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Americans to Become More Religious 7 in 10 Americans are very or moderately religious, according to Gallup's editor-in-chief Frank Newport, who predicts Americans will become even more religious on average in the future. 2012 Gallup surveys found 40% of Americans can be categorized as very religious, while 29% are moderately religious and 31% are nonreligious. Religiosity is measured by frequency of attendance at worship services and the importance of religion in the respondents' daily life. Newport expects Americans' level of religiosity to increase over the next 20 years because the number of Americans 65 and older will double over the next 20 years. Historically, most people become more religious as they reach that age. The average level of religiosity for the entire population should increase if the trend continues. (*God Is Alive and Well: The Future of Religion in America*, by Frank Newport, Gallup Press, 2012)

The Rise of the Mansumer A product of the recession, this group is a growing breed of male shoppers supplanting their better halves as the "chief buying officers" of their households. "The lasting effects of the recession have altered the traditional 'provider' paradigm," states Interpublic's agency BPN. The new chief buyer in the American household is the man of the house. 40% of men are now the primary grocery shopper in the household, while 44% share equally in housecleaning. 86% agree the male role in the household has been redefined and requires partaking in tasks necessary to keep the household running, including childcare, shopping and various other activities. But while men shop more than ever, they shop differently and with less emotion and more focus on achieving certain goals. Men don't just shop; they buy. (*Marketing Daily* 12/6/12)

Seminary Paradox While enrollment continues to decline 1% a year, new seminaries are opening their doors. In past 2 years the Assoc. of Theological

Schools admitted 23 new member schools, bringing the total number of U.S. and Canadian member schools to 260 — an all-time high. At the same time, the number of students enrolled inches downward from year to year. There were 74,193 students enrolled at ATS member schools in '11, down from 79,244 in '07. (*Insights into Religion* 12/6/12)

Black Women Most Religious When asked by *The Washington Post* and the Kaiser Family Foundation pollsters, "How important is living a religious life to you personally?" 74% of black women said it was very important vs. 57% of white women, 70% of black men, and 43% of white men. When asked how much of a role God or faith plays when they are trying to get through tough times in life, 86% of black women said it was very important, compared to 66% of white women, 79% of black men, and only 51% of white men. When asked how satisfied they are in life, 51% of black women were the very satisfied vs. 50% of white women, 46% of black men and 48% of white men. *The Washington Post* suggested cultural differences largely attribute to the faith divide among blacks and whites, noting that African-Americans' exposure to gospel music, summer Bible school and "all-day church on Sundays" was a shared experience. (*Christian Post* 12/4/12)

World's Biggest Bible Publisher Amity Printing Company, China's government-approved Bible publisher, has announced it printed its 100 millionth copy of the Bible in July. This makes China the biggest publisher of Bibles worldwide. The company, based in Nanjing, China — about 3 hours from Shanghai — began as a joint venture between the United Bible Societies and the Amity Foundation in 1988. (*Christianity Today Gleanings* 11/1/9/12)

A Demographic Explosion Almost half the world's population is 25 and under. That's about 3 billion young people. Just 3 years ago in America,

Generation-Y (born between '84 and '02) became the largest generation in American history, passing up the Baby Boomers in size at 80 million people. *The Baltimore Sun* reports an astonishing 80% of Gen-Ys have moved back home after college. In England, they're called KIPPERS, which stands for "Kids in Parent's Pocket Eroding Retirement Savings." In Canada, they're called "Boomerang Kids," in Japan "Freeters," in Germany it's "Nesthockers." Although returning home is not the end of the world, when doing so without a plan, they get stuck, as mama is all too happy to do their cooking and cleaning. MacArthur Foundation research suggests adolescence doesn't really end until age 34. This delay seems to be sweeping the world. German social scientist Gunnar Heinson has uncovered some startling patterns. After studying centuries of history, he concludes that when 15- to 29-year-olds make up more than 30% of the population, violence occurs; when large percentages are under 15, violence is often imminent. Today there are 67 countries where a youth bulge exists (that is, populations where more than 30% are young adults or kids). 60 of those countries are presently in civil war or are experiencing mass killings. Of the 27 biggest youth bulge nations, 13 are Muslim. Those kids will find expression and may take it out on the rest of the world. (*USA Today* 12/3/12)

