

THE  
**AMERICAN BELIEFS**  
STUDY  
RELIGIOUS PREFERENCES & PRACTICES

## The MinistryInsite Report 2021

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

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

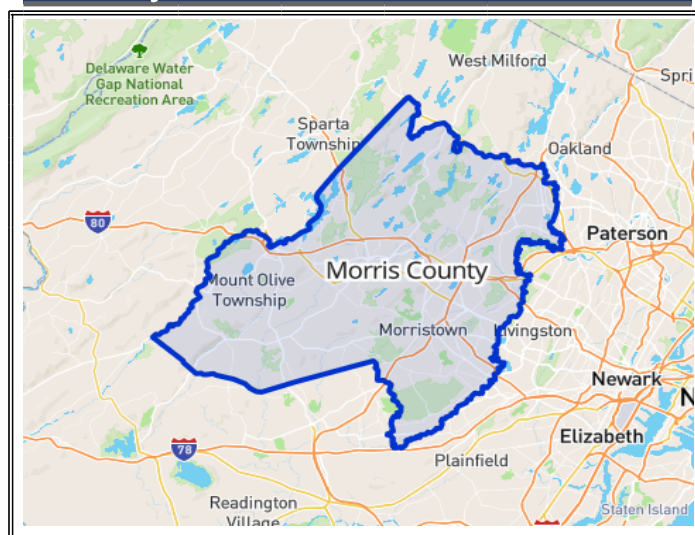
### About the American Beliefs Study Reports

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.

| Topics                                                                                   | Page |
|------------------------------------------------------------------------------------------|------|
| Life Concerns                                                                            | 2    |
| 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   |
| Program or Ministry Preferences                                                          | 22   |
| Information Sources and Social Media Preferences                                         | 26   |

### 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

Prepared for: The Presbytery of the Highlands  
Study Area: Geography: Counties - Morris County (NJ)  
American Beliefs Study Region: Northeast  
Date of Report: 7/17/2023  
American Beliefs Study Version: 2021

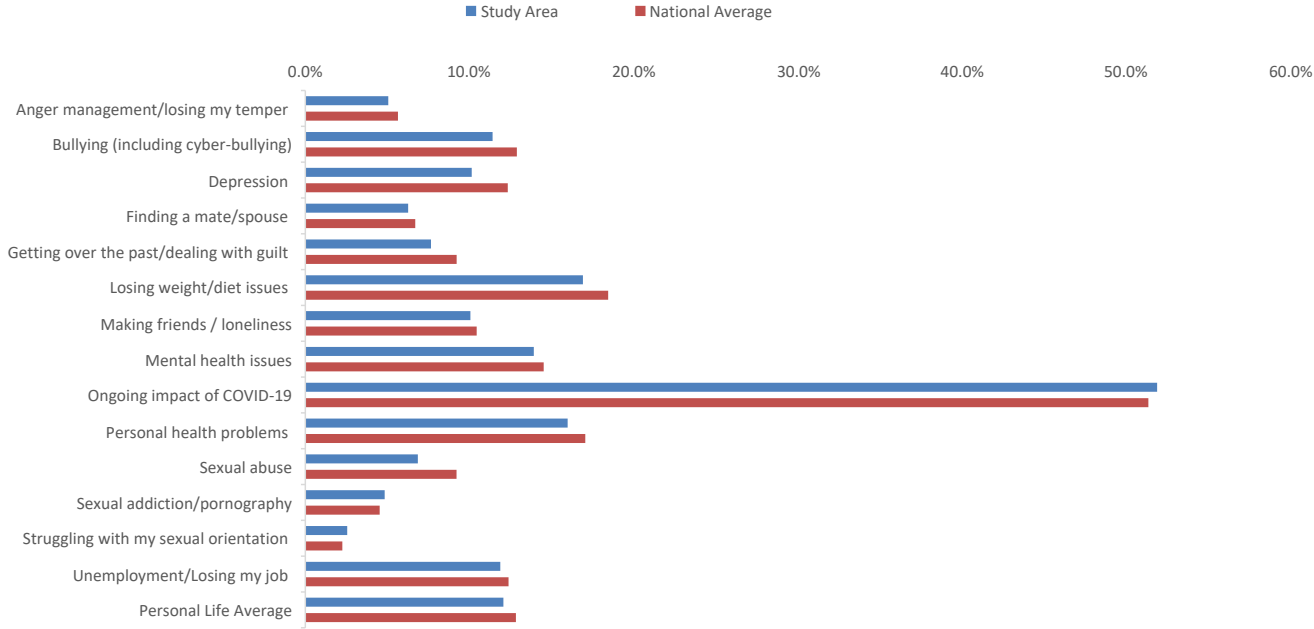
### Life Concerns

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.

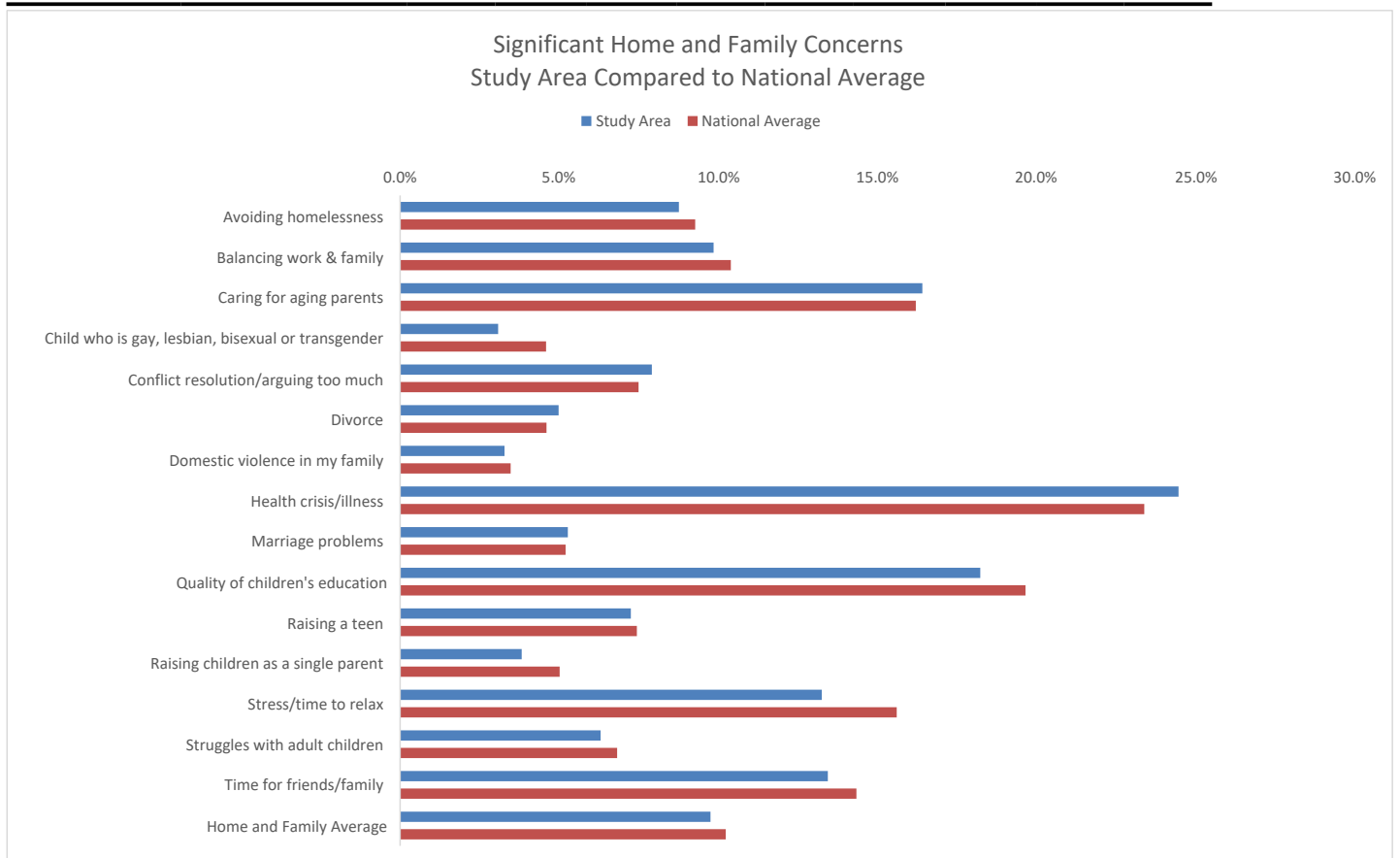
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

| 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                       | 13.9%          | 5.6%                | 15.1%            | 5.5%                | 92             | 103                 |  |
| Anger management/losing my temper        | 29.9%          | 5.1%                | 30.0%            | 5.6%                | 100            | 90                  |  |
| Bullying (including cyber-bullying)      | 24.1%          | 11.4%               | 26.0%            | 12.9%               | 93             | 89                  |  |
| Depression                               | 36.2%          | 10.1%               | 35.8%            | 12.3%               | 101            | 82                  |  |
| Finding a mate/spouse                    | 12.5%          | 6.3%                | 13.6%            | 6.7%                | 92             | 94                  |  |
| Getting over the past/dealing with guilt | 35.4%          | 7.7%                | 37.4%            | 9.2%                | 95             | 83                  |  |
| Losing weight/diet issues                | 45.2%          | 16.9%               | 46.4%            | 18.4%               | 97             | 92                  |  |
| Making friends / loneliness              | 35.0%          | 10.1%               | 38.2%            | 10.4%               | 92             | 96                  |  |
| Mental health issues                     | 32.3%          | 13.9%               | 33.7%            | 14.5%               | 96             | 96                  |  |
| Ongoing impact of COVID-19               | 39.7%          | 51.9%               | 38.3%            | 51.3%               | 104            | 101                 |  |
| Personal health problems                 | 56.5%          | 16.0%               | 54.6%            | 17.0%               | 103            | 94                  |  |
| Sexual abuse                             | 12.5%          | 6.9%                | 13.8%            | 9.2%                | 91             | 74                  |  |
| Sexual addiction/pornography             | 9.9%           | 4.8%                | 11.2%            | 4.5%                | 89             | 107                 |  |
| Struggling with my sexual orientation    | 5.9%           | 2.6%                | 5.3%             | 2.3%                | 111            | 113                 |  |
| Unemployment/Losing my job               | 25.3%          | 11.9%               | 23.9%            | 12.4%               | 106            | 96                  |  |
| <b>Personal Life Average</b>             | <b>27.6%</b>   | <b>12.1%</b>        | <b>28.2%</b>     | <b>12.8%</b>        | <b>98</b>      | <b>94</b>           |  |

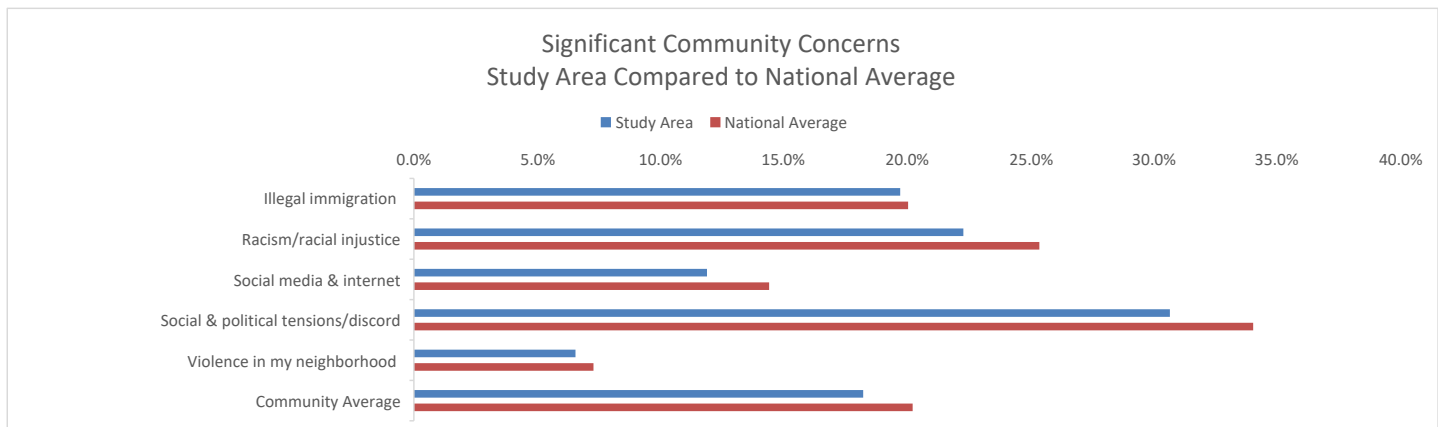
Significant Personal Health & Life Concerns  
Study Area Compared to National Average



