

# Protestant Churchgoer Views on Viewing a Live Stream Service

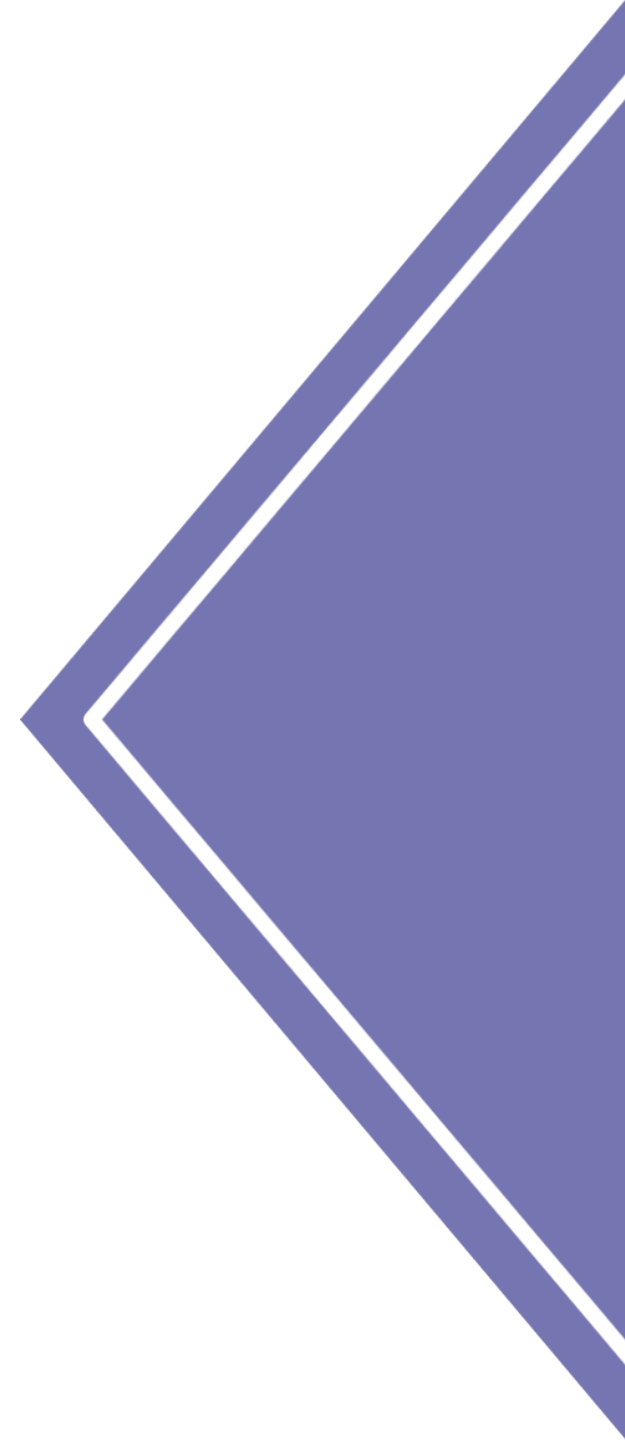
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Survey of American Protestant  
Churchgoers

