

Gospel Decision Motive Research:  
**Findings Report**

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An Initiative of NavNeighbors  
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Research and Report by  
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An Initiative of ...



A MINISTRY OF  THE NAVIGATORS®

# Gospel Decision Motive Research: Findings Report

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## RESEARCH OVERVIEW

### Research Question

The primary research question was: What motivated you to initially decide to follow Jesus?

### Research Purpose

*The purpose of this research is to discover the decision motives of people who have decided to follow Jesus. We seek to understand these motives across gender, various generations and ethnicities so we can better bring the Gospel of Jesus to everyone.*

Jesus appealed to a variety of decision motives within his ministry. He interacted with the Samaritan woman much different from the Pharisees. His appeal to the Syrophenician woman was unlike his dialogue with a Roman centurion.

Some people come to Christ out of fear of death and judgment; others decide to follow Jesus out of a deep respect for God as Lord. Some people trust Jesus after logically examining historical evidence; others decide to follow Him from other motivations. These motivations are often shaped by our ethnicity, age, religious heritage, and regional location.

Ministry leaders may easily assume that most people come to Christ out of the same motivations that they did. This assumption in an American context can lead us to think that people may respond to Jesus out of guilt (from behavioral sins), fear (of judgment) and benefit (for life today and eternity).

The Apostle Paul **adapted his approaches** to those types of issues.

I Corinthians 9:22, 23: To the weak I became weak, that I might win the weak. I have become all things to all people, that by all means I might save some. I do it all for the sake of the gospel, that I may share with them in its blessings.

In our multiethnic, multigenerational society, we see numerous reasons for spiritual decisions. So, there is a broad framework for why someone decides to follow Jesus. This research is intended to help those in ministry understand and appeal to different decision motives of people as they seek to influence spiritual choices.

The deeper reasons below the surface affecting **why** people make choices are significant. These impact both their initial Gospel responses as well as their life long journey for spiritual transformation.

***“But Jesus, knowing the reasoning of their hearts ...”***  
*(Luke 9: 47 ESV)*

By exploring what motivates people, we seek to know the reasoning of the hearts people in order to develop empathy and better minister to them as they make their initial decision to follow Jesus.

### **Data Collection Methodology**

A variety of qualitative questions and quantitative statements for rating were employed within the survey (See *Appendix A: Survey Questions*). SurveyMonkey was used to collect data for this research. The 48 statements for rating were administered in random order.

### **Survey Participants**

We sought a broad diversity of participants across age groups, male and female, ethnicities, affiliation, within Christianity, geographic location and Navigator affiliation. (See *Appendix B: Demographic Data*.) We had 364 participants of whom 263 rated the motivation statements.

Some participants noted that they began following Jesus as a child and they could not remember when or the details of what motivated them. These participants exited the survey prior to the rating statements.

# EXECUTIVE SUMMARY

## Top Five Findings

The findings for this report employed the following framework of decision motives in order to better analyze the collected data. Though four distinct categories are presented, we acknowledge that each category is linked with the others. As human beings are motivations are seldom simplistic.

### Decision Motives Model



People are generally motivated to decide to seek fulfillment of their human longings. These longings have been categorized as longings of the HEART, longings of the MIND, longings for BEING, and longings for DOING.

Each of these categories has two sub-categories. Heart longings include love and relationships as well as mercy and forgiveness. The mind refers to a human longing for truth and meanings in addition to a longing for goodness and beauty.

Our longings for being are conceptualized as a desired identity and sufficient power to live into that identity. Human are also “doing” beings. We long for pathways for living well as well as purpose than go beyond ourselves.

The below are the *Top Five Findings*. These take-a-ways apply to all participant demographics.

### **1 – THE HEART REIGNS**

The data from the open-ended questions and rated statements confirms that motives related to the heart (love, relationships, forgiveness, and mercy) are the most powerful motivators for people initially deciding to follow Jesus. Following Jesus is first and foremost a decision of the heart.

### **2 – LOVING RELATIONSHIPS, FORGIVENESS AND MERCY ARE SUPREME**

People’s attraction to be in a loving relationship with God was reported fairly equally with their motivation to receive forgiveness and mercy—fear of consequences before God. Receiving mercy with forgiveness and establishing a loving relationship with God stands as the supreme motive for initially following Jesus. (This does not imply messages highlighting the fear of hell and damnation would be well received; rather that the offer of forgiveness and mercy are highly motivating.)

### **3 – NEW IDENTITY WITH SUFFICIENT POWER IS DESIRED**

The data revealed that BEING was the second highest motivator for people making initial decisions to follow Jesus. People are motivated to become something they are not, that is, someone with sufficient power. They desire an identity that is not powerless and that reflects the character of believers that they admire. This character is seen as lived out in a worthwhile daily life.

### **4 – THE MIND IS LESS IMPORTANT**

Though classical apologetics – involving truth, meaning, goodness, and beauty – may be somewhat important, issues of the mind are secondary motivators for people to initially decide to follow Jesus. These mental apologetics may be more important for other decisions (e.g. continuing to follow Jesus), but they do not appear to be the primary decision motives for initial decisions to follow Jesus for most people.

### **5 – THE OBVIOUS – Diversity with a Pattern**

As participants responded to open-ended questions and rated statements, they acknowledged what is also evident in Scripture—people have a wide variety of motives for initially deciding to follow Jesus. Often these motivations are layered. A person may have a dominant motive while other motives also are in play in their decision making process. However, the demographic groups we looked at in this research had a consistent pattern: both genders, all ages, whether associated with The Navigators or not rated HEART above BEING above MIND above DOING.

## Secondary Findings

### **6 – HIGHEST AND LOWEST MOTIVATORS**

The highest motivators across all participants were:

- a) God loves me
- b) Jesus is the only way to God
- c) He showed me mercy by offering to forgive my sins
- d) I sensed that Jesus is trustworthy.

The following were the lowest motivations for people to make an initial decision for Jesus:

- a) He called me in a dream to follow Him
- b) He visibly appeared and called me to follow
- c) I have had one or more dreams about God and/or Jesus
- d) I have seen prophecies from God fulfilled.

### **7 – BEING AND DOING**

The rated statements showed a strong longing for BEING (desired identity; sufficient power) as more motivating than DOING (pathways for living well; purpose and transcendence). However, the open-ended responses revealed the participants were motivated by finding purpose in life—a reason to do. In the rating of statements, no participant rated “purpose and transcendence” (the subcategories of DOING) as their highest decision motive. This research therefore cannot clearly conclude whether longings that relate to being or doing are more motivating. Further research is needed.

### **8 – INFLUENTIAL FORMS OF COMMUNICATION**

The six most influential forms of communication in participants’ spiritual journey were: informal relationships, books, Bible, church services, small groups and media. These six forms accounted for 88% of the responses.

### **9 – DIVERSE REASONS FOR FIRST CONSIDERING JESUS**

As a secondary question, the data indicated that most people began to first consider Jesus through a direct relationship with a believing family member or friend. A few indicated reading helped them first consider Jesus. More research is needed in this arena.

### **10 – DIVERSE REASONS FOR CONTINUING TO FOLLOW**

One of the secondary questions for future in-depth research explored why people continue to follow Jesus. Some of the reasons include God's faithfulness and goodness, a personal desire to go to heaven, a desire for intimacy with God, and a better way of life.

### **11 – DIVERSE REASONS FOR STOPPING**

A secondary question asked why people stopped following Jesus. This important question yielded a diversity of reasons from disobedience, disbelief, disillusionment, belittlement, doubt, busyness, irrelevance, unbelievability, oppressive, hypocrisy, and disappointments. In order to help people continue to follow Jesus, these and other reasons for stopping should be explored in future research and taken into account within the discipleship process.

