

# American Views on Denominations

A SURVEY OF 1,005 AMERICANS

Lifeway **research**

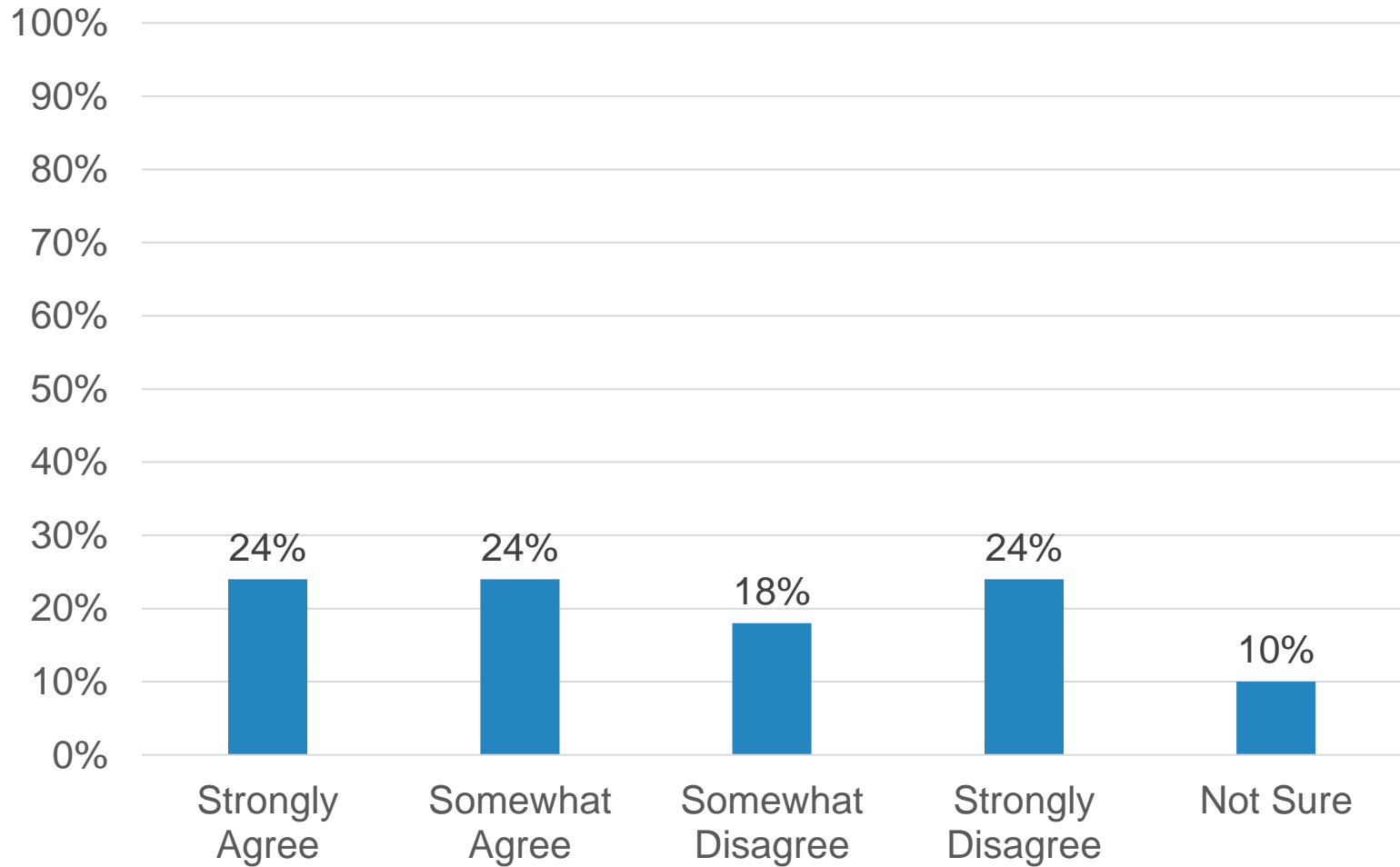
# Methodology

- The online survey of 1,005 Americans was conducted September 3-14, 2021 using a national pre-recruited panel
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, and religion to more accurately reflect the population
- The completed sample is 1,005 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed  $\pm 3.3\%$  This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

# Definitions

- **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

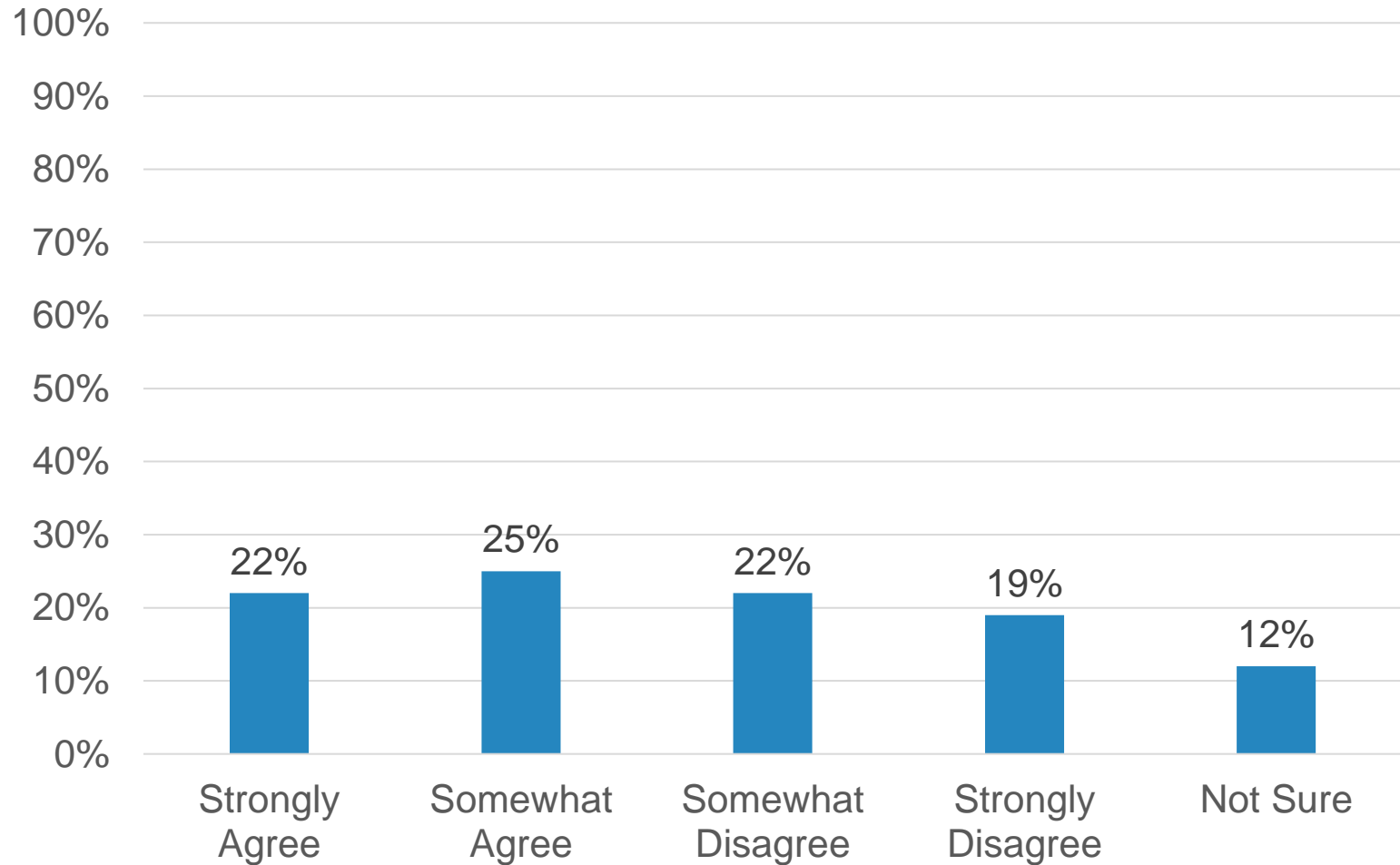
# 48% say that a church with Catholic in the name is not for them



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Q23: "When I see the name **Catholic** in the name of a church, I assume it is not for me." n=1,005

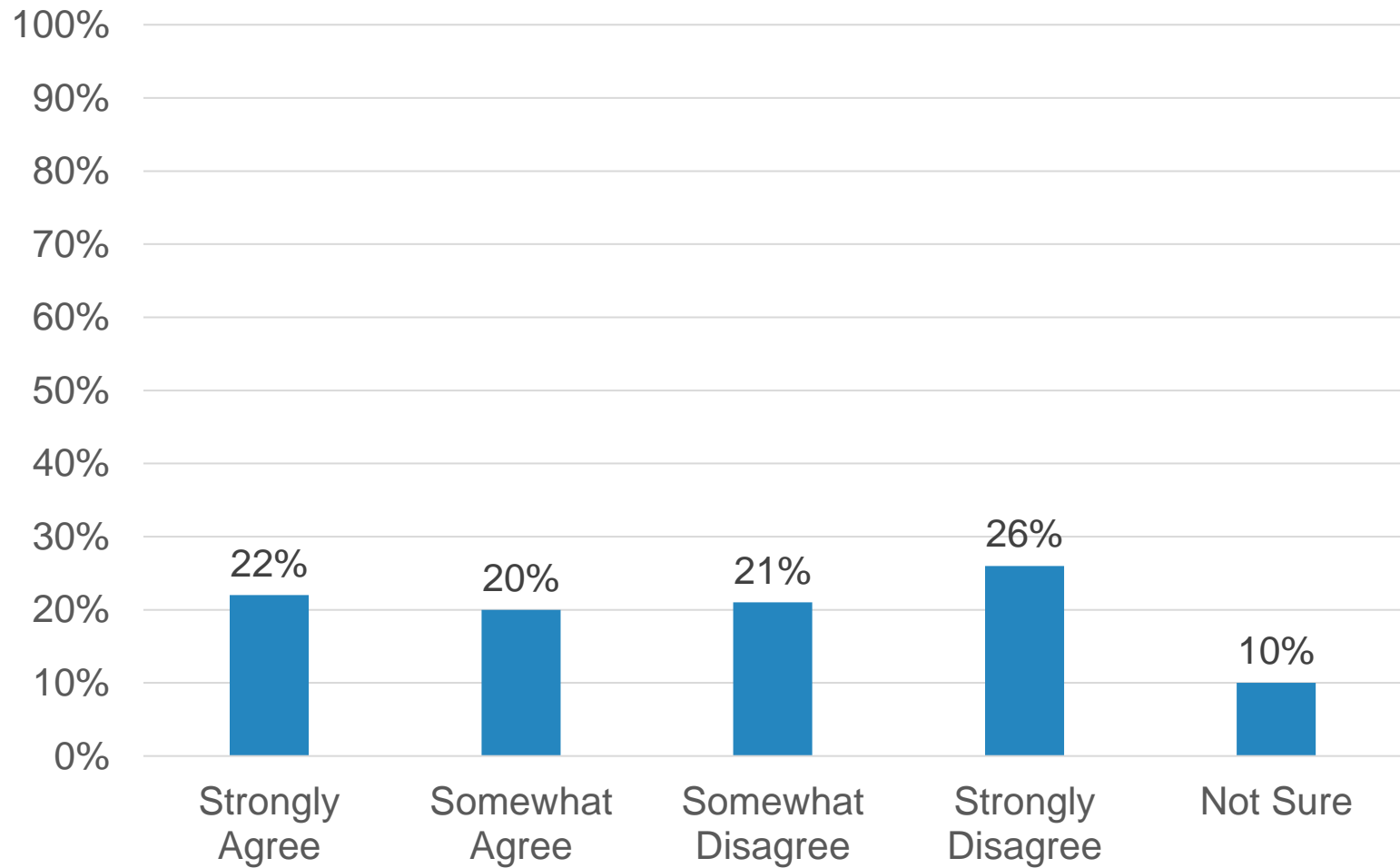
# 47% say that a church with Methodist in the name is not for them



