

# U.S. Latinos & Evangelism

Presenting our research on the trends of Latinos in the United States and first-generation Latino-led churches.



MARKETING

# Overview

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## OVERVIEW

As the Cru Marketing Team, we want to be more open with our research & resources. With that in mind, we want to share broad trends of research we find with the rest of the Cru teams.

## U.S. LATINOS & EVANGELISM OUTLINE

- Evangelical Latinos in the U.S. Statistics
- Evangelical U.S. Latino Church Activity
- Key Factors for Latino Success
- Key Hindrances to Latino Success

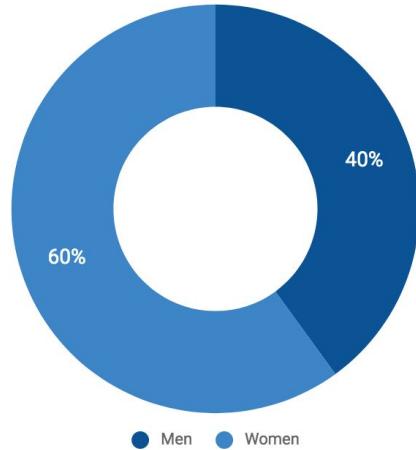
# Evangelical Latino Statistics

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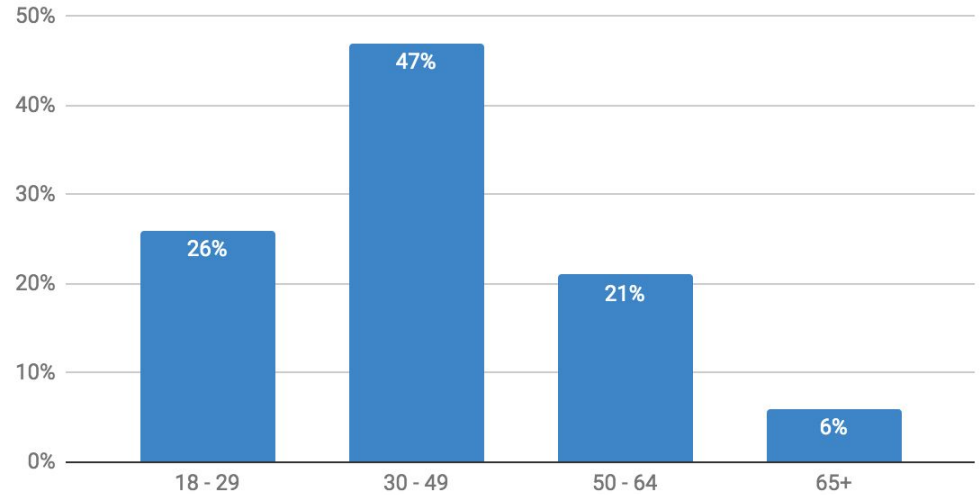
# Evangelical Latinos in the U.S. Statistics

Most Evangelical Latinos are women with a majority in the older millennial/Gen X category.

**Gender**



**Age**

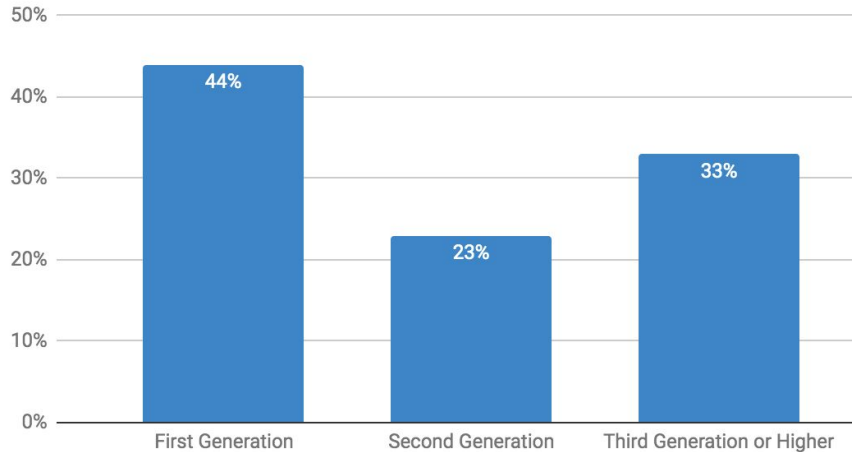


In 2014, 19% of Latinos in the United States identify as Evangelical Christians<sup>(1)</sup>. This has been on a growing trend from 7% in 2007. The following statistics will only apply to Latinos who identify as Evangelical Christians<sup>(2)</sup>.

