

Latter-day Saint Trends in the United States

Religiousness, Well-Being, and Retention



W. Justin Dyer, PhD

Jenet J. Erickson, PhD

Sam A. Hardy, PhD

Barbara Morgan Gardner, PhD

David C. Dollahite, PhD

BYU, Religious Education

BYU, Religious Education

BYU, Psychology

BYU, Religious Education

BYU, School of Family Life



Key Findings at a Glance

- **Highest religious activity in America.** Seventy-six percent of Latter-day Saint Millennials and Gen Z attend church at least monthly—more than any other major US religion. Eighty percent of Latter-day Saint parents pray and/or read scripture with their children, also the highest.
- **Strong well-being, even among the youngest generation.** Latter-day Saints rank among the very highest in feeling “deep spiritual peace” and being “very happy with life.”
- **The highest active retention in the country.** Forty-two percent of those raised Latter-day Saint still identify as such and attend monthly as adults—the highest active-retention rate of any religion. Among Millennial+ Christians, only Adventists retain active members at a higher rate.
- **Some data suggest retention has declined, a trend similar to that seen in other religions.** The current retention rate is ~50%, down from 82% in the 1980s. This is higher than other Christian denominations except Catholics and Orthodox Christians.
- **Two factors stand out as the strongest predictors of leaving.** Among Latter-day Saint youth, not feeling God’s presence in daily life and political ideology were the most significant predictors of deidentifying in their early 20s—a pattern seen across US religions today.
- **Most who leave still value faith.** Of those who deidentify, 54% still consider religion or spirituality important, and roughly 2 in 3 leave open the possibility of returning.

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