

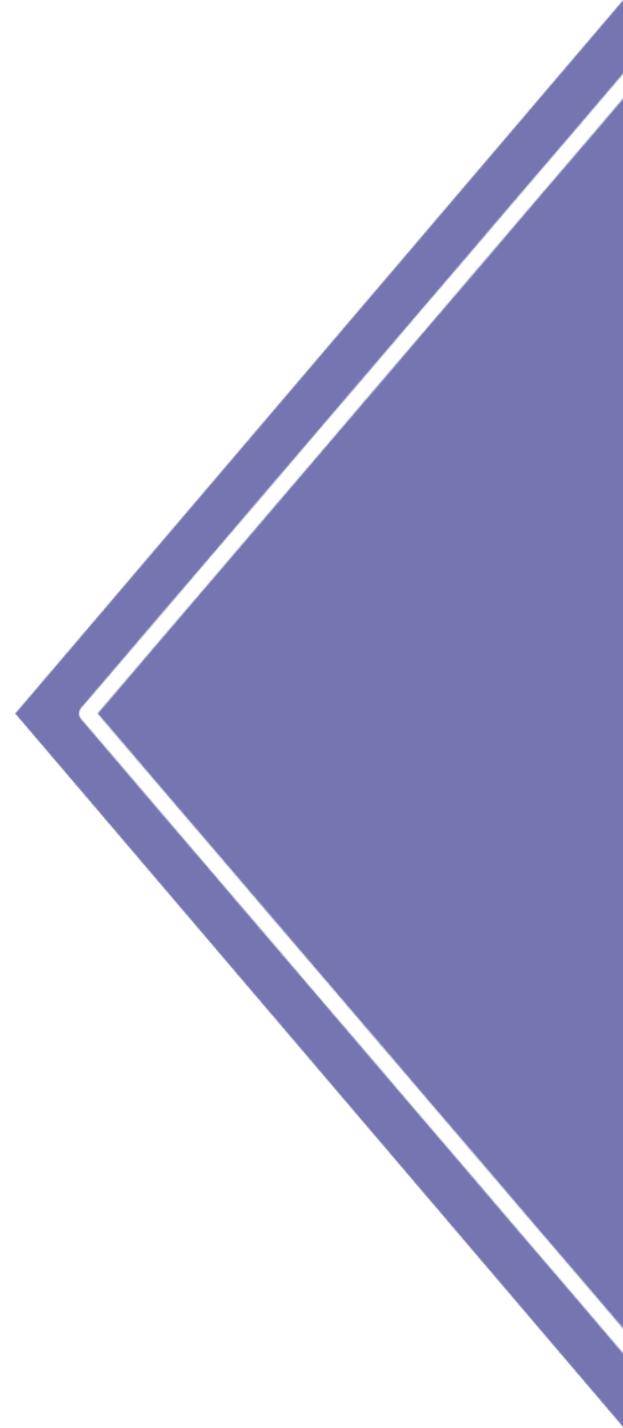
Protestant Churchgoer Views on Sermon Lengths

