

RELIGION TO REALITY

religiontoreality.org

Prayer from St. Francis de Sales

*Do not look forward in fear to the changes
and chances of this life;
Rather, look to them with full confidence
that, as they arise,
God, to whom you belong, will in His love
enable you to profit by them.
He has guided you thus far in life,
and He will lead you safely through all
trials;
and when you cannot stand it,
God will carry you in His arms.*

*Do not fear what may happen tomorrow;
the same everlasting Father
who cares for you today
will take care of you then and every day.
He will either shield you from suffering,
or will give you unfailing strength to bear it.
Be at peace, then, and put aside
all anxious thoughts and imaginations.*

Amen.

DeSales Media: Catholic Discipleship in the US

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



Agenda

Speakers

Technology and App Usage

Desired Catholic App Features

Q&A

Coming Attractions

Appendix



Speakers

Speakers



Alessandro DiSanto
Co-Founder, Hallow



Juan Acosta
Founder, Tabella



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

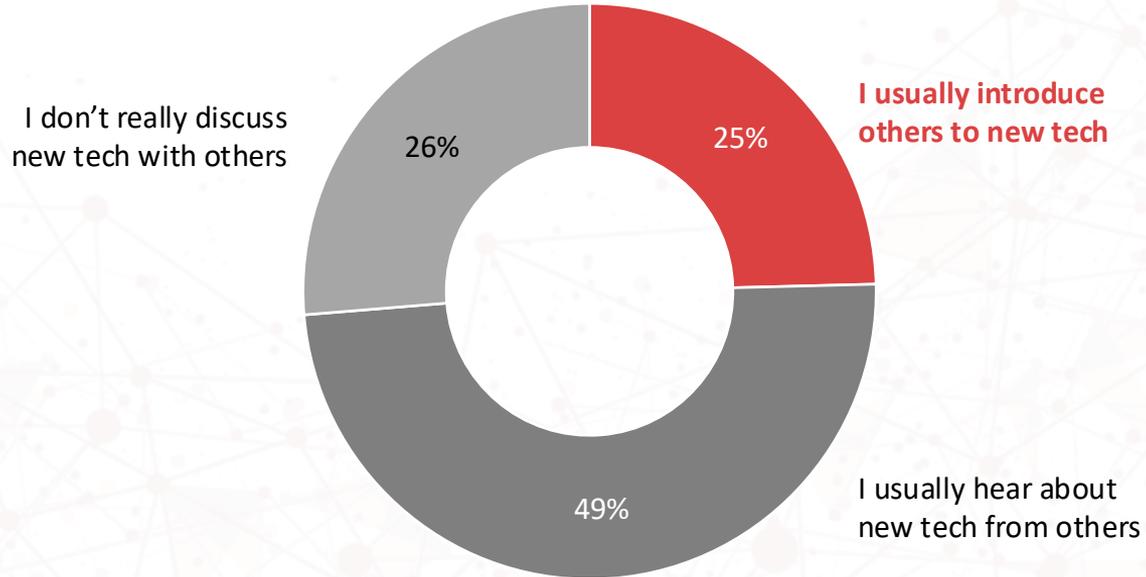


Dave Plisky
Director of Product &
Innovation, DeSales Media

Technology and App Usage

Only 1 in 4 respondents introduce new technologies to others, and another 1 in 4 don't discuss technology at all.

