

Introduction

During the LIFE '26 mission campaign, churches across the UK will be asking their communities the question, **'Ever feel like something's missing?'** and inviting them to find the *peace, hope, identity, truth* etc. that they are looking for by Finding Life in Jesus. This raises the question, what would people say is missing from their lives. We commissioned a survey to answer this question and so help churches in planning and advertising their local mission as part of Life '26. We also took the opportunity to research church attendance, interest in knowing more about Jesus and the Bible and openness to an invitation to a church service or evangelistic event. This report summarises the findings. We have also created a survey toolkit to help churches conduct their own survey in their local community. The toolkit is available to subscriber churches and can be downloaded from the [LIFE '26 mission resources page](#) of our website.

1. Methodology

Whitestone interviewed 2112 GB adults online between 6th and 8th June 2025. Data were weighted to be representative of all adults. The following three questions were asked in the poll.

Q1. Which of the following, if any, do you feel is missing from your life? Please indicate all that apply.

- Hope
- Meaning
- Community / belonging
- Justice
- Peace
- Identity
- Security
- God

Q2. Which of the following, if any, would you like more of in your life? Please indicate all that apply.

- Order
- Purpose
- Forgiveness
- Acceptance
- Truth
- Spirituality
- Purity
- Freedom



Q3. Does each of the following apply to you, or not? (Does apply / does not apply / don't know)

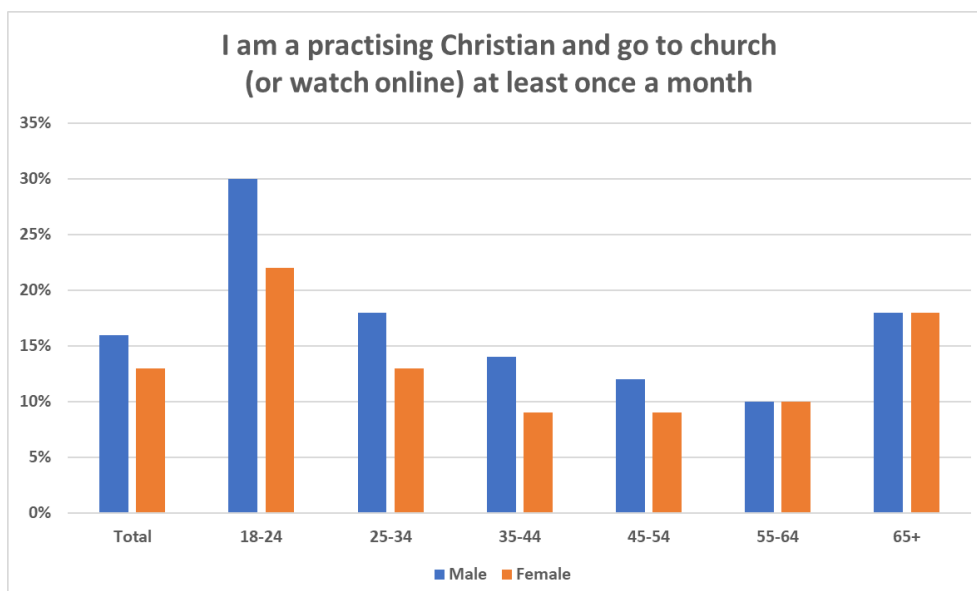
- I am a practising Christian and go to church (or watch online) at least once a month
- I have been to a regular church service (i.e. not a funeral or wedding) in the past year
- I would be interested in knowing more about Jesus Christ
- I would be interested in knowing more about the Bible
- I know someone personally who is a practising Christian
- I would go to a church service if a friend or colleague invited me
- I would be open to attending in person an event organised by a church where I could find out more about the Christian faith
- I would be open to watching an online church service or event online to find out more about the Christian faith

For the purposes of this report, the responses to questions 1 and 2 have been combined.

2. Responses to Q3 – church attendance, interest and openness

In relation to question 3, comparison will be made at points with the findings of the 2024 Bible Society Survey published in the Quiet Revival Report.

