

ELEA Quantitative Analysis | Churched and Unchurched Adults Analysis

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 and Unchurched Adults Analysis

Summary of Findings

A. Deeply Rooted Community

Churched adults tend to be more invested in their community. Compared to dechurched adults, unchurched adults, and adults less than 40 and disconnected from the church, churched adults are significantly more likely to say they are “connected to their community” and “actively involved in their community” (difference of <20%). Churched adults are also more likely to say they “hope to stay a long time in their community” (36% vs 61%, respectively).

B. Identifying and Addressing Community Needs

Surveyed adults said “affordable housing” was one of the main issues affecting the community they live in. Churched adults were statistically more likely than unchurched adults to be very motivated “to do something about injustices” (48% vs 22%, respectively) and very motivated to “meet material needs” (48% vs. 21%, respectively) in their community. Churched adults were most likely to say they “donate to local organizations or causes” (41% of churched adults, 24% of unchurched adults), and nearly 60% of unchurched adults said they are “not involved in their local community”.

C. Important Actors of Community Change

Overall, dechurched respondents said that “local government” (53%), “community leaders” (38%), and “schools” (29%) are the most important actors when it comes to addressing community concerns. However, dechurched respondents are significantly more likely than churched respondents (53% to 38% respectively) to say “local government” is an important actor of change.

Summary of Findings

D. View of the Church

Unchurched and dechurched adults tend to have unfavorable views of local churches and, in comparison to churched adults, they are also more likely to be unfamiliar with how churches are serving their community. 52% of unchurched adults, 47% of disconnected adults, and 37% of dechurched adults say they have an at least somewhat unfavorable view of Christian churches in their community, whereas only 8% of churched adults said the same. Dechurched and unchurched adults are not likely to agree that Christian churches are “helping to address challenges in my community” (10%, 6% respectively) or “working to improve the lives of people in my community” (12%, 8% respectively).

E. Experiences with the Church

Unchurched adults are largely unfamiliar with people who attend the churches in their community (63% said they are at least somewhat unfamiliar). However, 1 in 3 unchurched adults said they have friends who are active churchgoers. While nearly half of churched adults said they definitely see churches fulfilling Jesus’ command to love their neighbors as themselves, less than 5% of unchurched adults said the same. Churched and unchurched adults continued to disagree over how they would describe Christian churches in their community. Churched adults described churches as “friendly” (62%), “welcoming” (56%), and “generous” (41%), and unchurched adults described the church as “hypocritical” (30%) and “close-minded” (26%).

F. Church-based Community Engagement

A majority of churched respondents said they would be interested if a church were to offer an early child learning center in their community, as well as community programs for their children and opportunities to meet other parents. A third of dechurched adults are at least somewhat interested in receiving mental and emotional well-being teachings and programs from churches.

Summary of Findings

G. Church Ideals

Adults said that it's important for Christian churches to be “welcoming and friendly to members of the community”. Dechurched adults were likely to say that they wanted churches to be “racially and ethnically diverse”.

H. Church Attendance

The top reason a dechurched adults or unchurched adult would attend a church is to “be involved in [their] community” (39% and 23%, respectively). If they were to send their children to a Christian church, dechurched adults want their “children to be a part of a larger religious community”, as a well “to learn about God”. Dechurched and churching adults alike (39%) said they are most motivated to get involved with a church addressing “poverty”.

I. The ELCA Church

A third of dechurched and disconnected adults said they have had at least a somewhat positive experience of the ELEA church. A majority of unchurched adults (96%) are not familiar with churches that are a part of the ELCA denomination. 1 in 4 unchurched adults who are familiar with the ELCA are likely to say that ELCA churches are “a positive influence on their communities”, “welcoming to all backgrounds and identities”, and “good at sharing information about their activities to the community”.

Section A. Deeply Rooted Community

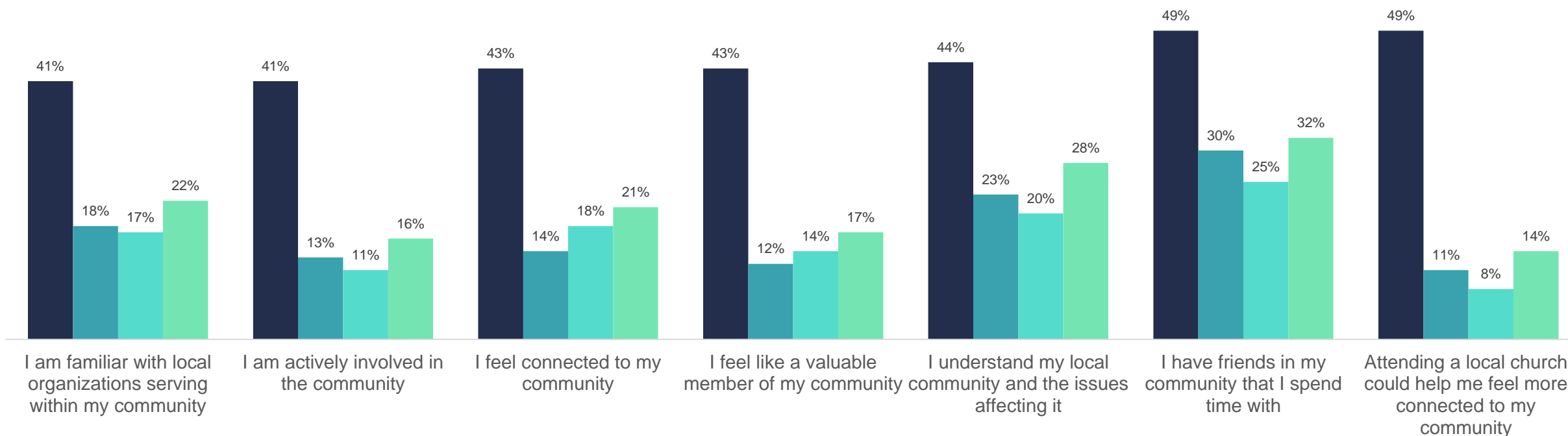
The further one is from church, the less likely they are connected with their community.

- Engagement measured by the metrics below is most evident in churched adults, with significant difference noted between them and other groups surveyed.

Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?

% strongly agree

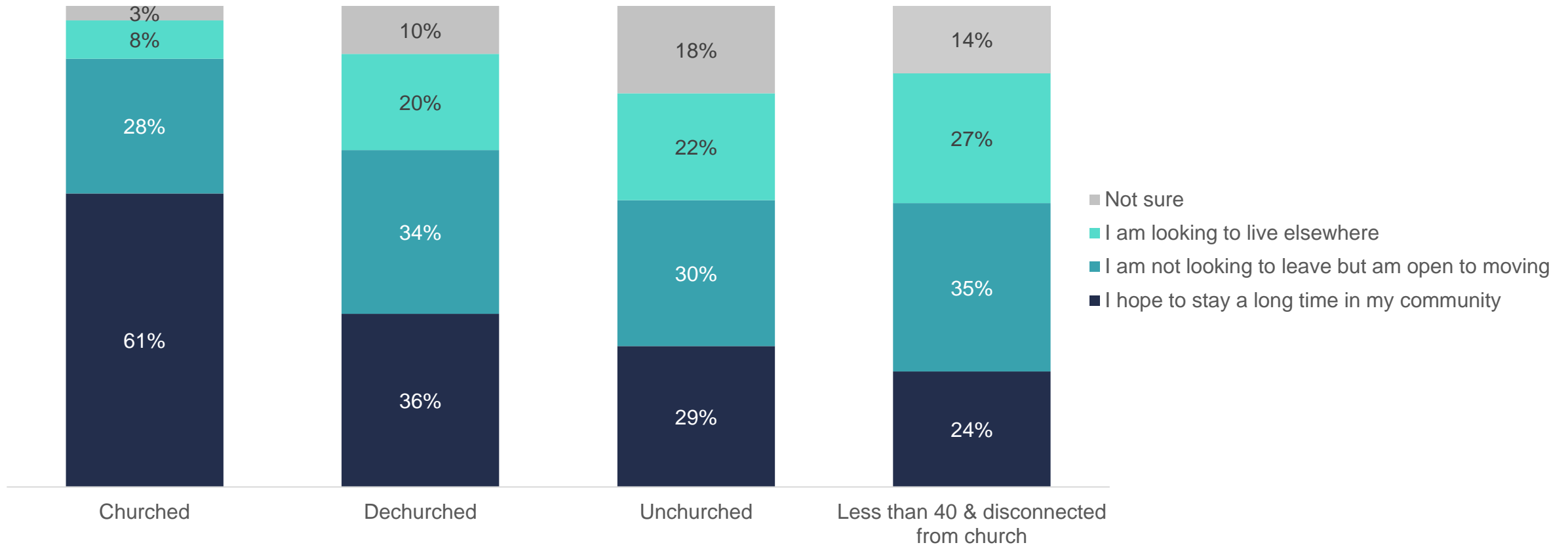
■ Churched ■ Dechurched ■ Unchurched ■ Less than 40 & disconnected from church



More than half of churched adults hope to stay a long time in their community.

- Churched adults were most likely to say “they hope to stay a long time in their community” (61%), whereas less than half (36%) of dechurched and unchurched (29%) adults say the same.

Today, what describes your feelings about your local community?



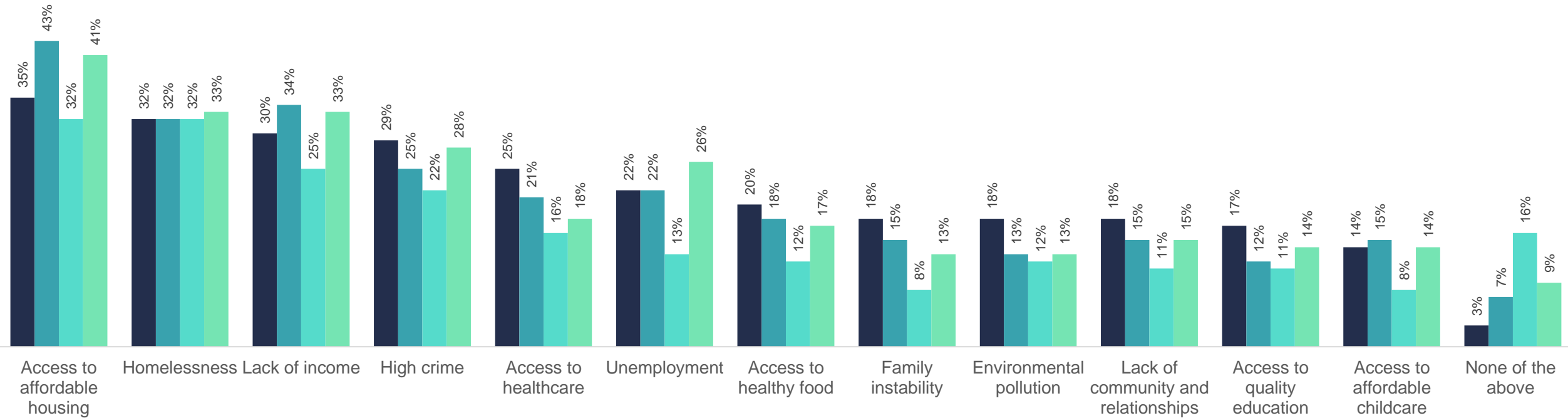
Section B. Identifying and Addressing Community Needs

Adults in this sample identified affordable housing as the main issue affecting communities today.

- Churched and dechurched adults agree that the main issues affecting their community are access to “affordable housing”, “homelessness” and “lack of income”.
- In most cases, churched adults are significantly more likely than unchurched adults to have said any one issue was impacting a community.

What are the main issues affecting the community you live in?

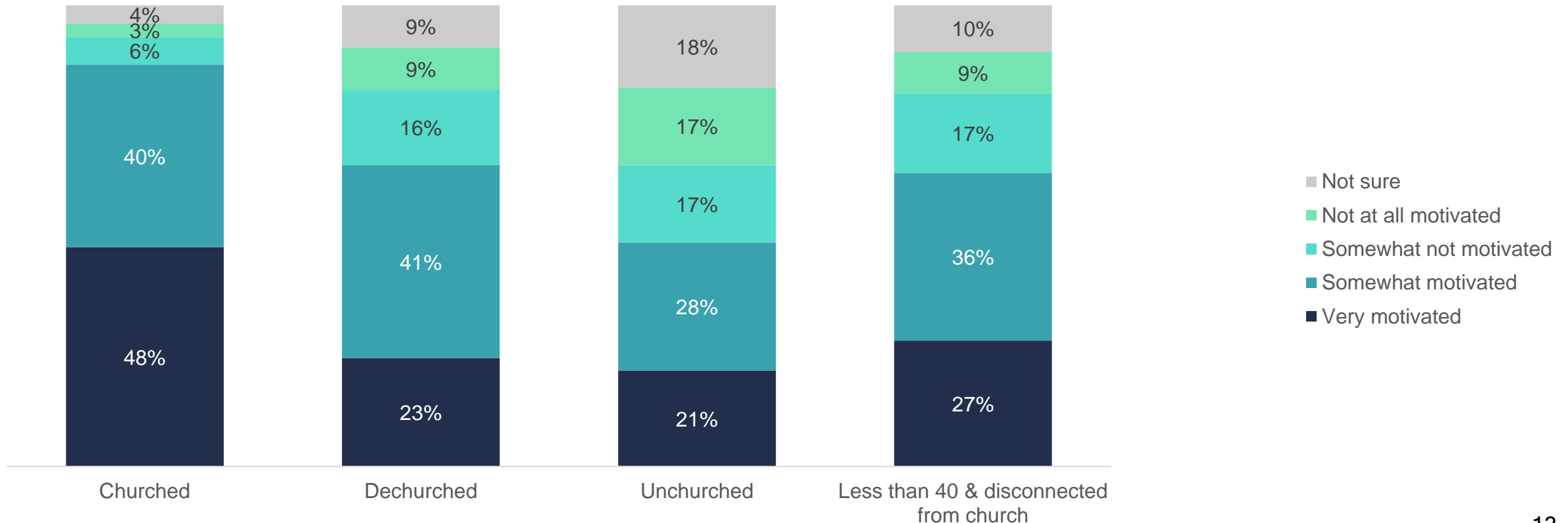
■ Churched
 ■ Dechurched
 ■ Unchurched
 ■ Less than 40 & disconnected from church



Nearly half of all respondents are at least somewhat motivated to do something about material needs in their community.

- Churched adults are significantly more likely to say they are at least somewhat motivated to do something about material needs in their community (88% respectively compared to 64% of dechurched respondents, 49% of unchurched respondents, and 63% of less than 40 & disconnected from church respondents).

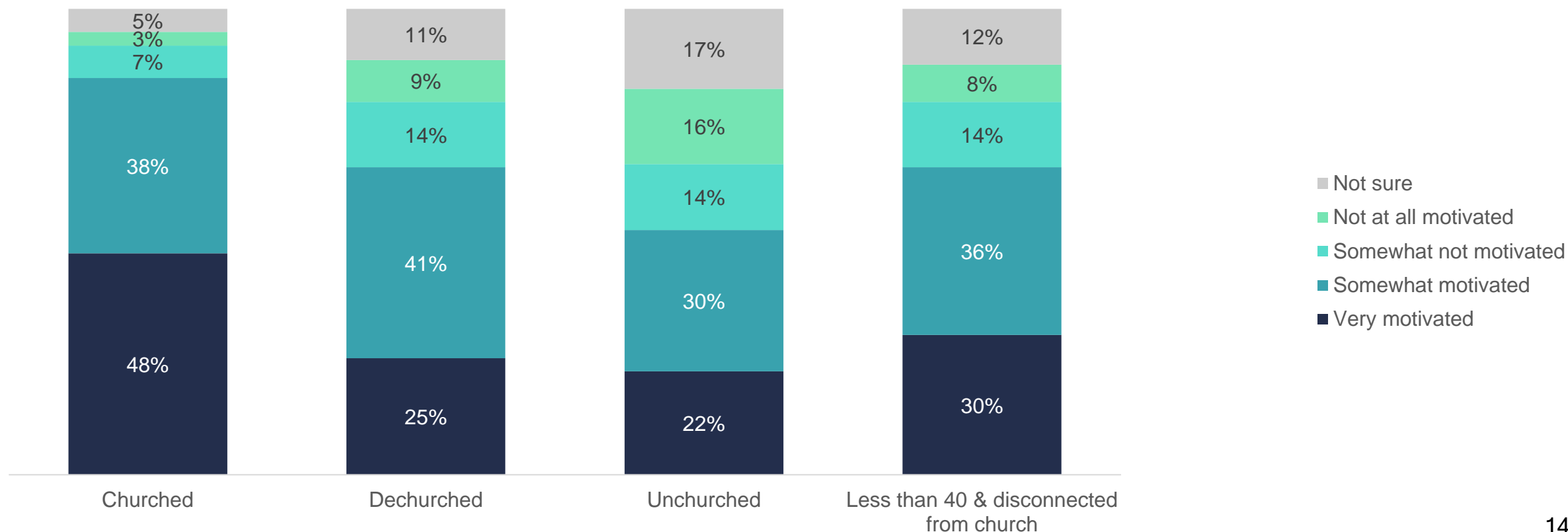
Today, how motivated are you to do something about material needs (such as food insecurity or needs for shelter) in your community?



Churched adults are the most motivated to do something about injustices in their community.

- Churched adults are significantly more likely to say they are at least somewhat motivated to do something about injustices in their community (86% compared to 66% of dechurched adults, 52% of unchurched adults, and 66% of less than 40 & disconnected from church adults).

Today, how motivated are you to do something about injustices in your community? By injustices, we are referring to the unfair or undeserved treatment of people.



On average, unchurched adults are likely not involved in local community.

- 58% of unchurched respondents said they are “not involved in their local community”, whereas only 22% churched respondents said the same.
- Overall, churched respondents said they “donate to local organizations or causes” (41%), “participate in community projects and events” (35%), and “volunteer with a nonprofit” (30%). A quarter of unchurched respondents said they “donate to local organizations or causes”.

In what ways are you involved in your local community?

