Pastor Views on Technology

Survey of Protestant Pastors

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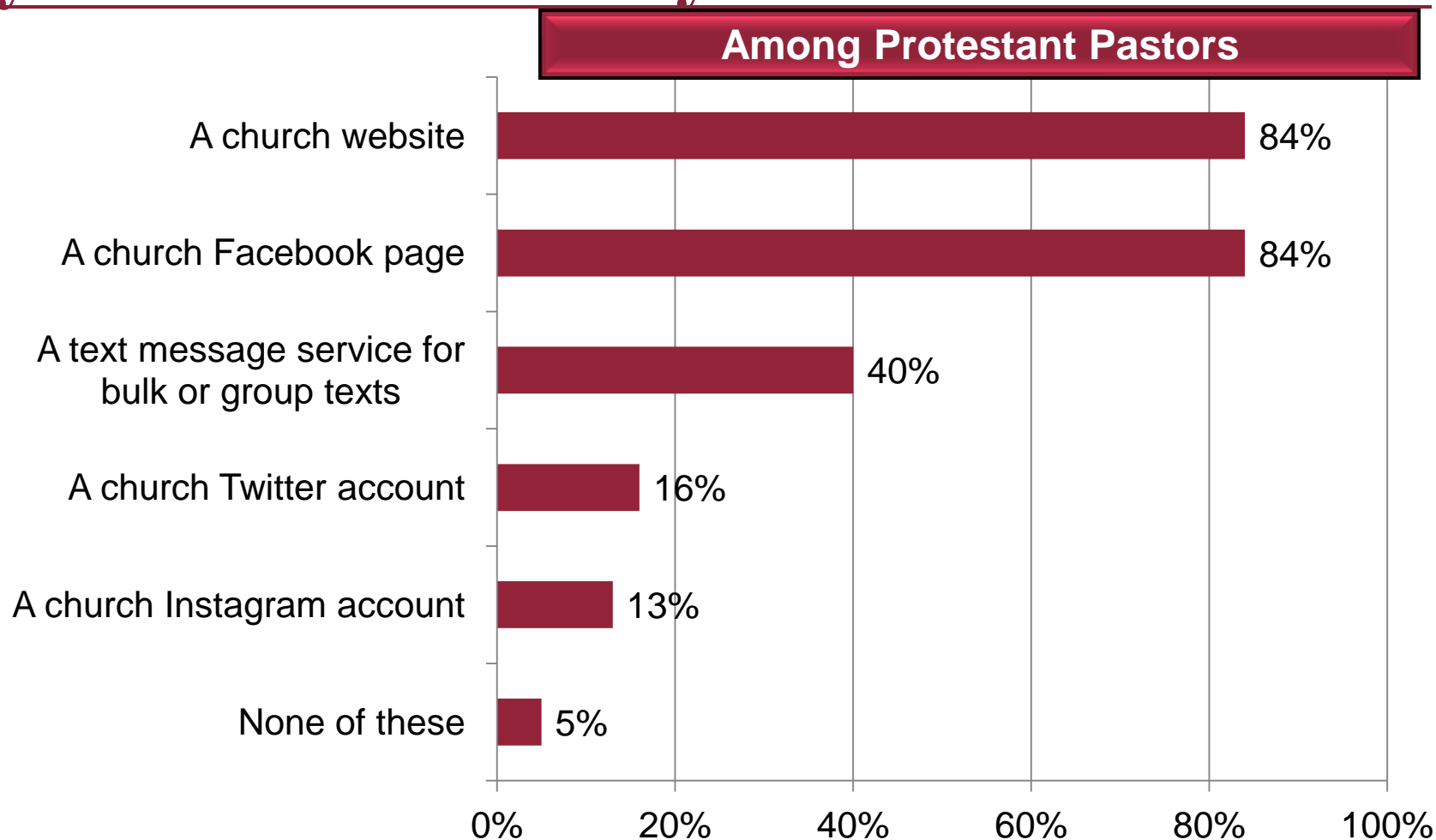
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Methodology

- □ The phone survey of 1,000 Protestant pastors was conducted August 30 – September 18, 2017

- □ The calling list was a stratified random sample, drawn from a list of all Protestant churches. Quotas were used for church size

- □ Each interview was conducted with the senior pastor, minister or priest of the church called

- □ Responses were weighted by region 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 +3.2%

- □ Margins of error are higher in sub-groups

- □ Comparisons are also made to a telephone survey of 1,000 pastors Sept. 8-20, 2010 using a similar methodology (2 additional size quotas)

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Survey Responses

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"Which if any of the following does your church actively utilize?"

Among Protestant Pastors

A church website	84%
A church Facebook page	84%
A text message service for bulk or group texts	40%
A church Twitter account	16%
A church Instagram account	13%
None of these	5%

(Axis: 0% 20% 40% 60% 80% 100%)

