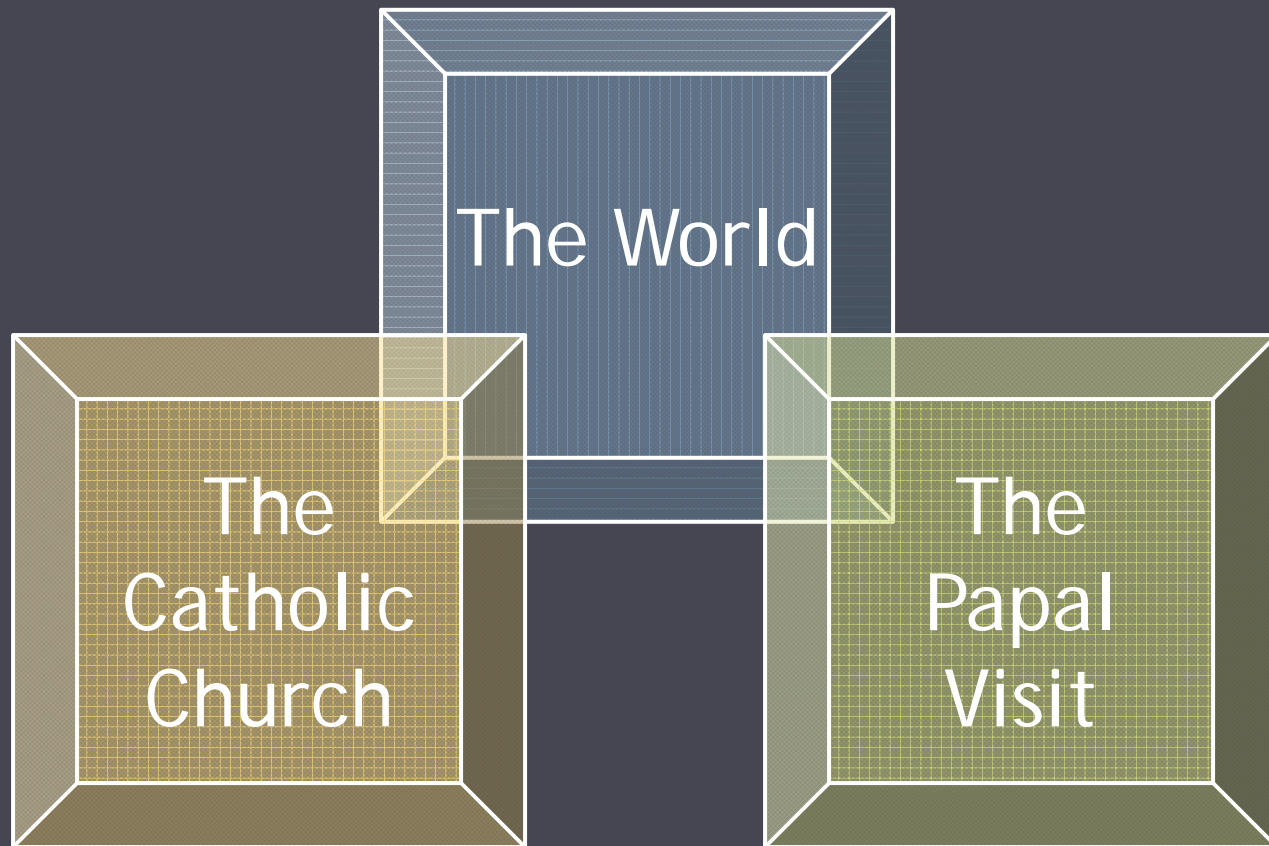


An American Perspective



March 25, 2008

How the Survey was Conducted

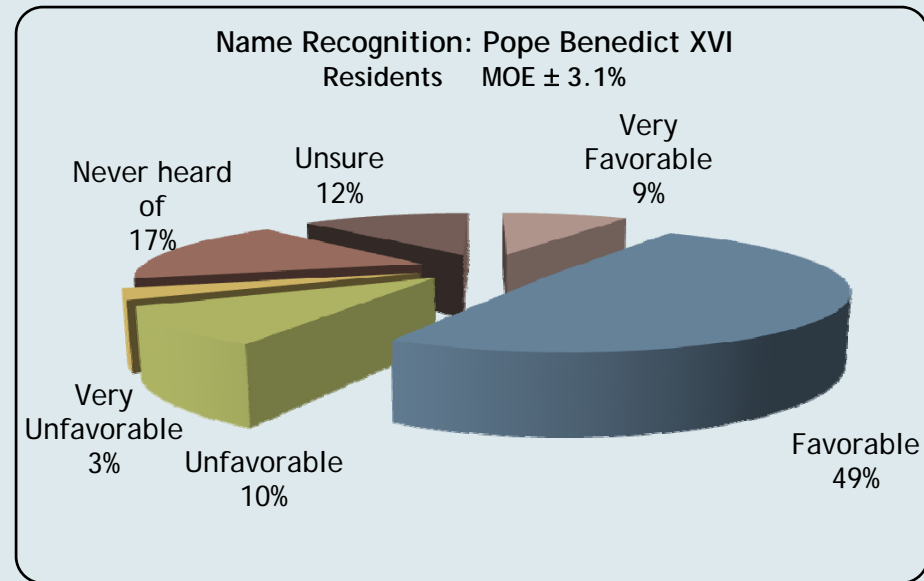
- *An American Perspective* reports the results of a national survey by the Knights of Columbus.
- The survey was conducted by the Marist College Institute for Public Opinion.
- 1,015 adults eighteen years of age or older who live in the continental United States were interviewed February 25th through March 5th, 2008.
- An oversample of American Catholics was also done resulting in a total of 613 interviews with Catholics nationwide.
- The survey results for all residents are statistically significant at $\pm 3.1\%$. For Catholics, the margin of error is $\pm 4\%$. The margin of error increases for smaller sub-groups in the population.

Introduction

- Pope Benedict XVI will find a spiritual nation when he visits the U.S. next month.
