

American Views on Consumerism

A SURVEY OF 1,200 AMERICANS

Lifeway research

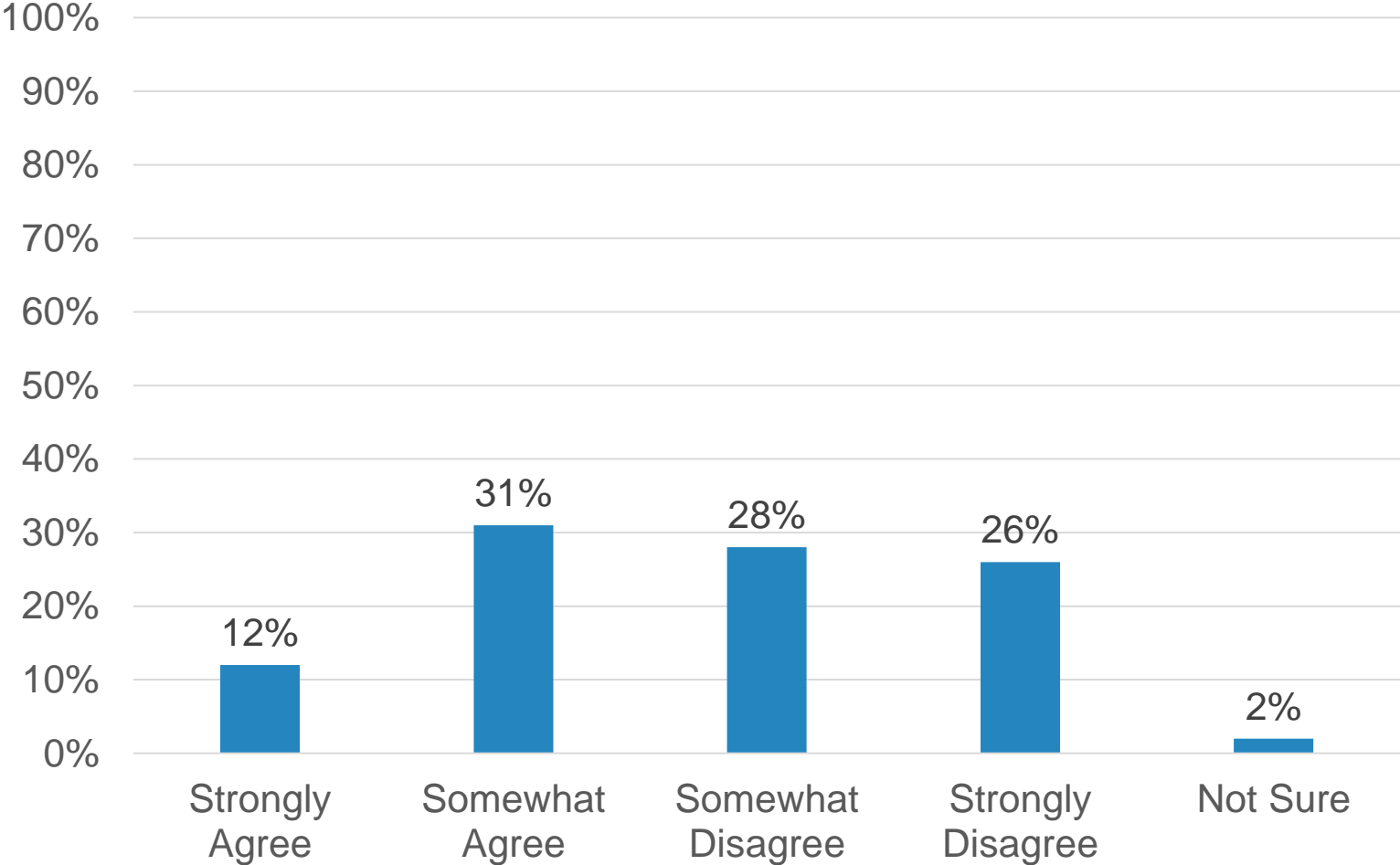
Methodology

- 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

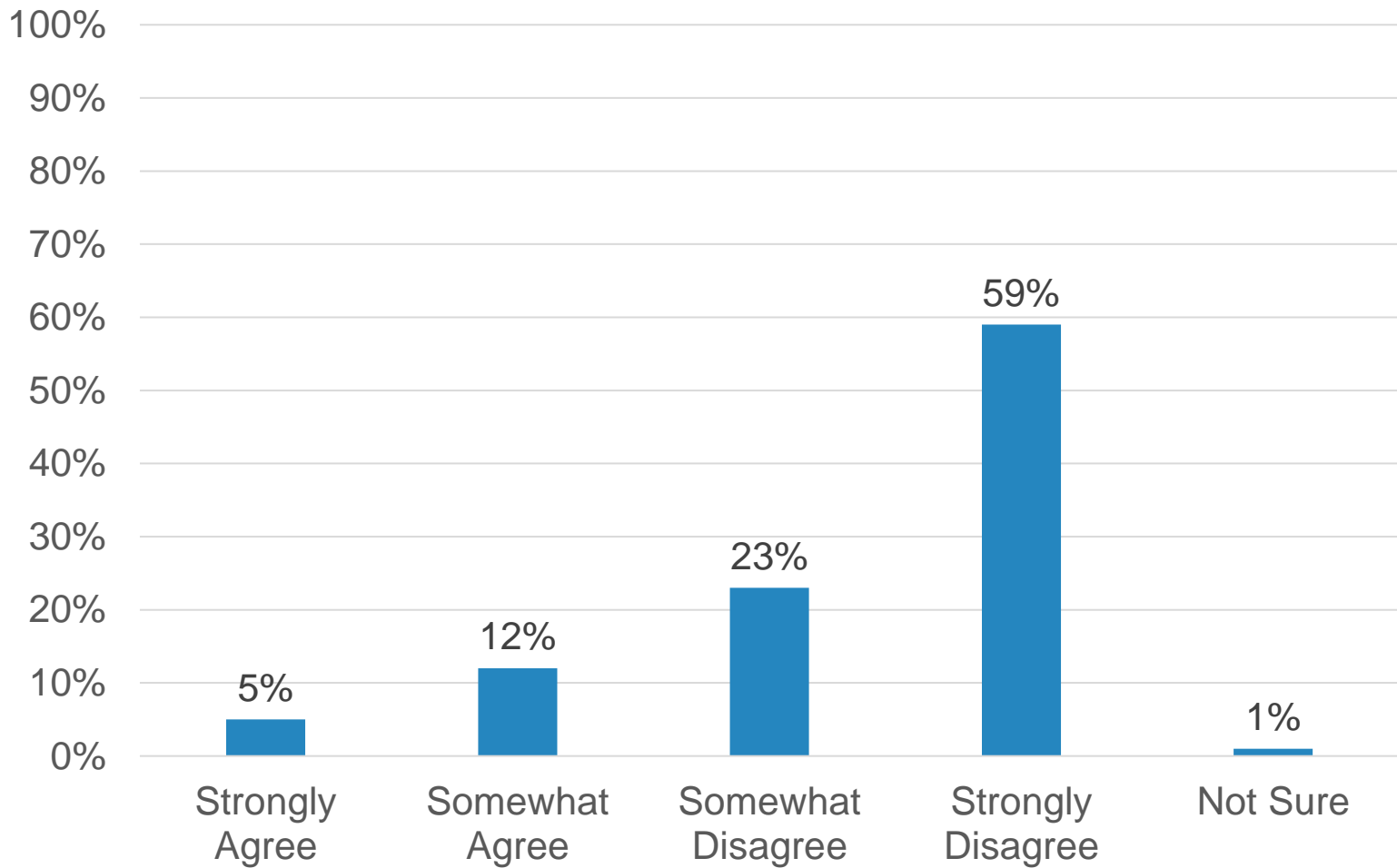
