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Prayer

DeSales Media: Catholic Discipleship in the US

Episode 1:

*Overview of the Findings –
Cracking the Code*



Agenda

Speakers

Background

Objectives & Methodology

Initial Findings

Further Research

New Findings

Coming Attractions



Speakers

Speakers



Hans Plate
President, Vinea Research



Fr. John Gribowich
High School Instructor of Theology
Director of Curriculum, Sunday to Sunday



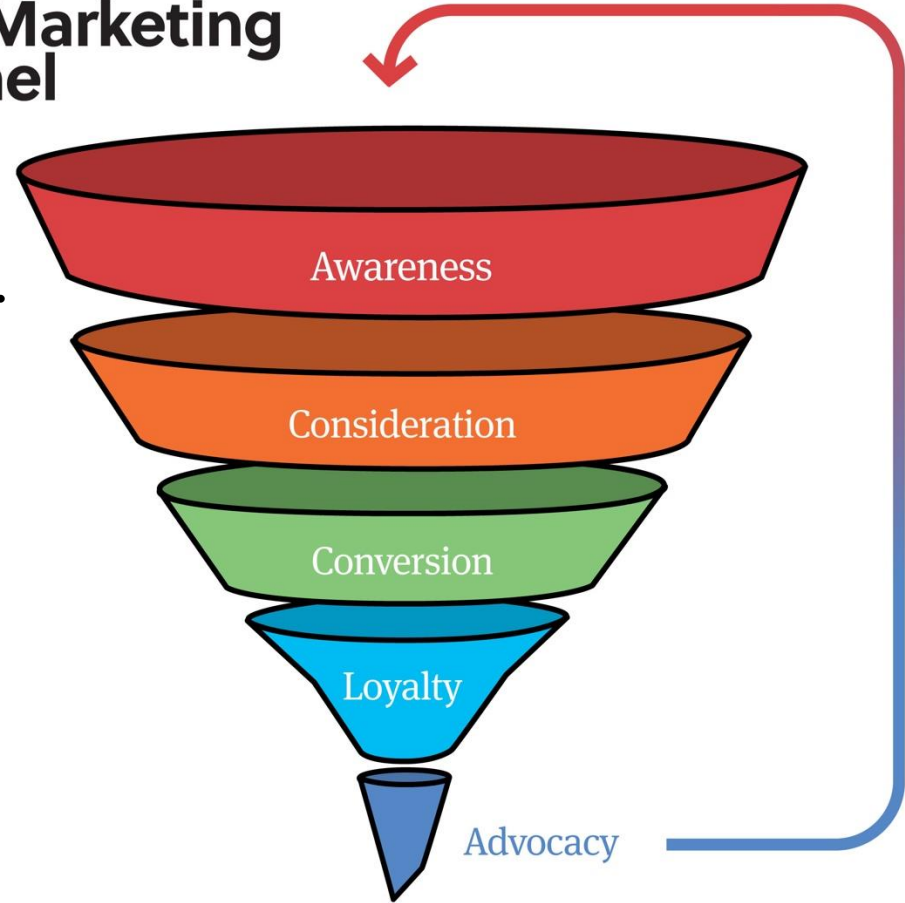
Dave Plisky
Director of Product &
Innovation, DeSales Media

