

The MinistryInsite Report 2021

Prepared for: The Presbytery of the Highlands
Study area: Geography: Counties - Somerset County (NJ)

Date of Report: 7/17/23
American Beliefs Study Version: 2021

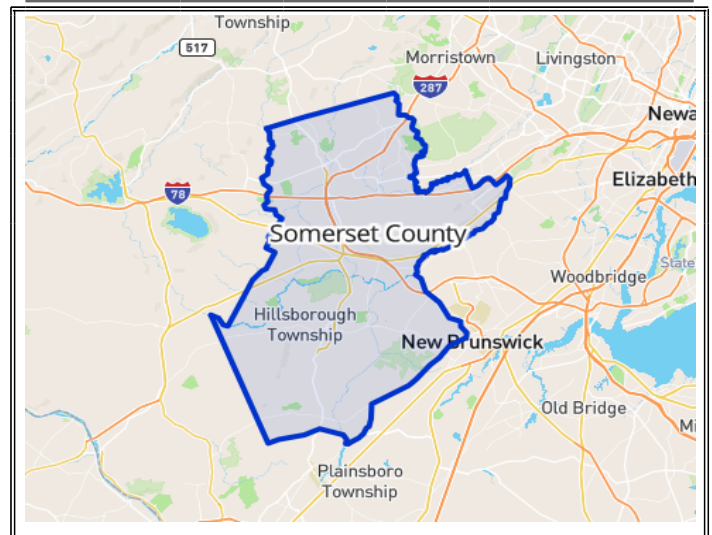
About the American Beliefs Study Reports

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.

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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.

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Study Area: Geography: Counties - Somerset County (NJ)
American Beliefs Study Region: Northeast
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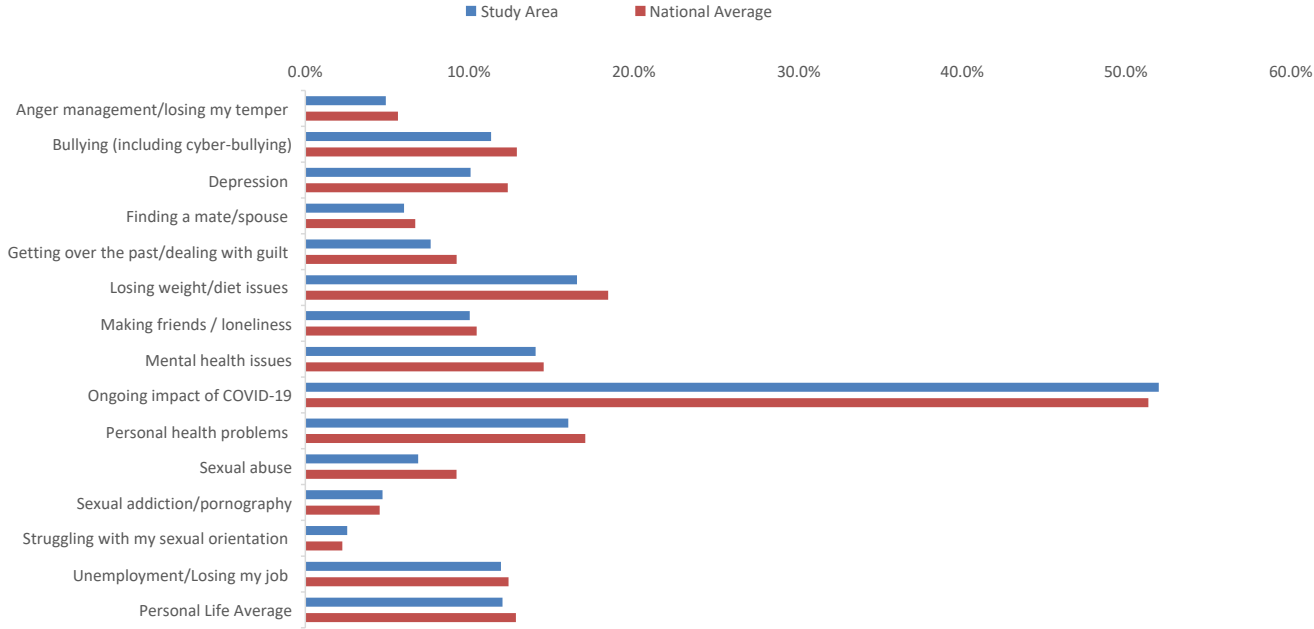
Life Concerns

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.

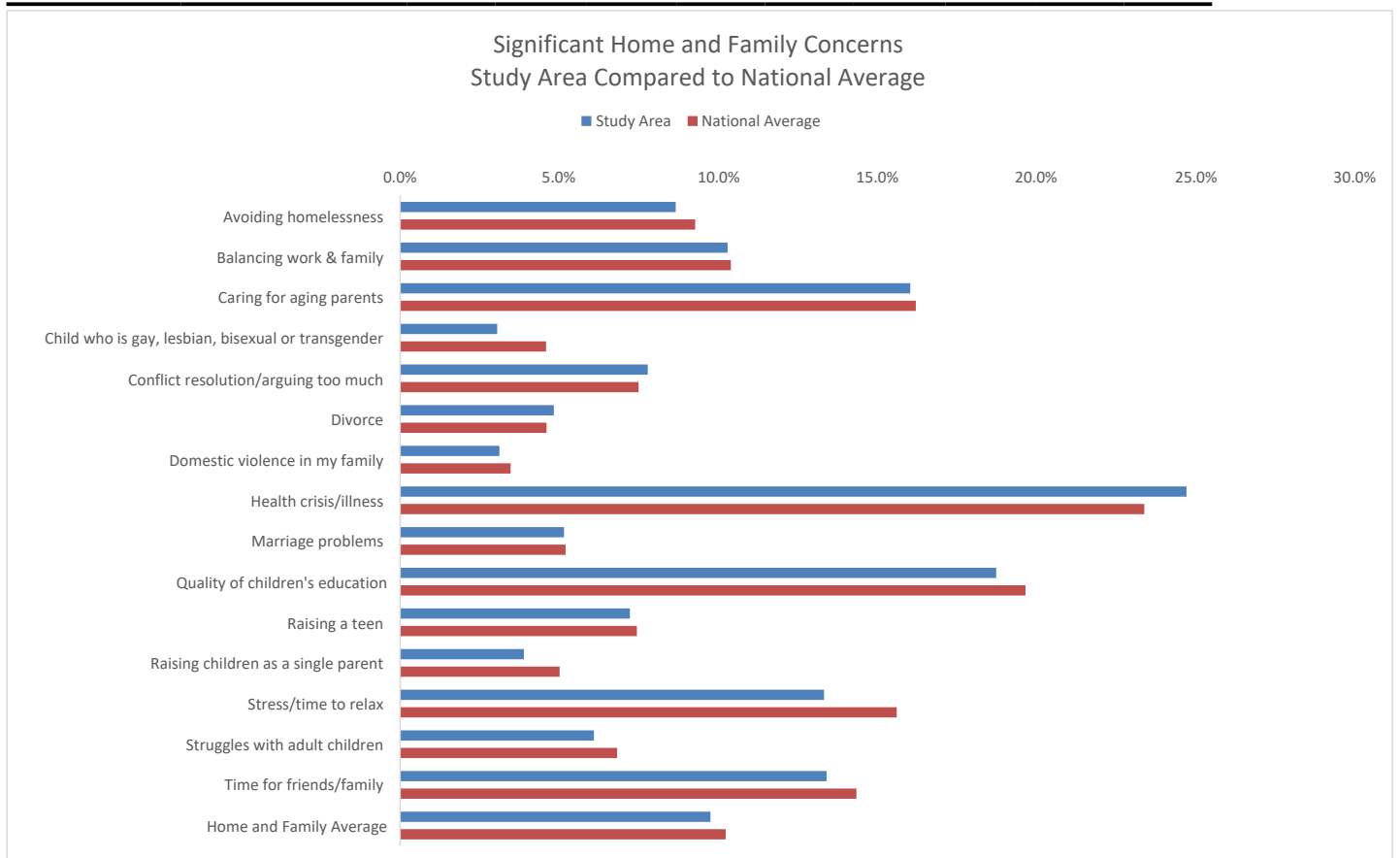
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

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	13.6%	5.6%	15.1%	5.5%	90	103	
Anger management/losing my temper	30.3%	4.9%	30.0%	5.6%	101	87	
Bullying (including cyber-bullying)	24.5%	11.3%	26.0%	12.9%	94	88	
Depression	35.8%	10.1%	35.8%	12.3%	100	82	
Finding a mate/spouse	12.4%	6.0%	13.6%	6.7%	91	90	
Getting over the past/dealing with guilt	34.7%	7.6%	37.4%	9.2%	93	83	
Losing weight/diet issues	46.1%	16.5%	46.4%	18.4%	99	90	
Making friends / loneliness	35.2%	10.0%	38.2%	10.4%	92	96	
Mental health issues	31.9%	14.0%	33.7%	14.5%	95	97	
Ongoing impact of COVID-19	39.6%	52.0%	38.3%	51.3%	103	101	
Personal health problems	55.9%	16.0%	54.6%	17.0%	102	94	
Sexual abuse	12.5%	6.9%	13.8%	9.2%	90	75	
Sexual addiction/pornography	10.2%	4.7%	11.2%	4.5%	91	104	
Struggling with my sexual orientation	5.9%	2.6%	5.3%	2.3%	112	113	
Unemployment/Losing my job	25.1%	11.9%	23.9%	12.4%	105	96	
Personal Life Average	27.6%	12.0%	28.2%	12.8%	98	94	

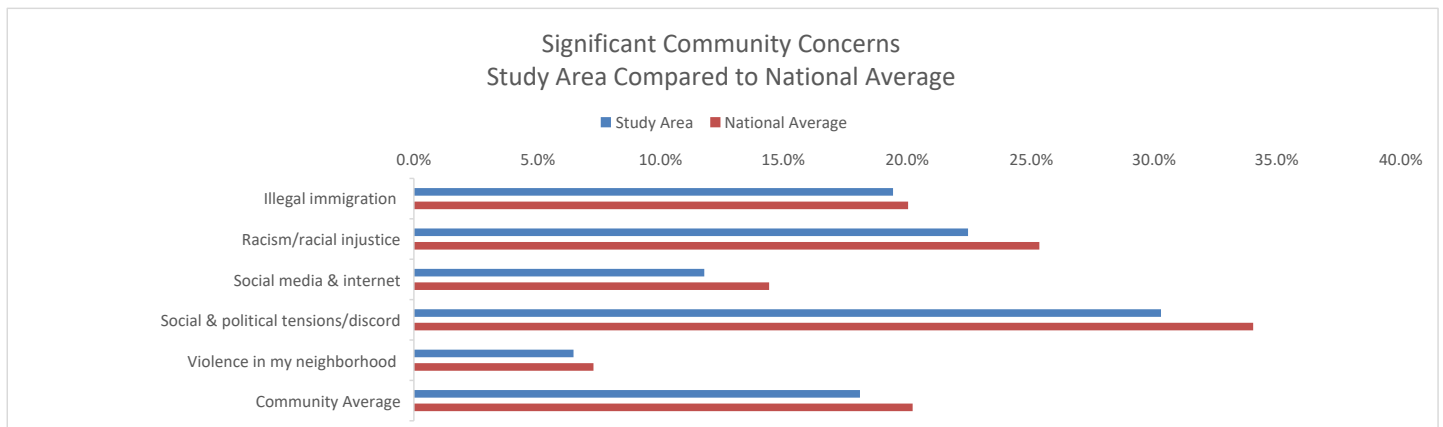
Significant Personal Health & Life Concerns
Study Area Compared to National Average



