

Americans use of Christian Media

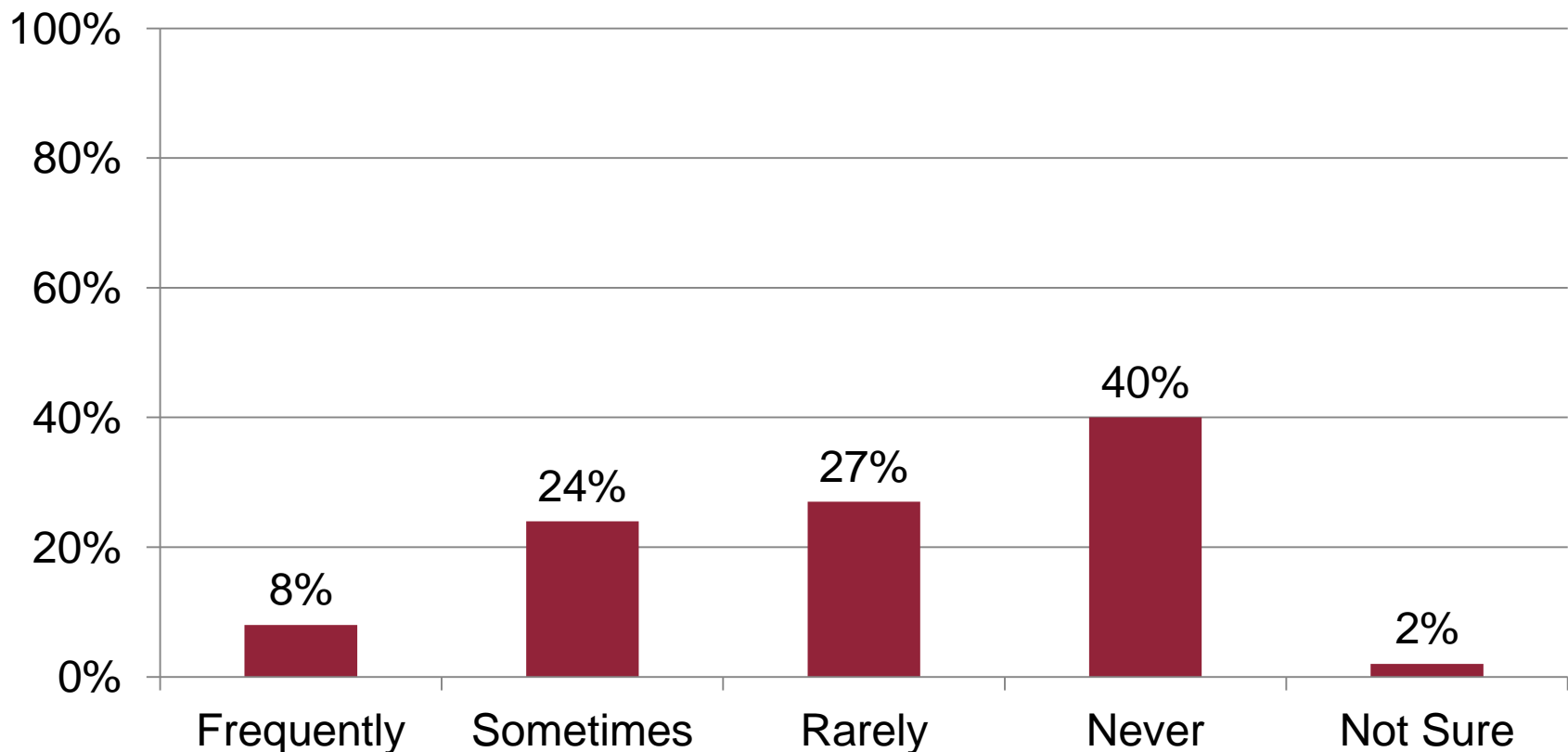
Survey of 2,252 Americans
Commissioned by NRB

