Pastors’ Views on Halloween

A SURVEY OF AMERICAN PROTESTANT PASTORS
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 ±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

- Invite friends or neighbors to church events on or near that day such as a fall festival, trunk or treat, judgment house, etc. 71%
- Build relationships with neighbors who trick-or-treat 58%
- Hand out gospel tracts to trick-or-treaters 34%
- Avoid Halloween completely 13%
- None of these 8%

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

- Invite friends or neighbors to church events on or near that day such as a fall festival, trunk or treat, judgment house, etc.
  - 2022: 71%
  - 2016: 67%

- Build relationships with neighbors who trick-or-treat
  - 2022: 58%
  - 2016: 52%

- Hand out gospel tracts to trick-or-treaters
  - 2022: 34%
  - 2016: 26%

- Avoid Halloween completely
  - 2022: 13%
  - 2016: 8%

- None of these
  - 2022: 8%
  - 2016: 12%

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
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.

<table>
<thead>
<tr>
<th>AGE</th>
<th>GENDER</th>
<th>ETHNICITY</th>
<th>EDUCATION</th>
<th>Self-Identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-44</td>
<td>Male</td>
<td>White</td>
<td>No College Degree</td>
<td>Evangelical</td>
</tr>
<tr>
<td>45-54</td>
<td>Female</td>
<td>African American</td>
<td>Bachelor’s Degree</td>
<td>Mainline</td>
</tr>
<tr>
<td>55-64</td>
<td></td>
<td>Hispanic</td>
<td>Graduate Degree</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td></td>
<td>Other Ethnicities</td>
<td>Doctoral Degree</td>
<td></td>
</tr>
</tbody>
</table>
Significant Statistical Differences

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

<table>
<thead>
<tr>
<th>REGION</th>
<th>DENOMINATION GROUP</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Baptist</td>
<td>0-49</td>
</tr>
<tr>
<td>South</td>
<td>Lutheran</td>
<td>50-99</td>
</tr>
<tr>
<td>Midwest</td>
<td>Methodist</td>
<td>100-249</td>
</tr>
<tr>
<td>West</td>
<td>Pentecostal</td>
<td>250+</td>
</tr>
<tr>
<td></td>
<td>Presbyterian/Reformed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Christian/Church of Christ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-Denominational</td>
<td></td>
</tr>
</tbody>
</table>

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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