43% are driven to accumulate nice things



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Q: "I am driven to accumulate nice things." n=1,200

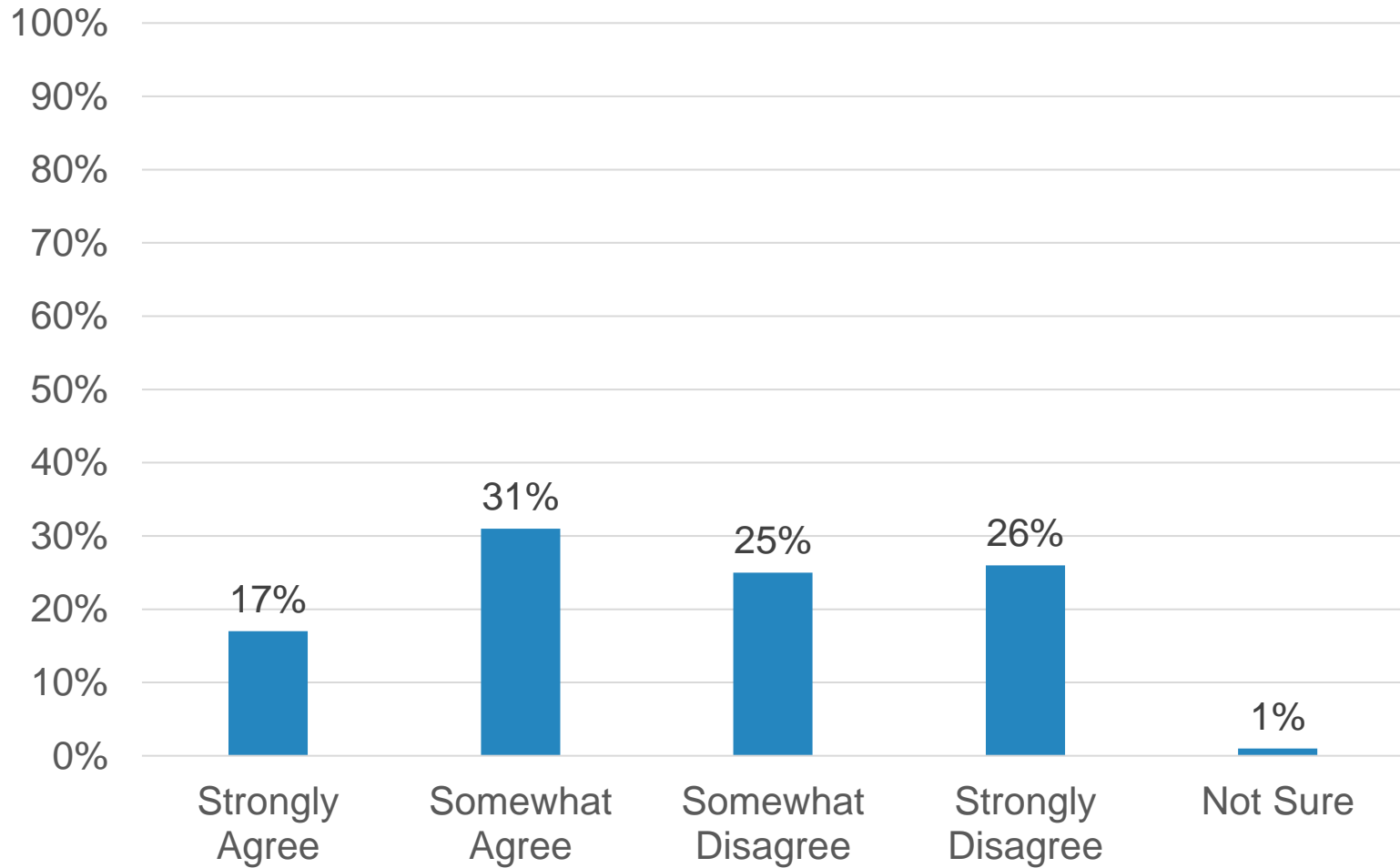
16% say it troubles them when friends have nicer things than they do