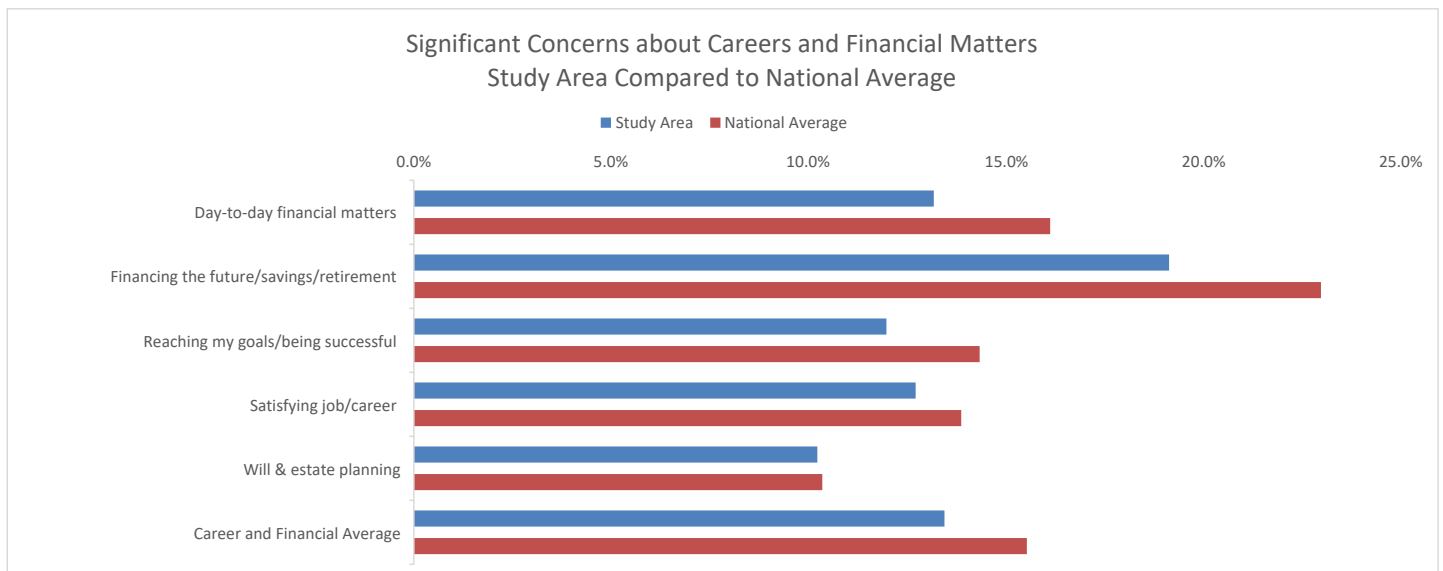
Concerns About Home and Family						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	16.1%	8.7%	19.1%	9.3%	85	93
Balancing work & family	32.2%	10.3%	30.5%	10.4%	106	99
Caring for aging parents	25.8%	16.0%	25.4%	16.2%	102	99
Child who is gay, lesbian, bisexual or transgender	11.0%	3.1%	9.7%	4.6%	114	67
Conflict resolution/arguing too much	31.7%	7.8%	31.2%	7.5%	102	104
Divorce	10.6%	4.8%	11.8%	4.6%	90	105
Domestic violence in my family	7.1%	3.1%	7.8%	3.5%	91	90
Health crisis/illness	46.1%	24.7%	48.9%	23.4%	94	106
Marriage problems	19.3%	5.2%	19.9%	5.2%	97	99
Quality of children's education	21.2%	18.7%	24.0%	19.7%	88	95
Raising a teen	14.6%	7.2%	14.1%	7.4%	104	97
Raising children as a single parent	9.9%	3.9%	9.9%	5.0%	100	78
Stress/time to relax	47.6%	13.3%	46.1%	15.6%	103	85
Struggles with adult children	23.9%	6.1%	24.5%	6.8%	98	89
Time for friends/family	49.1%	13.4%	47.6%	14.3%	103	93
Home and Family Average	24.4%	9.8%	24.7%	10.2%	99	95



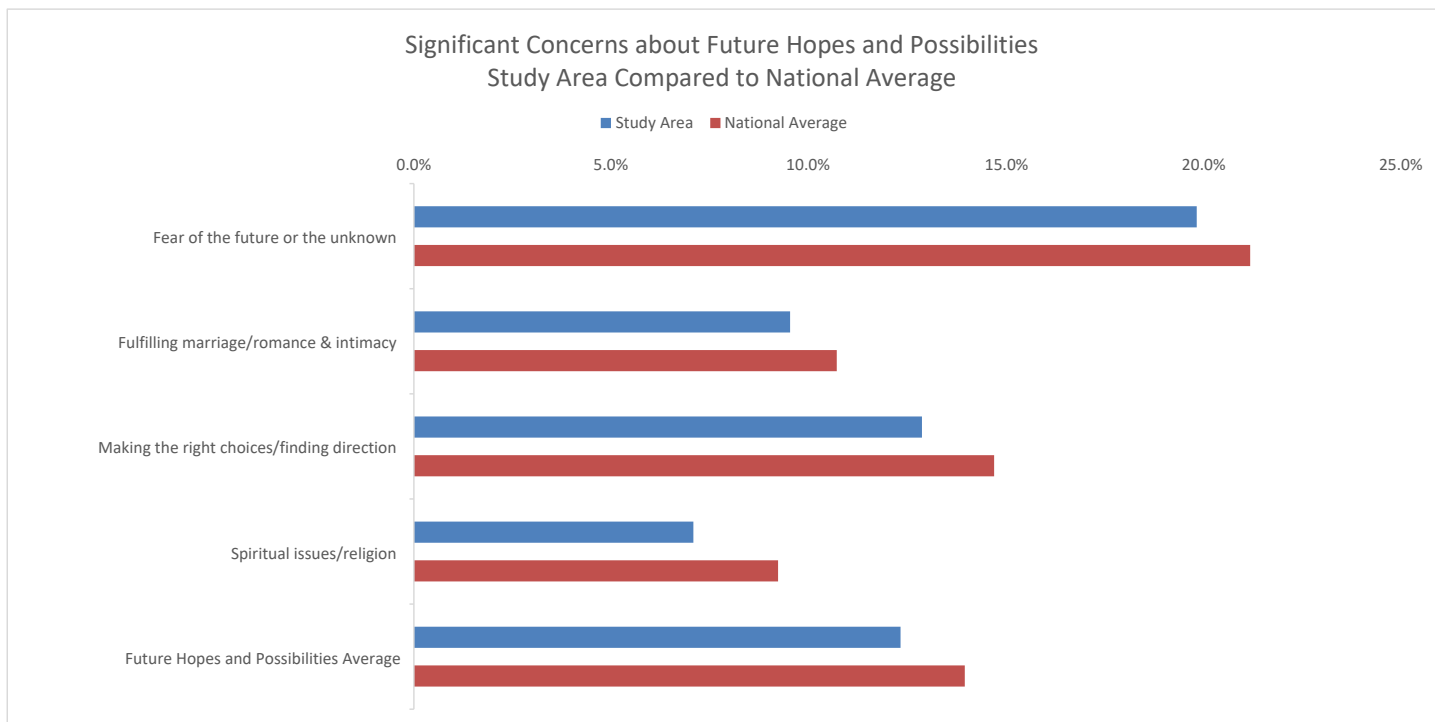
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.1%	19.4%	29.2%	20.0%	99	97
Racism/racial injustice	37.4%	22.5%	36.4%	25.3%	103	89
Social media & internet	38.3%	11.8%	38.4%	14.4%	100	82
Social & political tensions/discord	41.9%	30.3%	41.2%	34.0%	102	89
Violence in my neighborhood	26.2%	6.5%	30.7%	7.3%	85	89
Community Average	34.6%	18.1%	35.2%	20.2%	98	89



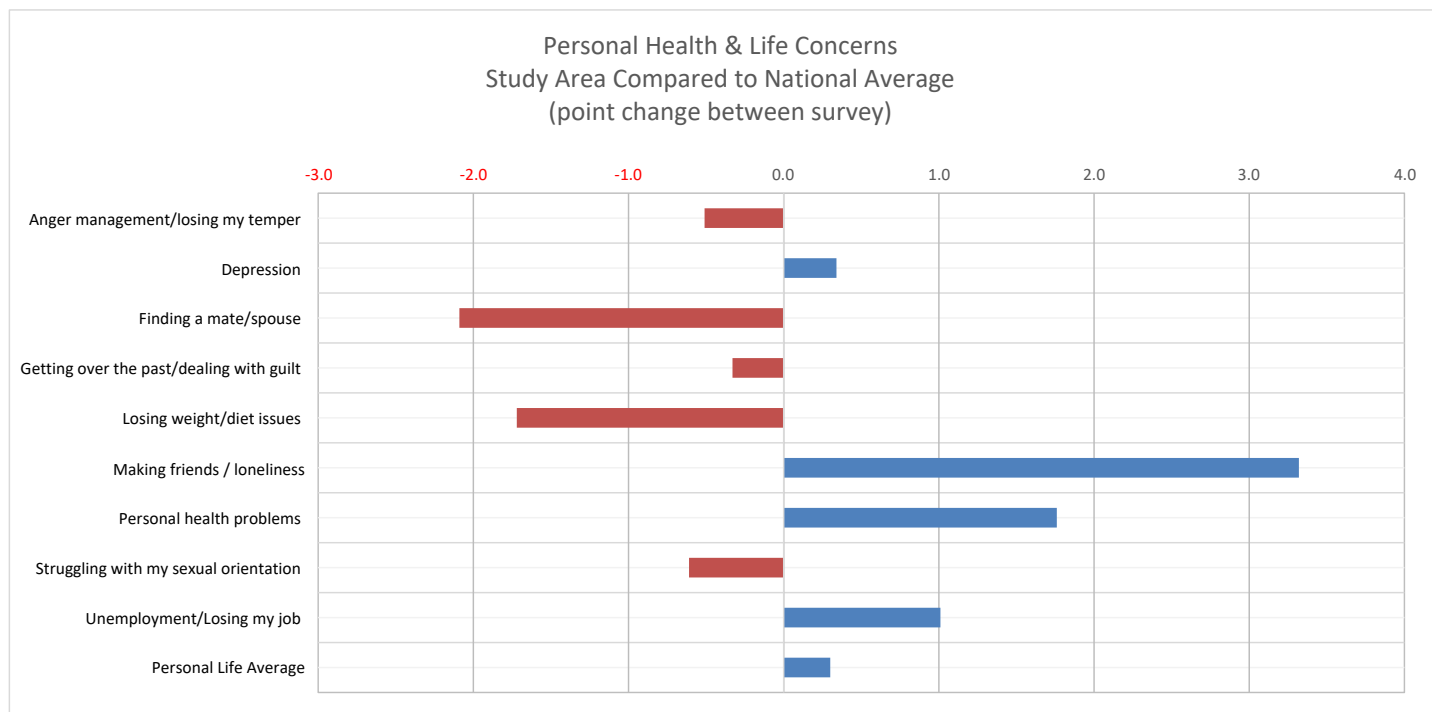
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	43.1%	13.2%	42.9%	16.1%	100	82
Financing the future/savings/retirement	47.8%	19.1%	46.8%	23.0%	102	83
Reaching my goals/being successful	41.7%	12.0%	40.3%	14.3%	103	84
Satisfying job/career	31.9%	12.7%	29.1%	13.9%	110	92
Will & estate planning	38.2%	10.2%	40.6%	10.3%	94	99
Career and Financial Average	40.5%	13.4%	39.9%	15.5%	101	87



