

# Talking Jesus

Perceptions of Jesus, Christians  
and evangelism in England

Research conducted by Barna Group on behalf of the  
Church of England, Evangelical Alliance and HOPE



# Introduction

*What do people in this nation know and believe about Jesus? What do they really think of us, his followers? Are we talking about Jesus enough? And when we are, are we drawing people closer towards him, or further away?*

These are just some of the questions we at the Church of England, Evangelical Alliance and HOPE commissioned Barna Group to ask on our behalf. But this was not just for curiosity's sake. We are believing, hoping and praying that this study – the first of its kind – will be a major catalyst for effective and focused evangelism in the years to come.

It all began in March 2015 when we gathered more than 40 key leaders of denominations and networks, as well as key influencers from across the spectrum of the English Church, in the Lake District. For 24 hours, we prayed and we talked. We shared our heart for mission; our collective longing to see God move in this nation. We reflected on an initial piece of research of 1,000 people in England we had commissioned Barna to undertake. The results of this first piece of research were shocking.

Futurologist Dr Patrick Dixon, chairman of Global Change, warned the gathering of the danger of institutional blindness. The power of the Holy Spirit was needed alongside the hard work of contextualising the gospel: not an institutional response but a people movement; something simple that enabled Christians to have millions more sensitive, positive, culturally-relevant conversations about Jesus that could be deeply effective in evangelism.

This piece of research had the potential to equip every Christian to have these conversations. But we wanted to make sure. So denominational leaders agreed to fund further, more comprehensive, research – the results of which you will find in this booklet.

There are rare moments in Church history where the unity of God's people is tangible. This is one of those moments. The leaders that initially gathered for those 24 hours at Windermere



agreed to work together toward 2050 on some key benchmarks: the number of people that know who Jesus is; the number of non-Christians in England who know a Christian; the number who have had a positive conversation with a Christian; and the percentage of the UK who are practising Christians.

This piece of research should provoke us to prayer as our hearts are heavy with the reality of how little our friends and neighbours understand about who Jesus is. But there are glimmers of hope; we are excited about this unique opportunity to understand the landscape we are in. This is not a quick-fix strategy, but a long-term commitment to changing the story in our nation, so that people might meet Jesus, love him and follow him.

**Steve Clifford**, general director, Evangelical Alliance

**Roy Crowne**, executive director, HOPE

**Dr Rachel Jordan**, national advisor for mission and evangelism, Church of England

**Rev Yemi Adedeji**, director, One People Commission of the Evangelical Alliance and associate director of HOPE

At [www.talkingjesus.org](http://www.talkingjesus.org) you can:

- Download the executive summary of the report
- Access free downloadable Powerpoint presentations

## **ABOUT THE SURVEY**

The research was carried out by Barna Group and ComRes. Barna Group is a visionary research and resource company located in Ventura, California. Started in 1984, the firm is widely considered to be a leading research organisation focused on the intersection of faith and culture. ComRes is a market research consultancy operating in the United Kingdom and internationally. Established in 2003 as Communicate Research Ltd., ComRes was founded to bridge the gap between communications strategy and traditional market research.

The researchers designed an online survey to administer among a carefully screened sample of 2,545 English adults ages 18 and older who are nationally representative by age, gender, region and socioeconomic grade. The sample error on this survey is plus or minus 1.8% points at the 95% confidence level. Additional data were collected through an online survey among an oversample of 1,592 English practising Christians. The sample error on the oversample data is plus or minus 2.4% points at the 95% confidence level.

## **DEFINITIONS**

**Self-identified Christians:** those who selected 'Christian' when asked to identify from a list of options which religion, if any, best describes their religious faith.

**Non-Christians:** those who select any other option than 'Christian' when asked to identify which religion, if any, best describes their religious faith.

**Practising Christians:** those who report regularly praying, reading the Bible and attending a church service at least monthly.

**Non-practising Christians:** those who identify as 'Christian' but do not qualify as 'practising' under the criteria above.

**Age groups:** Six primary age groups were used in the study (18-24; 25-34; 35-44; 45-54; 55-64; and 65+). For the purpose of this booklet, younger people ("millennials") are those aged 18 to 34.

## **SYMBOLS USED IN THIS BOOKLET**



Where you see these symbols, it will highlight a higher or lower than average response from those listed, or a matching response, for example, from non-practising Christians.

## **What we found:** a snapshot

**57%** of people in England identify as Christians (9% are practising)

**41%** of practising Christians attribute their faith to growing up in a Christian home

**40%** of people do not realise Jesus was a real person who actually lived

**One in four** 18 to 34-year-olds thinks Jesus was a mythical or fictional character

**43%** of people believe in the resurrection

**66%** of practising Christians have talked about Jesus to a non-Christian in the past month

**72%** of practising Christians feel comfortable talking to non-Christians about Jesus

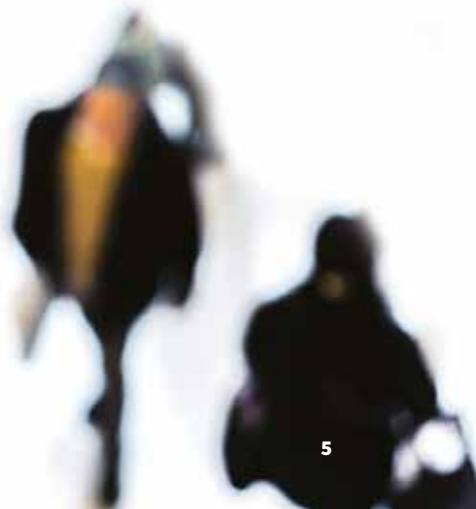
**31%** of 18 to 34-year-olds felt more positive about Jesus after such a conversation

**44%** of practising Christians credit their friends for introducing them to Jesus

**17%** of practising Christians said a spiritual experience they could not explain was a key factor in them coming to faith.

