

ELEA Quantitative Analysis | ELCA Brand Study

Barna Group

Summer 2023

From April to May 2023, Barna administered a quantitative online survey to 1,000 U.S. adults. Barna observed quota random sampling methodology and collected data through online market research panels.

This survey specifically interviewed samples of $n=250$ among the following four key community groups: adults under 40 who are disconnected from the church, young adults with kids, adults who identify as LGBTQIA+, and unchurched and dechurched individuals. The overall margin of error for the study is +/- 2.96%.

** $n=250$ represents the sample size of each of the community groups: adults under 40 who are disconnected from the church, young adults with kids, adults who identify as LGBTQIA+, and unchurched / dechurched individuals*

Churched and Unchurched

- **Churched:** Has attended a church service in the past 6 months
- **Unchurched:** Has not attended a church service in the past 6 months
- **Dechurched:** Grew up attending a Christian church or at one point in their life they were a member of a Christian church and now Unchurched
- **Less than 40 disconnected from church:** Less than 40 years old and either unchurched or dechurched

LGBTQIA+

- **LGBTQIA+:** Identify as LGBTQIA+
- **LGBTQIA+ Churched:** Identify as LGBTQIA+ and has attended a church service in the last 6 months
- **LGBTQIA+ Unchurched:** Identify as LGBTQIA+ and has not attended a church service in the last 6 months or grew up Christian and now is not
- **LGBTQIA+ Parent:** Identify as LGBTQIA+ and is a legal guardian or parent of a child under 18 in their household**

Parent

- **Young Parent:** Less than 40 years old and legal guardian or parent of a child who is under the age of 18 in their household**
- **Churched Parent:** Parent or legal guardian of a child who is under the age of 18 in their household and has attended a church service in the last 6 months**
- **Unchurched Parent:** Parent or legal guardian of a child who is under the age of 18 in their household and has not attended a church service in the last 6 months or grew up Christian and now is not**

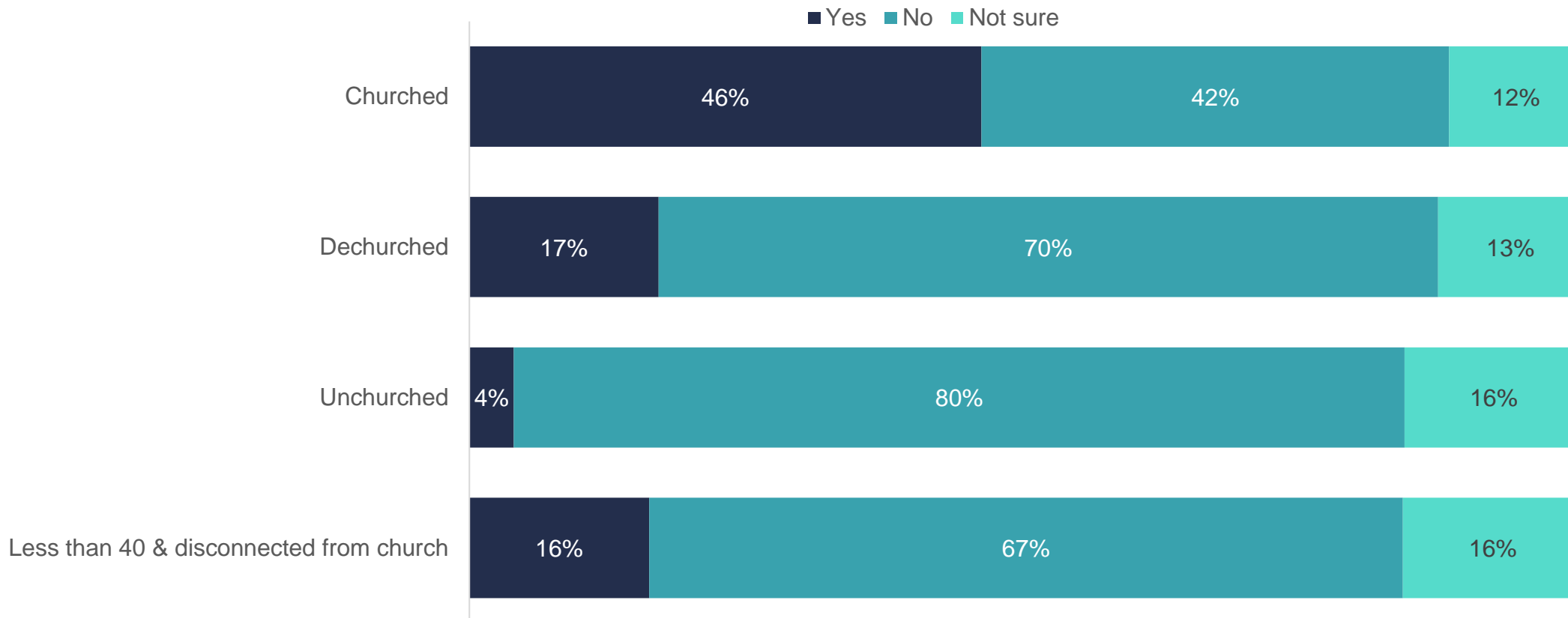
Note: Several of these groups have overlap with each other, even within the groups. E.g., LGBTQIA+ Parents may be churched OR unchurched

***Non-parent caregivers with children under 18 living in their household also qualify*

Churched adults are more familiar with ELCA churches than dechurched or unchurched adults.

- While 46% of churched adults are familiar with churches in the ELCA, only 4% of unchurched say the same. Less than 20% of disconnected and dechurched adults are familiar with ELCA churches.