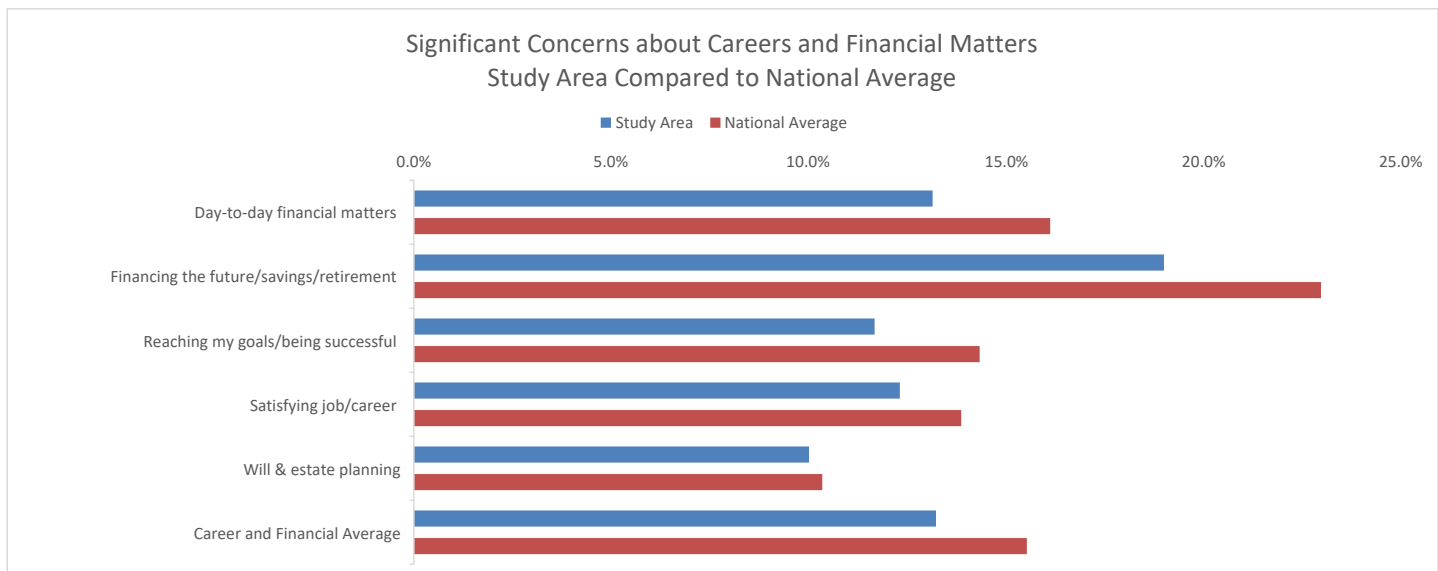
| Concerns About Home and Family                     |                |                     |                  |                     |                |                     |
|----------------------------------------------------|----------------|---------------------|------------------|---------------------|----------------|---------------------|
| 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%          | 8.8%                | 19.1%            | 9.3%                | 84             | 94                  |
| Balancing work & family                            | 32.7%          | 9.9%                | 30.5%            | 10.4%               | 107            | 95                  |
| Caring for aging parents                           | 25.7%          | 16.4%               | 25.4%            | 16.2%               | 101            | 101                 |
| Child who is gay, lesbian, bisexual or transgender | 11.0%          | 3.1%                | 9.7%             | 4.6%                | 114            | 67                  |
| Conflict resolution/arguing too much               | 31.8%          | 7.9%                | 31.2%            | 7.5%                | 102            | 106                 |
| Divorce                                            | 10.7%          | 5.0%                | 11.8%            | 4.6%                | 91             | 108                 |
| Domestic violence in my family                     | 7.0%           | 3.3%                | 7.8%             | 3.5%                | 89             | 94                  |
| Health crisis/illness                              | 46.5%          | 24.5%               | 48.9%            | 23.4%               | 95             | 105                 |
| Marriage problems                                  | 19.1%          | 5.3%                | 19.9%            | 5.2%                | 96             | 101                 |
| Quality of children's education                    | 21.8%          | 18.2%               | 24.0%            | 19.7%               | 91             | 93                  |
| Raising a teen                                     | 14.5%          | 7.3%                | 14.1%            | 7.4%                | 103            | 97                  |
| Raising children as a single parent                | 9.9%           | 3.8%                | 9.9%             | 5.0%                | 100            | 76                  |
| Stress/time to relax                               | 47.8%          | 13.3%               | 46.1%            | 15.6%               | 104            | 85                  |
| Struggles with adult children                      | 24.1%          | 6.3%                | 24.5%            | 6.8%                | 99             | 92                  |
| Time for friends/family                            | 49.2%          | 13.4%               | 47.6%            | 14.3%               | 103            | 94                  |
| <b>Home and Family Average</b>                     | <b>24.5%</b>   | <b>9.8%</b>         | <b>24.7%</b>     | <b>10.2%</b>        | <b>99</b>      | <b>95</b>           |



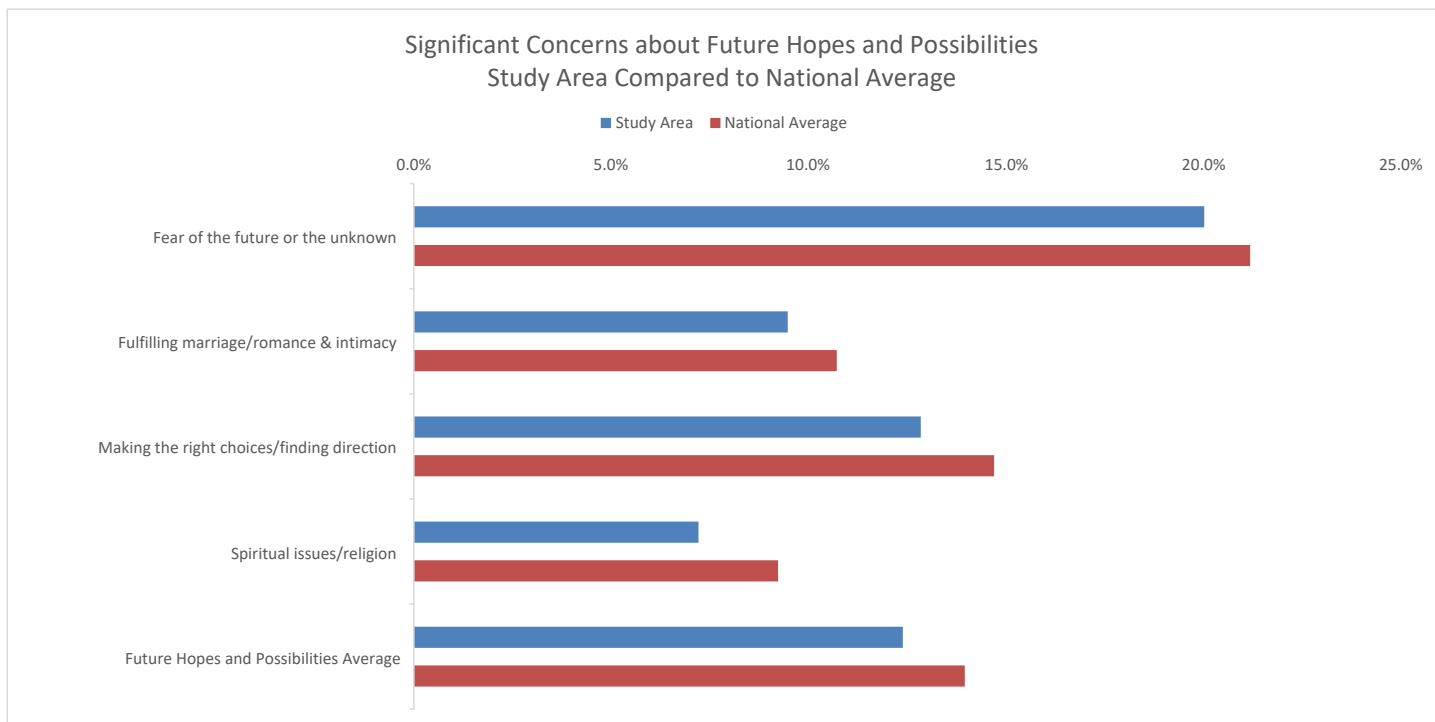
| Concerns About Community                |                |                     |                  |                     |                |                     |
|-----------------------------------------|----------------|---------------------|------------------|---------------------|----------------|---------------------|
| 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%          | 19.7%               | 29.2%            | 20.0%               | 100            | 98                  |
| Racism/racial injustice                 | 37.6%          | 22.3%               | 36.4%            | 25.3%               | 104            | 88                  |
| Social media & internet                 | 38.4%          | 11.9%               | 38.4%            | 14.4%               | 100            | 83                  |
| Social & political tensions/discord     | 41.8%          | 30.6%               | 41.2%            | 34.0%               | 101            | 90                  |
| Violence in my neighborhood             | 26.6%          | 6.6%                | 30.7%            | 7.3%                | 87             | 90                  |
| <b>Community Average</b>                | <b>34.7%</b>   | <b>18.2%</b>        | <b>35.2%</b>     | <b>20.2%</b>        | <b>99</b>      | <b>90</b>           |



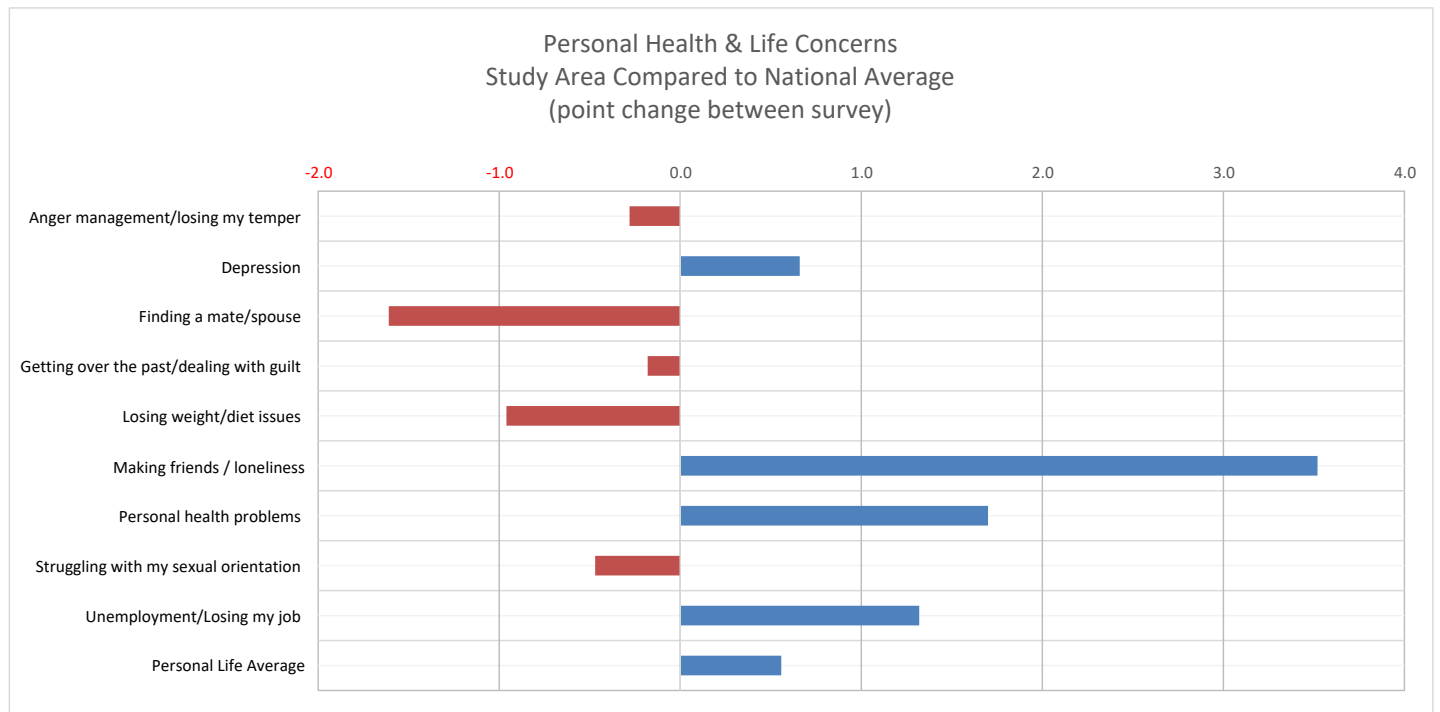
| Concerns about Careers and Financial Matters |                |                     |                  |                     |                |                     |
|----------------------------------------------|----------------|---------------------|------------------|---------------------|----------------|---------------------|
| 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%          | 13.1%               | 42.9%            | 16.1%               | 101            | 82                  |
| Financing the future/savings/retirement      | 47.8%          | 19.0%               | 46.8%            | 23.0%               | 102            | 83                  |
| Reaching my goals/being successful           | 41.8%          | 11.7%               | 40.3%            | 14.3%               | 104            | 81                  |
| Satisfying job/career                        | 31.7%          | 12.3%               | 29.1%            | 13.9%               | 109            | 89                  |
| Will & estate planning                       | 38.7%          | 10.0%               | 40.6%            | 10.3%               | 95             | 97                  |
| <b>Career and Financial Average</b>          | <b>40.6%</b>   | <b>13.2%</b>        | <b>39.9%</b>     | <b>15.5%</b>        | <b>102</b>     | <b>85</b>           |



