

# Entrepreneurial Evangelism Report

## Survey of 1,000 Protestant Pastors



For the Billy Graham Center  
Wheaton College

# Methodology

---

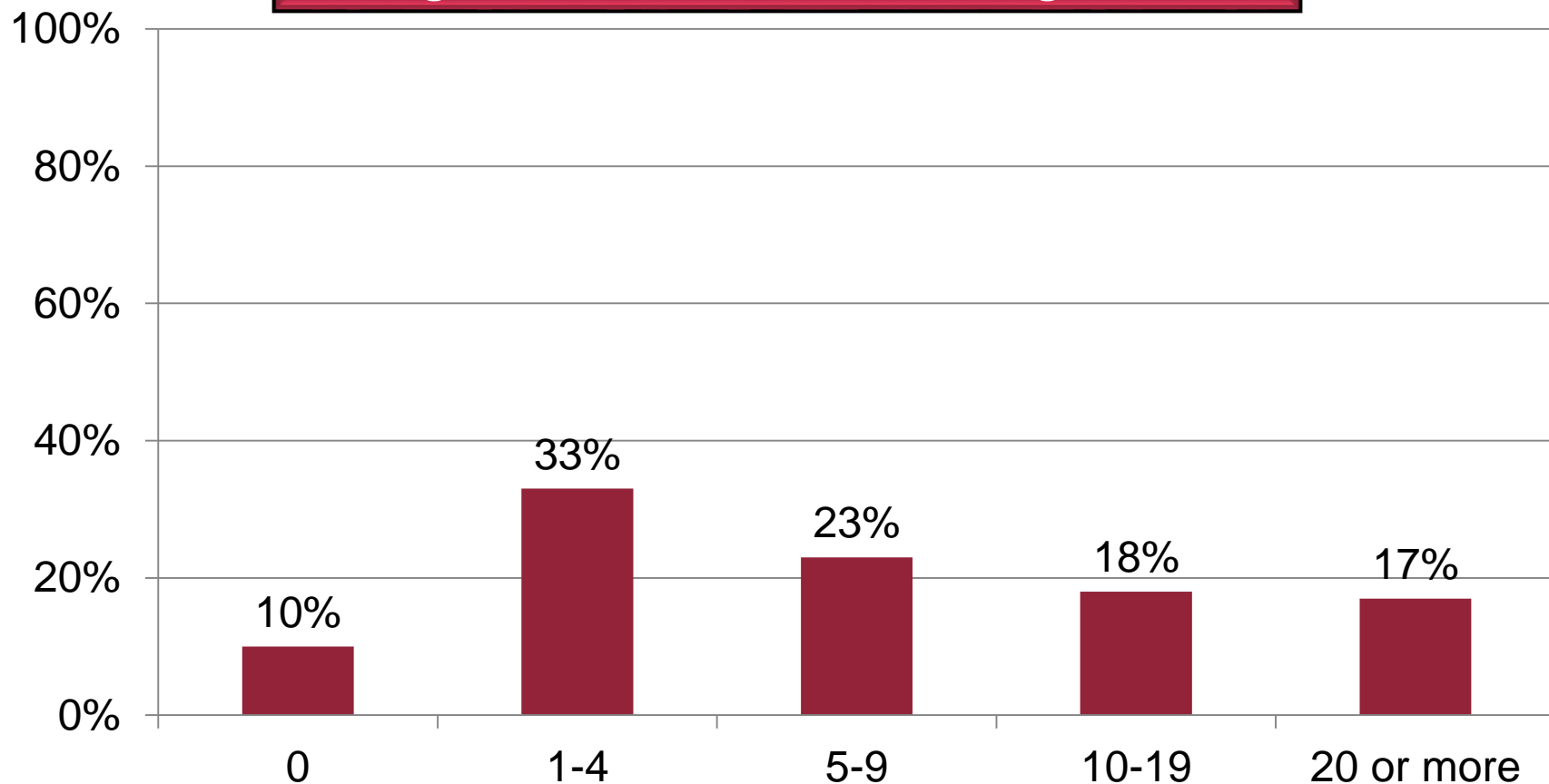
- ❑ The study was sponsored by the Billy Graham Center at Wheaton College
- ❑ The phone survey of pastors of churches in Protestant denominations was conducted October 4-27, 2017
- ❑ The calling list was a random sample, stratified by church membership with an oversample of the largest size strata (750+ attendees/1000+ members), drawn from a list of all Protestant churches
- ❑ Each interview in the two smaller size strata was conducted with the senior pastor, minister or priest of the church called. Interviews in the largest size strata were conducted with a pastor at the church
- ❑ The completed sample is 1,000 surveys
- ❑ Responses were weighted by region and size strata to accurately reflect the entire population
- ❑ The sample provides 95% confidence that the sampling error from the online panel does not exceed  $\pm 3.6\%$  (This margin of error accounts for the effect of weighting)
- ❑ Margins of error are higher in sub-groups

# Survey Responses



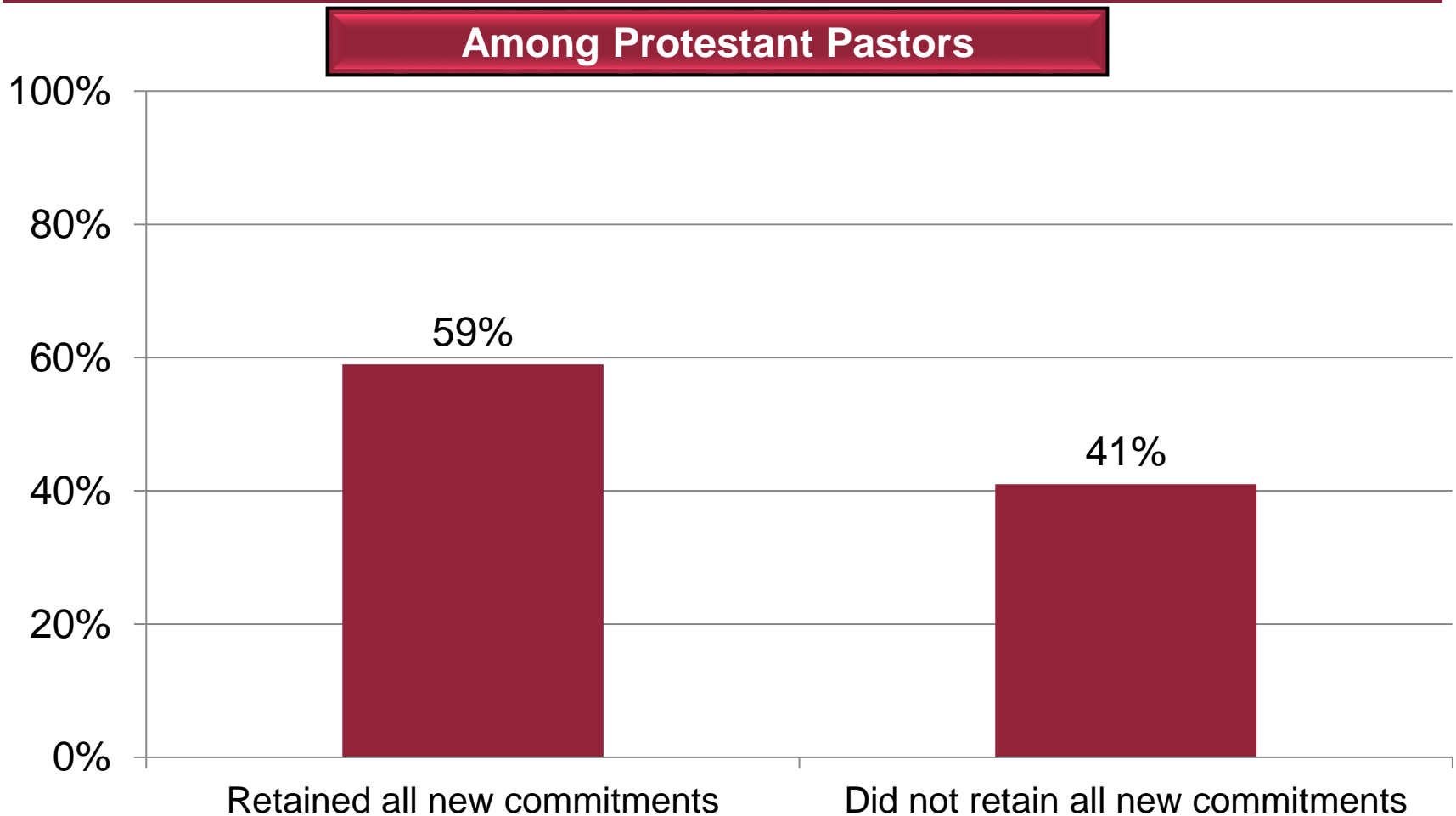
# “How many people in your church made a first-time decision to trust Jesus Christ as Savior in the last year?”

Among Protestant Pastors Providing a Number

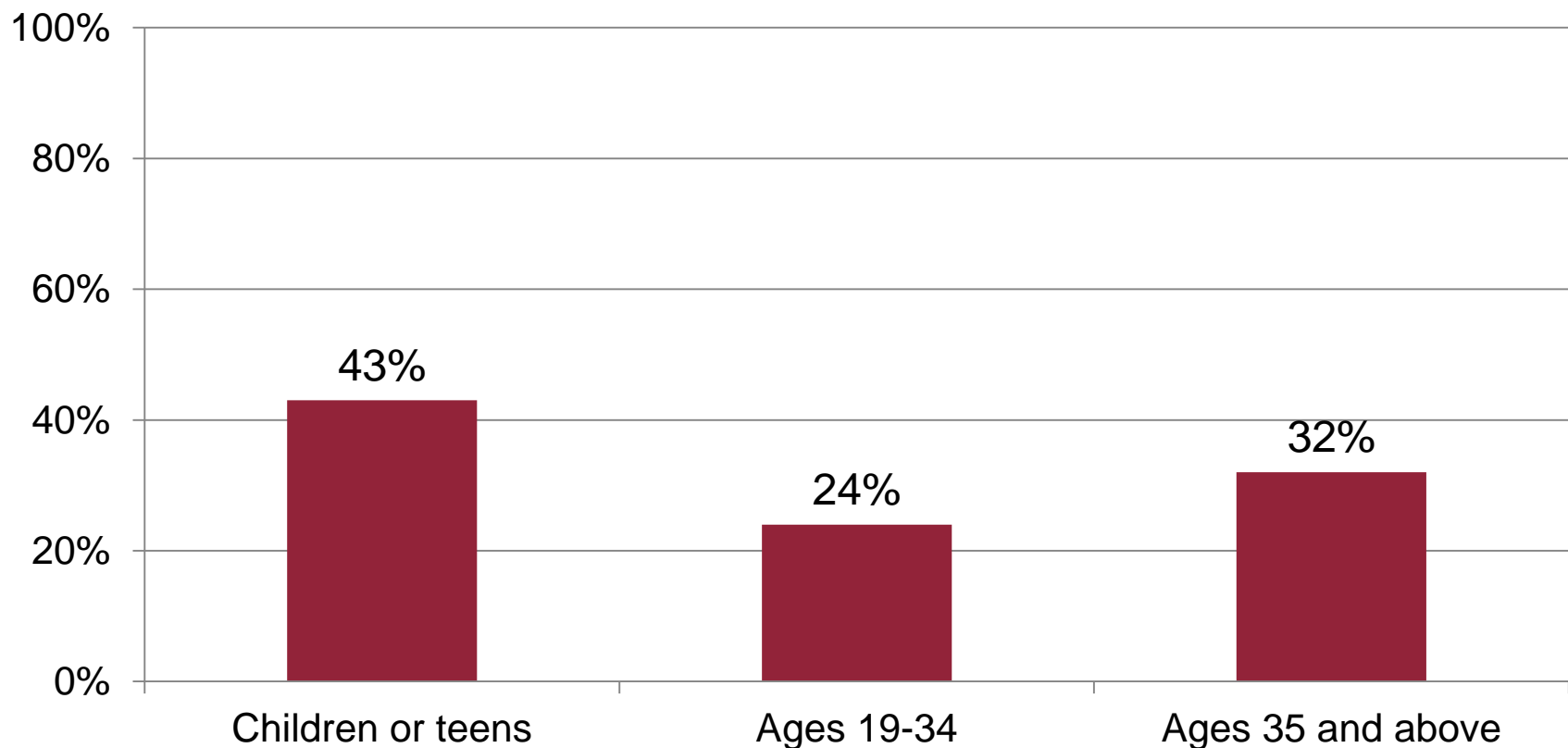


Q5 “How many people in your church made a first-time decision to trust Jesus Christ as Savior in the last year?” n=825 (17% were not sure and were not included in the percentages above)

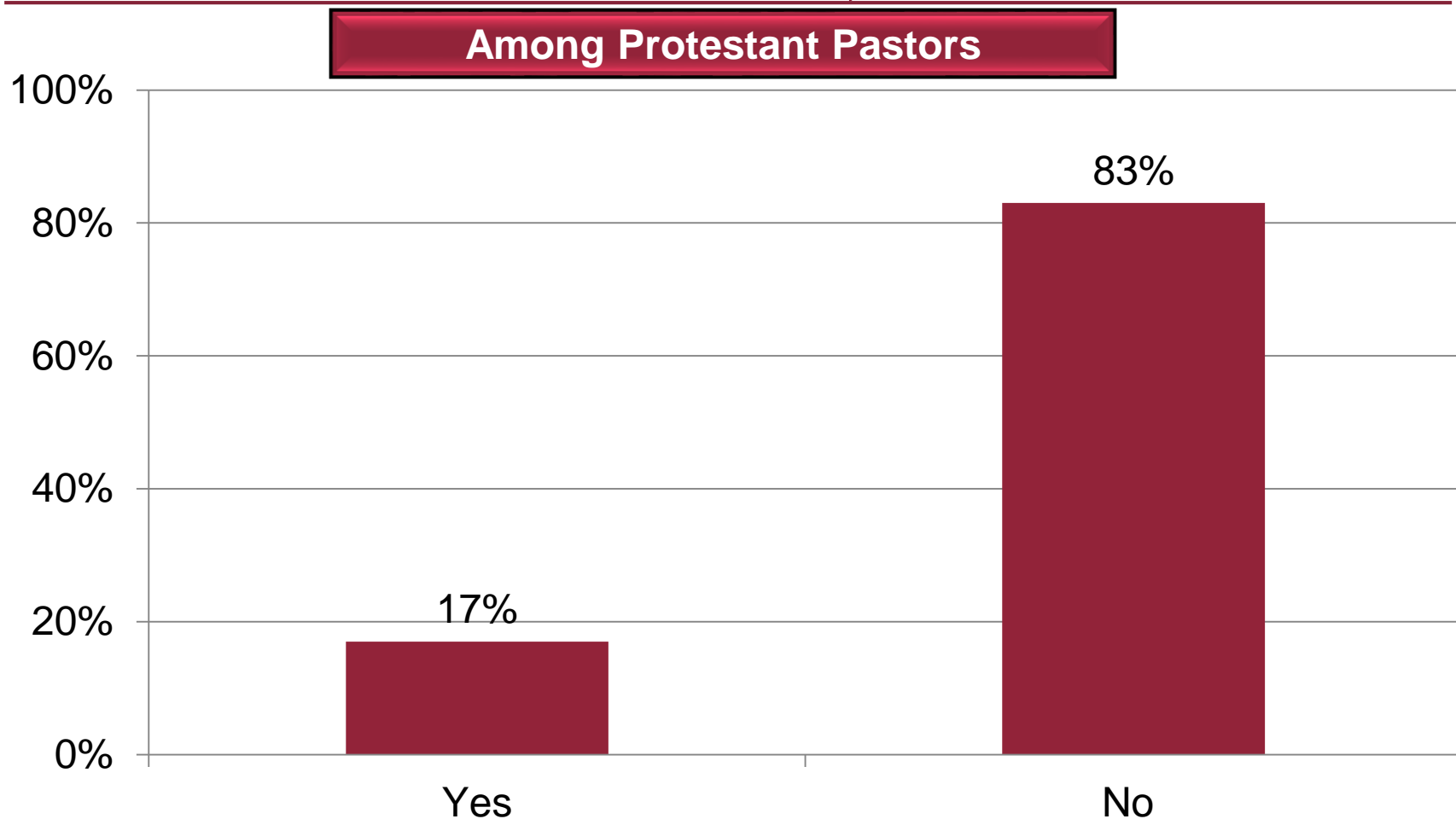
# On average, 81% of new commitments were retained



# Mean percentage age distribution for those who trusted Christ as Savior and became active in the church



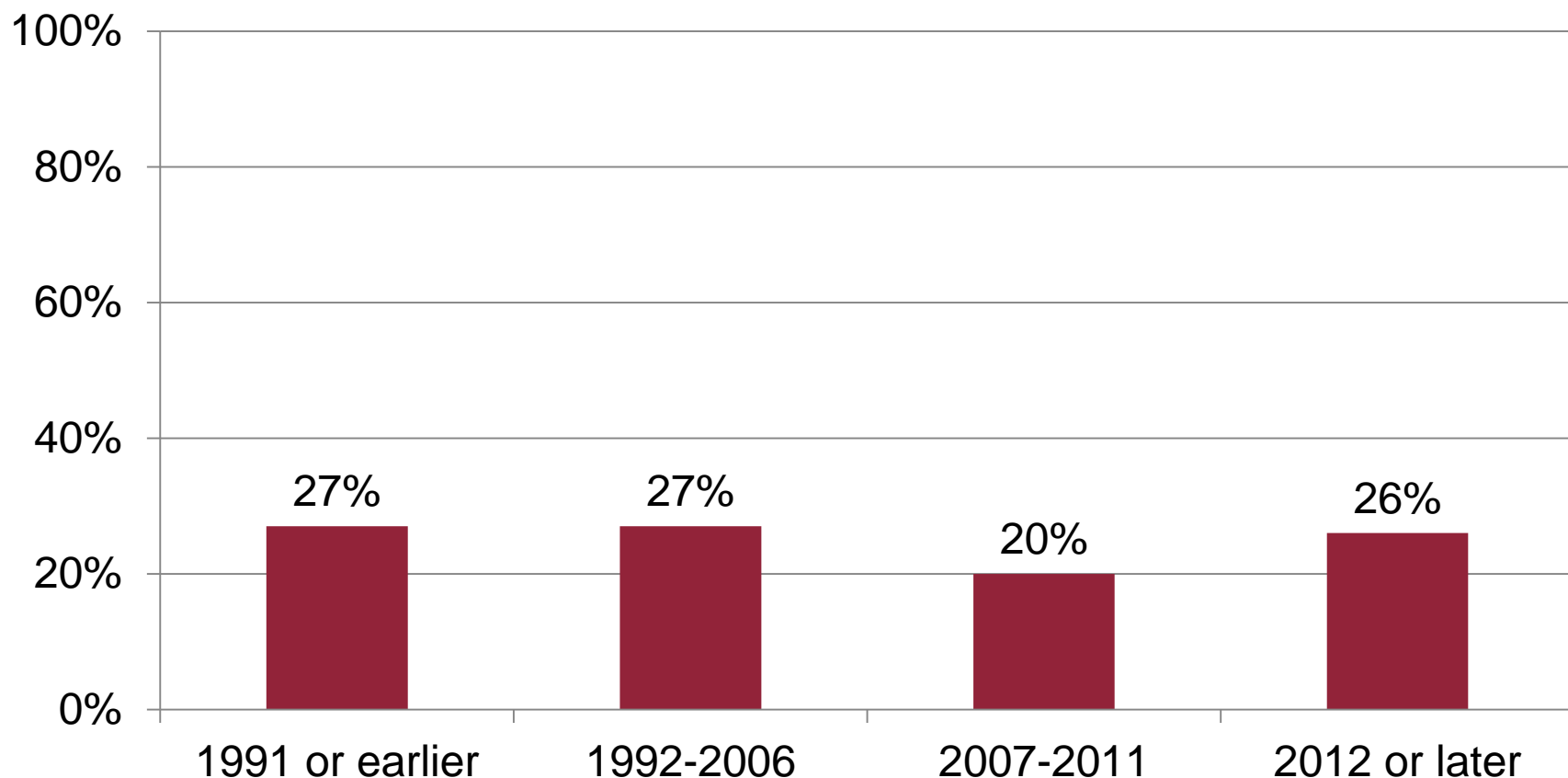
# 17% have an executive pastor (or someone whose primary responsibility includes administration) on staff



Q8 "Does your church employ an executive pastor or someone whose primary responsibility includes administration and the management of the church staff and who is not the senior pastor?" n=1000

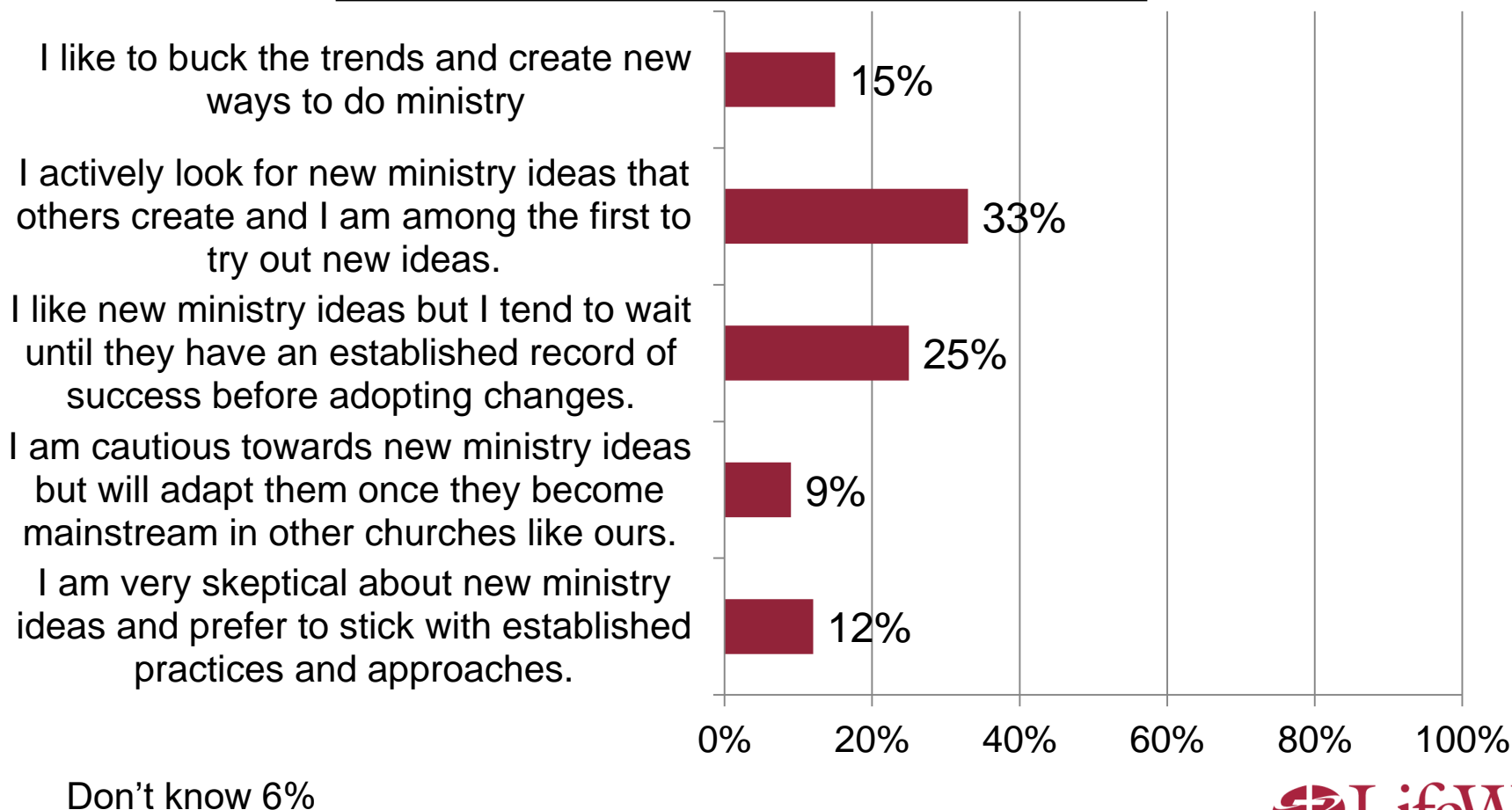
# 54% of executive pastor positions were created in 2006 or earlier

