



Methodology

This quantitative study consisted of one online survey of 703 adults ages 18 and older, conducted from August 25, 2022 to September 9, 2022. The adults who completed this survey live within Nashville's designated market area (DMA) and were randomly selected through online research panels.

In quantitative research, it is important to ensure that the data is balanced and doesn't favor one people group over another. To accomplish this, researchers set quotas and tracked a variety of demographic factors as the data came in. They carefully managed the balance of ethnicity, education, age and gender in particular (i.e., applied "weights" to the data set) to ensure that the data reflected these demographics' natural presence in the Nashville population (using U.S. Census Bureau data for comparison). A variety of faith affiliations and religious backgrounds are also present in the data set. Partly by nature of using an online panel, these respondents are slightly more educated than the average, but Barna researchers made sure that the voices of those without college degrees were appropriately represented in the final data set.

The margin of error for this data is +/- 3.4 percent at the 95 percent confidence level, meaning Barna researchers are 95 percent confident that the true Nashville numbers lie within this small margin of error. Statistics are so powerful!



Glossary

Generations

Gen Z: Were born 1999 or later. Only adults 18 or older are included in this data set.

Millennials: Were born 1984 to 1998.

Gen X: Were born 1965 to 1983.

Boomers: Were born 1946 to 1964.

Working adults: Are currently employed full-time or part-time.

Self-identified Christians: Those who self-identify as “Christian” from a list of religious faiths.

Churched: Those who attend a Christian church service at least once every six months (excluding holiday services such as Christmas or Easter and special events such as a wedding or funeral).

Unchurched: Those who do not meet the above definition of “churched.”

Practicing Christians: Those who self-identify as Christian, attend church at least once a month and strongly agree that their religious faith is important in their life today.

Non-practicing Christians: Those who self-identify as Christian and do not meet the above definition of “practicing Christian.”

Non-Christians: Those who identify as a religious faith other than “Christian” (which includes “none”).

Resilient Disciples: Self-identified Christians who meet the following criteria – attend church at least once a month, want to be a Christian who doesn’t separate themselves from culture or the world they live in, believe the Bible is the inspired word of God, believe Jesus Christ was crucified and raised from the dead to conquer sin, engage with church in more ways than just attending services, have personally made a commitment to Jesus that is important in their life today.

Four-point Evangelicals: Believe the Bible is totally accurate in the principles it teaches, believe they have a personal responsibility to tell other people about their beliefs, disagree that a person can earn a place in heaven if they do enough good things, have an orthodox view of God.