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# Barna Trends 2017: What's New And What's Next At The Intersection Of Faith And Culture



## Synopsis

The Latest Cultural, Religious, and Political Trends--All in One Resource We live in a complex and changing world. Even with an overwhelming barrage of daily information, articles, and op-ed pieces of every aspect of life, it can be difficult to cut through the hype and understand the facts. Yet, anyone in a position of leadership or influence cannot afford to be ignorant of the trends that shape us. For thirty years, Barna Group has been a trusted guide to sorting out those facts. Presenting a year's worth of their major research findings, the Barna Trends 2017 puts essential information at our fingertips by consolidating and interpreting the raw data behind cultural, religious, and political shifts. Writers, speakers, pastors, and leaders will find this collection of infographics, analysis, and expert commentary indispensable as they prepare to engage audiences, whether on paper, in person, or with pixels.

## Book Information

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## Customer Reviews

Your comprehensive guide to the latest cultural, religious and political trends We live in a complex and ever-changing world. The daily barrage of information, articles and op-eds about every aspect of life can be overwhelming. It's increasingly difficult to cut through the noise and understand the facts. Yet we cannot afford to be ignorant of the trends that shape us. For thirty years, Barna Group has been a trusted guide to sorting out the truth. Presenting an annual review with hundreds of their recent major research studies, Barna Trends 2017 puts essential information at your fingertips and in context. This one-of-a-kind resource consolidates and interprets the raw data behind ongoing cultural, religious and political shifts. Divided into sections on culture, life and faith, featured content

includes: full-color infographics and charts feature-length articles unpacking the research interviews and reflections from thought leaders and subject experts fast facts and snapshots of general trends editorials and analysis from the Barna team also available: downloadable presenter's packs available for select studies throughout

Writers, speakers, pastors and leaders will find this collection of knowledge and analysis indispensable as they prepare to engage audiences--whether on paper, in person or with pixels. Barna Group has conducted more than one million interviews over the course of hundreds of studies and has become a go-to source for insights about faith, culture, leadership, vocation and generations. Barna Group has carefully and strategically tracked the role of faith in America, developing one of the nation's most comprehensive databases of spiritual indicators. The firm's research is often quoted in major media outlets, such as CNN, USA Today, The Wall Street Journal, FOX News, Chicago Tribune, Huffington Post, the New York Times, Dallas Morning News and the Los Angeles Times.

In its 30-year history, Barna Group has conducted more than one million interviews over the course of hundreds of studies, and has become a go-to source for insights about faith and culture, leadership and vocation, and generations. Barna Group has carefully and strategically tracked the role of faith in America, developing one of the nation's most comprehensive databases of spiritual indicators. Notable clients include the Salvation Army, World Vision, Habitat for Humanity, Sony, Walden Media, Easter Seals, the Humane Society, the Gates Foundation, and NBC Universal. The firm's research is often quoted in major media outlets such as CNN, USA Today, The Wall Street Journal, Fox News, Chicago Tribune, Huffington Post, the New York Times, Dallas Morning News, and the Los Angeles Times.

Super great and helpful book!

Yikes! Millennials are less likely to say that my church encourages spiritual growth. (p. 196) Yikes! Less than 1 percent of [church] leaders report using a survey or other evaluation instrument to assess the results of their programs. (p. 197) Yikes! According to a 2007 study by the Center for Missional Research of 12 denominations and church planting networks, one-third of church plants do not survive past four years (32%). (p. 188) Sit down. Remove your rose-colored glasses. Grab a pad and pen and draw a hash mark every time a Yikes! erupts when reading Barna Trends 2017: What's New and What's Next at the Intersection of

Faith and Culture. And if faith and culture is not on your radar, read it anyway. Reminder, An intelligent person is always eager to take in more truth; fools feed on fast-food fads and fancies. (Proverbs 15:14, The Message) Earlier this year, I participated in a board retreat and each person presented a 10-minute review of their assigned section from Barna Trends 2017. It was highly, highly stimulating as each person highlighted more Yikes! moments from their unique perspectives. Wow interesting research like these notes:--Of all adults, 65% agree it's a good idea to live with one's significant other before getting married. (p. 101)--55% of Christian Millennials agree that traditional Judeo-Christian values should be given preference in the U.S. (p. 18)--Teens and young adults view not recycling as more immoral than viewing porn. (p. 88)--Family members have the greatest impact (from a list of 7 options) on a person's spiritual journey. (p. 135)--Only 16% of Millennials believe that the Bible is the actual Word of God and should be taken literally, word for word. (p. 141)--Chattanooga, Tenn., is the most churched city with 63% attending church in the past week. San Francisco is the least churched city with 61% not attending church in the last six months. (p. 149)--Favorable views of Pope Francis have climbed from 54% in 2014 to 60% in 2015. (p. 208) Yikes. Yikes. Yikes. This amazing book is not only crammed with careful research, but it's one of the best designed books to come along--colorful charts, infographics, fast facts, snapshots and much more on most pages and hundreds of mini-discussion topics for the dinner table, water cooler, the pulpit, and your prayer list. I dog-eared dozens of pages, including page 84, America's Reading Habits (or Lack Thereof). Guess what? Most people are still reading physical books--either ones they bought in a store or borrowed from a library. When asked where people most often get their books, all age groups (from Millennials to Elders) get the greatest percentage of their books from store purchases, not online. More Yikes:--While 3 out of 4 adults believe people from different cultures enrich America, 52% disagree that "amnesty and/or citizenship should be granted to illegal immigrants under 18. (p. 48)--74% of Millennials agree strongly (31%) or agree somewhat (43%) that whatever is right for your life or works best for you is the only truth you can know. (p. 51)--Despite the cultural impact of mega-churches, most churchgoers attend services in a more intimate context: 46% attend a church of 100 or fewer attendees 37% attend a church of 100-499 attendees 9% go to a church of 500-999 attendees 8% attend a church of 1,000 or more attendees. (p. 226) Well-known in many circles, Barna Group, over the last 30 years, has conducted more than one million interviews over the course of hundreds of

studies, and has become a go-to source for insights about faith and culture, leadership and vocation, and generations. "Barna Trends" is published annually with the latest cultural, religious, and political trends. Certainly, at least one person on your senior team and one person on your board should peruse this excellent resource and report on it at your next staff and/or board meeting. Three major sections on what's trending in culture, life, and faith are populated with memorable feature articles on media, politics, generational culture, vocation and education, habits, relationships, church, beliefs, leadership, global religion, and a must-read two-page infographic, "The State of the Church 2017."

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