



## Gen Z Most Likely to Believe Revival Is Coming to America, New Data Shows

March 31, 2026

*Top reasons Americans think revival is coming include prayer, young generations turning to God, and a search for meaning and purpose*

BOULDER, Colo.--(BUSINESS WIRE)--Mar. 31, 2026-- A growing share of Americans believe a spiritual revival is coming, according to new research released today by [Barna Group](#) and [Gloo](#) as part of the [2026 State of the Church](#) initiative. In a survey conducted in February 2026, nearly 3 in 10 U.S. adults (29%) say a spiritual revival could be coming, with Gen Z the most likely of any generation to anticipate such a movement (38%). Researchers note that the belief that spiritual change is possible signals a meaningful shift in cultural posture, as many Americans move from indifference and resistance toward openness and curiosity.

"The research doesn't predict a revival. And respondents were not given a specific definition of revival, so we anticipate that people have a wide range of ideas of what that might look like," said David Kinnaman, CEO of Barna Group. "Yet, it reveals something worth paying attention to: a large number of Americans believe one is possible — and for younger adults especially, that belief is being forged in some of the most difficult circumstances of their lives."

The research identified several reasons driving the expectation for spiritual revival in America. The top reasons among revival-minded adults are spiritual in nature, including prayer (46%), young generations turning toward God (44%), a search for meaning and purpose (41%), people experiencing God (39%) and hunger for God (37%). Respondents also point to cultural disruption as a catalyst, including economic uncertainty (35%), political division (35%) and mental health challenges (32%).

The data revealed a generational divide in what causes these expectations. Gen Z respondents point to mental health challenges (42%), anxiety (35%) and job loss (29%) as revival catalysts. Conversely, Boomers are more likely to see revival coming through the external spiritual movements, citing young generations turning toward God (60%), a search for meaning and purpose (57%) and prayer (55%) as conditions for revival.

"The data shows that spiritual openness today is driven by both optimism and deep needs," said Brad Hill, Chief Partner Success Officer at Gloo. "For church leaders, this is a signal to engage with the real-life challenges driving people toward faith. Whatever shape spiritual renewal may take in our country, its lasting effect will depend on whether leaders respond with care, support and practical care."

The detailed findings of this month's release are available here. Learn more at [stateofthechurch.com](https://stateofthechurch.com).

### About the Research

This article utilizes data from two Barna studies.

In October, 2025, Barna Group interviewed 5,003 U.S. adults through an online panel. Data was collected utilizing quota sampling for representation of all U.S. adults by age, gender, race/ethnicity, region, education and income. Minimal statistical weighting has been used when necessary to maximize statistical representativeness.

In February, 2026, Barna Group interviewed 1,073 U.S. adults through a nationally representative probability based panel. Data was collected utilizing quota sampling for representation by age, gender, race/ethnicity, and education. Minimal statistical weighting has been used when necessary to maximize statistical representativeness.

### About Gloo

Gloo (Nasdaq: GLOO) is a leading technology platform serving the faith and flourishing ecosystem. Gloo helps missional organizations amplify their impact by powering their technology and expanding their reach, so that people flourish and organizations thrive. The company's values-aligned, AI platform modernizes systems, workflows and data, while its marketing and donor solutions expand reach, awareness, and long-term giving for mission-based organizations. Based in Boulder, Colorado, Gloo serves over 140,000 faith, ministry, and nonprofit leaders.

### About Barna Group

[Barna Group](#) is a leading research organization focused on the intersection of faith and culture. Since 1984, Barna has conducted more than two million interviews over the course of thousands of studies and has become a go-to source for insights about religion, leadership, vocation and generations. Barna is an independent, privately-held, nonpartisan organization based in Dallas-Fort Worth, Texas.

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