

Unchurched Report

Survey of 2,000 Unchurched Americans

For the Billy Graham Center for
Evangelism, Wheaton College

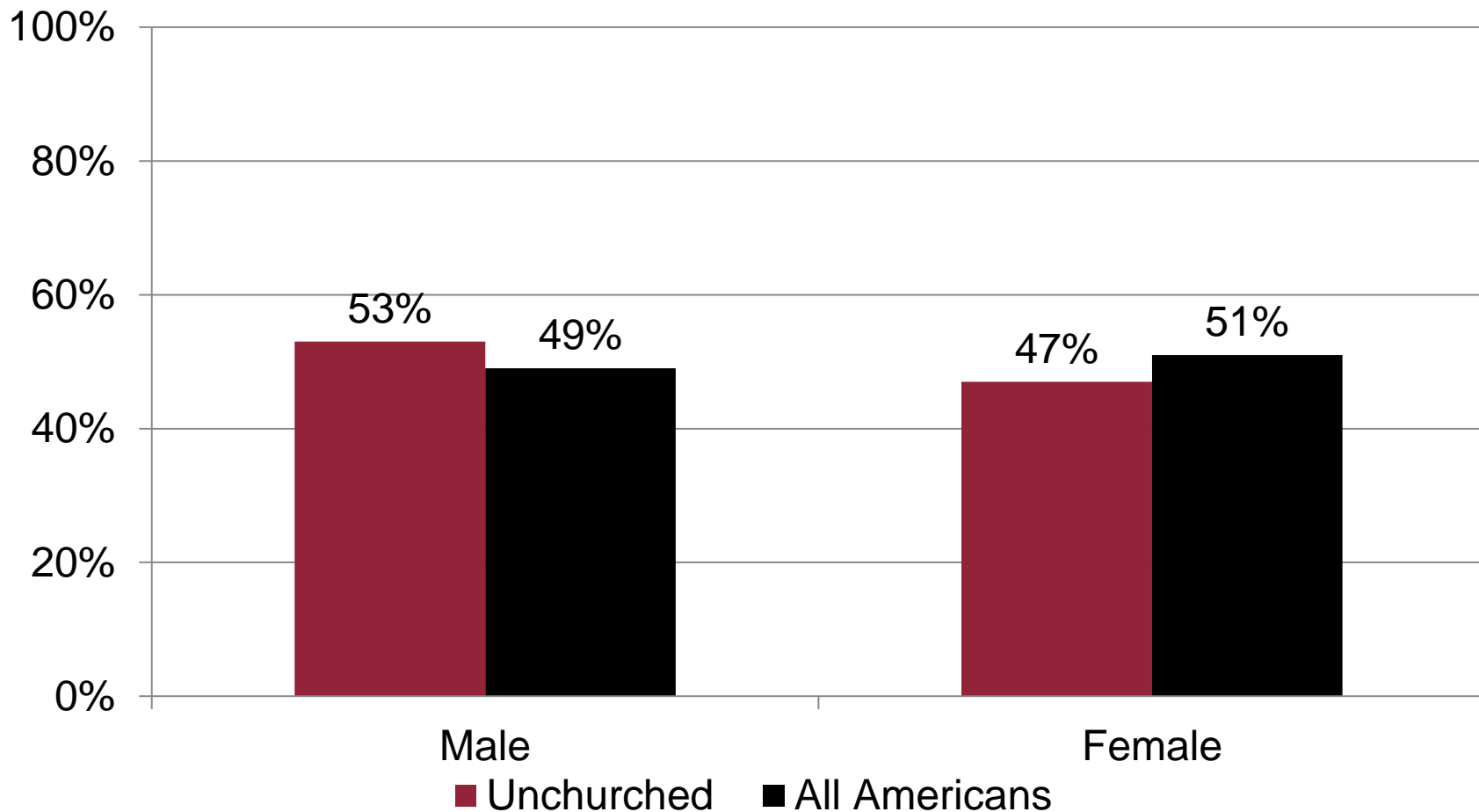


Methodology

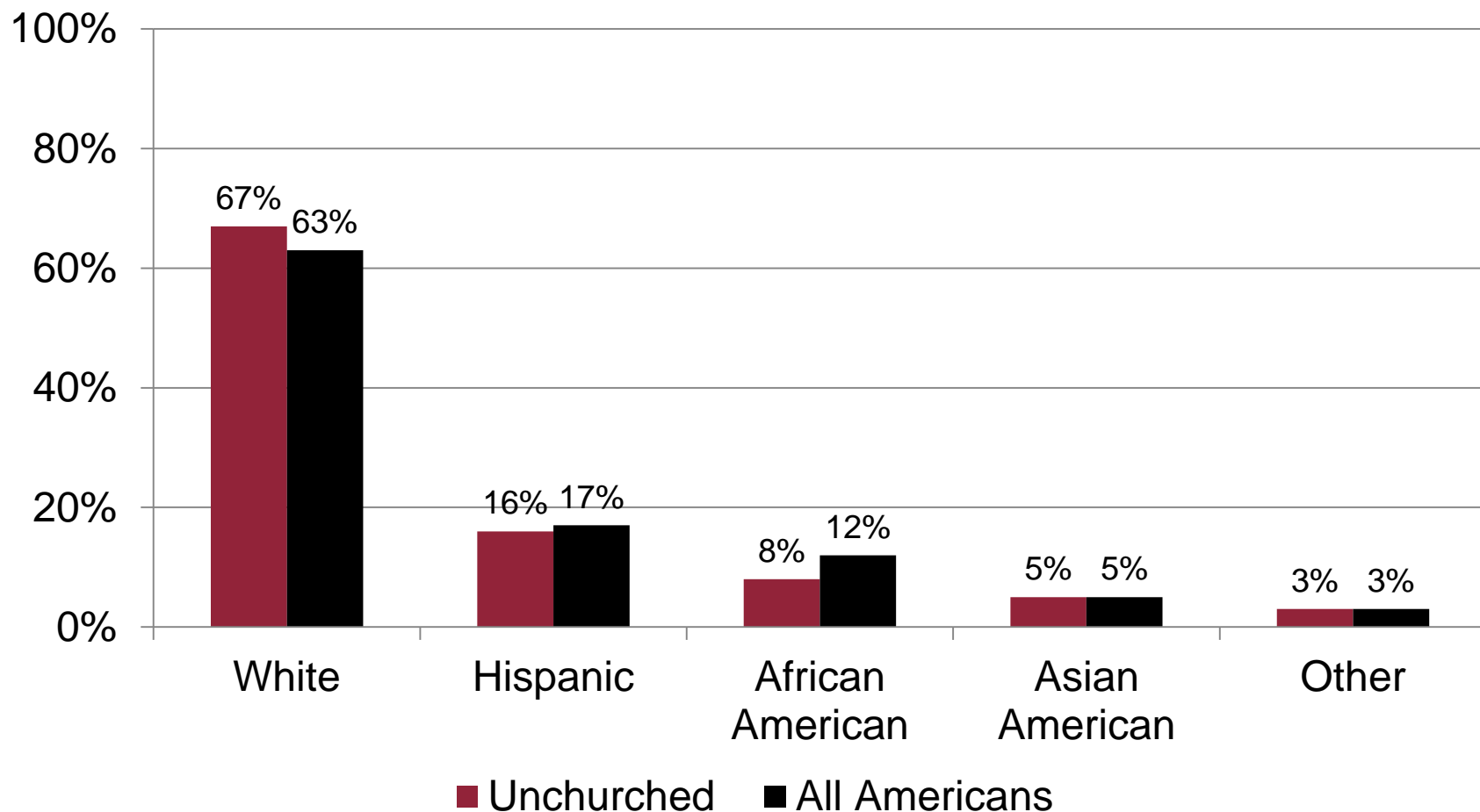
- ❑ A demographically balanced online panel was used for interviewing American adults
- ❑ The study was sponsored by the Billy Graham Center for Evangelism at Wheaton College
- ❑ The survey was conducted May 23 – June 1, 2016
- ❑ Slight weights were used to balance gender, age, ethnicity, education, and region
- ❑ The sample was screened to only include those who have not attended a religious service in the past six months except for a holiday or special event such as a wedding or funeral
- ❑ The completed sample is 2,000 surveys
- ❑ The sample provides 95% confidence that the sampling error from the online panel does not exceed $\pm 2.7\%$ (This margin of error accounts for the effect of weighting)
- ❑ Margins of error are higher in sub-groups

Survey Responses

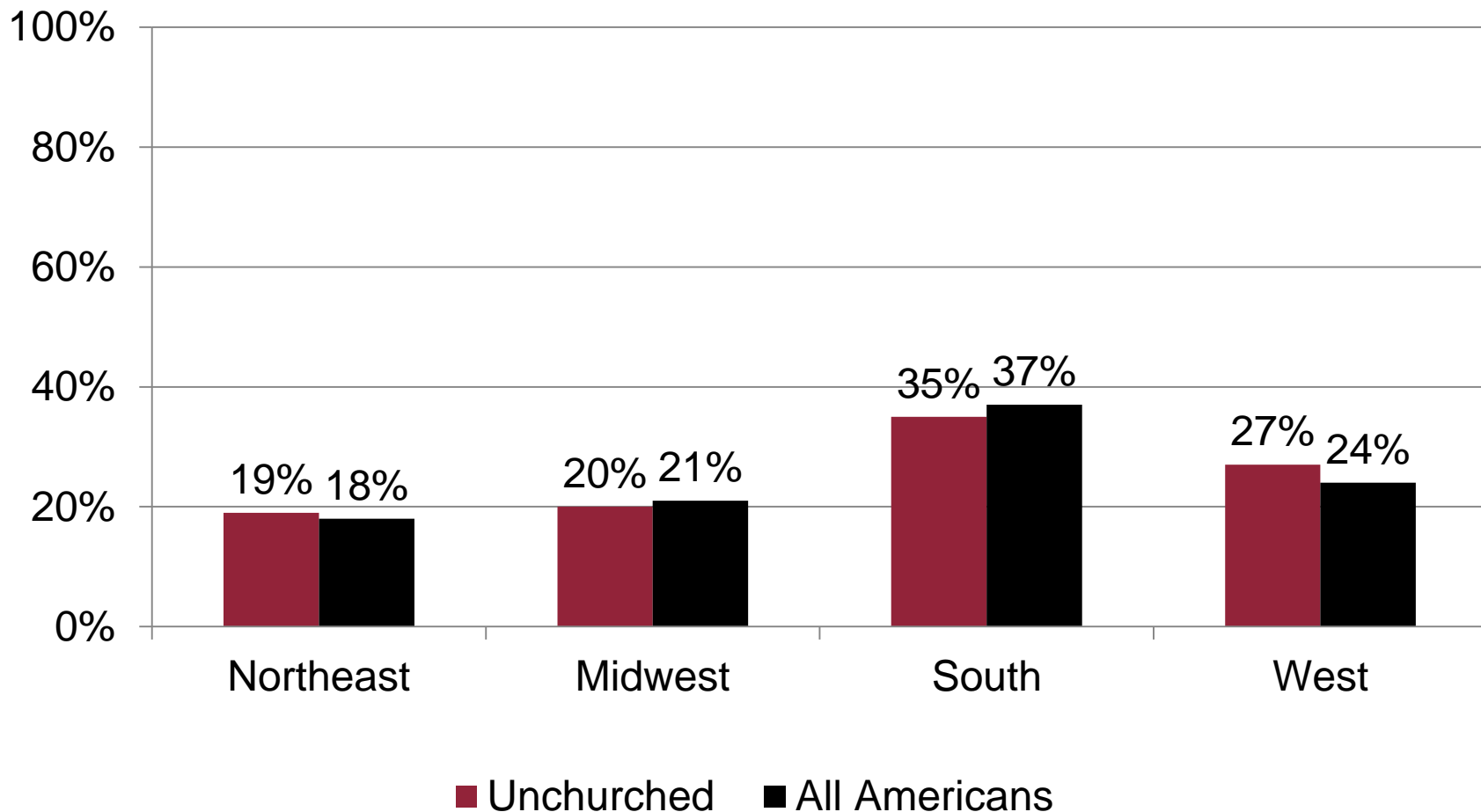
53% of unchurched individuals are male



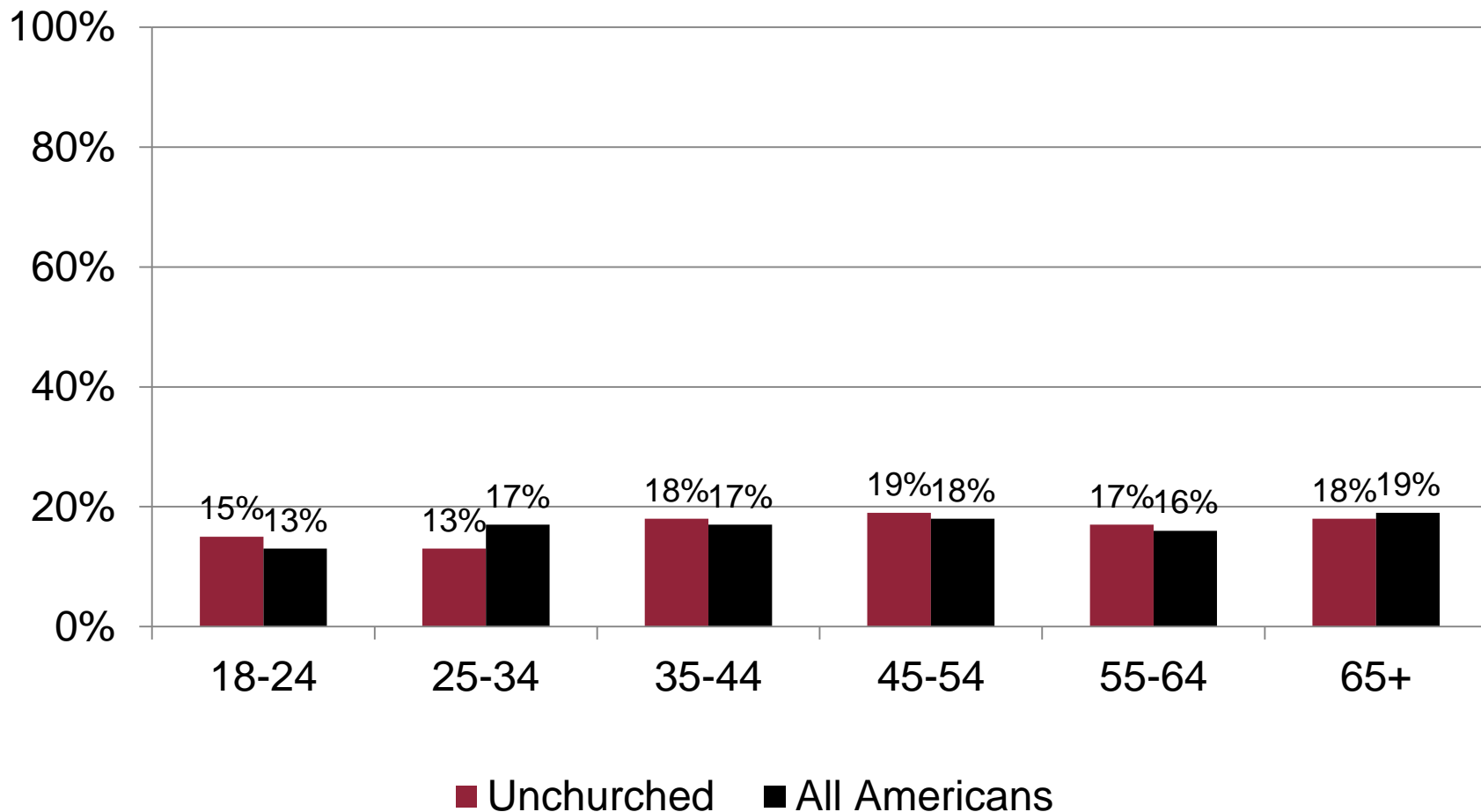
Two thirds of unchurched individuals are white



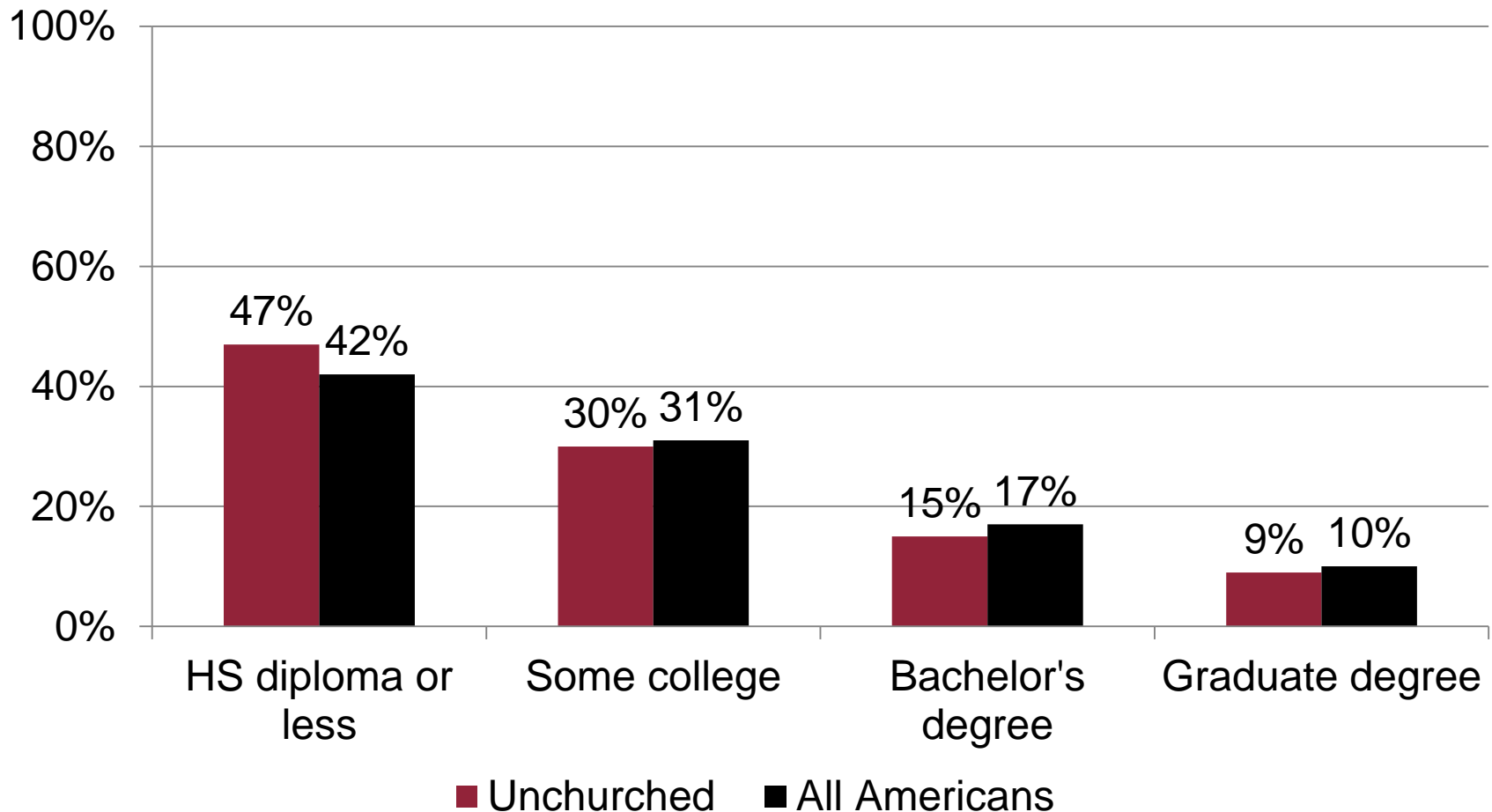
The regional breakdown for unchurched individuals is similar to that of all Americans



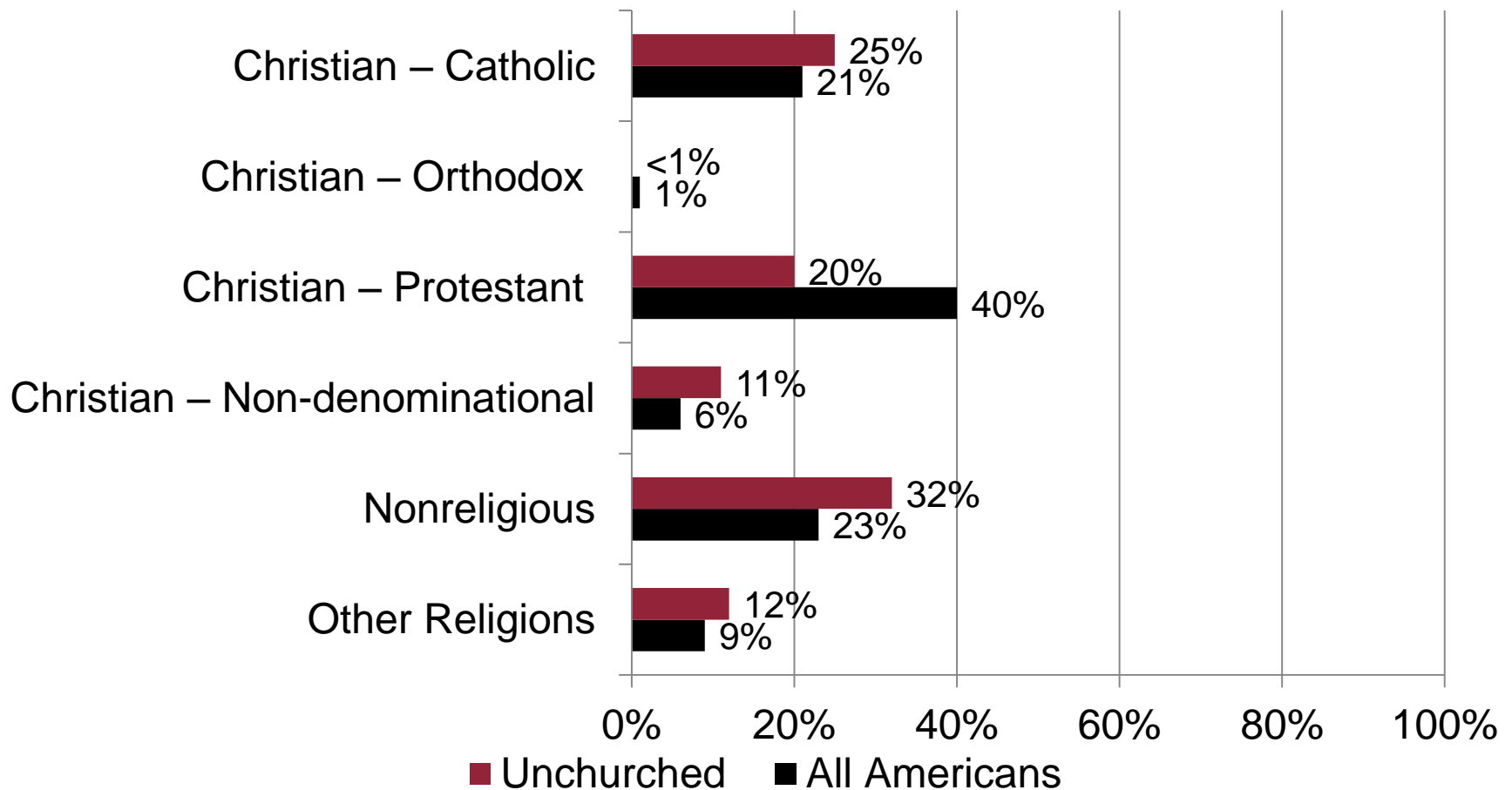
The age breakdown for unchurched individuals is similar to that of all Americans



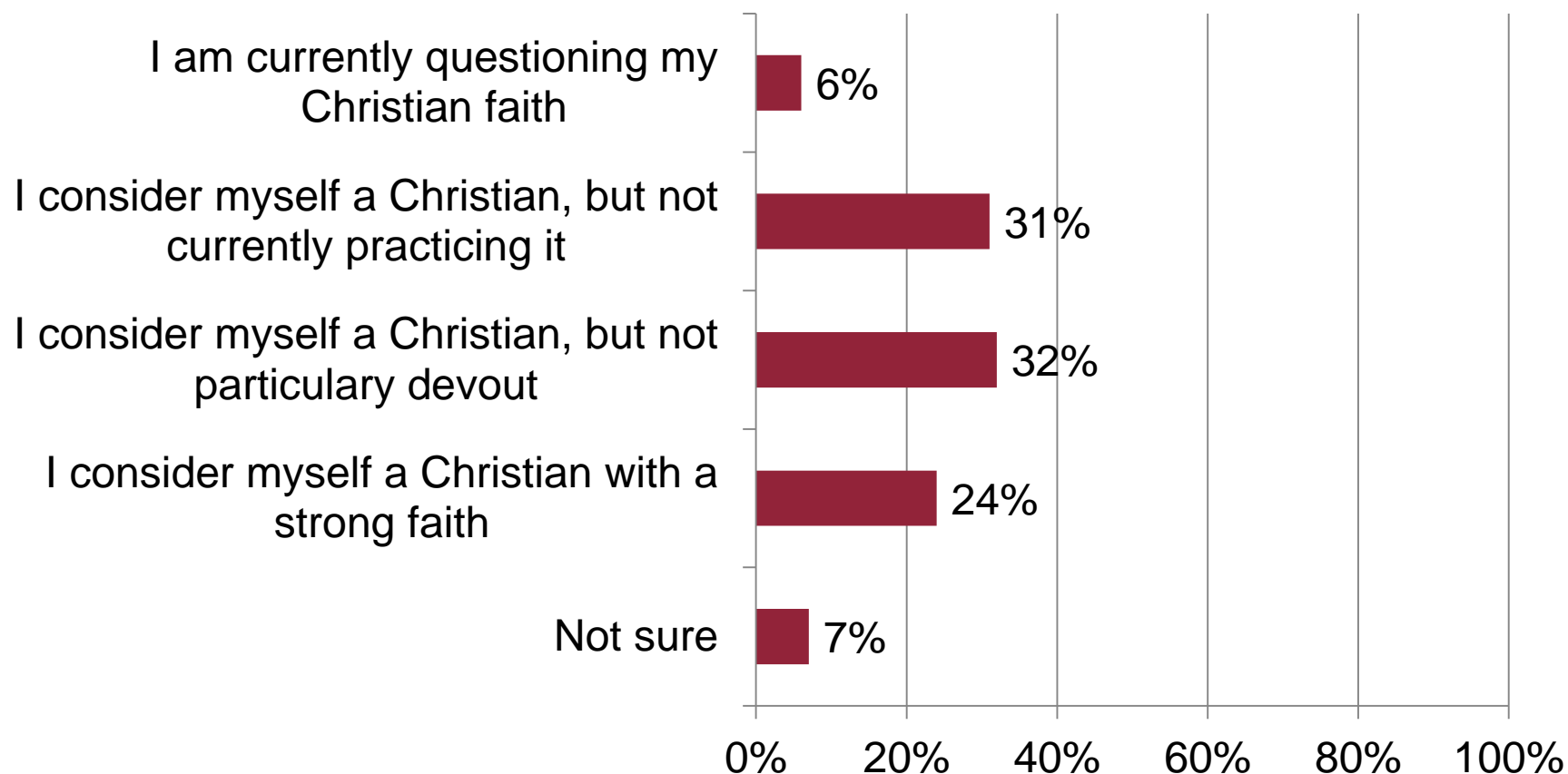
Nearly half of unchurched individuals have a high school diploma or less



