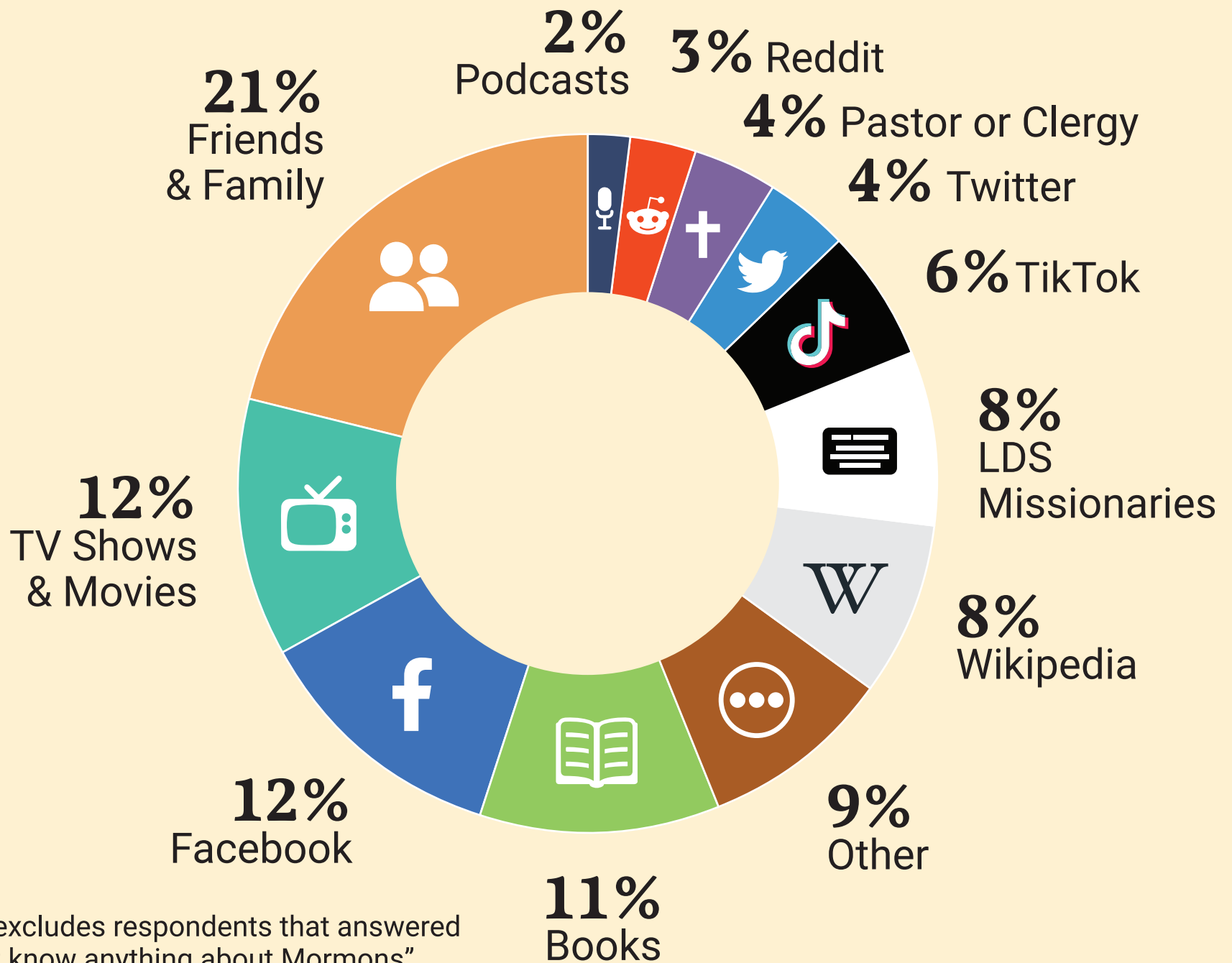


# Where do Americans learn about Latter-day Saints?

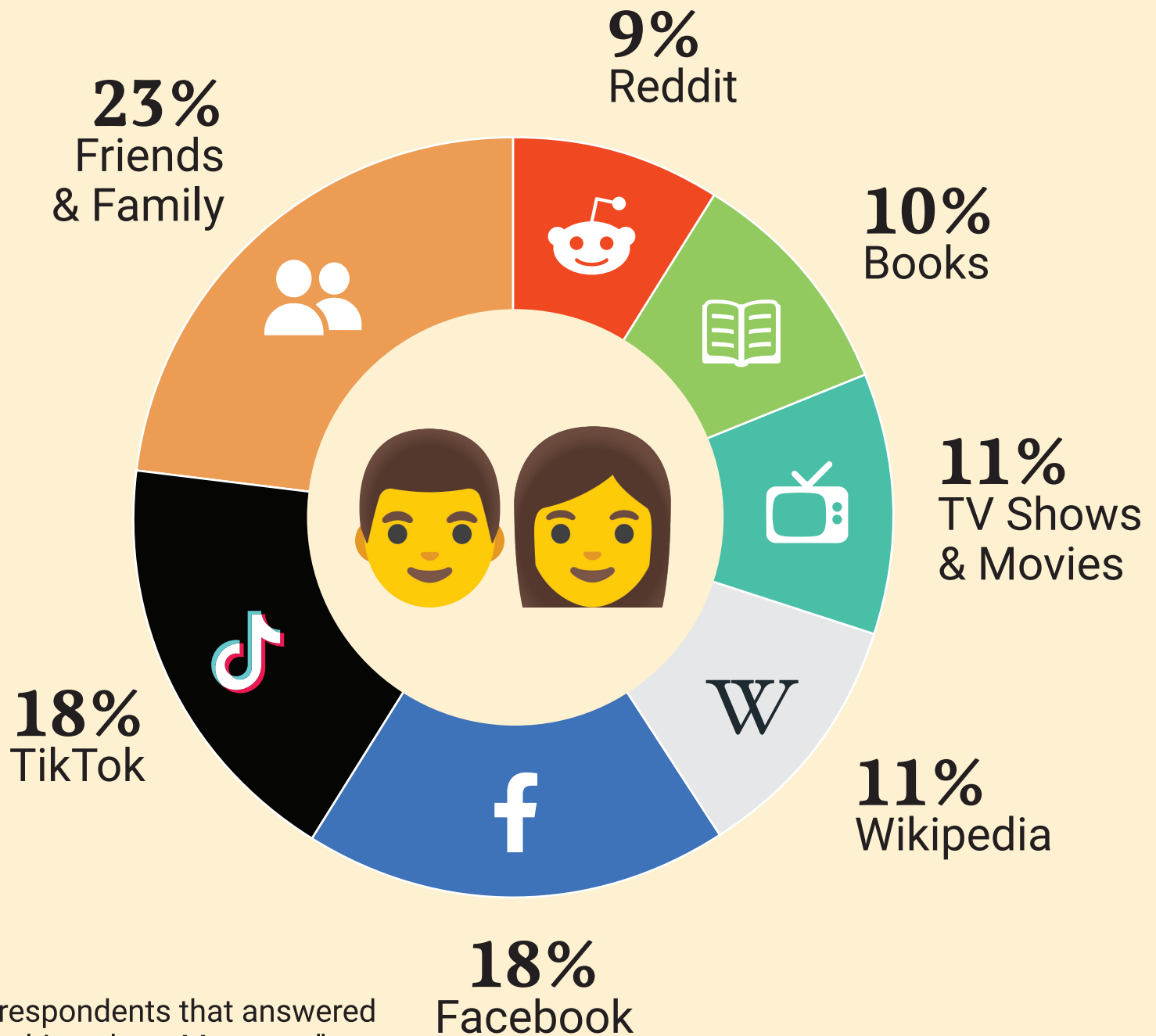
## All Responses



\*Data excludes respondents that answered "I don't know anything about Mormons"

# Where do Americans learn about Latter-day Saints?

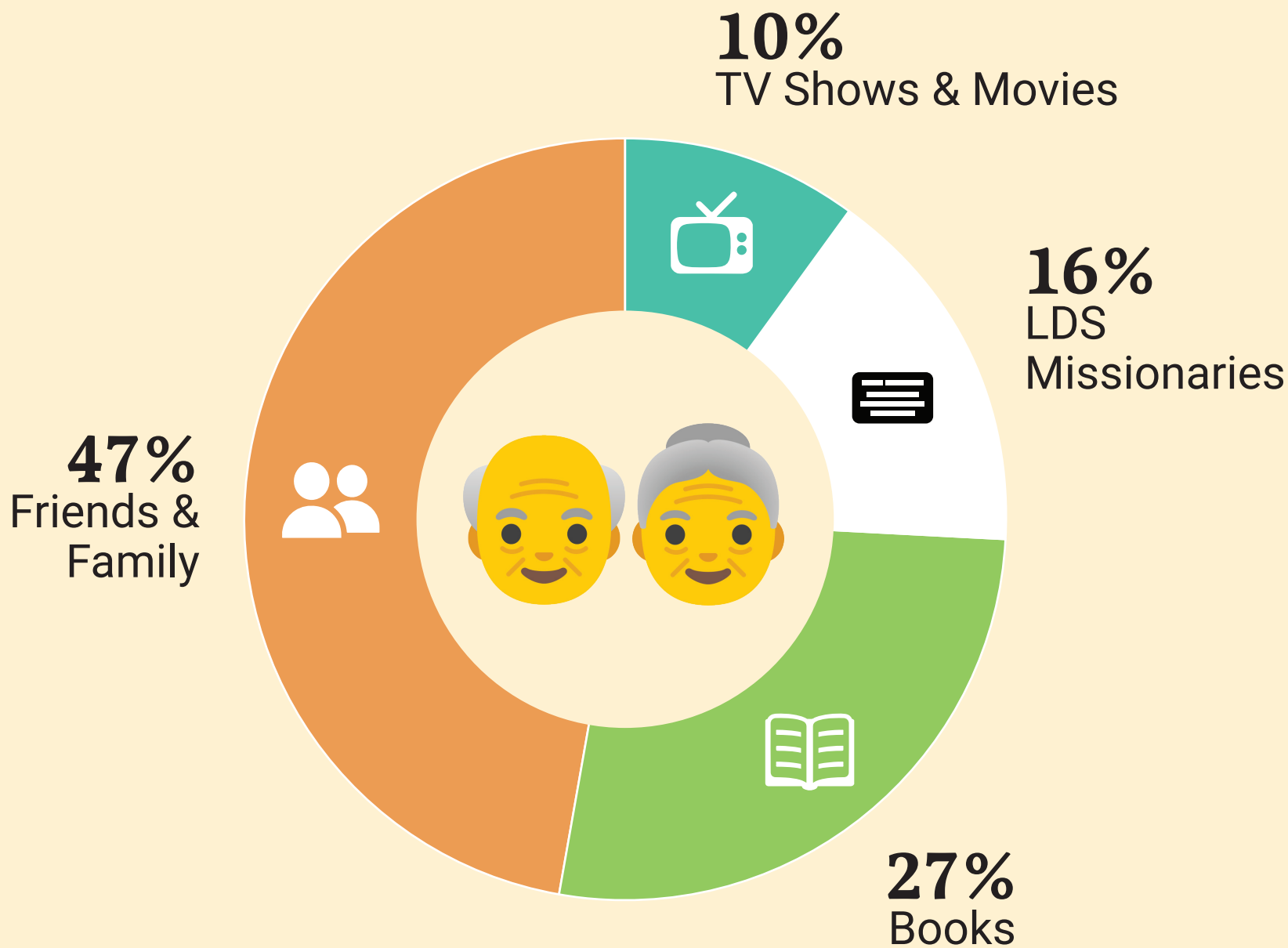
## 18-29 Years Old



\*Data excludes respondents that answered "I don't know anything about Mormons"

# Where do Americans learn about Latter-day Saints?

## 60+ Years Old



\*Data excludes respondents that answered "I don't know anything about Mormons"

# How do Americans feel about Latter-day Saints?

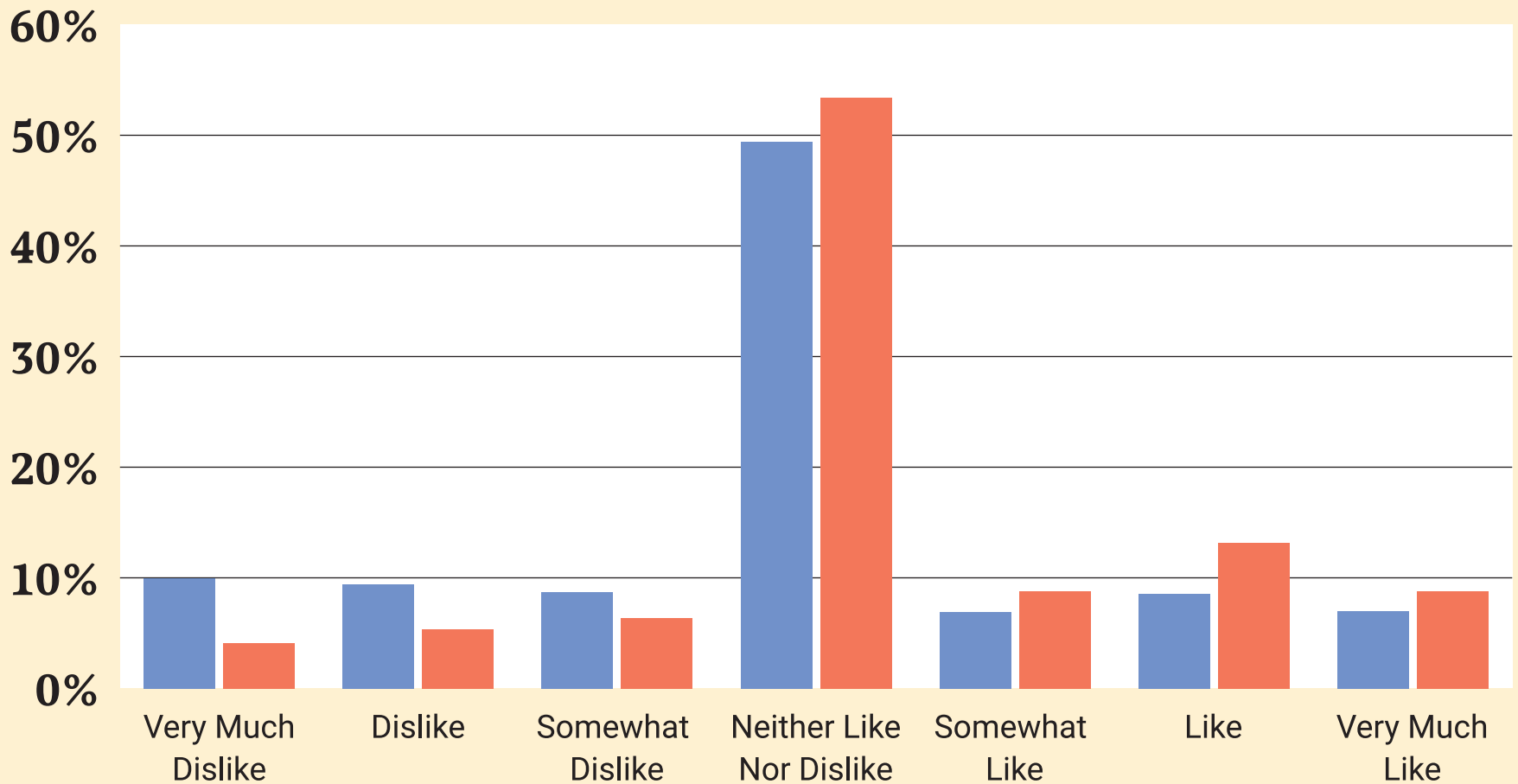
**When asked:**

How much do you like...

