

# Ways Churches Welcome Guests

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Survey of Protestant Pastors

# Methodology

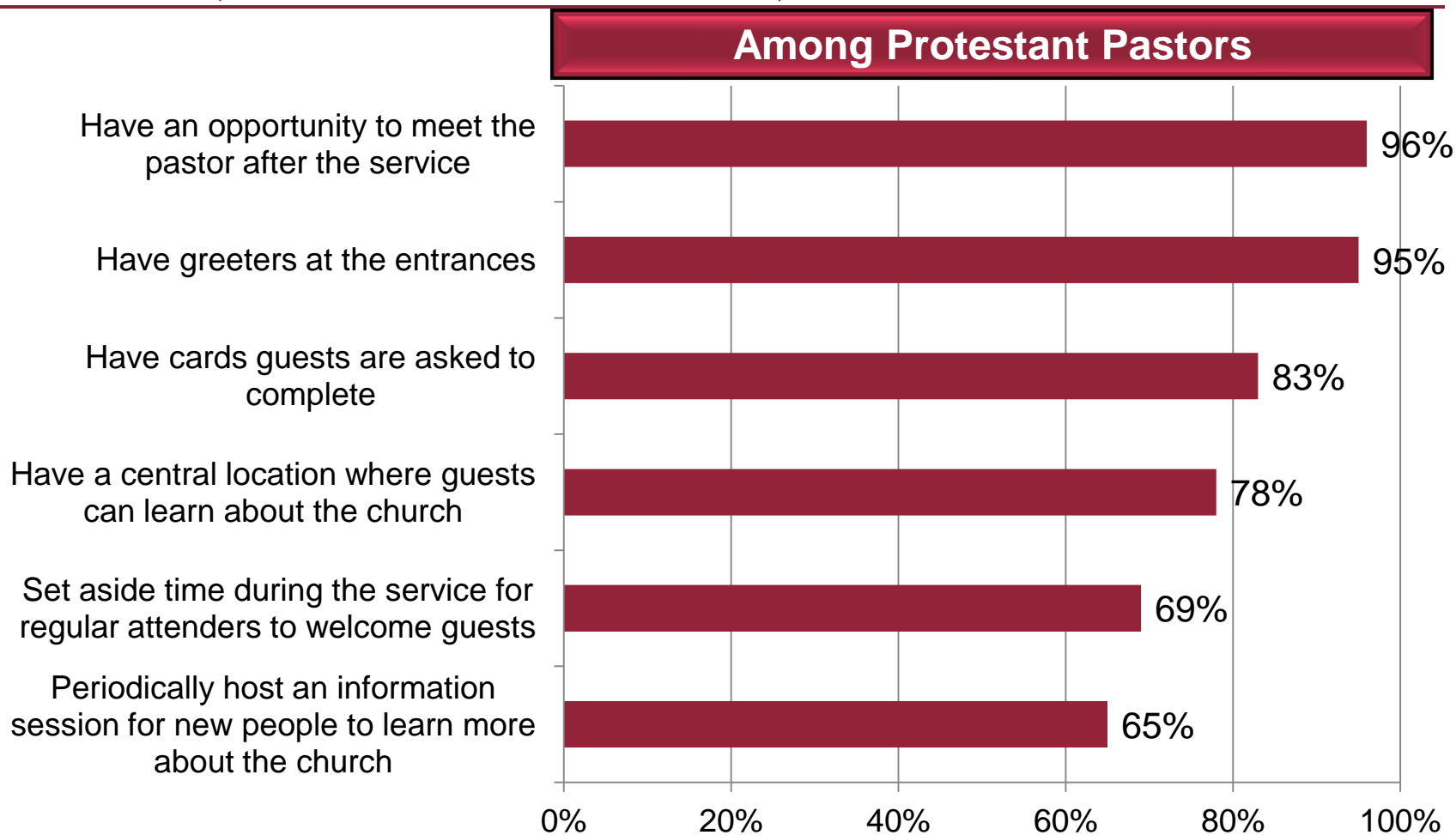
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- ❑ The phone survey of 1,000 Protestant pastors was conducted August 30 – September 18, 2017
- ❑ The calling list was a stratified random sample, drawn from a list of all Protestant churches. Quotas were used for church size
- ❑ Each interview was 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  $\pm 3.2\%$
- ❑ Margins of error are higher in sub-groups

