

## ABOUT THE REPORT

The study, “Sex & Unexpected Pregnancies: What Evangelical Millennials Think and Practice,” was conducted by Grey Matter Research for the National Association of Evangelicals. The study was conducted among a demographically representative sample of 1,007 adult Americans ages 18 to 29 in May 2012. Respondents of that age were qualified for the study if they met the following criteria:

- They attend worship services at least once in a typical month
- The church they attend is a Protestant church
- Rejecting other theological positions on life after death, they believe they will go to heaven when they die because they have accepted Jesus Christ as their Savior
- They strongly agree with all of the following statements:
  - o The Bible is the written word of God and is accurate in all that it teaches
  - o You have made a personal commitment to Jesus Christ that is still important in your life today
  - o Eternal salvation is possible only through Jesus Christ
  - o You, personally, have a responsibility to tell other people about your religious beliefs

This study joins a number of other research efforts examining the perspectives, beliefs or activities of evangelicals in the United States. It is important to note that there are a variety of definitions of “evangelical” by a variety of different organizations, ranging from being based exclusively on a long series of very specific beliefs (Barna Group – about 7 percent of the general population), to what denomination church they attend (Baylor University – about 25 percent), to whether they call themselves a “born again” or “evangelical Christian” (Gallup and Pew – about 35 percent).

This study for the NAE is very specific in that it only represents the attitudes and opinions of Millennials who attend a Protestant church, have born again beliefs about salvation, and strongly hold all of the four statements noted above. It is to be expected that the findings may differ (in some cases substantially) from research that represents other age groups, and/or from research that defines “evangelical” differently.

Among people 18 to 29 years old, exactly 10 percent qualified for this study based on the screening parameters. According to the U.S. Bureau of the Census, there are around 52 million Millennials in the country today. Therefore, this study represents 5.2 million people.

A common criticism of some of the other research on evangelicals is that there is no measure of how serious they are about their faith or how involved they are in it. It is critical to note that this study does not just represent people who use a particular term for themselves. This study

represents people who believe their religious faith is very important to their lives and regularly participate in their church.

Consider that every respondent attends church once a month or more, and over three-quarters do so weekly or more. Eight out of ten read the Bible at least once a week, and 97 percent do so at least once a month. Ninety-seven percent strongly agreed that their religious faith is very important in their life today.

The study was conducted using a blend of five different online access research panels. The resulting data was tracked and weighted by race/ethnicity, geography, gender and marital status in order to assure a demographically representative sample of respondents. Fieldwork was conducted May 2012.

The final sample size of 1,007 respondents had a potential sampling error of  $\pm 2.9$  percentage points at the 95 percent confidence interval. In other words, if opinion on a particular question is evenly divided, and the same study were to be conducted in the same manner with the same sample universe 100 times, 95 of those times the response would be within 2.9 percentage points (higher or lower) of the actual findings reported in this study.