God or some 'higher power' 100 99

SEGMENT 5



Muslim-Active-Confident (12%)

Most in Segment 5 own a copy of the Quran, over half use it weekly and nearly half attend the mosque as often. Nearly all claim some (53%) or a great deal (39%) of knowledge about the Quran and its teachings – just 7% say they don't know much or anything at all.

Virtually all respondents say they definitely believe in God, and nearly nine in ten say religion is an important part of their daily lives. Most believe there is only one true way to interpret teachings of their religion.

While most would not object to a person with different religious beliefs moving next door, this segment is the least likely to say they enjoy learning from people who think differently and the only one to say they are not searching for a sense of meaning in life.

- **46%** attend the **mosque** weekly
- **52%** use the **Quran** weekly
- **70%** believe there is **only one true way** to interpret the **teachings of their religion**
- **59%** disagree they are **searching** for a **sense of meaning in life**
- **31%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

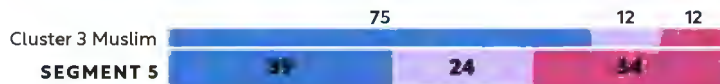
You would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



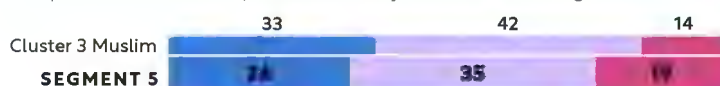
How much do you know about each of the following? The Quran and its teachings.

■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 5

Islam/Muslim 13

The sample for Segment 5 is 100% Muslim, but 13% of the Muslims across Cluster 3 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Türkiye	25%
	Kyrgyzstan	15%
	Bahrain	9%
	Uzbekistan	7%
	Jordan	7%

Demographics

Segment 5 Cluster 3 Average

AGE	15 to 34	25%	46%
	35 to 54	40%	34%
	55 and older	36%	20%
EDUCATION	Up to 8 years of basic education	36%	34%
	9–15 years of education	51%	49%
	4-year college degree	13%	16%
SEX	Male	54%	50%
	Female	46%	50%

Belief and Behaviour

Segment 5 Cluster 3 Muslim Average

% Believe religion is important	89	88
% Believe there is definitely a God or some 'higher power'	99	99

SEGMENT 6



Muslim-Active-Closed (17%)

Nearly all in Segment 6 own a copy of the Quran, over seven in ten use it weekly and nearly half attend the mosque as often. While they are actively engaged with their faith, they are also open to learning from those who think differently. However, in contrast to Segments 4 and 5, they are not open to having neighbours from other faiths.

Virtually all respondents say they definitely believe in God and say religion is an important part of their daily lives. Just over half believe there is only one true way to interpret teachings of their religion.

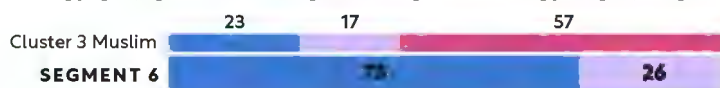
While most say they enjoy learning from people who think differently, 58% do not trust those with different religious values — the highest level among all Muslim segments — and 73% would object to a person with different religious beliefs moving next door.

- **45%** attend the **mosque** weekly
- **72%** use the **Quran** weekly
- **51%** believe there is **only one true way** to interpret the **teachings of their religion**
- **79%** agree they are **searching** for a **sense of meaning in life**
- **25%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

You would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



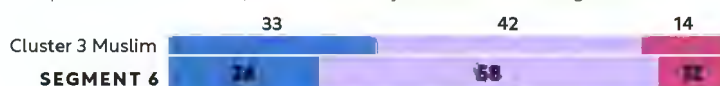
How much do you know about each of the following? The Quran and its teachings.

■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 6

Islam/Muslim 18

The sample for Segment 6 is 100% Muslim, but 18% of the Muslims across Cluster 3 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Palestine	46%
	Bahrain	34%
	Jordan	33%
	Türkiye	19%
	Kyrgyzstan	17%

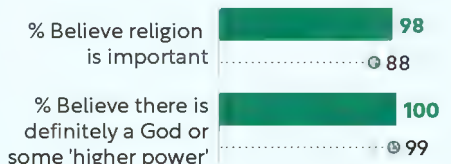
Demographics

Segment 6 Cluster 3 Average

AGE	15 to 34	45%	46%
	35 to 54	36%	34%
	55 and older	19%	20%
EDUCATION	Up to 8 years of basic education	35%	34%
	9–15 years of education	49%	49%
	4-year college degree	16%	16%
SEX	Male	55%	50%
	Female	45%	50%

Belief and Behaviour

Segment 6 Cluster 3 Muslim Average



SEGMENT 7



Muslim-Active-Dissatisfied (24%)

Nearly all in Segment 7 own a copy of the Quran and over eight in ten use it weekly. Far fewer attend the mosque weekly than respondents in Segments 4 to 6; in fact, 25% never attend. Members of this segment are the most likely of any Muslim segment to rate their lives a 'zero' on the life satisfaction scale.

Virtually all respondents say they definitely believe in God and say religion is an important part of their daily lives. Less than half believe there is only one true way to interpret the teachings of their religion.

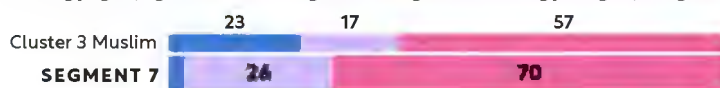
Over three in four profess knowing some (60%) or a great deal (16%) about the Quran. Most enjoy learning from people who think differently and would not object to a person with different religious beliefs moving next door.

- **26%** attend the **mosque** weekly
- **82%** use the **Quran** weekly
- **44%** believe there is **only one true way** to interpret the **teachings of their religion**
- **78%** agree they are **searching** for a **sense of meaning in life**
- **15%** rate their lives a 'zero' (out of ten) on the **life satisfaction scale**

Survey Items

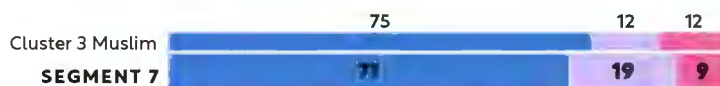
You would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



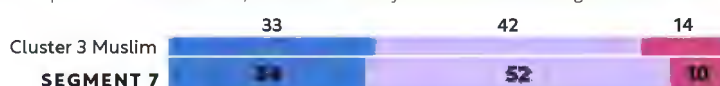
How much do you know about each of the following? The Quran and its teachings.

■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 7

Islam/Muslim ■ 26

The sample for Segment 7 is 100% Muslim, but 26% of the Muslims across Cluster 3 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Egypt	51%
	Jordan	31%
	Palestine	19%
	Lebanon	18%
	Bahrain	9%

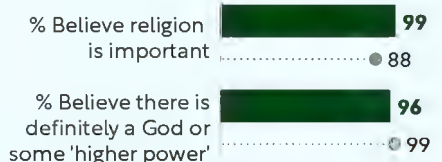
Demographics

■ Segment 7 ■ Cluster 3 Average

AGE	15 to 34	49%	46%
	35 to 54	34%	34%
	55 and older	17%	20%
EDUCATION	Up to 8 years of basic education	56%	34%
	9–15 years of education	34%	49%
	4-year college degree	10%	16%
SEX	Male	44%	50%
	Female	56%	50%

Belief and Behaviour

■ Segment 7 ■ Cluster 3 Muslim Average



SEGMENT 8



Muslim-Inactive-Closed (9%)

Segment 8 has fairly low levels of engagement with Islam. Over half own a copy of the Quran but few use it frequently, and over half never attend the mosque. This segment is also the least open to having neighbours from other faiths.

Respondents in this segment, who infrequently use the Quran or attend mosque, report at least some knowledge of the Quran. Just over half (51%) know some, while 8% say they know a great deal.

Nearly all believe in God and three in four say religion is an important part of daily life. However, over half do not trust those with different religious values. The 87% who would object to a person with a different religious background moving next door is higher than any other segment.

- **55%** never attend the mosque
- **20%** use the Quran weekly
- **58%** believe there is **only one true way** to interpret the **teachings of their religion**
- **78%** agree they are **searching** for a **sense of meaning in life**
- **35%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

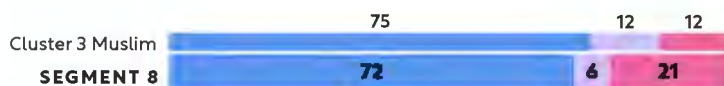
You would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



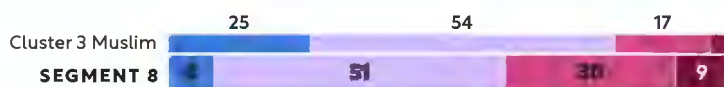
I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



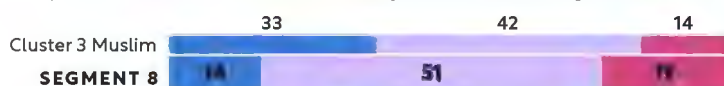
How much do you know about each of the following? The Quran and its teachings.

■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 8

Islam/Muslim 9

The sample for Segment 8 is 100% Muslim, but 9% of the Muslims across Cluster 3 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Uzbekistan	33%
	Kyrgyzstan	21%
	Türkiye	8%
	Palestine	5%
	Lebanon	2%

Demographics

Segment 8 Cluster 3 Average

AGE	15 to 34	48%	46%
	35 to 54	32%	34%
	55 and older	19%	20%
EDUCATION	Up to 8 years of basic education	29%	34%
	9–15 years of education	60%	49%
	4-year college degree	12%	16%
SEX	Male	38%	50%
	Female	62%	50%

Belief and Behaviour

Segment 8 Cluster 3 Muslim Average

% Believe religion is important 75 88

% Believe there is definitely a God or some 'higher power' 100 99

SEGMENT 9



Muslim-Inactive-Receptive (11%)

Segment 9 has the lowest levels of engagement with Islam. Most do not own a copy of the Quran, few use it frequently (many never do) and over half never attend the mosque. Many enjoy learning from people who think differently, and in contrast with Segment 8, most would be open to having a neighbour of a different faith.

Respondents in this segment, who infrequently use the Quran or attend the mosque, know relatively little about the Quran and its teachings. Forty-three per cent only know some about the Quran, while the rest do not know very much (39%) or anything at all (16%).

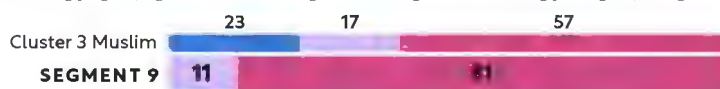
Nearly all in Segment 9 definitely believe in God, but the 48% who say religion is important to their daily lives is the lowest of any Muslim segment. Fewer than four in ten believe people should keep their religious beliefs to themselves.

- **51%** never attend the mosque
- **5%** use the Quran weekly
- **76%** agree they are searching for a sense of meaning in life
- **48%** believe there is more than one true way to interpret the teachings of their religion
- **37%** rate their lives a 'seven' or higher (out of ten) on the life satisfaction scale

Survey Items

You would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



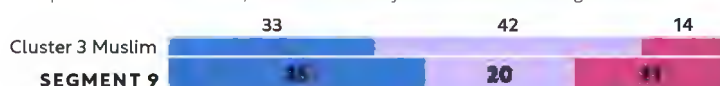
How much do you know about each of the following? The Quran and its teachings.

■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 9

Islam/Muslim 12

The sample for Segment 9 is 100% Muslim, but 12% of the Muslims across Cluster 3 are in this segment.

Percentage of Country Population in Segment — Top 5 Countries

	Uzbekistan	26%
	Kyrgyzstan	26%
	Türkiye	20%
	Lebanon	3%
	Israel	2%

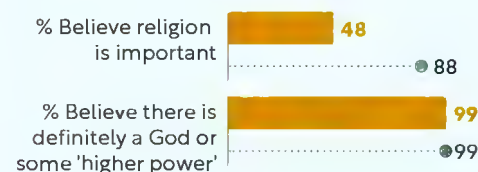
Demographics

Segment 9 Cluster 3 Average

AGE	15 to 34	58%	46%
	35 to 54	30%	34%
	55 and older	12%	20%
EDUCATION	Up to 8 years of basic education	12%	34%
	9–15 years of education	67%	49%
	4-year college degree	21%	16%
SEX	Male	45%	50%
	Female	55%	50%

Belief and Behaviour

Segment 9 Cluster 3 Muslim Average



SEGMENT 10

Jewish-Nonreligious-Indifferent (1%)

Although more than half believe in God, religion is not an important part of daily life for those in this segment. But this does not mean that they think people should keep their religious beliefs to themselves; 59% disagree.

Nearly nine in ten in this segment do not believe religion is an important part of their daily life, and three in four disagree that it is hard to tell right from wrong without it.

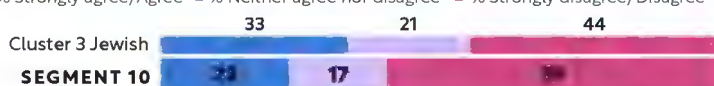
Most believe there is more than one true way to interpret the teachings of their religion. Further, over half of respondents trust those with different religious values and enjoy learning from people who think differently than they do.

- **75% disagree** it's hard to tell right from wrong **without religion**
- **69% disagree** Christianity is essentially a **Western religion**
- **38%** would **object** to a person with **different religious beliefs** moving next door
- **59%** agree they are **searching** for a **sense of meaning in life**
- **59% rate their lives** a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

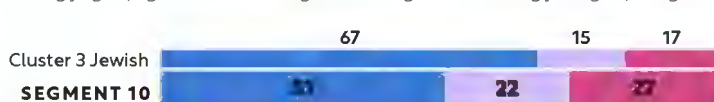
People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



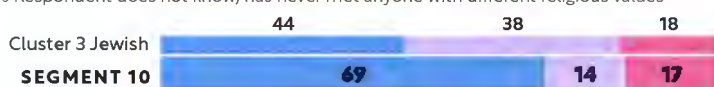
I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



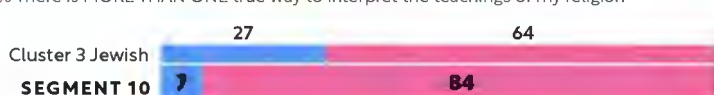
Which of the following statements comes closest to describing your view?

- % I generally TRUST people who have different religious values from my own
- % I generally DO NOT TRUST people who have different religious values from my own
- % Respondent does not know/has never met anyone with different religious values



Which of the following statements comes closest to describing your view?

- % There is ONLY ONE true way to interpret the teachings of my religion
- % There is MORE THAN ONE true way to interpret the teachings of my religion



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 10

Judaism **25**

The sample for Segment 10 is 100% Jewish, but it accounts for 25% of the Jewish population in Cluster 3.

Percentage Segment Population by District in Israel

Central District	30%
Southern District	28%
Tel Aviv District	25%
Haifa District	8%
Jerusalem District	6%
Northern District	2%

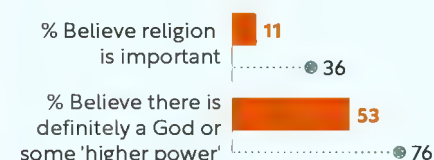
Demographics

Segment 10 Cluster 3 Average

AGE	15 to 34	36%	46%
	35 to 54	32%	34%
	55 and older	32%	20%
EDUCATION	Up to 8 years of basic education	2%	34%
	9–15 years of education	72%	49%
	4-year college degree	27%	16%
SEX	Male	45%	50%
	Female	55%	50%

Belief and Behaviour

Segment 10 Cluster 3 Jewish Average



SEGMENT 11



Jewish-Nonreligious-Receptive (1%)

Religion is not an important part of daily life for those in this segment. At the same time, many are searching for a sense of meaning in life and are curious about other religions and beliefs.

Like Segment 10, most respondents in Segment 11 believe in God, but they do not believe religion is an important part of daily life. Few (18%) would object to a person with different religious beliefs moving next door and over half (53%) trust people with different religious values.

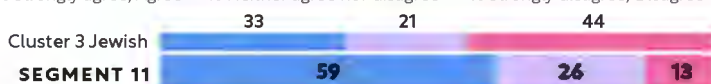
However, unlike Segment 10, those in this segment believe people should keep their beliefs to themselves. They are also more likely to agree Christianity is essentially a Western religion.

- **78%** agree they are **searching** for a **sense of meaning in life**
- **50%** **disagree** it's hard to tell right from wrong **without religion**
- **61%** agree **Christianity** is essentially a **Western religion**
- **18%** would **object** to a person with **different religious beliefs** moving next door
- **64%** **rate their lives** a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Which of the following statements comes closest to describing your view?

■ % There is ONLY ONE true way to interpret the teachings of my religion
 ■ % There is MORE THAN ONE true way to interpret the teachings of my religion



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

Segment 11

Judaism **36**

The sample for Segment 11 is 100% Jewish, but it accounts for 36% of the Jewish population in Cluster 3.

Percentage Segment Population by District in Israel

Central District	28%
Haifa District	21%
Tel Aviv District	19%
Northern District	18%
Southern District	7%
Jerusalem District	6%

Demographics

Segment 11 Cluster 3 Average

AGE	15 to 34	41%	46%
	35 to 54	32%	34%
	55 and older	27%	20%
EDUCATION	Up to 8 years of basic education	3%	34%
	9–15 years of education	60%	49%
	4-year college degree	37%	16%
SEX	Male	51%	50%
	Female	49%	50%

Belief and Behaviour

Segment 11 Cluster 3 Jewish Average



SEGMENT 12



Jewish-Religious-Public (1%)

In contrast with the two other Jewish segments, religion is an important part of daily life for those in Segment 12. Most disagree that people should keep their religious beliefs to themselves.

Nearly all respondents in this segment believe in God and most say religion is important in their daily lives. Over half believe there is only one true way to interpret the teachings of their religion and most do not trust those with different religious values.

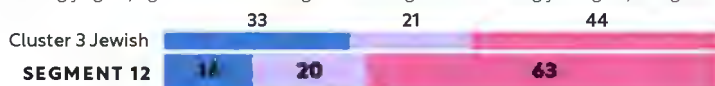
Further, although two-thirds enjoy learning from people who think differently, almost as many would object to a person with different religious beliefs moving next door.

- **78% agree** it's hard to tell right from wrong **without religion**
- **60%** would **object** to a person with **different religious beliefs** moving next door
- **53% agree** Christianity is essentially a **Western religion**
- **78%** agree they are **searching** for a **sense of meaning in life**
- **74%** rate their lives a 'seven' or higher (out of ten) on the **life satisfaction scale**

Survey Items

People should keep their religious beliefs to themselves.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



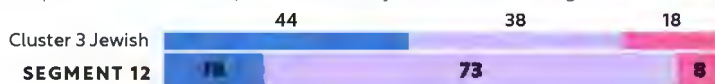
I enjoy learning from people who think differently than I do.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Which of the following statements comes closest to describing your view?

■ % I generally TRUST people who have different religious values from my own
 ■ % I generally DO NOT TRUST people who have different religious values from my own
 ■ % Respondent does not know/has never met anyone with different religious values



Which of the following statements comes closest to describing your view?

■ % There is ONLY ONE true way to interpret the teachings of my religion
 ■ % There is MORE THAN ONE true way to interpret the teachings of my religion



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 12

Judaism **38**

The sample for Segment 12 is 100% Jewish, but it accounts for 38% of the Jewish population in Cluster 3.

