

Protestant Churchgoer Views On the Prosperity Gospel

A SURVEY OF 1,002 AMERICAN PROTESTANT CHURCHGOERS

Lifeway **research**

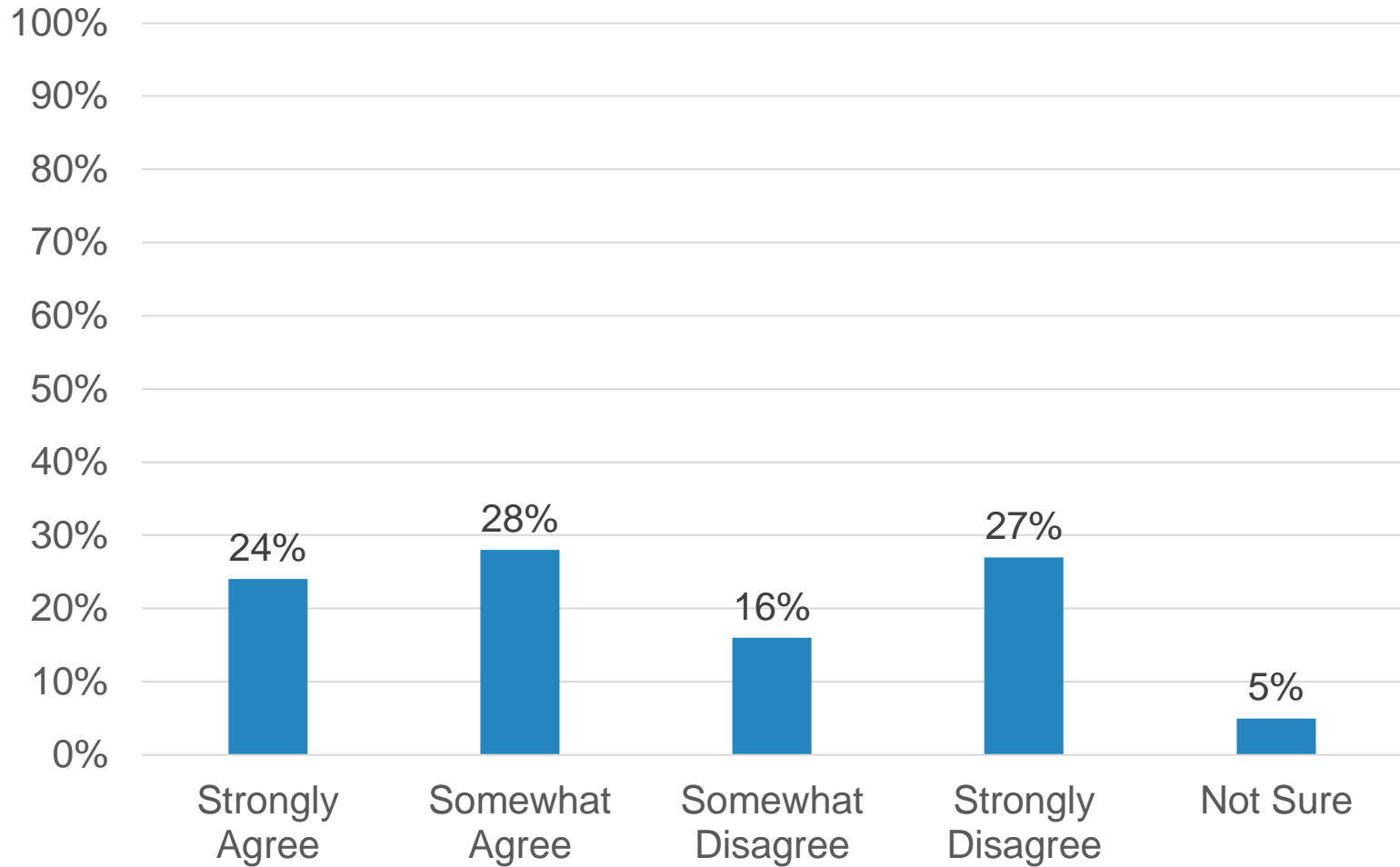
Methodology

- 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 an online survey conducted by Lifeway Research August 22-30, 2017 of 1,010 Protestants who attend religious services at least once a month