Methodology

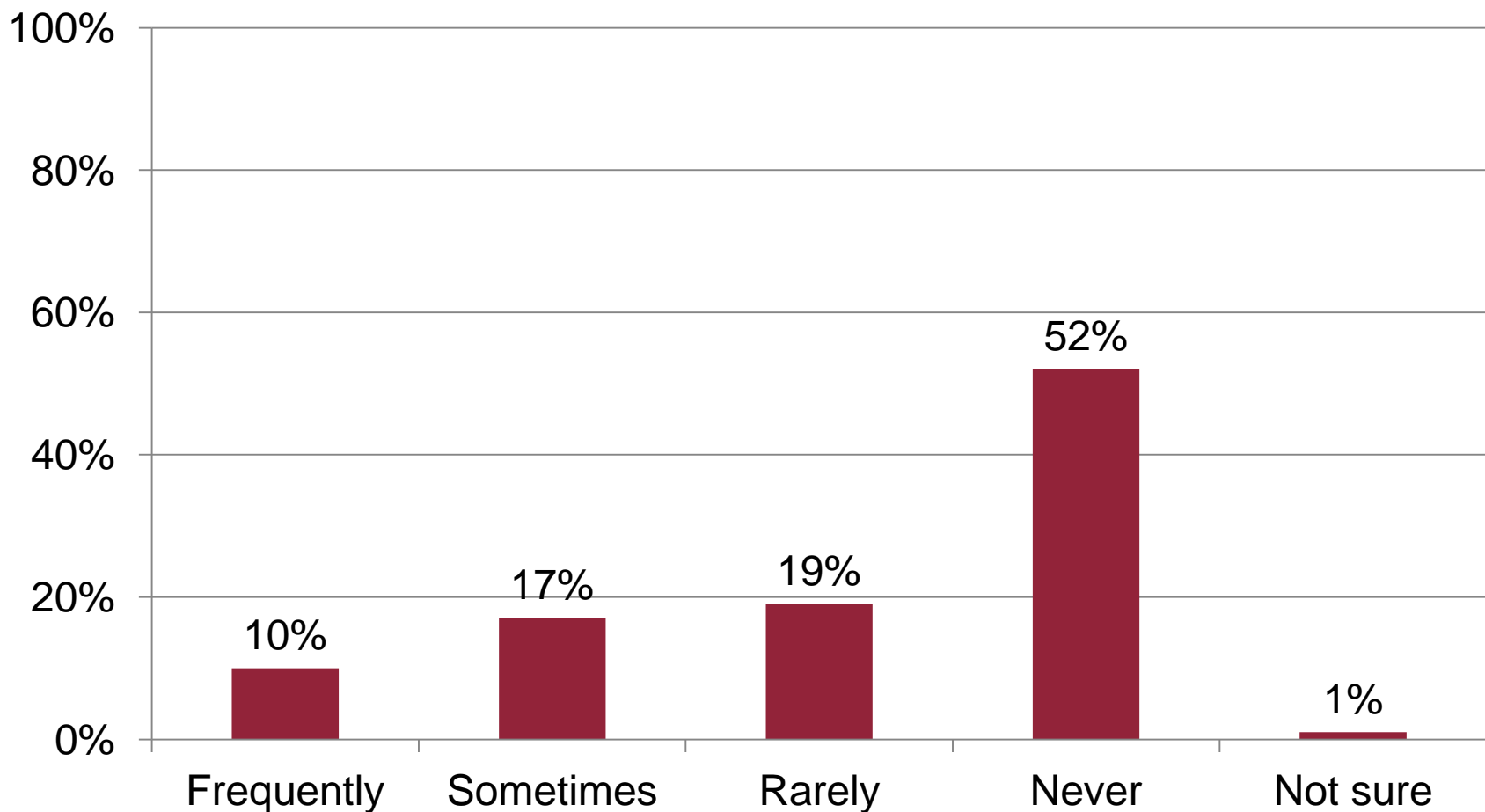
- ❑ The online survey of adult Americans was conducted September 17-18, 2014
- ❑ A sample of an online panel demographically reflecting the adult population of the US was invited to participate
- ❑ Responses were weighted by region, age, ethnicity, gender and income to more accurately reflect the population
- ❑ The completed sample is 2,252 online surveys
- ❑ The sample provides 95% confidence that the sampling error from this panel does not exceed $\pm 2.9\%$
- ❑ Margins of error are higher in sub-groups

