# THE OPPORTUNITY OF A LIFETIME

# THE SURVEY

Our experience is that the survey is a great tool for evangelism; opening up catalytic conversations and allowing Christian students to connect with their peers. Specifically, we have found it increases Christian students' confidence to share their faith and invite their friends to church.

## Methodology

1274 surveys were completed across 51 university institutions. Predominantly these surveys were conducted with undergraduate students (84.1%), however, responses from Masters and Postgraduate students are also included in our analysis.

Participants were invited to complete the survey in person at Freshers fairs, in student housing areas and on campus. The survey ran from 1st September 2023 to 31st May 2024. Where data was incomplete or the survey was unfinished, these participants were removed from our sample.

> Amazing survey! I'm in my lecture and asked a friend to fill it in and for the question that said 'do you know the story of Jesus?' she said no and asked me to tell her!
>
> 15:00

Most Students have a Christian friend, but only

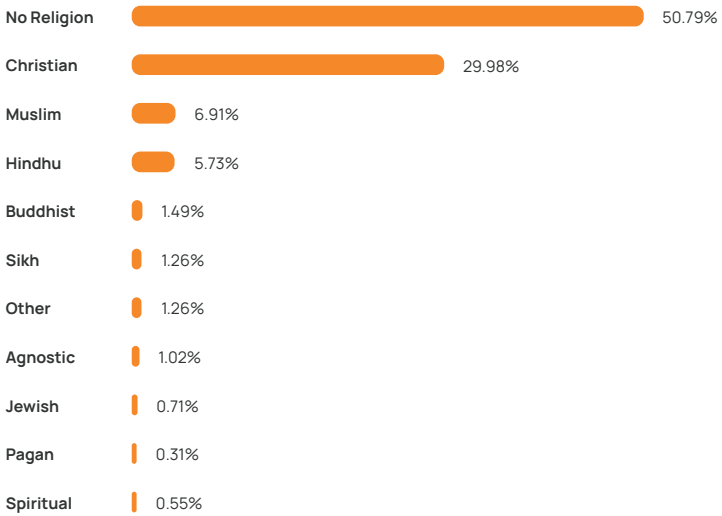
**44%**

know why their friend is a Christian

[fusion]

# OUR SAMPLE

The sample consisted of 1274 participants, aged 18 to 57, representing various academic disciplines and ethnic backgrounds. The majority of respondents were undergraduate students (84.1%) aged 18 to 41. Despite the range of ages, our sample is predominantly made up of Gen Z students (those born after 1996). We aimed to ensure a wide range of perspectives by including students from different religious affiliations, including Christian, non-Christian, and non-religious backgrounds.




For further analysis, we identified practising Christians as those who attend church currently and pray every day or most weeks. 182 students met this criteria.

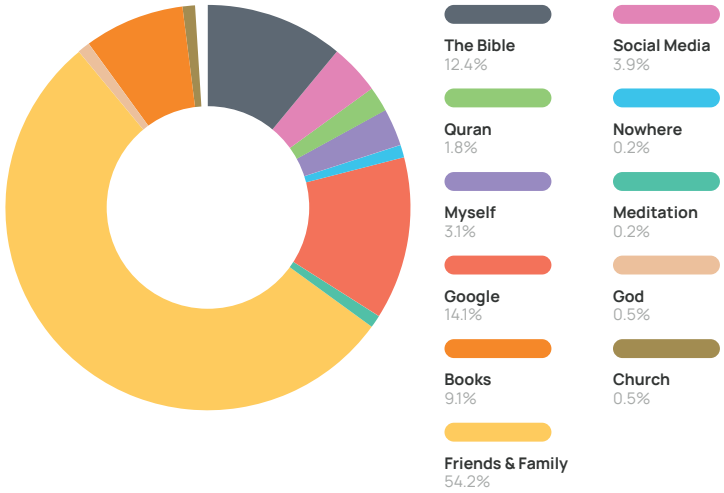
This year, a larger percentage of students identified as 'other' regarding religious affiliation, increasing to 1.26% from 0.6% last year. This category includes participants who reported a mix of religions, are undecided, follow self-created beliefs, or adhere to Deism, Taoism, Umbanda, and even Taylor Swift!

