are willing to visit a United **Methodist** Church in-person.

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

SEEKERS CONSIDER VISITING A SPECIFIC

they heard **CHURCH BECAUSE:** good things about it SEEKERS ARE MORE

32%

33% LIKELY TO ATTEND are A LOCAL UNITED personally METHODIST CHURCH invited WHEN THEY:

THEY FEEL:

44% **SEEKERS CONTINUE** TO ATTEND A accepted **CHURCH BECAUSE**

39% welcomed

27%

support to

34%

it seemed

like they would fit in

29%

know the

church

was active

in helping

during their first visit

the teaching was insightful

36%

25%

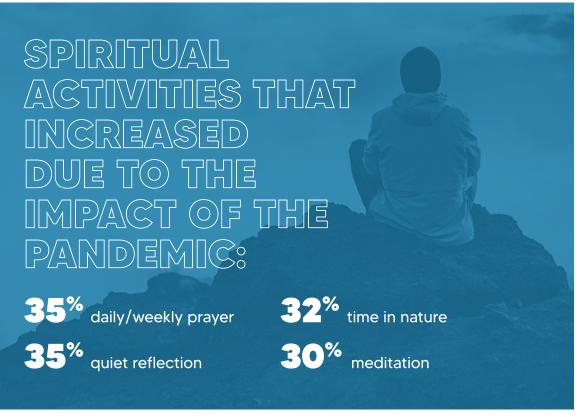
Christian

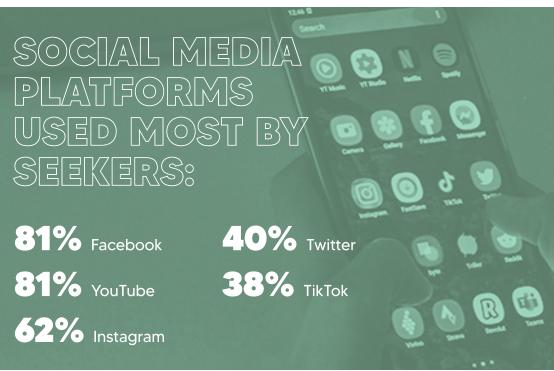
roots

23%

learn about

God









Want to learn more about what the Bible really says

• Need help or support to cope with something difficult

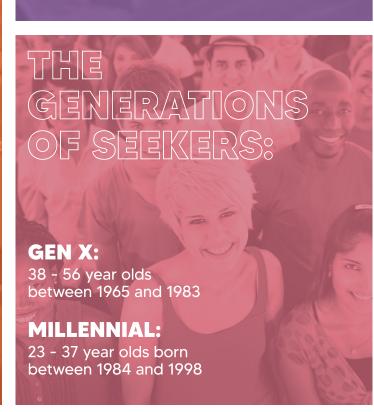
Want to reconnect with their Christian roots

• Desire to be personally invited

Motivated by hearing good things

Want to see they fit in

Podcast listeners



If you have questions or want to learn more about our content, products, and or services, please contact us or use the following links:

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There are 36 million Seekers between the ages of 25 and 49.



Female 47% Male



no children under 18

48% have children under 18



All single

Never married

37% Married



42[%] Urban

Suburban

Small town/ rural



South

West

Northeast

20% Midwest



White alone

Hispanic any

Black alone



55% Millennial **45%** Gen X

Barna

The Barna Group fielded this biennial study September 12 through October 21, 2021, using an online panel. The data is nationally representative of 726 U.S. adults aged 25-49 screened to meet the definition of a "spiritual seeker" by identifying with at least five of nine statements.



offers tools and resources to help your church connect with spiritual seekers. ResourceUMC.org/UMCom

United Methodist Communications