Survey Responses

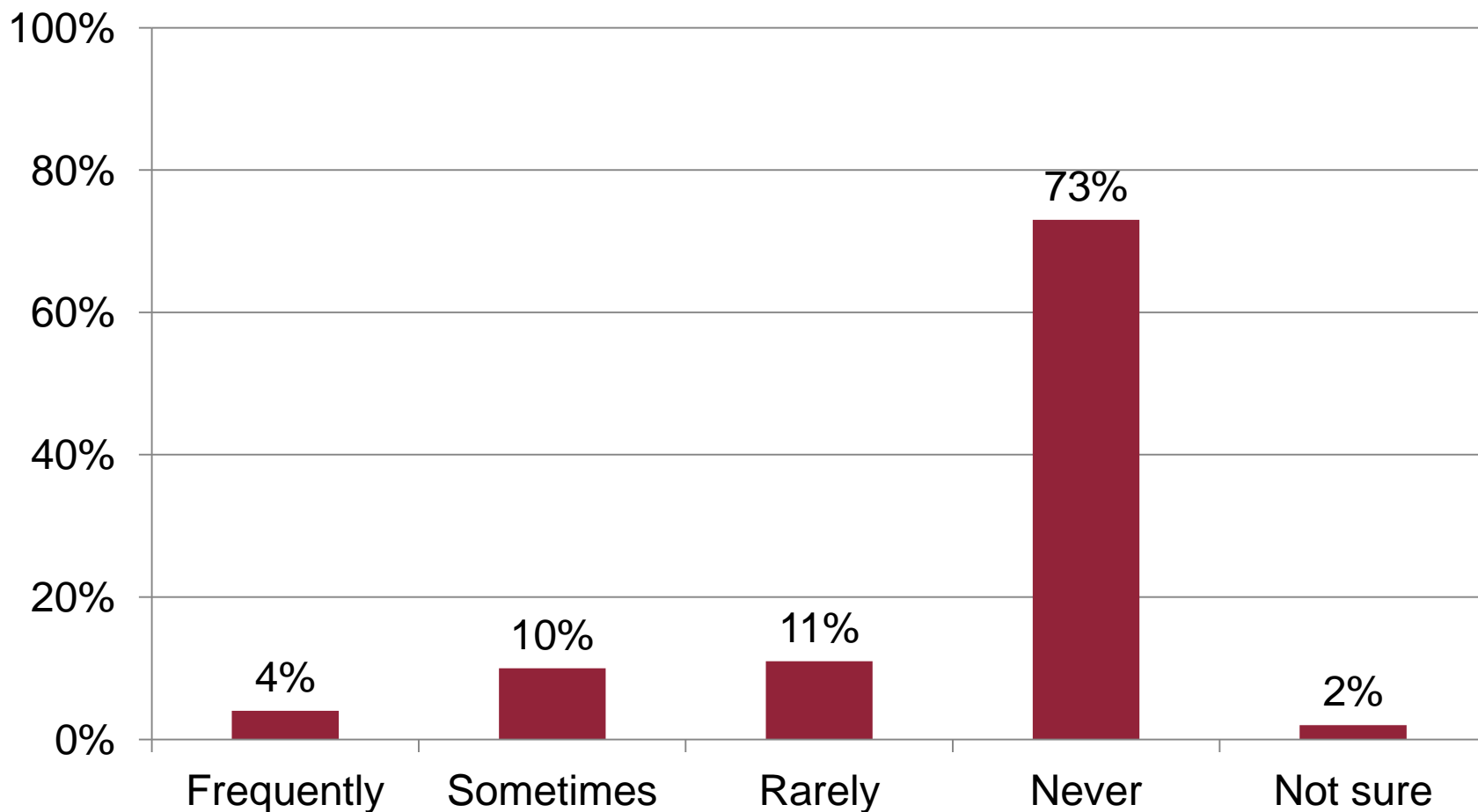
4 out of 10 Americans never watch Christian-based programming on television



