

Curious Audience Psychographic Research Study

A qualitative research study to understand the wants and needs of young adults who are interested in faith and unfamiliar with Cru.



MARKETING

Background

We sought to learn what aspects of belief, value, purpose, need and trust resonate most with young adults who are interested in faith but unfamiliar with Cru (a Curious Audience).

MINISTRY

- DPS Marketing

AUDIENCE

- People 18-35 years old not strongly tied to any one religion, but to have an interest in spirituality/faith. People from a variety of places in the United States with a mix of diverse ethnic/racial backgrounds.
- **Relationship with God: Curious**
- **Relationship with Cru: None**

Results

- Number of Respondents: 504

Learning Objectives

PRIMARY GOALS

- Discover & define what factor(s) make a person curious about spirituality/faith.
- Find out the values, beliefs, and thoughts of those who are in the Curious Audience.

QUESTION CATEGORIES

Values

- Why do you want to learn more about spirituality/faith?
- What do you invest the most time, money and resources into?
- What is your political affiliation?

Beliefs

- How comfortable are you with discussing spirituality with other people?
- How often do you attend religious gatherings (church, synagogue, mosque, etc.)?

Thoughts

- Do you feel you have found your life's purpose?
- How often do you feel stressed/worried?
- What resources do you need for your growth?

Demographics vs Psychographics

Demographics



- Age
- Gender
- Location
- Education
- Income
- Interests

Psychographics



- Goals
- Behaviors
- Wants
- Needs
- Motivators
- Habits

Methodology

PHASE 1

- Conduct research using Pew Research Center, Barna, American Psychological Association, etc. to create a baseline for questions.

PHASE 2

- Develop and distribute survey via SurveyGizmo.

PHASE 3

- Analyze survey results and unpack findings.

Key Findings

Psychographic Motive Categories

We asked participants to explain what motivated their interests in spirituality/faith. Participants then gave an open-ended answer to their motive. These were tagged and filtered to 7 general categories of spiritual motivation (see next slide) with 64% falling into one of 3 categories.

Secondary Data

Most participants seem to value things in their internal sphere (ex. themselves, their families, or their community etc.). 97% of participants said their purpose in life mattered to them with 63% of participants not knowing their purpose in life yet.



















Next Steps

This information will be used to inform motivations and tone for advertising geared toward a Curious Audience. We will also use this research framework to inform and build on future. market research.

Participant Demographics

- Age:
 - 18 - 24: 35%
 - 25 - 30: 38%
 - 31 - 35: 27%
- Location: United States
- Gender:
 - Male: 50%
 - Female: 50%
- Background:
 - Hispanic/Latino: 34%
 - Other: 66%
- Background (Not Hispanic/Latino):
 - White Caucasian: 37%
 - Black/African American: 23%
 - Asian: 23%
 - American Indian or Alaska Native: 4%
 - Native Hawaiian or Other Pacific Islander 1%
 - A mix of two or more races: 12%

