

Protestant Churchgoer Views On Livestreaming

A SURVEY OF 1,002 AMERICAN PROTESTANT CHURCHGOERS

Lifeway research

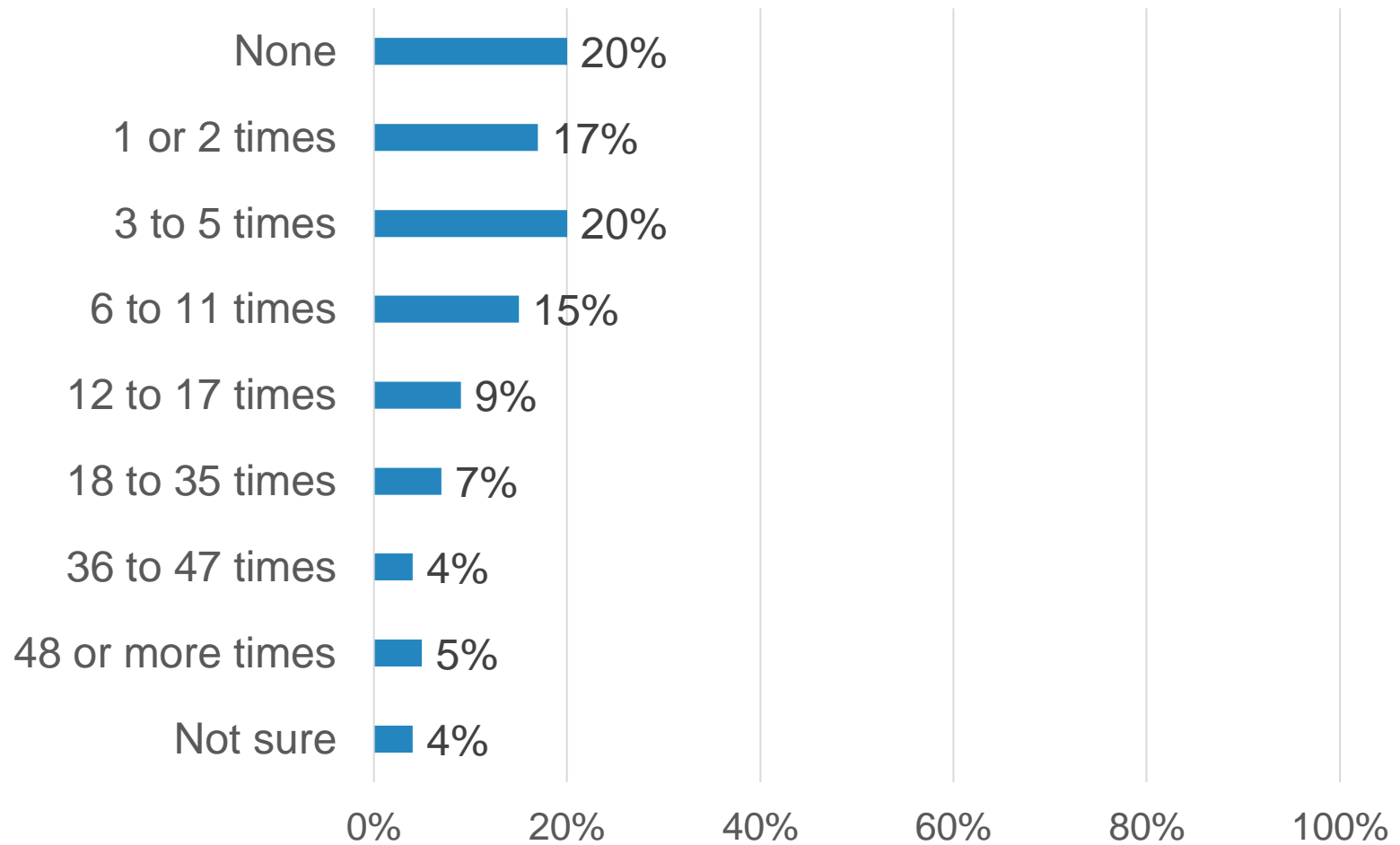
Methodology

- The online survey of 1,002 American Protestant churchgoers was conducted September 19-29, 2022, using a national pre-recruited panel
- Respondents were screened to include those who identified as Protestant/non-denominational and attend religious services at least once a month
- 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 1,002 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
- Comparisons are made to Lifeway Research surveys of Protestant churchgoers conducted February 5-18, 2021 (n=1,000) and September 20-27, 2019 (n=1,002) using the same methodology