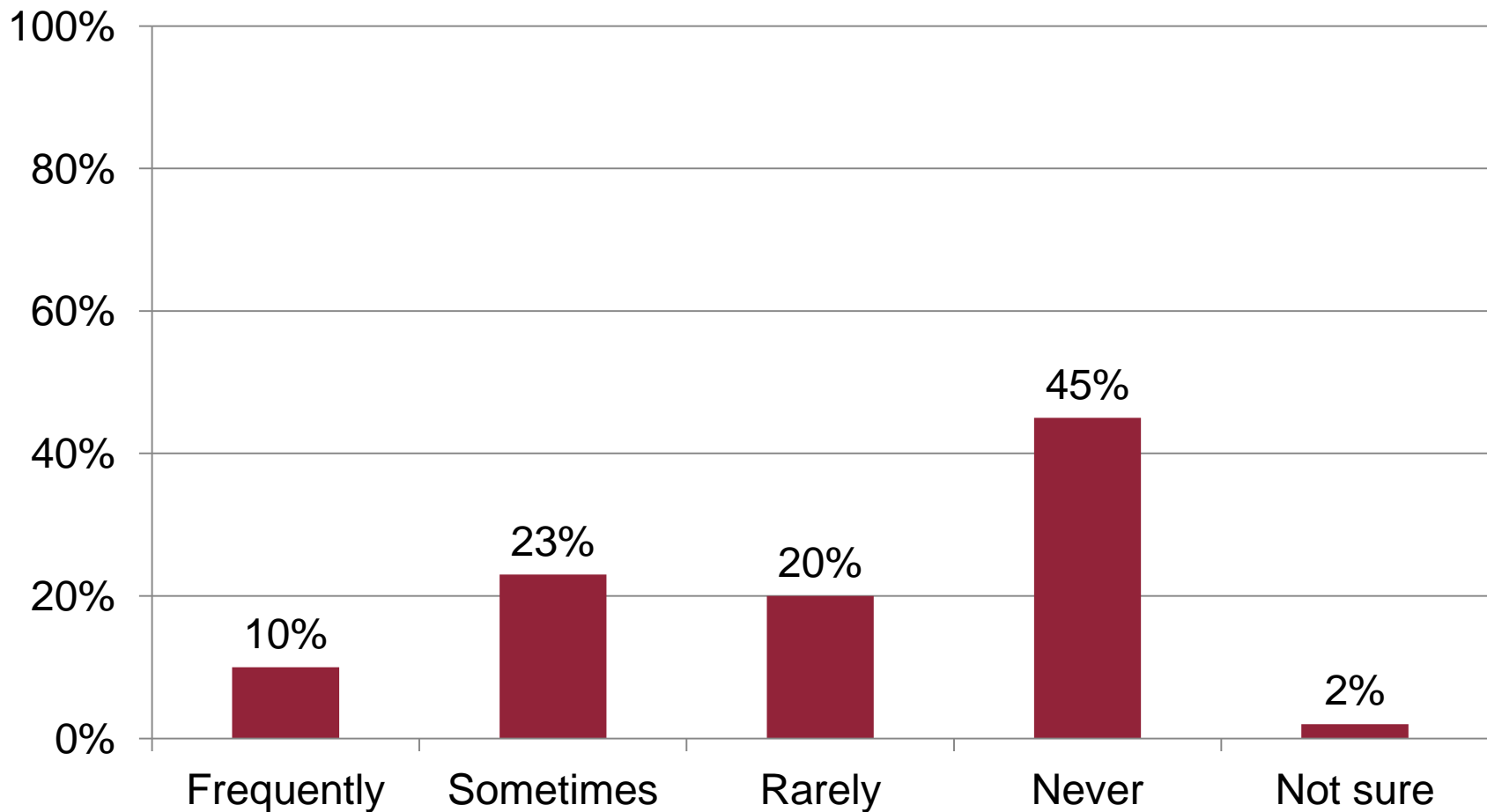
Over half of Americans never listen to Christian-based programming on the radio



