

Understanding the Evangelistic Landscape

nationalministrysurvey.org

Surveys



3,020 UK Active Protestant 18+ [Savanta-ComRes]



3,027 UK General Public 18+ (excluding AP) [Savanta-ComRes]



584 UK (evangelical) church leaders [McCrindle]



2015

census
2021



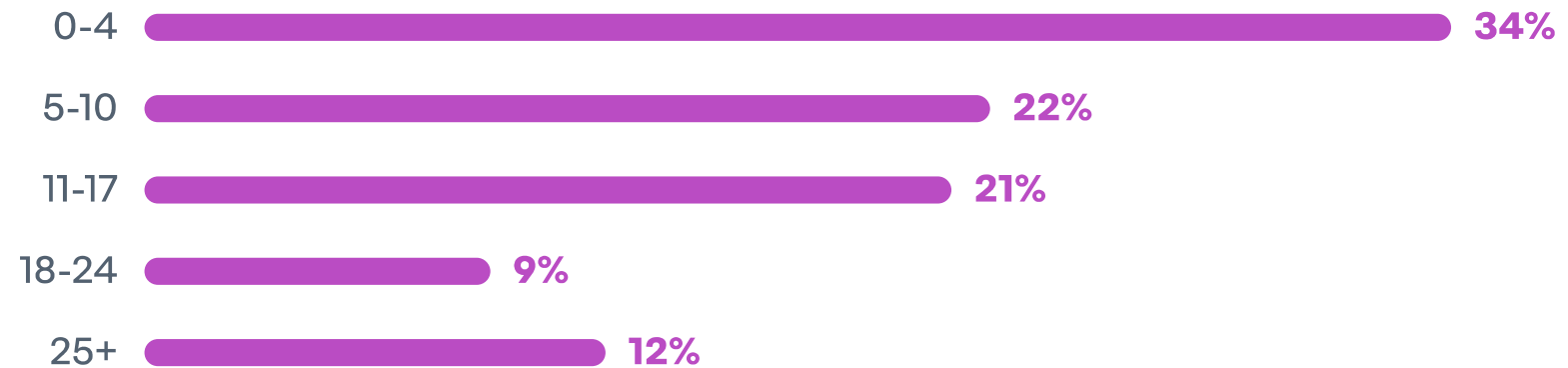
DataShine Census



ACTIVE PROTESTANTS

Parenting and kids & youth work is key

THREE IN FOUR COME TO FAITH BEFORE TURNING 18

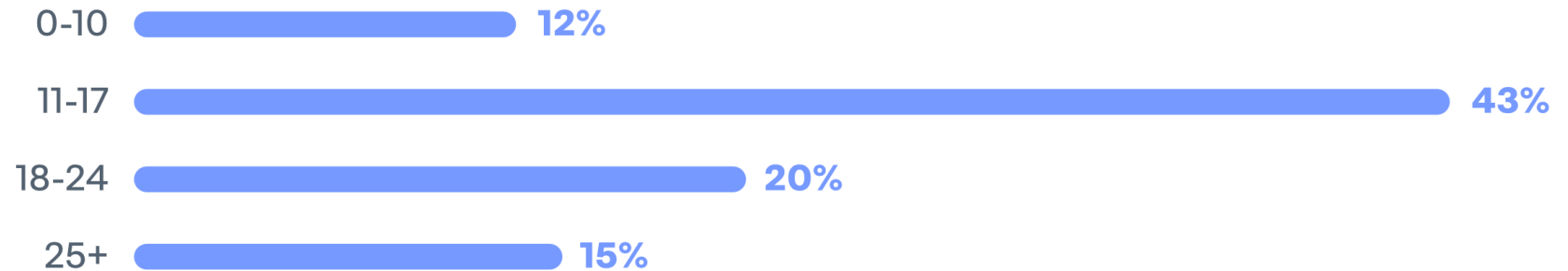




GENERAL PUBLIC

Parenting and kids & youth work is key

AGE OF THOSE BROUGHT UP PROTESTANT BUT NO LONGER CHRISTIAN WHEN THEY STOPPED IDENTIFYING AS CHRISTIAN





ACTIVE PROTESTANTS

Church significance

TOP FOUR KEY FACTORS IN BECOMING A CHRISTIAN

Attending church services in person



51%