 - ✓ Americans are interested in hearing how God, religion and spirituality may be incorporated into their daily lives.
- It is also a country that views Pope Benedict XVI as qualified to discuss spirituality.
 - ✓ Americans have a very positive impression of Pope Benedict XVI.
 - ✓ Americans consider him a preeminent spiritual leader.
 - ✓ But, most Americans do not know very much about Pope Benedict XVI.

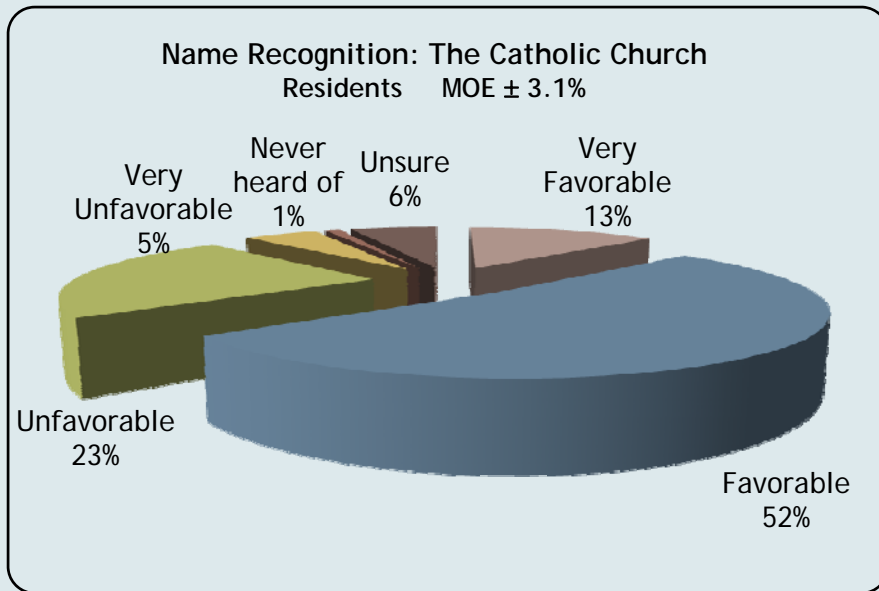
Pope Benedict XVI

- By a ratio of four and a half to one, Americans have a favorable opinion of Pope Benedict XVI. Fifty-eight percent view him favorably compared with 13% who have an unfavorable opinion. Seventeen percent have never heard of him.



Question wording: Do you view Pope Benedict XVI as very favorable, favorable, unfavorable, or very unfavorable?

