

The MinistryInsite Report 2021

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

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

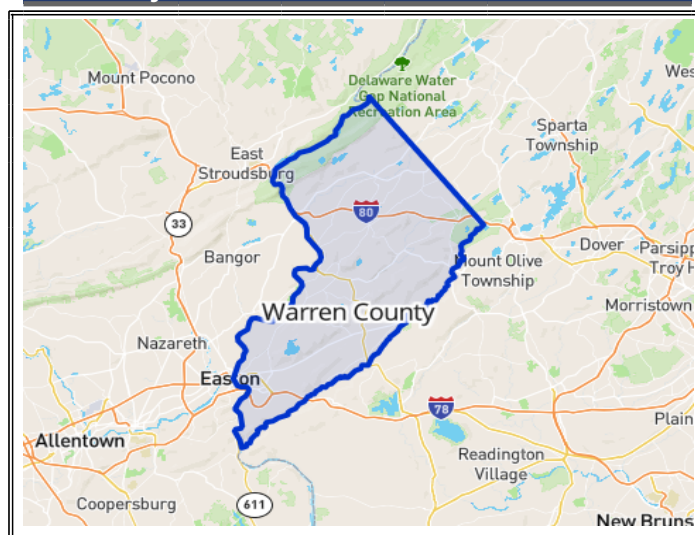
About the American Beliefs Study Reports

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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American Beliefs Study Region: Northeast
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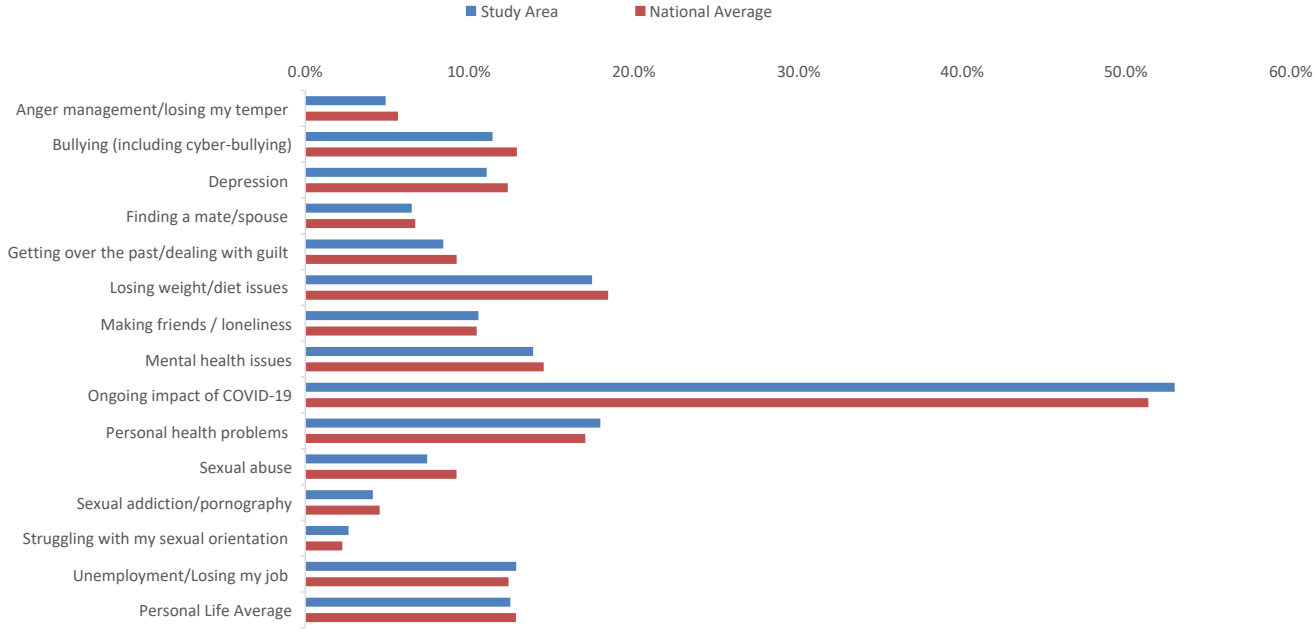
Life Concerns

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.

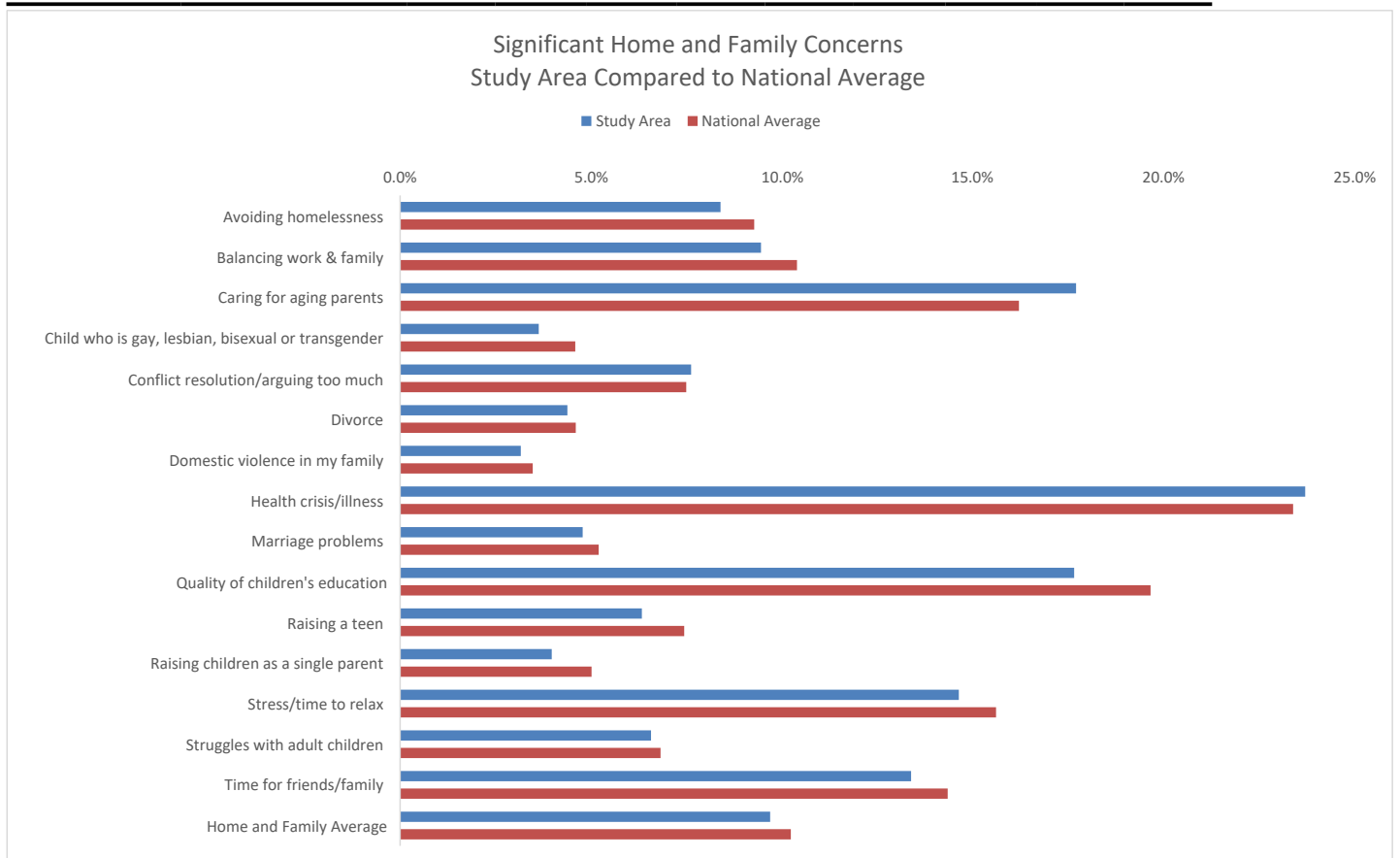
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

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	15.7%	5.2%	15.1%	5.5%	104	96	
Anger management/losing my temper	30.2%	4.9%	30.0%	5.6%	101	87	
Bullying (including cyber-bullying)	25.4%	11.4%	26.0%	12.9%	98	89	
Depression	37.3%	11.0%	35.8%	12.3%	104	90	
Finding a mate/spouse	13.4%	6.5%	13.6%	6.7%	98	97	
Getting over the past/dealing with guilt	34.8%	8.4%	37.4%	9.2%	93	91	
Losing weight/diet issues	46.0%	17.5%	46.4%	18.4%	99	95	
Making friends / loneliness	36.7%	10.5%	38.2%	10.4%	96	101	
Mental health issues	33.9%	13.9%	33.7%	14.5%	101	96	
Ongoing impact of COVID-19	38.4%	52.9%	38.3%	51.3%	100	103	
Personal health problems	53.9%	18.0%	54.6%	17.0%	99	105	
Sexual abuse	13.6%	7.4%	13.8%	9.2%	99	81	
Sexual addiction/pornography	11.2%	4.1%	11.2%	4.5%	100	91	
Struggling with my sexual orientation	6.3%	2.6%	5.3%	2.3%	119	117	
Unemployment/Losing my job	25.5%	12.8%	23.9%	12.4%	107	104	
Personal Life Average	28.2%	12.5%	28.2%	12.8%	100	97	

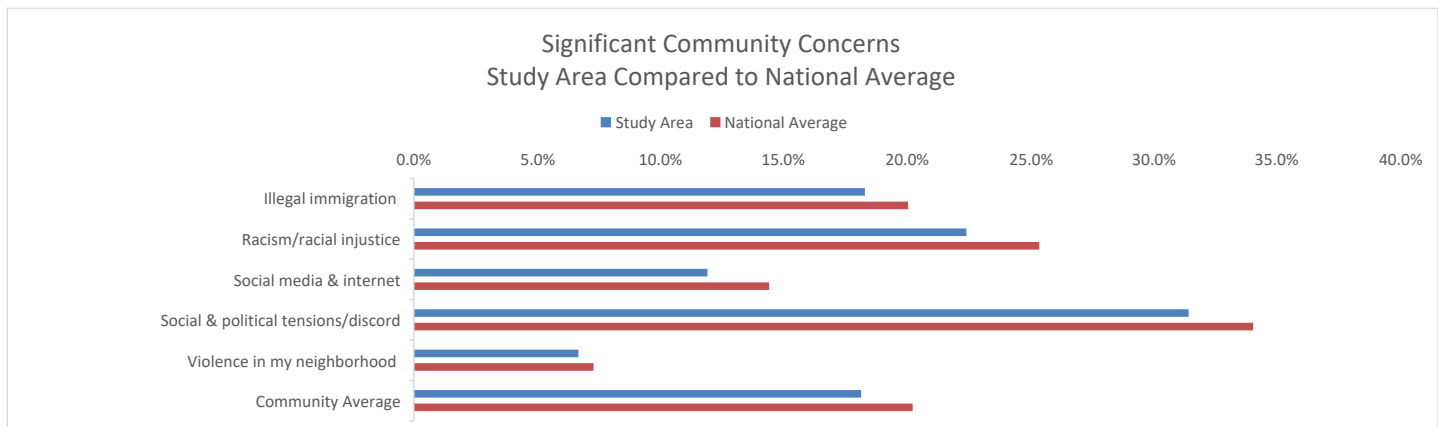
Significant Personal Health & Life Concerns
Study Area Compared to National Average