Curious Psychographic Categories

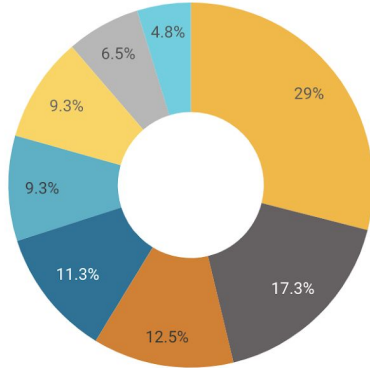
 <h2>Different Pursuit</h2> <p>Reach: 9% Affinity: 2.27</p> <p>These are people who are pursuing faith/spirituality, but are not interested in the Christian faith.</p> <div><div> Desire to Follow Jesus: NONE</div><div> Reach Difficulty: EASY</div></div>	 <h2>Intellectuals</h2> <p>Reach: 23% Affinity: 1.69</p> <p>These are people who are interested in learning about faith/spirituality, but do not actively show interest in joining it or receiving something from it. The motivation is just for the sake of learning something new.</p> <div><div> Desire to Follow Jesus: LOW</div><div> Reach Difficulty: EASY</div></div>	 <h2>Search</h2> <p>Reach: 25% Affinity: 1.87</p> <p>These are people who pursue faith/spirituality because they are seeking to understand something about the world or find an answer to a question.</p> <div><div> Desire to Follow Jesus: MEDIUM</div><div> Reach Difficulty: INTERMEDIATE</div></div>
 <h2>Need</h2> <p>Reach: 18% Affinity: 2.03</p> <p>These are people who hope that faith/spirituality will fill an emotional/personal void inside them or hope to achieve personal growth.</p> <div><div> Desire to Follow Jesus: HIGH</div><div> Reach Difficulty: INTERMEDIATE</div></div>	 <h2>Faith Ready</h2> <p>Reach: 10% Affinity: 2.32</p> <p>These are people who are actively looking to join a faith or religion.</p> <div><div> Desire to Follow Jesus: HIGH</div><div> Reach Difficulty: DIFFICULT</div></div>	 <h2>Unsure Follower</h2> <p>Reach: 7% Affinity: 2.57</p> <p>People who claim to be followers of Christ, but are unconfident in their faith and looking to grow closer to God.</p> <div><div> Desire to Follow Jesus: HIGH</div><div> Reach Difficulty: INTERMEDIATE</div></div>

Note: 10% of participants did not fall into an identifiable category.

Other Findings



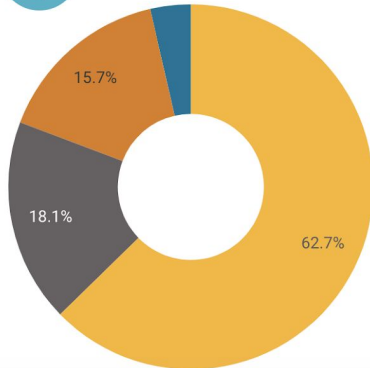
What Is Most Important In Life?



- Spending time with and investing in my family.
- Serving people in need and doing good deeds.
- Gaining understanding through education/learning.
- Achieving success, money, and prestige.
- Doing what I want when I want.
- Connecting with friends.
- Caring for animals and/or the environment.
- Growing in my faith/spirituality.



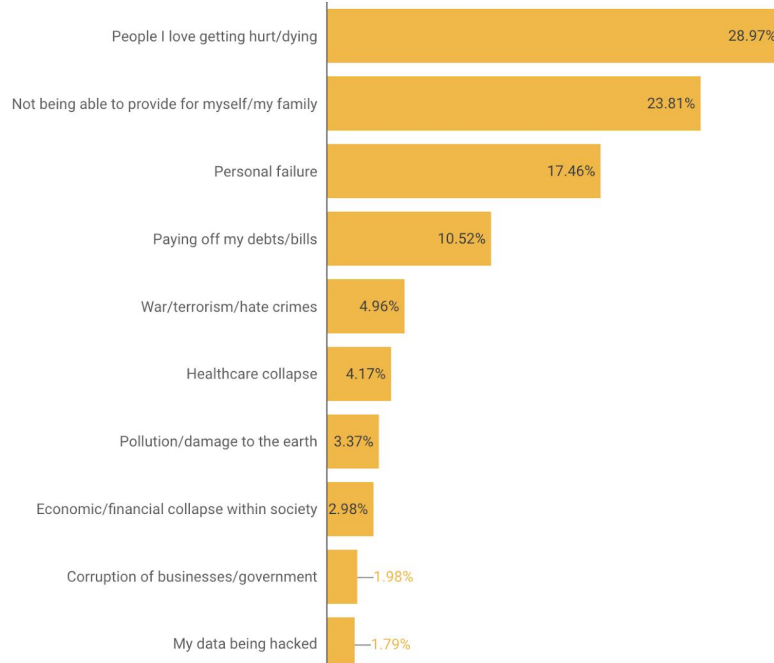
Have You Found Your Life's Purpose?