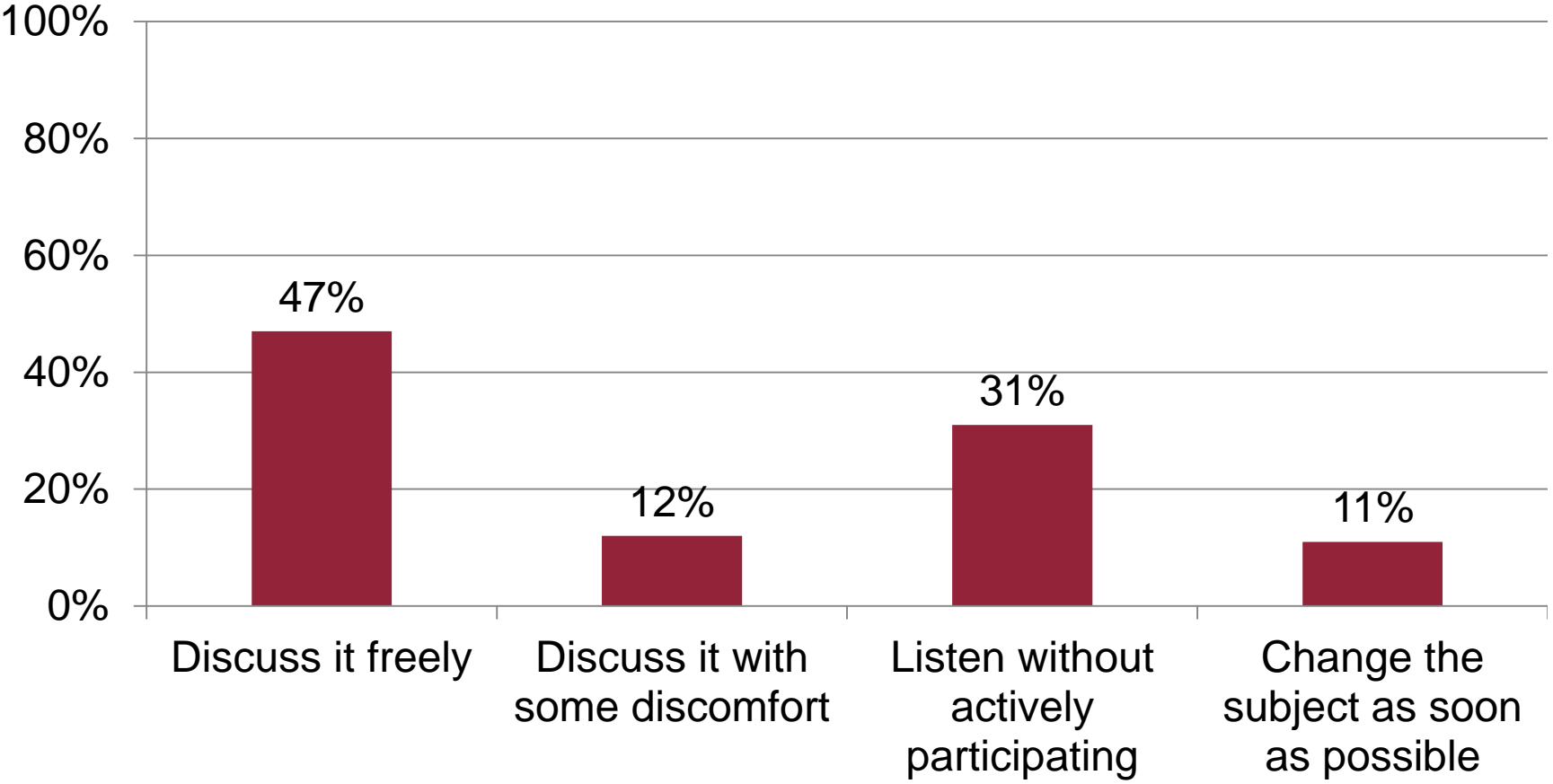
Nearly a third of the unchurched are nonreligious



Among those identifying as Christians, 31% consider themselves a Christian, but are not currently practicing



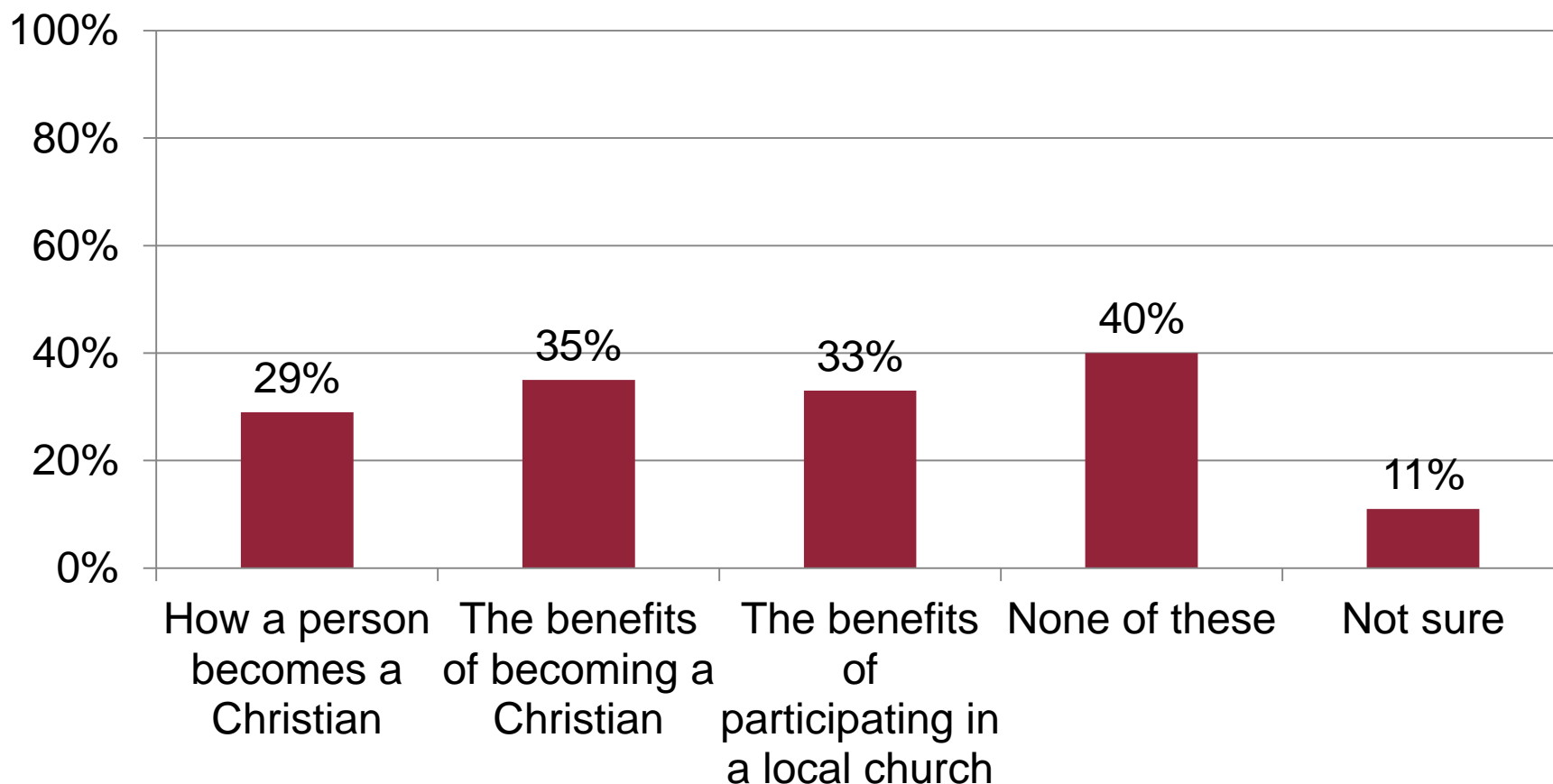
47% say they would “discuss it freely” if someone wants to talk about their religious beliefs



Q12 “When someone wants to talk about their religious beliefs, how do you respond? (Select One)”

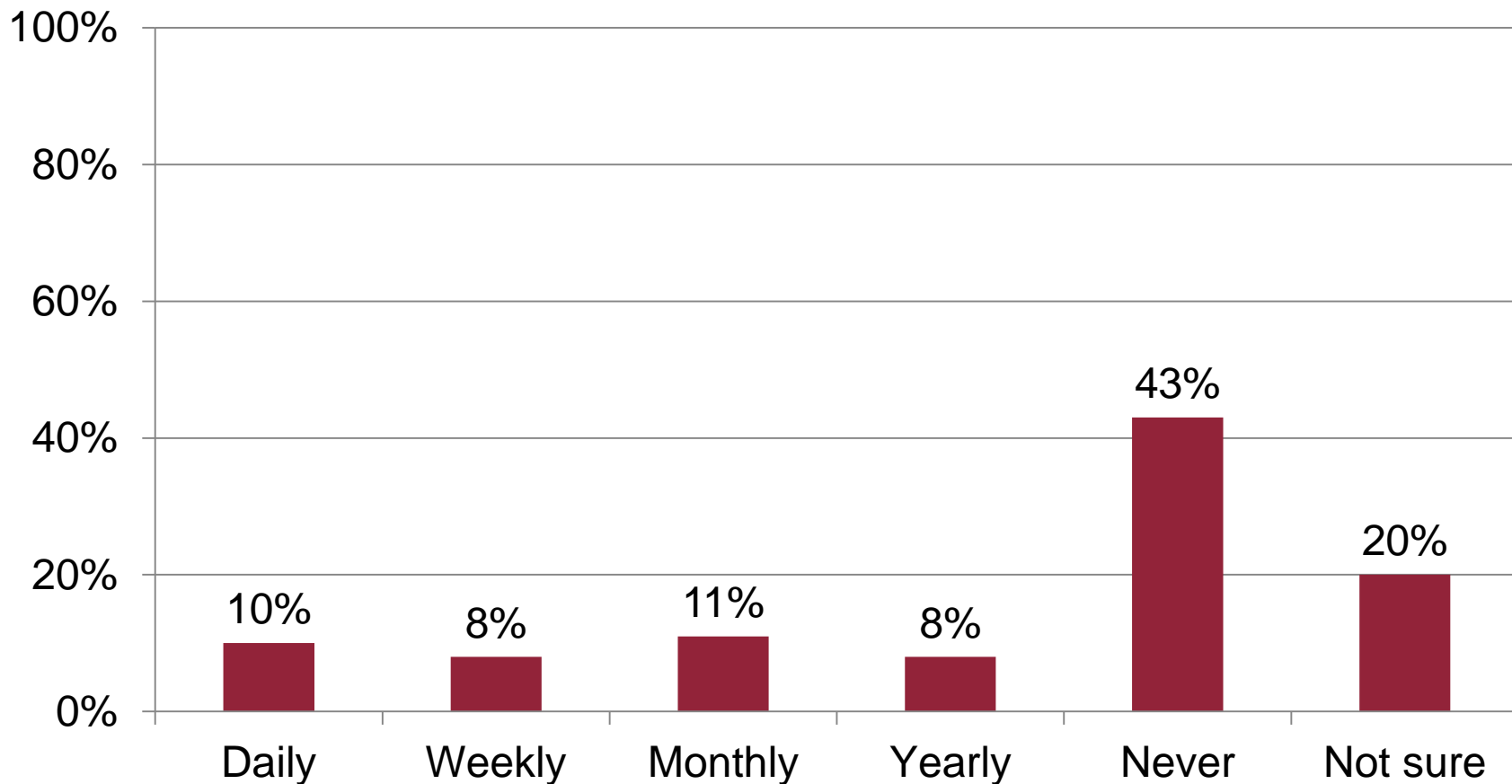


35% say that a Christian has shared the benefits of becoming a Christian with them

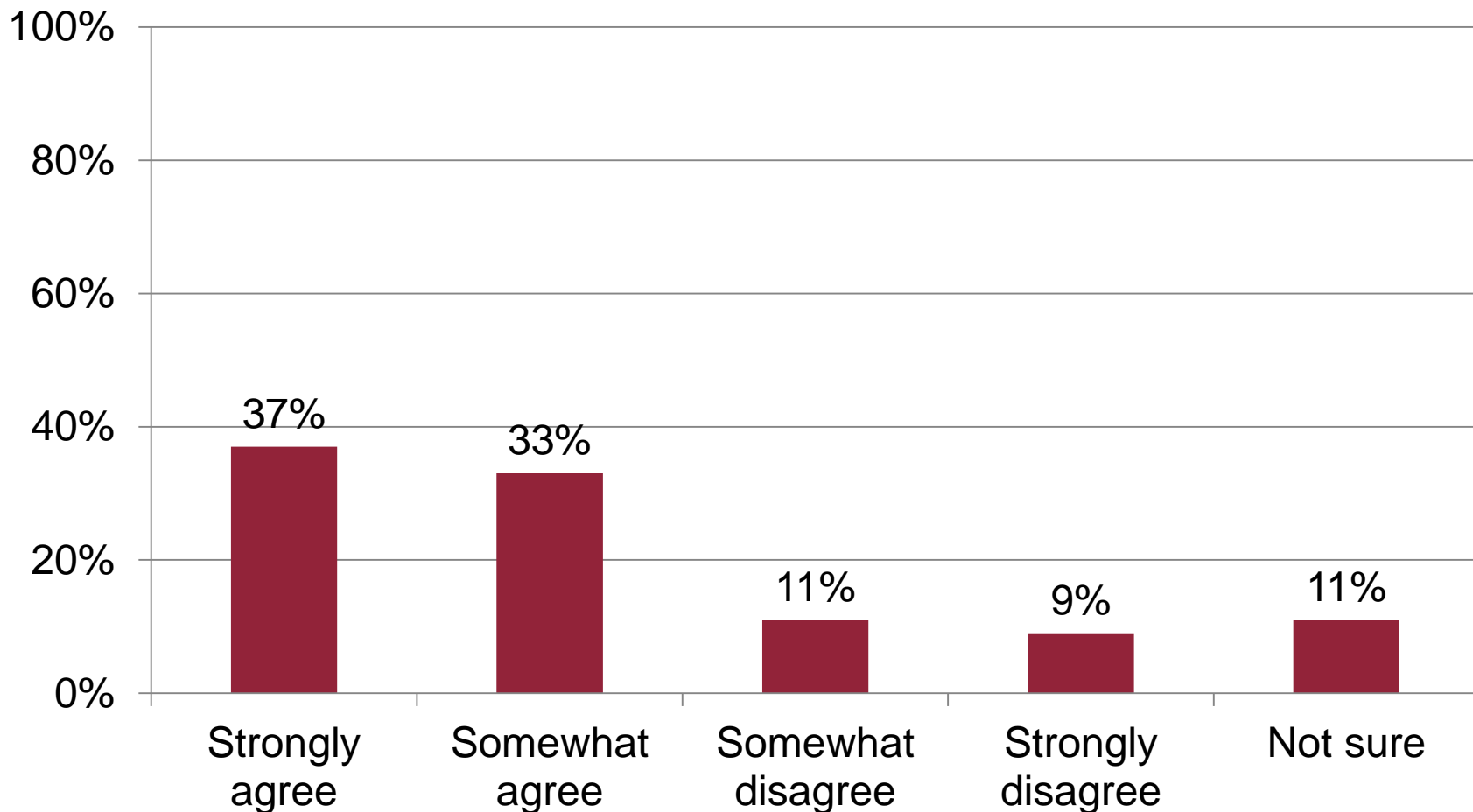


Q13 "Has a Christian ever shared with you one-on-one any of the following? (Select all that apply)"

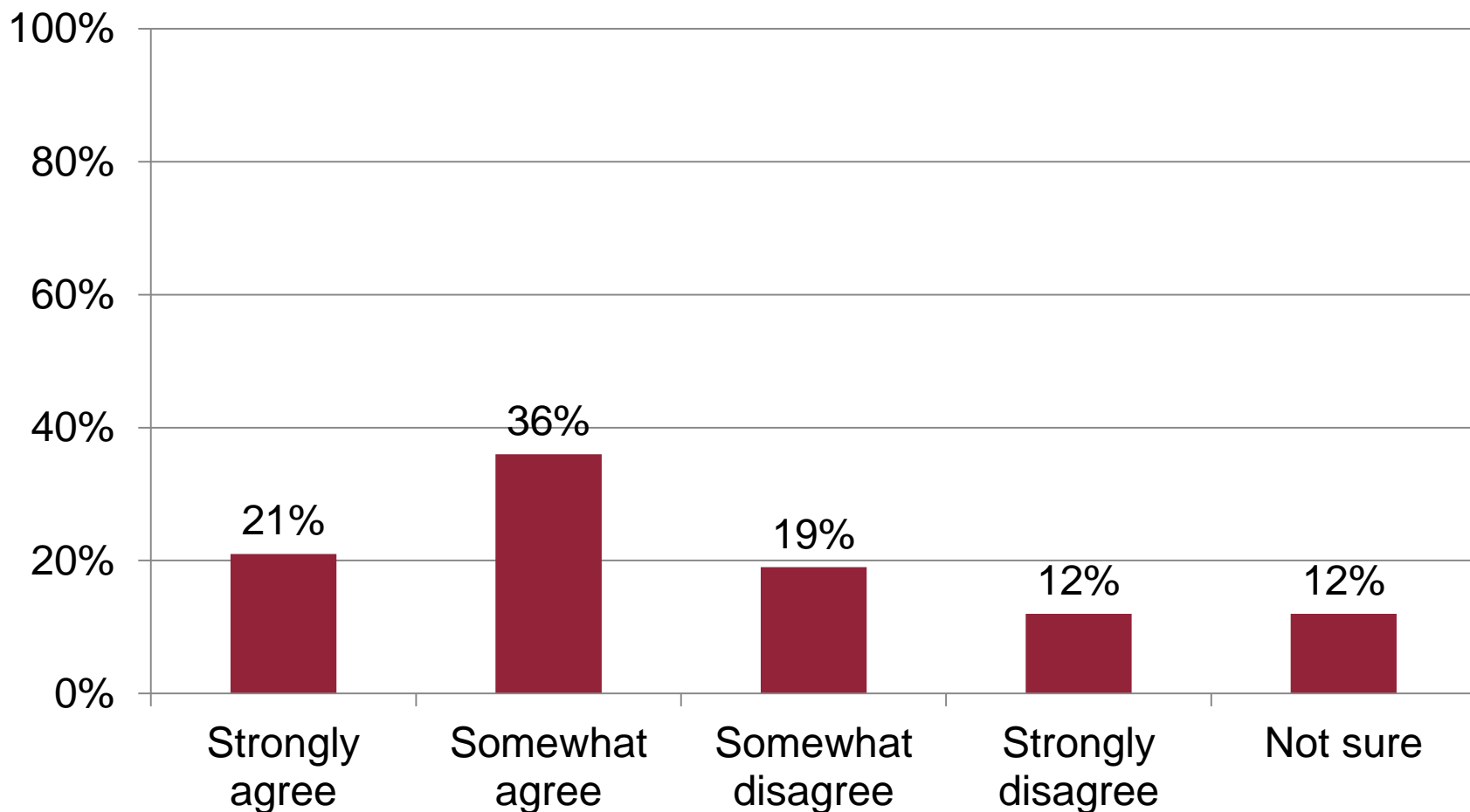
43% say they never wonder if they would go to heaven when they die



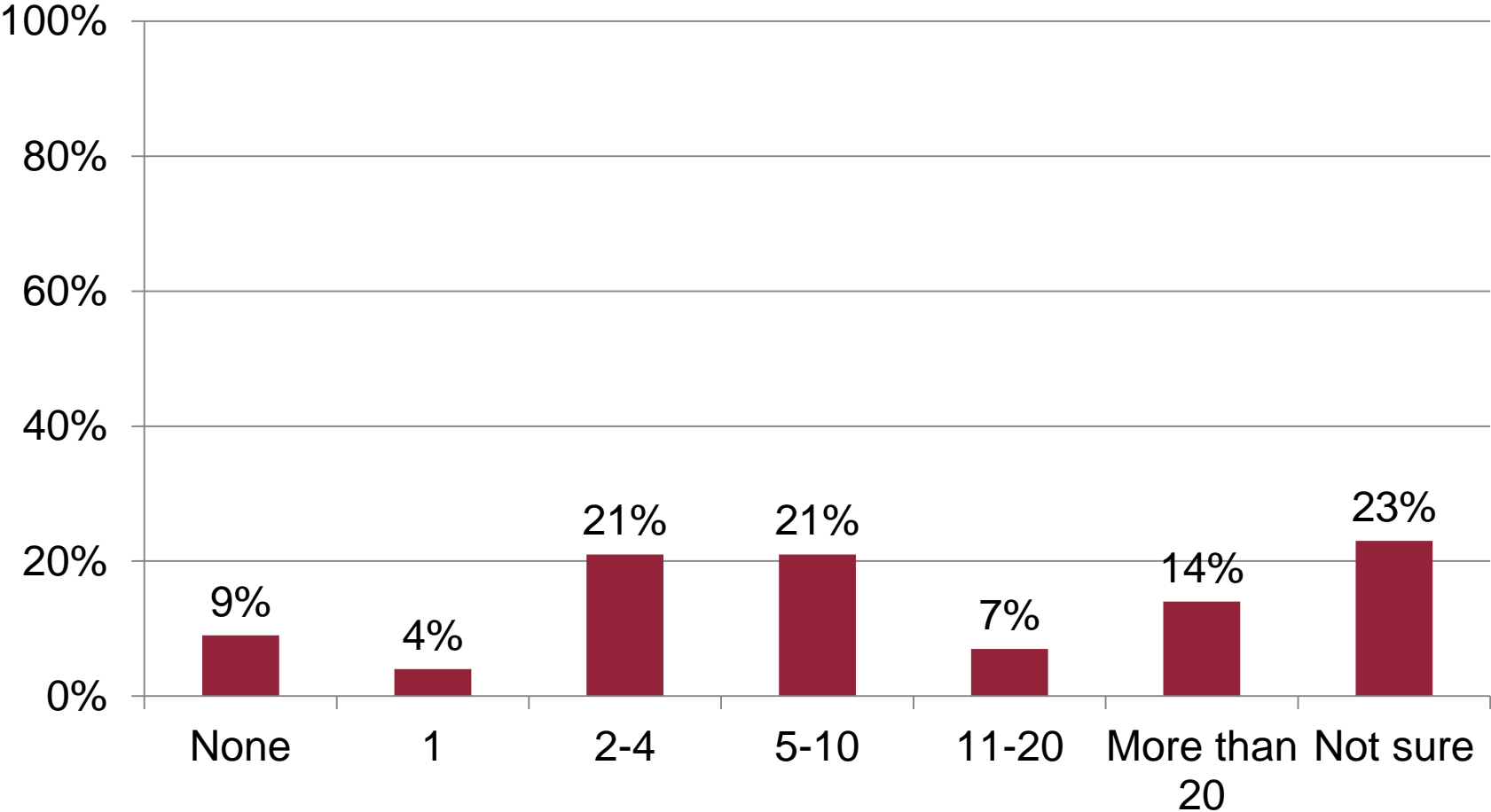
7 out of 10 agree that there is an ultimate purpose and plan for every person's life



57% agree that a major priority in their life is finding their deeper purpose

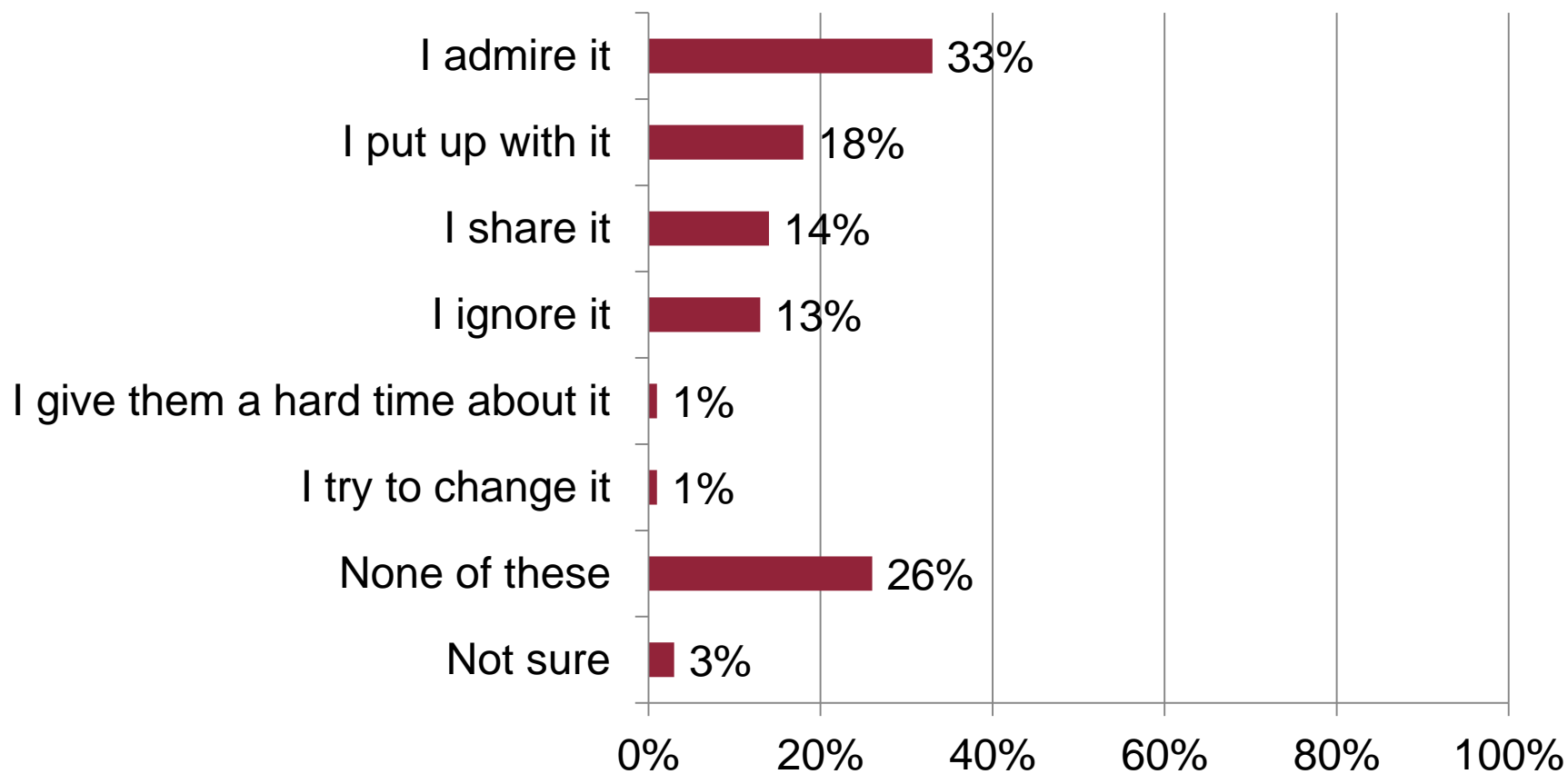


43% say they regularly interact with between 2 and 10 friends who consider themselves Christians



Q17 "How many friends do you interact with regularly who consider themselves Christians? (Select One)"

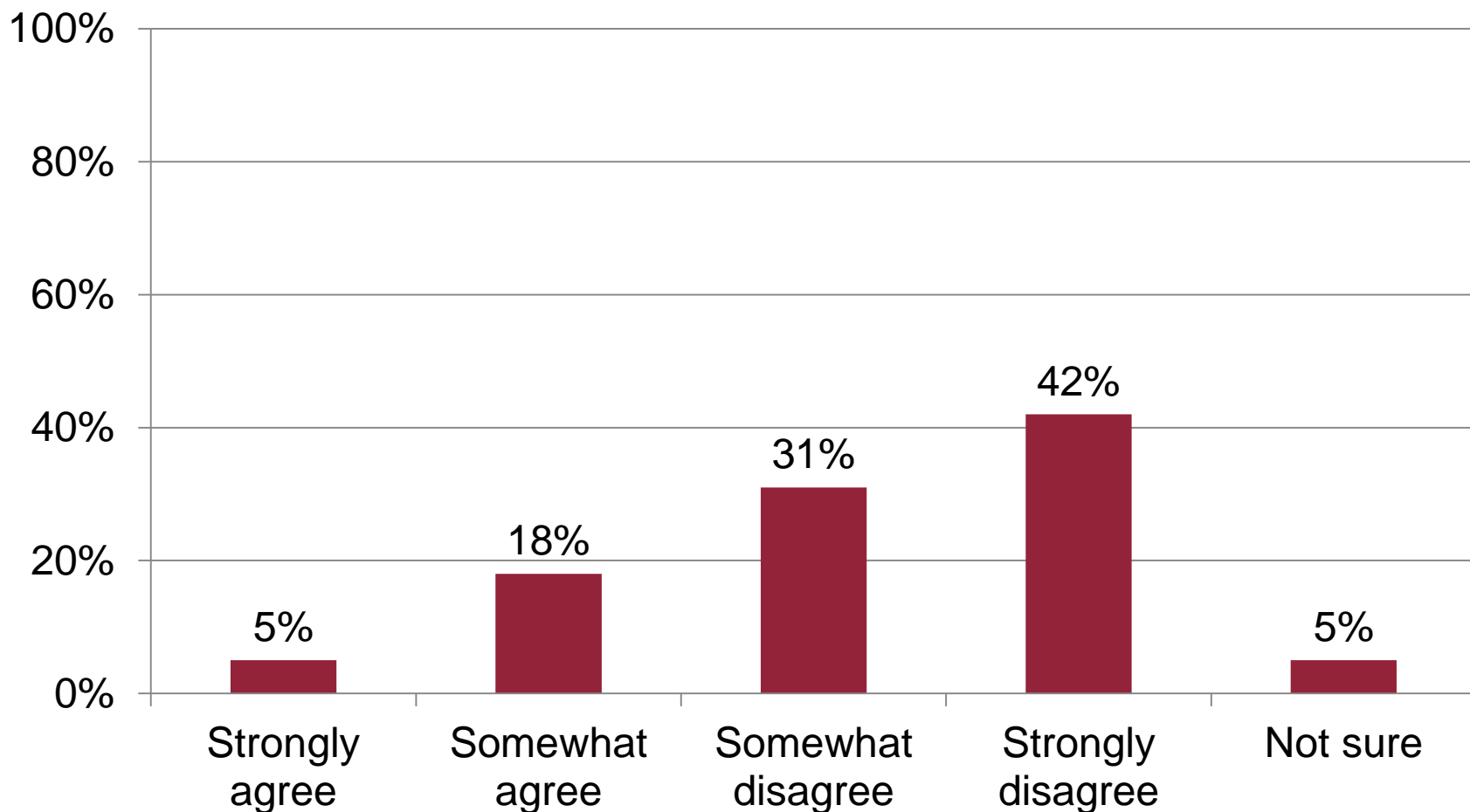
“Which of the following describes your feelings about the faith of your Christian friends?”



