

THE
SEVEN
FAITH
TRIBES



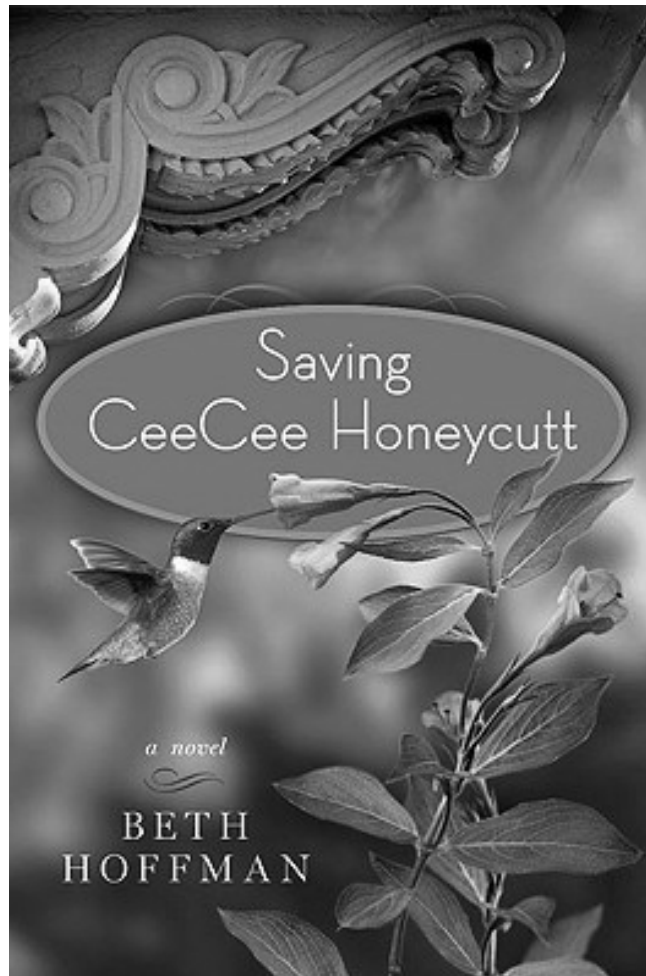
*Who they are
What they believe
Why they matter*

