



Crossroads of Belief

*Evangelicals and
the Jewish People*



GREY MATTER
RESEARCH & CONSULTING

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Strategic Solutions for Success

Strategic Insights

1. Evangelical Beliefs About the Jewish People Remain Stable

Despite major global and political events—including the 2023 Hamas attacks and increased antisemitic incidents—**evangelical beliefs about the Jewish people being God’s chosen have not changed** since 2021. Forty-nine percent **believe that Jews are God’s chosen people**, while 19% support Replacement Theology, 10% deny they have ever been God’s chosen people, and 20% are unsure.

2. Younger Evangelicals Differ in Their Beliefs

Evangelicals under age 35 are **significantly less likely** to believe the Jewish people are God’s chosen (29%) and are **more likely to support Replacement Theology or express uncertainty**. This signals a possible generational shift in theology and priorities.

3. Spiritual Importance of Israel Is More Important Than Political Importance

Evangelicals prioritize **spiritual support for Israel and the Jewish people** (around 74%) over **political support** (around 60%). Most value **praying for peace, biblical prophecy, and Jewish evangelism** more than political alliances or media representation.

4. Church Messaging Greatly Influences Beliefs

There is a **strong correlation between what evangelicals hear from church leaders and what they believe**. Those who frequently hear that Jews are God’s chosen people or that Christians have a responsibility to support Israel are **far more likely to hold those views**.

5. Key Religious Topics Dominate Evangelical Interest

The **top issues of interest** are:

- What the Bible teaches about Israel (65%)
- Israel’s role in biblical prophecy (55%)
- Jewish roots of Christianity (44%)

Far fewer prioritize political or media concerns (30–41%).

6. High Spiritual Engagement Does Not Guarantee Strong Pro-Israel Views

Evangelicals with higher **Spiritual Engagement Scores** are not dramatically more likely to hold pro-Israel beliefs. However, those with **low or no engagement** are notably **less likely to have an opinion** or to consider Israel-related topics important.

7. Generosity Is Tied to Israel-Related Beliefs

Evangelicals who **donate more to non-church ministries or charities of any type** are **more likely to care deeply** about Israel and the Jewish people. This appears related more to generosity than to income or ability to give.

8. Interest in Israel Is Strongest Among Older and White Evangelicals

Older evangelicals and White, non-Hispanic believers are **much more invested** in Israel-related issues. Younger and non-White evangelicals show **less interest**, suggesting potential demographic shifts in future evangelical perspectives.

9. Most Evangelicals Do Not Prioritize All Aspects of Israel

Only **24% of evangelicals** consider all seven tested Israel-related topics to be “extremely important” to their faith. This shows that, while support exists, it is **not universally deep nor comprehensive** across the evangelical spectrum.

10. Long-Term Shifts May Parallel Changes in Other Theological Areas

The research notes a trend that resembles shifting evangelical views on sexuality: **the younger evangelicals are, the less emphasis they place on Israel and the Jewish people**. Long-term, the evangelical-Israel connection may **weaken over time** as younger generations redefine priorities.

Evangelicals prioritize **spiritual support for Israel and the Jewish people** (around 74%) over **political support** (around 60%)



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Introduction

The concept of the Jewish people being “God’s chosen people” originates from several passages in the Bible including:

“For you are a people holy to the Lord your God. The Lord your God has chosen you to be a people for His prized possession out of all the peoples on the face of the earth.”

(Deuteronomy 7:6, BSB)

“For You have established Your people Israel as Your very own forever, and You, O Lord, have become their God.”

(2 Samuel 7:24, BSB)

Judaism generally accepts the concept that the Jews are God’s chosen people, but there is considerable disagreement among Jewish theologians over what this means and what implications it has. Still, a 2012 study of Israeli Jews¹ found seven out of ten believe the Jews are God’s chosen people.

In our 2021 report [The Jewish Connection](#), we found evangelical views on this subject were far from unified. Fifty-one percent believed, “The Jewish people are still God’s chosen people today.” Seventeen percent accepted a form of Replacement Theology: “The Jewish people were God’s chosen people until Jesus was born—now Christians are God’s chosen people.” Ten percent believed, “The Jewish people were, and are, no more God’s chosen people than any other group or nation,” while 19% stated they were unsure what to believe on this topic.

Much has happened since our 2021 study. The US and Israel both have different presidents. Israeli Prime Minister Benjamin Netanyahu left office, then returned after two others occupied that position. Israel was brutally attacked by Hamas on October 7, 2023, and responded with ongoing attacks in Gaza. (Subsequent Israeli and coordinated US attacks on Iran occurred after the data for this report was already collected.)

¹ from the Israel Democracy Institute Guttman Center for Surveys and the AVI CHAI Foundation

World response to the campaign in Gaza has ranged from full support to intense opposition. Hamas has killed more hostages. The Anti-Defamation League reported a 360% increase in antisemitic incidents in the US following the Hamas attack. Protests and demonstrations broke out in the US and around the world—some in support of Israel, but many in support of Palestinian causes. Some protests escalated into violence, including several fatal incidents. Four individuals in the US actually set themselves on fire in protest.

In short, Israel and the Jewish people have been in the spotlight for the past four years, and the environment surrounding both has changed since *The Jewish Connection* was released.

How have evangelical attitudes toward Israel been affected?

[Infinity Concepts](#) and [Grey Matter Research](#) have once again partnered to examine current evangelical perspectives on Israel and the Jewish people. This study surveyed 1,008 evangelical Protestants nationwide.



God's Chosen People

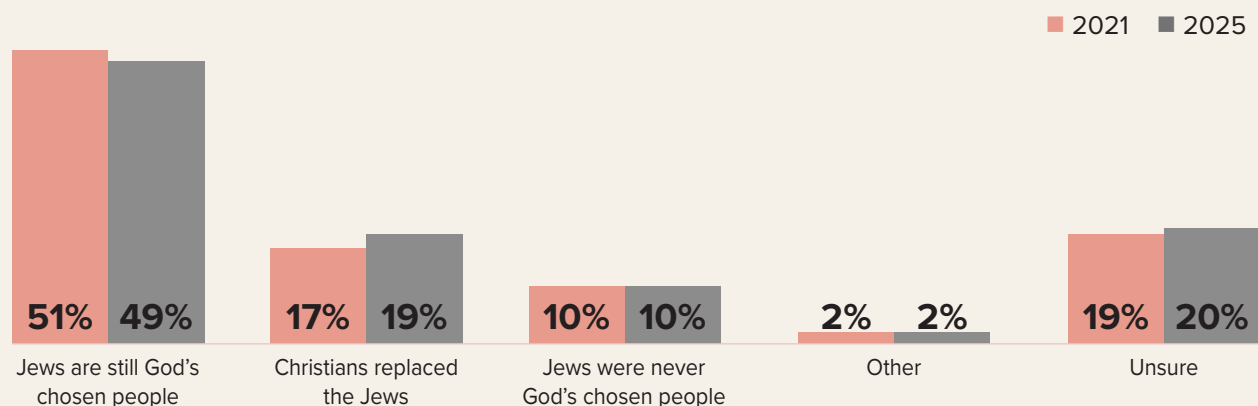
Despite widespread global attention on Israel and the events taking place there ... even with Harvard University estimating 12,400 pro-Palestine protests (plus 2,000 pro-Israel protests) in the US during the nine months following October 7 ... **evangelical beliefs on whether the Jewish people are God's chosen people have remained statistically unchanged since 2021.**