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

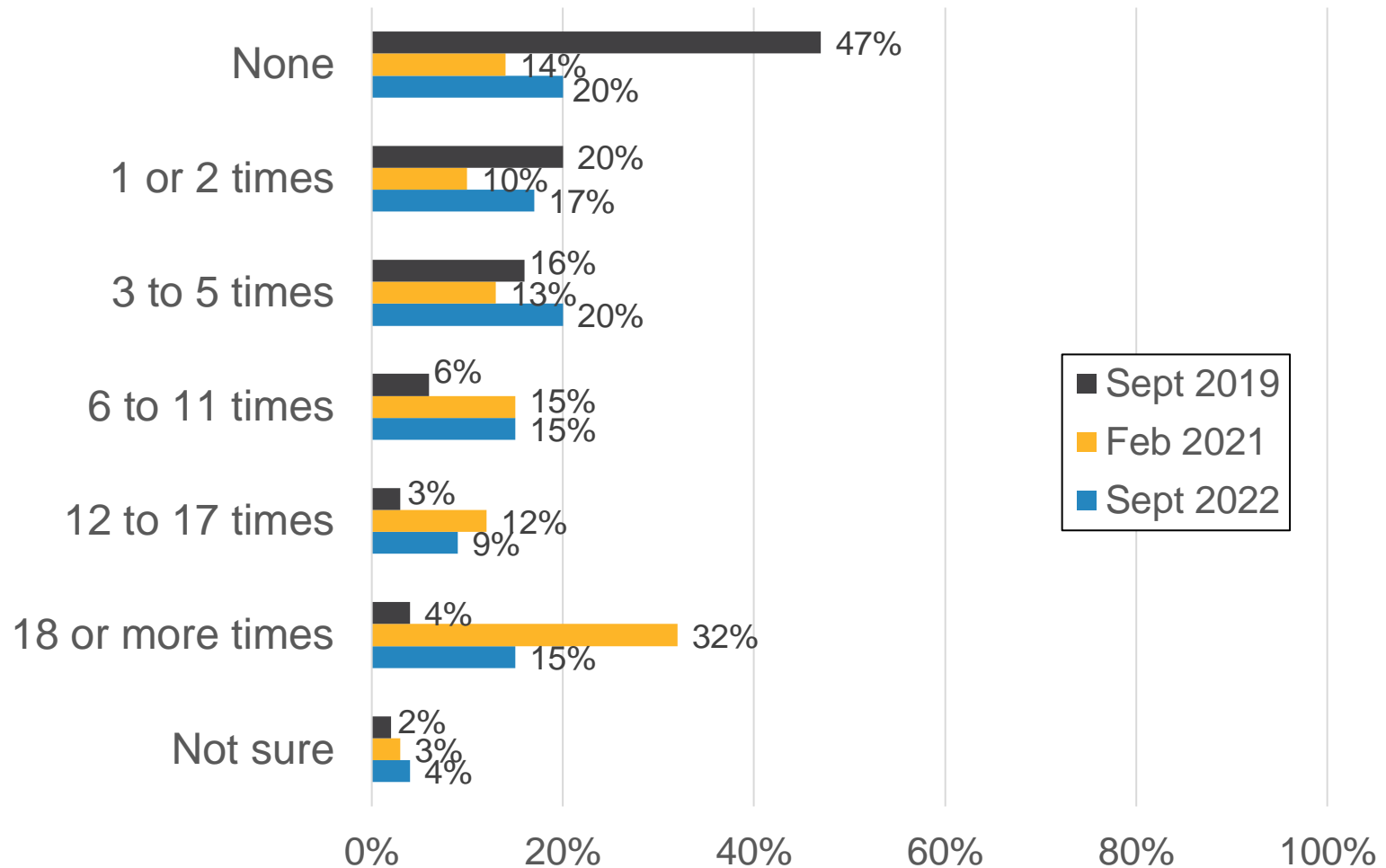
39% have watched a livestream instead of a church service more than five times in the last year



