Pastors’ Views on Live Streaming

Survey of American Protestant Pastors
Methodology

- The phone survey of 1,000 Protestant pastors was conducted August 30 -- September 24, 2019
- 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 ±3.3%
- Margins of error are higher in sub-groups
Survey Responses
“Does your church regularly put sermons or your worship service online in any of the following formats?”

Among Protestant Pastors

Post the sermon online after the service is over: 52%
Live stream the entire service: 22%
Live stream only the sermon: 10%
We don't put any of these online: 41%
Not sure: 1%

Q12: “Does your church regularly put sermons or your worship service online in any of the following formats? (Select all that apply)”
“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

Among Protestant Pastors

- When travelling: 63%
- When sick or caring for someone who is sick: 83%
- Whenever someone wants: 38%
- When a non-attendee wants to know more about the church or its teaching: 77%
- None of these: 12%
- Not sure: <1%

Q13: “When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church? (Select all that apply)”
55% say they have communicated their views on live streamed services to their congregation

Among Protestant pastors whose churches livestream the sermon or service

Q14: “Have you communicated to your congregation your views about when or if live streamed services are a valid replacement for physically attending church?” n=249
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 pastor’s ethnicity, age, gender, education, and self-identified Evangelical or Mainline.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Age</th>
<th>Gender</th>
<th>Education</th>
<th>Self-Identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>18-44</td>
<td>Male</td>
<td>No College Degree</td>
<td>Evangelical</td>
</tr>
<tr>
<td>African-American</td>
<td>45-54</td>
<td>Female</td>
<td>Bachelor’s Degree</td>
<td>Mainline</td>
</tr>
<tr>
<td>Other Ethnicity</td>
<td>55-64</td>
<td></td>
<td>Master’s Degree</td>
<td></td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td></td>
<td>Doctoral Degree</td>
<td></td>
</tr>
</tbody>
</table>
Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among the church’s region, denomination, and attendance.

<table>
<thead>
<tr>
<th>Region</th>
<th>Denomination</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Baptist</td>
<td>0-49</td>
</tr>
<tr>
<td>South</td>
<td>Lutheran</td>
<td>50-99</td>
</tr>
<tr>
<td>Midwest</td>
<td>Methodist</td>
<td>100-249</td>
</tr>
<tr>
<td>West</td>
<td>Pentecostal</td>
<td>250+</td>
</tr>
<tr>
<td></td>
<td>Presbyterian/Reformed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Christian/Church of Christ</td>
<td></td>
</tr>
</tbody>
</table>

Note: Region is defined by US Census locations
“Does your church regularly put sermons or your worship service online in any of the following formats?”

Post the sermon online after the service is over

- White pastors (54%) are more likely to select than African American pastors (40%)
- Pastors age 18-44 (65%) and 45-54 (64%) are more likely to select than pastors age 55-64 (46%) and 65+ (37%)
- Male pastors are more likely to select than female pastors (55% v. 36%)
- Evangelical pastors are more likely to select than Mainline pastors (55% v. 46%)
- Pastors in the West (57%) are more likely to select than those in the Midwest (46%)
- Baptists (56%), Lutherans (52%), and Christian/Church of Christ (59%) are more likely to select than Methodists (39%)
- Pastors of churches with attendance of 100-249 (66%) and 250+ (78%) are more likely to select than those with attendance 0-49 (26%) or 50-99 (45%)
“Does your church regularly put sermons or your worship service online in any of the following formats?”

**Live stream the entire service**

- Pastors age 65+ are the least likely to select (14%)
- Pastors in the South are the most likely to select (30%)
- Baptists (31%), Pentecostal (36%), and Christian/Church of Christ (30%) are more likely to select than Lutherans (11%), Methodists (15%), and Presbyterian/Reformed (12%)
- Pastors of churches with attendance of 100-249 (32%) and 250+ (48%) are more likely to select than those with attendance 0-49 (6%) or 50-99 (15%)
“Does your church regularly put sermons or your worship service online in any of the following formats?”

Live stream only the sermon

• African American pastors (22%) are more likely to select than White pastors (8%)
• Male pastors are more likely to select than female pastors (12% v. 5%)
• Pastors with no college degree (18%) are more likely to select than those with a Master’s degree (8%) or a Doctoral degree (8%)
• Evangelical pastors are more likely to select than Mainline pastors (12% v. 7%)
• Pastors in the South (13%) and West (14%) are more likely to select than those in the Midwest (6%)
• Pentecostals (18%) are more likely to select than Lutherans (3%), Methodists (8%), and Presbyterian/Reformed (7%)
• Pastors of churches with attendance of 0-49 are the least likely to select (5%)
“Does your church regularly put sermons or your worship service online in any of the following formats?”

We don’t put any of these online

- Pastors age 50-64 (45%) and 65+ (57%) are more likely to select than those age 18-34 (29%) and 35-49 (30%)
- Female pastors are more likely to select than male pastors (57% v. 38%)
- Mainline pastors are more likely to select than Evangelical pastors (47% v. 38%)
- Pastors in the Midwest (46%) are more likely to select than those in the West (35%)
- Methodists (53%) and Presbyterian/Reformed (50%) are more likely to select than Baptists (36%) and Christian/Church of Christ (35%)
- Pastors of churches with attendance of 0-49 (69%) and 50-99 (48%) are more likely to select than those with attendance 100-249 (28%) or 250+ (10%)
“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When travelling

• Pastors of churches with attendance of 250+ are the most likely to select (76%), while those with attendance 0-49 are least likely (50%)

When sick or caring for someone who is sick

• Pastors age 65+ are the least likely to select (75%)
• Pastors with no college degree are the least likely to select (73%)
• Pastors in the South (85%) are more likely to select than those in the West (77%)
• Pastors of churches with attendance of 0-49 are the least likely to select (70%)
“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

Whenever someone wants

- African American pastors are the most likely to select (57%)
- Pastors age 65+ (44%) are more likely to select than pastors age 18-44 (35%) and 45-54 (32%)
- Female pastors are more likely to select than male pastors (49% v. 36%)
- Pastors in the South (41%) are more likely to select than those in the Midwest (33%)
- Pastors of churches with attendance of 100-249 (40%) and 250+ (45%) are more likely to select than those with attendance of 0-49 (30%)
“When is viewing a live online video stream of a local church’s worship services a valid replacement for physically attending church?”

When a non-attendee wants to know more about the church or its teaching

- Pastors age 65+ are the least likely to select (67%)
- Pastors with a Master’s degree (81%) are more likely to select than those with no college degree (69%)
- Pastors of churches with attendance of 0-49 are the least likely to select (59%)
“Have you communicated to your congregation your views about when or if live streamed services are a valid replacement for physically attending church? ”

- White pastors (60%) are more likely to select “Yes” than African American pastors (41%)
- Pastors of churches with attendance of 50-99 (63%) are more likely to select “Yes” than those with attendance of 0-49 (37%)
Pastors’ Views on Live Streaming

Survey of American Protestant Pastors