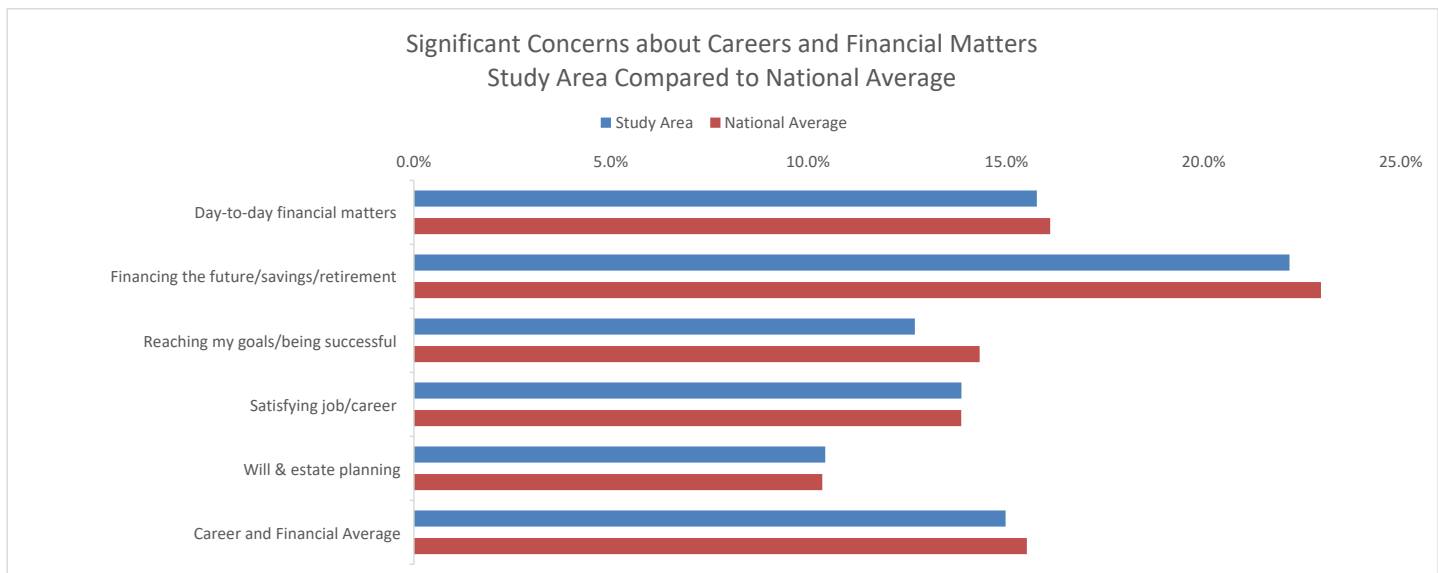
Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	18.2%	8.4%	19.1%	9.3%	95	90	
Balancing work & family	32.0%	9.5%	30.5%	10.4%	105	91	
Caring for aging parents	24.7%	17.7%	25.4%	16.2%	97	109	
Child who is gay, lesbian, bisexual or transgender	10.2%	3.6%	9.7%	4.6%	105	79	
Conflict resolution/arguing too much	32.6%	7.6%	31.2%	7.5%	104	102	
Divorce	10.7%	4.4%	11.8%	4.6%	90	95	
Domestic violence in my family	7.6%	3.2%	7.8%	3.5%	98	91	
Health crisis/illness	48.7%	23.7%	48.9%	23.4%	99	101	
Marriage problems	18.7%	4.8%	19.9%	5.2%	94	92	
Quality of children's education	22.5%	17.7%	24.0%	19.7%	94	90	
Raising a teen	15.5%	6.3%	14.1%	7.4%	110	85	
Raising children as a single parent	10.2%	4.0%	9.9%	5.0%	103	79	
Stress/time to relax	47.3%	14.6%	46.1%	15.6%	103	94	
Struggles with adult children	25.5%	6.6%	24.5%	6.8%	104	96	
Time for friends/family	50.5%	13.4%	47.6%	14.3%	106	93	
Home and Family Average	25.0%	9.7%	24.7%	10.2%	101	95	



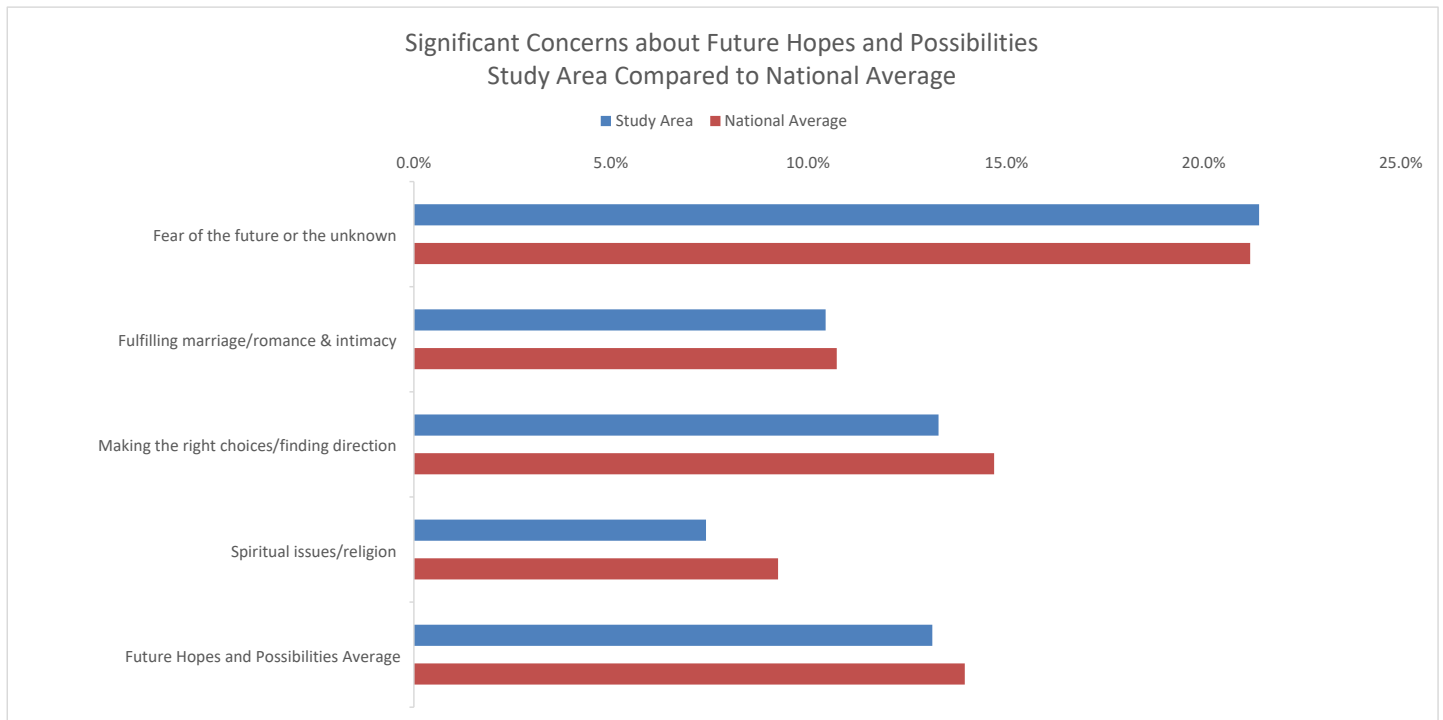
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.7%	18.3%	29.2%	20.0%	102	91
Racism/racial injustice	37.6%	22.4%	36.4%	25.3%	103	88
Social media & internet	38.8%	11.9%	38.4%	14.4%	101	83
Social & political tensions/discord	43.0%	31.4%	41.2%	34.0%	104	92
Violence in my neighborhood	27.5%	6.7%	30.7%	7.3%	90	92
Community Average	35.3%	18.1%	35.2%	20.2%	100	90



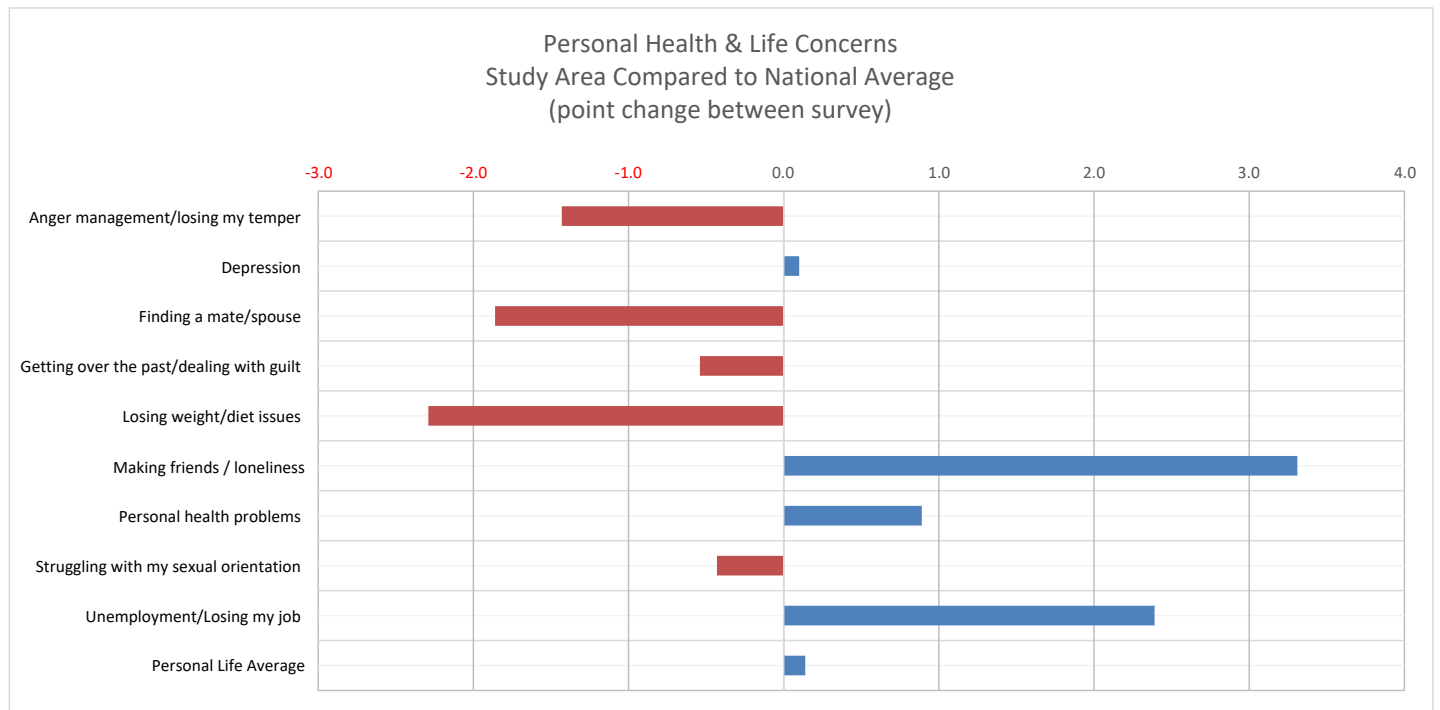
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	42.7%	15.8%	42.9%	16.1%	100	98
Financing the future/savings/retirement	46.9%	22.2%	46.8%	23.0%	100	97
Reaching my goals/being successful	42.1%	12.7%	40.3%	14.3%	104	89
Satisfying job/career	30.4%	13.9%	29.1%	13.9%	104	100
Will & estate planning	41.5%	10.4%	40.6%	10.3%	102	101
Career and Financial Average	40.7%	15.0%	39.9%	15.5%	102	97