Lifeway research

Q24: "When I see the name **Methodist** in the name of a church, I assume it is not for me." n=1,005

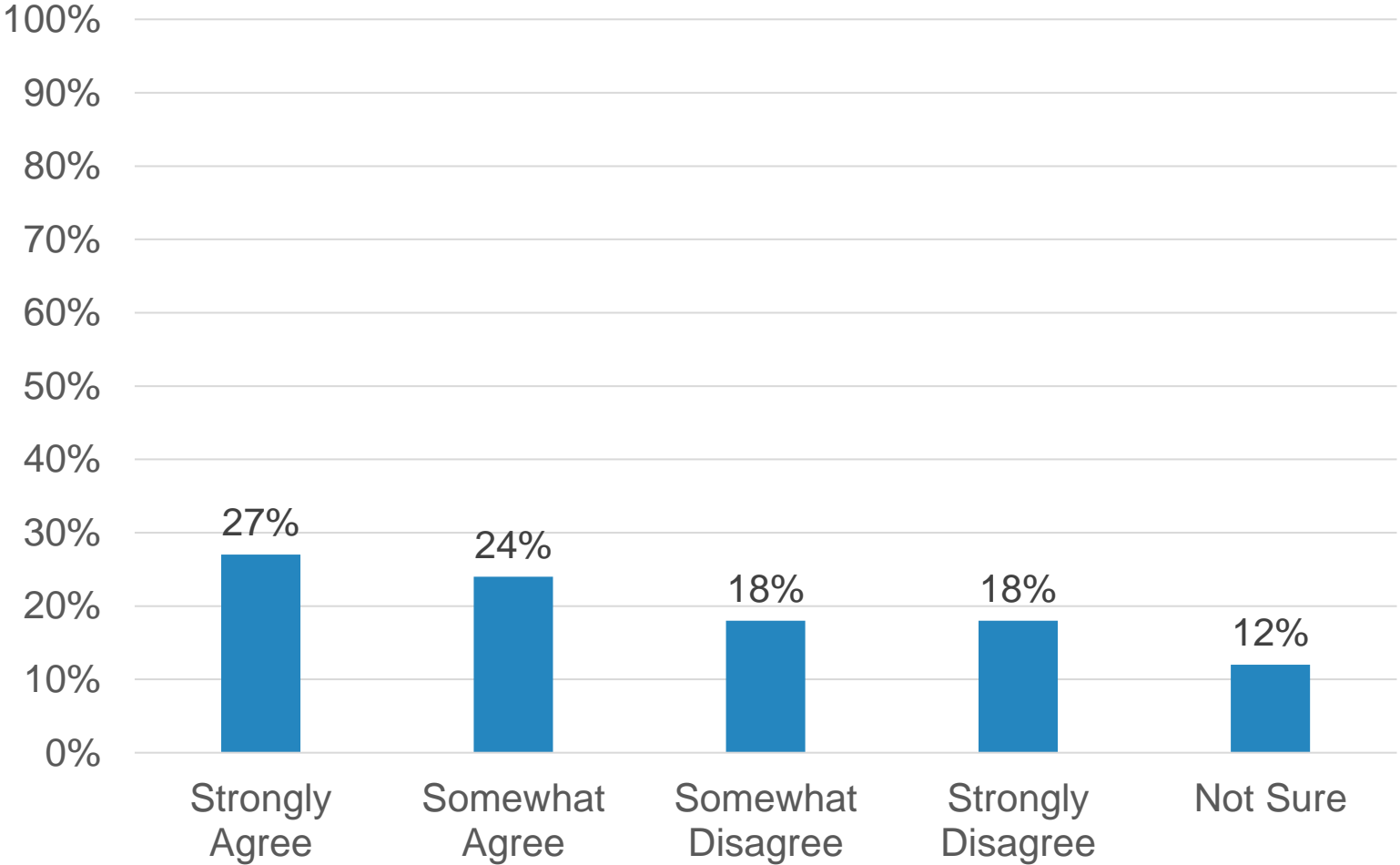
# 43% say that a church with Baptist in the name is not for them



Lifeway research

Q25: "When I see the name **Baptist** in the name of a church, I assume it is not for me." n=1,005

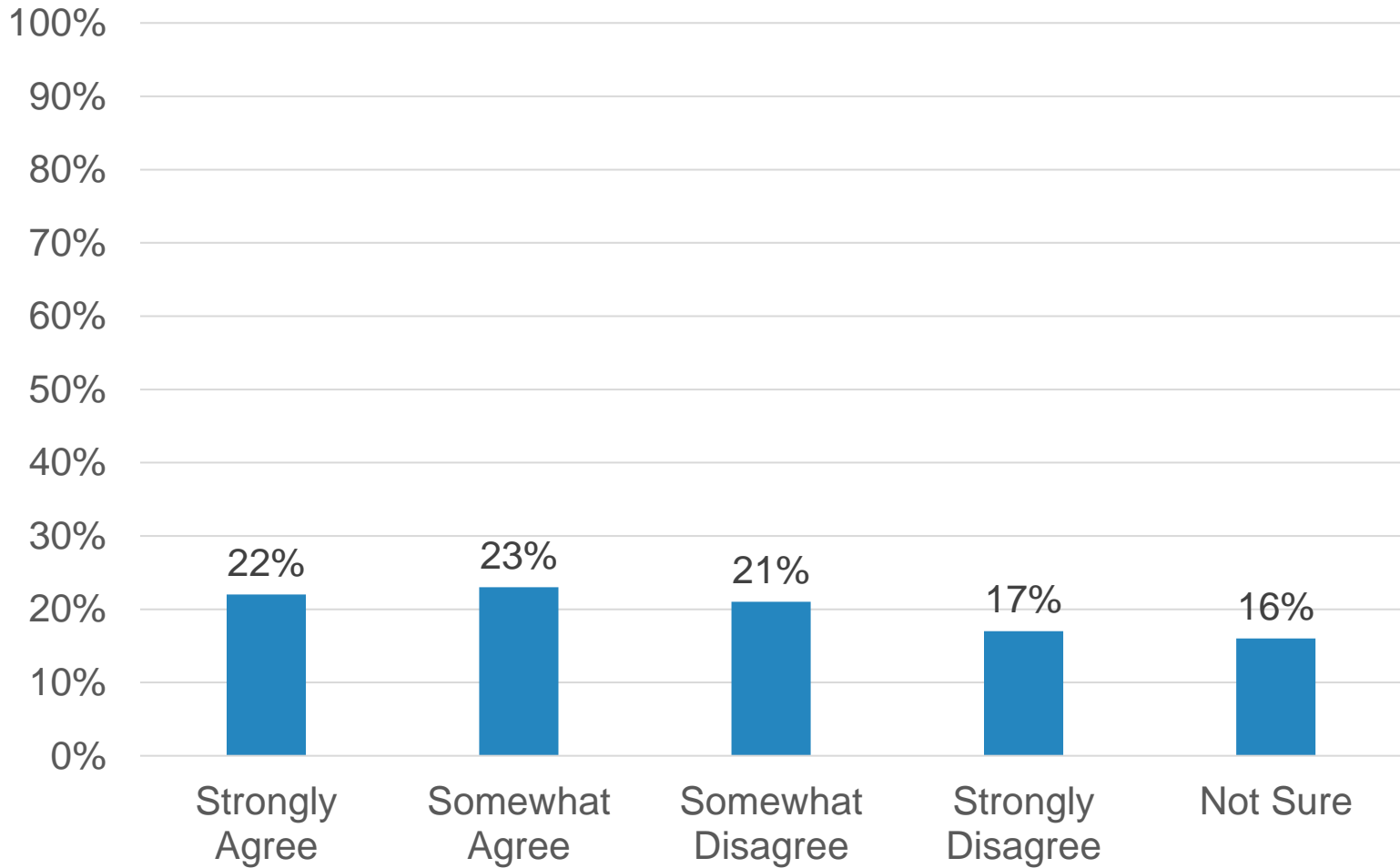
# 51% say that a church with Pentecostal in the name is not for them



Lifeway research

Q26: "When I see the name **Pentecostal** in the name of a church, I assume it is not for me." n=1,005