### **12 – SIMILARITIES ACROSS DEMOGRAPHICS**

Though participants were from diverse ages and background, they reported highly similar motives for deciding to initially follow Jesus. The heart motives (love and relationships, mercy and forgiveness) were always highest.

## QUANTITATIVE FINDINGS: Rating Statements

### High and Low Motivators

Below are the top five high decision motives and bottom five low decision motives for initially deciding to follow Jesus. Percentages indicate percent of participants identifying a particular motive as high (4 or 5 rating) or low (1 or 2) rating.

#### HIGH MOTIVATORS – Rated 4 and 5

- 71% He loved me. (Statement #22)
- 70% He is the only way to God. (#2)
- 69% He showed me mercy by offering to forgiving my sin. (#18)
- 68% He is God, and He is the only way to the Father. (#3)
- 67% I sensed that Jesus is trustworthy. (#6)

#### LOW MOTIVATORS – Rated 1 and 2

- 95% He called me in a dream to follow Him. (#25)
- 93% He visibly appeared and called me to follow. (#26)
- 89% I have had one or more dreams about God and/or Jesus. (#35)
- 79% I have seen prophecies from God fulfilled. (#36)
- 75% He offered justice for the evils of society. (#14)

See *Appendix E: High and Low Motivators* for additional details.

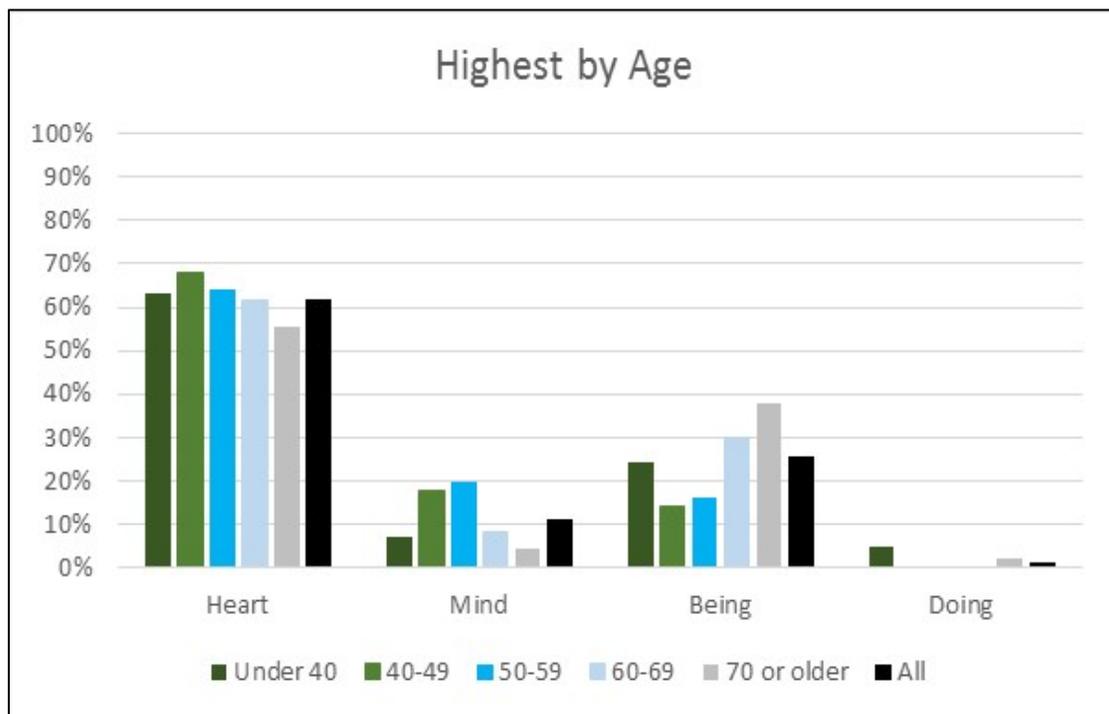
## Heart-Mind-Being-Doing Framework Findings

In order to get a better grasp on the 48 statements, we inserted them within the decision motives framework (see *Appendix D* for details) with categories. These categories allow us to better understand related motives.

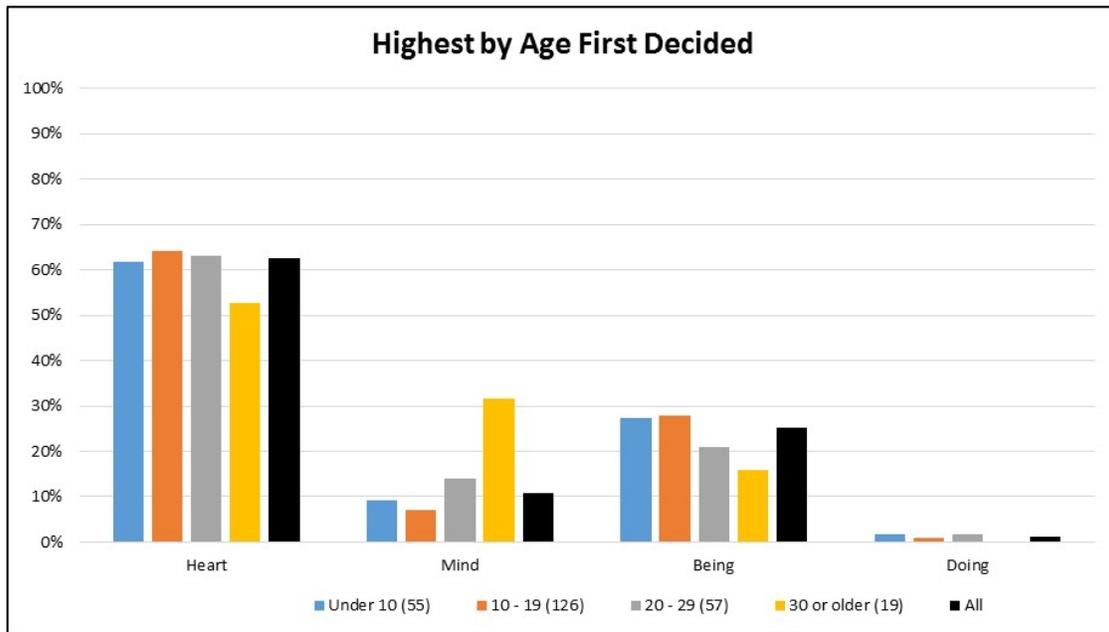
Below are the overall findings and various findings parsed by age, gender, under 40 by gender, and Navigator association.

Charts on the following pages are using an “index score” designed to allow comparisons across the categories and sub-categories. We took the 1 – 5 ratings for each decision motive and added them using their sub-categories. We then scaled them as if there were 10 questions per sub-category (actual number of questions per category ranged from 5 to 8). That gave us sub-category scores ranging from 10 (all 1s) to 50 (all 5s). Subtracting 10 gave us a range from 0 to 40, which when multiplied by 2.5, gave us an Index Score from 0 – 100 for all sub-categories. Averaging the two sub-category scores for each category gave us category scores also ranging from 0 – 100. Again, the purpose of all this is just to level the playing field and allow easy comparisons across categories and across demographics within categories, using the index score.