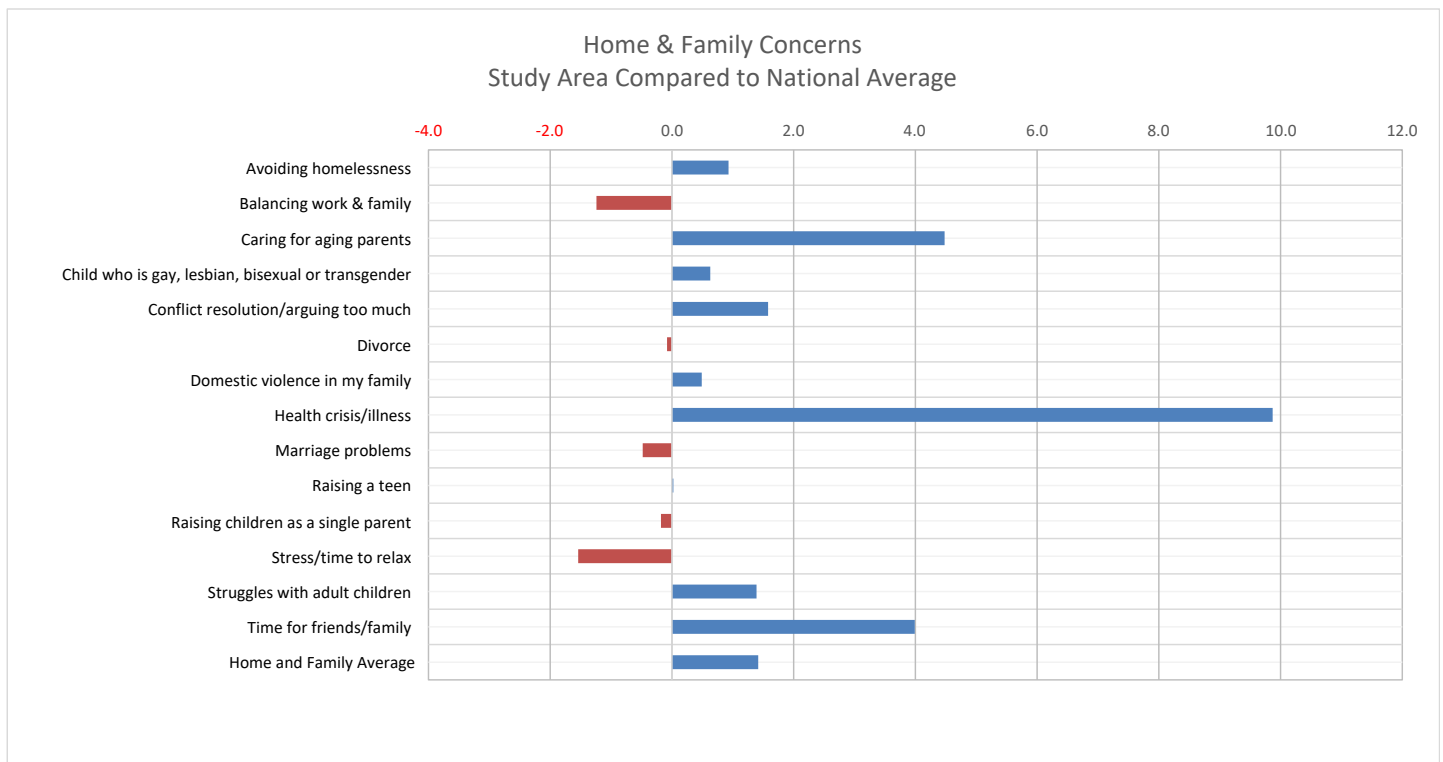
Concerns about Future Hopes and Possibilities							
Study Area Compared to National Average	Study Area		National Average			Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Fear of the future or the unknown	51.2%	21.4%	50.5%	21.2%		101	101
Fulfilling marriage/romance & intimacy	29.8%	10.4%	31.3%	10.7%		95	97
Making the right choices/finding direction	45.8%	13.3%	45.2%	14.7%		101	90
Spiritual issues/religion	26.1%	7.4%	27.6%	9.2%		94	80
Future Hopes and Possibilities Average	38.2%	13.1%	38.7%	14.0%		99	94



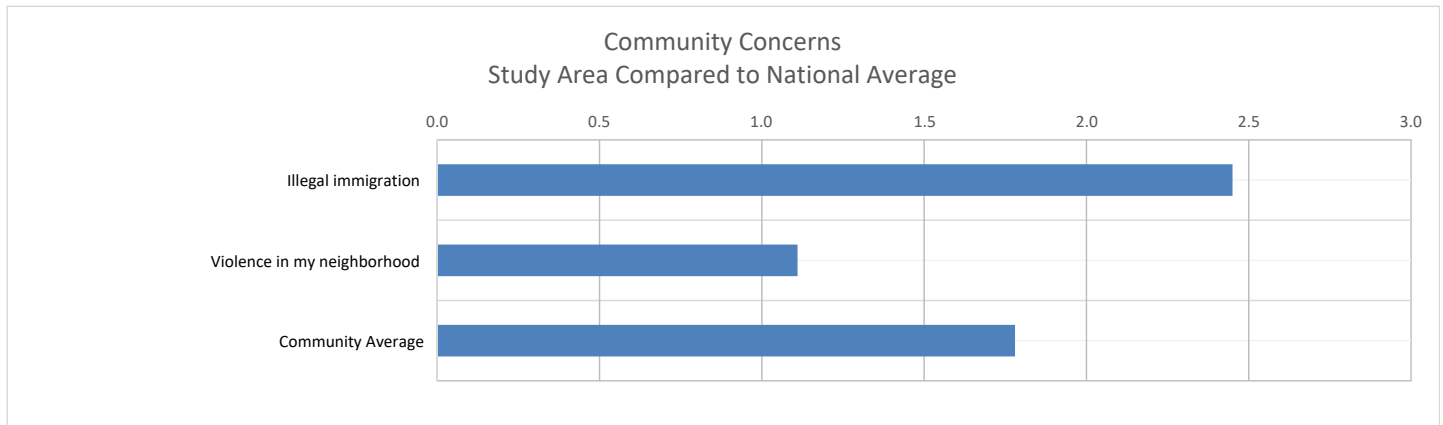
Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	4.0%	5.2%	1.3
Anger management/losing my temper	6.3%	4.9%	-1.4
Depression	10.9%	11.0%	0.1
Finding a mate/spouse	8.3%	6.5%	-1.9
Getting over the past/dealing with guilt	8.9%	8.4%	-0.5
Losing weight/diet issues	19.8%	17.5%	-2.3
Making friends / loneliness	7.2%	10.5%	3.3
Personal health problems	17.1%	18.0%	0.9
Struggling with my sexual orientation	3.1%	2.6%	-0.4
Unemployment/Losing my job	10.5%	12.8%	2.4
Personal Life Average	9.6%	9.7%	0.1



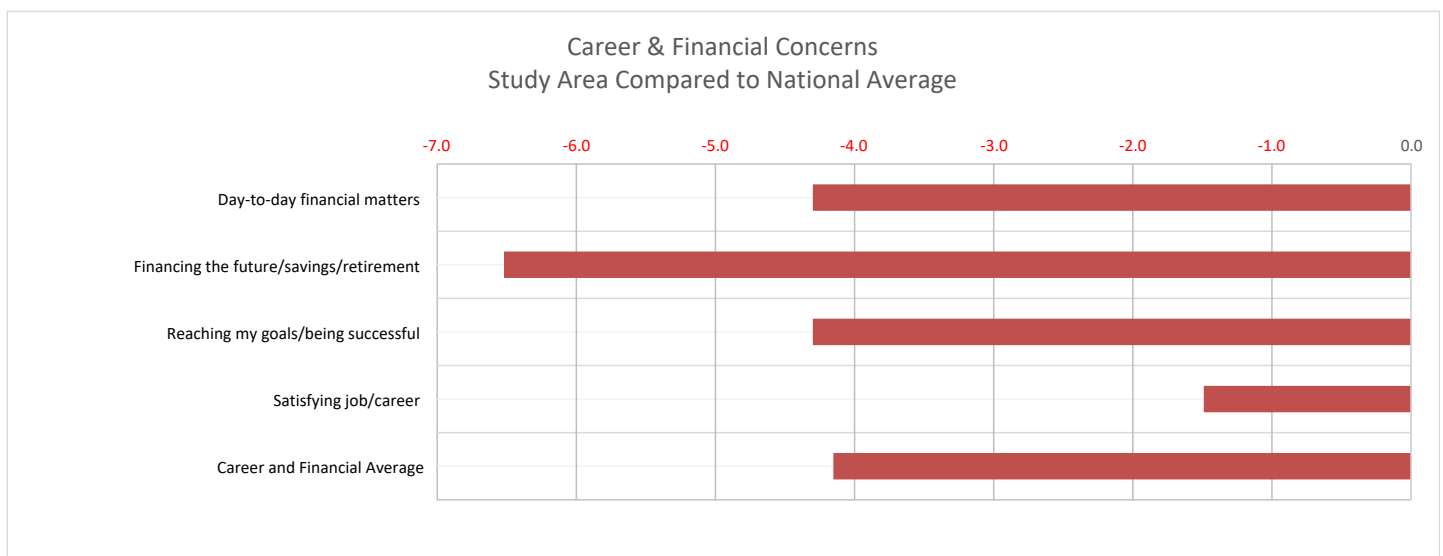
Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	7.5%	8.4%	0.9
Balancing work & family	10.7%	9.5%	-1.2
Caring for aging parents	13.2%	17.7%	4.5
Child who is gay, lesbian, bisexual or transgender	3.0%	3.6%	0.6
Conflict resolution/arguing too much	6.0%	7.6%	1.6
Divorce	4.5%	4.4%	-0.1
Domestic violence in my family	2.7%	3.2%	0.5
Health crisis/illness	13.8%	23.7%	9.9
Marriage problems	5.3%	4.8%	-0.5
Raising a teen	6.3%	6.3%	0.0
Raising children as a single parent	4.2%	4.0%	-0.2
Stress/time to relax	16.2%	14.6%	-1.5
Struggles with adult children	5.2%	6.6%	1.4
Time for friends/family	9.4%	13.4%	4.0
Home and Family Average	7.7%	9.1%	1.4



