

Protestant Churchgoer Views On Christmas Giving

A SURVEY OF 1,200 AMERICAN PROTESTANT CHURCHGOERS

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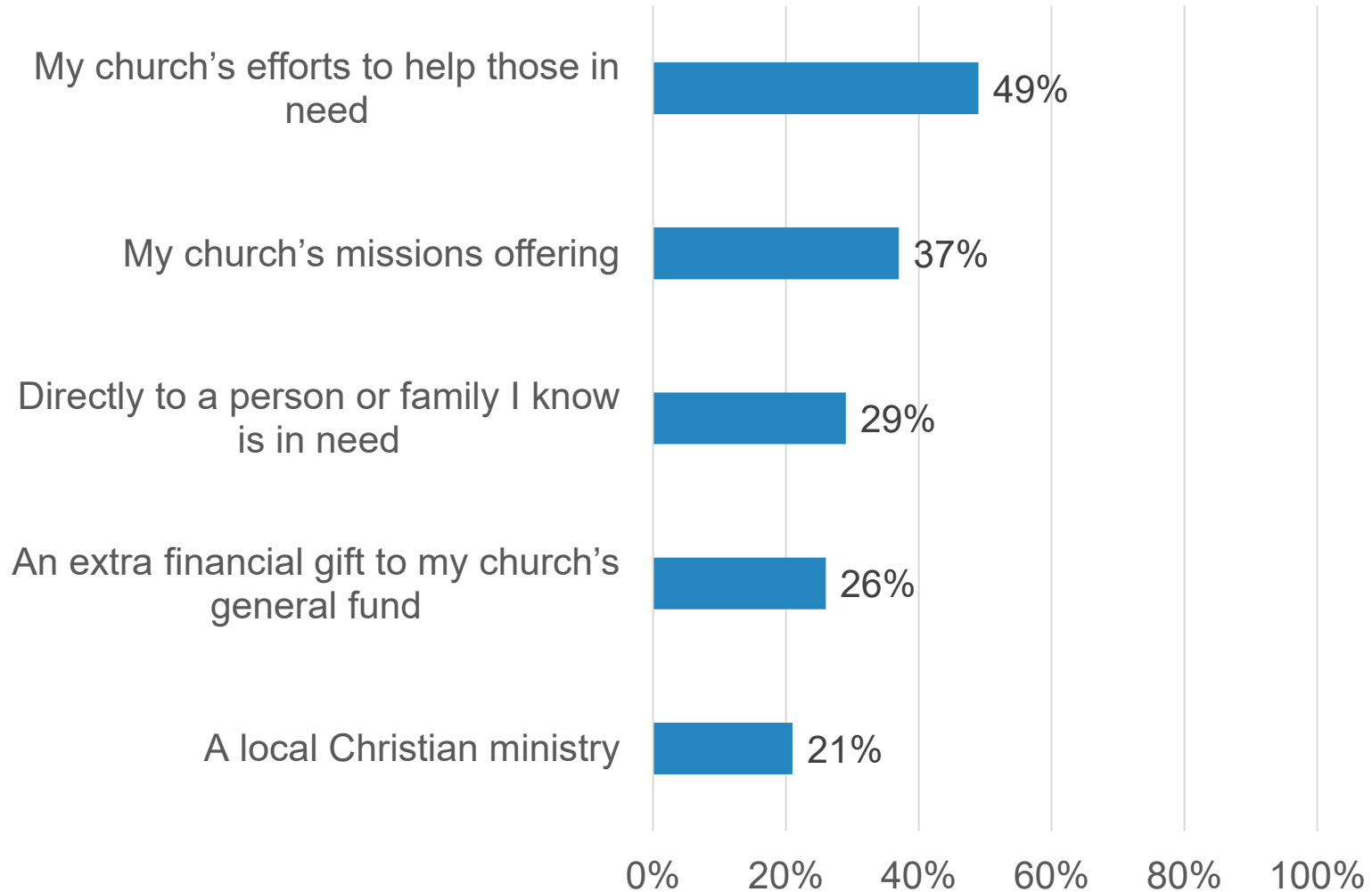
Methodology

- The online survey of 1,200 American Protestant churchgoers was conducted September 2-7, 2025, 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 1,200 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