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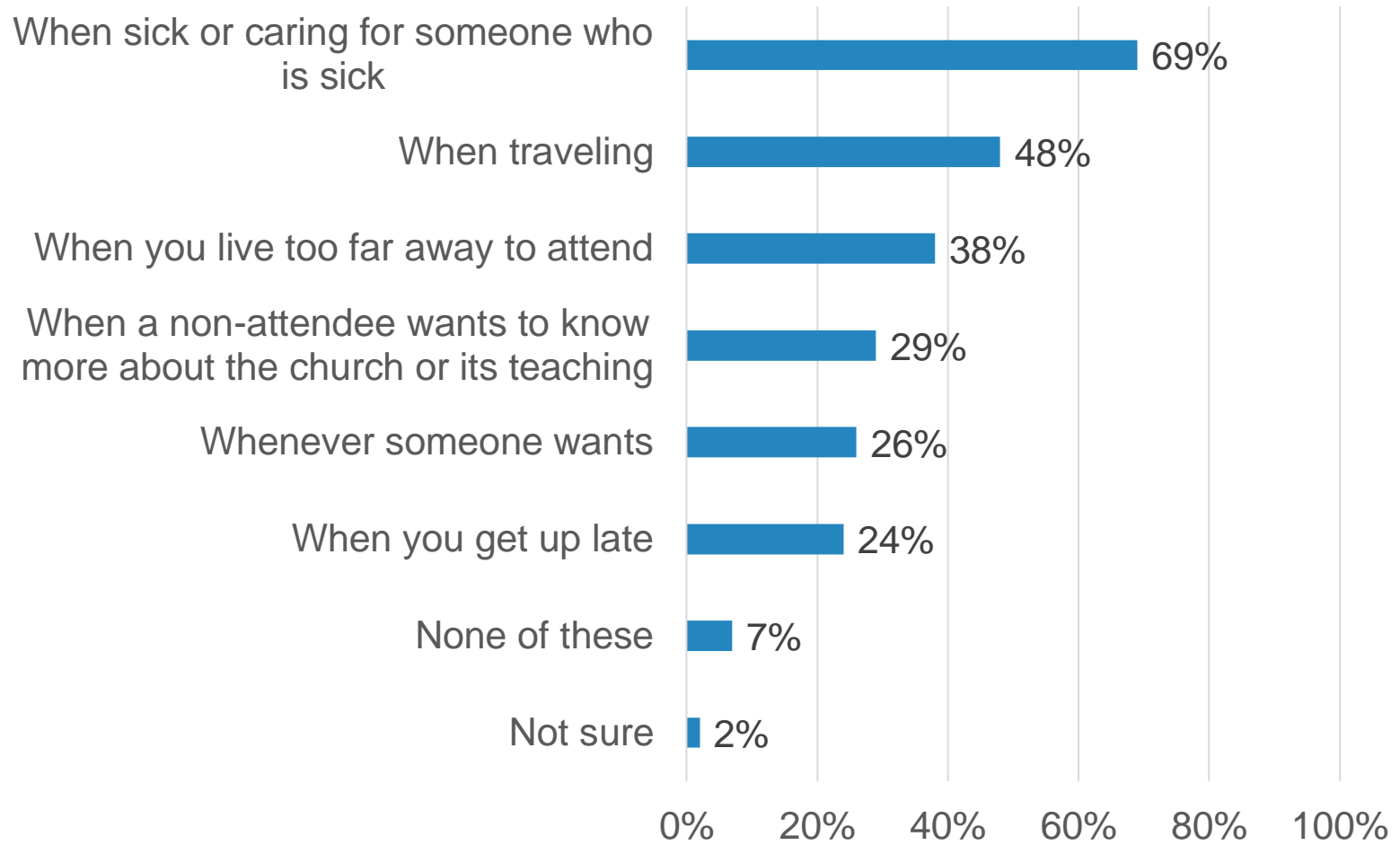
Q: "In the last year, approximately how many times have you watched a live video stream of a church service instead of attending in-person?" n=1,002

Livestreaming 18+ times/yr is less than half as common as it was during COVID, but almost 4 times pre-COVID levels



