

Protestant Churchgoer Views On Favorite Holidays

A SURVEY OF 1,008 AMERICAN PROTESTANT CHURCHGOERS

Lifeway **research**

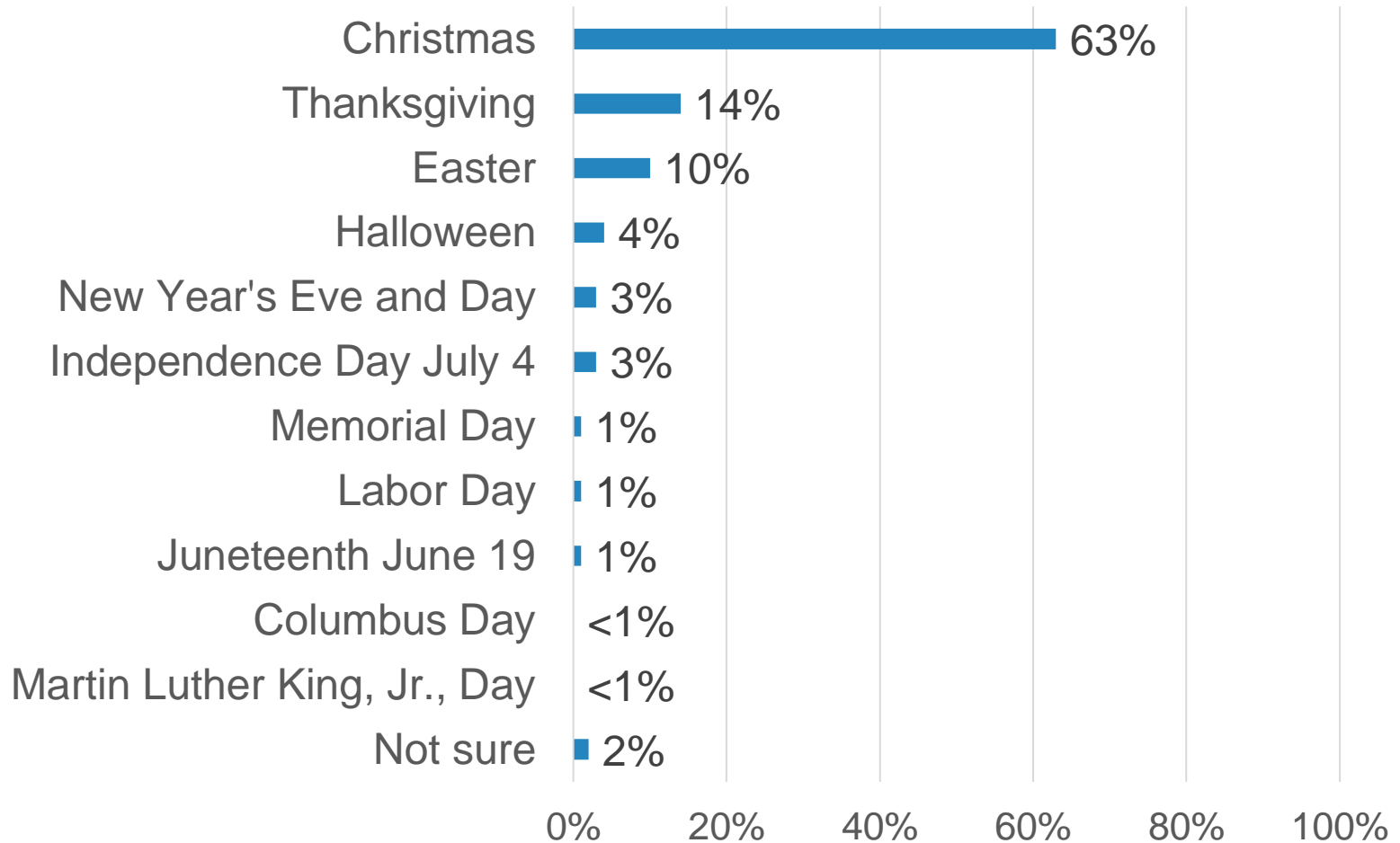
Methodology

- 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

63% say that Christmas is their favorite holiday to celebrate, followed by Thanksgiving (14%) and Easter (10%)



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Q: "Which of the following is your favorite holiday to celebrate" n=1,008

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		

“Which of the following is your favorite holiday to celebrate”

- Those age 50-64 (15%) and 65+ (17%) are more likely to select “Thanksgiving” than those 18-34 (8%)
- Those in the Northeast (16%) are more likely to select “Easter” than those in the Midwest (8%) and South (8%)
- Christian/Church of Christ (25%) are more likely to select “Thanksgiving” than Baptists (12%) and Lutherans (13%)
- Those who attend a worship service 4 or more times a month (14%) are more likely to select “Easter” than those who attend 1 to 3 times a month (5%)
- Those with evangelical beliefs are more likely to select “Easter” than those without evangelical beliefs (13% v. 6%)
- Those attending churches with worship attendance of 50 to 99 (63%), 100 to 249 (69%), and 500+ (69%) are more likely to select “Christmas” than those with less than 50 (53%)
- Those attending churches with worship attendance of 250 to 499 (21%) are more likely to select “Thanksgiving” than those with 100 to 249 (11%)

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