Among Churches With an Executive Pastor



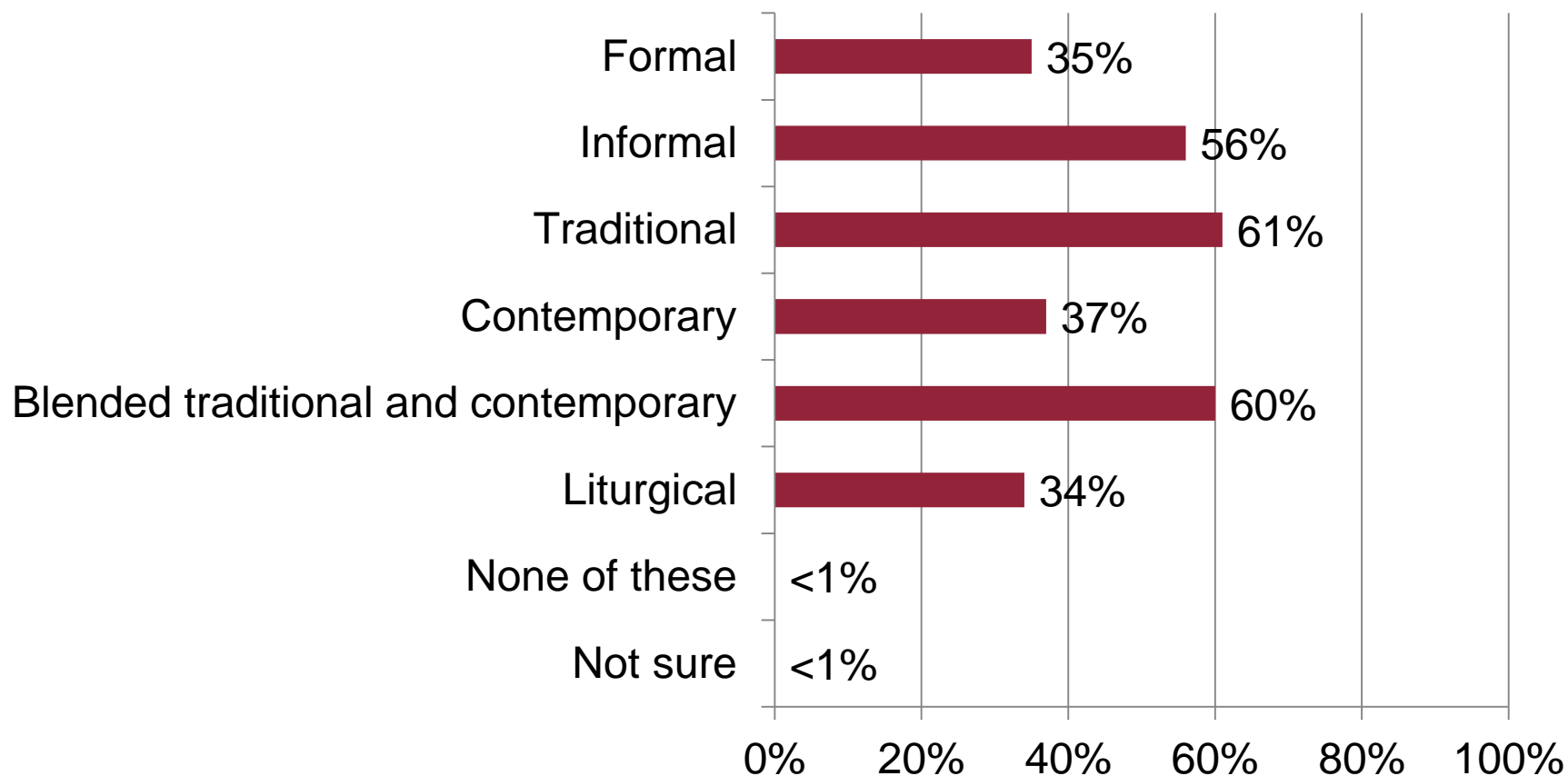
# “Which of the following statements most closely describes your instincts toward ministry trends and changes?”

## Among Protestant Pastors

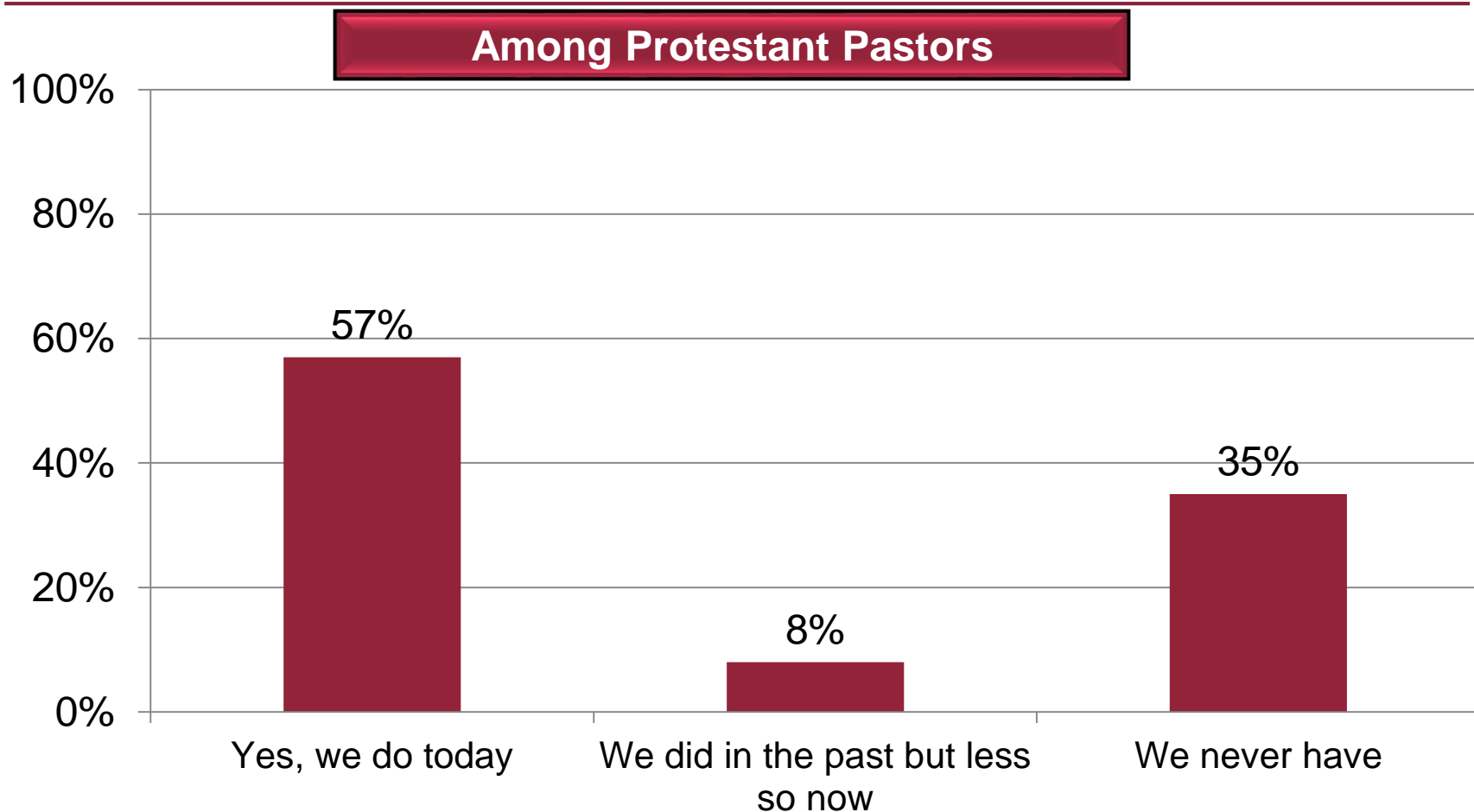


# “Which of the following words describe the worship style of your church?”

## Among Protestant Pastors

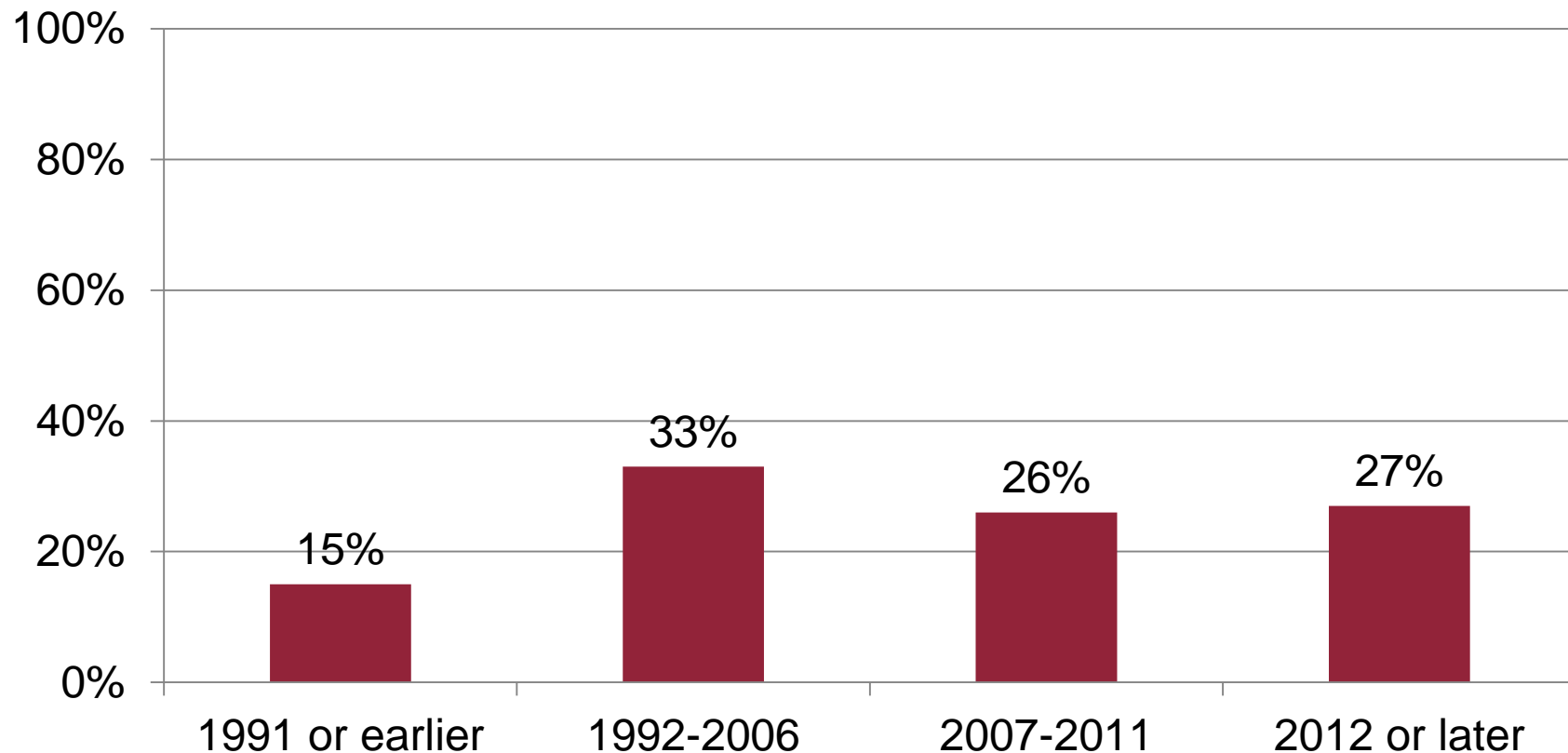


# 57% plan their worship service with a central focus on engaging the unchurched



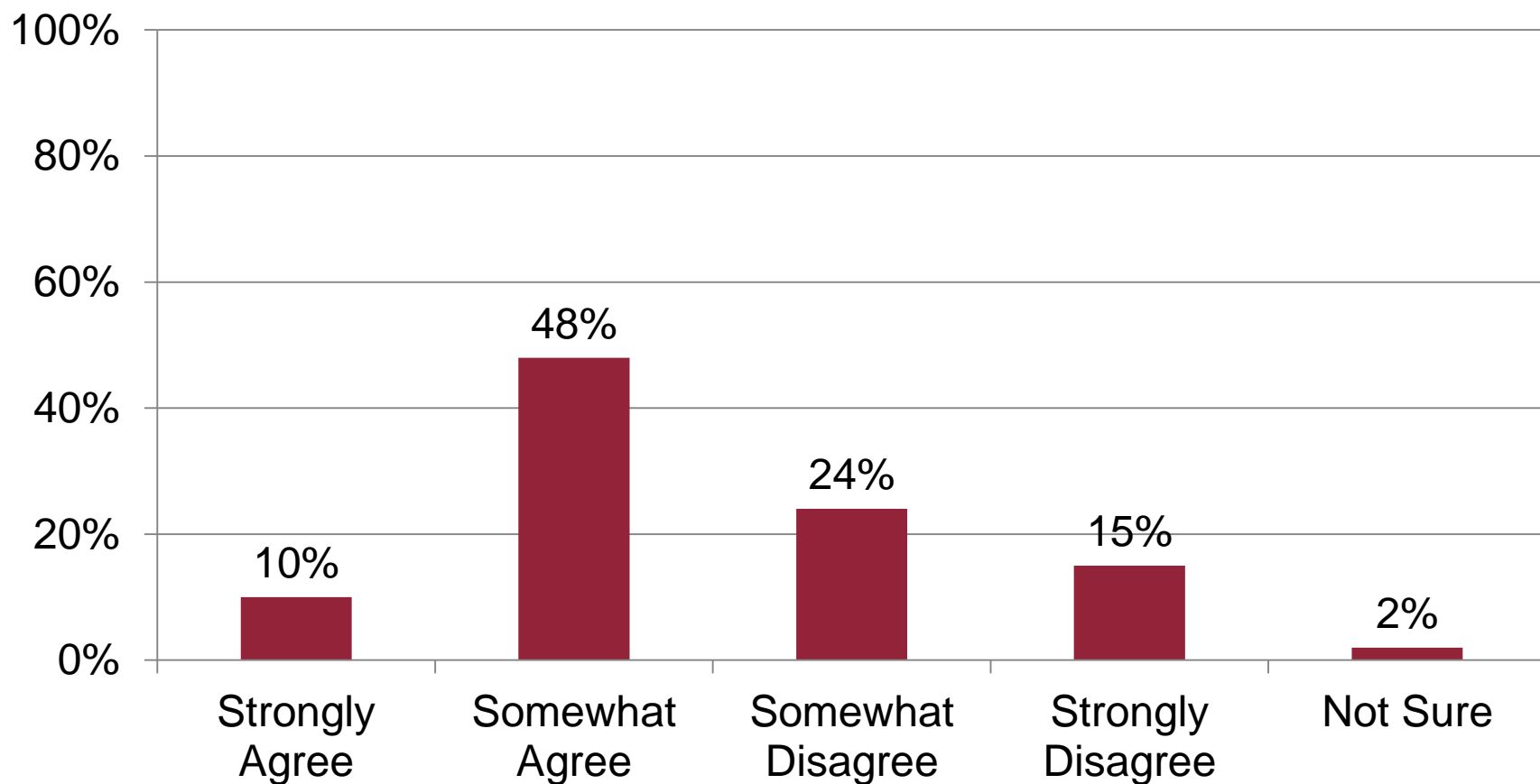
# 52% transitioned away from engaging the unchurched in 2007 or later

Among Pastors Who Transitioned From Engaging the Unchurched



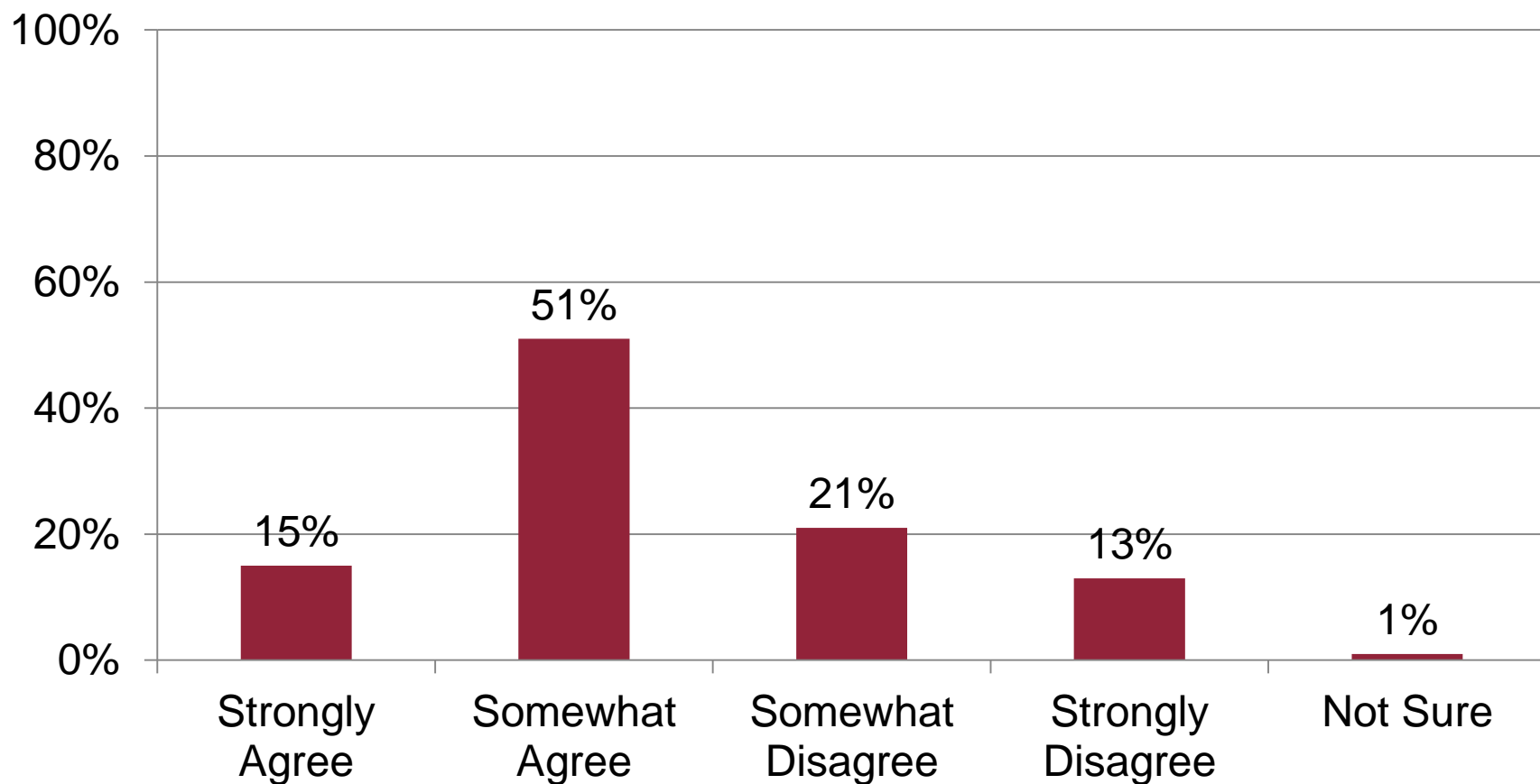
# 59% look to learn from secular business and management practices in organizing and managing their church

Among Protestant Pastors



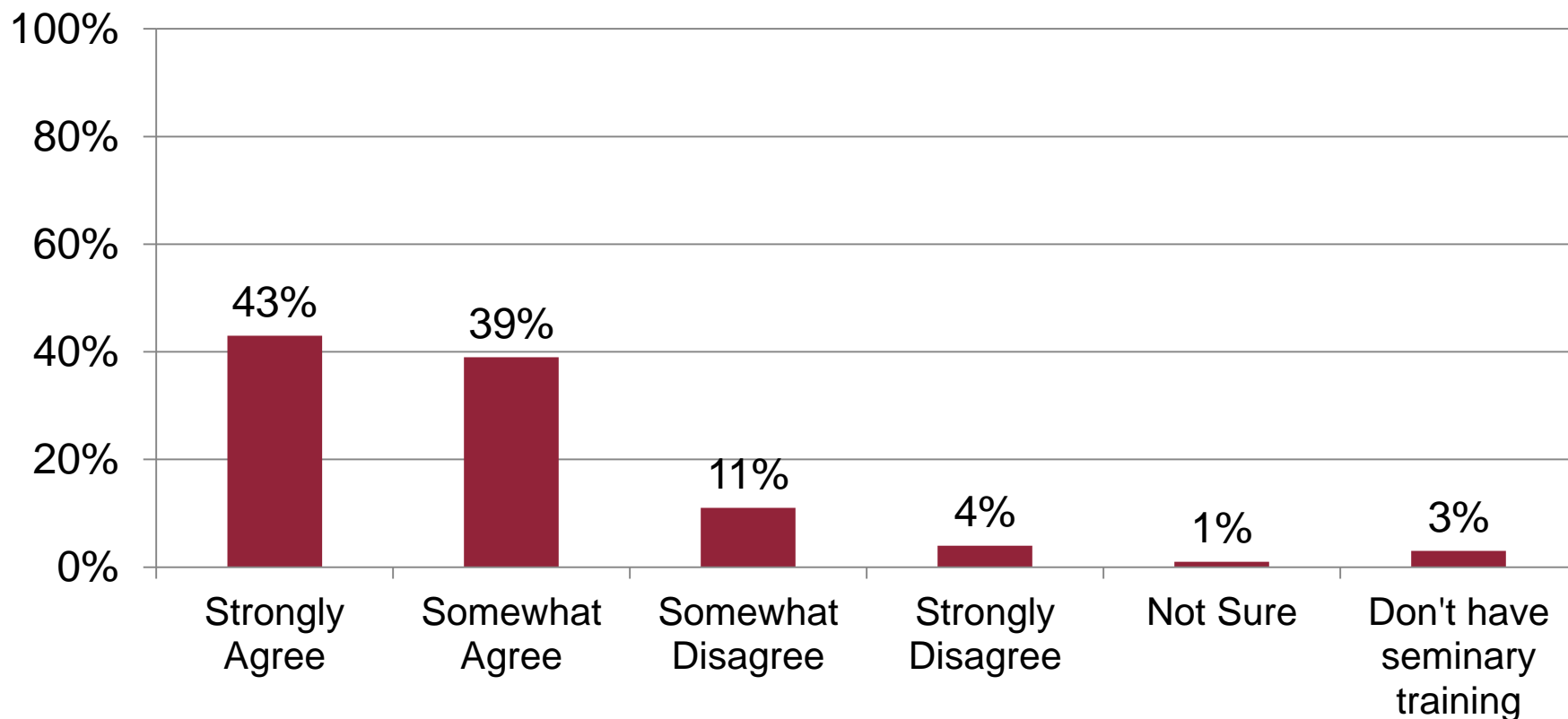
# 66% look to learn from nationally known pastors or large churches that share their ministry practices