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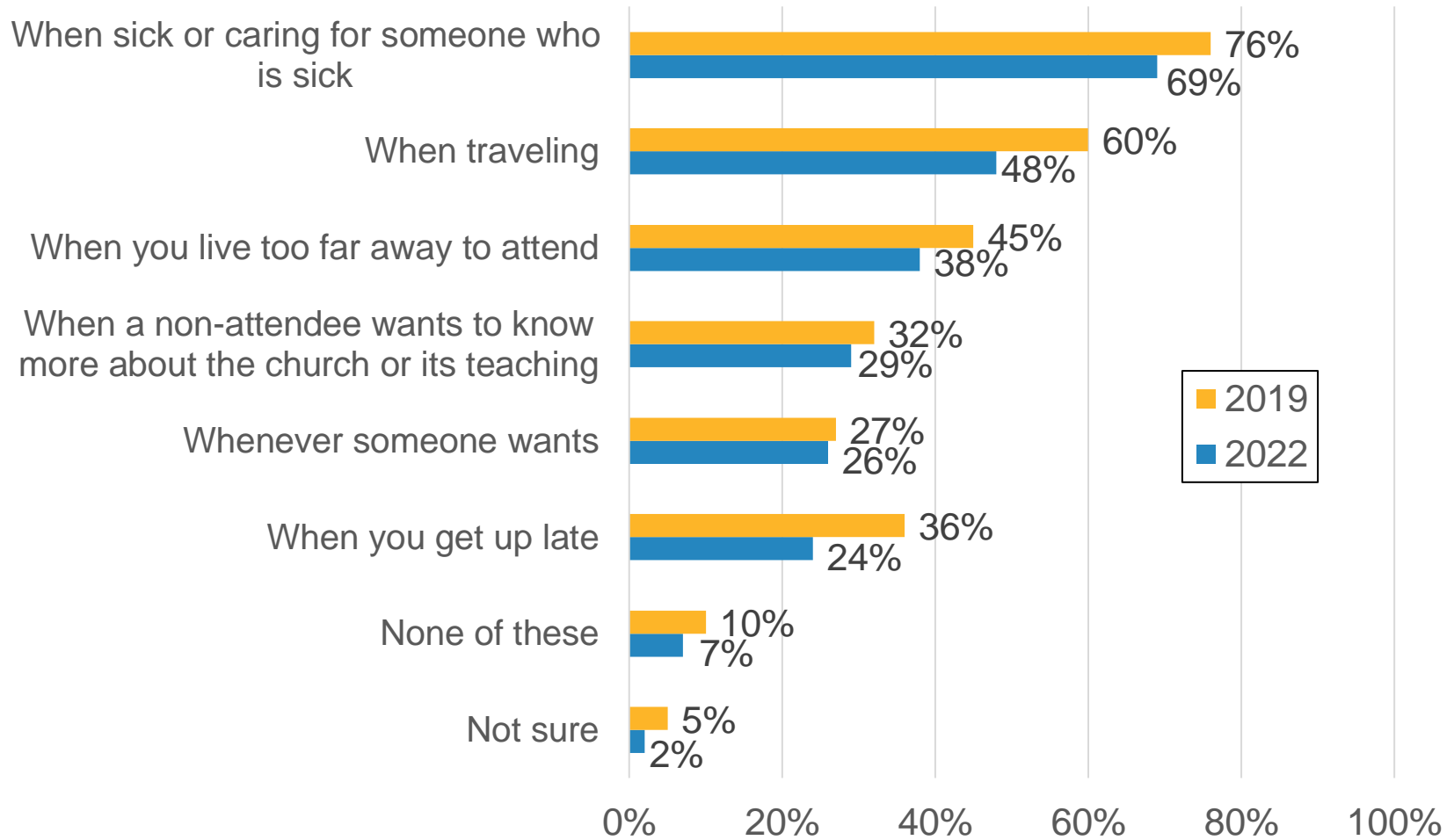
“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”



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Q: “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church? (Select all that apply)” n=1,002

