

# REACHING SPIRITUAL SEEKERS IN YOUR COMMUNITY

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

## Who are they?



More likely to be female than male



42%  
Married



58%  
Single

A large proportion are unmarried



About half have kids under 18

47% Children <18  
53% No children

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

14% of seekers are multiracial; data reflect multiple selections



A diverse population

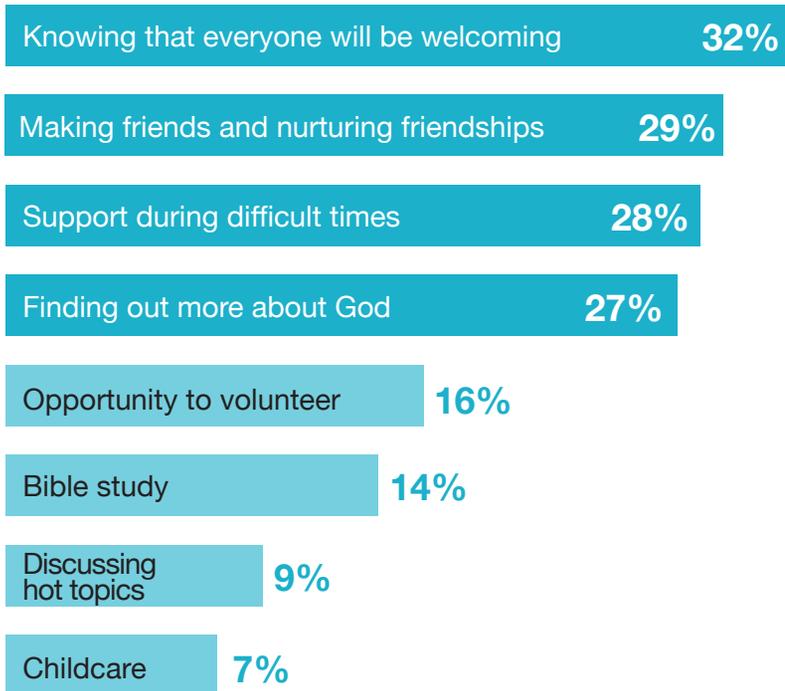
United Methodist Communications offers tools to help your church connect with spiritual seekers – [umcom.org/rethinkchurch](http://umcom.org/rethinkchurch)

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.

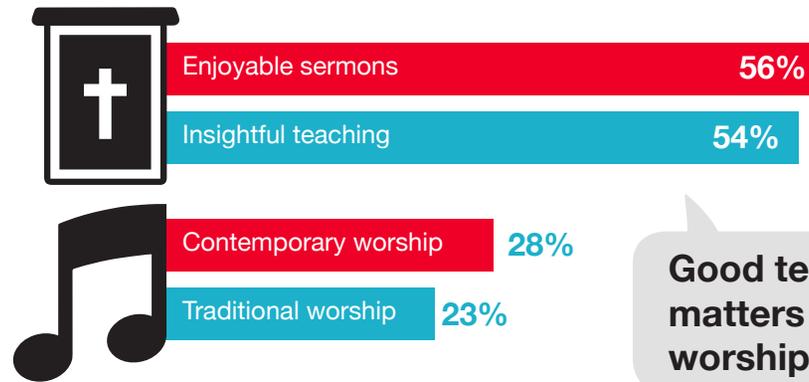
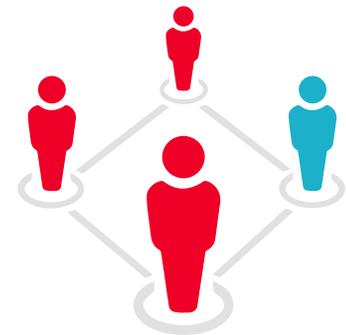
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## What are they looking for in a church?



**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.



**Good teaching matters more than worship style**

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## How do you connect?

83% use social media every day



Facebook



Pinterest



Snapchat



Twitter



Instagram

94% use smart-phones daily



95% use Internet daily



Half use Instagram on a weekly basis

62% of those are millennials



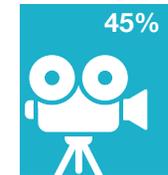
9 out of 10 use Facebook on a weekly basis



Restaurants, coffee houses



Parks



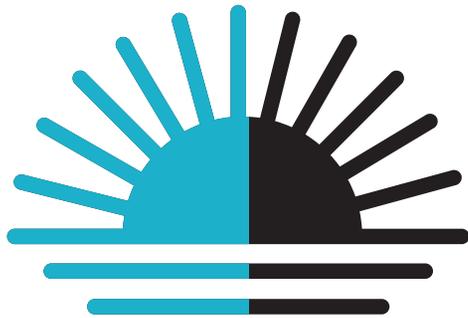
Movie Theaters

Top 3 places they spend their free time in their community

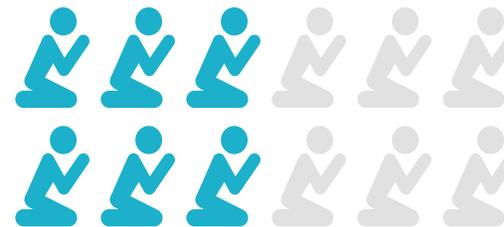
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## Where do they find meaning?



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



**48% pray weekly**

**37% work/  
donate to a  
food bank**



**Spiritual seekers  
who volunteer**



**35% care/  
advocate  
for animals**



**About 40% spend  
quiet time alone,  
weekly, reflecting  
on spiritual life or  
reflecting in nature**