

# American Views on Candidate Endorsements and Tax Exemption

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Phone Survey of 1,000 Americans

# Methodology

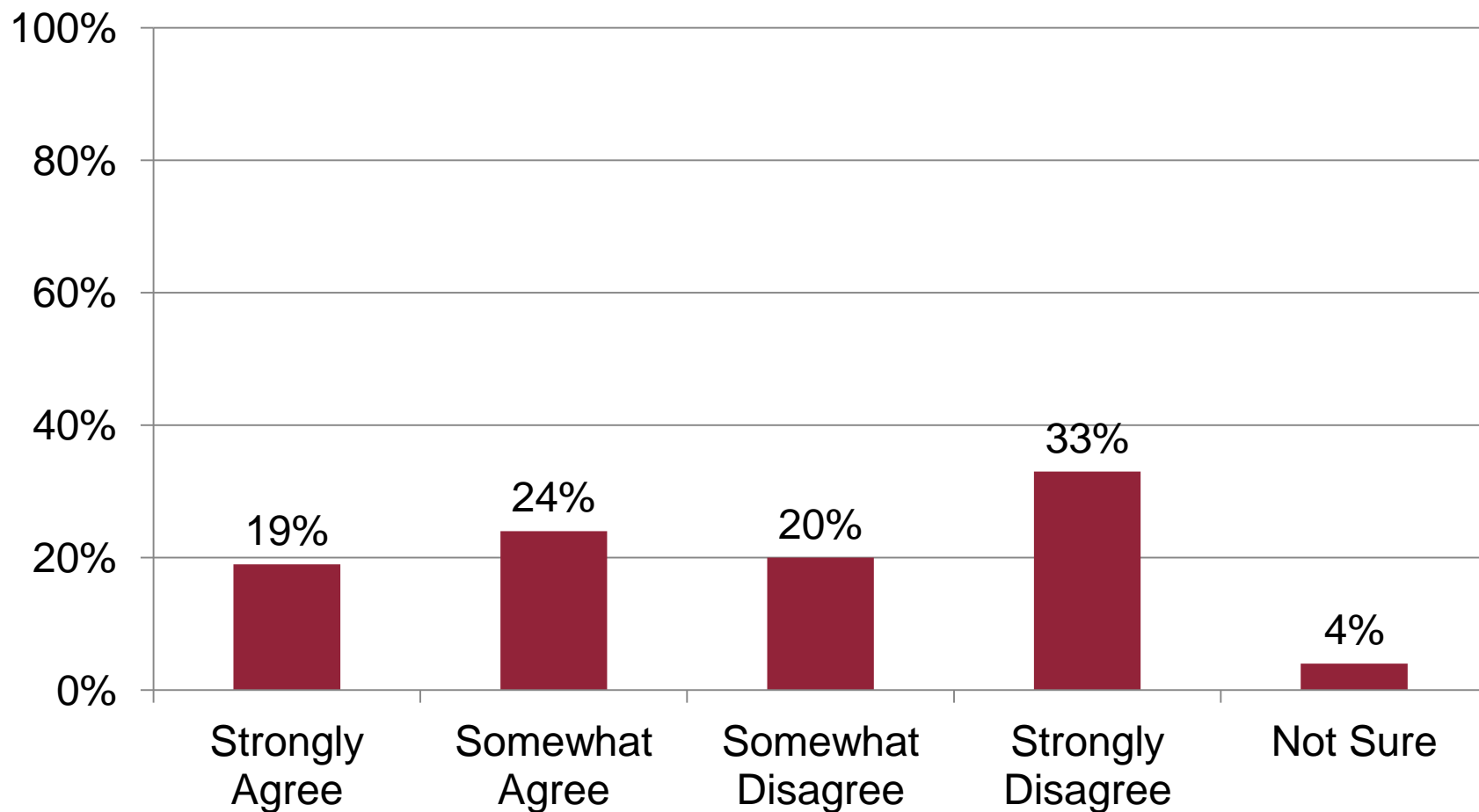
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- ❑ The phone survey of Americans was conducted September 14-28, 2015
- ❑ The calling utilized Random Digit Dialing. 50% of completes were among landlines and 50% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, 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
- ❑ Comparisons are also made to a LifeWay Research telephone survey of Americans June 12-14, 2008 using randomly dialed listed landlines.

