

# Small Church Evangelism Frequencies

**Survey of 1,500 Pastors in Smaller  
Evangelical and Black Protestant Churches**

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For the Billy Graham Center for Evangelism,  
Wheaton College and the Caskey Center for  
Church Excellence, New Orleans Baptist  
Theological Seminary

# Methodology

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- ❑ The study was sponsored by the Billy Graham Center for Evangelism at Wheaton College and the Caskey Center for Church Excellence at New Orleans Baptist Theological Seminary
- ❑ Additional financial sponsorship was provided by Assemblies of God, Associate Reformed Presbyterian Church, Church of the Nazarene, Conservative Congregational Christian Conference, Converge Worldwide, Evangelical Covenant Church, Evangelical Free Church in America, The Foursquare Church, Missionary Church, Southern Baptist Convention, Vineyard USA, The Wesleyan Church
- ❑ The phone survey of pastors of churches in Evangelical and Black Protestant denominations was conducted March 16 – March 31, 2017
- ❑ The calling list was a random sample, stratified by church membership and denominational groups, drawn from a list of all Evangelical and Black Protestant churches
- ❑ Each interview was conducted with the senior pastor, minister or priest of the church called

# Methodology

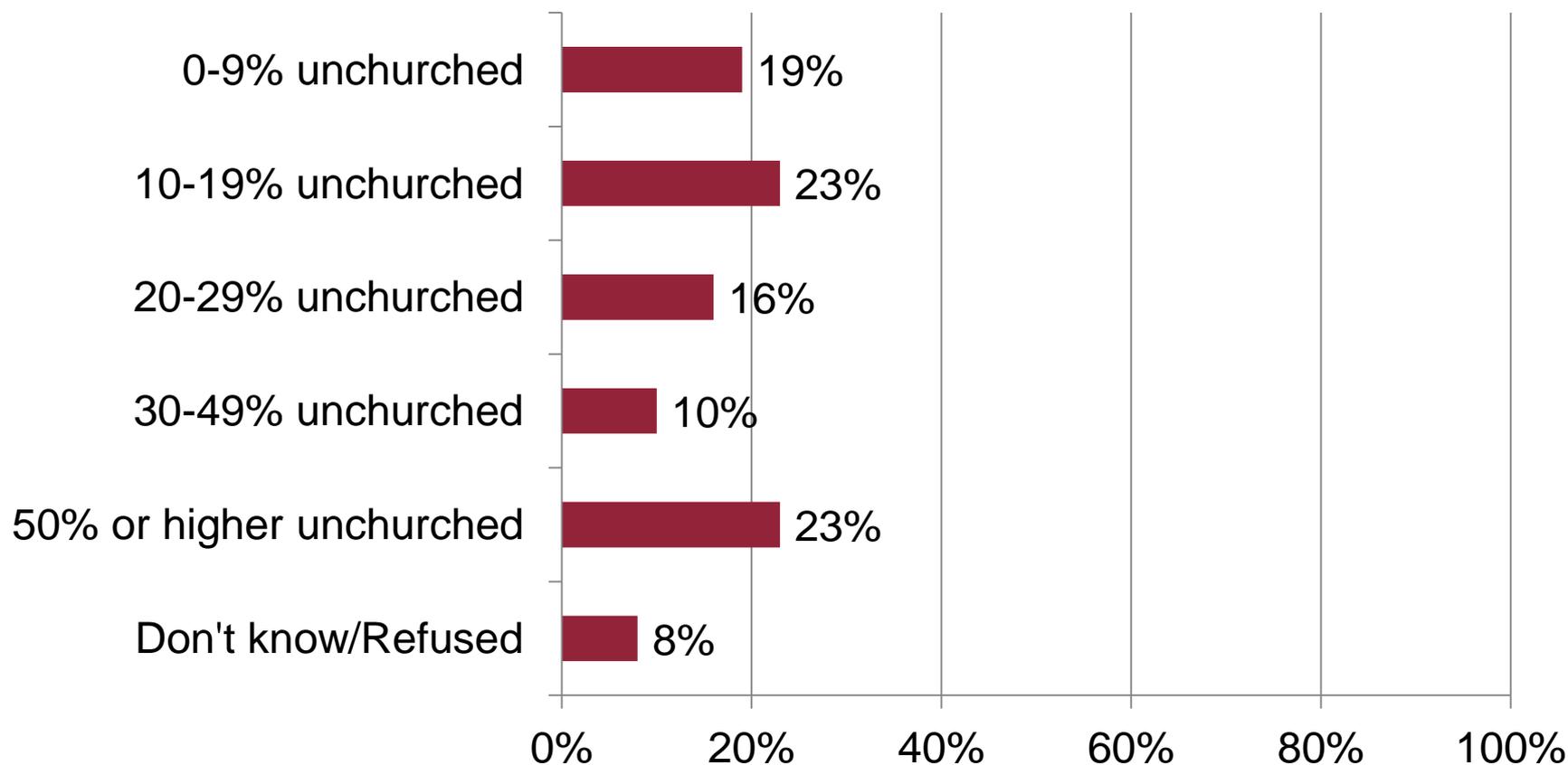
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- ❑ The completed sample is 1,500 surveys
- ❑ Responses were weighted by region and denominational group to more accurately reflect the population
- ❑ The sample provides 95% confidence that the sampling error from the online panel does not exceed  $\pm 2.7\%$  (This margin of error accounts for the effect of weighting)
- ❑ Margins of error are higher in sub-groups

# Survey Responses

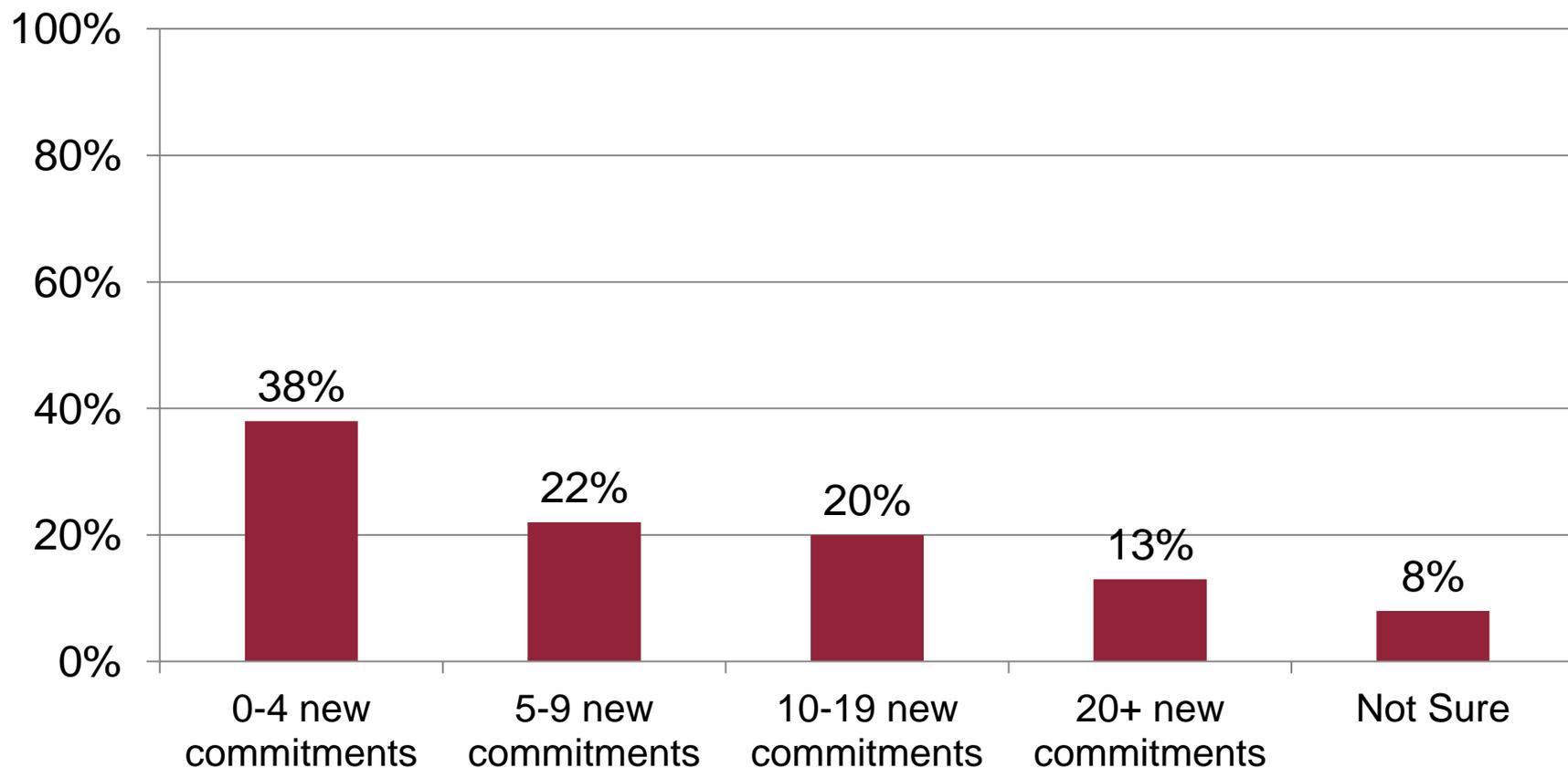
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**“Among the new people who have begun to attend your church over the last 5 years, please estimate the percentage of newcomers who were people who did not go to church.”**



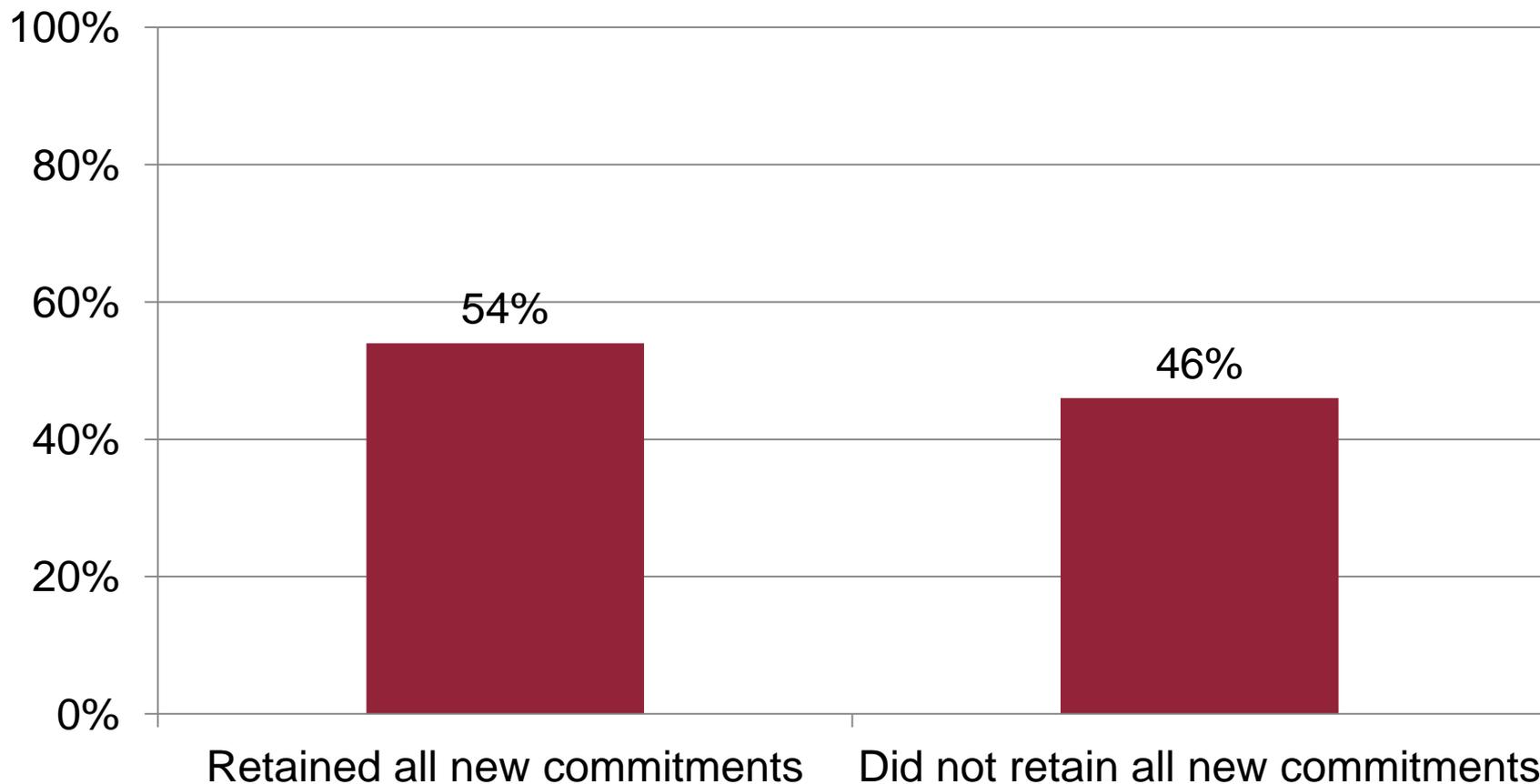
Q7 “Among the new people who have begun to attend your church over the last 5 years, please estimate the percentage of newcomers who were people who did not go to church.”

# Each year, smaller Protestant churches have a mean of 12 new commitments, median of 5

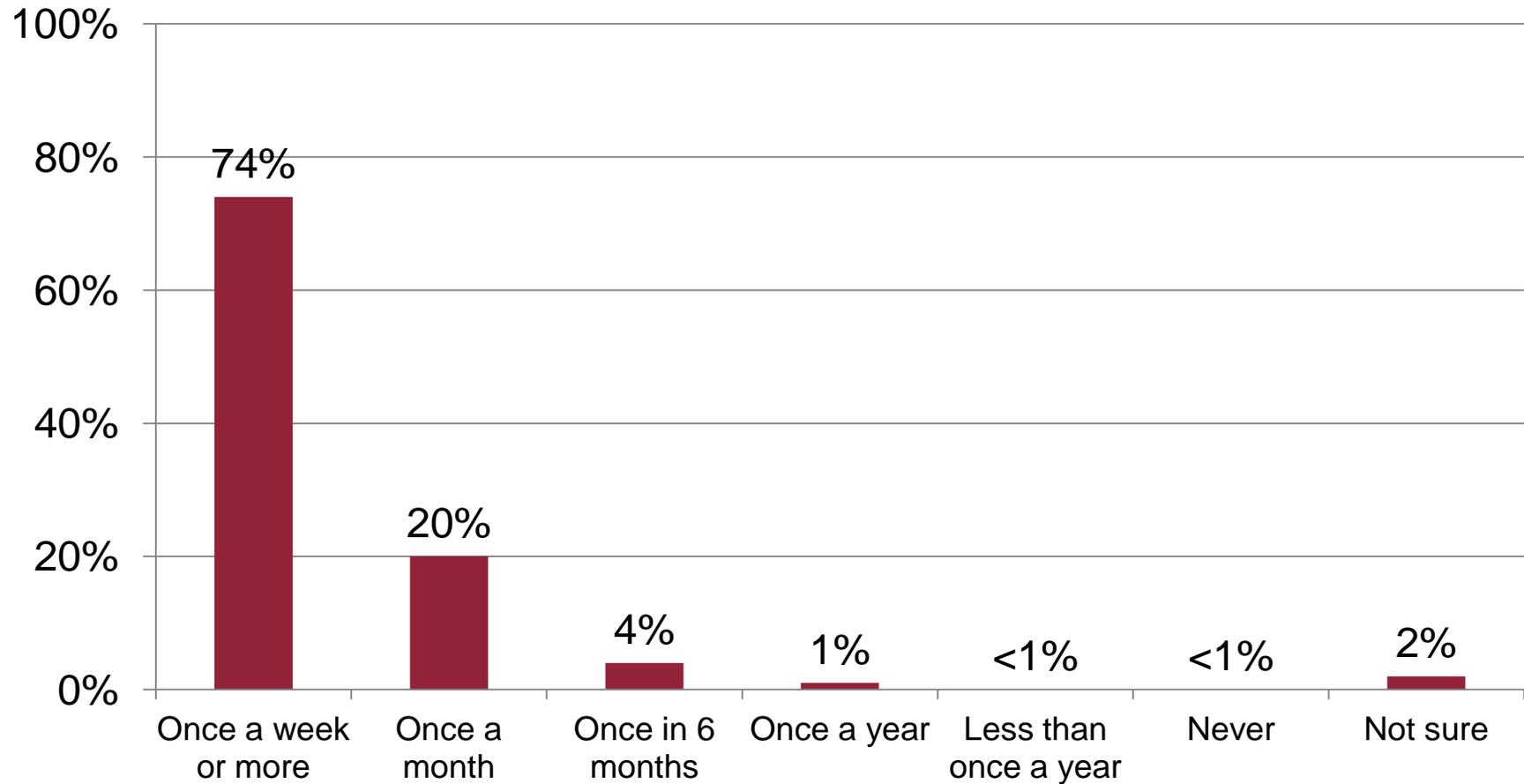


# On average, 78% of new commitments were retained

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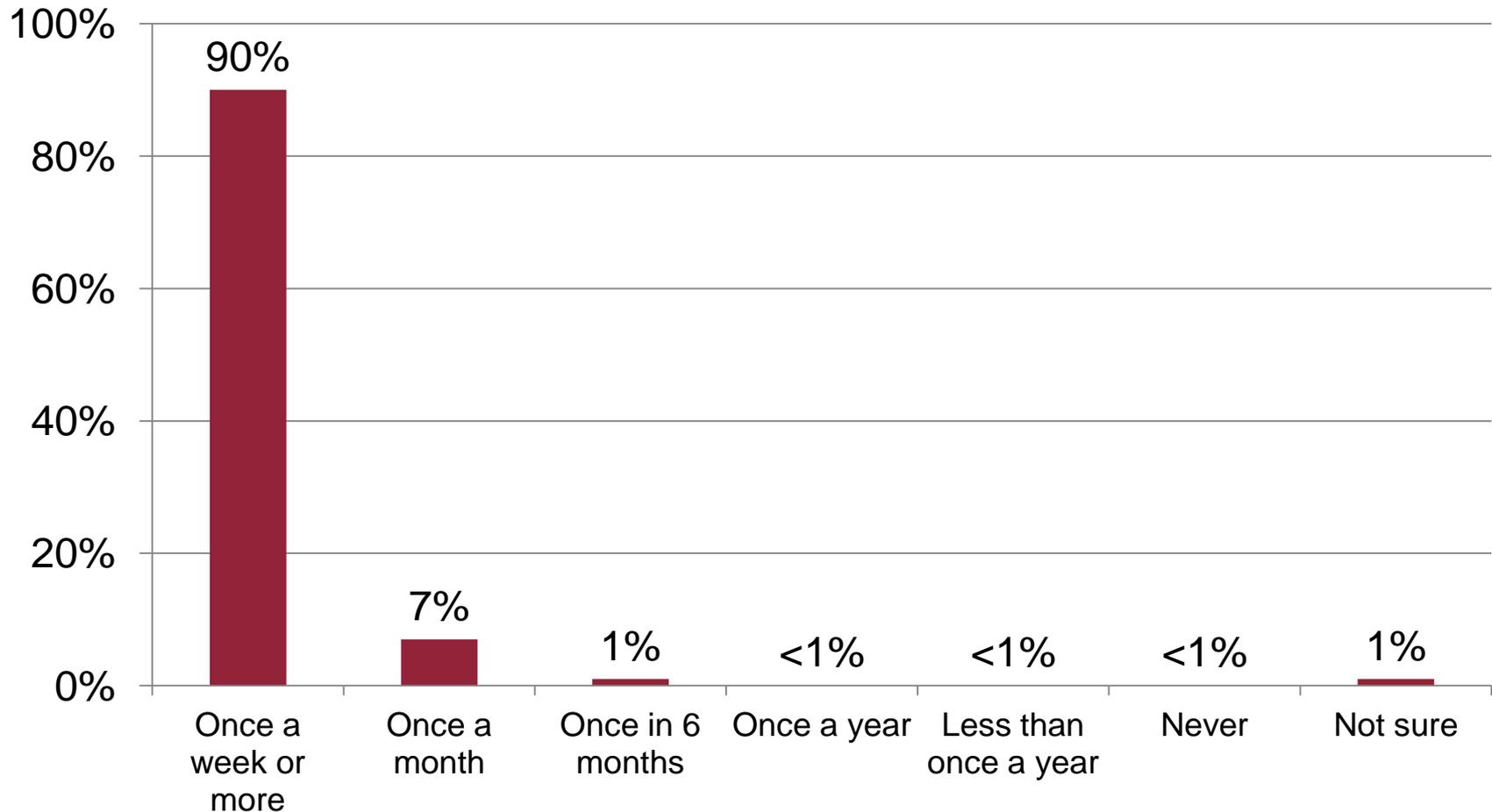


# 3 out of 4 pastors attempt to share their faith once a week or more



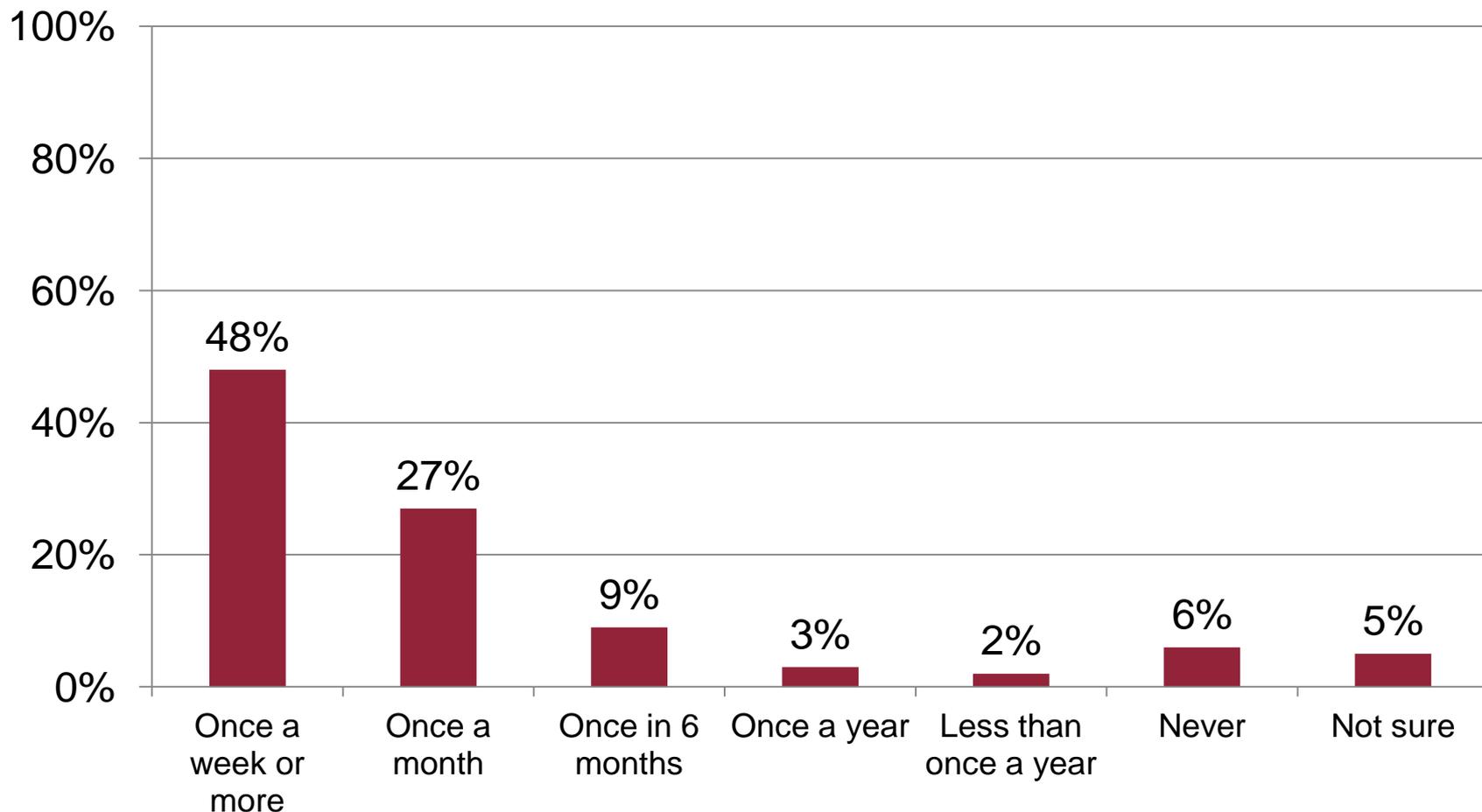
Q11 "How often do you attempt to share your faith with the unchurched?"