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Q: "It troubles me when friends have nicer things than I do.." n=1,200

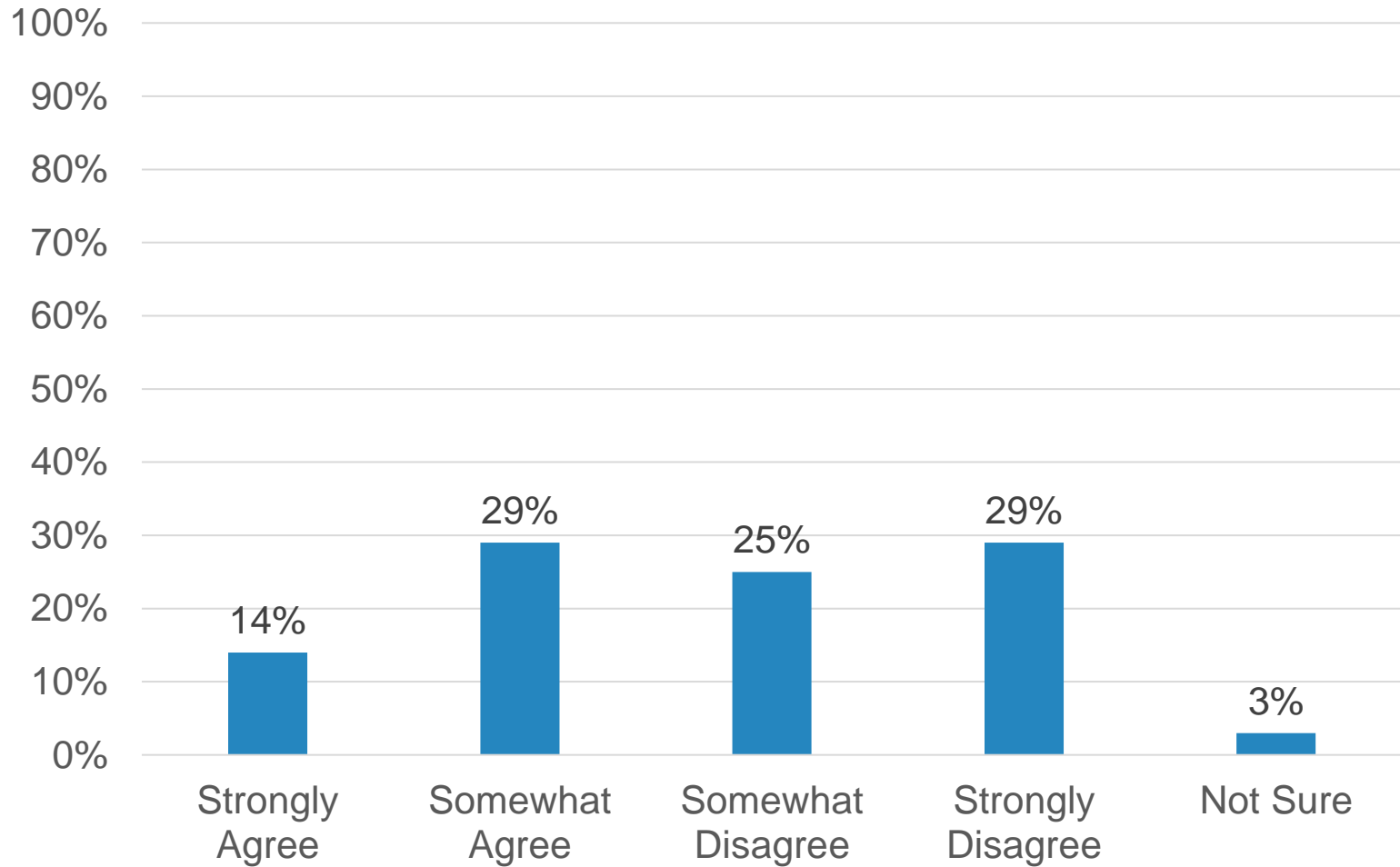
48% like to have the latest technology



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Q: "I like to have the latest technology." n=1,200

