

Churchgoers Views - Tithing

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.

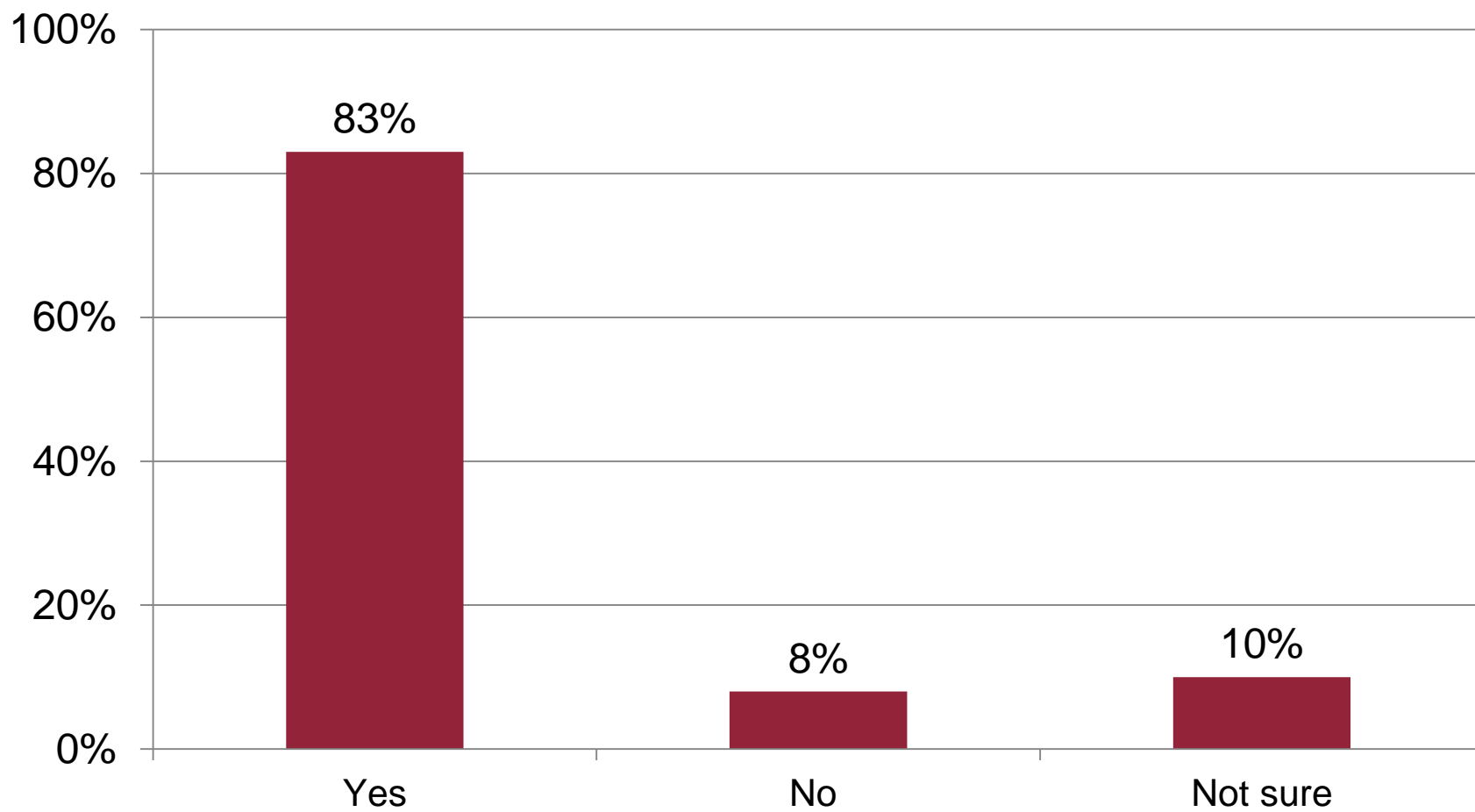
Methodology

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.