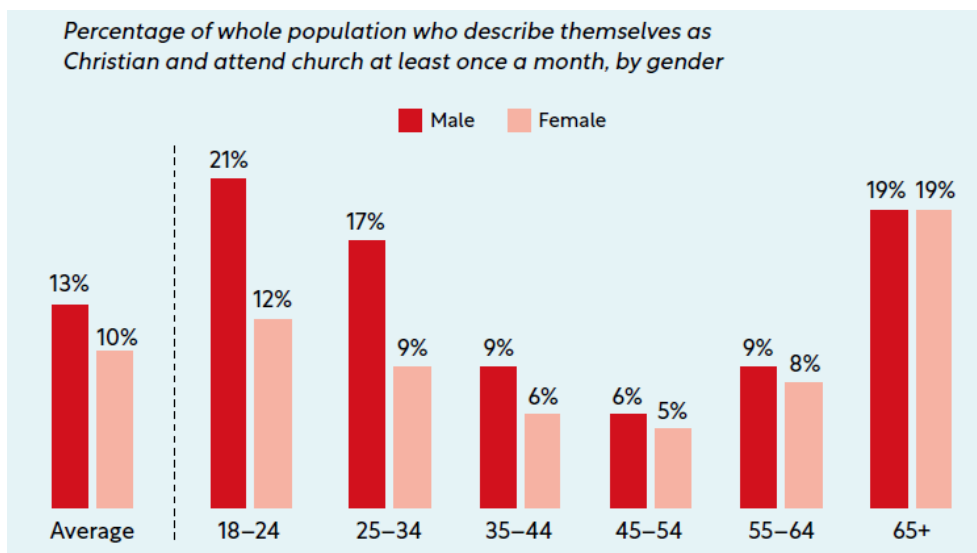
2.1. Church attendance



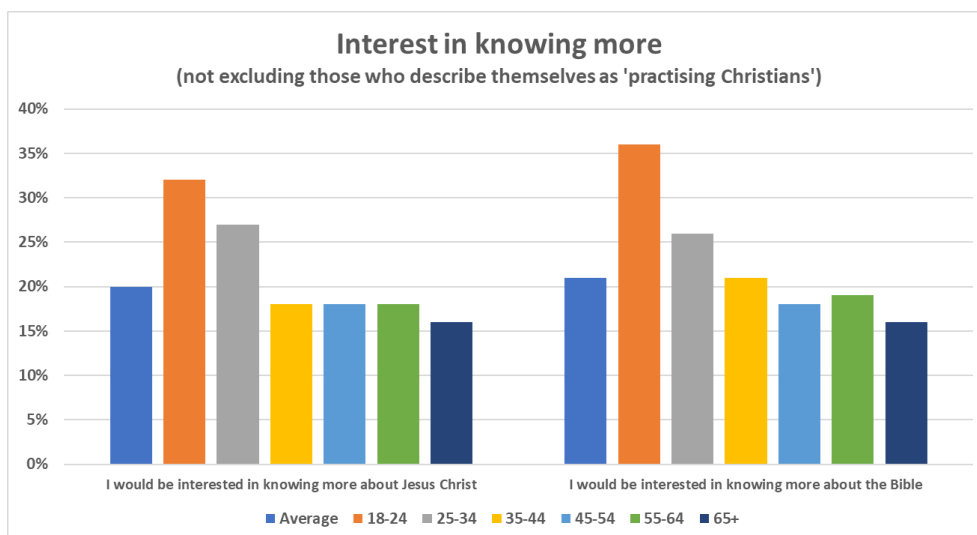
The average across all age groups and both sexes was 15% which is even higher than the 12% reported by the Bible Society. The 12% Bible Society figure indicated that church going had risen by more than half over a six year period when compared with their 2018 survey findings. The differences between our results and the results from the Bible Society research may be due to our survey being UK-wide and not restricted to England and Wales.



In both surveys, the mid-life age groups (35 to 64 years olds) were least likely to report regular church attendance. The Bible Society survey found that men are now more likely to attend church than women. We found a similar pattern with an astonishingly high 30% of 18-24-year-old males reporting at least monthly attendance in-person or online. For comparison, these are the results of the Bible Society research.



2.2. Interest in knowing more



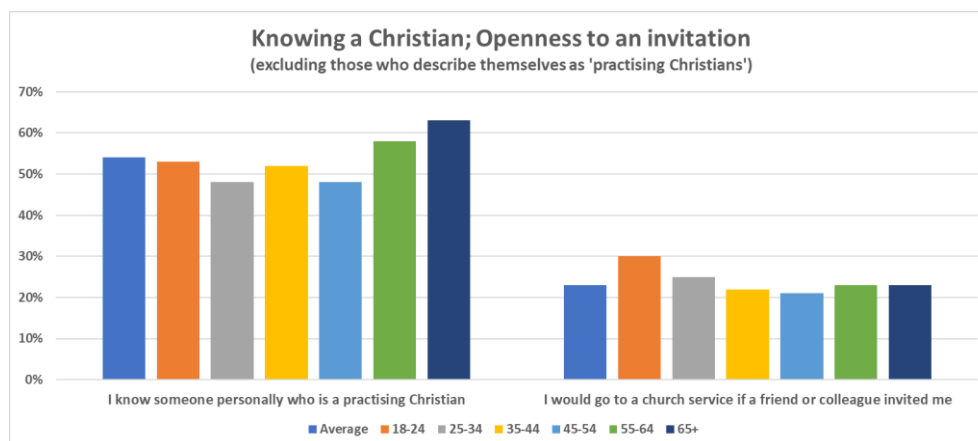
Overall, 1 in 5 people are interested in knowing more about Jesus Christ and knowing more about the Bible. Amongst 18-34-year-olds the level of interest is significantly higher.

