

American Perceptions of Denominations

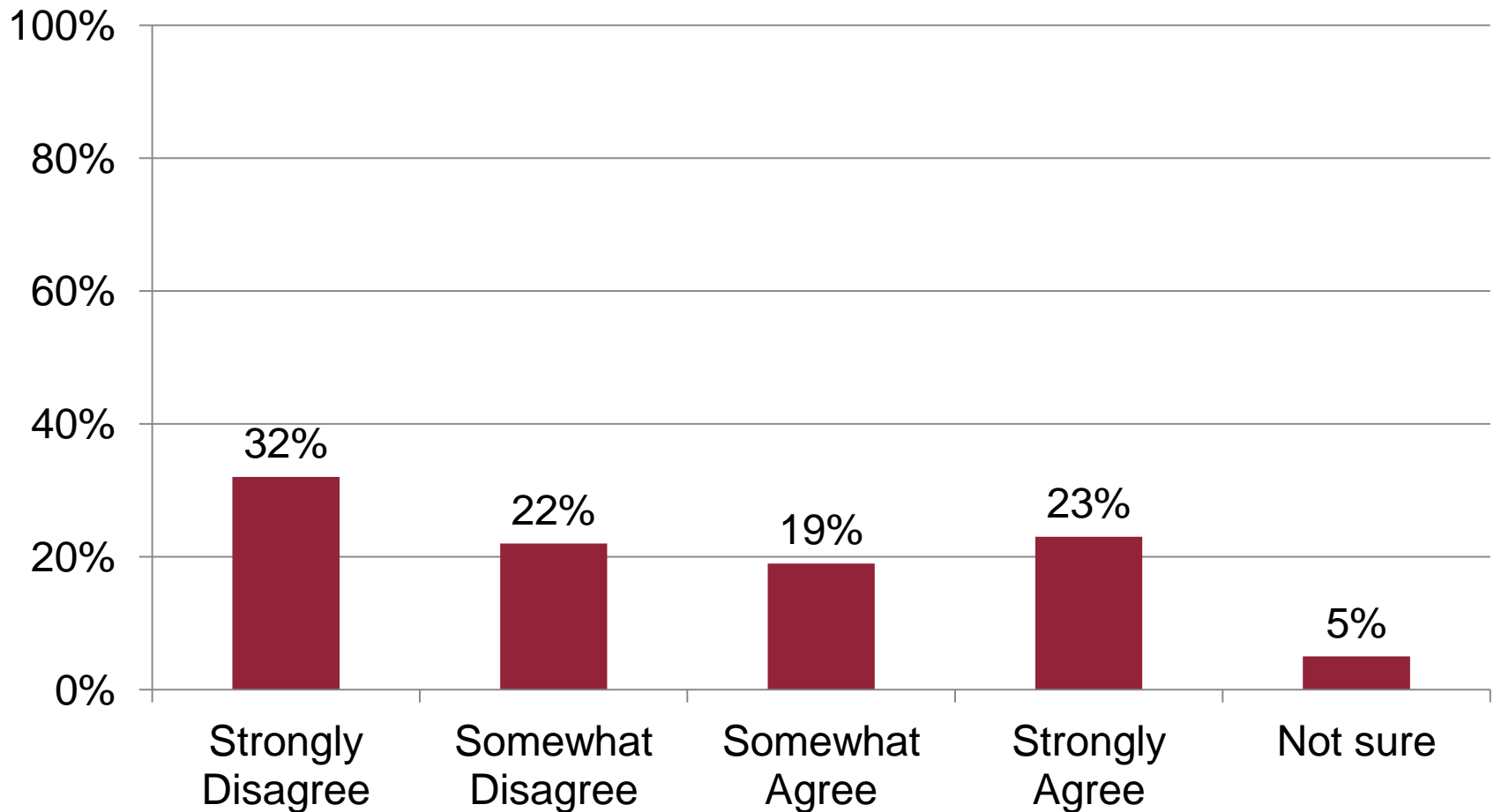
Phone Survey of 1,000 Americans

Methodology

- ❑ The phone survey of Americans was conducted September 26-October 5, 2014
- ❑ The calling utilized Random Digit Dialing. 60% of completes were among landlines and 40% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ The completed sample is 1,000 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.5\%$
- ❑ Margins of error are higher in sub-groups

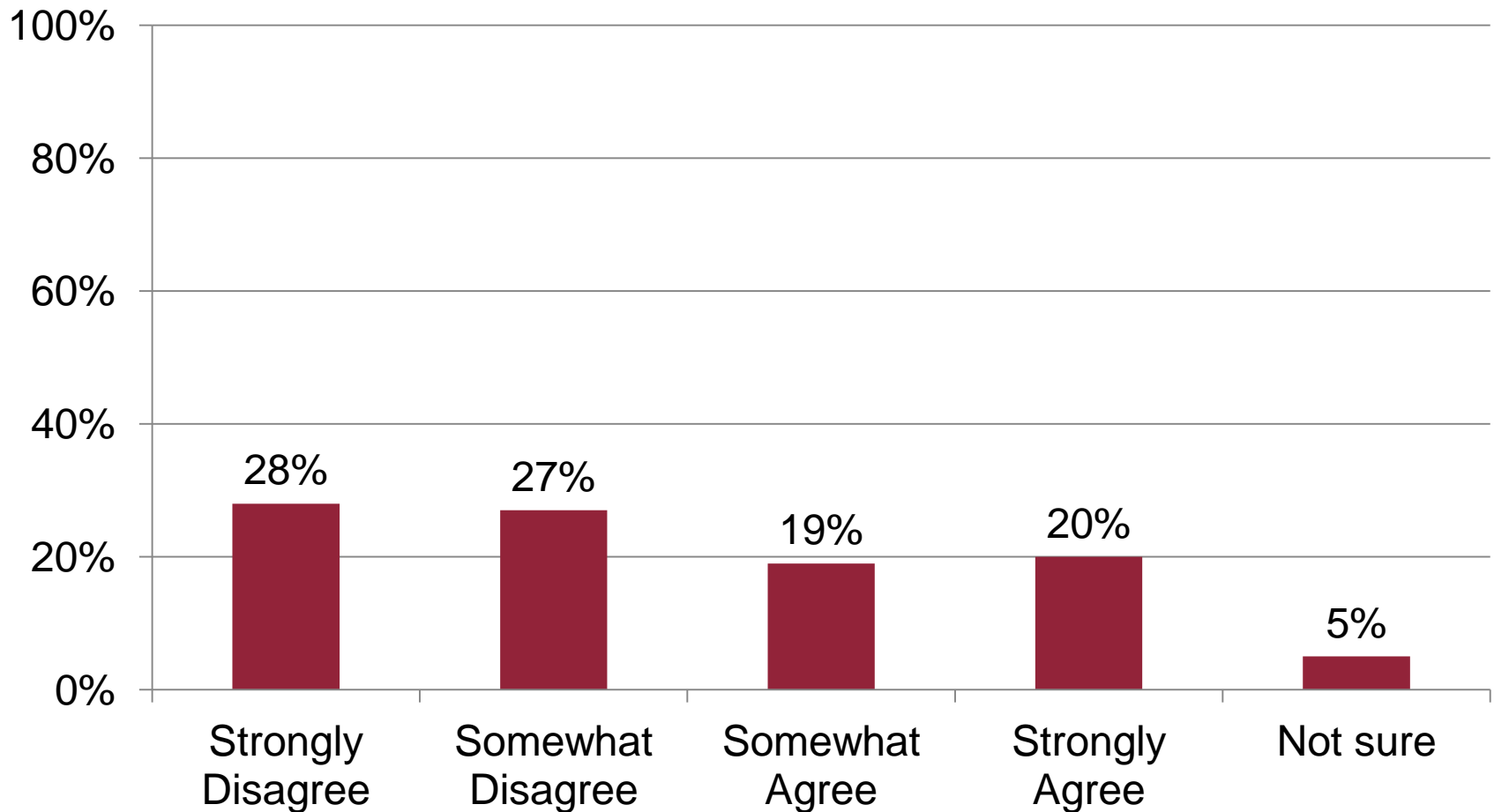
Survey Responses

42% say Catholic churches are not for them



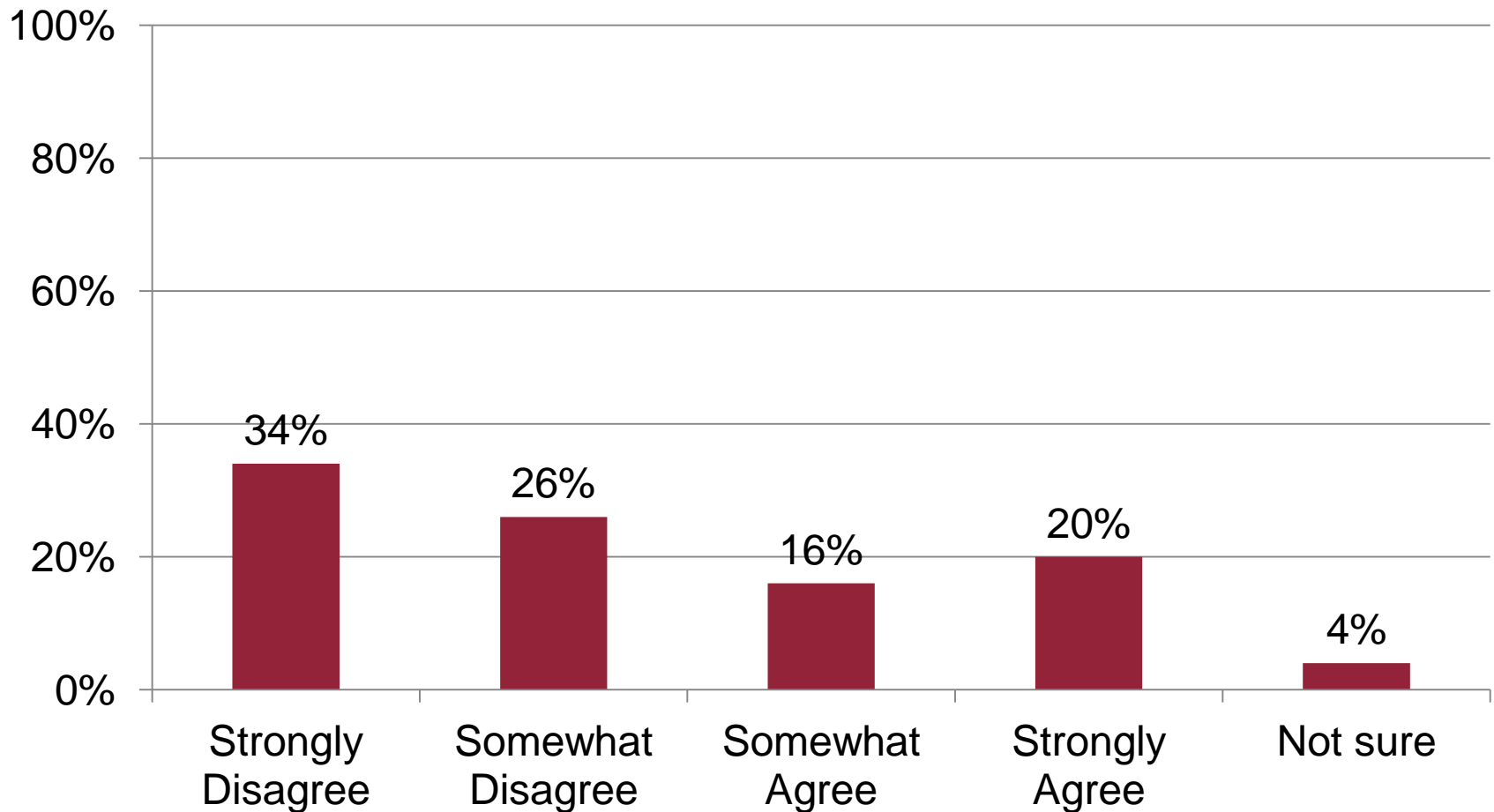
Q: "When I see the name Catholic in the name of a church, I assume it is not for me"

