

WHO ARE SPIRITUAL SEEKERS?

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

44%

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

SEEKERS CONSIDER ATTENDING A CHRISTIAN CHURCH BECAUSE THEY WANT:

32% to develop spiritually

27% help or support to cope with something difficult

25% to reconnect with Christian roots

23% their children to learn about God

SEEKERS CONSIDER VISITING A SPECIFIC CHURCH BECAUSE:

35% they heard good things about it

34% it seemed like they would fit in

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

33% are personally invited

29% know the church was active in helping the local community

SEEKERS CONTINUE TO ATTEND A CHURCH BECAUSE THEY FEEL:

44% accepted

39% welcomed during their first visit

36% the teaching was insightful



53% Female
47% Male



52% no children under 18
48% have children under 18



63% All single
41% Never married
37% Married



42% Urban
35% Suburban
23% Small town/rural



37% South
22% West
21% Northeast
20% Midwest



66% White alone
21% Hispanic any
17% Black alone



55% Millennial
45% Gen X

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.

Barna

SPIRITUAL ACTIVITIES THAT INCREASED DUE TO THE IMPACT OF THE PANDEMIC:

35% daily/weekly prayer
35% quiet reflection
32% time in nature
30% meditation

SOCIAL MEDIA PLATFORMS USED MOST BY SEEKERS:

81% Facebook
81% YouTube
62% Instagram
40% Twitter
38% TikTok

ACTIVITIES THAT MOTIVATE SEEKERS TO GET INVOLVED IN THEIR COMMUNITY:

47% Caring or advocating for animals

41% Helping those experiencing homelessness in your community

41% Working or donating in a food bank

40% Raising awareness on issues related to human trafficking

37% Assisting or spending time with elderly adults

51%

are willing to visit a **United Methodist Church online.**

SEEKERS WILLING TO VISIT IN-PERSON OR ONLINE TEND TO:

- Want to develop spiritually
- 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

THE GENERATIONS OF SEEKERS:

GEN X:
38 - 56 year olds between 1965 and 1983

MILLENNIAL:
23 - 37 year olds born between 1984 and 1998

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