

American Views on Political Endorsements

A SURVEY OF 1,200 AMERICANS

Lifeway research

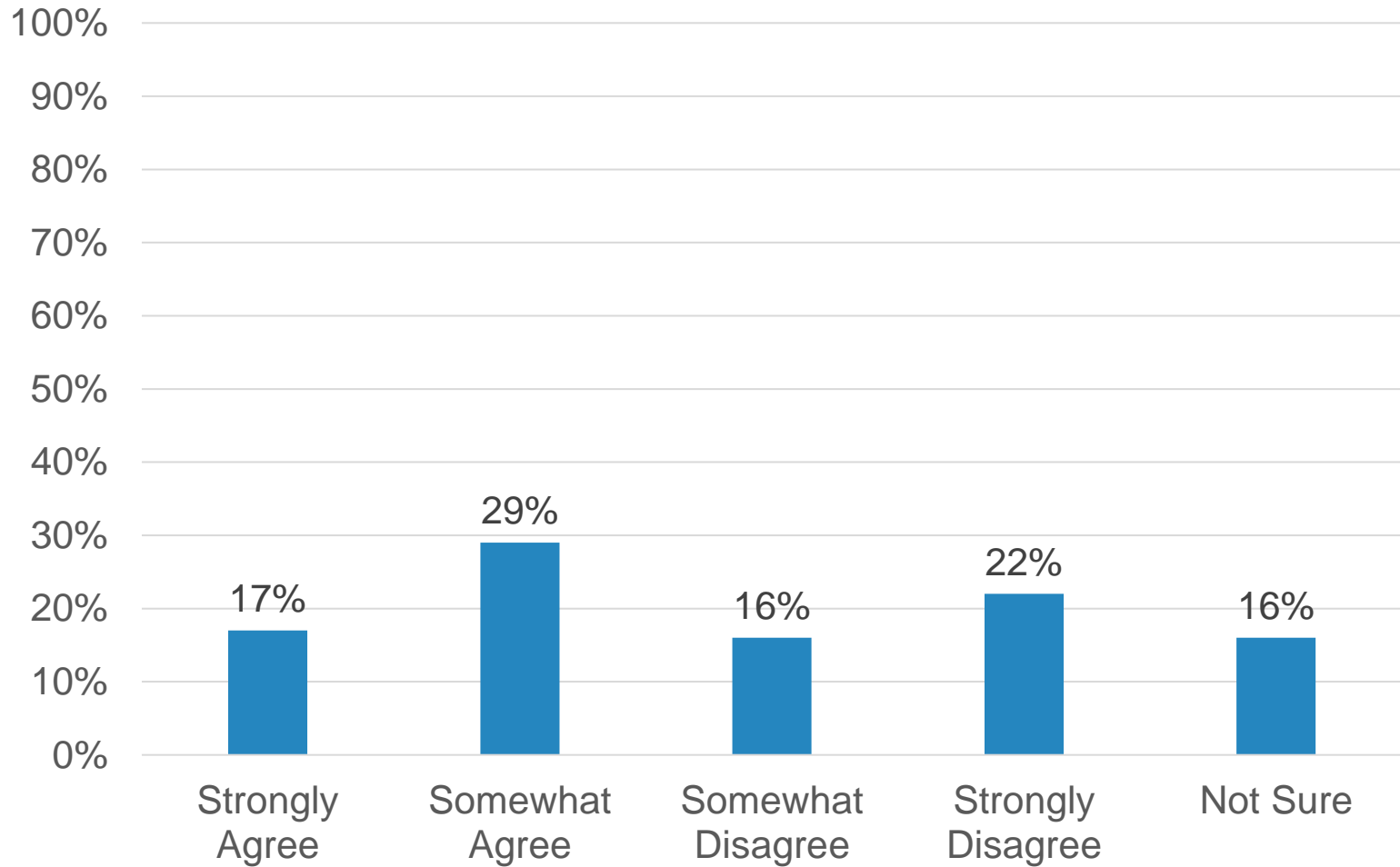
Methodology

- The online survey of 1,200 Americans was conducted August 14-30, 2024, using a national pre-recruited panel
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, religion, and evangelical beliefs to more accurately reflect the population
- The sample includes an over-sample of Americans with Evangelical Beliefs providing additional reliability for breakouts of this group. Totals for all Americans reduce these responses to their correct proportion through weighting
- The completed sample is 1,200 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
- Data is also shown from an online survey conducted by Lifeway Research September 9-23, 2020, of 1,200 Americans

Definitions

- **Christians** are those with a religious preference of Catholic, Protestant, Non-denominational Christian, or Orthodox
- **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

