

# Economic Pain Deepens for Churches; Despite Caution More Offer Aid

Survey of 1,002 Protestant Pastors  
November 2009

# Methodology

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- ❑ The telephone survey of Protestant pastors was conducted November 5-12, 2009
- ❑ The calling list was randomly drawn from a list of all Protestant churches. Up to six calls were made to reach a sampled phone number
- ❑ Each interview was conducted with the senior pastor, minister or priest of the church called
- ❑ Responses were weighted to reflect the geographic distribution of Protestant churches

# Methodology continued

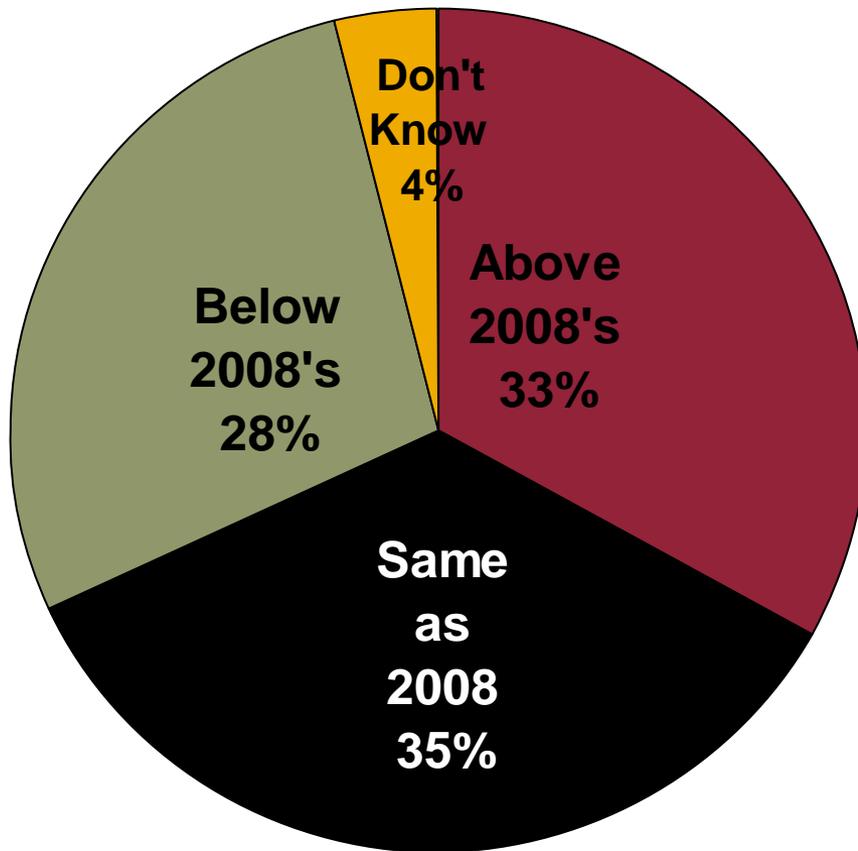
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- ❑ The completed sample is 1,002 phone interviews
- ❑ The sample provides 95% confidence that the sampling error does not exceed  $\pm 3.1\%$
- ❑ Margins of error are higher in sub-groups
- ❑ Comparisons are also made to a telephone survey of 1,000 Protestant pastors conducted February 2-10, 2009 using the same methodology

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# Giving to Protestant Churches in America Remains Steady Despite Tough Economy

# 68% of Protestant churches had offerings at or above 2008 levels as of November 2009



**Larger churches are more likely to have seen offerings grow in 2009**

**Attendance    Above '08**

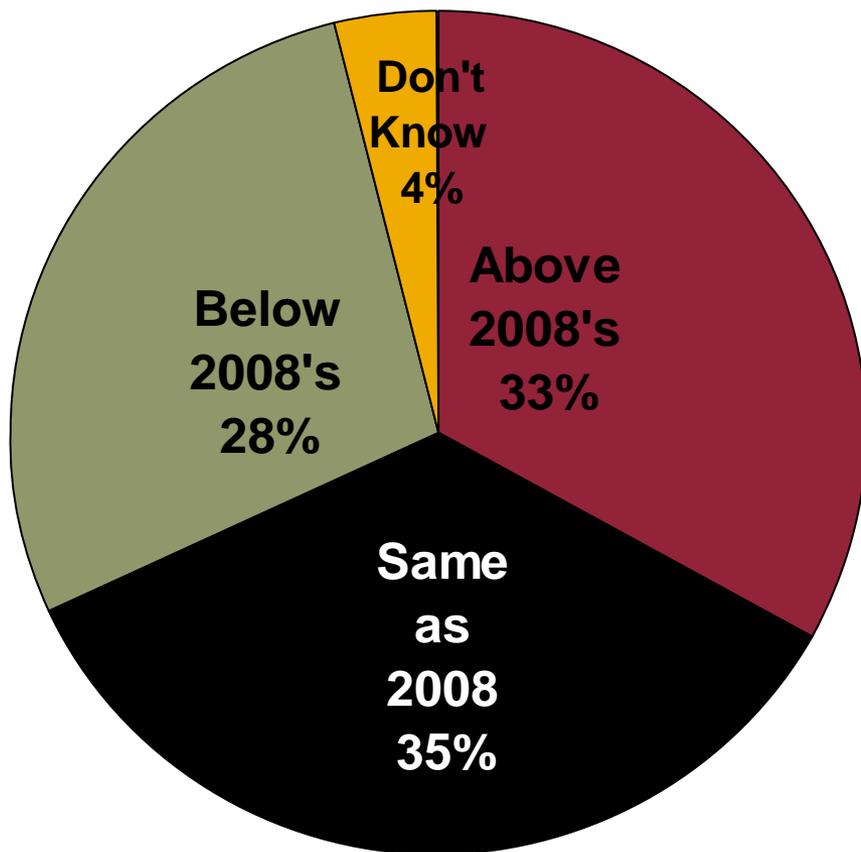
1-49	21%
50-99	28%
100-249	40%
250+	43%

**Churches who have seen more people in their congregation who have lost their jobs compared to recent years are more likely to have seen offerings decline in 2009 (34% compared to 22% among churches that have not seen more job losses)**

Compared to your calendar year 2008 offerings, have your total offerings so far for 2009 been...above 2008's, below 2008's, or the same as 2008's offerings?