Background

Background

*We've served the institutional Church.
How can we help Catholics directly?*

The Marketing Funnel

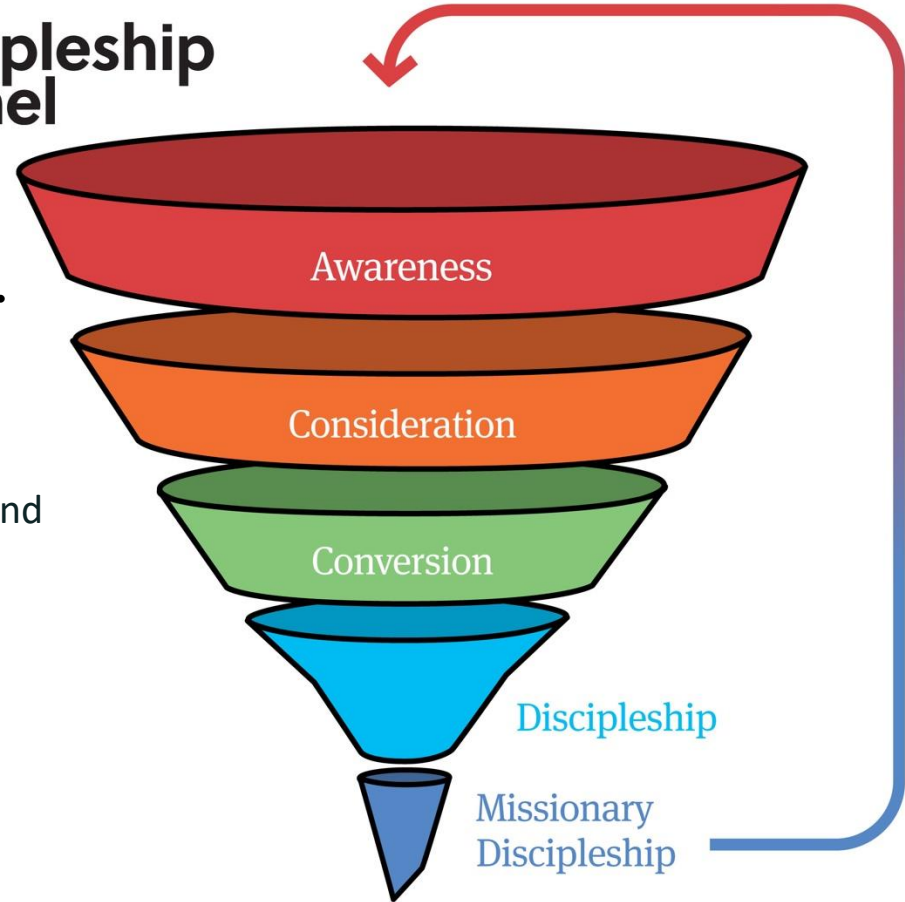


Background

*We've served the institutional Church.
How can we help Catholics directly?*

1. If missionary discipleship is the same as brand advocacy ...
2. ... and advocates bring new people into the top of the funnel ...
3. ... then let us focus on missionary disciples and whatever they might need.
4. What do they need?

The Discipleship Funnel



Objectives & Methodology

Objectives

The main objective of this research is to learn more about devout Catholics with a disposition for discipleship, specifically to:

1. Identify unmet discipleship needs
2. Obtain reactions to and interest in the availability and use of apps in discipleship
3. Determine the extent to which these solutions address their unmet needs



Methodology

- Vinea Research and DeSales Media designed a 15-30-minute survey
- Survey links were sent to numerous Catholic organizations for distribution to their constituents
- Respondents were screened to ensure American Mass-attending Catholics
- A total of 3,137 respondents were surveyed and analyzed



Participating Organizations

A special thanks to the following organizations (and others) who contributed to the recruitment of respondents for this survey:



ARCHDIOCESE OF NEW YORK
YOUNG ADULT OUTREACH



damascus



CATHERINE OF SIENA
INSTITUTE

Grotto



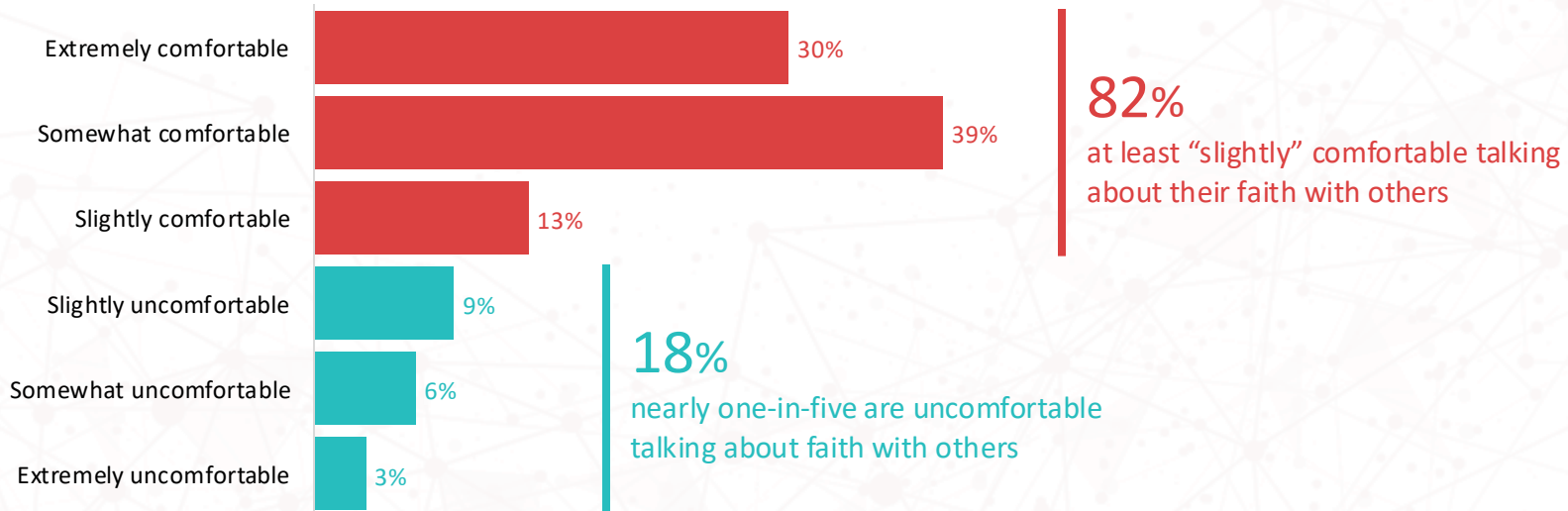
ARCHDIOCESE OF
DETROIT



Initial Findings: The Overall Report

Catholics in this sample are comfortable sharing their faith, but there is significant room for improvement.

