

Pastors' Views on Halloween

A SURVEY OF AMERICAN PROTESTANT PASTORS

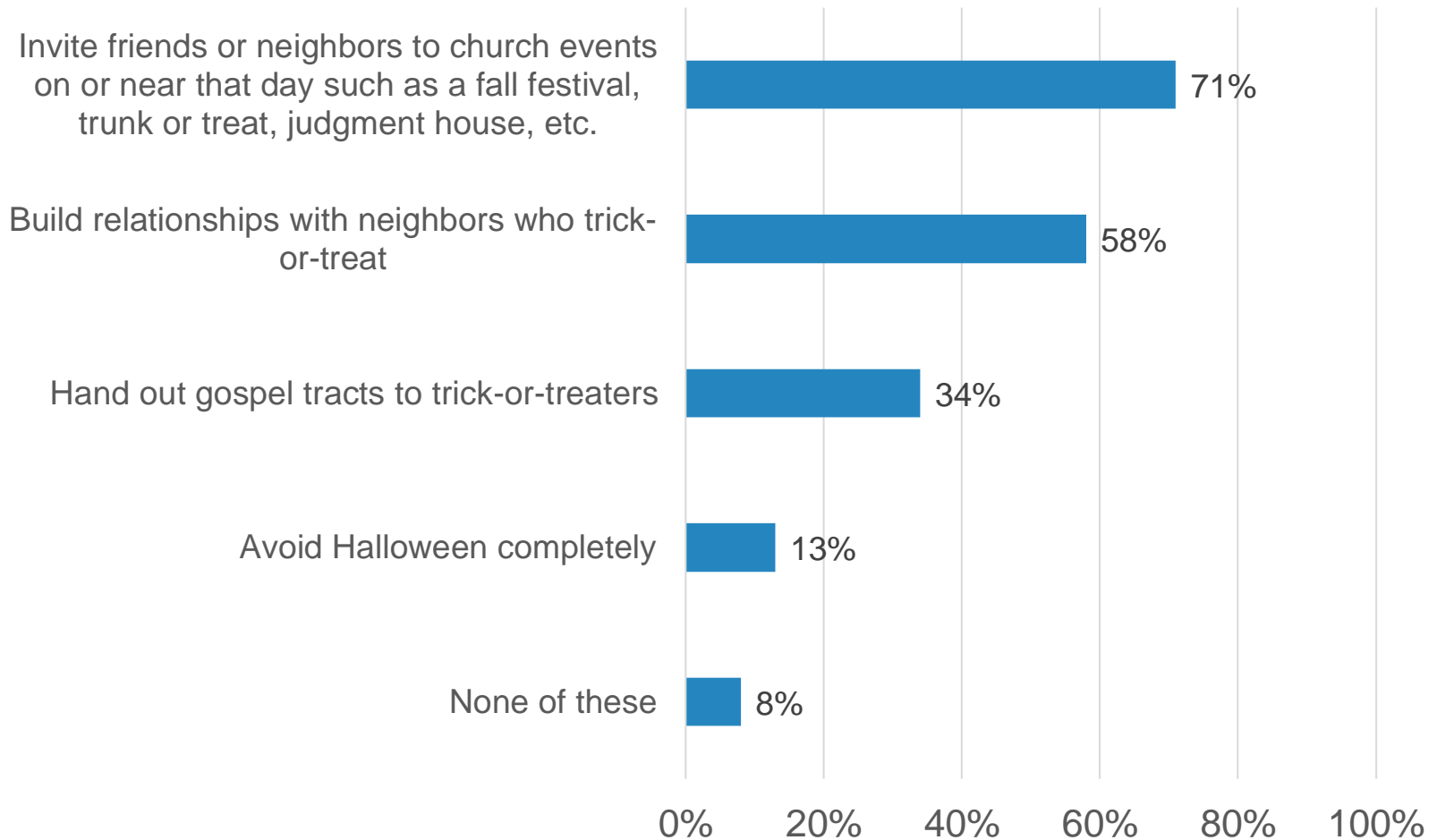
Lifeway research

Methodology

- The phone survey of 1,000 Protestant pastors was conducted September 6-29, 2022
- 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 at the church
- Responses were weighted by region and church size 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 $\pm 3.2\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups
- Comparisons are made to a telephone survey of 1,000 Protestant pastors conducted August 22 – September 16, 2016

“What do you encourage your church members to do at Halloween?”