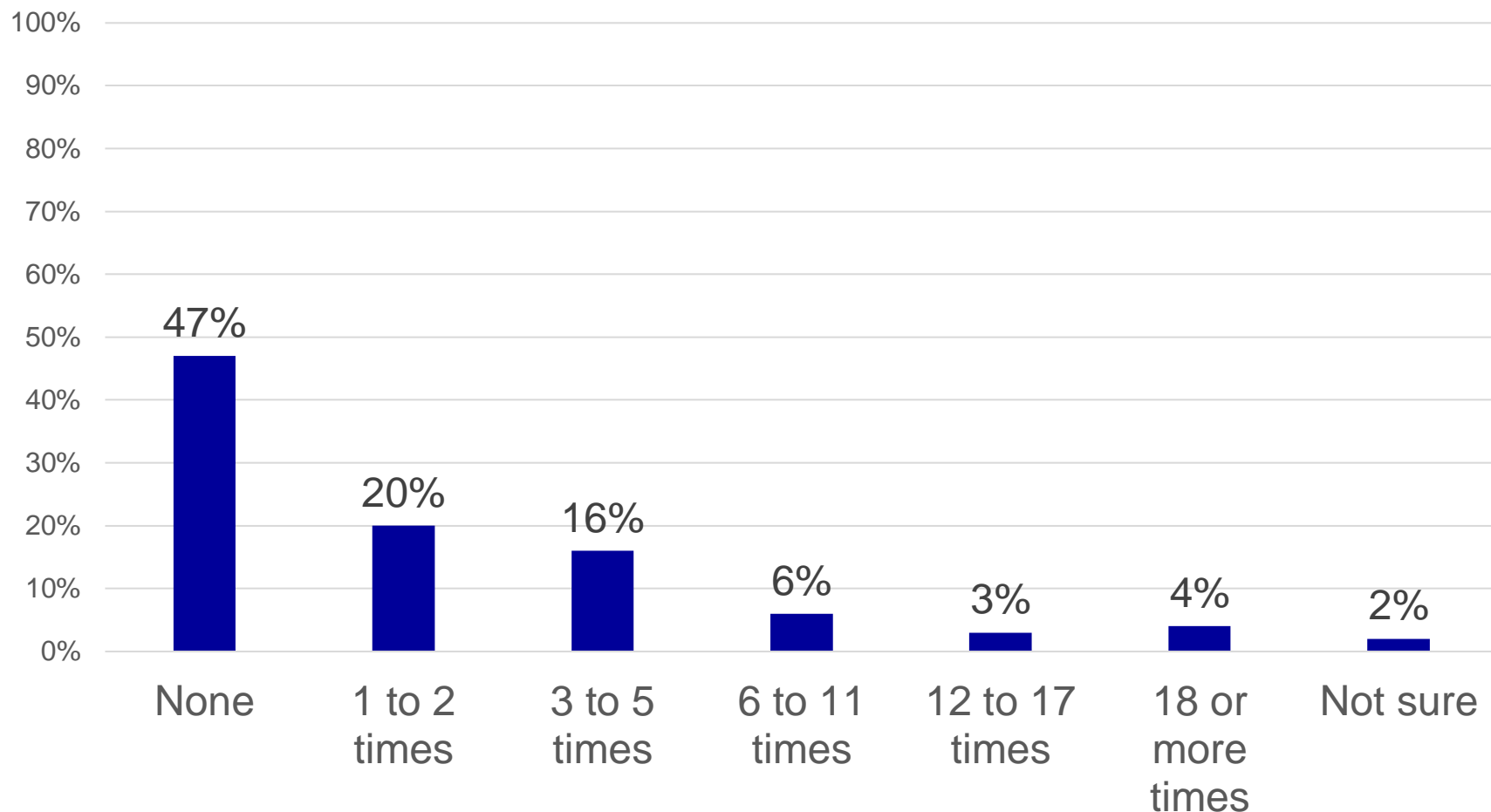
# Methodology

- The online survey of 1,002 American Protestant churchgoers was conducted September 20-27, 2019 using a national pre-recruited panel
- Respondents were screened to include those who identified as Protestant/non-denominational and attend religious services at least once a month
- Quotas and slight weights were used to balance gender, age, region, ethnicity, and education to more accurately reflect the population
- The completed sample is 1,002 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed  $\pm 3.2\%$
- Margins of error are higher in sub-groups

