



Awana®



20 AWANA IMPACT 20 STUDY



November 2020

AWANA IMPACT ACROSS GENERATIONS

Awana builds lasting faith foundations for children and youth.

We surveyed 1,065 18-74-year-olds and asked questions about faith, family, vocation, finances, and more. We wanted to learn from adults who went to Awana as a child. As the surveys came in, a lifelong impact revealed itself.

For 18-year-olds to 74-year-olds in the US, Awana was a life-defining time that established a solid foundation of faith to build upon as they grew into adults. This report highlights key findings across different age ranges.



DEEPER FAITH

ADULTS WHO EXPERIENCED AWANA WHILE YOUNG HAVE A DEEPER FAITH THAN THEIR PEERS

ENGAGE

MORE

US AVG 54%

AFTER AWANA 80%

26% more participate weekly in a church or faith gathering

BELIEVE

MORE

US AVG 77%

AFTER AWANA 93%

16% more believe the Bible is true in all it teaches

GROW

MORE

US AVG 39%

AFTER AWANA 85%

46% more study and read the Bible weekly or more

WITNESS

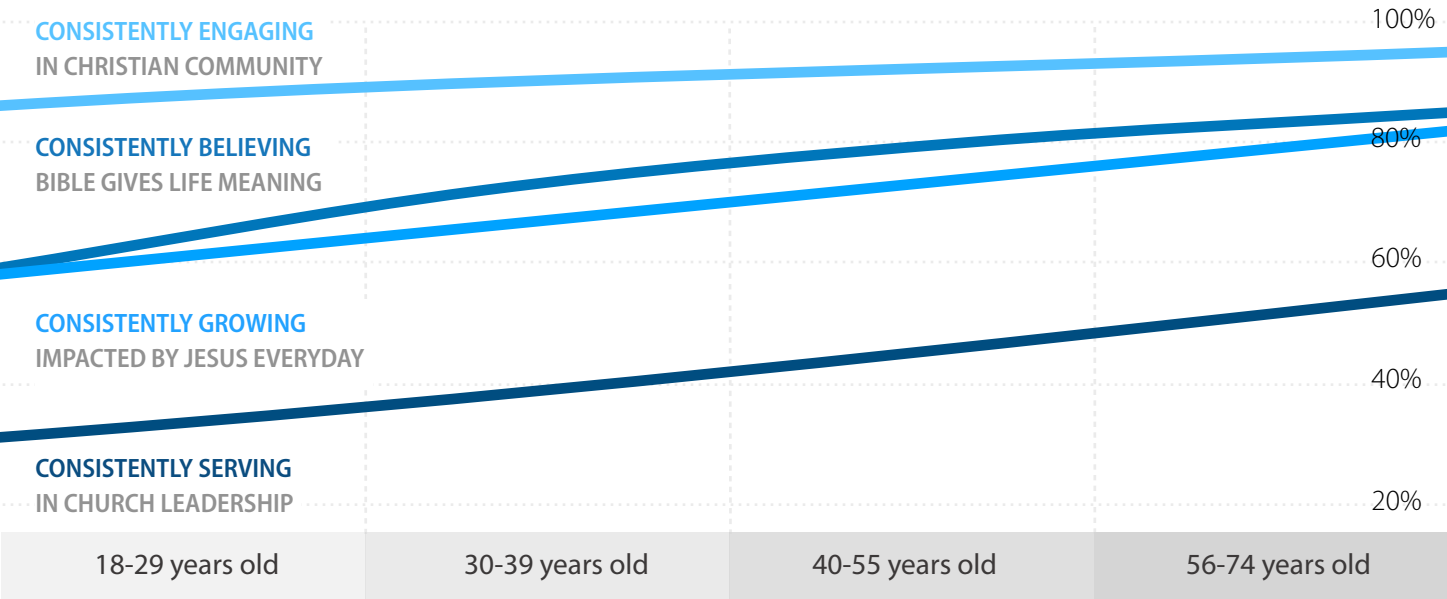
MORE

US AVG 37%

AFTER AWANA 82%

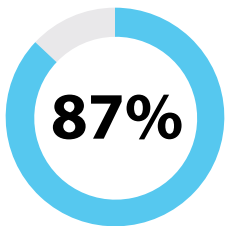
45% more share their faith with a stranger in the last year