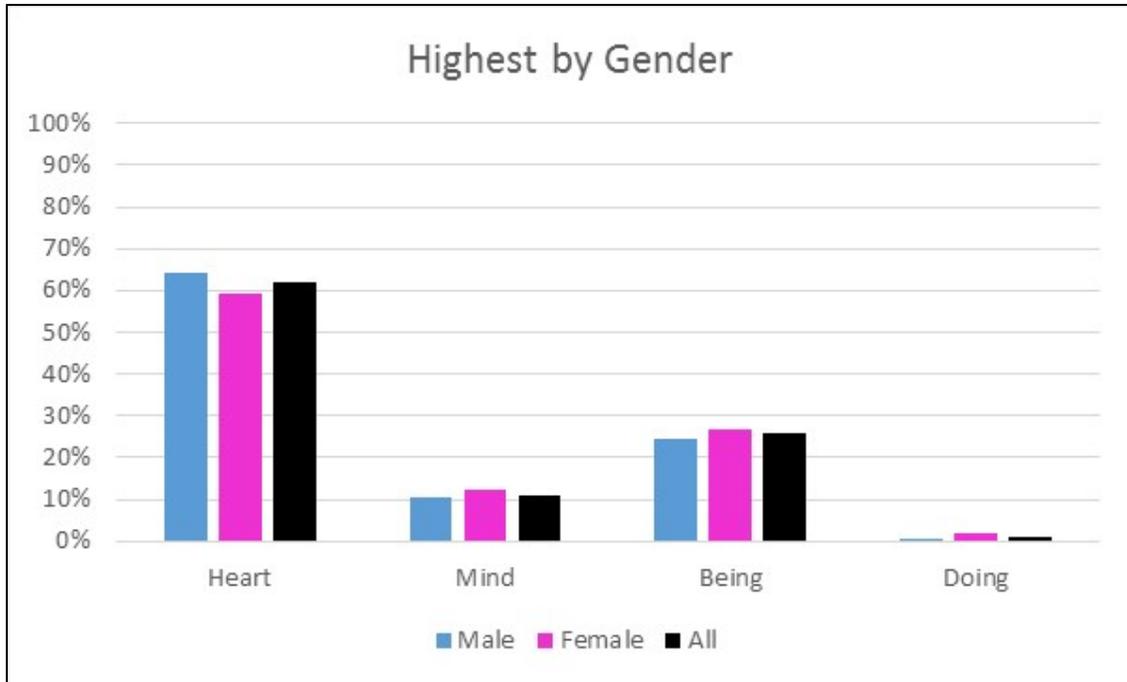
These six charts show the percent of respondents rating a particular category of motivator higher than the others.



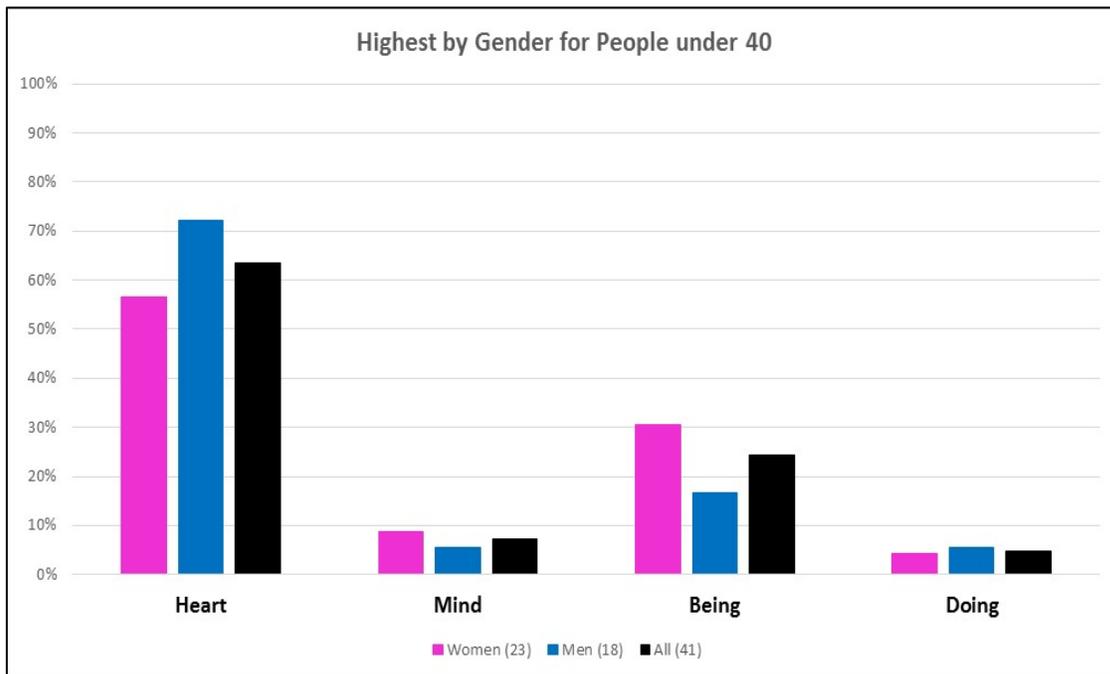
The above first chart breaks out the major categories by age. Notice that about 62% of respondents rated Heart motivators as their highest category. Relatively more younger respondents rated Heart motivators first. Relatively fewer of the oldest respondents rated Heart as highest. The other three categories follow the overall pattern we reported earlier: Heart > Being > Mind > Doing. (“>” means “greater than.”) However, there were some slight variations by demographics. More of the oldest respondents rated Being higher than the younger respondents, more of whom rated Mind higher.



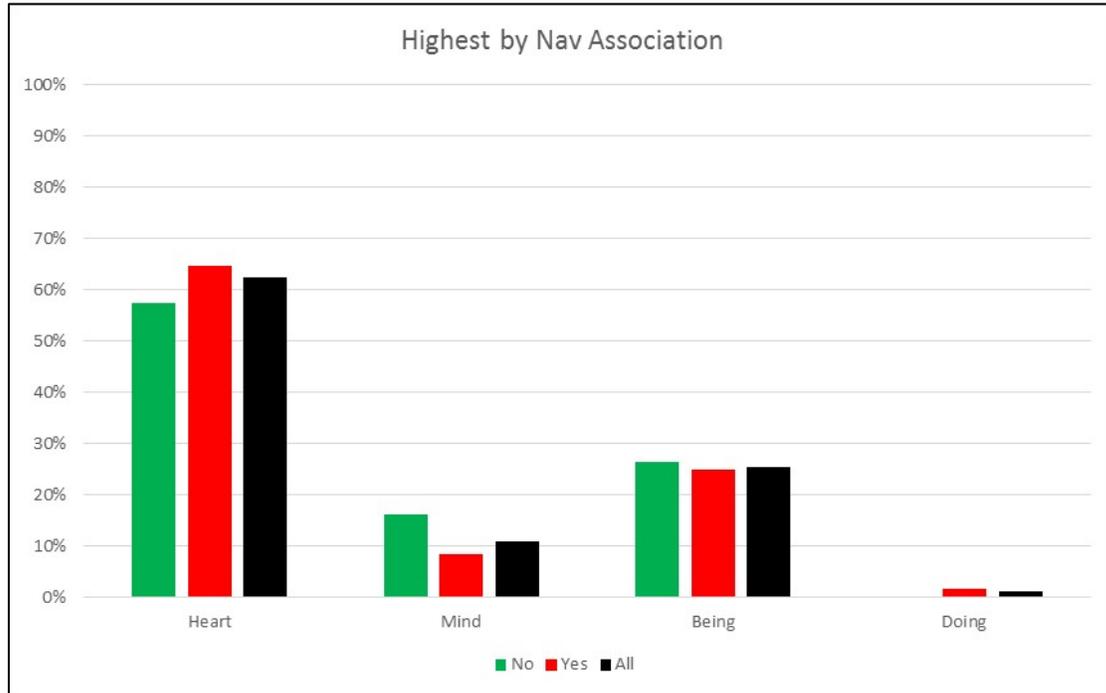
The Heart > Being > Mind > Doing pattern followed when we looked at the breakouts by “Age first decided to follow Jesus” except a higher percentage of our small sample of those trusting Christ at age 30 or older rated Mind above Being.