By George Barna

Religion in America, 2010



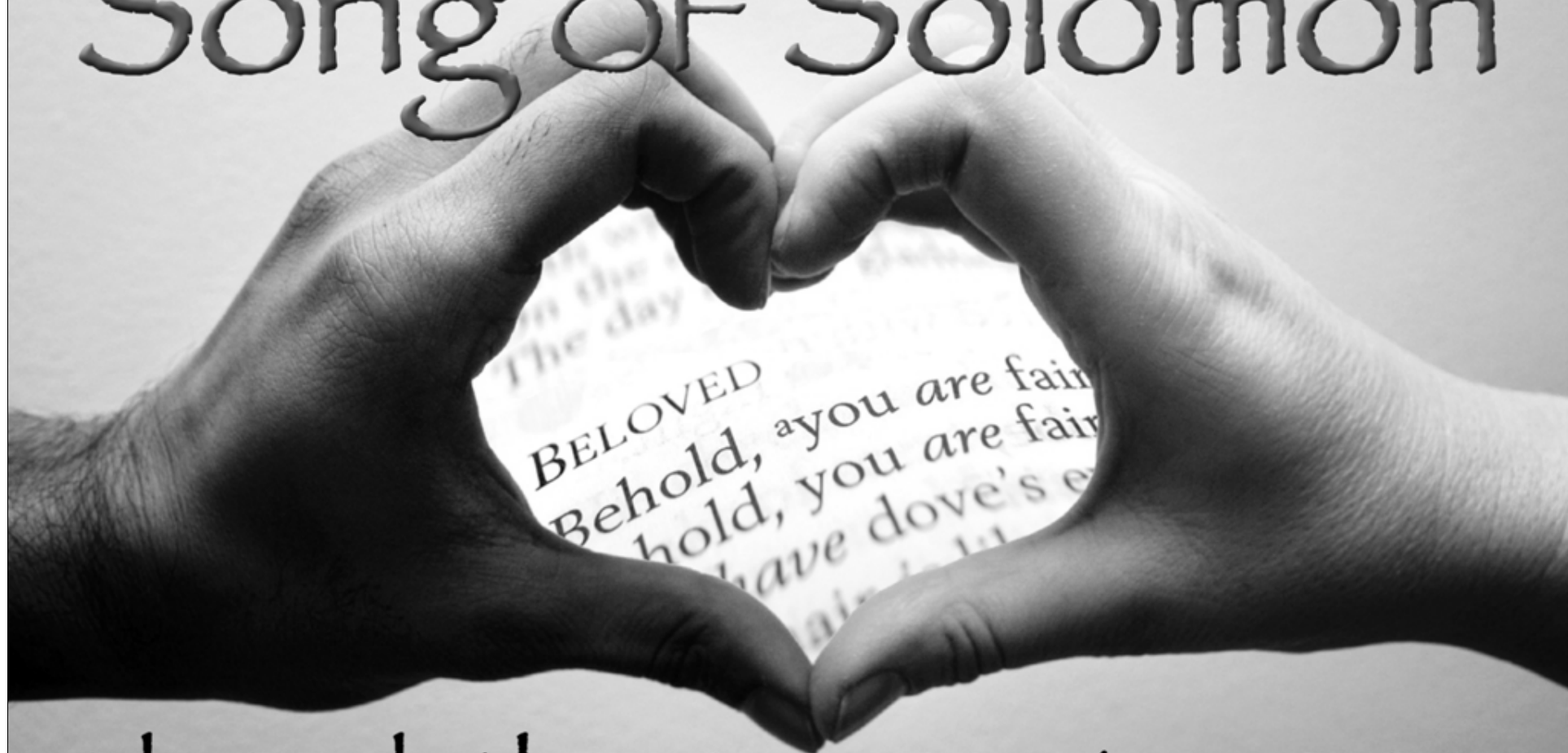
**Beth
Hoffman**



**This
Thursday
Jan 14, 7:30
Festival Hall**

ENCOUNTER WEDNESDAY 6:45PM

Song of Solomon



The Truth About Love, Marriage, & Sex
Beginning January 13

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Methodology

- 30,433 surveys conducted between 2000 and 2008
 - Demographic & “theolographic” questions
- Random telephone calls to 48 states
- Properly distributed across the states to ensure accurate distribution
- Response rates varied from 55% to 82% and averaged 61%
- 576 distinct measurement variables

Methodology

- First, surveys were analyzed to identify “faith tribes”
 - Similar beliefs and practices
- Then, surveys were assigned to one of the seven faith tribes
- Within each tribe, 576 distinct measurement variables were compared and analyzed
 - self-image, attitudes and perspectives, lifestyle activities and preferences, goals, media technology ownership and use, etc.

Sample Sizes

- This type of survey work can be successful because of the large sample sizes
 - However, there are very large differences in the size of the population in the seven tribes
- Thus, there is more statistical confidence in the larger samples (casual Christian) than in the smaller (Muslim)

Seven Faith Tribes

- Casual Christians – 68% of the population
- Captive Christians – 16%
- Skeptics – 11%
- Jews – 2%
- Pantheists – 1.4%
- Mormons – 1.3%
- Muslims -- 0.4%

Casual Christians

- They are the majority of Americans – as much as 2/3 of all U.S. adults
- By definition, the casual Christians are average, average, average
- They are comfortable with themselves, believing they are a positive force in the world
- Stable, status quo

Casual Christians

- They have a set of core values
 - very open to wide array of moral perspectives and lifestyles
- Friendly and committed to getting ahead in life
- They do not get excited about matters of faith. Low confidence in clergy and little desire to invest themselves in a church.

Casual Christians

- Faith is important
 - 59% think of themselves as “highly spiritual”
 - God has accepted them as they are, for who they are
 - 80% affirm both the resurrection and the virgin birth
- No particular passion for representing God in the world
- God is a benign and forgiving entity

Casual Christians

- 2/3 believe that “God helps those who help themselves”
- 2/3 believe that success in life is about personal accomplishments, not obedience to God
 - These are self-reliant people
- God is more interested in their happiness than their holiness

Casual Christians

- Only 18% believe that spiritual maturity requires a commitment to a church
- They esteem the Bible but don't see it as their guide to life
 - More than half don't know what translation they own and read
- “Life is their personal responsibility and God is waiting in the wings to nudge them and even to save them when times get desperate.”

Casual Christians

- Only 18% engage in the “big three” in a typical week: worship, prayer, Bible reading
 - Such Christian practices are simply not seen as a priority.
- Though goal-setters in general, they have very few concrete “faith goals.”
- Average charitable giving is 1.5% of income
- Fewer than 5% of casual Christians tithe

Prayer