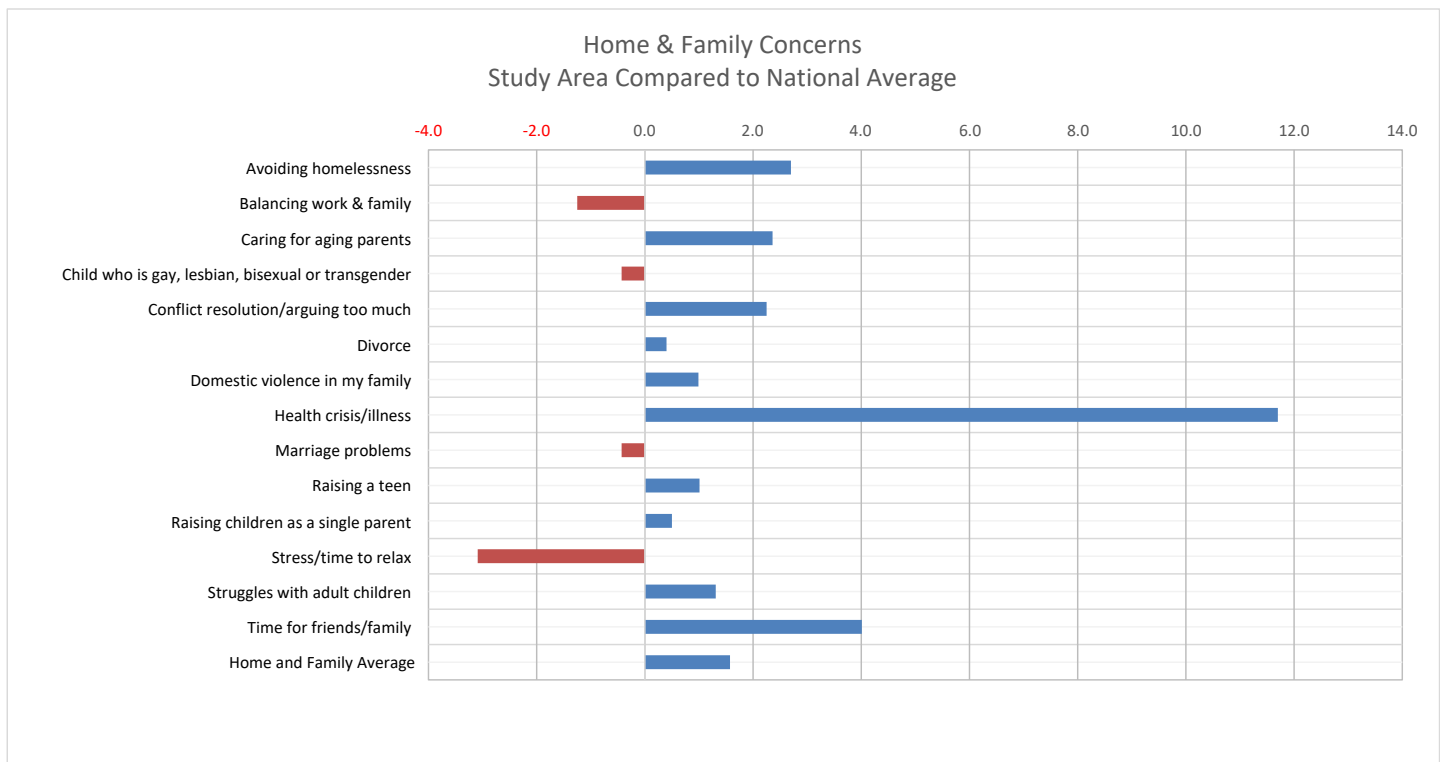
| Concerns about Future Hopes and Possibilities |                |                     |                  |                     |                |                     |
|-----------------------------------------------|----------------|---------------------|------------------|---------------------|----------------|---------------------|
| 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             | 50.5%          | 20.0%               | 50.5%            | 21.2%               | 100            | 95                  |
| Fulfilling marriage/romance & intimacy        | 29.2%          | 9.5%                | 31.3%            | 10.7%               | 93             | 88                  |
| Making the right choices/finding direction    | 45.2%          | 12.8%               | 45.2%            | 14.7%               | 100            | 87                  |
| Spiritual issues/religion                     | 25.4%          | 7.2%                | 27.6%            | 9.2%                | 92             | 78                  |
| <b>Future Hopes and Possibilities Average</b> | <b>37.6%</b>   | <b>12.4%</b>        | <b>38.7%</b>     | <b>14.0%</b>        | <b>97</b>      | <b>89</b>           |



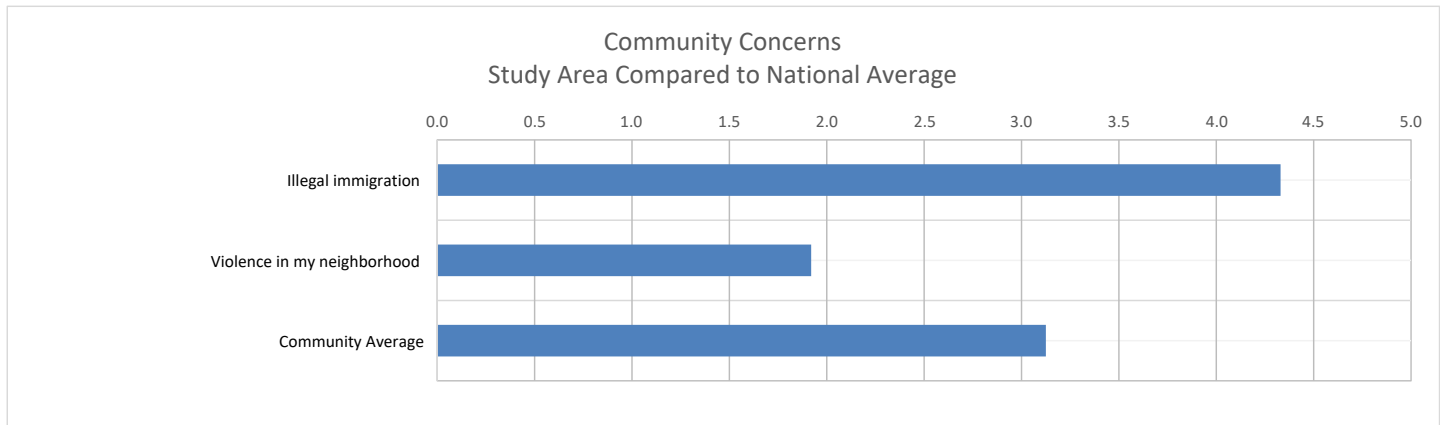
| Concerns About Personal Health & Life     |             |             |                              |
|-------------------------------------------|-------------|-------------|------------------------------|
| Study Area Comparison between 2017 & 2021 | 2017        | 2021        | Point Change Between Surveys |
| Alcohol/drug abuse                        | 3.7%        | 5.6%        | 1.9                          |
| Anger management/losing my temper         | 5.3%        | 5.1%        | -0.3                         |
| Depression                                | 9.5%        | 10.1%       | 0.7                          |
| Finding a mate/spouse                     | 7.9%        | 6.3%        | -1.6                         |
| Getting over the past/dealing with guilt  | 7.8%        | 7.7%        | -0.2                         |
| Losing weight/diet issues                 | 17.9%       | 16.9%       | -1.0                         |
| Making friends / loneliness               | 6.5%        | 10.1%       | 3.5                          |
| Personal health problems                  | 14.3%       | 16.0%       | 1.7                          |
| Struggling with my sexual orientation     | 3.0%        | 2.6%        | -0.5                         |
| Unemployment/Losing my job                | 10.6%       | 11.9%       | 1.3                          |
| <b>Personal Life Average</b>              | <b>8.6%</b> | <b>9.2%</b> | <b>0.6</b>                   |



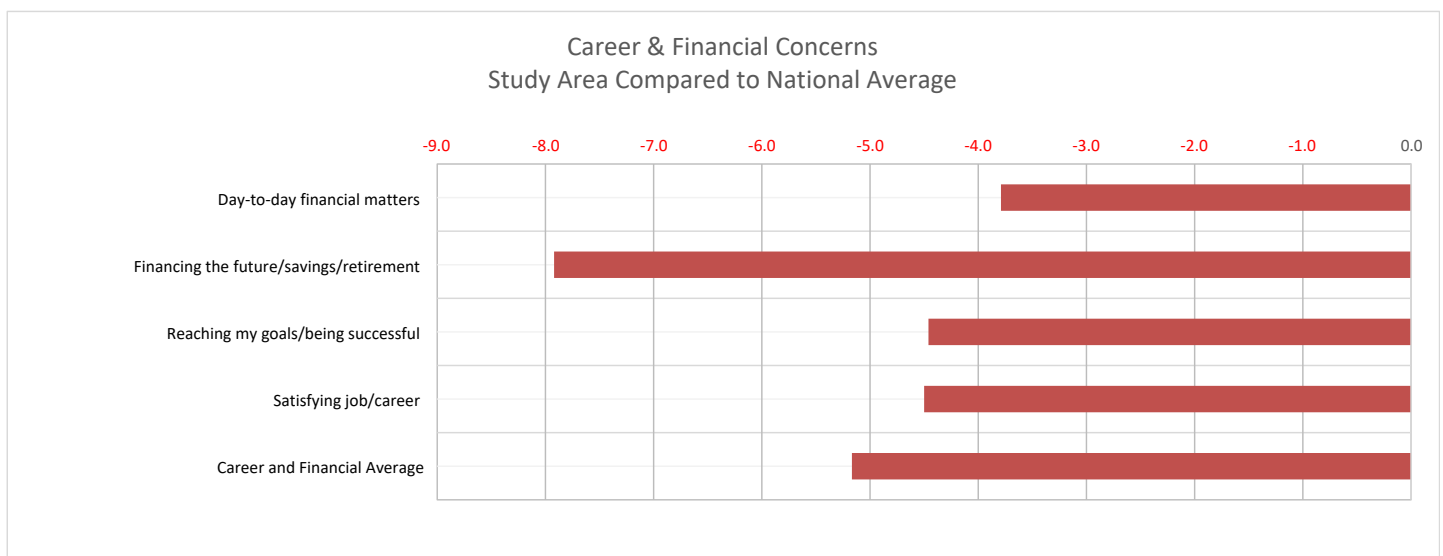
| Concerns About Home and Family                     |             |             |                              |
|----------------------------------------------------|-------------|-------------|------------------------------|
| Study Area Comparison between 2017 & 2021          | 2017        | 2021        | Point Change Between Surveys |
| Avoiding homelessness                              | 6.1%        | 8.8%        | 2.7                          |
| Balancing work & family                            | 11.1%       | 9.9%        | -1.3                         |
| Caring for aging parents                           | 14.1%       | 16.4%       | 2.4                          |
| Child who is gay, lesbian, bisexual or transgender | 3.5%        | 3.1%        | -0.4                         |
| Conflict resolution/arguing too much               | 5.7%        | 7.9%        | 2.3                          |
| Divorce                                            | 4.6%        | 5.0%        | 0.4                          |
| Domestic violence in my family                     | 2.3%        | 3.3%        | 1.0                          |
| Health crisis/illness                              | 12.8%       | 24.5%       | 11.7                         |
| Marriage problems                                  | 5.7%        | 5.3%        | -0.4                         |
| Raising a teen                                     | 6.2%        | 7.3%        | 1.0                          |
| Raising children as a single parent                | 3.3%        | 3.8%        | 0.5                          |
| Stress/time to relax                               | 16.3%       | 13.3%       | -3.1                         |
| Struggles with adult children                      | 5.0%        | 6.3%        | 1.3                          |
| Time for friends/family                            | 9.4%        | 13.4%       | 4.0                          |
| <b>Home and Family Average</b>                     | <b>7.6%</b> | <b>9.1%</b> | <b>1.6</b>                   |



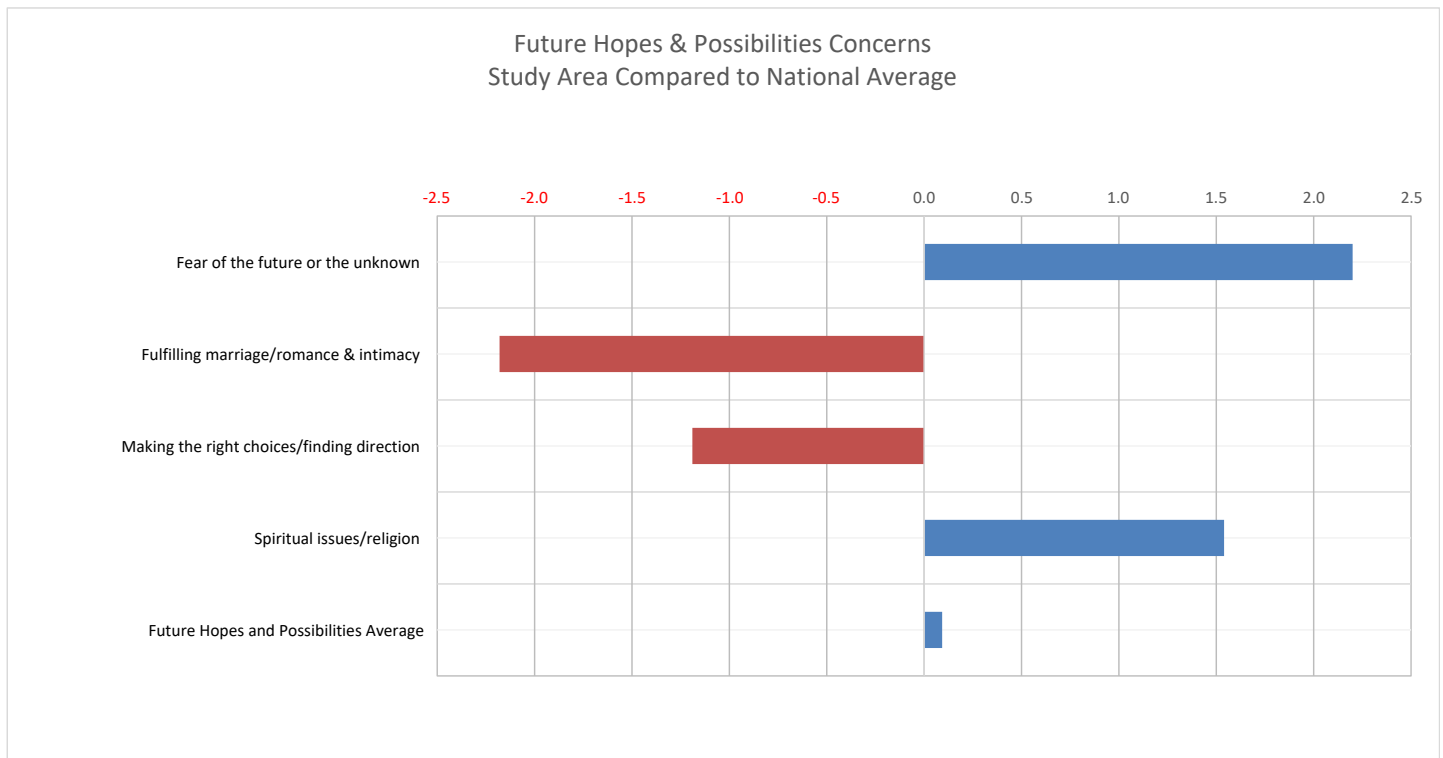
| Concerns About Community                  |              |              |                              |
|-------------------------------------------|--------------|--------------|------------------------------|
| Study Area Comparison between 2017 & 2021 | 2017         | 2021         | Point Change Between Surveys |
| Illegal immigration                       | 15.4%        | 19.7%        | 4.3                          |
| Violence in my neighborhood               | 4.6%         | 6.6%         | 1.9                          |
| <b>Community Average</b>                  | <b>10.0%</b> | <b>13.1%</b> | <b>3.1</b>                   |