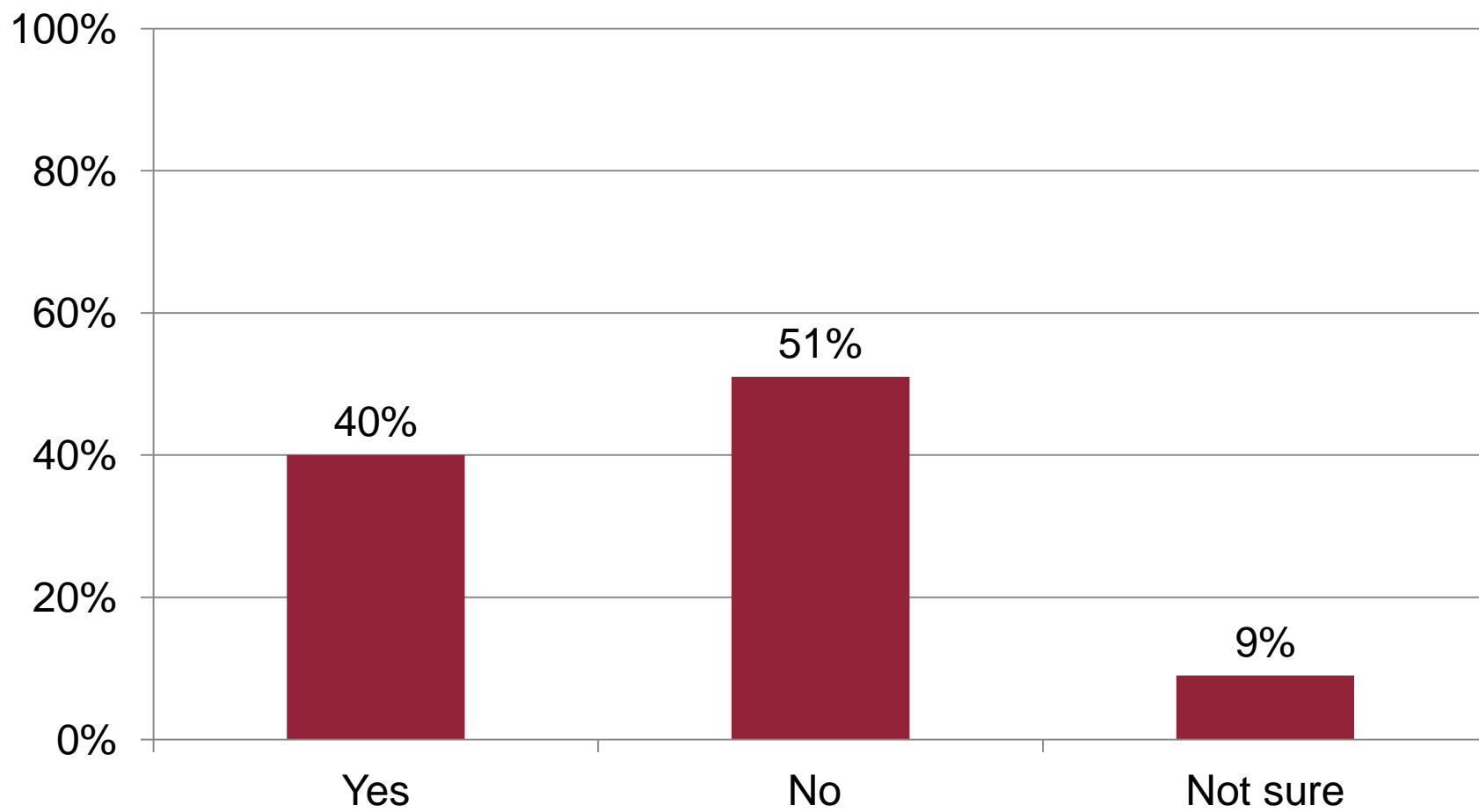
Almost three-fourths of Americans never listen to Christian-based programming via podcast



One-third of Americans have read Christian-based books at least sometimes



4 out of 10 Americans have watched a Christian movie in the last year



Significant Differences

Region

Age

Gender

Education Level

Ethnicity

Frequency of Religious Service Attendance

Religious Preference

Self-Identified Evangelical 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.

