

THE
AMERICAN BELIEFS
STUDY
RELIGIOUS PREFERENCES & PRACTICES

The MinistryInsite Report 2021

Prepared for: The Presbytery of the Highlands
Study area: Highlands presbytery including titusville

Date of Report: 6/27/23
American Beliefs Study Version: 2021

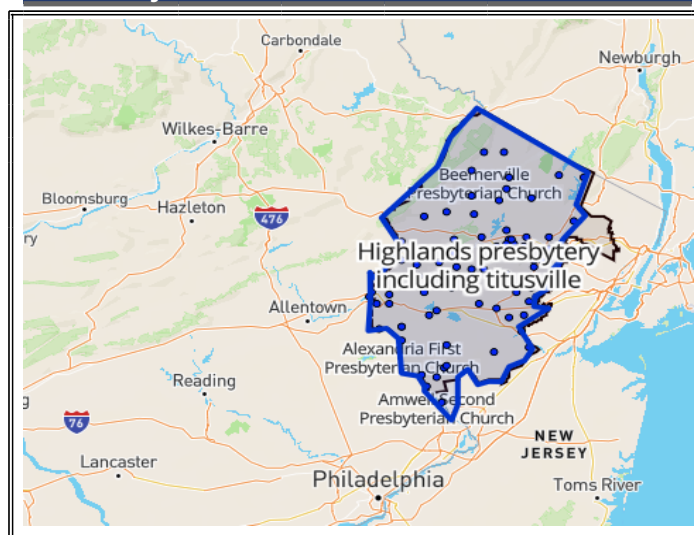
About the American Beliefs Study Reports

The American Beliefs Study provides a projection of likely religious beliefs, preferences, and practices for a defined study area. This report is based on the American Beliefs Study national survey, which MissionInsite conducts every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide current local geography projections. This report is based upon the 2021 American Beliefs Study Survey.

The 2021 American Beliefs Study Survey series contains two reports. **ReligiousInsite** provides insights into community beliefs and religious preferences. **MinistryInsite** focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more.

The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

The Study Area



Contents of the MinistryInsite Report

The **MinistryInsite** Report has five sections that provide multiple views about a single topic.

Topics	Page
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Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	12
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
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How to Read the Different Report Types

Four windows provide insight into the respondent's answers.

- Window #1:** Reveals the detailed responses across all options.
- Window #2:** Compares the study area responses to national average responses. For more details, see the last page.
- Window #3:** Compares data between this survey and previous surveys to reveal trends.
- Window #4:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

MinistryInsite Report 2021

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American Beliefs Study Region: Northeast
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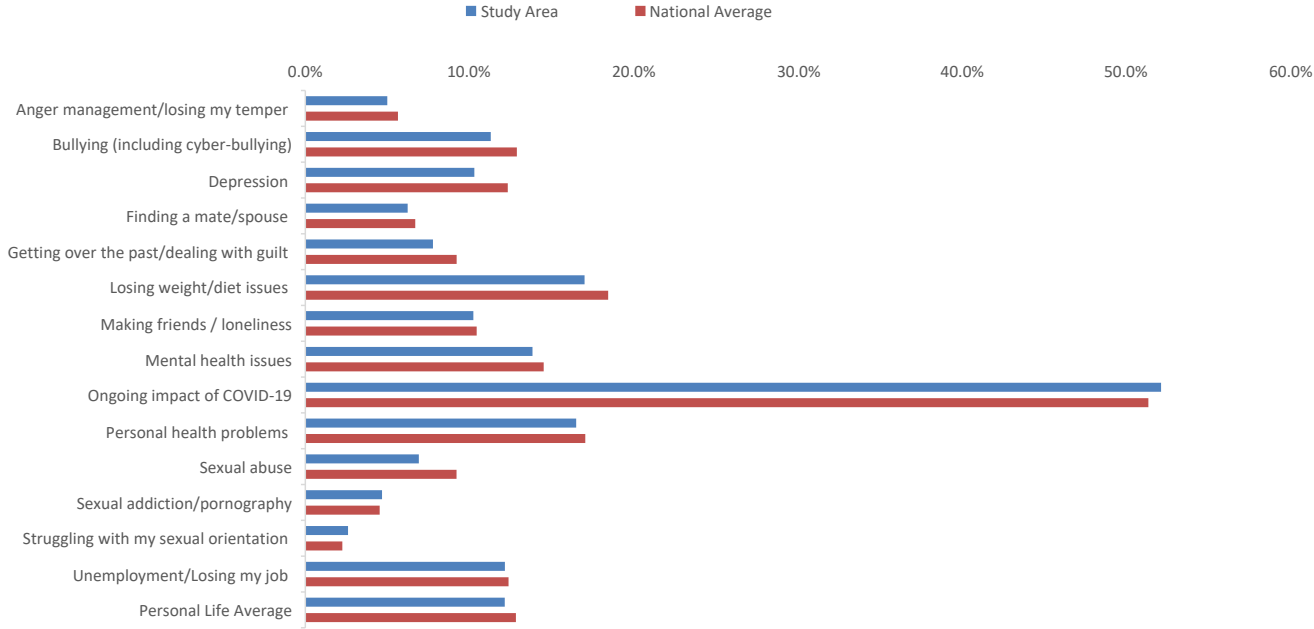
Life Concerns

These tables present your study area's projected life concerns. Life concerns are broken into categories around a thematic correspondence, and each category shows the concerns that are more likely to dominate the study area. You can compare these to the national average to gain insight into your study area's trends.

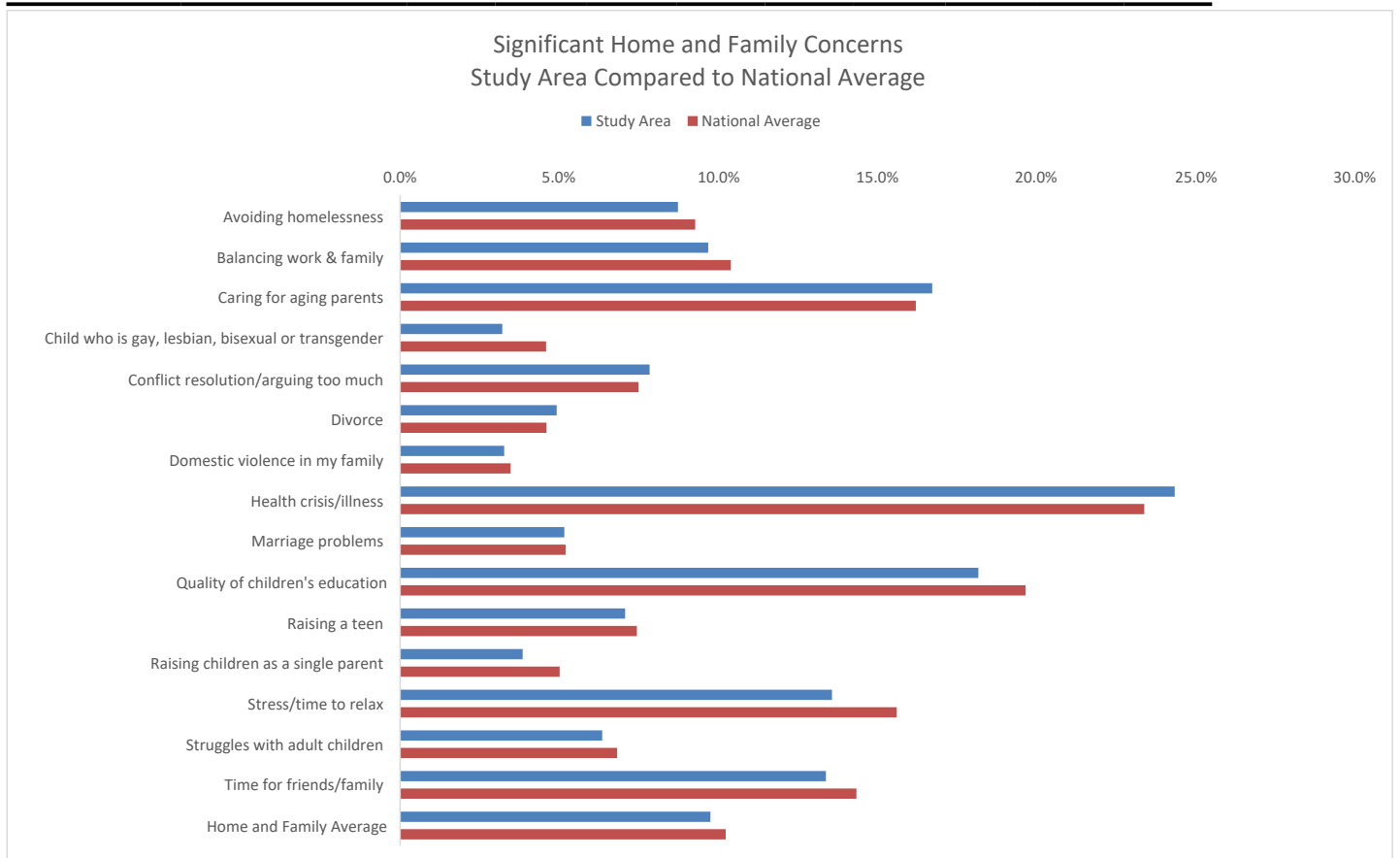
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

Concerns About Personal Health & Life							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Alcohol/drug abuse	14.3%	5.6%	15.1%	5.5%	95	102	
Anger management/losing my temper	30.0%	5.0%	30.0%	5.6%	100	88	
Bullying (including cyber-bullying)	24.4%	11.3%	26.0%	12.9%	94	88	
Depression	36.5%	10.3%	35.8%	12.3%	102	83	
Finding a mate/spouse	12.7%	6.2%	13.6%	6.7%	93	93	
Getting over the past/dealing with guilt	35.1%	7.8%	37.4%	9.2%	94	84	
Losing weight/diet issues	45.6%	17.0%	46.4%	18.4%	98	92	
Making friends / loneliness	35.5%	10.2%	38.2%	10.4%	93	98	
Mental health issues	32.7%	13.8%	33.7%	14.5%	97	95	
Ongoing impact of COVID-19	39.5%	52.1%	38.3%	51.3%	103	102	
Personal health problems	55.8%	16.5%	54.6%	17.0%	102	97	
Sexual abuse	12.7%	6.9%	13.8%	9.2%	92	75	
Sexual addiction/pornography	10.3%	4.7%	11.2%	4.5%	92	103	
Struggling with my sexual orientation	6.1%	2.6%	5.3%	2.3%	115	115	
Unemployment/Losing my job	25.3%	12.2%	23.9%	12.4%	106	98	
Personal Life Average	27.8%	12.1%	28.2%	12.8%	98	95	

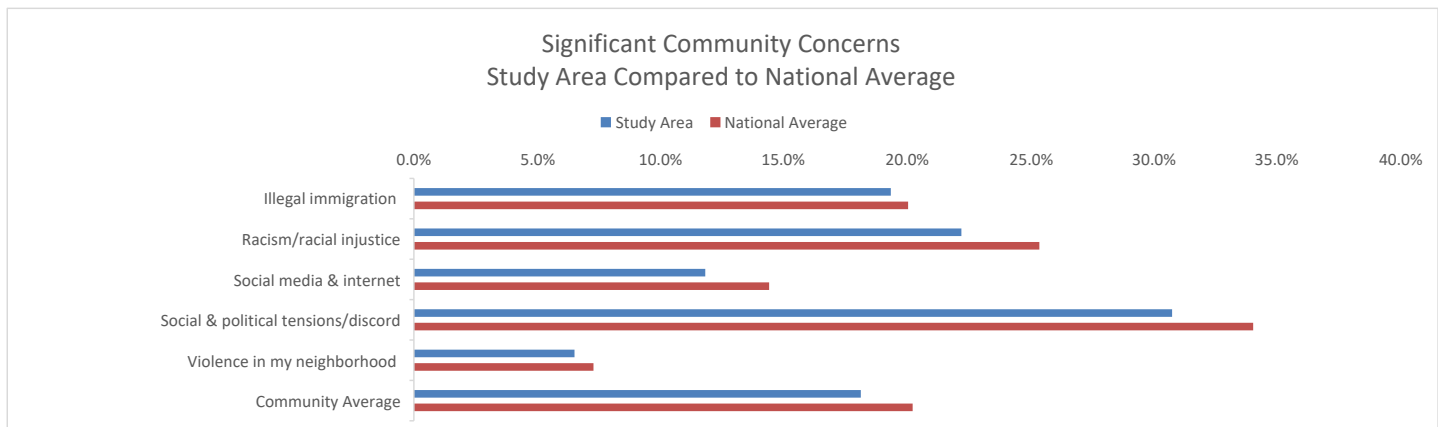
Significant Personal Health & Life Concerns
Study Area Compared to National Average