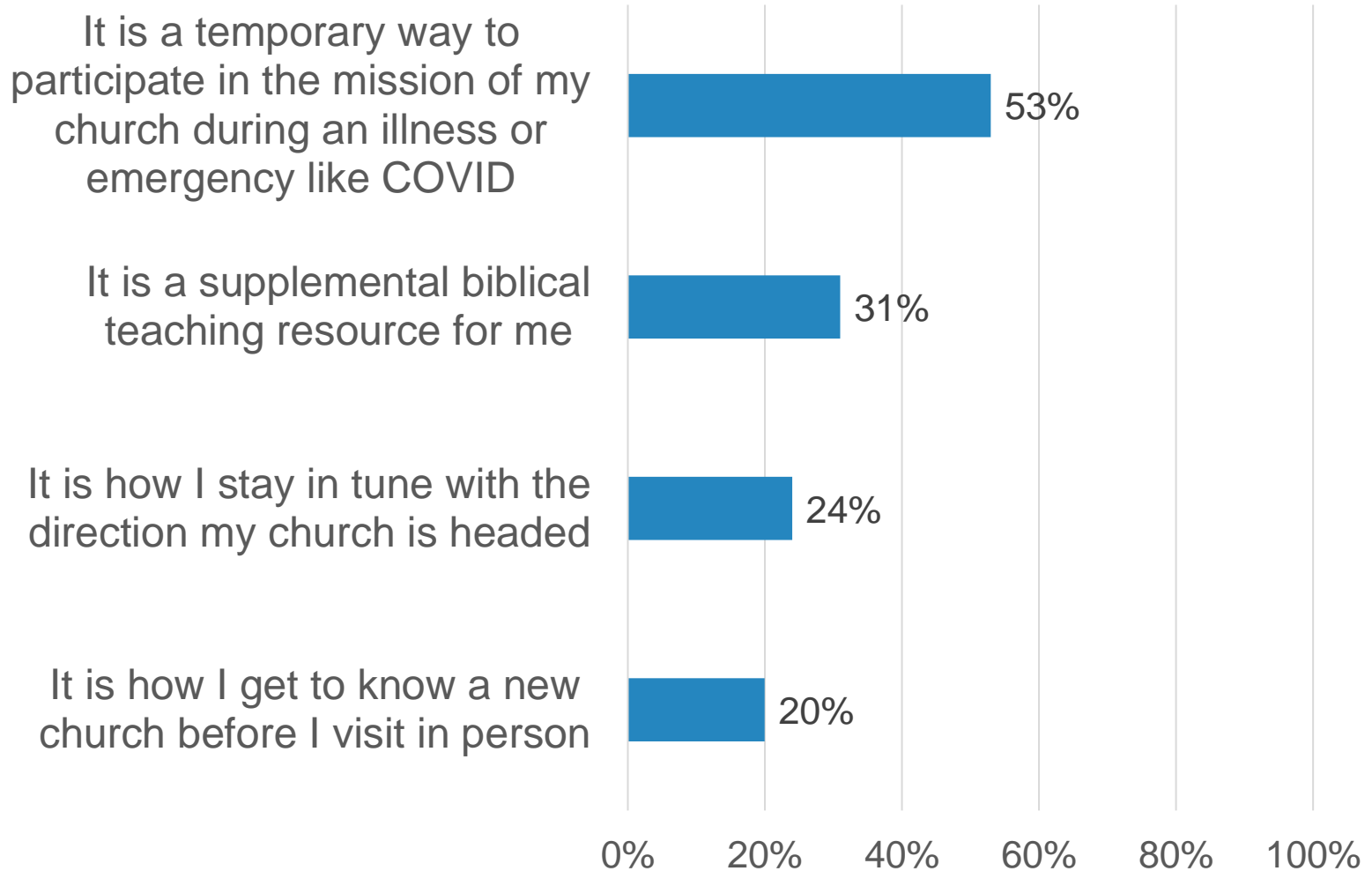
Fewer churchgoers see video streaming as a valid replacement for physically attending church when sick, traveling, too far away to attend, and when you get up late than in 2019



Lifeway research

Q: "When is viewing a live online video stream of a local church's worship services a valid replacement for physically attending church? (Select all that apply)"