Among Protestant Pastors



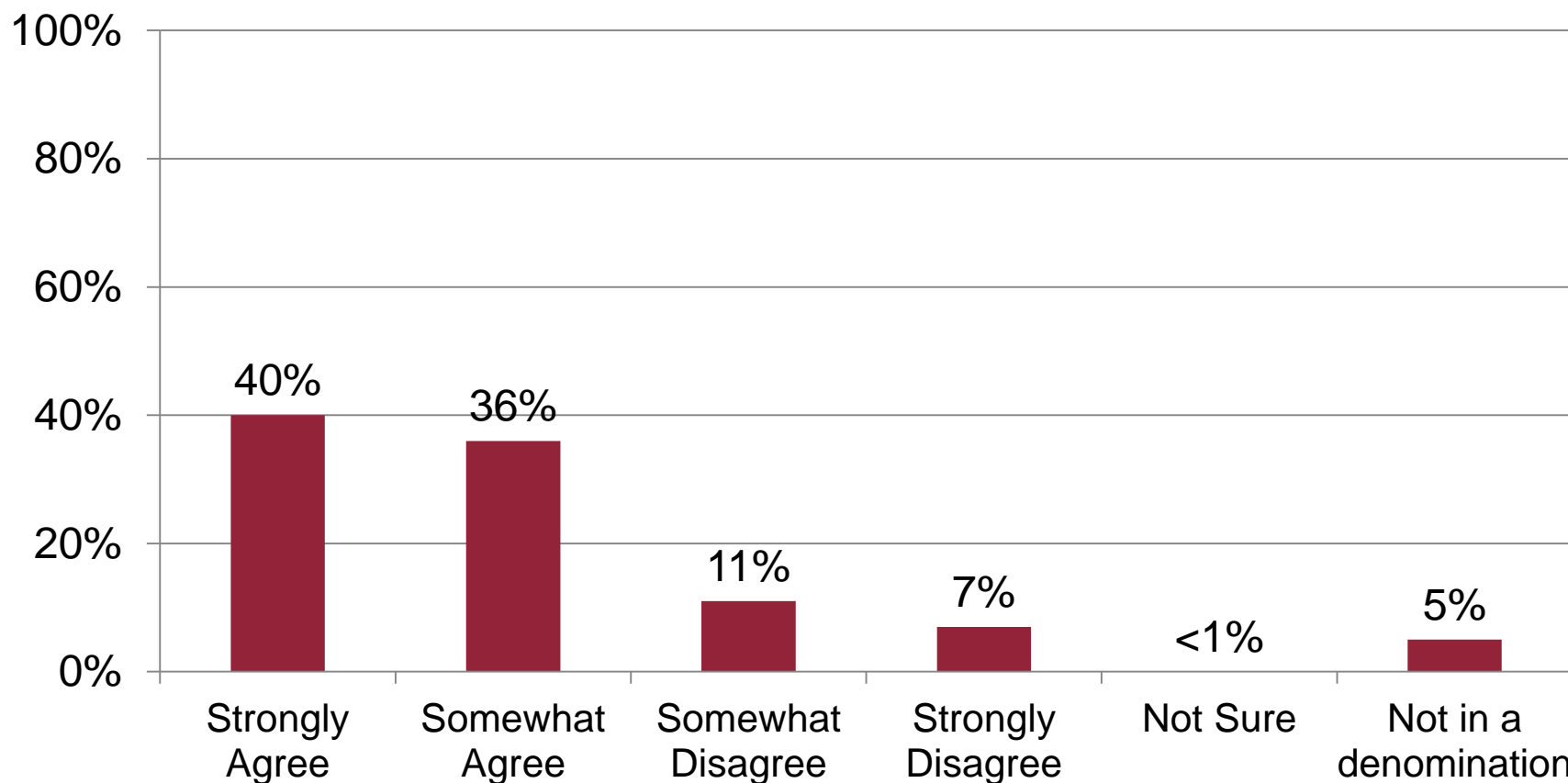
# 82% look to their seminary training when developing ministry practices

Among Protestant Pastors



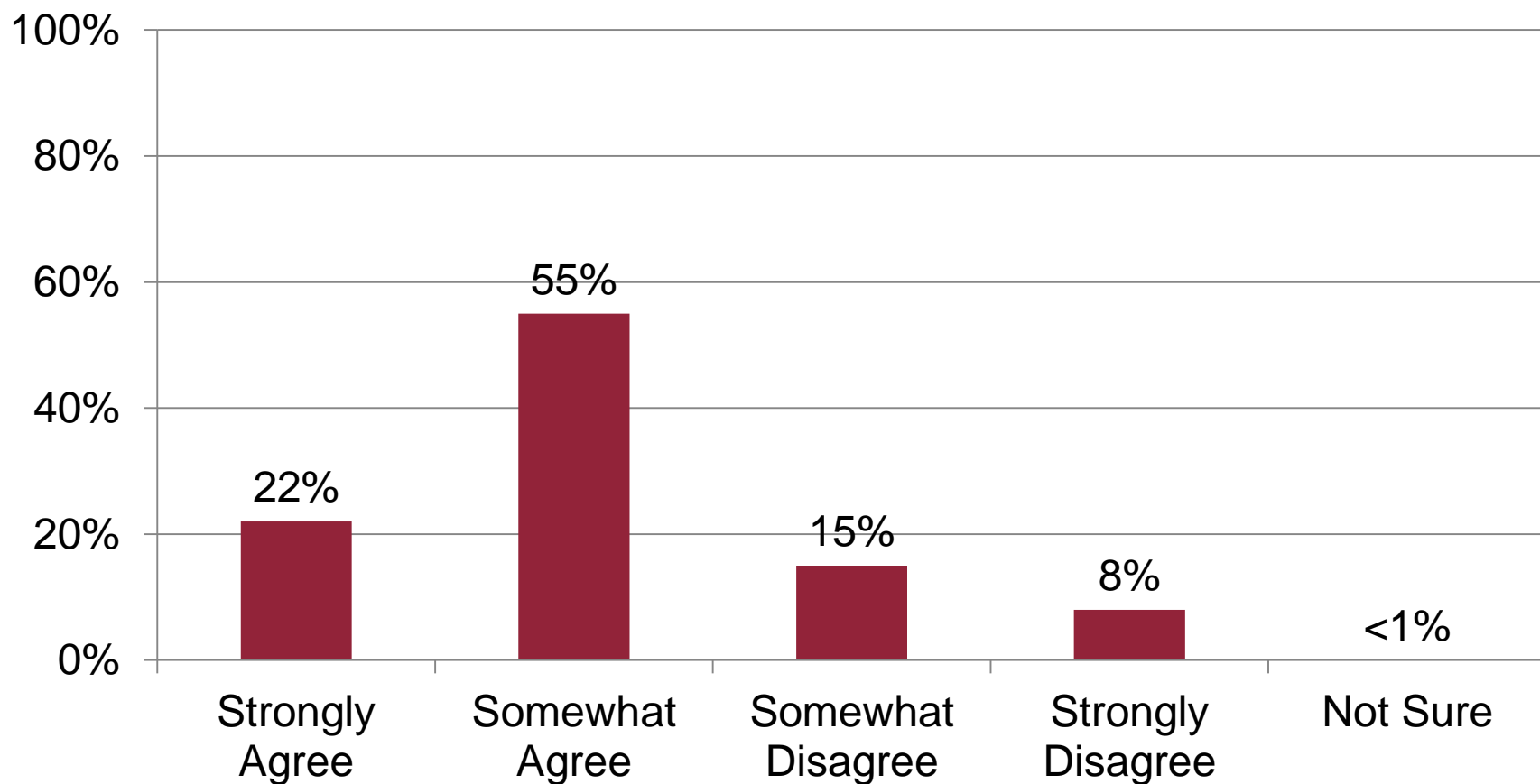
# 76% look to their denominations for training and resources when developing ministry practices

Among Protestant Pastors



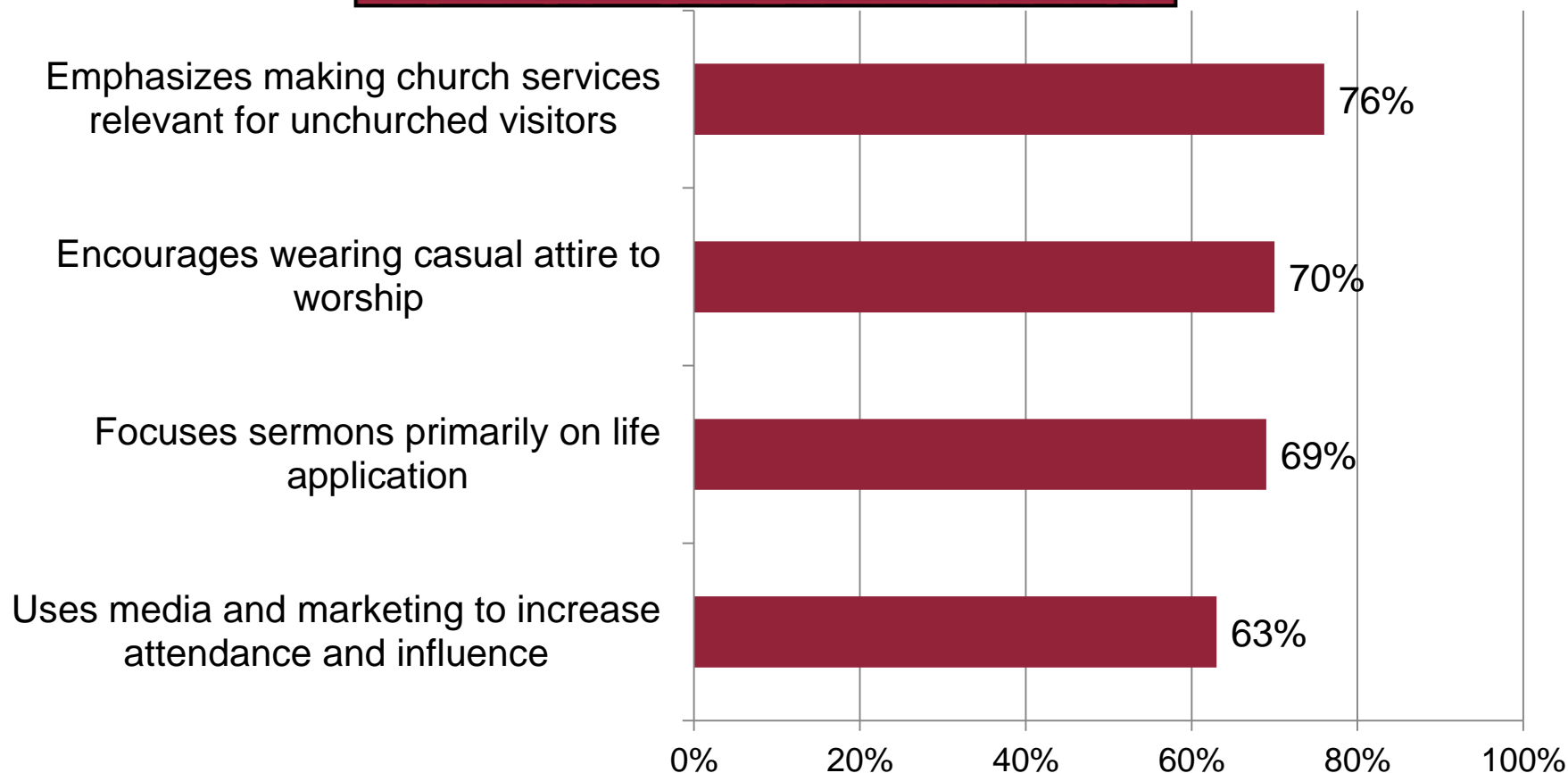
# 76% look to the latest books for the best thinking and practices for church ministry

Among Protestant Pastors



# “Which, if any, of the following describe your church?”

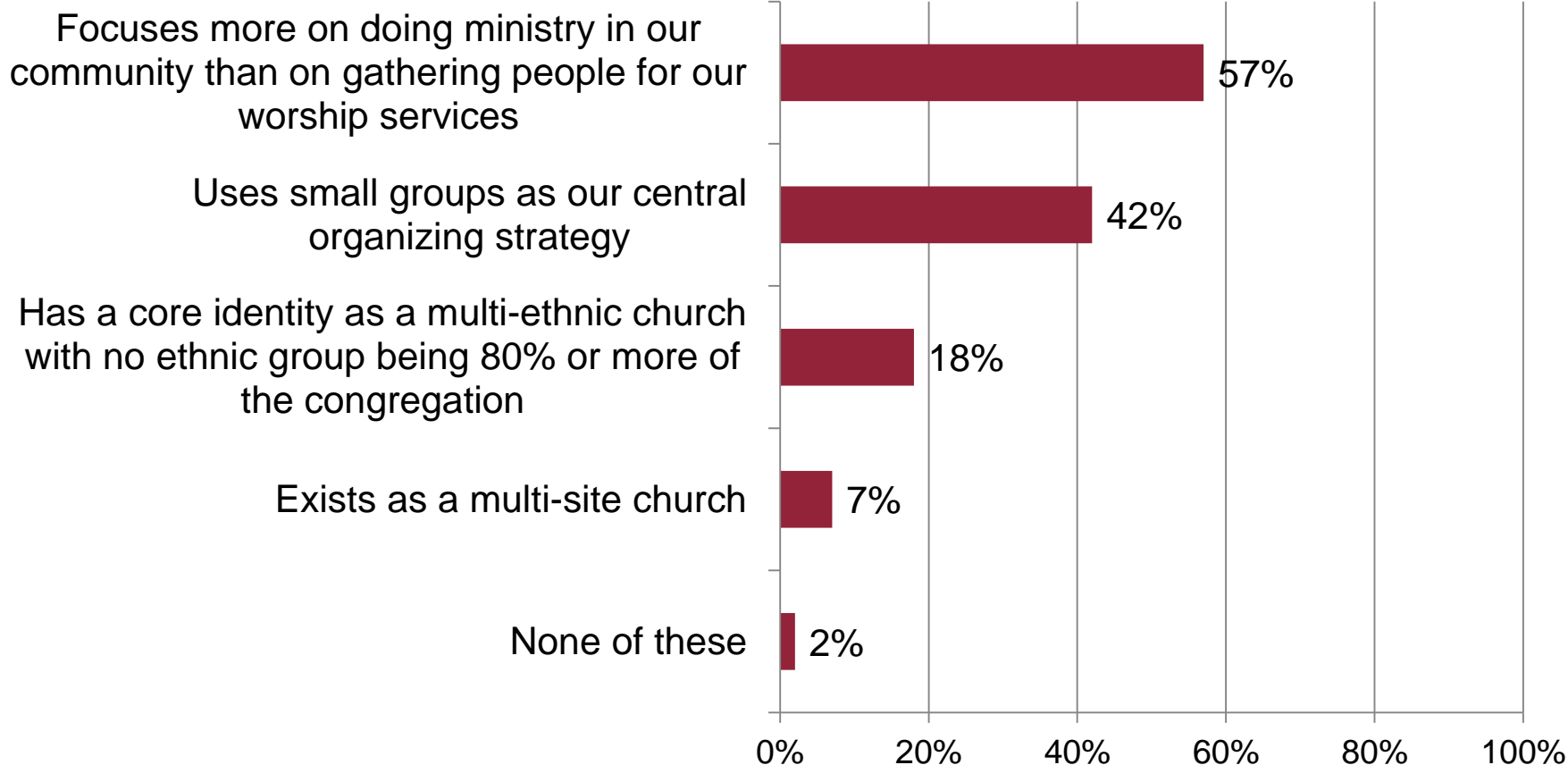
## Among Protestant Pastors



Q19 “Which, if any, of the following describe your church? (Select all that apply)” n=1000

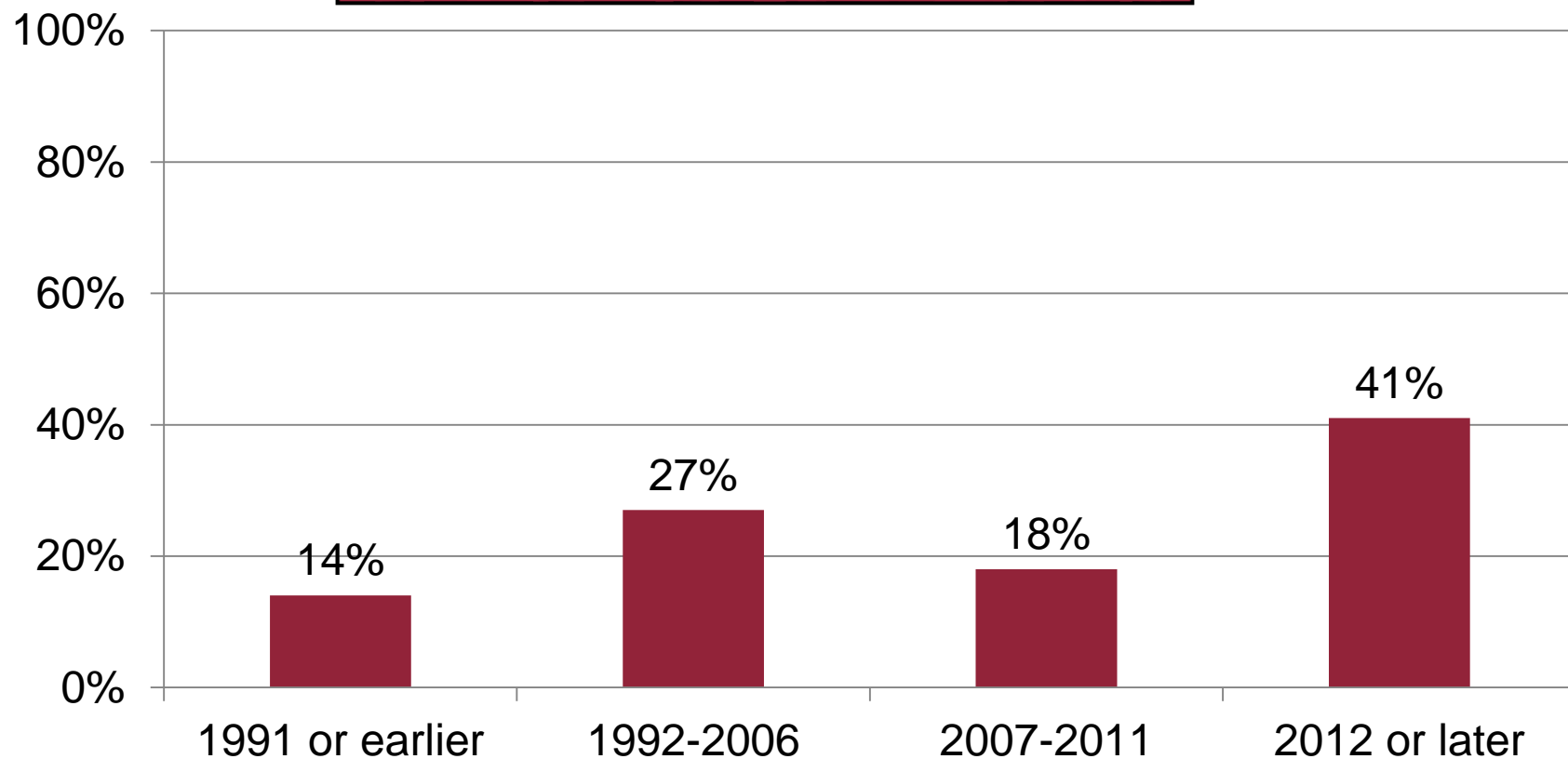
# “Which, if any, of the following describe your church?” (continued)

## Among Protestant Pastors



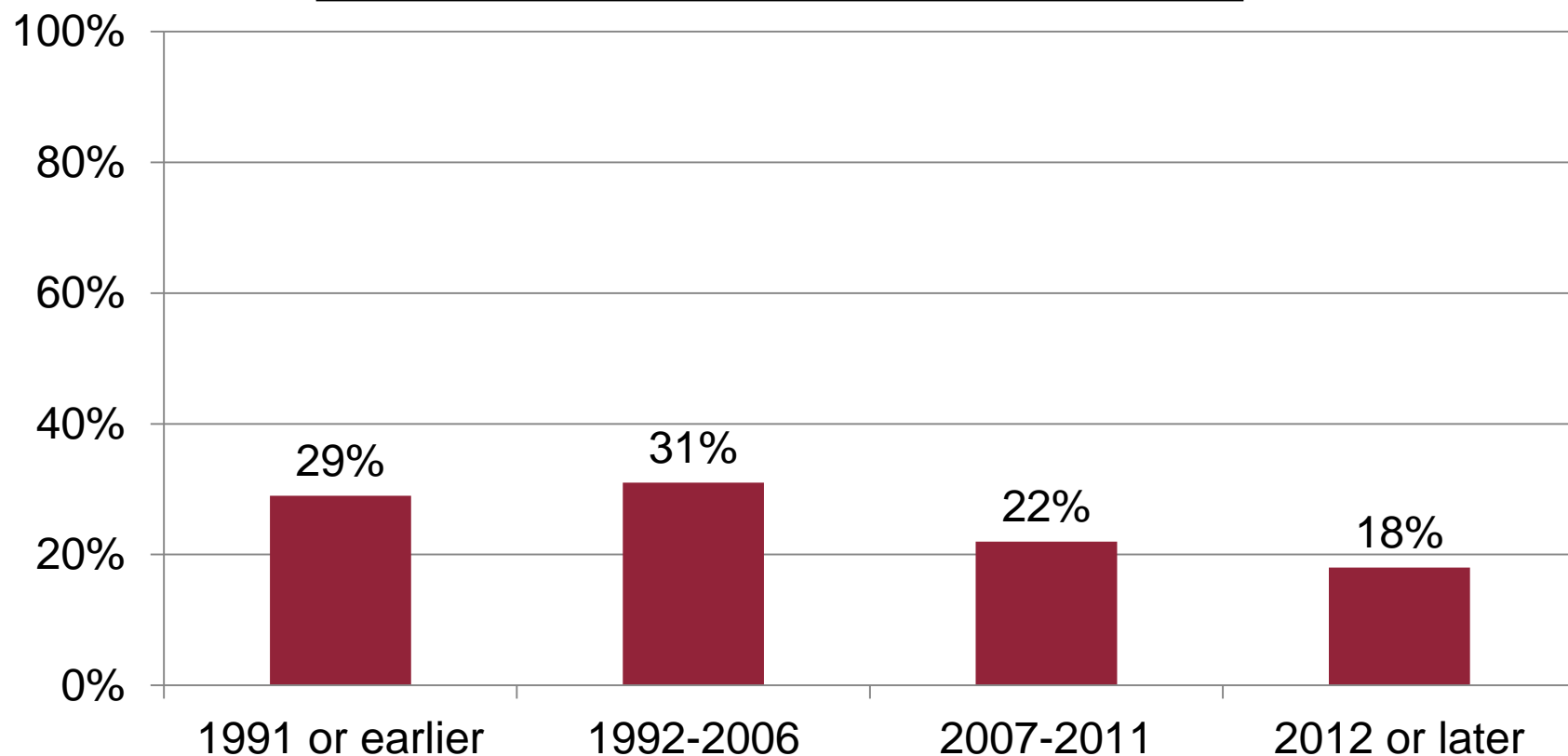
# 41% of multi-site churches made this transition in 2006 or earlier

Among Pastors of Multi-Site Churches



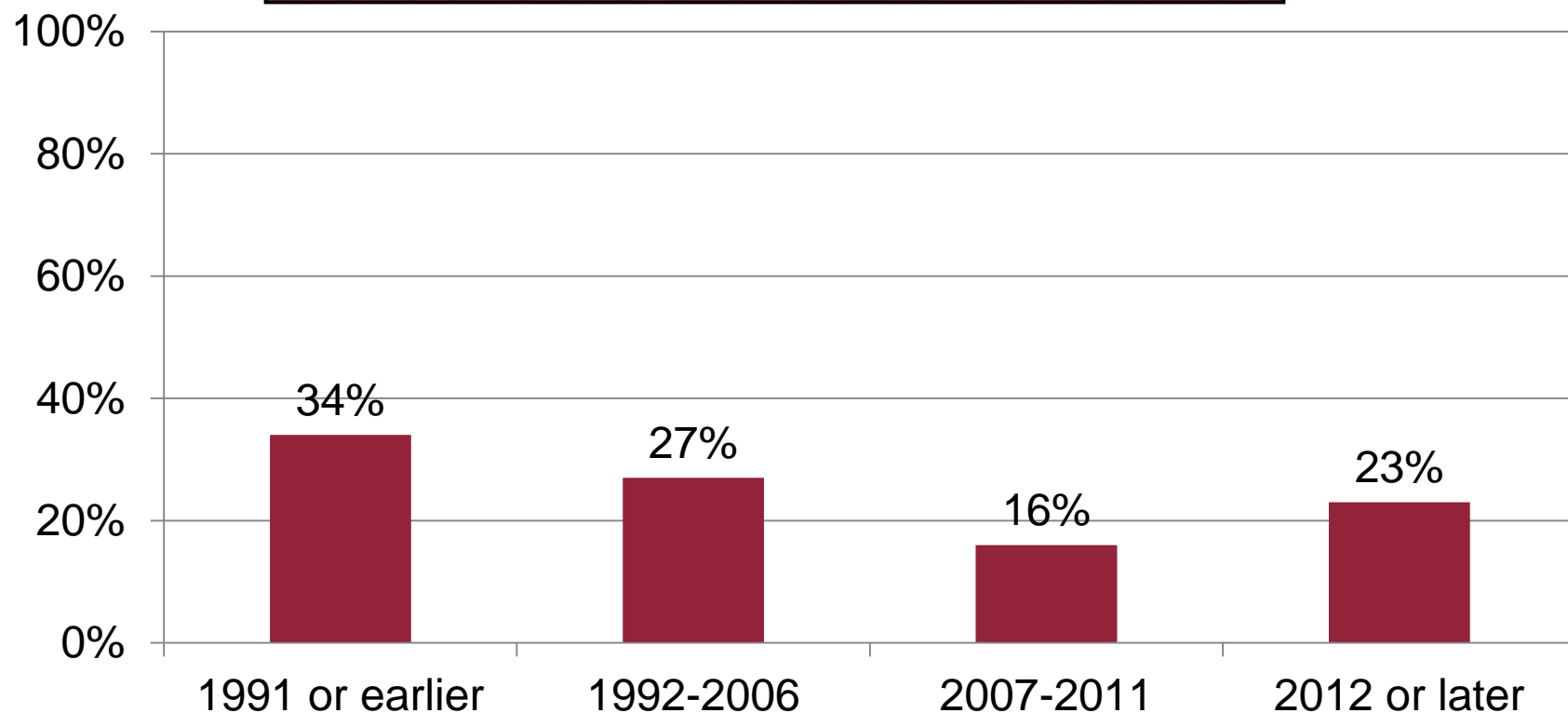
# 60% of multi-ethnic churches made this transition in 2006 or earlier