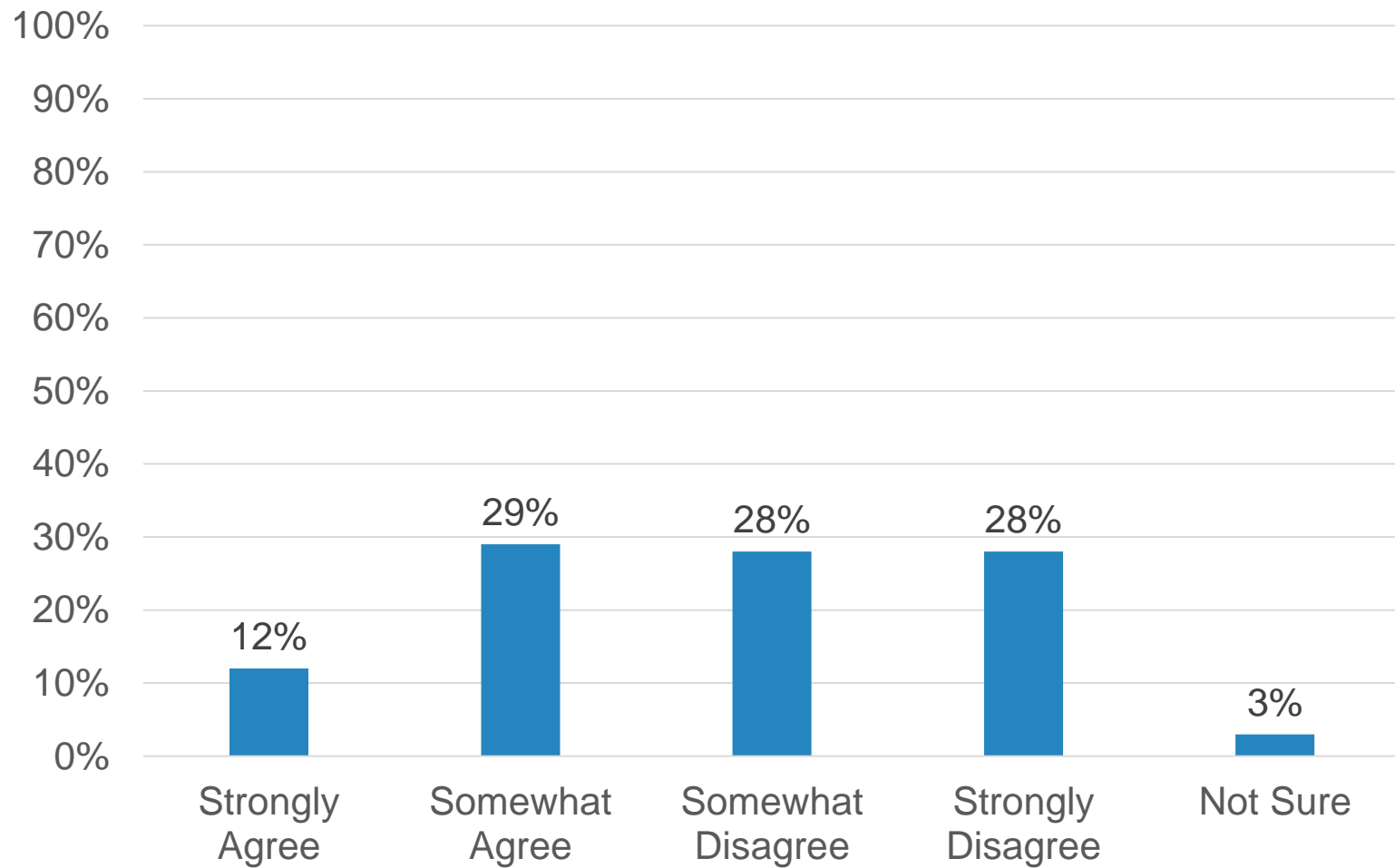
43% say that shopping makes them feel worthwhile



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Q: "Shopping makes me feel worthwhile." n=1,200

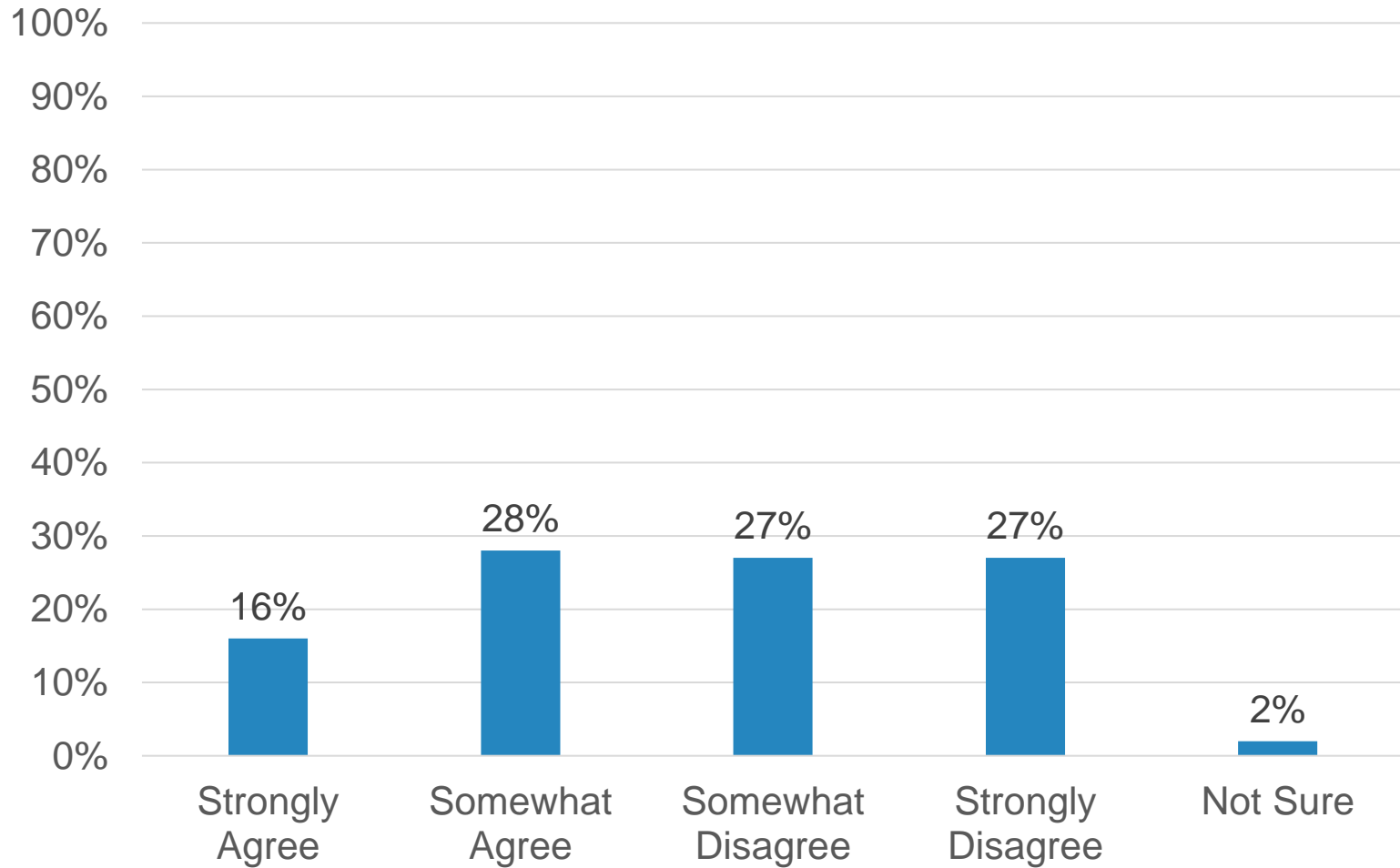
41% believe they are getting ahead when they have nice things



