

# God's Love Made Real

## Key Findings

A Series of Learnings for the ELEA

Offered by Barna Group



Evangelical  
Lutheran Church  
in America



Evangelical Lutheran  
Education Association

# About This Research: Three Surveys

General Population ( $n=2,472$ )

ELCA Congregants ( $n=10,891$ )

ELCA Rostered Leaders ( $n=875$ )

# General Population Research

## Personas

- Adults **with at least one child under the age of 6** in the household (Q51) (n=329)
- **Churched and unchurched** adults with at least one child under the age of 6 in the household (n=329)
- Adults who would consider attending a church **if the church had a preschool or daycare** (Q24.18) (n=145)
- Adults who would be interested in a **local church offering an early learning center** (Q27a) (n=295)

## Themes

- Human flourishing and well-being
- Spiritual and religious background
- What people are looking for in a church
- ELCA brand study

# ELCA Leaders Research

## Personas

- Leaders of churches **offering early learnings centers** (Q8a) (n=201)
- Leaders of churches **prioritizing resourcing an early learning center** offered by their church (Q9.1) (n=111)
- Leaders of churches **prioritizing resourcing a ministry for families with young children** (Q9.14) (n=126)
- Leaders who strongly feel that their church **supports families** well (Q16h) (n=367)

## Themes

- Demographic profile of churches with early learning centers
- Church's overall well-being
- Church leadership culture
- Church community
- Church's spiritual formation endeavors
- Next generation and young adult prioritization
- Outreach efforts
- Inclusion and trust
- Leader well-being and vocation

# ELCA Congregant Research

## Personas

- Congregants a part of churches **offering early learnings centers** (Q16a) (n=2892)
- Congregants who have personally been **positively impacted by an early learning center** offered by their church (Q17.1) (n=369)
- Congregants who have personally been **positively impacted by a ministry for families with young children** offered by their church (Q17.14) (n=504)
- Congregants who strongly feel that their church **supports families** well (Q11h) (n=5736)
- Congregants **under the age of 40 with children** under the age of 18 in their household (Q51, Q49)

## Themes

- Religious heritage and background
- Present-day ELCA church engagement
- Church leadership culture
- Church community
- Church's spiritual formation endeavors
- Next generation and young adult prioritization
- Outreach efforts
- Inclusion and trust