

# Pastors' Views on Live Streaming

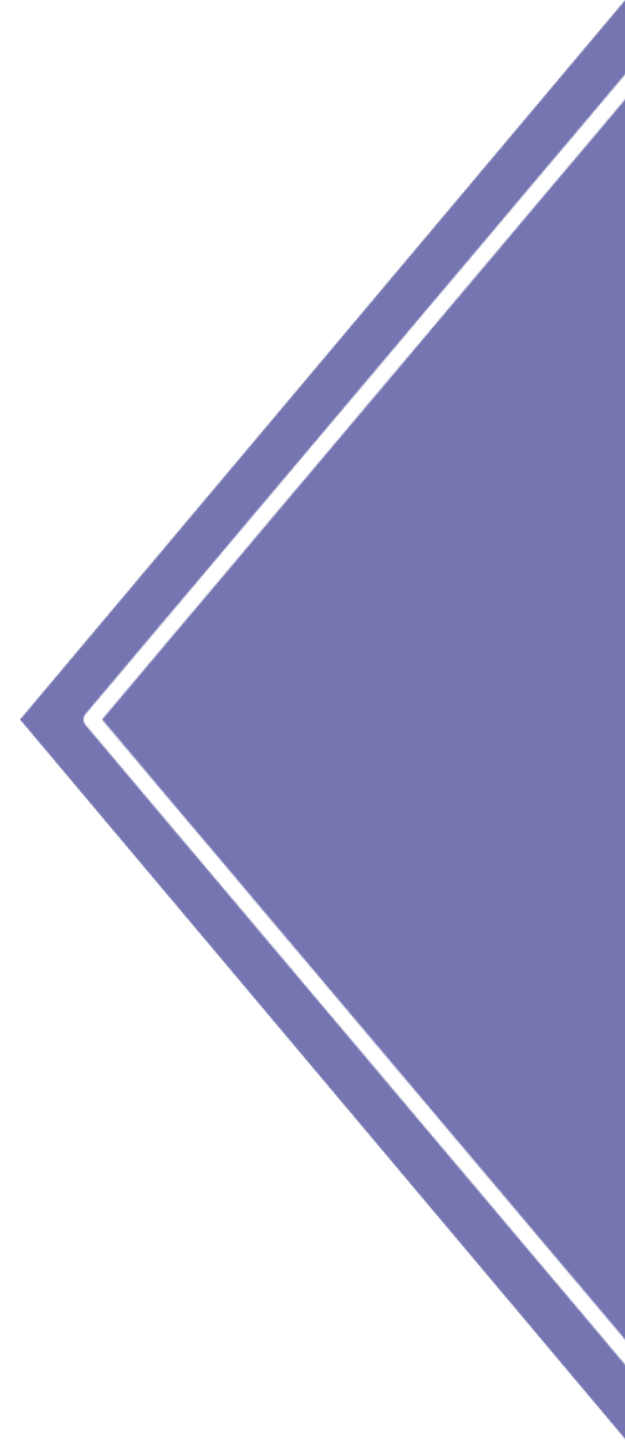
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Survey of American Protestant Pastors

