

Protestant Churchgoer Views On Inviting People to Church

A SURVEY OF 1,008 AMERICAN PROTESTANT CHURCHGOERS

Lifeway **research**

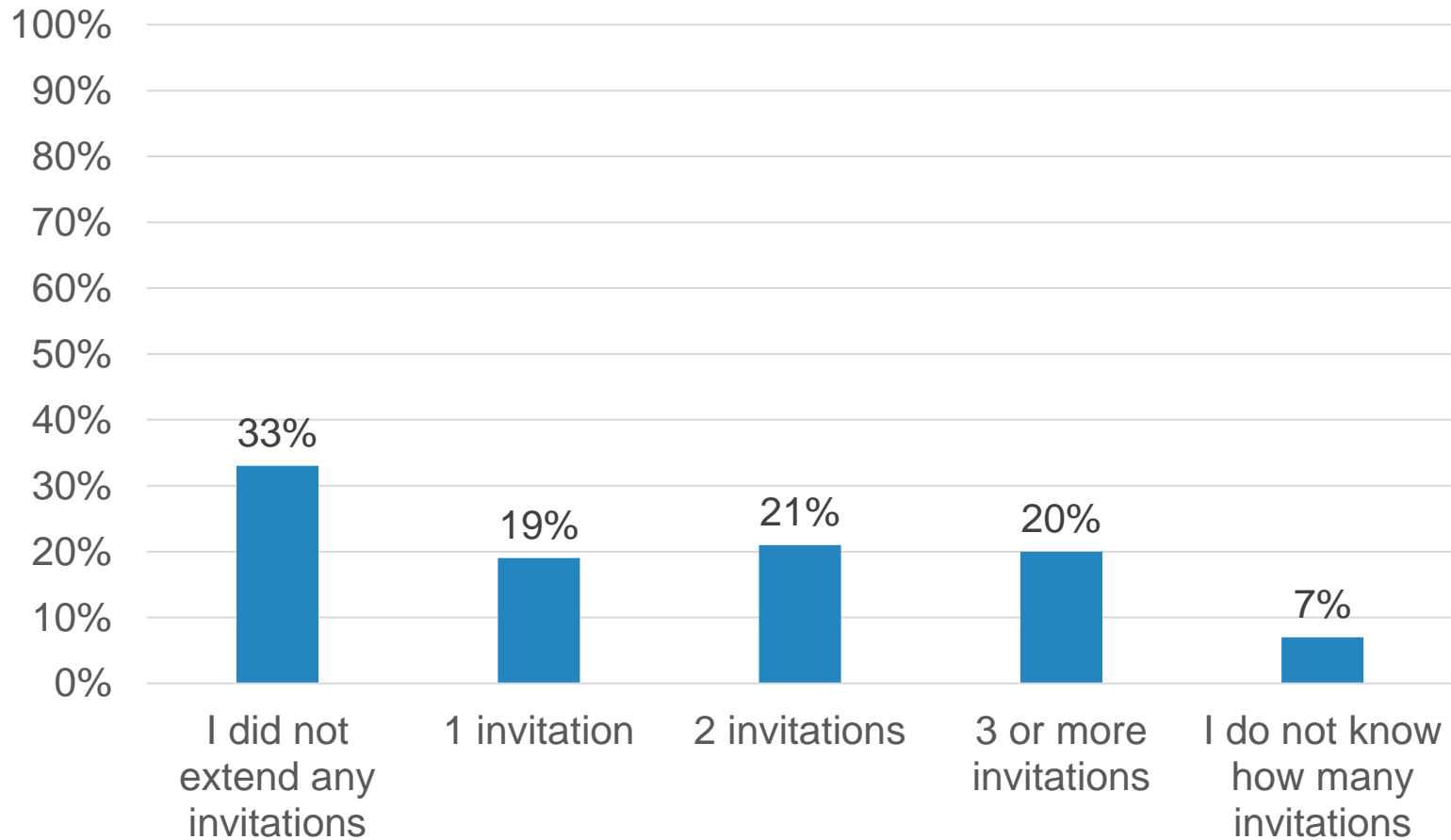
Methodology

- 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
- Comparisons are made to a survey of 1,010 American Protestant churchgoers conducted August 22-30, 2017