Evangelical Segmentation Key: 5 – 2 – 1 – 2

Essentially, out of every ten evangelical Protestants today:

- **FIVE** believe the Jewish people remain God's chosen people.
- **TWO** accept Replacement Theology (the idea that, with the coming of Christ, Christians have replaced Jews as God's chosen people).
- **ONE** rejects the idea that the Jewish people ever were God's chosen people.
- **TWO** continue to be unsure what they believe.

Who Are God's Chosen People?



As was the case in 2021, generational differences remain considerable. **Only 29% of younger evangelicals believe the Jewish people are God's chosen people.** They are more likely than others to gravitate toward Replacement Theology (26%), say there are no chosen people (16%), or have no idea what to believe (26%). Evangelicals of color—who tend to be younger overall—are also less likely to consider the Jewish people as God's chosen people.

Grey Matter Research developed the **Spiritual Engagement Score (SES)**, based on the frequency of five key behaviors:

1. Attending or viewing worship services
2. Participating in a small group
3. Reading the Bible
4. Studying the Bible
5. Prayer

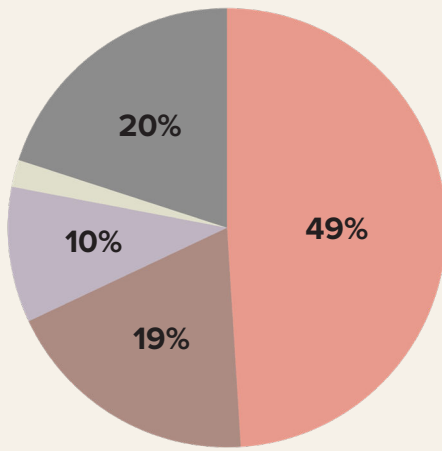
People are divided into Full, High, Moderate, Low, and None in terms of engagement. Thankfully, there are relatively few evangelical Protestants at None, so Low and None are combined in the scores. Someone with Full engagement partakes in worship services and small group at least once a week, daily prayer and Bible reading, and Bible study multiple times per week.

Interestingly, **beliefs about God's chosen people do not vary much according to the Spiritual Engagement Score.** The main variation appears among those with Low/None engagement, who are twice as likely to be unsure of their beliefs compared to those with Full or High engagement.

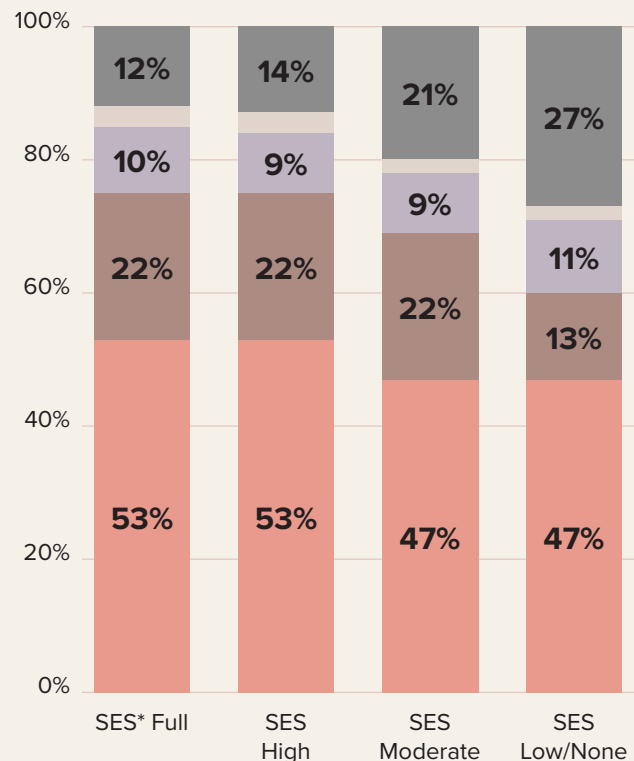
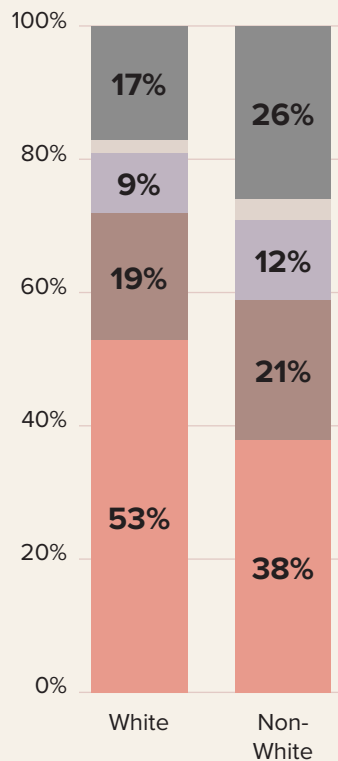
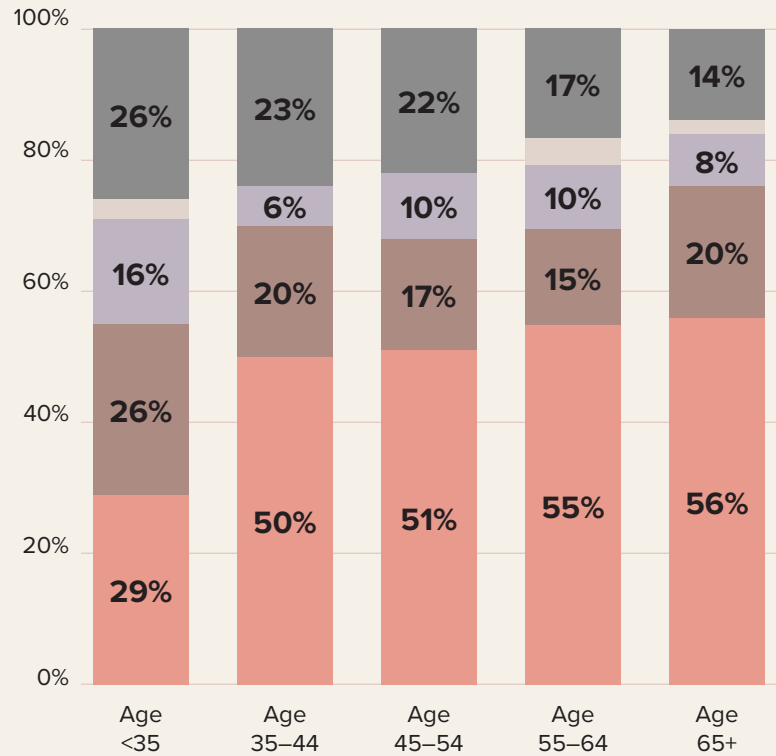
But if we limit our evaluation just to people who have an opinion on this issue, the only difference is those with Low/None engagement are somewhat less likely than other evangelicals to believe in Replacement Theology (18% to 26%).



