

Barna

STATE OF
NASHVILLE



The Barna logo consists of a solid red square. Inside the square, the word "Barna" is written in a white, sans-serif font.

Barna

The State of Nashville logo features a teal location pin icon to the left of the text. The text "STATE OF" is in a yellow, sans-serif font, and "NASHVILLE" is in a teal, sans-serif font.

**STATE OF
NASHVILLE**

The background is a complex, abstract composition of various geometric shapes and semi-transparent layers. It includes a teal cross, a yellow flame, a teal dove, a yellow sun, and a teal plant. The colors are primarily teal, yellow, and red, set against a dark background.

**Understanding the Church
Understanding the Need
Understanding the Opportunity**



Understanding the Church

Understanding the Need

Understanding the Opportunity



LET'S TAKE A POLL!

**About what percentage of adults in
Nashville identify as Christian?**

The Barna logo consists of a solid red square with the word "Barna" in white, sans-serif font positioned to its right.

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**STATE OF
NASHVILLE**

The background is a dark, abstract composition of various geometric shapes and patterns. It includes a large, stylized teal cross, a teal dove in flight, a teal house-like shape, and various other shapes in shades of red, orange, and teal. The overall effect is a layered, artistic design.

LET'S TAKE A POLL!

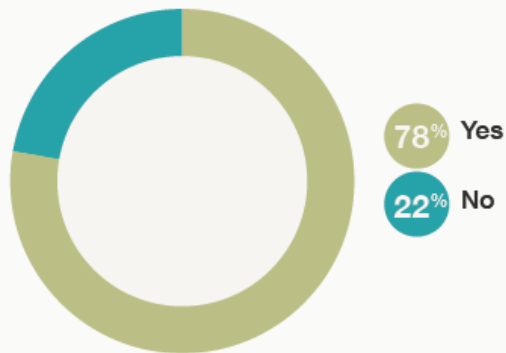
**About what percentage of adults in
Nashville are devoted to their Christian
faith and actively attend a local church?**

Barna Faith Segmentations in Nashville



Unchurched Adults' Relationship with the Church

Has there been a period in your life when you attended a Christian church regularly?