Percentage Segment Population by District in Israel

Jerusalem District	28%
Central District	27%
Tel Aviv District	16%
Southern District	15%
Northern District	8%
Haifa District	6%

Demographics

■ Segment 12 ■ Cluster 3 Average

AGE	15 to 34	37%	46%
	35 to 54	30%	34%
	55 and older	33%	20%
EDUCATION	Up to 8 years of basic education	10%	34%
	9–15 years of education	66%	49%
	4-year college degree	24%	16%
SEX	Male	52%	50%
	Female	48%	50%

Belief and Behaviour

■ Segment 12 ■ Cluster 3 Jewish Average

% Believe religion is important	75	36
% Believe there is definitely a God or some 'higher power'	98	76

CLUSTER 4

**A majority-Christian context
with high interest in learning
more about the Bible, amid
growing secularism**





■ Countries in Cluster 4 surveyed

■ Countries in Cluster 4 not surveyed

CLUSTER 4

A majority-Christian context with high interest in learning more about the Bible, amid growing secularism

Cluster 4 is made up of 21 countries that are majority Christian and primarily located in Latin America. The Bible is highly regarded throughout most of this cluster; however, prior studies show Christian identity is also declining faster than the global average. Fieldwork took place in 14 of the 21 countries in this cluster.¹²

77% of this population indicate that **religion** is an important part of their daily life

79% definitely or probably **believe in God or a higher power**

85% identify themselves as **Christian**, including **64%** who **specifically identify as Catholic**

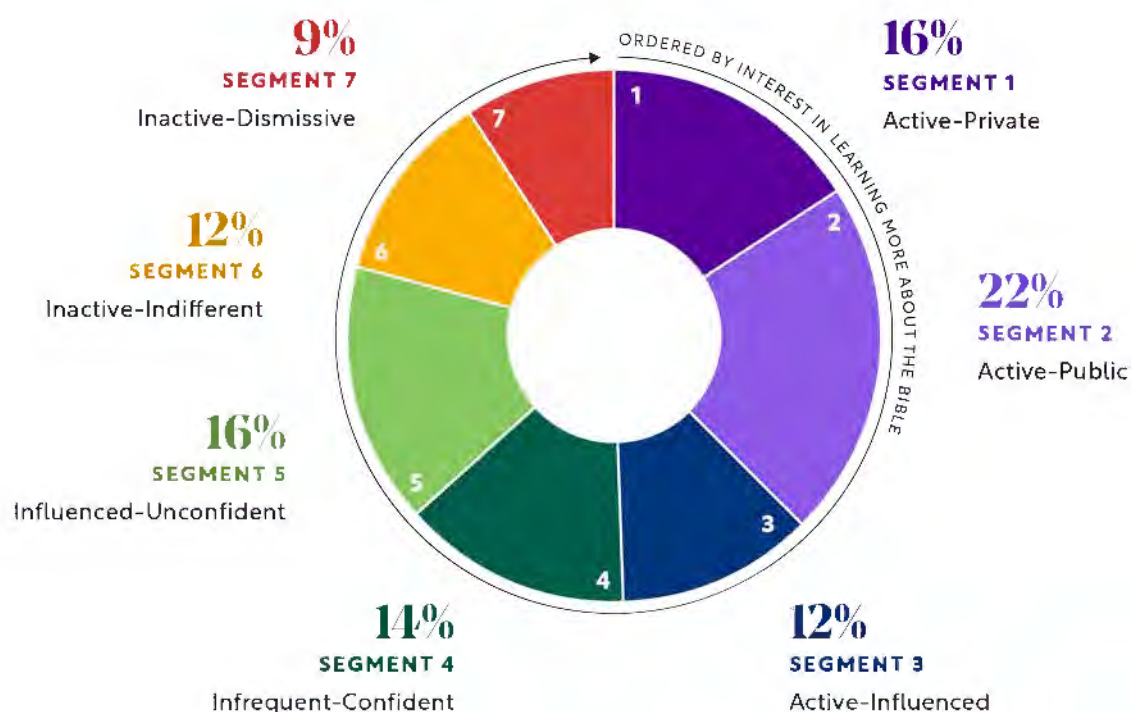


Despite losing some of its Christian identity, much of this cluster exhibits warmth towards the Bible and expresses openness to it.

¹² Cluster 4 fieldwork countries were Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, Guatemala, Honduras, Mexico, Peru, the Philippines and Uruguay.

CLUSTER 4 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified seven segments.



The above chart shows the average segment distribution across Cluster 4. Combining the three segments most open to the Bible (Segments 1, 2 and 3) reveals that Guatemala, Honduras and the Dominican Republic have the highest proportion of warmer segments in their populations. Similarly, combining the segments most closed to the Bible (Segments 6 and 7) shows Uruguay, Chile, Argentina and Mexico stand out as having the highest proportion of colder segments in their populations.

Important notes

Questions related to people's confidence in discussing the Bible and the Bible's influence over their lives were asked only of Christians and those who say they have used the Bible.

SEGMENT 1



Active-Private (16%)

Members of this segment are active Bible users and are open to it. They see the Bible as relevant to their lives, which they are more likely to be satisfied with than those in any other segment. However, members of this segment also think people should keep their religious beliefs to themselves.

People in this segment frequently use the Bible — largely preferring to access and use it in print — and nearly all are interested in learning more about it. Many respondents believe the Bible is a useful guide to learning right from wrong and that it influences their life and the decisions they make.

- **89%** say **religion** is an **important part** of their daily life
- **70%** use the **Bible** on a **weekly basis**
- **56%** attend **church** at least **once a week**
- **80%** of Christians and those who have used the Bible agree the **Bible** influences the **decisions they make**
- **80%** of **Christians** and those who have used the Bible are **confident that they can guide others in interpreting it**

Words used to describe the Bible:

wisdom / truth / comforting

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How confident are you to talk about the message of the Bible with friends and family?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



The Bible is relevant to you, personally.

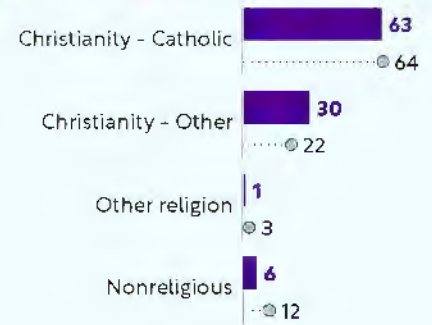
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 1 ■ Cluster 4 Average

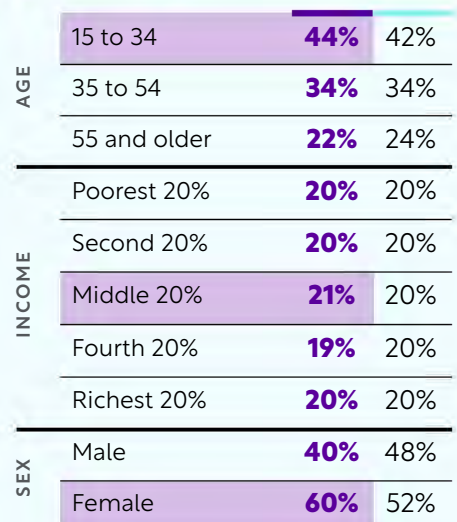


Percentage of Country Population in Segment — Top 5 Countries

	Guatemala	33%
	Dominican Republic	24%
	Costa Rica	22%
	Honduras	22%
	Mexico	19%

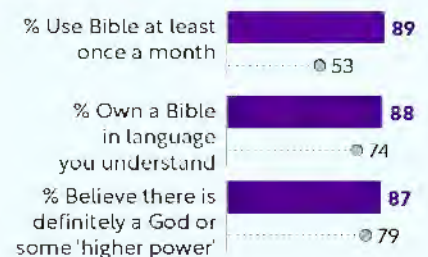
Demographics

■ Segment 1 ■ Cluster 4 Average



Belief and Behaviour

■ Segment 1 ■ Cluster 4 Average



SEGMENT 2



Active-Public (22%)

Members of this segment actively use the Bible, are interested in learning more about it and regularly attend church. However, in contrast with Segment 1, which prefers people to keep their religious beliefs private, the majority in Segment 2 think people should share religious beliefs with others.

People in this segment prefer to read the Bible in print and are highly confident about being able to find relevant passages and to talk about its messages with friends and family. Further, most members of this segment not only view the Bible as personally relevant and influential to the decisions they make at home, work or school, but they also see its teachings as compatible with the values of their country's people.

- **92%** say **religion** is an **important part** of their daily life
- **70%** use the **Bible** on a **weekly basis**
- **63%** attend **church** at least **once a week**
- **7%** agree that **Bible teachings** are **not compatible** with their **country's values**
- **72%** of **Christians** and those who have used the Bible are **confident that they can guide others in interpreting it**

Words used to describe the Bible:

truth / wisdom / comforting

Survey Items

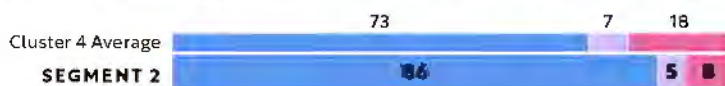
How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How confident are you to talk about the message of the Bible with friends and family?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



The Bible is relevant to you, personally.

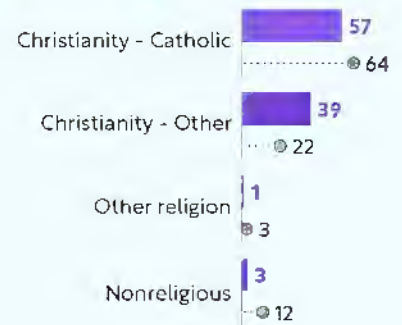
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 2 ■ Cluster 4 Average



Percentage of Country Population in Segment — Top 5 Countries

	Brazil	31%
	Colombia	25%
	Peru	25%
	Costa Rica	25%
	Guatemala	23%

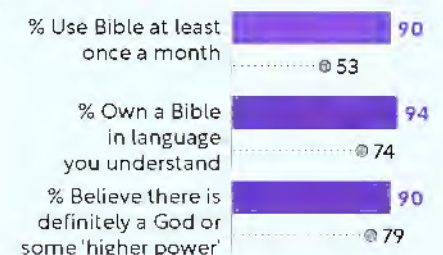
Demographics

■ Segment 2 ■ Cluster 4 Average

AGE	15 to 34	40%	42%
	35 to 54	38%	34%
	55 and older	23%	24%
INCOME	Poorest 20%	15%	20%
	Second 20%	21%	20%
	Middle 20%	20%	20%
	Fourth 20%	21%	20%
	Richest 20%	23%	20%
SEX	Male	40%	48%
	Female	60%	52%

Belief and Behaviour

■ Segment 2 ■ Cluster 4 Average



SEGMENT 3



Active-Influenced (12%)

Members of this segment are active Bible users, are open to the Bible, and believe it has a lot of influence on the decisions they make and how they respond to crises. However, the majority think people should keep their religious beliefs to themselves.

This segment has more lower-income members, which may help explain why people in this group are more dissatisfied with their lives compared with those in all other segments. Other Gallup research supports this relationship.¹³

The majority of people in this segment use the Bible weekly, and nearly all are interested in learning more. Although this segment primarily accesses the Bible in text form, it is the one most likely to prefer to access the Bible through television or radio programmes.

- **90%** say **religion** is an **important part** of their daily life
- **61%** use the **Bible** on a **weekly basis**
- **49%** attend **church** at least **once a week**
- **87%** of Christians and those who have used the Bible agree the **Bible** influences the **decisions they make**
- **78%** of **Christians** and those who have used the Bible **are confident** that they can **guide others in interpreting it**

Words used to describe the Bible:

truth / wisdom / comforting

Survey Items

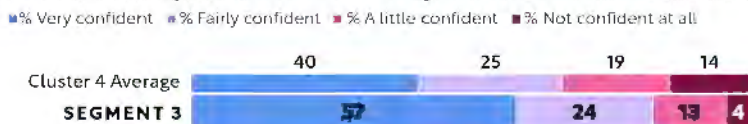
How interested, if at all, would you be in learning more about the Bible?



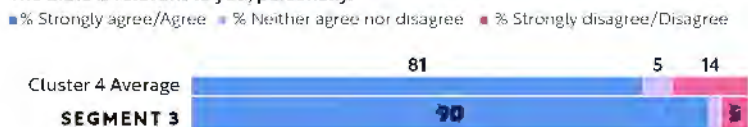
The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.



How confident are you to talk about the message of the Bible with friends and family?



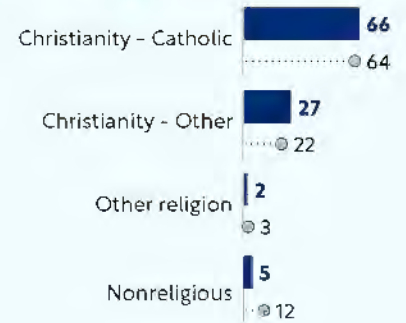
The Bible is relevant to you, personally.



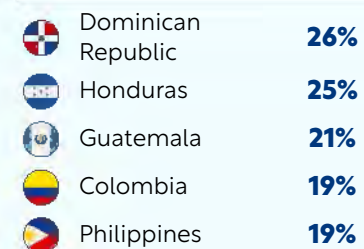
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 3 ● Cluster 4 Average

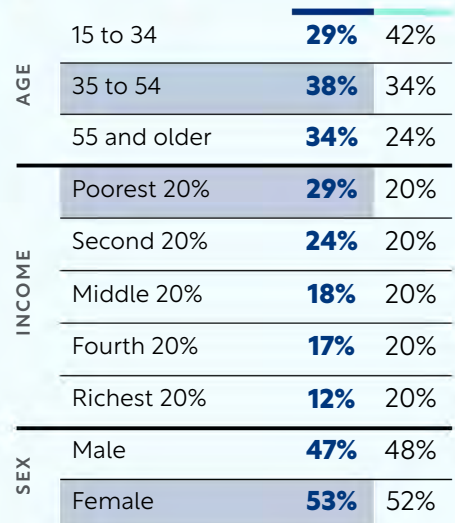


Percentage of Country Population in Segment – Top 5 Countries



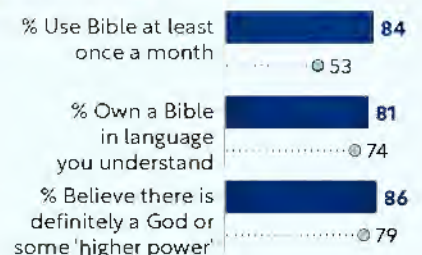
Demographics

■ Segment 3 ■ Cluster 4 Average



Belief and Behaviour

■ Segment 3 ● Cluster 4 Average



¹³ Gallup, Inc. (2021, April 8). Understanding how Gallup uses the Cantril scale. Gallup.com. <https://news.gallup.com/poll/122453/Understanding-Gallup-Uses-Cantril-Scale.aspx>

SEGMENT 4



Infrequent-Confident (14%)

Members of this segment infrequently use the Bible, and over half who attend church do so monthly or even less often. But while they are not as active as those in Segments 1 to 3, people in this segment are open to learning more about the Bible and believe it is personally relevant. They believe the Bible is a useful guide to right and wrong (96%), but over half (55%) believe science makes it hard to trust the Bible.

A large percentage of this segment (39%) never uses the Bible, but most Christians and those who have used it are confident they would be able to find Bible passages that are relevant to a specific situation (85%) and talk about the message of the Bible with friends and family (86%).

- **87%** say **religion plays an important part** in their daily life
- **32%** use the Bible at most a few times a year
- **43%** attend church about **once a month** or a few times a year
- **73%** of Christians and those who have used the Bible agree the Bible influences the decisions they make
- **81%** of Christians and those who have used the Bible are confident that they can guide others in interpreting it

Words used to describe the Bible:

truth / wisdom / a historical artefact

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



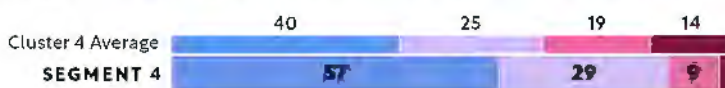
The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How confident are you to talk about the message of the Bible with friends and family?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



The Bible is relevant to you, personally.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 4 ● Cluster 4 Average



Percentage of Country Population in Segment — Top 5 Countries

	Philippines	25%
	Costa Rica	21%
	Honduras	19%
	Bolivia	14%
	Peru	14%

Demographics

■ Segment 4 ■ Cluster 4 Average

AGE	15 to 34	44%	42%
	35 to 54	33%	34%
	55 and older	24%	24%
INCOME	Poorest 20%	21%	20%
	Second 20%	21%	20%
	Middle 20%	21%	20%
	Fourth 20%	20%	20%
	Richest 20%	17%	20%
SEX	Male	55%	48%
	Female	45%	52%

Belief and Behaviour

■ Segment 4 ● Cluster 4 Average



SEGMENT 5



Influenced-Unconfident (16%)

Members of this segment infrequently use the Bible or attend church, but unlike those in Segment 4, they lack confidence in their ability to discuss the Bible with others. The majority in Segment 5 are still interested in learning more and believe the Bible is personally relevant to them.

Demographically, this segment is overwhelmingly Catholic; in fact, it accounts for 20% of all Catholics in Cluster 4. Although they are less active than some segments, almost everyone in this segment (90%) believes the Bible is a useful guide for learning right from wrong and thinks it's good for children to know some Bible stories (95%). Further, a majority (71%) believe it influences the decisions they make.

- **75%** say **religion** is an **important part** of their daily life
- **41%** use the Bible **a few times a month or a year**
- **44%** **attend church** once a month or a few times a year
- **71%** of Christians and those who have used the Bible agree the **Bible** influences the **decisions they make**
- **16%** of **Christians** and those who have used the Bible **are confident that they can guide others in interpreting it**

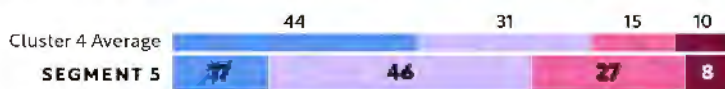
Words used to describe the Bible:

wisdom / truth / a historical artefact

Survey Items

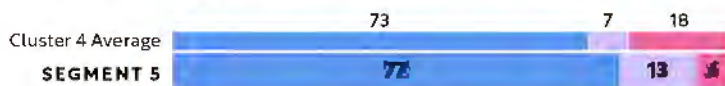
How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



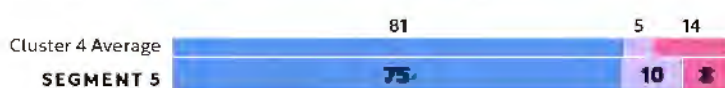
How confident are you to talk about the message of the Bible with friends and family?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



The Bible is relevant to you, personally.

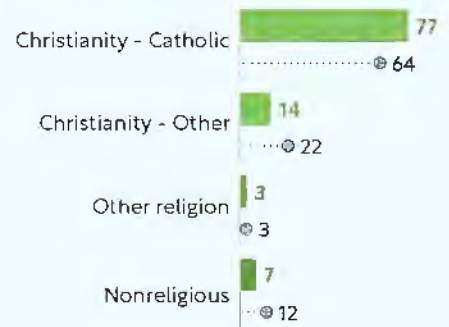
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 5 ■ Cluster 4 Average



Percentage of Country Population in Segment — Top 5 Countries

	Ecuador	20%
	Colombia	18%
	Philippines	17%
	Argentina	17%
	Brazil	17%

Demographics

■ Segment 5 ■ Cluster 4 Average

AGE	15 to 34	44%	42%
	35 to 54	30%	34%
	55 and older	26%	24%
INCOME	Poorest 20%	20%	20%
	Second 20%	20%	20%
	Middle 20%	21%	20%
	Fourth 20%	19%	20%
	Richest 20%	20%	20%
SEX	Male	54%	48%
	Female	46%	52%

Belief and Behaviour

■ Segment 5 ■ Cluster 4 Average



SEGMENT 6



Inactive-Indifferent (12%)

The majority of members in this segment never use a Bible, and a large proportion never attend church. Most are not interested in learning more about the Bible and do not believe it influences their life, but they still see value in the Bible.

More than a third of this segment identifies as nonreligious or did not answer the question, and the rest of the group is largely Christian. Although this segment is inactive and indifferent towards the Bible, they have an underlying respect for it. More than half (55%) believe it is personally relevant to them, and even more (89%) see it as a useful guide for learning right from wrong.

- **50%** say **religion** is an **important part** of their daily life
- **62%** **never use the Bible**
- **40%** **never attend church**
- **82%** of Christians and those who have used the Bible **disagree that the Bible influences the decisions they make**
- **21%** of **Christians** and those who have used the Bible are confident that they can **describe the story of the Bible to others**

Words used to describe the Bible:

wisdom / truth / a historical artefact

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How confident are you to talk about the message of the Bible with friends and family?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



The Bible is relevant to you, personally.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 6 ■ Cluster 4 Average



Percentage of Country Population in Segment — Top 5 Countries

	Uruguay	27%
	Chile	24%
	Argentina	21%
	Mexico	18%
	Colombia	14%

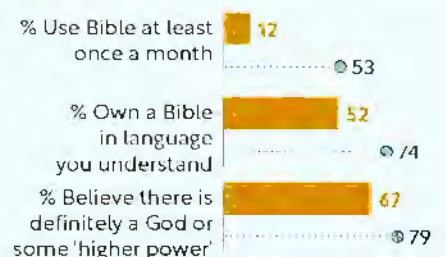
Demographics

■ Segment 6 ■ Cluster 4 Average

AGE	15 to 34	45%	42%
	35 to 54	34%	34%
	55 and older	21%	24%
INCOME	Poorest 20%	22%	20%
	Second 20%	20%	20%
	Middle 20%	18%	20%
	Fourth 20%	21%	20%
	Richest 20%	18%	20%
SEX	Male	56%	48%
	Female	44%	52%

Belief and Behaviour

■ Segment 6 ■ Cluster 4 Average



SEGMENT 7



Inactive-Dismissive (9%)

Less than half of the members of this segment own a Bible, and the majority never use it or attend church. They are almost entirely closed to the Bible, lacking interest in learning more about it. They are similarly dismissive of the Bible, disagreeing that it is relevant or a useful guide. Almost half (47%) see it as harmful.

