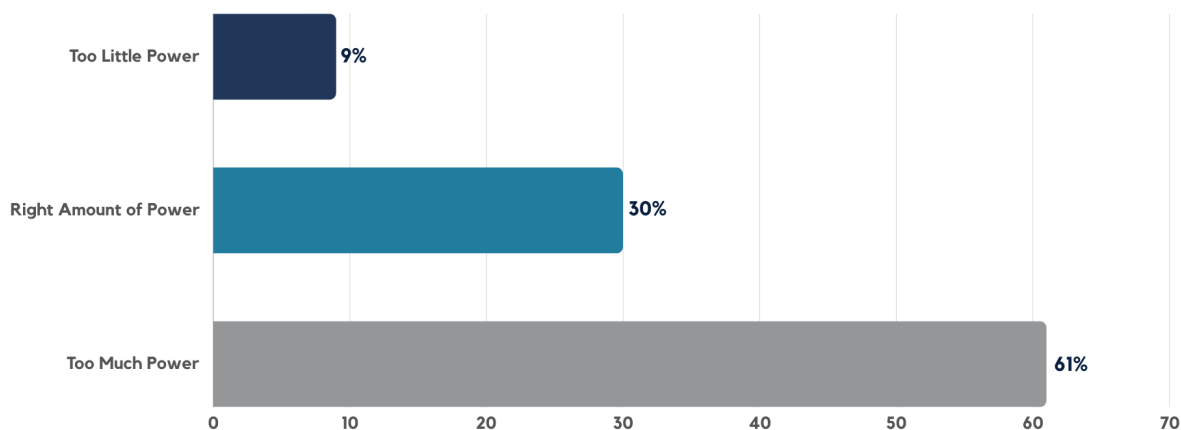


September 2024 George Barna Poll: Talking Points

Church-Going Christians: Moral & Cultural Issues

1. A cornerstone of Christianity is acknowledging that absolute moral truth exists, and that it is conveyed through the scriptures. However, 56% of church-going Christians said they believe “identifying moral truth is up to each individual; there are no moral absolutes that apply to everyone, all the time.”
2. When church-going Christians were asked if they “support allowing women to choose to have an abortion under any circumstance,” 42% said they did support abortion under any circumstance.
3. Three out of 10 church-going Christians (29%) say they prefer socialism to capitalism.
4. 61% of church-going Christians said that the federal government today has too much power. In comparison, 30% said the federal government has the right amount, and only 9% said it has too little.

HOW MUCH POWER DOES THE FEDERAL GOVERNMENT HAVE? *Among Church-Going Christians Surveyed



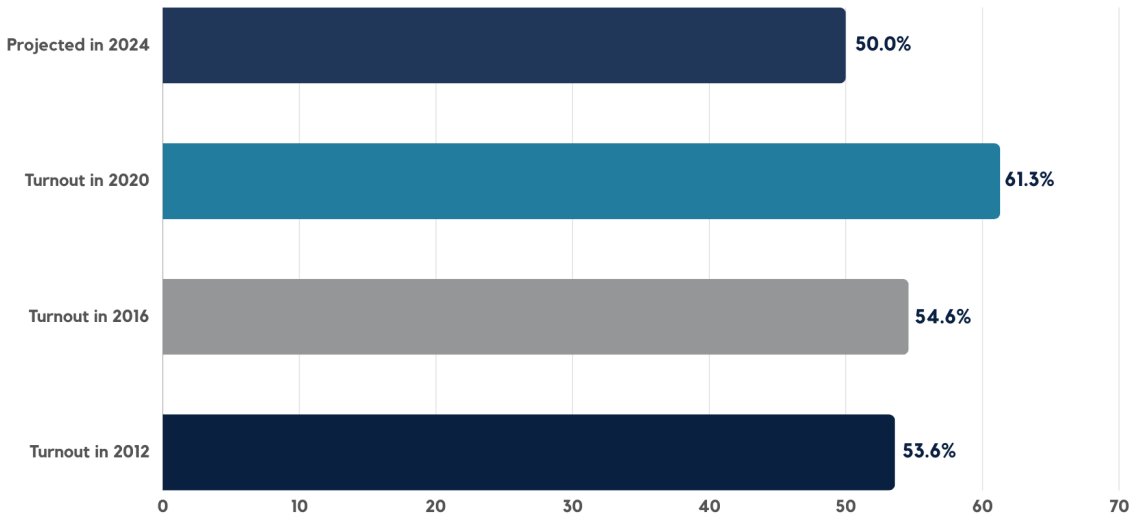
These views are divided along ideological lines: liberals are the group most likely to say the feds have either the right amount (46%) or too little (12%) power; conservatives are the most likely to believe the feds have too much power (71%); and moderates lean toward the conservative view, with half saying the government has too much power (52%) and most of the rest saying it's just the right amount (39%).