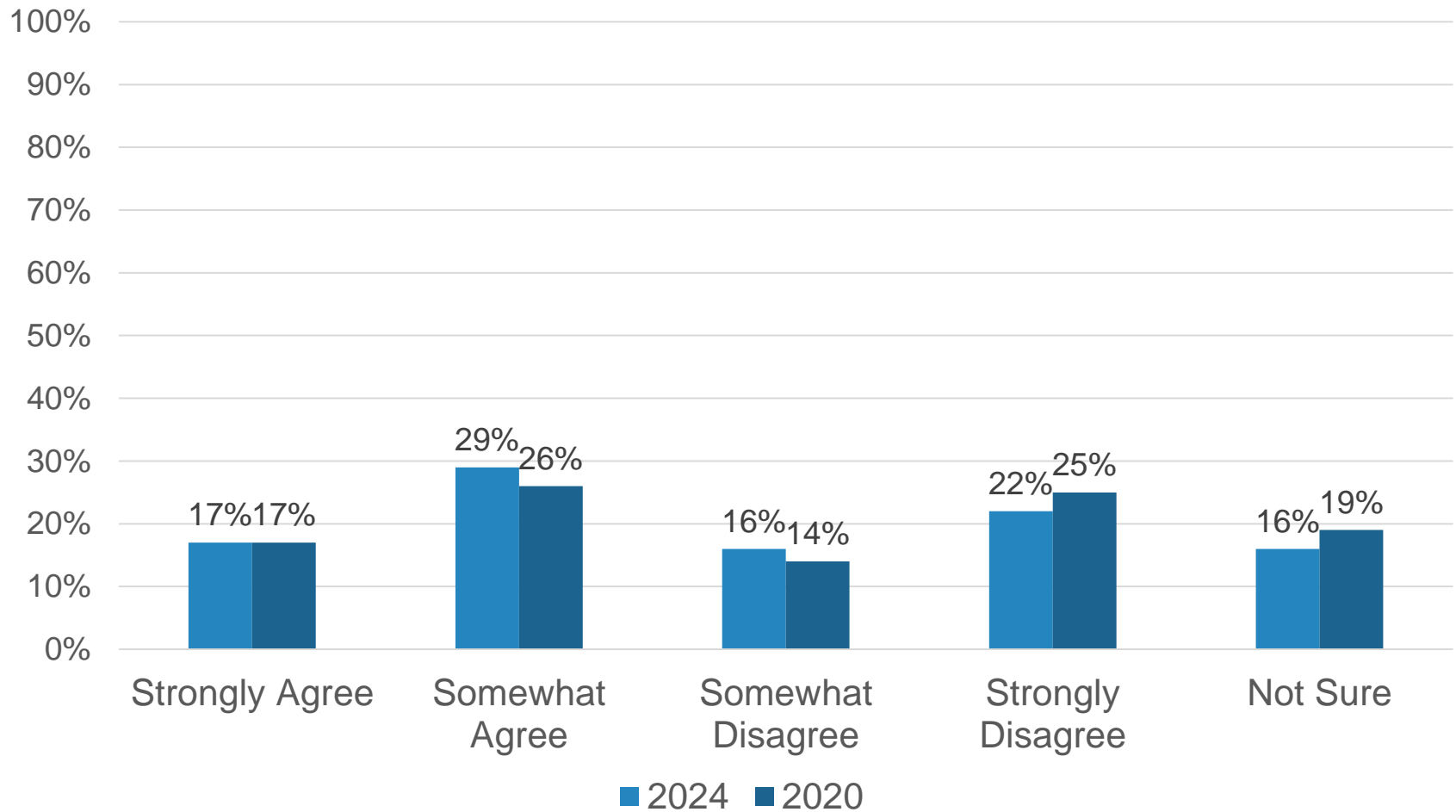
45% believe it appropriate for pastors to endorse candidates, but only outside of their church role



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Q: "I believe it is appropriate for pastors to personally endorse candidates for public office, but only outside of their church role." n=1,200

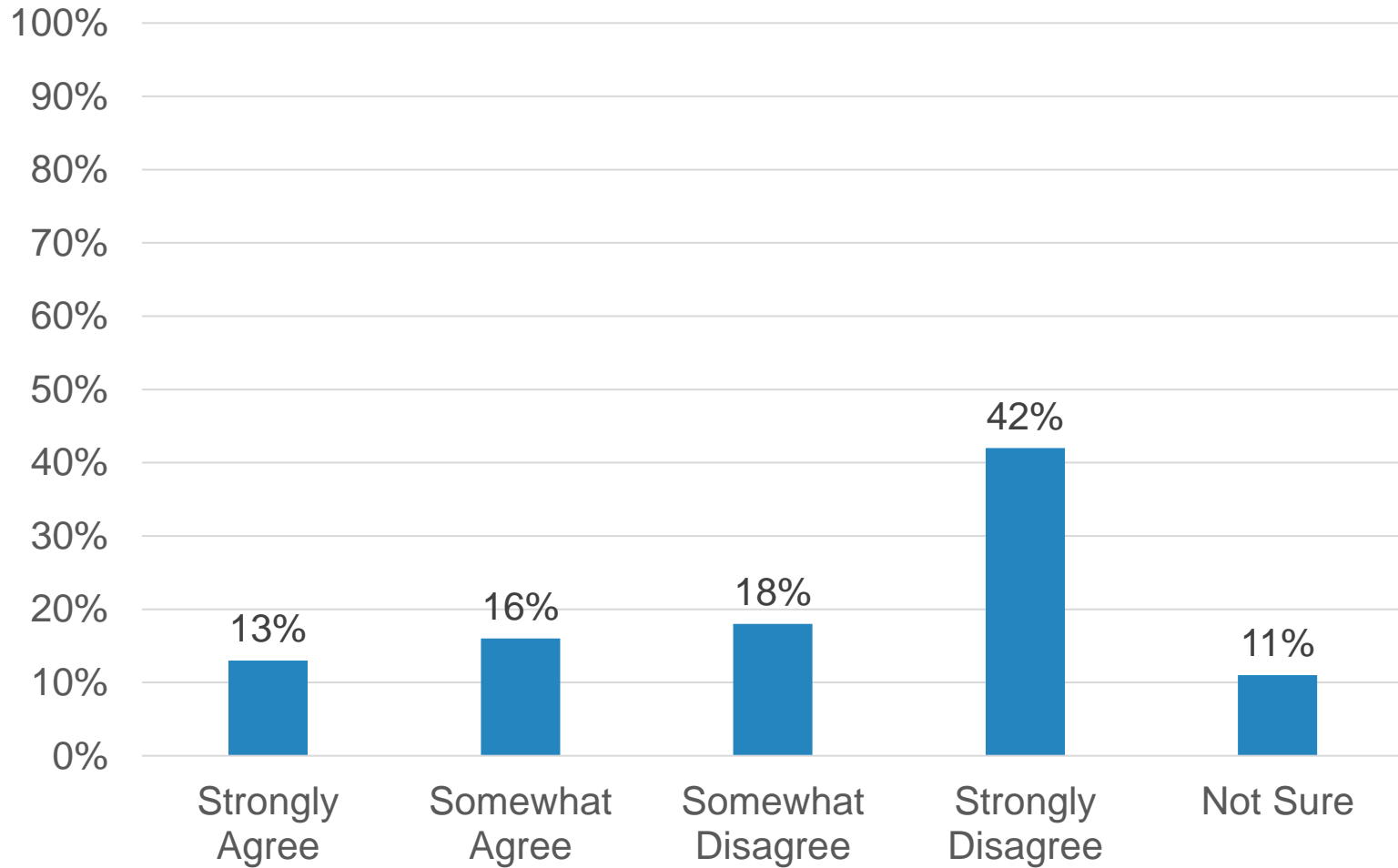
The number agreeing that it is appropriate for pastors to endorse candidates outside of their church role is similar to 2020



