

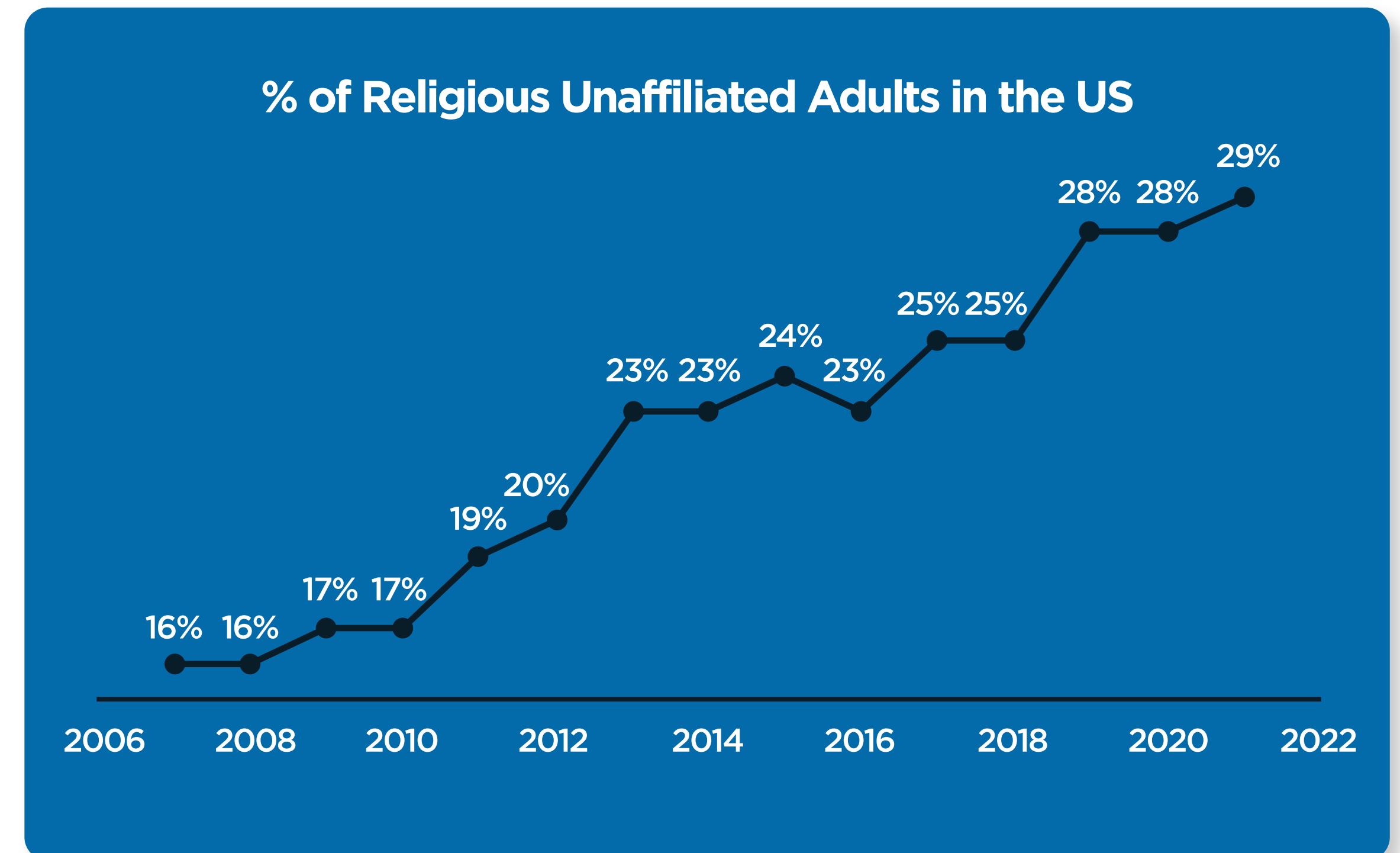


Reaching the Religiously Unaffiliated

Research Results and Opportunity

The Current Landscape

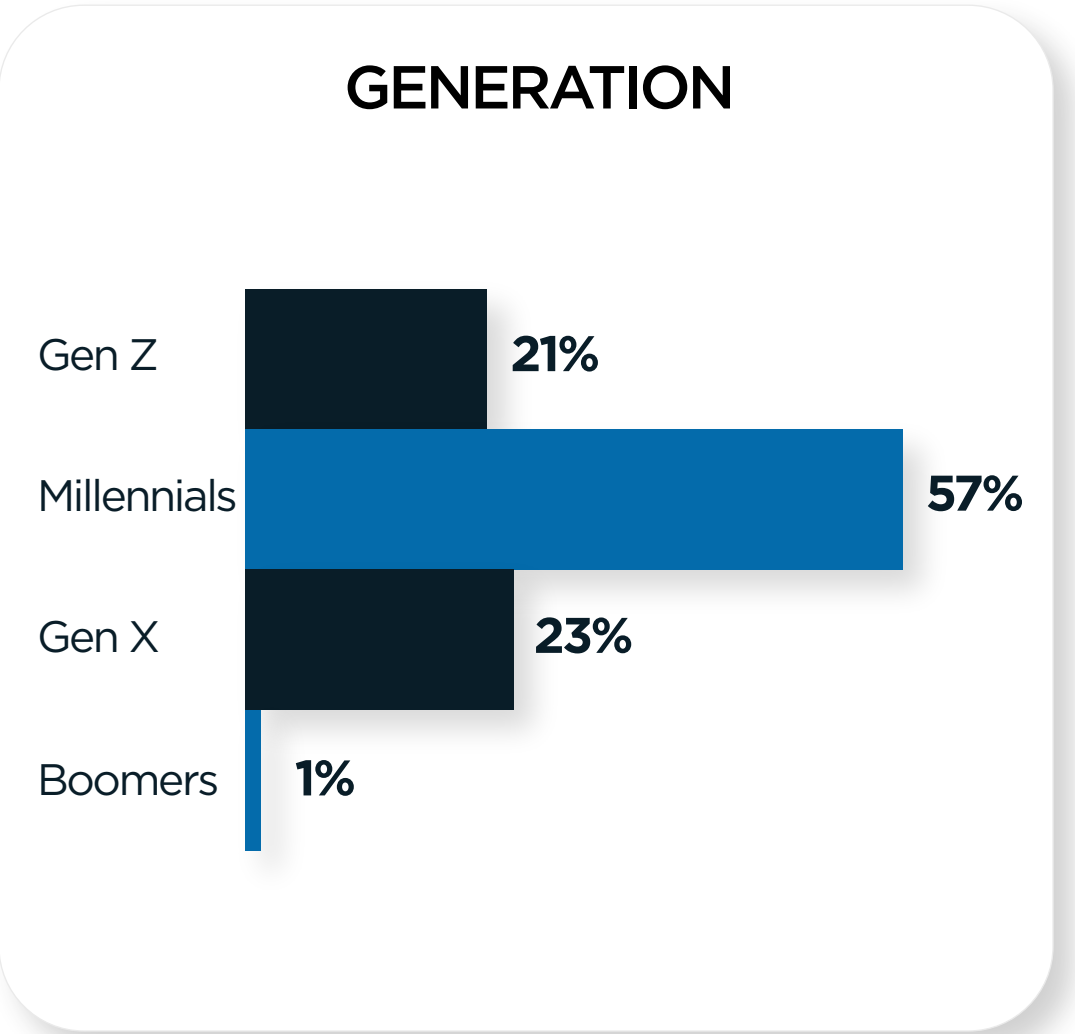
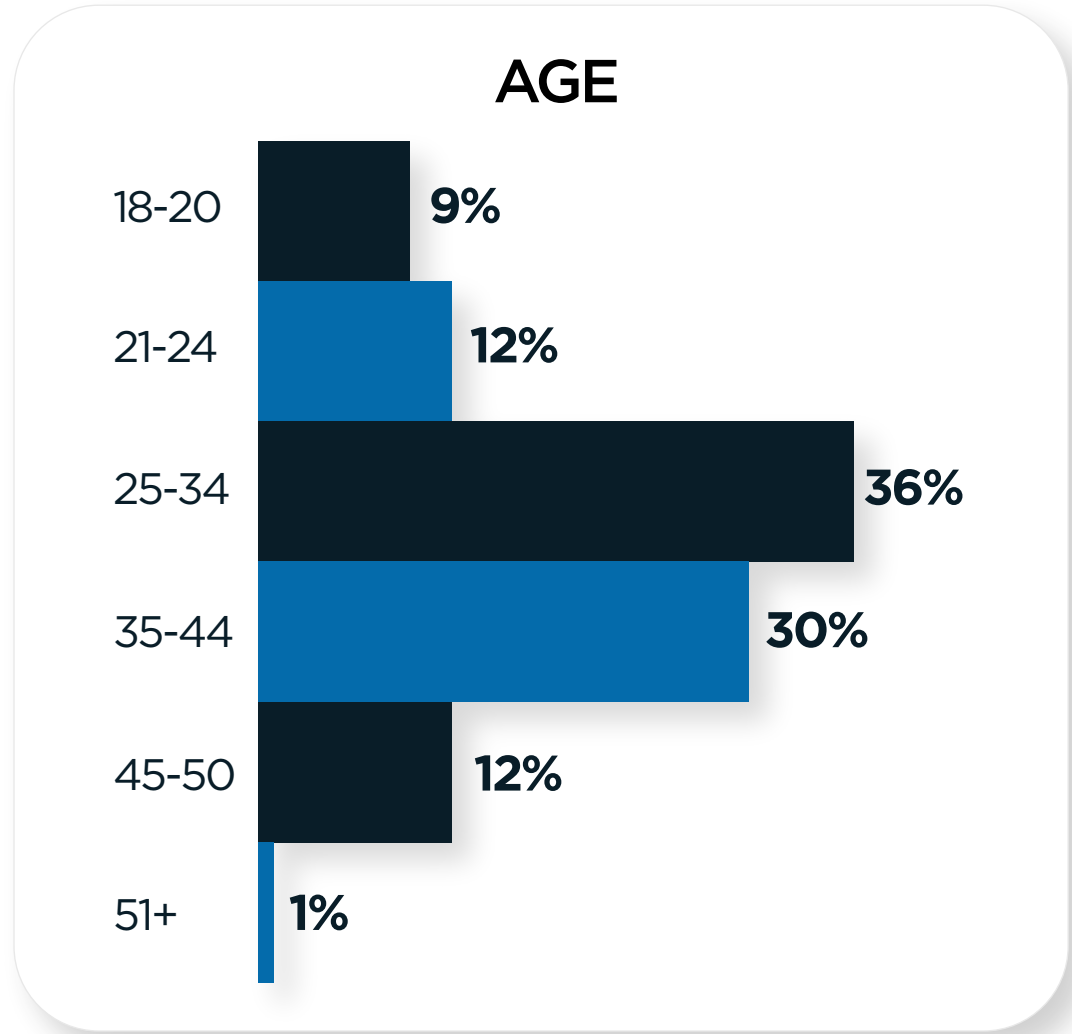