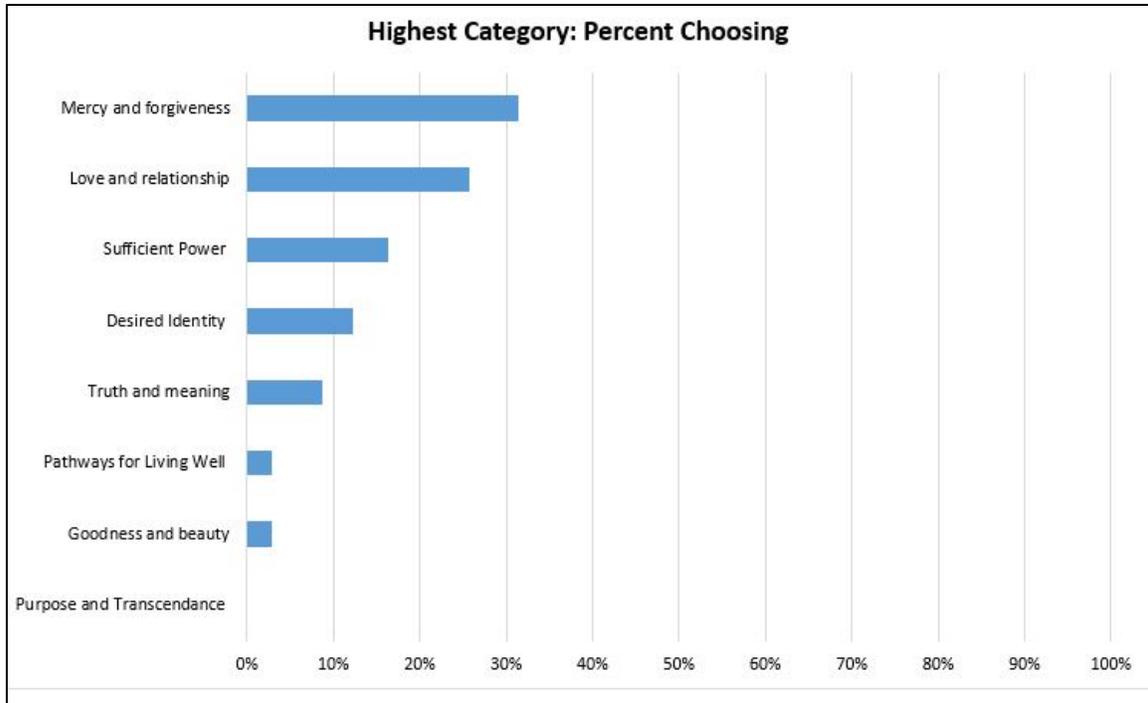
Both males and females have HEART and BEING as more motivating than MIND and DOING although men and women are slightly different: About 65% of men ranked HEART motivators as their highest compared with fewer than 60% of the women.



The difference among respondents under 40 was more pronounced with 72% of the under-40 men rating Heart Motivators highest compared with 57% of the under-40 women. On the other hand, 30% of under-40 women rated Being motivators the highest, compared to 17% of the under-40 men.



A slightly higher percentage (65%) of respondents associated with The Navigators rated Heart Motivators highest compared with 57% of the other respondents.



For each category, this chart shows the percent of respondents rating that category highest. For example, over 30% of respondents rated Mercy and Forgiveness as their highest category motivator followed closely by love and relationship. No one rated Purpose and Transcendence as their highest set of motivators.

## QUALITATIVE FINDINGS: Open-Ended Questions

The following open-ended questions were asked of the participants:

1. **When you first DECIDED to follow Jesus**, what motivated you to make that decision? (If you have believed in Jesus from early childhood and cannot clearly respond to this question, then respond to what motivated you to decide to make your relationship with Jesus more personal and grow as a disciple?)
2. In general, what **forms of communication most influence you** in your spiritual journey? (Examples: Books, web pages, one-on-one conversations, videos, small groups, radio, preaching, images, etc.)
3. **When you first considered Jesus**, what motivated you to initially consider Him?
4. If you have known people who followed Jesus but later stopped, **why did they say they stopped?**
5. If you have known people who followed Jesus but later stopped, **why do YOU think they stopped?**

Below are selected findings from their responses for each of these open-ended questions.

## First Decided to Follow Jesus (open-ended question)

Of the 284 who responded to this question, 241 responses readily fit within the heart-mind-being-doing framework. The remaining 43 responses were mostly not “why” responses but rather “when” or “with whom” or “where” responses. Below is an analysis of their responses within the framework.

HEART		MIND	
Love & Relationship	Mercy & Forgiveness	Truth & Meaning	Goodness & Beauty
30.4%	17.7%	12.5%	0.9%
48.1%		13.1%	

BEING		DOING	
Desired Identity	Sufficient Power	Pathways for Living Well	Purpose & Transcendence
8.1%	10.1%	13.0%	7.2%
18.3%		20.3%	

### *Selected Quotes Related to Love and Relationship (105 total responses)*

- I wanted to have a relationship with Jesus like the people in my family did.
- He showed me he was different than my own dad in the way he loved me and would direct me which was significant.
- He opened my eyes and gave me a heart that longed to know Him...it wasn't me, I didn't really know that there could be that intimate relationship with Him. He drew me.

### *Selected Quotes Related to Mercy and Forgiveness (61)*

- Convicted that I was a sinner and needed salvation.
- My debt to him and love for Him for His forgiveness and love.
- Realization that I was not saved and going to hell.

### *Selected Quotes Related to Truth and Meaning (43)*

- I had gradually, over a few years, come to the realization that Christ is Lord, and that He alone offers Truth and life everlasting.
- I felt love for Jesus from a young age and was convinced the Gospel was true.
- Meaning, Reading and Studying the Scriptures.

*Selected Quotes Related to Goodness and Beauty (3)*

- His beauty and goodness; his worthiness
- I wanted to know this God who would set things right and work with Him.
- A powerful time in my life when God revealed to me His goodness and grace through a deep realization of my sin and brokenness. I was overwhelmed with my deep need for Him.

*Selected Quotes Related to Desired Identity (28)*

- Being around a guy who was a disciple of Jesus. He was a model to me. He particularly showed me how to be a disciple of Jesus.
- Desire to live my life like other believers who were examples and mentors to me
- I want to hear "well done, good & faithful servant".

*Selected Quotes Related to Sufficient Power (35)*

- Complete devastation of my personal life, marriage and mental health. In desperation, prayed for the intervention of Jesus and saw His power at work. Complete brokenness!
- Seeing the changes made in my life with no other possible explanation
- Lifestyle associated with obedience to Jesus had helped me avoid unnecessary pains in life. Helpful answers were provided to my intellectual hesitations. Stories of supernatural phenomena from verified sources helped me through a rough season of doubt.

*Selected Quotes Related to Pathways for Living Well (45)*

- It just made sense. Coming from Catholic background, having a relationship with Jesus and using the bible as a guide for life.
- Wanting a better life.
- Jesus' message of love and being a servant has always touched me and has been the example of how I want to live my life.

*Selected Quotes Related to Purpose and Transcendence (25)*

- Deeper search for life's purpose.
- I was searching and looking for purpose in life.
- I wanted to know Him, I wanted to have assurance of eternal life, and I needed direction in life decisions.

## Influential Forms of Communication

The chart below represents responses to:

*In general, what **forms of communication most influence you** in your spiritual journey? (Examples: Books, web pages, one-on-one conversations, videos, small groups, radio, preaching, images, etc.)*

COMMUNICATION FORM	Occurrence	Percentage
Informal Relationships	167	20.2%
Books	132	16.0%
Bible	126	15.3%
Church Services	125	15.2%
Small Groups	112	13.6%
Media	65	7.9%
Music	21	2.5%
Devotions	19	2.3%
Prayer	18	2.2%
Art	10	1.2%
Conferences	9	1.1%
Miscellaneous	9	1.1%
Silence	6	0.7%
Nature	6	0.7%

The top six forms of communication represent 88.1% of the occurrences of all forms cited. See *Appendix F* for further details.

