

The MinistryInsite Report 2021

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

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

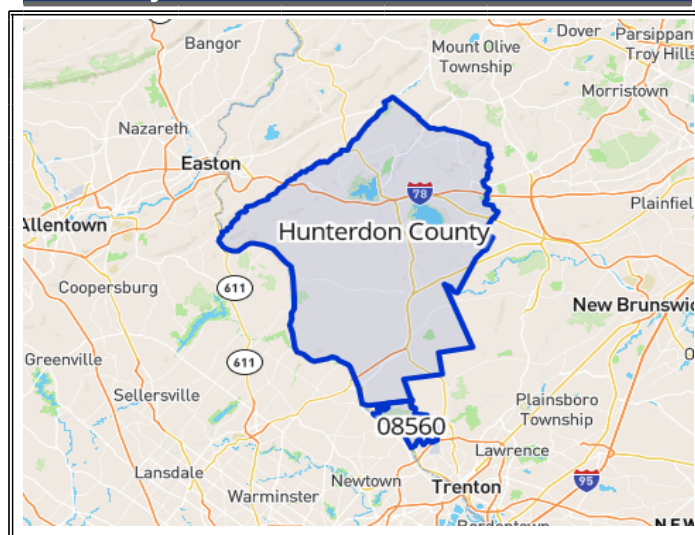
About the American Beliefs Study Reports

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

Four windows provide insight into the respondent's answers.

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

MinistryInsite Report 2021

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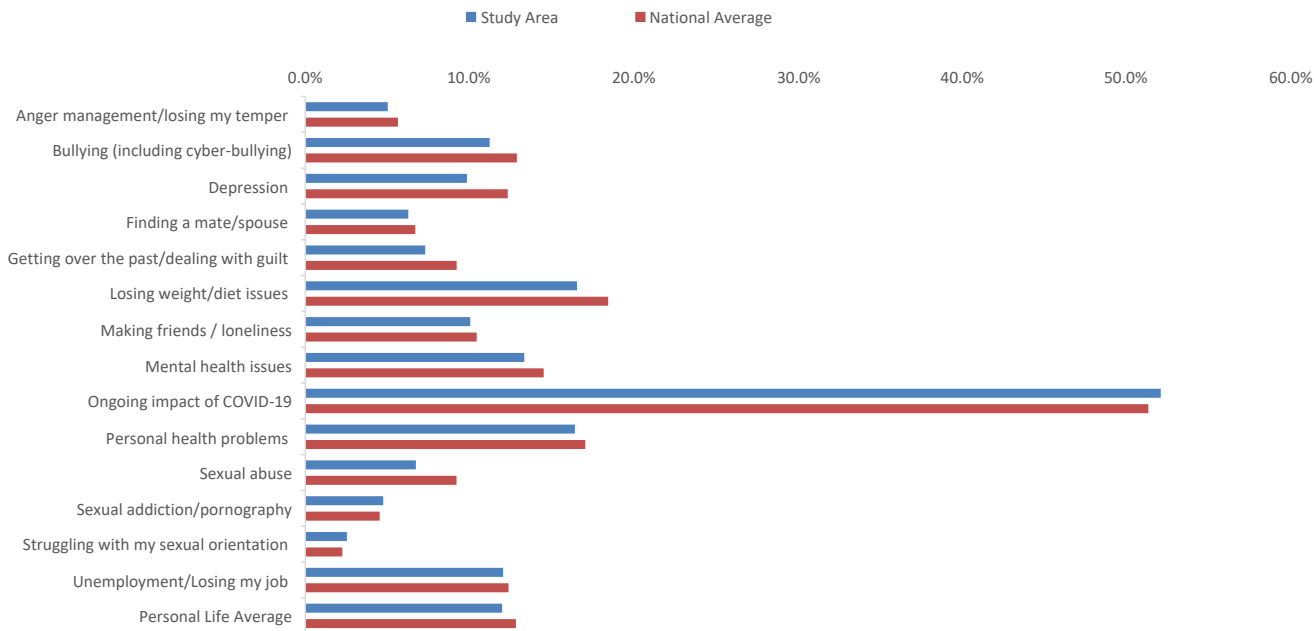
Life Concerns

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

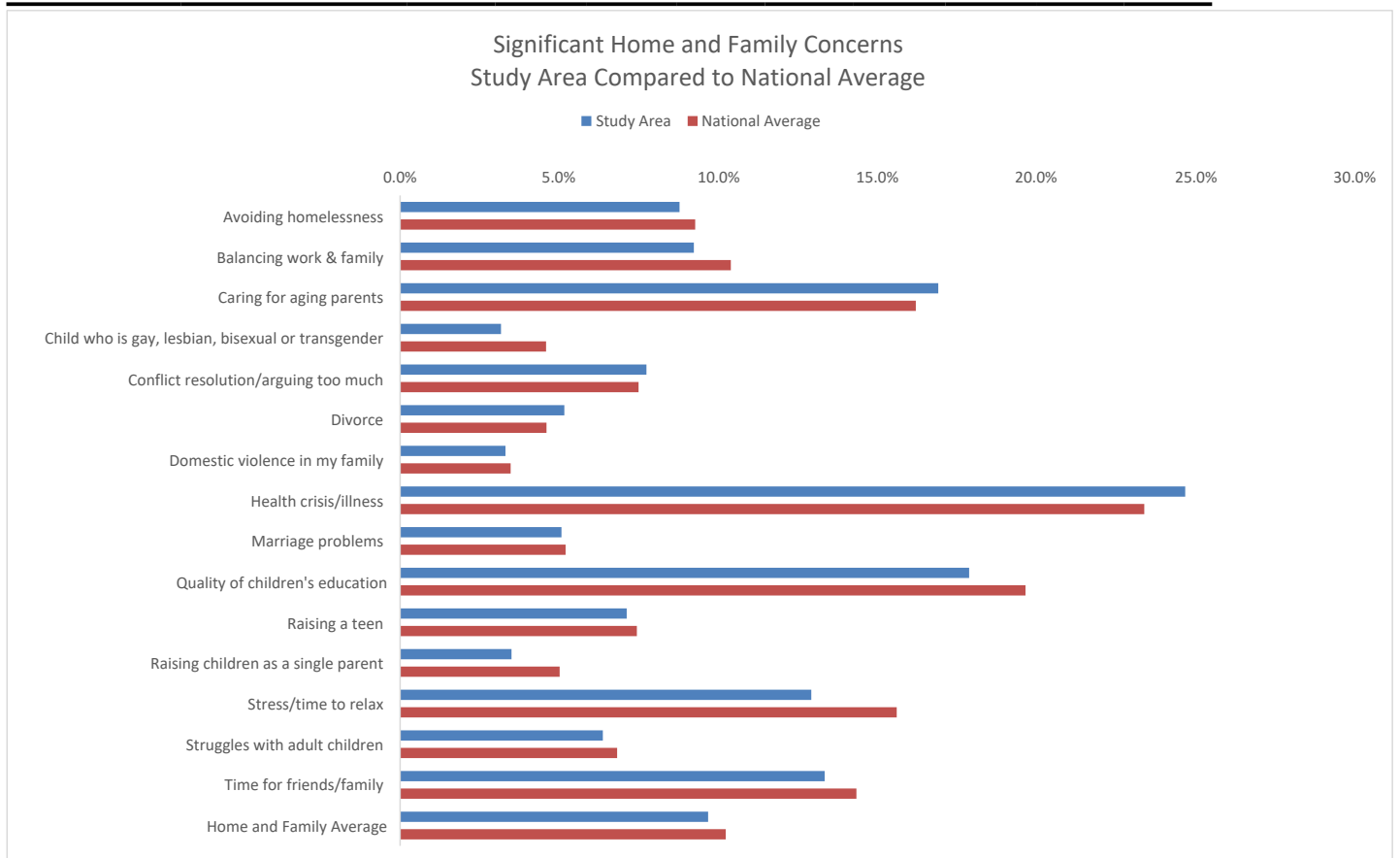
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

Concerns About Personal Health & Life							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Alcohol/drug abuse	14.3%	5.6%	15.1%	5.5%	95	103	
Anger management/losing my temper	29.1%	5.0%	30.0%	5.6%	97	89	
Bullying (including cyber-bullying)	23.7%	11.2%	26.0%	12.9%	91	87	
Depression	36.7%	9.8%	35.8%	12.3%	102	80	
Finding a mate/spouse	12.3%	6.3%	13.6%	6.7%	90	94	
Getting over the past/dealing with guilt	35.4%	7.3%	37.4%	9.2%	95	79	
Losing weight/diet issues	45.5%	16.5%	46.4%	18.4%	98	90	
Making friends / loneliness	35.0%	10.0%	38.2%	10.4%	92	96	
Mental health issues	32.5%	13.3%	33.7%	14.5%	97	92	
Ongoing impact of COVID-19	39.7%	52.1%	38.3%	51.3%	104	101	
Personal health problems	55.9%	16.4%	54.6%	17.0%	102	96	
Sexual abuse	12.5%	6.7%	13.8%	9.2%	90	73	
Sexual addiction/pornography	10.3%	4.7%	11.2%	4.5%	92	105	
Struggling with my sexual orientation	6.1%	2.5%	5.3%	2.3%	114	112	
Unemployment/Losing my job	25.0%	12.0%	23.9%	12.4%	105	97	
Personal Life Average	27.6%	12.0%	28.2%	12.8%	98	93	