Are the Jewish People God's Chosen People?



All respondents



■ God's chosen people
 ■ Replacement theology
 ■ Never were God's chosen
 ■ Other
 ■ Do not know

** SES is Spiritual Engagement Score*
Percentages less than 5% are not labeled

The Importance of Israel and the Jewish People in Evangelical Faith

Evangelicals are also divided over how central Israel and the Jewish people are to their own religious beliefs. However, one trend is clear: evangelicals are consistently more likely to assign *spiritual significance* to Israel and the Jewish people than *political significance*.

We asked believers to rate the importance of seven different issues using a 1 to 5 scale, where 1 means “not at all important” and 5 means “extremely important” to their spiritual or religious beliefs. The data reveals several consistent patterns.

Across all measures, **spiritual support consistently outranks political support**. Around half of evangelicals say offering spiritual support to Israel and to the Jewish people is extremely important to their faith. In contrast, fewer—just under four in ten—consider political support to be extremely important.

Political support is also considered less important than other forms of spiritual or moral action.

For example, evangelicals are more likely to value:

- Praying for the peace of Jerusalem
- Helping Jewish people come to faith in Jesus
- Opposing antisemitism or anti-Jewish bias

That is not to say being politically supportive is unimportant to evangelicals. It is still considered significant. Over six out of ten rate political support for Israel and for the Jewish people as important (4 or 5 on the scale). Only 13% consider each of these to be unimportant (1 or 2 on the scale).

All of the following are more important to the religious beliefs of evangelicals than is being politically supportive of Israel or of the Jewish people:

- **73%** consider spiritual support for Israel important (4 or 5).
- **74%** say the same about spiritual support for the Jewish people.
- **78%** value helping Jewish people come to know Jesus.
- **85%** consider praying for the peace of Jerusalem important.

And consider that while 69% place equal importance on being politically and spiritually supportive of the nation of Israel, just 6% feel politically is more important than spiritually. Twenty-five percent consider spiritual support more important than political support.

The numbers are very similar when comparing political and spiritual support for the Jewish people (65% put these on the same level of importance, 7% place more importance on political support, and 29% on spiritual support).

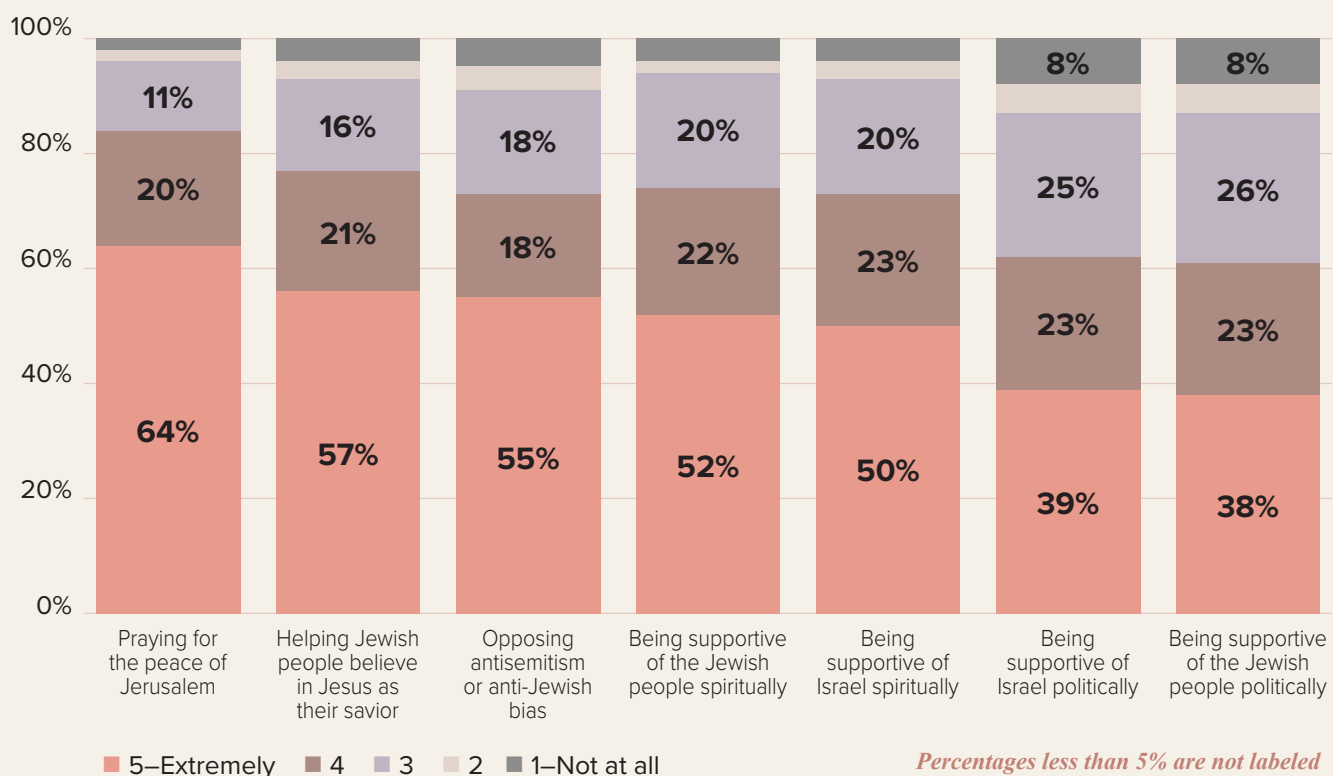
Although support for the nation of Israel and for the Jewish people are two distinct issues, **evangelicals tend to see them on an equal level of importance.**

- 75% give the same level of importance to supporting both Israel and the Jewish people politically.
- 79% place equal importance on being spiritually supportive of both.
- 11% feel being politically supportive of the nation of Israel is more important to them than being politically supportive of the Jewish people. For 13%, it is the opposite.
- 12% place greater importance on spiritually supporting the Jewish people, with 9% emphasizing the nation of Israel.

Another consistent theme is that evangelicals who believe the Jewish people are still God's chosen people today find each of these issues to be more important in their own religious beliefs than do those who do not believe this. The differences are great. For example, of those who feel they are still God's chosen people, 64% feel it is extremely important to be supportive of the nation of Israel spiritually. Compare this with 42% who accept Replacement Theology, 34% who deny the Jewish people were ever God's chosen people, and 31% among those who are unsure.