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+		

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among ethnicity, religious service attendance, religious preference, and whether they consider themselves an evangelical Christian.

Ethnicity	Religious Service Attendance	Religious Preference	Evangelical Christian
African American	More than once a week, About once a week	Catholic	Yes
Hispanic	Only on religious holidays	Protestant, Non-denominational	No, Don't Know
White	Rarely	Other Religions	
Asian	Never	Atheist/Agnostic/ No Preference	

“How often do you watch Christian-based programming on television?”

- **Percentage of those answering “Frequently” or “Sometimes”**
 - Not significant: 32% of men, 31% of women
- Americans in the South (35%) are more likely than those in the West (30%)
 - Not significant: 30% of Midwesterners, 29% of Northeasterners
 - Not significant: 28% of age 18-29, 33% of age 30-44, 34% of age 45-54, 33% of age 55-64, 29% of age 65+
- African-Americans (54%) are more likely than Whites (28%), Hispanics (30%), or Asians (34%)
 - Not significant: 32% each for those with and without a college degree
- Self-identified evangelical Christians are more likely (69% v 25%)
- Americans who attend About once a week or more are the most likely (62%), followed by those who attend Once or twice a month (47%)
- Americans who never attend are least likely (5%)
 - Only on religious holidays (25%), Rarely (19%)

“How often do you watch Christian-based programming on television?” continued

- **Percentage of those answering “Frequently” or “Sometimes”**
- Protestants and nondenominational (45%) are most likely
- Atheist, agnostic, and no preference (8%) are least likely
 - Catholics (28%), Other Religions (30%)

“How often do you watch Christian-based programming on television?”

- **Percentage of those answering “Rarely” or “Never”**
 - Not significant: 67% of men, 67% of women
 - Not significant: 69% of Northeasterners, 68% of Midwesterners, 64% of Southerners, 68% of Westerners
 - Not significant: 69% of age 18-29, 65% of age 30-44, 64% of age 45-54, 66% of age 55-64, 70% of age 65+
- African-Americans (46%) are less likely than Whites (70%), Hispanics (70%), or Asians (61%)
 - Not significant: 67% each for those with and without a college degree
- Self-identified evangelical Christians are less likely (31% v 73%)
- Americans who attend About once a week or more are the least likely (37%), followed by those who attend Once or twice a month (52%)
- Americans who never attend are most likely (94%)
 - Only on religious holidays (74%), Rarely (79%)

“How often do you watch Christian-based programming on television?” continued

- **Percentage of those answering “Rarely” or “Never”**
- Protestants and nondenominational (54%) are least likely
- Atheist, agnostic, and no preference (89%) are most likely
 - Catholics (71%), Other Religions (68%)

“How often do you listen to Christian-based programming on the radio?”

- **Percentage of those answering “Frequently” or “Sometimes”**
 - Not significant: 28% of men, 26% of women
- Americans in the South (31%) and Midwest (29%) are more likely than those in the West (24%) and Northeast (21%)
- Those age 65+ (20%) are less likely than those age 18-29 (27%), 30-44 (29%), and 45-54 (32%)
 - Not significant: 25% of age 55-64
- African-Americans (46%) are more likely than Whites (24%), Hispanics (26%), or Asians (32%)
 - Not significant: 28% of those with a college degree, 27% of those without
- Self-identified evangelical Christians are more likely (67% v 20%)
- Americans who attend About once a week or more are the most likely (57%), followed by those who attend Once or twice a month (42%)
- Americans who never attend are least likely (2%)
 - Only on religious holidays (19%), Rarely (14%)

“How often do you listen to Christian-based programming on the radio?” continued

- **Percentage of those answering “Frequently” or “Sometimes”**
- Protestants and nondenominational (41%) are most likely, followed by Other Religions (27%), Catholics (21%), and Atheist, agnostic, and no preference (4%)

“How often do you listen to Christian-based programming on the radio?”

