

Hispanic Church Planting Study 2025

Statistically Significant Factors that Impact Key Outcomes

Church Attendance
New Commitments to Christ
Majority of Attendees Previously Unchurched
Financial Self-Sufficiency
Starting a Daughter Church within 5 Years

EXPONENTIAL

Lifewayresearch



**CHURCH
PLANTING
LEADERSHIP
FELLOWSHIP**

Acknowledgements

- Exponential recruited church planting organizations in the Church Planting Leadership Fellowship to join them in sponsoring the study:
 - Exponential
 - SEND Network (SBC)
 - Evangelical Free Church of America
 - Church Multiplication Network (AG)
 - Christian & Missionary Alliance
 - Baptist Missionary Association of America
 - The Wesleyan Church
 - Evangelical Covenant Church
 - Resonate Global Mission (CRCNA)
 - Talbot School of Theology, Biola University
 - Billy Graham Center, Wheaton College
- The research was conducted by Lifeway Research
- Special thanks goes to those who served on the study's advisory council:
 - Jose Abella
 - Marcelo Realpe
 - Alex Rivero
 - Jorge Cuevas
 - Rubén Quintero
 - Dennis Rivera
 - Bill Couchenour
 - Elvis Garcia
 - Fil Nesta
 - Mirtha Villafane

Methodology

- The online survey of 292 Hispanic new church works was conducted September 3 – November 5, 2025
- New church work starters were individually invited by email to participate in either Spanish or English
- The invitation and survey defined “new church works” to include church starts, church mergers, revitalizations, restarts, Spanish-language congregations within a non-Hispanic church, and new sites for an existing congregation
- Up to 4 reminder emails were sent to all who did not respond to the initial invitation, and phone calls were made to five smaller denominations
- All survey respondents were either the founding pastor or the current lead pastor of the new church work
- Responses were weighted by denomination to more accurately reflect the population
- The participating sample is 292 surveys (all in the U.S.); number answering varies by question

Who the Study Includes:

- Baptist Missionary Association of America
- Christian & Missionary Alliance
- Church Multiplication Network/Assemblies of God
- Evangelical Covenant Church
- Evangelical Free Church of America
- Foursquare
- Free Methodists
- Mission to North America/Presbyterian Church in America
- Missionary Church
- Reformed Church in America
- Resonate Global Mission/Christian Reformed Church in North America
- SEND Network/ Southern Baptist Convention
- Texas District Lutheran Church Missouri Synod
- Vineyard
- The Wesleyan Church

Significant Factors

- Separate analysis was performed to identify the most significant factors that predict each outcome:
 - Higher first-year worship attendance
 - More new commitments to Jesus Christ in the first year
 - Whether or not a plant had half or more of attendees who were previously unchurched
 - Being financially self-sufficient
 - Having planted a daughter church within five years
- Only churches started since 2016 are included in the analysis
- Model selection performed to ensure only factors with a significant relationship with outcomes of interest in the presence of all other considered explanatory factors are shown
- On some charts, a note is added designating low sample size. This means the factor should be considered cautiously but does not need to be ignored

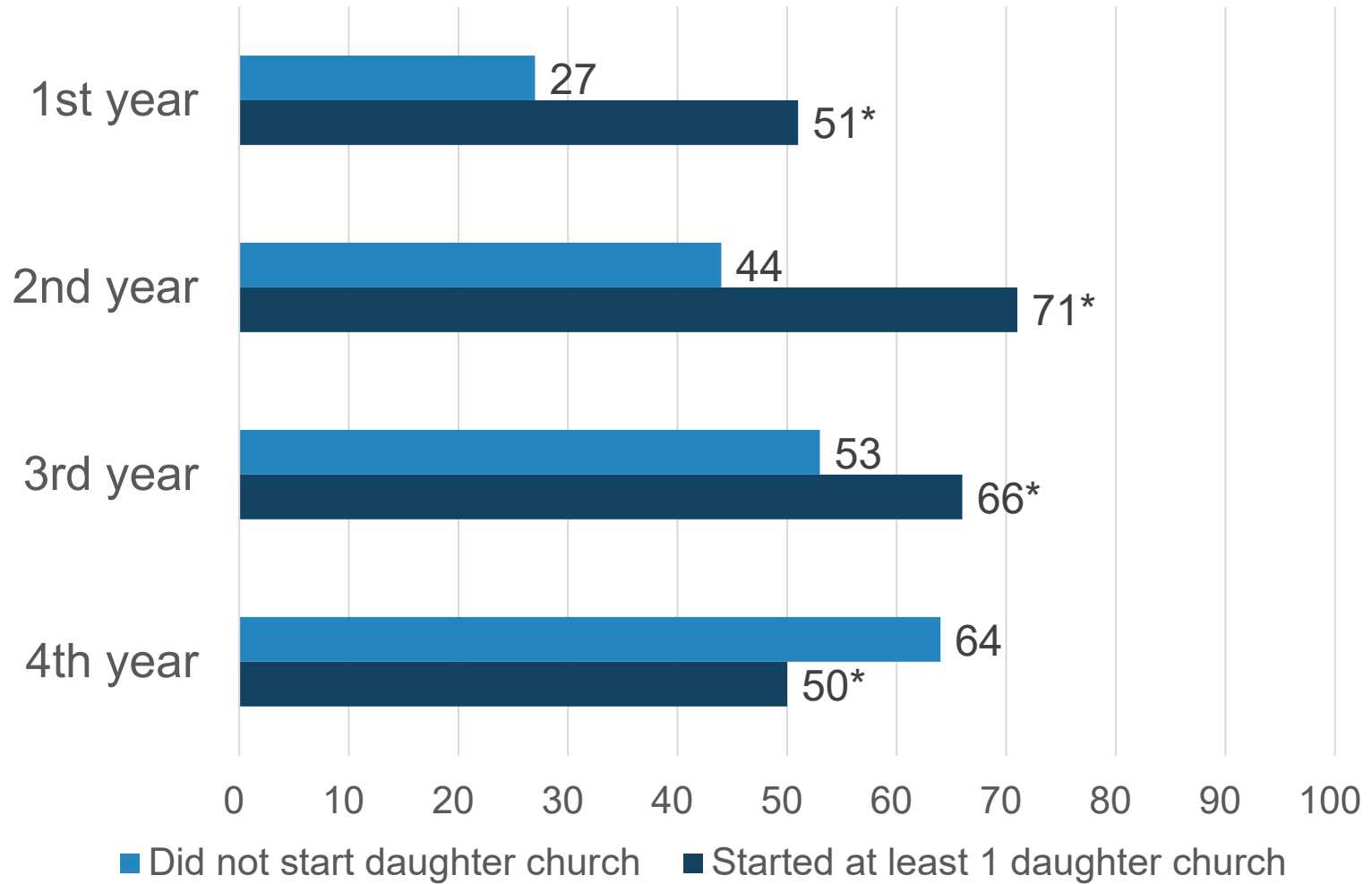
Higher First-Year Worship Attendance

Significant factors that predict higher first year worship attendance

- Model determined using stepwise multiple regression analysis among factors related to higher worship attendance
 - Year over year worship attendance is strongly, positively correlated. While the correlation does decrease over time, it remains significantly positive.
- All values shown are average attendance numbers for each factor level

