

Protestant Churchgoer Views On Movies and Christian Books

A SURVEY OF 1,008 AMERICAN PROTESTANT CHURCHGOERS

Lifeway research

Methodology

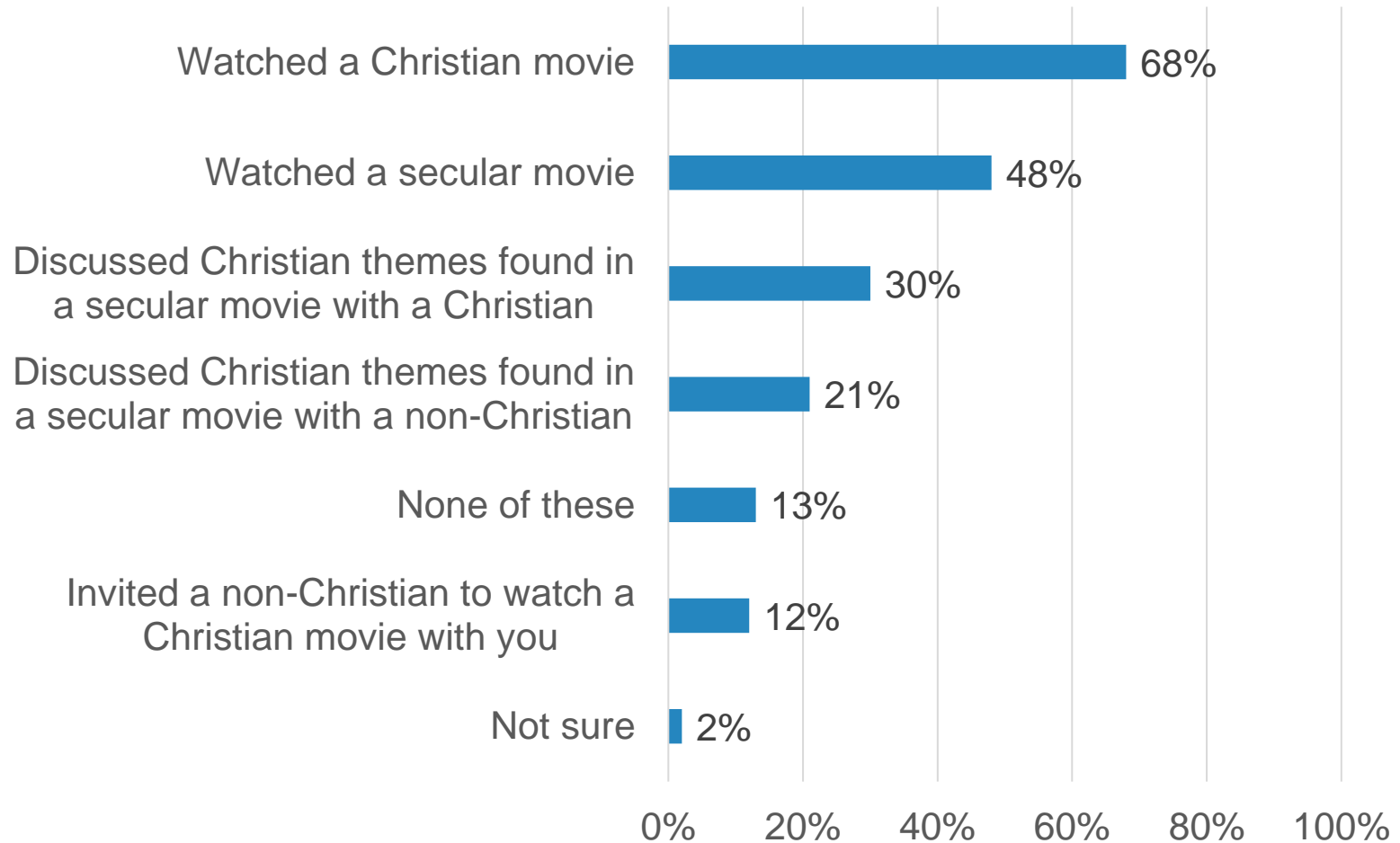
- The online survey of 1,008 American Protestant churchgoers was conducted September 19-29, 2023, using a national pre-recruited panel
- Respondents were screened to include those who identified as Protestant/non-denominational and attend religious services at least once a month
- Quotas and slight weights 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, if any, of the following have you done in the last year?”

