

American Views on the Super Bowl

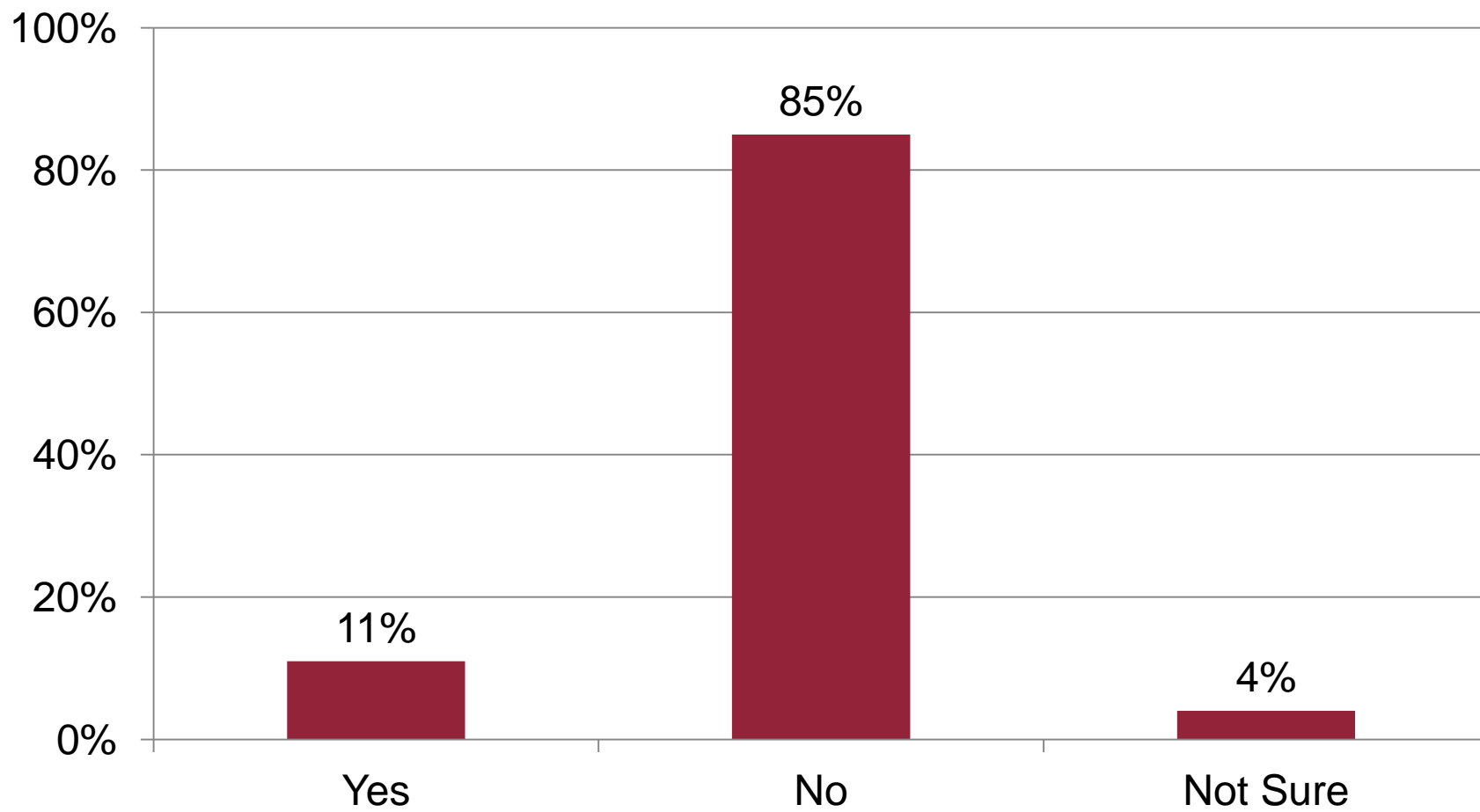
Phone Survey of 1,000 Americans

Methodology

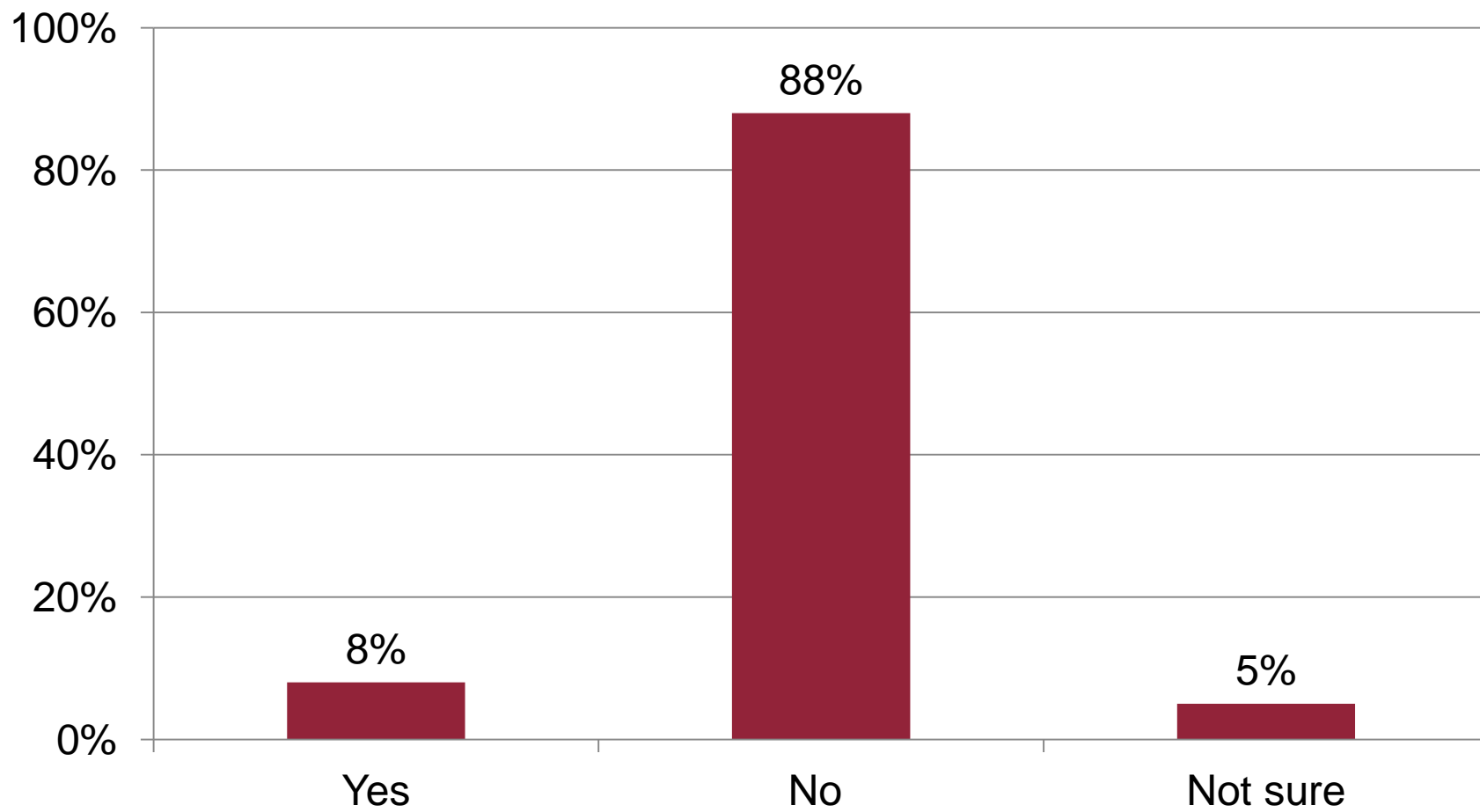
- ❑ The phone survey of Americans was conducted September 14-28, 2015
- ❑ The calling utilized Random Digit Dialing. 50% of completes were among landlines and 50% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ The completed sample is 1,000 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.6\%$
- ❑ Margins of error are higher in sub-groups

Survey Responses

85% of Americans do not believe that God determines the winner of the Super Bowl



88% of Americans believe God does not care who wins the Super Bowl



Significant Differences

Gender

Region

Age

Ethnicity

Education Level

Religious Preference

Catholic/Protestant

Self-Identified Evangelical Protestant

Evangelical Beliefs

Religious Service Attendance

Significant Statistical Differences

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

Gender	Region	Age	Ethnicity	Education Level
Male	Northeast	18-24	White	High school graduate or less
Female	Midwest	25-34	African American	Some college
	South	35-44	Hispanic	College graduate
	West	45-54	Other Ethnicities	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 religious preference, denomination, Self-identified evangelical Protestant, Evangelical Beliefs, and religious service attendance.

Religious Preference	Denomination	Self-Identified Evangelical Protestant	Evangelical Beliefs	Religious Service Attendance
Christian*	Protestant / Nondenominational	Yes	Yes	Once a week or more
Other Religions	Catholic	No / not sure	No	Once or twice a month
Nonreligious**				Only on religious holidays
				Rarely or never

*includes Catholic, Protestant, Nondenominational, and Orthodox

**includes Atheist, Agnostic, and No Preference

Evangelical Beliefs

- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

“Does God determine winners and losers in the Super Bowl?”