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Q24 "Which if any of the following does your church actively utilize? (Select all that apply)"
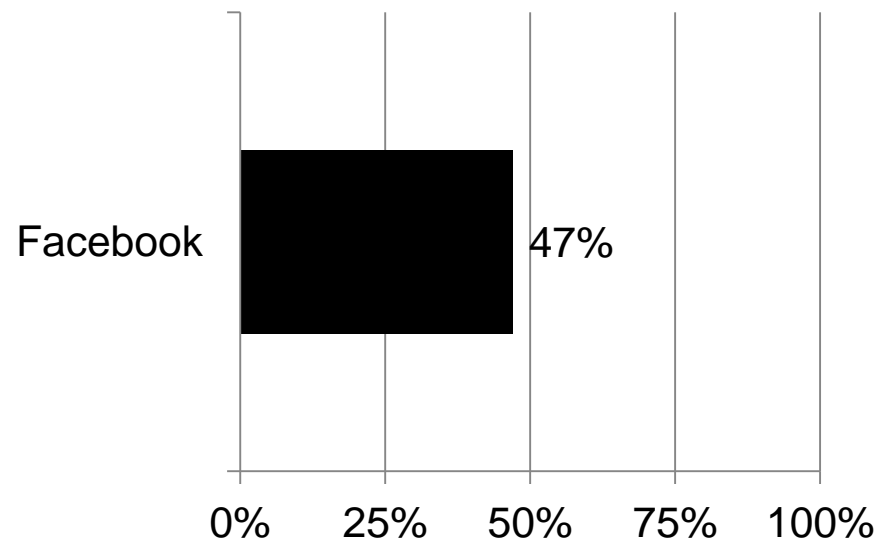
Today's 84% use of websites and Facebook by churches compares to similar questions asked in 2010

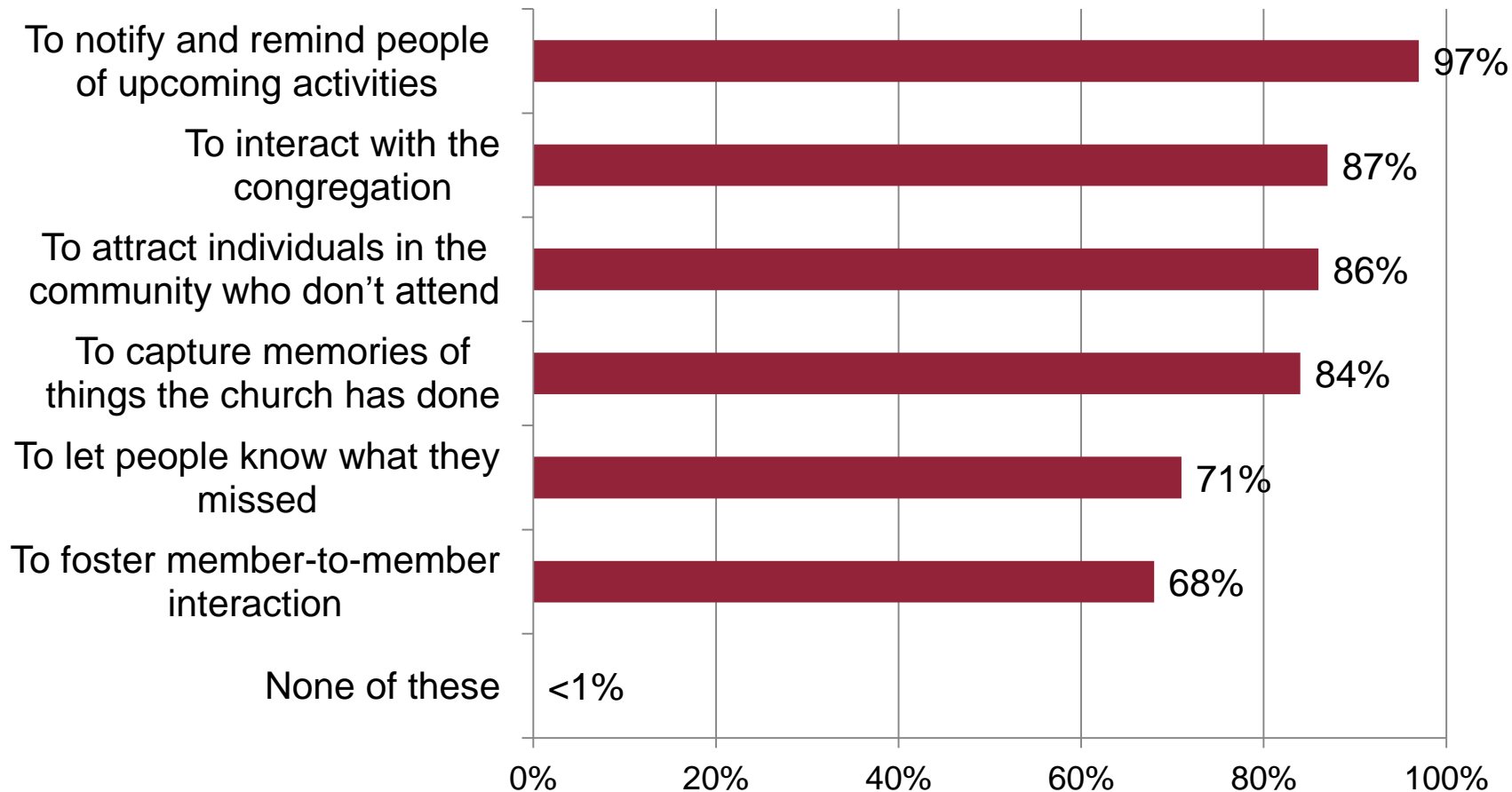**Among Protestant Pastors in 2010**

Does your church maintain a website?