Congregation started at least one daughter church within 3 years of existence

Average Worship Attendance by Year

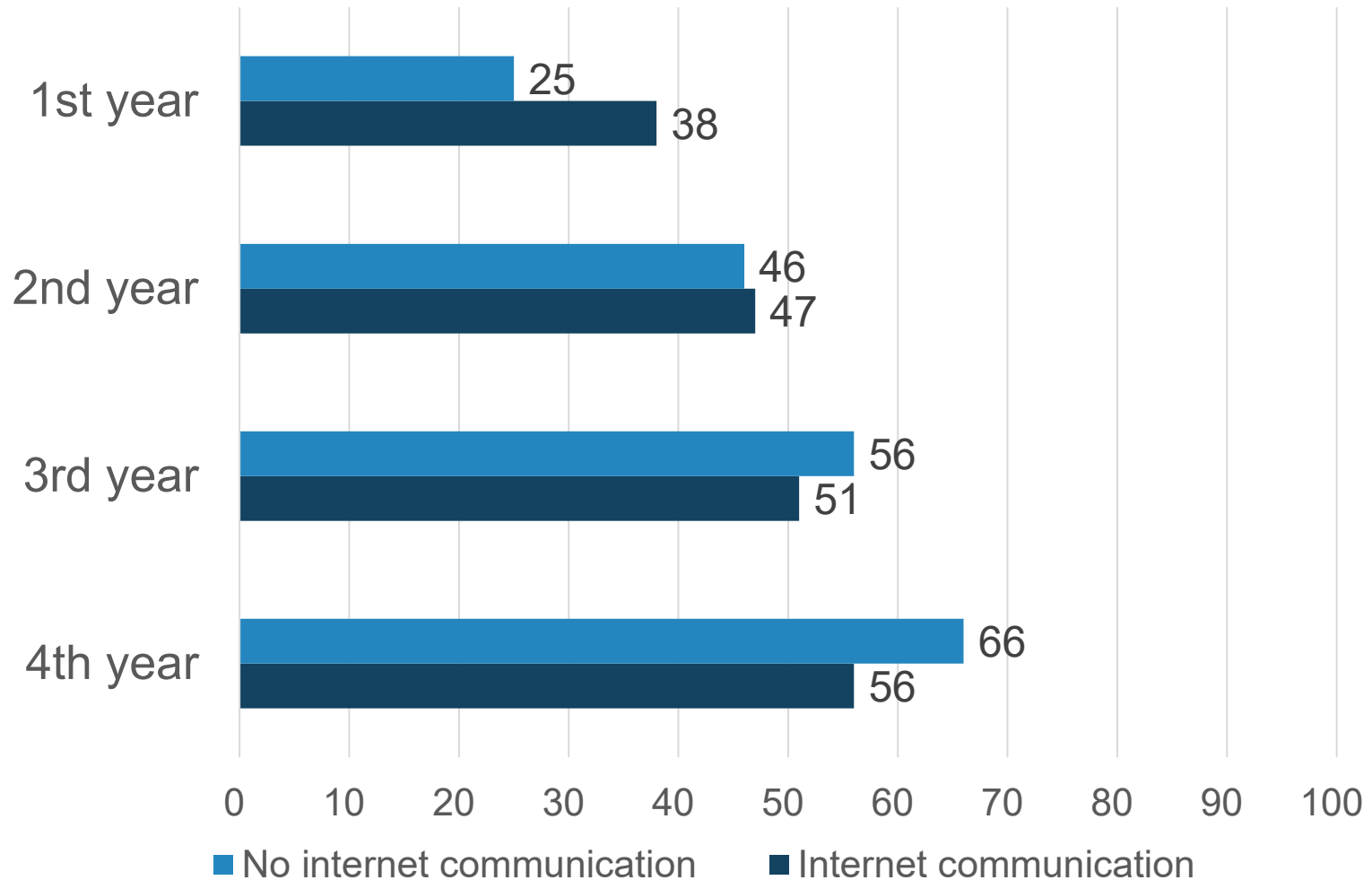


Lifewayresearch

*Low sample size

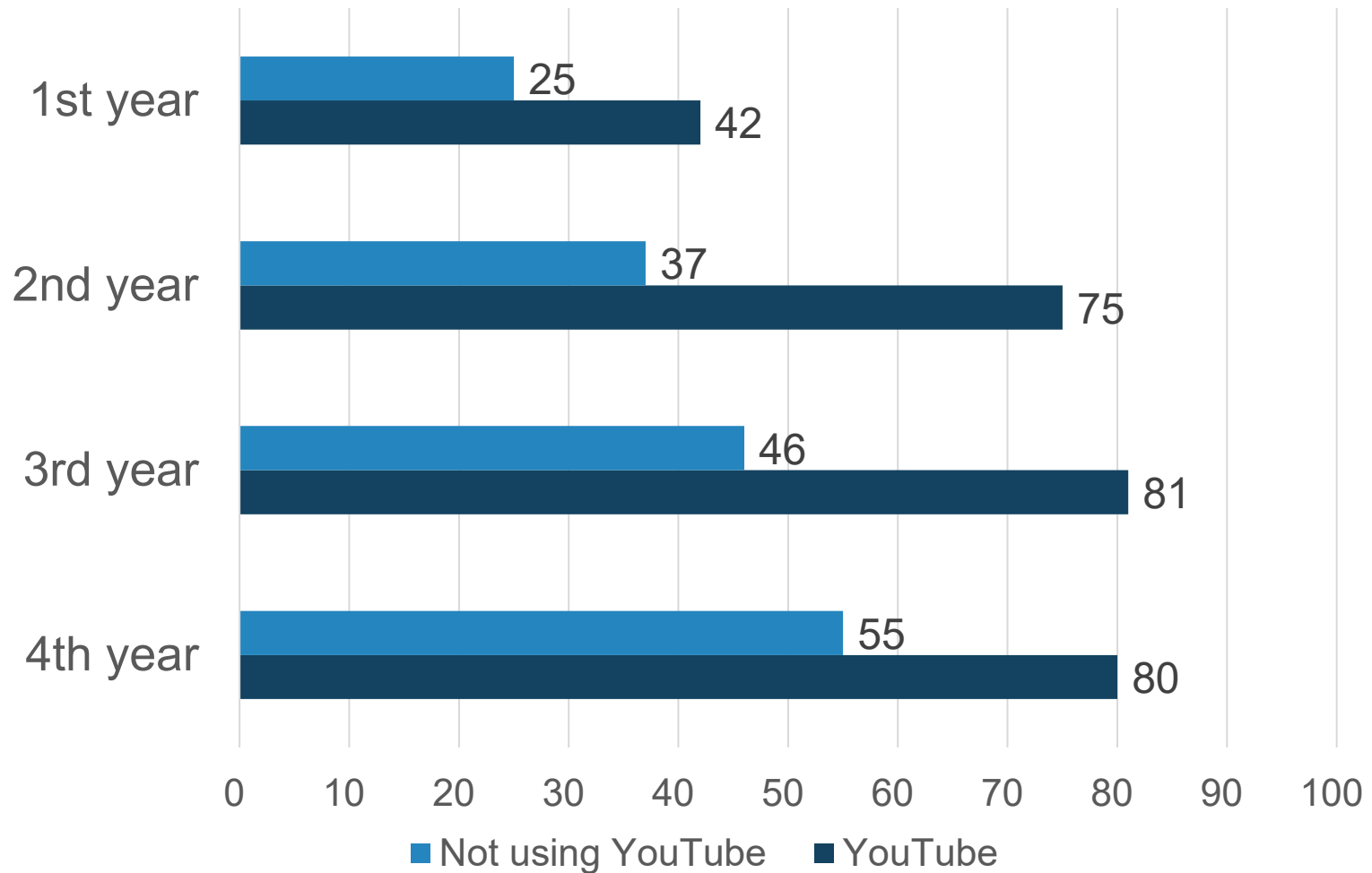
Top 3 forms of publicity most frequently used included internet communication (websites, e-mail blasts)

Average Worship Attendance by Year



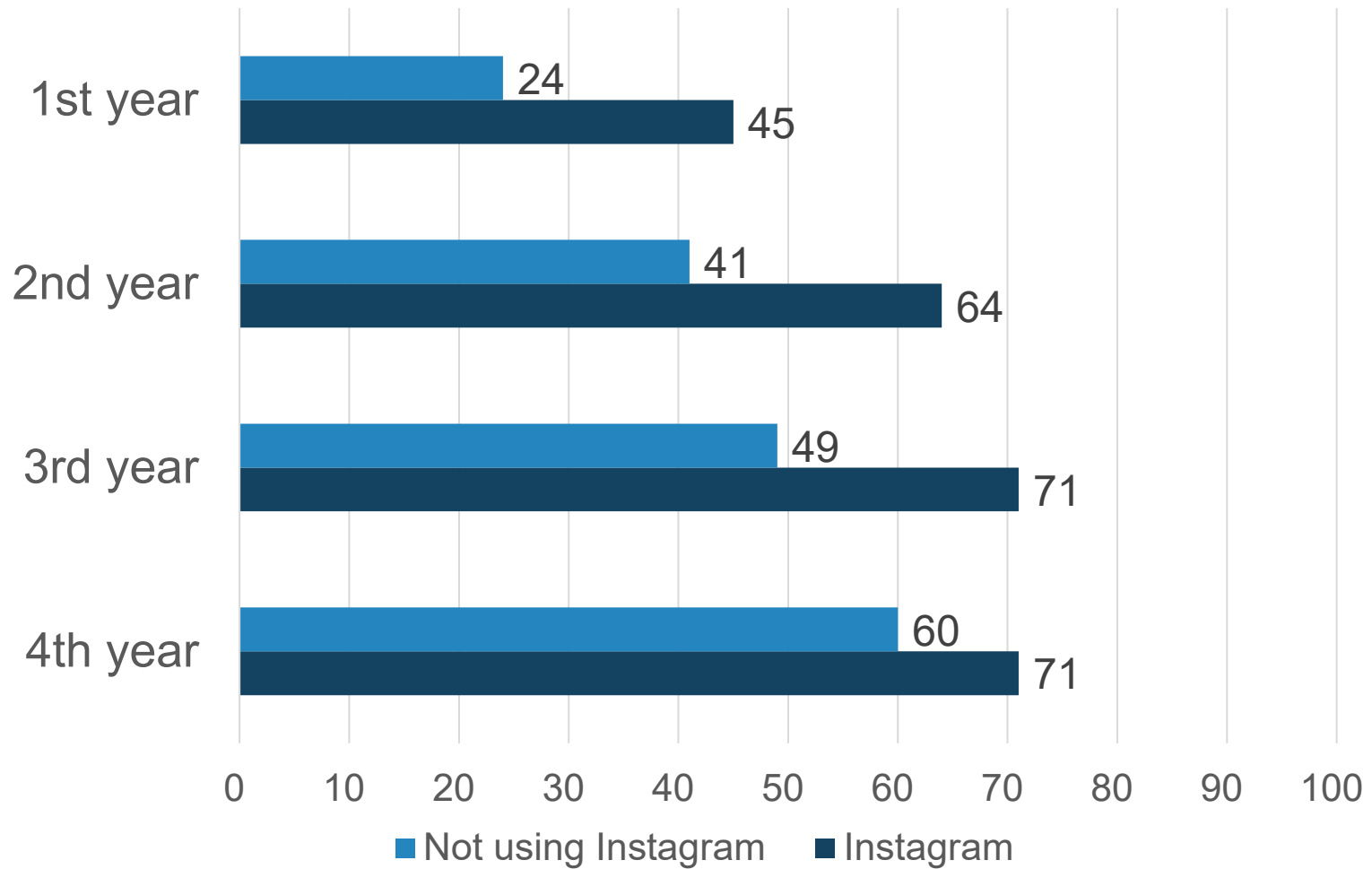
Electronic communication used within congregation included YouTube

Average Worship Attendance by Year



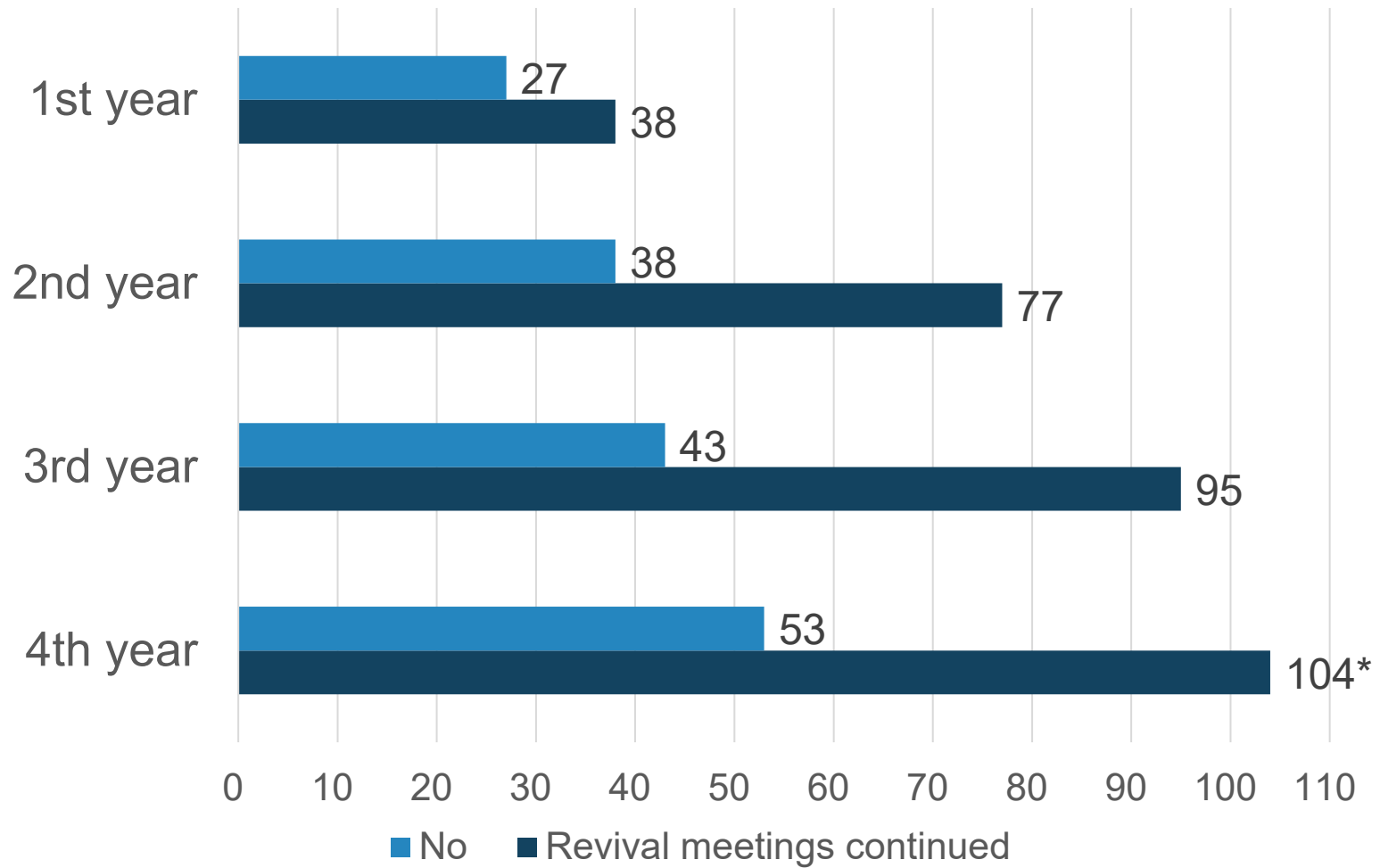
Electronic communication used within congregation included Instagram

Average Worship Attendance by Year



Outreach activities included revival meetings that continued to be used after launch of new church work

