



# Evangelism Explosion Study of Americans' Openness to Talking about Faith

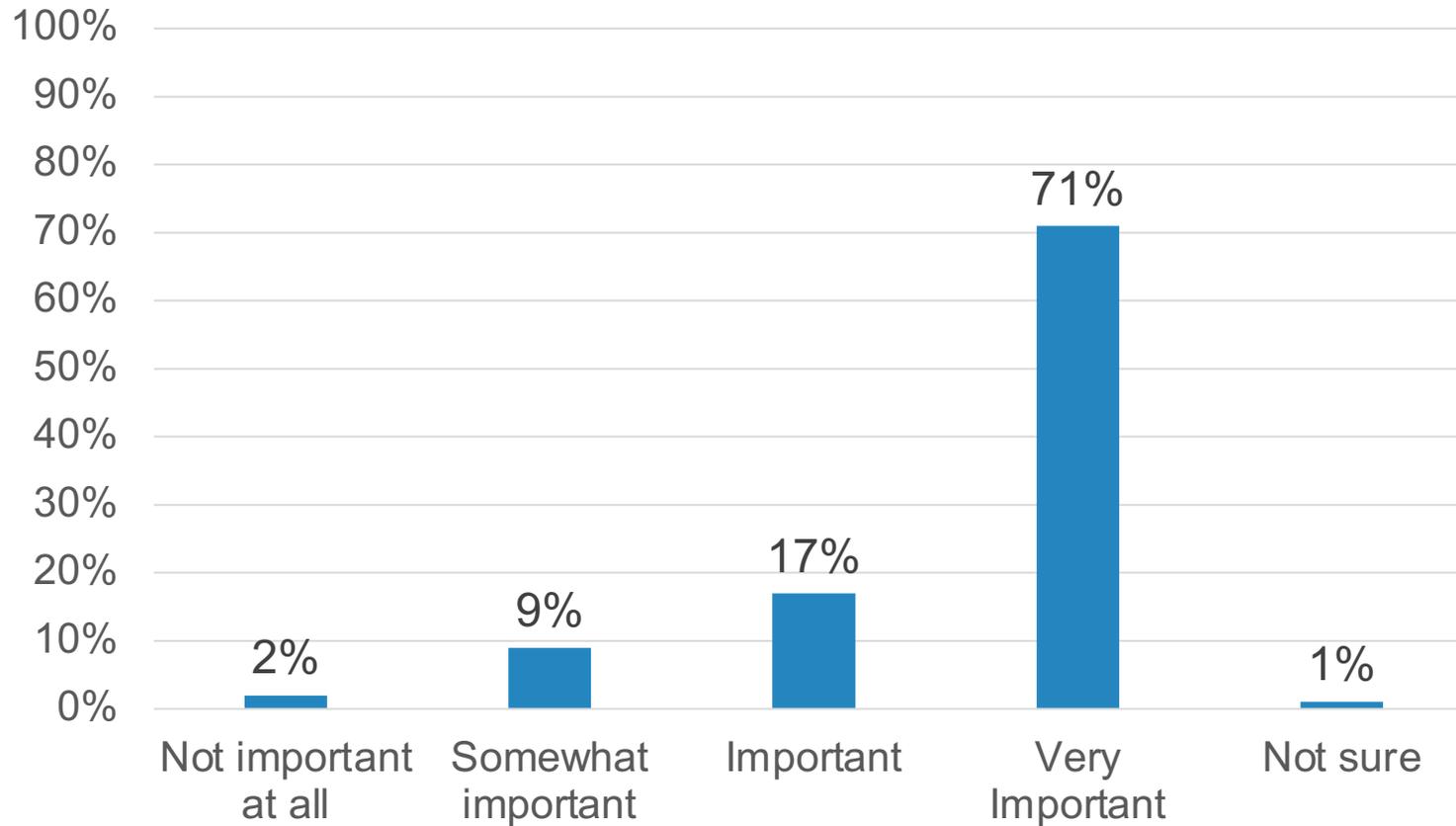
A SURVEY OF 1,002 AMERICANS

Lifeway **research**

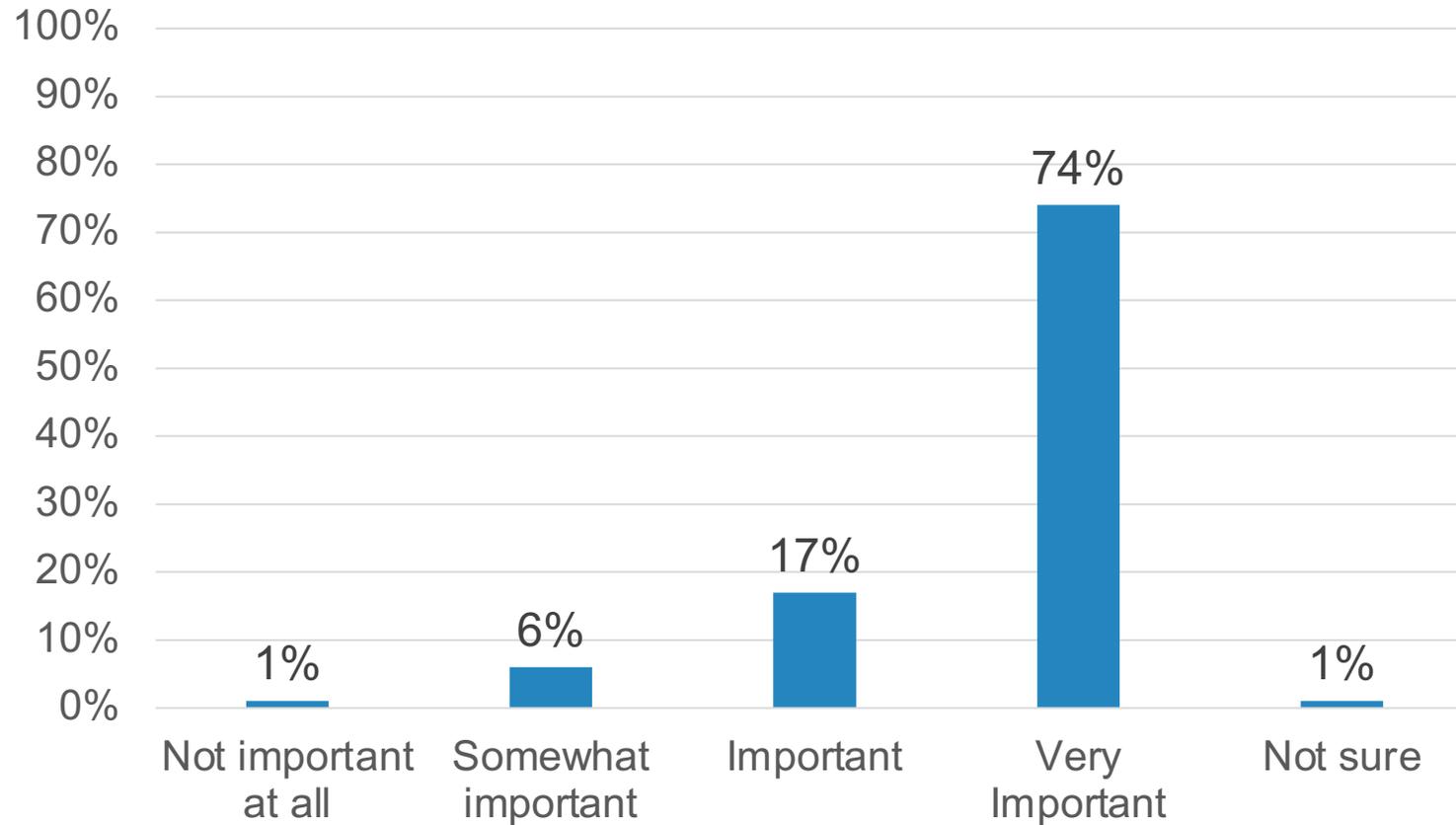
# Methodology

- The study was originated and commissioned by Evangelism Explosion
- The online survey of 1,002 Americans was conducted by Lifeway Research December 8-17, 2021 using a national pre-recruited panel
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, and religion to more accurately reflect the population
- The completed sample is 1,002 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed  $\pm 3.3\%$  This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

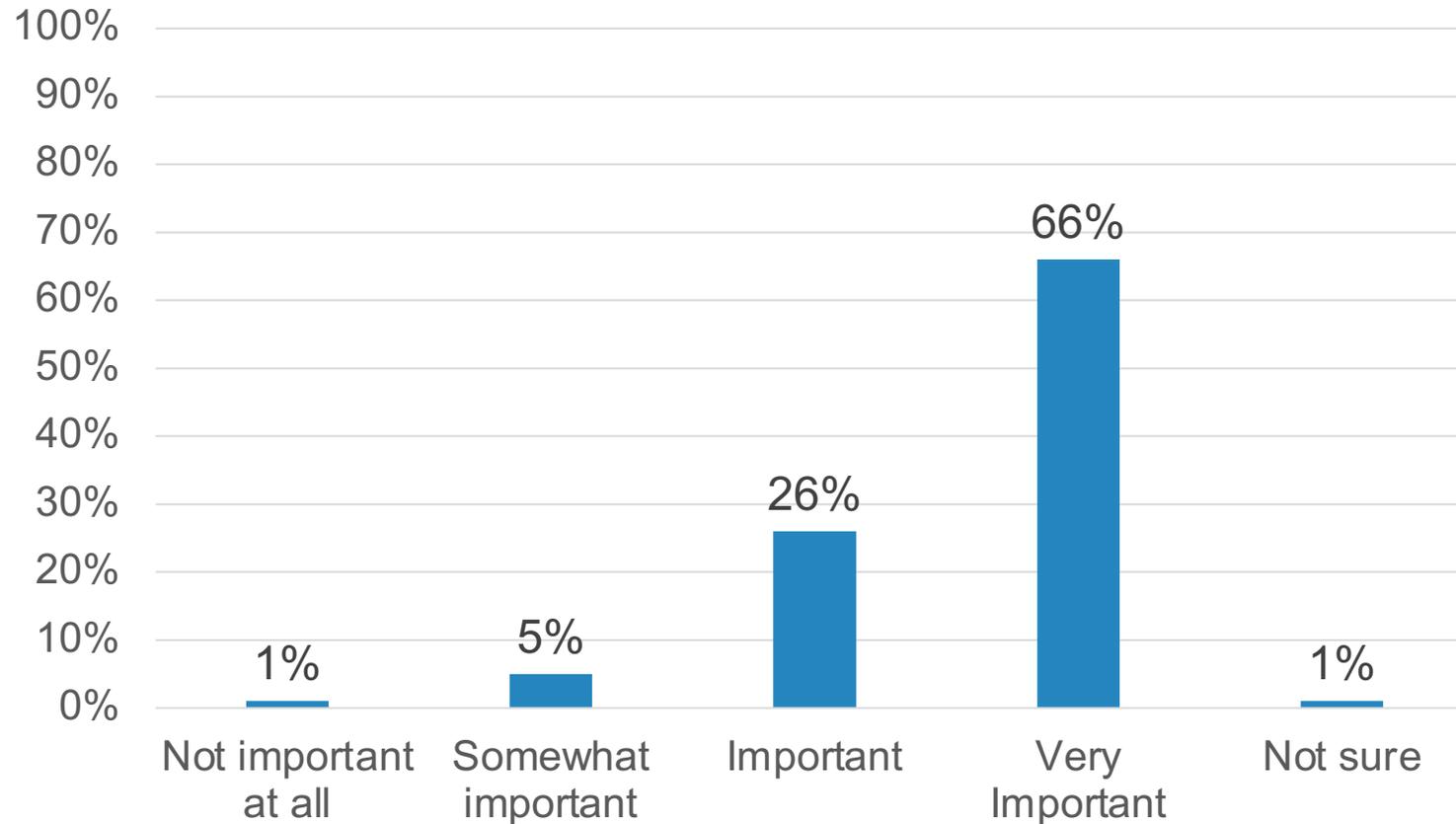
# 71% say that it is very important to have hope in their life