- Yes — 78%
- No — 22%
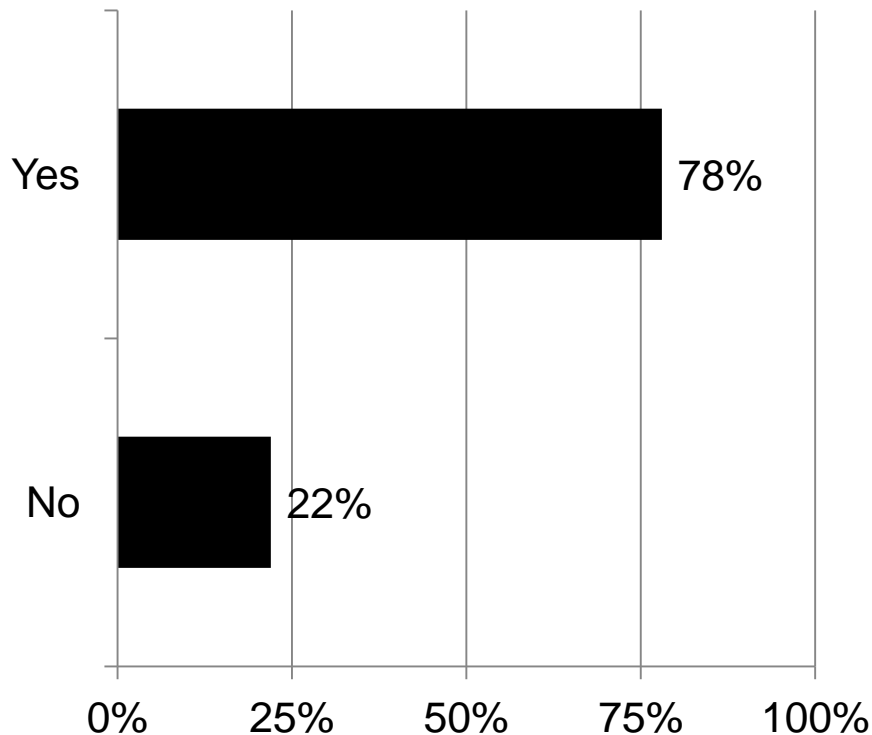
Which if any of the following social networking tools does your church actively use?

- Facebook — 47%
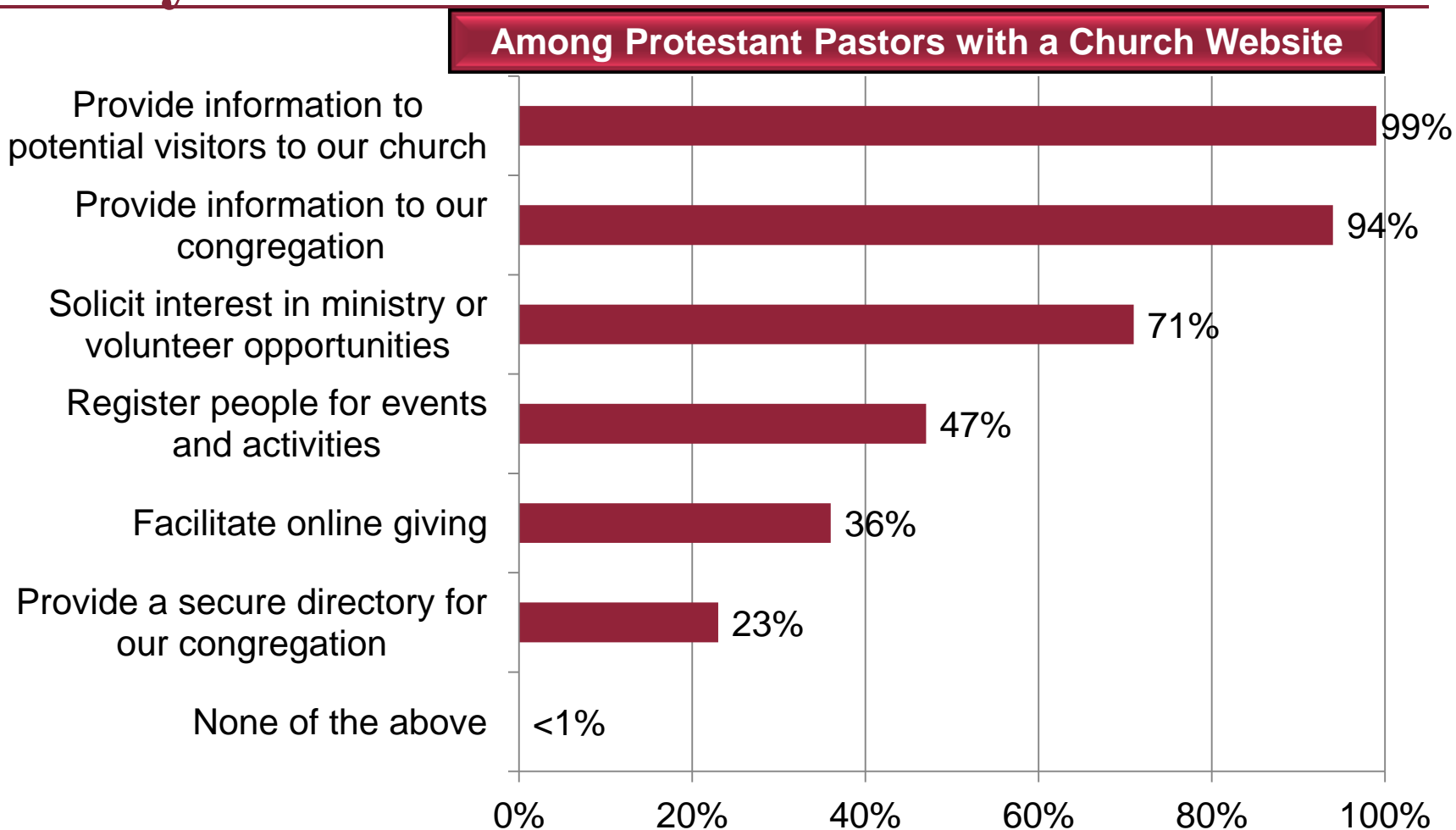
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"Which if any of the following is a goal for your church's use of social media?"

