

# Churchgoers Views - Prosperity

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Representative Survey of 1,010  
American Churchgoers

# Methodology

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LifeWay Research conducted the study August 22 – 30, 2017. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection.

# Methodology

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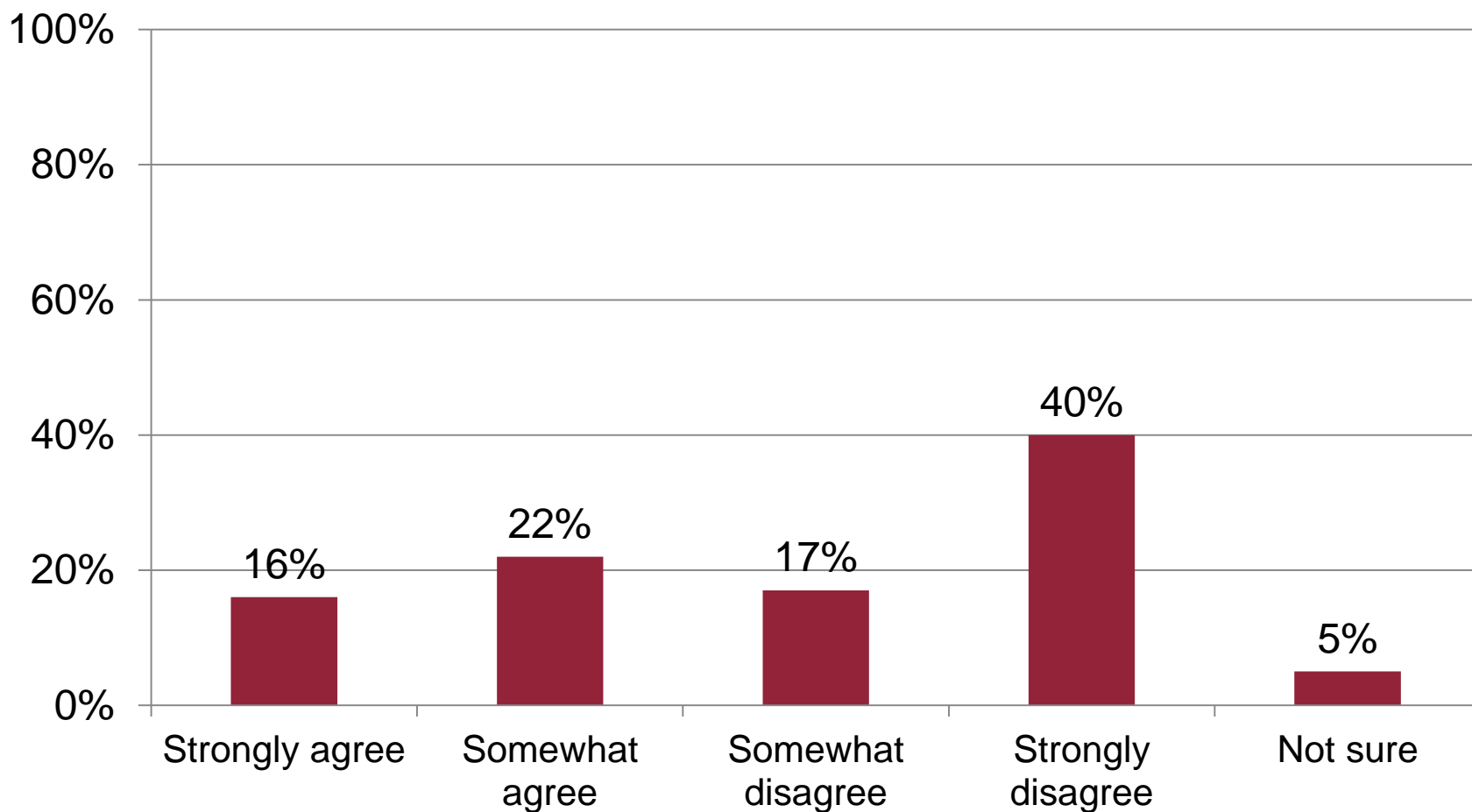
For this survey, a nationally representative sample of U.S. Protestant and non-denominational adults (18 and older) which attends religious services once a month or more often was selected from the KnowledgePanel®.

