

# American Views on Attending Church at Christmastime

A SURVEY OF 1,200 AMERICANS

Lifeway **research**

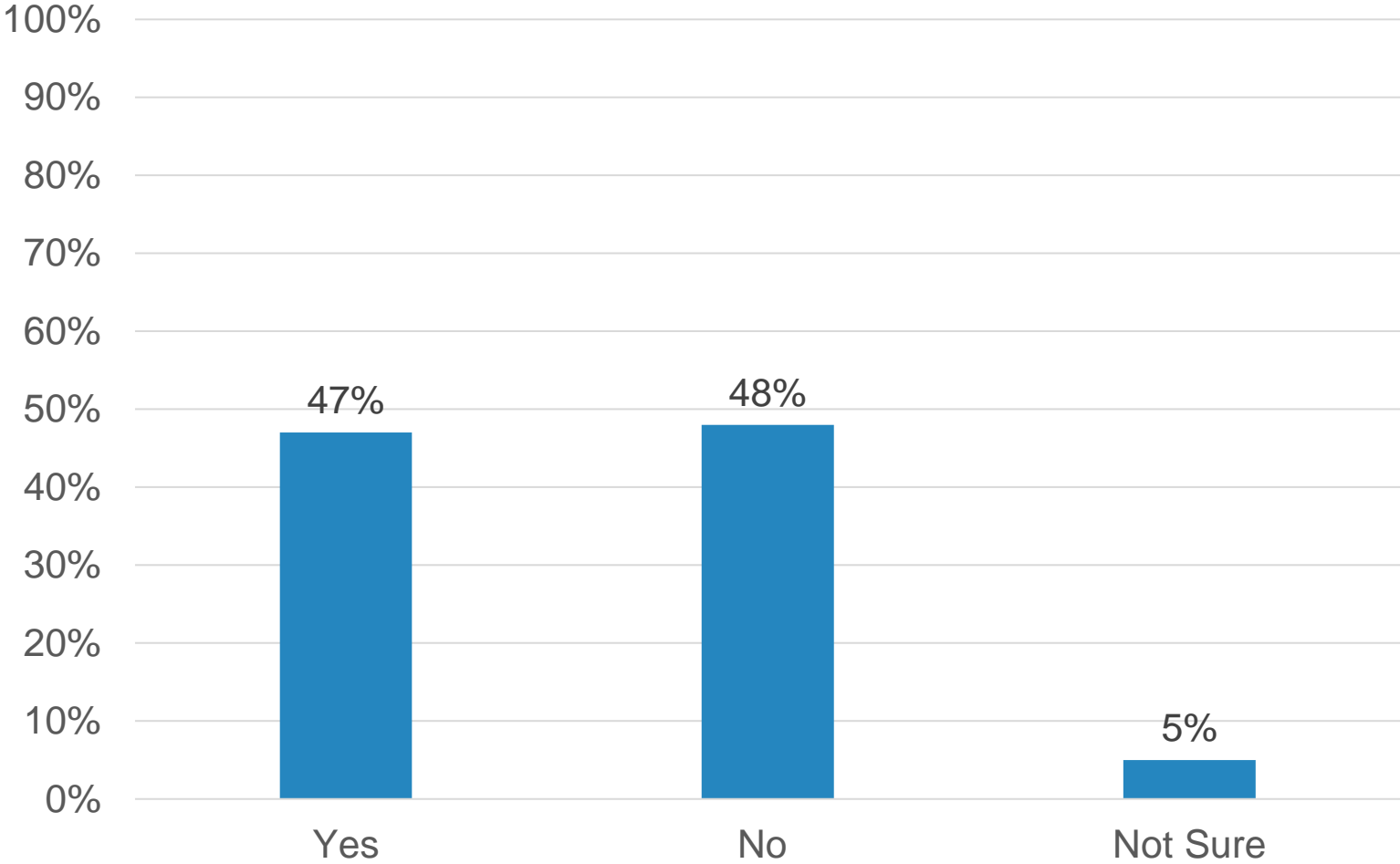
# Methodology

- 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