# 9 out of 10 pastors engage in conversations centered on the Gospel once a week or more



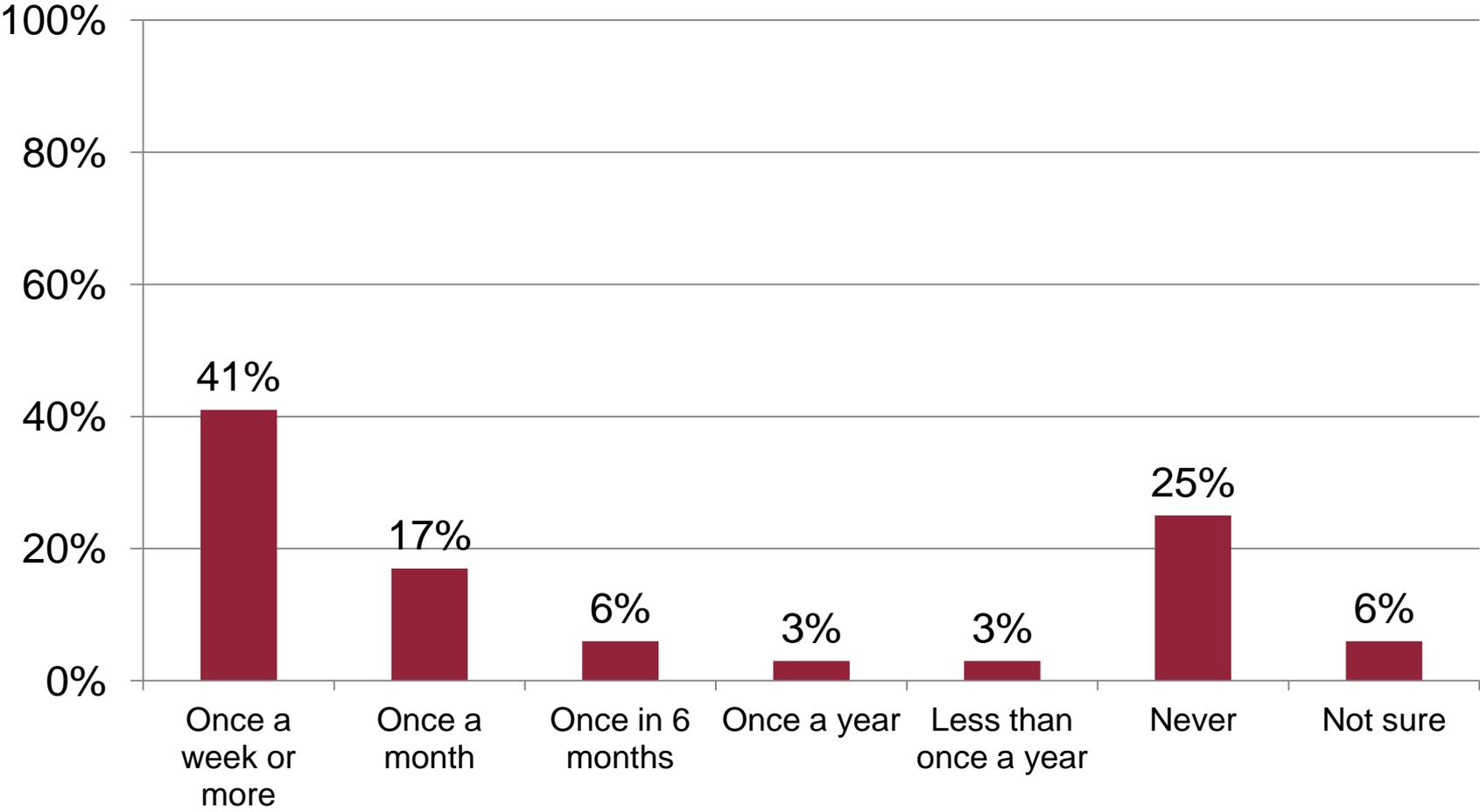
Q12 "How often do you engage in conversations centered on the Gospel?"

# 75% ask someone to commit to Christ after a gospel presentation at least once a month



Q13 "How often do you ask a person to commit to Christ following a personal presentation of the gospel?"

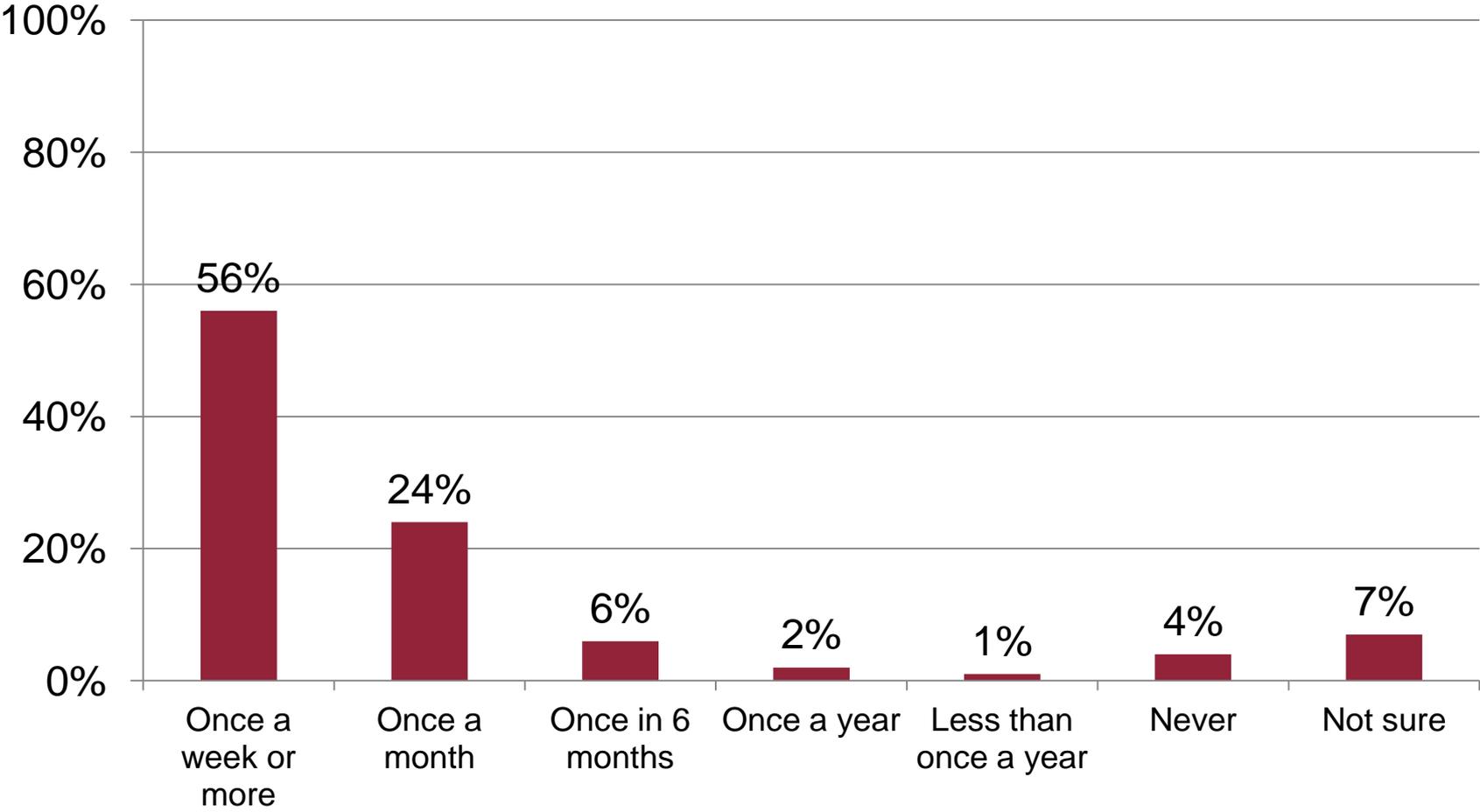
# 57% block out time for sharing their faith with non-Christians outside the church office at least once a month



Q14 "How often do you block out a time slot in your calendar for the purpose of sharing your faith with non-Christians in a place outside your church office?"



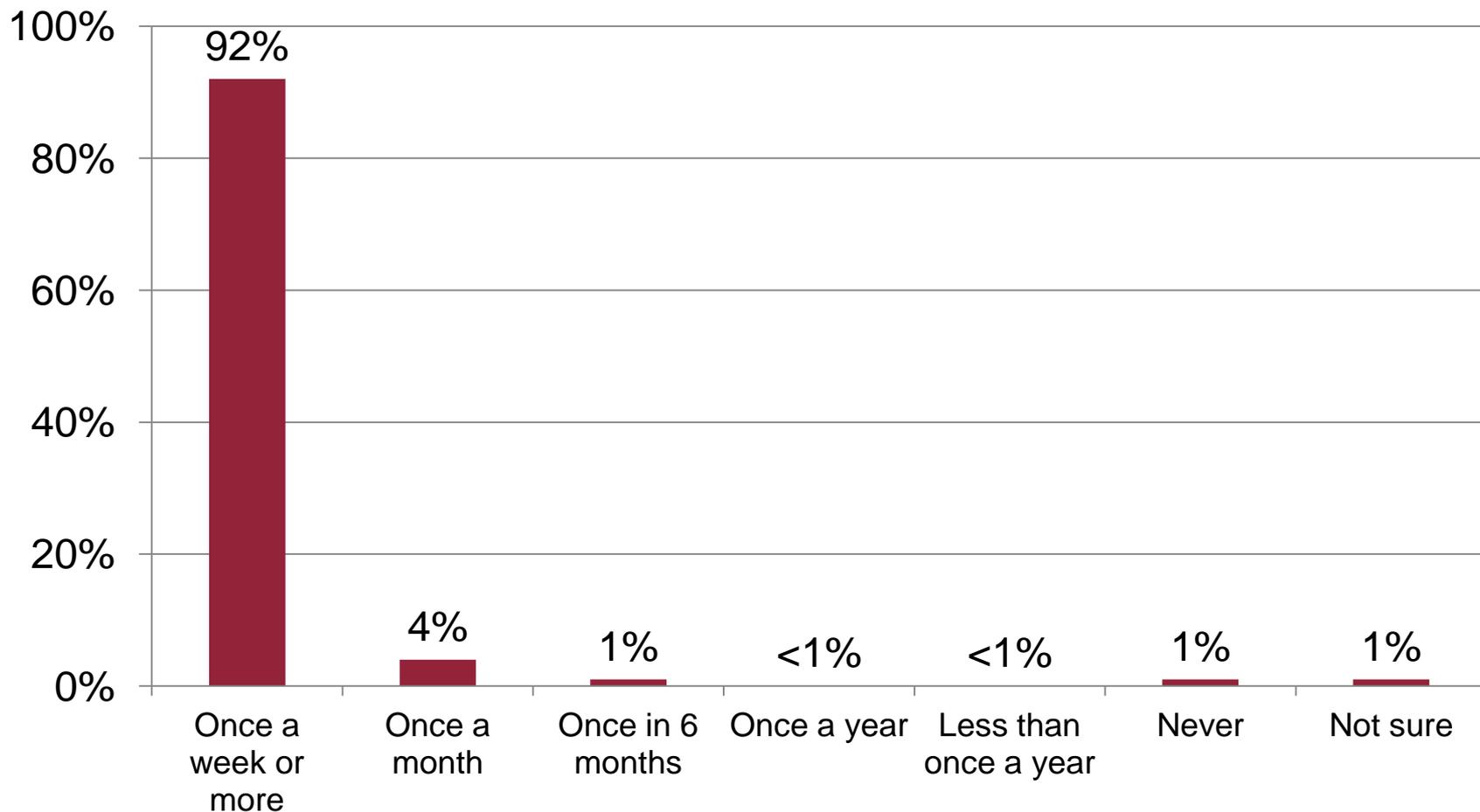
# 8 out of 10 invest in relationships with non-Christians in order to introduce them to Christ at least once a month



Q15 "How often do you invest in relationships with non-Christians with the specific purpose of introducing them to Christ?"

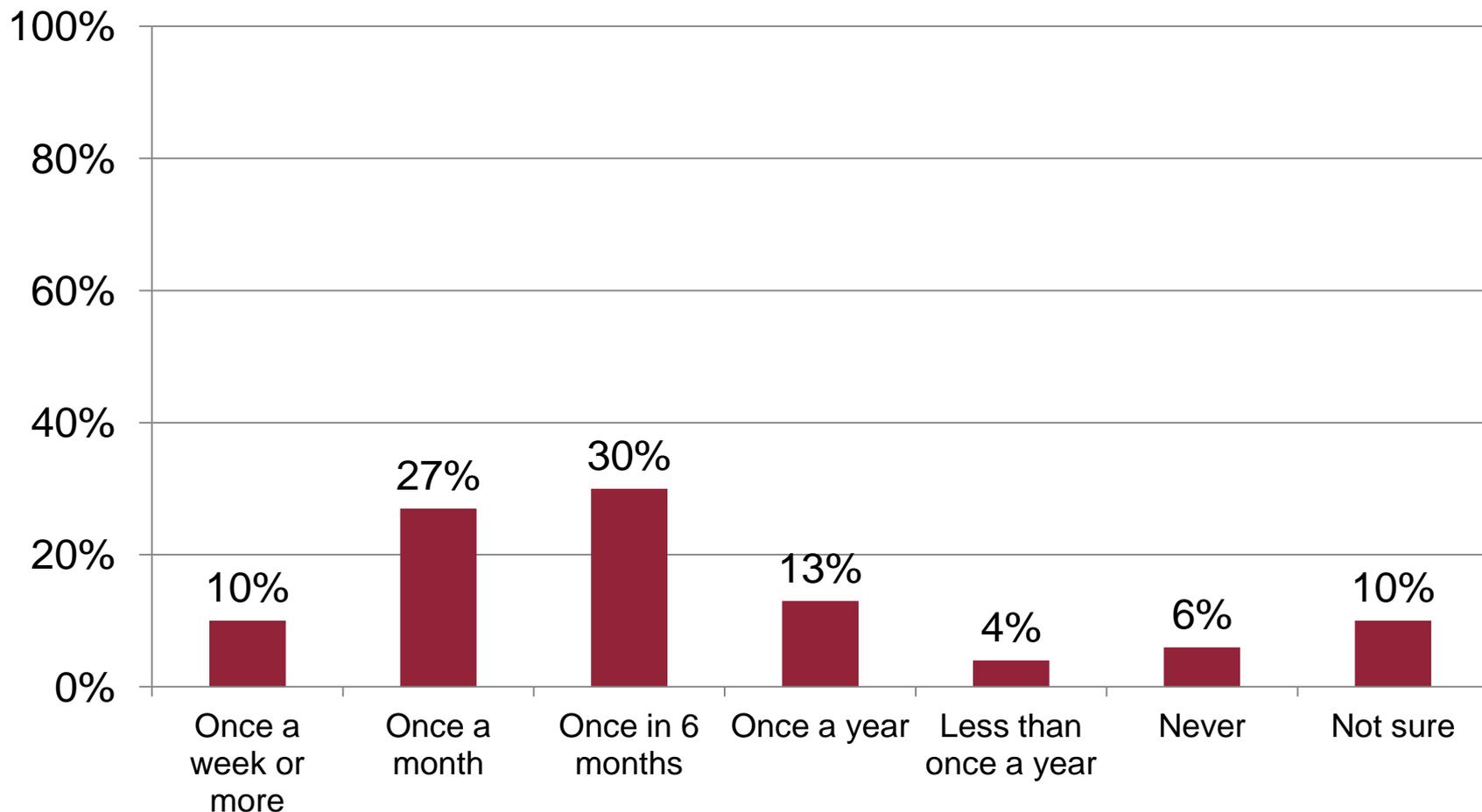


# 92% of pastors specifically pray for non-Christian people by name each week



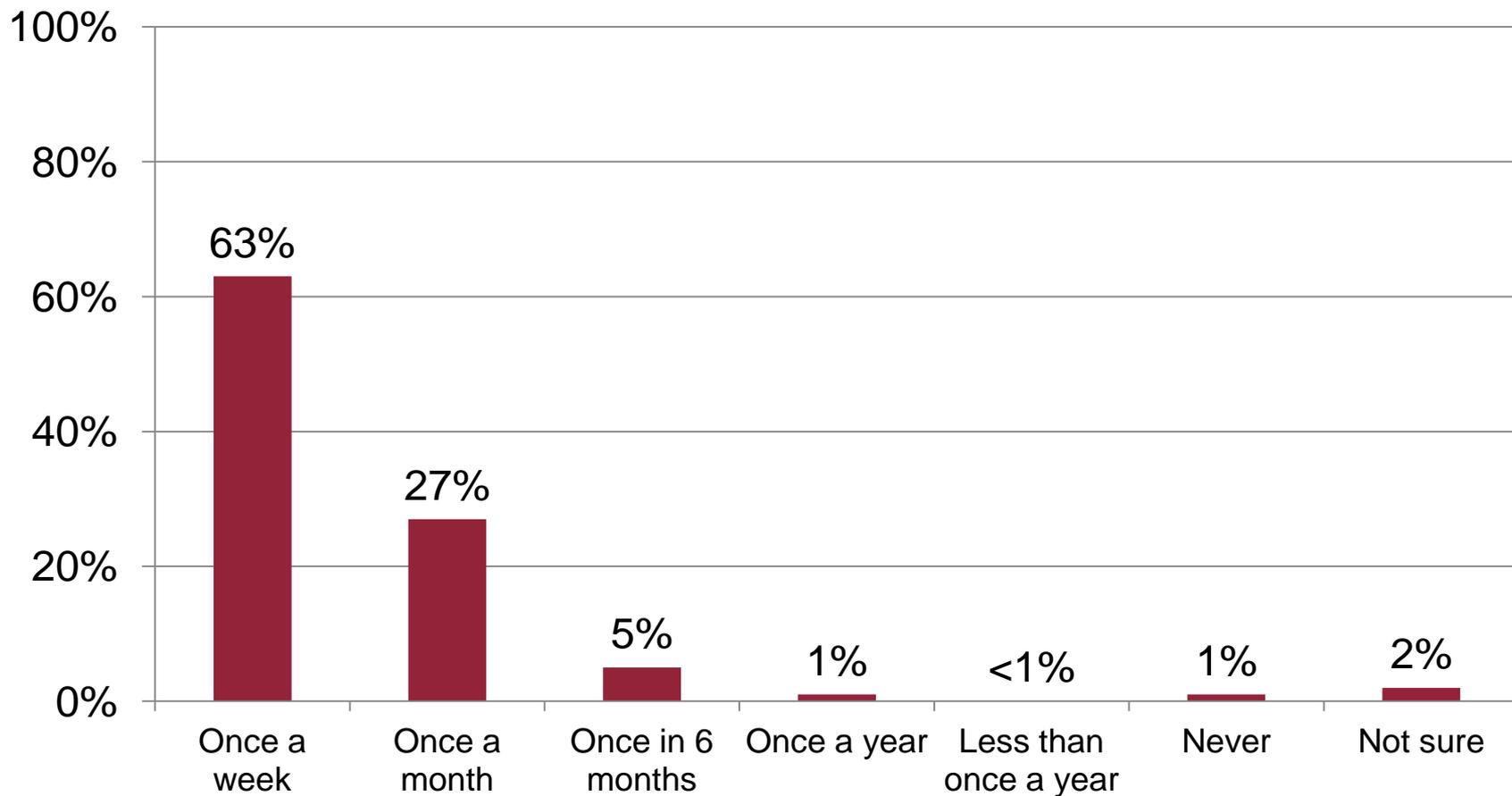
Q16 "How often do you specifically pray for non-Christian people by name?"

# When asked how often older children or adults make public professions of new faith in Christ, 80% say at least once a year



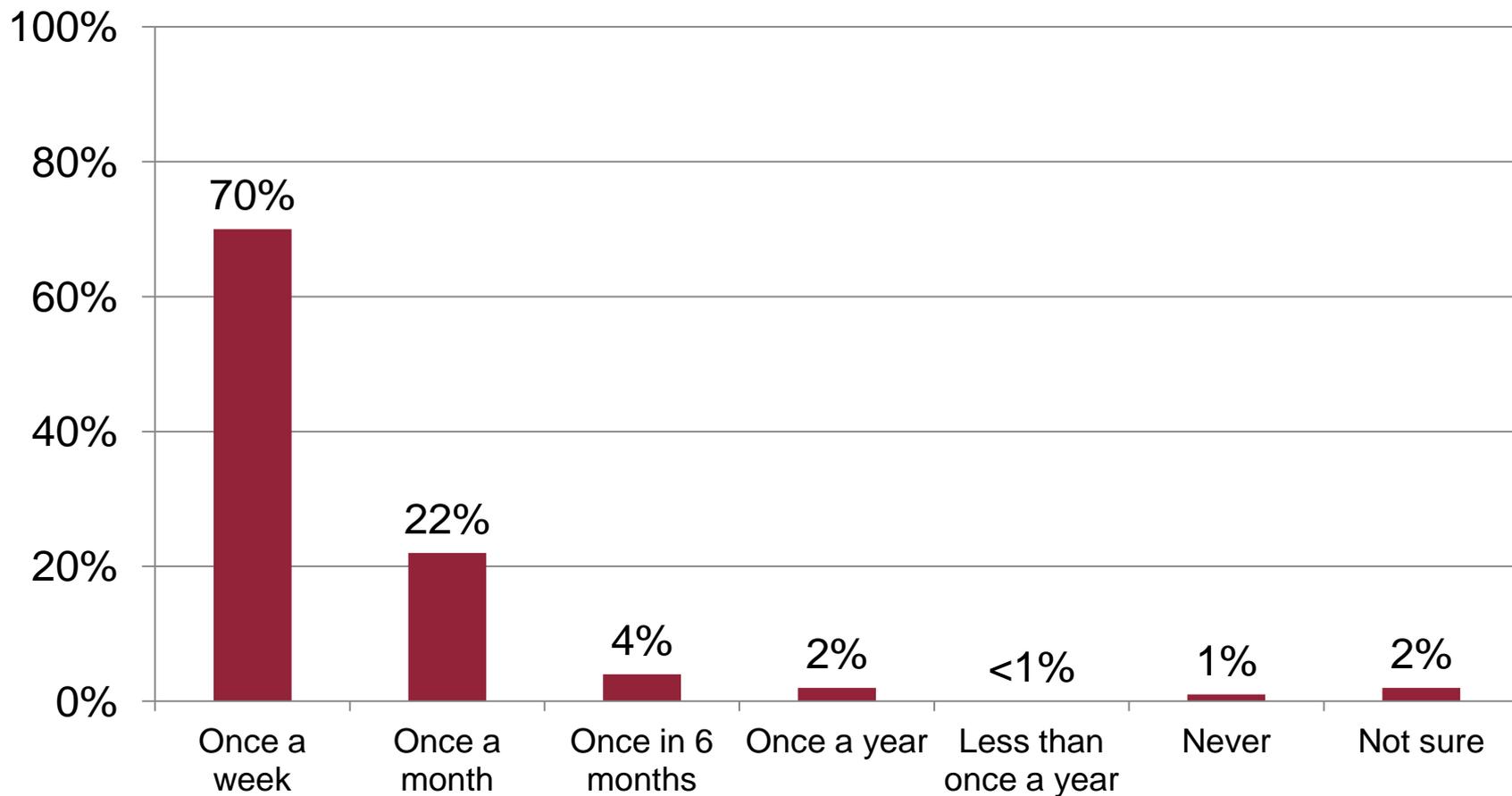
Q17 "How often do older children or adults make public professions of new faith in Christ at your church?"