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

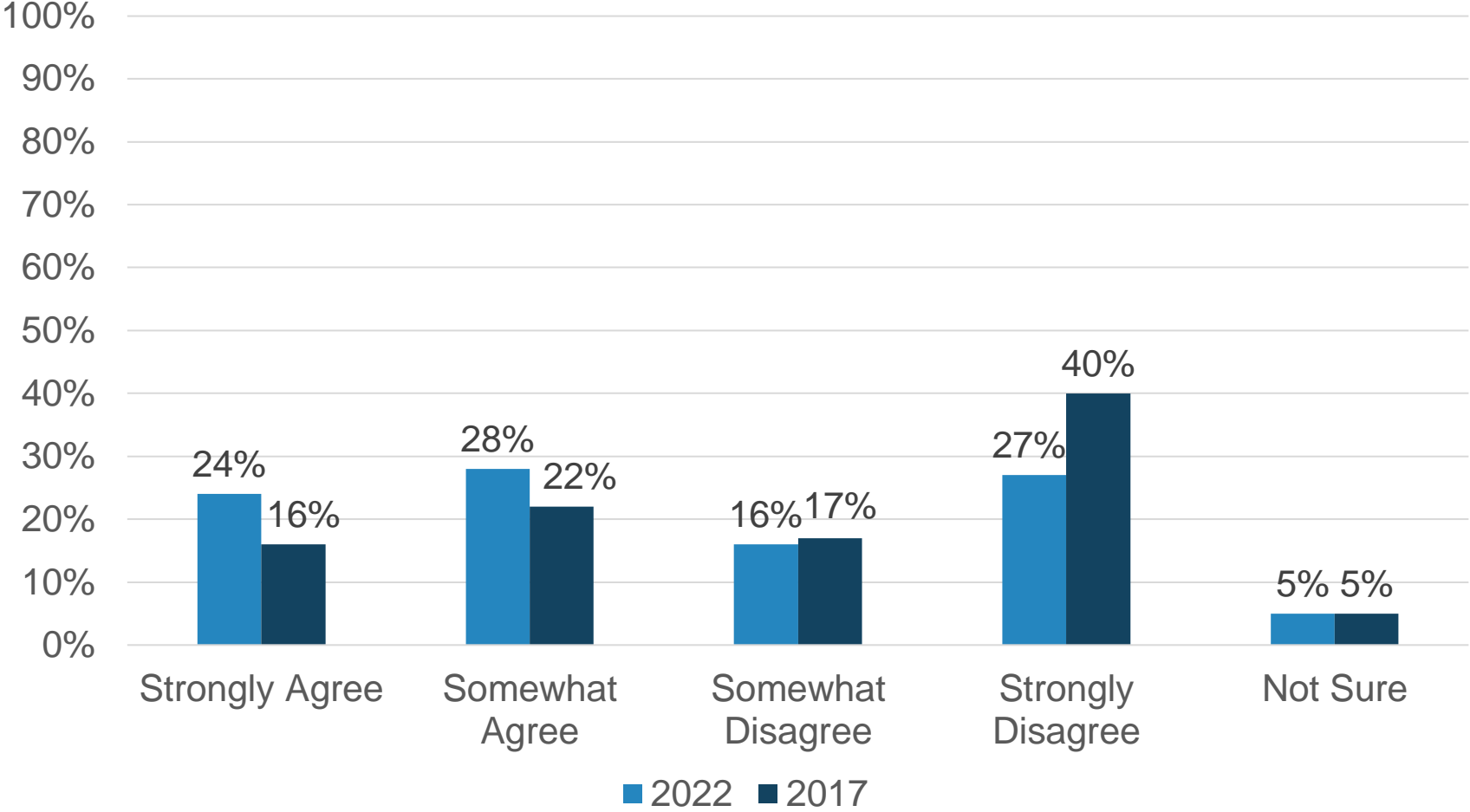
52% say their church teaches that God will bless them if they give more money to their church and charities