More than four in ten respondents in this segment (46%) have no religious affiliation, and the plurality who claim an affiliation are Christian. Further, most of this group is younger than age 35, is highly educated, lives in large cities and belongs to the richest income groups. While religion is not important to their lives, they disagree that people should keep their religious views to themselves.

- **23%** say **religion** is an **important part** of their daily life
- **77%** **never use the Bible**
- **60%** **never attend church**
- **87%** of Christians and those who have used the Bible **disagree that the Bible** influences the **decisions they make**
- **69%** of **Christians** and those who have used the Bible are **not confident** at all that they can **guide others in interpreting it**

Words used to describe the Bible:

a historical artefact / confusing / complex

Survey Items

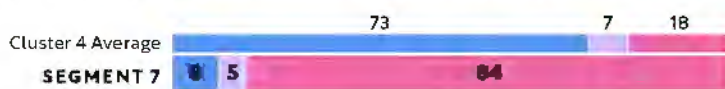
How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



The Bible has A LOT of influence on how you respond to challenges and times of crisis in your life.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



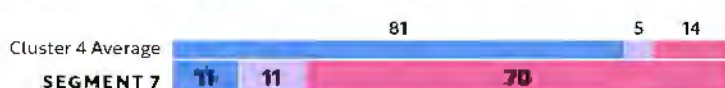
How confident are you to talk about the message of the Bible with friends and family?

■ % Very confident ■ % Fairly confident ■ % A little confident ■ % Not confident at all



The Bible is relevant to you, personally.

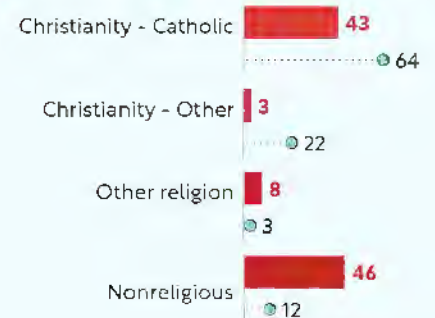
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 7 ● Cluster 4 Average



Percentage of Country Population in Segment — Top 5 Countries

	Uruguay	41%
	Chile	29%
	Argentina	21%
	Mexico	17%
	Bolivia	6%

Demographics

■ Segment 7 ■ Cluster 4 Average

AGE	15 to 34	55%	42%
	35 to 54	30%	34%
	55 and older	15%	24%
INCOME	Poorest 20%	14%	20%
	Second 20%	11%	20%
	Middle 20%	19%	20%
	Fourth 20%	23%	20%
	Richest 20%	33%	20%
SEX	Male	50%	48%
	Female	50%	52%

Belief and Behaviour

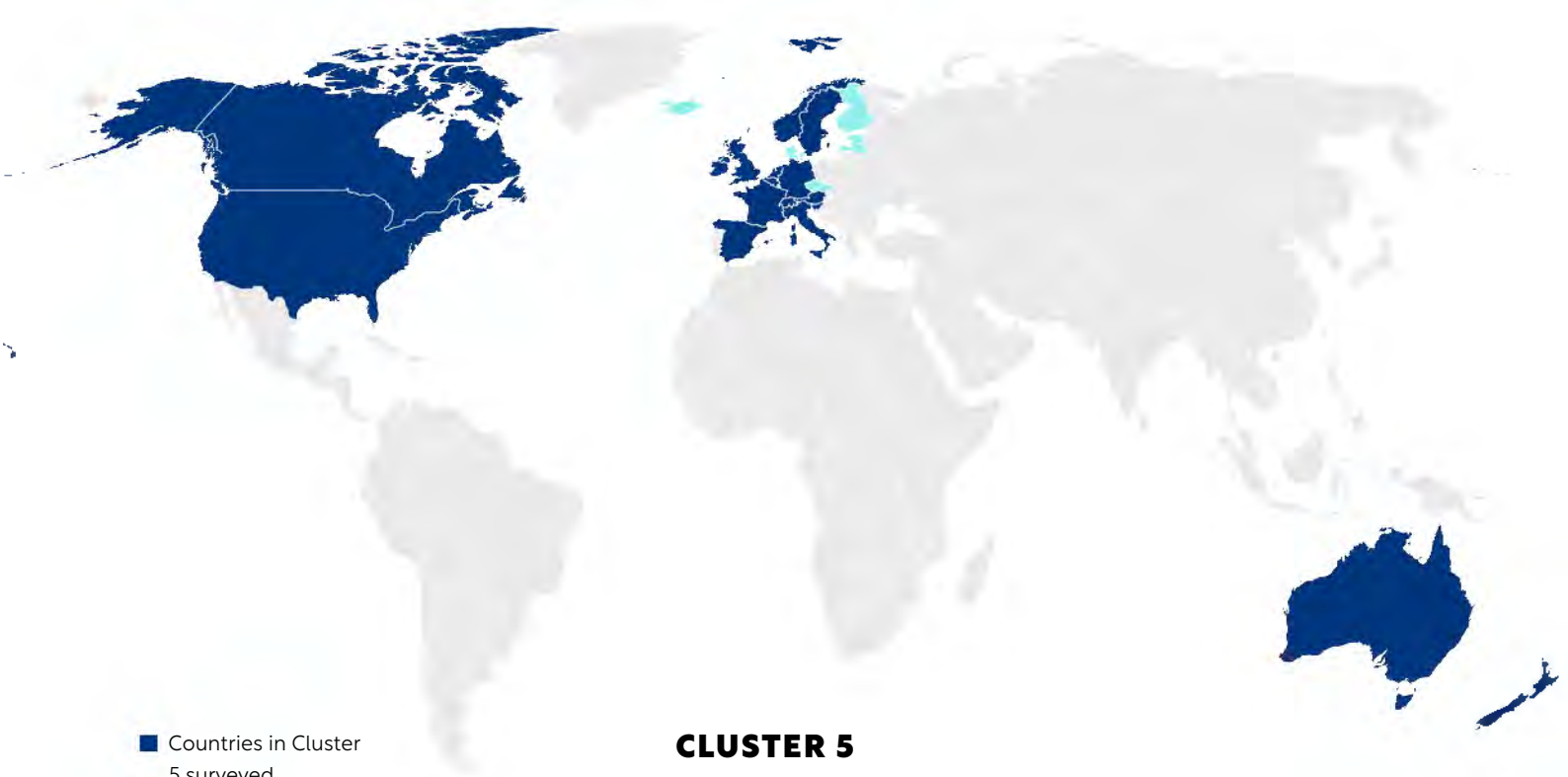
■ Segment 7 ● Cluster 4 Average



A man with a backpack and bicycle on a city street. The man is seen from the back, wearing a pink t-shirt, light blue shorts, and a black backpack. He is standing next to a black bicycle on a cobblestone street. In the background, there are trees, buildings, and other people walking. A large teal banner is overlaid on the top half of the image.

CLUSTER 5

A secular context with low interest in learning more about the Bible and a declining Christian population



- Countries in Cluster 5 surveyed
- Countries in Cluster 5 not surveyed



Countries in this cluster have the highest percentage of individuals who identify themselves as secular and report focusing on family, close friends and taking care of people.

CLUSTER 5

A secular context with low interest in learning more about the Bible and a declining Christian population

Cluster 5 is made up of 24 countries that share a similar context for mission. These countries are **economically developed**, **historically Christian** and located in Europe, Northern America and Australasia, where **Christian identity is declining**. Fieldwork was conducted in **17 of the 24 countries** in this cluster.¹⁴

40% of this population indicate that **religion is an important part of their daily life**, which is less than half the global average

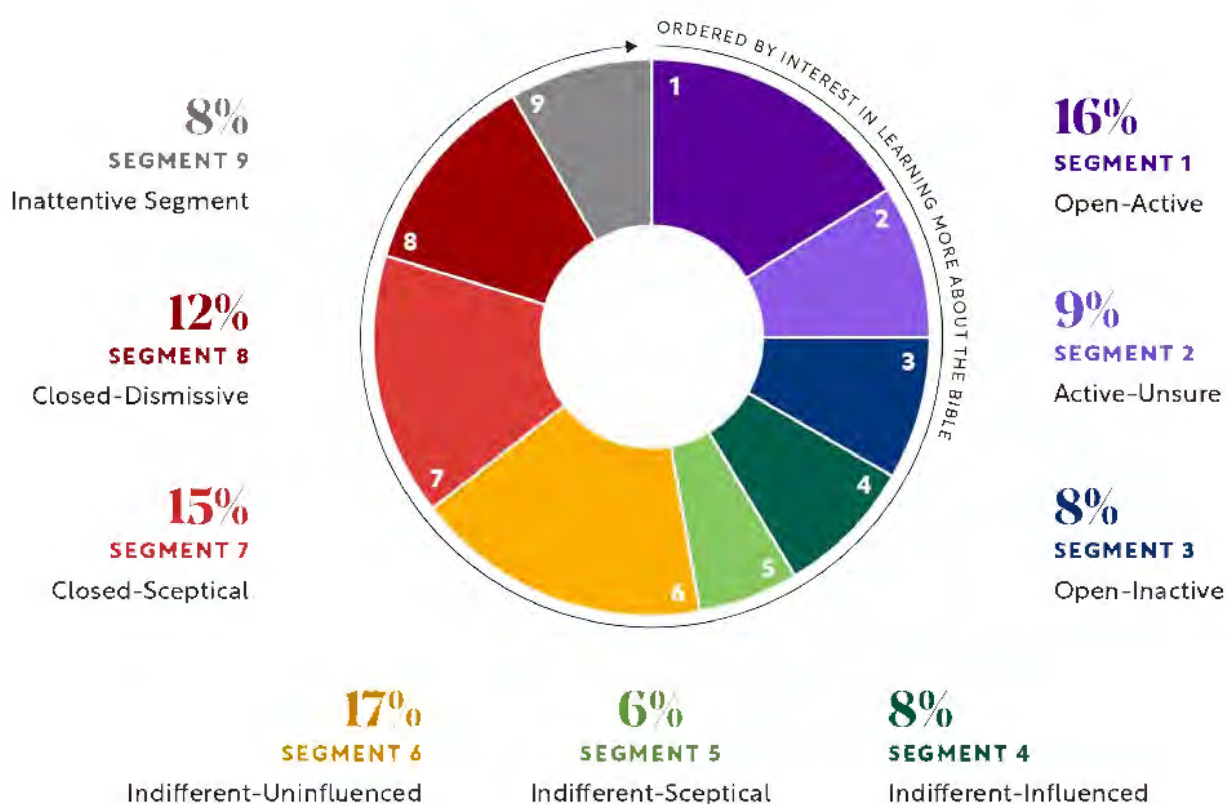
62% of people in this cluster definitely or probably **believe in God or a higher power**

53% of individuals in this cluster **identify as Christian**

¹⁴ Cluster 5 fieldwork countries were Australia, Austria, Belgium, Canada, France, Germany, Ireland, Italy, the Netherlands, New Zealand, Norway, Slovenia, Spain, Sweden, Switzerland, the United Kingdom and the United States of America.

CLUSTER 5 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified nine segments.



The above chart shows the average segment distribution across Cluster 5. Combining the three most open segments (1, 2 and 3) demonstrates that the U.S. and Italy have the highest proportion of warmer segments in their populations. Similarly, combining the most closed segments (7 and 8) shows Sweden, Norway and the Netherlands stand out as having the highest proportion of colder segments in their populations.

Important notes

Questions related to people's confidence in discussing the Bible and the Bible's influence over their lives were asked only of Christians and those who say they have used the Bible.

This chapter focuses on eight of the nine segments that the Kamila segmentation identified, because Segment 9 was found to gather respondents that gave conflicting responses to questions about Bible relevance. After conducting an in-depth analysis of Segment 9, the team concluded that this group should be categorised as "inattentive" and less informative when describing a behavioural profile that can help understand people's attitudes about the Bible.

SEGMENT 1



Open-Active (16%)

This segment is positive and committed to the Bible. They see it as relevant to their lives and wider society. The Bible impacts their everyday decisions and how they respond to challenging times in life.

Those in this segment who are Christian or have read the Bible have high confidence in navigating, explaining and sharing the Bible with others. They are highly likely to read the Bible outside of church, and their top reason for reading the Bible is to deepen their relationship with God.

- **94%** say **religion** is an **important part** of their daily life
- **72%** use the **Bible** on a **weekly basis**
- **71%** attend **church** at least **once a month**
- **87%** think the **Bible** should have **more influence** in their country
- **99%** express **interest in learning more** about the **Bible**
- **Print** is the **favoured mode** of Bible use for **65%** of the segment

Words used to describe the Bible:

truth / wisdom / guidance

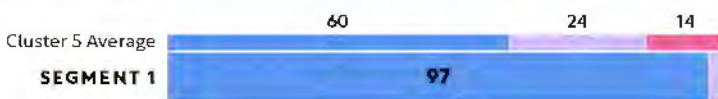
Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 1 ■ Cluster 5 Average

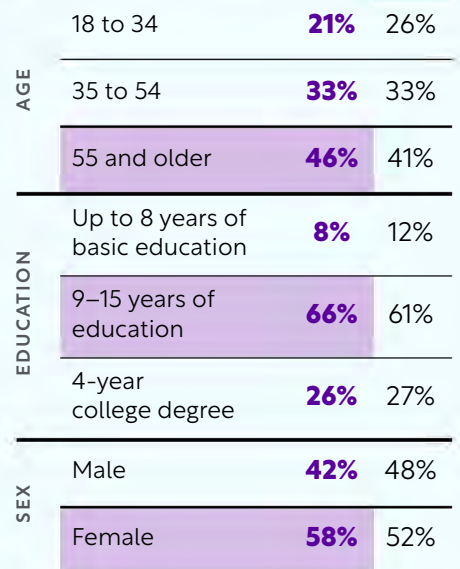


Percentage of Country Population in Segment — Top 5 Countries



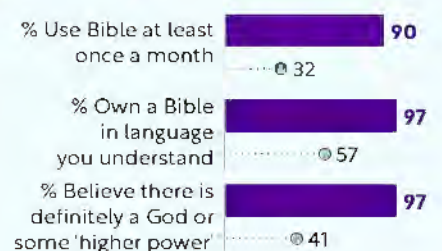
Demographics

■ Segment 1 ■ Cluster 5 Average



Belief and Behaviour

■ Segment 1 ■ Cluster 5 Average



SEGMENT 2



Active-Unsure (9%)

Members of this segment are interested in learning more about the Bible and are frequently using the Bible and regularly attending church. However, compared with Segment 1, they are unsure about the personal and social relevance of the Bible.

Interestingly, this segment skews younger, with 48% aged between 18 and 34 versus a cluster average of 26% in this age group. Forty-five percent of segment members prefer to access the Bible through listening to audio or watching videos. Of those interested in learning more about the Bible, most prefer to do this either through meeting up with one other person (18%) or engaging with online materials (16%).

- **68%** say **religion** is an **important part** of their daily life
- **54%** use the **Bible** on a **weekly basis**
- **76%** attend **church** at least **once a month**
- **40%** think the **Bible** should have **more influence** in their country
- **77%** express **interest** in learning more about the **Bible**

Words used to describe the Bible:

wisdom / guidance / important

Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



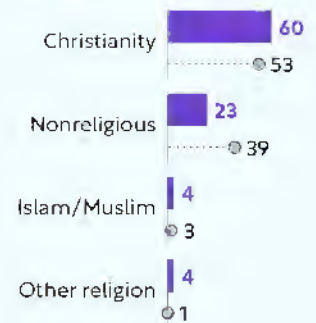
The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 2 ■ Cluster 5 Average

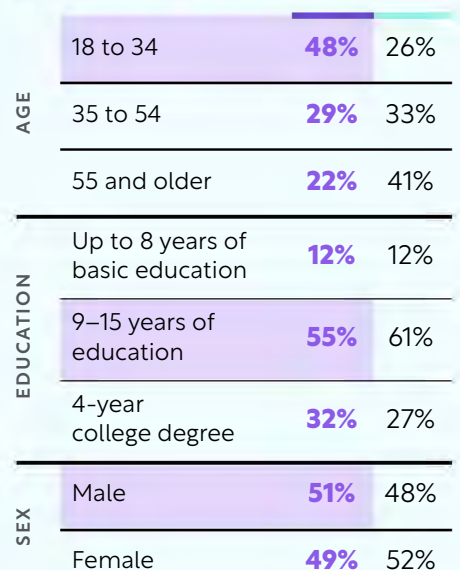


Percentage of Country Population in Segment — Top 5 Countries



Demographics

■ Segment 2 ■ Cluster 5 Average



Belief and Behaviour

■ Segment 2 ■ Cluster 5 Average



SEGMENT 3



Open-Inactive (8%)

Members of this segment are inactive in church attendance and their use of the Bible. However, they are open to the Bible. They view the Bible as a source of comfort in challenging times. The most common reason cited for using the Bible is to be reassured in hard times.

Over half the segment is interested in learning more about the Bible (57%). The two most popular reasons for their interest are to help them answer life's big questions (19%) and to help them grow spiritually (19%). Over a third (35%) of those interested would prefer to learn through online materials they can read on their own.

- **52%** say **religion** is an **important part** of their daily life
- **55%** either **never use the Bible** or use it less often than **once a year**
- **38%** **never attend church** and **40%** **attend** at most a **few times** a year
- **77%** **agree** the **Bible is a useful guide** for learning right from wrong
- **57%** are **interested in learning** more about the **Bible**

Words used to describe the Bible:

wisdom / guidance / a historical artefact

Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



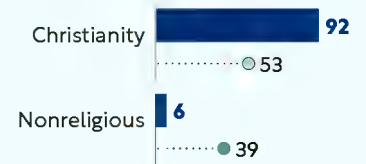
The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 3 ○ Cluster 5 Average

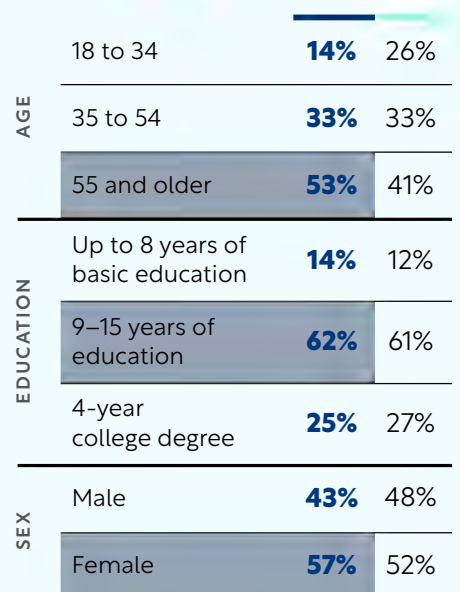


Percentage of Country Population in Segment — Top 5 Countries



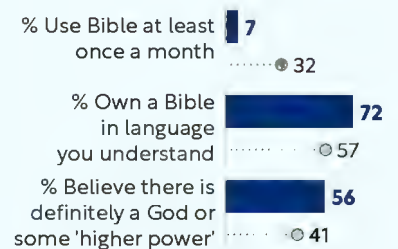
Demographics

■ Segment 3 ■ Cluster 5 Average



Belief and Behaviour

■ Segment 3 ● Cluster 5 Average



SEGMENT 4



Indifferent-Influenced (8%)

This segment hardly ever uses the Bible, and members are indifferent about its personal relevance for them. However, much of the segment appears to see a role for the Bible's values, with 60% agreeing that the Bible is a useful guide for learning right from wrong.

Just over half the segment (54%) is not interested in learning more about the Bible. Commonly cited reasons for this disinterest include a perceived lack of relevance, apprehension about understanding the Bible and the belief that they would not learn anything they do not already know.

