

Protestant Churchgoer Views On Christmas Events

A SURVEY OF 1,008 AMERICAN PROTESTANT CHURCHGOERS

Lifeway **research**

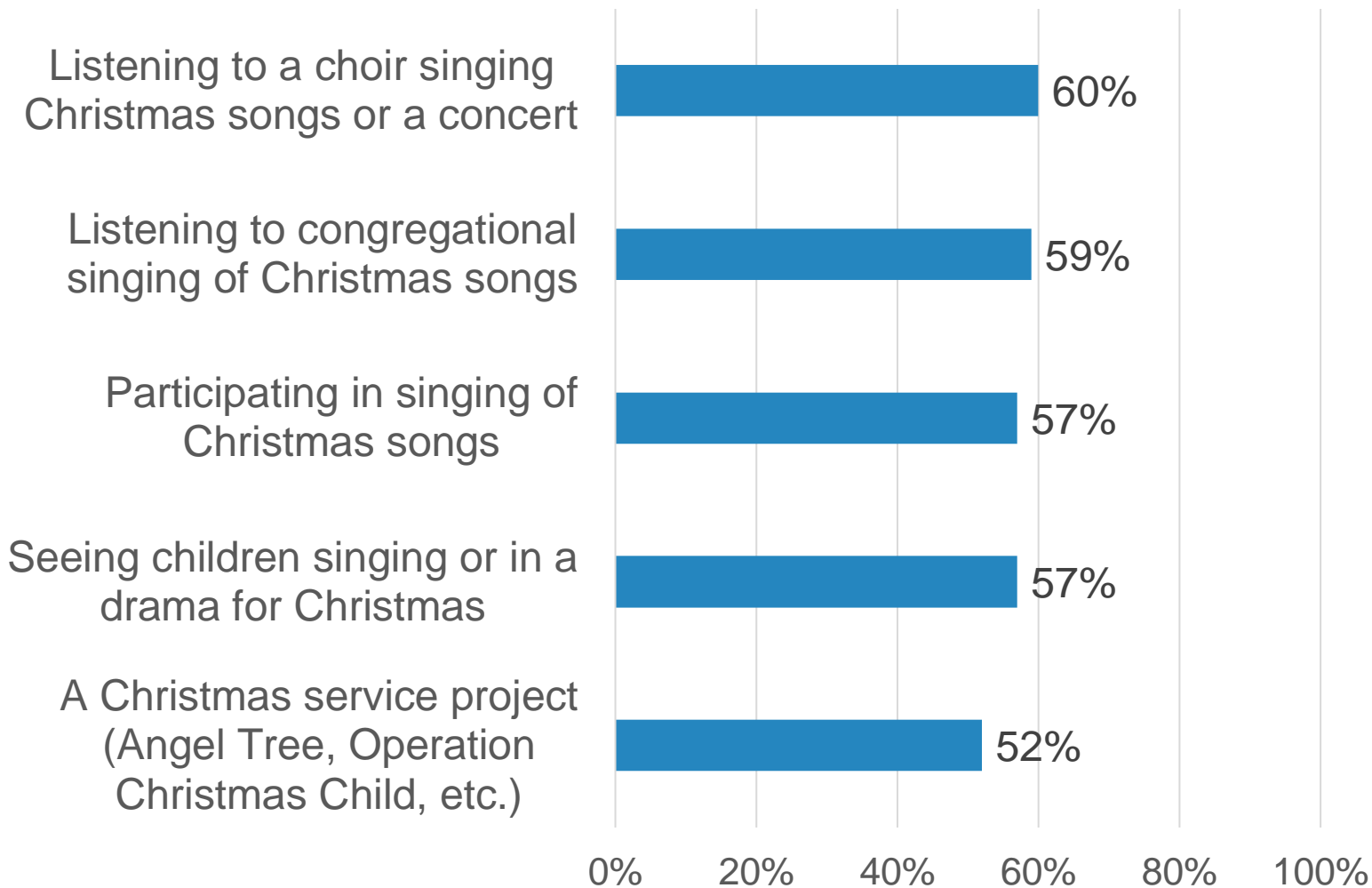
Methodology

- The online survey of 1,008 American Protestant churchgoers was conducted September 19-29, 2023, 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 1,008 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.2\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