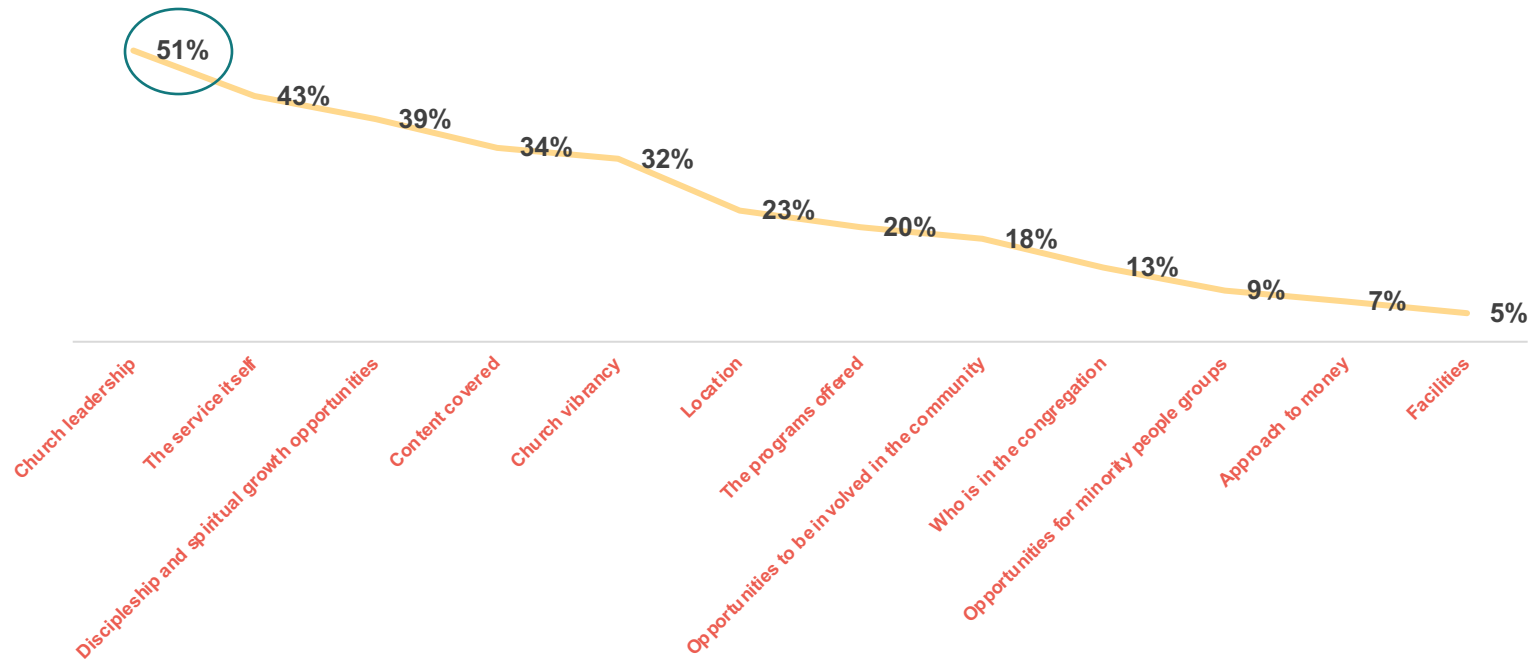


1/2

What Would Make Them Consider Attending?



When you choose a church, what's most important?



n=703 adults, Aug 26–Sept 9, 2022. Data is representative of Nashville's designated market area.

Communal Social Issues for the Church to Address

1. Homelessness 50%
2. Poverty and hunger 49%
3. Support of local charities 26%
4. Racial injustice 25%
5. Human trafficking 20%

Personal Social Issues for the Church to Address

1. Mental illness 41%
2. Suicide 37%
3. Domestic violence 36%
4. Substance abuse 32%
5. Companionship for the elderly 28%

Most Desired Teaching Topics

Practicing Christians	How to read, interpret, understand the Bible 38%	How to be a Christian in today's society 36%	The gospel 34%
Non-practicing Christians	How to read, interpret, understand the Bible 33%	Relationships 32%	Social or political issues 29%
Non-Christians	Parenting and family issues 31%	Morality and values 30%	Social or political issues 30%

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STATE OF
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The background is a complex, abstract composition of various geometric shapes and semi-transparent layers. It includes a stylized plant on the left, a cross in the upper center, a dove on the right, and a flame at the bottom center. The color palette is dominated by dark reds, oranges, and greys, with some teal and yellow accents.

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The background of the slide is a dark, abstract composition of various geometric shapes and patterns. It includes a stylized plant with leaves on the left, a house silhouette at the bottom center, a dove in flight on the right, and various overlapping rectangles and circles in shades of red, orange, and teal.

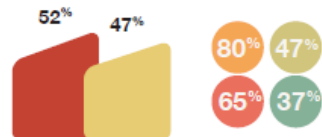
LET'S TAKE A POLL!

**What mental health struggle is most
common for adults in Nashville?**

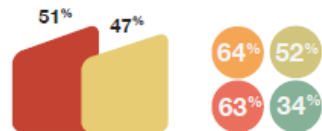
Mental and Emotional Well-Being % who feel this at least once or twice a month