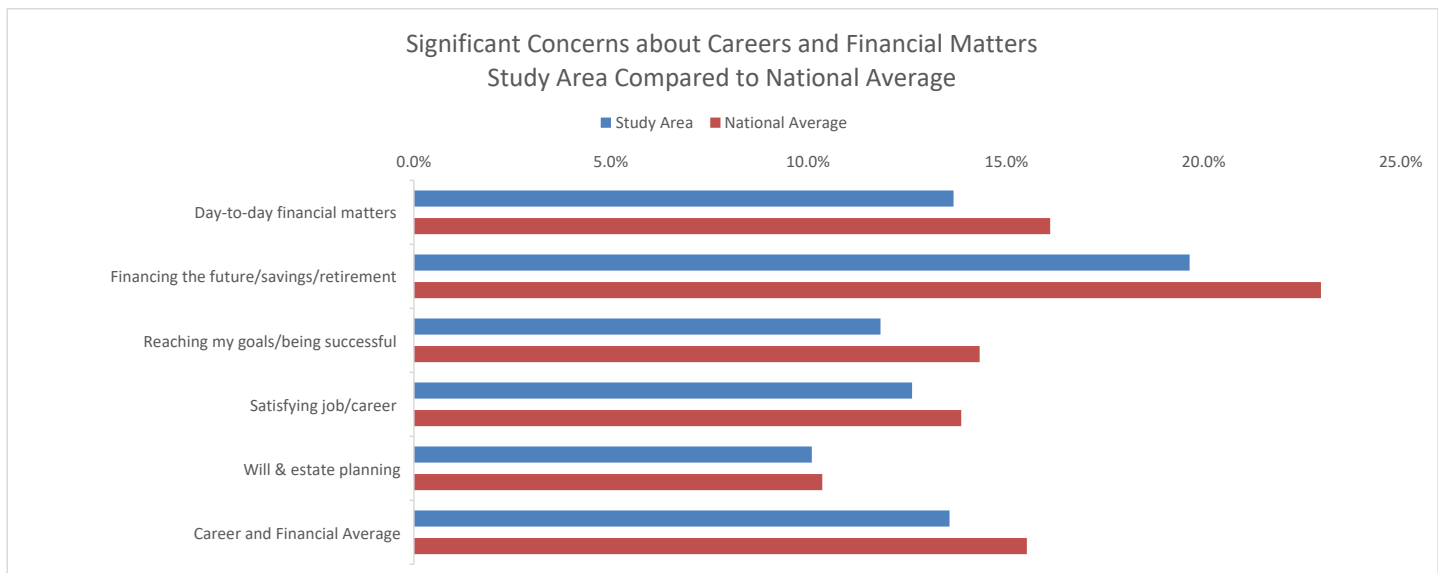
Concerns About Home and Family						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	16.5%	8.7%	19.1%	9.3%	87	94
Balancing work & family	32.8%	9.7%	30.5%	10.4%	107	93
Caring for aging parents	25.5%	16.7%	25.4%	16.2%	100	103
Child who is gay, lesbian, bisexual or transgender	10.8%	3.2%	9.7%	4.6%	112	70
Conflict resolution/arguing too much	32.0%	7.8%	31.2%	7.5%	103	105
Divorce	10.6%	4.9%	11.8%	4.6%	90	107
Domestic violence in my family	7.1%	3.3%	7.8%	3.5%	90	94
Health crisis/illness	46.9%	24.3%	48.9%	23.4%	96	104
Marriage problems	19.1%	5.2%	19.9%	5.2%	96	99
Quality of children's education	22.0%	18.2%	24.0%	19.7%	92	92
Raising a teen	14.8%	7.1%	14.1%	7.4%	105	95
Raising children as a single parent	9.9%	3.9%	9.9%	5.0%	100	77
Stress/time to relax	47.7%	13.6%	46.1%	15.6%	103	87
Struggles with adult children	24.4%	6.4%	24.5%	6.8%	100	93
Time for friends/family	49.6%	13.4%	47.6%	14.3%	104	93
Home and Family Average	24.6%	9.8%	24.7%	10.2%	100	95



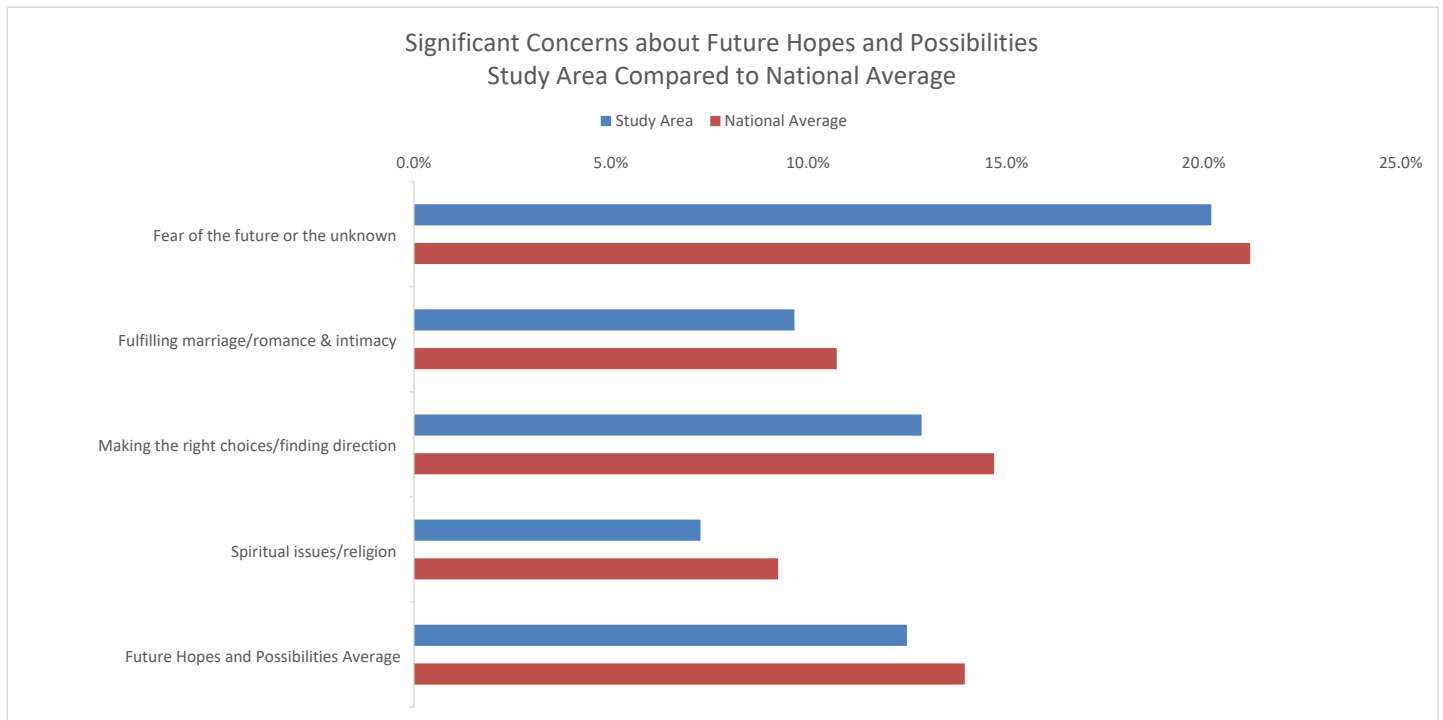
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.3%	19.3%	29.2%	20.0%	100	97
Racism/racial injustice	37.8%	22.2%	36.4%	25.3%	104	88
Social media & internet	38.6%	11.8%	38.4%	14.4%	101	82
Social & political tensions/discord	42.2%	30.7%	41.2%	34.0%	102	90
Violence in my neighborhood	26.7%	6.5%	30.7%	7.3%	87	89
Community Average	34.9%	18.1%	35.2%	20.2%	99	90



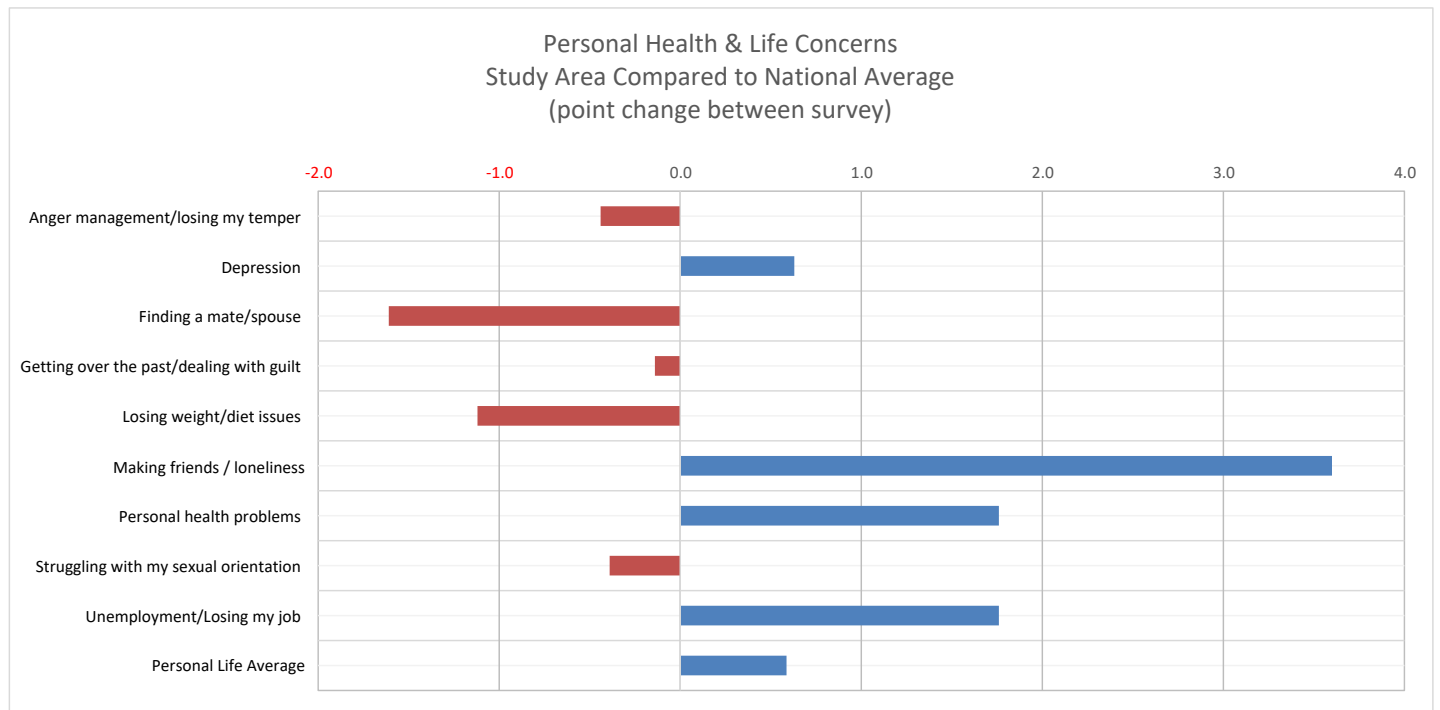
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	43.2%	13.7%	42.9%	16.1%	101	85
Financing the future/savings/retirement	47.7%	19.7%	46.8%	23.0%	102	86
Reaching my goals/being successful	42.1%	11.8%	40.3%	14.3%	105	82
Satisfying job/career	31.6%	12.6%	29.1%	13.9%	109	91
Will & estate planning	39.4%	10.1%	40.6%	10.3%	97	97
Career and Financial Average	40.8%	13.6%	39.9%	15.5%	102	87