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

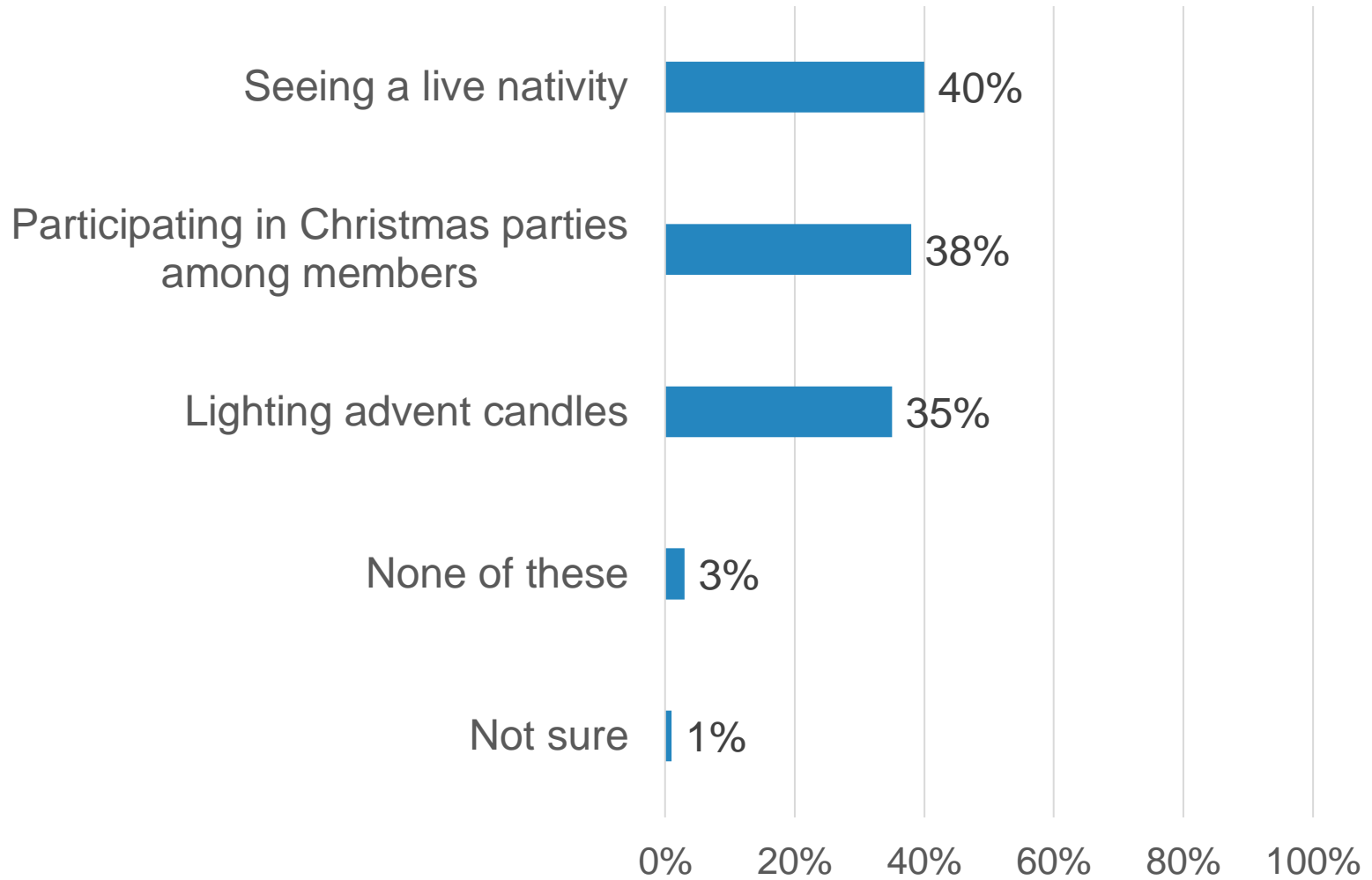
“Which of the following elements of church-led Christmas events do you greatly enjoy?”



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Q: “Which of the following elements of church-led Christmas events do you greatly enjoy? (Select all that apply)” n=1,008

“Which of the following elements of church-led Christmas events do you greatly enjoy?” *continued*



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Q: “Which of the following elements of church-led Christmas events do you greatly enjoy? (Select all that apply)” n=1,008

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Denomination

Worship Service Attendance

Church Size

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, church size, and evangelical beliefs.