- **56%** say **religion does not play an important part** in their daily life
- **67%** either **never use the Bible** or use it less often than **once a year**
- **83%** attend **church** either a **few times a year**, about **once a year** or **never**
- **61%** are aged 55 or older, the **oldest segment**
- **41%** express at least **some interest in learning** more about the **Bible**

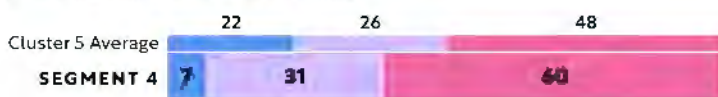
Words used to describe the Bible:

wisdom / guidance / complex

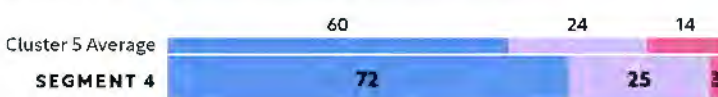
Survey Items

- % Strongly agree/Agree
- % Neither agree nor disagree
- % Strongly disagree/Disagree

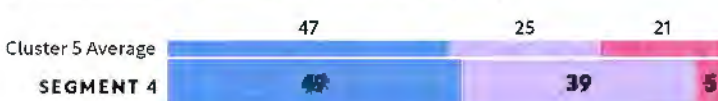
The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



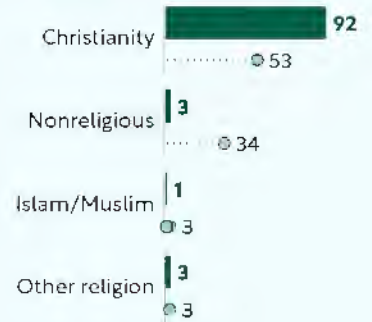
The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 4 ● Cluster 5 Average



Percentage of Country Population in Segment — Top 5 Countries

	Italy	15%
	Spain	11%
	Ireland	11%
	Slovenia	11%
	Norway	11%

Demographics

■ Segment 4 ■ Cluster 5 Average

AGE	18 to 34	14%	26%
	35 to 54	24%	33%
	55 and older	61%	41%
EDUCATION	Up to 8 years of basic education	20%	12%
	9–15 years of education	67%	61%
	4-year college degree	13%	27%
SEX	Male	52%	48%
	Female	48%	52%

Belief and Behaviour

■ Segment 4 ● Cluster 5 Average



SEGMENT 5



Indifferent-Sceptical (6%)

Members of this segment tend to identify as Christian and have knowledge of the story of the Bible, but they are personally disengaged from religion, church and the Bible. They do not see the relevance of the Bible for their lives, and of all the Christian-majority segments, they are the least open to learning more about the Bible.

Those who do use the Bible, even infrequently, commonly cite understanding ancient cultures and reading a piece of literature as their reasons for engaging with the Bible. They are sceptical about whether the Bible can have any personal or social relevance.

- **86%** do not find religion important in their daily life
- **78%** use the Bible **never** or less often than **once a year**
- **60%** never attend church
- **50%** disagree that the Bible should have more influence in their country
- **68%** are not interested in learning more about the Bible

Words used to describe the Bible:

a historical artefact / contradictory / guidance

Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



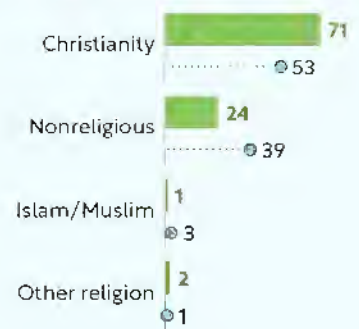
The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 5 ■ Cluster 5 Average



Percentage of Country Population in Segment — Top 5 Countries

	Belgium	11%
	Netherlands	10%
	Italy	10%
	Austria	7%
	Slovenia	7%

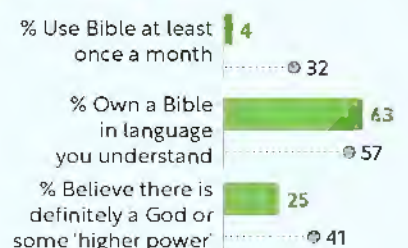
Demographics

■ Segment 5 ■ Cluster 5 Average

AGE	18 to 34	23%	26%
	35 to 54	33%	33%
	55 and older	44%	41%
EDUCATION	Up to 8 years of basic education	9%	12%
	9–15 years of education	60%	61%
	4-year college degree	31%	27%
SEX	Male	56%	48%
	Female	44%	52%

Belief and Behaviour

■ Segment 5 ■ Cluster 5 Average



SEGMENT 6



Indifferent-Uninfluenced (17%)

This segment does not offer a strong positive or negative opinion about the Bible; they seem indifferent towards it. They are not engaged with the Bible or church but don't mind the presence of the Bible in society.

For most of this segment, religion does not play an important part in their daily life. The most common reason for this is people do not think religion can be relevant to their life. Similarly, the majority are not interested in learning more about the Bible. The two most common reasons for their disinterest are not being religious and a perceived lack of relevance. Members of this segment are not cold towards the Bible; they're simply indifferent about it.

- **76%** say **religion is not an important part** of their daily life
- **72%** **never use the Bible**
- **69%** **never attend church**
- **6%** **agree** the world would be **better without the Bible** in it
- **71%** are **not interested in learning** more about the **Bible**

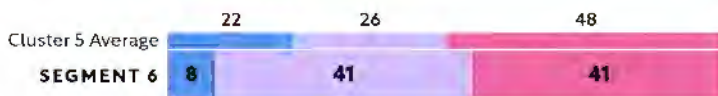
Words used to describe the Bible:

a historical artefact / guidance / 14% prefer not to describe the Bible at all

Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



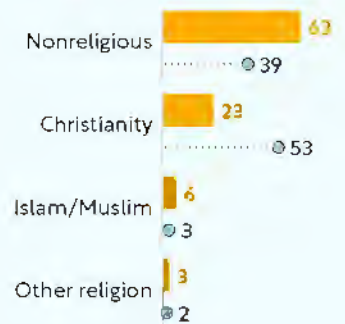
The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 6 ■ Cluster 5 Average



Percentage of Country Population in Segment — Top 5 Countries

	France	24%
	New Zealand	23%
	Canada	21%
	Australia	20%
	Slovenia	20%

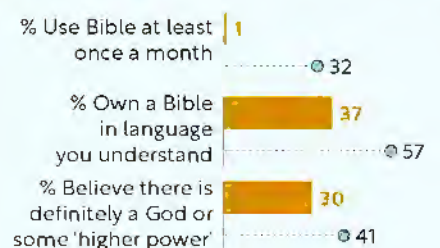
Demographics

■ Segment 6 ■ Cluster 5 Average

AGE	18 to 34	25%	26%
	35 to 54	31%	33%
	55 and older	44%	41%
EDUCATION	Up to 8 years of basic education	12%	12%
	9–15 years of education	67%	61%
	4-year college degree	21%	27%
SEX	Male	43%	48%
	Female	57%	52%

Belief and Behaviour

■ Segment 6 ■ Cluster 5 Average



SEGMENT 7



Closed-Sceptical (15%)

The Bible is personally irrelevant to this segment, and they have little to no interest in learning more about it.

Like Segment 6, religion is not important in the lives of most of this segment. The most common reason for this is not believing in a God or higher power, followed by a perceived lack of relevance. The two most common reasons for their disinterest in the Bible are their nonreligious disposition and its perceived lack of relevance. This group is closed towards the Bible.

- **99%** say religion is not an important part of their daily life
- **91%** never use the Bible
- **84%** never attend church
- **17%** agree the world would be better without the Bible in it
- **95%** are not interested in learning more about the Bible

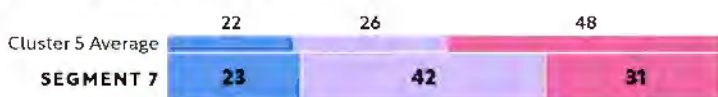
Words used to describe the Bible:

outdated / a historical artefact / contradictory

Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

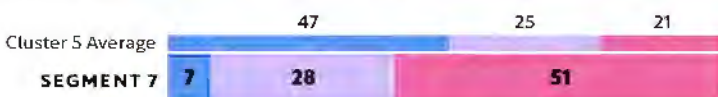
The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



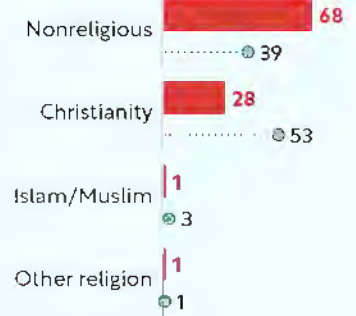
The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 7 ● Cluster 5 Average

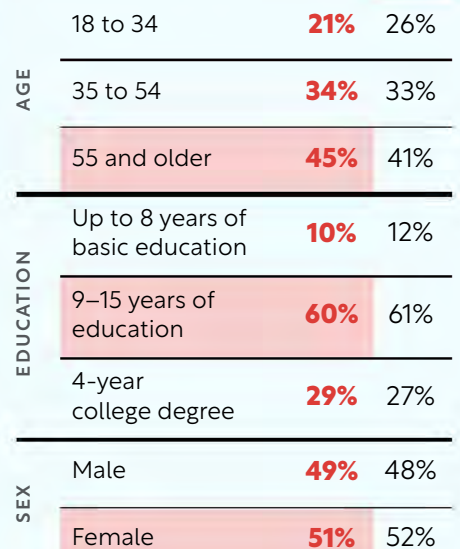


Percentage of Country Population in Segment — Top 5 Countries



Demographics

■ Segment 7 ■ Cluster 5 Average



Belief and Behaviour

■ Segment 7 ● Cluster 5 Average



SEGMENT 8



Closed-Dismissive (12%)

Of all the segments in this cluster, Segment 8 has the most pronounced negative attitude towards the Bible. They do not think the Bible has any relevance to society or themselves. They are dismissive of the Bible.

Most of the segment is not interested in learning more about the Bible. The three most common reasons for their disinterest are not being religious, a perceived lack of relevance and a disagreement with its values. Both this segment and Segment 7 are cold towards the Bible. A key difference between them is the strength of their negative feeling towards the Bible. This segment is far more dismissive about the role of the Bible in society. Over half think the world would be better off without the Bible.

- **98%** say **religion is not an important part** of their daily life
- **98%** **never** use the **Bible**
- **93%** **never** attend **church**
- **56%** assert that the world would be **better without** the **Bible** in it
- **92%** are **not at all interested in learning** more about the **Bible**

Words used to describe the Bible:

outdated / contradictory / judgemental

Survey Items

■ % Strongly agree/Agree ■ % Neither agree nor disagree
■ % Strongly disagree/Disagree

The Bible is a source of harm in the world.



It's good for children to know at least some stories from the Bible.



The Bible has something meaningful to say about life today.



The Bible is relevant to you, personally.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 8 ■ Cluster 5 Average

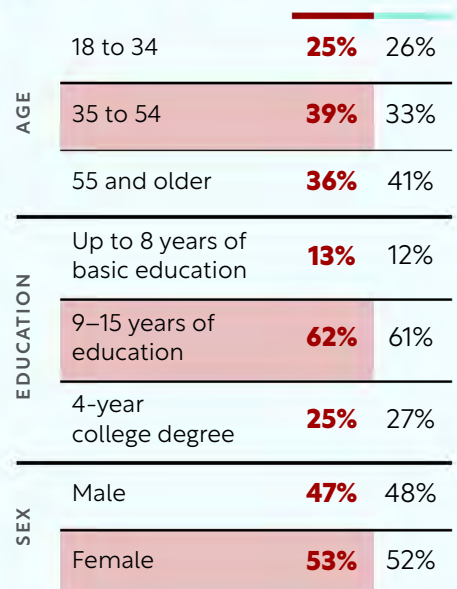


Percentage of Country Population in Segment — Top 5 Countries

	New Zealand	19%
	Belgium	18%
	Sweden	18%
	Netherlands	17%
	Australia	16%

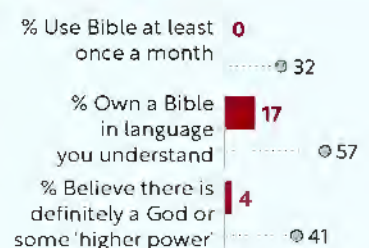
Demographics

■ Segment 8 ■ Cluster 5 Average



Belief and Behaviour

■ Segment 8 ■ Cluster 5 Average



CLUSTER 6

A diverse religious context with low awareness of the Bible and a stable Christian minority

- Countries in Cluster 6 surveyed
- Countries in Cluster 6 not surveyed



This cluster stands out for its religious diversity and lack of awareness of the Bible.

CLUSTER 6

A diverse religious context with low awareness of the Bible and a stable Christian minority

Cluster 6 is composed of 19 countries and territories, most of which are located throughout Asia. The religious traditions across these countries are as diverse as their geography; only one segment in the cluster can be considered predominantly Christian. Fieldwork took place in 13 of the 19 countries and territories.¹⁵

Because of the high level of religious diversity across the cluster, four sub-themes related to religious adherence were identified in Cluster 6 in an alternative model of the typology.

56% have never heard of the Bible

73% say religion is an important part of their daily lives

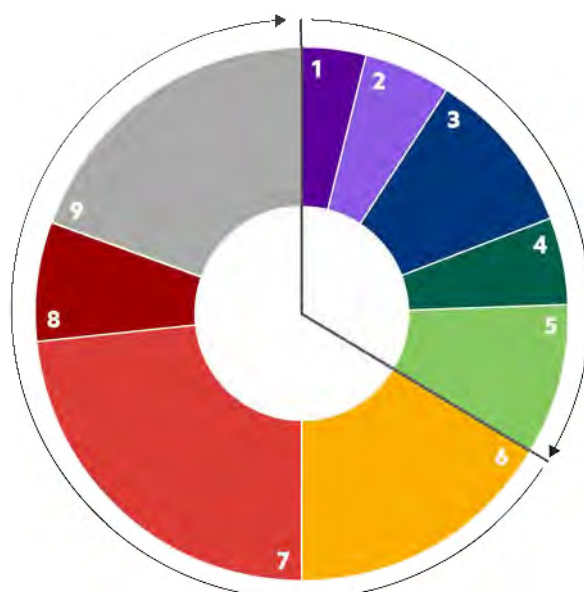
47% agree they would be happy for a child in their family to attend a school connected to a different religion from their own

6% are interested in learning more about the Bible

¹⁵ Cluster 6 fieldwork countries and territories were: Cambodia, India, Indonesia, Japan, Malaysia, Mongolia, Nepal, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.

CLUSTER 6 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified nine segments.



AWARE SEGMENTS

ORDERED BY INTEREST IN LEARNING MORE ABOUT THE BIBLE

4%

SEGMENT 1

Aware-Active-Open

5%

SEGMENT 2

Aware-Open

10%

SEGMENT 3

Aware-Religious

5%

SEGMENT 4

Aware-Indifferent

9%

SEGMENT 5

Aware-Closed

UNAWARE SEGMENTS

ORDERED BY INTEREST IN LEARNING MORE ABOUT OTHER RELIGIONS AND BELIEFS

16%

SEGMENT 6

Unaware-Receptive

23%

SEGMENT 7

Unaware-Indifferent

7%

SEGMENT 8

Unaware-Nonreligious-Closed

19%

SEGMENT 9

Unaware-Religious-Closed

The above chart shows the average segment distribution across Cluster 6. Bible-aware segments are ordered by interest in learning more about the Bible. Bible-unaware segments are ordered by interest in learning more about other religions and beliefs.

Important notes

This chapter organizes the segments by whether respondents are aware of the Bible (they have ever heard of it) or unaware of the Bible (they have never heard of it). However, those who had never heard of it were still asked about their interest in learning more about it after an informational prompt: 'The Bible is the holy book/scriptures of the Christian faith. How interested, if at all, would you be in learning more about the Bible?'

Fieldwork took place in Malaysia, but sensitivity about some of the questions prevented certain ones from being asked. Malaysia is not included in the segmentation analysis for that reason.

SEGMENT 1



Aware-Active-Open (4%)

Religion and the Bible are personally relevant to most members of this Bible-aware segment. Nearly all respondents know some or a great deal about the Bible and its teachings, and more than half are interested in learning more about it.

Within the cluster, this segment accounts for the largest proportion (82%) who identify with a Christian religious tradition. Most respondents own a Bible and use it weekly – preferring to access it in print. Over half attend church services weekly.

This group is open to learning more about the Bible, but it also enjoys learning from people who think differently. Over half would be happy for a child in their family to attend a school connected to a different religion.

- **62%** attend **church** services weekly
- **72%** agree the **Bible** is **relevant** to them personally
- **89%** agree the **Bible** is a useful guide to learning **right from wrong**
- **81%** enjoy **learning** from people **who think differently**
- **60%** agree they would be **happy** for a **child in their family** to attend a school **connected to a different religion** from their own

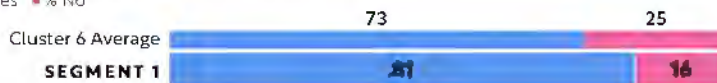
Words used to describe the Bible:

wisdom / truth / comforting

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



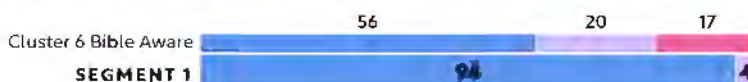
How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



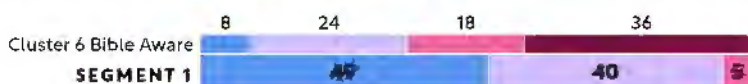
It's good for children to know some stories from the Bible.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How much do you know about the Christian Bible and its teachings?

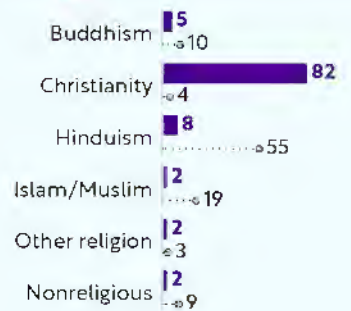
■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 1 ■ Cluster 6 Average

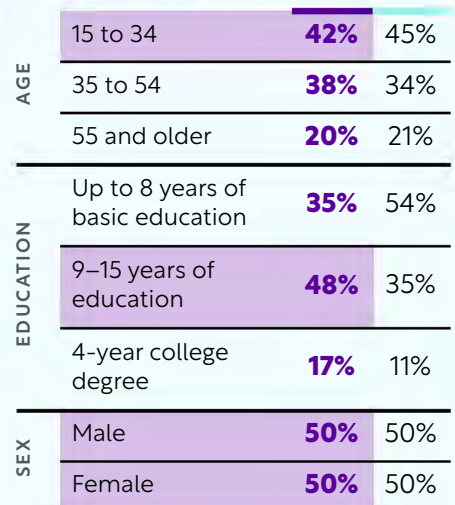


Percentage of Country Population in Segment – Top 5 Countries



Demographics

■ Segment 1 ■ Cluster 6 Average



Belief and Behaviour

■ Segment 1

■ Cluster 6 Bible Aware Average



SEGMENT 2



Aware-Open (5%)

Respondents are mixed on the importance of religion in their daily lives, but they are still fairly curious about other religions and beliefs. Over one-third of respondents say they have at least some knowledge of the Bible and its teachings, and one in five are interested in learning more about it.

Just over half in Segment 2 say religion is an important part of their daily life, and an even higher percentage definitely believe in God or a higher power.

Respondents in this segment are more trusting and open than those in Segment 1: 78% would not object to a person with different religious beliefs moving next door and 89% enjoy learning from people who think differently. Further, the 69% who trust people with different religious values is the highest of all segments.

- **97%** never attend church services
- **21%** agree the Bible is relevant to them personally
- **54%** are interested in learning about other religions and beliefs
- **89%** enjoy learning from people who think differently
- **69%** trust people with different religious values from their own

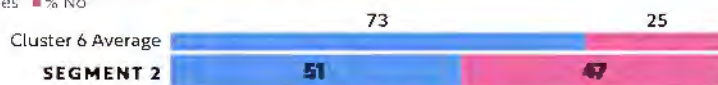
Words used to describe the Bible:

comforting / wisdom / a historical artefact

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



It's good for children to know some stories from the Bible.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How much do you know about the Christian Bible and its teachings?