Survey of American Protestant
Churchgoers

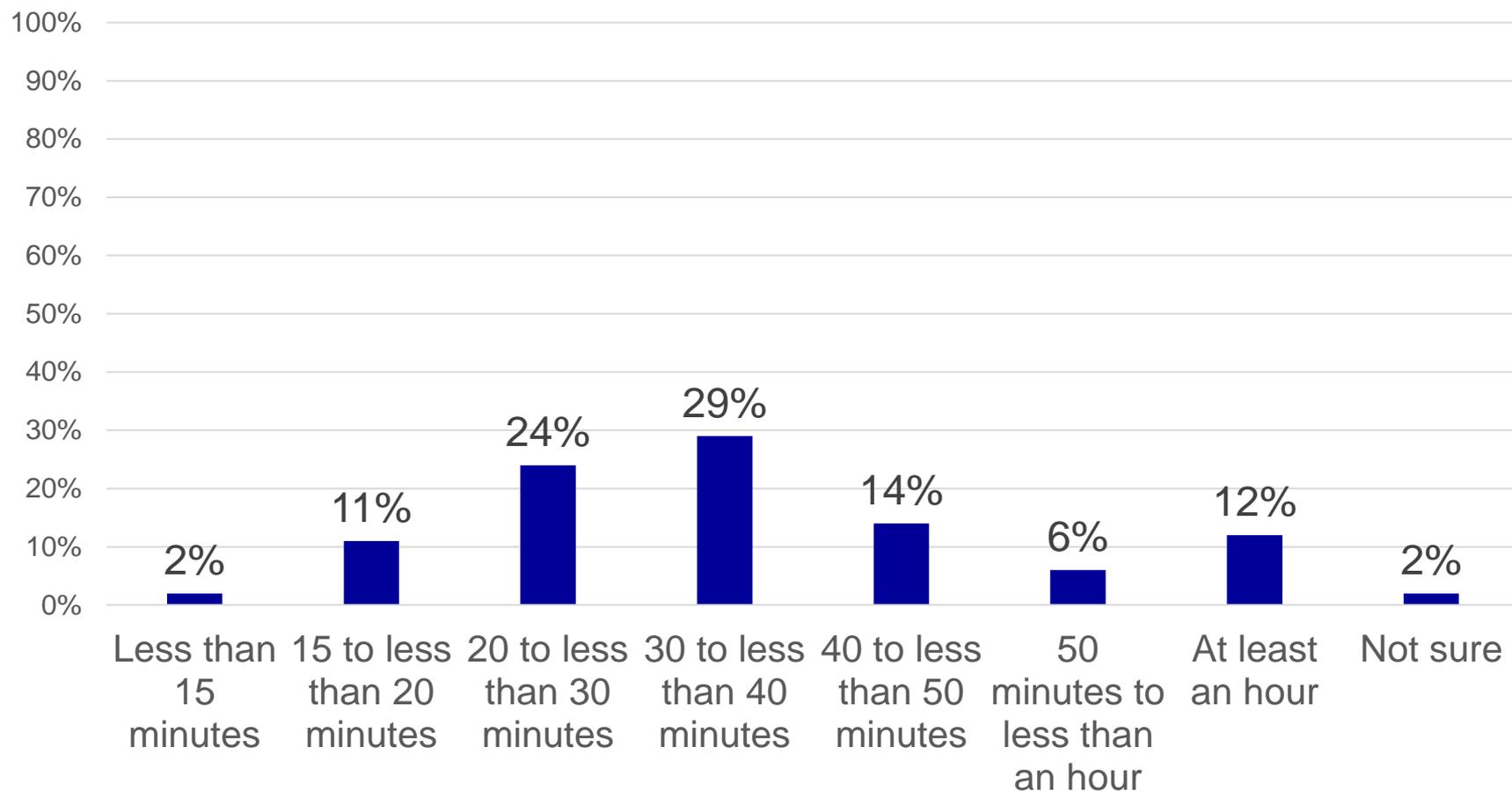
Methodology

- The online survey of 1,002 American Protestant churchgoers was conducted September 20-27, 2019 using a national pre-recruited panel
- Respondents were screened to include those who identified as Protestant/non-denominational and attend religious services at least once a month
- Quotas and slight weights were used to balance gender, age, region, ethnicity, and education to more accurately reflect the population
- The completed sample is 1,002 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.2\%$
- Margins of error are higher in sub-groups

