

Americans use of Christian Media

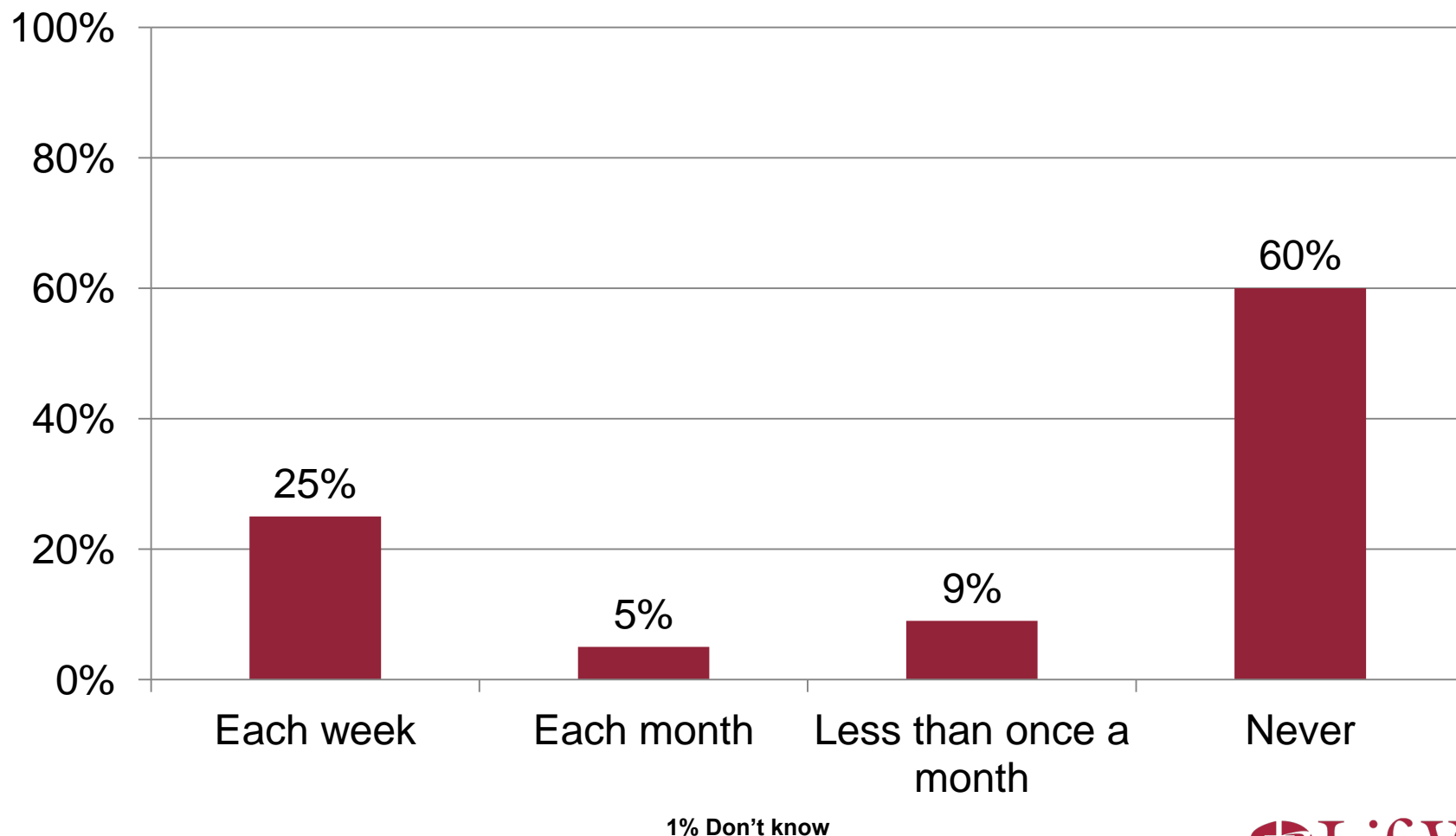
Phone Survey of 1,009 Americans
Commissioned by NRB

Methodology

- ❑ The phone survey of Americans was conducted January 29-February 1, 2015
- ❑ The calling utilized Random Digit Dialing. 50% of completes were among landlines and 50% among cell phones
- ❑ Weights were used for geographic, demographic, and socioeconomic characteristics to more accurately reflect the population
- ❑ The completed sample is 1,009 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.1\%$
- ❑ Margins of error are higher in sub-groups

Survey Responses

25% interact with online Christian audio or video programming each week



Q: "How often do you interact with Christian based audio or video programming on your computer, smartphone, or tablet? Would you say..."

Significant Differences

Region
Age
Gender
Education Level
Ethnicity
Household Income
Household Size
Children in Household

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	18-34	Male	HS Grad or less
Midwest	35-44	Female	College Incomplete
South	45-54		College Graduate
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 among ethnicity, household income, household size, and children in household.

Ethnicity	Household Income	Household Size	Children in Household
White	<\$35K	1	None
African American	\$35K-<\$50K	2	Any
Hispanic	\$50K-<\$75K	3 or more	
	\$75K-<\$100K		
	\$100K or more		

How often do you interact with Christian based audio or video programming on your computer, smartphone, or tablet?

- **Percentage answering “Each week” or “Each month”**
- Southerners (37%) and Westerners (35%) are more likely than Northeasterners (22%) and Midwesterners (22%)
- Men (27%) are less likely than women (33%)
- Those with a HS diploma or less (26%) are less likely than those completing some college (35%)
- Whites (26%) are less likely than African Americans (41%) and Hispanics (38%)
- There were no significant differences by age, household income, household size, or by children in household

How often do you interact with Christian based audio or video programming on your computer, smartphone, or tablet?

- **Percentage answering “Less than once a month” or “Never”**
- Southerners (63%) and Westerners (64%) are less likely than Northeasterners (78%) and Midwesterners (78%)
- Men (72%) are more likely than women (66%)
- Those with a HS diploma or less (74%) are more likely than those completing some college (63%)
- Whites (74%) are more likely than African Americans (59%) and Hispanics (62%)
- There were no significant differences by age, household income, household size, or by children in household

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