● All adults ● Churched adults ● Gen Z ● Millennials ● Gen X ● Boomers

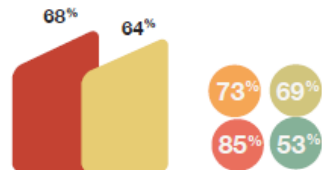
LONELY



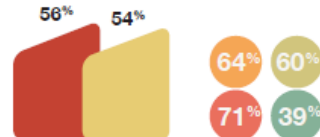
DEPRESSED



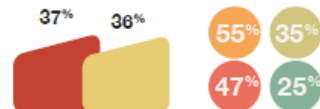
ANXIOUS



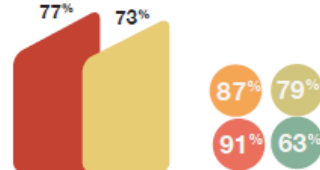
BURNED OUT



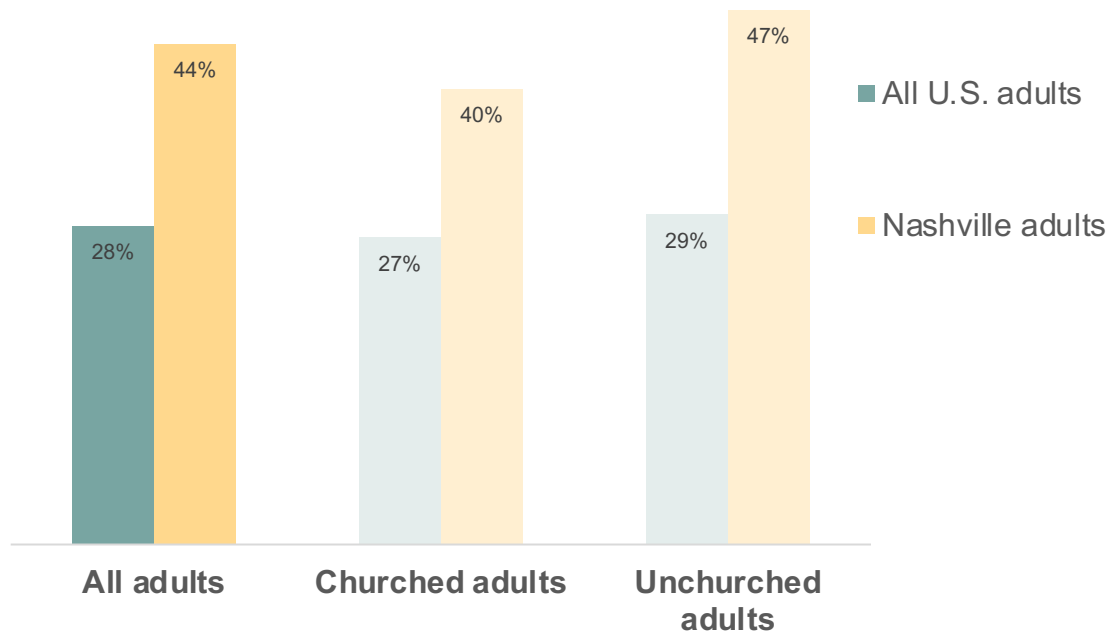
FEARFUL



STRESSED



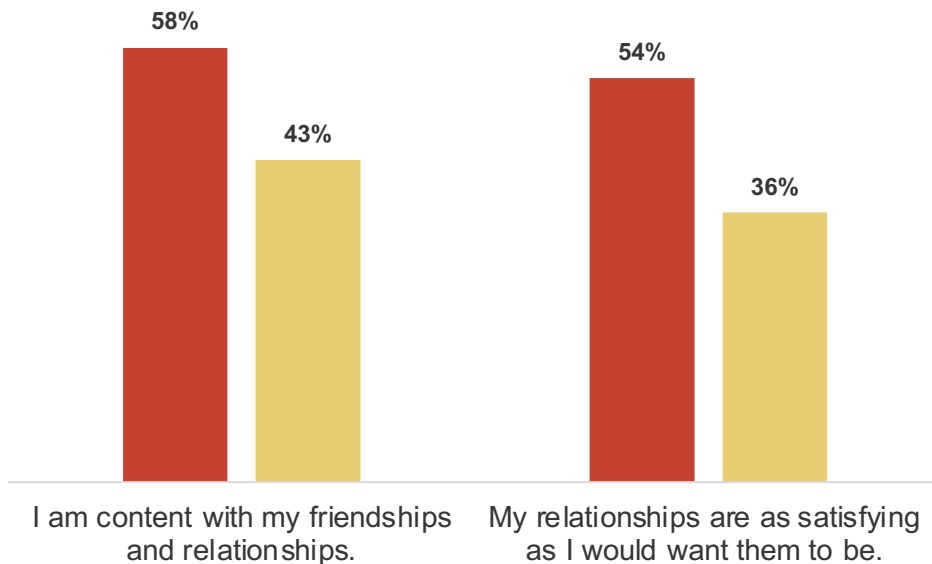
Personally Experienced a Trauma



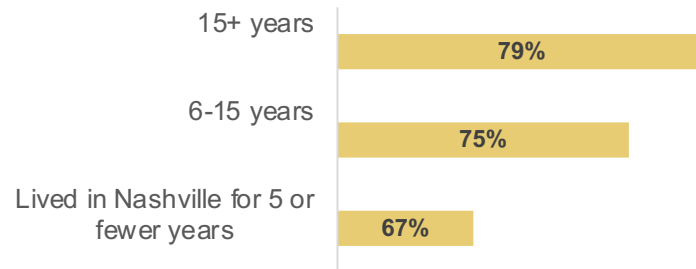
n=703 adults, Aug 25–Sept 9, 2022. Data is representative of Nashville's designated market area.