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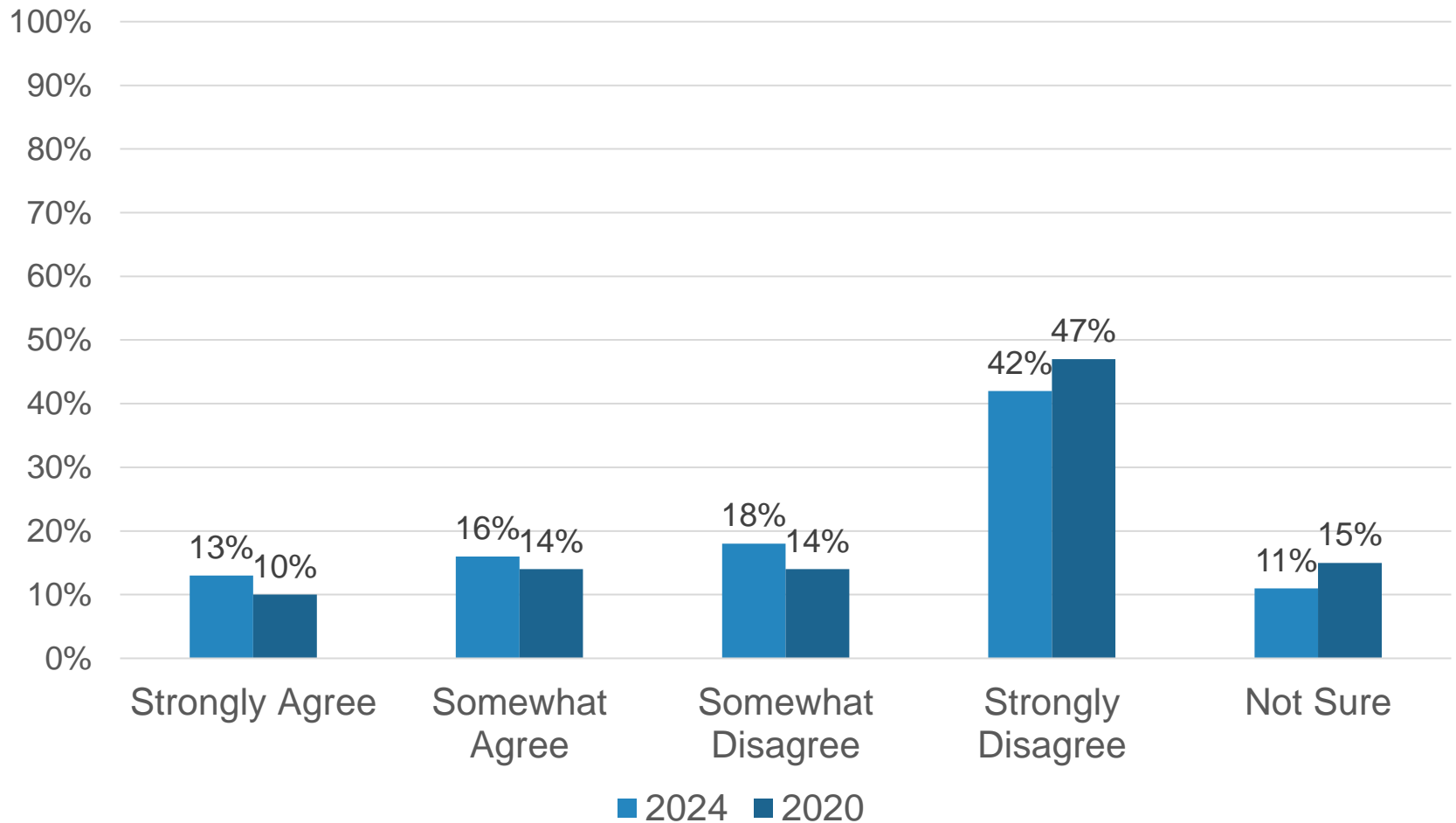
29% believe it is appropriate for pastors to endorse candidates during a church service; 60% disagree



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Q: "I believe it is appropriate for pastors to publicly endorse candidates for public office during a church service." n=1,200