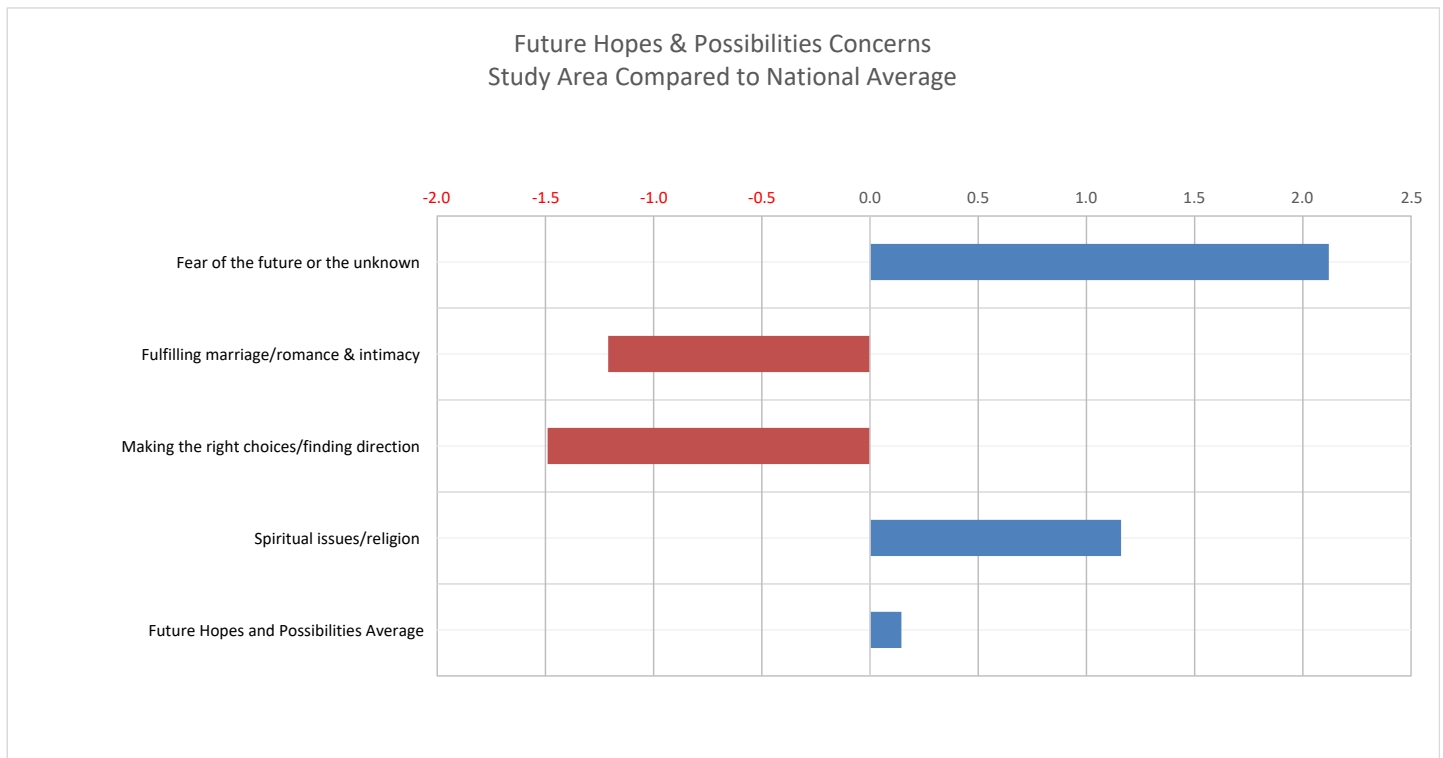
Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.8%	18.3%	2.5
Violence in my neighborhood	5.6%	6.7%	1.1
Community Average	10.7%	12.5%	1.8



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	20.1%	15.8%	-4.3
Financing the future/savings/retirement	28.7%	22.2%	-6.5
Reaching my goals/being successful	17.0%	12.7%	-4.3
Satisfying job/career	15.4%	13.9%	-1.5
Career and Financial Average	20.3%	16.1%	-4.2

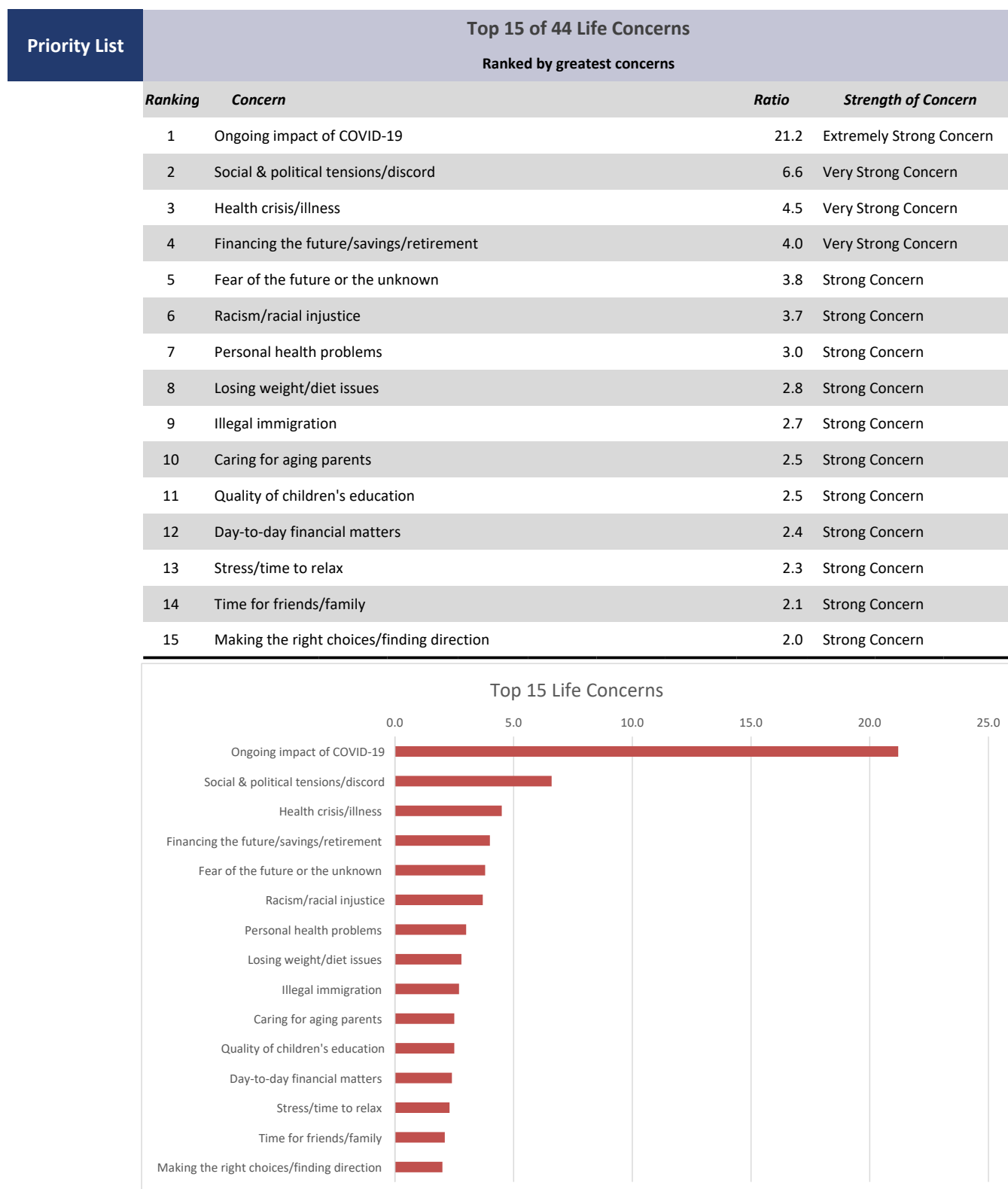


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	19.3%	21.4%	2.1
Fulfilling marriage/romance & intimacy	11.6%	10.4%	-1.2
Making the right choices/finding direction	14.8%	13.3%	-1.5
Spiritual issues/religion	6.2%	7.4%	1.2
Future Hopes and Possibilities Average	13.0%	13.1%	0.1



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.

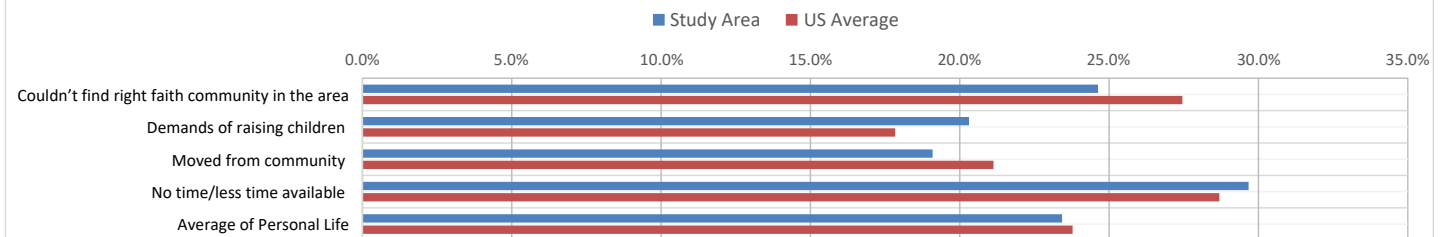
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

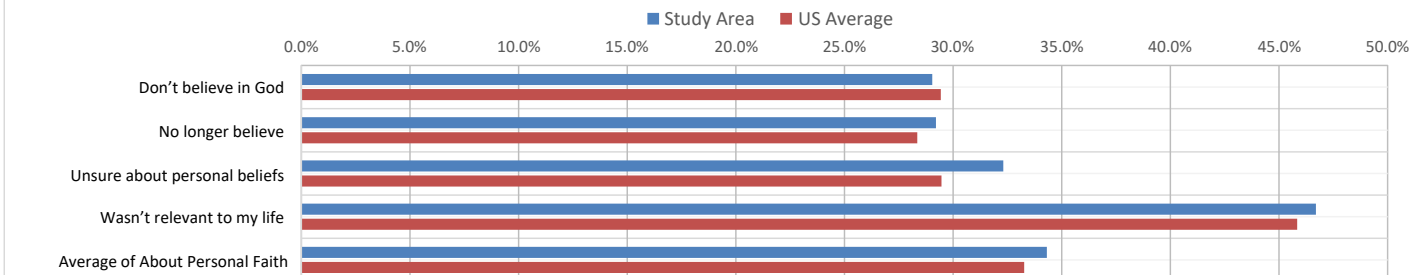
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	24.6%	27.5%	90
Demands of raising children	20.3%	17.8%	114
Moved from community	19.1%	21.1%	90
No time/less time available	29.7%	28.7%	103
Average of Personal Life	23.4%	23.8%	99