# 90% teach their congregation at least once a month to be friendly to non-Christians



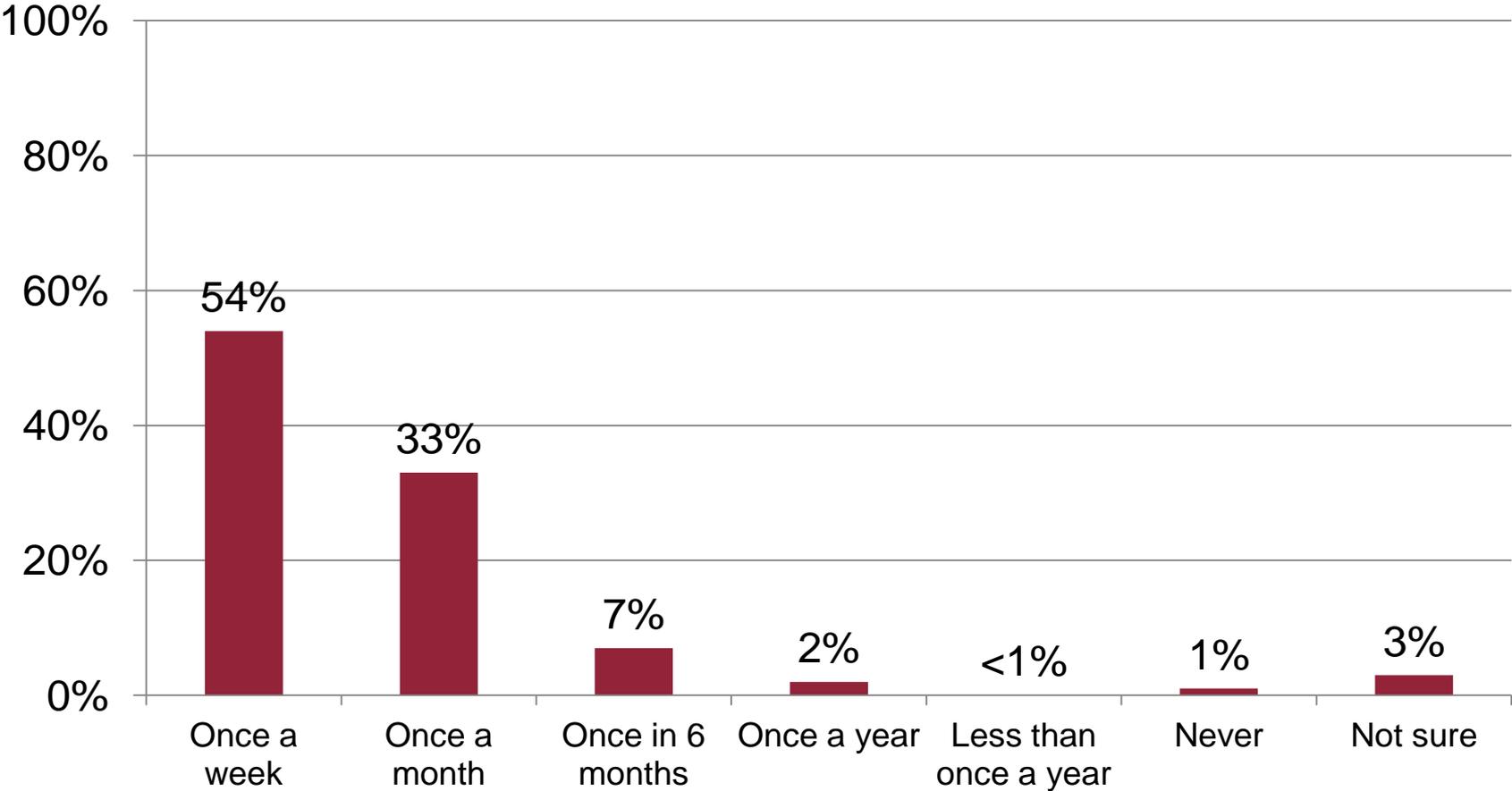
Q18 "How often do you specifically teach your congregation to be friendly to non-Christian people?"

# 91% teach their people at least once a month to be friendly towards guests



Q19 "How often do you teach your people to be friendly towards guests?"

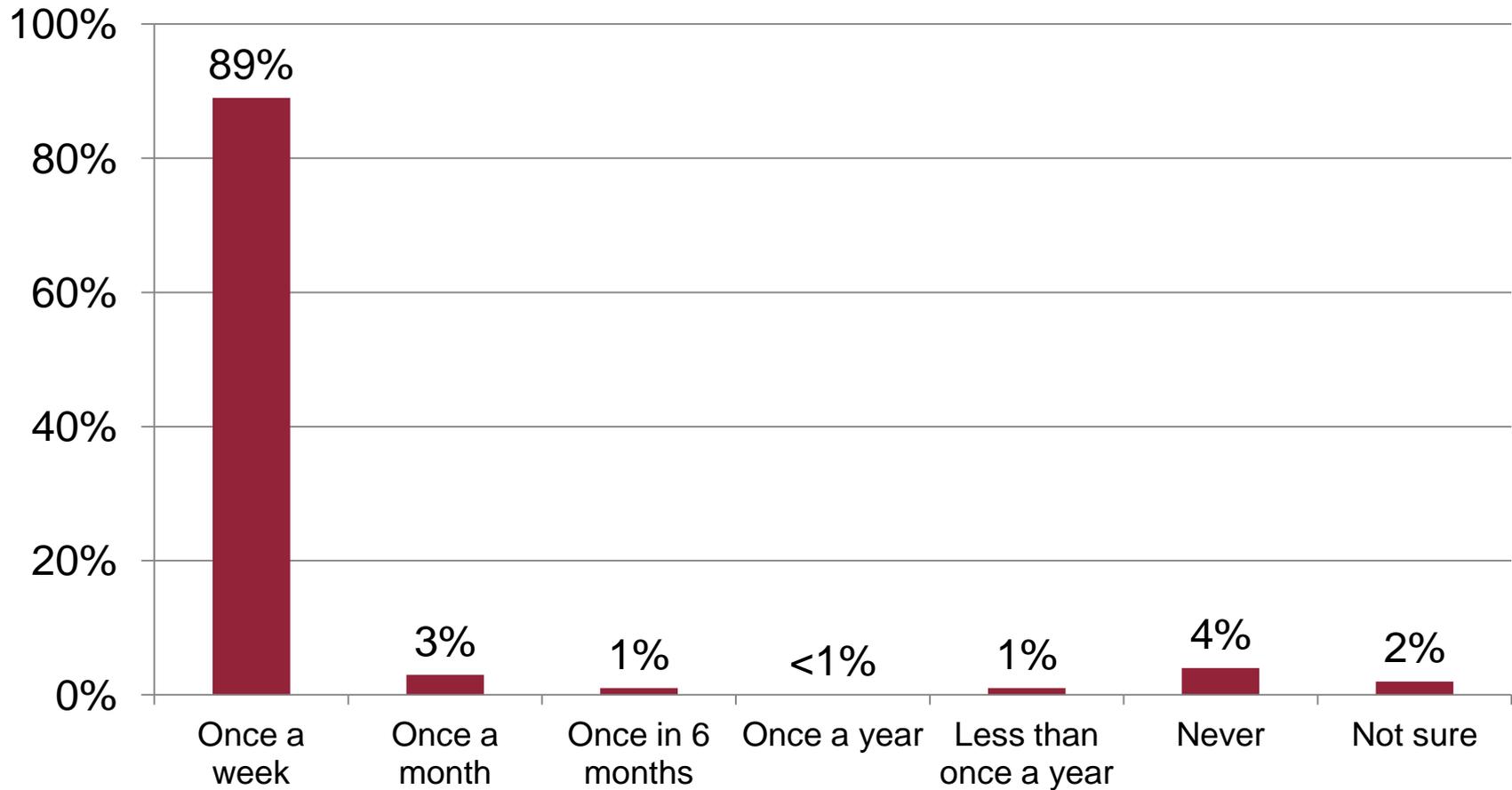
# 54% teach regular attenders once a week to intentionally connect with people in order to have gospel conversations



Q20 "How often do you teach regular attenders to intentionally connect with people in their neighborhoods and networks in order to have gospel conversations?"

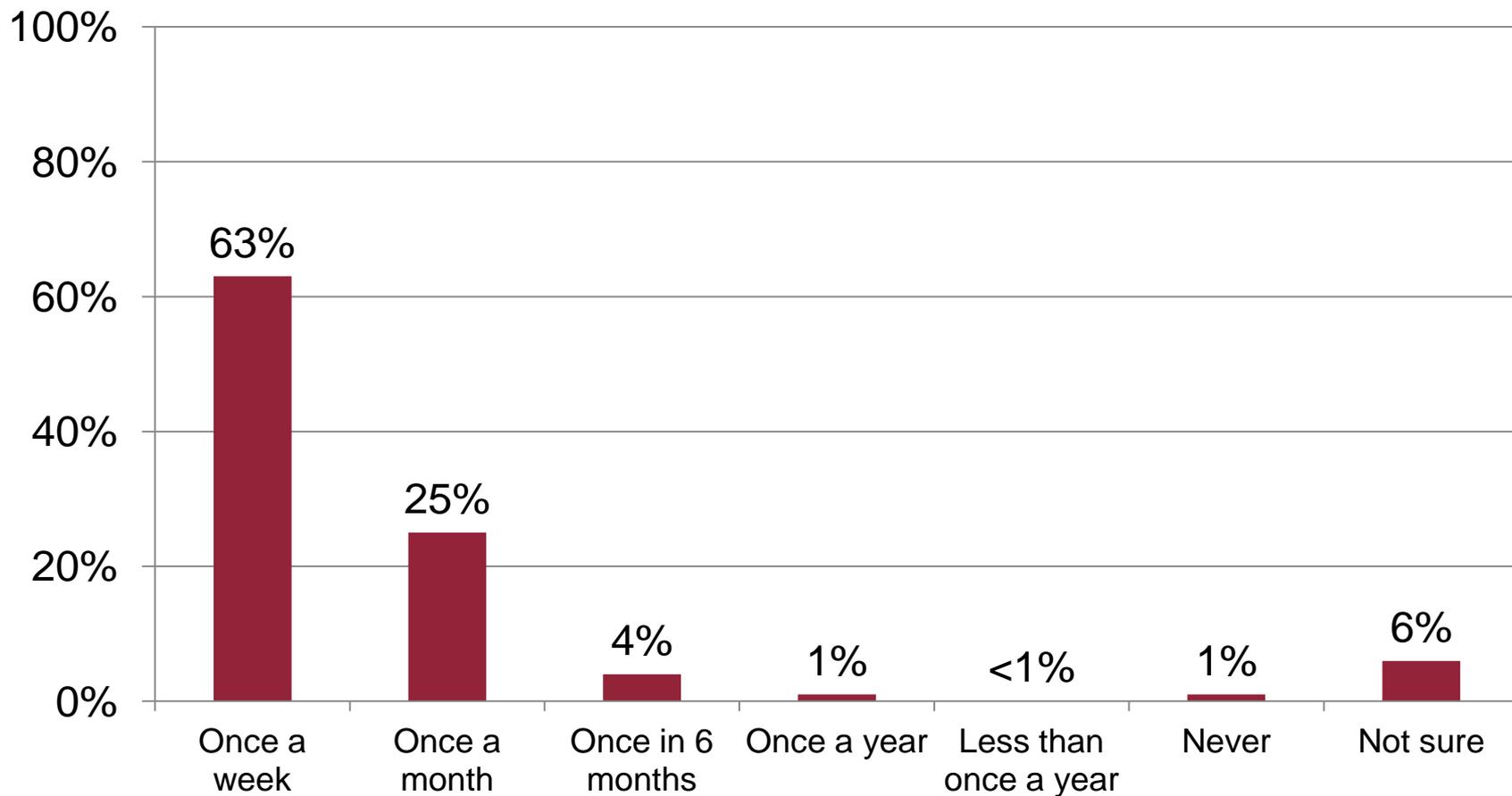


# Almost 9 out of 10 have greeters each week for weekend worship services



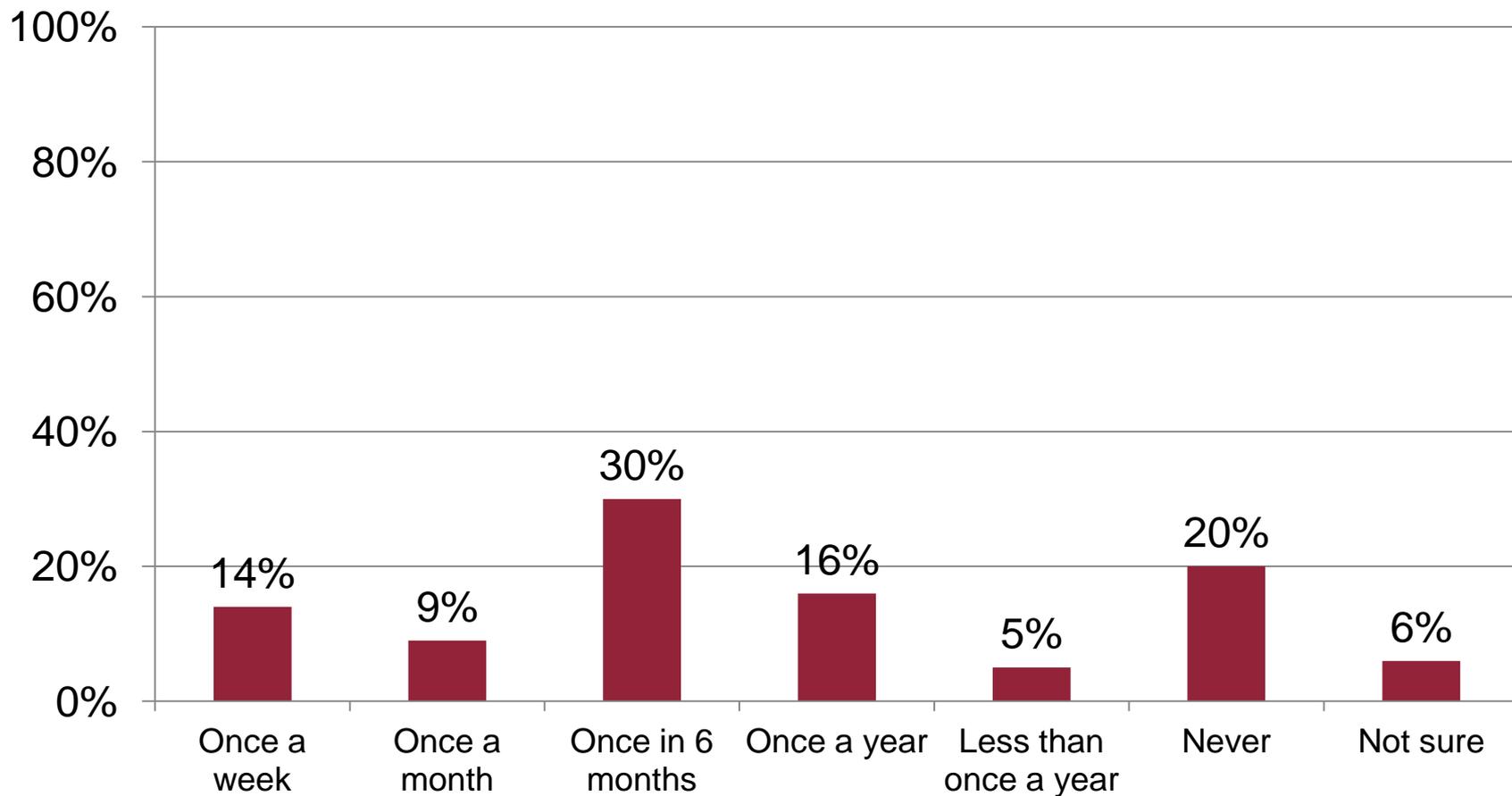
Q21 "How often do you have greeters at weekend worship services?"

# 63% personally follow up with church guests once a week



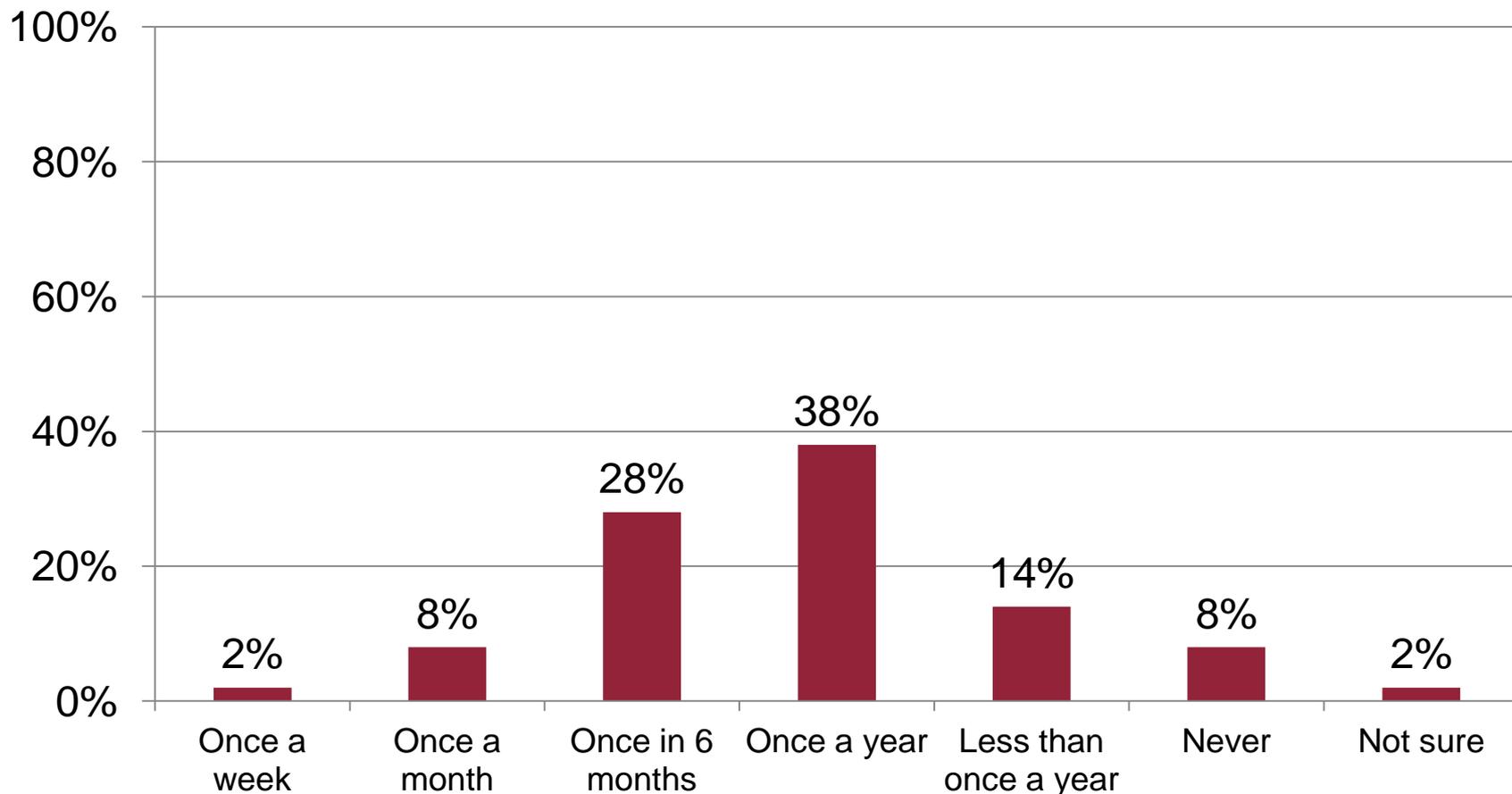
Q22 "How often do you personally follow up with church guests?"

## 53% offer a class for new attenders at least once in six months



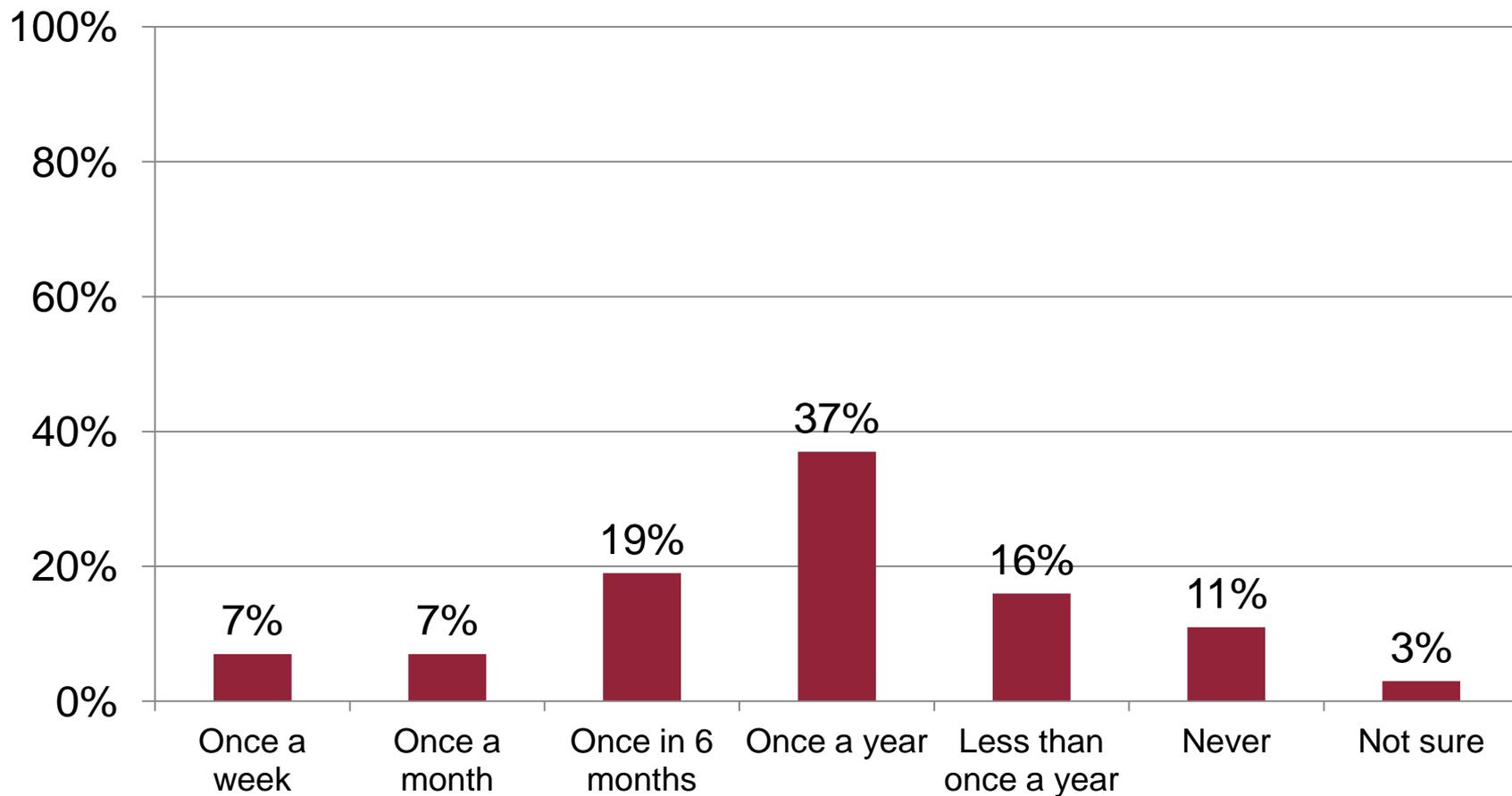
Q23 "How often do you offer a class for new attenders?"