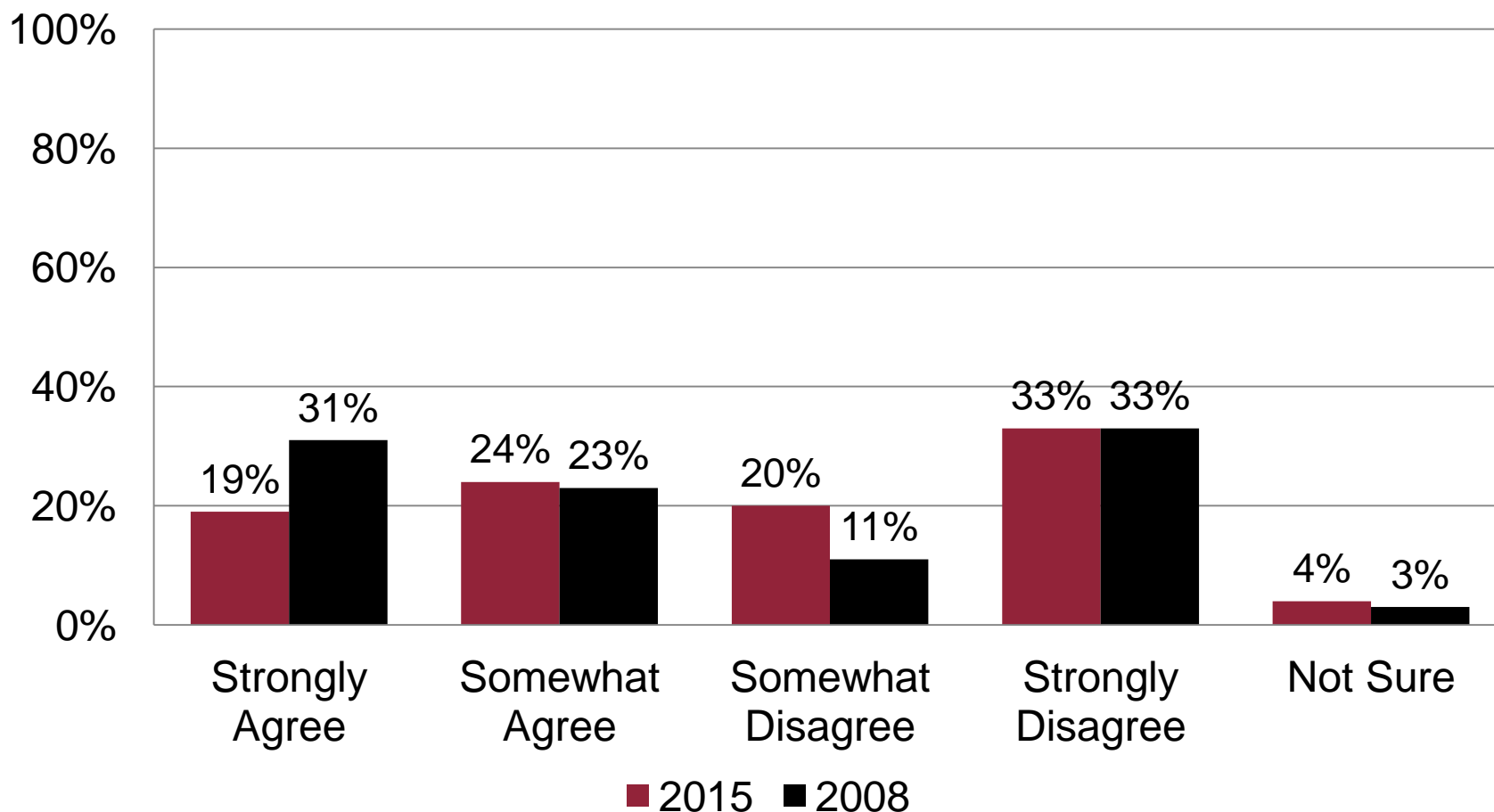
# Survey Responses

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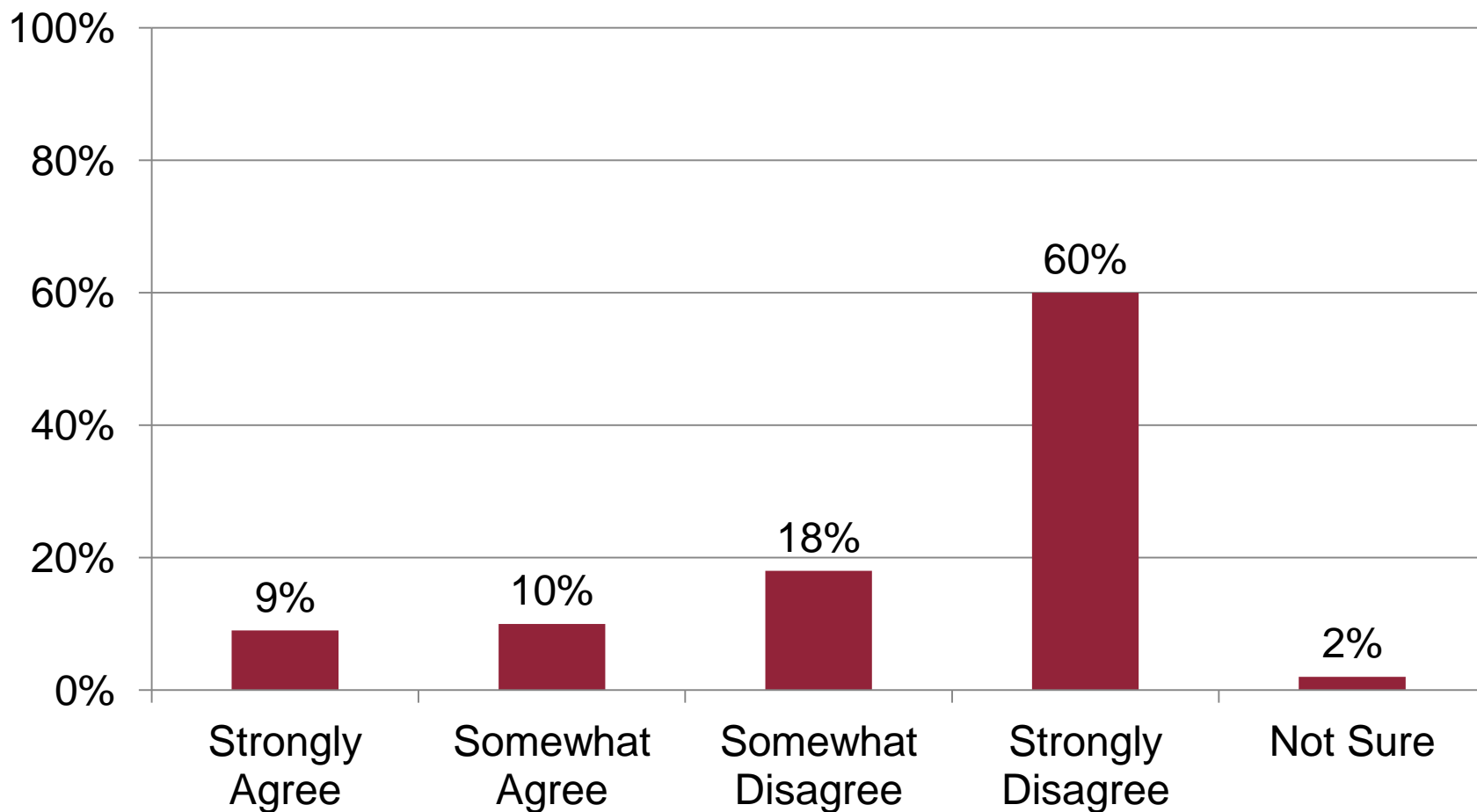
# 43% believe it is appropriate for pastors to endorse candidates for public office outside their church role



