

Churchgoers Views - Billy Graham

Representative Survey of 1,010
American Churchgoers

Methodology

LifeWay Research conducted the study August 22 – 30, 2017. 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.

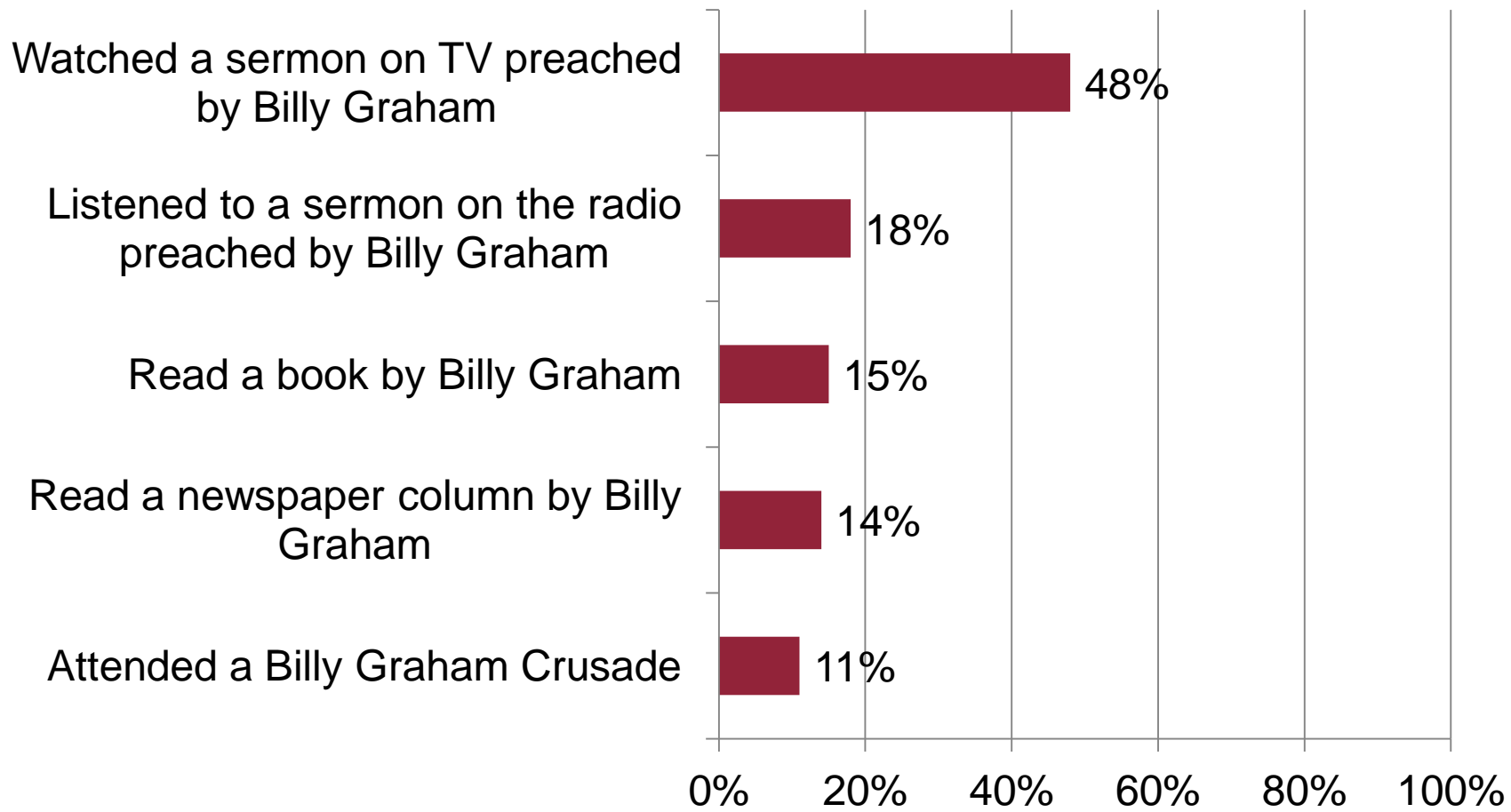
Methodology

For this survey, a nationally representative sample of U.S. Protestant and non-denominational adults (18 and older) which attends religious services once a month or more often was selected from the KnowledgePanel®.