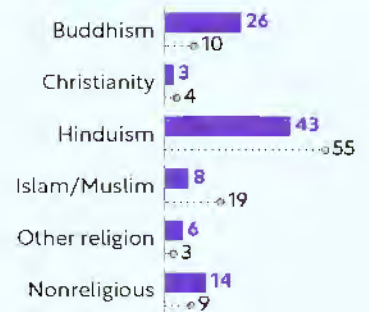
■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 2 ■ Cluster 6 Average

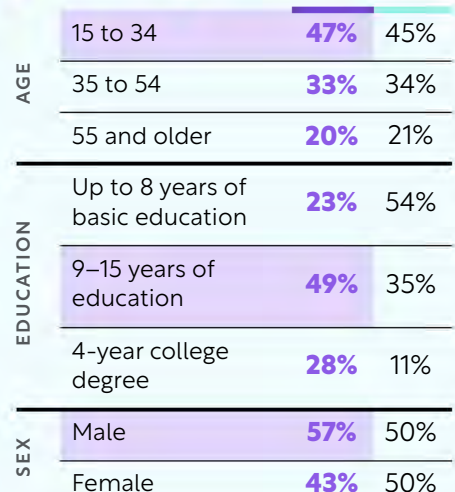


Percentage of Country Population in Segment — Top 5 Countries



Demographics

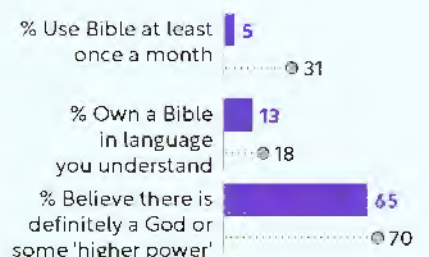
■ Segment 2 ■ Cluster 6 Average



Belief and Behaviour

■ Segment 2

○ Cluster 6 Bible Aware Average



SEGMENT 3



Aware-Religious (10%)

Religion is important to the majority of this segment (79%). A sizeable percentage also see the Bible as personally relevant, even if most do not use it or ever attend church services. One in three respondents claim at least some knowledge of the Bible and its teachings, but fewer than one in ten are interested in learning more about it.

This segment accounts for sizeable proportions who identify themselves as Hindu (67%), Buddhist (14%) or Muslim (12%). Most say religion is an important part of daily life and believe in God or a higher power.

This segment is open to learning about other religions and isn't opposed to neighbours with different beliefs. They are the most likely of any Bible-aware segment to think people should keep their beliefs private.

- **98%** never attend church services
- **39%** agree the Bible is relevant to them personally
- **74%** agree the Bible is a useful guide to learning right from wrong
- **59%** are interested in learning about other religions and beliefs
- **78%** agree people should keep their religious beliefs to themselves

Words used to describe the Bible:

don't know / a historical artefact / truth

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



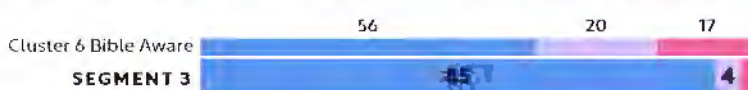
How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



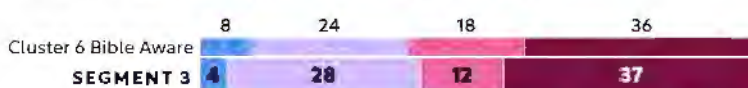
It's good for children to know some stories from the Bible.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How much do you know about the Christian Bible and its teachings?

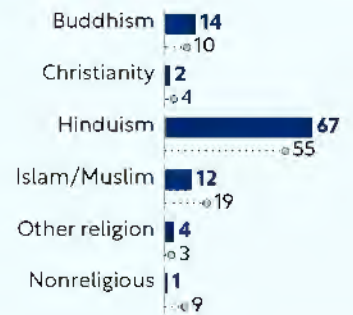
■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 3 ■ Cluster 6 Average



Percentage of Country Population in Segment — Top 5 Countries

	Cambodia	39%
	Sri Lanka	32%
	India	12%
	Thailand	10%
	Singapore	9%

Demographics

■ Segment 3 ■ Cluster 6 Average

AGE	15 to 34	48%	45%
	35 to 54	34%	34%
	55 and older	18%	21%
EDUCATION	Up to 8 years of basic education	51%	54%
	9–15 years of education	33%	35%
	4-year college degree	16%	11%
SEX	Male	55%	50%
	Female	45%	50%

Belief and Behaviour

■ Segment 3

○ Cluster 6 Bible Aware Average



SEGMENT 4



Aware-Indifferent (5%)

The Bible and religion are irrelevant to members of Segment 4. Most know little to nothing at all about the Bible and its teachings, and few are interested in learning more about it or other religions and beliefs.

Within the cluster, Segment 4 accounts for the largest proportion who identify themselves as nonreligious (38%). Nearly all say religion is not an important part of daily life, and just under half do not believe in God or a higher power.

More than half disagree that the Bible is relevant to them personally, while almost half neither agree nor disagree that the Bible is a useful guide to learning right from wrong.

- **99%** never attend church services
- **66%** disagree the Bible is relevant to them personally
- **34%** do not know or have never met someone with different religious views from their own
- **58%** are not interested in learning about other religions and beliefs
- **56%** enjoy learning from people who think differently

Words used to describe the Bible:

don't know / comforting / wisdom

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



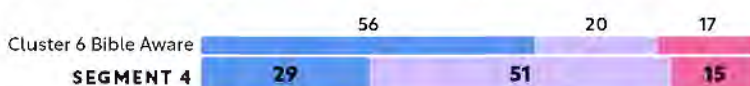
How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



It's good for children to know some stories from the Bible.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How much do you know about the Christian Bible and its teachings?

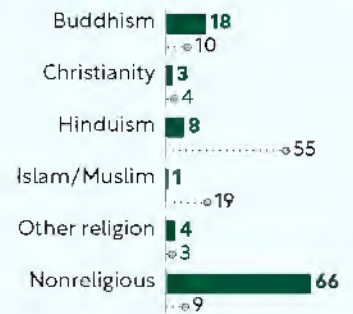
■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 4 ● Cluster 6 Average

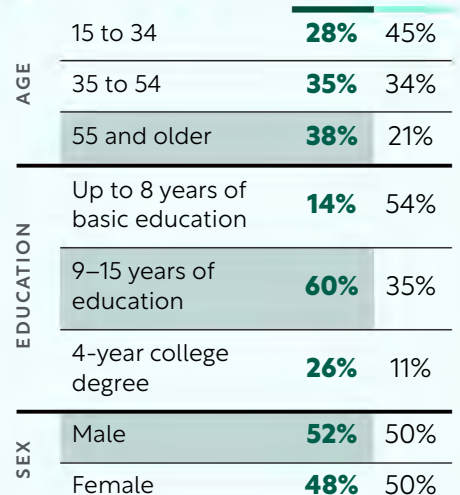


Percentage of Country Population in Segment — Top 5 Countries



Demographics

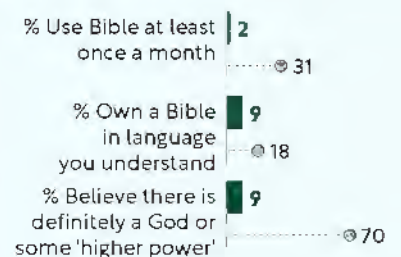
■ Segment 4 ■ Cluster 6 Average



Belief and Behaviour

■ Segment 4

● Cluster 6 Bible Aware Average



SEGMENT 5



Aware-Closed (9%)

Religion is relevant to nearly everyone in this segment, but they view the Bible as irrelevant or don't know if it is relevant to them. Even though they have heard of the Bible, most respondents know nothing about the Christian Bible or its teachings and lack interest in learning more about it.

This segment accounts for the largest proportions of the Bible-aware who identify with Islam (20%) or who select 'other' as their religious affiliation, don't know or refuse to answer the question (20%).

Religion is an important part of daily life, and most definitely believe in God or a higher power. However, less than half trust people with different religious values, and over half are not interested in learning more about other religions or beliefs.

- **39%** trust people with **different religious values** from their own
- **53%** are **not interested** in **learning more** about **other religions and beliefs**
- **57%** disagree they would be **happy** for a **child in their family** to attend a school **connected to a different religion** from their own
- **51%** **do not know** if the Bible is personally relevant

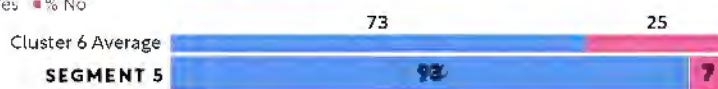
Words used to describe the Bible:

don't know / complex / comforting

Survey Items

Is religion an important part of your daily life?

■ % Yes ■ % No



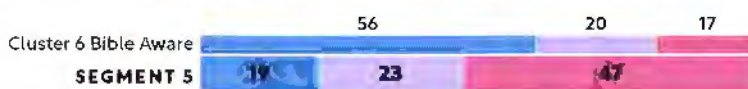
How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



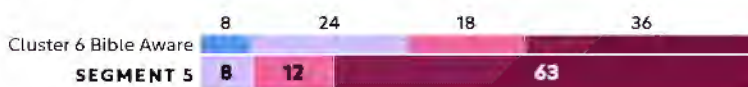
It's good for children to know some stories from the Bible.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How much do you know about the Christian Bible and its teachings?

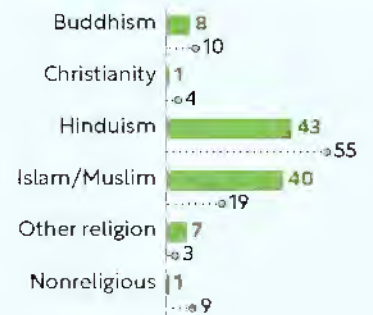
■ % A great deal ■ % Some ■ % Not very much ■ % Nothing at all



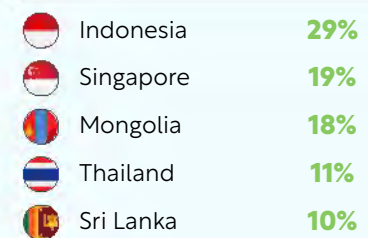
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 5 ■ Cluster 6 Average

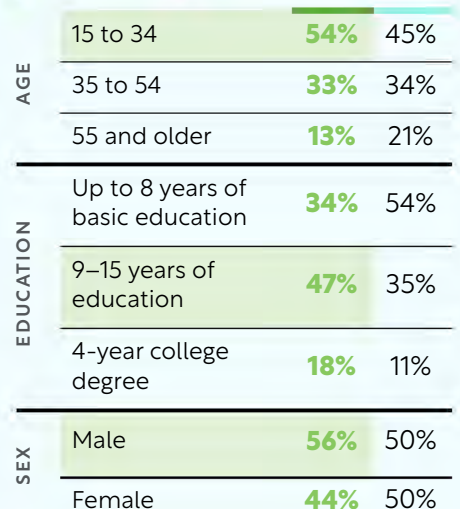


Percentage of Country Population in Segment — Top 5 Countries



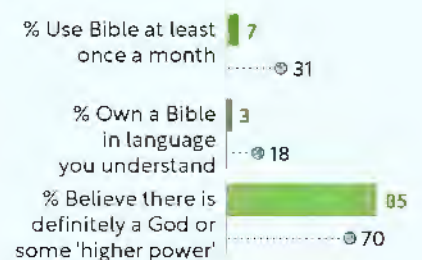
Demographics

■ Segment 5 ■ Cluster 6 Average



Belief and Behaviour

■ Segment 5
■ Cluster 6 Bible Aware Average



SEGMENT 6



Unaware-Receptive (16%)

Religion is an important part of daily life for most members of Segment 6, but nearly all believe people should keep their religious beliefs to themselves. Most know nothing at all about the Bible and its teachings, and just 3% are interested in learning more.

This segment accounts for the second-largest proportion identifying themselves as Hindu (22%); sizeable percentages also identify with Buddhism (14%) and Islam (12%). Well over eight in ten say religion is an important part of daily life, and as many believe in God or a higher power.

This segment is the most inquisitive of the groups that are unaware of the Bible. Nearly nine in ten are searching for a sense of meaning in life, and as many enjoy learning from people who think differently. Almost two-thirds are interested in learning more about other beliefs.

- **87%** agree people should **keep their religious beliefs to themselves**
- **86%** are **searching** for a **sense of meaning** in life
- **86%** enjoy **learning** from people **who think differently**
- **65%** are **interested** in **learning more** about **other religions and beliefs**

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not Interested



I would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I would be happy for a child in my family to attend a school connected to a different religion or belief from my own.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

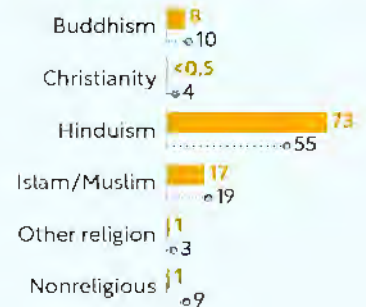
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 6 ■ Cluster 6 Average



Percentage of Country Population in Segment — Top 5 Countries

	Nepal	39%
	Mongolia	21%
	India	21%
	Sri Lanka	20%
	Thailand	16%

Demographics

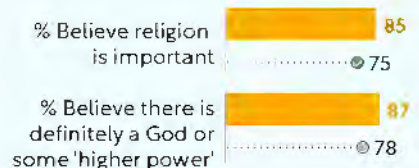
■ Segment 6 ■ Cluster 6 Average

AGE	15 to 34	55%	45%
	35 to 54	31%	34%
	55 and older	15%	21%
EDUCATION	Up to 8 years of basic education	59%	54%
	9–15 years of education	32%	35%
	4-year college degree	8%	11%
SEX	Male	55%	50%
	Female	45%	50%

Belief and Behaviour

■ Segment 6

■ Cluster 6 Bible Unaware Average



SEGMENT 7



Unaware-Indifferent (23%)

Religion is slightly less important to the daily lives of those in Segment 7 than those in Segment 6. Segment 7 is also less curious and open to learning about other religions and beliefs. Most say they don't know when asked how much they know about the Bible and its teachings, and 1% are interested in learning more about it.

This segment accounts for the largest proportion identifying themselves as Hindu (33%). Segment 7 is largest in India. Most say religion is an important part of their daily lives and definitely believe in God or a higher power.

Over four in ten (43%) would not object to a person with different religious beliefs moving next door, and a similar 45% would be happy for a child in their family to attend a school connected with a different religion.

- **65%** say they **don't know** when asked how much they know about the Christian **Bible** and its teachings
- **65%** believe people should **keep their religious beliefs to themselves**
- **28%** are **interested** in **learning more** about **other religions and beliefs**
- **64%** are **searching** for a **sense of meaning** in life

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



I would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



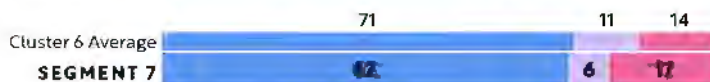
I would be happy for a child in my family to attend a school connected to a different religion or belief from my own.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

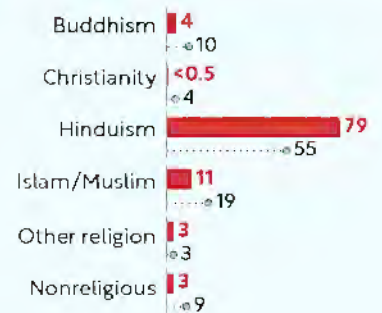
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



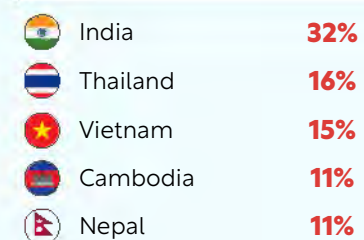
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 7 ■ Cluster 6 Average

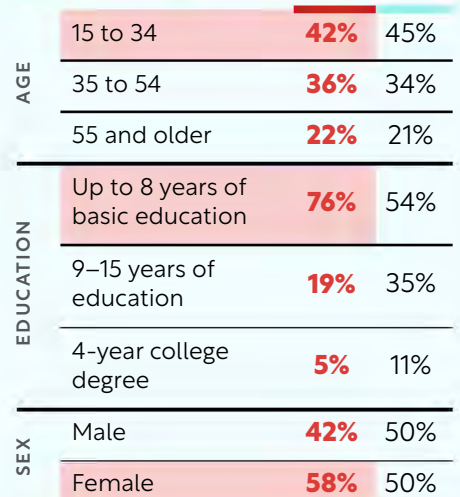


Percentage of Country Population in Segment — Top 5 Countries



Demographics

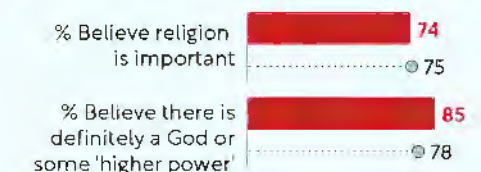
■ Segment 7 ■ Cluster 6 Average



Belief and Behaviour

■ Segment 7

■ Cluster 6 Bible Unaware Average



SEGMENT 8



Unaware-Nonreligious-Closed (7%)

Religion is not an important part of daily life for those in this segment. Most know nothing about the Bible and its teachings and just 3% are interested in learning more about it. Over half are not interested in learning about other religions and beliefs.

This segment accounts for the largest proportion identifying themselves as nonreligious (42%). Segment 8 is largest in Japan and Vietnam. Most say religion is not an important part of their daily lives, and few believe in God or a higher power.

Over half disagree it is hard to tell right from wrong without religion, but few are looking for answers. About four in ten — the lowest of any Bible-unaware segment — say they are searching for a sense of meaning in life.

- **61%** know **nothing at all** about the Christian **Bible** and its teachings
- **52%** are **not interested** in **learning more** about **other religions and beliefs**
- **53%** **disagree** it is **hard** to tell **right from wrong** without religion
- **40%** **do not know** or have **never met** someone with **different religious views** from their own

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



I would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



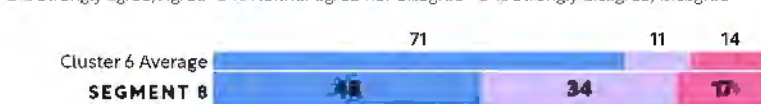
I would be happy for a child in my family to attend a school connected to a different religion or belief from my own.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

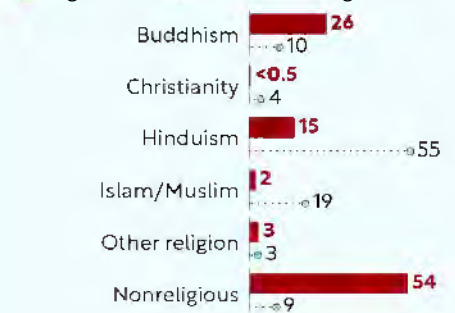
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 8 ■ Cluster 6 Average



Percentage of Country Population in Segment — Top 5 Countries

	Japan	47%
	Vietnam	37%
	South Korea	15%
	Taiwan	10%
	Mongolia	8%

Demographics

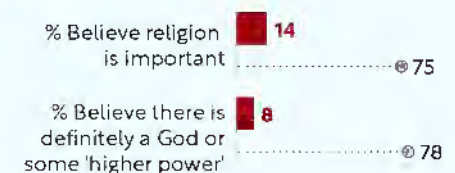
■ Segment 8 ■ Cluster 6 Average

AGE	15 to 34	30%	45%
	35 to 54	37%	34%
	55 and older	33%	21%
EDUCATION	Up to 8 years of basic education	26%	54%
	9–15 years of education	62%	35%
	4-year college degree	12%	11%
SEX	Male	48%	50%
	Female	52%	50%

Belief and Behaviour

■ Segment 8

■ Cluster 6 Bible Unaware Average



SEGMENT 9



Unaware-Religious-Closed (19%)

Religion is an important part of daily life for nearly everyone in this segment. Most know little about the Bible and its teachings, and few (1%) are interested in learning more about it. Two-thirds are not interested in learning about other religions or beliefs.

This segment accounts for the largest proportion identifying themselves as Muslim (43%). Segment 9 is largest in Indonesia and Nepal. Nearly all say religion is an important part of their daily lives, and most definitely believe in God or a higher power.

Just under three in ten would be happy if a child in their family attended a school connected to a different religion, but they are more open to having a neighbour of a different faith living next door.

- **89%** know **nothing at all** about the Christian **Bible** and its teachings
- **68%** are **searching** for a **sense of meaning** in life
- **67%** are **not interested** in **learning more** about **other religions and beliefs**
- **51%** agree people should **keep their religious beliefs** to **themselves**

Survey Items

How interested, if at all, would you be in learning more about the Bible?

■ % Interested ■ % Not interested



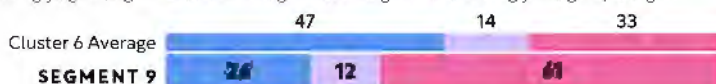
I would object to a person with different religious beliefs moving next door.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



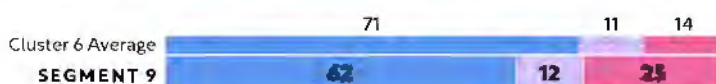
I would be happy for a child in my family to attend a school connected to a different religion or belief from my own.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



I enjoy learning from people who think differently than I do.