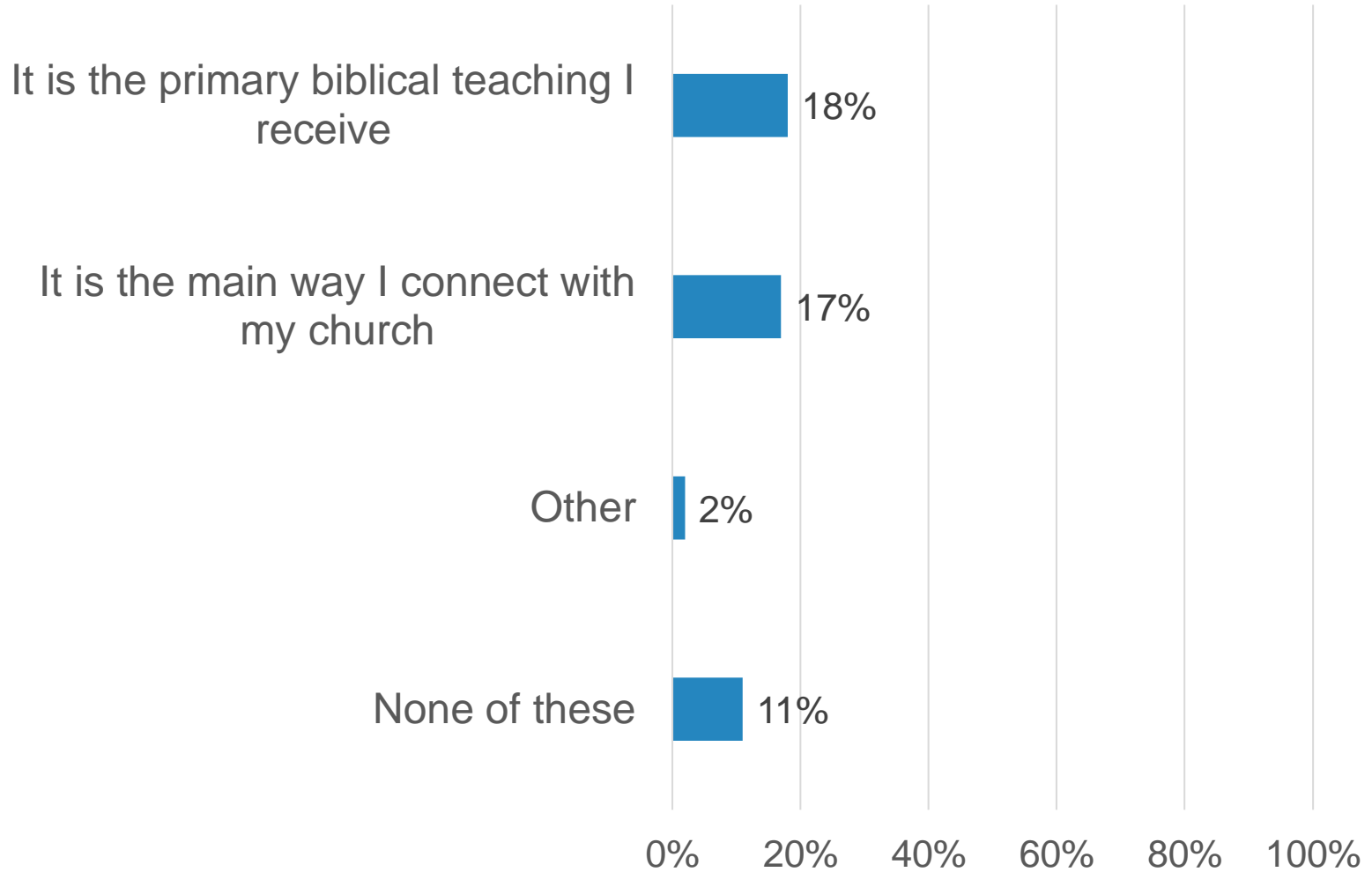
“What role does livestreaming or watching an online church service play in your walk with God?”



Lifewayresearch

Q: “What role does live streaming or watching an online church service play in your walk with God? (Select all that apply)” n=1,002

“What role does livestreaming or watching an online church service play in your walk with God?” *continued*



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Q: “What role does live streaming or watching an online church service play in your walk with God? (Select all that apply)”
n=1,002

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Denomination

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 denomination, worship service attendance, and evangelical beliefs.

| DENOMINATION | WORSHIP SERVICE ATTENDANCE | EVANGELICAL BELIEFS |
|----------------------------|----------------------------|---------------------|
| Baptist | 1 to 3 times a month | Yes |
| Methodist | 4 or more times a month | No |
| Lutheran | | |
| Presbyterian/Reformed | | |
| Christian/Church of Christ | | |
| Non-denominational | | |

“In the last year, approximately how many times have you watched a live video stream of a church service instead of attending in-person?”

- Males are more likely to select “None” than females (25% v. 17%)
- Those age 50-64 (27%) and 65+ (26%) are more likely to select “None” than those 18-34 (13%) and 35-49 (12%)
- Those 18-34 (27%) and 35-49 (25%) are more likely to select “3 to 5 times” than those 50-64 (14%) and 65+ (18%)
- Whites (23%) are more likely to select “None” than African Americans (13%)
- African Americans (26%) and Hispanics (26%) are more likely to select “3 to 5 times” than Whites (17%)
- Those in the Midwest (25%) are more likely to select “None” than those in the Northeast (14%)
- Those with a Bachelor’s Degree (25%) are more likely to select “None” than with some college (16%)
- Those with some college (20%) are more likely to select “6 to 11 times” than those with High School Graduates or less (10%)