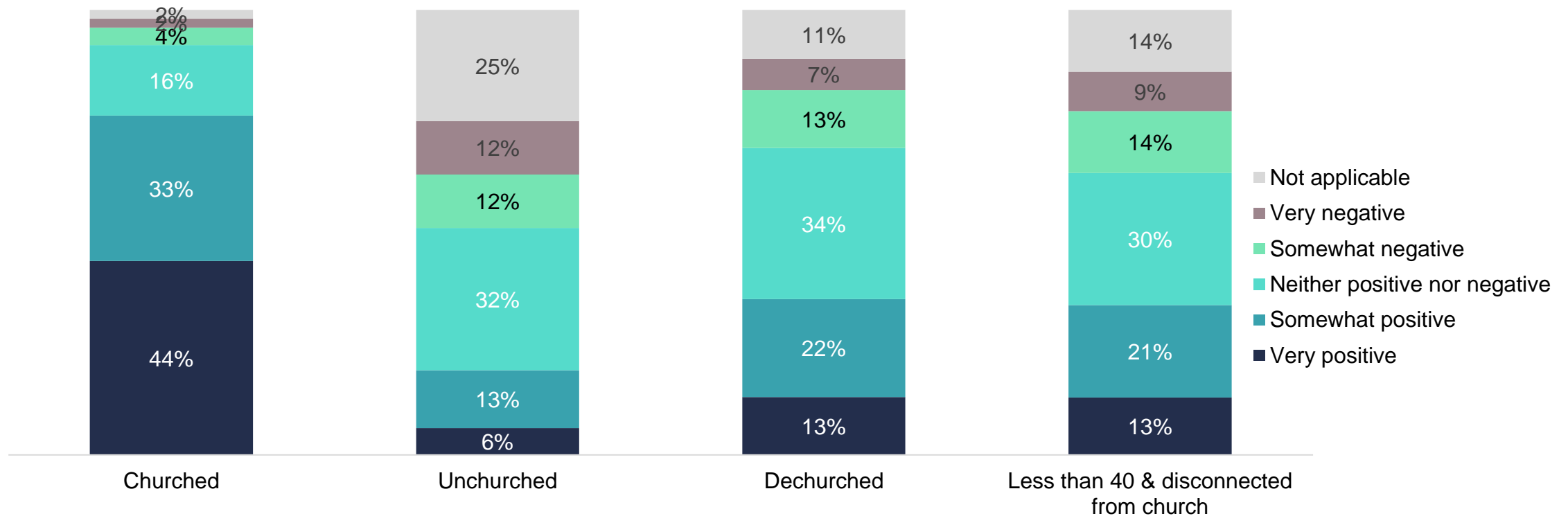
Are you familiar with churches that are members of the Evangelical Lutheran Church of America (ELCA) denomination?



1 out of 3 dechurched or disconnected adults said they have had at least a somewhat positive experience with the ELCA church.

- A third of dechurched and less than 40 and disconnected adults said they have had at least a somewhat positive experience at an ELCA church (35% of dechurched, 34% of less than 40 and disconnected).

*How positive or negative has your experience been of these churches?
Base: Familiar with churches of the ELCA denomination*

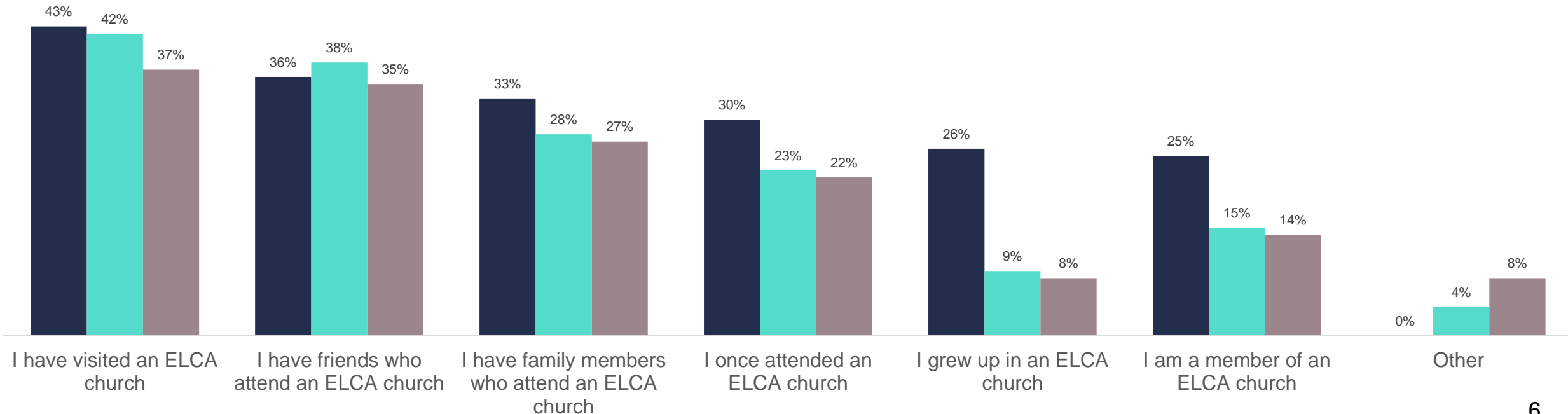


2 in 5 of dechurched adults who are familiar with ELCA churches have friends who attend them.

- 2 in 5 dechurched adults who are familiar with the ELCA have friends who attend an ELCA church.
- Nearly half of churched and dechurched adults have visited an ELCA church.
- 1 in 5 churched adults is a member of an ELCA church.

