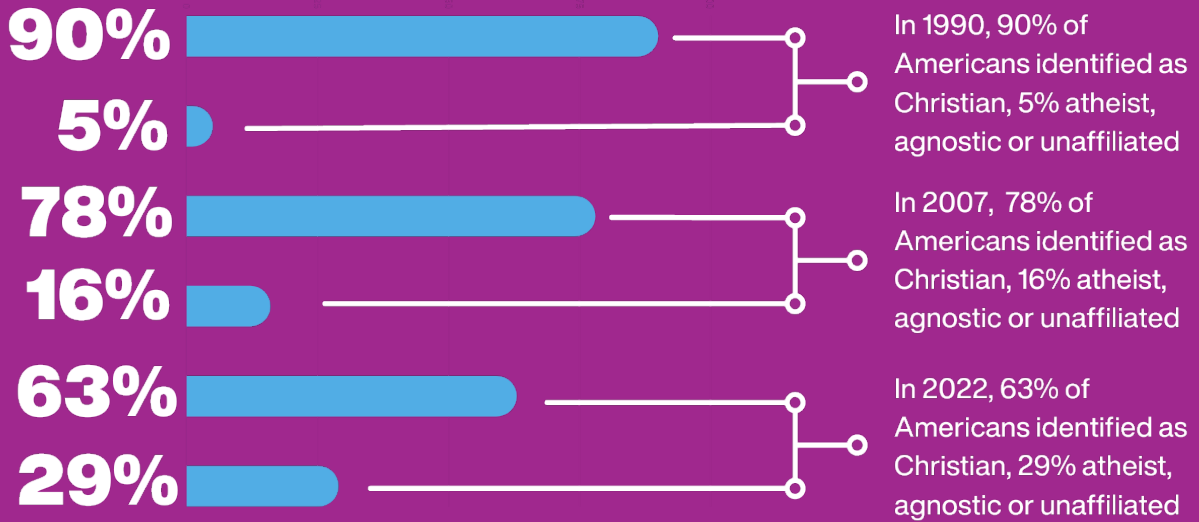


FACTS & FIGURES

The demographics of faith in the U.S. has changed drastically over the last 30 years, a shift that continues to change at a speed in line with shifts in American culture. Here, we look at the demographics of faith today and how it is showing up in the workplace.



Source: Pew Research Center "Modeling the Future of Religion in America"

15-29

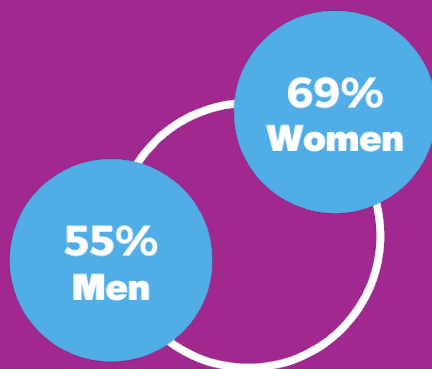
The age range during which a change in religious identity is most common.

>30%

of American adults who recently turned 30 and grew up in Christian households disassociate with Christianity as they age.

THE RISE OF THE NEW AGE

New Age beliefs are growing in popularity and often borrow from pre-Christian or pagan faiths. Even among Christians, it's not uncommon for some New Age beliefs to be held. These include four main characteristics: (1) a belief that spiritual energy can be located in physical things (2) belief in physics (3) belief in reincarnation (4) belief in astrology. These beliefs are most held by:



Women – 69% believe in at least one of the four New Age beliefs compared to 55% of men.

65%

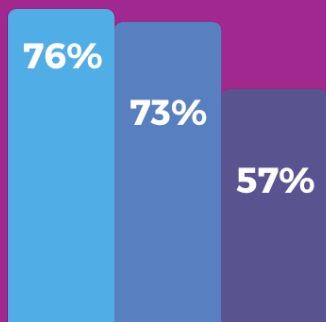
18–29-year-olds hold at least one New Age belief

64%

30–49-year-olds hold at least one New Age belief

66%

50–64-year-olds hold at least one New Age belief



New Age faiths are more common among Black (76%) and Hispanic (73%) Americans compared to white (57%) Americans.

1 million +

the number of Americans who identify as Wiccan or another Pagan religion:

1990

8,000 Wiccans estimated to be in the U.S.

2008

342,000 Wiccans estimated to be in the U.S.

2022

More than 1 million

6.6
million

The estimated number of people in North America projected to practice “other religions” (faiths other than Christianity, Judaism, Islam, Buddhism or Hinduism) by 2050.

RELIGIOUS VS. SPIRITUAL IN THE NEW AGE

Many people have come to recognize the difference between religion and spirituality. Whereas religion focuses on a specific set of organized beliefs and practices shared by a community or group of adherents to its teachings, spirituality is more focused on individual practice and beliefs regarding bigger concepts, such as the meaning of life or attaining inner peace.

45%

of people who say they are not religious or spiritual subscribe to at least one New Age belief.

77%

of people who say they are spiritual but not religious hold at least one New Age belief.

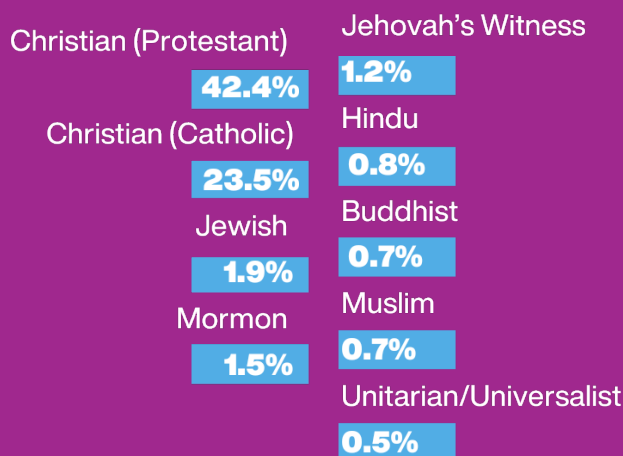
58%

of people identify as religious but not spiritual.

65%

of people identify as both religious and spiritual.

Traditional Faiths in the US



Sources:
<https://www.pewresearch.org/fact-tank/2018/10/01/new-age-beliefs-common-among-both-religious-and-nonreligious-americans/>
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 Source: Statista