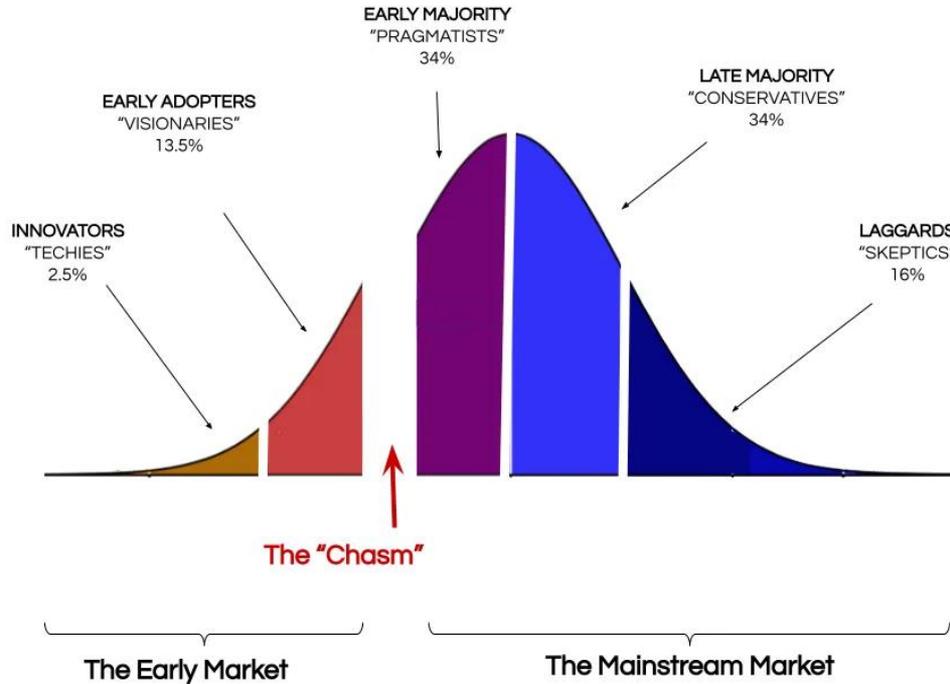
Discussing Technology with Others
(An indicator of familiarity with new technology)



n=3137

Innovation-Diffusion Theory

Technology Adoption Lifecycle



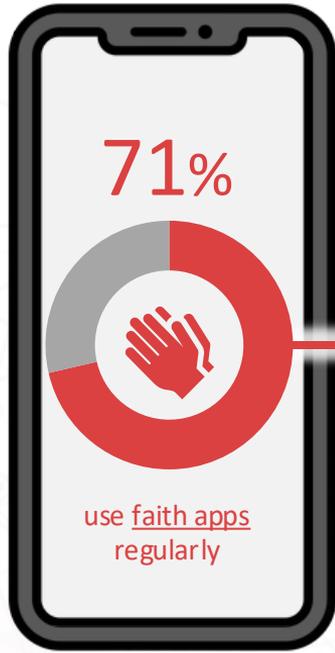
F1: Sex

► Tech Items

	Male (n=796)	Female (n=2300)
[E1] Owned Devices: Desktop	52%	45%
[E2] Daily Apps	Social Media 41%	Social Media 49%
	Navigation 38%	Navigation 30%
	Business/Finance 26%	Business/Finance 9%
[E6] "Lose track of time using apps"	19%	28%
[E7] Catholic App Interest	Find Mass, adoration, etc. 32%	Find Mass, adoration, etc. 40%
	Catholic events near me 27%	Catholic events near me 36%
	Spiritual Direction In-Person 25%	Spiritual Direction In-Person 33%

Faith app use is fairly spread out across the most popular apps, but faith podcasts/videos are most prevalent.

