

Churchgoers Views – Church Invitations

Representative Survey of 1,010
American Churchgoers

Methodology

LifeWay Research conducted the study August 22 – 30, 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.

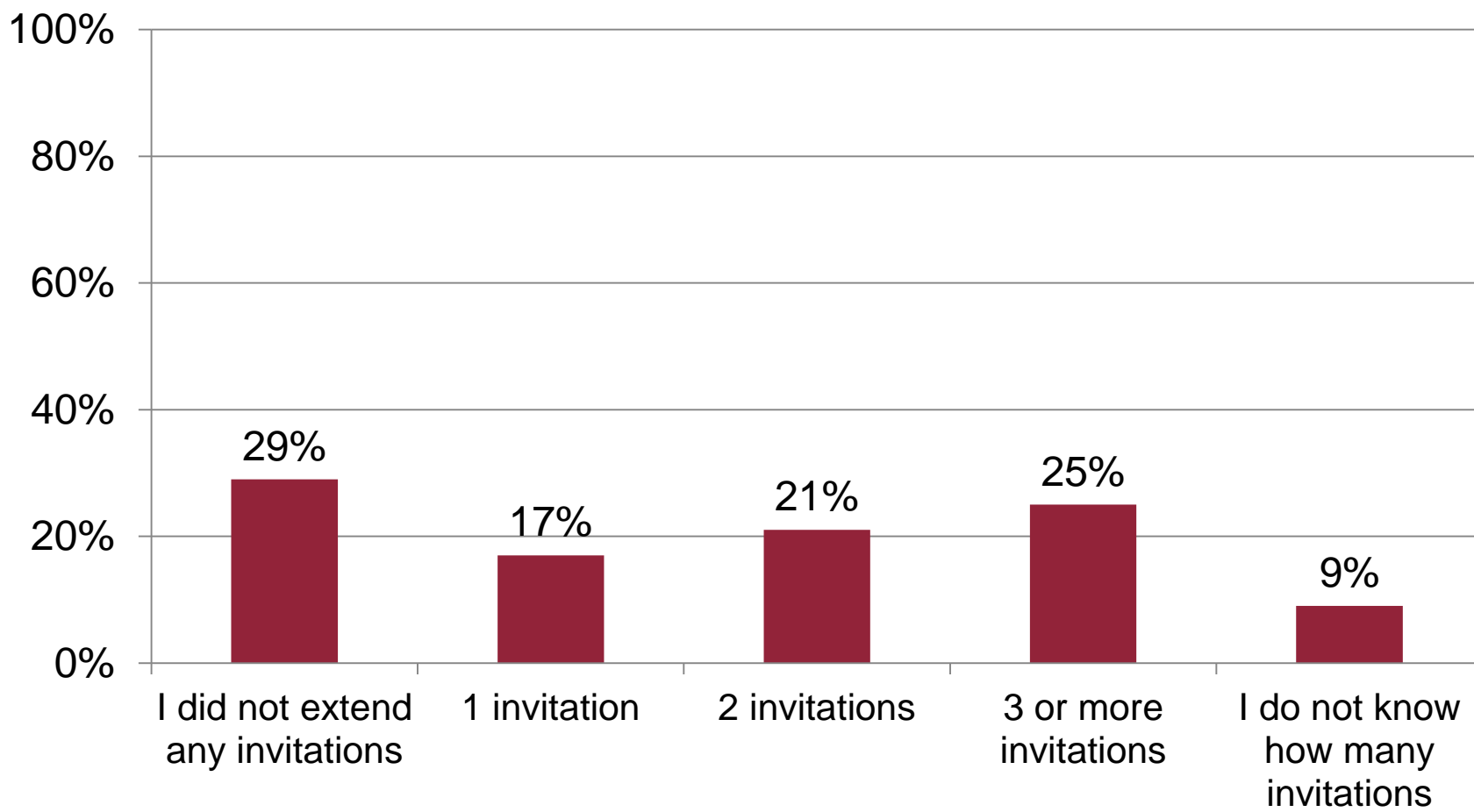
Methodology

For this survey, a nationally representative sample of U.S. Protestant and non-denominational adults (18 and older) which attends religious services once a month or more often 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 1,010 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percentage points. Margins of error are higher in sub-groups.

