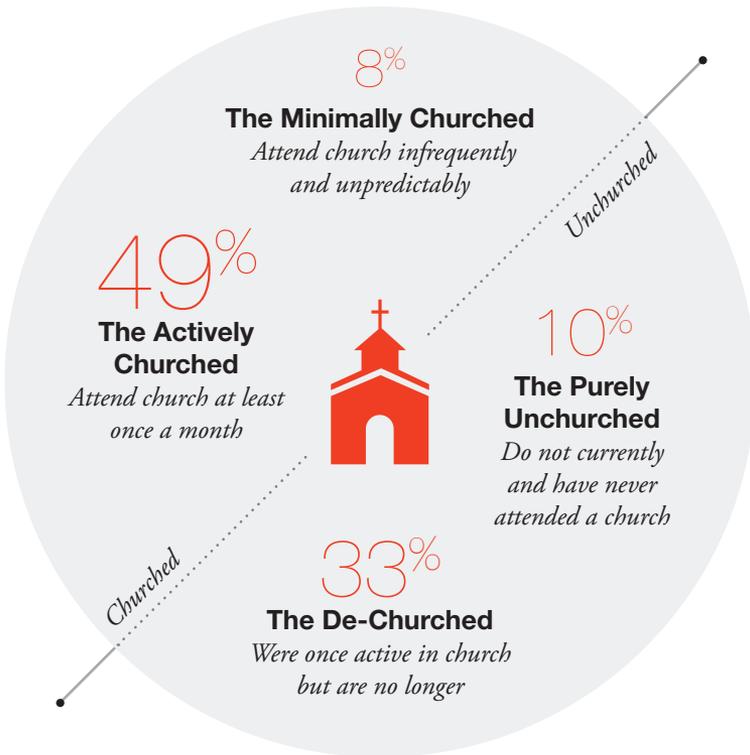
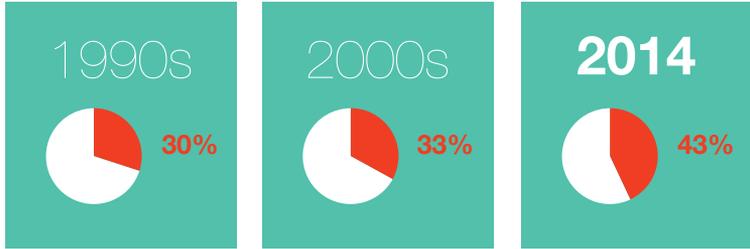
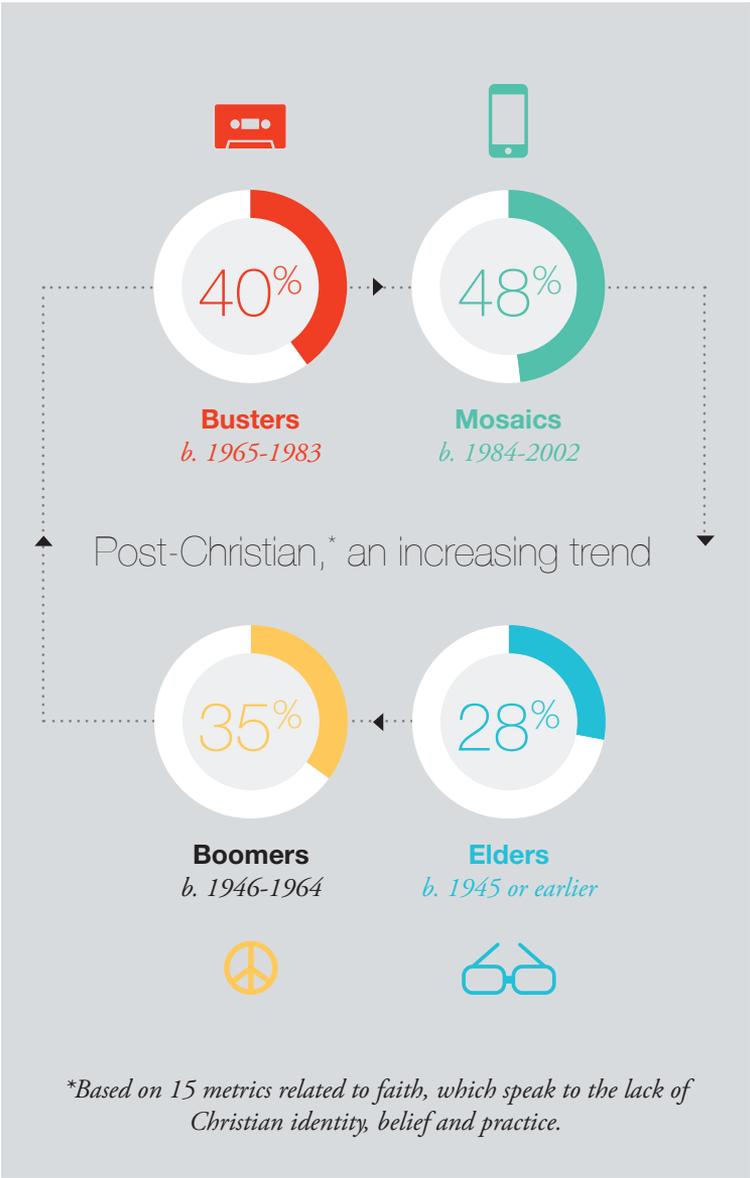