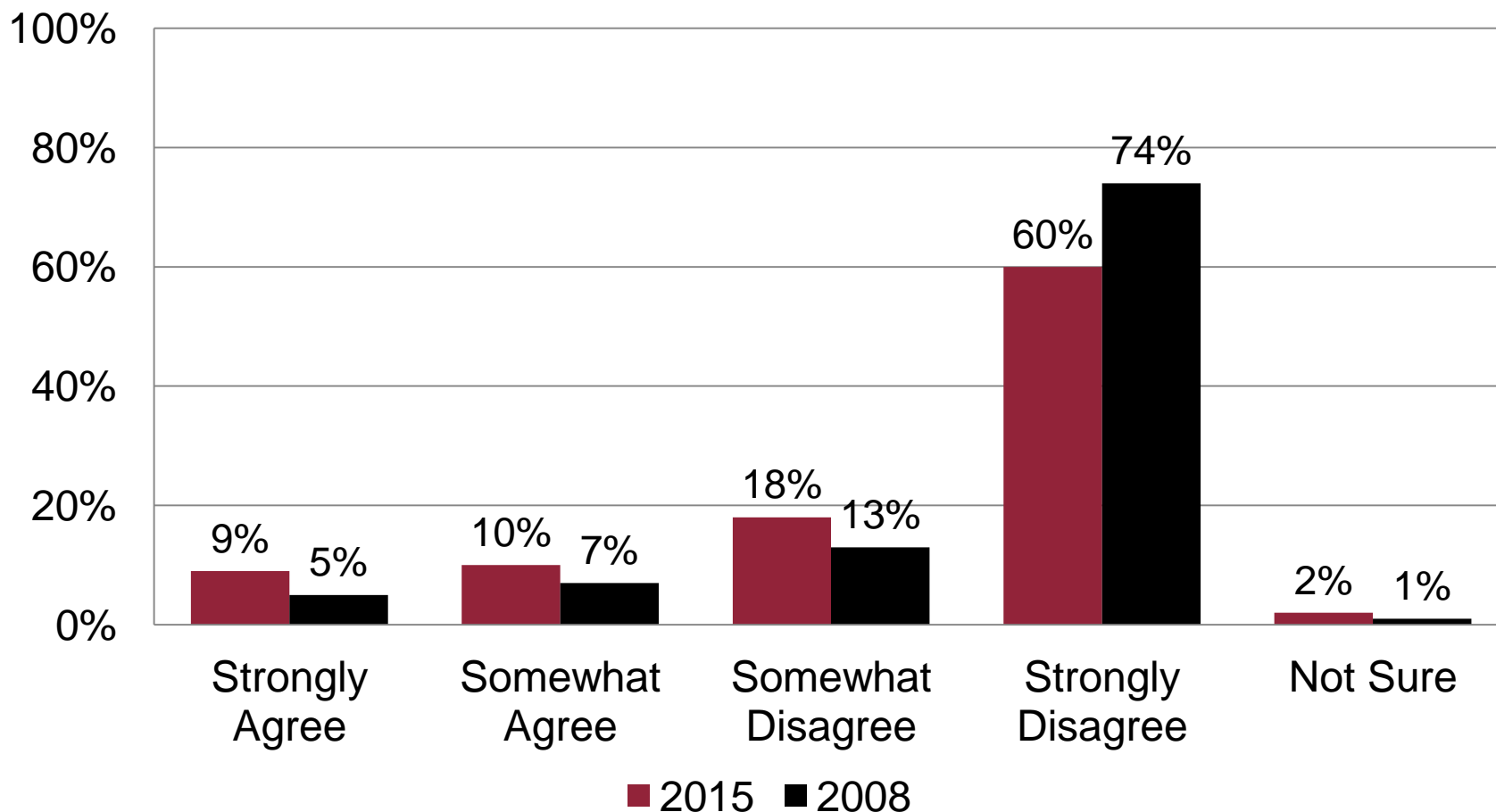
# “I believe it is appropriate for pastors to personally endorse candidates for public office, but only outside of their church role.”