Q18 “Which of the following describes your feelings about the faith of your Christian friends? (Select all that apply)”

Asked of those with 1 or more Christian friends n=1406

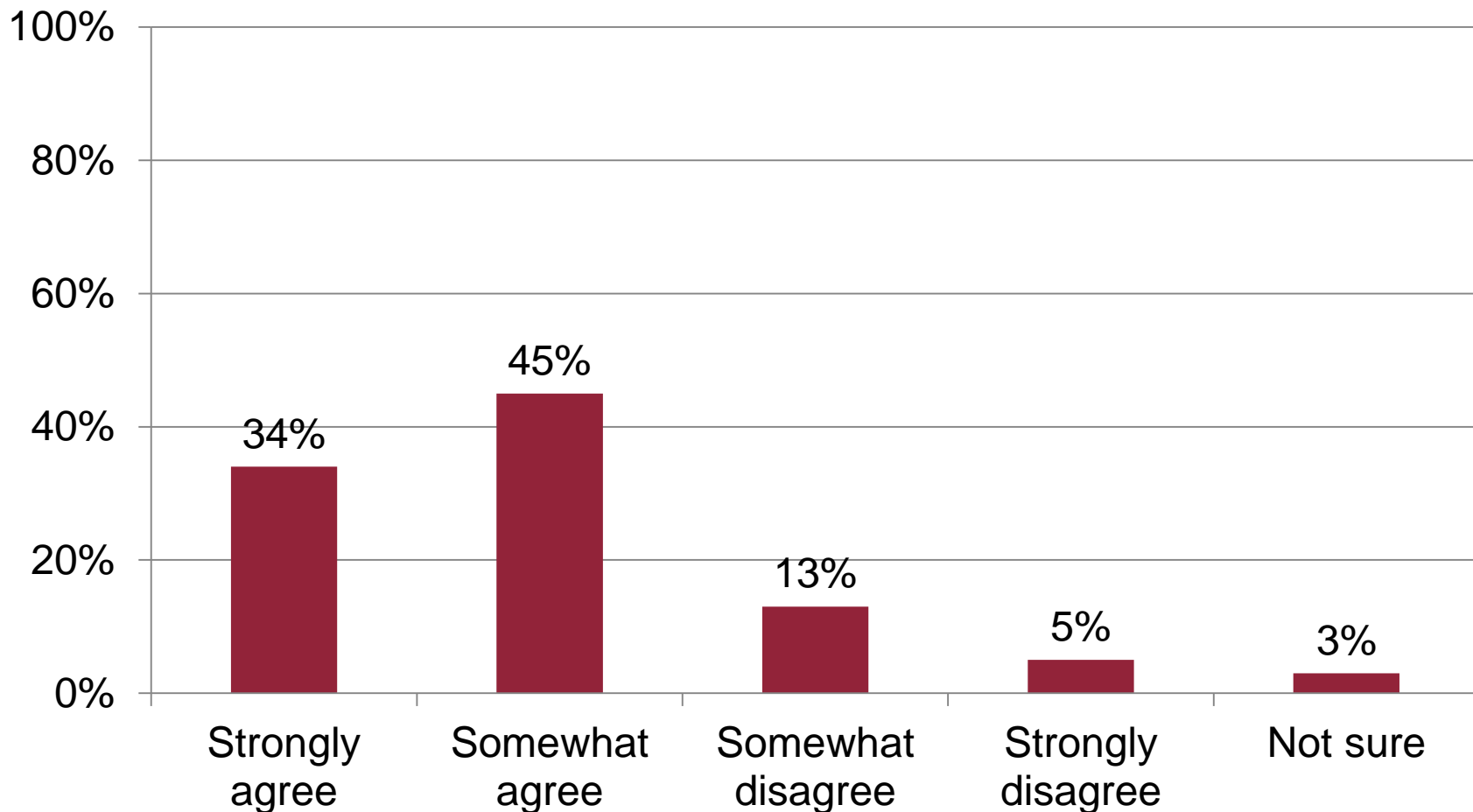
73% disagree that their Christian friends talk about their faith too much



Q19 "My Christian friends talk about their faith too much."

Asked of those with 1 or more Christian friends n=1406

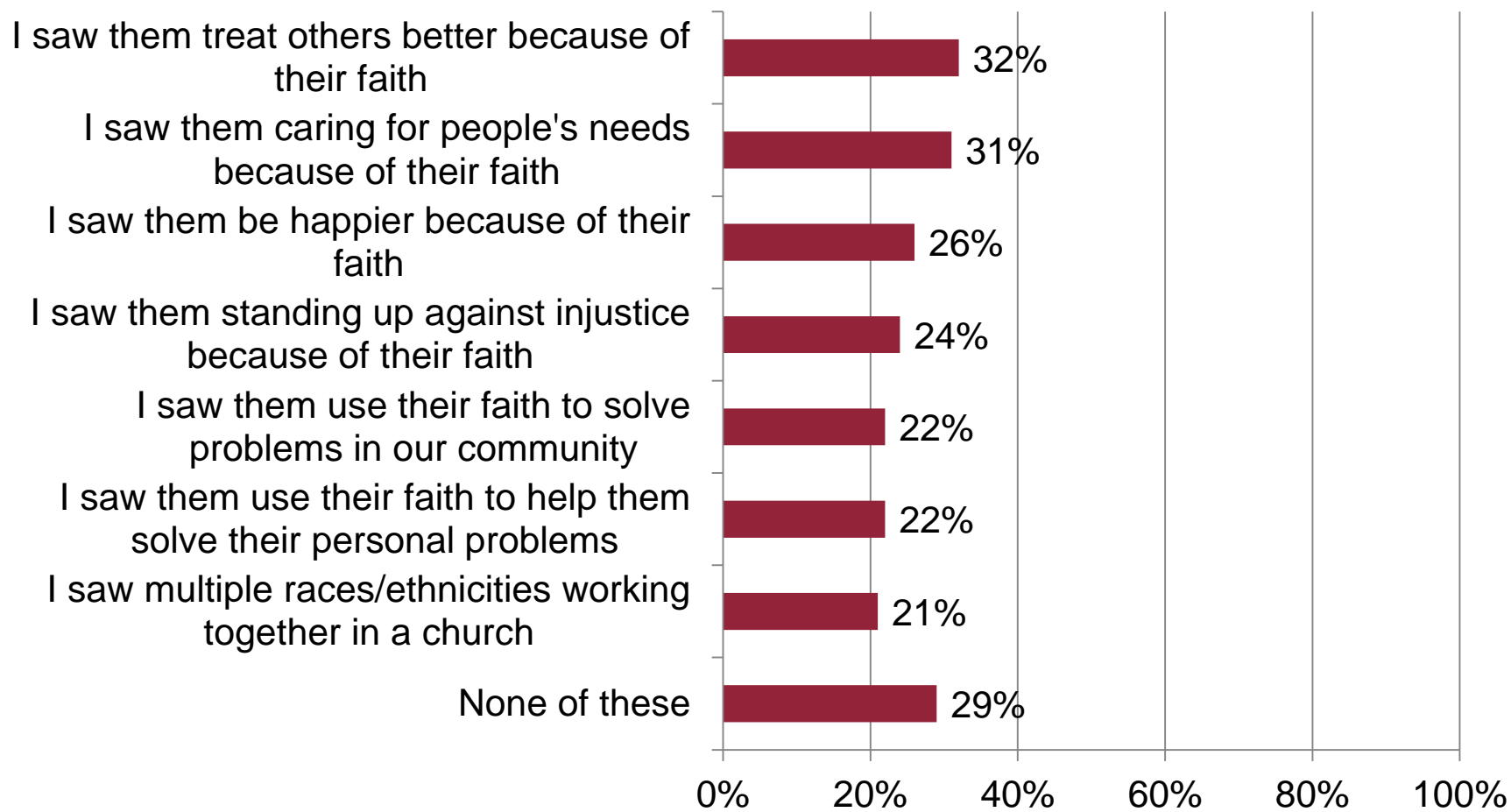
79% do not mind their friends talking about their faith, if they really value it



Q20 "If a friend of mine really values their faith, I don't mind them talking about it."

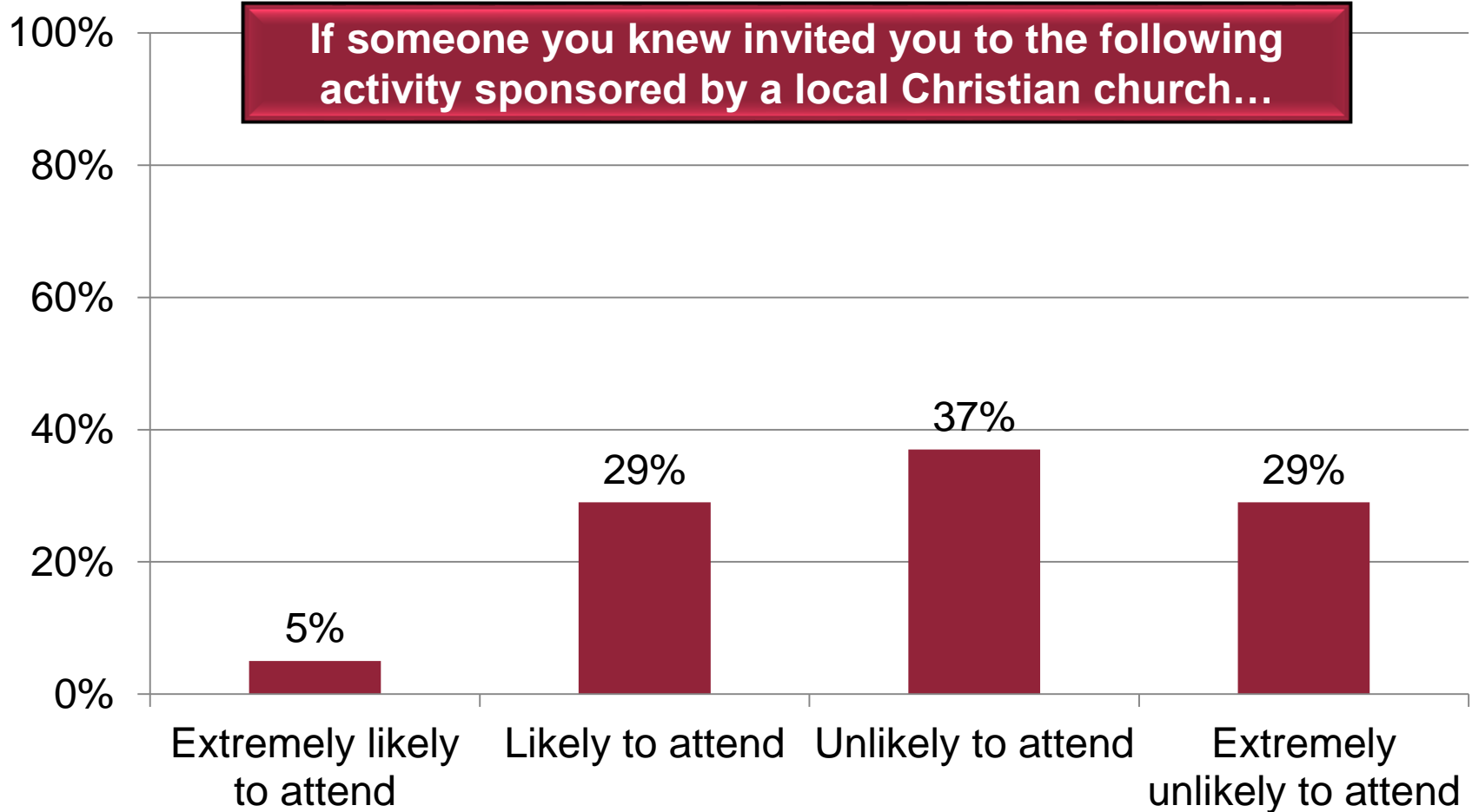
Asked of those with 1 or more Christian friends n=1406

“Which, if any, of the following would make you more interested in listening to what Christians had to say?”

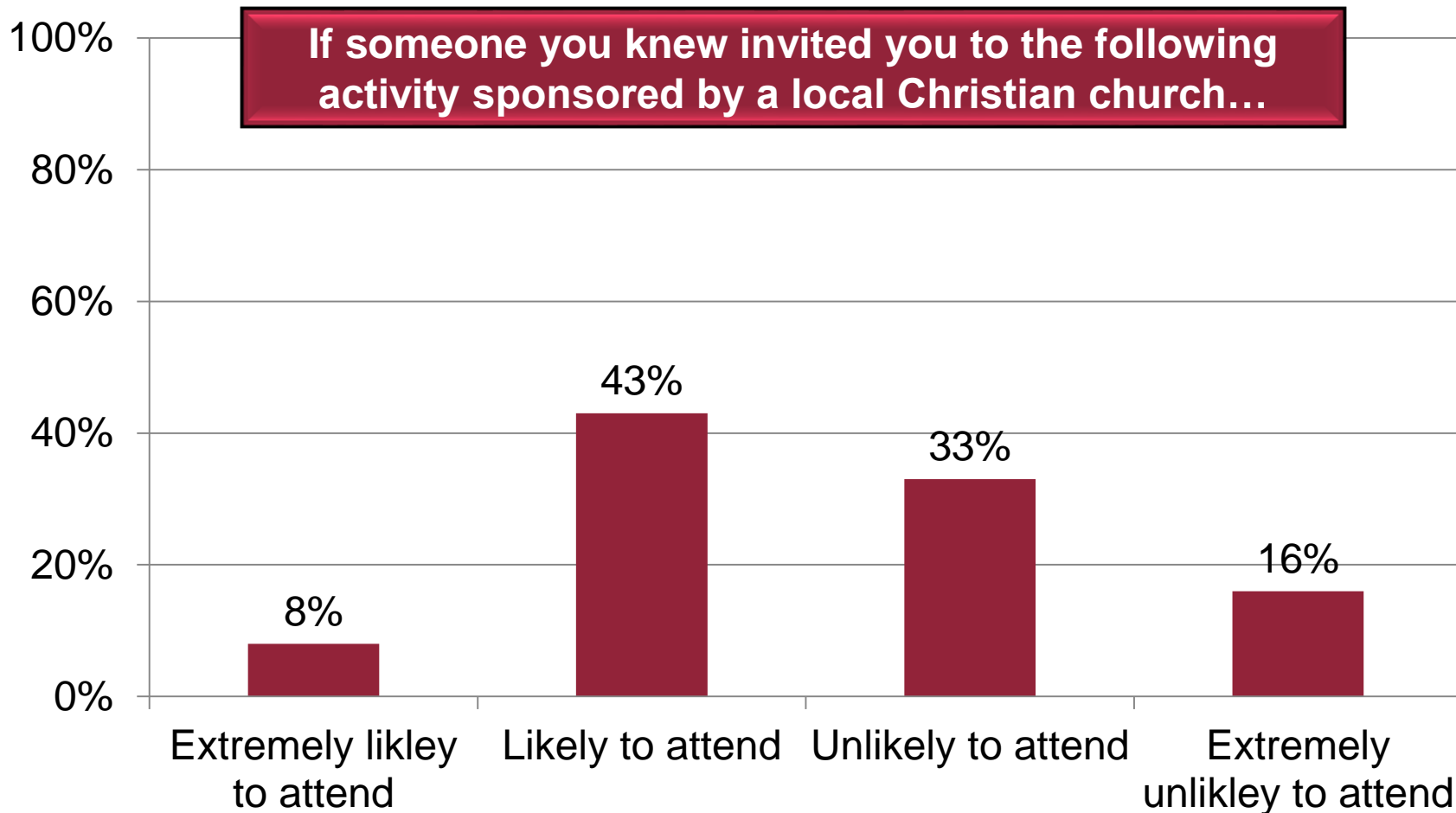


Not sure 16%

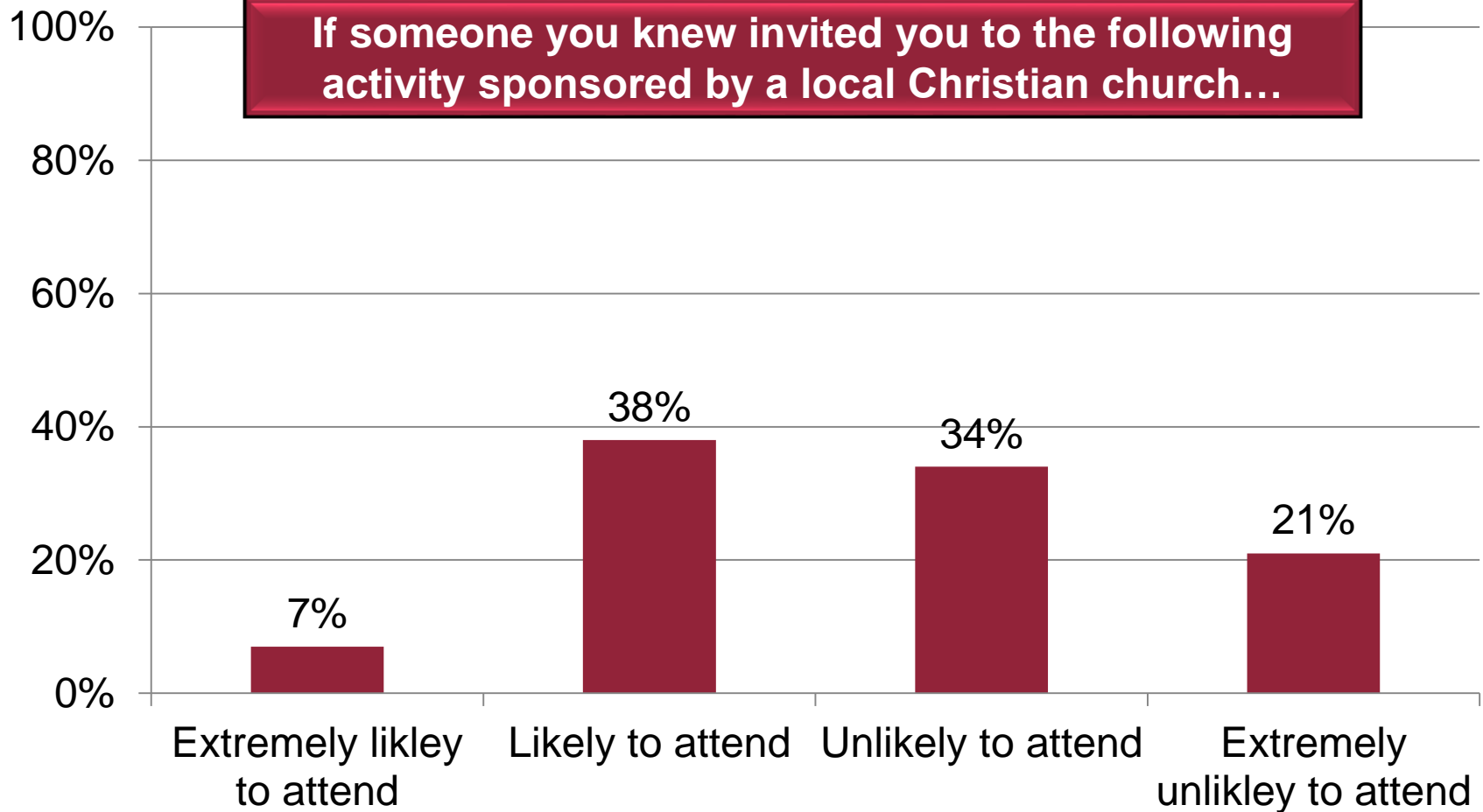
35% say they would attend a worship service



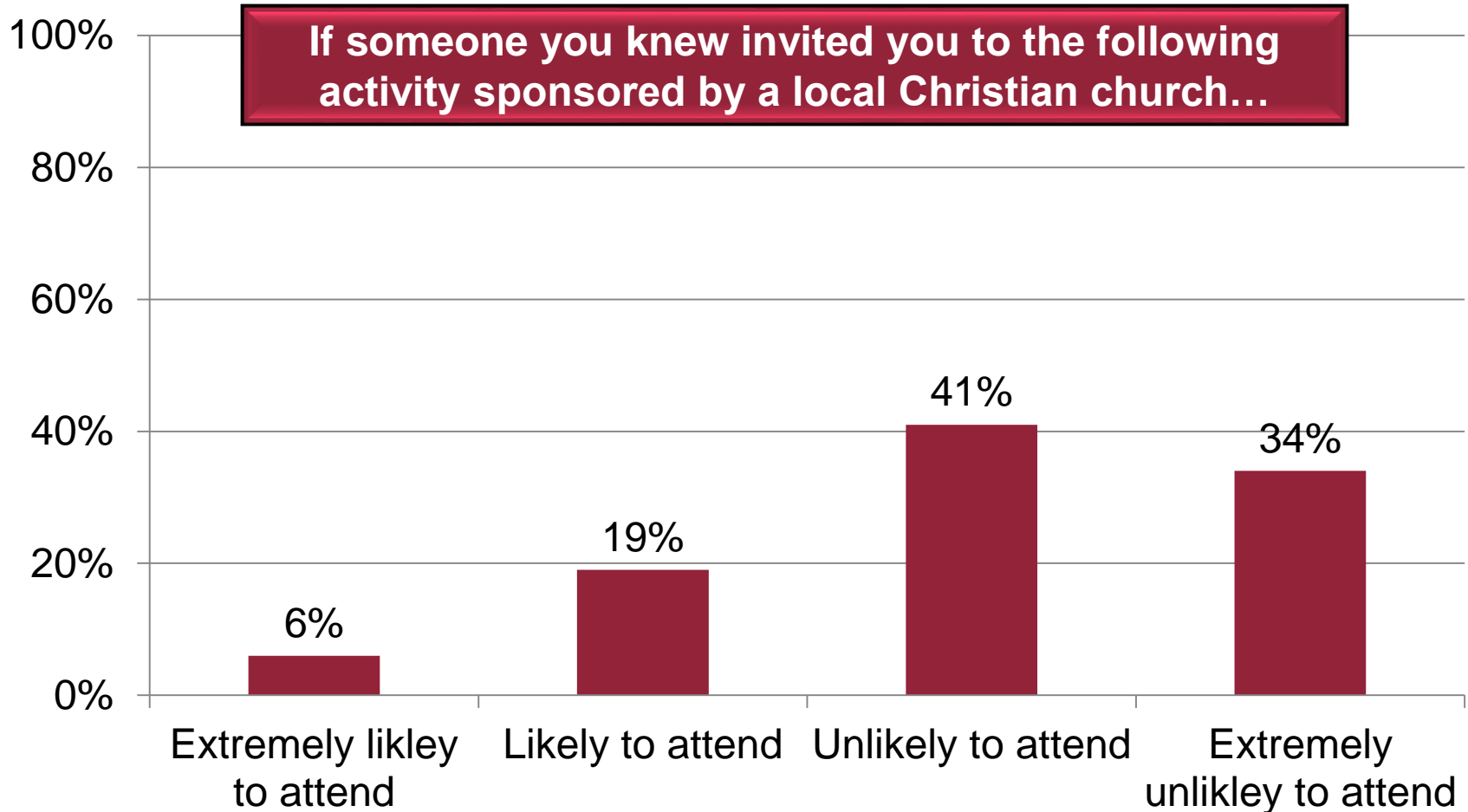
51% say they would attend a community service project