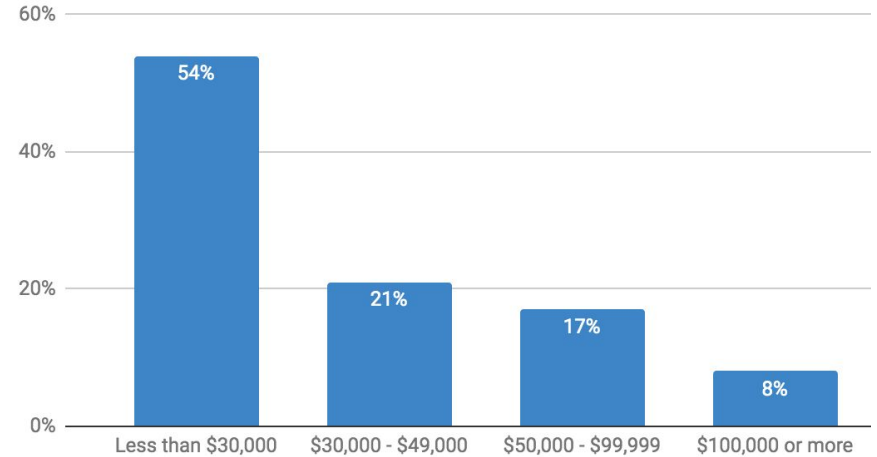
# Evangelical Latinos in the U.S. Statistics

Most Evangelical Latinos are First Generation Americans (Not born in the United States). More than half have a household income of less than \$30,000.

## Immigrant Status



## Household Income



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# Evangelical Latinos in the U.S. Statistics

Here are the beliefs and practices of Evangelical Latinos:

**83%**

Are absolutely  
certain God exists

**65%**

Attend church at  
least once a week

**50%**

Attend prayer/small group  
at least once a week

**82%**

Say religion is very  
important

**76%**

Pray at least  
once a day

**69%**

Read the Bible at  
least once a week

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# Evangelical Latino Church Activity

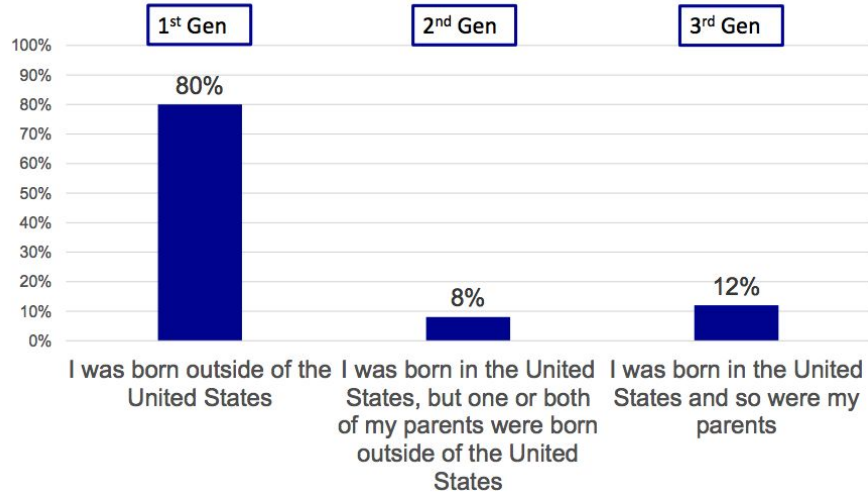
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A study<sup>(3)</sup>—sponsored by the Send Institute at Wheaton College's Billy Graham Center, funded by 12 denominations, and fielded by LifeWay Research—surveyed 218 Latino pastors of church plants along with “new ministry expressions” such as added campuses or church mergers.

