

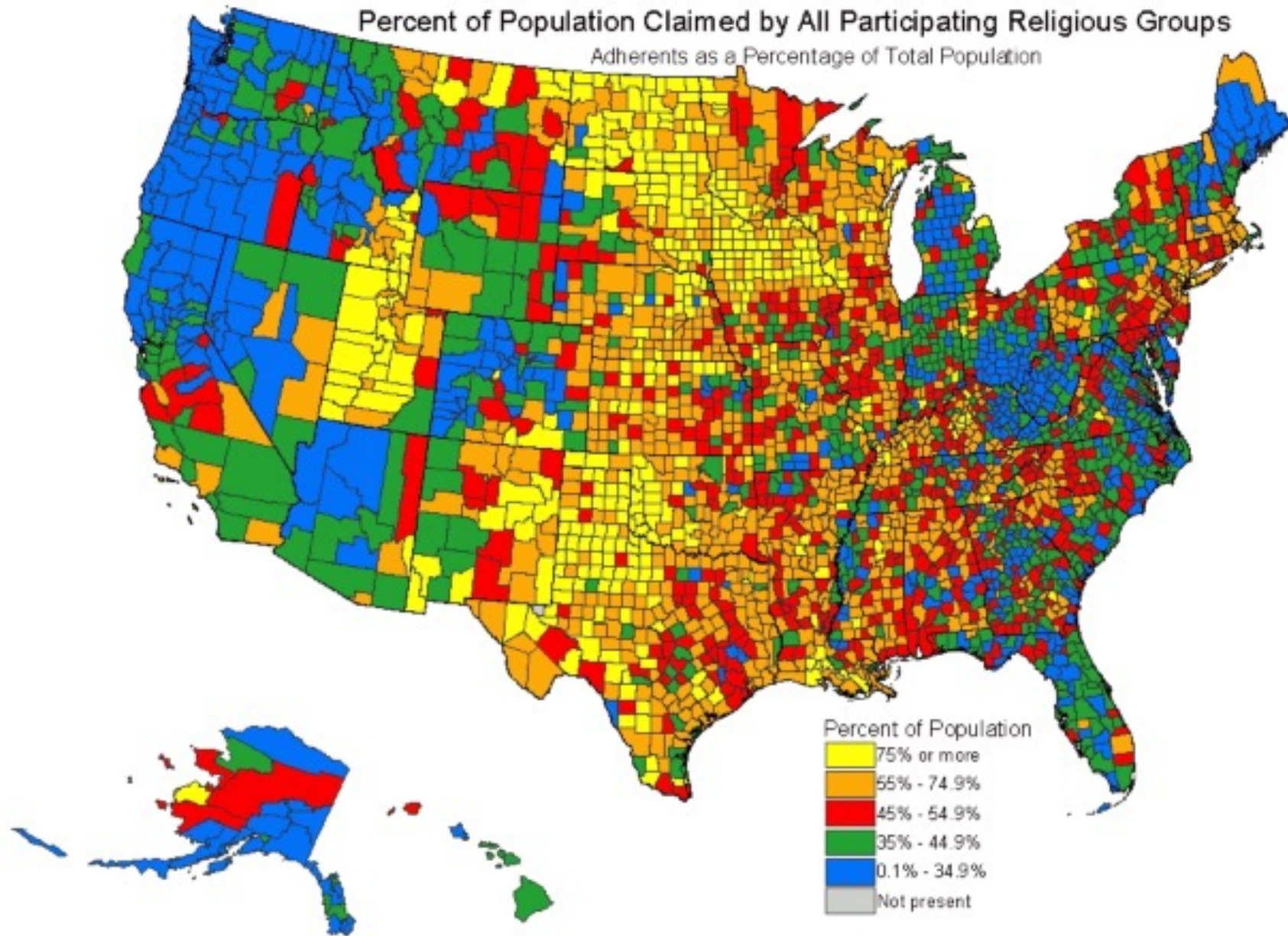
The Religious Needs of the General Public in Georgia and Tennessee

January 18, 2010

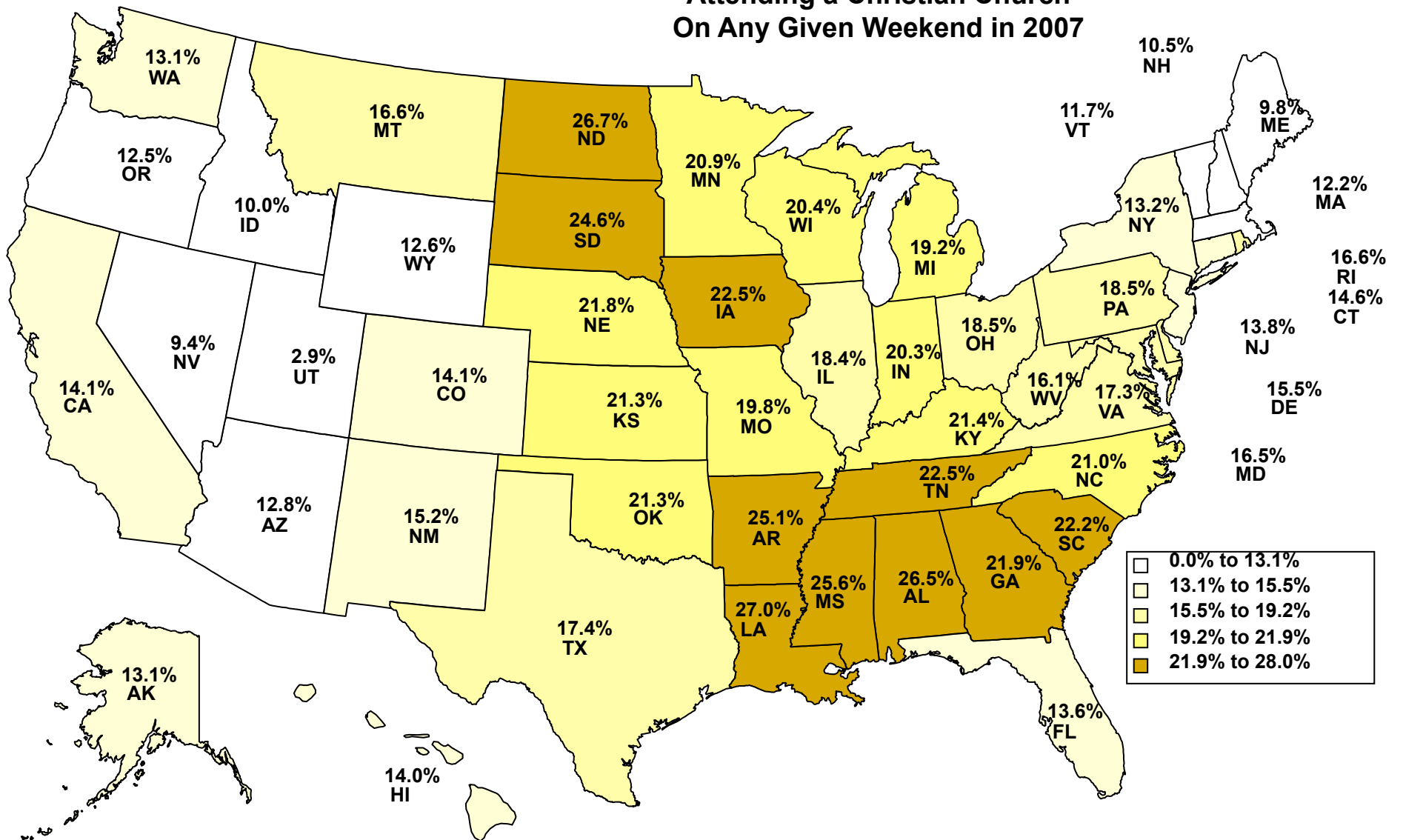
Monte Sahlin

Percent of Population Claimed by All Participating Religious Groups

Adherents as a Percentage of Total Population

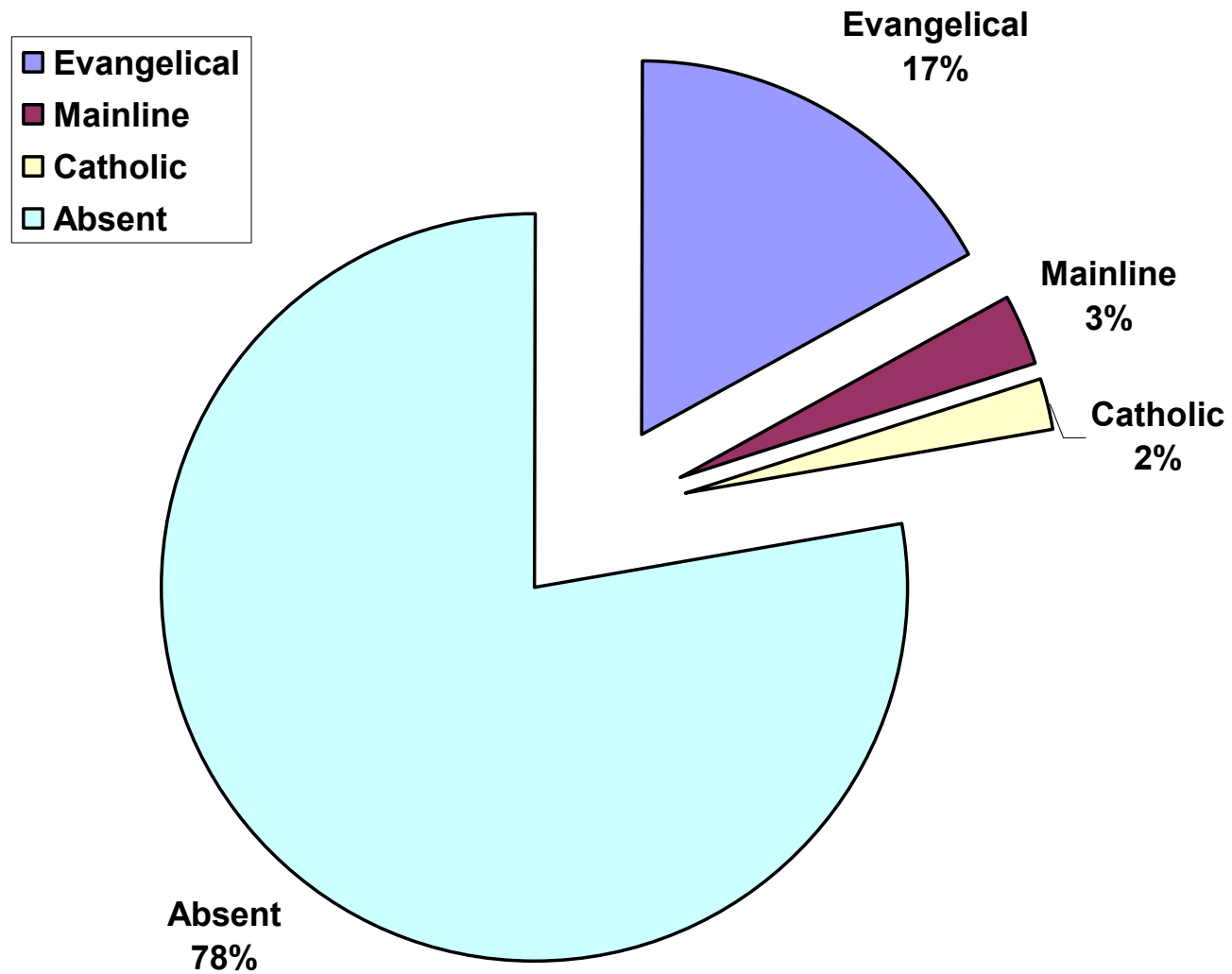


Percentage of the Population Attending a Christian Church On Any Given Weekend in 2007

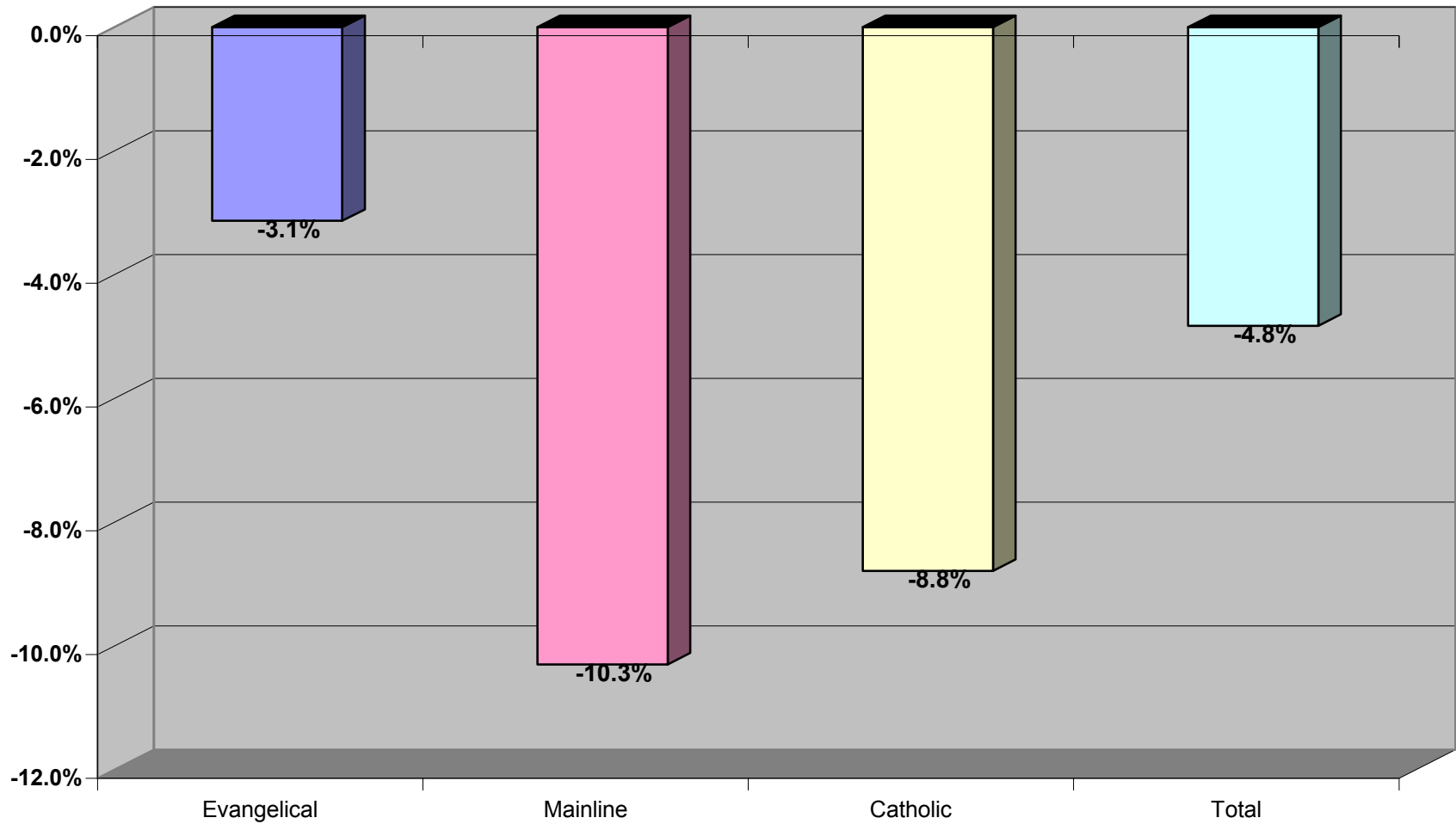


Source: David Olson, American
Church Research Project

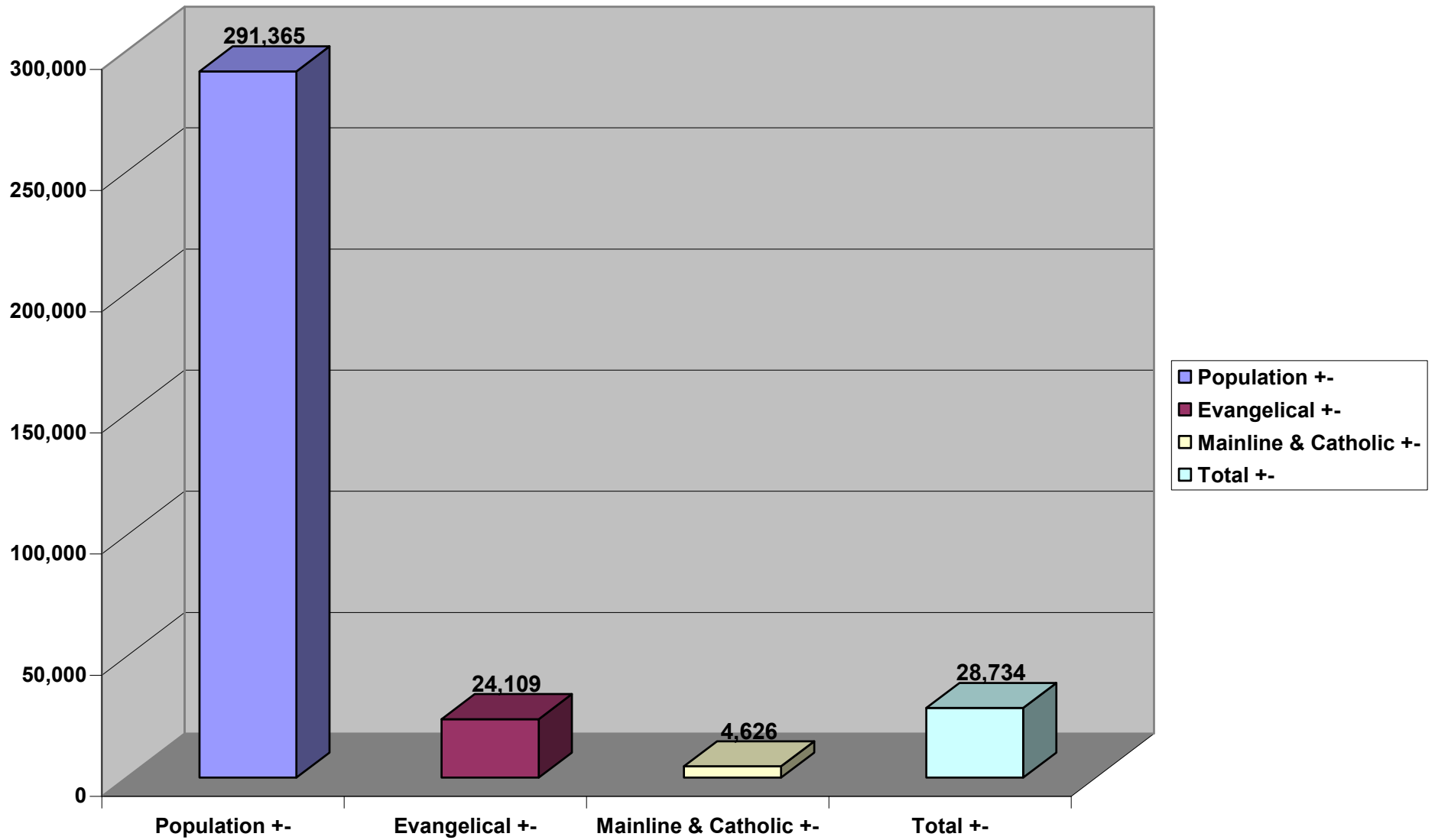
**Percentage of the Population that Attended
a Christian Church in Georgia on any Given Weekend in 2005**