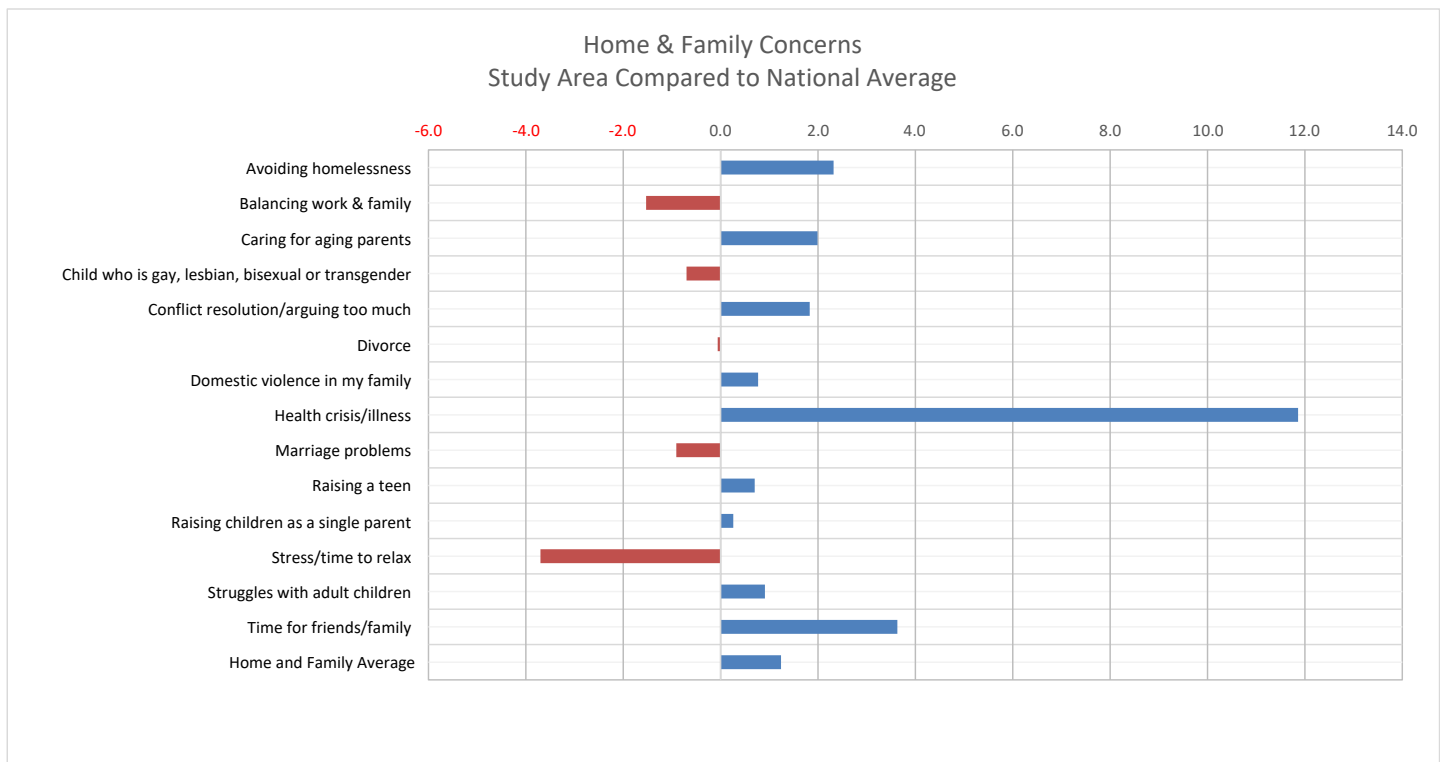
Concerns about Future Hopes and Possibilities							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Fear of the future or the unknown	50.6%	19.8%	50.5%	21.2%	100	94	
Fulfilling marriage/romance & intimacy	29.2%	9.5%	31.3%	10.7%	93	89	
Making the right choices/finding direction	45.3%	12.9%	45.2%	14.7%	100	88	
Spiritual issues/religion	25.4%	7.1%	27.6%	9.2%	92	77	
Future Hopes and Possibilities Average	37.6%	12.3%	38.7%	14.0%	97	88	



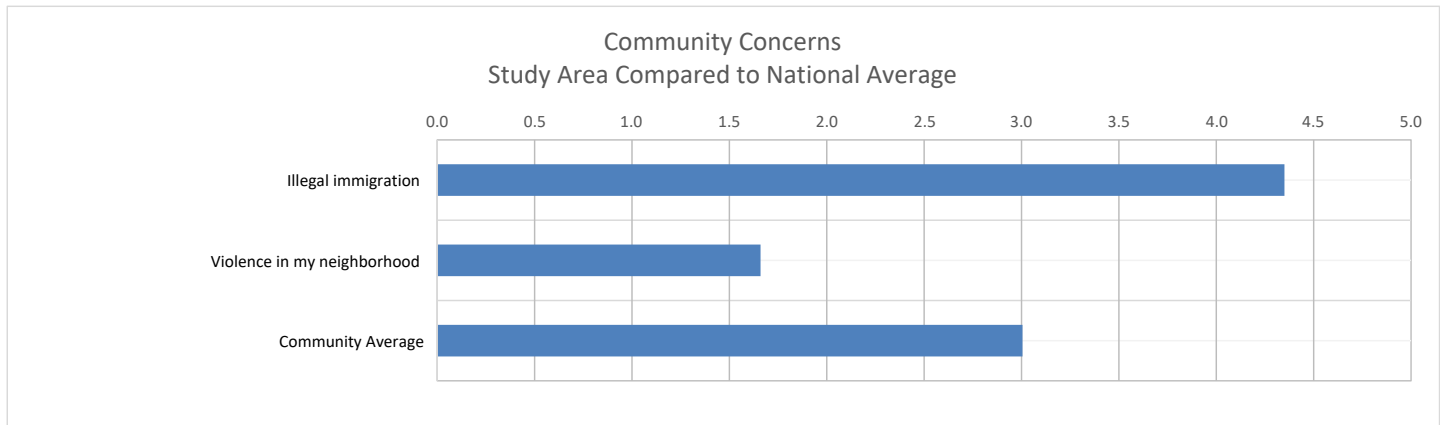
Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.8%	5.6%	1.8
Anger management/losing my temper	5.4%	4.9%	-0.5
Depression	9.7%	10.1%	0.3
Finding a mate/spouse	8.1%	6.0%	-2.1
Getting over the past/dealing with guilt	8.0%	7.6%	-0.3
Losing weight/diet issues	18.3%	16.5%	-1.7
Making friends / loneliness	6.7%	10.0%	3.3
Personal health problems	14.3%	16.0%	1.8
Struggling with my sexual orientation	3.2%	2.6%	-0.6
Unemployment/Losing my job	10.9%	11.9%	1.0
Personal Life Average	8.8%	9.1%	0.3



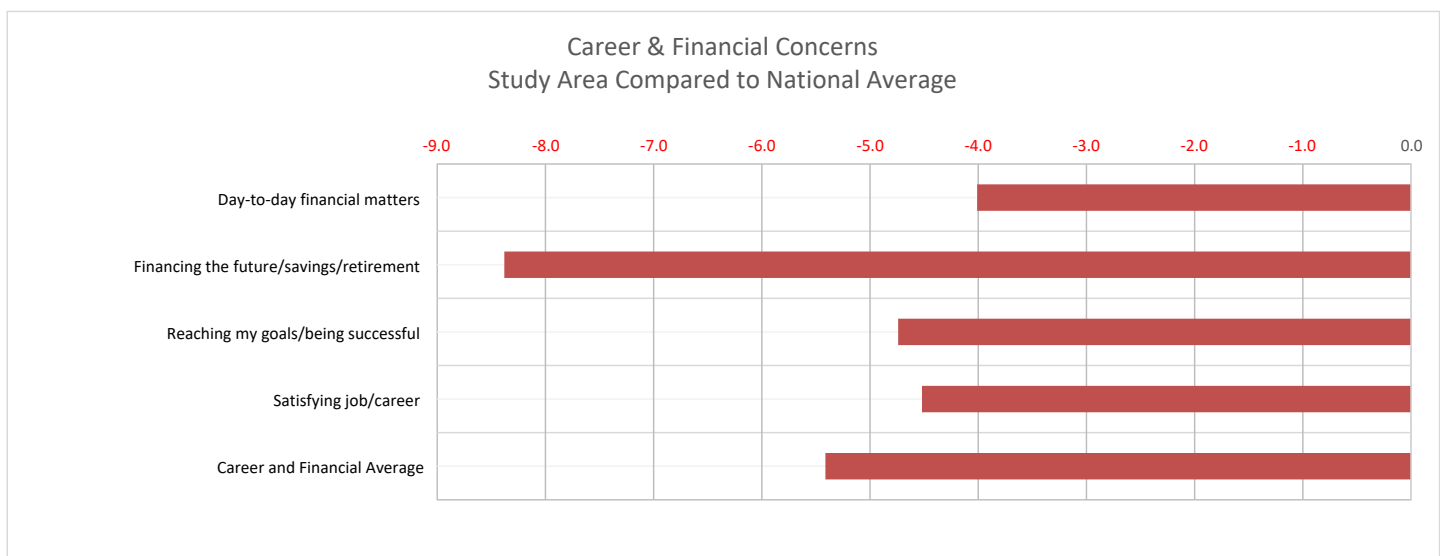
Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	6.3%	8.7%	2.3
Balancing work & family	11.8%	10.3%	-1.5
Caring for aging parents	14.0%	16.0%	2.0
Child who is gay, lesbian, bisexual or transgender	3.8%	3.1%	-0.7
Conflict resolution/arguing too much	6.0%	7.8%	1.8
Divorce	4.9%	4.8%	-0.1
Domestic violence in my family	2.4%	3.1%	0.8
Health crisis/illness	12.9%	24.7%	11.9
Marriage problems	6.1%	5.2%	-0.9
Raising a teen	6.5%	7.2%	0.7
Raising children as a single parent	3.6%	3.9%	0.3
Stress/time to relax	17.0%	13.3%	-3.7
Struggles with adult children	5.2%	6.1%	0.9
Time for friends/family	9.8%	13.4%	3.6
Home and Family Average	7.9%	9.1%	1.2



