

How open are
unchurched
people to the
Christian faith?



Who are the
unchurched?

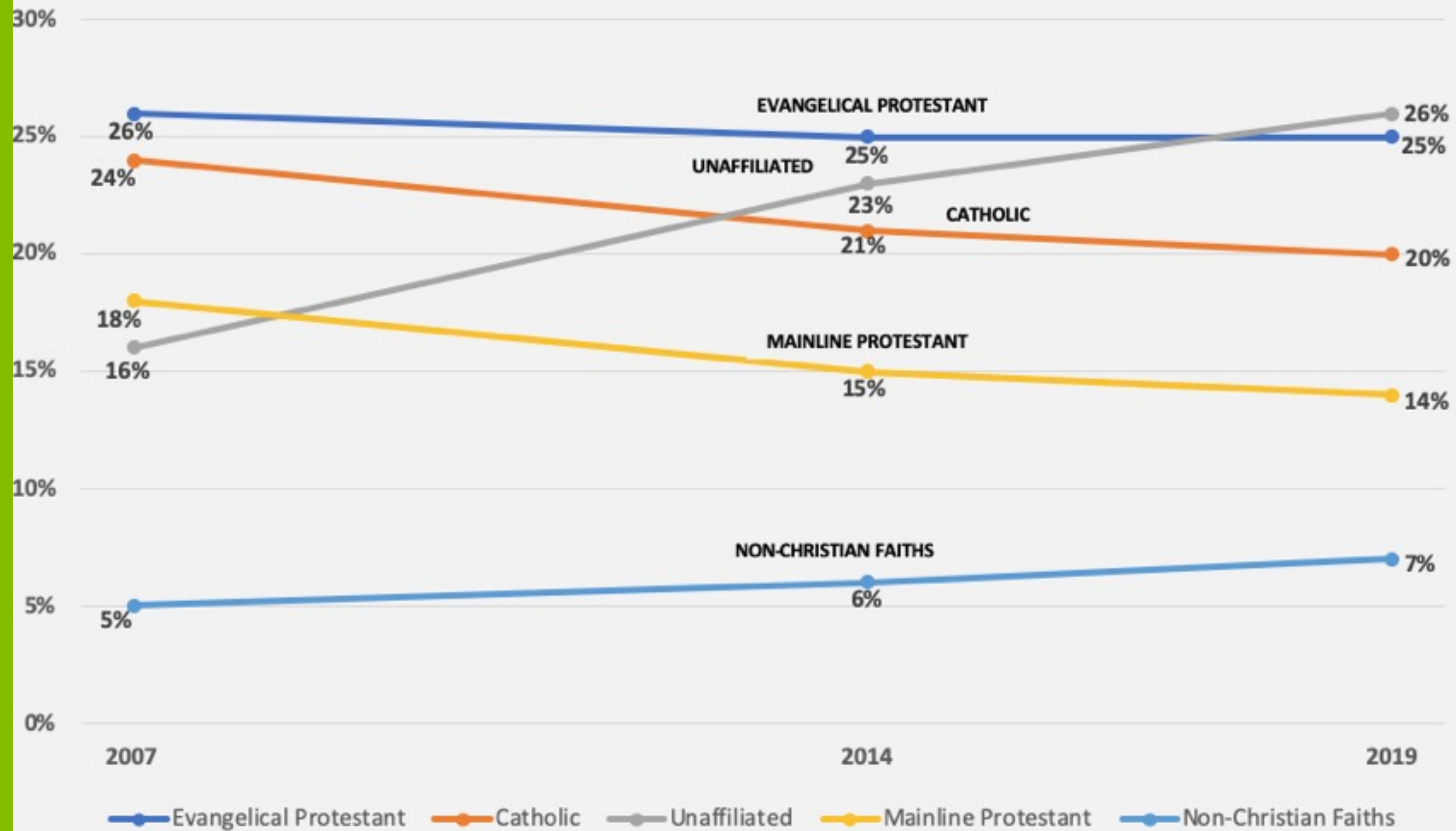
People who
have not
attended
church in the
last 6 months
or more

OUR PERCEPTION

- America is becoming a “nation of nones”, those who in surveys say they have no religious affiliation: the Unaffiliated
- Millennials are forsaking the church, never to return
- The church is dwindling in America & will disappear in a generation
- Trust in the church is at an all-time low, & experiences are largely negative



Religious Shifts Between 2007 and 2019



Source: "In U.S., Decline of Christianity Continues at Rapids Pace An Update on America's Changing Religious Landscape, Pew Research Center, October, 17, 2019, <https://www.pewforum.org/2019/10/17/in-u-s-decline-of-christianity-continues-at-rapid-pace/>

Figure 2.1. Religious shifts between 2007 and 2019