Language Interpreter in Your Pocket With the free new GM2:8 app, missionaries will be spending more time on the mission field and less time at the seminary learning foreign languages. Thanks to evangelist Ray Comfort, all it takes is a simple tap on a mobile device, and 10 different languages become immediately accessible to missionaries anywhere across the globe, allowing them to focus on the message, not the interpretation. Languages currently included are Dutch, English, French, German, Russian, Chinese, Italian, Japanese, Mandarin, Spanish Castilian, Spanish Neutral and Turkish. Comfort said, "We chose each of these because they are most prevalent. However, we want to someday increase the app to reach every language on the planet." (*OneNewsNow* 11/20/12)

Hispanics Not Bible Readers A new Barna Research survey of about 2,000 Catholics and Protestants, as well as Hispanics with no religious faith, finds 87% saying they have

at least one copy of the Bible; 73% have more than one copy. Only 8% of the Hispanic community actually reads the Bible at least 4 times a week. Yet Hispanics tend to have strong traditional values. (*OneNewsNow* 11/24/12)

Churches Expect to Meet Budget New research from Leadership Network finds that, despite the current economic landscape, 73% of all churches surveyed expect to meet budget this year (2012 calendar year or current fiscal year). Participating churches ranged in size from less than 50 to over 40,000 people in weekly worship attendance. (*Leadership Network* 12/3/12)

Obesity is one of America's most serious and widespread health problems. In the U.S., adult obesity rates have doubled since 1980 from 15% to 30%, according to the Trust for America's Health. (*Incentive* Nov-Dec 2012)

Wycliffe Bible Translators has dramatically increased its efforts and is on course for reaching its goal to translate the Scriptures into every language by 2025. Wycliffe and affiliated organizations like The Seed Company and SIL International have translated the Bible into 2,075 different languages, leaving 1,967 others still to be translated. For the first time ever, the number of languages with a Bible translation outnumbers those without. This accounts for an estimated 5.4 billion people around the world, while the remaining 1,967 languages are spoken by an estimated 209 million people. New technologies and strategies that directly reach out to local communities and figure out creative solutions about how to translate the Bible using the most accurate means available have accelerated the translation process. (*Christian Post* 12/7/12)

Selfless Service New LifeWay Research shows 58% of U.S. Protestant churchgoers agree with the statement "I am intentionally putting my spiritual gift(s) to use serving God and others." 60% agreed, "I intentionally try to serve people outside my church who have tangible needs." Just 9% of strongly agree with the statement "I intentionally give up certain purchases so I can use that money for others." 30% somewhat agree and 32% disagree while nearly a quarter answered "neither agree nor disagree." (*LifeWay Research* 11/19/12)

How Ebooks are Read Among Americans who read ebooks, those under age 30 are more likely to read their ebooks on a cell phone (41%) or computer (55%) than on an ebook reader such as a Kindle (23%) or tablet (16%). (*Publishing Poynters* 12/3/12)

Hispanics take a socially conservative view of family on many counts. 78% agree family is the basic building block of a healthy community; 69% agree a child is better off if he or she has married parents; 66% agree with the “traditional definition of marriage” and 60% agree sex should take place in the context of marriage. (*Barna Hispanics* 11/29/12)

Hispanic Youth Influencers 66% of Hispanics say parents and family impact the lives of Hispanic youth “a lot,” followed by friends (62%). Other sources of relational influence on Hispanic youth include teachers, educators and coaches (43%) and gangs (41%). (*Hispanic America: Faith, Values & Priorities* study, Barna Group).