Voter Turnout

1. Historical data indicates that turnout among the voting age population was 53.6% in 2012 (Obama-Romney); 54.6% in 2016 (Trump-Clinton); and 61.3% in 2020 (Trump-Biden). If the election were held now (about 7 weeks before November 5th), the expected turnout would be 50% of voting age adults. Typically, that turnout figure will rise several percentage points, likely concluding in the 53% to

55% range. That would put the 2024 election squarely in line with the turnout levels of 2012 and 2016, but below that of 2020.

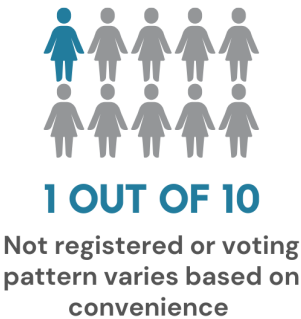
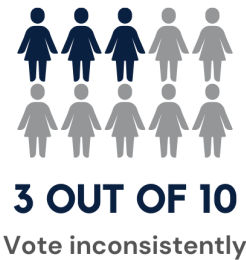
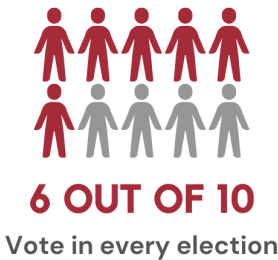
PROJECTED 2024 VOTER TURNOUT



2. About six out of every 10 church-going Christians said they vote in every election. Three out of 10 said they vote inconsistently. Fewer than one out of 10 said they are not registered, or that their voting pattern varies according to the importance of the election or how convenient it is to vote in that cycle.



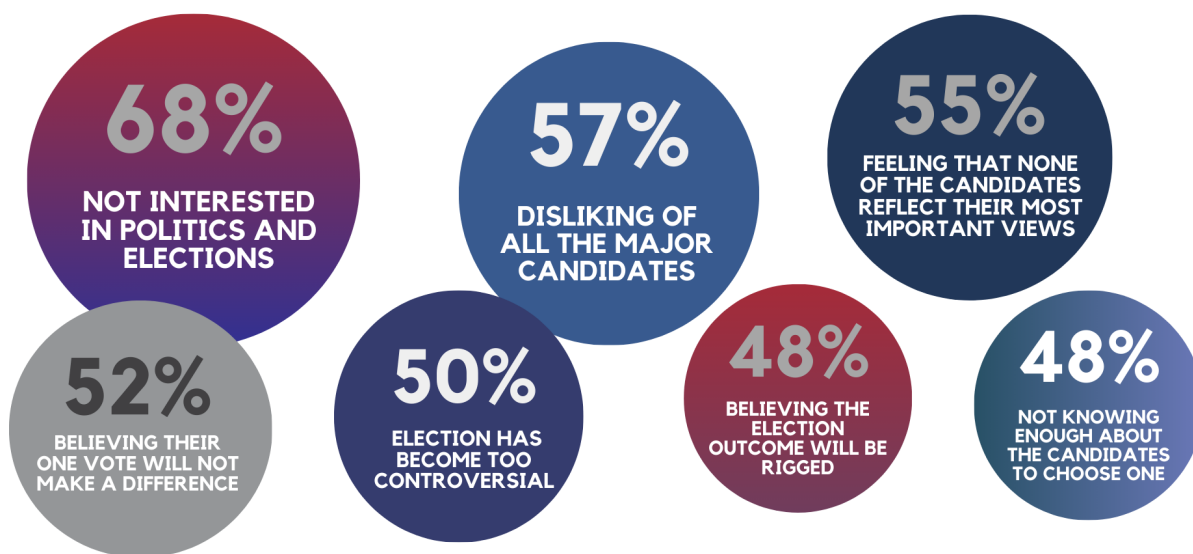
VOTING TRENDS AMONG CHURCH-GOING CHRISTIANS