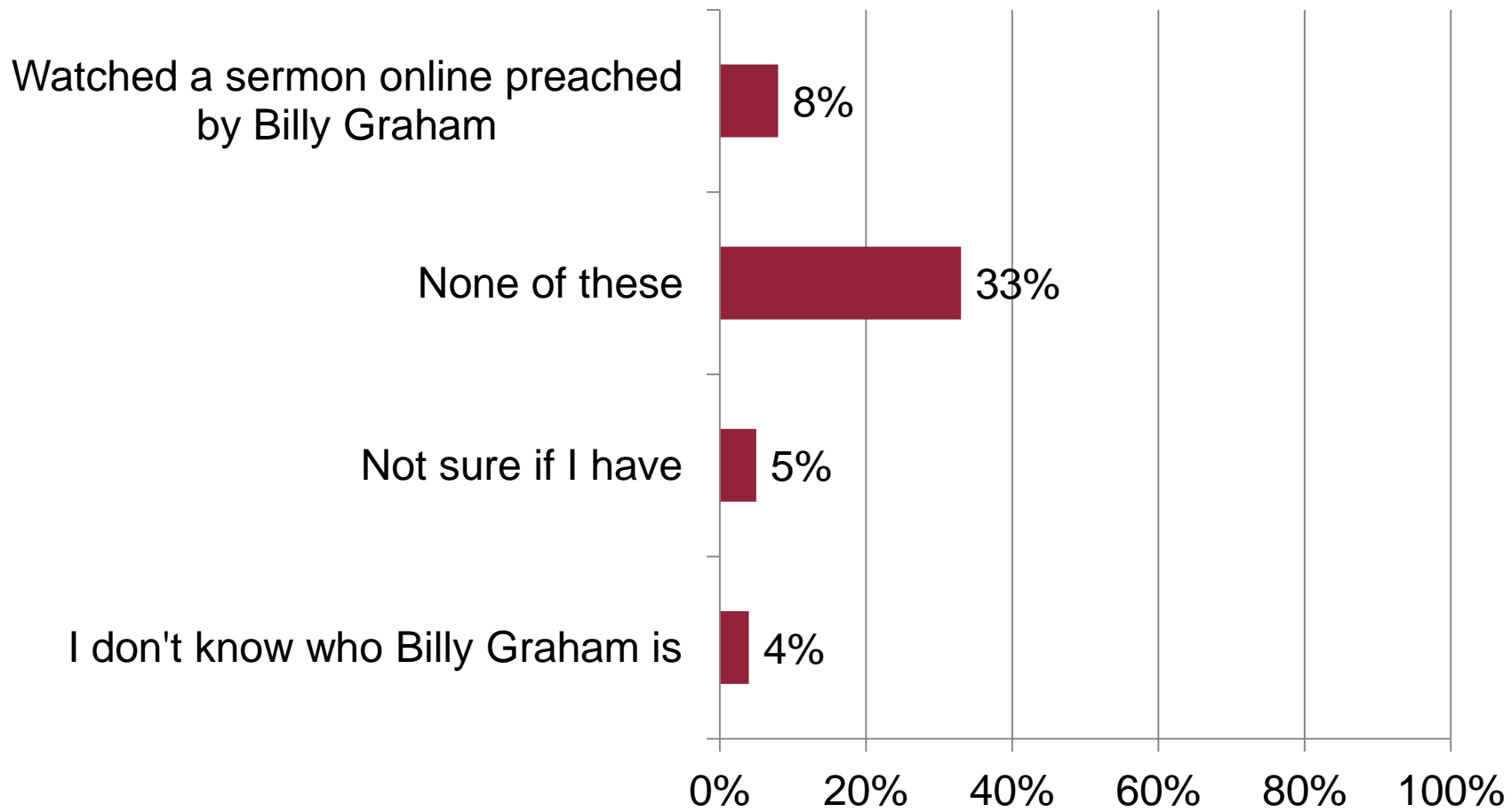
Sample stratification and base weights were used for gender, age, race/ethnicity, region, metro/non-metro, home ownership, education, and income to reflect the most recent US Census data. Study specific weights included for gender by age, race/ethnicity, region, and education to reflect GSS 2016 data. The completed sample is 1,010 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

“Have you ever...”



“Have you ever...”



Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Church Service Attendance
Evangelical Beliefs
Church Size (Attendance)
Denomination

Significant Statistical Differences

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

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-34	White, Non-Hispanic	High School graduate or less
Female	Midwest	35-49	Black, Non-Hispanic	Some college
	South	50-64	Hispanic	Bachelor's Degree
	West	65+	Other Ethnicities	Graduate Degree

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among churchgoers' service attendance, Evangelical Beliefs, church size (by attendance), and denomination.

Church Service Attendance	Evangelical Beliefs	Church Size (Attendance)	Denomination
At least once a week	Yes	Less than 50	Baptist
Once or twice a month	No	50-99	Lutheran
		100-249	Methodist
		250-499	Non-denominational
		500-999	Assemblies of God/Pentecostal
		1000 or more	

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

“Have you ever...”