When we look at the big picture, **only 24% of evangelical Protestants consider *all seven issues* to be extremely important.** Forty-four percent consider all of these to be **important** (4 or 5 on the scale), while 77% consider at least one of these seven things to be extremely important to their religious beliefs, and 92% feel at least one is important (4 or 5 on the scale).

Importance of Israel and the Jewish People in Faith



GENERATIONAL AND DEMOGRAPHIC INFLUENCES

Consistently, older evangelicals place far greater importance on these issues than do younger believers. While 44% of all evangelicals feel all seven of these issues are important to their own religious beliefs (4 or 5 on the scale), this ranges from a low of just 31% among the youngest evangelicals to a high of 62% among the oldest.

White, non-Latino believers also are more likely to find them all important (49%, compared to 34% among evangelicals of color), but much of this is because White evangelicals (and White Americans in general) tend to skew older than do minority populations.

When we examine this issue by **Spiritual Engagement Score (SES)**, we find little significant difference among people at Full, High, and Moderate levels of engagement. Only among those with Low/None engagement do these issues tend to be of lesser importance—and possibly this has as much or more to do with their faith not being terribly important in their daily lives as it does with their beliefs about Israel or the Jewish people.

As would be expected, those who believe the Jewish people are still God's chosen people today are much more likely than others to emphasize these issues. Sixty percent feel all seven of these issues are important, compared to 35% of those who believe in Replacement Theology, 29% who deny the Jews were ever God's chosen people, and 22% who are unsure what to believe.

THE CONNECTION BETWEEN GENEROSITY AND BELIEFS ON ISRAEL

There is a fascinating dynamic when it comes to giving to nonprofits and ministries outside of the local church. The importance of these issues does not vary at all according to household income levels. Yet the importance does vary substantially according to how much people are giving. Among those who gave a total of less than \$125 (including zero) outside the local church over the past 12 months, 39% find all seven of these issues to be important in their religious beliefs. This increases to 49% among those who gave between \$125 and \$499, and further to 56% among those who gave \$500 or more to charity.

It appears the importance of these issues does not vary by financial capacity to give, but by level of generosity.

- For those who gave nothing in the past year, 39% find all of these issues important.
- This rises to 46% among those who gave less than 1% of their income to charity.
- It increases to 58% among those who gave 1% or more of their income to charity.

If you find it surprising that we do not provide further breakdowns for levels of giving above 1%, see [The Giving Gap](#) for more information on just how few evangelical Protestants give more generously to charities or ministries.

In any case, it is good news for ministries and charities which focus on issues related to Israel and/or the Jewish people: **evangelicals who place greater importance on this tend to be more significant donors outside of their own local church.**



What Evangelicals Emphasize

The topics related to Israel and/or the Jewish people which are especially important to evangelicals continue to demonstrate how this is more of a religious issue than a political issue.

The **two topics that stand out above all others** are:

- What the Bible teaches about Israel (65%)
- Israel's role in biblical prophecy (55%).

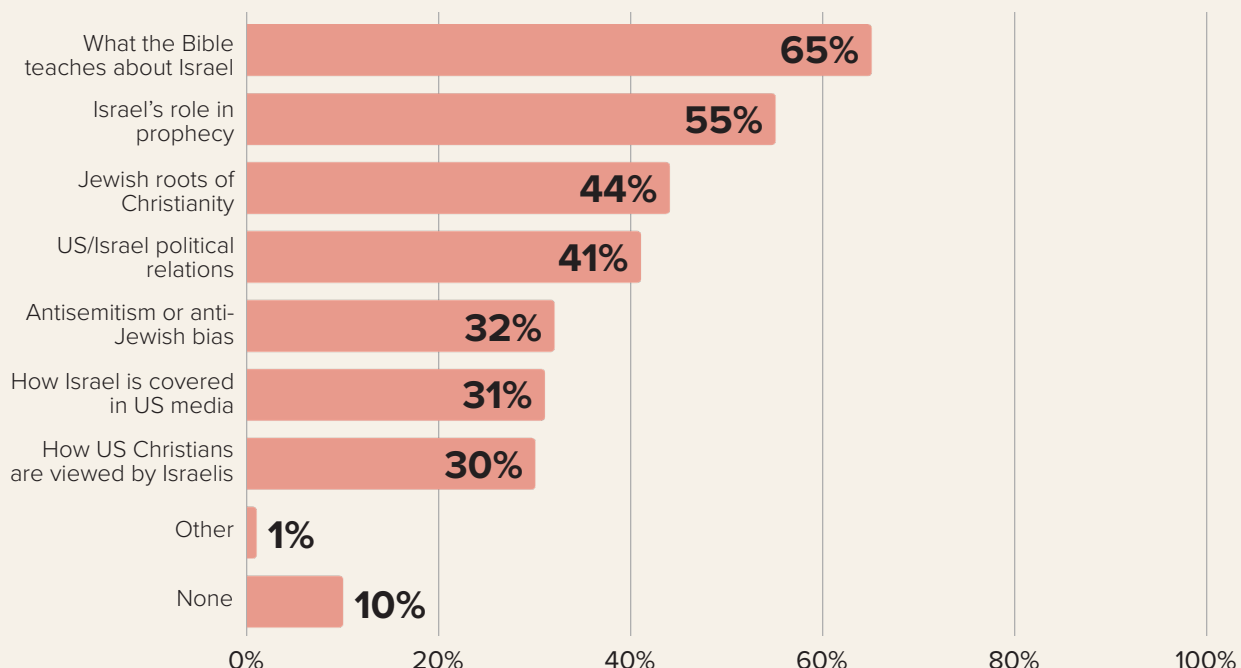
65%

are especially interested in what the Bible teaches about Israel

These are followed by the Jewish roots of Christianity (44%). Only fourth down the line do we reach political relations between the United States and Israel (41%). Even less likely to be important to evangelicals are antisemitism or anti-Jewish bias (32%), how Israel is covered in the US media (31%), and how US Christians are viewed by the Israeli people (30%).

Ten percent of evangelicals have little interest in any of these seven topics.

Especially Important Topics to Evangelicals



Note that the top three topics are all distinctly theological, not political or cultural. Further note that unlike the last question we discussed, this one did not ask which topics are important to them spiritually or religiously—simply which ones are especially important to them.

Once again, almost all of these topics are more likely to be of interest to older evangelicals than to younger believers. For example, 45% of the youngest evangelicals find Israel's role in biblical prophecy especially important; this rises to 65% among the oldest evangelicals. In the same way, antisemitism is a topic of particular interest to 18% of evangelicals under 35, rising as age rises until reaching 46% among those 65 and older.