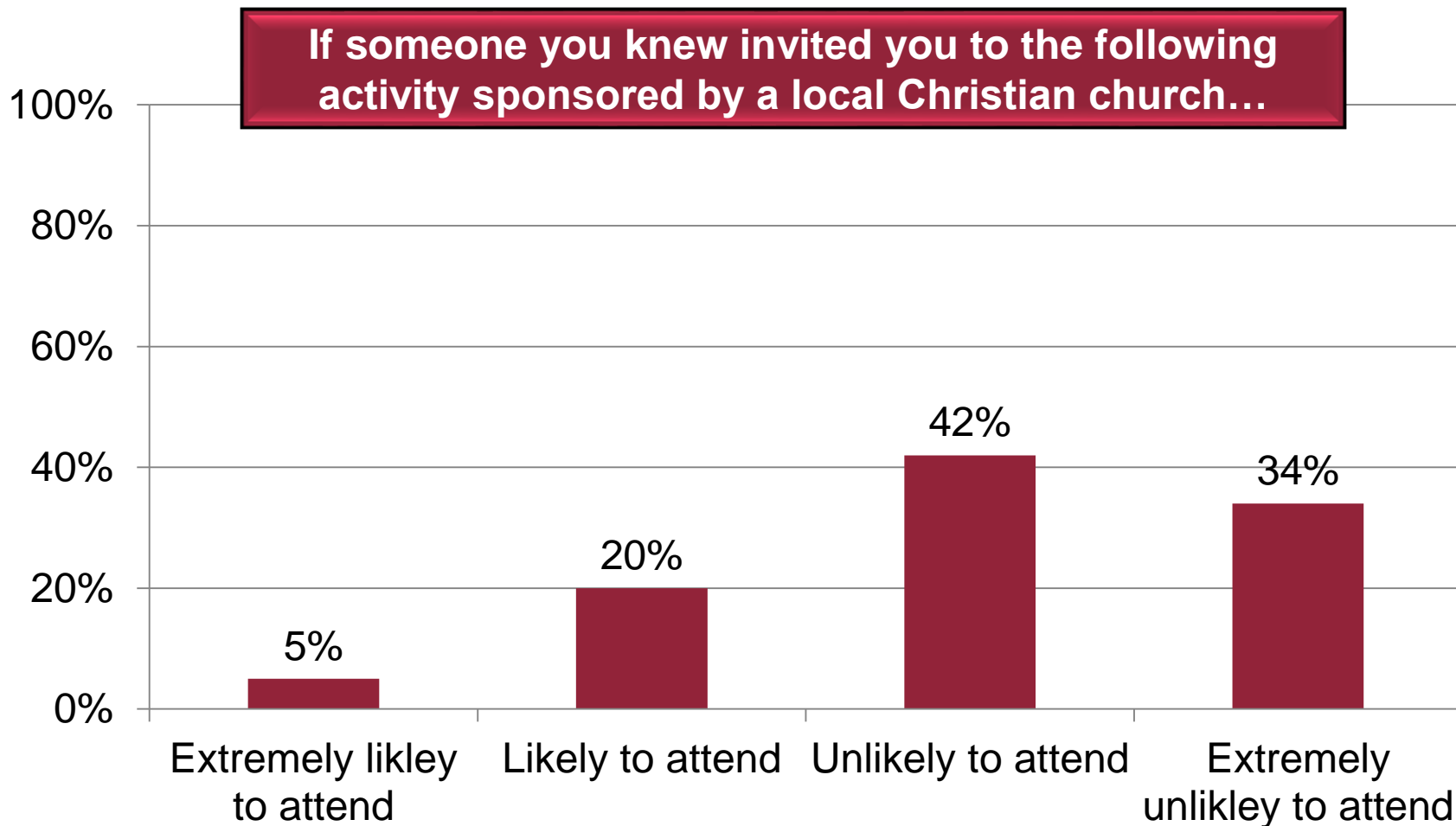
45% say they would attend a concert



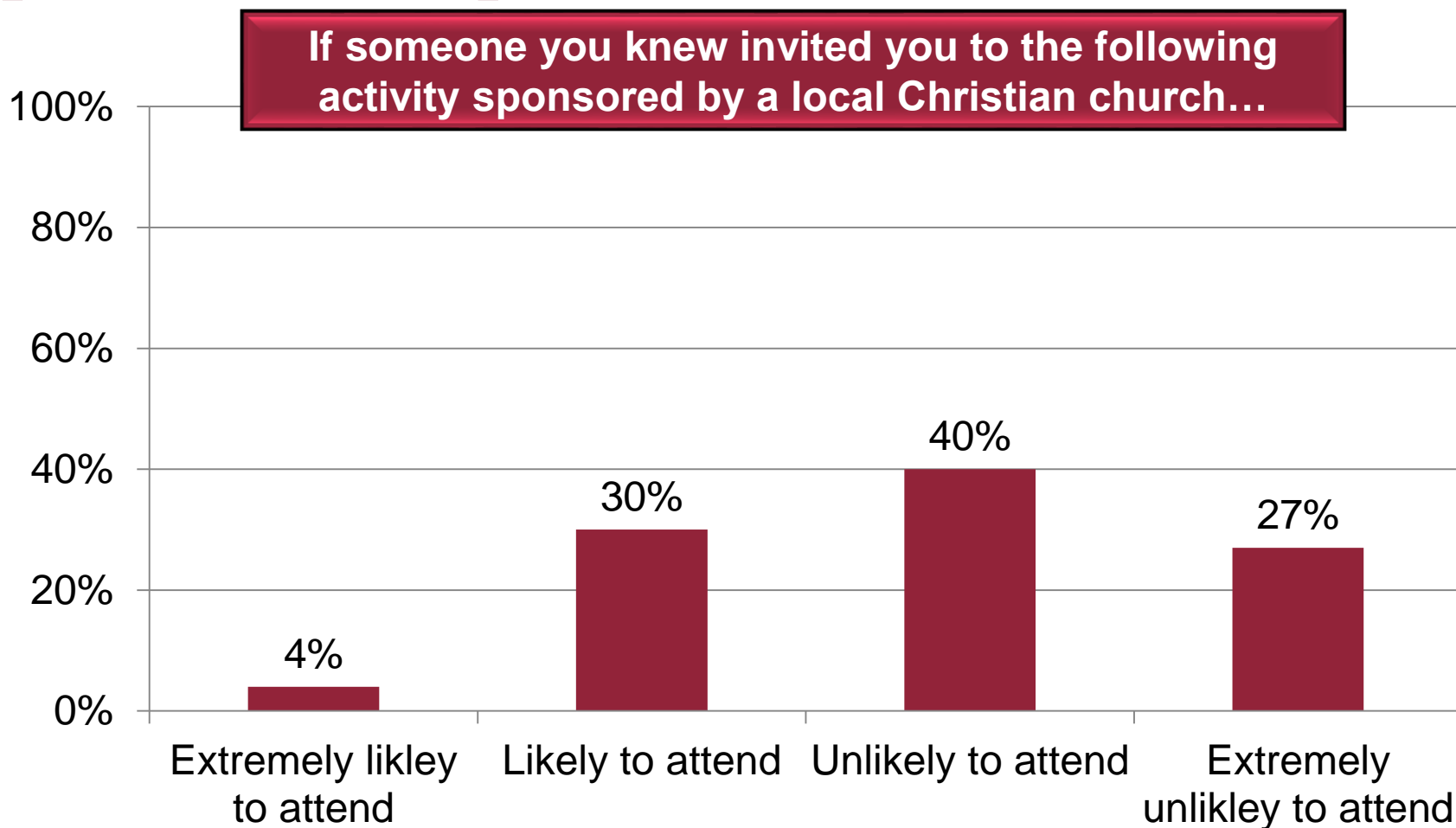
25% say they would attend a recovery group



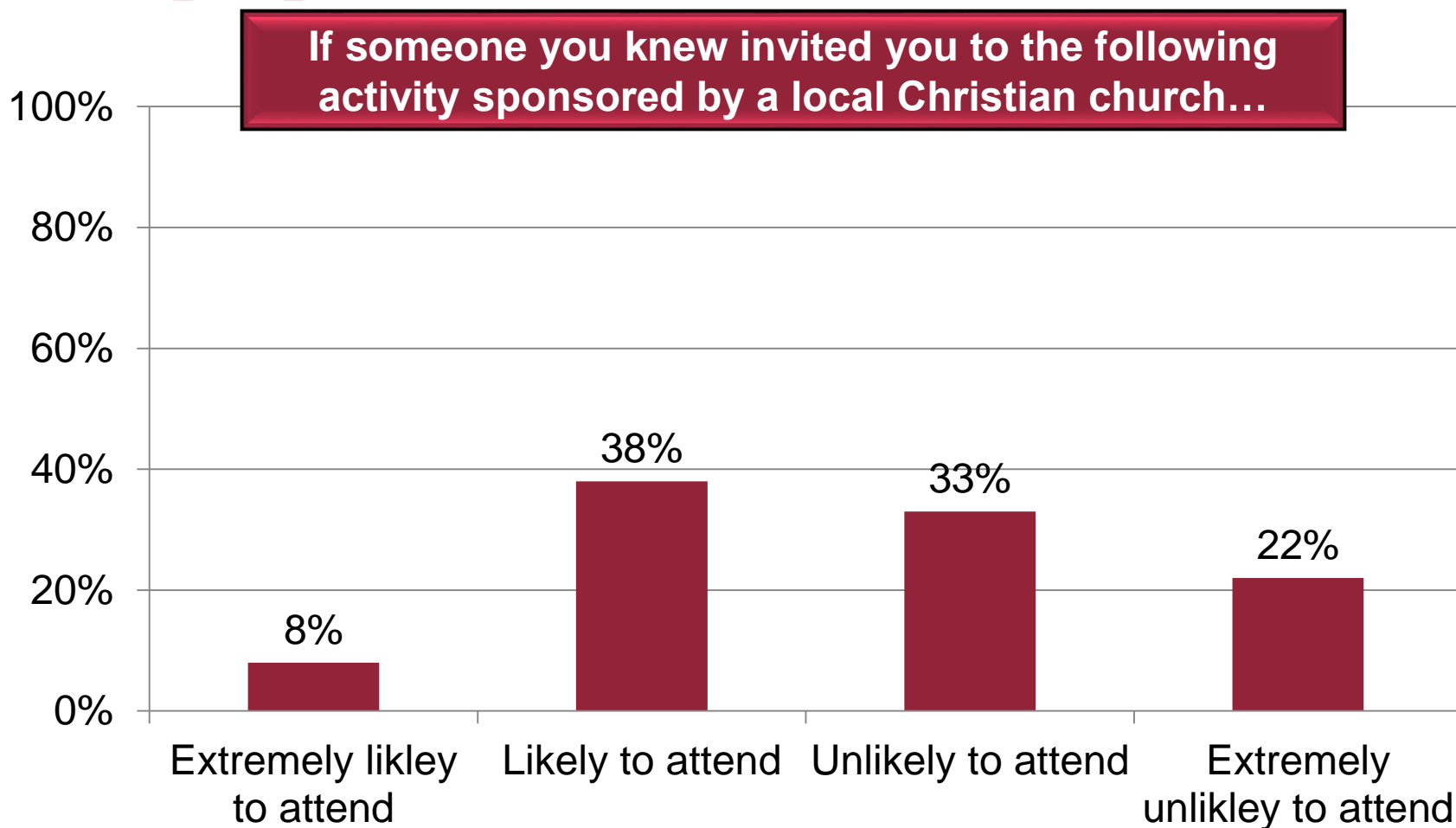
24% say they would attend a seminar on a spiritual topic



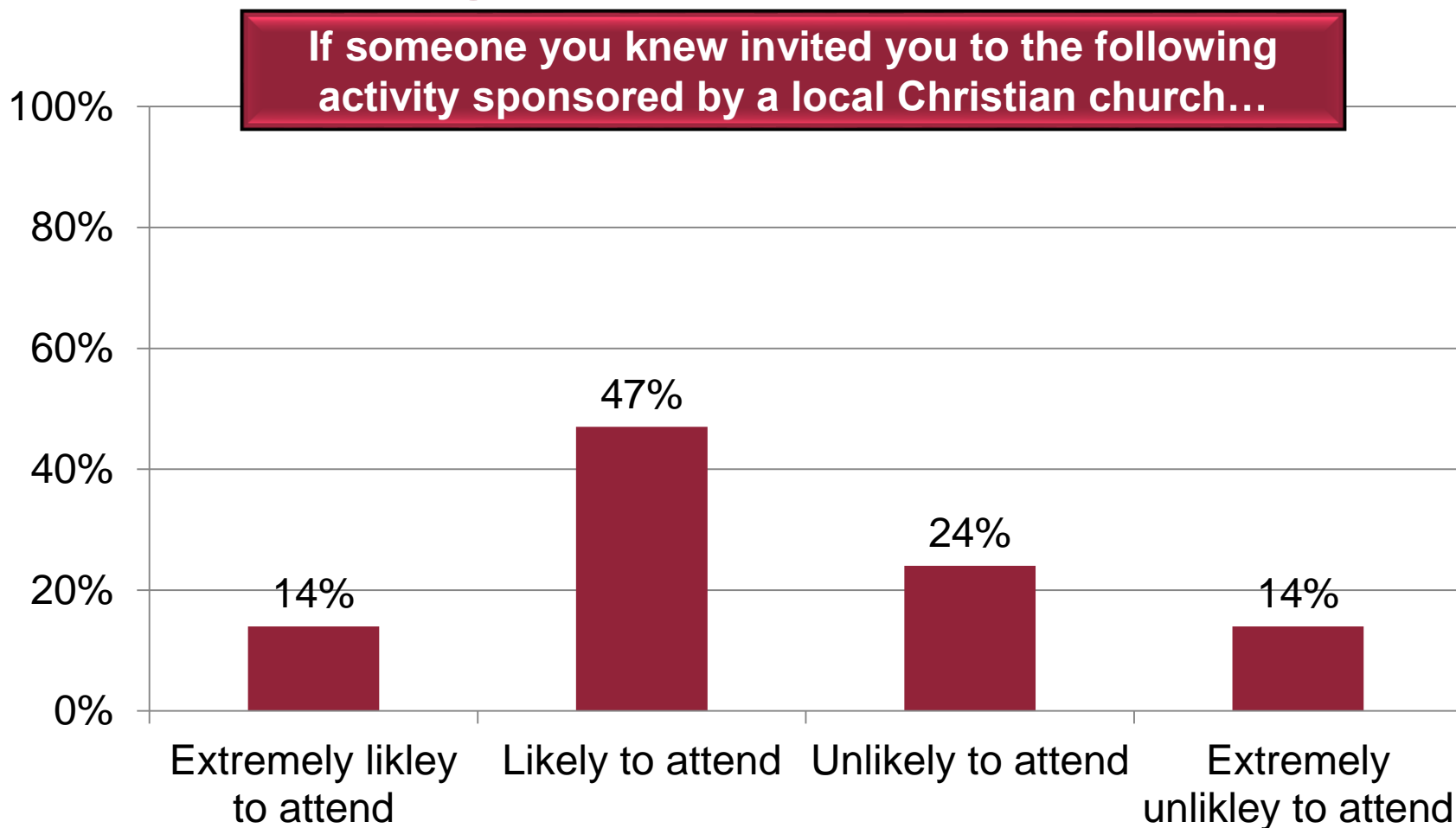
34% say they would attend a seminar on a practical life topic



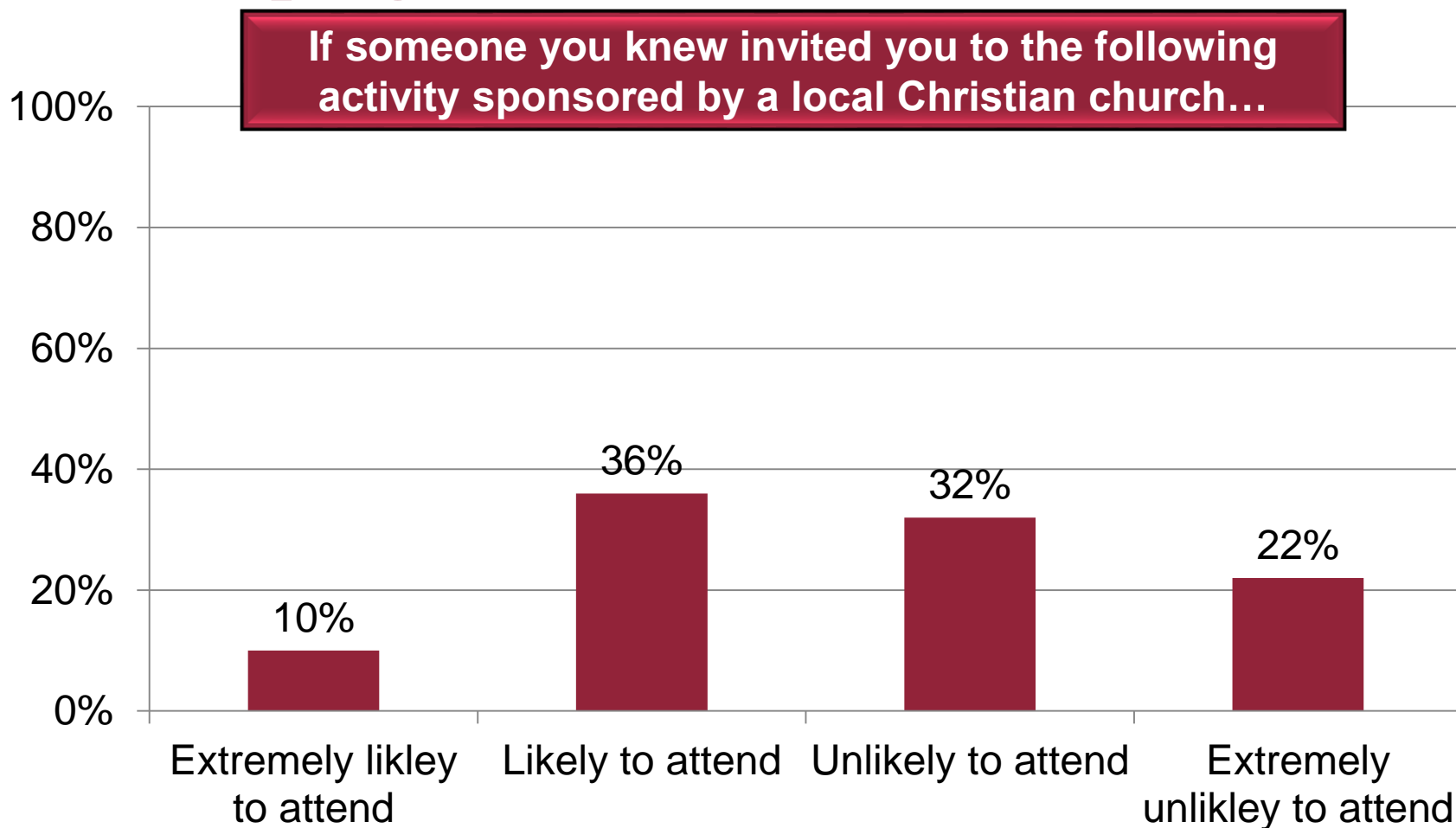
45% say they would attend an opportunity to meet people who live in their area



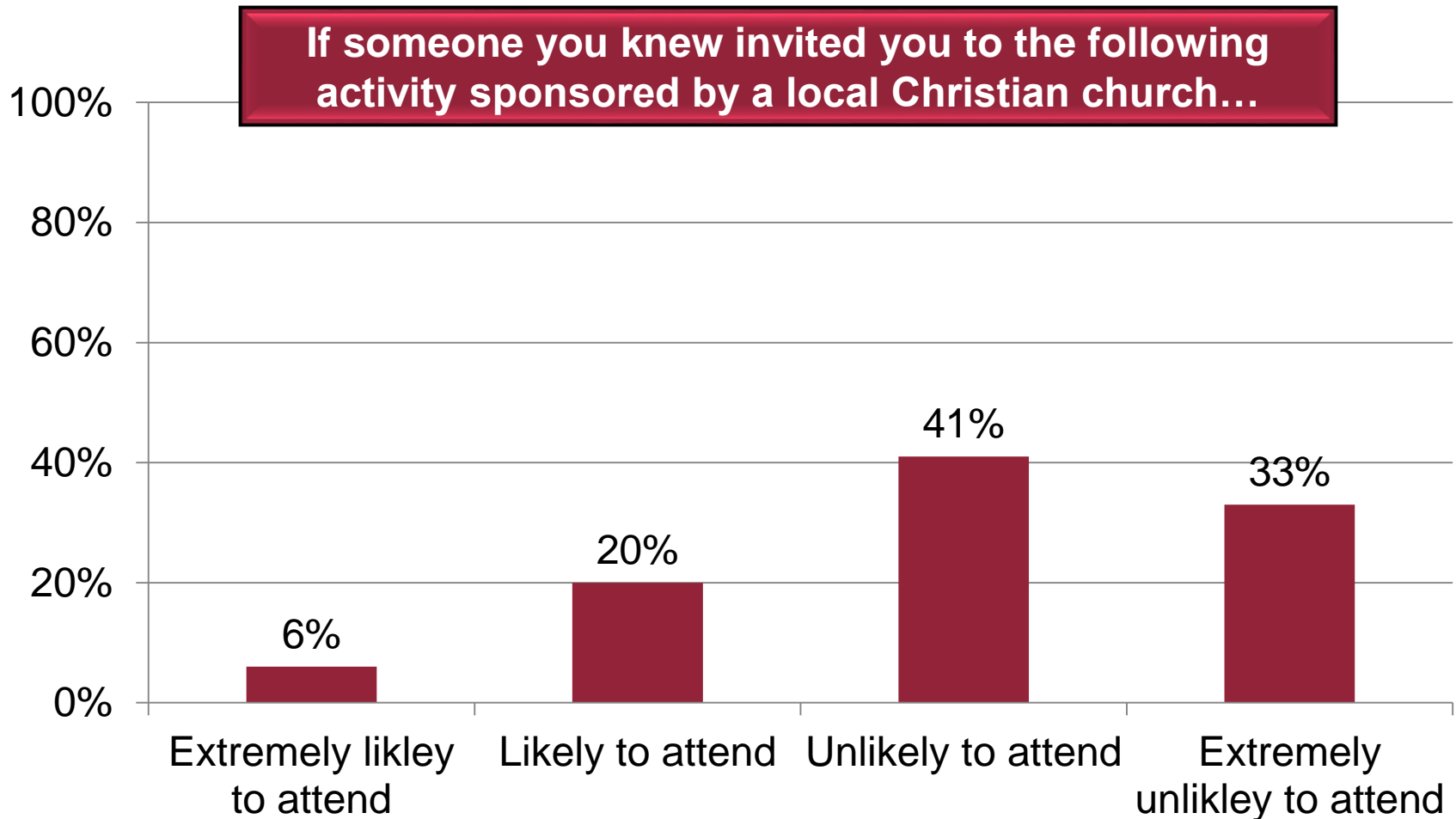
62% say they would attend an event to help make their neighborhood safer



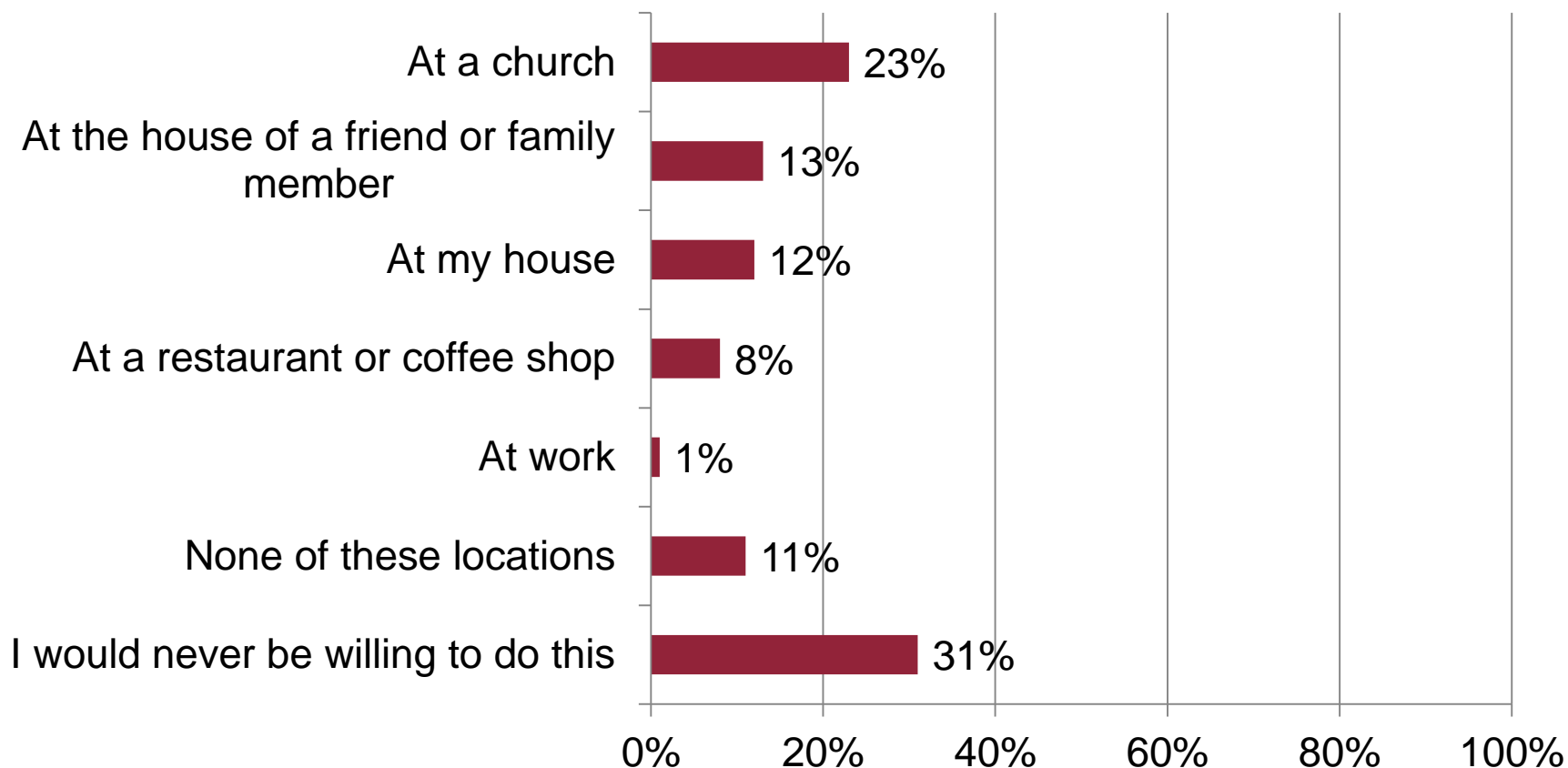
46% say they would attend a sports or exercise program



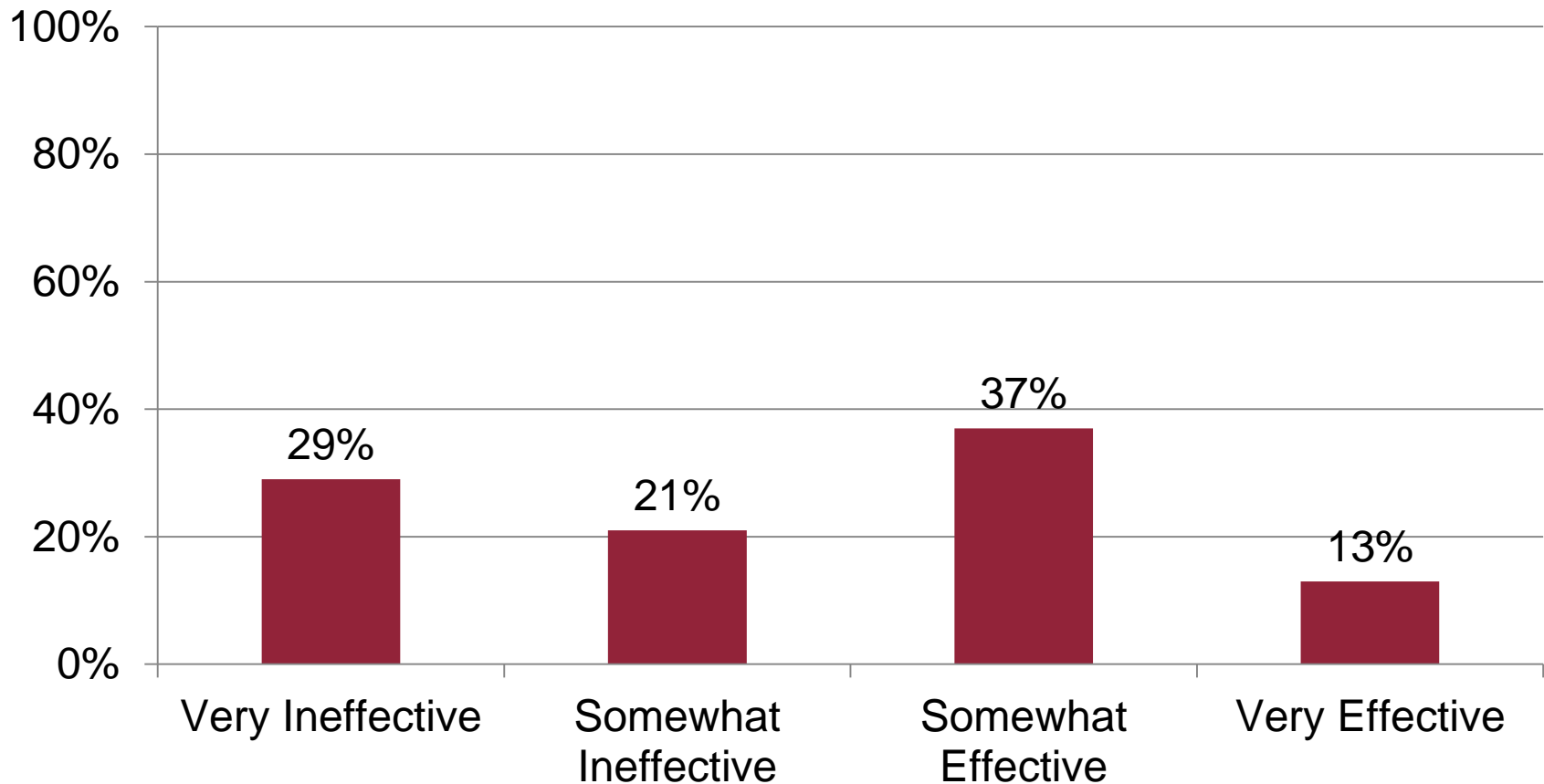
26% say they would attend a small group for people curious about God



If they were to meet with other people to explore and discuss the Bible, 23% say they would prefer to meet at a church