The influence and encouragement of their parents or family members



33%

Reading the Bible on their own



29%

Seeing a Christian's lifestyle



23%

Watching church services online 10%



ACTIVE PROTESTANTS

Church significance

TOP FOUR KEY FACTORS IN CONTINUING AS A CHRISTIAN

46% The church community is welcoming and inclusive

42% The church community provides them with emotional support

41% Church music and worship

36% The Bible's teaching brings them comfort



GENERAL PUBLIC

Blockers

TOP FOUR REASONS GIVEN BY THOSE BROUGHT UP AS CHRISTIAN FOR WHY THEY ARE NO LONGER CHRISTIAN

48% found that science better answered
my questions

28% disagreed with Church teachings

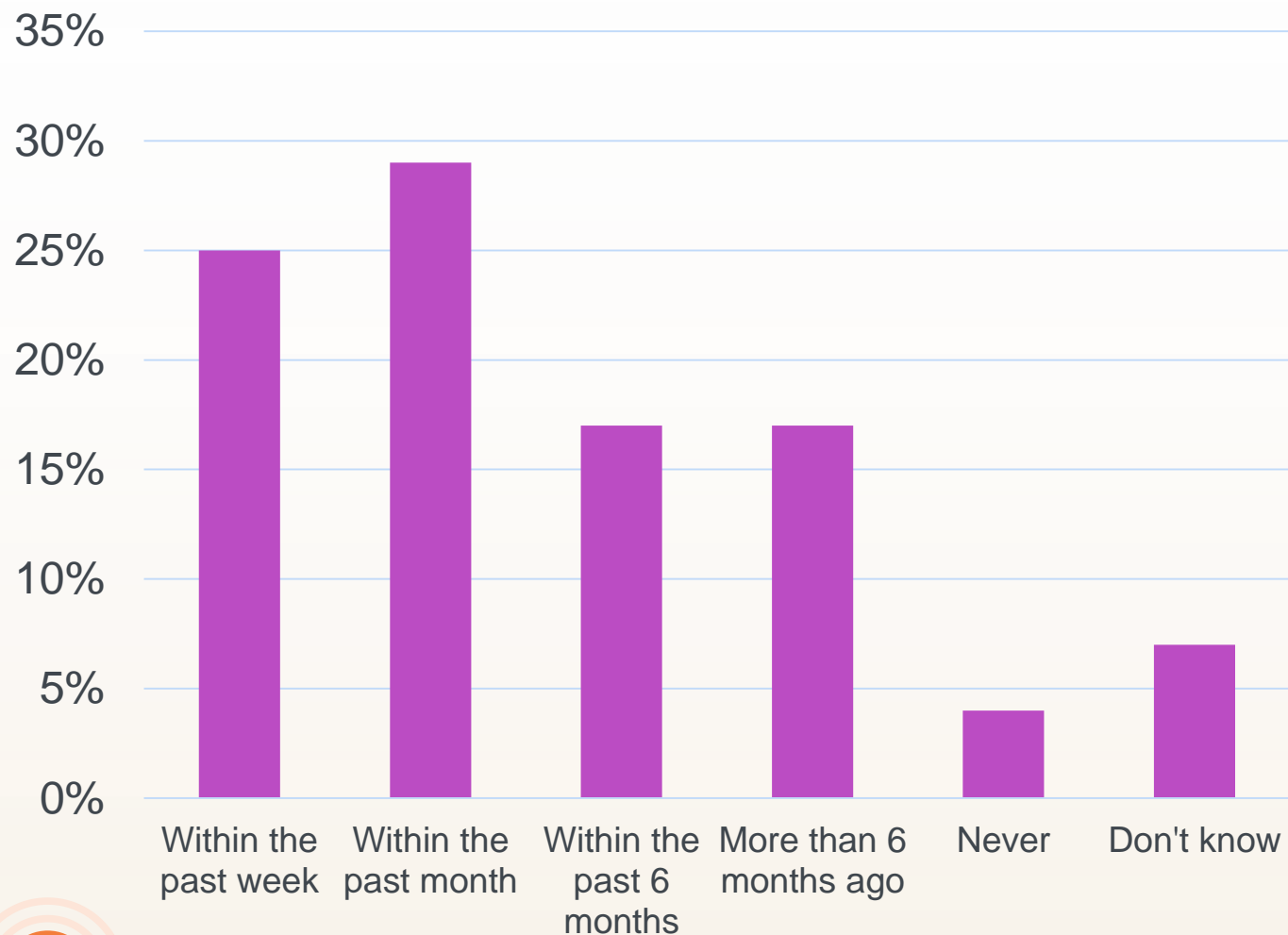
19% felt alienated by Church scandals and
hypocrisy

