Ways Churches Welcome Guests

Survey of Protestant Pastors
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
Survey Responses
The most common ways churches welcome guests is to try to meet/greet them (Continued on next slide)

Among Protestant Pastors

- Have an opportunity to meet the pastor after the service: 96%
- Have greeters at the entrances: 95%
- Have cards guests are asked to complete: 83%
- Have a central location where guests can learn about the church: 78%
- Set aside time during the service for regular attenders to welcome guests: 69%
- Periodically host an information session for new people to learn more about the church: 65%

Q18 “Which, if any, of the following does your church do to welcome guests? (Select all that apply)”
4 in 10 churches give guests gifts

Among Protestant Pastors

- Have books in the pews for all attenders to indicate they were present that collects visitor information: 44%
- Have gifts for guests: 42%
- Have greeters or attendants in the parking lot: 24%
- Ask guests to stand in the worship service: 17%
- Other (specify): 10%
- None of these: <1%

Q18 “Which, if any, of the following does your church do to welcome guests? (Select all that apply)”
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

Q18 “Which, if any, of the following does your church do to welcome guests? (Select all that apply)”
Among those providing gifts for guests the most common are mugs/cups.

**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

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.

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Region</th>
<th>Pastor’s Gender</th>
<th>Pastor’s Age</th>
<th>Pastor’s Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-49</td>
<td>Northeast</td>
<td>Male</td>
<td>18-44</td>
<td>White</td>
</tr>
<tr>
<td>50-99</td>
<td>Midwest</td>
<td>Female</td>
<td>45-54</td>
<td>African-American</td>
</tr>
<tr>
<td>100-249</td>
<td>South</td>
<td></td>
<td>55-64</td>
<td>Other Ethnicities</td>
</tr>
<tr>
<td>250+</td>
<td>West</td>
<td></td>
<td>65+</td>
<td></td>
</tr>
</tbody>
</table>

Note: Region is defined by US Census regions
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.

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Self-Identified</th>
<th>Denomination</th>
</tr>
</thead>
<tbody>
<tr>
<td>No College Degree</td>
<td>Evangelical</td>
<td>Baptist</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>Mainline</td>
<td>Lutheran</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td></td>
<td>Methodist</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td></td>
<td>Pentecostal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Presbyterian/Reformed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Holiness</td>
</tr>
</tbody>
</table>
“Which, if any, of the following does your church do to welcome guests?”

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)

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)

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)

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)

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)

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)

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)

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)

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)

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

Survey of Protestant Pastors