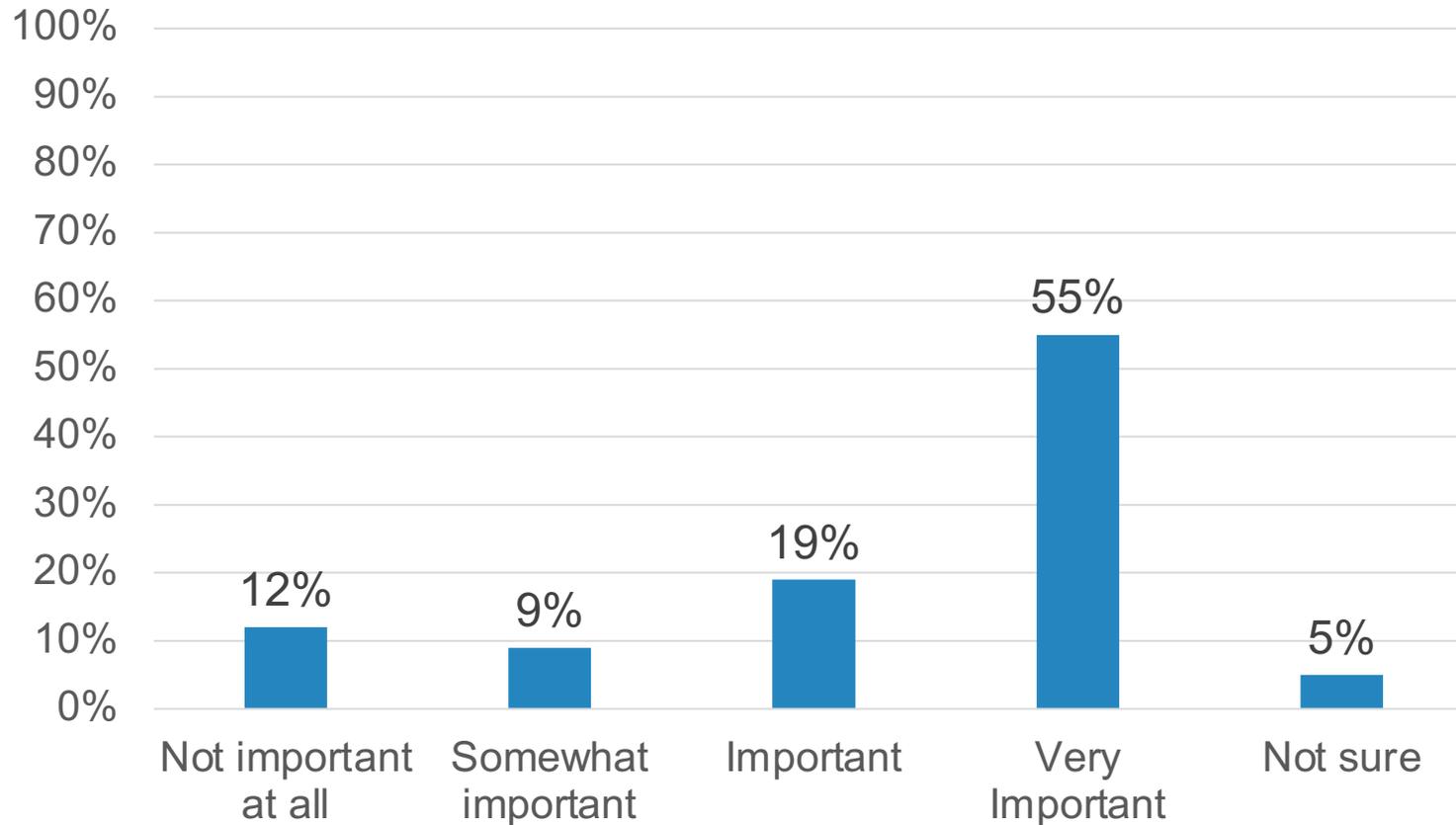
# 74% say that it is very important to have peace in their life



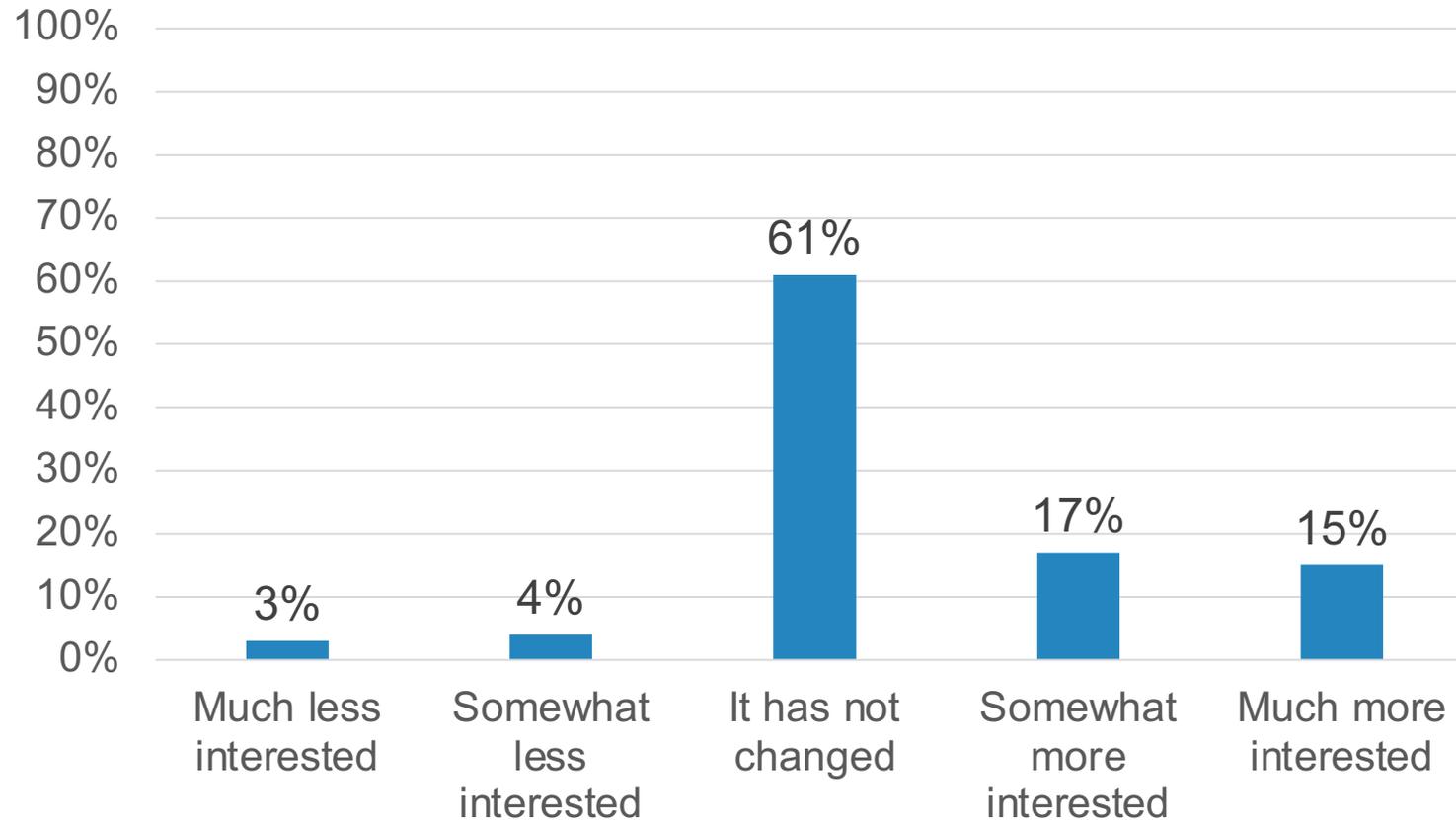
# 66% say that it is very important to have purpose and fulfillment in their life



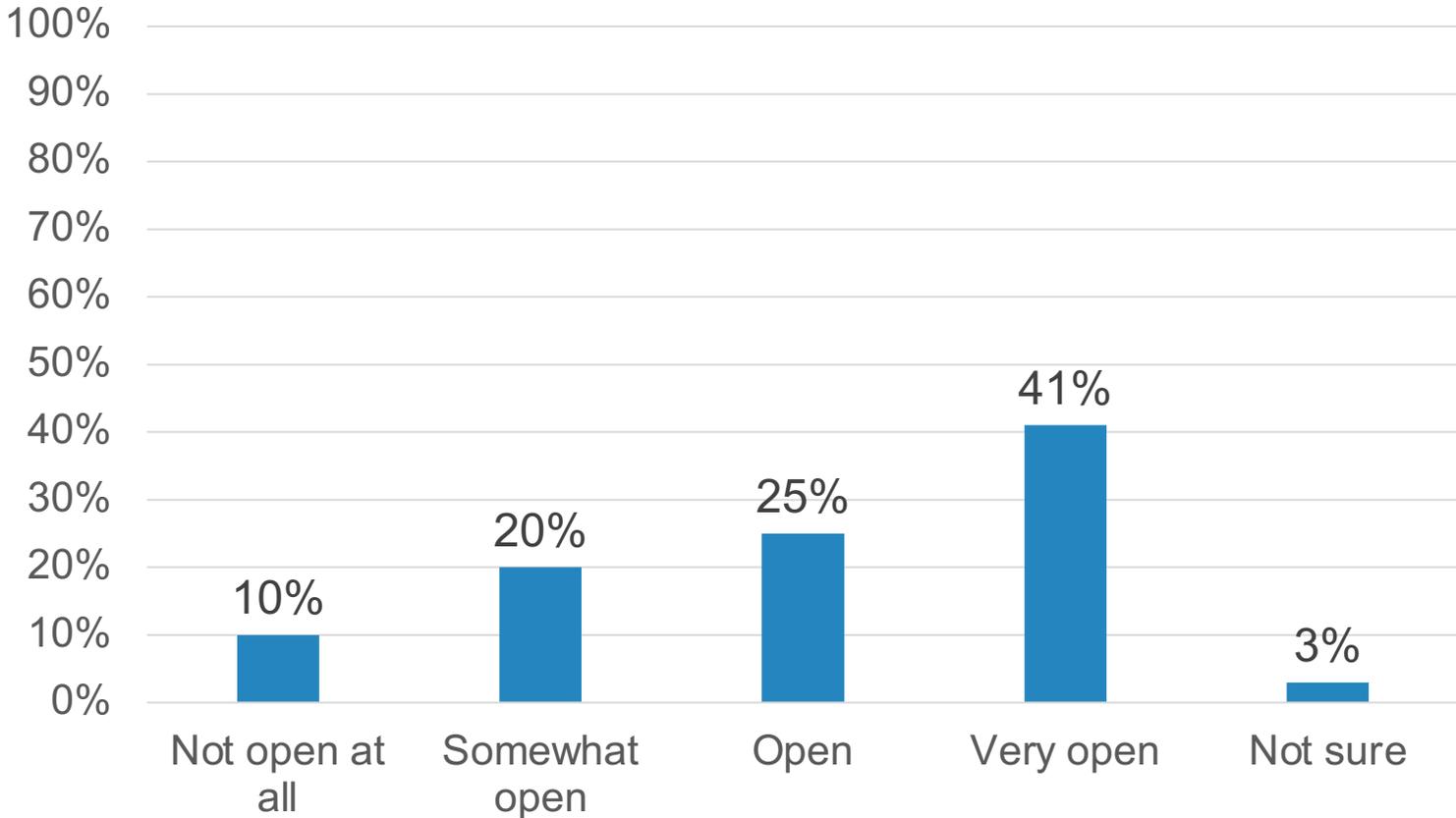
# 55% say that it is very important to have certainty they will go heaven or have eternal life



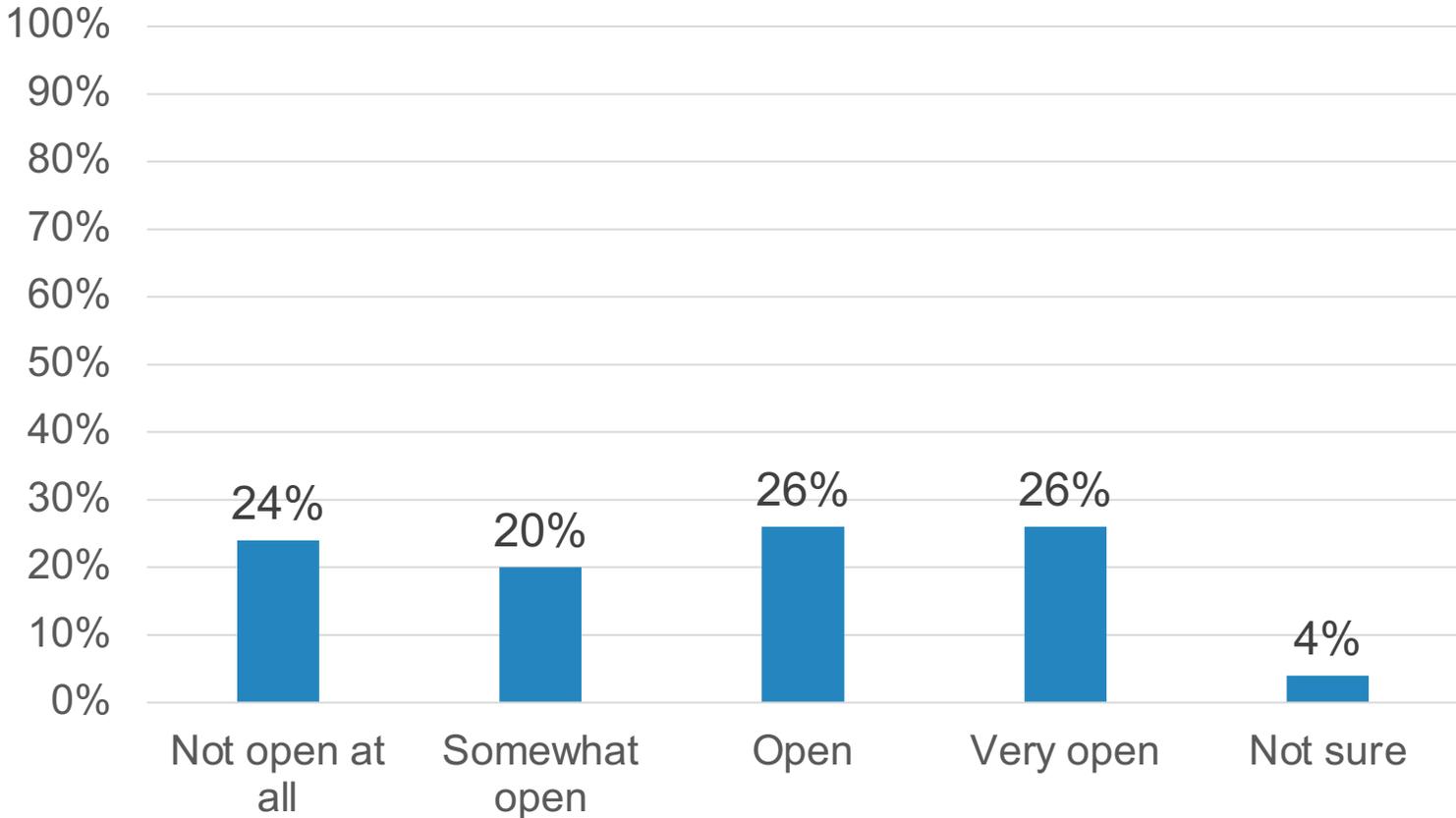
# 61% say their interest in spiritual matters hasn't changed compared to before COVID-19, but 32% are more interested