19% personal experience of suffering or
witnessing suffering of others close
to me



ACTIVE PROTESTANTS

Evangelism is
happening

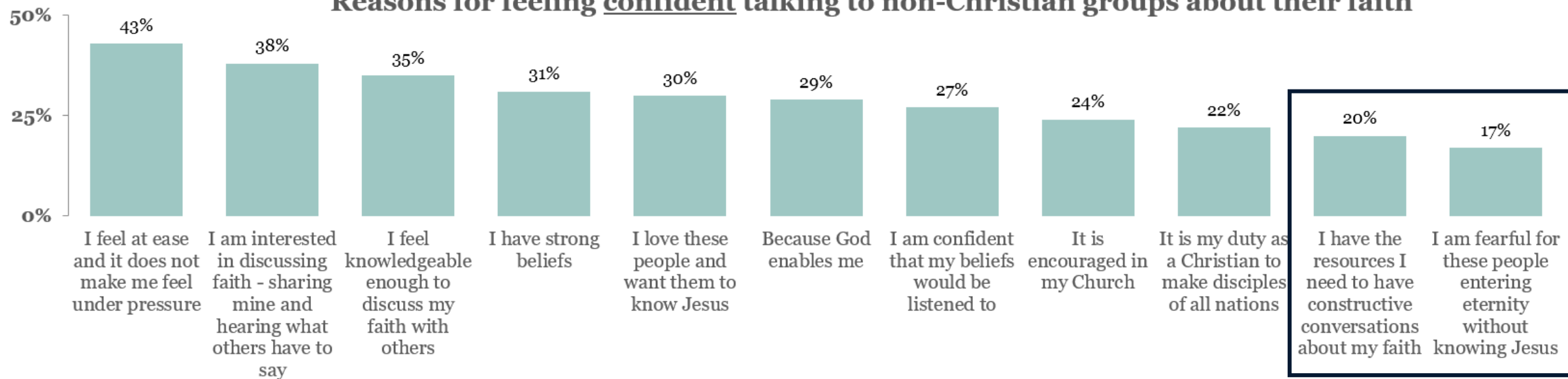


45% **37%**



ACTIVE PROTESTANTS

Reasons for feeling confident talking to non-Christian groups about their faith





GENERAL PUBLIC

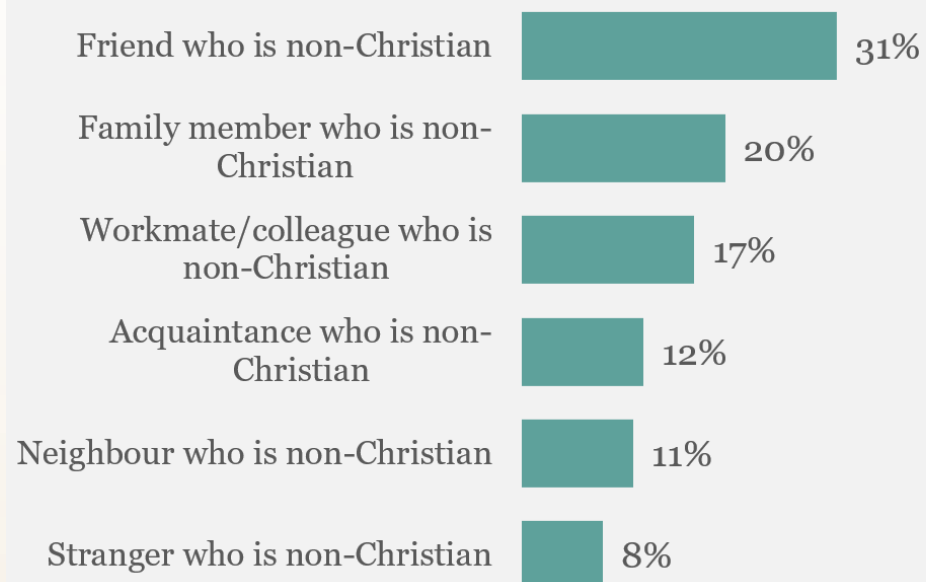
But...