Among Protestant Pastors

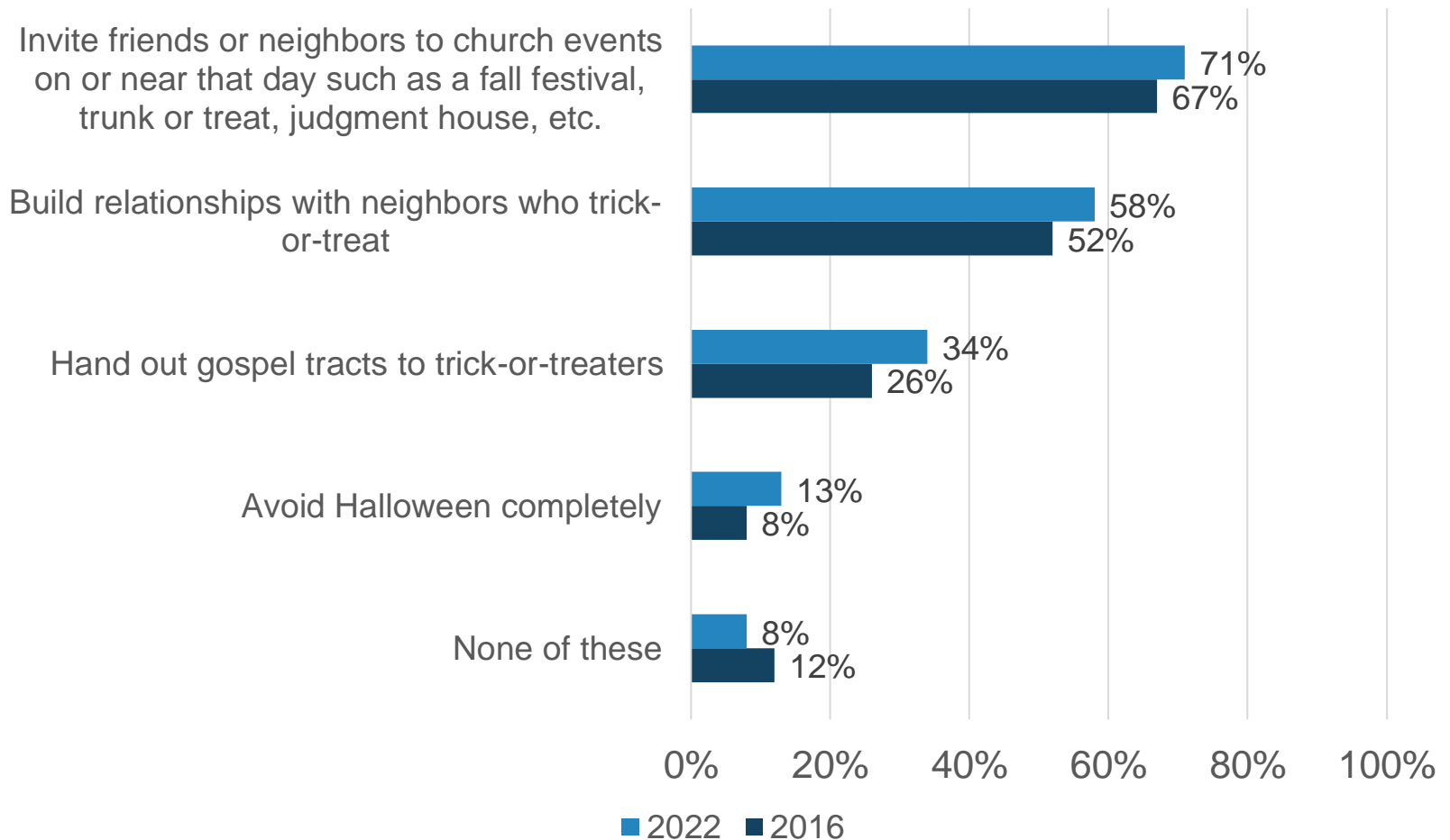


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Q: “What do you encourage your church members to do at Halloween? (Select all that apply)” n=1,000