Average Worship Attendance by Year

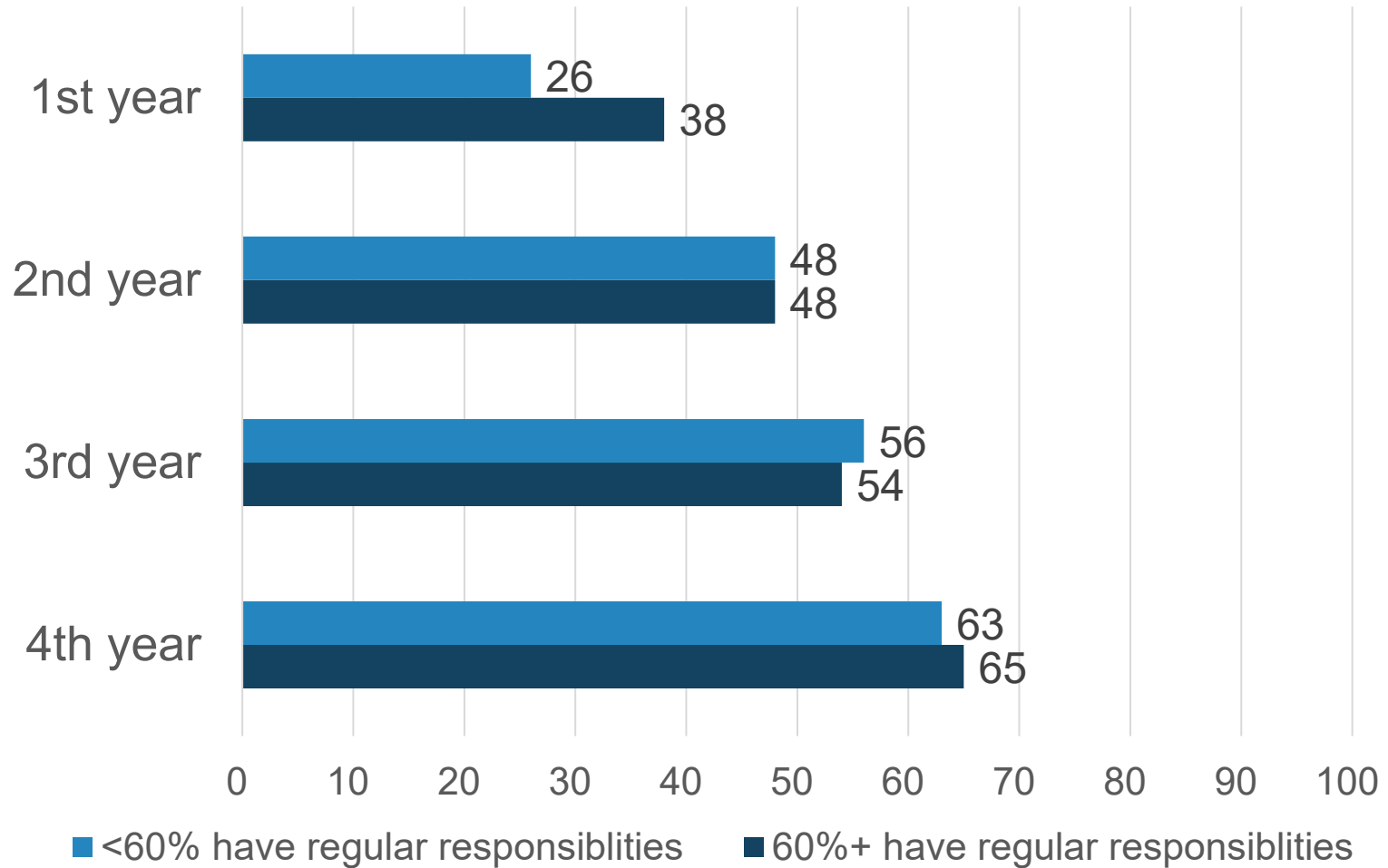


Lifewayresearch

*Low sample size

Percentage of adults attending at least once a month who have regular responsibilities

Average Worship Attendance by Year



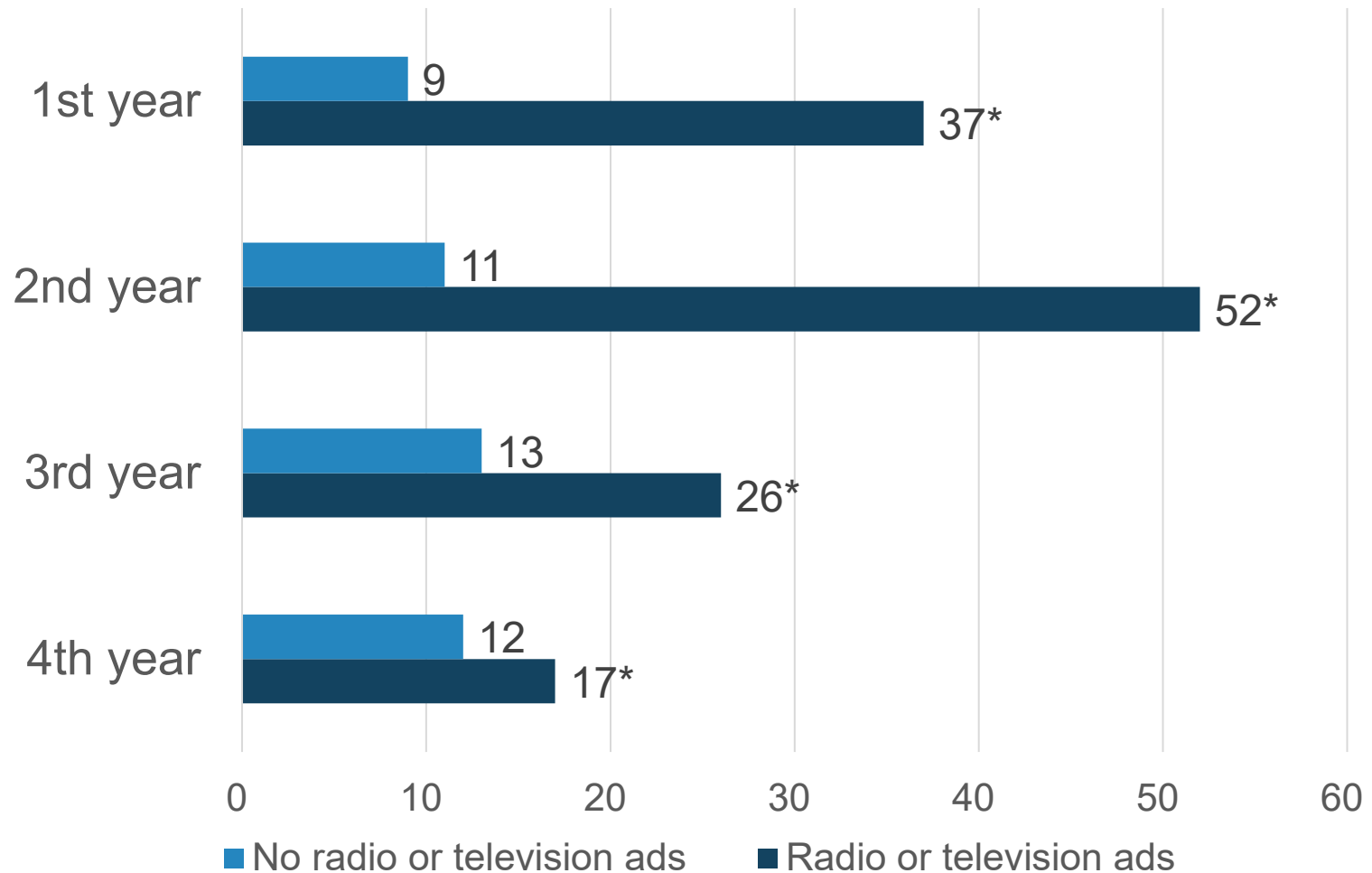
More First-Year New Commitments to Christ

Significant factors that predict higher number of new, first-time commitments to Jesus Christ through the new church work in the first year.

- Model determined using stepwise multiple regression analysis among factors related to higher number of new, first-time commitments to Jesus Christ
 - New commitments are highly correlated year to year. While the correlation decrease over time, it remains significantly positive.
- All values shown are mean number of commitments for each factor level