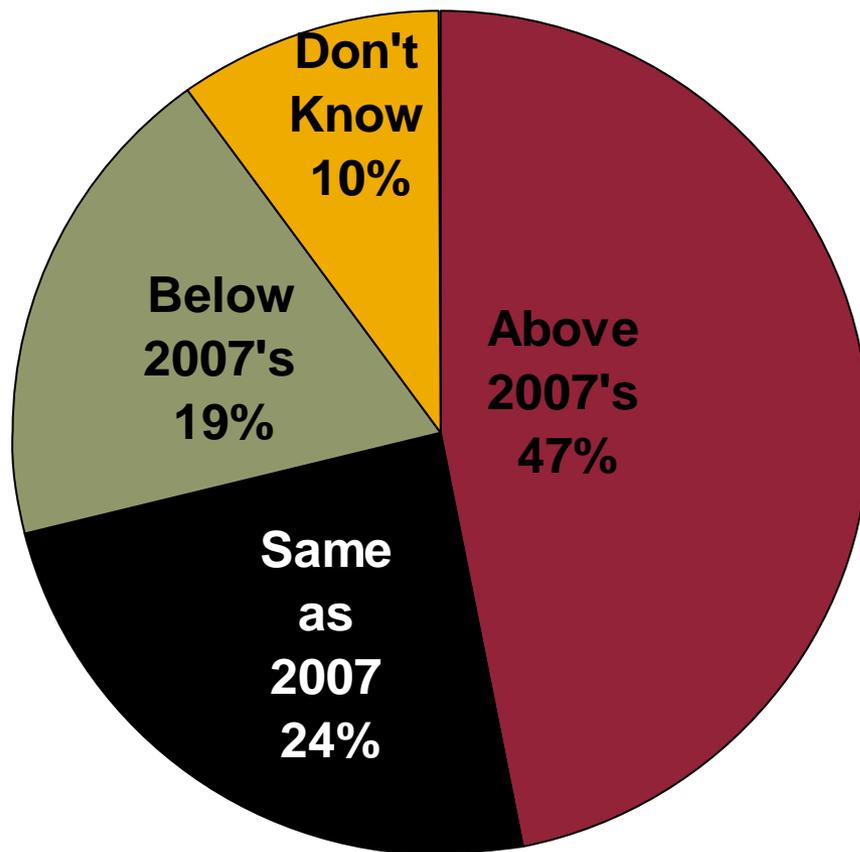
# Fewer Protestant churches saw their offerings increase and more saw them decrease in 2009

November 2009 compared to 2008



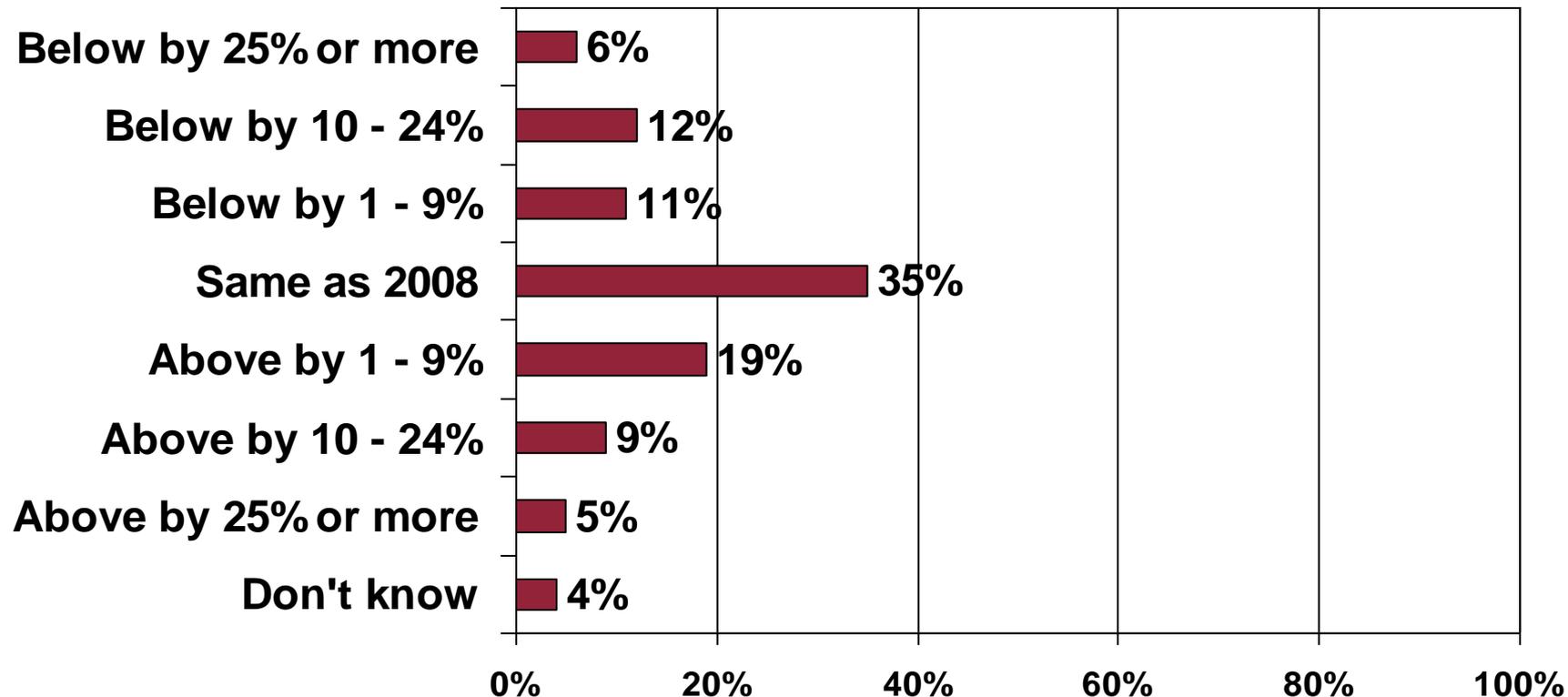
Nov. 2009 survey: Compared to your calendar year 2008 offerings, have your total offerings so far for 2009 been...above 2008's, below 2008's, or the same as 2008's offerings?

