

*“Evangelism”*  
November 17, 2019  
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A Study of the Unchurched  
(Part One)



1. Methodology –
  - a) The survey was conducted May 23 – June 1, 2016.
  - b) The sample was screened to only include those who have not attended a religious service in the past six months except for a holiday or special event such as a wedding or funeral.
  - c) The completed sample is 2,000 surveys. (53% male; 67% white; 35% from the south; age evenly divided)
  - d) The sample provides 95% confidence that the sampling error does not exceed  $\pm 2.7\%$ .
2. “What is your religious preference?”
3. “Which of the following statements best describes your current faith?”
4. “When someone wants to talk about their religious beliefs, how do you respond?”
5. “Has a Christian ever shared with you one-on-one any of the following?”
6. “How often do you wonder: “If I were to die today, do I know for sure that I would go to heaven?”
7. “How many friends do you interact with regularly who consider themselves Christians?”
8. “Which of the following describes your feelings about the faith of your Christian friends?”
9. “My Christian friends talk about their faith too much.”
10. “If a friend of mine really values their faith, I don’t mind them talking about it.”
11. “Which, if any, of the following would make you more interested in listening to what Christians had to say?”
12. “If someone you knew invited you to the following activities sponsored by a local Christian church, how likely would you be to attend?”

- a) "A worship service"
  - b) "A recovery group for people who have experienced divorce, addiction, or loss"
  - c) "A seminar on a spiritual topic"
  - d) "A seminar on a practical life topic"
  - e) "Sports or exercise programs"
  - f) "A small group for people curious about God"
13. "If you were willing to explore and discuss a small section of the Bible with other people, where would you prefer to do this?"
14. "If a local congregation or faith community wanted to reach out and invite you to attend, they might use one of the following methods. Please rate how effective you think each method would be in getting you (or others) to visit.
- a) "Personal invitation from a friend or neighbor from the church"
  - b) "Visit to your door by a member of that church or faith community."
  - c) "Personal invitation from a family member"
  - d) "TV / Radio commercial"
  - e) "Ad on Facebook"
  - f) "Worship ad in the weekly religion section of the newspaper"
  - g) "Outdoor sign or billboard"
  - h) "Door hanger left on your door by someone from the church"
  - i) "Postcard"
  - j) "Online video showing what the church is like and its beliefs"
15. Complete this statement ... "The Christian faith \_\_\_\_\_"
16. "How likely are you to attend church regularly sometime in the future?"
17. "Which, if any, of the following life experiences would make you more open to consider turning to the church for help?"
18. "There are many beliefs about life after death. Which of the following statements is closest to your own beliefs?"
19. "Do you consider yourself to be an evangelical Christian?"
20. "Have you ever regularly attended a Christian church?"
21. "Which if any of the following reasons describe why you stopped attending regularly?"

Next Week: "Shattering Myths about Reaching the Unchurched"

("Formerly unchurched" shatter some myths about what instruments God used to bring them to Christ and into the church.)