Top 3 forms of publicity most frequently used included radio or television ads

Average Number of New Commitments to Jesus Christ by Year

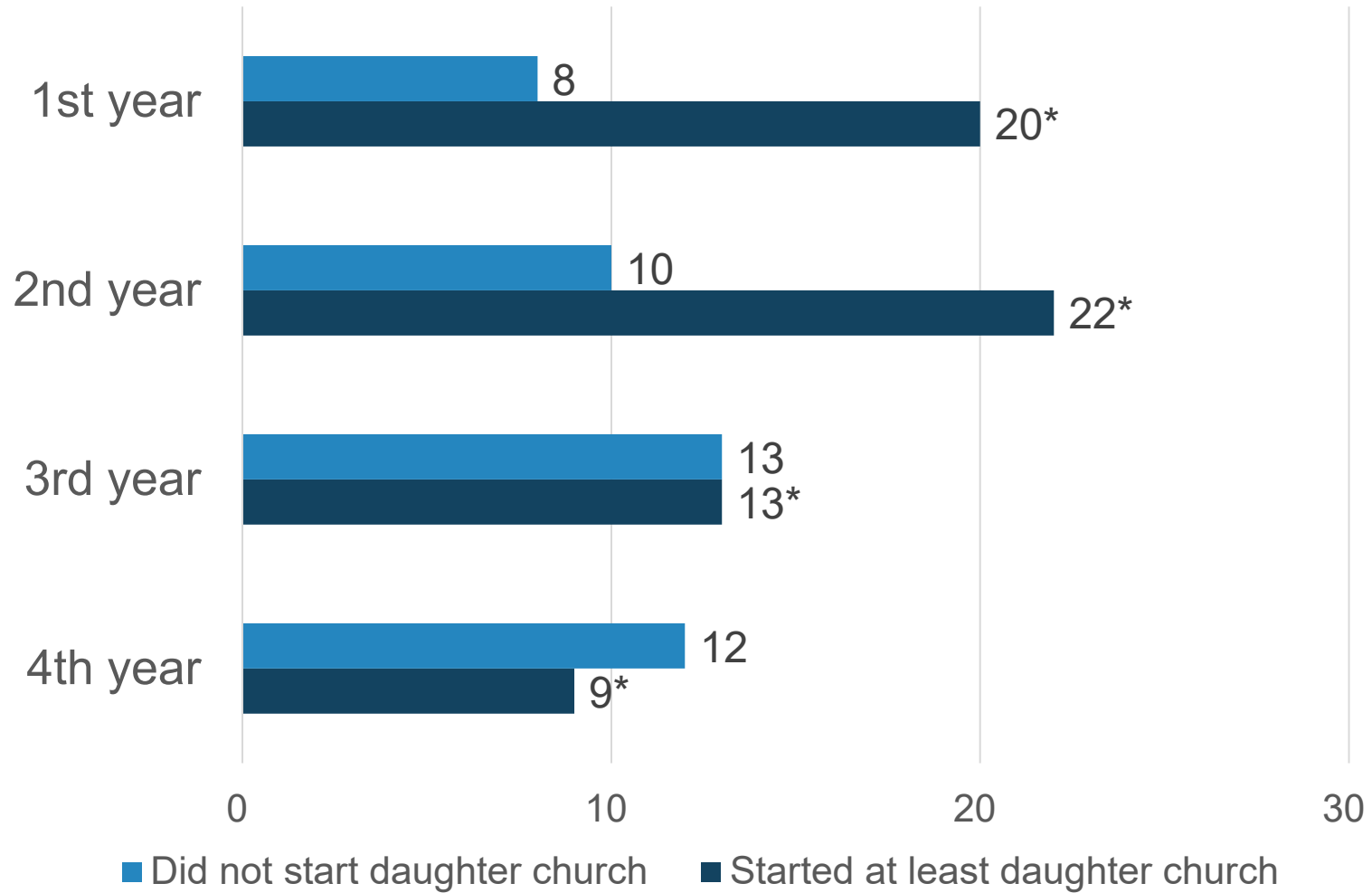


Lifewayresearch

*Low sample size

Congregation started at least one daughter church within 3 years of existence

Average Number of New Commitments to Jesus Christ by Year

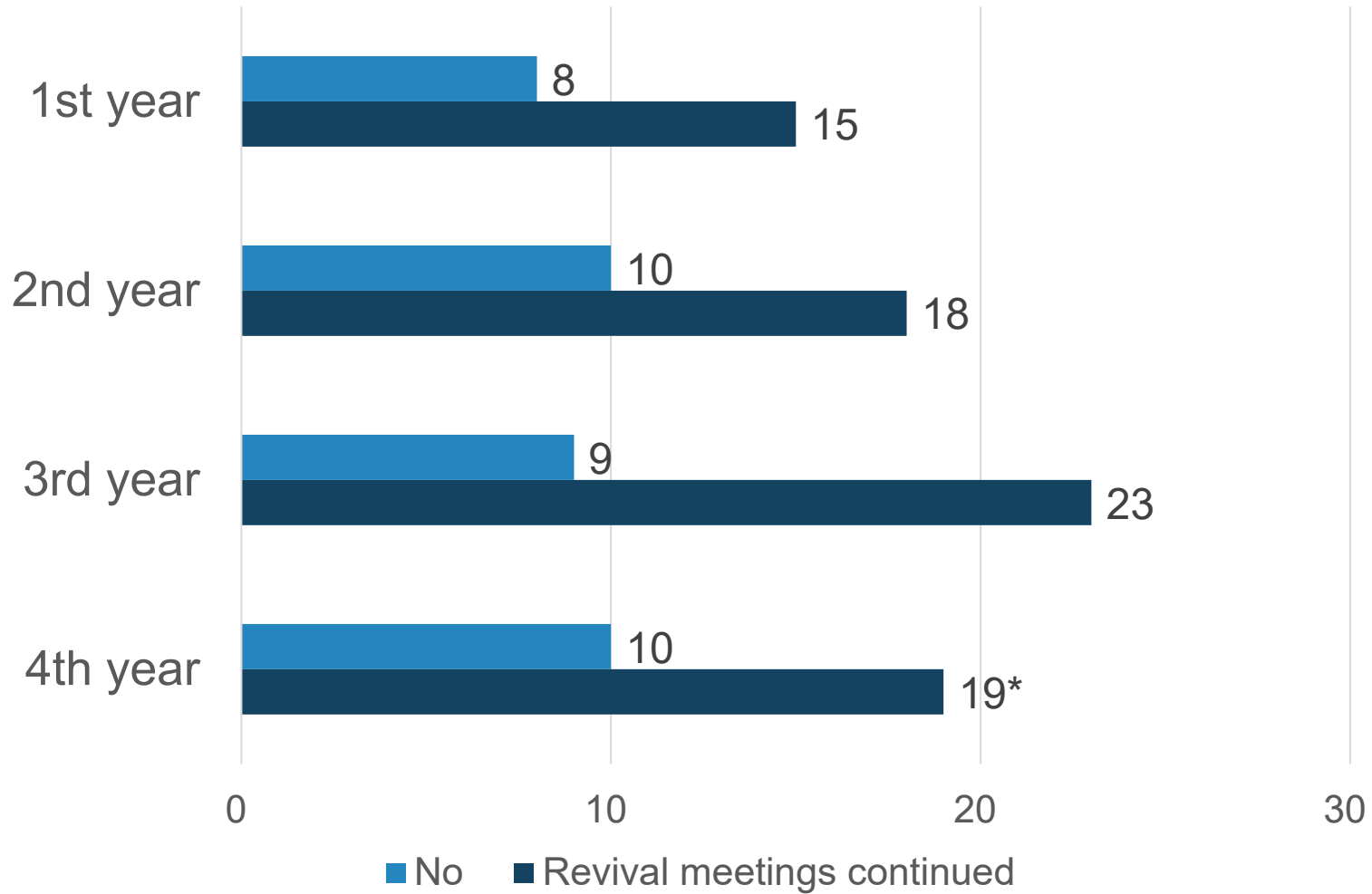


Lifewayresearch

*Low sample size

Outreach activities included revival meetings that continued to be used after launch of new church work

Average Number of New Commitments to Jesus Christ by Year

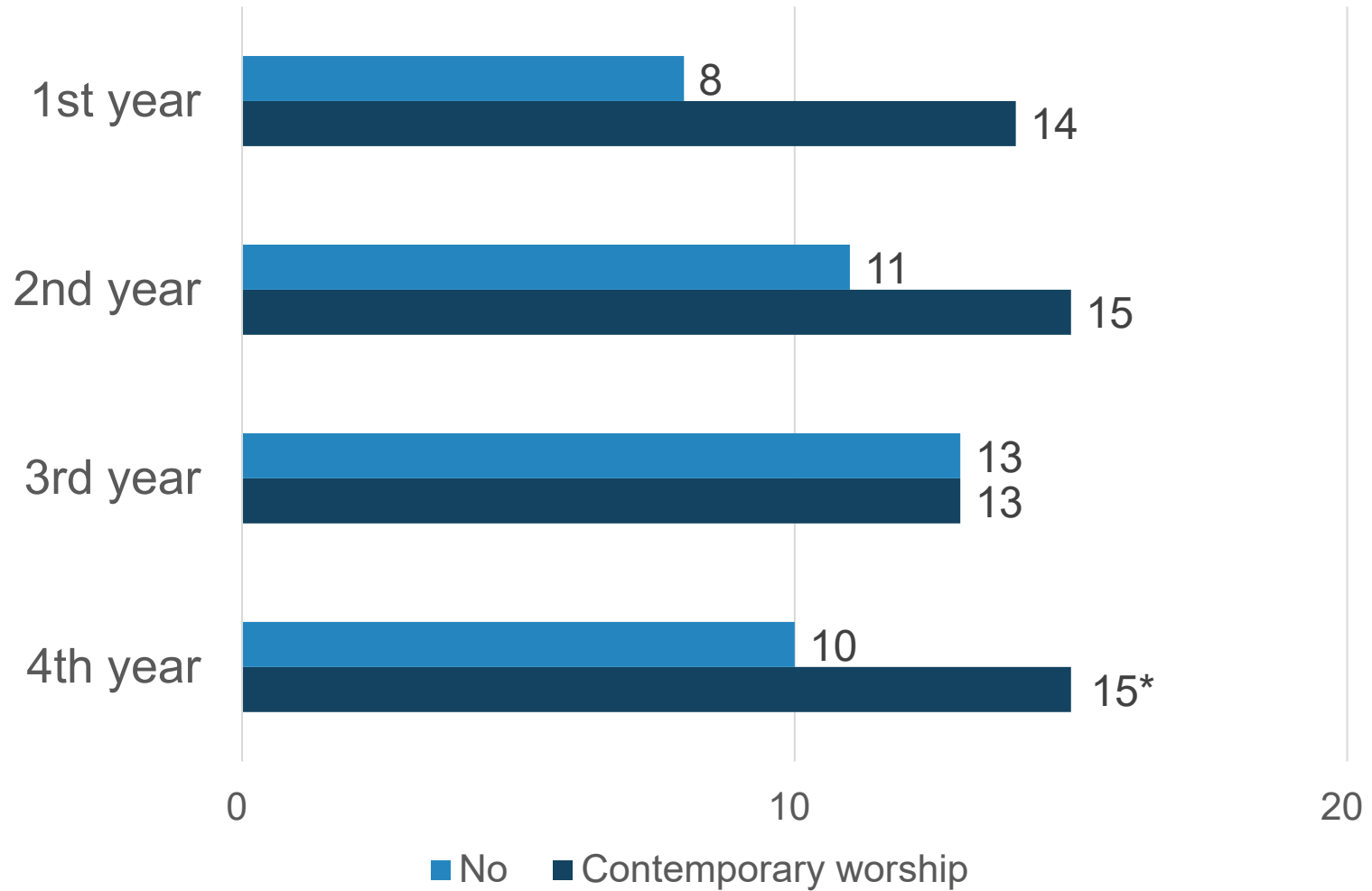


Lifewayresearch

*Low sample size

Contemporary worship style used

Average Number of New Commitments to Jesus Christ by Year

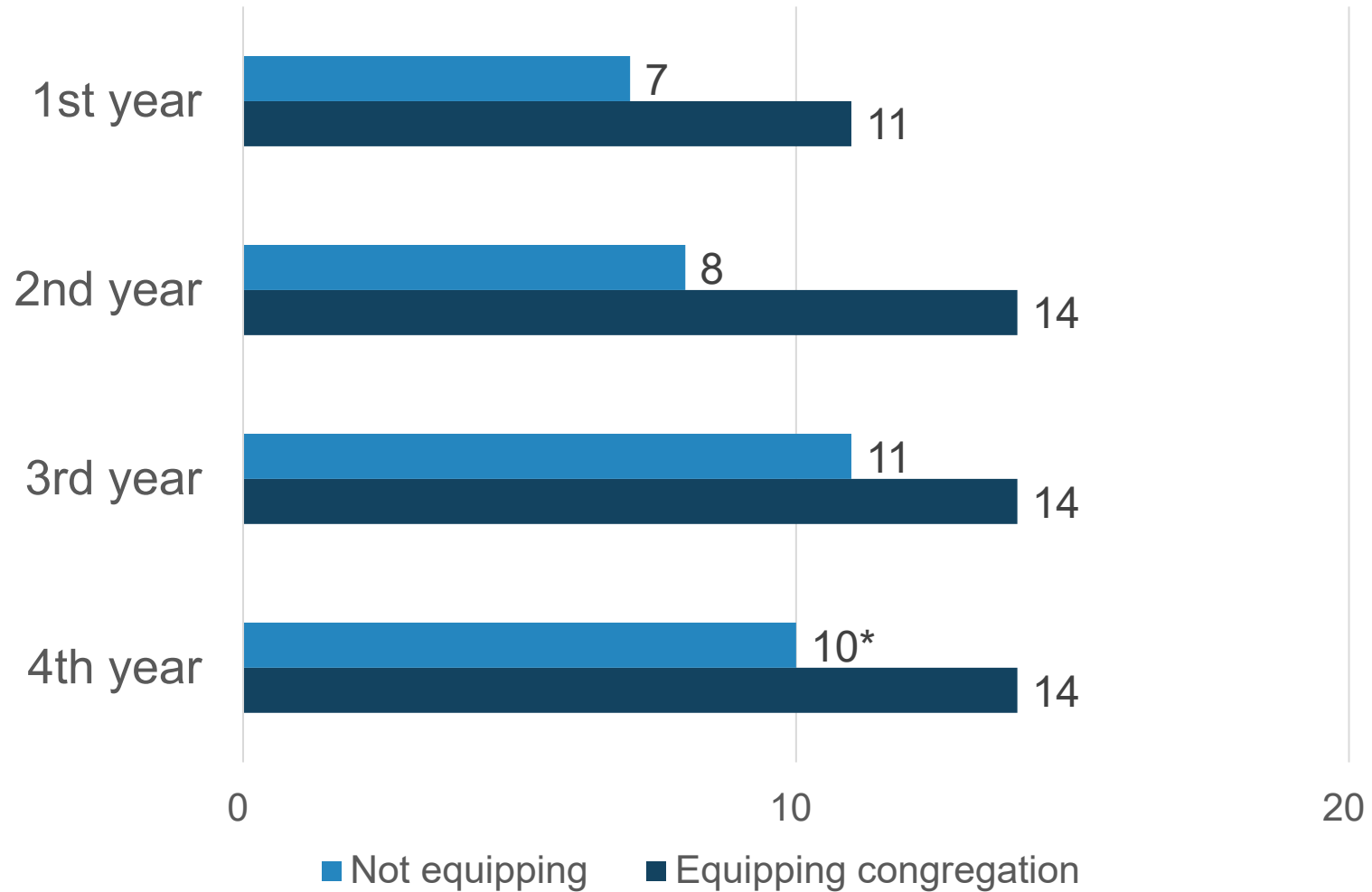


Lifewayresearch

*Low sample size

Wanted church to emphasize *most*: Equipping the congregation to share the gospel with those they talk to