# 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

# 47% say they typically attend church at Christmastime

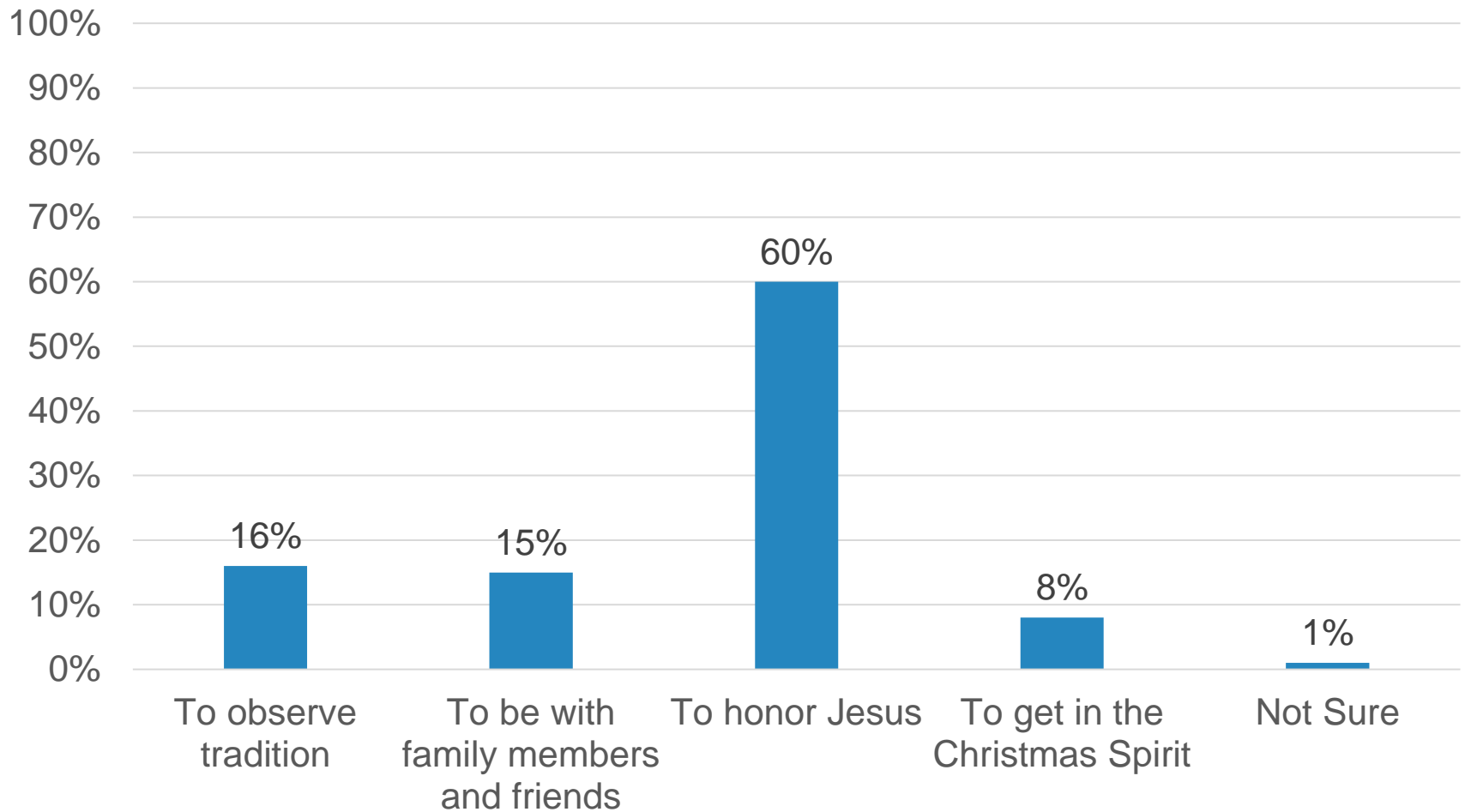


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Q: "Do you typically attend church at Christmastime?" n=1,200