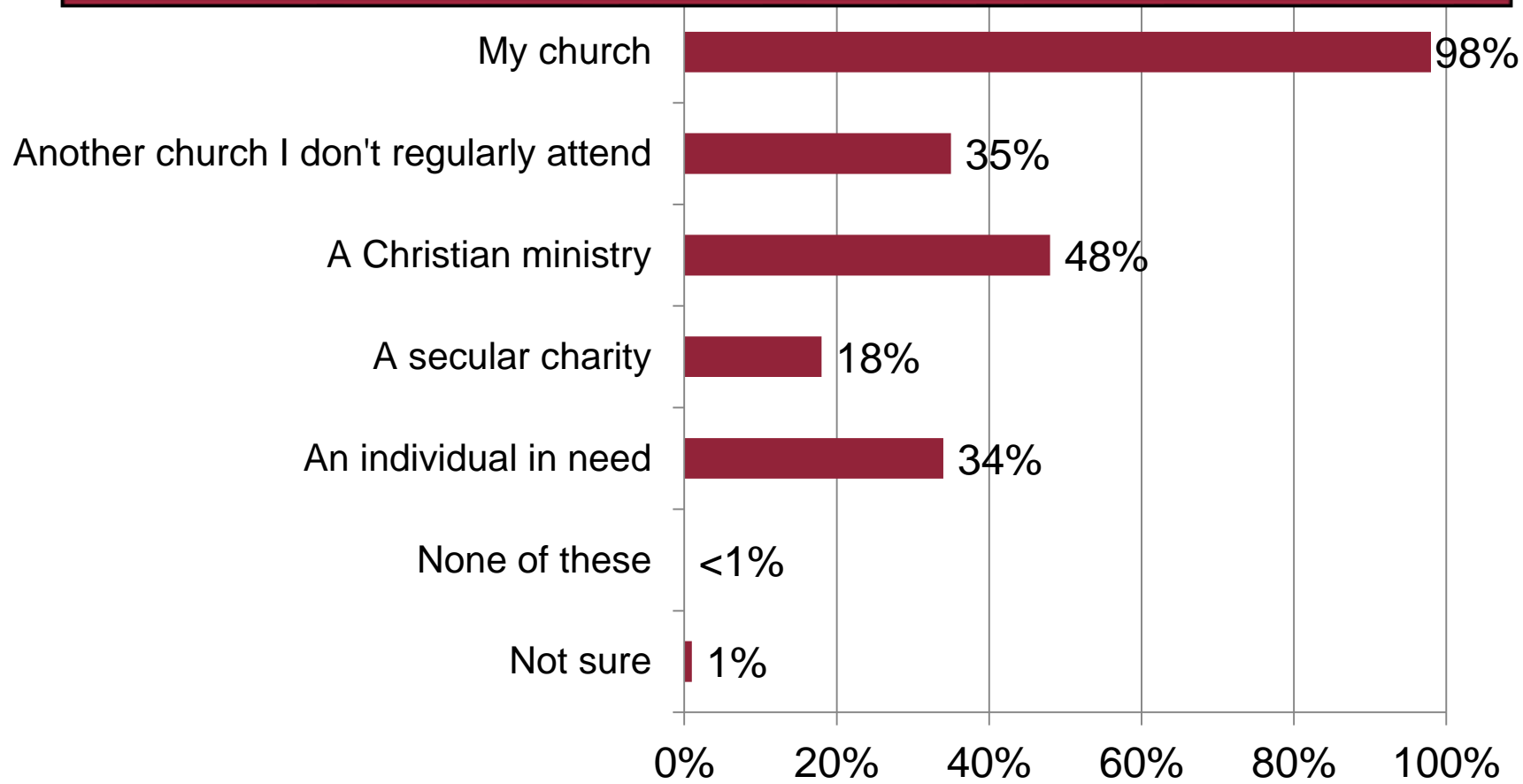
Survey Responses

83% say that tithing is a biblical command that still applies today