# 46% say that a church with Presbyterian in the name is not for them

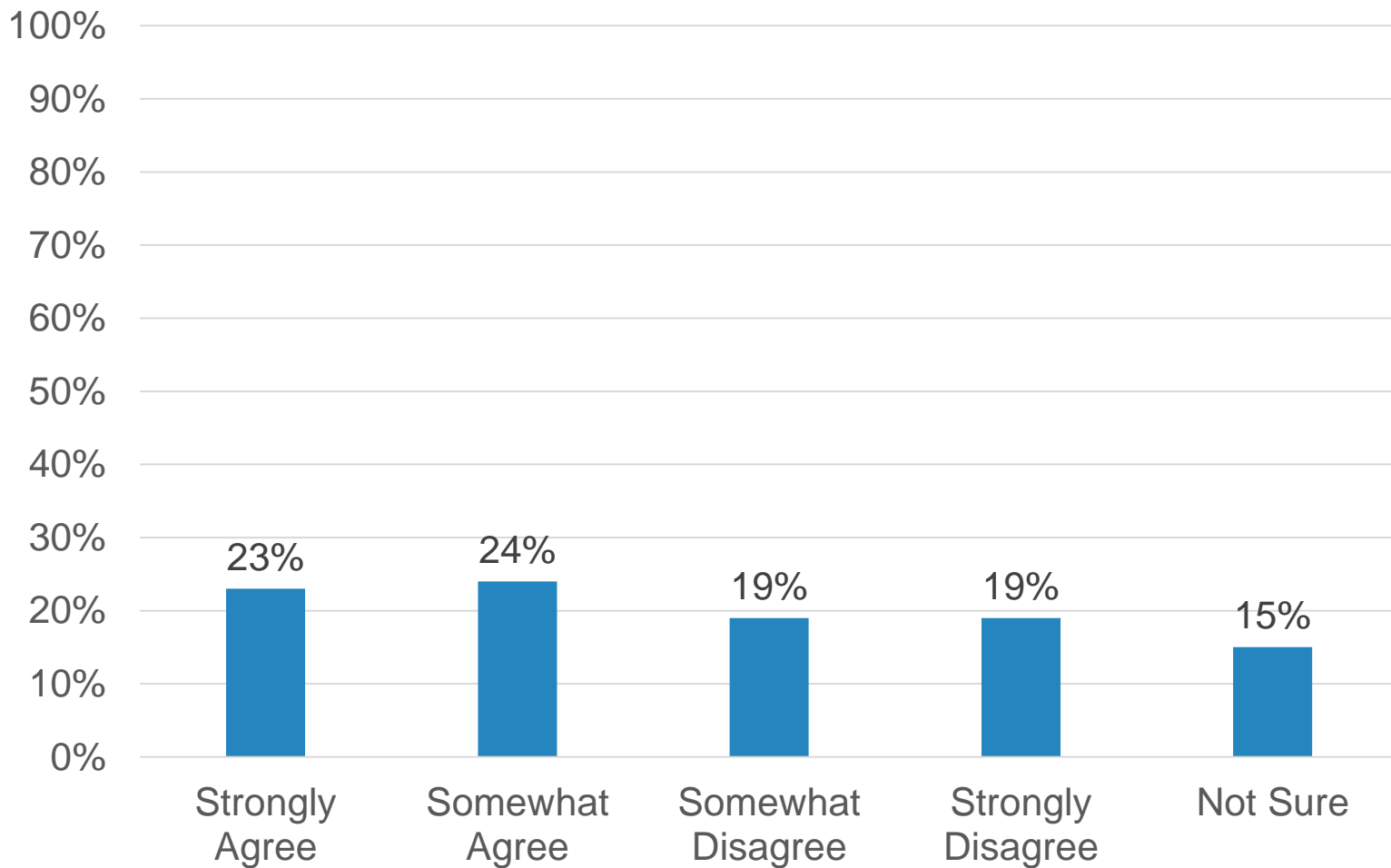


Lifeway research

Q27: "When I see the name **Presbyterian** in the name of a church, I assume it is not for me." n=1,005



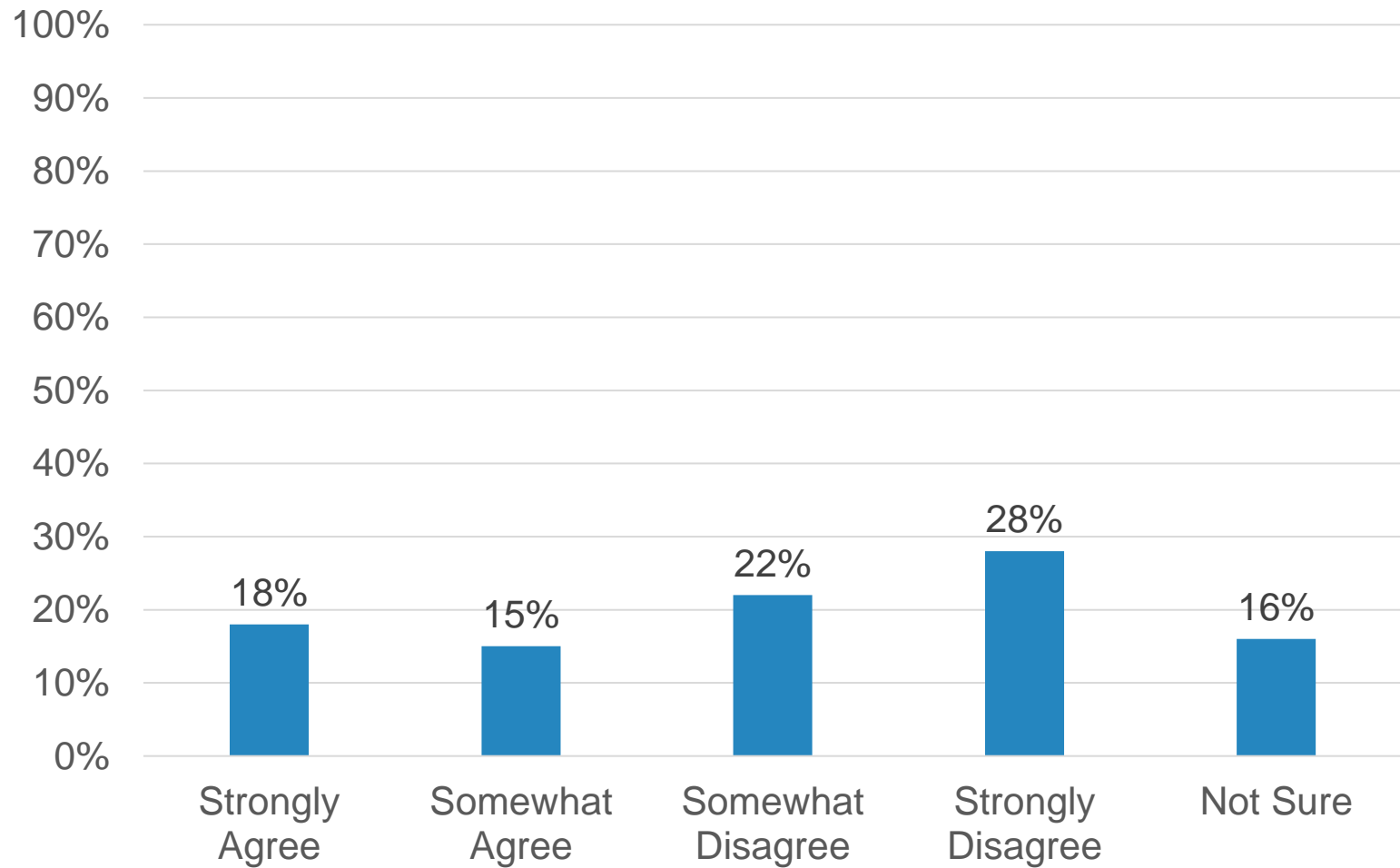
# 47% say that a church with Lutheran in the name is not for them



Lifeway research

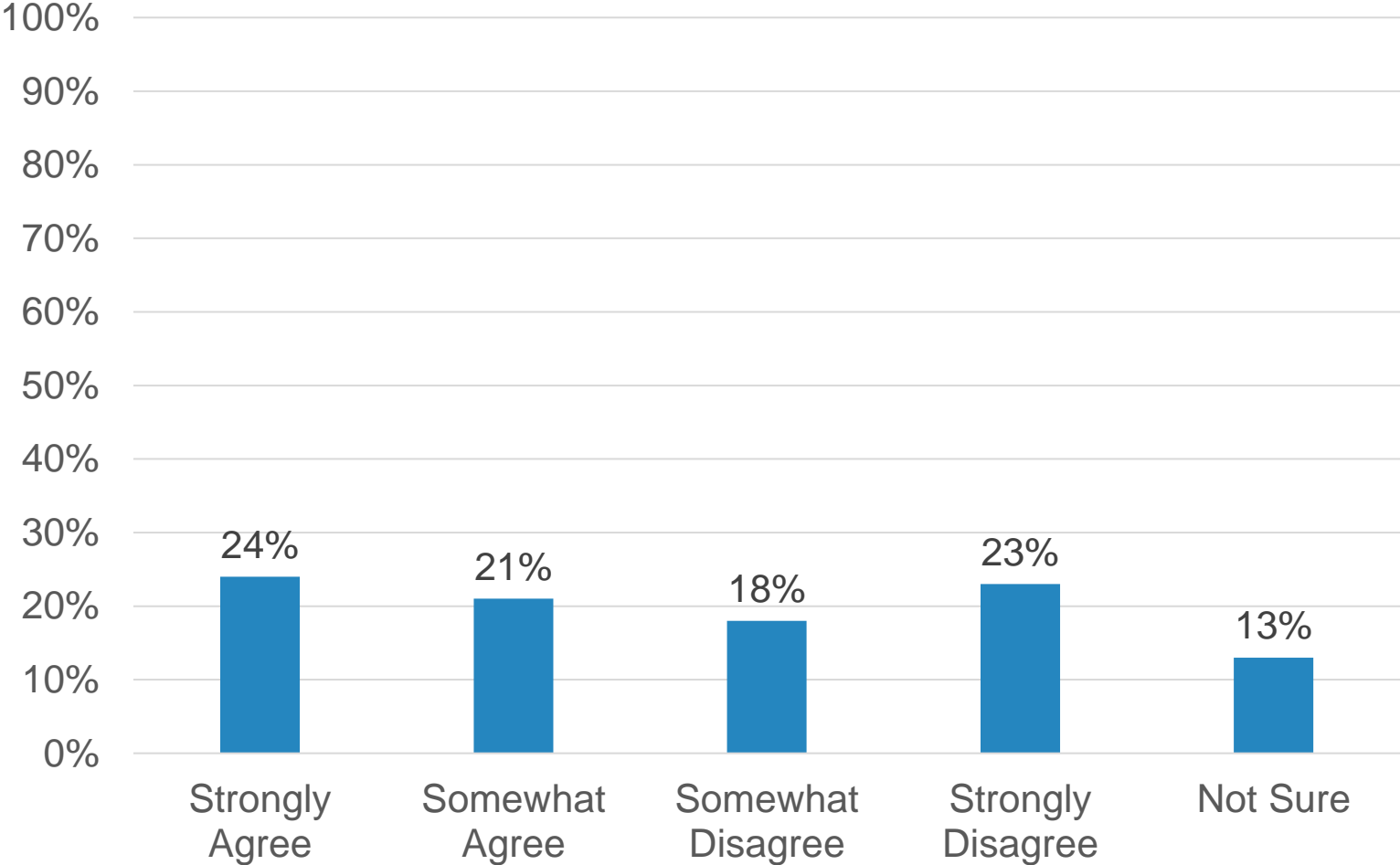
Q28: "When I see the name **Lutheran** in the name of a church, I assume it is not for me." n=1,005