Those who describe themselves as practising Christians are included in these results. Many may be only beginning their journey to faith in Jesus and they need to know more about the Lord and about the Bible to bring them to a true and saving faith. Their church attendance may in itself be a sign of spiritual hunger and searching for answers.



Sadly, they are not all attending churches where they will be taught the Bible or receive a true knowledge of Christ. They need inviting to churches where they will hear the gospel and learn from the teaching of God's Word.

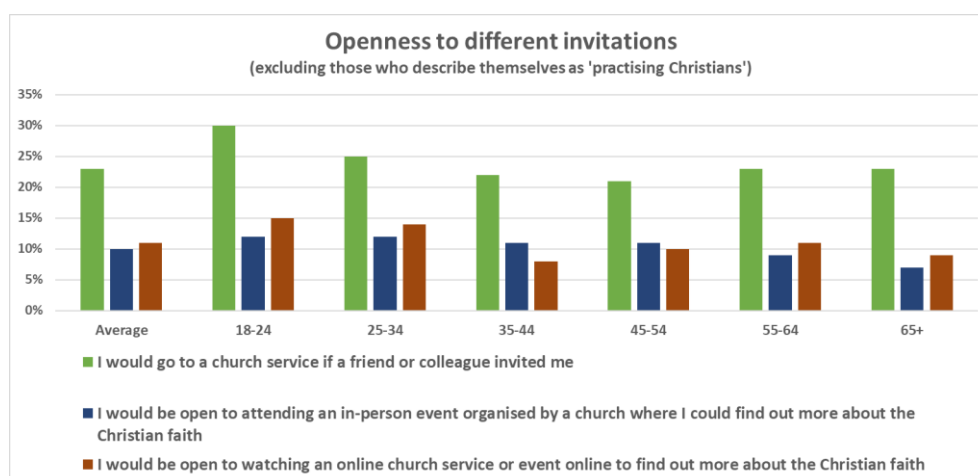
2.3. Knowing a practising Christian and openness to an invitation to church



Just over 50% say they know a practising Christian and 20% say they would go to a church service if invited by a friend or colleague. It is encouraging to note that, whilst the reported church attendance is lowest with those in mid-life, the willingness of this age group to attend if invited is not much lower than other age groups.

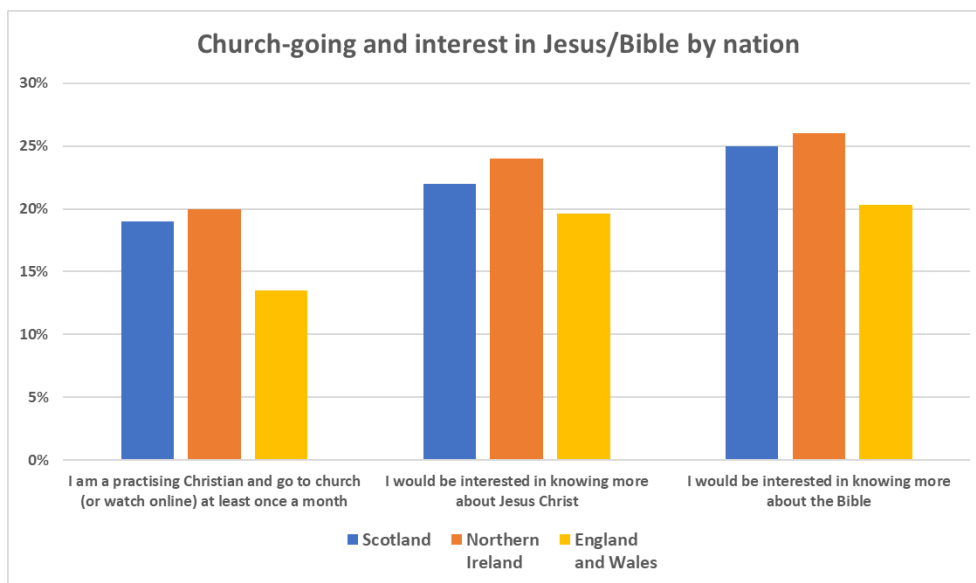
2.4. Openness to invitations to church services compared to events and online services

Many more say they would go to a church service if invited than say they would go to an event (in-person or online) where they could find out more about the Christian faith.