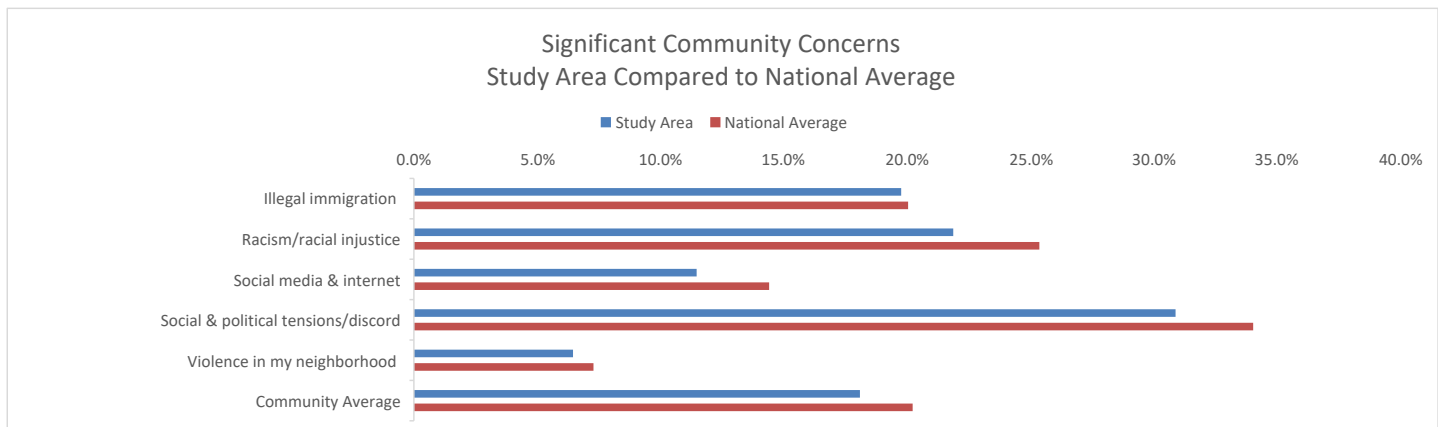
Significant Personal Health & Life Concerns
Study Area Compared to National Average



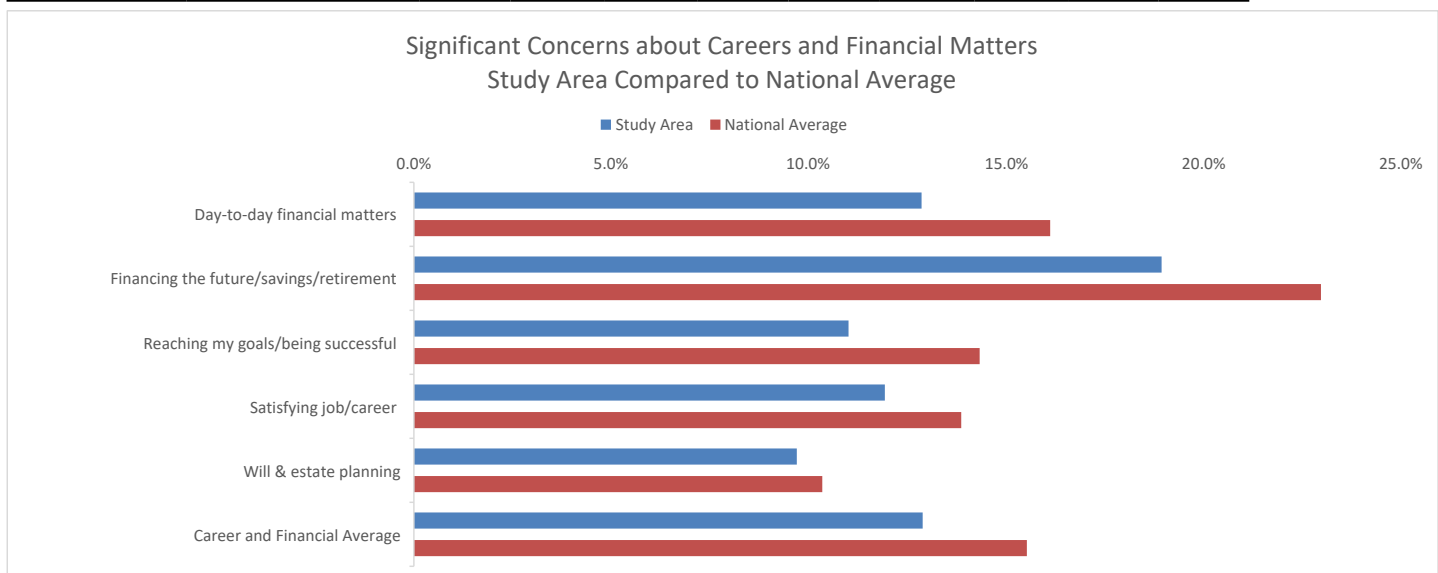
Concerns About Home and Family						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	15.9%	8.8%	19.1%	9.3%	84	95
Balancing work & family	33.0%	9.2%	30.5%	10.4%	108	89
Caring for aging parents	24.9%	16.9%	25.4%	16.2%	98	104
Child who is gay, lesbian, bisexual or transgender	11.0%	3.2%	9.7%	4.6%	114	69
Conflict resolution/arguing too much	32.2%	7.7%	31.2%	7.5%	103	103
Divorce	10.4%	5.2%	11.8%	4.6%	88	112
Domestic violence in my family	6.8%	3.3%	7.8%	3.5%	86	95
Health crisis/illness	46.4%	24.7%	48.9%	23.4%	95	106
Marriage problems	18.8%	5.1%	19.9%	5.2%	95	98
Quality of children's education	22.0%	17.9%	24.0%	19.7%	92	91
Raising a teen	14.5%	7.1%	14.1%	7.4%	103	96
Raising children as a single parent	9.8%	3.5%	9.9%	5.0%	99	70
Stress/time to relax	47.5%	12.9%	46.1%	15.6%	103	83
Struggles with adult children	24.3%	6.4%	24.5%	6.8%	99	93
Time for friends/family	49.2%	13.3%	47.6%	14.3%	103	93
Home and Family Average	24.4%	9.7%	24.7%	10.2%	99	95



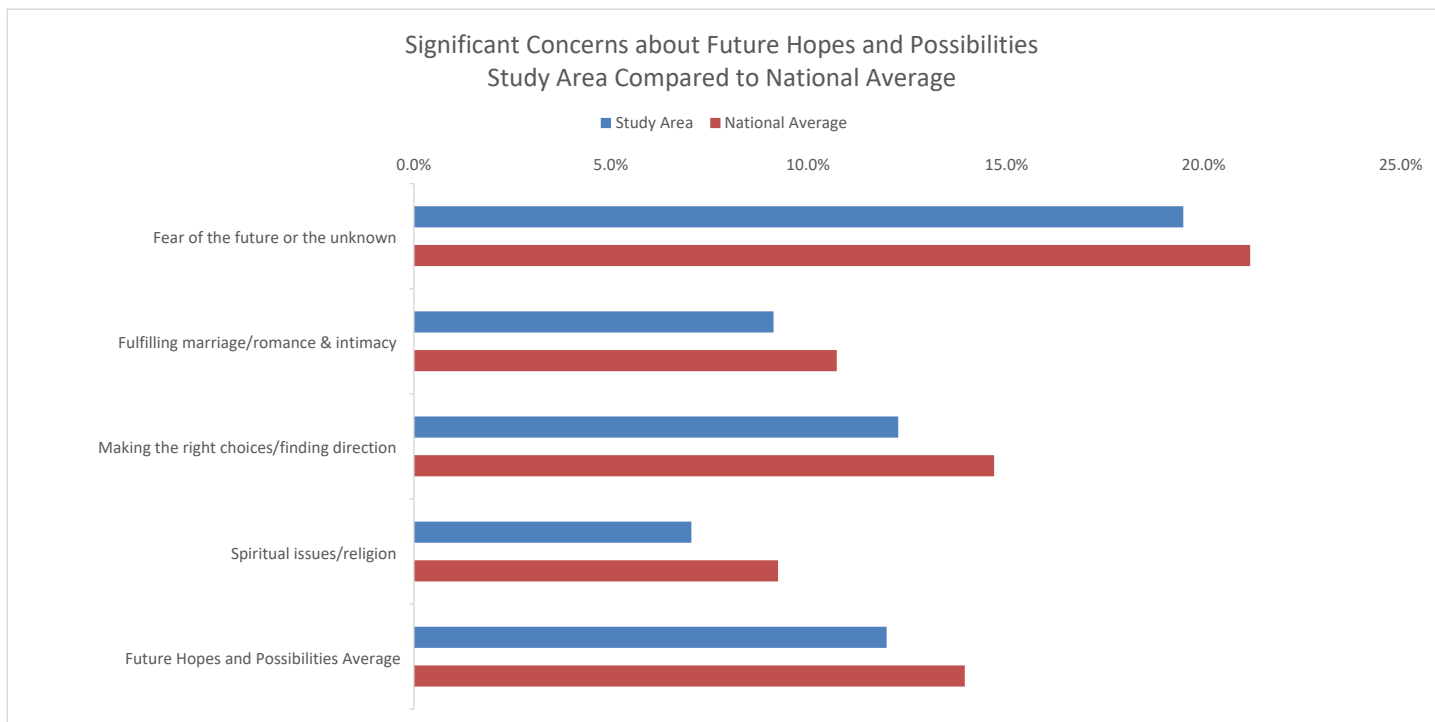
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	29.4%	19.8%	29.2%	20.0%	100	99
Racism/racial injustice	37.8%	21.9%	36.4%	25.3%	104	86
Social media & internet	38.9%	11.5%	38.4%	14.4%	101	80
Social & political tensions/discord	42.2%	30.9%	41.2%	34.0%	102	91
Violence in my neighborhood	26.7%	6.5%	30.7%	7.3%	87	89
Community Average	35.0%	18.1%	35.2%	20.2%	99	89