# 33% say that a church described as Non-denominational is not for them



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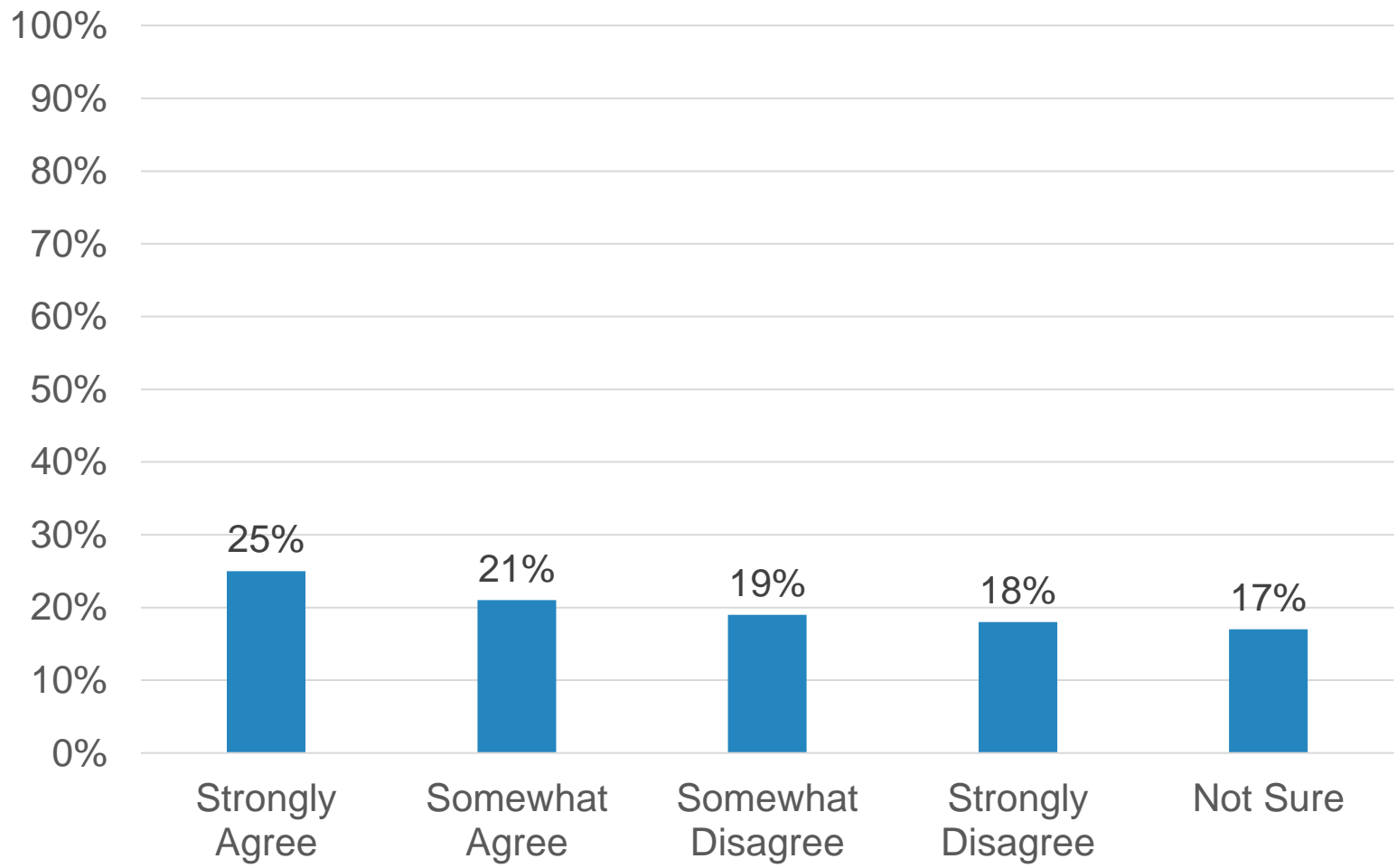
# 46% say that a church with Southern Baptist in the name is not for them



Lifeway research

Q30: "When I see the name Southern Baptist in the name of a church, I assume it is not for me." n=1,005

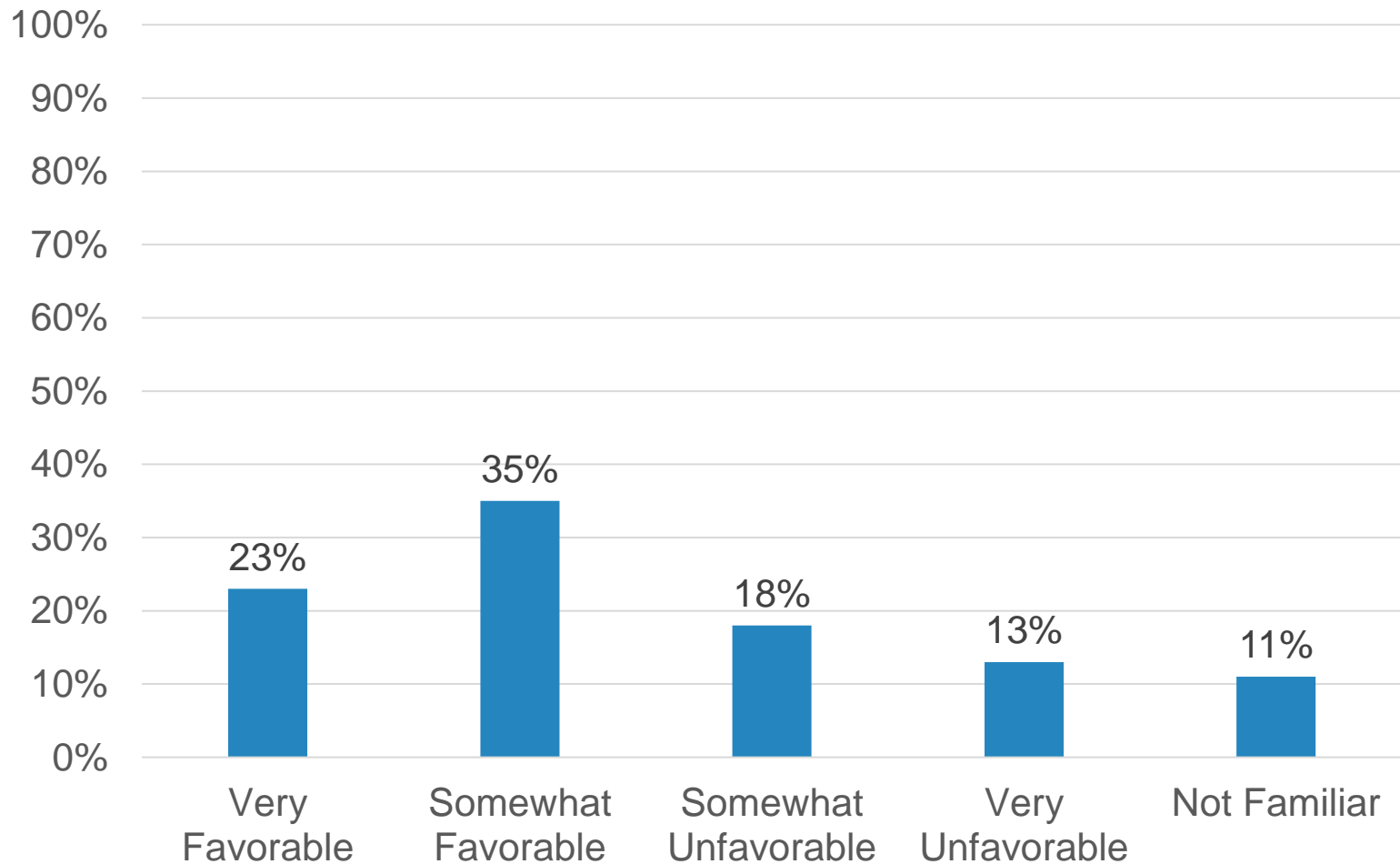
# 46% say that a church with Assemblies of God in the name is not for them