What has been your relationship with these churches?
Select all that apply | Base: Familiar with churches of the ELCA denomination

■ Churched ■ Dechurched ■ Less than 40 & disconnected from church



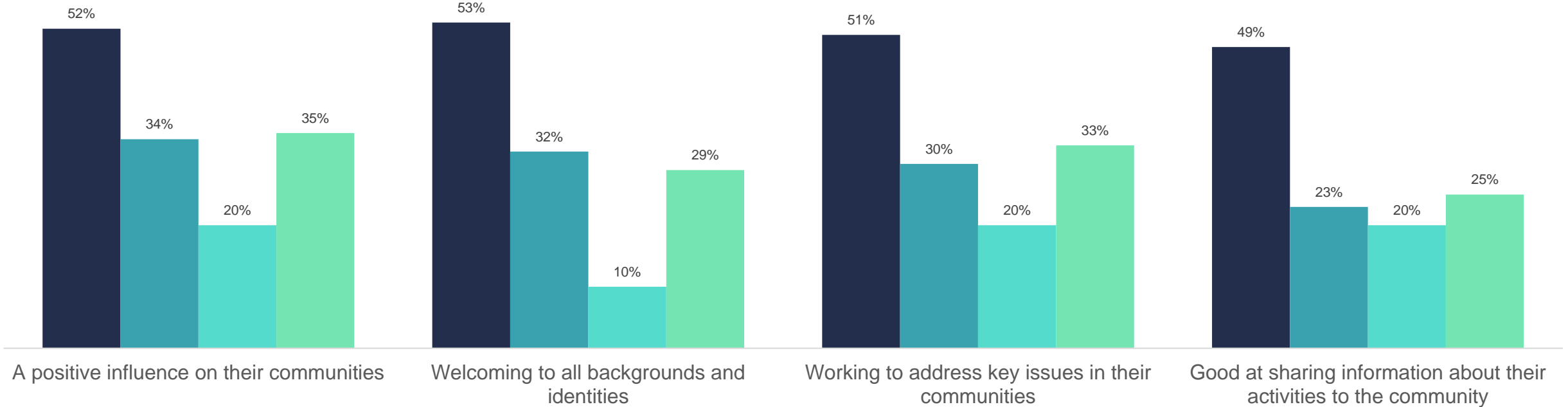
1 in 5 unchurched adults who are familiar with the ELCA agree that the church is “a positive influence on their communities”.

- Over half of all churched adults strongly agree that ELCA churches are a “positive influence on their communities”, “welcoming to all backgrounds and identities”, “working to address key issues in their communities”, and “good at sharing information about their activities to the community”.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

% strongly agree | Base: Familiar with churches of the ELCA denomination

■ Churched ■ Dechurched ■ Unchurched ■ Less than 40 & disconnected from church

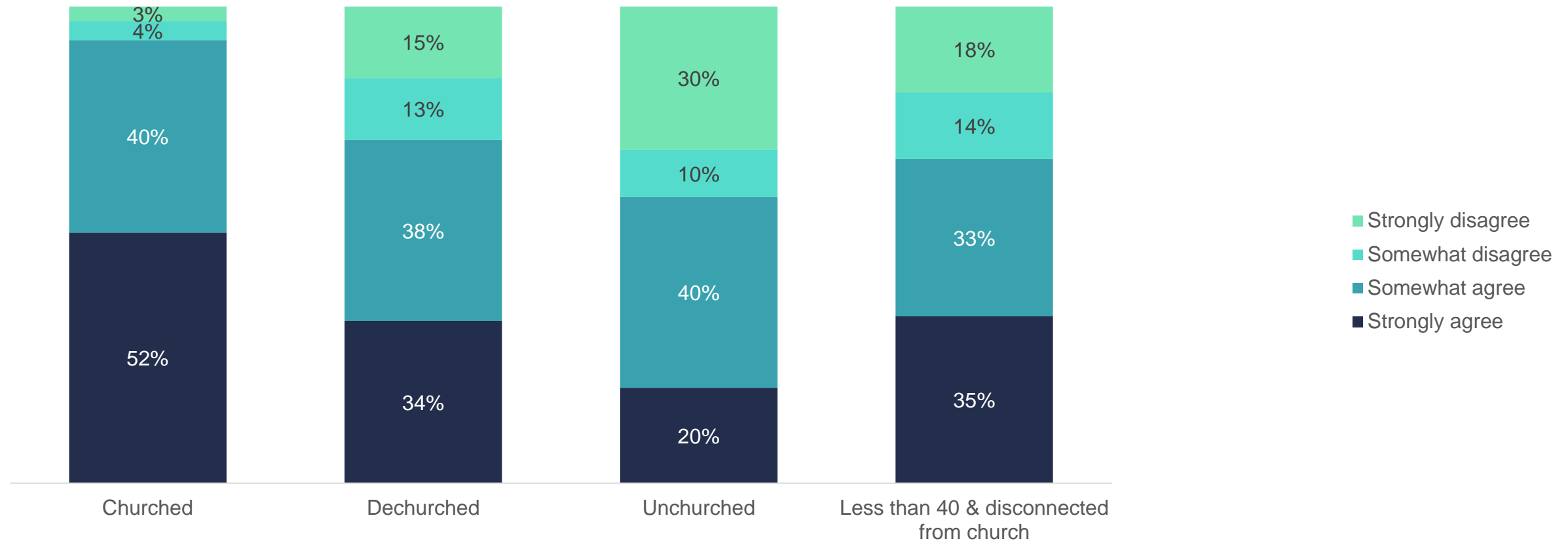


Over half of unchurched adults at least somewhat agree that the ELCA is a positive influence on their communities.

- 1 in 3 dechurched and disconnected adults strongly agree that ELCA churches are a positive influence on their communities, whereas 9 in 10 churched adults say the same.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“A positive influence on their communities” | Base: Familiar with churches of the ELCA denomination

