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 ±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

Q42: “How long does your pastor typically preach?”
45% say their preferred sermon length is 30 minutes or less

Q43: “What is your preferred length for a typical sermon?”
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.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Ethnicity</th>
<th>Region</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>18-34</td>
<td>White</td>
<td>Northeast</td>
<td>High School graduate or less</td>
</tr>
<tr>
<td>Female</td>
<td>35-49</td>
<td>African American</td>
<td>Midwest</td>
<td>Some college</td>
</tr>
<tr>
<td></td>
<td>50-64</td>
<td>Hispanic</td>
<td>South</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td></td>
<td>65+</td>
<td>Other Ethnicities</td>
<td>West</td>
<td>Graduate Degree</td>
</tr>
</tbody>
</table>

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.

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