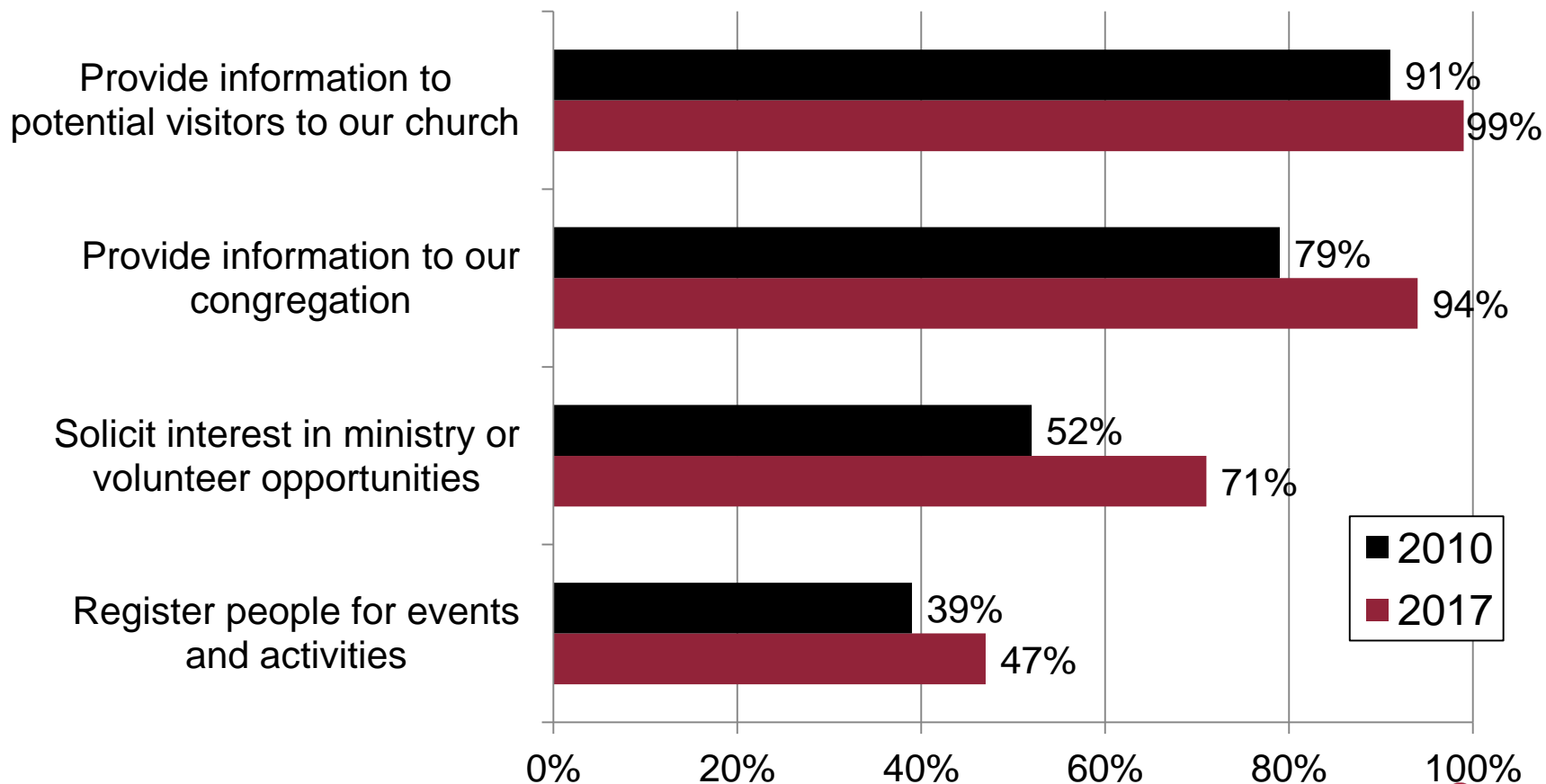**Among Protestant Pastors with a Church Facebook, Twitter, or Instagram**

Goal	Percentage
To notify and remind people of upcoming activities	97%
To interact with the congregation	87%
To attract individuals in the community who don't attend	86%
To capture memories of things the church has done	84%
To let people know what they missed	71%
To foster member-to-member interaction	68%
None of these	<1%

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Q25 "Which if any of the following is a goal for your church's use of social media? (Select all that apply)" n=838

"Which if any of the following are you currently using your church's website to try to do?"

Among Protestant Pastors with a Church Website

- Provide information to potential visitors to our church — **99%**
- Provide information to our congregation — **94%**
- Solicit interest in ministry or volunteer opportunities — **71%**
- Register people for events and activities — **47%**
- Facilitate online giving — **36%**
- Provide a secure directory for our congregation — **23%**
- None of the above — **<1%**

Q26 "Which if any of the following are you currently using your church's website to try to do? (Select all that apply)" n=842