The Church?

and

Its Members?



**Most people had no strong feelings either way.**

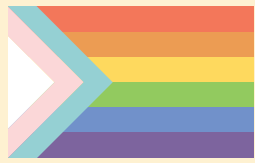


# How do Americans feel about Latter-day Saints?

Compared to the average, these groups like the Church and its members...



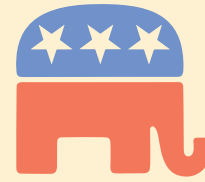
16% less:  
Religiously  
Unaffiliated



16% less:  
LGBTQ+



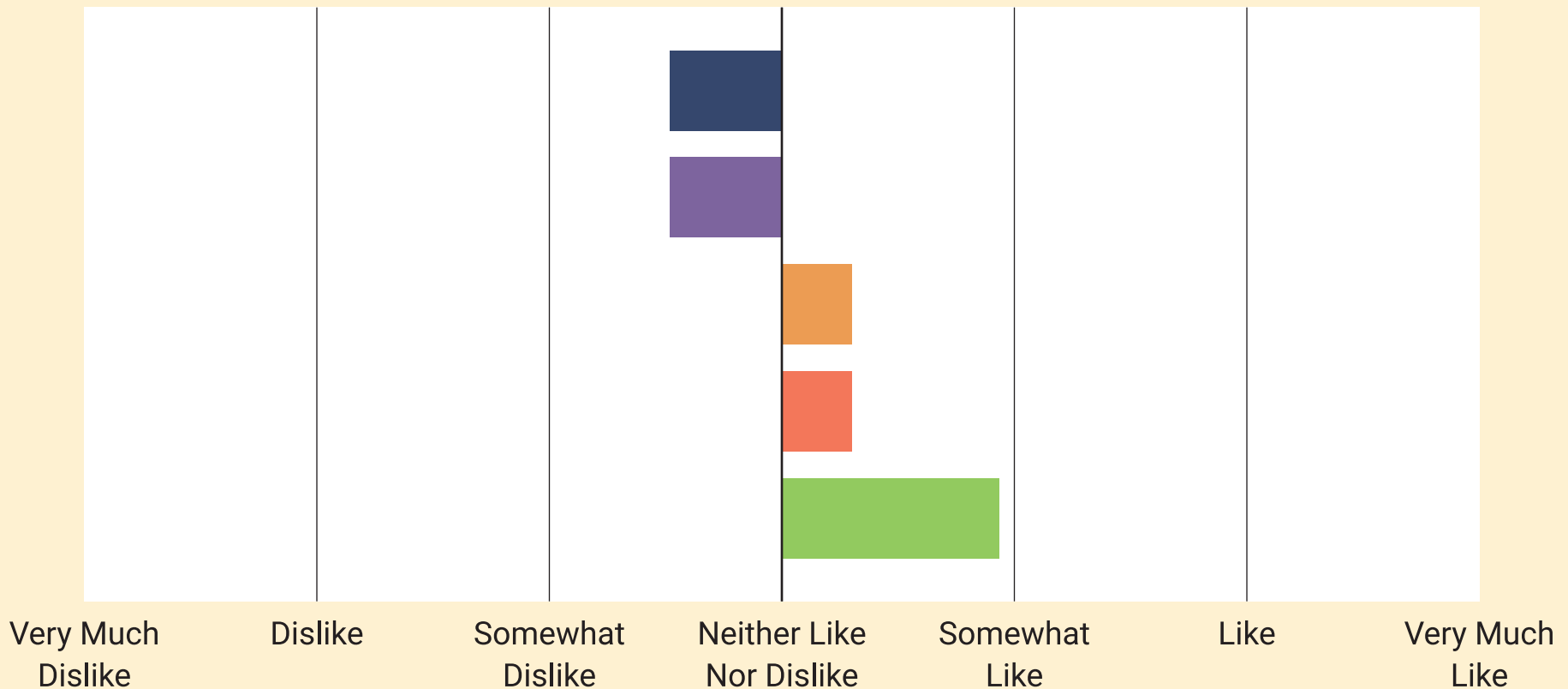
10% more:  
Catholics



10% more:  
Republicans



29% more:  
Muslims



# What beliefs do Americans share with Latter-day Saints?

**51% of Americans believe that Jesus is their savior**



**Agree**

**Neither**

**Disagree**

# What beliefs do Americans share with Latter-day Saints?

**29% of Americans believe that there could be a prophet like Moses today**



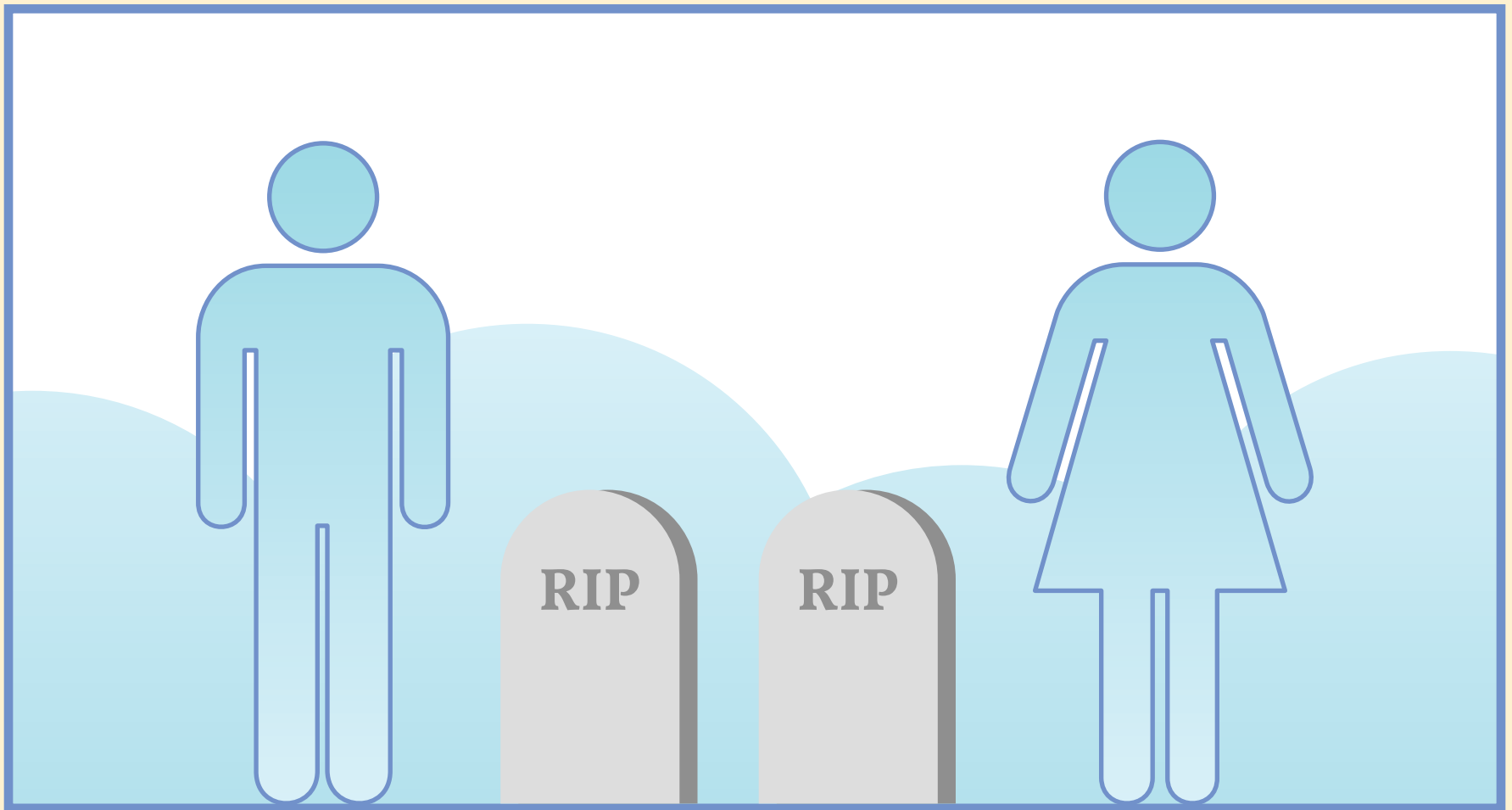
**Agree**

**Neither**

**Disagree**

# What beliefs do people share with Latter-day Saints?

**61% of Americans believe that there is an afterlife**



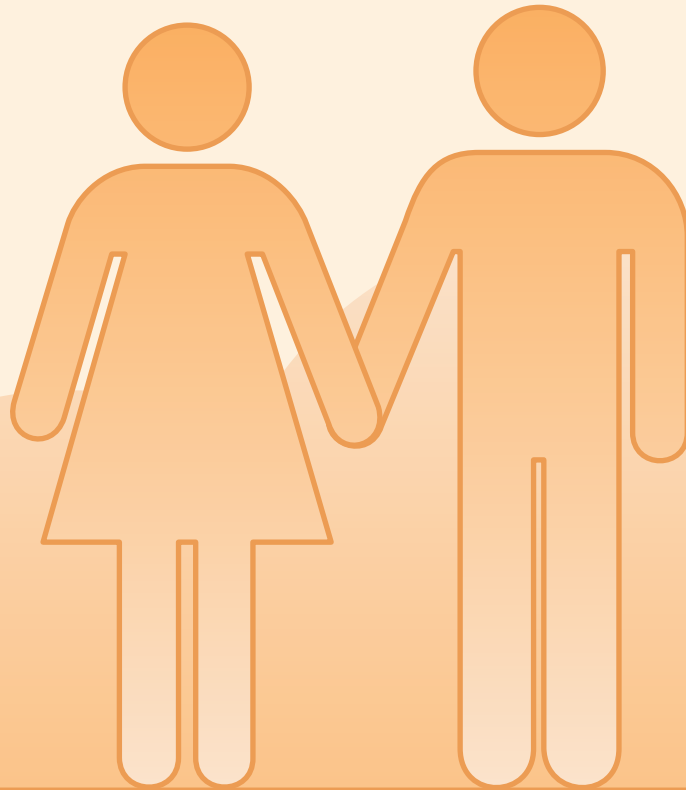