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



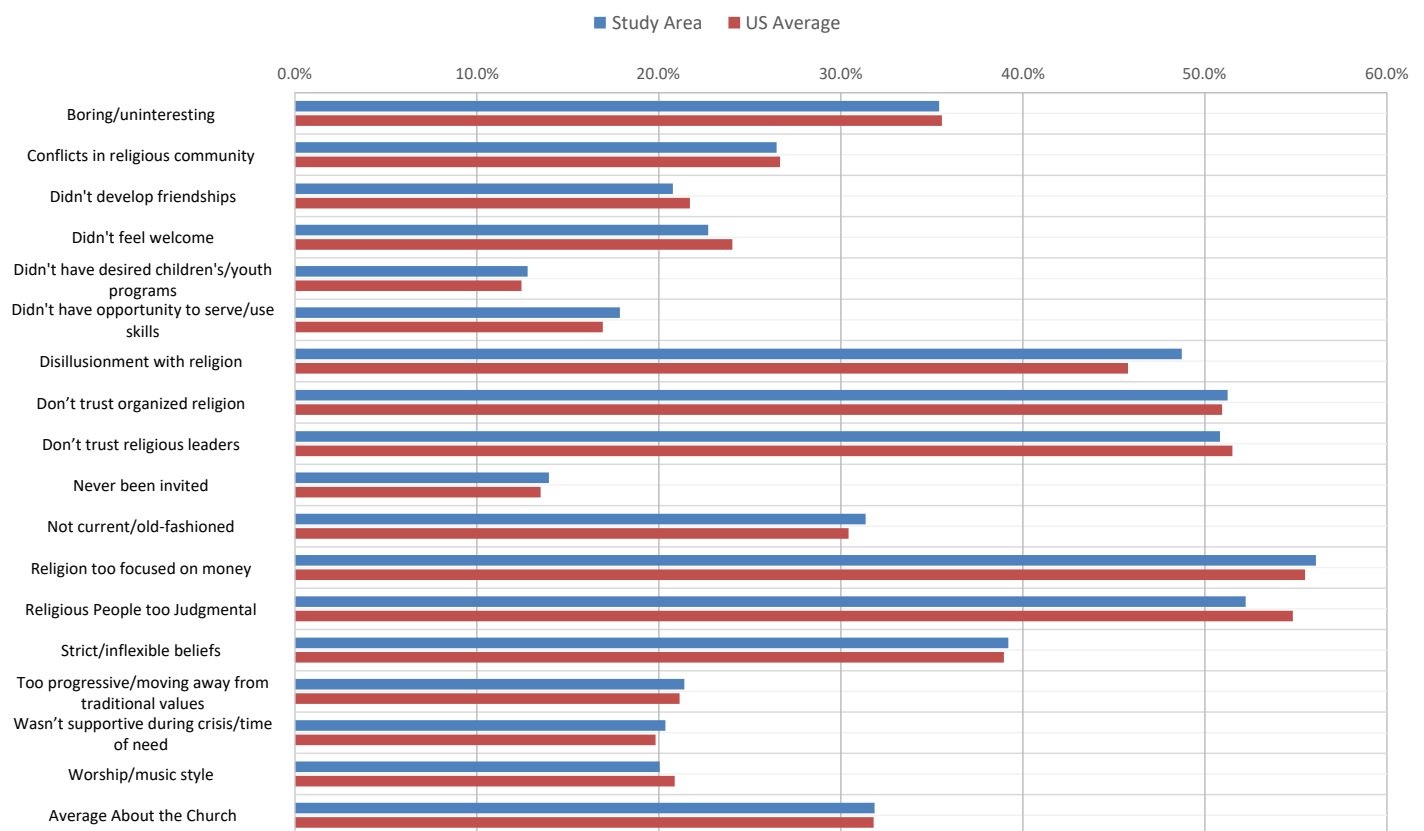
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.0%	29.4%	99
No longer believe	29.2%	28.4%	103
Unsure about personal beliefs	32.3%	29.5%	110
Wasn't relevant to my life	46.7%	45.8%	102
Average of About Personal Faith	34.3%	33.3%	103

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	35.4%	35.6%	100
Conflicts in religious community	26.5%	26.7%	99
Didn't develop friendships	20.8%	21.7%	96
Didn't feel welcome	22.7%	24.0%	94
Didn't have desired children's/youth programs	12.8%	12.5%	103
Didn't have opportunity to serve/use skills	17.9%	16.9%	106
Disillusionment with religion	48.7%	45.8%	106
Don't trust organized religion	51.3%	50.9%	101
Don't trust religious leaders	50.8%	51.5%	99
Never been invited	14.0%	13.5%	103
Not current/old-fashioned	31.4%	30.4%	103
Religion too focused on money	56.1%	55.5%	101
Religious People too Judgmental	52.2%	54.8%	95
Strict/inflexible beliefs	39.2%	39.0%	101
Too progressive/moving away from traditional values	21.4%	21.1%	101
Wasn't supportive during crisis/time of need	20.4%	19.8%	103
Worship/music style	20.1%	20.9%	96
Average About the Church	31.9%	31.8%	100

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

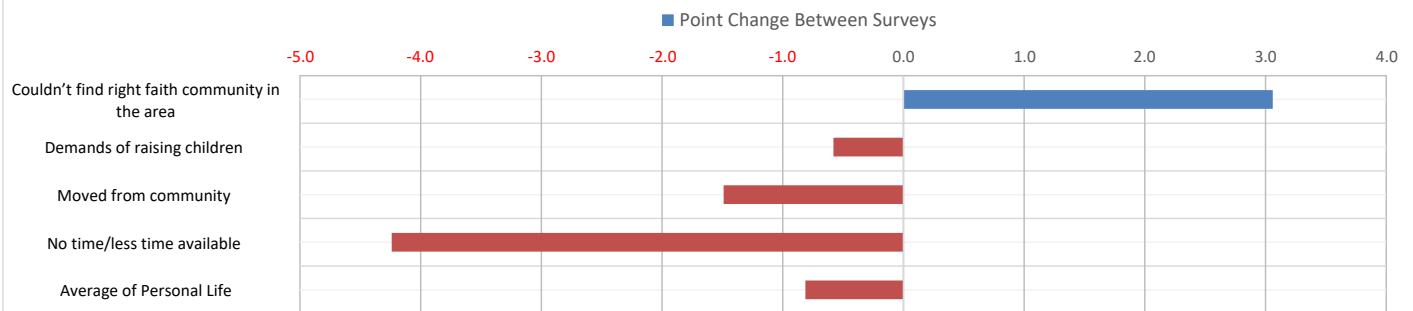


From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

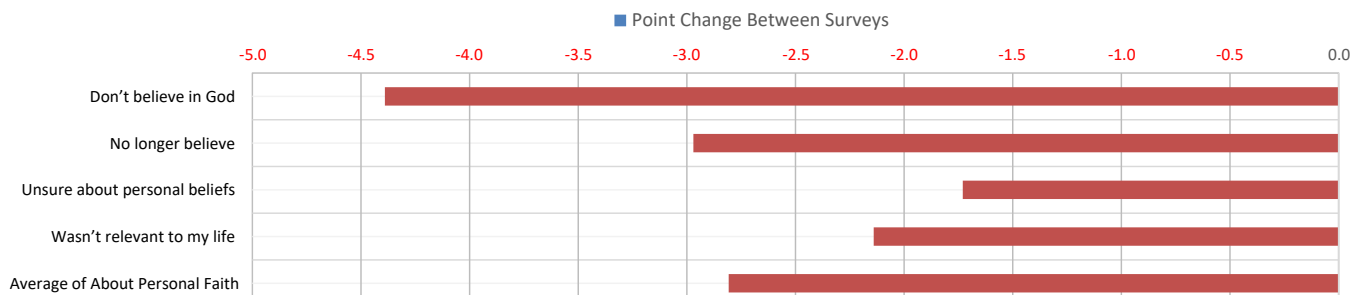
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	21.6%	24.6%	3.1
Demands of raising children	20.9%	20.3%	-0.6
Moved from community	20.6%	19.1%	-1.5
No time/less time available	33.9%	29.7%	-4.2
Average of Personal Life	24.2%	23.4%	-0.8

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



About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	33.4%	29.0%	-4.4
No longer believe	32.2%	29.2%	-3.0
Unsure about personal beliefs	34.0%	32.3%	-1.7
Wasn't relevant to my life	48.8%	46.7%	-2.1
Average of About Personal Faith	37.1%	34.3%	-2.8

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	41.1%	35.4%	-5.7
Conflicts in religious community	31.2%	26.5%	-4.7
Didn't feel welcome	27.2%	22.7%	-4.5
Disillusionment with religion	46.8%	48.7%	2.0
Don't trust organized religion	50.9%	51.3%	0.4
Don't trust religious leaders	51.7%	50.8%	-0.9
Never been invited	17.5%	14.0%	-3.6
Not current/old-fashioned	34.8%	31.4%	-3.5
Religion too focused on money	55.7%	56.1%	0.4
Religious People too Judgmental	58.3%	52.2%	-6.1
Strict/inflexible beliefs	45.5%	39.2%	-6.3
Wasn't supportive during crisis/time of need	22.0%	20.4%	-1.7
Worship/music style	24.2%	20.1%	-4.1
Average About the Church	39.0%	36.1%	-2.9

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

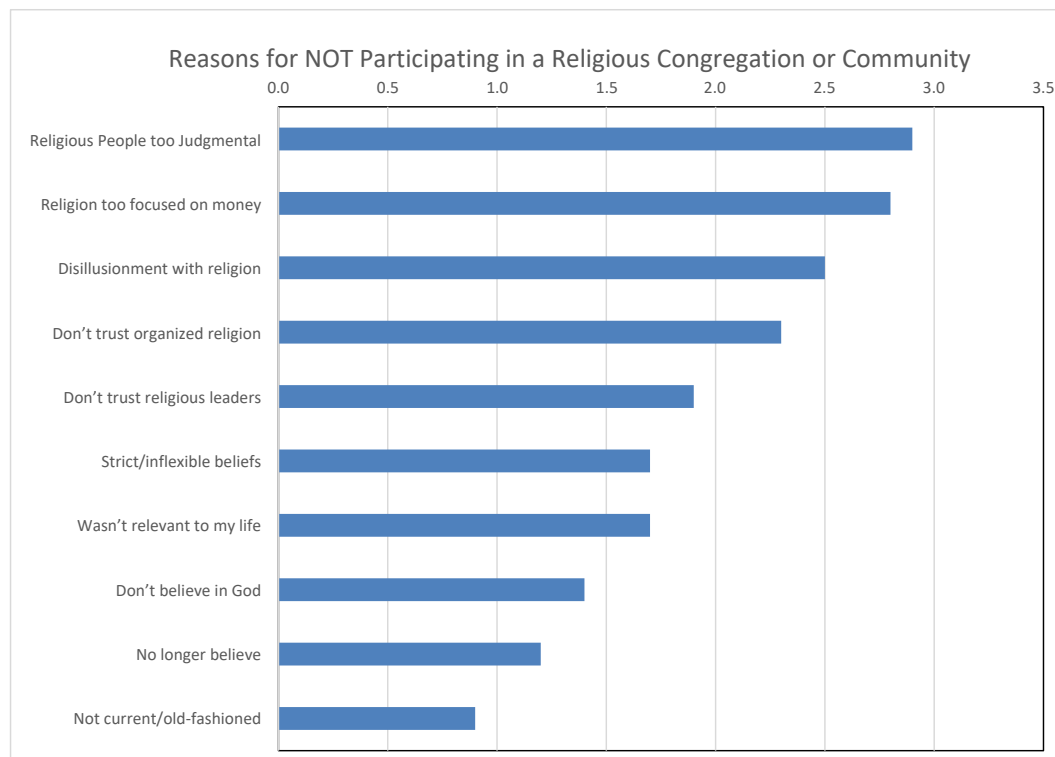
■ Point Change Between Surveys



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	Religious People too Judgmental	2.9	Strong Reason
2	Religion too focused on money	2.8	Strong Reason
3	Disillusionment with religion	2.5	Strong Reason
4	Don't trust organized religion	2.3	Strong Reason
5	Don't trust religious leaders	1.9	Somewhat Strong Reason
6	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
7	Wasn't relevant to my life	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	0.9	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