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A similar question on website usage in 2010 allows four of the responses to be compared
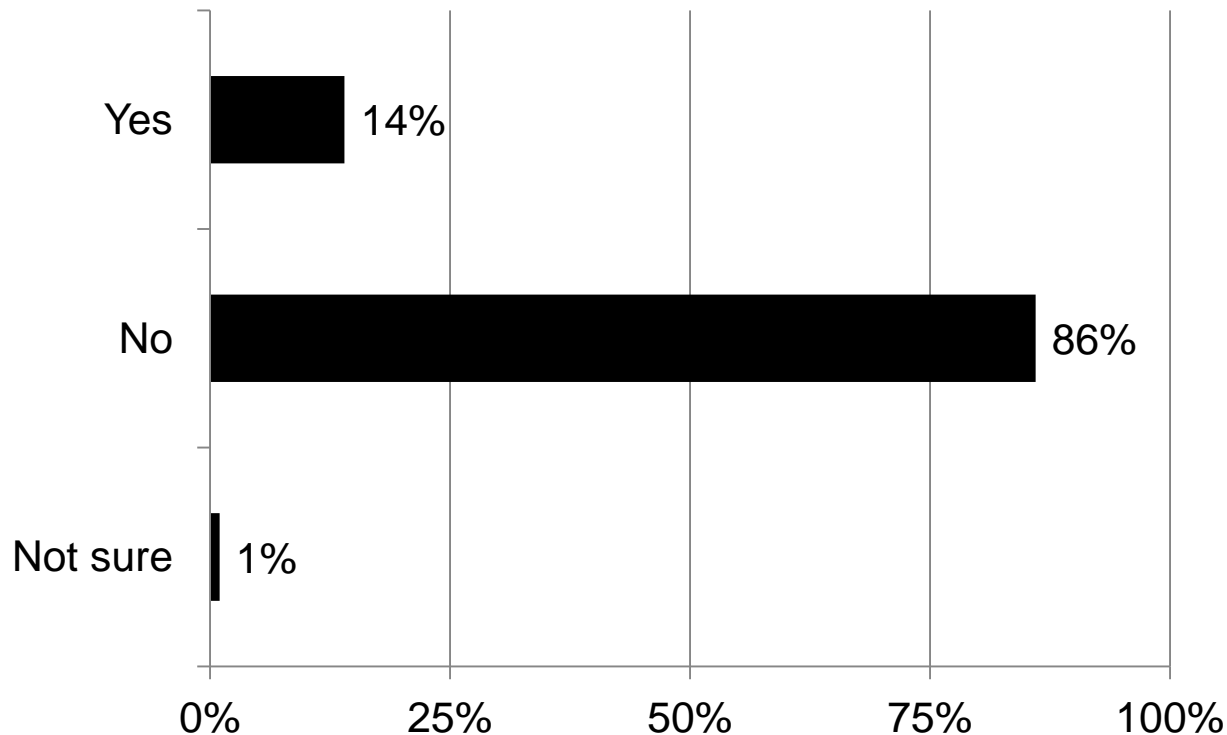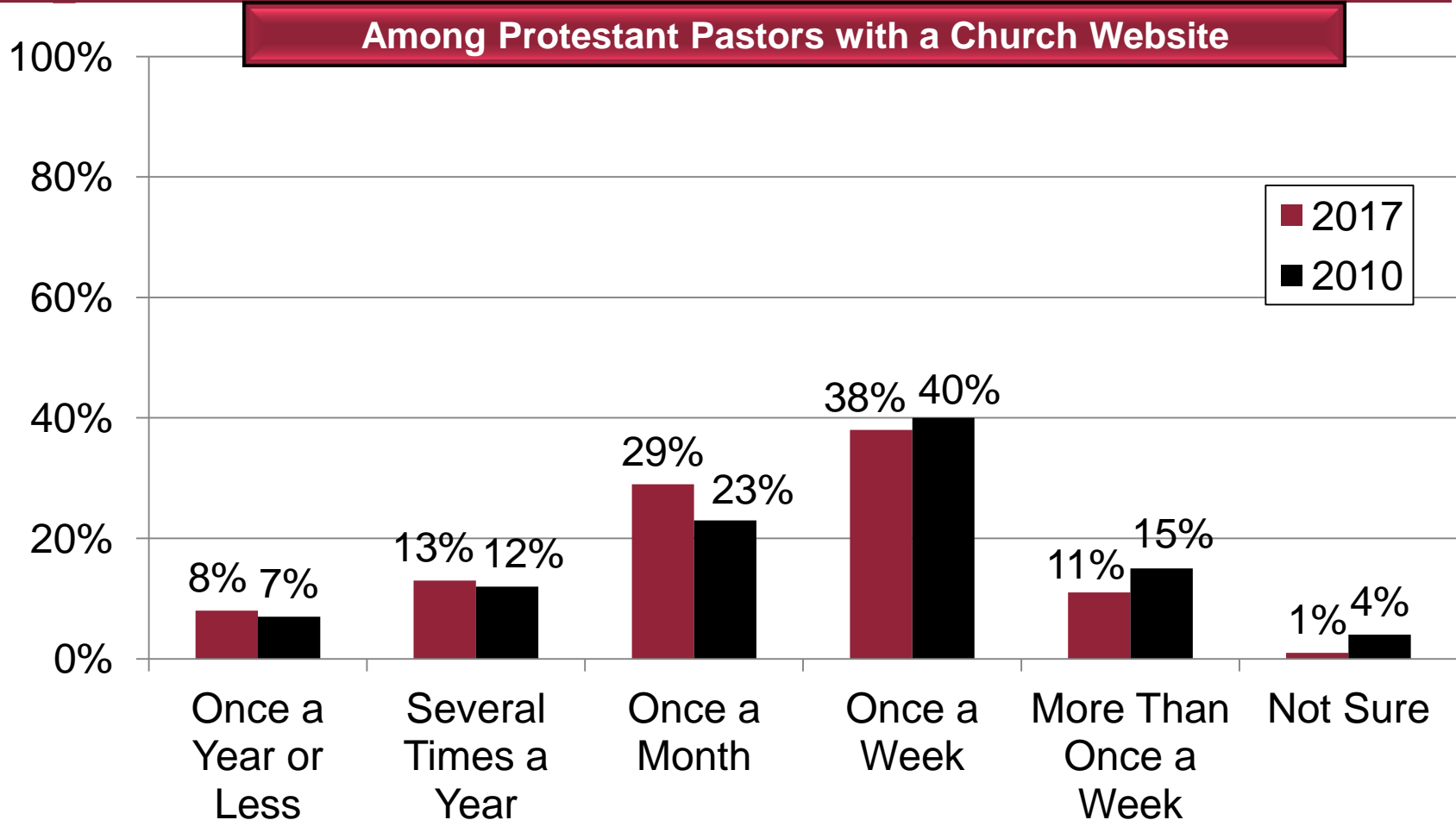
Among Protestant Pastors with a Church Website