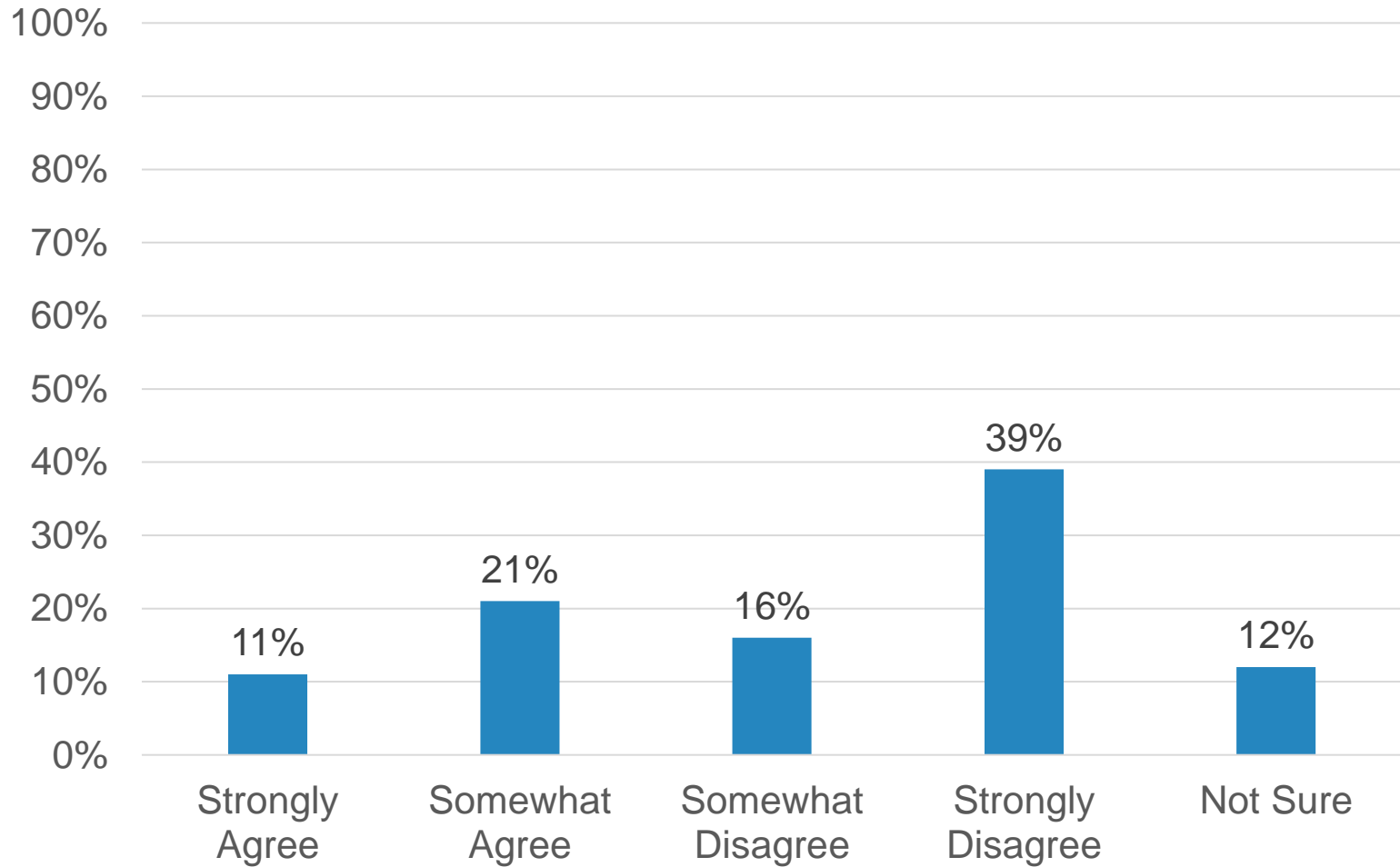
There is slightly more agreement than in 2020 that it is appropriate for pastors to endorse candidates during a church service (29% v. 24%)



Lifeway research

Q: "I believe it is appropriate for pastors to publicly endorse candidates for public office during a church service."

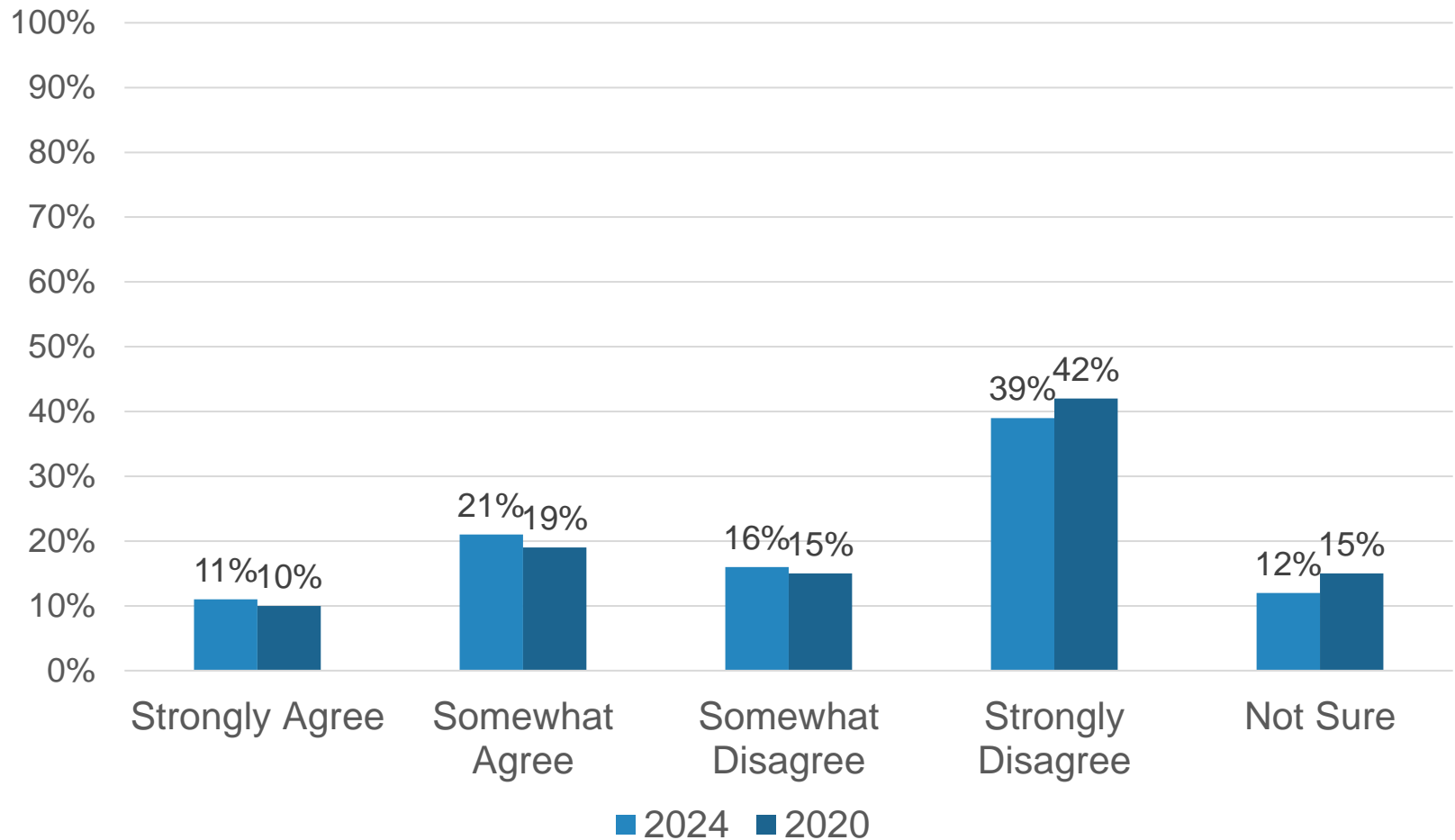
32% believe it is appropriate for churches to publicly endorse candidates, and 55% disagree