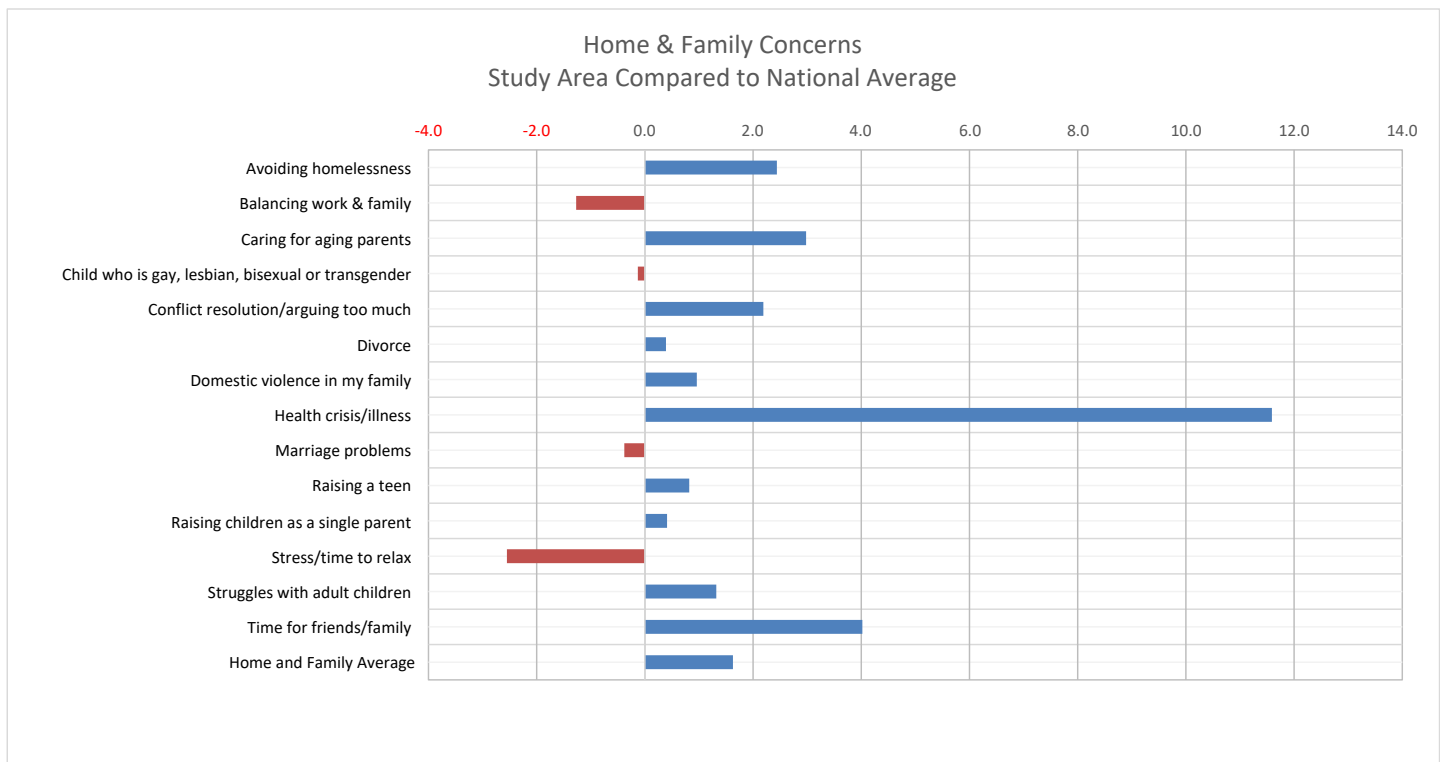
Concerns about Future Hopes and Possibilities						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	51.0%	20.2%	50.5%	21.2%	101	95
Fulfilling marriage/romance & intimacy	29.4%	9.6%	31.3%	10.7%	94	90
Making the right choices/finding direction	45.4%	12.9%	45.2%	14.7%	100	87
Spiritual issues/religion	25.5%	7.3%	27.6%	9.2%	93	79
Future Hopes and Possibilities Average	37.8%	12.5%	38.7%	14.0%	98	90



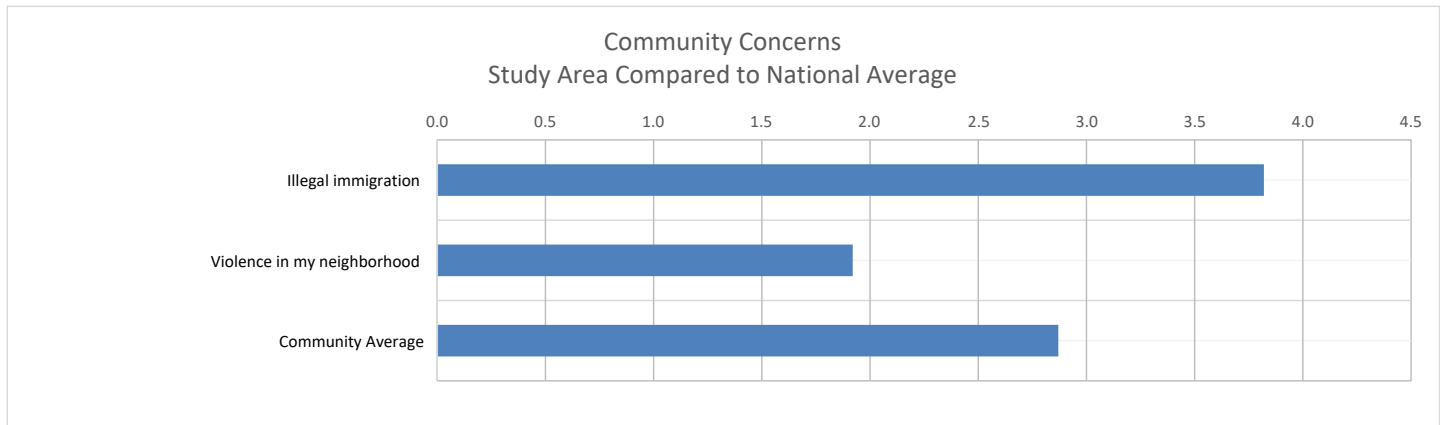
Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.8%	5.6%	1.8
Anger management/losing my temper	5.4%	5.0%	-0.4
Depression	9.7%	10.3%	0.6
Finding a mate/spouse	7.8%	6.2%	-1.6
Getting over the past/dealing with guilt	7.9%	7.8%	-0.1
Losing weight/diet issues	18.1%	17.0%	-1.1
Making friends / loneliness	6.6%	10.2%	3.6
Personal health problems	14.7%	16.5%	1.8
Struggling with my sexual orientation	3.0%	2.6%	-0.4
Unemployment/Losing my job	10.4%	12.2%	1.8
Personal Life Average	8.7%	9.3%	0.6



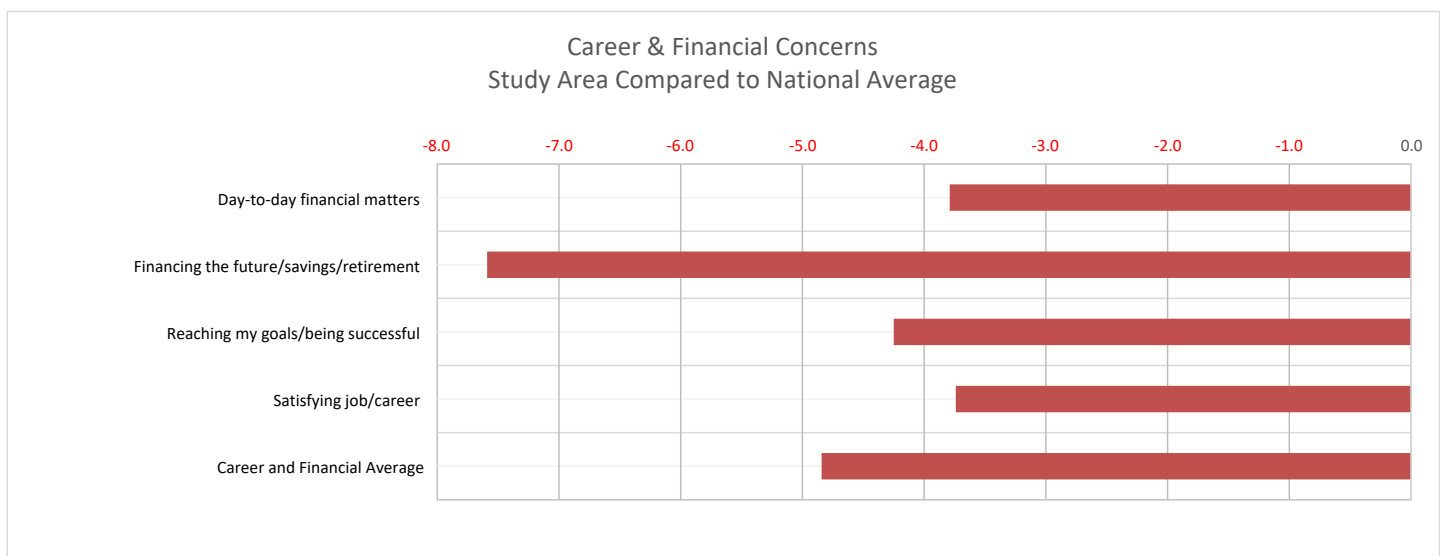
Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	6.3%	8.7%	2.4
Balancing work & family	11.0%	9.7%	-1.3
Caring for aging parents	13.7%	16.7%	3.0
Child who is gay, lesbian, bisexual or transgender	3.3%	3.2%	-0.1
Conflict resolution/arguing too much	5.7%	7.8%	2.2
Divorce	4.5%	4.9%	0.4
Domestic violence in my family	2.3%	3.3%	1.0
Health crisis/illness	12.8%	24.3%	11.6
Marriage problems	5.5%	5.2%	-0.4
Raising a teen	6.3%	7.1%	0.8
Raising children as a single parent	3.4%	3.9%	0.4
Stress/time to relax	16.1%	13.6%	-2.6
Struggles with adult children	5.0%	6.4%	1.3
Time for friends/family	9.4%	13.4%	4.0
Home and Family Average	7.5%	9.1%	1.6