Lifeway research

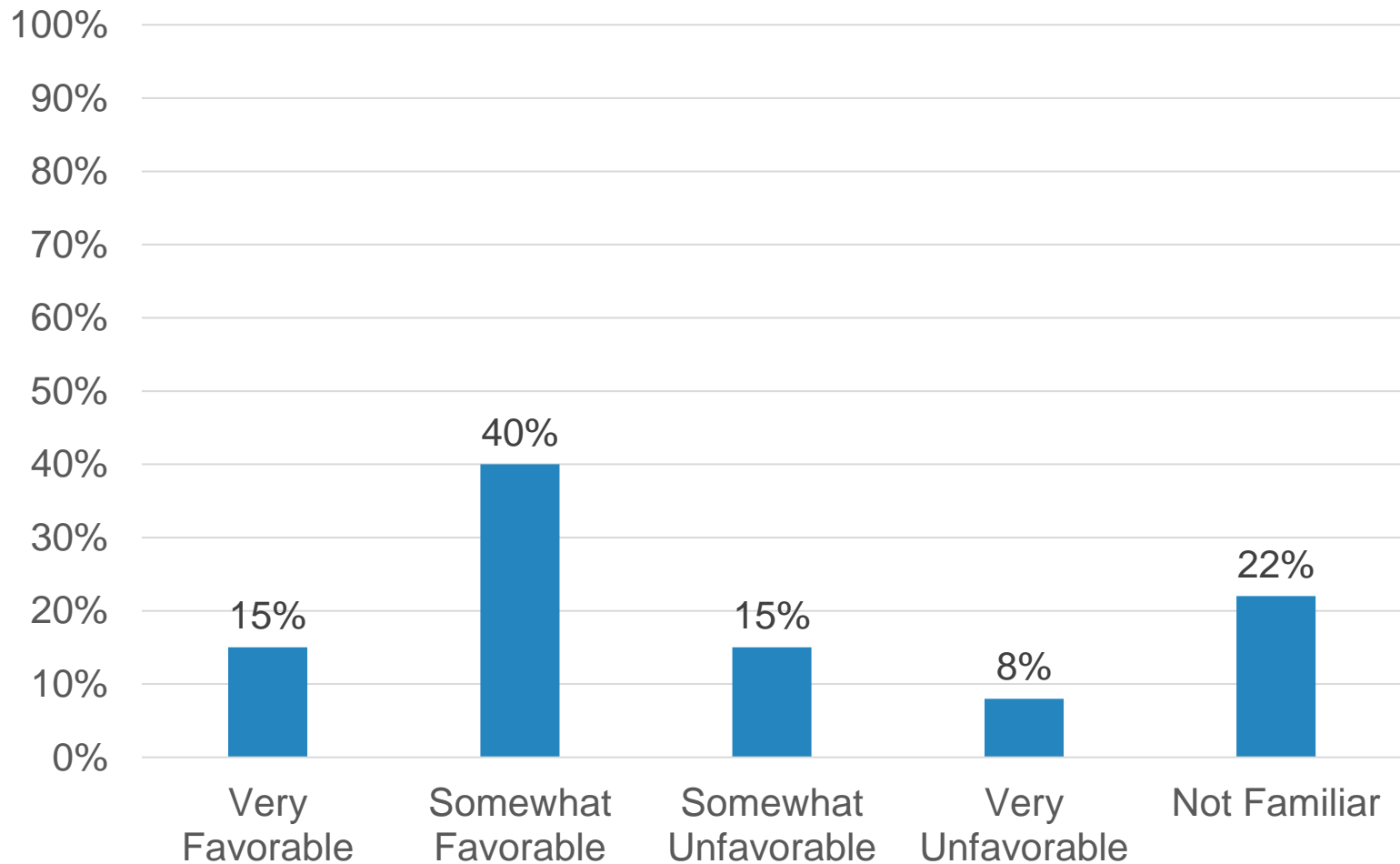
Q31: "When I see the name **Assemblies of God** in the name of a church, I assume it is not for me." n=1,005

# 57% have a favorable impression of Catholic churches



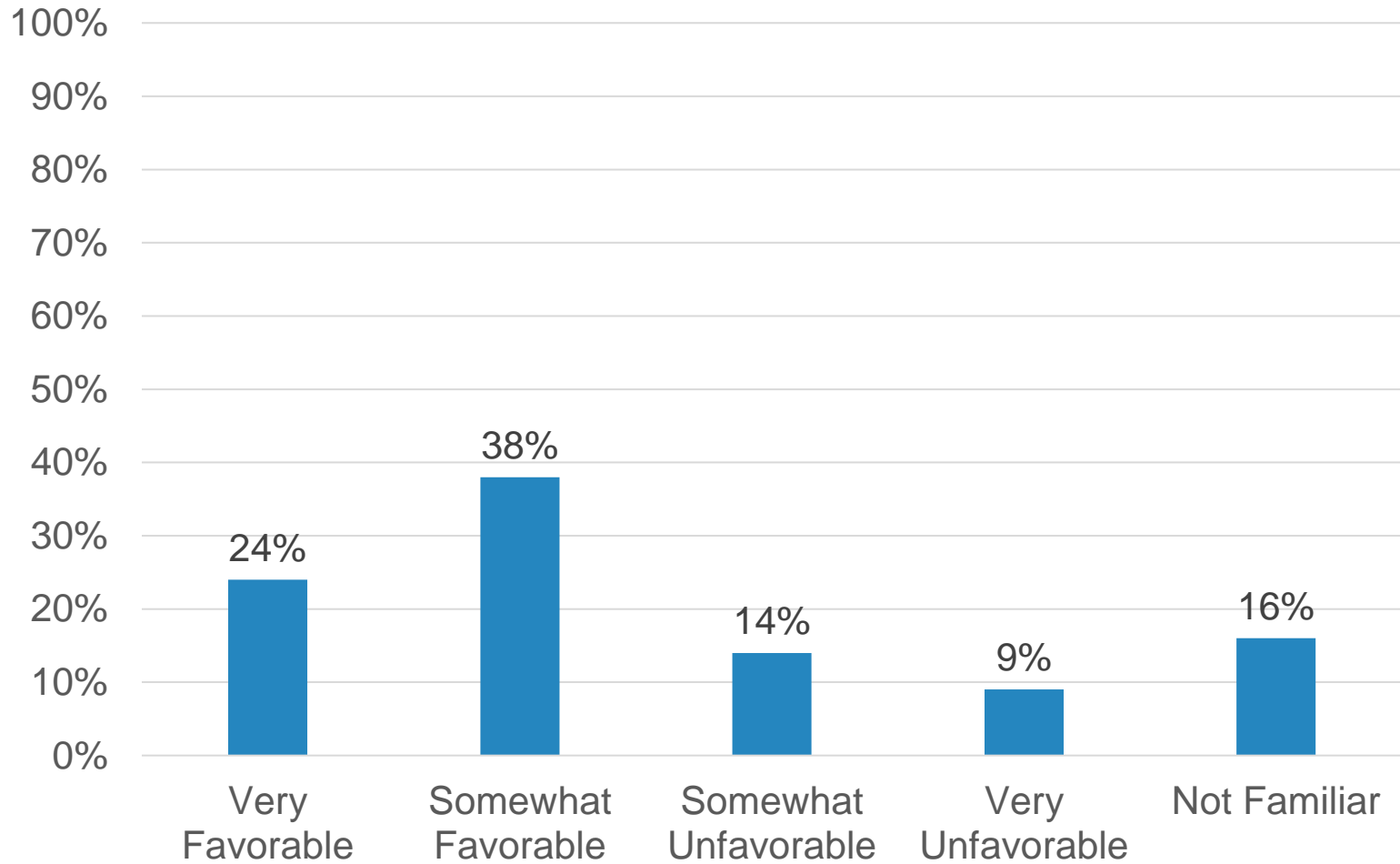
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# 55% have a favorable impression of Methodist churches