Lifeway research

Q: "I believe it is appropriate for churches to publicly endorse candidates for public office." n=1,200

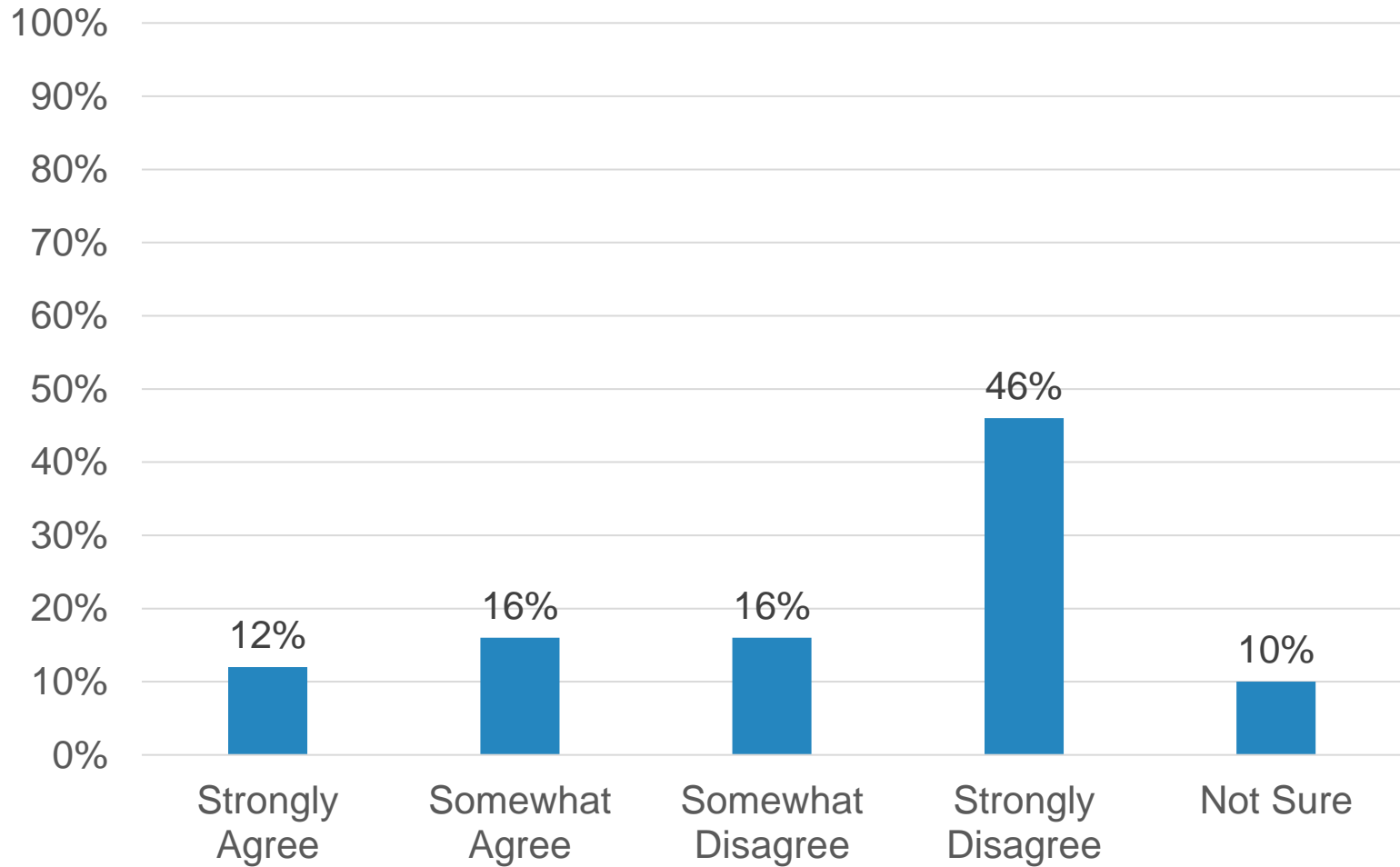
Disagreement is similar to 2020 that it is appropriate for churches to endorse candidates