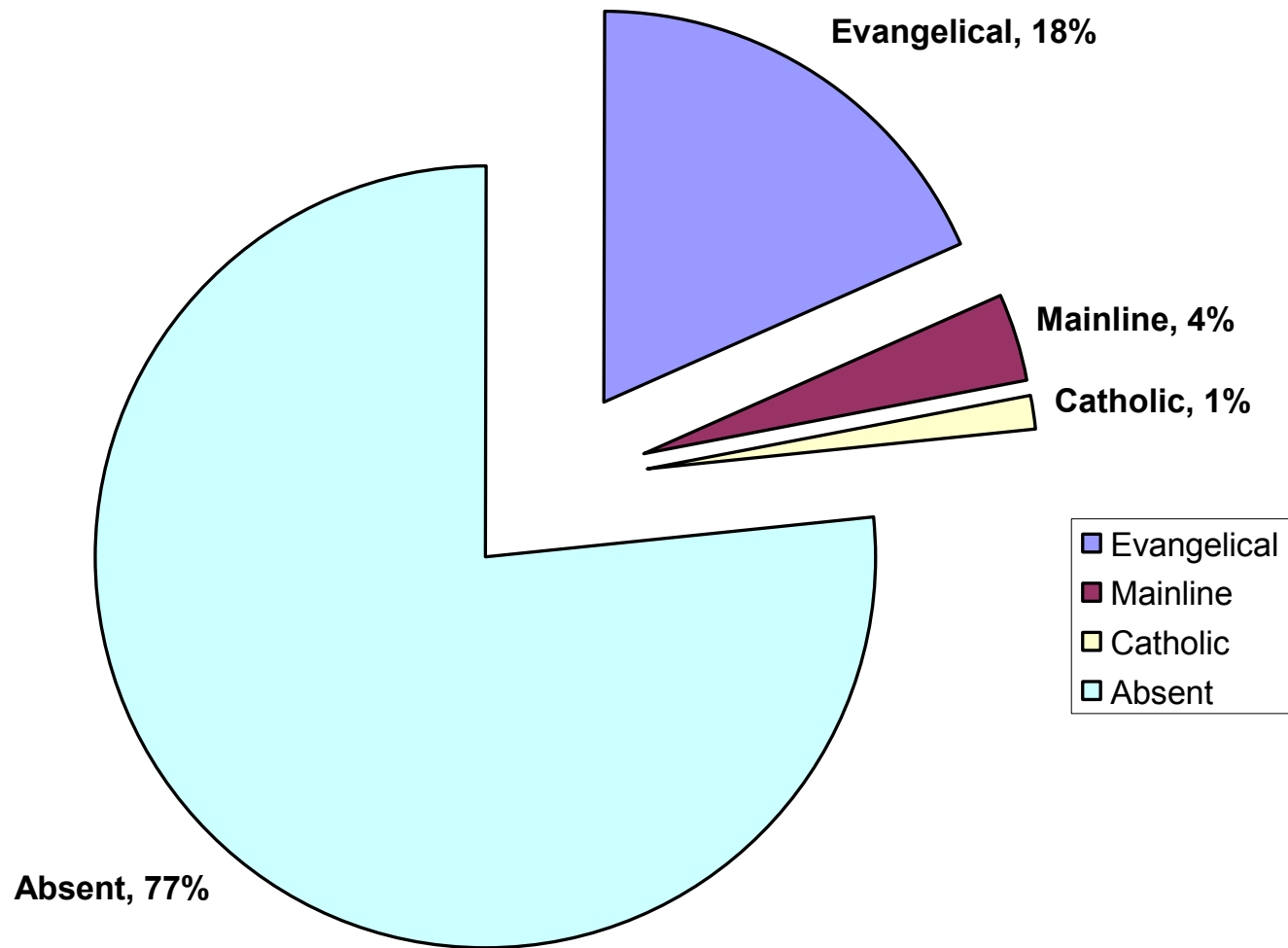
**2000 - 2005 Growth or Decline in the Percentage of the Population
Attending a Christian Church in Georgia**



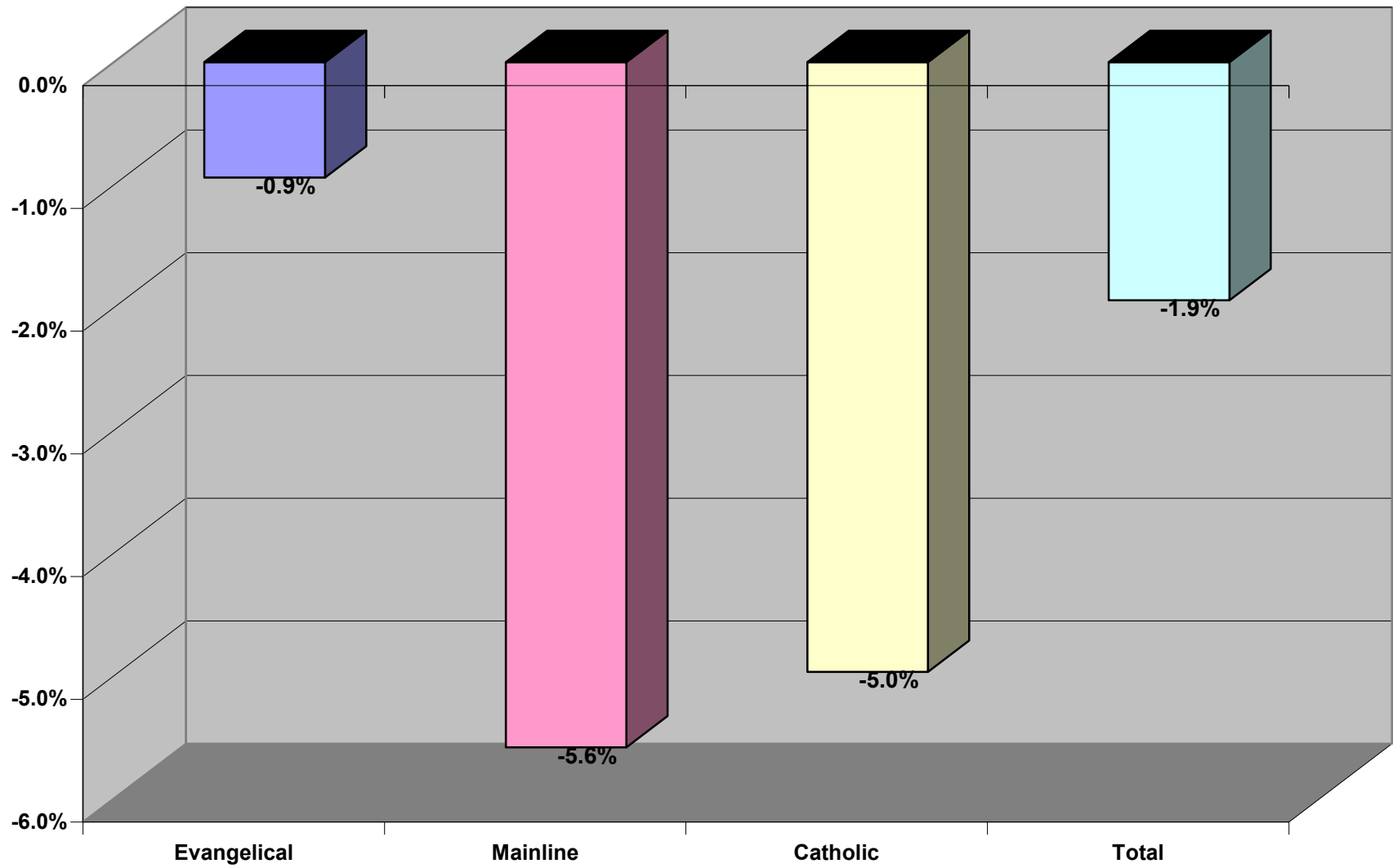
Georgia Population & Church Attendance Growth 2005 - 2006



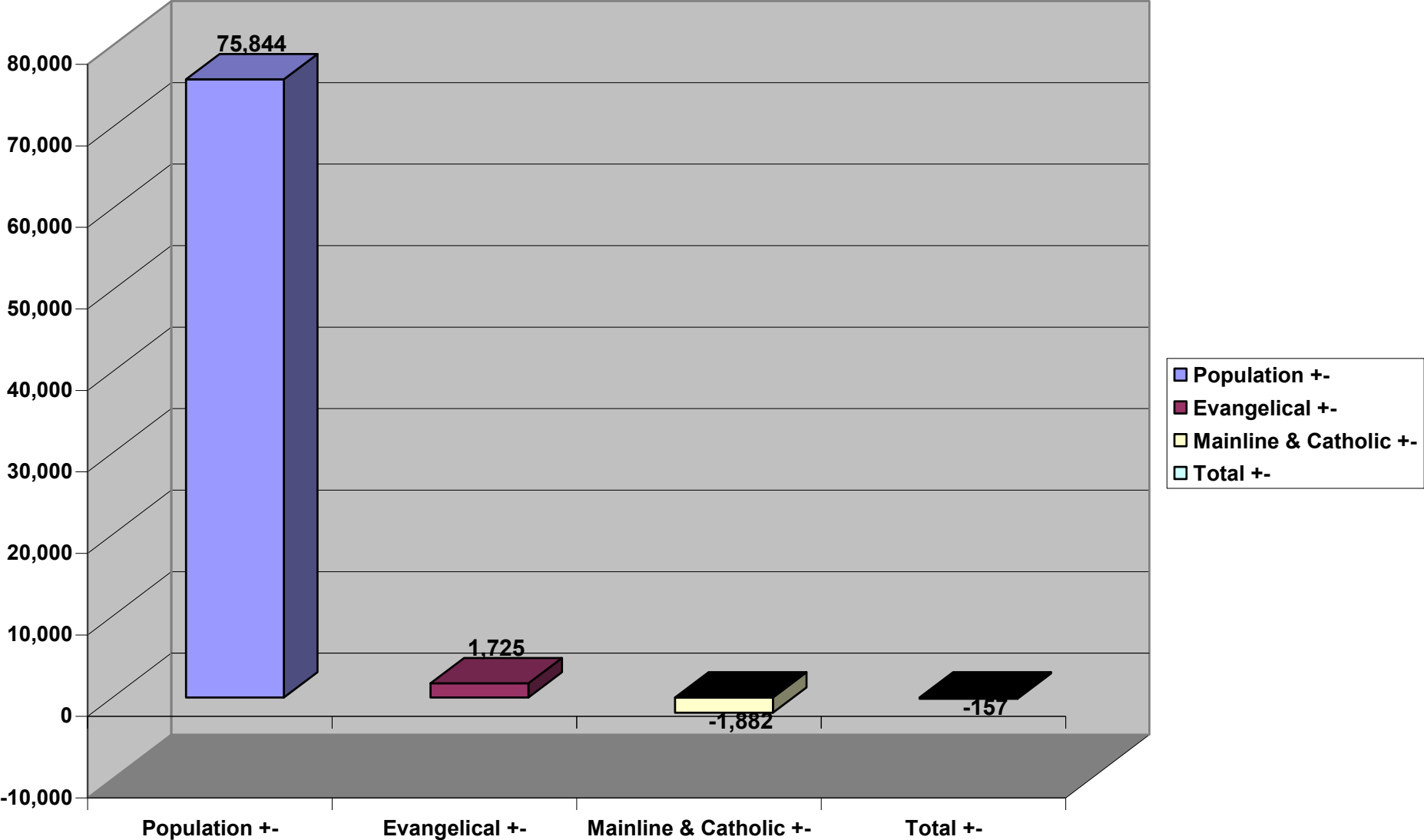
Tennessee 2005 Weekly Worship Attendance



Tennessee - Change in Worship Attendance as a Percentage of Population - 2000 - 2005



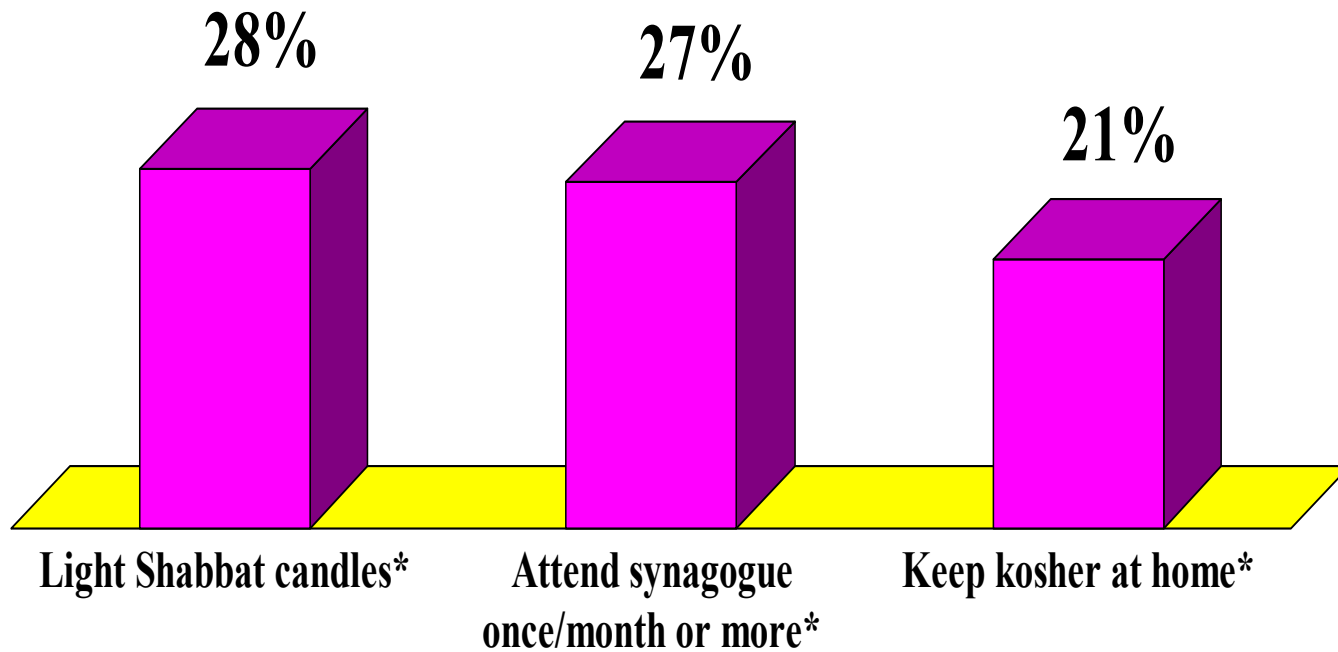
Tennessee Population & Church Attendance Growth 2005 - 2006



Packaging of Adventist Evangelism

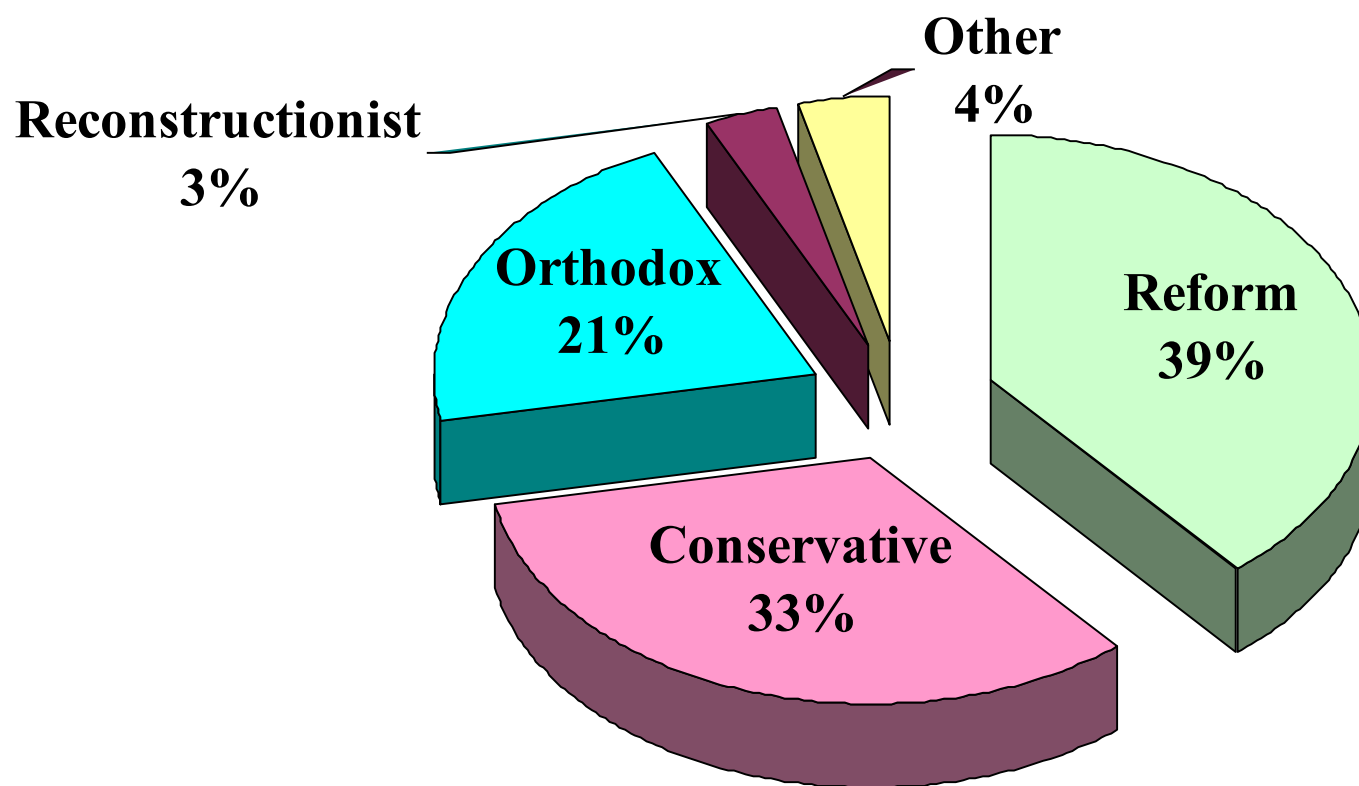
- Advertizing themes: Prophecy, Bible, Family
 - Not Apologetics, Alpha class, Spiritual formation
- Bible translation: KJV, NKJV & maybe NIV
 - Not RSV, NEB, TEV or Catholic translations
- Music: Protestant hymns, Praise music
 - Not liturgical, CCM, Catholic, Folk, Jazz, Opera
- Central focus is preaching, not liturgy, drama
- These are typical of Evangelical religion