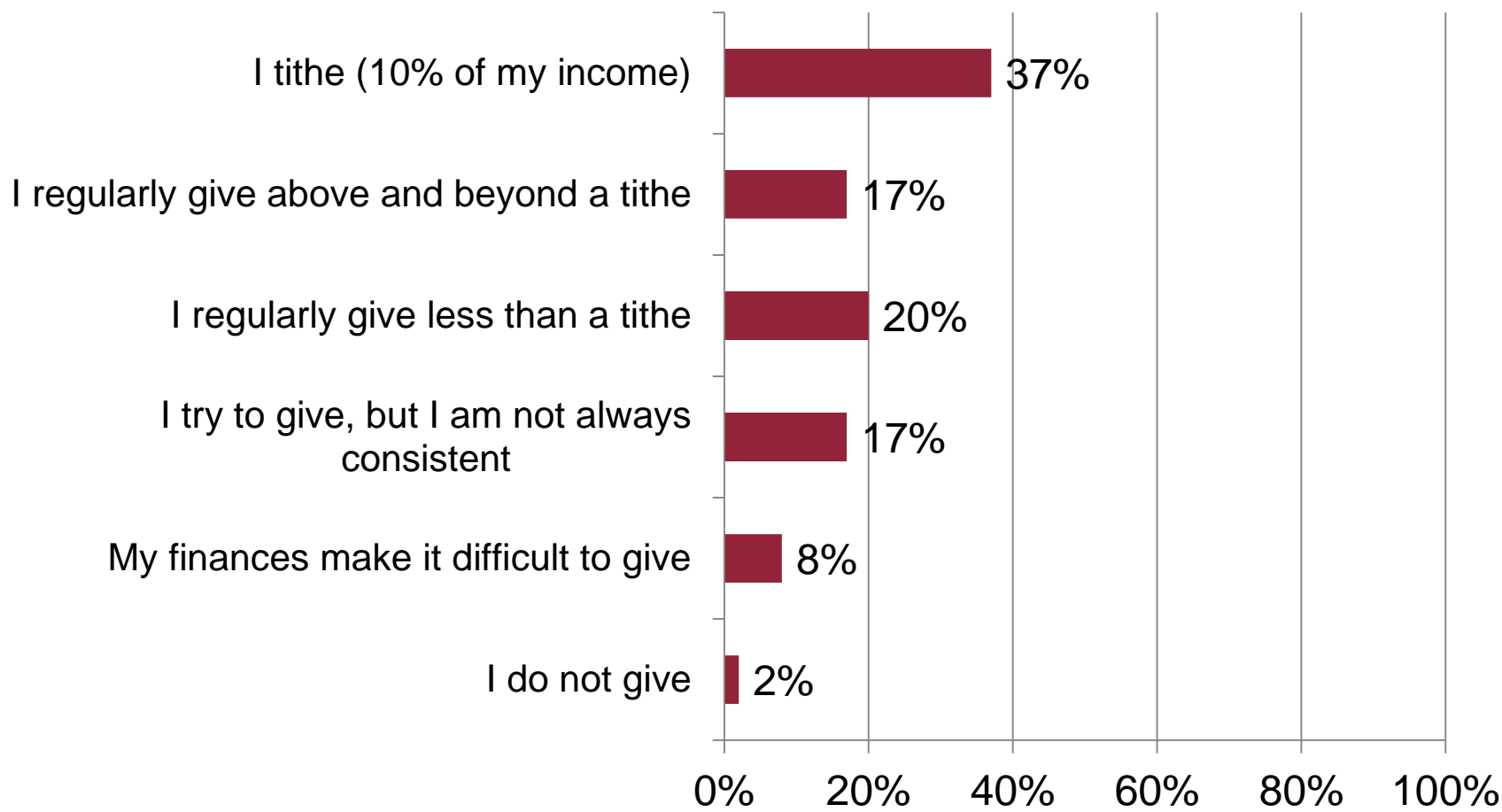


“To which of the following can tithe money be given?”