40% say Methodist churches are not for them



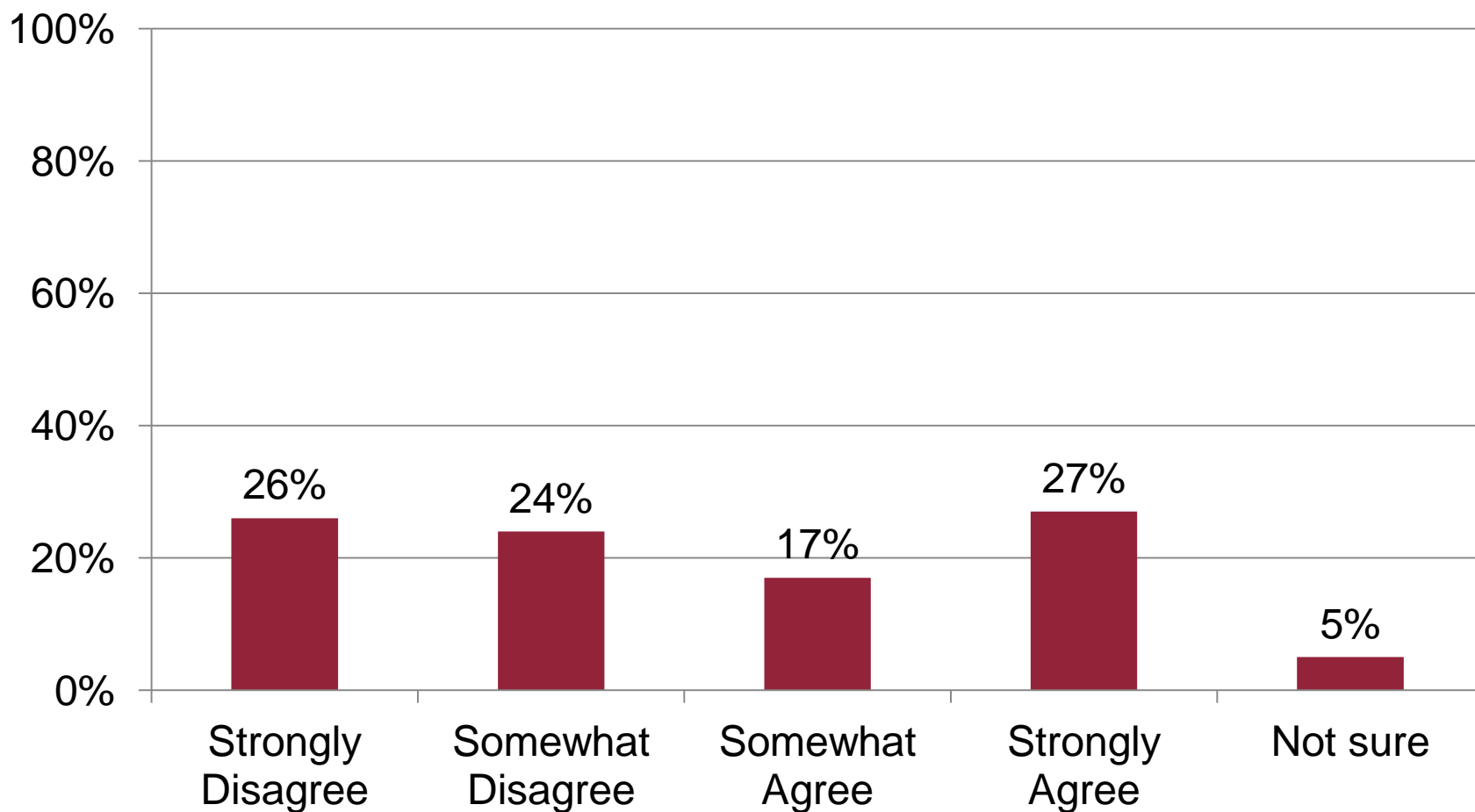
Q: "When I see the name Methodist in the name of a church, I assume it is not for me"

36% say Baptist churches are not for them



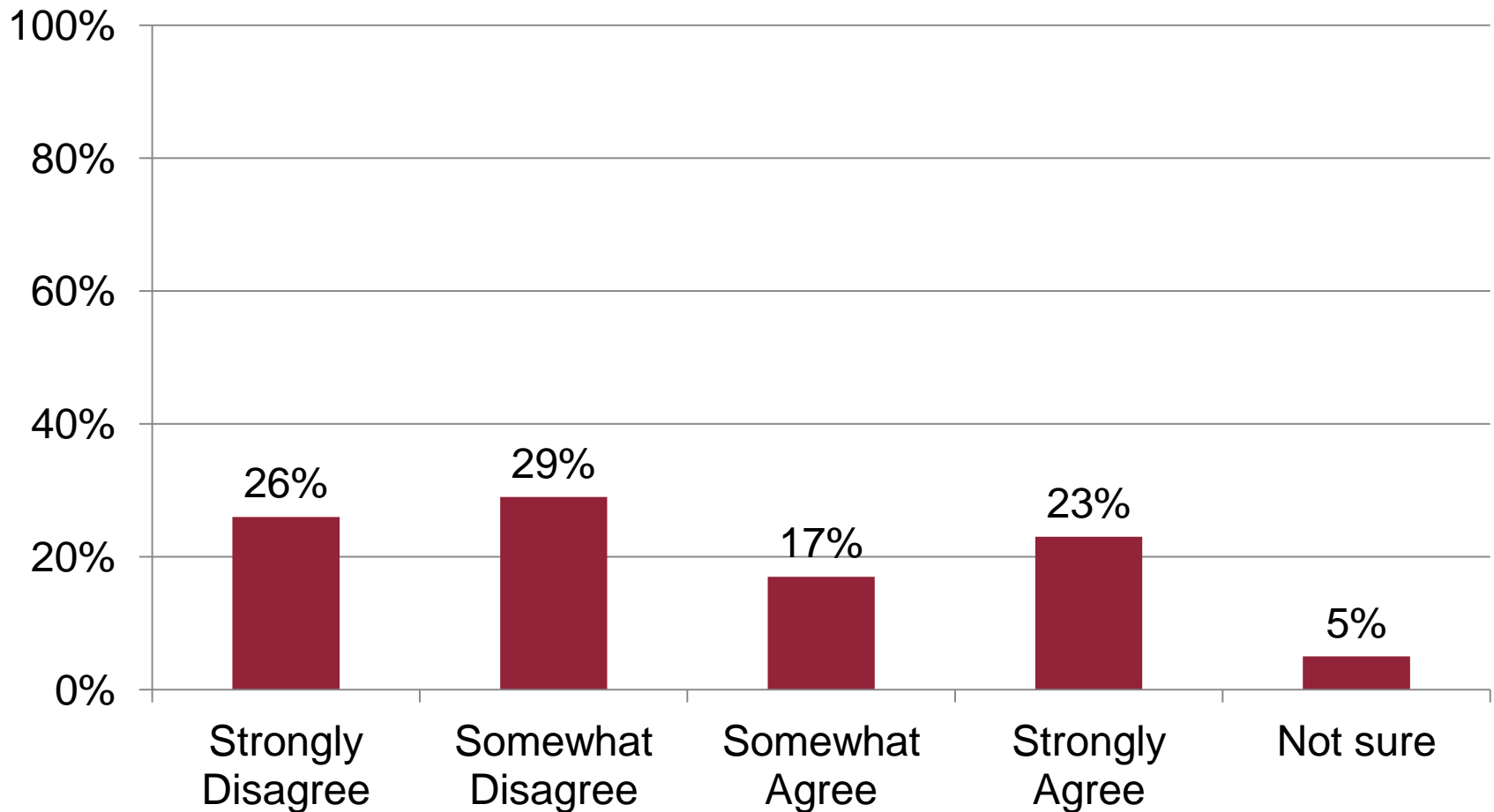
Q: "When I see the name Baptist in the name of a church, I assume it is not for me"

