



Unchurched Receptivity Report

• 15-Minute Drive Time • 2026

Understanding Your Opportunity • Responding with Clarity

Every church is surrounded by people with different assumptions and levels of openness toward faith and religious participation. Some are actively looking for a church. Others remain interested but cautious. Many are spiritually neutral, while some carry significant questions, disappointments, or barriers that make engagement more difficult.

The purpose of this report is to help you better understand the unchurched population within the community around your church. It estimates how many adults are not regularly connected to religious services and examines how receptive they may be to attending a church.

There are two main sections to this report.

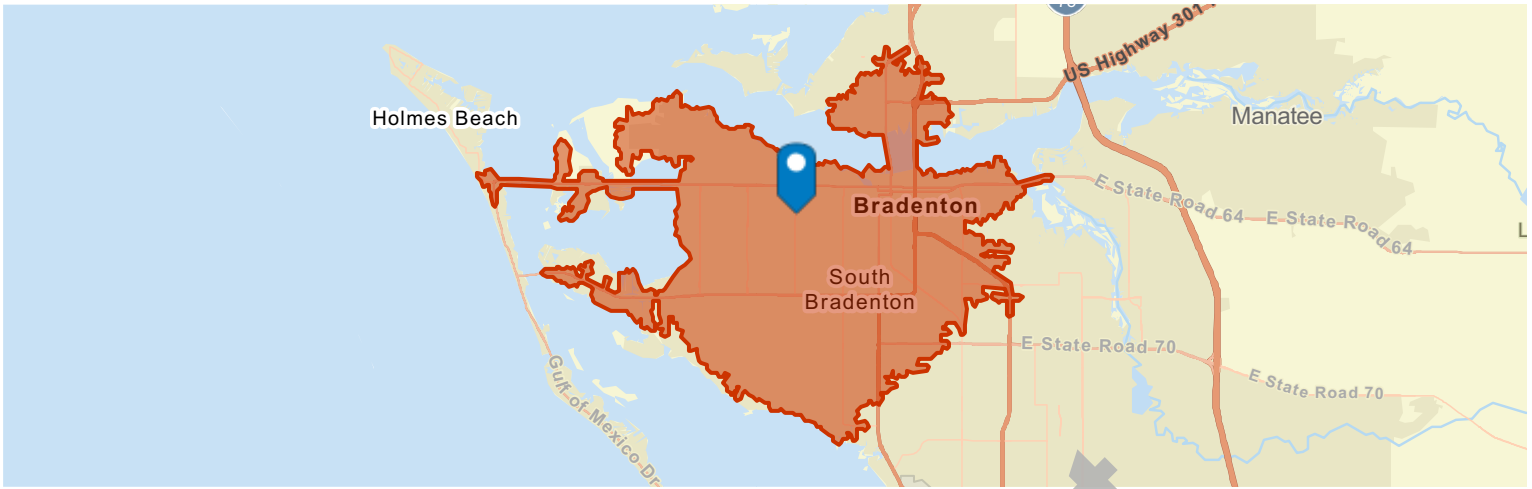
1. **Infographics:** These figures demonstrate basic demographic and psychographic information about the community around your church.
2. **The receptivity of the unchurched:** The Unchurched Receptivity Scale organizes the population into five groups—from highly receptive to highly resistant—to help church leaders identify the ministry approaches most likely to connect with each segment. The report analyzes adults rather than children because the underlying attendance and receptivity measures reflect adult attitudes and decisions, while children's religious participation is typically shaped by the choices of parents or guardians.

Understanding the size of the unchurched population is important, but the number alone does not tell the whole story. Unchurched adults are not one uniform group, and they should not be approached as though they share the same beliefs, concerns, or level of interest. This report is not intended merely to describe the community. It is designed to help the church act with greater clarity. The findings can guide conversations about personal invitation, guest assimilation, community engagement, evangelism efforts, trust building, and long-term outreach strategy.

Church Answers developed a proprietary analytical process over several years to estimate the size and receptivity of the unchurched population within a defined ministry area. We combine five different data sources to build these figures. The process brings together relevant demographic and psychographic information, community-level indicators of religious participation, and national research on the attitudes and behaviors of unchurched adults.

These data points are evaluated and localized through the Church Answers modeling process to produce an estimated unchurched rate, an estimated number of unchurched adults, and a community-specific distribution across the five levels of the Unchurched Receptivity Scale.

The figures are intended to provide church leaders with a reasonable and consistent framework for evaluating the mission field around their church, comparing receptivity levels, and identifying practical outreach priorities. As with any community-level model, the results describe broad patterns rather than the beliefs or behaviors of every individual. People may move between levels of receptivity over time as relationships, experiences, and life circumstances change. For this reason, the findings are best used as a strategic guide alongside prayer, local knowledge, ministry experience, and ongoing engagement with the community.



