

# Evangelical Beliefs and Identity

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Representative Survey of 1,000  
Americans

# Methodology

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LifeWay Research conducted the study November 10-12, 2017. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection.

# Methodology

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For this survey, a nationally representative sample of U.S. adults (18 and older) was selected from the KnowledgePanel®.

Sample stratification and base weights were used for gender, age, race/ethnicity, region, metro/non-metro, home ownership, education, and income to reflect the most recent US Census data. Study specific weights included for gender by age, race/ethnicity, region, and education to reflect GSS 2016 data. The completed sample is 1,000 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percent. Margins of error are higher in sub-groups.

# Evangelical Beliefs

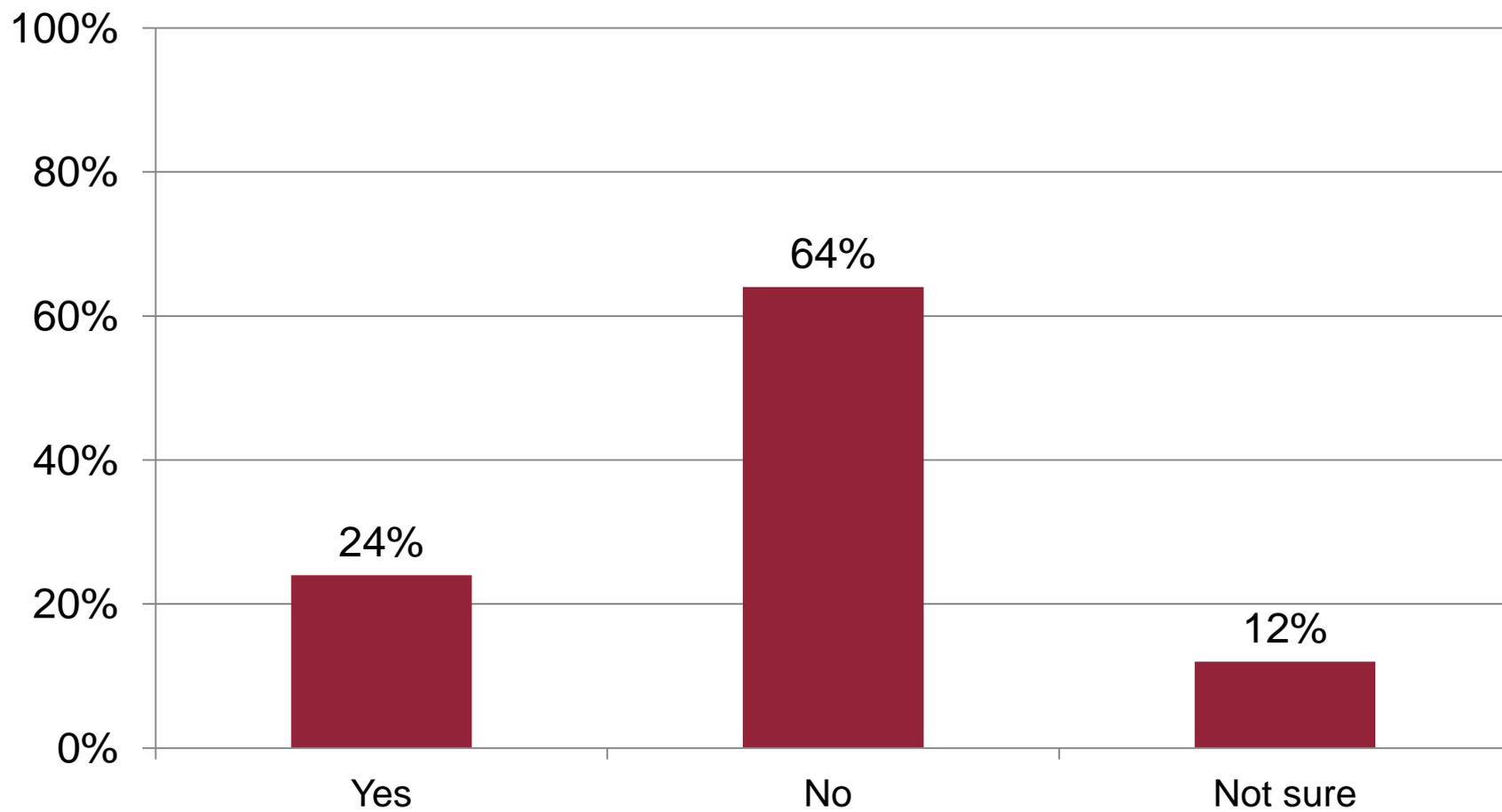
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- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
  - The Bible is the highest authority for what I believe
  - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
  - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
  - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