The average evangelical under age 35 considers 2.5 of these seven topics to be especially important. This increases as age rises:

- 2.6 topics for ages 35–44
- 3 for ages 45–54
- 3.1 for ages 55–64
- 3.5 for those 65 and older

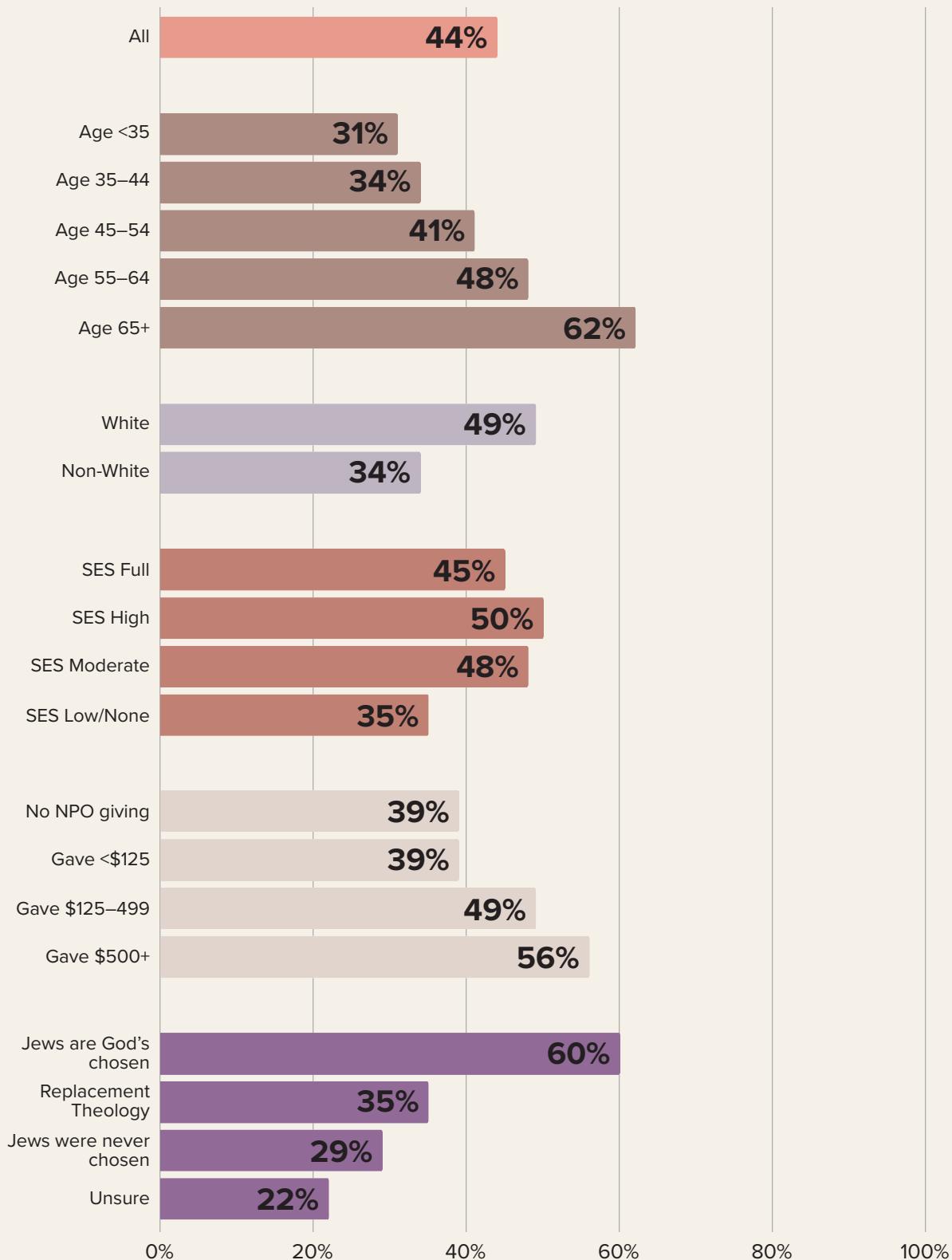
White evangelicals are more likely than those of color to consider most of these topics as especially important, but again this is strongly linked to the age difference.

All of these topics are of greater interest to evangelicals who believe the Jewish people are still God's chosen people today. For instance, 72% with this belief are especially interested in Israel's role in biblical prophecy. Compare this with 50% of those who accept Replacement Theology, 36% who deny the Jewish people ever were God's chosen people, and 26% who are not sure what to believe. But even with those who see the Jewish people as God's chosen, interest is far higher in what the Bible teaches about Israel (76%) and Israel's role in biblical prophecy (72%) than in any other topics.

As was the case with our last question, this one also shows little variation by **Spiritual Engagement Score**, other than the fact that evangelicals with Low/None engagement tend to be less interested in each of the three topics that are strictly religious (what the Bible teaches about Israel, Israel's role in biblical prophecy, and the Jewish roots of Christianity). Their interest in more political topics, such as how Israel is covered in the US media or political relations between the US and Israel, is similar to those with higher levels of spiritual engagement.

Who Emphasizes Israel and the Jewish People?

(Rating all 7 issues as important-4 or 5 on the scale)



What Evangelicals Hear from Church Leaders

Evangelicals who at least occasionally attend church or view digital services were asked how often they hear about Israel-related issues from the pastor or other church leaders. Like the opinions we have already discussed, it seems **churches are somewhat divided over how much they cover this topic.**

The most common things heard from church leaders are prayers for peace in Israel and the Jewish people referred to as “God’s chosen people.” In each case, three out of ten evangelicals say they hear this from church leaders very often, with another 27% hearing each somewhat often, and 20% hearing each one at least occasionally. But about **one out of every four churchgoing evangelicals say they rarely or never hear these from church leaders.**

48%
very often hear
about Israel/the
Jewish people from
church leaders

Slightly less common is hearing about Israel’s role in biblical prophecy, with 26% saying they hear about this very often ... but 23% rarely or never hear this from church leaders.