Jews who Practice the Religion



Source: 2002 National Jewish Survey

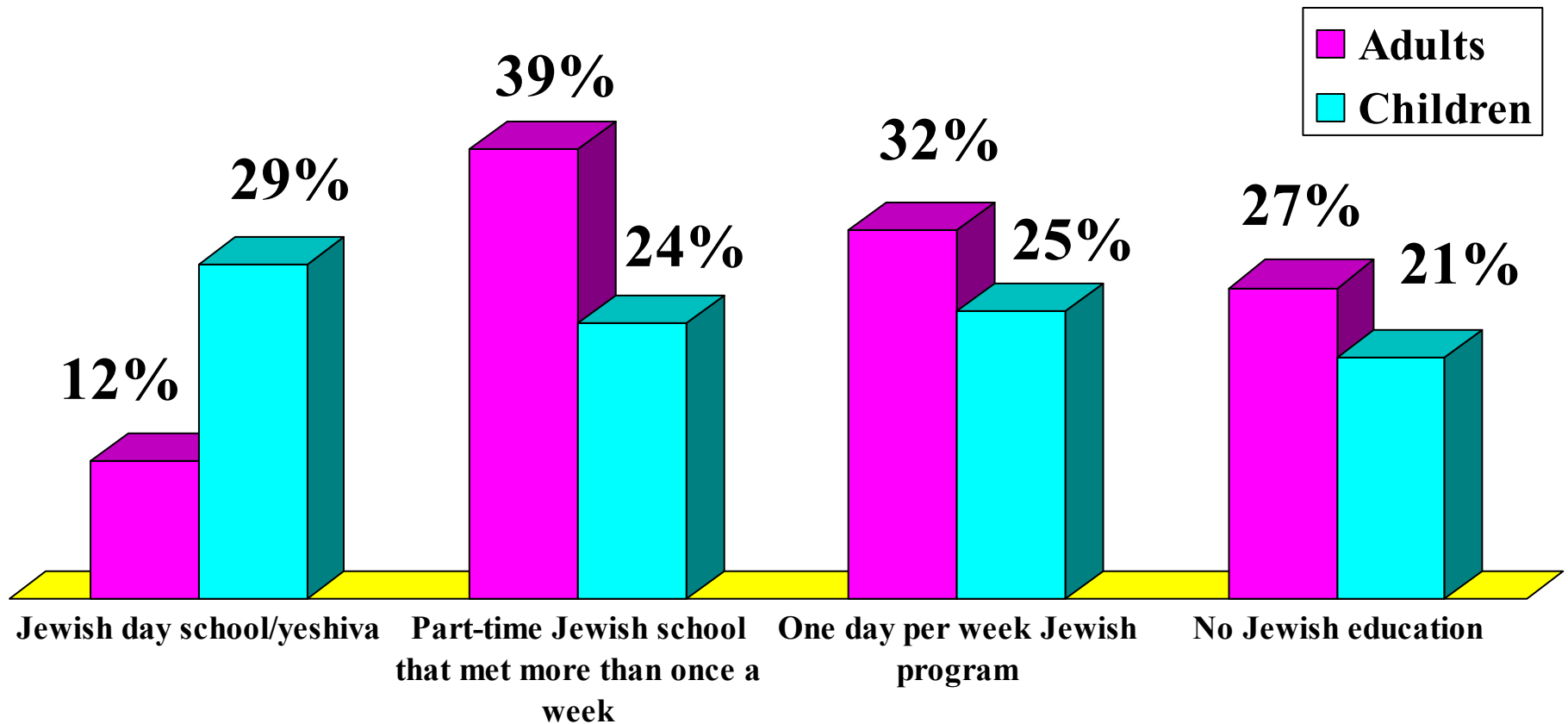
Forty percent of American Jewish households* belong to synagogues.* Among these households, the denominational distribution is shown below:



*These households contain 46% of American Jewish adults.

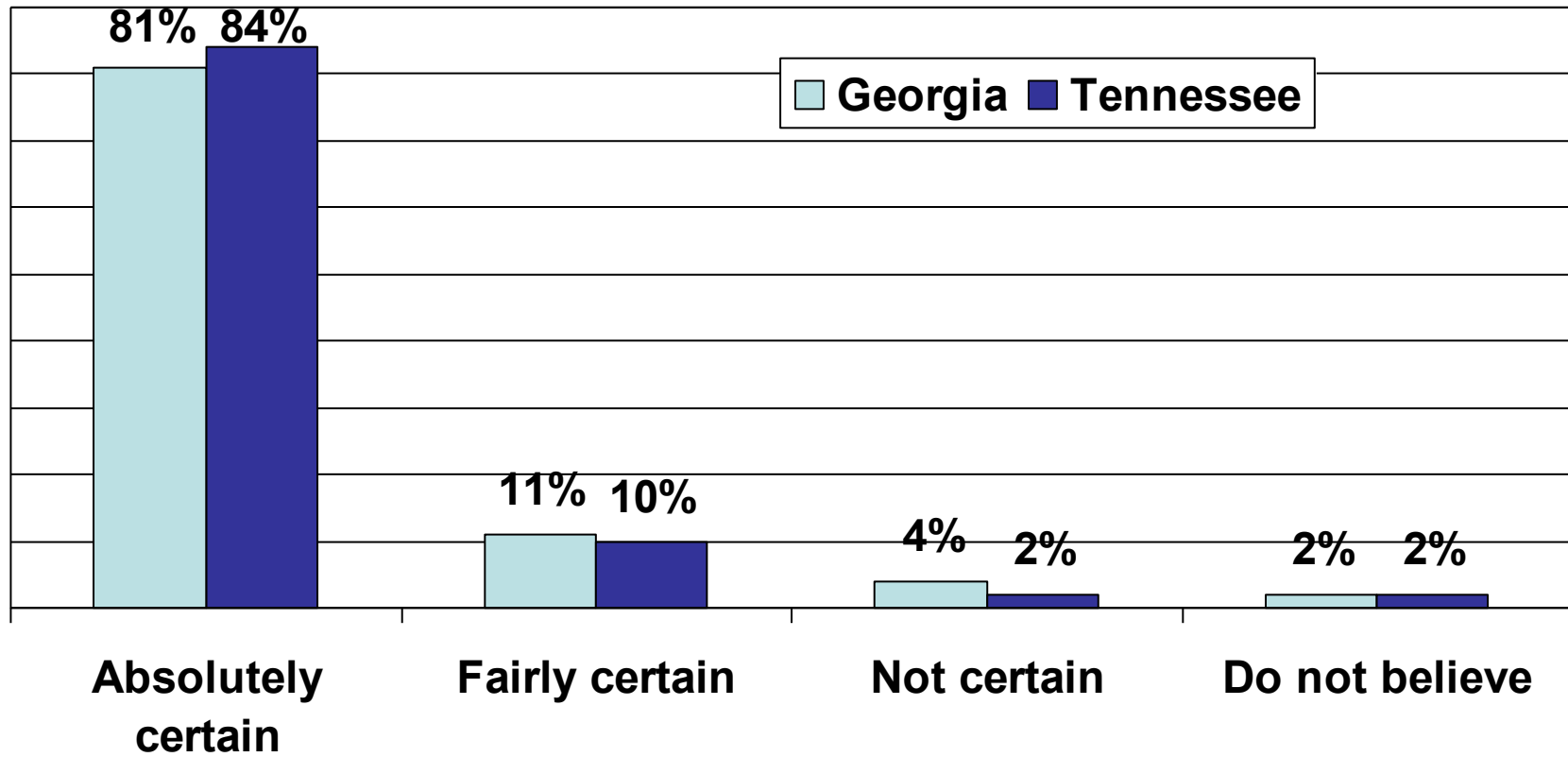
Source: 2002 National Jewish Survey

Jewish children today receive more full-time Jewish schooling than did Jewish adults.*



Source: 2002 National Jewish Survey

Belief in God

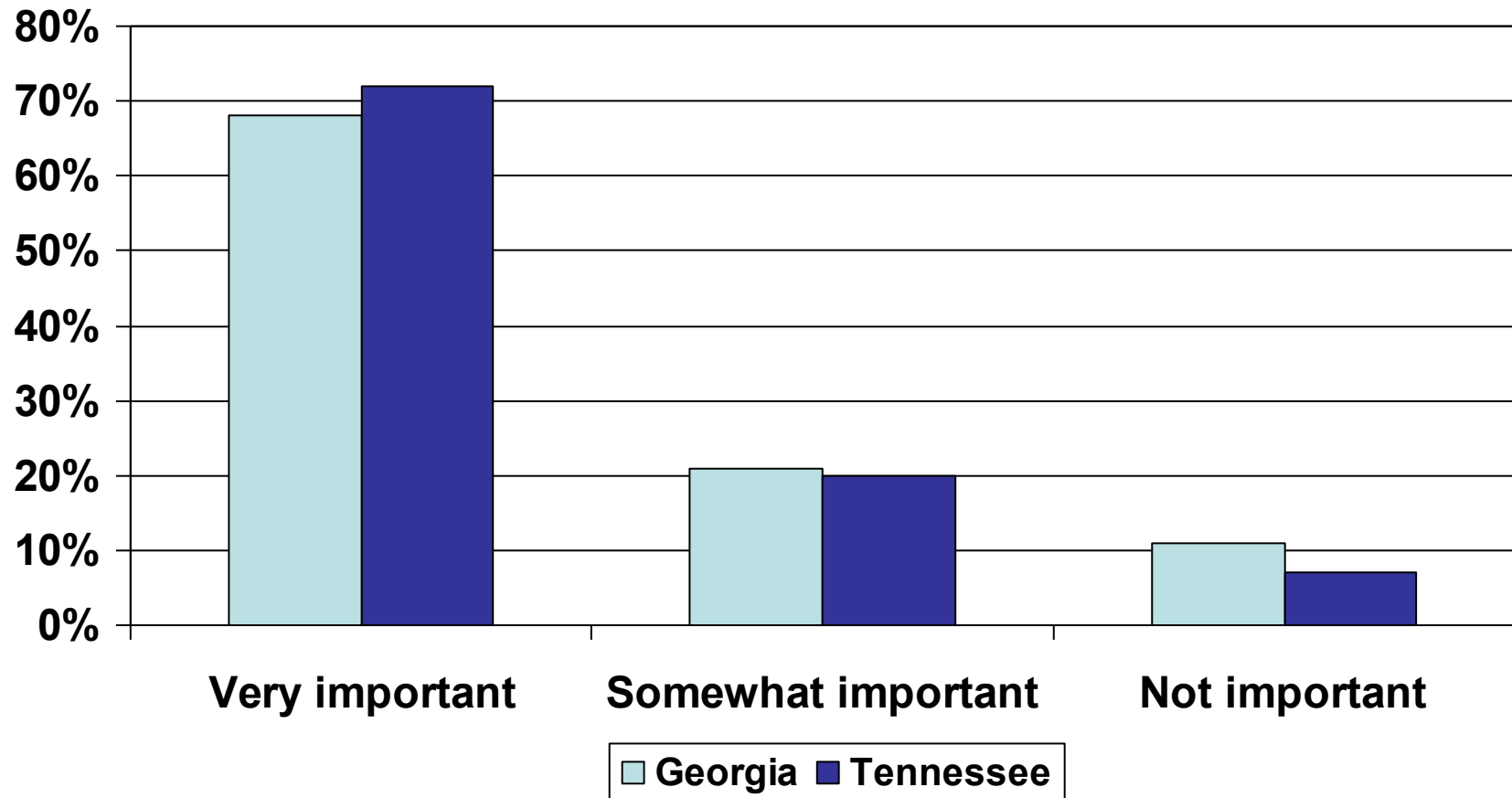


Source: Landscape of American Religion

Involvement with Religion

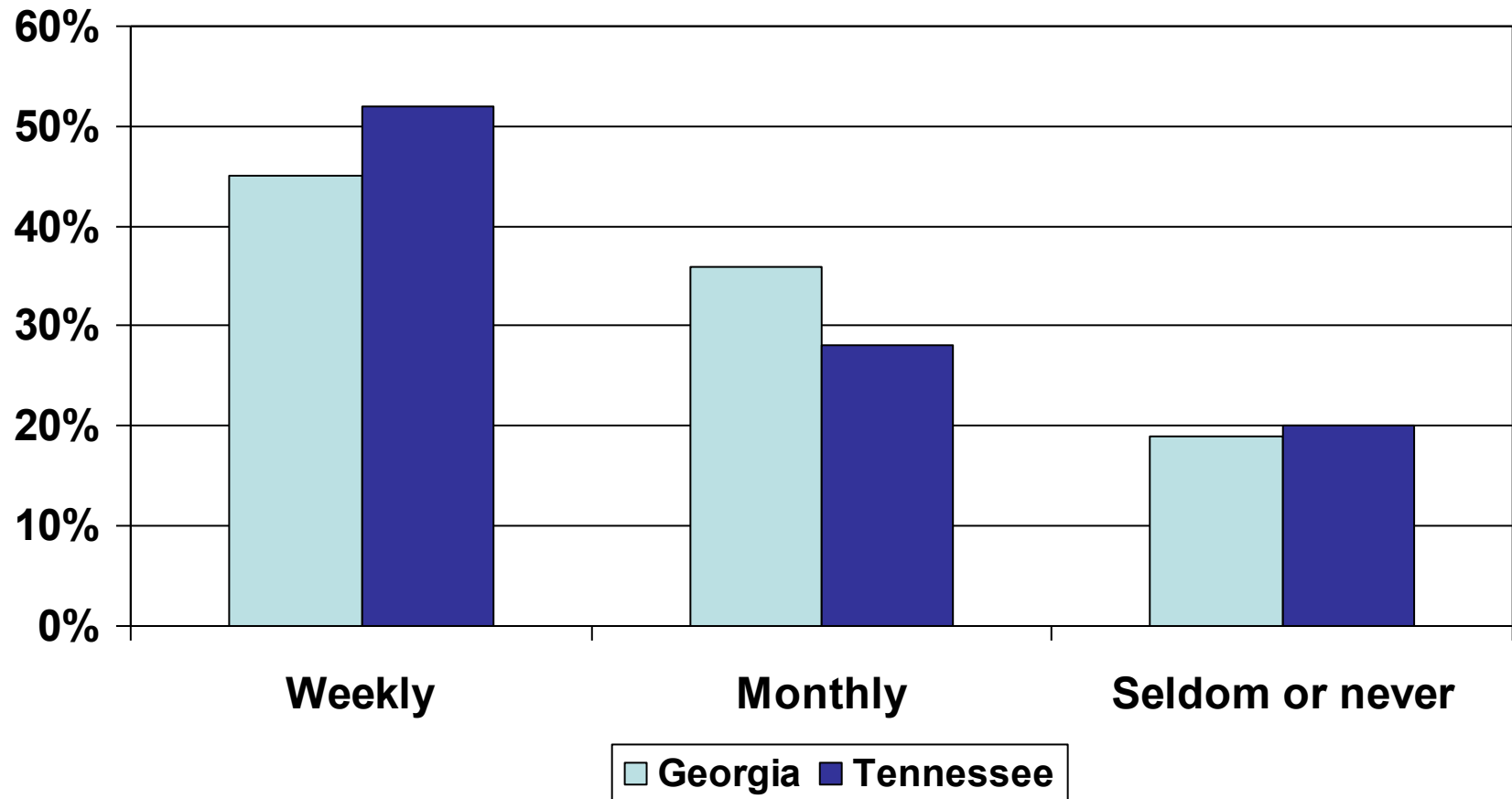
- 71% Baptized, Christened, etc.
- 69% Had a religious wedding
 - Percent of those married
- 66% Expect to have a religious funeral