Lifeway research

Q: "I believe it is appropriate for churches to publicly endorse candidates for public office." n=1,200

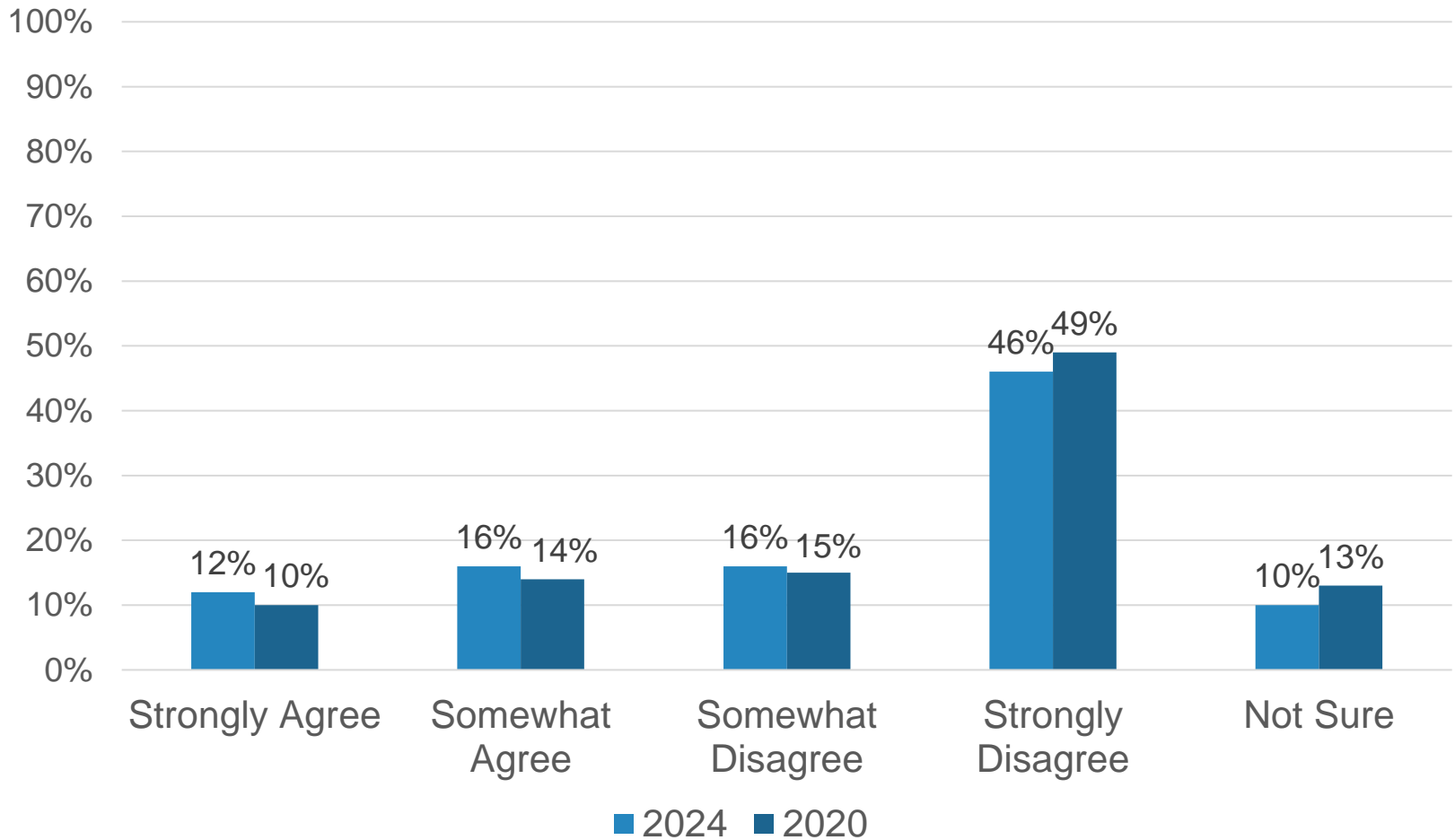
28% believe it is appropriate for church to use their resources to campaign for candidates for public office; 62% disagree



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Q: "I believe it is appropriate for churches to use their resources to campaign for candidates for public office." n=1,200

