



Easter Research

Research on for the Easter campaign in collaboration with JesusFilm and LAC.



MARKETING

Overview



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- Google Trends Data
- Pew Research Data
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 - Help/Ayuda
 - Religious Commitment/Compromiso Religioso
 - Full Reports

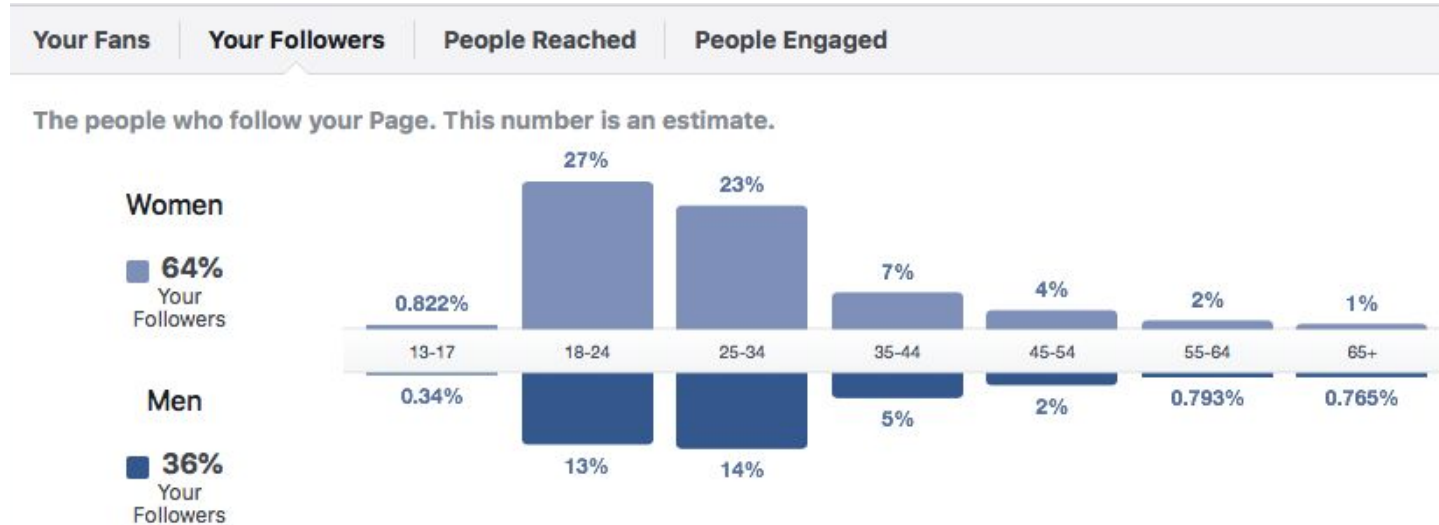


Research Requirements



- Countries: Mexico, Colombia and Peru.
- Audience Segment: Friends with Cru volunteers or associates.
- Source: Cru LAC Social Media

LAC Facebook Followers Data - Age



LAC Facebook Followers Data - Location

Country	Your Followers	City	Your Followers	Language	Your Followers
Brazil	1,022	Rio de Janeiro, RJ, Brazil	197	Spanish	1,654
Colombia	449	Santa Cruz de la Sierra...	134	Portuguese (Brazil)	964
Mexico	218	Panama City, Panamá ...	110	English (US)	398
Bolivia	189	Bogotá, Distrito Especi...	108	Spanish (Spain)	356
Venezuela	187	Salvador, BA, Brazil	89	Portuguese (Portugal)	45
United States of America	167	Barranquilla, Atlantico, ...	78	English (UK)	36
Ecuador	149	Mexico City, Distrito Fe...	64	French (France)	33
Argentina	145	Guayaquil, Guayas Pro...	55	Dutch	20
Panama	115	Lima, Lima Region, Peru	52	Korean	7
Peru	113	Quito, Pichincha Provin...	52	Spanish (Mexico)	5
Costa Rica	76	Fortaleza, CE, Brazil	50	Italian	3
Chile	70	Santo Domingo, Santo ...	48	German	2
Guatemala	68	Santiago de Cali, Valle ...	45	French (Canada)	2