Who Do You Trust According to Gallup’s annual poll rating honesty and ethical standards by profession, Clergy ranked #8 (52%) following Nurses (85%), Pharmacists (75%), Medical Doctors (70%), Engineers (70%), Dentists (62%), Police Officers (58%), and College Teachers (53%). Members of Congress (10%) and Car Salespeople (8%) were the lowest ranked. (*Gallup* 12/10/12)

Zero Migration from Mexico The Pew Hispanic Center reports net migration from Mexico to the U.S. fell to zero from ’05 to ’10. 20,000 more people moved to Mexico from the U.S. than from there to here in those years. That’s a vivid contrast with the years ’95 to ’00, when net inflow from Mexico was 2.2 million people. Currently Mexico’s economy is growing faster than ours. During the recent decline in U.S. birthrates, the biggest drop was among Mexican-born women, from 455,000 births in ’07 to 346,000 in ’10. That’s a 24 percent decline, compared with only a 6% decline among U.S.-born women. (*Rasmussen Reports* 12/10/12)

Latino Christians According to a recent Barna Group study, 54% of all Hispanic Christians primarily identify themselves as “Hispanic or Latino” while 24% primarily identify themselves

as “Christian or Catholic.” 49% of U.S. Hispanic Christians qualify as charismatic or Pentecostal. Millennial Hispanics are distancing themselves from Catholicism, tending either toward Protestantism or away from Christianity entirely. Protestants make up 19% of Millennial Hispanics, vs. 15% and 17% of Boomers and Busters. Employed Hispanics are more likely to say they are “committed to Jesus” (66%) and have attended church within the past month (58%) than unemployed Hispanics (55% and 47%). Female Hispanics are more likely than males to say people who do good works will go to Heaven. (*ChristianityToday.com* 11/15/12)

Fathers Are Vital Boys from fatherless families are twice as likely to end up in prison before age 30. Girls raised in homes without their fathers are much more likely to engage in early sexual behavior and end up pregnant as teens. Girls whose fathers left home before their daughters turned 6 are 6 times more likely to end up pregnant as teens. Children who grow up without married mothers and fathers are also more likely to experience depression, behavioral problems and school expulsion. There is also more abuse in homes without fathers. Fathers living with their children emerge as strong protectors, both through watching over their children’s activities and communicating to others that they will protect them. (*LifeSite News* 11/14/12)

Independent and Nondenominational Churches If the nation’s independent and nondenominational churches were combined into a single group, they would represent the third largest cluster of religious adherents in the U.S., following the Roman Catholic Church and the Southern Baptist Convention. Independent and nondenominational churches account for over 35,000 churches representing more than 12,200,000 adherents. In total, 4% of the U.S. population worships in an independent or nondenominational church. (Hartford Institute for Religion Research 2010 Study)

Teenage Boys — Worn Out Bodies It is not just girls these days who are consumed by an unattainable body image. Pediatricians are starting to be alarmed about boys who take unhealthy measures to try to achieve Charles Atlas bodies that only genetics can truly confer. Whether it is long hours in the gym, allowances blown on

expensive supplements or even risky experiments with illegal steroids, the price American boys are willing to pay for the perfect body appears to be on the rise. In a study by Harvard psychiatry professor Harrison Pope, more than 40% of boys in middle school and high school regularly exercised with the goal of increasing muscle mass. 38% used protein supplements, and nearly 6% had experimented with steroids. 90% of the boys in the survey exercised at least occasionally to add muscle. Just as girls who count every calorie in an effort to be thin may do themselves more harm than good, boys who chase an illusory image of manhood may end up stunting their development, particularly when they turn to supplements — or worse, steroids — to supercharge their results. (*Journal of Pediatrics* 11/19/12)

Hispanics Christian Influencers 35% of Hispanics say their strongest Christian influencers are church programs for children and youth. The Bible was last on the list at 29%. Only 21% think churches in their communities are doing “very well” addressing the challenges faced by Hispanic youth. Yet 52% of parents with kids at home and 58% of grandparents say the church is very important to their own children who live with them, or to their grandchildren. (*Barna Hispanics* 11/29/12)

Motorists 16 to 24 are more likely to drive while drowsy; 1 in 7 licensed drivers in that age group admits to having nodded off behind the wheel at least once in the past year, finds a new AAA survey. 1 in 10 drivers acknowledged nodding off while driving. Less-experienced drivers tend to underestimate the risks of drowsy driving and overestimate their ability to deal with problems from doing so. (*USA Today* 11/9/12)