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Q: "I know I am getting ahead when I have nice things." n=1,200

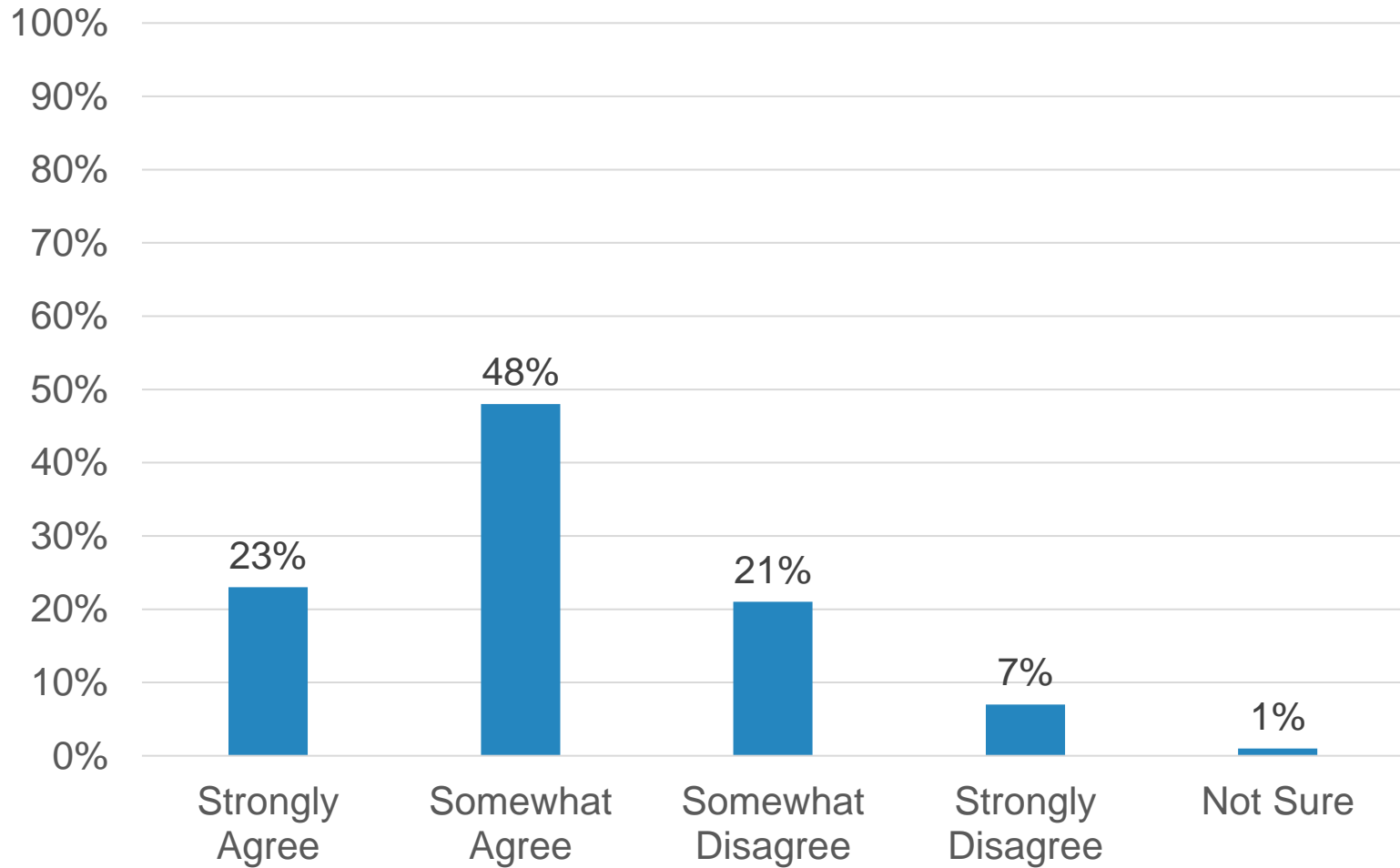
44% say that they have enough money



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Q: "I have enough money." n=1,200