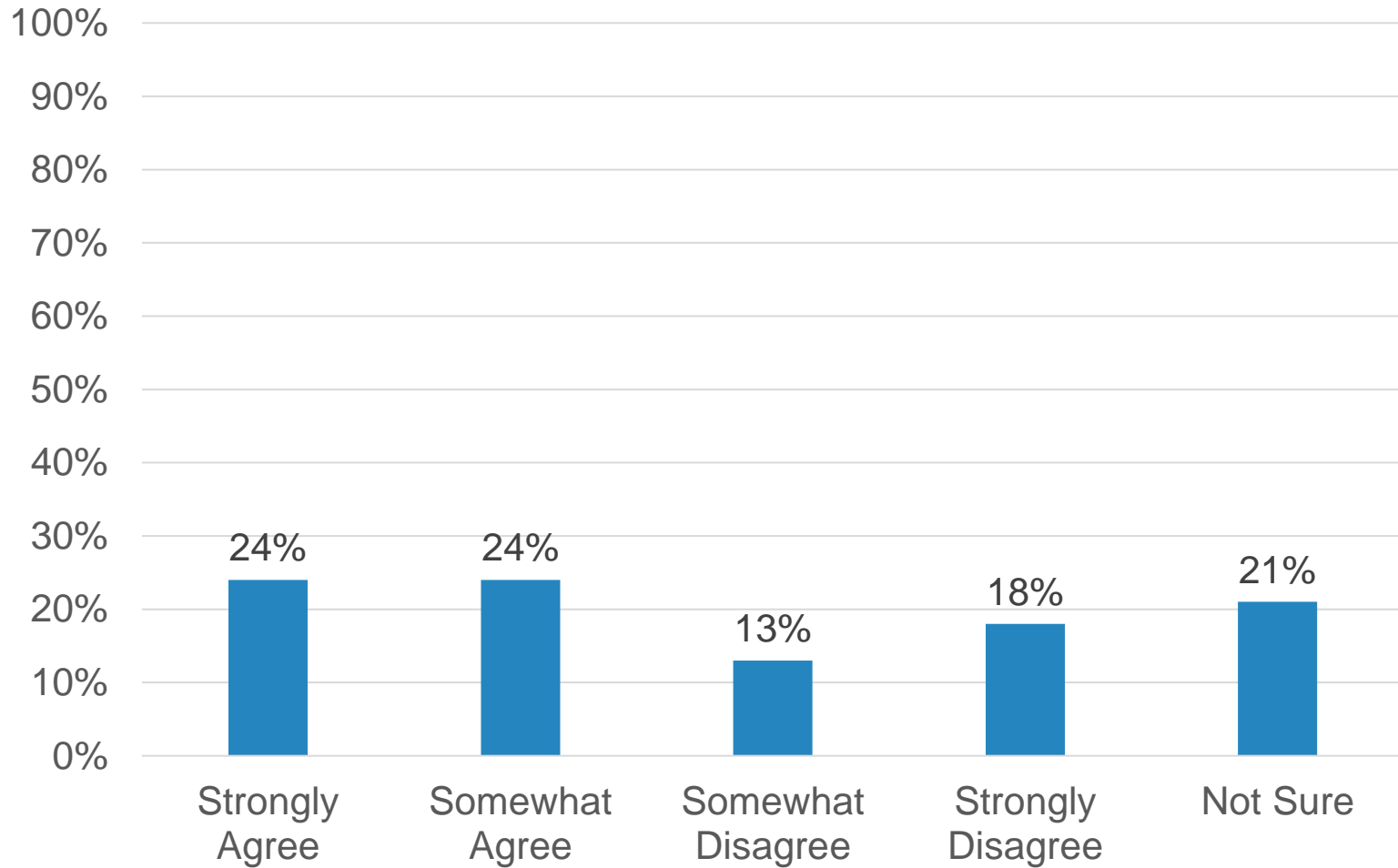
Agreement has grown slightly since 2020 that it is appropriate for churches to use resources to campaign for candidates (28% v. 24%)



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Q: "I believe it is appropriate for churches to use their resources to campaign for candidates for public office."

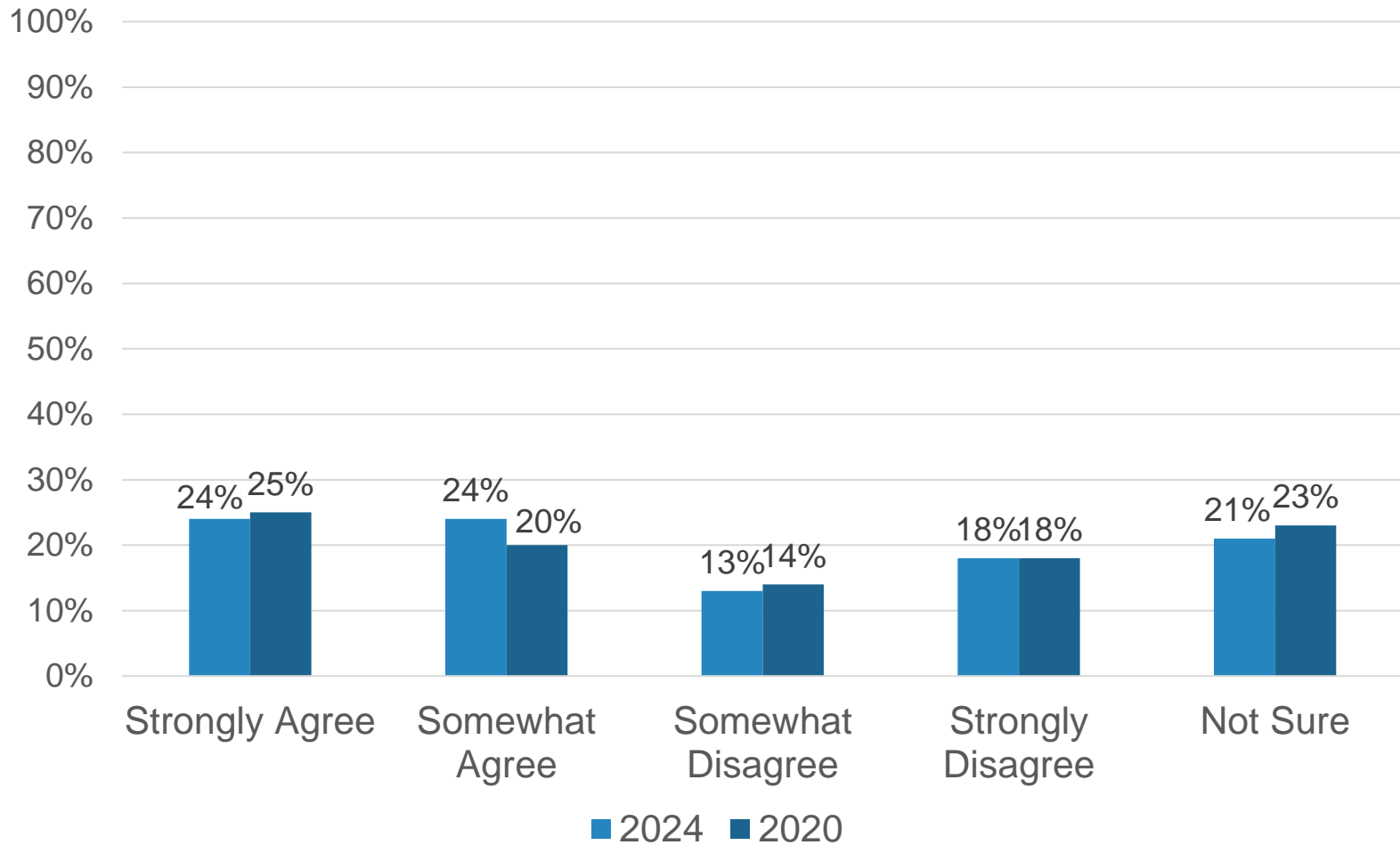
48% believe churches who publicly endorse candidates should lose their tax exemption