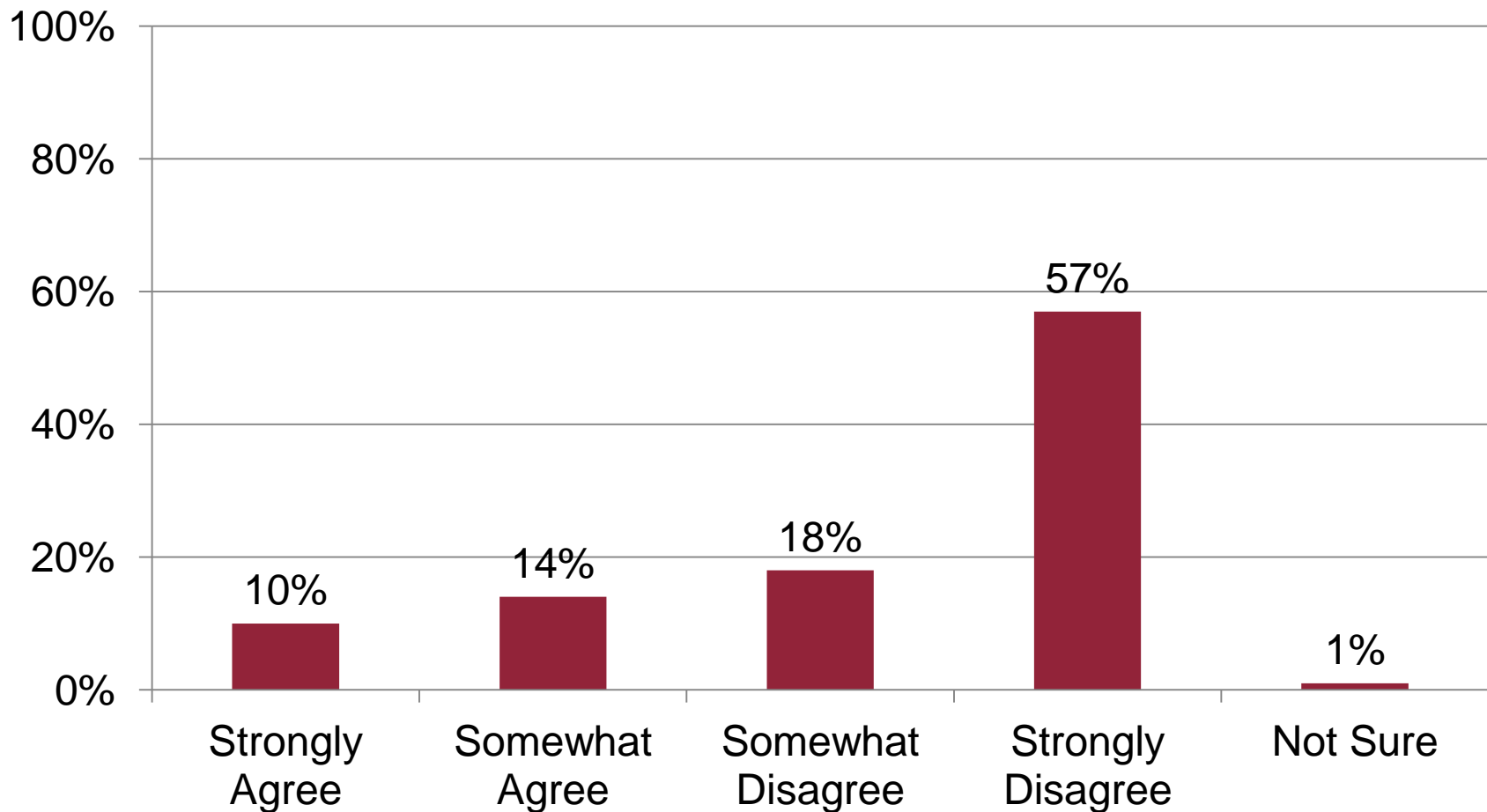
# 79% do not believe it is appropriate for pastors to endorse candidates during a church service