Provide information to potential visitors to our church
- 91% (2010)
- 99% (2017)

Provide information to our congregation
- 79% (2010)
- 94% (2017)

Solicit interest in ministry or volunteer opportunities
- 52% (2010)
- 71% (2017)

Register people for events and activities
- 39% (2010)
- 47% (2017)

Legend:
- ■ 2010
- ■ 2017

X-axis: 0% 20% 40% 60% 80% 100%

2017 Wording: "Which if any of the following are you currently using your church's website to try to do?"
2010 Wording: "Which if any of the following do you consider part of your church's goals for ministry through its website?"

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In 2017, 36% of churches with a website (30% of all churches) use it to facilitate online giving. In 2010, only 14% offered online giving at all
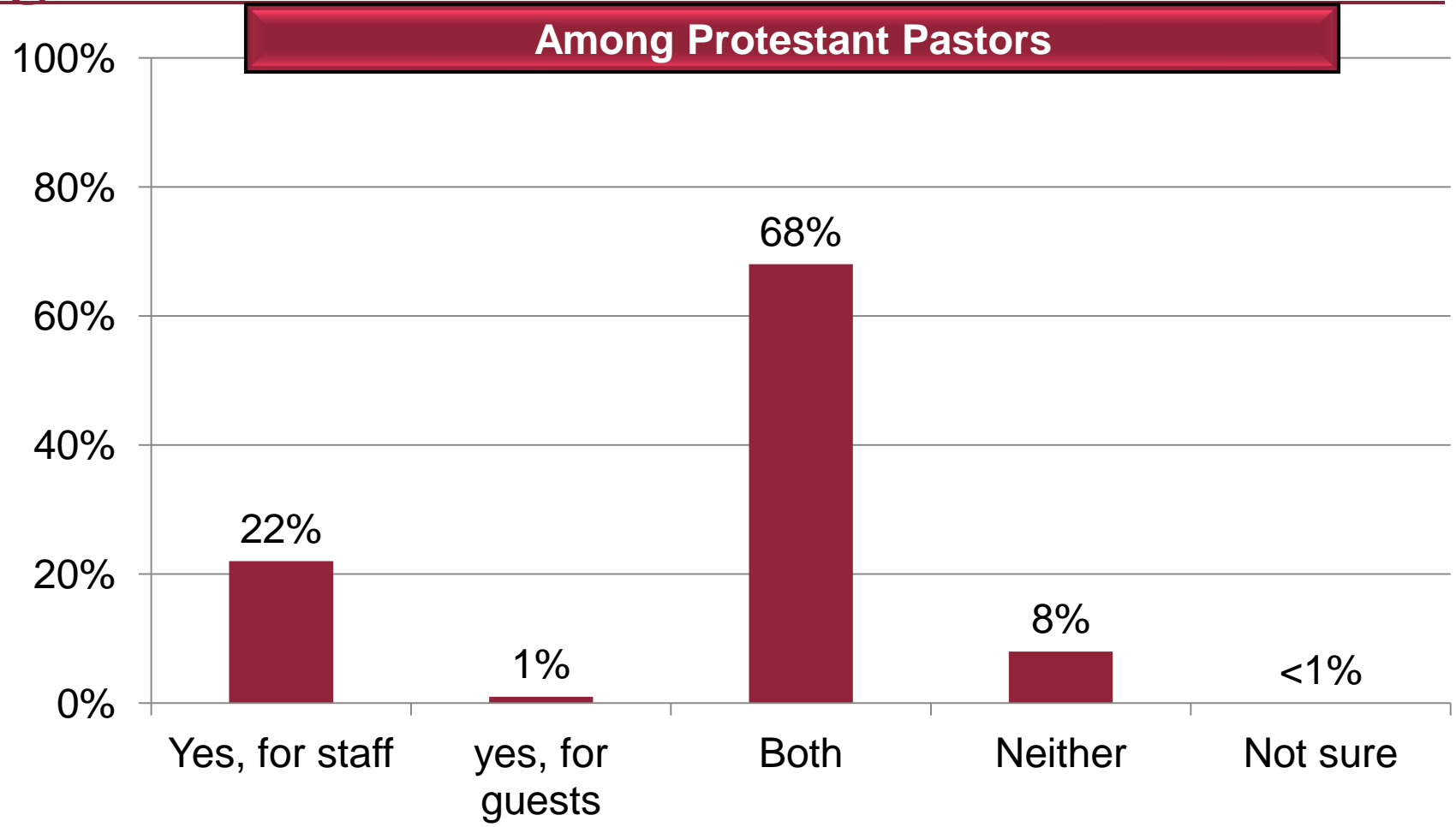
Among Protestant Pastors in 2010

Does your church currently offer online giving?