3. The data analysis includes the creation of a new variable describing each respondent's likelihood of voting in the 2024 General Election. That variable is based on combining six questions in the survey to create a scale of likely voting behavior. That effort revealed 59% of respondents fit the "likely voter" category, another 26% fell in the "possible voter" segment, and the remaining 10% are described by the "unlikely voter" group. This compares to those who self-proclaimed they will "definitely vote" (76%), and those who said they will probably vote (9%).
4. Reasons why people of faith may not vote, as indicated by those who answered this way, included: not being interested in politics (68%), disliking all major candidates (57%), none of the candidates reflected their views (55%), believing that one vote doesn't make a difference (52%), thinking the current election is too controversial (50%), believing the election is rigged or saying they don't know enough about the candidates (48%), and the belief that their favorite candidate can't win (36%).

REASONS UNLIKELY VOTERS DO NOT WANT TO VOTE

*Among People of Faith Surveyed



Christian Voting Issues

1. Most churched Christians (57%) believe the outcome of the November 2024 election will make a big difference in their life, while 29% say it will make some difference.

HOW MUCH DIFFERENCE WILL THE OUTCOME OF THE 2024 ELECTION MAKE IN YOUR LIFE?

*Among Church-Going Christians Surveyed



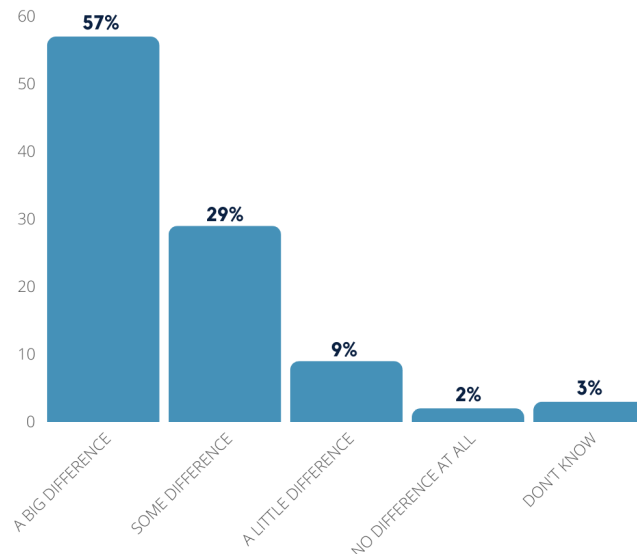
A BIG DIFFERENCE 57%

SOME DIFFERENCE 29%

A LITTLE DIFFERENCE 9%

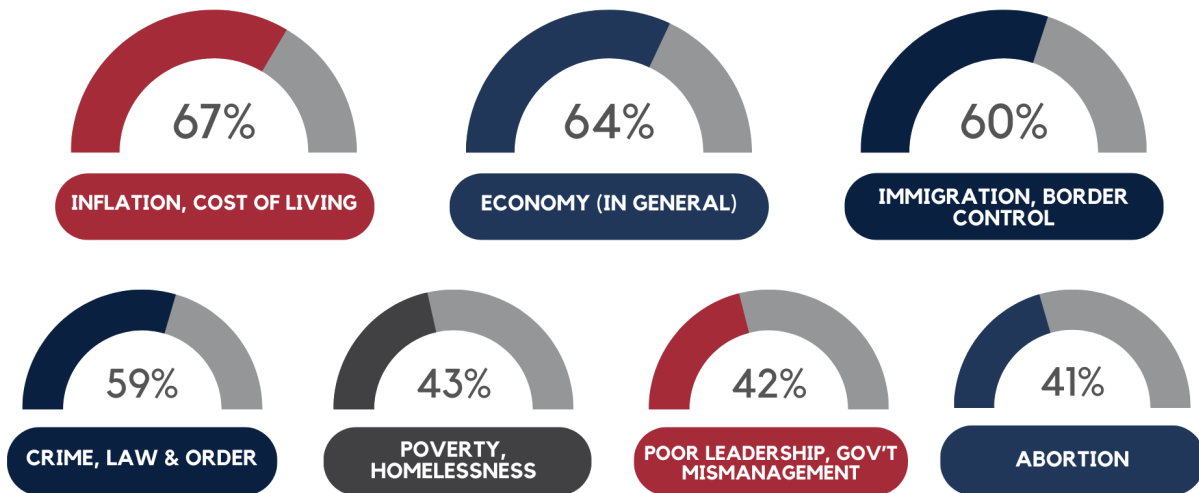
NO DIFFERENCE AT ALL 2%

DON'T KNOW 3%

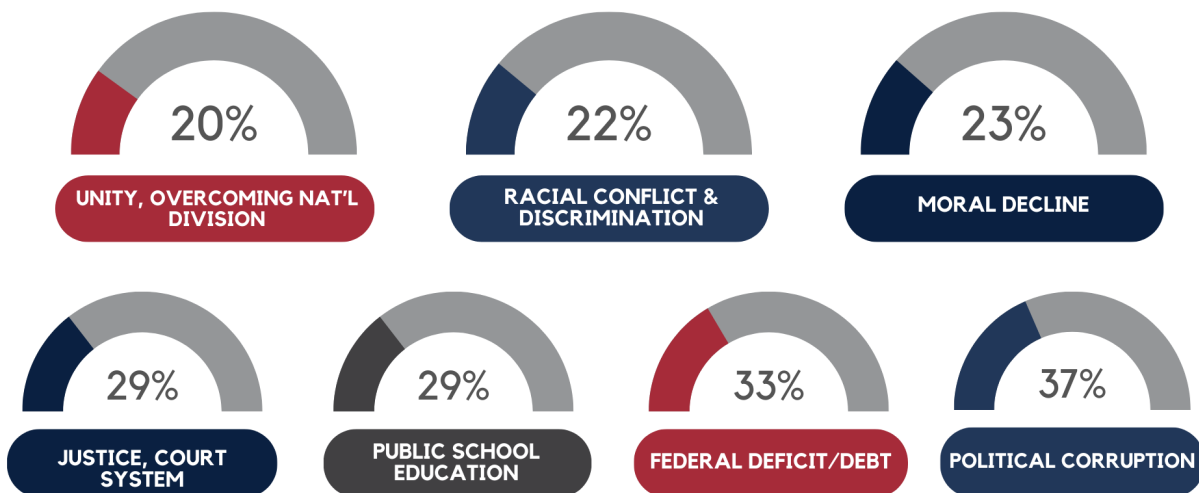


2. 15% of church-going Christians said their religious faith was the top influence in their voting decisions, with another 30% listing their faith as having “a lot” of influence.
3. The top overall issues listed by church-going Christians were inflation and cost of living (67%); and the economy, in general (64%). Lesser important economic issues were unemployment and jobs (38%); and the federal deficit and debt (33%).
5. Abortion was the seventh-ranked issue, identified by 41% of church-going Christians.
6. Moral decline was identified by less than one-quarter of the church-going Christians (23%) as a defining issue in this election.