The Catholic Church

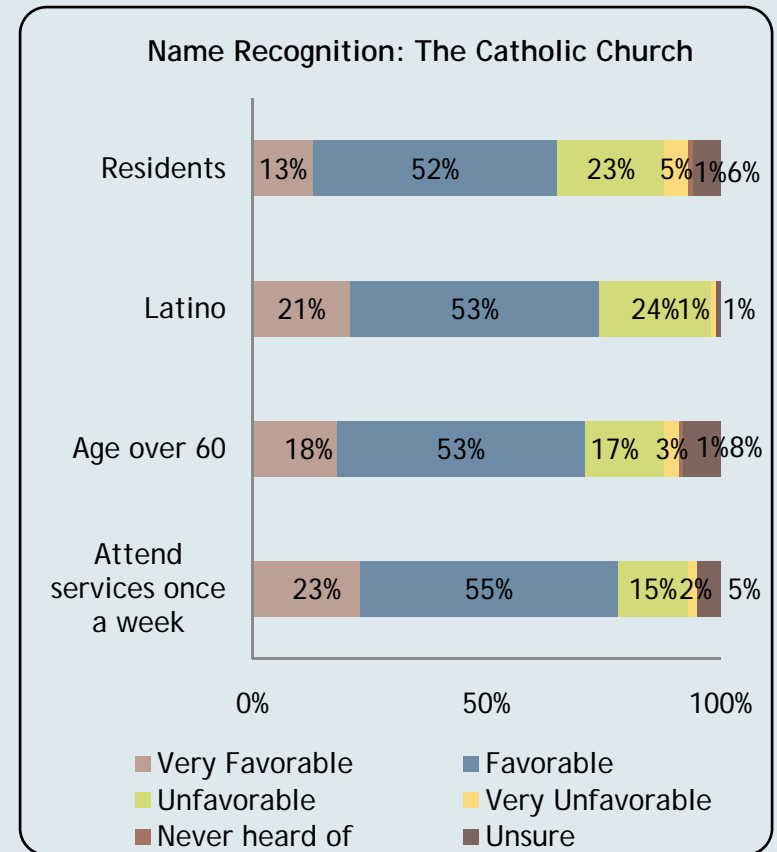


Question wording: Do you view the Catholic Church as very favorable, favorable, unfavorable, or very unfavorable?

- Sixty-five percent of Americans have a favorable opinion of the Catholic Church versus 28% who have an unfavorable view. This is a positive to negative ratio of over two to one.

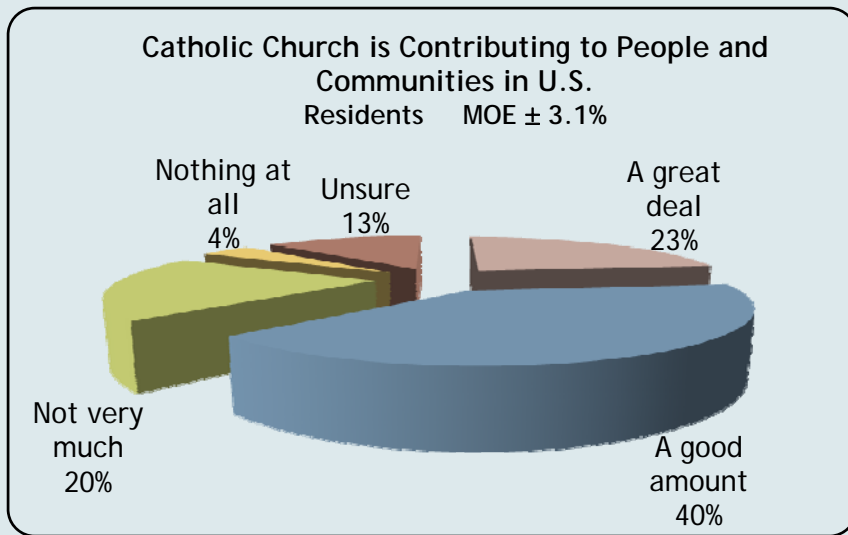
The Catholic Church

- Among most demographic groups, the unfavorable rating of the Catholic Church does not exceed 33%.
- The Catholic Church is especially popular among Latinos, residents over age 60, Catholics, and people who attend religious services once a week.



Question wording: Do you view the Catholic Church as very favorable, favorable, unfavorable, or very unfavorable?