Among Pastors of Multi-Ethnic Churches



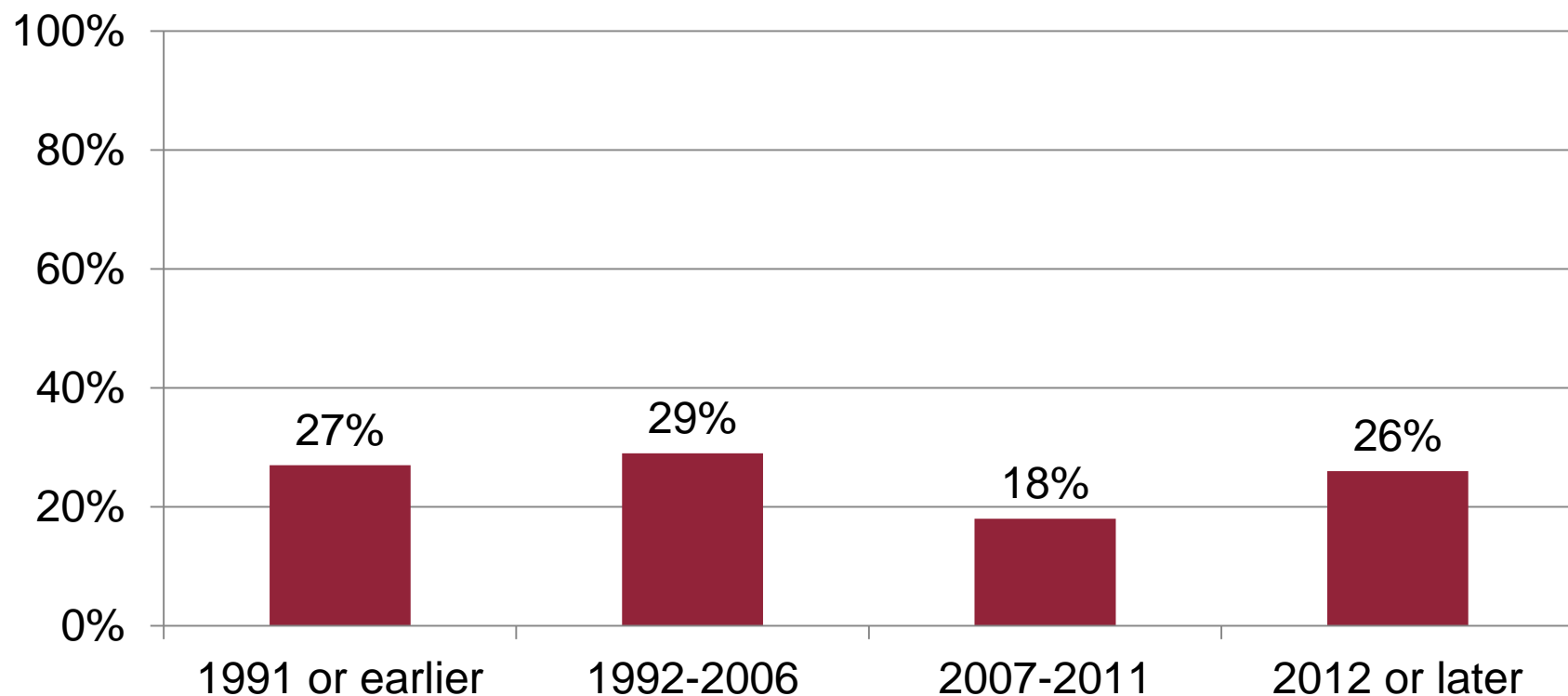
# 61% of churches using small groups as their central organizing strategy made this transition in 2006 or earlier

Among Pastors Using Small Groups as Central Organizing Strategy



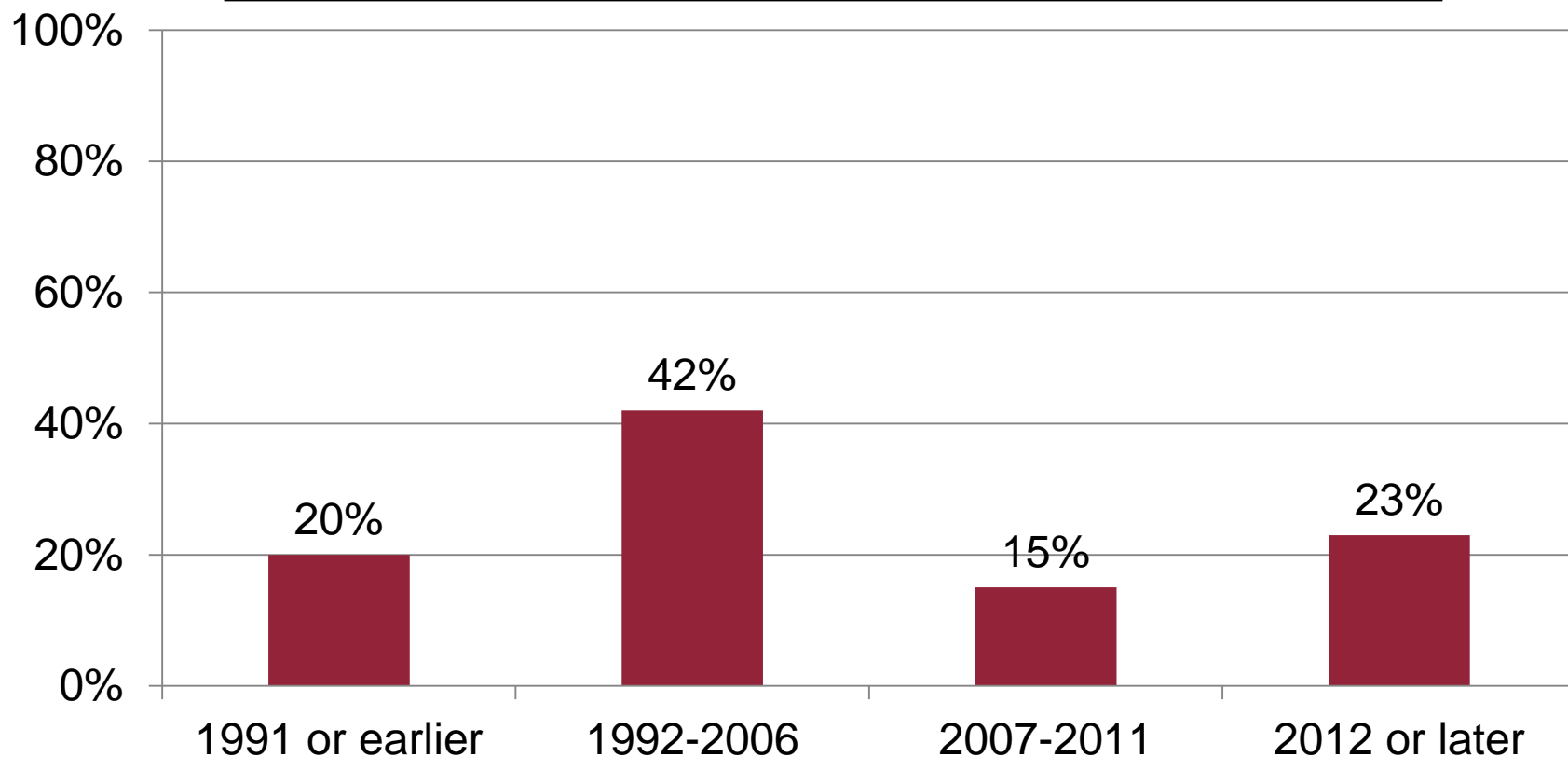
# 56% of pastors focusing their sermons on life application made this transition in 2006 or earlier

## Among Pastors Preaching Life Application Sermons



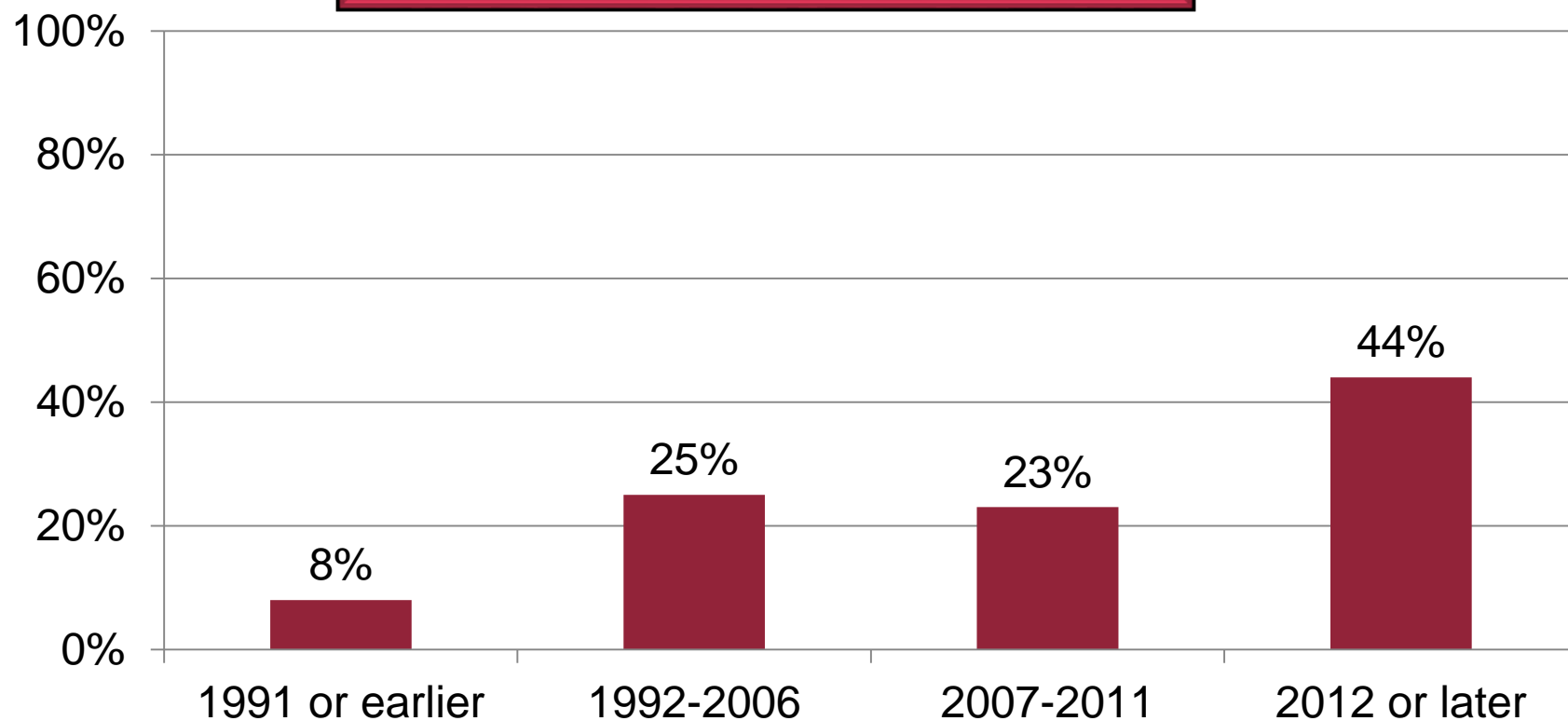
# 61% of churches encouraging wearing casual attire to worship made this transition in 2006 or earlier

## Among Pastors of Churches Encouraging Casual Attire

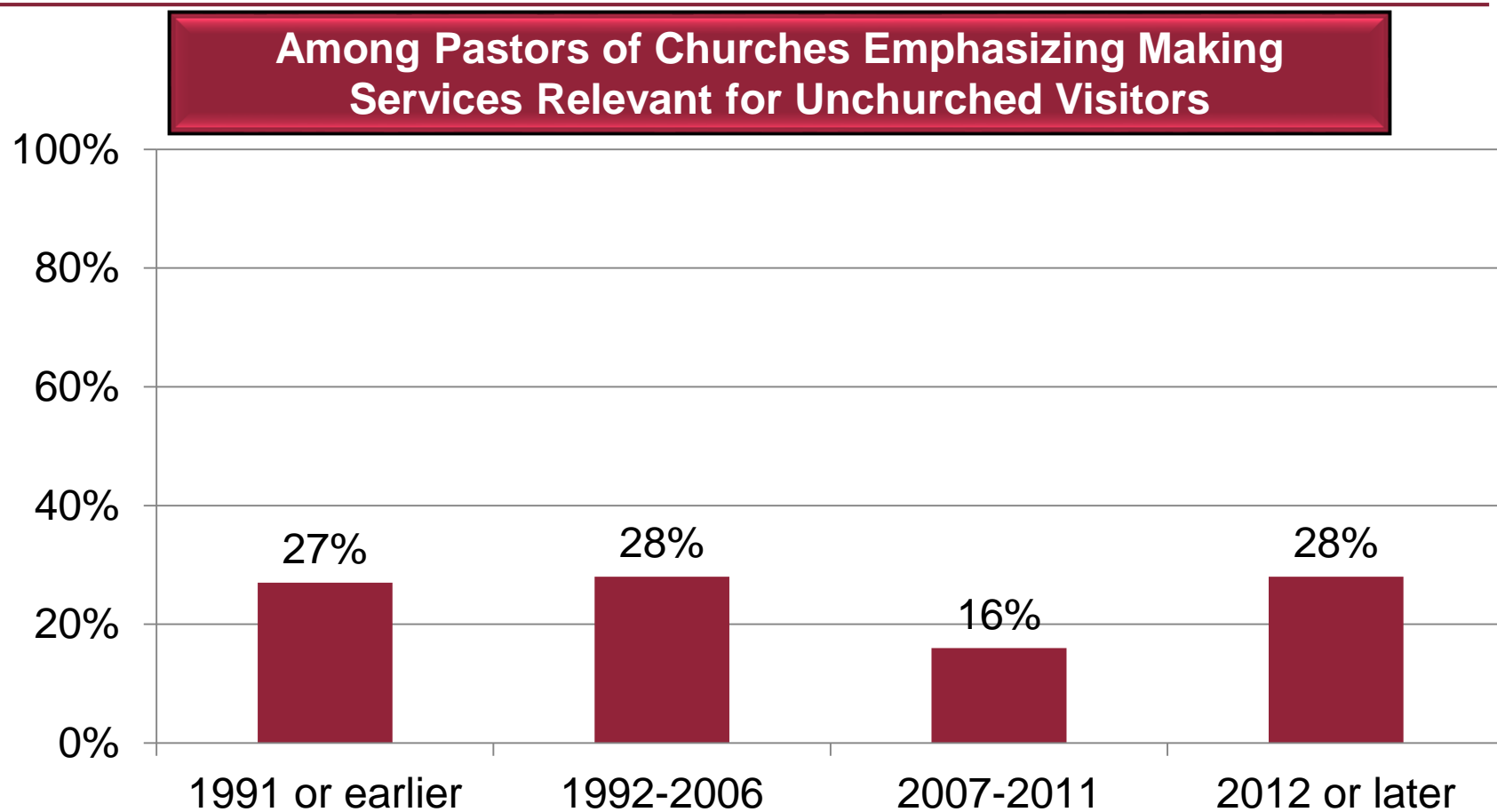


# 33% of churches using media and marketing to increase attendance and influence made this transition in 2006 or earlier

Among Pastors of Churches Using Media and Marketing

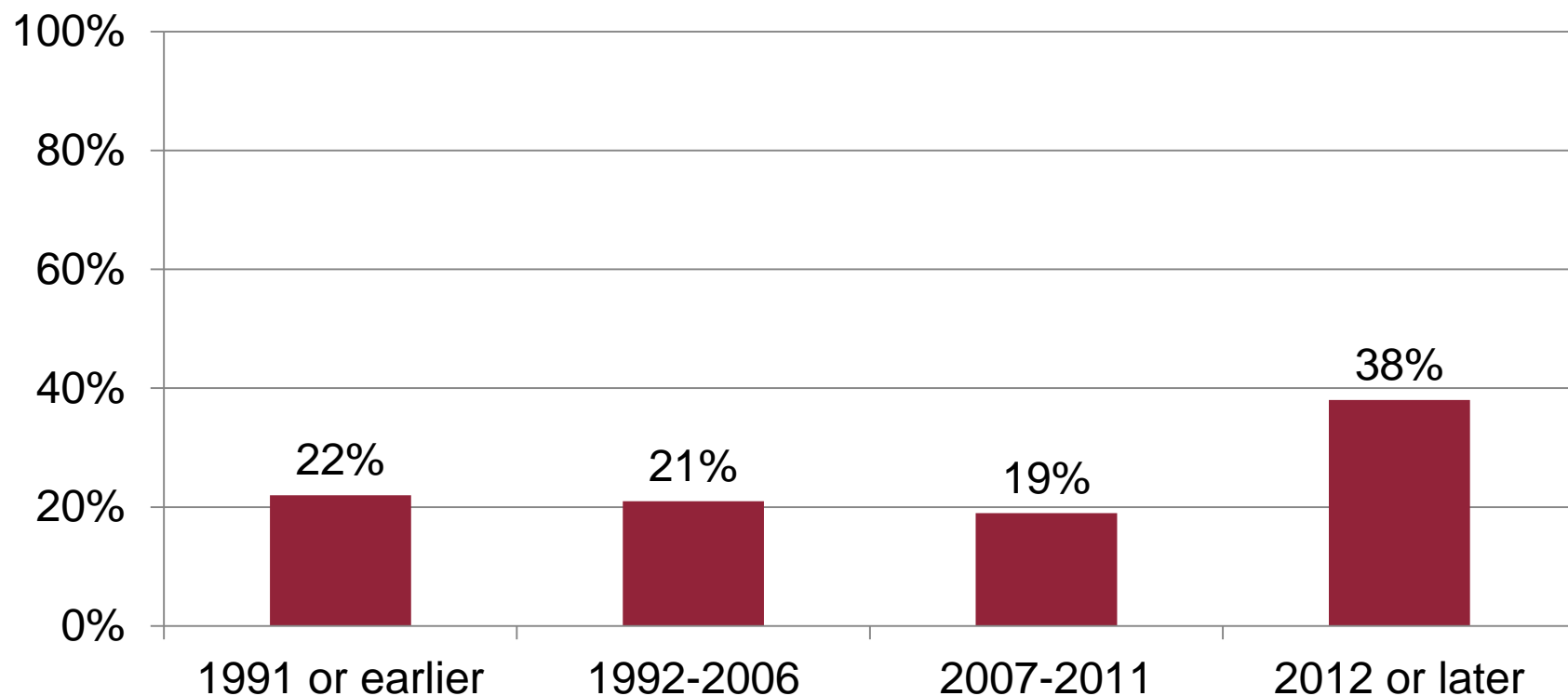


# 55% of churches emphasizing making church services relevant for unchurched visitors made this transition in 2006 or earlier



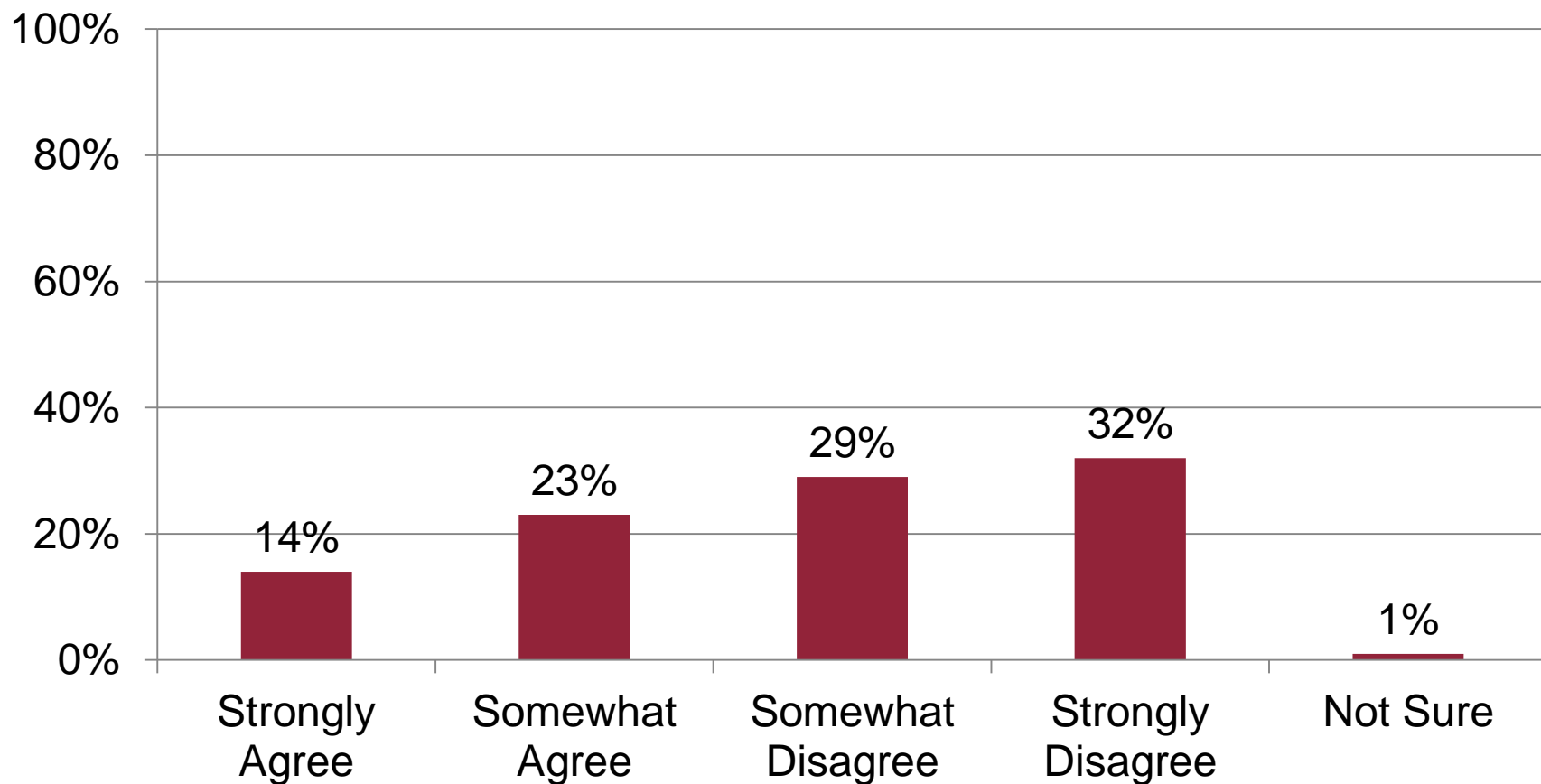
# 43% of churches focusing on doing ministry in their community made this transition in 2006 or earlier