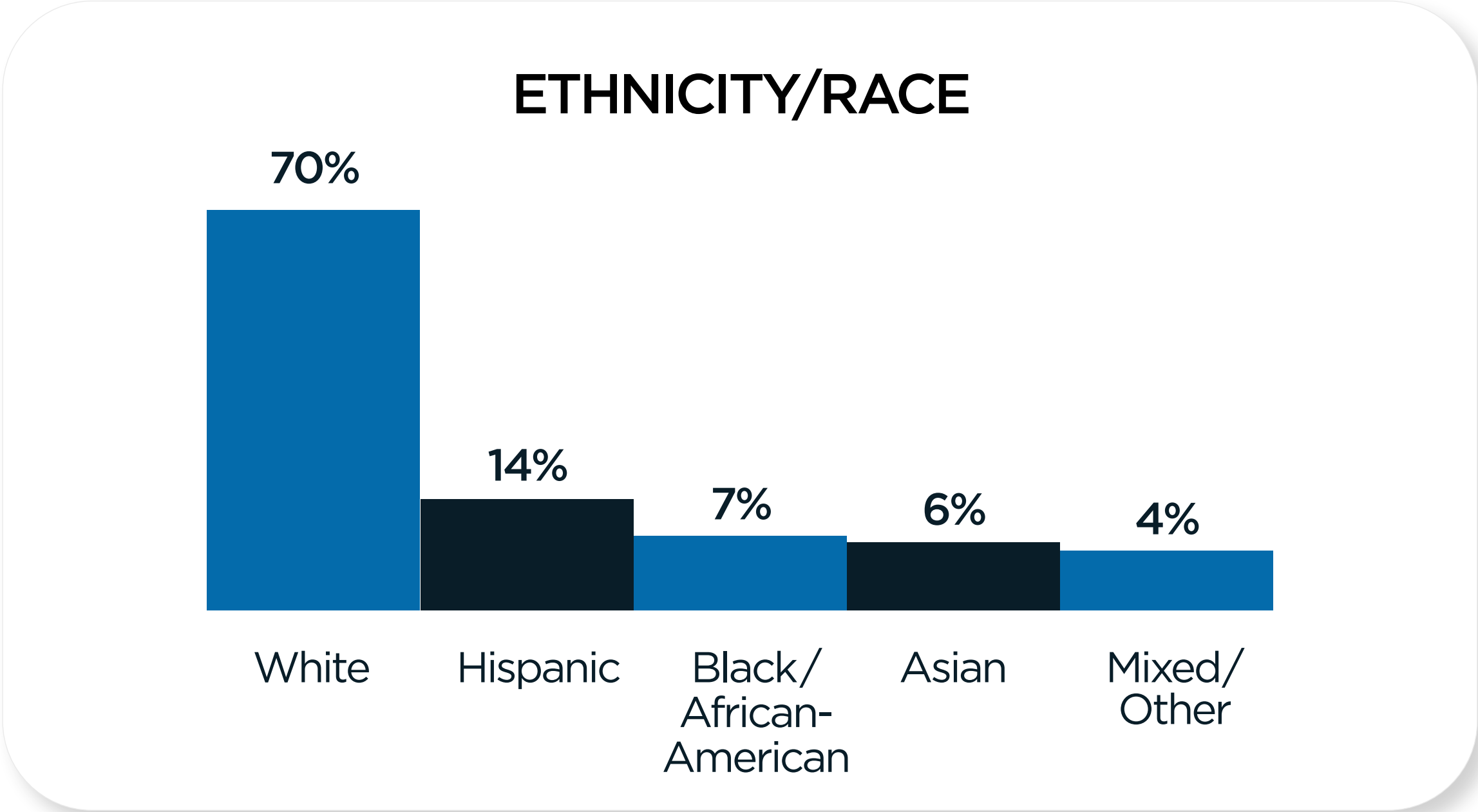
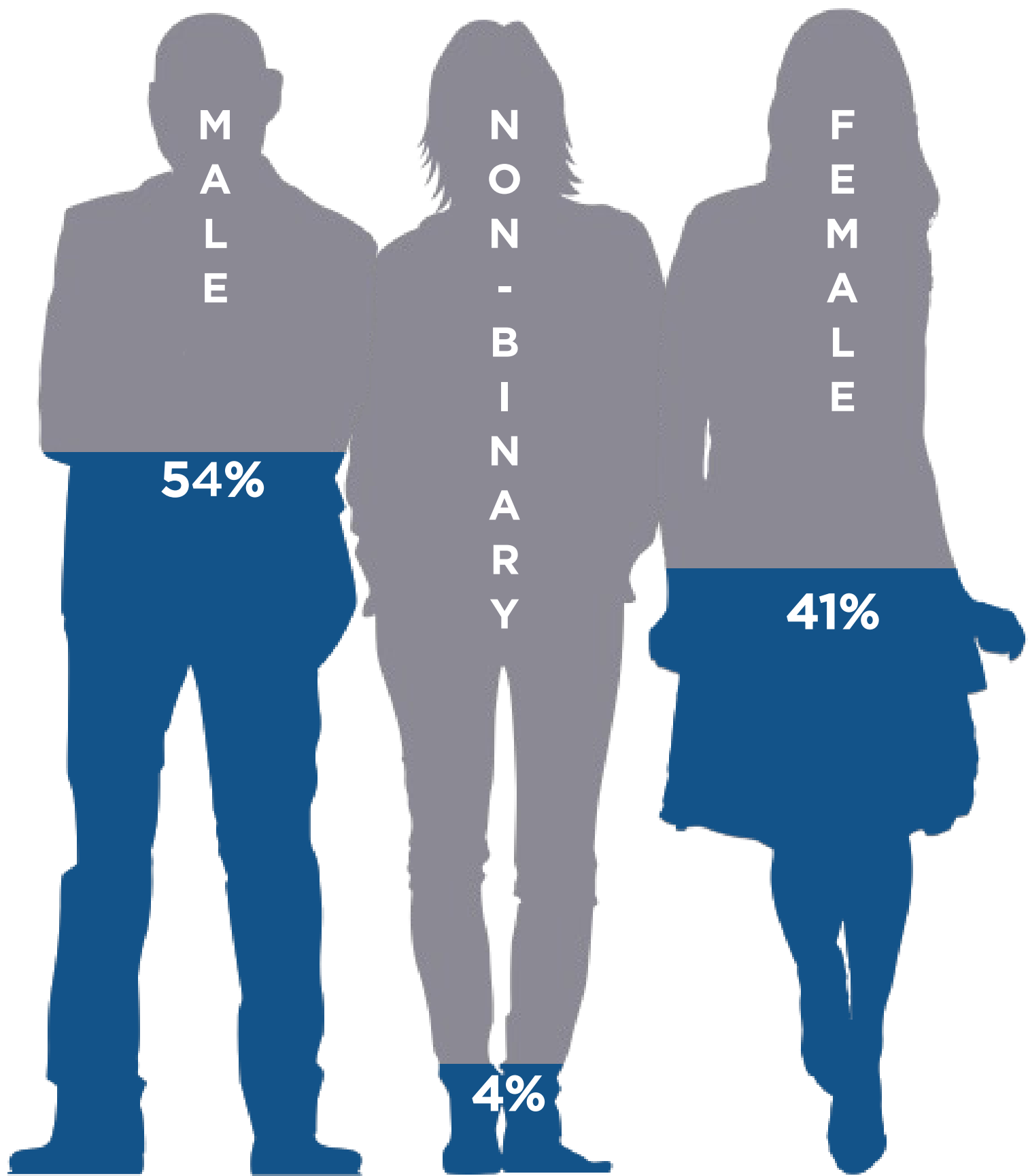
- Over 75M American adults consider themselves to be Religiously Unaffiliated, meaning their faith system is “nothing in particular,” atheism, or agnosticism
- With this trend, Generation Alpha (those born between 2011-2024) will be the first thoroughly **post-Christian** generation in U.S. history
- To address this, YMC commissioned a primary research study to thoroughly understand the motivation and behaviors of the Religiously Unaffiliated and meet them where they are
- Armed with this knowledge, YMC’s goal is to provide tailored content journeys to help the Religiously Unaffiliated discover Jesus