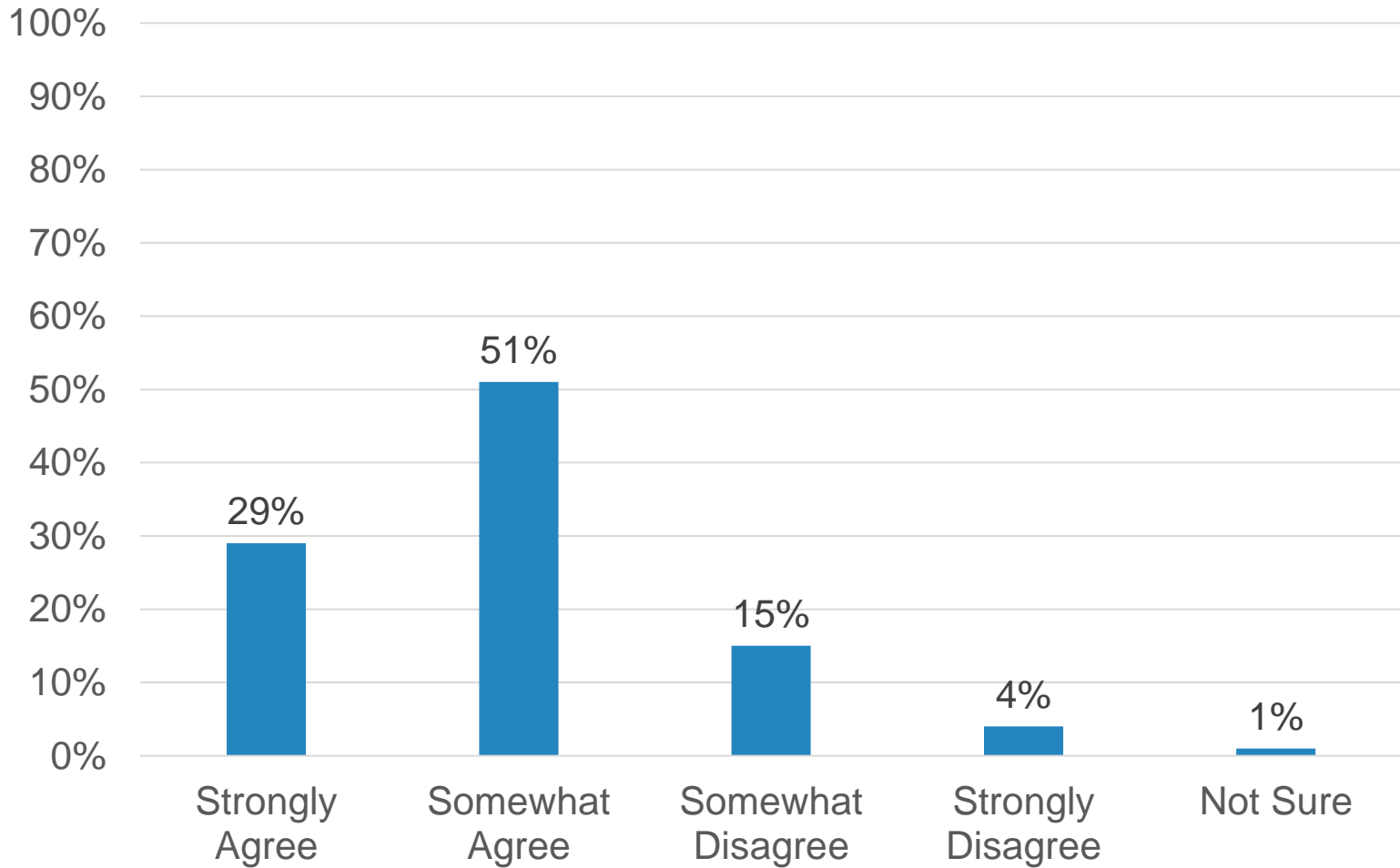
71% say they have enough fun experiences in their life



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Q: "I have enough fun experiences in my life." n=1,200

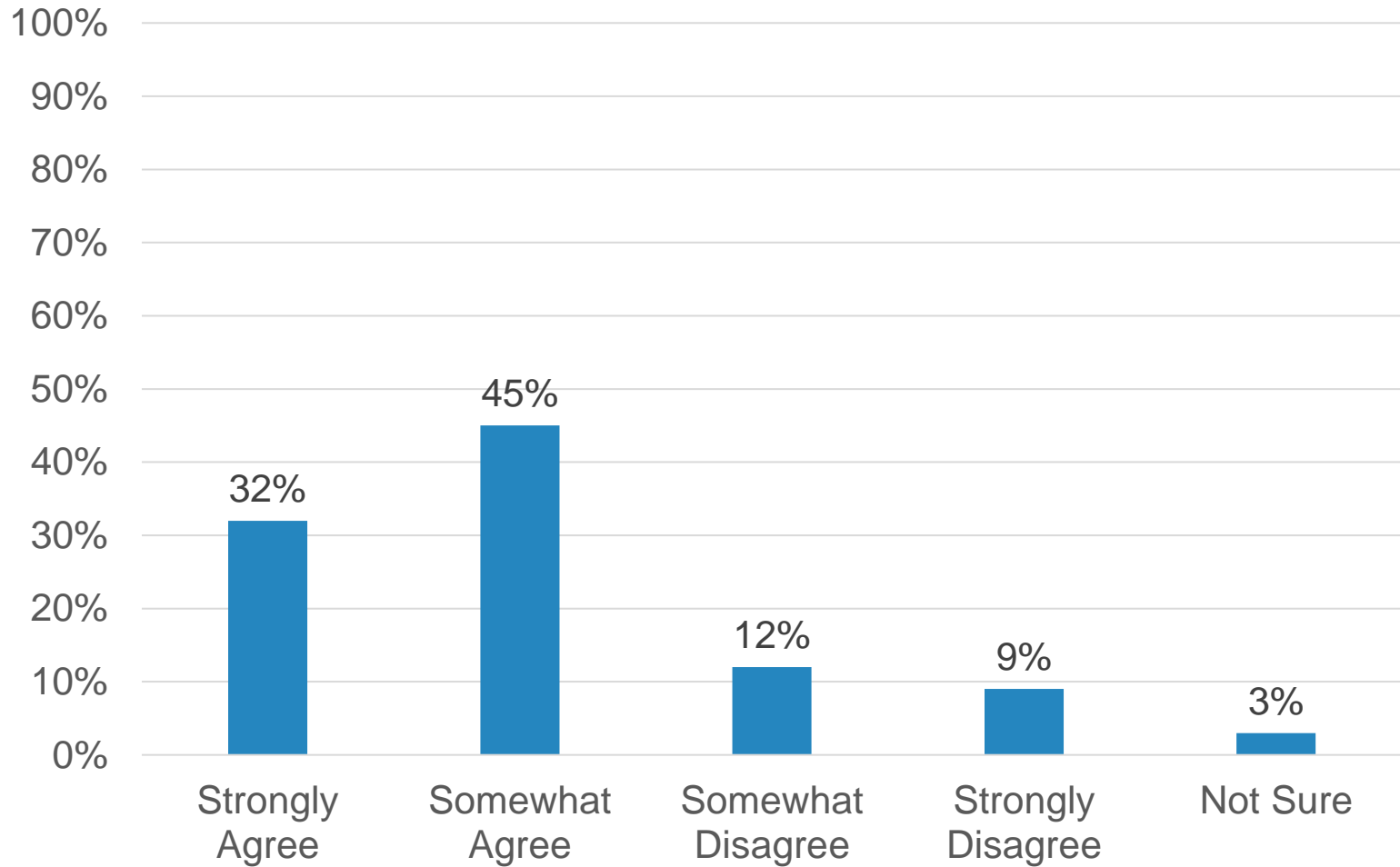
80% have enough entertainment in their life



