

American Views on Video and In-Person Sermons

Survey of 1,001 American Adults



Methodology

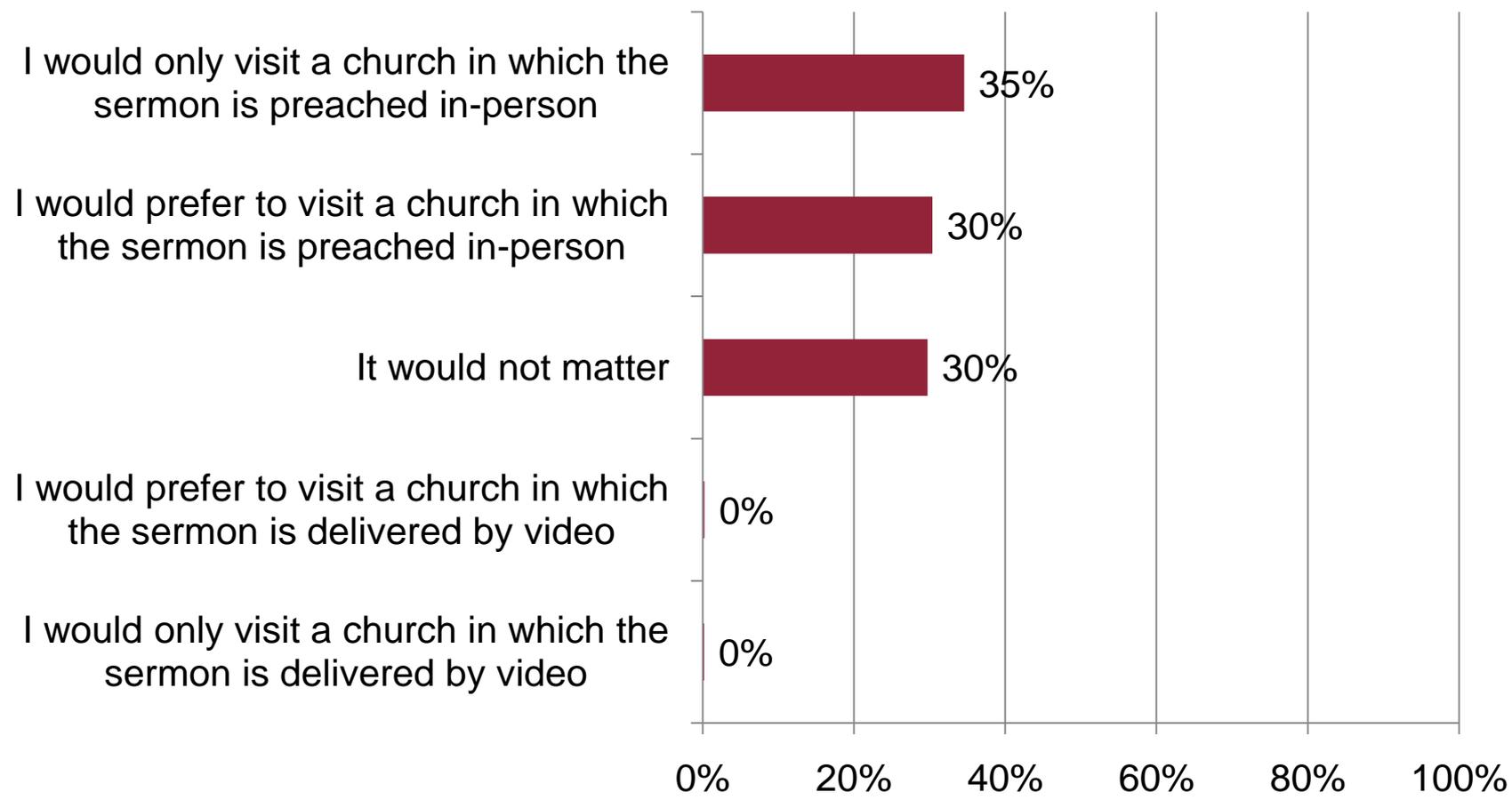
- ❑ The telephone survey of adult Americans was conducted September 6-10, 2013
- ❑ Interviews were conducted in either English or Spanish
- ❑ Both listed and unlisted numbers were called and approximately 20% of the sample was reached by cell phone
- ❑ Responses were weighted by age, gender, education, race/Hispanic ethnicity, region and CBSA market size to more accurately reflect the population

Methodology Continued

- ❑ The completed sample is 1,001 phone surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed ± 3.1 percentage points.
- ❑ Margins of error are higher in sub-groups

Survey Responses

Americans strongly prefer churches where the sermon is preached in person.



5% Don't know / Not sure

Q: "Some churches show a video sermon from another location and/or time, while still having live music, prayers, a live local pastor, and personal interaction among the congregation. If you were considering visiting a church, would it matter if the sermon was preached on a video screen or in-person?"



Significant Differences

Region

Age

Gender

Education Level

Church Attendance

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, gender, and education level. Each category was divided into four groups.

Region	Age	Gender	Education Level
Northeast	18-29	Male	No College Degree
Midwest	30-44	Female	College Degree
South	45-54		
West	55-64		
	65+		

Notes:

Region is defined by US Census locations

Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences in church attendance and whether they consider themselves a born-again, evangelical, or fundamentalist Christian.

Church Attendance	Born-again, evangelical, or fundamentalist Christian
More than once a week, About once a week	Yes
Once or twice a month	No, Don't Know
Only on religious holidays	
Rarely	
Never	

“Some churches show a video sermon from another location and/or time, while still having live music, prayers, a live local pastor, and personal interaction among the congregation. If you were considering visiting a church, would it matter if the sermon was preached on a video screen or in-person?”

- Americans in the Northeast are the most likely to say it would not matter (40%) and the least likely to only visit if sermon is preached in-person (23%)
- Americans age 18-29 (37%) are more likely to say it would not matter than those age 45-54 (24%) and 65+ (26%)
- Americans with a college degree are
 - More likely to prefer a church with the sermon preached in-person (41% to 28%)
 - Less likely to only visit if sermon is preached in-person (26% to 37%)
- Americans who Never attend (47%) are most likely to say it would not matter
- Self-identified born-again, evangelical, or fundamentalist Christian are more likely to prefer sermon preached in-person (37% to 27%)

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