Average Number of New Commitments to Jesus Christ by Year

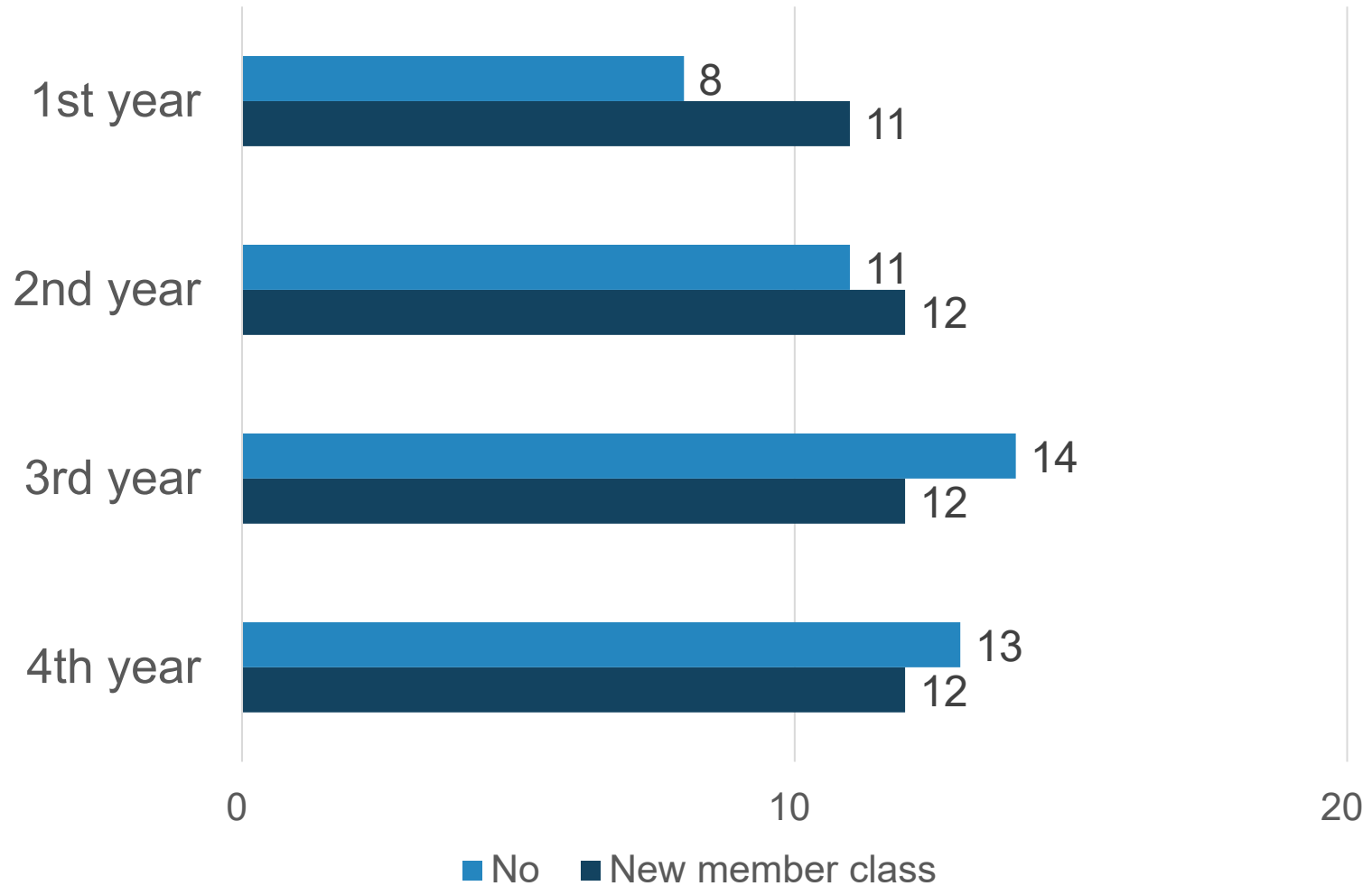


Lifewayresearch

*Low sample size

Congregation offering new member class

Average Number of New Commitments to Jesus Christ by Year



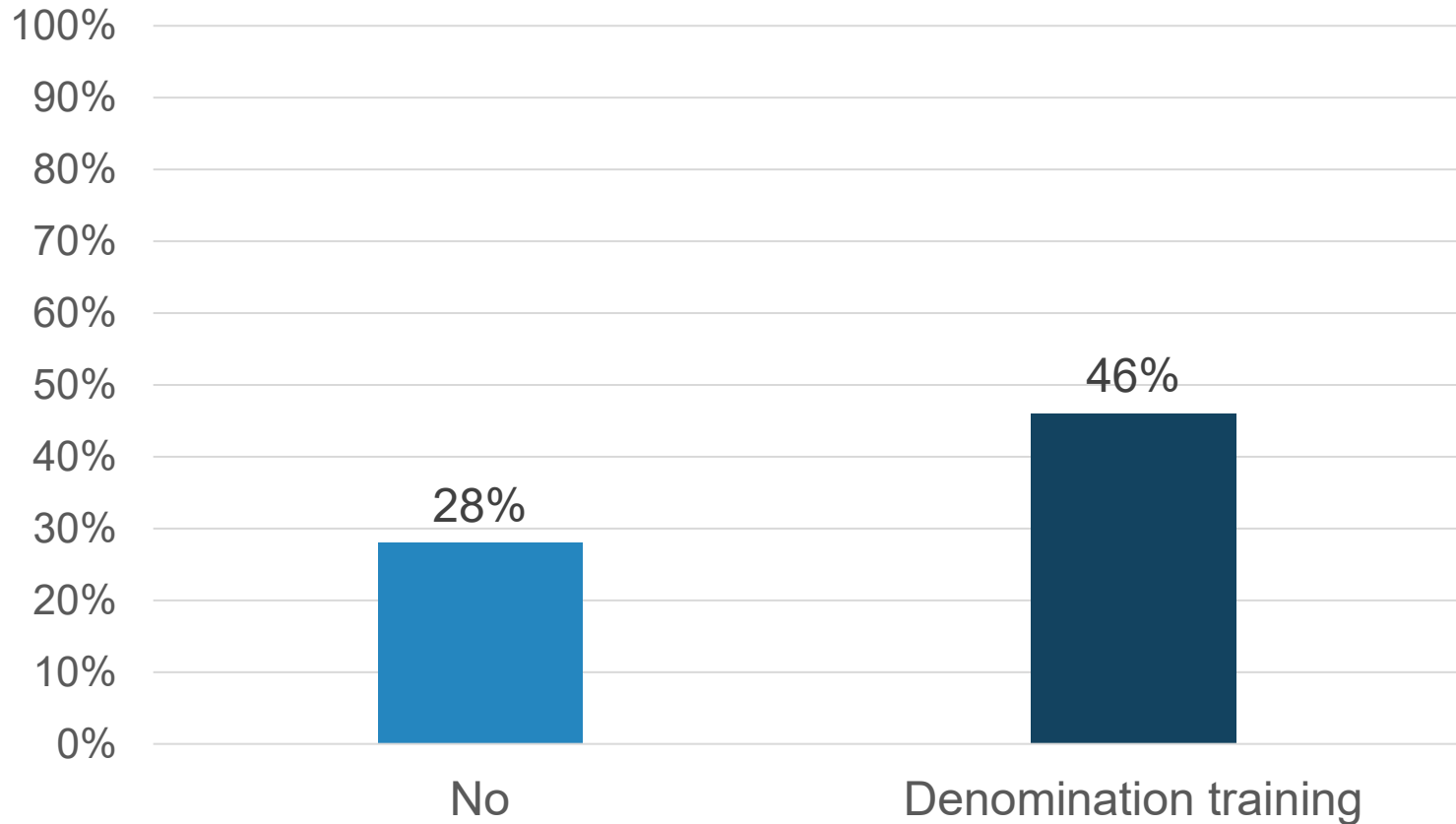
Majority Unchurched

Significant factors that predict having a majority of people attending the new church work who were previously unchurched

- Model determined using stepwise multiple regression analysis among factors related to having a majority previously unchurched among people attending the new church work
- All values shown are percentage of churches with more than half unchurched for each factor level
- “Unchurched” includes the percent previously completely unchurched and the percent unchurched for many years among the people attending the new church work since it began

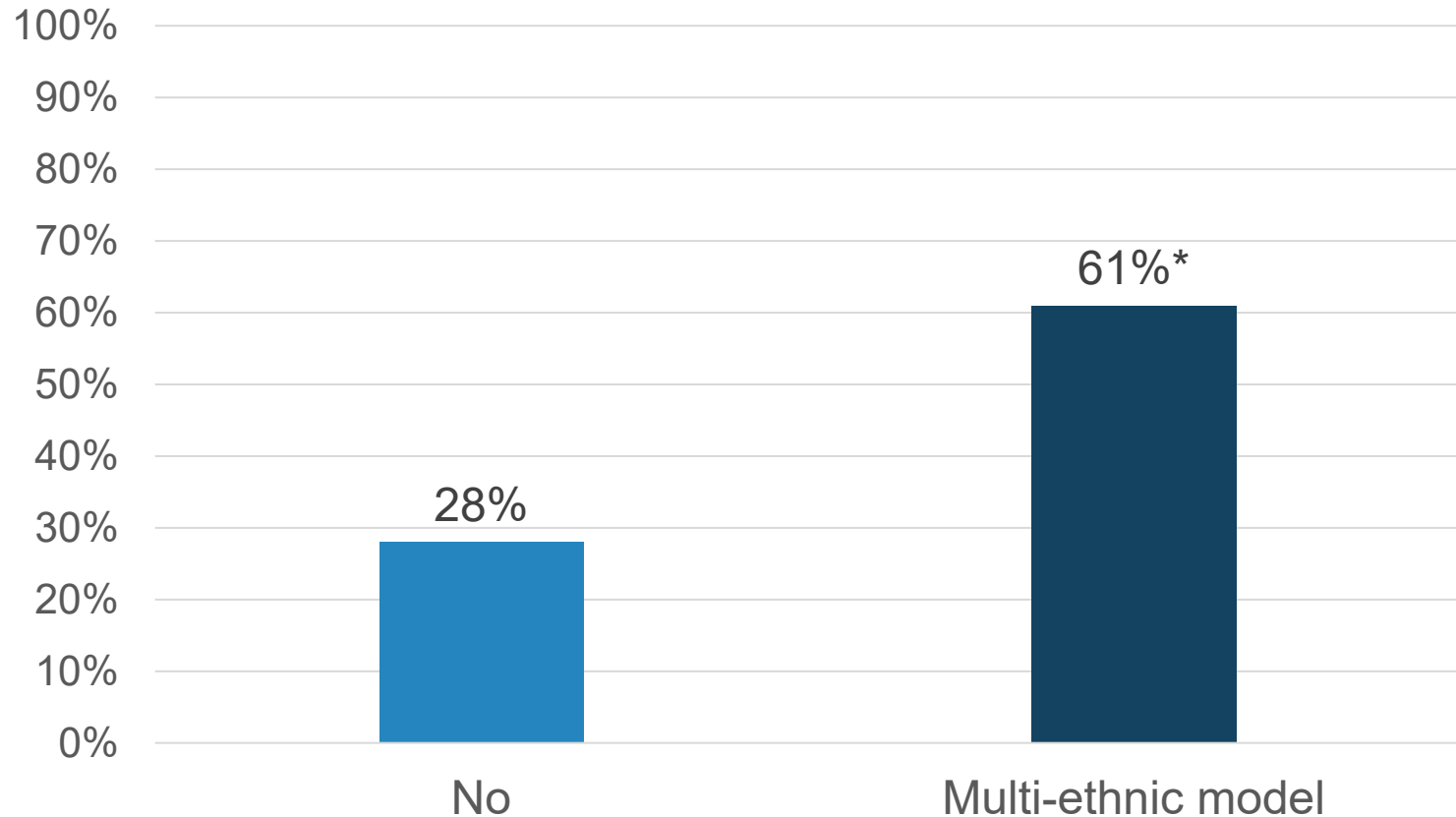
Church start training included a week or longer boot camp or basic training provided by your denomination