**NO RELIGION REMAINS THE PRIMARY RELIGIOUS AFFILIATION FOR STUDENTS.**



# SPIRITUALITY, CHURCH & THE GOSPEL

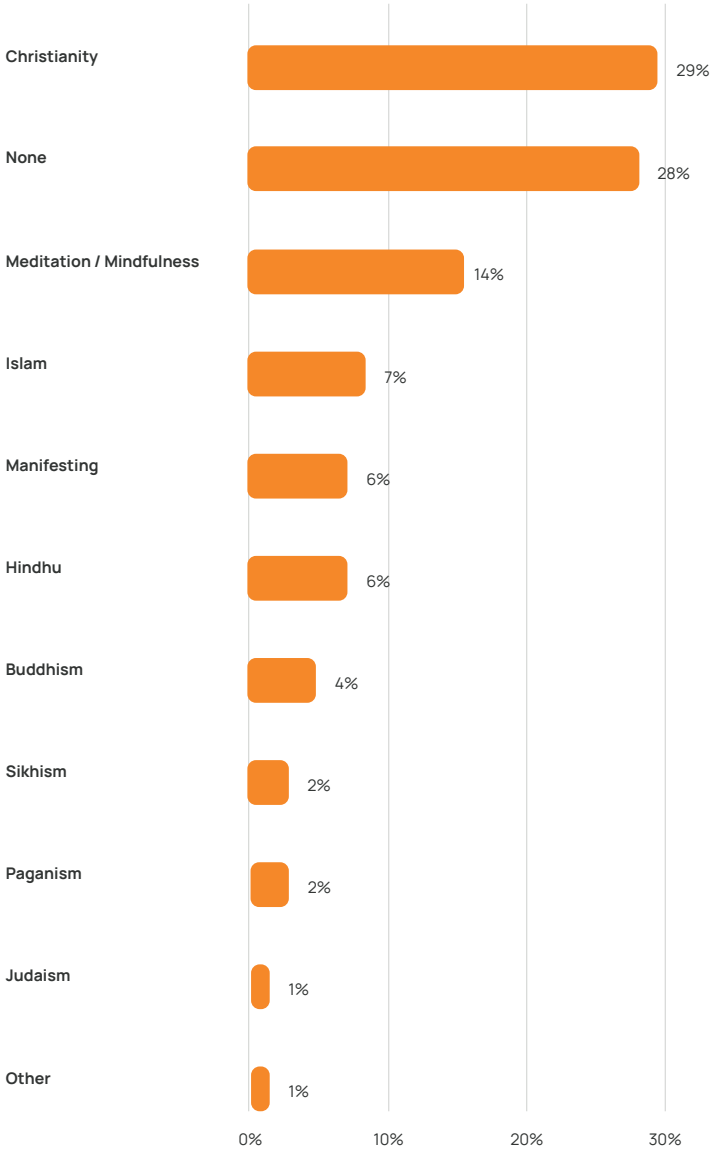
**Where would you go first if you were looking for an answer about your existence or purpose?**




Anecdotally, we have observed that students are open to exploring questions about their existence and purpose. When asked where they would first look for answers, most indicated they would turn to friends and family. Google, the Bible and books were also common sources, though their popularity varied between non-Christian and practising Christian students.

Practising Christians predominantly selected the Bible (59%). Interestingly 6% of those students who selected the Bible as the place they would go first for answers about their existence or purpose do not identify as Christian.