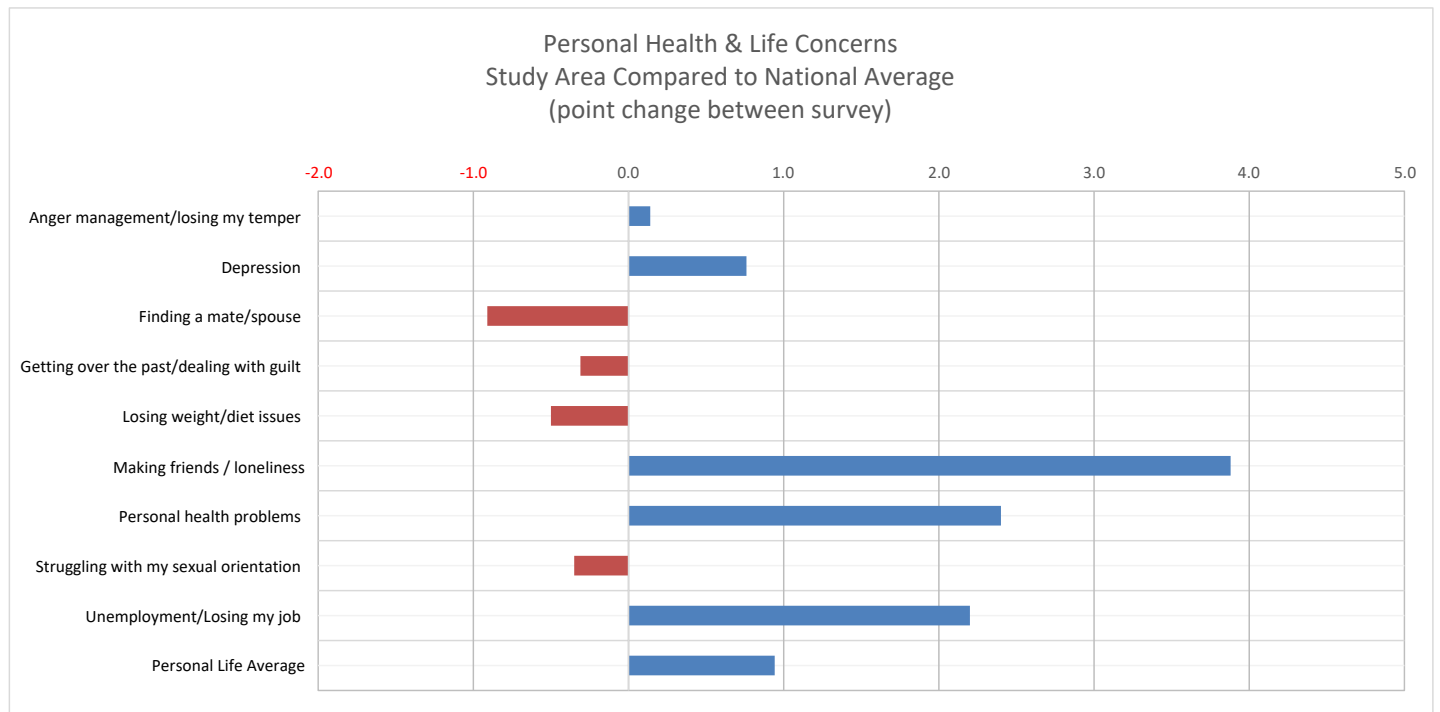
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	43.7%	12.9%	42.9%	16.1%	102	80
Financing the future/savings/retirement	47.8%	18.9%	46.8%	23.0%	102	82
Reaching my goals/being successful	42.2%	11.0%	40.3%	14.3%	105	77
Satisfying job/career	31.2%	11.9%	29.1%	13.9%	107	86
Will & estate planning	39.6%	9.7%	40.6%	10.3%	98	94
Career and Financial Average	40.9%	12.9%	39.9%	15.5%	102	83



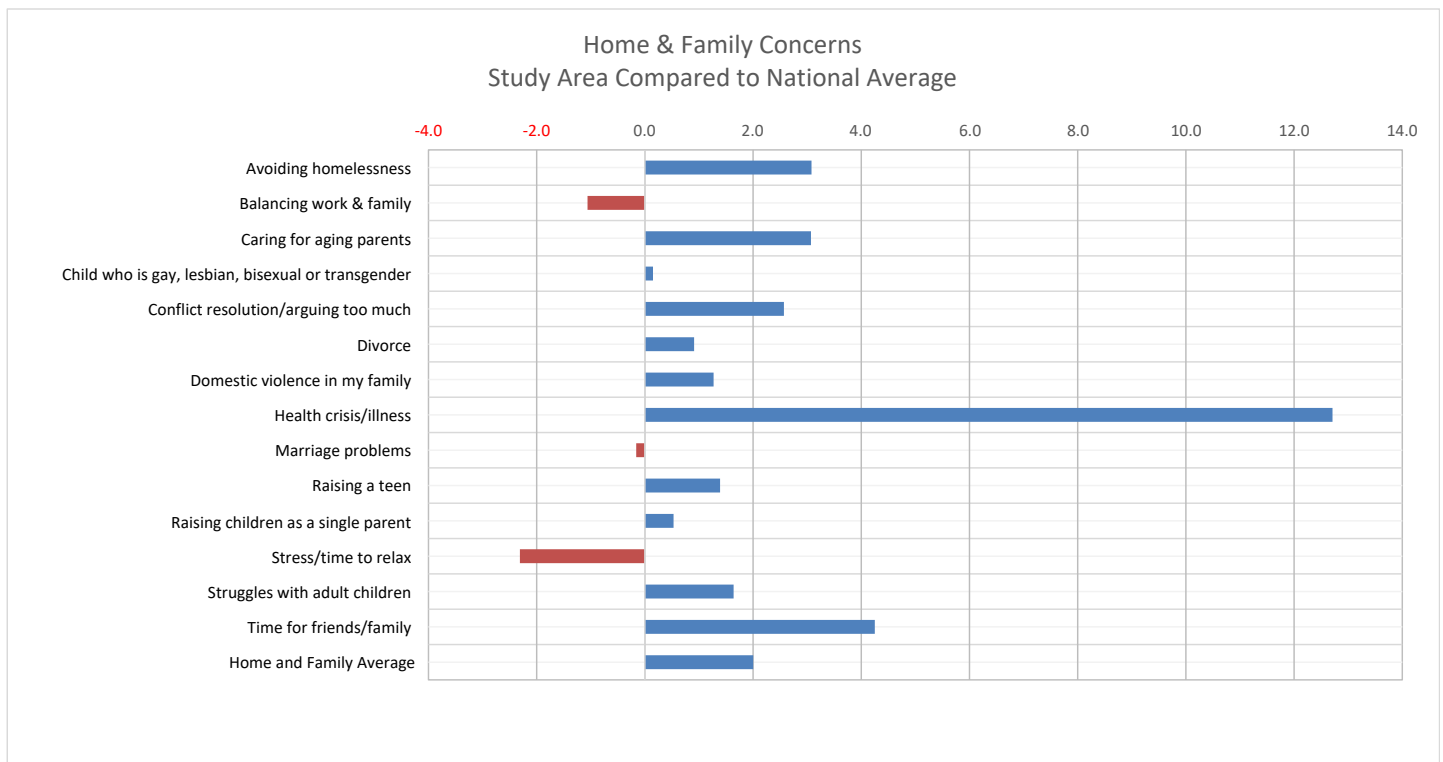
Concerns about Future Hopes and Possibilities						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	51.3%	19.5%	50.5%	21.2%	102	92
Fulfilling marriage/romance & intimacy	29.4%	9.1%	31.3%	10.7%	94	85
Making the right choices/finding direction	45.6%	12.3%	45.2%	14.7%	101	83
Spiritual issues/religion	25.6%	7.0%	27.6%	9.2%	93	76
Future Hopes and Possibilities Average	38.0%	12.0%	38.7%	14.0%	98	86