Importance of Religion in My Life



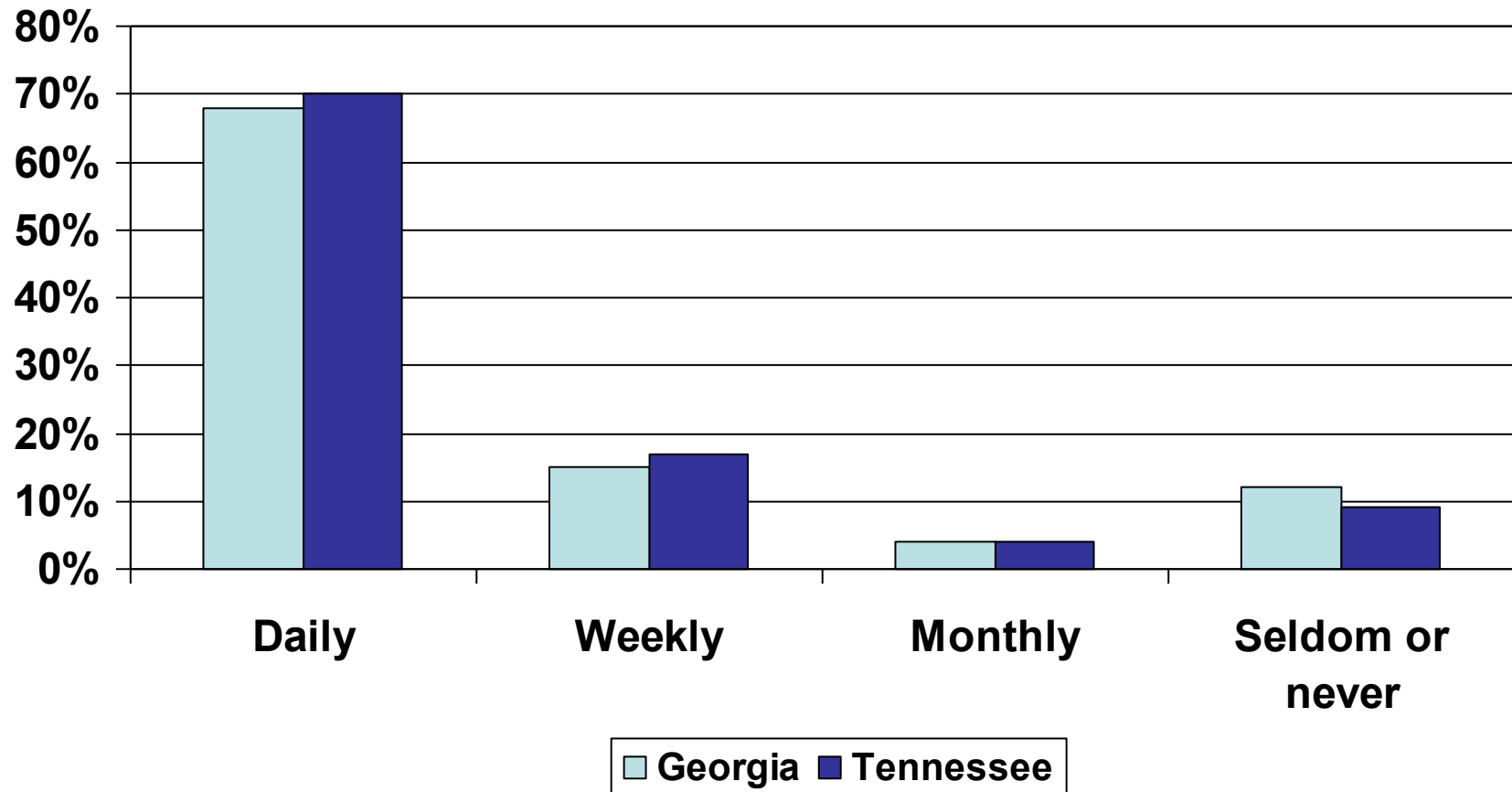
Source: Landscape of American Religion

Church Attendance



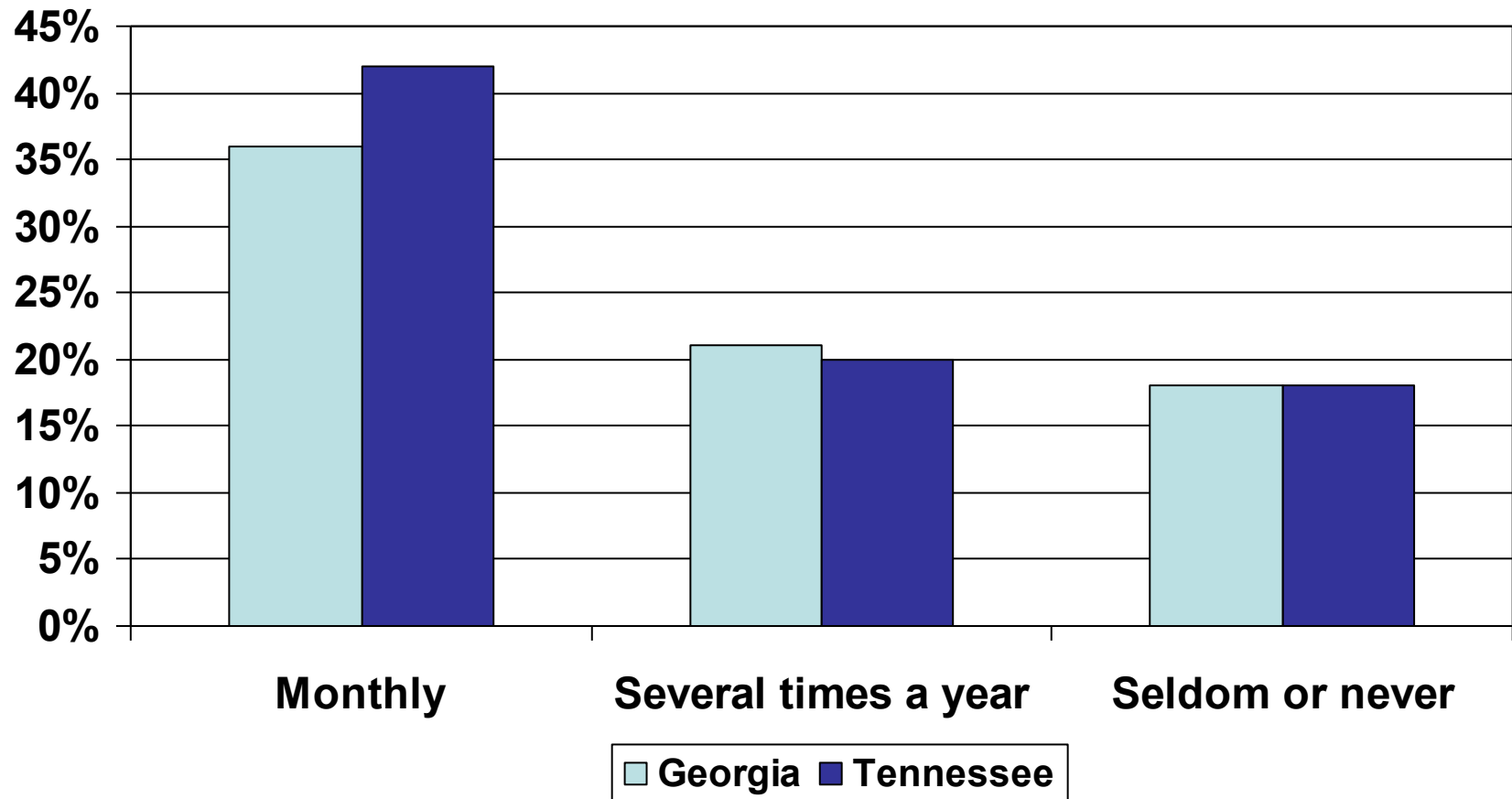
Source: Landscape of American Religion

Frequency of Personal Prayer



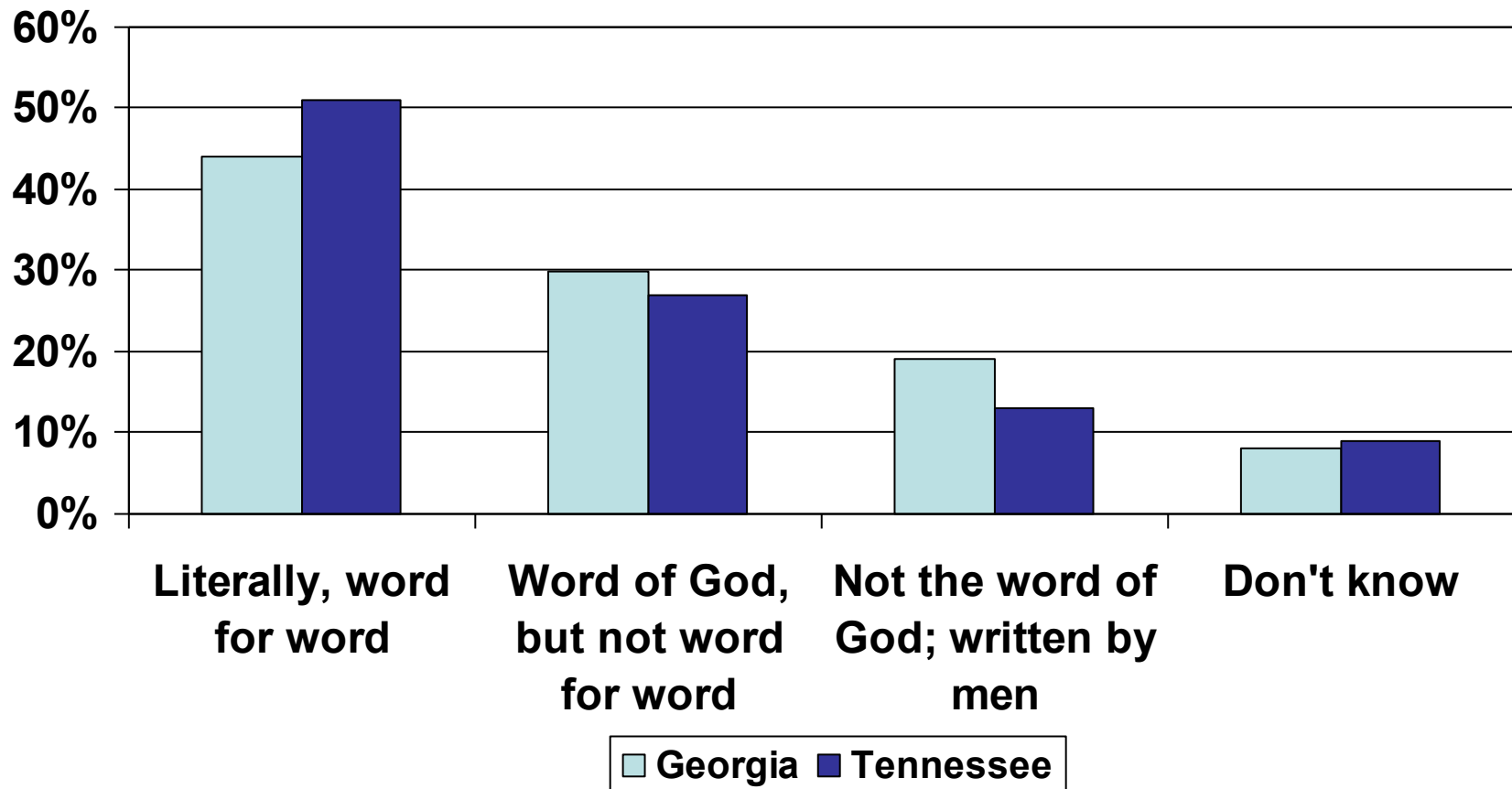
Source: Landscape of American Religion

Frequency of Answers to Prayer



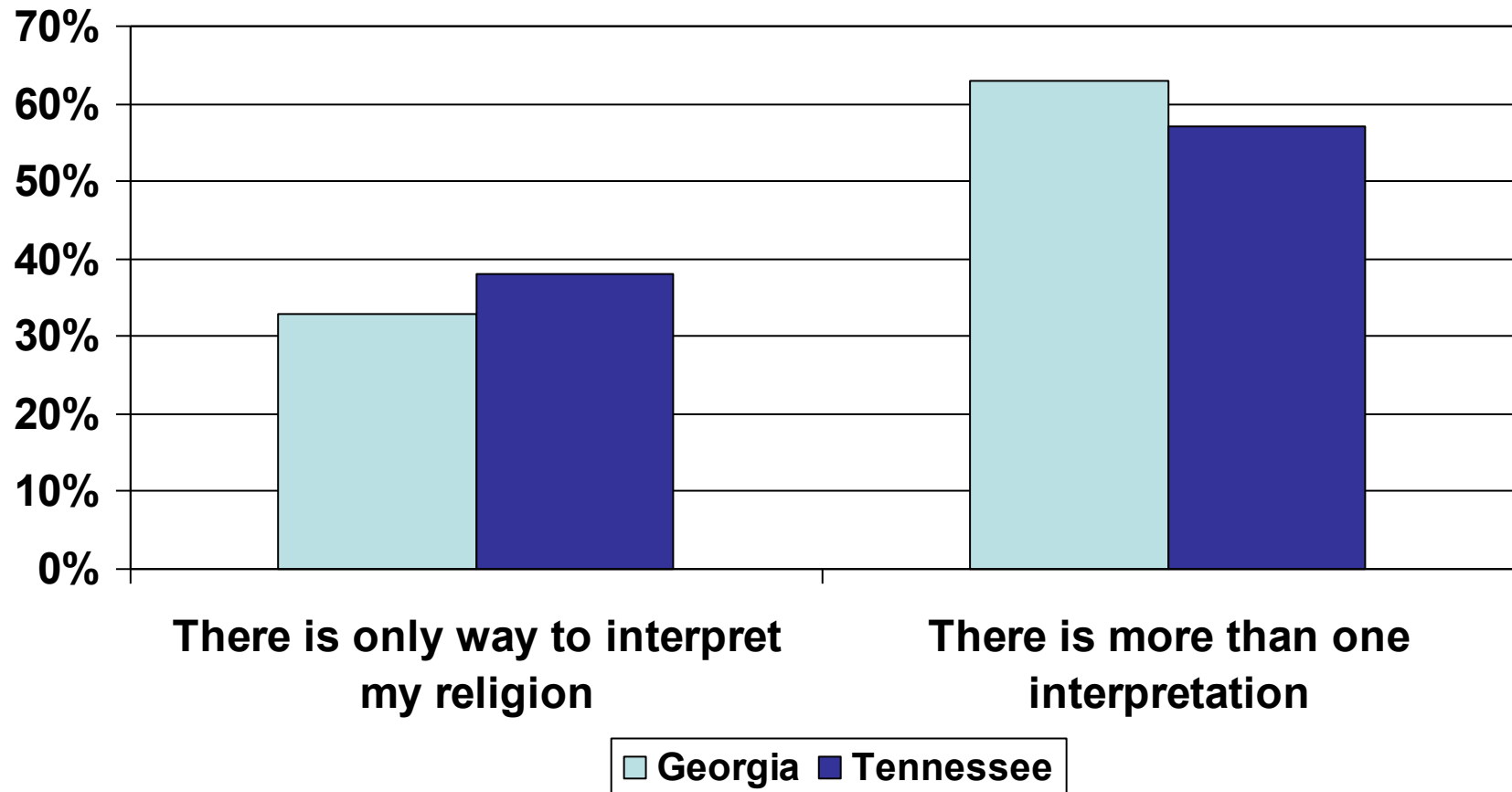
Source: Landscape of American Religion

How do You Interpret the Bible?