- **Percentage of those answering “Rarely” or “Never”**
 - Not significant: 70% of men, 73% of women
- Americans in the South (68%) and Midwest (70%) are less likely than those in the Northeast (78%)
- Americans in the South (68%) are less likely than those in the West (74%)
- Those age 65+ (79%) are more likely than those age 18-29 (71%), 30-44 (70%), and 45-54 (67%)
- Those age 55-64 (74%) are more likely than those age 45-54 (67%)
- African-Americans (52%) are less likely than Whites (75%), Hispanics (74%), or Asians (65%)
 - Not significant: 71% of those with a college degree, 72% of those without
- Self-identified evangelical Christians are less likely (33% v 78%)
- Americans who attend About once a week or more are least likely (42%), followed by those who attend Once or twice a month (57%)
- Americans who never attend are least likely (97%)
 - Only on religious holidays (80%), Rarely (84%)

“How often do you listen to Christian-based programming on the radio?” continued

- **Percentage of those answering “Rarely” or “Never”**
- Protestants and nondenominational (58%) are least likely, followed by Other Religions (70%), Catholics (78%), and Atheist, agnostic, and no preference (94%)

“How often do you listen to Christian-based programming via podcast?”

- **Percentage of those answering “Frequently” or “Sometimes”**
 - Not significant: 15% of men, 13% of women
- Americans in the Midwest (8%) are least likely
 - Southerners (15%), Westerners (17%), Northeasterners (16%)
- Those age 65+ (3%) are least likely, followed by those age 55-64 (7%), then those age 45-54 (13%)
 - Age 18-29 (19%), 30-44 (21%)
- Whites (10%) are less likely than African-Americans (26%), Hispanics (21%), or Asians (22%)
 - Not significant: 14% each for those with or without a college degree
- Self-identified evangelical Christians are more likely (38% v 10%)
- Americans who attend About once a week or more are the most likely (33%), followed by those who attend Once or twice a month (21%)
- Americans who never attend are least likely (1%)
 - Only on religious holidays (7%), Rarely (5%)

“How often do you listen to Christian-based programming via podcast?” continued

- **Percentage of those answering “Frequently” or “Sometimes”**
- Atheist, agnostic, and no preference (2%) are least likely
 - Protestants and nondenominational (17%), Other Religions (17%), Catholics (16%)

“How often do you listen to Christian-based programming via podcast?”

- **Percentage of those answering “Rarely” or “Never”**
 - Not significant: 83% of men, 85% of women
- Americans in the Midwest (91%) are most likely
 - Southerners (83%), Westerners (82%), Northeasterners (82%)
- Those age 65+ (96%) are most likely, followed by those age 55-64 (92%), then those age 45-54 (84%)
 - Age 18-29 (78%), 30-44 (77%)
- Whites (89%) are more likely than African-Americans (71%), Hispanics (79%), or Asians (77%)
 - Not significant: 85% of those with a college degree, 84% without
- Self-identified evangelical Christians are less likely (60% v 89%)
- Americans who attend About once a week or more are the least likely (65%), followed by those who attend Once or twice a month (77%)
- Americans who never attend are least likely (99%)
 - Only on religious holidays (92%), Rarely (94%)

“How often do you listen to Christian-based programming via podcast?” continued

- **Percentage of those answering “Rarely” or “Never”**
- Atheist, agnostic, and no preference (96%) are most likely
 - Protestants and nondenominational (81%), Other Religions (81%), Catholics (82%)

“How often do you read Christian-based books?”