LAC Facebook Followers Data - Advertising Audience

People who live in this location ▼

Mexico
📍 Mexico


Colombia
📍 Colombia

Peru
📍 Peru

Include ▼ | Type to add more locations | Browse

Locations ⓘ

Try adding Worldwide to target all countries in that region. We'll then find the best performing countries for you automatically. Add Worldwide



Drop Pin

Add Locations in Bulk

Age ⓘ 18 ▼ - 45 ▼

Gender ⓘ All Men Women

Spanish (All) X

Estimated Daily Results

Reach

3,600 - 22,000



Link Clicks

86 - 540



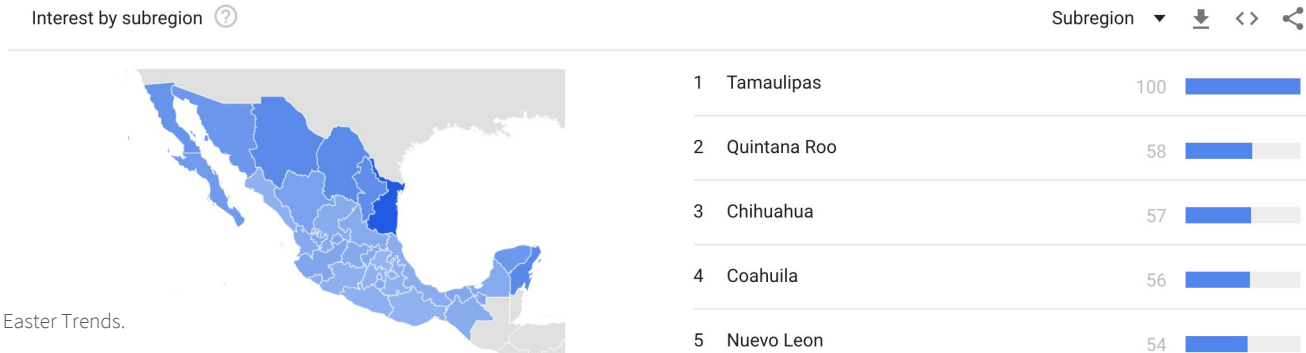
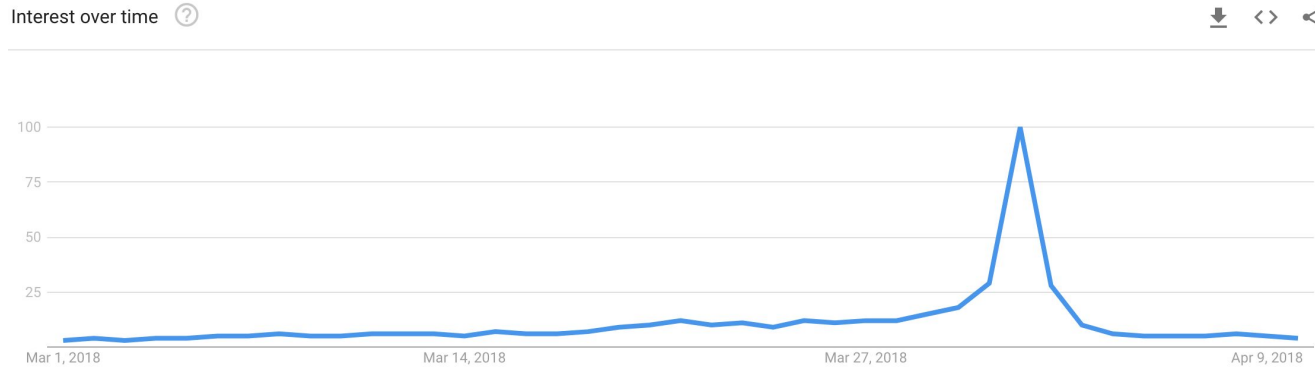
The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

This audience is filtered through friends of people who like the LAC Cru Page.