# 76% attend conferences or training programs to improve their personal evangelism skills at least once a year



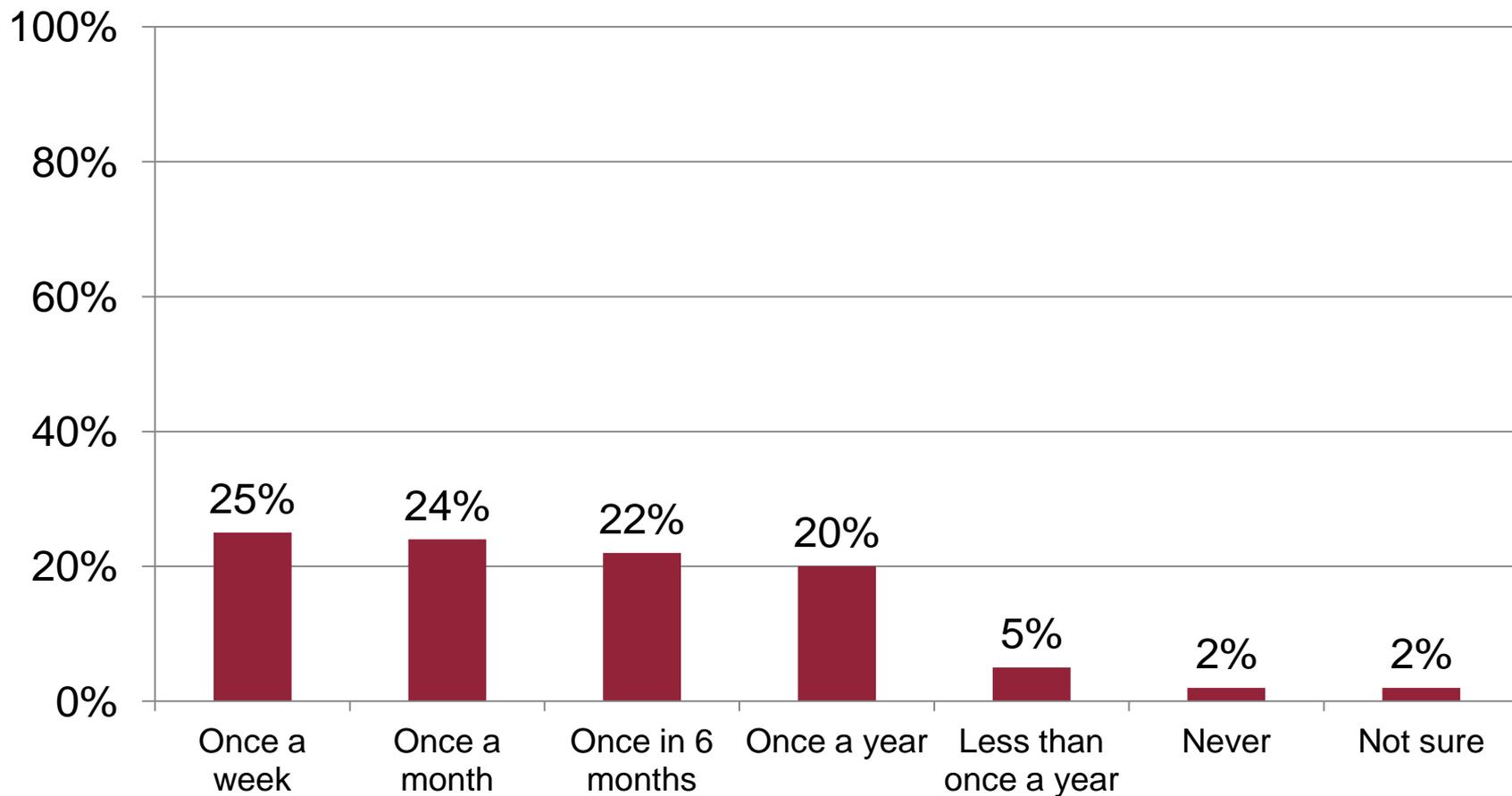
Q24 "How often do you attend conferences or training programs to improve your personal evangelism skills?"

## 70% say their church teaches a course on personal evangelism once a year or more



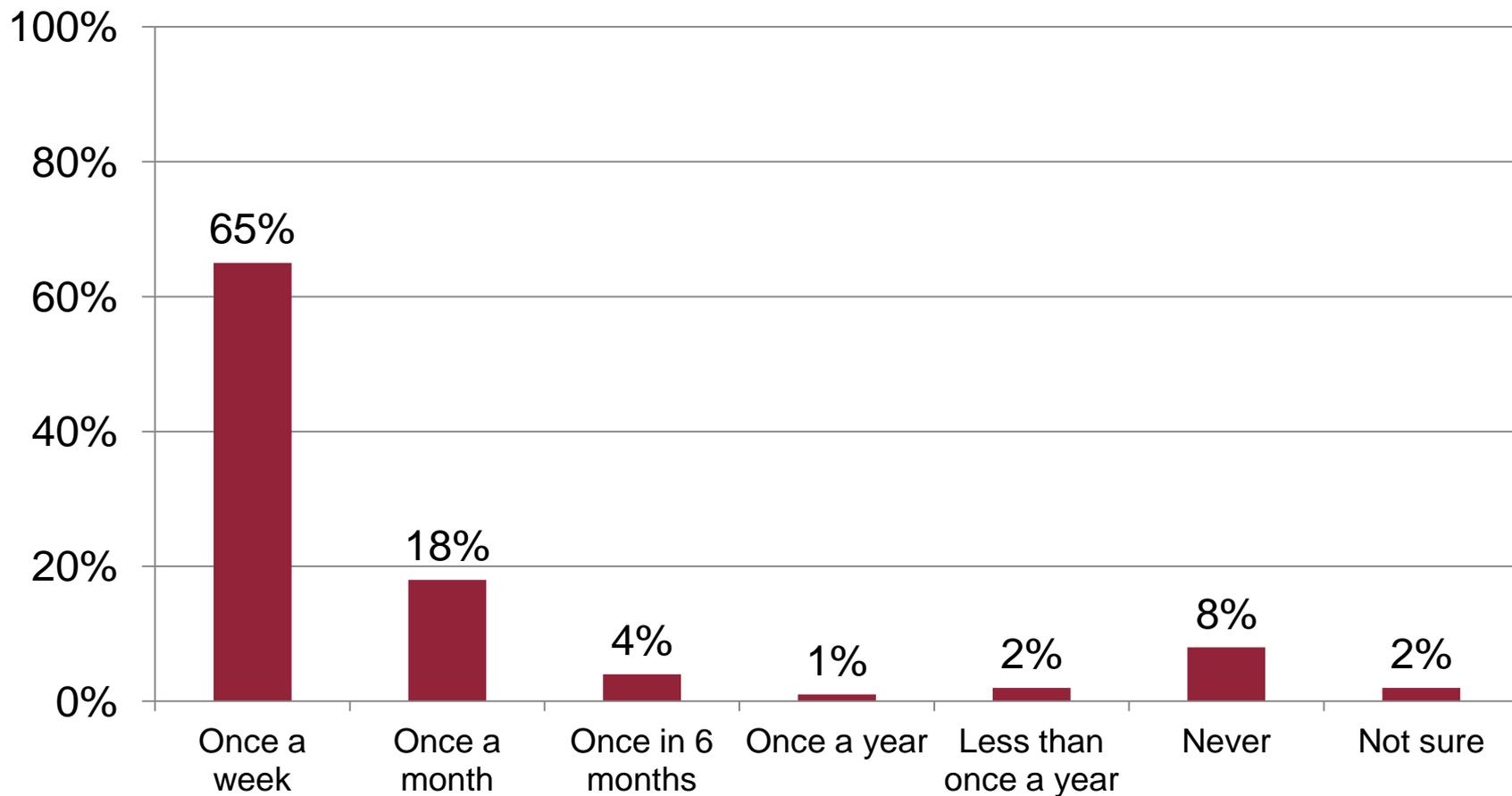
Q25 "How often does your church teach a course on personal evangelism?"

# 90% teach their members how to share their faith with unchurched people in their lives at least once a year



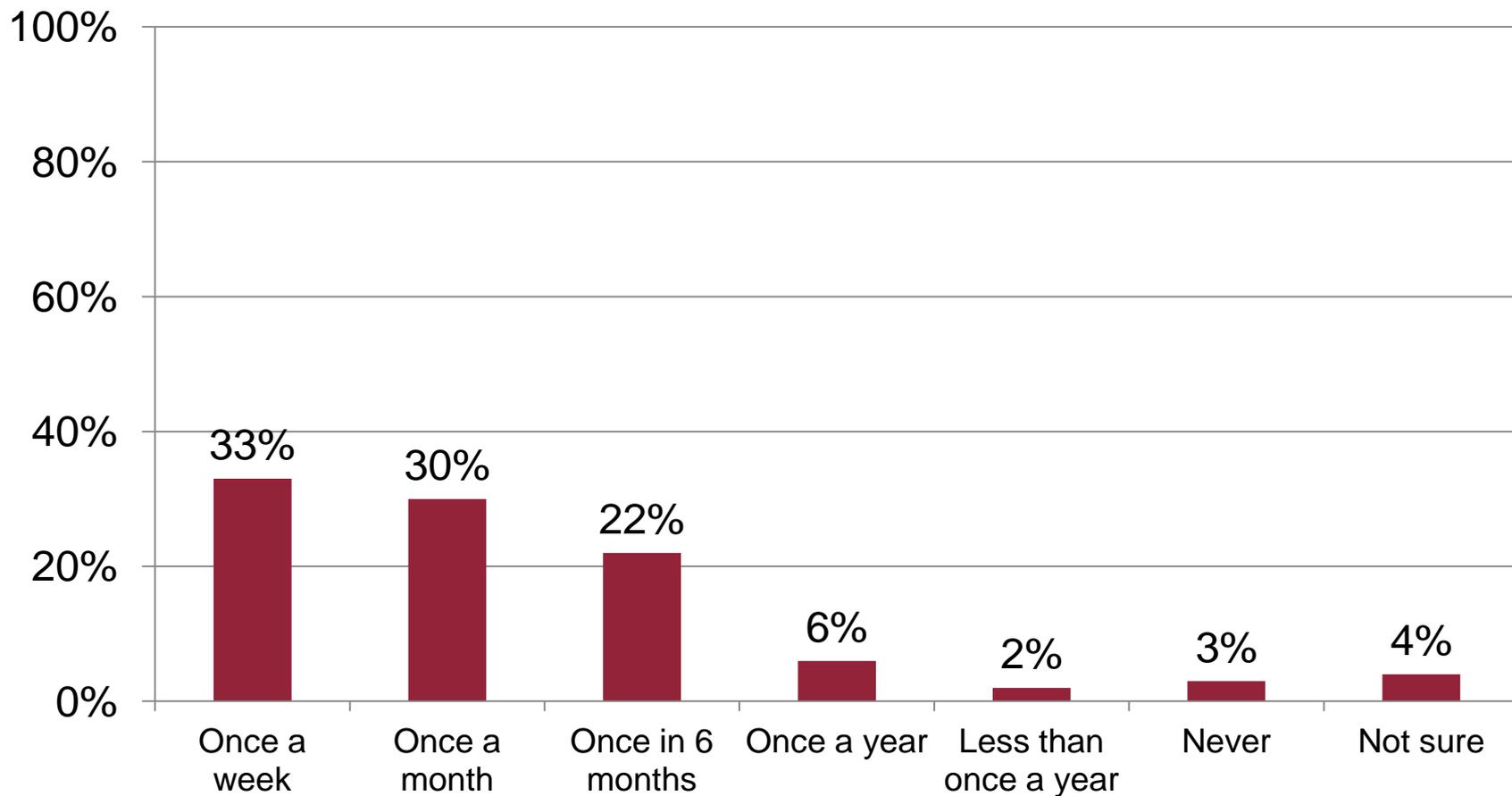
Q26 "How often do you teach your members how to share their faith with the unchurched people in their lives?"

# When asked how often in their preaching they invite people to make a first-time commitment to Jesus Christ as Savior, 65% say once a week



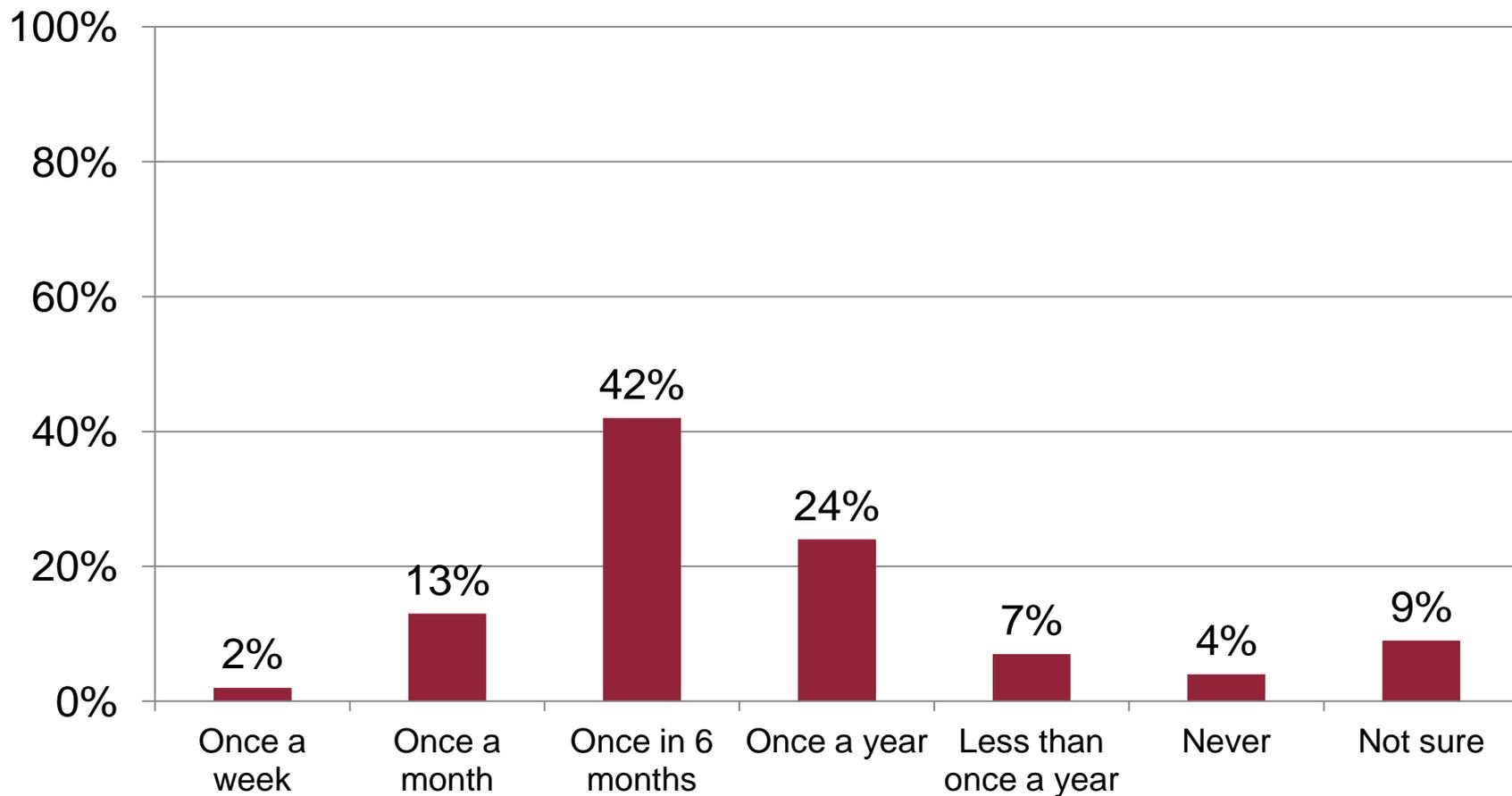
Q27 "How often in your public preaching do you invite people to make a first-time commitment to Jesus Christ as Savior?"

# 85% say their churches engage in ministry outside the church at least once in six months in order to share the gospel with the unchurched



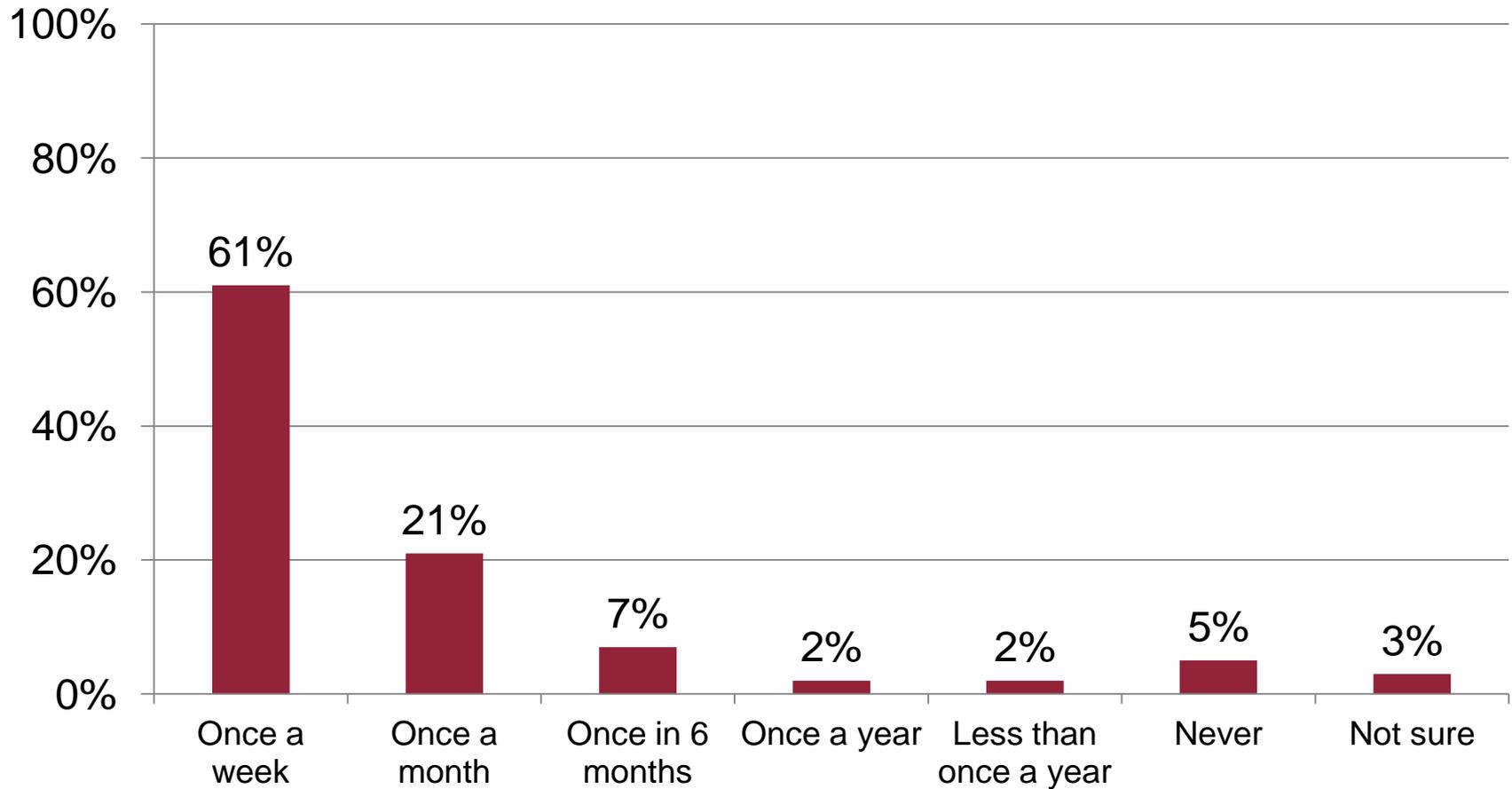
Q28 "How often does your church engage in ministry outside the church in order to share the gospel with the unchurched?"

## 42% say those who were members of other churches join their church once in 6 months



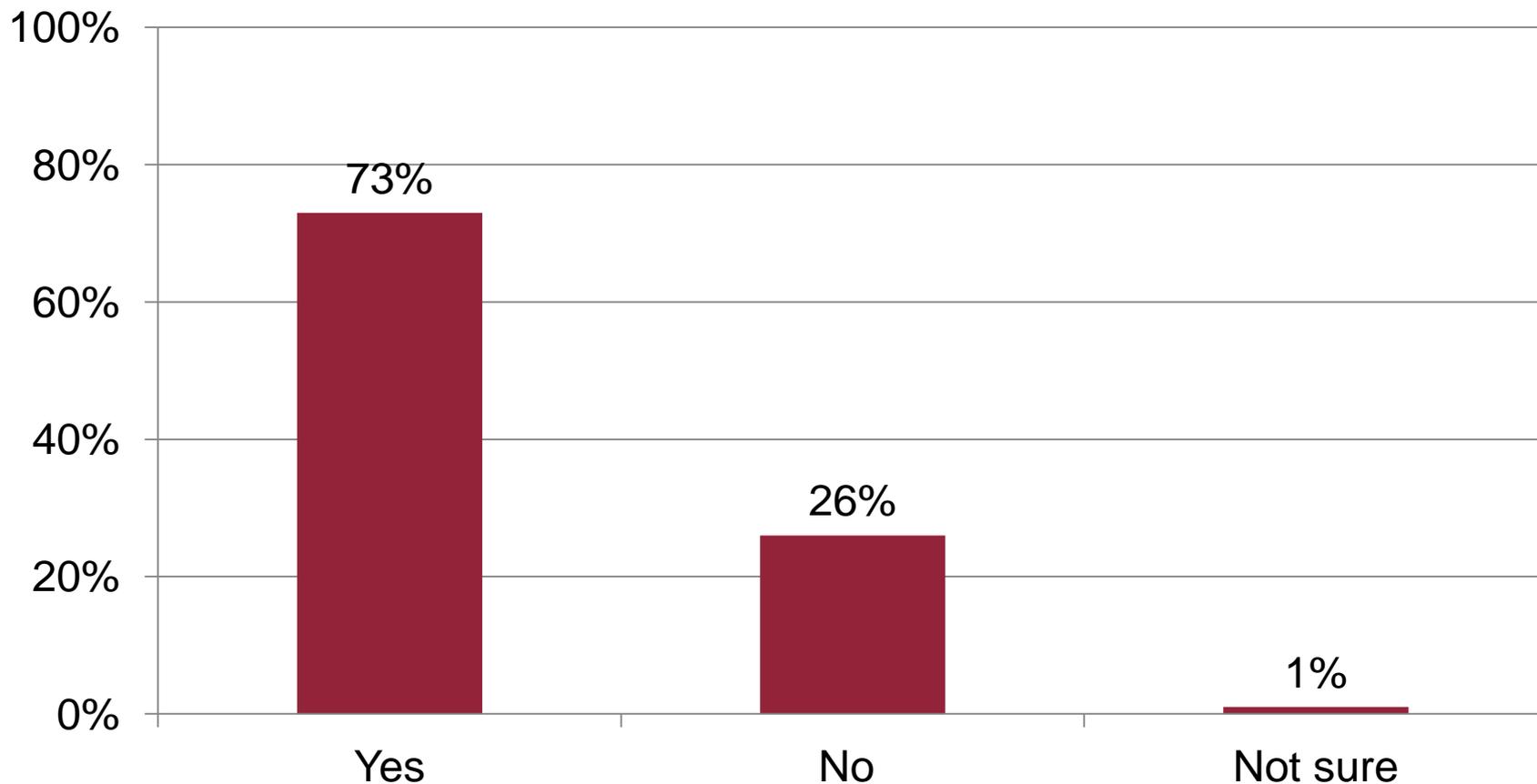
Q29 "How often do people join your church that were members of another church?"