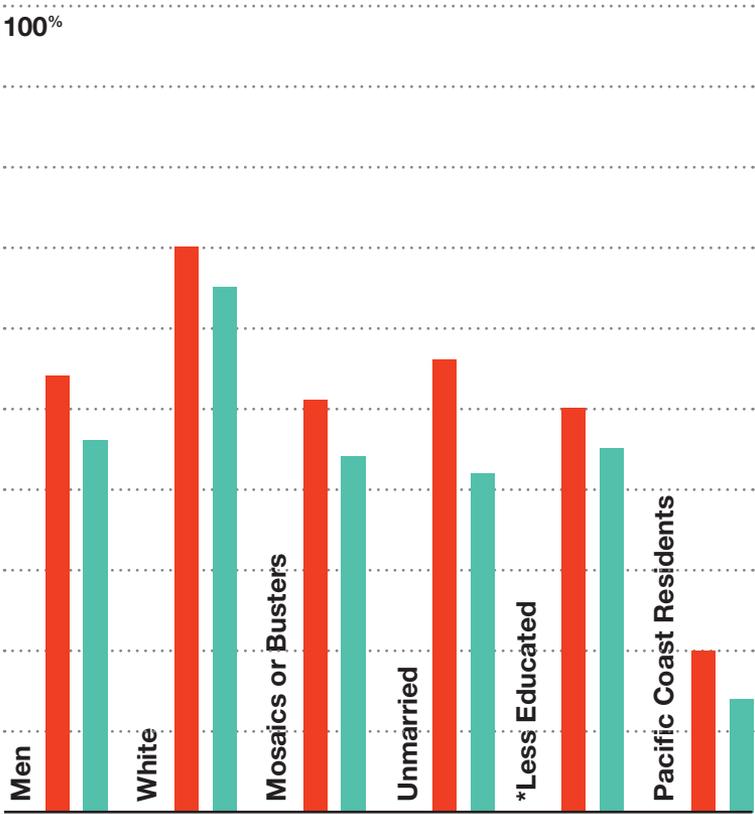
The rise of churchlessness in America





Unchurched Adults Are More Likely To Be ...

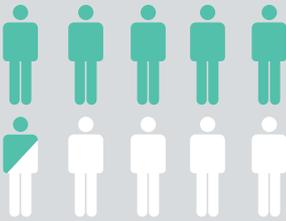
100%



Unchurched ■ ■ Churched

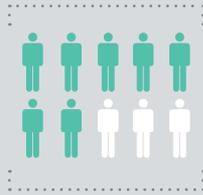
**have not gone past high school*

2 in 3 unchurched Americans
say they are spiritual people



More than half
say their faith is very
important to their life

99% are aware of Christianity and
69% hold a favorable view of it



Yet ... **nearly half** see no value
in personally attending church

1/3 of the churchless say they have an active relationship with God that influences their life

They describe that relationship as:



16%
Shallow



57%

Intimate



35%

Inconsistent



32%

Impersonal



73%

Growing deeper



90%

Satisfying



95%

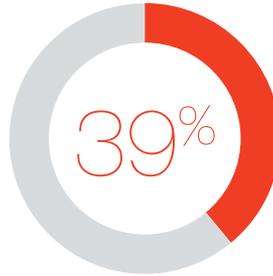
Important to me

Churchless beliefs on...