Faith Apps Used Regularly



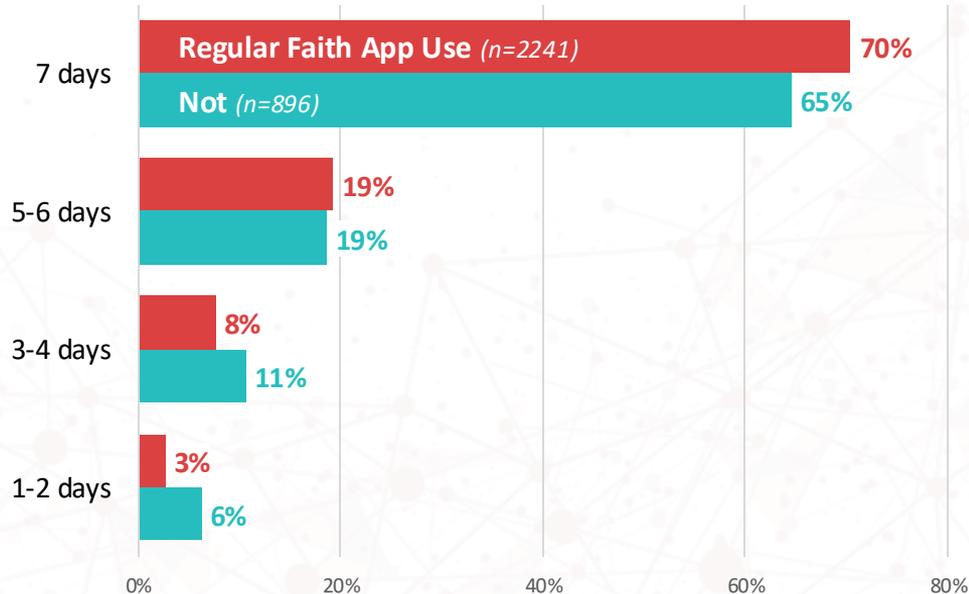
n=3137



E3: Regular Faith App Use

▶ A7: Prayer Days / Week

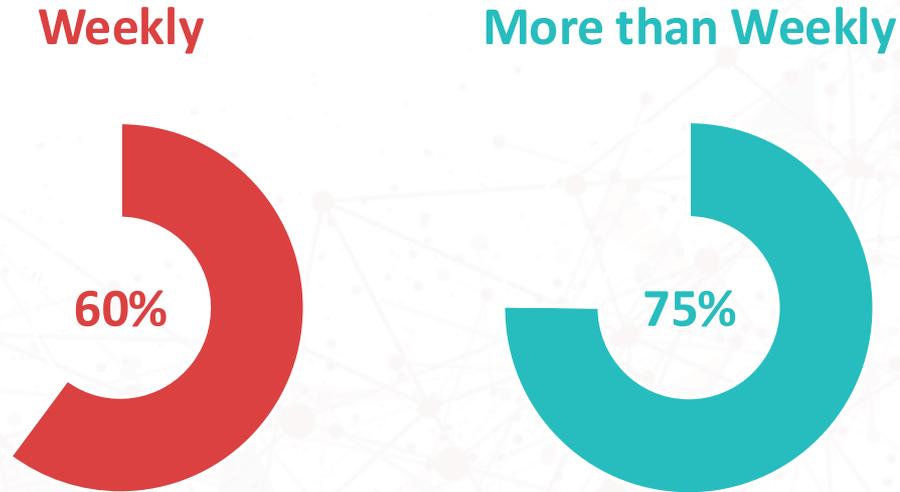
In an average week, on how many days did you have any dedicated prayer time outside of Mass?



S3: Mass Attendance

► E3: Faith App Use

Do you use any Catholic, spiritual, religious, or faith-focused apps regularly (at least 3 days a week)?

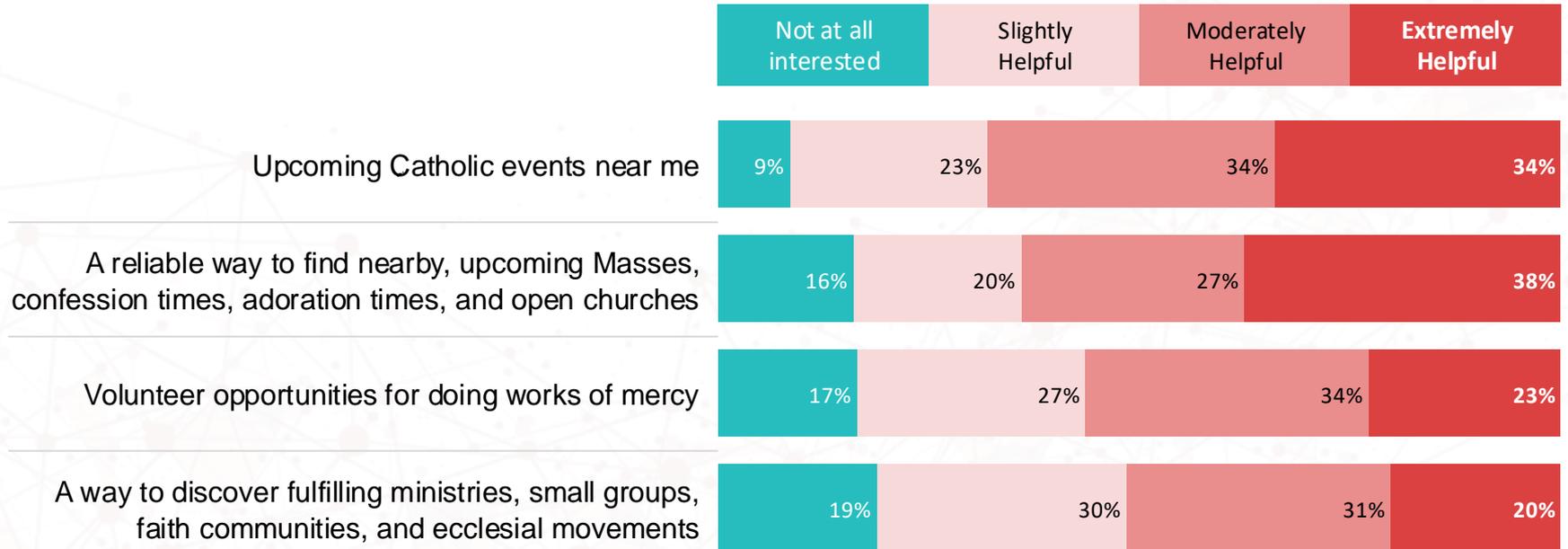


	n
Weekly	794
More than Weekly	2343

Desired Catholic App Features

A Catholic app that helps discover opportunities to participate in the faith would be most helpful for respondents.