# “I believe it is appropriate for pastors to personally endorse candidates for public office during a church service.”

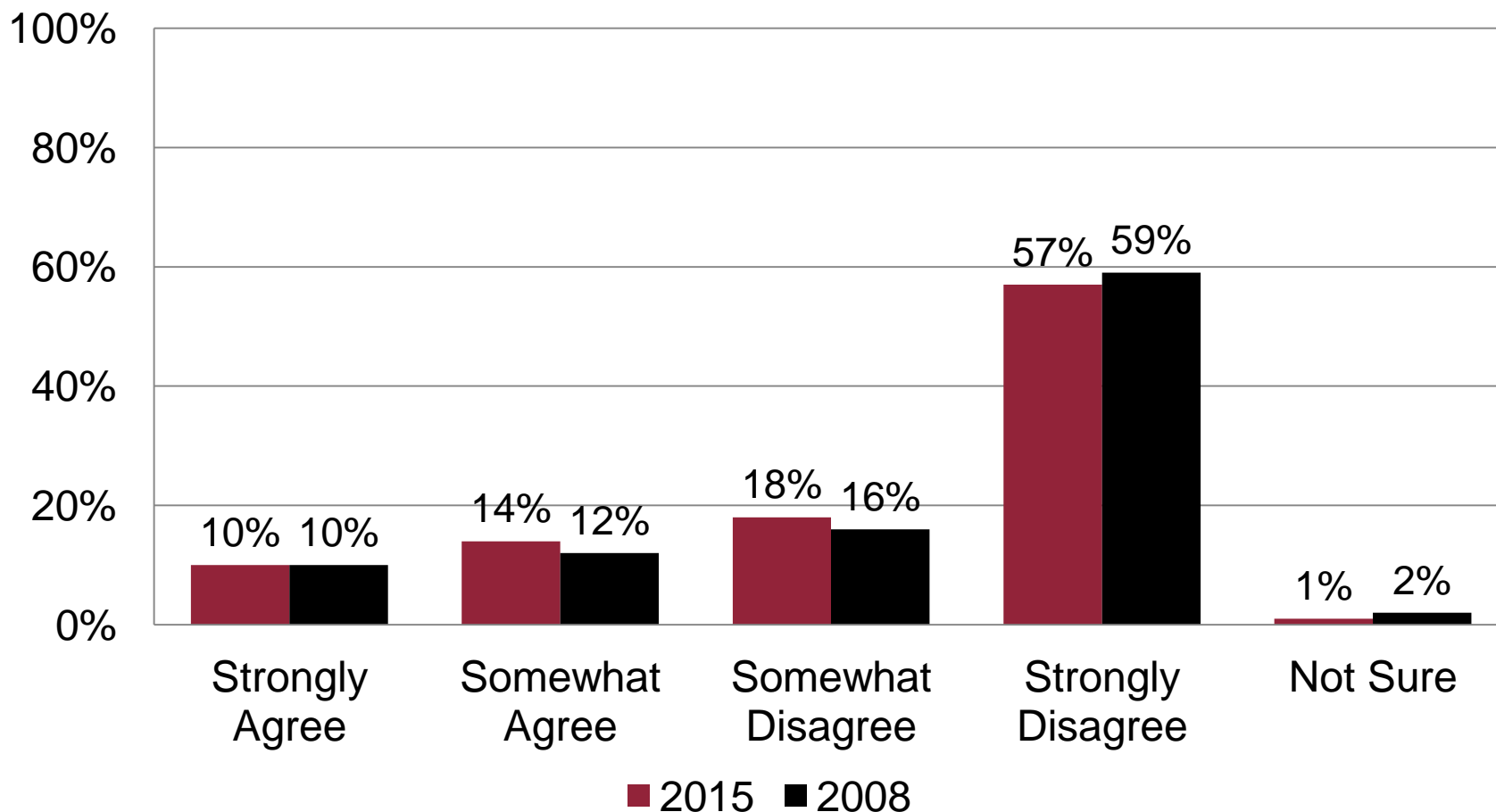


# 75% of Americans do not believe it is appropriate for churches to