## First Consider Jesus

The following question was asked as a secondary question that might provide insights for future research:

**When you first CONSIDERED Jesus**, what motivated you to initially consider Him?

### *Selected Quotes*

- Christian upbringing.
- Discussions with my wife and daughter about their belief in the divinity and power of Christ as God.
- It just made sense once I learned about it.
- Did not want to go to hell.
- My need out of my sinful and meaningless life.
- Seeing a friend baptized.
- My parents loved and trusted the Lord, and I know I needed to do that as well.
- My camp counselor at Eagle Lake camp.
- His truth claims.
- Input from family and church.
- Influence of people who displayed Christ-like characteristics.
- Reading scripture, hearing the Word preached, testimony of my mother.
- Awareness of my total depravity.
- The Love of others and God.
- I was immersed in a Christian culture and family. It was all I knew.
- I considered Jesus because he claimed to be able to take away my shame/guilt and love me unconditionally.

## Continue to Follow Jesus

The following question was asked as a secondary question that might provide insights for future research:

As you reflect on your spiritual journey, **what motivates you to continue to follow Jesus?**

### *Selected Responses*

- I have seen His faithfulness in my life time and time again. He once spoke to me that He would never leave me or forsake me and He has surpassed that in every way!
- Seeing the evil of sin makes me want the goodness of God.
- He alone offers spiritual truth, guidance for my life day-to-day, and the promise of life everlasting.
- Being around people who had a passion to follow Jesus. And having a personal relationship with Jesus through the hand illustration.
- I'm a better person when God is at the center of my life. My relationships are better. I am a more balanced individual.
- I love Him with all my heart and life.
- I believe Jesus is the true son of God and His teachings show the true way we should live.
- it is the only way that I want to live my life
- The big picture--the knowledge that in the end, the good guys win-- and the knowing of him personally in the journey.
- Intimacy with God daily and the sheer hope and amazement of personal transformation for myself and others all for His sake.
- I have a sense of his presence with me and want to share His love with others.
- I want to go to heaven when I die and I enjoy daily fellowship with Christ!

## Why stop following (they said)

The following question was asked as a secondary question that might provide insights for future research:

If you have known people who followed Jesus but later stopped, **why did they say they stopped?**

### *Selected Responses*

- They were belittled for their beliefs by family and, they felt that God had let them down in some way.
- They doubted the validity of the claims.
- Because of church problems.
- Church, "God didn't answer my prayers," Viet Nam, hypocrites, culture, temptation, "too hard"
- "How could God allow...?" Experience of abuses or disappointment with corporate Christianity.
- Christianity seemed irrelevant, unbelievable, oppressive, too exclusive.
- God no longer seemed real to them.
- "It doesn't work for me" they say.
- Disillusionment, issues of life and difficulty that they couldn't reconcile to a loving God.
- Life became busy.
- They didn't believe the Bible as accurate.
- Disillusionment on what God could do for them.

## Why stopped (you think)

The following question was asked as a secondary question that might provide insights for future research:

If you have known people who followed Jesus but later stopped, **why do YOU think they stopped?**

### *Selected Responses*

- Because they had never really had a conversion experience. They were caught up in an emotional feeling but never really repented and opened their hearts to Jesus.
- Heart got hard.
- They were following pastors and people and not Jesus. They put their faith in the wrong thing.
- Something really bad such as an illness hit their family and they could no longer explain how a loving God could let that happen.
- Youthful exuberance that wore off and distractions from the world.
- They didn't want to be subject to the authority and standards of behavior.
- Self-righteousness.
- Addictions, girlfriend issues, sex, cyclical dysfunctional family history, lack of mental structure, self-control.
- Change in sexual mores/practices, too great a cost in terms of alienation (social and/or familial), or seeing the holes in the Christian community/framework and not having the holes acknowledged/paid attention to.
- Bought into consumer Christianity.
- They allowed the culture to sway their thinking.
- The gospel did not appear to be good news to them.

## MINISTRY IMPLICATIONS: For Discussion

As we consider ministry implications of these research findings, let's review the top 5 findings and the top influential forms of communication.

### TOP FIVE FINDINGS

- The heart reigns
- Loving relationships, forgiveness and mercy are supreme
- New identity with sufficient power is desired
- The mind is less important
- The obvious – diversity with a pattern

### TOP COMMUNICATION FORMS

- Informal relationships
- Books
- Bible
- Church services
- Small groups
- Media

## Reaching Others

*How are you appealing to people's highest motivators for initially following Jesus – to address their deepest longings?*

As you evaluate your ministry context, consider that the HEART is more important than the MIND as people make initial decisions to follow Jesus. This is not to say our minds are unimportant; just less important than we often think. The core problem with sin is rebellion of the heart, not ignorance of the mind.

People are looking for love that triumphs over their many fears. These legitimate fears spring from our powerlessness to be what we want to be. Jesus' love is that type of love. He deals with our fears from His strong and deep love for us.

People also want to be someone new; someone with sufficient power to live in a complex world. Jesus offers a new identity in Him!

If your communication, in any form, does not connect with people's hearts and offer a new identity in Christ, your words will be less compelling to others as they explore the good news of Jesus. The top form of communication occurs through informal relationships. Your one-on-one interactions present an amazing opportunity to connect with others' hearts if you are willing to share your hearts with them.

## Training Laborers

*How do you train others to reach people for Jesus? Do they learn to consider a variety of motivations for deciding to follow Jesus?*

Within our rapidly changing global society, Navigator staff and laborers needed to become better trainers to address the diversity of motivations from which people decide to follow Christ. Without such training we limit the Gospel to those who are closely motivated by our same motives.

As you review your training of others, consider including content and discussions on motivations for making initial decisions for Christ. As laborers become more aware of these motives based on human longings, they will be better able to listen to people and share with an empathic heart the good news of Jesus.

## Evaluating Resources

*What resources do you use to share Jesus with others? What motivations do they appeal to? How do these resources address HEART and BEING?*

Consider the resources and/or passages you typically use in sharing Christ with others. Reflect on the motivational appeals of each resource/passage. Are they appropriate for a diversity of motives? If not, you may wish to add other resources/passages to better meet the motivational longings of others.

Refer to *Appendix C: Scriptural Framework* for passages related to a diversity of decision motives for following Jesus.

## APPENDICES

### Appendix A: Survey Questions

#### **DEMOGRAPHIC QUESTIONS**

Year of birth

Biological Sex

Male, female

Ethnicity

African American, Hispanic, White (non-Hispanic), Native American, Asian American, other

Primary Citizenship

USA, other (specify)

Which region of the USA do you most associate with?

Northeast, South, Midwest, West, Not applicable, Other (specify)

With which part of Christianity do you most associated?

Charismatic

Eastern Orthodox

Evangelical

Mainline Protestant

Roman Catholic

Other (specify)

If applicable, what part of The Navigators do you most associate with?

Not applicable, Collegiate, Nav 20's, Military, Nav Neighbors, Nav Church Discipleship, I-58, Workplace, Nav Encore Group, Nav Missions, Nations Within, International Students, Headquarters, other (specify)

How old were you when you first decided to follow Jesus?

How many years do you consider that you have actively followed Jesus?

### ***Opening Questions***

1. When you first **considered** Jesus, what motivated you to initially consider Him?
2. When you first **decided** to follow Jesus, what motivated you to make that decision?

