

# Americans' Experiences with Vacation Bible School

Survey of 1,200 Americans

Sponsored by **LifeWay Kids**



# Methodology

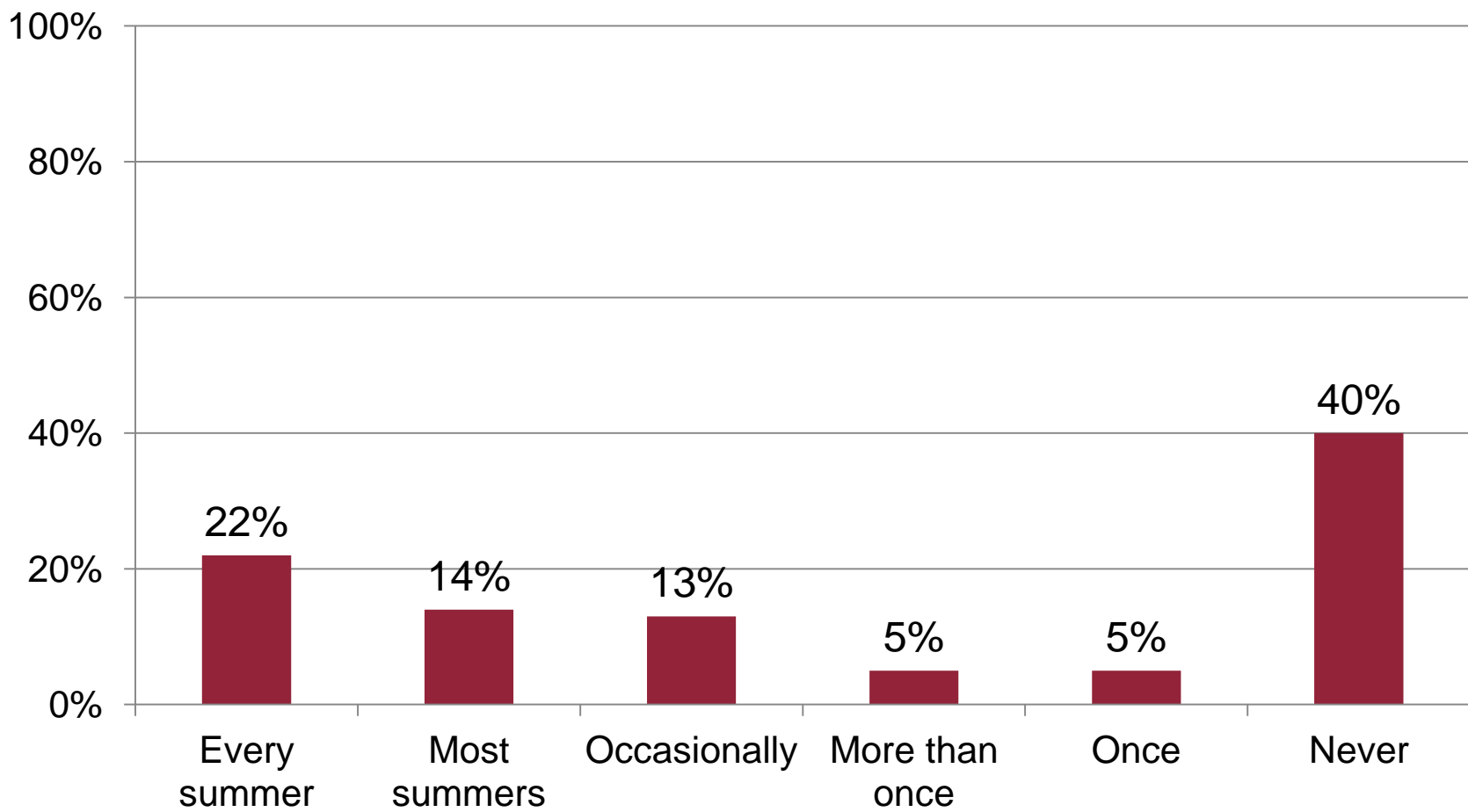
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- ❑ A demographically balanced online panel was used for interviewing American adults
- ❑ The study was sponsored by LifeWay Kids
- ❑ The survey was conducted March 7-10, 2018
- ❑ Quotas and slight weights were used to balance gender, age, ethnicity, education, and region
- ❑ The completed sample is 1,200 surveys
- ❑ The sample provides 95% confidence that the sampling error from the online panel does not exceed  $\pm 3.0\%$  (This margin of error accounts for the effect of weighting)
- ❑ Margins of error are higher in sub-groups

# Survey Responses

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# 60% of American adults say they attended Vacation Bible School (VBS) while growing up



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American Adults who

# WHO ATTENDED VBS

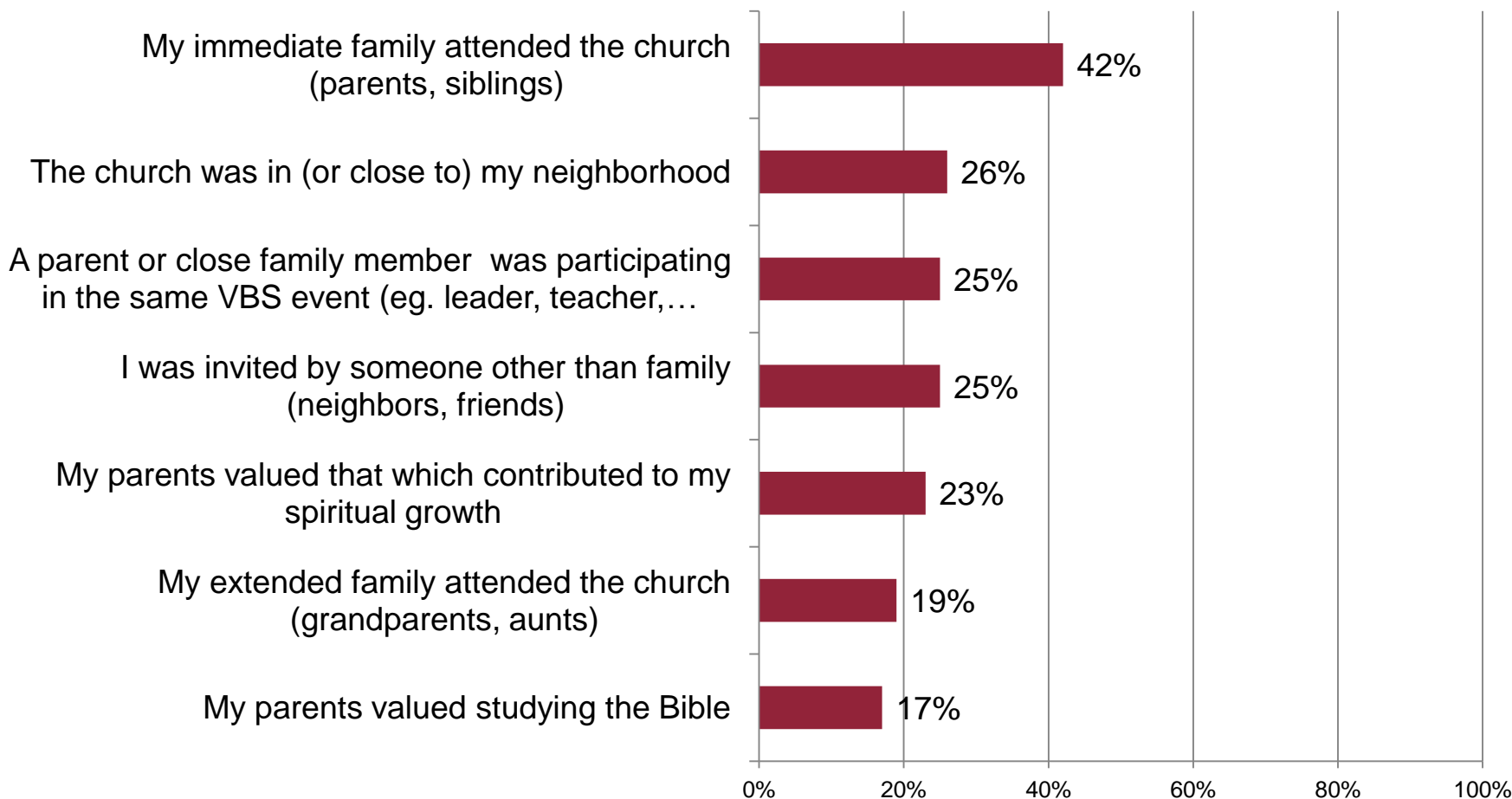
# Typical reasons why attendees participated in VBS (Vacation Bible School)

## Percent Reasons

42%	My immediate family attended the church (parents, siblings)
26%	The church was in (or close to) my neighborhood
25%	I was invited by someone other than family (neighbors, friends)
25%	A parent or close family member was participating in the same VBS event (eg. leader, teacher, volunteer)
23%	My parents valued that which contributed to my spiritual growth
19%	My extended family attended the church (grandparents, aunts)
17%	My parents valued me building relationships with others in the church
17%	My parents valued studying the Bible
14%	I valued studying the Bible
14%	I valued that which contributed to my spiritual growth
13%	I valued building relationships with others in the church
13%	The themes were appealing to me
12%	The themes were appealing to my parents
12%	It provided my parents with an inexpensive option for childcare
5%	Other

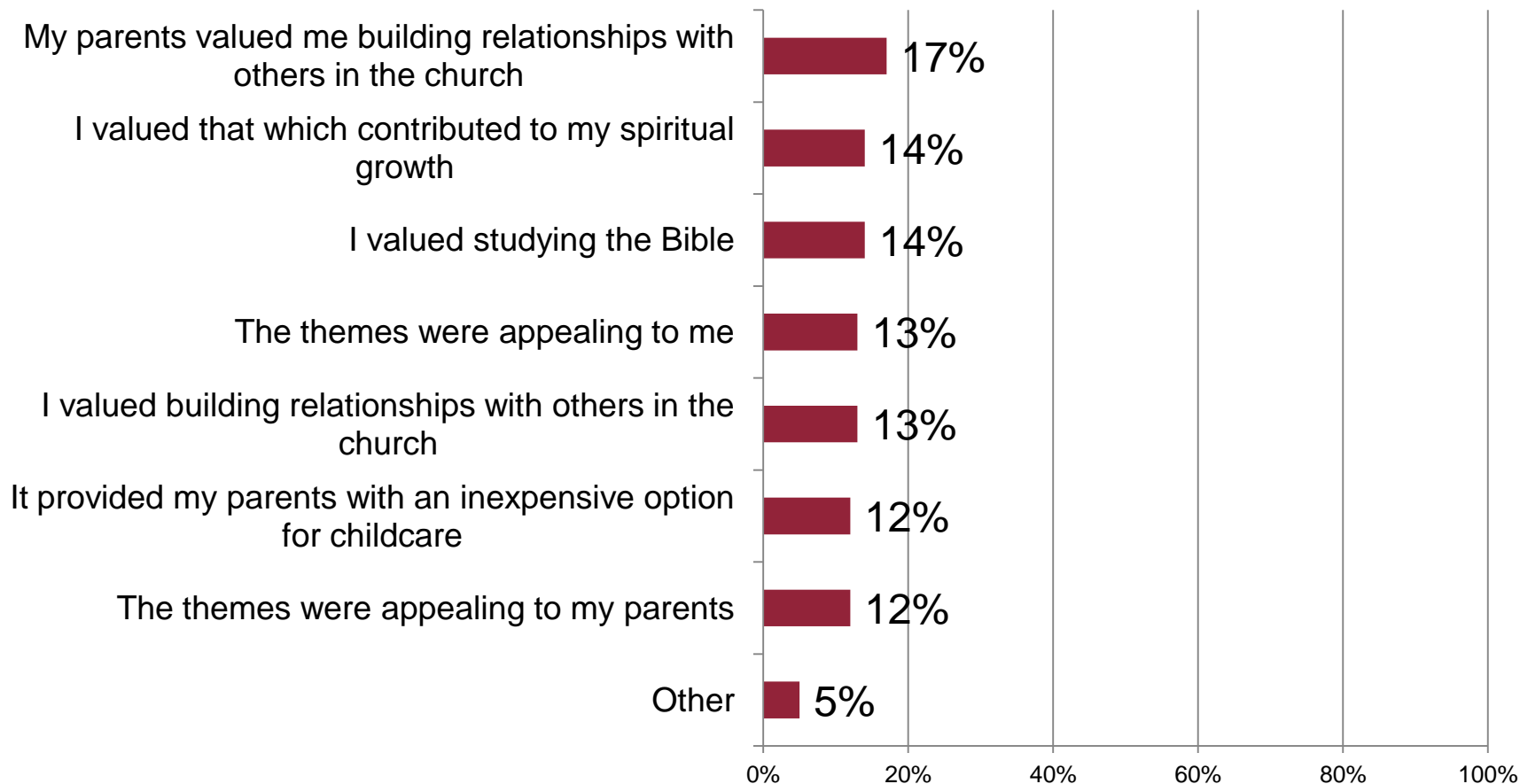
Q13: "Which of the following describe the typical reasons why you participated in VBS (Vacation Bible School) when you were growing up? (Select all that apply)" n=719

# 42% say that their family attending the church was one of the reasons why they participated in VBS when they were growing up



Q13: "Which of the following describe the typical reasons why you participated in VBS (Vacation Bible School) when you were growing up? (Select all that apply)" n=719

