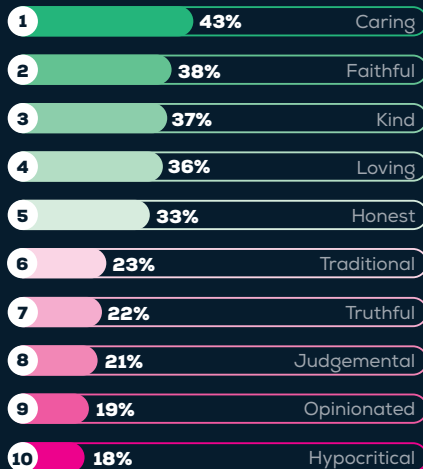


CHRISTIANS

APPROXIMATELY **347,000** KIWIS (**9%**) **DON'T KNOW ANY CHRISTIANS**

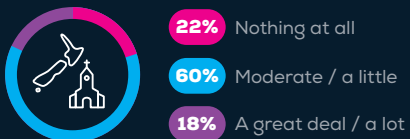
THE **91%** OF NEW ZEALANDERS WHO **KNOW AT LEAST 1 CHRISTIAN** (n=918) PERCEIVE CHRISTIANS TO BE **Top 10**



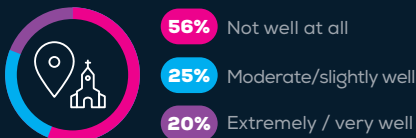
Methodology: A national survey of New Zealanders, n = 1,007 representative of the population by age, gender and region. Responses reflect full sample except where otherwise stated. New Zealand public data is sourced from NZ Stats. Research conducted in March 2018.

THE CHURCH

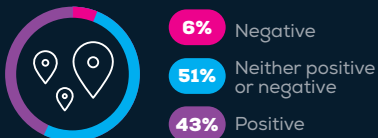
HOW MUCH DO YOU KNOW ABOUT **THE CHURCH** IN NEW ZEALAND?



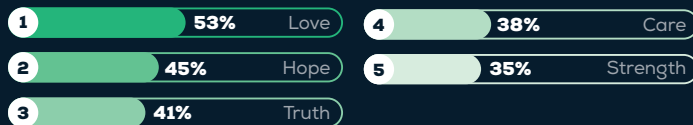
HOW WELL DO YOU KNOW YOUR **LOCAL CHURCH**?



WHAT IS THE IMPACT OF THE CHURCHES IN YOUR **LOCAL AREA**?

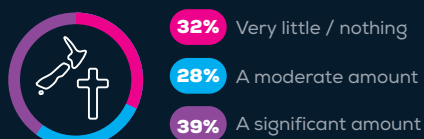


ATTRIBUTES OF JESUS WHICH KIWIS **CONNECT TO POSITIVELY** **Top 5**

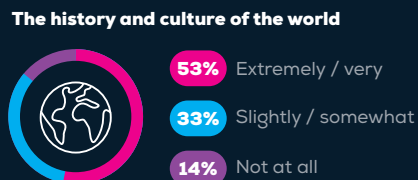


JESUS

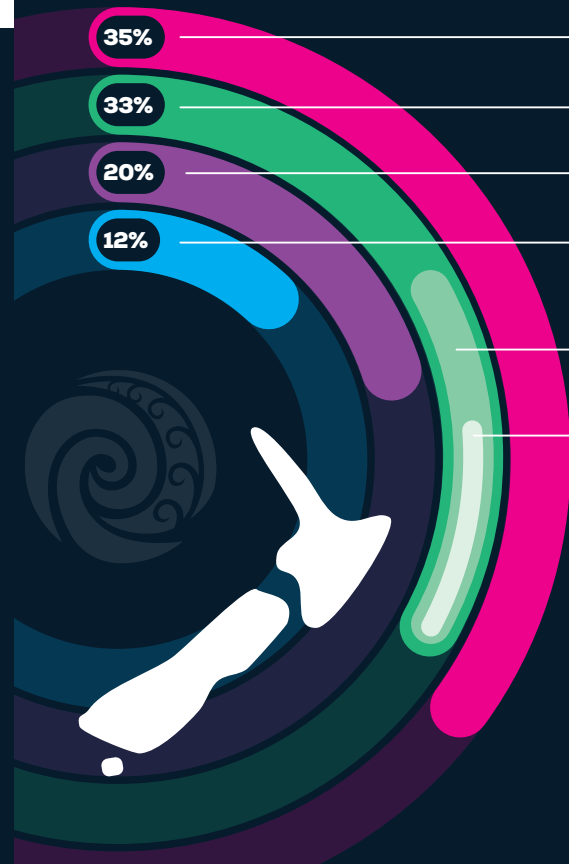
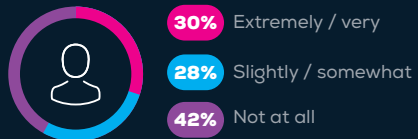
HOW MUCH DO KIWIS KNOW ABOUT **JESUS' LIFE**?



HOW IMPORTANT WAS JESUS' LIFE TO...?