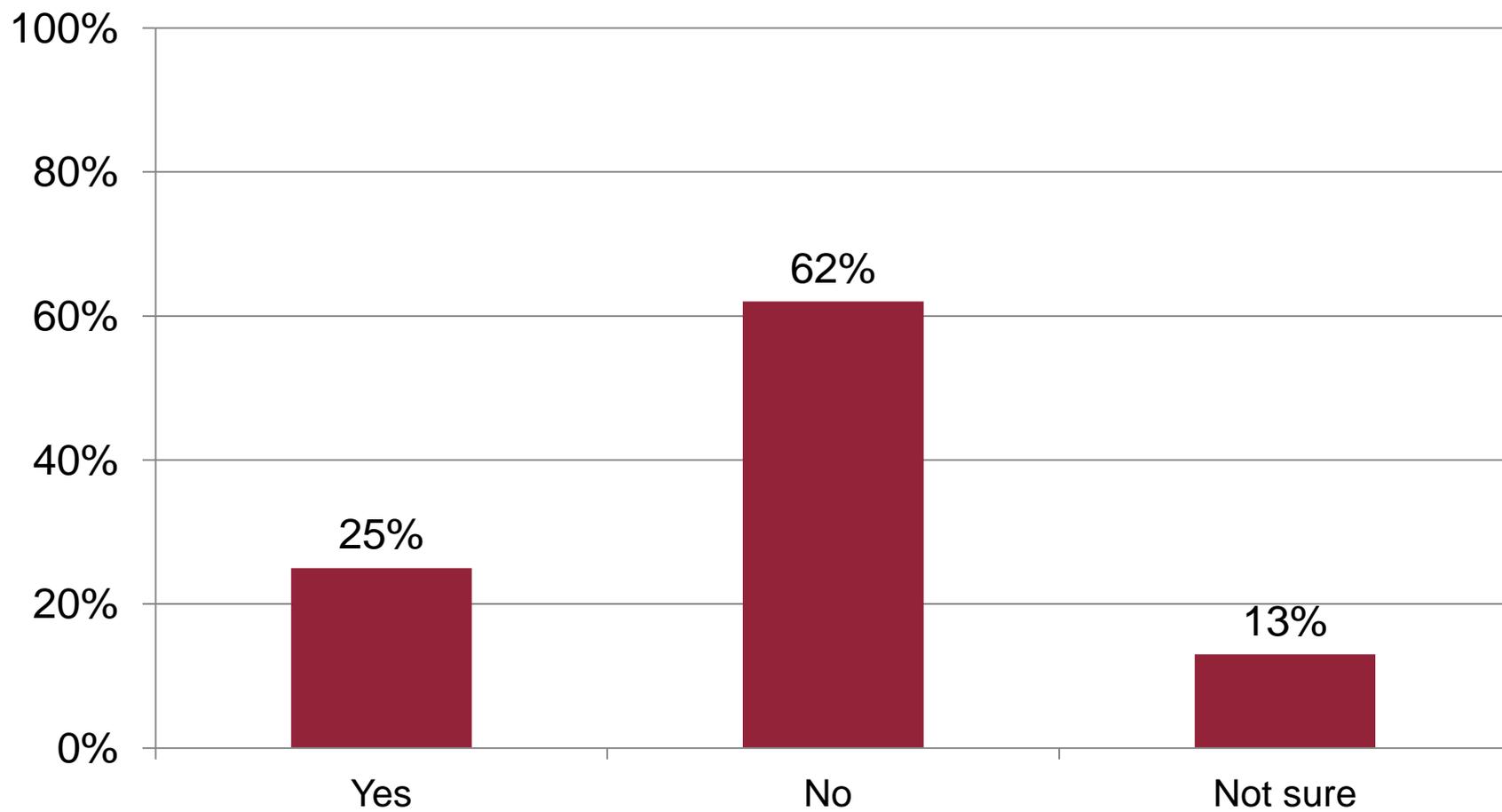
# Survey Responses

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