45% say Pentecostal churches are not for them



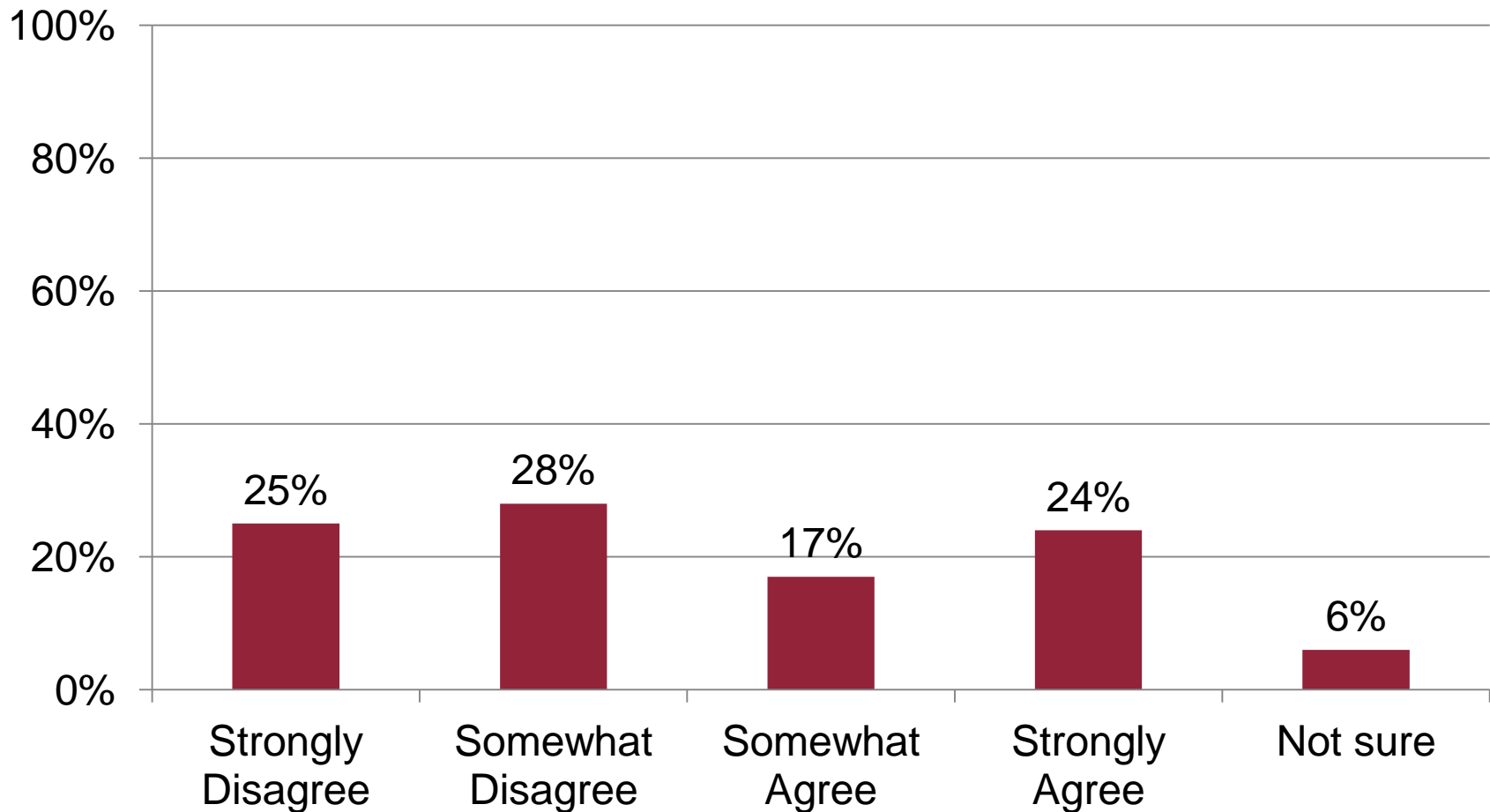
Q: "When I see the name Pentecostal in the name of a church, I assume it is not for me"

40% say Presbyterian churches are not for them



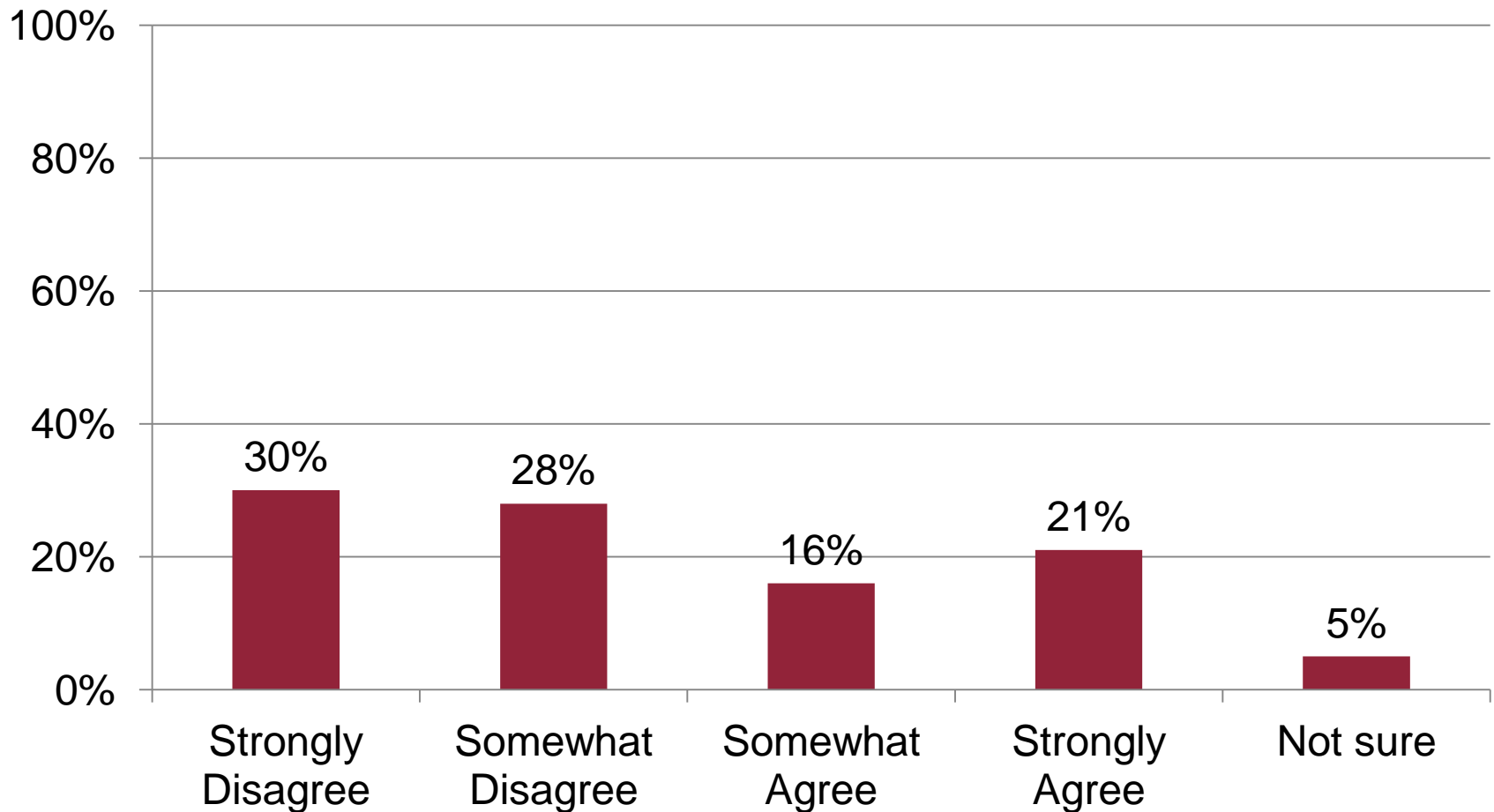
Q: "When I see the name Presbyterian in the name of a church, I assume it is not for me"

41% say Lutheran churches are not for them



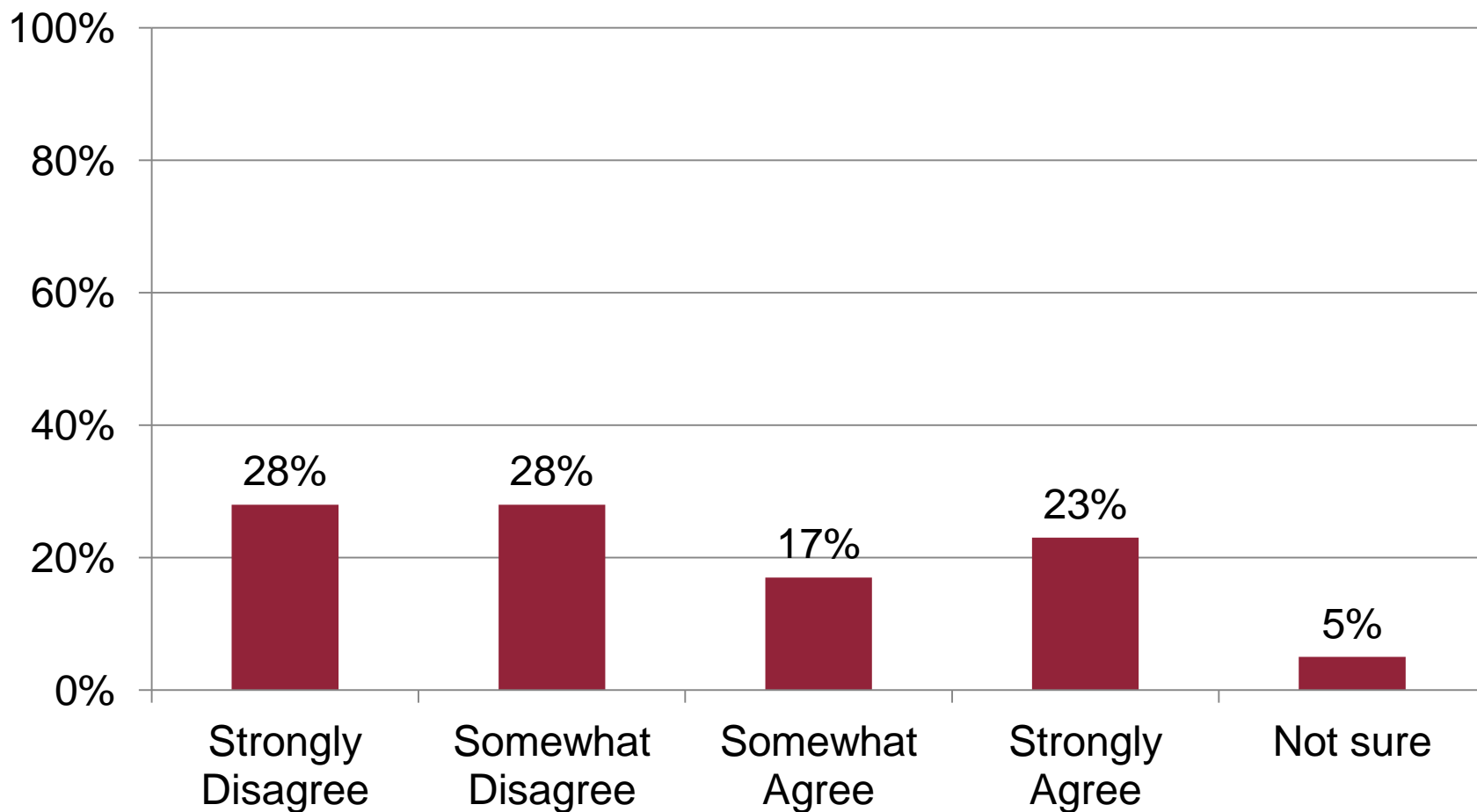
Q: "When I see the name Lutheran in the name of a church, I assume it is not for me"