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Q30: "My church teaches that if I give more money to my church and charities, God will bless me in return." n=1,002

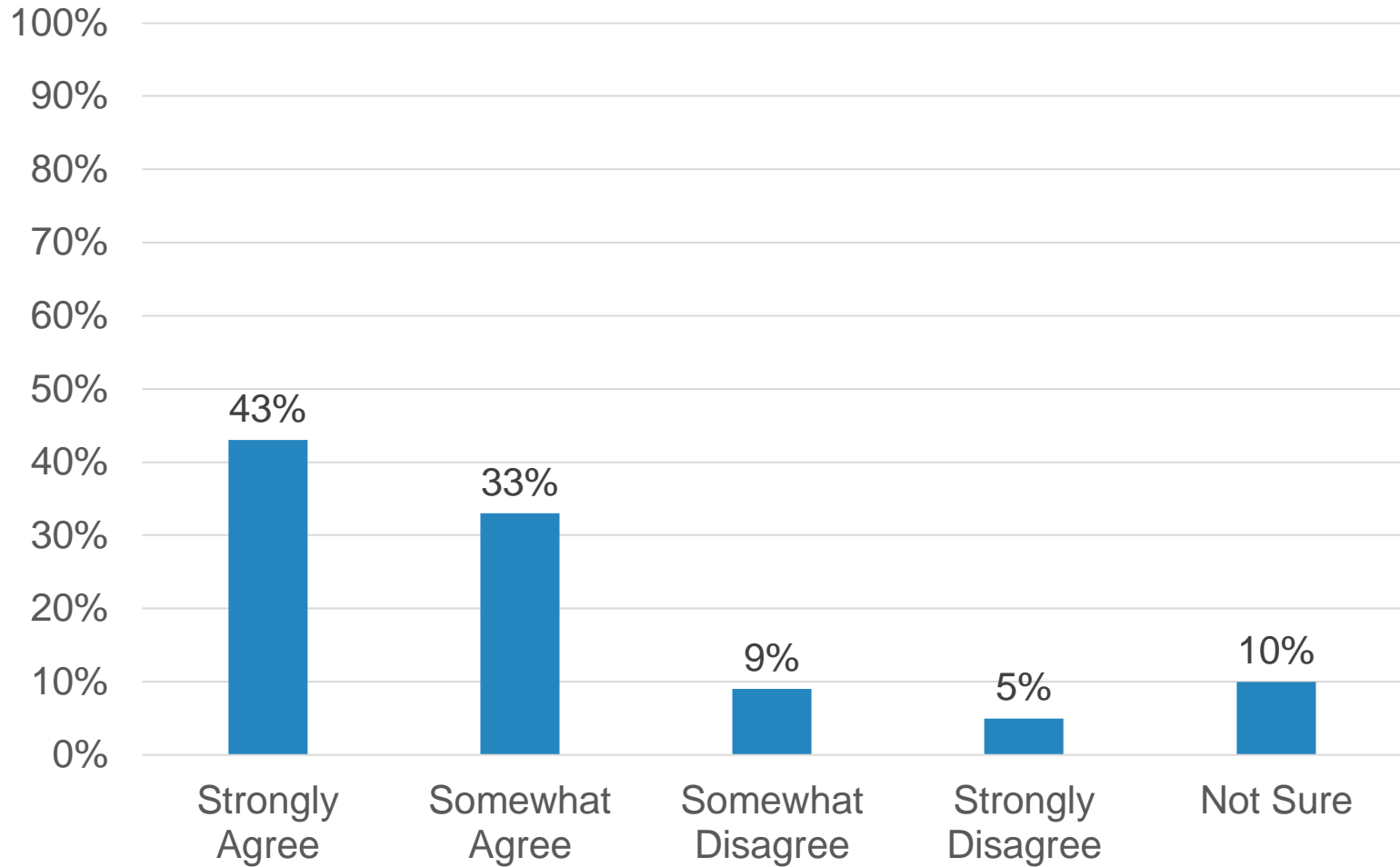
Those who say their church teaches that God will bless them if they give more increased from 38% in 2017 to 52% in 2022