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

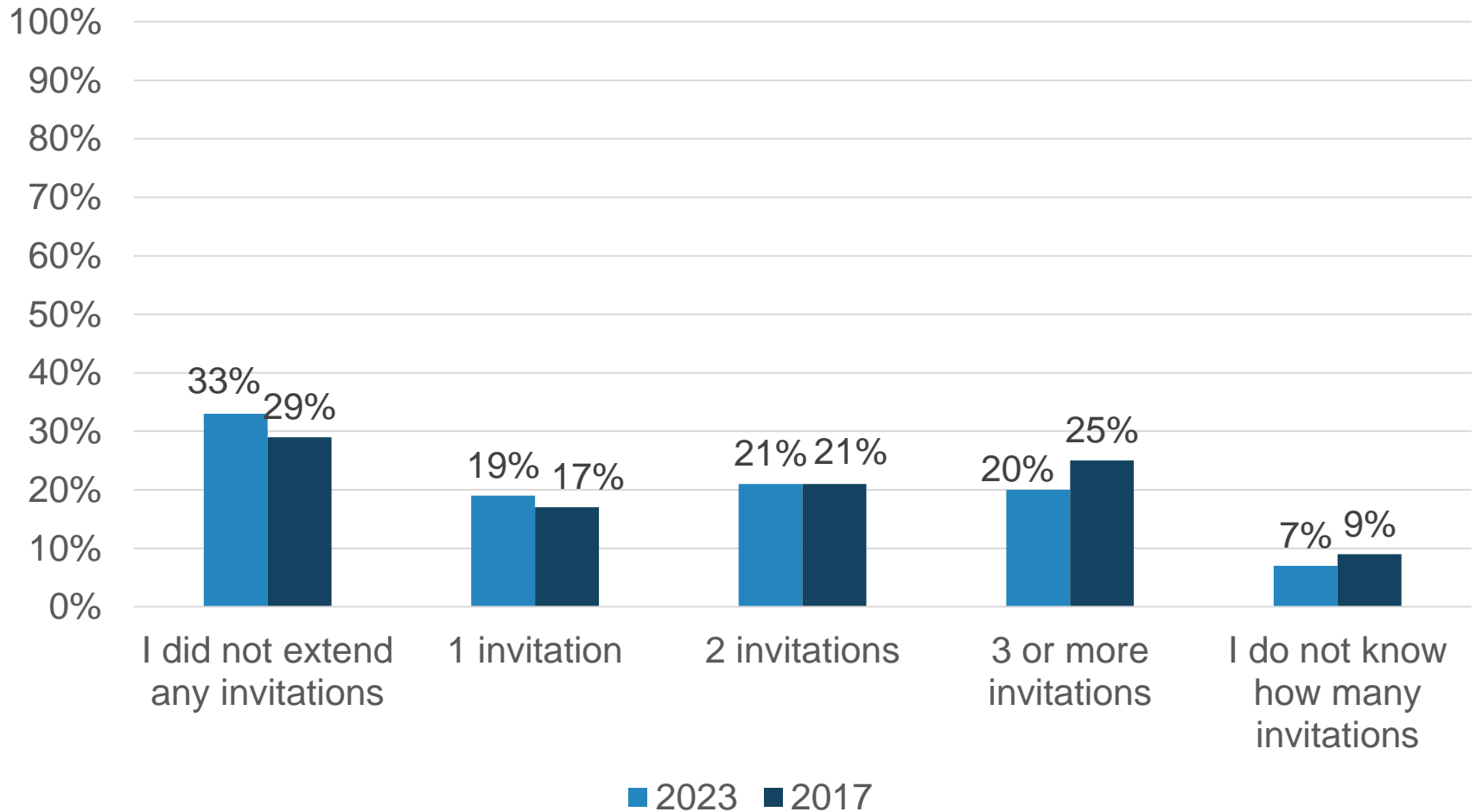
60% say they extended at least one invitation; 33% did not extend any invitations to a worship service at their church



Lifeway research

Q35: "During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church? (Include repeated invitations to the same person or family and include invitations even if they did not attend.) (Select one)" n=1,008