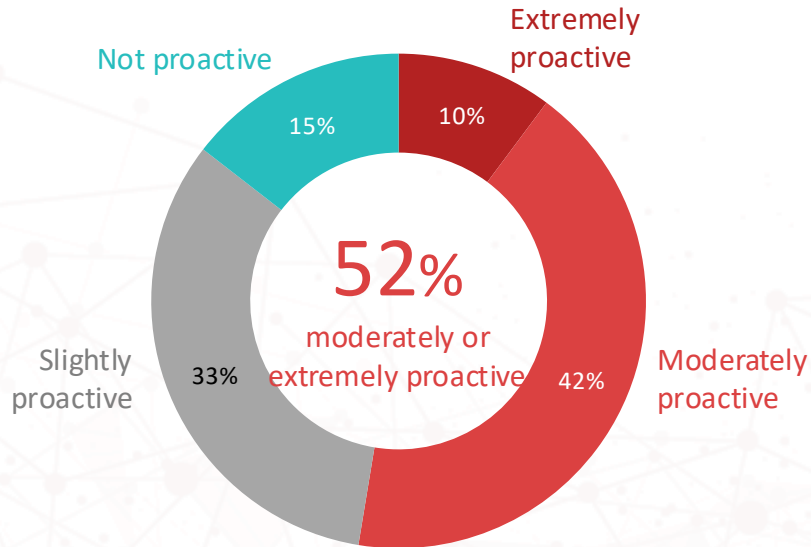
Faith-Sharing Comfort Level



n=3137

Respondents are split between those who do and those who do not consider themselves proactive at bringing up their faith with others.

Faith-Sharing Proactivity



Hispanic respondents are slightly more likely to select “Extremely proactive” or “Moderately proactive” than non-Hispanic respondents (66% vs 51%)

There are no significant differences when looking at age generationally

n=3137

Situational appropriateness is most often cited as a barrier to evangelization. However, many also lack knowing how to start, confidence, and experience.