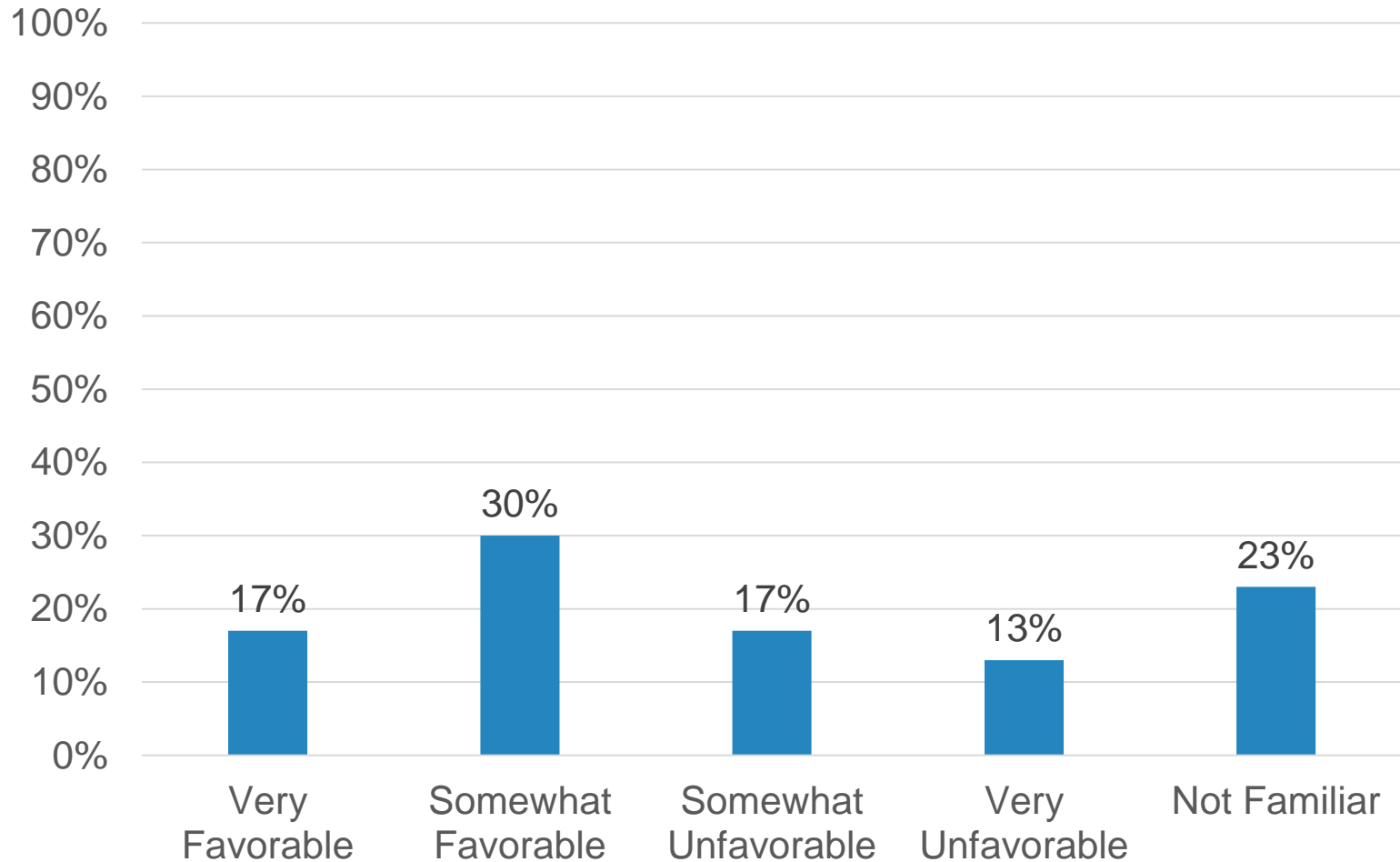
Lifeway research

# 61% have a favorable impression of Baptist churches



Lifeway research

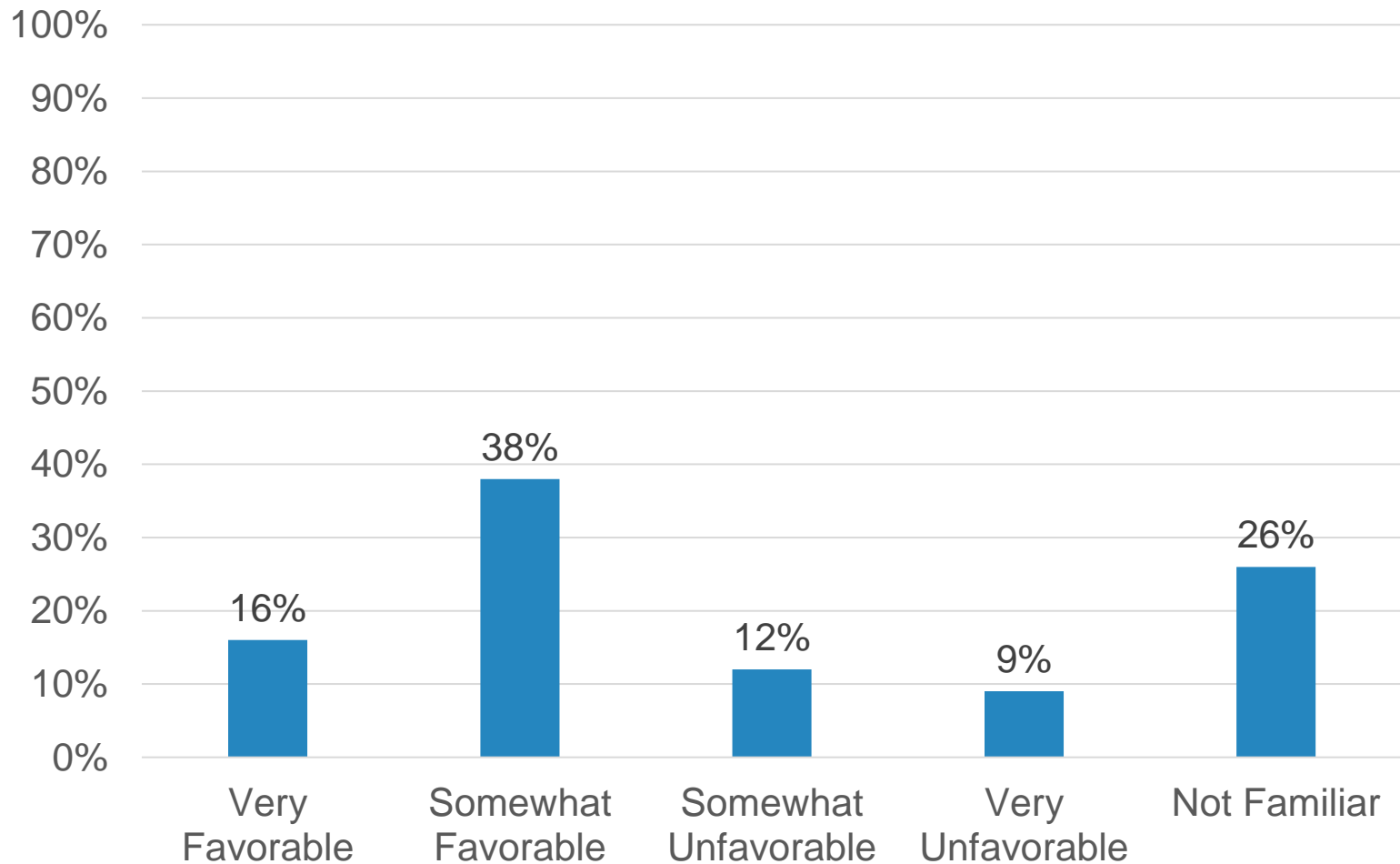
# 47% have a favorable impression of Pentecostal churches