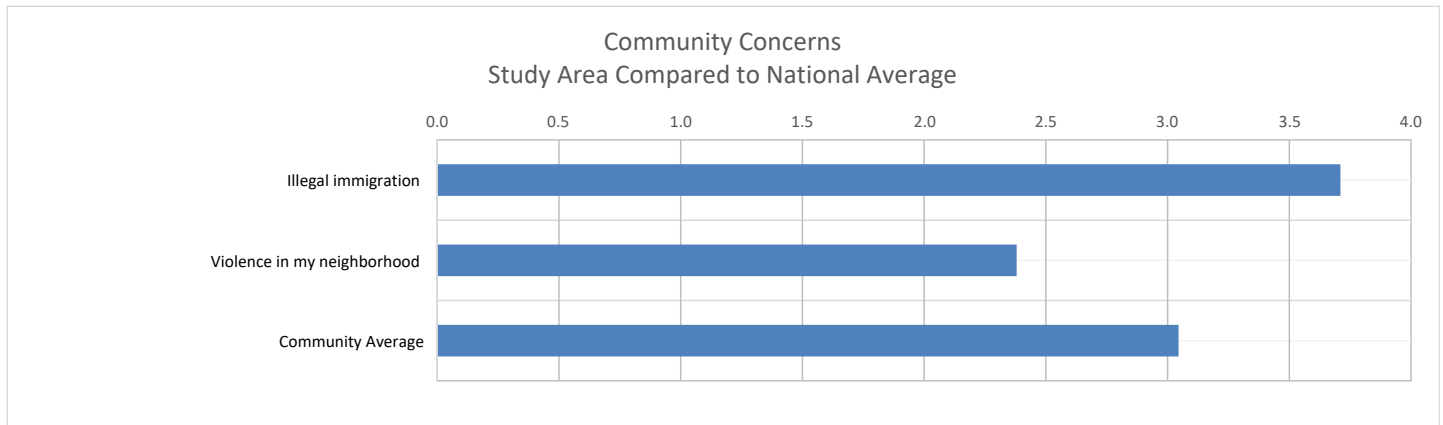
Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.5%	5.6%	2.1
Anger management/losing my temper	4.9%	5.0%	0.1
Depression	9.1%	9.8%	0.8
Finding a mate/spouse	7.2%	6.3%	-0.9
Getting over the past/dealing with guilt	7.6%	7.3%	-0.3
Losing weight/diet issues	17.0%	16.5%	-0.5
Making friends / loneliness	6.2%	10.0%	3.9
Personal health problems	14.0%	16.4%	2.4
Struggling with my sexual orientation	2.9%	2.5%	-0.4
Unemployment/Losing my job	9.8%	12.0%	2.2
Personal Life Average	8.2%	9.2%	0.9



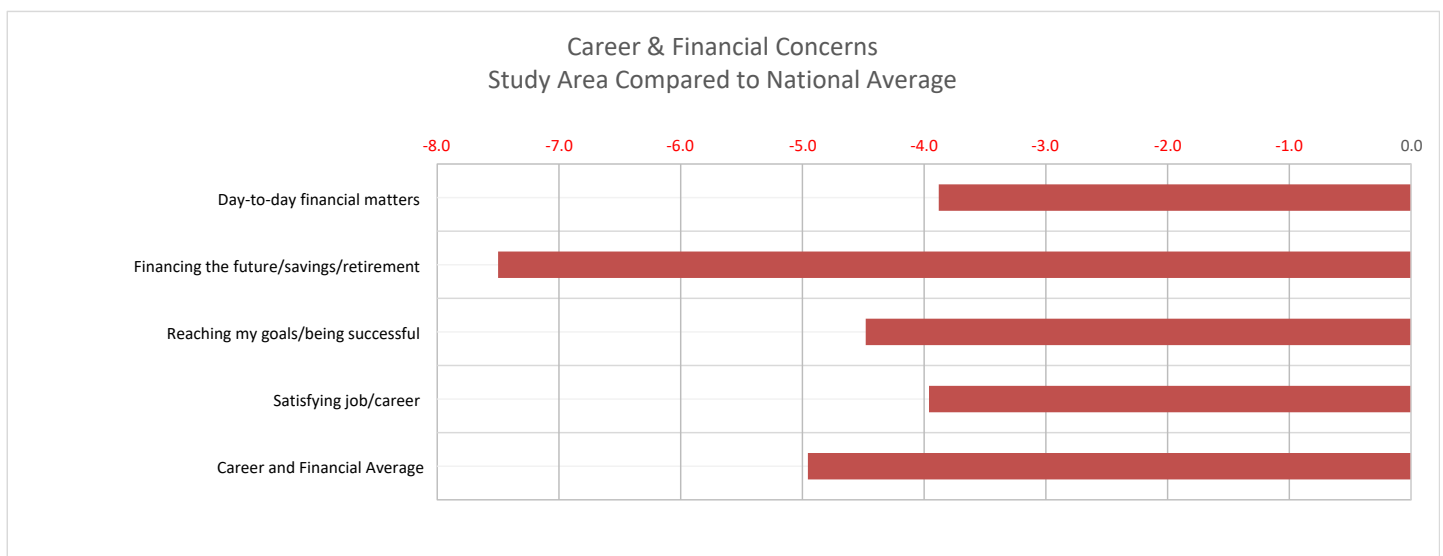
Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	5.7%	8.8%	3.1
Balancing work & family	10.3%	9.2%	-1.1
Caring for aging parents	13.8%	16.9%	3.1
Child who is gay, lesbian, bisexual or transgender	3.0%	3.2%	0.2
Conflict resolution/arguing too much	5.2%	7.7%	2.6
Divorce	4.3%	5.2%	0.9
Domestic violence in my family	2.0%	3.3%	1.3
Health crisis/illness	12.0%	24.7%	12.7
Marriage problems	5.2%	5.1%	-0.2
Raising a teen	5.7%	7.1%	1.4
Raising children as a single parent	3.0%	3.5%	0.5
Stress/time to relax	15.2%	12.9%	-2.3
Struggles with adult children	4.7%	6.4%	1.6
Time for friends/family	9.1%	13.3%	4.3
Home and Family Average	7.1%	9.1%	2.0



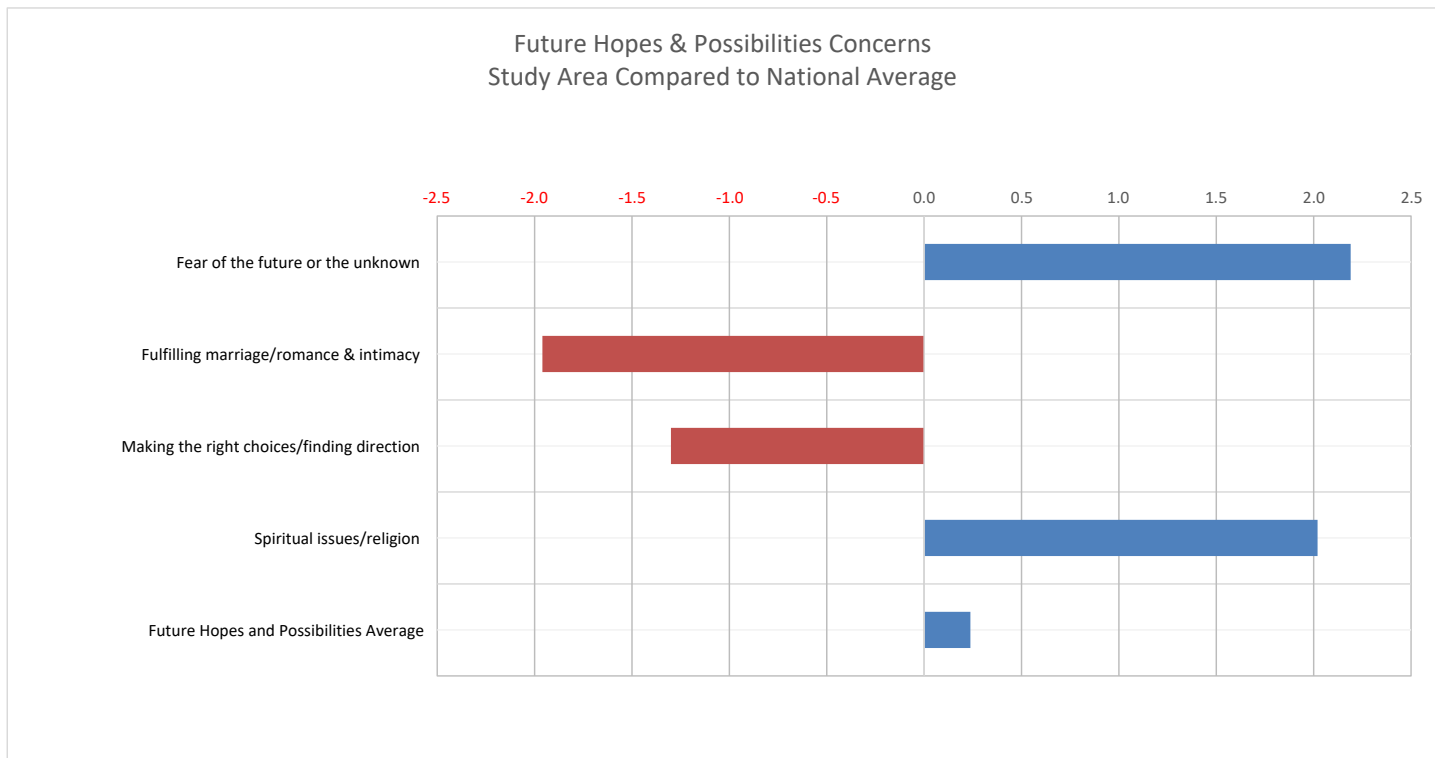
Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	16.0%	19.8%	3.7
Violence in my neighborhood	4.1%	6.5%	2.4
Community Average	10.1%	13.1%	3.0