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



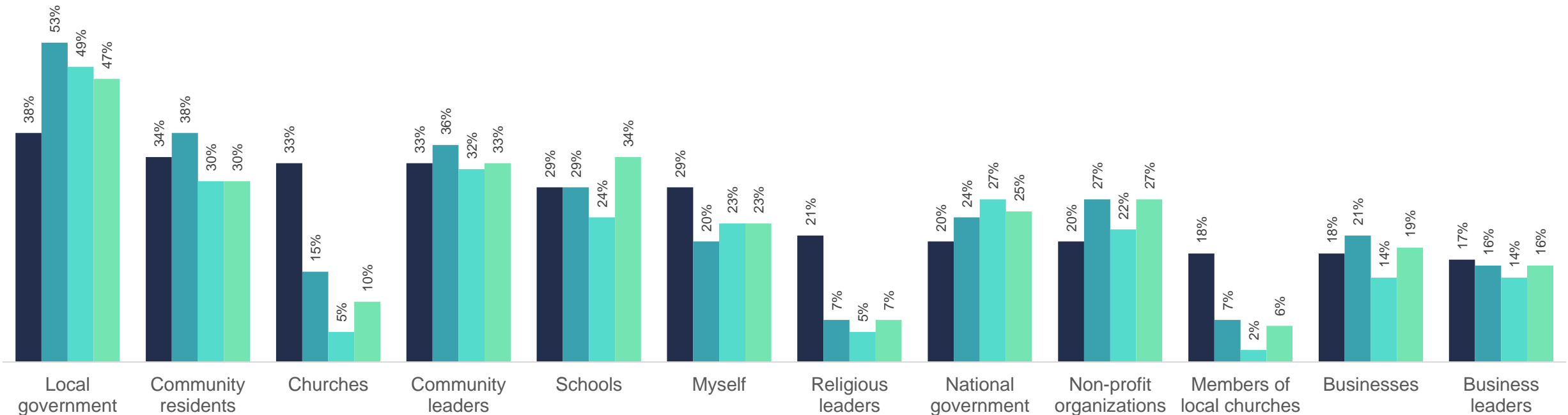
Section C. Important Actors of Community Change

Local government, community leaders, and schools are seen as important actors of change.

- Overall, dechurched respondents said that "local government" (53%), "community leaders" (38%), and "schools" (29%) are the most important actors when it comes to addressing community concerns. However, dechurched respondents are significantly more likely than church members (53% to 38% respectively) to say "local government" is an important actor of change.

Thinking about the issues concerning your community the most, which of the following do you believe is most important for addressing them.

■ Church members ■ Dechurched ■ Unchurched ■ Less than 40 & disconnected from church

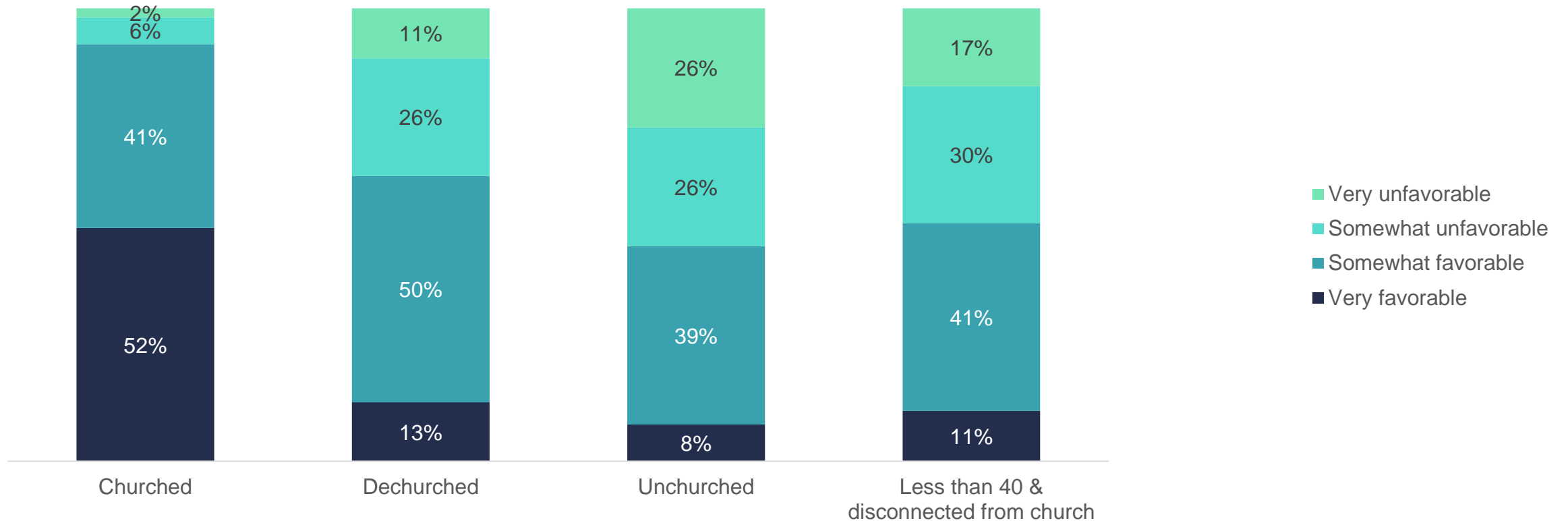


Section D. View of the Church

Nearly half of all unchurched, dechurched, and disconnected adults view local churches unfavorably.

- 52% of unchurched adults, 47% of disconnected adults, and 37% of dechurched adults say they have an at least somewhat unfavorable view of Christian churches in their community, whereas only 8% of churched adults said the same.

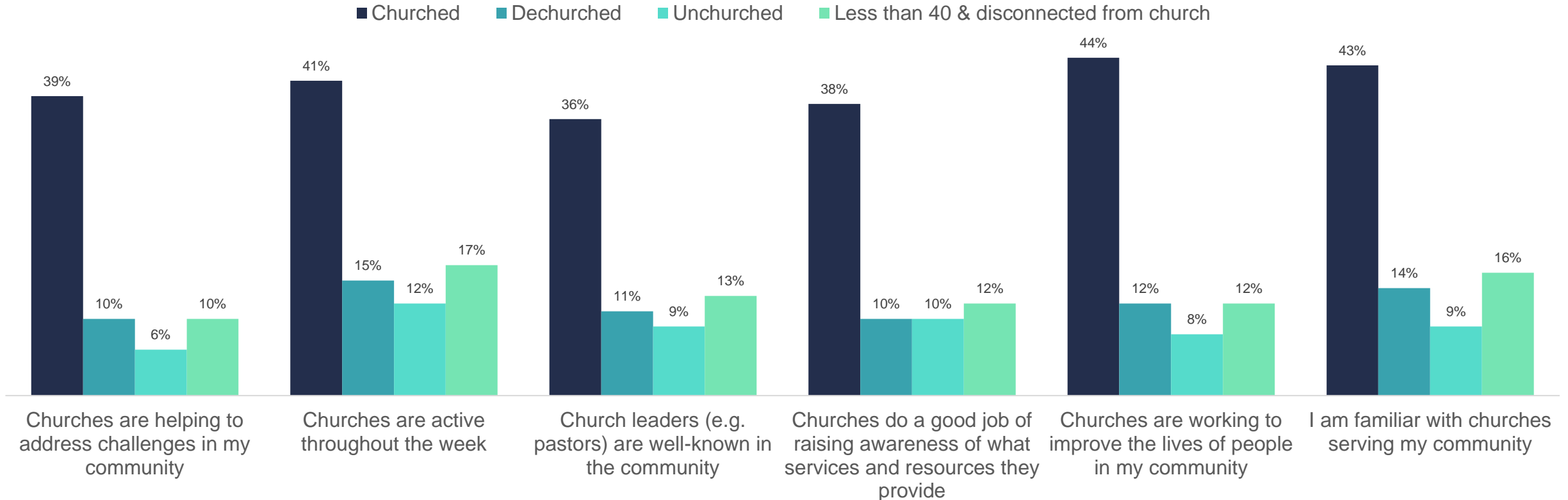
Do you have a favorable or unfavorable view of local Christian churches in your community?



Nearly 1 in 5 “disconnected” adults strongly agree that “churches are active throughout the week”.

- While less than 10% of unchurched adults strongly agree with any of the following statements, 1 in 5 adults who are less than 40 and disconnected from church say that they strongly agree that “churches are active throughout the week”.

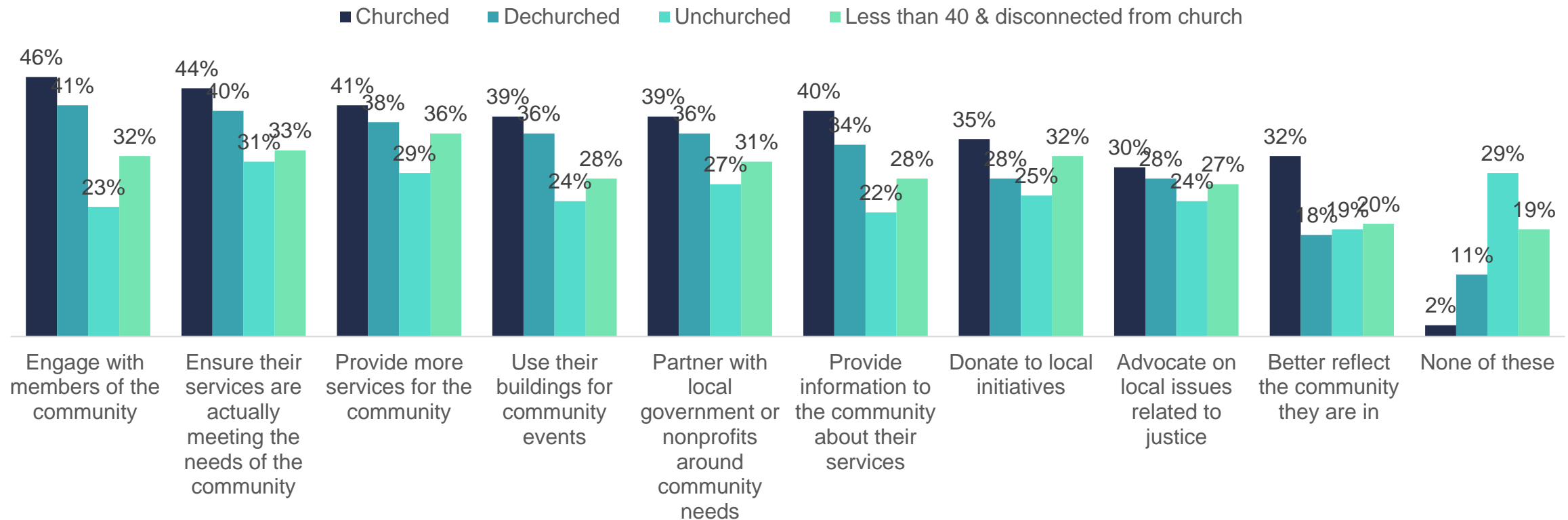
Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?
 % strongly agree



Churched adults want churches to “engage with members of the community”.

- Nearly half of churched adults said the church could better serve their community by “engaging with members of the community” (46%).
- 44% of churched adults said local churches can better serve their communities by “ensuring their services are actually meeting the needs of the community”.

*In your opinion, how can local churches better serve their communities?
Select all that apply*

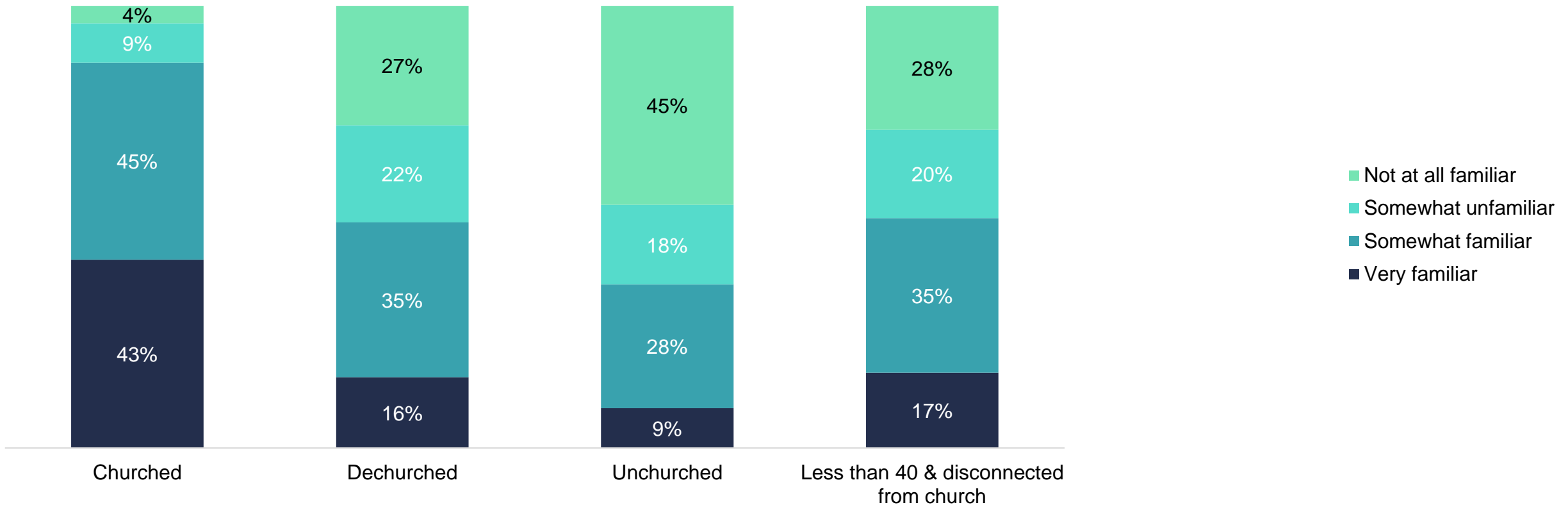


Section E. Experiences with the Church

Unchurched adults are largely unfamiliar with people who attend church in their community.

- Half of dechurched adults and disconnected adults are likely to say they are at least somewhat familiar with people who attend church (51% dechurched, 52% disconnected), whereas only 37% of unchurched adults said the same.

How familiar are you with the people who attend the churches in your community?

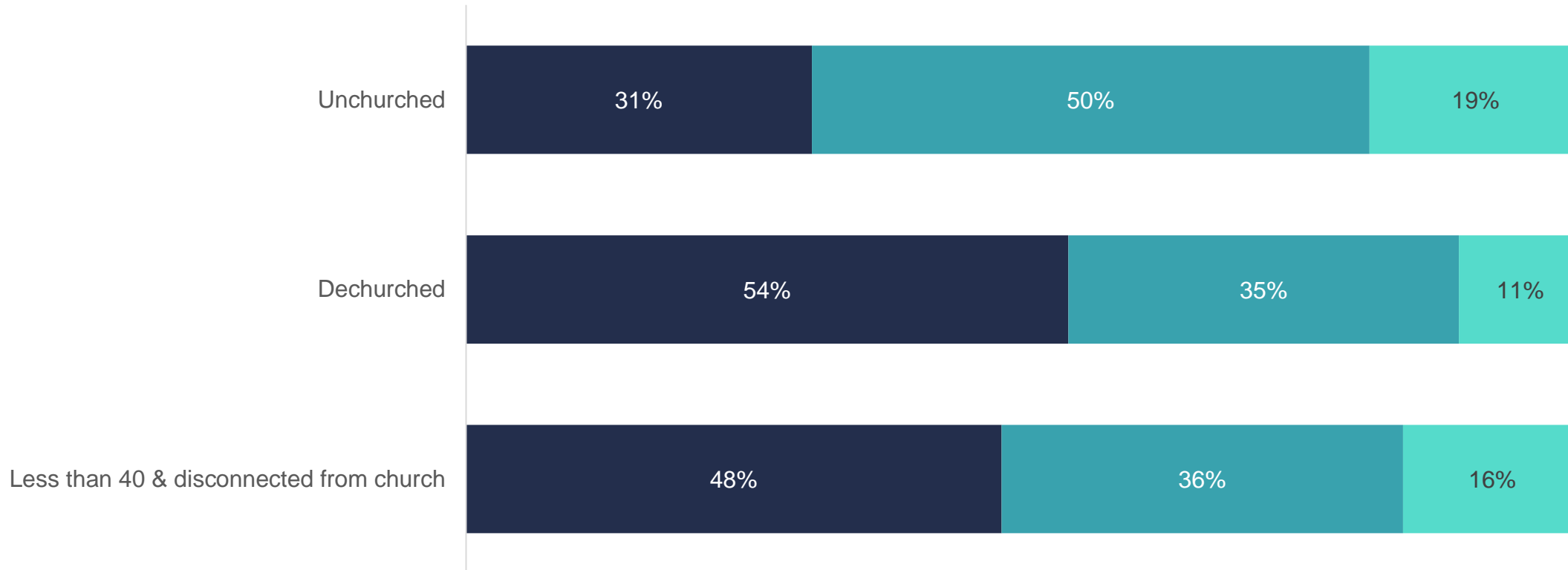


Over half of dechurched adults have friends who are active churchgoers.

- Dechurched adults are more likely than unchurched adults or disconnected adults to say they have any close friends who are active church-goers (54%), compared to unchurched (31%) and disconnected respondents (48%).

Do you have any close friends who are active church-goers?

■ Yes ■ No ■ Not sure

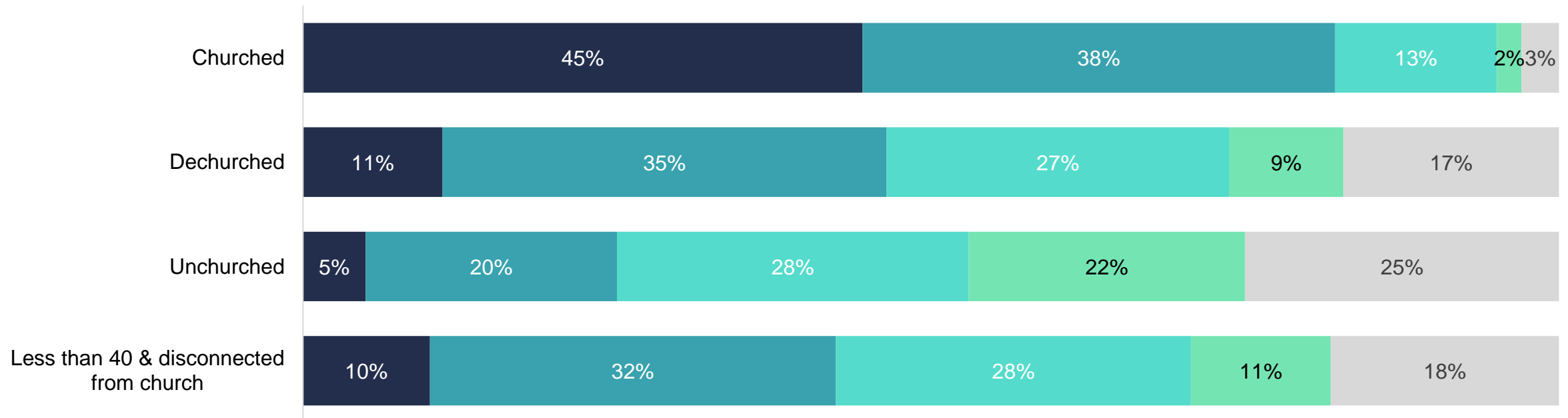


Half of unchurched adults say they don't really see churches following Jesus' commands.