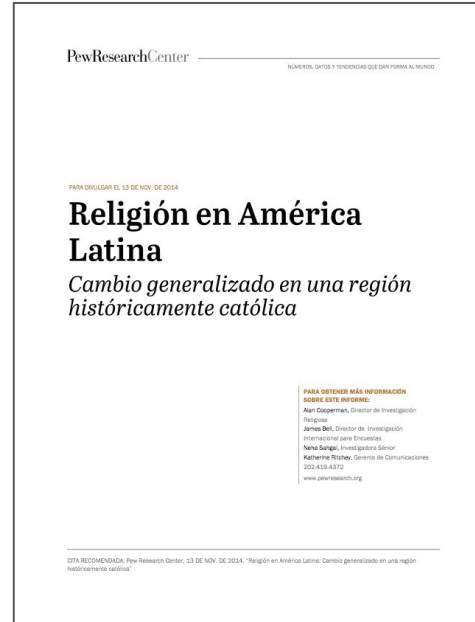
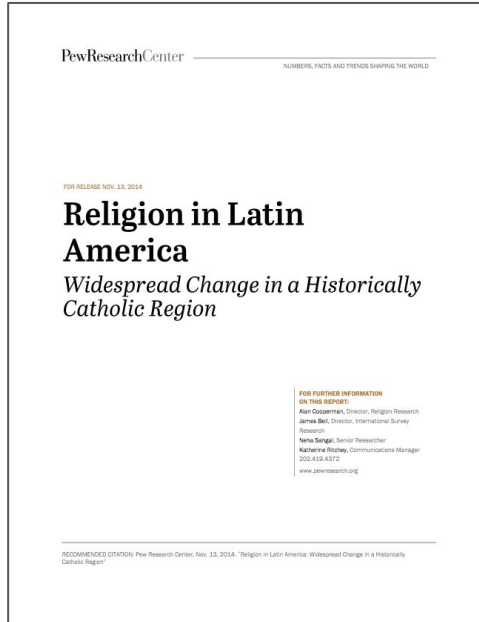
Google Trends Research

- In Mexico, Semana Pascua (Easter Week) is a trend, but not in Colombia/Peru.
- Easter trends a week before Resurrection Sunday and 2 days after Resurrection Sunday



Graphs are for Mexico Easter Trends.

Pew Research Data

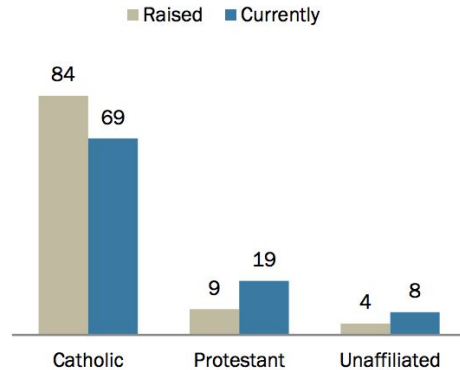


The Pew Research Center released a report on Religion in Latin America. This breaks down research on religious opinions across the region. The report was released in both English & Spanish.

Pew Research Data - Identity/Identidad

Shifting Religious Identity in Latin America

% of the region's adult population raised in each religious group vs. % currently identifying with each group



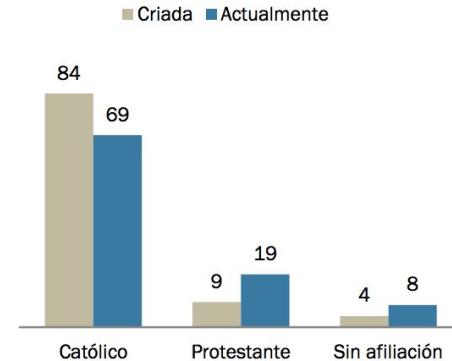
QCHREL, QCURREL

Results based on aggregated survey data from 18 countries and the U.S. territory of Puerto Rico, taking into account differences in the population size of each country/territory.

PEW RESEARCH CENTER

Cambio de identidad religiosa en América Latina

Porcentaje de la población adulta de la región criada en cada grupo religioso frente al porcentaje de los que actualmente se identifican con cada grupo



QCHREL, QCURREL

Los resultados están basados en el conjunto de datos de la encuesta realizada en 18 países y el territorio estadounidense de Puerto Rico, que han sido ajustados para dar cuenta de las diferencias en el tamaño de la población de cada país/territorio.