**Spiritual, loving** and **peaceful** are the words most commonly used to describe Jesus

**36%** of practising Christians say talking to a Christian about Jesus was important in their coming to faith



# Our respondents **who are they?**

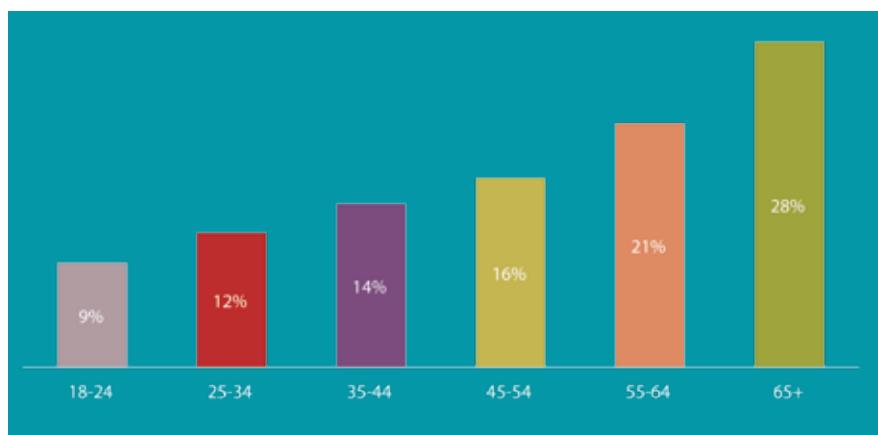
## GENDER

48% male, 52% female



## AGE

Defining English Practising Christians – Age Groups



Defining English Practising Christians – Age Groups

Total Population v. Practising Christians as a percent of the total population



## RELIGIOUS IDENTITY

Religious Identity		Level of Education	
		all English adults	English practising Christians
Christian	57%		
Atheist	12	Secondary school, high school, NVQ levels 1 to 3, etc.	51%
Agnostic	9	University degree or equivalent professional qualification, NVQ level 4, etc.	44
Muslim	3	Still in full-time education	81
Hindu	2	Don't know	3
Jewish	2	Prefer not to say	1
Buddhist	1		1
Sikh	*		*
Other	3		
<b>None of the above</b>	<b>11</b>		

\*Indicates less than one-half of one percent.

Although 57% of the English population self-identify as Christian, just 9% are described for the purposes of this survey as practising Christians: those who report regularly praying, reading the Bible and attending a church service at least monthly.

## EDUCATION LEVEL

**Up to secondary school, high school, NVQ levels 1 to 3 etc** – 51% (↓ practising Christians)

**Up to university degree or equivalent professional qualification** – 44% (↑ practising Christians – 81%)

**Still in full-time education** – 3% (↓ practising Christians)

**Don't know** – 1% (↔ practising Christians)

**Prefer not to say** – 1% (↓ practising Christians)

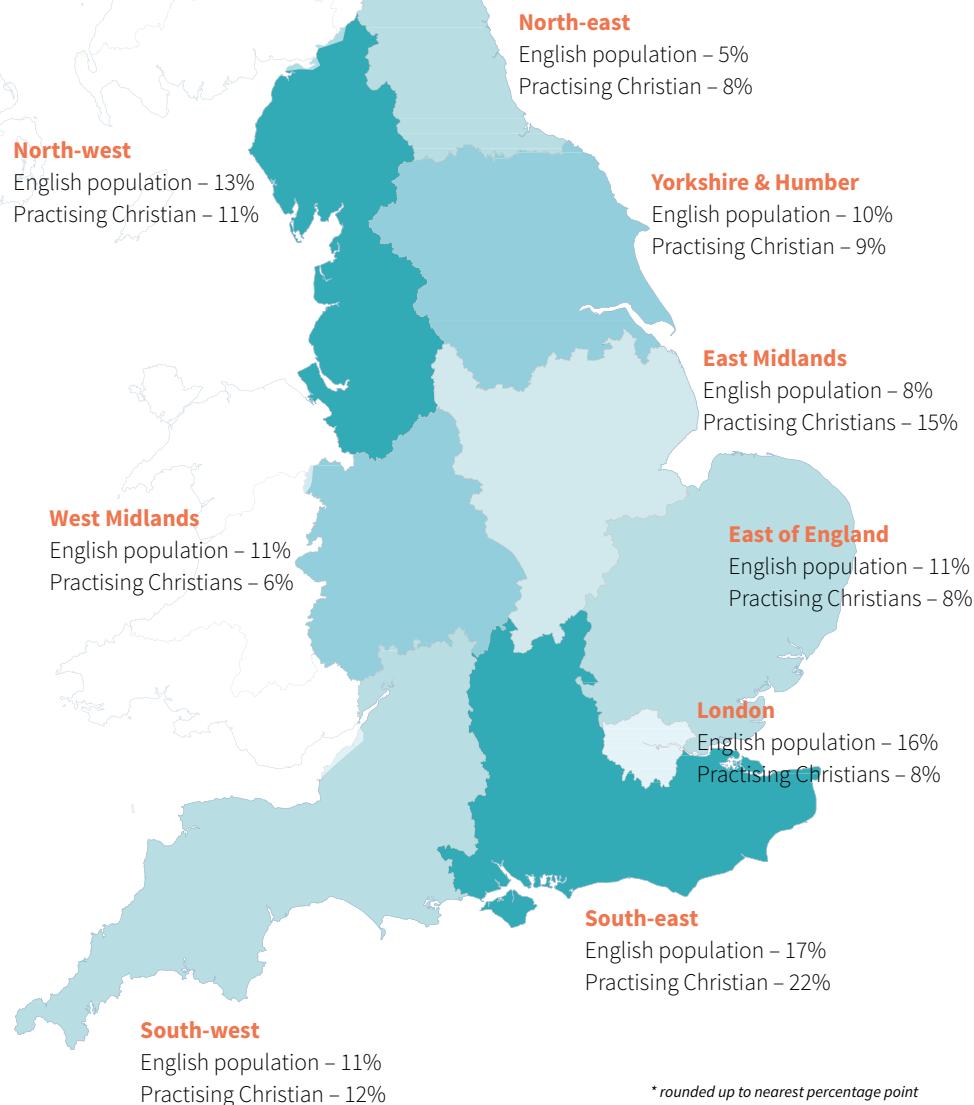
## OCCUPATION

### Profile of English Adults

Industry / Career Sector				all English adults	English practising Christians
		all English adults	English practising Christians		
Retired/not employed	32%	18%		4%	5%
Retail	8	3		4	7
Education	7	19		2	1
Health	7	10		3	1
Professional, scientific & technical	5	7		3	4
Production	5	2		3	4
Construction	5	3		1	1
Transport & storage (inc. post)	4	1		1	1
				Motor trades	*
				Wholesale	*
				Property	1

\*Indicates less than one-half of one percent.

