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

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

SEEKERS CONSIDER VISITING A SPECIFIC CHURCH BECAUSE:

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

SEEKERS CONTINUE TO ATTEND A **CHURCH BECAUSE** THEY FEEL:

they heard good things about it

32%

are personally invited

44%

accepted

33%

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

23%

God

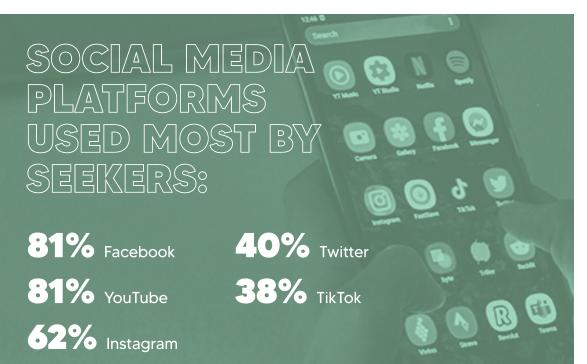
SPIRITUAL ACTIVITIES THAT INCREASED DUE TO THE IMPACT OF THE PANDEMIC:

35% daily/weekly prayer

35% quiet reflection

32[%] time in nature

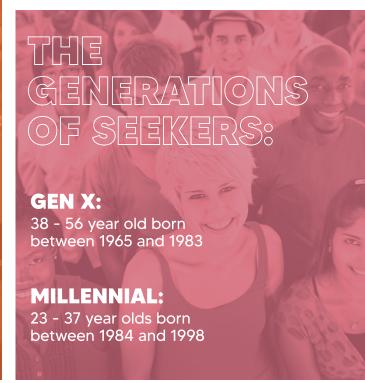
30% meditation







- 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



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

Teresa Faust Senior Manager, Research and Metrics tfaust@umcom.org

Michelle Maldonado Director of Seeker Advertising and Communication mmaldonado@umcom.org







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



Male Female



48% have children under 18

no children under 18



Married

41% Never married

All single



42% Urban

Suburban

Small town/ rural



South

West

20% Midwest

Northeast



66% 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.



United Methodist Communications offers tools and resources to help your church connect with spiritual seekers.

Discover them at: ResourceUMC.org/UMCom