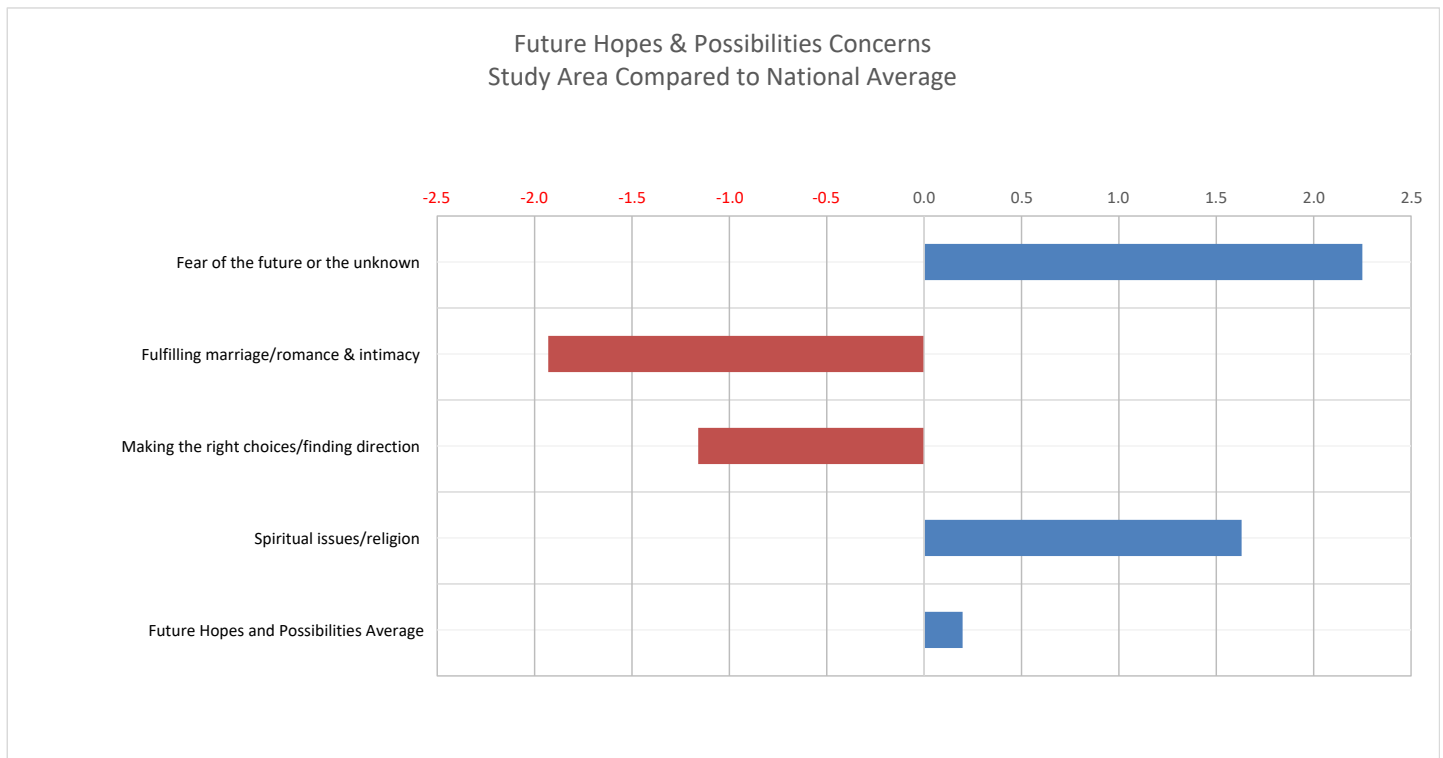
Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.5%	19.3%	3.8
Violence in my neighborhood	4.6%	6.5%	1.9
Community Average	10.1%	12.9%	2.9



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	17.5%	13.7%	-3.8
Financing the future/savings/retirement	27.2%	19.7%	-7.6
Reaching my goals/being successful	16.1%	11.8%	-4.3
Satisfying job/career	16.4%	12.6%	-3.7
Career and Financial Average	19.3%	14.4%	-4.8

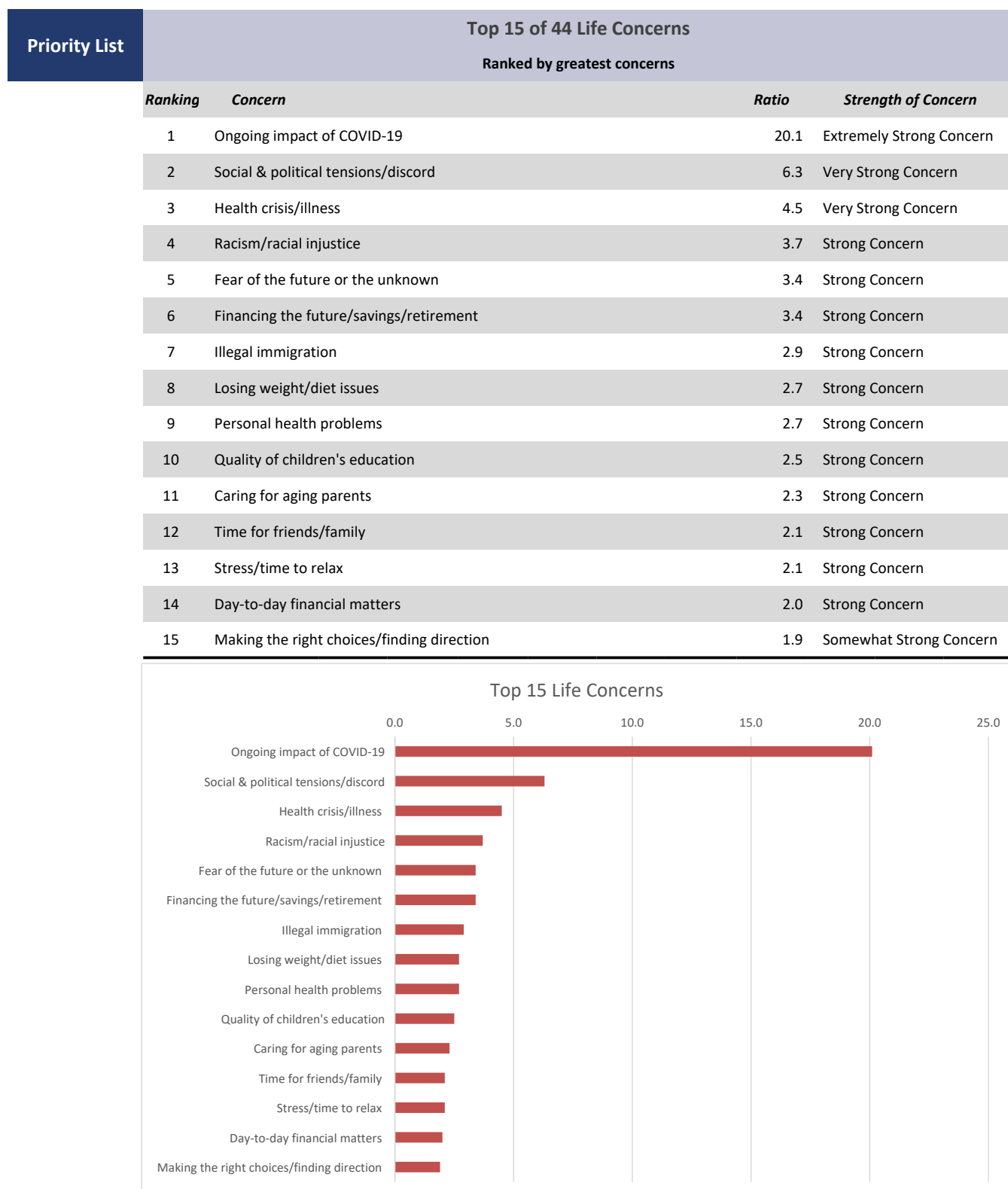


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	18.0%	20.2%	2.3
Fulfilling marriage/romance & intimacy	11.6%	9.6%	-1.9
Making the right choices/finding direction	14.0%	12.9%	-1.2
Spiritual issues/religion	5.6%	7.3%	1.6
Future Hopes and Possibilities Average	12.3%	12.5%	0.2



If congregational ministries and programs intend to provide support and service to their communities, knowing the community's concerns is important.

This report analyzes Life Concerns data and displays the 15 highest concerns for your study area. You can use this to discuss ways to engage and serve your community.



Hint: This report compares the percentage of people who had significant concern on the issue to those who had little to no concern on the issue.

Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

People have different reasons for not participating in a religious congregation or community. We look at this from two perspectives: those on the outside and those currently on the inside.

The Outside group indicated they are not currently participating in any religious community and gave reasons why they probably will not participate in a religious congregation or community. The Inside group reflects those who currently participate but have considered discontinuing their involvement.

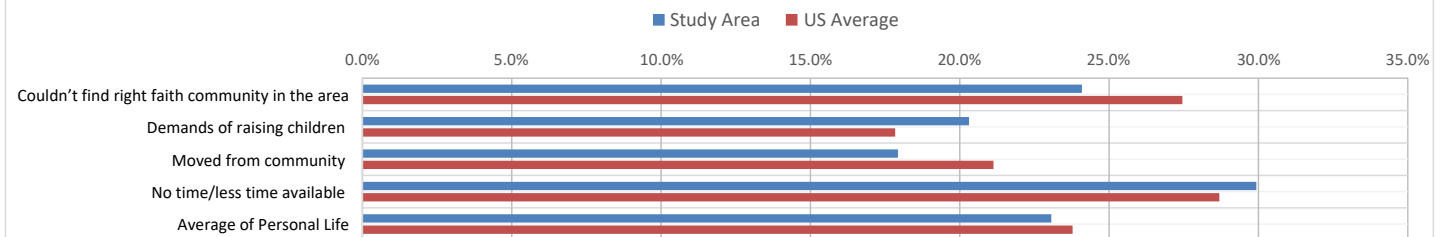
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the end of this section, the top 10 reasons for not participating in a religious congregation or community display.

From Outside: Reasons for non-participation in a religious congregation or religious community

Study Area Compared to National Average

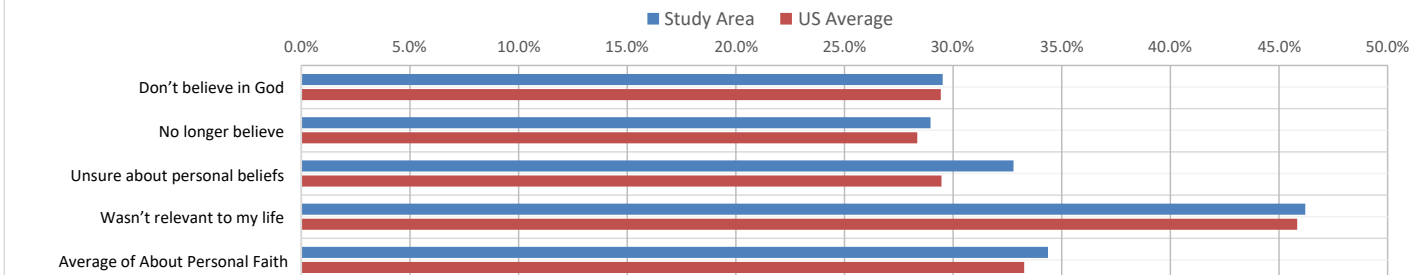
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	24.1%	27.5%	88
Demands of raising children	20.3%	17.8%	114
Moved from community	17.9%	21.1%	85
No time/less time available	29.9%	28.7%	104
Average of Personal Life	23.1%	23.8%	97

Reasons About *Personal Life* for Non-participation in a Religious Congregation Compared to National Average