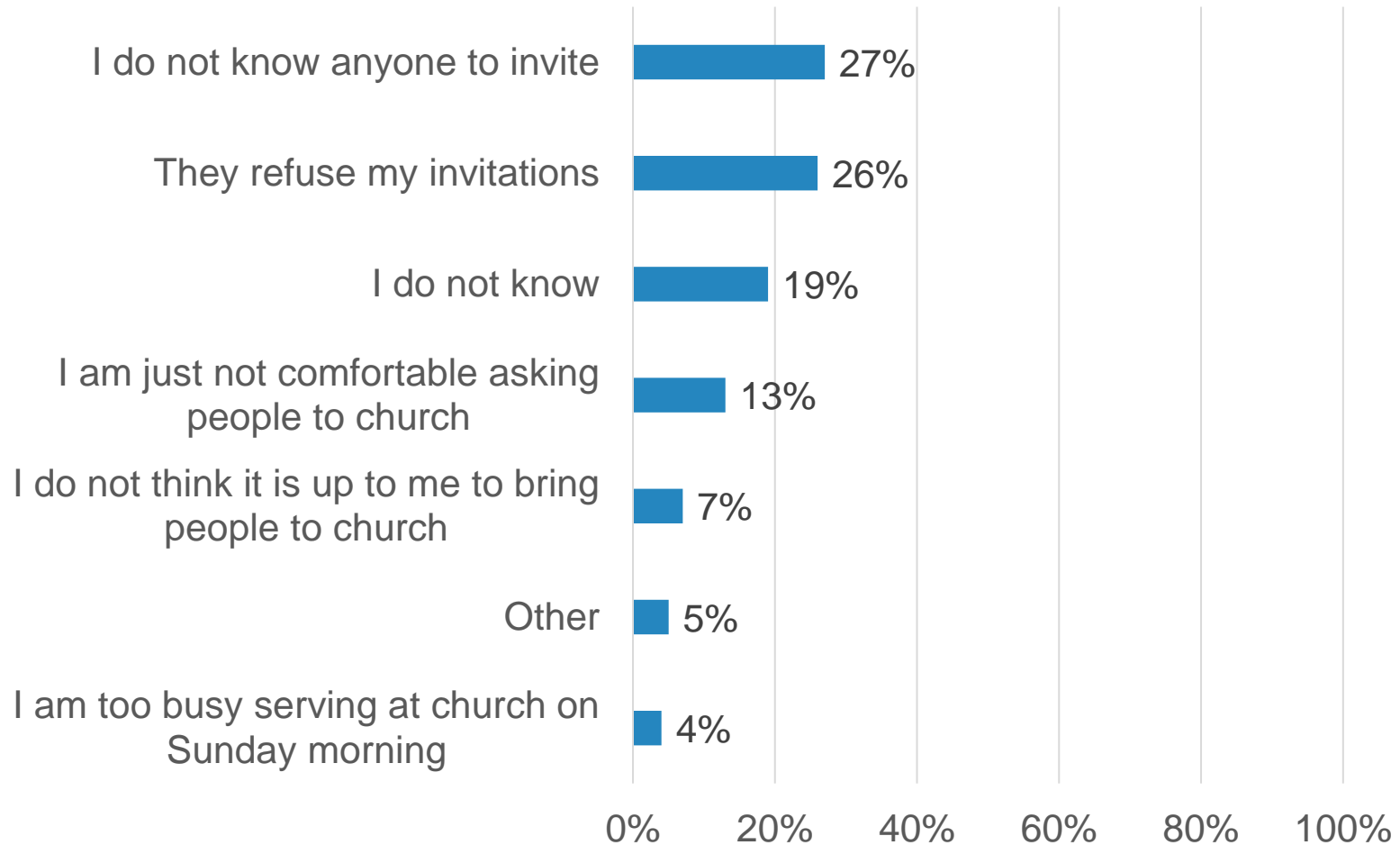
Compared to 2017, those who extended 3 or more invitations dropped from 25% to 20%



Lifeway research

Q30: "During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church? (Include repeated invitations to the same person or family and include invitations even if they did not attend.) (Select one)" n=1,008