Catholic Church Contribution to American People and Communities

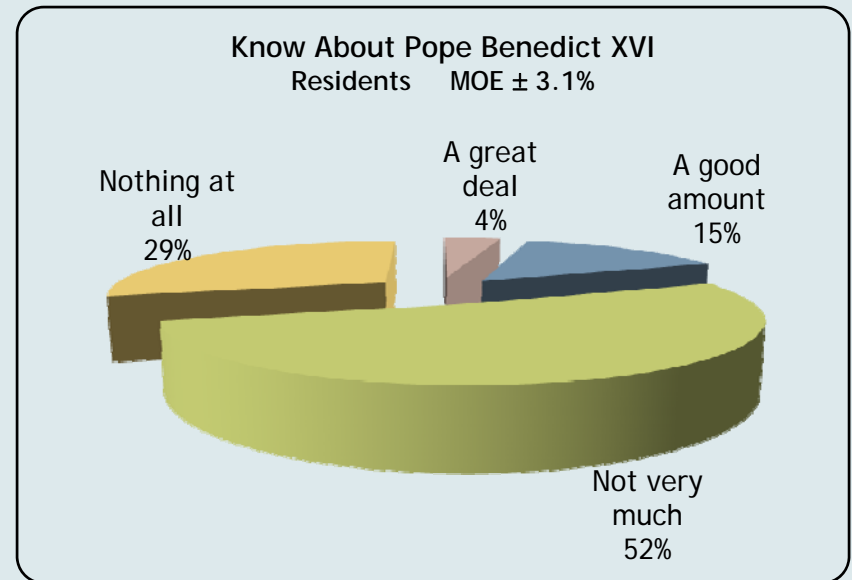


Question wording: In general, would you say the Catholic Church contributes a great deal, a good amount, not very much, or nothing at all to people and communities in the United States?

- Sixty-three percent of Americans believe the Catholic Church contributes either a great deal or a good amount to people and communities in the United States. Twenty-four percent believe the Church contributes not very much or nothing at all.

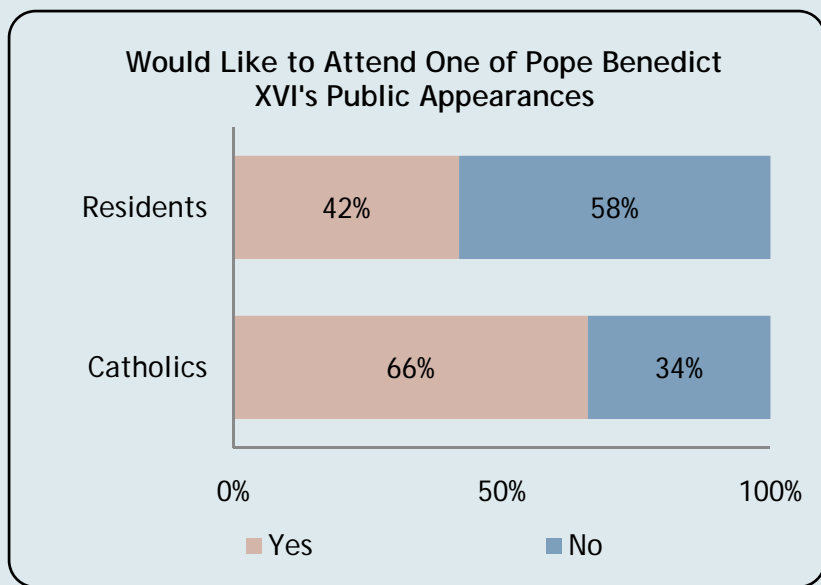
What Americans Know About Pope Benedict XVI

- Despite their favorable impression, most Americans do not feel they know Pope Benedict XVI well. When asked whether they know a great deal, a good amount, not very much, or nothing at all about him, the vast majority respond not very much or nothing at all, a total of 81%.



Question wording: Overall, would you say that you know a great deal, a good amount, not very much, or nothing at all about Pope Benedict XVI?