* Pew Research Center

Who Are They?

While the Religiously Unaffiliated are made up of a variety of ages and ethnicities/races, the majority are white Millennials.



Base: Current Nones (n=997)

Why They Don't Practice

MAIN REASON THEY DONT PRACTICE

Don't agree/Churches don't reflect beliefs (NET) 54%

Don't believe in religion 40%

Don't agree (with religion/local church)/Churches do not reflect beliefs 12%

Religion-related reasons (NET) 45%

Religion/Churches/Leaders too concerned with money/power/politics; Corrupt/Corruption 9%

No religious upbringing 9%

Personal history with religion/strife in childhood 7%

Personal priorities (NET) 16%

No reason/Don't feel like it/Just don't go/Not that important 7%

NOTE: Only responses 7% or higher shown in table above.

"I grew up being told what to believe in and started questioning those beliefs as I got older. I haven't found an answer or need that makes me want to practice religion."

-Current None, "Personal history with religion/strife in childhood"

"I don't personally agree with or believe in organized religion, and I don't follow a specific set of religious practices because I don't believe that one religion is correct; however, part of many religions could make up the truth...with that said I am a very spiritual person and have my own practice that I've pulled ideas from that align with me."

-Current None, "Don't agree (with religion/church)/Churches do not reflect beliefs"

"I feel that church is a business. They all preach love, forgiveness, etc., but at the end of the day, all they really want is your money and for you to give your free time doing stuff at the church."

-Current None, "Religion/Churches/Leaders too concerned with money/power/politics;Corrupt/Corruption"

"Organized religion is man made. My father was a pastor, and I was homeschooled for most of my education. The judgment and hypocrisy were awful. I believe in relationships not religion."

-Current None, "Don't believe in religion"

Base: Current Nones (n=997)

The Six Types of Religiously Unaffiliated People

Segment 4: Open Owen

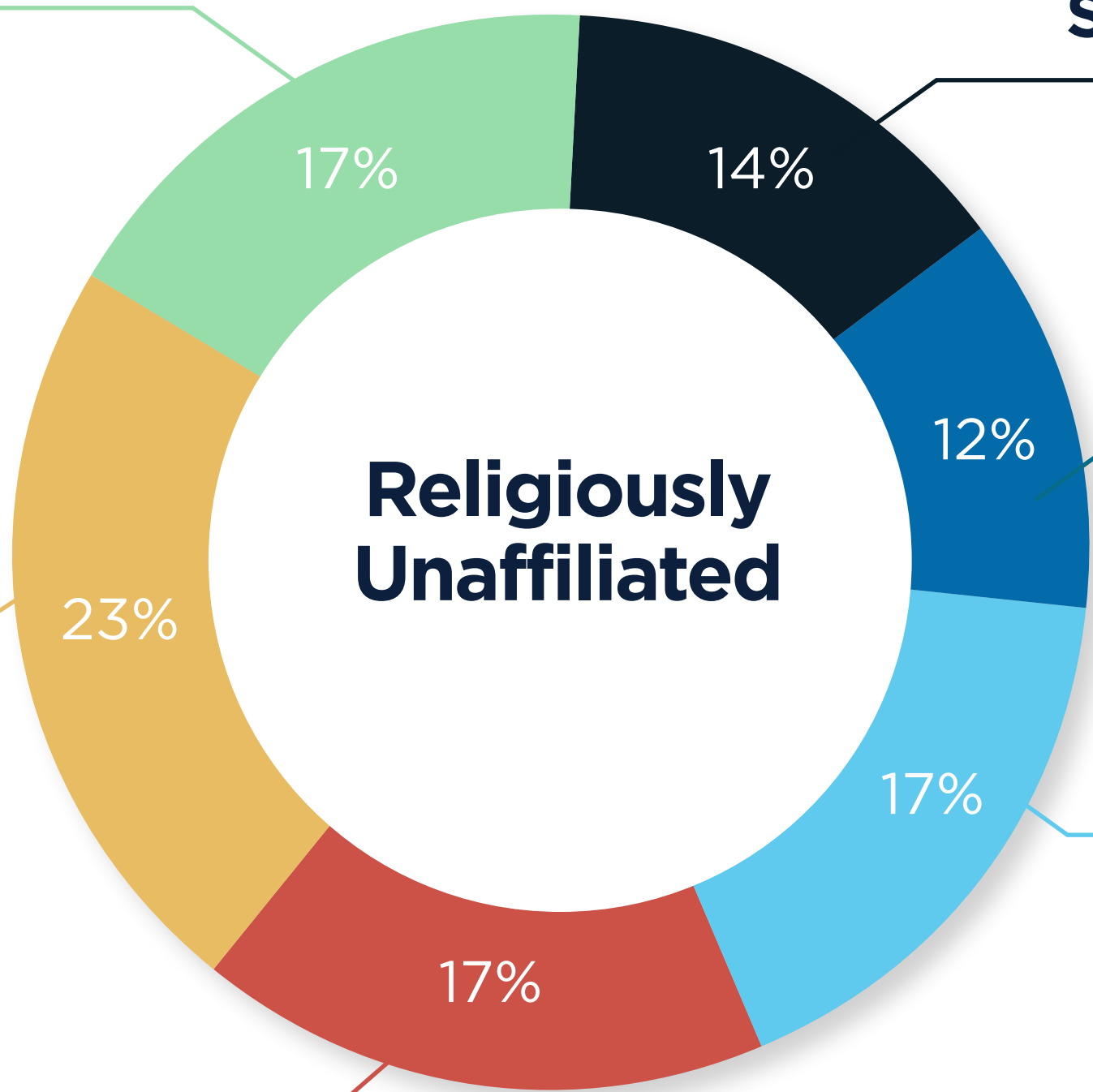
- Say God or religion will be in their life in the future
- Religion was important in their life when growing up
- Not satisfied with nor fulfilled in life; feel like there is something missing