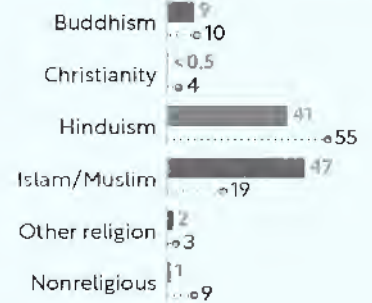
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3 not shown.

Religion

■ Segment 9 ■ Cluster 6 Average



Percentage of Country Population in Segment — Top 5 Countries

	Indonesia	48%
	Nepal	26%
	Thailand	24%
	India	18%
	Cambodia	18%

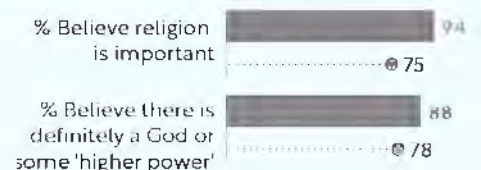
Demographics

■ Segment 9 ■ Cluster 6 Average

AGE	15 to 34	44%	45%
	35 to 54	33%	34%
	55 and older	23%	21%
EDUCATION	Up to 8 years of basic education	69%	54%
	9–15 years of education	27%	35%
	4-year college degree	4%	11%
SEX	Male	50%	50%
	Female	50%	50%

Belief and Behaviour

■ Segment 9 ■ Cluster 6 Bible Unaware Average



CLUSTER 7

A majority-Christian context with high interest in learning more about the Bible and high importance placed on religion in daily life



- Countries in Cluster 7 surveyed
- Countries in Cluster 7 not surveyed

CLUSTER 7

A majority-Christian context with high interest in learning more about the Bible and high importance placed on religion in daily life

Cluster 7 consists of 29 countries with large Christian populations that are primarily located in sub-Saharan Africa. Several of these countries have sizeable Muslim populations. Fieldwork took place in 15 of the 29 countries.¹⁶

Most identify with a Christian tradition (71%) and nearly everyone says religion is an important part of daily life. This positivity extends to attitudes towards the Bible, which more than three in four are interested in learning more about.

Traditional healers, who earned at least some trust from 41% of the population in sub-Saharan Africa in previous research,¹⁷ are also important: More than four in ten say they use these healers when they or someone they know is sick.

91% say religion is an important part of their daily life

47% believe Christianity is essentially a Western religion

76% are interested in learning more about the Bible

85% believe it is good for children to know some stories from the Bible

43% use traditional healers when they or someone they know is sick

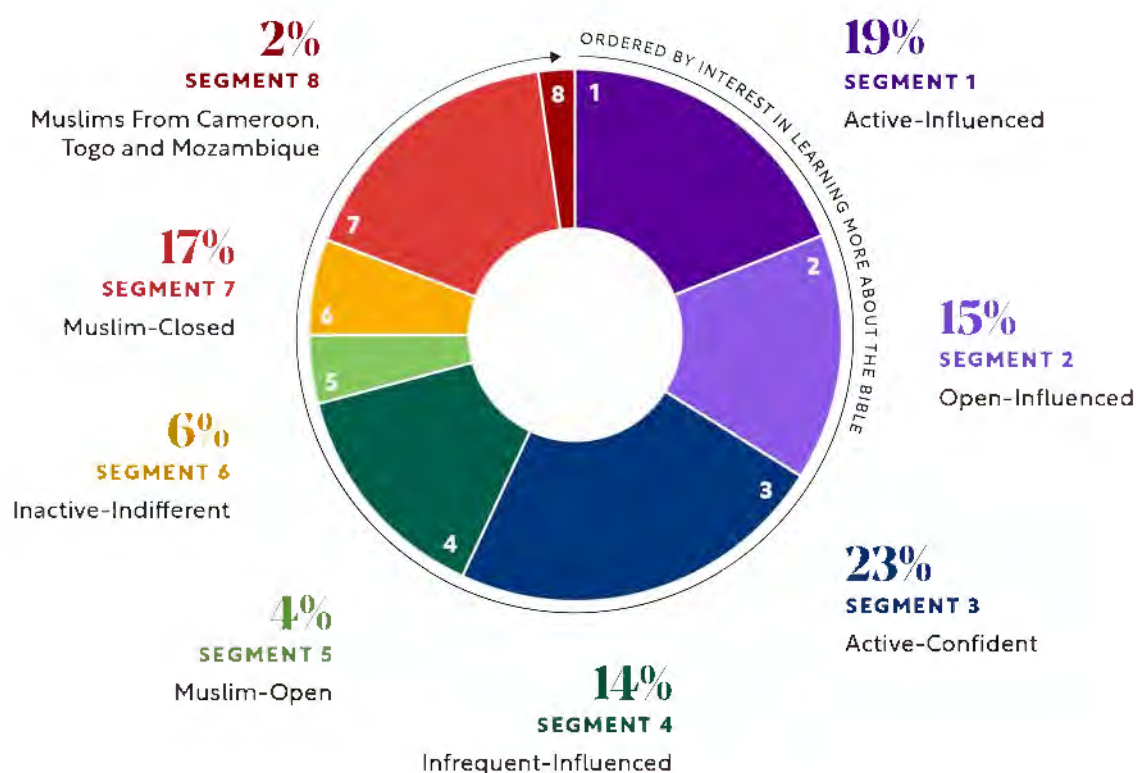
This cluster stands out for its warmth towards religion and its interest in learning more about the Bible.

¹⁶ Cluster 7 fieldwork countries were Cameroon, the Democratic Republic of the Congo, Ethiopia, Eswatini, Ghana, Kenya, Madagascar, Malawi, Mozambique, Nigeria, South Africa, Tanzania, Togo, Uganda and Zambia.

¹⁷ Based on results from the Wellcome Global Monitor survey conducted in 2020. Question: 'How much do you trust each of the following? Do you trust them a lot, some, not much, or not at all? If you don't know, please just say so. How about traditional healers in this country?'

CLUSTER 7 SEGMENTATION

The segmentation analysis run on this cluster using the Kamila method identified eight segments.



The above chart shows the average segment distribution across Cluster 7. Combining the three most open segments (1, 2 and 3) reveals that Kenya, Zambia and Eswatini have the highest proportion of warmer segments in their populations. Segments 6 and 7 are the two most closed segments, but they have different religious makeups. Segment 6 has the highest proportion of the nonreligious, while Segment 7 is a majority-Muslim segment.

Important notes

Although Ethiopia was included in the fieldwork for this cluster, because of sensitivity, Ethiopians were not asked the full set of survey questions. Responses from Ethiopians are not included in the analysis in this chapter.

Segment 8, which consists of self-identified Muslims living in Cameroon, Togo and Mozambique, accounts for 2% of the cluster. Muslims in these countries were not asked the full set of survey questions, and therefore this segment is not included in the analysis in this chapter.

Segments 5 and 7 are composed of people who self-identify their faith as Islam. Only self-identified Muslims who said they had used the Bible were asked questions about Bible knowledge and impact.

Questions related to people's confidence in discussing the Bible and the Bible's influence over their lives were asked only of Christians and those who say they have used the Bible.

SEGMENT 1



Active-Influenced (19%)

This segment has the highest weekly church attendance of any segment in this cluster, frequently uses the Bible and is highly interested in learning more about it. Most people in this segment see the Bible as influencing the decisions they make.

Nearly nine in ten people in this almost exclusively Christian segment own a Bible, which eight in ten use weekly — mainly preferring to read it in print. Most respondents are very interested in learning more about the Bible. Nearly all believe it is good for children to know at least some stories from the Bible (99%) and view it as a useful guide to learning right from wrong (97%).

- **97%** say **religion** is an **important part** of their daily life
- **81%** attend **church services weekly**
- **86%** own a **Bible** and **80%** use it **weekly**
- **90%** of Christians and those who have used the Bible agree the **Bible has a lot of influence on the decisions they make**
- **80%** of Christians and those who have used the Bible are **confident they could describe the overall story of the Bible**

Words used to describe the Bible:

truth / wisdom / comforting

Survey Items

Do you ever use traditional healers when you, or someone you care for, is sick?

■ % Yes ■ % No



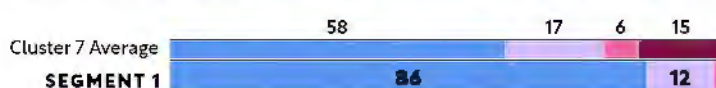
Christianity is essentially a Western religion.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very Interested ■ % Somewhat interested ■ % Not very Interested ■ % Not at all interested



It's good for children to know stories from the Bible.

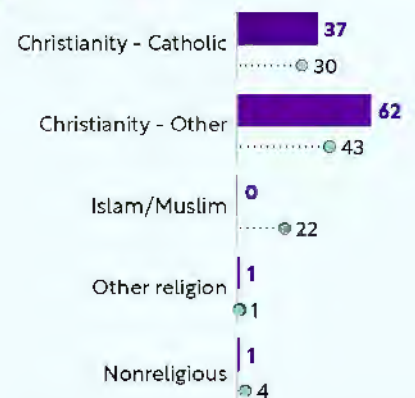
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



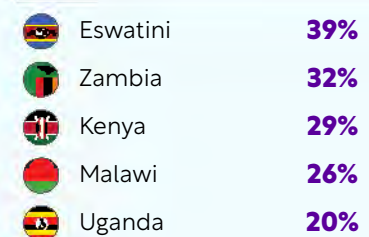
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 1 ● Cluster 7 Average

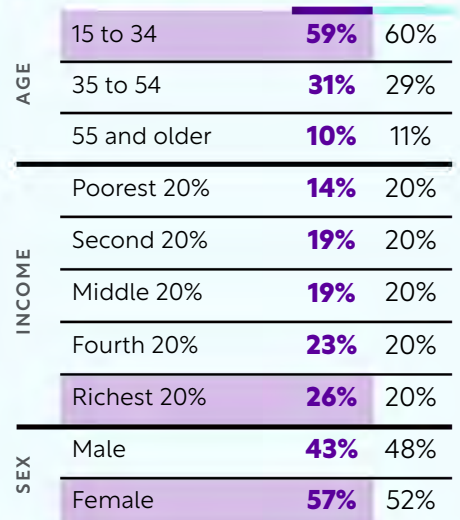


Percentage of Country Population in Segment — Top 5 Countries



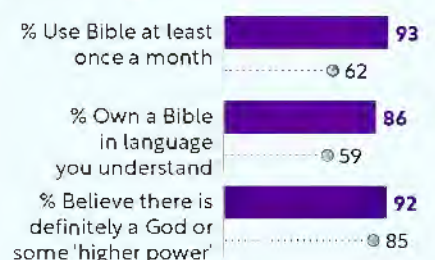
Demographics

■ Segment 1 ■ Cluster 7 Average



Belief and Behaviour

■ Segment 1 ● Cluster 7 Average



SEGMENT 2



Open-Influenced (15%)

Most members of this segment frequently attend church, use the Bible often and express high interest in learning more about it. Almost all say religion is important in their daily life and see the Bible as influencing the decisions they make.

Respondents are less optimistic than any other segment about their current lives and their futures. Just 1% of respondents give their lives today a 'ten' on a scale from zero to ten, where ten is the best life possible, and no respondents give their lives in five years this top score. This may reflect this segment's slightly older, less educated, more rural and lower-income demographic makeup.

- **97%** say **religion** is an **important part** of their daily life
- **72%** attend **church services weekly**
- **72%** own a **Bible** and **69%** use it **weekly**
- **93%** of Christians and those who have used the **Bible** agree the **Bible has a lot of influence on the decisions they make**
- **79%** of Christians and those who have used the **Bible** are **confident they could describe the overall story of the Bible**

Words used to describe the Bible:

truth / wisdom / comforting

Survey Items

Do you ever use traditional healers when you, or someone you care for, is sick?

■ % Yes ■ % No



Christianity is essentially a Western religion.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know stories from the Bible.

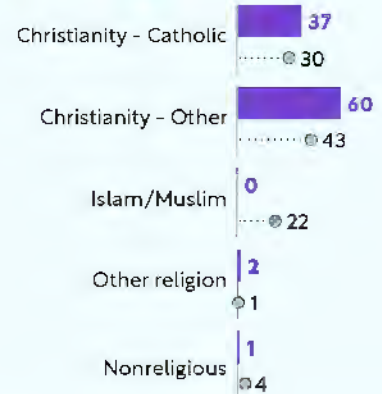
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 2 ■ Cluster 7 Average

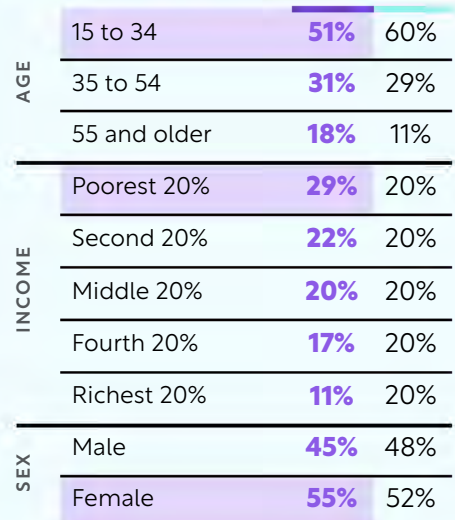


Percentage of Country Population in Segment — Top 5 Countries



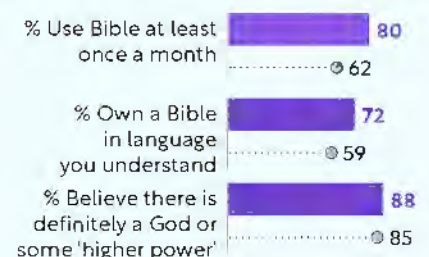
Demographics

■ Segment 2 ■ Cluster 7 Average



Belief and Behaviour

■ Segment 2 ■ Cluster 7 Average



SEGMENT 3



Active-Confident (23%)

The frequency of Bible use and church attendance in this segment is slightly higher than in Segment 2 but on a par with Segment 1. However, members of this segment are the most confident of any segment that they can talk about the Bible with others.

Like Segments 1 and 2, nearly all members of this segment say religion is an important part of their daily life, but they are more likely to believe people should keep religious beliefs to themselves (73%).

They are the most likely of any segment to believe that Christianity is essentially a Western religion, with 86% agreeing this statement is true. Their use of traditional healers (43%) is higher than Segments 1 or 2.

- **96%** say **religion** is an **important part** of their daily life
- **78%** attend **church services weekly**
- **84%** own a **Bible** and **81%** use it **weekly**
- **85%** of Christians and those who have used the **Bible** are **confident that they could describe the overall story of the Bible**
- **92%** of Christians and those who have used the **Bible** agree the Bible **has a lot of influence on the decisions they make**

Words used to describe the Bible:

truth / wisdom / comforting

Survey Items

Do you ever use traditional healers when you, or someone you care for, is sick?

■ % Yes ■ % No



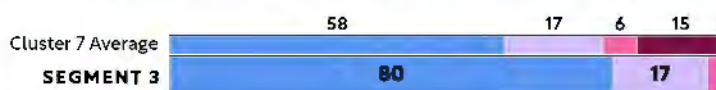
Christianity is essentially a Western religion.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know stories from the Bible.

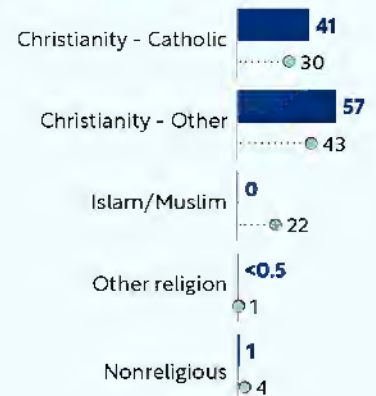
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



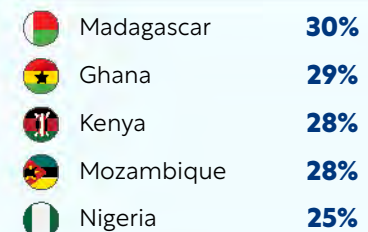
Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 3 ■ Cluster 7 Average

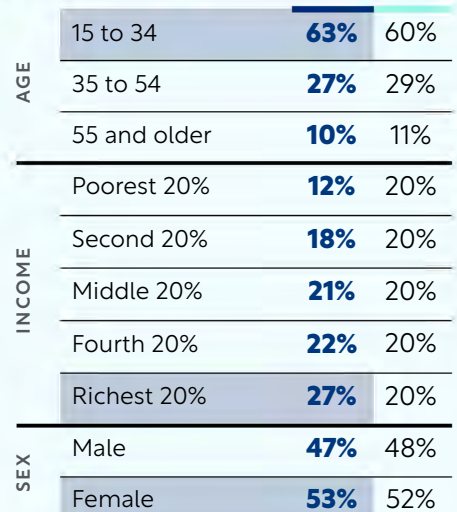


Percentage of Country Population in Segment — Top 5 Countries



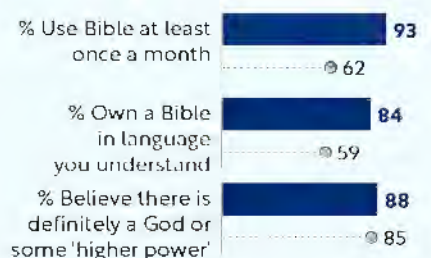
Demographics

■ Segment 3 ■ Cluster 7 Average



Belief and Behaviour

■ Segment 3 ■ Cluster 7 Average



SEGMENT 4



Infrequent-Influenced (14%)

Members of this segment attend church and use the Bible far less frequently than other majority-Christian segments. However, they are highly interested in learning more about the Bible, and most believe it influences the decisions they make.

Just over half in this predominantly Christian segment own a Bible, but 26% use it weekly – preferring to read it in print. However, a strong majority (85%) are interested in learning more about the Bible. Most believe it is good for children to know at least some stories from the Bible (95%). Many also see the Bible as a useful guide to learning right from wrong (90%) and as relevant to them personally (77%).

- **84%** say **religion** is an **important part** of their daily life
- **34%** attend **church services weekly**
- **52%** own a **Bible** and **26%** use it **weekly**
- **70%** of Christians and those who have used the **Bible** agree the Bible **has a lot of influence on the decisions they make**
- **50%** of Christians and those who have used the **Bible** are confident they **could describe the overall story of the Bible**

Words used to describe the Bible:

truth / wisdom / comforting

Survey Items

Do you ever use traditional healers when you, or someone you care for, is sick?

■ % Yes ■ % No



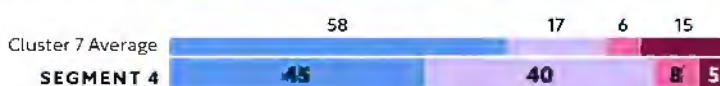
Christianity is essentially a Western religion.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know stories from the Bible.

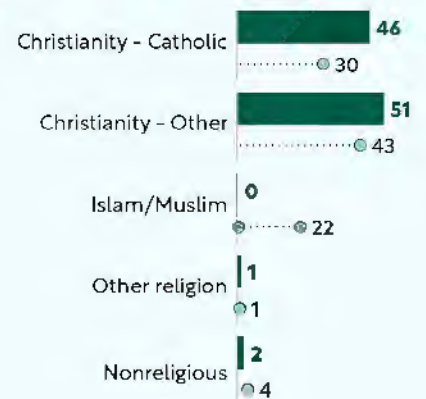
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 4 ■ Cluster 7 Average

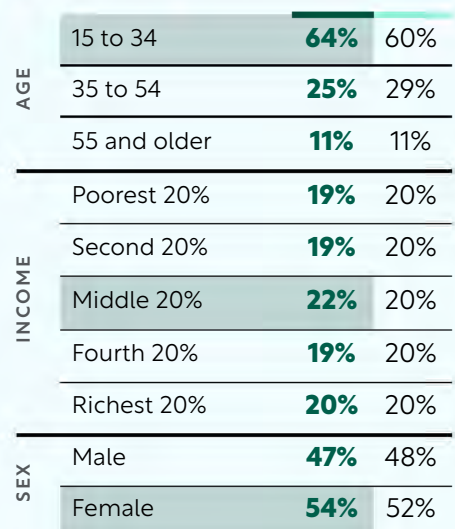


Percentage of Country Population in Segment – Top 5 Countries



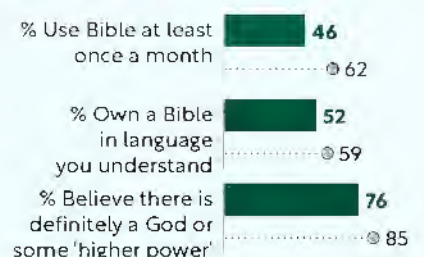
Demographics

■ Segment 4 ■ Cluster 7 Average



Belief and Behaviour

■ Segment 4 ■ Cluster 7 Average



SEGMENT 5



Muslim-Open (4%)

This segment is the smaller of the two Muslim segments in Cluster 7. Slightly more than half of this segment owns a Bible. Over half are interested in learning more about the Bible. Those who have used a Bible are largely confident that they could talk about it with others.