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Q: "I believe that churches who publicly endorse candidates for public office should lose their tax exemption." n=1,200

Agreement is similar to 2020 that churches who publicly endorse candidates should lose their tax exemption



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Q: "I believe that churches who publicly endorse candidates for public office should lose their tax exemption." n=1,200

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Evangelical Beliefs

Worship Service Attendance

Political Party

Candidate

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 evangelical beliefs, worship service attendance, political party, and candidate.

EVANGELICAL BELIEFS	WORSHIP SERVICE ATTENDANCE	POLITICAL PARTY	CANDIDATE
Yes	Christians who attend once a month or more	Democrat	Kamala Harris
No	Other Americans	Republican	Donald Trump
		Independent	Undecided

“I believe it is appropriate for pastors to personally endorse candidates for public office, but only outside of their church role.”

- Males are more likely to Agree than females (50% v. 41%)
- Those age 18-34 are the most likely to Agree (59%)
- African Americans (52%) and Hispanics (57%) are more likely to Agree than Whites (42%)
- Those in the Northeast (51%) are more likely to Agree than those in the West (39%)
- Those who are High School Graduates or less (53%) are more likely to Agree than those with some college (38%) or a Bachelor’s Degree (42%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (64% v. 40%)
- Christians who attend a worship service once a month or more (53%) are more likely to Agree than other Americans (42%)
- Democrats (47%) and Republicans (50%) are more likely to Agree than Independents (39%)
- Those voting for Donald Trump (50%) are more likely to Agree than those who are undecided (38%)

“I believe it is appropriate for pastors to publicly endorse candidates for public office during a church service.”

- Males are more likely to Agree than females (34% v. 24%)
- Those age 18-34 are the most likely to Agree (44%)
- African Americans (43%) and Hispanics (44%) are more likely to Agree than Whites (22%) and Other Ethnicities (24%)
- Those in the Northeast (34%) and South (32%) are more likely to Agree than those in the Midwest (24%) and West (24%)
- Those who are High School Graduates or less are the most likely to Agree (38%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (46% v. 24%)
- Christians who attend a worship service once a month or more (35%) are more likely to Agree than other Americans (26%)
- Independents (72%) are more likely to Disagree than Democrats (54%) and Republicans (59%)
- Those voting for Donald Trump (35%) are more likely to Agree than those voting for Kamala Harris (29%) and those who are undecided (11%)

“I believe it is appropriate for churches to publicly endorse candidates for public office.”

- Males are more likely to Agree than females (38% v. 27%)
- Those age 18-34 are the most likely to Agree (48%)
- African Americans (48%) and Hispanics (42%) are more likely to Agree than Whites (26%)
- Those in the Northeast (37%) and South (37%) are more likely to Agree than those in the West (24%)
- Those who are High School Graduates or less are the most likely to Agree (45%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (46% v. 28%)
- Christians who attend a worship service once a month or more (40%) are more likely to Agree than other Americans (29%)

“I believe it is appropriate for churches to use their resources to campaign for candidates for public office.”

- Males are more likely to Agree than females (33% v. 23%)
- Those age 18-34 are the most likely to Agree (46%)
- Whites are the most likely to Disagree (72%)
- Those in the Northeast are the most likely to Agree (40%)
- Those who are High School Graduates or less are the most likely to Agree (37%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (40% v. 24%)
- Christians who attend a worship service once a month or more (36%) are more likely to Agree than other Americans (24%)
- Democrats (35%) are more likely to Agree than Republicans (26%) and Independents (19%)
- Those voting for Kamala Harris (32%) and those voting for Donald Trump (27%) are more likely to Agree than those who are undecided (12%)

“I believe that churches who publicly endorse candidates for public office should lose their tax exemption.”

- Males are more likely to Agree than females (51% v. 45%)
- Those age 18-34 (53%) are more likely to Agree than those 50-64 (43%)
- Hispanics are the most likely to Agree (57%)
- Those in the Midwest (35%) are more likely to Disagree than those in the Northeast (27%) and West (27%)
- Those with a Graduate Degree (58%) are more likely to Agree who are High School Graduates or less (47%) or with some college (44%)
- Those with evangelical beliefs are more likely to Disagree than those without evangelical beliefs (38% v. 29%)
- Christians who attend a worship service once a month or more (35%) are more likely to Disagree than other Americans (29%)
- Democrats (56%) are more likely to Agree than Republicans (43%)
- Those voting for Kamala Harris (58%) and those voting for Donald Trump (42%) are more likely to Agree than those who are undecided (26%)

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