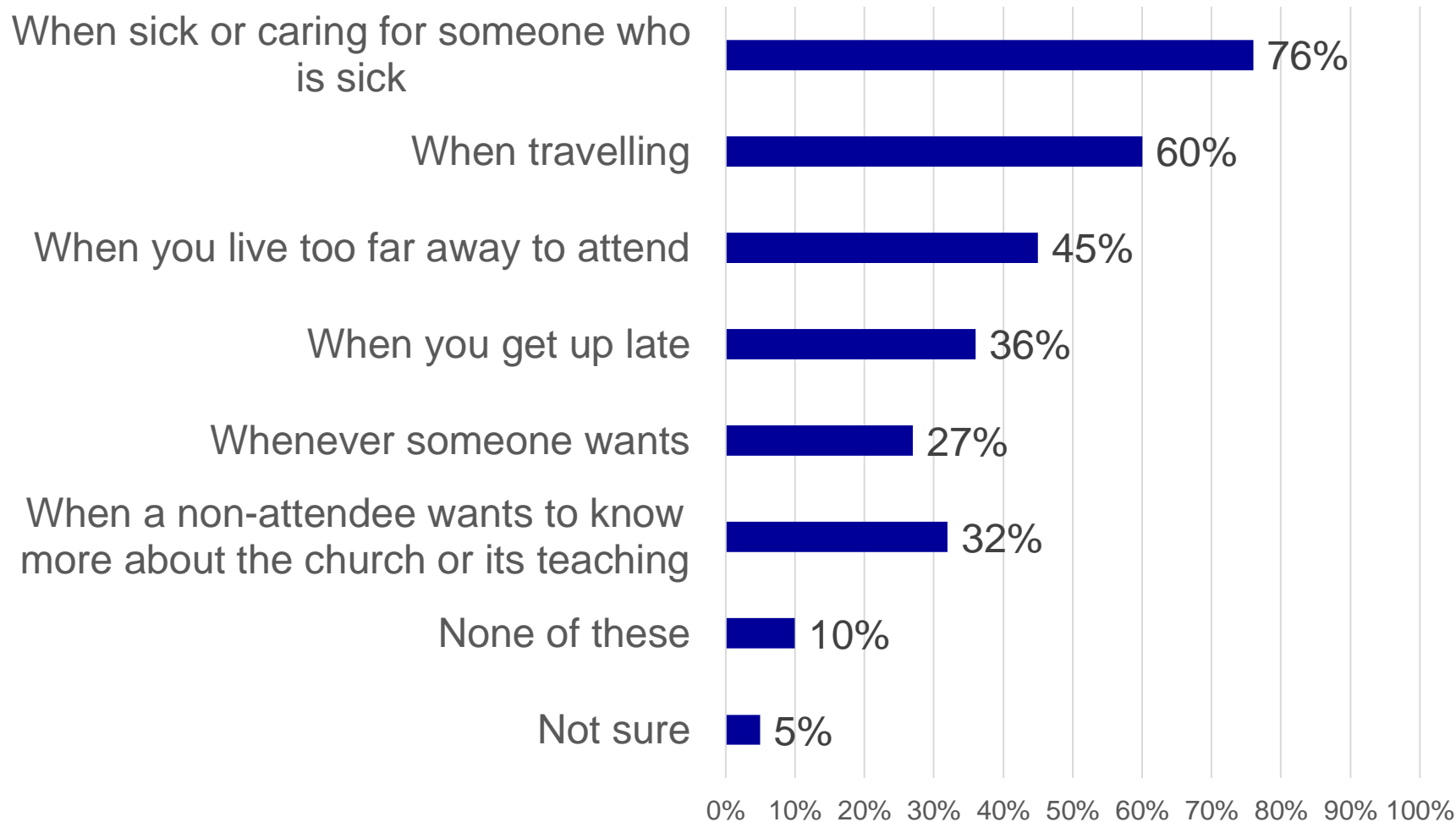
# Survey Responses



# 50% say they watched a live stream service in place of in-person attendance at least once in the last year



# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”



Q41: “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church? (Select all that apply)”

# Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Denomination

Worship Service Attendance

Evangelical Beliefs

Church Size

# Significant Statistical Differences

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

Gender	Age	Ethnicity	Region	Education
Male	18-34	White	Northeast	High School graduate or less
Female	35-49	African American	Midwest	Some college
	50-64	Hispanic	South	Bachelor's Degree
	65+	Other Ethnicities	West	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 denomination, worship service attendance, evangelical beliefs, and church size.