**Agree**

**Neither**

**Disagree**

# What beliefs do Americans share with Latter-day Saints?

**27% of Americans believe that they will remain married in the afterlife**



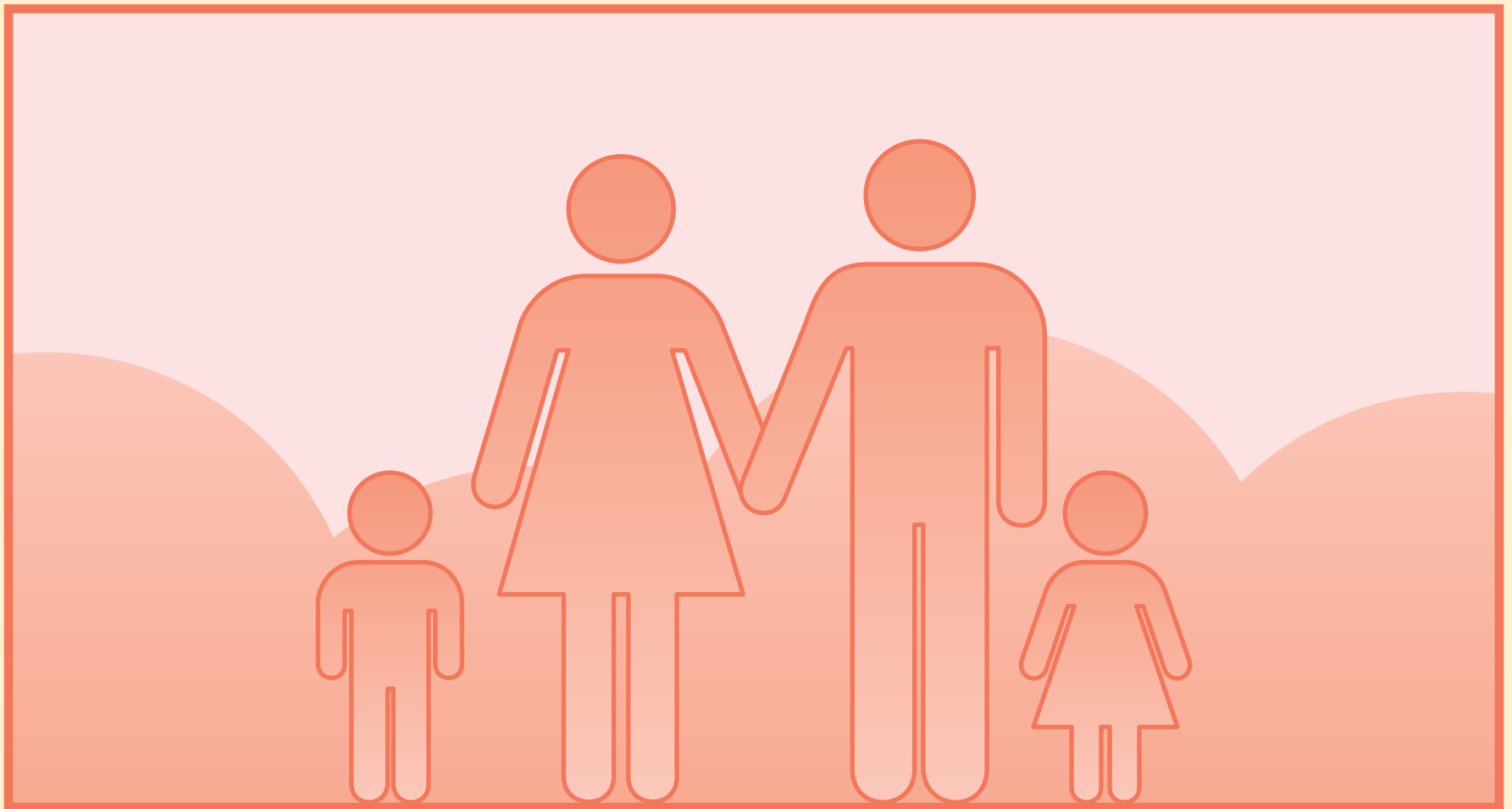
**Agree**

**Neither**

**Disagree**

# What beliefs do Americans share with Latter-day Saints?

**51% of Americans believe that they will be with their family in the afterlife**



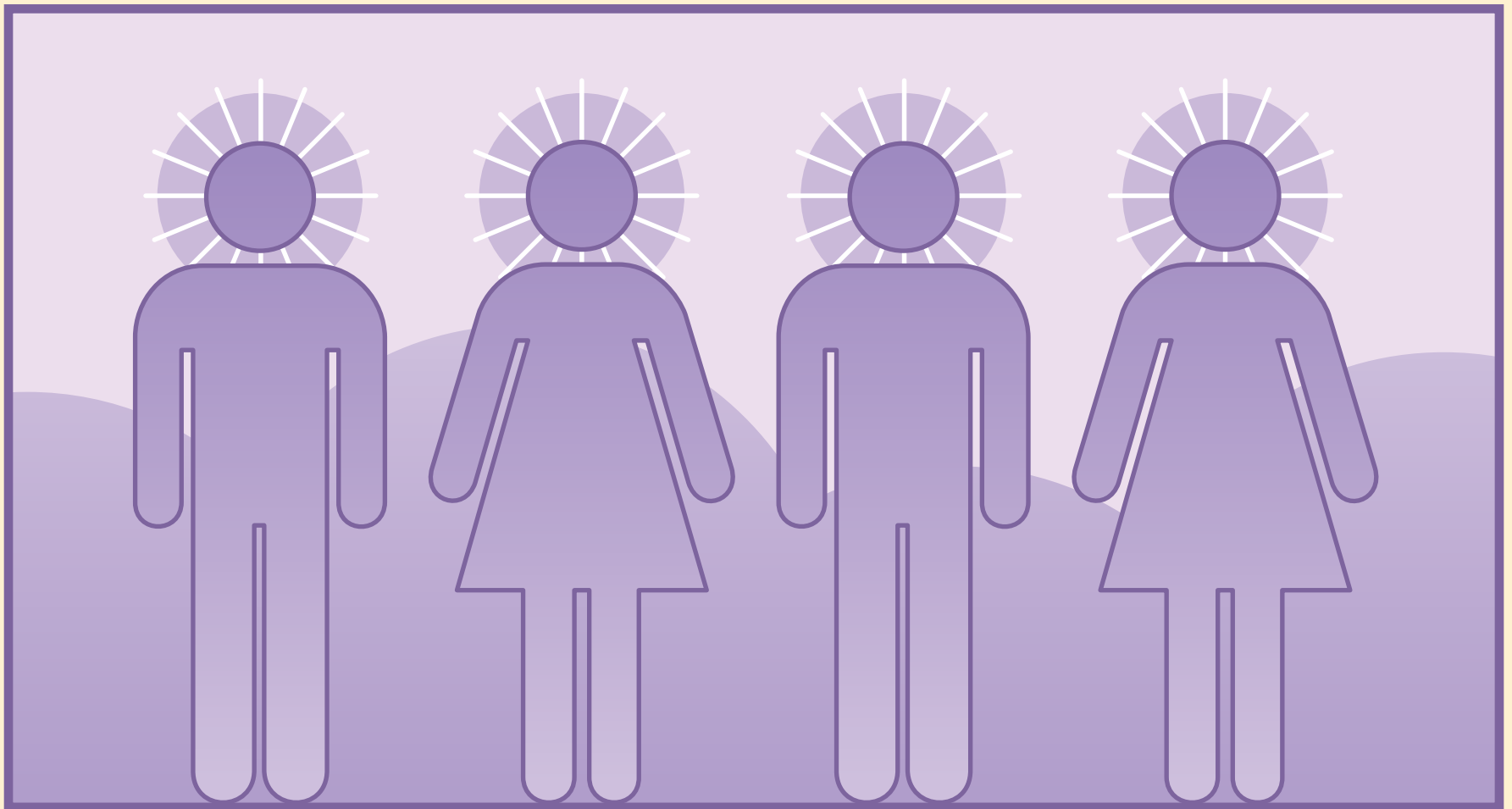
**Agree**

**Neither**

**Disagree**

# What beliefs do Americans share with Latter-day Saints?

**18% of Americans believe that humans can become like God in the afterlife**

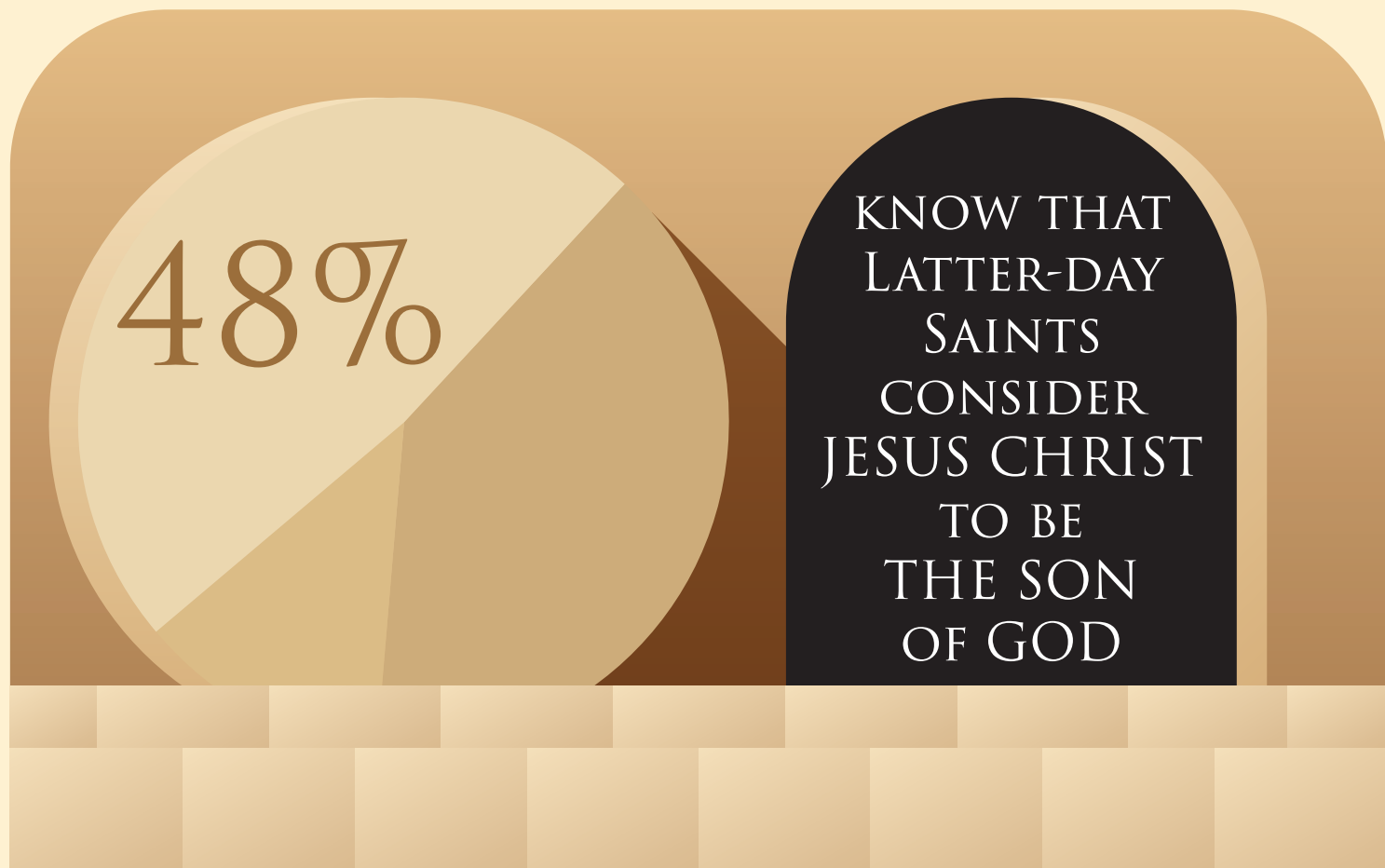


**Agree**

**Neither**

**Disagree**

# What do Americans know about Latter-day Saint beliefs?



**Latter-day Saints believe Jesus Christ is the Son of God:**



**True**

**I don't know**

**False**



# What do Americans know about Latter-day Saint beliefs?

**23%**

**Believe that Latter-day Saints can't have blood transfusions**

**Latter-day Saints can't have blood transfusions:**

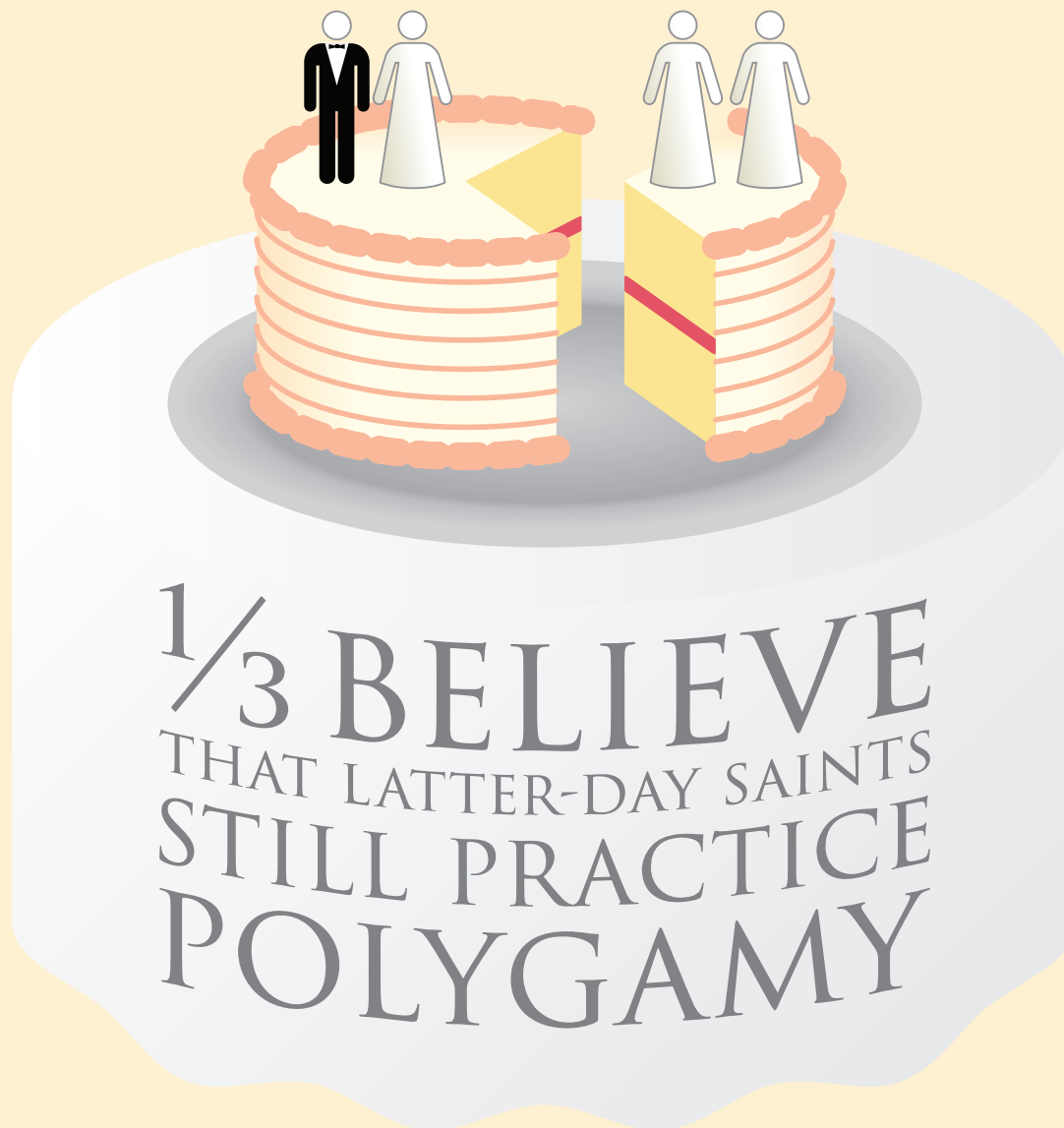