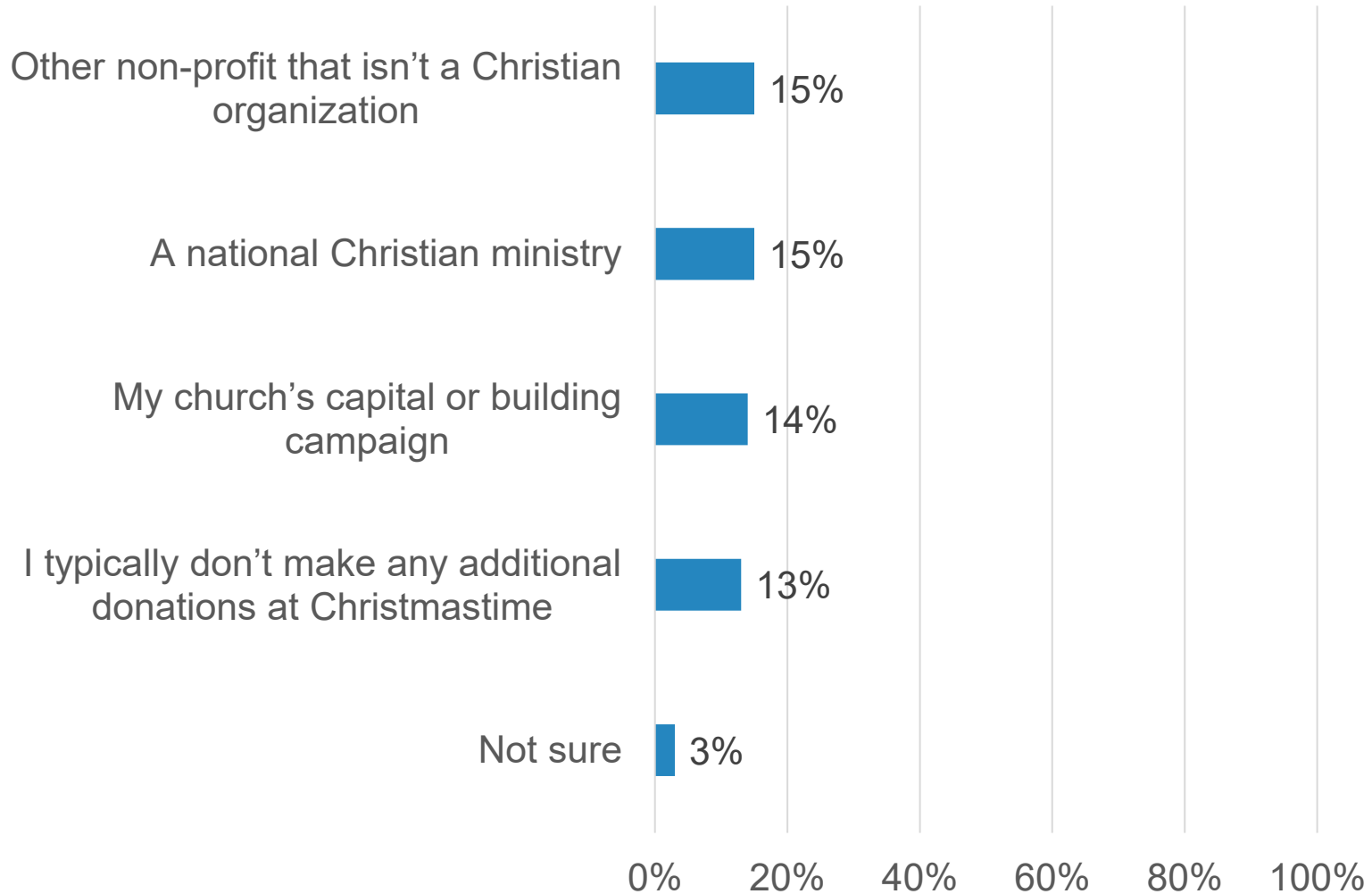
“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”



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Q: “To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do? (Select all that apply)” n=1,200