Denomination	Worship Service Attendance	Evangelical Beliefs	Church Size
Baptist	4 or more times a month	Yes	Less than 50
Christian/Churches of Christ	Less than 4 times a month	No	50 to 99
Lutheran			100 to 249
Presbyterians			250 to 499
Non-denominational			500 or more



# **“In the last year, approximately how many times have you watched a live video stream of a church service instead of attending in-person?”**

- Males are more likely to select “None” than Females (55% v. 41%)
- Those age 55-64 (54%) and 65+ (62%) are more likely to select “None” than those age 18-34 (33%) and 35-49 (39%)
- Whites (57%) are more likely to select “None” than African Americans (30%) and Hispanics (25%)
- Those in the Northeast (53%) and Midwest (52%) are more likely to select “None” than those in the South (42%)
- Lutherans (76%) and Presbyterians (60%) are more likely to select “None” than Baptists (43%), Christian/Churches of Christ (37%), and Non-denominationalists (38%)
- Those who attend a church of less than 50 people (57%), 50 to 99 (45%), and 100 to 249 (53%) are more likely to select “None” than those who attend a church of 500 or more people (31%)

# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

## When travelling

- Other Ethnicities (80%) are more likely to select than Whites (58%) and African Americans (59%)
- Those in the West (67%) are more likely to select than those in the South (56%)
- Those with a Bachelor’s Degree (66%) are more likely to select than those who are High School Graduates or less (57%)
- Baptists (62%) and Non-denominational (63%) are more likely to select than Lutherans (50%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (62% v. 56%)
- Those who attend a church of 100 to 249 people (61%), 250 to 499 (69%) and 500 or more (70%) are more likely to select than those who attend a church of less than 50 people (51%) and 50 to 99 (53%)

# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

## When sick or caring for someone who is sick

- Females are more likely to select than Males (80% v. 69%)
- Baptists (79%) are more likely to select than Christian/Churches of Christ (66%) and Lutherans (70%)
- Those who attend a worship service 4 or more times a month are more likely to select those who attend less than 4 times a month (80% v. 69%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (80% v. 71%)
- Those who attend a church of 500 or more people (83%) are more likely to select than those who attend a church of less than 50 people (71%) and 50 to 99 (72%)

# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

## When you get up late

- Females are more likely to select than Males (41% v. 30%)
- Those age 65+ are the least likely to select (27%)
- African Americans (47%) and Other Ethnicities (50%) are more likely to select than Whites (33%) and Hispanics (30%)
- Those with some college (40%) or a Bachelor’s Degree (43%) are more likely to select than those who are High School Graduates or less (31%)
- Baptists (40%) are more likely to select than Lutherans (27%)
- Those with evangelical beliefs are less likely to select than those without evangelical beliefs (33% v. 40%)

# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

## When you live too far away to attend

- Females are more likely to select than Males (48% v. 40%)
- Those age 35-49 (47%) and 50-64 (47%) are more likely to select than those age 65+ (38%)
- Those in the West (53%) are more likely to select than those in the South (41%)
- Those with a Bachelor’s Degree (56%) are more likely to select than those who are High School Graduates or less (41%) or with a Graduate Degree (40%)
- Those who attend a church of 250 to 499 people (51%) or 500 or more (50%) are more likely to select than those who attend a church of less than 50 people (38%)

# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

## Whenever someone wants

- Females are more likely to select than Males (30% v. 22%)
- Those age 35-49 (28%) and 50-64 (30%) are more likely to select than those 65+ (20%)
- Other Ethnicities (42%) are more likely to select than Whites (25%) and Hispanics (19%)
- Those who attend a worship service 4 or more times a month are less likely to select those who attend less than 4 times a month (25% v. 31%)

# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

**When a non-attendee wants to know more about the church or its teaching**

- Other Ethnicities are the most likely to select (55%)
- Those in the West are the most likely to select (47%)
- Those who attend a worship service 4 or more times a month are more likely to select those who attend less than 4 times a month (35% v. 27%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (35% v. 27%)
- Those who attend a church of 500 or more people (44%) are more likely to select than those who attend a church of less than 50 people (28%), 50 to 99 (25%), and 100 to 249 (30%)

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