- **Percentage of those answering “Frequently” or “Sometimes”**
 - Not significant: 33% of men, 34% of women
- Americans in the South (39%) are most likely
 - Midwesterners (32%), Westerners (30%), Northeasterners (27%)
- Those age 18-29 (26%) are least likely
 - 30-44 (36%), 45-54 (35%), 55-64 (37%), 65+ (33%)
- African-Americans (54%) are more likely than Whites (30%), Hispanics (31%), or Asians (31%)
- Those with a college degree are more likely (37% v 30%)
- Self-identified evangelical Christians are more likely (78% v 25%)
- Americans who attend About once a week or more are the most likely (68%), followed by those who attend Once or twice a month (50%), then those attending Only on religious holidays (25%), then those attending Rarely (18%), and finally those who never attend (5%)

“How often do you read Christian-based books?” continued

- **Percentage of those answering “Frequently” or “Sometimes”**
- Protestants and nondenominational (50%) are most likely
- Atheist, agnostic, and no preference (4%) are least likely
 - Catholics (30%), Other Religions (28%)

“How often do you read Christian-based books?”

- **Percentage of those answering “Rarely” or “Never”**
 - Not significant: 65% of men, 65% of women
- Americans in the South (59%) are least likely
 - Midwesterners (67%), Westerners (68%), Northeasterners (71%)
- Those age 18-29 (71%) are more likely than those 30-44 (61%), 45-54 (63%), 55-64 (62%)
 - Not significant: 65+ (67%)
- African-Americans (45%) are less likely than Whites (68%), Hispanics (68%), or Asians (62%)
- Those with a college degree are less likely (61% v 68%)
- Self-identified evangelical Christians are less likely (22% v 72%)
- Americans who attend About once a week or more are the least likely (32%), followed by those who attend Once or twice a month (49%),
- Those never attending are the most likely (94%)
 - Only on religious holidays (75%), Rarely (79%)

“How often do you read Christian-based books?” continued

- **Percentage of those answering “Rarely” or “Never”**
- Protestants and nondenominational (49%) are least likely
- Atheist, agnostic, and no preference (93%) are most likely
 - Catholics (68%), Other Religions (68%)

“Have you watched a Christian movie in the last year?”

- **Percentage of those answering “Yes”**
 - Not significant: 39% of men, 41% of women
- Americans in the South are the most likely (46%)
- Americans in the Northeast are the least likely (30%)
 - Midwesterners (39%), Westerners (41%)
- Americans 65+ are the least likely (31%)
 - 18-29 (40%), 30-44 (45%), 45-54 (40%), 55-64 (42%)
- African-Americans (59%) are more likely than Whites (36%), Hispanics (44%), and Asians (43%)
 - Not significant: 42% of those with a college degree, 39% of those without
- Self-identified evangelical Christians are more likely (74% v 34%)

“Have you watched a Christian movie in the last year?” continued

- **Percentage of those answering “Yes”**
- Americans who never attend are least likely (11%), followed by those attending Rarely (31%), then those attending Only on religious holidays (45%)
 - About once a week or more (64%), Once or twice a month (60%)
- Protestants and nondenominational are the most likely (55%)
- Atheist, agnostic, and no preference are the least likely (11%)
 - Catholics (40%), Other Religions (37%)

“Have you watched a Christian movie in the last year?”

- **Percentage of those answering “No”**
 - Not significant: 53% of men, 49% of women
- Americans in the South are the least likely (45%)
- Americans in the Northeast are more likely (60%) than Americans in the West (51%)
 - Midwesterners (53%)
- Americans 65+ are the most likely (59%)
 - 18-29 (48%), 30-44 (47%), 45-54 (51%), 55-64 (52%)
- African-Americans (32%) are less likely than Whites (55%), Hispanics (49%), and Asians (51%)
 - Not significant: 52% of those with a college degree, 50% of those without
- Self-identified evangelical Christians are less likely (21% v 56%)

“Have you watched a Christian movie in the last year?” continued

- **Percentage of those answering “No”**
- Americans who never attend are most likely (82%), followed by those attending Rarely (56%), then those attending Only on religious holidays (47%)
 - About once a week or more (31%), Once or twice a month (31%)
- Protestants and nondenominational are the least likely (37%)
- Atheist, agnostic, and no preference are the most likely (79%)
 - Catholics (52%), Other Religions (54%)

Americans use of Christian Media

Survey of 2,252 Americans