## WHERE DO THEY LIVE?



\* rounded up to nearest percentage point

# Part I Knowing about Jesus

What do people actually know about Jesus and what do they think of him?

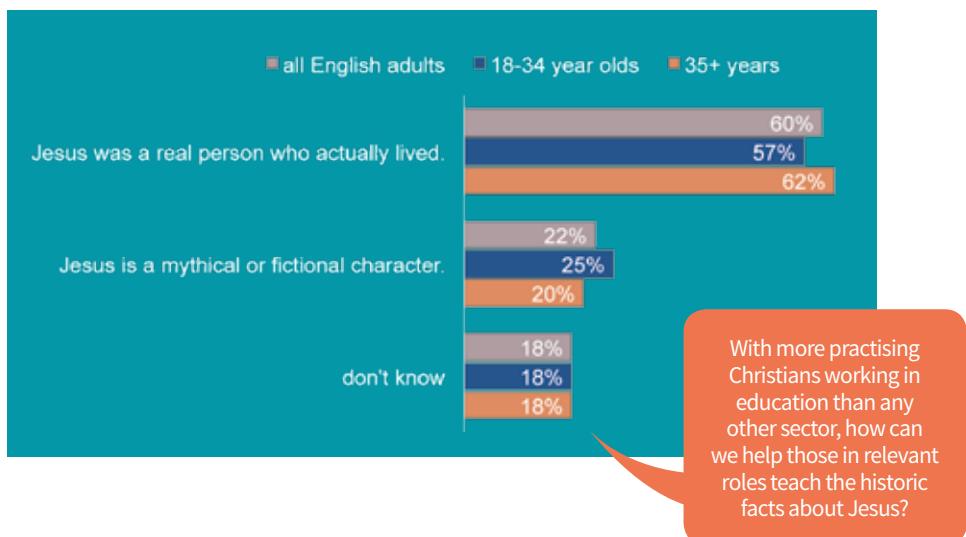
*“Jesus and his disciples went on to the villages around Caesarea Philippi. On the way he asked them, ‘Who do people say I am?’ They replied, ‘Some say John the Baptist; others say Elijah; and still others, one of the prophets.’ ‘But what about you?’ he asked. ‘Who do you say I am?’ Peter answered: ‘You are the Messiah.’ Jesus warned them not to tell anyone about him.”*

(Mark 8:27-30)

That moment at Caesarea Philippi was a defining one for Jesus's disciples. It's here that they finally come to the realisation that this Jesus is not just a prophet, but is God incarnate, dwelling among them. For people today who have come to a living faith in Jesus Christ, that revelation is the same. But what do people in England think about Jesus? Who do they say he is? Here's what we found:

## JESUS'S EXISTENCE

Which of the following best describes your understanding of Jesus Christ?



**He was a real person who actually lived** – 60% (↓ under-35s)

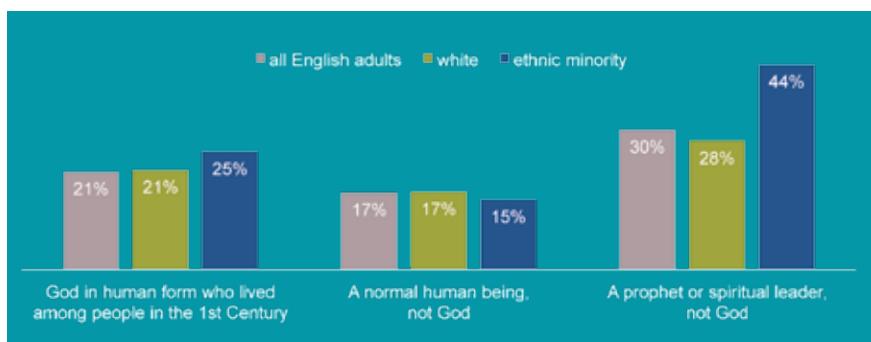
**He is a mythical or fictional character** – 22% (↑ under-35s)

**Don't know** – 18% (↔ under-35s)

**Six in 10 English adults believe Jesus was a real person (60%).** The older you are, the more likely you are to believe Jesus actually walked the earth. Fifty-seven percent of the under-35s believe Jesus was a historical person, compared to 65% of over-55s. Older people are also less likely (17%) to think Jesus was merely a fictional character from a book and not a real, historical person. Younger people are the most sceptical about Jesus's existence, with a quarter of them believing Jesus was a mythical or fictional character. Seventy-nine per cent of English black and Asian adults believe Jesus was a real person.

## JESUS'S IDENTITY

We asked English adults which, if any, of the following statements reflect your beliefs about Jesus Christ?