| Concerns about Careers and Financial Matters |              |              |                              |
|----------------------------------------------|--------------|--------------|------------------------------|
| Study Area Comparison between 2017 & 2021    | 2017         | 2021         | Point Change Between Surveys |
| Day-to-day financial matters                 | 16.9%        | 13.1%        | -3.8                         |
| Financing the future/savings/retirement      | 26.9%        | 19.0%        | -7.9                         |
| Reaching my goals/being successful           | 16.1%        | 11.7%        | -4.5                         |
| Satisfying job/career                        | 16.8%        | 12.3%        | -4.5                         |
| <b>Career and Financial Average</b>          | <b>19.2%</b> | <b>14.0%</b> | <b>-5.2</b>                  |

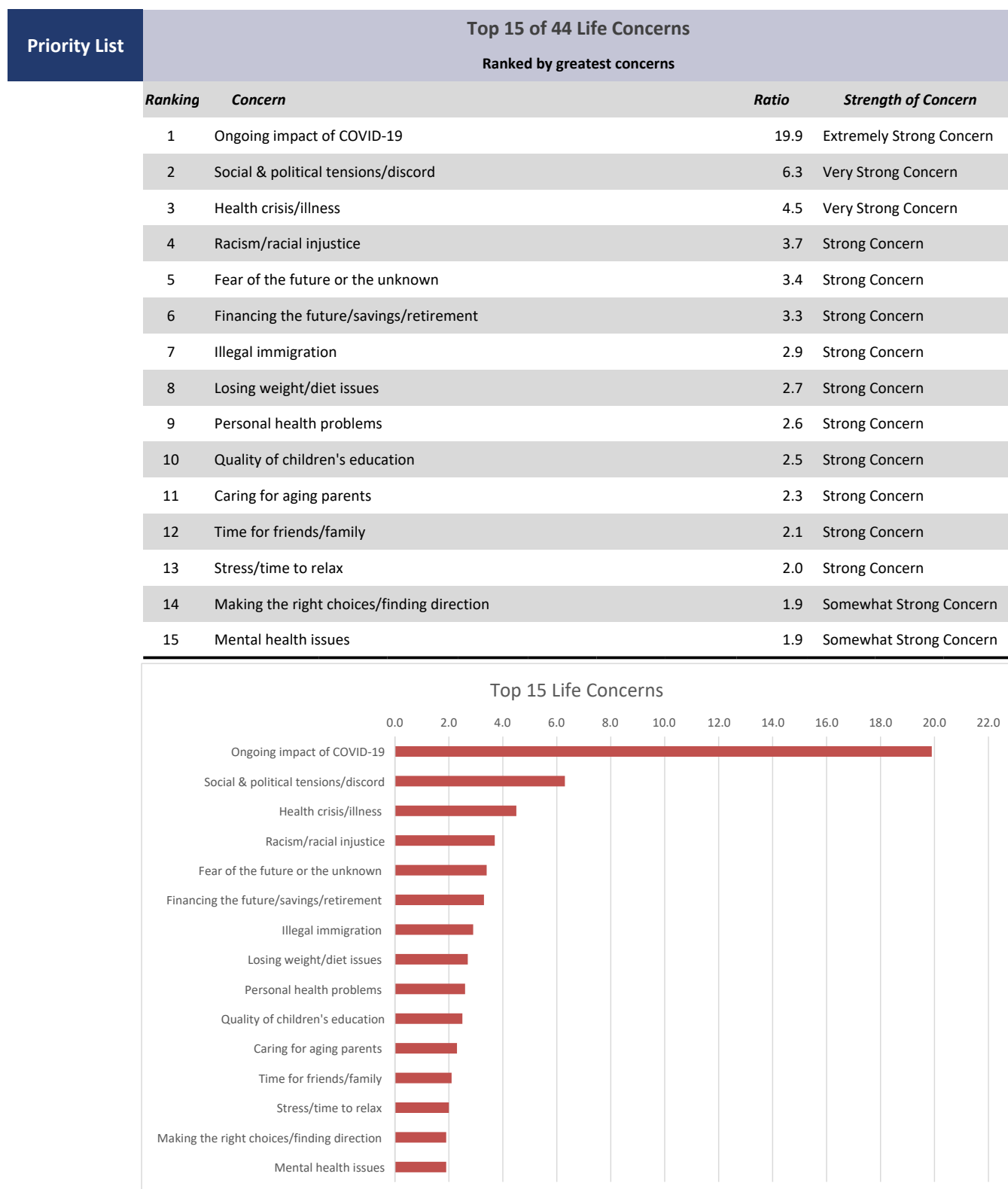


| Concerns about Future Hopes and Possibilities |              |              |                              |
|-----------------------------------------------|--------------|--------------|------------------------------|
| Study Area Comparison between 2017 & 2021     | 2017         | 2021         | Point Change Between Surveys |
| Fear of the future or the unknown             | 17.8%        | 20.0%        | 2.2                          |
| Fulfilling marriage/romance & intimacy        | 11.7%        | 9.5%         | -2.2                         |
| Making the right choices/finding direction    | 14.0%        | 12.8%        | -1.2                         |
| Spiritual issues/religion                     | 5.7%         | 7.2%         | 1.5                          |
| <b>Future Hopes and Possibilities Average</b> | <b>12.3%</b> | <b>12.4%</b> | <b>0.1</b>                   |



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.

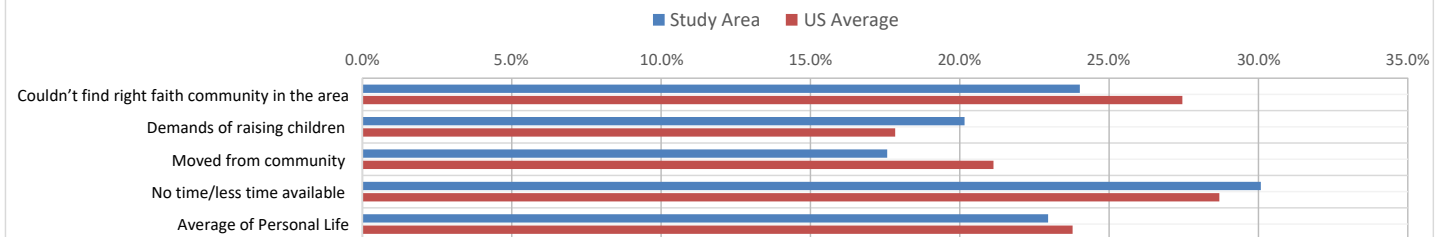
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

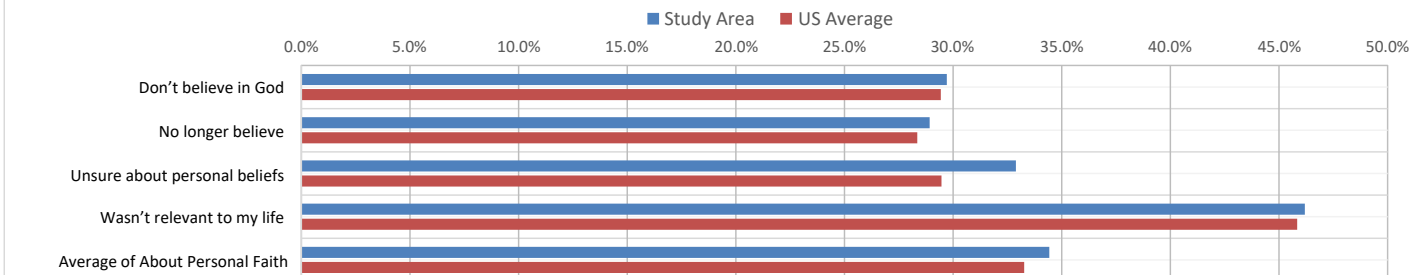
| About Personal Life                             | Study Area   | US Average   | Comparative Index |
|-------------------------------------------------|--------------|--------------|-------------------|
| Couldn't find right faith community in the area | 24.0%        | 27.5%        | 87                |
| Demands of raising children                     | 20.2%        | 17.8%        | 113               |
| Moved from community                            | 17.6%        | 21.1%        | 83                |
| No time/less time available                     | 30.1%        | 28.7%        | 105               |
| <b>Average of Personal Life</b>                 | <b>23.0%</b> | <b>23.8%</b> | <b>97</b>         |

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



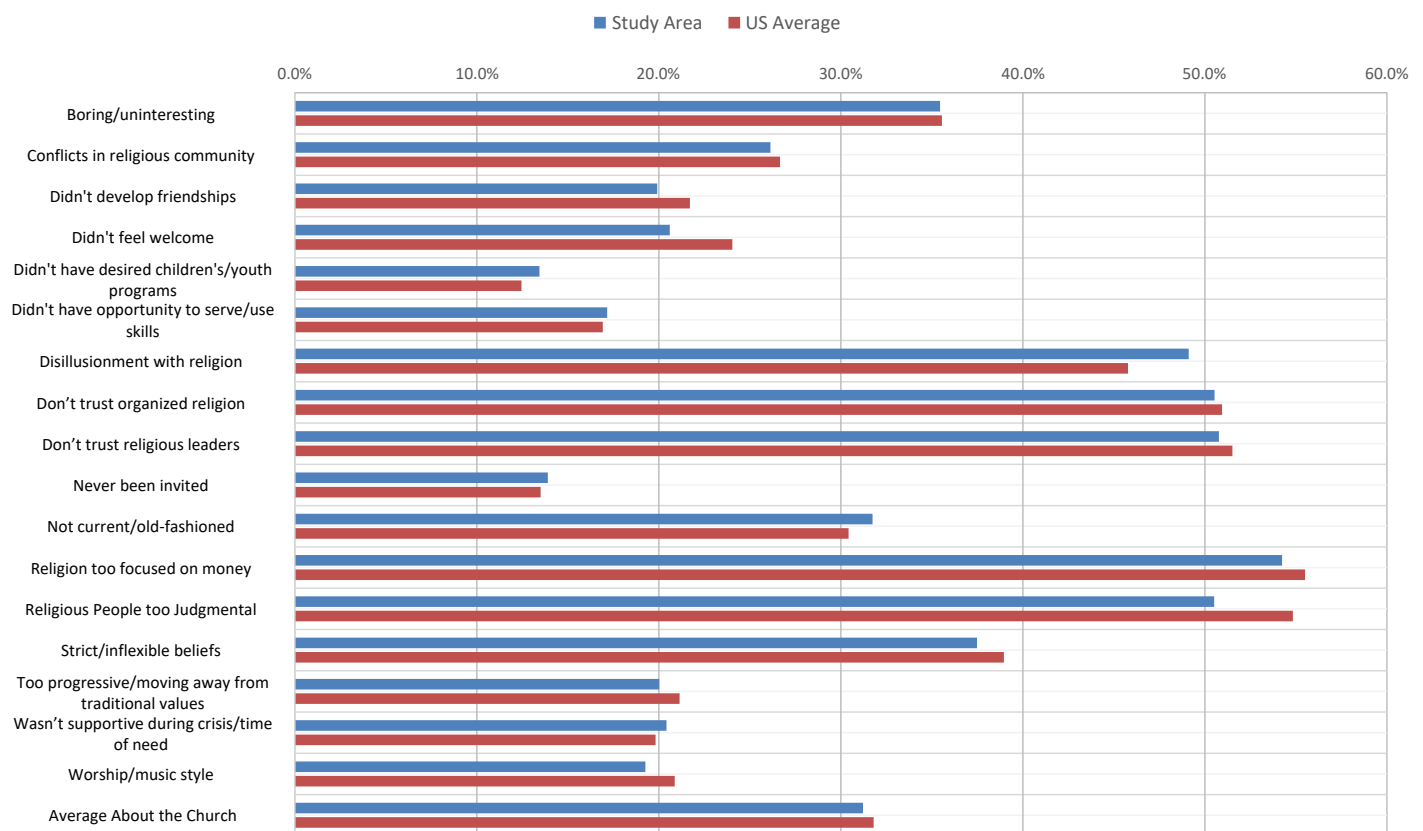
| About Personal Faith                   | Study Area   | US Average   | Comparative Index |
|----------------------------------------|--------------|--------------|-------------------|
| Don't believe in God                   | 29.7%        | 29.4%        | 101               |
| No longer believe                      | 28.9%        | 28.4%        | 102               |
| Unsure about personal beliefs          | 32.9%        | 29.5%        | 112               |
| Wasn't relevant to my life             | 46.2%        | 45.8%        | 101               |
| <b>Average of About Personal Faith</b> | <b>34.4%</b> | <b>33.3%</b> | <b>103</b>        |