37% say Non-denominational churches are not for them



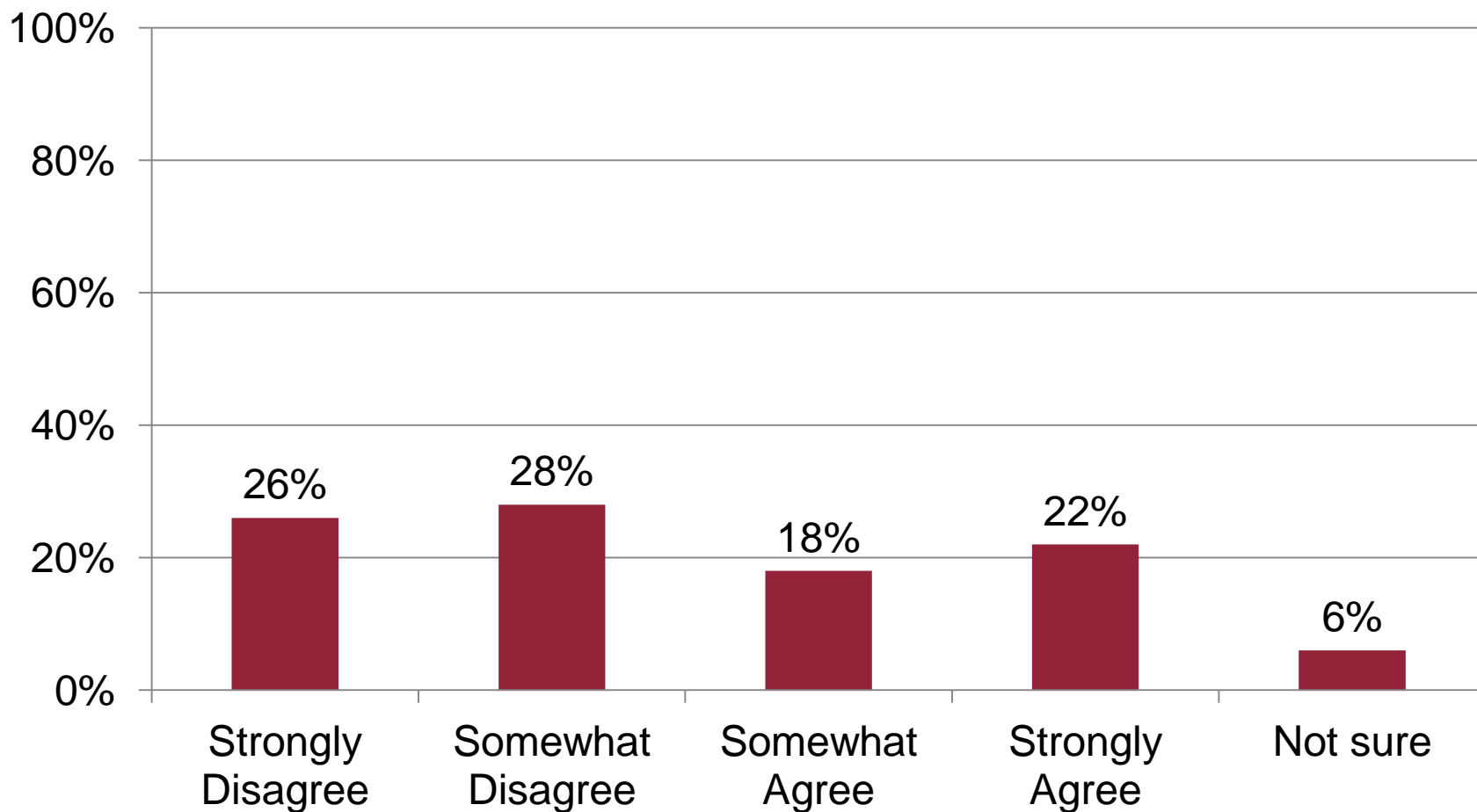
Q: "When I see the name Non-denominational in the name of a church, I assume it is not for me"

39% say Southern Baptist churches are not for them



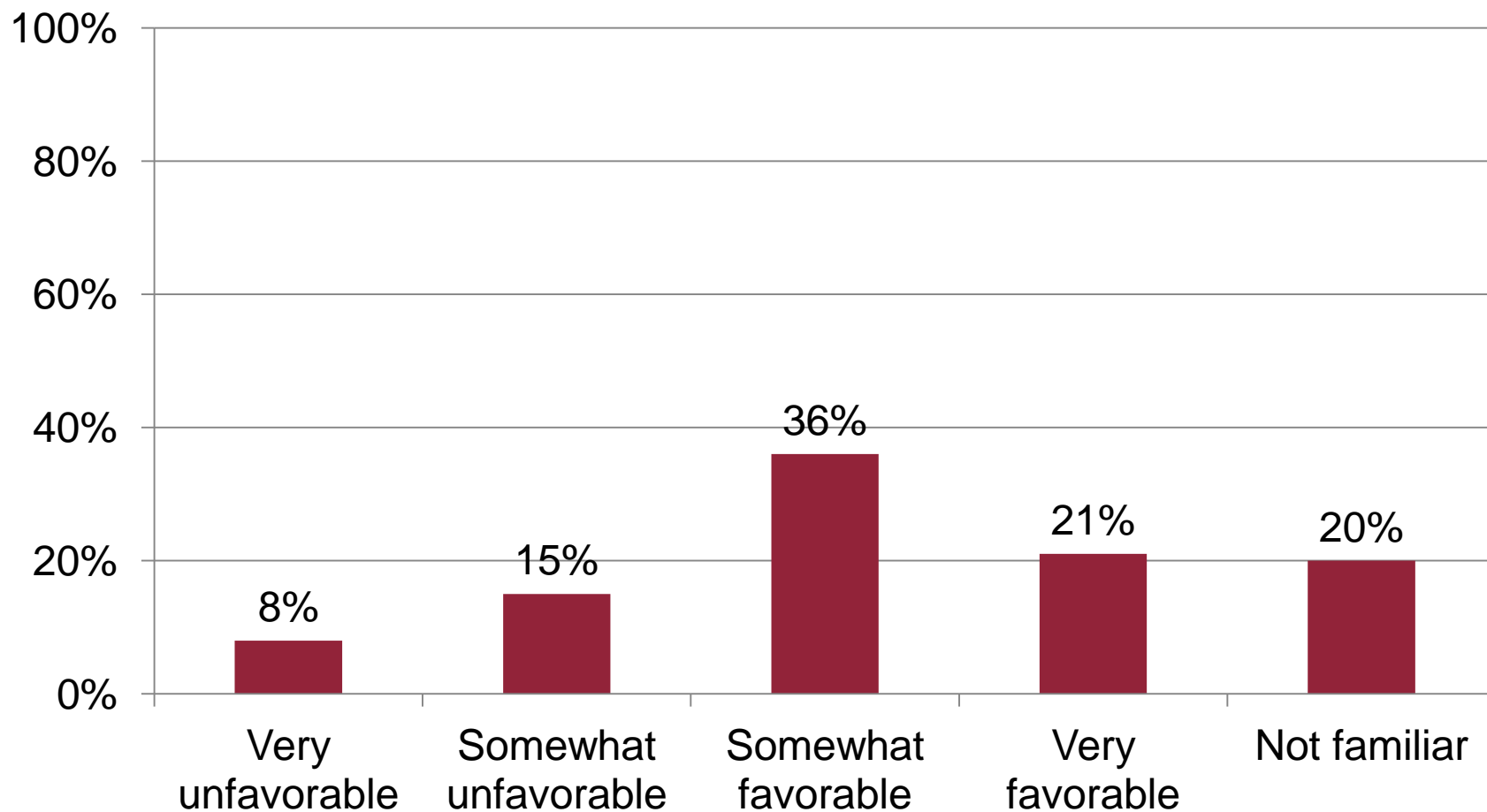
Q: "When I see the name Southern Baptist in the name of a church, I assume it is not for me"

40% say Assemblies of God churches are not for them



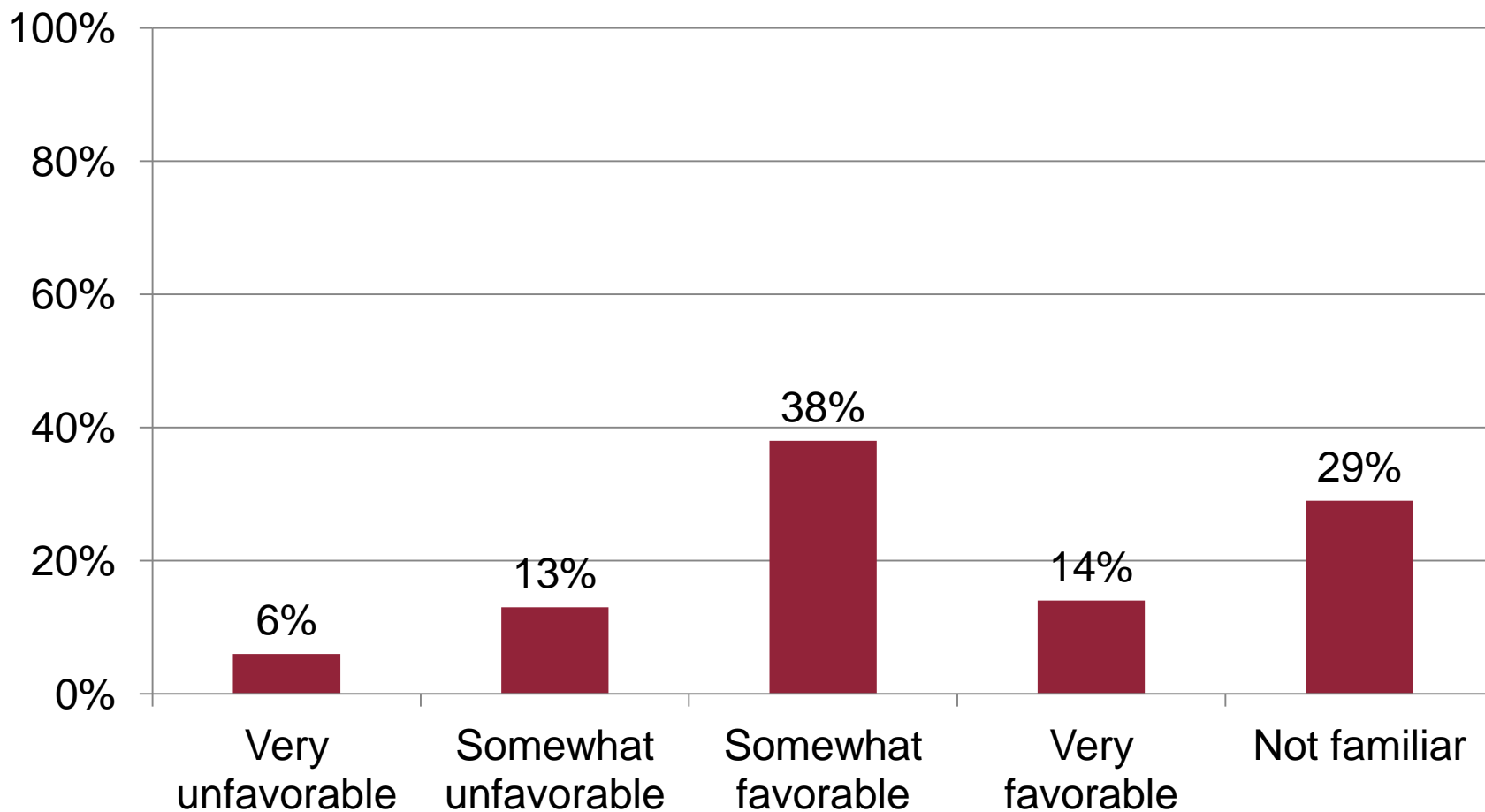
Q: "When I see the name Assemblies of God in the name of a church, I assume it is not for me"