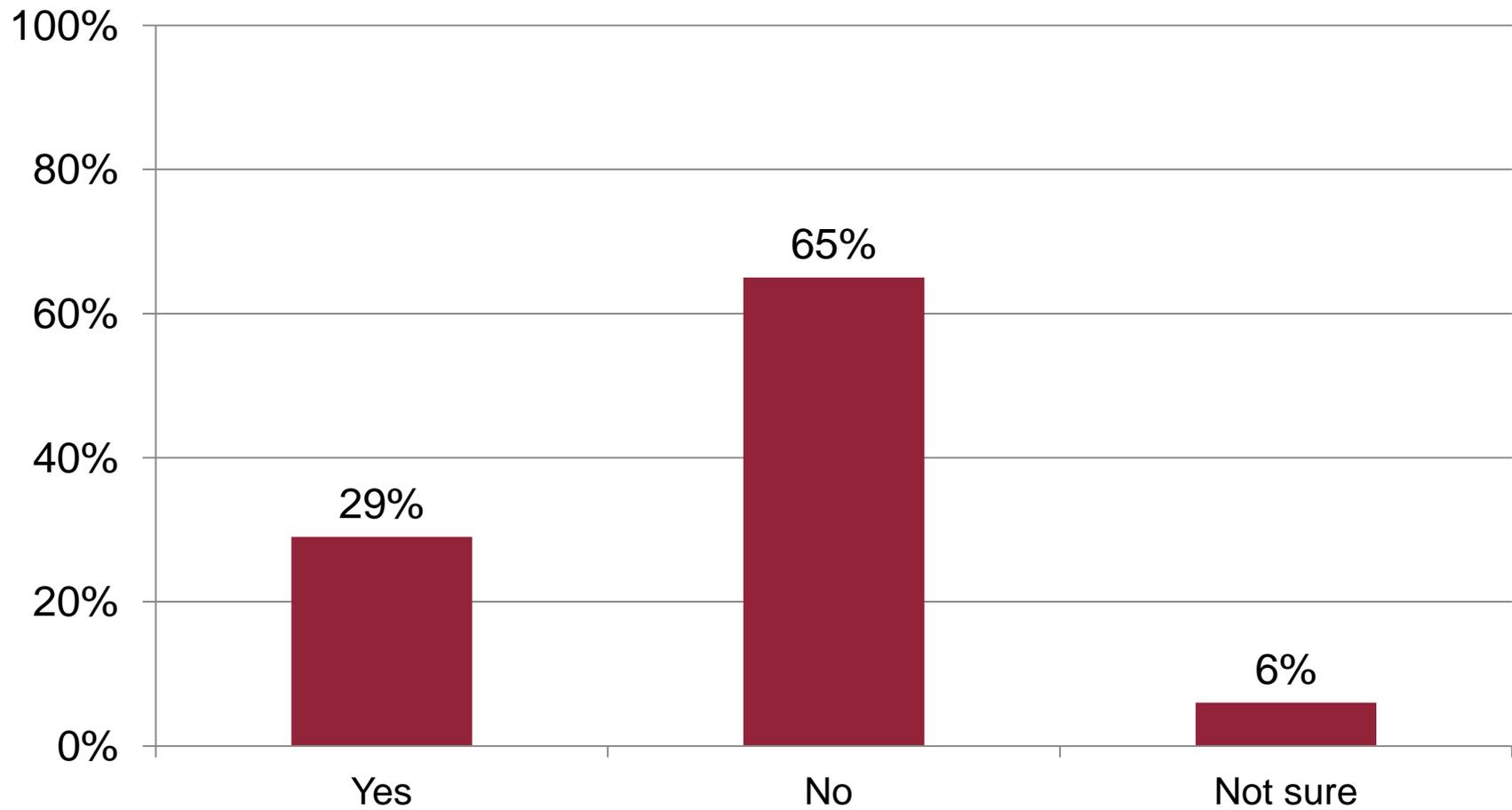
# 24% consider themselves to be an evangelical Christian