publicly endorse candidates for public office

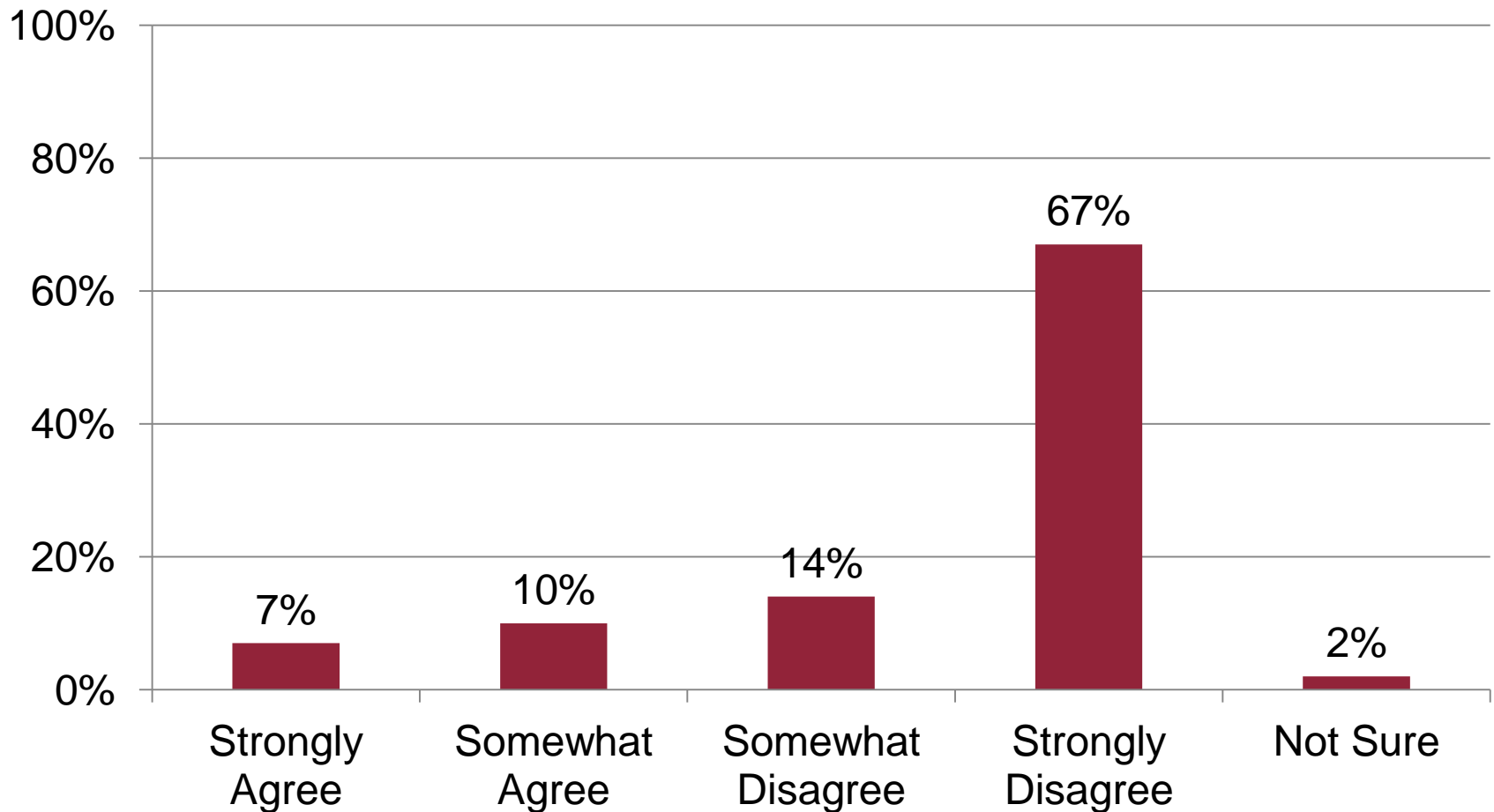




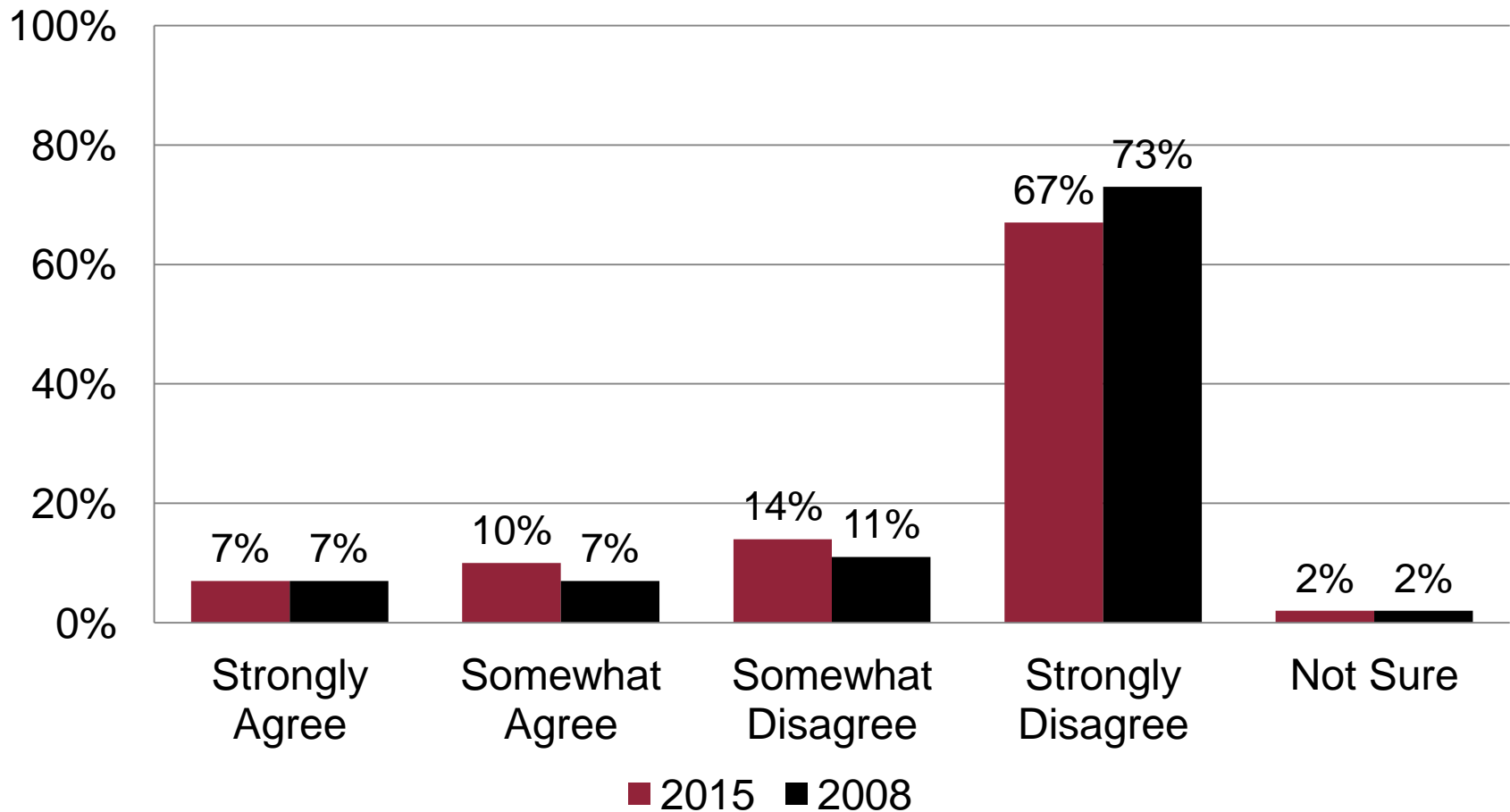
# “I believe it is appropriate for churches to publicly endorse candidates for public office.”