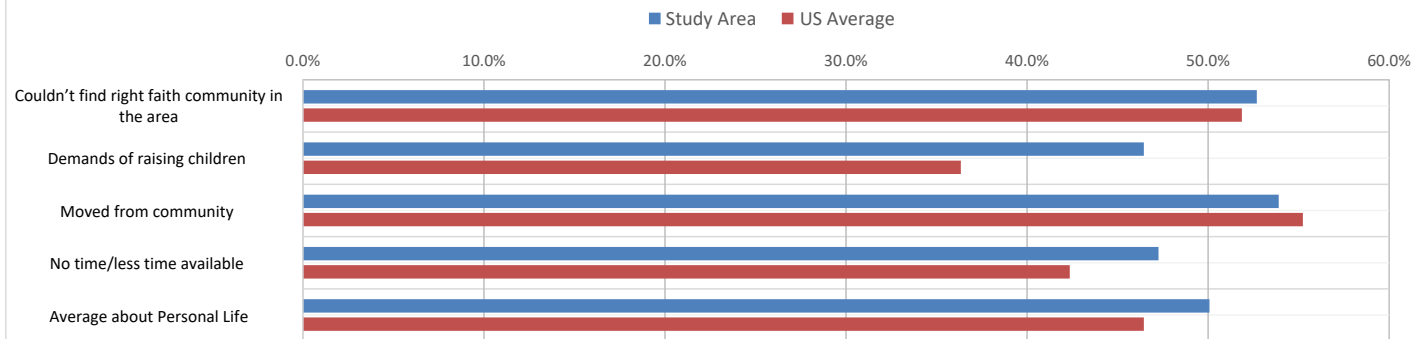
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

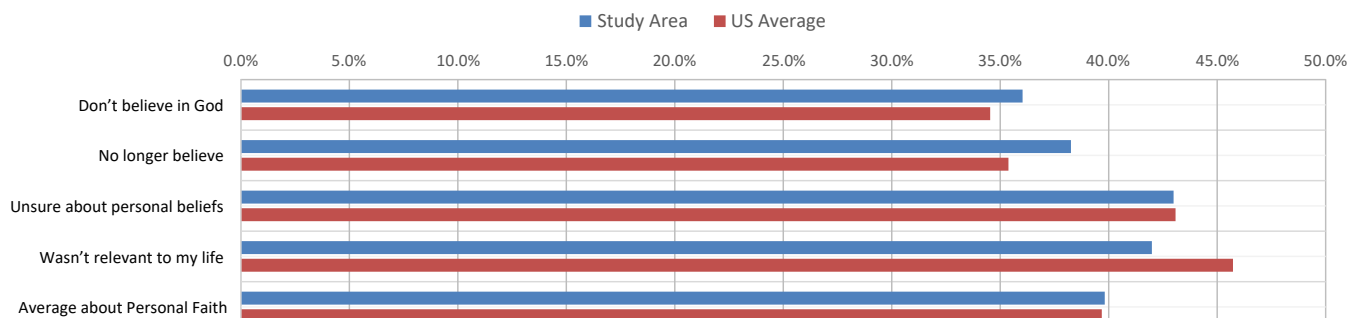
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	52.7%	51.9%	102
Demands of raising children	46.5%	36.3%	128
Moved from community	53.9%	55.2%	98
No time/less time available	47.3%	42.4%	112
Average about Personal Life	50.1%	46.5%	108

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

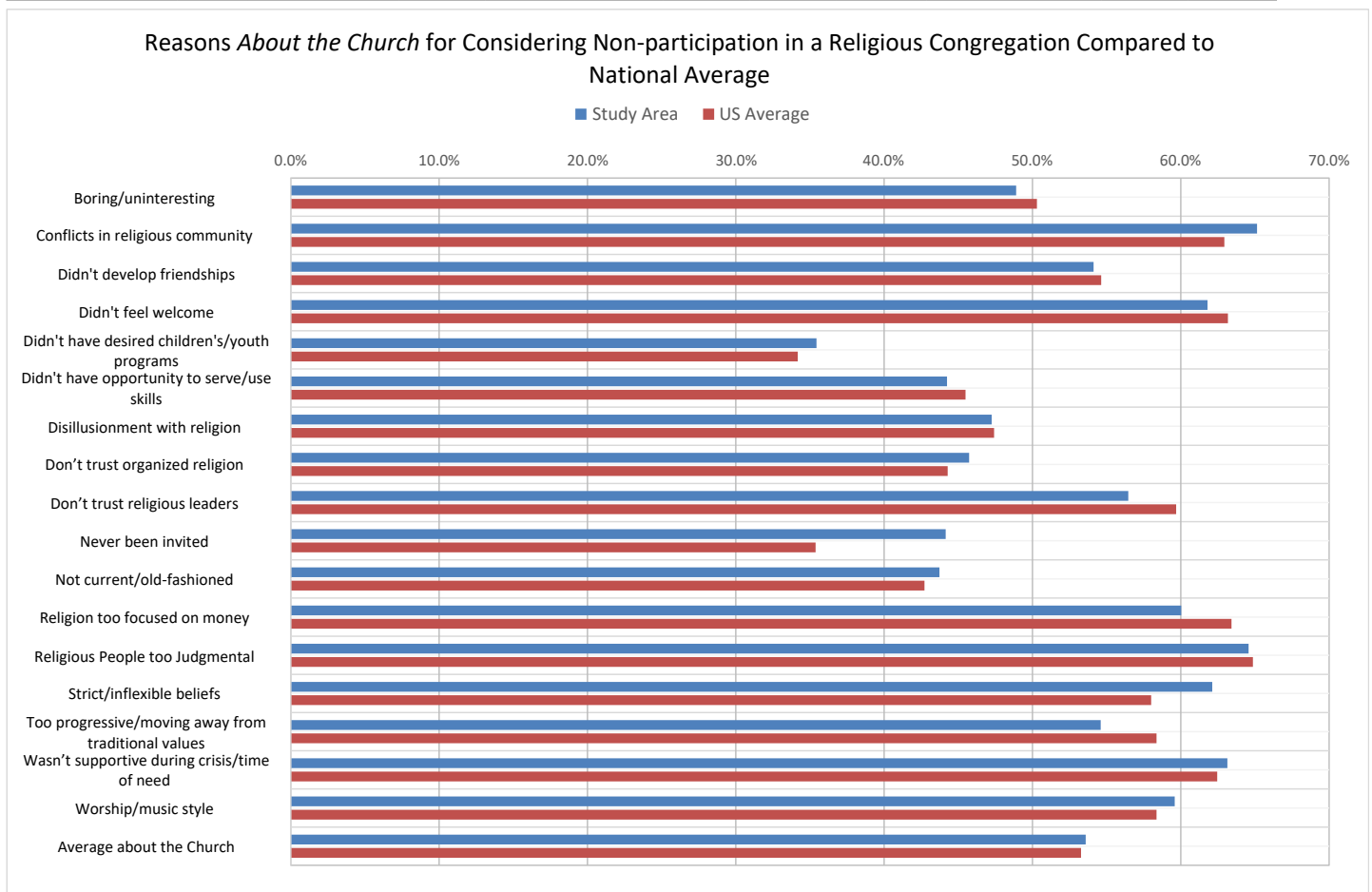


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	36.0%	34.5%	104
No longer believe	38.3%	35.4%	108
Unsure about personal beliefs	43.0%	43.1%	100
Wasn't relevant to my life	42.0%	45.7%	92
Average about Personal Faith	39.8%	39.7%	100

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	48.9%	50.3%	97
Conflicts in religious community	65.1%	62.9%	104
Didn't develop friendships	54.1%	54.6%	99
Didn't feel welcome	61.8%	63.2%	98
Didn't have desired children's/youth programs	35.4%	34.2%	104
Didn't have opportunity to serve/use skills	44.2%	45.5%	97
Disillusionment with religion	47.3%	47.4%	100
Don't trust organized religion	45.7%	44.3%	103
Don't trust religious leaders	56.5%	59.7%	95
Never been invited	44.2%	35.4%	125
Not current/old-fashioned	43.7%	42.7%	102
Religion too focused on money	60.0%	63.4%	95
Religious People too Judgmental	64.6%	64.9%	100
Strict/inflexible beliefs	62.1%	58.0%	107
Too progressive/moving away from traditional values	54.6%	58.4%	94
Wasn't supportive during crisis/time of need	63.1%	62.5%	101
Worship/music style	59.6%	58.4%	102
Average about the Church	53.6%	53.3%	101

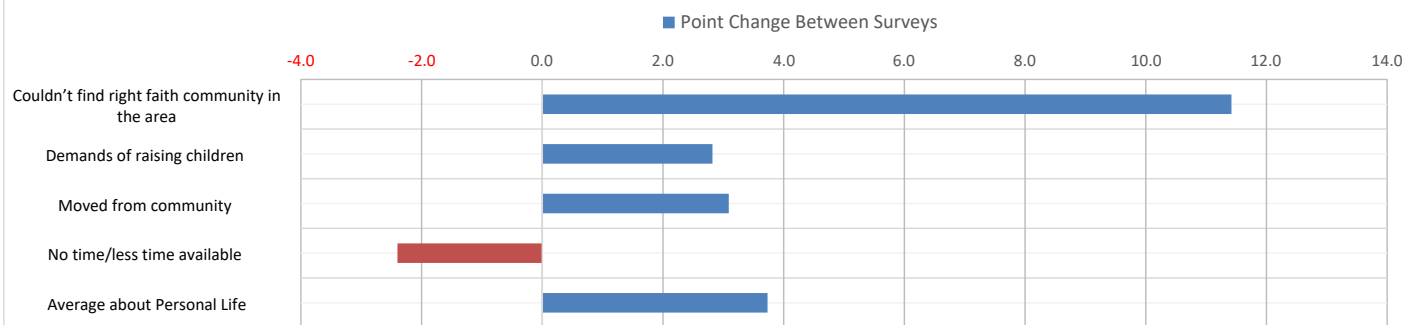


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

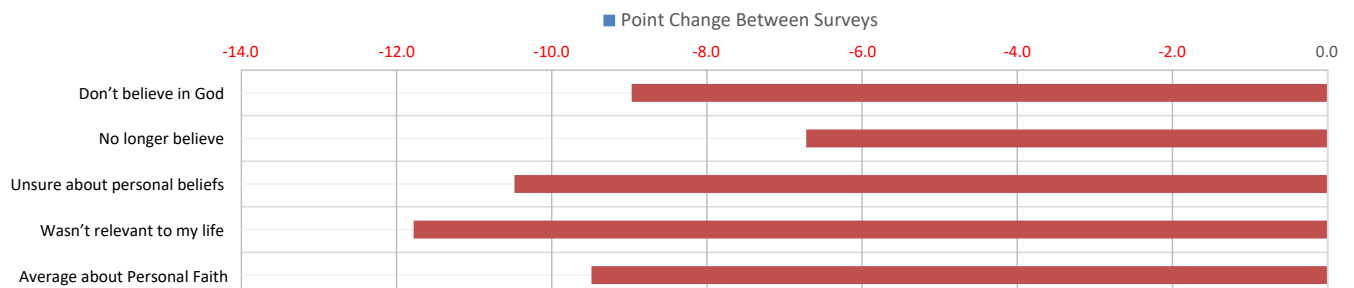
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	41.3%	52.7%	11.4
Demands of raising children	43.6%	46.5%	2.8
Moved from community	50.8%	53.9%	3.1
No time/less time available	49.7%	47.3%	-2.4
Average about Personal Life	46.3%	50.1%	3.7