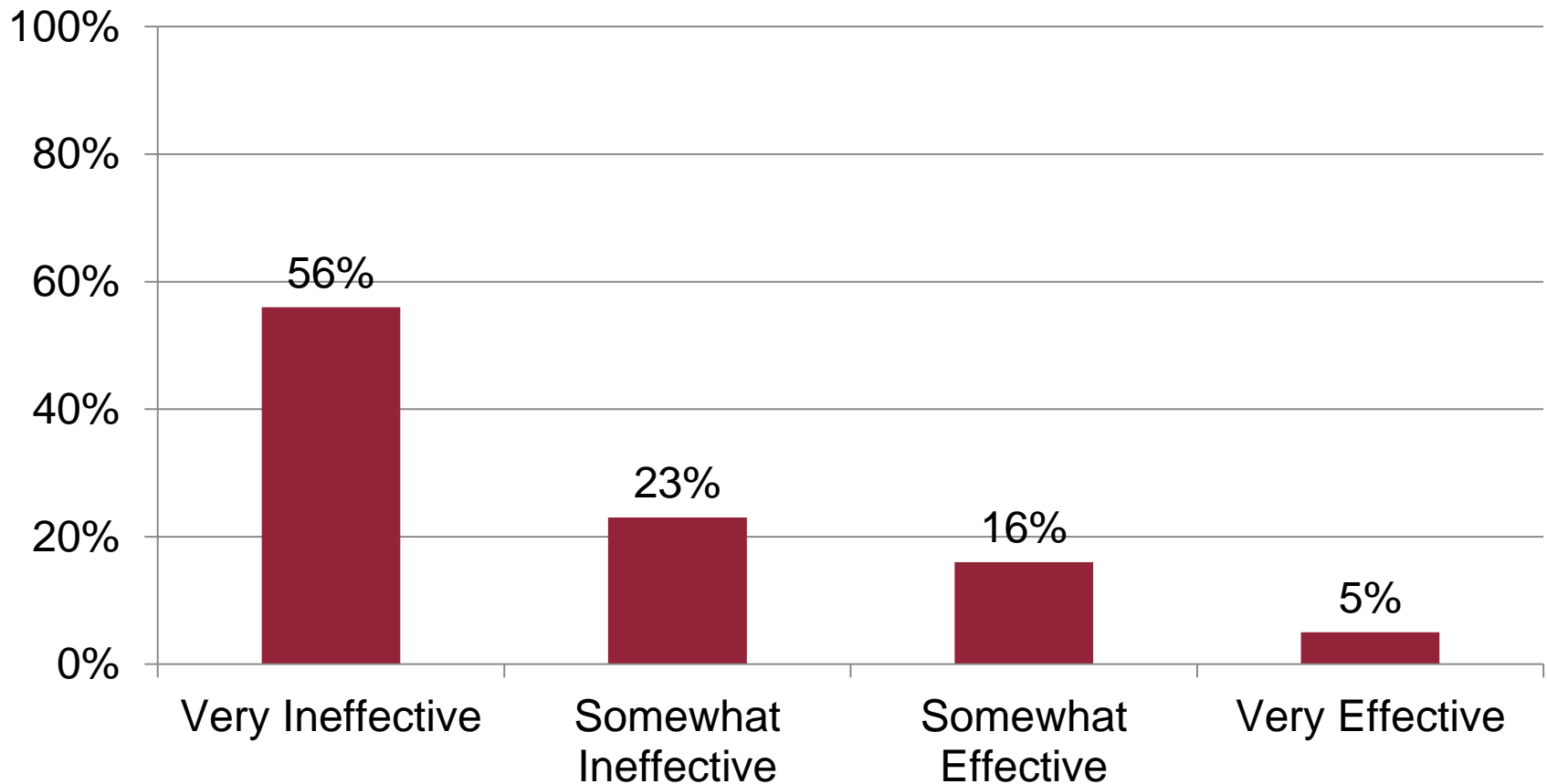


51% say a personal invitation from a friend or neighbor from the church would be effective in getting them to visit



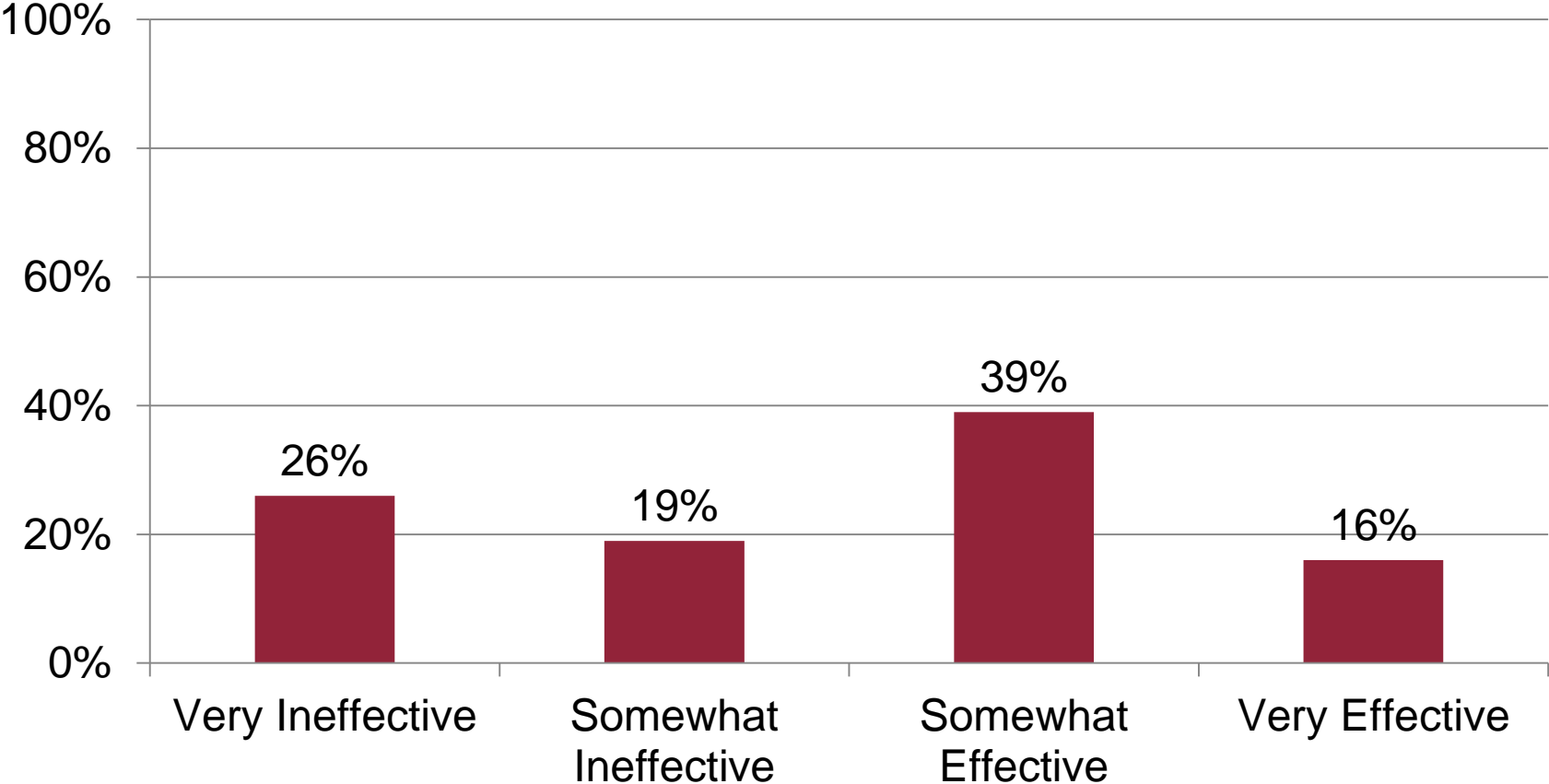
Q24_1 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Personal invitation from a friend or neighbor from the church**"

21% say a visit to their door by a church member would be effective in getting them to visit



Q24_2 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Visit to your door by a member of that church or faith community**"

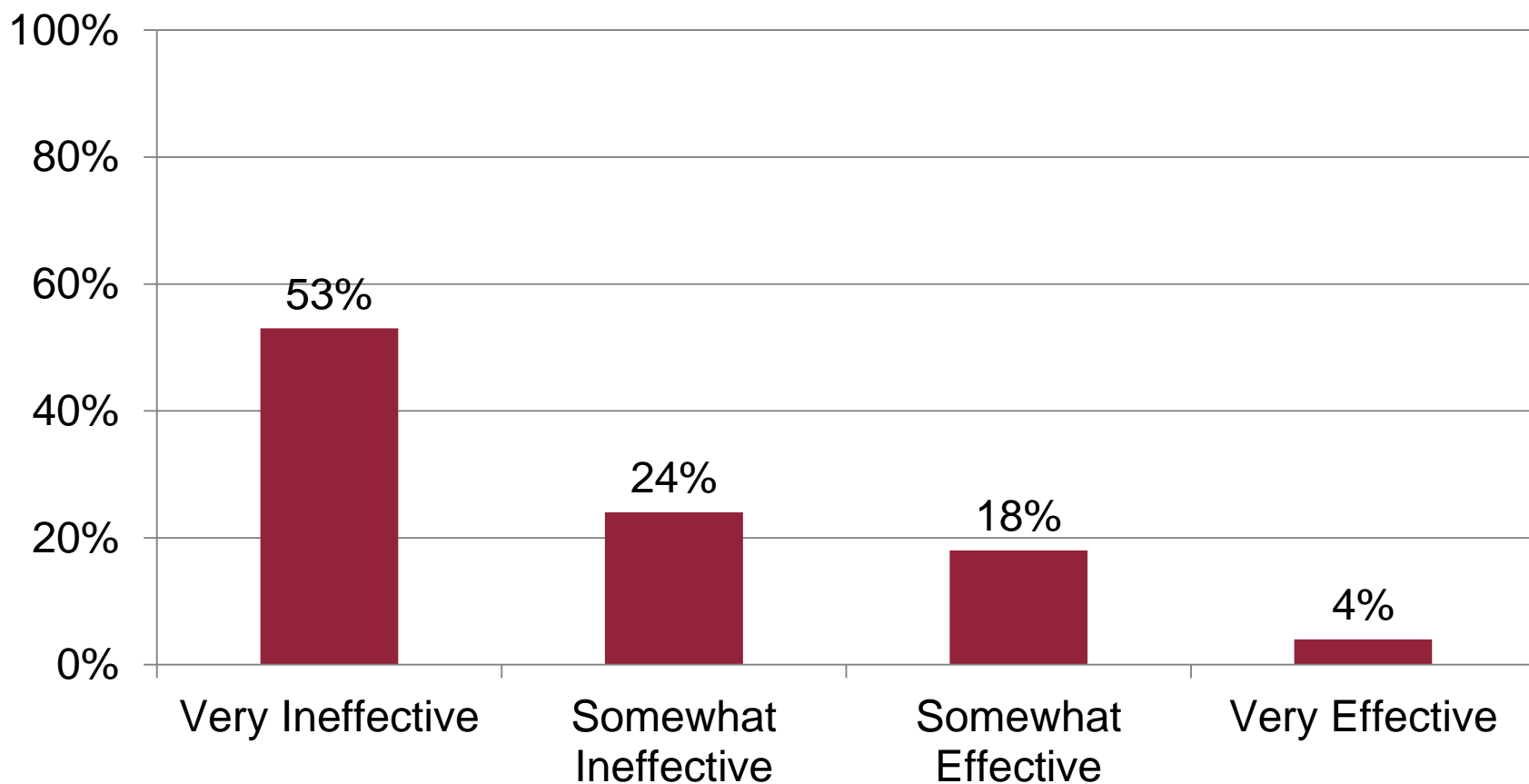
55% say that a personal invitation from a family member would be effective in getting them to visit



Q24_3 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Personal invitation from a family member**"

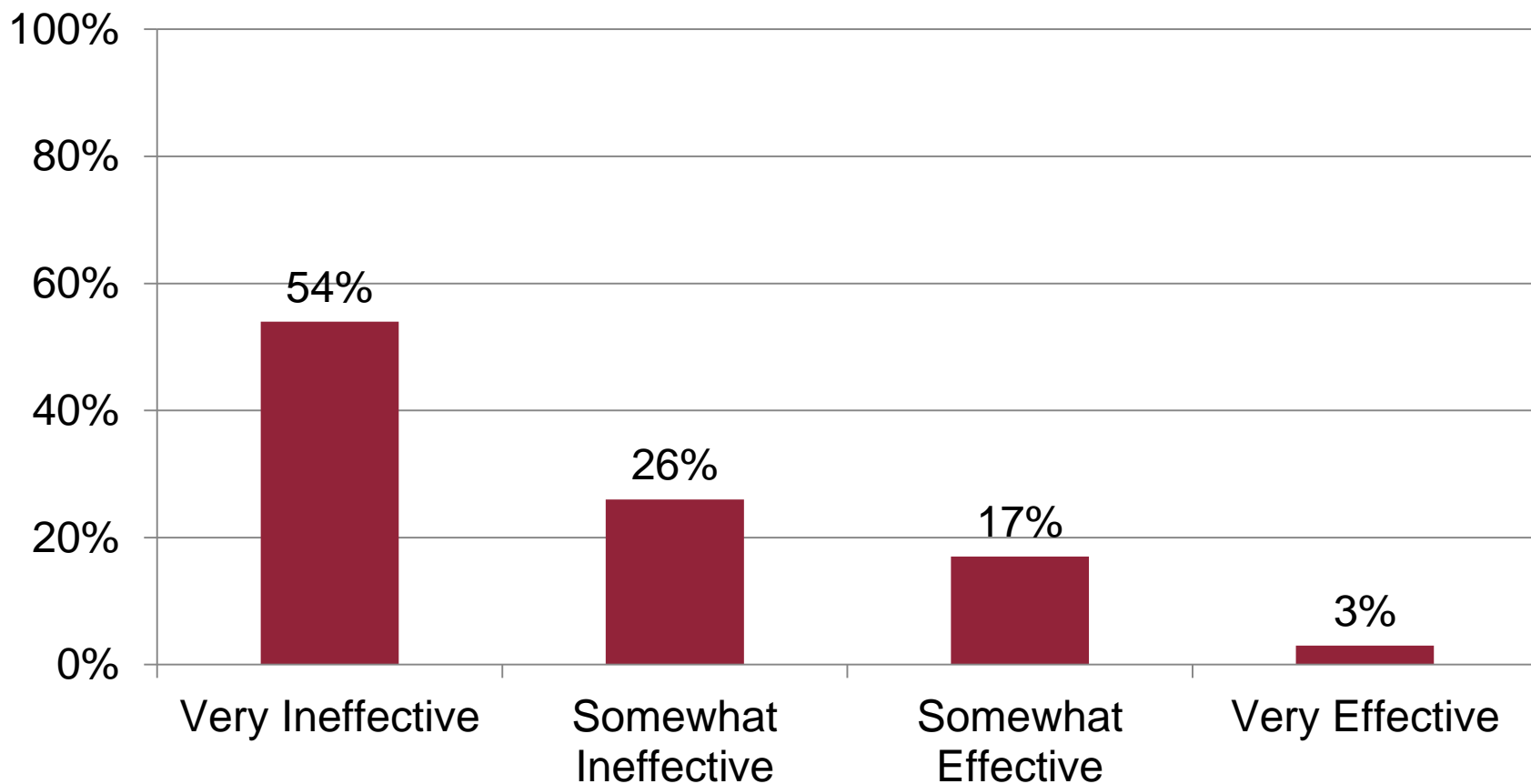


23% say a TV commercial would be effective in getting them to visit



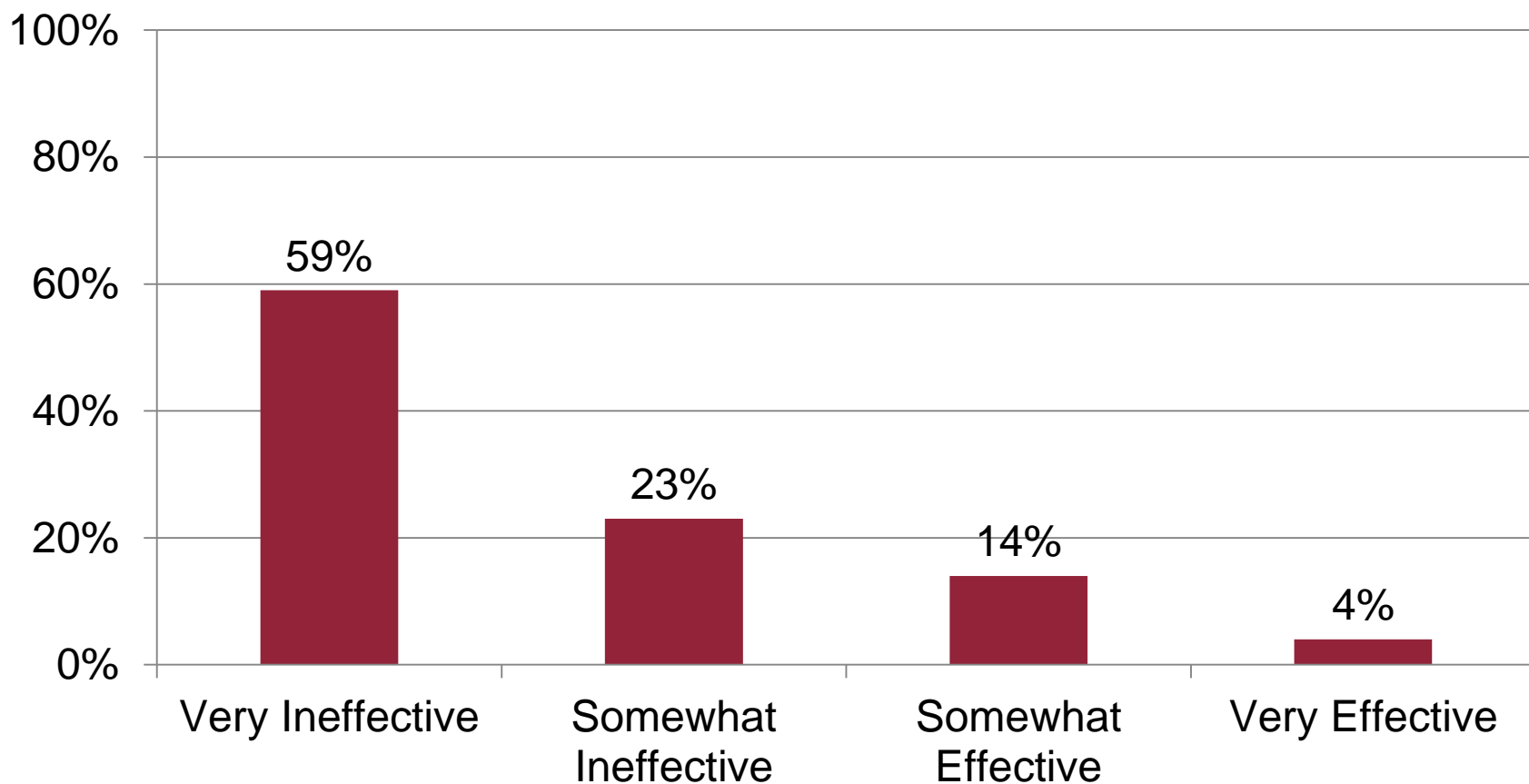
Q24_4 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **TV commercial**"

2 out of 10 say a radio commercial would be effective in getting them to visit



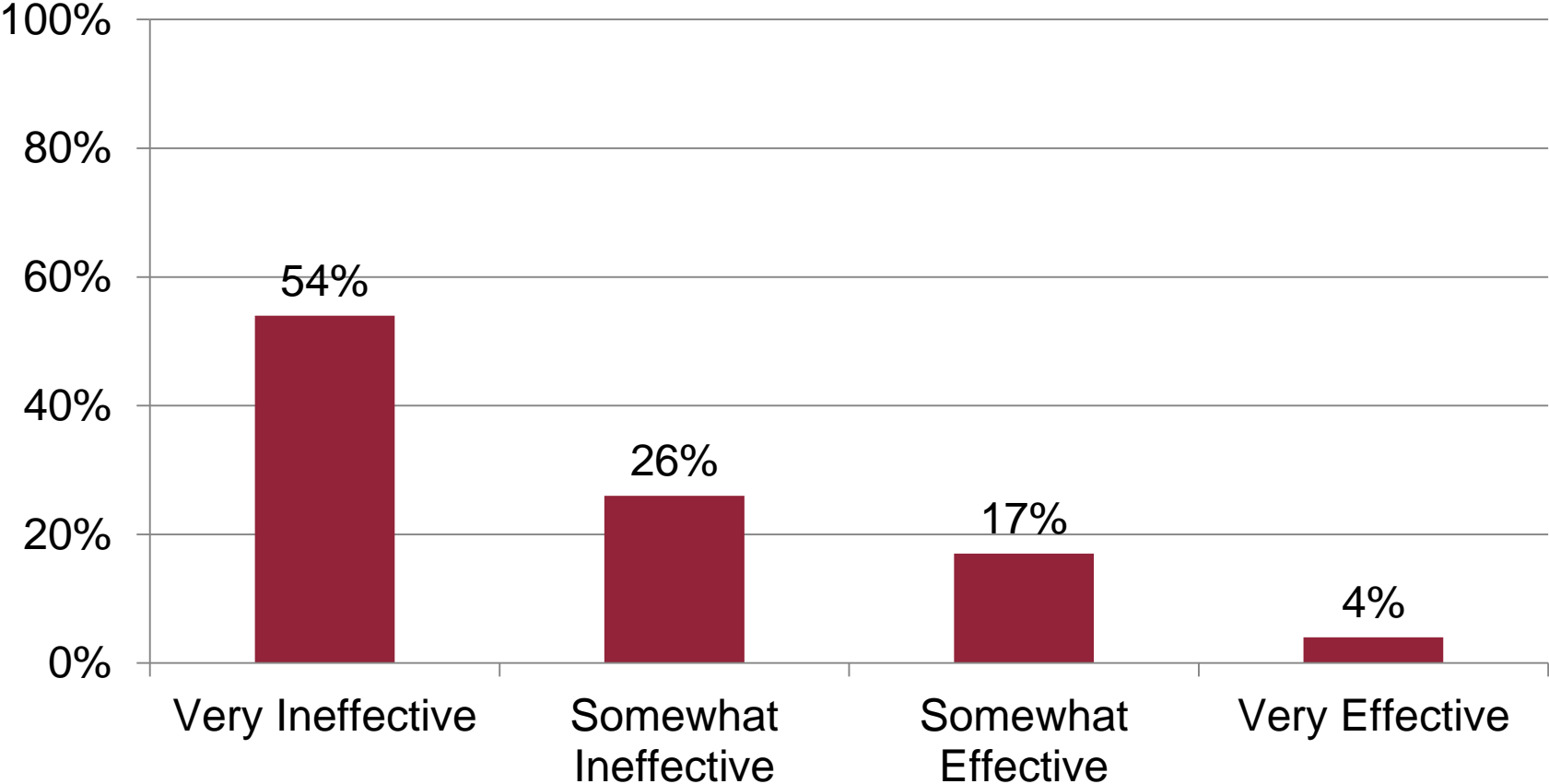
Q24_5 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Radio commercial**"

18% say an ad on Facebook would be effective in getting them to visit



Q24_6 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Ad on Facebook**"

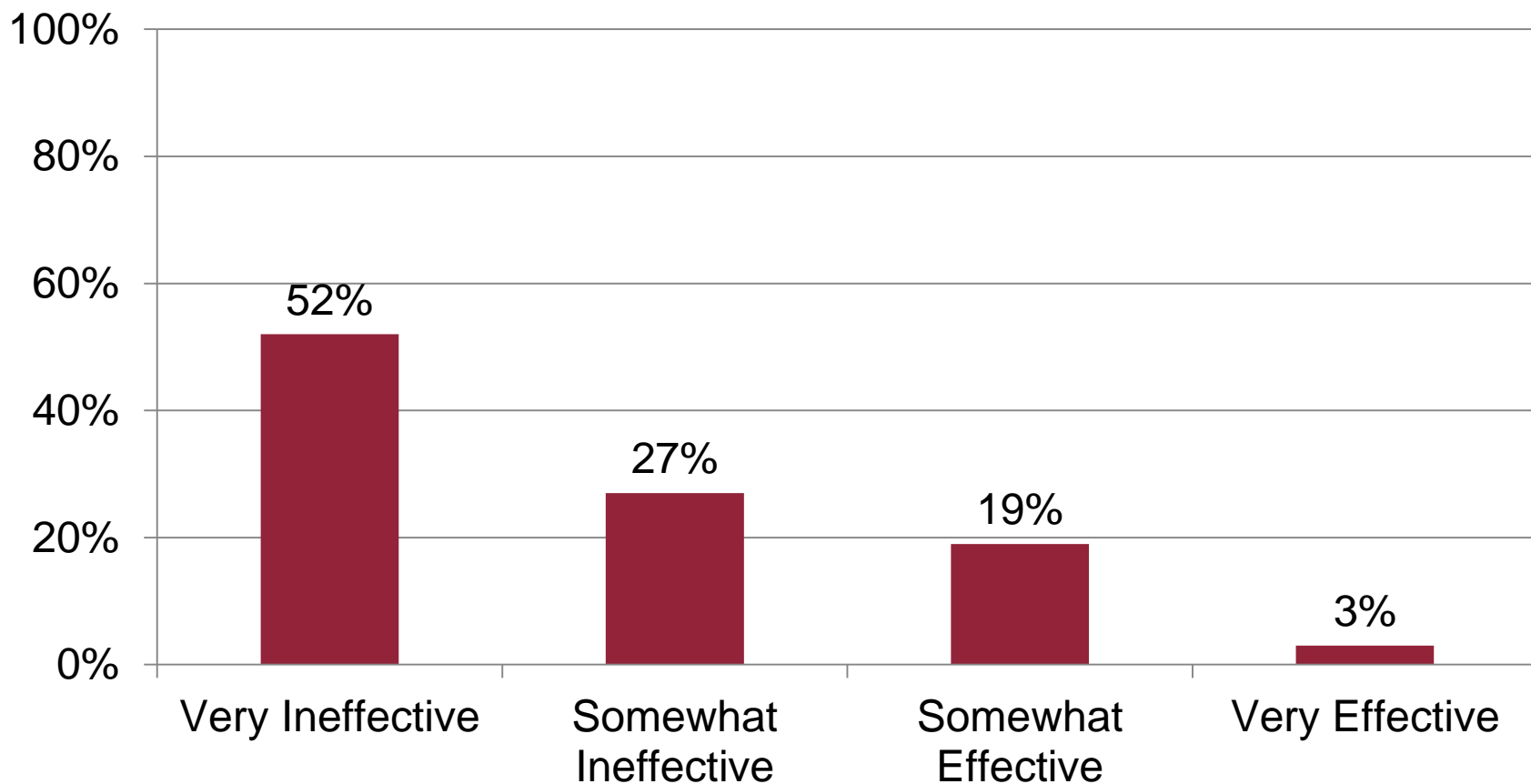
20% say a worship ad in the weekly religion section of the newspaper would be effective in getting them to visit



Q24_7 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Worship ad in the weekly religion section of the newspaper**"

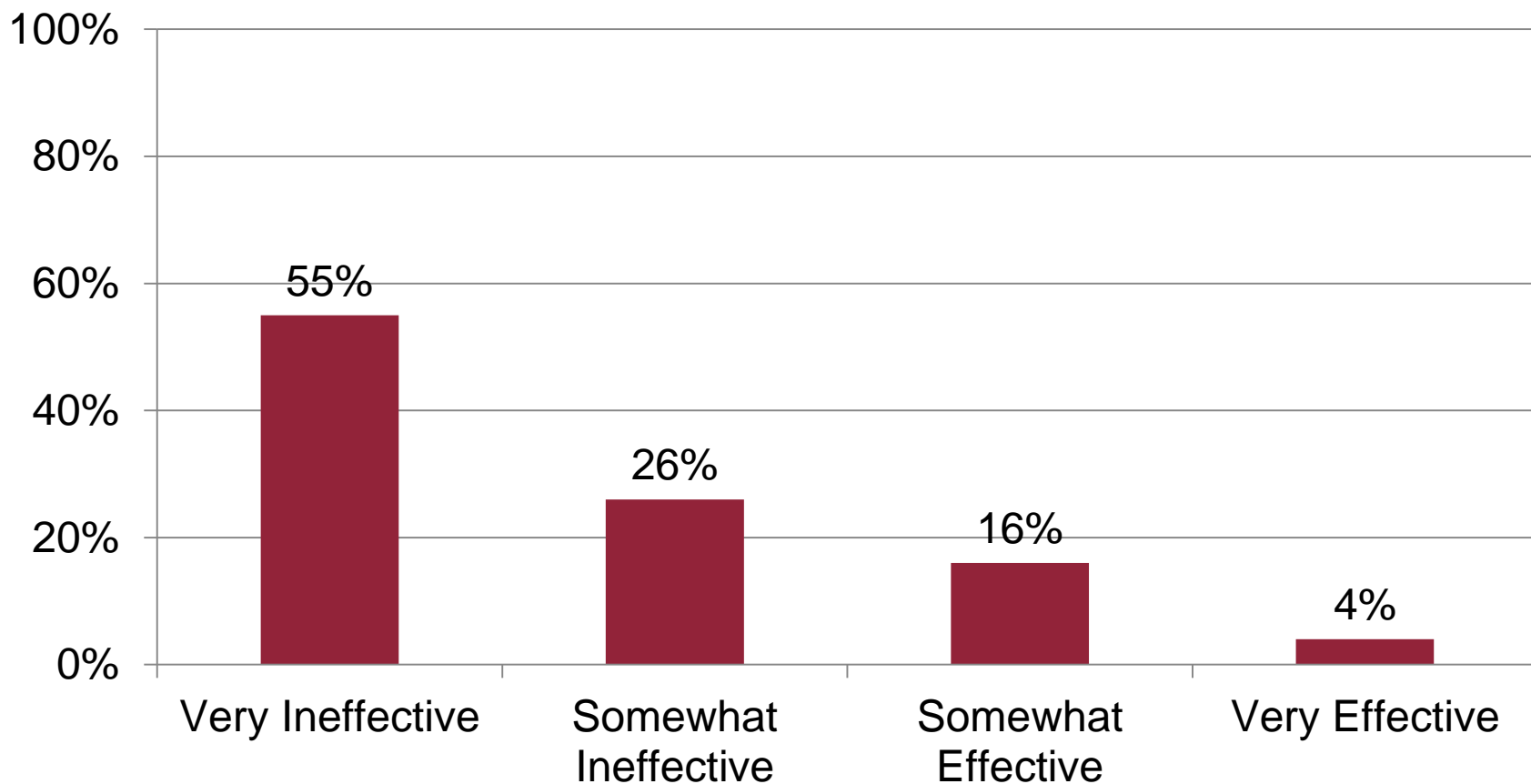


22% say that an outdoor sign or billboard would be effective in getting them to visit