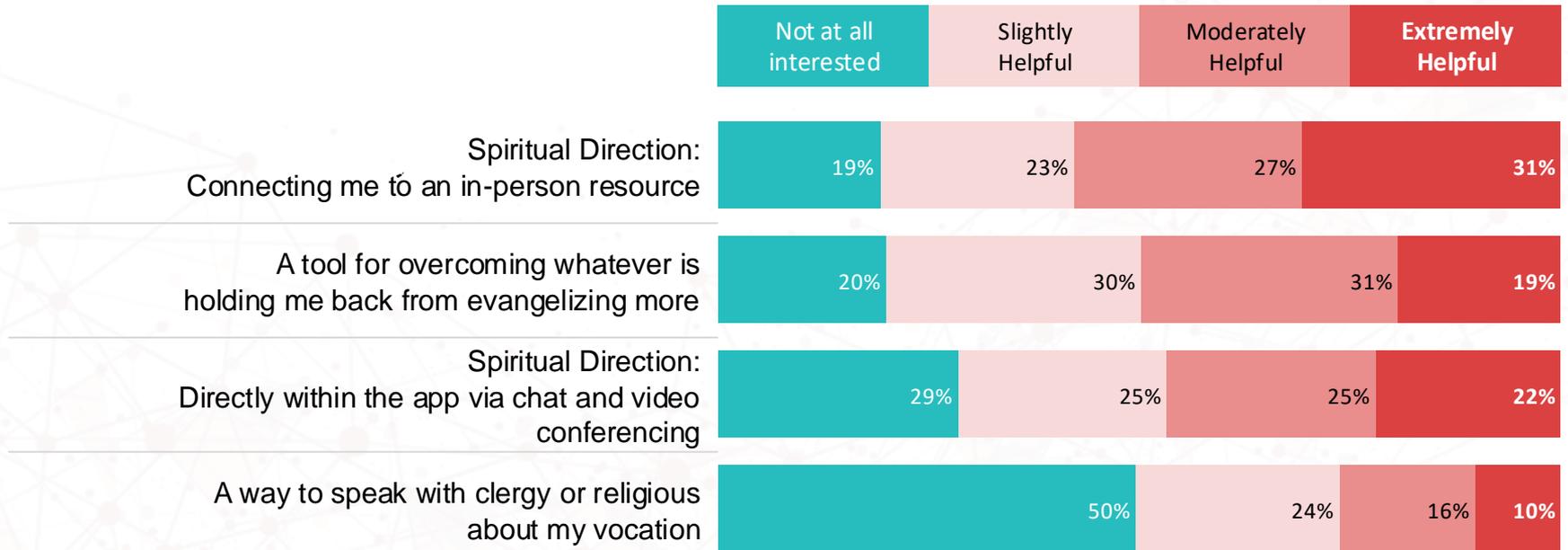
Catholic App Interest: Discovery



n=3137

There is significant interest in an app that allows respondents to participate in Spiritual Direction, even if it is done digitally.