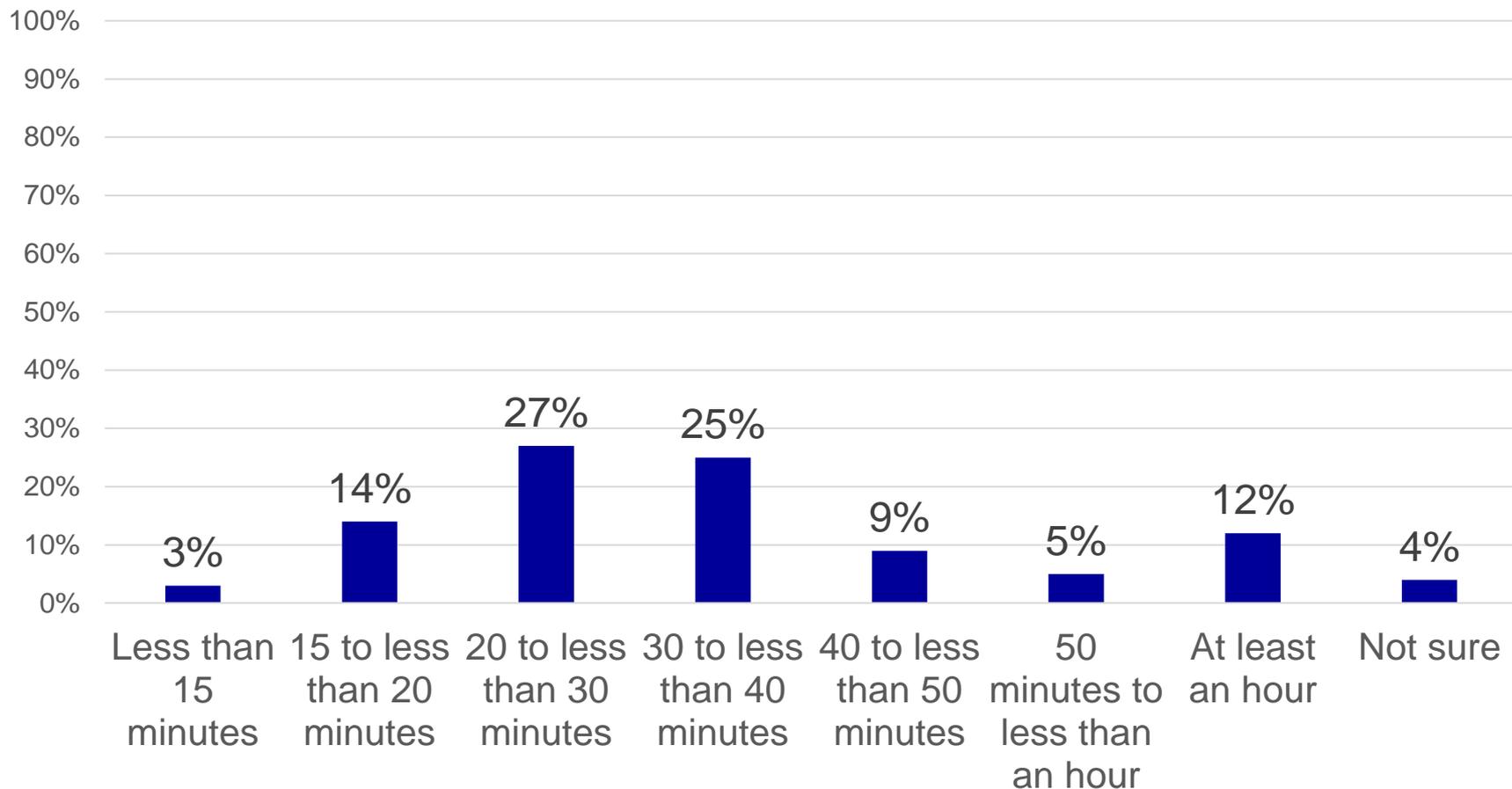
Survey Responses



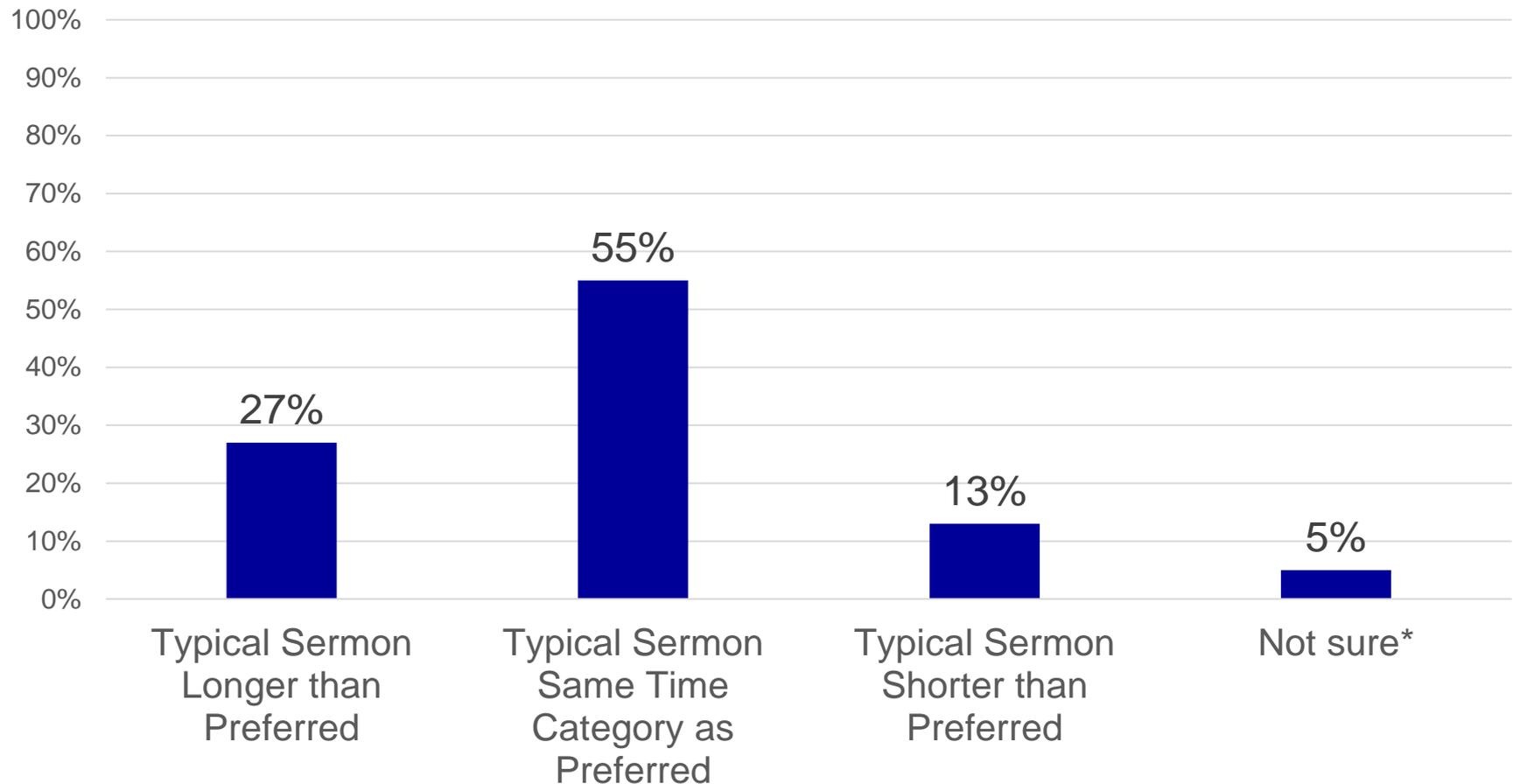
53% say their pastor typically preaches between 20 minutes to less than 40 minutes



45% say their preferred sermon length is 30 minutes or less



27% prefer a shorter timeframe than their pastor typically preaches



*Includes those who selected "Not sure" for either question

Q42: "How long does your pastor typically preach?"

Q43: "What is your preferred length for a typical sermon?"

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Denomination

Worship Service Attendance

Evangelical Beliefs

Church Size

Significant Statistical Differences

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

Gender	Age	Ethnicity	Region	Education
Male	18-34	White	Northeast	High School graduate or less
Female	35-49	African American	Midwest	Some college
	50-64	Hispanic	South	Bachelor's Degree
	65+	Other Ethnicities	West	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 denomination, worship service attendance, evangelical beliefs, and church size.