### ***Rating Scale***

As you rate the below statements, consider the period of time when you were **first deciding to follow Jesus**. (If you feel that you have always followed Jesus from early childhood, consider a period of time when you were re-affirming your faith in Jesus as an older child, a teenager or adult.)

Rating Scale:

- 1 – Not motivating
- 2 – Not Very motivating
- 3 – Somewhat motivating
- 4 – Very motivating
- 5 – Extremely motivating

### **Statements to Rate**

*The 48 statements (see Appendix D) were randomized and presented without categories.*

Each page of statements had the below header:

***I was motivated to begin following Jesus because ...***

(Note that we are asking about your *motives to decide to follow Jesus* rather than your *beliefs about Jesus* or your experience of the *benefits of following Jesus*.)

### ***Final Questions***

1. As you reflect on your spiritual journey, what motivates you to **continue** to follow Jesus?
2. In general, what **forms of communication** most influence you in your spiritual journey?
3. If you have known people who followed Jesus but later stopped ...

- a. Did they tell you why they stopped? If so, what did they say?
- b. Why do **you think** they decided to stop?

*For example, they may say they stopped because Christians are hypercritical of other religions, but you think they stopped because they couldn't reconcile suffering with the goodness of God.*

## Appendix B: Demographic Data

### Age of Participant (current)

Under 40	15.7% (41)
Age 40-49	10.7% (28)
Age 50-59	23.4% (61)
Age 60-69	33.0% (86)
70 or older	17.2% (45)
All (261)	

### Age First Decided to Follow Jesus

Under 10	21.5% (55)
Age 10-19	48.8% (125)
Age 20-29	22.3% (57)
Age 30 or older	7.4% (19)
All (256)	

### Gender

Male	56.6% (175)
Female	43.4% (134)

### Ethnicity

White	91.3% (282)
Other	8.7% (27)

### Nationality

USA	99.4% (307)
Other	0.6% (2)
Skipped	(55)

### Region of USA

Southeast	28.2% (87)
West	28.2% (20)
Midwest	25.6% (79)
Northeast	8.7% (27)

Not applicable	9.4% (29)
Other	(20)
Skipped	(55)

**Christianity**

Evangelical	77.3% (239)
Mainline Protestant	15.9% (49)
Charismatic	4.5% (14)
Roman Catholic	2.3% (7)
Eastern Orthodox	0.0% (0)
Other	(35)

**Nav Association**

Not applicable	35% (108)
Nav Neighbors	11.0% (34)
Nav Church Discipleship	10.0% (31)
Collegiate	9.1% (28)
Military	9.1% (28)
Workplace	6.5% (20)
Headquarters	4.2% (13)
Nav Missions	3.9% (12)
Nav Encore	2.6% (8)
I-58	2.6% (8)
Navs outside USA	1.9% (6)
Nav 20's	1.9% (6)
International Students	1.9% (6)
Nations Within	0.3% (1)
Other	(19)

## Appendix C: Scriptural Framework

The Scriptural framework for the survey represents a way of looking at many of the encounters Jesus and others had with diverse people as they shared the Good News of God's redemptive story in Jesus Christ.

Below are passages that support each of the 48 statements rated within the survey. These passages are organized around four key constructs:

1. JESUS: Who He is and What He Offers
2. HOLY SPIRIT: His Work in and around me
3. ETERNAL GOD: Who He Is and What He Does
4. PEOPLE and FOLLOWERS OF JESUS: Their influence on me

### **JESUS: Who He is and What He Offers – John 14:6**

#### *WAY*

1. He is a good way to God.
2. He is the only way to God.
3. He is God, and He is the only way to the Father.

#### *TRUTH*

4. I found the evidence for God and Jesus to be compellingly true.
5. I intuitively knew that He is true.
6. I sensed that Jesus is trustworthy.

#### *LIFE*

7. He offered to empower me to thrive as a human being.
8. He helped me survive the dangers of life.
9. He is the key to bring harmony into our global society.

### **HOLY SPIRIT: His Work in and around me – John 16:8**

#### *SIN*

10. He saw my sin—my rebellion against God.
11. He dealt with my guilty conscience.
12. He dealt with the shame I feel for who I am.

#### *RIGHTEOUSNESS (Good and Evil)*

13. He is truly good.
14. He offered justice for the evils of society.

15. He has overcome Satan and demonic forces.

*JUDGMENT (Punishment and Mercy)*

16. I feared the consequences of sin.

17. He offered to give power to conquer my sin.

18. He showed me mercy by offering to forgive my sin.

**ETERNAL GOD: Who He Is and What He Does**

**HIS BEING – Psalm 19 and Romans 1**

19. He is the Creator God and I am created by Him.

20. He is honorable and I desired to honor Him.

21. He is mysterious and beyond me.

**HE LOVES – John 3:16 and Romans 2:4**

22. He loved me.

23. He comforted me in my suffering.

24. He showed me kindness.

**HIS PRESENCE and CALLING – Acts 9**

25. He called me in a dream to follow Him.

26. He visibly appeared and called me to follow.

27. I heard or felt Him calling me to follow Him.

**HE TRANSFORMS – 2 Corinthians 5:17**

28. He offered to give me a new identity in Him.

29. He offered to transform who I once was.

30. He invited me to belong—to be adopted into the family of God.

**BRINGS MEANING, HOPE and BEAUTY – Ecclesiastes and SOS**

31. He offered a sense of eternal meanings rather than meaninglessness.

32. He offered to give me hope in a world that often seems hopeless.

33. He brings beauty into life that often seem ugly.

**GIVES DREAMS, PROPHECIES and MIRACLES – Acts 2:17 and 1 Corinthians 1:22-25**

34. I have experienced or seen miracles in His name.

35. I have had one or more dreams about God and/or Jesus.

36. I have seen prophecies from God fulfilled.

## **PEOPLE and FOLLOWERS OF JESUS: Their influence on me**

### **LOVE – John 13:34,35 and John 17:20,21**

- 37. I had seen love with unity among the followers of Jesus.
- 38. I had experienced a sense of belonging with followers of Jesus.
- 39. I had experienced one or more followers of Jesus caring deeply for me.

### **GOODNESS – Titus 3:1-8 and Ephesians 5:22-33**

- 40. I had seen followers of Jesus live life well in this world.
- 41. I had experienced Jesus' followers doing good in this world.
- 42. I had seen marriages and/or families with Jesus at the center.

### **FAMILY and FRIENDS**

- 43. I saw one or more family members or friends' faith in Jesus.
- 44. My family or clan leaders choose Jesus.
- 45. I belonged to a group of friends who followed Jesus.

### **CULTURE**

- 46. My culture is a Christian culture.
- 47. My culture is broken and I wanted a new way of life.
- 48. I had experience beauty in the arts and music of followers of Jesus.

## Appendix D: Heart—Mind—Being—Doing Framework

### LONGINGS OF THE HEART

#### LOVE and RELATIONSHIP

- 3. He is God, and He is the only way to the Father.
- 6. I sensed that Jesus is trustworthy.
- 20. He is honorable and I desired to honor Him.
- 22. He loved me.
- 23. He comforted me in my suffering.
- 24. He showed me kindness.
- 37. I had seen love with unity among the followers of Jesus.
- 39. I had experienced one or more followers of Jesus caring deeply for me.

#### MERCY and FORGIVENESS

- 10. He saw my sin—my rebellion against God.
- 11. He dealt with my guilty conscience.
- 12. He dealt with the shame I feel for who I am.
- 16. I feared the consequences of sin.
- 18. He showed me mercy by offering to forgive my sin.