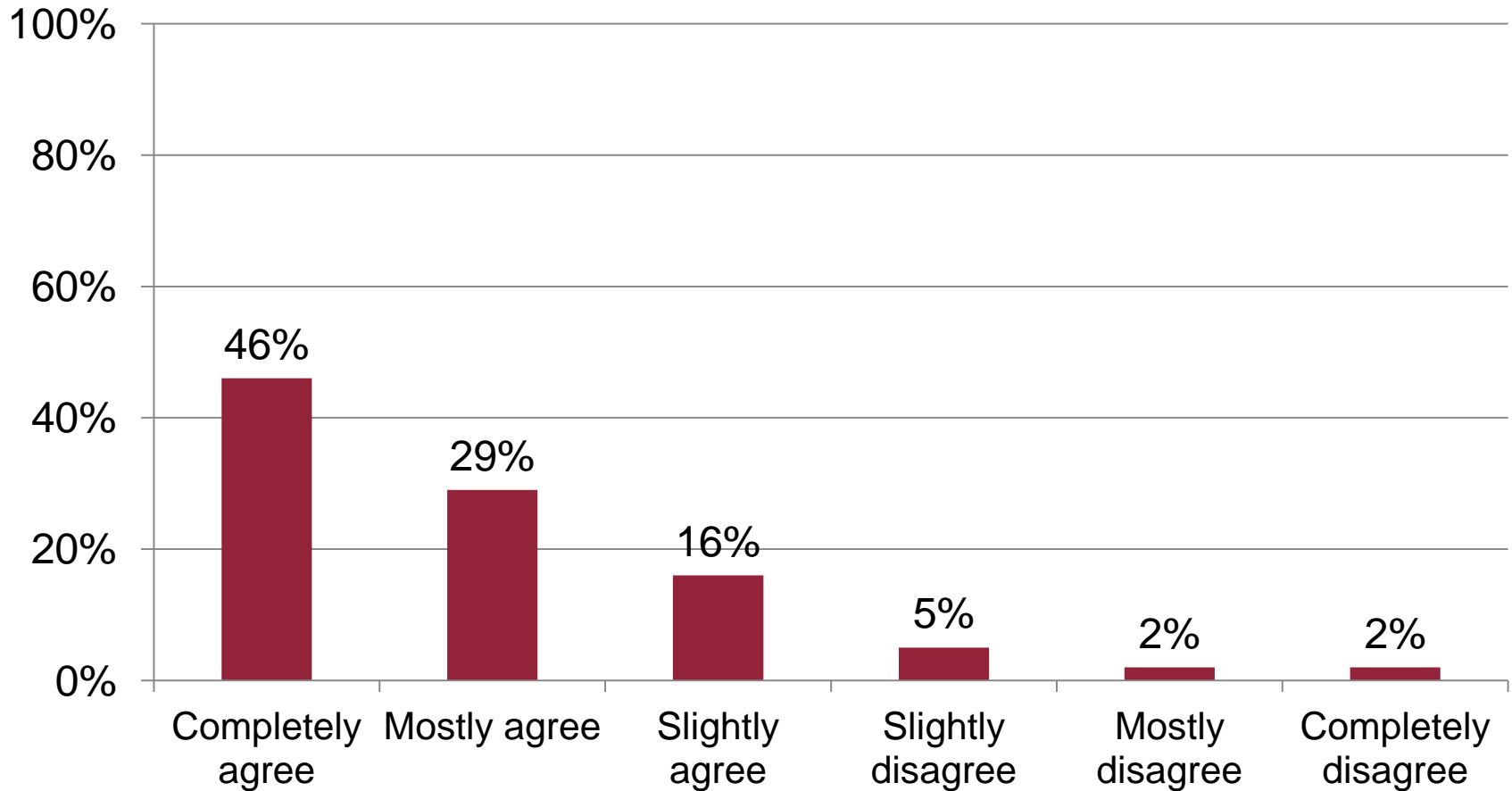
# Only 13% say they participated in VBS because the themes were appealing to them



Q13: "Which of the following describe the typical reasons why you participated in VBS (Vacation Bible School) when you were growing up? (Select all that apply)" n=719

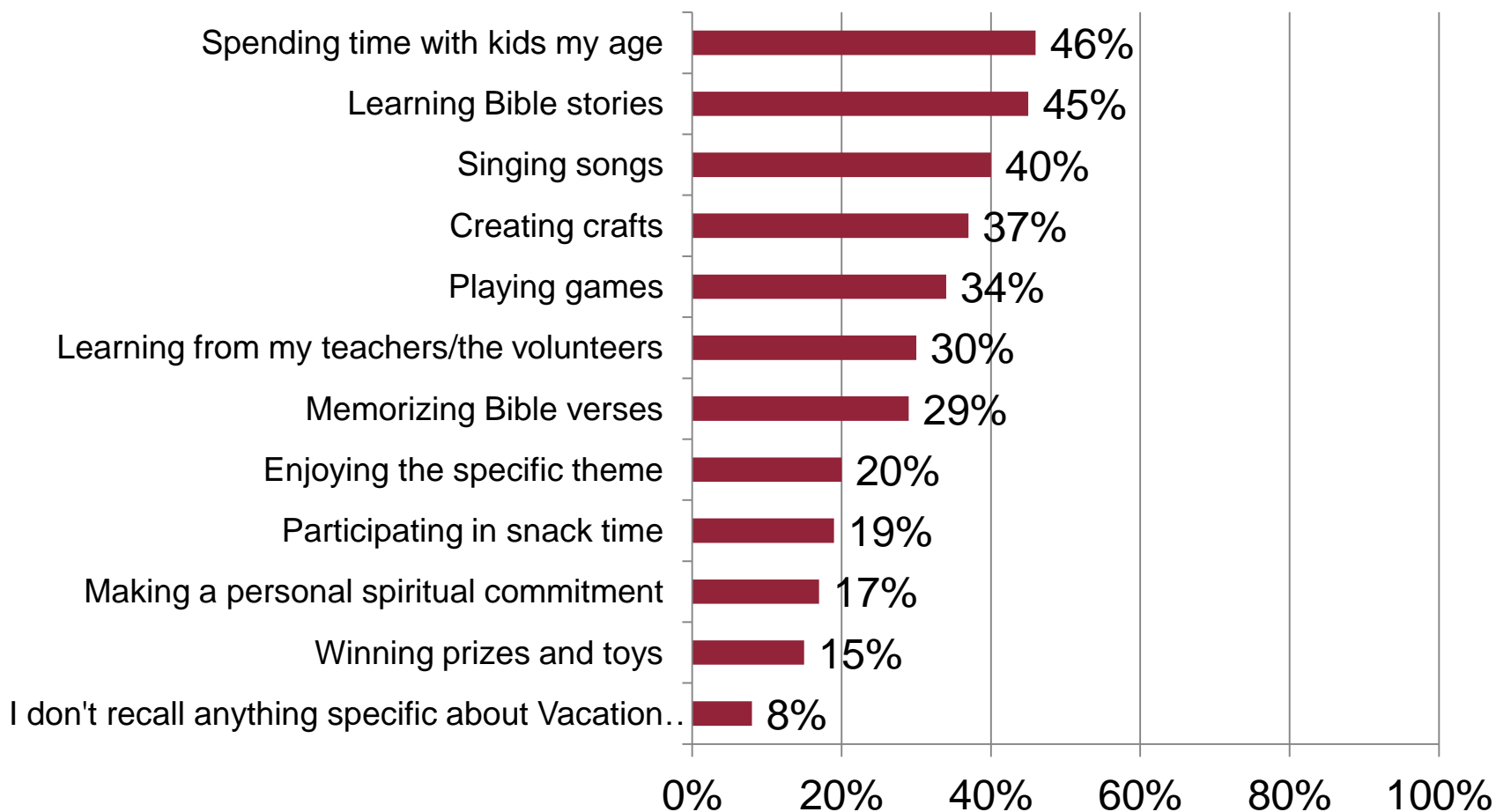


# 9 out of 10 agree that they have positive memories about participating in VBS



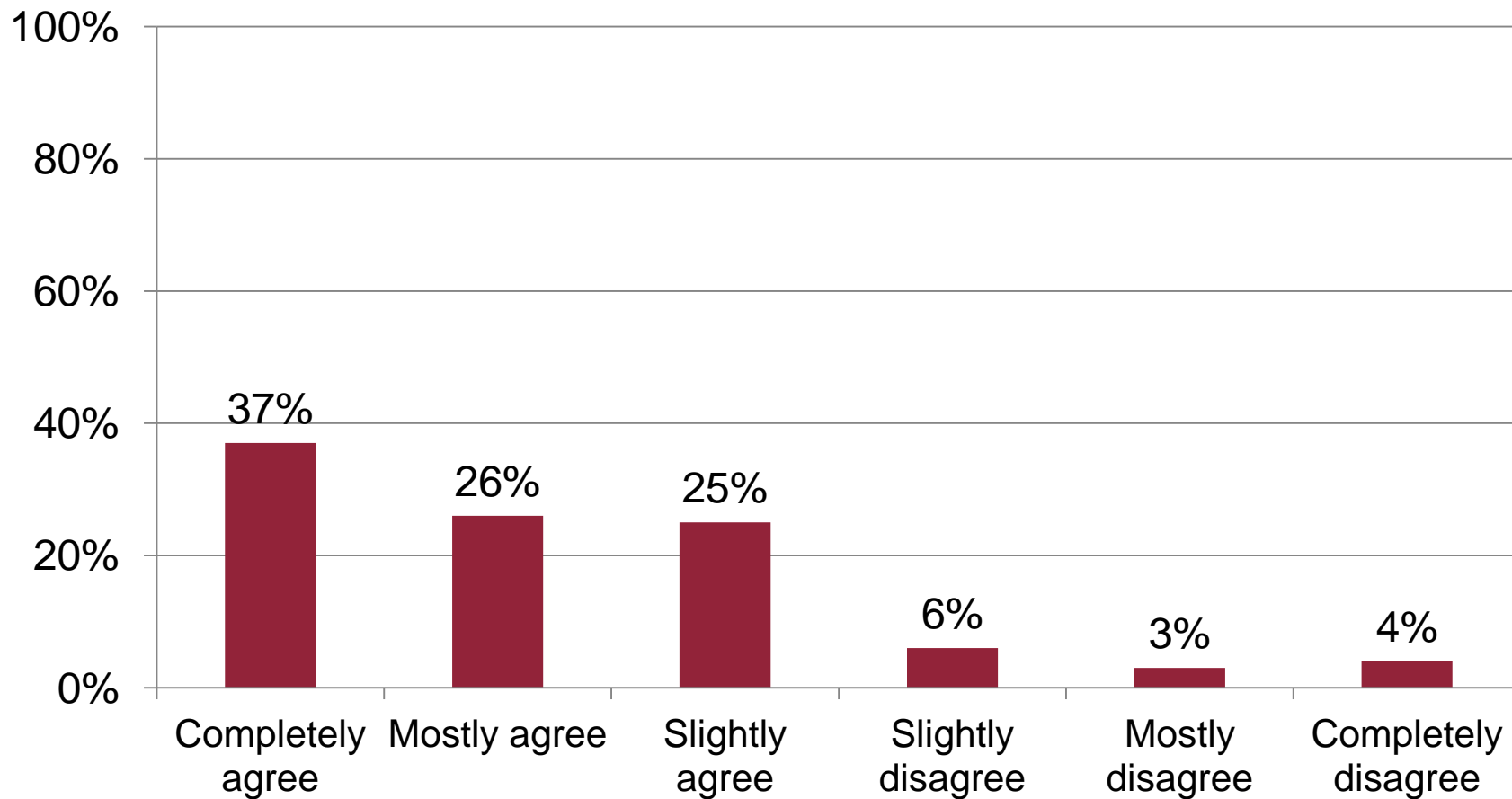
Q14: "Overall, I have positive memories about participating in Vacation Bible School " n=719

# 46% say spending time with kids their own age was one of their strongest memories of VBS



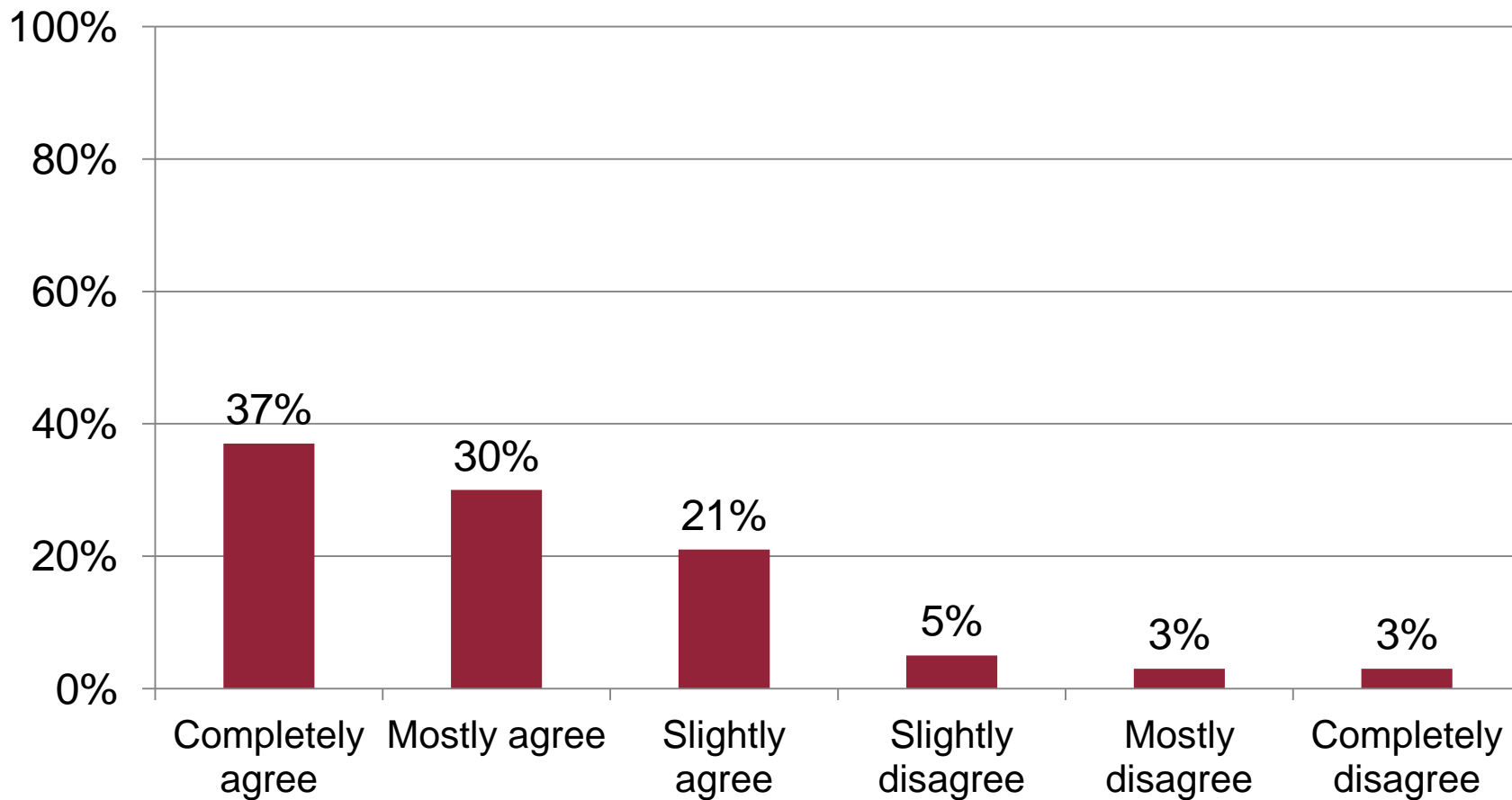
Q15: "My strongest memories of Vacation Bible school are (select all that apply)" n=719