Sample stratification and base weights were used for gender, age, race/ethnicity, region, metro/non-metro, home ownership, education, and income to reflect the most recent US Census data. Study specific weights included for gender by age, race/ethnicity, region, and education to reflect GSS 2016 data. The completed sample is 1,010 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percentage points. Margins of error are higher in sub-groups.

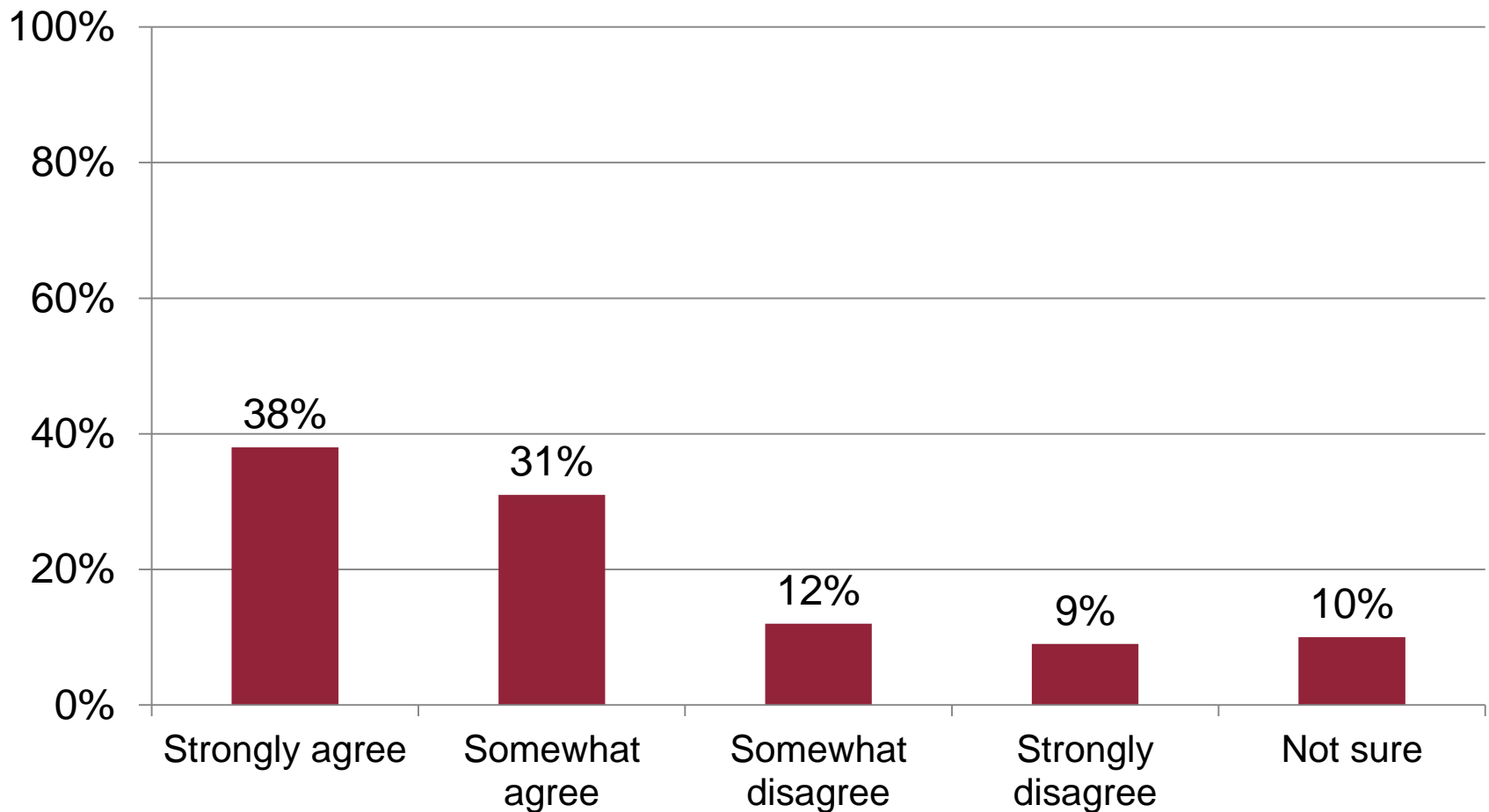
# Survey Responses

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# 38% agree that their church teaches that God will bless them if they give more money to their church and charities