TOP ISSUES FOR CHURCH-GOING CHRISTIAN VOTERS IN 2024



LEAST IMPORTANT ISSUES FOR CHURCH-GOING CHRISTIAN VOTERS IN 2024

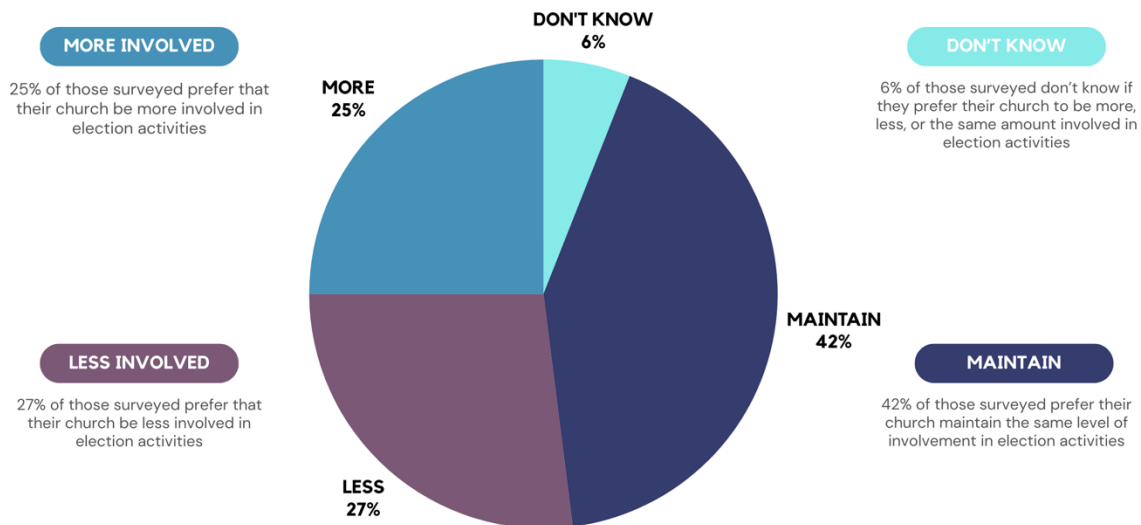


Churches & Elections

1. About four out of every five Christian churches (83%) were reported to have taught about “basic morals, such as lying, stealing, cheating” and on “sin and its consequences” in sermons over the past year. About two-thirds said their church had addressed the topics of religious freedom (67%) and poverty (63%).

2. Roughly half of Christians recalled sermons concerning abortion (49%), and sermons on crime, law and order, and law enforcement (45%). About four out of 10 recalled teaching related to same-sex marriage (42%).
3. Only one-third of Christians cited teaching regarding the role and authority of government (34%) or the Israel-Palestine conflict (33%). One out of four had heard a sermon about transgenderism (27%), or immigration and border security (25%). The least taught-on topic was artificial intelligence (18%).
4. The most common actions noted by Christians about their church's political activity over the past two years were: providing sermons or teaching about the Bible's stand on specific issues (61%); and encouraging people to vote, without recommending specific candidates (56%). Nearly half (48%) of Christians said that their church had provided written information about the Bible's stand on specific issues.
5. Less common church activities included: registering new voters (26%); inviting or hosting candidates to speak at the church (26%); providing voter's guides (24%); and recommending that people vote for specific candidates (24%).
6. When asked if they would prefer that their church be more involved or less involved in the 2024 election than it had been in other recent elections, a plurality (42%) preferred the same involvement. The other half of the respondents were evenly divided between their church becoming more involved (25%) or less involved (27%).