### LONGINGS OF THE MIND

#### TRUTH and MEANING

- 2. He is the only way to God.
- 4. I found the evidence for God and Jesus to be compellingly true.
- 5. I intuitively knew that He is true.
- 31. He offered a sense of eternal meanings rather than meaninglessness.
- 34. I have experienced or seen miracles in His name.
- 35. I have had one or more dreams about God and/or Jesus.

#### GOODNESS and BEAUTY

- 1. He is a good way to God.
- 13. He is truly good.
- 14. He offered justice for the evils of society.
- 33. He brings beauty into life that often seem ugly.
- 41. I had experienced Jesus' followers doing good in this world.
- 48. I had experience beauty in the arts and music of followers of Jesus.

### LONGINGS FOR BEING

#### DESIRED IDENTITY (for Me and We)

- 19. He is the Creator God and I am created by Him.
- 28. He offered to give me a new identity in Him.
- 30. He invited me to belong—to be adopted into the family of God.
- 38. I had experienced a sense of belonging with followers of Jesus.
- 43. I saw one or more family members or friends' faith in Jesus.

- 44. My family or clan leaders choose Jesus.
- 45. I belonged to a group of friends who followed Jesus.
- 46. My culture is a Christian culture.

**SUFFICIENT POWER**

- 7. He offered to empower me to thrive as a human being..
- 15. He has overcome Satan and demonic forces.
- 17. He offered to give power to conquer my sin.
- 29. He offered to transform who I once was.
- 32. He offered to give me hope in a world that often seems hopeless.

**LONGINGS FOR DOING (action)**

**PATHWAYS for LIVING WELL (thriving)**

- 8. He helped me survive the dangers of life.
- 9. He is the key to bring harmony into our global society.
- 40. I had seen followers of Jesus live life well in this world.
- 42. I had seen marriages and/or families with Jesus at the center.
- 47. My culture is broken and I wanted a new way of life.

**PURPOSE and TRANSCENDENCE**

- 21. He is mysterious and beyond me.
- 25. He called me in a dream to follow Him.
- 26. He visibly appeared and called me to follow.
- 27. I heard or felt Him calling me to follow Him.
- 36. I have seen prophecies from God fulfilled.

## Appendix E: High and Low Motivators

Below are the high and low decision motives for initially deciding to follow Jesus. Percentages indicate the percent of participants who rated a motivator high (4 or 5), or low (1 or 2).

### HIGH MOTIVATORS – Rated 4 and 5

71%	<b>He loved me. (Statement #22)</b>
70%	<b>He is the only way to God. (#2)</b>
69%	<b>He showed me mercy by offering to forgiving my sin. (#18)</b>
68%	<b>He is God, and He is the only way to the Father. (#3)</b>
67%	<b>I sensed that Jesus is trustworthy. (#6)</b>
64%	I intuitively knew that He is true. (#5)
60%	I had experienced one or more followers of Jesus caring deeply for me. (39)
59%	He offered a sense of eternal meanings rather than meaninglessness. (#31)
56%	I heard or felt Him calling me to follow Him. (#27)
54%	I found the evidence for God and Jesus to be compellingly true. (#4)
54%	He invited me to belong—to be adopted into the family of God. (#30)
54%	I saw one or more family members or friends' faith in Jesus. (#43)
53%	He is truly good. (#13)
51%	He dealt with my guilty conscience. (#11)
51%	He offered to give me hope in a world that often seems hopeless. (#32)
51%	I feared the consequences of sin. (#16)

### LOW MOTIVATORS – Rated 1 and 2

50%	I belonged to a group of friends who followed Jesus. (Statement #45)
50%	My family or clan leaders choose Jesus. (#44)
52%	He comforted me in my suffering. (#23)
53%	He dealt with the shame I feel for who I am. (#12)
54%	My culture is a Christian culture. (#46)
54%	He has overcome Satan and demonic forces. (15)
57%	I had seen marriages and/or families with Jesus at the center (#42)
58%	He is a good way to God. (#1)
61%	He helped me survive the dangers of life. (#8)
62%	My culture is broken and I wanted a new way of life. (#47)
65%	He is mysterious and beyond me. (#21)
70%	He is the key to bring harmony into our global world. (#9)
71%	I have experienced or seen miracles in His name. (#34)
74%	I had experience beauty in the arts and music of followers of Jesus. (#48)
75%	<b>He offered justice for the evils of society. (#14)</b>
79%	<b>I have seen prophecies from God fulfilled. (#36)</b>
89%	<b>I have had one or more dreams about God and/or Jesus. (#35)</b>

- 93% **He visibly appeared and called me to follow. (#26)**
- 95% **He called me in a dream to follow Him. (#25)**

## Appendix F: Details for Forms of Communication

The below chart details communication forms respondents reported as most influential in their spiritual journey.

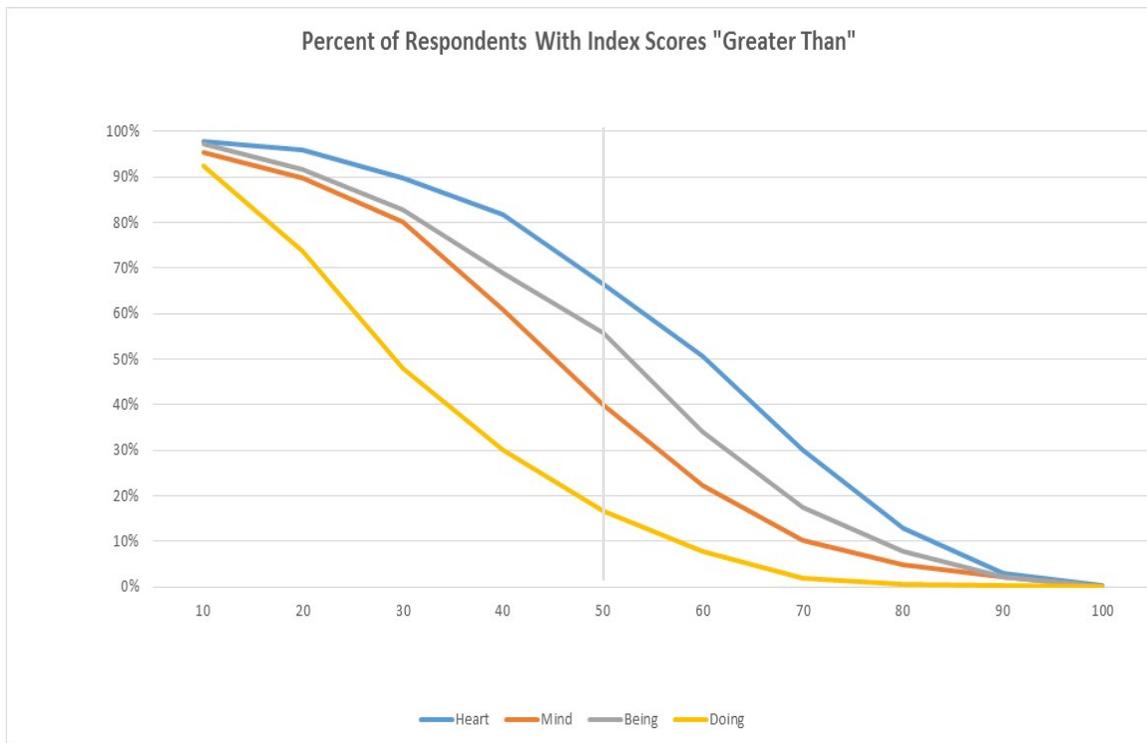
MAJOR CATEGORY	TOTAL OCCURRENCES	COMMUNICATION FORMS	OCCURRENCE	PERCENT OF OVERALL OCCURRENCE
<b>Informal Relationships</b>	167	One to One	106	12.8%
		Conversations with Family & Friends	32	3.9%
		Mentoring	8	1.0%
		Being Discipled	5	0.6%
		Godly Example of People	5	0.6%
		Spouse	2	0.2%
		Godly Parents	2	0.2%
		Conversions with Non-believer	1	0.1%
		Accountability Partners	1	0.1%
		Life to Life	1	0.1%
		Making Disciples	1	0.1%
		Spiritual Directions	1	0.1%
		Life Long Friendships	1	0.1%
		Pastor	1	0.1%
<b>Books</b>	132	Books	117	14.2%
		Biographies/Autobiographies	6	0.7%
		Publications	3	0.4%
		Blog	3	0.4%
		Theological Books	2	0.2%
		Spiritual Based Novels	1	0.1%
<b>Bible</b>	126	Bible	61	7.4%
		Bible Study	31	3.8%
		Bible Reading	24	2.9%
		Study Series	4	0.5%
		Bible Meditation	3	0.4%
		Preparation for Preaching/Teaching	2	0.2%
		Scripture Memory	1	0.1%
<b>Church Services</b>	125	Preaching/ Sermons	81	9.8%
		Teaching	21	2.5%