# Survey Responses

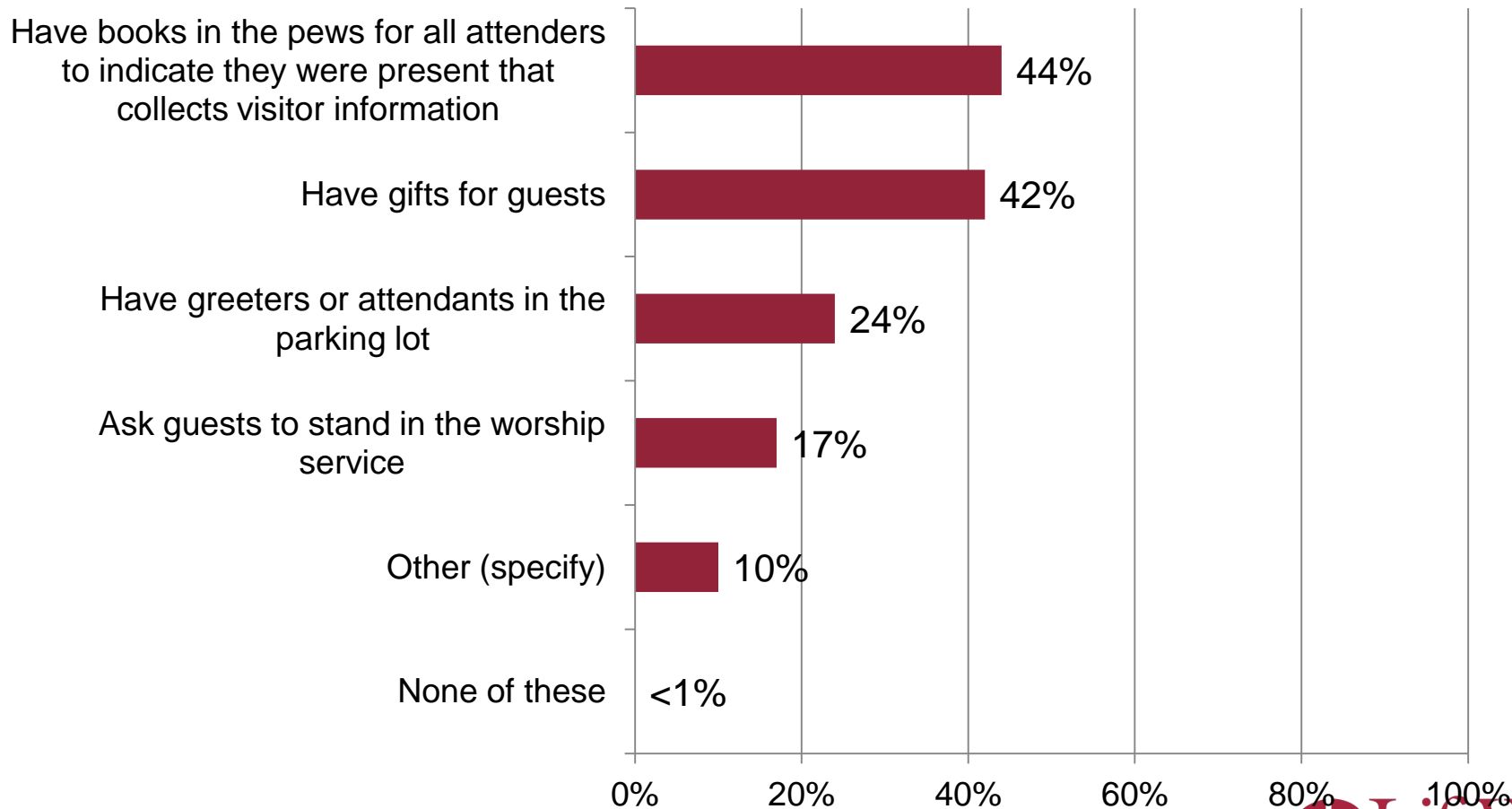
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# The most common ways churches welcome guests is to try to meet/greet them (Continued on next slide)



# 4 in 10 churches give guests gifts

## Among Protestant Pastors



# Other ways churches specified that they welcome guests

## Among Protestant Pastors

### Other (specify):

- 2% Follow-up by mail
- 2% Fellowship or refreshment time before/after service
- 2% Follow-up visit
- 1% Meal invitation
- 1% Follow-up call
- 1% Follow-up email
- 2% Other

# Among those providing gifts for guests the most common are mugs/cups

## Among Protestant Churches Providing Gifts to Guests

### Types of gifts given:

- 38% Mugs/cups
- 25% Food items (e.g., candy, cookies, bread, etc.)
- 25% Information/welcome packet about church
- 23% Pen
- 18% Bag
- 14% Book
- 5% Bookmark
- 5% Gift card
- 4% Bible
- Other gifts given by 2% of churches include notepads, pencils, key chain, basket, CD, and cards

# Significant Differences

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Pastor

Ethnicity

Age

Gender

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, and 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 pastors' education levels, whether they are self-identified Evangelical or Mainline, and denomination.