Percentage of Churches with Majority of Attendees Previously Unchurched



Multi-ethnic church model strongly influenced the church start

Percentage of Churches with Majority of Attendees Previously Unchurched

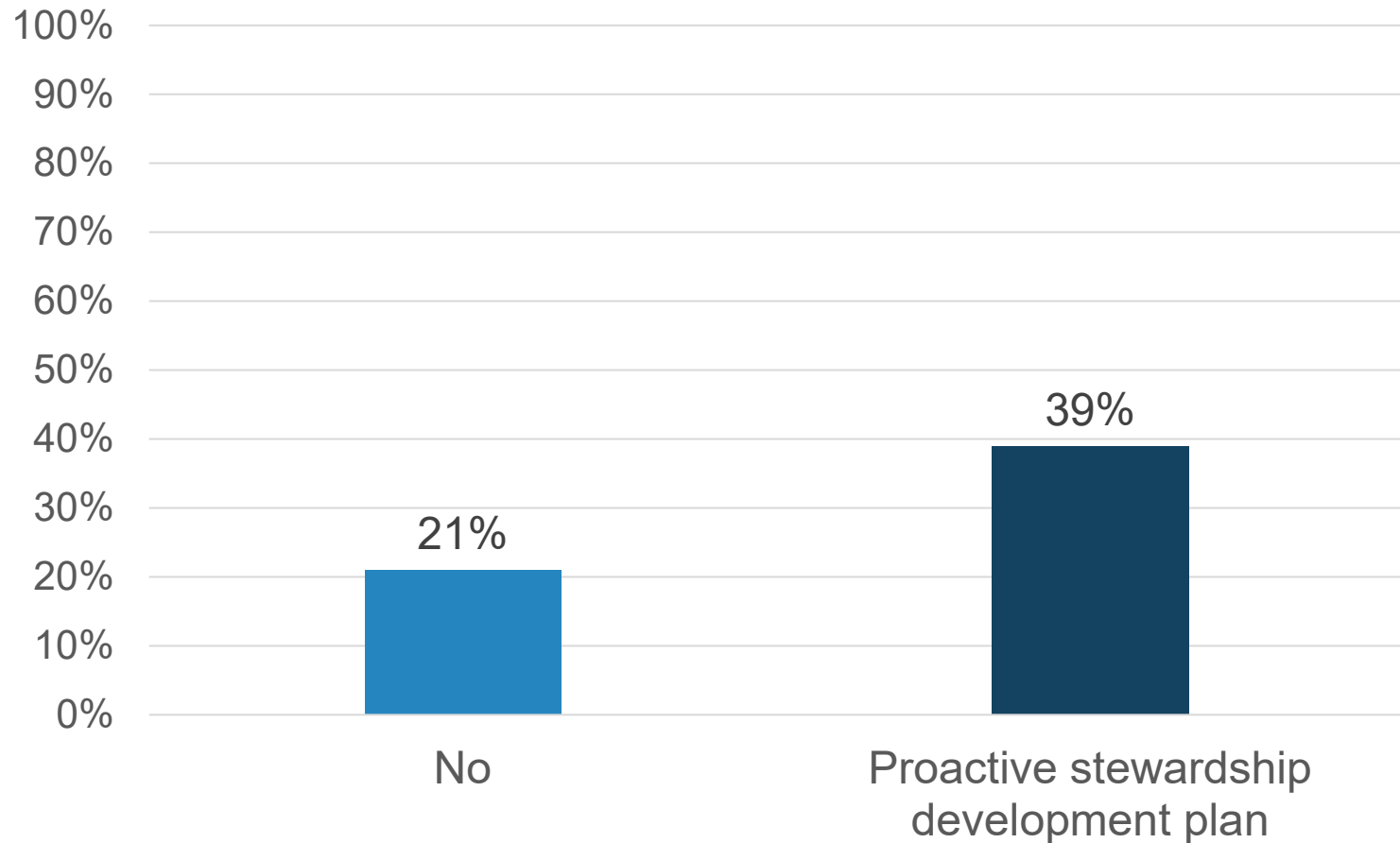


Lifeway research

*Low sample size

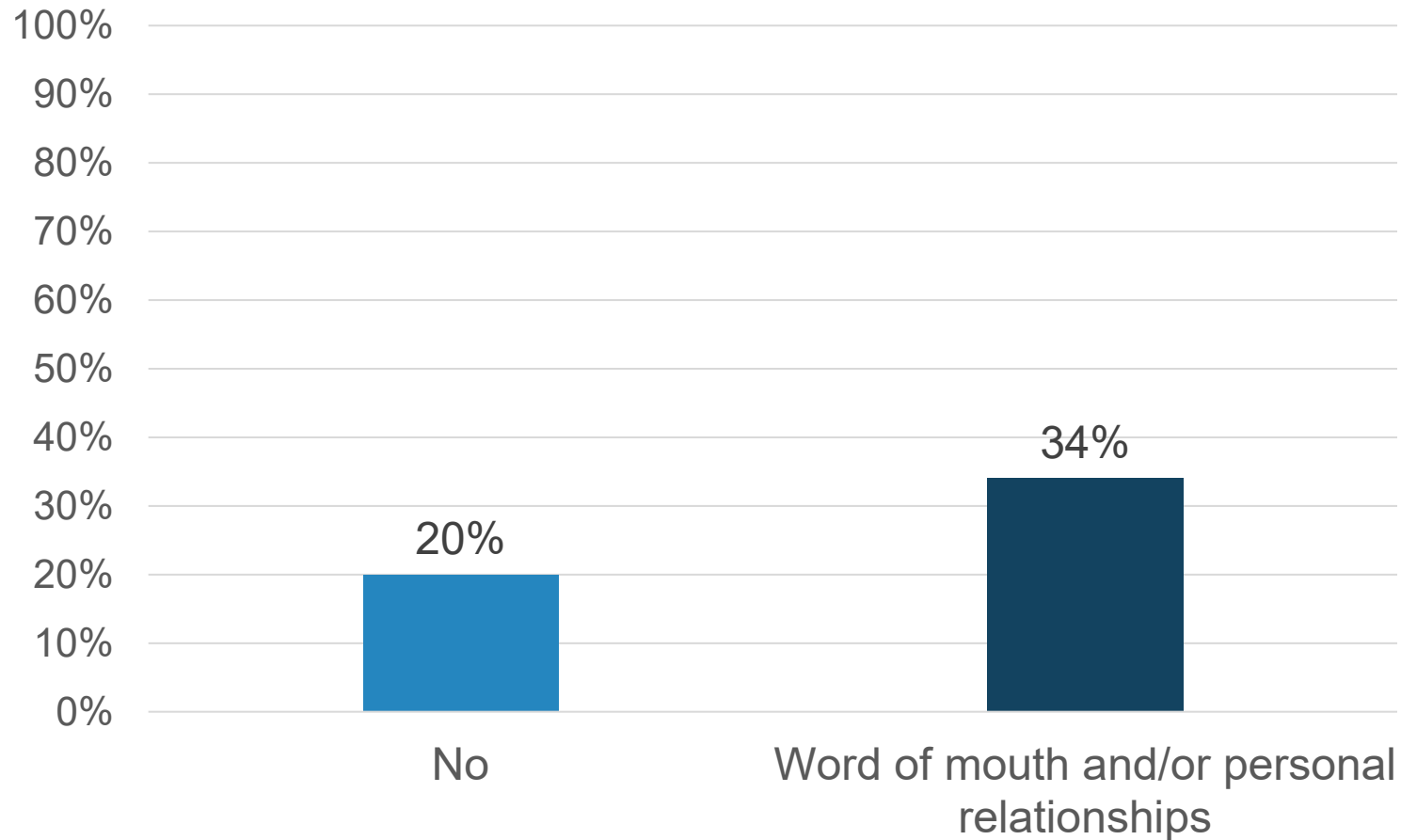
Activities included a proactive stewardship development plan enabling church to be financially self-sufficient

Percentage of Churches with Majority of Attendees Previously Unchurched



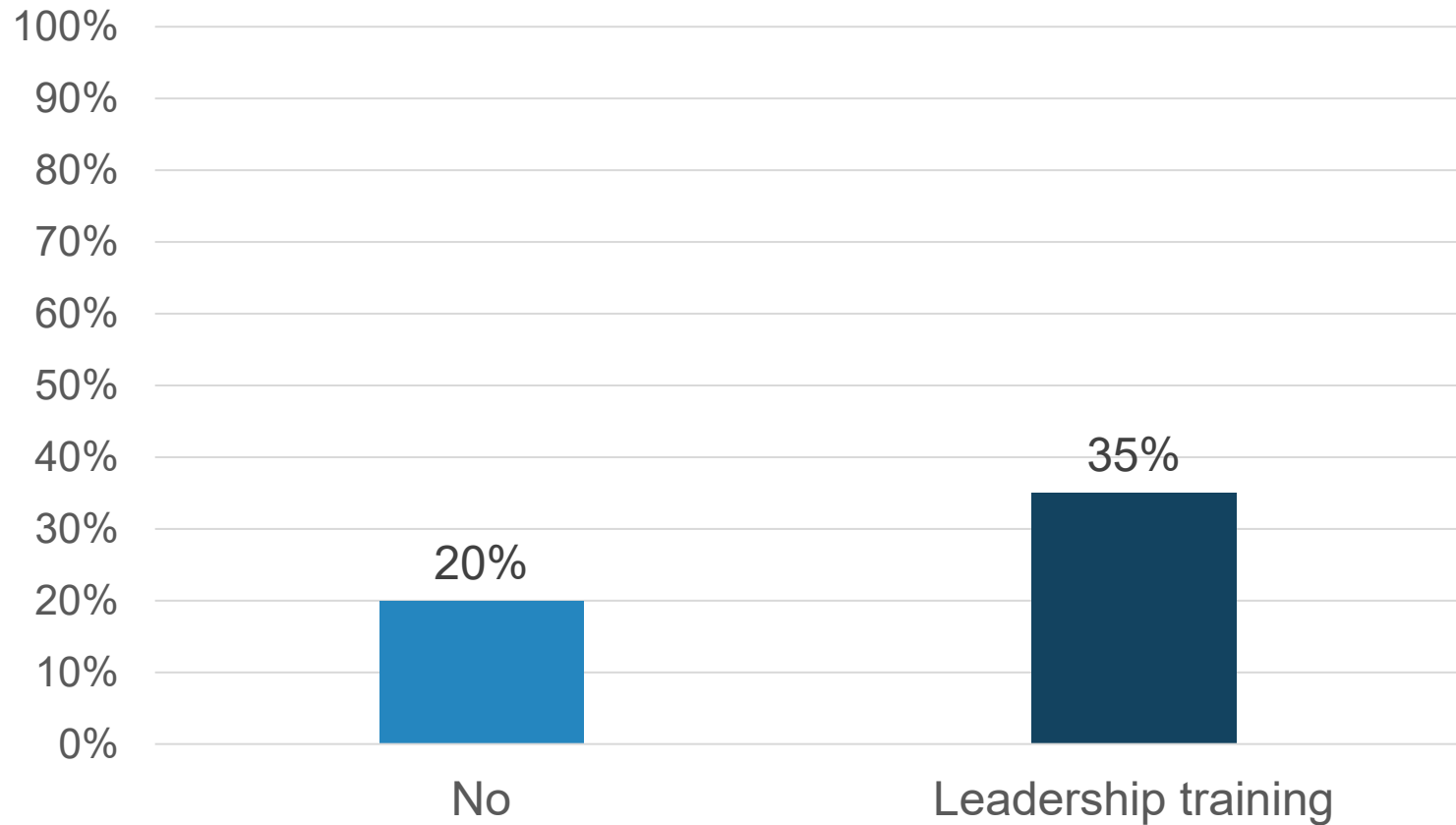
2 most successful forms of publicity included word of mouth and/or personal relationships