DENOMINATION	WORSHIP SERVICE ATTENDANCE	CHURCH WORSHIP ATTENDANCE	EVANGELICAL BELIEFS
Baptist	1 to 3 times a month	Less than 50	Yes
Methodist	4 or more times a month	50 to 99	No
Lutheran		100 to 249	
Presbyterian/Reformed		250 to 499	
Christian/Church of Christ		500 or more	
Non-denominational			

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Participating in singing of Christmas songs

- Females are more likely to select than males (61% v. 52%)
- Those age 50-64 (62%) and 65+ (66%) are more likely to select than those 18-34 (45%) and 35-49 (43%)
- Whites (63%) and Other Ethnicities (56%) are more likely to select than Hispanics (33%)
- Those in the Midwest (63%) are more likely to select than those in the South (54%)
- Lutherans (72%) are more likely to select than Baptists (55%), Christian/Church of Christ (52%), and Non-denominational (54%)
- Those who attend a worship service 4 or more times a month (62%) are more likely to select than those attending 1 to 3 times a month (50%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (62% v. 51%)
- Those attending churches with worship attendance of 100 to 249 (62%) are more likely to select than those with less than 50 (52%) and 50 to 99 (51%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Listening to congregational singing of Christmas songs

- Those age 50-64 (64%) and 65+ (71%) are more likely to select than those age 18-34 (38%) and 35-49 (48%)
- Whites (65%) and Other Ethnicities (61%) are more likely to select than African Americans (42%) and Hispanics (42%)
- Those in the Midwest (65%) are more likely to select than those in the Northeast (53%) and South (57%)
- Those who are High School Graduates or less are the least likely to select (51%)
- Lutherans (70%) are more likely to select than Baptists (58%), Christian/Church of Christ (55%), and Non-denominational (55%)
- Those who attend a worship service 4 or more times a month (63%) are more likely to select than those who 1 to 3 times a month (54%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (65% v. 53%)
- Those attending churches with worship attendance of 250 to 499 are the most likely to select (72%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Listening to a choir singing Christmas songs or a concert

- Females are more likely to select than males (64% v. 55%)
- Those age 50-64 (63%) and 65+ (67%) are more likely to select than those 18-34 (50%) and 35-49 (50%)
- Whites (64%) and Other Ethnicities (62%) are more likely to select than Hispanics (39%)
- Those in the Midwest (65%) and South (62%) are more likely to select than those in the Northeast (51%) and West (51%)
- Lutherans (68%) are more likely to select than Church of Christ/Christian (53%) and Non-denominational (50%)
- Those attending churches with worship attendance of 250 to 499 (68%) are more likely to select than those with less than 50 (56%) and 50 to 99 (57%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Seeing children singing or in a drama for Christmas

- Females are more likely to select than males (62% v. 51%)
- Those age 50-64 (63%) and 65+ (61%) are more likely to select than those 18-34 (50%) and 35-49 (47%)
- Whites (59%) are more likely to select than Hispanics (47%)
- Baptists (59%) and Lutherans (61%) are more likely to select than Christian/Church of Christ (46%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (63% v. 51%)
- Those attending churches with worship attendance of 100 to 249 (61%) and 250 to 499 (63%) are more likely to select than those with less than 50 (51%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Lighting advent candles

- Females are more likely to select than males (37% v. 31%)
- Those age 50-64 (39%) are more likely to select than those 35-49 (28%)
- Whites (38%) are more likely to select than African Americans (27%)
- Lutherans (48%) and Presbyterian/Reformed (46%) are more likely to select than Church of Christ/Christian (22%) and Non-denominational (27%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

A Christmas service project (Angel Tree, Operation Christmas Child, etc.)

- Females are more likely to select than males (59% v. 43%)
- Those in the South (55%) and West (52%) are more likely to select than those in the Northeast (40%)
- Baptists (57%) are more likely to select than Presbyterian/Reformed (42%) and Non-denominational (48%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (56% v. 47%)
- Those attending churches with worship attendance of 250 to 499 (59%) and 500 or more (59%) are more likely to select than those with less than 50 (46%) and 50 to 99 (48%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Participating in Christmas parties among members

- Those age 18-34 (45%) are more likely to select than those 65+ (33%)
- Those in the South (41%) are more likely to select than those in the Midwest (32%)
- Baptists (41%) are more likely to select than Lutherans (30%)

“Which of the following elements of church-led Christmas events do you greatly enjoy?”

Seeing a live nativity

- Females are more likely to select than males (46% v. 32%)
- Those age 50-64 are the most likely to select (48%)
- Whites (42%) and Other Ethnicities (47%) are more likely to select than African Americans (32%) and Hispanics (30%)
- Those in the Northeast are the least likely to select (26%)
- Baptists (47%) are more likely to select than Lutherans (35%), Presbyterian/Reformed (34%), and Christian/Church of Christ (29%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (44% v. 35%)
- Those attending churches with worship attendance of 250 to 499 (49%) are more likely to select than those with less than 50 (38%), 50 to 99 (37%), and 100 to 249 (39%)

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