57% have a favorable impression of “Catholic”



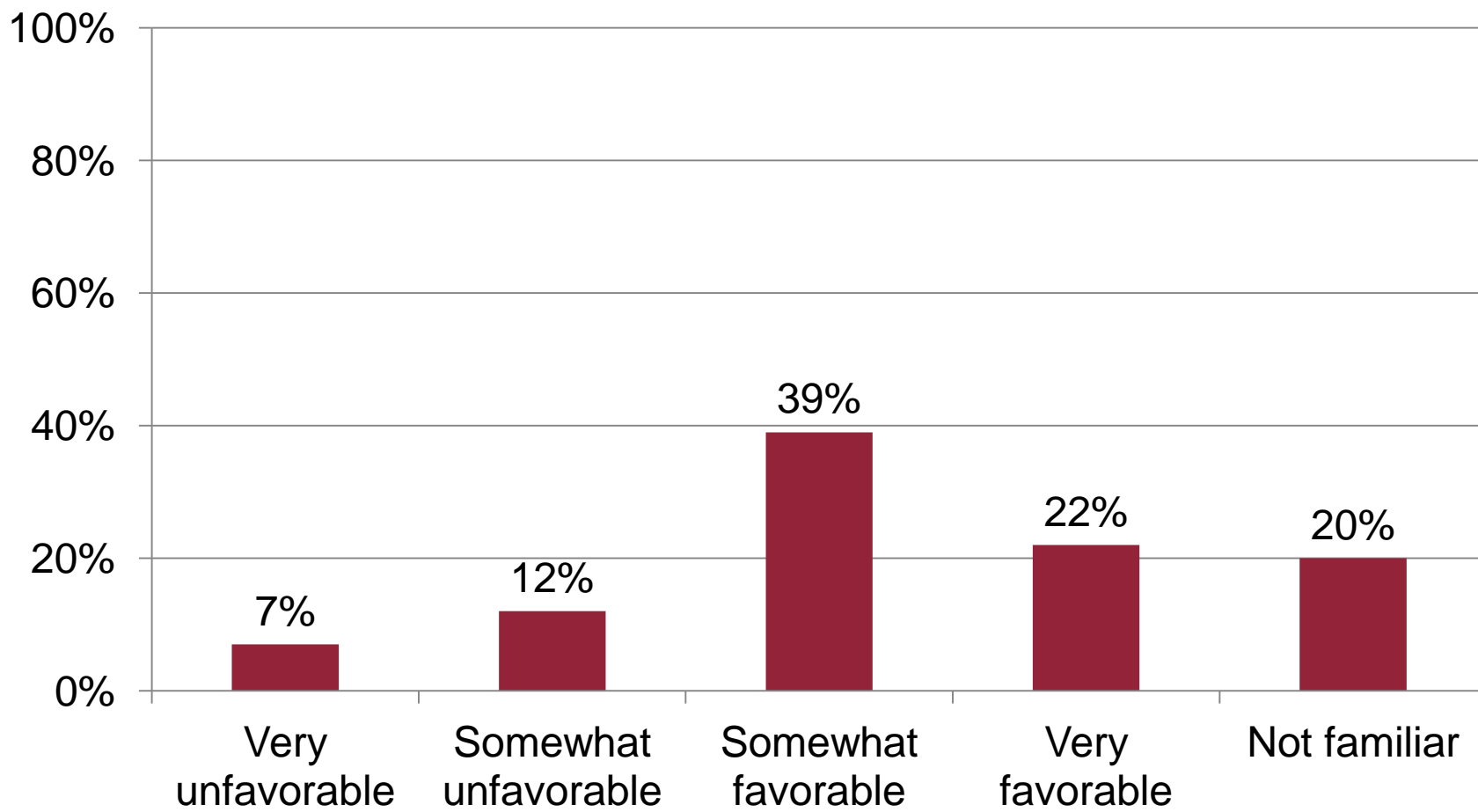
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Catholic

52% have a favorable impression of “Methodist”



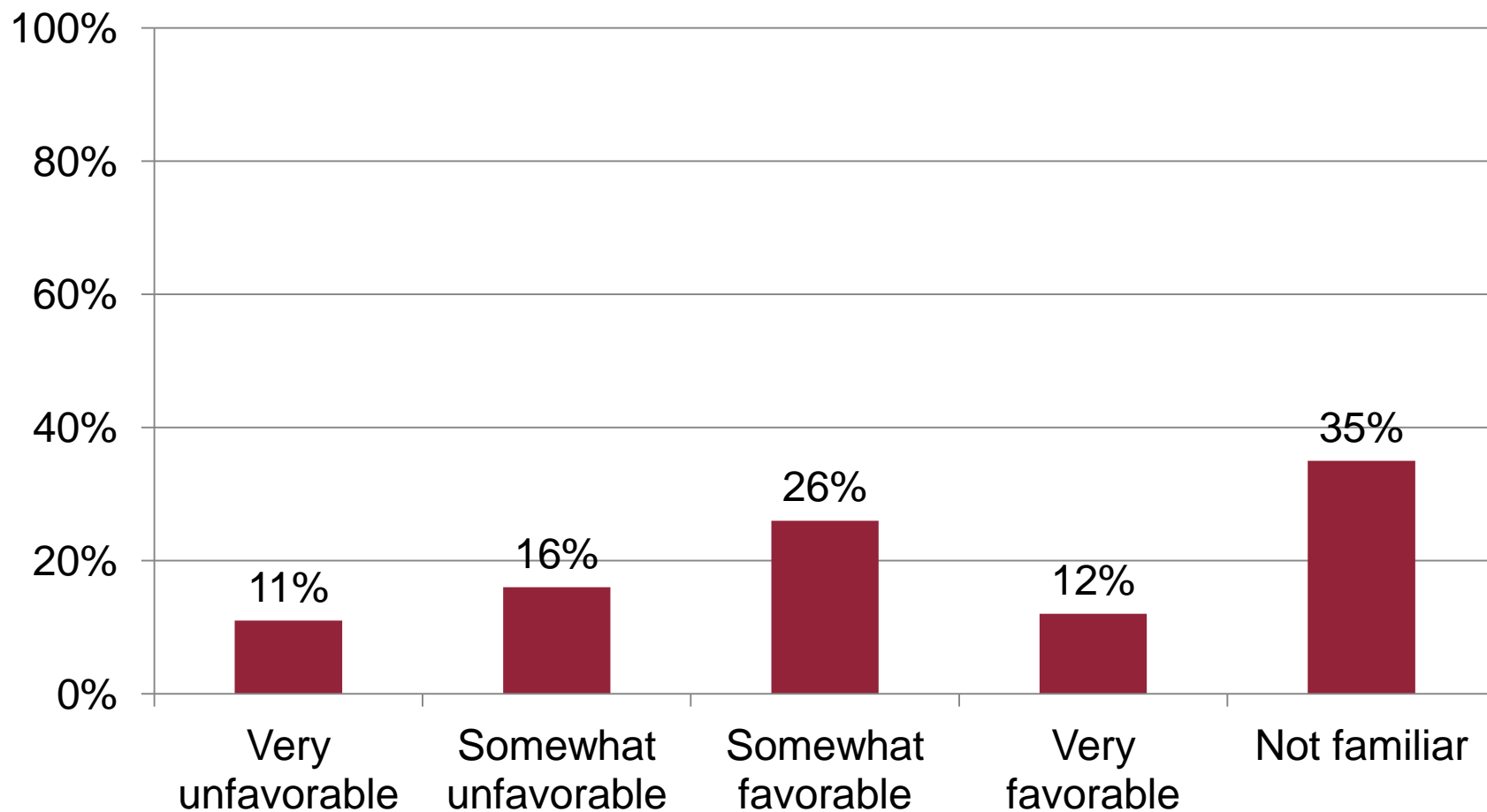
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Methodist

61% have a favorable impression of “Baptist”