- 25% of unchurched adults say they see churches at least somewhat following the command to “love their neighbors as themselves”. A majority of unchurched adults say they do not really see this command being fulfilled by churches in their community.

In the Christian Bible, Jesus commands his followers to love their neighbor as themselves. Do you see churches in your community fulfilling this commandment?

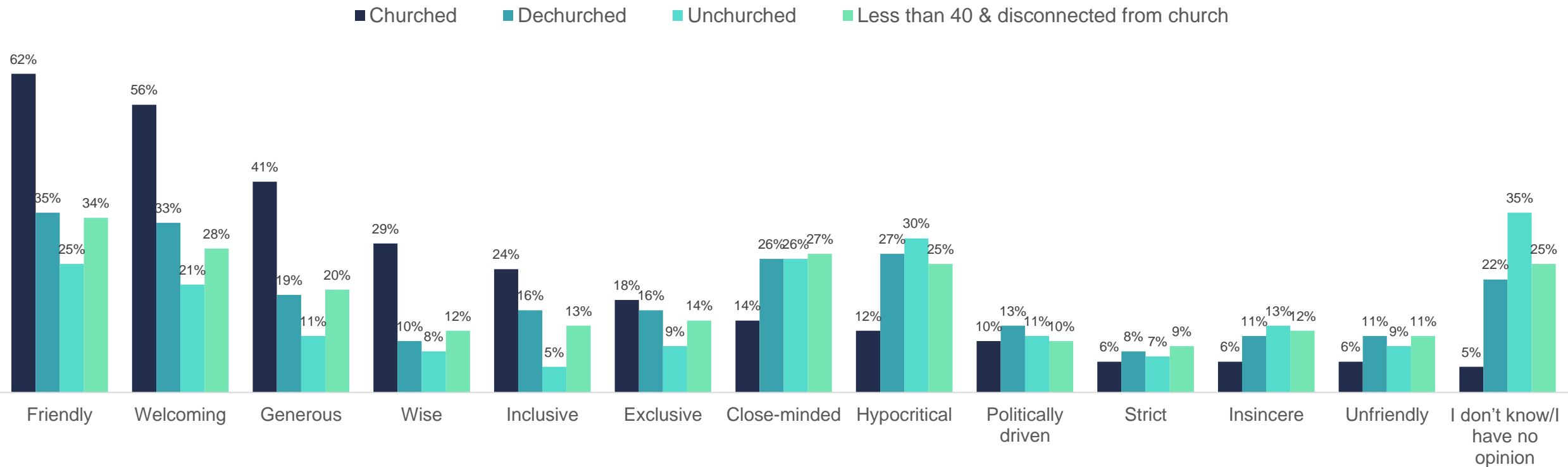
■ Definitely ■ Somewhat ■ Not really ■ Not at all ■ Not sure



Churched and unchurched adults have different opinions of the church.

- While churched adults are likely to describe Christian churches as “friendly” (62%), “welcoming” (56%), and “generous” (41%), unchurched adults are significantly less likely to describe them in the same way (friendly, 25%; welcoming, 21%; generous 11%).
- Rather, unchurched adults are more likely to describe churched as “hypocritical” (30%) and “close-minded” (26%). Only 12% of churched adults described the church as “hypocritical” and 14% said “close-minded”.

*When you think about Christian churches in your community, how would you describe them?
Select up to four*



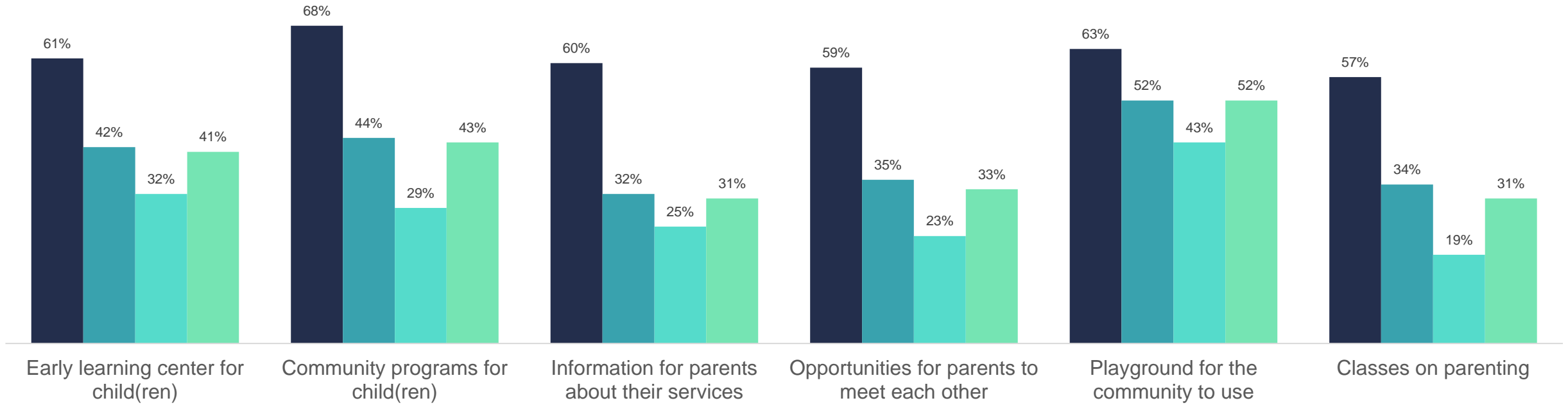
Section F. Church-based Community Engagement

Parents in this sample are most interested in a “playground for the community to use”.

- Of all programs listed below, churched adults said they would be most interested in “community programs for child(ren)” (68%). Unchurched adults are most interested a “playground for the community to use” (43%) and least interested in “classes on parenting” (19%).

*If a church in your area provided the following services to the community, how interested would you be in them?
% very interested*

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



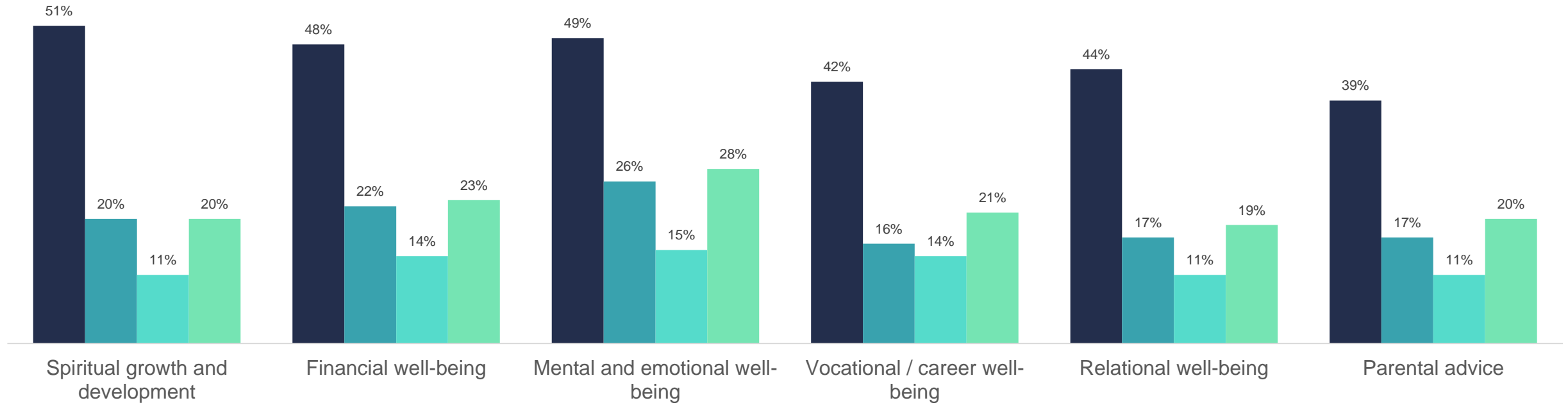
Over half of churched adults are definitely interested in learning about spiritual growth from their church.

- 51% of churched adults are definitely interested in "spiritual growth and development" programming offered by their church community.
- 28% of disconnected adults are interested in "mental and emotional well-being" programming.

How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?

% definitely interested

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



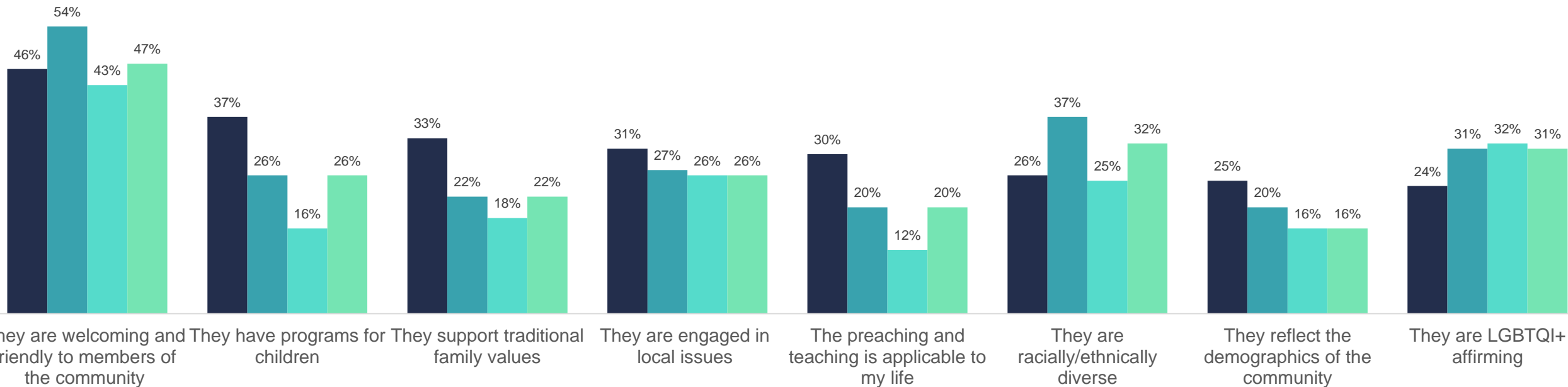
Section G. Church Ideals

Adults want churches to be “welcoming and friendly to members of the community”.

- Across all groups, adults said Christian churches should be “welcoming and friendly to members of the community” (46% of churched, 54% of dechurched, 43% of unchurched, 47% of disconnected adults). Dechurched adults were significantly more likely than other groups to say this.

*Which of the following values would be most important for a Christian church to hold?
Select up to three*

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

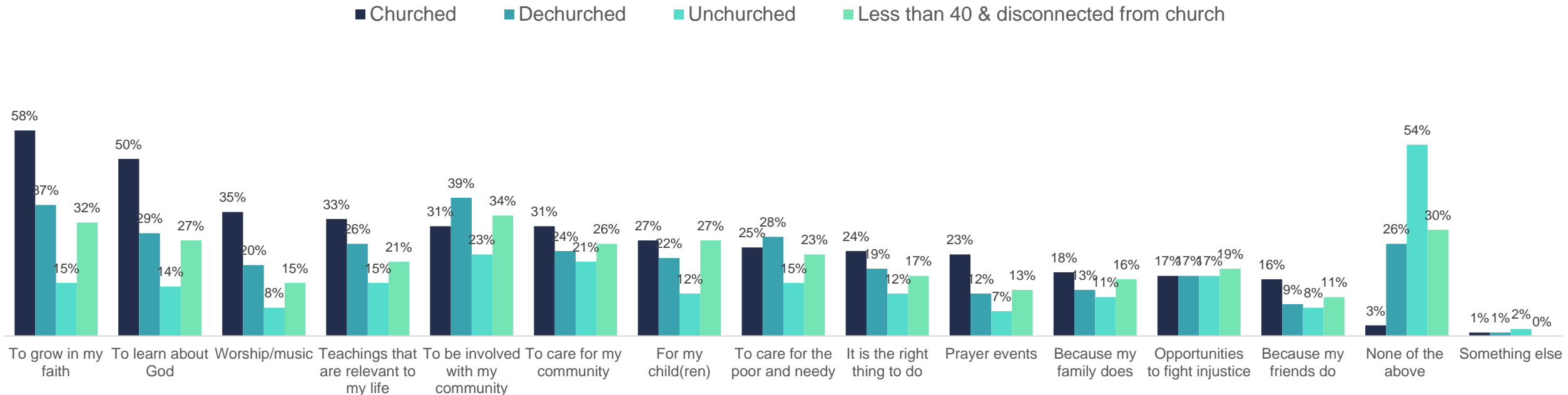


Section H. Church Attendance

Dechurched and unchurched adults said they would attend a church "to be involved with their community".

- Churched adults attend church "to grow in their faith" (58%), "to learn about God" (50%), and "worship" (35%), whereas dechurched adults are more motivated to attend church "to be involved with their community" (39%), to "grow their faith" (37%), and "to care for the poor and needy" (28%).

*If you were going to attend a Christian church, would it be for any of the following reasons?
Select the 4 most important to you*



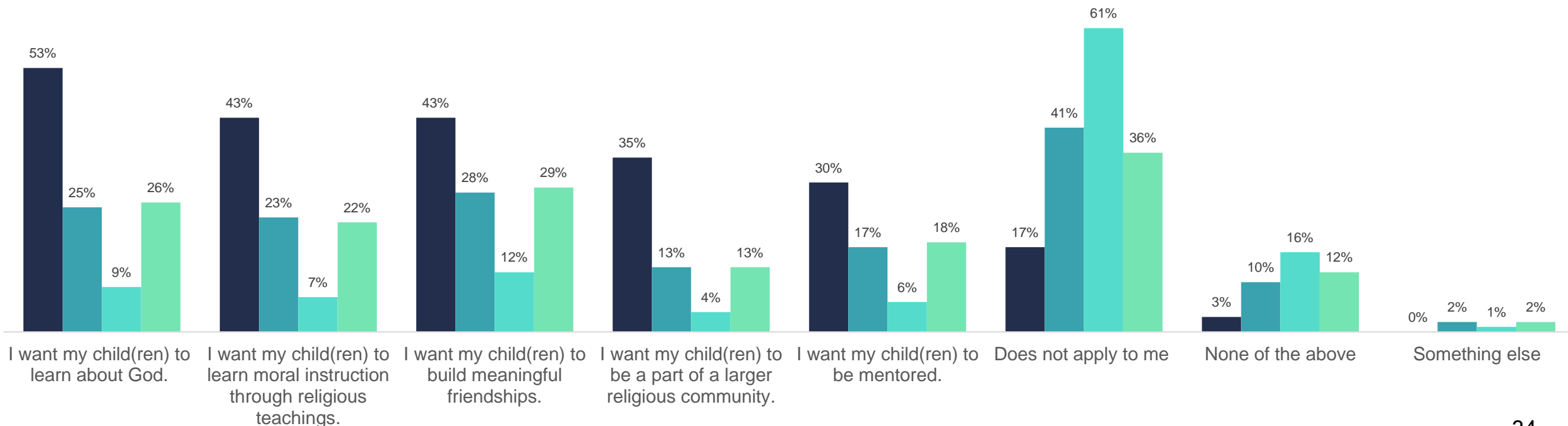
A quarter of dechurched adults said they would be encouraged to attend church because they “want their children to learn about God.”

- 25% of dechurched adults said they would be encouraged to attend a Christian church because they “want their children to learn about God” and 28% said they “want their children to build meaningful friendships”.
- Churched respondents “want their children to learn about God” (53%), “build meaningful friendships” (43%), and “learn moral instruction through religious teachings” (43%).

If applicable, what specific reasons related to your child(ren) would encourage you to attend a Christian church?

Select all that apply

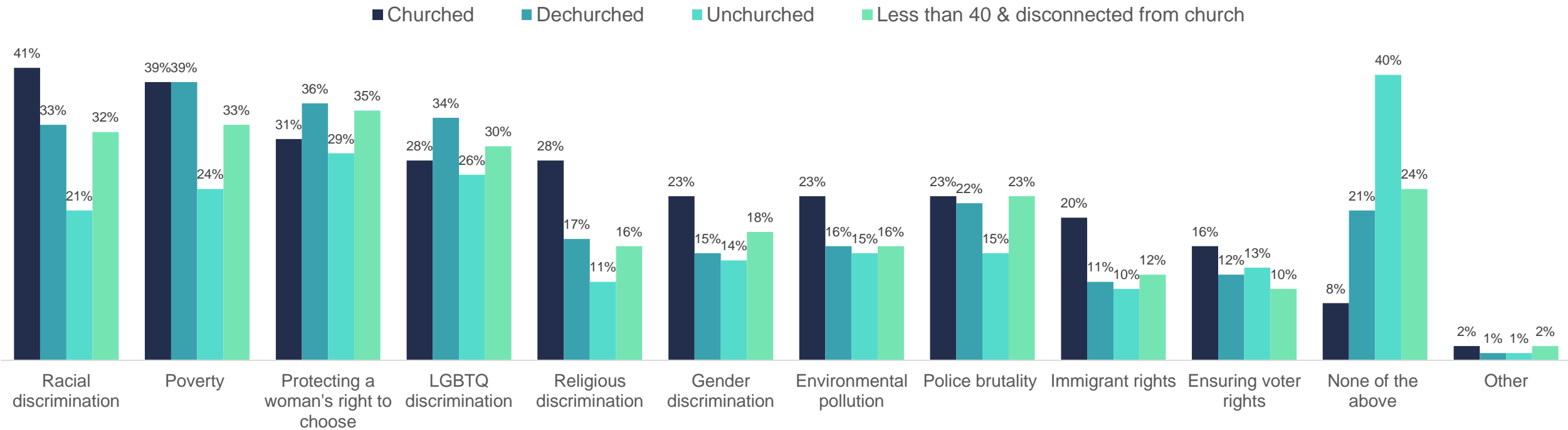
■ Churched ■ Dechurched ■ Unchurched ■ Less than 40 & disconnected from church



Adults are interested in joining a local community of worship to address issues around poverty, racial discrimination, and women's rights.