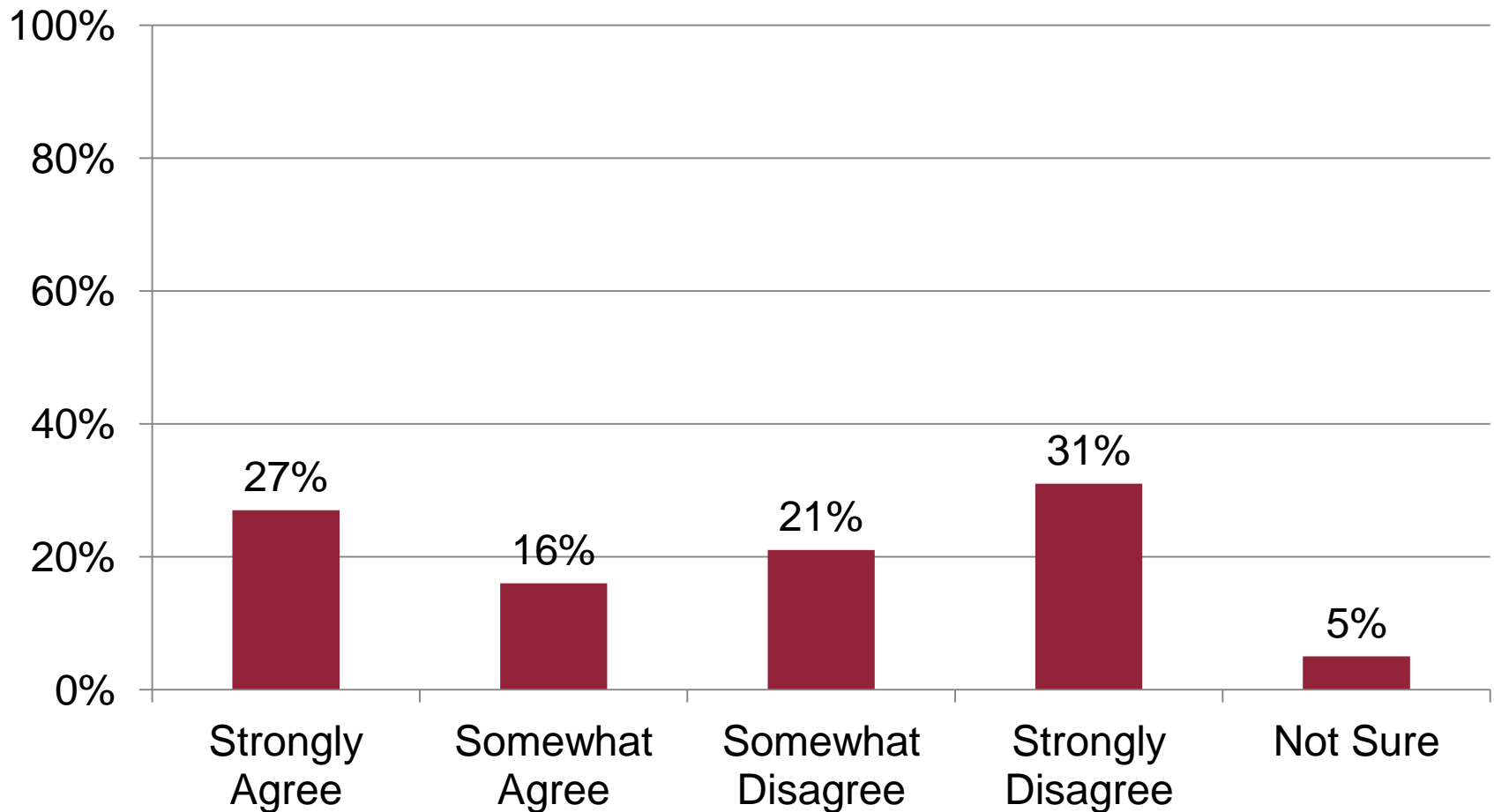
# 81% do *not* believe it is appropriate for churches to use their resources to campaign for candidates



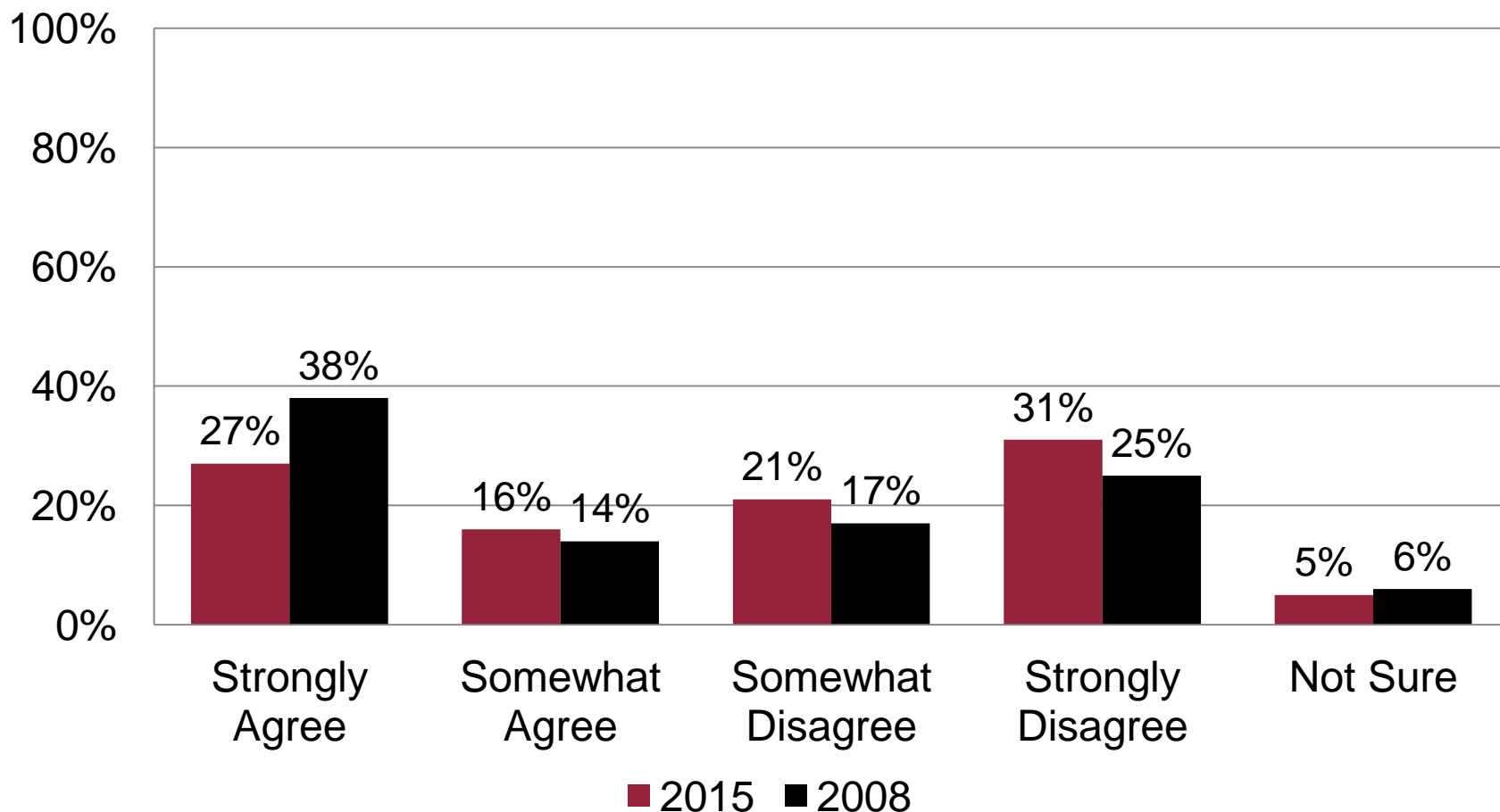
# “I believe it is appropriate for churches to use their resources to campaign for candidates for public office.”