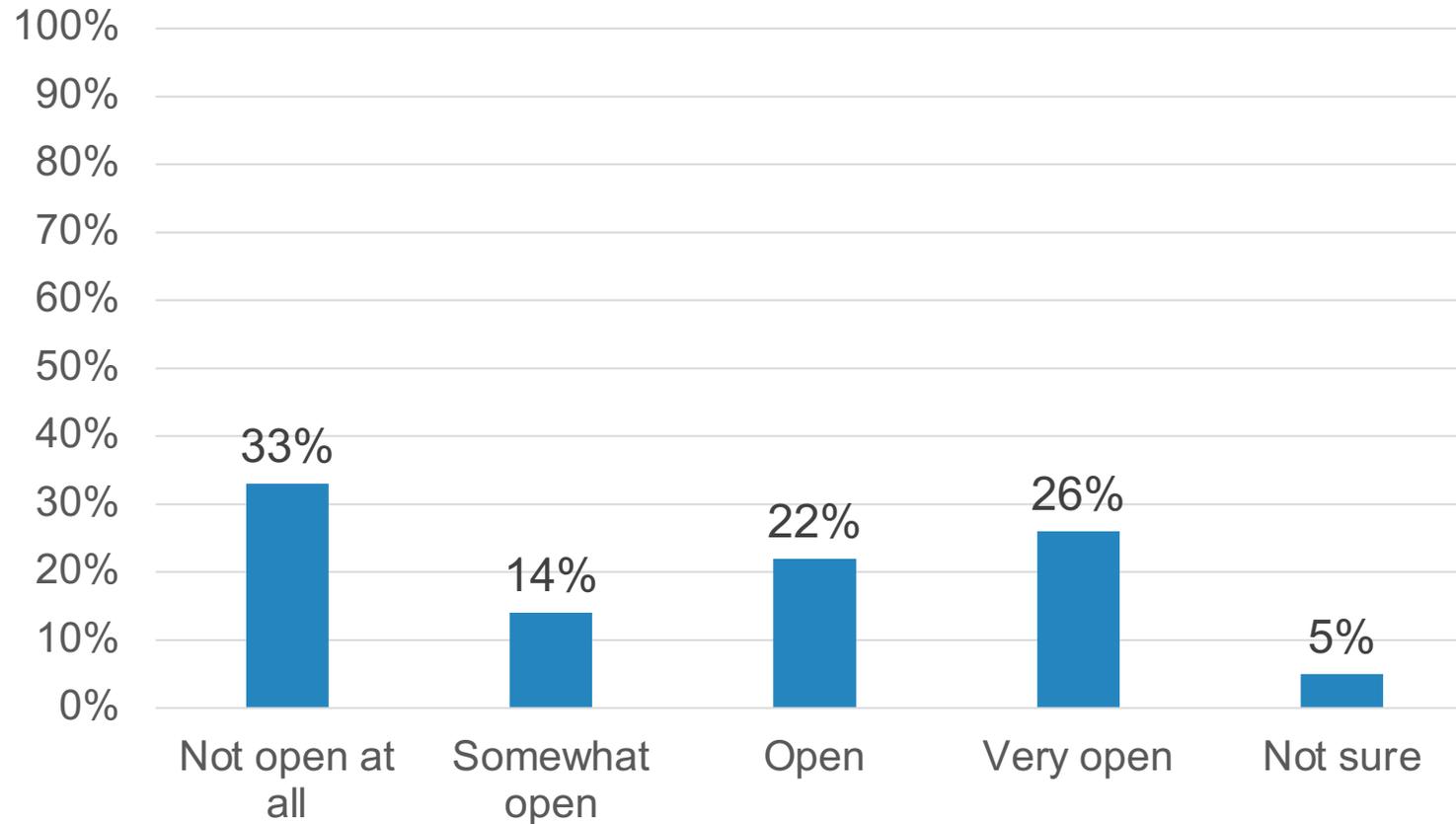
# 66% say they are open or very open to having a conversation about faith with a friend



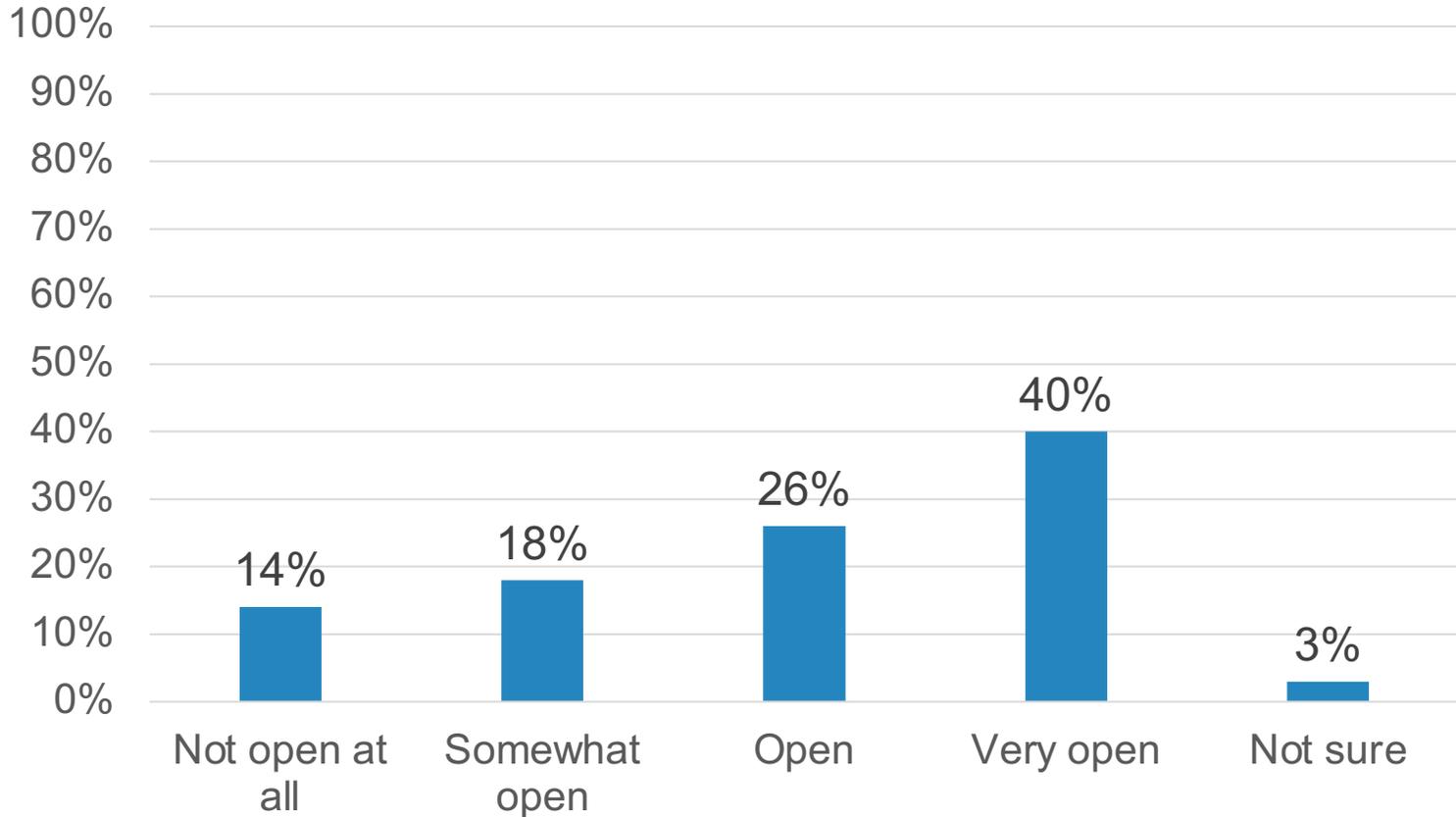
# 51% say they are open or very open to having a conversation about faith with a stranger



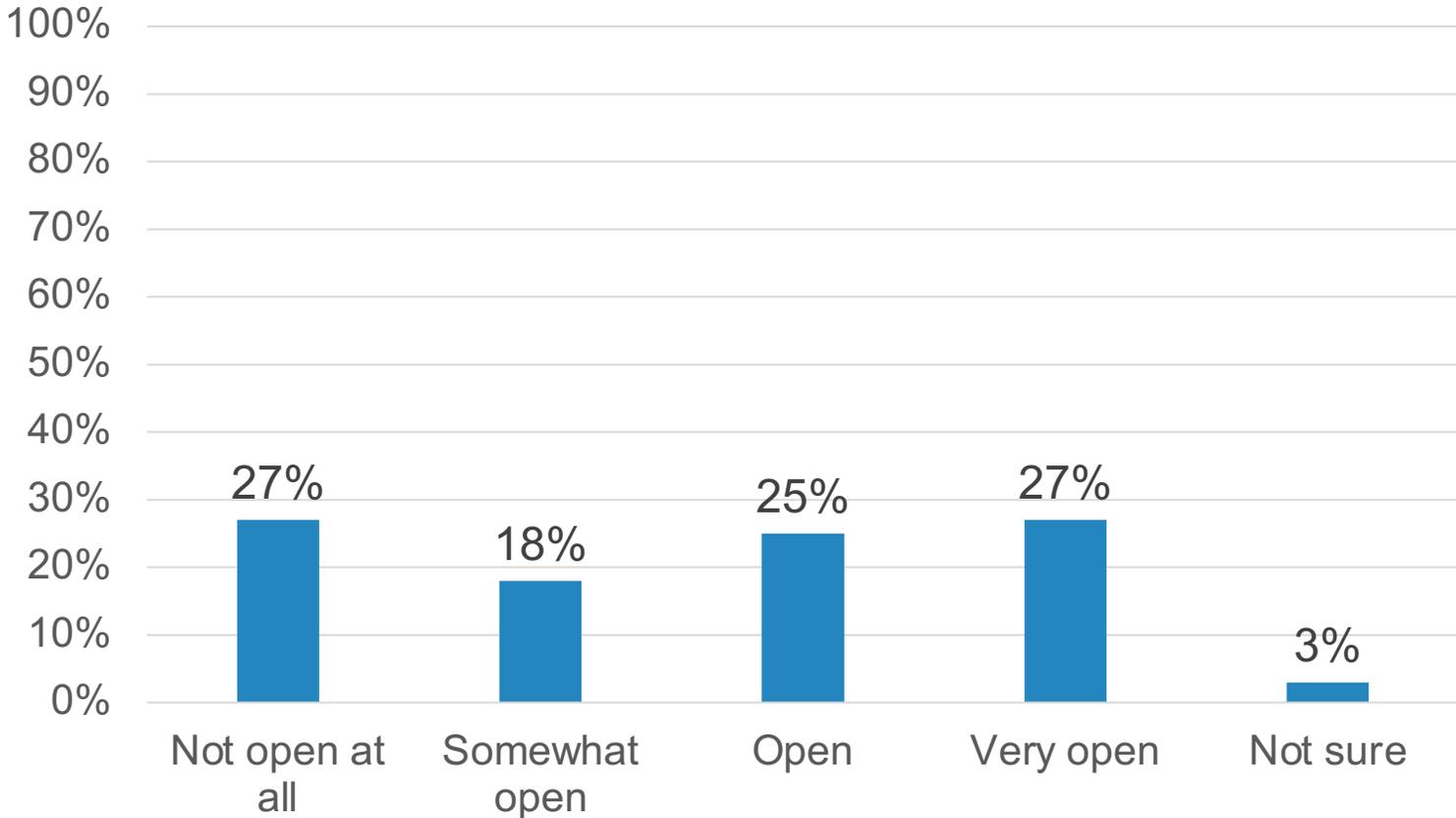
# 48% say they are open or very open to having a conversation about faith on social media



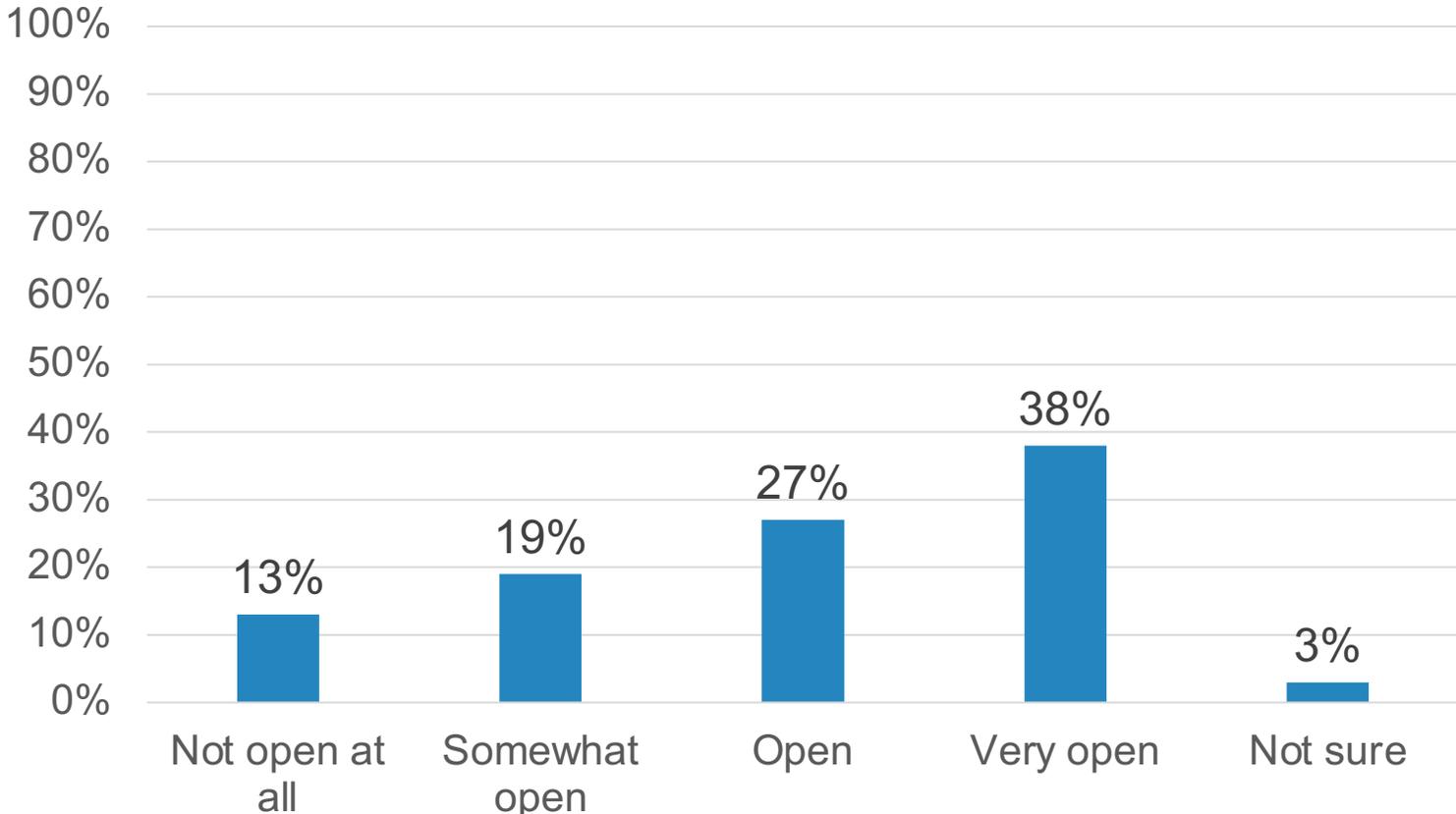
# 66% say they are open or very open to having a conversation about the Christian faith with a friend