Among Protestant Churchgoers

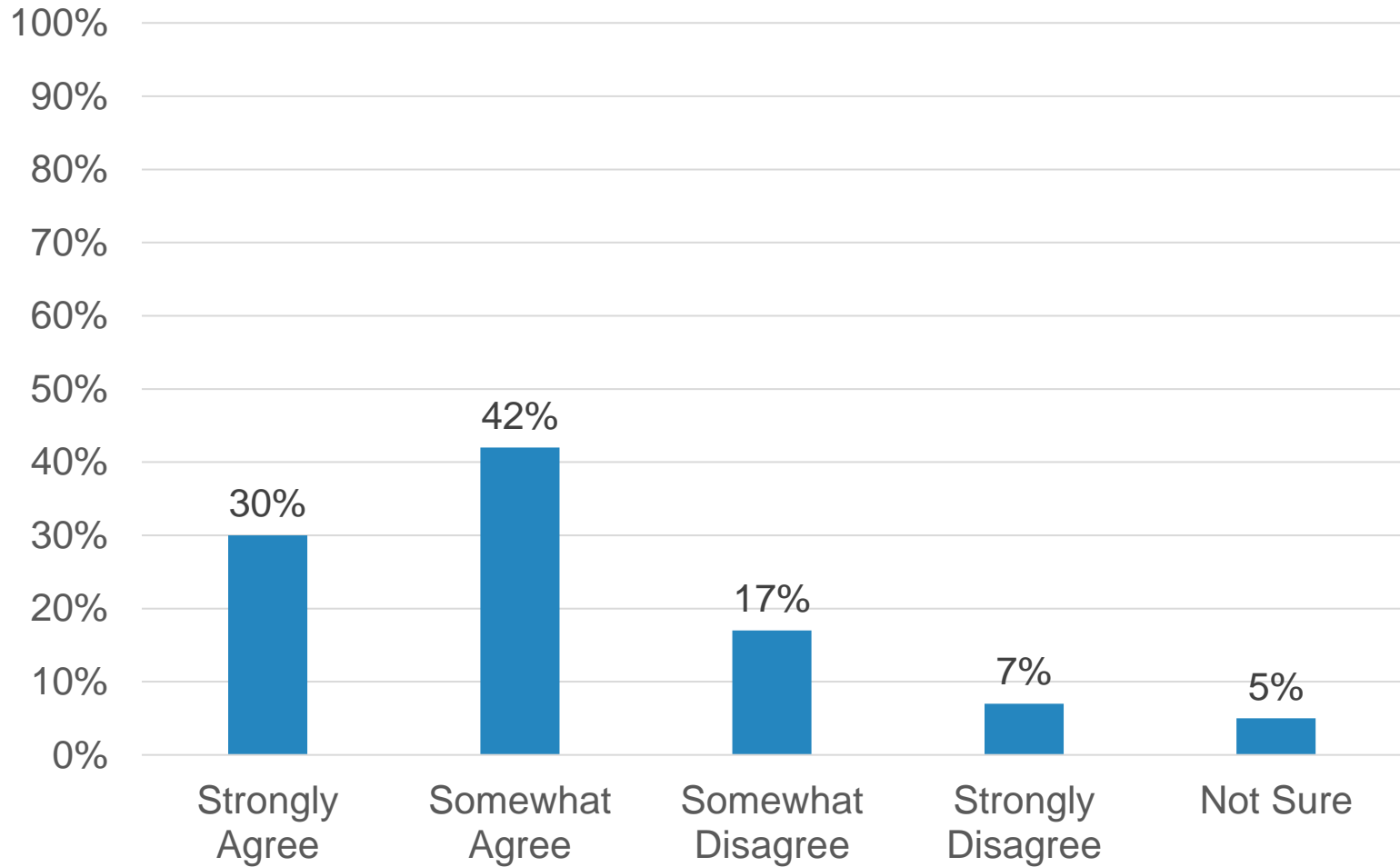


Lifewayresearch

Q: “Which, if any, of the following have you done in the last year? (Select all that apply)” n=1,008