# 88% agree that participating in VBS as a child helped them better understand the Bible



Q17: "Participating in Vacation Bible School as a child helped me better understand the Bible." n=719

# 89% agree that participating in VBS as a child positively influenced their spiritual growth

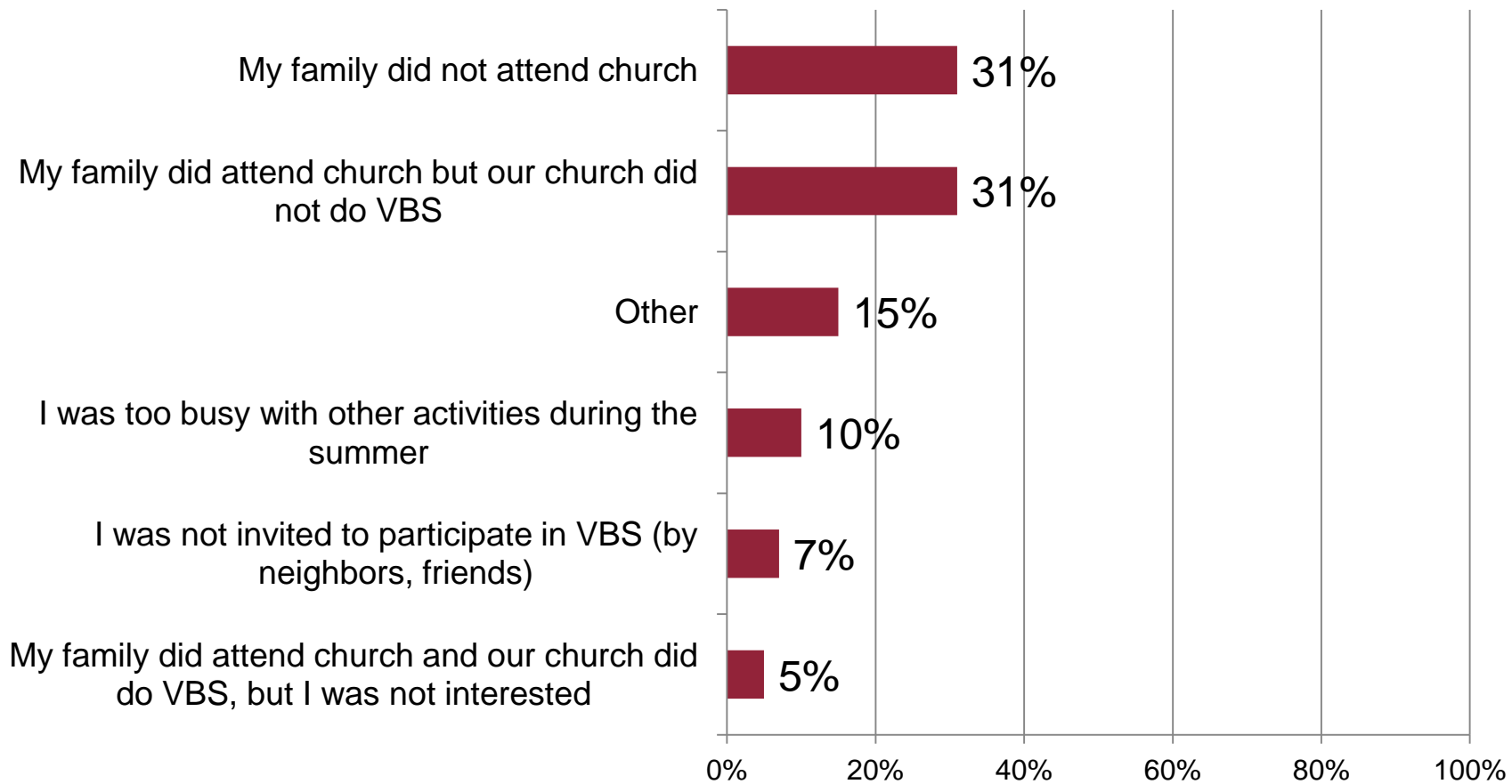


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American Adults who

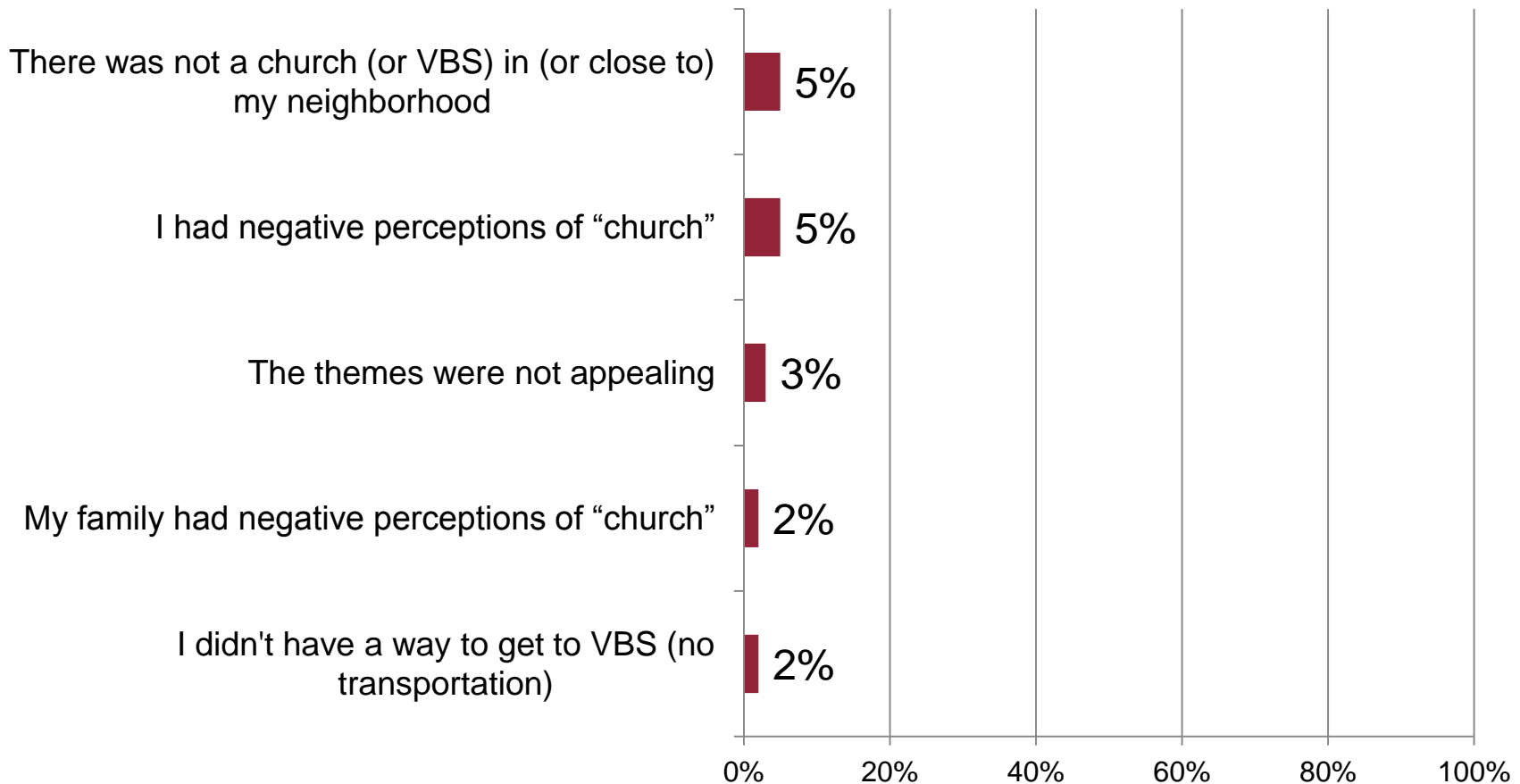
**DID NOT ATTEND VBS**

# 31% indicate that their family not attending church was one of the reasons they did not participate in VBS



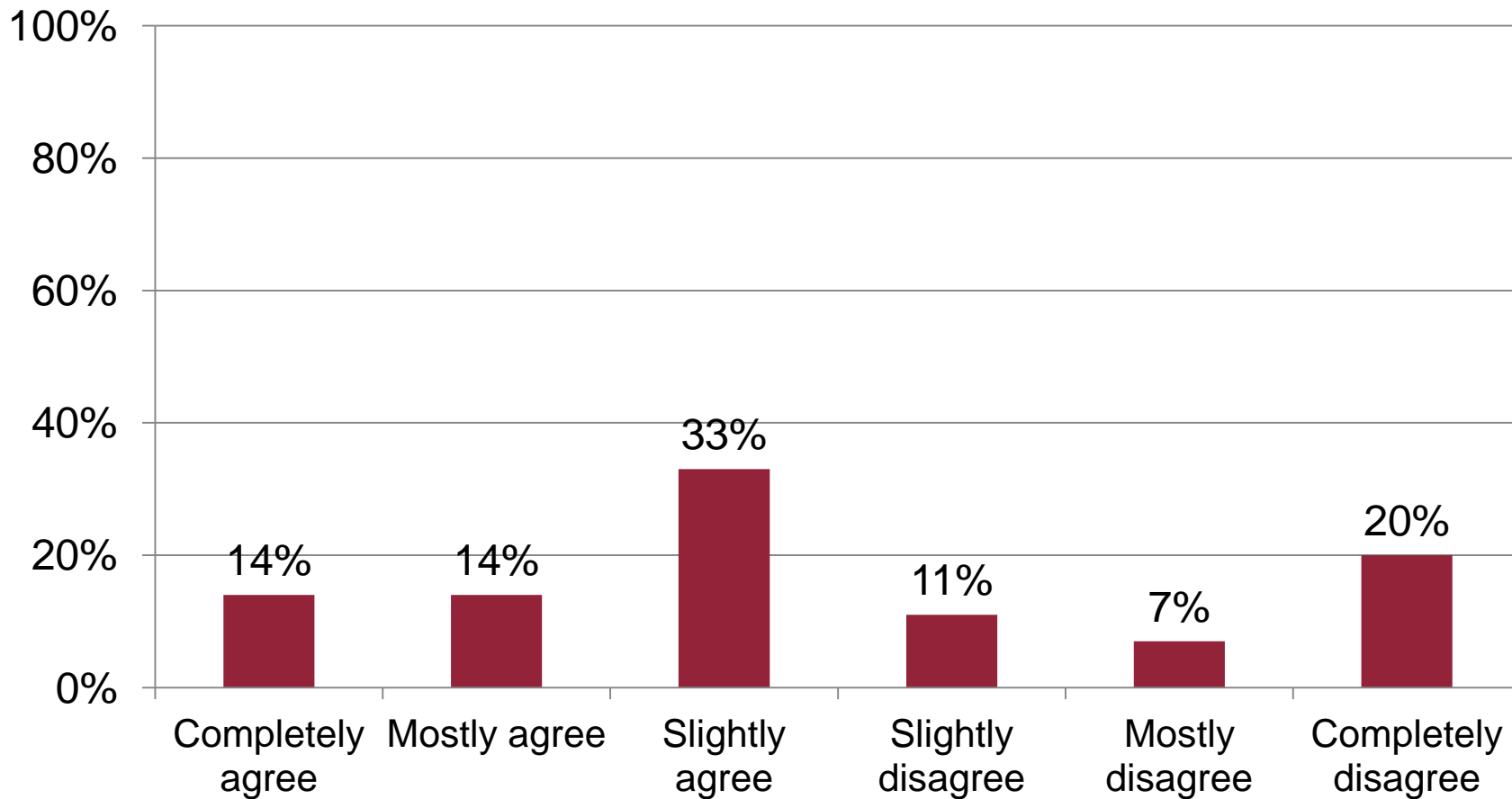
Q21: "Which of the following describe the typical reasons why you did not participate in Vacation Bible School (VBS) when you were growing up? (Select all that apply)" n=481

# Only 3% indicate that the reason they did not attend VBS was because the themes were not appealing



Q21: "Which of the following describe the typical reasons why you did not participate in Vacation Bible School (VBS) when you were growing up? (Select all that apply)" n=481