71% of general
public cannot remember
having a conversation with a
Christian about their faith in
the last 10 years



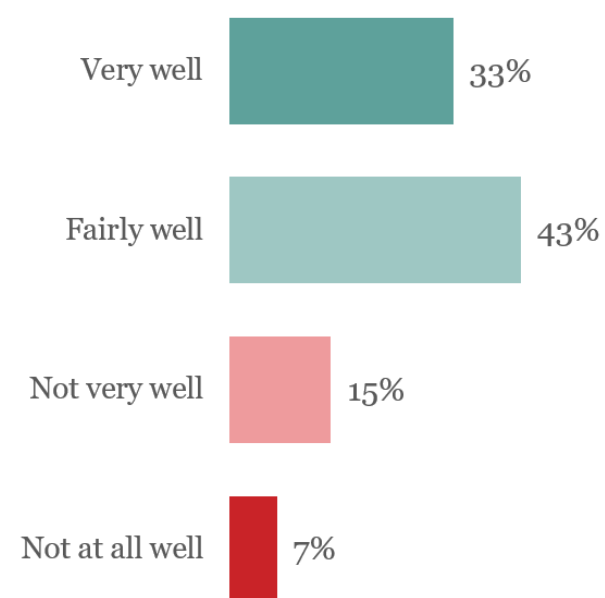
ACTIVE PROTESTANTS

Relationship with last evangelistic contact



GENERAL PUBLIC

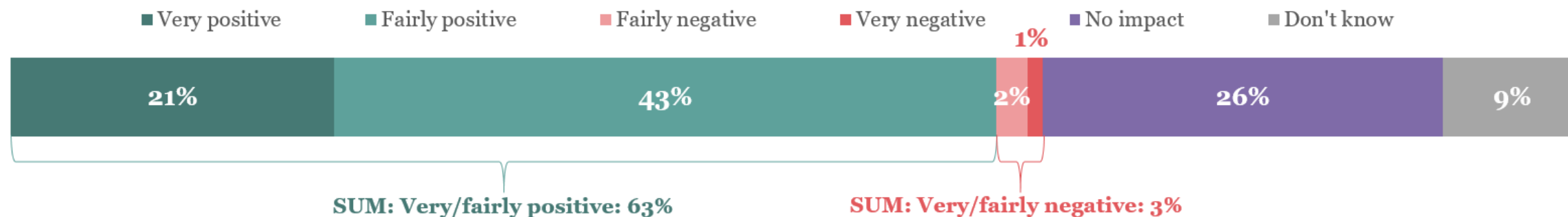
How well did you know them?



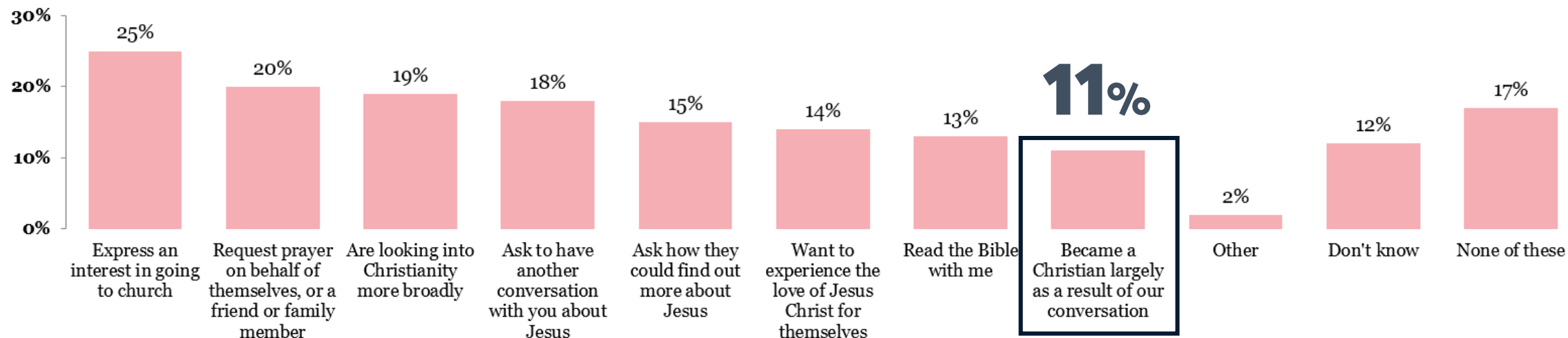
More than six in ten report a positive impact from their last evangelistic conversation and at least two in ten believe the other person is now looking into Christianity more broadly, requesting prayer or expressing an interest in church.