2008 compared to 2007



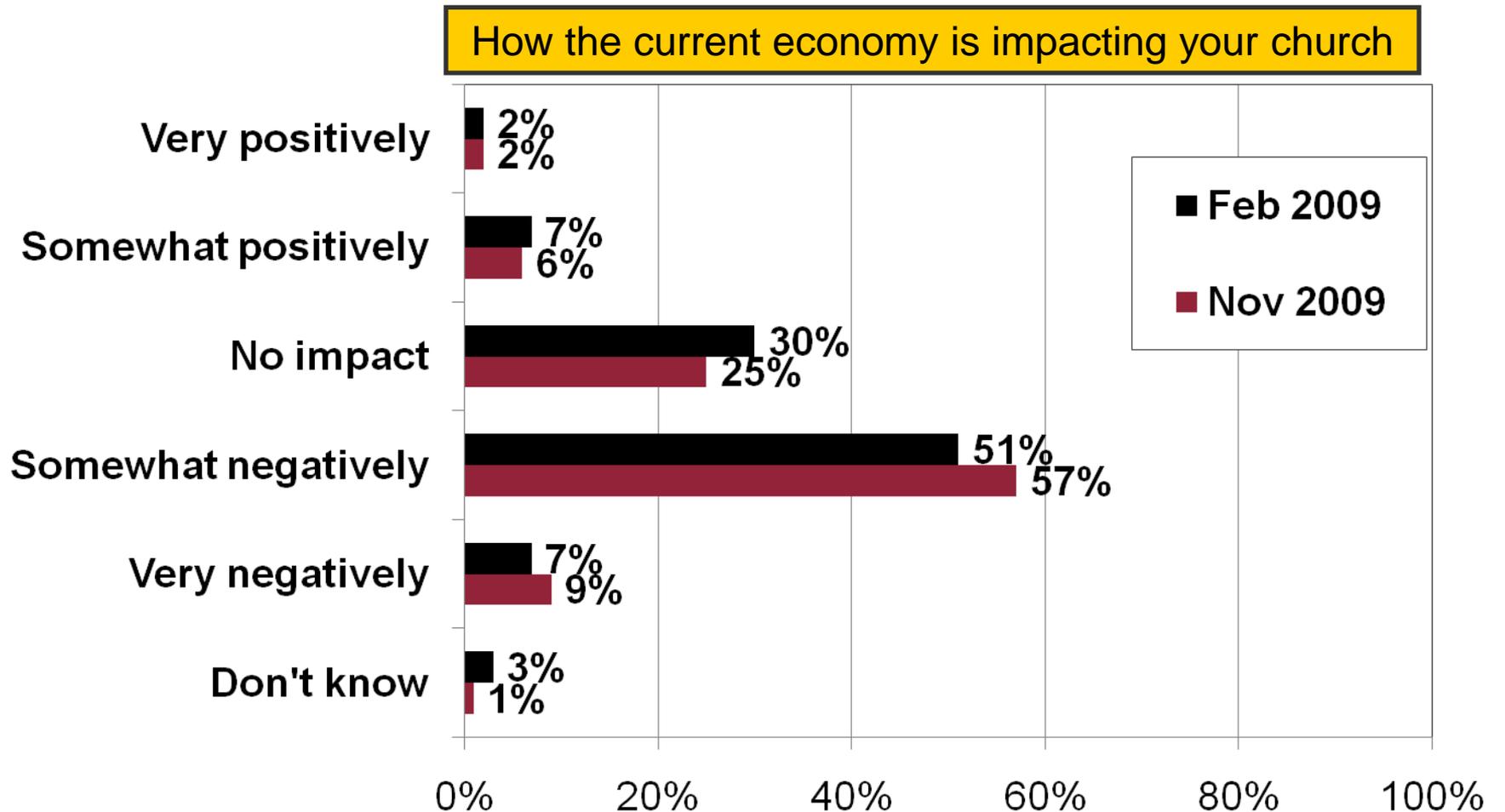
Feb. 2009 survey: Compared to your calendar year 2007 offerings, were your total offerings for 2008 been...above 2007's, below 2007's, or the same as 2007's offerings?

# The average Protestant church saw giving remain flat through November 2009 (+0.2%)



Approximately what percentage are your calendar year 2009 offerings above/below 2008's offerings?