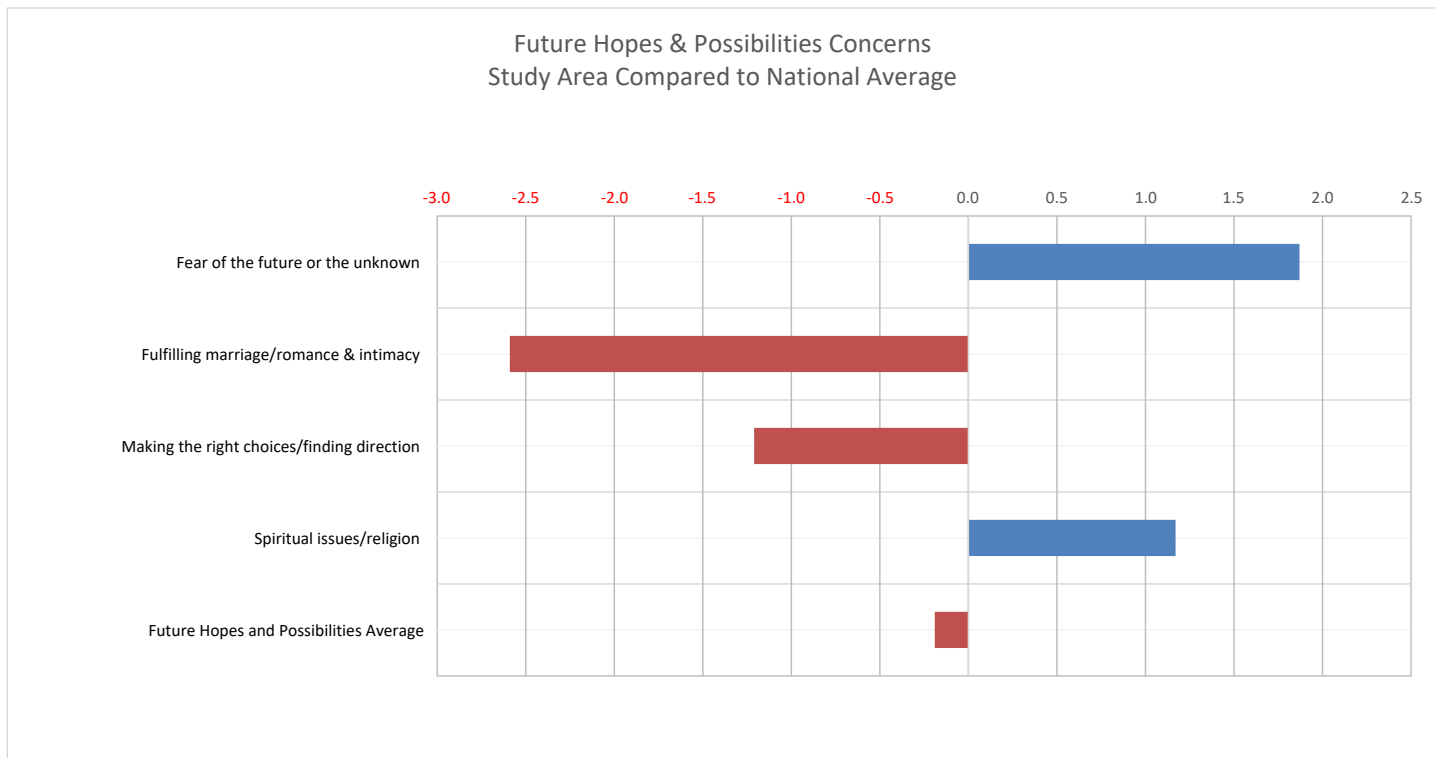
Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.1%	19.4%	4.4
Violence in my neighborhood	4.8%	6.5%	1.7
Community Average	9.9%	12.9%	3.0



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	17.2%	13.2%	-4.0
Financing the future/savings/retirement	27.5%	19.1%	-8.4
Reaching my goals/being successful	16.7%	12.0%	-4.7
Satisfying job/career	17.2%	12.7%	-4.5
Career and Financial Average	19.7%	14.2%	-5.4

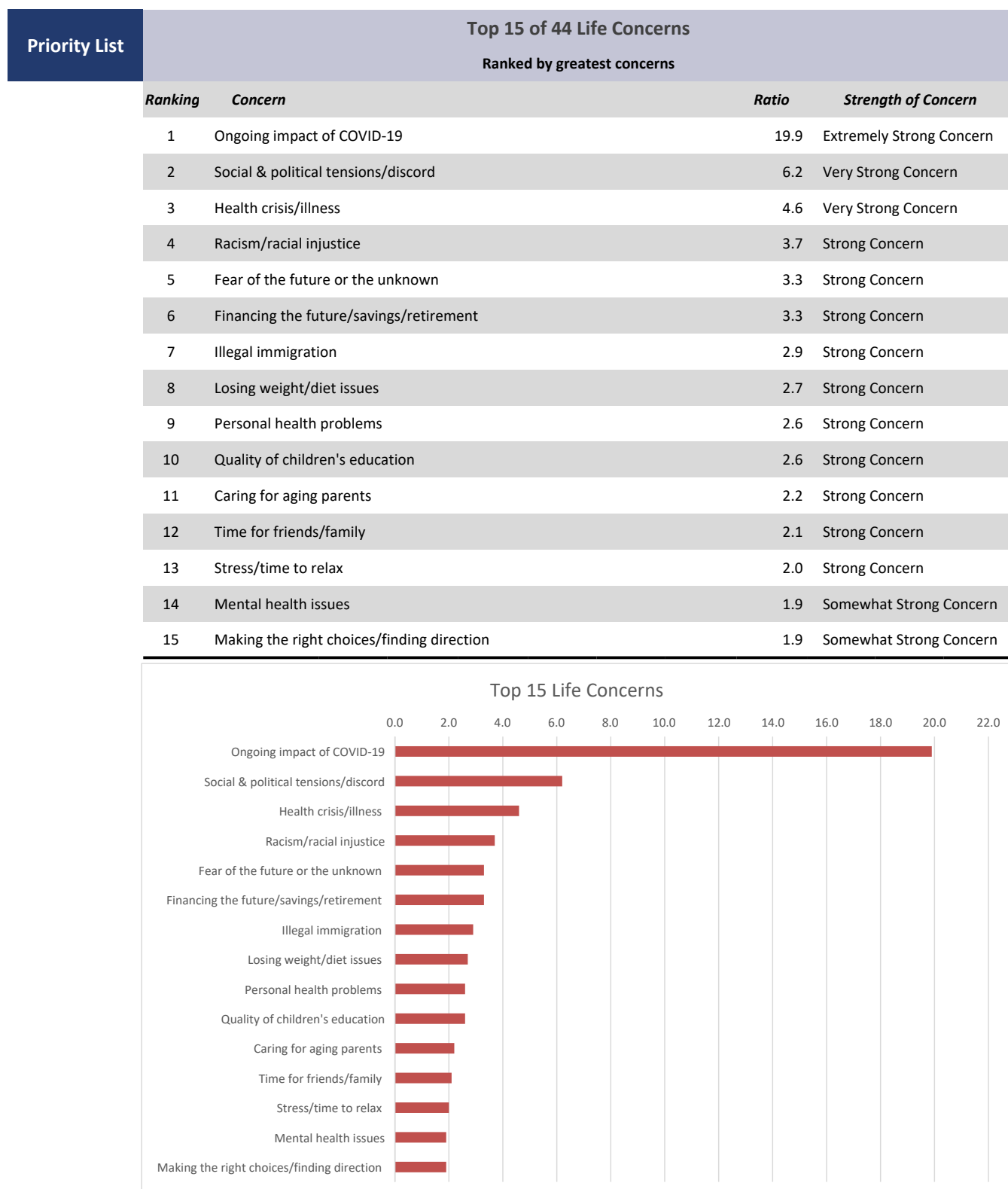


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	18.0%	19.8%	1.9
Fulfilling marriage/romance & intimacy	12.1%	9.5%	-2.6
Making the right choices/finding direction	14.1%	12.9%	-1.2
Spiritual issues/religion	5.9%	7.1%	1.2
Future Hopes and Possibilities Average	12.5%	12.3%	-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.

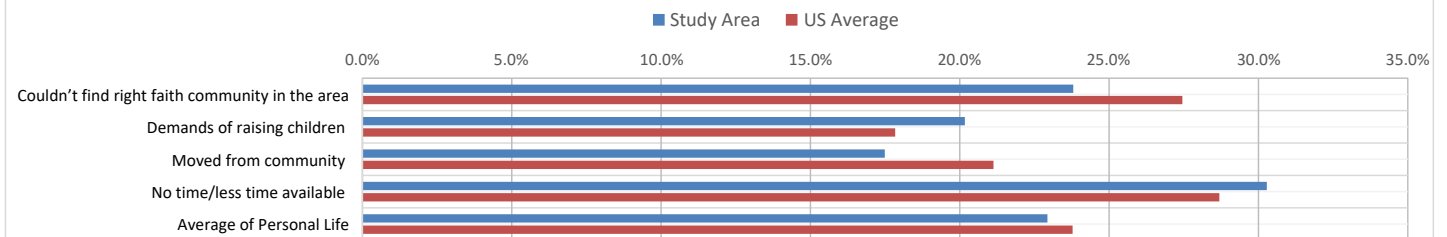
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the 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

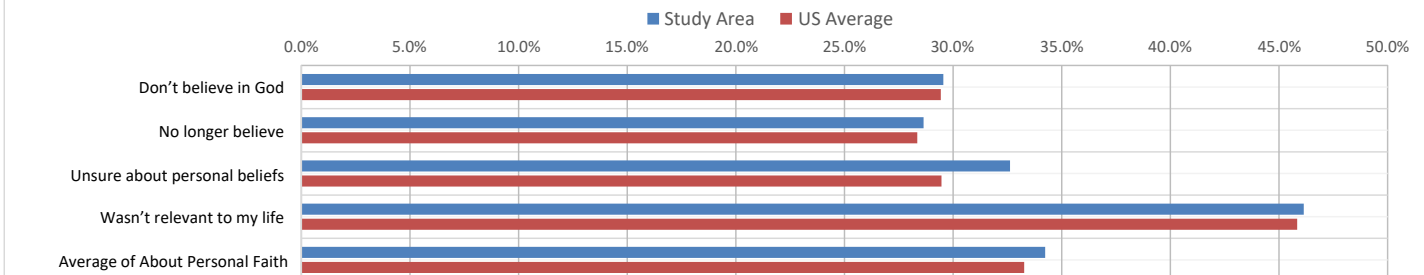
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	23.8%	27.5%	87
Demands of raising children	20.2%	17.8%	113
Moved from community	17.5%	21.1%	83
No time/less time available	30.3%	28.7%	106
Average of Personal Life	22.9%	23.8%	96