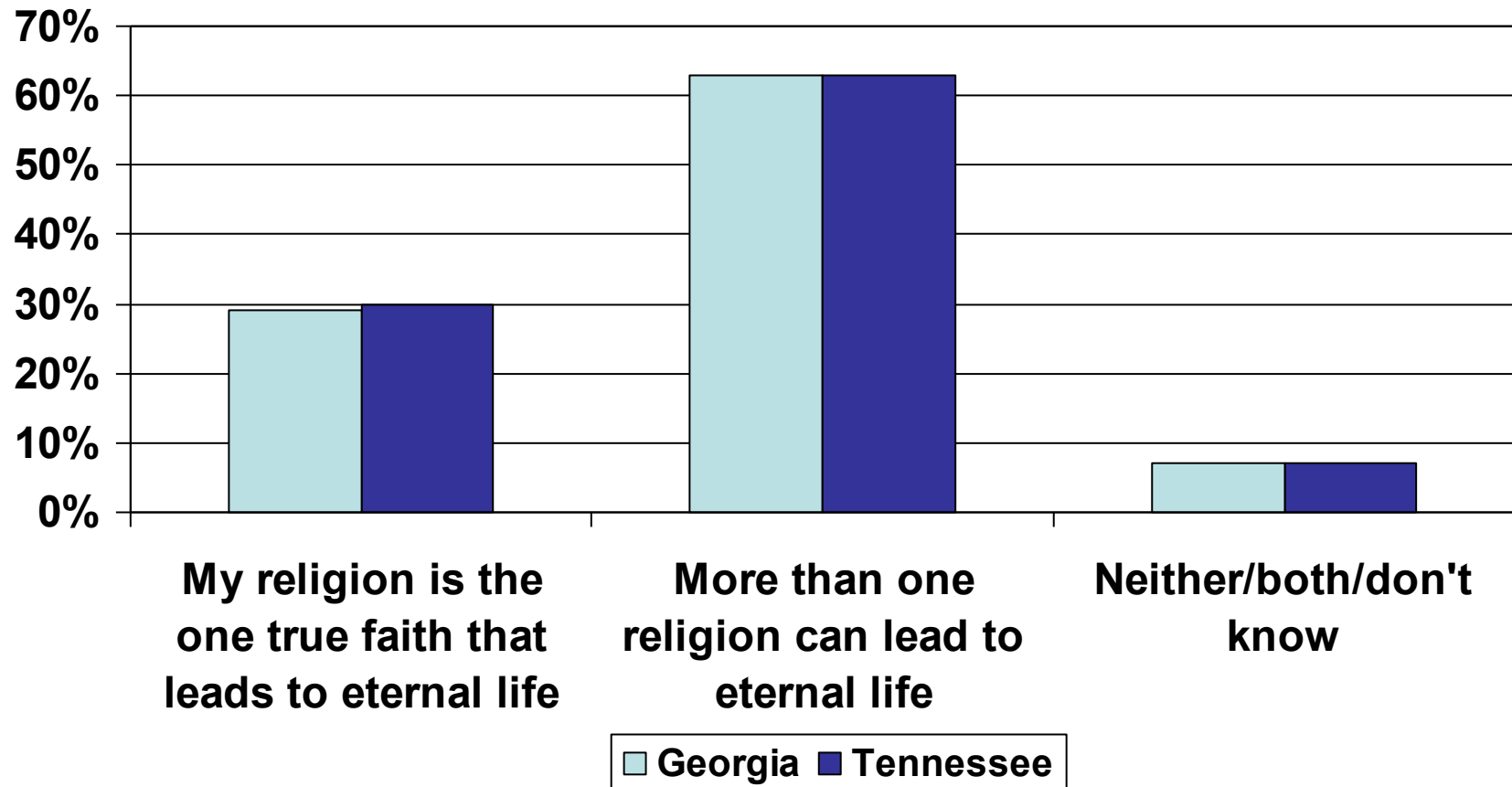
Source: Landscape of American Religion

Interpretation of My Religious Beliefs



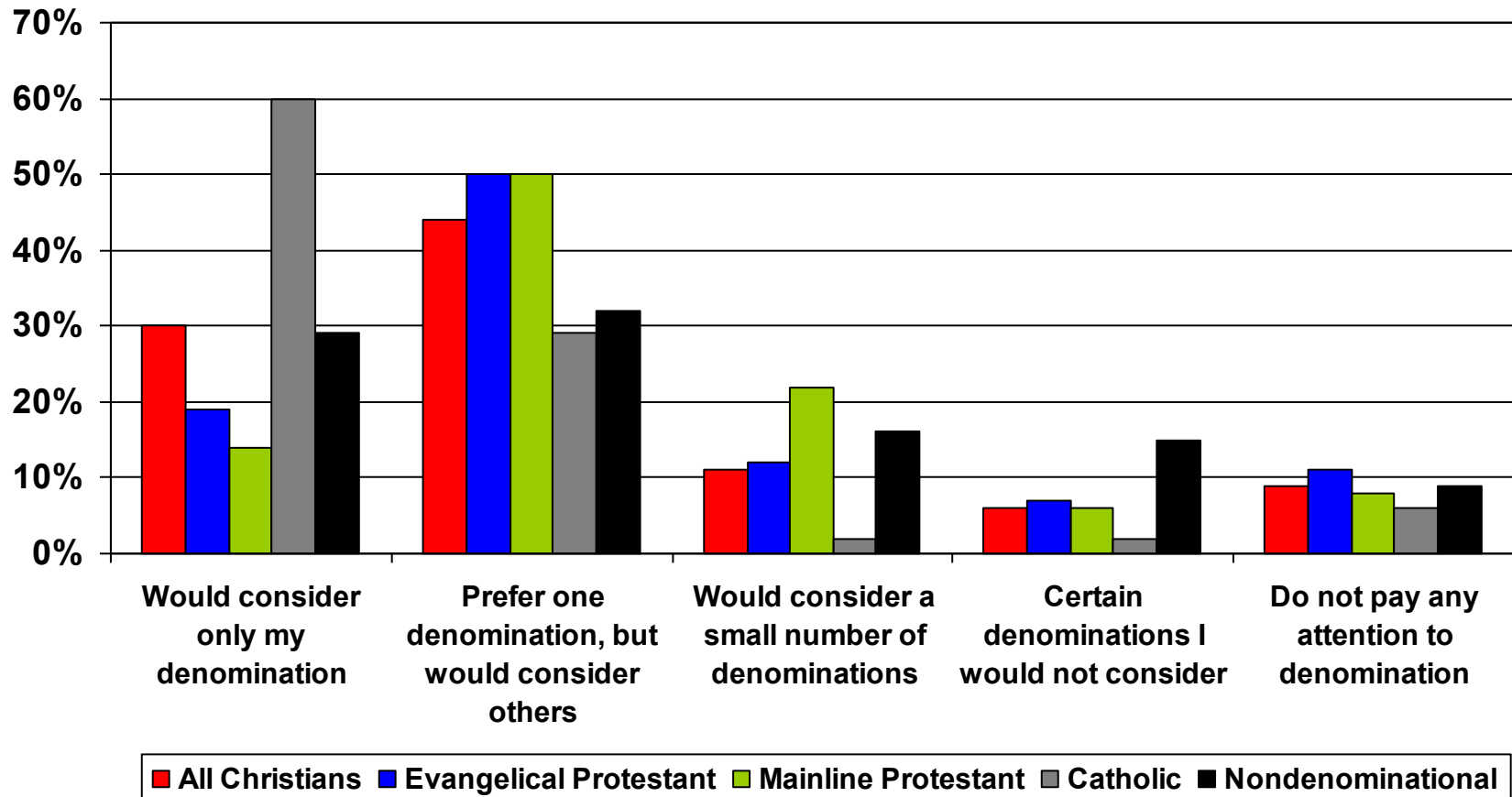
Source: Landscape of American Religion

One Way to Eternal Life



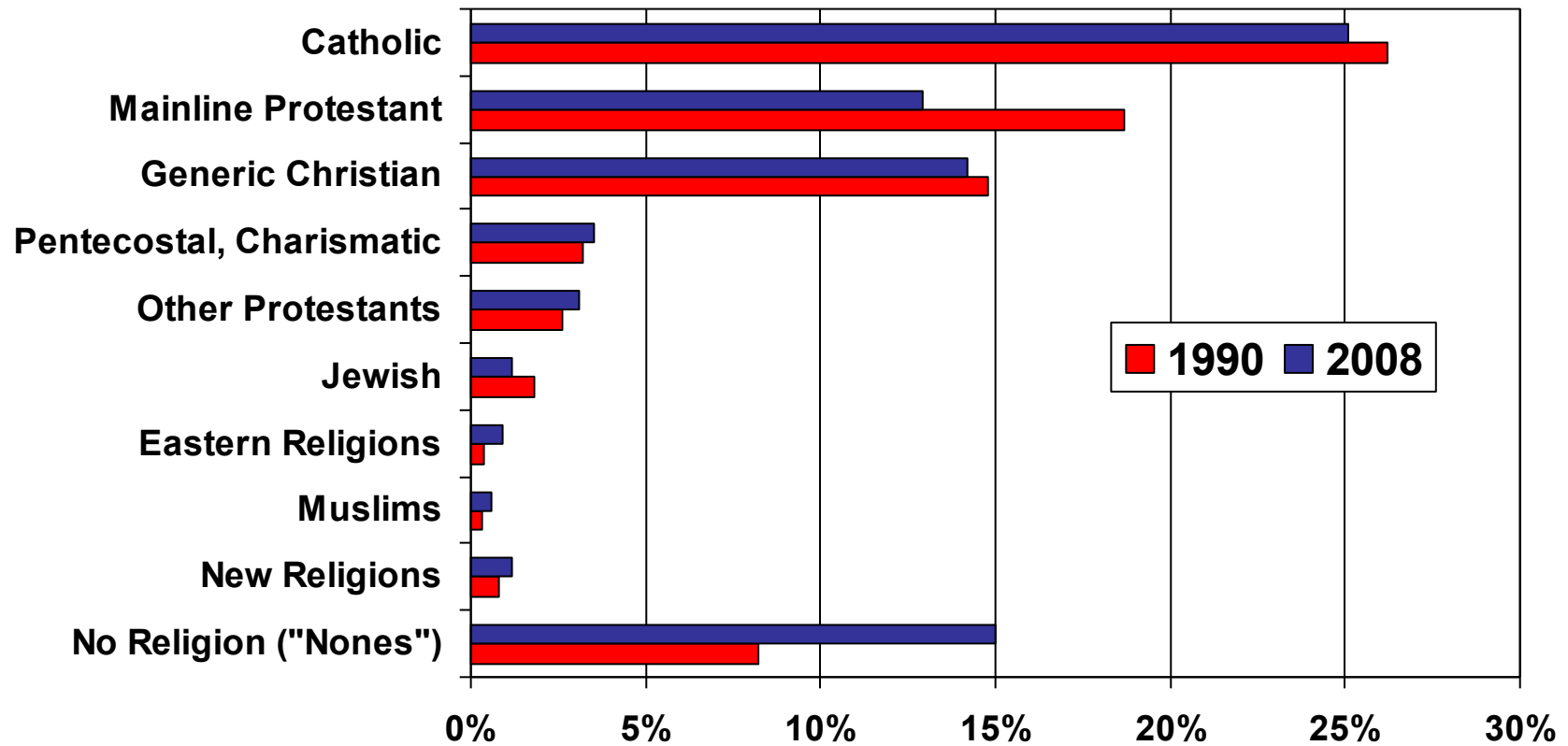
Source: Landscape of American Religion

Denominational Loyalty



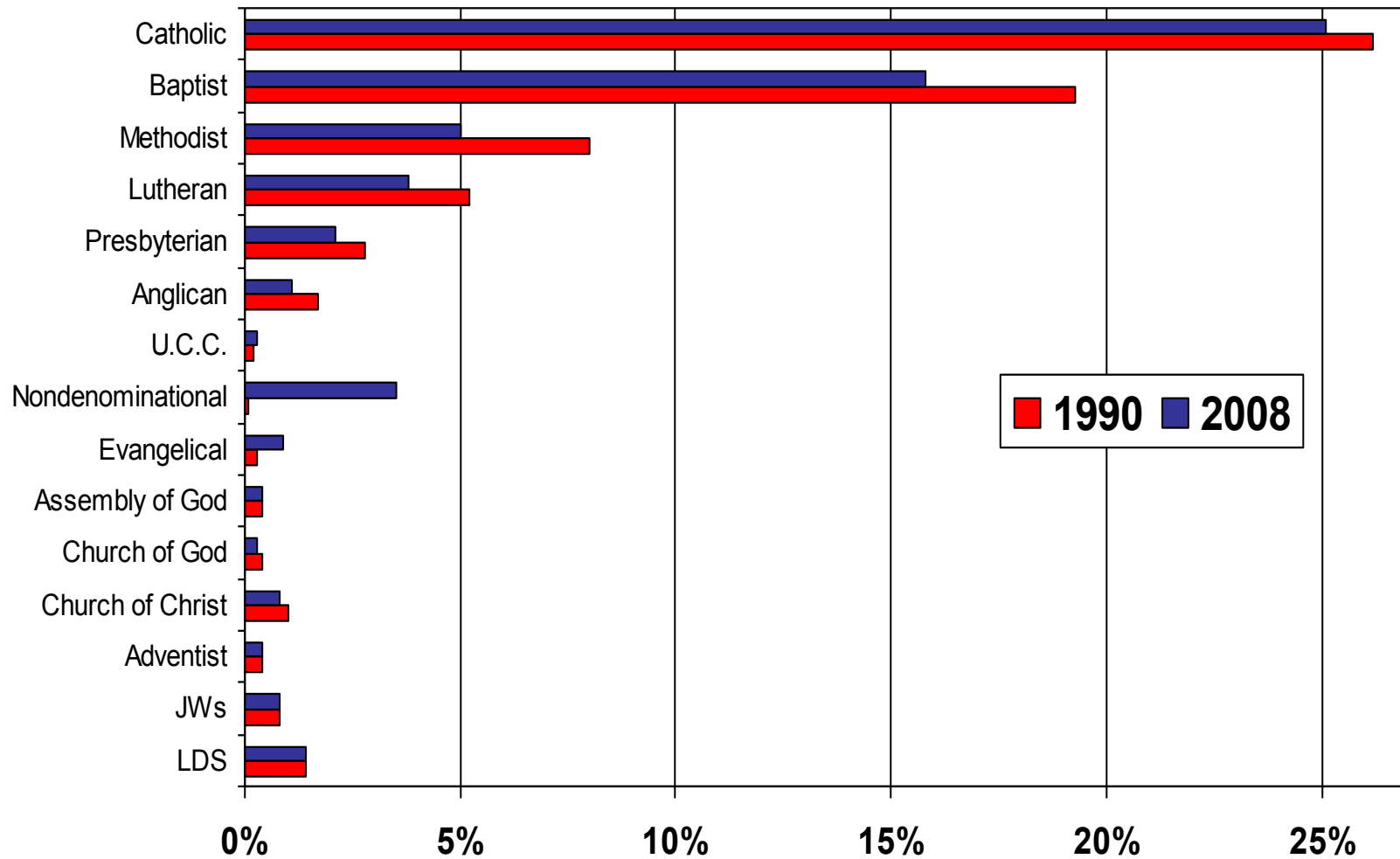
Source: Ellison Research

Religious Self-identification



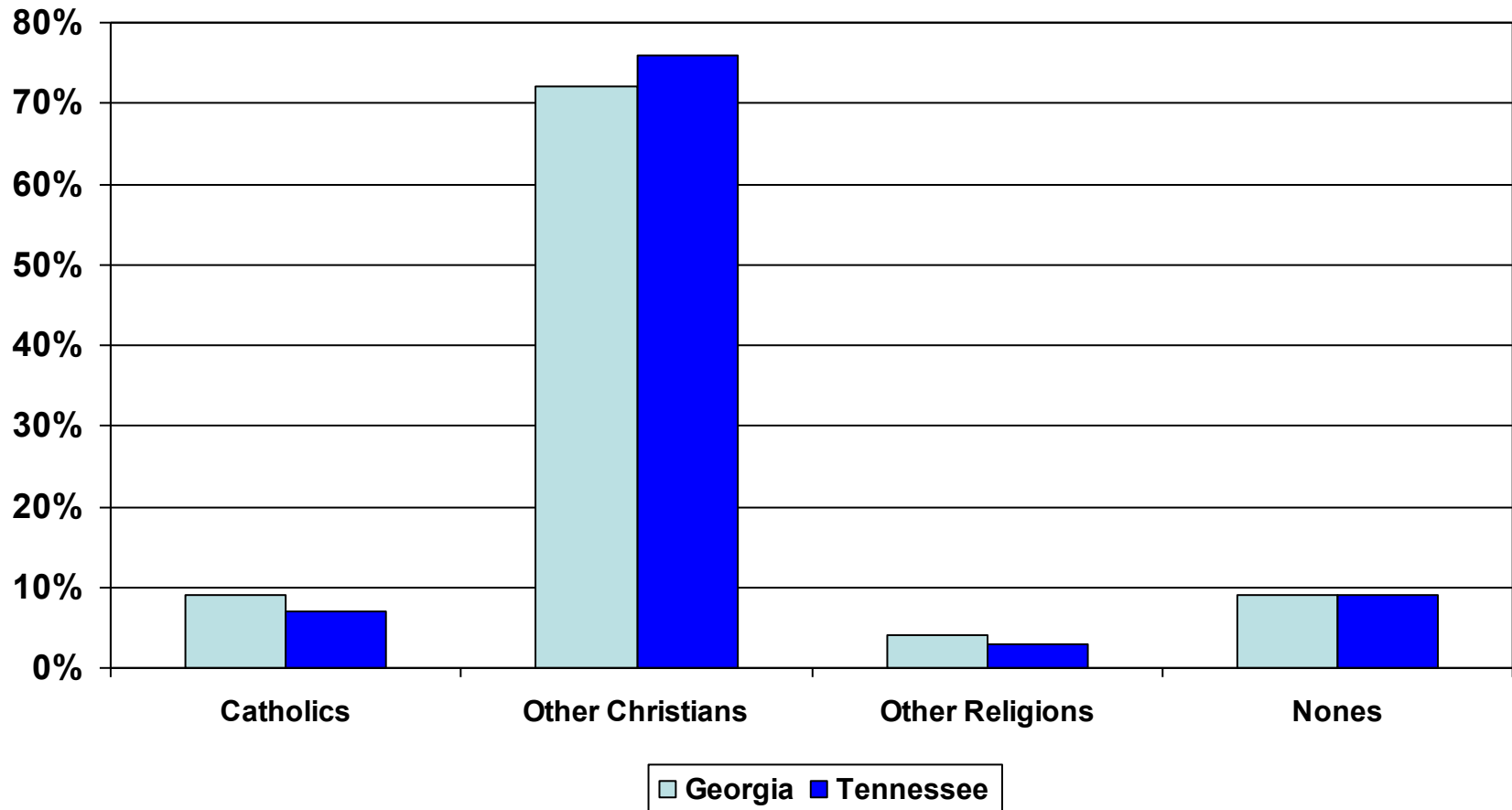
Source: American Religious Identification Survey

Denominational Self-identification



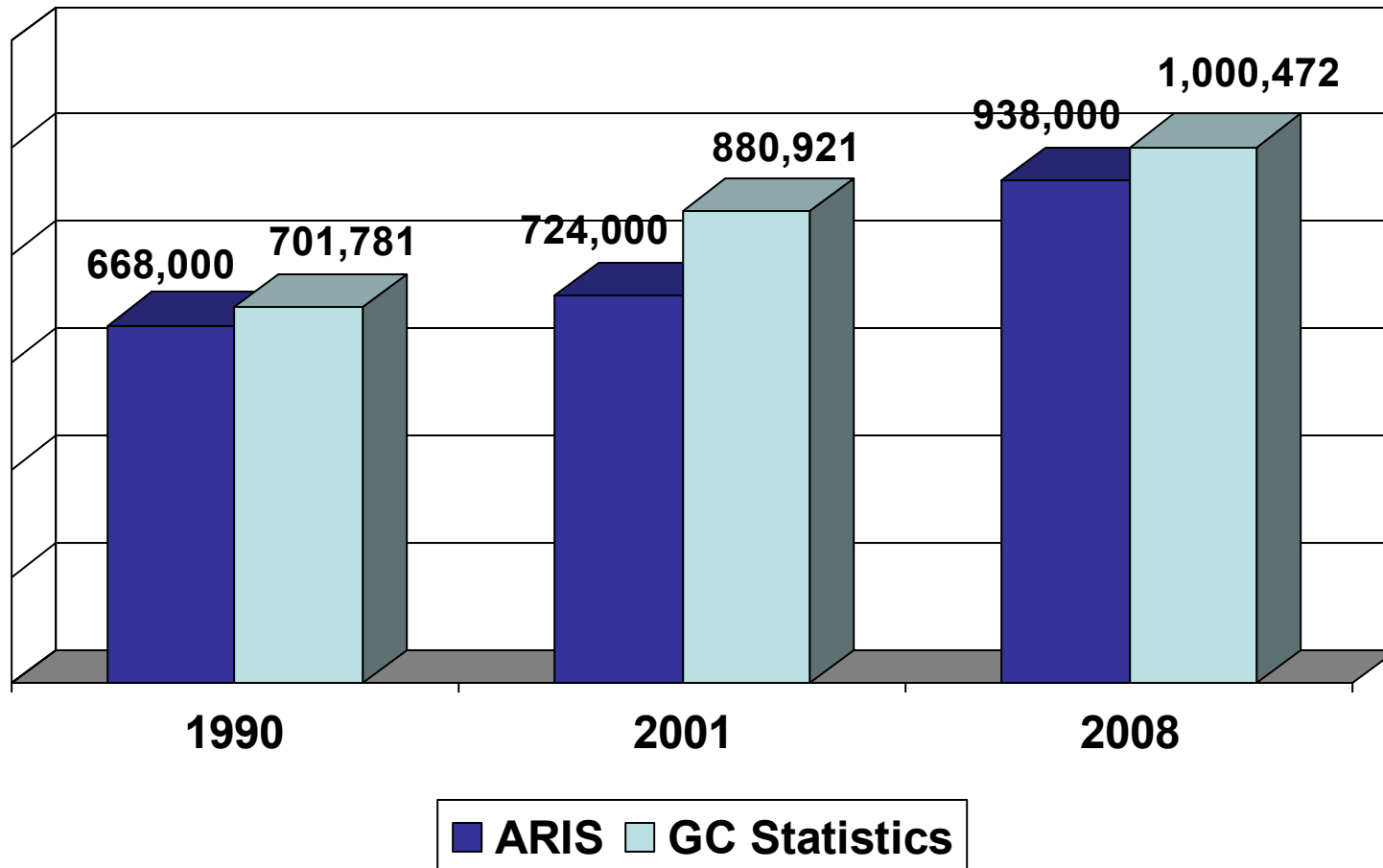
Source: American Religious Identification Survey

Religious Self-Identification by State

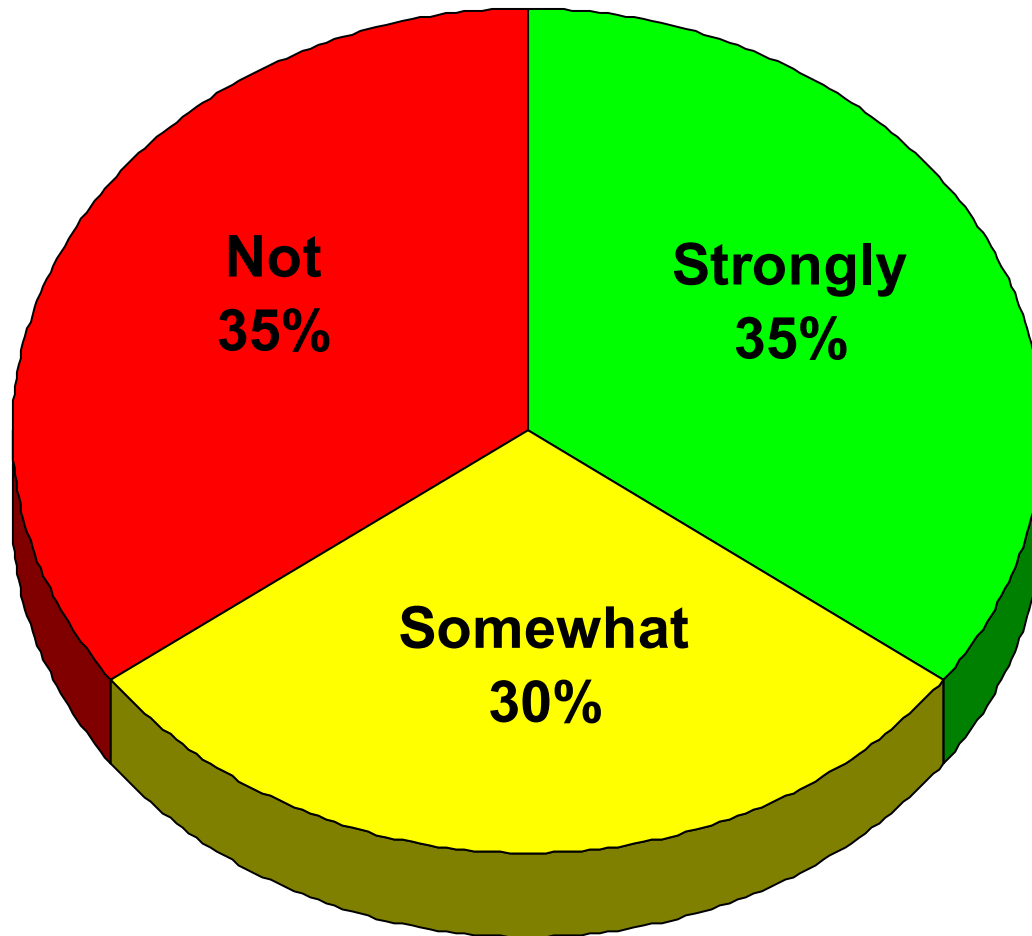


Source: American Religious Identification Survey

Seventh-day Adventists in the U.S.