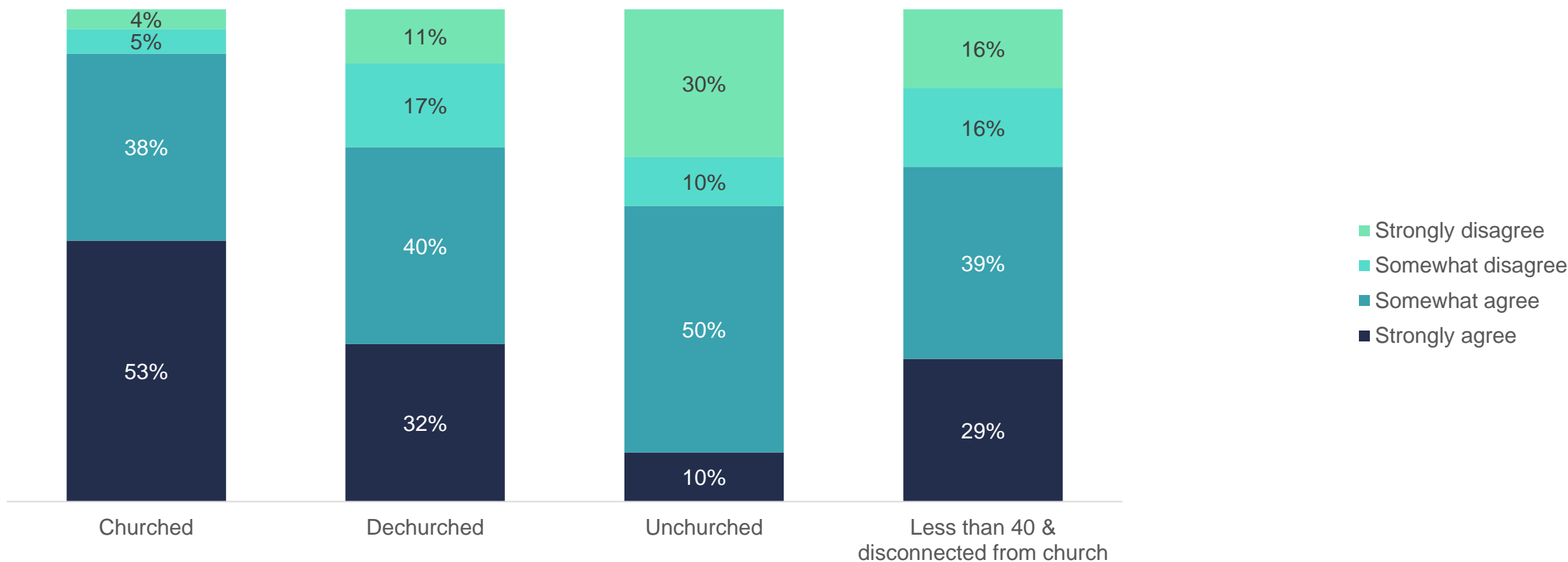


3 in 5 unchurched adults say the ELCA is “welcoming to all backgrounds and identities”.

- Only 1 in 10 unchurched adults strongly agree that ELCA churches are “welcoming to all backgrounds and identities”. However, only 2 in 5 disagree with this statement. Half at least somewhat agree.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“Welcoming to all backgrounds and identities” | Base: Familiar with churches of the ELCA denomination

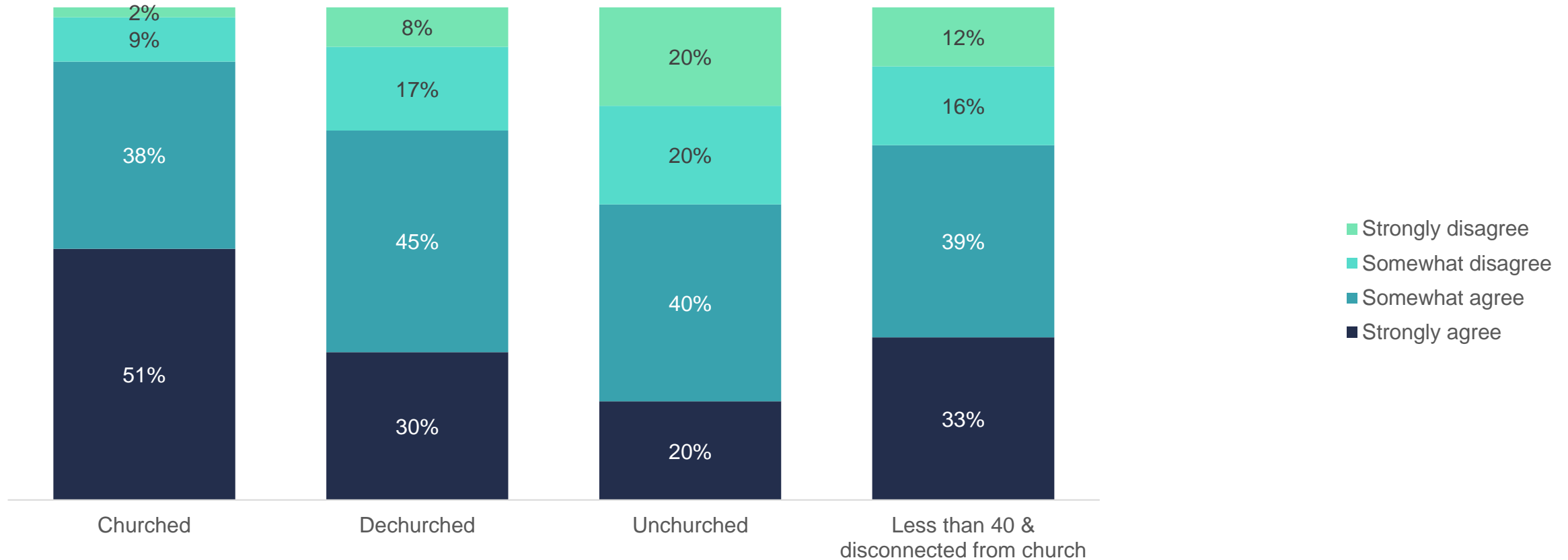


Half of churched and unchurched adults at least somewhat agree that ELCA churches are “addressing key issues in their communities”.