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Q30: "My church teaches that if I give more money to my church and charities, God will bless me in return." n=1,002

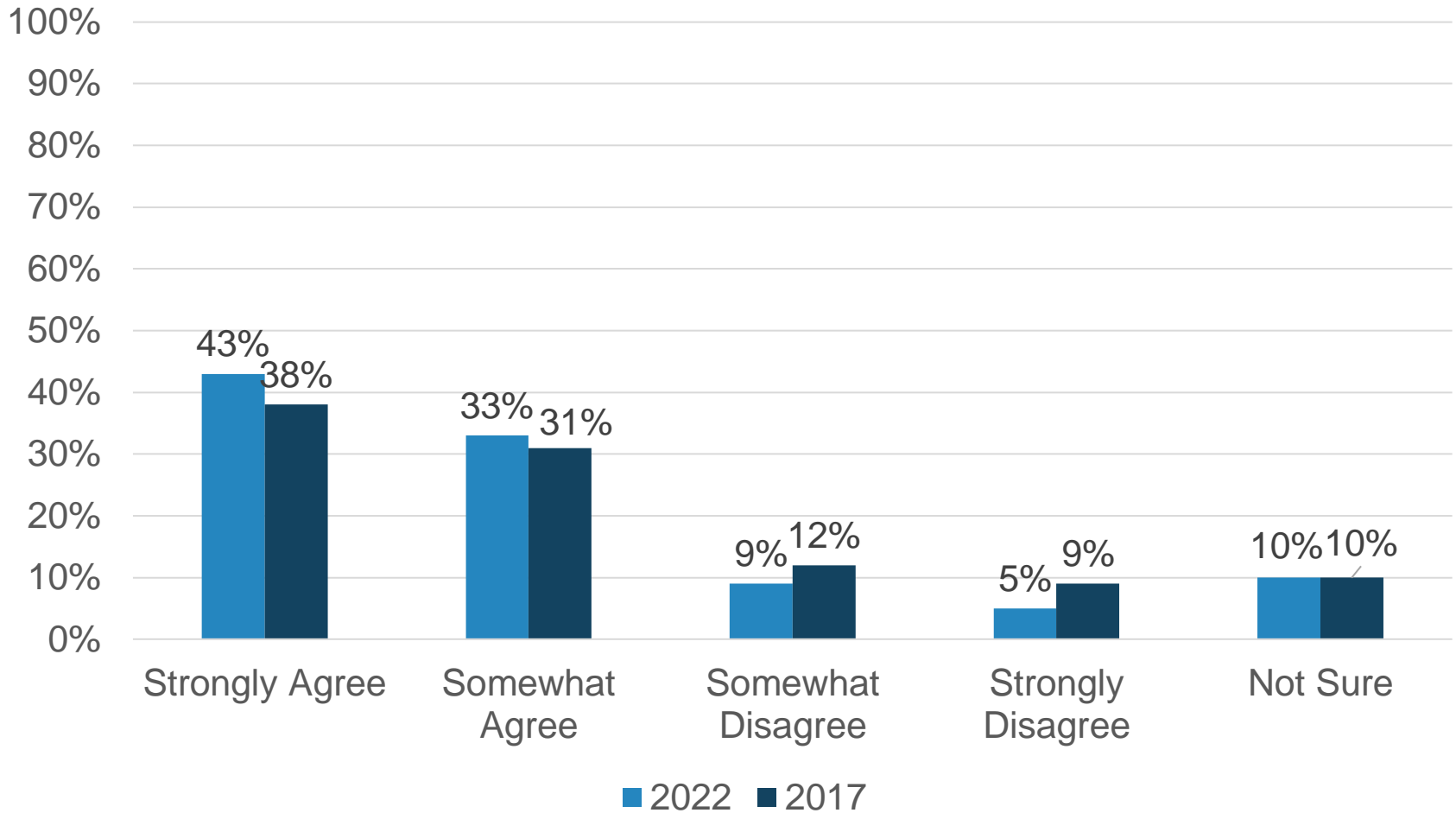
76% believe that God wants them to prosper financially