- Churched adults are motivated to help address “racial discrimination” (41%), “poverty” (39%), and “protecting a woman’s right to choose” (31%).
- For dechurched adults, issues like “poverty” (39%),” women’s right to choose” (36%), and ”LGBTQ discrimination” (34%) matter most.
- 2 in 5 unchurched adults are not interested a church in their efforts to address of the listed issues.

*There are many injustices or social concerns a church may engage in addressing. If a local community of worship was working to address any of the following, which would most motivate you to get involved with their efforts?
Select three*



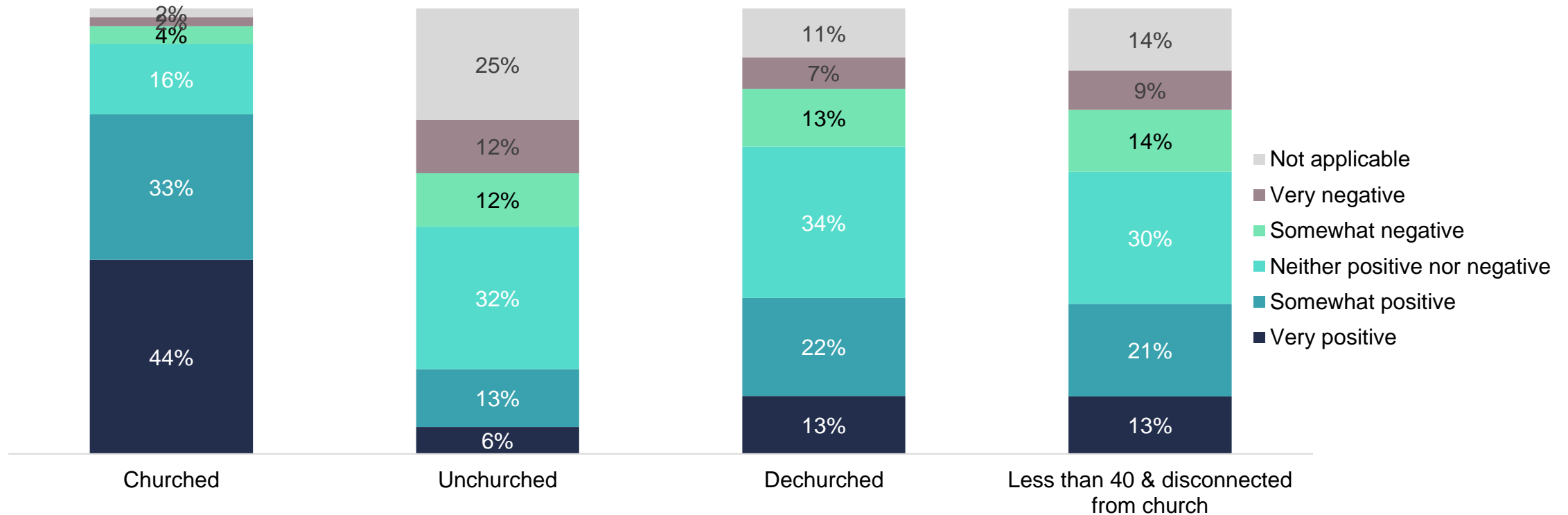
Section I. The ELCA Church

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



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

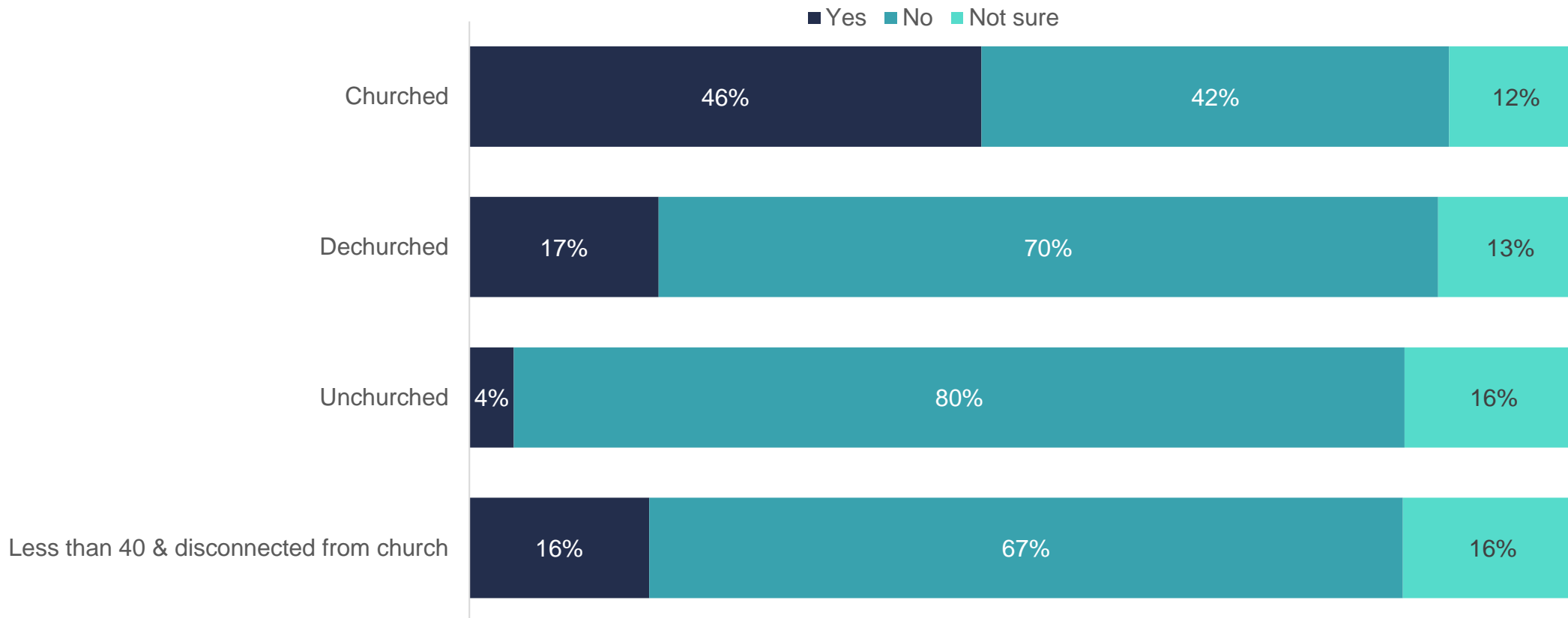
How positive or negative has your experience been of these churches?



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?

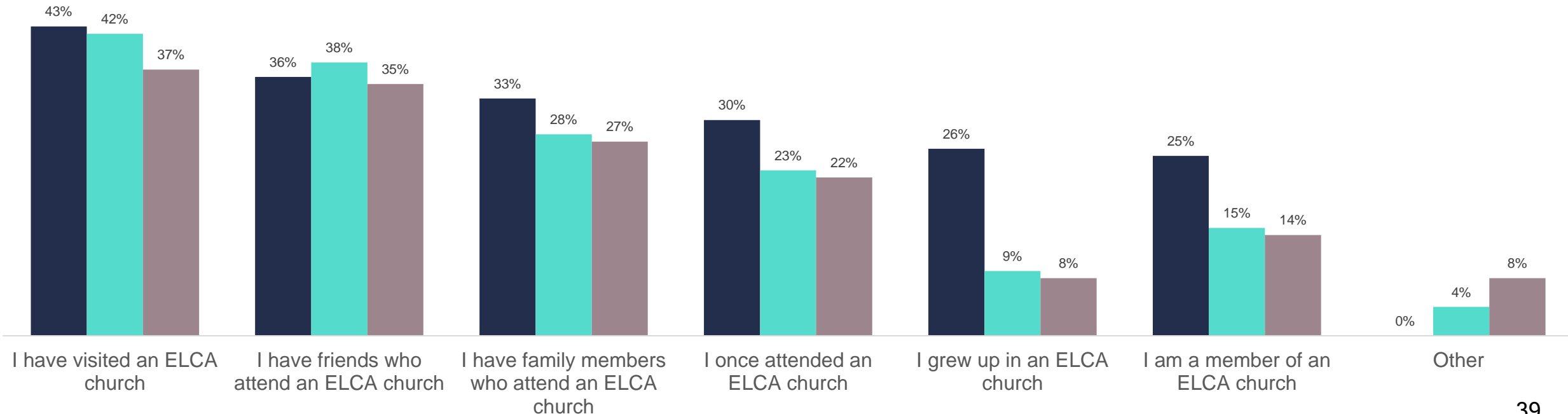


2 in 5 of dechurched adults who are familiar with ELCA churches have friends who attend them.

- 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



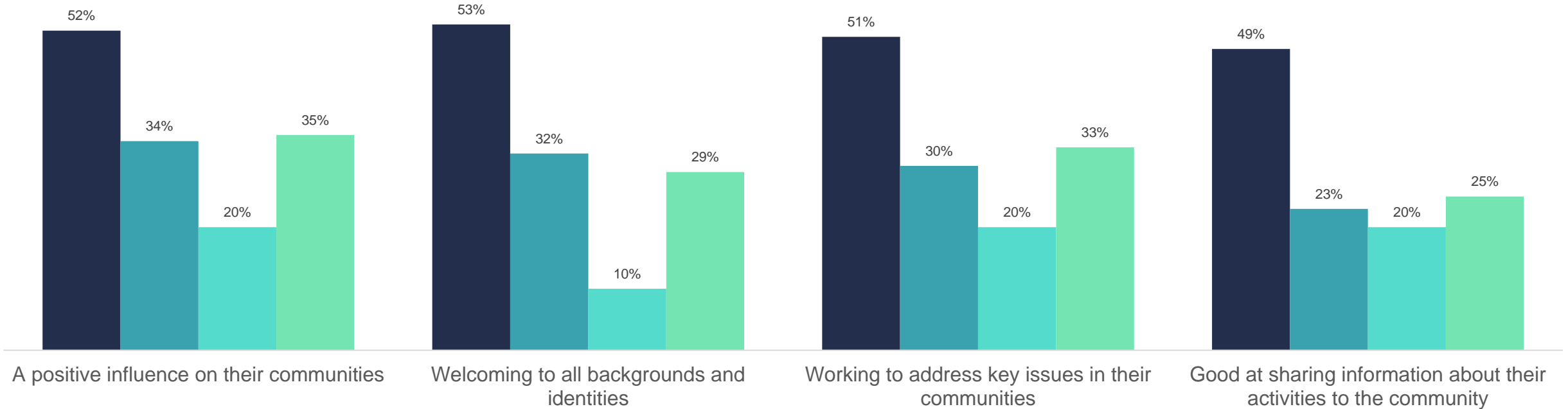
1 in 5 unchurched adults who are familiar with the ELCA agree that the church is “a positive influence on their communities”.

- 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: Respondents familiar with ELCA denomination

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

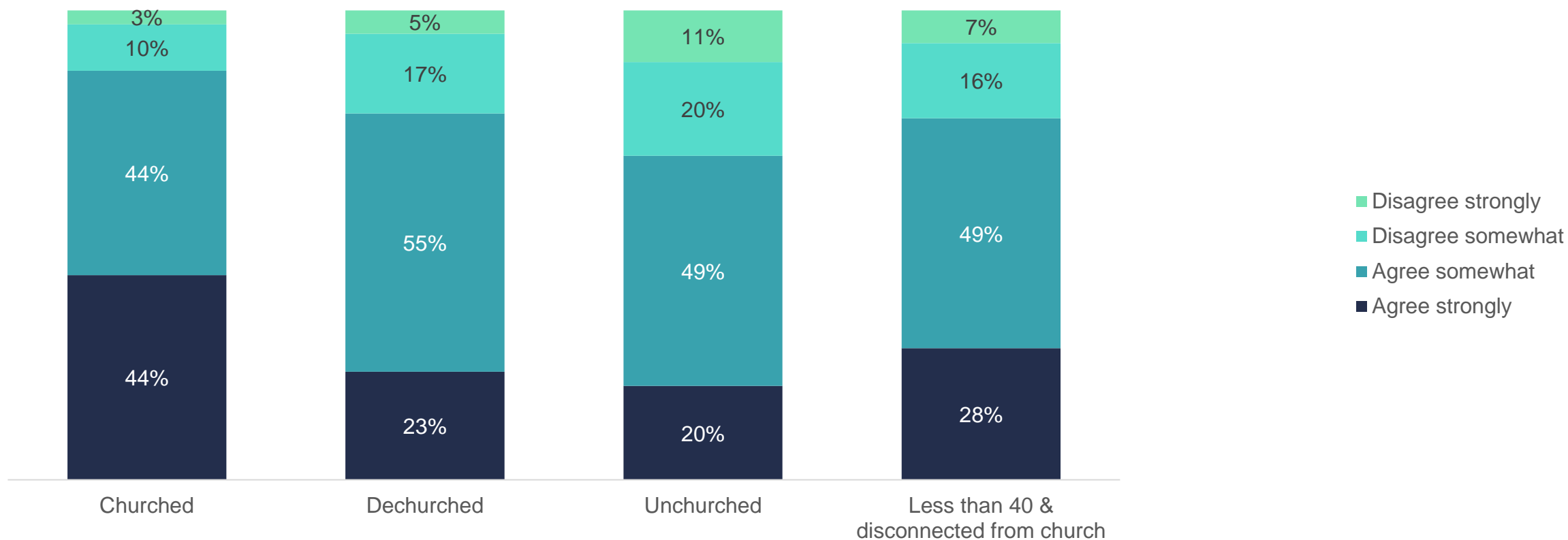


Expanded Findings from Churched and Unchurched Adults

Most adults believe they understand the issues affecting their local communities.

- Unchurched adults were significantly more likely to say they at least somewhat disagree with this statement (33%; 13%, 22%, 23%).

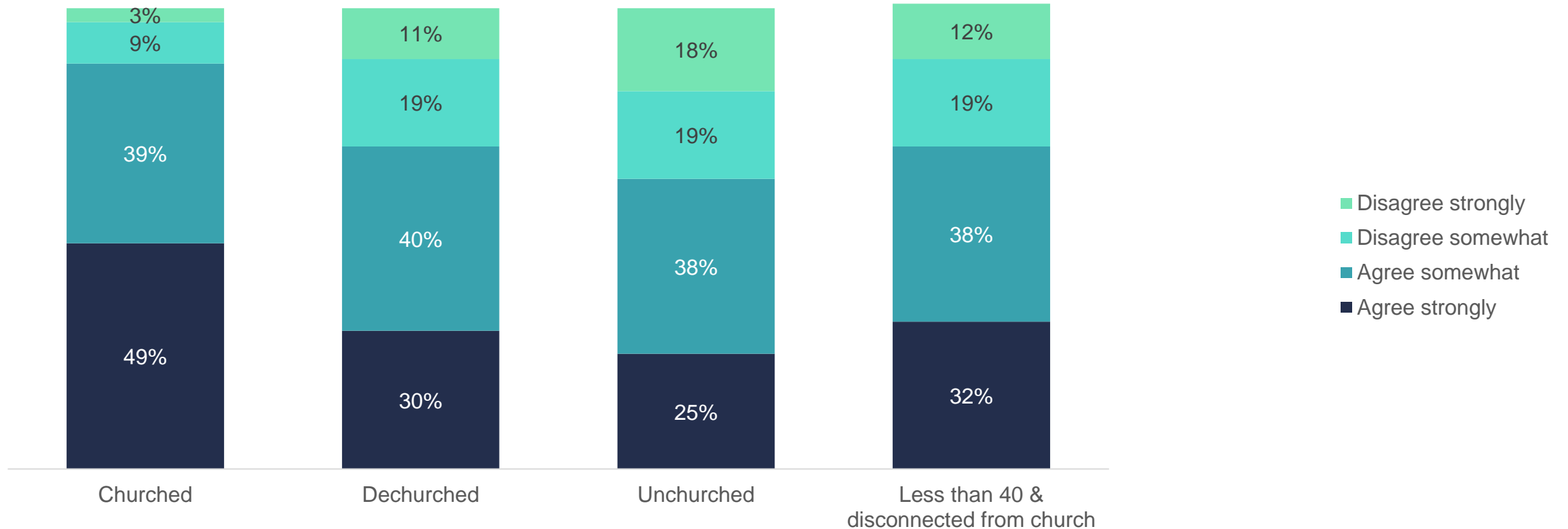
*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
"I understand my local community and the issues affecting it"*



1 in 3 unchurched adults are likely to not have friends who they spend time within their local community.

- Dechurched, unchurched, and disconnected adults were significantly less likely to say they at least somewhat agree to having friends in their community that they spend time with (dechurched, 70%; unchurched, 63%; less than 40, 70%; churched, 88%).