#### 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                    | 26.1%        | 26.7%        | 98                |
| Didn't develop friendships                          | 19.9%        | 21.7%        | 92                |
| Didn't feel welcome                                 | 20.6%        | 24.0%        | 86                |
| Didn't have desired children's/youth programs       | 13.4%        | 12.5%        | 108               |
| Didn't have opportunity to serve/use skills         | 17.2%        | 16.9%        | 101               |
| Disillusionment with religion                       | 49.1%        | 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                                  | 13.9%        | 13.5%        | 103               |
| Not current/old-fashioned                           | 31.7%        | 30.4%        | 104               |
| Religion too focused on money                       | 54.2%        | 55.5%        | 98                |
| Religious People too Judgmental                     | 50.5%        | 54.8%        | 92                |
| Strict/inflexible beliefs                           | 37.5%        | 39.0%        | 96                |
| Too progressive/moving away from traditional values | 20.0%        | 21.1%        | 95                |
| Wasn't supportive during crisis/time of need        | 20.4%        | 19.8%        | 103               |
| Worship/music style                                 | 19.3%        | 20.9%        | 92                |
| <b>Average About the Church</b>                     | <b>31.2%</b> | <b>31.8%</b> | <b>98</b>         |

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

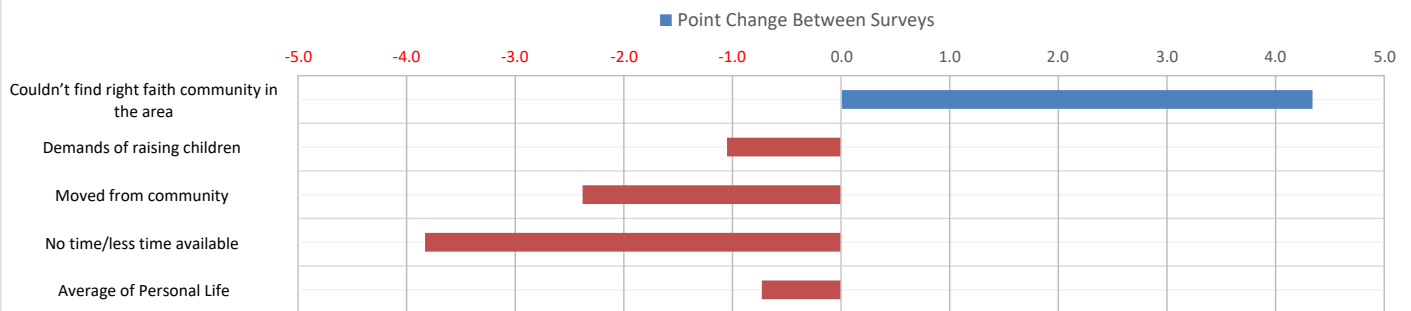


## From Outside: Probable reasons for non-participation in a religious congregation or religious community

### Study Area Comparison between 2017 & 2021

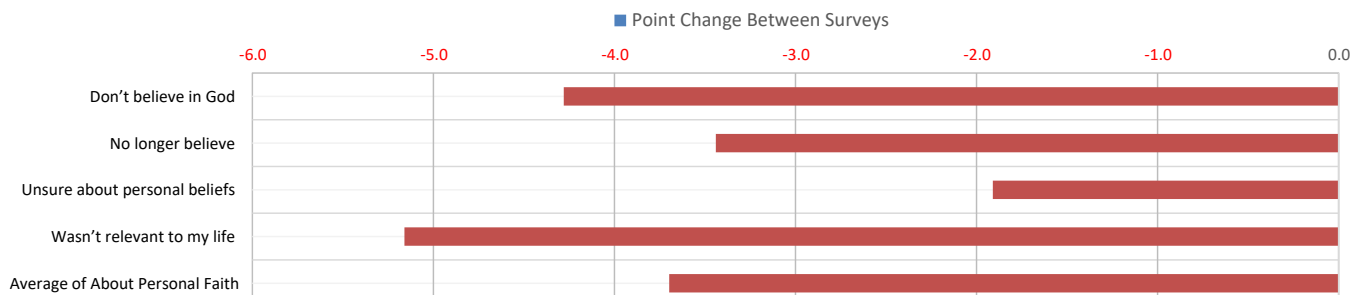
| About <i>Personal Life</i>                      | 2017         | 2021         | Point Change Between Surveys |
|-------------------------------------------------|--------------|--------------|------------------------------|
| Couldn't find right faith community in the area | 19.7%        | 24.0%        | 4.3                          |
| Demands of raising children                     | 21.2%        | 20.2%        | -1.1                         |
| Moved from community                            | 20.0%        | 17.6%        | -2.4                         |
| No time/less time available                     | 33.9%        | 30.1%        | -3.8                         |
| <b>Average of Personal Life</b>                 | <b>23.7%</b> | <b>23.0%</b> | <b>-0.7</b>                  |

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

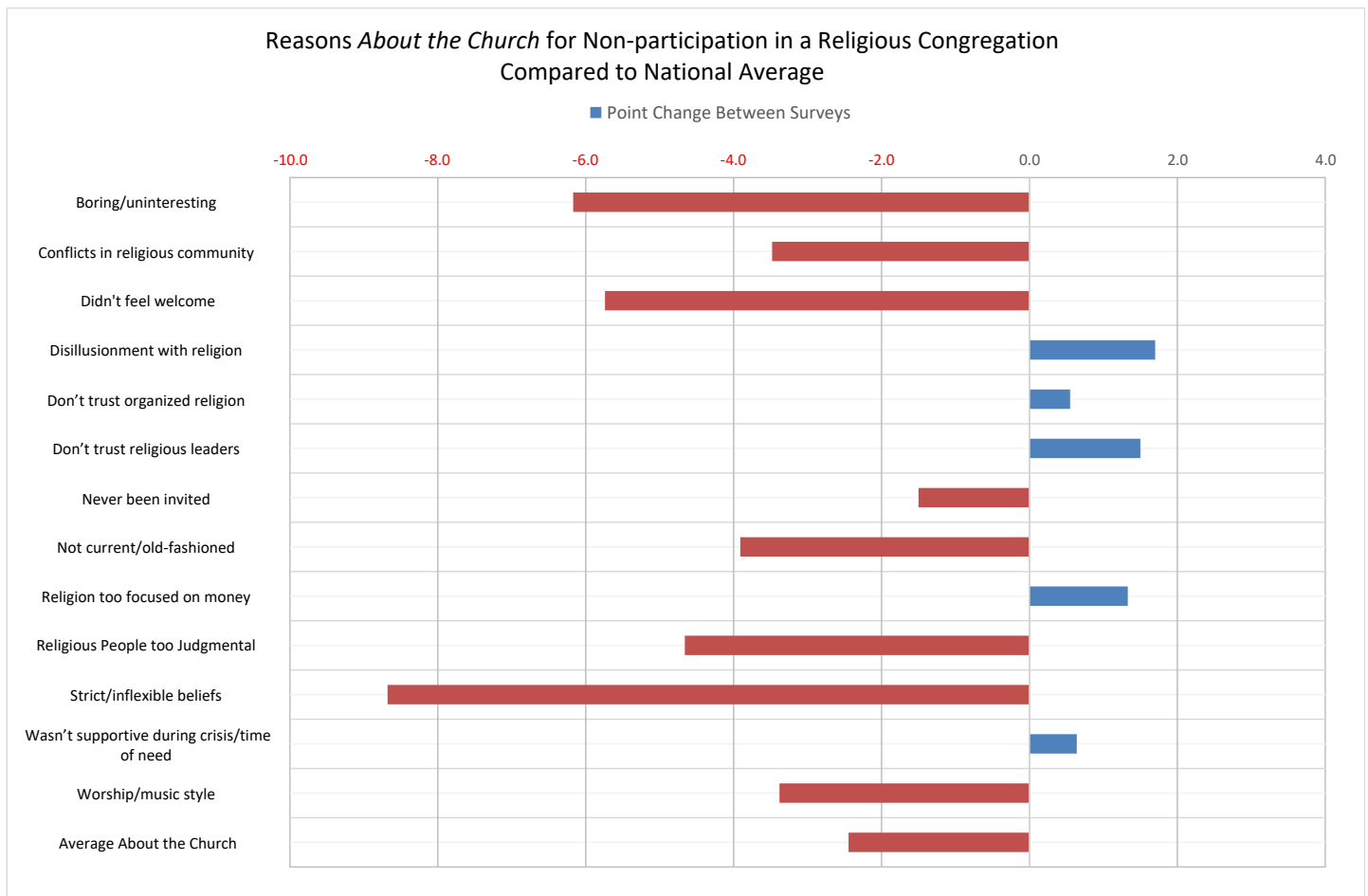


| About <i>Personal Faith</i>            | 2017         | 2021         | Point Change Between Surveys |
|----------------------------------------|--------------|--------------|------------------------------|
| Don't believe in God                   | 34.0%        | 29.7%        | -4.3                         |
| No longer believe                      | 32.4%        | 28.9%        | -3.4                         |
| Unsure about personal beliefs          | 34.8%        | 32.9%        | -1.9                         |
| Wasn't relevant to my life             | 51.4%        | 46.2%        | -5.2                         |
| <b>Average of About Personal Faith</b> | <b>38.1%</b> | <b>34.4%</b> | <b>-3.7</b>                  |

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



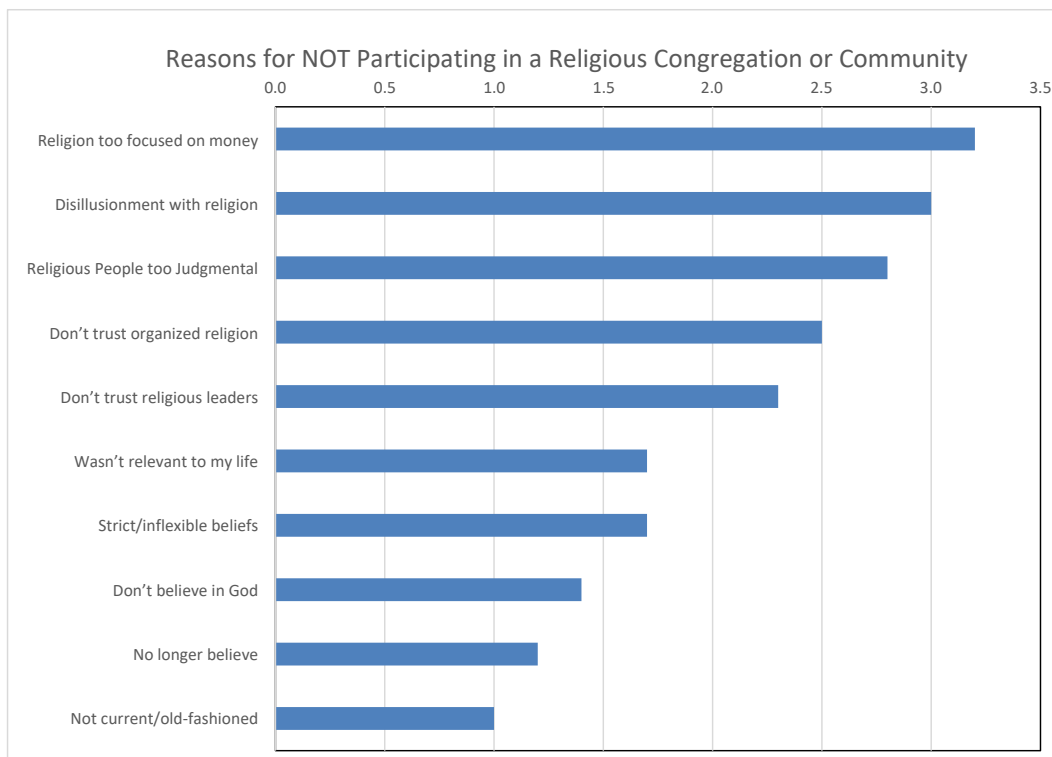
| <b>About the Church</b>                      | 2017         | 2021         | Point Change Between Surveys |
|----------------------------------------------|--------------|--------------|------------------------------|
| Boring/uninteresting                         | 41.6%        | 35.5%        | -6.2                         |
| Conflicts in religious community             | 29.6%        | 26.1%        | -3.5                         |
| Didn't feel welcome                          | 26.3%        | 20.6%        | -5.7                         |
| Disillusionment with religion                | 47.4%        | 49.1%        | 1.7                          |
| Don't trust organized religion               | 50.0%        | 50.5%        | 0.5                          |
| Don't trust religious leaders                | 49.3%        | 50.8%        | 1.5                          |
| Never been invited                           | 15.4%        | 13.9%        | -1.5                         |
| Not current/old-fashioned                    | 35.7%        | 31.7%        | -3.9                         |
| Religion too focused on money                | 52.9%        | 54.2%        | 1.3                          |
| Religious People too Judgmental              | 55.2%        | 50.5%        | -4.7                         |
| Strict/inflexible beliefs                    | 46.2%        | 37.5%        | -8.7                         |
| Wasn't supportive during crisis/time of need | 19.8%        | 20.4%        | 0.6                          |
| Worship/music style                          | 22.6%        | 19.3%        | -3.4                         |
| <b>Average About the Church</b>              | <b>37.8%</b> | <b>35.4%</b> | <b>-2.4</b>                  |



