

Churchgoer Views on Ethnic Diversity of Church

Survey of 994 American Christian
church attendees

Methodology

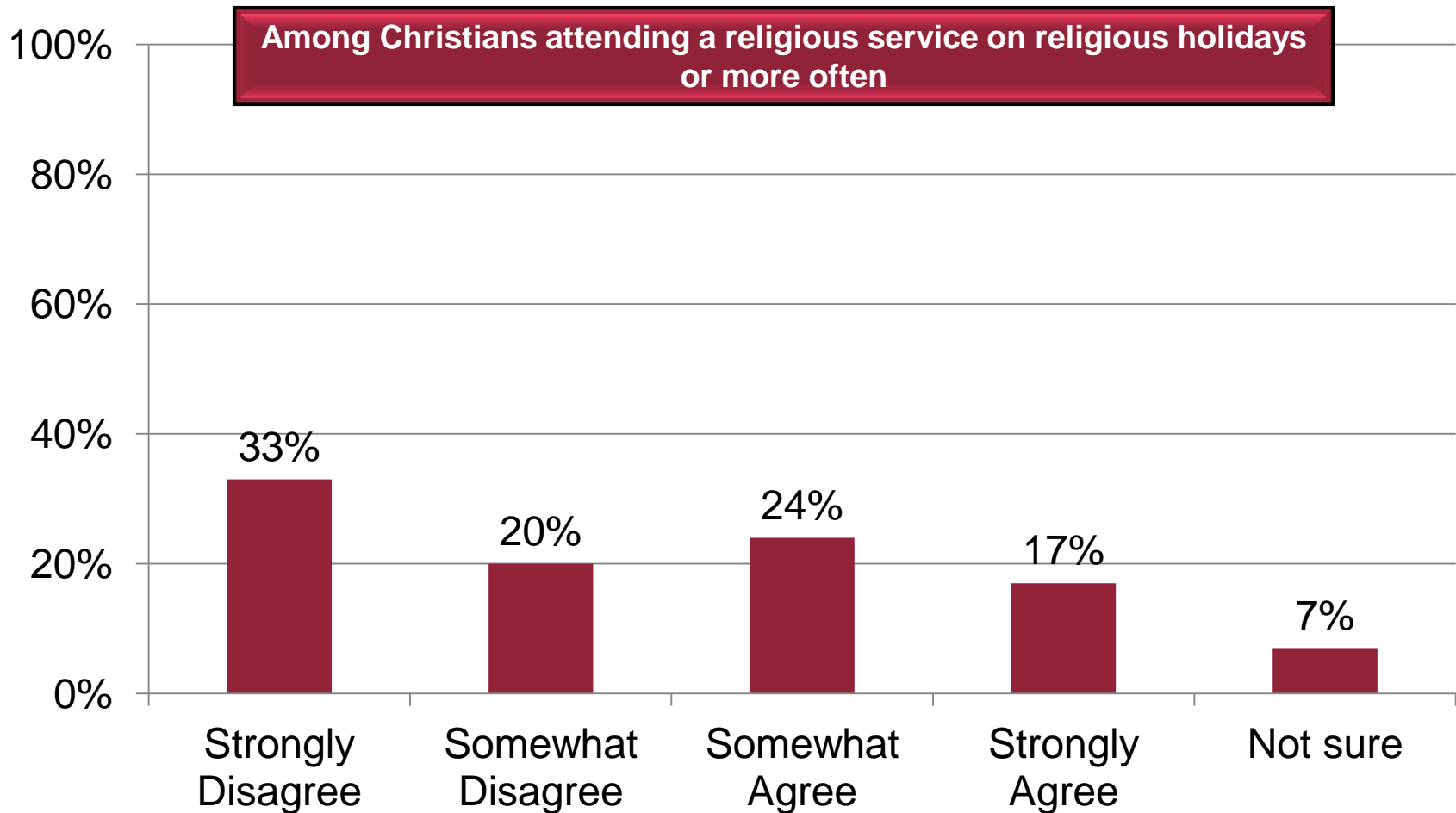
- ❑ The phone survey of 2,000 Americans was conducted September 19 - October 5, 2014
- ❑ The calling utilized Random Digit Dialing. 60% of completes were among landlines and 40% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ Responders were screened to only include those whose religious preference is Catholic, Protestant, Orthodox, or Non-denominational Christians and who attend a religious service on religious holidays or more often

Methodology

- ❑ The completed sample is 994 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.5\%$
- ❑ Margins of error are higher in sub-groups