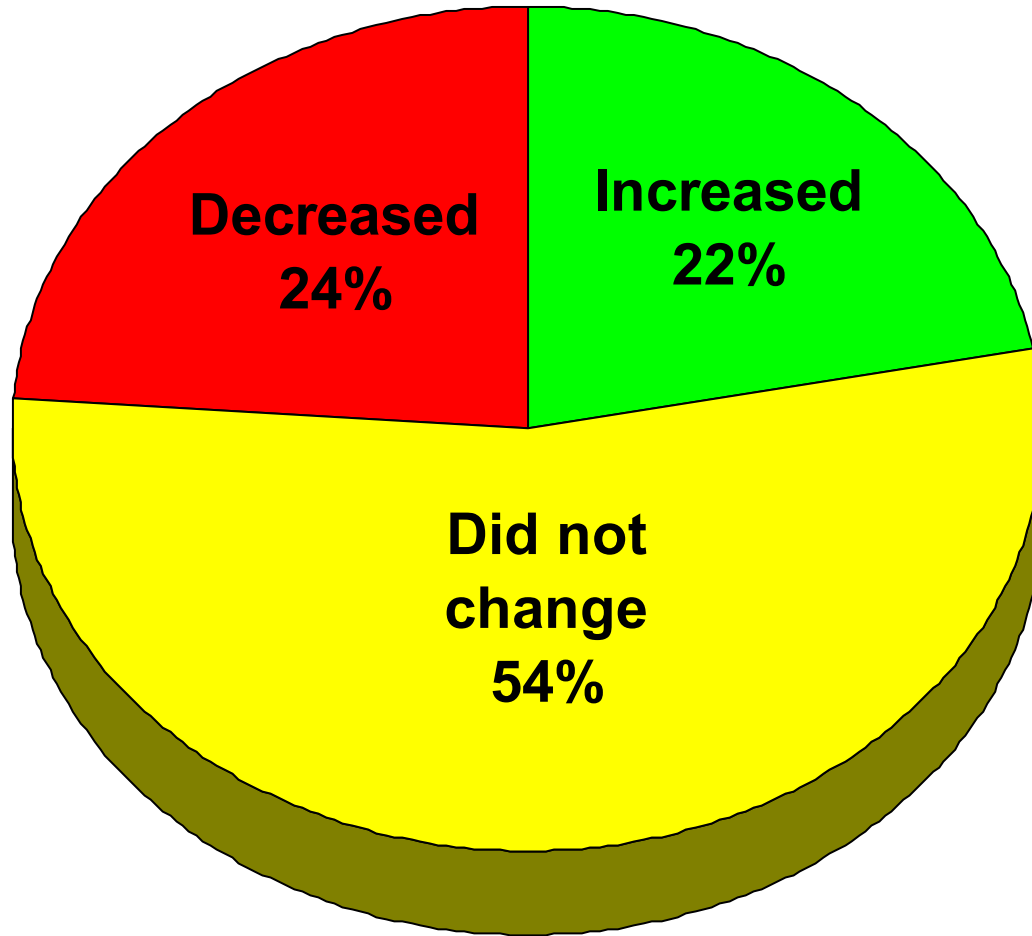


Households Involved with Faith



Source: Percept Group, Inc.

Households Where Faith Involvement in the Last 10 Years



Source: Percept Group. Inc.

Human Needs in the U.S.

- 24% - Jobs, education, career, wealth
- 21% - Health, health care, poverty
- 18% - **Spiritual, religious**
- 17% - Family life, relationships
- 16% - Community development
 - Research by Percept Group, Inc.
 - Based on 31 specific needs/questions in the survey

Source: Percept Group, Inc.

Spiritual/religious Needs

- 30% - Dealing with stress, anxiety, worry
- 17% - Finding friends
- 15% - Finding a good church
- 14% - Finding a life direction/purpose
- 13% - Finding spiritual teaching

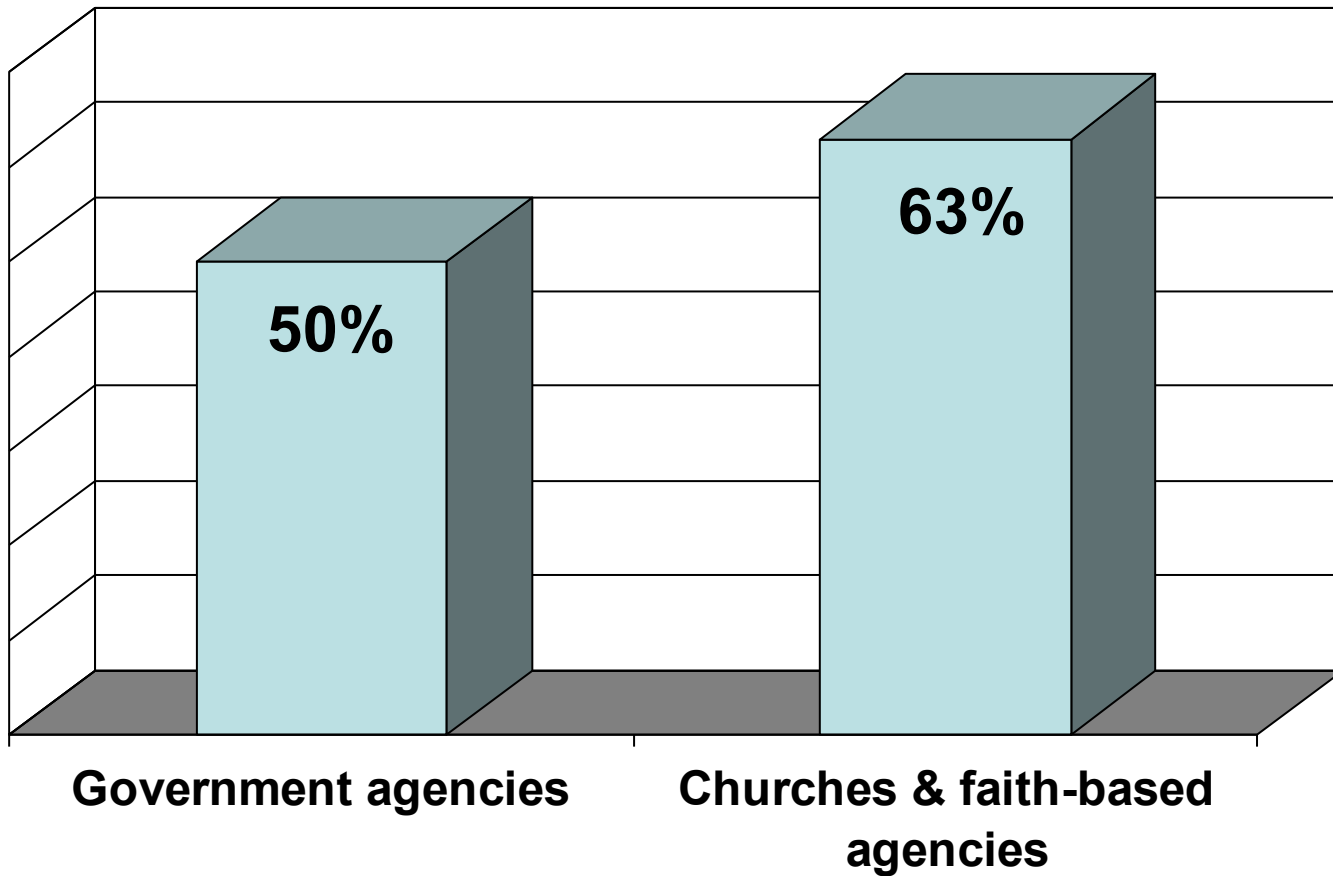
- 22% - Achieving a fulfilling marriage
- 15% - Developing parenting skills

Source: Percept Group, Inc.

Top Needs

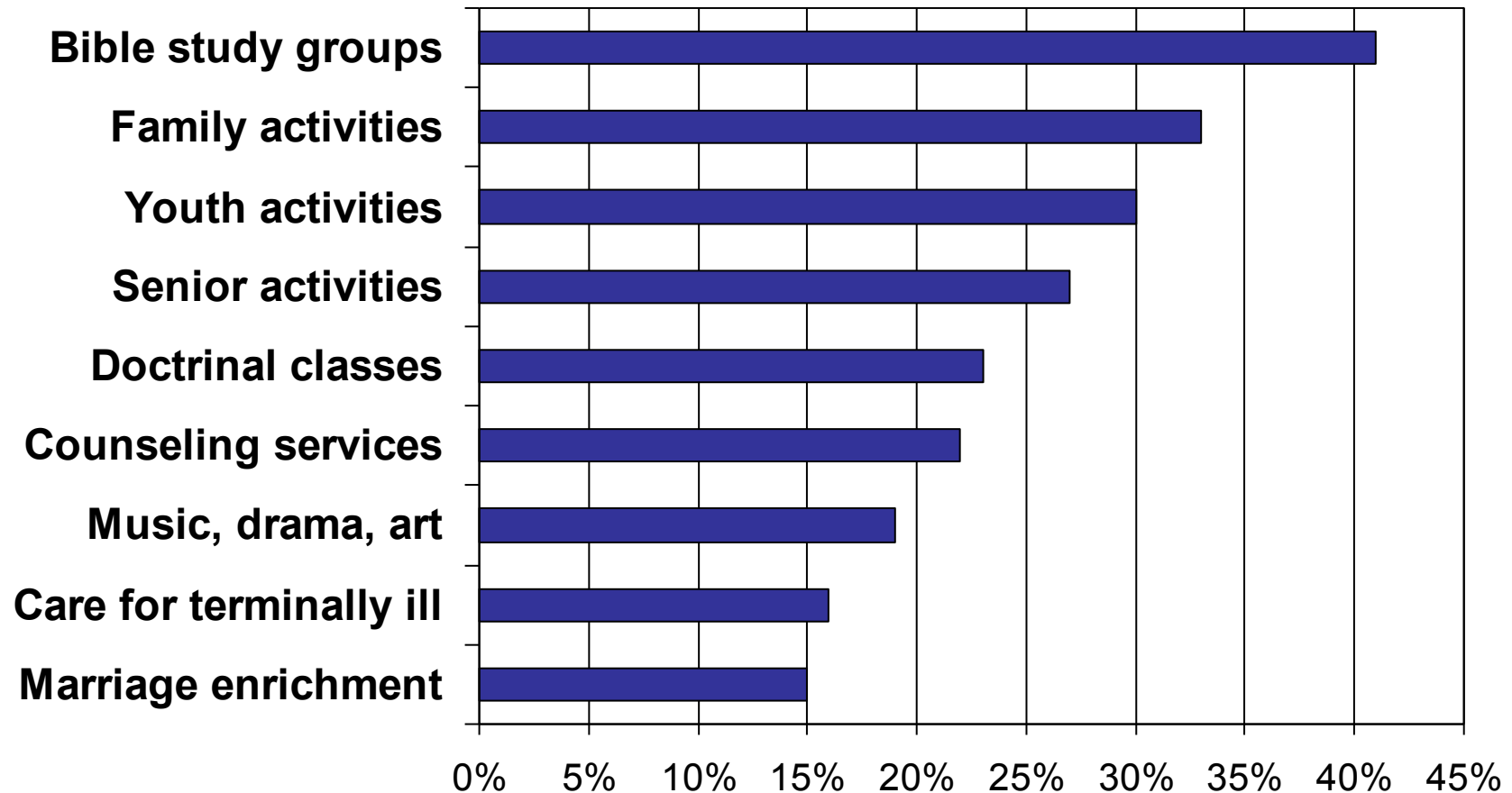
- 51% - Long-term financial security
- 44% - Maintaining personal health
- 32% - Day-to-day financial situations
- 30% - Dealing with stress
- 29% - Finding health insurance
- 27% - Neighborhood safety (crime)

Who should be the primary provider of human welfare services?



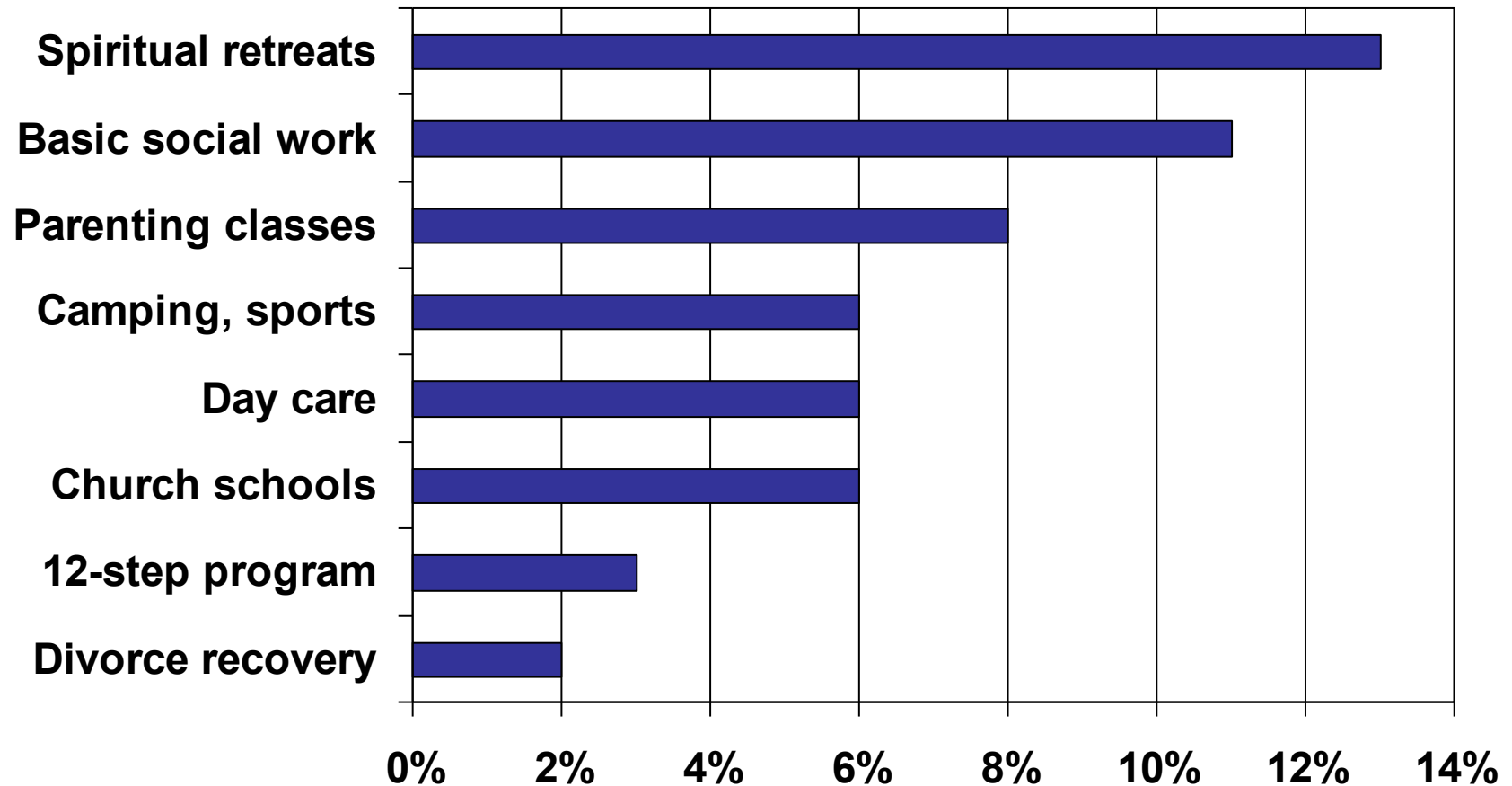
Source: Percept Group, Inc.

Church Program Preferences



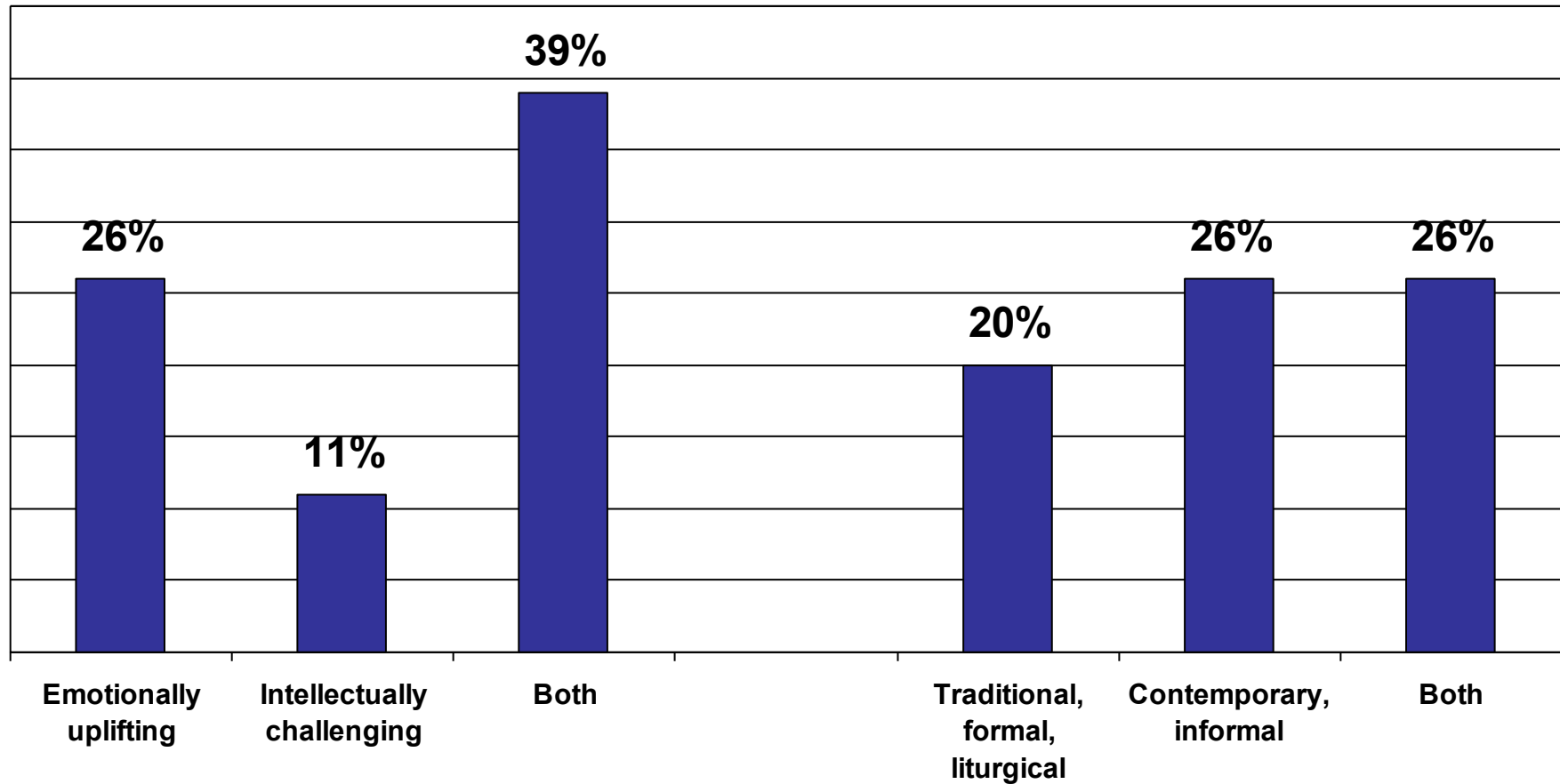
Source: Percept Group, Inc.

