

## The two dominant kinds of American Latter-day Saints

*Additional methodological information*

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The statistical procedure used to produce this analysis is [the same as used by the 2018 Pew Religious Typology Report](#). Specifically, we selected 21 variables that represent a range of religious identify, belief, and behavior among members of the Church of Jesus Christ of Latter-day Saints in the United States. Each of these variables was then recoded to a 0-1 scale so that each variable is treated equally as important by the statistical analytic procedure. We then used a [k-means cluster analysis](#) to sort each survey respondent into typology clusters, using an [optimization procedure](#) to determine the most useful number of clusters to generate. This procedure generates clusters that maximize internal similarity but also minimize similarities between clusters. This resulted in two dominant clusters as described in the blog post.

The variables included in the cluster analysis were:

- Frequency of church attendance
- Self-described activity level
- Frequency of personal prayer
- Frequency of personal scripture reading
- Frequency of talking about God with others
- Frequency of spiritual experiences (feeling God's love and presence, feeling guided by God in the midst of daily activities, feeling a sense of wonder and awe at the universe, etc.)
- Level of observance of the Word of Wisdom (LDS dietary law)
- Level of tithing observance
- Degree of belief in God
- Degree of belief in LDS teachings
- Interpretation of scripture (literal vs. metaphorical vs. uninspired)
- Degree of belief orthodoxy (whether the LDS Church should maintain traditional vs. adopt modern beliefs and practices)
- Locus of authority: personal vs. institutional (should a good Latter-day Saint follow one's individual conscience or counsel of church leaders, should the two conflict)
- Temple recommend status
- Strength of Mormon identity
- Agreement that "good Latter-day Saints" should believe that the LDS Church is the one true faith
- Agreement that the LDS Church is the one true faith
- Agreement that Jesus Christ is the Savior of mankind
- Agreement that God has a plan for one's life
- Whether the individual seeks out their primary social networks in the local congregation
- Whether one believes that religious institutions are a force for good in society.

The figures in the following table show the percentage of each cluster (column) that is found in the particular row (variable). For example, the third line shows that 94% of “Faithful and Obedient” Mormons attend church at least weekly compared to 46% of “Relaxed but Engaged” Mormons.

	<b>FAITHFUL AND OBEDIENT</b>	<b>RELAXED BUT ENGAGED</b>
	<i>62 percent of American Mormons</i>	<i>38 percent of American Mormons</i>
Attend once a week or more	94%	46%
Attend monthly	6%	31%
Attend seldom or never	0%	23%
<i>How would you describe your activity in the LDS Church right now?</i>		
Very active	79%	21%
Somewhat active	20%	45%
Not too active	1%	18%
Not at all active	0%	15%
<i>Pray in Private</i>		
Daily	80%	48%
Weekly	15%	22%
Less than weekly/never	5%	30%
<i>Read scriptures</i>		
Daily	55%	14%
Weekly	32%	27%
Less than weekly/never	16%	59%
<i>Talk about God with others</i>		
Daily	29%	14%
Weekly	37%	27%
Less than weekly/never	34%	59%
<i>Feel God's presence and love</i>		
Daily	75%	41%
Weekly	19%	23%
Less than weekly/never	6%	36%
<i>Feel deep sense of wonder and connection with universe</i>		
Daily	50%	34%
Weekly	29%	26%
Less than weekly/never	21%	40%
Fully keep the word of Wisdom (coffee, tea, tobacco, alcohol, and other illicit drugs)	66%	14%
Regularly tithe 10% (either net or gross)	91%	33%
<i>Belief in God</i>		
Know with no doubts	92%	51%
Have faith, despite doubts	7%	29%

Uncertain/don't believe	1%	20%
Wholehearted believer in most or all of LDS teachings	98%	60%
Scriptures are word of God; interpret literally	54%	17%
Scriptures are word of God; don't interpret literally	36%	36%
Scriptures are written by men	10%	47%
LDS Church should preserve traditional beliefs and practices	83%	38%
LDS Church should adjust in light of new circumstances	16%	46%
Good LDS obey leaders even if it conflicts with personal conscience	82%	21%
Good LDS follow conscience even if it conflicts with church leaders	18%	79%
Hold a current temple recommend	78%	10%
Used to hold a TR, but now don't	16%	46%
Never had at TR	7%	44%
"Being a Mormon is an essential part of who I am"	98%	58%
Believing LDS Church is only true church is essential to being a good Mormon	72%	34%
"The LDS Church is the only true faith leading to exaltation": know to be true or have faith	92%	34%
"Jesus Christ is the Savior of the world": know to be true or have faith	97%	71%
"God has a plan for my life and I'll be happier if I follow the plan": : know to be true or have faith	98%	69%
I rely on my ward to be my primary social network	27%	11%
Religious organizations are a force for good in Society	82%	51%
Millennial	37%	42%
GenX	35%	35%
Boomer/Silent	28%	23%
Male	46%	49%
Female	54%	51%
White	91%	84%
Nonwhite	9%	16%
Income less 50K/year	45%	56%
50-100K	37%	32%
More than 100K/year	18%	13%
Less than college	60%	74%
College	26%	17%
Post college	14%	9%
Convert	28%	24%
Born in the Church	72%	76%
Utah	37%	22%
Outside of Utah	63%	78%
Democrats and leaners	24%	43%

Independent	9%	15%
Republican and leaners	67%	42%
Served a mission	50%	32%
My 5 closest friends are LDS	40%	9%
Most/all my family is LDS	70%	40%
Currently married	76%	53%
Tea in last 6 months	16%	36%
Alcohol in the last 6 months	10%	46%
Coffee in the last 6 months	18%	58%