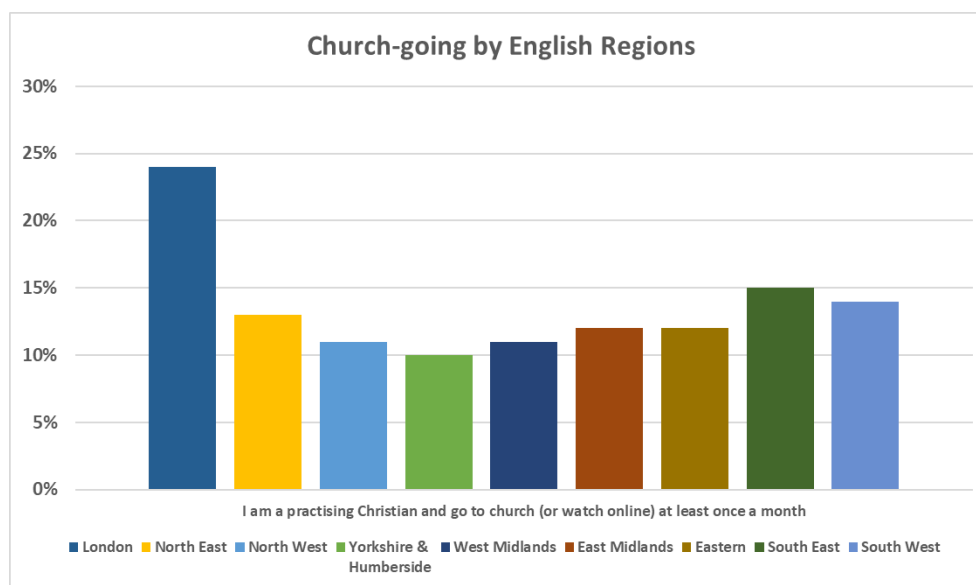




2.5. National and regional variation



Church attendance and interest in Jesus and/or the Bible remain higher in Scotland and Northern Ireland compared with England and Wales.



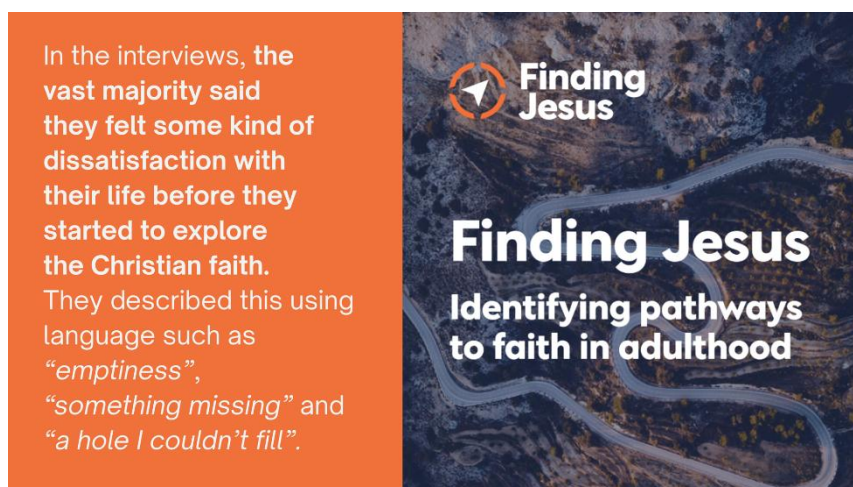
In England, church attendance in London is significantly higher than in the other regions of England, with almost 1 in 4 Londoners saying they attend church at least monthly. Reported attendance is lowest in Yorkshire and Humberside.