Barriers to Evangelization

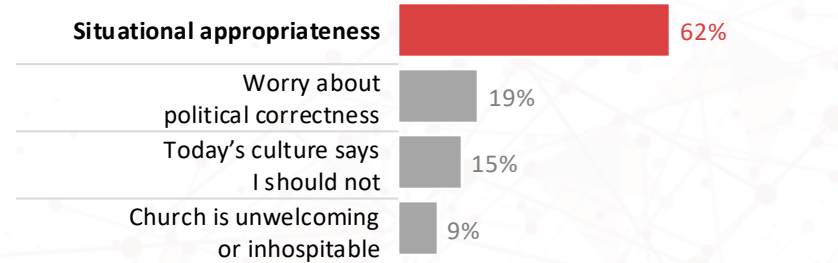
External Barriers



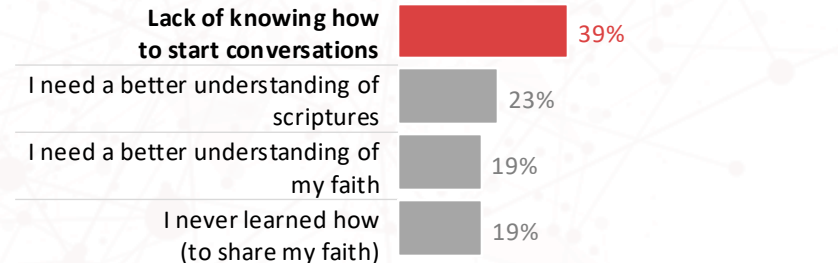
Internal Barriers



Cultural Barriers



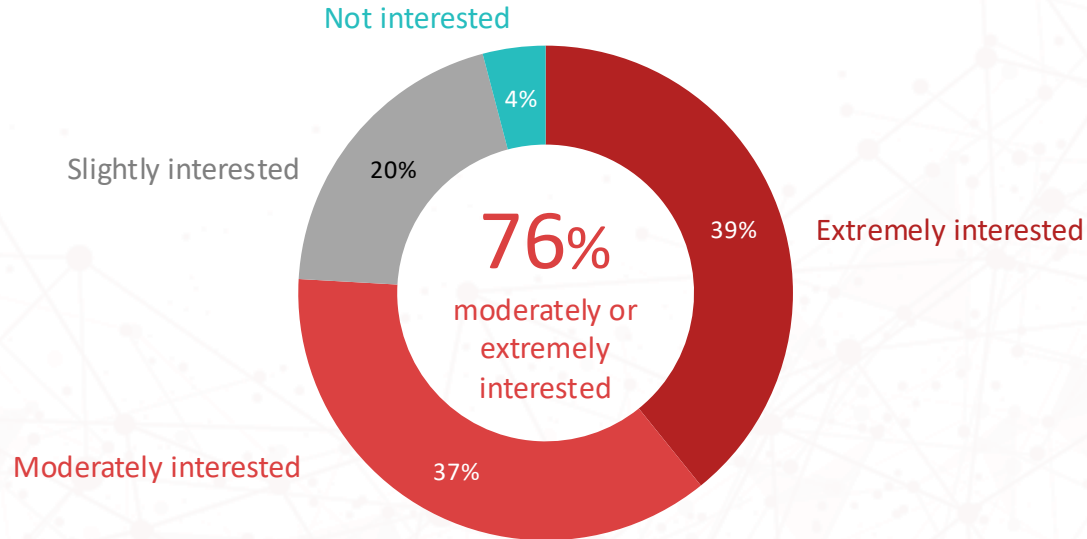
Knowledge Barriers



n=3137

There is great interest in developing evangelization skills.

Interest in Developing Evangelization Skills



n=3137

Further Research

Objectives

Having completed an analysis of devout Catholics, DeSales Media is now interested in understanding how these Catholics cluster and what can be learned from them to help in their evangelization efforts.

Our objectives:

1. Identify and describe distinct Catholic segments based on key metrics
2. Discover correlations between responses to different but related topics



Methodology

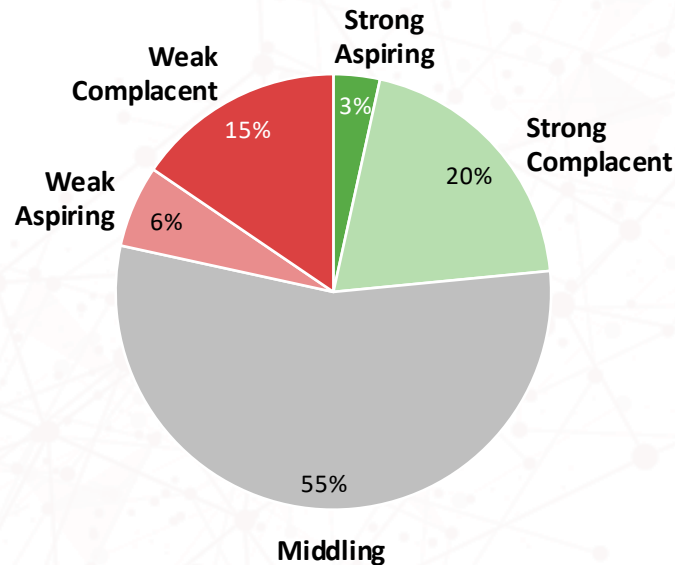
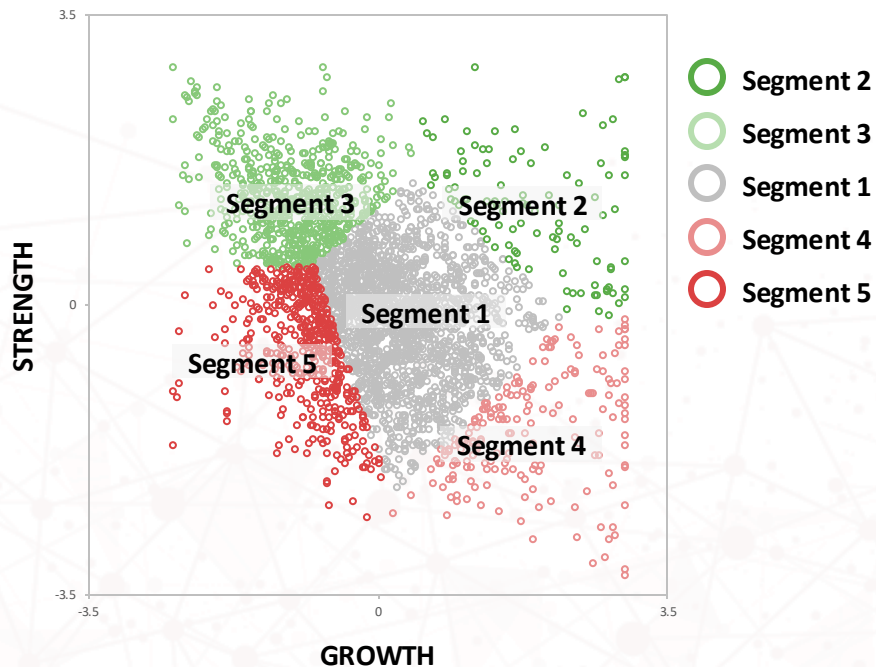
- Working with 3,323 respondents who completed a 15-minute survey, we evaluated several potential segmentation outcomes.
- After reviewing various potential segmentation schemes with DeSales Media, we agreed to move forward with a 5-segment solution based on perceived **strength** and desired **growth** in several faith-related measures.