- Those age 25-34 (14%) are more likely to select “Yes” than those 45-54 (7%)
- Those age 45-54 (90%) are more likely to select “No” than those 25-34 (83%) and 65+ (80%)
- Whites (88%) are more likely to select “No” than African Americans (77%)
- Those with a graduate degree (15%) are more likely to select “Yes” than those with some college (7%)
- Other Religions (18%) are more likely to select “Yes” than Nonreligious (8%)
- Catholics (91%) are more likely to select “No” than Protestants (84%)
- Self-identified Evangelicals are more likely to select “Yes” (15% v. 9%) and less likely to select “No” (81% v. 87%)
- Those with Evangelical Beliefs are more likely to select “Yes” (16% v. 8%) and less likely to select “No” (79% v. 89%)
- Those who attend a religious service once a week or more (13%) are more likely to select “Yes” than those who rarely or never attend (8%)

“Does God care who wins the Super Bowl?”

- Those age 25-34 are the most likely to select “Yes” (16%)
- Those age 45-54 (93%) are more likely to select “No” than those 25-34 (81%) and 65+ (86%)
- Those age 18-24 (93%) are more likely to select “No” than those 25-34 (81%)
- Other Ethnicities (18%) are more likely to select “Yes” than Whites (6%) and African Americans (6%)
- Those who are high school graduates or less (9%) or have a graduate degree (13%) are more likely to select “Yes” than those with some college (4%)
- Those with some college (91%) are more likely to select “No” than those with a graduate degree (81%)
- Christians (89%) are more likely to select “No” than Other Religions (79%)
- Those with Evangelical Beliefs are less likely to select “No” (83% v 90%) and more likely to select “Not sure” (7% v 3%)
- Those who attend a religious service once a week or more (10%) are more likely to select “Yes” than those who attend once or twice a month (3%)
- Those who attend a religious service once a week or more are the least likely to select “No” (84%)

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