**A normal human being** – 17%

**God in human form who lived among people in the first century** – 21% (↑ black adults)

**A prophet or spiritual leader, not God** – 30%

**Don't know** – 9%

**Other** – 2%

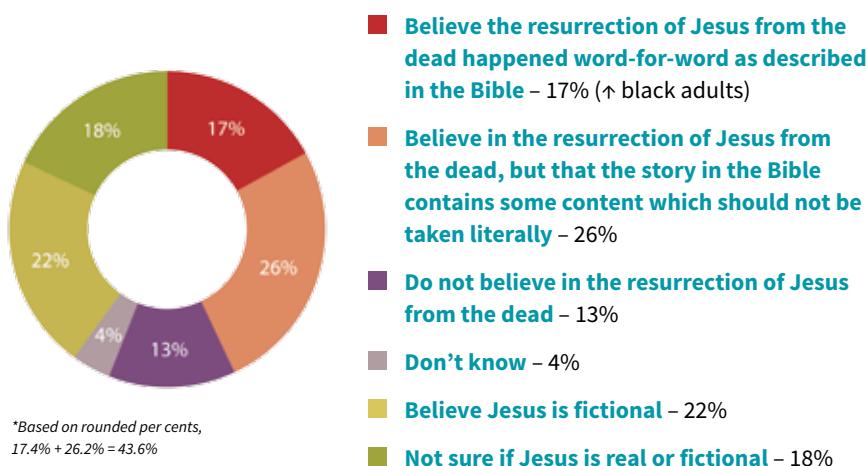
**Most people believe Jesus was a prophet or spiritual leader, but not God (30%).**

Just one in five believes in Jesus's divinity, recognising him as "God in human form who lived among people in the first century". Belief in Jesus's divinity is more common among Black English adults (52%).

## JESUS'S RESURRECTION

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What does the English population believe about the resurrection?



**Belief in the resurrection is more common than you might think.** The research showed that just under half of English adults (43%) believe in the resurrection of Jesus from the dead. One in six of them (17%) believes the resurrection account happened “word-for-word” as described in the Bible, while a quarter believe that the biblical account has some content which “should not be taken literally” (26%).

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What do those who believe Jesus was a real person believe about the resurrection?

**Believe the resurrection of Jesus from the dead happened word-for-word as described in the Bible – 28%**

**Believe in the resurrection of Jesus from the dead, but that the story in the Bible contains some content which should not be taken literally – 43%**

**Do not believe in the resurrection of Jesus from the dead – 22%**

**Don't know – 7%**

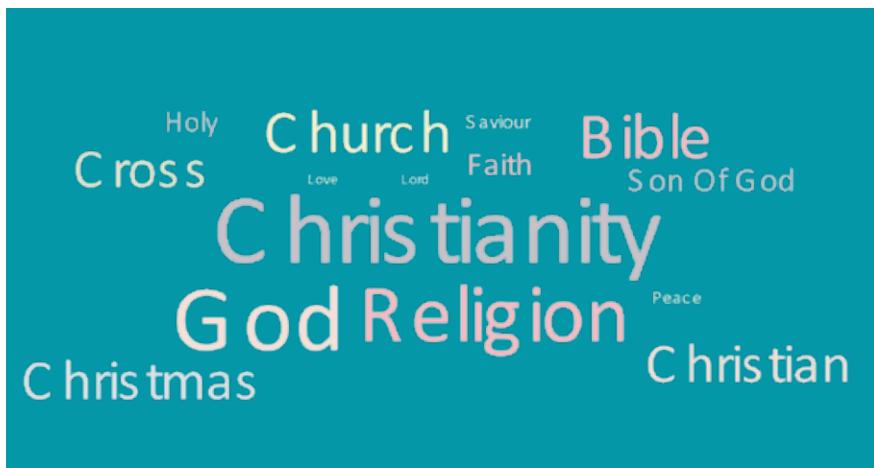
## JESUS'S CHARACTER

What do people in England think Jesus is like?

### MOST POPULAR DESCRIPTIONS OF JESUS

All English adults	18-34 year olds	Practising Christians	Non-Practising Christian
Spiritual, 48%	Spiritual, 42%	Loving, 93%	Loving, 58%
Loving, 47%	Loving, 42%	Wise, 88%	Spiritual, 57%
Peaceful, 46%	Leader, 41%	Inspirational, 88%	Peaceful, 54%

Words that come to mind when Jesus Christ is mentioned, among non-Christian English adults



# Part II Talking about Jesus

Are practising Christians evangelising? And, if they are, who are they talking to and what happens after these conversations?

*"Then the eleven disciples went to Galilee, to the mountain where Jesus had told them to go. When they saw him, they worshipped him; but some doubted. Then Jesus came to them and said, 'All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptising them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age!'"*

(Matthew 28:16-20)

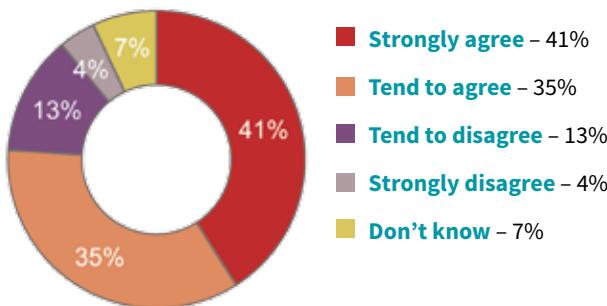
Each of us is called to take part in the Great Commission. As followers of Christ, we should be vocal about our faith, and it seems many of us are. Our research showed that 95% of practising Christians believe "it is every Christian's responsibility to talk to non-Christians about Jesus Christ". That's why so many of us are often talking to people about Jesus. Here's what our study discovered:

## THOUGHTS ABOUT EVANGELISM

We asked practising Christians: when you think about talking with non-Christians about Jesus Christ, to what extent, if at all, do you agree or disagree with each of the following statements?