# 60% attend church at Christmastime to honor Jesus

Among those who typically attend church at Christmastime

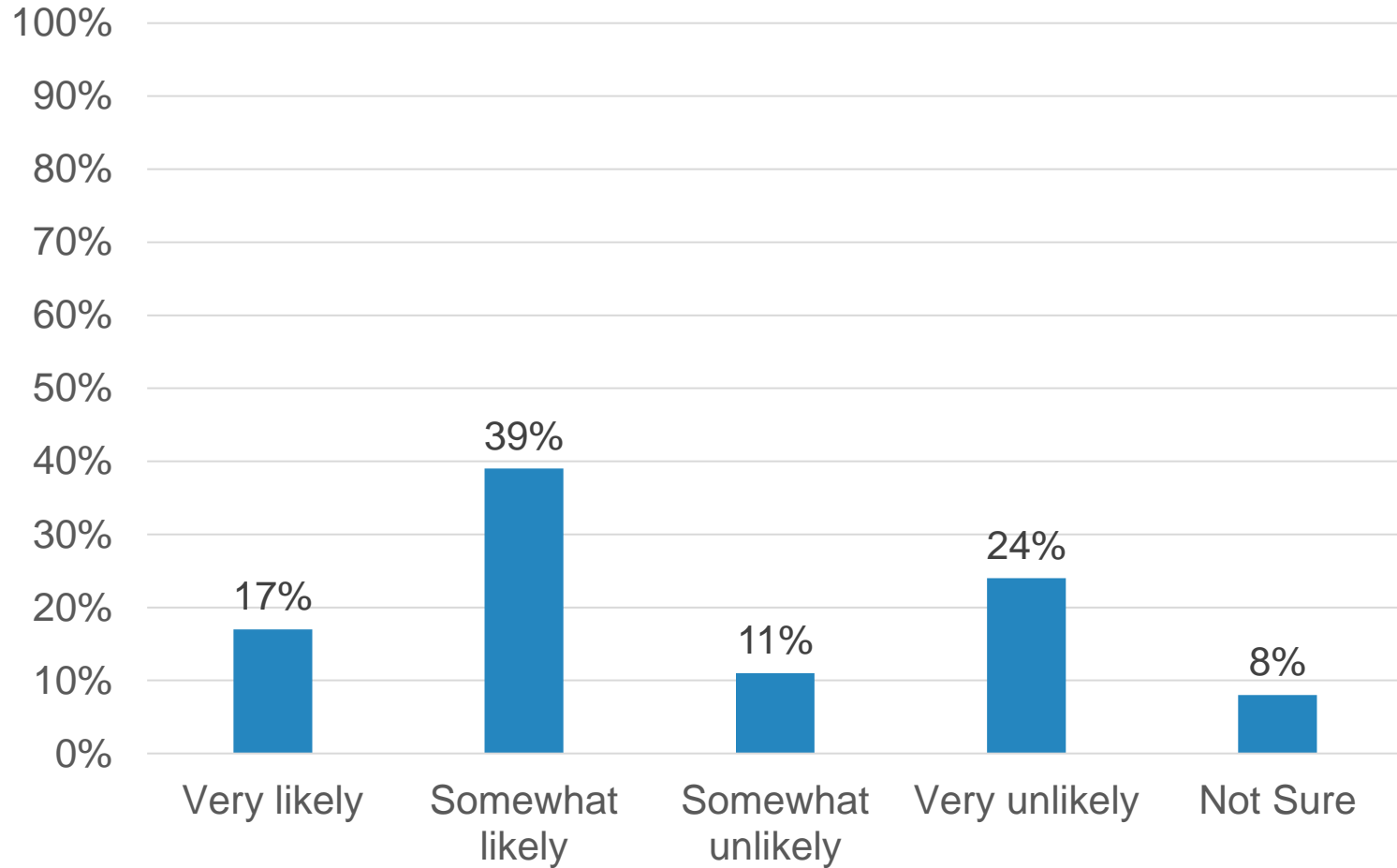


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Q: "For you personally, which of the following is the primary reason you attend church at Christmastime?" n=676

# 56% of those who don't typically attend church at Christmastime would be likely to attend if invited

Among those who typically do not attend church at Christmastime



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Q: "If someone you know invited you to attend church with them at Christmastime, how likely would you be to attend?" n=524

# Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Religious 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 religion, religious service attendance, and evangelical beliefs.