# Methodology

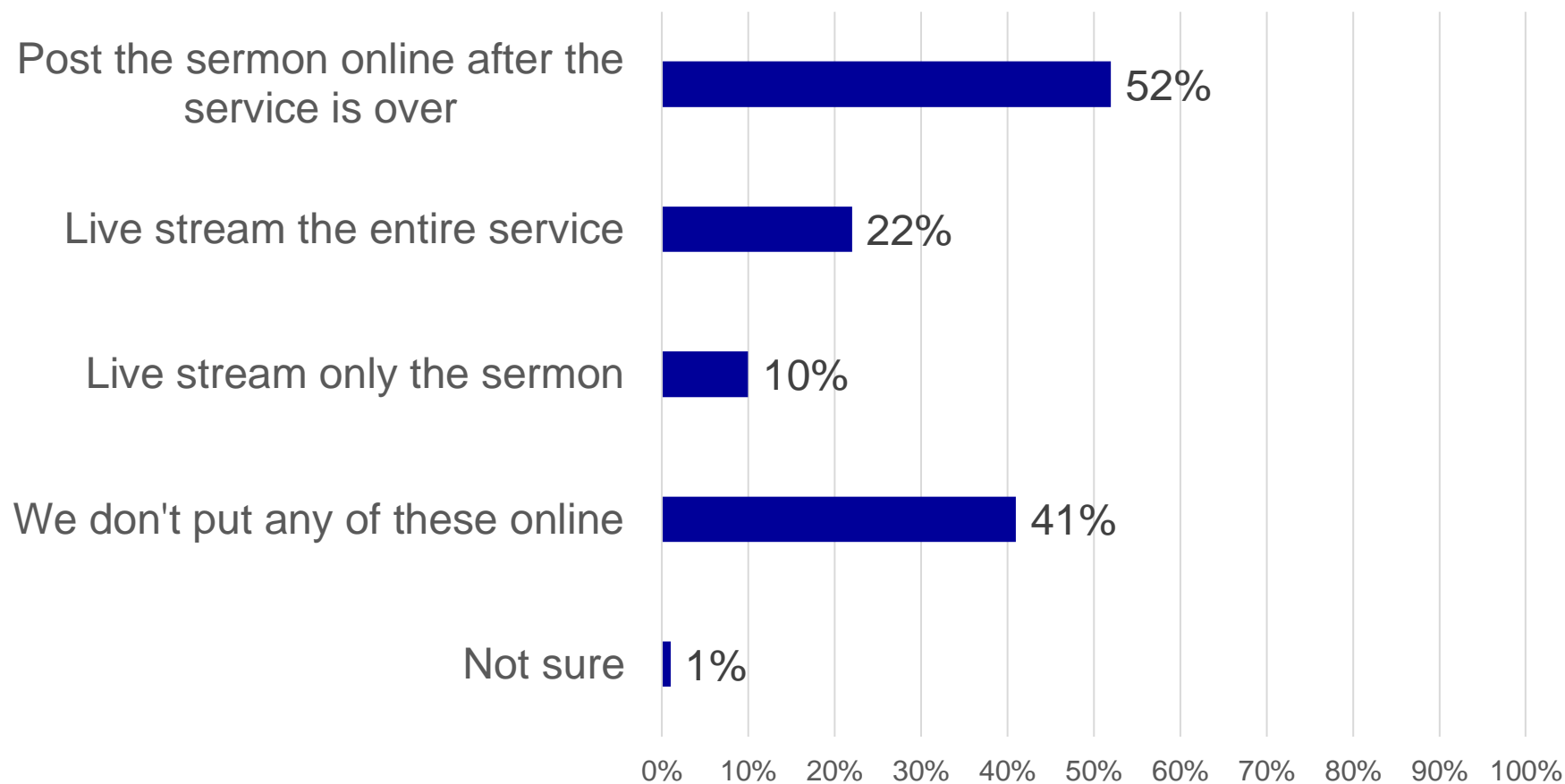
- The phone survey of 1,000 Protestant pastors was conducted August 30 -- September 24, 2019
- The calling list was a stratified random sample, drawn from a list of all Protestant churches. Quotas were used for church size
- Each interview was conducted with the senior pastor, minister or priest of the church called
- Responses were weighted by region to more accurately reflect the population
- The completed sample is 1,000 surveys
- The sample provides 95% confidence that the sampling error does not exceed  $\pm 3.3\%$
- Margins of error are higher in sub-groups