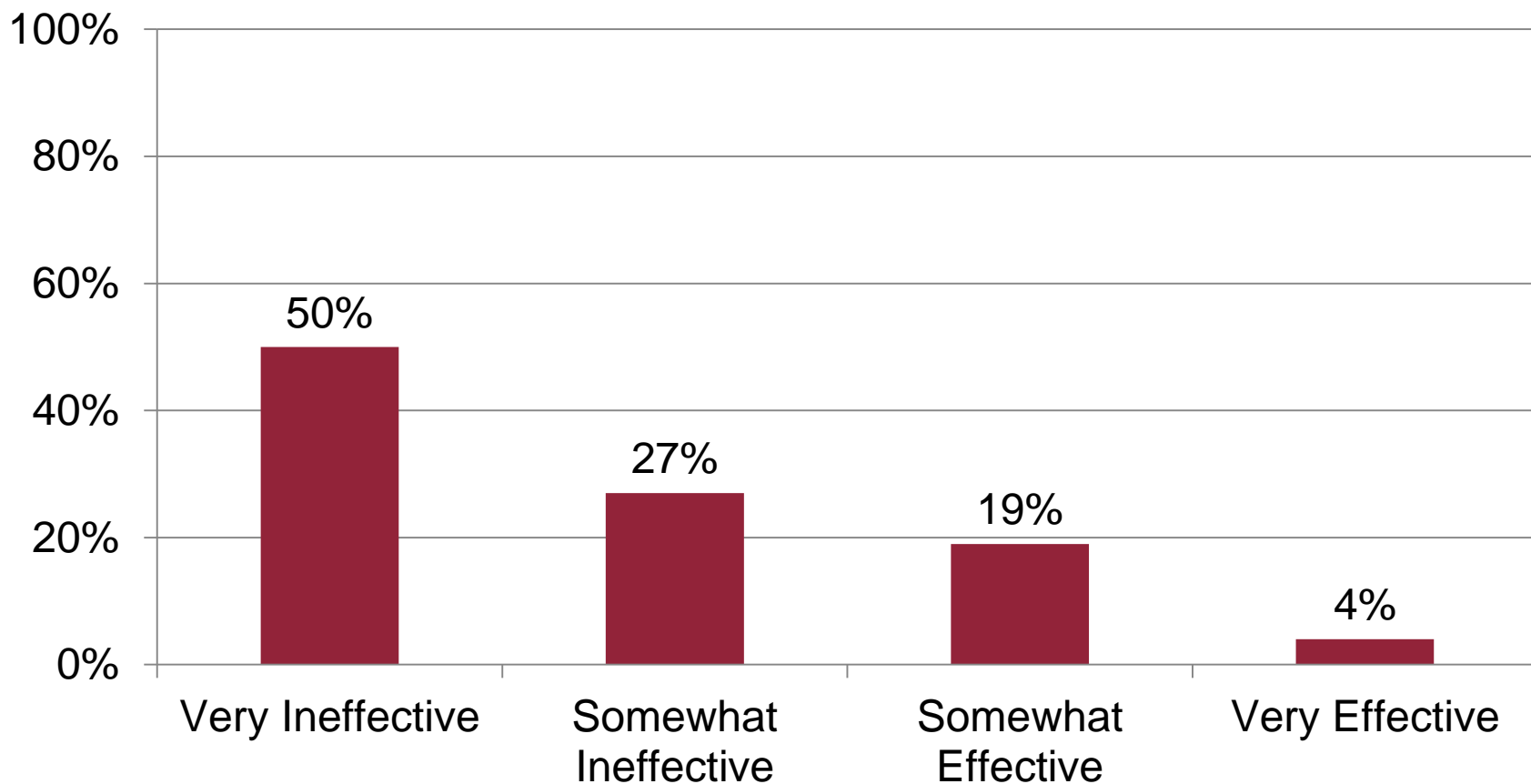
Q24_8 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Outdoor sign or billboard**"

19% say that a door hanger left on their door by someone from the church would be effective in getting them to visit



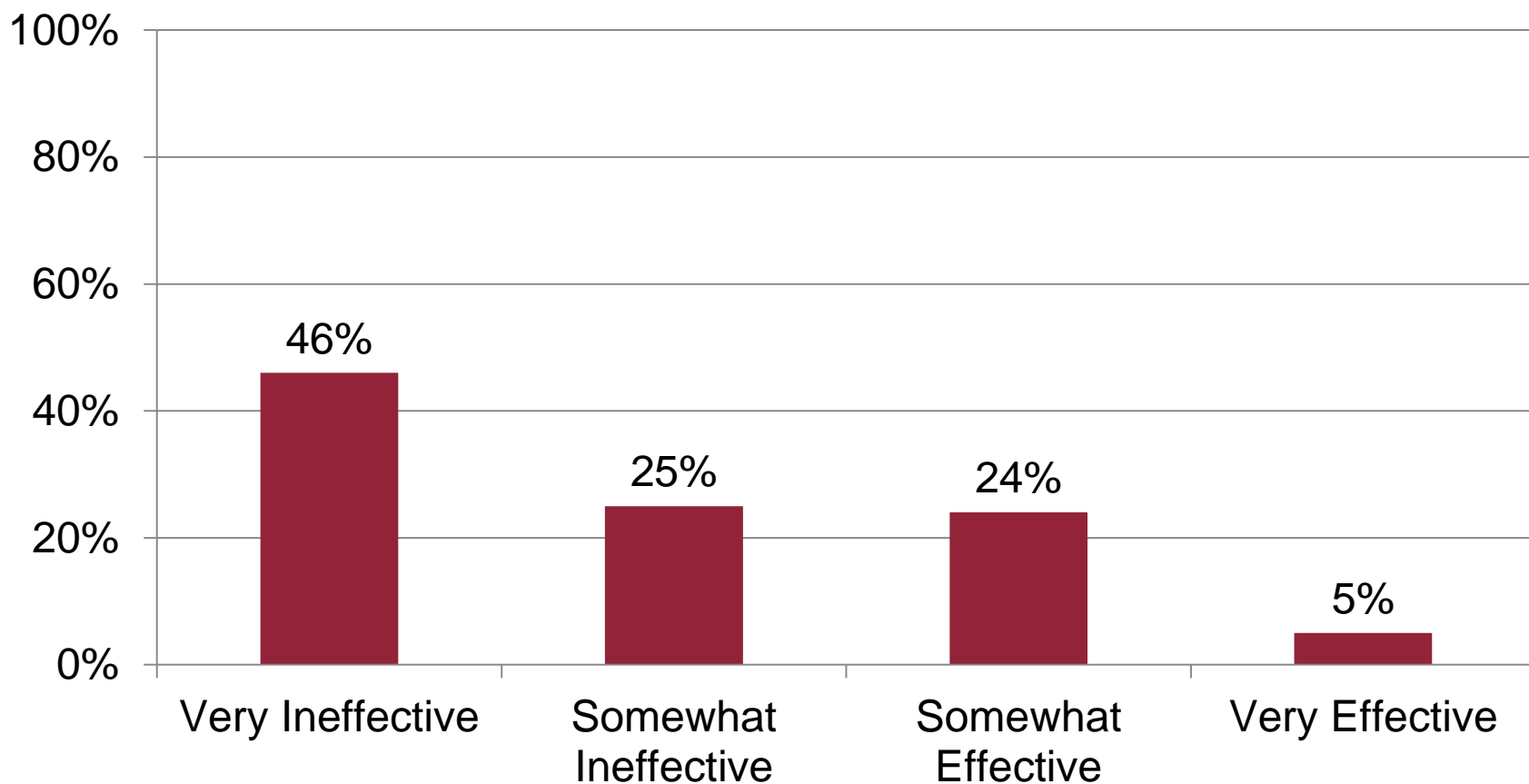
Q24_9 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Door hanger left on your door by someone from the church**"

23% say that a postcard would be effective in getting them to visit



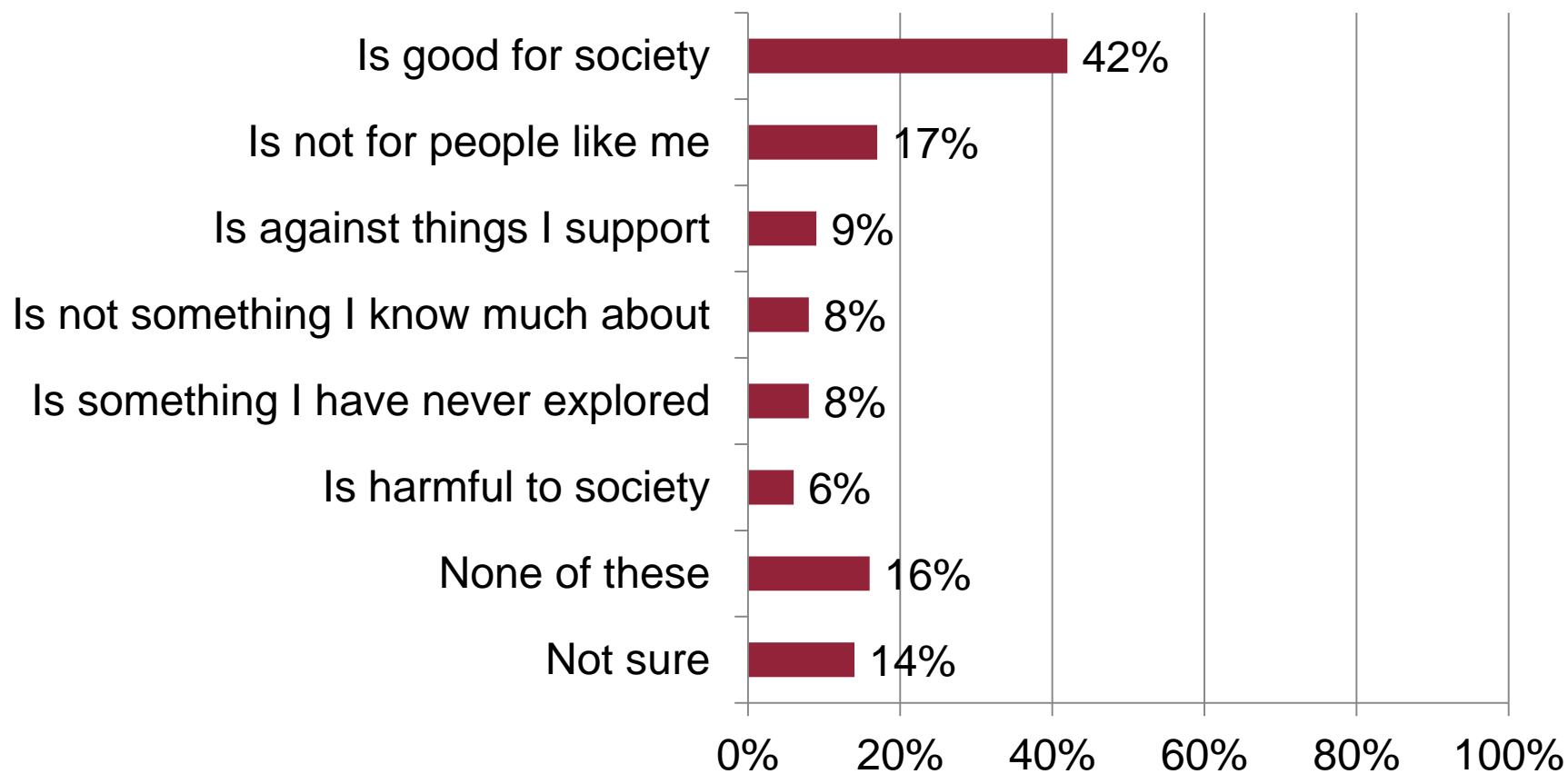
Q24_10 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Postcard**"

29% say an online video showing what the church is like and its beliefs would be effective in getting them to visit

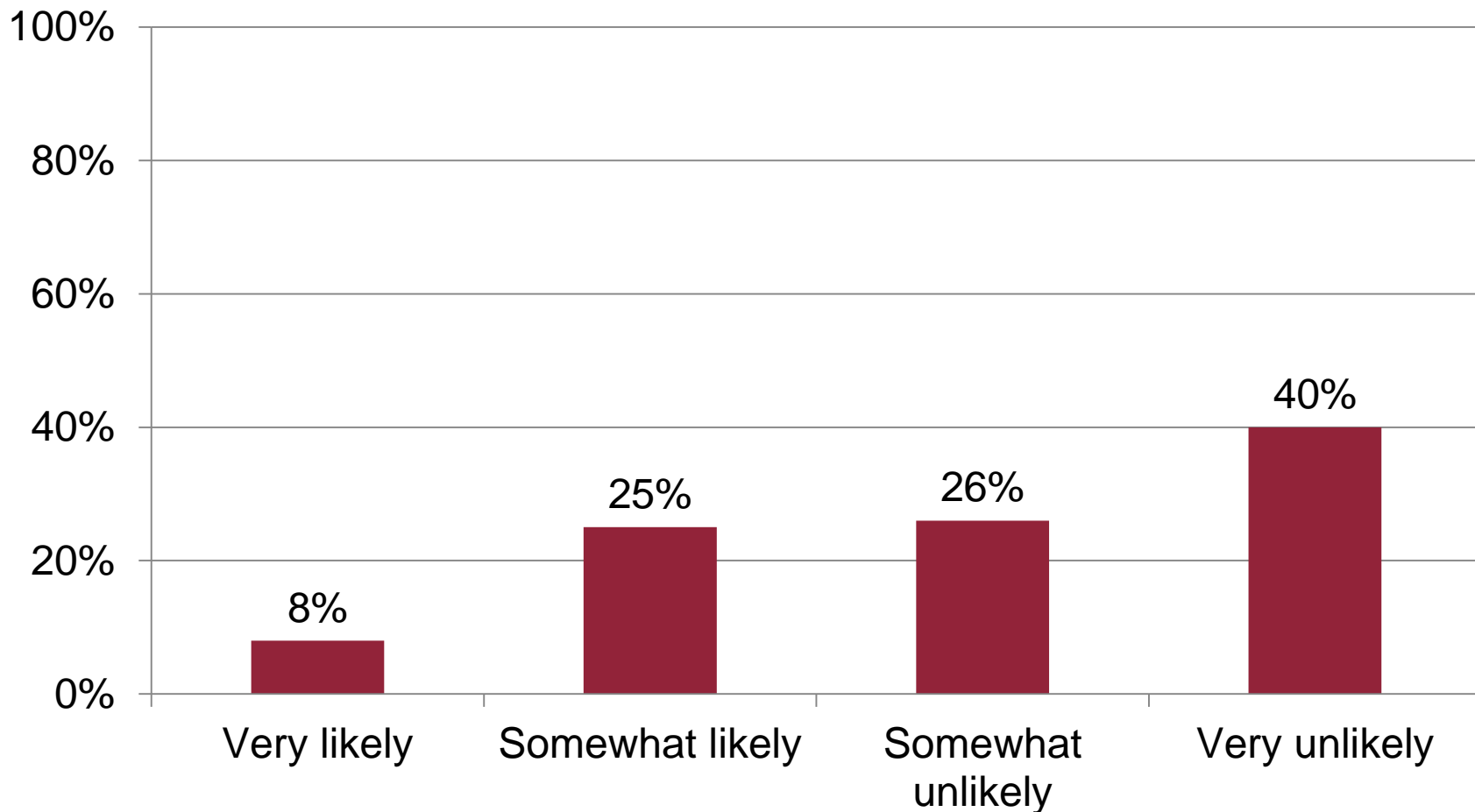


Q24_11 "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how **effective** you think each method would be in getting you (or others) to visit. **Online video showing what the church is like and its beliefs**"

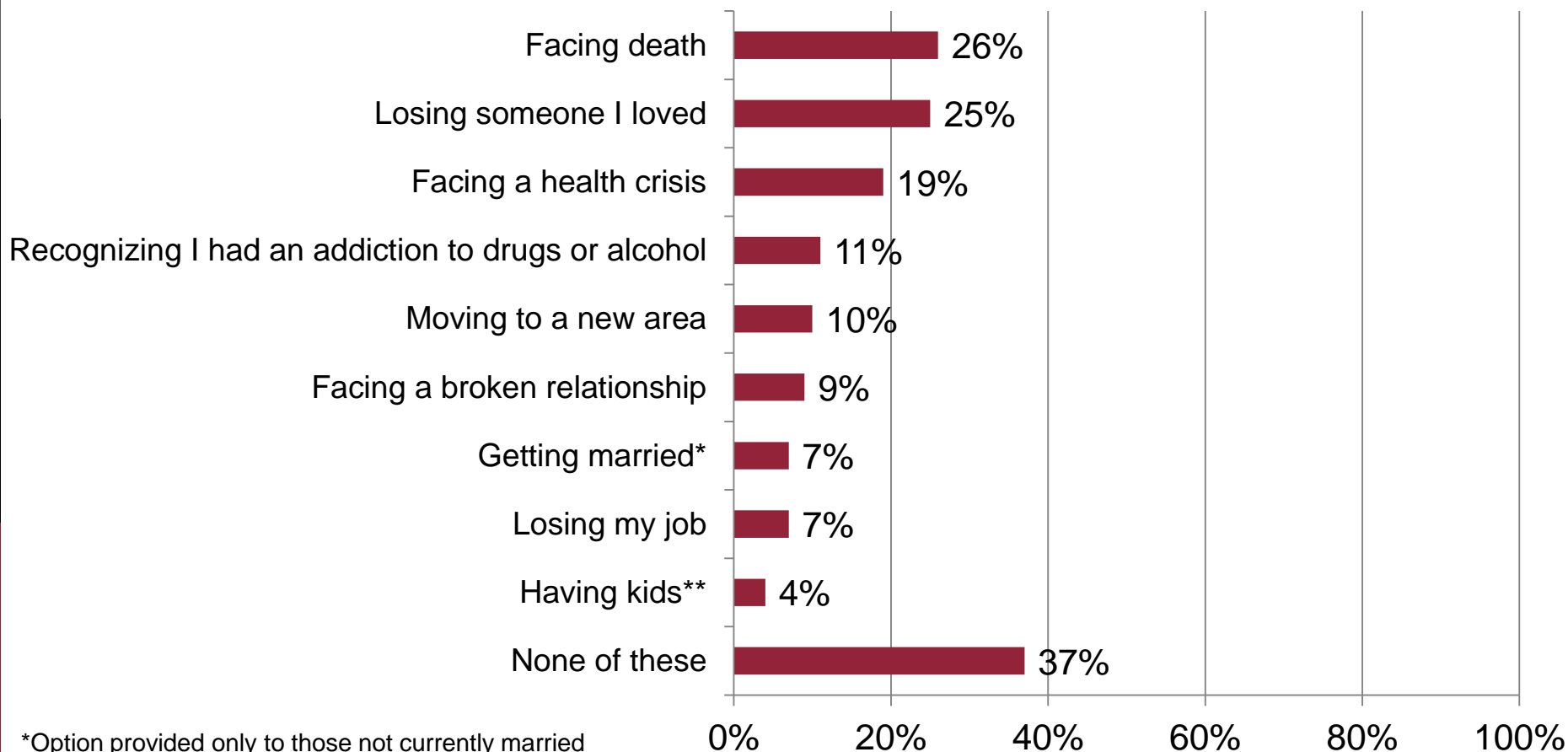
“The Christian faith...”



67% say they are unlikely to attend church regularly sometime in the future



“Which, if any, of the following life experiences would make you more open to consider turning to the church for help?”



*Option provided only to those not currently married

**Option provided only to those with no children

Not sure 21%

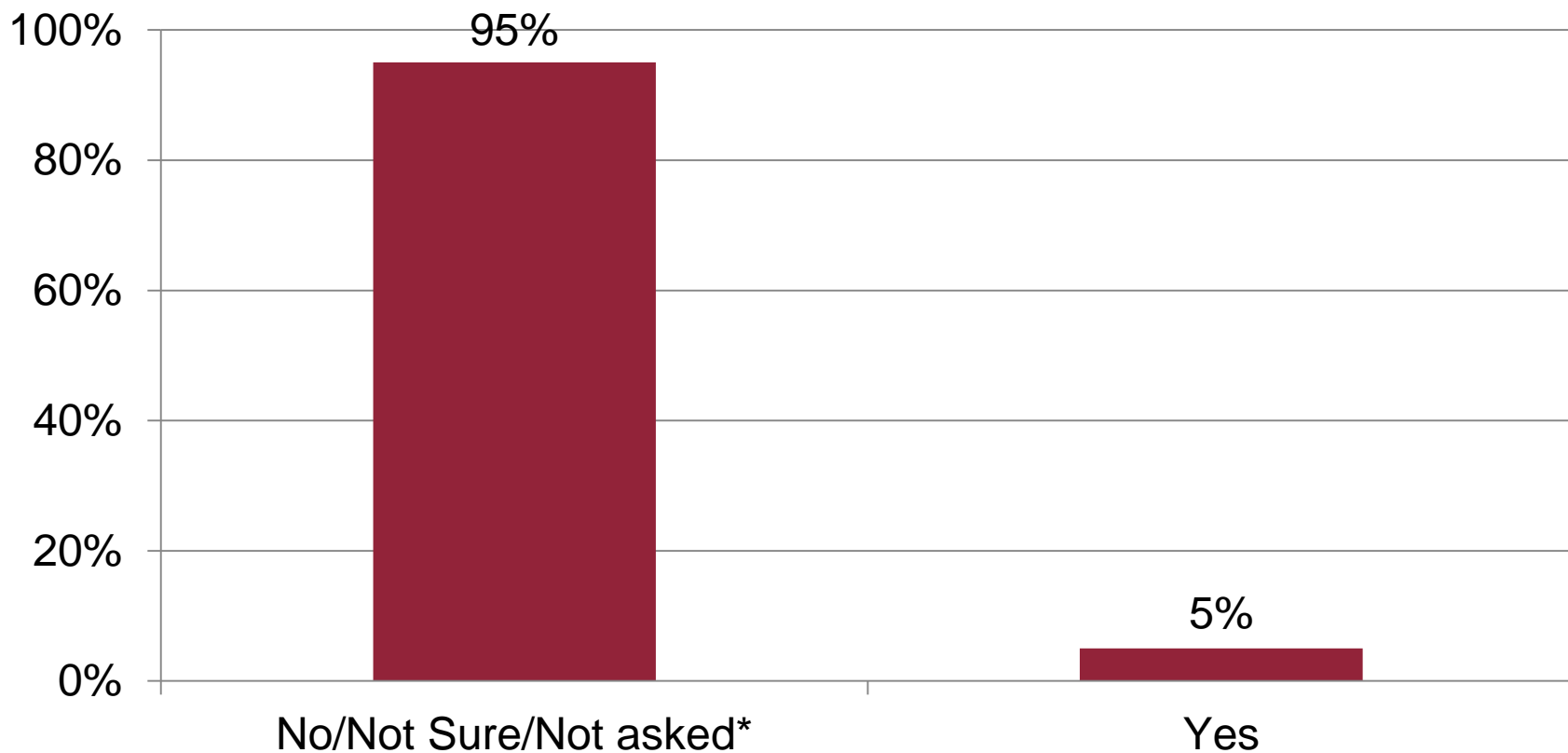
Q27 “Which, if any, of the following life experiences would make you more open to consider turning to the church for help? (Select all that apply)”

37% say that no one really knows what will happen after we die



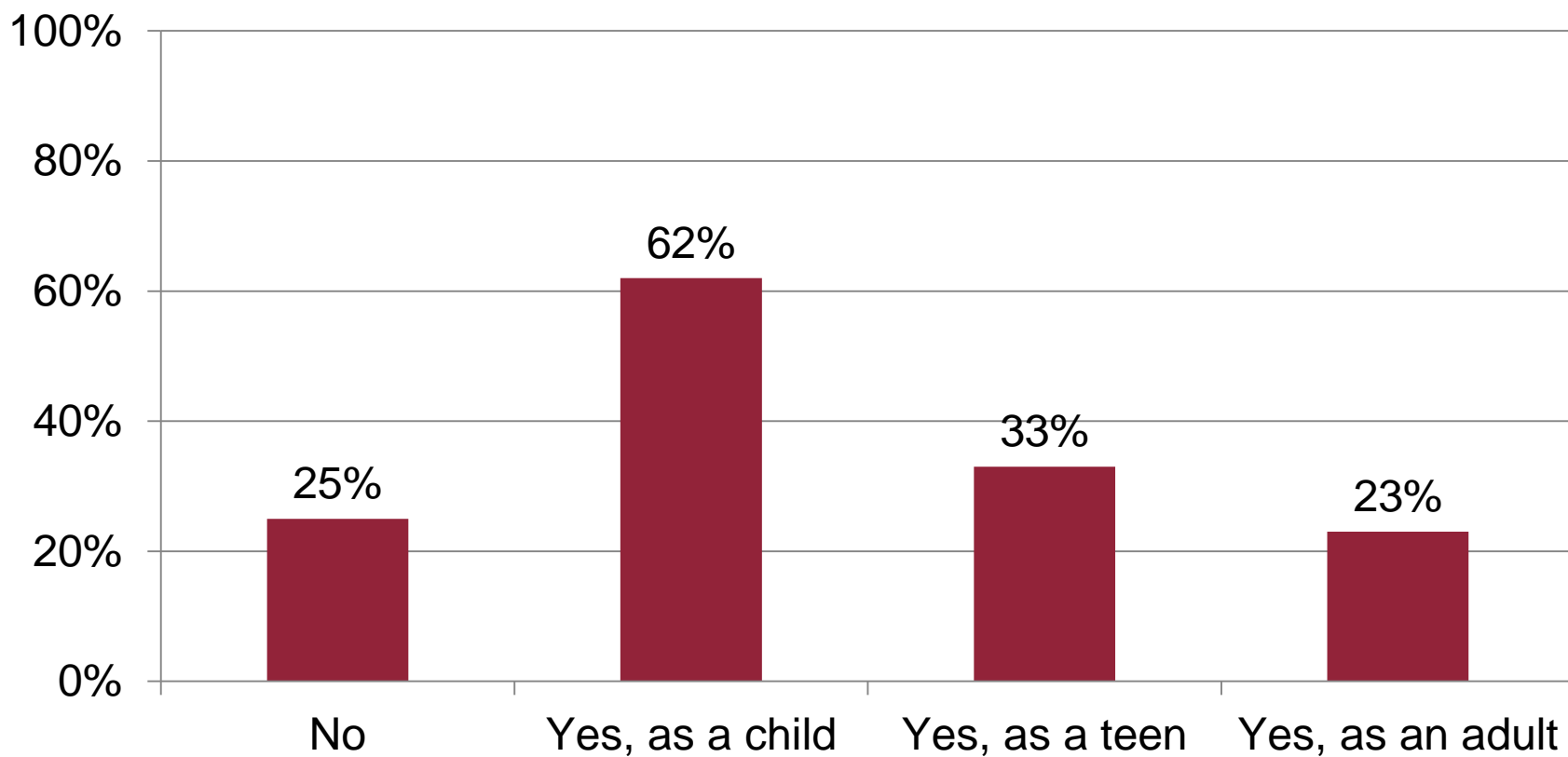
Other 4%

5% consider themselves evangelical Christians (16% of Protestant/Non-denominational Christians)

