

# CONNECTING WITH SPIRITUAL SEEKERS IN YOUR COMMUNITY

42% of U.S. seekers are willing to visit a local United Methodist church

## WHO ARE THESE **SEEKERS**?



43% Male  
39% Female



44% Married  
40% Never married  
40% All single



44% have children under 18  
40% no children under 18



47% Urban  
40% Suburban  
34% Small town/rural



49% South  
43% West  
35% Midwest  
33% Northeast



44% Black alone  
41% White alone  
40% Hispanic any



47% College graduate  
40% High school or less  
37% Some college



WHERE DO SEEKERS FIND **NEWS**?

40% Fox News  
37% CNN  
34% ABC



WHICH **SOCIAL MEDIA PLATFORMS** DO SEEKERS USE MOST?

84% Facebook  
73% YouTube  
58% Instagram



WHAT IS **MEANINGFUL** TO SEEKERS?

50% daily/weekly prayer  
48% quiet reflection  
46% time in nature



SEEKERS **CONSIDER ATTENDING A CHRISTIAN CHURCH** BECAUSE THEY WANT:

34% to develop spiritually  
31% to reconnect with Christian roots  
28% their children to learn good values

SEEKERS **CONSIDER VISITING A SPECIFIC CHURCH** BECAUSE:

47% it seemed like they would fit in  
46% they heard good things about it

SEEKERS ARE **MORE LIKELY TO ATTEND A LOCAL UNITED METHODIST CHURCH** WHEN THEY:

80% have heard the music is good  
70% are personally invited



SEEKER AWARENESS OF OUR TAGLINE **"OPEN HEARTS. OPEN MINDS. OPEN DOORS."** HAS GROWN FROM 43% IN 2017 TO 52% IN 2019

77% find it personally relevant  
89% find it appealing



WHY DO SEEKERS **CONTINUE TO ATTEND**?

First impressions matter! Seekers continue to attend a church because they feel:

58% accepted  
52% welcomed during their first visit



**COMMUNICATIONS**  
United Methodist Communications

United Methodist Communications offers tools and resources to help your church connect with spiritual seekers. Discover them at [ResourceUMC.org/UMCom](http://ResourceUMC.org/UMCom).



The Barna Group fielded this biennial study August 30 through September 11, 2019, using an online panel. The data is nationally representative of 458 U.S. adults aged 25-49 screened to meet the definition of a "spiritual seeker" by identifying with at least five of nine statements.