# Survey Responses



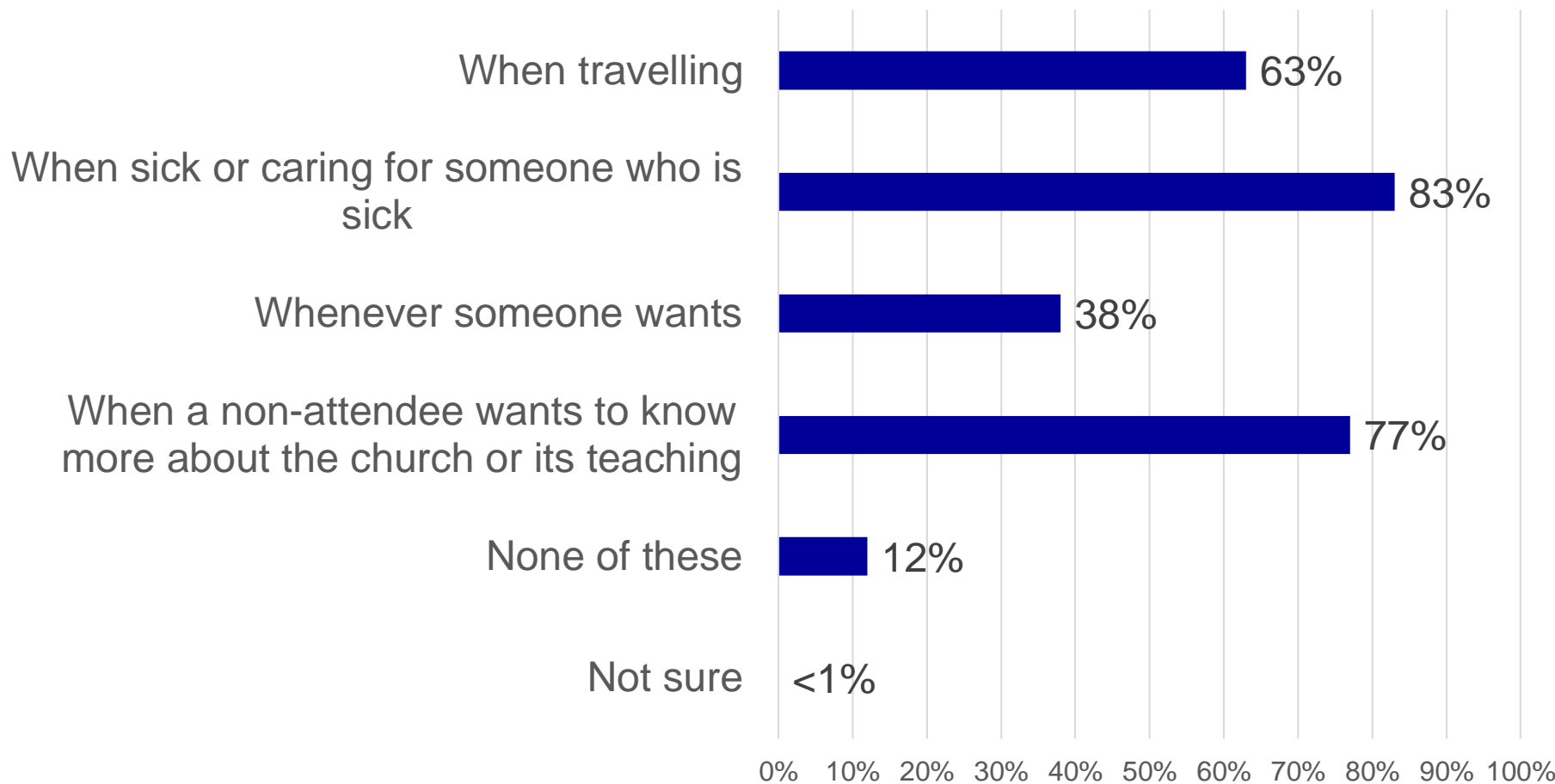
# “Does your church regularly put sermons or your worship service online in any of the following formats?”