Reported impact on the other persons' opinions/beliefs about Jesus Christ from the conversation



Actions that the other person took as a result of the conversation

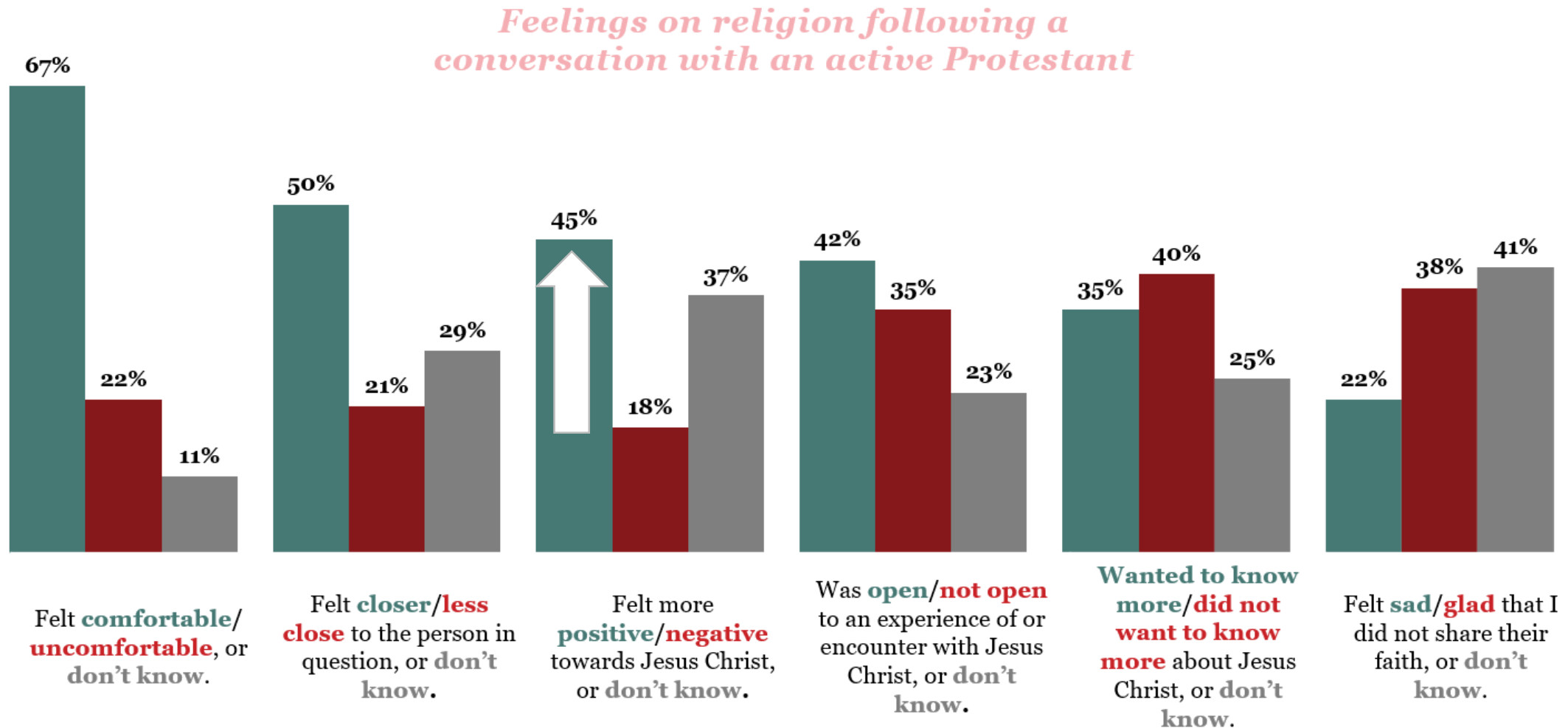


AP Q9. To the best of your knowledge, did this conversation have a positive or negative impact on the other person's opinion or beliefs about Jesus Christ? Base: Active Protestants who say they have talk about their relationship with Jesus Christ with a non-Christian at some point (n = 2685)