Segment 3: Dissatisfied Drew

- Not fully opposed to having God or religion in their life in the future
- Not satisfied with nor fulfilled in life; they feel like there is something missing

Segment 2: Satisfied Sally

- Not fully opposed to having God or religion in their life in the future
- Satisfied with and fulfilled in life



Segment 1A: Thriving Theresa

- Satisfied with their lives and do not feel there is anything important missing
- Least likely to seriously examine their lives

Segment 1B: Solo Scott

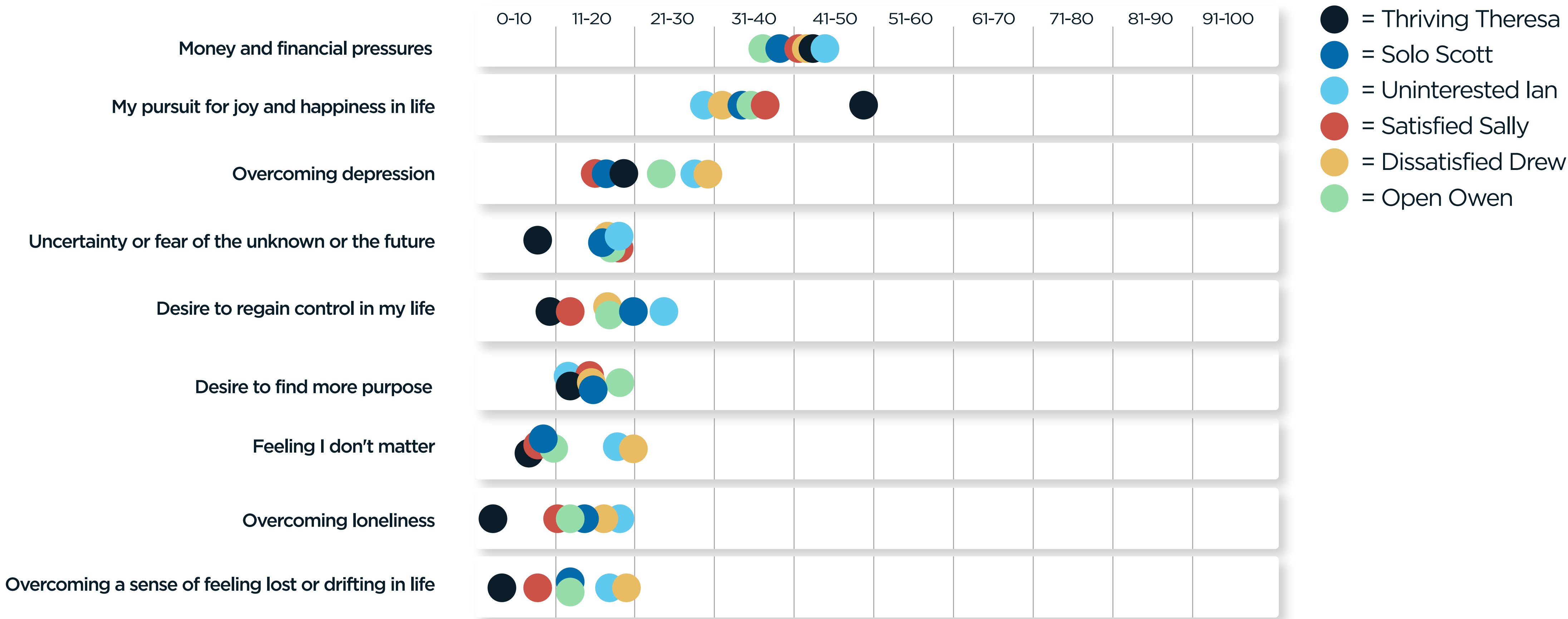
- Least likely to think about the meaning and purpose of life
- Least likely to feel it's important to belong to a community