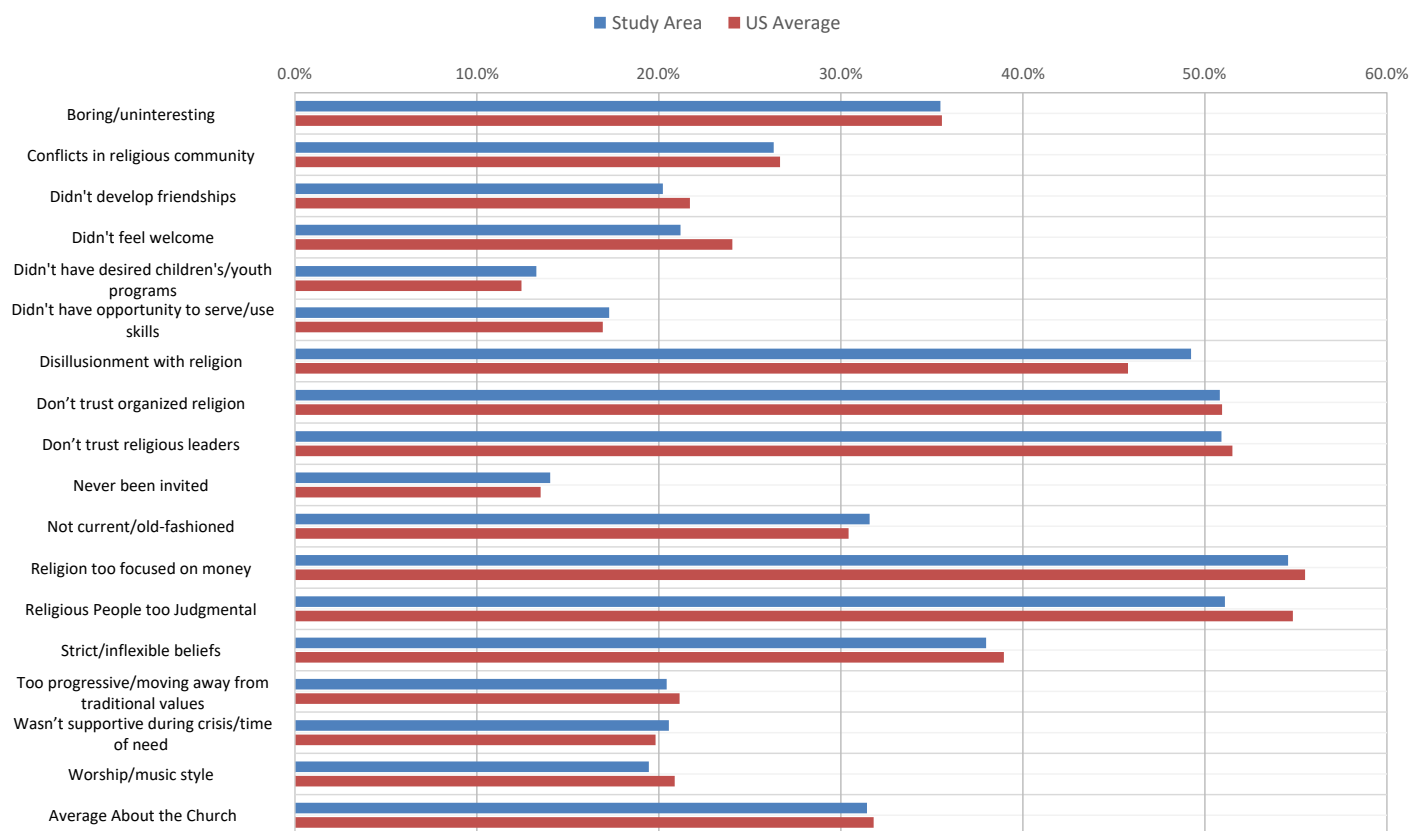
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.5%	29.4%	100
No longer believe	29.0%	28.4%	102
Unsure about personal beliefs	32.8%	29.5%	111
Wasn't relevant to my life	46.2%	45.8%	101
Average of About Personal Faith	34.4%	33.3%	103

Reasons About *Personal Faith* for Non-participation in a Religious Congregation Compared to National Average



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	35.5%	35.6%	100
Conflicts in religious community	26.3%	26.7%	99
Didn't develop friendships	20.2%	21.7%	93
Didn't feel welcome	21.2%	24.0%	88
Didn't have desired children's/youth programs	13.3%	12.5%	107
Didn't have opportunity to serve/use skills	17.3%	16.9%	102
Disillusionment with religion	49.2%	45.8%	108
Don't trust organized religion	50.8%	50.9%	100
Don't trust religious leaders	50.9%	51.5%	99
Never been invited	14.0%	13.5%	104
Not current/old-fashioned	31.6%	30.4%	104
Religion too focused on money	54.6%	55.5%	98
Religious People too Judgmental	51.1%	54.8%	93
Strict/inflexible beliefs	38.0%	39.0%	97
Too progressive/moving away from traditional values	20.4%	21.1%	97
Wasn't supportive during crisis/time of need	20.6%	19.8%	104
Worship/music style	19.5%	20.9%	93
Average About the Church	31.4%	31.8%	99

Reasons *About the Church* for Non-participation in a Religious Congregation Compared to National Average

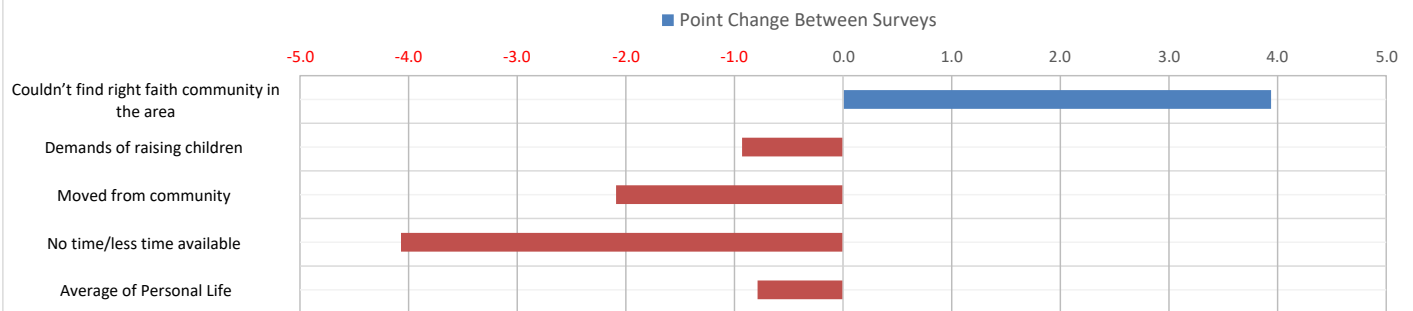


From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

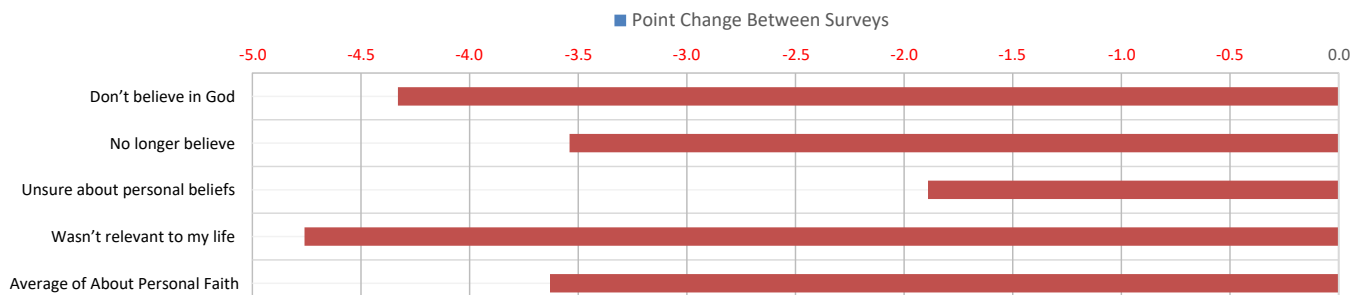
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	20.2%	24.1%	3.9
Demands of raising children	21.2%	20.3%	-0.9
Moved from community	20.0%	17.9%	-2.1
No time/less time available	34.0%	29.9%	-4.1
Average of Personal Life	23.9%	23.1%	-0.8

Reasons About *Personal Life* for Non-participation in a Religious Congregation Compared to National Average



About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	33.9%	29.5%	-4.3
No longer believe	32.5%	29.0%	-3.5
Unsure about personal beliefs	34.7%	32.8%	-1.9
Wasn't relevant to my life	51.0%	46.2%	-4.8
Average of About Personal Faith	38.0%	34.4%	-3.6

Reasons About *Personal Faith* for Non-participation in a Religious Congregation Compared to National Average



About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	41.7%	35.5%	-6.3
Conflicts in religious community	29.8%	26.3%	-3.5
Didn't feel welcome	26.5%	21.2%	-5.3
Disillusionment with religion	47.5%	49.2%	1.8
Don't trust organized religion	50.3%	50.8%	0.5
Don't trust religious leaders	49.9%	50.9%	1.0
Never been invited	15.8%	14.0%	-1.8
Not current/old-fashioned	35.7%	31.6%	-4.1
Religion too focused on money	53.7%	54.6%	0.8
Religious People too Judgmental	56.0%	51.1%	-4.9
Strict/inflexible beliefs	46.1%	38.0%	-8.1
Wasn't supportive during crisis/time of need	20.1%	20.6%	0.5
Worship/music style	23.1%	19.5%	-3.6
Average About the Church	38.2%	35.6%	-2.5

Reasons *About the Church* for Non-participation in a Religious Congregation
Compared to National Average

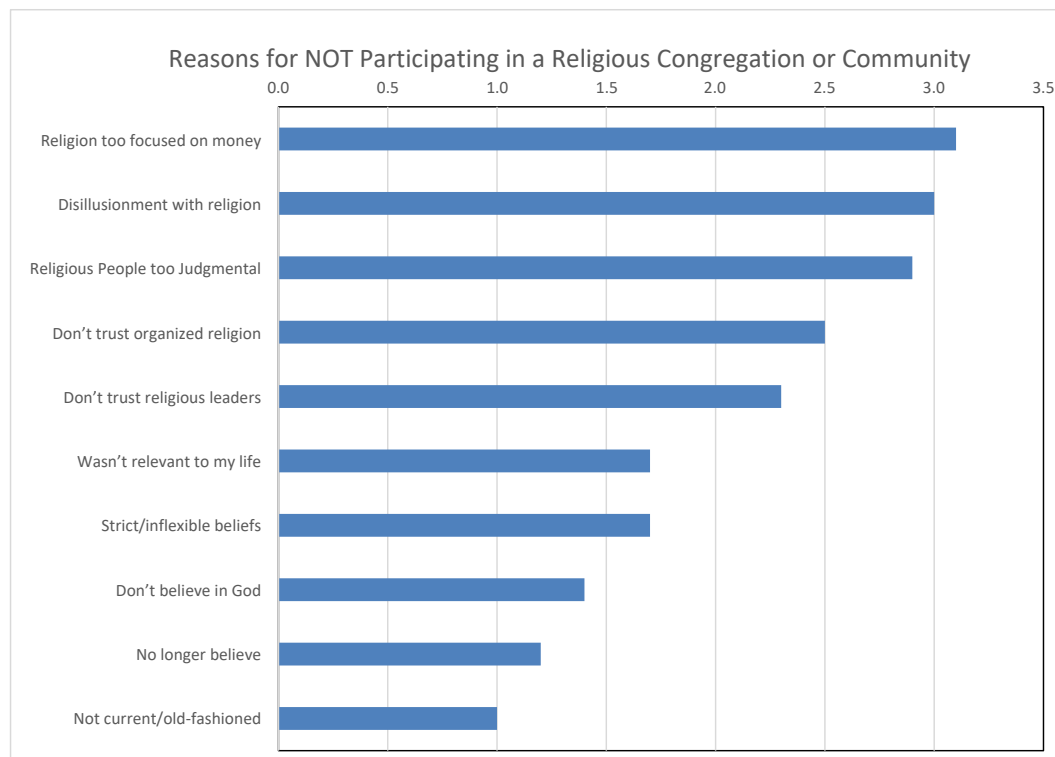
■ Point Change Between Surveys



Priority List

Top 10 of 25 Reasons for people outside a religious congregation or community for not participating

Ranking	Concern	Ratio	Strength of Reason
1	Religion too focused on money	3.1	Strong Reason
2	Disillusionment with religion	3.0	Strong Reason
3	Religious People too Judgmental	2.9	Strong Reason
4	Don't trust organized religion	2.5	Strong Reason
5	Don't trust religious leaders	2.3	Strong Reason
6	Wasn't relevant to my life	1.7	Somewhat Strong Reason
7	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
8	Don't believe in God	1.4	Somewhat Strong Reason
9	No longer believe	1.2	Moderate Reason
10	Not current/old-fashioned	1.0	Moderate Reason



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

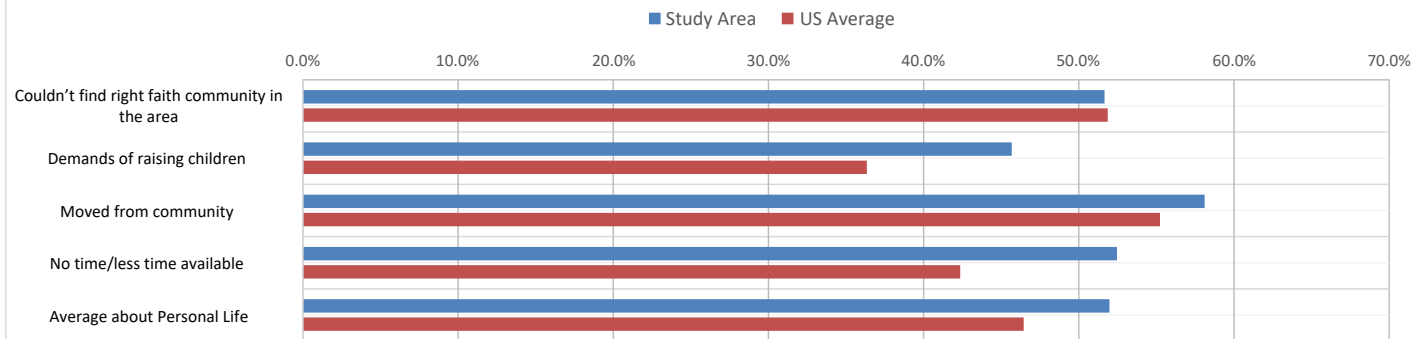
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Compared to National Average