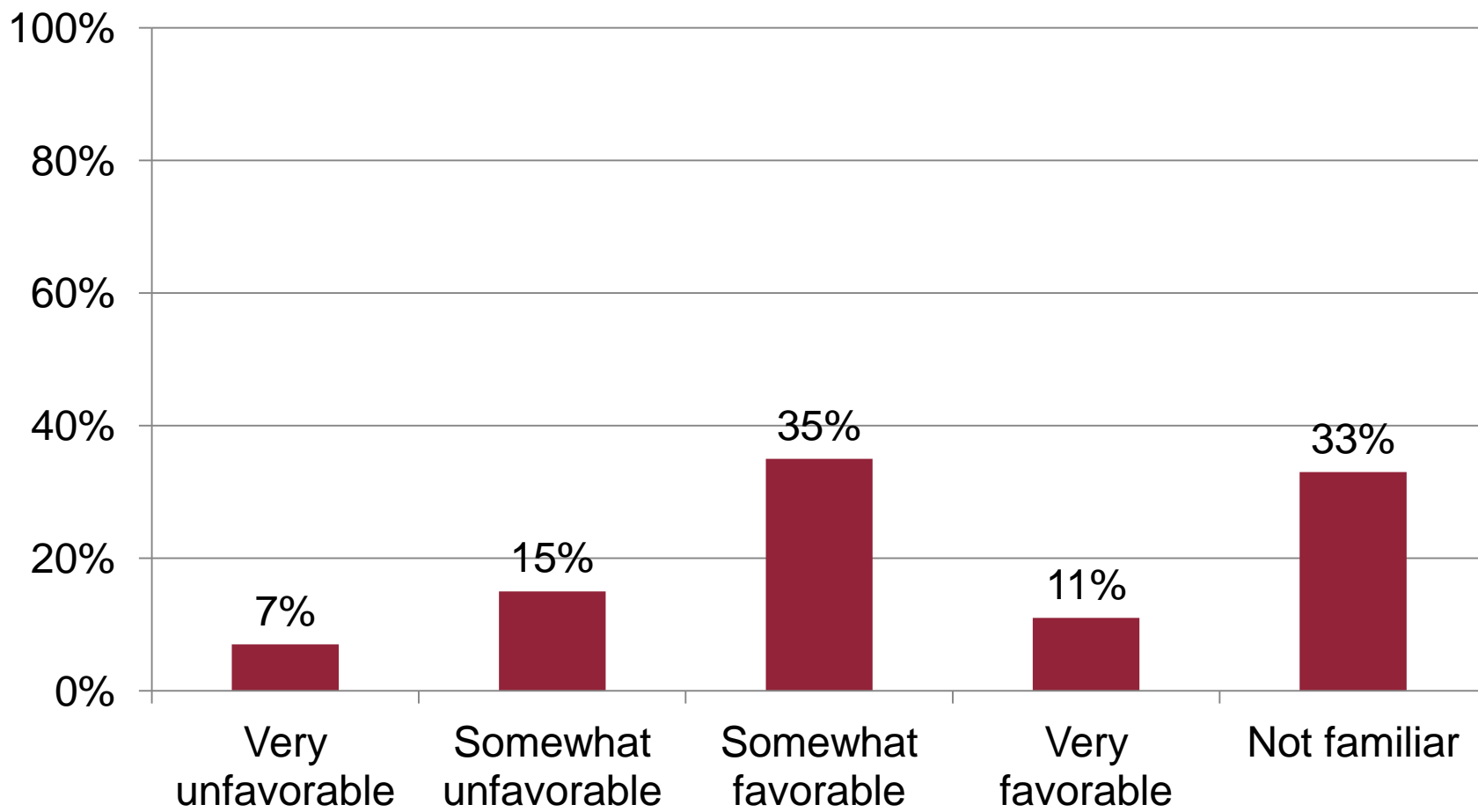
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Baptist

38% have a favorable impression of “Pentecostal”



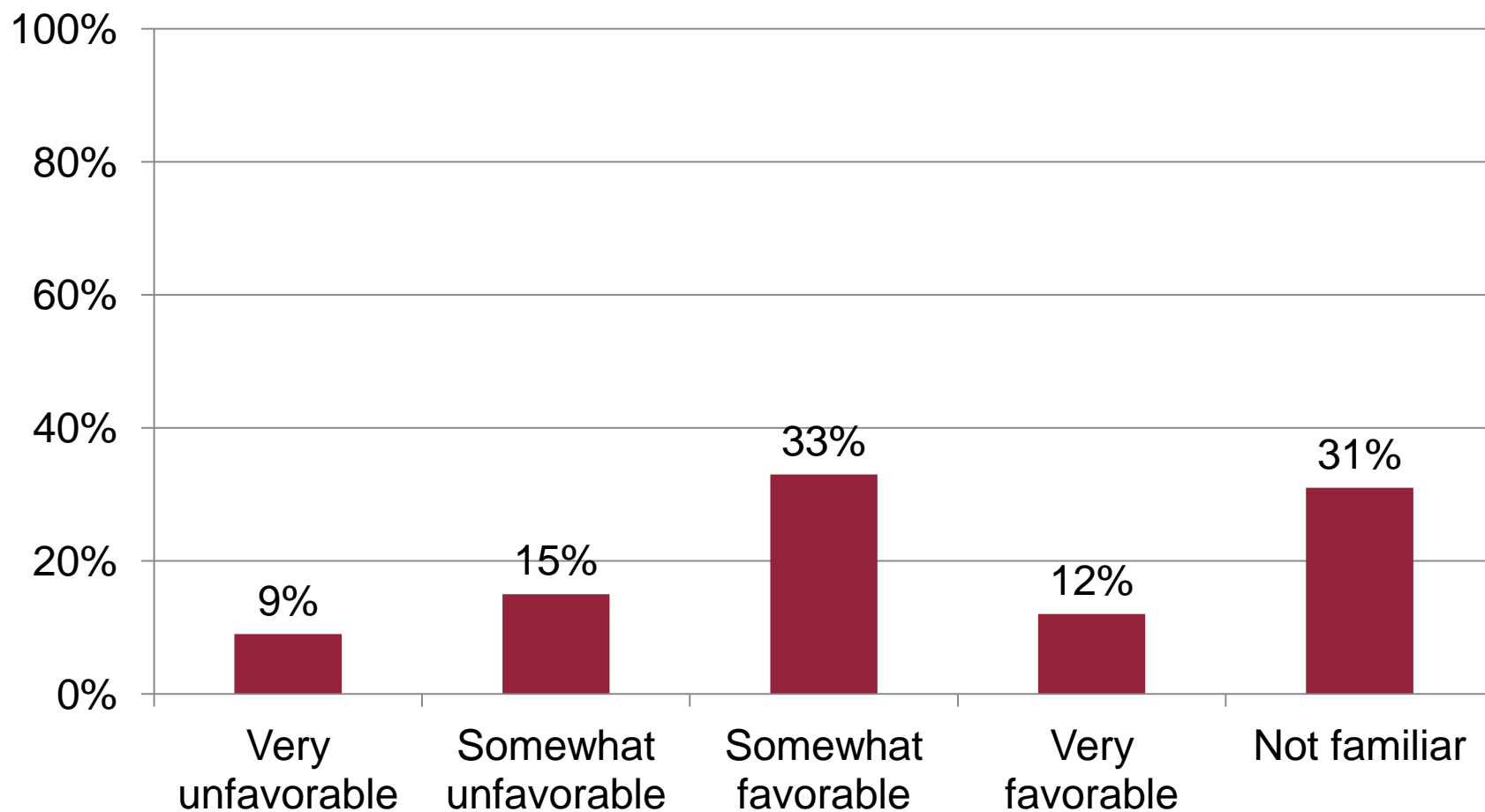
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Pentecostal

46% have a favorable impression of “Presbyterian”



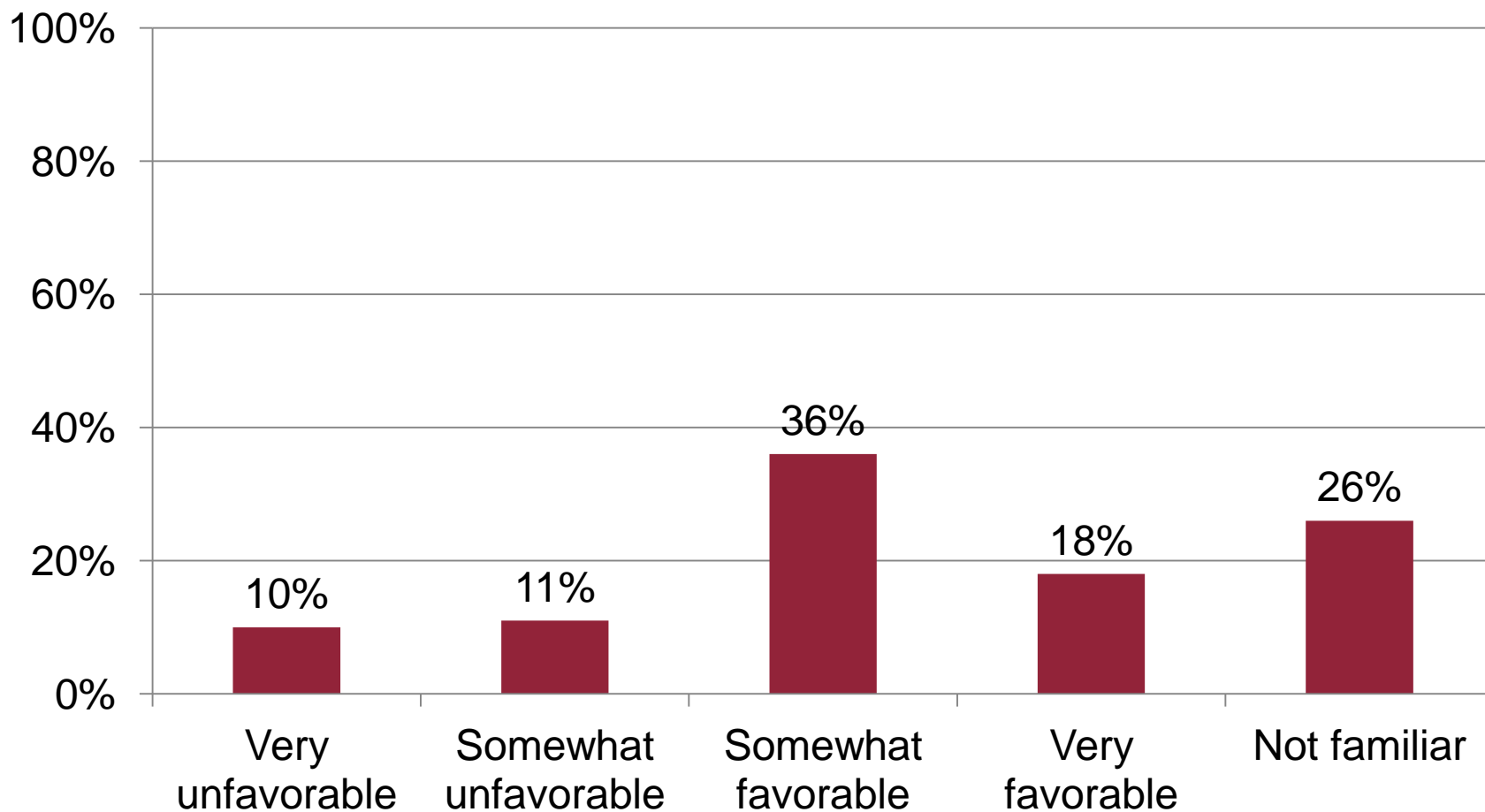
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Presbyterian

46% have a favorable impression of “Lutheran”