Church Program Preferences



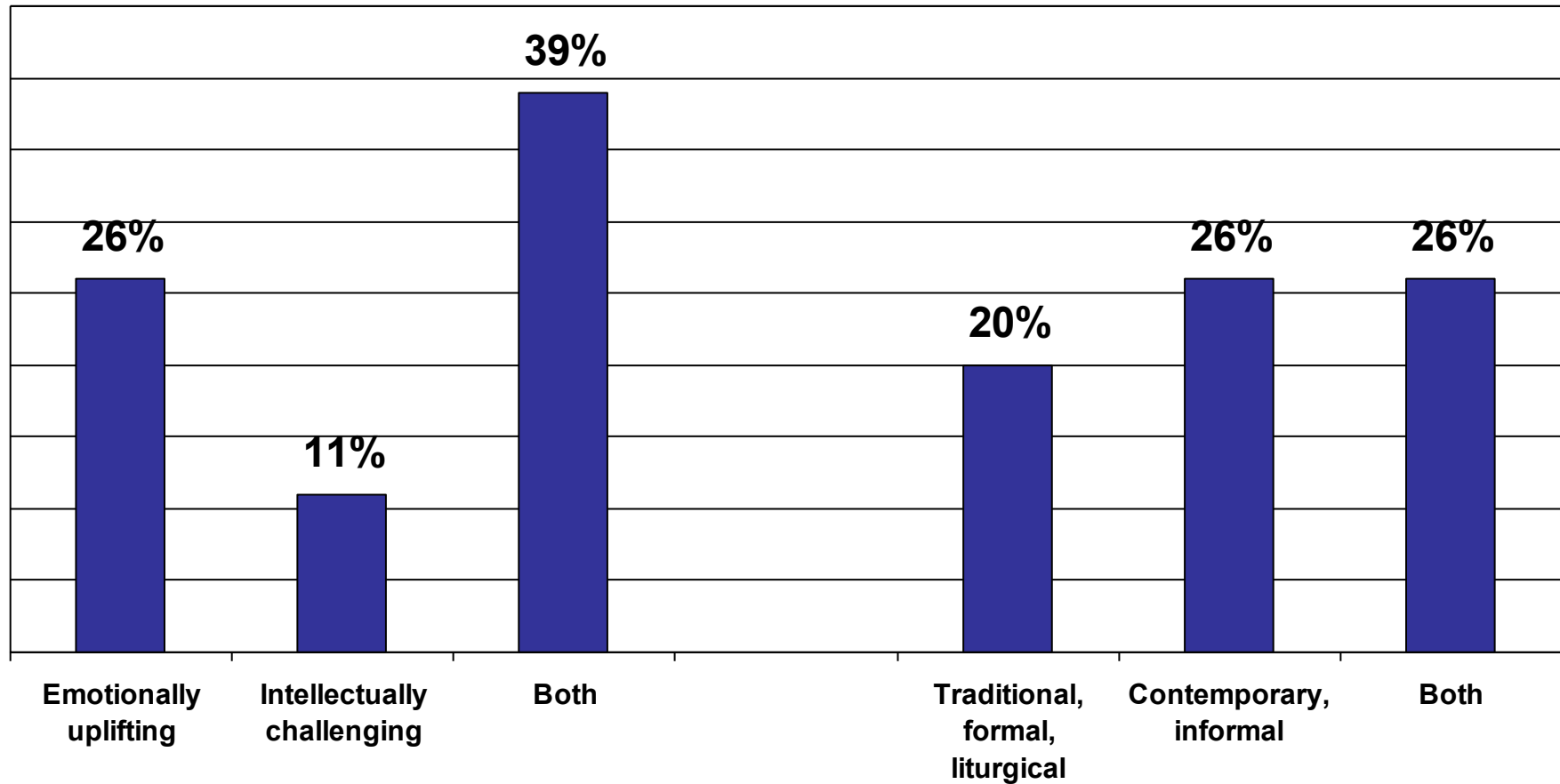
Source: Percept Group, Inc.

Worship Style Preferences



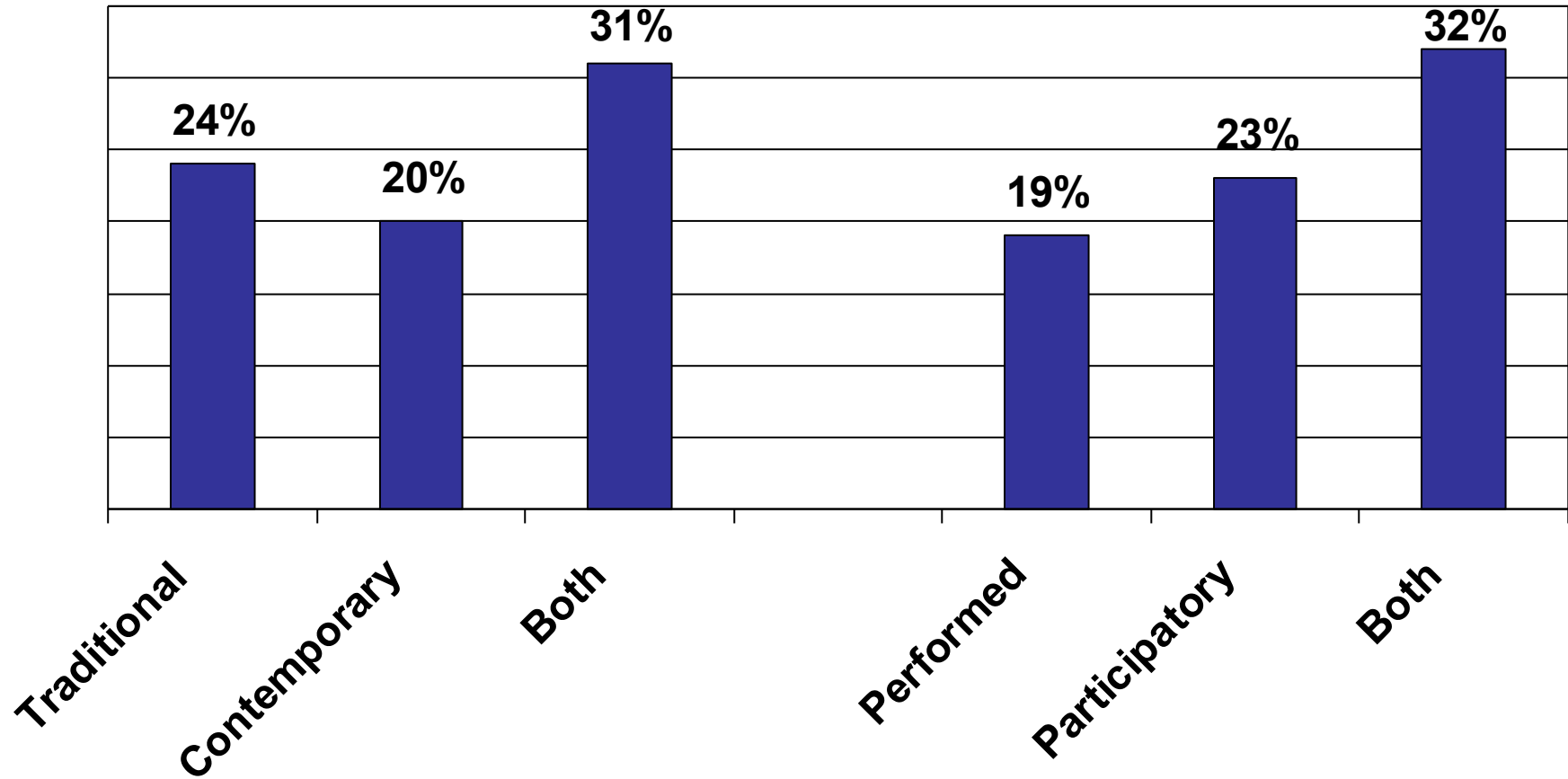
Source: Percept Group, Inc.

Worship Style Preferences



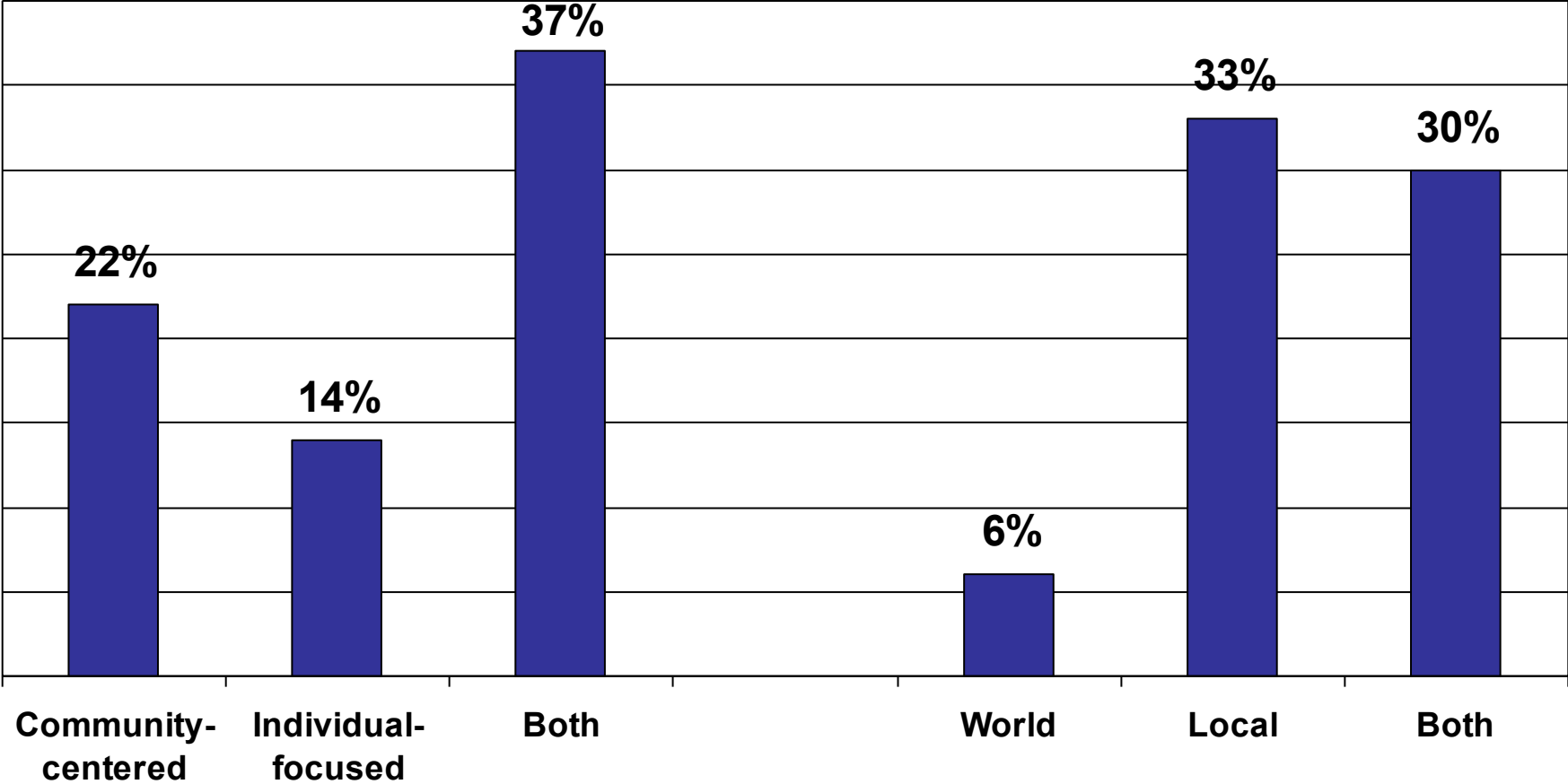
Source: Percept Group, Inc.

Church Music Preferences



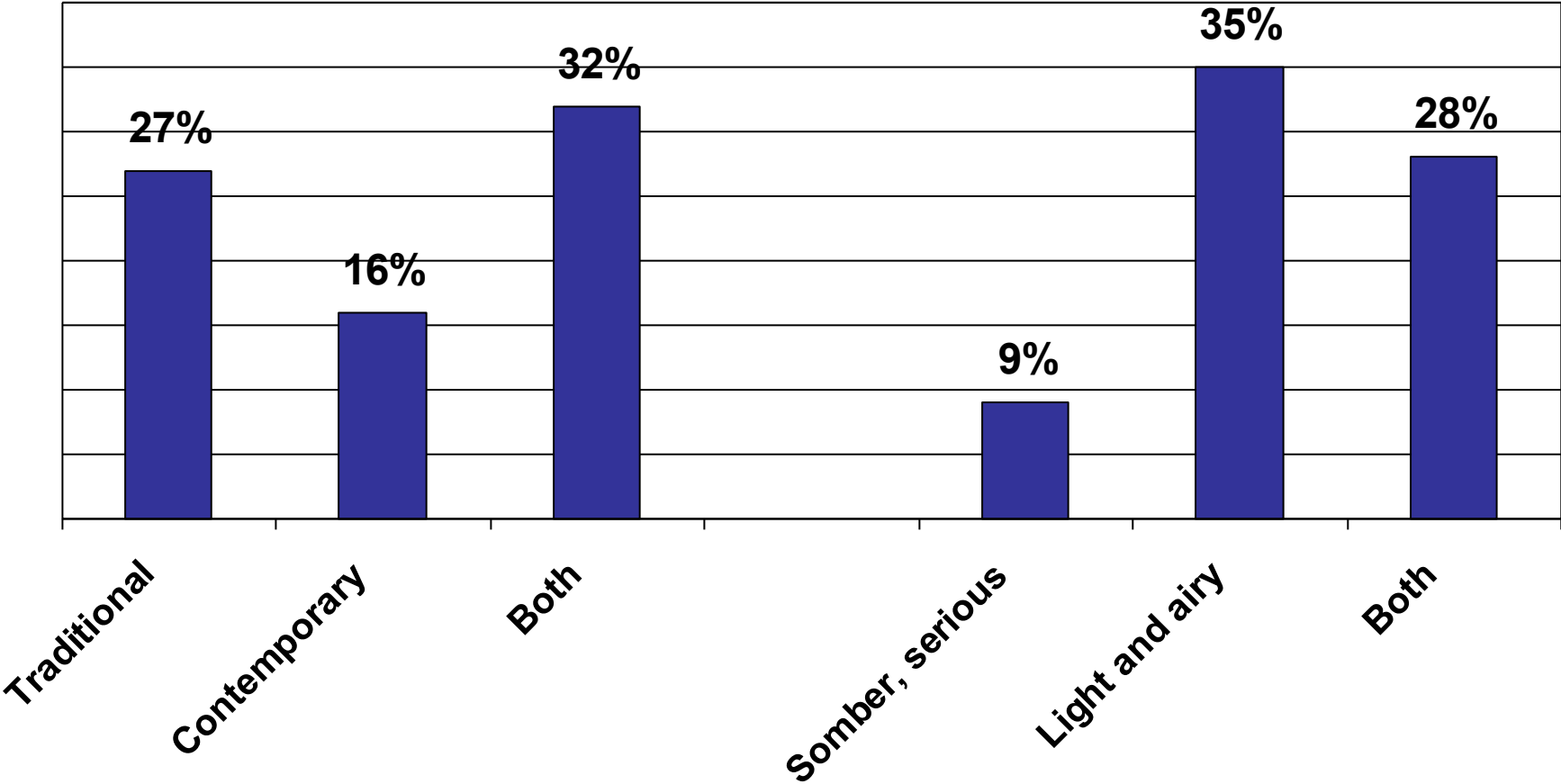
Source: Percept Group, Inc.

Missional Emphasis Preferences



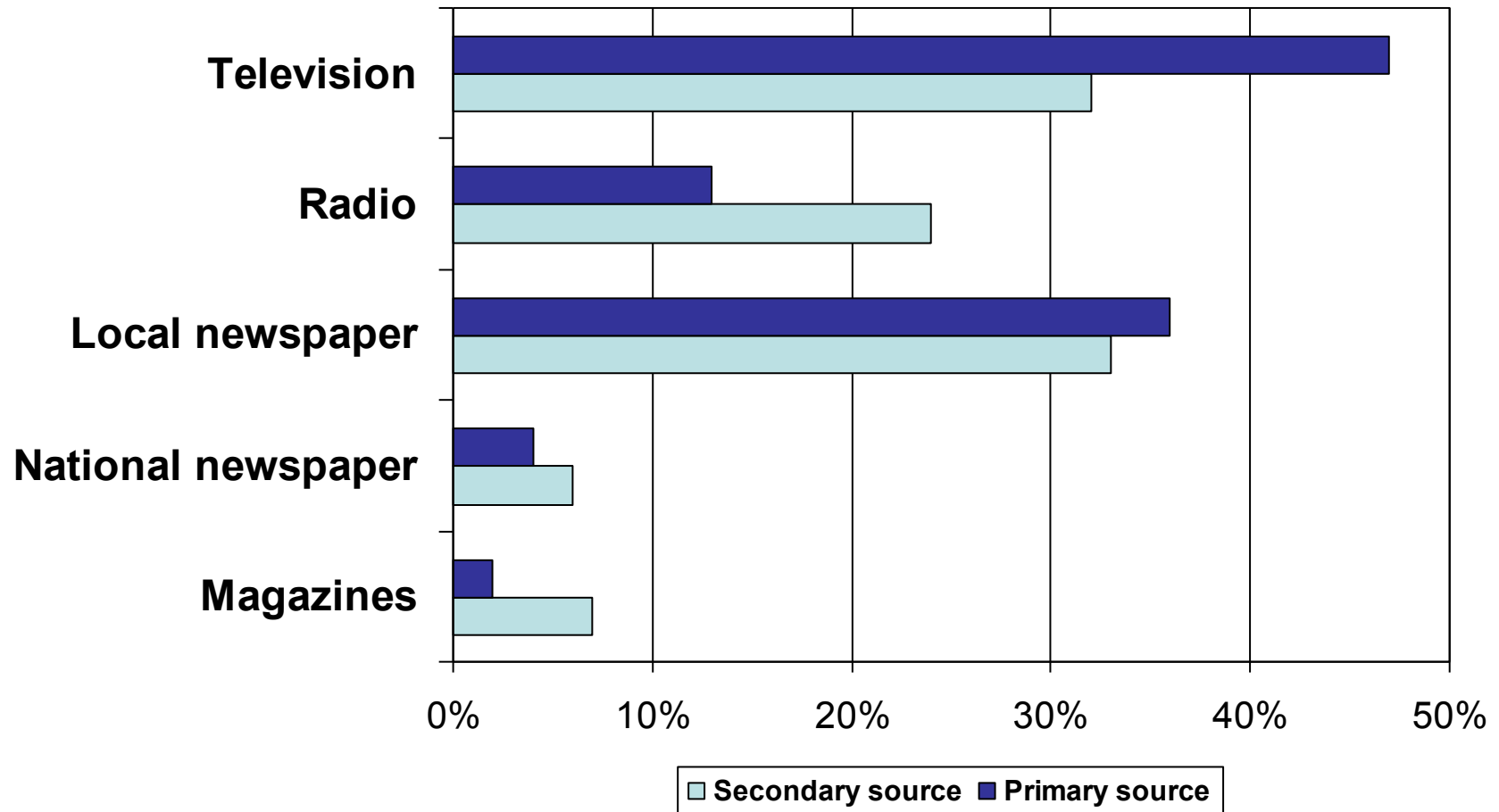
Source: Percept Group, Inc.