# 25% would consider themselves an evangelical Christian if it had nothing to do with politics



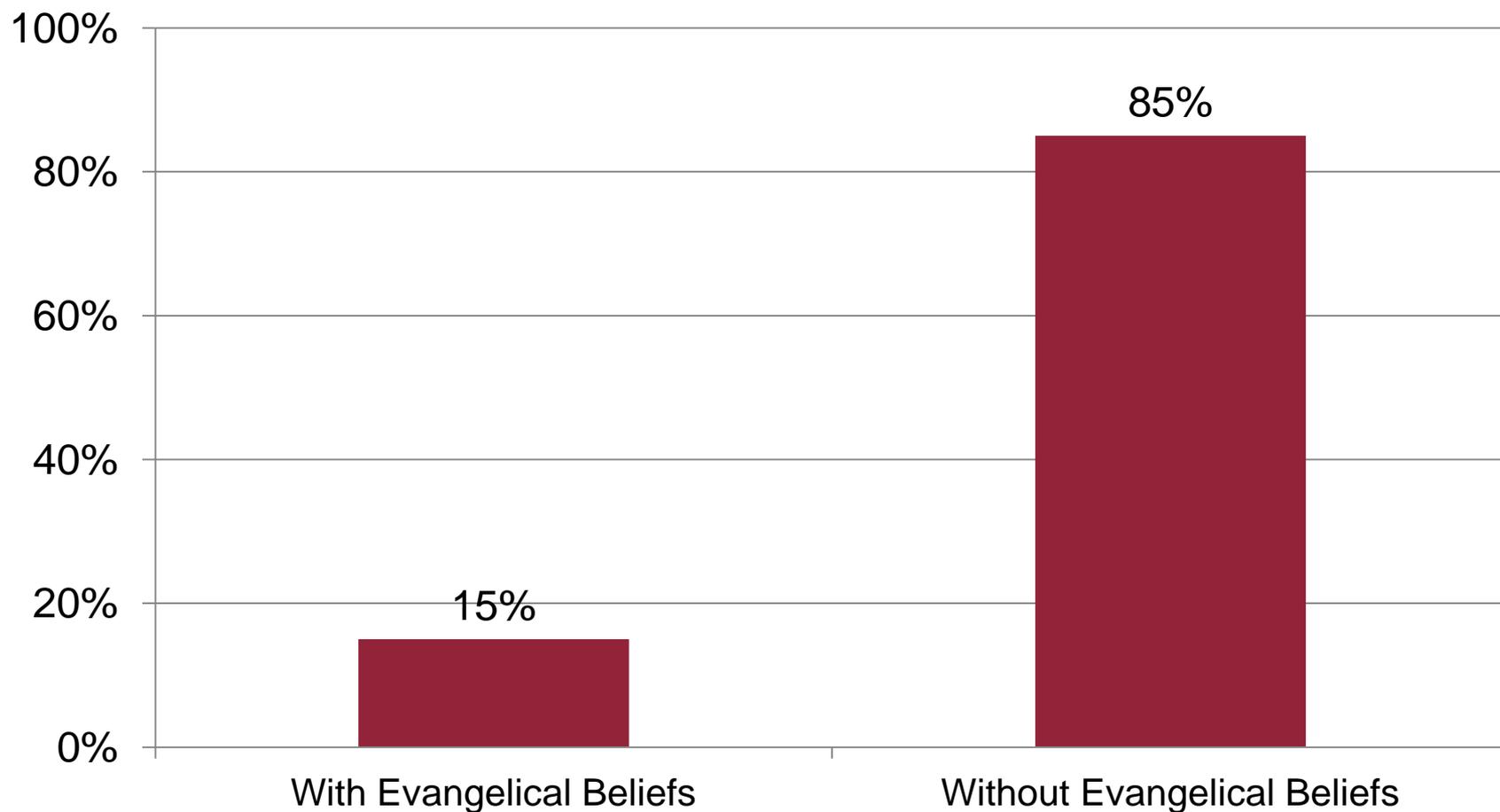
# 29% consider themselves born again Christians



Q3: "Do you consider yourself a born again Christian?" n=987

# Evangelical Beliefs

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# Overlap between labels

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## Evangelical Beliefs

- 69% consider themselves evangelical
- 68% would consider themselves evangelical apart from politics
- 83% consider themselves born again

## Self-Identified Evangelical

- 45% have Evangelical Beliefs
- 92% would consider themselves evangelical apart from politics
- 79% consider themselves born again

## Self-Identified Evangelical apart from politics

- 43% have Evangelical Beliefs
- 89% consider themselves evangelical
- 78% consider themselves born again

## Self-Identified Born again

- 45% have Evangelical Beliefs
- 66% consider themselves evangelical
- 67% would consider themselves evangelical apart from politics