Interest in Attending the Pope's Public Appearances

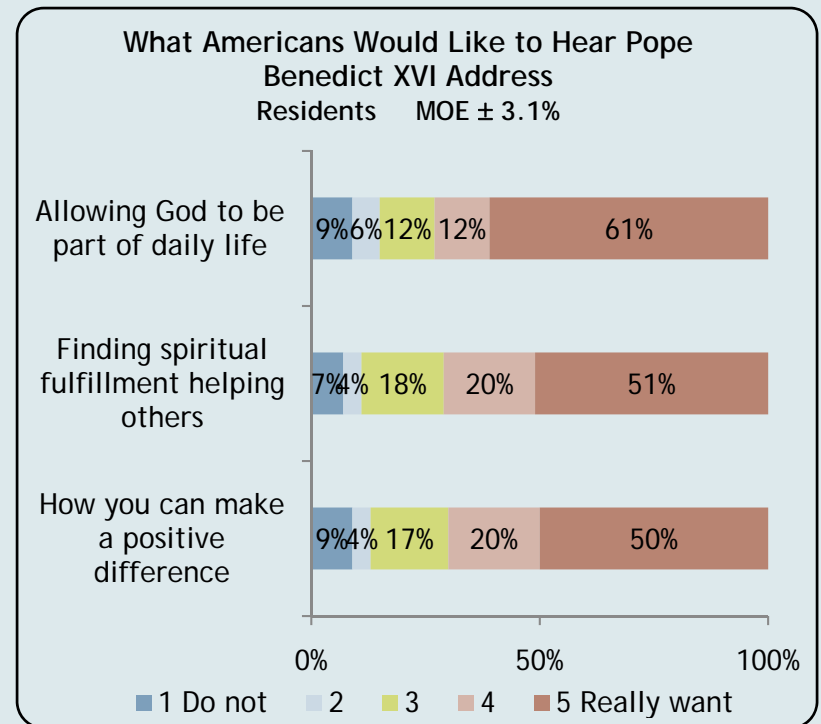


Question wording: As you may have heard, Pope Benedict XVI will be visiting the United States this spring and plans to make several public appearances. If you had the opportunity, would you like to attend one of Pope Benedict's public appearances?

- Forty-two percent of Americans would like to attend one of Pope Benedict XVI's public appearances.
- Among Catholics, there is a high degree of interest in attending one of the Pope's public appearances. Sixty-six percent of Catholics would like the opportunity to attend one of Pope Benedict XVI's public events when he visits the U.S.

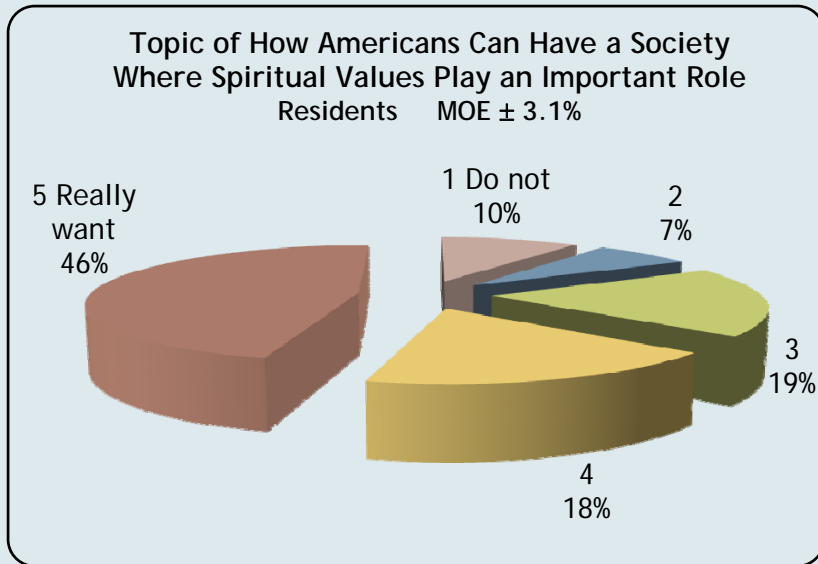
What Americans Would Like to Hear the Pope Address

- Seventy percent or more of Americans want to hear Pope Benedict XVI talk about the following spiritual matters:
 - ✓ Allowing God to be part of their daily lives
 - ✓ Finding spiritual fulfillment by sharing their time and talent
 - ✓ How they can make a positive difference in the world, their state, and communities



Question wording: Using the numbers one to five, with five meaning you really want Pope Benedict XVI to talk about it when he visits the United States, and one meaning you do not want to hear Pope Benedict XVI mention it, how much do you want to hear him address each of the following:

A Society Where Spiritual Values Play an Important Role

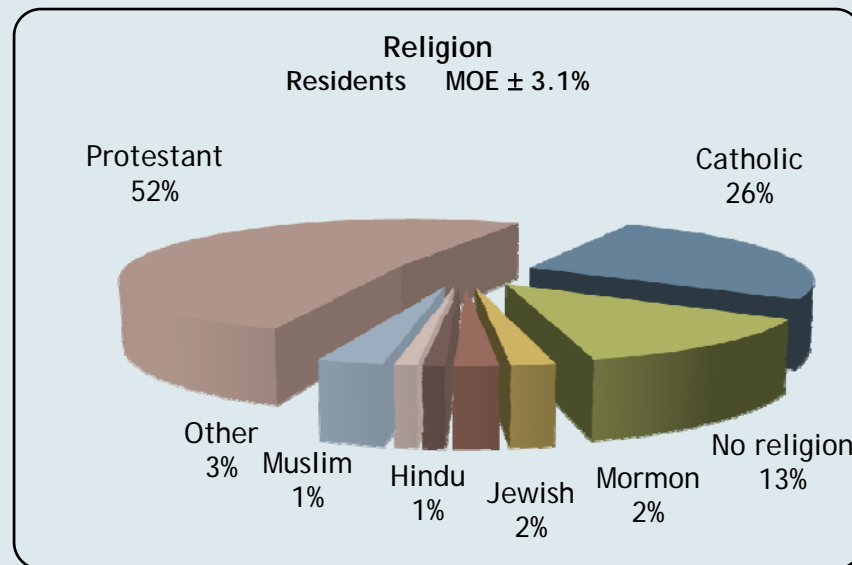


Question wording: Using the numbers one to five, with five meaning you really want Pope Benedict XVI to talk about it when he visits the United States, and one meaning you do not want to hear Pope Benedict XVI mention it, how much do you want to hear him address how Americans can have a society where spiritual values play an important role?

- Nearly two-thirds, 64% of Americans, express an interest in hearing Pope Benedict XVI address how they can have a society where spiritual values play an important role.

What Proportion of Americans are Catholic?

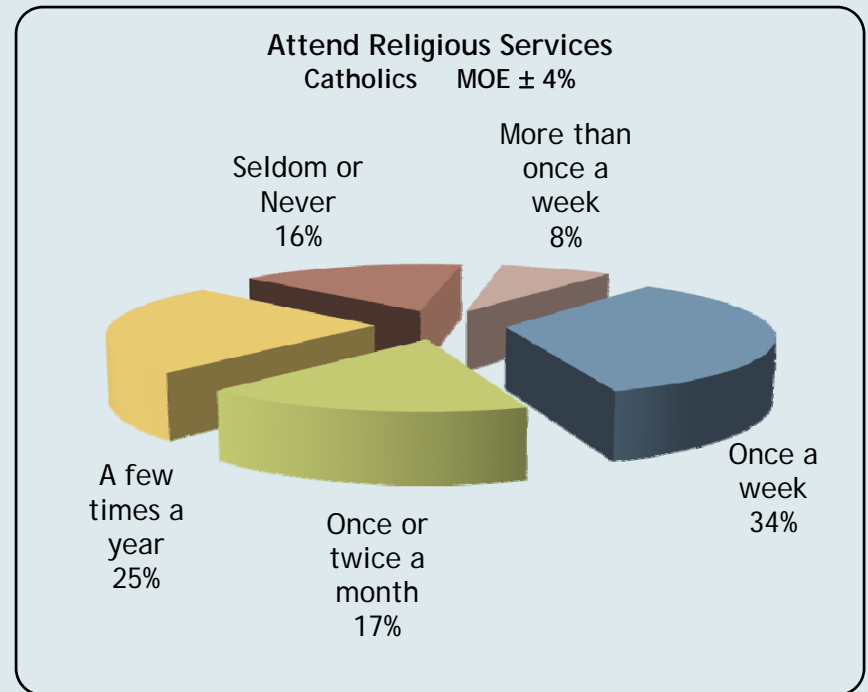
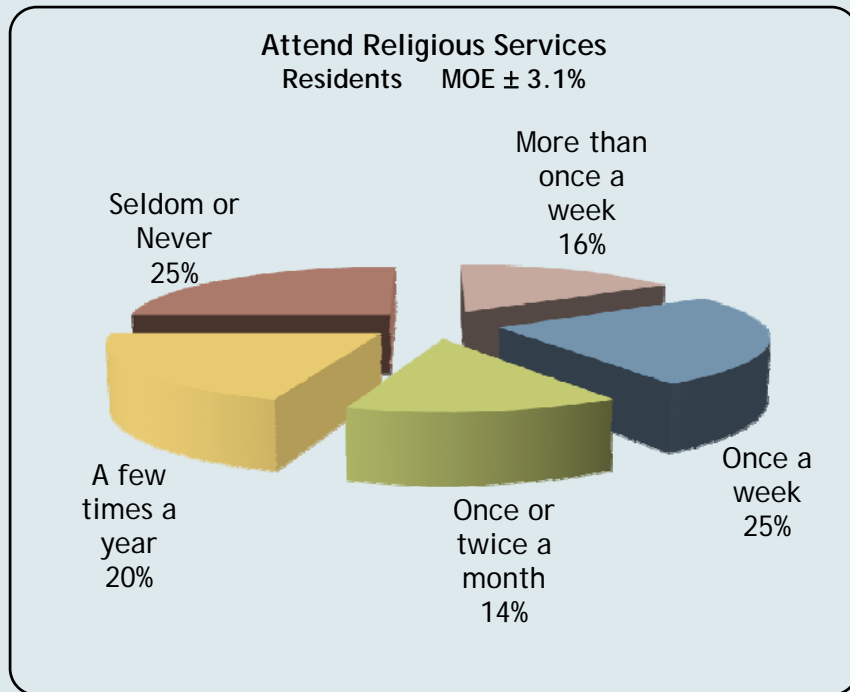
- Most Americans identify themselves with a particular religion, and 26% identify themselves as Catholic.