Church Architecture Preferences



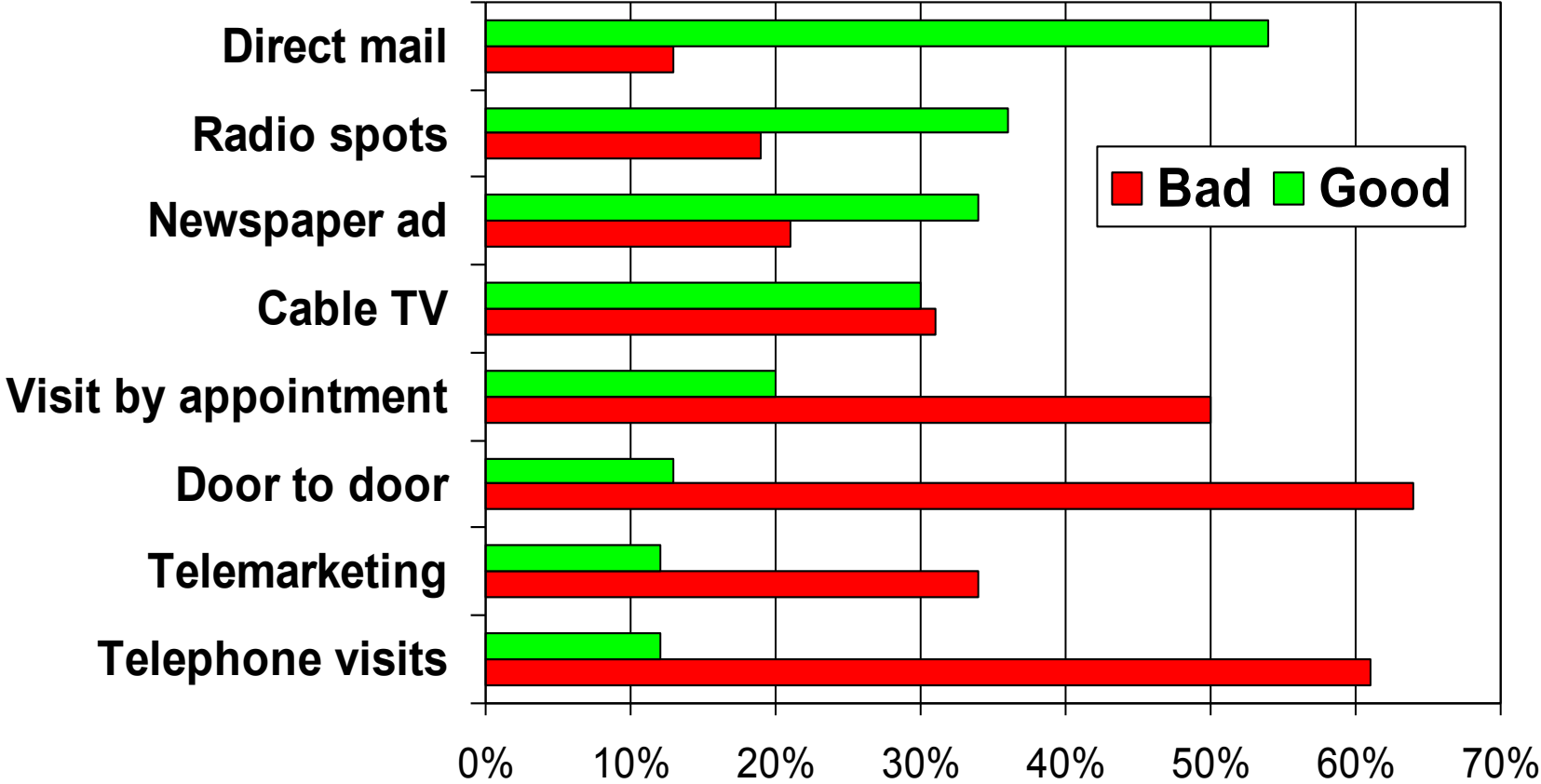
Source: Percept Group, Inc.

Media Sources for Information



Source: Percept Group, Inc.

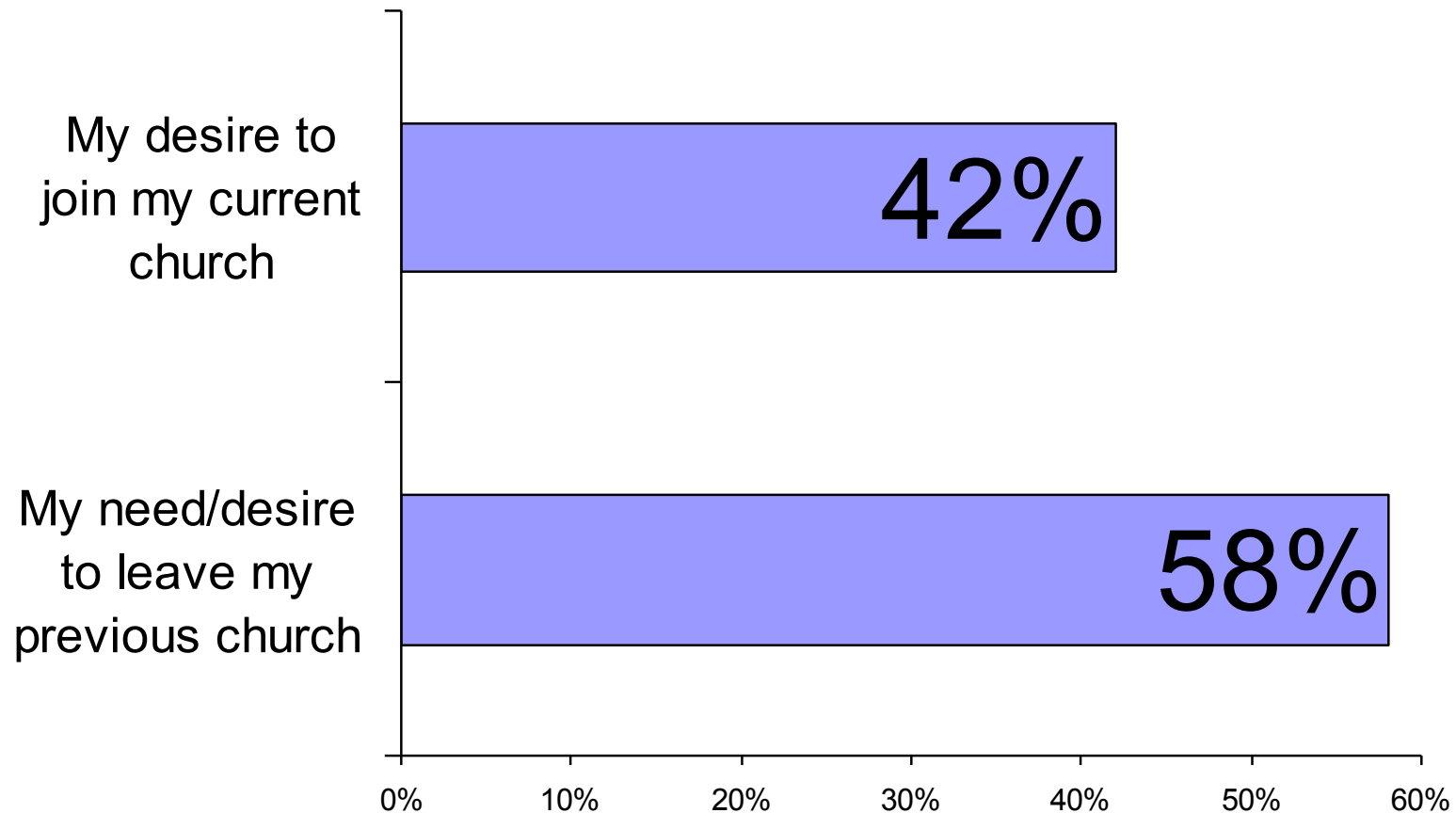
Media for Contact by a Church



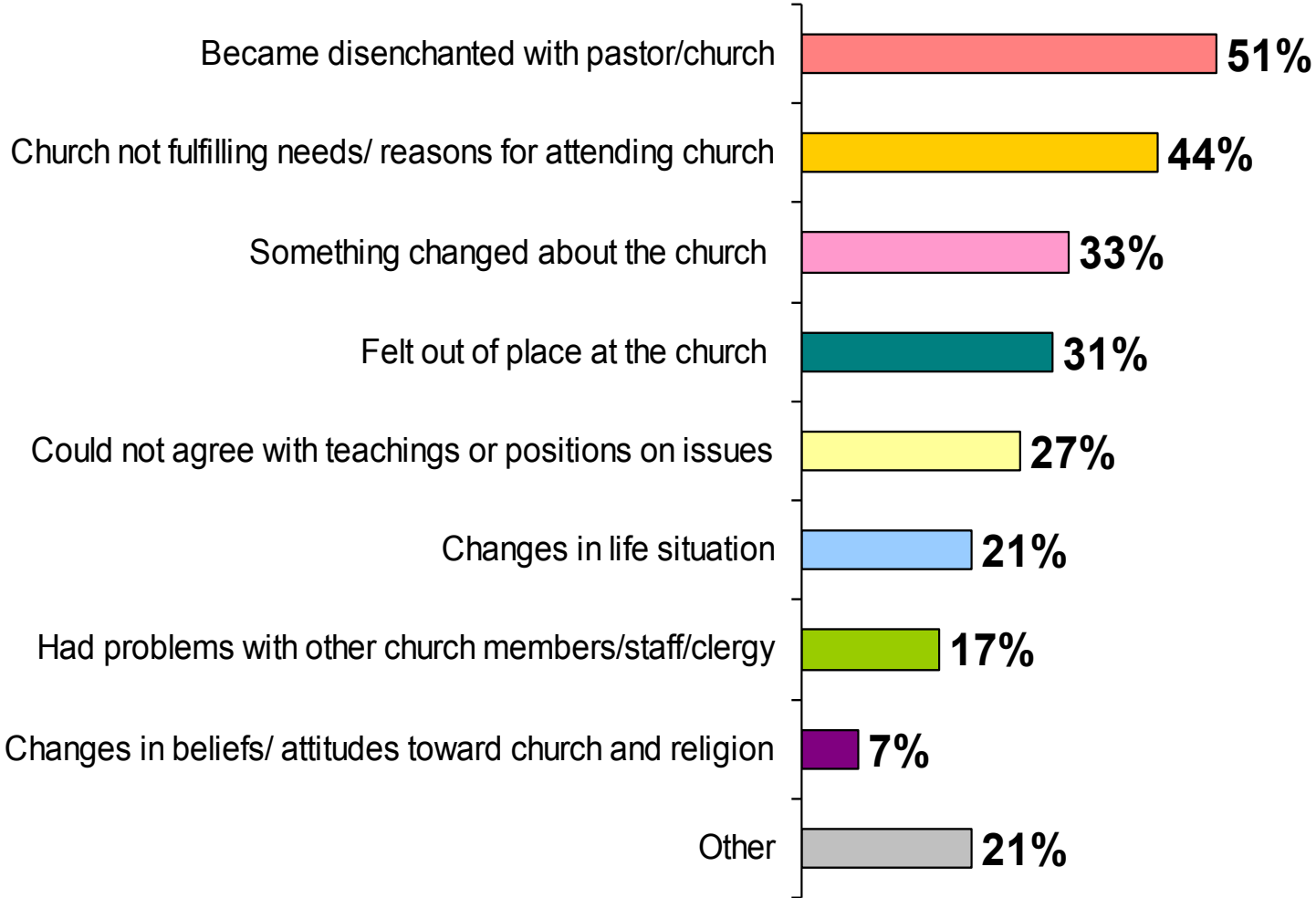
Source: Percept Group, Inc.

- Southern Baptist survey of adults who have switched from one denomination to another ...

Greatest Impact on Decision to Go To a New Church



Reasons for Leaving Previous Church



Reasons Why Switchers Became Disenchanted with Previous Pastor

- 16% - Pastor was not a good preacher
- 14% - Pastor was judgmental of others
- 13% - Pastor seemed hypocritical
- 12% - Pastor seemed insincere
- 10% - Pastor settled for mediocrity
- 9% - Pastor had no clear purpose or vision
- 8% - Pastor was unfriendly and/or unwelcoming
- 7% - Pastor had a moral or ethical failure
- 4% - Pastor lacked conviction about his beliefs
- 3% - Pastor discouraged others from getting involved

Reasons Why Switchers Became Disenchanted with Previous Church

- 18% - Church members were judgmental of others
- 15% - Church members seemed hypocritical
- 14% - Church was run by a clique that discouraged involvement
- 14% - Church didn't seem to be a place in which God was at work
- 12% - Church settled for mediocrity
- 11% - Church had no clear purpose or vision
- 10% - Church members seemed insincere
- 10% - Church was unfriendly and/or unwelcoming
- 7% - Church members lacked conviction about their beliefs
- 5% - Church had too many expectations of my time and money
- 3% - Child had a bad experience

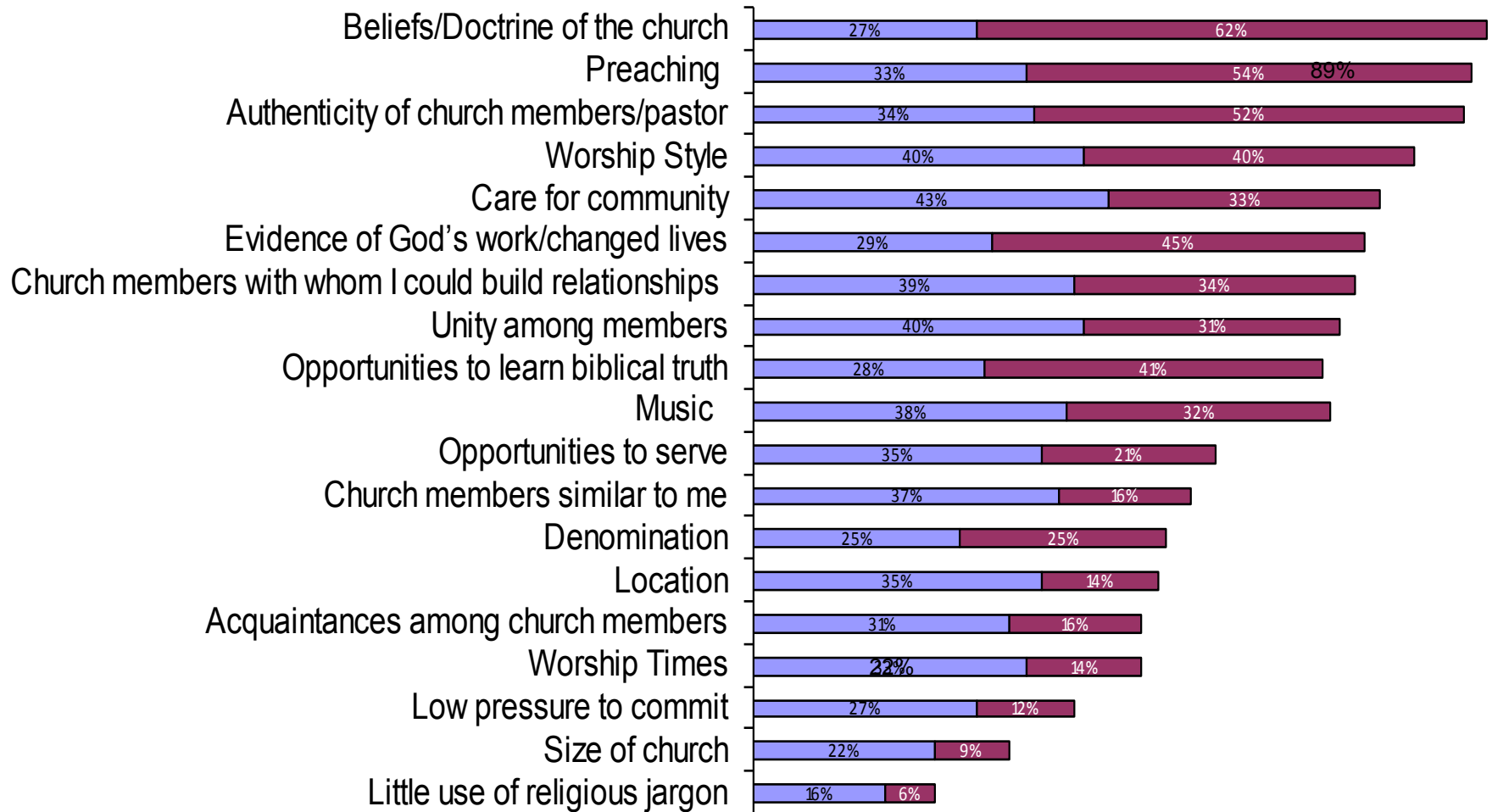
Reasons Why Switchers Felt Previous Church Was Not Fulfilling Their Needs

- 28% - Church was not helping me to develop spiritually
- 20% - Did not feel engaged/involved in meaningful work in church
- 13% - Did not become friends or close with anyone at the church
- 10% - No one seemed to care about my situation/problems
- 9% - Church did not help me find answers to questions in my life
- 7% - Church did not help me find happiness

Reasons Why Switchers Changed Beliefs

- 5% - No longer believed in that church's teachings or approach
- 4% - Could no longer identify with that particular denomination
- 2% - Simply lost interest in going to church
- 2% - Didn't think that church was relevant to my life any longer
- 2% - Stopped believing in organized religion
- 1% - Went through a crisis of faith
- 1% - Became angry at God for personal reasons
- 1% - Could no longer identify myself as a Christian
- 1% - Felt that God had abandoned me when I needed him

Important Factors in Choosing New Church



Summary

- The largest segment of the population (even in the South) is “unchurched” or inactive.
- Church attendance is relatively low and there is a decline in attenders.
- The fastest growing religious segment in is the “Nones” (no religion).
- The only denominational categories that are growing: nondenominational and Evangelical

Summary

- People in Georgia and Tennessee tend to be more religious than most Americans.
- A large number are inactive in the religion they identify with, “nominals.”
- “Consumer religion” is widespread among even the active church members.
 - It has made significant in-roads in Adventism.

Summary

- There are conflicting data regarding the church-related needs of people
 - Data from Percept Group reflects a broader perspective and suggests a more wholistic approach to outreach
 - Data from the Southern Baptist Convention study of “church switchers” in Baptist churches suggest more emphasis on doctrine, preaching and the role of the pastor
 - Both are realities ... for different segments

Strategic Questions

- Will your church/district focus only on a strategy centered in preaching, worship and Bible study or also make room for more wholistic strategies of outreach?
- Are there segments of the population that the Adventist Church is not reaching?
- What is being done to encourage fresh expressions of outreach, evangelism and church planting?

What Next?

- Are there topics that you need additional information about?
- Do you want a local assessment of your community and congregation?
- We can talk over supper ...

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