**True**

**I don't know**

**False**

# What do Americans know about Latter-day Saint beliefs?



**Latter-day Saints can live with more than one wife:**



**True**

**I don't know**

**False**

# What do Americans know about Latter-day Saint beliefs?



**Latter-day Saints can't drink alcohol:**



**True**

**I don't know**

**False**

# What do Americans know about Latter-day Saint beliefs?

**15% BELIEVE  
THAT LATTER-DAY SAINTS  
CAN'T EAT CHOCOLATE**

**Latter-day Saints can't eat chocolate:**



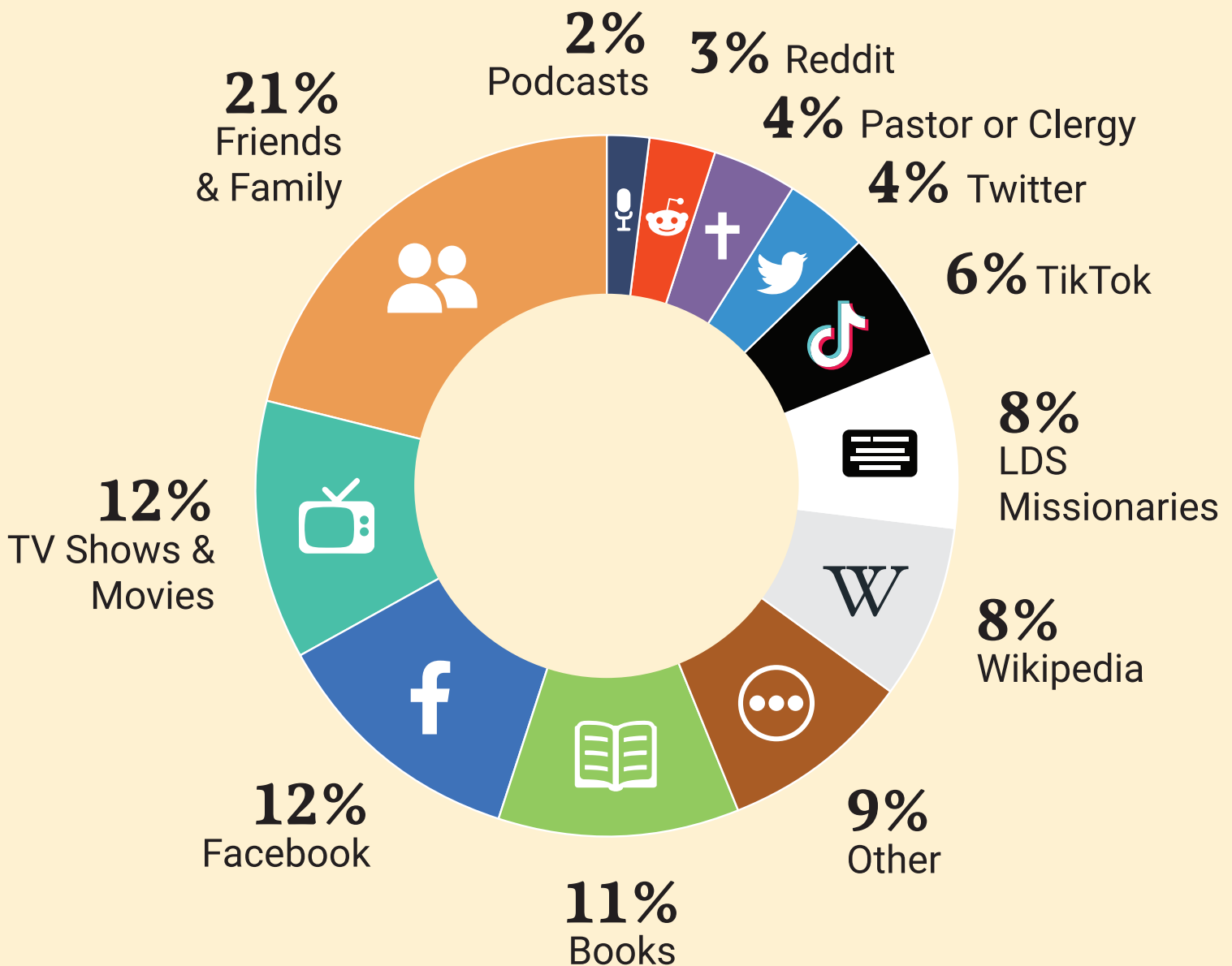
**True**

**I don't know**

**False**

# Where do Americans learn about Latter-day Saints?

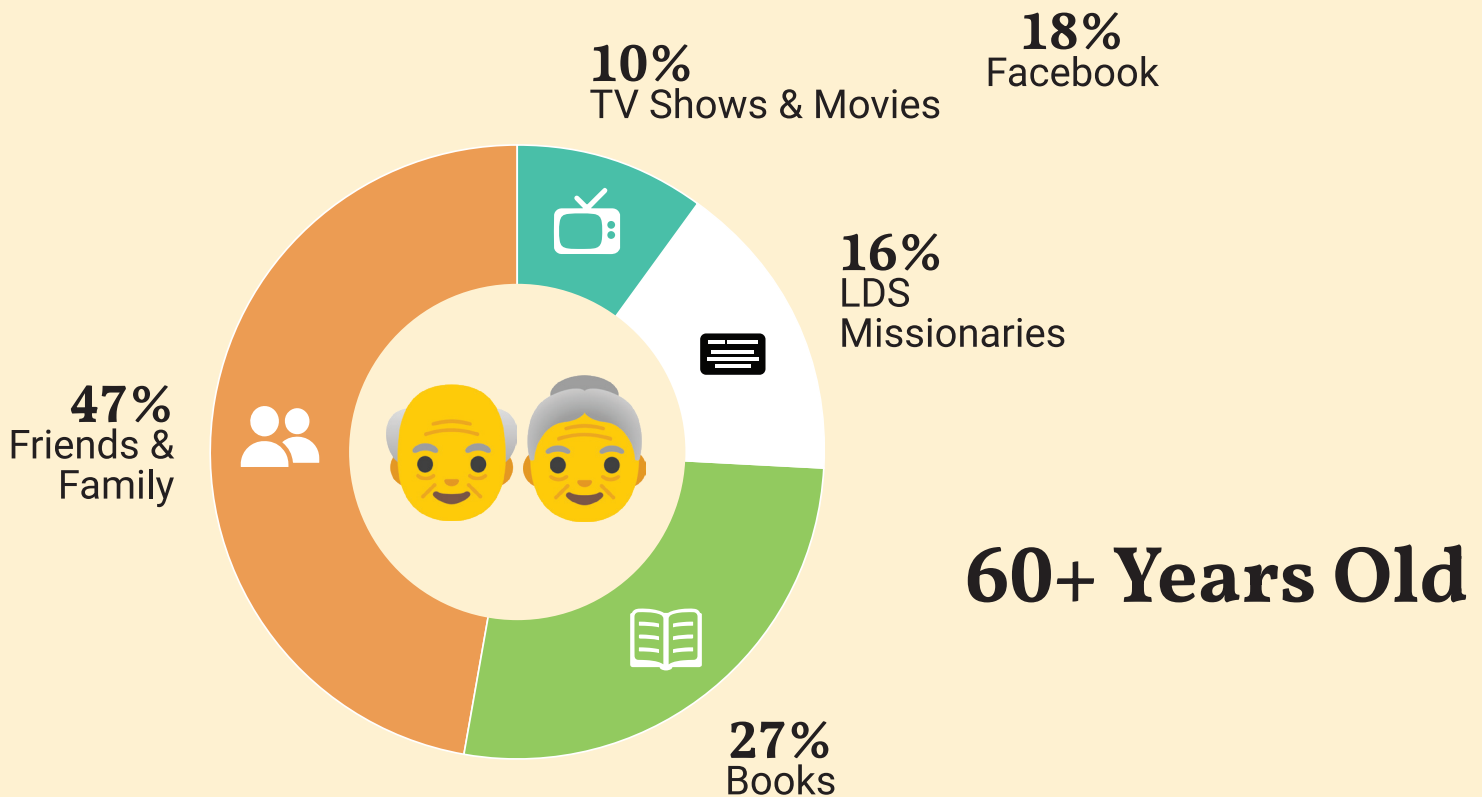
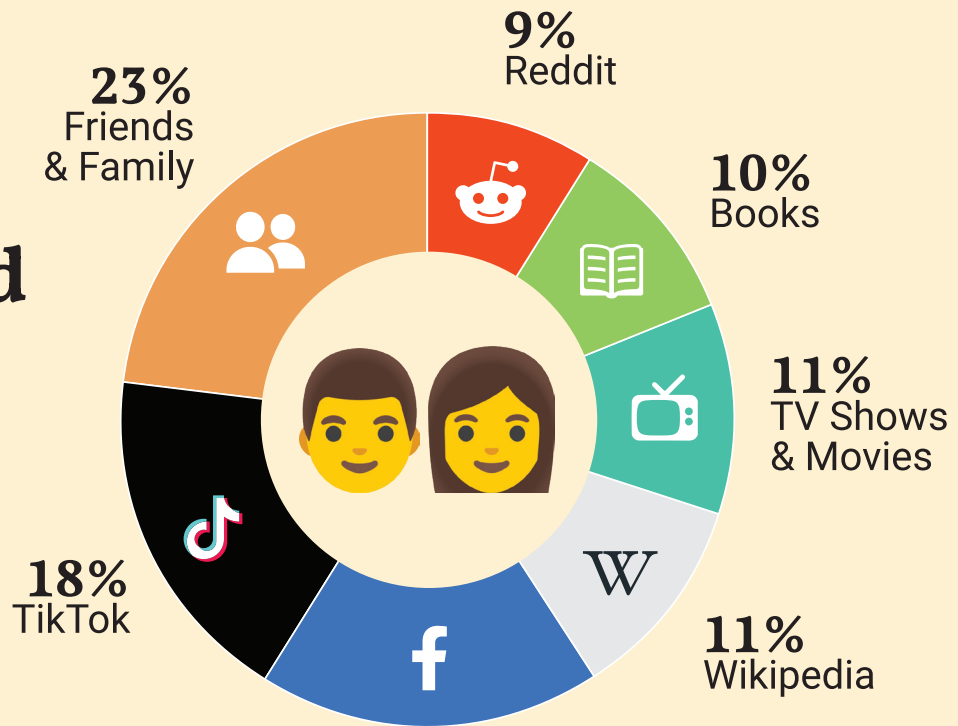
## All Responses



\*Data excludes respondents that answered "I don't know anything about Mormons"

# Where do Americans learn about Latter-day Saints?

## 18-29 Years Old



\*Data excludes respondents that answered "I don't know anything about Mormons"

# How do Americans feel about Latter-day Saints?

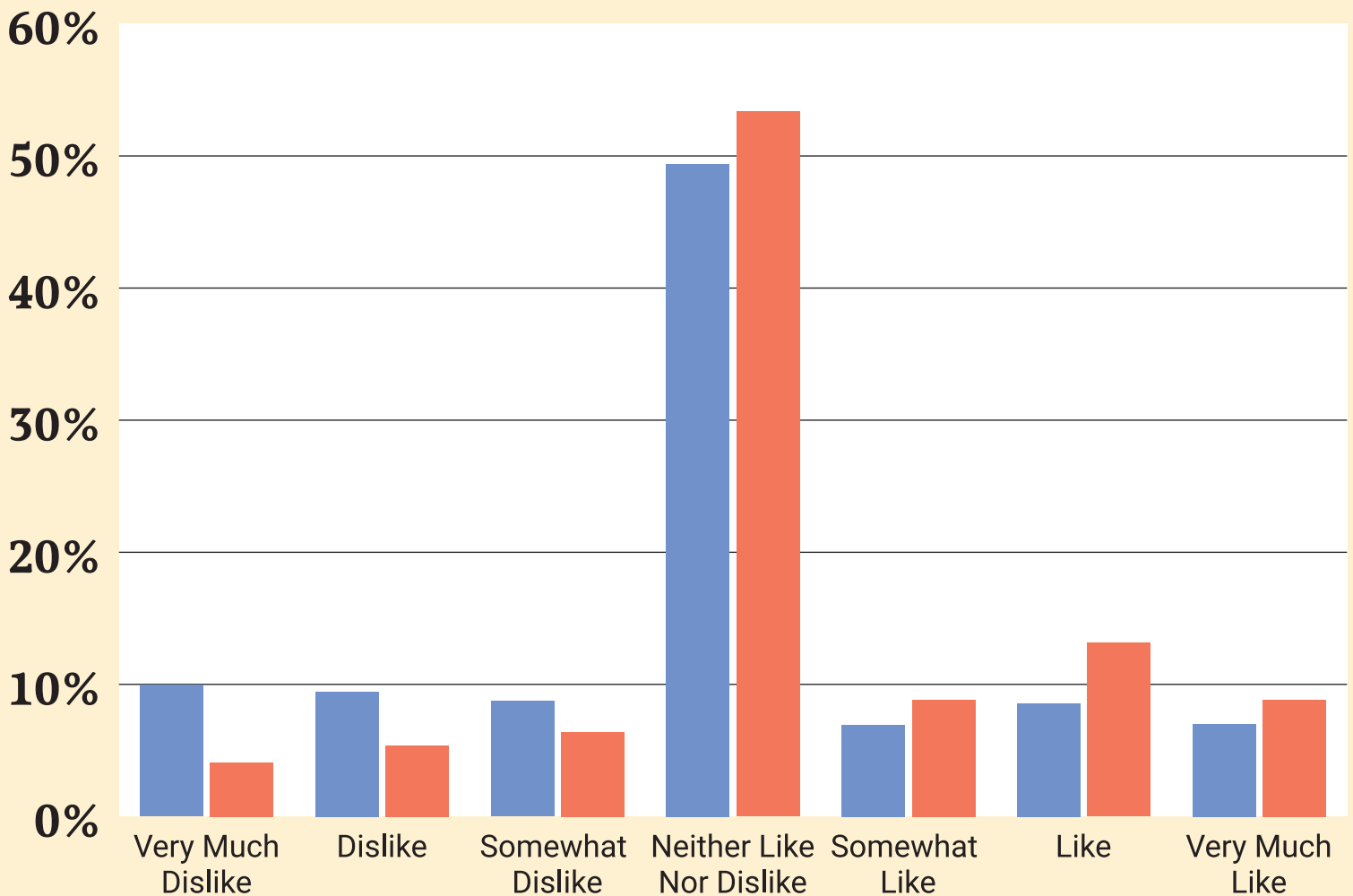
**When asked:**

How much do you like...