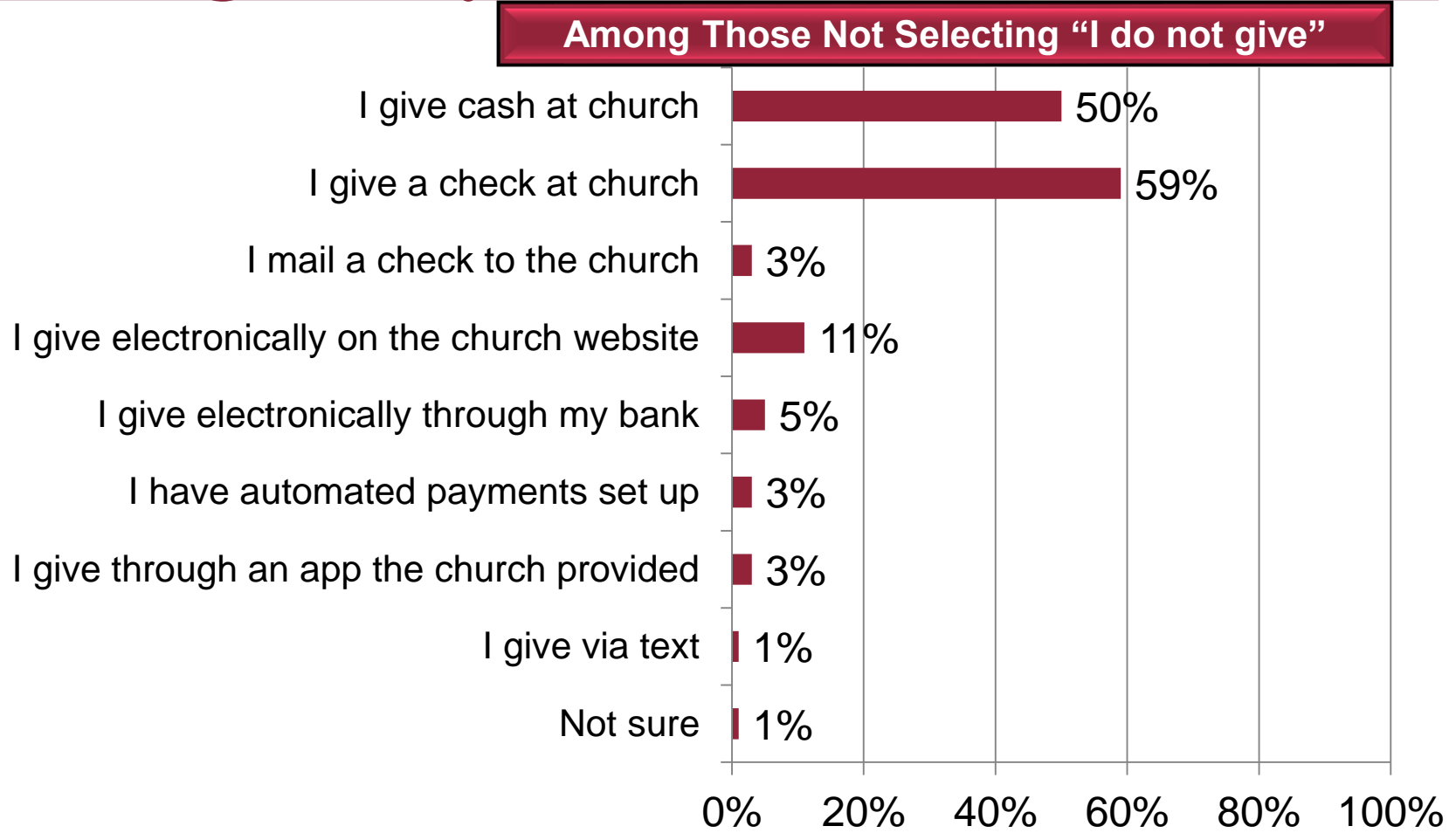
Among Those Saying Tithing Is an Applicable Biblical Command



54% give 10% or more of their income to the church they attend



“Which of the following methods do you use to give to your church?”