Population Facts

117,016

Adult Population 18+



Median Age

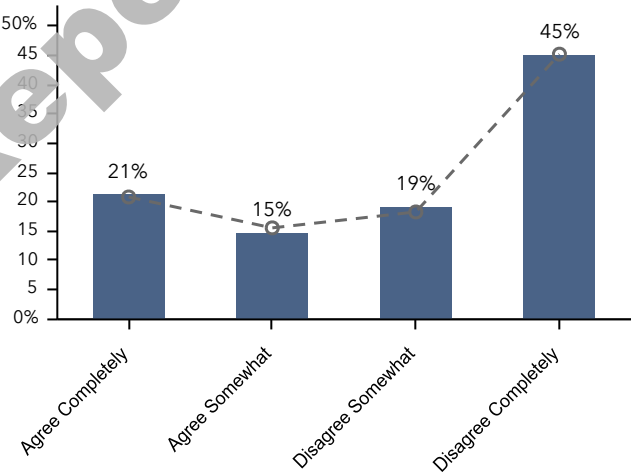


Average Household Size

\$60,643

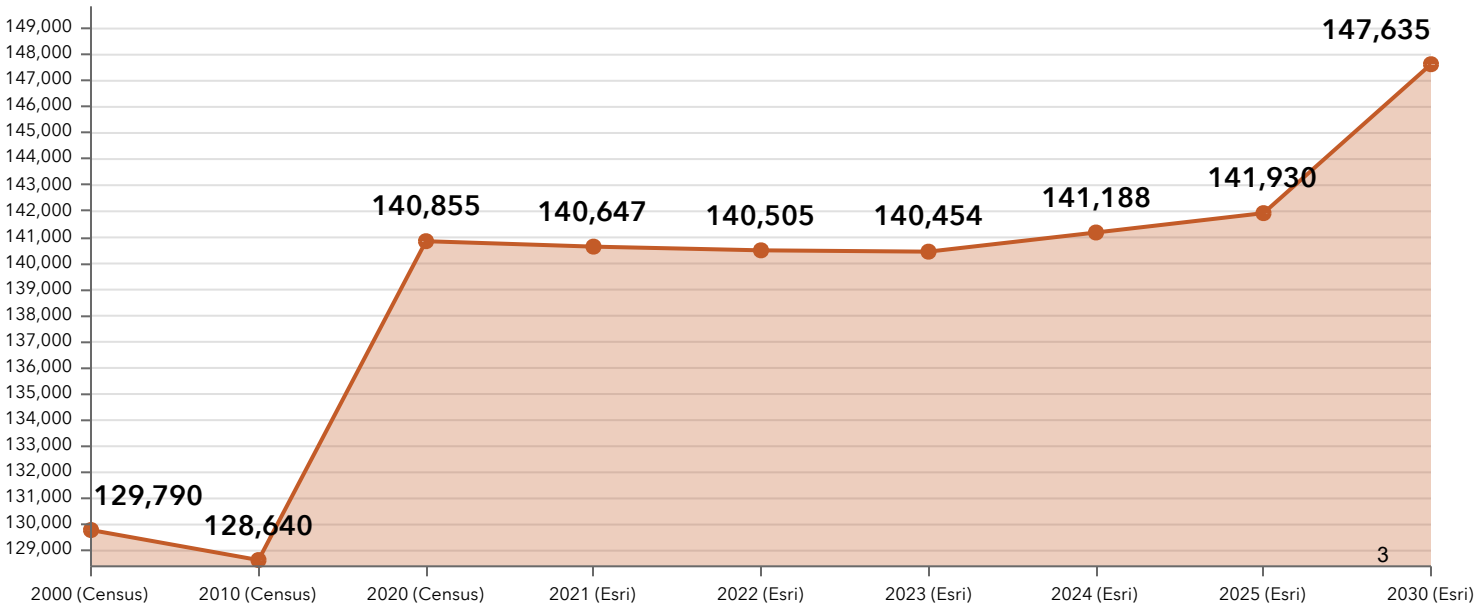
Median Household Income

Do You Attend Religious Services Regularly?
(Versus National Average)