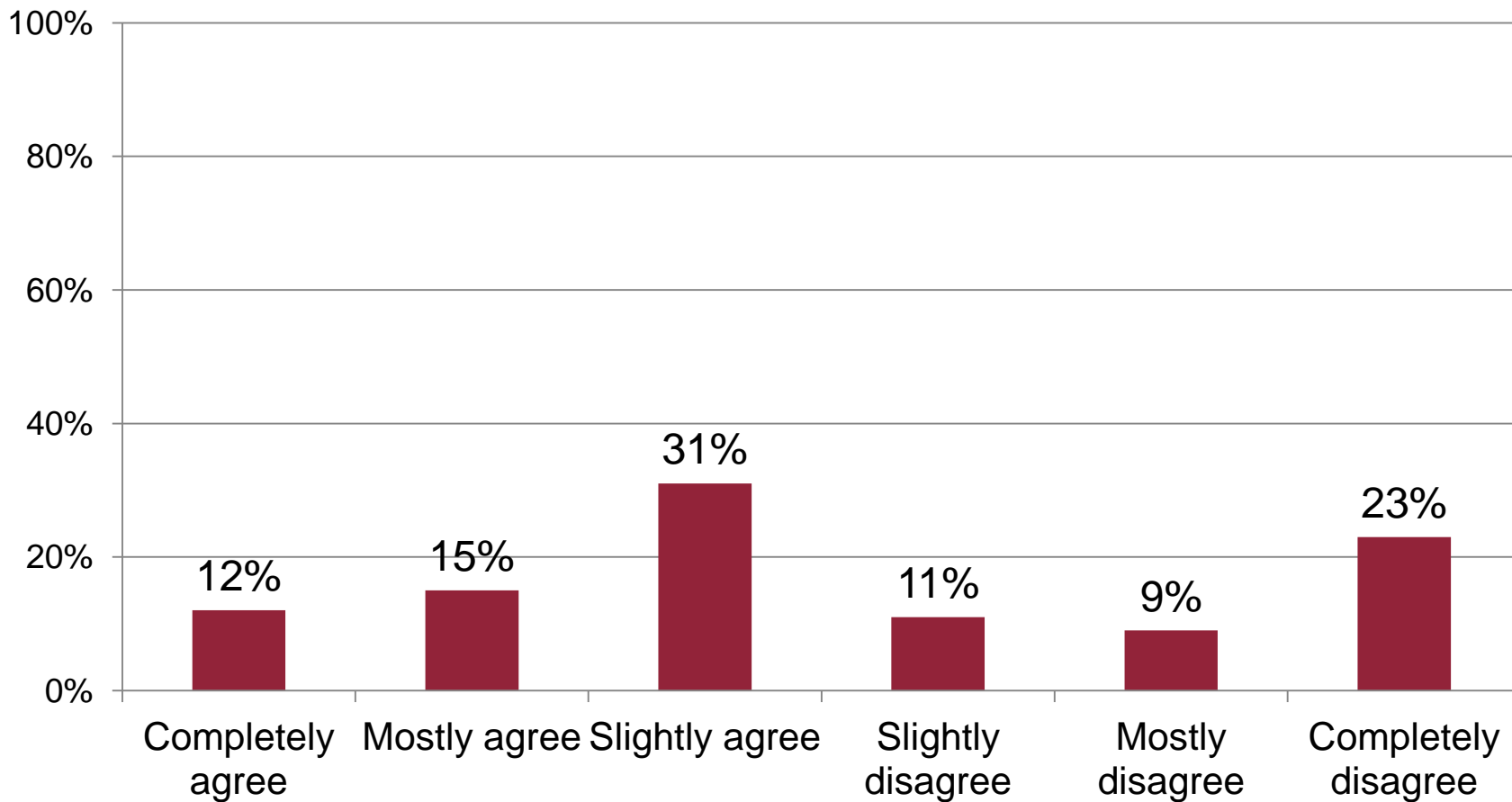
# 61% say they have a positive view about Vacation Bible School



Q22: "Even though I didn't attend VBS growing up, today I have a positive view about Vacation Bible School overall" n=481

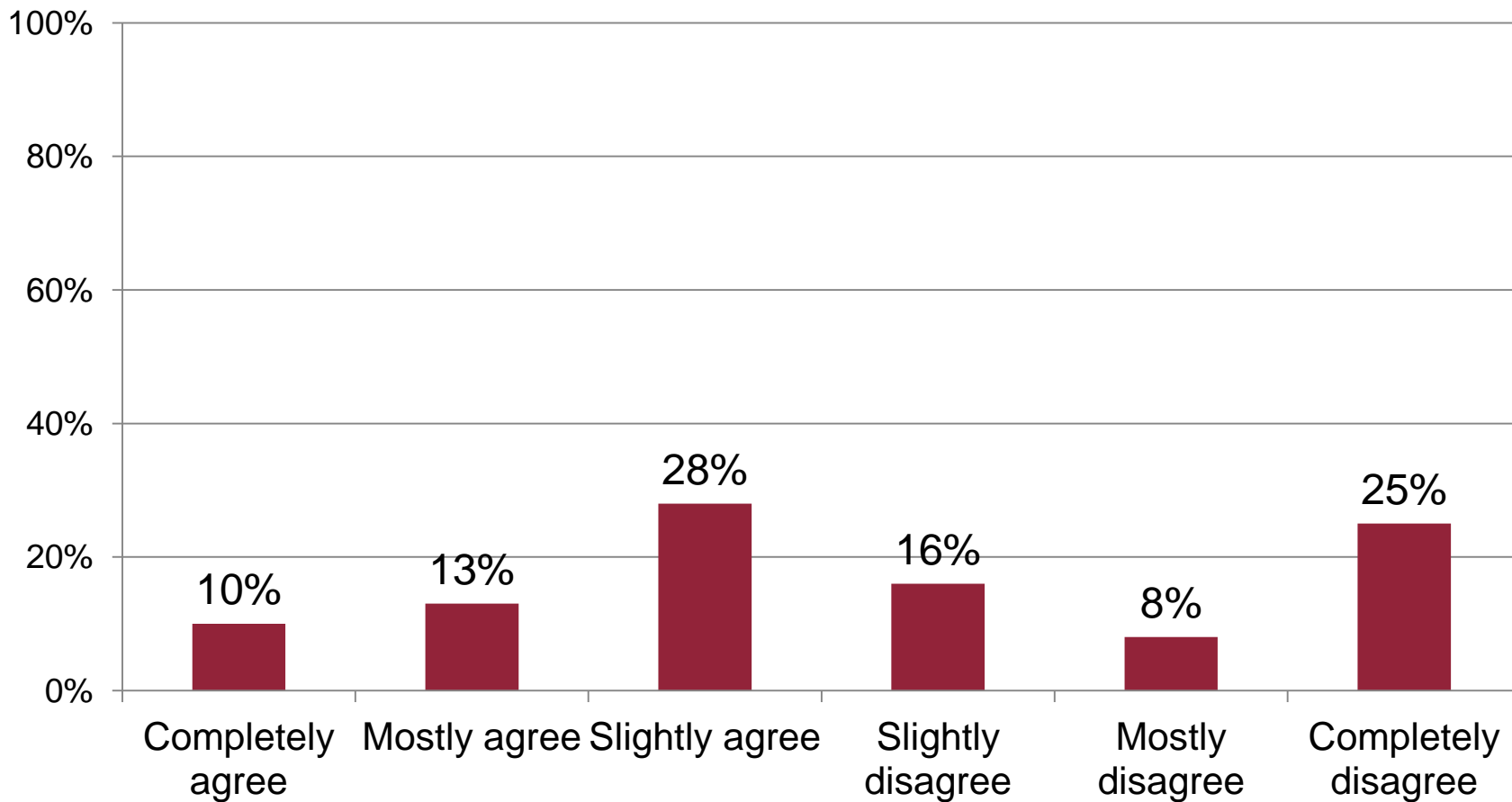


# 57% agree that participating in VBS would have helped them better understand the Bible



Q26: "I believe participating in Vacation Bible School when I was growing up would have helped me better understand the Bible." n=481

# 52% agree that participating in VBS would have directly impacted their spiritual growth in positive ways

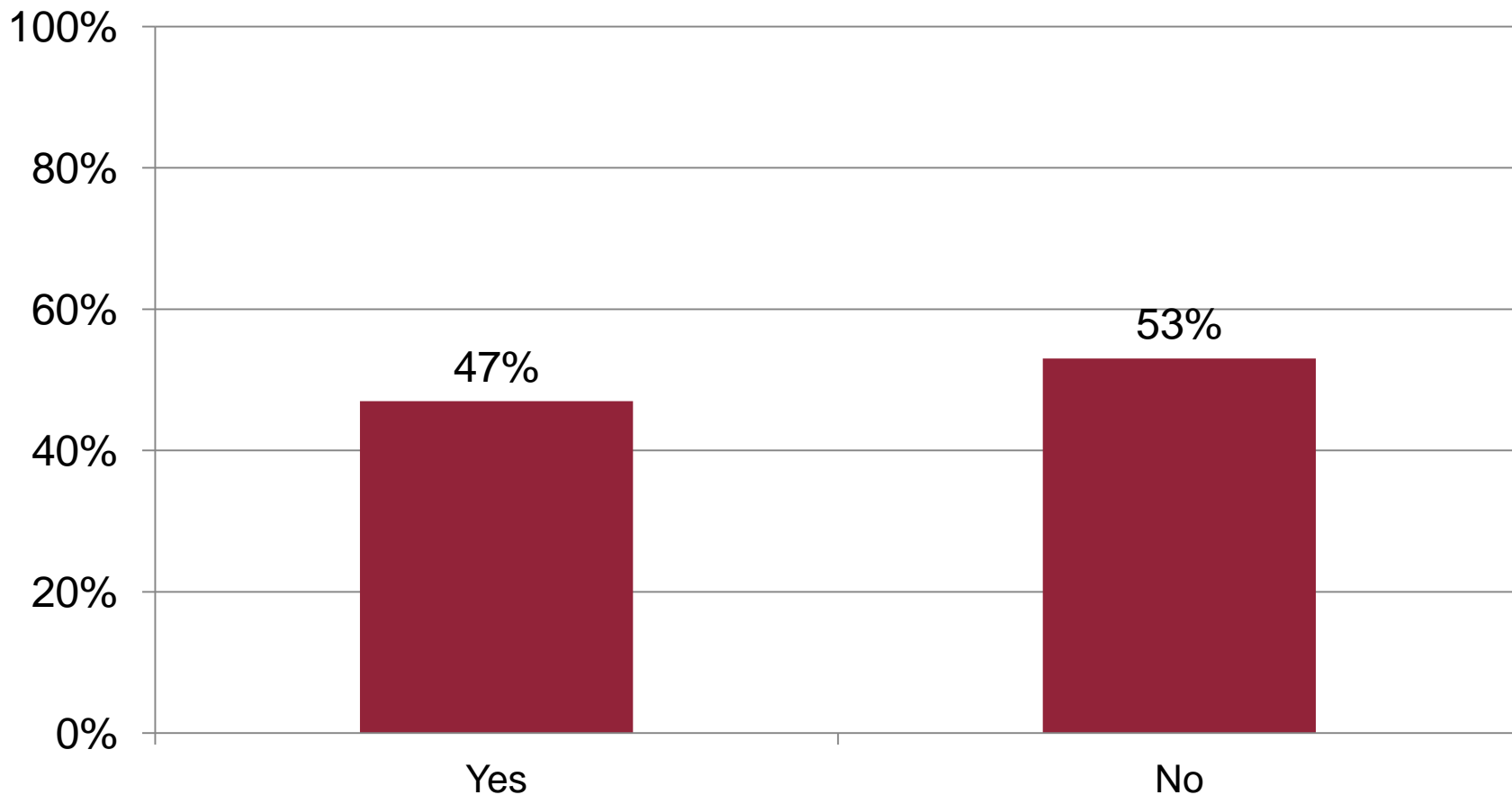


Q27: "I believe participating in Vacation Bible School when I was growing up would have directly impacted my spiritual growth in positive ways." n=481