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



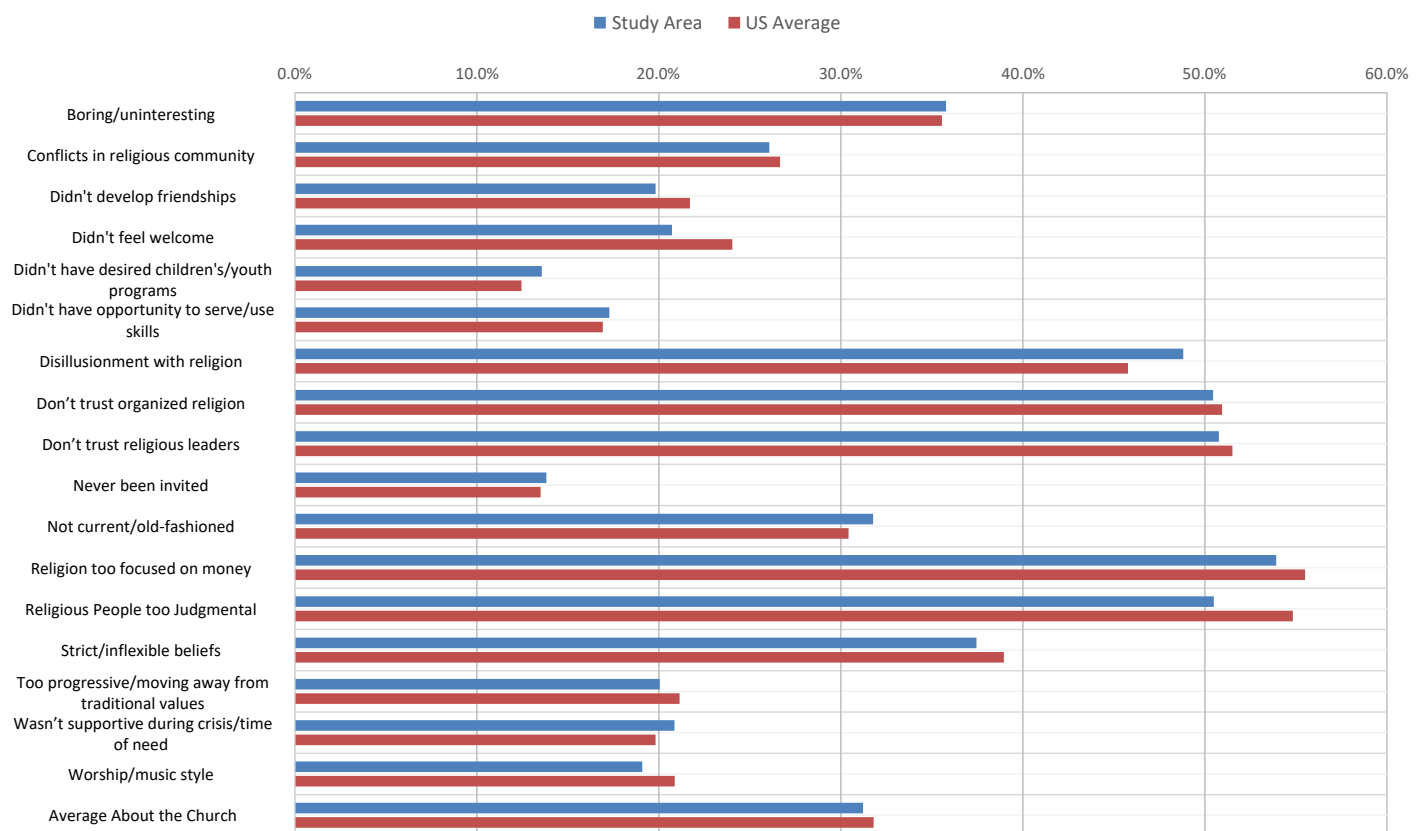
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.6%	29.4%	100
No longer believe	28.6%	28.4%	101
Unsure about personal beliefs	32.6%	29.5%	111
Wasn't relevant to my life	46.1%	45.8%	101
Average of About Personal Faith	34.2%	33.3%	103

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	35.8%	35.6%	101
Conflicts in religious community	26.1%	26.7%	98
Didn't develop friendships	19.8%	21.7%	91
Didn't feel welcome	20.7%	24.0%	86
Didn't have desired children's/youth programs	13.6%	12.5%	109
Didn't have opportunity to serve/use skills	17.3%	16.9%	102
Disillusionment with religion	48.8%	45.8%	107
Don't trust organized religion	50.5%	50.9%	99
Don't trust religious leaders	50.8%	51.5%	99
Never been invited	13.8%	13.5%	102
Not current/old-fashioned	31.8%	30.4%	104
Religion too focused on money	53.9%	55.5%	97
Religious People too Judgmental	50.5%	54.8%	92
Strict/inflexible beliefs	37.5%	39.0%	96
Too progressive/moving away from traditional values	20.1%	21.1%	95
Wasn't supportive during crisis/time of need	20.9%	19.8%	105
Worship/music style	19.1%	20.9%	91
Average About the Church	31.2%	31.8%	98

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

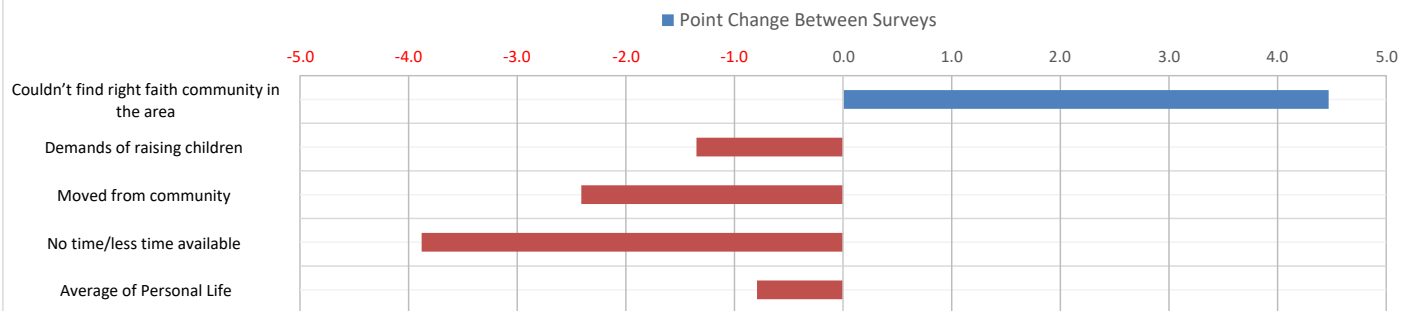


From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

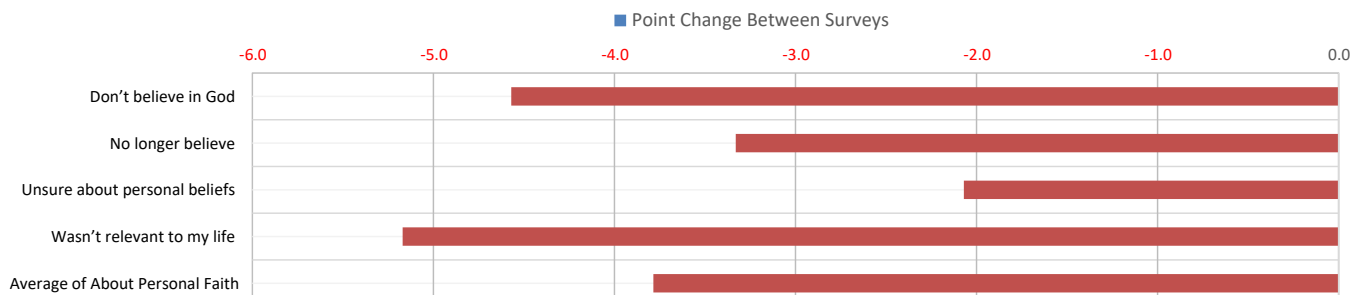
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	19.3%	23.8%	4.5
Demands of raising children	21.5%	20.2%	-1.4
Moved from community	19.9%	17.5%	-2.4
No time/less time available	34.2%	30.3%	-3.9
Average of Personal Life	23.7%	22.9%	-0.8

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	34.1%	29.6%	-4.6
No longer believe	32.0%	28.6%	-3.3
Unsure about personal beliefs	34.7%	32.6%	-2.1
Wasn't relevant to my life	51.3%	46.1%	-5.2
Average of About Personal Faith	38.0%	34.2%	-3.8

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	41.6%	35.8%	-5.8
Conflicts in religious community	29.7%	26.1%	-3.6
Didn't feel welcome	25.9%	20.7%	-5.2
Disillusionment with religion	47.1%	48.8%	1.7
Don't trust organized religion	49.7%	50.5%	0.8
Don't trust religious leaders	49.1%	50.8%	1.7
Never been invited	15.1%	13.8%	-1.3
Not current/old-fashioned	36.2%	31.8%	-4.5
Religion too focused on money	52.7%	53.9%	1.2
Religious People too Judgmental	54.9%	50.5%	-4.4
Strict/inflexible beliefs	46.0%	37.5%	-8.5
Wasn't supportive during crisis/time of need	19.7%	20.9%	1.2
Worship/music style	23.1%	19.1%	-4.0
Average About the Church	37.8%	35.4%	-2.4

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

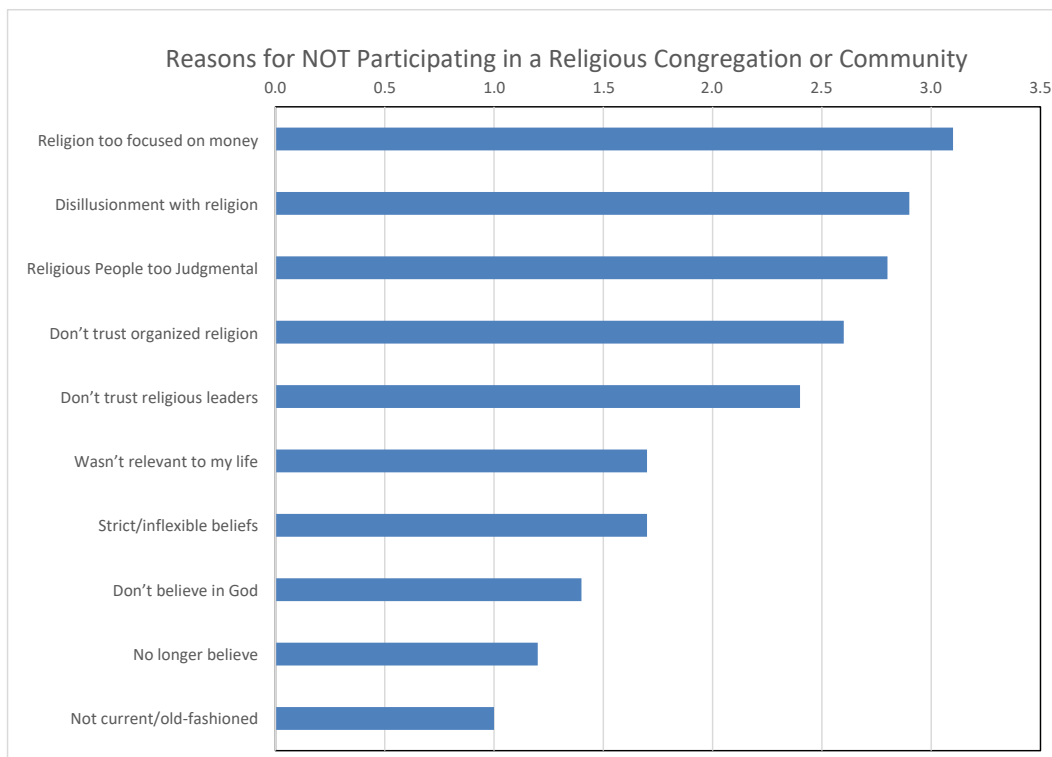
■ Point Change Between Surveys



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	2.9	Strong Reason
3	Religious People too Judgmental	2.8	Strong Reason
4	Don't trust organized religion	2.6	Strong Reason
5	Don't trust religious leaders	2.4	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