New Findings: Segmentation & Additional Correlations

Five segments were identified using self-perceived strength and desired growth across a number of areas: discipleship, interior fruits of faith, interior life, sacramental life, and expressive fruits of faith

Respondent Segmentation

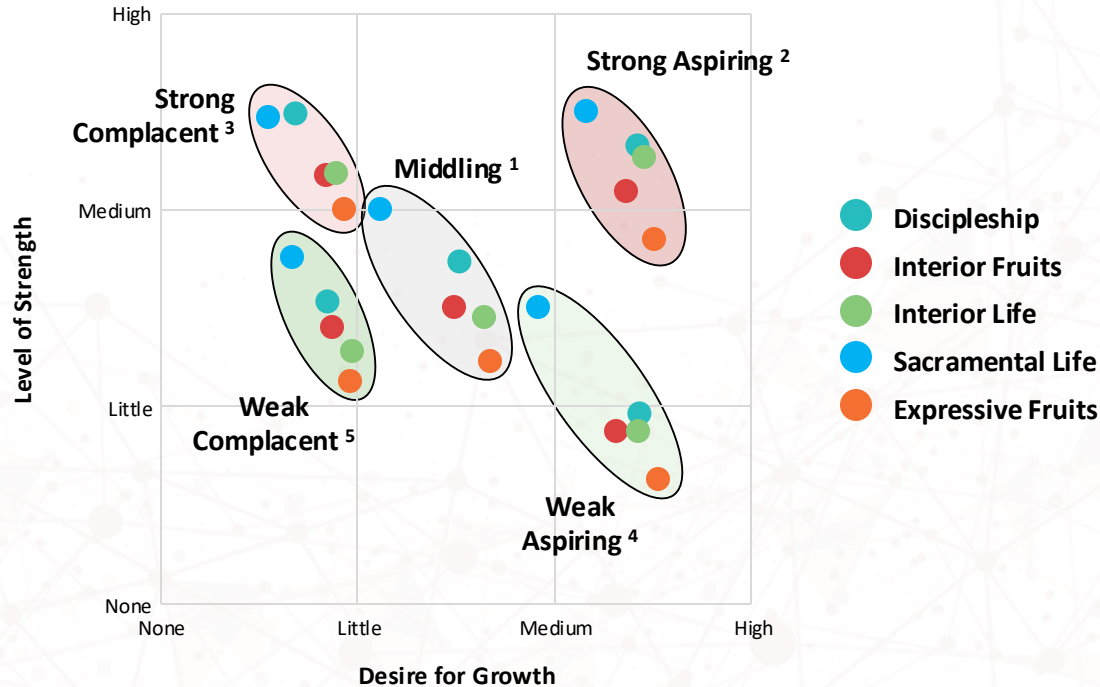


n=3137

A5: Understanding that there is always room for growth, how strong do you feel you are in each of the areas below?
A6: Please indicate how much growth you would like to see for yourself in each of the areas below?

All segments are strongest with sacramental life and weakest with expressive fruits.