Question wording: Are you Protestant, Catholic, Jewish, or Muslim?
(If none, then ask:) What religion are you?

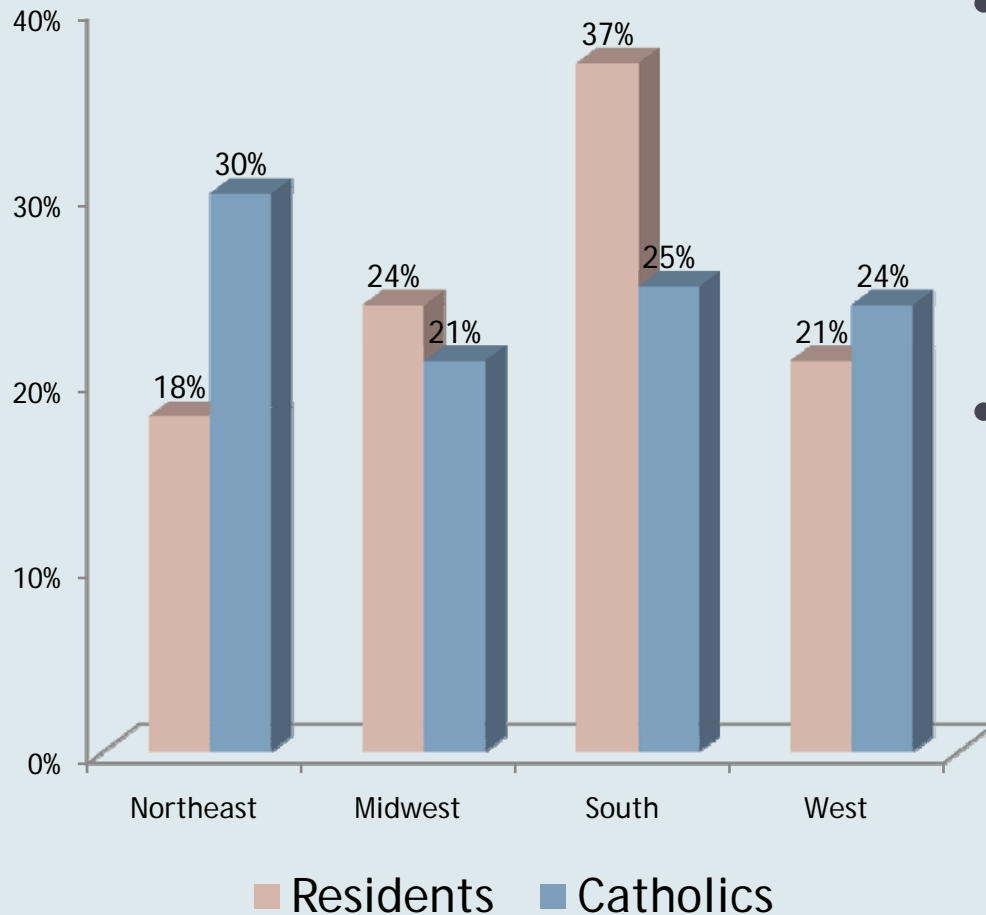
Frequency of Worship

- A majority of Americans attend religious services regularly including 59% of Catholics