3. Responses to Q1 and Q2 – What do people feel is missing or would like more of in their lives?

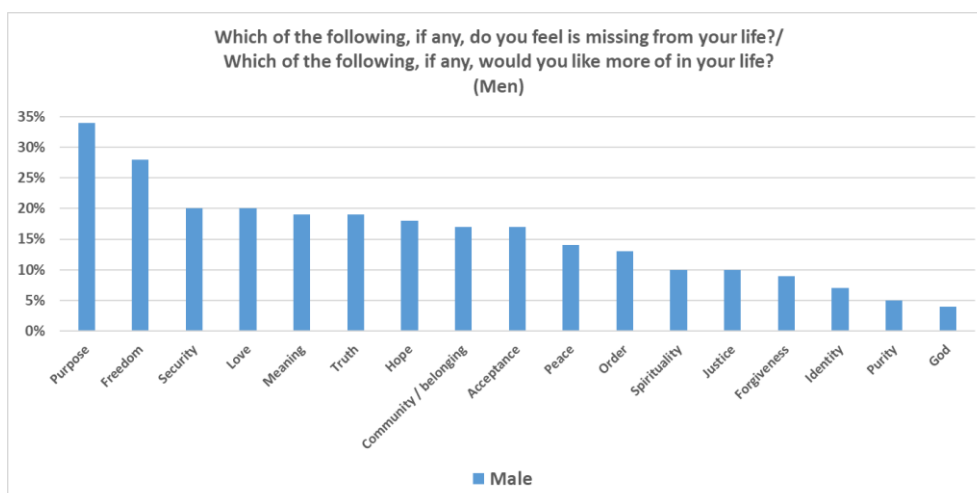
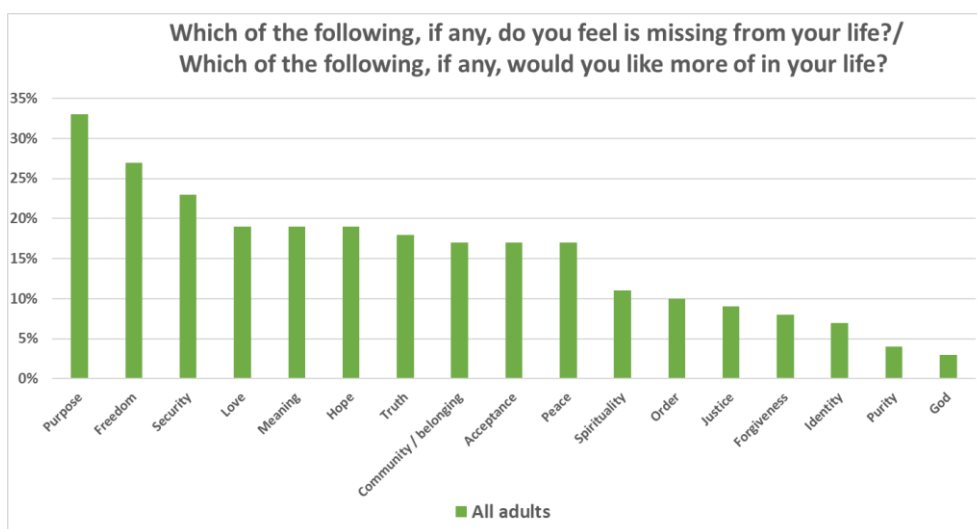
Before looking at the results of our polling, it is worth noting the finding reported in the Finding Jesus research recently published by the Evangelical Alliance (EA). In relation to the Life '26 mission campaign messaging that asks the question, 'Ever feel like somethings missing?' it is encouraging and highly noteworthy that feeling some kind of

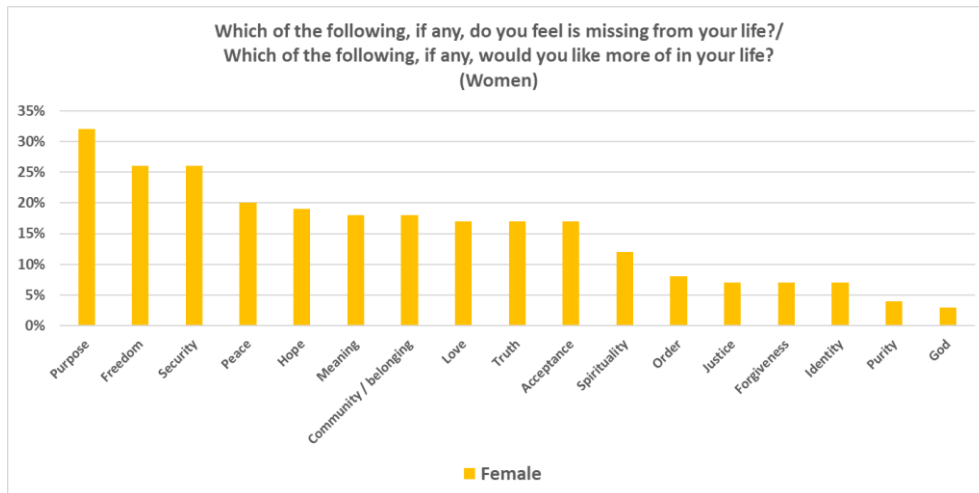


dissatisfaction with their lives was significant for most of those interviewed for the EA research. These were all people who had recently come to faith in the Lord Jesus as adults.



In our polling, purpose, freedom and security are the top three things that both men and women say they feel is missing or they would like more of in their lives, with purpose standing out at over 30% for both males and females.