AP Q10. To the best of your recollection, which, if any, of the following did the person do as a result of your conversation? Base: Active Protestants who say they have talked about their relationship with Jesus Christ with a non-Christian at some point (n = 2685)



Almost half stated that they felt more positive towards Jesus following their conversation with a churchgoing Protestant. However, four in ten were glad that they did not share the faith of the person spoken to.





GENERAL PUBLIC

"Everyone should
leave everyone
else alone"

73% of general
public do not approve of
attempts by religious people to
convert others to their faith

44% Muslim **58%** Hindu **55%** Sikh



There is an openness to faith conversations.

Comfortable talking about **religion** with

% very comfortable/comfortable

71%



Family

64%



Friends

45%



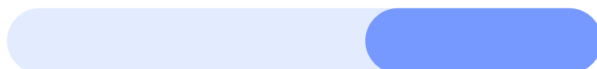
Workmates/
colleagues

41%



Acquaintances

40%



Neighbours

28%



Strangers

Comfortable talking about **Jesus** with

% very comfortable/comfortable

60%



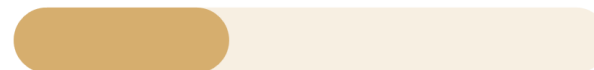
54%



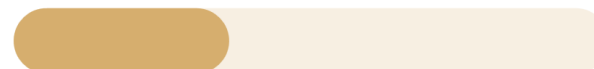
39%



36%



37%



28%



Conversion versus Conversation



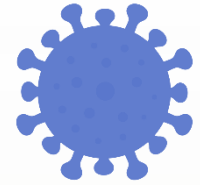
GENERAL PUBLIC

Top 4 reasons for not feeling comfortable talking to Christians about their faith

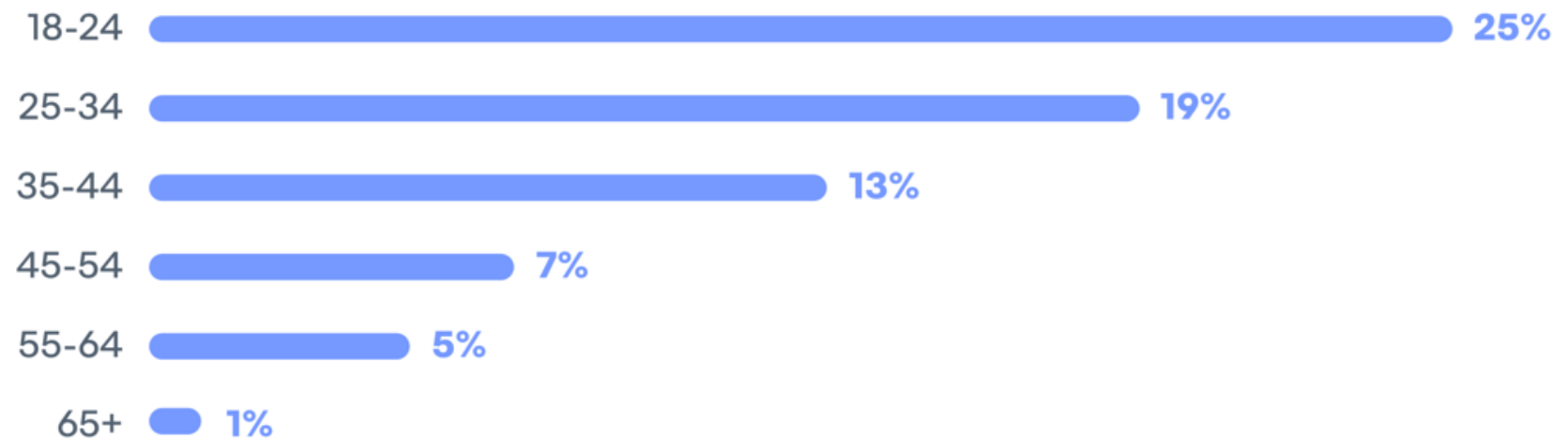
- "I do not have strong beliefs on Jesus"
- "Religion causes wars"
- "I don't believe anyone has the right to claim that they have the truth"
- "I would feel I am being recruited"