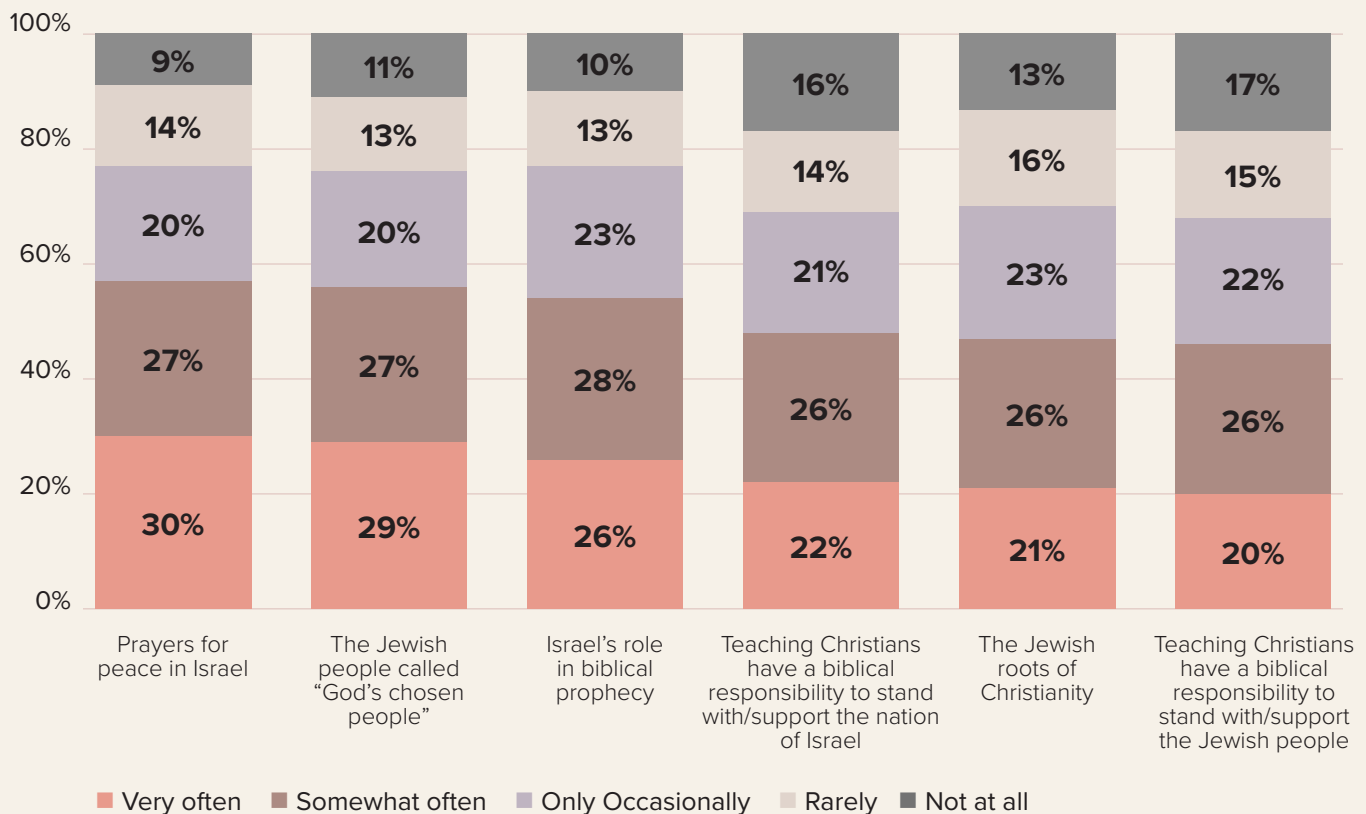
The other three topics are slightly less frequently covered in the churches evangelicals attend or view:

- Teaching that Christians have a biblical responsibility to stand with/support the nation of Israel (22% very often, 48% somewhat often or occasionally, and 30% rarely or never)



- The Jewish roots of Christianity (21% very often, 49% somewhat often or occasionally, and 30% rarely or never)
- Teaching that Christians have a biblical responsibility to stand with/support the Jewish people (20% very often, 48% somewhat often or occasionally, and 32% rarely or never).

How Often They Hear About Issues from Church Leaders



Taken as a whole, **48% report hearing about at least one of these topics from church leaders very often**, and **79% hear about one or more of these topics at least somewhat often**. Only **7%** of churchgoing evangelicals say they do not hear about any of these topics even occasionally in the church(es) they attend or view.

SPIRITUAL ENGAGEMENT AND CHURCH MESSAGING

There is very little variation in this among different types of evangelicals—by age, gender, income, race/ethnicity, etc. One difference is that the more spiritually engaged people are, the more likely they are to say they hear these topics very often (60% Full, 54% High, 45% Moderate, and 39% Low/None). However, this very well may be because greater spiritual engagement and more frequent church attendance are tied together. Someone attending worship every week, or multiple times per week, has a much greater chance to hear about any topic from church leaders than does someone who attends infrequently.

There is definitely a correlation between how frequently evangelicals hear about various topics from pastors and church leaders and what they personally value or how they think.

For example, 71% of those who hear very often from church leaders that Christians have a biblical responsibility to stand with/support the nation of Israel say being supportive of Israel *politically* is extremely important to them. This falls to 42% among those who hear about support for Israel in church somewhat often, then to 28% among those who hear this message only occasionally, and finally to 21% among those who hear this rarely or never from church leaders.

Similarly, when we look at supporting the nation of Israel *spiritually*, 82% of those who very often hear in church that they have a biblical responsibility to stand with Israel find it extremely important to support Israel spiritually. This falls to 54% when people hear this somewhat often, 41% when they hear the message only occasionally, and 30% when they hear it rarely or never.

71%

of evangelicals who
often hear church
leaders emphasize
supporting Israel say it is
extremely important to
back Israel politically



It is exactly the same with how often they hear from church leaders that Christians have a biblical responsibility to stand with/support the Jewish people. Among those who hear this in church very often, 69% feel it is extremely important to stand with the Jewish people *politically*. Then it is 42% when they hear the message somewhat often, 29% when they only occasionally hear this, and 21% when they rarely/never hear it. In supporting the Jewish people *spiritually*, 84% who hear very often about supporting the Jewish people find this extremely important, falling quickly to 55% when the message is heard somewhat often, 47% when it is only occasionally, and 33% when the message is rarely or never presented.

91%

of evangelicals who very often hear prayers for peace in Israel in church believe praying for Jerusalem's peace is important

When evangelicals very often hear church leaders pray for peace in Israel, 91% believe it is extremely important to pray for the peace of Jerusalem. When they hear these prayers somewhat often, 55% feel this is extremely important. It is 57% when they hear this only occasionally, and 50% when they rarely hear prayer for peace in Israel from church leaders.

When evangelicals hear about Israel's role in biblical prophecy very often from church leaders, 71% say this topic is especially important to them. This is 66% when they hear it somewhat often, then 52% when it

is raised by church leaders only occasionally, and 28% when they rarely or never hear about this.

In the same way, among those who very often hear from church leaders about the Jewish roots of Christianity, 60% feel this topic is especially important to them. It is 56% when they hear about it somewhat often, 41% when they only occasionally hear about it, and 28% when they do not hear this in church.

HOW CHURCH TEACHINGS AND PERSONAL BELIEFS CORRELATE

Possibly the most telling comparison is regarding how often churchgoers hear the Jewish people referred to as “God’s chosen people.” When this is heard very often from church leaders, 71% believe the Jewish people are still God’s chosen people today. When it is heard somewhat often, only 56% believe this. This falls to 38% when this is heard only occasionally, 31% when it is rarely heard, and just 12% when they do not hear this from church leaders at all.