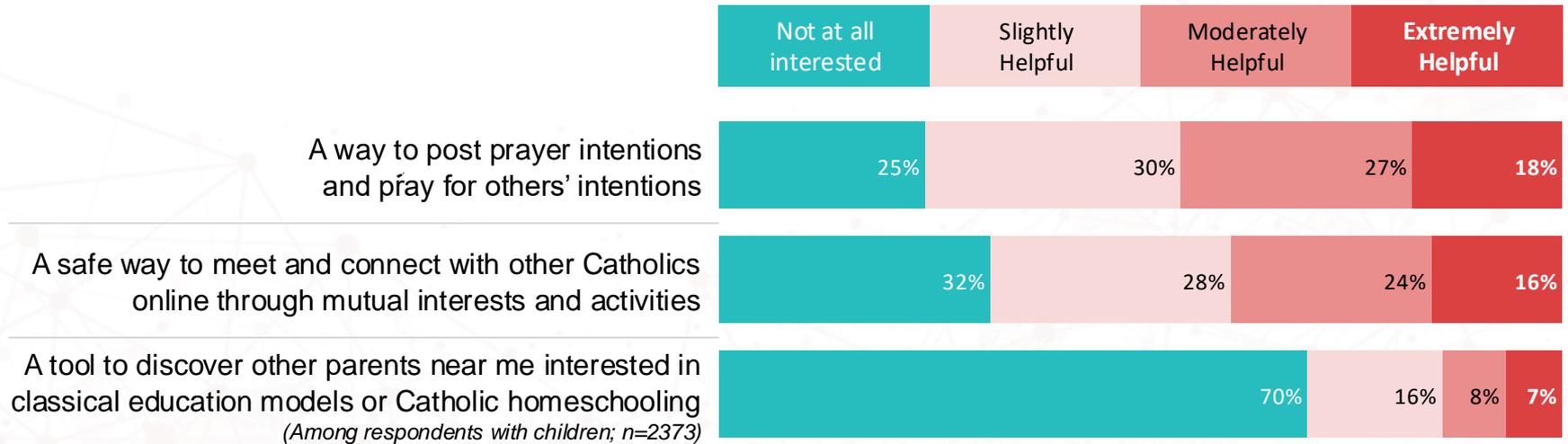
Catholic App Interest: Growth



n=3137

While not as helpful as other features, a Communication aspect would still be seen as helpful (especially as a basic chat function)

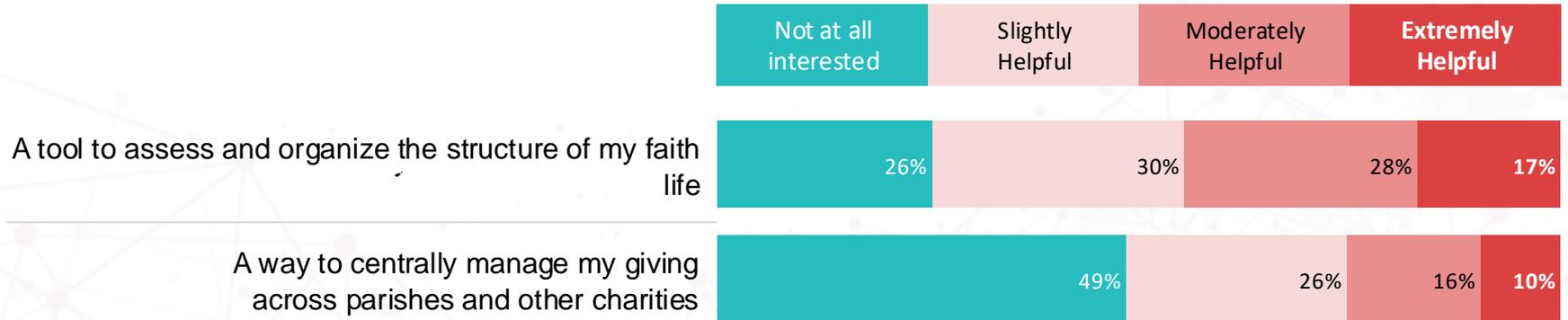
Catholic App Interest: Communication



n=3137

A “faith life organizer” would be generally helpful for respondents, but there is not much interest in a way to track giving.

Catholic App Interest: Organization



n=3137

Coming Attractions

 **Vinea** RESEARCH

 **DeSales**
Media



Upcoming Webinars in this Series

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

Guests: Brian Butler, Co-Founder of [Echo](#), and Paul Fahey, Counselor and Founder of [Third Space](#)

Monday, Nov. 11, 1:00pm EDT

Episode 5: Community – Connection, Growth, and Renewal

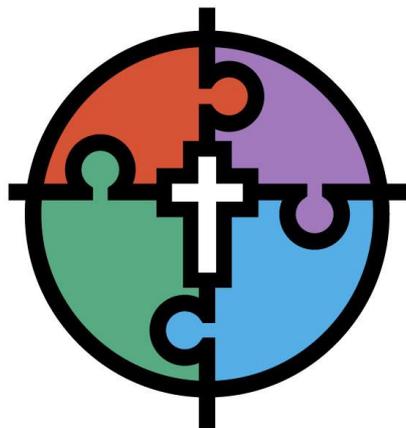
Guest: Scott Weeman, Founder of [Catholic in Recovery](#), and Andrew Whaley, Founder of [Calix](#)