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

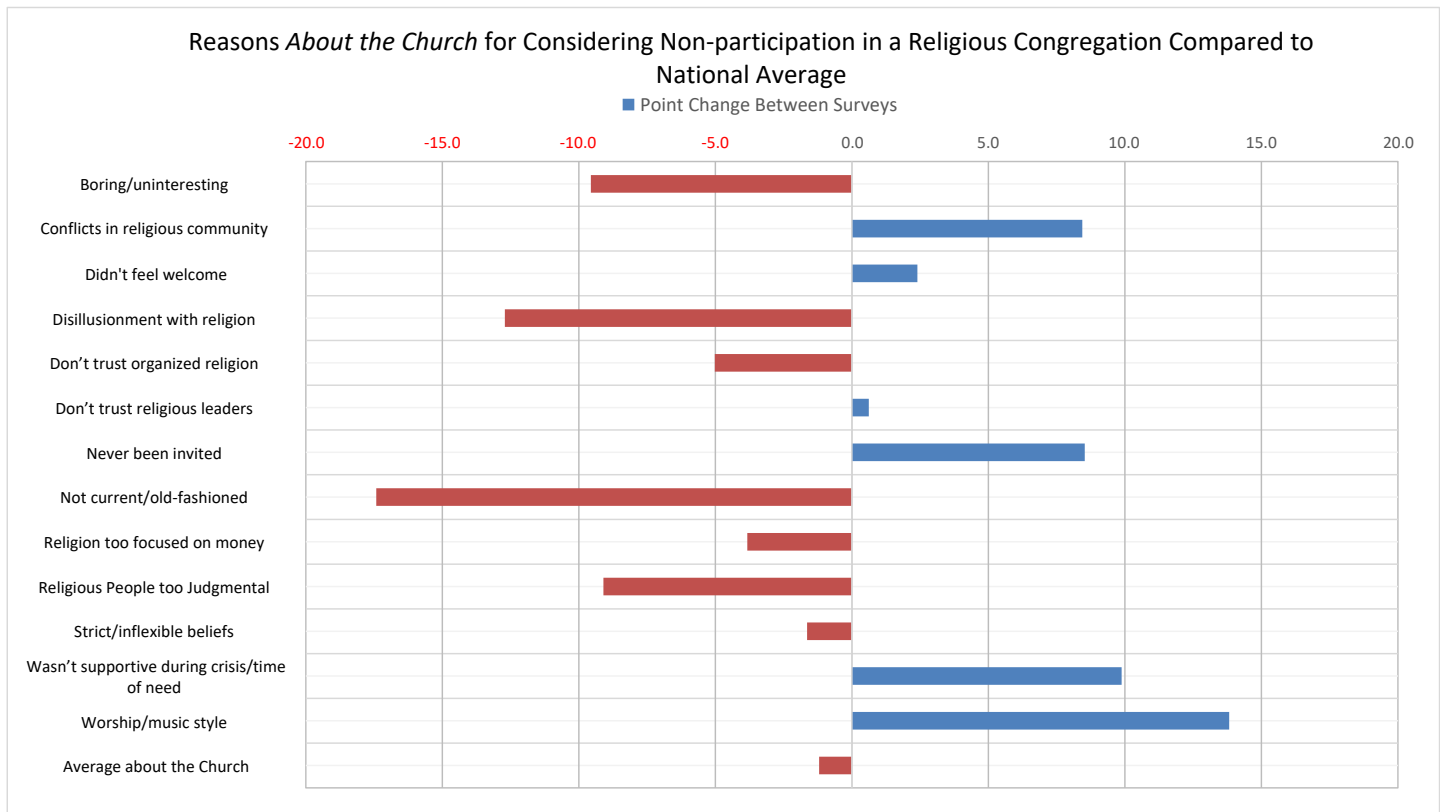


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	45.0%	36.0%	-9.0
No longer believe	45.0%	38.3%	-6.7
Unsure about personal beliefs	53.5%	43.0%	-10.5
Wasn't relevant to my life	53.8%	42.0%	-11.8
Average about Personal Faith	49.3%	39.8%	-9.5

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



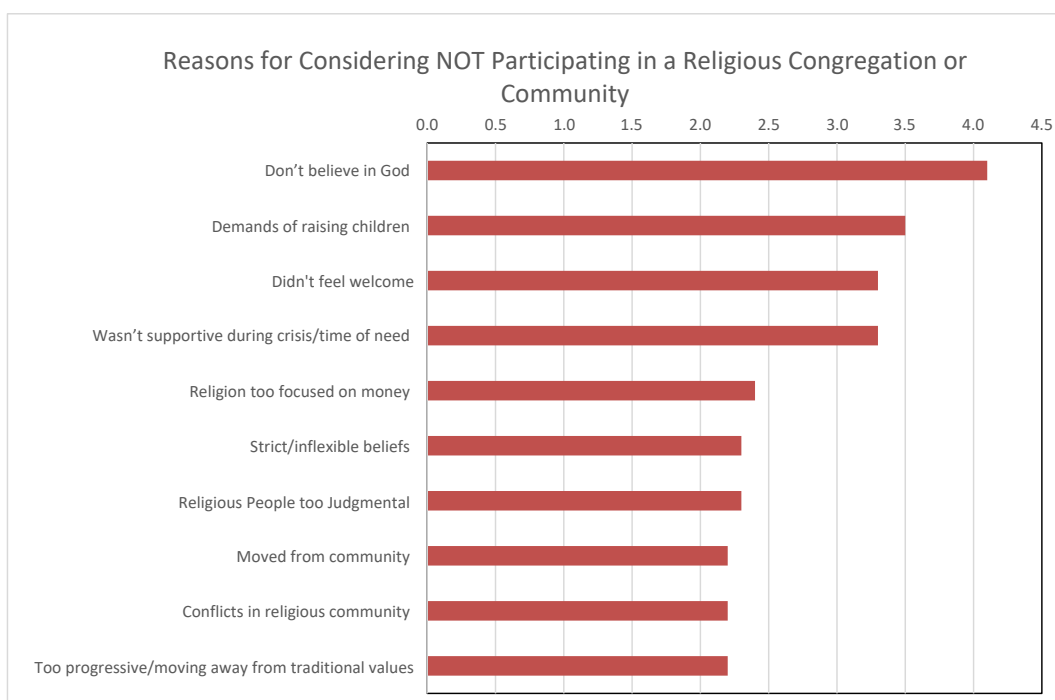
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	58.5%	48.9%	-9.6
Conflicts in religious community	56.7%	65.1%	8.4
Didn't feel welcome	59.4%	61.8%	2.4
Disillusionment with religion	60.0%	47.3%	-12.7
Don't trust organized religion	50.8%	45.7%	-5.0
Don't trust religious leaders	55.8%	56.5%	0.6
Never been invited	35.6%	44.2%	8.5
Not current/old-fashioned	61.2%	43.7%	-17.4
Religion too focused on money	63.9%	60.0%	-3.8
Religious People too Judgmental	73.7%	64.6%	-9.1
Strict/inflexible beliefs	63.8%	62.1%	-1.6
Wasn't supportive during crisis/time of need	53.3%	63.1%	9.9
Worship/music style	45.8%	59.6%	13.8
Average about the Church	56.8%	55.6%	-1.2



Priority List

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

Ranking	Concern	Ratio	Strength
1	Don't believe in God	4.1	Very Strong Reason
2	Demands of raising children	3.5	Strong Reason
3	Didn't feel welcome	3.3	Strong Reason
4	Wasn't supportive during crisis/time of need	3.3	Strong Reason
5	Religion too focused on money	2.4	Strong Reason
6	Strict/inflexible beliefs	2.3	Strong Reason
7	Religious People too Judgmental	2.3	Strong Reason
8	Moved from community	2.2	Strong Reason
9	Conflicts in religious community	2.2	Strong Reason
10	Too progressive/moving away from traditional values	2.2	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	52.6%	34.1%	0.6	51.1%	35.3%	103	97
Health/weight loss programs	55.8%	32.0%	0.6	55.1%	32.1%	101	100
Membership and leadership training	51.2%	36.8%	0.7	45.9%	41.1%	111	89
Opportunities to develop personal relationships	26.1%	64.2%	2.5	24.5%	65.8%	106	98
Practical training seminars (money management, computer skills, etc.)	49.3%	39.3%	0.8	45.4%	42.4%	109	93
Personal Growth	47.0%	41.3%	0.9	44.4%	43.3%	106	95
Family Support and Intervention Services							
Daycare/After-School Programs	61.1%	24.8%	0.4	59.0%	26.6%	104	93
Crisis support groups	38.9%	48.6%	1.2	37.0%	50.8%	105	96
Family oriented activities	34.3%	55.7%	1.6	33.4%	56.6%	103	98
Marriage enrichment	49.9%	36.4%	0.7	45.2%	41.8%	110	87
Parenting development	56.7%	29.9%	0.5	53.2%	33.0%	107	91
Personal/family counseling	44.3%	44.7%	1.0	40.6%	47.8%	109	94
Family Support and Intervention Services	47.5%	40.0%	0.8	44.7%	42.8%	106	94
Community Involvement and Advocacy Programs							
Adult social activities	27.7%	62.8%	2.3	26.1%	64.3%	106	98
Involvement in social causes	30.7%	58.7%	1.9	30.0%	58.9%	102	100
Mission trips and global outreach	53.1%	32.6%	0.6	47.7%	38.5%	111	85
Opportunities for volunteering in the community	27.7%	62.1%	2.2	25.9%	64.1%	107	97
Social justice advocacy work	39.8%	49.1%	1.2	38.5%	48.4%	103	101
Community Involvement and Advocacy Programs	35.8%	53.1%	1.5	33.6%	54.8%	106	97

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	37.2%	52.8%	1.4	36.4%	52.7%	102	100
Holiday programs/activities	25.5%	65.0%	2.6	25.0%	65.4%	102	99
Seniors/retiree activities	29.5%	59.1%	2.0	30.6%	58.7%	96	101
Singles or college-age groups	56.5%	29.0%	0.5	53.9%	31.9%	105	91
Size of church congregation	45.9%	42.8%	0.9	41.8%	47.6%	110	90
Small groups (i.e., life groups, personal interest groups)	34.7%	54.3%	1.6	31.8%	57.4%	109	95
Youth social activities	50.7%	36.8%	0.7	47.9%	39.7%	106	93
<i>Community Activities or Cultural Programs</i>	40.0%	48.5%	1.2	38.2%	50.5%	105	96
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	48.5%	39.5%	0.8	41.5%	47.2%	117	84
Celebration of sacraments	35.1%	51.9%	1.5	32.8%	53.5%	107	97
Contemporary worship experiences	37.7%	48.7%	1.3	35.9%	51.3%	105	95
Online or virtual worship experiences	44.9%	42.1%	0.9	40.0%	47.9%	112	88
Quality sermons	24.3%	65.6%	2.7	20.7%	69.6%	118	94
Religious education for children	45.8%	41.0%	0.9	42.8%	44.6%	107	92
Spiritual discussion groups	43.3%	44.1%	1.0	38.1%	50.1%	114	88
Traditional worship experiences	28.3%	61.7%	2.2	26.7%	63.4%	106	97
Warm and friendly encounters	13.2%	78.8%	6.0	12.3%	79.9%	107	99
<i>Religious/Spiritual Programs</i>	35.7%	52.6%	1.5	32.3%	56.4%	110	93

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..