*COMPARED TO THE 2014 BAYLOR RELIGION SURVEY DATA OF 18-74-YEAR OLD AMERICAN EVANGELICAL CHRISTIANS



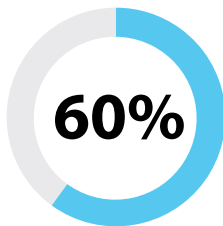
Awana seeks to help children and youth find a place of belonging, start a faith journey of believing, deepen their faith by becoming more like Jesus, and influence others to experience the same.

BELONG



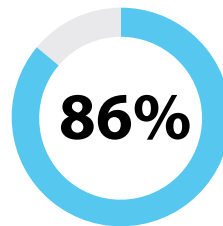
"At Awana, there was someone in my life who encouraged me spiritually"

BELIEVE



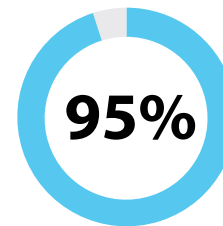
"Awana was instrumental in my decision to follow Christ"

BECOME



"At Awana, I gained wisdom for how the Bible applies to my life"

INFLUENCE



"A major part of my life is to serve others"

SOURCE: Independent research firm, Excellence in Giving, analyzed adult Awana survey data collected July 2020.



US CLUBBER DEMOGRAPHICS

(1,065 responses from 18 to 74 year old adults who attended Awana Clubs in the US)