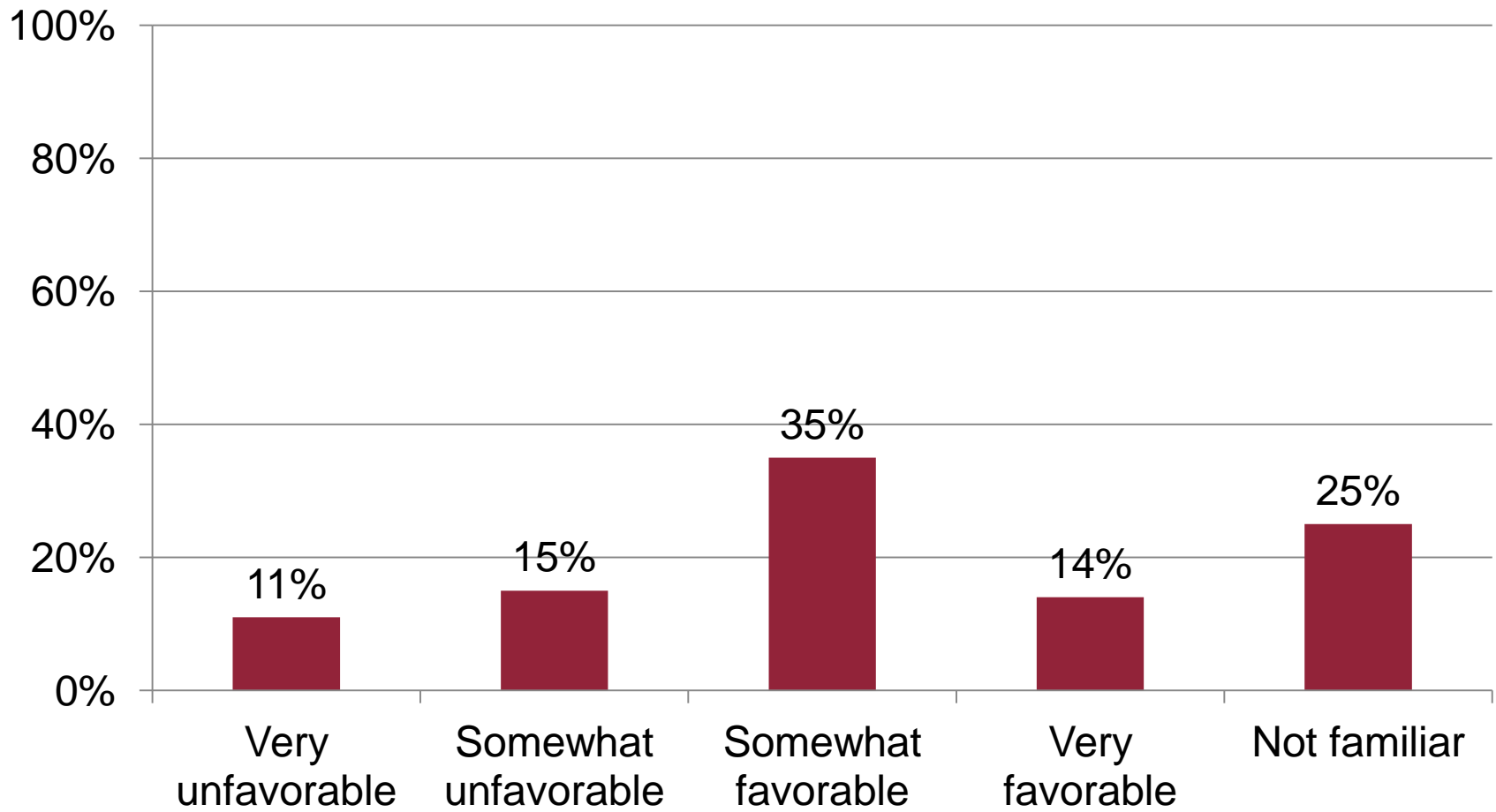
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Lutheran

53% have a favorable impression of “Non-denominational”



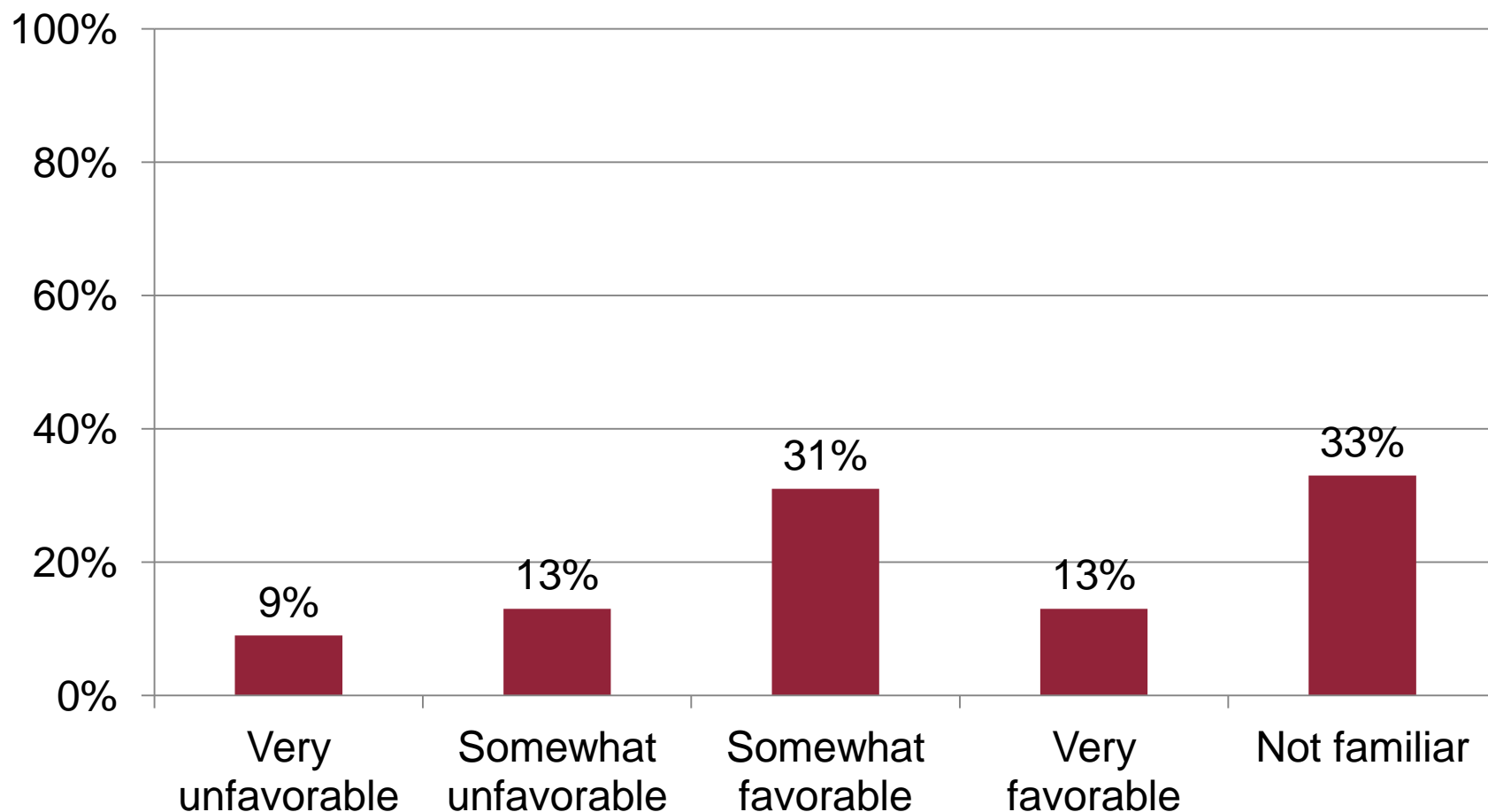
Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Non-denominational

49% have a favorable impression of “Southern Baptist”



Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Southern Baptist

45% have a favorable impression of “Assemblies of God”



Q: “For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion” Assemblies of God

Significant Differences

Region

Age

Gender

Education Level

Ethnicity

Religious Preference

Catholic/Protestant

Born again/Evangelical/Fundamentalist

Religious Service Attendance

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	18-24	Male	HS degree or less
Midwest	25-34	Female	Some college
South	35-44		Bachelor's
West	45-54		Graduate degree
	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, religious preference, denomination, and Born again/ Evangelical/ Fundamentalist.

Ethnicity	Religious Preference	Denomination	Born again / Evangelical / Fundamentalist
White	Christian*	Protestant / Nondenominational	Yes
African American	Other Religions	Catholic	No / not sure
Hispanic	Nonreligious**		

*includes Catholic, Protestant, Nondenominational, and Orthodox

**includes Atheist, Agnostic, and No Preference

Note: Those who consider themselves Born again, Evangelical, or Fundamentalist are labeled “Evangelical” in this report

Significant Statistical Differences

Comparisons were also made to determine if there are any significant statistical differences among attendance of religious services

Religious Service attendance
More than once a week / About once a week
Once or twice a month
Only on religious holidays
Rarely / Never

When I see the name Catholic in the name of a church, I assume it is not for me

- Those age 18-24 (47%) and 55-64 (49%) are more likely to agree than those age 65+ (35%)
- Those age 45-54 (37%) are less likely to agree than those age 55-64 (49%)
- Whites (46%) are more likely to agree than Hispanics (31%)
- Christians (38%) are less likely to agree than Nonreligious (48%). Both are less likely than Other Religions (61%)
- Catholics (16%) are less likely to agree than Protestants (47%)
- Evangelicals are more likely to agree (50% v 39%)
- Those attending only on religious holidays (30%) are less likely to agree than those attending at least about once a week (45%) and those attending rarely or never (43%)

When I see the name Methodist in the name of a church, I assume it is not for me

- Midwesterners (46%) and Westerners (47%) are more likely to agree than Northeasterners (35%) and Southerners (34%)
- Those age 18-24 (47%) are more likely to agree than those age 35-44 (34%) and 65+ (35%)
- Christians (37%) are less likely to agree than Other Religions (51%)
- Those attending only on religious holidays (28%) are less likely to agree than those attending once or twice a month (45%)

When I see the name Baptist in the name of a church, I assume it is not for me

- Southerners (24%) are least likely to agree
- Those age 45-54 (32%) are less likely to agree than those age 55-64 (42%)
- Those with a graduate degree (47%) are more likely to agree than those with a Bachelor's (33%) or a HS degree or less (34%)
- Christians (31%) are less likely to agree than Other Religions (57%) and Nonreligious (44%)
- Protestants (26%) are less likely to agree than Catholics (43%)
- Evangelicals are less likely to agree (25% v 40%)

When I see the name Pentecostal in the name of a church, I assume it is not for me

- Westerners (52%) are more likely to agree than Northeasterners (41%) and Southerners (41%)
- Those age 35-44 (37%) are less likely to agree than those age 18-24 (49%) and 25-34 (52%)
- Those age 45-54 (41%) are less likely to agree than those age 25-34 (52%)
- African Americans (29%) are less likely to agree than Whites (48%) and Hispanics (42%)
- Those with a graduate degree (57%) are more likely to agree than those with a HS degree or less (40%)
- Christians (43%) and Nonreligious (48%) are less likely to agree than Other Religions (61%)
- Evangelicals are less likely to agree (37% v 48%)

When I see the name Presbyterian in the name of a church, I assume it is not for me