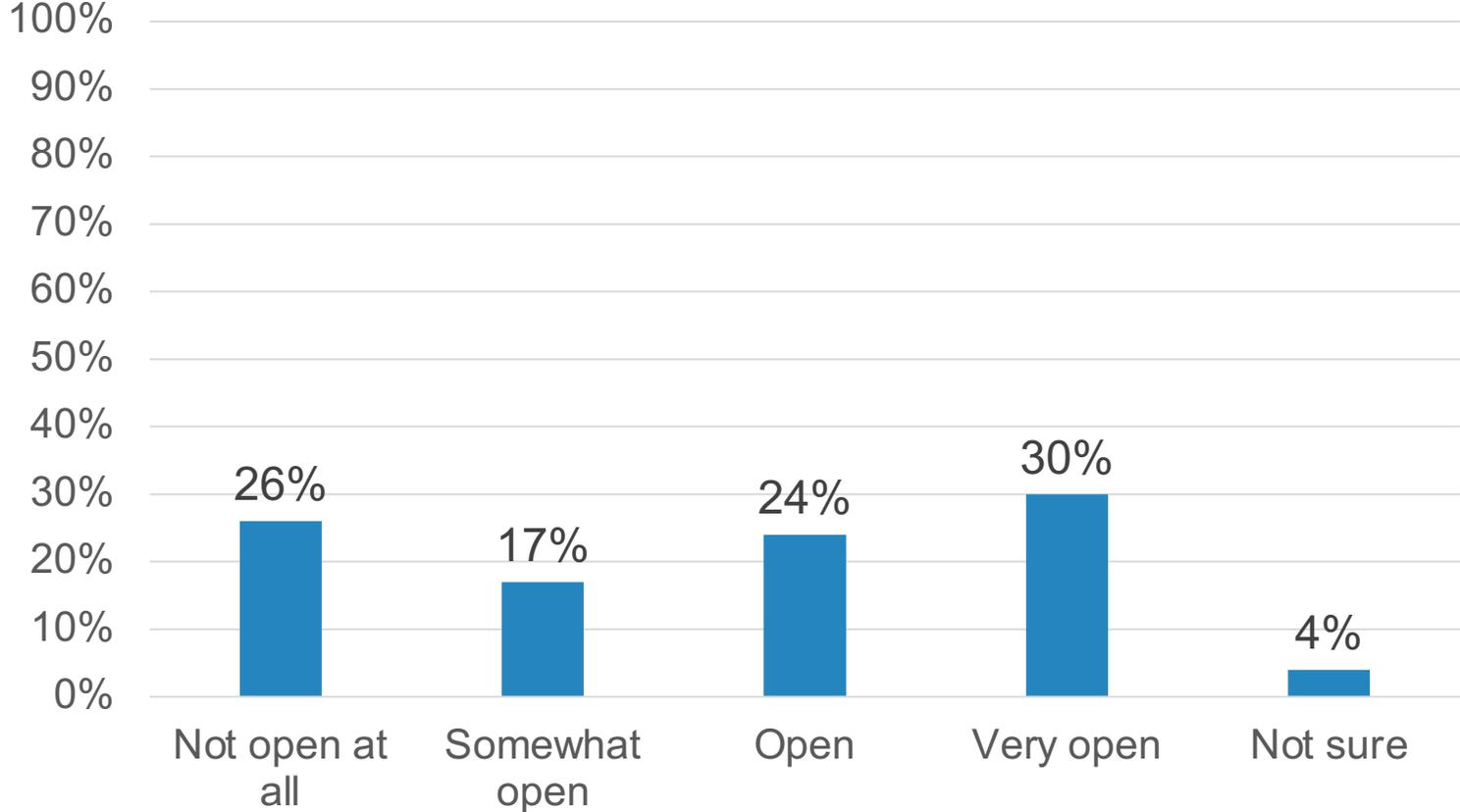
# 52% say they are open or very open to having a conversation about the Christian faith with a stranger



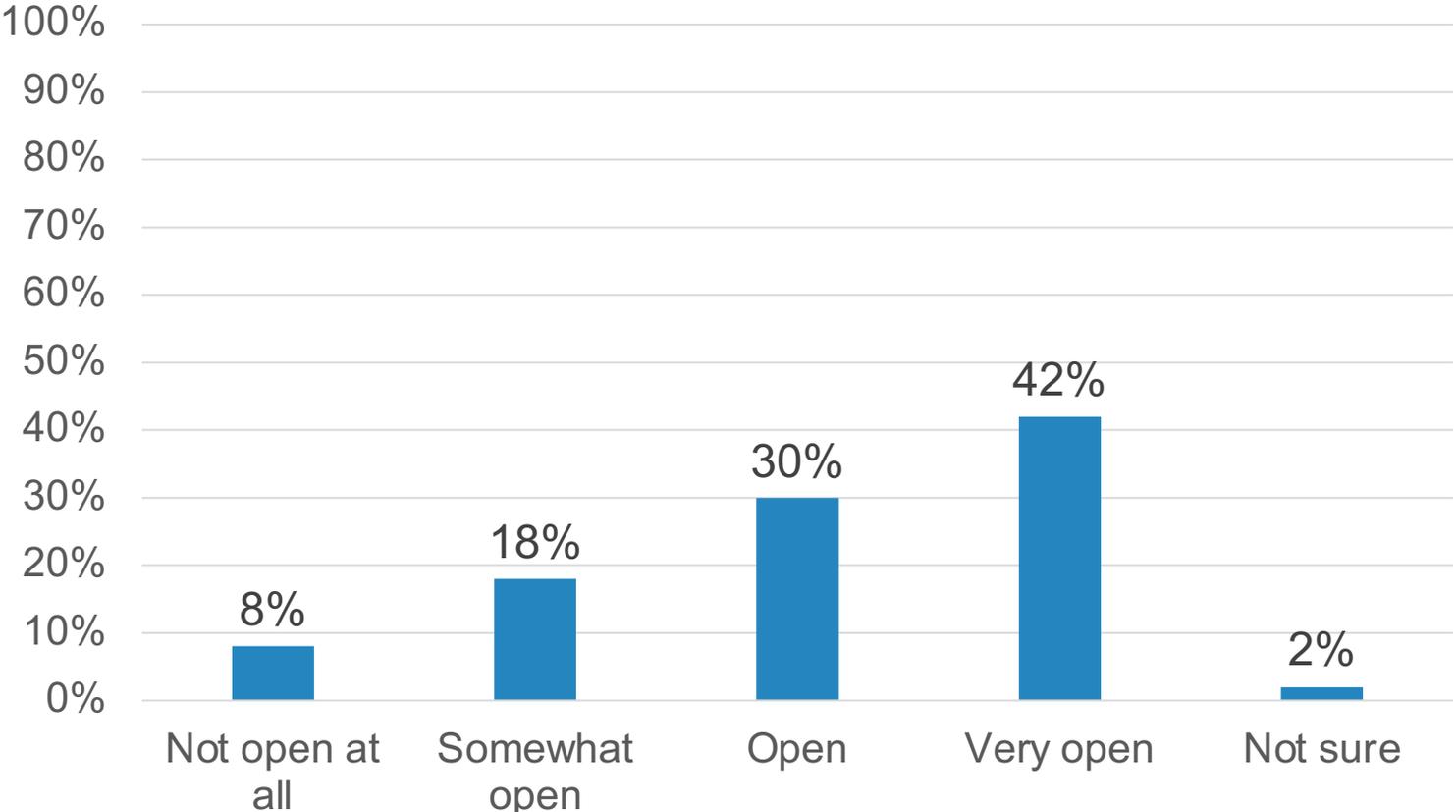
# 65% say they are open or very open to talking with a friend about having a relationship with God



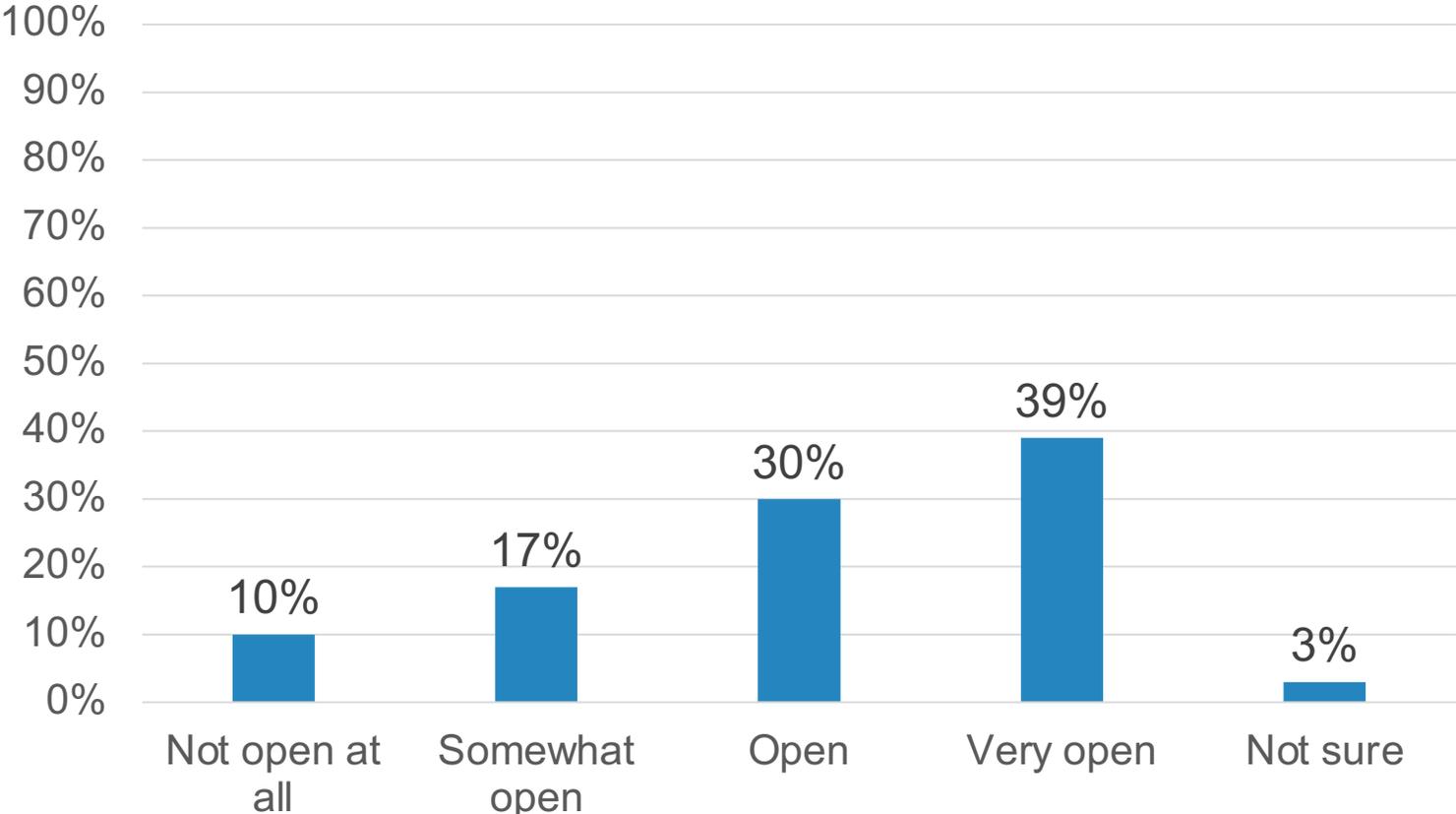
# 53% say they are open or very open to talking with a stranger about having a relationship with God