Pastors are more likely to seek to influence their members' engagement in Halloween than in 2016; the largest increase is handing out gospel tracts

Among Protestant Pastors



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Q: "What do you encourage your church members to do at Halloween? (Select all that apply)" n=1,000

Significant Differences

Pastor

Ethnicity

Age

Gender

Education Level

Self-identified Evangelical/Mainline

Church

Region

Denomination

Average Attendance

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Significant Differences

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

AGE	GENDER	ETHNICITY	EDUCATION	Self-Identified
18-44	Male	White	No College Degree	Evangelical
45-54	Female	African American	Bachelor's Degree	Mainline
55-64		Hispanic	Graduate Degree	
65+		Other Ethnicities	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 GROUP	ATTENDANCE
Northeast	Baptist	0-49
South	Lutheran	50-99
Midwest	Methodist	100-249
West	Pentecostal	250+
	Presbyterian/Reformed	
	Christian/Church of Christ	
	Non-Denominational	

Note: Region is defined by the US Census locations

“What do you encourage your church members to do at Halloween?”

Build relationships with neighbors who trick-or-treat

- Pastors age 18-44 (66%) and 45-54 (63%) are more likely to select than pastors age 65+ (50%)
- White pastors are the most likely to select (61%)
- Pastors with a Master’s Degree (64%) are more likely to select than those with no college degree (45%) or a Bachelor’s Degree (53%)
- Methodists (68%) are more likely to select than Pentecostals (42%) and Christian/Church of Christ (47%)

“What do you encourage your church members to do at Halloween?”

Hand out gospel tracts to trick-or-treaters

- Pastors age 55-64 (38%) and 65+ (37%) are more likely to select than pastors age 18-44 (27%)
- Male pastors are more likely to select than females (37% v. 20%)
- Evangelical pastors are more likely to select than Mainline pastors (42% v. 28%)
- Pastors in the South (38%) are more likely to select than those in the Northeast (25%) and Midwest (30%)
- Baptists are the most likely to select (58%)
- Pastors at churches with attendance 50-99 (37%) are more likely to select than those at churches with attendance of 0-49 (27%)

“What do you encourage your church members to do at Halloween?”

Invite friends or neighbors to church events on or near that day such as a fall festival, trunk or treat, judgment house, etc.

- Pastors age 18-44 (78%) and 45-54 (79%) are more likely to select than pastors age 55-64 (70%) and 65+ (57%)
- White pastors (73%) are more likely to select African American pastors (56%)
- Pastors in the South (75%) are more likely to select than those in the Northeast (66%)
- Pentecostals (77%) are more likely to select than Presbyterian/Reformed (64%)
- Pastors at churches with attendance 0-49 are the least likely to select (59%)

“What do you encourage your church members to do at Halloween?”

Avoid Halloween completely

- Pastors age 65+ (20%) are more likely to select than pastors age 18-44 (6%) and 45-54 (12%)
- African American (32%) and Hispanic pastors (23%) are more likely to select than white pastors (11%)
- Pastors with no college degree (17%) are more likely to select than those with a Master’s Degree (10%)
- Pentecostals (20%) and Non-Denominational (22%) are more likely to select than Lutherans (9%), Methodists (7%), and Christian/Church of Christ (7%)
- Pastors at churches with attendance 0-49 (16%) are more likely to select than those at churches with attendance of 250+ (7%)

“What do you encourage your church members to do at Halloween?”

None of these

- Pastors age 65+ are the most likely to select (14%)
- African American pastors (19%) are more likely to select than white pastors (8%)
- Pastors at churches with attendance 0-49 (13%) are more likely to select than those at churches with attendance of 50-99 (7%) and 100-249 (5%)

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