CLUBBER SNAPSHOT

Faith background, age and marital status averages

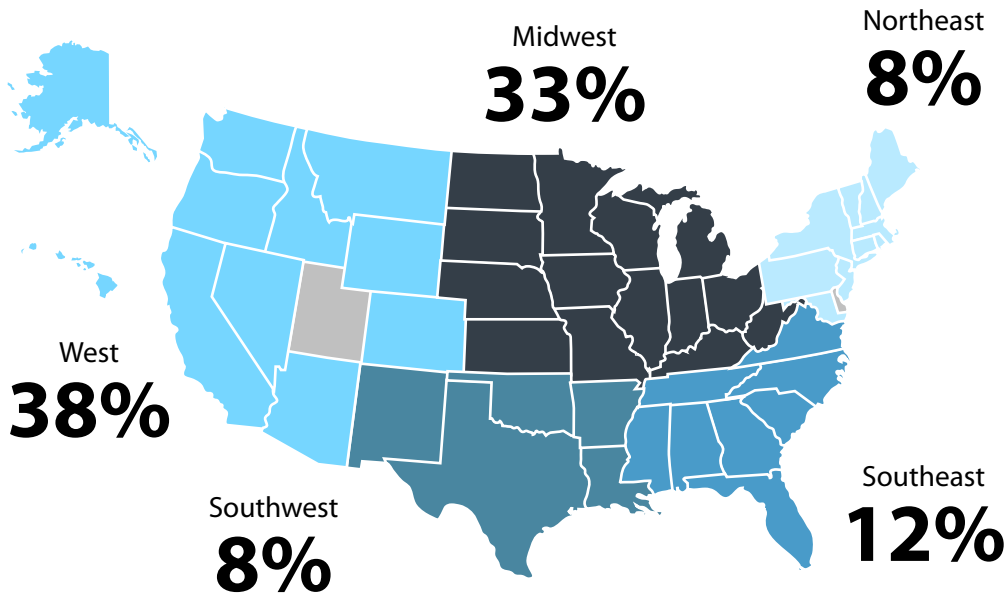
FAITH
97%
Christian

AGE
39
years old

RELATIONSHIP
70%
are married

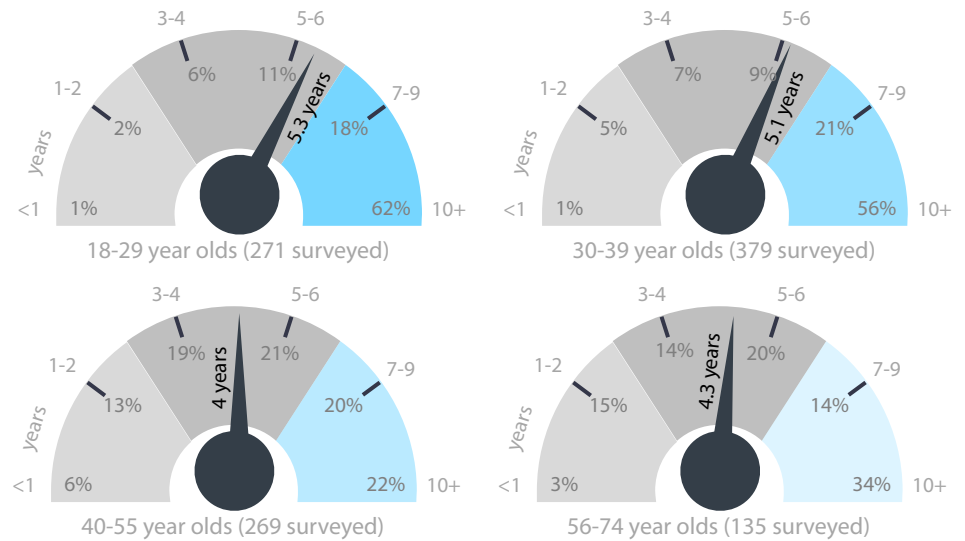
WHERE CLUBBERS LIVE NOW

48 of 50 states were represented excluding only Delaware and Utah



AVERAGE AWANA PARTICIPATION

The average Clubber participated 4.8 years in Awana



*All percentages inside the dials above segment the sample by years completed

INFLUENCING FACTORS

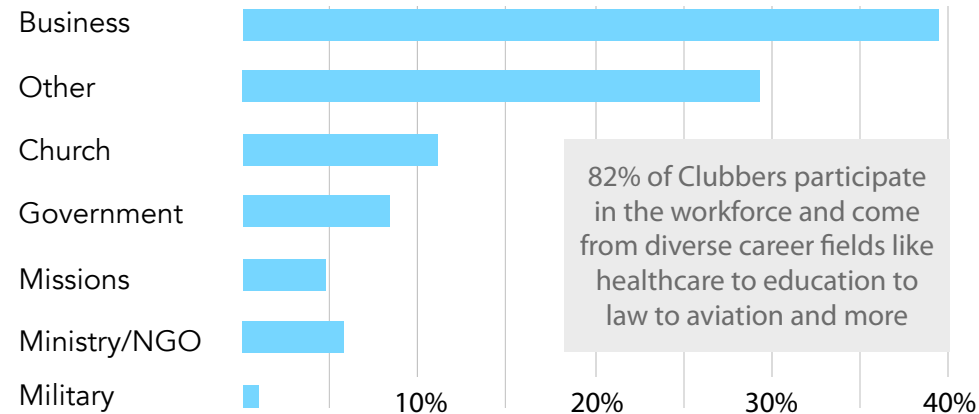
Grew up with Christian Parents
88%

Awana was #2 in my spiritual formation*
52%

Have (or will) put own kids in Awana
93%

*Parents ranked #1, but Awana ranked above #3 church and #4 mentors

TOP CAREER FIELDS AMONG CLUBBERS



82% of Clubbers participate in the workforce and come from diverse career fields like healthcare to education to law to aviation and more

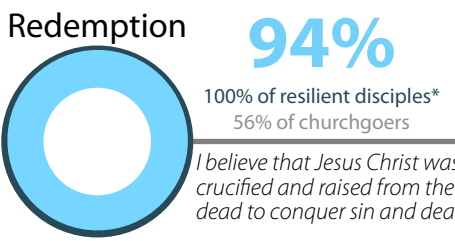
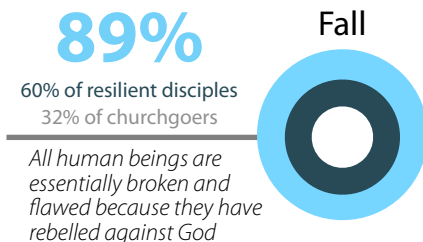
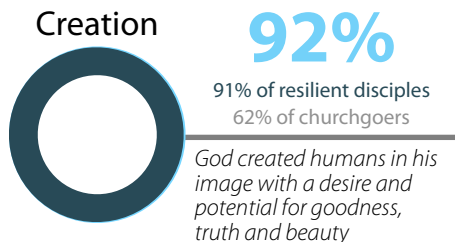