The Church?

and

Its Members?



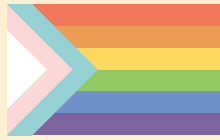
**Most people had no strong feelings either way.**

# How do Americans feel about Latter-day Saints?

Compared to the average, these groups like the Church and its members...



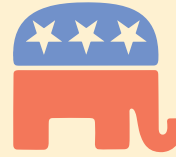
16% less:  
Religiously  
Unaffiliated



16% less:  
LGBTQ+



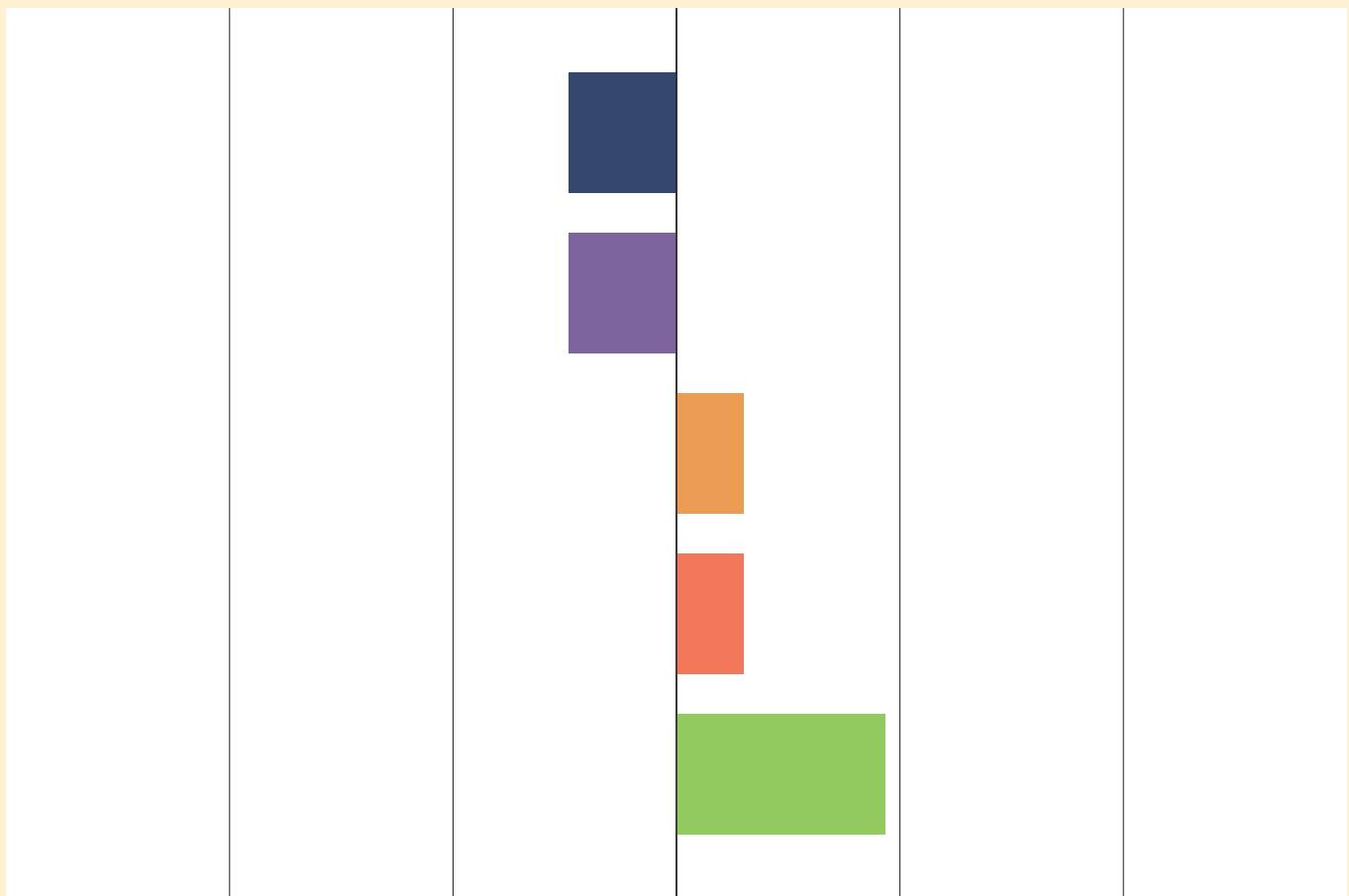
10% more:  
Catholics



10% more:  
Republicans



29% more:  
Muslims



Very Much  
Dislike

Dislike

Somewhat  
Dislike

Neither Like  
Nor Dislike

Somewhat  
Like

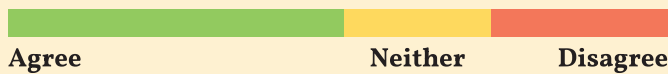
Like

Very Much  
Like



# What beliefs do Americans share with Latter-day Saints?

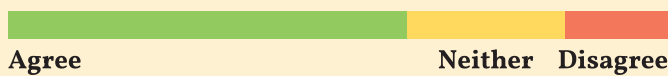
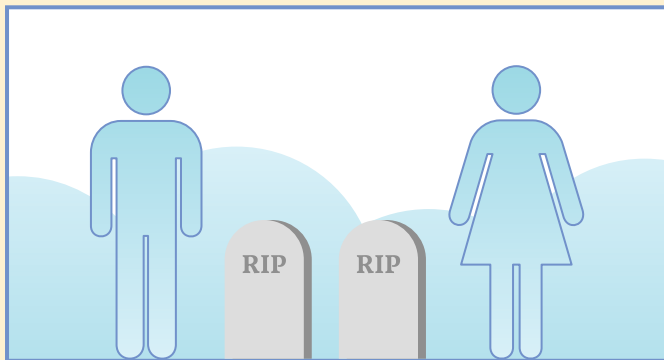
**51% of people believe that Jesus is their savior**



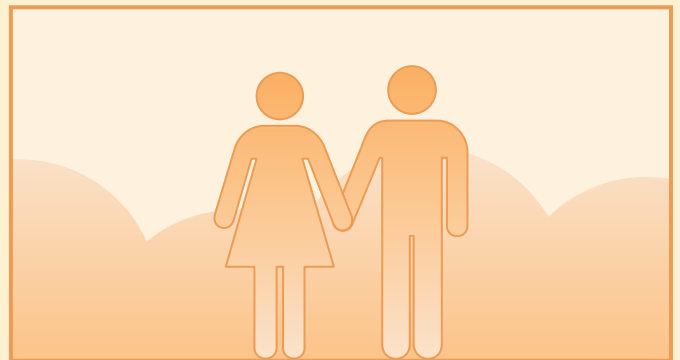
**29% of people believe that there could be a prophet like Moses today**



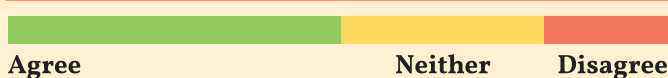
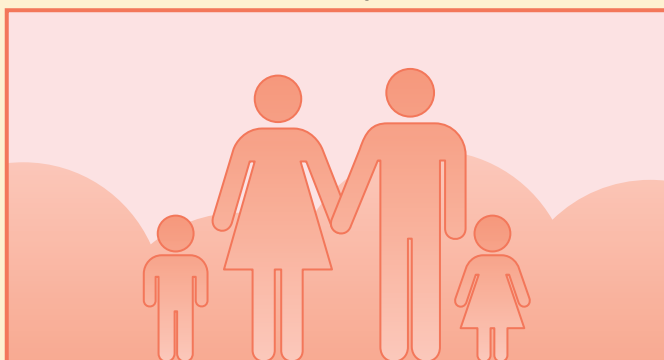
**61% of people believe that there is an afterlife**



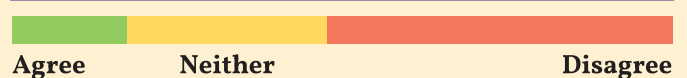
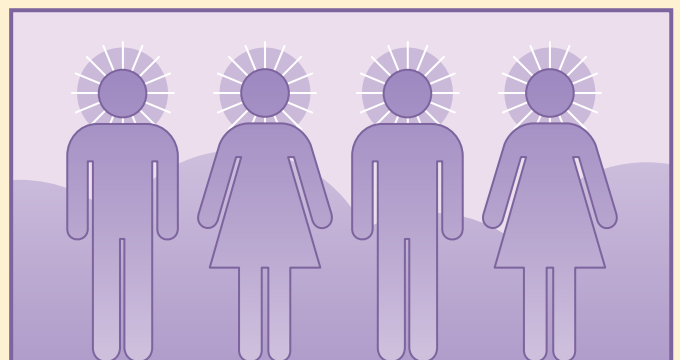
**27% of people believe that they will remain married in the afterlife**



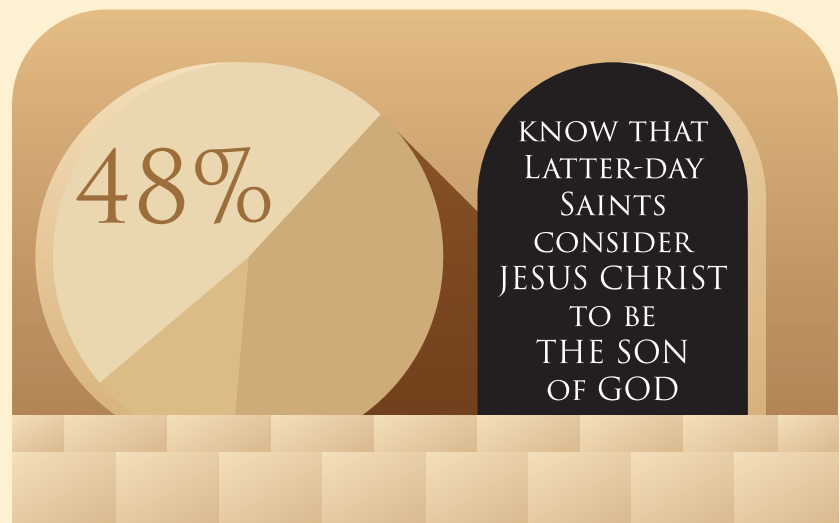
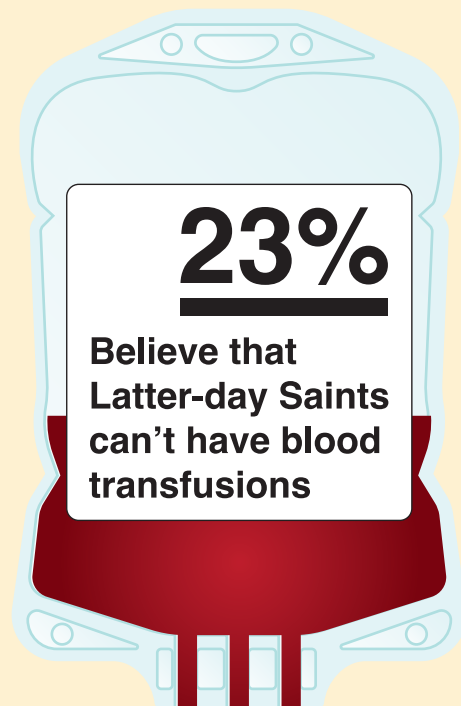
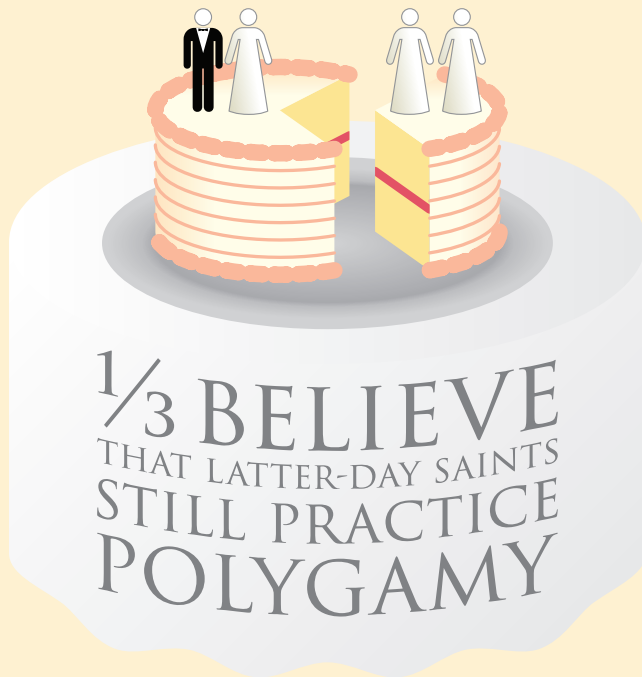
**51% of people believe that they will be with their family in the afterlife**



