

WHO ARE SPIRITUAL SEEKERS?

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

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

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

35% daily/weekly prayer

32% time in nature

35% quiet reflection

30% meditation

SOCIAL MEDIA PLATFORMS USED MOST BY SEEKERS:

81% Facebook

40% Twitter

81% YouTube

38% TikTok

62% Instagram

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 old born between 1965 and 1983

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

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



47% Male
53% Female



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



37% Married
41% Never married
63% All single



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



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



66% White alone
21% Hispanic any
17% 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.

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FIND-A-CHURCH



COMMUNICATIONS
United Methodist Communications

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

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