You personally



NO RELIGION OR SPIRITUAL BELIEF

CHRISTIANITY

SPIRITUAL BUT NOT RELIGIOUS

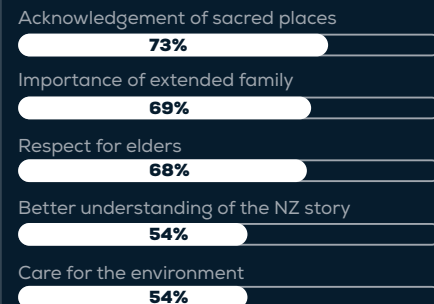
ALL OTHER RELIGIONS

16% CHURCH GOER
At least monthly

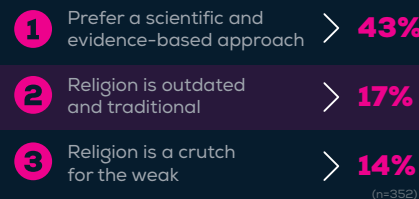
9% ACTIVE PRACTISERS
Extremely involved

CONTRIBUTIONS OF MAORI CULTURE AND SPIRITUALITY TO NEW ZEALAND'S SOCIETY

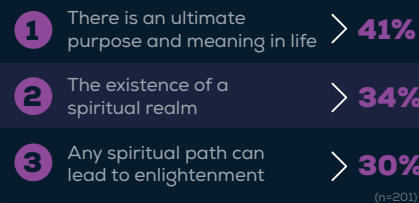
(% of those who agree that Maori culture and spirituality has influenced NZ values n=616)



WHY NO RELIGION? **Top 3**



WHAT DO THOSE WHO ARE SPIRITUAL BUT NOT RELIGIOUS BELIEVE? **Top 3**



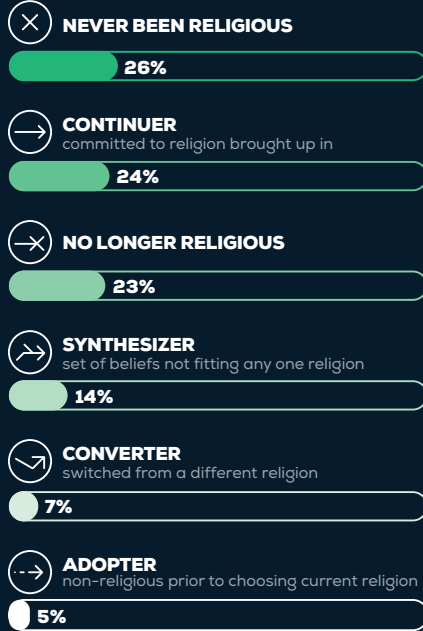
HAS THE MAORI CULTURE AND UNDERSTANDING OF SPIRITUALITY INFLUENCED VALUES AND BELIEFS IN NEW ZEALAND?

YES DEFINITELY / SOMEWHAT

61%

FAITH & BELIEF NEW ZEALAND

OUTGROWING RELIGION?

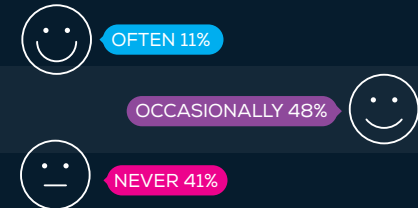


OPENNESS TO EXPLORING RELIGION

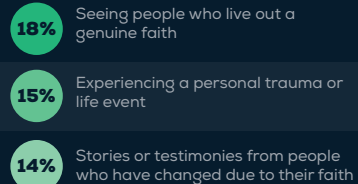
Analysis of 'non-Christians' (n=601)



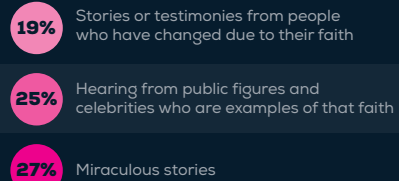
HOW OFTEN DO KIWIS SPEAK ABOUT RELIGION OR SPIRITUALITY WITH FRIENDS?



TOP 3 ATTRACTORS TO RELIGION & SPIRITUALITY (% who are strongly attracted)



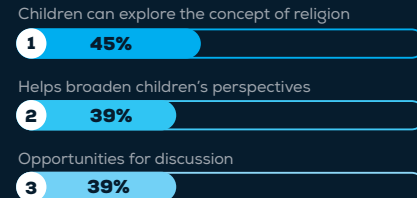
TOP 3 REPELLENTS TO RELIGION & SPIRITUALITY (% who are strongly repelled)



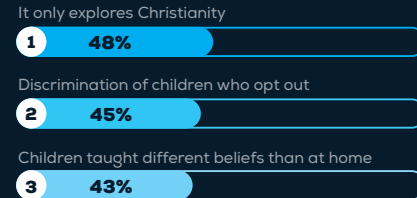
IS THE DISCUSSION OF RELIGION AND SPIRITUALITY APPROPRIATE FOR THE CLASSROOM?



Top 3 BENEFITS OF RELIGIOUS INSTRUCTION IN STATE SCHOOLS



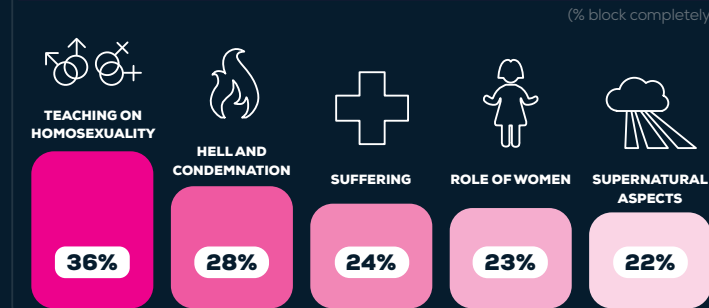
Top 3 CHALLENGES OF RELIGIOUS INSTRUCTION IN STATE SCHOOLS:



KIWI ATTITUDES TOWARDS CHRISTIANITY



TOP 5 ISSUE BLOCKERS: ISSUES THAT ARE MOST LIKELY TO PREVENT NON-CHRISTIANS WHO ARE OPEN TO CHANGE FROM EXPLORING CHRISTIANITY (n=348)



TOP 5 BEHAVIOUR BLOCKERS: BEHAVIOURS THAT ARE MOST LIKELY TO PREVENT NON-CHRISTIANS WHO ARE OPEN TO CHANGE FROM EXPLORING CHRISTIANITY (n=348)