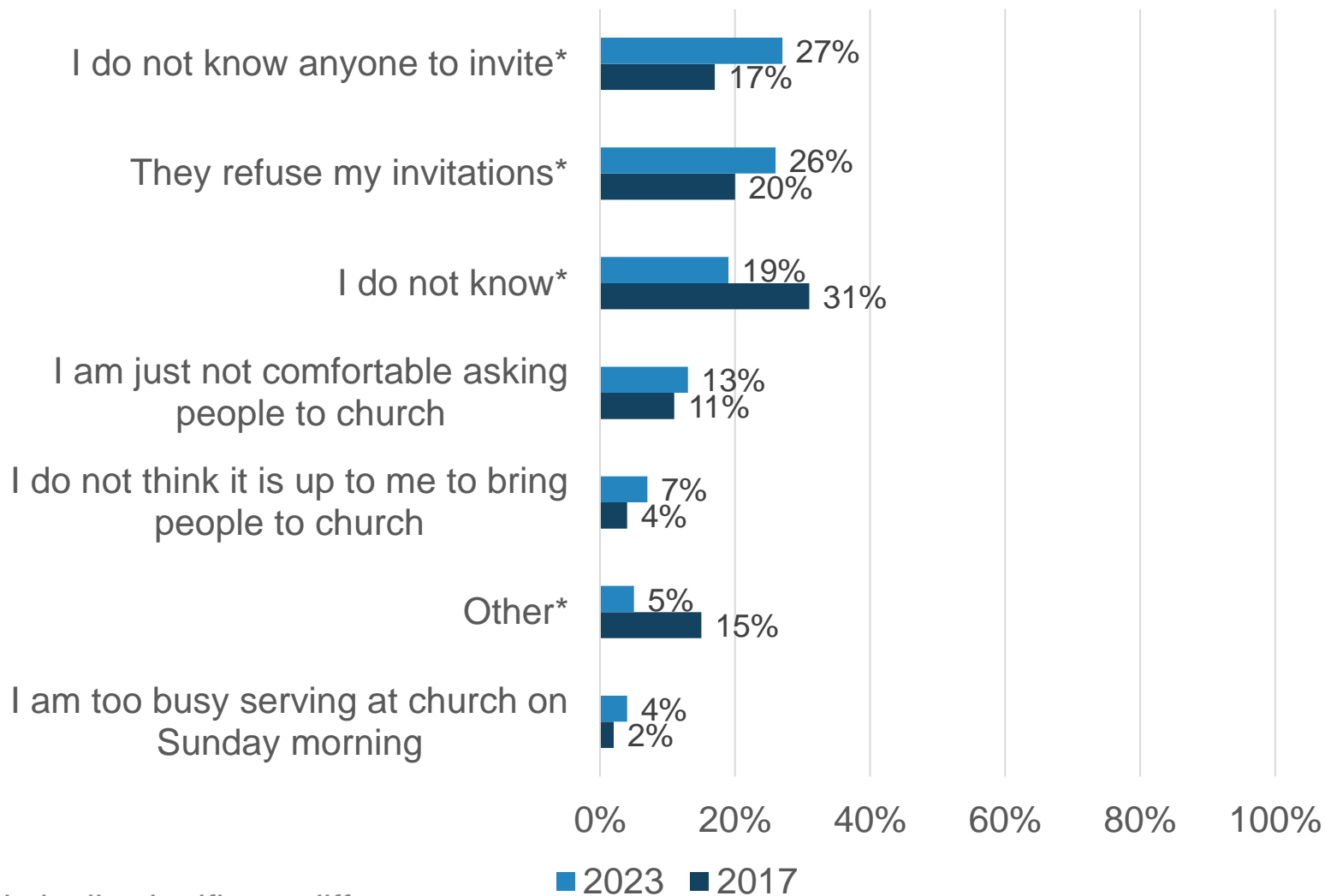
27% say they do not know anyone to invite; 26% say people they invite refuse; 13% are not comfortable asking



Lifewayresearch

Q: "What is the primary reason you do not bring guests with you to worship services more often? (Select one)" n=1,008

2023 reasons compared to 2017



*Statistically significant difference

Lifeway research

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		

“During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church?”

