



Sharing the Story of Jesus Christ &
Pineville United Methodist Church

WHY IS THIS IMPORTANT?

Evangelism Facts & Figures

From *Re-Think Church: Welcoming and Media Planner*, United Methodist Communications

- Between 35 and 60 percent of our society does not attend church regularly. In some communities, that figure rises to almost 75 percent.
- Still, between 70 and 75 percent of these people identify religion as important or very important in their lives.
- Between 40 and 60 percent of the unchurched report praying to God daily or weekly. They identify themselves as having faith, but they choose not to participate in a congregation.
- According to research published by the Barna Research Group in May 2004 and March 2005, there are 75 million unchurched people living in the United States – one-third of the adult population.
- Nine out of ten unchurched people say they believe in God. Then why aren't they in church? *The number one reason is that they believe churches do not offer anything worth the required investment of time and effort.*
- Nearly half of our neighbors do not share our faith, or a memory of our faith, or our assumptions or our vocabulary.
- According to a survey by Barna Research Group, 65 percent of people who don't go to church regularly say they would be more interested in going if a friend invited them.
- At the same time, 62 percent say they would be more interested in attending if the church sponsored a concert or event of interest.
- Another Barna study indicates that nearly half of all Americans who accept Jesus Christ do so before age 13 (43%), and that two out of three born again Christians (64%) made that commitment before their 18th birthday.

- People with no college education and below average income levels were more likely to stay away from churches than those with higher education.

From *How Spiritual Are We?*, *Parade Magazine* (10/04/09) by Christine Baker

- 69% of Americans believe in God
- 77% pray outside of religious services
- 75% believe it's a parent's responsibility to give children a religious upbringing
- 45% of survey respondents called themselves religious
- 50% said they rarely or never attend worship services
- 27% said they don't practice any kind of religion
- 24% of survey respondents categorized themselves as "spiritual but not religious"
- 12% said no religion has validity
- 59% said all religions are valid
- 33% said religion is important, but not the most important thing in their lives
- 22% said religion is not a factor at all in their lives
- 22% said religion is in their lives but is not particularly important
- 45% of survey respondents consider themselves religious but 70% said they participate in organized religion sporadically or not at all
- 43% think people go to heaven or hell after death depending on their actions on earth

From *Churches Get Religion on Marketing*, *Ad Age* (5/11/09) by Beth Snyder Bulik

- 15% of Americans say they are religiously "unaffiliated," up from 8% in 1990
- 46% of people ages 18 to 34 consider themselves to have "no religion"
- 62% of this same age group consider themselves spiritual and another 43% have prayed in the last two months
- The almost half of Americans who switch religions in their lifetime do so on a common age timeline. In general, they quit their childhood faith before 24, settle on their current religion by age 36, and almost never switch again after 50.