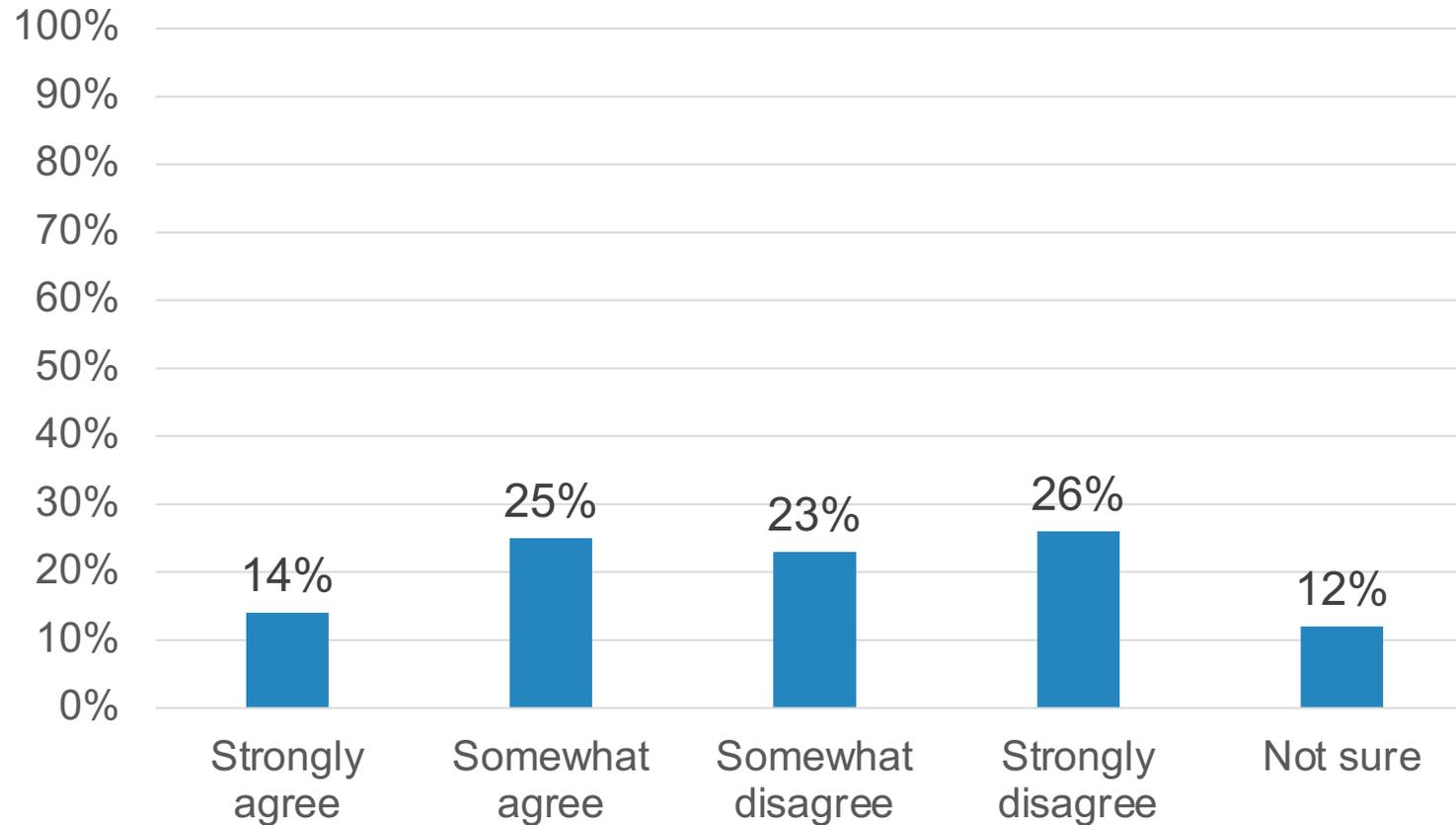
# When meeting someone new, 71% say they are open or very open to hearing their life story



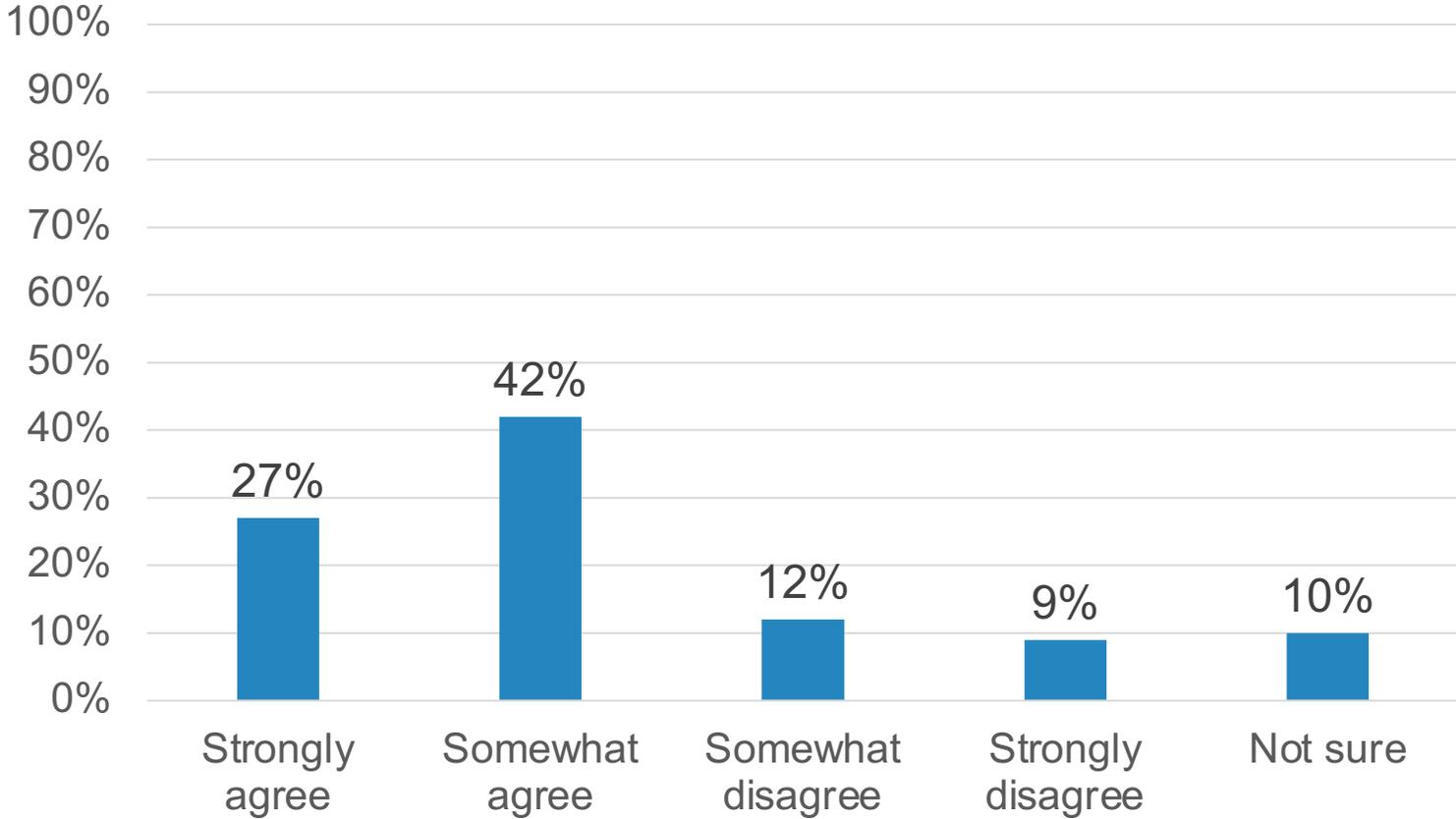
# When meeting someone new, 69% say they are open or very open to hearing their life story if it includes faith



# 39% are more willing to listen to someone else's spiritual/religious beliefs if the other person listens to their beliefs first



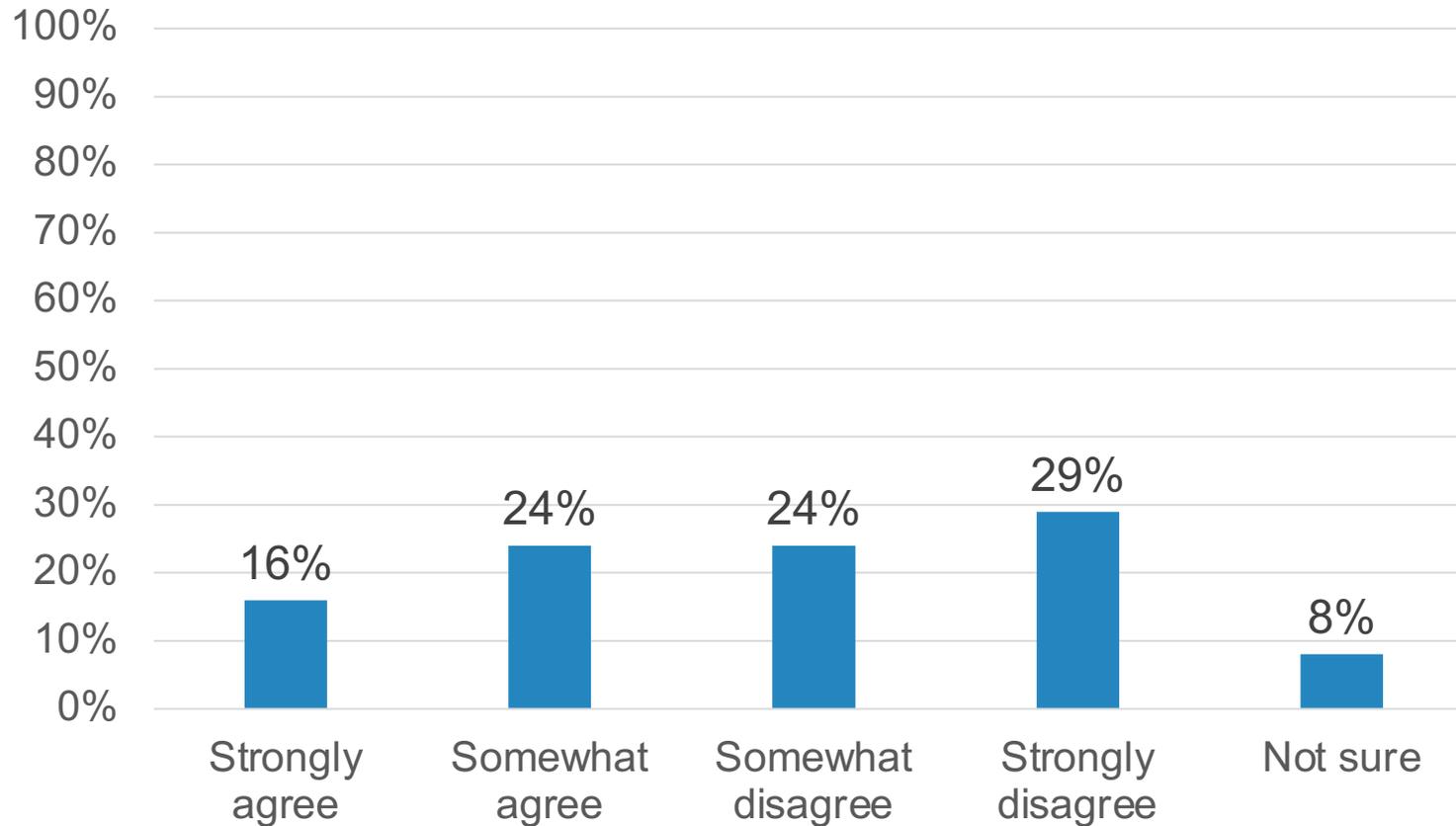
# 69% want to hear why someone thinks their faith helps with a core human need



