Approximately 50 million Americans are spiritual seekers looking for genuine community.

More likely to be female than male

47% Children <18
53% No children

About half have kids under 18

42% Married
58% Single

A large proportion are unmarried

White / Caucasian 65%
Hispanic / Latino 22%
Black / African-American 18%
Asian / Asian-American 5%
Other 4%

A diverse population

14% of seekers are multiracial; data reflect multiple selections
What are they looking for in a church?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowing that everyone will be welcoming</td>
<td>32%</td>
</tr>
<tr>
<td>Making friends and nurturing friendships</td>
<td>29%</td>
</tr>
<tr>
<td>Support during difficult times</td>
<td>28%</td>
</tr>
<tr>
<td>Finding out more about God</td>
<td>27%</td>
</tr>
<tr>
<td>Opportunity to volunteer</td>
<td>16%</td>
</tr>
<tr>
<td>Bible study</td>
<td>14%</td>
</tr>
<tr>
<td>Discussing hot topics</td>
<td>9%</td>
</tr>
<tr>
<td>Childcare</td>
<td>7%</td>
</tr>
</tbody>
</table>

Genuine community is the top driver of continued attendance. 3 out of 4 say friendly and welcoming people and feeling part of a community make them want to continue to attend a church.

- Enjoyable sermons: 56%
- Insightful teaching: 54%
- Contemporary worship: 28%
- Traditional worship: 23%

Good teaching matters more than worship style.

United Methodist Communications offers tools to help your church connect with spiritual seekers – umcom.org/rethinkchurch

This study includes 403 surveys of U.S. adults ages 25-49, drawn from a nationally representative online panel, conducted November 16-30, 2017. Qualified participants expressed an interest in spiritual, socially conscious and general meaning in their lives, but are not currently affiliated with a church.
REACHING SPIRITUAL SEEKERS IN YOUR COMMUNITY

Approximately 50 million Americans are spiritual seekers looking for genuine community.

How do you connect?

- 94% use smartphones daily
- 95% use Internet daily
- Half use Instagram on a weekly basis
- 62% of those are millennials
- 83% use social media every day
- 9 out of 10 use Facebook on a weekly basis

Top 3 places they spend their free time in their community:
- Restaurants, coffee houses (65%)
- Parks (49%)
- Movie Theaters (45%)

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Where do they find meaning?

Approximately half have an **orthodox view** of God as “the all-powerful, perfect creator who rules the world today.”

- 48% pray weekly
- About 40% spend quiet time alone, weekly, reflecting on spiritual life or reflecting in nature
- 37% work/donate to a food bank
- 35% care/advocate for animals

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