RELIGION	RELIGIOUS SERVICE ATTENDANCE	EVANGELICAL BELIEFS
Catholic	More than once a week	Yes
Protestant	About once a week	No
Other Religions	Once or twice a month/ Only on religious holidays	
Unaffiliated	Rarely/Never	

## “Do you typically attend church at Christmastime?”

- Females are more likely to select “No” than males (51% v. 45%)
- Hispanics (53%) and Other Ethnicities (55%) are more likely to select “Yes” than African Americans (41%)
- Those in the South (52%) are more likely to select “Yes” than those in the Midwest (42%)
- Those with a Bachelor’s Degree (55%) or a Graduate Degree (65%) are more likely to select “Yes” than those who are High School Graduates or less (43%) or with some college (40%)
- Religiously unaffiliated are the most likely to select “No” (71%)
- Catholics (56%), Protestants (57%), and Other Religions (53%) are more likely to select “Yes” than Religiously unaffiliated (21%)
- Those who attend a religious service more than once a week are the most likely to select “Yes” (95%)
- Those with evangelical beliefs are more likely to select “Yes” than those without evangelical beliefs (72% v. 40%)

## **“For you personally, which of the following is the primary reason you attend church at Christmas time?”**

Among those who typically attend church at Christmastime

- Females are more likely to select “To honor Jesus” than males (67% v. 53%)
- Males are more likely to select “To get in the Christmas spirit” than females (11% v. 5%)
- Those age 65+ (71%) are more likely to select “To honor Jesus” than those 18-34 (53%) and 35-49 (57%)
- Those age 35-49 (22%) are more likely to select “To be with family members and friends” than those 65+ (8%)
- Those age 18-34 are the most likely to select “To get in the Christmas spirit” (16%)
- Hispanics (17%) are more likely to select “To get in the Christmas spirit” than Whites (6%) and African Americans (6%)
- Those in the West (68%) are more likely to select “To honor Jesus” than those in the Northeast (53%)
- Those with some college (69%) or with a Bachelor’s Degree (73%) are more likely to select “To honor Jesus” than those who are High School Graduates or less (52%)

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## **“For you personally, which of the following is the primary reason you attend church at Christmas time?” *Continued***

Among those who typically attend church at Christmastime

- Those who are High School Graduates or less (21%) or with a Bachelor’s Degree (17%) are more likely to select “To observe tradition” than those with some college (8%)
- Those who are High School Graduates or less (13%) are more likely to select “To get in the Christmas spirit” than those with some college (4%)
- Religiously unaffiliated are the most likely to select “To be with family members and friends” (42%)
- Religiously unaffiliated are the most likely to select “To get in the Christmas spirit” (21%)
- Those who attend a religious service about once a week are the most likely to select “To honor Jesus” (74%)
- Those who attend a religious service once or twice a month/only on religious holidays (27%) and rarely/never (22%) are more likely to select “To observe tradition” than those who attend more than once a week (6%) or about once a week (10%)
- Those with evangelical beliefs are more likely to select “To honor Jesus” than those without evangelical beliefs (74% v. 53%)

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## **“If someone you know invited you to attend church with them at Christmas time, how likely would you be to attend?”**

Among those who typically do not attend church at Christmastime

- Females are more likely to select “Likely” than males (61% v. 51%)
- Those age 65+ are the most likely to select “Unlikely” (48%)
- Hispanics are the most likely to select “Likely” (72%)
- Those in the Northeast (60%) and Midwest (65%) are more likely to select “Likely” than those in the West (48%)
- Those who are High School Graduates or less (59%) are more likely to select “Likely” than those with a Bachelor’s Degree (47%)
- Religiously unaffiliated are the most likely to select “Unlikely” (55%)
- Catholics (71%), Protestants (65%), and Other Religions (58%) are more likely to select “Likely” than Religiously unaffiliated (40%)
- Those who attend a religious service about once a week (76%) and once or twice a month/only on religious holidays (69%) are more likely to select “Likely” than those who rarely/never attend (52%)
- Those with evangelical beliefs are more likely to select “Likely” than those without evangelical beliefs (69% v. 54%)

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