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Q: "I have enough entertainment in my life." n=1,200

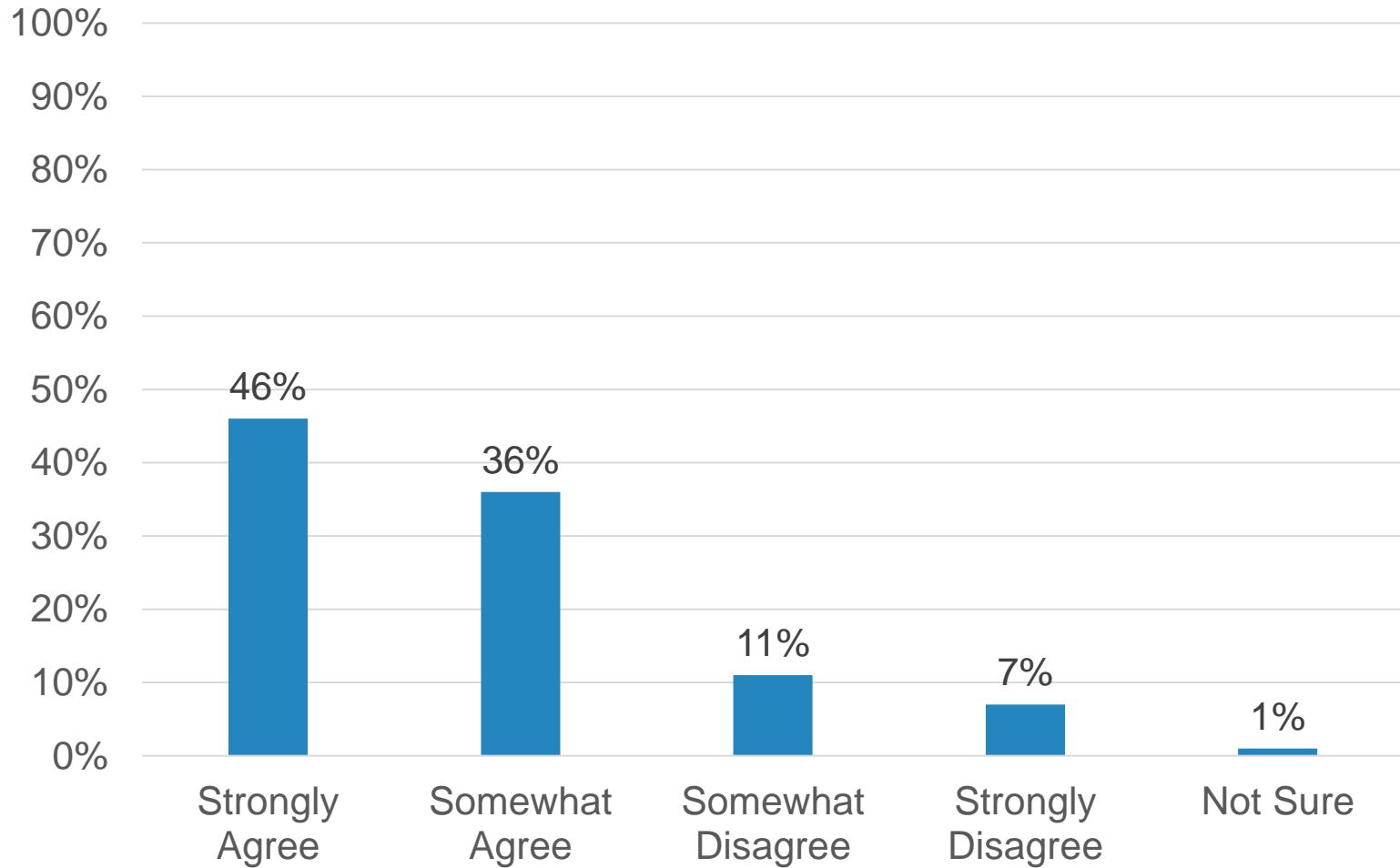
77% say they have enough toys (i.e. things that they enjoy)



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Q: "I have enough toys (i.e., the games, tools, cars, etc. that I enjoy)" n=1,200

81% have enough clothes/shoes



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Q: "I have enough clothes/shoes" n=1,200

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 | |

“I am driven to accumulate nice things.”

