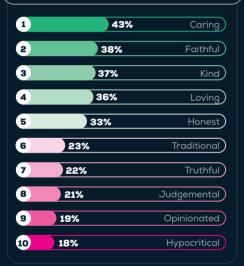
PERCEPTIONS OF CHRISTIANS THE CHURCH AND JESUS

CHRISTIANS

APPROXIMATELY 347,000 KIWIS (9%) **DON'T KNOW ANY CHRISTIANS**

THE 91% OF NEW ZEALANDERS WHO **KNOW AT LEAST 1 CHRISTIAN** PERCEIVE CHRISTIANS TO BE Top 10

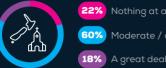


Research & visualisation by McCrindle, mccrindle,com.au



THE CHURCH

HOW MUCH DO YOU KNOW ABOUT THE CHURCH IN NEW ZEALAND?



- 22% Nothing at all
- Moderate / a little
- A great deal / a lot

HOW WELL DO YOU KNOW YOUR LOCAL CHURCH?



WHAT IS THE IMPACT OF THE CHURCHES IN YOUR LOCAL AREA?



ATTRIBUTES OF JESUS WHICH KIWIS CONNECT TO **POSITIVELY** Top 5

1 53% 2 45% Hope 41%

JESUS

HOW MUCH DO KIWIS KNOW ABOUT **JESUS' LIFE?**



A moderate amount

Very little / nothing

35%

33%

20%

12%

HOW IMPORTANT WAS JESUS' LIFE TO ...?





- 30% Extremely / very
- 28% Slightly / somewhat
- 42% Not at all

38%

35%

FAITH & BELIEF **NEW ZEALAND**

NO RELIGION OR SPIRTUAL BELIEF

CHRISTIANITY

SPIRITUAL BUT NOT RELIGIOUS

ALL OTHER RELIGIONS

> 16% CHURCH GOER At least monthly

9% ACTIVE **PRACTISERS**

Extremely involved

CONTRIBUTIONS OF MAORI CULTURE AND SPIRITUALITY TO NEW ZEALAND'S SOCIETY

(% of those who agree that Maori culture and spirituality has influenced NZ values n=616)

Acknowledgement of sacred places

73%

Importance of extended family

69%

Respect for elders 68%

Better understanding of the NZ story

54%

Care for the environment

54%

Prefer a scientific and evidence-based approach Religion is outdated > 17% and traditional Religion is a crutch for the weak

WHY NO RELIGION? Top 3



There is an ultimate purpose and meaning in life

The existence of a spiritual realm > 34%

Any spiritual path can lead to enlightenment

> 30%

HAS THE MAORI CULTURE AND UNDERSTANDING OF **SPIRITUALITY INFLUENCED VALUES AND BELIEFS IN NEW ZEALAND?**

YES DEFINITELY / SOMEWHAT

61%

OUTGROWING RELIGION? NEVER BEEN RELIGIOUS 26% CONTINUER 24% **NO LONGER RELIGIOUS** 23% SYNTHESIZER set of beliefs not fitting any one religion 14% CONVERTER CONVERTER switched from a different religion 7% non-religious prior to choosing current religion 5%

OPENNESS TO EXPLORING RELIGION

Analysis of 'non-Christians' (n=601)



Would

Unlikely / woul

HOW OFTEN DO KIWIS SPEAK ABOUT RELIGION OR SPIRITUALITY WITH FRIENDS?





Seeing people who live out a genuine faith

Experiencing a personal trauma or life event

Stories or testimonies from people who have changed due to their faith

TOP 3 REPELLENTS TO RELIGION & SPIRITUALITY

(% who are strongly repelled)

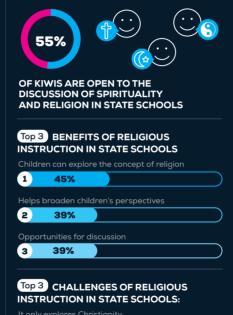
Stories or testimonies from people who have changed due to their faith

Hearing from public figures and celebrities who are examples of that faith

27% Miraculous stories

IS THE DISCUSSION OF RELIGION AND SPIRITUALITY APPROPRIATE FOR THE CLASSROOM?

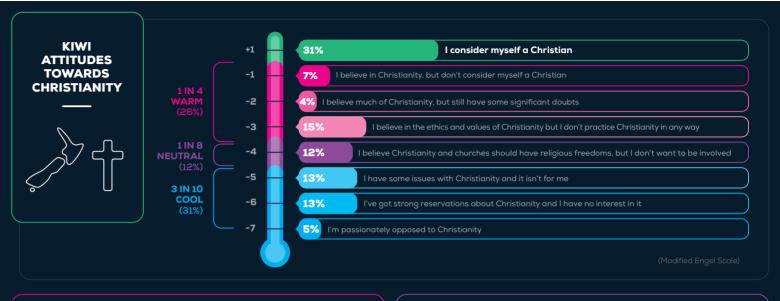




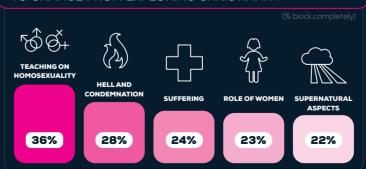
Discrimination of children who opt out

43%

Children taught different beliefs than at home



TOP 5 ISSUE BLOCKERS: ISSUES THAT ARE MOST LIKELY TO PREVENT NON-CHRISTIANS WHO ARE OPEN TO CHANGE FROM EXPLORING CHRISTIANITY (n=348)



TOP 5 BEHAVIOUR BLOCKERS: BEHAVIOURS THAT ARE MOST LIKELY TO PREVENT NON-CHRISTIANS WHO ARE OPEN TO CHANGE FROM EXPLORING CHRISTIANITY (10-3-48)