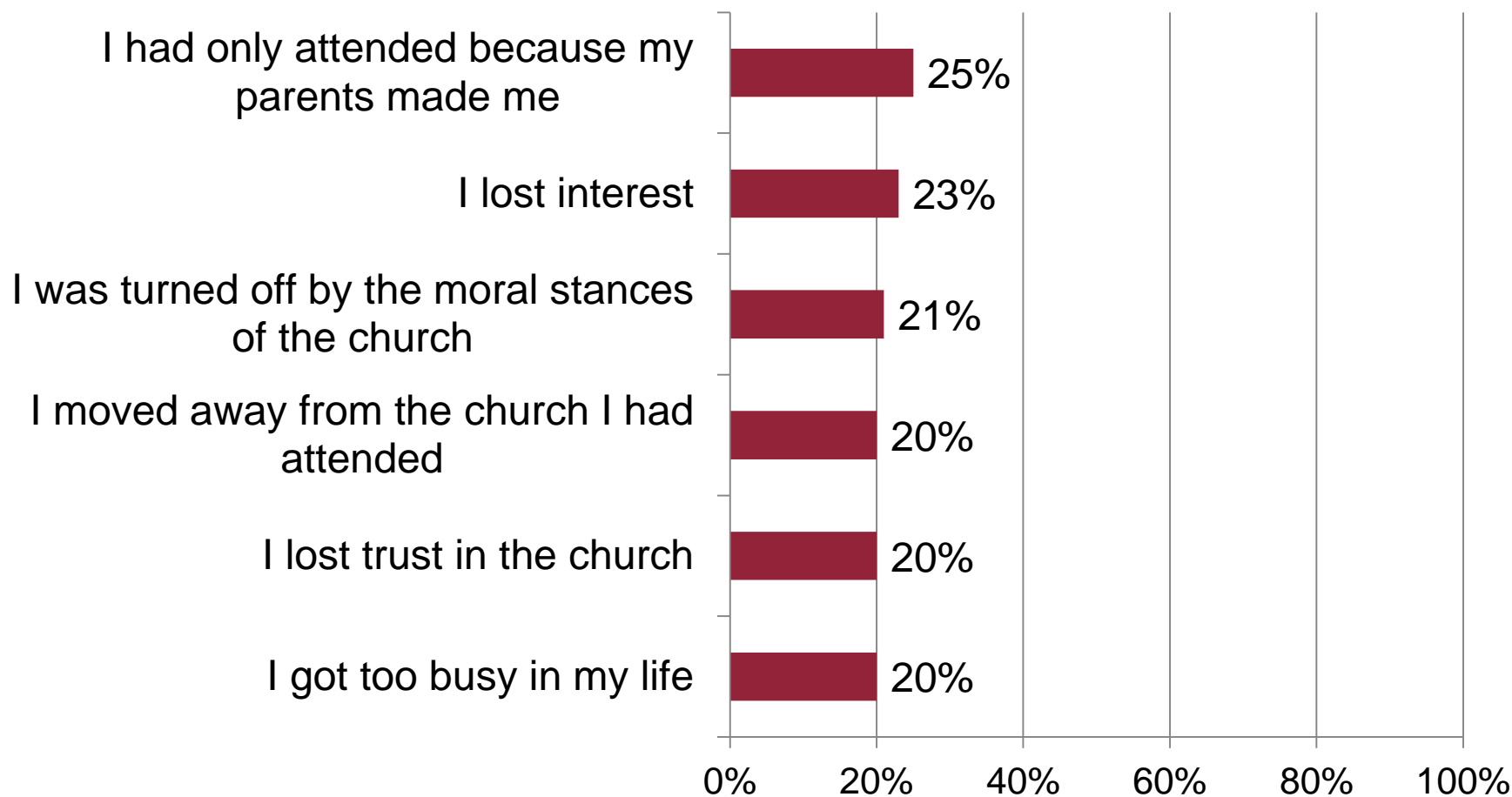


*only Protestant/Non-denominational Christians were asked

62% say they regularly attended a Christian church as a child



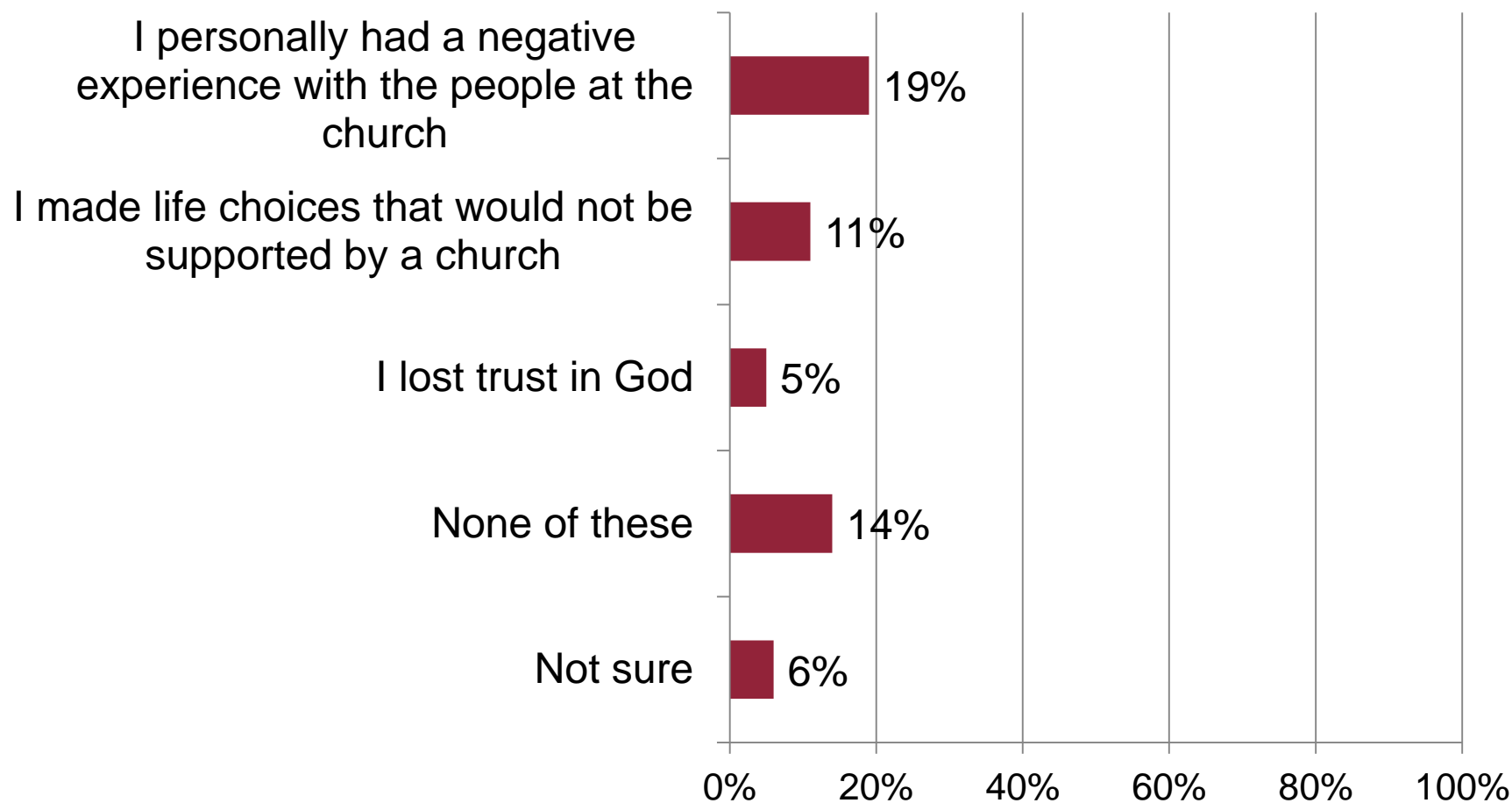
“Which if any of the following reasons describe why you stopped attending regularly?”



Q31 “Which if any of the following reasons describe why you stopped attending regularly? (Select all that apply)”

Asked of those who regularly attended a Christian church as a child, teen, or adult n=1491

“Which if any of the following reasons describe why you stopped attending regularly?” continued



Significant Differences

Gender
Ethnicity
Age
Region
Education Level
Household Income
Marital Status
Parental Status
Religious Preference
Catholic/Protestant
Self-Identified Evangelical
Previous Church Attendance

Significant Statistical Differences

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

Gender	Region	Age	Ethnicity	Education Level
Male	Northeast	18-24	Asian-American	High school graduate or less
Female	Midwest	25-34	African-American	Some college
	South	35-44	Hispanic	College graduate
	West	45-54	White	Graduate degree
		55-64		
		65+		

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among household income, marital status, children, and religious preference.

Household Income	Marital Status	Children	Religious Preference
<\$25,000	Married	Yes	Christian
\$25- <\$35k	Single, never married	No	Other Religions
\$35- <\$50k	Divorced/separated		Nonreligious
\$50- <\$75k	Widowed		
\$75- <\$100k	Civil union/domestic partnership		
\$100,000+			

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among denomination, self-identified evangelical, and regularly attended a Christian church.

Denomination	Self-Identified Evangelical	Regularly Attended
Catholic	Yes	No
Protestant	No	Yes, as a child
		Yes, as a teen
		Yes, as an adult

“Which of the following statements best describes your current faith?”

- Those in the Northeast (40%) are more likely to select “I consider myself a Christian, but not currently practicing it” than those in the Midwest (30%) and South (24%)
- Those in the Midwest (30%) are more likely to select “I consider myself a Christian with a strong faith” than those in the Northeast (19%) and West (19%)
- Those age 65+ (41%) are the more likely to select “I consider myself a Christian, but not particularly devout” than those 18-24 (21%), 25-34 (29%), 35-44 (30%), and 45-54 (28%)
- Whites are the most likely to select “I consider myself a Christian, but not particularly devout” (36%)
- African-Americans are the most likely to select “I consider myself a Christian with a strong faith” (43%)

“Which of the following statements best describes your current faith?” continued

- Those with a Bachelor’s degree (40%) are more likely to select “I consider myself a Christian, but not particularly devout” than those who are high school graduates or less (28%)
- Those who are high school graduates or less (27%) or have some college (25%) are more likely to select “I consider myself a devout Christian with a strong faith” than those with a Bachelor’s degree (14%)
- Those with household income of less than \$25,000 are the least likely to select “I consider myself a Christian, but not currently practicing it” (20%) and the most likely to select “I consider myself a devout Christian with a strong faith” (37%)
- Those who are widowed are the most likely to select “I consider myself a Christian, but not currently practicing it” (48%)
- Those who are divorced/separated (42%) are more likely to select “I consider myself a Christian, but not particularly devout” than those who are single, never married (26%) or widowed (22%)

“Which of the following statements best describes your current faith?” continued

- Catholics (42%) are more likely to select “I consider myself a Christian, but not currently practicing it” than Protestants (21%)
- Protestants (33%) are more likely to select “I consider myself a Christian with a strong faith” than Catholics (13%)
- Self-identified Evangelicals are less likely to select “I consider myself a Christian, but not currently practicing it” (14% v. 32%) and “I consider myself a Christian, but not particularly devout” (15% v. 34%)
- Self-identified Evangelicals are more likely to select “I consider myself a devout Christian with a strong faith” (66% v. 19%)
- Those that have never attended a Christian church regularly are less likely to select “I consider myself a Christian, but not particularly devout” (19% v. 34%)
- Those that regularly attended a Christian church as a teen are more likely to select “I consider myself a devout Christian with a strong faith” (31% v. 19%)

“Which of the following statements best describes your current faith?” continued

- Those that regularly attended a Christian church as a adult are less likely to select “I consider myself a Christian, but not currently practicing it” (20% v. 36%) and more likely to select “I consider myself a devout Christian with a strong faith” (39% v. 16%)

“When someone wants to talk about their religious beliefs, how do you respond?”

- Those age 18-24 (53%) and 25-34 (52%) are more likely to select “Discuss it freely” than those 65+ (41%)
- Those age 65+ (40%) are more likely to select “Listen without actively participating” than those 18-24 (23%), 25-34 (26%), and 45-54 (29%)
- Those that are Widowed (42%) are more likely to select “Listen without actively participating” than those who are single, never married (27%)
- Christians (50%) and Other Religions (50%) are more likely to select “Discuss it freely” than Nonreligious (41%)
- Self-identified Evangelicals are more likely to select “Discuss it freely” (77% v. 45%) and less likely to select “Listen without actively participating” (14% v. 32%)
- Those that regularly attended a Christian church as a adult are more likely to select “Discuss it freely” (59% v. 43%)

“Has a Christian ever shared with you one-on-one any of the following?”

How a person becomes a Christian

- Those in the Northeast are the least likely to select (19%)
- Those 65+ are the least likely to select (17%)
- African-Americans (34%) and Whites (30%) are more likely to select than Hispanics (21%)
- Protestants (38%) are more likely to select than Catholics (19%)
- Self-identified Evangelicals are more likely to select (58% v. 27%)
- Those that have never attended a Christian church regularly are less likely to select (19% v. 33%)
- Those that regularly attended a Christian church as a teen are more likely to select (39% v. 25%)
- Those that regularly attended a Christian church as an adult are more likely to select (43% v. 25%)

“Has a Christian ever shared with you one-on-one any of the following?” continued

The benefits of becoming a Christian

- Those in the South are the most likely to select (41%), while those in the Northeast are least likely (24%)
- Those 18-24 (47%) are more likely to select than those 45-54 (35%), 55-64 (28%), and 65+ (23%)
- African-Americans (45%) are more likely to select than Hispanics (31%) and Whites (34%)
- Protestants (39%) are more likely to select than Catholics (22%)
- Self-identified Evangelicals are more likely to select (57% v. 34%)
- Those that have never attended a Christian church regularly are less likely to select (25% v. 38%)
- Those that regularly attended a Christian church as a teen are more likely to select (42% v. 31%)
- Those that regularly attended a Christian church as an adult are more likely to select (44% v. 32%)

“Has a Christian ever shared with you one-on-one any of the following?” continued

The benefits of participating in a local church

- Those in the Northeast are the least likely to select (23%)
- Those 65+ are the least likely to select (21%)
- Protestants (39%) are more likely to select than Catholics (23%)
- Self-identified Evangelicals are more likely to select (47% v. 32%)
- Those that have never attended a Christian church regularly are less likely to select (22% v. 37%)
- Those that regularly attended a Christian church as a child are more likely to select (38% v. 26%)
- Those that regularly attended a Christian church as a teen are more likely to select (40% v. 30%)
- Those that regularly attended a Christian church as an adult are more likely to select (42% v. 31%)

“How often do you wonder: “If I were to die today, do I know for sure that I would go to heaven?””

- Those in the West (49%) are more likely to select “Never” than those in the South (39%)
- Those age 18-24 (15%) are more likely to select “Weekly” than those 65+ (4%)
- Those 65+ are the most likely to select “Never” (56%)
- Whites are the most likely to select “Never” (48%)
- Those that are high school graduates or less are the most likely to select “Daily” (13%)
- Those with a Graduate degree are the most likely to select “Never” (63%)
- Those with household income of less than \$25,000 (18%) are more likely to select “Daily” than those with \$35,000-49,999 (7%), \$50,000-74,999 (6%), \$75,000-99,999 (5%), and \$100,000 or more (5%)

“How often do you wonder: “If I were to die today, do I know for sure that I would go to heaven?” continued

- Those with household income of \$50,000-\$74,999 (49%), \$75,000-\$99,999 (50%), and \$100,000 or more (51%) (18%) are more likely to select “Never” than those with less than \$25,000 (39%), \$25,000-34,999 (39%), and \$35,000-49,999 (33%)
- Those in a civil union/domestic partnership (14%) are more likely to select “Weekly” than those who are divorced/separated (3%)
- Those that are widowed (57%) are more likely to select “Never” than those that are married (45%), single, never married (37%), or in a civil union/domestic partnership (41%)
- Nonreligious are the most likely to select “Never” (58%)
- Self-identified Evangelicals are more likely to select “Daily” (22% v. 9%) and less likely to select “Monthly” (2% v. 11%)

“There is an ultimate purpose and plan for every person’s life.”

- Females (79%) are more likely to Agree than males (62%)
- Those in the South (75%) are more likely to Agree than those in the Northeast (63%)
- Those age 65+ are the most likely to Disagree (29%)
- African-Americans are the most likely to Agree (81%)
- Those who are high school graduates or less (75%) or have some college (72%) are more likely to select than those with a Bachelor’s degree (60%) or a Graduate degree (52%)
- Those with household income of less than \$25,000 (73%), \$25,000-34,999 (73%), \$50,000-74,999 (72%), and \$75,000-99,999 (73%) are more likely to Agree than those with \$100,000 or more (61%)
- Christians (82%) are more likely to Agree than Other Religions (67%), who are more likely to agree than Nonreligious (51%)
- Self-identified Evangelicals are more likely to Agree (96% v. 68%)

“There is an ultimate purpose and plan for every person’s life.” continued

- Those that have never attended a Christian church regularly are less likely to Agree (59% v. 74%)
- Those that regularly attended a Christian church as a adult are more likely to Agree (84% v. 66%)

“A major priority in my life is finding my deeper purpose.”

- Those in the South (63%) are more likely to Agree than those in the Northeast (52%) and West (52%)
- Those age 65+ are the most likely to Disagree (48%)
- African-Americans are the most likely to Agree (77%)
- Those who are high school graduates or less (59%) or have some college (58%) are more likely to Agree than those with a Graduate degree (48%)
- Those with household income of less than \$25,000 (64%) are more likely to Agree than those with \$50,000-74,999 (49%) and \$100,000 or more (52%)
- Christians are the most likely to Agree (64%)
- Self-identified Evangelicals are more likely to Agree (86% v. 55%)
- Those that have never attended a Christian church regularly are less likely to Agree (46% v. 60%)
- Those that regularly attended a Christian church as a adult are more likely to Agree (68% v. 54%)

“How many friends do you interact with regularly who consider themselves Christians?”

- Those age 18-24 (30%) are more likely to select “2-4” than those 45-54 (18%), 55-64 (19%), and 65+ (19%)
- Hispanics are the least likely to select “5-10” (14%)
- Those who with a Graduate degree (24%) are more likely to select “More than 20” than those who have are high school graduates or less (11%) or have some college (14%)
- Those with household income of \$75,000-99,999 (26%) and \$100,000 or more (26%) are more likely to select “5-10” than those with less than \$25,000 (16%)
- Those with household income of \$75,000-99,999 (21%) and \$100,000 or more (20%) are more likely to select “More than 20” than those with less than \$25,000 (9%) and \$25,000-34,999 (8%)
- Those who are married (26%) are more likely to select “5-10” than those who are widowed (14%) or are in a civil union/domestic partnership (16%)
- Those that regularly attended a Christian church as a adult are more likely to select “More than 20” (22% v. 12%)

“Which of the following describes your feelings about the faith of your Christian friends?”

I put up with it

- Those age 18-24 (33%) are more likely to select than those 35-44 (19%), 45-54 (9%), 55-64 (14%), and 65+ (13%)
- Asian-Americans (27%) are more likely to select than Whites (16%)
- Those who are single, never married are the most likely to select (28%)
- Christians are the least likely to select (10%)
- Self-identified Evangelicals are less likely to select (4% v. 19%)
- Those that regularly attended a Christian church as a adult are less likely to select (9% v. 21%)

“Which of the following describes your feelings about the faith of your Christian friends?”

continued

I admire it

- Those in the South (38%) are more likely to select than those in the Northeast (25%)
- African-Americans are the most likely to select (45%)
- Those who are high school graduates or less are the most likely to select (39%)
- Those with household income of less than \$25,000 (40%) or \$25,000-34,999 (45%) are more likely to select than those with \$35,000-49,999 (28%), \$50,000-74,999 (28%), and \$100,000 or more (23%)
- Christians are the most likely to select (42%)
- Protestants (48%) are more likely to select than Catholics (35%)
- Self-identified Evangelicals are more likely to select (57% v. 31%)
- Those that have never attended a Christian church regularly are less likely to select (23% v. 35%)
- Those that regularly attended a Christian church as a adult are more likely to select (47% v. 28%)

“Which of the following describes your feelings about the faith of your Christian friends?”

continued

I give them a hard time about it

- No significant differences

I ignore it

- Those age 25-34 (22%) are more likely to select than those 45-54 (11%) and 55-64 (8%)
- African-Americans are the least likely to select (4%)
- Those with a Graduate degree (26%) are more likely to select than those who are high school graduates or less (9%) or have some college (13%)
- Those who are single, never married (17%) are more likely to select than those who are widowed (4%)
- Nonreligious are the most likely to select (29%)
- Self-identified Evangelicals are less likely to select (<1% v. 14%)
- Those that regularly attended a Christian church as a adult are less likely to select (5% v. 16%)

“Which of the following describes your feelings about the faith of your Christian friends?”

continued

I share it

- Asian-Americans (22%) and African-Americans (25%) are more likely to select than Hispanics (8%) and Whites (13%)
- Those who are widowed (28%) are more likely to select than those who are married (16%), single, never married (11%), or divorced/separated (9%)
- Christians are the most likely to select (20%)
- Self-identified Evangelicals are more likely to select (37% v. 12%)
- Those that have never attended a Christian church regularly are less likely to select (6% v. 16%)
- Those that regularly attended a Christian church as a adult are more likely to select (24% v. 11%)

“Which of the following describes your feelings about the faith of your Christian friends?”

continued

I try to change it

- No significant differences

“My Christian friends talk about their faith too much.”

- Those in the West (27%) are more likely to Agree than those in the Northeast (16%)
- Those age 18-24 (28%), 25-34 (25%), 35-44 (27%), and 45-54 (24%) are more likely to Agree than those 65+ (13%)
- Asian-Americans (41%) are more likely to Agree than African-Americans (26%) and Whites (18%)
- Nonreligious are the most likely to Agree (29%)

“If a friend of mine really values their faith, I don’t mind them talking about it.”

- Those in the South (84%) are more likely to Agree than those in the West (73%)
- African-Americans are the most likely to Agree (88%)
- Those who are high school graduates or less are the most likely to Agree (84%)
- Those with household income of less than \$25,000 (87%) are more likely to Agree than those with \$25,000-34,999 (77%), \$75,000-99,999 (76%), and \$100,000 or more (69%)
- Those who are widowed (91%) are more likely to Agree than those who are married (77%), single, never married (79%), or divorced/separated (74%)
- Christians are the most likely to Agree (84%)
- Protestants (91%) are more likely to Agree than Catholics (74%)
- Self-identified Evangelicals are more likely to Agree (97% v. 77%)
- Those that have never attended a Christian church regularly are less likely to Agree (68% v. 81%)
- Those that regularly attended a Christian church as a adult are more likely to Agree (89% v. 75%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?”

I saw them caring for people’s needs because of their faith

- Those in the South are the most likely to select (38%)
- Christians (37%) are more likely to select than Nonreligious (22%)
- Protestants (45%) are more likely to select than Catholics (27%)
- Self-identified Evangelicals are more likely to select (57% v. 29%)
- Those that have never attended a Christian church regularly are less likely to select (20% v. 35%)
- Those that regularly attended a Christian church as a teen are more likely to select (39% v. 27%)
- Those that regularly attended a Christian church as an adult are more likely to select (45% v. 27%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?”

I saw them use their faith to solve problems in our community

- Those in the South are the most likely to select (28%)
- African-Americans (29%) are more likely to select than Asian-Americans (11%) and Hispanics (19%)
- Those who are divorced/separated (29%) are more likely to select than those who are single, never married (19%), widowed (12%) or in a civil union/domestic partnership (15%)
- Christians are the most likely to select (27%)
- Protestants (34%) are more likely to select than Catholics (19%)
- Self-identified Evangelicals are more likely to select (47% v. 21%)
- Those that have never attended a Christian church regularly are less likely to select (12% v. 25%)
- Those that regularly attended a Christian church as a teen are more likely to select (32% v. 17%)
- Those that regularly attended a Christian church as a adult are more likely to select (36% v. 18%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?” continued

I saw multiple races/ethnicities working together in a church

- Those in the South (26%) are more likely to select than those in the Northeast (16%) and West (17%)
- African-Americans are the most likely to select (32%)
- Those with household income of \$25,000-34,999 (25%) are more likely to select than those with \$75,000-99,999 (15%)
- Protestants (29%) are more likely to select than Catholics (18%)
- Self-identified Evangelicals are more likely to select (34% v. 20%)
- Those that have never attended a Christian church regularly are less likely to select (13% v. 23%)
- Those that regularly attended a Christian church as a teen are more likely to select (28% v. 17%)
- Those that regularly attended a Christian church as an adult are more likely to select (35% v. 17%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?” continued

I saw them standing up against injustice because of their faith

- African-Americans (29%) are more likely to select than Asian-Americans (16%)
- Those who are married (25%), divorced/separated (28%), or in a civil union/domestic partnership (24%) are more likely to select than those who are widowed (12%)
- Protestants (32%) are more likely to select than Catholics (20%)
- Self-identified Evangelicals are more likely to select (41% v. 23%)
- Those that regularly attended a Christian church as a teen are more likely to select (31% v. 20%)
- Those that regularly attended a Christian church as a adult are more likely to select (36% v. 20%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?” continued

I saw them be happier because of their faith

- Those in the South are the most likely to select (34%)
- African-Americans (33%) are more likely to select than Asian-Americans (21%) and Hispanics (21%)
- Those with household income of \$25,000-34,999 (31%) are more likely to select than those with \$100,000 or more (21%)
- Those who are in a civil union/domestic partnership are the least likely to select (13%)
- Nonreligious are the least likely to select (15%)
- Protestants (41%) are more likely to select than Catholics (24%)
- Self-identified Evangelicals are more likely to select (57% v. 25%)
- Those that have never attended a Christian church regularly are less likely to select (14% v. 30%)
- Those that regularly attended a Christian church as a teen are more likely to select (33% v. 23%)
- Those that regularly attended a Christian church as an adult are more likely to select (44% v. 21%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?” continued

I saw them use their faith to help them solve their personal problems

- Those in the South (27%) are more likely to select than those in the Northeast (17%)
- African-Americans are the most likely to select (31%)
- Those with household income of less than \$25,000 (24%) and \$25,000-34,999 (26%) are more likely to select than those with \$75,000-99,999 (14%)
- Christians are the most likely to select (27%)
- Protestants (33%) are more likely to select than Catholics (18%)
- Self-identified Evangelicals are more likely to select (41% v. 21%)
- Those that have never attended a Christian church regularly are less likely to select (11% v. 26%)
- Those that regularly attended a Christian church as a adult are more likely to select (36% v. 18%)

“Which, if any, of the following would make you more interested in listening to what Christians had to say?” continued

I saw them treat others better because of their faith

- Those in the South are the most likely to select (38%)
- African-Americans (40%) are more likely to select than Asian-Americans (19%) and Hispanics (27%)
- Christians are the most likely to select (39%)
- Protestants (47%) are more likely to select than Catholics (28%)
- Self-identified Evangelicals are more likely to select (56% v. 31%)
- Those that have never attended a Christian church regularly are less likely to select (19% v. 36%)
- Those that regularly attended a Christian church as a teen are more likely to select (43% v. 27%)
- Those that regularly attended a Christian church as an adult are more likely to select (51% v. 26%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A worship service: Extremely likely to attend or Likely to attend

- African-Americans are the most likely (57%)
- Those who are high school graduates or less are the most likely (42%), followed by those with some college (33%)
- Those with household income of less than \$25,000 (40%) and \$25,000-34,999 (42%) are more likely than those with \$75,000-99,999 (30%) and \$100,000 or more (26%)
- Those who are widowed are the most likely (49%)
- Christians are the most likely (48%)
- Protestants (57%) are more likely than Catholics (38%)
- Self-identified Evangelicals are more likely (76% v. 32%)
- Those that have never attended a Christian church regularly are less likely to attend (22% v. 39%)
- Those that regularly attended a Christian church as a teen are more likely (42% v. 31%)
- Those that regularly attended a Christian church as an adult are more likely (53% v. 29%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A community service project : Extremely likely to attend or Likely to attend