## 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   | 3.2   | Strong Reason          |
| 2       | Disillusionment with religion   | 3.0   | Strong Reason          |
| 3       | Religious People too Judgmental | 2.8   | 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

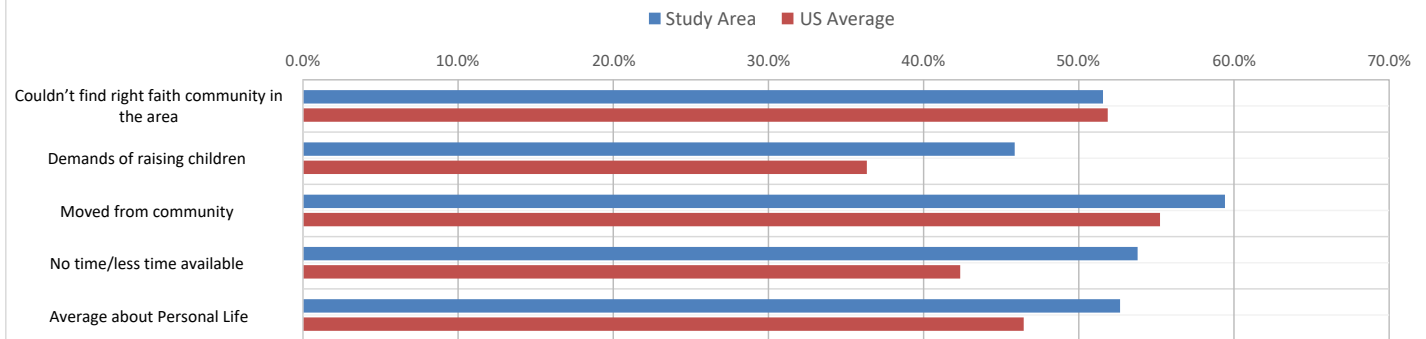
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

#### Study Area Compared to National Average

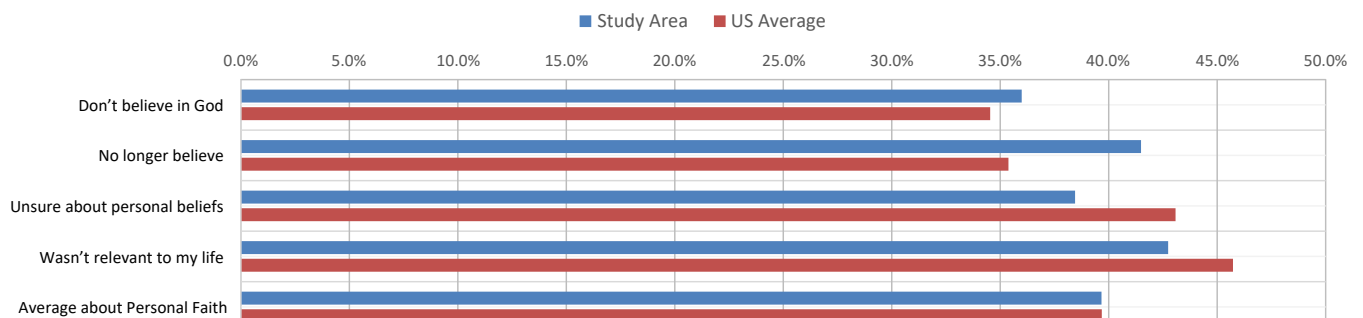
| About Personal Life                             | Study Area   | US Average   | Comparative Index |
|-------------------------------------------------|--------------|--------------|-------------------|
| Couldn't find right faith community in the area | 51.6%        | 51.9%        | 99                |
| Demands of raising children                     | 45.9%        | 36.3%        | 126               |
| Moved from community                            | 59.4%        | 55.2%        | 108               |
| No time/less time available                     | 53.8%        | 42.4%        | 127               |
| <b>Average about Personal Life</b>              | <b>52.7%</b> | <b>46.5%</b> | <b>113</b>        |

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

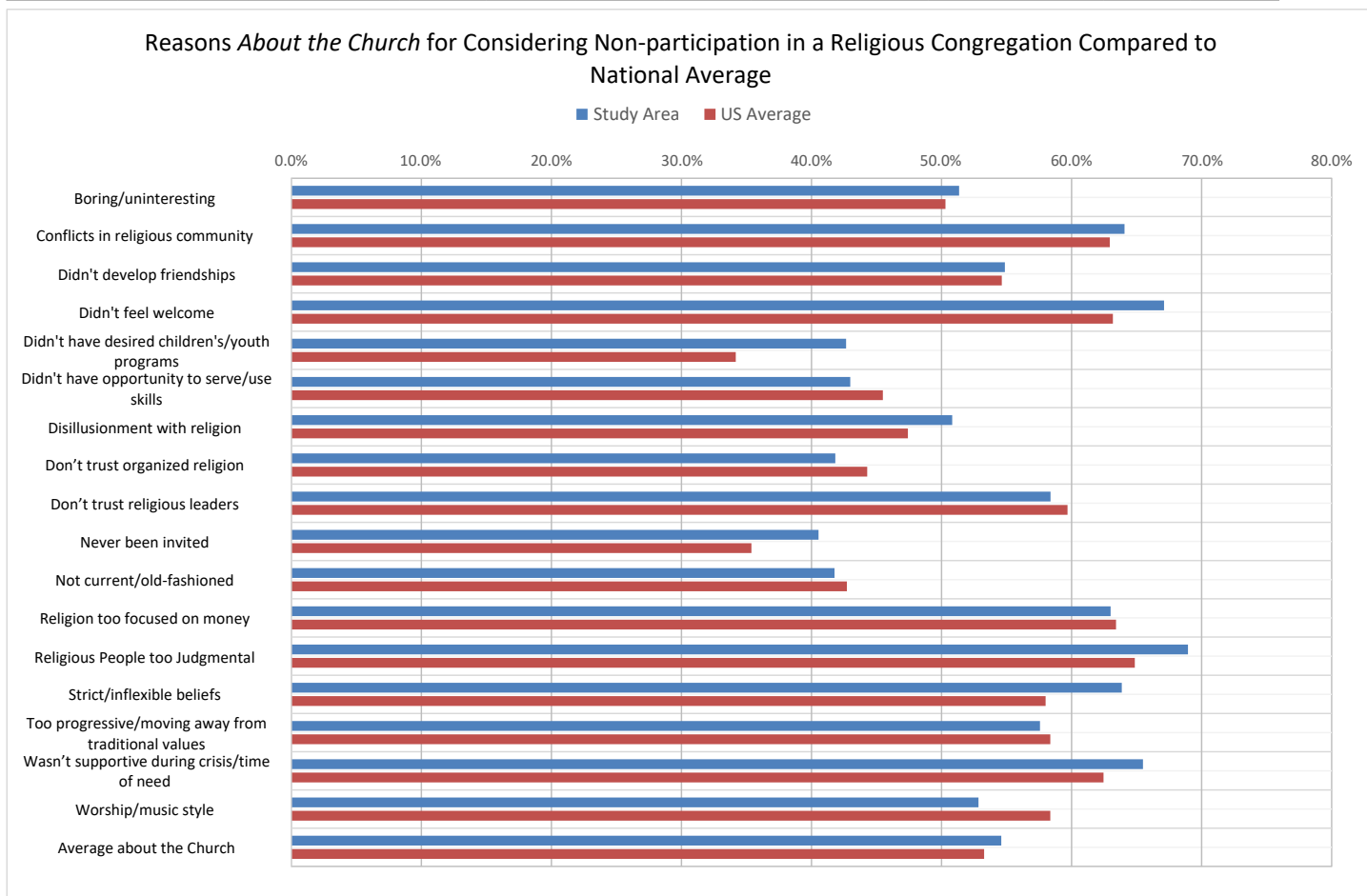


| About Personal Faith                | Study Area   | US Average   | Comparative Index |
|-------------------------------------|--------------|--------------|-------------------|
| Don't believe in God                | 36.0%        | 34.5%        | 104               |
| No longer believe                   | 41.5%        | 35.4%        | 117               |
| Unsure about personal beliefs       | 38.5%        | 43.1%        | 89                |
| Wasn't relevant to my life          | 42.7%        | 45.7%        | 93                |
| <b>Average about Personal Faith</b> | <b>39.7%</b> | <b>39.7%</b> | <b>100</b>        |

#### 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                                | 51.4%        | 50.3%        | 102               |
| Conflicts in religious community                    | 64.1%        | 62.9%        | 102               |
| Didn't develop friendships                          | 54.9%        | 54.6%        | 100               |
| Didn't feel welcome                                 | 67.1%        | 63.2%        | 106               |
| Didn't have desired children's/youth programs       | 42.7%        | 34.2%        | 125               |
| Didn't have opportunity to serve/use skills         | 43.0%        | 45.5%        | 94                |
| Disillusionment with religion                       | 50.8%        | 47.4%        | 107               |
| Don't trust organized religion                      | 41.8%        | 44.3%        | 94                |
| Don't trust religious leaders                       | 58.4%        | 59.7%        | 98                |
| Never been invited                                  | 40.5%        | 35.4%        | 115               |
| Not current/old-fashioned                           | 41.8%        | 42.7%        | 98                |
| Religion too focused on money                       | 63.0%        | 63.4%        | 99                |
| Religious People too Judgmental                     | 69.0%        | 64.9%        | 106               |
| Strict/inflexible beliefs                           | 63.9%        | 58.0%        | 110               |
| Too progressive/moving away from traditional values | 57.6%        | 58.4%        | 99                |
| Wasn't supportive during crisis/time of need        | 65.5%        | 62.5%        | 105               |
| Worship/music style                                 | 52.8%        | 58.4%        | 91                |
| <b>Average about the Church</b>                     | <b>54.6%</b> | <b>53.3%</b> | <b>102</b>        |

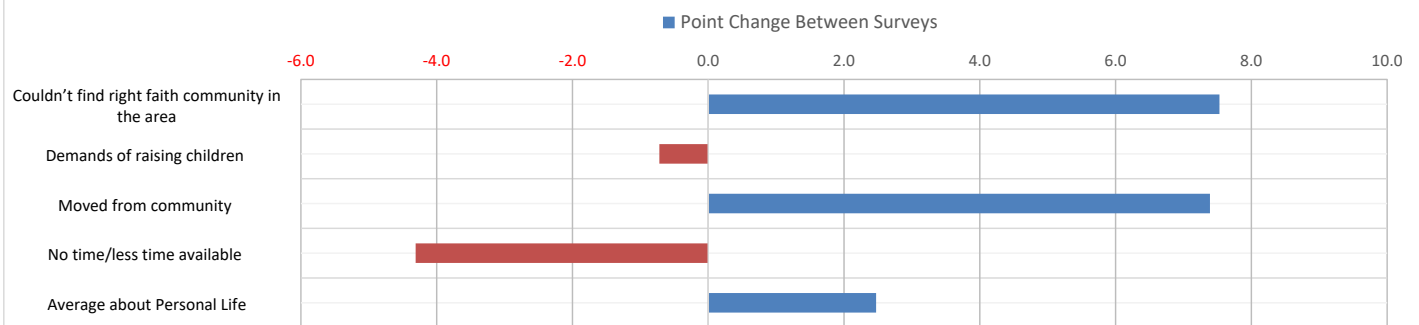


## From the Inside: Reasons for considering non-participation in a religious congregation or religious community

### Study Area Comparison between 2017 & 2021

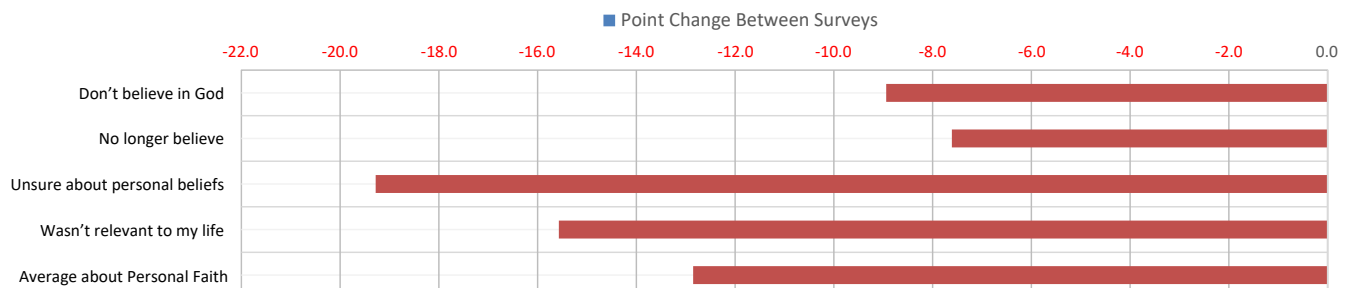
| About Personal Life                             | 2017         | 2021         | Point Change Between Surveys |
|-------------------------------------------------|--------------|--------------|------------------------------|
| Couldn't find right faith community in the area | 44.0%        | 51.6%        | 7.5                          |
| Demands of raising children                     | 46.6%        | 45.9%        | -0.7                         |
| Moved from community                            | 52.0%        | 59.4%        | 7.4                          |
| No time/less time available                     | 58.1%        | 53.8%        | -4.3                         |
| <b>Average about Personal Life</b>              | <b>50.2%</b> | <b>52.7%</b> | <b>2.5</b>                   |