% with High Relational Well-being

■ National churched adults ■ Nashville churched adults



I have close friends who live near me, know me well and support me.



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An abstract background composed of various geometric shapes and semi-transparent icons in shades of teal, orange, and red. The icons include a cross, a dove, a flame, a church steeple, a globe, and a plant. The text "Q&A" is prominently displayed in white in the center-right area.

Q&A

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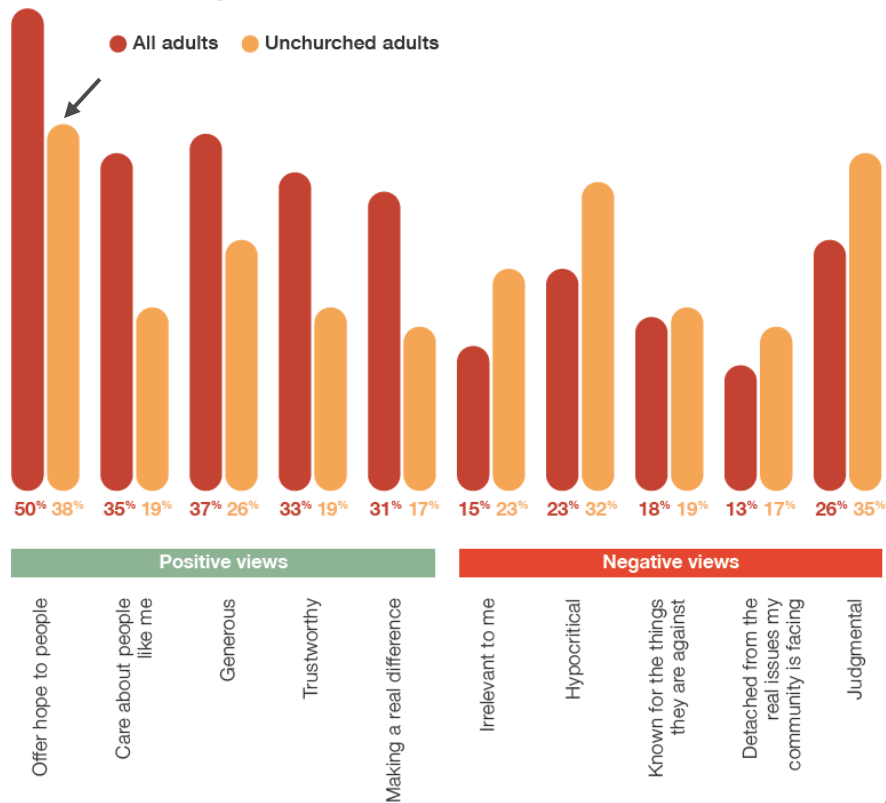
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**Among unchurched adults, what is
the most common perception of
local Christian churches?**