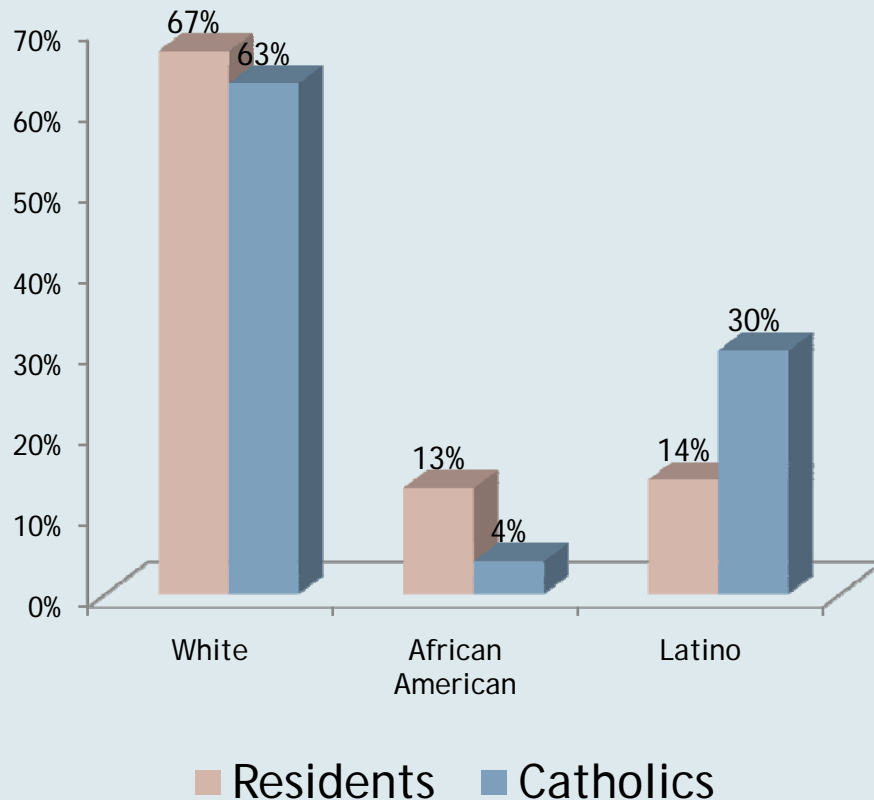
Question wording: Aside from weddings and funerals, how often would you say you attend religious services: more than once a week, once a week, once or twice a month, once every 2 to 3 months, a few times a year, seldom, or never?

Who Are American Catholics?



- Catholics closely mirror the rest of the American population in age, marital status, education level, income, and the proportion registered to vote.
- They are more likely to live in the Northeast, which is home to 18% of the national population, but fully 30% of the nation's Catholics. They are less likely to live in the South, which is home to 37% of the population but only 25% of American Catholics.

Who Are American Catholics?



- While the general population is 67% white, 13% African American, and 14% Latino, Catholics are 63% white, 4% African American, and 30% Latino.
- The political affiliation of Catholics and their ideological persuasion is very similar to Americans as a whole.



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Founded in 1978, the Marist College Institute for Public Opinion (MIPO) is a survey research center at Marist College in Poughkeepsie, New York. The Marist Poll has conducted independent research on public priorities, elections, and a wide variety of public issues.

Through the regular public release of surveys, MIPO has built a legacy of independence, reliability, and accuracy. Frequently cited by journalists, public officials, and policy experts, the Marist Poll has been recognized for fairness, accuracy, and timeliness. Its results are featured in print and electronic media throughout the world.



Knights of Columbus Headquarters
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- The Knights of Columbus was founded in 1882 as a Catholic fraternal benefit society. It has grown to 1.7 million members belonging to 13,000 local councils located throughout the United States, Canada, Mexico, the Philippines, Poland Central America, and the Caribbean.
- In 2007, Knights donated more than 68 million hours of volunteer time and \$143 million to charitable causes, and they carry out a wide range of educational, charitable, religious and social welfare programs. Its 19th century mutual aid and death benefit system has grown over the past 125 years into a highly-rated insurance program with \$66 billion of life insurance in force.