

# Americans Attending Worship on Easter

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Survey of 1,060 Americans

# Methodology

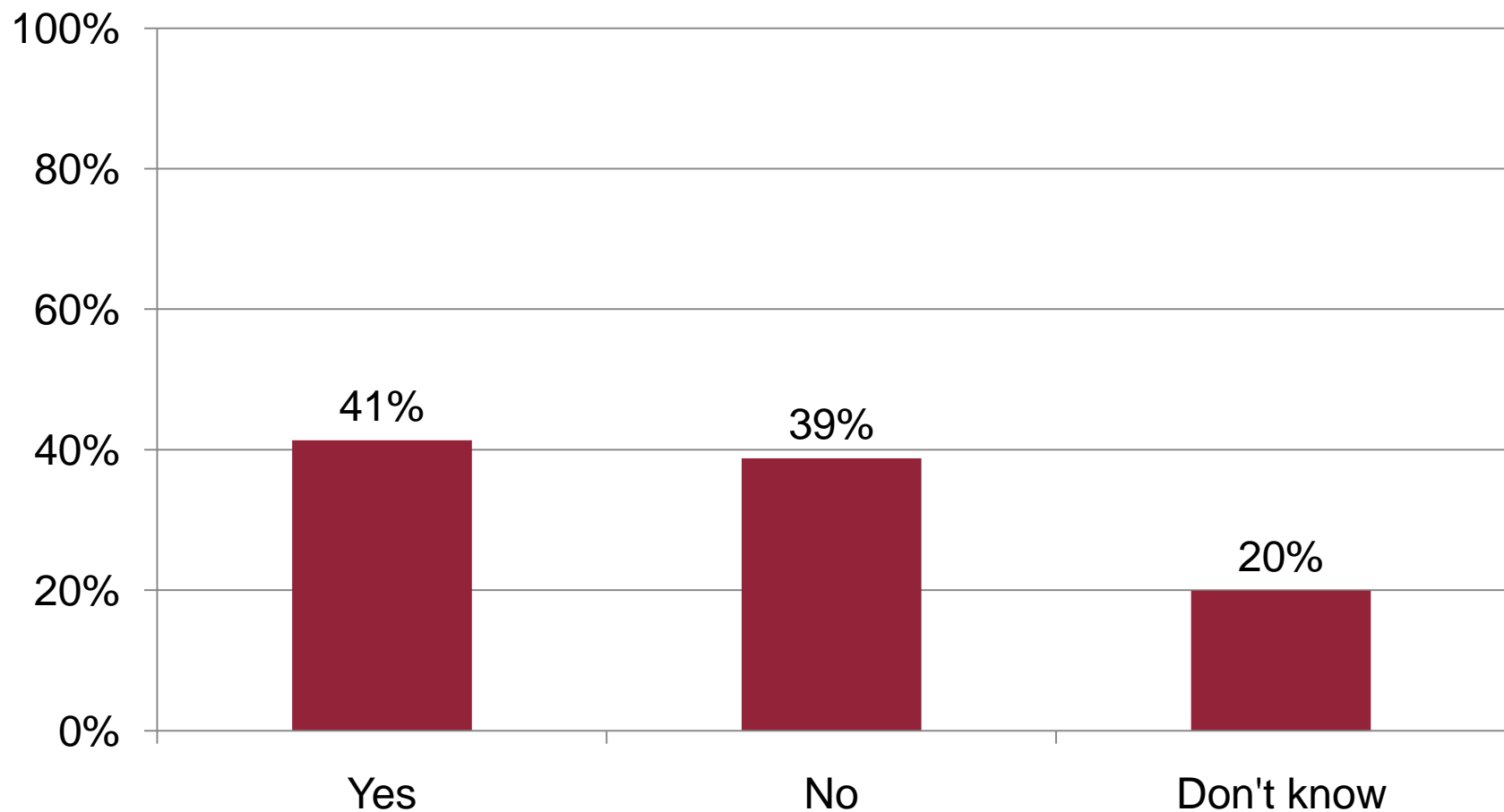
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- ❑ The online survey of adult Americans was conducted March 13, 2013
- ❑ A sample of an online panel representing the adult population of the US was invited to participate
- ❑ Responses were weighted by region, age, ethnicity, gender and income to more accurately reflect the population
- ❑ The completed sample is 1,060 online surveys
- ❑ The sample provides 95% confidence that the sampling error from this panel does not exceed  $\pm 3.1\%$
- ❑ Margins of error are higher in sub-groups

# Survey Responses

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# Almost equal numbers plan to attend/ not attend a worship service on Easter while 1 in 5 do not know if they will attend



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# Significant Differences

Region

Age

Gender

Education Level

Born-again, Evangelical, or Fundamentalist Christian

# Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences among region of the country, age, and gender.

Region	Age	Gender
Northeast	18-29	Male
Midwest	30-44	Female
South	45-54	
West	55-64	
	65+	

Notes:

Region is defined by US Census locations

# Significant Statistical Differences

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- Comparisons were also made to determine if there are any significant statistical differences for education level and whether they consider themselves a born-again, evangelical, or fundamentalist Christian.

Education Level	Born-again, evangelical, or fundamentalist Christian
No College Degree	Yes
College Degree	No, Don't Know

# Do you plan to attend a worship service on Easter?

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- Americans in the Northeast (33%) are less likely to plan on attending than those in the South (44%) or Midwest (46%)
- Americans in the Northeast (45%) are more likely to not plan on attending than those in the Midwest (35%)
- Americans age 55-64 (29%) are the least likely to plan on attending
- Americans age 65+ (50%) are more likely to plan on attending than those age 18-29 (41%)
- Americans age 65+ (12%) are the least likely to select Don't Know
- Men are more likely than women to select Don't Know (22% to 17%)
- Americans without a college degree are more likely to select Don't Know than those with a college degree (23% to 18%)



# Do you plan to attend a worship service on Easter? continued

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- Americans who consider themselves born-again, evangelical, or fundamentalist Christian are
  - More likely to plan on attending (73% to 29%)
  - Less likely to not plan on attending (10% to 50%)
- Of all Americans who plan on attending, 49% consider themselves born-again, evangelical, or fundamentalist Christians

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