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# AMERICAN PARENTS

# 47% of American parents say that their children under age 19 have attended VBS

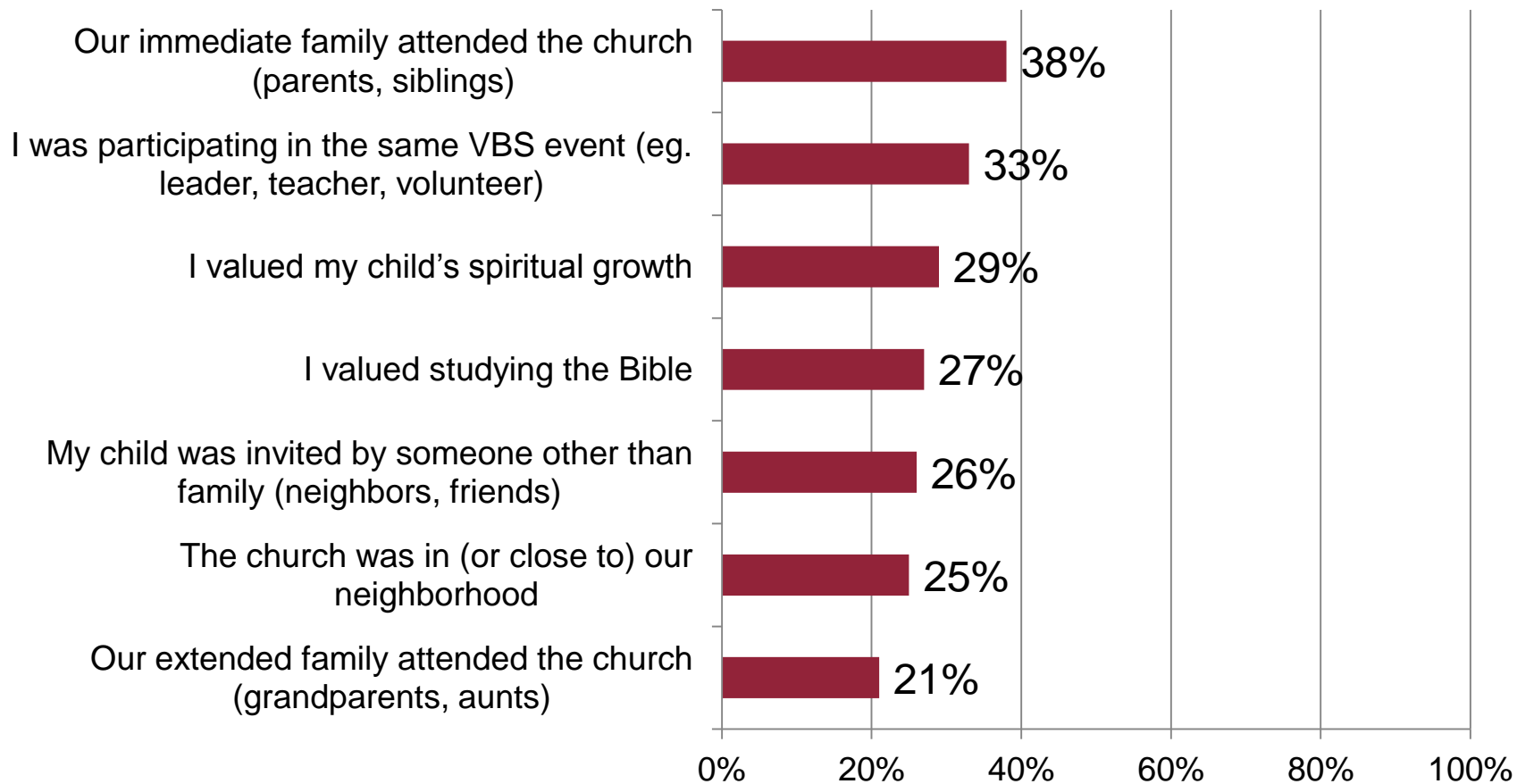


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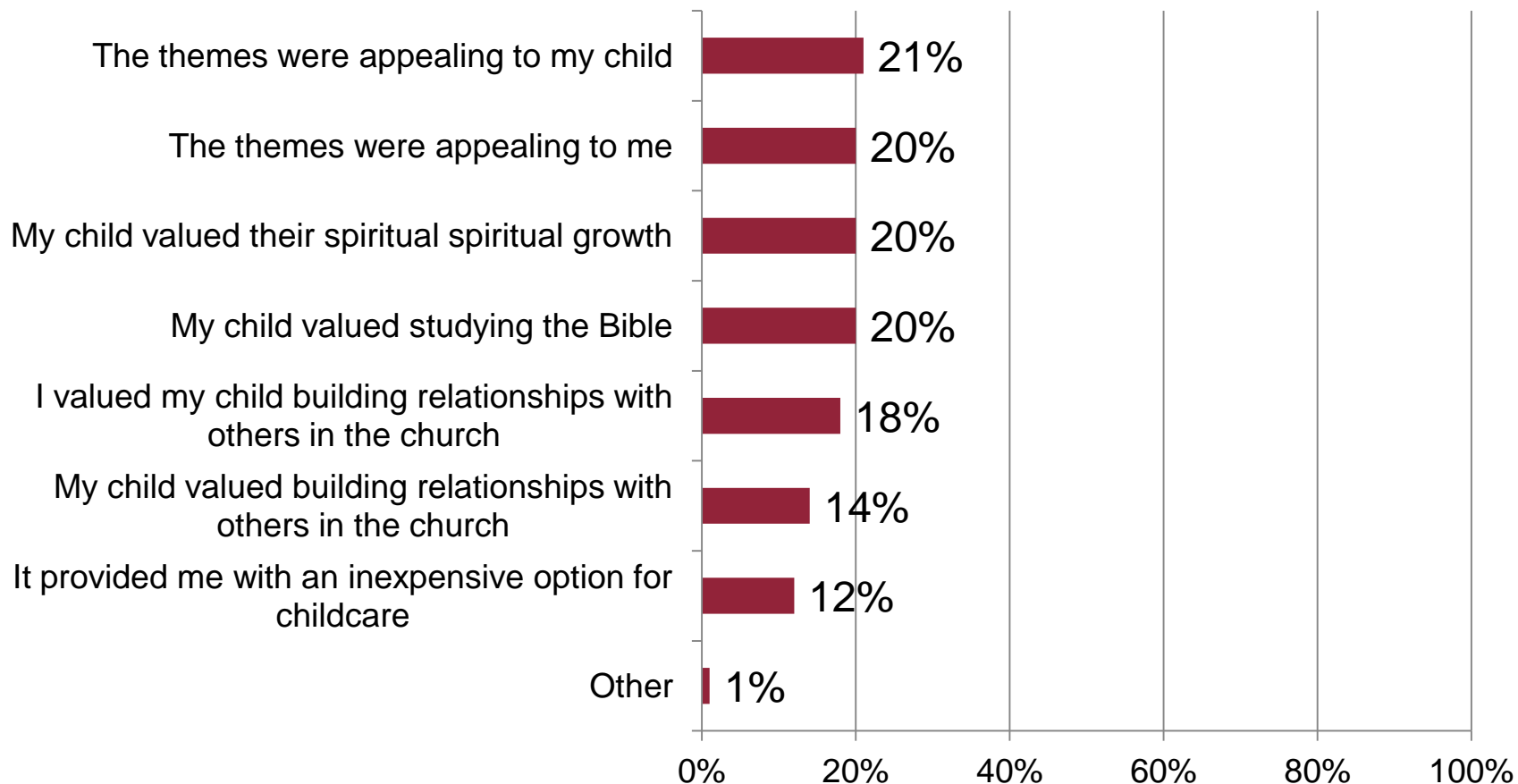
American Adults whose child or children

**ATTENDED VBS**

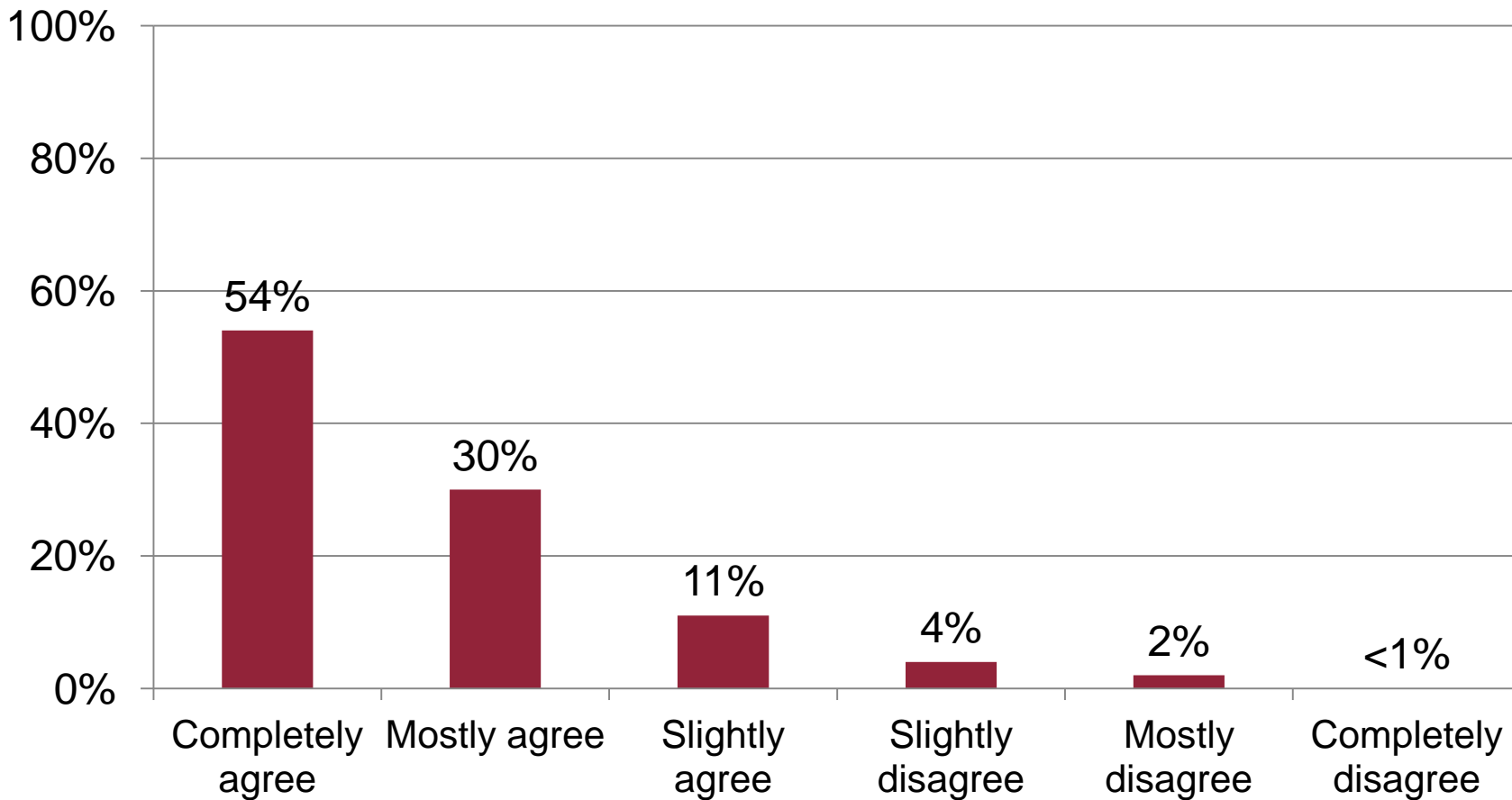
# 26% say that being invited by someone other than family was a factor that contributed to their child participating in VBS



# 12% say that VBS providing them with an inexpensive option for childcare was a factor that contributed to their child participating

