

American Views on the Super Bowl

A SURVEY OF 1,200 AMERICANS

Lifeway research

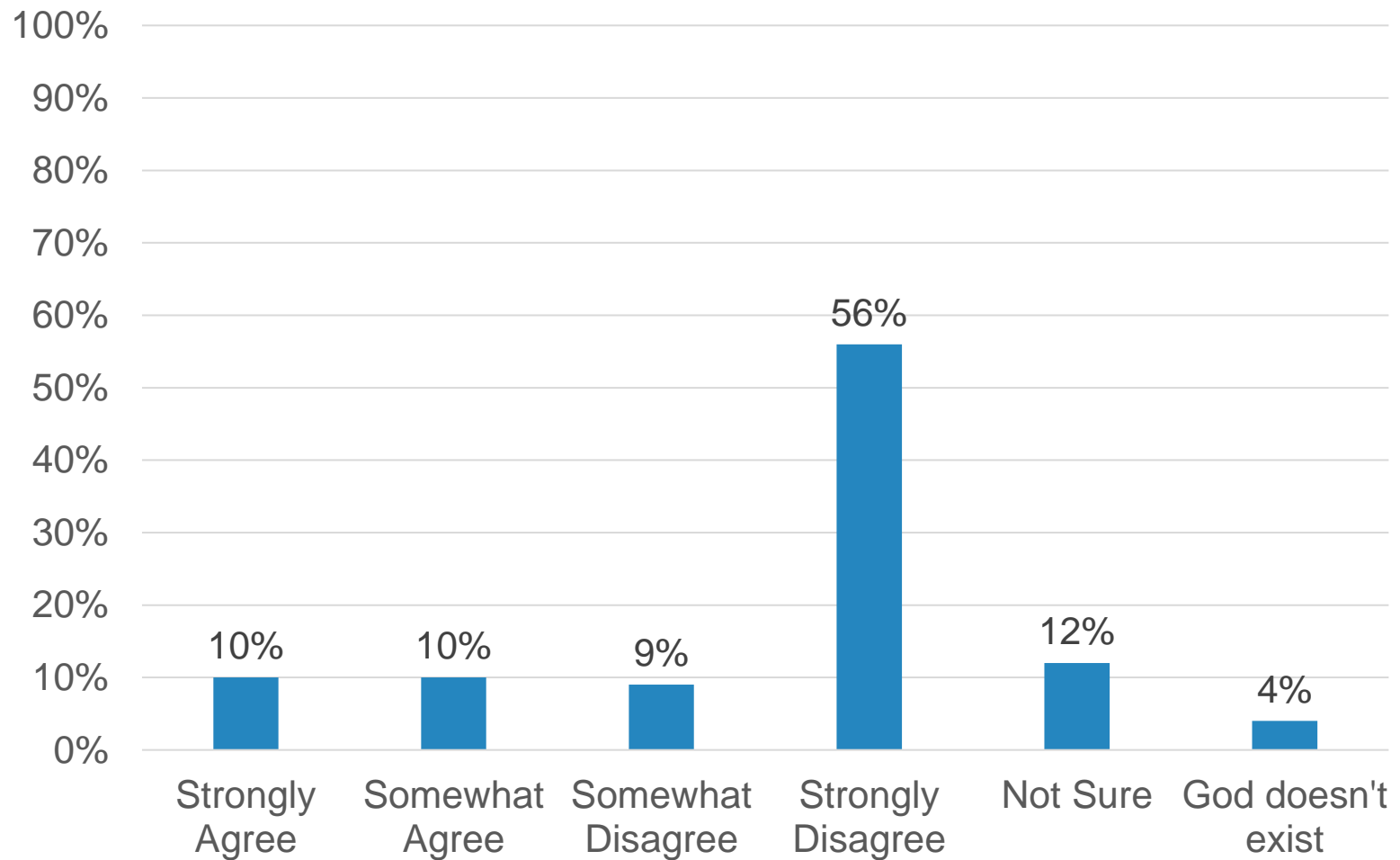
Methodology

- 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

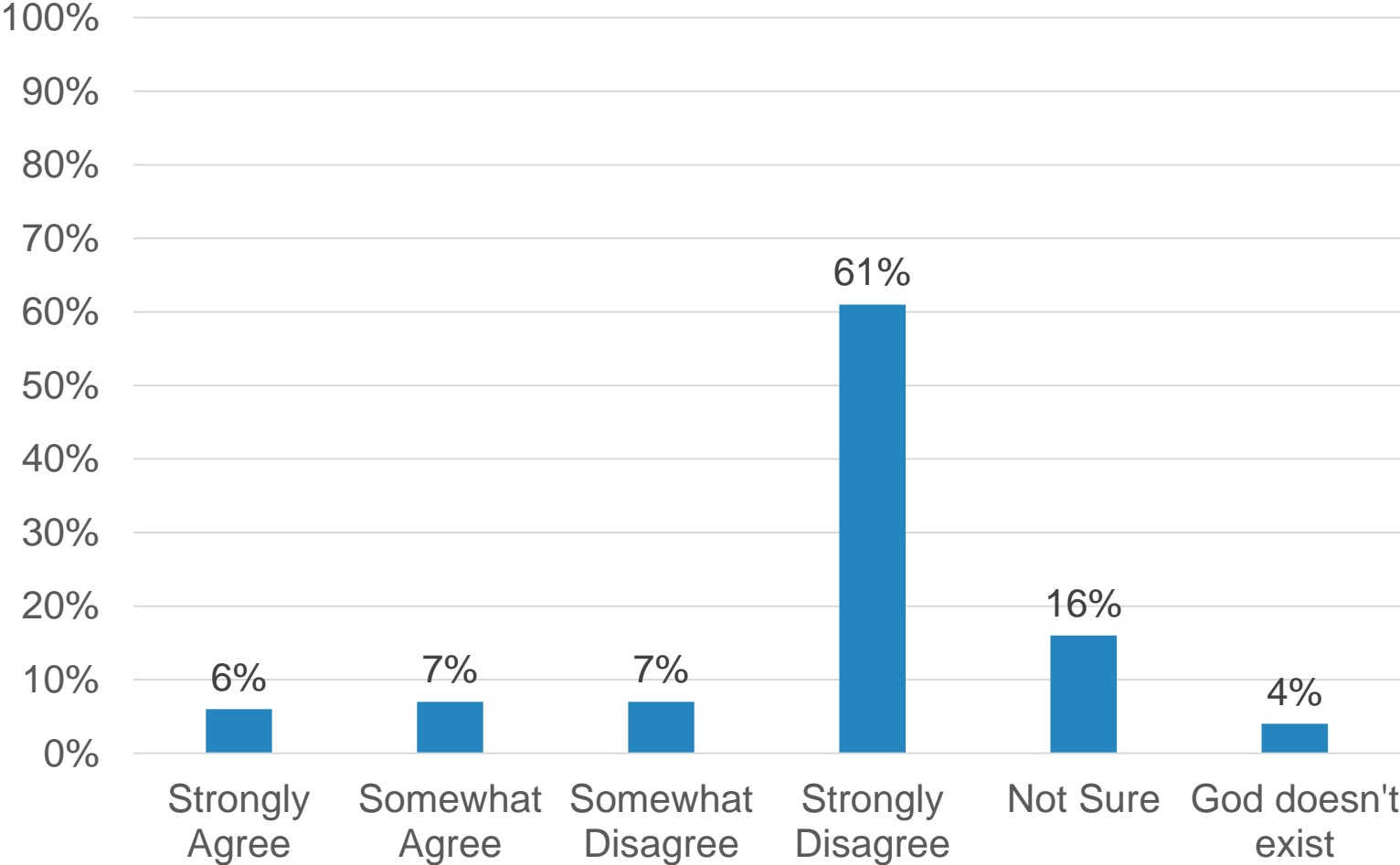
19% believe that God determines who wins in the Super Bowl



Lifeway research

Q: "God determines winners and losers in the Super Bowl." n=1,200

13% believe God cares who wins the Super Bowl



Lifeway research

Q: "God cares who wins in the Super Bowl." 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, worship 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	

“God determines winners and losers in the Super Bowl.”

- Males are more likely to Agree than females (23% v. 16%)
- Those age 18-34 are the most likely to Agree (35%)
- African Americans (33%) are more likely to Agree than Whites (15%) and Other Ethnicities (16%)
- Those in the Northeast (23%) and South (22%) are more likely to Agree than those in the Midwest (14%)
- Those who are High School Graduates or less (25%) or with a Bachelor's Degree (21%) are more likely to Agree than those with some college (13%)
- Catholics (71%) and Protestants (67%) are more likely to Disagree than religiously unaffiliated (56%)
- Those who attend a religious service more than once a week (35%), about once a week (28%), and once or twice a month/only on religious holidays (26%) are more likely to Agree than those who rarely/never attend a religious service (9%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (28% v. 17%)

“God cares who wins the Super Bowl.”

- Males are more likely to Agree than females (16% v. 10%)
- Those age 18-34 (21%) and 35-49 (16%) are more likely to Agree than those 50-64 (7%) and 65+ (3%)
- African Americans (22%) and Hispanics (19%) are more likely to Agree than Whites (9%)
- Those in the South (19%) are more likely to be unsure than those in the Northeast (12%) and West (11%)
- Those who are High School Graduates or less (16%) or with a Bachelor’s Degree (14%) are more likely to Agree than those with some college (8%)
- Catholics are the most likely to Disagree (80%)
- Those who attend a religious service more than once a week (24%), about once a week (15%), and once or twice a month/only on religious holidays (18%) are more likely to Agree than those who rarely/never attend a religious service (6%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (19% v. 11%)

American Views on the Super Bowl

A SURVEY OF 1,200 AMERICANS

Lifeway research