

American Views on Movies and Christian Values

Survey of 1,054 American Adults

Methodology

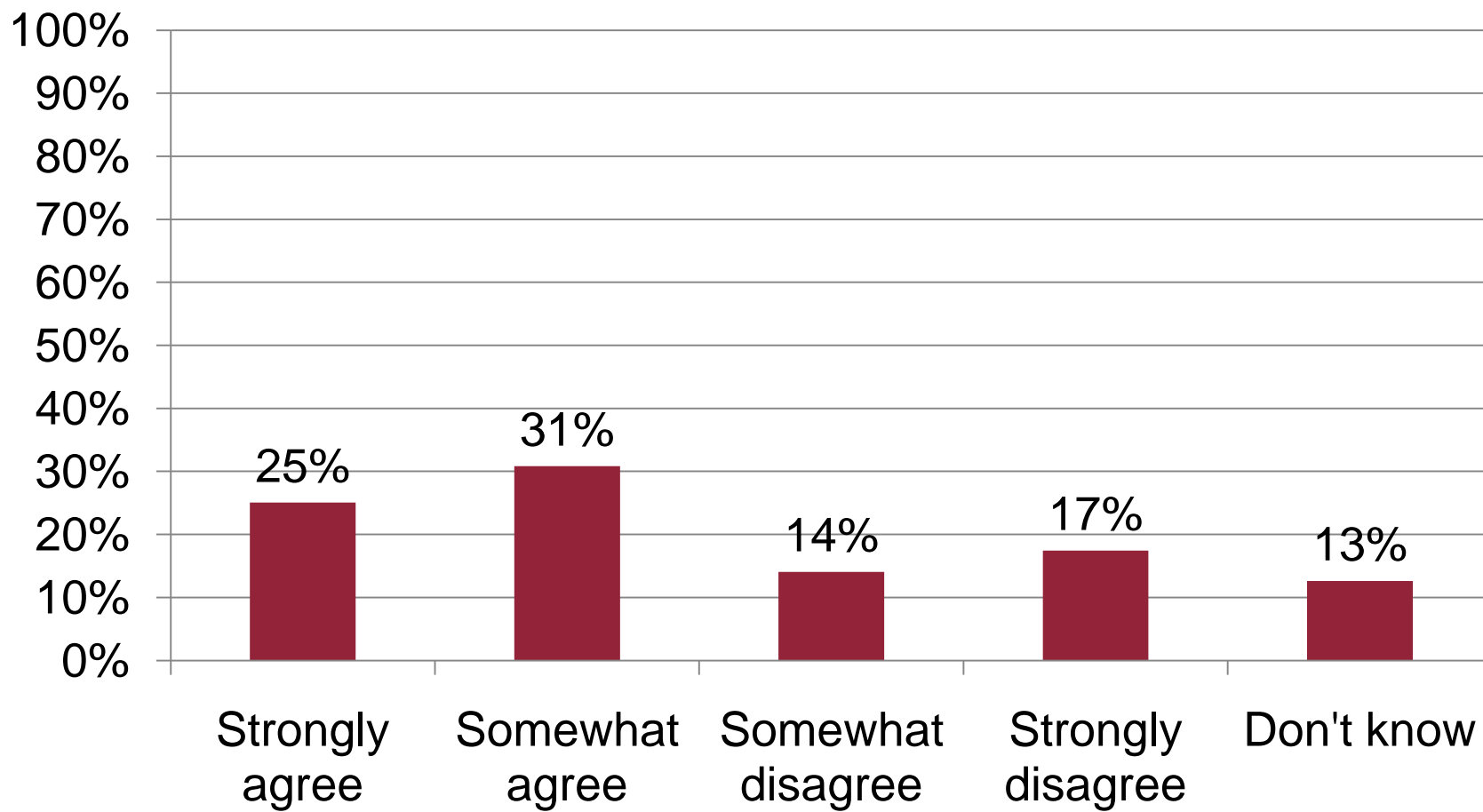
- ❑ The online survey of adult Americans was conducted March 25, 2013
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, age, ethnicity, gender and income to more accurately reflect the population

Methodology Continued

- The completed sample is 1,054 online surveys
- The sample provides 95% confidence that the sampling error from this panel does not exceed $\pm 3.1\%$
- Margins of error are higher in sub-groups

Survey Responses

The majority wish there were more movies that reflected Christian values.



Q: "I wish there were more movies that reflected Christian values."

Significant Differences

Region

Age

Gender

Education Level

Church Attendance

Born-again, evangelical, or fundamentalist Christian

Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences among region of the country, age, gender, and education level. Each category was divided into four groups.

Region	Age	Gender	Education Level
Northeast	18-29	Male	No College Degree
Midwest	30-44	Female	College Degree
South	45-54		
West	55-64		
	65+		

Notes:

Region is defined by US Census locations

Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences church attendance and whether they consider themselves a born-again, evangelical, or fundamentalist Christian.

Church Attendance	Born-again, evangelical, or fundamentalist Christian
More than once a week, About once a week	Yes
Once or twice a month	No, Don't Know
Only on religious holidays	
Rarely	
Never	

“I wish there were more movies that reflected Christian values.”

- Americans in the South (32%) are more likely to Strongly agree than those in the Northeast (15%) and West (22%)
- Americans in the West (22%) are the least likely to Somewhat agree
- Americans in the South (12%) are less likely to Strongly disagree than those in the Northeast (22%) and West (25%)
- Americans age 18-29 are the least likely to Somewhat agree (21%) and the most likely to Somewhat disagree (22%)
- Americans age 18-29 (27%) are more likely to Strongly disagree than those age 45-54 (9%), 55-64 (14%), and 65+ (13%)
- Men are more likely than women to Somewhat disagree (16% to 12%)
- Americans with a college degree compared to those without one are
 - Less likely to Strongly agree (20% to 27%)
 - More likely to Somewhat agree (36% to 29%)
 - Less likely to Somewhat disagree (10% to 16%)
 - More likely to Strongly disagree (22% to 14%)

“I wish there were more movies that reflected Christian values.” continued

- Americans who attend worship services at least About once a week are the most likely to Strongly agree (57%) and the least likely to Somewhat disagree (3%)
- Americans who attend worship service Only on religious holidays are the most likely to Somewhat disagree (36%)
- Americans who Never attend worship services are the
 - Least likely to Strongly agree (5%)
 - Least likely to Somewhat agree (14%)
 - Most likely to Strongly disagree (56%)
- Self-identified born-again, evangelical, or fundamentalist Christians are
 - More likely to Strongly agree (55% to 13%)
 - Less likely to Somewhat disagree (10% to 16%)
 - Less likely to Strongly disagree (2% to 23%)

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