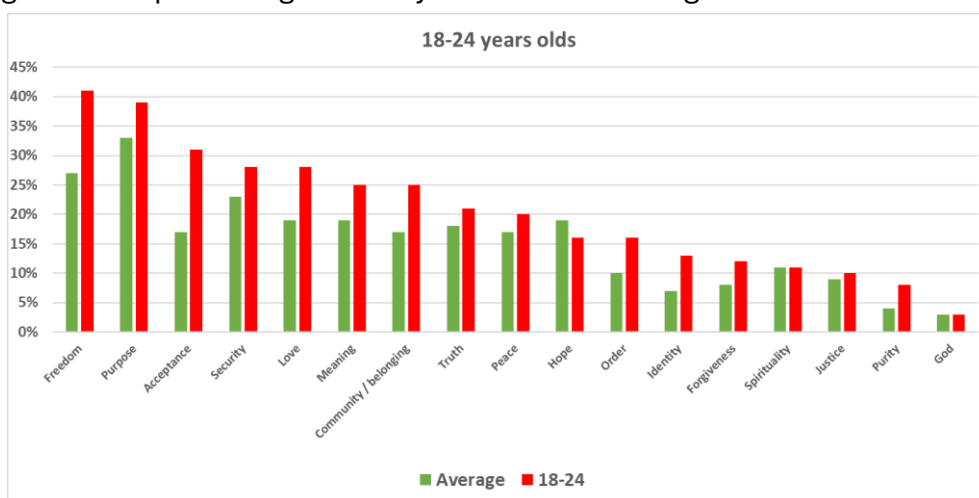
After the top three, come love, meaning, hope, truth, community/belonging, acceptance and peace all at around 17 to 20% for both men and women with some variation between the sexes in the ranking.

A smaller proportion (4-11%) would say that spirituality, order, justice, forgiveness, identity, or purity are missing from their lives or something they desire more of in their lives.

Most striking is that only 3% say that they feel that God is missing from their lives. They are blind to the reality that the purpose, freedom and security their hearts desire can only, ultimately, be found in knowing the God who created them.

3.1. Generational differences – the young

Across nearly all the categories a higher proportion of 18-24-year-olds would say the things we asked about are missing from their lives, compared to the population average. But the percentage who say that God is missing is the same at 3%.



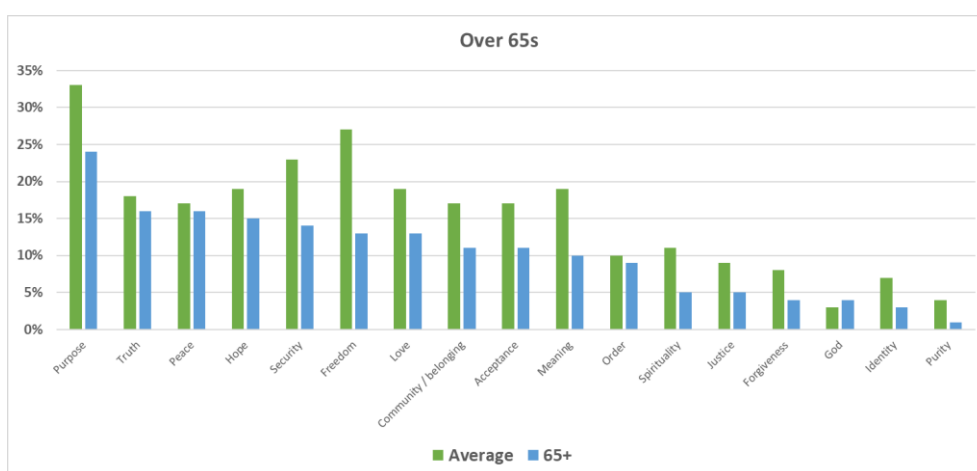
Freedom, purpose and security come in the top four for this age group, but the desire for more freedom is the highest ranked. Acceptance is ranked third, compared to



being ranked ninth for the population as a whole. The desire for purpose still stands out at just under 40%. It is perhaps significant that hope ranks lower in the things identified as missing for this life. It ranks 10th, compared to 6th for the general population and 4th for the over 65s.

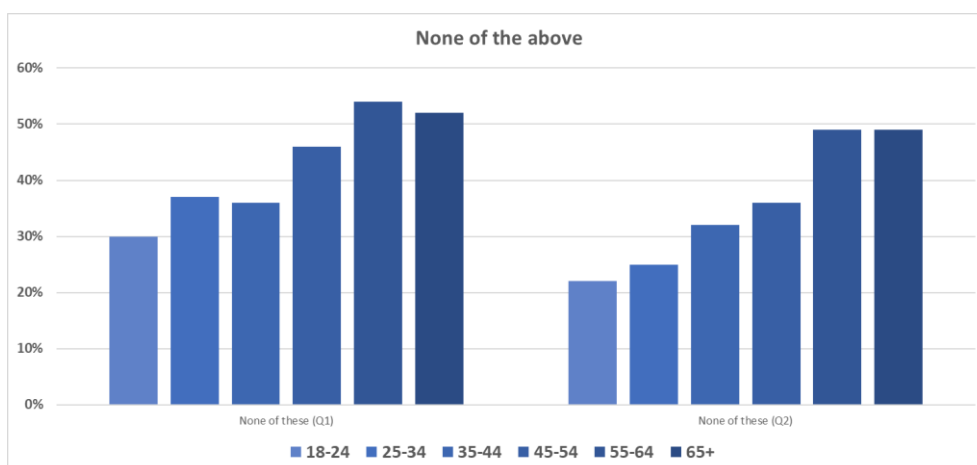
3.2. Generational differences – the over 65s