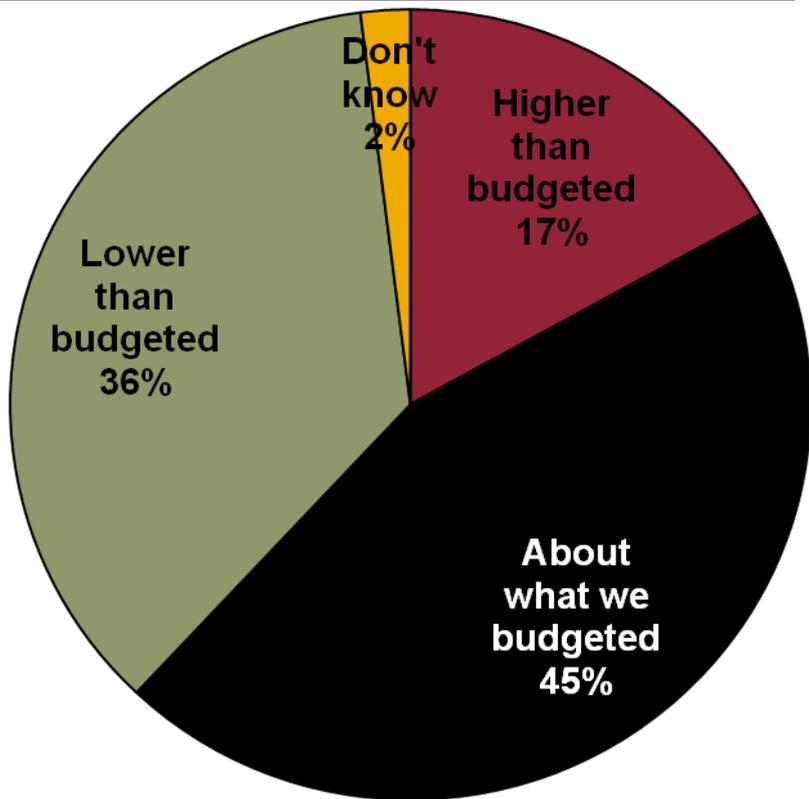
# A few more pastors see the impact of the economy on their church as negative than early 2009



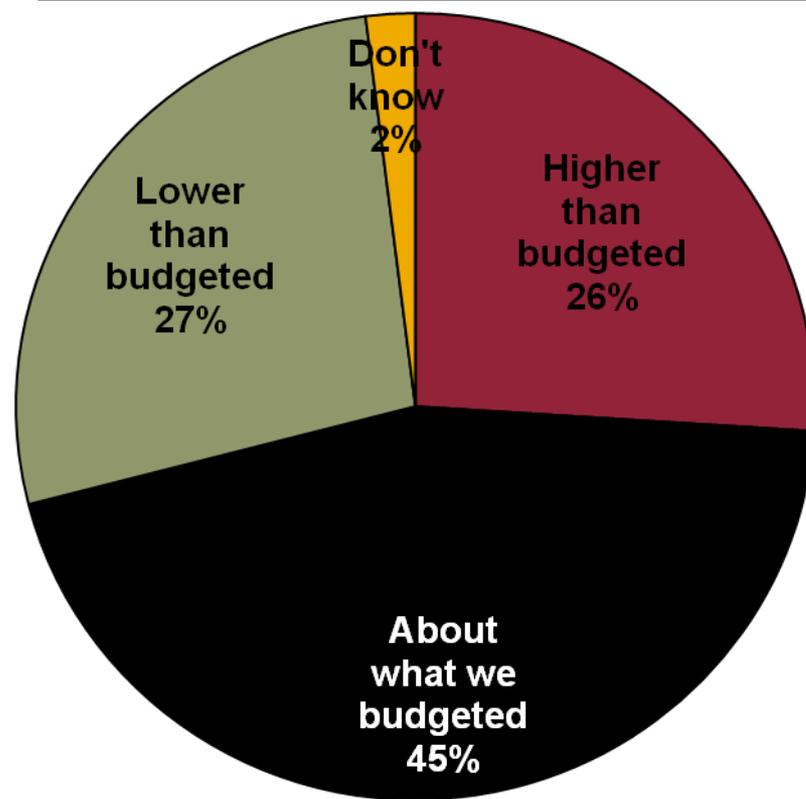
How is the current economy impacting your church?