Percentage of Churches with Majority of Attendees Previously Unchurched



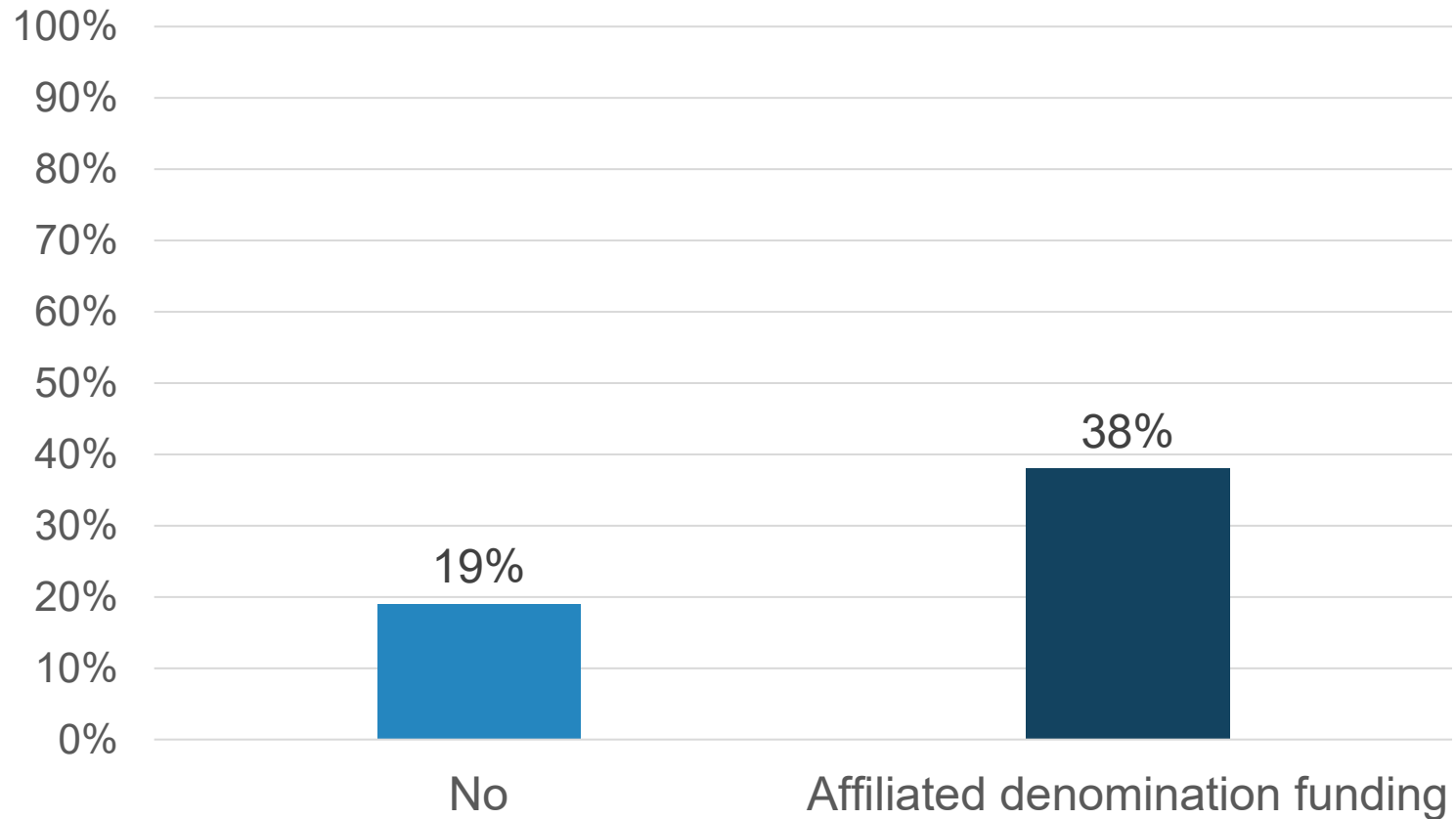
Activities included leadership training for new church members

Percentage of Churches with Majority of Attendees Previously Unchurched



Funding sources used to start new church work included funds from affiliated denomination

Percentage of Churches with Majority of Attendees Previously Unchurched



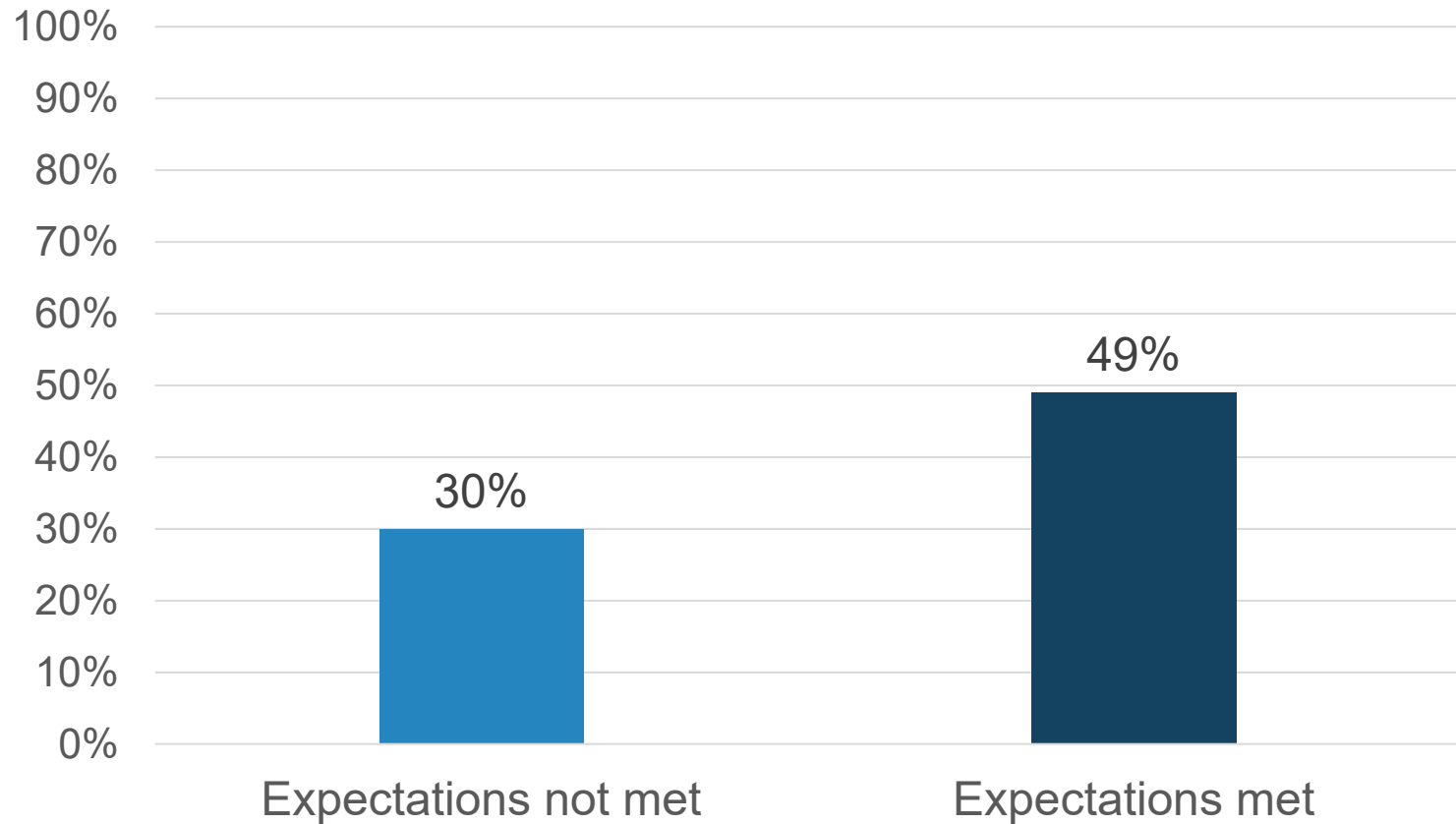
Financial Self-sufficiency

Significant factors that predict reaching financial self-sufficiency.

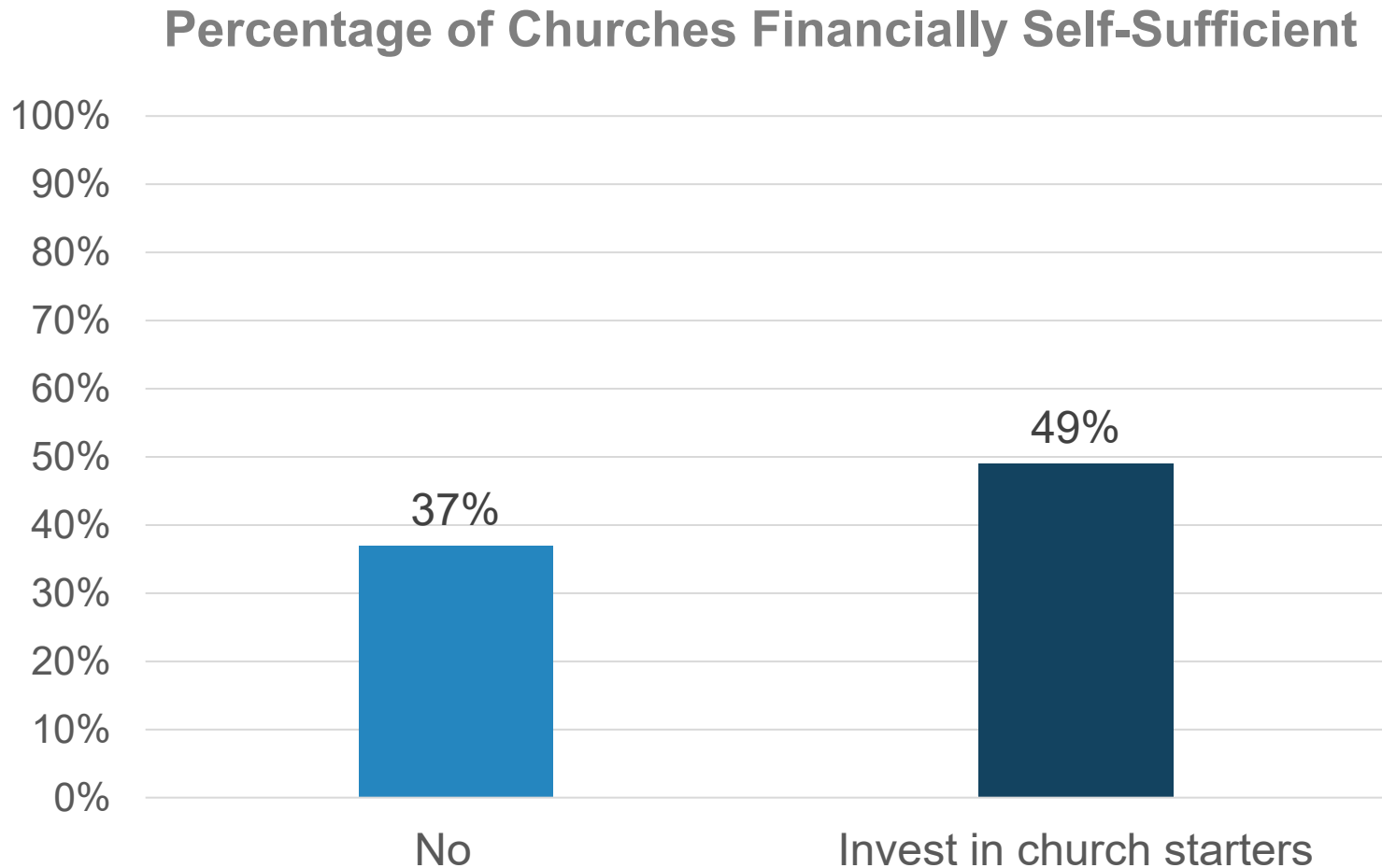
- Model determined using stepwise multiple regression analysis among factors related to reaching financial self-sufficiency
- All values shown are percentage of churches who reached self-sufficiency