**18% of people believe that humans can become like God in the afterlife**



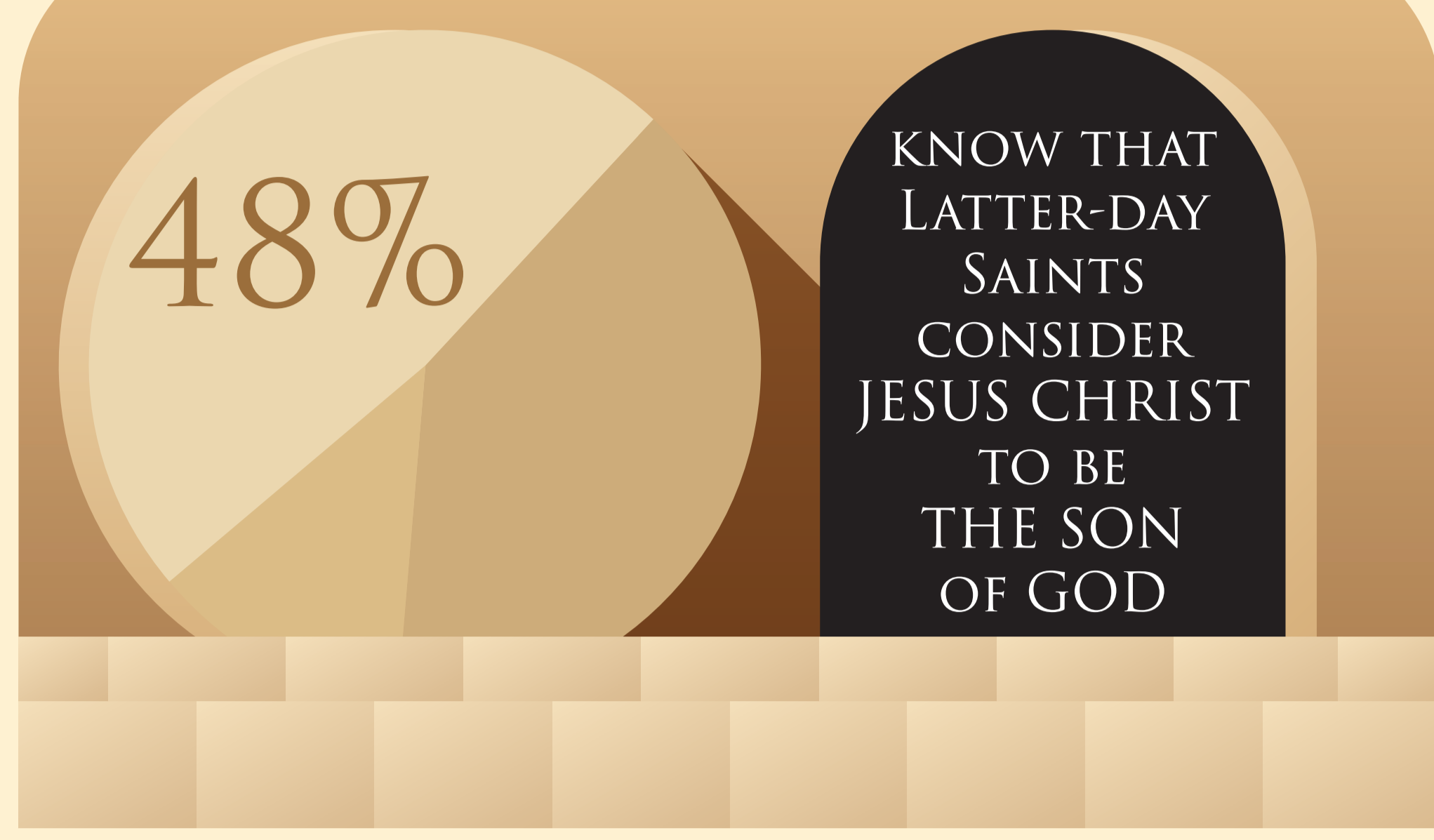
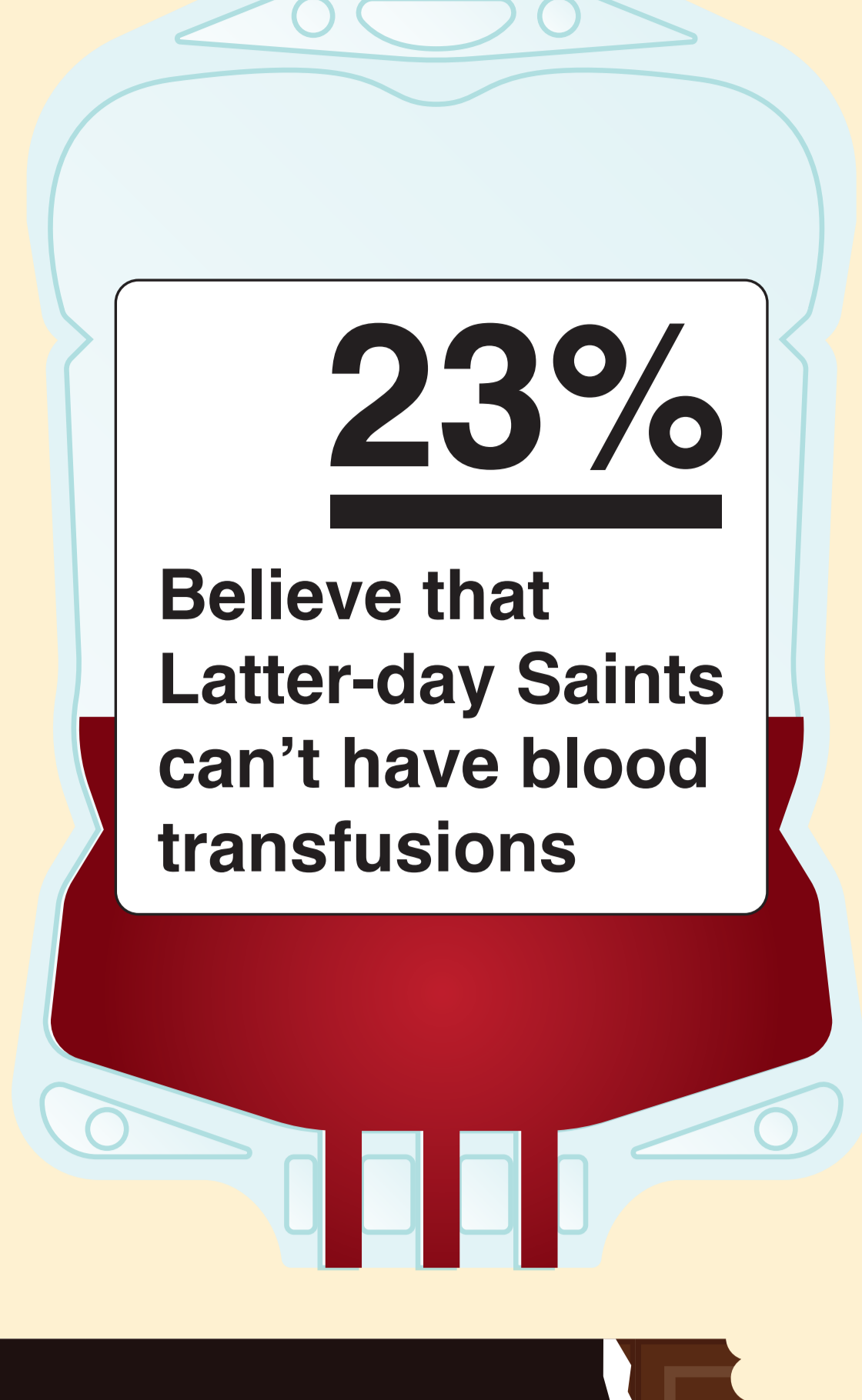
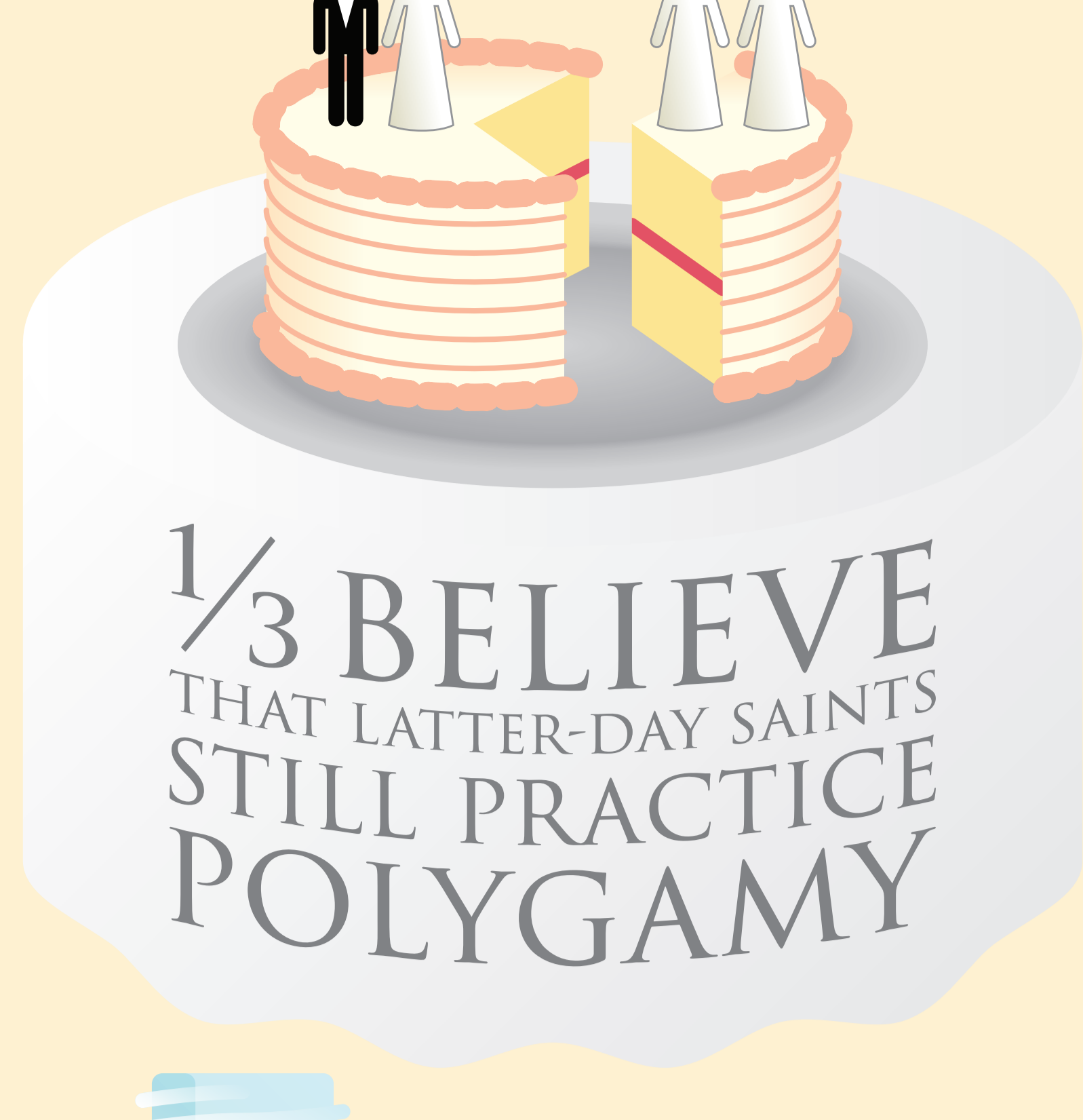
# What do Americans know about Latter-day Saint beliefs?





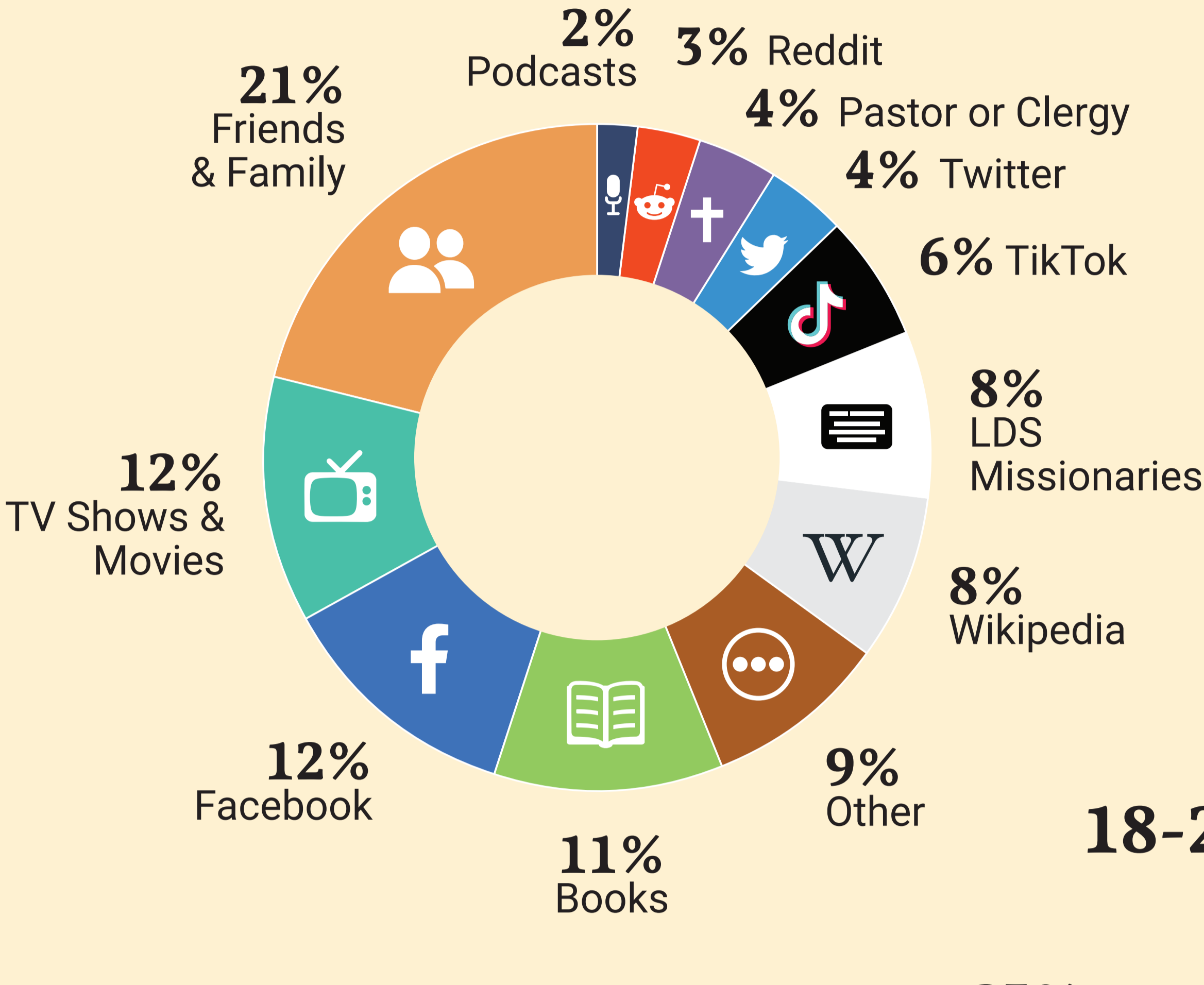
# 2022 B. H. Roberts National Latter-day Saint Survey