		Church Attendance	8	1.0%
		Sunday School	5	0.6%
		Worship	5	0.6%
		Workshop/Seminar	2	0.2%
		Liturgy	1	0.1%
		Praise	1	0.1%
		Breaking Bread	1	0.1%
<b>Small Groups</b>	112	Small Groups/ Discussion Group	98	11.9%
		Fellowship with Believers	9	1.1%
		Community	2	0.2%
		Living in Community	1	0.1%
		Soul Care Community	1	0.1%
		Men's Group	1	0.1%
<b>Media</b>	65	Videos	20	2.4%
		Radio	19	2.3%
		Podcast	8	1.0%
		Web	7	0.8%
		On-line Devotionals/Sermons	3	0.4%
		Film/Movie	2	0.2%
		TV	2	0.2%
		Bible App	1	0.1%
		Electronic Media	1	0.1%
		Internet Sermons/Shows	1	0.1%
		Daily email commentaries	1	0.1%
<b>Music</b>	21	Music	19	2.3%
		Radio Music	2	0.2%
<b>Devotions</b>	19	Daily Devotional /Devotionals	9	1.1%
		Quiet Time	7	0.8%
		Time Alone with God	2	0.2%
		Thoughts & Impressions	1	0.1%
<b>Prayer</b>	18	Prayer	13	1.6%
		Listening Prayer	3	0.4%
		Prayer with Others	2	0.2%
<b>Art</b>	10	Images/Image Books	5	0.6%
		Paintings/Art	2	0.2%

		Art Journaling	1	0.1%
		Symbols	1	0.1%
		Pictures	1	0.1%
<b>Conferences</b>	9	Conferences	7	0.8%
		Prayer Conferences	1	0.1%
		Retreats	1	0.1%
<b>Miscellaneous</b>	9	Acts of Service	2	0.2%
		Miracles	1	0.1%
		AI Anon Program	1	0.1%
		My Dream	1	0.1%
		NavWeekly	1	0.1%
		Nav Staff Gatherings	1	0.1%
		Nav Group	1	0.1%
		Visions	1	0.1%
<b>Silence</b>	6	Silence	3	0.4%
		Meditation	2	0.2%
		Solitude	1	0.1%
<b>Nature</b>	6	His Creation/Nature	6	0.7%

## Appendix G: Other Summaries of Data

Below is another way to look at our reported conclusion that Heart > Being > Mind > Doing. This chart shows the percent of respondents who had Index Scores greater than a particular level. Recall that the Index scores were computed for the four categories and range from 0 – 100. This graph shows, for example, that just under 70% of respondents rate Heart motivators 50 or above compared with fewer than 60% rating Being 50 or above, fewer than 40% rating Mind 50 or above, and fewer than 20% rating Doing 50 or above.



The index score, which we introduced earlier, gives us a chance to compare across categories and super-categories that have different number of motivators.

To review, the index was computed this way: we took the number of questions in each category and multiplied by a factor to bring the effective number of questions up to 10. Then we added the ratings for each respondent. All 1 ratings would result in a "10" total and all 5 ratings would result in a "50" total. we then subtracted 10 to make that scale 0 – 40. Multiplying that result by 2.5 gives a category Index score from 0 – 100. Then we averaged the index scores for each super-category so they also range from 0 –100. And they all are on this same scale enabling us to compare across categories, apples to apples, and the average index scores can be compared among the categories and within the demographic groups.

In the following tables, the color-coding is as follows: RED indicates that the demographic subgroup is about 10% above the average for that motivator. BLUE indicates that the demographic subgroup is about 10% below the average for that motivator. In most cases, we only highlighted the highest or lowest such subgroup. In doing this analysis, we removed from consideration two respondents: record #5 and record #57, who answered "1" for all motivators.

Age Range	Love Relation Index	Mercy Forgiveness Index	Truth Meaning Index	Goodness Beauty Index	Desirable Identity Index	Sufficient Power Index	Pathways Living Well Index	Purpose Transcendence Index	HEART Index	MIND Index	BEING Index	DOING Index
Under 40 (41)	60	55	45	42	53	49	42	24	58	44	51	33
40 - 49 (28)	64	59	56	45	50	57	43	27	61	51	53	35
50 - 59 (61)	59	58	53	39	48	50	32	30	58	46	49	31
60 - 69 (86)	56	54	48	36	49	48	34	23	55	42	48	28
70 or older (45)	59	54	52	37	55	50	38	26	56	45	52	32
All (261)	59	56	50	39	50	50	36	26	57	45	50	31
Age First Followed Jesus Range	Love Relation Index	Mercy Forgiveness Index	Truth Meaning Index	Goodness Beauty Index	Desirable Identity Index	Sufficient Power Index	Pathways Living Well Index	Purpose Transcendence Index	HEART Index	MIND Index	BEING Index	DOING Index
Under 10 (55)	61	55	47	40	59	46	36	26	58	43	52	31
10 - 19 (125)	58	58	50	39	50	50	36	25	58	45	50	30
20 - 29 (57)	58	52	50	35	47	51	37	24	55	43	49	30
30 or older (19)	58	56	64	41	45	56	40	33	57	53	50	36
All (256)	59	56	50	39	50	50	36	25	57	44	50	31
Gender	Love Relation Index	Mercy Forgiveness Index	Truth Meaning Index	Goodness Beauty Index	Desirable Identity Index	Sufficient Power Index	Pathways Living Well Index	Purpose Transcendence Index	HEART Index	MIND Index	BEING Index	DOING Index
Female (115)	63	57	53	44	55	53	40	29	60	48	54	35
Male (146)	55	55	49	35	47	48	33	23	55	42	47	28
All (261)	59	56	50	39	50	50	36	26	57	45	50	31
Navigator Staff	Love Relation Index	Mercy Forgiveness Index	Truth Meaning Index	Goodness Beauty Index	Desirable Identity Index	Sufficient Power Index	Pathways Living Well Index	Purpose Transcendence Index	HEART Index	MIND Index	BEING Index	DOING Index
No (87)	62	55	52	46	54	54	39	28	58	49	54	34
Yes (174)	57	56	49	35	49	48	35	24	56	42	48	30
All (261)	59	56	50	39	50	50	36	26	57	45	50	31

## Appendix H: Image-Based Research

This image-based research will be available by early 2017. If you are interested, please contact Ralph Ennis at [ralphennis@gmail.com](mailto:ralphennis@gmail.com) or Nancy Going at [ngoing@vibrantfaith.org](mailto:ngoing@vibrantfaith.org).



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A complimentary PDF download of these research findings can be found at <http://www.ralphennis.com/research-and-seminars.html> and at: <http://www.leadersandinfluencers.com/RESEARCH.html>

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