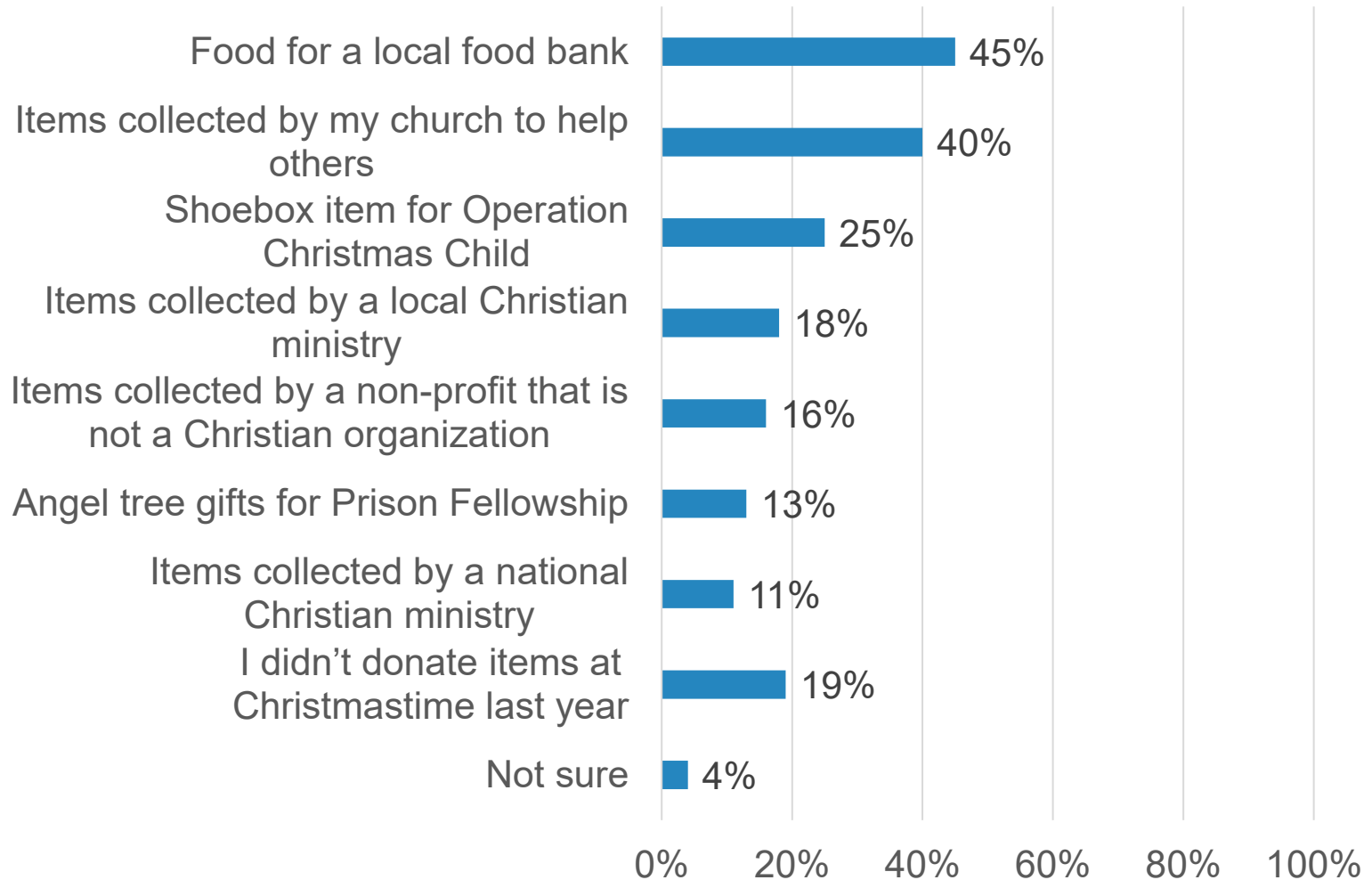
“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?” *continued*



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Q: “To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do? (Select all that apply)” n=1,200

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”



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Q: “Last year, to which, if any, of the following causes did you donate new items at Christmastime? (Select all that apply)” n=1,200

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Denomination

Worship Service Attendance

Evangelical Beliefs

Church Size

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	18-29	White	Northeast	High School graduate or less
Female	30-49	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, evangelical beliefs, and church size.

