

Pastors' Views on Most Attended Christmas Events

A SURVEY OF AMERICAN PROTESTANT PASTORS

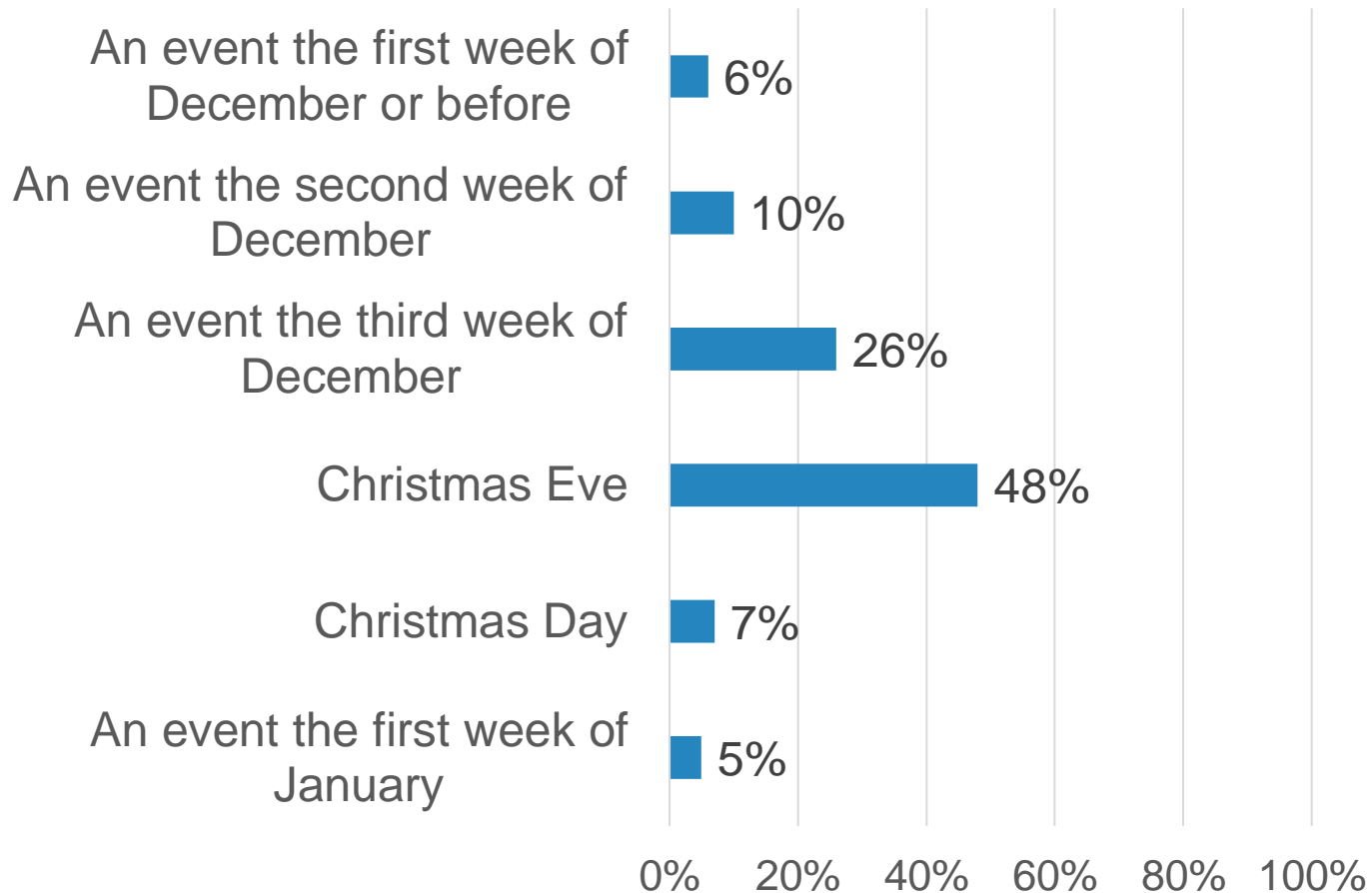
Lifeway research

Methodology

- The phone survey of 1,000 Protestant pastors was conducted September 6-30, 2022
- The calling list was a stratified random sample, drawn from a list of all Protestant churches. Quotas were used for church size
- Each interviews was completed by the senior or sole pastor or a minister 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
- Comparison was made to a phone survey of 1,000 Protestant pastors conducted August 22 – September 16, 2016

48% say that their church's most attended Christmas event is on Christmas Eve

Among Protestant Pastors



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Q: "In terms of attendance, when is your church's largest event celebrating Christmas?" 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

“In terms of attendance, when is your church’s largest event celebrating Christmas?”

- Pastors age 18-44 (53%) are more likely to select “Christmas Eve” than pastors age 55-64 (44%)
- Female pastors are more likely to select “Christmas Eve” than males (55% v. 46%)
- White pastors are the most likely to select “Christmas Eve” (51%)
- Pastors with a Master’s Degree are the most likely to select “Christmas Eve” (58%)
- Evangelical pastors are more likely to select “An event the third week of December” than Mainline pastors (30% v. 17%)
- Mainline pastors are more likely to select “Christmas Eve” than Evangelical pastors (60% v. 44%)
- Pastors in the South (30%) are more likely to select “An event the third week of December” than those in the Northeast (19%) and Midwest (21%)
- Pastors in the South are the least likely to select “Christmas Eve” (39%)

“In terms of attendance, when is your church’s largest event celebrating Christmas?” Continued

- Baptists (15%) and Pentecostals (18%) are more likely to select “An event the second week of December than Lutherans (1%), Methodists (3%), and Christian/Church of Christ (2%)
- Baptists (35%), Pentecostals (45%), and Christian/Church of Christ (37%) are more likely to select “An event the third week of December than Lutherans (7%), Methodists (13%), Presbyterian/Reformed (20%), and Non-denominational (17%)
- Lutherans are the most likely to select “Christmas Eve” (84%)
- Christian/Church of Christ are the most likely to select “An event the first week of January” (21%)
- Pastors at churches with attendance 0-49 (53%) are more likely to select “Christmas Eve” than those at churches with attendance of 100-249 (44%)
- Pastors at churches with attendance 0-49 are the least likely to select “An event the third week of December” (19%)

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