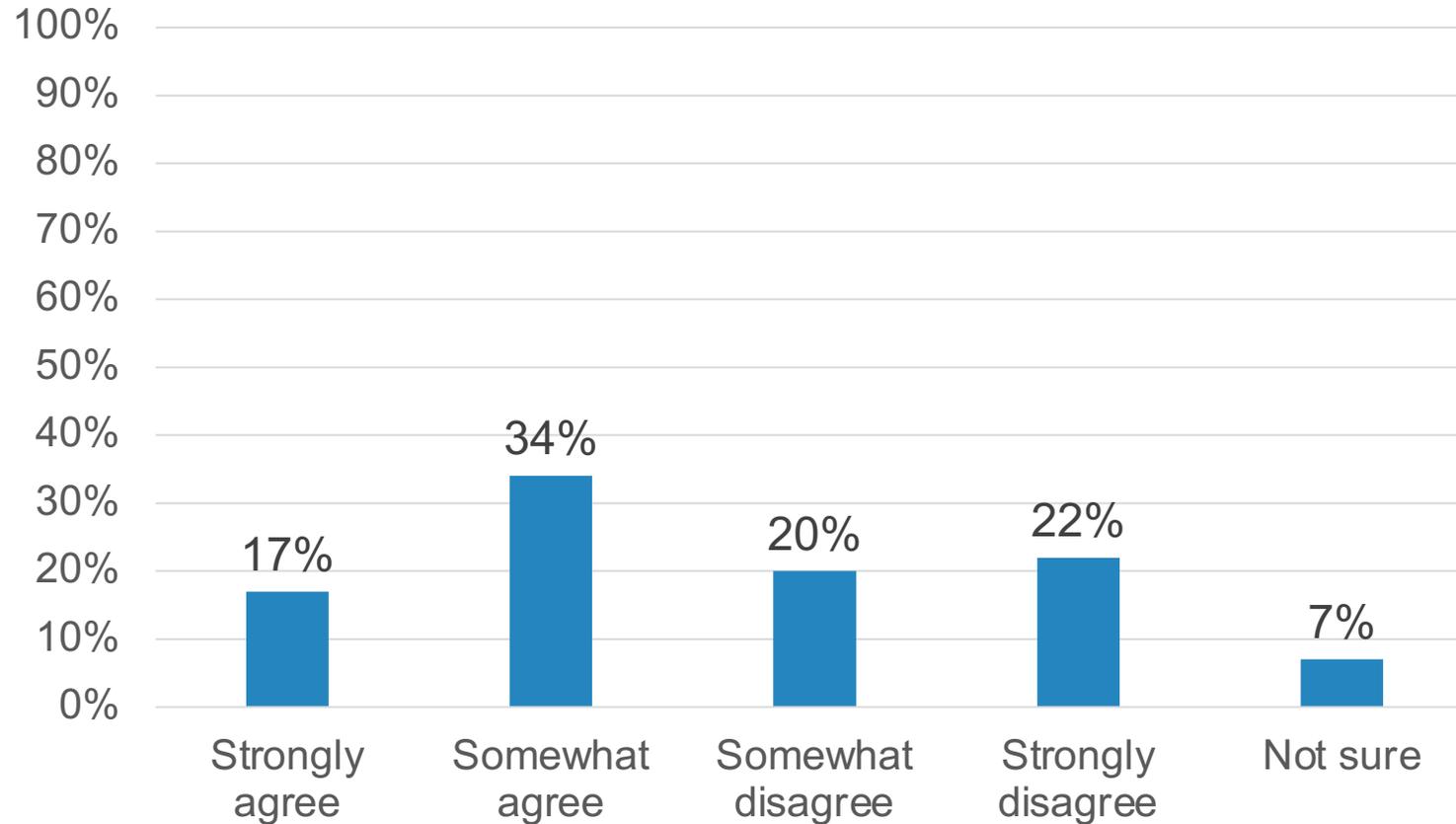
EVANGELISM EXPLOSION  
INTERNATIONAL

Lifeway research

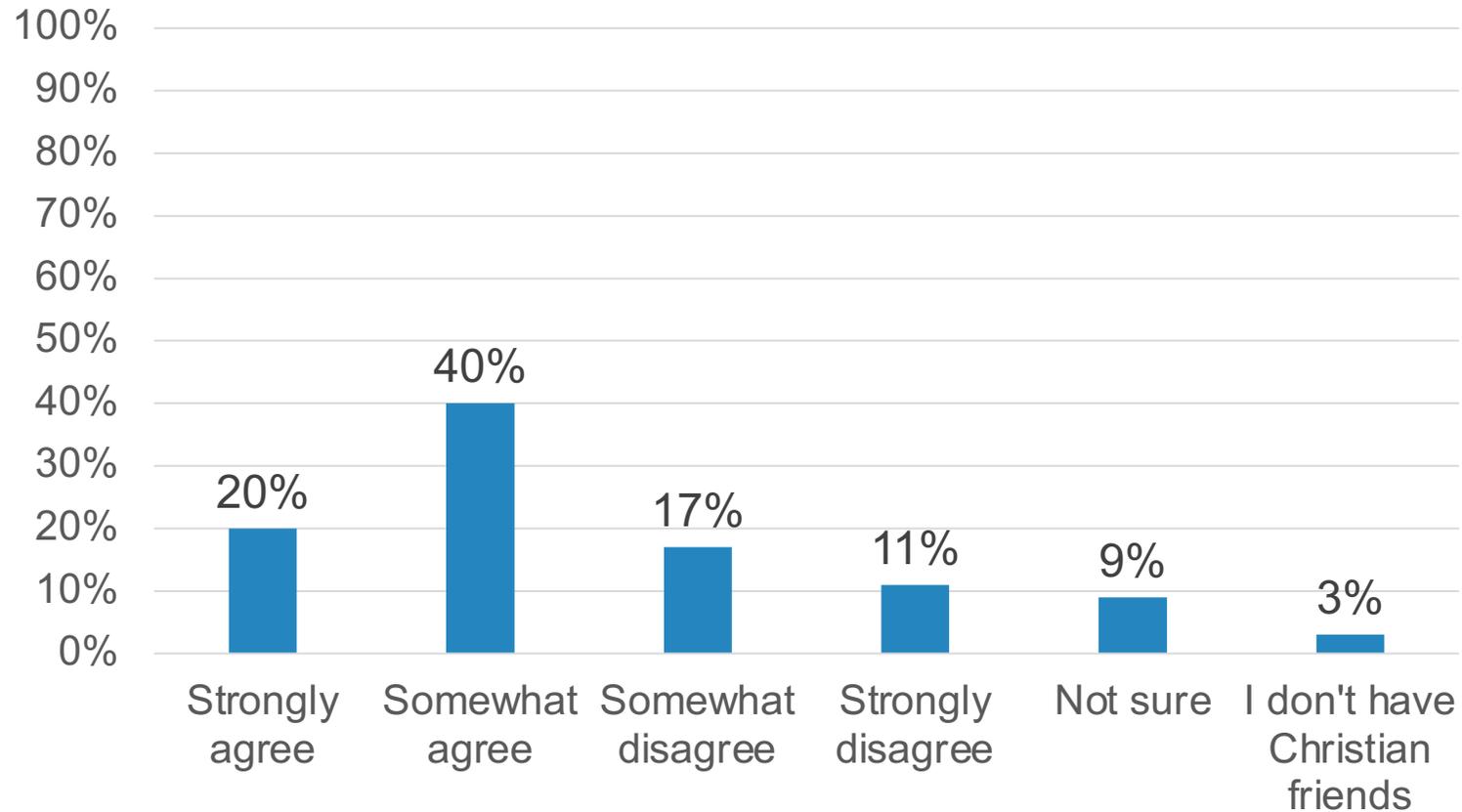
# 4 out of 10 (40%) say they wouldn't think about faith on their own if a friend or family member didn't bring it up



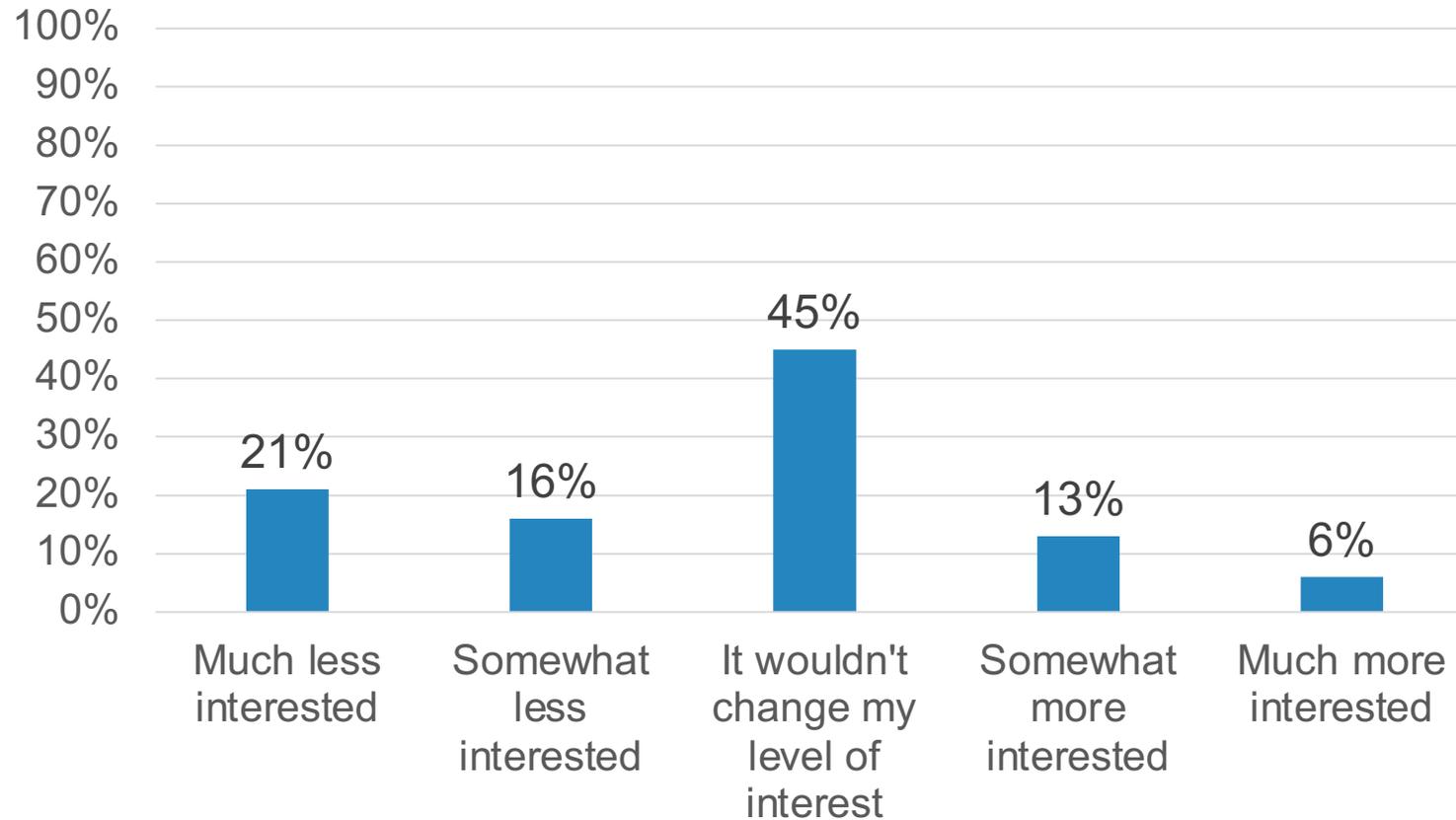
# 51% are curious as to why some people are devoted to their faith



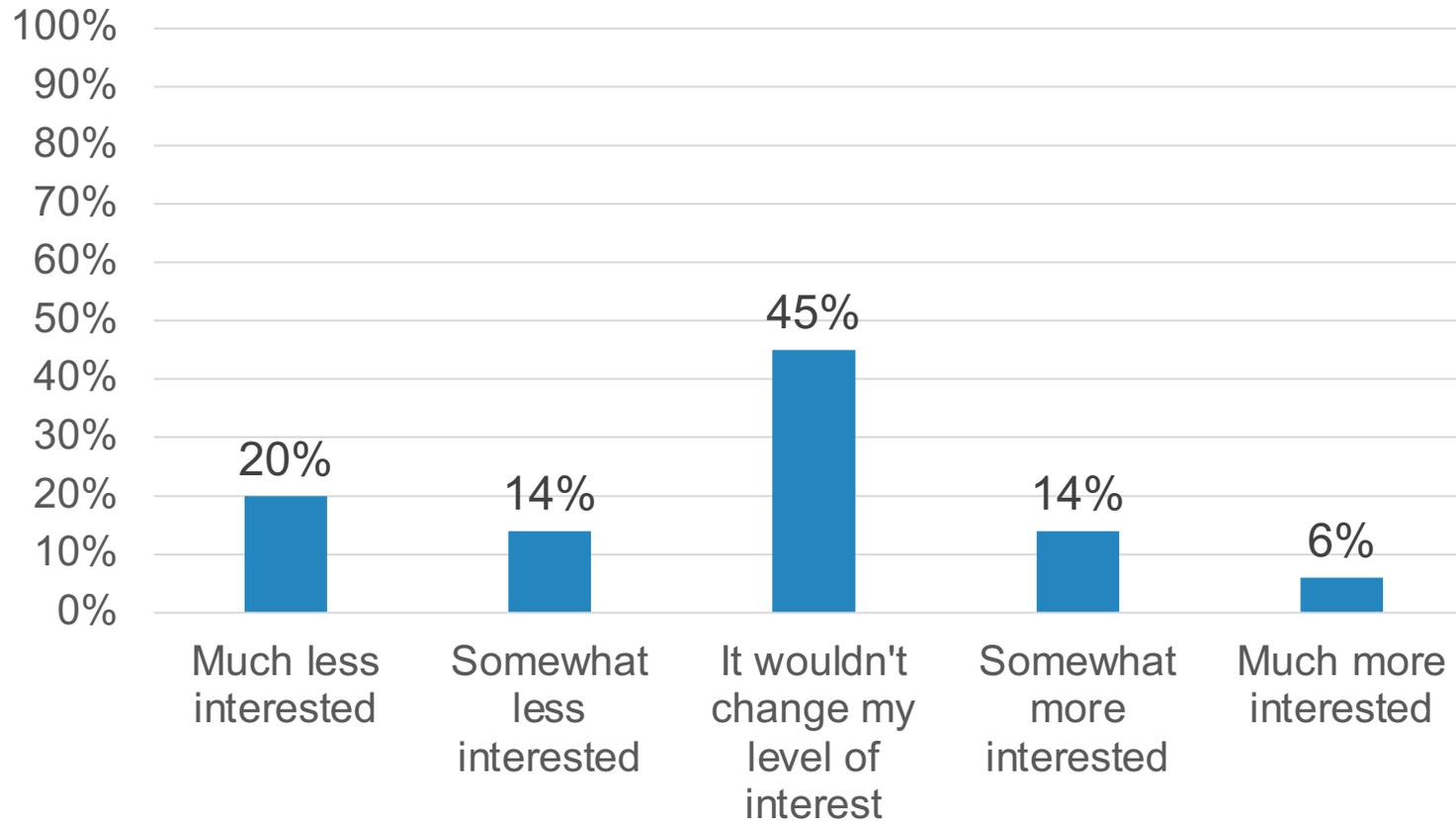
# 6 out of 10 say that many of their friends who claim to be Christians rarely talk about their faith