# 82% specifically lead their church to pray for non-Christians by name at least once a month



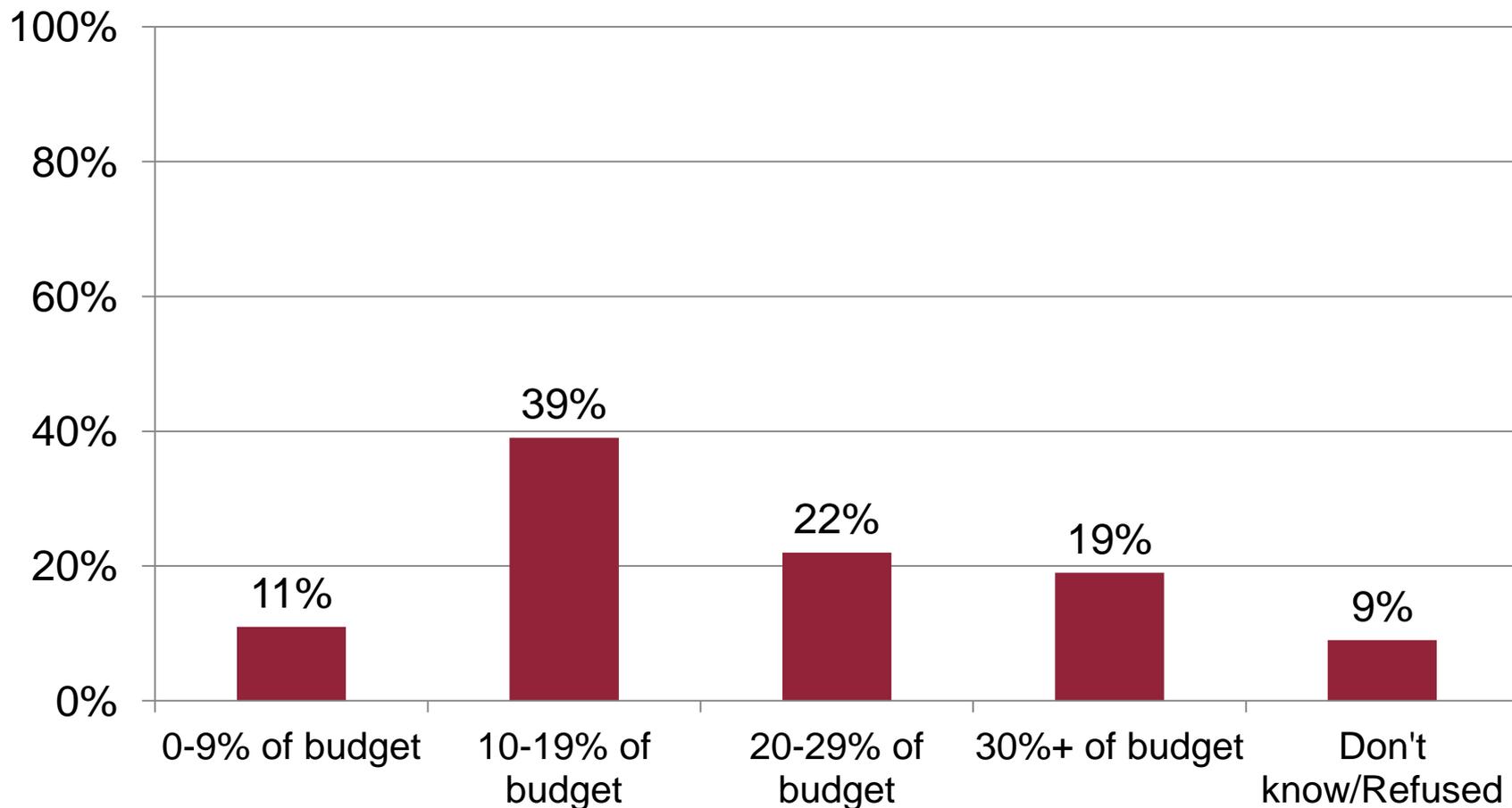
Q30 "How often do you specifically lead your church to pray for non-Christians by name?"

# 73% say their church offers a course for new believers on the basics of how to live the Christian life

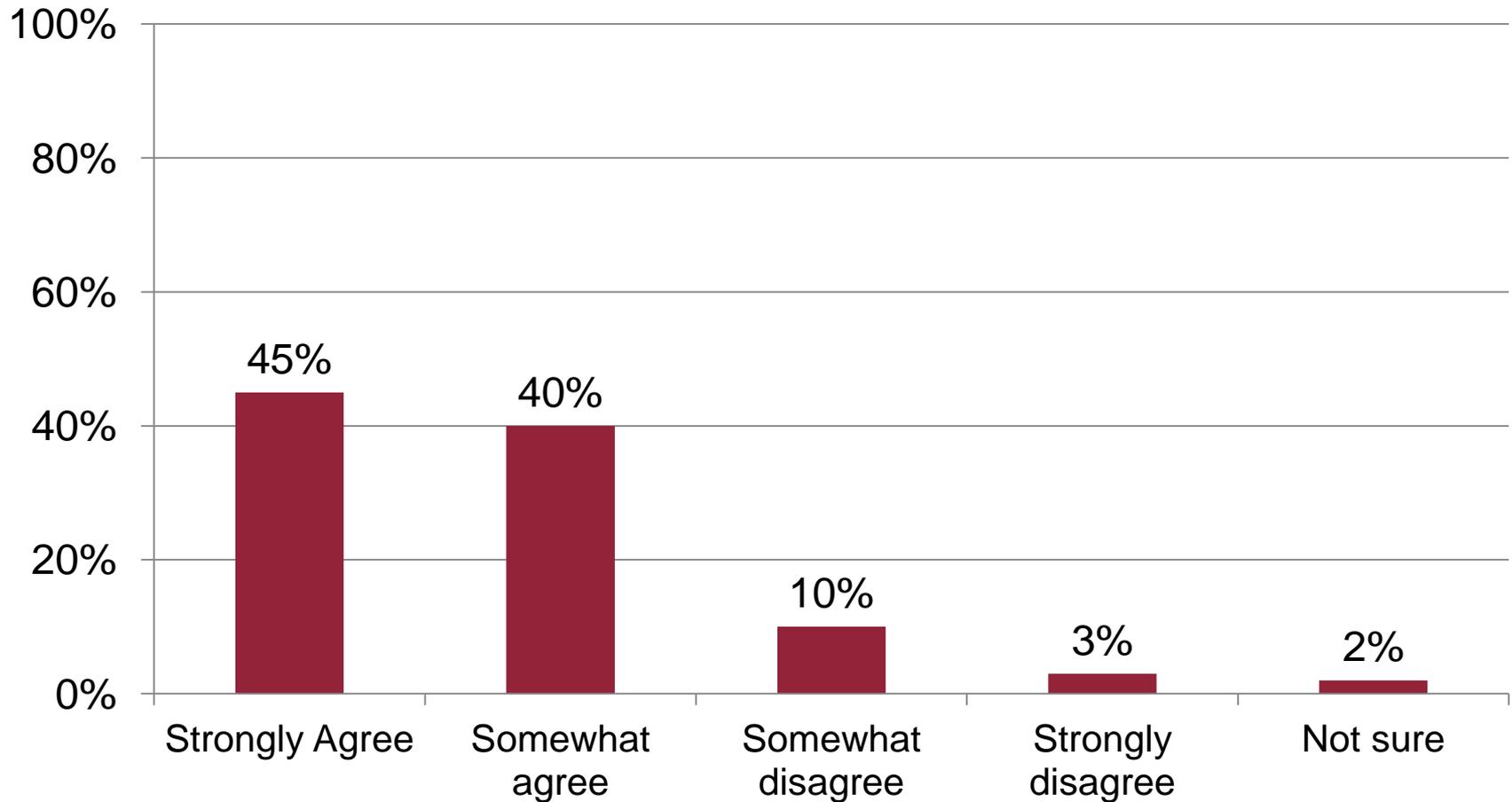


Q31 "Does your church offer a course for new believers on the basics of how to live the Christian life?"

# “What percentage of your church’s budget is given to evangelism and missions?”

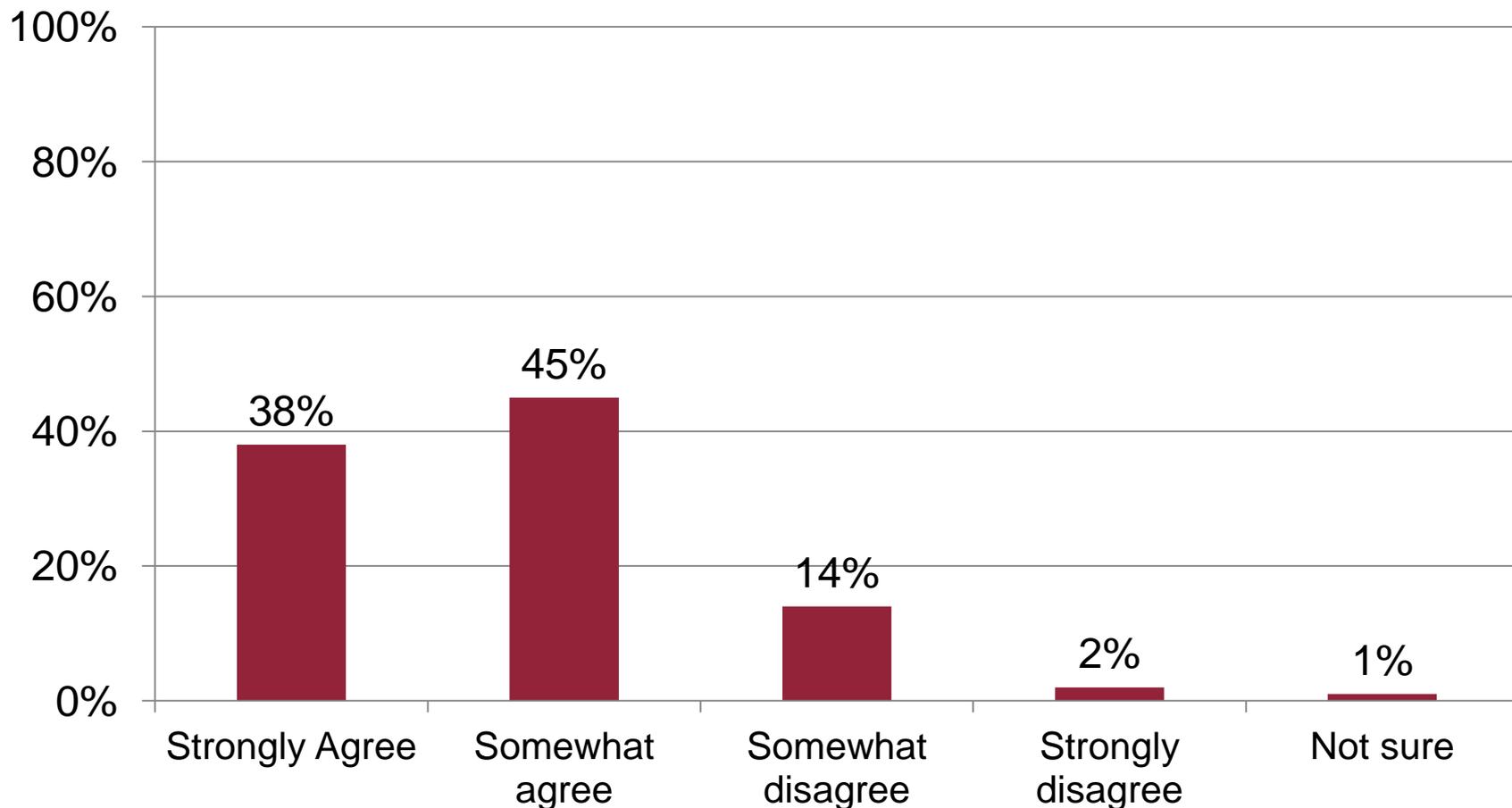


# 85% agree that their church budget reflects their priority for reaching non-Christians



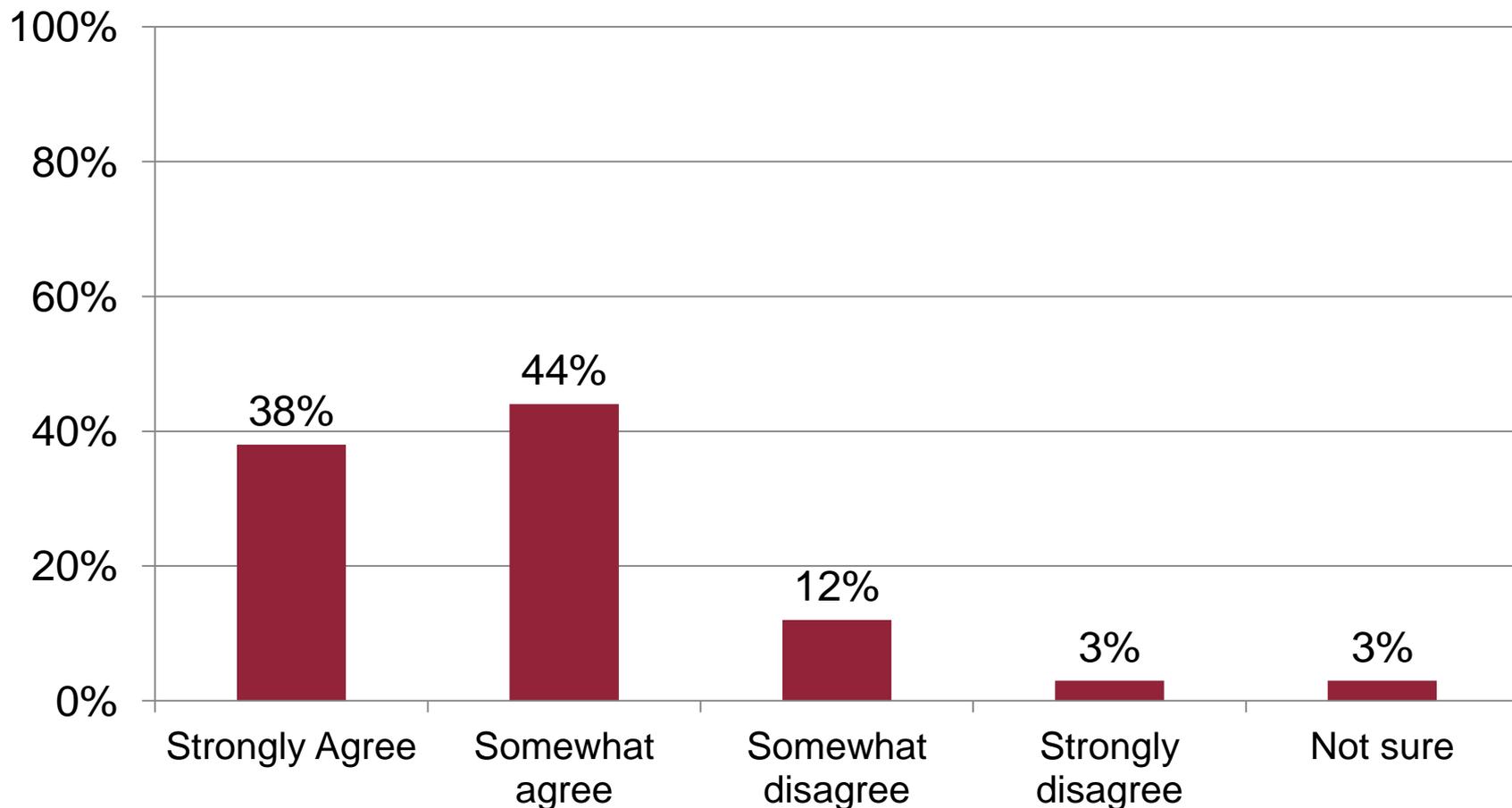
Q33 "Our budget reflects our priority for reaching non-Christians."

# 83% hear reports of church members engaging in evangelistic conversations



Q34 "I am consistently hearing reports of members of our congregation engaging in evangelistic conversations, where people share their faith with people who are not Christians."

# 82% regularly receive feedback that they are strong at communicating with unchurched people who attend weekly worship services

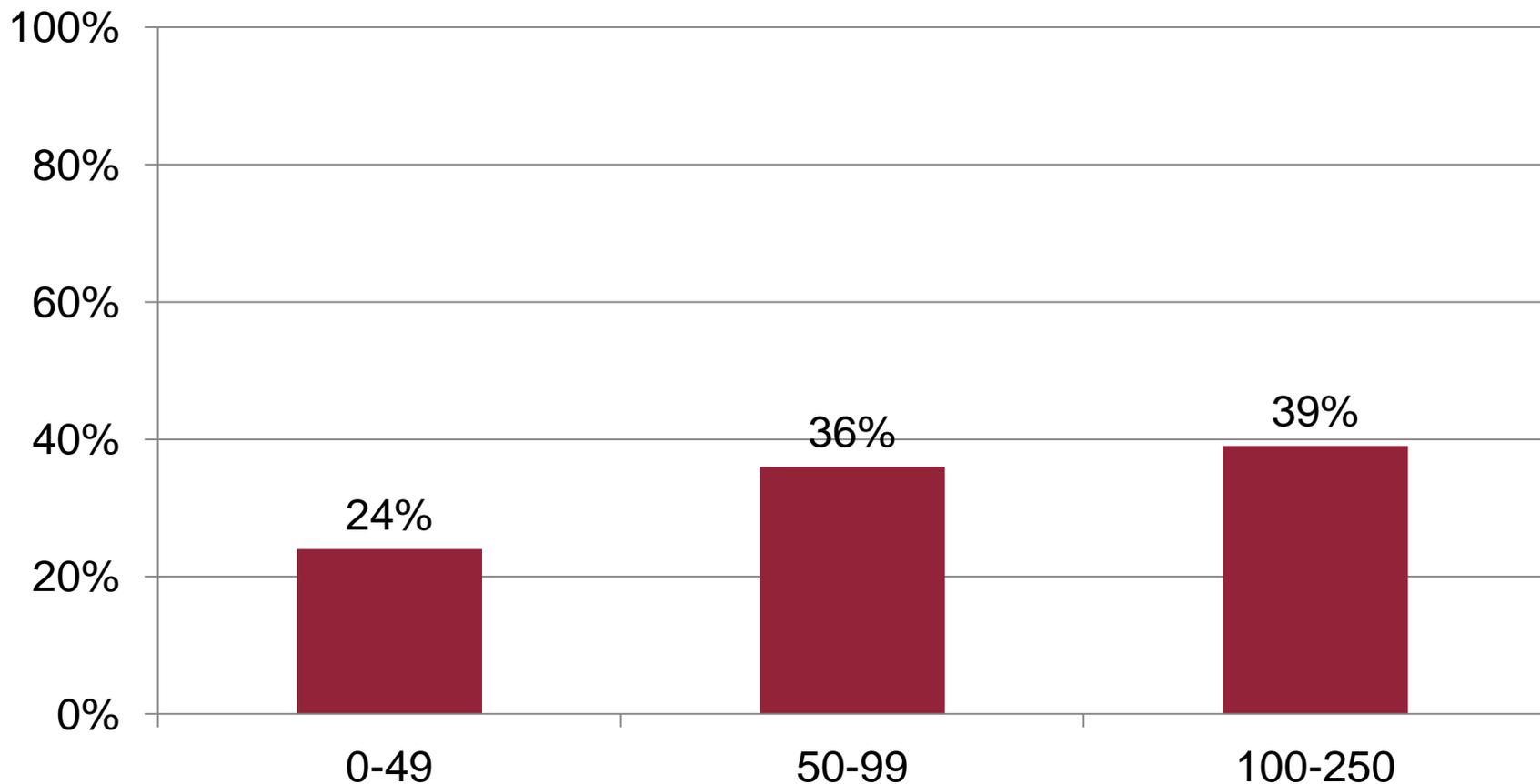


Q35 "I regularly receive feedback that I am strong at communicating with the unchurched people who attend our weekly worship services."

# Demographics of Churches and Pastors

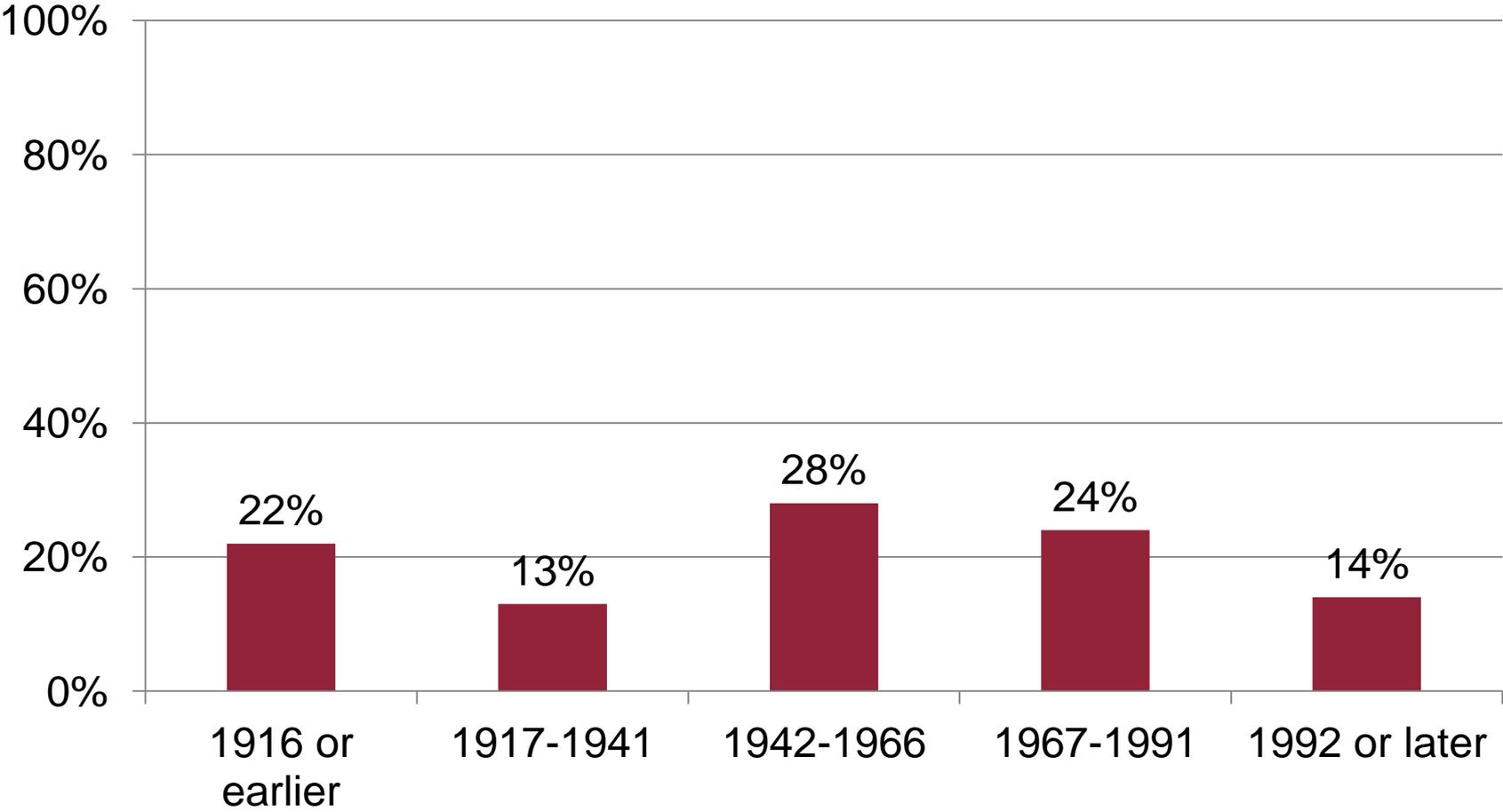
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# Average worship attendance of participating churches



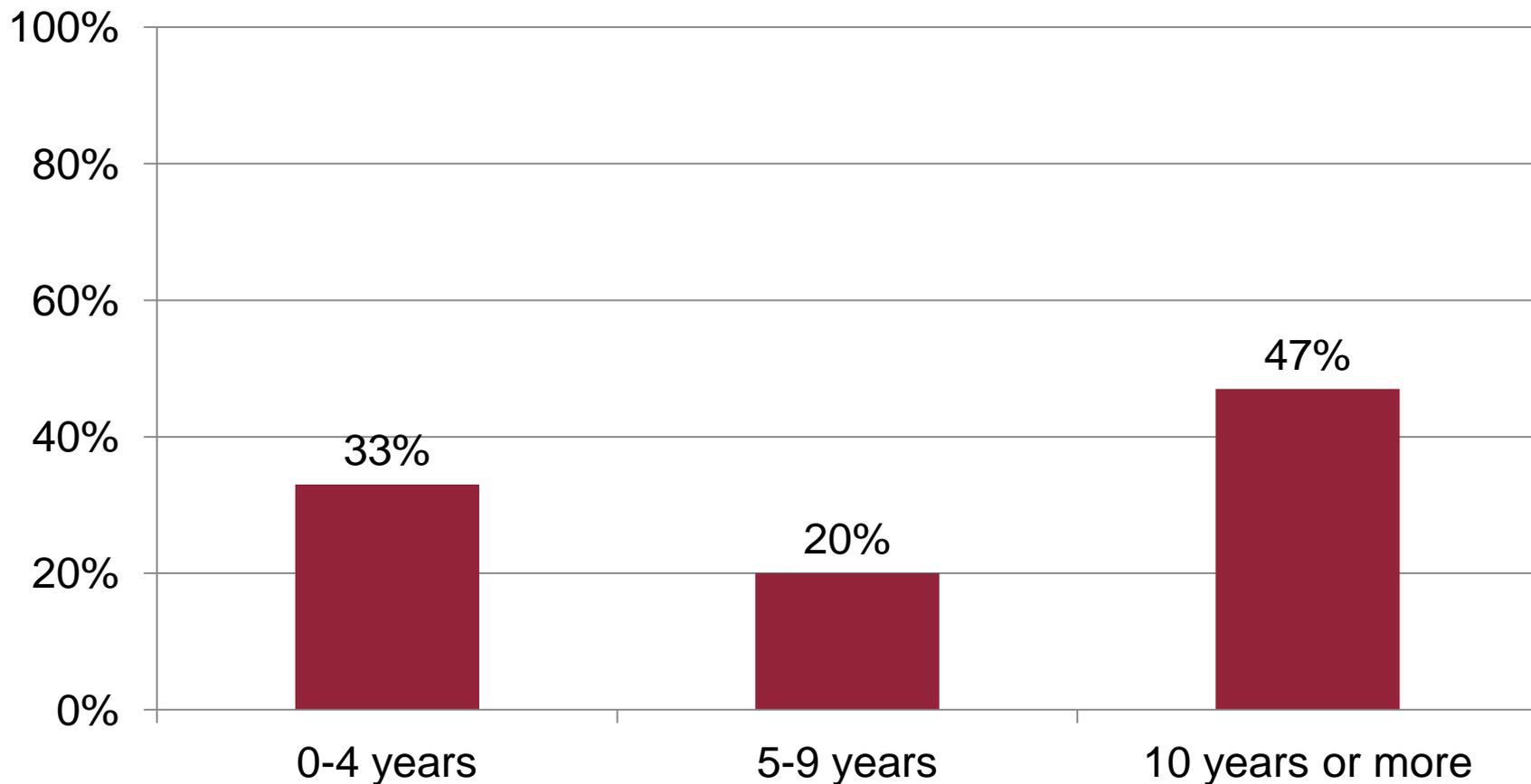
Q1 "What is your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?"