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Q31: "God wants me to prosper financially" n=1,002

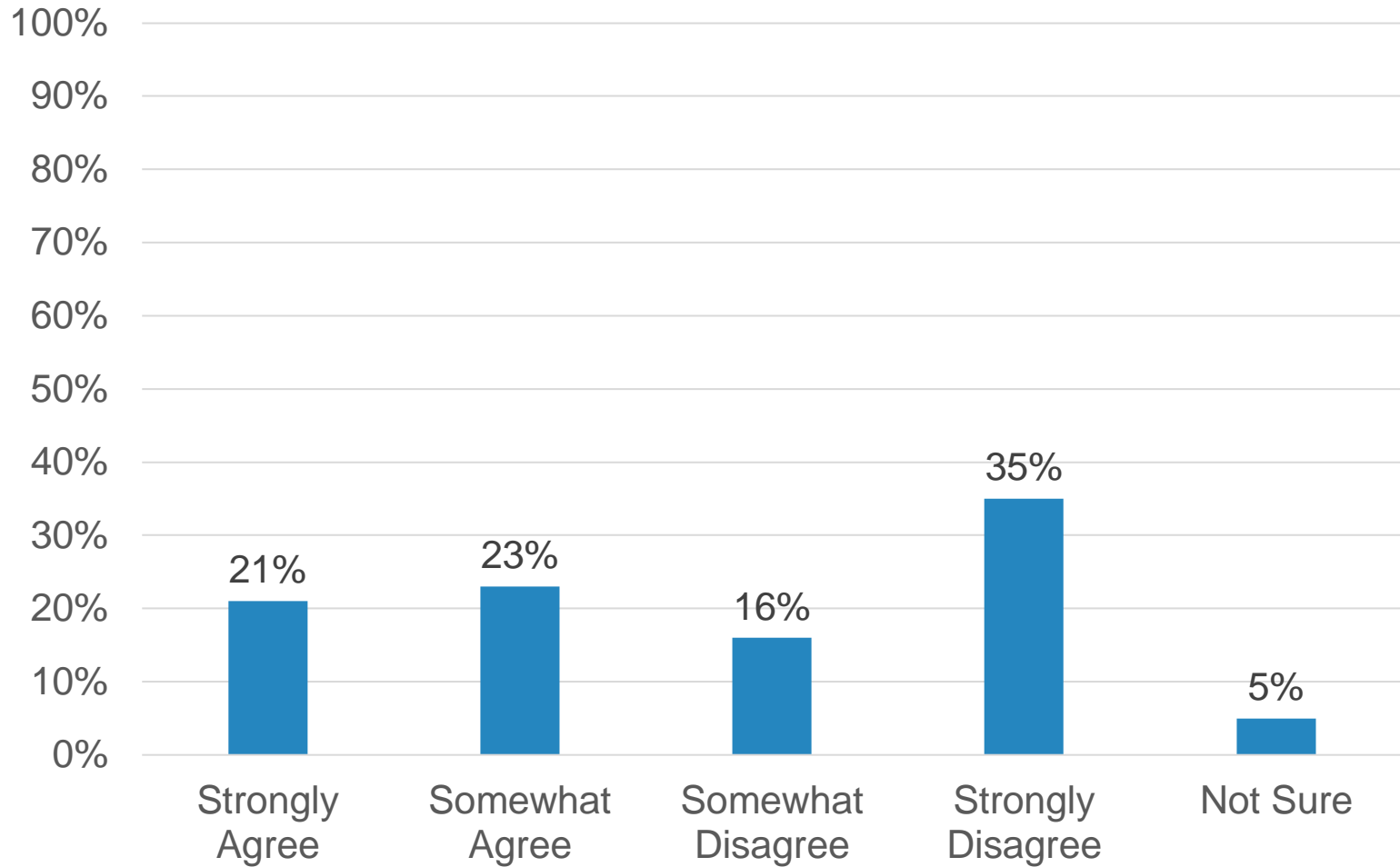
Those who believe that God wants them to prosper financially increased from 69% in 2017 to 76% in 2022