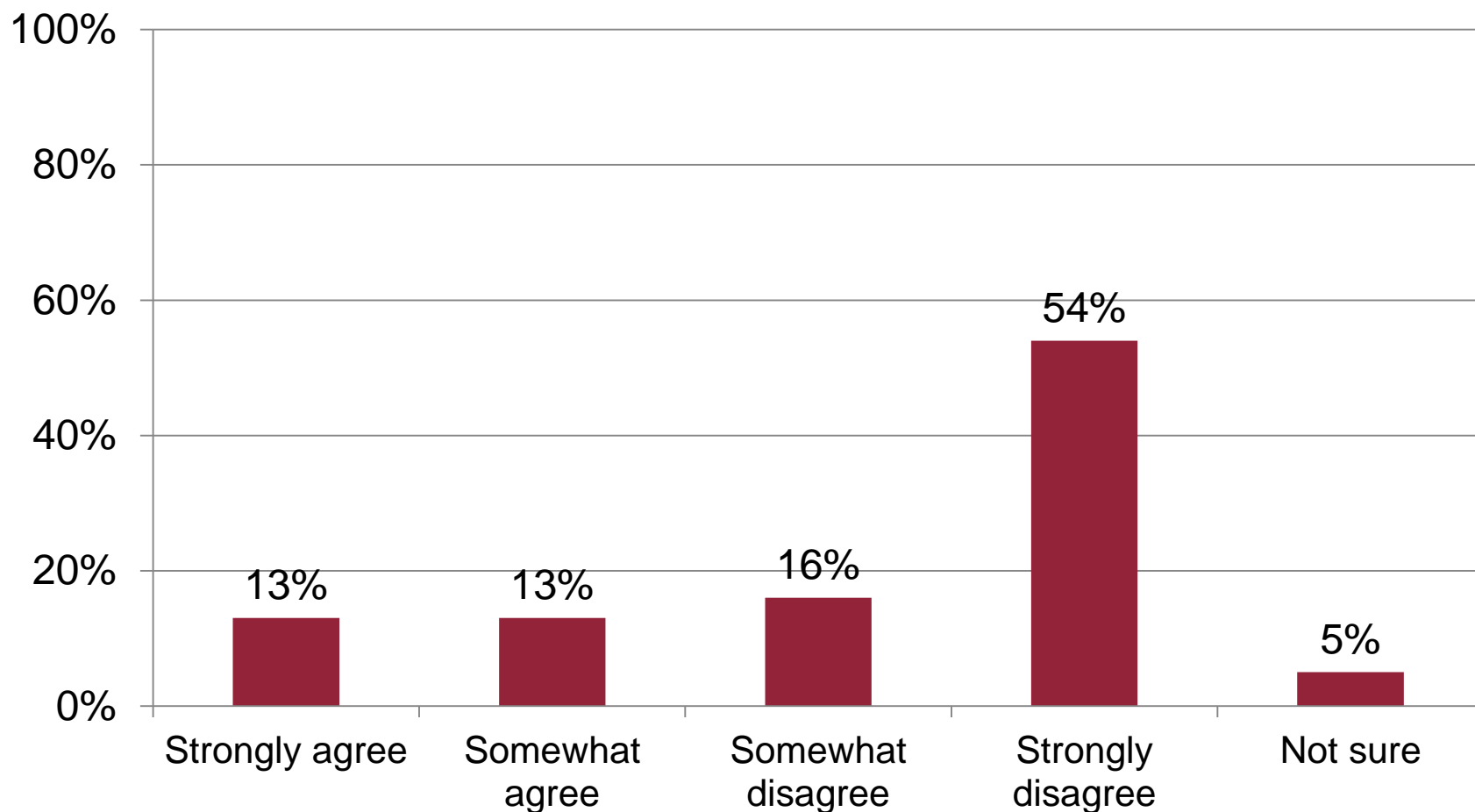


# 69% agree that God wants them to prosper financially



# 26% agree that in order to receive material blessings from God, they have to do something for God.

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# Significant Differences

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Gender  
Region  
Age  
Ethnicity  
Education Level  
Church Service Attendance  
Evangelical Beliefs  
Church Size (Attendance)  
Denomination



# Significant Statistical Differences

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

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-34	White, Non-Hispanic	High School graduate or less
Female	Midwest	35-49	Black, Non-Hispanic	Some college
	South	50-64	Hispanic	Bachelor's Degree
	West	65+	Other Ethnicities	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 churchgoers' service attendance, Evangelical Beliefs, church size (by attendance), and denomination.

Church Service Attendance	Evangelical Beliefs	Church Size (Attendance)	Denomination
At least once a week	Yes	Less than 50	Baptist
Once or twice a month	No	50-99	Lutheran
		100-249	Methodist
		250-499	Non-denominational
		500-999	Assemblies of God/Pentecostal
		1000 or more	

# Evangelical Beliefs

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- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
  - The Bible is the highest authority for what I believe
  - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
  - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
  - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

# “My church teaches that if I give more money to my church and charities, God will bless me in return.”

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- Those age 50-64 (60%) are more likely to Disagree than those 35-49 (52%)
- Black, Non-Hispanics (51%) and Hispanics (43%) are more likely to Agree than White, Non-Hispanics (32%)
- Those who are high school graduates or less (42%) and those with some college (40%) are more likely to Agree than those with a graduate degree (29%)
- Those with Evangelical Beliefs are more likely to Agree than those without Evangelical Beliefs (41% v. 35%)