DENOMINATION	WORSHIP SERVICE ATTENDANCE	EVANGELICAL BELIEFS	CHURCH SIZE
Baptist	1 to 3 times a month	Yes	Less than 50
Methodist	4 or more times a month	No	50-99
Lutheran	Not sure		100-249
Presbyterian/Reformed			250-499
Christian/Church of Christ			500 or more
Non-denominational			

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

My church's capital or building campaign

- Males are more likely to select than females (18% v. 10%)
- African Americans (21%) are more likely to select than Whites (12%)
- Those in the Midwest are the least likely to select (9%)
- Those with a Graduate Degree (19%) are more likely to select than those who are High School Graduates or less (10%)
- Presbyterian/Reformed (22%) are more likely to select than Baptists (13%) and Non-denominational (11%)
- Those at a church with attendance of 100-249 (17%) and 500 or more (19%) are more likely to select than churches of 50-99 (11%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

My church's missions offering

- Males are more likely to select than females (43% v. 32%)
- Those age 18-29 (42%) are more likely to select than those 50-64 (33%)
- Those in the South (40%) are more likely to select than those in the Midwest (33%)
- Those with a Graduate Degree (44%) are more likely to select than those who are High School Graduates or less (35%)
- Baptists (44%) and Presbyterian/Reformed (45%) are more likely to select than Lutherans (21%) and Non-denominational (27%)
- Those at a church with attendance of 100-249 (40%), 250-499 (46%), and 500 or more (42%) are more likely to select than churches of less than 50 (27%) and 50-99 (32%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

My church’s efforts to help those in need

- Those with a Bachelor’s Degree (54%) are more likely to select than those with some college (45%) or a Graduate Degree (45%)
- Baptists (54%) and Methodists (51%) are more likely to select than Lutherans (36%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (52% v. 45%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

An extra financial gift to my church's general fund

- Males are more likely to select than females (31% v. 21%)
- Those age 30-49 (30%) are more likely to select than those 18-29 (20%)
- Those with a Graduate Degree (35%) are more likely to select than those who are High School Graduates or less (21%) or with some college (22%)
- Methodists (34%) are more likely to select than Baptists (25%), Presbyterian/Reformed (18%), and Non-denominational (18%)
- Those at a church with attendance of 50-99 (26%), 100-249 (29%), and 500 or more (29%) are more likely to select than churches of less than 50 (17%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

A national Christian ministry

- Those in the South (17%) and West (16%) are more likely to select than those in the Northeast (9%)
- Those with a Graduate Degree (21%) are more likely to select than those who are High School Graduates or less (12%) or with some college (11%)
- Those who attend a worship service 4 or more times a month (19%) are more likely to select than those who attend 1 to 3 times a month (10%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (17% v. 12%)
- Those at a church with attendance of 250-499 (21%) and 500 or more (21%) are more likely to select than churches of less than 50 (9%) and 50-99 (11%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

A local Christian ministry

- Those age 18-29 (26%) and 30-49 (27%) are more likely to select than those 50-64 (16%) and 65+ (17%)
- Those in the South (22%) and West (24%) are more likely to select than those in the Midwest (15%)
- Those with a Bachelor's Degree (24%) or a Graduate Degree (28%) are more likely to select than those who are High School Graduates or less (18%) or with some college (18%)
- Presbyterian/Reformed (34%) are more likely to select than Baptists (21%), Lutherans (11%), and Non-denominational (19%)
- Those who attend a worship service 4 or more times a month (24%) are more likely to select than those who attend 1 to 3 times a month (16%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (23% v. 18%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

Directly to a person or family I know is in need

- Those age 18-29 (35%) and 30-49 (35%) are more likely to select than those 50-64 (26%) and 65+ (23%)
- African Americans (34%) and Hispanics (40%) are more likely to select than Whites (26%)
- Those with some college (34%) are more likely to select than those who are High School Graduates or less (26%)
- Those at a church with attendance of 250-499 (34%) are more likely to select than churches of less than 50 (25%)
- Baptists (33%) and Non-denominational (31%) are more likely to select than Lutherans (13%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

Other non-profit that isn't a Christian organization

- Females are more likely to select than males (17% v. 13%)
- Those who are High School Graduates or less are the least likely to select (10%)
- Methodists (21%) are more likely to select than Baptists (13%) and Presbyterian/Reformed (10%)

“To which, if any, of the following causes do you typically make financial donations at Christmastime in addition to any regular giving you do?”