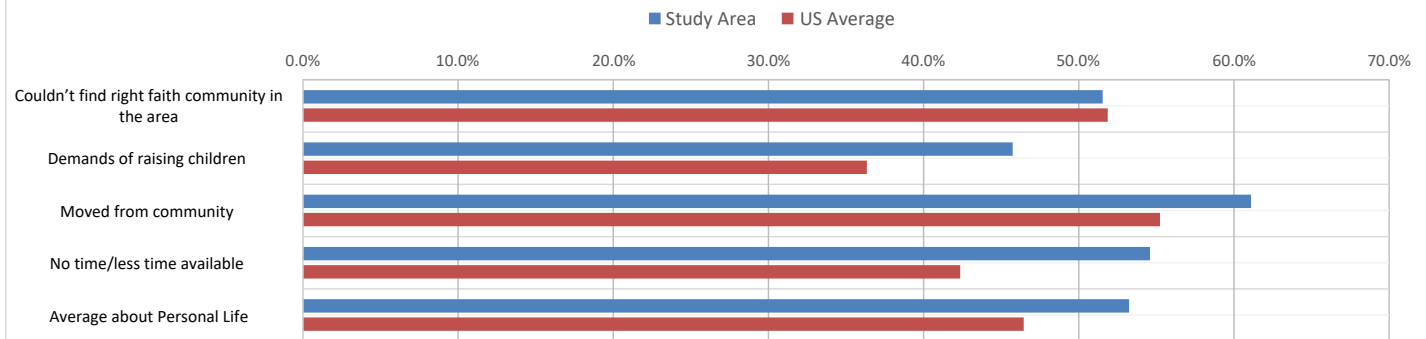
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

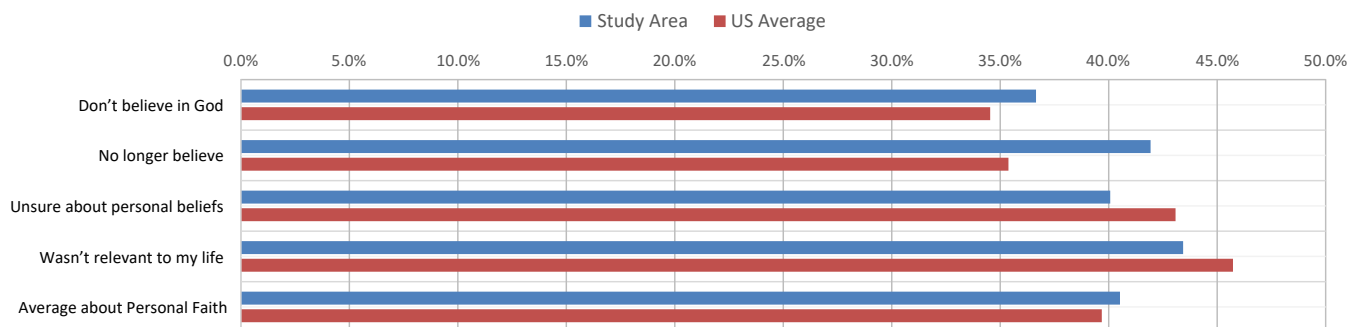
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	51.5%	51.9%	99
Demands of raising children	45.7%	36.3%	126
Moved from community	61.1%	55.2%	111
No time/less time available	54.6%	42.4%	129
Average about Personal Life	53.2%	46.5%	115

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

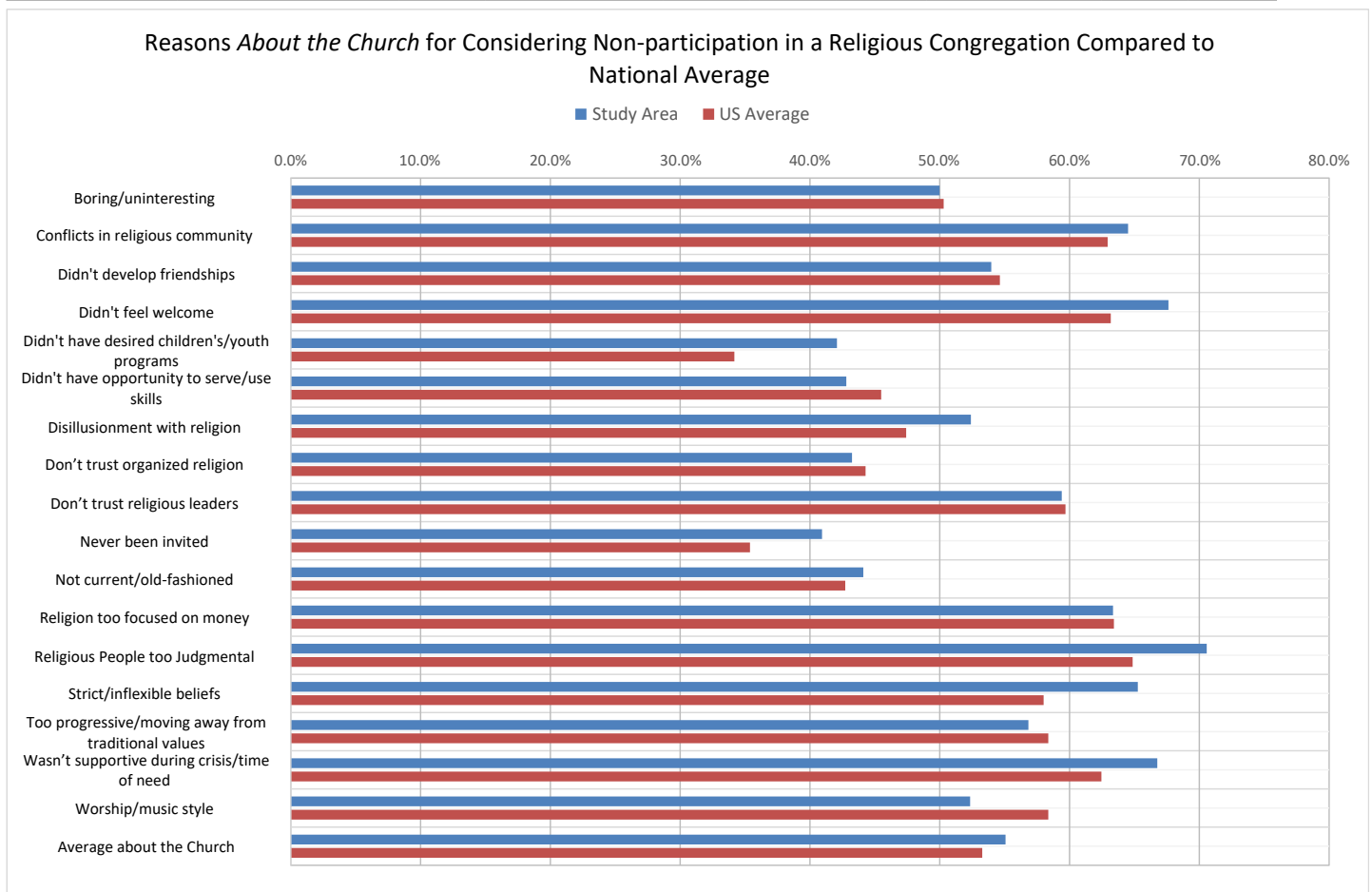


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	36.7%	34.5%	106
No longer believe	41.9%	35.4%	119
Unsure about personal beliefs	40.1%	43.1%	93
Wasn't relevant to my life	43.4%	45.7%	95
Average about Personal Faith	40.5%	39.7%	102

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	50.0%	50.3%	99
Conflicts in religious community	64.5%	62.9%	103
Didn't develop friendships	54.0%	54.6%	99
Didn't feel welcome	67.6%	63.2%	107
Didn't have desired children's/youth programs	42.1%	34.2%	123
Didn't have opportunity to serve/use skills	42.8%	45.5%	94
Disillusionment with religion	52.4%	47.4%	111
Don't trust organized religion	43.2%	44.3%	98
Don't trust religious leaders	59.4%	59.7%	100
Never been invited	40.9%	35.4%	116
Not current/old-fashioned	44.1%	42.7%	103
Religion too focused on money	63.4%	63.4%	100
Religious People too Judgmental	70.6%	64.9%	109
Strict/inflexible beliefs	65.3%	58.0%	113
Too progressive/moving away from traditional values	56.8%	58.4%	97
Wasn't supportive during crisis/time of need	66.8%	62.5%	107
Worship/music style	52.3%	58.4%	90
Average about the Church	55.1%	53.3%	103

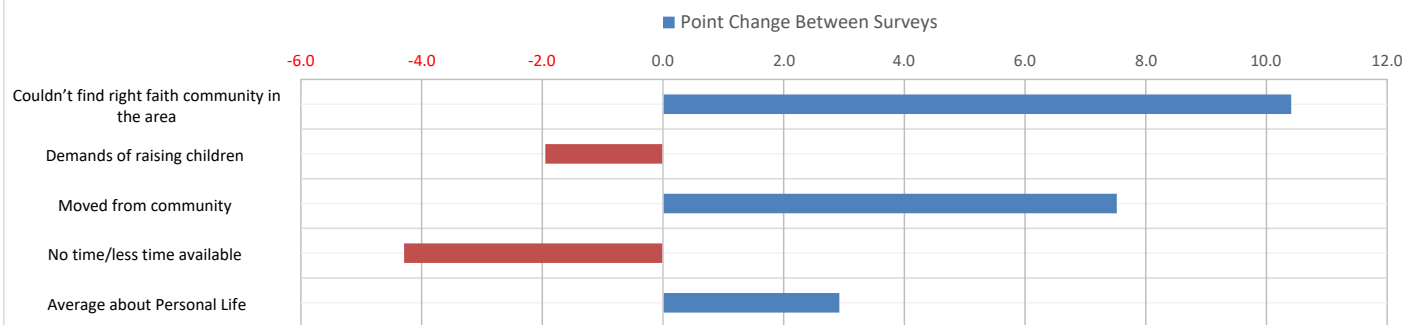


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

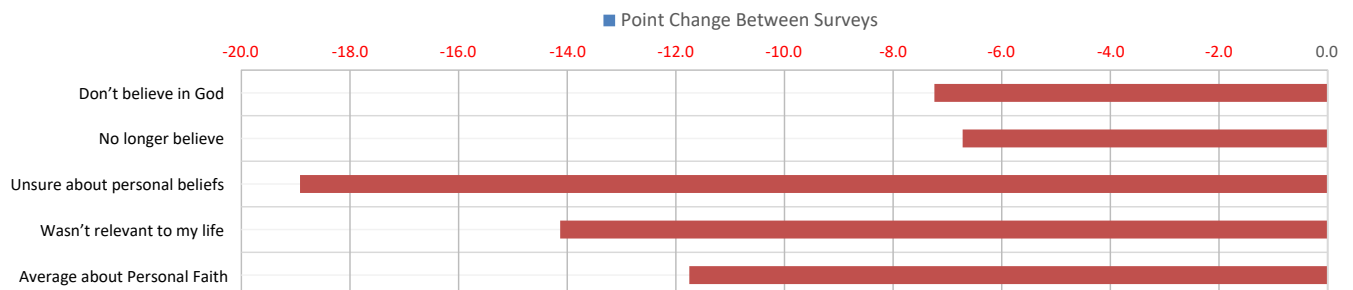
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	41.1%	51.5%	10.4
Demands of raising children	47.7%	45.7%	-2.0
Moved from community	53.6%	61.1%	7.5
No time/less time available	58.9%	54.6%	-4.3
Average about Personal Life	50.3%	53.2%	2.9

