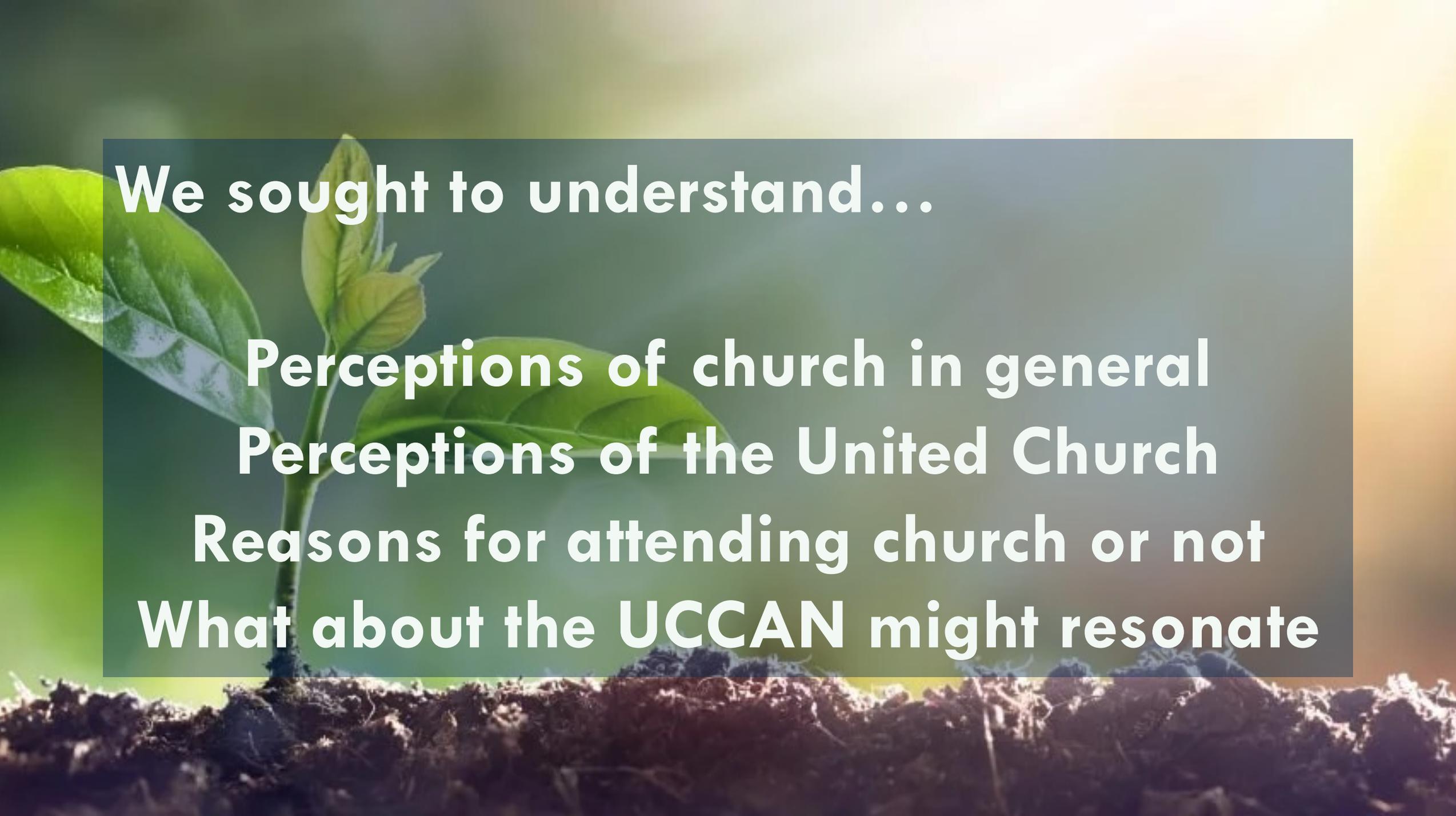






**In the spring of 2022, The United Church of Canada commissioned a research study...**

**...to gain a better understanding of worshippers and non-worshippers**



**We sought to understand...**

**Perceptions of church in general**

**Perceptions of the United Church**

**Reasons for attending church or not**

**What about the UCCAN might resonate**



**Canadians are different from the congregations in important ways when thinking about invitation and engagement...  
...outreach must be empathetic and receptive.**



**Among Canadians surveyed**  
**45% consider themselves spiritual**  
**21% consider themselves religious**  
**1/2 believe in God**  
**19% feel that religion is an important**  
**part of their life**



**Canadians report their #1 challenge is physical health followed by...**

- **32% Mental Health**
- **28% Stress**
- **24% Lack of purpose**
- **20% Not meeting their own potential**



## **Loneliness as a pervasive issue...**

- **27% lack of friends**
- **15% lack of community**
- **13% unfulfilling social relations**



## **Canadians ranking reasons for church**

- 37% social interaction**
- 36% sense of belonging**
- 33% moral/spiritual guidance**
- 32% being with a higher power**
- 30% comfort in life's trials**



## Perceptions...

- **Spiritual**
- **Welcoming**
- **Beneficial**
- **Helpful**
- **Uplifting**
- **Hypocritical**
- **Damaging**
- **Boring**
- **Awkward**



## **Biggest Barriers to attending**

- **32% Not open-minded enough**
- **29% My belief not strong enough**
- **28% Feel out of place**
- **24% Issues not relevant to me**
- **23% Can get benefits other ways**