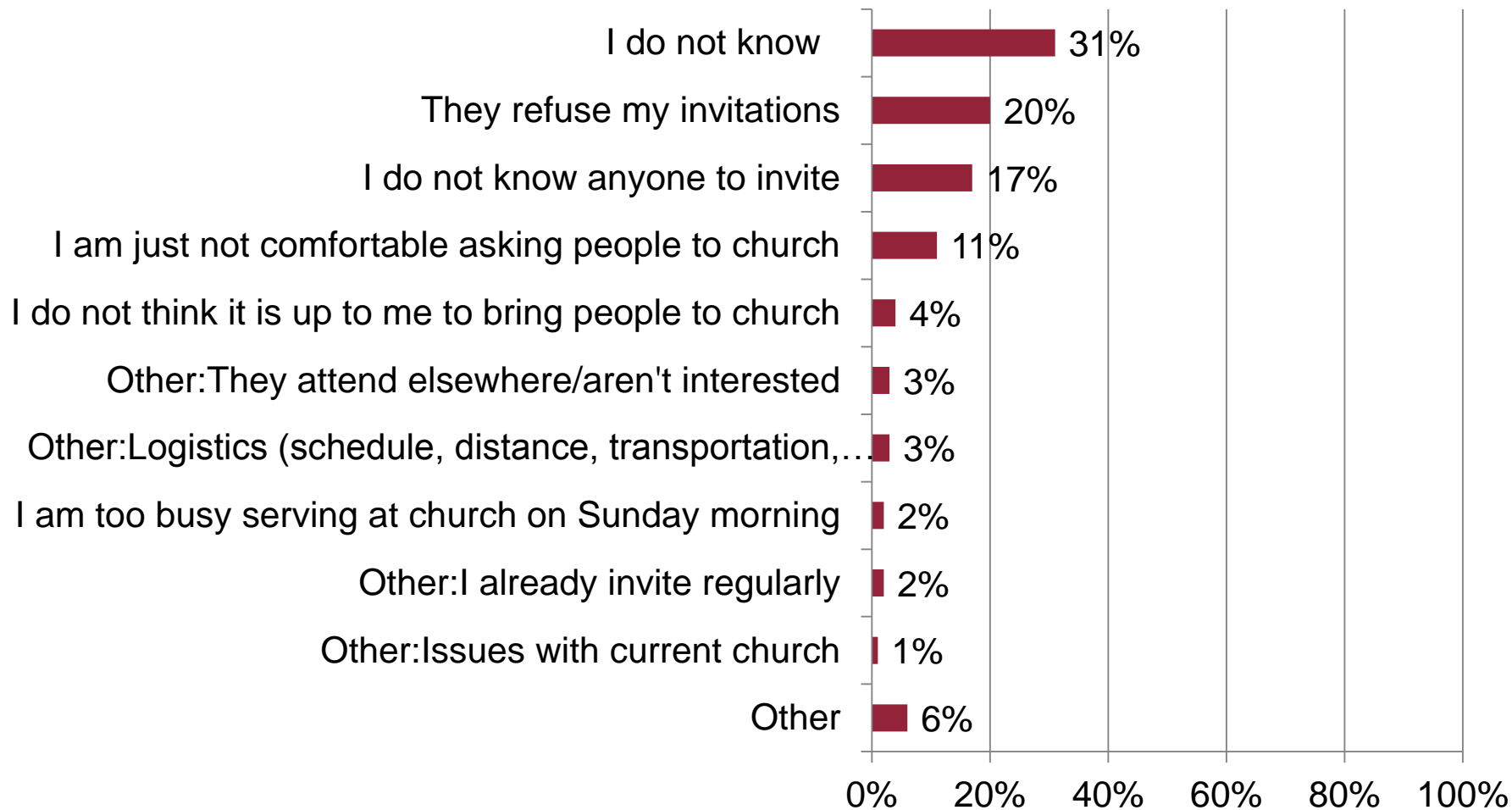
Survey Responses

62% say they extended at least one invitation; 29% say they did not extend any invitations



Q29: "During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church? (Include repeated invitations to the same person or family and include invitations even if they did not attend.) n=1005

20% say the people they invite refuse; 17% say they do not know anyone to invite; 11% are not comfortable asking



Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Church Service Attendance
Evangelical Beliefs
Church Size (Attendance)
Denomination

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

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among churchgoers' service attendance, Evangelical Beliefs, church size (by attendance), and denomination.

Church Service Attendance	Evangelical Beliefs	Church Size (Attendance)	Denomination
At least once a week	Yes	Less than 50	Baptist
Once or twice a month	No	50-99	Lutheran
		100-249	Methodist
		250-499	Non-denominational
		500-999	Assemblies of God/Pentecostal
		1000 or more	

Evangelical Beliefs

- 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

“During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church?”