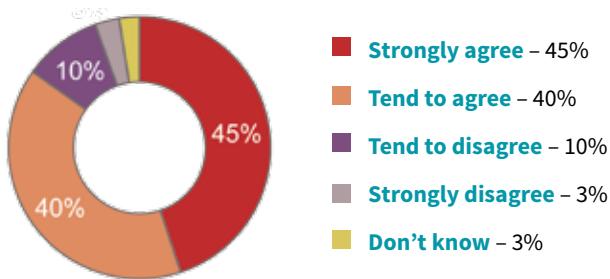
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*"Talking to non-Christians about Jesus Christ is an act of evangelism"*



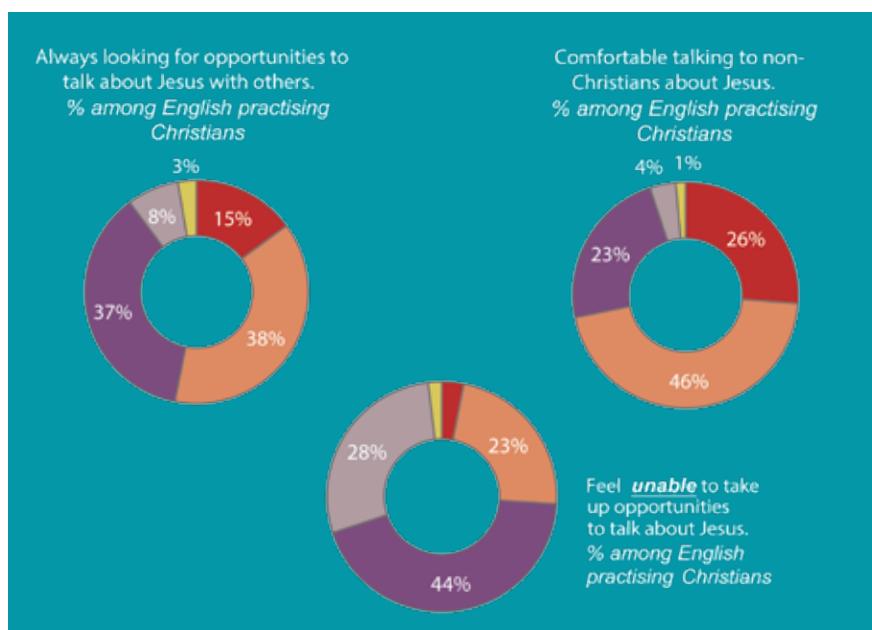
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“It is every Christian’s responsibility to talk to non-Christians about Jesus”



## CONFIDENCE IN EVANGELISM

**On the whole, we are confident in the gospel.** Over half of practising Christians say they are always on the look-out for opportunities to talk about Jesus to those who don’t know him. The vast majority (72%) feel comfortable about doing so, while some (26%) for some reason feel unable to take up these opportunities to share their faith in Jesus. However, 35% feel that others are better equipped to talk to others about Jesus and 33% are afraid of causing offence to non-Christians by speaking about him.



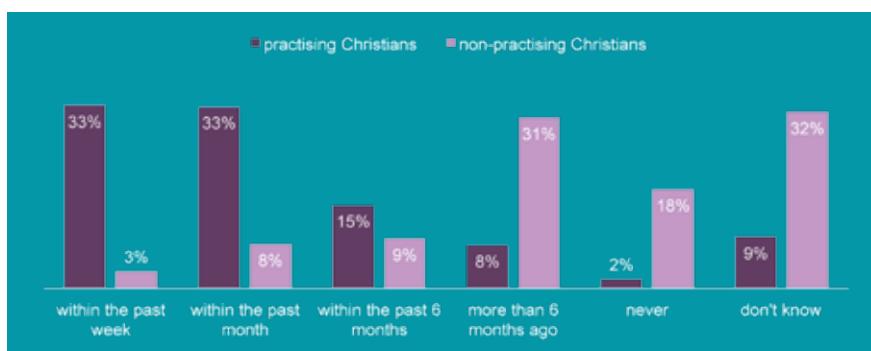


## FREQUENCY OF EVANGELISM

Since most practising Christians feel it's our responsibility to talk about Jesus and most of us feel comfortable in doing so, many of us are going ahead and having those conversations. The majority of us have spoken about Jesus to a non-Christian within the past few weeks, with a third having shared our faith in the past week.

Why are some Christians afraid of causing offence by speaking about Jesus and how can we overcome this?

### Last time Christians talked about Jesus with a non-Christian



**Within the past week** – 33%

**Within the past month** – 33%

**Within the past 6 months** – 15%

**Within the past year** – 3%

**Within the past two years** – 3%

**More than two years ago** – 2%

**Never** – 2%

**Don't know** – 9%

## MILLENNIAL EVANGELISM

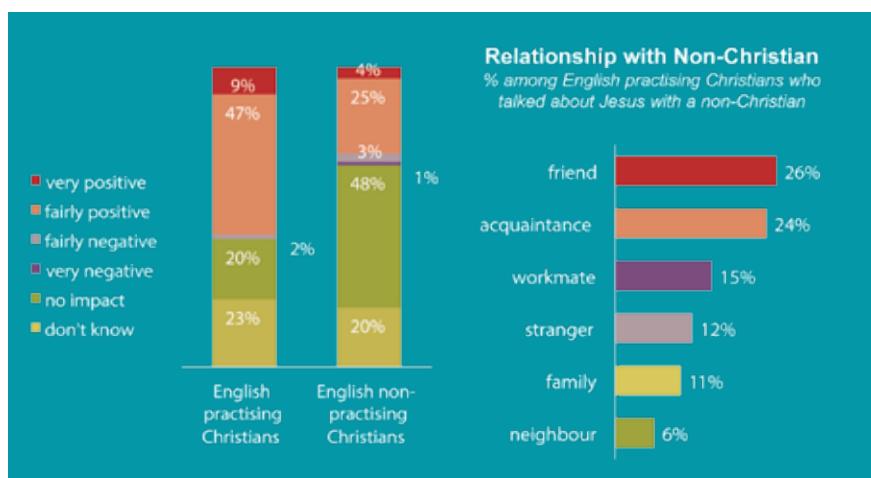
Millennials who self-identify as Christian (aged between 18 and 34) are talking about Jesus the most often, despite some of them not fitting into our criteria for 'practising Christians'. More than twice as many of them said they talked about their relationship with Jesus in the past month (31%) compared to adults aged 55 and over (14%). The millennial generation most often talked about Jesus with their friends (44%) and their family (21%). However, when we look at practising Christians in this age group, it tells a different story, with the 18 to 34 age group sharing their faith less than any other age group: 63% of them having talked about Jesus in the past month, compared to 75% of 35 to 44-year-olds, who were the most likely to have had a recent conversation with a non-Christian about Jesus.