Those over 65 have the least sense that the things we asked about are missing from their lives. But still purpose is ranked first at just under 25% saying they would like more purpose in their lives. Security and freedom rank lower for this generation with a desire for truth, peace and hope scoring more highly.



3.3. Generational differences – generally reduced dissatisfaction with increasing age

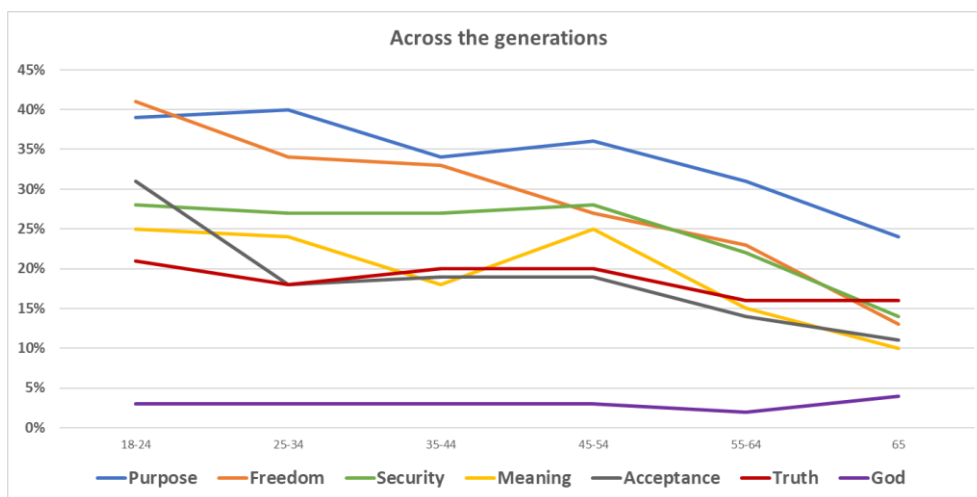
The general trend is that the older people are, the more likely they are to say that none of the things we asked about are missing from their lives (or they would like more of them in their lives). This fits with results from other studies that show that the over 65s are generally the least dissatisfied.



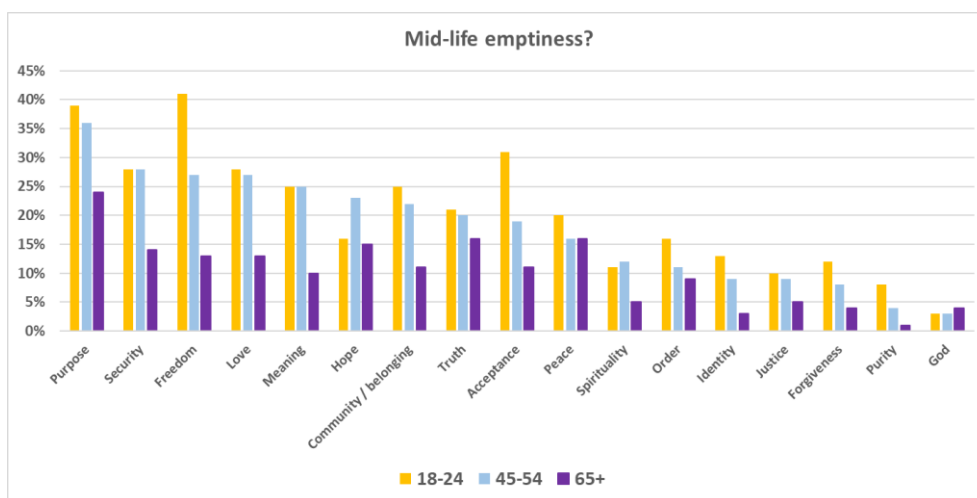


3.4. Generational differences – mid-life emptiness?

Whilst the trend is for dissatisfaction to decrease with age, there is something of a rise in the sense that something is missing for those in the 45 to 54 age group.



When the ‘something missing’ results for this generation are compared with the oldest and the youngest adults, they are seen to have more in common with 18-24-year-olds than the over 65s.



However, this mid-life group are less likely than older or (especially) younger age groups to say they would go to a church service if a friend or colleague invited them; they are less likely to claim to know someone personally who is a practising Christian; and they are significantly less likely than older or younger cohorts to say they are a practising Christian and go to church.