GENERAL PUBLIC



MORE INTERESTED IN HAVING A CONVERSATION WITH A CHRISTIAN ABOUT JESUS SINCE THE PANDEMIC





GENERAL PUBLIC

London - **54%**

London - **53%**

London - **49%**

London - **36%**

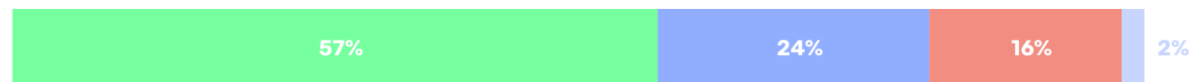
London - **37%**

London - **38%**

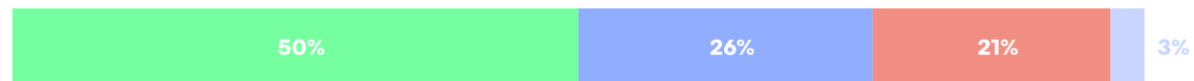
HOW COMFORTABLE OR UNCOMFORTABLE THE GENERAL PUBLIC FEEL ATTENDING THE FOLLOWING

Very comfortable/
comfortable Neither comfortable nor
uncomfortable Very uncomfortable/
uncomfortable Don't know

A church service celebrating Christmas



A church service celebrating Easter



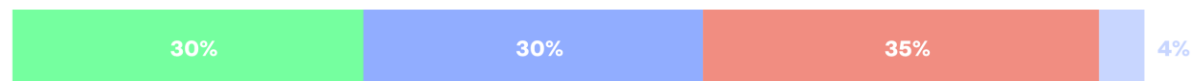
A normal Sunday church service



A small group where the Bible is studied



A course explaining Christianity



Meeting up with a Christian you know to read and discuss the Bible together





GENERAL PUBLIC

M - **35%**

M - **35%**

M - **39%**

M - **37%**

M - **37%**

M - **41%**

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A church service celebrating Christmas



A church service celebrating Easter



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Meeting up with a Christian you know to read and discuss the Bible together