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

“Is tithing a biblical command that still applies today?”

- Those in the South (85%) are more likely to answer “Yes” than those in the Northeast (74%)
- Black, Non-Hispanics (87%) are more likely to answer “Yes” than White, Non-Hispanics (80%)
- Those with some college (88%) are more likely to answer “Yes” than those who are high school graduates or less (80%) or those with Bachelor’s degree (81%)
- Those attending church services at least once a week are more likely to answer “Yes” than those attending once or twice a month (85% v. 71%)
- Those with Evangelical Beliefs are more likely to answer “Yes” than those without Evangelical Beliefs (86% v. 79%)
- Those attending a church with attendance of 1000 or more (91%) are more likely to answer “Yes” than those attending a church with attendance of 100-249 (82%)
- Baptists (87%), Non-denominational (81%), and Assemblies of God/Pentecostals (86%) are more likely to answer “Yes” than Lutherans (68%)

“To which of the following can tithe money be given?”

My church

- Those attending a church with attendance of 50-99 (>99%) are more likely to select than those attending a church with attendance of 100-249 (97%) and 500-999 (94%)
- Baptists (99%) are more likely to select than Methodists (93%)

Another church I don't regularly attend

- Those age 18-34 (43%) are more likely to select than those 50-64 (31%)
- White, Non-Hispanics (43%) are more likely to select than Black, Non-Hispanics (20%) and Hispanics (25%)
- Those with a graduate degree (53%) are more likely to select than those who are high school graduates or less (27%) or with some college (35%)
- Those with Evangelical Beliefs are less likely to select than those without Evangelical Beliefs (31% v. 40%)
- Assemblies of God/Pentecostals are the least likely denomination to select (19%)

“To which of the following can tithe money be given?”

A Christian ministry

- White, Non-Hispanics (58%) and Other Ethnicities (57%) are more likely to select than Black, Non-Hispanics (33%) and Hispanics (28%)
- Those who are high school graduates or less are the least likely education group to select (38%)
- Those attending a church with attendance of 250-499 (56%) are more likely to select than those attending a church with attendance of 50-99 (43%)
- Lutherans are the most likely denomination to select (79%)

“To which of the following can tithe money be given?”

A secular charity

- Those in the Midwest (26%) are more likely to select than those in the South (15%)
- White, Non-Hispanics (24%) are more likely to select than Black, Non-Hispanics (11%) and Hispanics (8%)
- Those who are high school graduates or less are the least likely education level to select (12%)
- Those attending church services at least once a week are less likely to select than attending once or twice a month (17% v. 30%)
- Those with Evangelical Beliefs are less likely to select than those without Evangelical Beliefs (13% v. 25%)
- Those attending a church with attendance of 250-499 (27%) are more likely to select than those attending a church with attendance of 50-99 (14%) and 1000 or more (16%)
- Lutherans (44%) and Methodists (33%) are more likely to select than Baptists (12%), Non-denominational (18%), and Assemblies of God/Pentecostals (13%)

“To which of the following can tithe money be given?”

An individual in need

- White, Non-Hispanics (38%) are more likely to select than Black, Non-Hispanics (28%) and Hispanics (24%)
- Those who are high school graduates or less are the least likely education level to select (27%)
- Those with Evangelical Beliefs are less likely to select than those without Evangelical Beliefs (28% v. 43%)
- Those attending a church with attendance of 250-499 (47%) are more likely to select than those attending a church with attendance of 50-99 (31%), 100-249 (32%), and 1000 or more (31%)
- Lutherans (55%) are more likely to select than Baptists (28%), Non-denominational (37%), and Assemblies of God/Pentecostals (33%)

“How would you describe your general giving to the church you attend?”