# 42% believe that churches who publicly endorse candidates should lose their tax exemption status



# “I believe that churches who publicly endorse candidates for public office should lose their tax exemption.”



# Significant Differences

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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 (Bachelor's degree)
	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 Protestants, 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

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- 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

# **“I believe it is appropriate for pastors to personally endorse candidates for public office, but only outside of their church role.”**

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- Those age 45-54 (47%) and 55-64 (49%) are more likely to Agree than those 25-34 (37%) and 35-44 (36%)
- Those with some college (50%) are more likely to Agree than those who are high school graduates or less (37%)
- Those who rarely or never attend a religious service (57%) are the more likely to Disagree than those who attend once a week or more (50%)

# “I believe it is appropriate for pastors to personally endorse candidates for public office during a church service.”

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- Those age 18-24 (25%), 25-34 (20%), and 55-64 (22%) are more likely to Agree than those 45-54 (12%)
- Whites are the least likely to Agree (14%)
- Those who are high school graduates or less (24%) are more likely to Agree than those with some college (16%) or who are college graduates (14%)
- Protestants (20%) are more likely to Agree than Catholics (13%)
- Self-Identified Evangelical Protestants are more likely to Agree (27% v. 16%)
- Those with Evangelical Beliefs are more likely to Agree (25% v. 16%)
- Those who attend a religious service once a week or more (22%) are more likely to Agree than those who attend once or twice a month (14%)

## **“I believe it is appropriate for churches to publicly endorse candidates for public office.”**

- Those age 18-24 (29%), 25-34 (26%), 35-44 (26%), and 55-64 (27%) are more likely to Agree than those 45-54 (15%)
- Protestants (27%) are more likely to Agree than Catholics (18%)
- Self-Identified Evangelical Protestants are more likely to Agree (33 v. 20%)
- Those with Evangelical Beliefs are more likely to Agree (29% v. 21%)
- Those who attend once a religious service once a week or more (29%) are more likely to Agree than those who rarely or never (18%)

# “I believe it is appropriate for churches to use their resources to campaign for candidates for public office.”

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- Those age 18-24 (22%) and 25-34 (20%) are more likely to Agree than those 45-54 (12%)
- Those age 45-54 (87%) are more likely to Disagree than those 18-24 (78%), 25-34 (79%), 35-44 (78%), and 55-64 (78%)
- African Americans (26%) and Hispanics (25%) are more likely to Agree than Whites (14%)
- Those who are high school graduates or less are the most likely to Agree (22%)
- Protestants (18%) are more likely to Agree than Catholics (8%)
- Self-Identified Evangelical Protestants are more likely to Agree (22% v. 15%)
- Those with Evangelical Beliefs are more likely to Agree (21% v. 15%)
- Those who rarely or never attend a religious service (84%) are more likely to Disagree attend once a week or more (78%)

# “I believe that churches who publicly endorse candidates for public office should lose their tax exemption.”

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- Men (47%) are more likely to Agree than Women (38%)
- Those in the Northeast (46%) and West (48%) are more likely to Agree than those in the South (37%)
- Those age 18-24 (52%) are more likely to Agree than those 25-34 (37%) and 55-64 (38%)
- Those age 25-34 (58%) are more likely to Disagree than those 65+ (47%)
- African Americans (64%) are more likely to Disagree than Whites (50%) and Other Ethnicities (39%)
- Hispanics (57%) are more likely to Disagree than Other Ethnicities (39%)
- Those with some college (48%) are more likely to Agree than those who are high school graduates or less (40%) or are college graduates (37%)
- Other Religions (56%) and Nonreligious (53%) are more likely to Agree than Christians (37%)
- Self-Identified Evangelical Protestants are less likely to Agree (31% v. 47%)
- Those with Evangelical Beliefs are less likely to Agree (33% v 47%)

# “I believe that churches who publicly endorse candidates for public office should lose their tax exemption.” continued

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- Those who attend a religious service only on religious holidays (56%) and those who rarely or never attend (52%) are more likely to Agree than those who attend once a week or more (35%) and once or twice a month (35%)

# American Views on Candidate Endorsements and Tax Exemption

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Phone Survey of 1,000 Americans