Average Strength and Desire for Growth by Segment

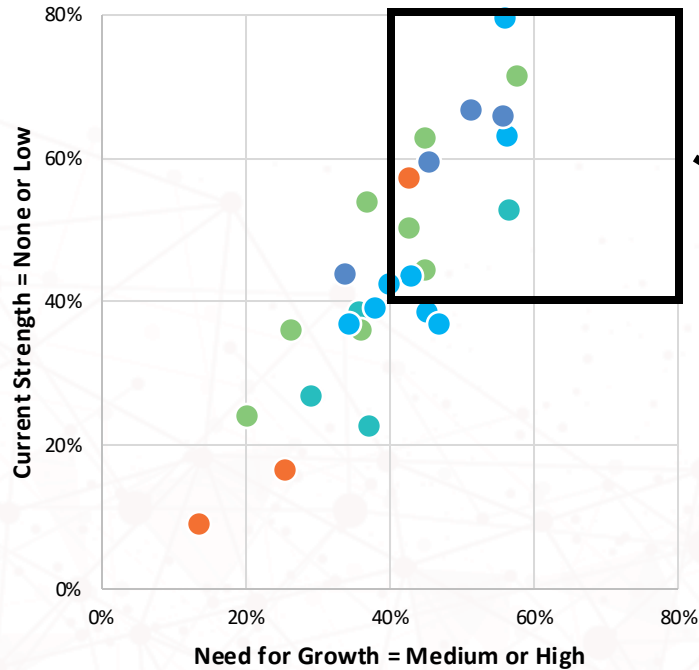


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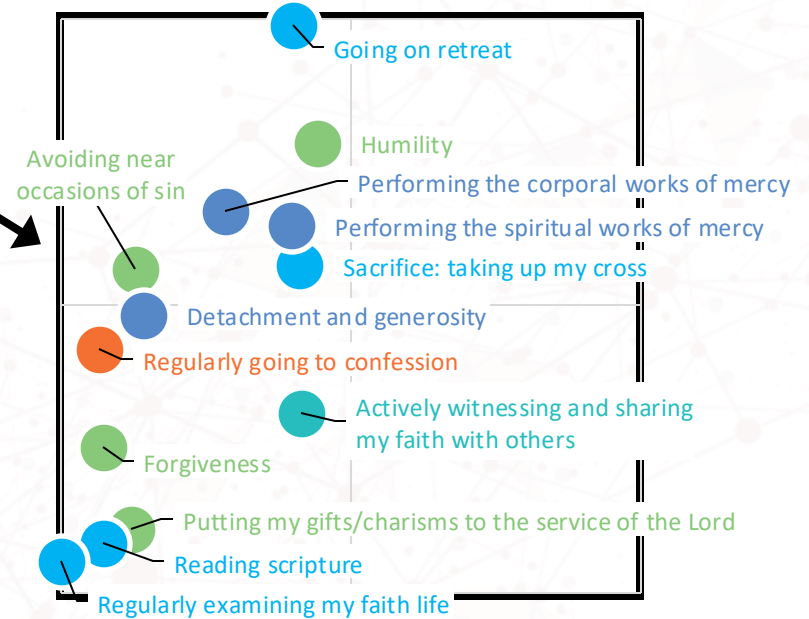
A5: Understanding that there is always room for growth, how strong do you feel you are in each of the areas below?
A6: Please indicate how much growth you would like to see for yourself in each of the areas below?

Need for Growth and Low Strength

Strength and Growth: All Items



Highest Need for Growth and Lowest Strength



n=3137

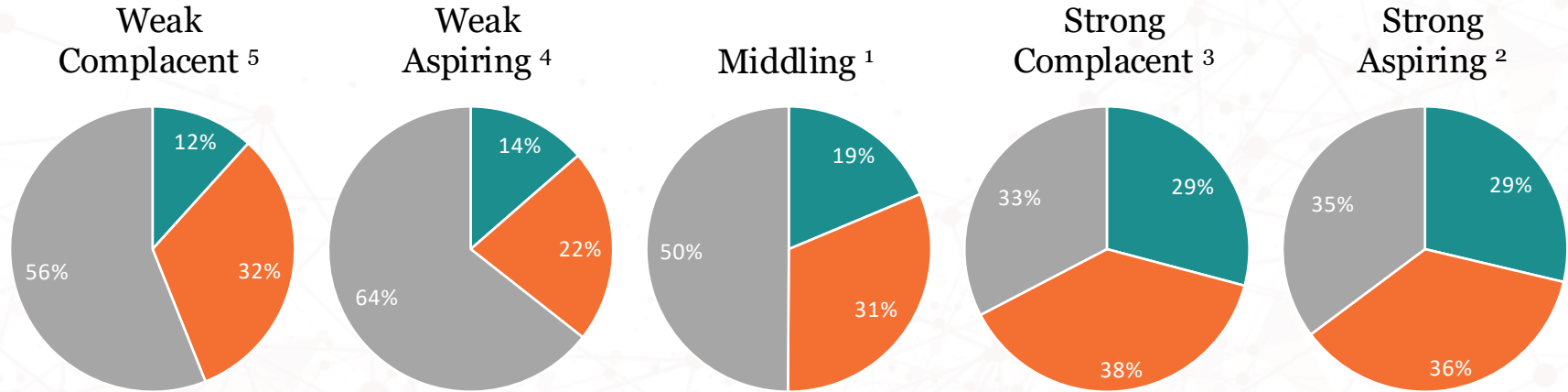
Coming Attractions

 **Vinea** RESEARCH

 **DeSales**
Media

Spiritual direction is much less likely among the two “weak” segments.