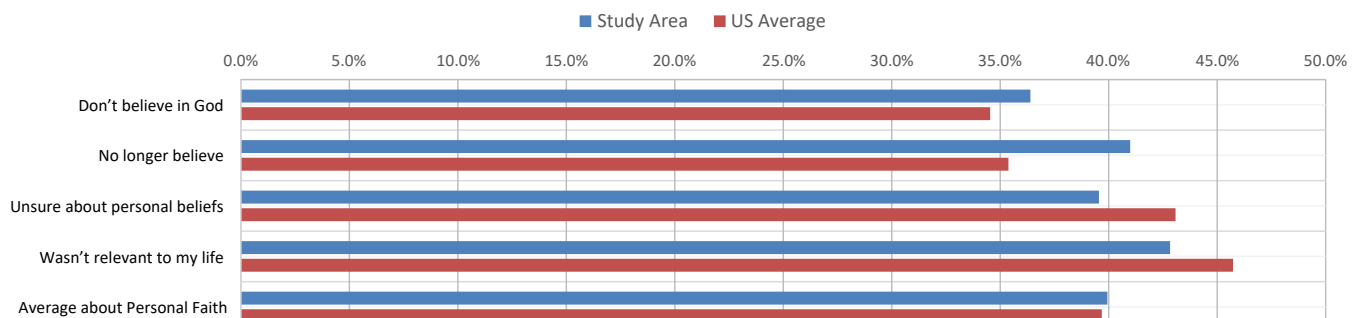
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	51.7%	51.9%	100
Demands of raising children	45.7%	36.3%	126
Moved from community	58.1%	55.2%	105
No time/less time available	52.5%	42.4%	124
Average about Personal Life	52.0%	46.5%	112

Reasons About *Personal Life* for Considering Non-participation in a Religious Congregation Compared to National Average

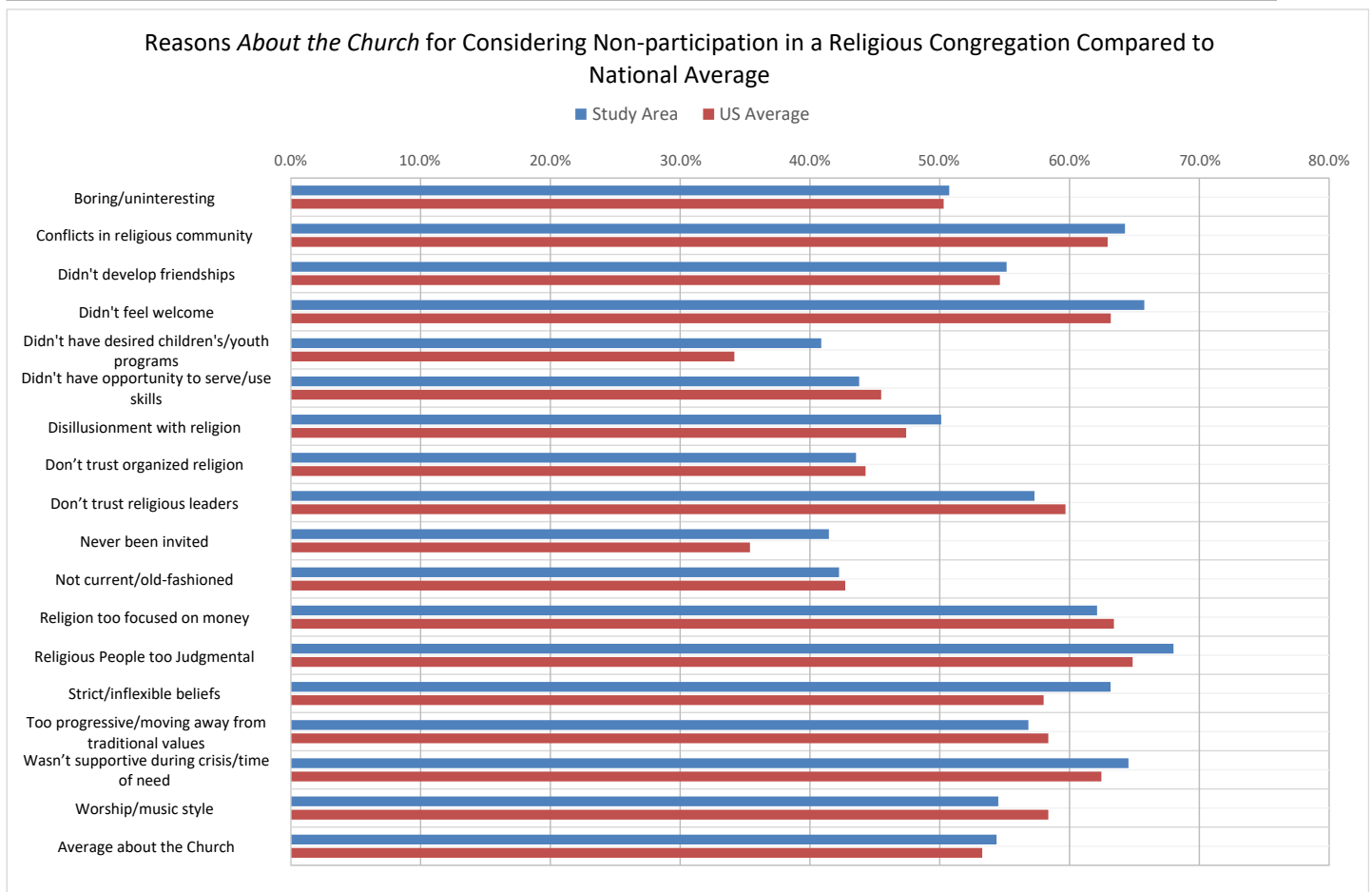


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	36.4%	34.5%	105
No longer believe	41.0%	35.4%	116
Unsure about personal beliefs	39.6%	43.1%	92
Wasn't relevant to my life	42.8%	45.7%	94
Average about Personal Faith	39.9%	39.7%	101

Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	50.7%	50.3%	101
Conflicts in religious community	64.3%	62.9%	102
Didn't develop friendships	55.2%	54.6%	101
Didn't feel welcome	65.8%	63.2%	104
Didn't have desired children's/youth programs	40.9%	34.2%	120
Didn't have opportunity to serve/use skills	43.8%	45.5%	96
Disillusionment with religion	50.1%	47.4%	106
Don't trust organized religion	43.6%	44.3%	98
Don't trust religious leaders	57.3%	59.7%	96
Never been invited	41.5%	35.4%	117
Not current/old-fashioned	42.2%	42.7%	99
Religion too focused on money	62.1%	63.4%	98
Religious People too Judgmental	68.0%	64.9%	105
Strict/inflexible beliefs	63.2%	58.0%	109
Too progressive/moving away from traditional values	56.8%	58.4%	97
Wasn't supportive during crisis/time of need	64.5%	62.5%	103
Worship/music style	54.5%	58.4%	93
Average about the Church	54.4%	53.3%	102

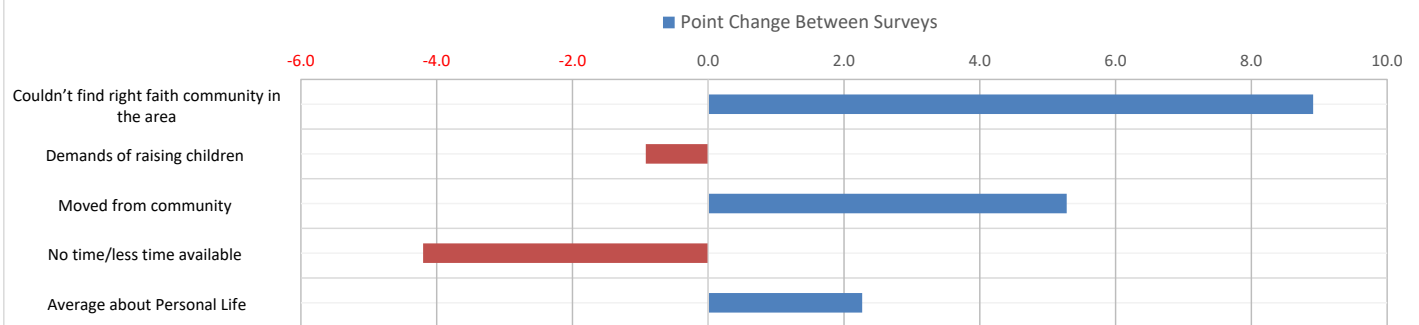


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

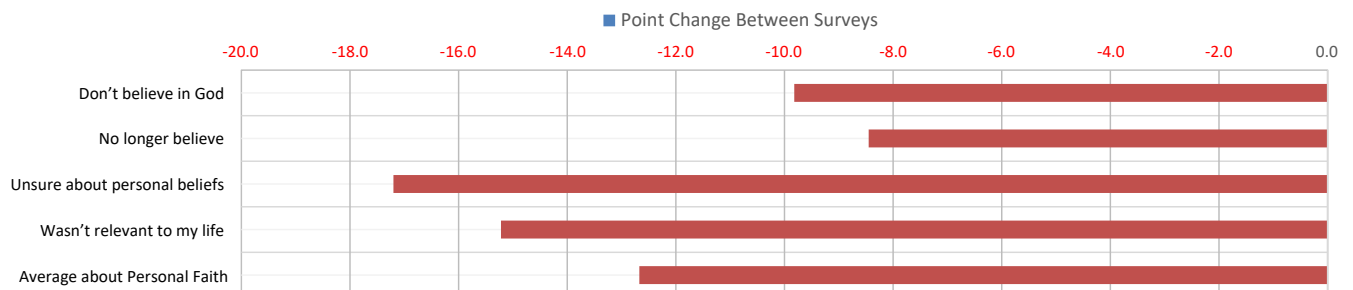
About <i>Personal Life</i>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	42.8%	51.7%	8.9
Demands of raising children	46.6%	45.7%	-0.9
Moved from community	52.8%	58.1%	5.3
No time/less time available	56.7%	52.5%	-4.2
Average about Personal Life	49.7%	52.0%	2.3

Reasons About *Personal Life* for Considering Non-participation in a Religious Congregation Compared to National Average