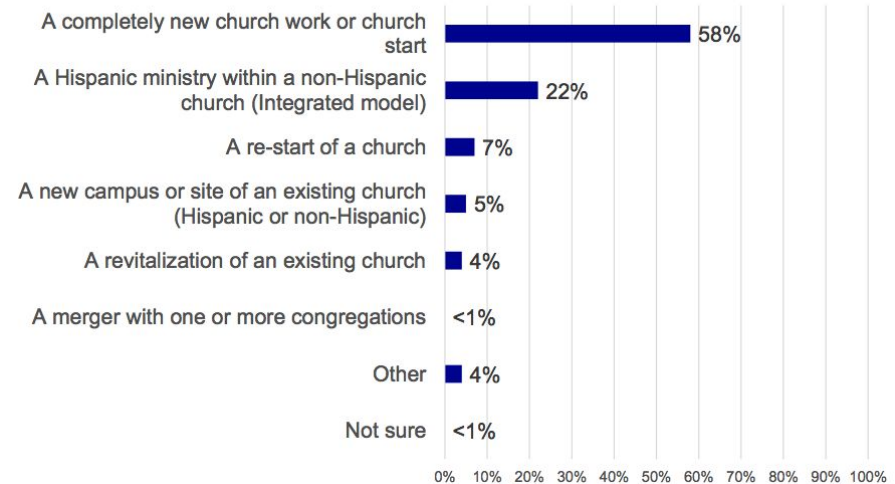
These Latino pastors completed a survey about the makeup, beliefs, practices & behaviors of their congregations.

# Evangelical U.S. Latino Church Activity

## 80% of lead pastors were born outside of the U.S.



## 58% began as a completely new church work or start

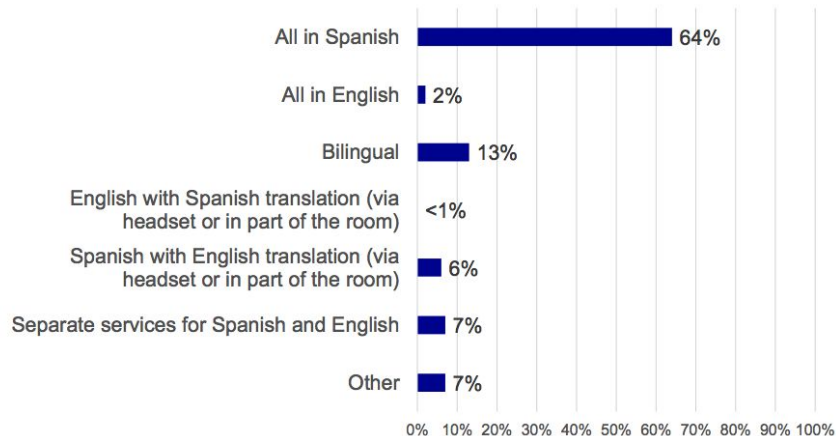


Slides copied from the “Hispanic Church Planting Report” fielded by Lifeway Research in 2019<sup>(3)</sup>.

