

GUIDING CHILDREN WHAT CHILDREN'S MINISTERS WISHED PARENTS KNEW (AND VICE VERSA)

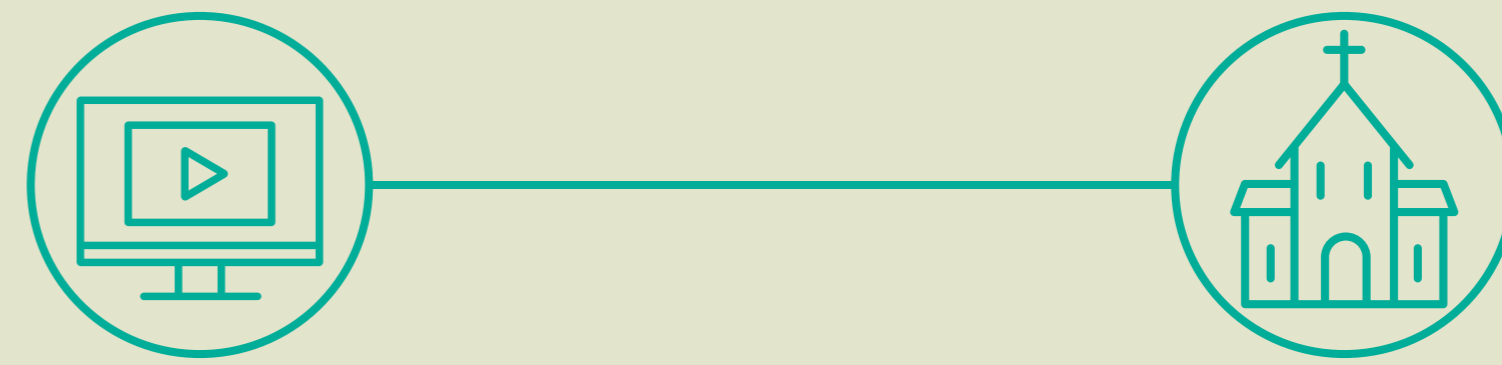


CHILDREN'S MINISTRY LEADERS

MORE THAN HALF OF ENGAGED CHRISTIAN PARENTS CHOOSE THEIR CURRENT CHURCH PRIMARILY BECAUSE OF THE CHILDREN'S PROGRAM



PARENTS OF CHILDREN WITH MORE MEDIA USE LOOK TO THEIR CHURCH TO PROVIDE THEM WITH STABILITY AND SPIRITUAL GROWTH RESOURCES



ENGAGED CHRISTIAN PARENTS LOOK TO THEIR OWN UPBRINGING ABOUT AS FREQUENTLY AS THEY DO TO CHURCH LEADERSHIP TO INFORM THEIR CHILDREN'S SPIRITUAL FORMATION



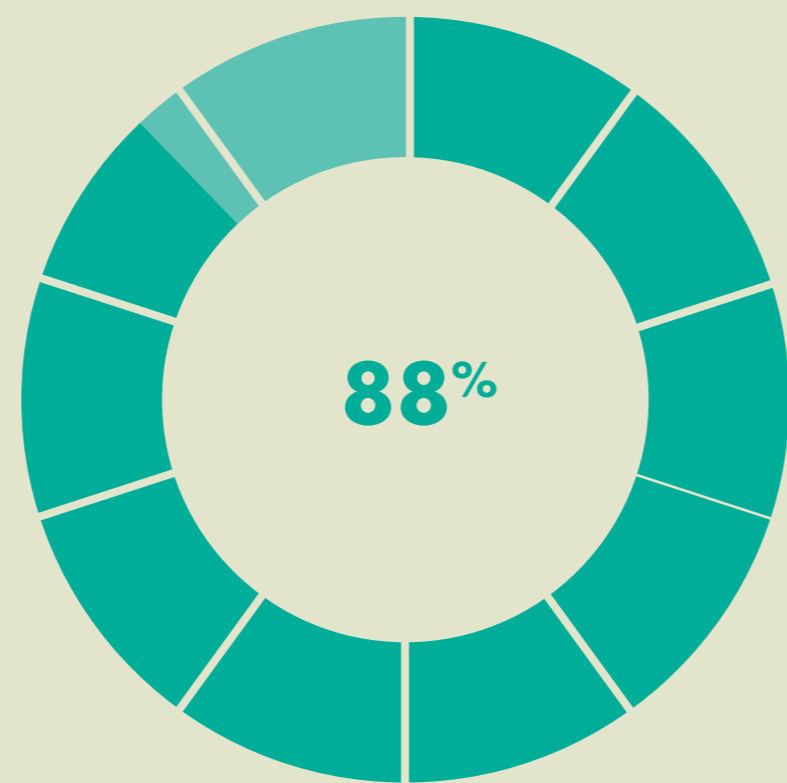
Engaged Christian parents want to partner with church leaders for their child's spiritual formation - but not in the way you think