**Among Pastors of Churches More Focused on Doing Ministry in the Community**



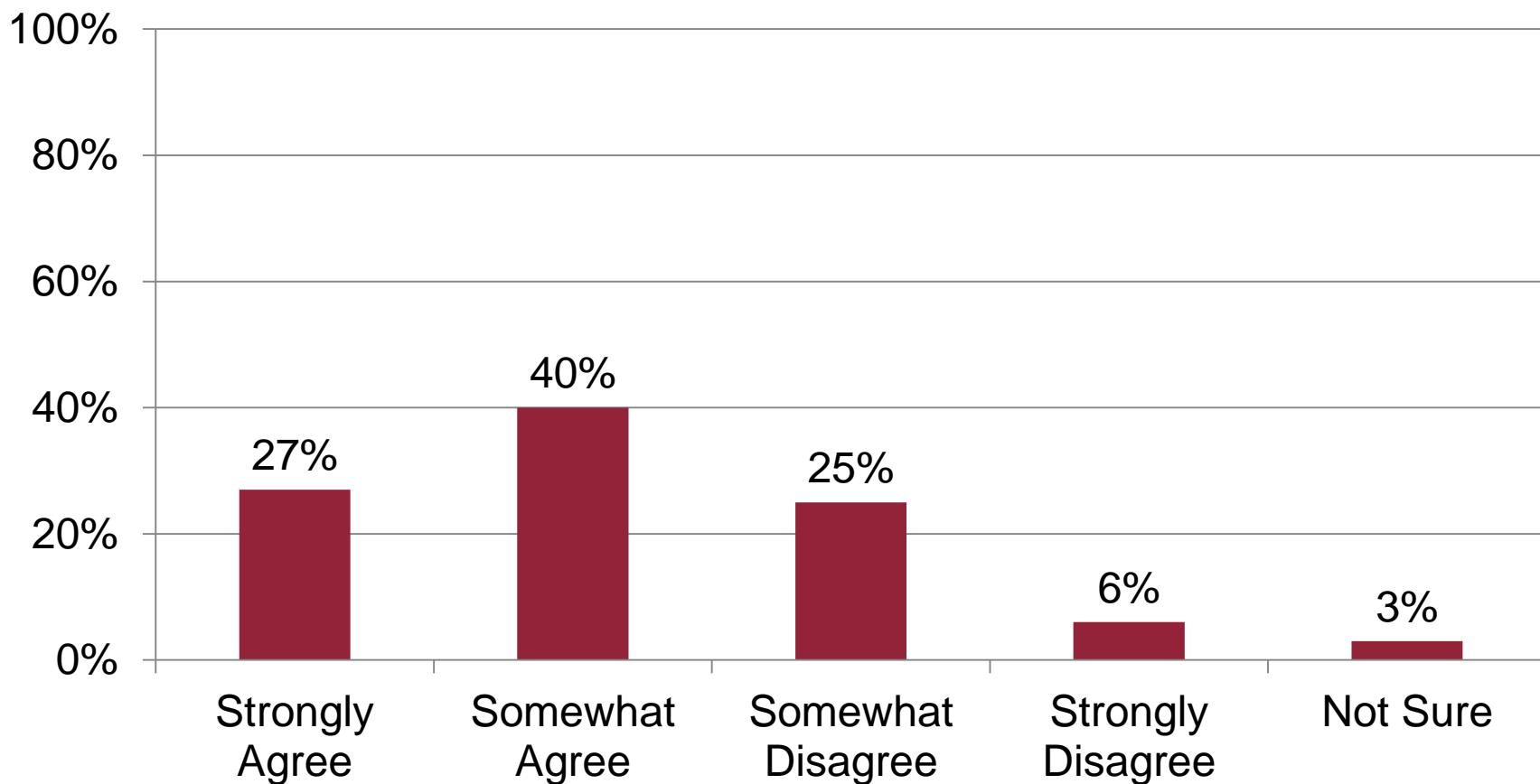
# 37% agree that their church building and décor is designed to be more casual and look less like a traditional church

## Among Protestant Pastors



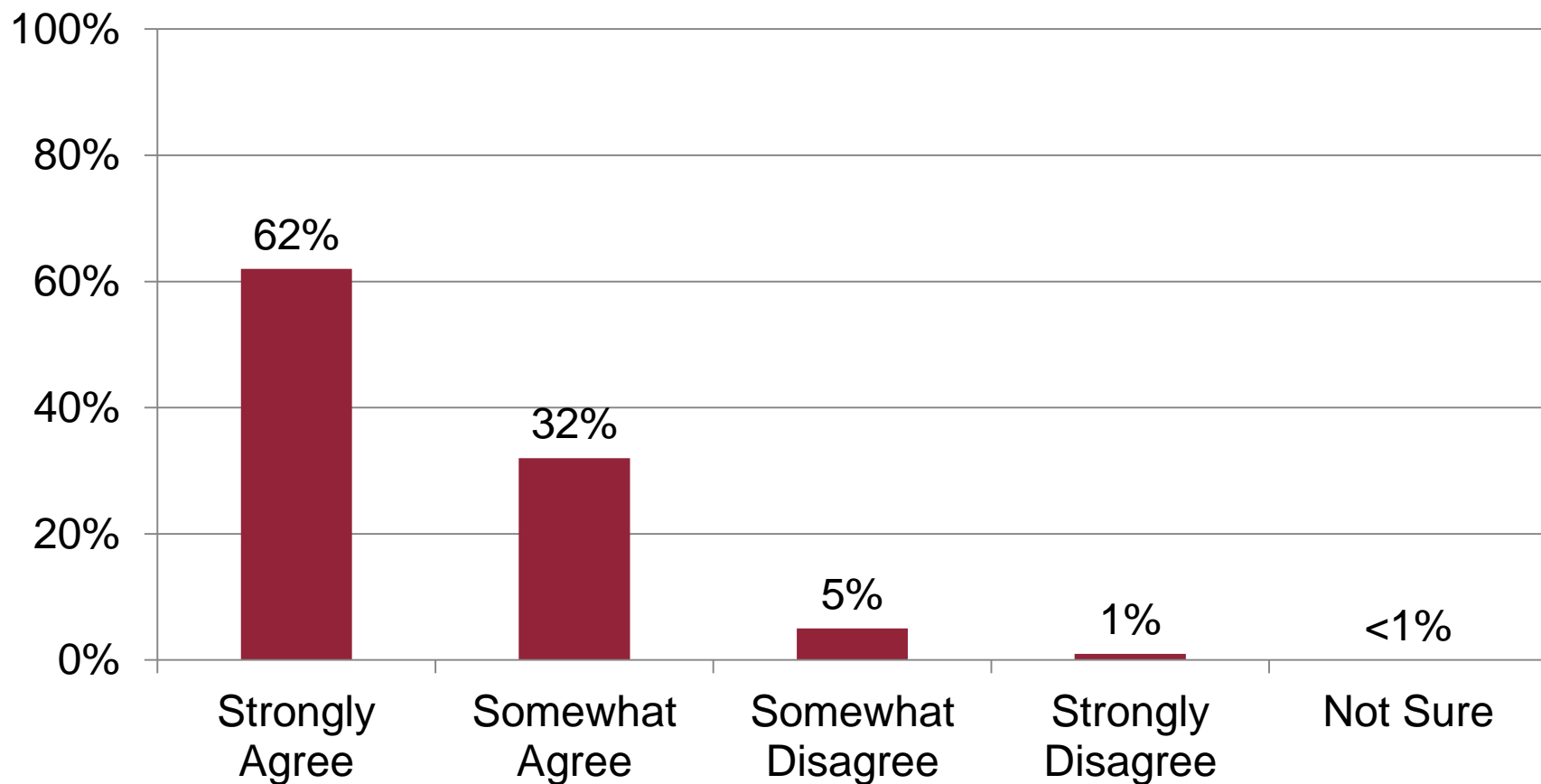
# 67% are intentional about fostering a culturally and ethnically diverse congregation

## Among Protestant Pastors



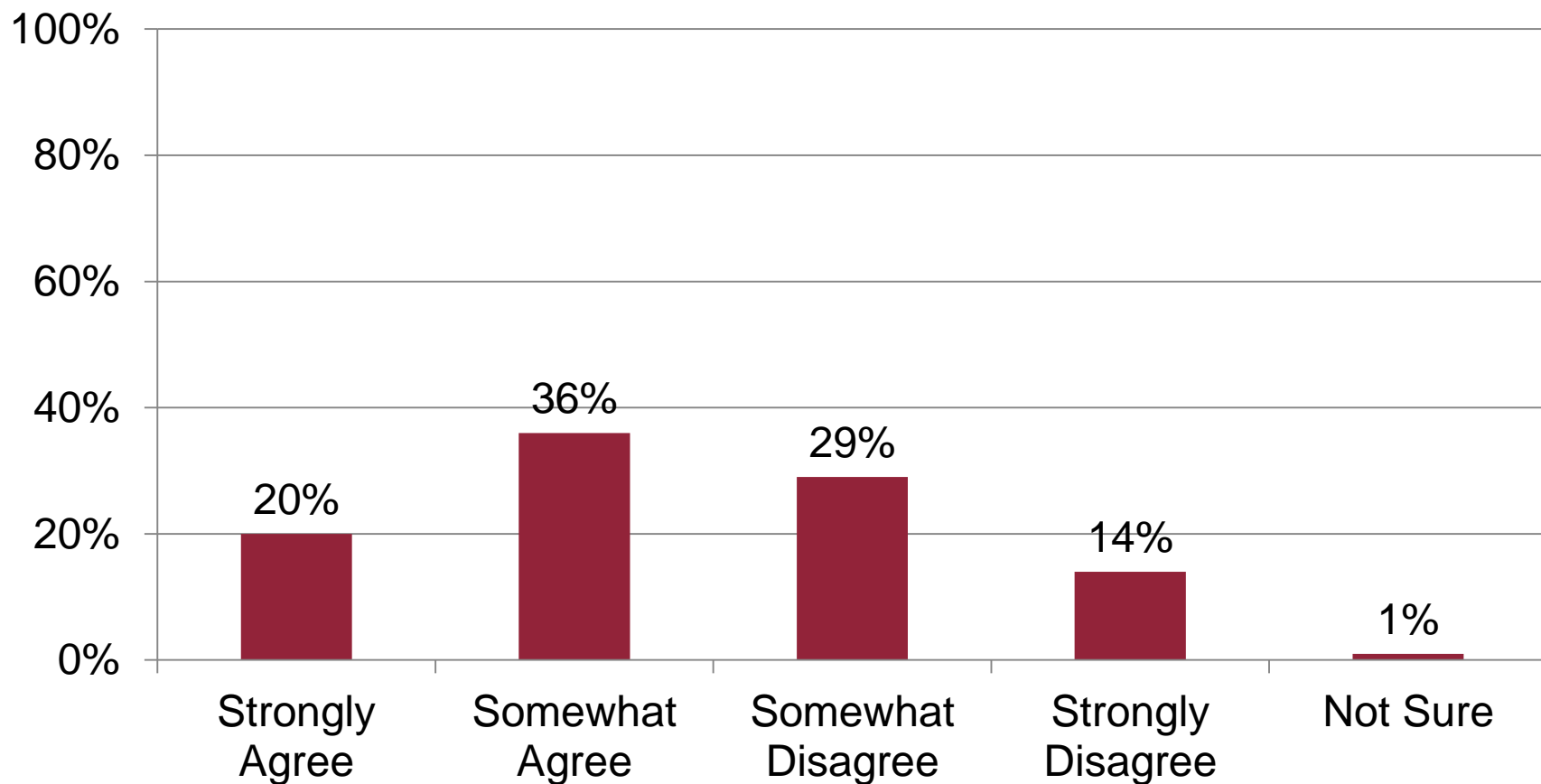
# 94% are intentional about equipping their people to reach out and do ministry in their neighborhoods and networks

## Among Protestant Pastors



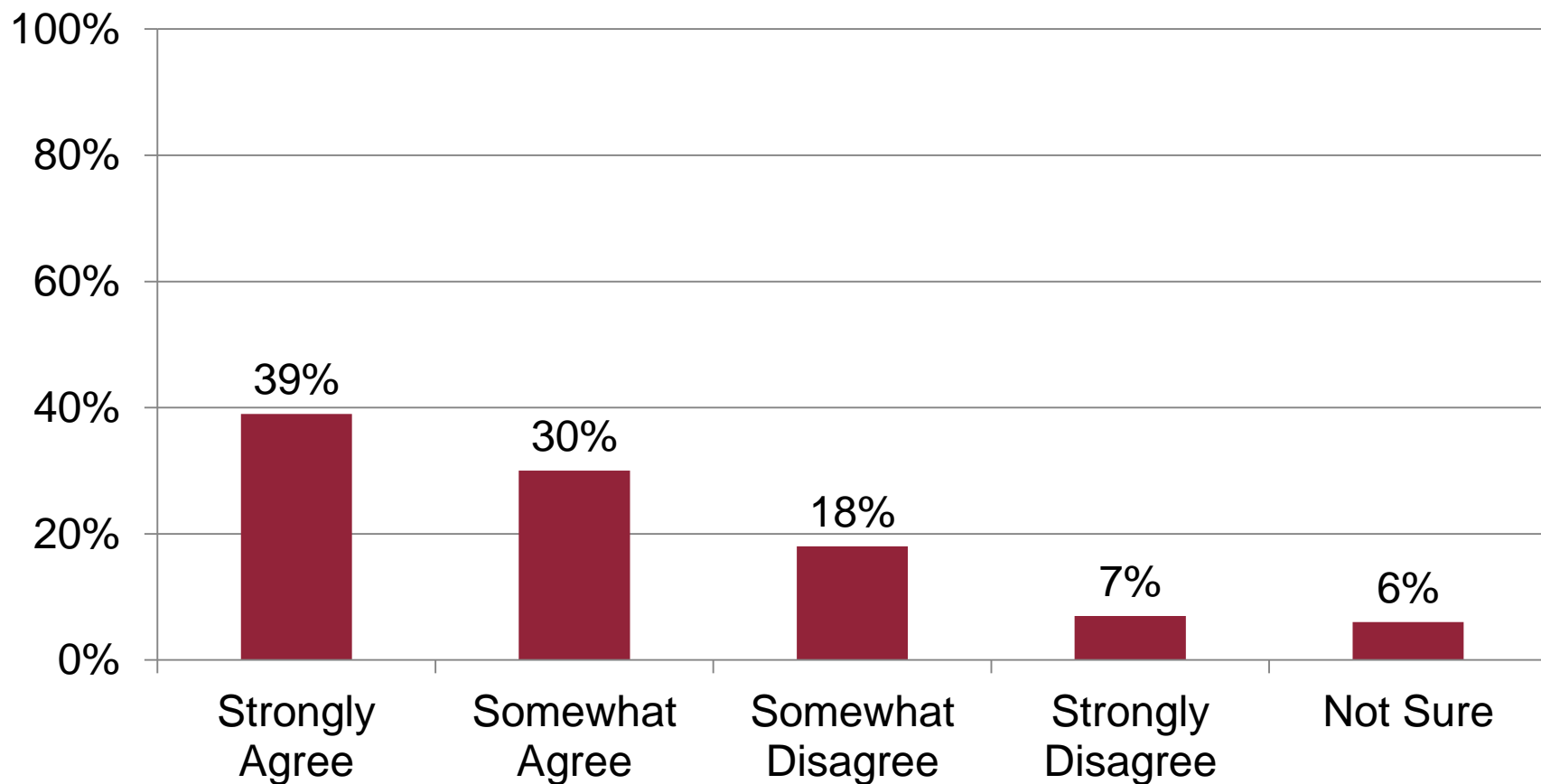
# 57% regularly offer opportunities for people to take spiritual gift inventories to determine how they might serve in the church

## Among Protestant Pastors

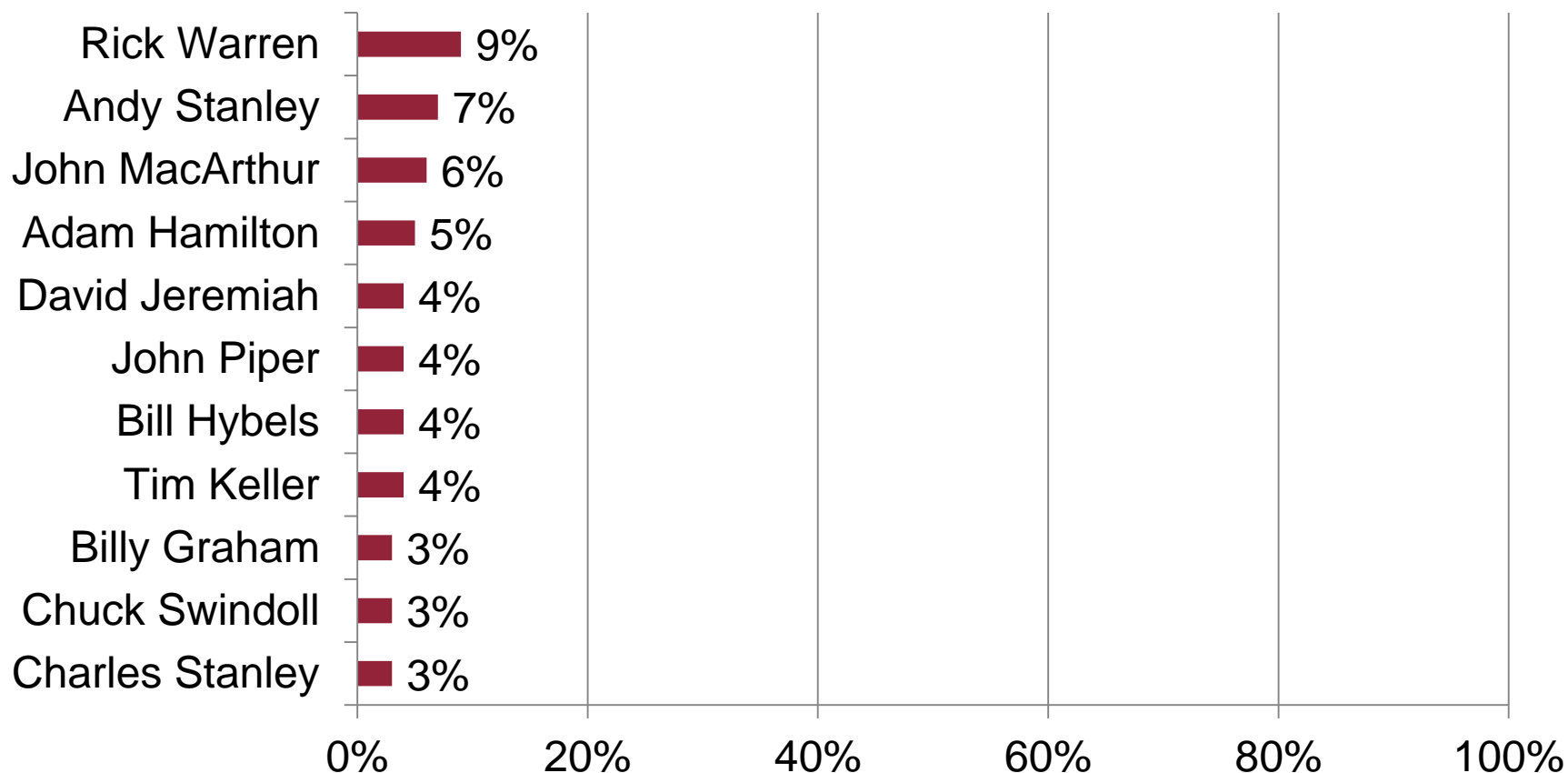


# 69% agree that pastors should teach through the Bible rather than focus on people's perceived needs or contemporary issues