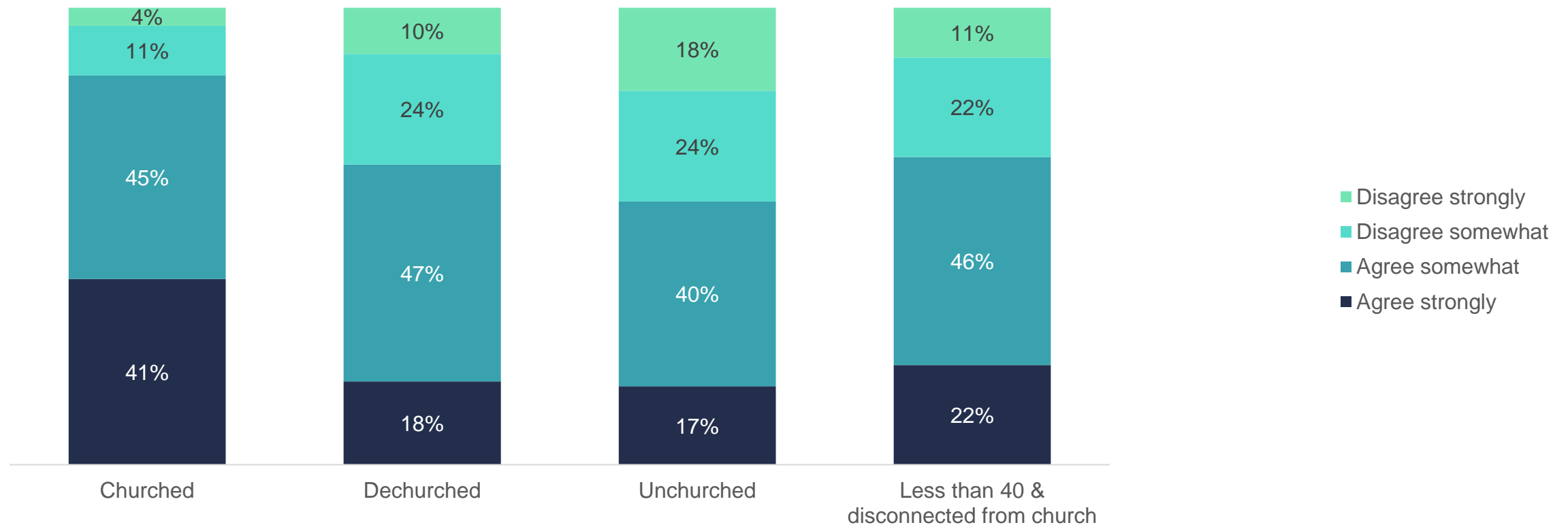
*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
“I have friends in my community that I spend time with”*



Most adults are at least somewhat familiar with local organizations serving their communities.

- Churched adults are significantly more likely than unchurched adults to say they are at least somewhat familiar with local organizations serving within their community (86% respectively compared to 57%).

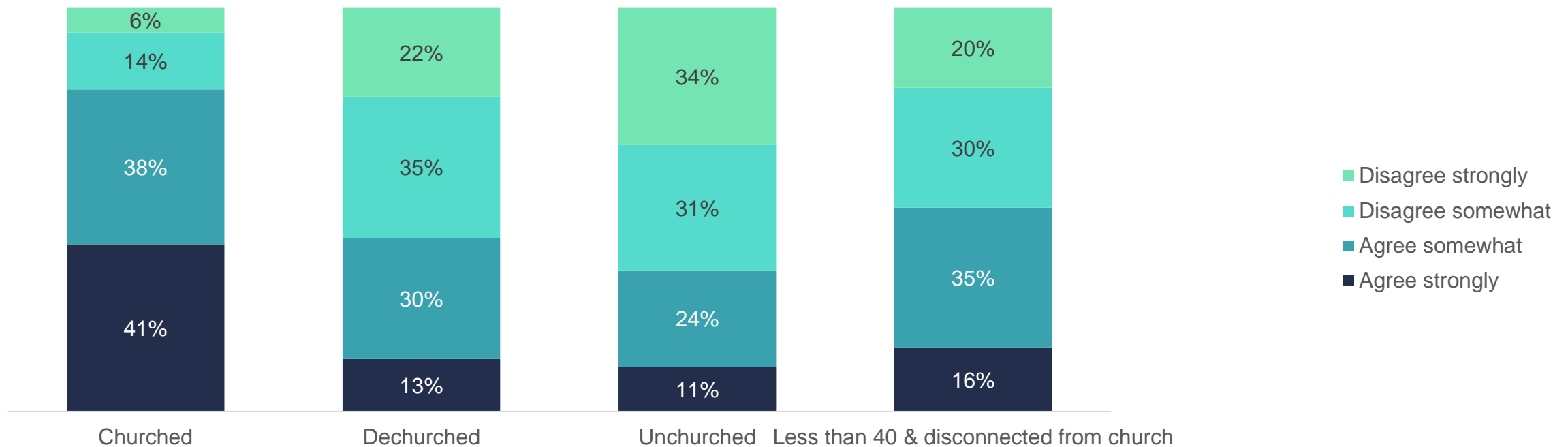
*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
“I am familiar with local organizations serving within my community”*



Churched adults are more likely than others to be actively involved in their community.

- 79% of churched adults at least somewhat agree that they are actively involved in the community, whereas only 35% of unchurched adults are likely to say the same.
- Adults under 40 who are disconnected from the church are more likely than dechurched or unchurched adults to say they at least somewhat agree (41% respectively; 33% dechurched adults, 33% unchurched adults).

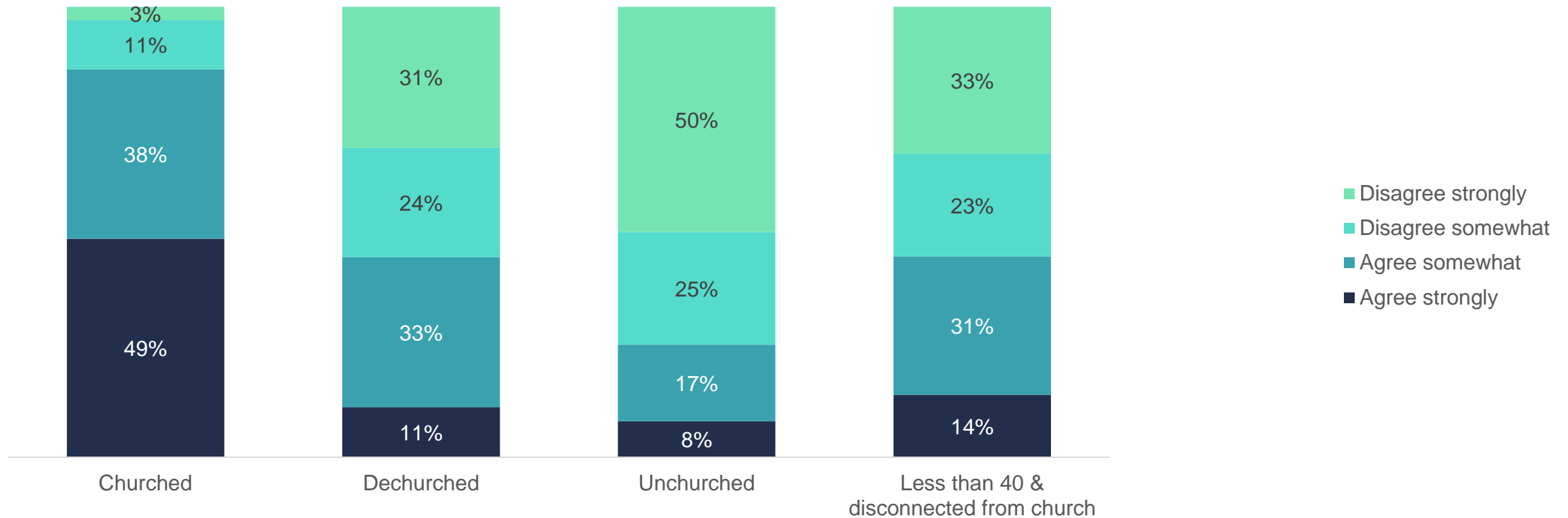
*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
“I am actively involved in the community”*



Churched adults agree that attending a local church helps them feel connected.

- Unchurched adults are significantly more likely than other groups to strongly disagree that attending a local church could help them feel more connected to their community (50% respectively; 3% churched adults, 31% dechurched, and 33% less than 40).

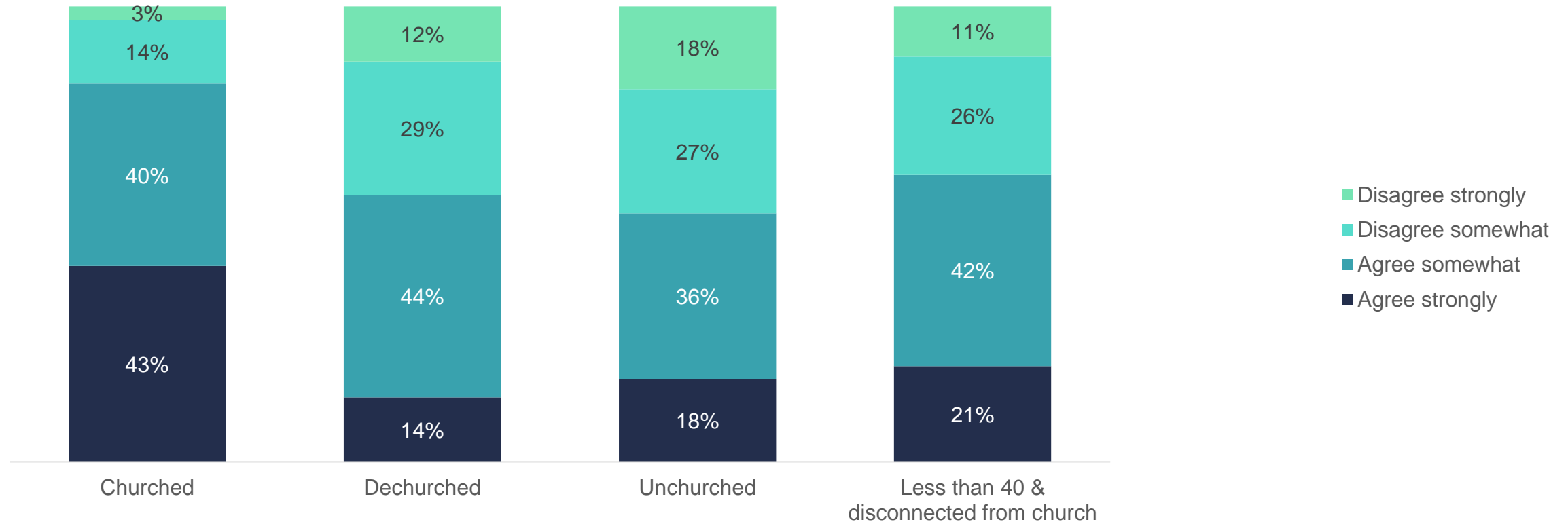
*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
“Attending a local church could help me feel more connected to my community”*



Churched adults are more likely than unchurched adults to say they feel connected to their community.

- 73% of churched adults at least somewhat agree that they “feel connected to their community”, whereas only 54% of unchurched adults say the same. Similar percentages exist for dechurched and less than 40 disconnected adults.

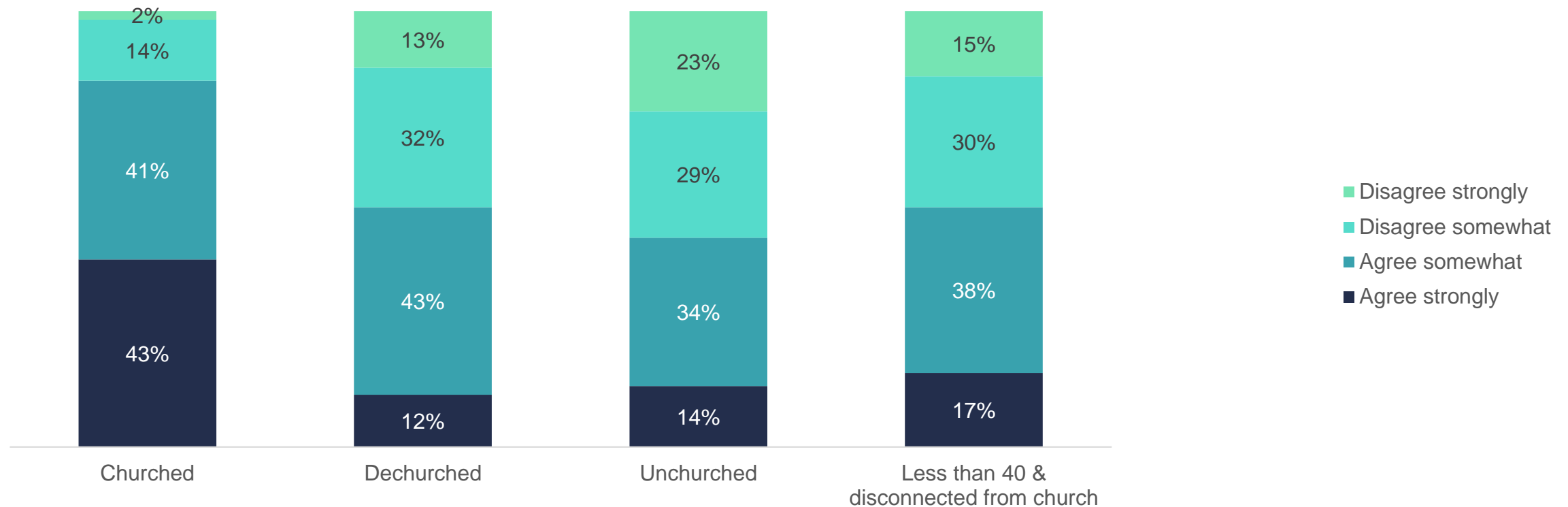
*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
“I feel connected to my community”*



Being a part of a church is correlated with feeling like a valuable member of a community.

- Churched adults are significantly more likely than unchurched, dechurched, or disconnected adults to say they at least somewhat agree that they “feel like a valuable member of their community” (84% respectively compared to 55% of dechurched adults, 48% of unchurched adults, and 55% of disconnected adults).

*Now thinking about engagement with your own community, how much do you agree or disagree with each of the following statements?
“I feel like a valuable member of my community”*

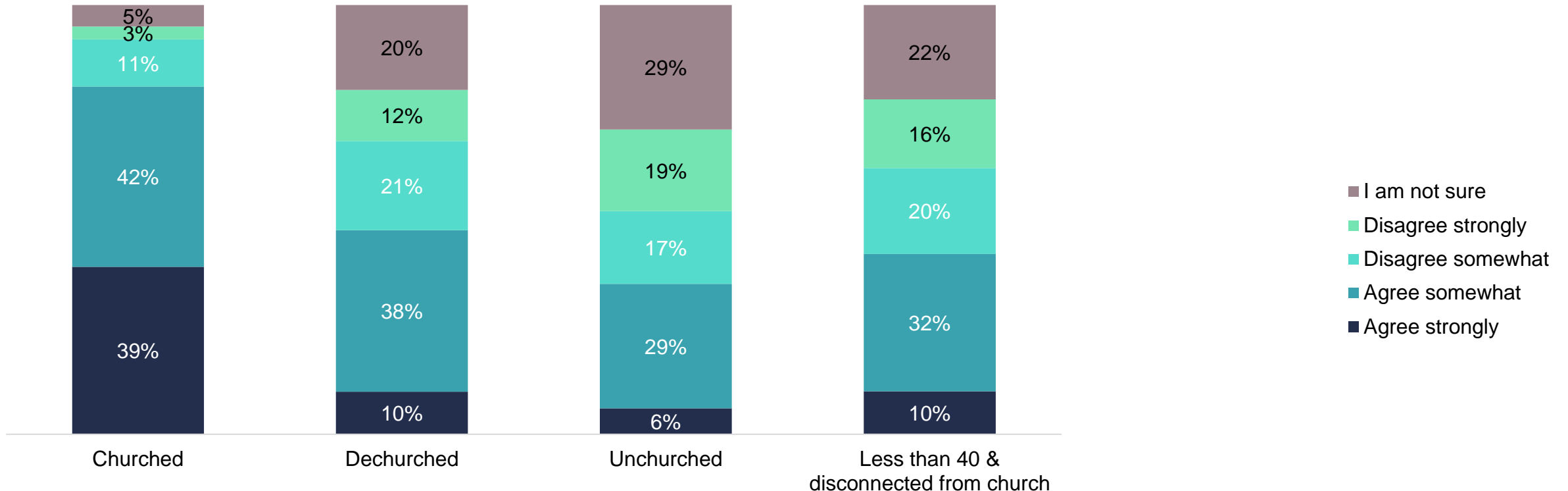


A third of unchurched adults recognize churches as actors of change in their communities.

- Over a third (35%) unchurched adults at least somewhat agree that churches are helping address challenges in their community, whereas more than 80% of churched adults said the same thing.

Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?

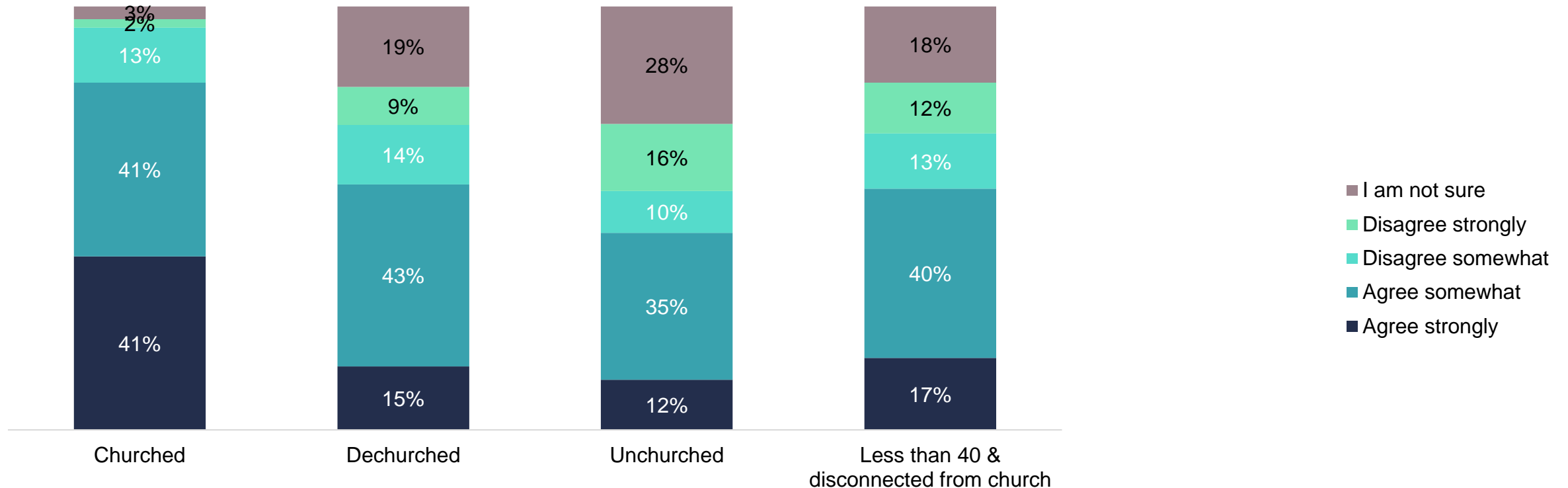
“Churches are helping to address challenges in my community”



Nearly half of unchurched adults are likely to say they see churches active in their community.