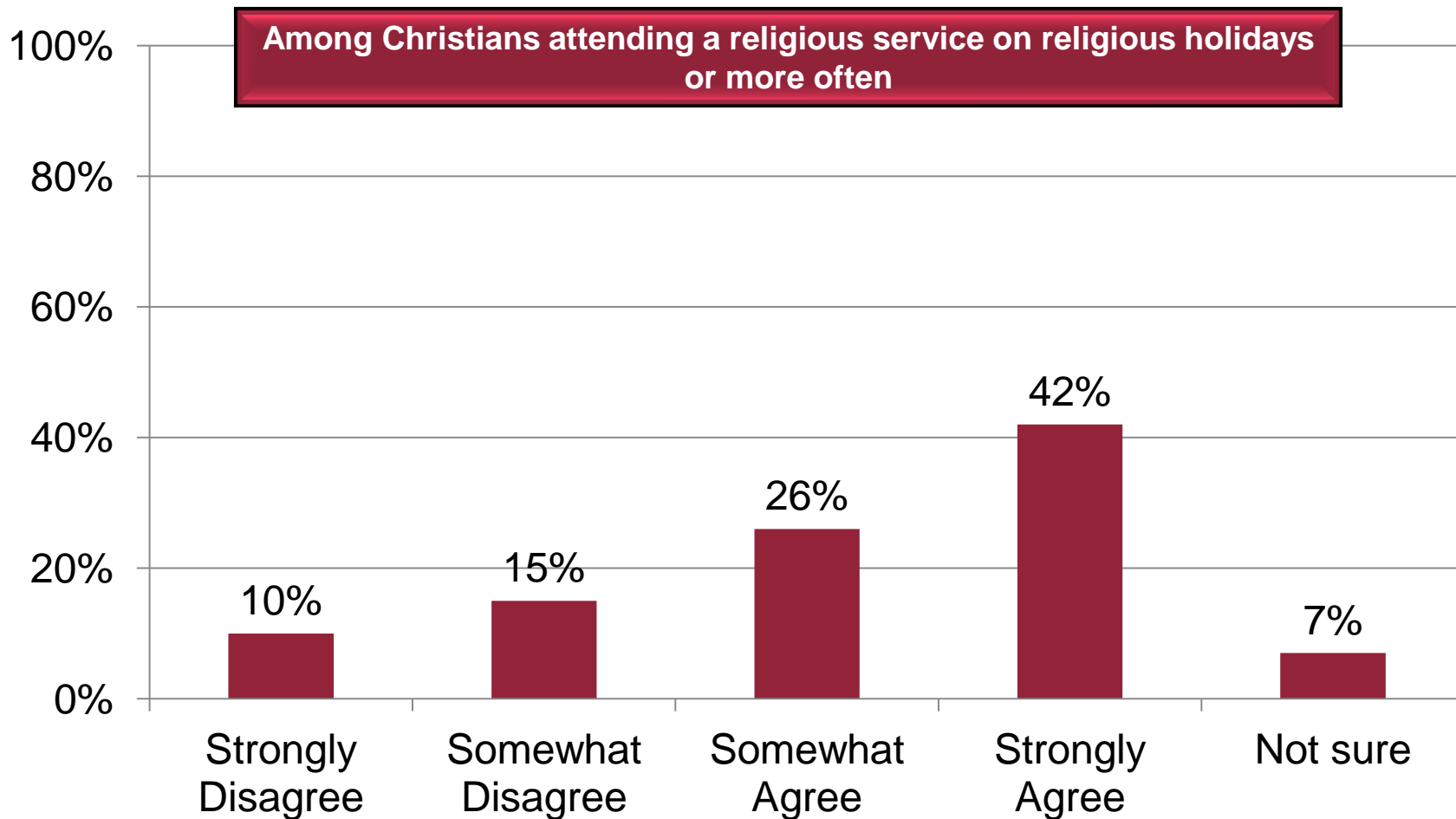
Survey Responses

40% feel their church needs to become more ethnically diverse



Q: "My church needs to become more ethnically diverse" n=994

67% feel their church is doing enough to be ethnically diverse



Q: "Our church is doing enough to be ethnically diverse" n=994

Significant Differences

Region

Age

Gender

Education Level

Ethnicity

Catholic/Protestant

Born again/Evangelical/Fundamentalist

Significant Statistical Differences

- Comparisons were made to determine if there are any significant statistical differences among region of the country, age, gender, and education level.

Region	Age	Gender	Education Level
Northeast	18-24	Male	HS degree or less
Midwest	25-34	Female	Some college
South	35-44		Bachelor's
West	45-54		Graduate degree
	55-64		
	65+		

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among ethnicity, denomination, and Born again/ Evangelical/ Fundamentalist.

Ethnicity	Denomination	Born again / Evangelical / Fundamentalist
White	Protestant / Nondenominational	Yes
African American	Catholic	No / not sure
Hispanic		

Note: Those who consider themselves Born again, Evangelical, or Fundamentalist are labeled “Evangelical” in this report

My church needs to become more ethnically diverse

- Southerners (43%) are more likely to agree than Northeasterners (33%)
- Those age 35-44 (64%) are most likely to disagree
- Those age 65+ (36%) are less likely to agree than those age 18-24 (49%) and 25-34 (50%)
- Whites (37%) are less likely to agree than African Americans (51%) and Hispanics (47%)
- Those with a HS degree or less (36%) are less likely to agree than those with a Bachelor's (47%)
- Evangelicals are less likely to agree (37% v 43%)

Our church is doing enough to be ethnically diverse

- Those age 35-44 (74%) are more likely to agree than those age 45-54 (64%) and 65+ (64%)
- Asian Americans (87%) are most likely to agree
- Those with a HS degree or less (61%) are less likely to agree than those with some college (72%) or a Bachelor's (73%)
- Evangelicals are more likely to agree (71% v 64%)

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