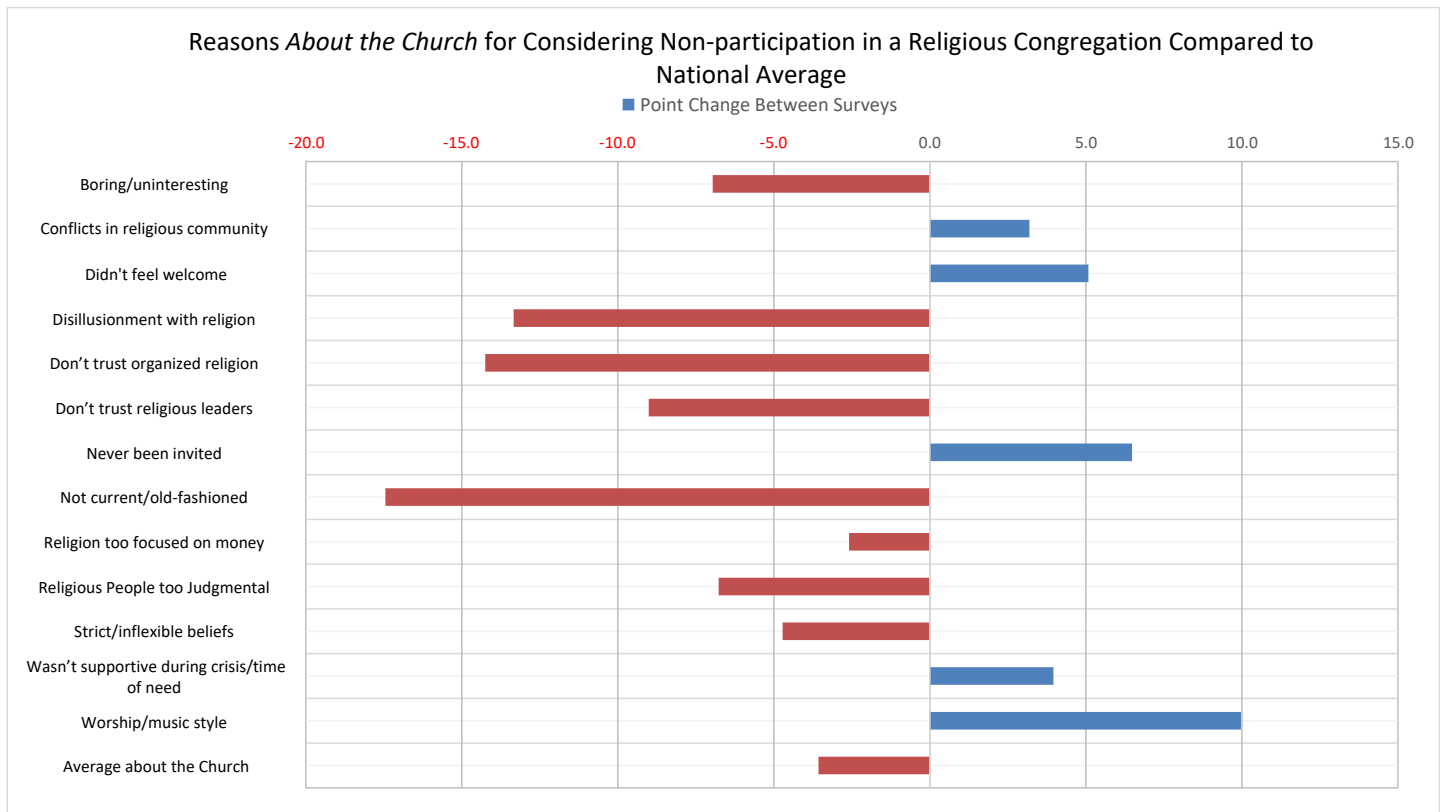


About <i>Personal Faith</i>	2017	2021	Point Change Between Surveys
Don't believe in God	46.2%	36.4%	-9.8
No longer believe	49.4%	41.0%	-8.5
Unsure about personal beliefs	56.8%	39.6%	-17.2
Wasn't relevant to my life	58.1%	42.8%	-15.2
Average about Personal Faith	52.6%	39.9%	-12.7

Reasons About *Personal Faith* for Considering Non-participation in a Religious Congregation Compared to National Average



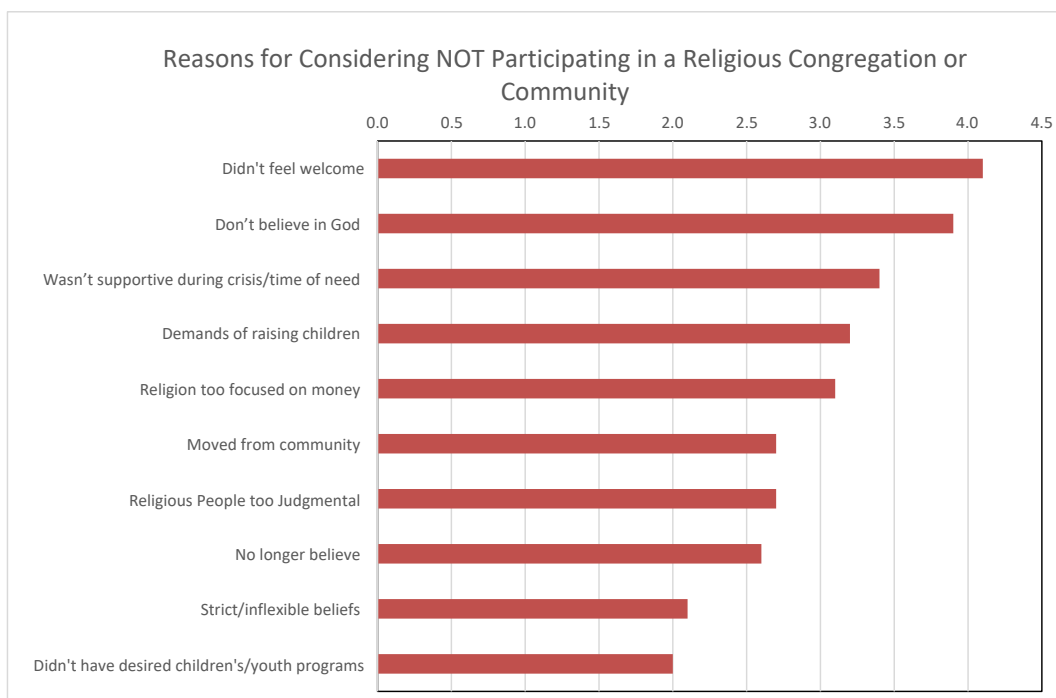
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	57.7%	50.7%	-7.0
Conflicts in religious community	61.1%	64.3%	3.2
Didn't feel welcome	60.7%	65.8%	5.1
Disillusionment with religion	63.5%	50.1%	-13.3
Don't trust organized religion	57.8%	43.6%	-14.3
Don't trust religious leaders	66.3%	57.3%	-9.0
Never been invited	35.0%	41.5%	6.5
Not current/old-fashioned	59.7%	42.2%	-17.5
Religion too focused on money	64.7%	62.1%	-2.6
Religious People too Judgmental	74.8%	68.0%	-6.8
Strict/inflexible beliefs	67.9%	63.2%	-4.7
Wasn't supportive during crisis/time of need	60.6%	64.5%	4.0
Worship/music style	44.5%	54.5%	10.0
Average about the Church	59.6%	56.0%	-3.6



Priority List

Top 10 of 25 reasons for considering NOT participating in a religious congregation or community

Ranking	Concern	Ratio	Strength
1	Didn't feel welcome	4.1	Very Strong Reason
2	Don't believe in God	3.9	Strong Reason
3	Wasn't supportive during crisis/time of need	3.4	Strong Reason
4	Demands of raising children	3.2	Strong Reason
5	Religion too focused on money	3.1	Strong Reason
6	Moved from community	2.7	Strong Reason
7	Religious People too Judgmental	2.7	Strong Reason
8	No longer believe	2.6	Strong Reason
9	Strict/inflexible beliefs	2.1	Strong Reason
10	Didn't have desired children's/youth programs	2.0	Strong Reason



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

Program or Ministry Preferences

Different communities need different programs and services. Here are the programs and services this study area considers important compared to national averages. The Important category includes responses of Somewhat Important and Very Important. Other options include Slightly Important, Not Sure, and Not Important.

Study Area Compared to National Average	Study Area			US Average		Comparative Index	
	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Personal Growth							
Addiction support groups	52.8%	32.6%	0.6	51.1%	35.3%	103	93
Health/weight loss programs	56.3%	30.8%	0.5	55.1%	32.1%	102	96
Membership and leadership training	51.5%	36.1%	0.7	45.9%	41.1%	112	88
Opportunities to develop personal relationships	26.6%	63.0%	2.4	24.5%	65.8%	109	96
Practical training seminars (money management, computer skills, etc.)	50.1%	38.0%	0.8	45.4%	42.4%	110	90
Personal Growth	47.5%	40.1%	0.8	44.4%	43.3%	107	93
Family Support and Intervention Services							
Daycare/After-School Programs	61.6%	24.6%	0.4	59.0%	26.6%	104	92
Crisis support groups	40.1%	46.8%	1.2	37.0%	50.8%	108	92
Family oriented activities	36.6%	53.2%	1.5	33.4%	56.6%	110	94
Marriage enrichment	50.7%	35.5%	0.7	45.2%	41.8%	112	85
Parenting development	57.6%	28.8%	0.5	53.2%	33.0%	108	87
Personal/family counseling	46.4%	41.8%	0.9	40.6%	47.8%	114	87
Family Support and Intervention Services	48.8%	38.4%	0.8	44.7%	42.8%	109	90
Community Involvement and Advocacy Programs							
Adult social activities	28.6%	61.3%	2.1	26.1%	64.3%	110	95
Involvement in social causes	31.6%	57.0%	1.8	30.0%	58.9%	105	97
Mission trips and global outreach	53.7%	30.9%	0.6	47.7%	38.5%	113	80
Opportunities for volunteering in the community	29.6%	59.6%	2.0	25.9%	64.1%	114	93
Social justice advocacy work	40.6%	47.2%	1.2	38.5%	48.4%	105	97
Community Involvement and Advocacy Programs	36.8%	51.2%	1.4	33.6%	54.8%	109	93

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	38.1%	51.8%	1.4	36.4%	52.7%	105	98
Holiday programs/activities	27.0%	63.1%	2.3	25.0%	65.4%	108	96
Seniors/retiree activities	30.5%	57.9%	1.9	30.6%	58.7%	100	99
Singles or college-age groups	56.9%	27.7%	0.5	53.9%	31.9%	106	87
Size of church congregation	48.5%	40.3%	0.8	41.8%	47.6%	116	85
Small groups (i.e., life groups, personal interest groups)	35.1%	53.7%	1.5	31.8%	57.4%	110	94
Youth social activities	52.2%	34.7%	0.7	47.9%	39.7%	109	88
<i>Community Activities or Cultural Programs</i>	41.2%	47.0%	1.1	38.2%	50.5%	108	93
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	49.2%	38.8%	0.8	41.5%	47.2%	119	82
Celebration of sacraments	35.9%	51.1%	1.4	32.8%	53.5%	109	95
Contemporary worship experiences	38.6%	47.0%	1.2	35.9%	51.3%	107	92
Online or virtual worship experiences	46.1%	40.4%	0.9	40.0%	47.9%	115	84
Quality sermons	25.0%	64.6%	2.6	20.7%	69.6%	121	93
Religious education for children	46.0%	40.1%	0.9	42.8%	44.6%	108	90
Spiritual discussion groups	43.5%	43.5%	1.0	38.1%	50.1%	114	87
Traditional worship experiences	29.1%	60.7%	2.1	26.7%	63.4%	109	96
Warm and friendly encounters	13.6%	77.9%	5.7	12.3%	79.9%	110	97
<i>Religious/Spiritual Programs</i>	36.3%	51.6%	1.4	32.3%	56.4%	112	91

You can interpret program and ministry data in three ways.

First, look at how the study area compares to the national average. This indicates if your area needs this program..