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	16.7%	12.9%	-3.9
Financing the future/savings/retirement	26.4%	18.9%	-7.5
Reaching my goals/being successful	15.5%	11.0%	-4.5
Satisfying job/career	15.9%	11.9%	-4.0
Career and Financial Average	18.6%	13.7%	-5.0

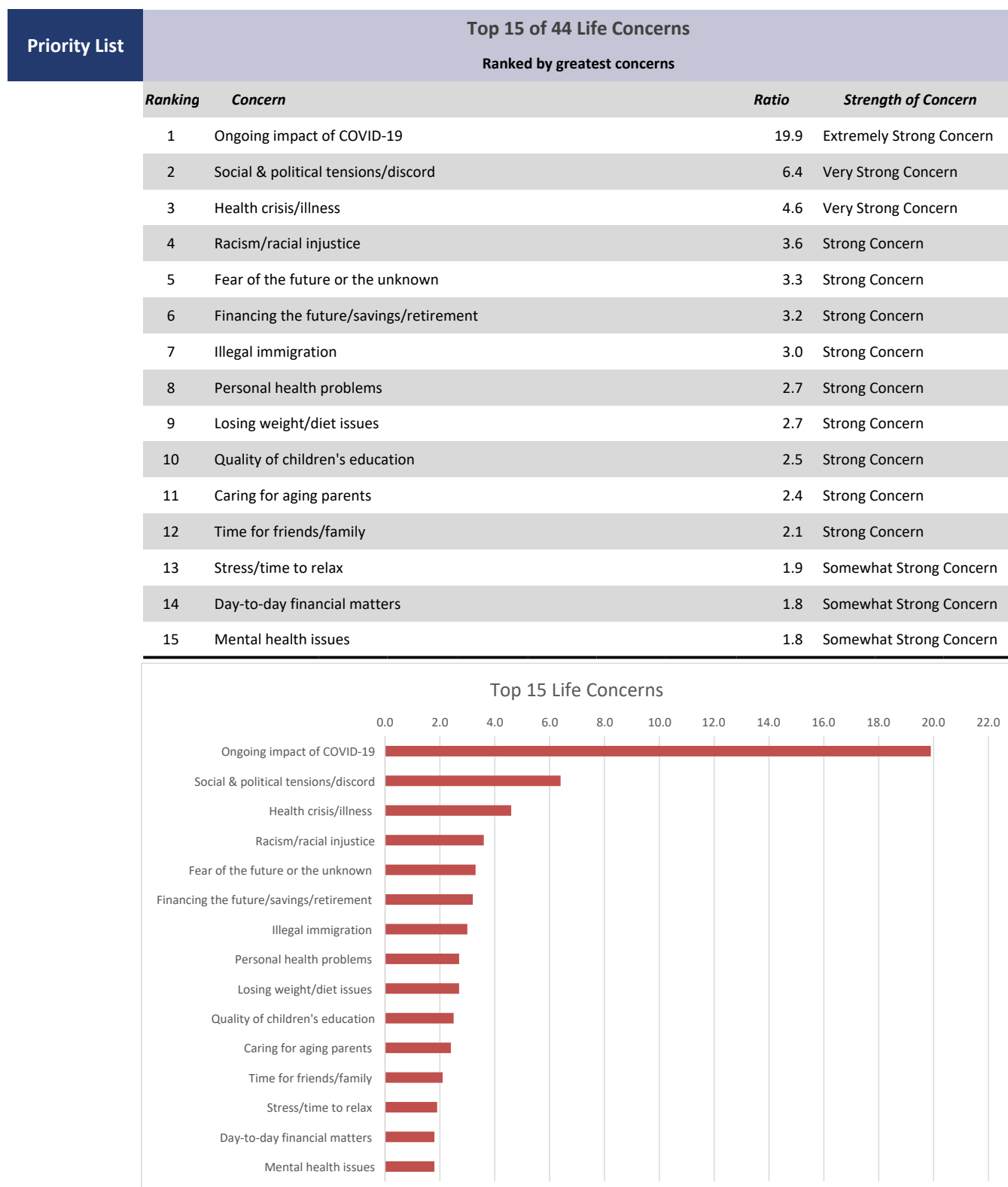


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	17.3%	19.5%	2.2
Fulfilling marriage/romance & intimacy	11.1%	9.1%	-2.0
Making the right choices/finding direction	13.6%	12.3%	-1.3
Spiritual issues/religion	5.0%	7.0%	2.0
Future Hopes and Possibilities Average	11.7%	12.0%	0.2



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

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



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

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

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

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

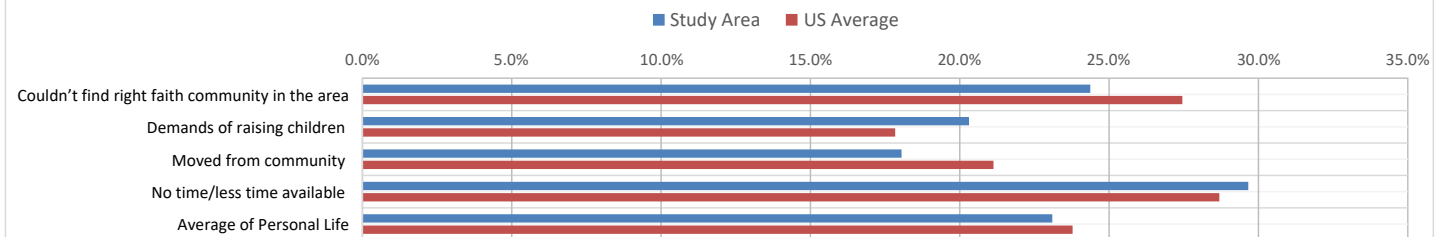
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

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

Study Area Compared to National Average

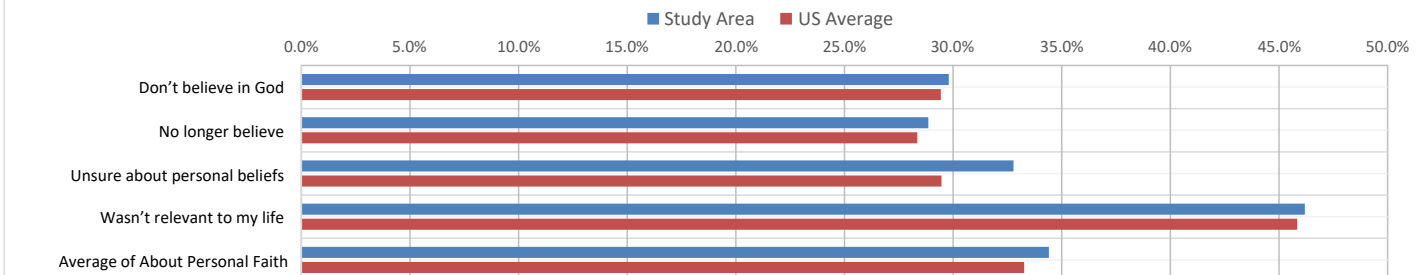
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	24.4%	27.5%	89
Demands of raising children	20.3%	17.8%	114
Moved from community	18.1%	21.1%	85
No time/less time available	29.7%	28.7%	103
Average of Personal Life	23.1%	23.8%	97