Heaven

Believe they'll go to heaven because they've confessed their sins to Jesus and accepted him as their Savior



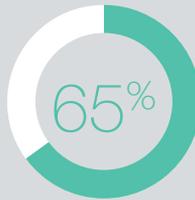
Purpose

Say the purpose of life is to love God with all your heart, soul, mind and strength



God

Are sure God exists



Satan

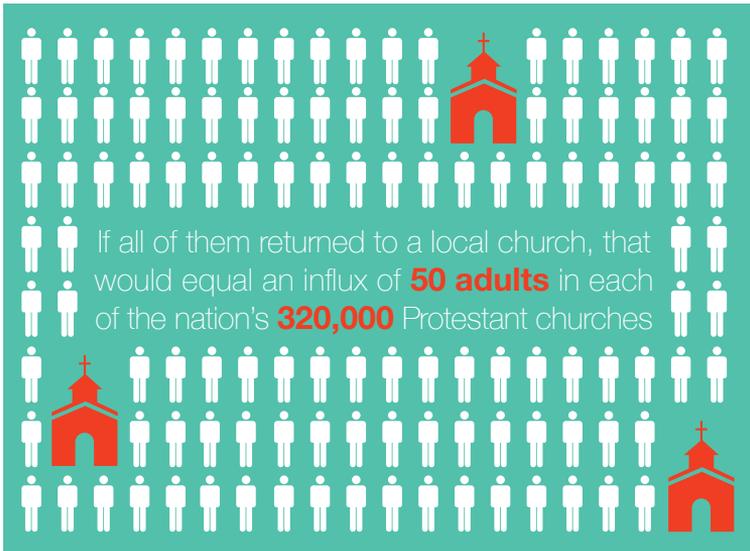
Think Satan is only a symbol for evil



Bible

Consider the Bible to be inerrant

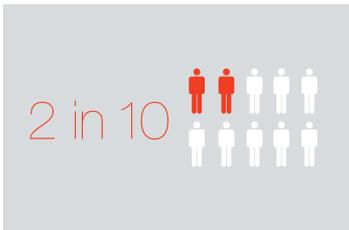
1 in 6 unchurched Americans
is a born-again Christian.*
That's 18 million people.



**Born-again Christians have made a personal commitment that is important in their life today and believe they will go to heaven because they have confessed their sins and accepted Christ as their Savior.*

A Journey Away

Among young adults with a Christian background...



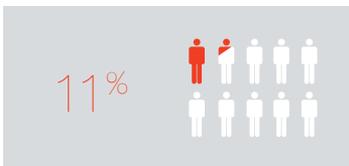
Exiles

Feeling lost between church culture and the wider culture, these young Christians are still active in their faith but tend to ask a lot of questions as they work to apply their faith in a changing, complex world.

While they still consider themselves Christians at this stage, young adults' church engagement level has dropped dramatically as they explore other worldviews, lifestyles and pathways.



Nomads

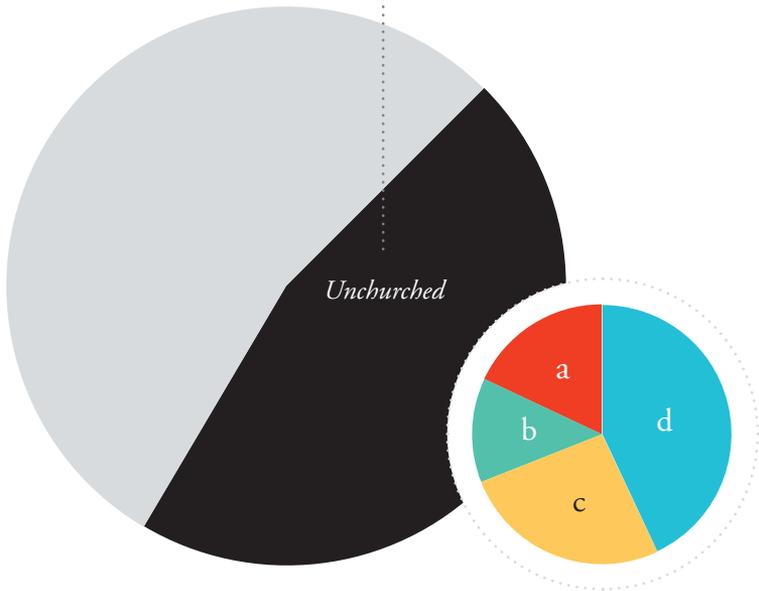


Prodigals

This group of previously churchd young adults has dropped out altogether and no longer accepts the Christian faith.