“In the last year, approximately how many times have you watched a live video stream of a church service instead of attending in-person?” Continued

- Baptists (22%), Lutherans (28%), and Non-Denominational (22%) are more likely to select “None” than Methodists (7%) and Christian/Church of Christ (11%)
- Lutherans (31%) are more likely to select “1 or 2 times” than Baptists (19%), Methodists (5%), Christian/Church of Christ (11%), and Non-Denominational (14%)
- Methodists (26%) are more likely to select “6 to 11 times” than Baptists (13%), Lutherans (11%), Presbyterian/Reformed (11%), and Non-Denominational (16%)
- Methodists (13%) and Christian/Church of Christ (15%) are more likely to select “12 to 17 times” than Lutherans (3%)
- Methodists (14%) are more likely to select “18 to 35 times” than Baptists (4%)
- Non-Denominational (7%) are more likely to select “48 or more” than Lutherans (1%)

“In the last year, approximately how many times have you watched a live video stream of a church service instead of attending in-person?” Continued

- Those who attend worship services 4 or more times a month (24%) are more likely to select “None” than those who attend 1 to 3 times a month (15%)
- Those who attend a worship service 1 to 3 times a month (24%) are more likely to select “3 to 5 times” than those who attend 4 or more times a month (18%)
- Those who attend a worship service 1 to 3 times a month (10%) are more likely to select “18 to 35 times” than those who attend 4 or more times a month (5%)
- Those who attend worship services 4 or more times a month (6%) are more likely to select “48 or more times” than those who attend 1 to 3 times a month (2%)
- Those without evangelical beliefs are more likely to select “3 to 5 times” than those with evangelical beliefs (23% v. 16%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When traveling

- Those age 35-49 are the least likely to select (39%)
- Other Ethnicities are the most likely to select (69%)
- Whites (50%) are more likely to select than African Americans (38%)
- Those with a Graduate Degree (53%) are more likely to select than who are High School Graduates or less (43%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When sick or caring for someone who is sick

- Those age 65+ are the most likely to select (79%)
- Other Ethnicities (81%) are more likely to select than African Americans (64%) and Hispanics (65%)
- Those in the South (73%) are more likely to select than those in the Northeast (61%) and West (62%)
- Methodists are the least likely to select (46%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (75% v. 65%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When you get up late

- Those age 65+ are the least likely to select (12%)
- Those age 18-29 (36%) are more likely to select than those age 50-64 (25%)
- African Americans (30%) are more likely to select than Whites (21%)
- Baptists (24%), Methodists (27%), and Non-denominational (26%) are more likely to select than Presbyterian/Reformed (12%)
- Those who attend a worship service 1 to 3 times a month (29%) are more likely to select than those who attend 4 or more times a month (21%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When you live too far away to attend

- Females are more likely to select than males (43% v. 30%)
- Those age 18-34 (51%) and 35-49 (45%) are more likely to select than those 50-64 (30%) and 65+ (31%)
- African Americans (44%) and Other Ethnicities (50%) are more likely to select than Whites (34%)
- Those in the Northeast (47%) and West (46%) are more likely to select than those in the South (33%)
- Those with some college (43%) are more likely to select than who are High School Graduates or less (36%) or with a Bachelor’s Degree (33%)
- Methodists (59%) and Christian/Church of Christ (46%) are more likely to select than Baptists (33%) and Lutherans (29%)
- Those who attend a worship service 1 to 3 more times a month (45%) are more likely to select than those who attend 4 or more times a month (33%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (43% v. 31%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

Whenever someone wants

- Females are more likely to select than males (28% v. 23%)
- Those age 65+ are the least likely to select (19%)
- Those in the West (33%) are more likely to select than those in the Midwest (21%)
- Those with some college (31%) are more likely to select than who are High School Graduates or less (24%) or with a Bachelor’s Degree (20%)
- Methodists (37%) are more likely to select than Baptists (25%) and Presbyterian/Reformed (18%)
- Those who attend a worship service 1 to 3 times a month (31%) are more likely to select than those who attend 4 or more times a month (23%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (29% v. 23%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When a non-attender wants to know more about the church or its teaching

- Females are more likely to select than males (34% v. 23%)
- Those in the West (35%) are more likely to select than those in the South (27%)
- Those with some college (34%) are more likely to select than who are High School Graduates or less (27%) or with a Bachelor’s Degree (25%)
- Christian/Church of Christ (40%) are more likely to select than Lutherans (23%) and Non-denominational (27%)

“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

None of these

- African Americans (10%) are more likely to select than Whites (6%)
- Those who attend worship services 4 or more times a month (8%) are more likely to select than those who attend 1 to 3 times a month (4%)

“What role does livestreaming or watching an online church service play in your walk with God?”