- More than half of adults familiar with the ELCA at least somewhat agree that ELCA churches are “working to address key issues in their communities”.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“Working to address key issues in their communities” | Base: Familiar with churches of the ELCA denomination

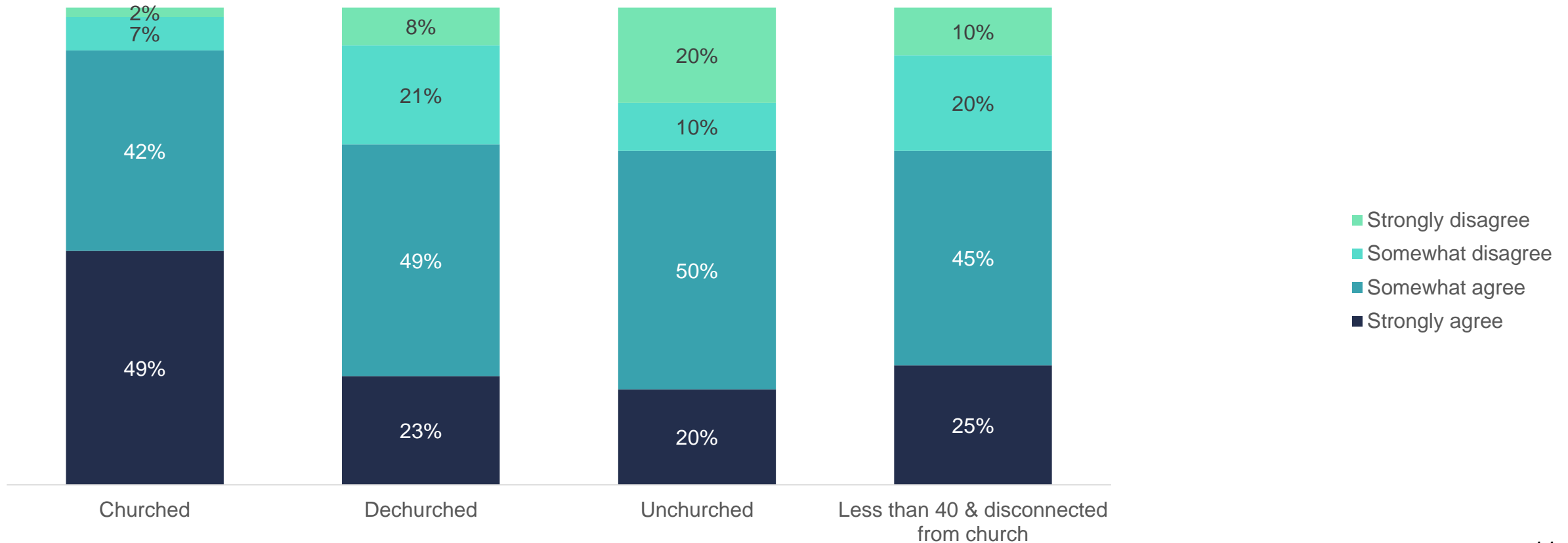


Churched adults say that ELCA churches are “good at sharing information about their activities to the community”.

- 2 in 3 unchurched adults agree at least somewhat that ELCA churches are good at sharing information about their activities to the community. Nearly 9 in 10 churched adults say the same.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“Good at sharing information about their activities to the community” | Base: Familiar with churches of the ELCA denomination



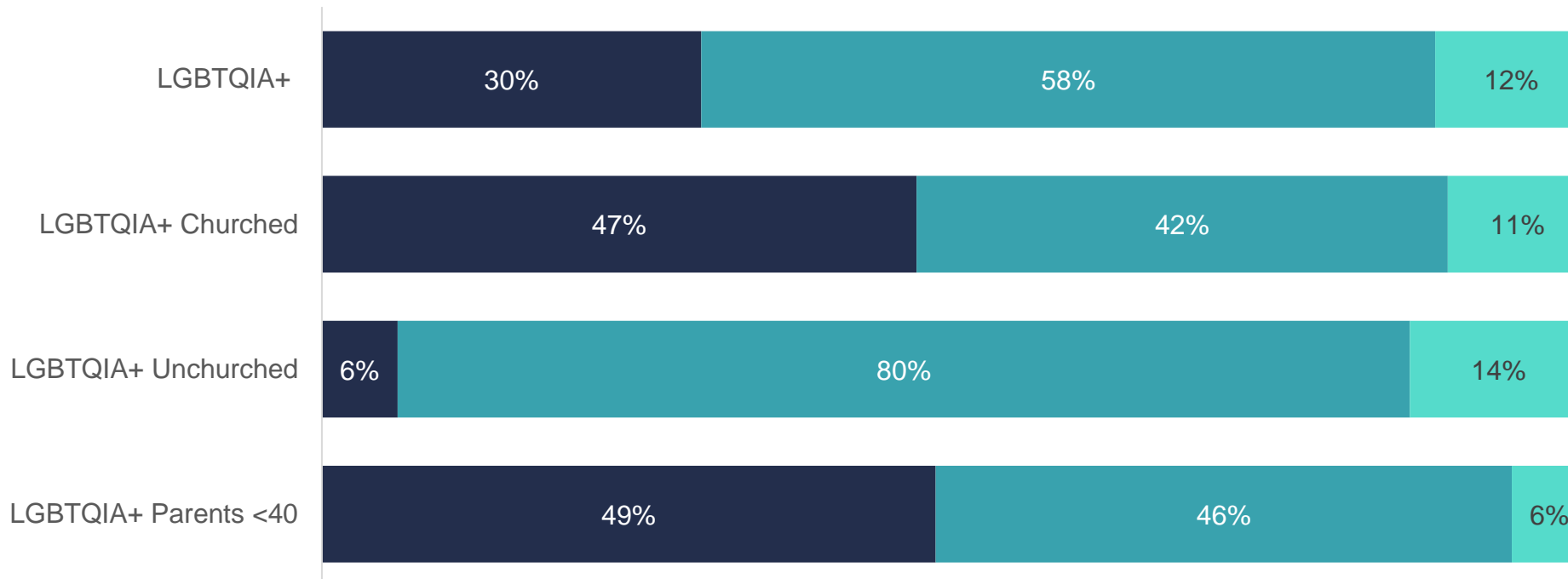
A majority of LGBTQIA+ adults say they do not know members of the ELCA denomination.

- A majority of LGBTQIA+ adults (70%) were unfamiliar or unsure of whether they knew of any ELCA members.
- While nearly half of churched adults said yes, 80% of LGBTQIA+ unchurched respondents said no.

Are you familiar with churches that are members of the Evangelical Lutheran Church of America (ELCA) denomination?