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



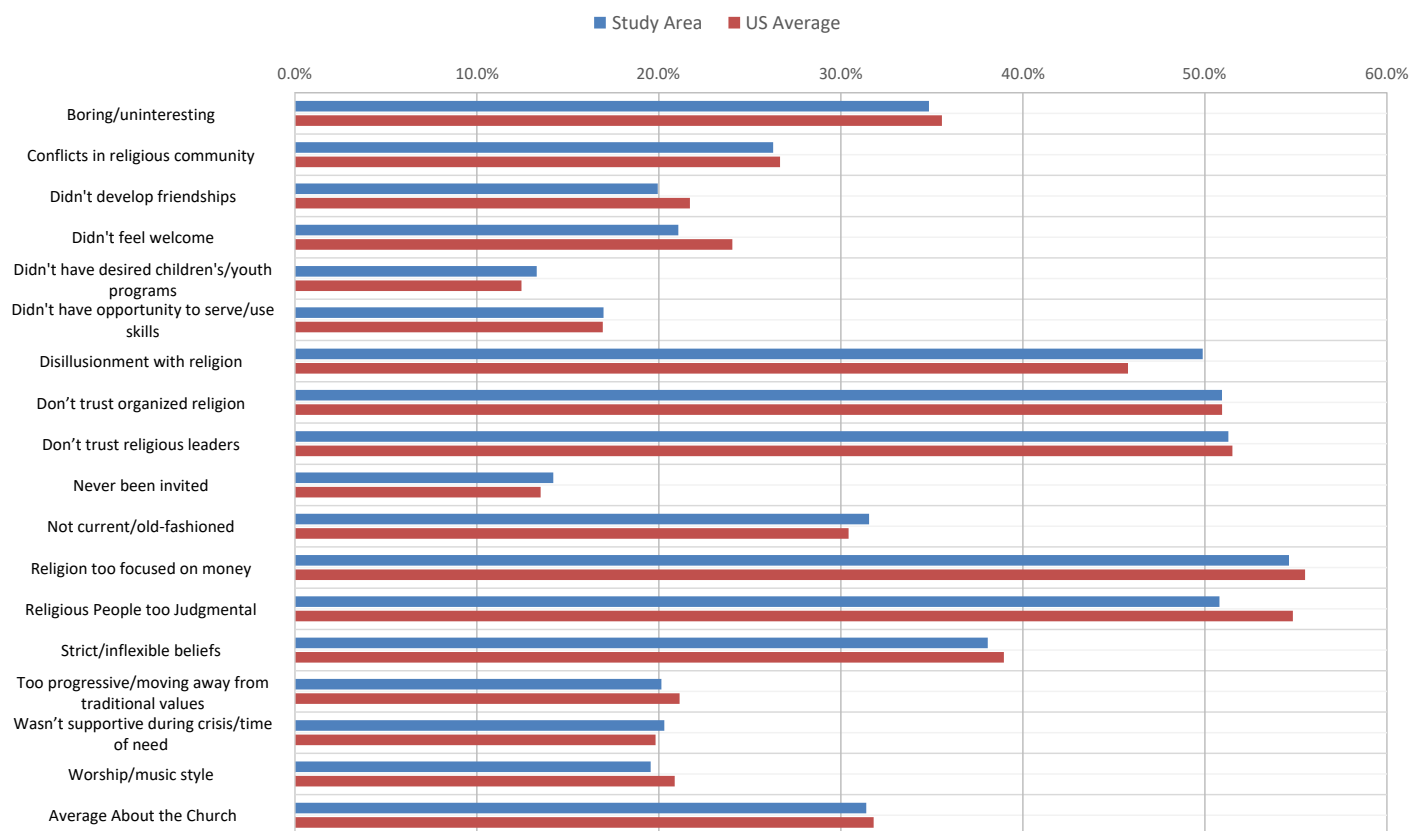
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.8%	29.4%	101
No longer believe	28.9%	28.4%	102
Unsure about personal beliefs	32.8%	29.5%	111
Wasn't relevant to my life	46.2%	45.8%	101
Average of About Personal Faith	34.4%	33.3%	103

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	34.8%	35.6%	98
Conflicts in religious community	26.3%	26.7%	99
Didn't develop friendships	19.9%	21.7%	92
Didn't feel welcome	21.1%	24.0%	88
Didn't have desired children's/youth programs	13.3%	12.5%	107
Didn't have opportunity to serve/use skills	17.0%	16.9%	100
Disillusionment with religion	49.9%	45.8%	109
Don't trust organized religion	50.9%	50.9%	100
Don't trust religious leaders	51.3%	51.5%	100
Never been invited	14.2%	13.5%	105
Not current/old-fashioned	31.6%	30.4%	104
Religion too focused on money	54.6%	55.5%	98
Religious People too Judgmental	50.8%	54.8%	93
Strict/inflexible beliefs	38.1%	39.0%	98
Too progressive/moving away from traditional values	20.1%	21.1%	95
Wasn't supportive during crisis/time of need	20.3%	19.8%	102
Worship/music style	19.6%	20.9%	94
Average About the Church	31.4%	31.8%	99

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

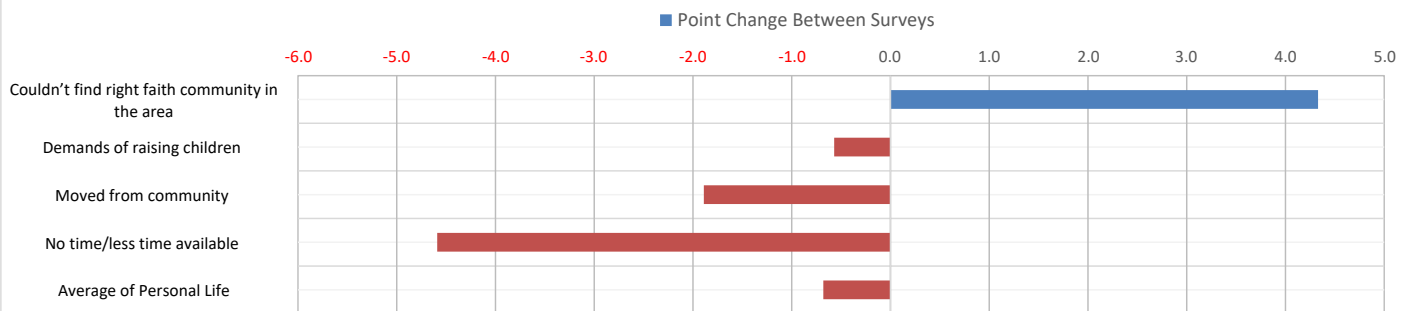


From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

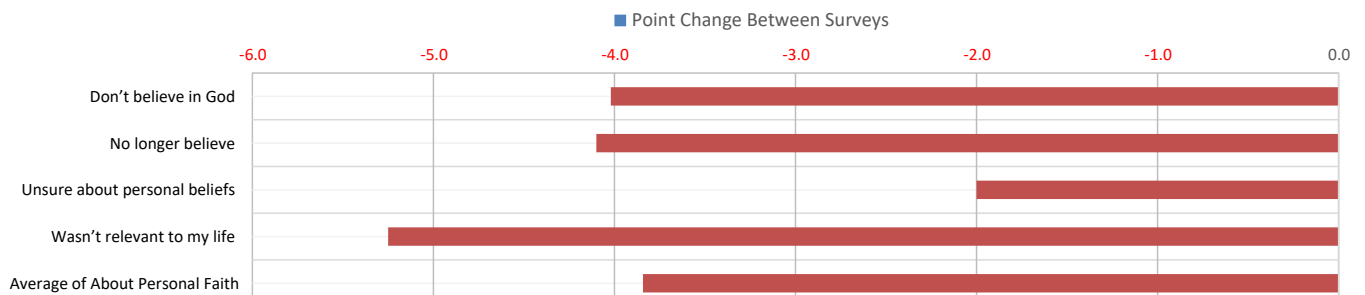
About <i>Personal Life</i>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	20.0%	24.4%	4.3
Demands of raising children	20.9%	20.3%	-0.6
Moved from community	19.9%	18.1%	-1.9
No time/less time available	34.3%	29.7%	-4.6
Average of Personal Life	23.8%	23.1%	-0.7