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



RELIGION TO REALITY

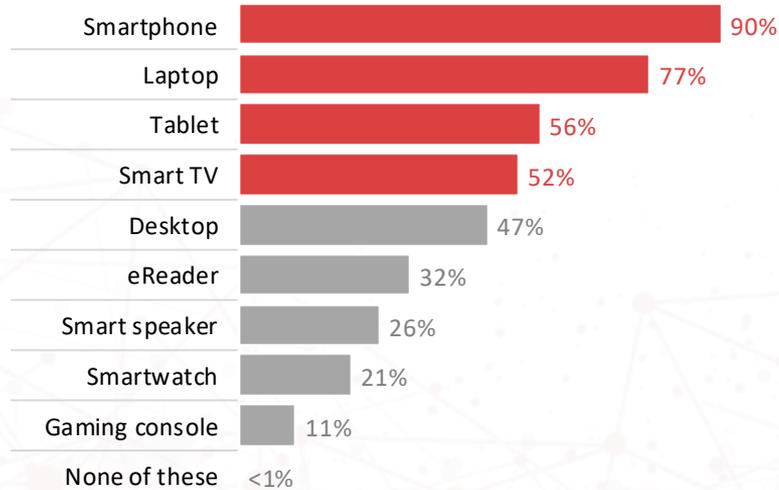
religiontoreality.org



Appendix

Nearly all respondents have a smartphone. Other devices are prevalent throughout.

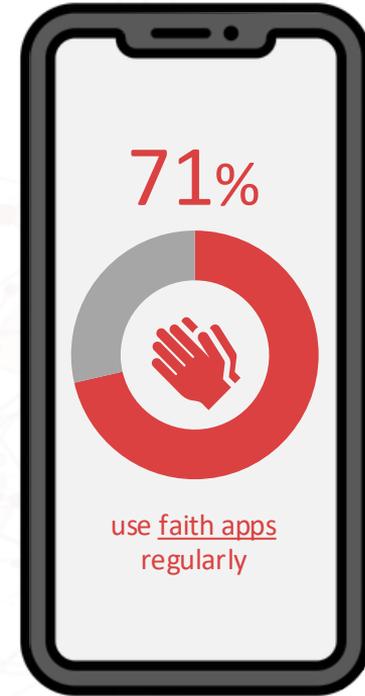
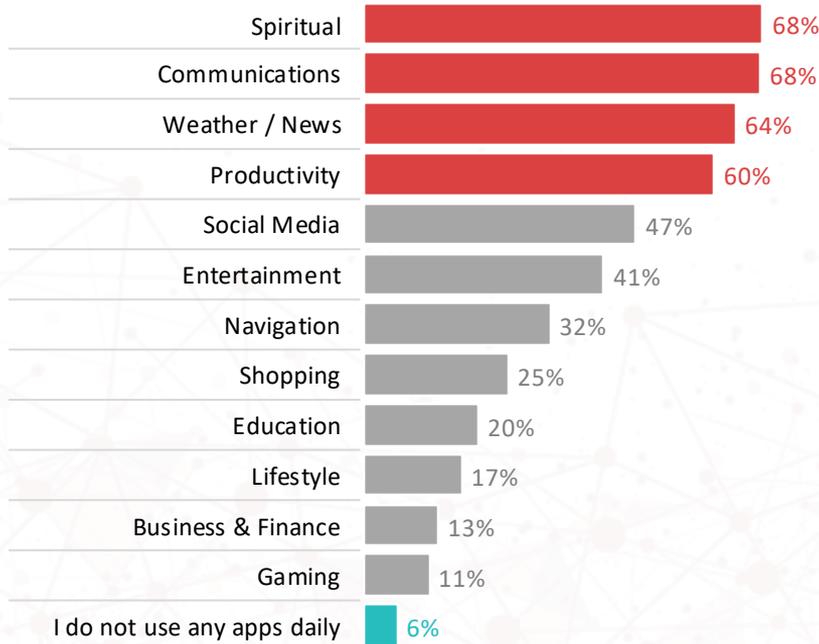
Technology Use



n=3137

Over two-thirds use faith-related apps daily, and 7 in 10 use faith apps regularly (at least 3 days a week).