- 47% of unchurched adults at least somewhat agree with the statement that “churches are active throughout the week”. More than half of dechurched adults also agree somewhat (58%) and nearly 60% of disconnected adults say the same.

*Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?
“Churches are active throughout the week”*

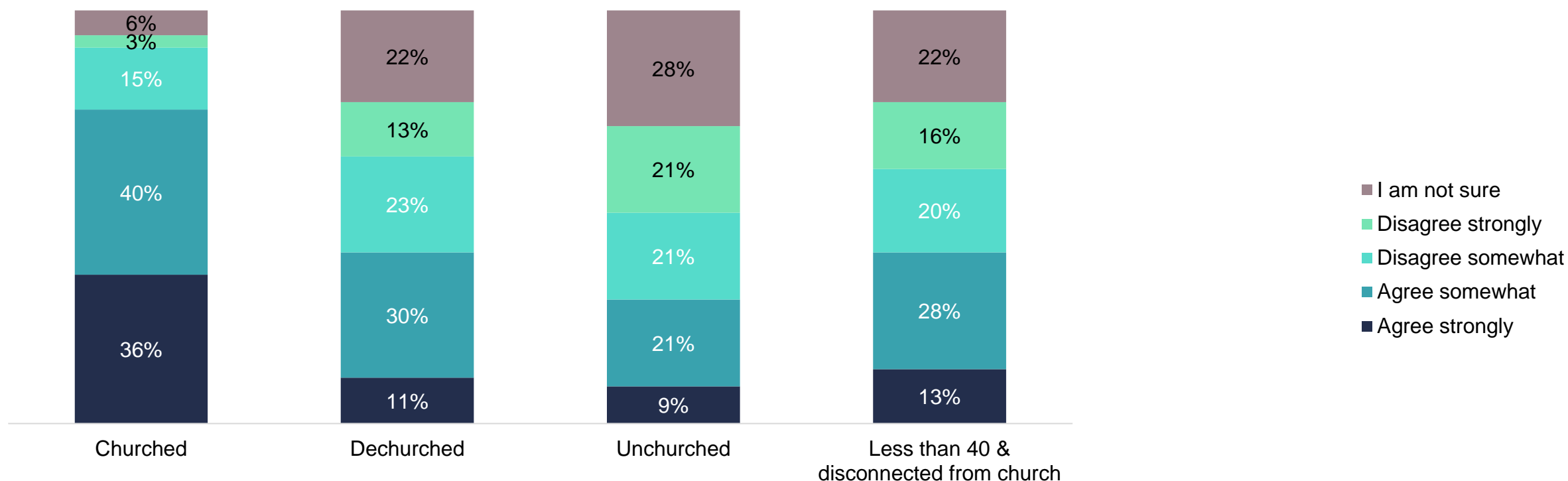


Churched adults agree that church leaders are well-known figures in their community.

- Dechurched, unchurched, and disconnected adults are significantly less likely than churched adults to say they at least somewhat agree that church leaders are well-known in their community (44% dechurched adults, 30% unchurched adults, 41% disconnected adults, and 76% churched adults).

Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?

“Church leaders (e.g. pastors) are well-known in the community”

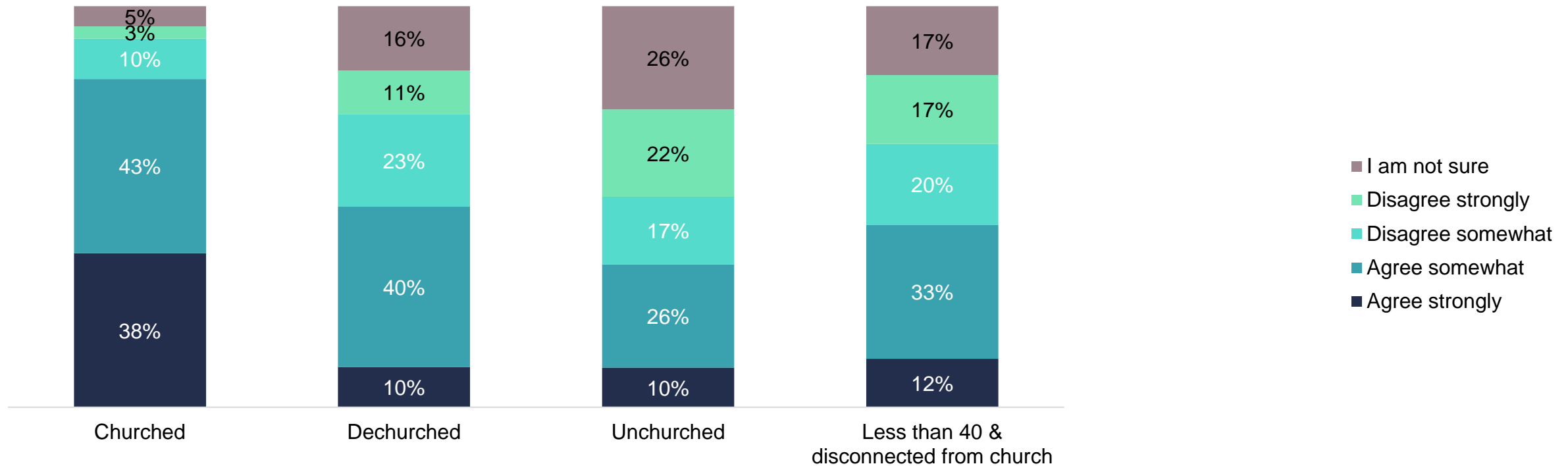


A quarter of unchurched adults are not sure if “churches do a good job of raising awareness of what services and resources they provide”.

- While a quarter of unchurched adults are likely to say they are unaware if the church does a good job of promoting their services and resources (26% responded “I am not sure”), dechurched and disconnected adults are more likely to say they at least somewhat agree that “churches do a good job of raising awareness of their services and resources” (50% dechurched adults, 45% of disconnected adults; 36% of unchurched).

Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?

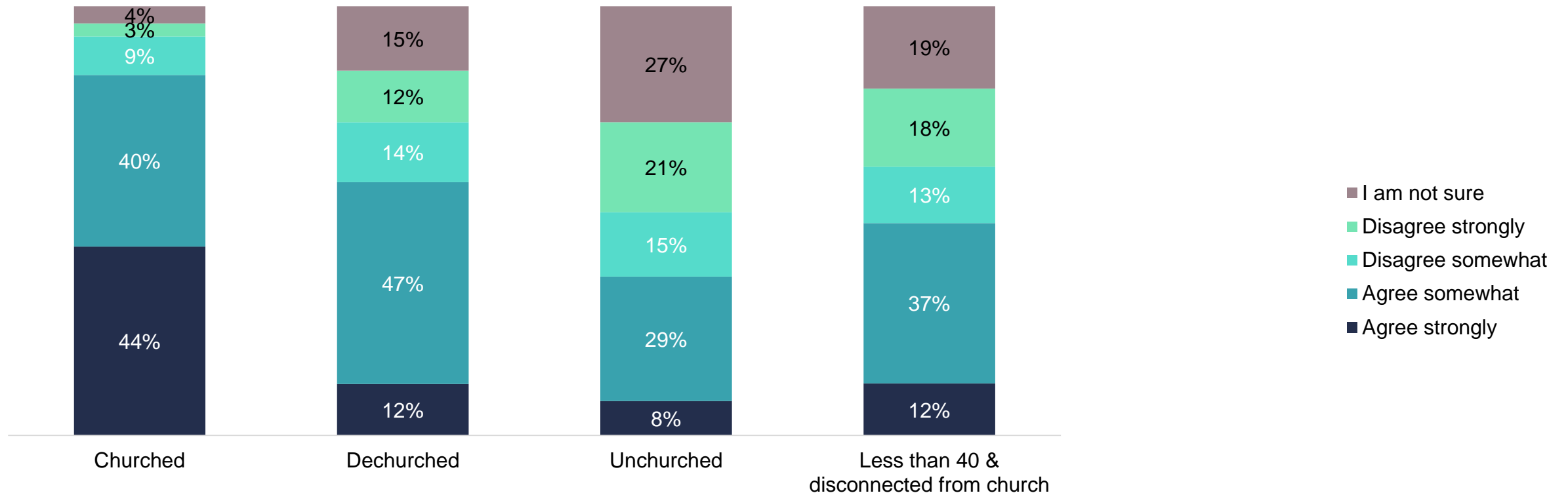
“Churches do a good job of raising awareness of what services and resources they provide”



Dechurched adults at least somewhat agree that “churches are working to improve the lives of people in their community”.

- Dechurched and disconnected adults are more likely than unchurched adults to say they at least somewhat agree that churches are working to improve the lives of people in their community (59% dechurched adults, 49% disconnected adults; 37% unchurched adults).

*Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?
“Churches are working to improve the lives of people in my community”*

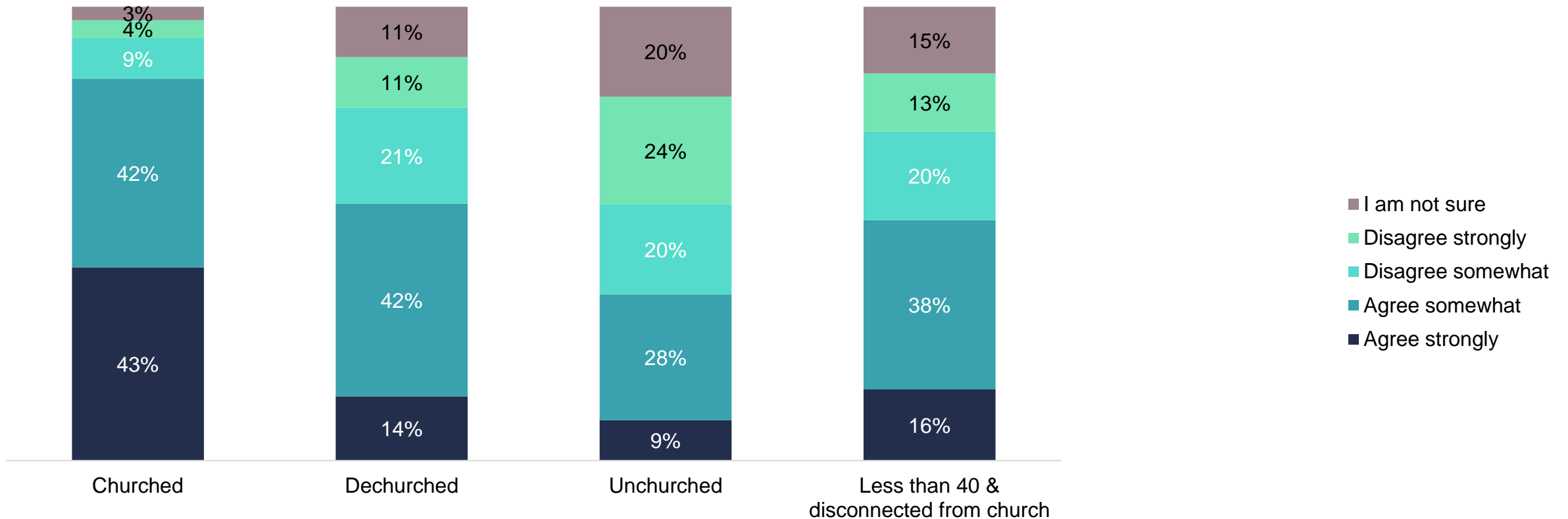


A third of unchurch adults say they are somewhat “familiar with how churches are serving their community”.

- Nearly half of dechurched and disconnected adults at least somewhat agree that they are familiar with churches serving in their community, whereas only a third of unchurched adults are likely to say the same.

Think about Christian churches in your own community. How much do you agree or disagree with each of the following statements?

“I am familiar with churches serving my community”

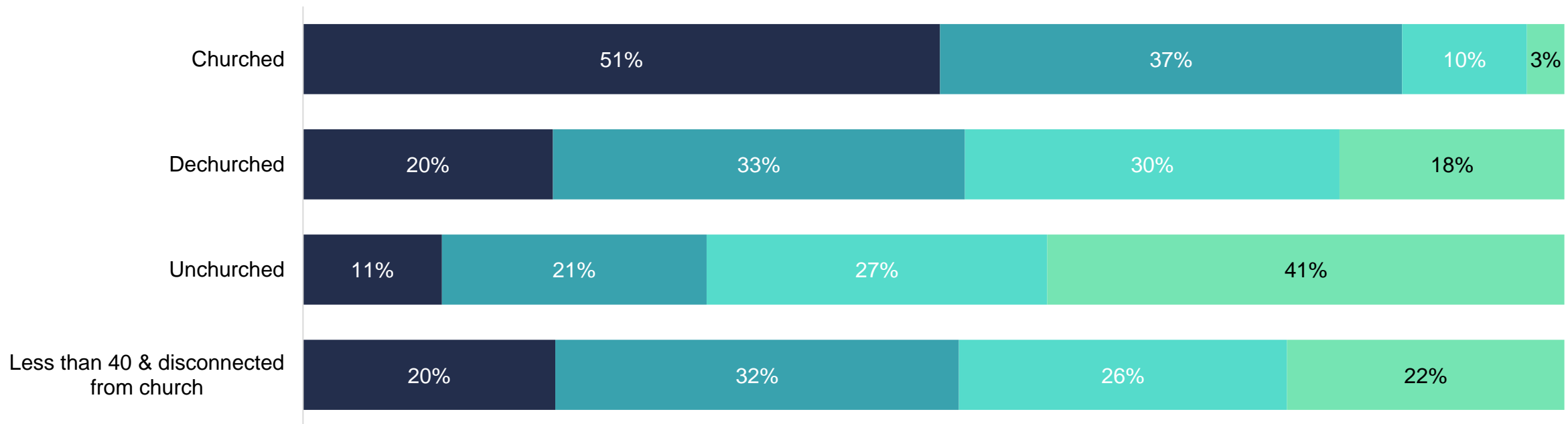


A third of unchurched adults are at least somewhat interested in receiving spiritual growth teaching from churches.

- Half of dechurched and disconnected adults are at least somewhat interested in receiving teaching and programs from Christian churches on spiritual growth and development, whereas 1 in 3 unchurched adults are interested.

*How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?
“Spiritual growth and development”*

■ Definitely interested ■ Probably interested ■ Probably not interested ■ Definitely not interested

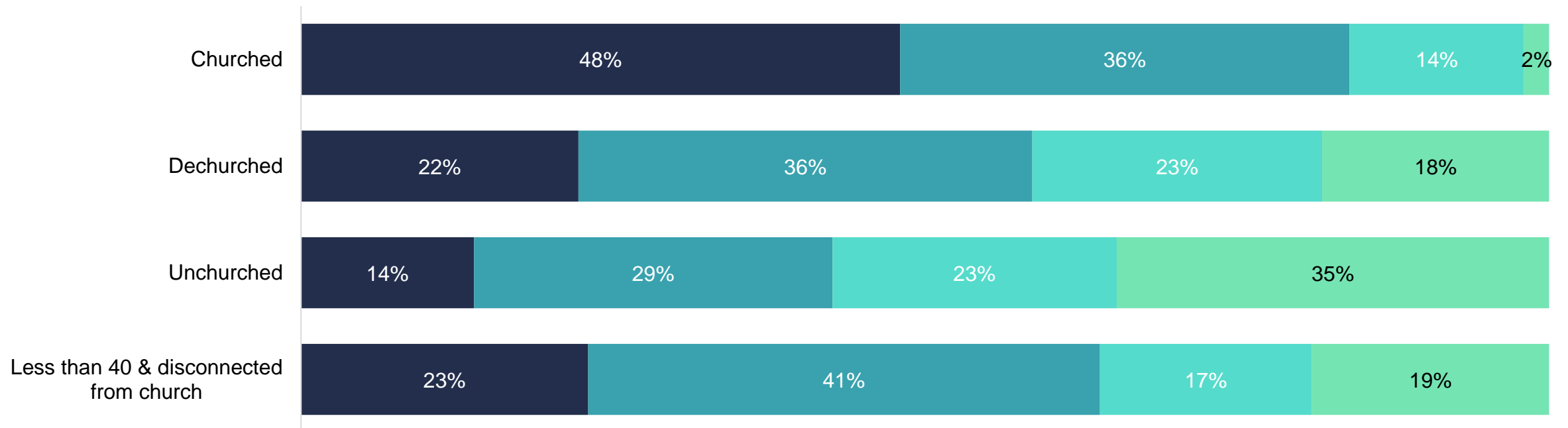


Half of dechurched adults and disconnected adults are at least somewhat interested in receiving financial advice from a church.

- Only a third of unchurched adults are “definitely not interested” in receiving financial well-being advice from a church, whereas 8 in 10 churched adults are at least somewhat interested in this topic.

*How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?
“Financial well-being”*

■ Definitely interested ■ Probably interested ■ Probably not interested ■ Definitely not interested

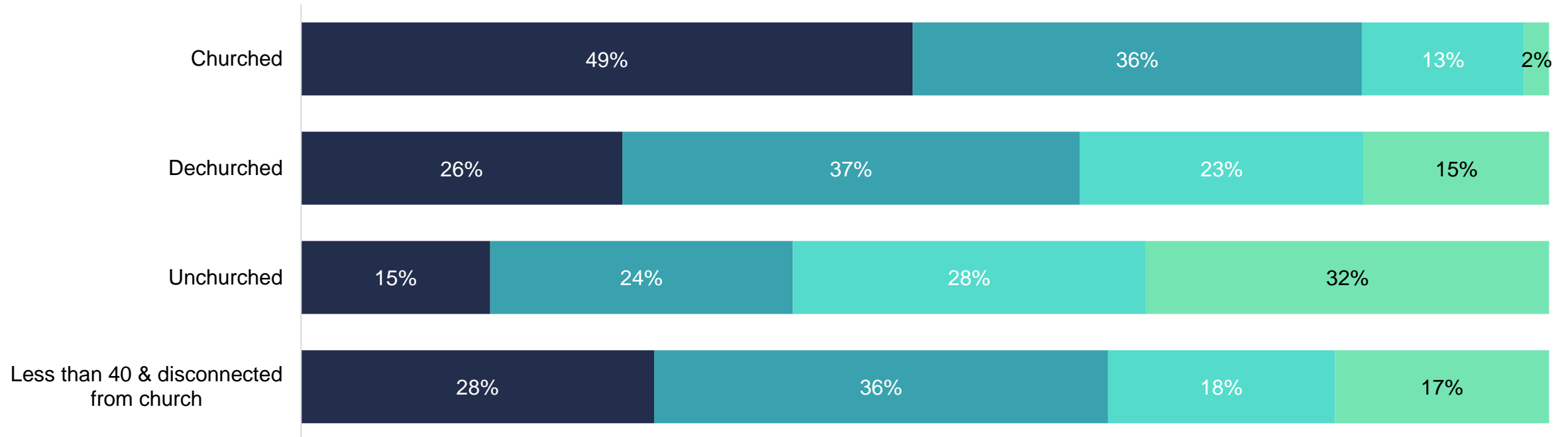


Over a third of unchurched adults are at least somewhat interested in mental-health programming from churches.