## HOW WE SAW OUR EVANGELISM

After talking to a non-Christian about Jesus, more than half of practising Christians felt they left the other person feeling positive towards Jesus. One in four of us remembers having asked to pray for the non-Christian with whom we had talked.

Why are some millennials  
passionate about Jesus,  
but not reporting regularly  
attending church, praying  
or reading the Bible?

To the best of your knowledge, did the conversation have a positive or negative impact on the other person's opinion or beliefs about Jesus Christ?



**Very positive** – 9%

**Fairly negative** – 2%

**Fairly positive** – 47%

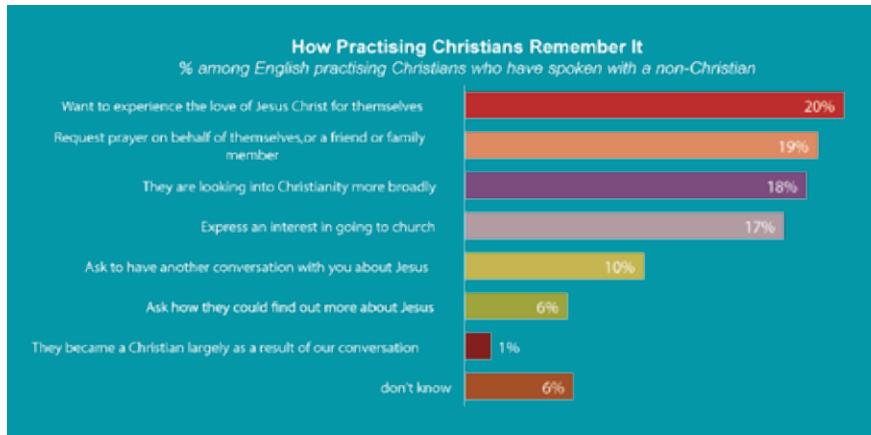
**Very negative** – 0%

**No impact** – 20%

**Don't know** – 23%

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To the best of your recollection, which, if any, of the following did the person do as a result of your conversation?



Practising Christians recall that one in five of the people they speak to about Jesus wants to experience the love of Jesus for themselves and nearly as many (19%) want prayer on behalf of themselves, or a friend or family member. Many (18%) are looking into Christianity more broadly and want to go to church (17%).

But how do the non-Christians with whom have spoken remember our conversations with them, and how do they really feel about Jesus after those conversations?

# Part III Encountering Jesus

How do non-Christians encounter Jesus, engage with his followers and make a decision to follow him themselves?

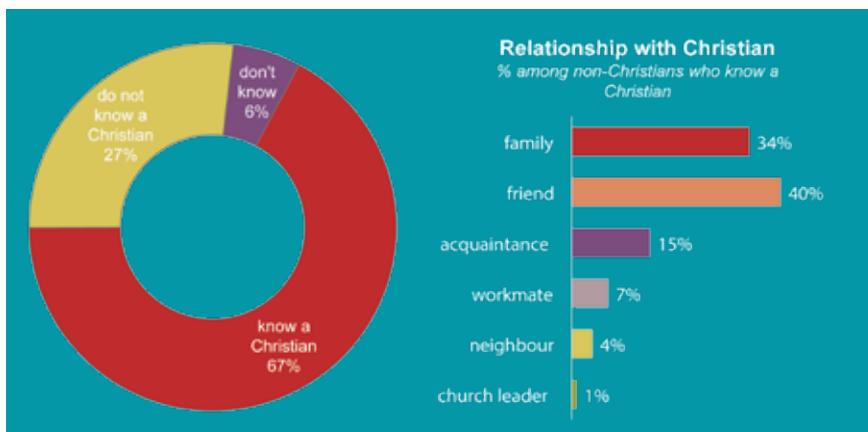
*"Then Ananias went to the house and entered it. Placing his hands on Saul, he said, 'Brother Saul, the Lord Jesus, who appeared to you on the road as you were coming here – has sent me so that you may see again and be filled with the Holy Spirit.' Immediately, something like scales fell from Saul's eyes, and he could see again. He got up and was baptized, and after taking some food, he regained his strength. Saul spent several days with the disciples in Damascus. At once he began to preach in the synagogues that Jesus is the Son of God."*

*(Acts 9:17-20)*

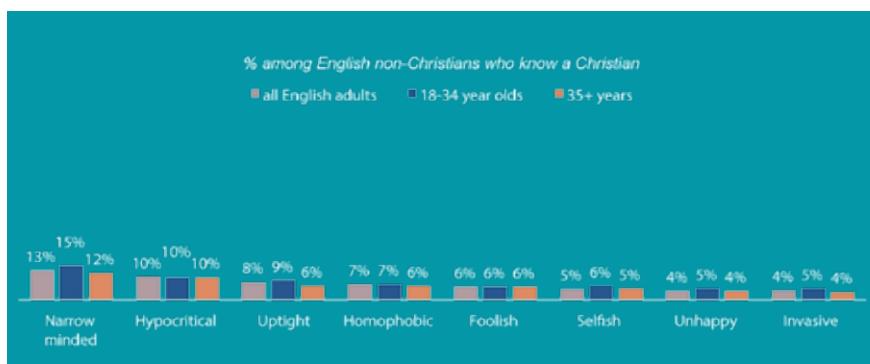
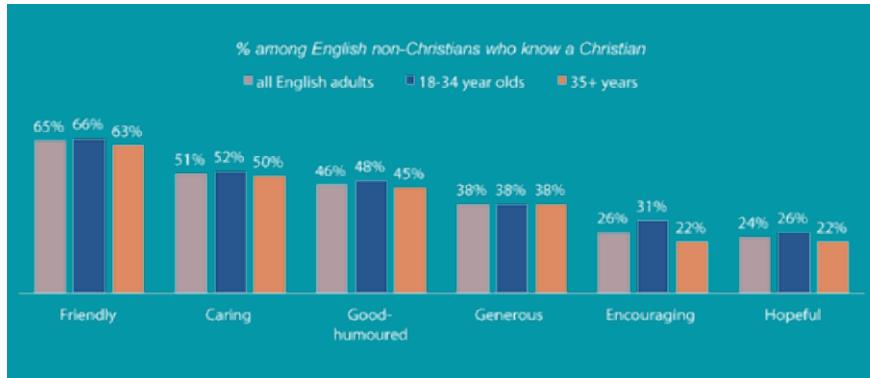
Each of us starts our journey of faith somewhere. For some it's on the Road to Damascus, for most others it's through attending a church service or having conversations with our friends and family who are already following Jesus. One thing is clear, though – relationships are key.