Attended a Billy Graham Crusade

- Those in the West are most likely regional group to select (17%)
- Those age 50-64 (14%) and 65+ (19%) are more likely to select than those 18-34 (2%) and 35-49 (7%)
- Black, Non-Hispanics are least likely ethnic group to select (2%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (14% v. 8%)
- Those attending a church with attendance of less than 50 are least likely church size to select (4%)
- Baptists (14%) and Non-denominational (12%) are more likely to select than Lutherans (3%)

“Have you ever...”

Watched a sermon on TV preached by Billy Graham

- Those in the South (53%) are more likely to select than those in the Midwest (41%) and West (41%)
- Those age 65+ (74%) are most likely age group to select, followed by those age 50-64 (57%)
- White, Non-Hispanics (51%) are more likely to select than Hispanics (37%)
- Those who are high school graduates or less are most likely education level to select (55%)
- Those attending church services at least once a week are more likely to select than attending once or twice a month (50% v. 33%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (54% v. 40%)
- Baptists (55%) and Assemblies of God/Pentecostals (55%) are more likely to select than Lutherans (37%) and Non-denominational (37%)

“Have you ever...”

Listened to a sermon on the radio preached by Billy Graham

- Those age 18-34 are least likely age group to select (7%)
- White, Non-Hispanics (21%) and Hispanics (23%) are more likely to select than Black, Non-Hispanics (9%)
- Those attending church services at least once a week are more likely to select than attending once or twice a month (20% v. 8%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (23% v. 11%)
- Those attending a church with attendance of 250-499 (23%), 500-999 (24%), and 1000 or more (28%) are more likely to select than those attending a church with attendance of less than 50 (12%) or 50-99 (14%)

“Have you ever...”

Watched a sermon online preached by Billy Graham

- Those in the West are most likely regional group to select (16%)
- Those age 18-34 are least likely age to select (4%)
- White, Non-Hispanics (10%) and Hispanics (11%) are more likely to select than Black, Non-Hispanics (5%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (10% v. 6%)
- Those attending a church with attendance of 250-499 (14%) are more likely to select than those attending a church with attendance of 100-249 (7%)
- Assemblies of God/Pentecostals are most likely denomination to select (17%)

“Have you ever...”

Read a book by Billy Graham

- Those in the West (21%) are more likely to select than those in the Northeast (10%) and Midwest (10%)
- Those age 65+ are most likely age group to select (26%), followed by those age 50-64 (17%)
- White, Non-Hispanics (19%) are more likely to select than Black, Non-Hispanics (6%) and Hispanics (9%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (19% v. 11%)
- Those attending a church with attendance of less than 50 are least likely church size to select (6%)

“Have you ever...”

Read a newspaper column by Billy Graham

- Those in the Northeast are least likely regional group to select (5%)
- Those age 50-64 (20%) and 65+ (22%) are more likely to select than those 18-34 (5%) or 35-49 (8%)
- White, Non-Hispanics (19%) and Hispanics (19%) are more likely to select than Black, Non-Hispanics (4%) and Other Ethnicities (5%)
- Those attending church services at least once a week are more likely to select than attending once or twice a month (16% v. 6%)
- Those with Evangelical Beliefs are more likely to select than those without Evangelical Beliefs (18% v. 10%)
- Those attending a church with attendance of 500-999 (23%) are more likely to select than those attending a church with attendance of less than 50 (11%) or 50-99 (12%)
- Methodists (22%) are more likely to select than Lutherans (10%)

“Have you ever...”

None of these

- Those in the Midwest (41%) are more likely to select than those in the South (31%) and West (27%)
- Those age 18-34 (51%) are the most likely age group to select, while those 65+ are least likely (17%)
- Those attending church services at least once a week are less likely to select than attending once or twice a month (30% v. 51%)
- Those with Evangelical Beliefs are less likely to select than those without Evangelical Beliefs (27% v. 41%)
- Those attending a church with attendance of less than 50 (37%) or 1000 or more (38%) are more likely to select than those attending a church with attendance of 500-999 (22%)
- Assemblies of God/Pentecostals are the least likely denomination to select (19%)

“Have you ever...”

Not sure if I have

- Women are more likely to select than men (7% v 3%)
- Those in the Midwest (6%) and West (8%) are more likely to select than those in the South (3%)
- Those age 18-34 (8%) are more likely to select than those age 65+ (3%)

“Have you ever...”

I don't know who Billy Graham is

- Those in the Midwest are least likely regional group to select (1%)
- Those age 18-34 (16%) are more likely to select than those 35-49 (1%), 50-64 (<1%), and 65+ (1%)
- Black, Non-Hispanics (7%) and Hispanics (10%) are more likely to select than White, Non-Hispanics (1%)
- Those who have some college (7%) or a Bachelor's (5%) are more likely to select than those who are high school graduates or less (2%)

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