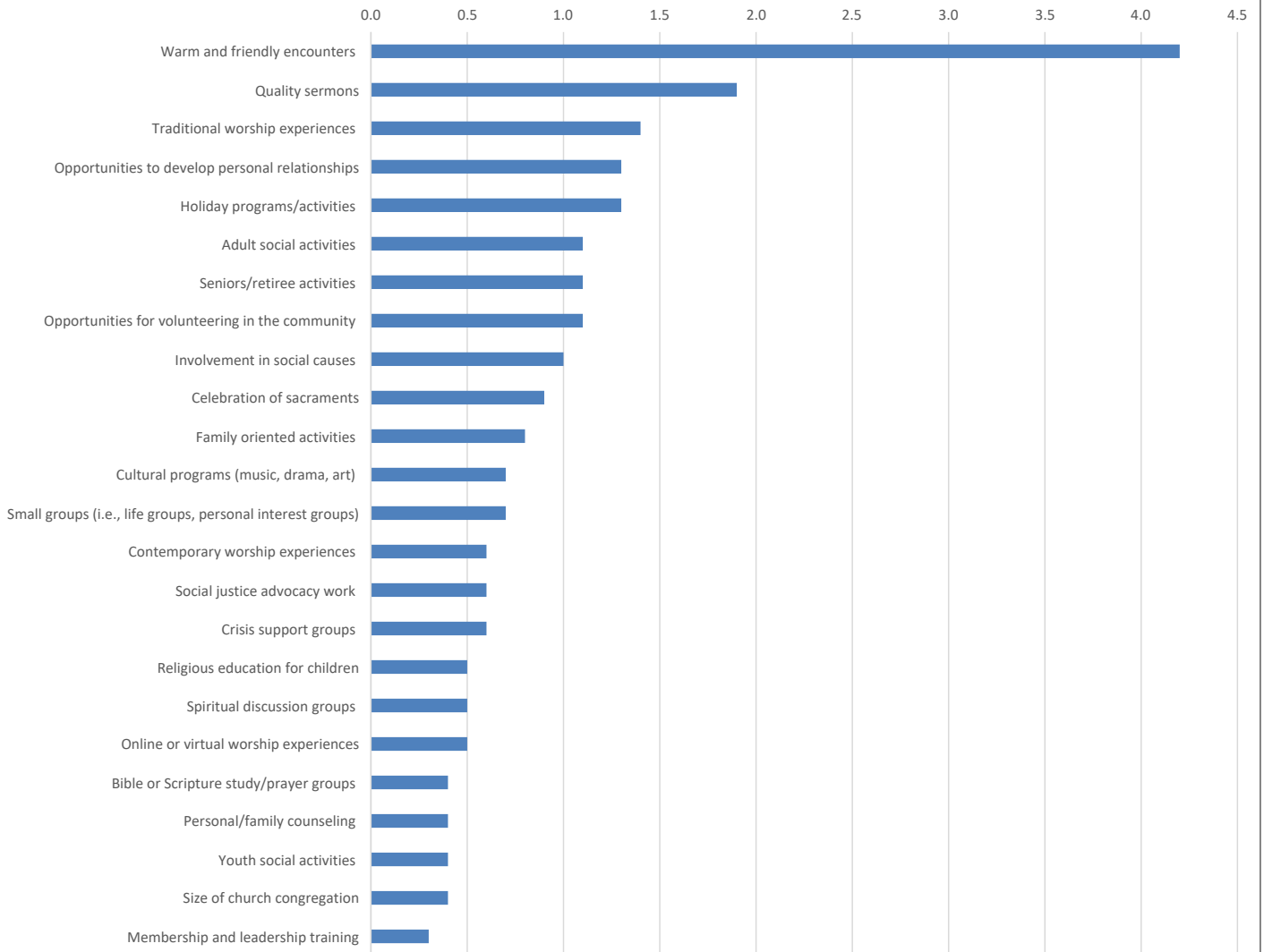
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

This table displays how program preferences for this study area rank according to their ratio.

Priority List	Ministry or Program Recommendations Based Upon This Study Area			
	Preferences are ranked by ratio of important to not important			
	Ranking	Program	Ratio	Strength of Preference
	1	Warm and friendly encounters	4.2	Very Strong Preference
	2	Quality sermons	1.9	Somewhat Strong Preference
	3	Traditional worship experiences	1.4	Somewhat Strong Preference
	4	Opportunities to develop personal relationships	1.3	Somewhat Strong Preference
	5	Holiday programs/activities	1.3	Somewhat Strong Preference
	6	Adult social activities	1.1	Moderate Preference
	7	Seniors/retiree activities	1.1	Moderate Preference
	8	Opportunities for volunteering in the community	1.1	Moderate Preference
	9	Involvement in social causes	1.0	Moderate Preference
	10	Celebration of sacraments	0.9	Moderate Preference
	11	Family oriented activities	0.8	Somewhat Minimal Preference
	12	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	13	Small groups (i.e., life groups, personal interest groups)	0.7	Somewhat Minimal Preference
	14	Contemporary worship experiences	0.6	Somewhat Minimal Preference
	15	Social justice advocacy work	0.6	Somewhat Minimal Preference
	16	Crisis support groups	0.6	Somewhat Minimal Preference
	17	Religious education for children	0.5	Minimal Preference
	18	Spiritual discussion groups	0.5	Minimal Preference
	19	Online or virtual worship experiences	0.5	Minimal Preference
	20	Bible or Scripture study/prayer groups	0.4	Minimal Preference
	21	Personal/family counseling	0.4	Minimal Preference
	22	Youth social activities	0.4	Minimal Preference
	23	Size of church congregation	0.4	Minimal Preference
	24	Membership and leadership training	0.3	Very Minimal Preference

Program Preferences Ranked by Ratio



Hint: This report compares the percentage of people to whom the reasons were at least somewhat important with those to whom they were not important. Those who were "Not Sure" are not included.

Information Sources and Social Media Preferences

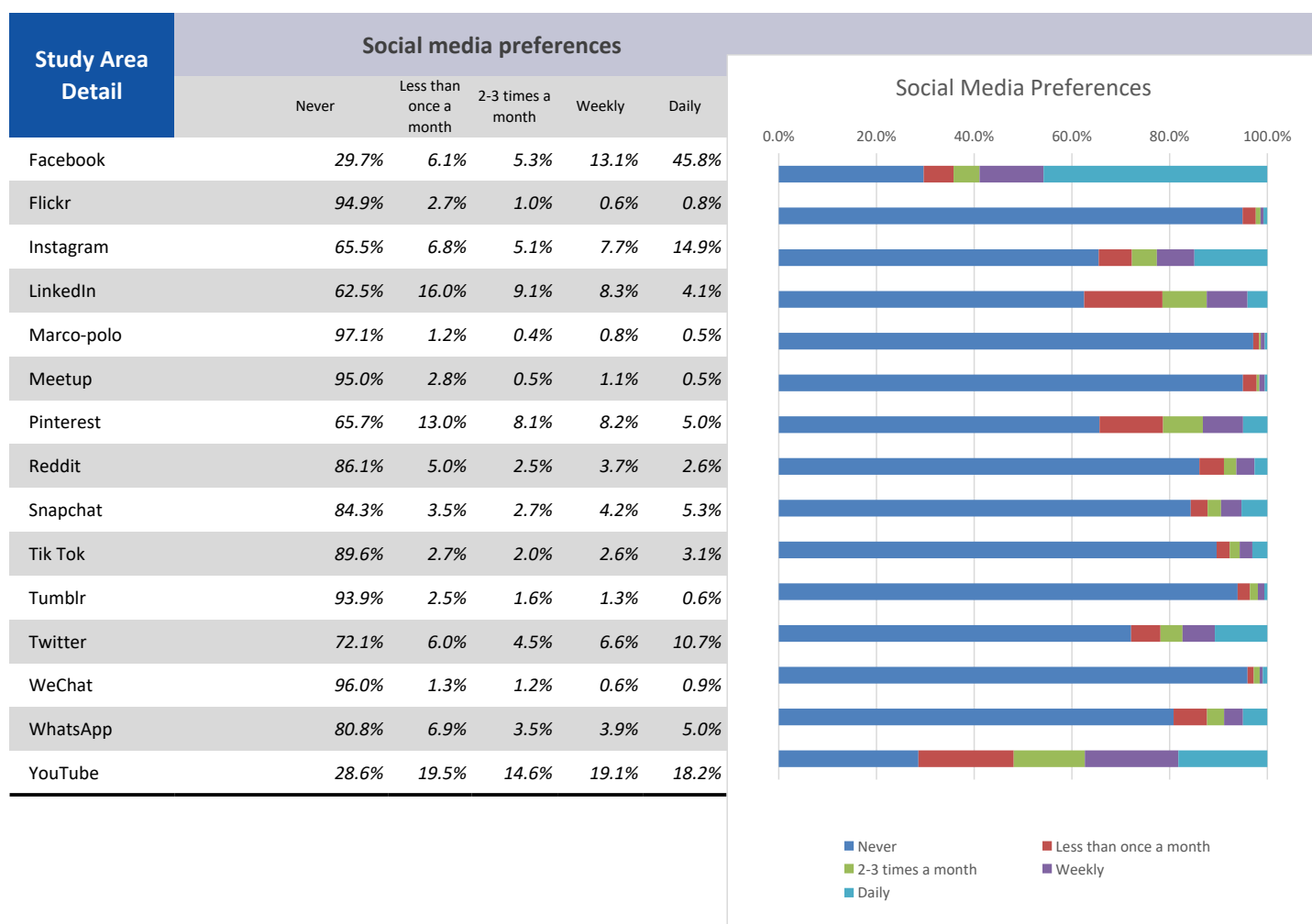
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

To help people sort through this mass of media options, the study asked respondents to indicate their preferences in a series of "forced pairs". The data reveals which sources of information this area prefers, so you can identify the best channels for reaching the intended audience.

Study Area Detail	Media Preferences: Forced Pairs				
Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	18.0%	81.9%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)
Cable News (e.g. CNN, Fox News)	1	39.3%	60.7%	5	Network News (ABC, NBC, CBS)
CNN Online News	3	57.6%	42.4%	3	Yahoo News
CNN Online News	3	56.8%	43.2%	1	Fox News
Facebook	6	19.1%	80.8%	1	Cable News (e.g. CNN, Fox News)
Facebook	6	68.7%	31.3%	6	Twitter
Fox News	1	56.8%	43.2%	6	Facebook
Fox News	1	30.0%	70.0%	2	Television News (Network OR Cable)
Huffington Post	3	49.4%	50.6%	1	Fox News
Huffington Post	3	44.7%	55.3%	3	Yahoo News
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.4%	67.6%	2	Television News (Network OR Cable)
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.6%	50.4%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)
Twitter	6	11.6%	88.4%	2	Television News (Network OR Cable)
USA Today	4	29.4%	70.6%	1	Cable News (e.g. CNN, Fox News)
USA Today	4	22.7%	77.3%	2	Television News (Network OR Cable)
Yahoo News	3	41.6%	58.4%	1	CNN Television News

Key to Media Types	
1	Cable News
2	Television News (Network or Cable)
3	Online News
4	Major Newspapers
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media

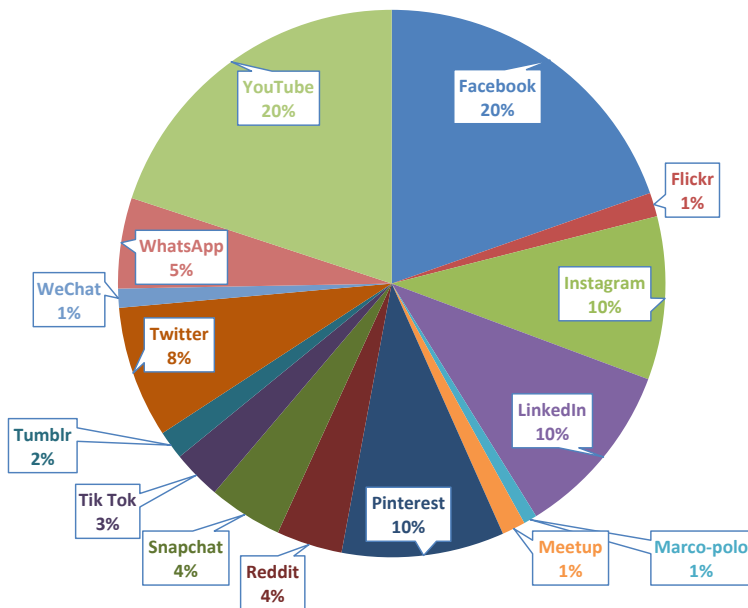
Rank Order	Weighted Ranking
1	Television News (Network or Cable)
2	Cable News
3	Major Newspapers
4	Online News
5	Major Network News Only (ABC, NBC, CBS)
6	Social Media



Priority List

Category of Media by Popular Use & Ranked Order

SOCIAL MEDIA



Supporting Information

Interpreting the Report

The American Beliefs Study reports help you interpret data at a glance.

Comparative Indexes: All variables have a column called Comparative Index, which compares your study area with a larger area. For this report, all comparisons are with the national averages for the data item.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Color Coding: The Comparative Indexes columns are color coded so you can easily spot changes and the direction of change.

Index: Above Ave Ave Below Ave.

Support

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