Dots show comparison to **United States**

Total Population



Listened to Spiritual or Religious Podcasts

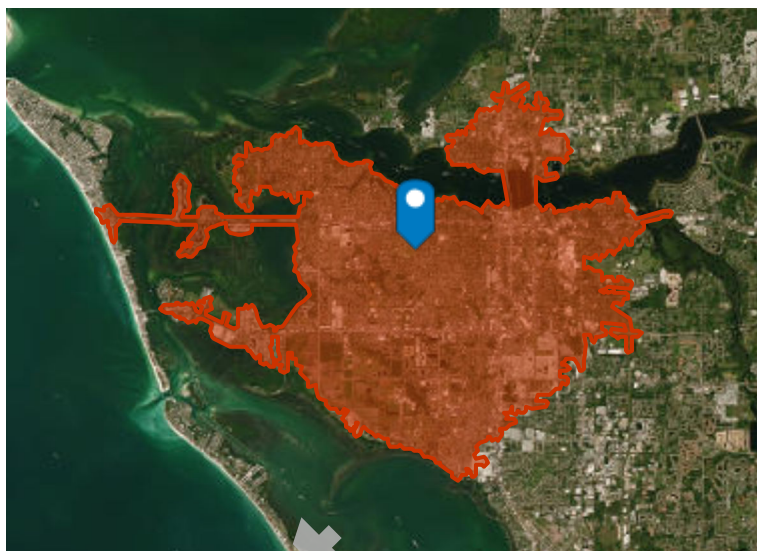


4.3%

Listened to a Religious or Spiritual Podcast in the last 30 Days

West Bradenton Baptist Church

1305 43rd St W, Bradenton, Florida, 34209



Volunteered for a Charitable Organization



15% ↓

Volunteered for a Charitable Organization Last 12 Mo (%) is 1% lower than **United States**, which has a value of 16%

Contributed to a Religious Organization



22% ↑

Contributed to Religious Organization Last 12 Mo (%) is 0% higher than **United States**, which has a value of 22%

Listened to Contemporary Christian Music



5.1%

Listened to Contemporary Christian Music in the Last Six Months

Member of a Place of Worship



17.3%

Member of Place of Worship

The mission field around **West Bradenton Baptist Church** is much larger than most realize.

The **15-Minute Drive Time** contains approximately **117,016 adults**. Based on the finalized Church Answers model, an estimated **65% of these adults are unchurched**.

76,384

ESTIMATED UNCHURCHED ADULTS

65% of the adult population

These are adults who are not regularly connected to religious services or congregational life. The estimate is grounded in local religious-attendance patterns.

Key Reality: The unchurched are not one uniform group. Some are open and waiting for an invitation. Others are interested but cautious. Many are neutral, while others carry significant barriers to participation. Reaching them requires more than one outreach strategy.

The Unchurched Receptivity Scale: The following pages describe the level of receptivity among the unchurched in your community. The Unchurched Receptivity Scale divides the unchurched population into five groups based on their openness to attending religious services.

- **U1 Adults** are highly receptive and may respond readily to a personal invitation.
- **U2 Adults** are receptive but often need a trusted relationship or a low-pressure opportunity before attending.
- **U3 Adults** are neutral. They are not necessarily opposed to the church but may not see its relevance to their lives.
- **U4 Adults** are resistant and may carry skepticism, distrust, or negative past experiences.
- **U5 Adults** are highly resistant and are unlikely to respond to direct invitations in the near term.

The scale helps churches recognize that the unchurched are not one uniform group and that different levels of receptivity require different approaches to outreach, relationship-building, and ministry.

U1 – Highly Receptive (9%) • Approximately 6,564 adults

- These adults are the most likely to respond positively to an invitation to attend religious services.
- They may already be interested in returning to church or exploring faith but have not yet taken the first step.
- They may not be rejecting the church. They may simply be waiting for someone they trust to invite them.

Action Focus:

- Personal invitations
- Immediate and personal follow-up
- Clear service information and simple next steps

U2 – Receptive (21%) • Approximately 16,112 adults

- These adults are likely open to attending but may approach a church cautiously.
- They may want to know what to expect and whether they or their family will feel comfortable.
- They may be open to the church, but trust will usually precede participation.

Action Focus:

- Relational evangelism and authentic hospitality
- Low-pressure invitations and community events
- Opportunities to attend with someone they know



U3 – Neutral (41%) • Approximately 31,185 adults

- These adults are not opposed to church. Instead, church may occupy little space in their daily lives.
- They may not see a compelling reason to attend or may believe religious participation is unnecessary.
- For this group, indifference may be a greater barrier than opposition.

Action Focus:

- Visible community presence
- Practical service to local needs
- Relevant communication and low-barrier engagement

U4 – Resistant (24%) • Approximately 18,191 adults

- These adults are less likely to respond immediately to a traditional invitation.
- Some may carry negative assumptions, disappointment, conflict, or hurt from prior church experiences.
- Resistance is not always rooted in hostility. It may be rooted in hurt, distrust, or disappointment.

Action Focus:

- Service-first engagement
- Listening before speaking
- Consistent care and long-term trust building



U5 – Highly Resistant (6%) • Approximately 4,331 adults

- These adults are the least likely to respond to direct invitations or traditional church outreach.
- Some may be firmly opposed to organized religion or carry deeply rooted intellectual or emotional barriers.
- The pathway to engagement is likely to be long-term, relational, and grounded in consistent Christian witness.