## Among Protestant Pastors



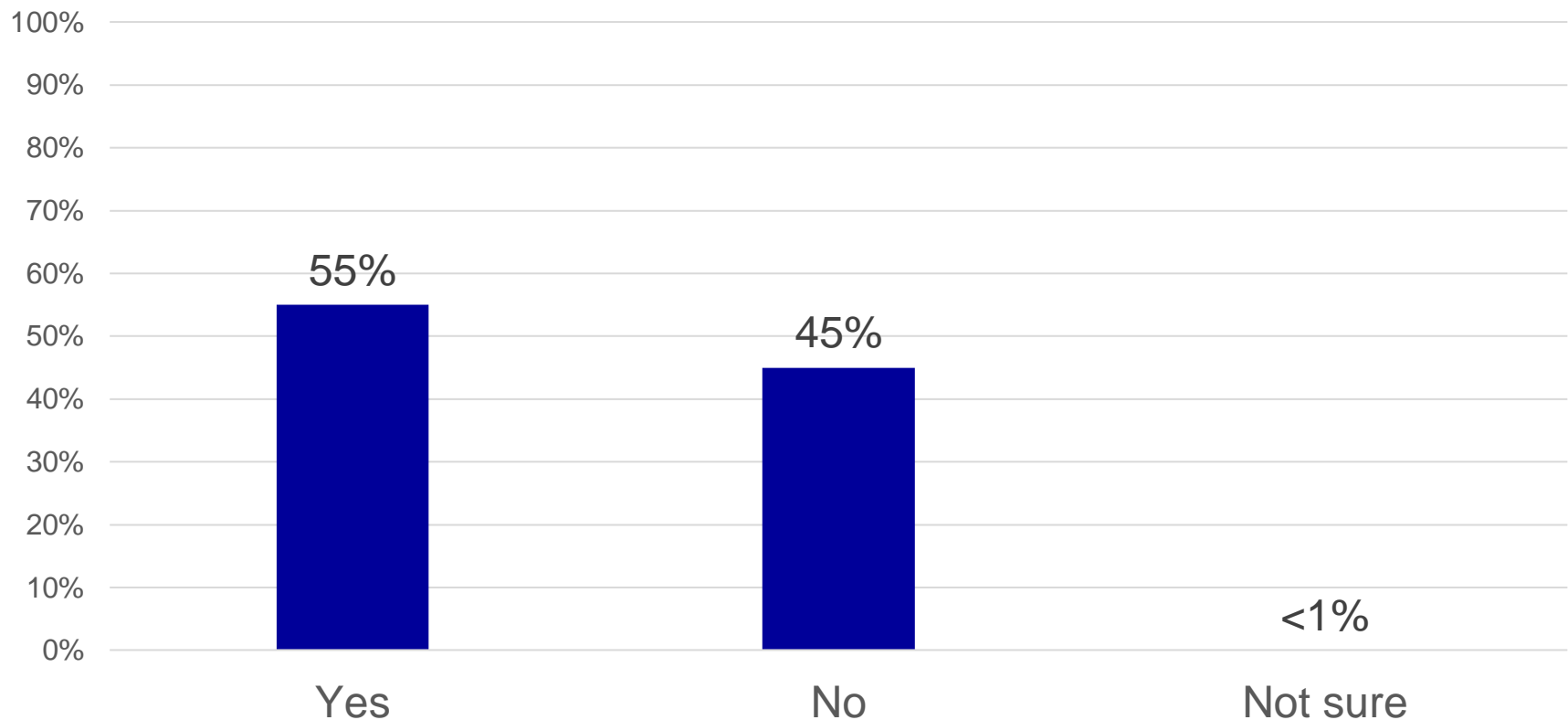
# “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

## Among Protestant Pastors



# 55% say they have communicated their views on live streamed services to their congregation

Among Protestant pastors whose churches livestream the sermon or service



Q14: "Have you communicated to your congregation your views about when or if live streamed services are a valid replacement for physically attending church?" n=249

# Significant Differences

Pastor

Ethnicity

Age

Gender

Education Level

Self-identified Evangelical/Mainline

Church

Region

Denomination

Average Attendance

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among the pastor's ethnicity, age, gender, education, and self-identified Evangelical or Mainline.

Ethnicity	Age	Gender	Education	Self-Identified
White	18-44	Male	No College Degree	Evangelical
African-American	45-54	Female	Bachelor's Degree	Mainline
Other Ethnicity	55-64		Master's Degree	
	65+		Doctoral Degree	



# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among the church's region, denomination, and attendance.