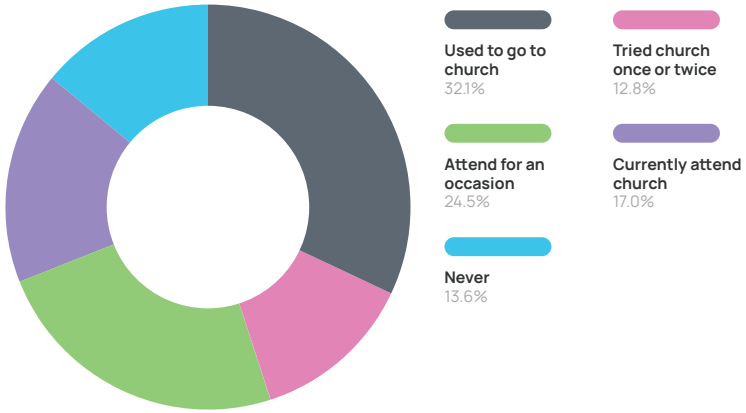
# WHAT TYPES OF SPIRITUALITY DO YOU ENGAGE WITH?




Participants could select multiple options when asked what types of spirituality they engage with. 10% of students are engaging with a mix of numerous religions and forms of spirituality.

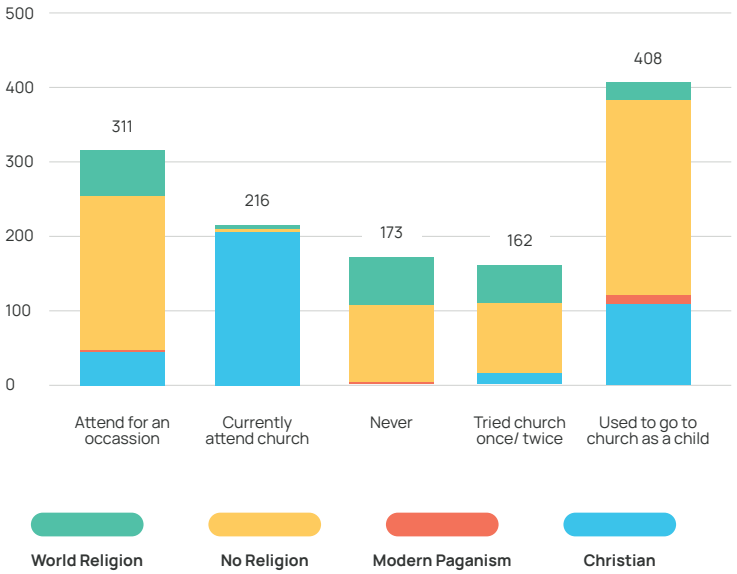
# HAVE YOU EVER BEEN TO CHURCH?

Have you ever been to church?



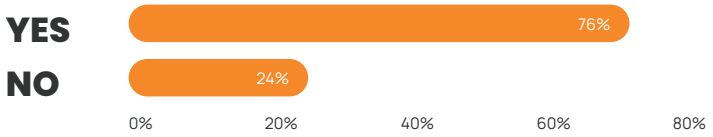

32% of surveyed students attended church during their childhood. However, we lack data on when this attendance ceased. Student Linkup aims to help students connect with a church at university and continue their discipleship to Jesus.

Have you ever been to church?



# WOULD YOU GO TO CHURCH IF A FRIEND INVITED YOU?

**Would you go to church if a friend invited you?**

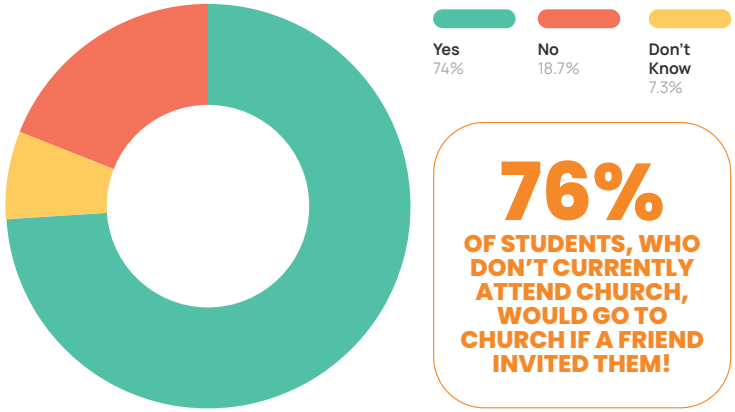



There is a high openness to a Friend's invitation amongst students who are not Practising Christians. 76% of these students would go to church if a friend invited them! The majority of students responding 'yes' suggests that peer influence could be a powerful factor in encouraging church attendance among non-practicing Christians.