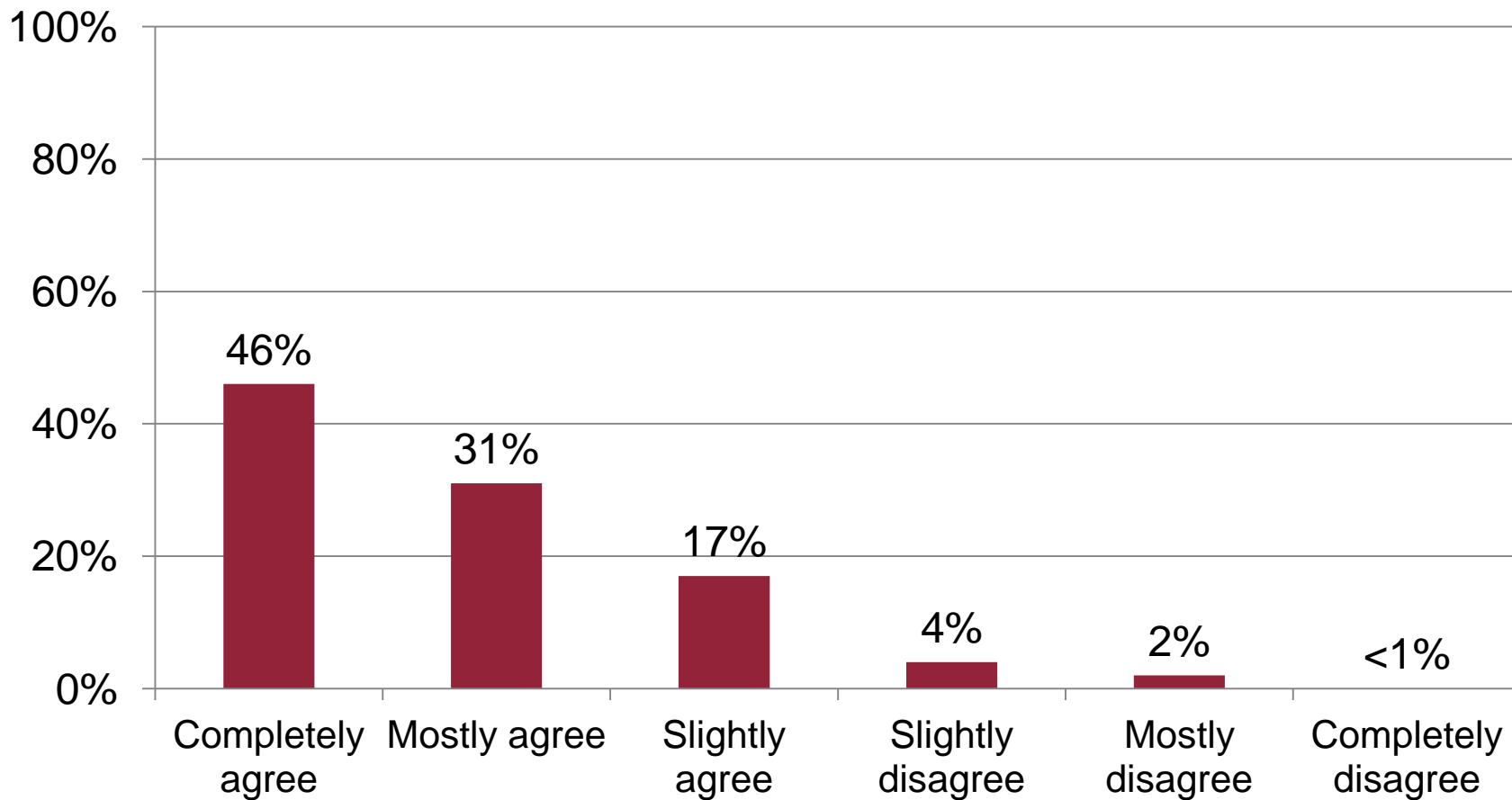


# 95% agree that participating in Vacation Bible School was a positive experience for their child

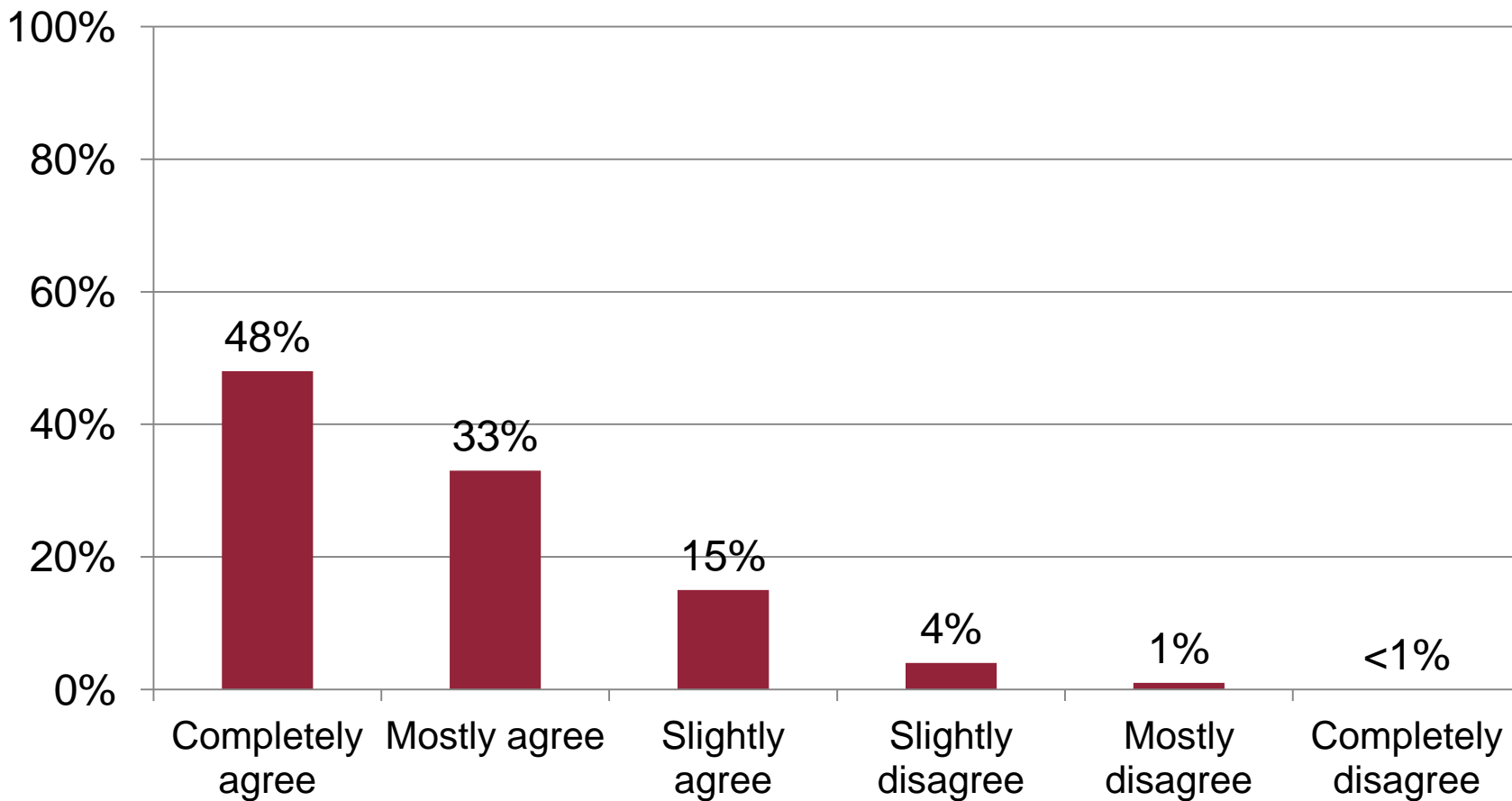




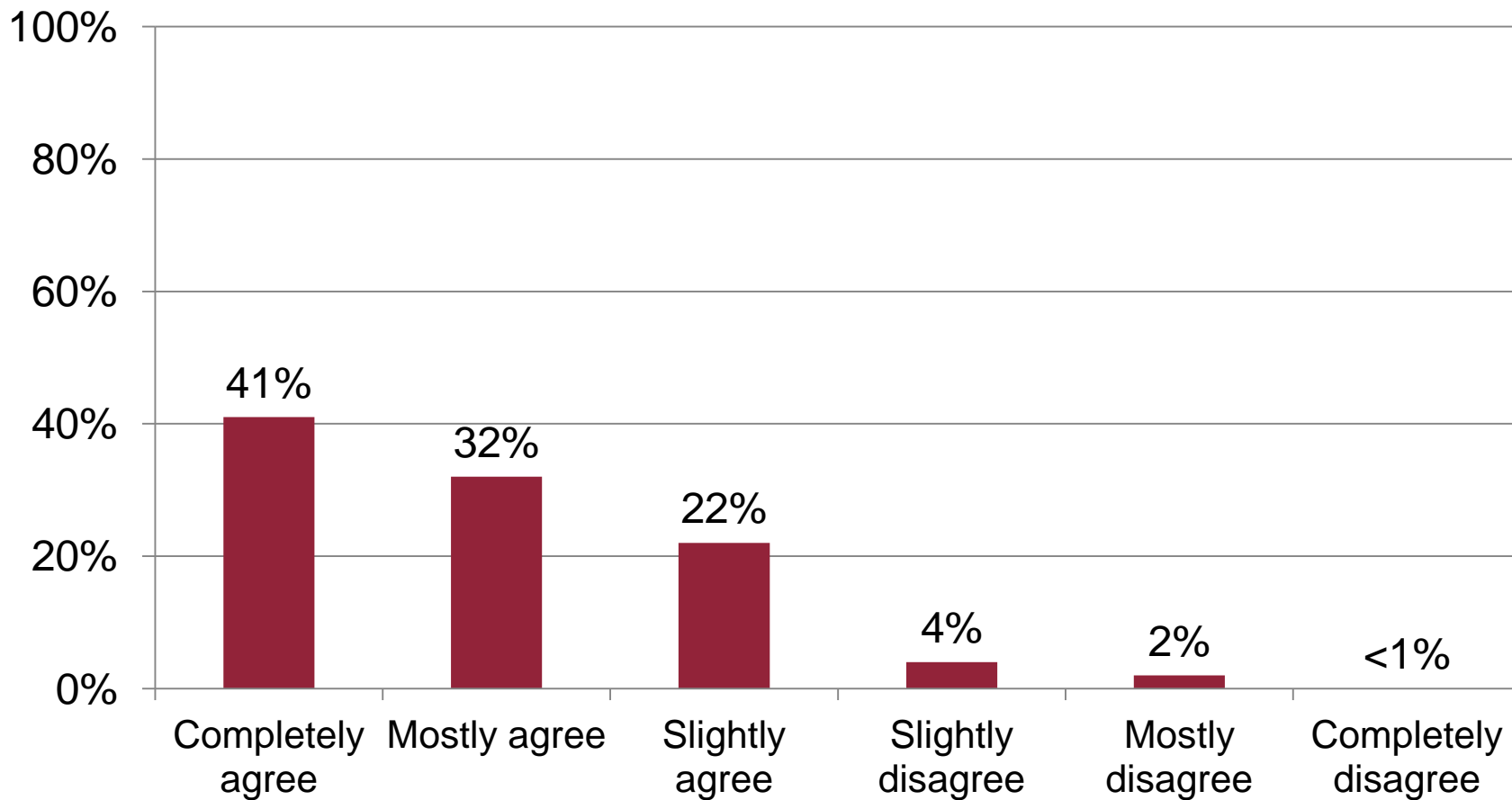
# 94% agree that participating in VBS helped their child better understand the Bible



# 95% agree that participating in VBS positively influenced their child's spiritual growth



# 95% agree that participating in VBS was one of their child's most meaningful church experiences



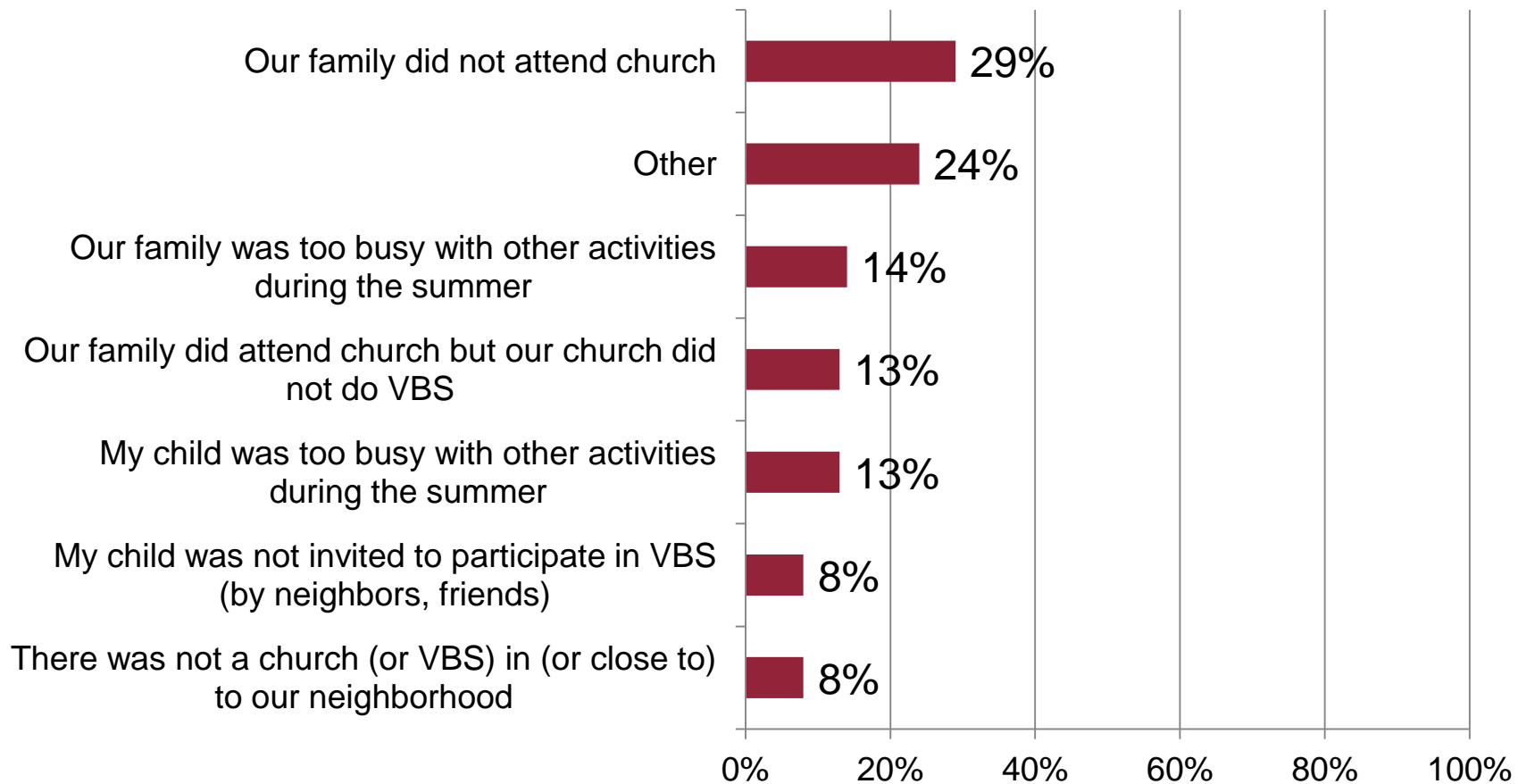
Q36: "Participating in Vacation Bible School was one of my child's most meaningful church experiences" n=223

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American Adults whose child or children

