

Key Statistics:

- 20% of Americans attend church every week vs. 35% in 2020. The highest in America history was in the 1950's at 57%.(Gallup)
 - 30% of Americans attend church once per month. [Gallup]
 - 57% of Americans are seldom or never in religious service attendance vs. 35% in 2020 (Gallup)
 - Post-Pandemic, one out of four church members never came back, 25%.
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How many people leave the church each day?

Post-pandemic, approximately 5,000 people left the religious congregations every day. That is a rate of 1.8 million walking away from church every year. While each church is unique, leading experts say a church should expect to lose about 10%-15% of its members year over year.

Key Statistics:

- 16% of Christians who attended church pre-pandemic have stopped attending entirely (Barna)
 - In 2022, 4,500 churches closed in America. That number could double by 2026.
 - One recent survey asked why people are leaving the church, and the number one answer is: Church members seem to be judgmental or hypocritical. In other words, the church is perceived as inauthentic.
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Key Statistics:

- Nondenominational churches are seeing noticeable growth, with 6.5 million more people attending a non-denominational church in 2020 than in 2010 (US Religion Census)
 - Since 2015, 8000 churches chose to unaffiliate and become non-denominational, and another 10,000 considering the switch over a 10-year period.
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Key Statistics:

- Millennials (81-96) are the largest group leaving denominational churches. Main reason: They're turned off by the high-profile church leadership scandals and the increasing political polarization in so many denomination congregations, causing many to lose trust in churches and religious institutions all together.
 - Millennials are also the largest growth demographics in non-denominational churches.
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God Calls the Church to be:

1. The Body of Christ - 1 Corinthians 12:27
 2. A Community of Believers - Galatians 6:2
 3. A Witness to the World - Matthew 28:18-20
 4. A Light in Darkness - Matthew 5:14-16
 5. A Servant to Others - Mark 10:45
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There are 3 primary reasons why we are seeing a shift in church attendance. Why?

1. Apathy - a lack of interest, enthusiasm, or concern.
 2. Consumerism - a culture shift
 3. Competition - the growth of podcasts and streaming
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The number of US podcast listeners have increased year over year since 2013, reaching an estimated 164 million (U.S. Population 340 million)

Year	Monthly Podcast US Listeners	Increase Over Previous Year
2020	103 million	
2021	120 million	17 million
2022	140 million	20 million
2023	164 million	24 million

Video Streaming by U.S. Households

Year	Subscription by U.S. Household
2020	70%
2021	75%
2022	79%
2023	85%