% among LGBTQIA+ Respondents

■ Yes ■ No ■ Not sure



Nearly half of LGBTQIA+ unchurched adults say they have had a negative experience with church.

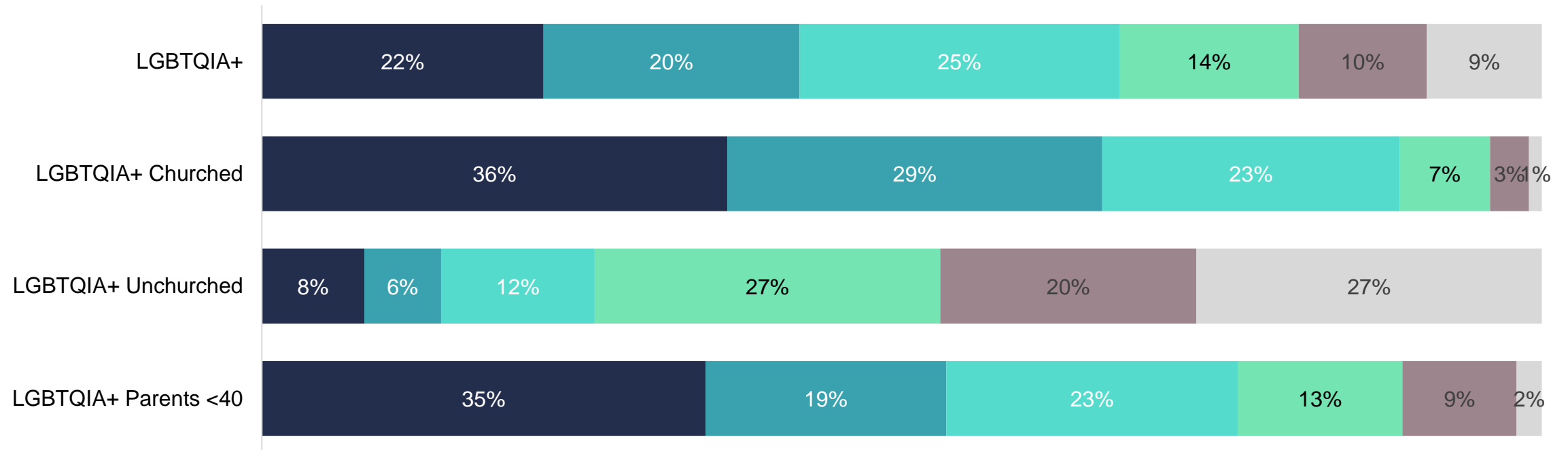
- LGBTQIA+ unchurched adults are significantly more likely than other groups to say they have had a very negative experience with the ELCA, compared to churched adults and young parents (20% respectively compared to 3% for churched adults and 9% for parents).

How positive or negative has your experience been of these churches?

% among LGBTQIA+ Respondents

Base: Familiar with churches of the ELCA denomination

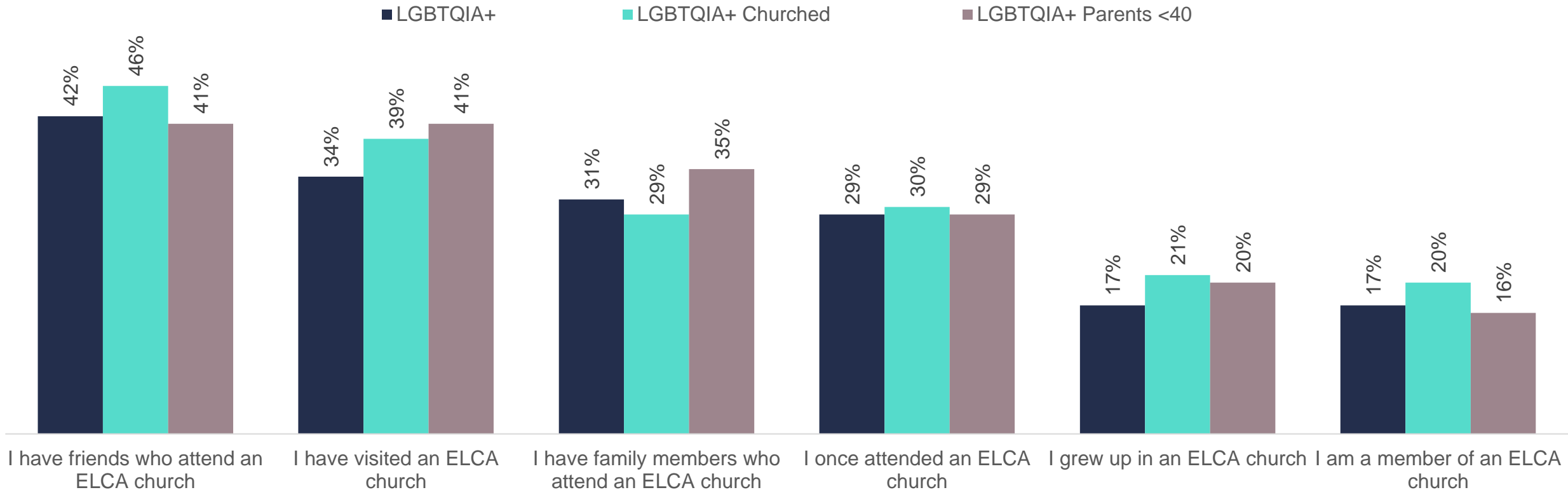
■ Very positive
 ■ Somewhat positive
 ■ Neither positive nor negative
 ■ Somewhat negative
 ■ Very negative
 ■ Not applicable



LGBTQIA+ churched adults and young parents familiar with the ELCA say they have friends who attend ELCA churches or have visited an ELCA church before.

- LGBTQIA+ churched adults and young parents have known “friends who attend an ELCA church” (46% for churched, 41% for young parents) or say they themselves “have visited an ELCA church before” (39%; 41% respectively).