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

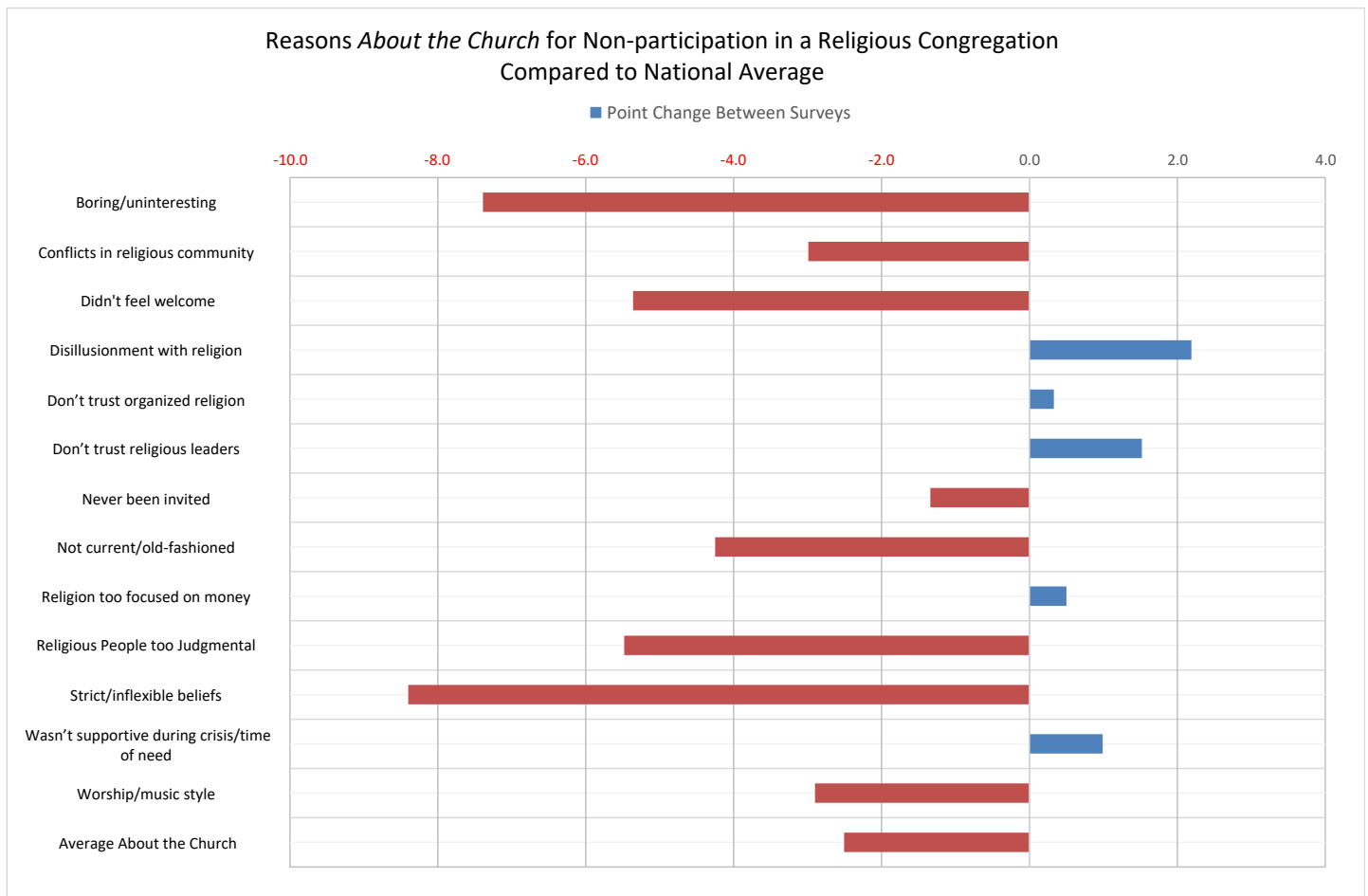


About <i>Personal Faith</i>	2017	2021	Point Change Between Surveys
Don't believe in God	33.8%	29.8%	-4.0
No longer believe	33.0%	28.9%	-4.1
Unsure about personal beliefs	34.8%	32.8%	-2.0
Wasn't relevant to my life	51.4%	46.2%	-5.3
Average of About Personal Faith	38.3%	34.4%	-3.8

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



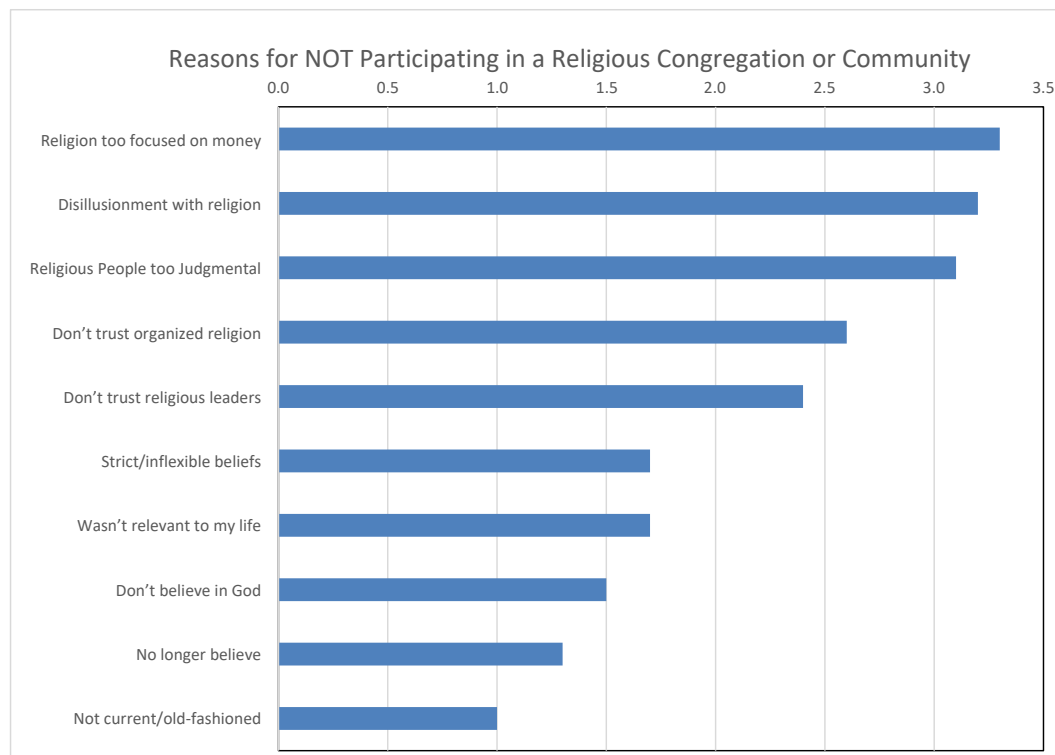
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	42.2%	34.8%	-7.4
Conflicts in religious community	29.3%	26.3%	-3.0
Didn't feel welcome	26.4%	21.1%	-5.4
Disillusionment with religion	47.7%	49.9%	2.2
Don't trust organized religion	50.6%	50.9%	0.3
Don't trust religious leaders	49.8%	51.3%	1.5
Never been invited	15.5%	14.2%	-1.3
Not current/old-fashioned	35.8%	31.6%	-4.3
Religion too focused on money	54.1%	54.6%	0.5
Religious People too Judgmental	56.3%	50.8%	-5.5
Strict/inflexible beliefs	46.5%	38.1%	-8.4
Wasn't supportive during crisis/time of need	19.3%	20.3%	1.0
Worship/music style	22.5%	19.6%	-2.9
Average About the Church	38.2%	35.6%	-2.5



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	3.3	Strong Reason
2	Disillusionment with religion	3.2	Strong Reason
3	Religious People too Judgmental	3.1	Strong Reason
4	Don't trust organized religion	2.6	Strong Reason
5	Don't trust religious leaders	2.4	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	1.5	Somewhat Strong Reason
9	No longer believe	1.3	Somewhat Strong 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

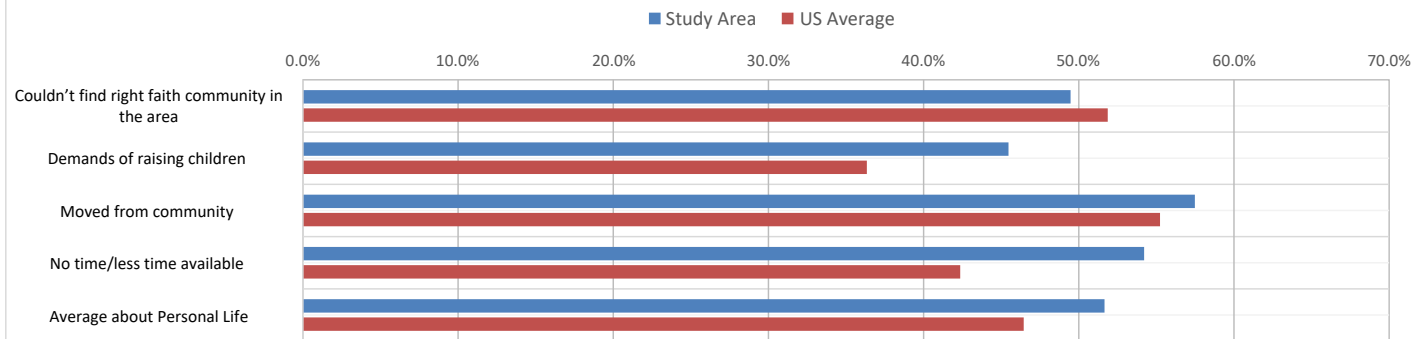
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

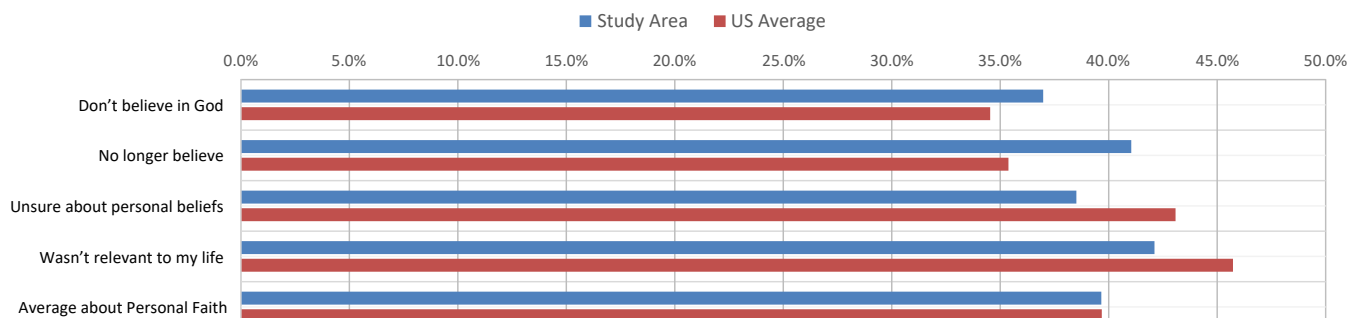
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	49.5%	51.9%	95
Demands of raising children	45.5%	36.3%	125
Moved from community	57.5%	55.2%	104
No time/less time available	54.2%	42.4%	128
Average about Personal Life	51.7%	46.5%	111