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

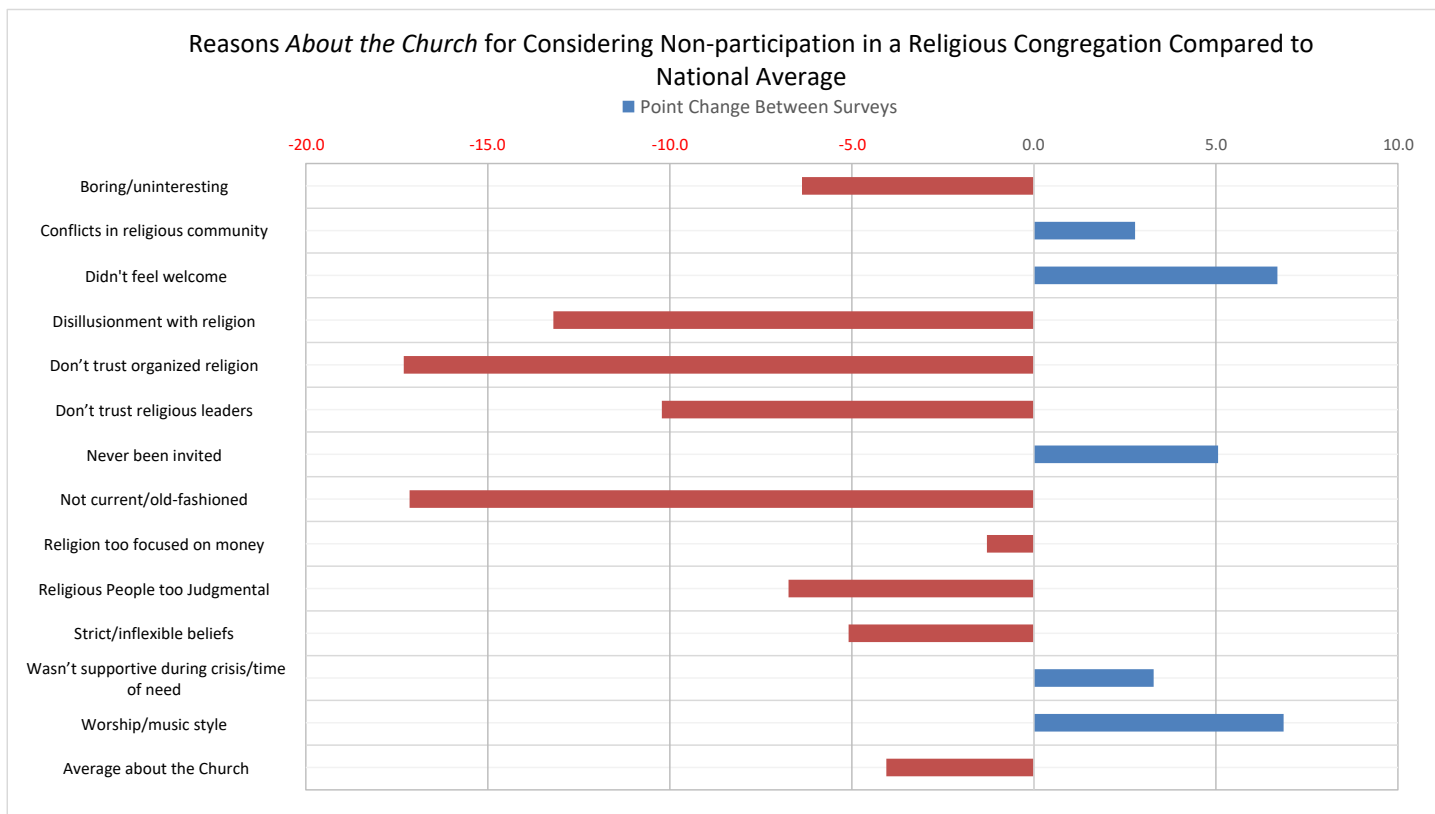


| About Personal Faith                | 2017         | 2021         | Point Change Between Surveys |
|-------------------------------------|--------------|--------------|------------------------------|
| Don't believe in God                | 44.9%        | 36.0%        | -8.9                         |
| No longer believe                   | 49.1%        | 41.5%        | -7.6                         |
| Unsure about personal beliefs       | 57.7%        | 38.5%        | -19.3                        |
| Wasn't relevant to my life          | 58.3%        | 42.7%        | -15.6                        |
| <b>Average about Personal Faith</b> | <b>52.5%</b> | <b>39.7%</b> | <b>-12.9</b>                 |

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



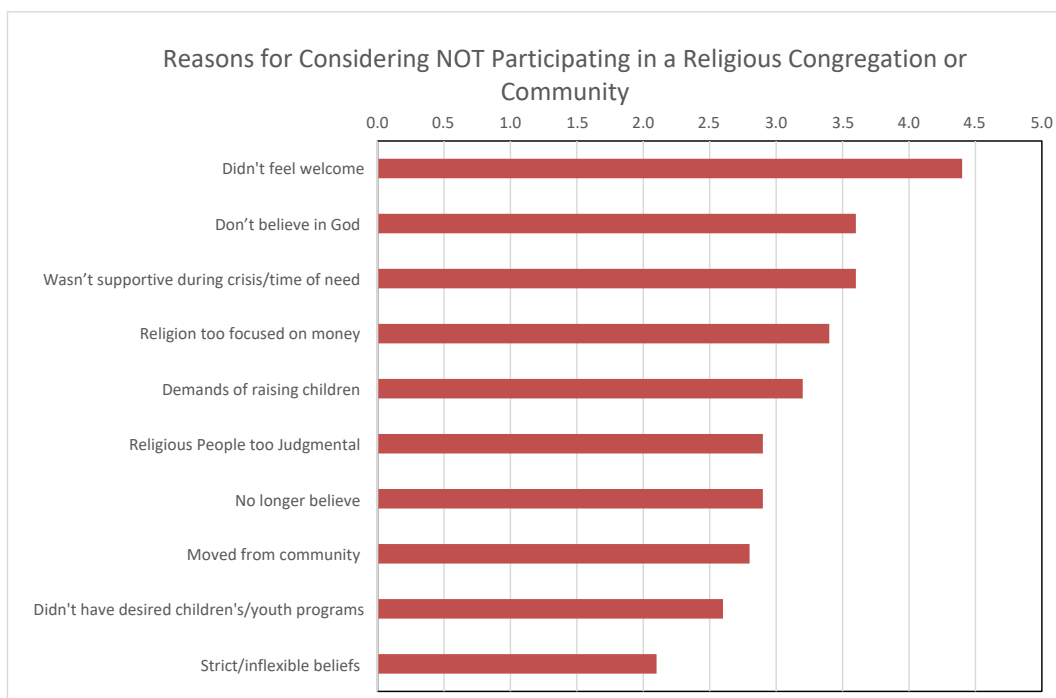
| <b>About the Church</b>                      | 2017         | 2021         | Point Change Between Surveys |
|----------------------------------------------|--------------|--------------|------------------------------|
| Boring/uninteresting                         | 57.7%        | 51.4%        | -6.4                         |
| Conflicts in religious community             | 61.3%        | 64.1%        | 2.8                          |
| Didn't feel welcome                          | 60.4%        | 67.1%        | 6.7                          |
| Disillusionment with religion                | 64.0%        | 50.8%        | -13.2                        |
| Don't trust organized religion               | 59.1%        | 41.8%        | -17.3                        |
| Don't trust religious leaders                | 68.6%        | 58.4%        | -10.2                        |
| Never been invited                           | 35.5%        | 40.5%        | 5.1                          |
| Not current/old-fashioned                    | 58.9%        | 41.8%        | -17.2                        |
| Religion too focused on money                | 64.3%        | 63.0%        | -1.3                         |
| Religious People too Judgmental              | 75.7%        | 69.0%        | -6.7                         |
| Strict/inflexible beliefs                    | 69.0%        | 63.9%        | -5.1                         |
| Wasn't supportive during crisis/time of need | 62.2%        | 65.5%        | 3.3                          |
| Worship/music style                          | 46.0%        | 52.8%        | 6.9                          |
| <b>Average about the Church</b>              | <b>60.2%</b> | <b>56.2%</b> | <b>-4.1</b>                  |



## 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                           | 4.4   | Very Strong Reason |
| 2       | Don't believe in God                          | 3.6   | Strong Reason      |
| 3       | Wasn't supportive during crisis/time of need  | 3.6   | Strong Reason      |
| 4       | Religion too focused on money                 | 3.4   | Strong Reason      |
| 5       | Demands of raising children                   | 3.2   | Strong Reason      |
| 6       | Religious People too Judgmental               | 2.9   | Strong Reason      |
| 7       | No longer believe                             | 2.9   | Strong Reason      |
| 8       | Moved from community                          | 2.8   | Strong Reason      |
| 9       | Didn't have desired children's/youth programs | 2.6   | Strong Reason      |
| 10      | Strict/inflexible beliefs                     | 2.1   | 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 |
| <b>Personal Growth</b>                                                |               |              |            |               |              |                   |                |
| Addiction support groups                                              | 52.8%         | 32.1%        | 0.6        | 51.1%         | 35.3%        | 103               | 91             |
| Health/weight loss programs                                           | 56.5%         | 30.5%        | 0.5        | 55.1%         | 32.1%        | 102               | 95             |
| Membership and leadership training                                    | 51.7%         | 35.9%        | 0.7        | 45.9%         | 41.1%        | 112               | 87             |
| Opportunities to develop personal relationships                       | 26.7%         | 62.7%        | 2.3        | 24.5%         | 65.8%        | 109               | 95             |
| Practical training seminars (money management, computer skills, etc.) | 50.1%         | 37.9%        | 0.8        | 45.4%         | 42.4%        | 110               | 89             |
| <b>Personal Growth</b>                                                | <b>47.6%</b>  | <b>39.8%</b> | <b>0.8</b> | <b>44.4%</b>  | <b>43.3%</b> | <b>107</b>        | <b>92</b>      |
| <b>Family Support and Intervention Services</b>                       |               |              |            |               |              |                   |                |
| Daycare/After-School Programs                                         | 61.8%         | 24.4%        | 0.4        | 59.0%         | 26.6%        | 105               | 92             |
| Crisis support groups                                                 | 40.5%         | 46.2%        | 1.1        | 37.0%         | 50.8%        | 109               | 91             |
| Family oriented activities                                            | 37.5%         | 52.4%        | 1.4        | 33.4%         | 56.6%        | 112               | 93             |
| Marriage enrichment                                                   | 51.1%         | 35.2%        | 0.7        | 45.2%         | 41.8%        | 113               | 84             |
| Parenting development                                                 | 58.0%         | 28.4%        | 0.5        | 53.2%         | 33.0%        | 109               | 86             |
| Personal/family counseling                                            | 47.0%         | 41.0%        | 0.9        | 40.6%         | 47.8%        | 116               | 86             |
| <b>Family Support and Intervention Services</b>                       | <b>49.3%</b>  | <b>37.9%</b> | <b>0.8</b> | <b>44.7%</b>  | <b>42.8%</b> | <b>110</b>        | <b>89</b>      |
| <b>Community Involvement and Advocacy Programs</b>                    |               |              |            |               |              |                   |                |
| Adult social activities                                               | 28.8%         | 61.0%        | 2.1        | 26.1%         | 64.3%        | 110               | 95             |
| Involvement in social causes                                          | 32.0%         | 56.5%        | 1.8        | 30.0%         | 58.9%        | 107               | 96             |
| Mission trips and global outreach                                     | 54.1%         | 30.3%        | 0.6        | 47.7%         | 38.5%        | 113               | 79             |
| Opportunities for volunteering in the community                       | 29.9%         | 59.1%        | 2.0        | 25.9%         | 64.1%        | 116               | 92             |
| Social justice advocacy work                                          | 40.7%         | 46.6%        | 1.1        | 38.5%         | 48.4%        | 106               | 96             |
| <b>Community Involvement and Advocacy Programs</b>                    | <b>37.1%</b>  | <b>50.7%</b> | <b>1.4</b> | <b>33.6%</b>  | <b>54.8%</b> | <b>110</b>        | <b>92</b>      |