Segment 1C: Uninterested Ian

- Least satisfied with their lives and more likely to feel there is something important missing from their lives
- Compared to Segments 1A and 1B, they are more likely to say religion was important when growing up
- Important for them to belong to a community

Personal Forces Driving Life Priorities

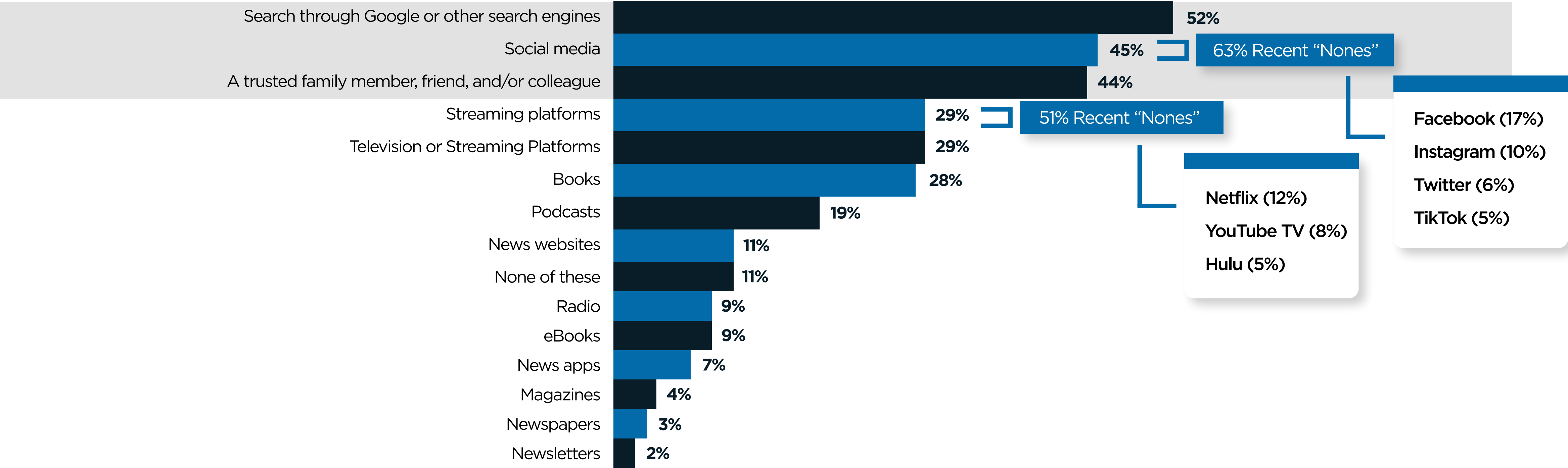
There is consensus among all six segments in that *money and financial pressures* as well as *their pursuit for joy and happiness in life* are the top forces driving their priorities in life at this moment.



BASE: All Respondents (Thriving Theresa (n=141); Solo Scott (n=119); Uninterested Ian (n=178); Satisfied Sally (n=165); Dissatisfied Drew (n=241); Open Owen (n=180)) Q405. There are many different values, frustrations, and emotional drivers that shape our lives—some for the good, some bad, and some a combination of both. **Thinking about your own life, which of the following best describe the personal forces that are most significantly driving your priorities in life now?** Please select the 1-3 items below that best apply to you.

How They Look for Ideas, Solutions, and Help

Either online through Google and social media or in-person through a trusted family member, friend, and/or colleague are the primary ways the current Religiously Unaffiliated look for ideas, solutions, and help.

