

GUIDING CHILDREN

TALKING POINTS

FAMILY MATTERS



59%

Family has the most opportunity to influence spiritual development

- **97%** of parents are satisfied with their child's spiritual development
- Yet, **59%** of young Christians disconnect from church for an extended period of time or permanently after age 15.¹
- **53%** of parents provide Scripture resources for ages 6-9, but only 1 in 4 parents provide Scripture resources for ages 10-12.

¹ Kinnaman, *You Lost Me: Why Young Christians are Leaving Church and Rethinking Church*.

CHURCH ATTENDANCE MATTERS

Childhood church attendance guides the long-range faith journey

- **58%** of parents chose their church based on its children's programming
- Children who read their Bible are more likely to be at church every week
- There is a steady decline in interest of attending church starting at age 7 and continuing to age 17

BIBLE ENGAGEMENT MATTERS



There is huge potential to leverage digital platforms for scripture engagement

- The **top predictor** of spiritual health in young people by far is regular Bible reading.²
- There is a noticeable dip in Bible engagement among children **ages 10-12**.
- **73%** are in the Bible weekly, a bare majority (53%) a few times weekly.
- Digital resources for Bible engagement are underutilized in tweens specifically. **3 in 4** parents of tweens do not use any digital resources to help their children engage with the Bible.

² Lifeway Research, *Nothing Less: Engaging Kids in a Lifetime of Faith*

TECHNOLOGY MATTERS



Let's figure out ways to partner parents and churches for faith formation

- More than **1 in 3** Christian parents are media-stressed (34%)
- Christian parents report their children consume much less entertainment media than the national average: **8 vs. 42 hours/week**.³
- Kids are being exposed to more mature topics at younger ages
- Though the preferred method may vary; nearly **9 out of 10** parents want the church to talk with them and/or their children about sensitive topics.

³ Common Sense Media, *The Common Sense Census: Media Use by Tweens and Teens*