It is the main way I connect with my church

- Females are more likely to select than males (19% v. 14%)
- Those age 65+ are the least likely to select (6%)
- Other Ethnicities are the least likely to select (5%)
- Those in the Midwest are the least likely to select (10%)
- Those with a Bachelor’s Degree are the least likely to select (10%)
- Methodists (38%) and Christian/Church of Christ (40%) are more likely to select than Baptists (14%), Lutherans (12%), Presbyterian/Reformed (8%), and Non-Denominational (14%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (19% v. 14%)

“What role does livestreaming or watching an online church service play in your walk with God?”

It is how I stay tune with the direction my church is headed

- Those age 18-34 (31%) and 35-49 (38%) are more likely to select than those 50-64 (17%) and 65+ (14%)
- African Americans (34%) are more likely to select than Whites (22%) and Other Ethnicities (12%)
- Those in the Northeast are the most likely to select (33%)
- Those who are High School Graduates or less (27%) or with some college (27%) are more likely to select than with a Bachelor’s Degree (15%)
- Methodists (39%) and Christian/Church of Christ (36%) are more likely to select than Lutherans (17%), Presbyterian/Reformed (17%), and Non-Denominational (19%)
- Those who attend a worship service 1 to 3 times a month (31%) are more likely to select than those who attend 4 or more times a month (19%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (28% v. 19%)

“What role does livestreaming or watching an online church service play in your walk with God?”

It is the primary biblical teaching I receive

- Those age 65+ are the least likely to select (9%)
- African Americans (23%) are more likely to select than Whites (16%)
- Those in the Northeast (25%) and South (19%) are more likely to select than those in the Midwest (12%)
- Those who are High School Graduates or less (20%) are more likely to select than with a Bachelor’s Degree (12%)
- Methodists (34%) and Christian/Church of Christ (32%) are more likely to select than Baptists (17%), Lutherans (7%), Presbyterian/Reformed (9%), and Non-Denominational (14%)

“What role does livestreaming or watching an online church service play in your walk with God?”

It is a supplemental biblical teaching resource for me

- Those age 18-34 (36%) and 35-49 (34%) are more likely to select than those 65+ (26%)
- Whites (32%) and African Americans (35%) are more likely to select than Other Ethnicities (18%)
- Methodists (39%) and Christian/Church of Christ (40%) are more likely to select than Lutherans (24%) and Non-Denominational (26%)

“What role does livestreaming or watching an online church service play in your walk with God?”

It is a temporary way to participate in the mission of my church during an illness or emergency like COVID

- Those age 65+ are the most likely to select (60%)
- Other Ethnicities (68%) are more likely to select than Whites (52%) and Hispanics (45%)
- Those with some college (58%) or a Bachelor’s Degree (57%) are more likely to select than who are High School Graduates or less (46%)
- Lutherans (59%), Presbyterian/Reformed (60%), and Non-Denominational (55%) are more likely to select than Methodists (43%) and Christian/Church of Christ (40%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (58% v. 49%)

“What role does livestreaming or watching an online church service play in your walk with God?”

It is how I get to know a new church before I visit in person

- Those age 65+ are the least likely to select (8%)
- African Americans (30%) are more likely to select than Whites (16%)
- Those with a Bachelor’s Degree are the least likely to select (11%)
- Methodists (29%) and Christian/Church of Christ (28%) are more likely to select than Lutherans (7%) and Presbyterian/Reformed (12%)
- Those who attend a worship service 1 to 3 times a month (23%) are more likely to select than those who attend 4 or more times a month (17%)

“What role does livestreaming or watching an online church service play in your walk with God?”

None of these

- Those age 65+ are the most likely to select (18%)
- Other ethnicities (16%) are more likely to select than Hispanics (7%)
- Those in the Midwest (15%) are more likely to select than those in the Northeast (7%)
- Those with a High School Degree or less (13%) or a Bachelor’s Degree (14%) are more likely to select than those with some college (8%)
- Baptists (12%), Lutherans (15%), and Non-Denominational (14%) are more likely to select than Christian/Church of Christ (4%)

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