# Year participating churches established

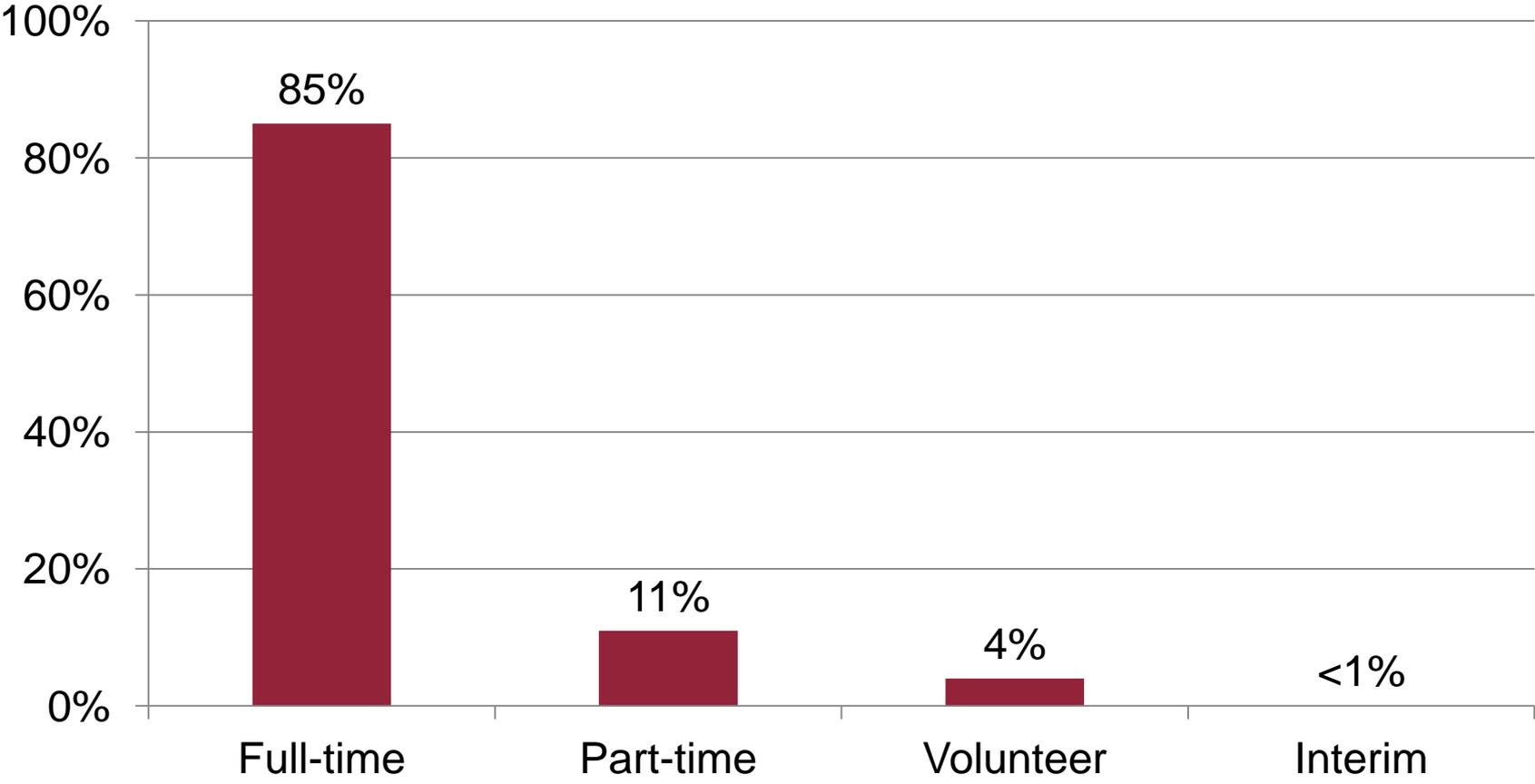


Q2 "In what year was your church established? (If you are not sure, please give your best estimate.)?"

# Years serving as pastor of this participating church



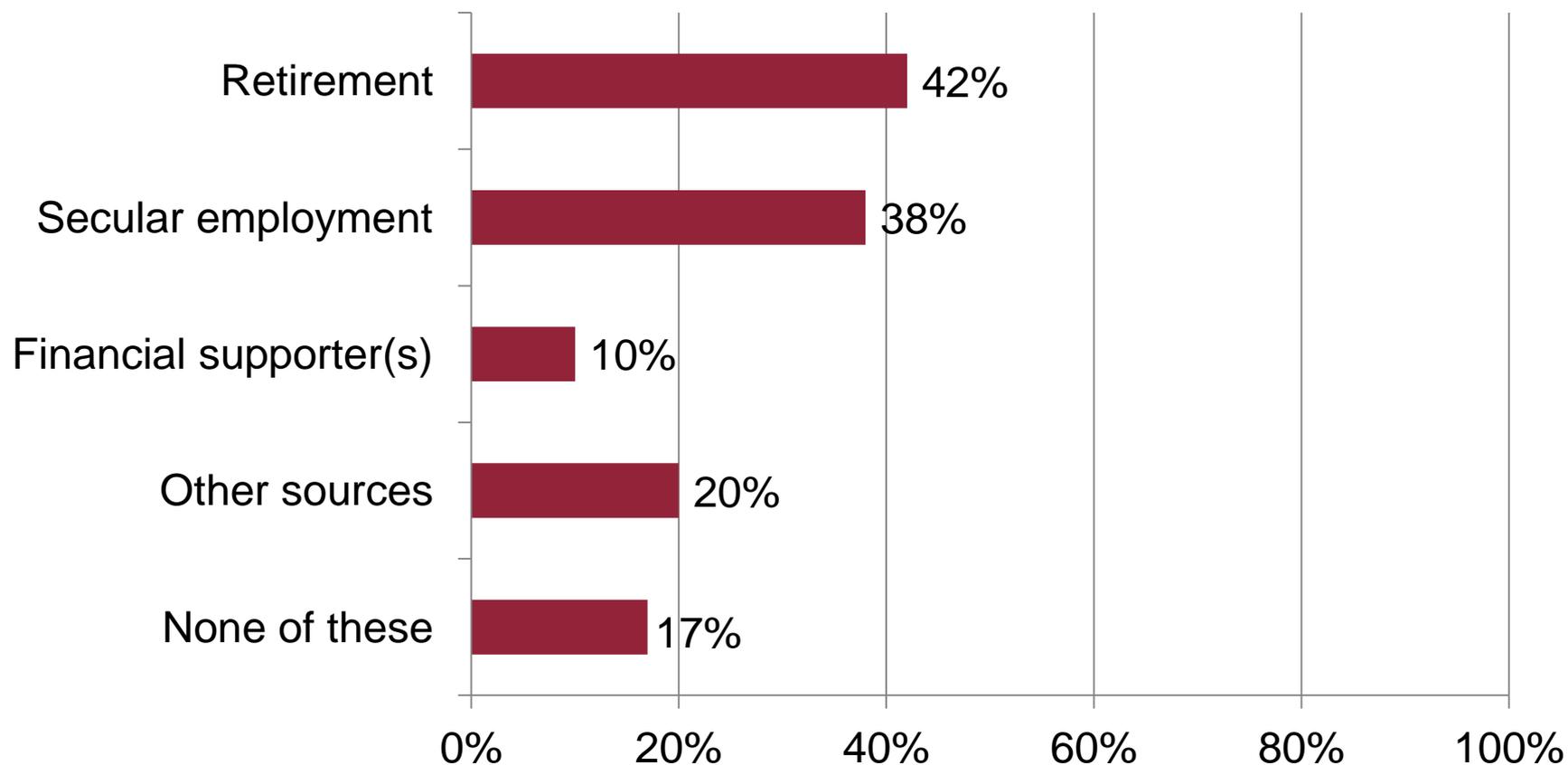
# Employment status of participants



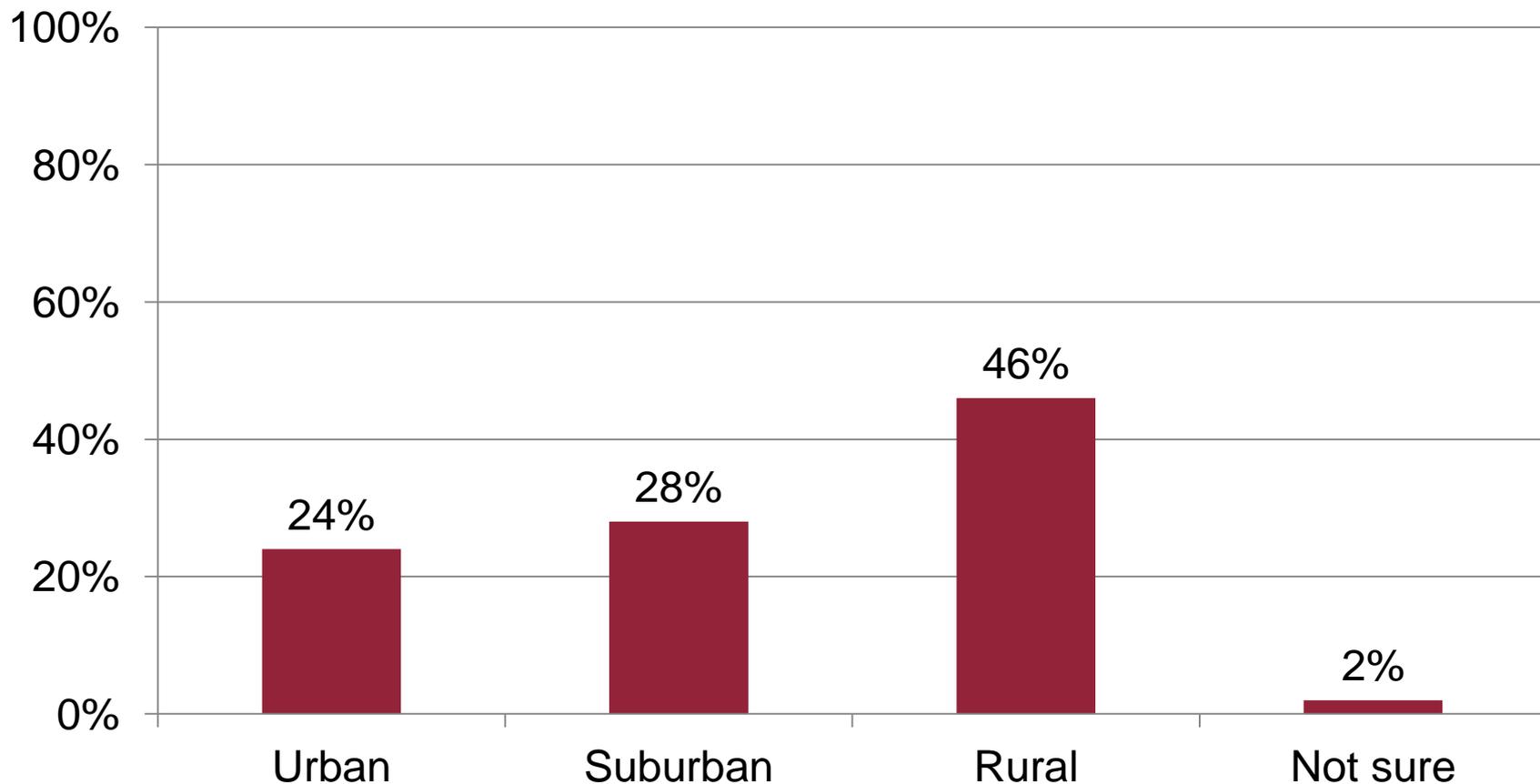
Q4 "Which of the following best describes your employment status at your church?"



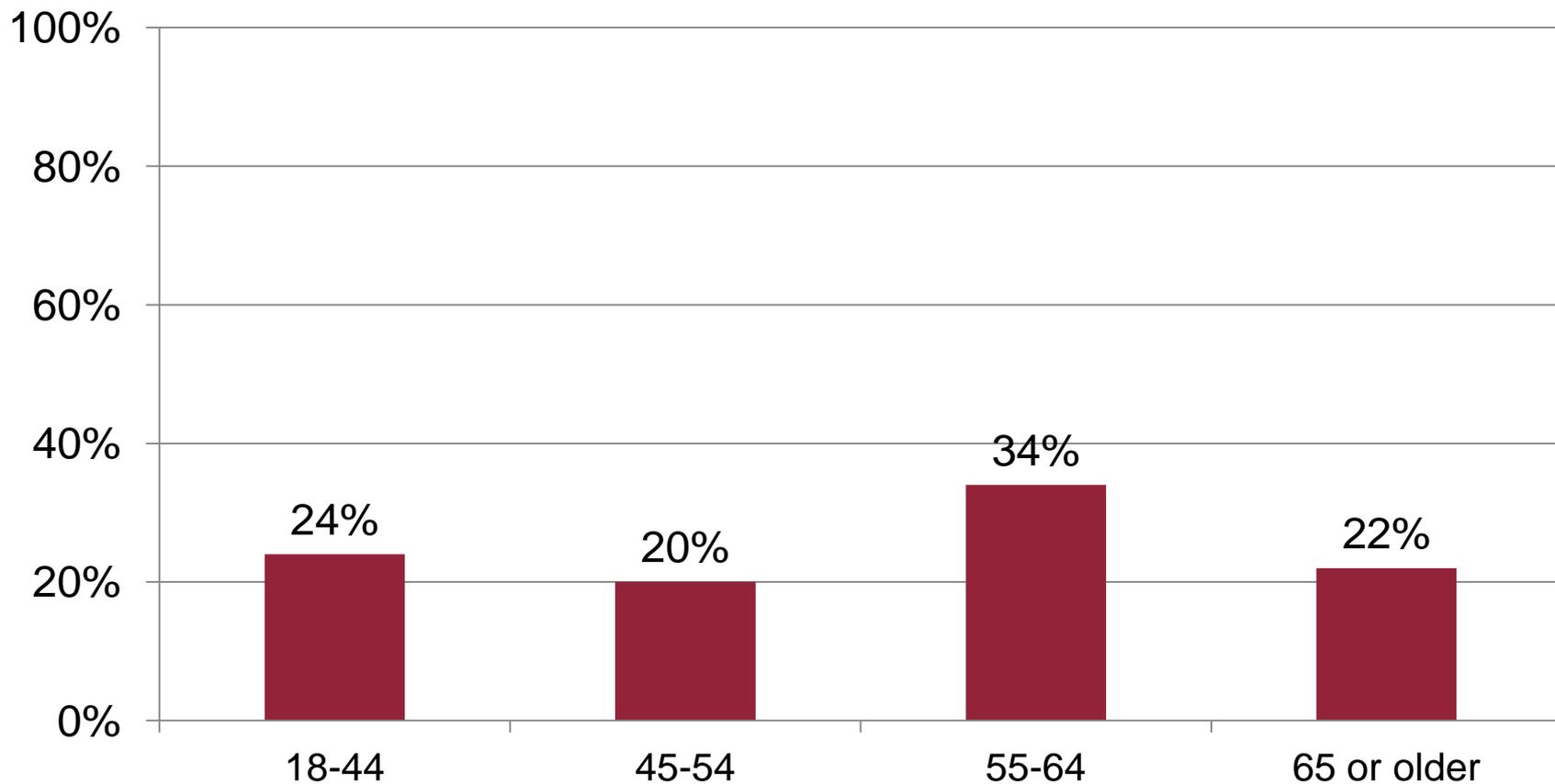
# Sources of additional income for part-time or volunteer pastors