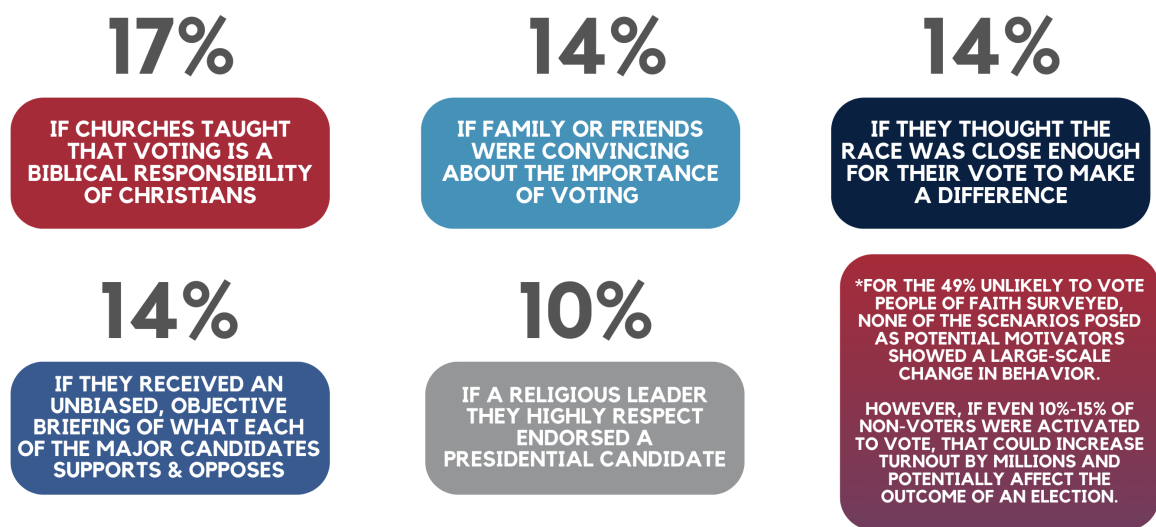
PREFERENCE FOR CHURCH INVOLVEMENT IN 2024 ELECTION (COMPARED TO PREVIOUS ELECTIONS)



Action Steps to Increase Christian Turnout & Engagement

1. A church teaching its congregants that voting is a biblical responsibility of every Christian would cause an estimated 17% of the people of faith who plan not to vote to actually participate on Election Day.
2. If family or friends were able to convince the non-voting person of faith that voting is too important to not participate, about 14% of the non-voters said they would turnout.
3. Another 14% claimed that if they perceived the race to be close enough that their vote might actually make a difference, then they would cast a ballot.
4. The problem of distorted information is a major deterrent for about one in seven non-voters. That 14% claimed that if they received an unbiased, objective briefing about what each of the major candidates supports and opposes, they would be likely to vote.
5. A guilt-based or fear-based strategy might impact one out of 10 voters. For instance, if an organization promised to make public the names of each person in their area who did not vote, they would feel compelled to vote.
6. One out of 10 non-voters also said that if a religious leader they highly respect endorsed a Presidential candidate, then they could justify voting.

WHAT WOULD MOTIVATE NON-VOTING PEOPLE OF FAITH TO VOTE?*



Specific Candidates

1. Among the churched Christians interviewed, Donald Trump generated, by far, the highest favorable rating of the seven leaders tested. Overall, seven out of 10 (69%) had a very or somewhat favorable score for Trump. No other leader topped

50%. The closest were Robert F. Kennedy, Jr. (48%) and VP running mate, Sen. J.D. Vance (46%). Former President Obama received a favorable score from 37%. Lower ratings were awarded to Kamala Harris (28%), Timothy Walz (22%) and Joe Biden (20%).

2. The highest “unfavorable” rating was generated by Joe Biden (70%), closely followed by his Vice President and current Democrat candidate Kamala Harris (64%). No other leaders evaluated received a negative rating by a majority of churched Christians. Donald Trump had a negative score from one-quarter of the respondents (25%).
3. Donald Trump is the clear and overwhelming voting choice of virtually every survey segment studied. Among all respondents, Trump beat Harris 69%-22%.
4. When asked which of the two major-party candidates would do a better job handling a particular issue, churched Christians indicated Donald Trump was the better option to manage immigration (73% chose Trump while 16% selected Harris); upgrade national security (73%-16%); strengthen the economy (73% - 19%); reduce crime and restore law and order (68%-21%); improve the quality of government performance (65%-20%); improve citizens’ quality of life (64%-22%); reduce political corruption (58%-22%); and handle abortion (54%-27%).