# 62% of Protestant churches were meeting or exceeding their budget as of November 2009 compared to 71% in February

Nov 2009 Offerings compared to Budget



Feb 2009 Offerings compared to Budget

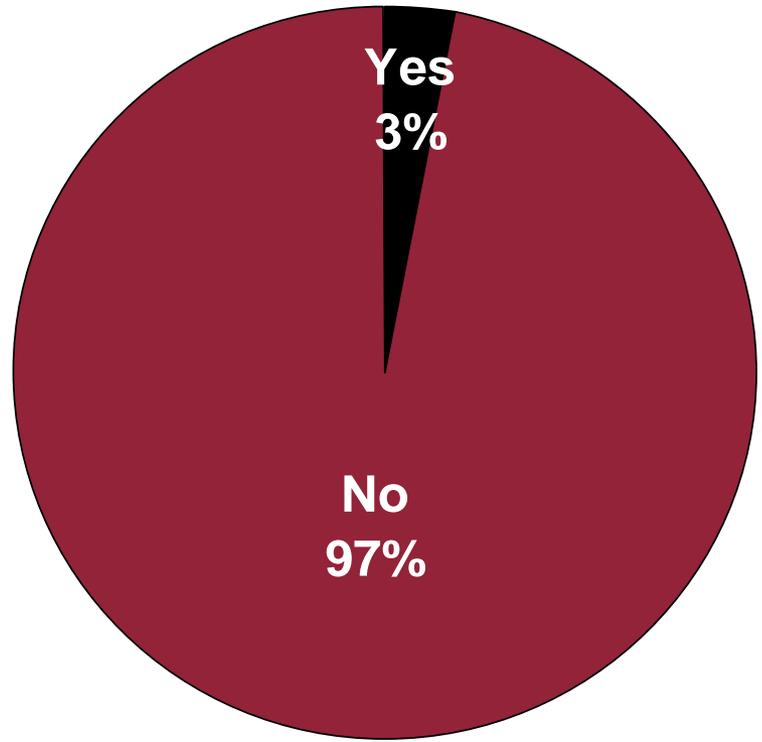


Since the beginning of 2009, have your offerings been: higher than budgeted, lower than budgeted, or about what we budgeted?

Since the beginning of 2008, have your offerings been: higher than budgeted, lower than budgeted, or about what we budgeted?

# 3% of Protestant churches have seriously looked into closing or merging because of the economy's impact on their church this year

Seriously looked into closing or merging because of the economy



Has your church seriously looked into closing or merging with another church this year, specifically because of the impact of the economy?

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# Protestant Churches Have Noticed A Number of Changes in Their Churches Related to the Economy

95% of pastors report that their church has experienced at least one of the eleven changes tested

# Two-thirds of Protestant churches are receiving more requests for help and many have responded with increased spending and serving

**More requests from people in the community outside your congregation for financial assistance**

**70%**

**More people volunteering their time in serving the community**

**44%**

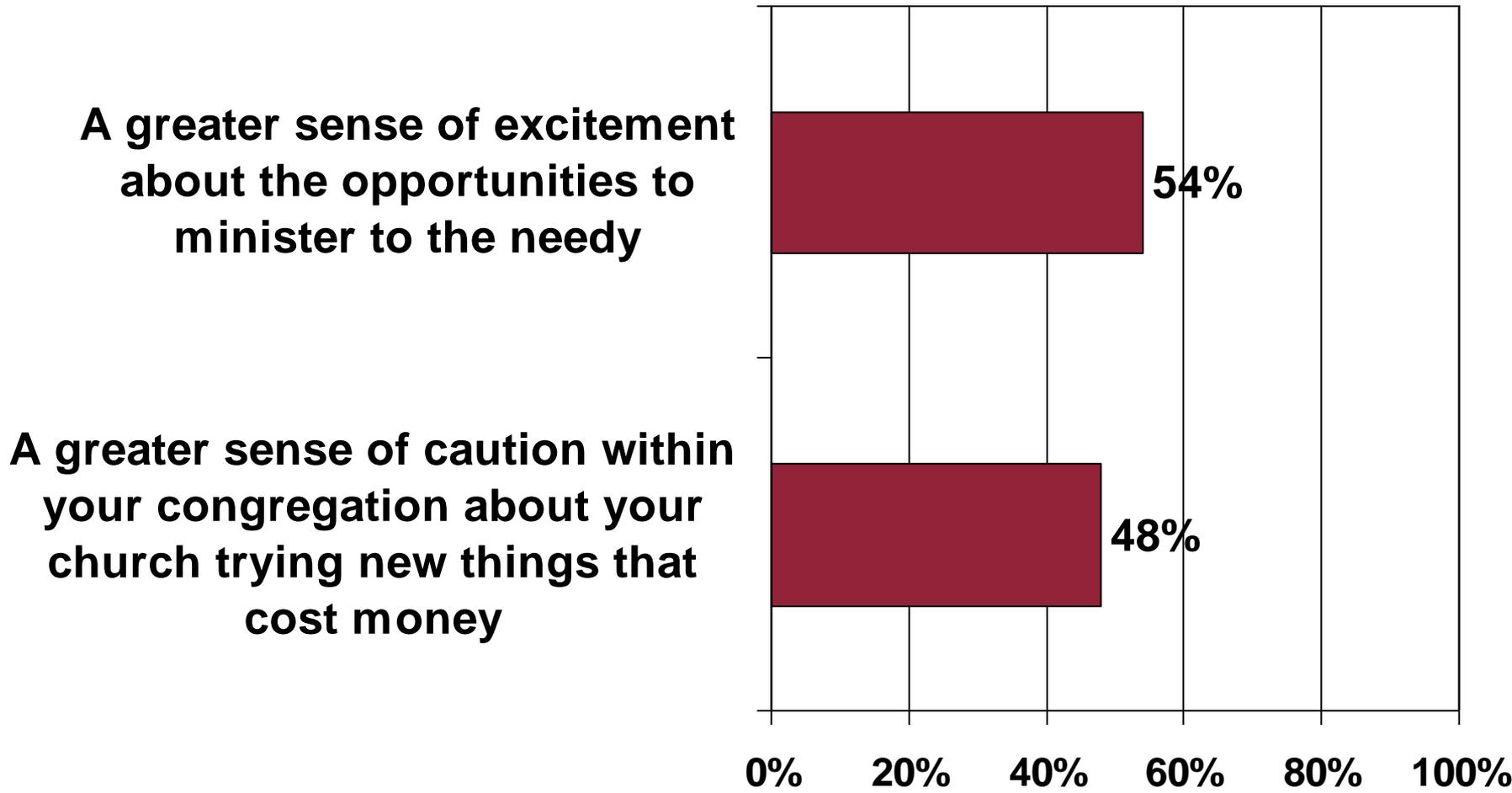
**Increased spending from the church budget to help the needy**

**42%**

0% 20% 40% 60% 80% 100%

Compared to recent years, has your church seen changes in any of the following areas in the last year?