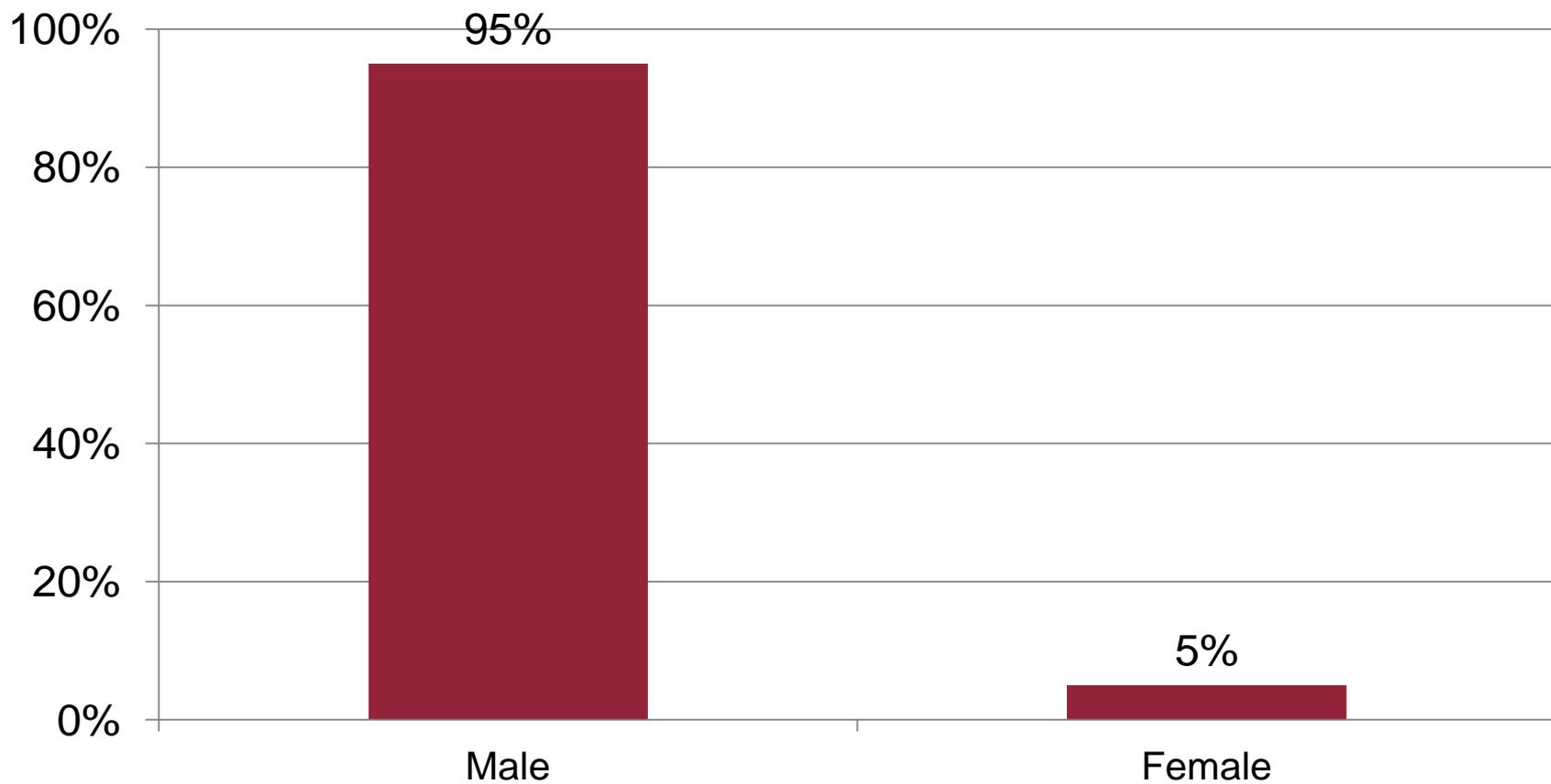
## Location of participating churches



## Age of participating pastors

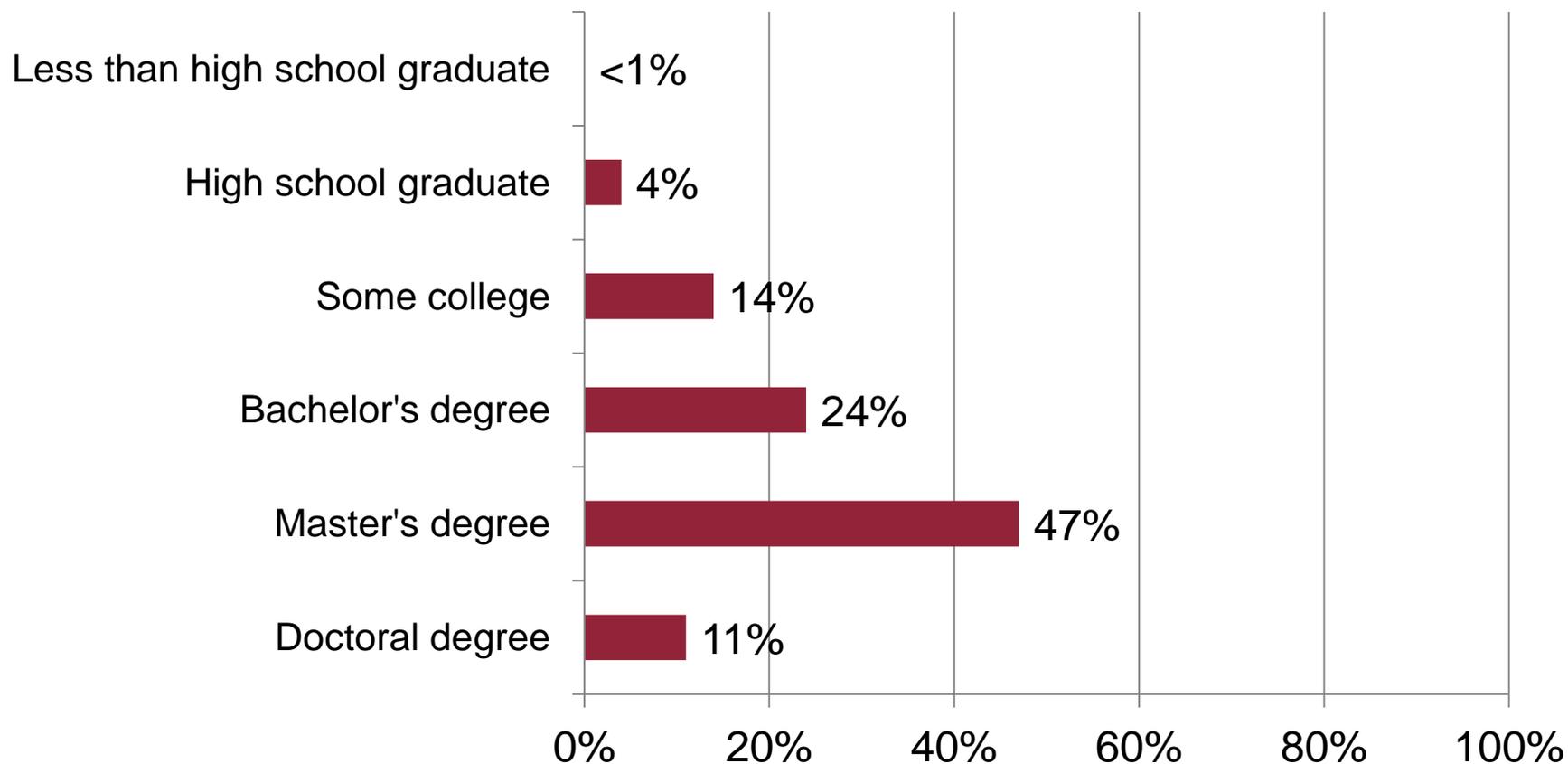


# Gender of participants



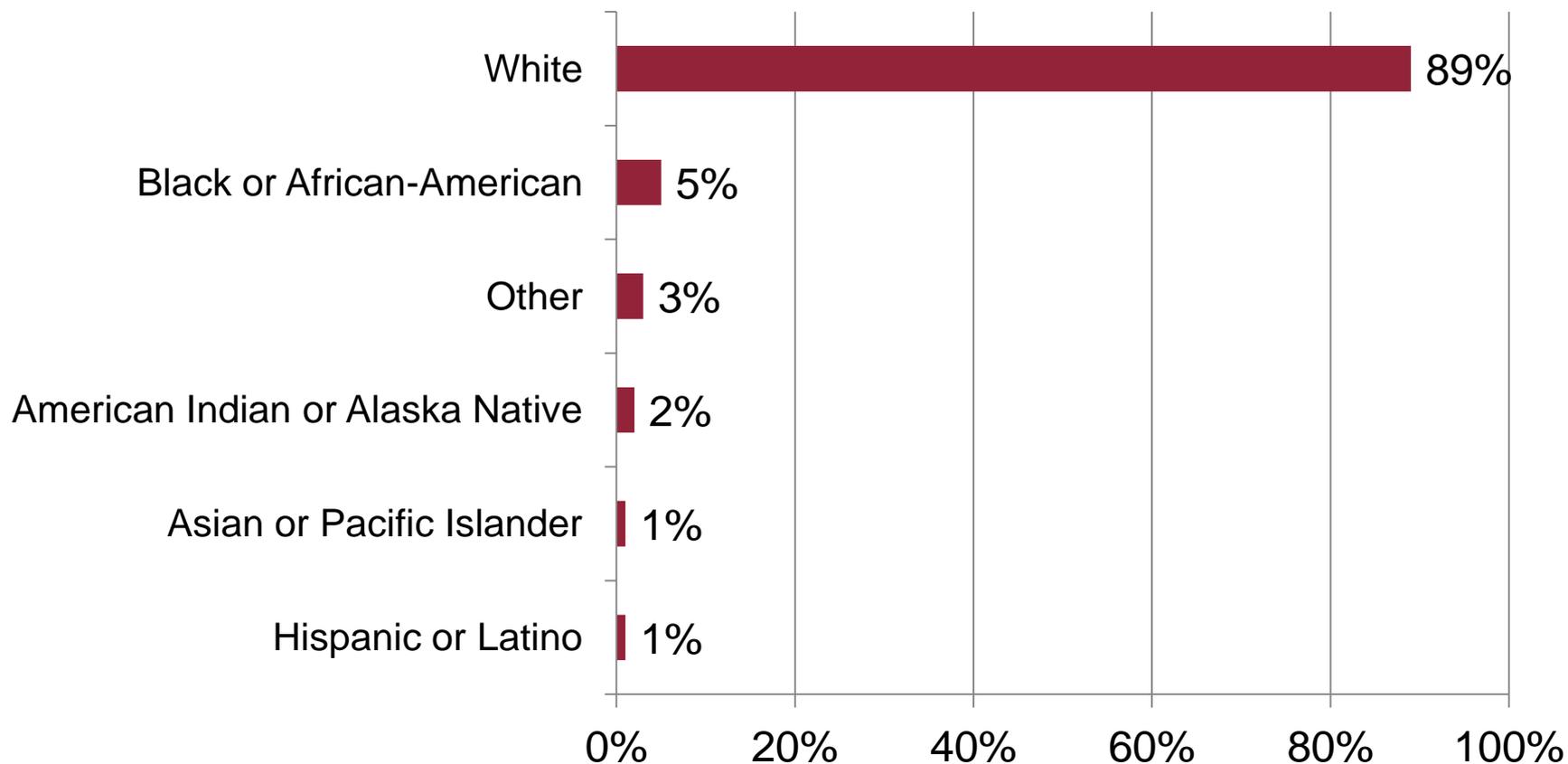
Q37 "What is your gender?"

## Education level of participants



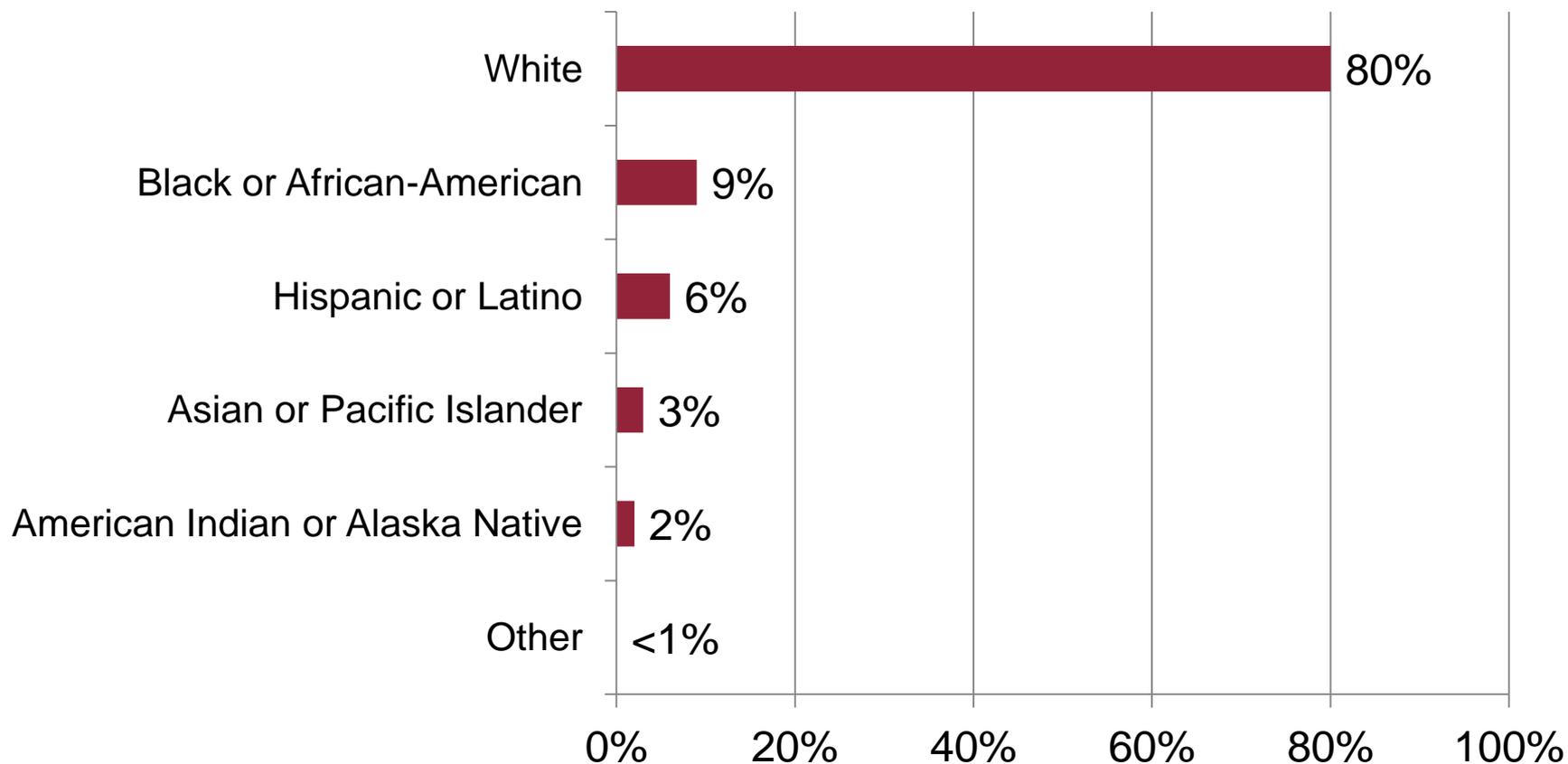
Q38 "Which of the following best describes your highest level of education?" n=1482

# Ethnicity of participants

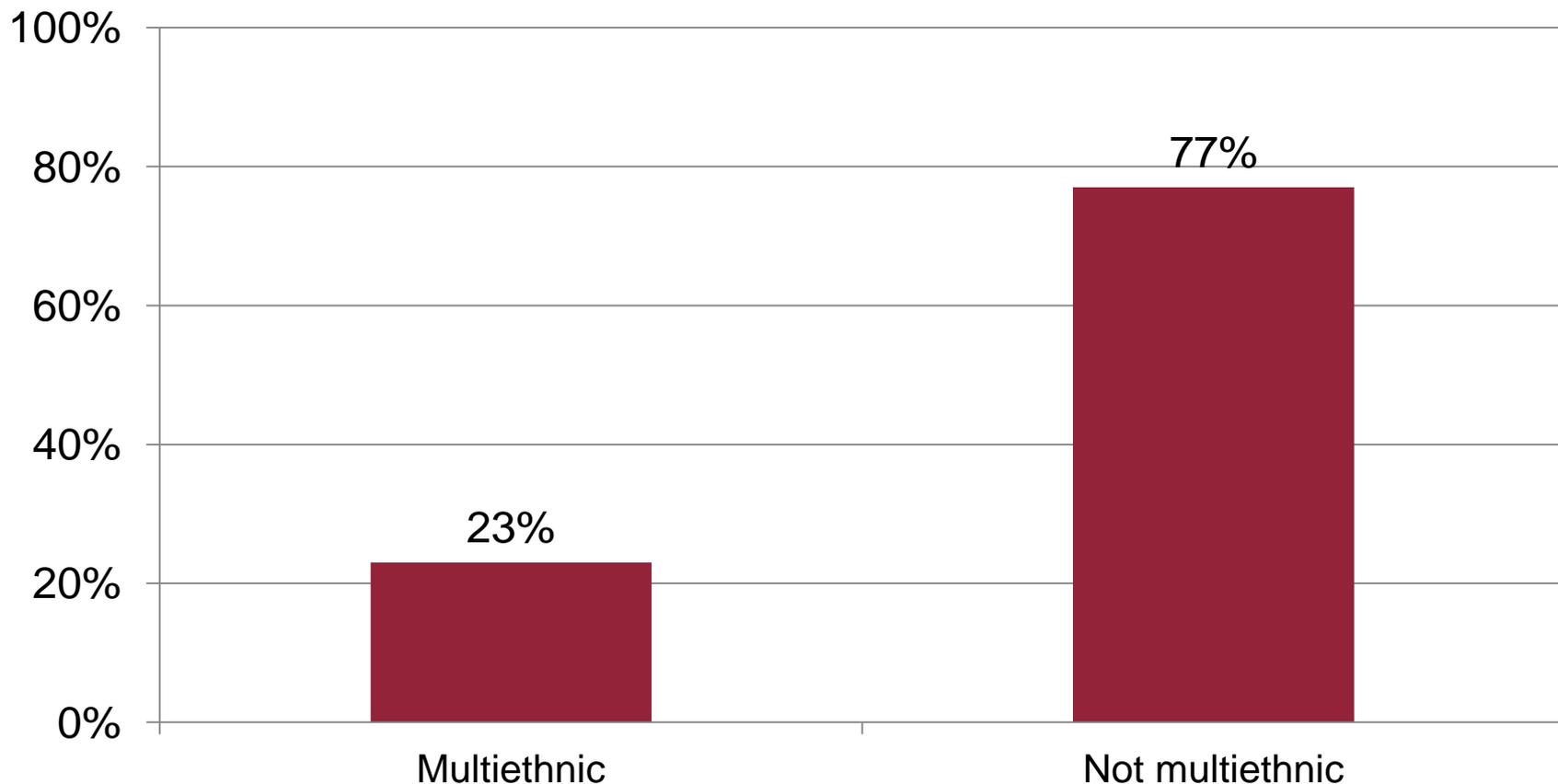


Q39 "Which of the following best represents your ethnic background?" n=1462

# Average ethnic make-up of participating churches



# Participating churches that are multiethnic (no ethnic group $\geq 80\%$ )



Q40 "What is the current ethnic and racial make-up of your church? Rough estimates are acceptable. Total percentages should add to 100%." n=1427

# Significant Differences

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Region  
Worship Attendance  
Year Church Started  
Years as Pastor  
Employment Status  
Context of Church  
Age  
Gender  
Education Level  
Ethnicity  
Ethnic Make-up of Church

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among region of the country, worship attendance, year church started, year serving as pastor, and employment status.

Region	Worship Attendance	Year Church Started	Years as Pastor	Employment Status
Northeast	0-49	1916 or earlier	0-4	Full-time
Midwest	50-99	1917-1941	5-9	Part-time
South	100-250	1942-1966	10 or more	Volunteer
West		1967-1991		
		1992 or later		

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among church context, age, gender, education level, ethnicity, and ethnic make-up of church.

Church Context	Age	Gender	Education Level	Ethnicity	Ethnic Make-up of Church
Urban	18-44	Male	No college degree	White	Primarily White
Suburban	45-54	Female	Bachelor's degree	African-American	Primarily African-American
Rural	55-64		Doctoral degree	Other	Not Primarily White or African-American
	65+				

# “Among the new people who have begun to attend your church over the last 5 years, please estimate the percentage of newcomers who were people who did not go to church.”

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- Those with attendance of 0-49 (31%) are more likely to select “0-9% unchurched” than those with attendance 50-99 (15%) and 100-250 (16%)
- Those with attendance of 50-99 (17%) and 100-250 (20%) are more likely to select “20-29% unchurched” than those with attendance 0-49 (10%)
- Those at churches that started in 1992 or later are the least likely to select “10-19% unchurched” (15%) and most likely to select “50% or higher unchurched” (34%)
- Those who are volunteers (30%) are more likely to select “0-9% unchurched” than those who are full-time (19%)
- Those with a Bachelor’s degree (28%) are more likely to select “50% or higher unchurched” than those with a Master’s (21%) or a Doctoral degree (18%)
- Pastors of primarily White churches (24%) are more likely to select “10-19% unchurched” than pastors of primarily African-American churches (12%)
- Pastors of churches that are not primarily White or African-American are the most likely to select “50% or higher unchurched” (36%)

# “In the past 12 months, how many people have indicated a new commitment to Jesus Christ as Savior through your church?”

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- Those in the South (22%) are more likely to select “10-19” than those in the Northeast (13%)
- Those with attendance of 0-49 are the most likely to select “0-4” (60%)
- Those with attendance of 100-250 are the most likely to select “10-19” (31%) and “20 or more” (23%)
- Those at churches that started from 1917-1941 (45%) are more likely to select “0-4” than those started from 1967-1991 (34%) and 1992 or later (33%)
- Those who are part-time (49%) are more likely to select “0-4” than those who are full-time (36%)
- Those who are full-time (22%) or volunteers (17%) are more likely to select “10-19” than those who are part-time (6%)
- Those with a Master’s degree are the most likely to select “0-4” (43%)
- White pastors (40%) are more likely to select “0-4” than African-American pastors (14%) or pastors and Other Ethnicities (26%)
- African-American pastors (40%) are more likely to select “10-19” than White pastors (19%) and pastors of Other Ethnicities (23%)
- African-American pastors (25%) are more likely to select “20+” than White pastors (12%)

# “In the past 12 months, how many people have indicated a new commitment to Jesus Christ as Savior through your church?” (continued)

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- Pastors of primarily White churches are the most likely to select “0-4” (40%) and the least likely to select “20+” (12%)
- Pastors of primarily African-American churches are the most likely to select “10-19” (36%)

# “Among these commitments in the past 12 months, how many have **ALSO** become active in the life of your church?”

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- Those with attendance of 0-49 (62%) and 50-99 (58%) are more likely to select “Retained all new commitments” than those with attendance of 100-250 (47%)
- Those at churches that started in 1916 or earlier (61%) are more likely to select “Retained all new commitments” than those started from 1967-1991 (46%) and 1992 or later (49%)
- Those with a Master’s degree are the most likely to select “Retained all new commitments” (63%)
- White pastors (56%) are more likely “Retained all new commitments” to select than African-American pastors (34%) and pastors of Other Ethnicities (42%)
- Pastors of primarily White churches (55%) are more likely to select “Retained all new commitment” than pastors of primarily African-American churches (37%)

# “How often do you attempt to share your faith with the unchurched?”

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- Those in the South (76%) and West (76%) are more likely to select “Once a week or more” than those in the Midwest (68%)
- Those in the Midwest (25%) are more likely to select “Once a month” than those in the South (18%) and West (16%)
- Those at churches that started from 1942-1966 (75%), 1967-1991 (76%), and 1992 or later (80%) are more likely to select “Once a week or more” than those started in 1916 or earlier (66%)
- Those at churches that started in 1916 or earlier (25%) are more likely to select “Once a month” than those started from 1942-1966 (19%), 1967-1991 (18%), and 1992 or later (16%)
- Those age 55-64 (77%) are more likely to select “Once a week or more” than those 18-44 (69%)
- Those age 18-44 (25%) are more likely to select “Once a month” than those 55-64 (18%)
- Those with no college degree (80%) are more likely to select “Once a week or more” than those with a Master’s (70%) or Doctoral degree (70%)
- Pastors of primarily African-American churches are the most likely to select “Once a month” (30%)

# “How often do you engage in conversations centered on the Gospel?”

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- Those in the South (91%) and West (92%) are more likely to select “Once a week or more” than those in the Midwest (87%)
- Those in the Midwest (10%) are more likely to select “Once a month” than those in the South (6%) and West (4%)
- Those at churches that started in 1992 or later (94%) are more likely to select “Once a week or more” than those started from 1942-1966 (89%) and 1967-1991 (89%)
- Those at suburban churches (92%) and rural churches (91%) are more likely to select “Once a week or more” than those at urban churches (87%)
- Those with no college degree (95%) are more likely to select “Once a week or more” than those with a Master’s (89%) or a Doctoral degree (89%)
- White pastors (7%) and African-American pastors (12%) are more likely to select “Once a month” than pastors of Other Ethnicities (2%)

# “How often do you ask a person to commit to Christ following a personal presentation of the gospel?”

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- Those in the South are the most likely to select “Once a week or more” (58%)
- Those in the Northeast (17%) are more likely to select “Once in 6 months” than those in the South (7%) and West (8%)
- Those with attendance of 50-99 (29%) and 100-250 (29%) are more likely to select “Once a month” than those with attendance 0-49 (20%)
- Those at churches that started in 1992 or later (55%) are more likely to select “Once a week or more” than those started in 1916 or earlier (44%)
- Those at urban churches (53%) and rural churches (50%) are more likely to select “Once a week or more” than those at suburban churches (41%)
- Those age 65+ are the most likely to select “Once a week or more” (58%)
- Those with a Master’s degree are the least likely to select “Once a week or more” (39%)
- Those with a Master’s (29%) or Doctoral degree (32%) are more likely to select “Once a month” than those with no college degree (21%)

# “How often do you ask a person to commit to Christ following a personal presentation of the gospel?” (continued)

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- African-American pastors (77%) and pastors of Other Ethnicities (62%) are more likely to select “Once a week or more” than White pastors (46%)
- White pastors (28%) are more likely to select “Once a month” than African-American pastors (16%)
- Pastors of primarily African-American churches are the most likely to select “Once a week or more” (78%)
- Pastors of primarily White churches (28%) are more likely to select “Once a month” than pastors of primarily African-American churches (13%)

# “How often do you block out a time slot in your calendar for the purpose of sharing your faith with non-Christians in a place outside your church office?”

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- Those in the South (43%) are more likely to select “Once a week or more” than those in the Midwest (35%)
- Those with attendance of 100-250 (19%) are more likely to select “Once a month” than those with attendance 0-49 (14%)
- Those at churches that started from 1917-1941 are the most likely to select “Less than once a year” (8%)
- Those who have served 0-4 years pastor (45%) are more likely to select “Once a week or more” than those who have served 10 or more years (37%)
- Those age 65+ (47%) are more likely to select “Once a week or more” than those 55-64 (38%)
- Those with a Bachelor’s (50%) or a Doctoral degree (47%) are more likely to select “Once a week or more” than those with a Master’s (36%)
- Pastors of Other Ethnicities are the most likely to select “Once a week or more” (58%)
- African-American pastors are the most likely to select “Once a month” (32%)

# “How often do you block out a time slot in your calendar for the purpose of sharing your faith with non-Christians in a place outside your church office?” (continued)

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- Pastors of churches that are not primarily White or African-American (56%) are more likely to select “Once a week or more” than pastors of primarily White churches (40%)
- Pastors of primarily African-American churches are the most likely to select “Once a month” (32%)

# “How often do you invest in relationships with non-Christians with the specific purpose of introducing them to Christ?”