46% of the unchurched say family is their highest priority...

But what does family look like to them?



a

18%

A married husband and wife with one or more children under eighteen

b

13%

“Nontraditional family” that includes children

c

26%

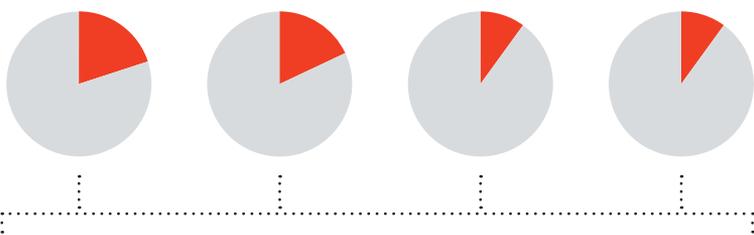
Married adults without children at home

d

43%

Single adults without children under eighteen

The most important life goals among the unchurched



20%

Stay in good health

18%

Succeed in my career

10%

Be a good parent

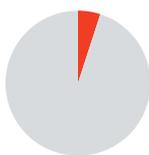
10%

Be financially comfortable



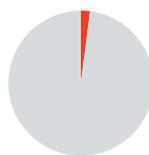
8%

Live a long life



5%

Experience happiness



2%

Spiritual maturity and fulfillment



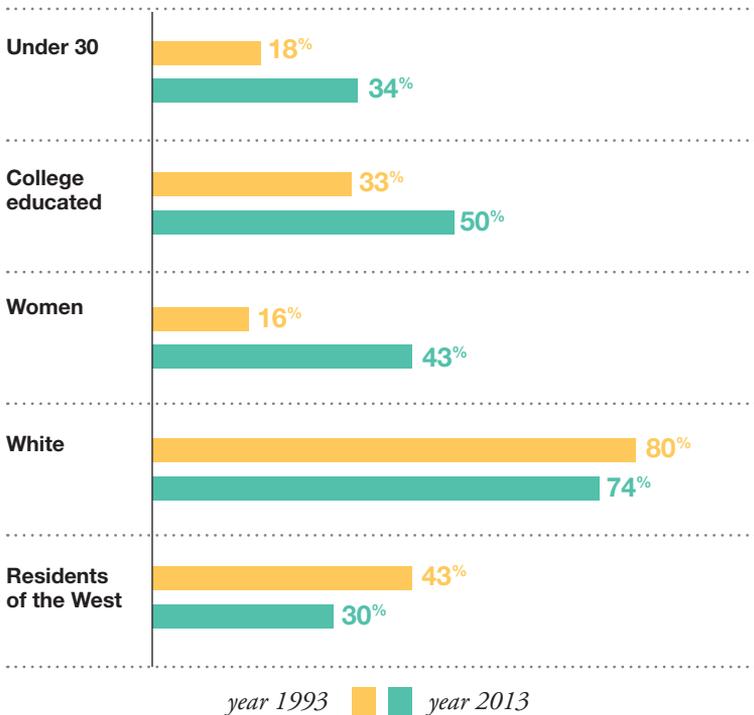
Bottom line: the lifestyles of the churched and unchurched don't look all that different

1 in 4 unchurched adults are skeptics—either atheists or agnostics



The Evolving Profile of the Skeptic

In the past two decades, some significant demographic shifts have happened among American skeptics as a group.



What works



An invitation from a trusted friend

An in-home visit from a pastor or church member

An appealing event—such as a concert or seminar—hosted at the church

Ministries that regularly and effectively serve the poor

Mentoring and development opportunities for young adults



Attracting the Churchless to Your Church



Direct mailings from the church

TV, newspaper, billboard or radio advertisements

Unsolicited phone calls

Relying only on the church website

Celebrity guest speakers at the worship service



What doesn't



What value is the church?

godly relationships | doing good | peace
worship | wisdom | witness | mentoring
unity | discernment | faith focus