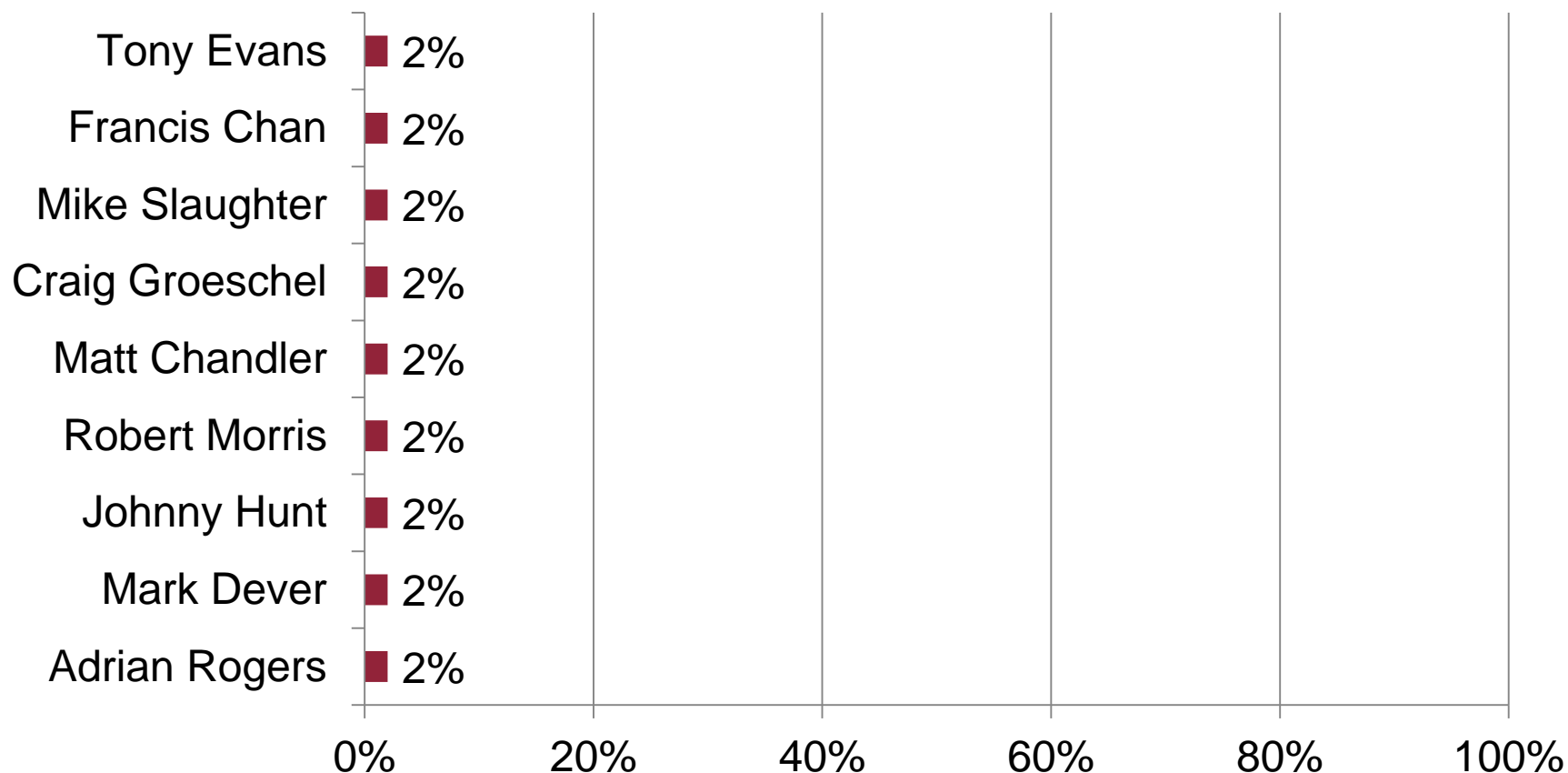
Among Protestant Pastors



# “What two nationally known pastors have been most influential in the way YOU do ministry at your church?”



## “What two nationally known pastors have been most influential in the way YOU do ministry at your church?” (continued)

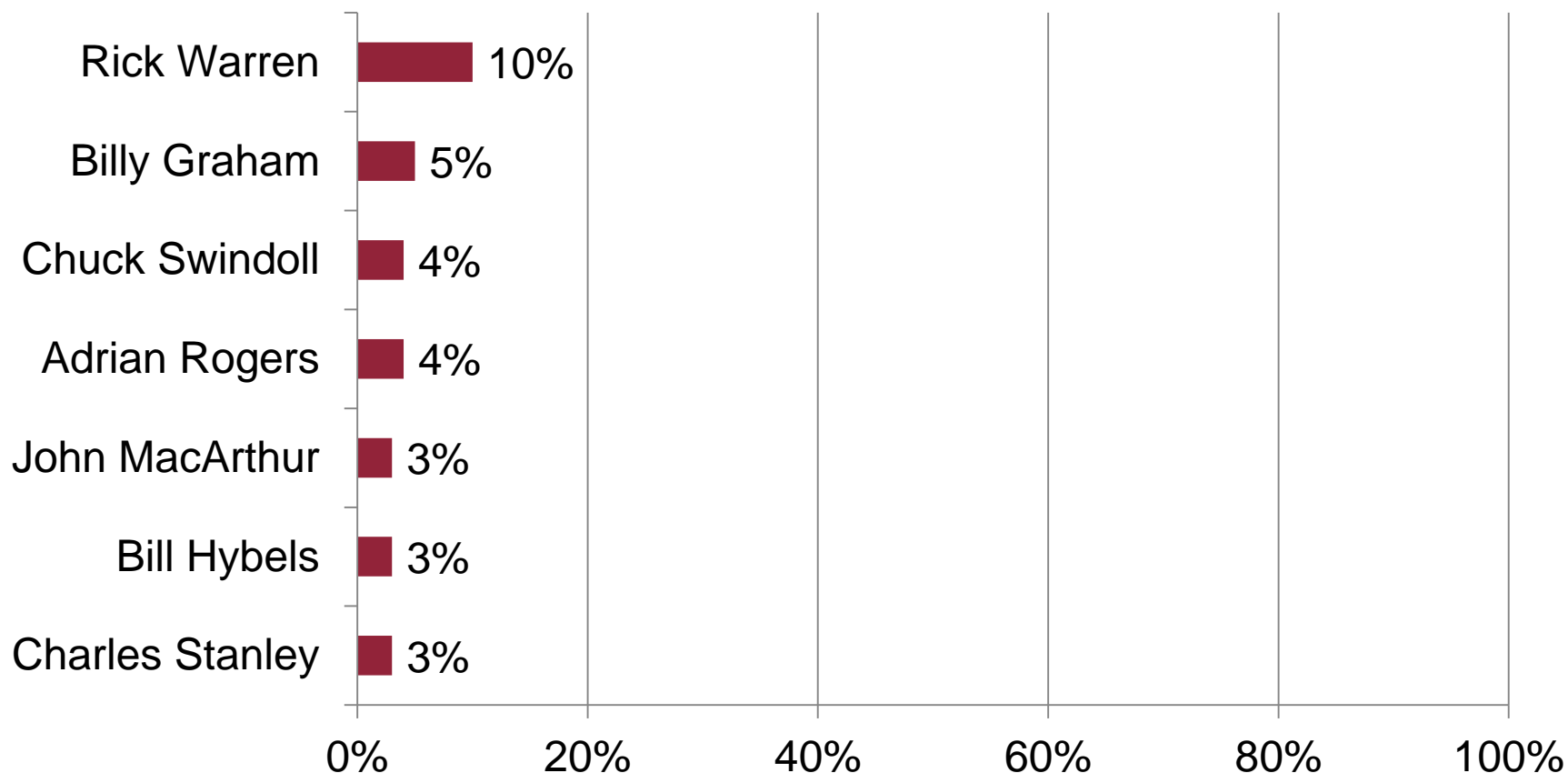


# “What two nationally known pastors have been most influential in the way YOU do ministry at your church?” (continued)

---

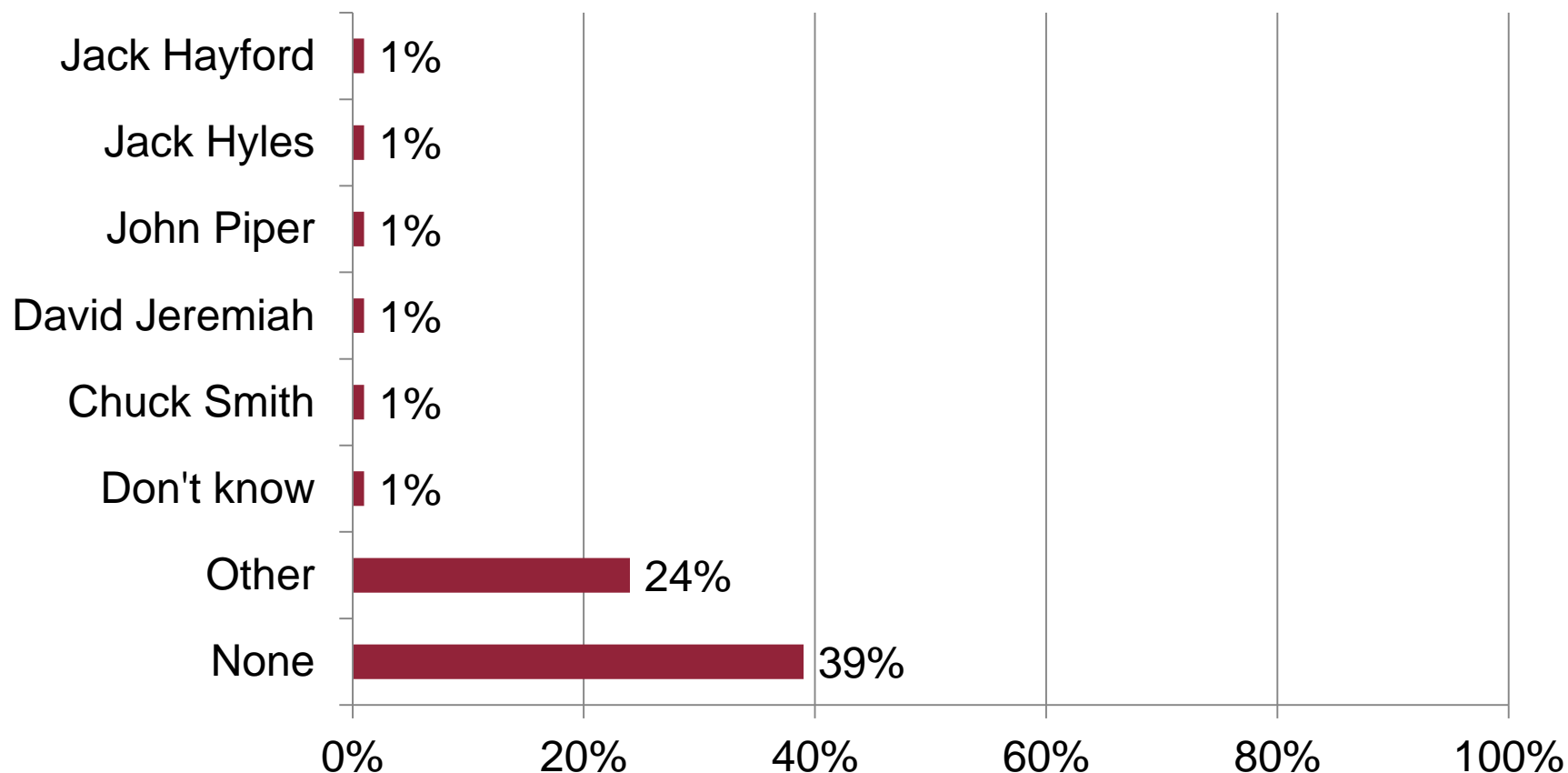
- ❑ Cited by 1% of respondents: David Platt, Michael Curry, Max Lucado, Eugene Petterson, Rob Bell, T.D. Jakes, Brian McLaren, Kyle Idleman, Franklin Graham, Ravi Zacharias, Nadia Bolz-Weber, Thom Rainer, R.C. Sproul, Elizabeth Eaton, Barbara Brown Taylor, Chuck Smith, John Wesley, N.T. Wright, Charles Spurgeon, Larry Osborne, James MacDonald, Steve Gaines, Jack Hayford, Bob Russell, Alistair Begg, Bill Johnson, J.D. Greear, Steven Furtick
- ❑ 47% of pastors cite another individual, and 25% say no nationally known pastors have been particularly influential in the way they do ministry at their church

# “Thinking of the church you were part of twenty years ago around the late 1990s, what nationally known pastor was most influential in the way your church did ministry then?”

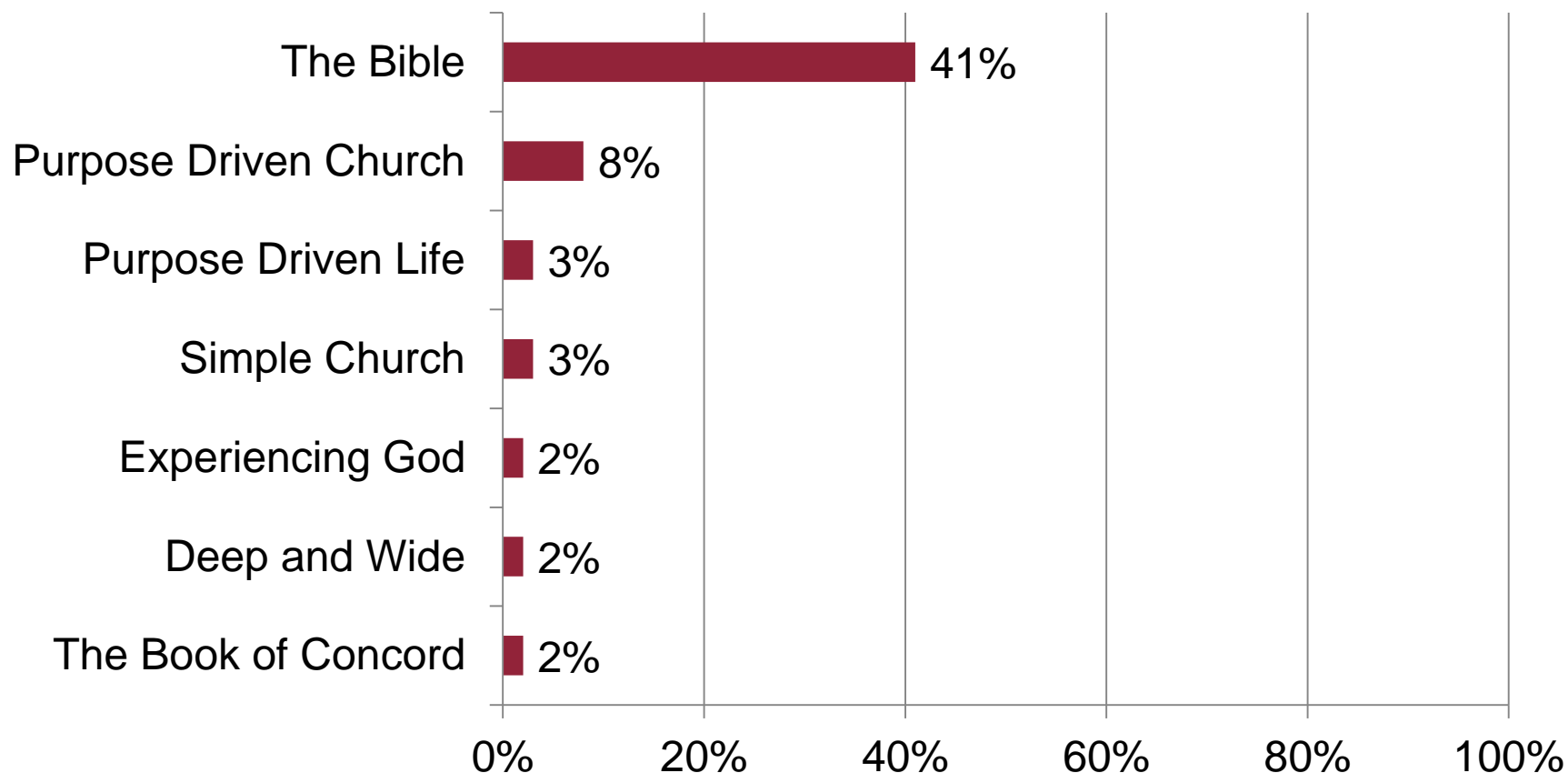


Q34 “Thinking of the church you were part of twenty years ago around the late 1990s, what nationally known pastor was most influential in the way your church did ministry then?”

**“Thinking of the church you were part of twenty years ago around the late 1990s, what nationally known pastor was most influential in the way your church did ministry then?” (continued)**



## “What two books have most influenced the way you do ministry at your church?”

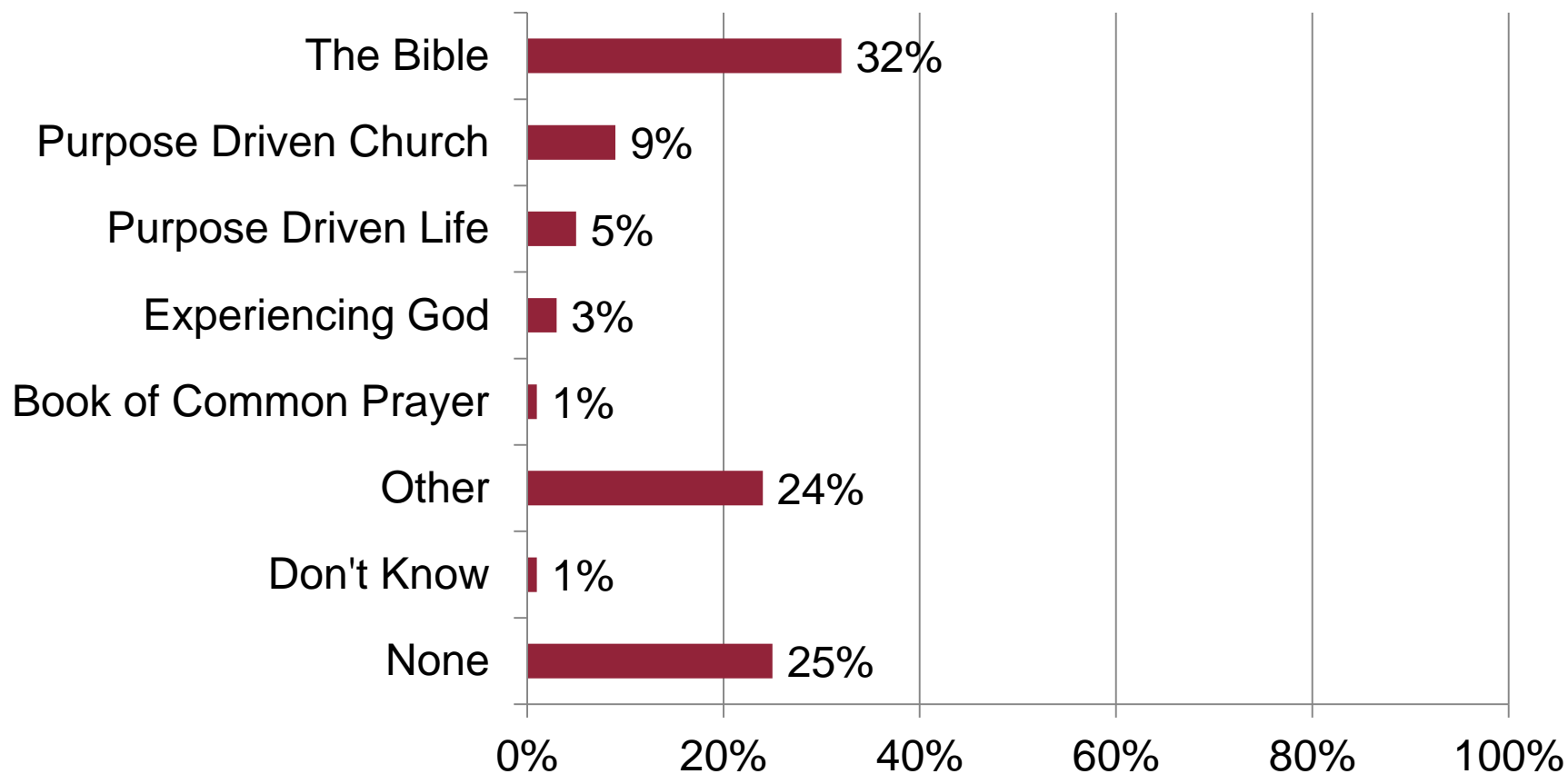


## “What two books have most influenced the way you do ministry at your church?” (continued)

---

- ❑ Cited by 1% of respondents: Nine Marks of a Healthy Church, Book of Common Prayer, Good to Great, Not a Fan, Law and Gospel, Fresh Wind, Fresh Fire, Brothers We Are Not Professionals, I Am a Church Member, The Trellis and the Vine, Celebration of Discipline, Sticky Church, Crazy Love, Knowing God, Mere Christianity, Radical, Spiritual Leadership
- ❑ 80% of pastors cite another book, and 9% say no particular books have been particularly influential in the way they do ministry at their church

# “Thinking of the church you were part of twenty years ago around the late 1990s, what one book most influenced the way your church did ministry then?”

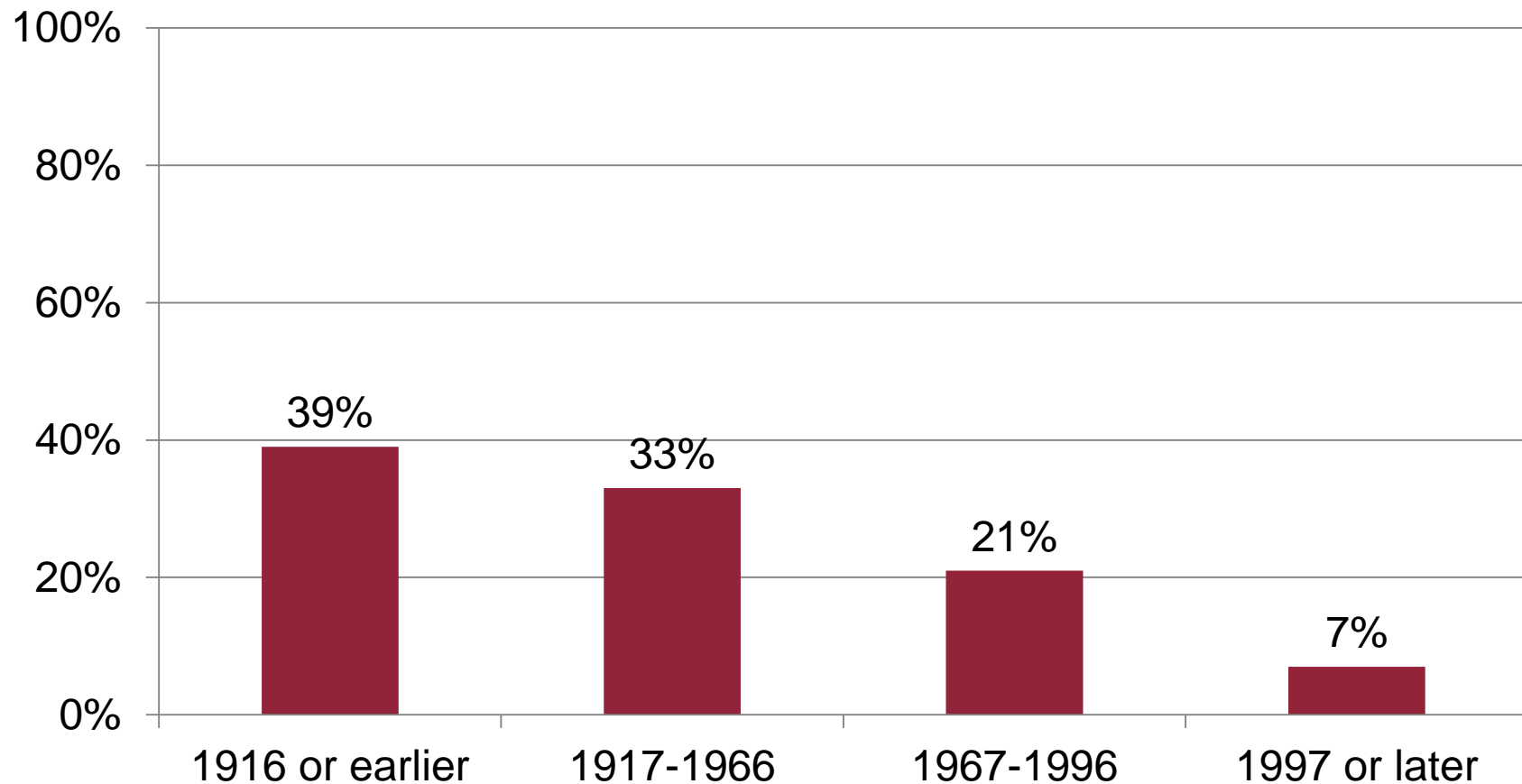


Q36 “Thinking of the church you were part of twenty years ago around the late 1990s, what **one** book most influenced the way your church did ministry then?”