Denomination	Worship Service Attendance	Evangelical Beliefs	Church Size
Baptist	4 or more times a month	Yes	Less than 50
Christian/Churches of Christ	Less than 4 times a month	No	50 to 99
Lutheran			100 to 249
Presbyterians			250 to 499
Non-denominational			500 or more

“How long does your pastor typically preach?”

- Those age 50-64 (16%) and 65+ (21%) are more likely to select “Less than 20 minutes” than those age 18-34 (10%) and 35-50 (8%)
- Those age 65+ are the most likely to select “20 to less than 40 minutes” (64%) and least likely to select “At least 40 minutes” (15%)
- Whites (17%) are more likely to select “Less than 20 minutes” than African Americans (8%) and Hispanics (7%)
- African Americans (44%) and Hispanics (37%) are more likely to select “At least 40 minutes” than Whites (26%)
- Those in the Northeast (26%) and Midwest (19%) are more likely to select “Less than 20 minutes” than those in the South (9%) and West (10%)
- Those in the West (36%) are more likely to select “At least 40 minutes” than those in the Midwest (27%)
- Those with a Bachelor’s Degree (19%) are more likely to select “Less than 20 minutes” than those who are High School Graduates or less (11%)
- Those who are High School Graduates or less (37%) or with Some college (34%) are more likely to select “At least 40 minutes” than those with a Bachelor’s Degree (21%) or Graduate Degree (20%)

“How long does your pastor typically preach?”

- Lutherans are the most likely to select “Less than 20 minutes” (56%), followed by Presbyterians (29%)
- Baptists (38%) and non-denominational (38%) are more likely to select “At least 40 minutes” than Christian/Churches of Christ (16%), Lutherans (8%), and Presbyterians (9%)
- Those who attend a worship service less than 4 times a month are more likely to select “Less than 20 minutes” than those who attend 4 or more times a month (19% v. 11%)
- Compared to those without evangelical beliefs, those with evangelical beliefs are more likely to select “At least 40 minutes” (36% v. 27%) and less likely to select “Less than 20 minutes” (7% v. 21%)
- Those who attend a church of 500+ people are the least likely to select “Less than 20 minutes” (5%)
- Those who attend a church of Less than 50 (36%) or 500+ people (36%) are more likely to select “At least 40 minutes” than those who attend a church of 250 to 499 people (24%)

“What is your preferred length for a typical sermon?”

- Males are more likely to select “Less than 20 minutes” than Females (21% v 15%)
- Those age 65+ (23%) are more likely to select “Less than 20 minutes” than those age 18-34 (15%) and 35-50 (12%)
- Those age 65+ are the least likely to select “At least 40 minutes” (16%)
- Whites are the most likely to select “Less than 20 minutes” (22%)
- African Americans (37%) and Hispanics (30%) are more likely to select “At least 40 minutes” than Whites (21%)
- Those in the Northeast (26%) and Midwest (25%) are more likely to select “Less than 20 minutes” than those in the South (13%) and West (13%)
- Those in the West are the most likely to select “At least 40 minutes” (36%)
- Those who are High School Graduates or less are the least likely to select “Less than 20 minutes” (12%) and most likely to select “At least 40 minutes” (32%)

“What is your preferred length for a typical sermon?”

- Lutherans are the most likely to select “Less than 20 minutes” (67%), followed by Presbyterians (39%)
- Baptists (29%) and non-denominational (33%) are more likely to select “At least 40 minutes” than Christian/Churches of Christ (11%), Lutherans (5%), and Presbyterians (6%)
- Compared to those who attend a worship service less than 4 times a month, those who attend 4 or more times a month are more likely to select “At least 40 minutes” (28% v 21%) and less likely to select “Less than 20 minutes” (14% v. 24%)
- Compared to those without evangelical beliefs, those with evangelical beliefs are more likely to select “At least 40 minutes” (30% v. 20%) and less likely to select “Less than 20 minutes” (8% v 29%)
- Those who attend a church of 500+ people are the least likely to select “Less than 20 minutes” (7%)
- Those who attend a church of 500+ people (34%) are more likely to select “At least 40 minutes” than those who attend a church of 100 to 249 people (21%)

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