- Those age 35-49 (29%) are more likely to select “3 or more invitations” than those 50-64 (20%) and 65+ (13%)
- Those age 50-64 (32%) and 65+ (46%) are more likely to select “I did not extend any invitations” than those age 18-34 (19%) and 35-49 (24%)
- African Americans (28%) are more likely to select “2 invitations” than Whites (19%)
- African Americans (25%) are more likely to select “3 invitations” than Whites (18%)
- Whites (36%) are more likely to select “I did not extend any invitations” than African Americans (26%) and Hispanics (18%)
- Those in the South (24%) are more likely to select “3 or more invitations” than those in the Midwest (13%) and West (17%)
- Those with a Graduate Degree are the least likely to select “2 invitations” (12%)
- Those with a Graduate Degree (45%) are more likely to select “I did not extend any invitations” than those with a High School degree or less (25%) or some college (31%)

“During the past six months, how many times did you invite an individual or a family to attend a worship service with you at your church?” *Continued*

- Baptists (27%) and Christian/Church of Christ (21%) are more likely to select “3 or more invitations” than Presbyterian/Reformed (9%)
- Lutherans (52%) are more likely to select “I did not extend any invitations” than Baptists (28%), Christian/Church of Christ (33%), and Non-denominational (28%)
- Those who attend a worship service 4 or more times a month (27%) are more likely to select “3 or more invitations” than those who attend 1 to 3 times a month (11%)
- Those who attend a worship service 1 to 3 times a month (39%) are more likely to select “I did not extend any invitations” than those who attend 4 or more times a month (27%)
- Those with evangelical beliefs are more likely to select “3 or more invitations” than those without evangelical beliefs (24% v. 15%)
- Those without evangelical beliefs are more likely to select “I did not extend any invitations” than those with evangelical beliefs (38% v. 28%)

“What is the primary reason you do not bring guests with you to worship services more often?”

- Those age 35-49 (34%) and 50-64 (29%) are more likely to select “They refuse my invitations” than those 65+ (18%)
- Those age 18-34 (11%) and 35-49 (11%) are more likely to select “I do not think it is up to me to bring people to church” than those 50-64 (4%) and 65+ (5%)
- Those age 18-34 (10%) are more likely to select “I am too busy serving at church on Sunday morning” than those 50-64 (2%) and 65+ (2%)
- Hispanics (38%) are more likely to select “They refuse my invitations” than Whites (23%)
- African Americans are the least likely to select “I do not know anyone to invite” (12%)
- African Americans (16%) are more likely to select “I do not think it is up to me to bring people to church” than Whites (4%) and Hispanics (3%)
- Those in the Midwest (17%) and West (16%) are more likely to select “I am just not comfortable asking people to church” than those in the South (10%)
- Those with a Bachelor’s Degree (19%) or a Graduate Degree (18%) are more likely to select “I am just not comfortable asking people to church” than those who are High School Graduates or less (10%) or with some college (10%)

“What is the primary reason you do not bring guests with you to worship services more often?” *Continued*

- Those with a Graduate Degree are the least likely to select “They refuse my invitations” (15%)
- Baptists (33%), Christian/Church of Christ (24%), and Non-denominational (27%) are more likely to select “They refuse my invitation” than Lutherans (12%) and Presbyterian/Reformed (11%)
- Methodists (23%) are more likely to select “I do not think it is up to me to bring people to church” than Baptists (8%), Lutherans (8%), Christian/Church of Christ (5%), and Non-denominational (4%)
- Methodists (28%), Lutherans (24%), and Christian/Church of Christ (19%) are more likely to select “I am just not comfortable asking people to church” than Baptists (9%)
- Those who attend a worship service 4 or more times a month (31%) are more likely to select “They refuse my invitation” than those who attend 1 to 3 times a month (19%)

“What is the primary reason you do not bring guests with you to worship services more often?” *Continued*

- Those with evangelical beliefs are more likely to select “They refuse my invitation” than those without evangelical beliefs (35% v. 16%)
- Those without evangelical beliefs are more likely to select “I am just not comfortable asking people to church” than those with evangelical beliefs (19% v. 8%)
- Those without evangelical beliefs are more likely to select “I do not think it is up to me to bring people to church” than those with evangelical beliefs (12% v. 2%)

Protestant Churchgoer Views On Inviting People to Church

A SURVEY OF 1,008 AMERICAN PROTESTANT CHURCHGOERS

Lifeway research