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

# “Which, if any, of the following does your church do to welcome guests?”

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## Have greeters at the entrances

- Pastors of churches with attendance of 0-49 are the least likely to select (87%)
- Pastors age 18-44 (98%) and 45-54 (96%) are more likely to select than those 65+ (91%)
- Baptists (97%) are more likely to select than Methodists (93%) and Presbyterian/Reformed (93%)

# “Which, if any, of the following does your church do to welcome guests?” (continued)

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## Have greeters or attendants in the parking lot

- Pastors of churches with attendance of 250+ are the most likely to select (57%); pastors with attendance of 0-49 are least likely (6%)
- Pastors in the South are the most likely to select (33%)
- Male pastors (26%) are more likely to select than female pastors (14%)
- Pastors age 65+ are the least likely to select (17%)
- Evangelical pastors (28%) are more likely to select than Mainline pastors (17%)
- Baptists (36%) and Pentecostals (32%) are more likely to select than Lutherans (11%), Methodists (17%), and Presbyterian/Reformed (19%)

## **“Which, if any, of the following does your church do to welcome guests?” (continued)**

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### **Have a central location where guests can learn about the church**

- Pastors of churches with attendance of 250+ are the most likely to select (88%)
- Pastors age 18-44 (84%) and 45-54 (84%) are more likely to select than those 55-64 (75%) and 65+ (72%)
- Lutherans (85%) are more likely to select than Baptists (72%)

# “Which, if any, of the following does your church do to welcome guests?” (continued)

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## Have an opportunity to meet the pastor after the service

- Pastors of churches with attendance of 0-49 (98%) and 50-99 (97%) are more likely to select than those with attendance of 100-249 (94%) and 250+ (92%)
- Pastors age 18-44 (98%) are more likely to select than those 55-64 (95%) and 65+ (94%)
- Presbyterian/Reformed (98%) are more likely to select than Pentecostals (93%)

## “Which, if any, of the following does your church do to welcome guests?” (continued)

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### Asks guests to stand in the worship service

- Pastors of churches with attendance of 0-49 (22%) and 50-99 (18%) are more likely to select than those with attendance of 250+ (9%)
- Pastors in the West (23%) are more likely to select than Pastors in the South (15%) and Midwest (14%)
- Pastors age 65+ are the most likely to select (26%)
- African-American pastors are the most likely to select (77%)
- Those with a Master's degree are the least likely to select (13%)
- Pentecostals (27%) are more likely to select than Baptists (16%), Lutherans (14%), and Presbyterian/Reformed (13%)

# “Which, if any, of the following does your church do to welcome guests?” (continued)

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## Set aside time during the service for regular attenders to welcome guests

- Pastors of churches with attendance of 250+ (76%) are more likely to select than those with attendance of 0-49 (63%)
- Pastors in the West (76%) are more likely to select than Pastors in the South (67%)
- Female pastors (80%) are more likely to select than male pastors (67%)
- White pastors are the least likely to select (67%)
- Baptists (74%) and Pentecostals (78%) are more likely to select than Lutherans (61%) and Presbyterian/Reformed (63%)



# “Which, if any, of the following does your church do to welcome guests?” (continued)

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## Have cards guests are asked to complete

- Pastors of churches with attendance of 250+ are the most likely to select (96%); pastors of churches with attendance of 0-49 are the least likely to select (68%)
- Pastors in the South are the most likely to select (90%)
- Those with a Bachelor's degree (86%) are more likely to select than those with no college degree (76%)
- Baptists (92%) and Pentecostals (91%) are more likely to select than Lutherans (70%), Methodists (79%), and Presbyterian/Reformed (77%)

## **“Which, if any, of the following does your church do to welcome guests?” (continued)**

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### **Have books in the pews for all attenders to indicate they were present that collects visitor information**

- Pastors of churches with attendance of 50-99 (46%) and 100-249 (46%) are more likely to select than those with attendance of 0-49 (36%)
- Pastors age 18-44 (50%) are more likely to select than those 55-64 (40%)
- African-American pastors (61%) are more likely to select than White pastors (43%)
- Lutherans (54%) and Methodists (59%) are more likely to select than Baptists (39%), Pentecostals (29%), Presbyterian/Reformed (41%), and Holiness (33%)

## “Which, if any, of the following does your church do to welcome guests?” (continued)

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### **Periodically host an information session for new people to learn more about the church**

- Pastors of churches with attendance of 250+ are the most likely to select (85%); pastors of churches with attendance of 0-49 are the least likely to select (50%)
- Those with a Master's degree (67%) are more likely to select than those with a Bachelor's degree (58%)
- Lutherans (79%) are more likely to select than Baptists (64%), Methodists (63%), Pentecostals (51%), and Presbyterian/Reformed (56%)

# “Which, if any, of the following does your church do to welcome guests?” (continued)

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## Have gifts for guests

- Pastors of churches with attendance of 100-249 (49%) and 250+ (59%) are more likely to select than those with attendance of 0-49 (25%) and 50-99 (37%)
- Pastors in the South (46%) are more likely to select than Pastors in the Midwest (33%)
- Those with a Bachelor’s degree (47%) are more likely to select than those with a Master’s degree (38%)
- Evangelical pastors (45%) are more likely to select than Mainline pastors (36%)
- Baptists (45%), Pentecostals (50%), and Holiness (50%) are more likely to select than Lutherans (29%) and Presbyterian/Reformed (31%)

# Ways Churches Welcome Guests

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Survey of Protestant Pastors