There is a positive correlation between having Christian friends and being open to a church invitation. Students who have Christian friends are more likely to accept an invitation to church. 77.62% of those with Christian friends would accept, compared to 74.13% of those without Christian friends.

For those with Christian friends, we asked if their friends had ever told them why they are a Christian. The response to this question was more mixed. Further analysis showed that students who have been told why their friend is a Christian are slightly more likely to accept a church invitation (79.19%) compared to those who have not been told (76.15%).

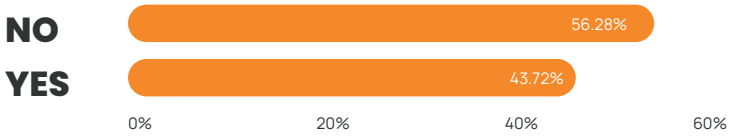
**Are any of your friends christian?**




**76%**
**OF STUDENTS, WHO DON'T CURRENTLY ATTEND CHURCH, WOULD GO TO CHURCH IF A FRIEND INVITED THEM!**

# SPIRITUALITY CHURCH & THE GOSPEL

**If yes, has your friend ever told you why they are a Christian?**



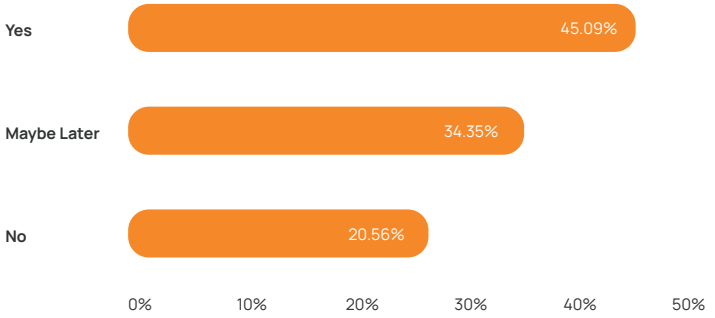

**The Story of Jesus**

For Practising Christians, the most common source of students hearing the story of Jesus is from a parent (61%). For non-Christian students, the most common source of students hearing the story of Jesus is from a teacher (39%). Across both groups, the main sources of hearing the story of Jesus were teachers, parents and friends.

Excluding practising Christians, 30% of students have not personally been told the story of Jesus. When asked if they would be open to hearing it, 45% responded 'yes' and 34% responded 'maybe later'.

**30% OF STUDENTS HAVE NOT PERSONALLY BEEN TOLD THE STORY OF JESUS.**

**Would you be open to hearing the story of Jesus**



A group of us went onto campus to invite students using the Student Worldview Survey as a way of opening up conversation. I was amazed at some of the responses! In one conversation with an international student, when we reached the question 'Has anyone ever personally told you the story of Jesus?' she asked 'what is Jesus?' - even the name Jesus was totally new to her! She then answered yes to hearing the story of Jesus, at which I was able to share with her for the very first time. Every person we spoke to doing the survey answered 'yes' to the question 'Would you go to church if a friend invited you?'. As a result, we had five new students attend church that Sunday. We've been so encouraged seeing all that God's doing through this survey."

**PIPPA**
Student Worker, Manchester

# MORE ABOUT FUSION

We believe every student deserves an opportunity to find hope in Jesus and home in the local church.

If you are compelled by these findings we would love you to join us in prayer and continue to journey with the fusion movement.

**FUSIONMOVEMENT.ORG**

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**JOIN OUR MAILING LIST FOR MORE INSIGHTS, STORIES AND RESOURCES**

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