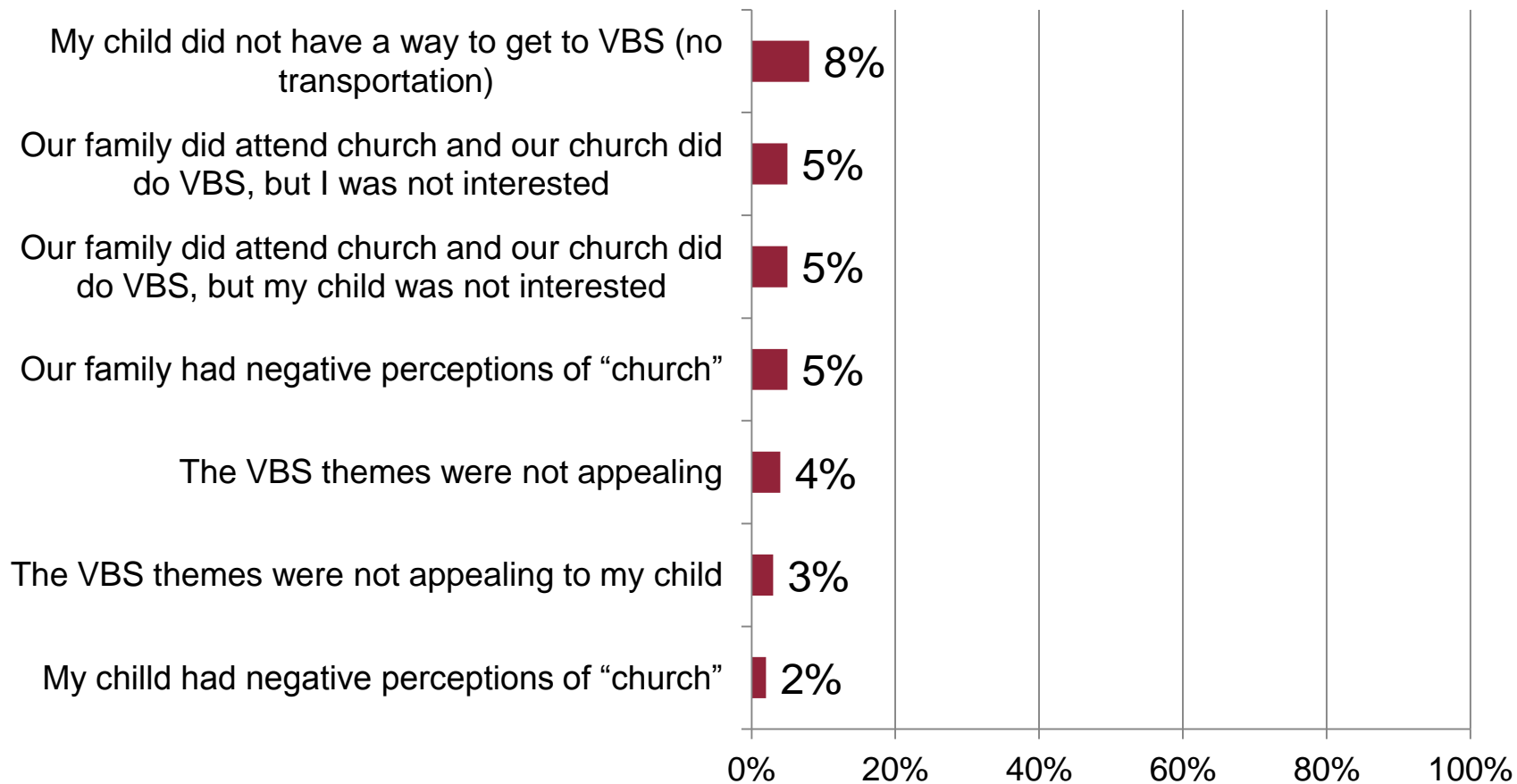
**DID NOT ATTEND VBS**

# 29% say that their family not attending church was a reason why their child had not participated in VBS



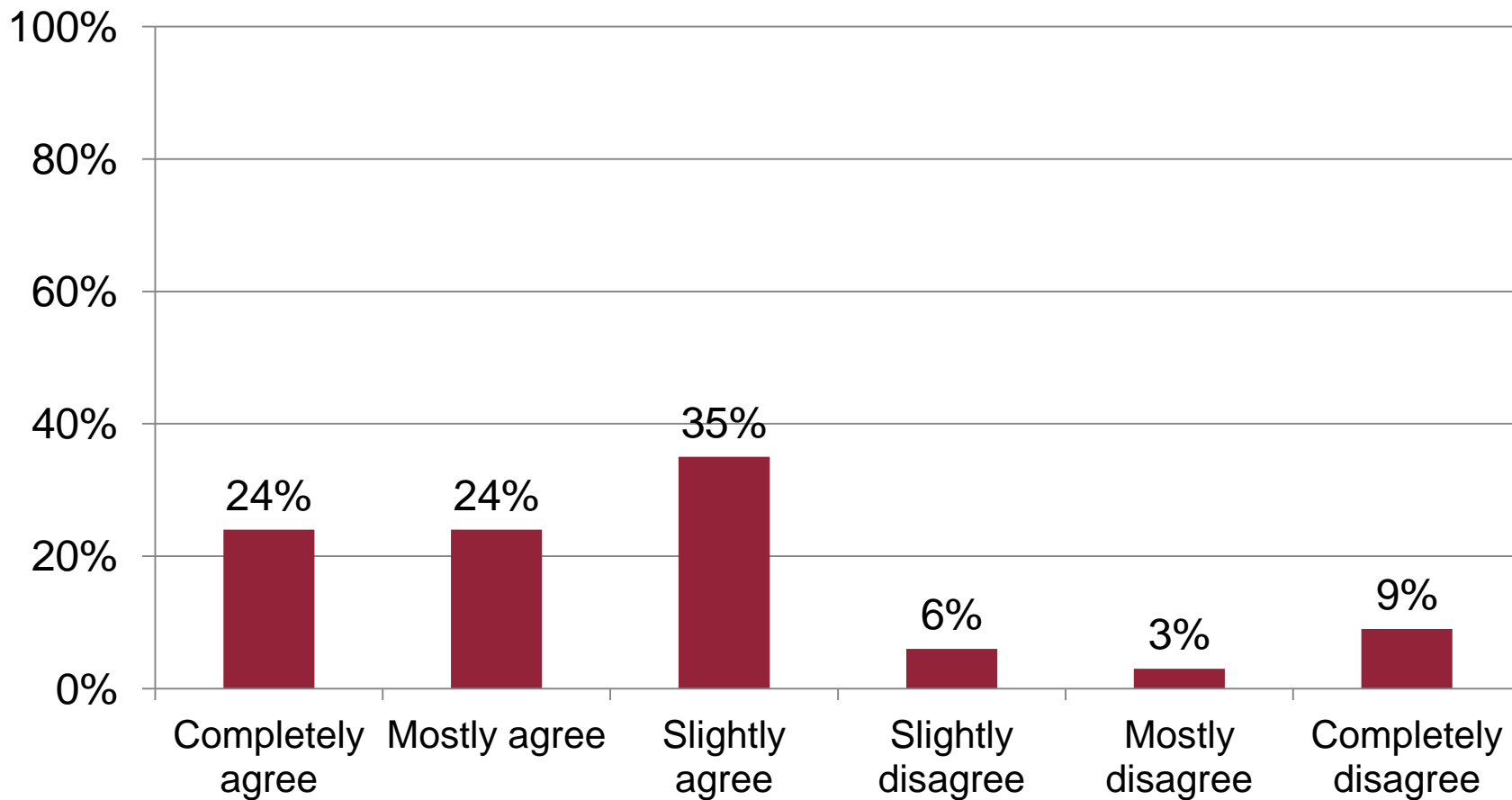
Q37: "Which of the following describe the typical reasons why your child (children) **has not participated** in a Vacation Bible School event? (Select all that apply)" n=221

# 8% say that a reason why their child had not participated in VBS was because they did not have transportation to the VBS event



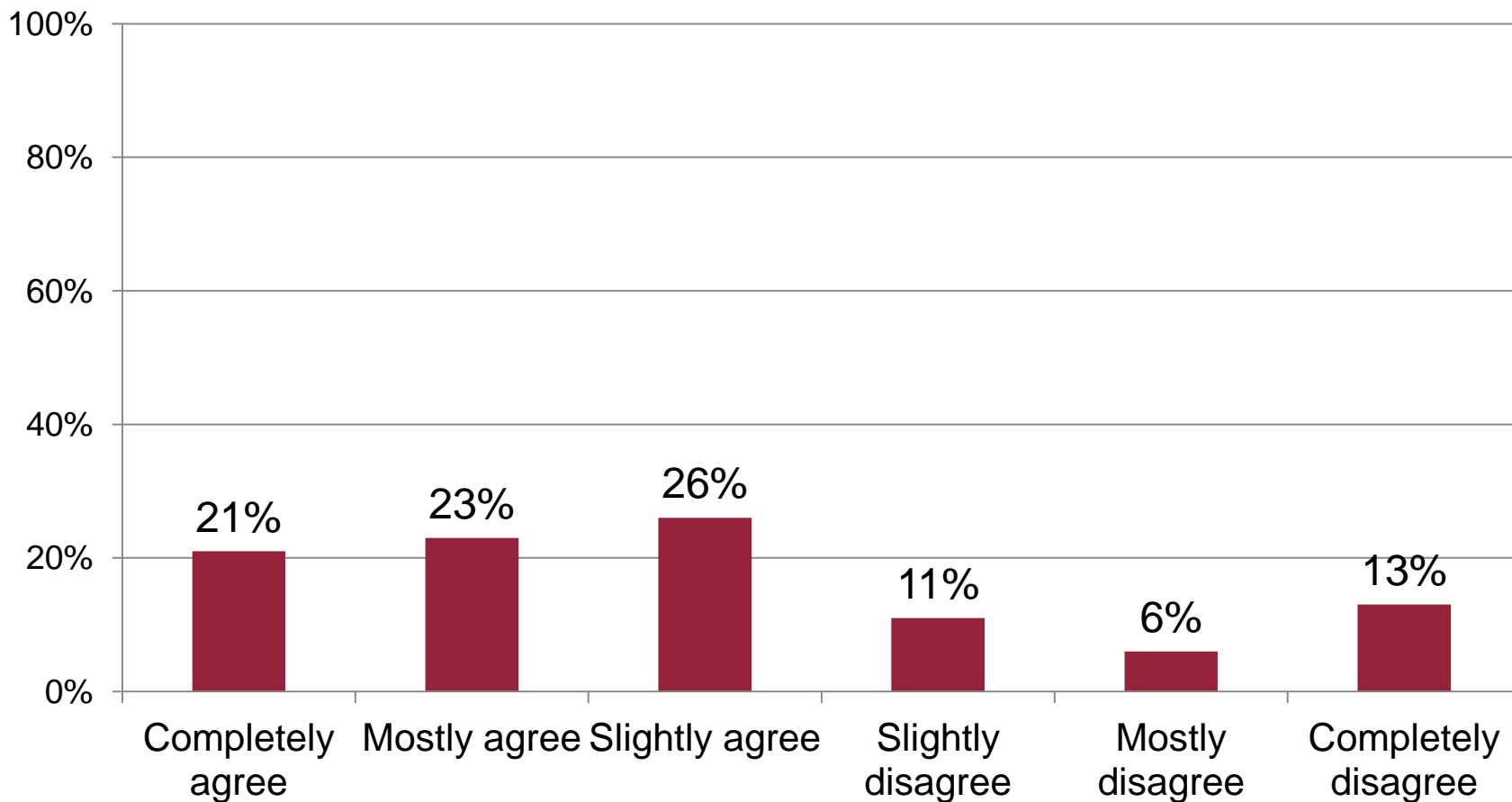
Q37: "Which of the following describe the typical reasons why your child (children) **has not participated** in a Vacation Bible School event? (Select all that apply)" n=221

# 83% say they have a positive view of Vacation Bible School overall



Q38: "Even though my child didn't participate in VBS, I have a positive view about Vacation Bible School overall" n=221

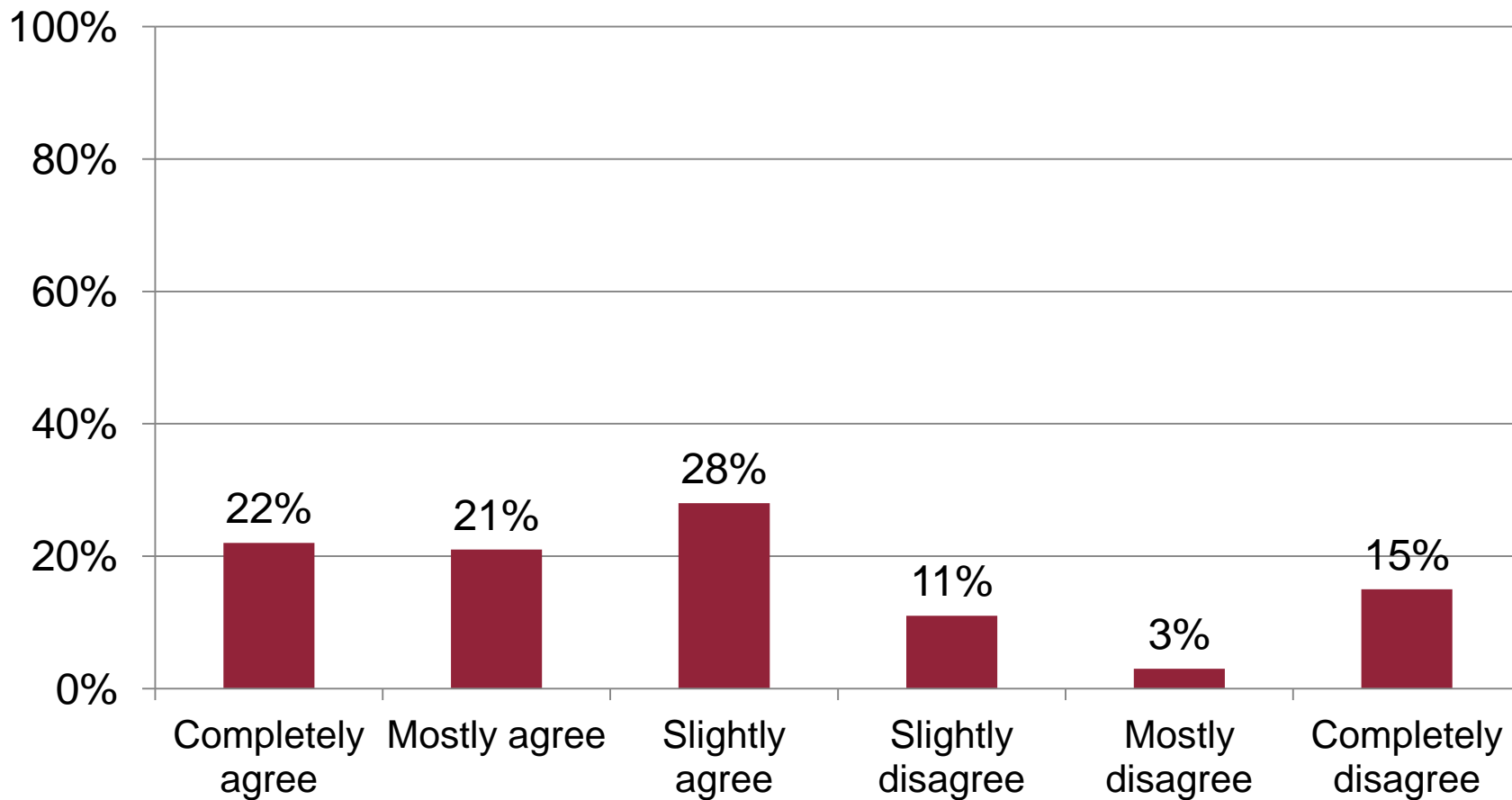
# 69% agree that participating would have helped their child better understand the Bible



Q42: "Even though my child didn't participate in VBS, I believe participating in Vacation Bible School would have helped my child better understand the Bible." n=220



# 71% agree that participating in VBS would have directly impacted their child's spiritual growth in positive ways



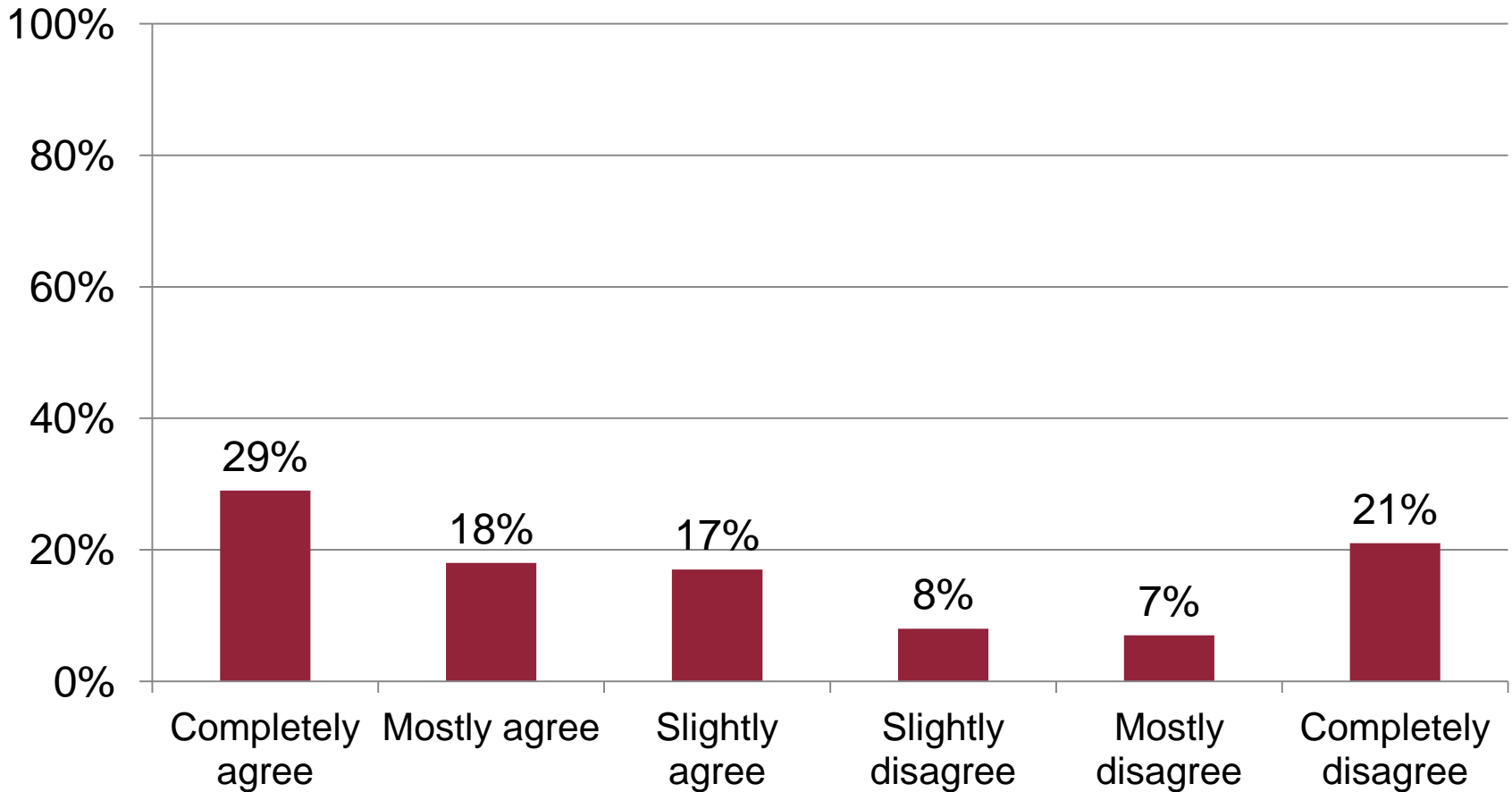
Q43: "Even though my child didn't participate in VBS, I believe participating in Vacation Bible School would have directly impacted my child's spiritual growth in positive ways" n=220