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

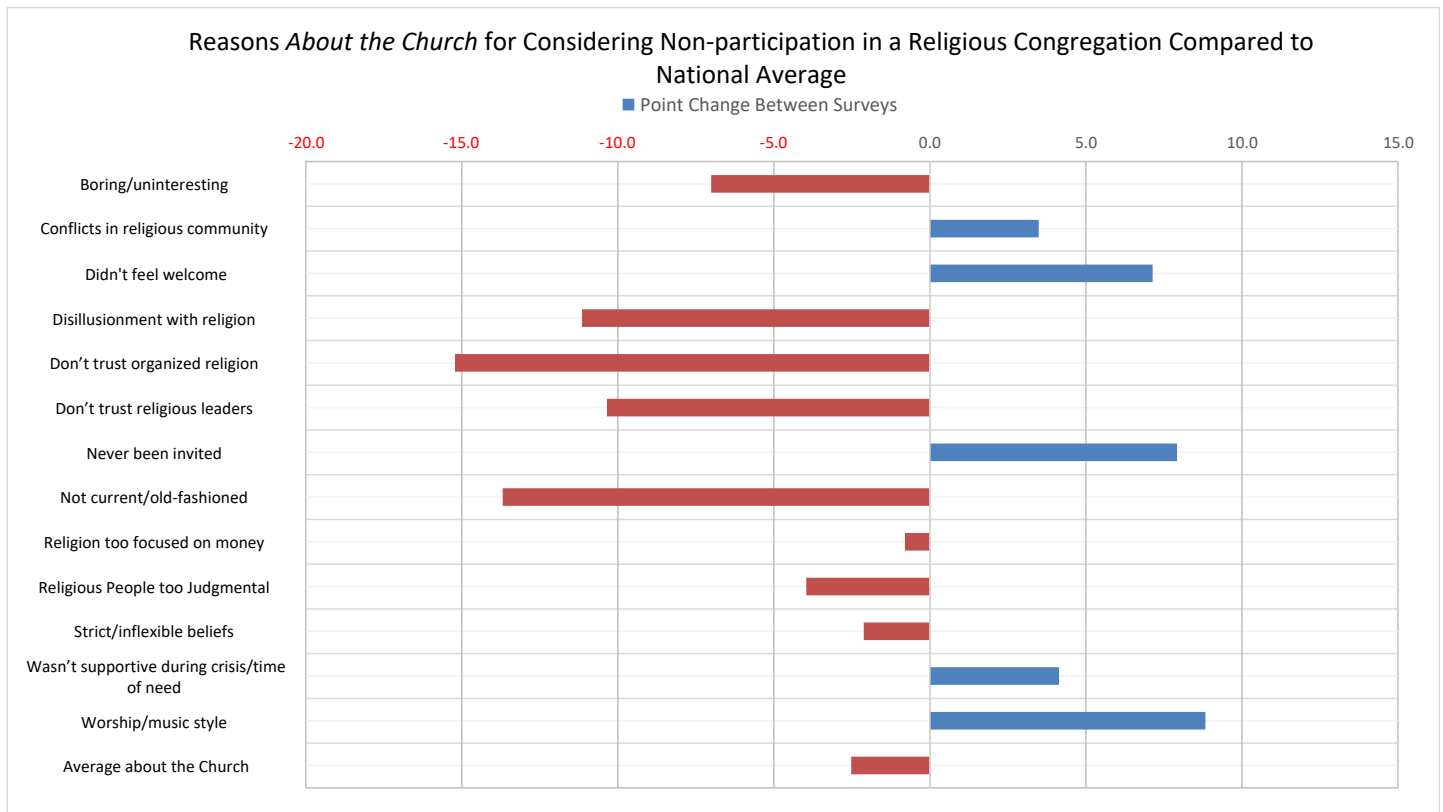


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	43.9%	36.7%	-7.2
No longer believe	48.7%	41.9%	-6.7
Unsure about personal beliefs	59.0%	40.1%	-18.9
Wasn't relevant to my life	57.6%	43.4%	-14.1
Average about Personal Faith	52.3%	40.5%	-11.8

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



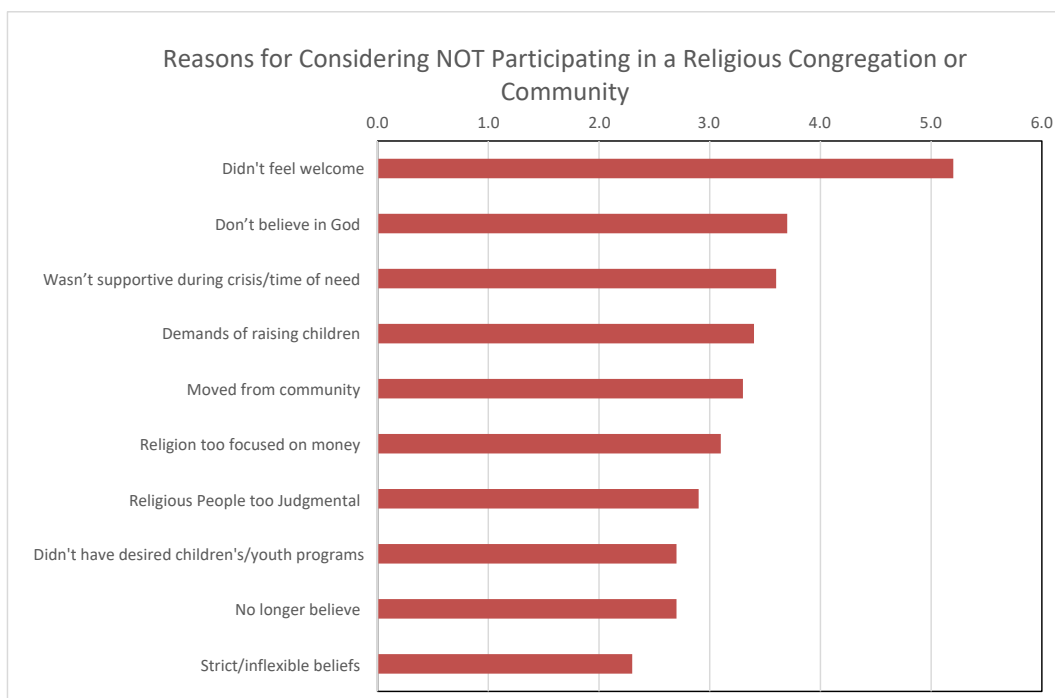
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	57.0%	50.0%	-7.0
Conflicts in religious community	61.0%	64.5%	3.5
Didn't feel welcome	60.5%	67.6%	7.1
Disillusionment with religion	63.6%	52.4%	-11.2
Don't trust organized religion	58.5%	43.2%	-15.2
Don't trust religious leaders	69.8%	59.4%	-10.4
Never been invited	33.0%	40.9%	7.9
Not current/old-fashioned	57.8%	44.1%	-13.7
Religion too focused on money	64.2%	63.4%	-0.8
Religious People too Judgmental	74.5%	70.6%	-4.0
Strict/inflexible beliefs	67.4%	65.3%	-2.1
Wasn't supportive during crisis/time of need	62.6%	66.8%	4.1
Worship/music style	43.5%	52.3%	8.8
Average about the Church	59.5%	57.0%	-2.5



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	5.2	Very Strong Reason
2	Don't believe in God	3.7	Strong Reason
3	Wasn't supportive during crisis/time of need	3.6	Strong Reason
4	Demands of raising children	3.4	Strong Reason
5	Moved from community	3.3	Strong Reason
6	Religion too focused on money	3.1	Strong Reason
7	Religious People too Judgmental	2.9	Strong Reason
8	Didn't have desired children's/youth programs	2.7	Strong Reason
9	No longer believe	2.7	Strong Reason
10	Strict/inflexible beliefs	2.3	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	52.9%	32.0%	0.6	51.1%	35.3%	104	91
Health/weight loss programs	56.4%	30.4%	0.5	55.1%	32.1%	102	95
Membership and leadership training	51.3%	36.0%	0.7	45.9%	41.1%	112	88
Opportunities to develop personal relationships	26.5%	62.7%	2.4	24.5%	65.8%	108	95
Practical training seminars (money management, computer skills, etc.)	50.0%	37.8%	0.8	45.4%	42.4%	110	89
Personal Growth	47.4%	39.8%	0.8	44.4%	43.3%	107	92
Family Support and Intervention Services							
Daycare/After-School Programs	61.7%	24.6%	0.4	59.0%	26.6%	105	93
Crisis support groups	40.7%	46.0%	1.1	37.0%	50.8%	110	91
Family oriented activities	37.5%	52.4%	1.4	33.4%	56.6%	112	93
Marriage enrichment	51.0%	35.4%	0.7	45.2%	41.8%	113	85
Parenting development	57.9%	28.5%	0.5	53.2%	33.0%	109	86
Personal/family counseling	46.9%	40.9%	0.9	40.6%	47.8%	116	85
Family Support and Intervention Services	49.3%	37.9%	0.8	44.7%	42.8%	110	89
Community Involvement and Advocacy Programs							
Adult social activities	29.0%	60.7%	2.1	26.1%	64.3%	111	95
Involvement in social causes	32.3%	56.0%	1.7	30.0%	58.9%	108	95
Mission trips and global outreach	54.2%	30.2%	0.6	47.7%	38.5%	114	78
Opportunities for volunteering in the community	30.5%	58.5%	1.9	25.9%	64.1%	118	91
Social justice advocacy work	41.0%	46.4%	1.1	38.5%	48.4%	107	96
Community Involvement and Advocacy Programs	37.4%	50.4%	1.3	33.6%	54.8%	111	92

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	38.2%	51.6%	1.4	36.4%	52.7%	105	98
Holiday programs/activities	27.4%	62.5%	2.3	25.0%	65.4%	109	96
Seniors/retiree activities	31.2%	57.2%	1.8	30.6%	58.7%	102	97
Singles or college-age groups	57.3%	27.0%	0.5	53.9%	31.9%	106	85
Size of church congregation	49.4%	39.6%	0.8	41.8%	47.6%	118	83
Small groups (i.e., life groups, personal interest groups)	35.1%	53.6%	1.5	31.8%	57.4%	110	93
Youth social activities	52.9%	34.0%	0.6	47.9%	39.7%	110	86
<i>Community Activities or Cultural Programs</i>	41.6%	46.5%	1.1	38.2%	50.5%	109	92
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	49.6%	38.5%	0.8	41.5%	47.2%	119	82
Celebration of sacraments	36.2%	50.8%	1.4	32.8%	53.5%	110	95
Contemporary worship experiences	38.4%	47.0%	1.2	35.9%	51.3%	107	92
Online or virtual worship experiences	46.3%	40.0%	0.9	40.0%	47.9%	116	83
Quality sermons	25.4%	64.1%	2.5	20.7%	69.6%	123	92
Religious education for children	46.1%	39.9%	0.9	42.8%	44.6%	108	89
Spiritual discussion groups	43.6%	43.1%	1.0	38.1%	50.1%	115	86
Traditional worship experiences	29.4%	60.4%	2.1	26.7%	63.4%	110	95
Warm and friendly encounters	13.7%	77.3%	5.6	12.3%	79.9%	111	97
<i>Religious/Spiritual Programs</i>	36.5%	51.2%	1.4	32.3%	56.4%	113	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..