It is clear: **there is a direct, strong, and consistent correlation between what evangelicals hear from church leaders and what they themselves believe and prioritize**, at least when it comes to beliefs about Israel and the Jewish people.

What we cannot know is what causes what. Are church leaders who frequently talk about these issues impacting what their people believe? Are evangelicals who already feel strongly about these issues seeking out churches which match their existing beliefs? Or, is it some mixture of both? Unfortunately, in research, we can see clear correlation, but proving causality is a different issue altogether—and one which rarely can be accomplished.

Of the evangelicals
who never hear
about “God’s chosen
people” from church
leaders, only

12%

believe the Jewish
people hold that
status today



What It All Means

Whether you agree with the prevailing evangelical views on Israel and the Jewish people or not, one fact is clear: **these views have remained remarkably consistent—even in the face of dramatic global and regional events.**

In a world where public opinion often shifts rapidly under the influence of political developments, cultural change, or media coverage, **evangelical theology regarding Israel has shown a notable level of resilience.** Movements rise and fall. Public figures rise to prominence and fall from grace.

Yet with everything that has happened related to Israel and the Jewish people since our 2021 study, **evangelical theology regarding the Jewish people is unaffected.**

We mention “prevailing evangelical views,” but evangelicals represent a mixture of views on this topic. It is convenient to talk about people groups as homogeneous or monolithic, but they rarely are. Just as not all Democrats share the same policy priorities, and not all Republicans agree on every issue, evangelicals are not unanimous in their beliefs about Israel. Some are highly engaged, while others express little interest in the topic. In this study:

- **Six in ten** evangelicals say that US–Israel relations are not especially important to them.
- Only **one in four** considers all seven tested issues related to Israel and the Jewish people to be extremely important to his/her faith.
- **Half** do not affirm that the Jewish people are still God’s chosen people today.

But make no mistake, Israel and the Jewish people often play a significant role within the evangelical community.

What is critical to understand is that for the typical evangelical, the role is much more spiritual than political. No matter how and what we asked, the spiritual nature of Israel and the Jewish people is more important to evangelicals than are things such as Israel’s relationship with the US, being supportive of Israel or the Jewish people politically, or media coverage of Israel in the US. What evangelicals are far more likely to care about are:

- Israel’s role in prophecy

- What the Bible teaches about Israel
- Helping Jewish people come to faith in Jesus
- Praying for the peace of Jerusalem

While evangelical theology regarding the Jewish people has proven to be immune to all the news of the past four years, there is nothing to say this will continue long-term.

For example, in recent years, evangelical views on sexuality and gender have experienced generational divergence. Many churches and leaders are re-evaluating their positions in response to cultural changes, and younger evangelicals show significantly different views than their elders on issues such as same-sex marriage.

The same type of long-term shift may be occurring when it comes to Israel and the Jewish people.

The youngest evangelicals are about half as likely as those 55 and older to see the Jewish people as God's chosen people. The younger they are, the less likely evangelicals are to consider things such as praying for the peace of Jerusalem or being supportive of Israel as a nation to be important in their own faith. Younger evangelicals are far less likely to be especially interested in these topics.

Even something like opposing antisemitism, which is broadly viewed as a human rights issue, is of considerably less interest to young evangelicals than to older believers.

This generational gap suggests a potential trajectory of change. If current trends continue, evangelical engagement with Israel and the Jewish people could shift significantly in the coming decades.

Organizations, ministries, and leaders who work in these spaces should take note. To sustain engagement, it will be essential to communicate the theological and spiritual significance of Israel and the Jewish people in ways that resonate with younger generations—grounded in Scripture, attuned to cultural shifts, and framed in language that connects with emerging priorities.

Engaging the next generation with clarity, relevance, and conviction will be critical if these theological commitments are to remain strong in the years to come.

In a world that is constantly shifting, evangelical views on Israel have proven remarkably resilient. Whether that resilience will continue depends not only on theology—but on intentional, thoughtful communication to the next generation.

Methodology and Definitions

Researchers have defined “evangelical” in ways that have them representing 7%, 23%, and even 35% or more of American adults. For this study, we considered an evangelical to be someone who agrees strongly with all four of the following theological positions:

- The Bible is the highest authority for what I believe.
- It is important for me to encourage non-Christians to trust Jesus Christ as their Savior.
- Jesus Christ’s death on the cross is the only sacrifice that could remove the penalty of my sin.
- Only those who trust in Jesus Christ alone as their Savior receive God’s free gift of eternal salvation.

This is the definition favored by the National Association of Evangelicals, which **Grey Matter Research** and Lifeway Research helped create.

Further, we limited this study to exclude those who identify with a non-Protestant group, such as Mormon, Roman Catholic, or Orthodox. This is a study of evangelical Protestants, a group representing 23% of American adults, or about 59 million people.

The study was conducted online, through a blend of research access panels. Stringent quality control was used to eliminate any responses from bots, click farms, and disengaged or fraudulent respondents. A demographically representative sample was screened for evangelical beliefs and lack of non-Protestant affiliation. Data was gathered in mid-2025. A total of 1,008 evangelical Protestants participated in this study.

Additional Reports

FROM INFINITY CONCEPTS AND GREY MATTER RESEARCH

If you found this report beneficial, Infinity Concepts and Grey Matter Research offer additional reports on evangelical Protestants:

ISRAEL INSIGHTS:

- **The Holy Land Journey:** *Evangelicals and Israel Travel*
- **The Jewish Connection:** *Evangelicals and Israel*

CHURCH INSIGHTS:

- **Denominational Loyalty:** *What Churches Can Learn from Consumer Brands*
- **Church After COVID:** *Changes in Evangelical Engagement*
- **The Congregational Scorecard:** *What Evangelicals Want in a Church*

GIVING INSIGHTS:

- **How Donors Think:** *Evangelical Giving Perspectives*
- **The Giving Gap:** *Changes in Evangelical Generosity*
- **Strategic Creative Design:** *Fundraising Advertising Among Evangelicals*
- **Who Controls the Wallet:** *Giving Decisions Among Evangelicals*
- **Race & Gender in Fundraising:** *Exploring Potential Bias Among Evangelicals*
- **The Sustainers:** *Exploring Monthly Donor Partnerships*

CULTURAL INSIGHTS:

- **Evangelical Parenting:** *Hopes, Results, and Regrets*
- **Helpful or Harmful?** *Evangelicals and Social Media*
- **What Is Sin?** *Evangelical Beliefs and Behaviors*
- **Artificial Intelligence:** *An Evangelical Perspective*
- **Beyond the Label:** *Unmasking Evangelical Identity*
- **Evangelicals in the Public Arena:** *Understanding Their Political, Moral, and Social Views*
- **Faith & Wellness:** *Evangelical Insights on Healing and Physicians*

SPIRITUAL INSIGHTS:

- **The Spiritual Journey:** *How Evangelicals Come to Faith*
- **The Renewalists:** *Pentecostal and Charismatic Evangelicals*

About Infinity Concepts

Imagine devoting your best hours to envisioning WHAT you want to accomplish—while a dedicated team discovers the solutions for HOW to make that happen.