- Males are more likely to answer “I tithe (10% of my income)” than females (41% v. 34%) and less likely to answer “My finances make it difficult to give” (4% v. 10%)
- Those in the South (20%) are more likely to answer “I regularly give above and beyond a tithe” than those in the West (13%)
- Those in the South are the least likely regional group to answer “I regularly give less than a tithe” (15%)
- Those in the West (4%) are more likely to answer “I do not give” than those in the South (1%)
- Those age 18-34 are the least likely age group to answer “I regularly give above and beyond a tithe” (10%), the least likely age group to answer “I regularly give less than a tithe” (12%), and the most likely age group to answer “My finances make it difficult to give” (16%)
- Those age 18-34 (22%) and 35-49 (20%) are more likely to answer “I try to give, but I am not always consistent” than those age 65+ (12%)
- Those age 18-34 (3%) and 35-49 (3%) are more likely to answer “I do not give” than those age 50-64 (<1%) and 65+ (1%)

“How would you describe your general giving to the church you attend?”

- Black, Non-Hispanics (45%) and Hispanics (43%) are more likely to answer “I tithe (10% of my income)” than White, Non-Hispanics (32%)
- White, Non-Hispanics are the most likely ethnic group to answer “I regularly give less than a tithe” (25%)
- Those with a Bachelor’s degree (29%) or a graduate degree (32%) are more likely to answer “I regularly give less than a tithe” than those who are high school graduates or less (17%) or those with some college (14%)
- Those with some college (21%) are more likely to answer “I try to give, but I am not always consistent” than those with a graduate degree (12%)
- Those who are high school graduates or less (10%) or those with some college (9%) are more likely to answer “My finances make it difficult to give” than those with a graduate degree (2%)
- Compared to those attending once or twice a month, those attending church services at least once a week are more likely to answer “I tithe (10% of my income)” (39% v. 21%), more likely to answer “I regularly give above and beyond a tithe” (18% v. 7%), less likely to answer “I try to give, but I am not always consistent” (14% v. 35%), less likely to answer “My finances make it difficult to give” (7% v. 13%), and less likely to answer “I do not give” (1% v. 4%)

“How would you describe your general giving to the church you attend?”

- Compared to those without Evangelical Beliefs, those with Evangelical Beliefs are more likely to more likely to answer “I tithe (10% of my income)” (43% v. 30%), more likely to answer “I regularly give above and beyond a tithe” (21% v. 11%), less likely to answer “I regularly give less than a tithe” (14% v. 28%), less likely to answer “I try to give, but I am not always consistent” (14% v. 20%), and less likely to answer “I do not give” (1% v. 3%)
- Those attending a church with attendance of 50-99 (18%), 250-499 (25%), and 1000 or more (21%) are more likely to answer “I regularly give above and beyond a tithe” than those attending a church with attendance of 100-249 (12%)
- Those attending a church with attendance of 100-249 (23%), 250-499 (23%), and 500-999 (29%) are more likely to answer “I regularly give less than a tithe” than those attending a church with attendance of 1000 or more (14%)
- Those attending a church with attendance of 50-99 (10%) are more likely to answer “My finances make it difficult to give” than those attending a church with attendance of 1000 or more (4%)
- Those attending a church with attendance of less than 50 (3%) and 100-249 (3%) are more likely to answer “I do not give” than those attending a church with attendance of 50-99 (<1%)

“How would you describe your general giving to the church you attend?”

- Baptists (41%) and Non-denominational (46%) are more likely to answer “I tithe (10% of my income)” than Lutheran (25%) and Methodists (27%)
- Assemblies of God/Pentecostals (27%) are more likely to answer “I regularly give above and beyond a tithe” than Baptists (17%), Lutherans (13%), and Methodists (7%)
- Lutherans (43%) and Methodists (46%) are more likely to answer “I regularly give less than a tithe” than Baptists (14%), Non-denominational (9%), and Assemblies of God/Pentecostals (9%)

“Which of the following methods do you use to give to your church?”

