

Highest Attendance Days

Survey of 1,000 Protestant Pastors

Methodology

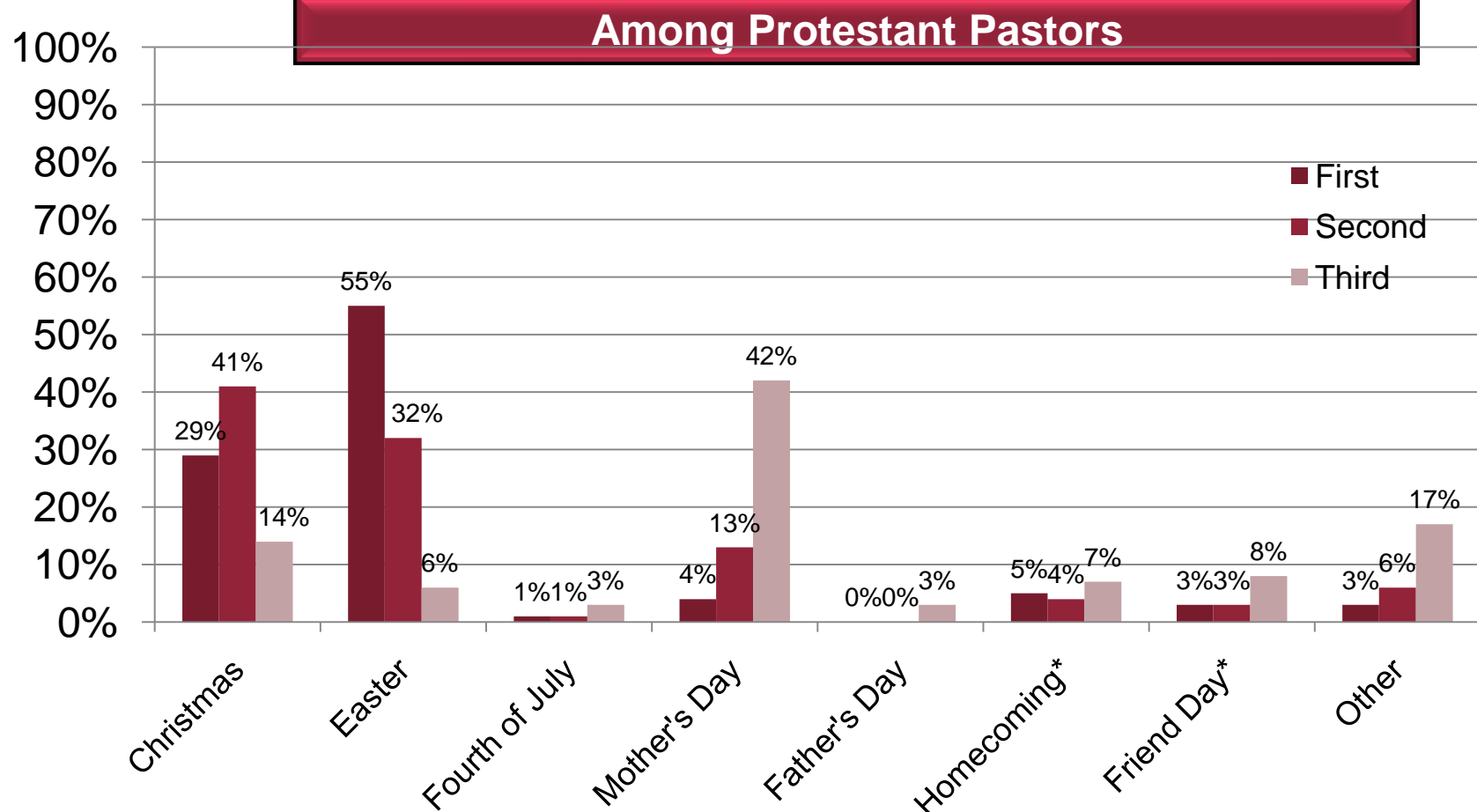
- ❑ The telephone survey of Protestant pastors was conducted in May 18-25, 2011
- ❑ The calling list was randomly drawn from a list of all Protestant churches. Up to six calls were made to reach a sampled phone number
- ❑ Each interview was conducted with the senior pastor, minister or priest of the church called
- ❑ Responses were weighted to reflect the geographic distribution of Protestant churches

Methodology Continued

- ❑ The completed sample is 1,000 phone interviews
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.2\%$
- ❑ Margins of error are higher in sub-groups

Survey Responses

Easter is selected most often as having the highest attendance. Christmas and Mother's Day have the second and third highest attendance, respectively.