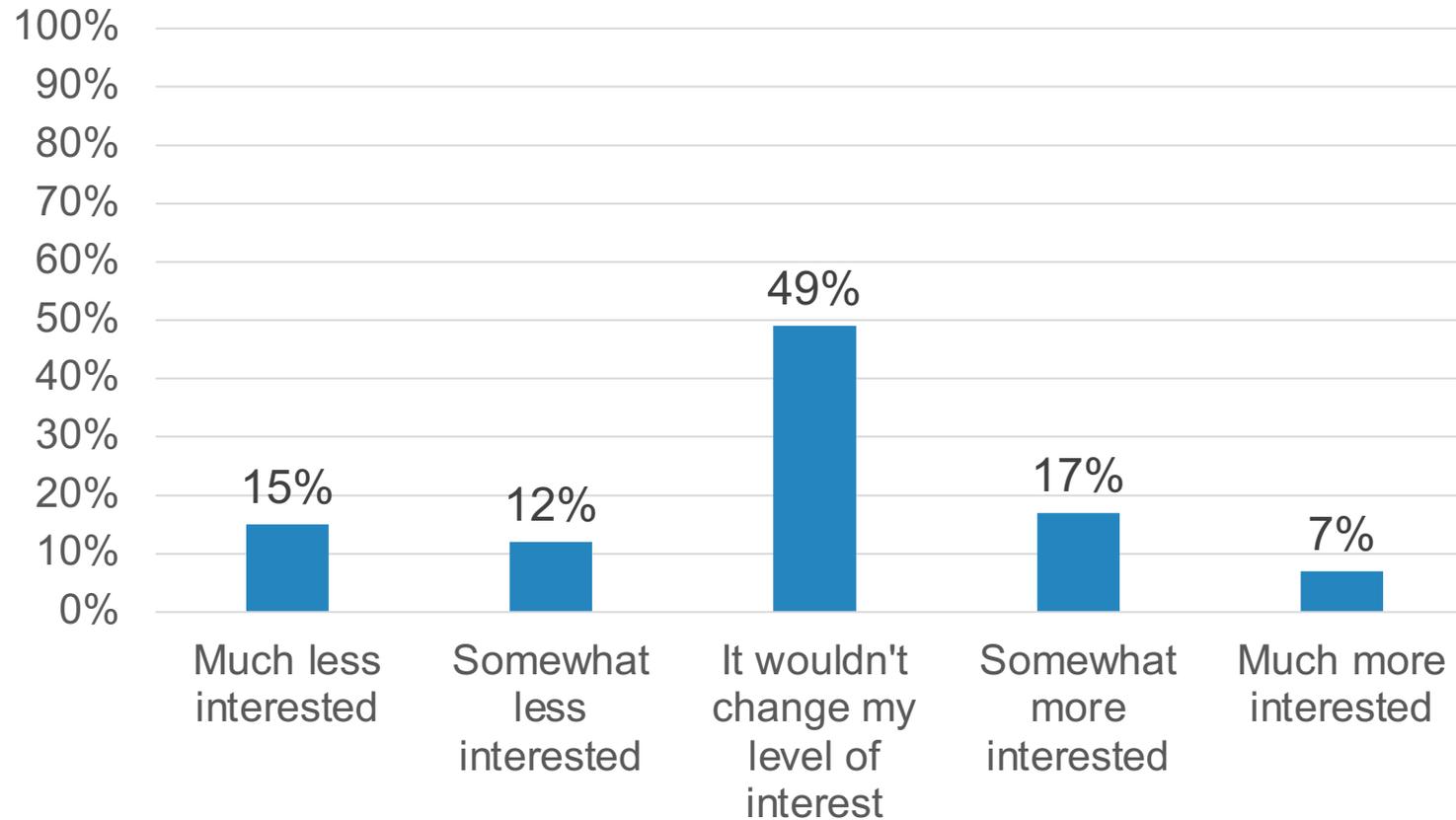
# 36% say they would be less interested in continuing a conversation about faith if the other person shared a pamphlet or brochure



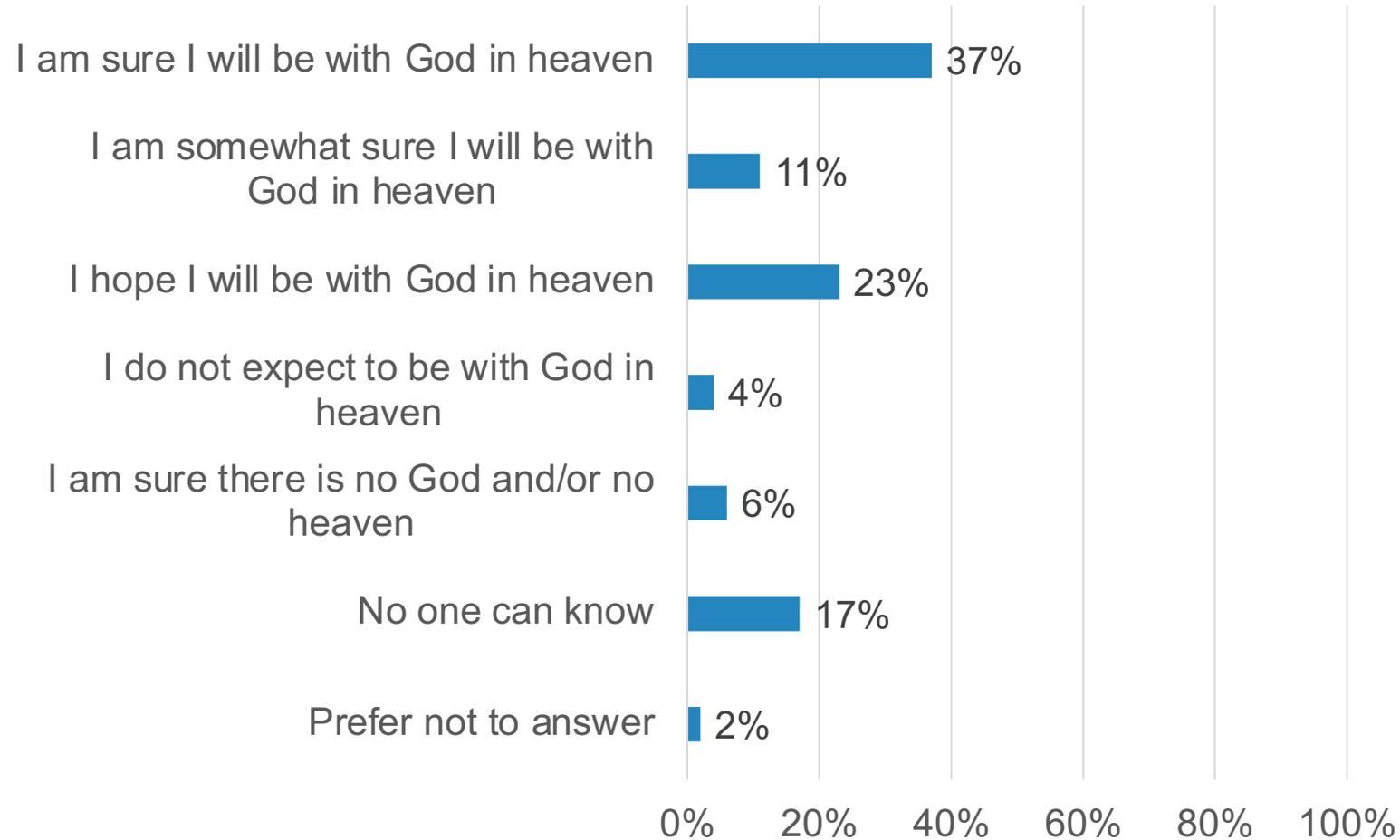
# 35% say they would be less interested in continuing a conversation about faith if the other person showed information via an app



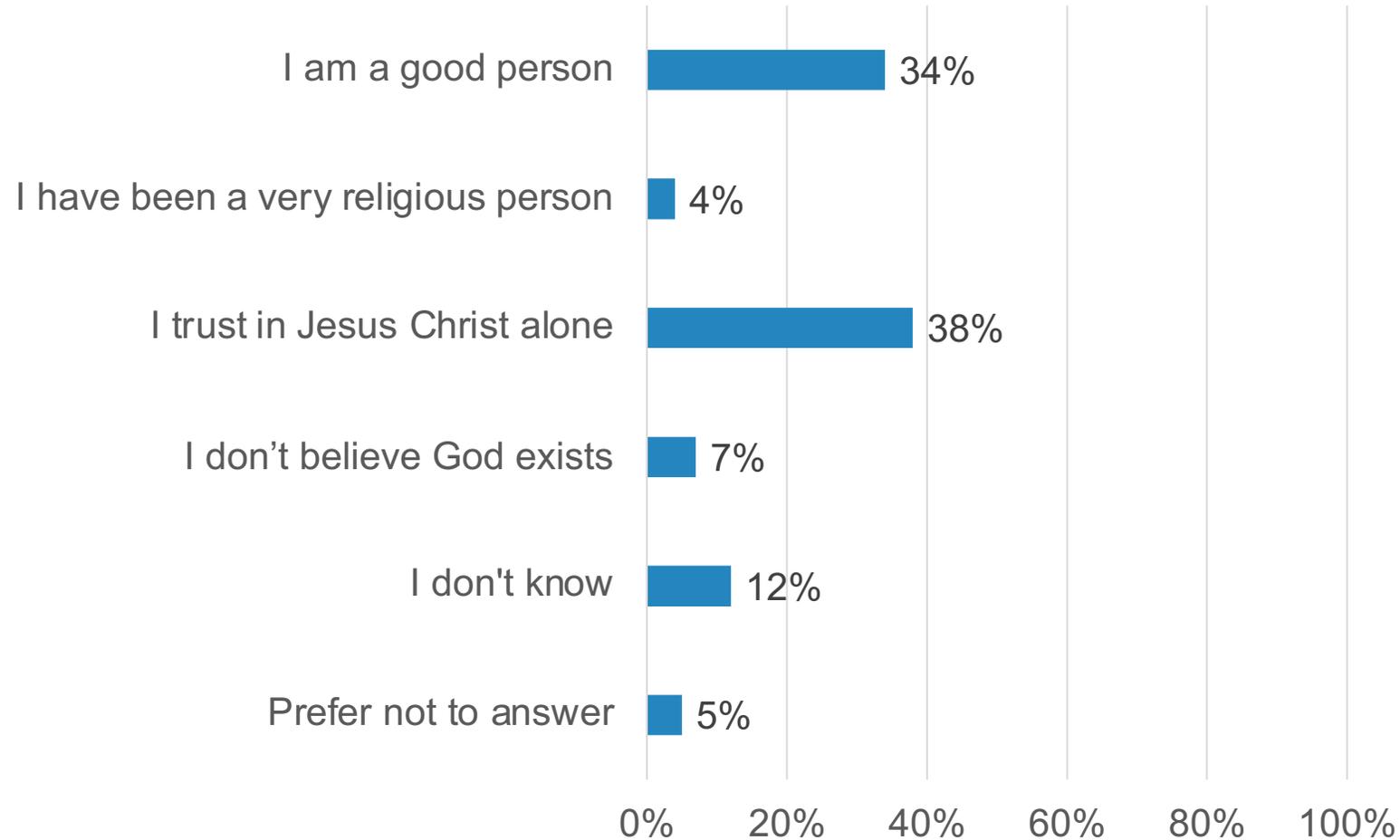
# 28% say they would be less interested in continuing a conversation about faith if the other person quoted from their religious text



# 37% are sure they will be with God in heaven, 23% hope so, and 17% say no one can know



# 38% say they should go to heaven because they trust in Jesus Christ alone; 34% say because they are a good person



# Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Worship Service Attendance

# Significant Differences

Comparisons were made to determine if there are any significant statistical differences among gender, age, ethnicity, and region.

GENDER	AGE	ETHNICITY	REGION
Male	18-34	White	Northeast
Female	35-49	African American	Midwest
	50-64	Hispanic	South
	65+	Other Ethnicities	West

Note: Region is defined by the US Census locations

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among education, religion, and worship service attendance.

EDUCATION	RELIGION	WORSHIP SERVICE ATTENDANCE AMONG CHRISTIANS
High School graduate or less	Catholic	Less than once a month
Some college	Protestant	1 to 3 times a month
Bachelor's Degree	Other Religions	4 or more times a month
Graduate Degree	Unaffiliated	

## “How important is it for you to have hope in your life?”

- Females are more likely to select “Very important” than males (78% v. 65%)
- Those age 18-34 are the least likely to select “Very important” (60%)
- African Americans (77%) are more likely to select “Very important” than Hispanics (64%)
- Those in the South (75%) are more likely to select “Very important” than those in the Northeast (64%)
- Catholics (75%) and Protestants (80%) are more likely to select “Very important” than Other Religions (63%) and Religiously Unaffiliated (54%)
- Christians who attend a worship service 4 or more times a month (84%) are more likely to select “Very important” than Christians who attend less than once a month (73%)

## “How important is it for you to have peace in your life?”

- Females are more likely to select “Very important” than males (79% v. 69%)
- Those age 18-34 are the least likely to select “Very important” (62%)
- Those who are High School Graduates or less (76%) or with some college (77%) are more likely to select “Very important” than those with a Graduate Degree (66%)
- Catholics (76%) and Protestants (80%) are more likely to select “Very important” than Religiously Affiliated (63%)
- Christians who attend a worship service less than once a month (22%) are more likely to select “Somewhat important/Important” than Christians who attend 4 or more times a month (15%)

## “How important is it for you to have purpose and fulfillment in your life?”

- Females are more likely to select “Very important” than males (71% v. 62%)
- Those age 35-49 (70%) and 50-64 (71%) are more likely to select “Very important” than those 18-34 (60%)
- African Americans (77%) are more likely to select “Very important” than Whites (65%) and Other Ethnicities (63%)
- Those in the Midwest (70%) and South (71%) are more likely to select “Very important” than those in the West (60%)
- Catholics (68%) and Protestants (73%) are more likely to select “Very important” than Religiously Unaffiliated (55%)
- Christians who attend a worship service 4 or more times a month (76%) are more likely to select “Very important” than Christians who attend less than once a month (66%)

## “How important is it for you to have certainty you will go to heaven or have eternal life?”

- Females are more likely to select “Very important” than males (68% v. 41%)
- Those age 50-64 are the most likely to select “Very important” (68%)
- Those age 18-34 are the least likely to select “Very important” (40%)
- African Americans are the most likely to select “Very important” (71%)
- Those in the South (60%) are more likely to select “Very important” than those in the Northeast (49%) and West (49%)
- Protestants are the most likely to select “Very important” (72%)
- Religiously Unaffiliated are the least likely to select “Very important” (19%)
- Christians who attend a worship service 4 or more times a month are the most likely to select “Very important” (82%)