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American Adults with Kids

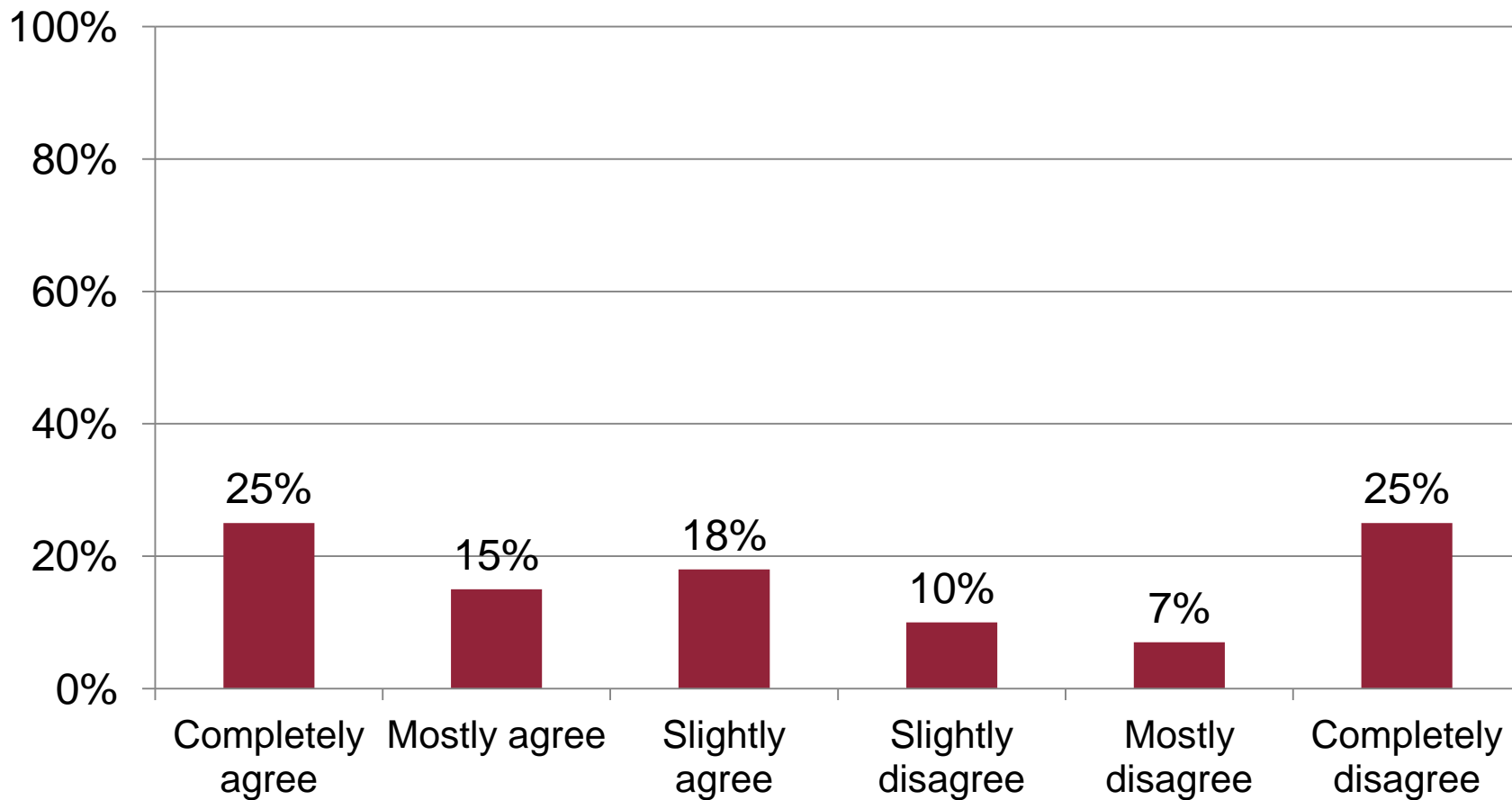
# UPCOMING VBS ATTENDANCE

# 64% agree that their child is likely to participate in VBS this summer

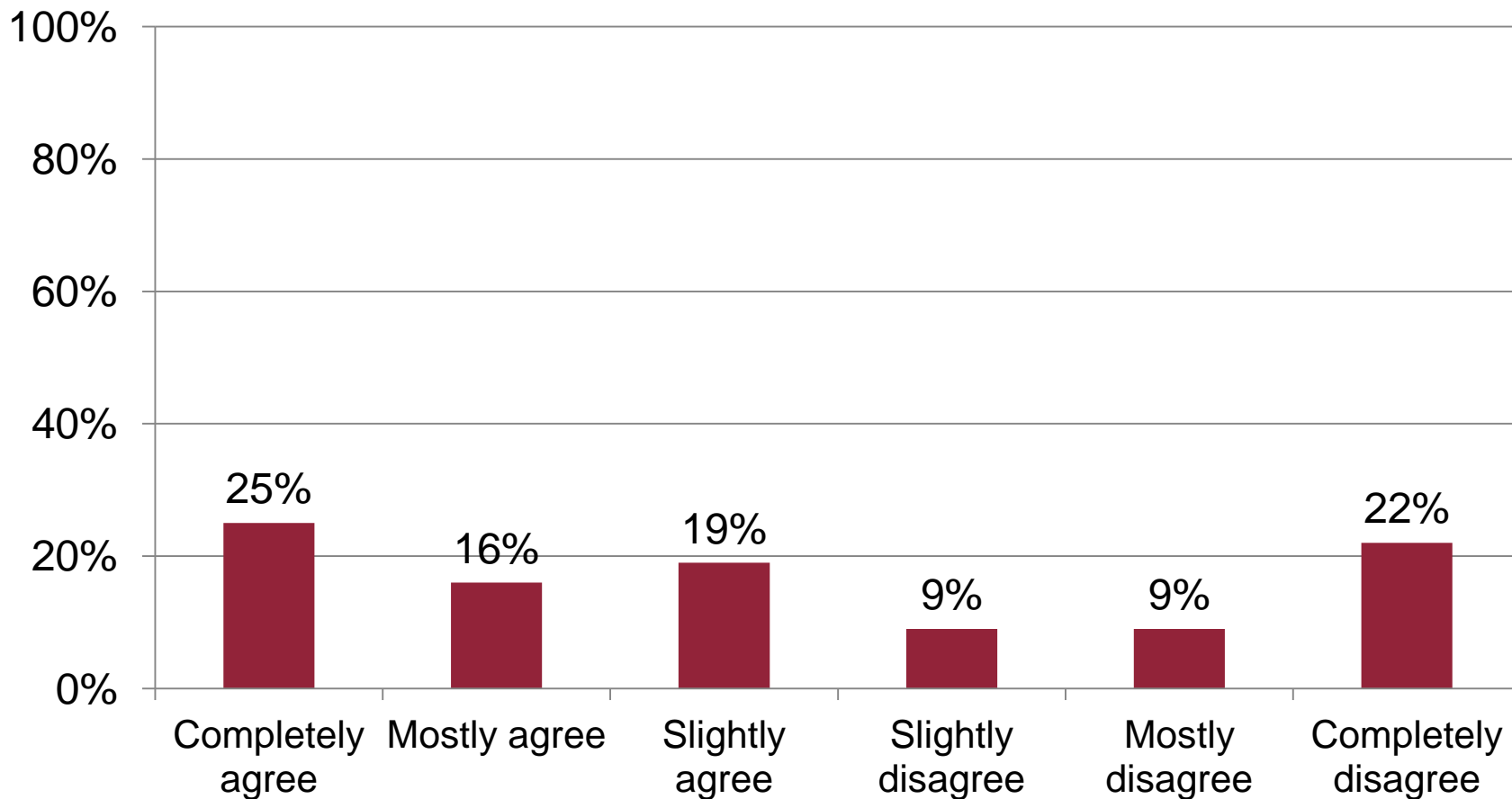


Q47: "My child (or children) is (are) likely to participate in Vacation Bible School this summer." n=443

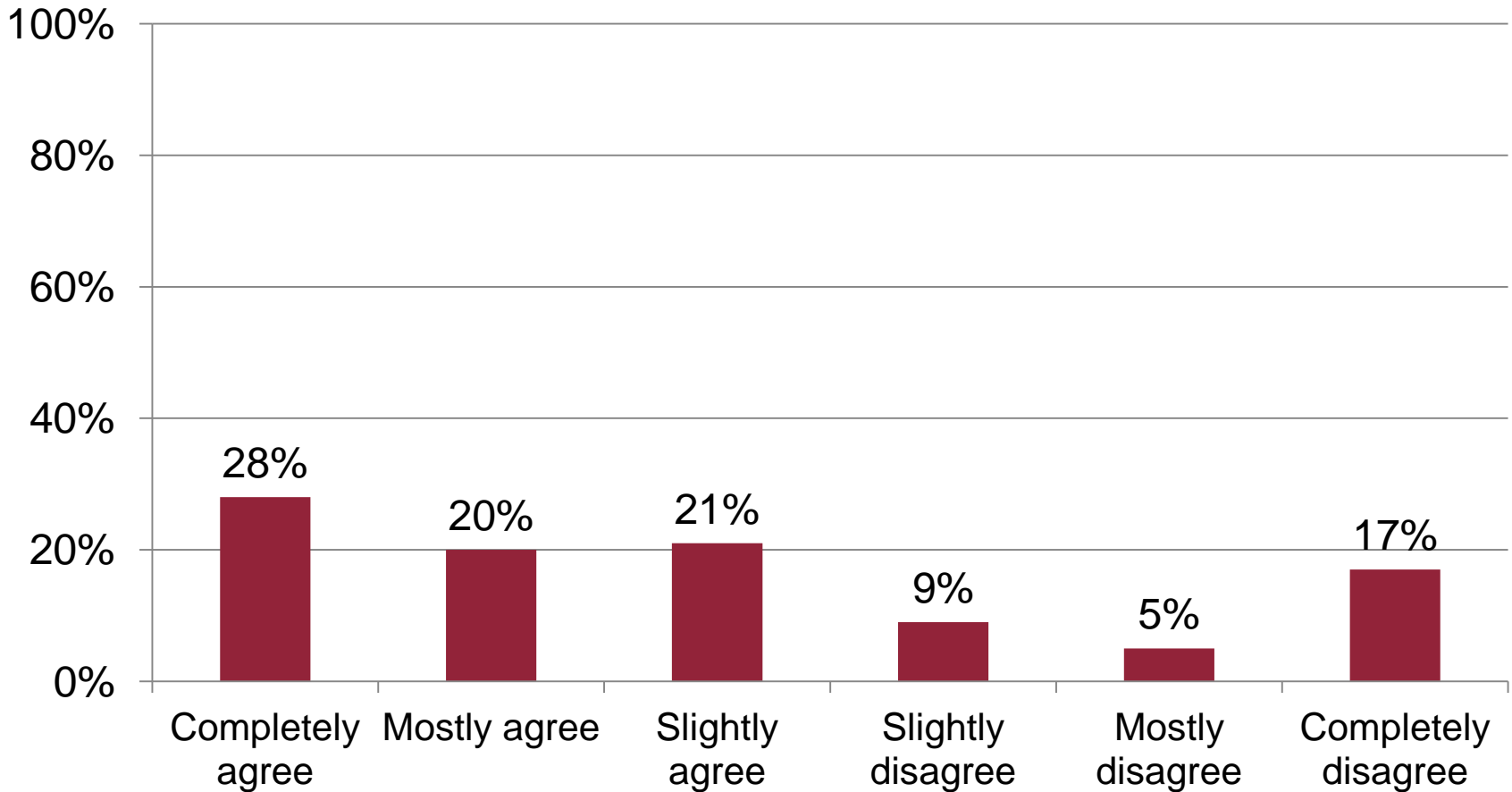
# 58% agree that their child is likely to participate in more than one Vacation Bible School event this summer



# 60% will encourage their child to participate in a VBS event at a church they do not regularly attend



# **69% will encourage their child to participate in a VBS event at a church they don't attend if invited by one of their friends**



Q50: "This summer I will encourage my child to participate in a Vacation Bible School event at a church that I do not regularly attend if invited by one of their friends." n=443

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