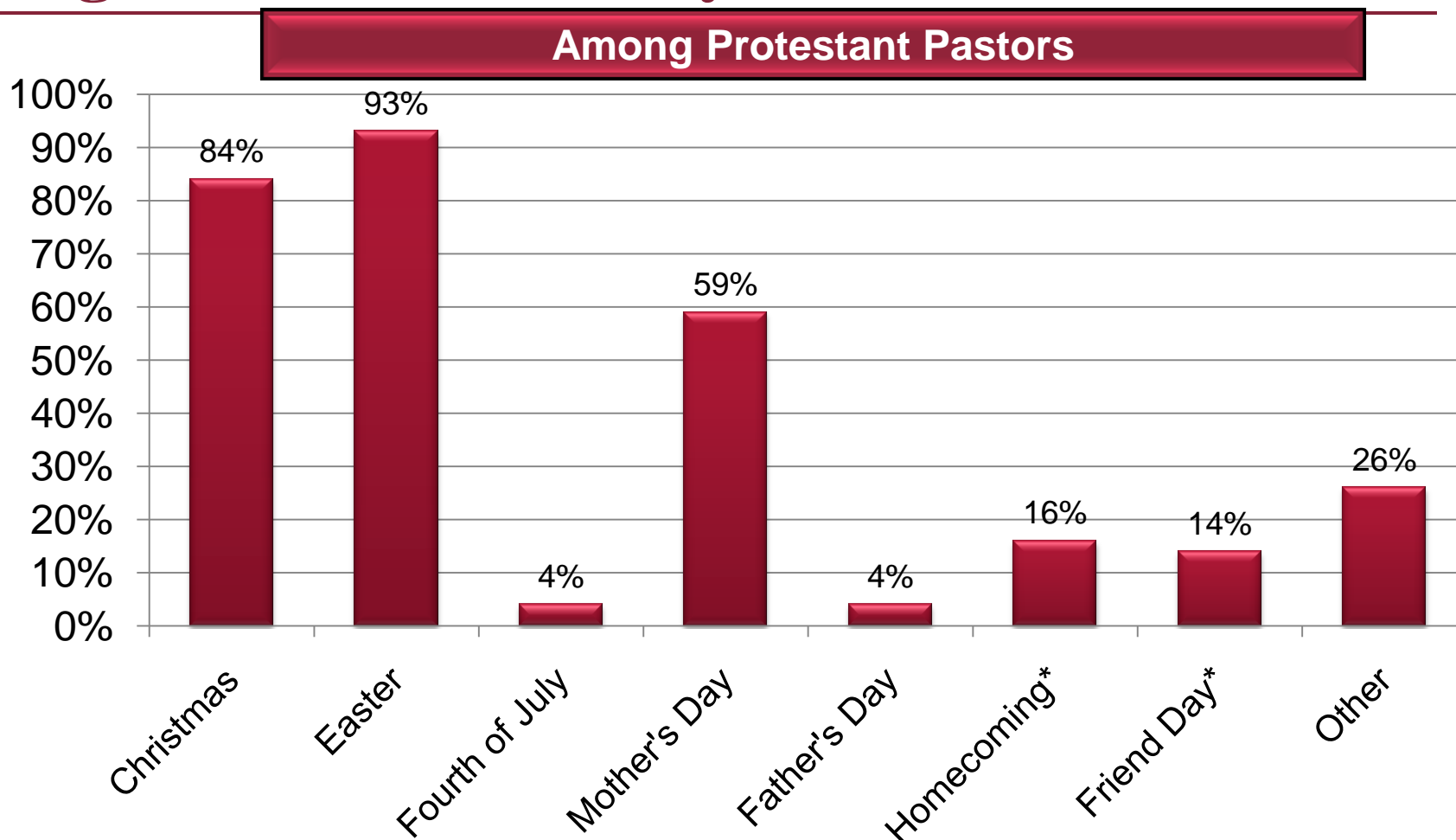


Homecoming - "Homecoming or Anniversary of the church's founding"

Friend Day - "A day the church designates to invite friends"

Q: "At your church, which day typically has the highest (second highest, third highest) attendance for worship services?"

Percentage of pastors selecting specific days as either the highest, second highest, or third highest attendance day at their church.



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- Most common other days mentioned
 - Christmas Eve
 - Palm Sunday
 - Thanksgiving
 - Confirmation Sunday
 - Kids/Youth/VBS Sunday
- The most common other responses are none or all Sundays have the same attendance

“At your church, which day typically has the highest attendance for worship services?”

- Protestant pastors of churches in the Northeast are most likely to select Christmas (48%) compared to the South (25%), Midwest (28%), and West (30%).
- Protestant pastors of churches in the Northeast are least likely to select Easter (41%) compared to the South (53%), Midwest (59%), and West (61%).
- Protestant pastors of churches in the South are most likely to select Homecoming (9%). The percentages for the Northeast, Midwest, and West are 0%, 1%, and 1%, respectively.

“At your church, which day typically has the highest attendance for worship services?”

continued

- Churches with attendance between 0-49 are least likely to select Easter (41%) and most likely to select Mother’s day (9%).
- Churches with smaller attendance, 0-49 (8%) and 50-99 (7%), are more likely to select Homecoming than churches with larger attendance, 100-249 (2%) and 250+ (1%).

“At your church, which day typically has the highest attendance for worship services?”

continued

- Protestant pastors with a graduate degree are more likely to select Easter (58% to 50%) and less likely to select Mother’s day (3% to 8%) than pastors with at most a Bachelor’s degree.
- Older pastors, 55-64 (33%) and 65+ (38%), are more likely to select Christmas compared to younger pastors, 18-44 (20%) and 45-54 (25%).
- Younger pastors, 18-44 (61%) and 45-54 (61%), are more likely to select Easter compared to older pastors, 55-64 (51%) and 65+ (46%).

“At your church, which day typically has the second highest attendance for worship services?”

- Protestant pastors of churches in the Northeast are most likely to select Easter (46%).
- Protestant pastors with a graduate degree are more likely to select Christmas (44% to 37%) and less likely to select friend's day (2% to 4%) than pastors with at most a Bachelor's degree.

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