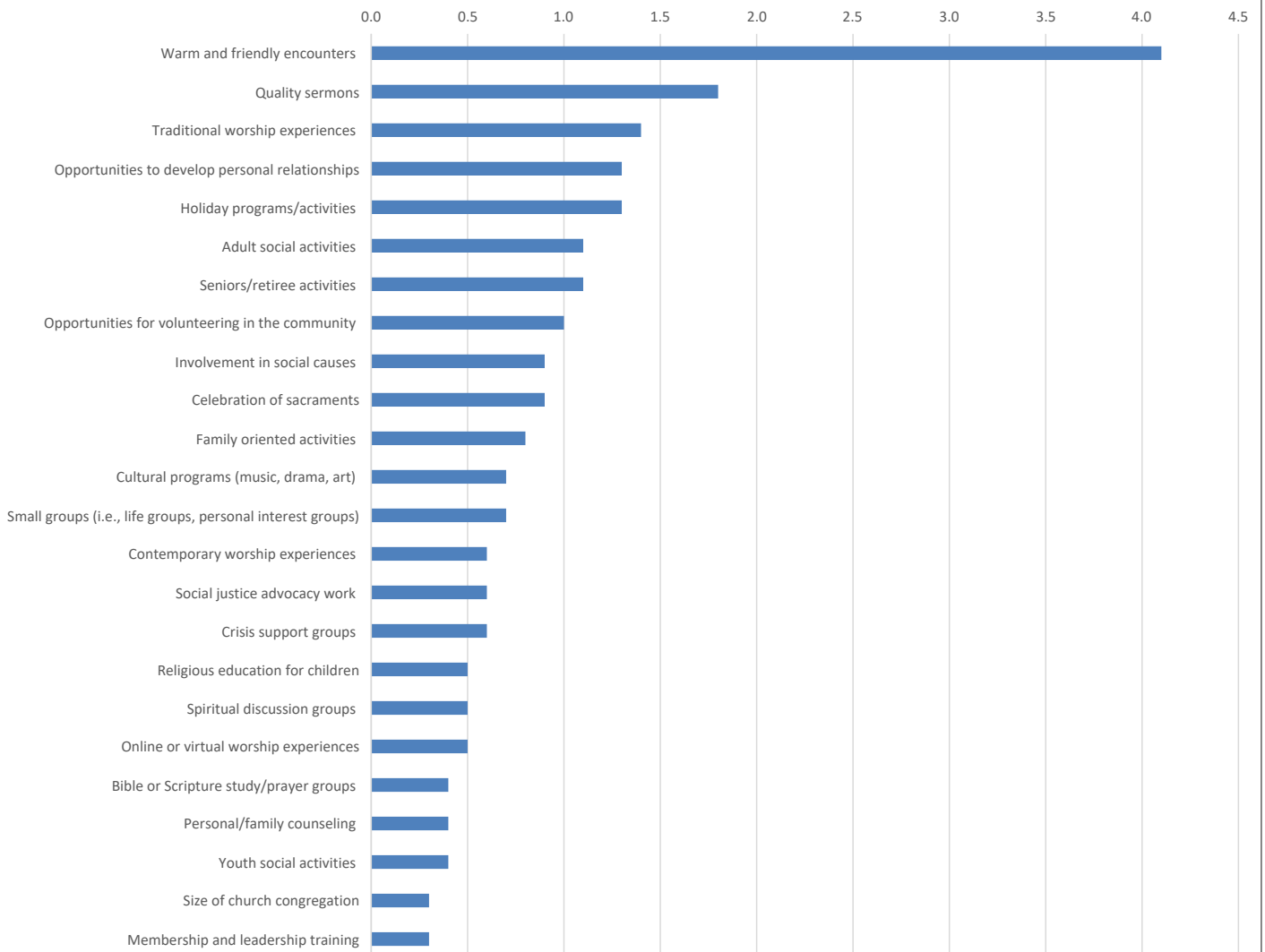
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	4.1	Very Strong Preference
	2	Quality sermons	1.8	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	1.0	Moderate Preference
	9	Involvement in social causes	0.9	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	0.3	Very 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

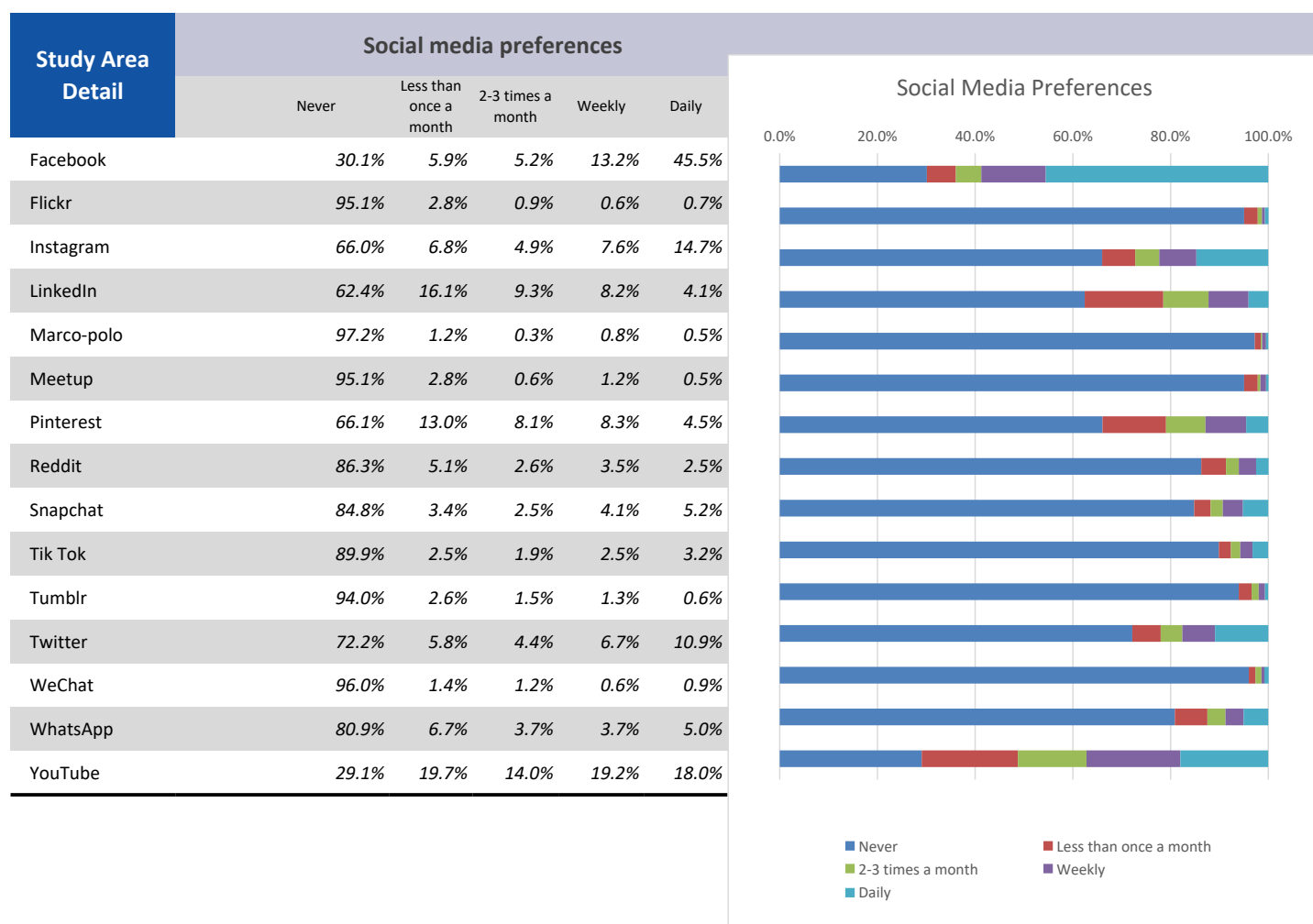
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	18.4%	81.6%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	38.9%	61.1%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	57.4%	42.6%	3	Yahoo News	
CNN Online News	3	56.5%	43.5%	1	Fox News	
Facebook	6	19.1%	80.9%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	69.0%	31.0%	6	Twitter	
Fox News	1	57.0%	43.0%	6	Facebook	
Fox News	1	30.2%	69.8%	2	Television News (Network OR Cable)	
Huffington Post	3	49.7%	50.3%	1	Fox News	
Huffington Post	3	44.5%	55.5%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.6%	67.5%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.7%	50.3%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	12.0%	88.0%	2	Television News (Network OR Cable)	
USA Today	4	29.7%	70.3%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	23.0%	77.0%	2	Television News (Network OR Cable)	
Yahoo News	3	42.0%	58.0%	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

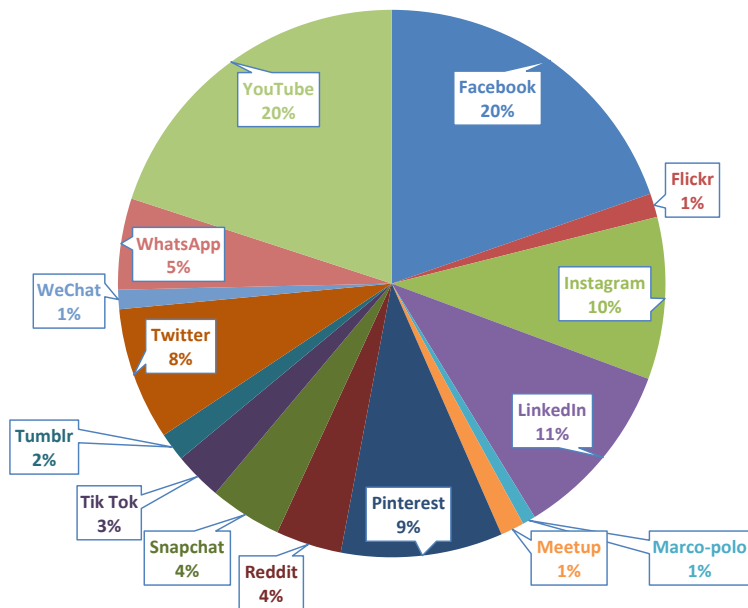


Priority List

Category of Media by Popular Use & Ranked Order

Rank Order	Media
1	YouTube
2	Facebook
3	LinkedIn
4	Instagram
5	Pinterest
6	Twitter
7	WhatsApp
8	Snapchat
9	Reddit
10	Tik Tok
11	Tumblr
12	Flickr
13	Meetup
14	WeChat
15	Marco-polo

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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