- Yes — 14%
- No — 86%
- Not sure — 1%

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50% say their church website is updated once a month or less

Among Protestant Pastors with a Church Website

Legend: ■ 2017 ■ 2010

Data by category:
- Once a Year or Less: 8% (2017), 7% (2010)
- Several Times a Year: 13% (2017), 12% (2010)
- Once a Month: 29% (2017), 23% (2010)
- Once a Week: 38% (2017), 40% (2010)
- More Than Once a Week: 11% (2017), 15% (2010)
- Not Sure: 1% (2017), 4% (2010)

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Q27 "How frequently are updates made to your church's website?" n=842

68% say their church has wireless Internet or WIFI for both staff and guests

Among Protestant Pastors

- Yes, for staff: 22%
- yes, for guests: 1%
- Both: 68%
- Neither: 8%
- Not sure: <1%

Q28 "Does your church have Wireless Internet or WIFI available at your church for staff or guests?"

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Almost a quarter of churches (23%) proactively look for new technology that may help their church

Among Protestant Pastors

Legend:
- 2017
- 2010

Category	2017	2010
Our church proactively looks for new technology.	23%	26%
Our church is open to new technology but doesn't go looking for it.	61%	47%
Our church is slow to consider new technology.	14%	24%
Our church avoids new technology	2%	3%
Not sure	1%	1%

Q29 "Which of the following statements best describes your church's attitude toward technology that may be helpful to your church?"

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Significant Differences

Pastor

Ethnicity

Age

Education Level

Self-identified Evangelical/Mainline

Church

Region

Denomination

Average Attendance

Significant Statistical Differences

□ Comparisons were made to determine if there are any significant statistical differences among the church's attendance and region, the pastor's gender, age and ethnicity.

Attendance	Region	Pastor's Gender	Pastor's Age	Pastor's Ethnicity
0-49	Northeast	Male	18-44	White
50-99	Midwest	Female	45-54	African-American
100-249	South		55-64	Other Ethnicities
250+	West		65+	

Note: Region is defined by US Census regions

Significant Statistical Differences

- Comparisons were also made to determine if there are any significant statistical differences among education level, the self-identified Evangelical or Mainline, and denomination.

Education Level	Self-Identified	Denomination
No College Degree	Evangelical	Baptist
Bachelor's Degree	Mainline	Lutheran
		Methodist
		Pentecostal
		Presbyterian/ Reformed
		Holiness

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"Which if any of the following does your church actively utilize?"

A church website

- Pastors of churches with attendance of 250+ are the most likely to select (99%)

- Pastors in the West (91%) are more likely to select than Pastors in the South (83%) and Midwest (81%)

- Pastors age 65+ are the least likely to select (77%)

- Those with no college degree are the least likely to select (62%)

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"Which if any of the following does your church actively utilize?" (continued)

A church Facebook page

- Pastors of churches with attendance of 0-49 are the least likely to select (70%)

- Pastors age 18-44 are the most likely to select (96%)

- White pastors are the most likely to select (85%)

- Those with a Master's degree (87%) are more likely to select than those with no college degree (79%)

"Which if any of the following does your church actively utilize?" (continued)

A church Instagram account

- Pastors of churches with attendance of 250+ are the most likely to select (29%)

- Pastors in the South (16%) are more likely to select than Pastors in the Midwest (9%)

- Pastors age 65+ are the least likely to select (5%)

"Which if any of the following does your church actively utilize?" (continued)

A church Twitter account

- Pastors of churches with attendance of 250+ are the most likely to select (39%)

- Pastors in the South (19%) are more likely to select than Pastors in the Midwest (13%)

- Pastors age 65+ are the least likely to select (8%)

- Baptists (18%) are more likely to select than Lutherans (9%)

"Which if any of the following does your church actively utilize?" (continued)

A text message service for bulk or group texts

- Pastors of churches with attendance of 250+ are the most likely to select (62%)
- Pastors in the South (48%) and West (40%) are more likely to select than Pastors in the Northeast (27%) and Midwest (30%)
- Male pastors (41%) are more likely to select than female pastors (31%)
- Pastors age 45-54 (44%) and 55-64 (43%) are more likely to select than those 18-44 (31%)
- Those with no college degree (47%) are more likely to select than those with a Master's degree (37%)
- Evangelical pastors (43%) are more likely to select than Mainline pastors (34%)
- Baptists (48%) and Pentecostals (58%) are more likely to select than Lutherans (27%), Methodists (28%), and Presbyterian/Reformed (35%)

"Which if any of the following is a goal for your church's use of social media?"

To notify and remind people of upcoming activities

- Pastors of churches with attendance of 250+ (100%) are more likely to select than those with attendance of 0-49 (94%) and 50-99 (96%)

- Pastors age 18-44 are the most likely to select (100%)

- Those with a Doctoral degree (99%) are more likely to select than those with a Bachelor's degree (95%)

To interact with the congregation

- Female pastors (93%) are more likely to select than male pastors (86%)

"Which if any of the following is a goal for your church's use of social media?" (continued)

To attract individuals in the community who don't attend

- Pastors in the Northeast (93%) are more likely to select than Pastors in the South (84%) and Midwest (84%)
- Pastors age 65+ are the least likely to select (75%)
- Those with a Master's degree (86%) are more likely to select than those with no college degree (77%)
- Baptists (90%) are more likely to select than Methodists (82%) and Pentecostals (82%)

To let people know what they missed

- Pastors in the South (76%) are more likely to select than Pastors in the Midwest (64%)
- Female pastors (80%) are more likely to select than male pastors (70%)
- Pastors age 65+ are the least likely to select than those (60%)