- Midwesterners (50%) are more likely to agree than Northeasterners (37%) and Southerners (34%)
- Southerners (34%) are less likely to agree than Westerners (45%)
- Those age 18-24 (51%) are more likely to agree than those age 35-44 (37%), 45-54 (35%), and 65+ (38%)
- Christians (36%) are less likely to agree than Other Religions (51%) and Nonreligious (45%)
- Protestants (32%) are less likely to agree than Catholics (44%)
- Evangelicals are less likely to agree (33% v 43%)

When I see the name Lutheran in the name of a church, I assume it is not for me

- Northeasterners (31%) are least likely to agree
- Those age 18-24 (52%) and 25-34 (49%) are more likely to agree than those age 35-44 (34%), 45-54 (38%), and 65+ (37%)

When I see the name Non-denominational in the name of a church, I assume it is not for me

- Midwesterners (51%) are most likely to agree
- Those age 18-24 (48%) are more likely to agree than those age 35-44 (36%), 45-54 (33%), and 65+ (35%)
- Hispanics (50%) are more likely to agree than Whites (34%) and African Americans (33%)
- Those with a HS degree or less (42%) are more likely to agree than those with some college (34%) or a Bachelor's (29%)
- Those with a graduate degree (44%) are more likely to agree than those with a Bachelor's (29%)
- Christians (33%) are less likely to agree than Other Religions (50%) and Nonreligious (42%)
- Protestants (26%) are less likely to agree than Catholics (48%)
- Evangelicals are less likely to agree (26% v 41%)

When I see the name Southern Baptist in the name of a church, I assume it is not for me

- Southerners (28%) are least likely to agree
- Those age 25-34 (46%) are more likely to agree than those age 35-44 (34%)
- Whites (40%) are more likely to agree than African Americans (29%)
- Those with a graduate degree (53%) are more likely to agree than those with a Bachelor's (40%) or a HS degree or less (35%)
- Christians (36%) are less likely to agree than Other Religions (52%) and Nonreligious (46%)
- Protestants (30%) are less likely to agree than Catholics (50%)
- Evangelicals are less likely to agree (25% v 45%)

When I see the name Assemblies of God in the name of a church, I assume it is not for me

- Southerners (36%) are less likely to agree than Midwesterners (45%) and Westerners (47%)
- Northeasterners (36%) are less likely to agree than Westerners (47%)
- Those age 18-24 (43%), 25-34 (46%), and 55-64 (46%) are more likely to agree than those age 35-44 (32%)
- Whites (43%) are more likely to agree than African Americans (28%)
- Those with a graduate degree (55%) are more likely to agree than those with a some college (40%) or a HS degree or less (35%)
- Those with a Bachelor's (45%) are more likely to agree than those with a HS degree or less (35%)
- Protestants (33%) are less likely to agree than Catholics (52%)
- Evangelicals are less likely to agree (29% v 45%)
- Those attending once or twice a month (48%) are more likely to agree than those attending at least about once a week (38%) and those attending only on religious holidays (29%)

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- **For each of the following denominations or faith groups please indicate if your impression is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion**

Catholic

- Southerners (53%) are less likely to select “Favorable” than Midwesterners (65%)
- Those age 65+ are least likely to select “Unfavorable” (13%)
- African Americans (46%) are less likely to select “Favorable” than Whites (58%) and Hispanics (65%)
- Whites (24%) are more likely to select “Unfavorable” than Hispanics (16%)
- Those with a HS degree or less are least likely to select “Favorable” (48%)
- Nonreligious (41%) are least likely to select “Favorable”
- Christians (20%) are less likely to select “Unfavorable” than Nonreligious (31%)

Catholic (cont)

- Compared to Catholics, Protestants are less likely to select “Favorable” (51% v 89%)
- Evangelicals are less likely to select “Favorable” (48% v 60%)
- Those attending only on religious holidays (76%) are most likely to select “Favorable” (48%)
- Those attending once or twice a month (62%) are more likely to select “Favorable” (48%) than those rarely or never attending (51%)

Methodist

- Southerners (56%) and Northeasterners (61%) are more likely to select “Favorable” than Midwesterners (44%) and Westerners (41%)
- Those age 18-24 (33%) and 25-34 (35%) are least likely to select “Favorable”
- African Americans (46%) and Hispanics (37%) are less likely to select “Favorable” than Whites (59%)
- Those with a HS degree or less are least likely to select “Favorable” (44%)
- Nonreligious (31%) and Other Religions (40%) are less likely to select “Favorable” than Christians (60%)

Methodist (cont)

- Compared to Catholics, Protestants are more likely to select “Favorable” (63% v 52%)
- Evangelicals are more likely to select “Favorable” (65% v 47%)
- Those attending at least about once a week (59%) are more likely to select “Favorable” than those attending only on religious holidays (44%) and those rarely or never attending (45%)
- Those attending once or twice a month (57%) are more likely to select “Favorable” than those rarely or never attending (45%)

Baptist

- Southerners (73%) are most likely to select “Favorable”
- Northeasterners (59%) are more likely to select “Favorable” than Westerners (49%)
- Those age 18-24 (52%) and 25-34 (49%) are least likely to select “Favorable”
- Hispanics (47%) are less likely to select “Favorable” than African Americans (73%) and Whites (64%)
- Those with a HS degree or less (56%) are less likely to select “Favorable” than those with some college (64%) or a Bachelor’s (69%)
- Nonreligious (38%) and Other Religions (43%) are less likely to select “Favorable” than Christians (71%)
- Compared to Catholics, Protestants are more likely to select “Favorable” (79% v 53%)
- Evangelicals are more likely to select “Favorable” (83% v 53%)
- Those rarely or never attending (50%) are least likely to select “Favorable”

Pentecostal

- Southerners (44%) are more likely to select “Favorable” than Northeasterners (34%) and Westerners (31%)
- Midwesterners (42%) are more likely to select “Favorable” than Westerners (31%)
- Those age 18-24 (21%) and 25-34 (25%) are least likely to select “Favorable”
- African Americans (51%) are more likely to select “Favorable” than Whites (39%). Both are more likely than Hispanics (30%)
- Those with a HS degree or less (33%) are least likely to select “Favorable”
- Nonreligious (18%) and Other Religions (28%) are less likely to select “Favorable” than Christians (46%)

Pentecostal (cont)

- Compared to Catholics, Protestants are more likely to select “Favorable” (49% v 39%)
- Evangelicals are more likely to select “Favorable” (60% v 30%)
- Those attending at least about once a week (52%) are most likely to select “Favorable”
- Those attending once or twice a month (40%) are more likely to select “Favorable” than those rarely or never attending (26%)

Presbyterian

- Northeasterners (49%) and Southerners (51%) are more likely to select “Favorable” than Westerners (38%)
- Midwesterners (28%) are more likely to select “Unfavorable” than Northeasterners (19%) and Southerners (19%)
- Those age 18-24 (19%) and 25-34 (29%) are least likely to select “Favorable”
- Those age 35-44 (48%) are less likely to select “Favorable” than those age 55-64 (60%)
- Whites (52%) and African Americans (43%) are more likely to select “Favorable” than Hispanics (31%)
- Those with a HS degree or less (36%) are least likely to select “Favorable”
- Those with some college (49%) are less likely to select “Favorable” than those with a Bachelor’s (60%)
- Nonreligious (27%) and Other Religions (34%) are less likely to select “Favorable” than Christians (54%)

Presbyterian (cont)

- Compared to Catholics, Protestants are more likely to select “Favorable” (57% v 48%)
- Evangelicals are more likely to select “Favorable” (59% v 41%)
- Those attending at least about once a week (53%) are more likely to select “Favorable” than those rarely or never attending (38%)

Lutheran

- Northeasterners (59%) are most likely to select “Favorable”
- Those age 18-24 (27%) and 25-34 (33%) are least likely to select “Favorable”
- Those age 35-44 (48%) are less likely to select “Favorable” than those age 55-64 (59%)
- Whites (53%) are more likely to select “Favorable” than Hispanics (35%) and African Americans (30%)
- Those with a HS degree or less (35%) are least likely to select “Favorable”, followed by those with some college (46%)
- Nonreligious (33%) and Other Religions (37%) are less likely to select “Favorable” than Christians (51%)
- Evangelicals are more likely to select “Favorable” (51% v 44%)
- Those attending at least about once a week (48%) and once or twice a month (53%) are more likely to select “Favorable” than those rarely or never attending (40%)

Non-denominational

- Women are more likely to select “Favorable” (57% v 49%)
- Northeasterners (58%) and Southerners (58%) are more likely to select “Favorable” than Midwesterners (44%) and Westerners (46%)
- Those age 18-24 (28%) are least likely to select “Favorable”
- Those age 25-34 (49%) are less likely to select “Favorable” than those age 55-64 (63%)
- Whites (60%) are more likely to select “Favorable” than Hispanics (38%) and African Americans (47%)
- Those with a HS degree or less (44%) are least likely to select “Favorable”
- Those with some college (56%) are less likely to select “Favorable” than those with a Bachelor’s (68%)
- Nonreligious (36%) and Other Religions (46%) are less likely to select “Favorable” than Christians (60%)

Non-denominational (cont)

- Protestants (67%) are more likely to select “Favorable” than Catholics (46%)
- Evangelicals are more likely to select “Favorable” (69% v 47%)
- Those attending at least about once a week (59%) and once or twice a month (58%) are more likely to select “Favorable” than those rarely or never attending (47%)

Southern Baptist

- Southerners (63%) are most likely to select “Favorable”
- Those age 18-24 (32%) and 25-34 (37%) are least likely to select “Favorable”
- Hispanics (36%) are less likely to select “Favorable” than African Americans (57%) and Whites (53%)
- Those with a HS degree or less (45%) are less likely to select “Favorable” than those with a Bachelor’s (57%)
- Nonreligious (32%) and Other Religions (32%) are less likely to select “Favorable” than Christians (58%)
- Compared to Catholics, Protestants are more likely to select “Favorable” (65% v 45%)
- Evangelicals are more likely to select “Favorable” (71% v 41%)
- Those attending at least about once a week (57%) and once or twice a month (53%) are more likely to select “Favorable” than those rarely or never attending (41%)

Assemblies of God

- Those age 18-24 (36%) and 25-34 (38%) are less likely to select “Favorable” than those age 45-54 (48%) and 65+ (52%)
- African Americans (15%) are less likely to select “Unfavorable” than Whites (24%)
- Nonreligious (28%) are less likely to select “Favorable” than Christians (50%) and Other Religions (40%)
- Compared to Catholics, Protestants are more likely to select “Favorable” (53% v 43%)
- Evangelicals are more likely to select “Favorable” (62% v 38%)
- Those rarely or never attending (35%) are least likely to select “Favorable”

American Perceptions of Denominations

Phone Survey of 1,000 Americans