Most respondents (88%) say religion is an important part of their daily life. Nearly two-thirds (63%) agree Christianity is essentially a Western religion. Half say they have used traditional healers.

The majority of those who have used a Bible are confident that they could talk about the Bible with others. However, 62% of respondents agree that people should keep their religious beliefs to themselves.

- **88%** say **religion** is an **important part** of their daily life
- **18%** say they **never attend church services**
- **53%** own a **Bible**
- **60%** of those who have used the **Bible** are confident that they could **describe the overall story of the Bible**
- **69%** of those who have used the **Bible** are confident that they could **talk about the message of the Bible with friends and family**

Words used to describe the Bible:

truth / wisdom / judgemental

Survey Items

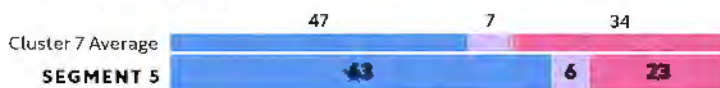
Do you ever use traditional healers when you, or someone you care for, is sick?

■ % Yes ■ % No



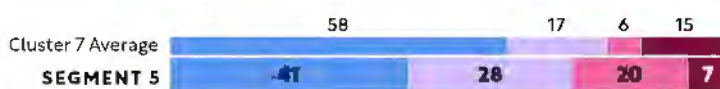
Christianity is essentially a Western religion.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know stories from the Bible.

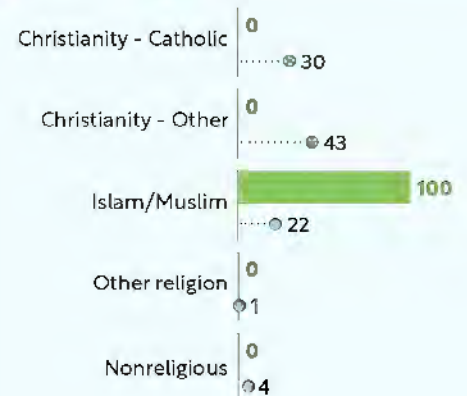
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 5 ■ Cluster 7 Average



Percentage of Country Population in Segment — Top 5 Countries

	Malawi	12%
	Nigeria	9%
	Tanzania	5%
	Uganda	3%
	Democratic Republic of the Congo	3%

Demographics

■ Segment 5 ■ Cluster 7 Average

AGE	15 to 34	58%	60%
	35 to 54	27%	29%
	55 and older	12%	11%
INCOME	Poorest 20%	30%	20%
	Second 20%	27%	20%
	Middle 20%	13%	20%
	Fourth 20%	15%	20%
	Richest 20%	15%	20%
SEX	Male	70%	48%
	Female	30%	52%

Belief and Behaviour

■ Segment 5 ■ Cluster 7 Average



SEGMENT 6



Inactive-Indifferent (6%)

Many members of this segment are at best indifferent to religion and the Bible. Most never use the Bible or attend church, and few are interested in learning more about the Bible or see it as relevant to their lives.

While most believe in God (71%), about half (47%) believe that Christianity is essentially a Western religion. Two in three (65%) respondents — the highest percentage of any segment in the cluster — say they use traditional healers when they or someone else they care for is sick.

Respondents lack interest in learning more about the Bible, and few agree that the Bible is personally relevant. However, a majority believe that it is good for children to know some stories from the Bible.

- **51%** say **religion** is not an **important part** of their daily life
- **65%** **never** attend **church services**
- **83%** do not own a **Bible** and **75%** **never** use it
- **26%** agree that the **Bible** is **personally relevant**
- **49%** agree the **Bible** is a **useful guide to learning right from wrong**

Words used to describe the Bible:

a historical artefact / confusing / truth

Survey Items

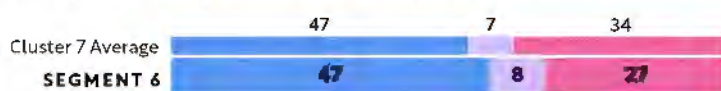
Do you ever use traditional healers when you, or someone you care for, is sick?

■ % Yes ■ % No



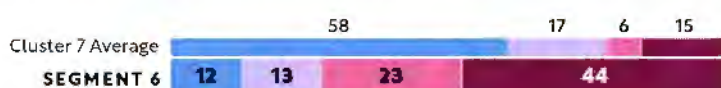
Christianity is essentially a Western religion.

■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



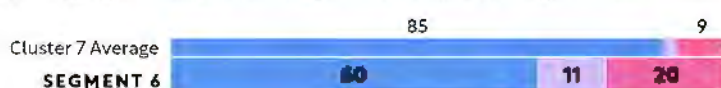
How interested, if at all, would you be in learning more about the Bible?

■ % Very interested ■ % Somewhat interested ■ % Not very interested ■ % Not at all interested



It's good for children to know stories from the Bible.

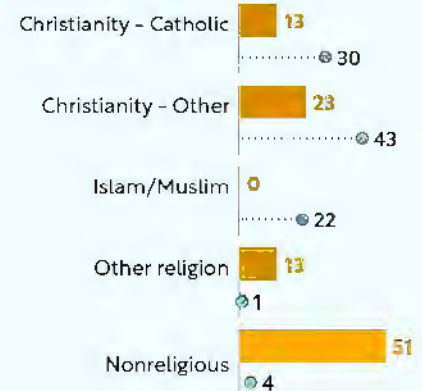
■ % Strongly agree/Agree ■ % Neither agree nor disagree ■ % Strongly disagree/Disagree



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

Religion

■ Segment 6 ■ Cluster 7 Average



Percentage of Country Population in Segment — Top 5 Countries

	Togo	19%
	Madagascar	19%
	South Africa	18%
	Democratic Republic of the Congo	8%
	Cameroon	7%

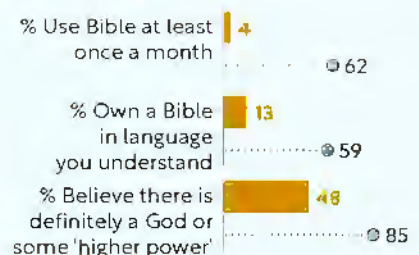
Demographics

■ Segment 6 ■ Cluster 7 Average

AGE	15 to 34	54%	60%
	35 to 54	31%	29%
	55 and older	15%	11%
INCOME	Poorest 20%	22%	20%
	Second 20%	17%	20%
	Middle 20%	15%	20%
	Fourth 20%	23%	20%
	Richest 20%	23%	20%
SEX	Male	63%	48%
	Female	37%	52%

Belief and Behaviour

■ Segment 6 ■ Cluster 7 Average



SEGMENT 7



Muslim-Closed (17%)

Like Segment 5, this segment entirely identifies as Muslim. But most in this relatively larger group do not own a Bible, never use one and never attend a church service. Further, they are not interested in learning more about the Bible.

This group has a high belief in God, and almost all see religion as an important part of their life. Slightly more than four in ten agree that Christianity is essentially a Western religion, and the majority use traditional healers.

Nearly two-thirds are not at all interested in learning more about the Bible, which few see as personally relevant. However, four in ten see the Bible as a useful guide to learning right from wrong.

- **95%** say **religion** is an **important part** of their daily life
- **85%** **never** attend a **church service**
- **92%** **do not** own a **Bible** and **92%** **never** use it
- **16%** agree the **Bible** is **personally relevant** to them

Words used to describe the Bible:

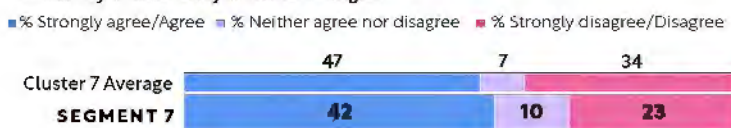
a historical artefact / confusing / truth

Survey Items

Do you ever use traditional healers when you, or someone you care for, is sick?



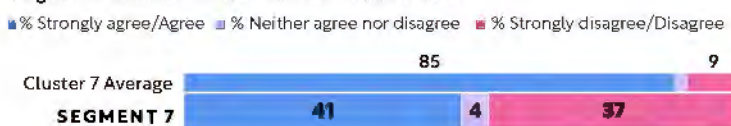
Christianity is essentially a Western religion.



How interested, if at all, would you be in learning more about the Bible?

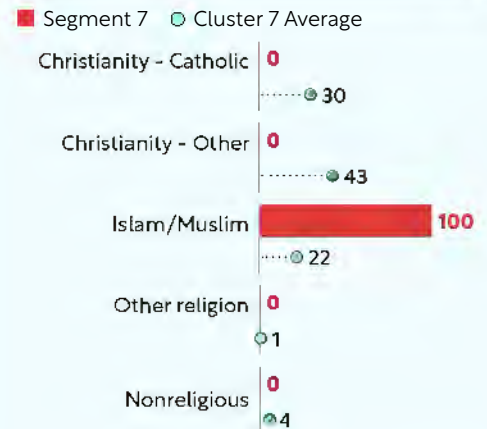


It's good for children to know stories from the Bible.



Note: Due to rounding and 'don't know' or 'refused' responses, some percentages may not add to 100%. Values ≤3% not shown.

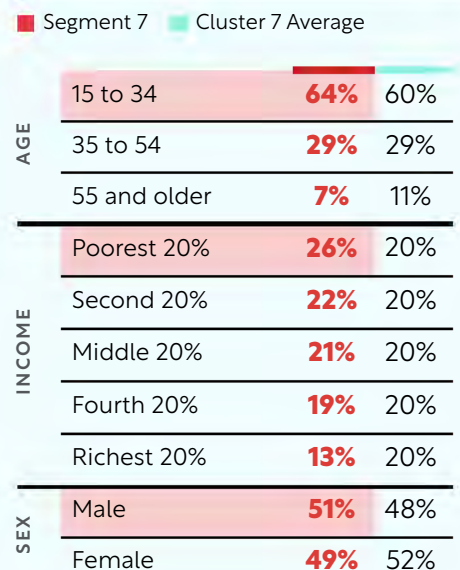
Religion



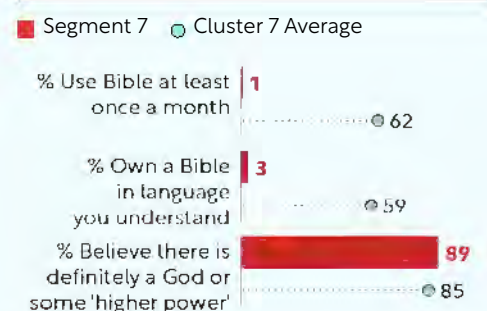
Percentage of Country Population in Segment — Top 5 Countries



Demographics



Belief and Behaviour





Methodology

SURVEY METHODOLOGY

The results in this report are based on computer-assisted telephone (CATI), in-person (CAPI) and opt-in panel web interviews (CAWI) with adults aged 15 and older in 85 countries and areas in 2023 and 2024.¹⁸

The results in 62 countries are based on nationally representative telephone or face-to-face surveys of approximately 1,000 respondents. In 23 countries, data were collected from approximately 1,000 respondents in each country via web using an online non-probability panel. The data were weighted to ensure each sample is nationally representative.

For results based on the total sample of national adults in 2023, the margin of sampling error for the surveys ranges between ± 2.1 and ± 5.1 percentage points at the 95% confidence level. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Get more details about the telephone and face-to-face dataset and read more about the CAWI survey process and data at patmos.bfbs.org.

¹⁸ CAWI interviews were conducted in 2023 with adults aged 18 and over. CAPI and CATI interviews were conducted in 2023 through early 2024 with adults aged 15 and over.

QUESTIONNAIRE DESIGN

BFBS worked closely with Gallup researchers to finalise survey questions related to use and perceptions of the Bible for implementation in 85 countries and areas. They needed to consider that questionnaires were fielded using CATI, CAPI and CAWI interviews. In total, nine questionnaires were designed to account for regional contexts and cultural sensitivities.

Cognitive testing was used to test the survey questions in nine countries,¹⁹ three of which would ultimately field the questions using CAWI – Spain, France and the U.S. Ten in-depth interviews were conducted in each country. Feedback from these interviews informed adjustments to the survey questions.

SEGMENTATION ANALYSIS

Segmentation analysis was conducted independently in each cluster using the general methodology discussed below.

1 Data Preparation

- 1.1. Identify relevant variables

The first step of segmentation analysis grouped variables into three major categories:

Split variables: In some clusters, the sample was split into homogenous population subgroups before proceeding with the independent analysis. Split variables included:

- Religion (Clusters 1, 2, 3 and 7)
- Bible awareness (Cluster 6)

Basis variables: These variables were used to identify segments within each split sample (if any). The choice of basis variables varied significantly across clusters but generally included the following domains:

- Church/mosque attendance
- Religious text ownership
- Religious text knowledge
- Religious text use
- Use of traditional healers
- Importance of religion
- Belief in God
- Interpretation of religion (single vs. plural)
- Search for meaning
- Openness to the Bible
- Attitudes towards religion
- Attitudes towards the Bible
- Bible impact

Descriptive variables: Descriptive variables were utilised after the segmentation using basis variables to describe the resulting segments. Typical descriptive variables included gender, age, educational attainment, country, religion, urbanicity, income quintile and Bible ownership.

¹⁹ Cameroon, Colombia, Kenya, India, Indonesia, Türkiye, Jordan, Egypt, Vietnam

- 1.2. Missing data imputation

Segmentation analysis requires complete data for all basis variables. However, there were two types of missing data:

- **Don't know/Refused:** includes spontaneously provided responses
- **System missing:** includes cases where basis variables had been:
 - skipped for certain respondents — e.g., Bible knowledge questions for non-Christians
 - not collected due to country-specific restrictions

Don't know/Refused data were treated using the following rules:

- **Ordinal variables:**
 - If there were more than 10% Don't know/Refused cases in a cluster, ordinal variables were reclassified as categorical, with 'Don't know/Refused' combined into an independent category and not included in the following data reduction step.
 - If there were less than 10% Don't know/Refused cases in a cluster, ordinal variables were imputed using multiple imputations with chained equations (MICE).
- **Categorical variables:**
 - Don't know/Refused responses were combined into an independent category.

System missing data in the basis variables were treated in one of two ways:

- **If strong priors:** System missing data were recoded to the implicit default response. For example, if Bible knowledge items were missing for non-Christians, based on the prior that non-Christians would have little knowledge and, therefore, would not be able to respond, then 'No knowledge' would be imputed.
- **If no strong priors:** A supervised learning imputation approach was implemented in cases where data could not be collected due to country-specific data collection restrictions, but there was still a strong need to incorporate some approximation of the missing data. This was the case in Clusters 1, 3 and 6, although imputed variables were not eventually used to segment any of these clusters.

- 1.3. Data reduction

Basis variables usually numbered in the dozens, including multiple ordinal variables (e.g., Likert scales, frequency scales). Given the preference in segmentation analysis for fewer uncorrelated variables, a data-reduction exercise was considered appropriate before the segmentation.

• Data standardisation

Before conducting the factor analysis, the dataset was standardised using z-scores. Standardising the data ensures that each variable contributes equally to the analysis, particularly in cases where variables are measured on different scales. The `scale()` function was used to convert all variables into a common scale with unweighted mean = 0 and unweighted standard deviation = 1.

• Descriptive statistics

Descriptive statistics were generated post-imputation to provide an overview of the scaled dataset. The Stargazer package was used to summarise key statistics like means, standard deviations and ranges for each variable. These descriptive statistics helped assess the dataset's distribution and central tendencies, ensuring that the imputation process handled missing data appropriately.

Adequacy tests

The **KMO test** was applied to evaluate the adequacy of the data for factor analysis. The test examines whether the partial correlations among variables are small, which indicates that factor analysis may be suitable. A KMO score between 0.50 and 1.00 is acceptable for proceeding with factor analysis, with higher scores indicating greater adequacy. In this analysis, only variables with a **measure of sampling adequacy (MSA)** greater than 0.50 were retained for the factor analysis, ensuring that the variables included were sufficiently correlated for meaningful results. Variables not meeting this threshold were excluded from the data reduction exercise but kept as an individual basis variable.

- **Bartlett's Test of Sphericity** was conducted to test whether the correlation matrix is an identity matrix, implying that the variables are unrelated and unsuitable for structure detection. A significant p-value (< 0.05) from this test suggests that the correlation matrix is not an identity matrix, thus confirming the appropriateness of factor analysis for the dataset.

- **Determining the number of factors**

Parallel analysis

This method compares the eigenvalues of the real data to those generated by random data. The number of factors and principal components suggested by the parallel analysis was considered alongside the scree plot.

- **Principal component (PCA) and factor analysis (FA)**

PCA and FA were conducted with the number of components suggested by the parallel. Varimax rotation was selected to achieve orthogonality, which simplifies the loadings and makes interpretation easier by maximising the variance of the squared loadings. The `principal()` function was used to extract and rotate the components/factors, and the results were evaluated based on the factor loadings with a cutoff of 0.4 to highlight meaningful correlations between variables and components. The PCA/FA results were visualised in a diagram using the `fa.diagram()` function.

If the results were clean (strong factor loadings, few cross-loaders) and interpretable, the resulting solution, either FA or PCA, was retained. Otherwise, exploratory analyses were conducted until a satisfactory solution emerged. Exploratory variables included the number of factors/components to be used, the type of rotation (varimax, quartimax, oblimin, etc.) and the basis variables included.

- 1.4. Variable alignment

The final factors/principal components were examined for interpretability, aligning them with the polarity of continuous variables, so higher values equated to higher levels of the latent construct. In most cases, this meant reversing the score, as most of the basis variables had an ordinal scale where a lower value (e.g., '1. Strongly agree') was associated with a higher level of the latent construct.

- 1.5. Standardisation

Continuous/Ordinal basis variables, including any factors/components from the data reduction step and other ordinal variables that may have been excluded from the analysis, were standardised before the segmentation to a weighted mean = 0 and weighted SD = 1. The standardisation was done to weighted targets to ensure continuous variables would centre around 0 in subsequent descriptive analyses.

2 Segmentation Analysis

Basis variables in this project included a mix of continuous, ordinal, categorical and binary types. The **Kamila algorithm** was chosen for this project as it is a clustering technique designed for datasets containing both continuous and categorical variables. Kamila integrates concepts from K-means clustering (for continuous data) and latent class models (for categorical data), allowing for efficient clustering of mixed-type datasets. The algorithm works by iteratively assigning data points to clusters based on the combined probability of categorical and continuous variables.

In the Kamila method, continuous variables are modelled using Gaussian distributions, while categorical variables are treated as multinomial distributions. These two data types are merged into a single framework to calculate the likelihood of each data point belonging to a cluster. The optimal clustering solution is then determined by maximising the combined likelihood for both data types.

The Kamila algorithm is implemented in R via the Kamila package.

- 2.1. Determine optimal k

Kamila provides a prediction strength measure that can help in identifying the best k. Prediction strength evaluates how well the clusters can predict each other when the dataset is split into two parts. A higher prediction strength suggests a more robust clustering for a given value of k. Given Kamila's tendency to identify fewer clusters, the optimal k is calculated at the highest value of k with a prediction strength above the minimum threshold.

To determine the optimal number of clusters, the Kamila algorithm was run iteratively for a range of k values (typically, five to 15 clusters).

- 2.2. Identify segments

The optimal k suggested by the algorithm was the starting point to identify a final segmentation solution to be extracted using the Kamila algorithm. Segmentation solutions were examined iteratively with the British and Foreign Bible Society until a satisfactory solution was identified. Exploration typically involved iterating over the choice of:

- basis variables
- factors/PCAs
- number of segments (k)

In Cluster 1, a significant number of basis variables were missing for 108 Christians in Mali, Niger, Senegal and The Gambia. Segment membership was imputed for these Christians based on a predictive model trained on Christians in Chad and Sierra Leone with no missing data. A gradient boosting machine (GBM) model was chosen to impute segment membership values.