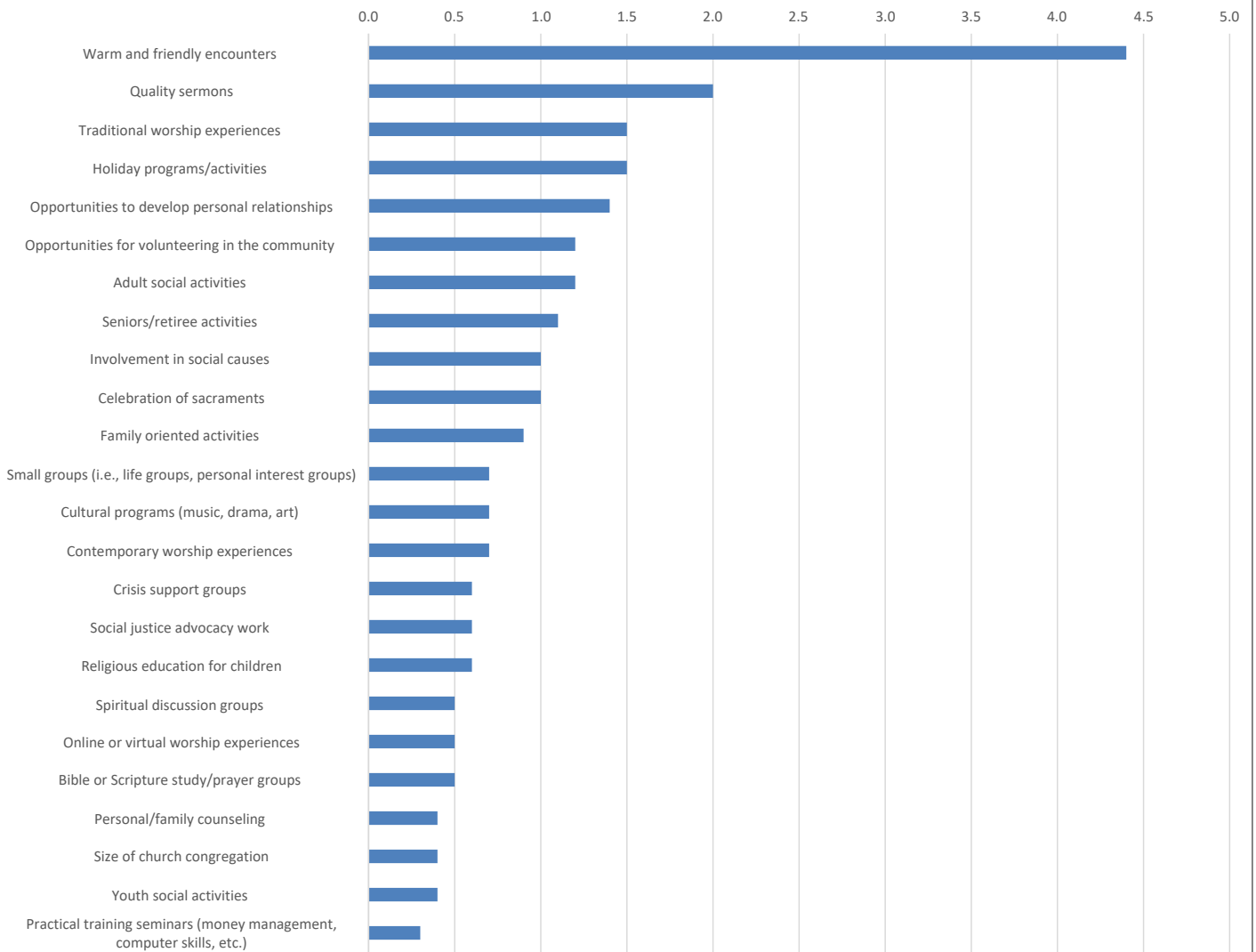
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	4.4	Very Strong Preference
	2	Quality sermons	2.0	Strong Preference
	3	Traditional worship experiences	1.5	Somewhat Strong Preference
	4	Holiday programs/activities	1.5	Somewhat Strong Preference
	5	Opportunities to develop personal relationships	1.4	Somewhat Strong Preference
	6	Opportunities for volunteering in the community	1.2	Moderate Preference
	7	Adult social activities	1.2	Moderate Preference
	8	Seniors/retiree activities	1.1	Moderate Preference
	9	Involvement in social causes	1.0	Moderate Preference
	10	Celebration of sacraments	1.0	Moderate Preference
	11	Family oriented activities	0.9	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	0.7	Somewhat Minimal Preference
	13	Cultural programs (music, drama, art)	0.7	Somewhat Minimal Preference
	14	Contemporary worship experiences	0.7	Somewhat Minimal Preference
	15	Crisis support groups	0.6	Somewhat Minimal Preference
	16	Social justice advocacy work	0.6	Somewhat Minimal Preference
	17	Religious education for children	0.6	Somewhat 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	0.5	Minimal Preference
	21	Personal/family counseling	0.4	Minimal Preference
	22	Size of church congregation	0.4	Minimal Preference
	23	Youth social activities	0.4	Minimal Preference
	24	Practical training seminars (money management, computer skills, etc.)	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

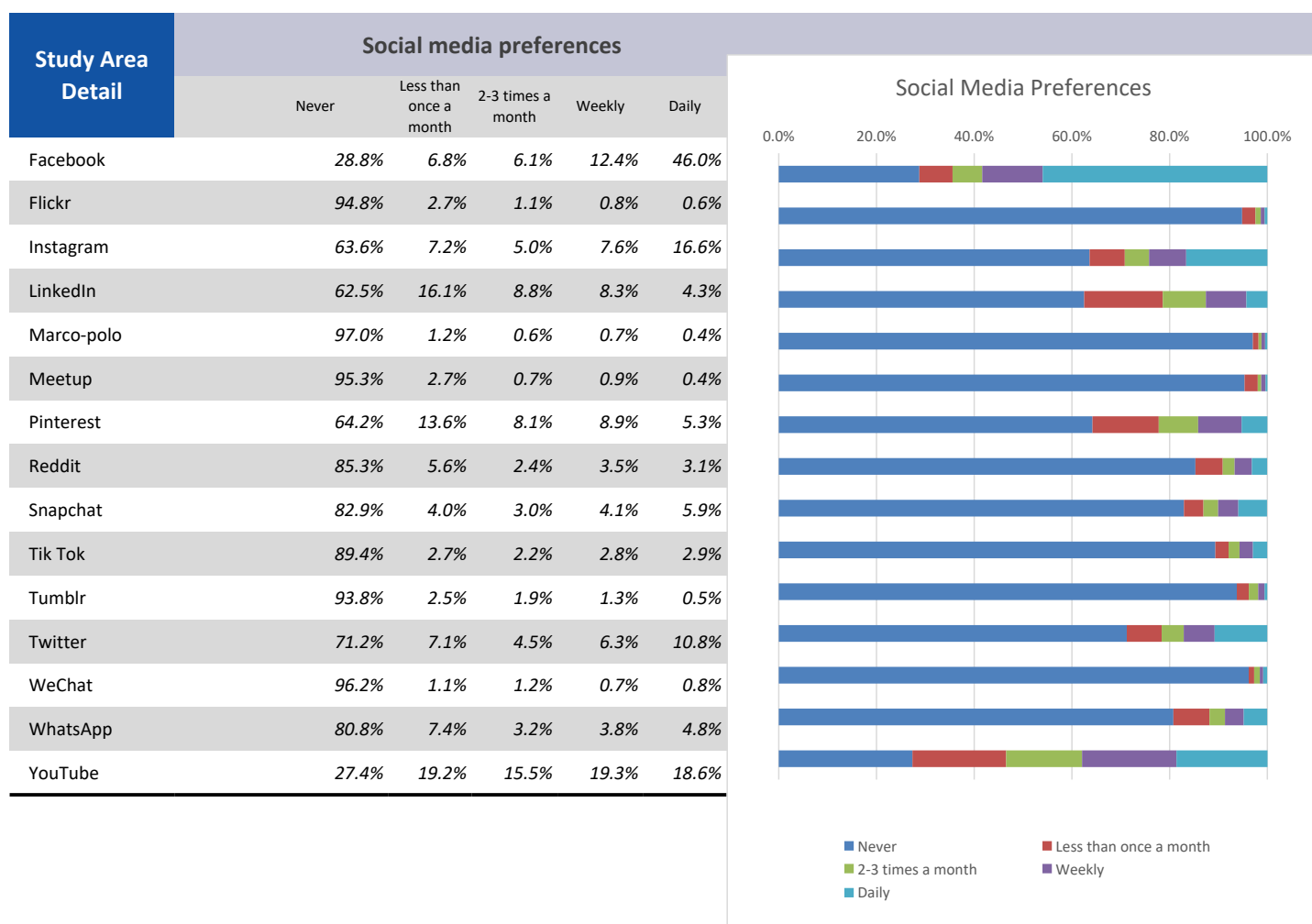
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	17.2%	82.9%	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	57.9%	42.1%	3	Yahoo News	
CNN Online News	3	57.6%	42.4%	1	Fox News	
Facebook	6	19.3%	80.7%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	68.7%	31.3%	6	Twitter	
Fox News	1	56.0%	44.0%	6	Facebook	
Fox News	1	29.1%	70.9%	2	Television News (Network OR Cable)	
Huffington Post	3	49.4%	50.6%	1	Fox News	
Huffington Post	3	44.8%	55.2%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.8%	67.2%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.1%	50.9%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	11.6%	88.5%	2	Television News (Network OR Cable)	
USA Today	4	28.7%	71.3%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	21.8%	78.2%	2	Television News (Network OR Cable)	
Yahoo News	3	40.4%	59.6%	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

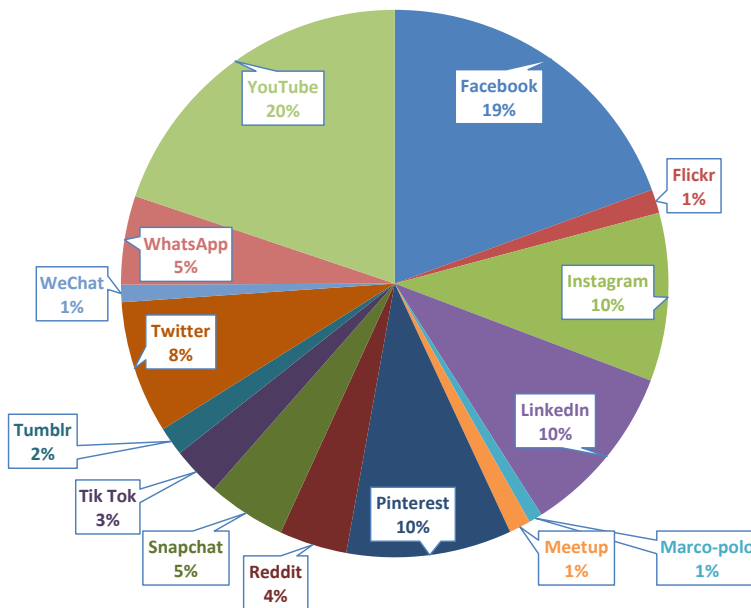


Priority List

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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