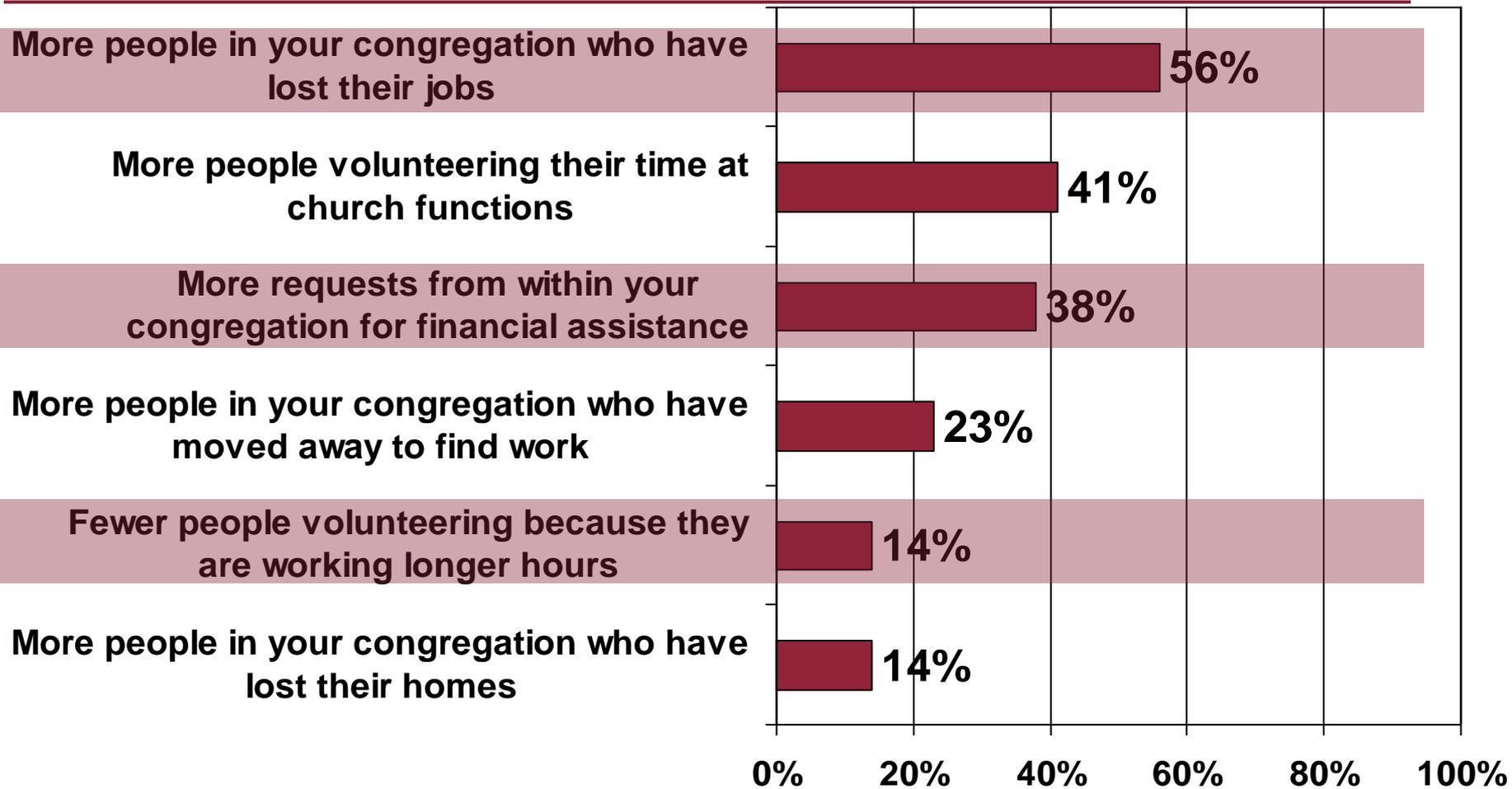
# Similar percentages are seeing more *opportunities* to minister as are exercising more *caution* toward the financial impact of new ministry



Compared to recent years, has your church seen changes in any of the following areas in the last year?