- Females (58%) are more likely than males (45%)
- Those 18-24 (57%) are more likely than those 55-64 (45%) and 65+ (46%)
- African-Americans are the most likely (62%)
- Christians are the most likely (57%)
- Protestants (62%) are more likely than Catholics (52%)
- Those that have never attended a Christian church regularly are less likely to attend (41% v. 54%)
- Those that regularly attended a Christian church as an adult are more likely (61% v. 48%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A concert : Extremely likely to attend or Likely to attend

- Those 18-24 (51%) are more likely than those 35-44 (41%) and 55-64 (40%)
- African-Americans are the most likely (59%)
- Those who are high school graduates or less are the most likely (50%)
- Christians are the most likely (51%)
- Self-identified Evangelicals are more likely (59% v. 44%)
- Those that have never attended a Christian church regularly are less likely to attend (37% v. 48%)
- Those that regularly attended a Christian church as an adult are more likely (56% v. 42%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A recovery group for people who have experienced divorce, addiction, or loss : Extremely likely to attend or Likely to attend

- Those 18-24 (38%) are more likely than those 45-54 (25%), 55-64 (16%), and 65+ (16%)
- African-Americans are the most likely (42%)
- Those who are high school graduates or less are the most likely (31%)
- Those with household income of less than \$25,000 (32%) and \$25,000-34,999 (31%) are more likely than those with \$75,000-99,999 (19%) and \$100,000 or more (18%)
- Those who are single, never married (29%), divorced/separated (30%), or widowed (31%) are more likely than those in a civil union/domestic partnership (19%)
- Self-identified Evangelicals are more likely (41% v. 25%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A seminar on a spiritual topic : Extremely likely to attend or Likely to attend

- Those age 18-24 (32%) are more likely than those 55-64 (20%) and 65+ (18%)
- African-Americans are the most likely (47%)
- Those who are high school graduates or less are the most likely (30%)
- Those with household income of less than \$25,000 (30%) and \$25,000-34,999 (31%) are more likely than those with \$100,000 or more (19%)
- Christians are the most likely (31%)
- Protestants (36%) are more likely than Catholics (25%)
- Self-identified Evangelicals are more likely (53% v. 23%)
- Those that have never attended a Christian church regularly are less likely to attend (15% v. 28%)
- Those that regularly attended a Christian church as an adult are more likely (38% v. 20%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A seminar on a practical life topic : Extremely likely to attend or Likely to attend

- Those age 18-24 are the most likely (44%)
- African-Americans are the most likely (50%)
- Those who are high school graduates or less (37%) are more likely than those with a Bachelor's (30%) or a Graduate degree (25%)
- Christians are the most likely (40%)
- Self-identified Evangelicals are more likely (57% v. 32%)
- Those that have never attended a Christian church regularly are less likely to attend (25% v. 36%)
- Those that regularly attended a Christian church as an adult are more likely (46% v. 30%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

An opportunity to meet people who live in your area : Extremely likely to attend or Likely to attend

- Those age 18-24 (50%) and 45-54 (50%) are more likely than those 55-64 (39%)
- African-Americans are the most likely (59%)
- Those who are high school graduates or less are the most likely (49%)
- Those with household income of \$25,000-34,999 (53%) are more likely than those with \$75,000-99,999 (42%) and \$100,000 or more (42%)
- Christians are the most likely (55%)
- Self-identified Evangelicals are more likely (62% v. 44%)
- Those that have never attended a Christian church regularly are less likely to attend (34% v. 49%)
- Those that regularly attended a Christian church as an adult are more likely (55% v. 43%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

An event to help make your neighborhood safer : Extremely likely to attend or Likely to attend

- Those age 65+ (67%) are more likely than those 18-24 (56%)
- African-Americans (70%) are more likely than Asian-Americans (52%)
- Those who are married (66%) are more likely than those who are single, never married (56%)
- Those with children are more likely (66% v. 56%)
- Christians are the most likely (69%)
- Protestants (73%) are more likely than Catholics (63%)
- Self-identified Evangelicals are more likely (78% v. 61%)
- Those that have never attended a Christian church regularly are less likely to attend (49% v. 66%)
- Those that regularly attended a Christian church as an adult are more likely (72% v. 59%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

Sports or exercise programs : Extremely likely to attend or Likely to attend

- Those age 18-24 (59%), 25-34 (51%), and 35-44 (51%) are more likely than those 55-64 (37%) and 65+ (37%)
- African-Americans (64%) and Hispanics (56%) are more likely than Asian-Americans (44%) and Whites (42%)
- Christians are the most likely (51%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A small group for people curious about God : Extremely likely to attend or Likely to attend

- Those age 18-24 (36%) are more likely than those 25-34 (26%), 55-64 (21%), and 65+ (17%)
- African-Americans are the most likely (53%), while Asian-Americans are least likely (11%)
- Those who are high school graduates or less are the most likely (34%), followed by those with some college (25%)
- Those with household income of less than \$25,000 (37%) and \$25,000-34,999 (35%) are more likely than those with \$35,000-49,999 (21%), \$50,000-74,999 (20%), \$75,000-99,999 (19%) and \$100,000 or more (20%)
- Those who are widowed (39%) are more likely than those who are married (25%), single, never married (27%), or divorced/separated (21%)
- Christians are the most likely (36%)
- Protestants (43%) are more likely than Catholics (27%)
- Self-identified Evangelicals are more likely (68% v. 24%)

“If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

A small group for people curious about God : Extremely likely to attend or Likely to attend (continued)

- Those that have never attended a Christian church regularly are less likely to attend (16% v. 30%)
- Those that regularly attended a Christian church as a teen are more likely (33% v. 23%)
- Those that regularly attended a Christian church as an adult are more likely (41% v. 22%)

“If you were willing to explore and discuss a small section of the Bible with other people, where would you prefer to do this?”

- Those in the Northeast are the most likely to select “I would never be willing to do this” (42%)
- Those 18-24 (19%) are more likely to select “At my house” than those 65+ (7%)
- Those 45-54 (28%) are more likely to select “At a church” than those 65+ (18%)
- Those 55-64 (38%) and 65+ (45%) are more likely to select “I would never be willing to do this” than those 18-24 (18%), 25-34 (27%), 35-44 (27%), and 45-54 (31%)
- African-Americans are the most likely to select “At a church” (33%) and least likely to select “I would never be willing to do this” (16%)
- Those who are high school graduates or less (17%) are more likely to select “At my house” than those with a Bachelor’s (6%) or a Graduate degree (5%)
- Those who are high school graduates or less (28%) are more likely to select “At a church” than those with a Bachelor’s (17%) or a Graduate degree (17%)

“If you were willing to explore and discuss a small section of the Bible with other people, where would you prefer to do this?” continued

- Those with a Graduate degree (47%) are more likely to select “I would never be willing to do this” than those who are high school graduates or less (26%) or have some college (32%)
- Those with household income of less than \$25,000 are the most likely to select “At my house” (23%)
- Those with household income of \$100,000 or more (43%) are more likely to select “I would never be willing to do this” than those with less than \$25,000 (22%), \$25,000-34,999 (26%), \$35,000-49,999 (33%), and \$50,000-74,999 (32%)
- Those who are married (25%) or single, never married (24%) are more likely to select “At a church” than those in a civil union/domestic partnership (14%)
- Christians are the most likely to select “At a church” (32%)
- Nonreligious are the most likely to select “I would never be willing to do this” (47%)
- Catholics (31%) are more likely to select “I would never be willing to do this” than Protestants (15%)

“If you were willing to explore and discuss a small section of the Bible with other people, where would you prefer to do this?” continued

- Self-identified Evangelicals are more likely to select “At my house” (33% v. 11%) and “At a church” (35% v. 23%), while being less likely to select “I would never be willing to do this” (8% v. 33%)
- Those that have never attended a Christian church regularly are less likely to select “At a church” (15% v. 26%) and more likely to select “I would never be willing to do this” (43% v. 28%)
- Those that regularly attended a Christian church as a teen are less likely to select “I would never be willing to do this” (25% v. 35%)
- Those that regularly attended a Christian church as an adult are more likely to select “At a church” (37% v. 19%) and less likely to select “I would never be willing to do this” (19% v. 35%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Personal invitation from a friend or neighbor from the church

- Females (56%) are more likely to select “Effective” than males (46%)
- Those in the South (55%) are more likely to select “Effective” than those in the Northeast (45%)
- Those age 65+ are the least likely to select “Effective” (38%)
- African-Americans (57%) and Whites (50%) are more likely to select “Effective” than Asian-Americans (40%)
- Those with a Graduate degree are the least likely to select “Effective” (40%)
- Those with household income of \$25,000-34,999 (56%) and \$75,000-99,999 (57%) are more likely to select “Effective” than those with \$50,000-74,999 (47%) and \$100,000 or more (45%)
- Christians are the most likely to select “Effective” (61%)
- Protestants (68%) are more likely to select “Effective” than Catholics (53%)
- Self-identified Evangelicals are more likely to select “Effective” (73% v. 49%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Personal invitation from a friend or neighbor from the church (cont.)

- Those that have never attended a Christian church regularly are less likely to select “Effective” (38% v. 55%)
- Those that regularly attended a Christian church as a teen are more likely to select “Effective” (57% v. 47%)
- Those that regularly attended a Christian church as an adult are more likely to select “Effective” (63% v. 47%)

Visit to your door by a member of that church or faith community

- Those age 18-24 are the most likely to select “Effective” (34%)
- African-Americans are the most likely to select “Effective” (37%)
- Those who are high school graduates or less are the most likely to select “Effective” (27%)
- Those with household income of less than \$25,000 (29%) and \$25,000-34,999 (30%) are more likely to select “Effective” than those with \$35,000-49,999 (14%), \$50,000-74,999 (16%), \$75,000-99,999 (18%), and \$100,000 or more (14%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Visit to your door by a member of that church or faith community (cont.)

- Nonreligious are the least likely to select “Effective” (13%)
- Self-identified Evangelicals are more likely to select “Effective” (48% v. 19%)

Personal invitation from a family member

- Those age 65+ are the least likely to select “Effective” (45%)
- Those with household income of \$75,000-99,999 (61%) are more likely to select “Effective” than those with \$35,000-49,999 (50%)
- Christians are the most likely to select “Effective” (66%)
- Protestants (72%) are more likely to select “Effective” than Catholics (59%)
- Self-identified Evangelicals are more likely to select “Effective” (77% v. 54%)
- Those that have never attended a Christian church regularly are less likely to select “Effective” (43% v. 59%)
- Those that regularly attended a Christian church as a adult are more likely to select “Effective” (67% v. 52%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

TV commercial

- Those age 65+ are the least likely to select “Effective” (9%), followed by those age 55-64 (16%)
- African-Americans are the most likely to select “Effective” (39%)
- Those who are high school graduates or less are the most likely to select “Effective” (28%), while those with a Graduate degree are least likely to select “Effective” (9%)
- Those with household income of less than \$25,000 (32%) are more likely to select “Effective” than those with \$35,000-49,999 (20%), \$50,000-74,999 (18%), \$75,000-99,999 (18%), and \$100,000 or more (16%)
- Self-identified Evangelicals are more likely to select “Effective” (41% v. 22%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Radio commercial

- Those age 65+ are the least likely to select “Effective” (8%), followed by those age 55-64 (14%)
- African-Americans (30%) and Hispanics (28%) are more likely to select “Effective” than Whites (17%)
- Those who are high school graduates or less are the most likely to select “Effective” (25%)
- Those with household income of less than \$25,000 (27%) are more likely to select “Effective” than those with \$50,000-74,999 (15%), \$75,000-99,999 (15%), and \$100,000 or more (15%)
- Self-identified Evangelicals are more likely to select “Effective” (42% v. 19%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Ad on Facebook

- Those age 65+ are the least likely to select “Effective” (6%), followed by those age 55-64 (10%)
- African-Americans (26%) are more likely to select “Effective” than Whites (16%)
- Those who are high school graduates or less are the most likely to select “Effective” (24%)
- Those with household income of less than \$25,000 (24%) are more likely to select “Effective” than those with \$100,000 or more (12%)
- Those who are in a civil union/domestic partnership (26%) are more likely to select “Effective” than those who are married (15%) or divorced/separated (16%)
- Self-identified Evangelicals are more likely to select “Effective” (34% v. 17%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Worship ad in the weekly religion section of the newspaper

- Those age 65+ are the least likely to select “Effective” (10%)
- African-Americans are the most likely to select “Effective” (33%)
- Those who are high school graduates or less are the most likely to select “Effective” (25%)
- Those with household income of less than \$25,000 (28%) are more likely to select “Effective” than those with \$50,000-74,999 (16%), \$75,000-99,999 (16%), and \$100,000 or more (18%)
- Those who are in a civil union/domestic partnership (27%) are more likely to select “Effective” than those who are divorced/separated (15%)
- Self-identified Evangelicals are more likely to select “Effective” (42% v. 19%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Outdoor sign or billboard

- Those age 65+ are the least likely to select “Effective” (9%), followed by those age 55-64 (16%)
- African-Americans are the most likely to select “Effective” (36%)
- Those who are high school graduates or less are the most likely to select “Effective” (27%)
- Those with household income of less than \$25,000 (28%) are more likely to select “Effective” than those with \$100,000 or more (16%)
- Nonreligious are the least likely to select “Effective” (14%)
- Self-identified Evangelicals are more likely to select “Effective” (51% v. 20%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Door hanger left on your door by someone from the church

- Those age 65+ are the least likely to select “Effective” (7%)
- African-Americans (33%) are more likely to select “Effective” than Asian-Americans (13%) and Whites (17%)
- Those who are high school graduates or less are the most likely to select “Effective” (24%)
- Those who are widowed (25%) or are in a civil union/domestic partnership (25%) are more likely to select “Effective” than those who are divorced/separated (14%)
- Christians are the most likely to select “Effective” (25%)
- Self-identified Evangelicals are more likely to select “Effective” (50% v. 18%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Postcard

- Those age 65+ are the least likely to select “Effective” (10%)
- African-Americans (38%) and Hispanics (32%) are more likely to select “Effective” than Asian-Americans (14%) and Whites (20%)
- Those who Graduate degree are the least likely to select “Effective” (9%)
- Those with household income of less than \$25,000 (28%) or \$25,000-34,999 (28%) are more likely to select “Effective” than those with \$100,000 or more (17%)
- Those who are in a civil union/domestic partnership (32%) are more likely to select “Effective” than those who are divorced/separated (19%)
- Christians are the most likely to select “Effective” (29%)
- Nonreligious are the least likely to select “Effective” (14%)
- Self-identified Evangelicals are more likely to select “Effective” (43% v. 22%)
- Those that regularly attended a Christian church as a adult are more likely to select “Effective” (31% v. 21%)

“If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.”

Online video showing what the church is like and its beliefs

- Those age 65+ are the least likely to select “Effective” (13%), followed by those age 55-64 (23%)
- African-Americans (40%) are more likely to select “Effective” than Asian-Americans (26%) and Whites (26%)
- Those who are high school graduates or less are the most likely to select “Effective” (33%)
- Those who are single, never married (33%) are more likely to select “Effective” than those who are widowed (20%)
- Christians are the most likely to select “Effective” (34%)
- Nonreligious are the least likely to select “Effective” (14%)
- Self-identified Evangelicals are more likely to select “Effective” (51% v. 27%)

“The Christian faith...”

Is not for people like me

- Those age 18-24 (23%) and 25-34 (26%) are more likely to select than those 45-54 (11%) and 55-64 (13%)
- Those with a Graduate degree (24%) are more likely to select than those who are high school graduates or less (13%)
- Those who are single, never married (22%) are more likely to select than those who are widowed (6%)
- Christians are the least likely to select (4%)
- Self-identified Evangelicals are less likely to select (<1% v. 18%)
- Those that regularly attended a Christian church as a adult are less likely to select (6% v. 20%)

Is against things I support

- Those age 18-24 (15%) are more likely to select than those 55-64 (5%) and 65+ (5%)
- Nonreligious are the most likely to select (17%)

“The Christian faith...”

Is good for society

- Those in the South are the most likely to select (52%)
- Those age 45-54 (49%) and 55-64 (51%) are more likely to select than those 18-24 (33%), 25-34 (32%), and 35-44 (36%)
- African-Americans are the most likely to select (52%)
- Those who are high school graduates or less (44%) or have some college (43%) are more likely to select than those with a Graduate degree (31%)
- Those who are married (46%), divorced/separated (47%), or widowed (52%) are more likely to select than those who are single, never married (34%) or in a civil union/domestic partnership (34%)
- Those with children are more likely to select (47% v. 35%)
- Christians are the most likely to select (60%)
- Protestants (69%) are more likely to select than Catholics (48%)
- Self-identified Evangelicals are more likely to select (81% v. 39%)
- Those that have never attended a Christian church regularly are less likely to select (20% v. 49%)

“The Christian faith...”

Is good for society (continued)

- Those that regularly attended a Christian church as a child are more likely to select (46% v. 34%)
- Those that regularly attended a Christian church as a teen are more likely to select (54% v. 36%)
- Those that regularly attended a Christian church as an adult are more likely to select (67% v. 34%)

Is harmful to society

- Nonreligious are the most likely to select (15%)

“The Christian faith...”

Is not something I know much about

- No significant differences

Is something I have never explored

- Those age 18-24 (14%) are more likely to select than those 55-64 (4%) and 65+ (4%)
- Asian-Americans (19%) are more likely to select than African-Americans (6%) and Whites (7%)

“How likely are you to attend church regularly sometime in the future?”

Percent selecting “Very likely” or “Somewhat likely”

- Those in the South are the most likely (40%)
- Those age 65+ are the least likely (21%)
- African-Americans are the most likely (59%)
- Those who are high school graduates or less are the most likely (41%), while those with a Graduate degree are least likely (15%)
- Those with household income of less than \$25,000 (42%) are more likely than those with \$35,000-49,999 (31%), \$50,000-74,999 (28%), \$75,000-99,999 (31%), and \$100,000 or more (25%)
- Christians are the most likely (48%)
- Self-identified Evangelicals are the most likely (77% v. 31%)
- Those that have never attended a Christian church regularly are less likely to attend (16% v. 39%)
- Those that regularly attended a Christian church as a teen are more likely (44% v. 28%)
- Those that regularly attended a Christian church as an adult are more likely (57% v. 27%)

“Which, if any, of the following life experiences would make you more open to consider turning to the church for help?”

Getting married

- Those age 65+ are the least likely to select (2%)
- Those that regularly attended a Christian church as a adult are less likely to select (6% v. 20%)

Having kids

- No significant differences

Moving to a new area

- Those who are in a civil union/domestic partnership are the least likely to select (2%)
- Self-identified Evangelicals are more likely to select (25% v. 10%)
- Those that regularly attended a Christian church as an adult are more likely to select (21% v. 7%)

“Which, if any, of the following life experiences would make you more open to consider turning to the church for help?”

Facing a health crisis

- Those who are high school graduates or less (22%) are more likely to select than those with a Graduate degree (12%)
- Those with household income of \$25,000-34,999 (24%) are more likely to select than those with \$100,000 or more (14%)
- Christians are the most likely to select (26%)
- Those that have never attended a Christian church regularly are less likely to select (11% v. 22%)
- Those that regularly attended a Christian church as an adult are more likely to select (32% v. 15%)

“Which, if any, of the following life experiences would make you more open to consider turning to the church for help?”

Facing death

- African-Americans (33%) are more likely to select than Asian-Americans (19%) and Hispanics (23%)
- Those who are high school graduates or less (29%) are more likely to select than those with a Graduate degree (18%)
- Christians are the most likely to select (34%)
- Self-identified Evangelicals are more likely to select (36% v. 25%)
- Those that have never attended a Christian church regularly are less likely to select (15% v. 29%)
- Those that regularly attended a Christian church as an adult are more likely to select (37% v. 22%)

“Which, if any, of the following life experiences would make you more open to consider turning to the church for help?”

Facing a broken relationship

- African-Americans are the most likely to select (20%)

Recognizing I had an addiction to drugs or alcohol

- Those age 18-24 (19%) are more likely to select than those 45-54 (8%), 55-64 (9%) and 65+ (7%)
- African-Americans (16%) are more likely to select than Asian-Americans (6%)
- Self-identified Evangelicals are more likely to select (20% v. 10%)

Losing my job

- Asian-Americans (18%) and African-Americans (16%) are more likely to select than Whites (5%)

“Which, if any, of the following life experiences would make you more open to consider turning to the church for help?”

Losing someone I loved

- Those who are high school graduates or less (28%) are more likely to select than those with a Graduate degree (16%)
- Christians are the most likely to select (33%)
- Those that have never attended a Christian church regularly are less likely to select (17% v. 28%)
- Those that regularly attended a Christian church as an adult are more likely to select (35% v. 22%)

“There are many beliefs about life after death. Which of the following statements is closest to your own beliefs?”

- Those in the South (22%) are more likely to select “After you die you will go to Heaven because God loves all people and will not let any of them perish” than those in the Northeast (11%)
- Those age 45-54 (25%) are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” than those 18-24 (9%) and 65+ (15%)
- Those age 18-24 are more likely to select “After you die you will return in another life form” (16%)
- African-Americans (22%) and Whites (19%) are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” than Asian-Americans (5%)
- Asian-Americans (47%) are more likely to select “No one really knows what will happen after we die” than African-Americans (34%) and Whites (36%)
- Those with a Graduate degree are the most likely to select “After you die nothing will happen; you will just not exist” (27%)
- Those who are high school graduates or less (21%) or have some college (18%) are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” than those with a Graduate degree (7%)

“There are many beliefs about life after death. Which of the following statements is closest to your own beliefs?” continued

- Those with household income of \$50,000-74,999 (20%) are more likely to select “After you die you will go to Heaven because you have tried your best to be a good person and live a good life” than those with less than \$25,000 (10%)
- Those with household income of \$25,000-34,999 (23%) are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” than those with \$50,000-74,999 (13%) and \$100,000 or more (13%)
- Those who are widowed (27%) are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” than those who are single, never married (14%) or in a civil union/domestic partnership (13%)
- Those who are in a civil union/domestic partnership are the most likely to select “After you die you will return in another life form” (16%)
- Those who are divorced/separated (45%) are more likely to select “No one really knows what will happen after we die” than those who are married (34%) or widowed (27%)

“There are many beliefs about life after death. Which of the following statements is closest to your own beliefs?” continued

- Nonreligious are the most likely to select “After you die nothing will happen; you will just not exist” (24%)
- Christians are the most likely to select “After you die you will go to Heaven because you have tried your best to be a good person and live a good life” (20%)
- Christians are the most likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” (28%)
- Other Religions are the most likely to select “After you die you will return in another life form” (16%)
- Nonreligious are the most likely to select “No one really knows what will happen after we die” (49%)
- Protestants (40%) are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” than Catholics (13%)
- Catholics (38%) are more likely to select “No one really knows what will happen after we die” than Protestants (25%)

“There are many beliefs about life after death. Which of the following statements is closest to your own beliefs?” continued

- Self-identified Evangelicals are less likely to select “After you die you will go to Heaven because you have tried your best to be a good person and live a good life” (6% v. 16%)
- Self-identified Evangelicals are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” (75% v. 14%)
- Self-identified Evangelicals are less likely to select “No one really knows what will happen after we die” (9% v. 39%)
- Those that have never attended a Christian church regularly are less likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” (6% v. 21%)
- Those that have never attended a Christian church regularly are more likely to select “No one really knows what will happen after we die” (45% v. 35%)
- Those that regularly attended a Christian church as a teen are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” (26% v. 13%)

“There are many beliefs about life after death. Which of the following statements is closest to your own beliefs?” continued

- Those that regularly attended a Christian church as an adult are more likely to select “After you die you will go to Heaven because you have received Jesus Christ as your savior” (37% v. 12%)
- Those that regularly attended a Christian church as an adult are less likely to select “No one really knows what will happen after we die” (24% v. 41%)

“Which if any of the following reasons describe why you stopped attending regularly?”

I personally had a negative experience with people at church

- Those in the South (22%) are more likely to select than those in the Northeast (12%)
- African-Americans (23%) and Whites (21%) are more likely to select than Hispanics (9%)
- Other Religions (30%) are the more likely to select than Christians (17%)

I lost interest

- Those age 65+ (30%) are more likely to select than those 35-44 (20%) and 45-54 (18%)
- Hispanics (26%) are more likely to select than Asian-Americans (10%)
- Those with a Bachelor's degree (30%) are more likely to select than those who are high school graduates or less (20%)
- Those with household income of \$75,000-99,999 (28%) are more likely to select than those with less than \$25,000 (18%)
- Those who are in a civil union/domestic partnership (32%) are more likely to select than those who are married (21%)

“Which if any of the following reasons describe why you stopped attending regularly?”

I lost interest (continued)

- Nonreligious (33%) are the more likely to select than Christians (19%)
- Catholics (25%) are more likely to select than Protestants (14%)
- Self-identified Evangelicals are less likely to select (4% v. 24%)
- Those that regularly attended a Christian church as a child are more likely to select (25% v. 14%)

I moved away from the church I had attended

- Those who are married (22%) are more likely to select than those who are widowed (11%)
- Christians (23%) are more likely to select than Nonreligious (12%)
- Protestants (29%) are more likely to select than Catholics (16%)

“Which if any of the following reasons describe why you stopped attending regularly?”

I had only attended because my parents made me

- Those age 18-24 (35%) are more likely to select than those 45-54 (22%), 55-64 (20%), and 65+ (21%)
- Hispanics are the most likely to select (32%)
- Those with household income of \$35,000-49,999 (31%) are more likely to select than those with less than \$25,000 (20%) and \$75,000-99,999 (20%)
- Those who are single, never married (33%) are more likely to select than those who are married (22%), divorced/separated (23%), or widowed (15%)
- Christians are the least likely to select (19%)
- Self-identified Evangelicals are less likely to select (7% v. 27%)
- Those that regularly attended a Christian church as a child are more likely to select (30% v. 4%)
- Those that regularly attended a Christian church as an adult are less likely to select (9% v. 32%)

“Which if any of the following reasons describe why you stopped attending regularly?”

I lost trust in the church

- Asian-Americans are the least likely to select (3%)
- Those who are high school graduates or less are the least likely to select (13%)
- Those with household income of \$100,000 or more (27%) are more likely to select than those with less than \$25,000 (17%)
- Those who are widowed are the least likely to select (7%)
- Christians are the least likely to select (16%)
- Those that regularly attended a Christian church as a teen are more likely to select (26% v. 15%)

I lost trust in God

- No significant differences

“Which if any of the following reasons describe why you stopped attending regularly?”

I got too busy in my life

- Those age 18-24 (26%) are more likely to select than those 65+ (14%)
- Those with household income of \$100,000 or more (26%) are more likely to select than those with less than \$25,000 (17%) and \$35,000-49,999 (15%)
- Those who are single, never married (22%) or divorced/separated (20%) are more likely to select than those who are widowed (10%)
- Christians (23%) are more likely to select than Nonreligious (12%)

“Which if any of the following reasons describe why you stopped attending regularly?”

I was turned off by the moral stances of the church

- Those age 65+ (25%) are more likely to select than those 18-24 (15%)
- Those who are high school graduates or less are the least likely to select (12%), followed by those with some college (24%)
- Those with household income of \$50,000-74,999 (28%), \$75,000-99,999 (24%), and \$100,000 or more (29%) are more likely to select than those with less than \$25,000 (12%) and \$25,000-34,999 (15%)
- Those who are married (24%) are more likely to select than those who are widowed (12%)
- Christians are the least likely to select (14%)
- Self-identified Evangelicals are less likely to select (5% v. 22%)
- Those that regularly attended a Christian church as a child are more likely to select (23% v. 11%)

“Which if any of the following reasons describe why you stopped attending regularly?”

I made life choices that would not be supported by a church

- Those who are in a civil union/domestic partnership (21%) are more likely to select than those who are married (10%) or divorced/separated (10%)
- Christians are the least likely to select (9%)
- Self-identified Evangelicals are less likely to select (1% v. 12%)

Unchurched Report

Survey of 2,000 Unchurched Americans

For the Billy Graham Center for
Evangelism, Wheaton College