- Those age 18-34 are the most likely to Agree (69%) followed by 35-49 (52%), 50-64 (28%) and 65+ (17%)
- African Americans are the most likely to Agree (72%)
- Hispanics (58%) are more likely to Agree than Whites (34%) and Other ethnicities (38%)
- Those in the West are the most likely to Disagree (69%)
- Those who are High School Graduates or less (49%) are more likely to Agree than those with some college (37%) or a Graduate Degree (36%)
- Protestants are the most likely to Disagree (63%)
- Those who attend a religious service more than once a week (61%) and Once or twice a month/Only on religious holidays (54%) are more likely to Agree than those who attend about once a week (42%) and rarely/never attend (37%)

“It troubles me when friends have nicer things than I do.”

- Those age 18-34 are the most likely to Agree (27%) followed by 35-49 (19%), 50-64 (11%) and 65+ (6%)
- Those age 65+ are the most likely to Disagree (94%)
- African Americans (26%) are more likely to Agree than Whites (13%) and Other Ethnicities (15%)
- Those in the Northeast are the most likely to Agree (25%)
- Those with some college (88%) are more likely to Disagree than those who are High School Graduates or less (78%) or with a Graduate Degree (81%)
- Other religions (23%) are more likely to Agree than Protestants (16%) and religiously unaffiliated (13%)
- Those who rarely/never attend a religious service are the most likely to Disagree (90%)

“I like to have the latest technology.”

- Males are more likely to Agree than females (55% v. 41%)
- Those age 18-34 are the most likely to Agree (65%) followed by 35-49 (56%), 50-64 (37%) and 65+ (28%)
- African Americans are the most likely to Agree (69%)
- Hispanics (57%) are more likely to Agree than Whites (42%) and Other ethnicities (39%)
- Those in the Northeast (56%) are more likely to Agree than those in the South (47%) and West (43%)
- Catholics (55%) and religious unaffiliated (52%) are more likely to Agree than Protestants (43%) and other religions (41%)
- Those who attend a religious service more than once a week (55%) and Once or twice a month/Only on religious holidays (54%) are more likely to Agree than those who rarely/never attend (43%)

“Shopping makes me feel worthwhile.”

- Males are more likely to Disagree than females (58% v. 52%)
- Those age 18-34 are the most likely to Agree (69%) followed by those 35-49 (49%)
- African Americans (61%) and Hispanics (55%) are more likely to Agree than Whites (36%) and Other Ethnicities (37%)
- Those in the West are the most likely to Disagree (64%)
- Those who are High School Graduates or less are the most likely to Agree (55%)
- Other religions (49%) are more likely to Agree than Protestants (39%)
- Those who attend a religious service more than once a week are the most likely to Agree (61%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (53% v. 39%)

“I know I am getting ahead when I have nice things.”

- Males are more likely to Agree than females (44% v. 38%)
- Those age 18-34 (57%) and 35-49 (49%) are more likely to Agree than those 50-64 (26%) and 65+ (29%)
- African Americans (53%) and Hispanics (51%) are more likely to Agree than Whites (38%) and Other Ethnicities (19%)
- Other Ethnicities are the most likely to Disagree (80%)
- Those in the West are the most likely to Disagree (63%)
- Those who are High School Graduates or less (48%) are more likely to Agree than those with some college (33%) or a Graduate Degree (37%)
- Catholics (47%) are more likely to Agree than Protestants (37%)
- Those who attend a religious service more than once a week are the most likely to Agree (56%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (47% v. 39%)

“I have enough money.”

- Males are more likely to Agree than females (50% v. 37%)
- Those age 65+ are the most likely to Agree (58%)
- Whites (46%) and Hispanics (43%) are more likely to Agree than African Americans (32%)
- Those with a Graduate Degree are the most likely to Agree (63%) followed by those with a Bachelor’s Degree (53%), some college (41%), and those who are High School Graduates or less (34%)
- Catholics (50%) and Protestants (45%) are more likely to Agree than religiously unaffiliated (36%)
- Those who attend a religious service more than once a week are the most likely to Agree (69%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (54% v. 41%)

“I have enough fun experiences in my life.”

- Males are more likely to Agree than females (75% v. 67%)
- Those age 65+ (79%) are more likely to Agree than those 35-49 (62%) and 50-64 (68%)
- African Americans are the most likely to Disagree (42%)
- Those in the Northeast (36%) are more likely to Disagree than those in the South (27%) and West (24%)
- Those who attend a religious service more than once a week are the most likely to Agree (93%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (80% v. 68%)

“I have enough entertainment in my life.”

- Whites (80%) and Other Ethnicities (88%) are more likely to Agree than African Americans (73%)
- Those in the South (22%) are more likely to Disagree than those in the Northeast (15%)
- Those with a Graduate Degree are the most likely to Agree (92%)
- Those who attend a religious service more than once a week are the most likely to Agree (96%)

“I have enough toys (i.e., the games, tools, cars, etc. that I enjoy).”

- Those age 65+ (83%) are more likely to Agree than those 35-49 (71%)
- African Americans are the most likely to Disagree (38%)
- Those in the Midwest (81%) are more likely to Agree than those in the South (74%)
- Those with a Bachelor’s Degree (83%) are more likely to Agree than those who are High School Graduates or less (73%)
- Catholics (82%) are more likely to Agree than other religions (70%) and religiously unaffiliated (74%)
- Those who attend a religious service more than once a week (88%) and about once a week (81%) are more likely to Agree than those who attend once or twice a month/only on religious holidays (72%) and rarely/never attend (74%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (83% v. 75%)

“I have enough clothes/shoes.”

- Those age 65+ are the most likely to Agree (94%) followed by 50-64 (84%)
- Whites are the most likely to Agree (87%)
- Those with a Bachelor’s Degree (90%) or a Graduate Degree (93%) are more likely to Agree than those who are High School Graduates or less (76%) or with some college (77%)
- Catholics (86%) are more likely to Agree than religiously unaffiliated (76%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (86% v. 80%)

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