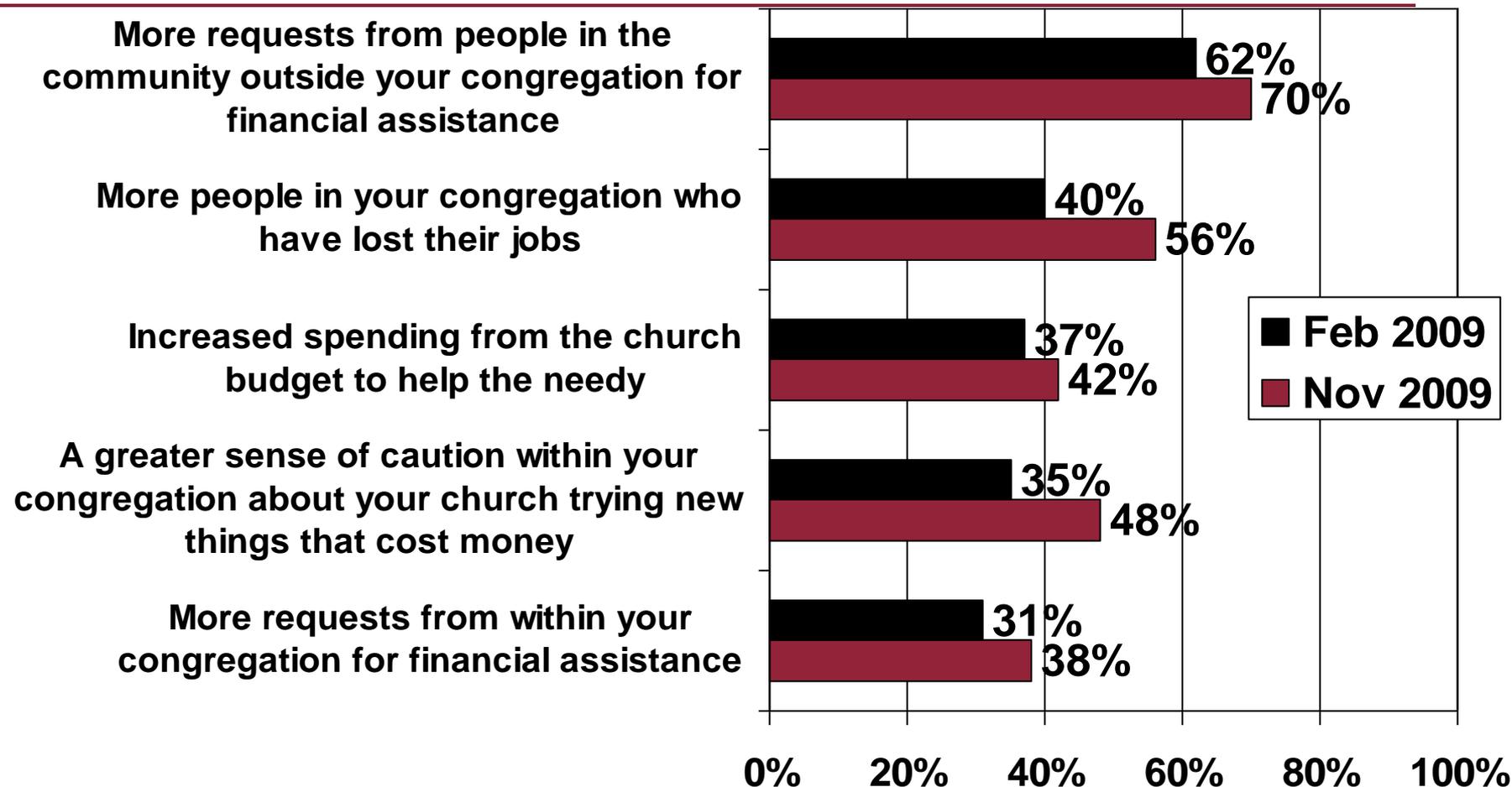


# Protestant pastors report many economic impacts on the people within their church



Compared to recent years, has your church seen changes in any of the following areas in the last year?

# More churches are reporting increases in requests for assistance and spending to help the needy than in February 2009



Note: All differences shown are statistically significant

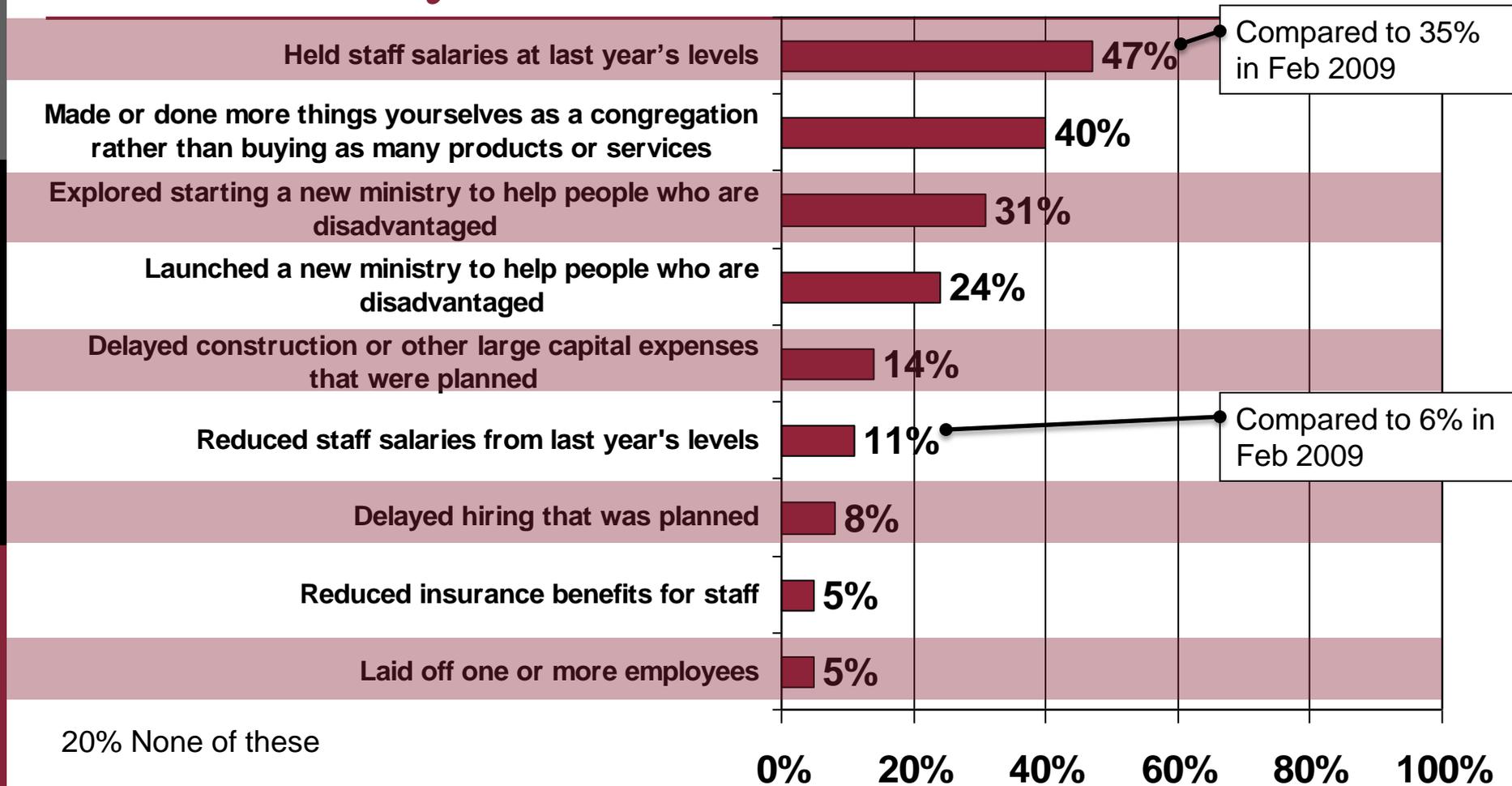
Compared to recent years, has your church seen changes in any of the following areas in the last year?