“Brand” Perceptions of Local Churches

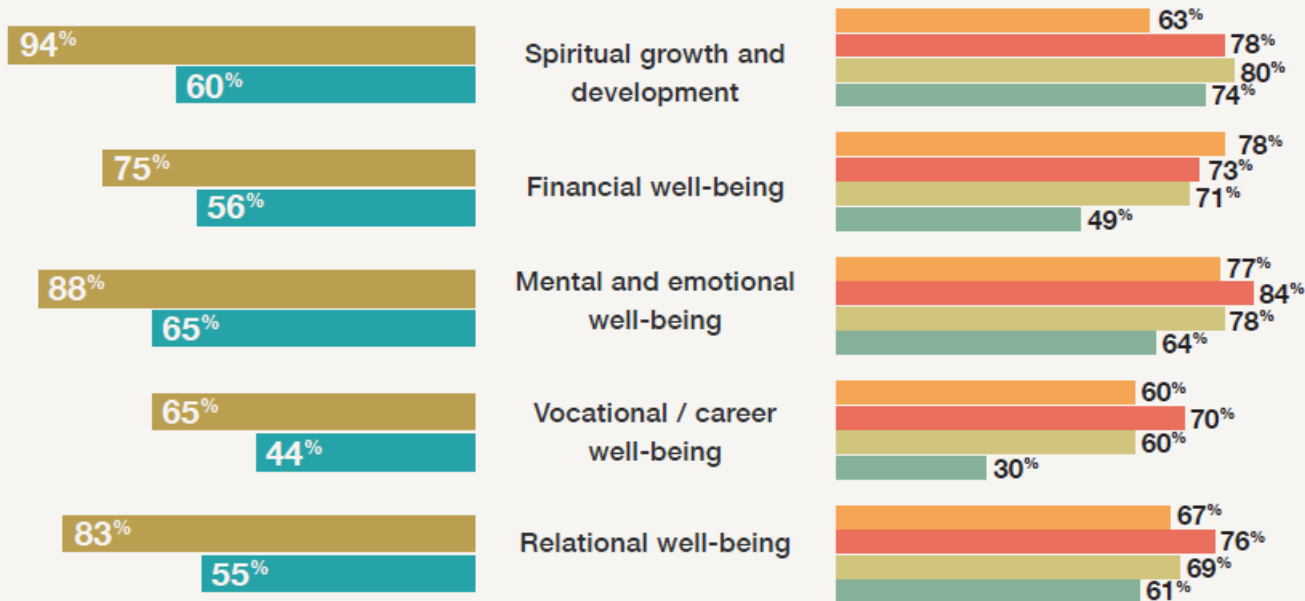


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How Churches Can Impact Flourishing

● Churched ● Unchurched ● Gen Z ● Millennials ● Gen X ● Boomers

% definitely + probably interested

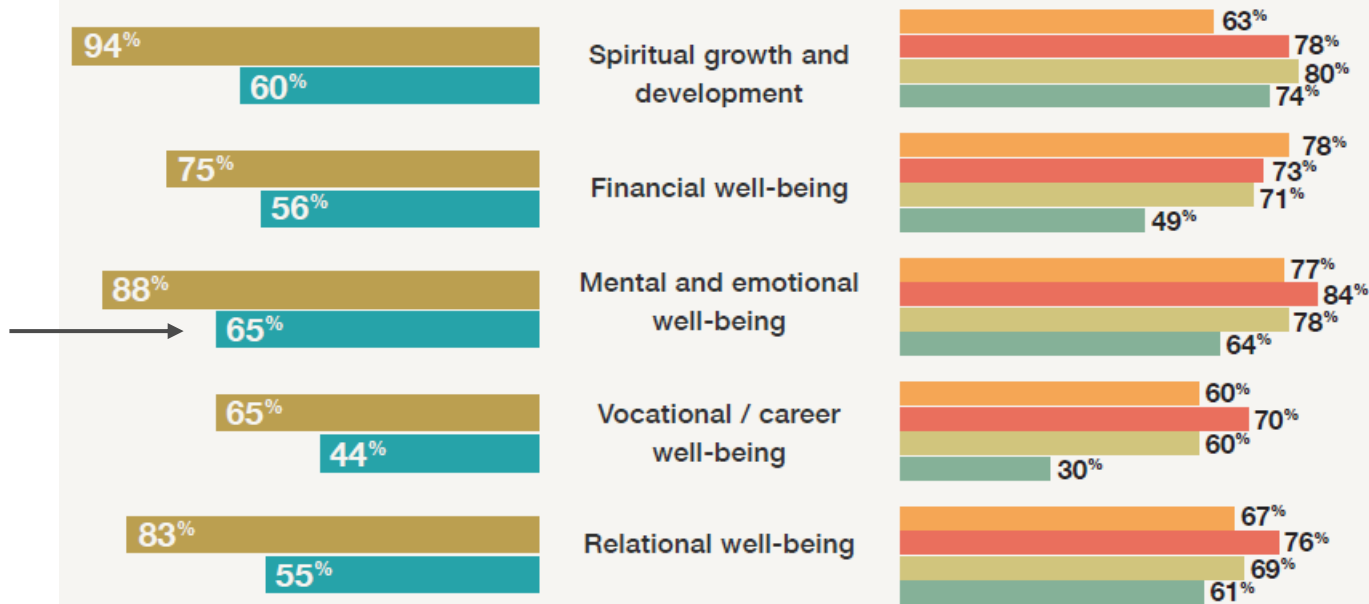


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Knowledge to Navigate a Changing World