What has been your relationship with these churches?
Select three | Base: Familiar with churches of the ELCA denomination



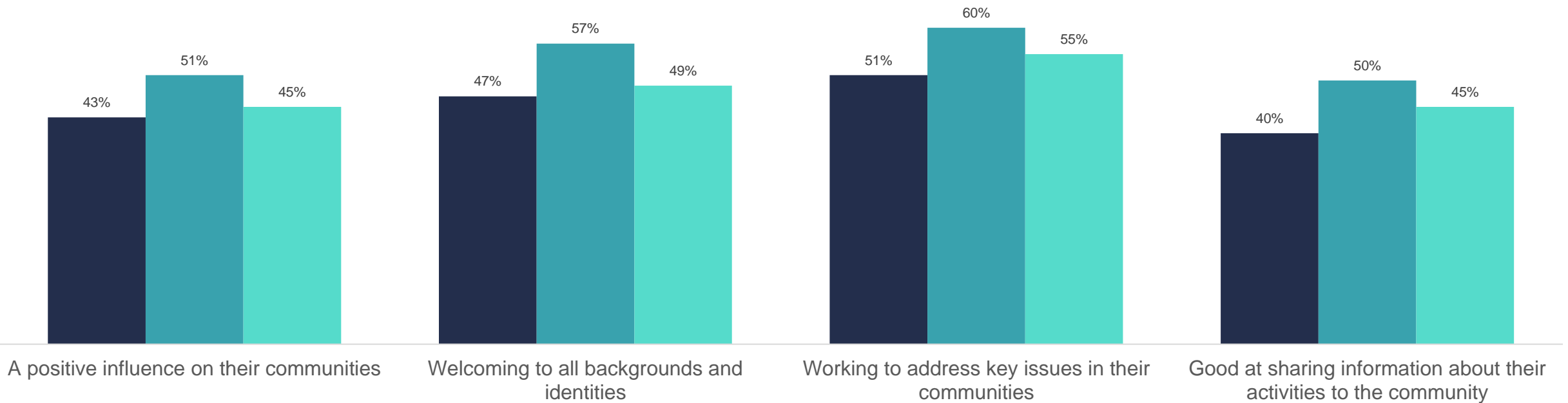
LGBTQIA+ parents strongly agree that ELCA churches are “working to address key issues in their communities”.

- Nearly half of LGBTQIA+ churched adults and parents strongly agree that ELCA churches are “a positive influence on their communities”, “welcoming to all backgrounds and identities”, “working to address key issues in their communities”, and “good at sharing information about their activities to the community”.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

% strongly agree | Base: Familiar with churches of the ELCA denomination

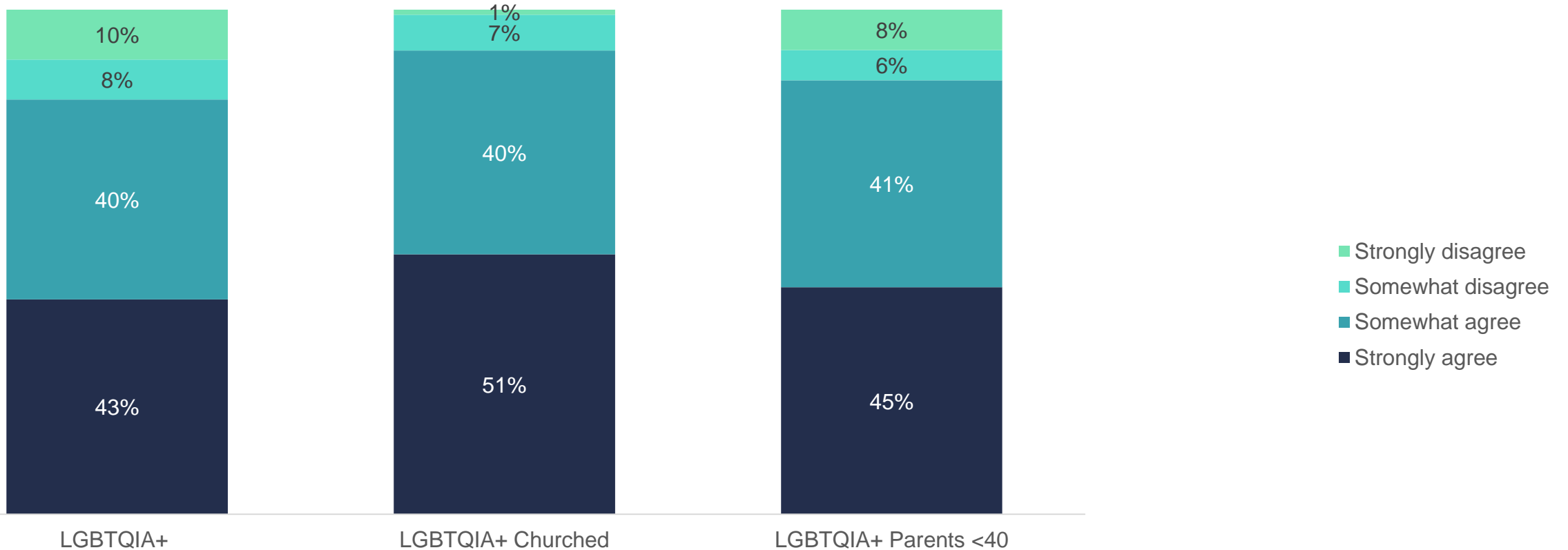
■ LGBTQIA+ ■ LGBTQIA+ Churched ■ LGBTQIA+ Parents <40



LGBTQIA+ adults overwhelmingly agree that ELCA churches are a positive community influence.