Lifeway research

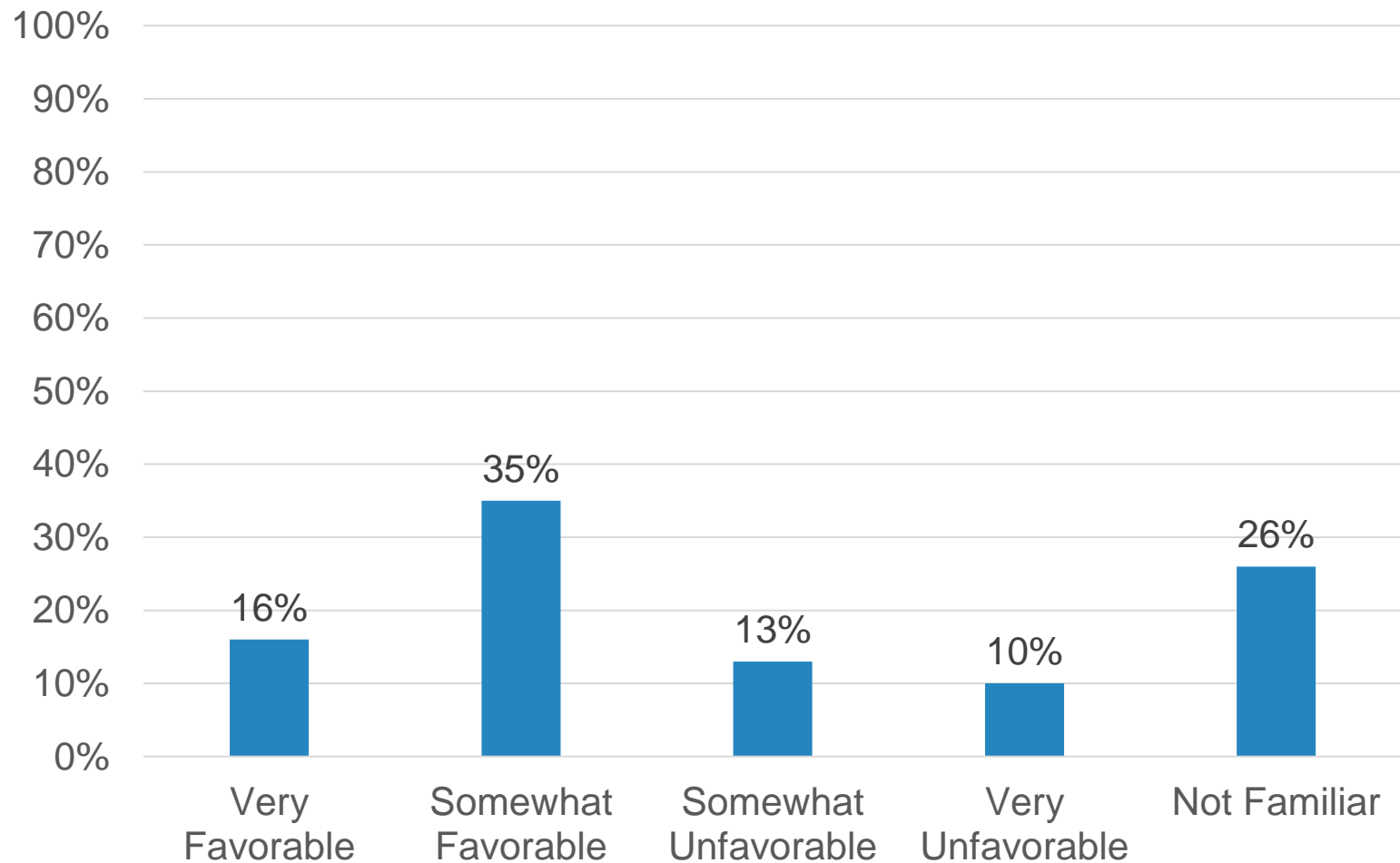


# 53% have a favorable impression of Presbyterian churches



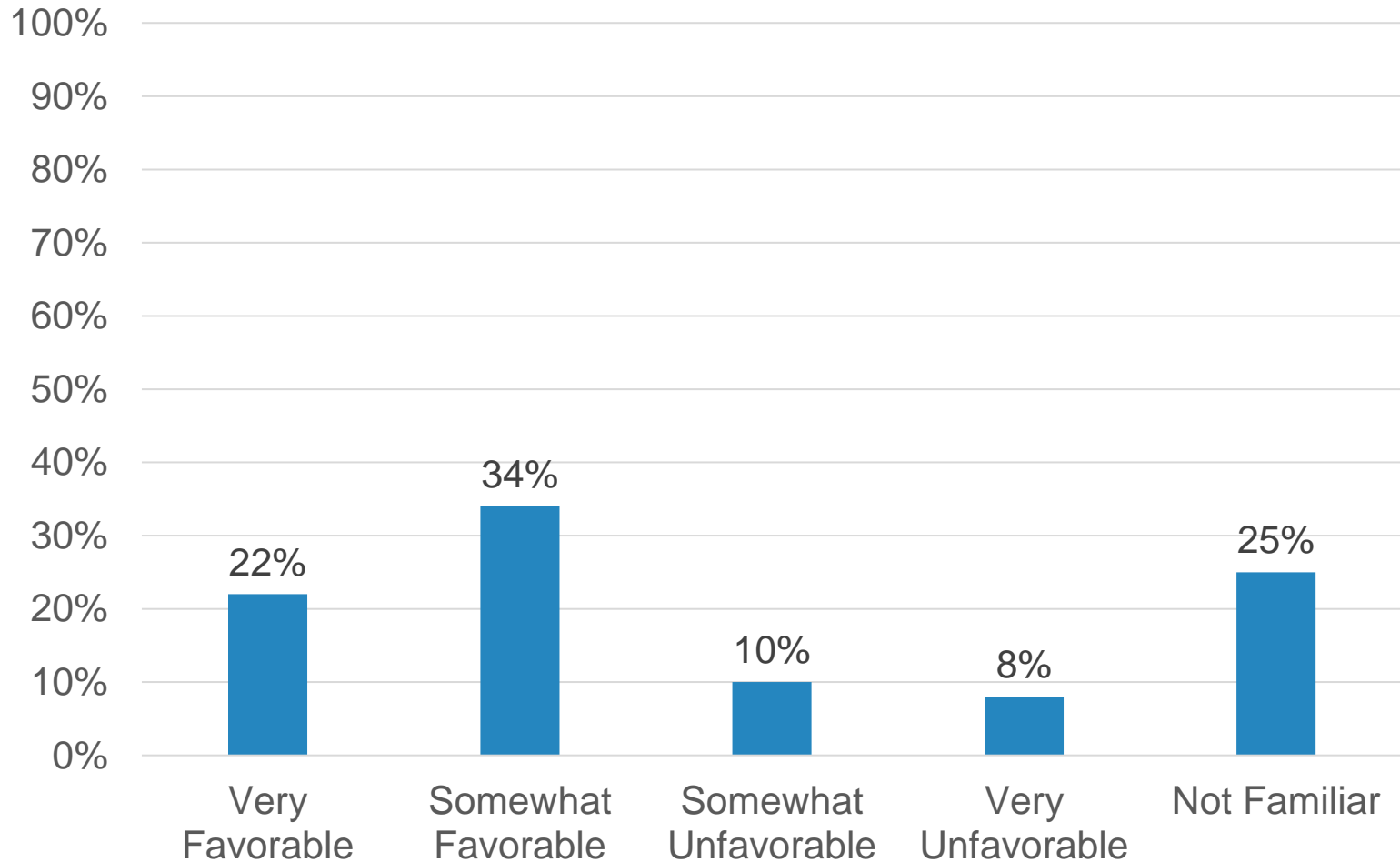
Lifeway research

# 51% have a favorable impression of Lutheran churches



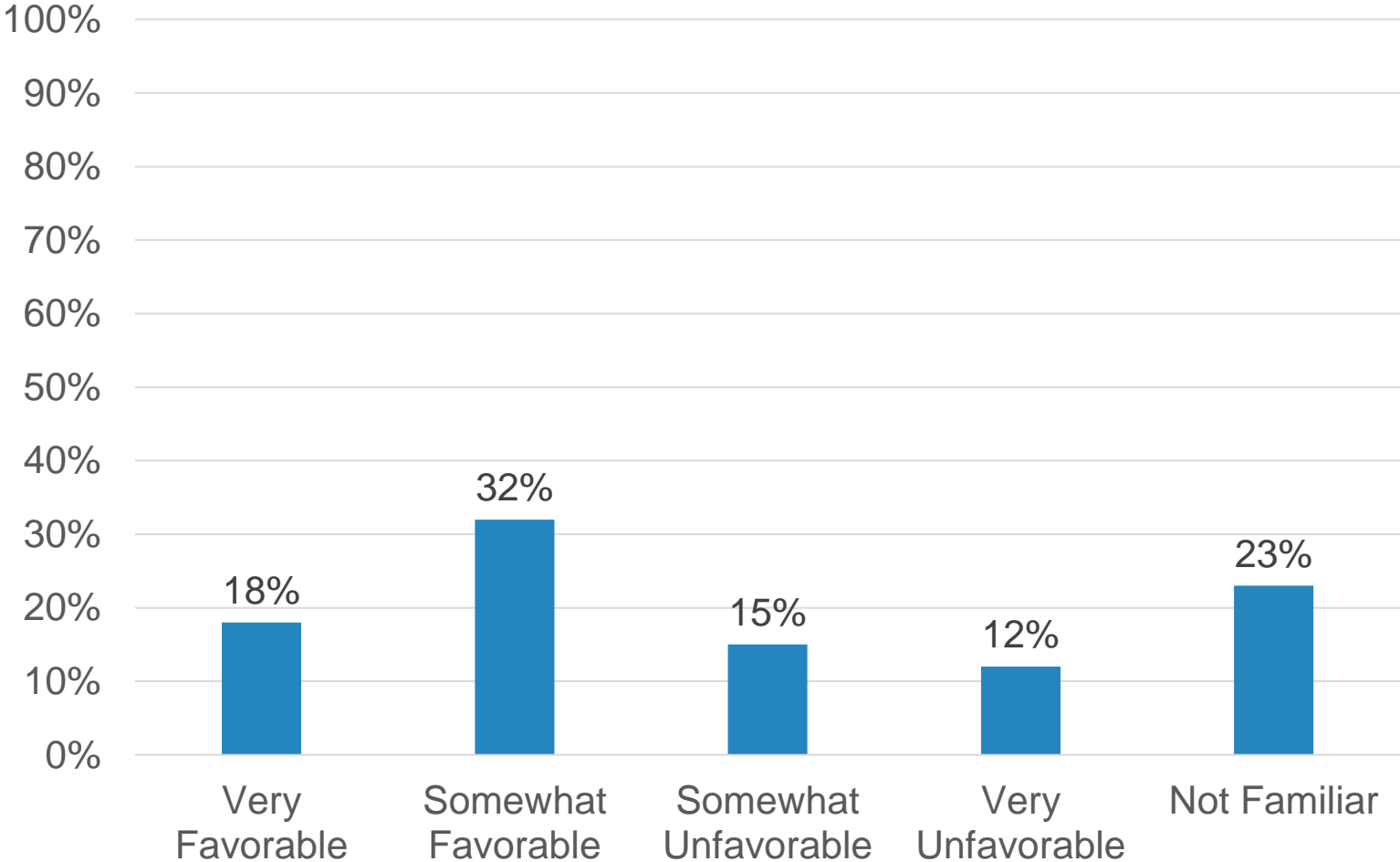
Lifeway research

# 57% have a favorable impression of Non-denominational churches



Lifeway research

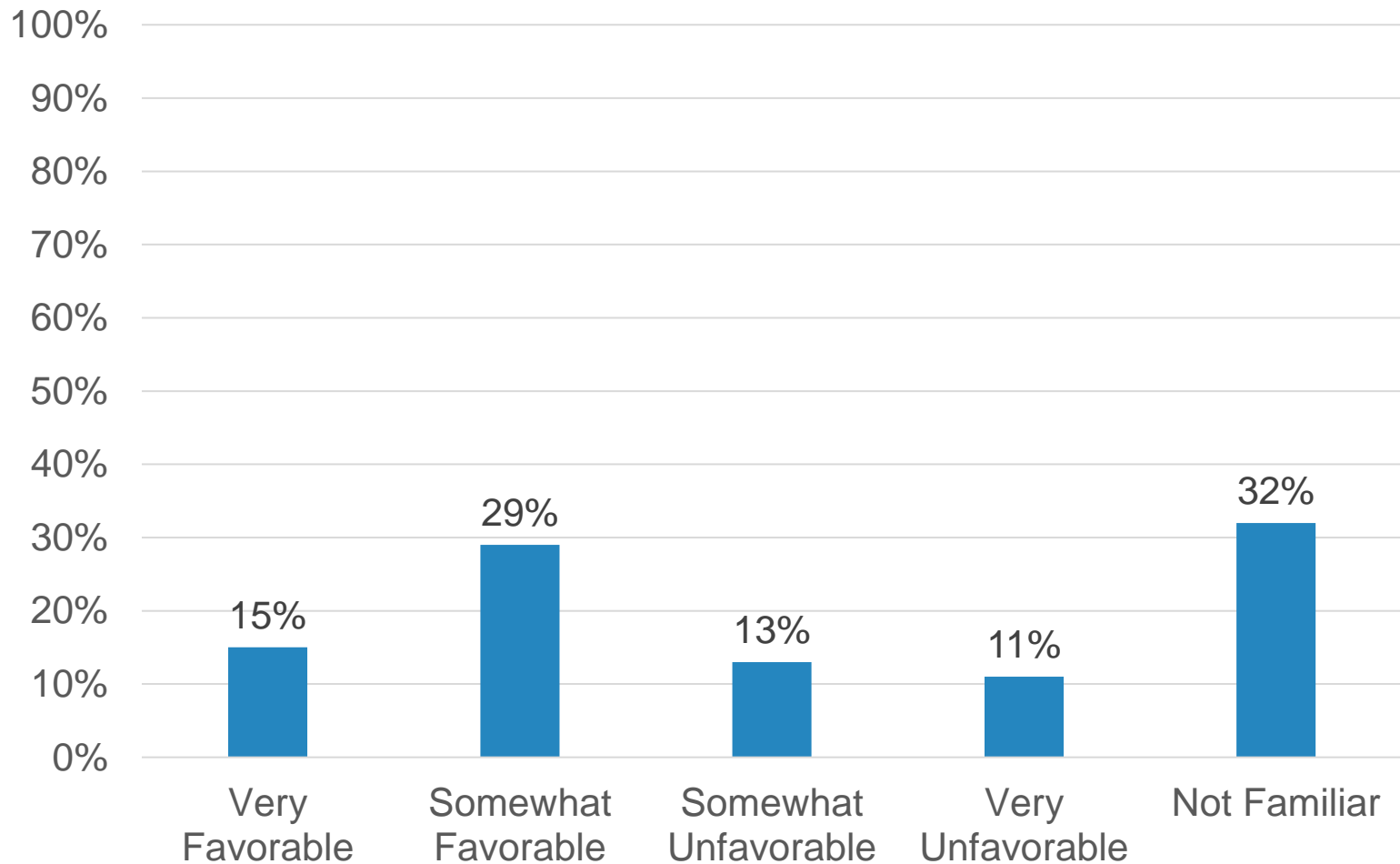
# 50% have a favorable impression of Southern Baptist churches



Lifeway research

Q39: "For each of the following denominations or faith groups please indicate your impression of them. Southern Baptist" n=1,005

# 43% have a favorable impression of Assemblies of God churches



Lifeway research

# Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Worship Service Attendance

Evangelical Beliefs

# Significant 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 the US Census locations

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religion, worship service attendance, and evangelical beliefs.

RELIGION	WORSHIP SERVICE ATTENDANCE AMONG CHRISTIANS	EVANGELICAL BELIEFS
Catholic	Less than once a month	Yes
Protestant	1 to 3 times a month	No
Other Religions	4 or more times a month	
Unaffiliated		



## **“When I see the name Catholic in the name of a church, I assume it is not for me.”**

- Those age 18-34 (52%) and 35-49 (51%) are more likely to Agree than those 65+ (41%)
- Whites (52%) are more likely to Agree than Hispanics (42%) and Other Ethnicities (39%)
- Those in the South (51%) are more likely to Agree than those in the West (42%)
- Those with some college (53%) are more likely to Agree than those who are High School Graduates or less (44%)
- Other Religions (64%) are more likely to Agree than Catholics (16%) and Religiously Unaffiliated (51%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (64% v. 44%)

## **“When I see the name Methodists in the name of a church, I assume it is not for me.”**

- Those age 65+ (47%) are more likely to Disagree than those 18-34 (38%) and 35-49 (35%)
- African Americans (52%) are more likely to Disagree than Whites (38%)
- Those with a Bachelor’s Degree (47%) are more likely to Disagree than those with some college (37%)
- Other Religions (63%) are more likely to Agree than Catholics (53%) and Religiously Unaffiliated (48%)
- Christians who attend a worship service 4 or more times a month (52%) are more likely to Agree than Christians who attend less than once a month (37%)

## **“When I see the name Baptist in the name of a church, I assume it is not for me.”**

- African Americans (57%) are more likely to Disagree than Whites (45%)
- Those in the South (52%) are more likely to Disagree than those in the Northeast (42%)
- Those with a Graduate Degree (53%) are more likely to Agree than those who are High School Graduates or less (39%) or with some college (41%)
- Other Religions are the most likely to Agree (63%)
- Those with evangelical beliefs are more likely to Disagree than those without evangelical beliefs (56% v. 45%)