- Females (27%) are more likely to answer “3 or more invitations” than males (21%)
- Those in the Northeast (42%) and Midwest (37%) are more likely to answer “I did not extend any invitations” than those in the South (24%) and West (26%)
- Those in the South (27%) are more likely to answer “3 or more invitations” than those in the West (18%)
- Black, Non-Hispanics (31%) are more likely to answer “3 or more invitations” than White, Non-Hispanics (22%)
- Those with a Bachelor’s degree (39%) are more likely to answer “I did not extend any invitations” than those who are high school graduates or less (26%) or those with some college (27%)
- Those who are high school graduates or less (26%) or those with some college (27%) are more likely to answer “3 or more invitations” than those with a Bachelor’s degree (19%)

“During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church?”

- Those attending church services at least once a week are less likely to answer “I did not extend any invitations” than those attending once or twice a month (26% v. 46%) and more likely to answer “3 or more invitations” (27% v. 10%)
- Those with Evangelical Beliefs are less likely to answer “I did not extend any invitations” than those without Evangelical Beliefs (21% v. 39%) and more likely to answer “3 or more invitations” (30% v. 18%)
- Those attending a church with attendance of less than 50 (32%) are more likely to answer “3 or more invitations” than those attending a church with attendance of 100-249 (21%)
- Lutherans (41%) and Methodists (43%) are more likely to answer “I did not extend any invitations” than Baptists (22%), Non-denominational (20%), and Assemblies of God/Pentecostals (23%)
- Baptists (31%) and Assemblies of God/Pentecostals (30%) are more likely to answer “3 or more invitations” than Lutherans (17%) and Methodists (15%)

“What is the primary reason you do not bring guests with you to worship services more often?”

- Females are more likely to answer “I do not know anyone to invite” than males (19% v 16%) and less likely to answer “I am just not comfortable asking people to church” (9% v 14%)
- Those in the Northeast (8%) are more likely to answer “I do not think it is up to me to bring people to church” than those in the Midwest (3%) and West (2%)
- Those in the Midwest (22%) are more likely to answer “I do not know anyone to invite” than those in the South (14%)
- Those in the South are the least likely regional group to answer “I am just not comfortable asking people to church” (8%)
- Black, Non-Hispanics are more likely to answer “I do not think it is up to me to bring people to church” than White, Non-Hispanics (8% v. 2%) and less likely to answer “I am just not comfortable asking people to church” (7% v. 14%)
- White, Non-Hispanics (20%) and Other Ethnicities (23%) are more likely to answer “I do not know anyone to invite” than Black, Non-Hispanics (11%) and Hispanics (8%)
- Those with a Bachelor’s degree (25%) are more likely to answer “I do not know anyone to invite” than those who are high school graduates or less (15%) or with some college (14%)

“What is the primary reason you do not bring guests with you to worship services more often?”

- Those with some college are the least likely education level to answer “I am just not comfortable asking people to church” (6%)
- Those who are high school graduates or less (23%) or with some college (25%) are more likely to answer “They refuse my invitations” than those with Bachelor’s Degree (12%) or a graduate degree (13%)
- Those attending church services at least once a week are less likely to answer “I do not think it is up to me to bring people to church” than those attending once or twice a month (2% v. 12%), more likely to answer “I am too busy serving at church on Sunday morning” (3% v. <1%), and more likely to answer “They refuse my invitations” (22% v. 11%)
- Those with Evangelical Beliefs are less likely to answer “I do not think it is up to me to bring people to church” than those without Evangelical Beliefs (1% v. 6%), less likely to answer “I do not know anyone to invite” (15% v. 20%), less likely to answer “I am just not comfortable asking people to church” (9% v. 14%), and more likely to answer “They refuse my invitations” (25% v. 15%)
- Those attending a church with attendance of 50-99 (6%) and 100-249 (5%) are more likely to answer “I do not think it is up to me to bring people to church” than those attending a church with attendance of 1000 or more (1%)

“What is the primary reason you do not bring guests with you to worship services more often?”

- Those attending a church with attendance of 1000 or more (6%) are more likely to answer “I am too busy serving at church on Sunday morning” than those attending a church with attendance of 100-249 (1%)
- Those attending a church with attendance of 250-499 (14%) and 500-999 (16%) are more likely to answer “I am just not comfortable asking people to church” than those attending a church with attendance of less than 50 (6%)
- Methodists (9%) are more likely to answer “I do not think it is up to me to bring people to church” than Non-denominational (1%) and Assemblies of God/Pentecostals (2%)
- Lutherans (22%), Methodists (22%), and Non-denominational (18%) are more likely to answer “I do not know anyone to invite” than Assemblies of God/Pentecostals (8%)
- Lutherans (17%), Methodists (20%), and Assemblies of God/Pentecostals (13%) are more likely to answer “I am just not comfortable asking people to church” than Baptists (7%)
- Assemblies of God/Pentecostals are the most likely denomination to answer “They refuse my invitations” (33%)

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