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- Those in the South (59%) and West (62%) are more likely to select “Once a week or more” than those in the Northeast (47%) and Midwest (49%)
- Those with attendance of 100-250 (60%) are more likely to select “Once a week or more” than those with attendance 50-99 (51%)
- Those who have served 0-4 years as pastor (60%) are more likely to select “Once a week or more” than those who have served 10 more years (53%)
- Those with no college degree (63%) or a Bachelor’s degree (61%) are more likely to select “Once a week or more” than those with a Master’s degree (51%)
- African-American pastors (39%) are more likely to select “Once a month” than White pastors (24%)
- Pastors of primarily African-American churches are the most likely to select “Once a month” (41%)

## “How often do you specifically pray for non-Christian people by name?”

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- Those in the Northeast (97%) are more likely to select “Once a week or more” than those in the Midwest (90%)
- Those with attendance of 100-250 (94%) are more likely to select “Once a week or more” than those with attendance 50-99 (91%)
- Those age 65+ (94%) are more likely “Once a week or more” to select than those 18-44 (90%)

# “How often do older children or adults make public professions of new faith in Christ at your church?”

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- Those in the Northeast (18%) and Midwest (17%) are more likely to select “Once a year” than those in the South (11%)
- Those with attendance of 100-250 are the most likely to select “Once a month” (38%) and the least likely to select “Once a year” (8%)
- Those with attendance of 50-99 are the most likely to select “Once in 6 months” (37%)
- Those at churches that started in 1992 or later are the most likely to select “Once a week or more” (18%)
- Those at churches that started from 1942-1966 (36%) are more likely to select “Once in 6 months” than those started from 1917-1941 (25%), 197-1991 (28%), and 1992 or later (27%)
- Those who have served 10 years or more as pastor are the most likely to select “Once a week or more” (13%)
- Those who are volunteers are the most likely to select “Once a week or more” (33%)
- Those who are full-time are the most likely to select “Once a month”(28%)

# “How often do older children or adults make public professions of new faith in Christ at your church?” (continued)

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- Those age 55-64 (11%) and 65+ (13%) are more likely to select “Once a week or more” than those 18-44 (7%)
- Those age 18-44 (36%) are more likely to select “Once in 6 months” than those 55-64 (28%)
- Males (20%) are more likely to select “Once a week or more” than females (10%)
- Those with no college degree (16%) or a Doctoral degree (18%) are more likely to select “Once a week or more” than those with a Bachelor’s (8%) or a Master’s degree (8%)
- Those with Bachelor’s degree (34%) are more likely to select “Once a month” than those with a Master’s (23%) or a Doctoral degree (25%)
- African-American pastors (32%) and pastors of Other Ethnicities (23%) are more likely to select “Once a week or more” than White pastors (8%)
- White pastors are the most likely to select “Once in 6 months” (32%)

# “How often do older children or adults make public professions of new faith in Christ at your church?” (continued)

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- Pastors of primarily African-American churches are the most likely to select “Once a week or more” (34%)
- Pastors of primarily White churches are the most likely to select “Once in 6 months” (33%)

# “How often do you specifically teach your congregation to be friendly to non-Christian people?”

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- Those in the West (71%) are more likely to select “Once a week” than those in the Northeast (61%) and Midwest (55%)
- Those in the Midwest (34%) are more likely to select “Once a month” than those in the South (27%) and West (19%)
- Those with attendance of 0-49 are the most likely to select “Once a week” (70%)
- Those with attendance of 100-250 (29%) are more likely to select “Once a month” than those with attendance 0-49 (22%)
- Those at churches that started in 1992 or later are the most likely to select “Once a week” (75%)
- Those at churches that started in 1916 or earlier (32%), 1917-1941 (30%), and 1942-1966 (28%) are more likely to select “Once a month” than those started in 1992 or later (19%)
- Those who are part-time (70%) and volunteers (78%) are more likely to select “Once a week” than those who are full-time (62%)
- Those who are full-time (28%) are more likely to select than “Once a month” those who are part-time (13%)

# “How often do you specifically teach your congregation to be friendly to non-Christian people?” (continued)

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- Those at suburban churches (29%) and rural churches (29%) are more likely to select “Once a month” than those at urban churches (22%)
- Those age 65+ (67%) are more likely to select “Once a week” than those 18-44 (58%)
- Those age 18-44 (33%) are more likely to select “Once a month” than those 55-64 (26%) and 65+ (24%)
- Females (80%) are more likely to select “Once a week” than males (62%)
- Males (28%) are more likely to select “Once a month” than females (14%)
- Those with no college degree are the most likely to select “Once a week” (76%) and the least likely to select “Once a month” (17%)
- Pastors of Other Ethnicities (72%) are more likely to select “Once a week” than White pastors (62%)
- White pastors (29%) are more likely to select “Once a month” than African-American pastors (13%)

# “How often do you specifically teach your congregation to be friendly to non-Christian people?” (continued)

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- Pastors of churches that are not primarily White or African-American (75%) are more likely to select “Once a week” than pastors of primarily White churches (61%)
- Pastors of primarily White churches are the most likely to select “Once a month” (29%)

# “How often do you teach your people to be friendly towards guests?”

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- Those in the South (72%) and West (74%) are more likely to select “Once a week” than those in the Midwest (61%)
- Those in the Midwest (26%) are more likely to select “Once a month” than those in the South (20%) and West (19%)
- Those with attendance of 0-49 (74%) are more likely to select “Once a week” than those with attendance 50-99 (66%)
- Those at churches that started from 1942-1966 (71%), 1967-1991 (70%), and 1992 or later (77%) are more likely to select “Once a week” than those started in 1916 or earlier (63%)
- Those at churches that started in 1916 or earlier (27%) are more likely to select than “Once a month” those started from 1942-1966 (21%) and 1992 or later (15%)
- Those who are volunteers are the most likely to select “Once a week” (86%) and the least likely to select “Once a month” (9%)
- Those at urban churches (75%) are more likely to select “Once a week” than those at suburban churches (68%)

## “How often do you teach your people to be friendly towards guests?” (continued)

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- Those age 18-44 are the least likely to select “Once a week” (59%) and the most likely to select “Once a month” (29%)
- Females (86%) are more likely to select “Once a week” than males (69%)
- Those with no college degree are the most likely to select “Once a week” (83%) and the least likely to select “Once a month” (12%)
- Pastors of Other Ethnicities (83%) are more likely to select “Once a week” than White pastors (68%)
- White pastors (23%) are more likely to select “Once a month” than pastors of Other Ethnicities (14%)
- Pastors of churches that are not primarily White or African-American (85%) are more likely to select “Once a week” than pastors of primarily White churches (67%)
- Pastors of primarily White churches (24%) are more likely to select “Once a month” than pastors of churches that are not primarily White or African-American (9%)

# “How often do you teach regular attenders to intentionally connect with people in their neighborhoods and networks in order to have gospel conversations?”

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- Those in the South (56%) and West (57%) are more likely to select “Once a week” than those in the Midwest (45%)
- Those in the Midwest (39%) are more likely to select “Once a month” than those in the South (31%) and West (29%)
- Those with attendance of 0-49 are the most likely to select “Once a week” (62%) and the least likely to select “Once a month” (24%)
- Those at churches that started from 1917-1941 (11%) are more likely to select “Once in 6 months” than those started from 1967-1991 (5%) and 1992 or later (4%)
- Those who have served 0-4 years as pastor (59%) are more likely to select “Once a week” than those who have served 5-9 years (50%) and 10 or more years (52%)
- Females (69%) are more likely to select “Once a week” than males (53%)
- Males (34%) are more likely to select “Once a month” than females (19%)

# **“How often do you teach regular attenders to intentionally connect with people in their neighborhoods and networks in order to have gospel conversations?” (continued)**

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- Those with no college degree are the most likely to select “Once a week” (68%) and the least likely to select “Once a month” (22%)
- African-American pastors (67%) are more likely to select “Once a week” than White pastors (52%)
- White pastors (34%) are more likely to select “Once a month” than African-American pastors (16%)
- Pastors of primarily White churches are the least likely to select "Once a week" (52%)
- Pastors of primarily White churches (35%) are more likely to select “Once a month” than pastors of primarily African-American churches (19%)

# “How often do you have greeters at weekend worship services?”

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- Those with attendance of 100-250 are the most likely to select “Once a week” (97%)
- Those at churches that started in 1916 or earlier are the most likely to select “Once a week” (94%)
- Those who are full-time are the most likely to select “Once a week” (91%)
- Those age 18-44 (93%) are more likely to select “Once a week” than those 45-54 (87%)
- Those with a Master’s (91%) or a Doctoral degree (94%) are more likely to select “Once a week” than those with no college degree (84%)

# “How often do you personally follow up with church guests?”

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- Those in the South (67%) are more likely to select “Once a week” than those in the Midwest (59%)
- Those with attendance of 100-250 are the most likely to select “Once a week” (74%) and the least likely to select “Once a month” (19%)
- Those who have served 0-4 years as pastor (70%) are more likely to select “Once a week” than those who have served 5-9 years (61%) and 10 or more years (60%)
- Those who are full-time (65%) are more likely to select “Once a week” than those who are part-time (54%)
- Those who are part-time (11%) are more likely to select “Once in 6 months” than those who are full-time (3%)
- Those at suburban churches (68%) are more likely to select “Once a week” than those at rural churches (61%)
- Those age 45-54 (30%) are more likely to select “Once a week” than those 55-64 (22%)

## “How often do you personally follow up with church guests?” (continued)

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- Those with a Doctoral degree are the most likely to select “Once a week” (76%)
- Those with a Bachelor’s (26%) or a Master’s (26%) degree are more likely to select “Once a month” than those with a Doctoral degree (17%)

# “How often do you offer a class for new attenders?”

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- Those in the South (16%) and West (16%) are more likely to select “Once a week” than those in the Northeast (7%) and Midwest (9%)
- Those in the Northeast (22%) and Midwest (19%) are more likely to select “Once a year” than those in the South (14%)
- Those with attendance of 100-250 are the most likely to select “Once in 6 months” (39%)
- Those with attendance of 0-49 are the most likely to select “Less than once a year” (10%)
- Those at churches that started in 1916 or earlier (32%) and 1942-1966 (32%) are more likely to select “Once in 6 months” than those started from 1917-1941 (23%)
- Those at churches that started from 1917-1941 (24%) are more likely to select “Once a year” than those started from 1942-1966 (14%), 1967-1991 (16%), and 1992 or later (12%)
- Those who are volunteers are the most likely to select “Once a week” (33%)
- Those who are full-time are the most likely to select “Once in 6 months” (32%)

## “How often do you offer a class for new attenders?” (continued)

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- Those at suburban churches (38%) are more likely to select “Once in 6 months” than those at urban church (27%) and rural churches (28%)
- Those age 65+ are the most likely to select “Once a week” (21%)
- Those age 18-44 are the most likely to select “Once in 6 months” (40%)
- Those age 44-54 (18%) and 55-64 (20%) are more likely to select “Once a year” than those 18-44 (12%)
- Those with no college degree (19%) or a Doctoral degree (20%) are more likely to select “Once a week” than those with a Bachelor’s (12%) or a Master’s degree (10%)
- Those with a Bachelor’s (30%) or a Master’s degree (34%) are more likely to select “Once in 6 months” than those with no college degree (22%)
- White pastors are the least likely to select “Once a week” (11%)
- African-American pastors are the most likely to select “Once a month” (27%)
- White pastors (32%) are more likely to select “Once in 6 months” than African-American pastors (17%)

## “How often do you offer a class for new attenders?” (continued)

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- White pastors (17%) are more likely to select “Once a year” than African-American pastors (5%)
- Pastors of primarily White churches are the least likely to select “Once a week” (11%)
- Pastors of primarily African-American churches are the most likely to select “Once a month” (26%)
- Pastors of primarily White churches (31%) are more likely to select “Once in 6 months” than pastors of primarily African-American churches (19%)
- Pastors of primarily White churches (17%) are more likely to select “Once a year” than pastors of primarily African-American churches (6%)

# “How often do you attend conferences or training programs to improve your personal evangelism skills?”

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- Those in the Midwest (29%) and South (30%) are more likely to select “Once in 6 months” than those in the Northeast (19%)
- Those with attendance of 100-250 (41%) are more likely to select “Once a year” than those with attendance 0-49 (34%)
- Those at churches that started from 1917-1941 (12%) are more likely to select “Once a month” than those started in 1917 or earlier (5%) and 1942-1966 (6%)
- Those who have served 0-4 years as pastor are the most likely to select “Once in 6 months” (34%) and the least likely to select “Less than once a year” (10%)
- Those who are volunteers are the most likely to select “Once a week” (12%)
- Males (14%) are more likely to select “Less than once a year” than females (5%)
- Those with a Bachelor’s degree (44%) are more likely to select “Once a year” than those with no college degree (35%) or a Master’s degree (37%)
- Those with a Bachelor’s (13%) or a Master’s degree (17%) are more likely to select “Less than once a year” than those with no college degree (8%)

# “How often do you attend conferences or training programs to improve your personal evangelism skills?” (continued)

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- African-American pastors (11%) and pastors of Other Ethnicities (8%) are more likely to select “Once a week” than White pastors (1%)
- African-American pastors (16%) are more likely to select “Once a month” than White pastors (7%)
- White pastors are more likely than African-American pastors to select “Once a year” (39% v. 23%) and “Less than once a year” (15% v. 1%)
- Pastors of primarily African-American churches are the least likely to select “Once a year” (25%)
- Pastors of primarily White churches are the most likely to select “Less than once a year” (16%)

# “How often does your church teach a course on personal evangelism?”

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- Those in the South (21%) and West (20%) are more likely to select “Once in 6 months” than those in the Northeast (11%)
- Those in the Northeast (23%) and Midwest (21%) are more likely to select “Less than once a year” than those in the South (13%)
- Those with attendance of 0-49 are the least likely to select “Once a year” (29%)
- Those at churches that started from 1967-1991 (22%) are more likely to select “Once in 6 months” than those started in 1916 or earlier (15%)
- Those at churches that started in 1992 or later are the least likely to select “Less than once a year” (8%)
- Those who are full-time are the least likely to select “Once a week” (5%) and the most likely to select “Once a year” (39%)
- Those age 65+ are the most likely to select “Once a month” (12%)
- Those age 18-44 (18%) and 55-64 (19%) are more likely to select “Less than once a year” than those 65+ (12%)

## “How often does your church teach a course on personal evangelism?” (continued)

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- Males (17%) are more likely to select “Less than once a year” than females (8%)
- Those with no college degree (24%) or a Bachelor’s degree (23%) are more likely to select “Once in 6 months” than those with a Master’s (15%) or a Doctoral degree (12%)
- Those with a Master’s degree (22%) are more likely to select “Less than once a year” than those with no college degree (8%) or a Bachelor’s degree (14%)
- White pastors are the least likely to select “Once a week” (5%)
- African-American pastors are the most likely to select “Once a month” (26%)
- White pastors are the most likely to select “Once a year” (39%) and “Less than once a year” (18%)
- Pastors of primarily White churches are the least likely to select “Once a week” (5%)
- Pastors of primarily African-American churches are the most likely to select “Once a month” (27%)

## **“How often does your church teach a course on personal evangelism?” (continued)**

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- Pastors of primarily White churches (39%) are more likely to select “Once a year” than pastors of primarily African-American churches (22%)
- Pastors of primarily White churches are the most likely to select “Less than once a year” (19%)

# “How often do you teach your members how to share their faith with the unchurched people in their lives?”

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- Those in the West (29%) are more likely to select “Once a week” than those in the Northeast (18%) and Midwest (21%)
- Those in the Midwest (23%) and South (20%) are more likely to select “Once a year” than those in the West (15%)
- Those with attendance of 0-49 are the most likely to select “Once a week” (31%) and the least likely to select “Once a year” (14%)
- Those at churches that started from 1917-1941 (29%) and 1992 or later (29%) are more likely to select “Once a week” than those started in 1916 or earlier (21%)
- Those at churches that started in 1916 or earlier are the most likely to select “Once a year” (26%)
- Those who are volunteers are the most likely to select “Once a week” (48%)
- Those who are full-time are the most likely to select “Once a year” (21%)
- Those at suburban churches are the least likely to select “Once a week” (19%)
- Those at suburban churches (25%) are more likely to select “Once a year” than those at rural churches (16%)

# “How often do you teach your members how to share their faith with the unchurched people in their lives?” (continued)

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- Those age 65+ are the most likely to select “Once a week” (34%) and the least likely to select “Once in 6 months” (15%)
- Females (37%) are more likely to select “Once a week” than males (24%)
- Those with no college degree (31%) or a Bachelor’s degree (27%) are more likely to select “Once a week” than those with a Master’s degree (21%)
- Those with no college degree (28%) or a Master’s degree (25%) are more likely to select “Once a month” than those with a Bachelor’s degree (17%)
- White pastors are the least likely to select “Once a week” (21%) and the most likely to select “Once in 6 months” (24%)
- White pastors (21%) are more likely to select “Once a year” than pastors of Other Ethnicities (11%)
- Pastors of primarily African-American churches are the most likely to select “Once a week” (4%) and the least likely to select “Once in 6 months” (11%)
- Pastors of primarily White churches (21%) are more likely to select “Once a year” than pastors of primarily African-American churches (10%)

# “How often in your public preaching do you invite people to make a first-time commitment to Jesus Christ as Savior?”

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- Those in the South are the most likely to select “Once a week” (79%) and the least likely to select “Once a month” (12%) and “Once in 6 months” (1%)
- Those with attendance of 100-250 (68%) are more likely to select “Once a week” than those with attendance 0-49 (61%)
- Those who are volunteers (8%) are more likely to select “Once a year” than those who are full-time (1%)
- Those at rural churches (68%) are more likely to select “Once a week” than those at suburban churches (62%)
- Those age 65+ (73%) are more likely to select “Once a week” than those 18-44 (60%) and 55-64 (63%)
- Those with a Master’s degree are the least likely to select “Once a week” (54%)
- African-American pastors are the most likely to select “Once a week” (88%)
- White pastors (19%) are more likely to select “Once a month” than African-American pastors (6%)

# “How often in your public preaching do you invite people to make a first-time commitment to Jesus Christ as Savior?” (continued)

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- Pastors of primarily African-American churches are the most likely to select “Once a week” (89%)
- Pastors of primarily White churches (19%) are more likely to select “Once a month” than pastors of primarily African-American churches (9%)

# “How often does your church engage in ministry outside the church in order to share the gospel with the unchurched?”

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- Those in the South (35%) and West (39%) are more likely to select “Once a week” than those in the Northeast (23%)
- Those with attendance of 100-250 are the most likely to select “Once a week” (38%)
- Those who have served 0-4 years as pastor (34%) are more likely to select “Once a month” than those who have served 10 years or more (27%)
- Those who are part-time are the most likely to select “Once a year” (12%)
- Those at urban churches (38%) are more likely to select “Once a month” than those at rural churches (31%)
- Those age 18-44 (35%) and 45-54 (34%) are more likely to select “Once a month” than those 55-64 (28%) and 65+ (26%)
- Males (31%) are more likely to “Once a month” select than females (19%)
- Those with no college degree (38%) or a Bachelor’s degree (36%) are more likely to select “Once a week” than those with a Master’s degree (29%)

# “How often does your church engage in ministry outside the church in order to share the gospel with the unchurched?” (continued)

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- White pastors are the least likely to select “Once a week” (31%)
- White pastors are more likely than pastors of Other Ethnicities to select “Once a month” (32% v. 19%) or “Once in 6 months” (23% v. 13%)
- Pastors of primarily White churches are the least likely to select “Once a week” (31%)
- Pastors of primarily White churches (23%) are more likely to select “Once in 6 months” than pastors of primarily African-American churches (13%)

## “How often do people join your church that were members of another church?”

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- Those in the West (19%) are more likely to select “Once a month” than those in the Northeast (6%) and Midwest (10%)
- Those in the South (45%) are more likely to select “Once in 6 months” than those in the West (36%)
- Those in the Northeast (29%) and Midwest (29%) are more likely to select “Once a year” than those in the South (21%)
- Those with attendance of 100-250 are the most likely to select “Once a month” (22%) and the least likely to select “Once a year” (16%)
- Those with attendance of 0-49 are the least likely to select “Once in 6 months” (27%) and the most likely to select “Less than once a year” (16%)
- Those at churches that started from 1967-1991 (44%) are more likely to select “Once in 6 months” than those started from 1917-1941 (34%)
- Those at churches that started from 1917-1941 (32%) are more likely to select “Once a year” than those started from 1942-1966 (22%), 1967-1991 (22%), and 1992 or later (20%)

## “How often do people join your church that were members of another church?” (continued)

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- Those who have served 0-4 years as pastor are the most likely to select “Once a month” (18%)
- Those who are full-time (14%) are more likely to select “Once a month” than those who are volunteers (4%)
- Those who are full-time are the most likely to select “Once in 6 months” (43%) and the least likely to select “Less than once a year” (6%)
- Those at suburban churches are the most likely to select “Once in 6 months” (47%) and the least likely to select “Once a year” (20%)
- Those age 65+ are the least likely to select “Once in 6 months” (34%) and the most likely to select “Less than once a year” (12%)
- Males (43%) are more likely to select “Once in 6 months” than females (25%)
- Those with a Doctoral degree (22%) are more likely to select “Once a month” than those with a Bachelor’s (11%) and Master’s (12%)
- Those with a Doctoral degree are the least likely to select “Once a year” (16%)

# “How often do you specifically lead your church to pray for non-Christians by name?”

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- Those in the South (67%) are more likely to select “Once a week” than those in the Midwest (51%) and West (59%)
- Those with attendance of 0-49 are the most likely to select “Once a week” (68%) and the least likely to select “Once in 6 months” (4%)
- Those at churches that started in 1992 or later (69%) are more likely to select “Once a week” than those started in 1916 or earlier (54%) and 1942-1966 (59%)
- Those who are part-time (71%) are more likely to select “Once a week” than those who are full-time (59%)
- Those age 18-44 are the least likely to select “Once a week” (49%)
- Those age 18-44 (25%) more likely to select “Once a month” than those 65+ (17%)
- Those with a Master’s degree are the least likely to select “Once a week” (53%) and the most likely to select “Once a month” (25%)

# “Does your church offer a course for new believers on the basics of how to live the Christian life?”

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- Those in the Northeast (80%) are more likely to select “Yes” than those in the Midwest (71%)
- Those with attendance of 100-250 are the most likely to select “Yes” (78%)
- Those at churches that started from 1967-1991 (79%) are more likely to select “Yes” than those started in 1916 or earlier (72%) and 1942-1966 (70%)
- Those who have served 0-4 years as pastor are the least likely to select “Yes” (68%)
- Those age 45-54 (80%) are more likely to select “Yes” than those 18-44 (67%) and 65+ (73%)
- White pastors are the least likely to select “Yes” (72%)
- Pastors of primarily White churches are the least likely to select “Yes” (71%)

# **“What percentage of your church’s budget is given to evangelism and missions?”**

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- Those in the Northeast are the most likely to answer “30%+ of budget” (28%)
- Those with attendance of 0-49 are the least likely to answer “20-29% of budget” (16%)
- Those at churches that started in 1916 or earlier (43%), 1942-1966 (40%), and 1992 or later (42%) are more likely to answer “10-19% of budget” than those started from 1967-1991 (33%)
- Those at churches that started from 1942-1966 (25%) are more likely to answer “20-29% of budget” than those started in 1992 or later (16%)
- Those who are full-time (23%) are more likely to answer “20-29% of budget” than those who are part-time (12%)
- Those age 18-44 (12%) and 55-64 (15%) are more likely to answer “0-9% of budget” than those 65+ (5%)
- Those with a Doctoral degree (29%) are more likely to answer “20-29% of budget” than those with no college degree (20%) or a Master’s degree (20%)
- Those with no college degree (23%) are more likely to select “30%+ of budget” than those with a Master’s (17%) or a Doctoral degree (15%)

## **“What percentage of your church’s budget is given to evangelism and missions?” (continued)**

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- White pastors (40%) are more likely to answer “10-19% of budget” than pastors of Other Ethnicities (29%)
- Pastors of Other Ethnicities (29%) are more likely to answer “30%+ of budget” than White pastors (18%) and African-American pastors (10%)
- Pastors of primarily White churches (41%) are more likely to select “10-19% of budget” than pastors of churches that are not primarily White or African-American (29%)
- Pastors of churches that are not primarily White or African-American are the most likely to select “30%+ of budget” (30%)

# “Our budget reflects our priority for reaching non-Christians”

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- Those in the South (86%) are more likely to Agree than those in the Northeast (80%)
- Those with attendance of 100-250 (87%) are more likely to Agree than those with attendance 0-49 (82%)
- Those at rural churches (87%) are more likely to Agree than those at suburban churches (80%)
- Those age 65+ (89%) are more likely to Agree than those 18-44 (83%) and 45-54 (82%)
- Those with a Bachelor’s (89%) or a Doctoral degree (90%) are more likely to Agree than those with a Master’s degree (82%)

# **“I am consistently hearing reports of members of our congregation engaging in evangelistic conversations, where people share their faith with people who are not Christians”**

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- Those in the West (86%) are more likely to Agree than those in the Midwest (80%)
- Those at churches that started in 1992 or later (90%) are more likely to Agree than those started in 1916 or earlier (75%), 1917-1941 (81%), and 1942-1966 (84%)
- Those who have served 10 years or more as pastor are the most likely to Agree (86%)
- Those at urban churches (86%) are more likely to Agree than those at suburban churches (80%)
- Those age 65+ (89%) are more likely to Agree than those 18-44 (78%) and 55-64 (83%)
- Those with no college degree (88%) are more likely to Agree than those with a Master's (80%) or Doctoral degree (80%)
- African-American pastors are the most likely to Agree (97%)
- Pastors of primarily African-American churches are the most likely to Agree (96%)

# **“I regularly receive feedback that I am strong at communicating with the unchurched people who attend our weekly worship services”**

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- Those in the South (84%) and West (85%) are more likely to Agree than those in the Northeast (73%) and Midwest (79%)
- Those with attendance of 100-250 (85%) are more likely to Agree than those with attendance 0-49 (79%)
- Those at churches that started from 1917-1941 (89%) are more likely to Agree than those started in 1916 or earlier (77%) and 1967-1991 (81%)
- Those at urban churches (86%) are more likely to Agree than those at suburban churches (79%)
- Those age 18-44 (18%) and 45-54 (18%) are more likely to Disagree than those 65+ (11%)
- Those with a Master’s degree are the least likely to Agree (77%)
- White pastors (16%) are more likely to Disagree than pastors of Other Ethnicities (7%)

# Small Church Evangelism Frequencies

**Survey of 1,500 Pastors in Smaller  
Evangelical and Black Protestant Churches**

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For the Billy Graham Center for Evangelism,  
Wheaton College and the Caskey Center for  
Church Excellence, New Orleans Baptist  
Theological Seminary