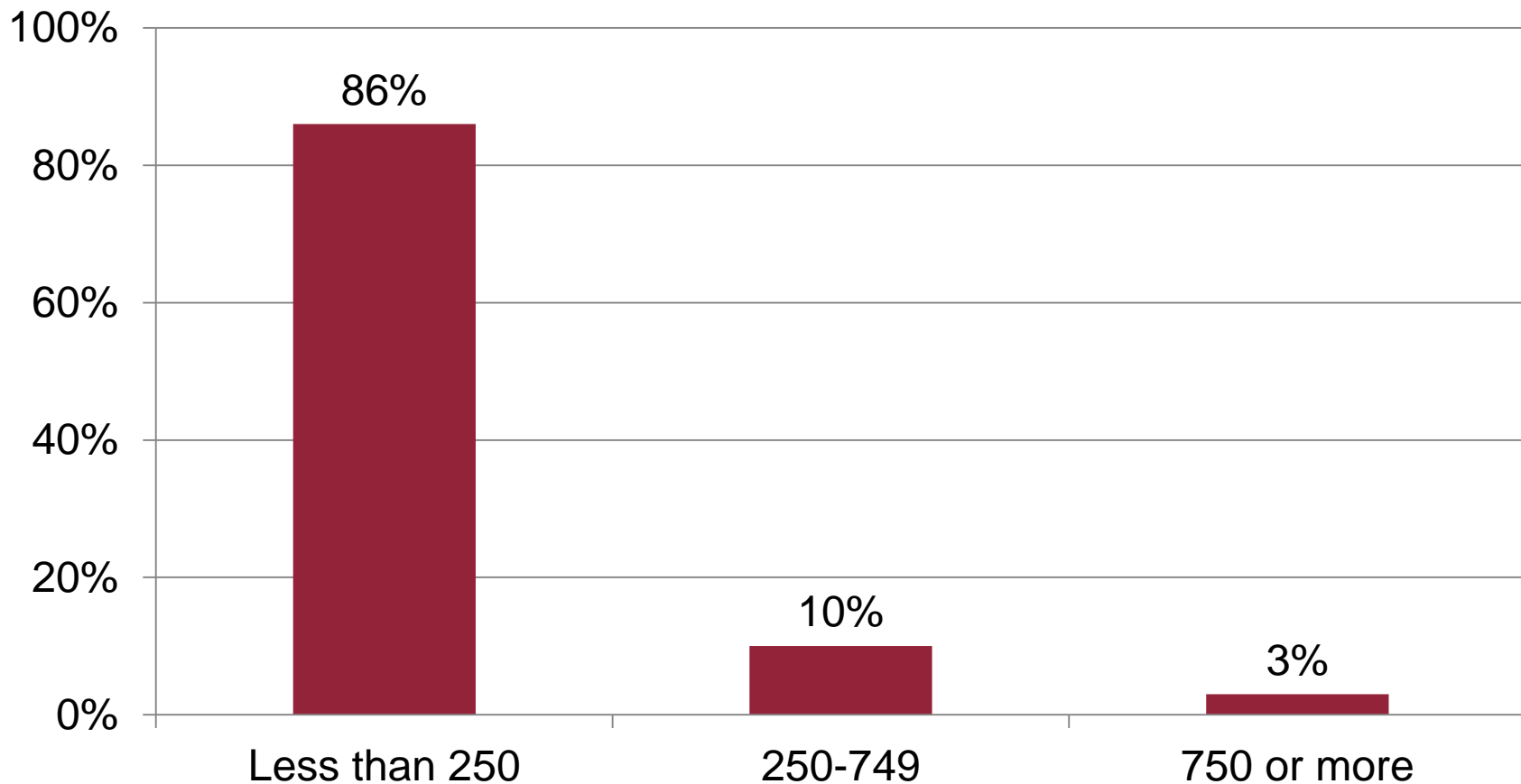
# Demographics of Churches and Pastors

---

## Year churches established

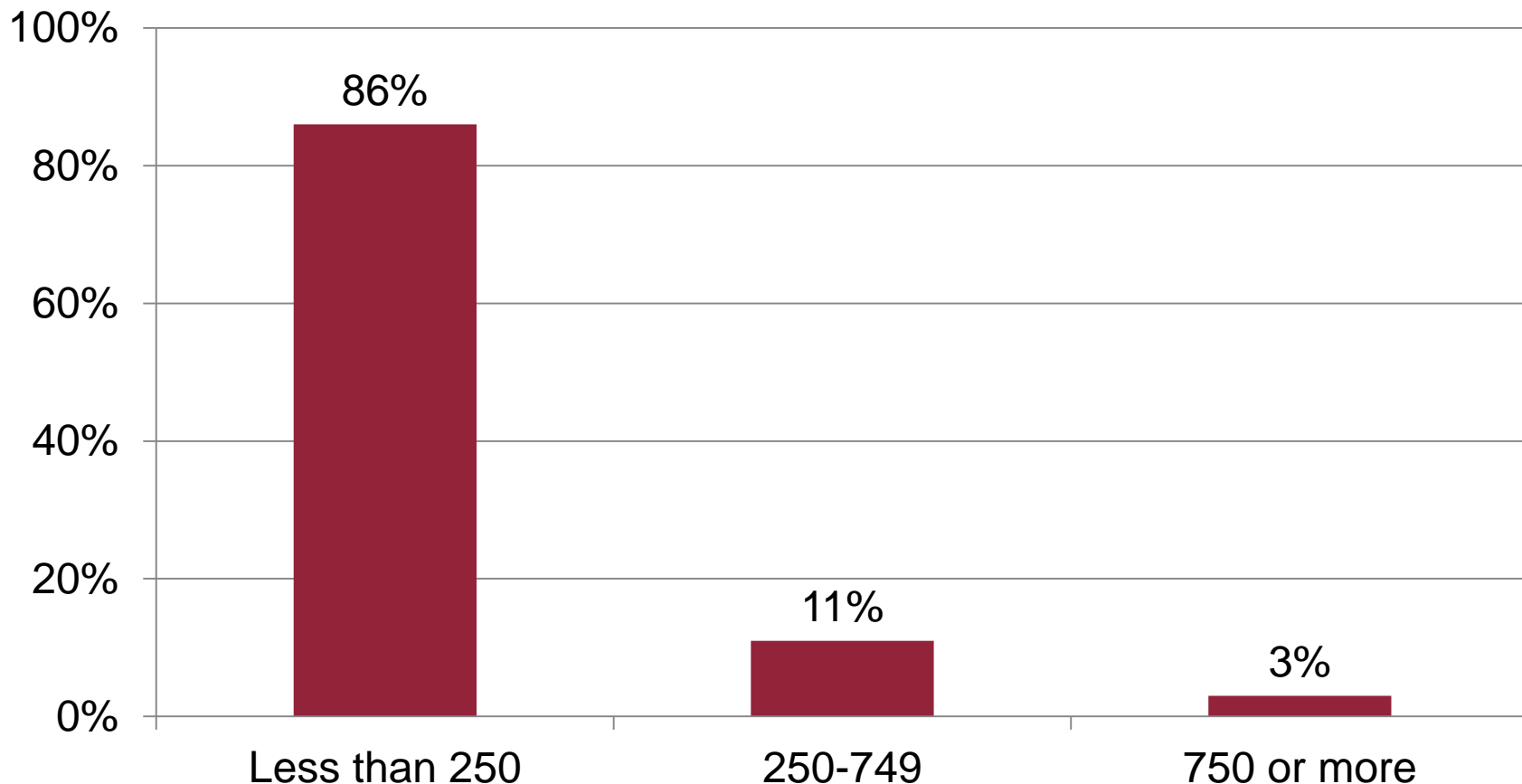


## Average worship attendance of churches



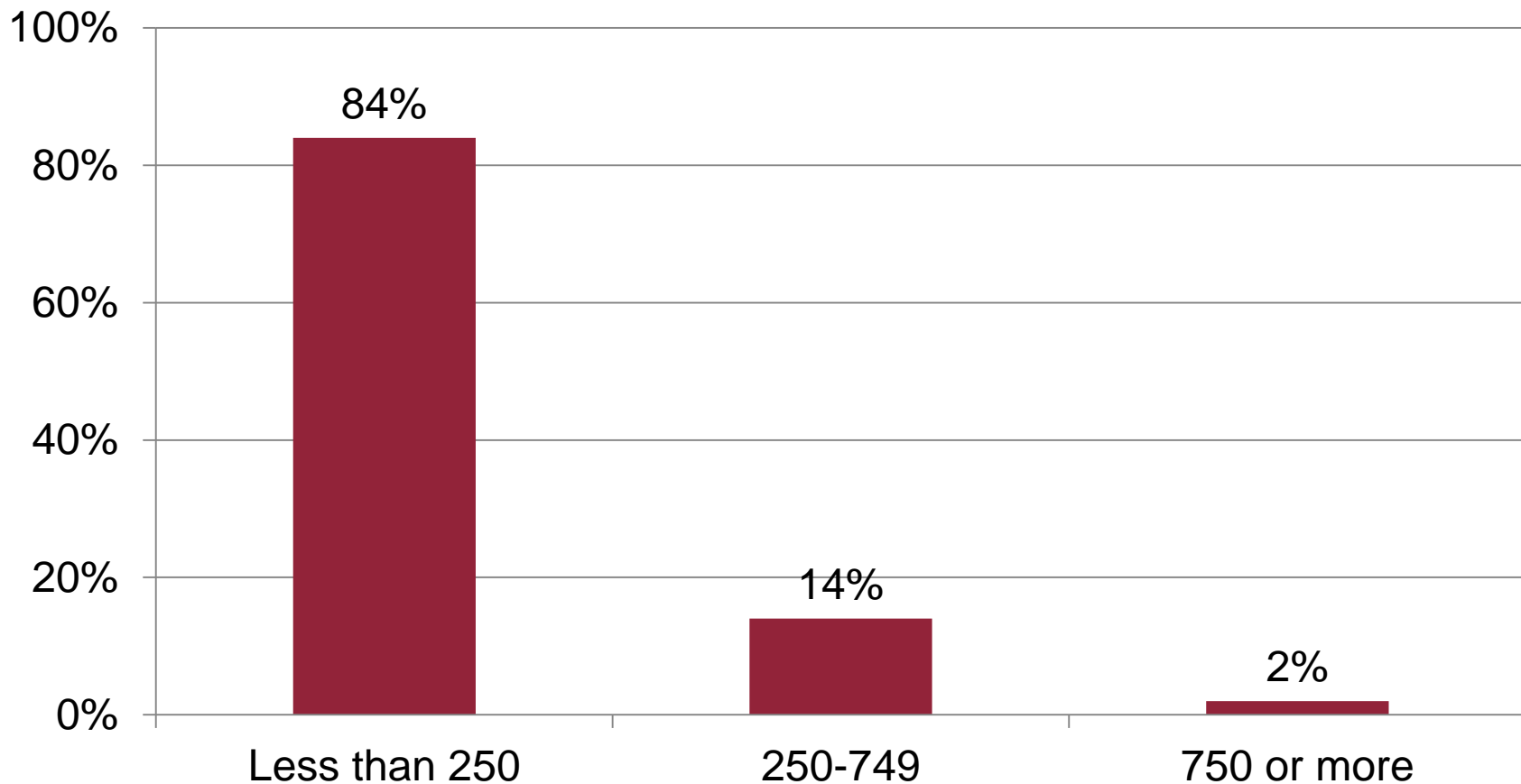
Q2 "What is your church's average worship attendance on a typical weekend (including all ages from babies to adults but not counting anyone twice)?" n=971

## Average worship attendance of churches 5 years ago



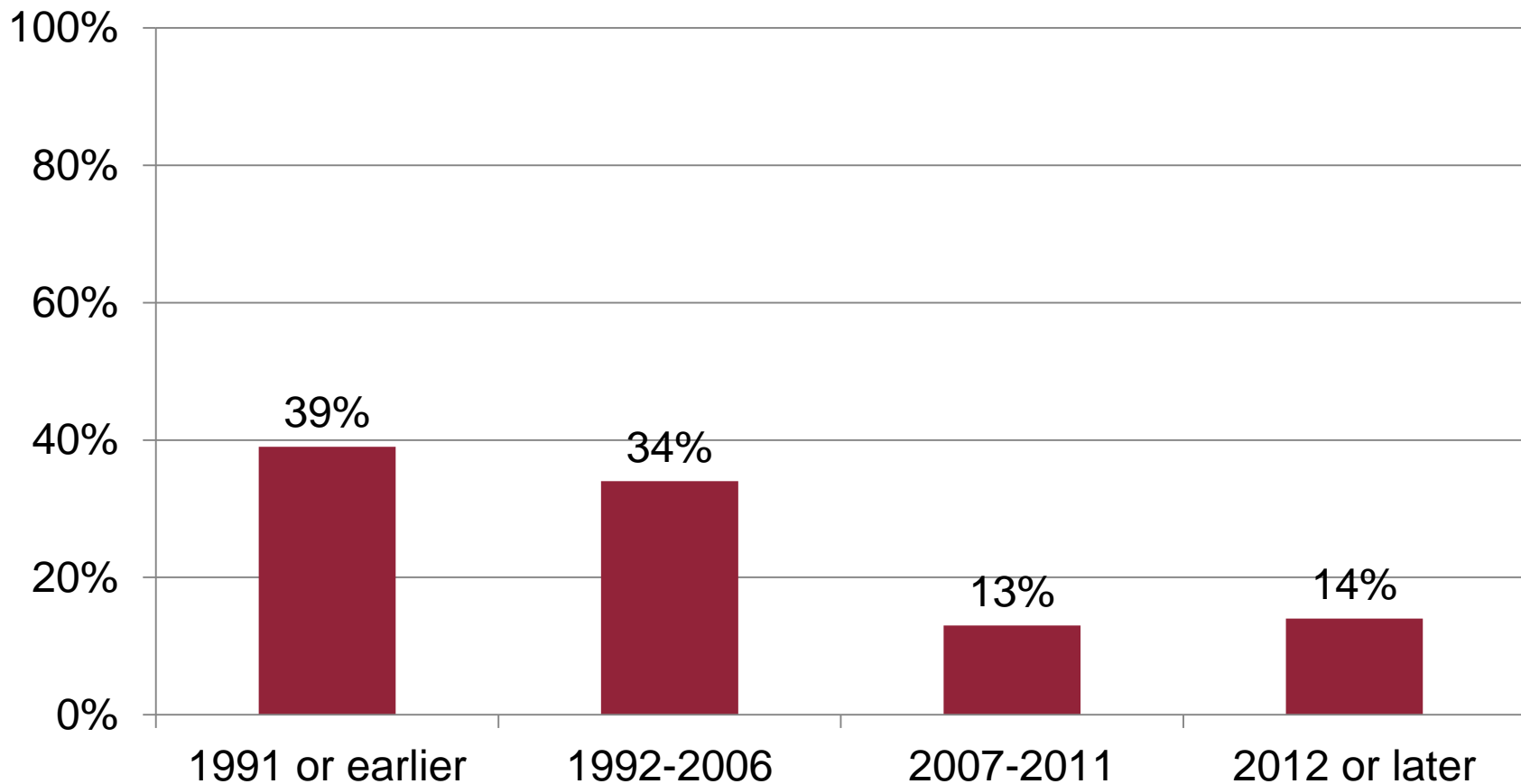
Q3 "What is your best estimate of the average weekly attendance (adults and children) at weekend worship services at your church 5 years ago?" Asked of churches established <2012 n=912

# Average worship attendance of churches 20 years ago



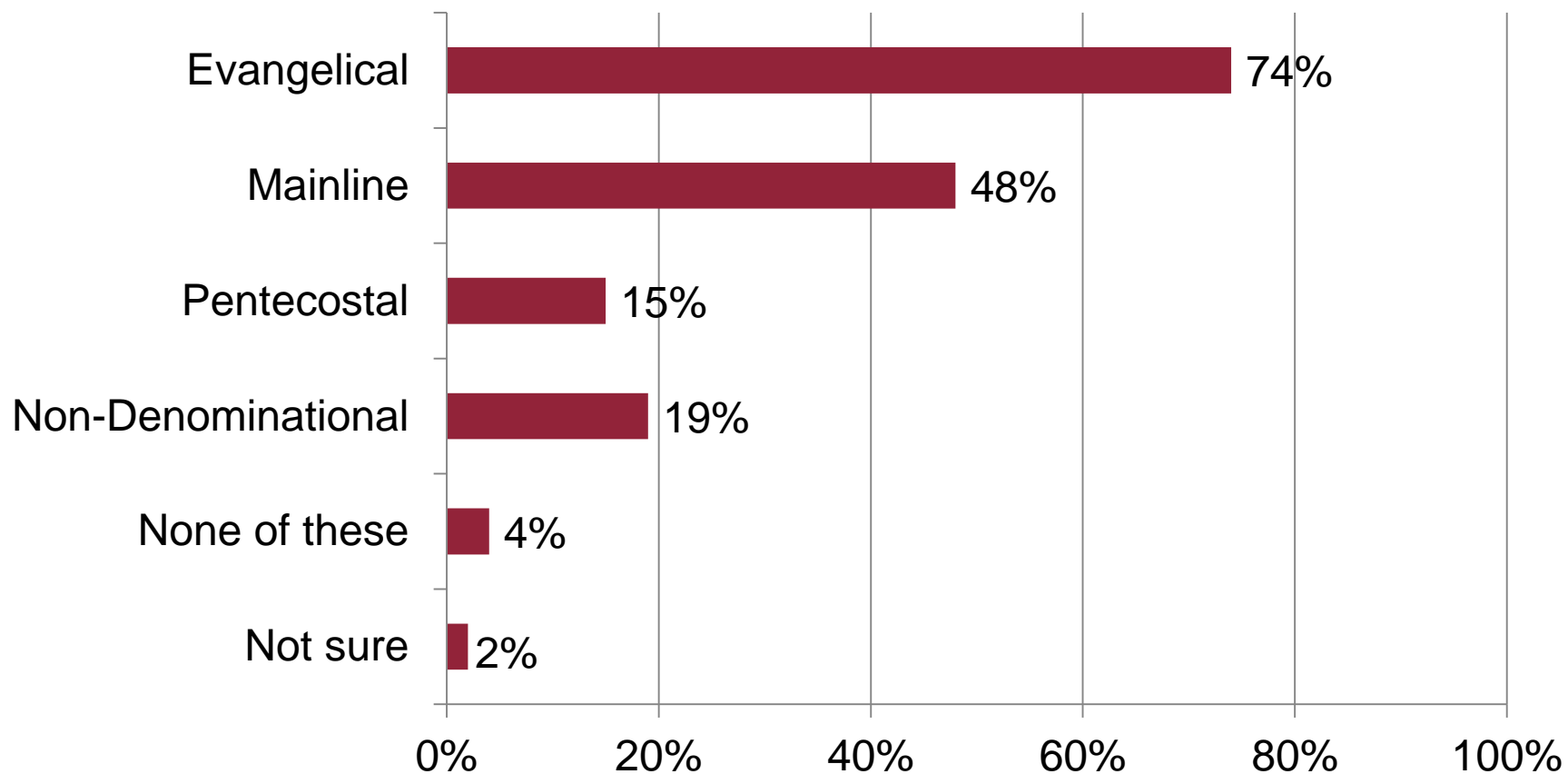
Q4 "What is your best estimate of the average weekly attendance (adults and children) at weekend worship services at your church 20 years ago (around 1997)?" Asked of churches established <1997 n=704