## **“When I see the name Pentecostal in the name of a church, I assume it is not for me.”**

- Those in the Northeast (43%) are more likely to Disagree than those in the Midwest (32%)
- Those with a Graduate Degree (58%) are more likely to Agree than those who are High School Graduates or less (47%)
- Catholics (55%) and Other Religions (62%) are more likely to Agree than Protestants (46%)
- Those with evangelical beliefs are more likely to Disagree than those without evangelical beliefs (43% v. 35%)

## **“When I see the name Presbyterian in the name of a church, I assume it is not for me.”**

- Those age 18-34 (51%) are more likely to Agree than those 50-64 (40%) and 65+ (41%)
- Hispanics (56%) are more likely to Agree than Whites (44%) and African Americans (38%)
- Protestants (44%) are more likely to Disagree than Other Religions (30%) and Religiously Unaffiliated (30%)
- Christians who attend a worship service less than once a month are the least likely to Agree (36%)

## **“When I see the name Lutheran in the name of a church, I assume it is not for me.”**

- Those age 18-34 (50%) and 35-49 (52%) are more likely to Agree than those 65+ (40%)
- Hispanics (52%) are more likely to Agree than African Americans (40%)
- Those with a Bachelor’s Degree (51%) or with a Graduate Degree (53%) are more likely to Agree than those who are High School Graduates or less (43%)
- Other Religions are the most likely to Agree (65%)
- Christians who attend a worship service less than once a month are the least likely to Agree (37%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (55% v. 45%)

## **“When I see the description Non-denominational with the name of a church, I assume it is not for me.”**

- Those age 18-34 (40%) are more likely to Agree than those 50-64 (28%) and 65+ (30%)
- Whites (32%) and Hispanics (42%) are more likely to Agree than African Americans (27%)
- Those in the Northeast (38%) and West (37%) are more likely to Agree than those in the Midwest (28%)
- Those with a Graduate Degree (44%) are more likely to Agree than those who are High School Graduates or less (31%) or with some college (30%)
- Protestants are the most likely to Disagree (64%)
- Christians who attend a worship service less than once a month are the least likely to Agree (22%)
- Those with evangelical beliefs are more likely to Disagree than those without evangelical beliefs (57% v. 49%)

## **“When I see the name Southern Baptist in the name of a church, I assume it is not for me.”**

- Those age 50-64 (47%) are more likely to Disagree than those 18-34 (36%)
- Whites (48%) and Hispanics (49%) are more likely to Agree than African Americans (33%)
- Those in the South are the most likely to Disagree (49%)
- Those with a Bachelor’s Degree (51%) or with a Graduate Degree (54%) are more likely to Agree than those who are High School Graduates or less (41%)
- Other Religions are the most likely to Agree (66%)
- Those with evangelical beliefs are more likely to Disagree than those without evangelical beliefs (49% v. 39%)



## **“When I see the name Assemblies of God in the name of a church, I assume it is not for me.”**

- Whites (48%) and Hispanics (50%) are more likely to Agree than African Americans (35%)
- Those with a Bachelor’s Degree (52%) or with a Graduate Degree (56%) are more likely to Agree than those who are High School Graduates or less (42%) or with some college (43%)
- Protestants (42%) are more likely to Disagree than Other Religions (30%) and Religiously Unaffiliated (29%)
- Christians who attend a worship service 1 to 3 times a month (46%) are more likely to Disagree than Christians who attend less than once a month (34%)

**“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Catholic**

- Those age 18-34 are the most likely to select “Unfavorable” (39%)
- African Americans (19%) are more likely to select “Not familiar” than Whites (11%) and Hispanics (3%)
- Those with some college are the most likely to select “Unfavorable” (42%)
- Those who are High School Graduates or less are the most likely to select “Not familiar” (17%)
- Religiously Unaffiliated are the most likely to select “Unfavorable” (47%)
- Christians who attend a worship service 1 to 3 times a month (73%) are more likely to select “Favorable” than Christians who attend less than once a month (62%)

**“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Methodist**

- Males are more likely to select “Unfavorable” than females (27% v. 19%)
- Those age 18-34 are the most likely to select “Unfavorable” (33%)
- Hispanics are the most likely to select “Unfavorable” (38%)
- Those in the South (60%) are more likely to select “Favorable” than those in the West (51%)
- Those with a Bachelor’s Degree (61%) or a Graduate Degree (62%) are more likely to select “Favorable” than those with some college (49%)
- Religiously Unaffiliated (33%) are more likely to select “Unfavorable” than Catholics (19%) and Protestants (18%)
- Christians who attend a worship service less than once a month are the most likely to select “Not familiar” (22%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (62% v. 53%)

# **“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Baptist**

- Those age 50-64 (71%) and 65+ (67%) are more likely to select “Favorable” than those 18-34 (52%)
- African Americans are the most likely to select “Favorable” (82%)
- Those in the South are the most likely to select “Favorable” (70%)
- Those who are High School Graduates or less are the least likely to select “Unfavorable” (17%)
- Protestants are the most likely to select “Favorable” (76%)
- Religiously Unaffiliated are the least likely to select “Favorable” (36%) though this is tied for the highest Favorable response among the 9 denomination names tested
- Christians who attend a worship service 4 or more times a month (75%) are more likely to select “Favorable” than Christians who attend less than once a month (66%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (80% v. 56%)

## **“For each of the following denominations or faith groups please indicate your impression of them.”**

### **Pentecostals**

- Those age 50-64 (56%) are more likely to select “Favorable” than those 18-34 (37%) and 65+ (45%)
- African Americans (55%) are more likely to select “Favorable” than Hispanics (41%) and Other Ethnicities (39%)
- Those in the West (35%) are more likely to select “Unfavorable” than those in the Midwest (26%)
- Those with a Bachelor’s Degree (36%) or a Graduate Degree (39%) are more likely to select “Unfavorable” than those who are High School Graduates or less (25%)
- Religiously Unaffiliated are the most likely to select “Unfavorable” (41%)
- Christians who attend a worship service 4 or more times a month (63%) are more likely to select “Favorable” than Christians who attend less than once a month (48%)
- Christians who attend a worship service less than once a month are the most likely to select “Not familiar” (25%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (66% v. 41%)

# “For each of the following denominations or faith groups please indicate your impression of them.”

## Presbyterian

- Males are more likely to select “Unfavorable” than females (24% v. 18%)
- Those age 18-34 are the most likely to select “Unfavorable” (33%)
- Whites (56%) and African Americans (60%) are more likely to select “Favorable” than Hispanics (43%) and Other Ethnicities (42%)
- Those in the Northeast (27%) are more likely to select “Unfavorable” than those in the Midwest (17%) and South (19%)
- Those with a Bachelor’s Degree (60%) or a Graduate Degree (59%) are more likely to select “Favorable” than those with some college (47%)
- Religiously Unaffiliated (32%) are more likely to select “Unfavorable” than Catholics (21%) and Protestants (16%)
- Christians who attend a worship service 1 to 3 times a month are the most likely to select “Unfavorable” (25%)
- Christians who attend a worship service less than once a month are the most likely to select “Not familiar” (25%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (63% v. 51%)

**“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Lutheran**

- Those age 18-34 are the most likely to select “Unfavorable” (35%)
- Hispanics are the most likely to select “Unfavorable” (37%)
- Those in the Midwest (57%) are more likely to select “Favorable” than those in the South (47%)
- Those with a Bachelor’s Degree (57%) or a Graduate Degree (59%) are more likely to select “Favorable” than those with some college (46%)
- Religiously Unaffiliated are the most likely to select “Unfavorable” (33%)
- Christians who attend a worship service less than once a month are the least likely to select “Unfavorable” (15%) and the most likely to select “Not familiar” (27%)

**“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Non-denominational**

- Males are more likely to select “Unfavorable” than females (21% v. 15%)
- Those age 50-64 (63%) and 65+ (63%) are more likely to select “Favorable” than those 18-34 (48%)
- Whites (60%) are more likely to select “Favorable” than Hispanics (46%)
- Those in the Midwest are the least likely to select “Unfavorable” (11%)
- Those with a Bachelor’s Degree (63%) are more likely to select “Favorable” than those who are High School Graduates or less (53%)
- Protestants are the most likely to select “Favorable” (69%)
- Religiously Unaffiliated are the least likely to select “Favorable” (36%) though this is tied for the highest Favorable response among the 9 denomination names tested
- Christians who attend a worship service less than once a month are the least likely to select “Unfavorable” (10%) and the most likely to select “Not familiar” (27%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (66% v. 54%)



**“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Southern Baptist**

- Males are more likely to select “Unfavorable” than females (30% v. 23%)
- Those age 18-34 are the least likely to select “Favorable” (39%)
- Hispanics are the most likely to select “Unfavorable” (44%)
- Those in the South (56%) are more likely to select “Favorable” than those in the Northeast (47%) and West (45%)
- Those who are High School Graduates or less (54%) are more likely to select “Favorable” than those with a Graduate Degree (43%)
- Religiously Unaffiliated are the most likely to select “Unfavorable” (40%)
- Christians who attend a worship service 4 or more times a month (64%) are more likely to select “Favorable” than Christians who attend less than once a month (54%)
- Christians who attend a worship service less than once a month are the most likely to select “Not familiar” (25%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (66% v. 46%)

**“For each of the following denominations or faith groups please indicate your impression of them.”**

## **Assemblies of God**

- Males are more likely to select “Unfavorable” than females (27% v. 21%)
- Those age 18-34 (28%) are more likely to select “Unfavorable” than those 50-64 (18%)
- Hispanics are the most likely to select “Unfavorable” (35%)
- Those in the Northeast (28%) and West (28%) are more likely to select “Unfavorable” than those in the Midwest (18%)
- Those with a Bachelor’s Degree (31%) are more likely to select “Unfavorable” than those who are High School Graduates or less (19%)
- Religiously Unaffiliated (34%) are more likely to select “Unfavorable” than Catholics (24%) and Protestants (20%)
- Religiously Unaffiliated are the most likely to select “Not familiar” (46%)
- Christians who attend a worship service less than once a month are the least likely to select “Favorable” (41%) and the most likely to select “Not familiar” (38%)
- Those with evangelical beliefs are more likely to select “Favorable” than those without evangelical beliefs (59% v. 39%)

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