| <i>Community Activities or Cultural Programs</i>           | Not Important | Important    | Ratio      | Not Important | Important    | Not Important | Very Important |
|------------------------------------------------------------|---------------|--------------|------------|---------------|--------------|---------------|----------------|
| Cultural programs (music, drama, art)                      | 38.4%         | 51.6%        | 1.3        | 36.4%         | 52.7%        | 106           | 98             |
| Holiday programs/activities                                | 27.4%         | 62.5%        | 2.3        | 25.0%         | 65.4%        | 110           | 96             |
| Seniors/retiree activities                                 | 30.7%         | 57.5%        | 1.9        | 30.6%         | 58.7%        | 100           | 98             |
| Singles or college-age groups                              | 57.0%         | 27.3%        | 0.5        | 53.9%         | 31.9%        | 106           | 86             |
| Size of church congregation                                | 49.1%         | 39.7%        | 0.8        | 41.8%         | 47.6%        | 118           | 83             |
| Small groups (i.e., life groups, personal interest groups) | 35.2%         | 53.6%        | 1.5        | 31.8%         | 57.4%        | 110           | 93             |
| Youth social activities                                    | 52.7%         | 34.0%        | 0.6        | 47.9%         | 39.7%        | 110           | 86             |
| <i>Community Activities or Cultural Programs</i>           | <b>41.5%</b>  | <b>46.6%</b> | <b>1.1</b> | <b>38.2%</b>  | <b>50.5%</b> | <b>109</b>    | <b>92</b>      |
| <i>Religious/Spiritual Programs</i>                        | Not Important | Important    | Ratio      | Not Important | Important    | Not Important | Very Important |
| Bible or Scripture study/prayer groups                     | 49.4%         | 38.5%        | 0.8        | 41.5%         | 47.2%        | 119           | 82             |
| Celebration of sacraments                                  | 36.1%         | 51.0%        | 1.4        | 32.8%         | 53.5%        | 110           | 95             |
| Contemporary worship experiences                           | 38.7%         | 46.8%        | 1.2        | 35.9%         | 51.3%        | 108           | 91             |
| Online or virtual worship experiences                      | 46.4%         | 39.9%        | 0.9        | 40.0%         | 47.9%        | 116           | 83             |
| Quality sermons                                            | 25.1%         | 64.5%        | 2.6        | 20.7%         | 69.6%        | 122           | 93             |
| Religious education for children                           | 46.0%         | 39.9%        | 0.9        | 42.8%         | 44.6%        | 107           | 90             |
| Spiritual discussion groups                                | 43.6%         | 43.4%        | 1.0        | 38.1%         | 50.1%        | 114           | 87             |
| Traditional worship experiences                            | 29.1%         | 60.6%        | 2.1        | 26.7%         | 63.4%        | 109           | 96             |
| Warm and friendly encounters                               | 13.7%         | 77.7%        | 5.7        | 12.3%         | 79.9%        | 111           | 97             |
| <i>Religious/Spiritual Programs</i>                        | <b>36.4%</b>  | <b>51.4%</b> | <b>1.4</b> | <b>32.3%</b>  | <b>56.4%</b> | <b>113</b>    | <b>91</b>      |

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..

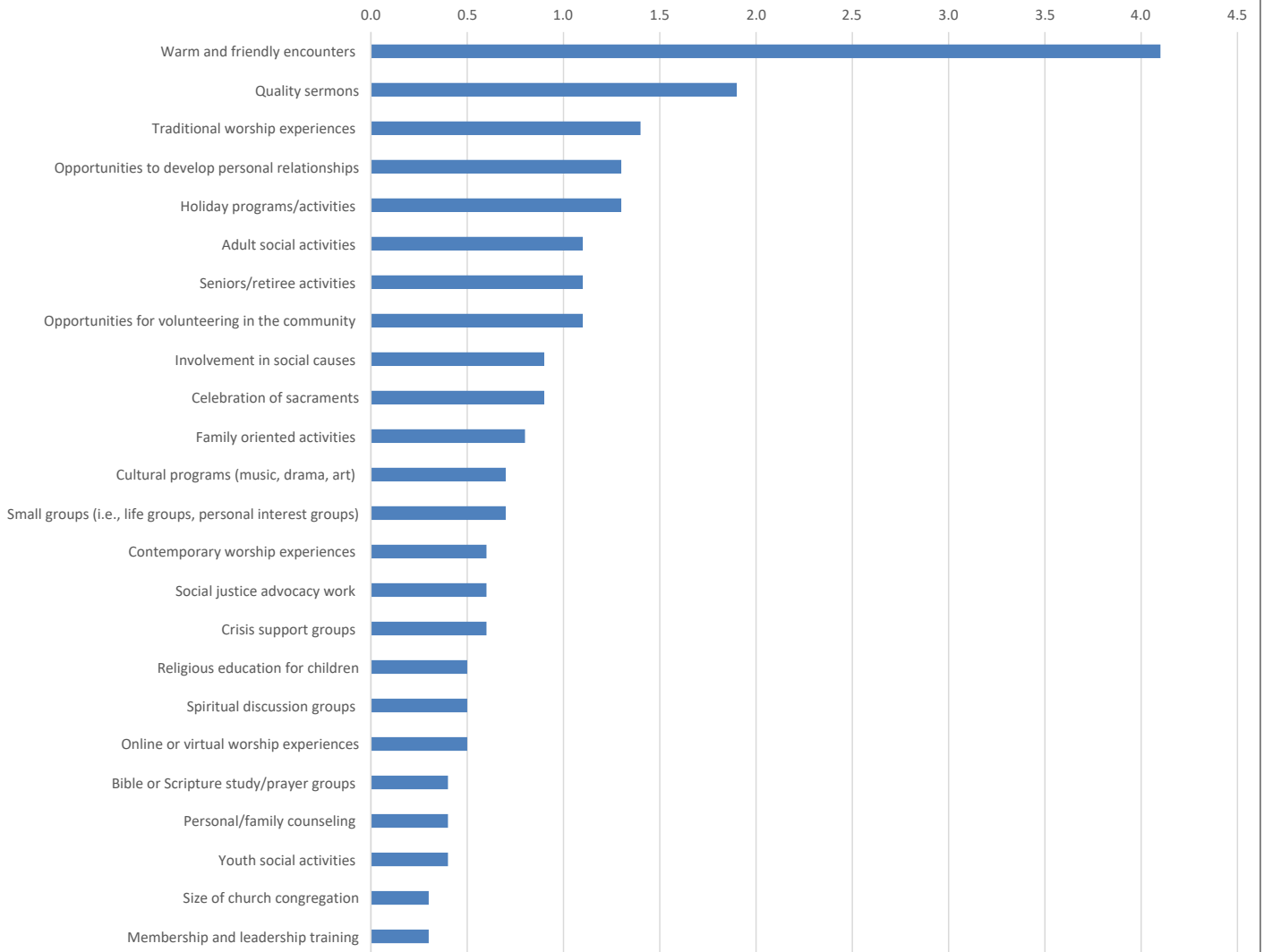
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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                                            | 1.9   | 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                               | 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

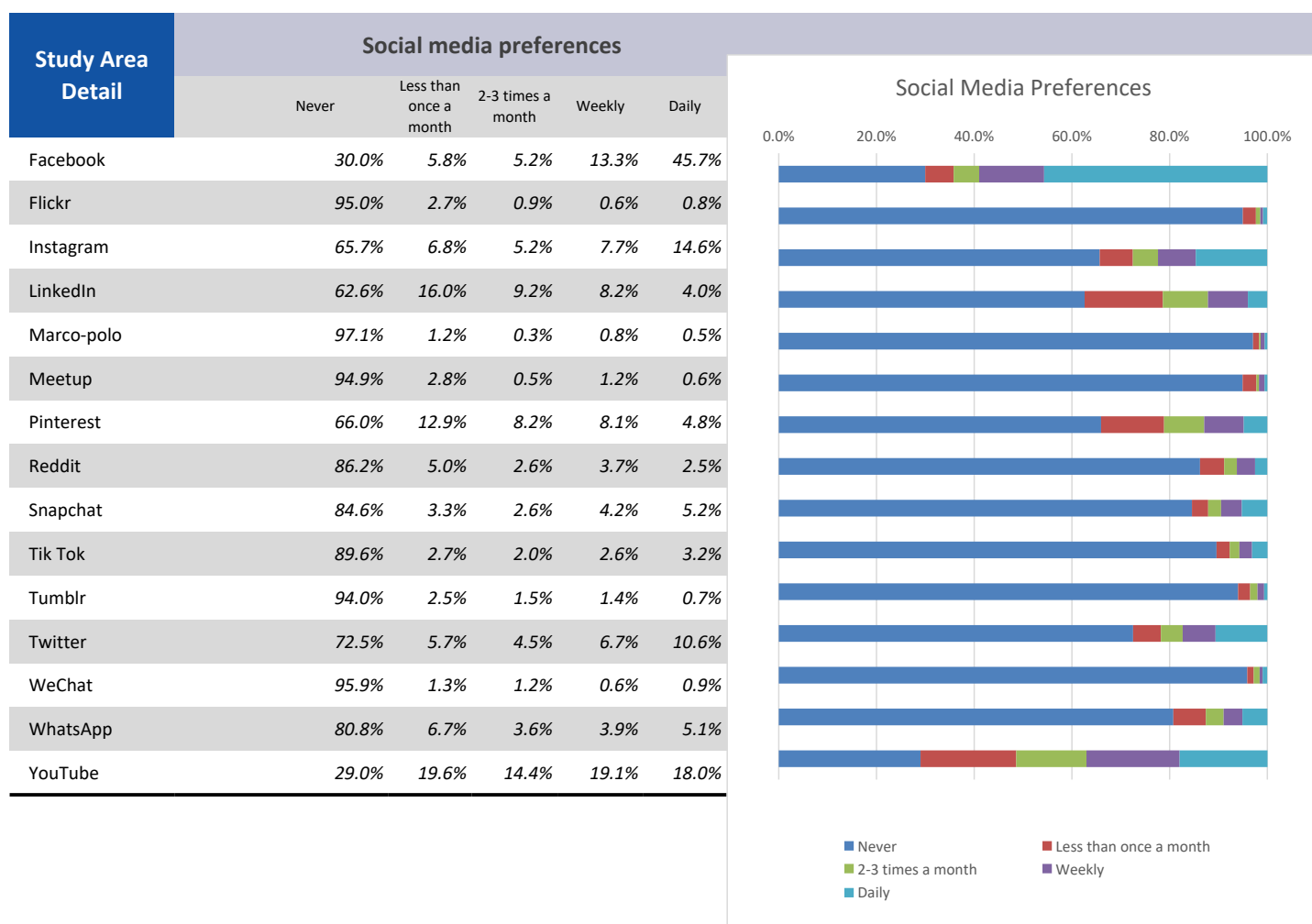
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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                               | 18.3%          | 81.7% | 4 | Major Newspapers (e.g. LA Times, NY Times, Washington Post) |             |
| Cable News (e.g. CNN, Fox News)                             | 1                               | 39.2%          | 60.8% | 5 | Network News (ABC, NBC, CBS)                                |             |
| CNN Online News                                             | 3                               | 57.6%          | 42.4% | 3 | Yahoo News                                                  |             |
| CNN Online News                                             | 3                               | 56.6%          | 43.5% | 1 | Fox News                                                    |             |
| Facebook                                                    | 6                               | 19.2%          | 80.8% | 1 | Cable News (e.g. CNN, Fox News)                             |             |
| Facebook                                                    | 6                               | 68.7%          | 31.3% | 6 | Twitter                                                     |             |
| Fox News                                                    | 1                               | 56.7%          | 43.3% | 6 | Facebook                                                    |             |
| Fox News                                                    | 1                               | 30.2%          | 69.8% | 2 | Television News (Network OR Cable)                          |             |
| Huffington Post                                             | 3                               | 49.5%          | 50.5% | 1 | Fox News                                                    |             |
| Huffington Post                                             | 3                               | 44.6%          | 55.5% | 3 | Yahoo News                                                  |             |
| Major Newspapers (e.g. LA Times, NY Times, Washington Post) | 4                               | 32.3%          | 67.7% | 2 | Television News (Network OR Cable)                          |             |
| Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post) | 3                               | 49.4%          | 50.6% | 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                               | 29.6%          | 70.4% | 1 | Cable News (e.g. CNN, Fox News)                             |             |
| USA Today                                                   | 4                               | 22.9%          | 77.1% | 2 | Television News (Network OR Cable)                          |             |
| Yahoo News                                                  | 3                               | 41.7%          | 58.3% | 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                            |

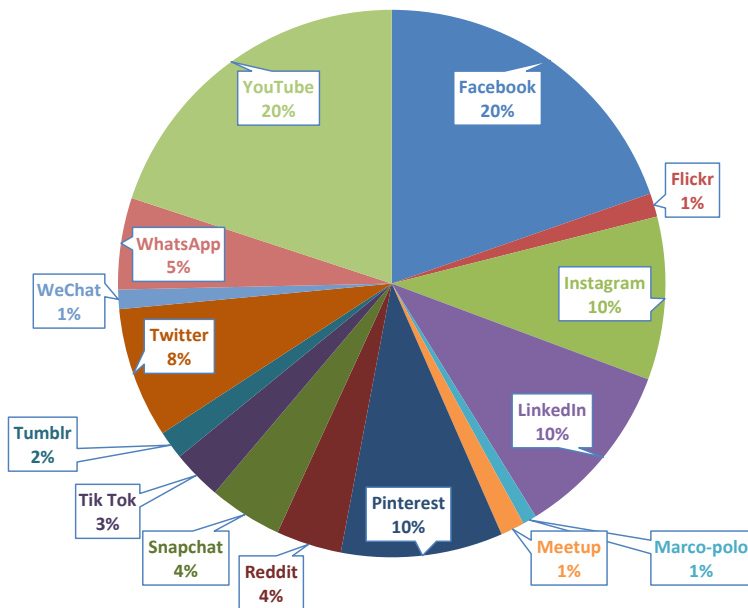


## Priority List

## 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         | Meetup     |
| 13         | Flickr     |
| 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

If you need support, email us at [misupport@acst.com](mailto:misupport@acst.com) or call 1-877-230-3212.