## RELATIONSHIP

Most non-Christians (67%) in England know a practising Christian – and that person is most likely to be a friend (40%) or family member (34%). For 15% of non-Christians, the Christian they know is an acquaintance, for 7% a colleague and for 4%, a neighbour. And they don't just know us; they like us too, with non-Christians more likely to describe us positively than negatively.



## How non-Christians described the practising Christians that they know:



More than half (58%) of non-Christians who know a practising Christian have had a conversation with them about their faith in Jesus. And 36% of people have cited conversations with Christians they know as an important part of their coming to faith. Of those who felt talking to a Christian they knew was key to their conversion, for 44% that conversation was with a friend, for 18% it was a family member, 15% an acquaintance, 7% a colleague and 3% a neighbour.

How can we encourage Christians to share Jesus with their neighbours more?

## RESPONSE

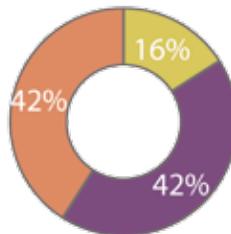
How do non-Christians feel once these conversations have taken place with followers of Jesus?

% among English non-Christians who had a conversation with a Christian about their faith

**Felt sad that I did not share their faith** – 16%

**Felt glad that I did not share their faith** – 42%

**Don't know** – 42%



We must recognise here that even Jesus himself when speaking to people in the first century was not well received 100% of the time. Nevertheless, what can we do to draw people towards him through having conversations with people? Below we take a look at what happens after these conversations.

Having spoken to a practising Christian they know about their faith in Jesus ...

Positive Experiences	Negative Experiences
Wanted to know more about Jesus Christ, 19%	59%, Did not want to know more about Jesus Christ
Open to an experience or encounter with Jesus, 20%	49%, Not open to an experience or encounter with Jesus
Felt sad that I did not share their faith, 16%	42%, Felt glad that I did not share their faith
Felt more positive towards Jesus Christ, 23%	30%, Felt more negative towards Jesus Christ
Felt closer to the person in question, 26%	29%, Felt less close to the person in question
Felt comfortable, 53%	32%, Felt uncomfortable

Thirty-six percent of practising Christians say that a conversation with a Christian helped them come to faith. Of those who say they are a non-Christian but have had a conversation with us about Jesus Christ, 1 in 5 of them remains open to find out more or to have an experience of Jesus Christ.

One in five of the people we know and speak to about our faith is open to Jesus. How do we encourage our congregations to find them?

The Christian asked the non-Christian...	how English practising Christians remember it	how English non-Christians remember it
<input type="checkbox"/> If he or she wanted you to pray on behalf of themselves, or for someone else	27%	19%
<input type="checkbox"/> To come to a church event	20%	16%
<input type="checkbox"/> To come with you to a church service	15%	18%
<input type="checkbox"/> If she or he was willing to talk about Jesus Christ again sometime	14%	15%
<input type="checkbox"/> If they wanted to attend a course about Christianity / Jesus	8%	8%
<input type="checkbox"/> If they wanted to experience the love of Jesus Christ for themselves	8%	13%

## SOME HAVE NEVER HAD A CONVERSATION ABOUT JESUS

More than half of non-Christians (54%) who know a Christian, have not had a conversation with this person about faith in Jesus. Two thirds (64%) of 45-54 year olds who know a practising Christian say they have never had a conversation with any practising Christian about their faith in Jesus Christ.



How can we make sure people of all ages get to hear about Jesus from one of his followers?

## BECOMING A FOLLOWER OF JESUS

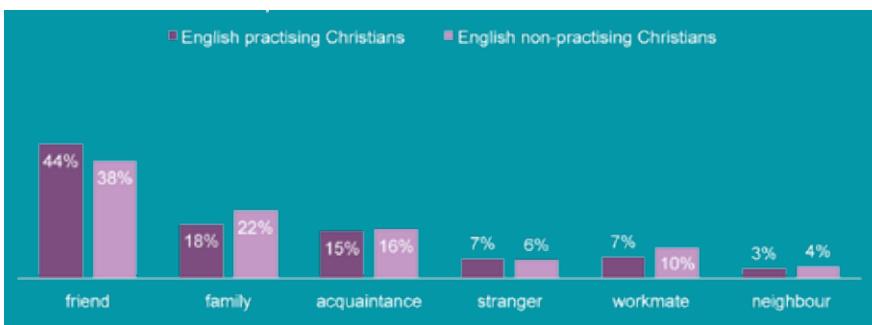
Each of us has our own story of how we came to faith in Jesus. The survey showed that 41% of practising Christians in England attribute coming to faith with growing up in a Christian family and an equal percentage say it was a gradual process with either several key decisions or experiences over time (18%) or a journey or process over time (23%). For 15% it was one sudden decision or experience.

It seems that friendship was the key to many of us becoming Christians. Of those of us who came to faith after a conversation with a Christian, that Christian was most likely to be our friend (44%) and next most likely to be a family member (18%).

How can we support parents in the key role they have in encouraging their children to become followers of Jesus?



Thinking about the Christian(s) you had a conversation with about their faith, what was/is your relationship with this person/people?