- A third of unchurched adults are at least somewhat interested in mental and emotional well-being programs offered by the church and over half of dechurched adults (63%) and disconnected adults under 40 (54%) say the same.

*How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?
“Mental and emotional well-being”*

■ Definitely interested ■ Probably interested ■ Probably not interested ■ Definitely not interested

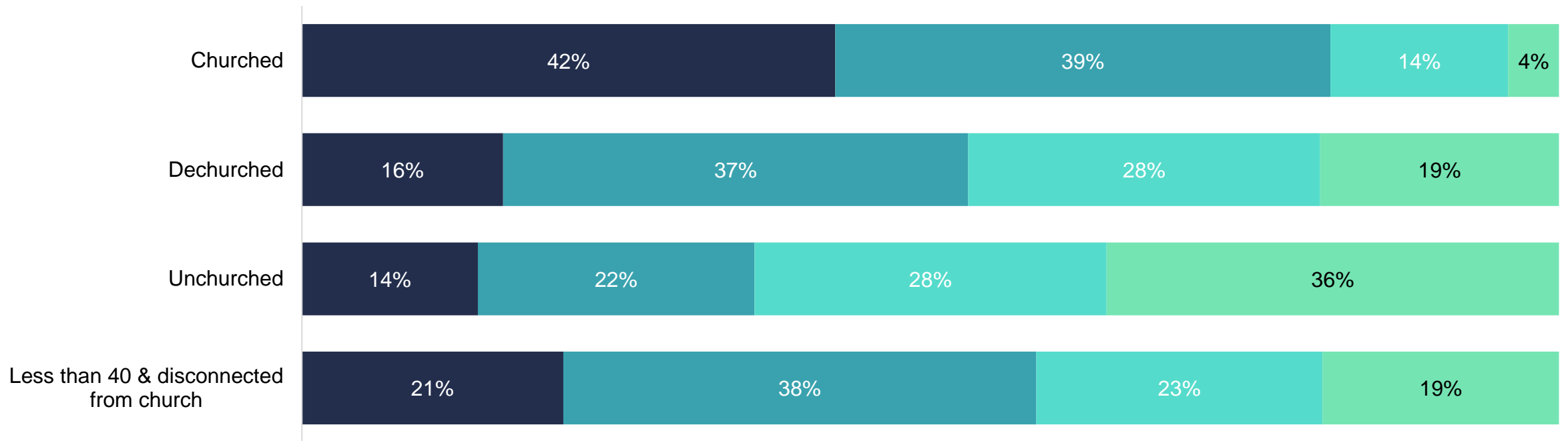


Dechurched adults and disconnected adults are more likely than unchurched adults to be interested in receiving career advice from the church.

- Half of dechurched adults and disconnected adults under 40 would be interested in career advice (teaching and programs) from the church, whereas only 36% of unchurched adults are at least somewhat interested.

*How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?
“Vocational / career well-being”*

■ Definitely interested ■ Probably interested ■ Probably not interested ■ Definitely not interested

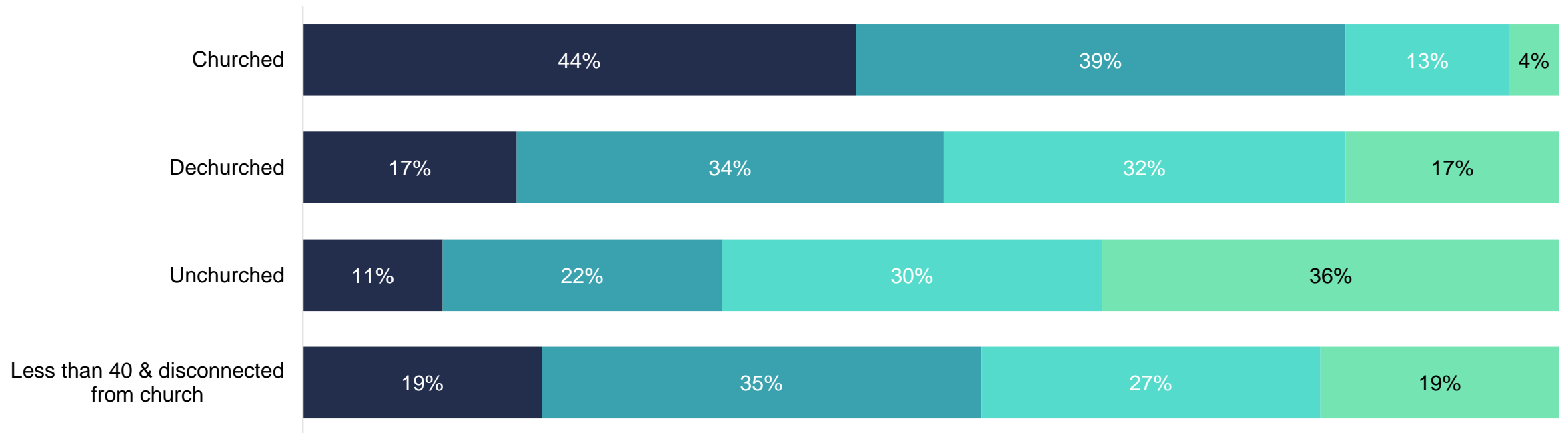


Dechurched and disconnected adults are open to receiving teachings on relational well-being from the church.

- Only 11% of unchurched adults say they are very interested in teachings and programs on relational well-being from the church.

*How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?
“Relational well-being”*

■ Definitely interested ■ Probably interested ■ Probably not interested ■ Definitely not interested

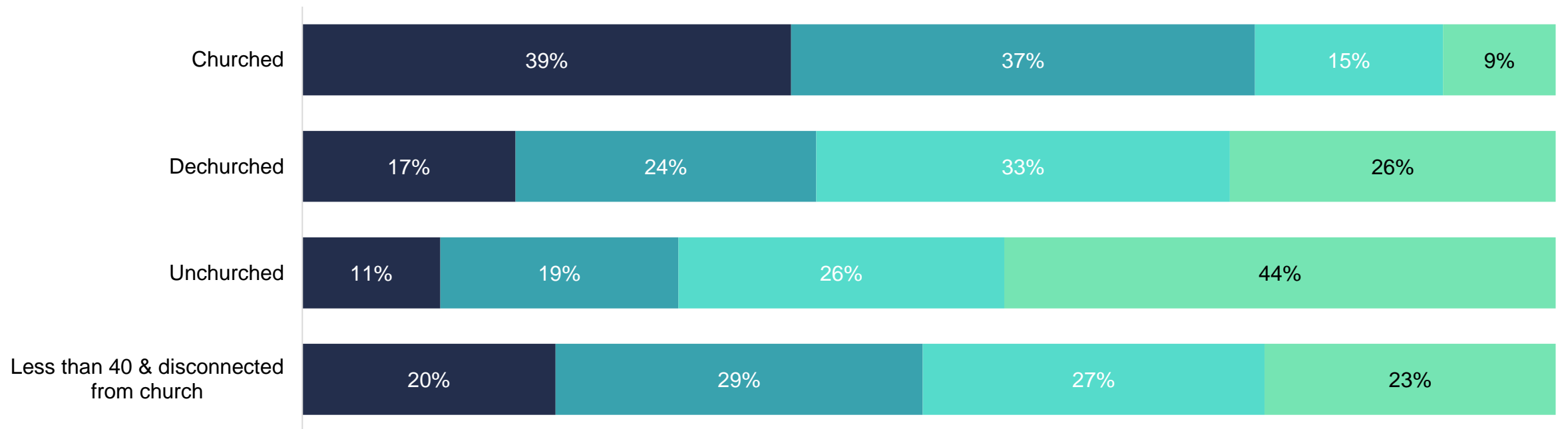


Unchurched adults are largely uninterested in receiving parental teachings from the church.

- Nearly half of unchurched adults said they are "definitely not interested" in receiving parental teaching and programs from Christian churches, whereas only a quarter of dechurched and disconnected adults said the same.

*How interested would you be if Christian churches in your community offered teaching and programs to help you achieve the following?
"Parental advice"*

■ Definitely interested ■ Probably interested ■ Probably not interested ■ Definitely not interested

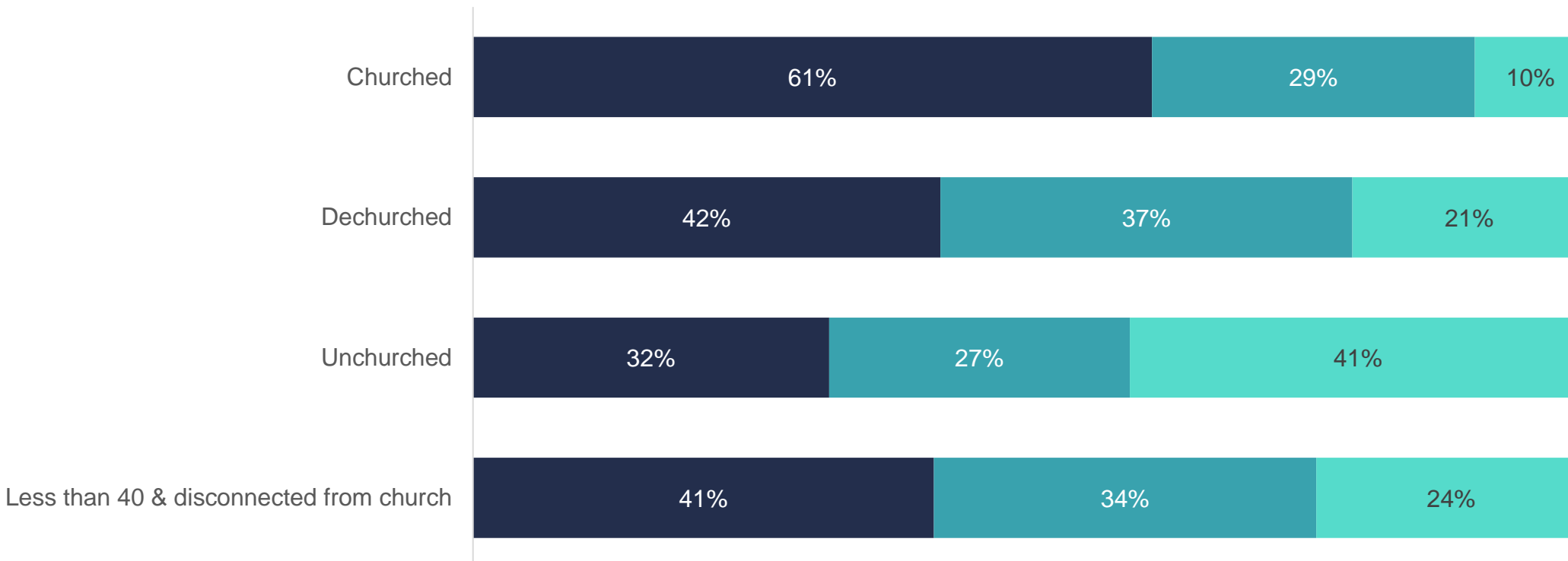


A third of unchurched adults are interested in an early learning center for children.

- 1 in 3 unchurched adults are very interested in an early learning center for children (32%).

*If a church in your area provided the following services to the community, how interested would you be in them?
“Early learning center for child(ren)”*

■ Very interested ■ Somewhat interested ■ Not interested



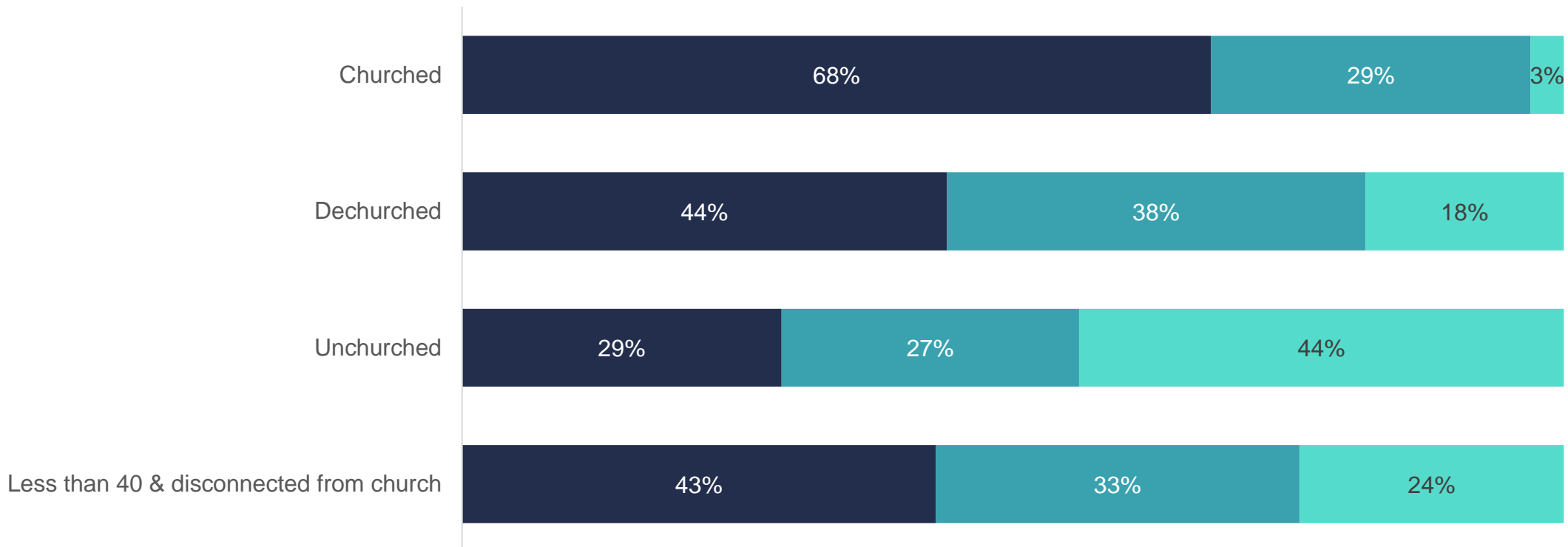
Churched adults are interested in church-led community programs for children.

- 68% churched adults are very interested in community programs for children offered through a church, and 1 in 3 unchurched adults say the same.

If a church in your area provided the following services to the community, how interested would you be in them?

“Community programs for child(ren)”

■ Very interested ■ Somewhat interested ■ Not interested



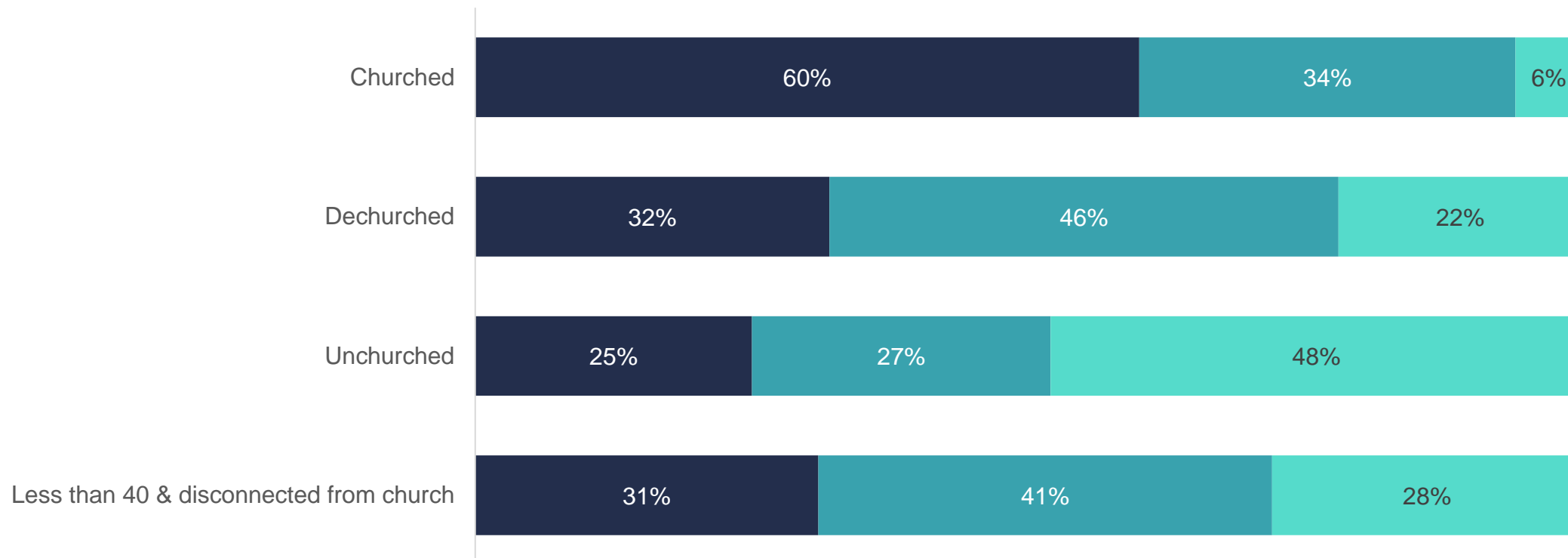
A quarter of unchurched adults are open to receiving information from churches about their services.

- Half of unchurched adults are at least somewhat interested in churches sharing information to parents about their services.
- A little over half of disconnected adults (62%) say the same.

If a church in your area provided the following services to the community, how interested would you be in them?