72% agree they intentionally watch movies with Christian messages

Among Protestant Churchgoers

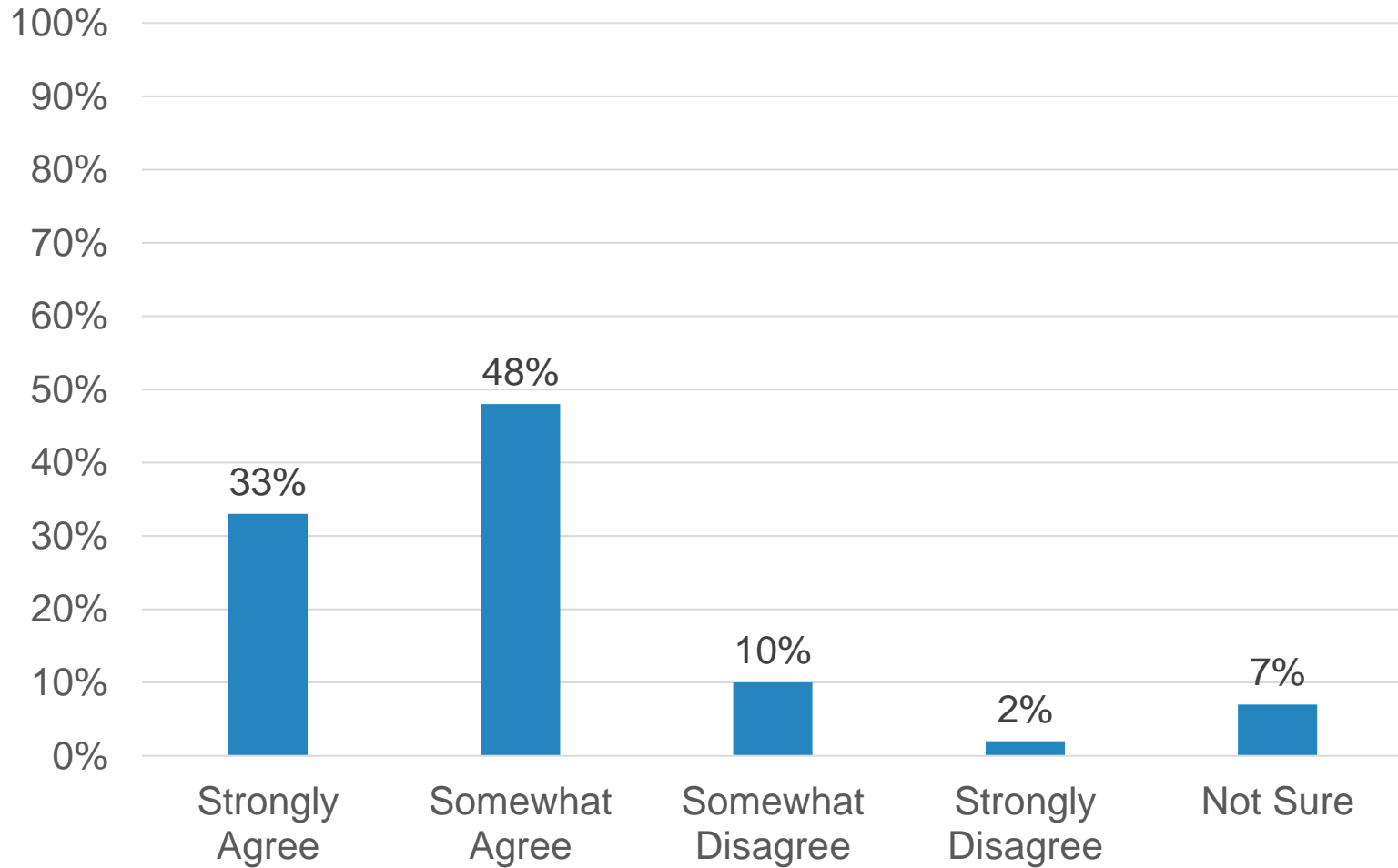


Lifewayresearch

Q: "I intentionally watch movies with Christian messages." n=1,008

81% agree that Christian movies are effective evangelism tools

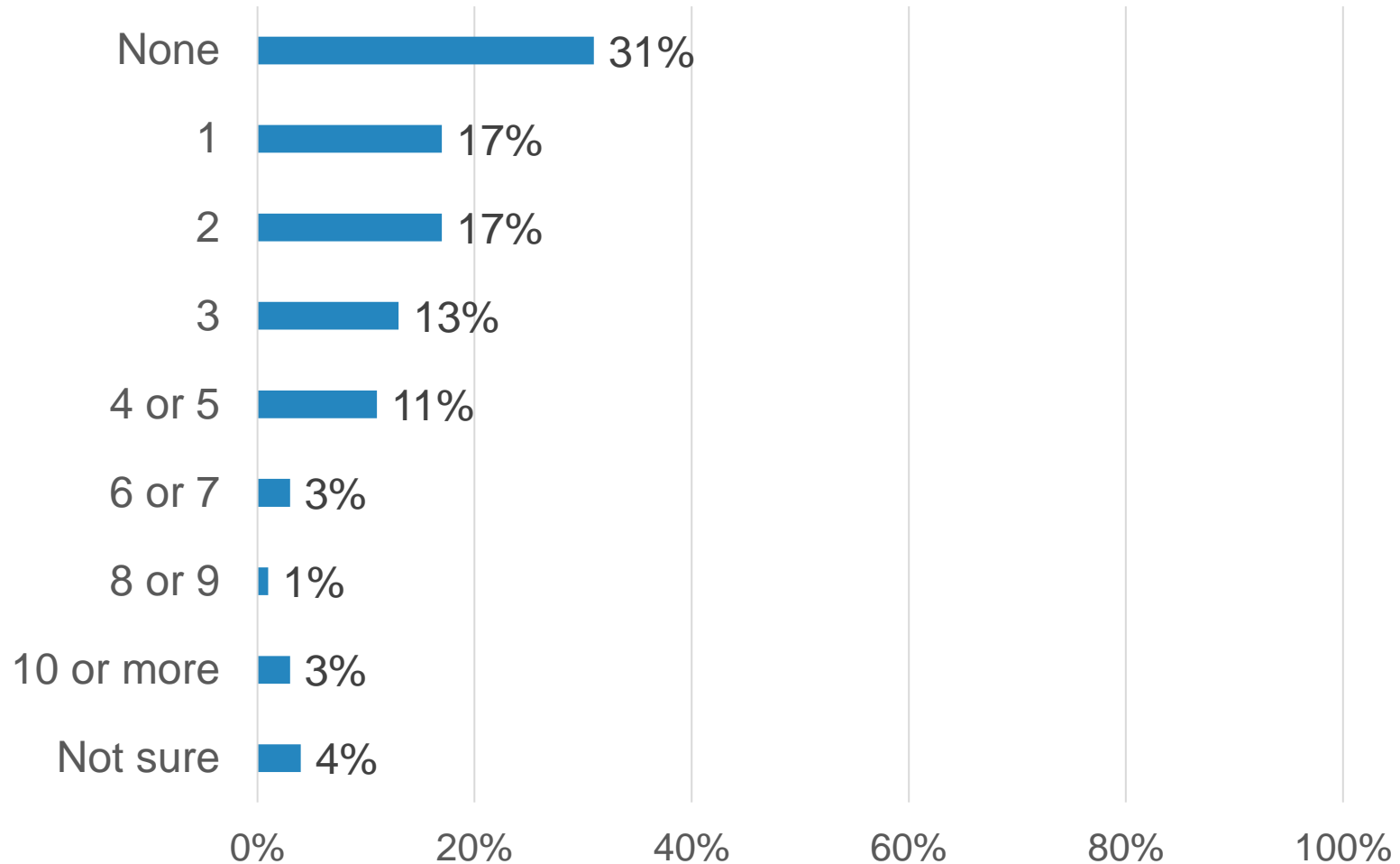
Among Protestant Churchgoers



Lifeway research

Q: "Christian movies are effective evangelism tools." n=1,008

33% say they read one or two Christian books in the past year; 31% say they did not read a Christian book in the last year



Lifeway research

Q: "Not including the Bible, how many Christian books have you read in the past year? (Select one)" 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, if any, of the following have you done in the last year?”

Watched a secular movie

- Those age 18-34 are the least likely to select (31%)
- African Americans are the least likely to select (37%)
- Those in the West (55%) are more likely to select than those in the Northeast (43%) and South (46%)
- Those with a Bachelor’s Degree (59%) or a Graduate Degree (65%) are more likely to select than those who are High School Graduates or less (35%) or with some college (43%)
- Presbyterian (57%) and Non-denominational (60%) are more likely to select than Baptist (44%), Lutherans (41%), and Christian/Church of Christ (37%)
- Those who attend a worship service 4 or more times a month (53%) are more likely to select than those who attend 1 to 3 times a month (41%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (54% v. 42%)

“Which, if any, of the following have you done in the last year?”