- 83% of LGBTQIA+ adults at least somewhat agree that ELCA churches are “a positive influence on their communities”.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”
“A positive influence on their communities” | Base: Familiar with churches of the ELCA denomination

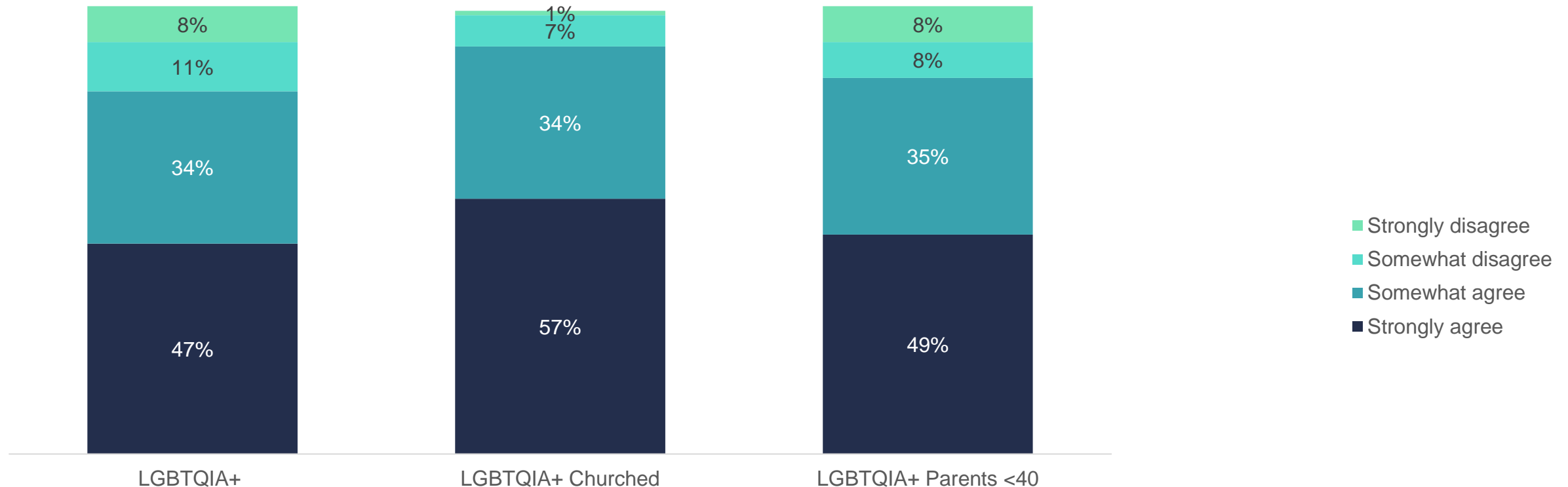


LGBTQIA+ churched adults and young parents at least somewhat agree that ELCA churches are welcoming.

- Nearly 4 in 5 LGBTQIA+ churched adults and young parents (91% and 84% respectively) at least somewhat agree that ELCA churches are “welcoming to all backgrounds and identities”.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“Welcoming to all backgrounds and identities” | Base: Familiar with churches of the ELCA denomination

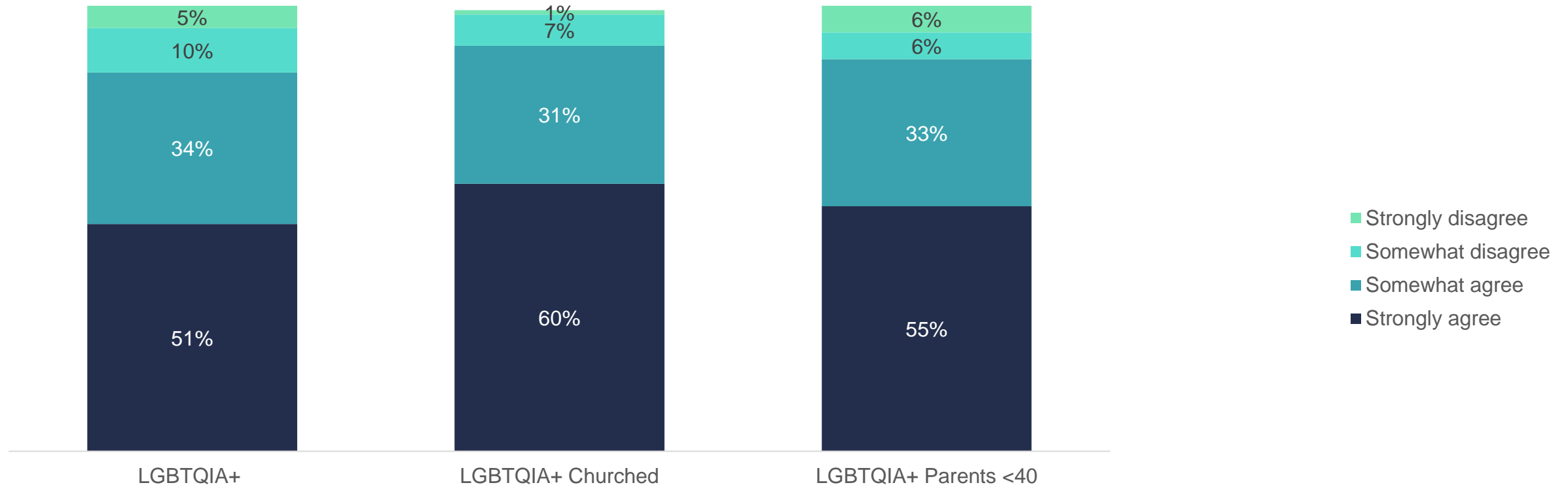


LGBTQIA+ adults (who are familiar with the ELCA) overwhelmingly agree that ELCA churches are working to address key issues in their communities.

- 85% of LGBTQIA+ adults said that ELCA churches are “working to address key issues in their community”. That is consistent among LGBTQIA+ churched and young parents.

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“Working to address key issues in their communities” | Base: Familiar with churches of the ELCA denomination



LGBTQIA+ adults say that the ELCA does a good job of sharing information about their activities to the community.

- 83% of LGTBQIA+ adults at least somewhat agree that ELCA churches do a good job of “sharing information about their activities to the community”. Churched and young parents agree as well (90%, 44% respectively).

When thinking about the ELCA church(es) you are familiar with, how would you answer the following statements. “ELCA Churches are...”

“Good at sharing information about their activities to the community” | Base: Familiar with churches of the ELCA denomination