US CLUBBER SPIRITUAL ENGAGEMENT

(1,065 responses from 18 to 74 year old adults who attended Awana Clubs in the US)

THE GOSPEL IN FOUR PARTS

How do 18-29 Clubbers see creation, fall, restoration and redemption themes in comparison to Barna's Resilient Disciples research



*This statement in part was used to define "Resilient Disciples"

MORE AWANA = STRONGER FAITH

The longer Clubbers attend Awana, the stronger the spiritual foundation

Attended Club
4 Years or Less

Attended Club
5 Years or More

70%

Awana helped me understand the Bible as a unified story

83%

34%

Awana was instrumental for my decision to trust and obey Jesus

58%

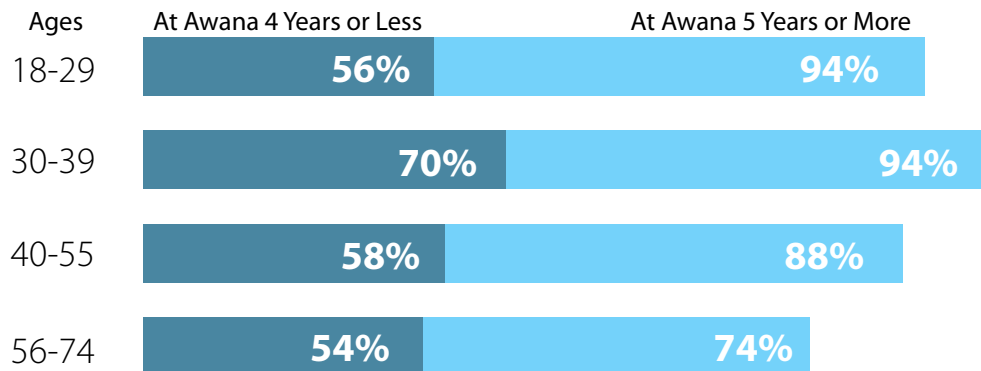
72%

Awana helped me gain wisdom for how the Bible applies to my life

86%

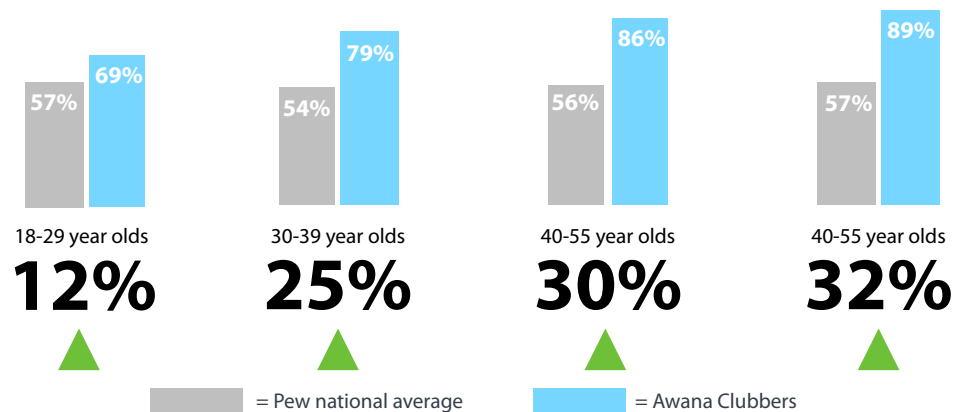
MEMORIZING BIBLE VERSES

Awana was the main reason adults learned Bible verses they still remember and those who attended Awana 5+ years remembered more between 20% - 38% more



HIGHER RATES OF CHURCH ATTENDANCE

Clubbers participate more regularly in church than the national average for their age



OUTWARD FOCUSED

Consistent across all age ranges, Clubbers are investing in others and in their community

Personally
Discipling Others
3.9
avg in the last year

Church
Volunteer Hours
3.8
each week

Community
Volunteer Hours
4.6
each week