Action Focus:

- Prayer and patient relationships
- Acts of compassion
- Respectful spiritual conversations and faithful presence

Your Community Local Receptivity Profile

Category	Local Share of Unchurched	Estimated Adults
U1 – Highly Receptive	9%	6,564
U2 – Receptive	21%	16,112
U3 – Neutral	41%	31,185
U4 – Resistant	24%	18,191
U5 – Highly Resistant	6%	4,331
TOTAL	100%	76,384

The percentages and numbers above are localized figures generated by a proprietary Church Answers model. Total may not add to 100% due to rounding.

The most immediate opportunity for **West Bradenton Baptist Church** is found among the **U1 and U2 populations**.

22,676**RECEPTIVE OR HIGHLY RECEPTIVE UNCHURCHED ADULTS****30%** of the estimated unchurched population

These adults are the most likely to respond to personal invitations, relational outreach, church events, and a positive first-time guest experience.

This is a significant immediate opportunity. However, it is not the only opportunity.

The U3 neutral population contains approximately **31,185 adults**. These individuals may not be resistant to church, but they are unlikely to respond to an invitation alone. They will often need to see the church's value and credibility before considering participation.

A Two-Part Outreach Strategy:

- **Activate the receptive.** Equip members to invite and personally connect with U1 and U2 adults.
- **Cultivate the neutral.** Build awareness, trust, and relevance among U3 adults through service and sustained community presence.

Primary Strategic Insight: Personal invitation can reach the receptive. Consistent community presence is necessary to reach the neutral.



Based on the local receptivity profile, **West Bradenton Baptist Church** should focus on four priorities:

1) Mobilize Members for Personal Invitation

Approximately **22,676** unchurched adults are estimated to be receptive or highly receptive. Equip each member to identify one unchurched person, pray consistently, invest relationally, and extend a clear invitation.

2) Strengthen the First-Time Guest Experience

Receptive people may visit, but their first experience will shape whether they return. Examine the entire guest pathway—from online information and parking to children's check-in, welcome, worship, next steps, and follow-up.

3) Expand Community Presence

The U3 population includes approximately **31,185** adults. A church earns credibility when it is present before it asks people to attend. Build sustained partnerships with schools, neighborhoods, families, senior adults, and local organizations.

4) Build Trust with the Resistant

Approximately **25,522** unchurched adults fall into U4 and U5. Traditional invitation strategies will have limited effectiveness for many of them. Train members to listen well, respond graciously, and maintain relationships even when an invitation is declined.



A Significant Neutral Population Requires a Distinct Strategy

Approximately **31,185** unchurched adults fall into U3. They may not be looking for a church, but neither are they classified as resistant. Reaching them requires visibility, credibility, service, and relationships.

Invitation Remains a Major Opportunity

Approximately **22,676** adults are estimated to be receptive or highly receptive. A church-wide culture of personal invitation can create measurable opportunities for gospel conversations and connection.

One Outreach Strategy Will Not Reach Everyone

U1 and U2 may respond to an invitation. U3 may respond to regular presence and intentional service. U4 and U5 will require patience and trust.

Relationships Connect Every Segment

For the highly receptive, a relationship produces an invitation. For the neutral, it demonstrates care. For the resistant, it establishes trust.



West Bradenton Baptist Church is surrounded by a significant unchurched population, but the opportunity is not uniform. The most effective path forward is a coordinated outreach culture that matches ministry approaches to different levels of receptivity.

The following Church Answers resources can help create this culture.

The Hope Initiative Reinvigorate yourself and your church for the task of evangelism	Good News Neighbors Toolkit A simple plan for every size church to reach the community	Invite Your One Create a culture of invitation and evangelism in your church
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A Healthy Trajectory Will Include:

- Members consistently inviting receptive friends and neighbors
- A guest experience designed for people unfamiliar with church
- A visible and sustained presence in the community
- Relational pathways for spiritually neutral adults
- Patient trust building with those who are resistant
- Clear next steps from first contact to meaningful connection

With **76,384 unchurched adults** in your community, the need is great. Now is the time to begin equipping your people to move faithfully toward the individuals God has already placed around them. Growth becomes more likely when the church understands not only how many people are unchurched but also how they differ in their receptivity.



The opportunity before **West Bradenton Baptist Church** is significant.

Approximately **76,384 adults** in the surrounding ministry area are estimated to be unchurched.

Approximately **22,676 are receptive or highly receptive** to attending religious services.

Another **31,185 are neutral**—not necessarily resistant, but waiting to see whether church has relevance in their lives.

This is not a distant mission field. It is the mission field surrounding your church.

Some people need an invitation. Some need a relationship. Some need to see the church serving before they will consider attending. Others need time, patience, and restored trust.

God has already placed the opportunity around you. The next step is to move toward it with clarity, prayer, compassion, and conviction.