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Pew Research Data - Country/País

Religious Affiliations of Latin Americans

	Catholic	Protestant	Unaffiliated	Other
Predominantly Catholic				
Paraguay	89%	7%	1%	2%
Mexico	81	9	7	4
Colombia	79	13	6	2
Ecuador	79	13	5	3
Bolivia	77	16	4	3
Peru	76	17	4	3
Venezuela	73	17	7	4
Argentina	71	15	11	3
Panama	70	19	7	4

Majority Catholic

Chile	64	17	16	3
Costa Rica	62	25	9	4
Brazil	61	26	8	5
Dominican Rep.	57	23	18	2
Puerto Rico	56	33	8	2
U.S. Hispanics	55	22	18	5

Half Catholic

El Salvador	50	36	12	3
Guatemala	50	41	6	3
Nicaragua	50	40	7	4

Less than half Catholic

Honduras	46	41	10	2
Uruguay	42	15	37	6

Regional total*

(adjusting for each country's population size)

69	19	8	4
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Afiliaciones religiosas de los latinoamericanos

	Católico	Protestante	Sin afiliación	Otro
Predominantemente católico				
Paraguay	89	7	1	2
México	81	9	7	4
Colombia	79	13	6	2
Ecuador	79	13	5	3
Bolivia	77	16	4	3
Perú	76	17	4	3
Venezuela	73	17	7	4
Argentina	71	15	11	3
Panamá	70	19	7	4

Mayoría católica

Chile	64	17	16	3
Costa Rica	62	25	9	4
Brasil	61	26	8	5
Rep. Dominicana	57	23	18	2
Puerto Rico	56	33	8	2
Hispanos en EE. UU.	55	22	18	5

Mitad católica

El Salvador	50	36	12	3
Guatemala	50	41	6	3
Nicaragua	50	40	7	4

Menos de la mitad católica

Honduras	46	41	10	2
Uruguay	42	15	37	6

Total regional*

(con ajuste según el tamaño de la población de cada país)

69	19	8	4
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Pew Research Data - Reason/Razones

Latin Americans' Reasons for Leaving the Catholic Church

Median % of converts from Catholicism to Protestantism who say ... is an important reason they are no longer Catholic

Seeking personal connection with God	81
Enjoy style of worship at new church	69
Wanted greater emphasis on morality	60
Found church that helps members more	59
Outreach by new church	58
Personal problems	20
Seeking better financial future	14
Marriage to non-Catholic	9

Q41a-h

Respondents were asked whether each of these items was an important reason for leaving Catholicism.

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Razones de los latinoamericanos para dejar la Iglesia Católica

Mediana del porcentaje de personas convertidas del catolicismo al protestantismo que dicen que cada una de las siguientes es una razón importante por la que ya no son católicos

Buscan una conexión personal con Dios	81
Disfrutan el estilo de culto de la nueva iglesia	69
Querían un mayor énfasis en la moralidad	60
Encontraron una iglesia que ayuda más a sus miembros	59
Acercamiento por parte de la nueva iglesia	58
Problemas personales	20
Buscaban un mejor futuro económico	14
Se casaron con alguien que no era católico	9

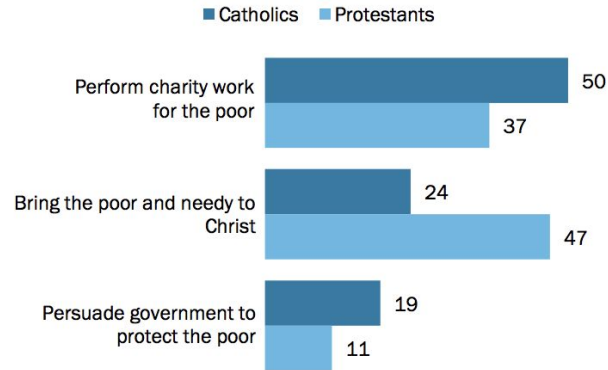
Q41a-h

A los encuestados se les preguntó si cada una de estas opciones era una razón importante para dejar el catolicismo.

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Most Important Way Christians Can Help the Poor

Median % of Catholics/Protestants who say ...