CHILDREN AGES 10 TO 12 SIGNIFICANTLY PULL BACK FROM REGULAR BIBLE ENGAGEMENT



Ages 10 to 12 are pivotal for a child's long-term engagement with the Bible

NEARLY 9 OUT OF 10 ENGAGED CHRISTIAN PARENTS WANT MINISTRY LEADERS TO HELP THEM ADDRESS SENSITIVE TOPICS WITH THEIR CHILD



PARENTS AND MINISTRY LEADERS SOMETIMES DISAGREE ON THE RIGHT AGE TO HAVE SENSITIVE CONVERSATIONS WITH CHILDREN - AND ON WHETHER THE CHURCH SHOULD EVEN BE INVOLVED IN THOSE CONVERSATIONS



3 OUT OF 5 ENGAGED CHRISTIAN PARENTS ATTEND CHURCH EVERY WEEK



ENGAGED CHRISTIAN PARENTS REMAIN FAITHFUL TO CONSISTENTLY ATTENDING CHURCH

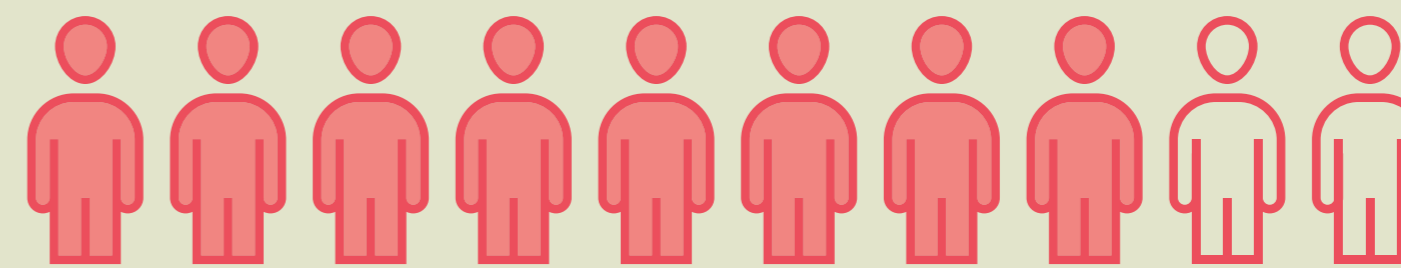
Vibrant children's programs and intentional, excellent child faith formation at church is now more important than ever for this generation of parents

PARENTS

PARENTS WHO BRING THEIR FAMILY TO CHURCH EVERY WEEK ARE MORE LIKELY TO BE VERY SATISFIED WITH THEIR CHILD'S SPIRITUAL DEVELOPMENT



8 OUT OF 10 ENGAGED CHRISTIAN PARENTS SAY THEIR CHILD READS THE BIBLE ON THEIR OWN AT LEAST ONCE A WEEK



TOP 3 STRUGGLES WHEN IT COMES TO GUIDING CHILDREN'S SPIRITUAL FORMATION:



If you are worried about the influence of video games, the internet or peer pressure on your child's faith, you're in good company! Those are the top three struggles reported by engaged Christian parents

ONE-THIRD OF ENGAGED CHRISTIAN PARENTS IDENTIFIES MEDIA ISSUES AMONG THEIR GREATEST PARENTING STRUGGLES



Are you among the 1 in 3 engaged Christian parents whose biggest parenting concern is media consumption?

3 OUT OF 4 ENGAGED CHRISTIAN PARENTS ARE NOT YET USING ANY DIGITAL RESOURCES TO HELP THEIR CHILD ENGAGE WITH THE BIBLE



CHILDREN AGES 10 TO 12 SIGNIFICANTLY PULL BACK FROM REGULAR BIBLE ENGAGEMENT



INTENTIONALITY AND GOOD HABITS IN DIGITAL SPACES CAN HELP CHRISTIAN FAMILIES PUT TECH IN ITS PROPER PLACE

Most parents whose children are not regularly engaging with the bible are aware something is missing from their child's spiritual formation