Lifeway research

Q31: "God wants me to prosper financially" n=1,002

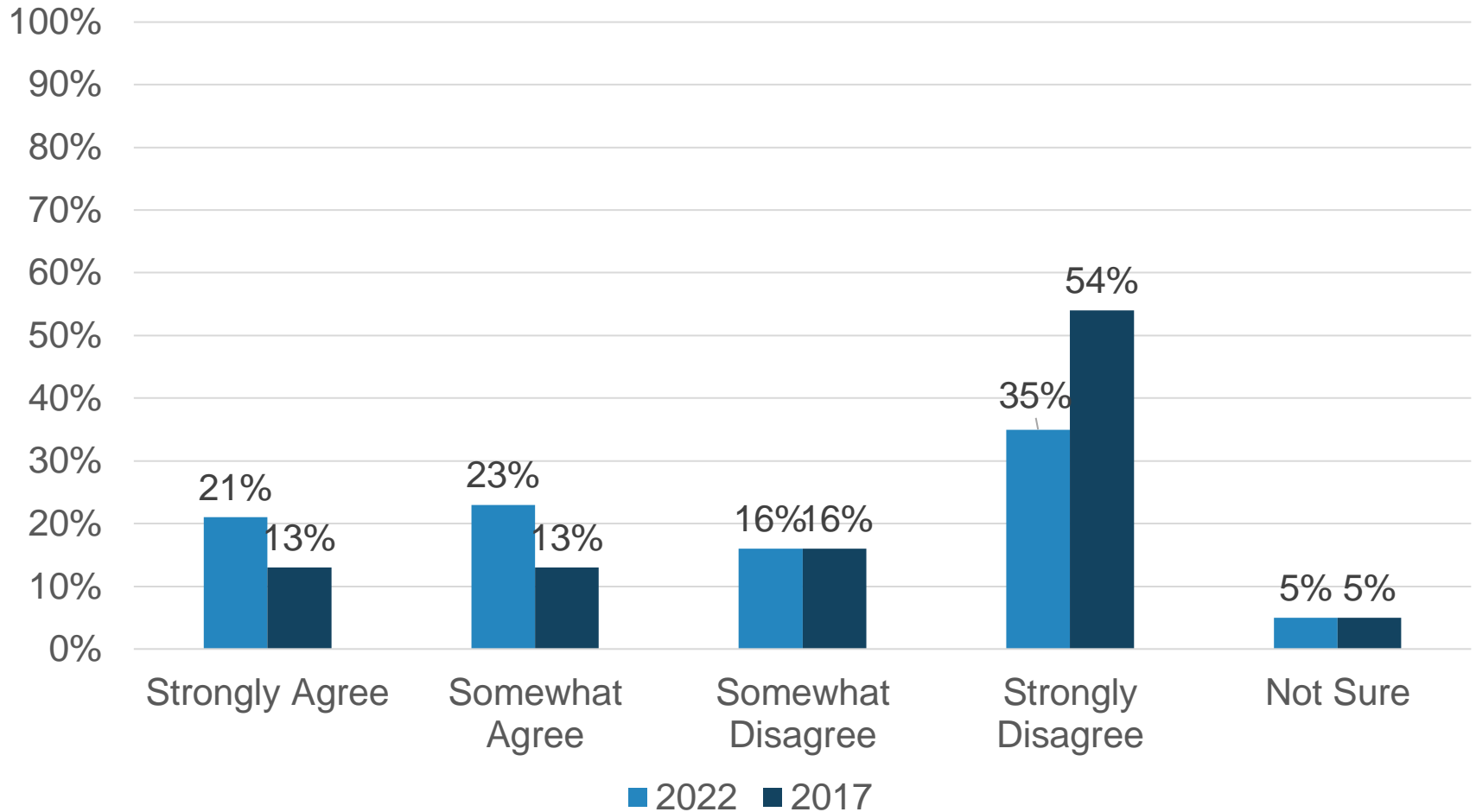
45% believe that they have to do something for God in order to receive material blessings from God