Spiritual Direction – Current Status



Currently receiving Spiritual Direction

Have received Spiritual Direction in the past, but not currently

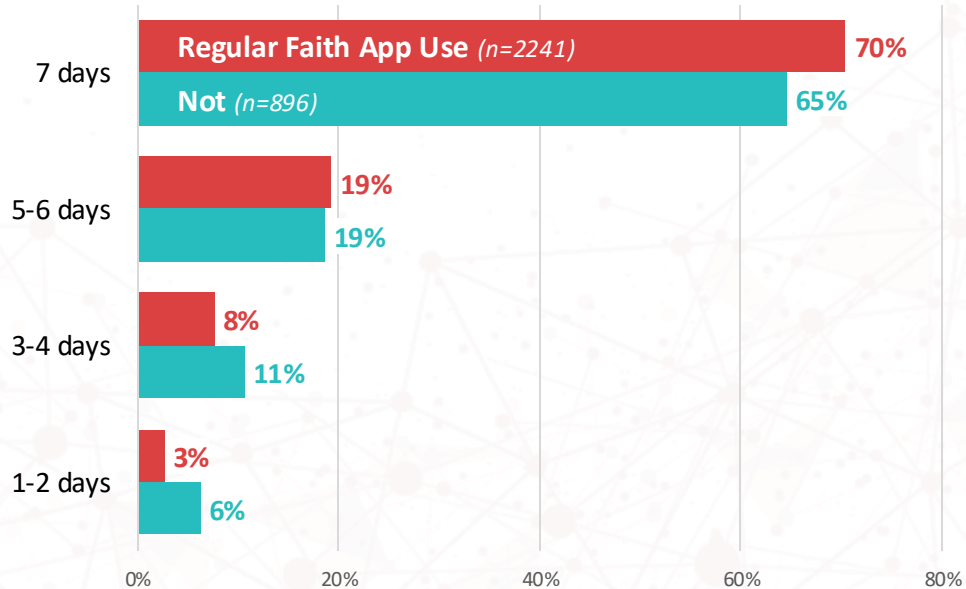
Have never received Spiritual Direction

n=3137

E3: Regular Faith App Use

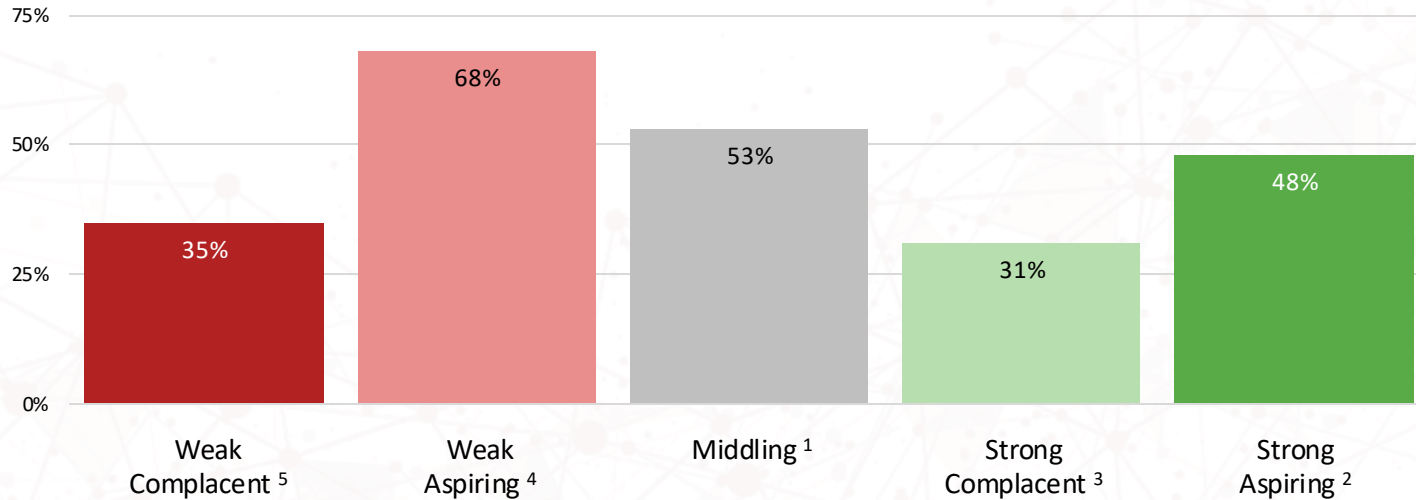
▶ A7: Prayer Days / Week

In an average week, on how many days did you have any dedicated prayer time outside of Mass?



While the Weak Aspiring are looking to grow in faith-sharing skills, the two Complacent segments are the lowest on this measure.

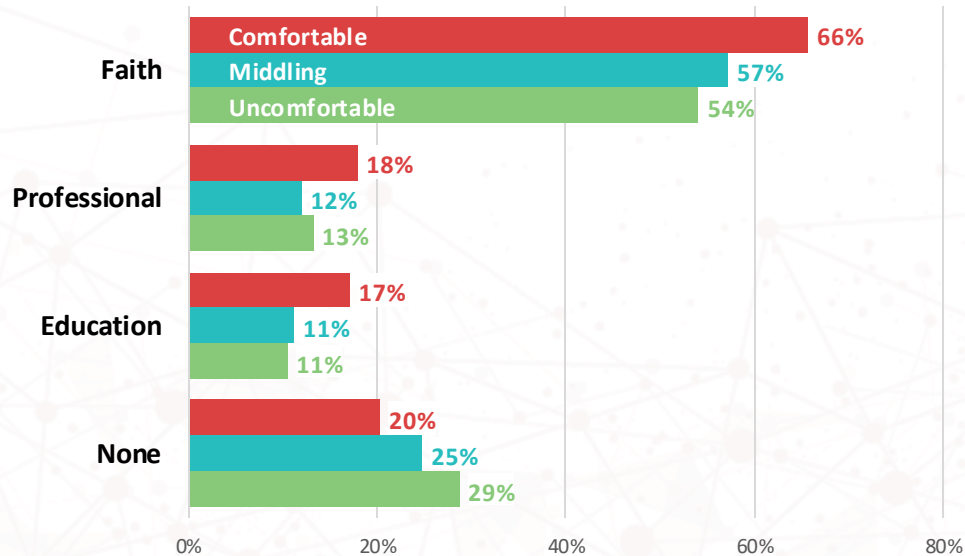
I feel like I am lacking certain faith-sharing skills and hope to get better at sharing my faith with others: moderately or very true of what I believe



B1: Comfort Faith-Sharing

▶ D1: Group Involvement

Are you involved in any types of social or community groups for any of the following categories?



