



American Worldview Inventory Methodology

The *American Worldview Inventory (AWVI)* is an annual survey that evaluates the worldview of the U.S. adult population (age 18 and over). *AWVI 2021* is the first-ever national survey conducted in the United States measuring both biblical and competing worldviews.

Begun as an annual tracking study in 2020, the assessment is based on several dozen worldview-related questions drawn from eight categories of worldview application, measuring both beliefs and behavior. The *AWVI* was developed in collaboration with the faculty and administration at Arizona Christian University. The resulting survey went through several rounds of development and pre-testing before being rolled out nationally.

The assessment is based on 54 worldview-related questions drawn from eight categories of worldview application, measuring both beliefs and behaviors. Those categories are:

1. Bible, Truth, and Morals
2. Faith Practices
3. Family and the Value of Life
4. God, Creation, and History
5. Human Character and Nature
6. Lifestyle, Behavior and Relationships
7. Purpose and Calling
8. Sin, Salvation, and God Relationship

The *American Worldview Inventory 2021* measured both the biblical and competing worldviews. CRC worked collaboratively with the Arizona Christian University faculty to identify and define prevalent competing worldviews. The seven major worldviews measured in *AWVI 2021* are:

1. Biblical Theism (i.e., the biblical worldview)
2. Postmodernism
3. Secular Humanism
4. Moralistic, Therapeutic Deism
5. Marxism
6. Eastern Mysticism
7. Nihilism

In addition to the worldview questions, the survey also contains an array of demographic and theolographic (i.e., religious background) questions. In total, the *AWVI* instrument incorporates 68 questions and took respondents an average of 16 minutes to complete.

AWVI 2021 was undertaken between January and February of 2021 among a nationally representative sample of 2,000 adults. The data set includes responses from 1,000 interviews completed with

a nationwide random sample of adults via telephone, plus another 1,000 adults who completed interviews online through use of a national panel of adults.

A survey of 2,000 randomly sampled individuals has an estimated maximum sampling error of approximately plus or minus 2 percentage points, based on a 95% confidence interval. Additional levels of indeterminable error may occur based upon non-sampling activity. The level of estimated sampling error is larger for subsets of the aggregate sample.

Definitions of Categories of “Christian”¹

- **Self-identified Christians:** Individuals who call themselves “Christians.”
- **Self-identified born-again Christians:** Individuals who call themselves “born-again Christians.”
- **Self-identified evangelical Christians:** Individuals who call themselves “evangelical Christians.”
- **Theologically born-again Christians:** “Theological born-again Christians” are those who say that when they die, they will go to Heaven, but only because they have confessed their sins and accepted Jesus Christ as their savior.
- **Integrated Disciples:** Individuals who have a demonstrated ability to assimilate their beliefs into their lifestyle; this group consistently—albeit imperfectly—comes closest to reflecting biblical principles into their opinions, beliefs, behaviors, and preferences.

For more information, please visit the [Cultural Research Center website](#).

¹George Barna, *American Worldview Inventory 2021: Release #6: What Does It Mean When People Say They Are “Christian”?* (August 31, 2021). Available at: https://www.arizonachristian.edu/wp-content/uploads/2021/08/CRC_AWVI2021_Release06_Digital_01_20210831.pdf