Watched a Christian movie

- Those age 65+ are the least likely to select (55%)
- Hispanics are the most likely to select (84%)
- Those with a Graduate Degree are the least likely to select (57%)
- Baptists (69%) and Non-denominational (77%) are more likely to select than Lutherans (53%) and Presbyterian/Reformed (49%)
- Those who attend a worship service 4 or more times a month (71%) are more likely to select than those who attend 1 to 3 times a month (65%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (74% v. 61%)

“Which, if any, of the following have you done in the last year?”

Invited a non-Christian to watch a Christian movie with you

- Those age 18-34 (26%) and 35-49 (21%) are more likely to select than those 50-64 (8%) and 65+ (3%)
- Whites are the least likely to select (9%)
- Those in the South (12%) and West (16%) are more likely to select than those in the Midwest (7%)
- Those who are High School Graduates or less (16%) are more likely to select than those with a Bachelor’s Degree (10%) or a Graduate Degree (7%)
- Baptists (14%), Christian/Church of Christ (14%), and Non-denominational (15%) are more likely to select than Lutherans (3%) and Presbyterian/Reformed (3%)

“Which, if any, of the following have you done in the last year?”

Discussed Christian themes found in a secular movie with a non-Christian

- Those age 18-34 (31%) and 35-49 (33%) are more likely to select than those 50-64 (19%) and 65+ (12%)
- Whites are the least likely to select (18%)
- Those in the Northeast (29%) are more likely to select than those in the Midwest (19%) and South (19%)
- Those with some college (22%) or a Bachelor’s Degree (25%) are more likely to select than those with a Graduate Degree (14%)
- Baptists (22%) and Non-denominational (28%) are more likely to select than Lutherans (12%) and Presbyterian/Reformed (10%)
- Those who attend a worship service 4 or more times a month (25%) are more likely to select than those who attend 1 to 3 times a month (17%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (25% v. 18%)

“Which, if any, of the following have you done in the last year?”

Discussed Christian themes found in a secular movie with a Christian

- Those age 65+ are the least likely to select (21%)
- Hispanics are the most likely to select (48%)
- Those with some college (32%) or a Bachelor’s Degree (35%) are more likely to select than those who are High School Graduates or less (24%)
- Those who attend a worship service 4 or more times a month (33%) are more likely to select than those who attend 1 to 3 times a month (26%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (32% v. 27%)

“I intentionally watch movies with Christian messages.”

- Those age 65+ are the most likely to Disagree (34%)
- Those in the South (76%) are more likely to Agree than those in the Midwest (68%) and West (62%)
- Those with a High School Degree or less are the most likely to Agree (82%)
- Those with a Graduate Degree are the least likely to Agree (57%)
- Baptists (78%) and Non-denominational (78%) are more likely to Agree than Methodists (59%), Lutherans (57%), Presbyterian/Reformed (55%), and Christian/Church of Christ (58%)
- Those who attend a worship service 4 or more times a month (76%) are more likely to Agree than those who attend 1 to 3 times a month (67%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (82% v. 61%)

“Christian movies are effective evangelism tools.”

- Those age 50-64 (86%) are more likely to Agree than those 18-34 (75%) and 65+ (78%)
- Those in the South (84%) are more likely to Agree than those in the Midwest (78%)
- Those with some college (83%) are more likely to Agree than those with a Graduate Degree (75%)
- Baptists (84%) and Non-denominational (84%) are more likely to Agree than Lutherans (75%) and Presbyterian/Reformed (68%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (90% v. 71%)

“Not including the Bible, how many Christian books have you read in the past year?”

- Those age 65+ (37%) are more likely to select “None” than those 18-34 (25%) and 35-49 (26%)
- Whites (34%) are more likely to select “None” than African Americans (25%)
- Those with a Bachelor’s Degree (21%) are more likely to select “2” than those with a Graduate Degree (11%)
- Lutherans (50%) are more likely to select “None” than Baptists (26%), Presbyterian/Reformed (34%), and Non-denominational (25%)
- Those who attend a worship service 1 to 3 times a month (36%) are more likely to select “None” than those who attend 4 or more times a month (28%)
- Those without evangelical beliefs are more likely to select “None” than those with evangelical beliefs (38% v. 25%)

Protestant Churchgoer Views On Movies and Christian Books

A SURVEY OF 1,008 AMERICAN PROTESTANT CHURCHGOERS

Lifeway **research**