

EVERYBODY  
TELL SOMEBODY



# 26-year-old Alisa Living in Colorado

Barna Report: Engaging the Spiritually Open (2024)



## Americans' Openness to Spirituality

Do you think there is a spiritual or supernatural dimension to life?

- Yes, I am certain it exists
- I think it exists, but I am not certain
- I don't think it exists, but it's possible
- No, I do not believe it exists

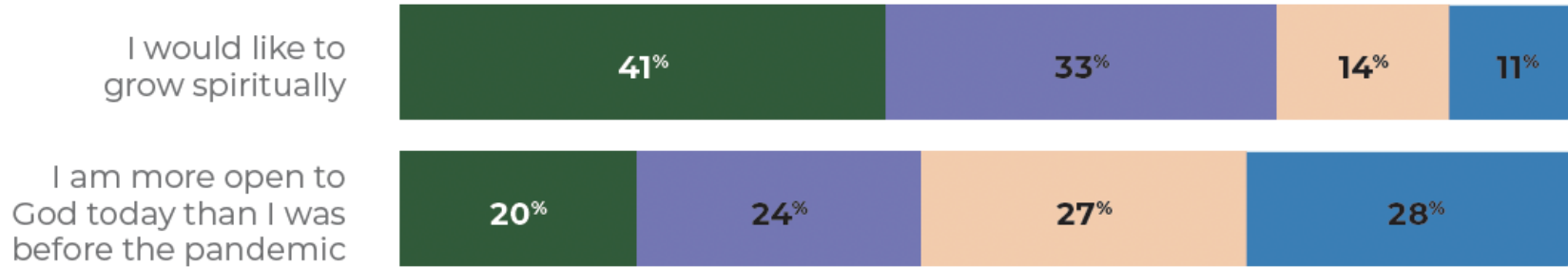
U.S. adults



n=2,003 U.S. adults, November 3–8, 2023.

## Rising Spiritual Hunger

● Agree strongly ● Agree somewhat ● Disagree strongly ● Disagree somewhat



n=2,000 U.S. adults, October 21–31, 2022.

● Yes ● No ● Not sure



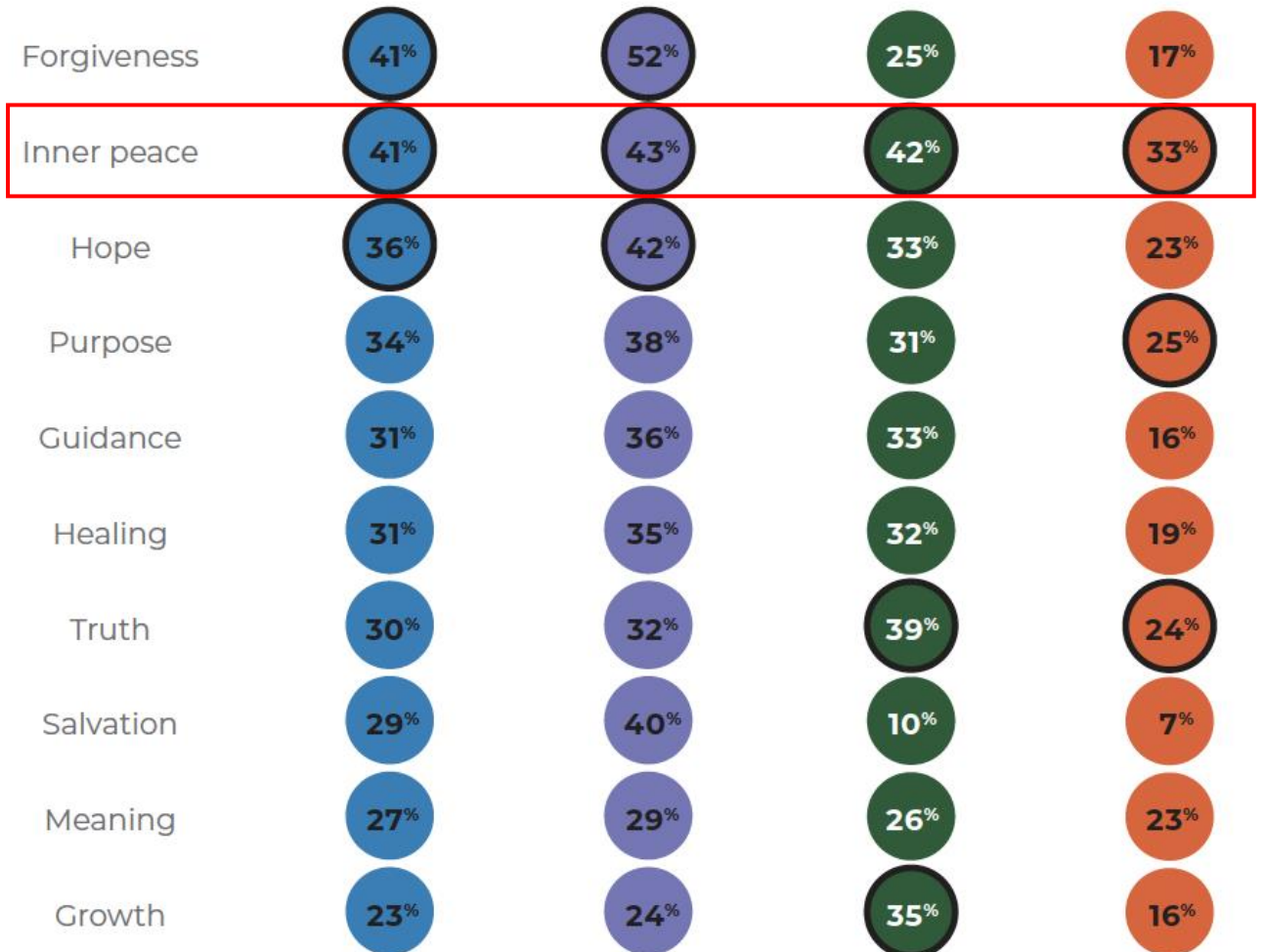
n=2,003 U.S. adults, November 3–8, 2023.

Across every generation, there is an unprecedented desire to grow spiritually, a belief in a spiritual or supernatural dimension, and a belief in God or a higher power



# The Top Things People Are Looking for Spiritually

● All U.S. adults ● Christian ● Other faith ● No faith ● Pastors  
○ Denotes a top 3 response



When you consider your spiritual beliefs, what would you say you are looking for?  
Select up to 10

# What Causes People to Doubt Christianity?

Throughout your life, have any of the following caused you to doubt Christian beliefs?

## OPEN PRACTICING CHRISTIANS

33% None of the above

32% The hypocrisy of religious people

28% Human suffering

## OPEN NON-PRACTICING CHRISTIANS

43% Human suffering

41% The hypocrisy of religious people

40% Scandals in the Christian Church

## OPEN NON-CHRISTIANS

58% The hypocrisy of religious people

47% Scandals in the Christian Church

47% One religion can't have all the answers

## CLOSED CHRISTIANS

30% The hypocrisy of religious people

30% Human suffering

30% The negative reputation of the Christian Church

## CLOSED NON-CHRISTIANS

51% The hypocrisy of religious people

45% Human suffering

44% Science

# Meet People Where They Are

Acts 17:16-28





A composite image with a light blue background. In the center is a globe of Earth showing continents and oceans. A person in a dark jacket stands on the top edge of the globe. To the right is a large, detailed full moon. In the bottom left corner, there is a circular inset showing two hands clasped together in a prayerful gesture. The text "EVERYBODY TELL SOMEBODY" is overlaid in white, bold, sans-serif capital letters across the middle of the globe.

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