## “How has your interest in spiritual matters changed, if at all, today compared to before COVID-19?”

- Females are more likely to select “More interested” than males (37% v. 26%)
- Those age 65+ are the most likely to select “No change in interest” (73%)
- African Americans (45%) are more likely to select “More interested” than Whites (30%) and Other Ethnicities (23%)
- Those in the Midwest (66%) are more likely to select “No change in interest” than those in the South (57%)
- Those with a Graduate Degree (40%) are more likely to select “More interested” than those who are High School Graduates or less (28%)
- Catholics (43%), Protestants (32%) and Other Religions (40%) are more likely to select “More interested” than Religiously Unaffiliated (20%)
- Christians who attend a worship service Less than once a month are the most likely to select “No change in interest” (72%)

## “How open are you to having a conversation about faith with a friend?”

- Females (47%) are more likely to select “Very open” than males (47% v. 35%)
- Those age 35-49 (49%) and 50-64 (45%) are more likely to select “Very open” than those 65+ (31%)
- Whites (42%) and African Americans (49%) are more likely to select “Very open” than Hispanics (32%)
- Those in the South (47%) are more likely to select “Very open” than those in the Northeast (32%)
- Those with a Bachelor’s Degree (15%) are more likely to select “Not open at all” than those with some college (8%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (20%)
- Christians who attend a worship service less than once a month are more likely to select “Not open at all” (17%)

## “How open are you to having a conversation about faith with a stranger?”

- Males are more likely to select “Not open at all” than females (28% v. 21%)
- Those age 65+ are the most likely to select “Not open at all” (39%)
- African Americans (35%) are more likely to select “Very open” than Whites (25%) and Hispanics (20%)
- Those in the Midwest (47%) and South (51%) are more likely to select “Somewhat open/Open” than those in the West (36%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (38%) followed by Catholics (27%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (38%)

## “How open are you to having a conversation about faith on social media?”

- Males are more likely to select “Not open at all” than females (40% v. 27%)
- Those age 65+ are the most likely to select “Not open at all” (63%)
- African Americans are the most likely to select “Very open” (38%)
- Those in the South (31%) are more likely to select “Very open” than those in the Northeast (19%)
- Those with a Bachelor’s Degree (38%) or a Graduate Degree (40%) are more likely to select “Not open at all” than those who are High School Graduates or less (30%)
- Protestants (31%) are more likely to select “Very open” than Catholics (23%) and Religiously Unaffiliated (16%)
- Christians who attend a worship service less than once a month are the most likely to select than Christians “Not open at all” (52%)

## “How open are you to having a conversation about the Christian faith with a friend?”

- Females are more likely to select “Very open” than males (47% v. 33%)
- Those age 35-49 (46%) and 50-64 (47%) are more likely to select “Very open” than those 18-34 (35%) and 65+ (32%)
- African Americans (52%) are more likely to select “Very open” than Whites (40%) and Hispanics (32%)
- Those in the South (46%) are more likely to select “Very open” than those in the Northeast (35%) and Midwest (37%)
- Those some college (44%) are more likely to select “Very open” than those with a Bachelor’s Degree (34%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (26%)
- Protestants (52%) are more likely to select “Very open” than Catholics (36%) or Religiously Unaffiliated (20%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (19%)

## “How open are you to having a conversation about the Christian faith with a stranger?”

- Males are more likely to select “Not open at all” than females (31% v. 23%)
- Those age 65+ are the most likely to select “Not open at all” (43%)
- African Americans (34%) are more likely to select “Very open” than Hispanics (20%)
- Those in the South (31%) are more likely to select “Very open” than those in the Northeast (22%)
- Those with a Graduate Degree (33%) are more likely to select “Very open” than those with a Bachelor’s Degree (22%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (45%)
- Protestants (35%) are more likely to select “Very open” than Catholics (23%) or Religiously Unaffiliated (14%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (40%)

## “How open are you to talking with a friend about having a relationship with God?”

- Females are more likely to select “Very open” than males (43% v. 33%)
- Those age 35-49 (46%) and 50-64 (43%) are more likely to select “Very open” than those 18-34 (34%) and 65+ (26%)
- African Americans are the most likely to select “Very open” (54%)
- Those in the South are the most likely to select “Very open” (44%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (26%)
- Protestants (47%) are more likely to select “Very open” than Catholics (37%) or Religiously Unaffiliated (20%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (23%)

## “How open are you to talking with a stranger about having a relationship with God?”

- Females are more likely to select “Very open” than males (33% v. 27%)
- Those age 65+ are the most likely to select “Not open at all” (41%)
- African Americans (38%) and Other Ethnicities (37%) are more likely to select “Very open” than Hispanics (25%)
- Those in the South (35%) are more likely to select “Very open” than those in the Northeast (21%) and West (27%)
- Those who are High School Graduates or less (32%) are more likely to select “Very open” than those with a Bachelor’s Degree (24%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (43%)
- Protestants (35%) and Other Religions (44%) are more likely to select “Very open” than Catholics (27%) or Religiously Unaffiliated (15%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (40%)

## **“When you meet someone new, how open are you to hearing their own story about their life?”**

- Females are more likely to select “Very open” than males (46% v. 37%)
- Those age 65+ are the least likely to select “Very open” (28%)
- Those in the South (46%) are more likely to select “Very open” than those in the Northeast (32%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (16%)
- Protestants (47%) and Other Religions (49%) are more likely to select “Very open” than Catholics (36%) and Religiously Unaffiliated (33%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (12%)

## **“When you meet someone new, how open are you to hearing their own story if it includes their faith?”**

- Females are more likely to select “Very open” than males (46% v. 33%)
- Those age 35-49 (49%) and 50-64 (45%) are more likely to select “Very open” than those 18-34 (35%) and 65+ (26%)
- African Americans are the most likely to select “Very open” (51%)
- Those in the South (46%) are more likely to select “Very open” than those in the Northeast (31%) and West (37%)
- Those with some college (44%) are more likely to select “Very open” than those with a Bachelor’s Degree (34%)
- Religiously Unaffiliated are the most likely to select “Not open at all” (19%)
- Protestants (47%) and Other Religions (50%) are more likely to select “Very open” than Catholics (37%) and Religiously Unaffiliated (23%)
- Christians who attend a worship service less than once a month are the most likely to select “Not open at all” (17%)

## **“I am more willing to listen to someone else’s spiritual/religious beliefs if they first listen to my beliefs.”**

- Females are more likely to Disagree than males (52% v. 46%)
- Those age 18-34 are the most likely to Agree (54%) followed by those age 35-49 (44%), 50-64 (33%) and 65+ (20%)
- African Americans (51%) and Hispanics (45%) are more likely to Agree than Whites (36%)
- Those in the South (45%) are more likely to Agree than those in the Midwest (35%) and West (36%)
- Those with some college (56%) are more likely to Disagree than those who are High School Graduates or less (45%)
- Catholics (45%) and Other Religions (48%) are more likely to Agree than Protestants (36%)
- Christians who attend a worship service 1 to 3 times a month are the most likely to Agree (57%)

**“If someone I know thinks their faith helps with a core human need, I want to hear more about why they think that.”**

- Females are more likely to Agree than males (72% v. 66%)
- Those age 18-34 (25%) are more likely to Disagree than those 35-49 (18%) and 50-64 (17%)
- African Americans (76%) are more likely to Agree than Whites (67%)
- Those in the Midwest (70%) and South (72%) are more likely to Agree than those in the Northeast (60%)
- Religiously Unaffiliated are the most likely to Disagree (32%)
- Christians who attend a worship service 4 or more times a month are the most likely to Agree (85%)

## **“If a friend or family member doesn’t bring up matters of faith, I wouldn’t think about faith on my own.”**

- Males are more likely to Agree than females (47% v. 33%)
- Those age 18-34 are the most likely to Agree (49%)
- Those in the South (57%) are more likely to Disagree than those in the West (48%)
- Those with a Bachelor’s Degree (47%) or a Graduate Degree (46%) are more likely to Agree than those with some college (34%)
- Religiously Unaffiliated (50%) are more likely to Agree than Protestants (33%) and Other Religions (35%)
- Christians who attend a worship service 4 or more times a month are the most likely to Disagree (66%)

## “I am curious as to why some people are so devoted to their faith.”

- Males are more likely to Agree than females (56% v. 46%)
- Those age 18-34 (61%) and 35-49 (55%) are more likely to Agree than those 50-64 (43%) and 65+ (40%)
- Those with a Bachelor’s Degree (59%) or a Graduate Degree (60%) are more likely to Agree than those who are High School Graduates or less (46%) or with some college (48%)
- Catholics (56%) and Religiously Unaffiliated (60%) are more likely to Agree than Protestants (44%)
- Christians who attend a worship service 1 to 3 times a month (58%) are more likely to Agree than Christians who attend less than once a month (45%)

## **“Many of my friends who say they are Christians rarely talk about their faith.”**

- Females are more likely to Disagree than males (32% v. 24%)
- Those age 50-64 (66%) and 65+ (68%) are more likely to Agree than those 18-34 (54%) and 35-49 (54%)
- Whites (65%) are more likely to Agree than Hispanics (51%) and Other Religions (42%)
- Those with a Graduate Degree are the most likely to Agree (73%)
- Catholics (68%) are more likely to Agree than Other Religions (55%) and Religiously Unaffiliated (52%)
- Protestants (61%) are more likely to Agree than Religiously Unaffiliated (52%)
- Christians who attend a worship service less than once a month (71%) are more likely to Agree than Christians who attend 4 or more times a month (57%)

**“If you were talking about faith with someone, would you be more or less interested in continuing the conversation if they shared a brochure or pamphlet with some of the information written down or illustrated?”**

- Males are more likely to select “Less interested” than females (42% v. 31%)
- Those age 65+ are the least likely to select “More interested” (8%)
- Whites (37%) and Hispanics (40%) are more likely to select “Less interested” than African Americans (25%)
- Those in the South (23%) are more likely to select “More interested” than those in the Midwest (14%)
- Those with some college (42%) or a Bachelor’s Degree (43%) are more likely to select “Less interested” than those who are High School Graduates or less (30%)
- Religiously Unaffiliated are the most likely to select “Less interested” (55%)
- Christians who attend a worship service less than once a month (40%) and 1 to 3 times a month (34%) are more likely to select “Less interested” than Christians who attend 4 or more times a month (21%)

**“If you were talking about faith with someone, would you be more or less interested in continuing the conversation if they showed an app with some of the information they were talking about?”**

- Males are more likely to select “Less interested” than females (41% v. 29%)
- Those age 65+ are the most likely to select “Less interested” (45%)
- Whites (38%) and Other Ethnicities (37%) are more likely to select “Less interested” than African Americans (23%)
- Those in the South are the most likely to select “No change in interest” (54%)
- Those with some college (38%) or a Bachelor’s Degree (40%) are more likely to select “Less interested” than those who are High School Graduates or less (30%)
- Religiously Unaffiliated are the most likely to select “Less interested” (51%)
- Christians who attend a worship service less than once a times a month are the most likely to select “Less interested” (41%)

## **“If you were talking about faith with someone, would you be more or less interested in continuing the conversation if they quoted from their religious text?”**

- Males are more likely to select “Less interested” than females (35% v. 21%)
- Those age 18-34 (31%) and 65+ (36%) are more likely to select “Less interested” than those 35-49 (23%) and 55-64 (23%)
- African Americans (33%) and Hispanics (30%) are more likely to select “More interested” than Whites (20%)
- Those in the South (27%) are more likely to select “More interested” than those in the West (19%)
- Those with a Bachelor’s Degree are the least likely to select “No change in interest” (37%)
- Religiously Unaffiliated are the most likely to select “Less interested” (46%)
- Christians who attend a worship service less than once a month (31%) and 1 to 3 times a month (24%) are more likely to select “Less interested” than Christians who 4 or more times a month (12%)

## “Do you know for sure you will be with God in heaven?”

- Females are more likely to select “I am sure I will be with God in heaven” than males (44% v. 30%)
- Those age 50-64 (44%) are more likely to select “I am sure I will be with God in heaven” than those 18-34 (32%)
- African Americans (49%) are more likely to select “I am sure I will be with God in heaven” than Whites (37%) and Hispanics (28%)
- Those in the South (26%) are more likely to select “I hope I will be with God in heaven” than those in the West (18%)
- Those with a Bachelor’s Degree (21%) are more likely to select “No one can know” than those who are High School Graduates or less (14%)
- Catholics (35%) are more likely to select “I hope I will be with God in heaven” than Protestants (20%) and Religiously Unaffiliated (16%)
- Christians who attend a worship service less than once a month (31%) are more likely to select “I hope I will be with God in heaven” than Christians who attend 4 or more times a month (20%)

## “If God asked you, ‘Why should I let you into my heaven?’ What would you say?”

- Females are more likely to select “I trust in Jesus Christ alone” than males (47% v. 29%)
- Those age 50-64 (46%) are more likely to select “I trust in Jesus Christ alone” than those 18-34 (32%) and 35-49 (36%)
- Hispanics (36%) and Other Ethnicities (43%) are more likely to select “I am a good person” than African Americans (25%)
- Those in the Northeast (42%) are more likely to select “I am a good person” than those in the Midwest (25%) and South (32%)
- Those with some college (43%) are more likely to select “I trust in Jesus Christ alone” than those with a Bachelor’s Degree (34%)
- Catholics are the most likely to select “I am a good person” (50%)
- Christians who attend a worship service less than once a month (44%) and 1 to 3 times a month (36%) are more likely to select “I am a good person” than Christians who 4 or more times a month (22%)



# Evangelism Explosion Study of Americans' Openness to Talking about Faith

A SURVEY OF 1,002 AMERICANS

Lifeway **research**