Retirement Savings According to a recent Employee Benefit Research Institute study, 60% of workers surveyed reported retirement savings and investments of less than \$25,000, excluding home values. (*EBRI 2012 Retirement Confidence Survey*)

More Women Drivers For the first time in history, women outnumber men on America’s roadways. More women have licenses to drive than men. The share of men 25-29 with a driver’s

license has dropped by 10.6%, while women of that age group dropped only 4.7%. Research suggests rising use of the Internet may be to blame for the decrease. (*USA Today* 11/12/12)

E-reading = More Reading More than 8 in 10 Americans 16-29 read a book in the past year, and 6 in 10 used their local public library. At the youngest end of the spectrum, high schoolers 16–17 and college-agers 18–24 are especially likely to have read a book or used the library in the past 12 months. Americans 16 and older encounter and consume more books, as e-books change the reading landscape and the borrowing services of libraries. Although library usage patterns may often be influenced by school assignments, readers’ interest in the possibilities of mobile technology may point the way toward opportunities of further engagement with libraries later in life, says a new Pew Internet & American Life Project report. (*Center for Media Research Brief* 11/6/12)

Generation Edge We’ve been through Baby Boomers, Generation-X, Generation-Y/ Millennials. Now it’s time to get ready for “Generation Edge.” The term, as designated by brand consultancy The Sound Research, refers to consumers born after ’95, many of whom are just moving into adulthood. Having grown up amid a series of foundation-shattering crises, Generation Edge is less entitled than their predecessors, the Millennials. Having lived through a global recession and no guarantee of higher education, Generation Edge understands things in life will not come easily. They understand success is not guaranteed and do not take accomplishments for granted. They are more defined by their ability to roll with the punches. Yet, because of the way their parents have brought them up, they’ve got a bit of an edge. Millennials were not rebellious; Edgers are extremely conformist. They want to cut their own path in life. Where Millennials were idealistic, Gen Edge is realistic. They’re still young people, and that means they have more optimism in general. They’ve still got the sense that life is going to get better. They are resilient. (*Heard On the Web Media Intelligence* 11/21/12)

Fast Facts:

- 25% of all church and charitable donations are received the last 40 days of the year.
- A recent Gallup survey finds half of Americans say they read their Bibles at least once a month.
- The Bible can be read aloud in 70 hours.
- 50% of U.S. churchgoers attend the largest 10% of congregations (350 regular participants and up).
- Last year, sales of religious books in America grew by 8% in a declining industry.
- 51% of U.S. churches say that at least 1 of their senior staff members regularly blogs or updates social media.
- 67% of churches' senior staff members update their blog 1 or 2 times a week, 33% do it 3–4 times.
- 91% of online evangelicals use the Internet for religious purposes vs. just 44% of all online Americans.
- The American public gains about \$3 in benefit for each dollar a donor receives in tax relief for a contribution.
- Americans gave nearly \$300 billion to charities in 2011, according to Giving USA.
- One-third of donors surveyed would reduce their giving without the charitable deduction.
- Nonprofit organizations produce \$1.1 trillion a year in jobs and services and provide 13.5 million jobs, about 10% of the U.S. workforce.
- 47% of younger Americans read long-form e-content such as books, magazines or newspapers.
- 39% of American young people between the ages of 18–35 have moved back home.
- Fathers are the primary breadwinners in almost 70% of married families.
- About 180,000 Medicare patients die each year from hospital accidents, errors and infections.
- 17% of U.S. seniors have income under \$20,000 and spend 17% of it on healthcare.
- 25% of U.S. seniors rely on Social Security for 90% or more of their family income.
- More than 8 in 10 Americans 16 to 29 read a book in the past year, and 6 in 10 used their local public library.
- 78% of new book titles in the U.S. come from small presses or self-publishers.
- On the average, a bookstore browser will spend 8 seconds looking at the front cover and 15 scanning the back cover.
- Most readers do not get past page 18 in a book they have purchased.

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