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## Doing More With Less...

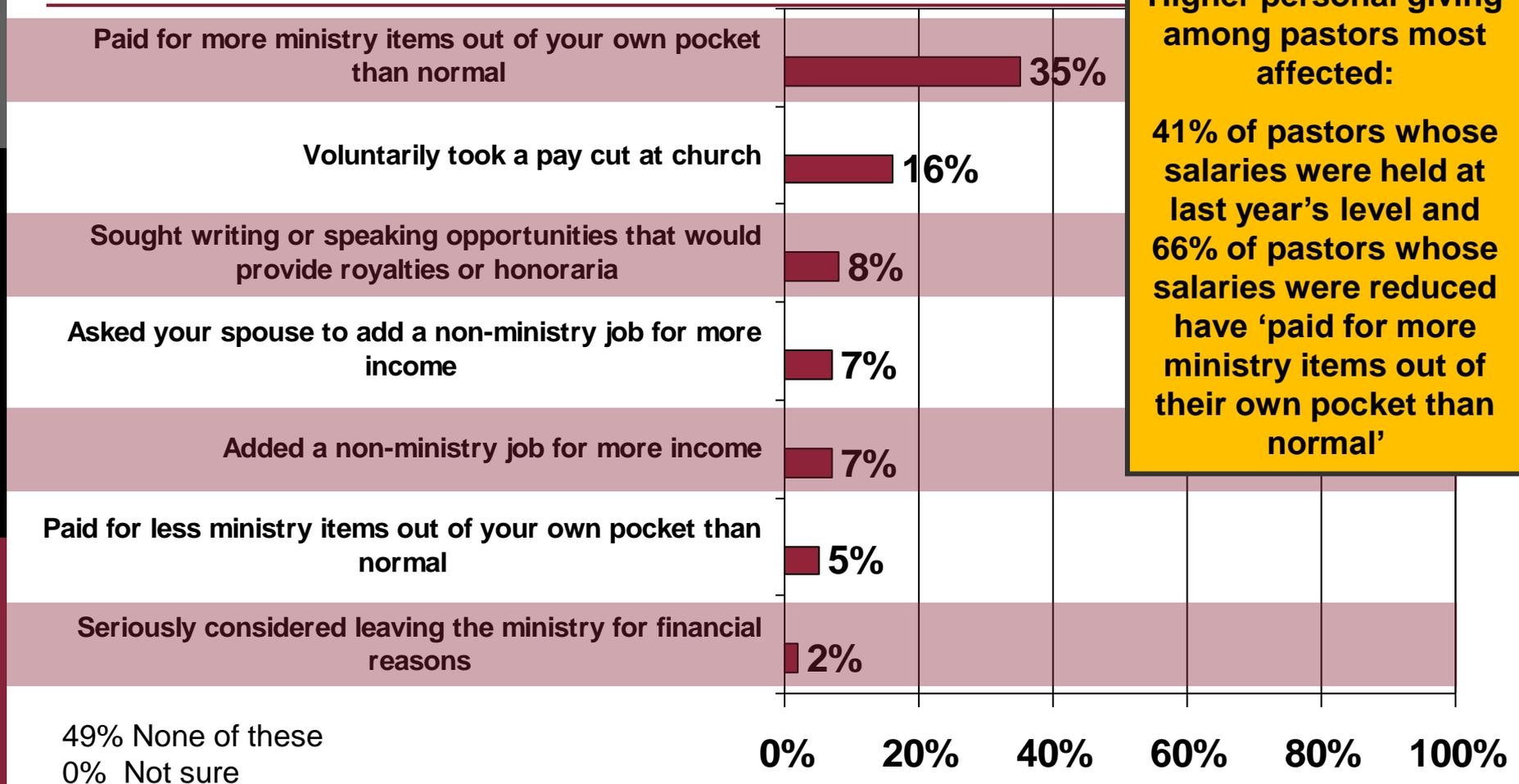
Salary freezes and reduced outsourcing are common among Protestant churches, but almost 1 in 4 have launched a new ministry to help the needy

# Actions churches have taken in response to the economy as of November 2009



Have the recent problems in the economy caused your church to take any of the following actions?

# Actions pastors have personally taken in response to the economy



Have the recent problems in the economy caused you personally to take any of the following actions?

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