- Those attending a church with attendance of less than 50 (43%) and 250-499 (47%) are more likely to Agree than those attending a church with attendance of 100-249 (32%)
- Assemblies of God/Pentecostals are the most likely denomination to Agree (53%), followed by Baptists (41%)

## “God wants me to prosper financially.”

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- Those in the South are the most likely regional group to Agree (77%)
- Those age 50-64 (73%) and 65+ (73%) are more likely to Agree than those 18-34 (63%)
- Black, Non-Hispanics (84%) are more likely to Agree than White, Non-Hispanics (63%) and Hispanic (68%)
- Those who are high school graduates or less are the most likely education level to Agree (76%)
- Those attending church services at least once a week are more likely to Agree than those attending once or twice a month (71% v. 56%)
- Those with Evangelical Beliefs are more likely to Agree than those without Evangelical Beliefs (75% v. 63%)
- Those attending a church with attendance of 250-499 (29%) and 500-999 (24%) are more likely to Disagree than those attending a church with attendance of less than 50 (14%)
- Lutherans are the least likely denomination to Agree (49%)

# “To receive material blessings from God, I have to do something for God.”

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- Those in the South (30%) are more likely to Agree than those in the Midwest (20%) and West (19%)
- Those age 35-49 are the least likely age group to Agree (19%)
- Black, Non-Hispanics (44%) and Hispanics (34%) are more likely to Agree than White, Non-Hispanics (17%) and Other Ethnicities (16%)
- Those who are high school graduates or less are the most likely education level to Agree (35%)
- Those attending a church with attendance of less than 50 (28%), 50-99 (28%), and 100-249 (26%) are more likely to Agree than those attending a church with attendance of 500-999 (15%)
- Baptists (28%), Methodists (29%), and Assemblies of God/Pentecostals (34%) are more likely to Agree than Lutherans (12%)

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