## What do Americans know about Latter-day Saints?

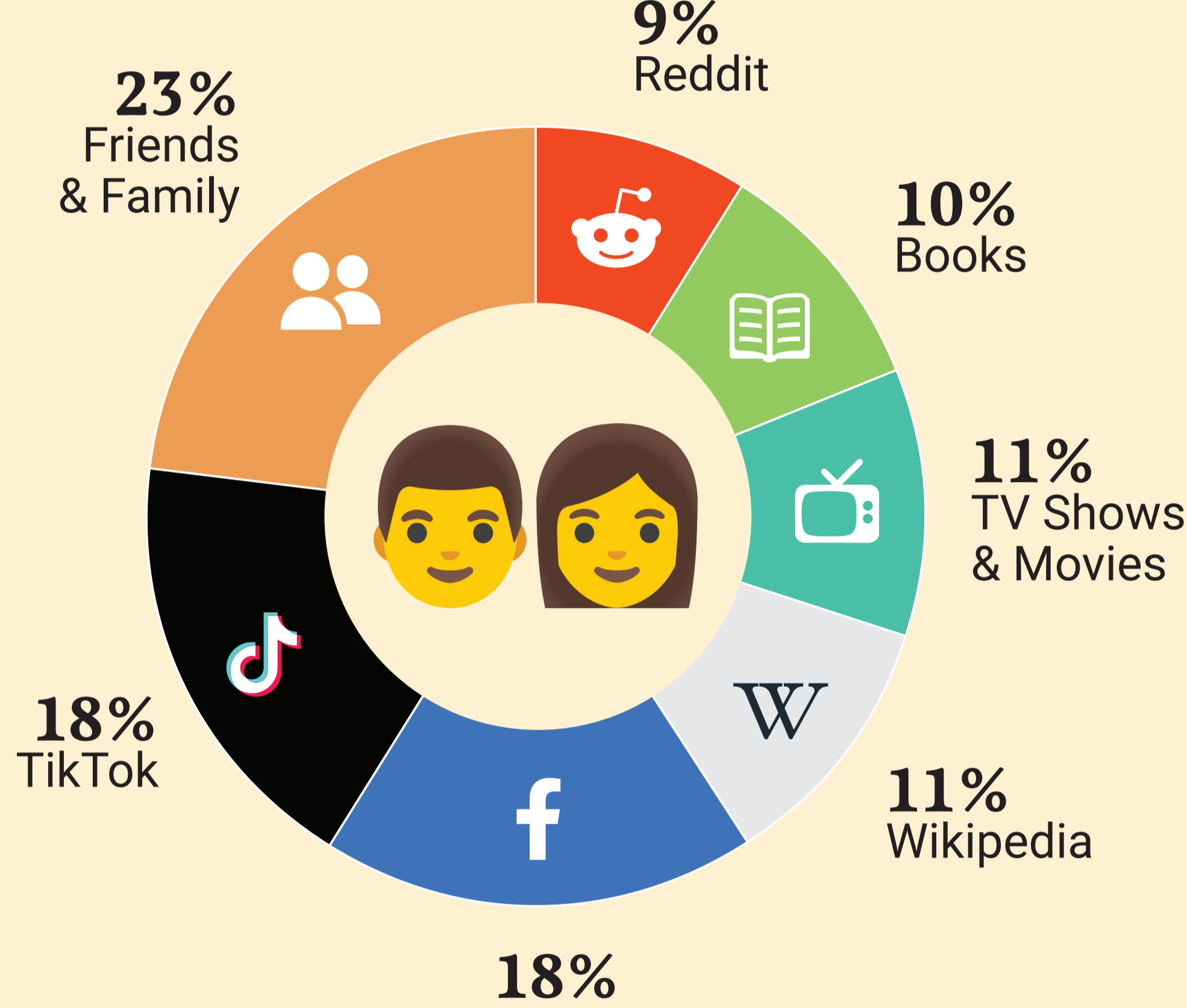


## Where do Americans learn about Latter-day Saints?\*

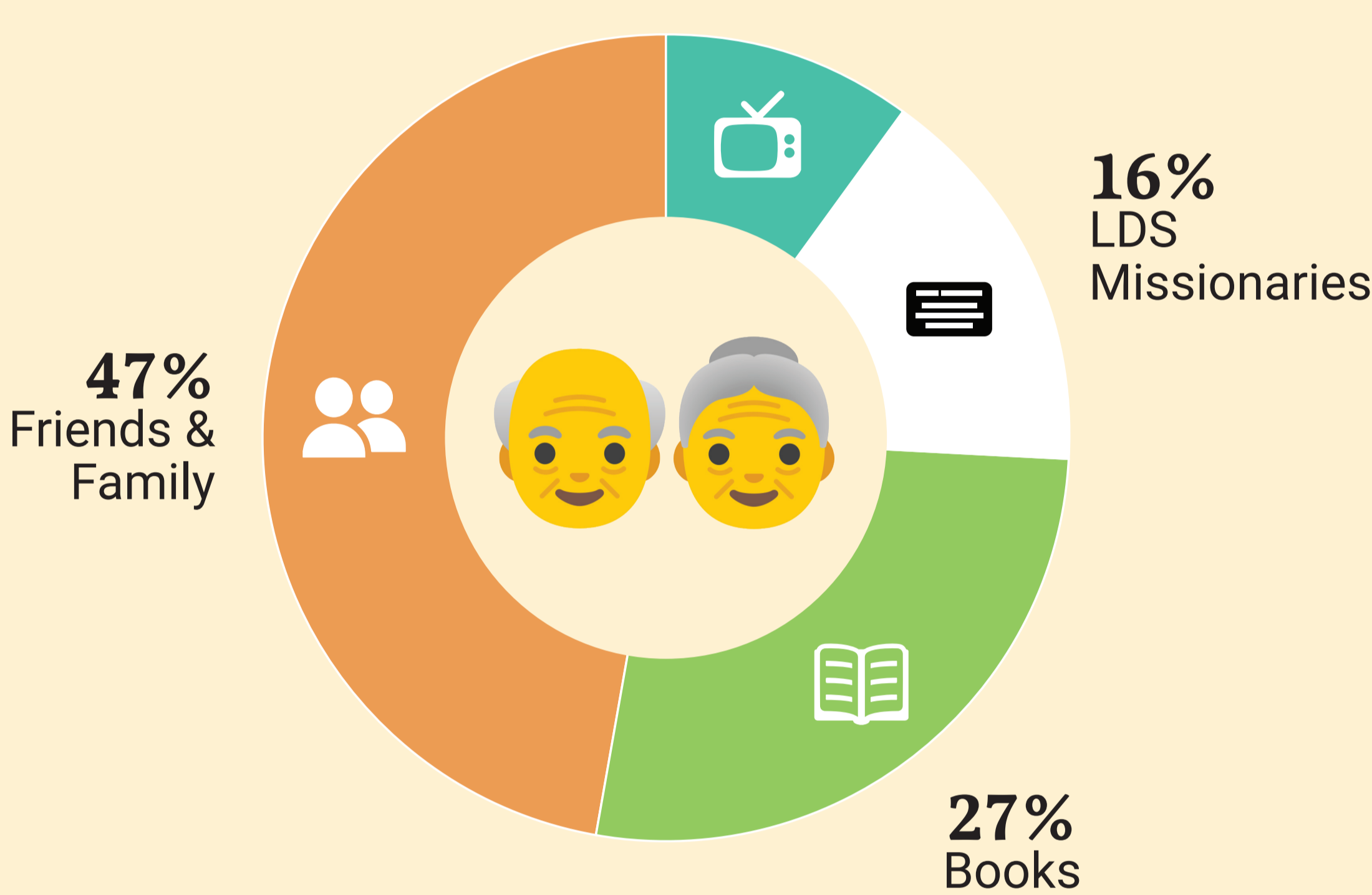
### All Responses



### 18-29 Years Old



### 60+ Years Old



\*Data excludes respondents that answered "I don't know anything about Mormons"

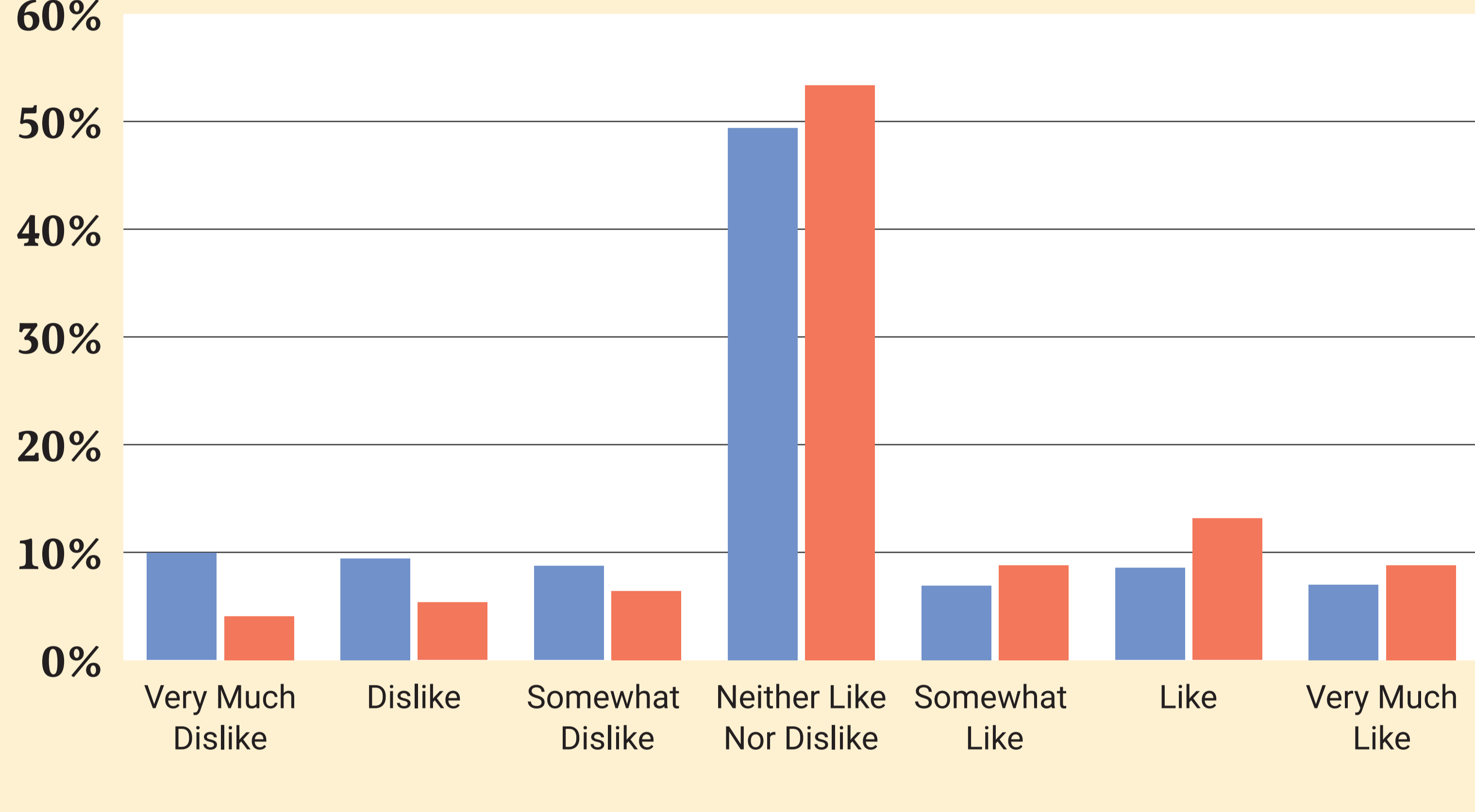
## How do Americans feel about Latter-day Saints?

### When asked:

How much do you like...