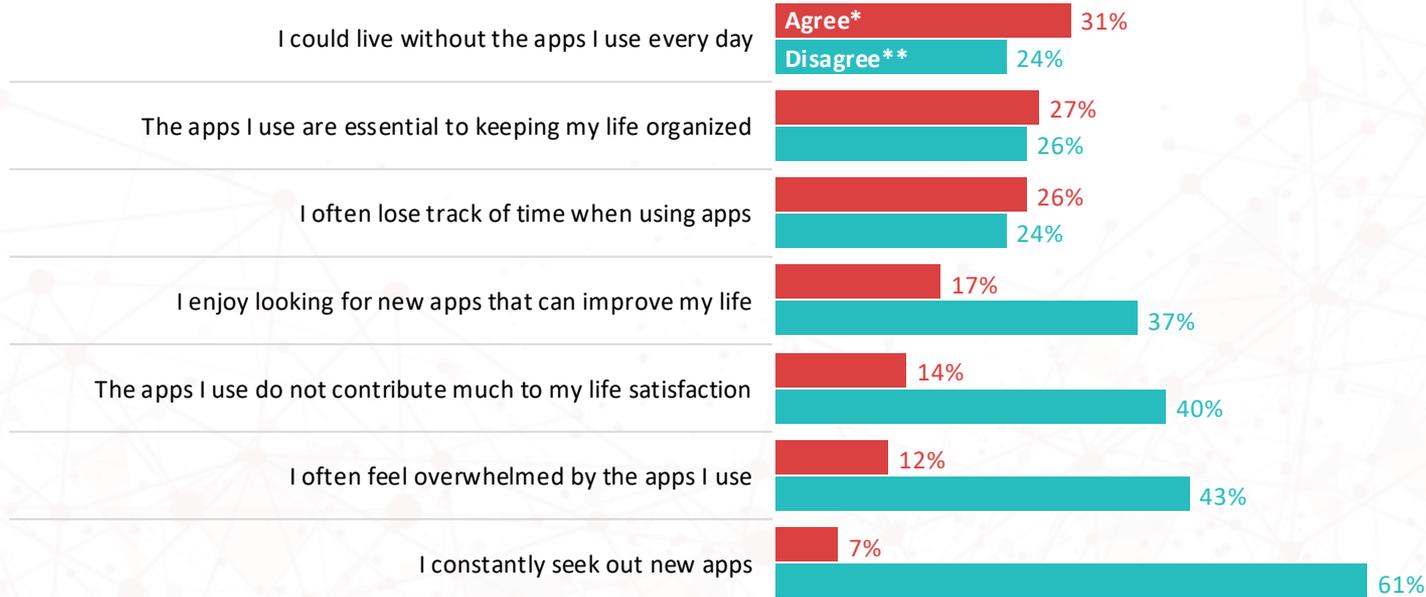
Mobile Apps Used Daily



n=3137

Respondents in this study do not appear to be extremely invested in using new technology.

Technology Statements Agreement



* Top 2 score (6 or 7 on a 7-point scale)

** Bottom 2 score (1 or 2 on a 7-point scale)

E3: Regular Faith App Use

► E6: Tech Statements

*Please select how much you agree with each of the following statements: -
Top2 Agree*

	Regular Faith App Use (n=2241)	Not (n=896)
I could live without the apps I use every day	26%	42%
The apps I use are essential to keeping my life organized	31%	19%
I often lose track of time when using apps	27%	23%
I enjoy looking for new apps that can improve my life	20%	9%
The apps I use do not contribute much to my life satisfaction	9%	25%
I often feel overwhelmed by the apps I use	10%	17%
I constantly seek out new apps	8%	3%

E1: Owned Devices

► E5: Tech Relationship + E2: Daily App Use

[E2] Which of the following types of mobile device apps do you use daily?

Computer users (especially Desktop)
were *less likely* to use all the apps measured

Smartwatch, Smart TV, and Smart Speaker users
were *more likely* to use all the apps measured

[E5] I usually introduce others to new technology or apps that I like or think they will be interested in.