Region	Denomination	Attendance
Northeast	Baptist	0-49
South	Lutheran	50-99
Midwest	Methodist	100-249
West	Pentecostal	250+
	Presbyterian/Reformed	
	Christian/ Church of Christ	

# “Does your church regularly put sermons or your worship service online in any of the following formats?”

## Post the sermon online after the service is over

- White pastors (54%) are more likely to select than African American pastors (40%)
- Pastors age 18-44 (65%) and 45-54 (64%) are more likely to select than pastors age 55-64 (46%) and 65+ (37%)
- Male pastors are more likely to select than female pastors (55% v. 36%)
- Evangelical pastors are more likely to select than Mainline pastors (55% v. 46%)
- Pastors in the West (57%) are more likely to select than those in the Midwest (46%)
- Baptists (56%), Lutherans (52%), and Christian/Church of Christ (59%) are more likely to select than Methodists (39%)
- Pastors of churches with attendance of 100-249 (66%) and 250+ (78%) are more likely to select than those with attendance 0-49 (26%) or 50-99 (45%)

# “Does your church regularly put sermons or your worship service online in any of the following formats?”

## Live stream the entire service

- Pastors age 65+ are the least likely to select (14%)
- Pastors in the South are the most likely to select (30%)
- Baptists (31%), Pentecostal (36%), and Christian/Church of Christ (30%) are more likely to select than Lutherans (11%), Methodists (15%), and Presbyterian/Reformed (12%)
- Pastors of churches with attendance of 100-249 (32%) and 250+ (48%) are more likely to select than those with attendance 0-49 (6%) or 50-99 (15%)

# “Does your church regularly put sermons or your worship service online in any of the following formats?”

## Live stream only the sermon

- African American pastors (22%) are more likely to select than White pastors (8%)
- Male pastors are more likely to select than female pastors (12% v. 5%)
- Pastors with no college degree (18%) are more likely to select than those with a Master’s degree (8%) or a Doctoral degree (8%)
- Evangelical pastors are more likely to select than Mainline pastors (12% v. 7%)
- Pastors in the South (13%) and West (14%) are more likely to select than those in the Midwest (6%)
- Pentecostals (18%) are more likely to select than Lutherans (3%), Methodists (8%), and Presbyterian/Reformed (7%)
- Pastors of churches with attendance of 0-49 are the least likely to select (5%)

# “Does your church regularly put sermons or your worship service online in any of the following formats?”

## We don't put any of these online

- Pastors age 50-64 (45%) and 65+ (57%) are more likely to select than those age 18-34 (29%) and 35-49 (30%)
- Female pastors are more likely to select than male pastors (57% v. 38%)
- Mainline pastors are more likely to select than Evangelical pastors (47% v. 38%)
- Pastors in the Midwest (46%) are more likely to select than those in the West (35%)
- Methodists (53%) and Presbyterian/Reformed (50%) are more likely to select than Baptists (36%) and Christian/Church of Christ (35%)
- Pastors of churches with attendance of 0-49 (69%) and 50-99 (48%) are more likely to select than those with attendance 100-249 (28%) or 250+ (10%)

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

## When travelling

- Pastors of churches with attendance of 250+ are the most likely to select (76%), while those with attendance 0-49 are least likely (50%)

## When sick or caring for someone who is sick

- Pastors age 65+ are the least likely to select (75%)
- Pastors with no college degree are the least likely to select (73%)
- Pastors in the South (85%) are more likely to select than those in the West (77%)
- Pastors of churches with attendance of 0-49 are the least likely to select (70%)

# “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

- African American pastors are the most likely to select (57%)
- Pastors age 65+ (44%) are more likely to select than pastors age 18-44 (35%) and 45-54 (32%)
- Female pastors are more likely to select than male pastors (49% v. 36%)
- Pastors in the South (41%) are more likely to select than those in the Midwest (33%)
- Pastors of churches with attendance of 100-249 (40%) and 250+ (45%) are more likely to select than those with attendance of 0-49 (30%)

# “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-attender wants to know more about the church or its teaching**

- Pastors age 65+ are the least likely to select (67%)
- Pastors with a Master’s degree (81%) are more likely to select than those with no college degree (69%)
- Pastors of churches with attendance of 0-49 are the least likely to select (59%)



# “Have you communicated to your congregation your views about when or if live streamed services are a valid replacement for physically attending church?”

- White pastors (60%) are more likely to select “Yes” than African American pastors (41%)
- Pastors of churches with attendance of 50-99 (63%) are more likely to select “Yes” than those with attendance of 0-49 (37%)

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