- No, but I'm still searching for it.
- Yes, but I'm not living it out.
- Yes, and I'm living it out.
- No, because it doesn't matter to me.



What Do You Worry About the Most?

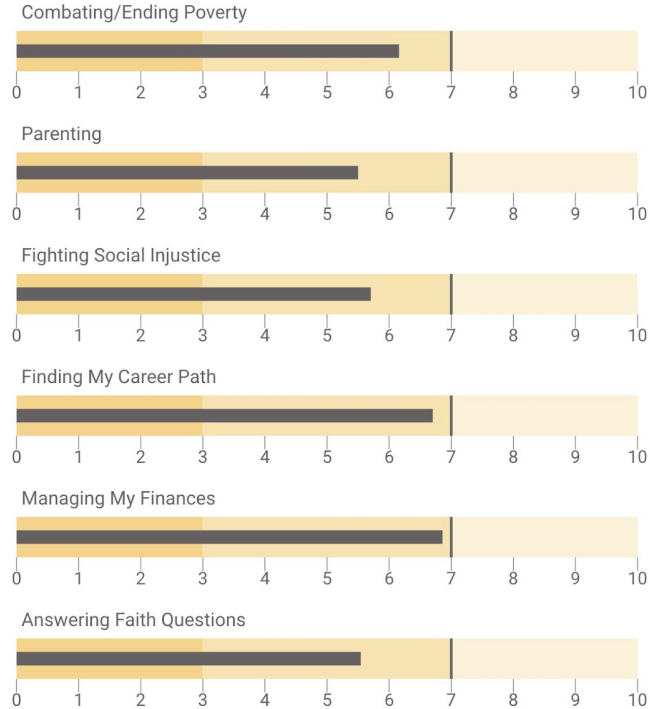
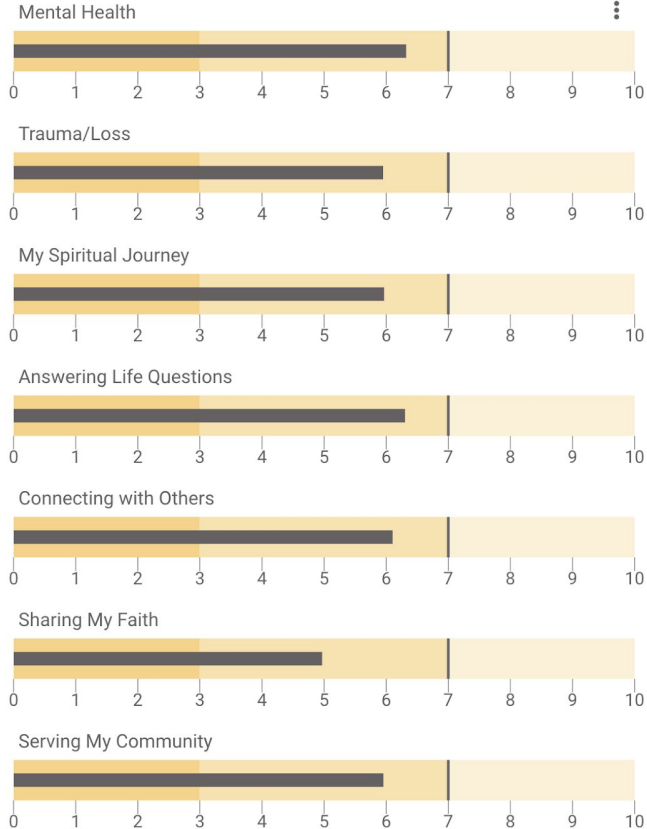


[See Full Study \(PDF\)](#)

Other Findings



What Resources Are You Interested In?



[See Full Study \(PDF\)](#)

THANK YOU