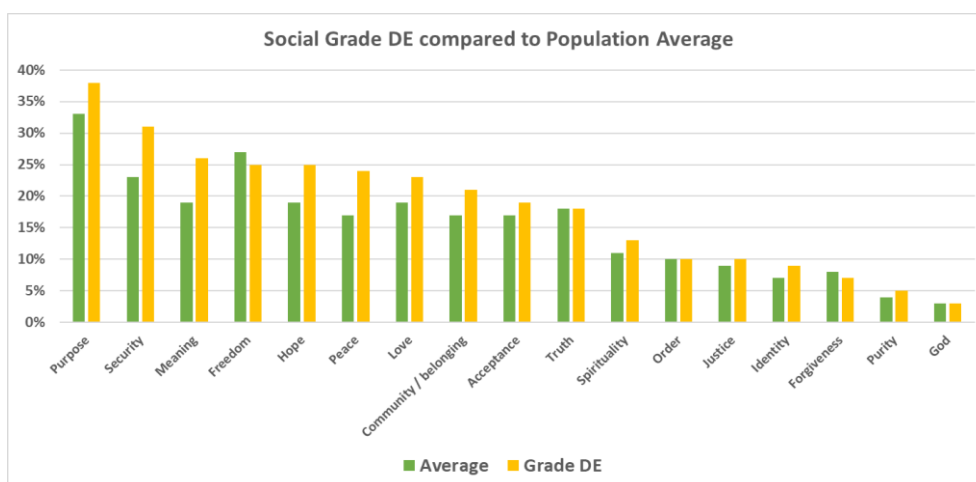


3.5. Differences between those in different social grades

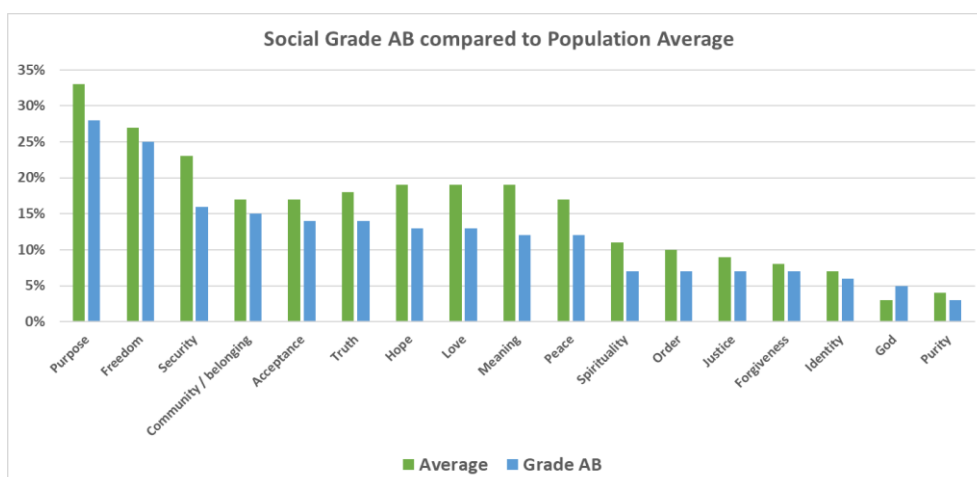
Social Grade has six possible classifications (A, B, C1, C2, D and E). Our polling data provides breakdown across social grades using a combined, four-way classification:

- AB: Higher and intermediate managerial, administrative and professional occupations
- C1: Supervisory, clerical, and junior managerial, administrative and professional occupations
- C2: Skilled manual occupations
- DE: Semi-skilled and unskilled manual occupations; unemployed and lowest grade occupations

Those in grades A and B were least likely to say that the things we asked about were missing from their lives. For all categories, a smaller proportion expressed a sense of something missing compared with the general population. The only exception was a slightly higher percentage, 5%, saying that they felt God was missing, compared with the population average of 3%.



Conversely, those in grades D and E were more likely to say that things we asked about were to some degree missing from their lives. The desire for more security, meaning, hope and peace all figured more highly for people in these social grades.





Conclusion

In line with other research, our national survey has yielded very encouraging results in terms of interest in finding out more about Jesus and about the Bible and openness to an invitation to church services. It has also given insight into the things that people would say are missing from their lives. Our hope is that this report will encourage churches and provide some guidance as they seek to bring the unchanging truth of the gospel of the Lord Jesus to people in their communities. We would encourage churches to use our survey toolkit (see introduction on page 1) to conduct their own research in their local community and compare the results to the national picture.

*To find out more about A Passion for Life
and the LIFE 26 nationwide gospel mission
visit apassionforlife.org.uk*