GENERAL PUBLIC

59% 52% 42% 62%

51% 55% 43% 55%

46% 47% 45% 46%

22% 50% 38% 45%

29% 52% 41% 48%

23% 53% 43% 39%

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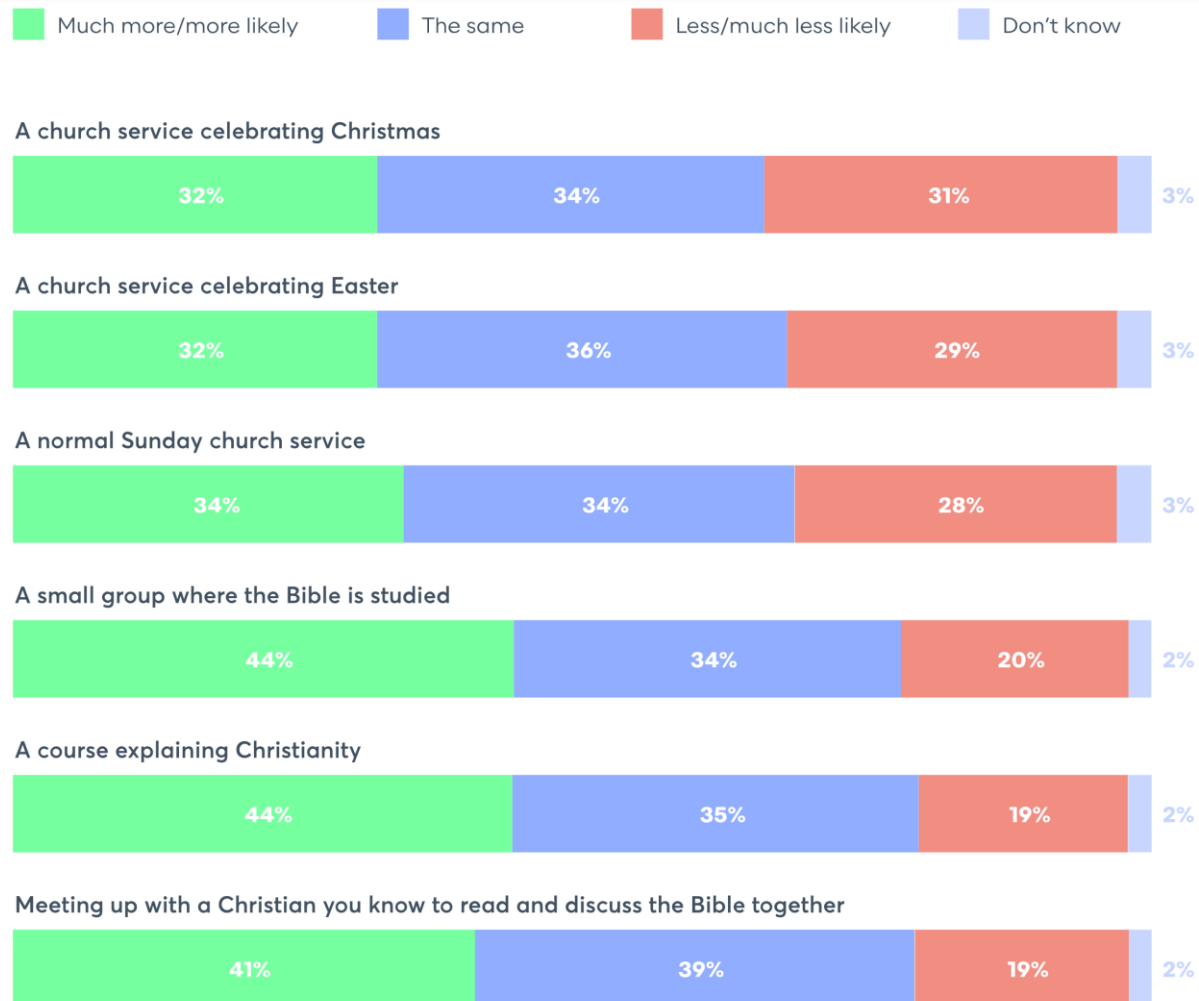




GENERAL PUBLIC



HOW MUCH MORE OR LESS LIKELY THE GENERAL PUBLIC IS TO ATTEND THESE EVENTS IF THEY WERE ONLINE



Openness to planting

	Extremely/very likely	Somewhat/slightly likely
Plant	21%	41%
Revitalise	13%	50%



CHURCH LEADER

Sending

In the last ten years, how many lay members has your church sent to be involved in a new church plant, distinct from the mother church?



CHURCH LEADER

Evangelism training



CHURCH LEADER

At least annually

41%

Less than annually

27%

No formal training

33%



ACTIVE PROTESTANTS

In the last 2 years

23%

Independent / free evangelical

25%

Pentecostal



ACTIVE PROTESTANTS

"I don't know how to
talk to non-Christians
about Jesus"

44%

2021 [NMS]

50%

2021 London [NMS]

23%

2015 [Talking Jesus]



ACTIVE PROTESTANTS

"I am afraid of
causing offence"

50%

2021 [NMS]

55%

2021 London [NMS]

33%

2015 [Talking Jesus]



ACTIVE PROTESTANTS

How could your church help you feel more comfortable talking to non-Christians?



Training

“Give more one to one support.”

“Give prime examples when they have spoken to non Christians and how those examples turned out well.”

“Provide us with guidance on how to incorporate it into casual conversation, without sounding like I am trying to convert, just open the mind.”

“Provide workshops and skills and FAQs about what might happen and how to deal with it. Perhaps going out and practicing in pairs or groups to get more confident.”

AP Q5B. What could your church do to make you feel more confident to speak to non-Christians about your faith? Please write one sentence.
Base: Active Protestants who are unconfident/very unconfident with talking about their faith to at least one non-Christian group (n = 1113)

Savanta:

Evangelism training

- Gospel
- Goodness of knowing Jesus
- Theology of 'conversion'
- Models and testimonies
- Data – general and specific
- Workshopping negotiating conversations
- Key apologetics – science
- Church invitation and welcome

nationalministrysurvey.org

Statistical bases, full methodology and partner organisations available in NMS report.