I give cash at church

- Those in the Midwest (53%) and South (51%) are more likely to select than those in the West (41%)
- Those age 18-34 (56%) and those age 35-49 (56%) are more likely to select than those 50-64 (47%) and those age 65+ (42%)
- Black, Non-Hispanics (71%) and Hispanics (65%) are more likely to select than White, Non-Hispanics (39%) and Other Ethnicities (41%)
- Those who are high school graduates or less are the most likely education level to select (62%)
- Those attending a church with attendance of less than 50 are the most likely church size to select (68%)
- Assemblies of God/Pentecostals are the most likely denomination to select (70%)

“Which of the following methods do you use to give to your church?”

I give a check at church

- Those age 18-34 are the least likely age group to select (46%)
- White, Non-Hispanics are the most likely ethnic group to select (67%)
- Those with a Bachelor's degree (67%) or a graduate degree (66%) are more likely to select than those who are high school graduates or less (54%)
- Those attending church services at least once a week are more likely to select than those attending once or twice a month (61% v. 48%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (64% v. 54%)
- Methodists (70%) are more likely to select than Non-denominational (54%) and Assemblies of God/Pentecostals (50%)

“Which of the following methods do you use to give to your church?”

I mail a check to the church

- Those age 50-64 (4%) are more likely to select than those 18-34 (1%) and those 35-49 (1%)
- Those attending church services at least once a week are less likely to select than those attending once or twice a month (2% v. 6%)

“Which of the following methods do you use to give to your church?”

I give electronically on the church website

- Those in the South (12%) and West (15%) are more likely to select than those in the Northeast (5%)
- Those age 18-34 (16%) and those 35-49 (18%) are more likely to select than those 50-64 (8%) and those 65+ (4%)
- Hispanics (18%) are more likely to select than White, Non-Hispanics (11%) and Black, Non-Hispanics (10%)
- Those who are high school graduates or less are the least likely education level to select (5%)
- Those attending a church with attendance of 1000 or more are the most likely church size to select (29%); those attending a church of less than 50 are the least likely church size to select (1%)
- Non-denominational are the most likely denomination to select (23%)

“Which of the following methods do you use to give to your church?”

I give electronically through my bank

- Males (7%) are more likely to select than females (4%)
- Those in the West (10%) are more likely to select than those in the Northeast (1%) and South (4%)
- Hispanics (8%) and Other Ethnicities (11%) are more likely to select than Black, Non-Hispanics (3%)
- Those attending a church with attendance of 1000 or more (10%) are more likely to select than those attending a church with attendance of less than 50 (2%) and with attendance of 50-99 (4%)
- Lutherans (8%) and Non-denominational (8%) are more likely to select than Assemblies of God/Pentecostals (1%)

“Which of the following methods do you use to give to your church?”

I have automated payments set up

- Those in the West (6%) are more likely to select than those in the Northeast (<1%) and South (2%)
- Those age 18-34 (5%) are more likely to select than those 50-64 (2%)
- White, Non-Hispanics (4%) and Hispanics (5%) are more likely to select than Black, Non-Hispanics (<1%)
- Those who are high school graduates or less are the least likely education level to select (1%)
- Those attending a church with attendance of 500-999 are the most likely church size to select (14%)
- Lutherans (6%) and Non-denominational (6%) are more likely to select than Baptists (1%)

“Which of the following methods do you use to give to your church?”

I give through an app the church provided

- Those in the West are the most likely regional group to select (7%)
- Those age 35-49 are the most likely age group to select (7%)
- Those with some college (5%) and those with a graduate degree (7%) are more likely to select than those who are high school graduates or less (1%)
- Those attending a church with attendance of 1000 or more (10%) are more likely to select than those with attendance less than 50 (3%), 50-99 (2%), 100-249 (1%), and 500-999 (1%)
- Non-denominational (7%) are more likely to select than Baptists (2%)

“Which of the following methods do you use to give to your church?”

I give via text

- Black, Non-Hispanics (2%) are more likely to select than White, Non-Hispanics (<1%)
- Those with a Bachelor’s degree (2%) are more likely to select than those who are high school graduates or less (<1%)

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