Infinity Concepts Provides Solutions for Your Biggest Challenges

Strategy. We will reveal opportunities behind blind spots, craft the right message to share with the world, and provide sound strategy to help you achieve your goals.

Fundraising. We help you build a loyal and generous donor base that embraces your organization and supports your vision.

Public Relations. Through proven strategies, effective communication, and media relationships, we will put your organization on center stage.

Digital. We create high-impact, cohesive messages to engage your target audience through multiple digital and social media platforms.

Media. We will help maximize your media investment through optimized media planning, placement, management, and reporting.

Creative. We provide effective and memorable creative including superior quality graphic design, copywriting, websites, direct mail, logos, and much more.

Just a Few Clients Who Have Trusted Infinity Concepts

American Friends of Magen David Adom • City of Hope • Faith Life Now
Friends of Israel • Friends of the Israel Defense Forces (FIDF)
International Christian Embassy Jerusalem • Israel Ministry of Tourism
Lance Wallnau Ministries • Marilyn Hickey Ministries • NRB TV
One Voice Ministries • Open Doors USA • ZOE International

For over 20 years, Infinity Concepts has helped our clients think more strategically, operate more efficiently, and communicate more effectively.

Learn more about how the team of experts at Infinity Concepts can help you make a bigger impact.

InfinityConcepts.com

Mark Dreistadt, President
mark@infinityconcepts.com

Darrell Law, Chief Growth Officer
darrell@infinityconcepts.com

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Strategic Solutions for Success

About Grey Matter Research

The more you know about people you are trying to reach, the more effectively you can reach them. **That's where Grey Matter Research helps you increase your impact.**

We provide insight to assist you in making wiser, more informed decisions. As you attempt to reach current donors, potential donors, customers, or other key targets, we help you understand them in ways that increase your effectiveness. How do they perceive your organization? How do they prefer to interact with you? How are they relating to your message? What obstacles prevent them from engaging with you, and how can you overcome those obstacles?

We specialize in serving Christian organizations, although we work with many secular organizations and companies as well.

Whether we are helping a client discover how consumers perceive their brand, learn what the donor experience is like, develop new messaging, or any other topic, we have a **Passion for Research That Makes a Difference.**

Just a Few Clients Who Have Trusted Grey Matter Research

Compassion International • Moody Global Ministries • American Bible Society • The Coca-Cola Company
BMW • National Association of Evangelicals • Global Christian Relief • The Assemblies of God
The American Legion • Cru • International Fellowship of Christians and Jews • Prison Fellowship
Los Angeles Kings (NHL) • Paralyzed Veterans of America • Young Life • Joyce Meyer Ministries
The Hallmark Channel • Focus on the Family • Food for the Hungry • Children's Mercy Hospital
World Vision • University of Nevada, Las Vegas • Alliance Defending Freedom • David C. Cook
General Motors • National Christian Foundation • Duke University

Our work has been covered by the international media (*Wall Street Journal*, *USA Today*, MSNBC, *Harvard Business Review*, *Christianity Today*, CBN News, *Fast Company*, NPR, and many others), translated into multiple languages, used in US Senate panel hearings, talked about on NBC's *The Tonight Show*, and included as part of the curriculum at universities in the US and Italy.

Learn more about how we partner with our clients, and check out a variety of available research reports.

GreyMatterResearch.com

Ron Sellers, President
1-602-684-6294
ron@greymatterresearch.com



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Free Resources

FROM INFINITY CONCEPTS

CAPTIVATE Magazine

Get the latest news and guidance on branding, church growth, fundraising, leadership, digital marketing, podcasting, media buying, and much more by accessing the latest edition of **CAPTIVATE** magazine. [Click here.](#)

Donor Trend Analysis

Every nonprofit should have a clear understanding of what is happening with its donors by measuring key performance metrics to monitor the health of its donor file. The **Donor Trend Analysis** gives insights into your donor retention rate, average lifetime donor value, donation frequency, number of multi-gift donors, average gift amount, new donor acquisition trends, lapsed donor trends, and much more.

This Donor Trend Analysis is valued at \$800. However, you may qualify to receive this valuable report for FREE! [Click here](#) to complete your application to see if you qualify for a FREE Donor Trend Analysis for your church, ministry, or nonprofit.

Digital Assessment

Your digital presence matters, now more than ever! What does a donor experience when they give to your organization online? Are you posting too little or too much on social media? Does your website effectively communicate your story and impact? How well do you engage with your followers through social media?

Infinity Concepts provides a **FREE Digital Assessment** to qualified churches, ministries, and nonprofits. This analysis will help you improve the way you communicate and engage with people and donors online. [Reach out](#) to see if your organization qualifies for a FREE Digital Assessment by the experts at Infinity Concepts.

Strategic Solutions Newsletter and Blog

Tap into a wealth of insights, tips, and information on a variety of topics from our seasoned team of experts through our **Strategic Solutions** newsletter and blog.

- [Click here](#) to check out the insights from our experts on our blog.
- [Click here](#) to have **Strategic Solutions** delivered to your inbox each week.

Free Resources

FROM GREY MATTER RESEARCH

In addition to our custom research work for clients, we offer a variety of exclusive reports. A small selection is below; [click here](#) for information on all of them.

New Donor Study

Acquiring new donors is a critical (and expensive) effort for ministries. We explored Christian donors who are open to supporting a new (to them) ministry or charity, learning what they're looking for and how they make those decisions. [Click here.](#)

Lapsed Ministry Donor Research Report

What happens when a donor stops giving? This in-depth exploration of lapsed ministry donors looks at how and why giving ceases. In many cases, donors do not even realize they have lapsed. [Click here.](#)

Uneven: Success, Stagnation, and Delusion in Spiritual Growth

Spiritual growth and maturity among American evangelicals is a mixed bag. Some are highly engaged and growing, while others have almost completely checked out. [Click here.](#)

Understanding Evangelical Mid-Level Donors

This small but critical group is not well understood because not much research has been done on them—we help put that right with this report. [Click here.](#)

Lost Opportunities: Faith, Giving, and Social Media

Learn how donors and people of faith use social media to interact with nonprofit organizations and congregations. [Click here.](#)



5331 Triangle Lane
Export PA 15632
724-733-1200
InfinityConcepts.com



GREY MATTER
RESEARCH & CONSULTING

3298 North Glassford Hill Road
Suite 104-239
Prescott Valley AZ 86314
602-684-6294
GreyMatterResearch.com