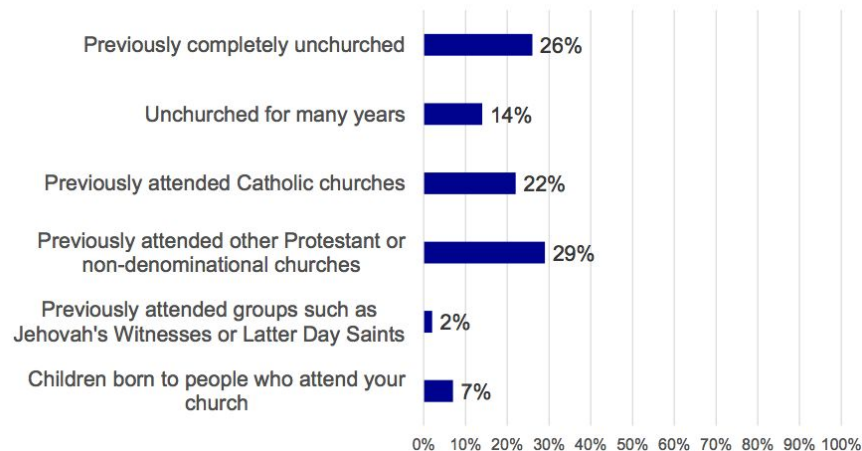


# Evangelical U.S. Latino Church Activity

## 64% of services are only in Spanish



## Average percentage of attendees with each church background

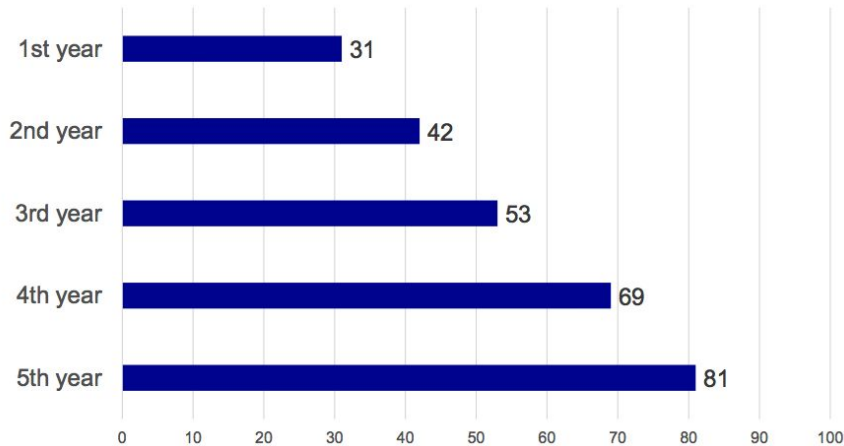


Slides copied from the "Hispanic Church Planting Report" fielded by Lifeway Research in 2019<sup>(3)</sup>.

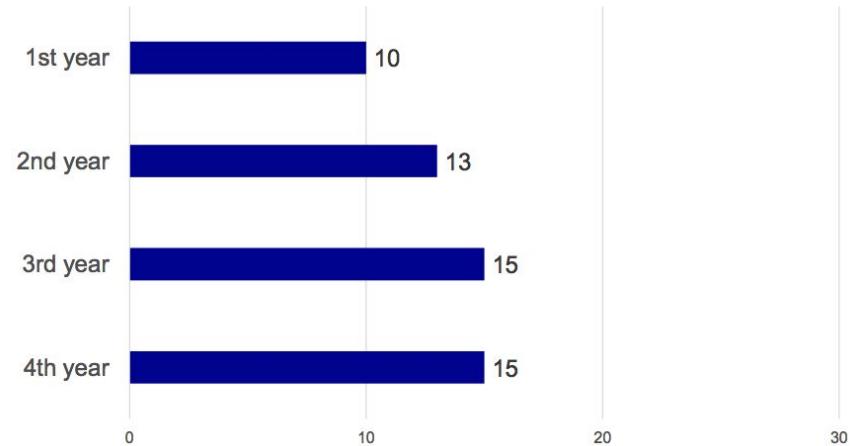
# Evangelical U.S. Latino Church Activity

Latino Evangelical churches surveyed are seeing increased worship attendance and commitments to Christ each year. (Numbers are an average of 218 churches year over year.)