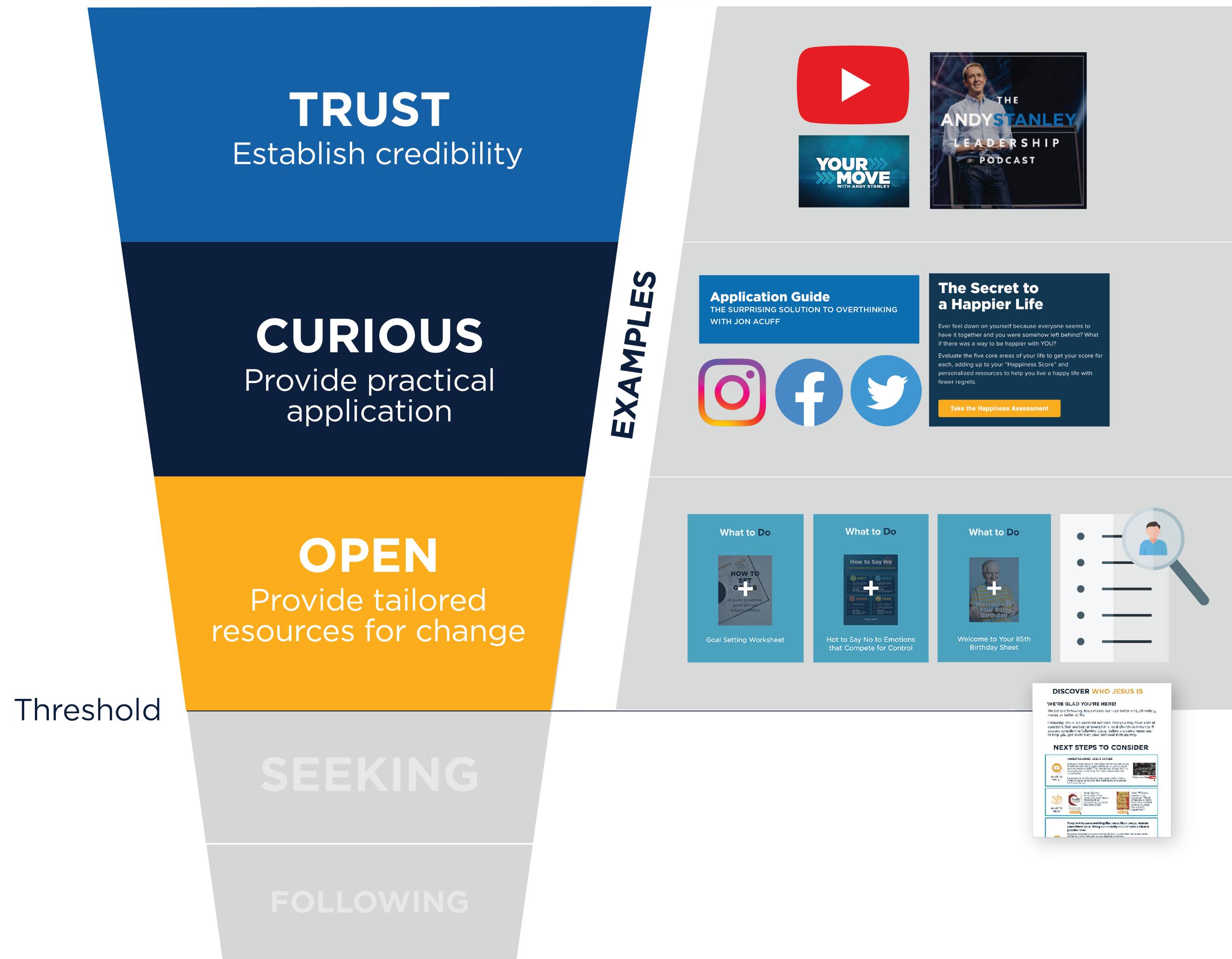


Base: Current Nones (n=997)



From Chasing Happiness to Discovering Jesus

Our Model



- YMC has developed a comprehensive understanding of how to reach the Religiously Unaffiliated through a decade of engagement and research
- By utilizing the communication style of Andy Stanley, conducting primary research in 2022, and drawing on the insights of Everts and Schaupp on the post-modern skeptics' journey to faith, YMC has designed programs that guide individuals through the following phases of change

Searching for Happiness

- In addition to our primary research, Google's annual year in search terms consistently shows that people are searching for ways to become happier
- Armed with our research, we will intersect our target audience with the teachings of Jesus as they digitally search for answers to unhappiness, unfulfillment, loneliness, discontentment, and more
- We will accomplish this through the Happiness Program



Happiness Program Audience Journey



The nuance of this journey can be difficult to visualize, so the following is a snapshot of what the audience experiences.

- YMC's target audience encounters various types of digital ad placements where they are consuming content
- They are invited to take an assessment to determine what areas of their life they can target to improve their happiness
- They are then presented with their results and invited to engage with something to watch, read, listen to, and do to improve their happiness
- Through YMC's systems infrastructure, participants are sent next steps based on behaviors. Depending on actions taken, this could be the next piece of content, engaging in their greatest growth area, or engaging with our Discovering Jesus Tool Kit and finding a local church

Thank you for being a Culture Changer!