# Major differences of groups

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## Evangelical Beliefs

- 58% are White, non-Hispanic
- 23% are Black, non-Hispanic
- 73% attend religious services once a week or more

## Self-Identified Evangelical

- 70% are White, non-Hispanic
- 14% are Black, non-Hispanic
- 61% attend religious services once a week or more

## Self-Identified Evangelical apart from politics

- 69% are White, non-Hispanic
- 12% are Black, non-Hispanic
- 59% attend religious services once a week or more

## Self-Identified Born again

- 62% are White, non-Hispanic
- 20% are Black, non-Hispanic
- 56% attend religious services once a week or more

# Political party affiliation of groups

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## Evangelical Beliefs

- 65% are Republican/Lean Republican
- 4% are Undecided/Independent/Other
- 30% are Democrat/Lean Democrat

## Self-Identified Evangelical

- 64% are Republican/Lean Republican
- 3% are Undecided/Independent/Other
- 33% are Democrat/Lean Democrat

## Self-Identified Evangelical apart from politics

- 63% are Republican/Lean Republican
- 3% are Undecided/Independent/Other
- 34% are Democrat/Lean Democrat

## Self-Identified Born again

- 56% are Republican/Lean Republican
- 5% are Undecided/Independent/Other
- 39% are Democrat/Lean Democrat

# Significant Differences

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Gender  
Region  
Age  
Ethnicity  
Education Level

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among churchgoers' gender, region, age, ethnicity, and education.

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-34	White, Non-Hispanic	High School graduate or less
Female	Midwest	35-49	Black, Non-Hispanic	Some college
	South	50-64	Hispanic	Bachelor's Degree
	West	65+	Other Ethnicities	Graduate Degree

Note: Region is defined by US Census locations

# “Do you consider yourself an evangelical Christian?”

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- Those in the Midwest (29%) and South (31%) are more likely to answer “Yes” than those in the Northeast (13%) and West (18%)
- Those age 65+ (31%) are more likely to answer “Yes” than those age 18-34 (22%) or 35-49 (18%)
- Those age 50-64 (26%) are more likely to answer “Yes” than those age 35-49 (18%)
- White, Non-Hispanics (26%) and Black, Non-Hispanics (30%) are more likely to answer “Yes” than Hispanics (18%) and Other Ethnicities (11%)
- Those who are high school graduates or less (26%) or have Some college (28%) are more likely to answer “Yes” than those with a Bachelor’s degree (18%)

# “If the term had nothing to do with politics, would you consider yourself an evangelical Christian?”

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- Those in the Midwest (30%) and South (30%) are more likely to answer “Yes” than those in the Northeast (15%) and West (19%)
- Those age 50-64 (29%) and 65+ (30%) are more likely to answer “Yes” than those age 18-34 (21%) or 35-49 (19%)
- Those who are high school graduates or less (28%) or have Some college (27%) are more likely to answer “Yes” than those with a Bachelor’s degree (18%) or Graduate degree (18%)

# “Do you consider yourself a born again Christian?”

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- Those in the South are the most likely regional group to answer “Yes” (42%)
- Those in the Midwest (25%) and West (21%) are more likely to answer “Yes” than those in the Northeast (14%)
- Those age 50-64 (33%) and 65+ (32%) are more likely to select “Yes” than those age 35-49 (24%)
- Black, Non-Hispanics are the most likely ethnic group to select “Yes” (49%) followed by White, Non-Hispanics (27%), Hispanics (24%), and Other Ethnicities (19%)
- Those who are high school graduates or less (31%) or have Some college (34%) are more likely to select “Yes” than those with a Bachelor’s degree (20%)

# Evangelical Beliefs

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- Those in the South are most likely regional group to have Evangelical Beliefs (23%)
- Those in the Midwest (15%) are more likely to have Evangelical Beliefs than those in the Northeast (5%)
- Those age 50-64 (21%) and 65+ (19%) are more likely to have Evangelical Beliefs than those age 18-34 (10%) and 35-49 (11%)
- Black, Non-Hispanics are the most likely ethnic group to have Evangelical Beliefs (30%), followed by White, Non-Hispanics (13%), Hispanics (13%), and Other Ethnicities (9%)
- Those with Some college (20%) are more likely to have Evangelical Beliefs than those with a Bachelor's degree (9%) or a Graduate degree (12%)

# Evangelical Beliefs and Identity

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