## Average weekly worship attendance by year



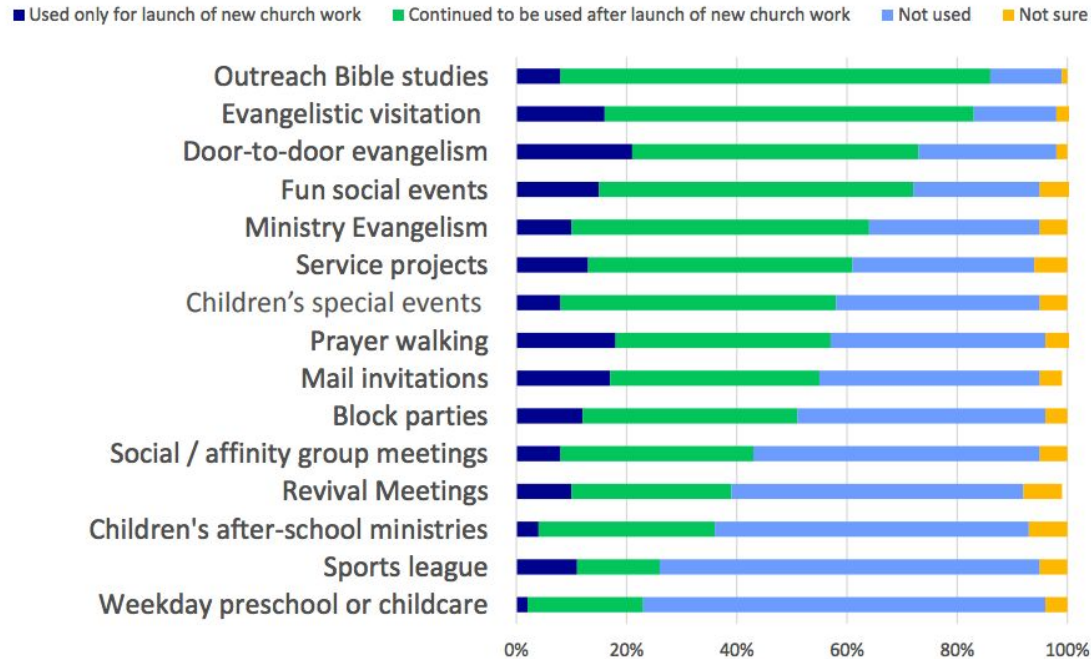
## Average number of new, first-time commitments to Jesus Christ by year



Slides copied from the “Hispanic Church Planting Report” fielded by Lifeway Research in 2019<sup>(3)</sup>.

# Evangelical U.S. Latino Church Activity

Latino Evangelical churches are more likely to use outreach and evangelism rather than events. Pastor Marco DeLeon explained that scheduled events aren't necessarily a good fit with their time-intensive approach to building relationships. He said, "You need a table with food on it and you need a lot of time."



Slides copied from the "Hispanic Church Planting Report" fielded by Lifeway Research in 2019<sup>(3)</sup>. Quote from Paston DeLeon provided by Christianity Today<sup>(4)</sup>.

# Key Factors

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# Key Factors for Latino Success



Book

## COMMITMENT TO MISSIONS

Congregations that use a missional model and regularly communicate their commitment to multiplication show increased worship attendance over time<sup>(3)</sup>.



Training

## RESOURCES FOR STAFF & CONGREGATION

Training from denomination/network for church staff that last longer than a week increases commitments to Christ over time. Meetings attendees needs on immigration information also increases commitments to Christ over time<sup>(3)</sup>.



Funding

## INDEPENDENCE & FUNDING

Church plants generally last longer if they operate independently. However, many do rely on funding assistance from other churches and/or denominations<sup>(4)</sup>.



Unity

## CULTURAL LEADERSHIP

Latino pastors aware of the culture are needed and not just people who speak Spanish. Cross cultural training will still be necessary as individual Latino cultures vary<sup>(4)</sup>.

# Key Hindrances to Latino Success



*Investing*

## LACK OF FUNDING

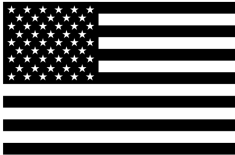
Although Latino churches are consistent with tithing, their income does not allow for churches to be solely funded by their congregation<sup>(3)</sup>.



*Society*

## TARGETED DEPORTATION

The amount of undocumented Mexican immigrants has drastically decreased, but they are the most targeted and discussed when it comes to immigration. With this, Latino churches worry about losing their congregation<sup>(6)</sup>.



*USA Flag*

## US CITIZENSHIP BARRIERS

Mexican permanent residents are less likely to obtain citizenship than other permanent residents. Mexican Americans are the most negatively affected by barrier laws to citizenship.<sup>(5)</sup>

# Citations

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## Bibliographic Sources

1. [Religious Landscape Study: Latinos](#) - Pew Research Center
2. [Latinos who are Evangelical Protestant](#) - Pew Research Center
3. [Hispanic Church Planting Report](#) - Lifeway Research
4. [Latino Immigrants Are Evangelizing America](#) - Christianity Today
5. [Mexican Lawful Immigrants Among the Least Likely to Become U.S. Citizens](#) - Pew Research Center
6. [Mexicans decline to less than half the U.S. unauthorized immigrant population for the first time](#) - Pew Research Center

## Icon Credit

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# THANK YOU

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