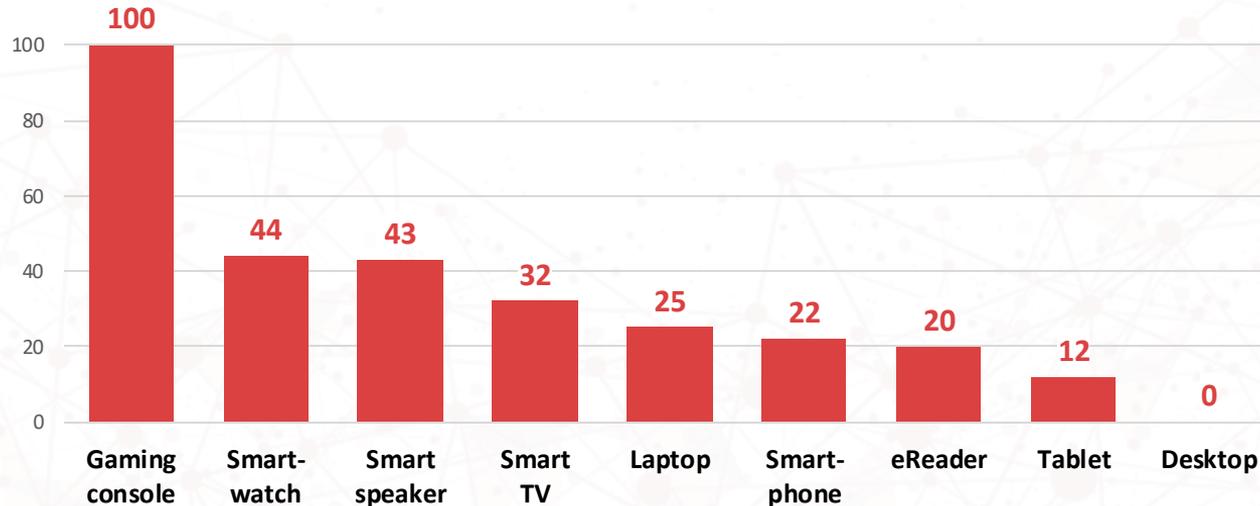
Smartwatch	Smart speaker	Gaming console	Tablet	eReader	Smart TV	Laptop	Desktop	Smartphone
39%	36%	36%	31%	30%	30%	26%	26%	26%

E1: Owned Devices

► E7: Catholic App Features

If a new Catholic faith mobile app were to become available, which features would you find most helpful in your spiritual journey?

We normalized minimum and maximum cumulative interest in all features based on MOST interest (Gaming Console) given a score of 100 and LEAST interest (Desktop) given a score of 0.



Respondents who use faith apps regularly [E3] are also more likely to be interested in all features suggested.

E1: Which of the following devices do you currently own?

E3: Do you use any Catholic, spiritual, religious, or faith-focused apps regularly (at least 3 days a week)?

E7: If a new Catholic faith mobile app were to become available, which features would you find most helpful in your spiritual journey?

E2: Daily Apps

► Tech / App Questions

E1: Owned Devices

Smart TVs were more commonly owned among respondents whose Daily Apps include **Navigation, Shopping, Educational, Lifestyle, Business/Finance, or Gaming**

Smartwatches were more commonly owned among respondents whose Daily Apps include **Social Media, Entertainment, Navigation, Shopping, Educational, Lifestyle, Business/Finance, or Gaming**

E6: Tech Statements

Spiritual app users (daily) were often least associated with various tech statements such as “I constantly seek out new apps” and “I enjoy looking for new apps that can improve my life”

Business/Finance app users (daily) were more likely to view apps as “essential to keeping [their lives] organized” but also least likely to say they “lose track of time when using apps”

E3: Spiritual Apps Regularly

Unsurprisingly, daily use of **Spiritual** apps was the highest segment to say they do so regularly

E7: Catholic App Features

Business/Finance app users (daily) were, in general, less interested in a new Catholic app

E5: Tech Relationship

► E6: Tech Statements + E7: Catholic App Features

Please select how much you agree with each of the following statements: - Top2 Agree

	Introduce Others	Hear From Others	Don't Discuss Tech
I could live without the apps I use every day	23%	30%	39%
The apps I use are essential to keeping my life organized	42%	26%	16%
I often lose track of time when using apps	28%	27%	22%
I enjoy looking for new apps that can improve my life	35%	13%	8%
The apps I use do not contribute much to my life satisfaction	7%	15%	19%
I often feel overwhelmed by the apps I use	7%	12%	16%
I constantly seek out new apps	16%	4%	2%

Those agreeing with these statements are naturally more interested in most of the potential features presented for a Catholic mobile app (E7)

E7: Catholic App Features

Introduce Others are more interested in all features presented.

	n
Introduce Others	771
Hear From Others	1541
Don't Discuss Tech	825

E5: Which of the following best describes you?

E6: Please select how much you agree with each of the following statements:

E7: If a new Catholic faith mobile app were to become available, which features would you find most helpful in your spiritual journey?