American Views on Healthy Conversations Regarding Challenges Facing Society

Representative Survey of 1,000 Americans



Biblical Solutions for Life

Methodology

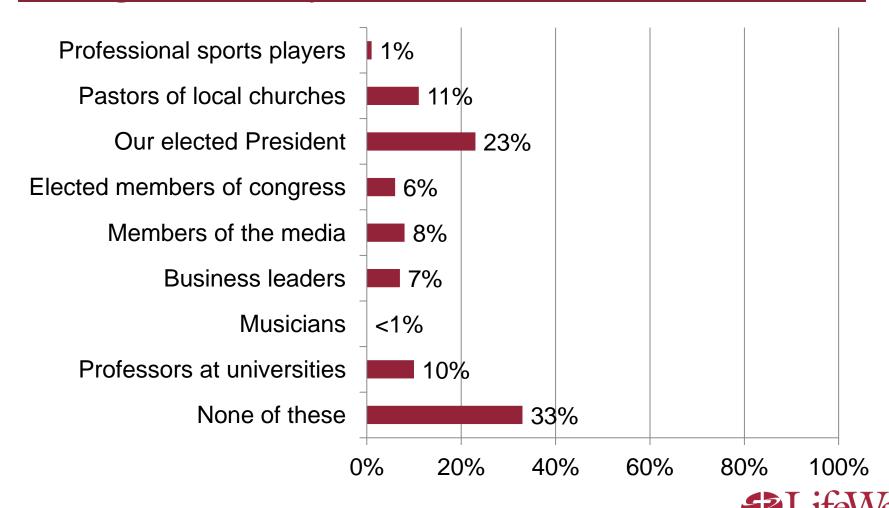
LifeWay Research conducted the study Sept. 27 – Oct. 1, 2016. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection.

Sample stratification and weights were used for gender, age, race/ethnicity, region, metro/non-metro, education, and income to reflect the most recent US Census data. The completed sample is 1,000 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percent. Margins of error are higher in sub-groups.

Survey Responses



Less than 1 out of 4 Americans say the Office of the U.S. President is in the best position to generate healthy conversation on challenges facing our society



Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Religious Preference
Denomination
Evangelical Beliefs
Religious Service Attendance



Significant Statistical Differences

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

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-24	White, Non- Hispanic	High School graduate or less
Female	Midwest	25-34	Black, Non- Hispanic	Some college
	South	35-44	Hispanic	Bachelor's Degree
	West	45-54	Other Ethnicities	Graduate Degree
		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 religious preference, denomination, Evangelical Beliefs, and religious service attendance.

Religious Preference	Denomination	Evangelical Beliefs	Religious Service Attendance
Christian*	Catholic	Yes	Attending at least once a month
Other Religions	Protestant Christian	No	Attending less than once a month
No religion			



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



"In America today, who is in the best position to generate a healthy conversation on <u>challenges</u> facing our society?"

- Females (10%) are more likely to select "Members of the media" than males (5%)
- Those in the South (25%) are more likely to select "Our elected President" than those in the Midwest (18%)
- Those in the Northeast (11%) are more likely to select "Members of the media" than those in the South (5%)
- Those age 55-64 (17%) are more likely to select "Pastors of local churches" than those 18-24 (7%), 25-34 (6%), and 65+ (10%)
- Those age 65+ (32%) are more likely to select "Our elected President" than those 35-44 (20%), 45-54 (19%), and 55-64 (20%)
- Those age 18-24 (12%) and 25-34 (13%) are more likely to select "Members of the media" than those 35-44 (5%), 45-54 (5%), and 65+ (3%)
- Those age 45-54 (9%) and 55-64 (9%) are more likely to select "Business leaders" than those 25-34 (3%)
- Those age 18-24 (18%) and 35-44 (14%) are more likely to select "Professors at universities" than those 25-34 (7%), 55-64 (6%), and 65+ (8%)



"In America today, who is in the best position to generate a healthy conversation on <u>challenges</u> facing our society?" (continued)

- Black, Non-Hispanics are the most likely ethnic group to select "Pastors of local churches" (21%)
- Black, Non-Hispanics are the most likely ethnic group to select "Our elected President" (37%)
- Hispanics are the least likely ethnic group to select "Members of the media"
 (3%)
- Other Ethnicities (11%) are more likely to select "Business leaders" than Black, Non-Hispanics (3%) and Hispanics (4%)
- Hispanics (16%) and Other Ethnicities (17%) are more likely to select "Professors at universities" than White, Non-Hispanics (9%) and Black, Non-Hispanics (4%)
- Those who are high school graduates or less (26%) are more likely to select "Our elected President" than those with some college (19%)
- Those with a graduate degree (13%) are more likely to select "Members of the media" than those who are high school graduates or less (6%) or have some college (7%)
- Those who have some college (10%) are more likely to select "Business leaders" than those who are high school graduates or less (5%)

"In America today, who is in the best position to generate a healthy conversation on <u>challenges</u> facing our society?" (continued)

- Those with some college (13%) or a graduate degree (14%) are more likely to select "Professors at universities" than those who are high school graduates or less (6%)
- Christians (16%) are more likely to select "Pastors of local churches" than Other Religions (1%) and Nonreligious (2%)
- Other Religions (18%) and Nonreligious (15%) are more likely to select "Professors at universities" than Christians (7%)
- Protestant Christians (23%) are more likely to select "Pastors of local churches" than Catholics (7%)
- Those with Evangelical Beliefs (36%) are more likely to select "Pastors of local churches" than those without Evangelical Beliefs (6%)
- Those with Evangelical Beliefs (3%) are less likely to select "Members of the media" than those without Evangelical Beliefs (9%)
- Those with Evangelical Beliefs (3%) are less likely to select "Professors at universities" than those without Evangelical Beliefs (11%)



"In America today, who is in the best position to generate a healthy conversation on <u>challenges</u> facing our society?" (continued)

- Those who attend a religious service once a month or more (20%) are more likely to select "Pastors of local churches" than those who attend less than once a month (6%)
- Those who attend a religious service once a month or more (5%) are less likely to select "Members of the media" than those who attend less than once a month (9%)



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