I typically don't make any additional donations at Christmastime

- Those age 65+ (16%) are more likely to select than those 30-49 (10%)
- Those in the Midwest (17%) are more likely to select than those in the South (10%)
- Lutherans (19%) and Non-denominational (21%) are more likely to select than Baptists (9%)
- Those at a church with attendance of less than 50 (18%) and 50-99 (15%) are more likely to select than churches of 100-249 (9%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Shoebox item for Operation Christmas Child

- Whites (27%) and Other Ethnicities (27%) are more likely to select than African Americans (15%)
- Those in the South (28%) are more likely to select than those in the Midwest (20%) and West (20%)
- Baptists (31%) are more likely to select than Lutherans (14%) and Non-denominational (22%)
- Those who attend a worship service 4 or more times a month (30%) are more likely to select than those who attend 1 to 3 times a month (19%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (29% v. 20%)
- Those at a church with attendance of 100-249 (29%) and 500 or more (32%) are more likely to select than churches of less than 50 (17%) and 50-99 (20%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Angel tree gifts for Prison Fellowship

- Those age 65+ are the least likely to select (7%)
- Those in the South (15%) and West (15%) are more likely to select than those in the Midwest (9%)
- Baptists (13%), Methodists (15%), and Christian/Church of Christ (23%) are more likely to select than Lutherans (6%)
- Those at a church with attendance of 50-99 (14%), 250-499 (18%), and 500 or more (16%) are more likely to select than churches of less than 50 (8%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Items collected by my church to help others

- Males are more likely to select than females (44% v. 38%)
- Those age 30-49 (46%) are more likely to select than those 18-29 (36%)
- Those with a Bachelor's Degree (46%) are more likely to select than those who are High School Graduates or less (37%)
- Baptists (43%) are more likely to select than Non-denominational (32%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Food for a local food bank

- Those age 30-49 (52%) are more likely to select than those 65+ (40%)
- Methodists (57%) and Presbyterian/Reformed (57%) are more likely to select than Baptists (43%), Lutherans (37%), and Non-denominational (42%)
- Those without evangelical beliefs are more likely to select than those with evangelical beliefs (51% v. 41%)
- Those at a church with attendance of 500 or more are the least likely to select (32%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Items collected by a non-profit that is not a Christian organization

- Those age 18-29 (19%) and 30-49 (23%) are more likely to select than those 65+ (11%)
- African Americans (22%) are more likely to select than Whites (15%)
- Those with some college (18%) or a Bachelor's Degree (20%) are more likely to select than those who are High School Graduates or less (12%)
- Methodists (22%) are more likely to select than Presbyterian/Reformed (9%) and Non-denominational (13%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Items collected by a local Christian ministry

- Males are more likely to select than females (21% v. 16%)
- Those age 18-29 (27%) and 30-49 (25%) are more likely to select than those 50-64 (13%) and 65+ (14%)
- Those with a Bachelor's Degree (22%) are more likely to select than those with some college (15%)
- Those at a church with attendance of less than 50 are the least likely to select (9%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

Items collected by a national Christian ministry

- Those age 18-29 (15%) and 30-49 (20%) are more likely to select than those 50-64 (7%) and 65+ (7%)
- Hispanics (19%) and Other Ethnicities (19%) are more likely to select than Whites (10%) and African Americans (10%)
- Those in the Midwest are the least likely to select (7%)
- Baptists (12%), Methodists (12%), Presbyterian/Reformed (12%), and Non-denominational (8%) are more likely to select than Lutherans (2%)

“Last year, to which, if any, of the following causes did you donate new items at Christmastime?”

I didn't donate items at Christmastime last year

- Those age 50-64 (21%) and 65+ (25%) are more likely to select than those 18-29 (14%) and 30-49 (15%)
- Those who are High School Graduates or less (22%) or with some college (%) are more likely to select than those with a Bachelor's Degree (15%)
- Non-denominational (29%) are more likely to select than Baptists (18%), Methodists (11%), Presbyterian/Reformed (17%), and Christian/Church of Christ (9%)

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