Growing up in a Christian family (41%), conversations with Christians (36%), attending a church service (28%) and reading the Bible (27%) are the top influences that had an impact on practising Christians becoming followers of Jesus. But God uses many varied ways to bring people to him.

How can we get the Bible into people's hands so they can read about the life of Jesus for themselves?

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When you consider the factors that positively influenced you to become a Christian, which two or three of the following, if any, had the most impact?

Growing up in a Christian family	41%
Attending a church service(s), other than a wedding or funeral	28%
Reading the Bible	27%
Conversation(s) with Christian(s) you knew well	27%
An experience of the love of Jesus Christ	24%
A spiritual experience you could not explain	17%
A particular life event, whether positive or negative	16%
Conversation(s) with Christian(s) you did not know well	9%
Christian Union or other university programme	6%
An individual church's outreach programme (e.g., parent and toddler group, food bank)	5%
Going to an introduction to Christianity course like Alpha or Christianity Explored	5%
Christian media (TV, radio, books, websites, etc.)	4%
Visiting/praying in open churches (i.e., not during a service)	4%
Dreams or visions	3%
Newer forms of church such as Messy Church or café church	1%
A church wedding or funeral	1%
Specific Christians on social media (e.g. Twitter, Facebook, etc.)	*%
Other, please specify	9%
none of the above	*%
don't know	*%

Our survey reveals that 93% of practising Christians came to faith more than 11 years ago – before fresh expressions of church such as Messy Church or Café Church had been established. How can we make use of these new forms of church to draw people towards Jesus?

## AFTERWORD

People from all walks of life had encounters with Jesus in the Bible. Not every conversation was the same. Not everyone had a one-off, sudden conversion experience. Not everyone meets Jesus in the same way.

It may be one decision. It may take many years and many conversations. It may be growing up in a Christian family or because a friend shared their story of Jesus with us.

But what we know, as followers of Christ, is that our job is to keep in step with the Holy Spirit, talking about Jesus to make him known throughout our nation. How can people come to faith in the living God if they think Jesus was a mythical character: no more real than Harry Potter or Superman?

What this study reveals is that people are far more open than we might realise. After we've had conversations with non-Christians about Jesus, one in five of them is open to finding out more about him. The majority of people in this country still identify themselves as Christian, although they are not practising. The people who know us like us. They think we are caring, good-humoured and friendly. They are open to us and they're open to Jesus.

So we need to talk about him: to more people, more often, and more relevantly. The research shows that so many of us are already talking about Jesus. We are not ashamed of the gospel, despite some of us feeling ill-equipped to talk to our not-yet Christian friends and family members about Jesus.

We come away from the journey of this research praying for this to be the beginning of a sea-change in the Church's conversations about Jesus. The leaders that initially gathered for those 24 hours at Windermere have agreed to work together toward 2050 on key benchmark statistics: the number of people that know who Jesus is; the number of non-Christians in England who know a Christian, the number who have had a positive conversation with a Christian; and the percentage of the UK who are practising Christians.

We want this study to be a tool that inspires us to talk Jesus: the one who came to bring life and life in all its fullness to our families, friends, neighbours, acquaintances and colleagues.

It often starts with a conversation, which the Holy Spirit uses to draw people to Jesus.

# 10 recommendations for church leaders

- ① Let's pray for the Church in our nation. We are faced with an enormous challenge but also great opportunities. Simply improving our skills or commitment will not be enough. We need God's intervention. Prayer alongside any action is essential.
- ② Many people believe in Jesus's resurrection but clearly they don't recognise the impact it has on their lives. Together, let's highlight the significance of Easter and its implications for all of us.
- ③ We are liked. Let's recognise this and inspire confidence as a result of it, challenging the prevailing negative media image of Christians. But let's also recognise that it's not just about positive PR for Jesus followers. Let's point to Jesus himself, who calls all of us into relationship with him.
- ④ Let's encourage our congregations to prioritise talking about Jesus to our friends and family – one in five of them is open to him.
- ⑤ Let's prioritise reaching the millennial generation who are open to Jesus after a Christian friend has talked to them about him.

- 6 Churches/denominations/networks should consider tracking our community's commitment to sharing our life and faith with those who don't know Jesus (tracking tools are available).
- 7 Let's discuss in our churches how we can establish as our top priority 'making Jesus known' to those who don't know him. Let's encourage the telling of stories as to how those conversations take place.
- 8 Let's find ways to support Christian parents in their key role of encouraging their children to become followers of Jesus.
- 9 Let's seriously consider the implication of the survey's findings on what influences people to become Christians and how that should impact our church life.
- 10 There are many people who don't know a practising Christian. How can we reach them?

## **ABOUT THE CHURCH OF ENGLAND**

The Church of England plays a vital role in the life of the nation, proclaiming the Christian gospel in words and actions and providing services of Christian worship and praise. Its network of parishes cover the country, bringing a vital Christian dimension to the nation as well as strengthening community life in numerous urban, suburban and rural settings.

[www.churchofengland.org](http://www.churchofengland.org)

## **HOPE**

HOPE brings churches together in mission – doing more, doing it together, and doing it in words and action. The goal is to see individuals and communities in villages, towns and cities throughout the UK transformed by Jesus's love. [www.hopetogether.org.uk](http://www.hopetogether.org.uk)

## **EVANGELICAL ALLIANCE**

The Evangelical Alliance is the largest and oldest body representing the UK's two million evangelical Christians. For nearly 170 years, it has been bringing Christians together and helping them listen to, and be heard by, the government, media and society. The Alliance works towards two main goals: for the Church to be united in mission, and confident and effective in voice. [www.eauk.org](http://www.eauk.org)

[www.talkingjesus.org](http://www.talkingjesus.org)

**The research contained in this booklet was carried out by Barna Group on behalf of the Church of England, Evangelical Alliance and HOPE. It presents some fascinating findings into the nation's understanding of who Jesus is, how Christians are viewed and what are the ways in which people come to faith. We pray it will enable Christians to have millions more sensitive, positive and culturally-relevant conversations about Jesus that could be deeply effective in evangelism.**