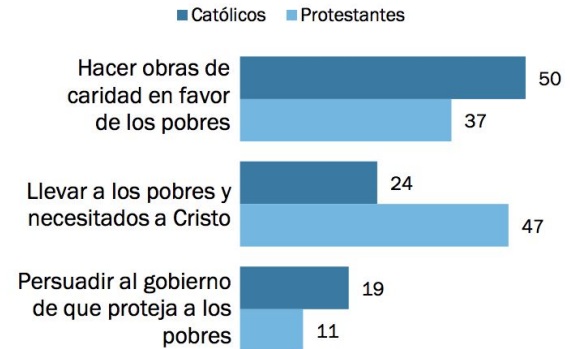


Q32

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Modos más importantes en que los cristianos pueden ayudar a los pobres

Mediana del porcentaje de los católicos/protestantes que seleccionaron...



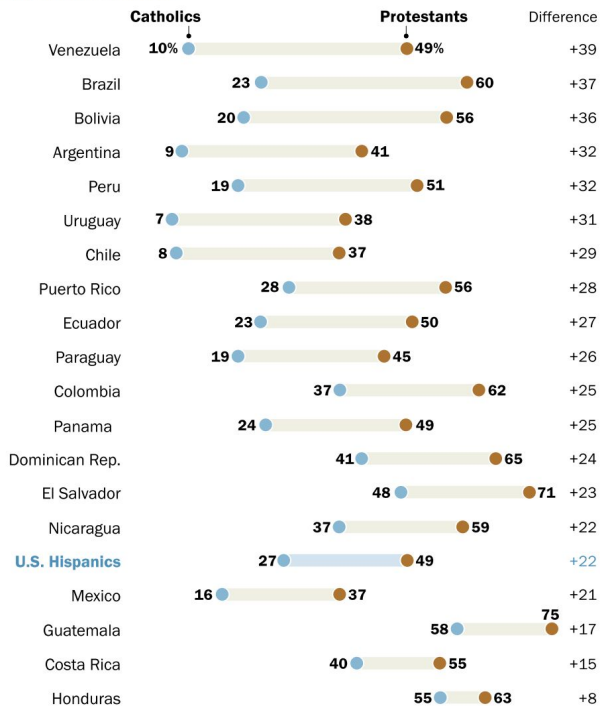
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Pew Research Data - Religious Commitment/Compromiso Religioso

The Commitment Gap

% who say they pray daily, attend services weekly and consider religion very important in their lives

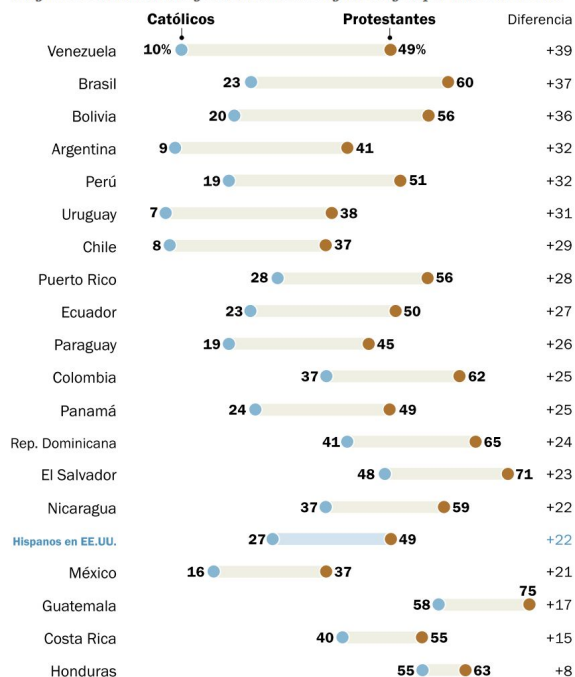


Q29, Q45, Q58

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La brecha del compromiso religioso

Porcentaje de quienes dicen que rezan diariamente, asisten a servicios religiosos semanalmente y consideran la religión muy importante en su vida



Q29, Q45, Q58

PEW RESEARCH CENTER

Full Pew Research Reports

<http://www.pewresearch.org/wp-content/uploads/sites/7/2014/11/Religion-in-Latin-America-11-12-PM-full-PDF.pdf> (in English)

<http://www.pewresearch.org/wp-content/uploads/sites/7/2014/11/PEW-RESEARCH-CENTER-Religion-in-Latin-America-Overview-SPANISH-TRANSLATION-for-publication-11-13.pdf> (en Español)

THANK YOU

Questions? Please contact danielle.bonilla@cru.org