"Which if any of the following is a goal for your church's use of social media?" (continued)

To foster member-to-member interaction

- African-American pastors (89%) are more likely to select than White pastors (67%)

To capture memories of things the church has done

- Female pastors (92%) are more likely to select than male pastors (83%)
- Pastors age 65+ are the least likely to select (73%)
- Mainline pastors (89%) are more likely to select than Evangelical pastors (82%)

Provide information to potential visitors to our church

- Those with a Bachelor's degree (100%) or a Doctoral degree (100%) are more likely to select than those with no college degree (97%)

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"Which if any of the following are you currently using your church's website to try to do?" (continued)

Provide information to our congregation

- Pastors of churches with attendance of 250+ (98%) are more likely to select than those with attendance of 0-49 (90%)

- Those with a Bachelor's degree (96%) or a Master's degree (94%) are more likely to select than those with no college degree (88%)

"Which if any of the following are you currently using your church's website to try to do?" (continued)

Solicit interest in ministry or volunteer opportunities

- Pastors of churches with attendance of 250+ are more likely to select (85%)

- Pastors age 55-64 (74%) are more likely to select than those 18-44 (66%)

- Mainline pastors (75%) are more likely to select than Evangelical pastors (68%)

- Lutherans (75%), Methodists (82%), and Presbyterian/Reformed (73%) are more likely to select than Pentecostals (56%)

"Which if any of the following are you currently using your church's website to try to do?" (continued)

Register people for events and activities

- Pastors of churches with attendance of 250+ are the most likely to select (79%)

- Pastors in the Northeast (50%) and South (54%) are more likely to select than Pastors in the West (34%)

- Male pastors (48%) are more likely to select than female pastors (36%)

- Pastors age 45-54 (52%) are more likely to select than those 65+ (40%)

- Baptists (54%), Lutherans (47%), and Methodists (50%) are more likely to select than Presbyterian/Reformed (33%)

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"Which if any of the following are you currently using your church's website to try to do?" (continued)

Facilitate online giving

- Pastors of churches with attendance of 250+ are the most likely to select (74%)

- Pastors age 45-54 (42%) are more likely to select than those 55-64 (31%) and 65+ (30%)

- African-American pastors are the most likely to select (55%)

- Pentecostals (59%) are more likely to select than Baptists (32%), Lutherans (33%), Methodists (38%), and Presbyterian/Reformed (26%)

"Which if any of the following are you currently using your church's website to try to do?" (continued)

Provide a secure directory for our congregation

- Pastors of churches with attendance of 250+ are the most likely to select (40%)

- Pastors age 18-44 are the least likely to select (14%)

- White pastors are the least likely to select (21%)

"How frequently are updates made to your church's website?"

- Pastors of churches with attendance of 0-49 (14%) are more likely to answer "Once a year or less" than those with attendance of 50-99 (7%) and 100-249 (7%)

- Pastors of churches with attendance of 250+ are the most likely to answer "More than once a week" (27%)

- Pastors in the Northeast (38%) are more likely to answer "Once a month" than Pastors in the South (26%) and West (26%)

- Pastors age 65+ are the most likely to answer "Once a year or less" (14%)

- Pastors age 45-54 (15%) are more likely to answer "More than once a week" than those 65+ (6%)

- African-American pastors are the most likely to answer "Once a year or less" (26%)

- Those with no college degree are the least likely to answer "More than once a week" (<1%)

"How frequently are updates made to your church's website?" (continued)

- Lutherans (41%) and Methodists (43%) are more likely to select than Holiness (22%)

"Does your church have Wireless Internet or WIFI available at your church for staff or guests?"

- Pastors of churches with attendance of 250+ are the least likely to answer "Yes, for staff" (7%) and the most likely to answer "Both" (90%)

- Pastors age 65+ are the most likely to answer "Neither" (14%)

- Those with a Doctoral degree (76%) are more likely to answer "Both" than those with no college degree (60%)

- Baptists (27%) and Lutherans (28%) are more likely to answer "Yes, for staff" than Presbyterian/Reformed (16%)

- Presbyterian/Reformed (73%) are more likely to answer "Both" than Baptists (61%)

"Which of the following statements best describes your church's attitude toward technology that may be helpful to your church?"

- Pastors of churches with attendance of 250+ are the most likely to answer "Our church proactively looks for new technology" (46%)

- Pastors of churches with attendance of 0-49 (19%) and 50-99 (18%) are more likely to answer "Our church is slow to consider new technology" than those with attendance of 100-249 (9%) and 250+ (5%)

- Pastors in the Northeast (17%) and Midwest (17%) are more likely to answer "Our church is slow to consider new technology" than Pastors in the West (9%)

- Male pastors are more likely to answer "Our church is open to new technology but doesn't go looking for it" than female pastors (63% v. 49%) and less likely to answer "Our church avoids new technology" (1% v. 4%)

- Pastors age 65+ (4%) are more likely to answer "Our church avoids new technology" than those 18-44 (1%) and 45-54 (1%)

"Which of the following statements best describes your church's attitude toward technology that may be helpful to your church?"

- Those with no college degree (6%) are more likely to answer "Our church avoids new technology" than those with a Master's degree (1%) or a Doctoral degree (<1%)

- Pentecostals are the most likely to answer "Our church proactively looks for new technology" (42%)

- Methodists (24%) are more likely to answer "Our church is slow to consider new technology" than Baptists (15%) Lutherans (13%), Pentecostals (3%), and Presbyterian/Reformed (13%)

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