## Year began serving as a minister or pastor

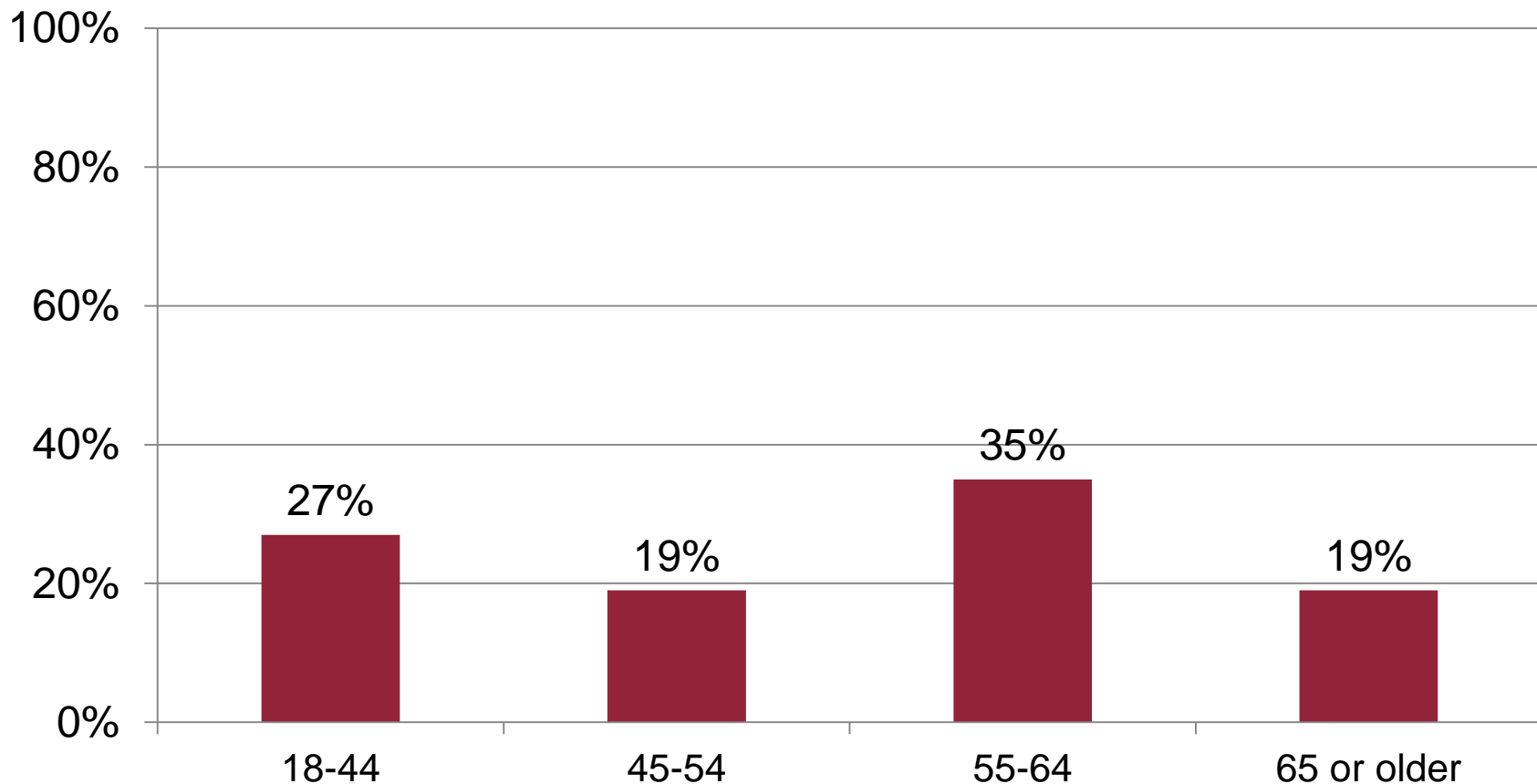


# 74% of Protestant pastors self-identify as evangelical

---

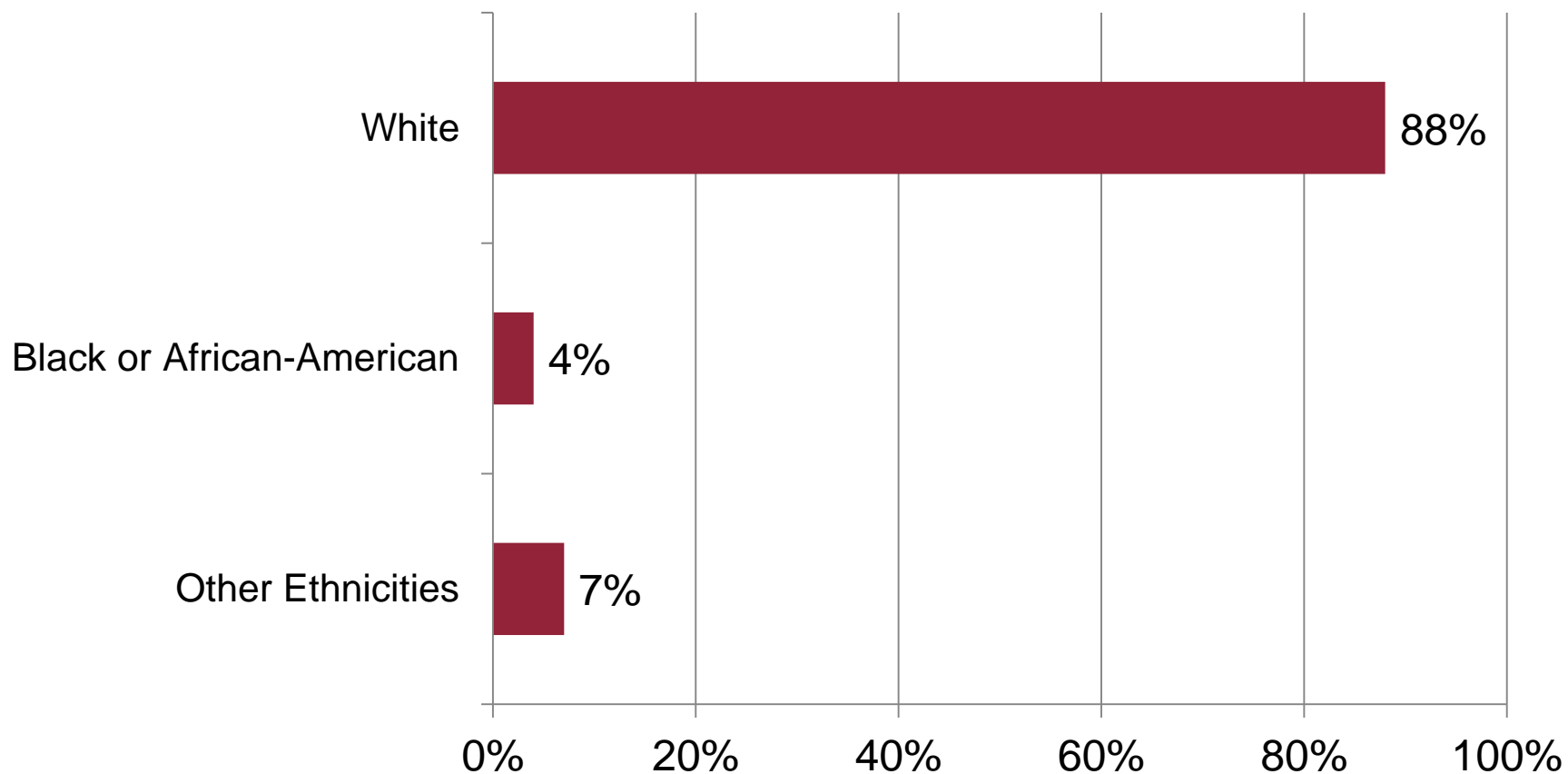


## Age of pastors



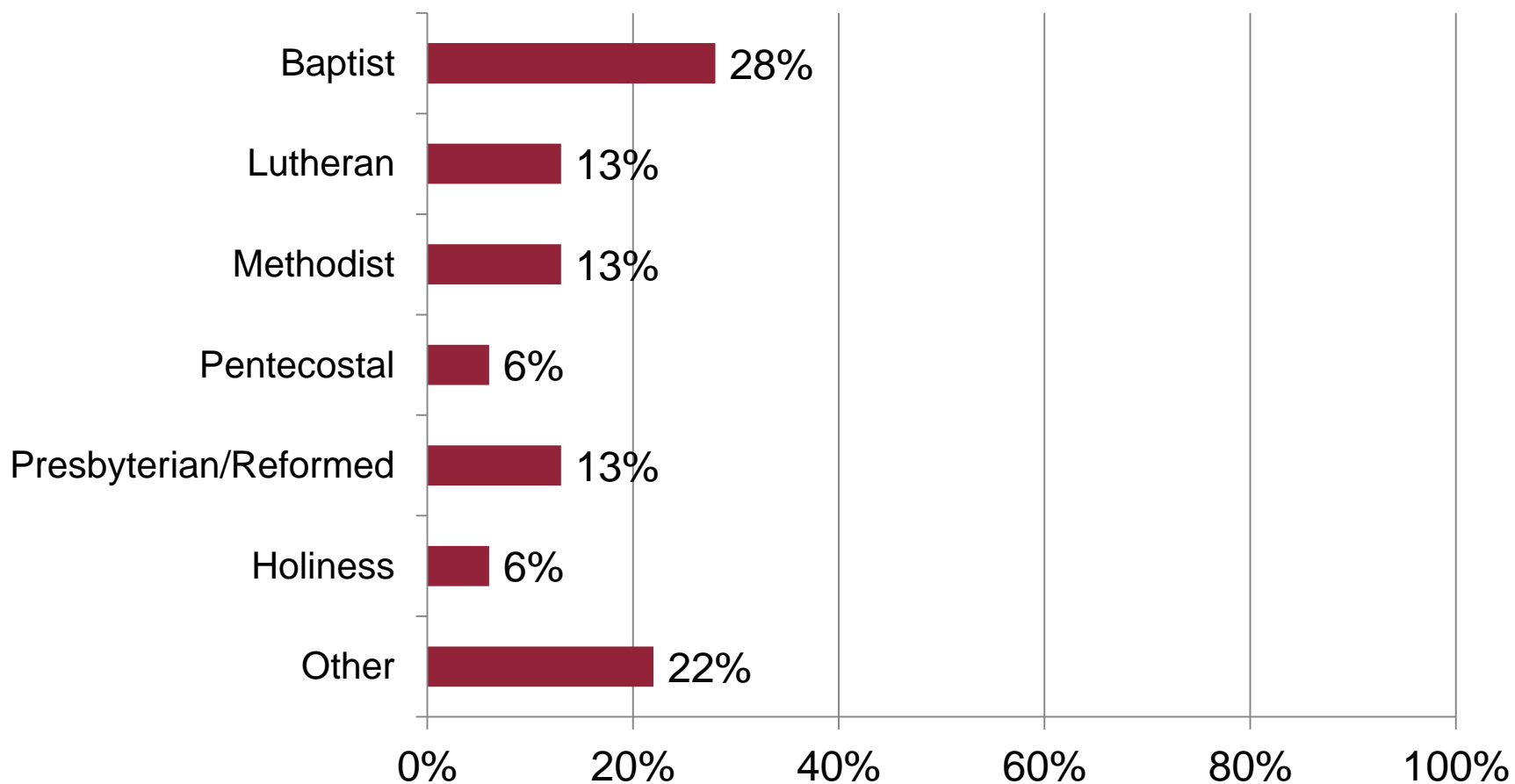
Q39 "What is your age?" n=971

## Ethnicity of participants



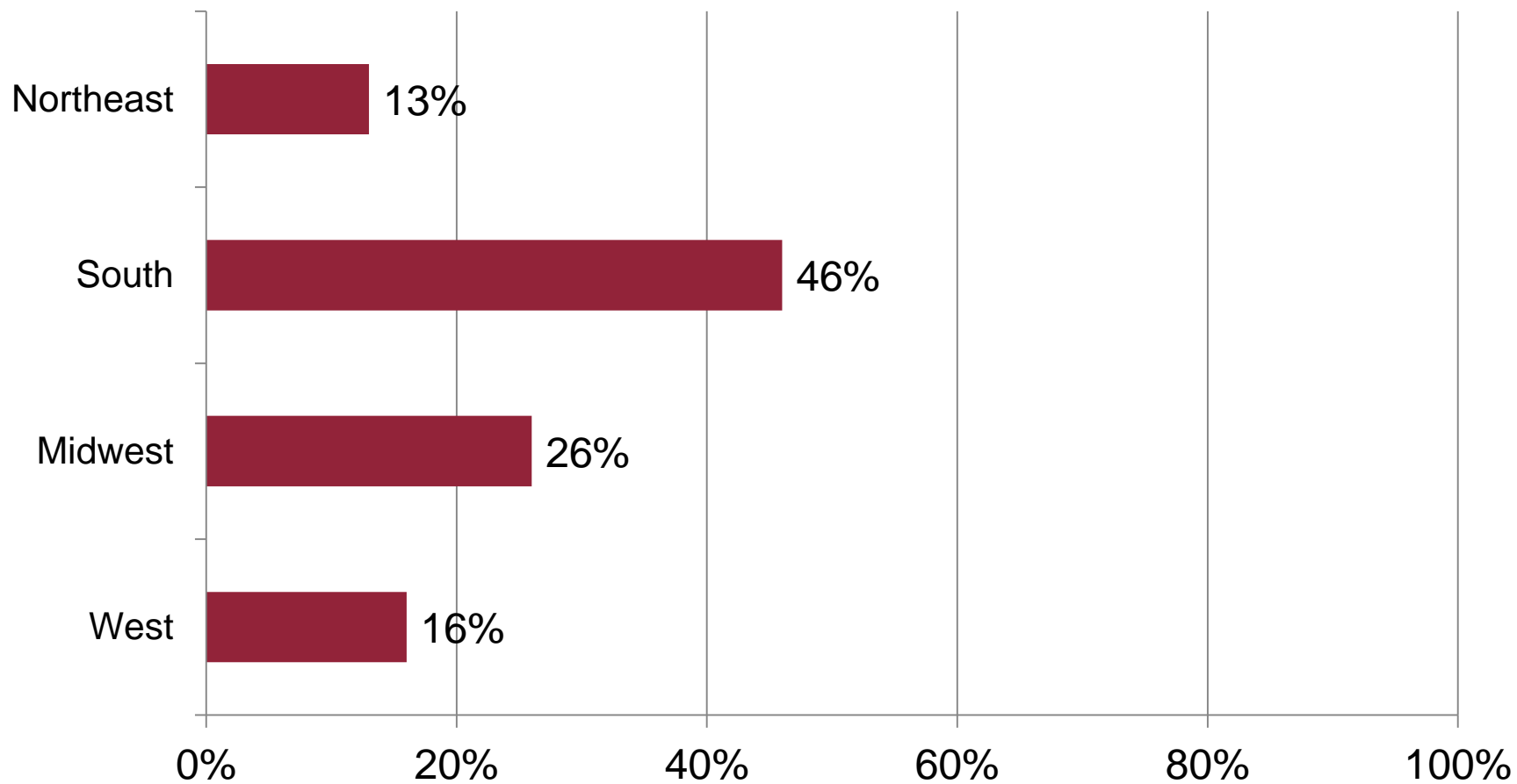
Q40 "Which of the following best represents your ethnic background?" n=966

## Denomination of participants



n=1000

## Region of participants



n=1000

# Significant Differences

---

Region  
Age  
Ethnicity  
Evangelical/Mainline  
Denomination

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among region of the country, age or ethnicity of pastor, identification as evangelical or mainline, and denominational category.

Region	Age	Ethnicity	Tradition	Denomination
Northeast	18-44	White	Evangelical	Baptist
Midwest	45-54	African-American	Mainline	Lutheran
South	55-64	Other Ethnicities		Methodist
West	65+			Presbyterian/ Reformed
				Pentecostal
				Holiness

# “How many people in your church made a first-time decision to trust Jesus Christ as Savior in the last year?”

---

- Those in the Northeast (56%) and Midwest (48%) are more likely to answer “0-4” than those in the South (36%)
- Those in the Midwest (28%) and West (29%) are more likely to answer “5-9” than those in the South (19%)
- Those in the South (23%) are more likely to answer “10-19” than those in the Midwest (13%) and West (10%)
- Those in the South (22%) are more likely to answer “20+” than those in the Northeast (6%) and Midwest (11%)
- Pastors age 55-64 (52%) are more likely to answer “0-4” than those 18-44 (37%) and 45-54 (34%)
- Pastors age 45-54 (29%) are more likely to answer “5-9” than those 55-64 (20%) and 65+ (19%)
- White pastors (44%) and pastors of Other Ethnicities (45%) are more likely to answer “0-4” than African-American pastors (17%)
- White pastors (23%) and pastors of Other Ethnicities (25%) are more likely to answer “5-9” than African-American pastors (5%)

# “How many people in your church made a first-time decision to trust Jesus Christ as Savior in the last year?” (continued)

---

- African-American pastors (54%) are more likely to answer “20+” than White pastors (15%) and pastors of Other Ethnicities (18%)
- Methodists are the most likely to answer “0-4” (65%)
- Baptists (24%), Lutherans (27%), and Presbyterian/Reformed (25%) are more likely to answer “5-9” than Methodists (13%)
- Baptists (23%) are more likely to answer “10-19” than Pentecostals (10%)
- Baptists (21%), Lutherans (16%), Pentecostals (33%), and Holiness (18%) are more likely to answer “20+” than Methodists (7%)

# **“Does your church employ an executive pastor or someone whose primary responsibility includes administration and the management of the church staff and who is not the senior pastor?”**

---

- Those in the South (20%) and West (21%) are more likely to answer “Yes” than those in the Northeast (9%) and Midwest (12%)
- Pastors age 45-54 (21%) and 65+ (21%) are more likely to answer “Yes” than those 18-44 (13%)
- Pentecostals (28%) are more likely to answer “Yes” than Lutherans (12%), Methodists (16%), and Presbyterian/Reformed (10%)

## “What year was this position created?”

---

- Those in the Midwest (44%) are more likely to answer “1991 or earlier” than those in the South (22%)
- Those in the South (24%) are more likely to answer “2007-2011” than those in the Midwest (8%)
- Pastors age 45-54 (44%) are more likely to answer “1992-2006” than those 18-44 (14%) and 55-64 (24%)
- Pastors age 18-44 (47%) are more likely to answer “2012 or later” than those 45-54 (9%) and 65+ (20%)

# “Which of the following statements most closely describes your instincts toward ministry trends and changes?”

---

- Pastors age 45-54 (18%) are more likely to answer “I like to buck the trends and create new ways to do ministry” than those 65+ (9%)
- Pastors age 18-44 (38%) are more likely to answer “I actively look for new ministry ideas that others create and I am among the first to try out new ideas” than those 45-54 (28%) and 55-64 (30%)
- Methodists (24%) and Holiness (24%) are more likely to answer “I like to buck the trends and create new ways to do ministry” than Baptists (11%) and Lutherans (9%)
- Presbyterian/Reformed (37%) and Holiness (46%) are more likely to answer “I actively look for new ministry ideas that others create and I am among the first to try out new ideas” than Baptists (26%)
- Methodists (30%) are more likely to answer “I like new ministry ideas but I tend to wait until they have an established record of success before adopting changes” than Pentecostals (16%)

# “Which of the following statements most closely describes your instincts toward ministry trends and changes?” (continued)

---

- Baptists (14%) are more likely to answer “I am cautious towards new ministry ideas but will adapt them once they become mainstream in other churches like ours” than Methodists (3%), Presbyterian/Reformed (7%), and Holiness (4%)
- Baptists (15%) and Lutherans (18%) are more likely to answer “I am very skeptical about new ministry ideas and prefer to stick with established practices and approaches” than Methodists (5%) and Holiness (5%)

# “Which of the following words describe the worship style of your church?”

---

## Formal

- Pastors of Other Ethnicities (50%) are more likely to select than White pastors (33%)
- Self-identified Mainlines (44%) are more likely to select than self-identified Evangelicals (30%)
- Lutherans (72%), Methodists (45%), and Presbyterian/Reformed (52%) are more likely to select than Baptists (20%), Pentecostals (16%), and Holiness (9%)

## Informal

- Those in the West (64%) are more likely to select than those in the South (52%)
- Pastors age 45-54 (61%) are more likely to select than those 18-44 (51%)
- Self-identified Evangelicals (60%) are more likely to select than self-identified Mainlines (50%)
- Pentecostals (75%) and Holiness (82%) are more likely to select than Baptists (60%), Lutherans (38%), Methodists (53%), and Presbyterian/Reformed (43%)

# “Which of the following words describe the worship style of your church?”

---

## Traditional

- Those in the South (66%) are more likely to select than those in the Midwest (58%) and West (52%)
- Self-identified Mainlines (71%) are more likely to select than self-identified Evangelicals (56%)
- Lutherans (90%), Methodists (75%), and Presbyterian/Reformed (76%) are more likely to select than Baptists (58%), Pentecostals (20%), and Holiness (33%)

## Contemporary

- Those in the West are the most likely to select (52%)
- Pastors age 18-44 (41%) and 45-54 (42%) are more likely to select than those 65+ (28%)
- African-American pastors (57%) are more likely to select than White pastors (36%) and Other Ethnicities (36%)
- Self-identified Evangelicals (41%) are more likely to select than self-identified Mainlines (30%)
- Pentecostals are the most likely to select (76%), followed by Holiness (52%)
- Presbyterian/Reformed are least likely to select (14%)

# “Which of the following words describe the worship style of your church?”

---

## **Blended traditional and contemporary**

- Those in the West (67%) are more likely to select than those in the South (58%)
- Baptists (67%) and Holiness (70%) are more likely to select than Lutherans (54%)

## **Liturgical**

- Those in the Midwest (38%) are more likely to select than those in the Northeast (28%)
- Self-identified Mainlines (52%) are more likely to select than self-identified Evangelicals (28%)
- Lutherans (97%), Methodists (55%), and Presbyterian/Reformed (50%) are more likely to select than Baptists (9%), Pentecostals (2%), and Holiness (3%)

# “Does your church plan your worship service with a central focus on engaging the unchurched?”

---

- Those in the South (62%) are more likely to answer “Yes, we do today” than those in the Midwest (49%)
- Those in the Northeast (40%) and Midwest (42%) are more likely to answer “We never have” than those in the South (30%)
- Pastors age 45-54 (42%) are more likely to answer “We never have” than those 18-44 (31%)
- African-American pastors (78%) are more likely to answer “Yes, we do today” than White pastors (55%)
- White pastors (36%) are more likely to answer “We never have” than African-American pastors (21%)
- Self-identified Mainlines (39%) are more likely to answer “We never have” than self-identified Evangelicals (32%)
- Holiness (81%) is more likely to answer “Yes, we do today” than Baptists (62%), Lutherans (48%), Methodists (62%), and Presbyterian/Reformed (48%)
- Holiness is the least likely to answer “We never have” (8%)

# “In what year did you begin to make the transition away from a central focus on engaging the unchurched?”

---

- Insufficient sample size for significant differences

# “I look to learn from secular business and management practices in organizing and managing our church.”

---

- Pastors age 18-44 are the most likely to Agree (68%)
- Self-identified Evangelicals (41%) are more likely to Disagree than self-identified Mainlines (34%)
- Methodist (63%) and Holiness (72%) are more likely to Agree than Baptists (52%)

# “I look to learn from nationally known pastors or large churches that share their ministry practices.”

---

- Pastors age 18-44 (72%) and 55-64 (69%) are more likely to Agree than those 45-54 (60%) and 65+ (59%)
- Baptists (69%), Methodists (75%), Pentecostals (84%), and Holiness (80%) are more likely to Agree than Lutherans (45%) and Presbyterian/Reformed (55%)

## **“I look to my past seminary training in developing my ministry practices.”**

---

- Those in the West (20%) are more likely to Disagree than those in the South (13%)
- Pastors age 65+ are the least likely to Agree (73%)
- Presbyterian/Reformed (92%) are more likely to Agree than Baptists (80%), Methodists (83%), Pentecostals (80%), and Holiness (79%)

## **“I look to my denomination for training and resources in developing my ministry practices.”**

- Those in the South (80%) are more likely to Agree than those in the West (68%)
- Self-identified Mainlines (85%) are more likely to Agree than self-identified Evangelicals (73%)
- Lutherans (94%), Methodists (93%), and Holiness (92%) are more likely to Agree than Baptists (69%) and Presbyterian/Reformed (77%)

# “I look to the latest books for the best thinking and practices for church ministry.”

---

- Pastors age 18-44 (81%) are more likely to Agree than those 45-54 (72%)
- Holiness (90%) are more likely to Agree than Baptists (75%) and Lutherans (71%)

# “Which, if any, of the following describe your church?”

---

## **Exists as a multi-site church**

- Pastors age 18-44 are the least likely to select (3%)
- Pastors of Other Ethnicities (17%) are more likely to select than White pastors (6%)
- Pentecostals (14%) are more likely to select than Baptists (5%)

## **Has a core identity as a multi-ethnic church with no ethnic group being 80% or more of the congregation**

- Those in the Midwest are the least likely to select (6%)
- Pastors age 18-44 are the least likely to select (11%)
- African-American pastors (28%) are more likely to select than White pastors (16%)
- Pentecostals are the most likely to select (43%)

# “Which, if any, of the following describe your church?”

---

## **Uses small groups as our central organizing strategy**

- Those in the South (45%) and West (46%) are more likely to select than those in the Midwest (34%)
- African-American pastors (55%) are more likely to select than White pastors (40%)
- Baptists (51%) and Methodists (48%) are more likely to select than Lutherans (34%) and Presbyterian/Reformed (30%)

## **Focuses sermons primarily on life application**

- Methodists (85%) are more likely to select than Baptists (67%), Lutherans (57%), and Presbyterian/Reformed (67%)

# “Which, if any, of the following describe your church?”

---

## **Encourages wearing casual attire to worship**

- Pastors age 55-64 (73%) are more likely to select than those 18-44 (64%)
- Methodists (89%) and Holiness (88%) are more likely to select than Baptists (64%), Lutherans (61%), Pentecostals (70%), and Presbyterian/Reformed (62%)

## **Uses media and marketing to increase attendance and influence**

- Those in the South (68%) are more likely to select than those in the Midwest (60%) and West (55%)
- Pastors age 18-44 are the most likely to select (71%)
- Pentecostals are the most likely to select (84%)

# “Which, if any, of the following describe your church?”

---

## **Emphasizes making church services relevant for unchurched visitors**

- Pastors age 55-64 (82%) are more likely to select than those 18-44 (71%) and 45-54 (70%)
- Holiness (90%) are more likely to select than Baptists (75%), Lutherans (70%), and Presbyterian/Reformed (76%)

## **Focuses more on doing ministry in our community than on gathering people for our worship services**

- Those in the South (60%) are more likely to select than those in the Midwest (51%)
- Pastors age 55-64 are the least likely to select (50%)
- African-American pastors (75%) are more likely to select than White pastors (56%) and pastors of Other Ethnicities (50%)
- Self-identified Evangelicals are more likely to select than self-identified Mainlines
- Methodists (64%) and Pentecostals (69%) are more likely to select than Lutherans (51%) and Presbyterian/Reformed (50%)

# “What year did your church become multi-site?”

---

- Insufficient sample size for significant differences

# What year did your church's identity become multi-ethnic with no ethnic group being 80% or more of the congregation?

---

- Insufficient sample size for significant differences

# What year did your church start using small groups as your central organizing strategy?

- Those in the South (40%) are more likely to answer “1991 or earlier” than those in the Midwest (26%)
- Pastors age 55-64 (30%) are more likely to select than those 18-44 (17%)
- Pastors age 18-44 are the most likely to answer “2012 or later” (41%)  
Lutherans (43%) are more likely to answer “1992-2006” than Baptists (18%) and Methodists (21%)
- Baptists (31%) are more likely to answer “2012 or later” than Presbyterian/Reformed (11%)

# What year did your sermons become primarily focused on life application?

---

- Those in the West (35%) are more likely to answer “1991 or earlier” than those in the South (24%)
- Those in the South (35%) are more likely to answer “1992-2006” than those in the Midwest (24%)
- Those in the Midwest (32%) are more likely to answer “2012 or later” than those in the South (22%)
- Pastors age 65+ are the most likely to answer “1991 or earlier” (50%), while pastors age 18-44 are least likely (7%)
- Pastors age 45-54 (39%) are more likely to answer “1992-2006” than those 18-44 (26%) and 65+ (23%)
- Pastors age 45-54 (27%) are more likely to answer “2007-2011” than those 65+ (11%)
- Pastors age 18-44 are the most likely to answer “2012 or later” (49%)
- Baptists (35%) are more likely to answer “1992-2006” than Methodists (19%)
- Lutherans (36%) and Methodists (39%) are more likely to answer “2012 or later” than Baptists (20%)

# “What year did your church begin encouraging wearing casual attire to worship?”

---

- Those in the West are the most likely to answer “1991 or earlier” (36%)
- Those in the Midwest (19%) are more likely to answer “2007-2011” than those in the West (8%)
- Those in the South (31%) are more likely to answer “2012 or later” than those in the Midwest (14%) and West (16%)
- Pastors age 55-64 (21%) and 65+ (25%) are more likely to answer “1991 or earlier” than those 18-44 (13%)
- Pastors age 18-44 are the most likely to answer “2012 or later” (34%)
- Lutherans (29%) and Presbyterian/Reformed (27%) are more likely to “1991 or earlier” than Baptists (15%) and Methodists (14%)
- Presbyterian/Reformed (52%) are more likely to answer “1992-2006” than Methodists (35%)
- Baptists (17%), Methodists (16%), and Holiness (18%) are more likely to answer “2007-2011” than Presbyterian/Reformed (5%)
- Methodists (35%) are more likely to answer “2012 or later” than Presbyterian/Reformed (16%)

# What year did your church begin using media and marketing to increase attendance and influence?

---

- Those in the West (18%) are more likely to answer “1991 or earlier” than those in the South (7%) and Midwest (6%)
- Those in the West (30%) are more likely to answer “2007-2011” than those in the Northeast (17%)
- Pastors age 55-64 (30%) and 65+ (33%) are more likely to answer “1992-2006” than those 18-44 (16%) and 45-54 (20%)
- Pastors age 45-54 (32%) are more likely to answer “2007-2011” than those 18-44 (19%)
- Pastors age 18-44 are the most likely to answer “2012 or later” (59%)
- Baptists (10%) and Lutherans (13%) are more likely to answer “1991 or earlier” than Methodists (2%) and Presbyterian/Reformed (2%)

# What year did your church begin emphasizing making church services relevant for unchurched visitors

---

- Pastors age 65+ are the most likely to answer “1991 or earlier” (37%)
- Pastors age 18-44 are the least likely to answer “1992-2006” (16%) and the most likely to answer “2012 or later” (48%)
- White pastors (29%) are more likely to answer “2012 or later” than pastors of Other Ethnicities (17%)
- Baptists (31%) and Presbyterian/Reformed (32%) are more likely to answer “1991 or earlier” than Holiness (15%)
- Methodists (36%) and Holiness (39%) are more likely to answer “2012 or later” than Presbyterian/Reformed (20%)

# What year did your church start focusing more on doing ministry in your community than on gathering people for your worship services?

---

- Those in the Northeast (30%) are more likely to answer “1991 or earlier” than those in the South (18%)
- Pastors age 65+ (33%) are more likely to answer “1991 or earlier” than those 18-44 (15%) and 45-54 (21%)
- Pastors age 18-44 are the least likely to answer “1992-2006” (14%) and the most likely to answer “2012 or later” (56%)
- Pastors age 45-54 (28%) are more likely to answer “2007-2011” than those 18-44 (15%) and 55-64 (14%)
- Baptists (24%), Pentecostals (33%), and Presbyterian/Reformed (29%) are more likely to answer “1992-2006” than Methodists (9%)
- Methodists (27%) are more likely to answer “2007-2011” than Baptists (13%)
- Baptists (44%) and Methodists (45%) are more likely to answer “2012 or later” than Pentecostals (23%) and Presbyterian/Reformed (22%)

# “Our church building and décor is designed to be more casual and to look less like a traditional church.”

---

- Those in the Northeast are the least likely to Agree (26%)
- Pastors age 18-44 (65%) and 55-64 (63%) are more likely to Disagree than those 65+ (54%)
- Pastors of Other Ethnicities (52%) are more likely to Agree than White pastors (35%)
- Self-identified Evangelicals (39%) are more likely to Agree than self-identified Mainlines (32%)
- Pentecostals (53%) and Holiness (49%) are more likely to Agree than Lutherans (26%), Methodists (32%), and Presbyterian/Reformed (26%)

## **“We are very intentional about fostering a culturally and ethnically diverse congregation.”**

- Those in the Midwest are the least likely to Agree (52%)
- Pastors age 45-54 (71%) and 65+ (75%) are more likely to Agree than those 18-44 (59%)
- African-American pastors (88%) are more likely to Agree than White pastors (64%)
- Pentecostals are the most likely to Agree (88%)

**“We are very intentional about equipping our people to reach out and do ministry in their neighborhoods and networks.”**

---

- No significant differences

# **“We regularly offer classes or meetings where people take spiritual gift inventories to determine how they might serve in our church.”**

---

- Pastors age 65+ (63%) are more likely to Agree than those 18-44 (50%)
- African-American pastors (81%) and pastors of Other Ethnicities (70%) are more likely to Agree than White pastors (54%)
- Baptists (62%) and Pentecostals (73%) are more likely to Agree than Lutherans (47%) and Presbyterian/Reformed (50%)

# **“Pastors should focus more on teaching through the Bible rather than starting with people’s perceived needs or contemporary issues.”**

---

- Those in the Northeast (73%) and South (71%) are more likely to Agree than those in the Midwest (63%)
- Self-identified Evangelicals (73%) are more likely to Agree than self-identified Mainlines (62%)
- Baptists (75%) and Holiness (76%) are more likely to Agree than Methodists (60%)

# Entrepreneurial Evangelism Report

## Survey of 1,000 Protestant Pastors



For the Billy Graham Center  
Wheaton College