“Information for parents about their services”

■ Very interested ■ Somewhat interested ■ Not interested



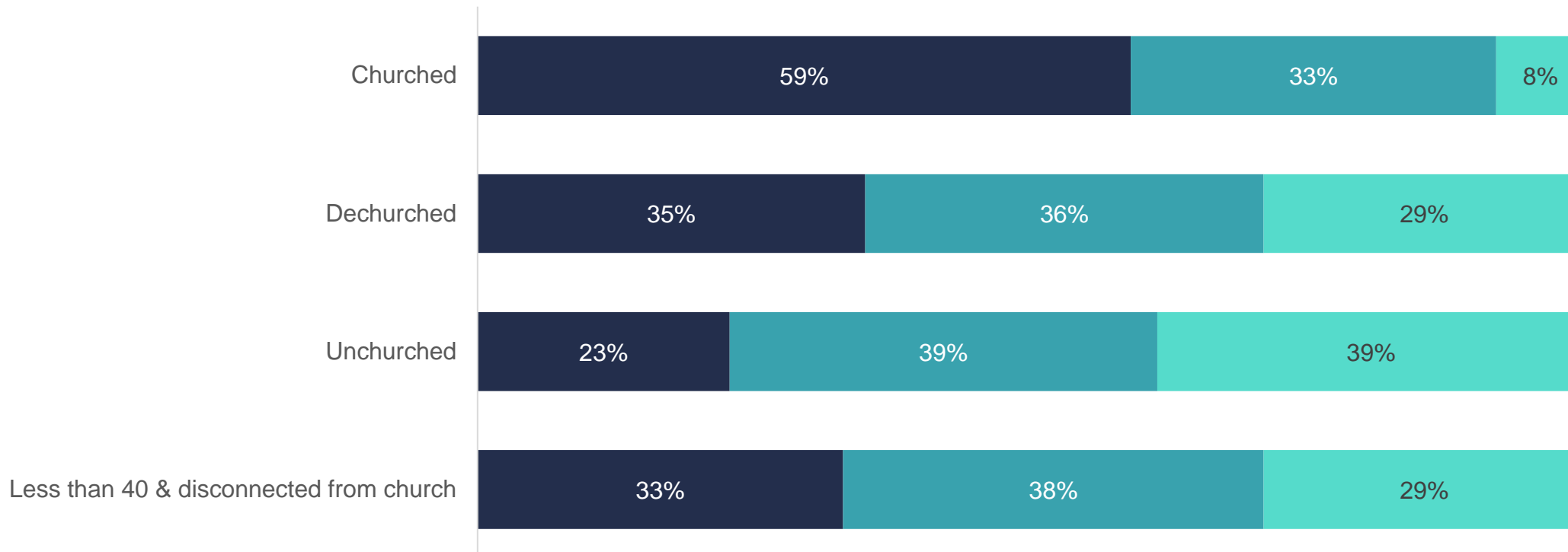
A third of under 40 disconnected adults say they are very interested in opportunities to meet other parents.

- More than a third of dechurched and disconnected adults are interested in opportunities to meet other parents, even if it comes through the church.

If a church in your area provided the following services to the community, how interested would you be in them?

“Opportunities for parents to meet each other”

■ Very interested ■ Somewhat interested ■ Not interested



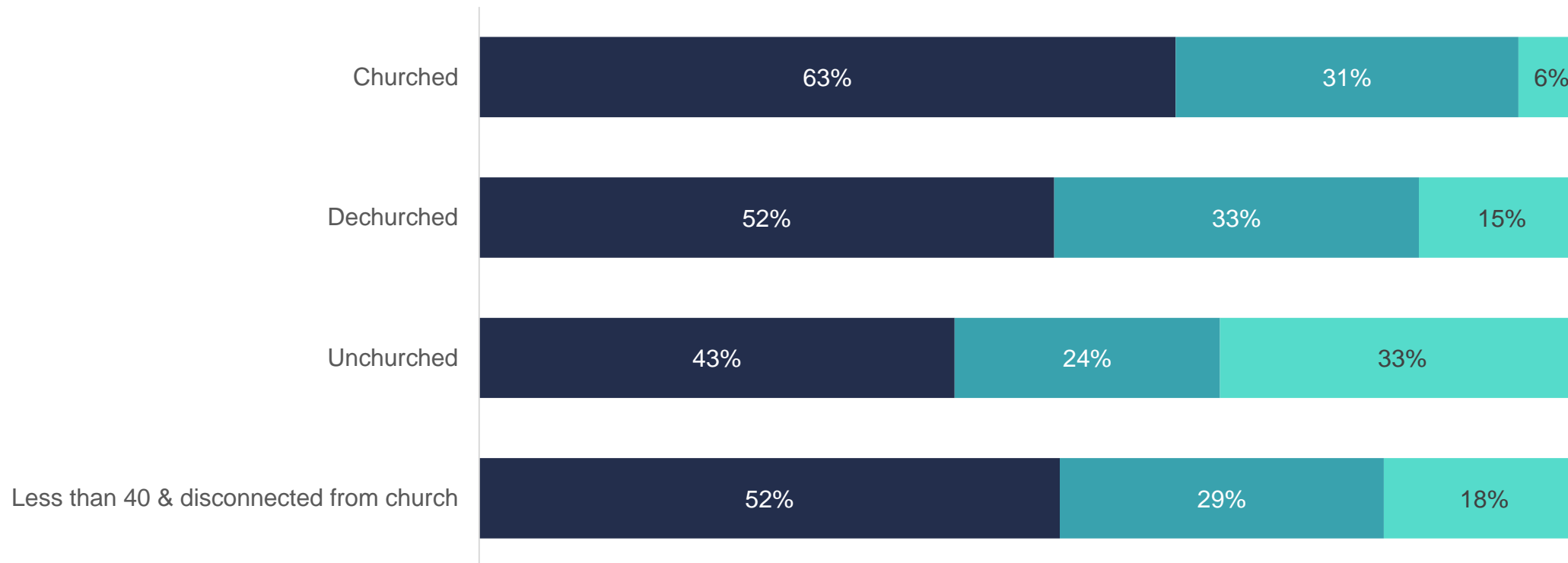
Over half of disconnected adults under 40 are interested in churches providing playgrounds.

- Nearly 1 in 2 dechurched adults, unchurched adults, and disconnected adults are interested in the church providing a playground for community use.

If a church in your area provided the following services to the community, how interested would you be in them?

“Playground for the community to use”

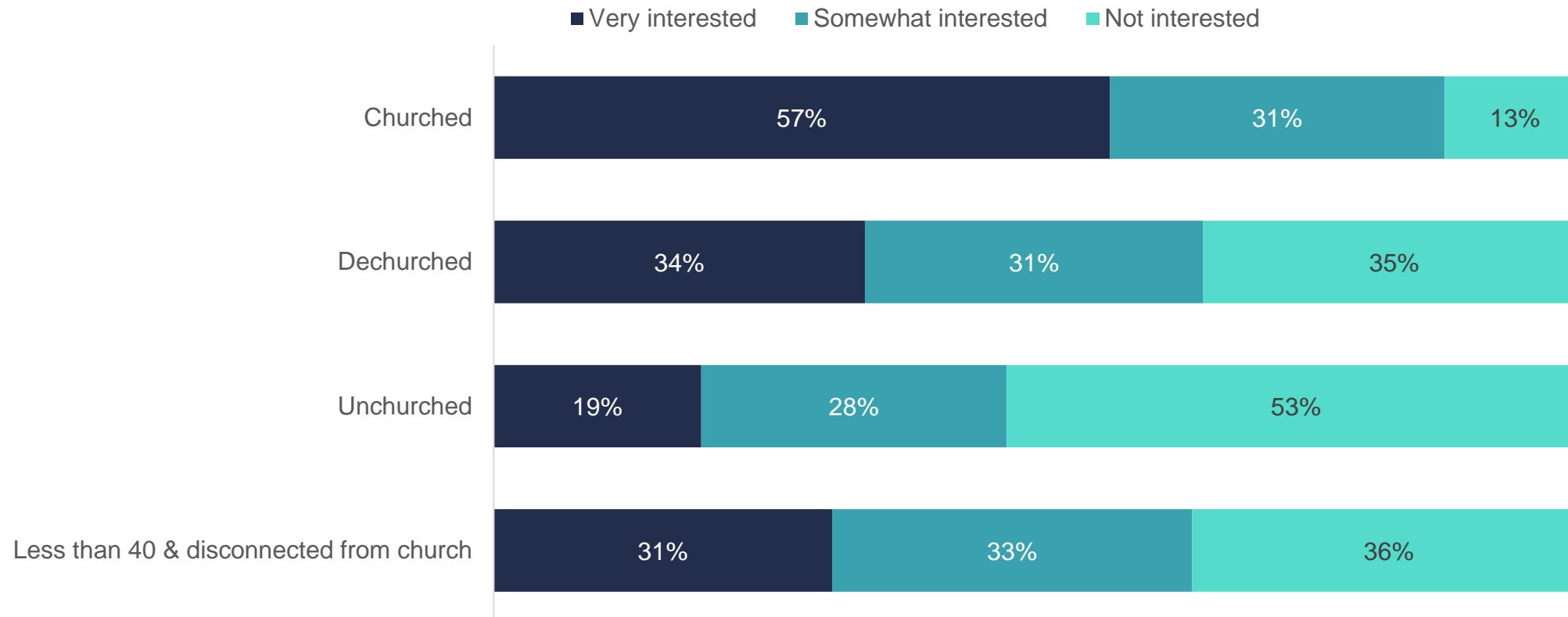
■ Very interested ■ Somewhat interested ■ Not interested



Half of unchurched adults are not interested in parenting classes provided by a church.

- Based on the previous charts and responses, unchurched adults are least likely to say they are very interested in parenting classes provided through a church compared to other resources / services mentioned (19% are very interested, 28% somewhat interested).

*If a church in your area provided the following services to the community, how interested would you be in them?
“Classes on parenting”*

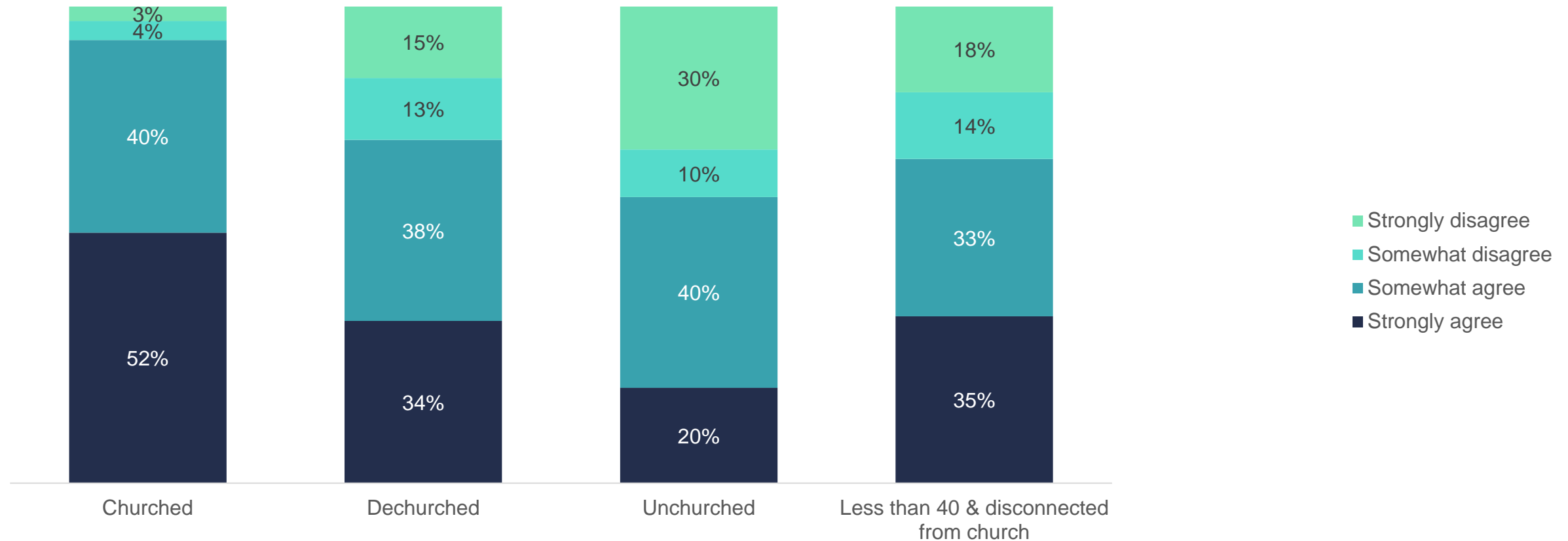


Over half of unchurched adults at least somewhat agree that the ELCA is a positive influence on their communities.

- 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: Respondents familiar with ELCA denomination

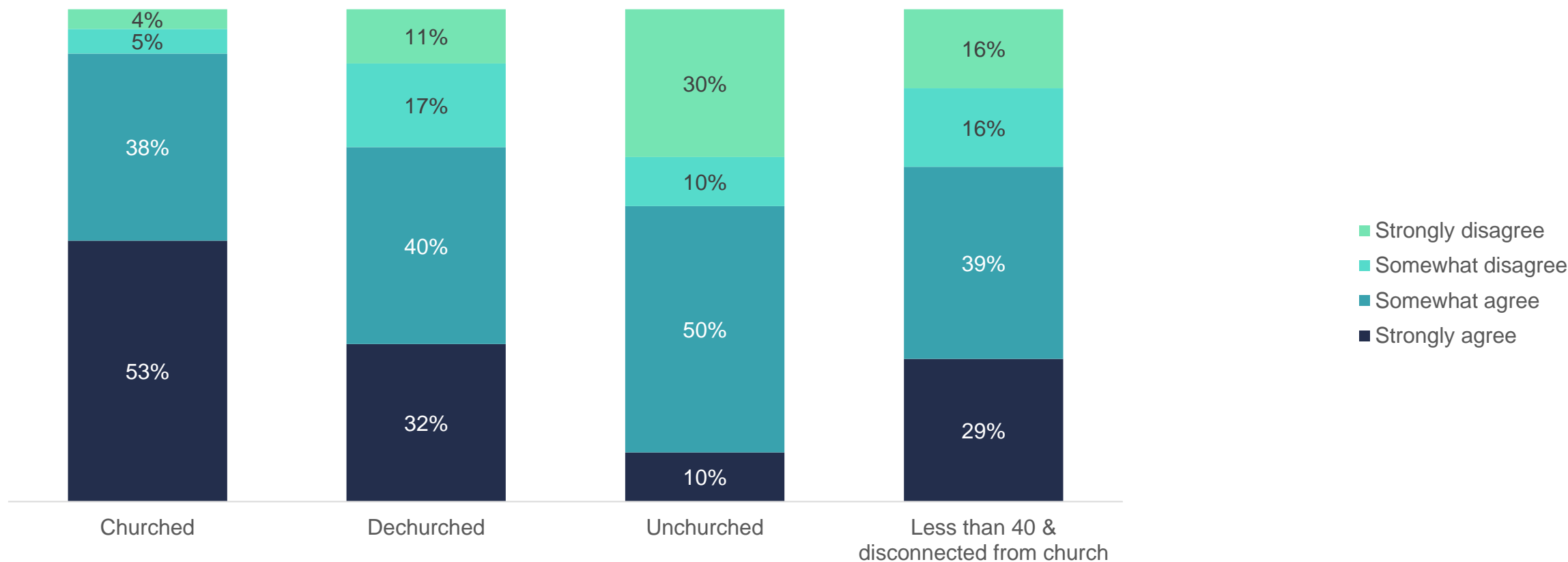


3 in 5 unchurched adults say the ELCA is “welcoming to all backgrounds and identities”.

- 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: Respondents familiar with ELCA denomination

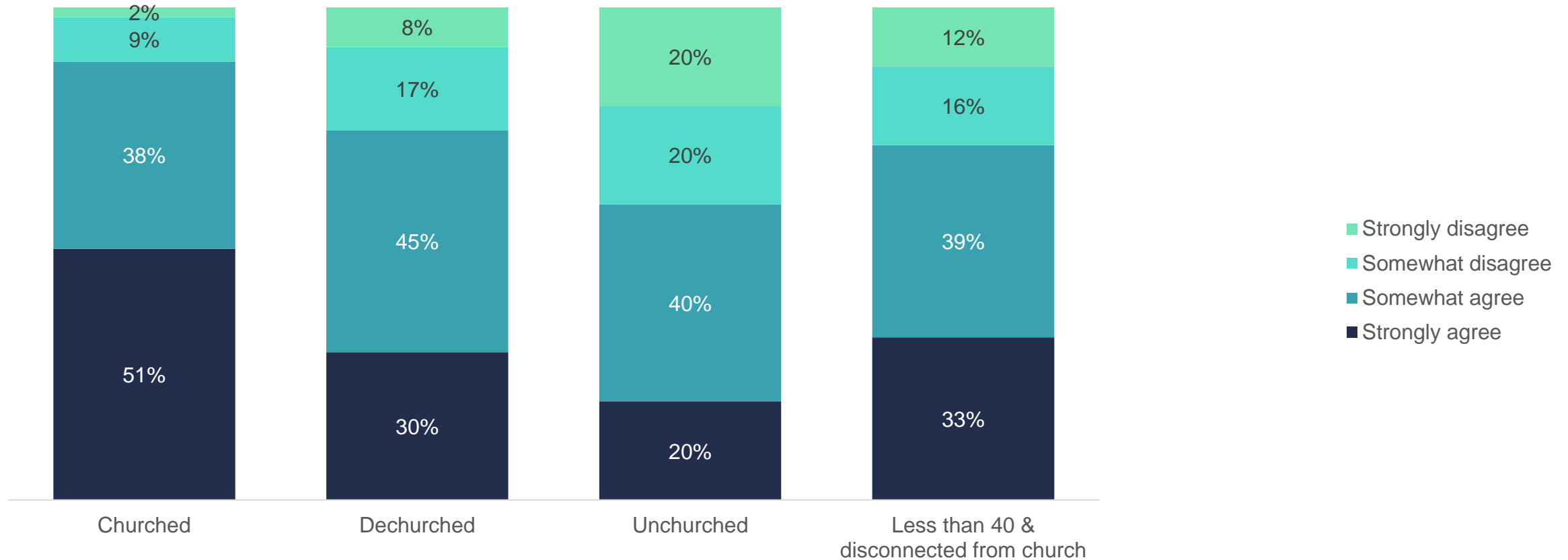


Half of churched and unchurched adults at least somewhat agree that ELCA churches are “addressing key issues in their communities”.

- 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: Respondents familiar with 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: Respondents familiar with ELCA denominatio