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Q32: "To receive material blessings from God, I have to do something for God." n=1,002

Those who believe that in order to receive material blessings from God, they have to do something for God increased from 26% in 2017 to 45% in 2022



Lifeway research

Q32: "To receive material blessings from God, I have to do something for God." 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	Not sure	
Presbyterian/Reformed		
Christian/Church of Christ		
Non-denominational		

“My church teaches that if I give more money to my church and charities, God will bless me in return.”

- Those age 18-34 (63%) and 35-49 (66%) are more likely to Agree than those 50-64 (53%) and 65+ (31%)
- African Americans are the most likely to Agree (71%)
- Those in the Northeast (60%) are more likely to Agree than those in the South (49%)
- Those who are High School Graduates or less (58%) or with some college (54%) are more likely to Agree than with a Graduate Degree (40%)
- Methodists (85%) and Christian/Church of Christ (71%) are the more likely to Agree than Baptists (49%), Lutherans (26%), Presbyterian/Reformed (32%), and Non-denominational (50%)
- Those who attend a worship service 1 to 3 times a month (57%) are more likely to Agree than those who attend 4 or more times a month (49%)
- Those without evangelical beliefs are more likely to Agree than those with evangelical beliefs (55% v. 48%)

“God wants me to prosper financially.”

- Those age 18-34 (81%) and 35-49 (85%) are more likely to Agree than those 65+ (68%)
- African Americans (86%) are more likely to Agree than Whites (73%) and Other Ethnicities (67%)
- Those in the West (18%) are more likely to Disagree than those in the South (12%)
- Those who are High School Graduates or less (81%) or with some college (80%) are more likely to Agree than with a Bachelor’s Degree (67%) or a Graduate Degree (65%)
- Methodists (93%) and Christian/Church of Christ (88%) are more likely to Agree than Baptists (75%), Lutherans (64%), and Presbyterian/Reformed (60%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (80% v. 74%)

“To receive material blessings from God, I have to do something for God.”

- Those age 18-34 (65%) and 35-49 (58%) are more likely to Agree than those 50-64 (43%) and 65+ (22%)
- African Americans are the most likely to Agree (65%)
- Those in the Northeast (49%) and South (46%) are more likely to Agree than those in the Midwest (38%)
- Those who are High School Graduates or less (50%) or with some college (48%) are more likely to Agree than with a Bachelor’s Degree (38%) or a Graduate Degree (30%)
- Methodists (85%) and Christian/Church of Christ (68%) are more likely to Agree than Baptists (46%), Lutherans (25%), Presbyterian/Reformed (19%), and Non-denominational (34%)
- Those who attend a worship service 1 to 3 times a month (49%) are more likely to Agree than those who attend 4 or more times a month (42%)
- Those without evangelical beliefs are more likely to Agree than those with evangelical beliefs (50% v. 37%)

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