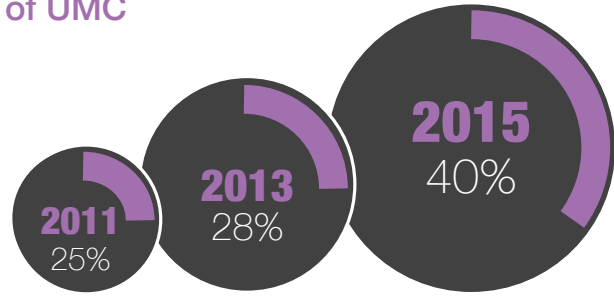


WHAT DO SEEKERS WANT FROM CHURCH?

UMC Seekers

Favorable Impression of UMC



Volunteering: Lots of talk. Little action.



of Seekers agree that “People my age talk about wanting to be involved in improving their communities, but most actually do not volunteer.”

Branding Appeal

Open Hearts. Open Minds. Open Doors.



Putting beliefs into action



Church can happen anywhere



Rethink Church

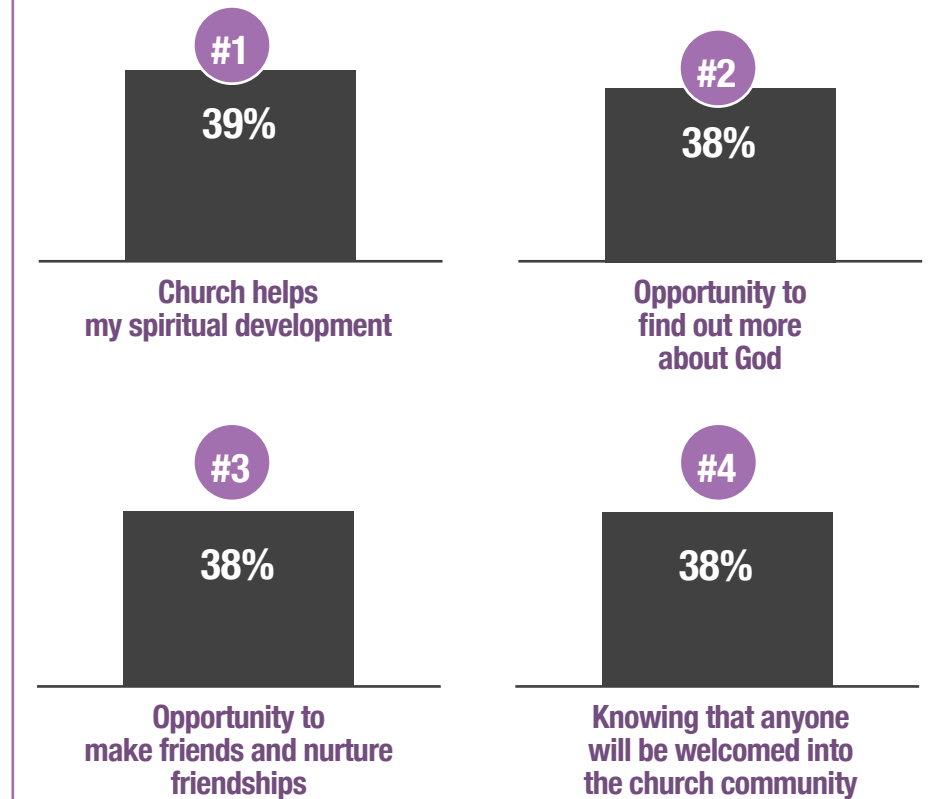


Have heard of tagline Find the tagline appealing

Study Details

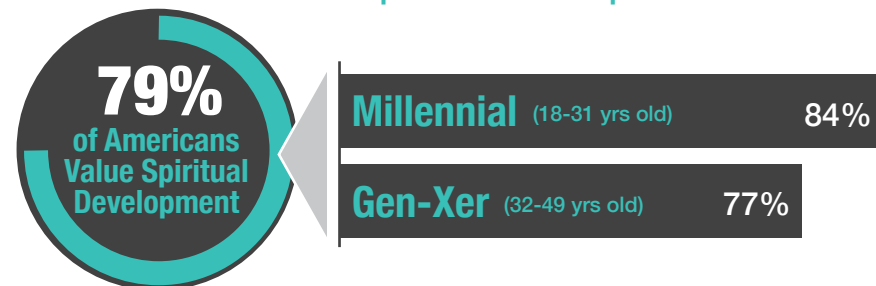
The UMC Seekers study target audience are between the ages of 18-34. They are either non-active church goers or they are not currently committed to a church. They must answer “yes” to at least 4 of 9 statements related to seeking, spirituality, and social consciousness. A total of 406 online surveys were conducted with a sample accuracy of plus or minus 4.7 percent points at the 95% confidence level. The sample was weighted by gender and region to be nationally representative. The research was conducted from November 26 to December 7, 2015.

Top Motivations for Church

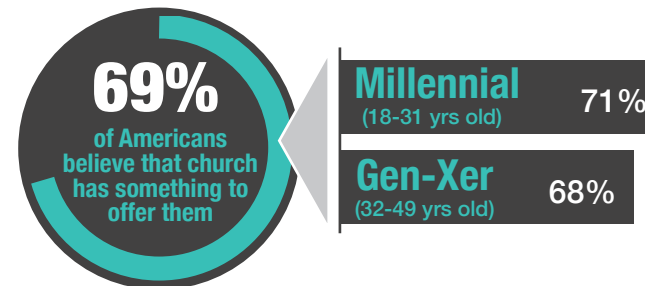


General Population

Value of Spiritual Development



Value of Church



Top Spiritual Characteristics

Among 18-49 year old Americans (n=500)



Study Details

The General Population study target audience are between the ages of 18-49. The expanded survey enabled us to study a broader population and learn more about the previous target by life-stage. A total of 500 online surveys were conducted with a sample accuracy of plus or minus 4.4 percentage points at the 95% confidence level. The research was conducted from November 18 to December 2, 2015.