The model was built in three stages:

- 1) Variable identification:** This included predictors (both numeric and factor variables) with no missing data.
- 2) Model evaluation:** Model fit was evaluated on unseen data over 100 random 80/20 splits using various metrics (categorical variables: accuracy, precision, recall, F1-score) and compared to a naïve classifier using known segment distributions as priors.
- 3) Imputation:** After model validation, a final GBM model was trained on the full dataset using the predictor variables to impute the missing data.

The final model represented an improvement over the naïve classifier but had a moderate predictive power:

- Accuracy: 0.69 (vs. 0.56 for naïve classifier)
- Precision: 0.57 (vs. 0.35 for naïve classifier)
- Recall: 0.50 (vs. 0.32 for naïve classifier)
- F1-score: 0.54 (vs. 0.34 for naïve classifier)

3 Segment Description

Once a segmentation was extracted, the next step was to describe each segment to better understand their nature, with the ultimate goal of identifying an appropriate label for them.

- 3.1. Labelling approach

The first step in segment description was to define a segment labelling approach. To maintain maximum objectivity in the interpretation, the labelling approach used the basis variables for the segmentation, including labels for values of the basis variable above/below the population average. For example, for the 'Bible_relevance' basis variables, segments with above-average values would be labelled 'Bible Relevant,' and segments with below-average values, 'Bible Irrelevant.'

- 3.2. Segment sizes

The next step estimated the size of the segment relative to the population in the cluster, which was done using population projection weighting to represent people aged 15 and older in the cumulative population of the countries in the cluster. The next step estimated the size of the segment relative to the population in the cluster, which was done using population projection weighting to represent people aged 15 and older (18 and older for CAWI) in the cumulative population of the countries in the cluster.

- 3.3. Basis variable importance

To determine the relative contribution of a basis variable to a segment classification, Extreme Gradient Boosting (XGBoost) models were built to classify each segment. XGBoost is an efficient machine learning algorithm that builds upon the concept of gradient boosting. It is widely used for classification, regression and ranking problems due to its performance, speed and accuracy.

The XGBoost model was then trained with a maximum tree depth of three and ten boosting iterations. After training, feature importance was calculated to assess the contribution of each variable to the classification task, providing insights into the most significant features for differentiating clusters.

- 3.4. Average value and distribution of basis variables

After calculating basis variable importances, median values for the basis variables were calculated for each segment. Variables identified by the XGBoost model as important classifiers were examined first to determine if they showed median values that were clearly different from the cluster median, which they typically did. Important variables with atypical values, typically between one and three, were then used to label the clusters descriptively.

GALLUP WORLDWIDE RESEARCH METHODOLOGY

Country dataset details

Gallup worldwide research data collected from 2023–2024

+ Areas with disproportionately high number of interviews in the sample.

*Handheld data collection.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample* Exclusions (Samples are nationally representative unless noted otherwise)
2023	Albania	Jul 28 – Nov 13, 2023	1,000	2.03	4.4	Face-to-Face (HH)*	Albanian	People living in remote or difficult-to-access rural areas were excluded. The excluded area represents approximately 2% of the population.
2023	Argentina	Aug 5 – Oct 12, 2023	1,007	1.42	3.7	Face-to-Face (HH)*	Spanish	Those living in dispersed rural population areas were excluded. This represents about 4% of the population.
2023	Australia	Jan 10, 2023 – Feb 9, 2023	1,002	1.61	3.9	Web	English	Excluded population without access to the internet.
2023	Austria	Jan 10, 2023 – Feb 9, 2023	1,002	2.66	5.0	Web	German	Excluded population without access to the internet.
2023	Bahrain	Jul 20 – Aug 20, 2023	1,009	2.66	5.0	Mobile Telephone	Arabic, English, Hindi	Includes only Bahrainis, Arab expatriates and non-Arabs who were able to complete the interview in Arabic, English or Hindi.
2023	Belgium	Jan 10, 2023 – Feb 9, 2023	1,000	1.49	3.8	Web	Flemish, French	Excluded population without access to the internet.
2023	Bolivia	Aug 5 – Oct 12, 2023	1,000	1.45	3.7	Face-to-Face (HH)*	Spanish	Some distant, small locations were excluded due to accessibility and/or security issues. The exclusions represent approximately 7% of the population.
2023	Brazil	Sep 11 – Nov 5, 2023	1,000	1.29	3.5	Face-to-Face (HH)*	Portuguese	
2023	Bulgaria	Jul 21 – Oct 8, 2023	1,000	1.70	4.0	Face-to-Face (HH)*	Bulgarian	
2023	Cambodia	Sep 20 – Oct 24, 2023	1,000	1.67	4.0	Face-to-Face (HH)*	Khmer	Koh Kong, Stueng Treng, Otdor Meanchey and Kep provinces were excluded. These excluded areas represent approximately 3% of the population of Cambodia.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Cameroon	Jun 3 – Jun 27, 2023	1,000	1.41	3.7	Face-to-Face (HH)*	French, English, Fulfulde		Some arrondissements in the East region, the North Region, the Extreme North region, the Northwest region and the Southwest region were excluded due to insecurity. Neighbourhoods with fewer than 50 households were also excluded from the sampling. The exclusion represents 21% of the total population.
2023	Canada	Jan 10, 2023 – Feb 9, 2023	1,002	1.23	3.5	Web	English, French (Canada)		Excluded population without access to the internet.
2023	Chad	Oct 4 – Nov 2, 2023	1,000	1.62	3.9	Face to Face (HH)*	French, Chadian Arabic, Ngambaye		Because of security issues and difficult terrain, seven regions were excluded from the sampling: Lac, Ouaddaï, Wadi Fira, Bourkou, Ennedi, Tibesti, Salamat. In addition, the North Kanem and Bahr El Gazal North districts were excluded due to accessibility issues. Quartiers/villages with fewer than 50 inhabitants were also excluded from sampling. The excluded areas represent 23% of the population.
2023	Chile	Aug 12 – Dec 20, 2023	1,000	1.65	4.0	Face-to-Face (HH)*	Spanish		
2023	Colombia	Sep 9 – Nov 14, 2023	1,003	1.34	3.6	Face-to-Face (HH)*	Spanish		Ten departments and an additional 19 municipalities were excluded since they are located in areas of low population or with extreme insecurity issues. The excluded areas represent approximately 5% of the population.
2023	Congo (Democratic Republic of the)	Aug 3 – Sep 24, 2023	1,000	2.17	4.6	Face-to-Face (HH)*	French, Lingala, Swahili		Parts of Bandundu, Bas Congo, Equateur, Kasai Occidental, Maniema, Province Orientale, Nord Kivu, Sud Kivu, Katanga were excluded due to insecurity. Geographic exclusions represent 19% of the population.
2023	Costa Rica	Sep 27 – Dec 30, 2023	1,000	1.49	3.8	Face-to-Face (HH)*	Spanish		
2023	Dominican Republic	Jul 19 – Aug 9, 2023	1,000	1.50	3.8	Face-to-Face (HH)*	Spanish		

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Ecuador	Jul 26 – Aug 31, 2023	1,000	1.64	4.0	Face-to-Face (HH)*	Spanish		
2023	Egypt	Sep 11 – Sep 26, 2023	1,001	1.37	3.6	Face-to-Face (HH)*	Arabic		Frontier governorates (Matruh, Red Sea, New Valley, North Sinai, and South Sinai) were excluded, as they are remote and represent a small proportion of the population of the country. The excluded areas represent less than 2% of the total population.
2023	Egypt	Sep 21, 2023 – Oct 5, 2023	1,000	2.61	5.0	Web	Arabic		Excluded population without access to the internet.
2023	Eswatini	Oct 13 – Dec 24, 2023	1,000	2.11	4.5	Face-to-Face (HH)*	Siswati, English		
2023	Ethiopia	Jun 26 – Aug 10, 2023	1,000	1.52	3.8	Face-to-Face (HH)*	Amharic, Oromo		Due to ongoing conflict and security issues, Tigray, Gambella, Harari regions were excluded. The excluded areas represent approximately 7% of the total population of Ethiopia.
2023	Ethiopia	Sep 21, 2023 – Oct 5, 2023	1,002	2.69	5.1	Web	Amharic, English, Oromo, Tigrinya		Excluded population without access to the internet.
2023	France	Jan 10, 2023 – Feb 9, 2023	1,002	1.28	3.5	Web	French		Excluded population without access to the internet.
2023	The Gambia	Oct 16 – Nov 28, 2023	1,000	1.38	3.6	Face-to-Face (HH)*	English, Pulaar, Wolof, Malinke		
2023	Germany	Jan 10, 2023 – Feb 9, 2023	1,002	1.47	3.7	Web	German		Excluded population without access to the internet.
2023	Ghana	Jun 29 – Jul 21, 2023	1,000	1.75	4.1	Face-to-Face (HH)*	English, Ewe, Twi, Dagbani, Hausa		Localities with fewer than 100 inhabitants were excluded from the sample. The excluded areas represent approximately 4% of the population.
2023	Guatemala	Aug 16 – Dec 22, 2023	1,000	1.95	4.3	Face-to-Face (HH)*	Spanish		
2023	Honduras	Sep 4 – Dec 4, 2023	1,000	1.80	4.2	Face-to-Face (HH)*	Spanish		PSUs with population less than 50, and de la Bahía and Gracias a Dios were excluded. The exclusion represents approximately 4% of the population.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Hungary	Sep 15, 2023 – Oct 5, 2023	1,000	1.21	3.4	Web	Hungarian		Excluded population without access to the internet.
2023	India	Sep 30 – Dec 27, 2023	3,009	1.41	2.1	Face-to-Face (HH)*	Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu		Excluded population living in Northeast states and remote islands and Jammu and Kashmir. The excluded areas represent less than 10% of the population.
2023	Indonesia	Aug 23 – Sep 20, 2023	1,000	1.29	3.5	Face-to-Face (HH)*	Bahasa Indonesia		
2023	Ireland	Jan 10, 2023 – Feb 9, 2023	1,002	1.66	4.0	Web	English		Excluded population without access to the internet.
2023	Israel	Oct 17 – Dec 2, 2023	1,001	1.14	3.3	Face-to-Face (HH)*	Hebrew, Arabic		The sample does not include the area of East Jerusalem. This area is included in the sample of Palestine. Unsafe or evacuated areas near the border with Gaza were excluded from the survey.
2023	Italy	Jan 10, 2023 – Feb 9, 2023	1,002	1.74	4.1	Web	Italian		Excluded population without access to the internet.
2023	Japan	Sep 15, 2023 – Oct 5, 2023	1,000	1.55	3.8	Web	Japanese		Excluded population without access to the internet.
2023	Jordan	Aug 19 – Sep 10, 2023	1,000	1.27	3.5	Face-to-Face (HH)*	Arabic		
2023	Kenya	Oct 16 – Nov 10, 2023	1,002	1.30	3.5	Face-to-Face (HH)*	English, Swahili/ Kishwahili		
2023	Kyrgyzstan	Aug 6 – Sep 19, 2023	1,000	1.27	3.5	Face-to-Face (HH)*	Kyrgyz, Russian		
2023	Lebanon	Jun 7 – Jul 11, 2023	1,000	1.22	3.4	Face-to-Face (HH)*	Arabic		Hermel, Baalbak and Bint Jbeil under the strict control of Hezbollah were excluded. The excluded areas represent approximately 10% of the population.
2023	Lithuania	Jul 12 – Nov 10, 2023	1,000	1.40	3.7	Face-to-Face (HH)*	Lithuanian		Very small settlements (with fewer than 100 inhabitants) were excluded. The excluded areas represent approximately 9% of the total population.
2023	Madagascar	Jun 24 – Aug 11, 2023	1,000	1.48	3.8	Face-to-Face (HH)*	French, Malagasy		Regions that were unsafe or unreachable were excluded from the sample. The excluded areas represent approximately 17% of the total population.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Malawi	Sep 30 – Oct 15, 2023	1,002	1.37	3.6	Face-to-Face (HH)*	Chichewa, English, Tumbuka		
2023	Malaysia	Aug 21 – Nov 10, 2023	1,000	1.83	4.2	Face-to-Face (HH)*	Bahasa Malay, Chinese, English		
2023	Mali	Aug 28 – Sep 16, 2023	1,000	1.40	3.7	Face-to-Face (HH)*	French, Bambara		The regions of Gao, Kidal, Mopti and Tombouctou were excluded because of insecurity. Quartiers and villages with fewer than 50 inhabitants were also excluded from the sample. The excluded areas represent 23% of the total population.
2023	Mexico	Aug 5 – Nov 7, 2023	1,000	1.40	3.7	Face-to-Face (HH)*	Spanish		
2023	Mongolia	Jul 29 – Sep 22, 2023	1,000	1.27	3.5	Face-to-Face (HH)*	Mongolian		
2023	Mozambique	Jun 14 – Sep 6, 2023	1,000	2.00	4.4	Face-to-Face (HH)*	Portuguese, Xichangana, Emakhuwa		Cabo Delgado province, as well as a small number of districts in other provinces, were excluded due to insecurity. The excluded areas represent 8% of population.
2023	Nepal	Jun 10 – Jul 18, 2023	1,000	1.38	3.6	Face-to-Face (HH)*	Nepali		
2023	Netherlands	Jan 10, 2023 – Feb 9, 2023	1,002	1.41	3.7	Web	Dutch		Excluded population without access to the internet.
2023	New Zealand	Jan 10, 2023 – Feb 9, 2023	1,015	1.35	3.6	Web	English		Excluded population without access to the internet.
2023	Niger	Aug 15 – Sep 10, 2023	1,000	1.35	3.6	Face-to-Face (HH)*	French, Hausa, Zarma		Some communes in the Agadez region and Diffa region were excluded because of insecurity. In addition, PSUs with fewer than 25 households were also excluded. The excluded area represents approximately 8% of the population.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Nigeria	Sep 13 – Oct 12, 2023	1,000	2.36	4.8	Face-to-Face (HH)*	English, Hausa, Igbo, Pidgin English, Yoruba		The Northeastern states of Adamawa, Borno and Yobe were excluded due to insecurity and Boko Haram insurgency. Disputed areas of Taraba state were also excluded. Together, these exclusions account for roughly 7% of the total population.
2023	North Macedonia	Jul 13 – Sep 30, 2023	1,000	1.46	3.8	Face-to-Face (HH)*	Macedonian, Albanian		
2023	Norway	Jan 10, 2023 – Feb 9, 2023	1,002	1.96	4.3	Web	Norwegian		Excluded population without access to the internet.
2023	Palestine	Jul 12 – Sep 30, 2023	1,000	1.21	3.4	Face-to-Face (HH)*	Arabic		Areas with security concerns close to the Israeli borders, areas that are accessible only to special Israeli permit holders, and areas with population concentrations less than 1,000 people were excluded. The excluded areas represent less than 2% of the population. The sample includes East Jerusalem.
2023	Peru	Aug 10 – Oct 9, 2023	1,000	1.31	3.5	Face-to-Face (HH)*	Spanish		
2023	Philippines	Oct 3 – Dec 12, 2023	1,000	1.57	3.9	Face-to-Face (HH)*	Filipino, Iluko, Cebuano, Hiligaynon, Waray, Bicol		
2023	Poland	Aug 27 – Oct 29, 2023	1,002	1.31	3.5	Face-to-Face (HH)*	Polish		Low population areas were excluded. The excluded areas represent approximately 5% of the population.
2023	Portugal	Jan 10, 2023 – Feb 9, 2023	1,000	2.31	4.7	Web	Portuguese		Excluded population without access to the internet.
2023	Romania	Sep 10 – Dec 10, 2023	1,000	1.43	3.7	Face-to-Face (HH)*	Romanian		
2023	Russian Federation	Sep 28, – Dec 12, 2023	2,006	1.72	2.9	Mobile Telephone	Russian		
2023	Senegal	Sep 30 – Oct 24, 2023	1,000	1.47	3.8	Face-to-Face (HH)*	French, Wolof		Sindian commune in Zinguichor region was excluded due to insecurity. PSUs (quartiers and villages) with household size less than 50 were excluded due to the small population size. The excluded areas represent 18% of the population.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Serbia	May 24 – Sep 4, 2023	1,000	1.34	3.6	Face-to-Face (HH)*	Serbian		
2023	Sierra Leone	Dec 2 – Dec 26, 2023	1,000	1.26	3.5	Face-to-Face (HH)*	English, Krio, Mende		
2023	Singapore	Nov 21, 2023 – Jan 8, 2024	1,002	1.64	4.0	Mobile Telephone	Bahasa Malay, Chinese, English		
2023	Slovenia	Jan 10, 2023 – Feb 9, 2023	1,000	1.76	4.1	Web	Slovene		Excluded population without access to the internet.
2023	South Africa	Oct 19, 2023 – Feb 1, 2024	1,000	1.63	4.0	Face-to-Face (HH)*	Afrikaans, English, Sotho, Xhosa, Zulu		
2023	South Korea	Sep 15, 2023 – Oct 5, 2023	1,001	1.72	4.1	Web	Korean		Excluded population without access to the internet.
2023	Spain	Jan 10, 2023 – Feb 9, 2023	1,002	1.61	3.9	Web	Spanish		Excluded population without access to the internet.
2023	Sri Lanka	Sep 23 – Nov 19, 2023	1,000	1.45	3.7	Face-to-Face (HH)*	Sinhala, Tamil		
2023	Sweden	Jan 10, 2023 – Feb 9, 2023	1,002	1.99	4.4	Web	Swedish		Excluded population without access to the internet.
2023	Switzerland	Jan 10, 2023 – Feb 9, 2023	1,005	2.29	4.7	Web	French, German, Italian		Excluded population without access to the internet.
2023	Taiwan	Sep 15, 2023 – Oct 5, 2023	1,000	2.19	4.6	Web	Chinese		Excluded population without access to the internet.
2023	Tanzania	Dec 7 – Dec 23, 2023	1,004	1.52	3.8	Face-to-Face (HH)*	Swahili, Kishwahili		
2023	Thailand	Sep 4 – Nov 30, 2023	1,000	1.76	4.1	Face-to-Face (HH)*	Thai		Three provinces in the South region (Pattani, Narathiwat, and Yala) were excluded for security reasons; in addition, a few districts in other provinces were excluded. The excluded areas in total represent less than 4% of the population.
2023	Togo	Oct 5 – Oct 24, 2023	1,000	2.17	4.6	Face-to-Face (HH)*	French, Ewe		PSUs with less than 100 population were excluded prior to sampling. The excluded areas represent approximately 7% of the population.

Data Collection Year	Country	Data Collection Date	Number of Interviews	Design Effect	Margin of Error	Mode of Interviewing	Languages	Over-Sample*	Exclusions (Samples are nationally representative unless noted otherwise)
2023	Türkiye	Sep 7 – Dec 7, 2023	1,000	1.28	3.5	Face-to-Face (HH)*	Turkish		Gaziantep and Sanliurfa provinces, and portions of Adana, Hatay, Malatya provinces, were excluded due to an earthquake in February 2023. The excluded areas represent approximately 12% of the population.
2023	Uganda	Dec 27, 2023 – Feb 6, 2024	1,000	1.44	3.7	Face-to-Face (HH)*	English, Luganda, Runyankole		Three districts in the North region were excluded for security reasons – Kotido, Moroto, Nakapiripirit. The excluded areas represent 2% or less of the population.
2023	Ukraine	Jul 13 – Jul 22, 2023	1,000	1.80	4.2	Mobile Telephone	Russian, Ukrainian		Some occupied territories with entrenched Russian control were excluded due to lack of coverage by Ukrainian mobile operators. The exclusion represents approximately 10% of the population.
2023	United Kingdom	Jan 10, 2023 – Feb 9, 2023	3,044	3.63	3.4	Web	English		Excluded population without access to the internet.
2023	United States	Jan 10, 2023 – Feb 9, 2023	1,002	1.29	3.5	Web	English, Spanish (LATAM)		Excluded population without access to the internet.
2023	Uruguay	Aug 30 – Oct 28, 2023	1,000	1.40	3.7	Face-to-Face (HH)*	Spanish		
2023	Uzbekistan	Jul 26 – Nov 5, 2023	1,000	1.46	3.7	Face-to-Face (HH)*	Uzbek, Russian		The entire Karakalpak region was excluded, which corresponds to 6% of the total population in Uzbekistan.
2023	Vietnam	May 30 – Jul 28, 2023	1,000	1.46	3.7	Face-to-Face (HH)*	Vietnamese		
2023	Zambia	Dec 28, 2023 – Jan 31, 2024	1,000	1.59	3.9	Face-to-Face (HH)*	Bemba, English, Lozi, Nyanja, Tonga		

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