Expectations of new church met the reality of the church starting experience

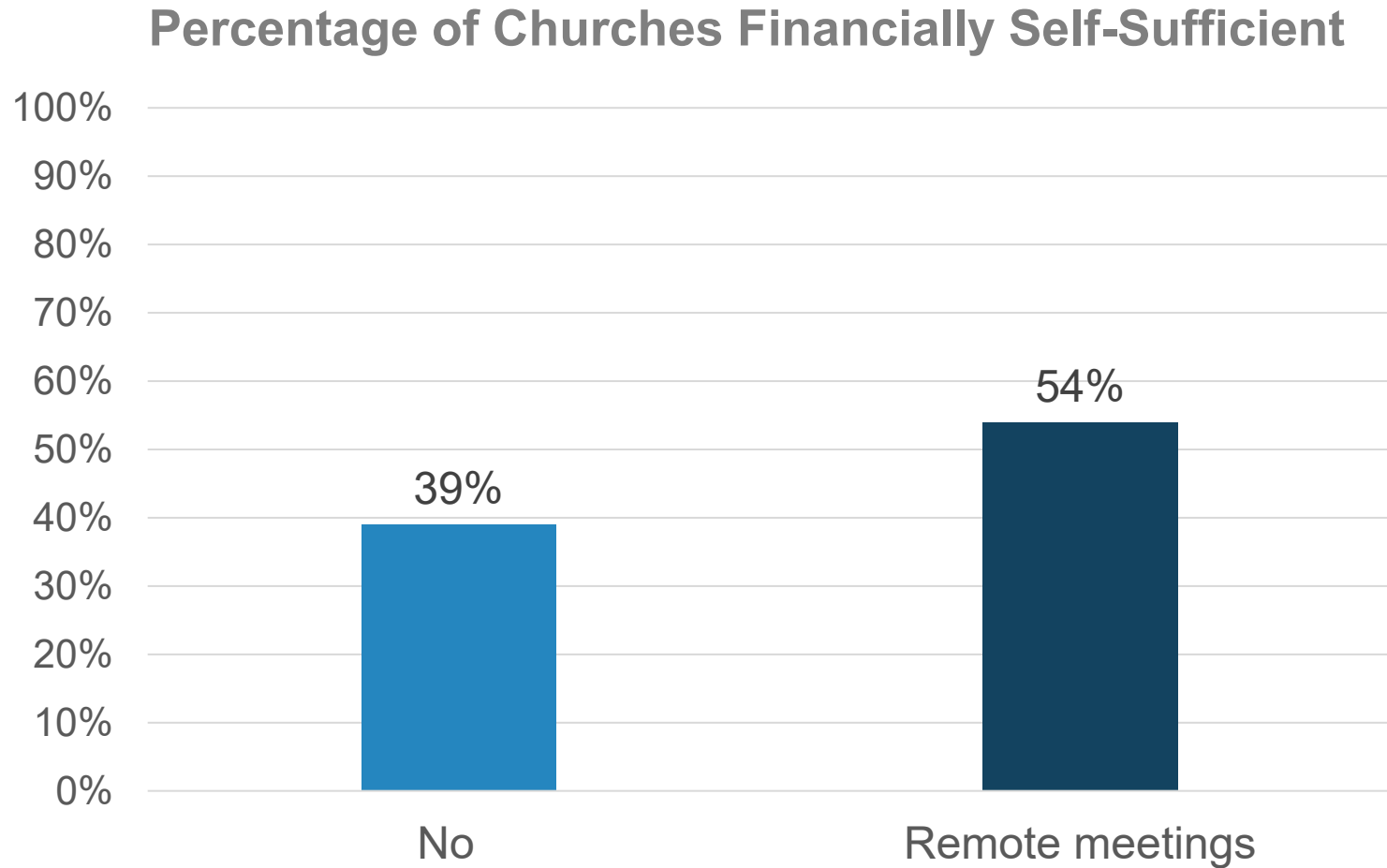
Percentage of Churches Financially Self-Sufficient



Staff or leadership invest in church starters at least each quarter



Electronic communication used within congregation included remote meetings



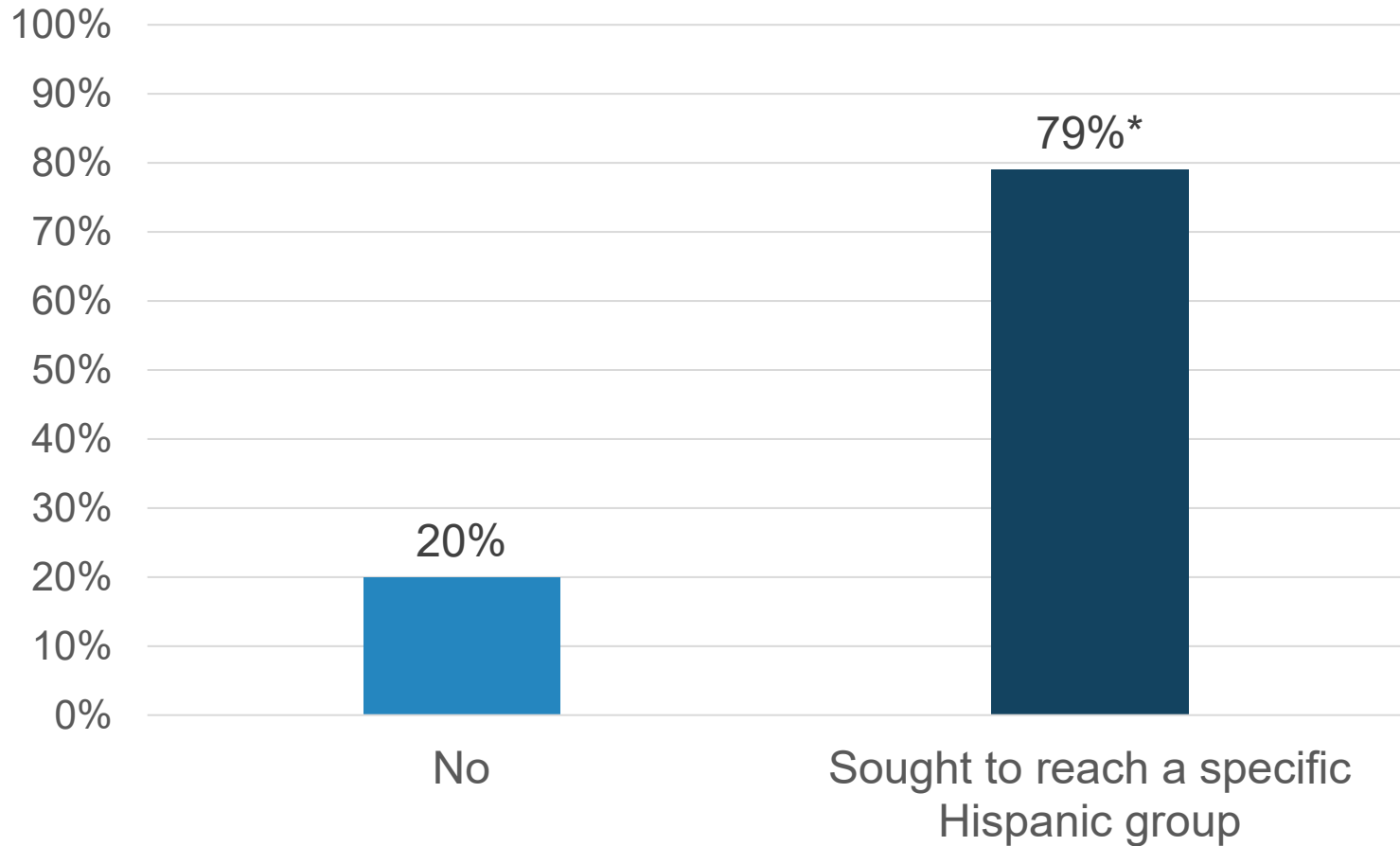
Church Multiplication

Significant factors that predict starting a daughter church within 5 years

- Model determined using stepwise multiple regression analysis among factors related to starting a daughter church within 5 years
- All values shown are percentage of churches who started a daughter church within 5 years

Church intentionally sought to reach a specific Hispanic group

Percentage of Churches who Started a Daughter Church within 5 Years

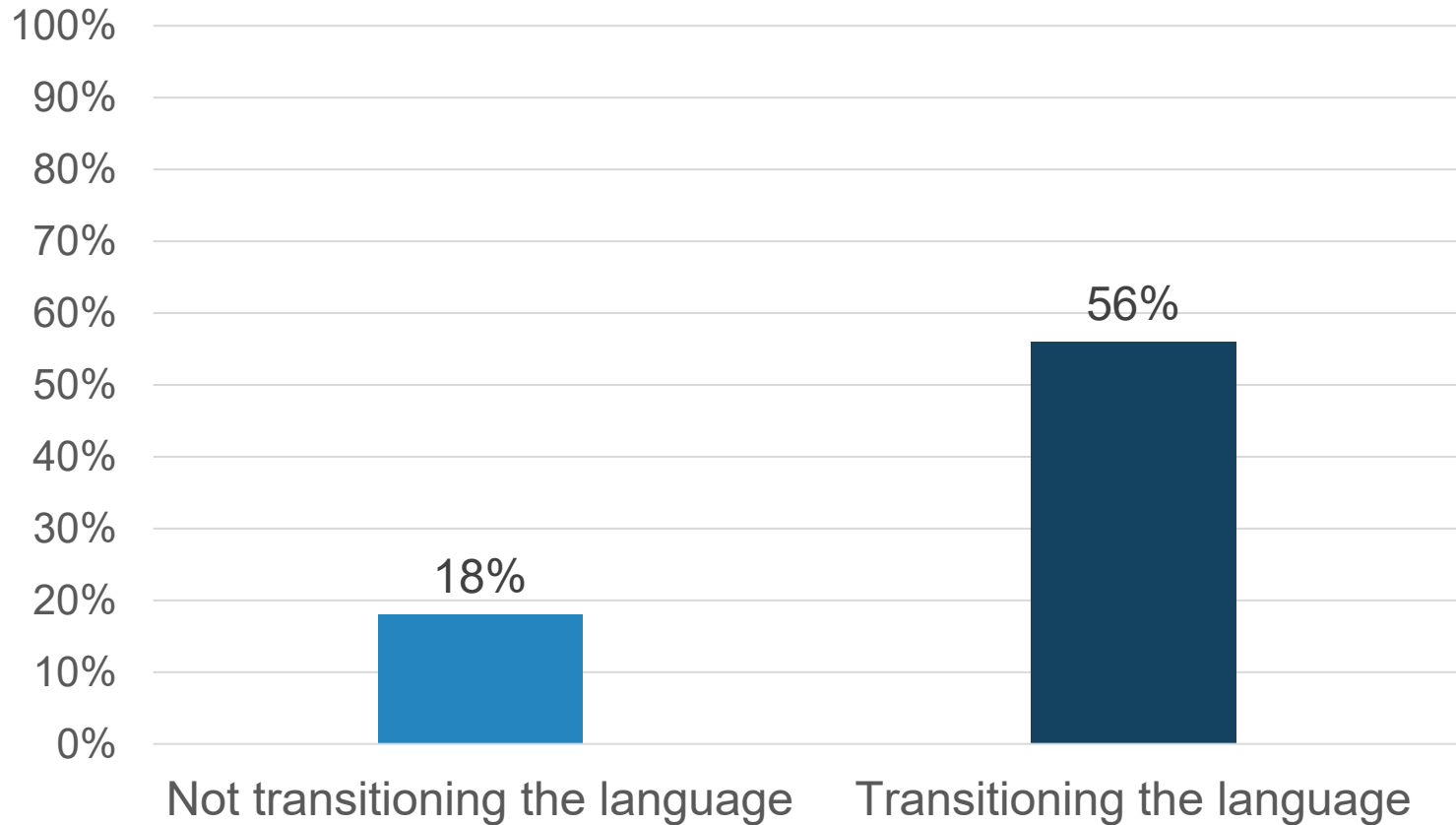


Lifewayresearch

*Low sample size

Church planning to transition the language used in your church in the next year

Percentage of Churches who Started a Daughter Church within 5 Years



Small classes or groups for adults primarily meet in homes

Percentage of Churches who Started a Daughter Church within 5 Years