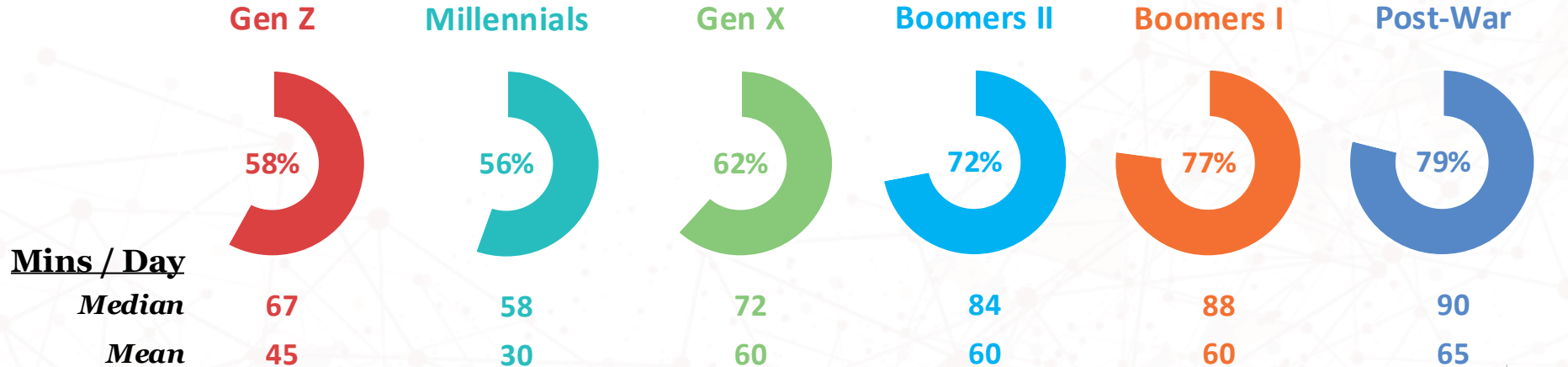
	Comfortable	Middling	Uncomfortable
Hobby	15%	15%	12%
Sports/Fitness	13%	14%	13%
Parenting/Family	9%	8%	6%
Health/Support	8%	9%	6%
Political	6%	3%	4%
Lifestyle	5%	5%	2%
Ethnic/Cultural	4%	3%	4%
Other	8%	8%	6%

	n
Comfortable	2151
Middling	690
Uncomfortable	296

F2: Generations

► A7: Prayer Days / Week + A8: Prayer Mins / Day

Prayer Days a Week: 7 Days



Mins / Day

Median

67

58

72

84

88

90

Mean

45

30

60

60

60

65

	n
Gen Z	74
Millennials	427
Gen X	765
Boomers II	907
Boomers I	713
Post-War	204



Upcoming Webinars in this Series

Episode 2: Spiritual Direction – Guidance and Grace

Guest: Dr. Greg Popcak, Catholic Counselor and Co-Founder of [Catholic HOM](#)

Monday, Oct. 14, 1:00pm EDT

Episode 3: Technology and Faith – Embracing Tech for Spiritual Growth

Guests: Juan Acosta, Founder of [Tabella](#), and Alessandro DiSanto, Founder of [Hallow](#)

Monday, Oct. 28, 1:00pm EDT

Episode 4: Nurturing Growth in Faith – From Seeds to Saints

Guests: Brian Butler, Co-Founder of [Echo](#)

Monday, Nov. 11, 1:00pm EDT

Episode 5: Community – Connection, Growth, and Renewal

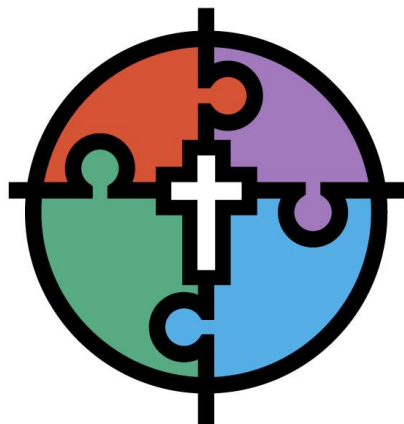
Guest: Scott Weeman, Founder of [Catholic in Recovery](#), and Andrew Whaley, Founder of [Calix](#)

Monday, Nov. 25, 1:00pm EDT

Episode 6: Generational Differences in Discipleship – Same Goal, Different Roads

Guest: Josh Packard, Founder of [Future of Faith](#)

Monday, Dec. 9, 1:00pm EDT



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