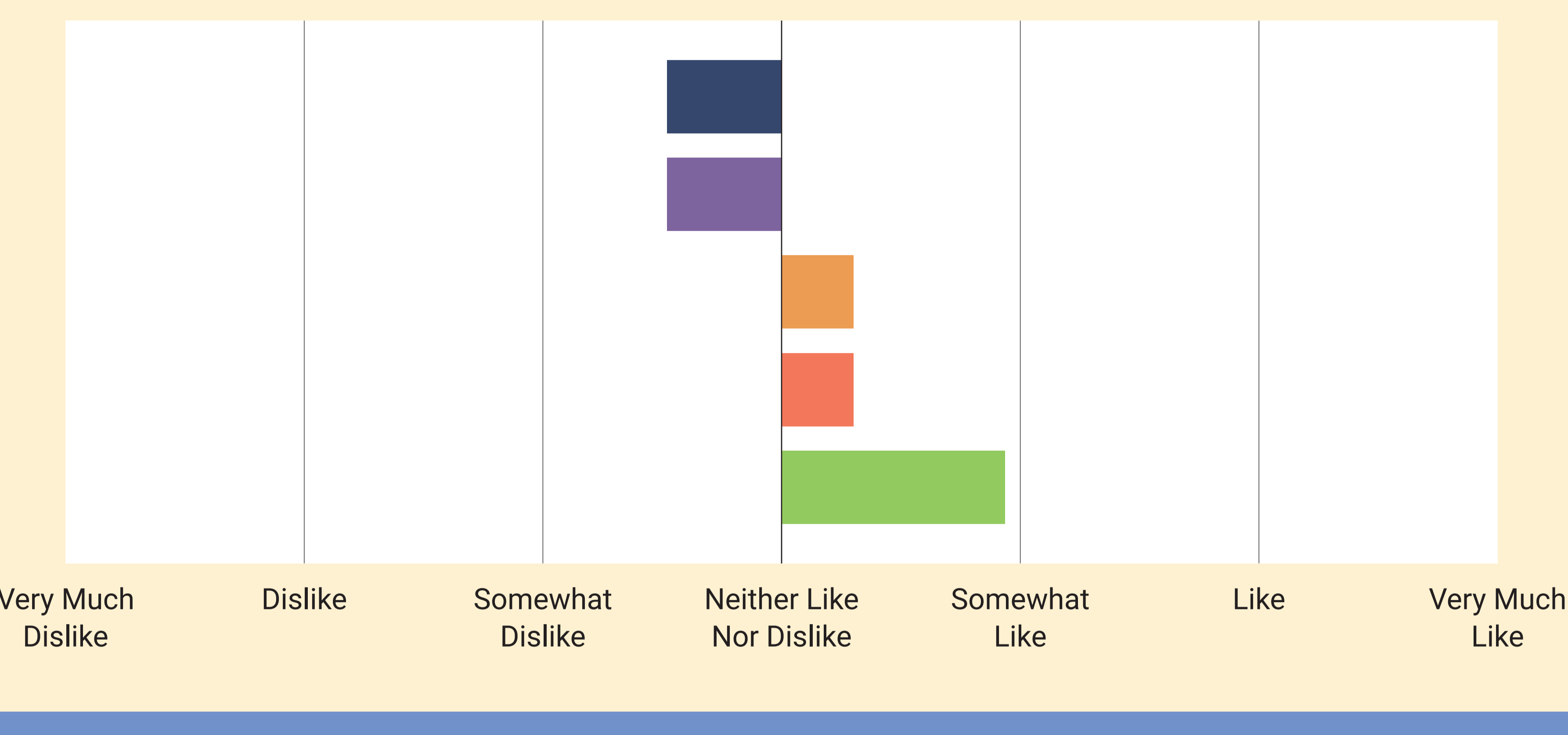
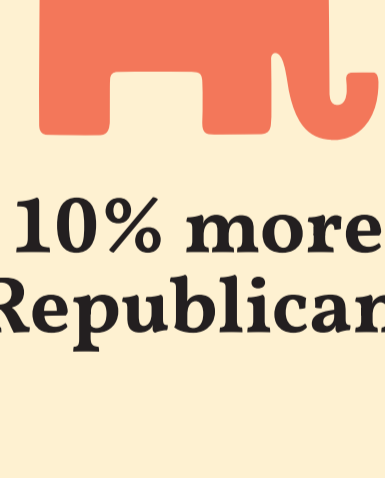
The Church?

and Its Members?



Most people had no strong feelings either way.

### Compared to the average, these groups like the Church and its members...



## What beliefs do Americans share with Latter-day Saints?

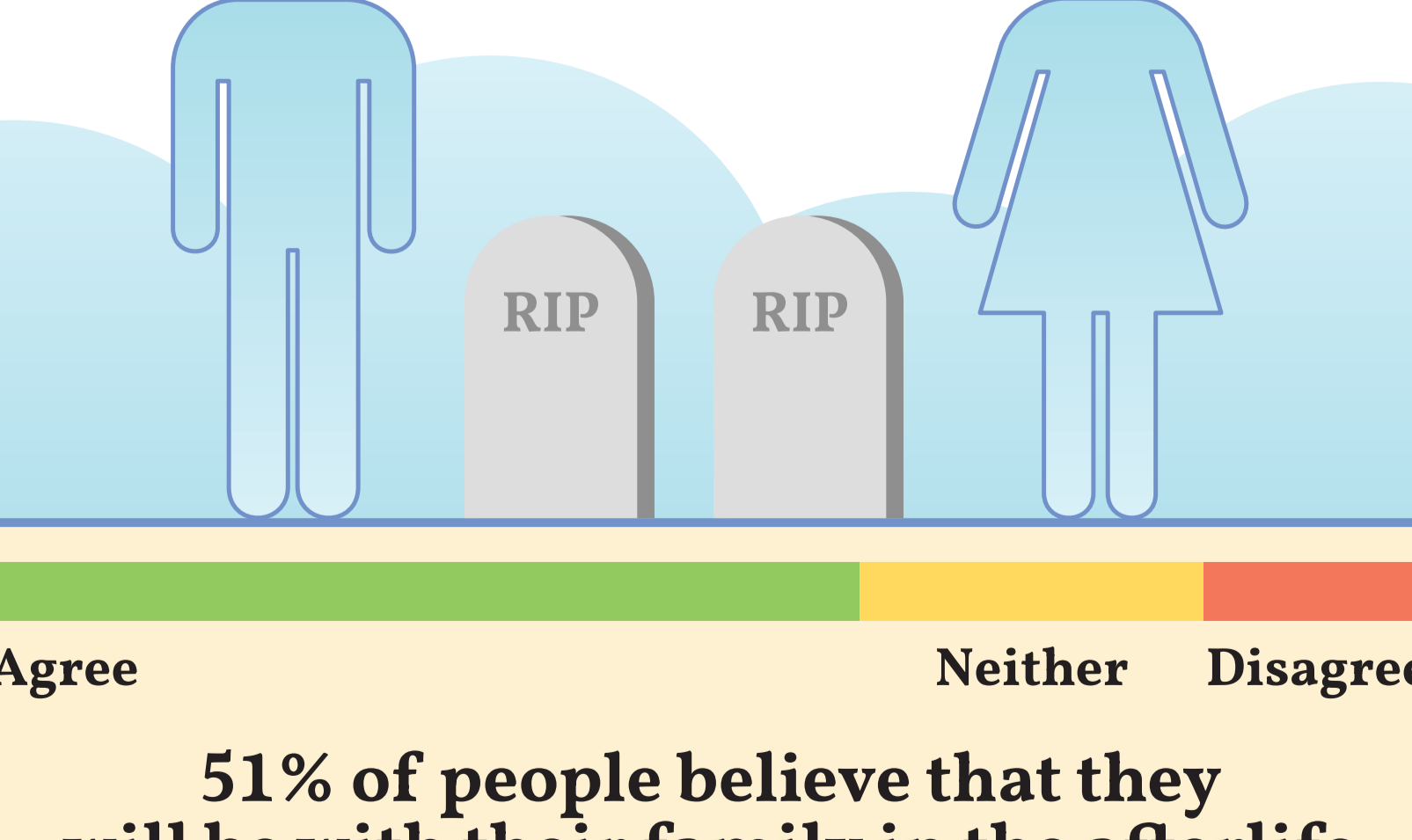
51% of people believe that Jesus is their savior



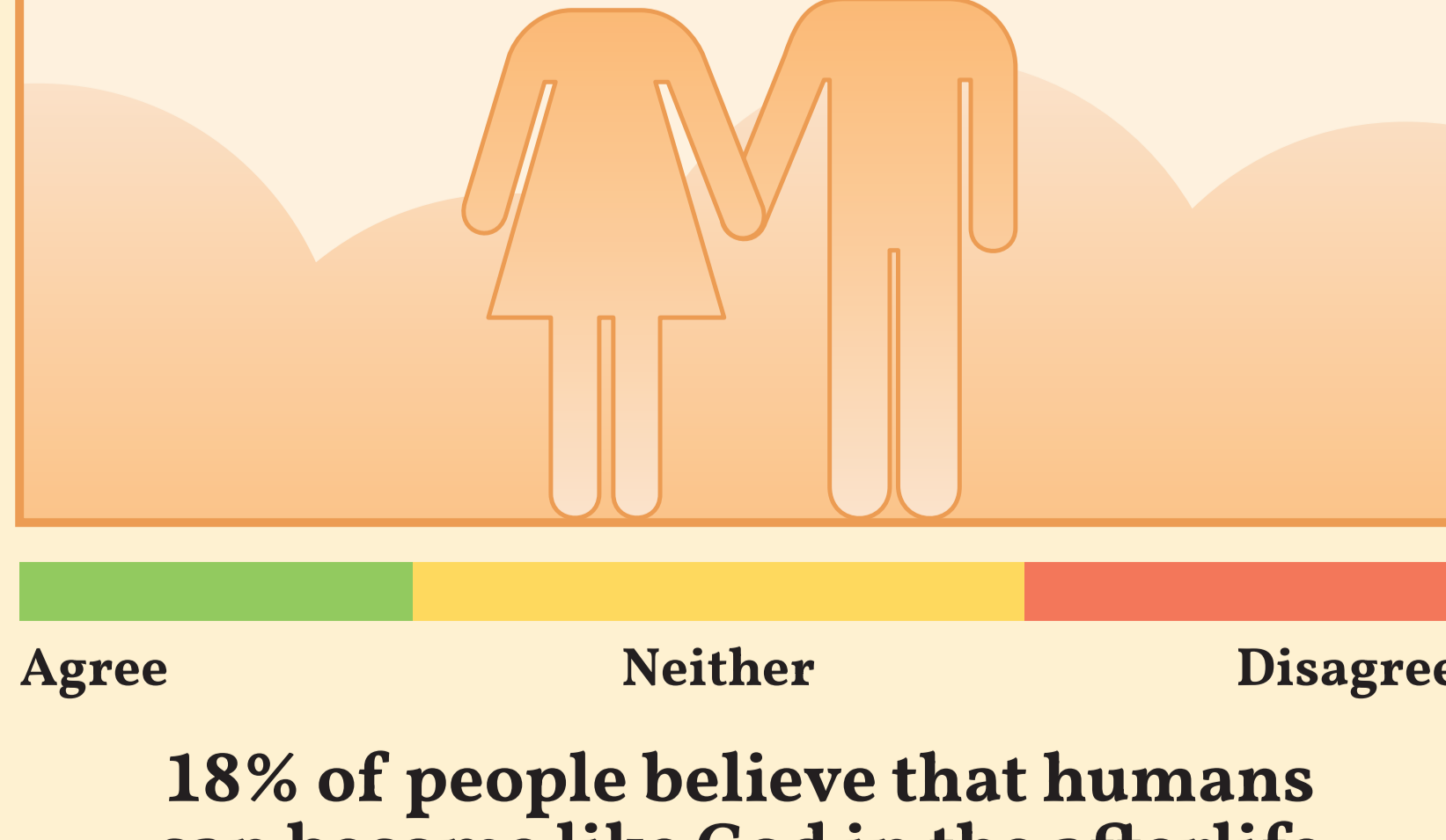
29% of people believe that there could be a prophet like Moses today



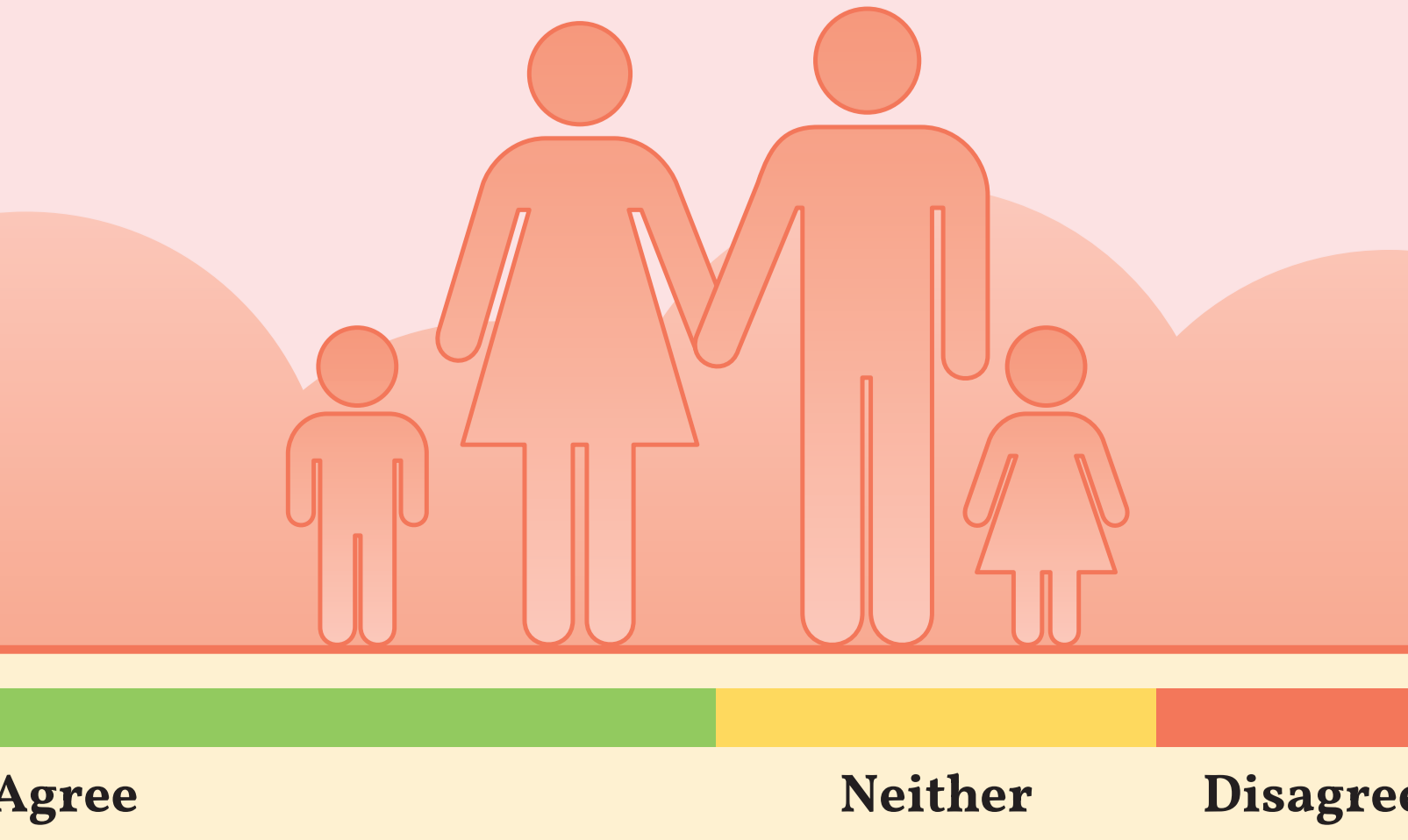
61% of people believe that there is an afterlife



27% of people believe that they will remain married in the afterlife



51% of people believe that they will be with their family in the afterlife



18% of people believe that humans can become like God in the afterlife