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

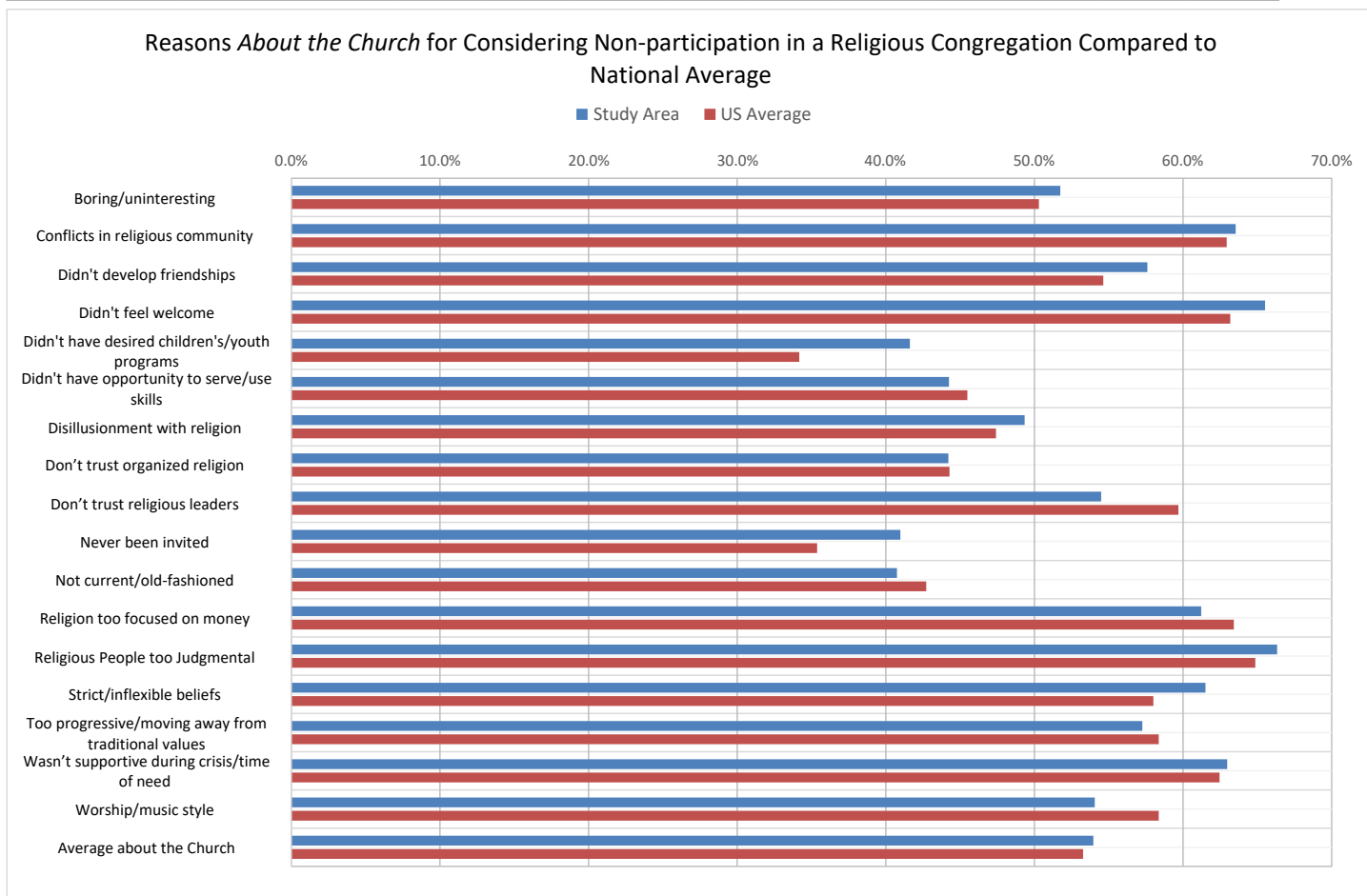


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	37.0%	34.5%	107
No longer believe	41.0%	35.4%	116
Unsure about personal beliefs	38.5%	43.1%	89
Wasn't relevant to my life	42.1%	45.7%	92
Average about Personal Faith	39.7%	39.7%	100

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	51.7%	50.3%	103
Conflicts in religious community	63.5%	62.9%	101
Didn't develop friendships	57.6%	54.6%	105
Didn't feel welcome	65.5%	63.2%	104
Didn't have desired children's/youth programs	41.6%	34.2%	122
Didn't have opportunity to serve/use skills	44.3%	45.5%	97
Disillusionment with religion	49.3%	47.4%	104
Don't trust organized religion	44.2%	44.3%	100
Don't trust religious leaders	54.5%	59.7%	91
Never been invited	41.0%	35.4%	116
Not current/old-fashioned	40.8%	42.7%	95
Religion too focused on money	61.2%	63.4%	97
Religious People too Judgmental	66.3%	64.9%	102
Strict/inflexible beliefs	61.5%	58.0%	106
Too progressive/moving away from traditional values	57.3%	58.4%	98
Wasn't supportive during crisis/time of need	63.0%	62.5%	101
Worship/music style	54.1%	58.4%	93
Average about the Church	54.0%	53.3%	101

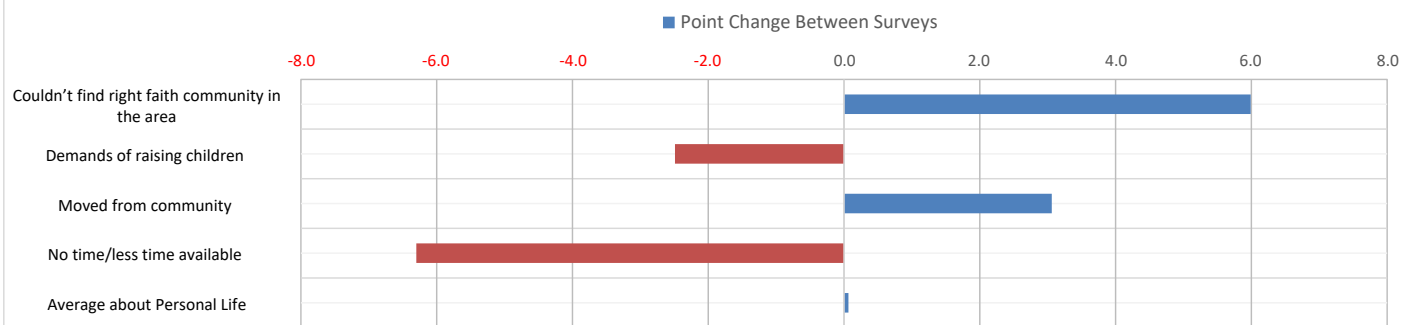


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

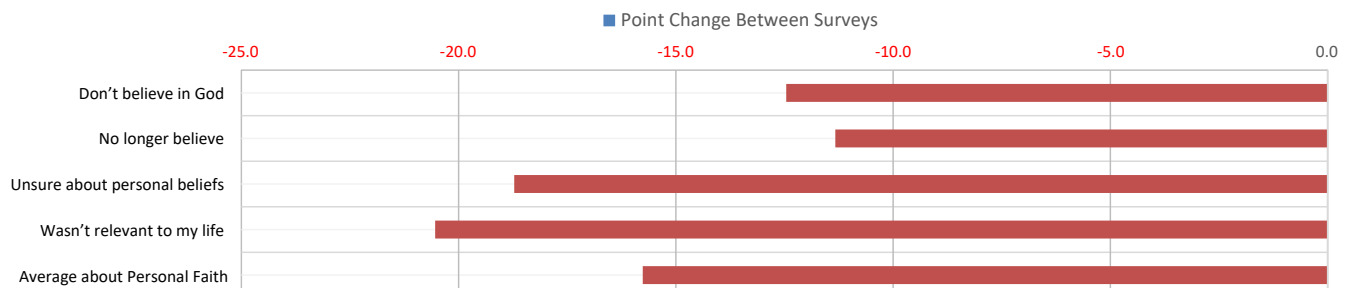
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	43.5%	49.5%	6.0
Demands of raising children	48.0%	45.5%	-2.5
Moved from community	54.4%	57.5%	3.1
No time/less time available	60.5%	54.2%	-6.3
Average about Personal Life	51.6%	51.7%	0.1

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

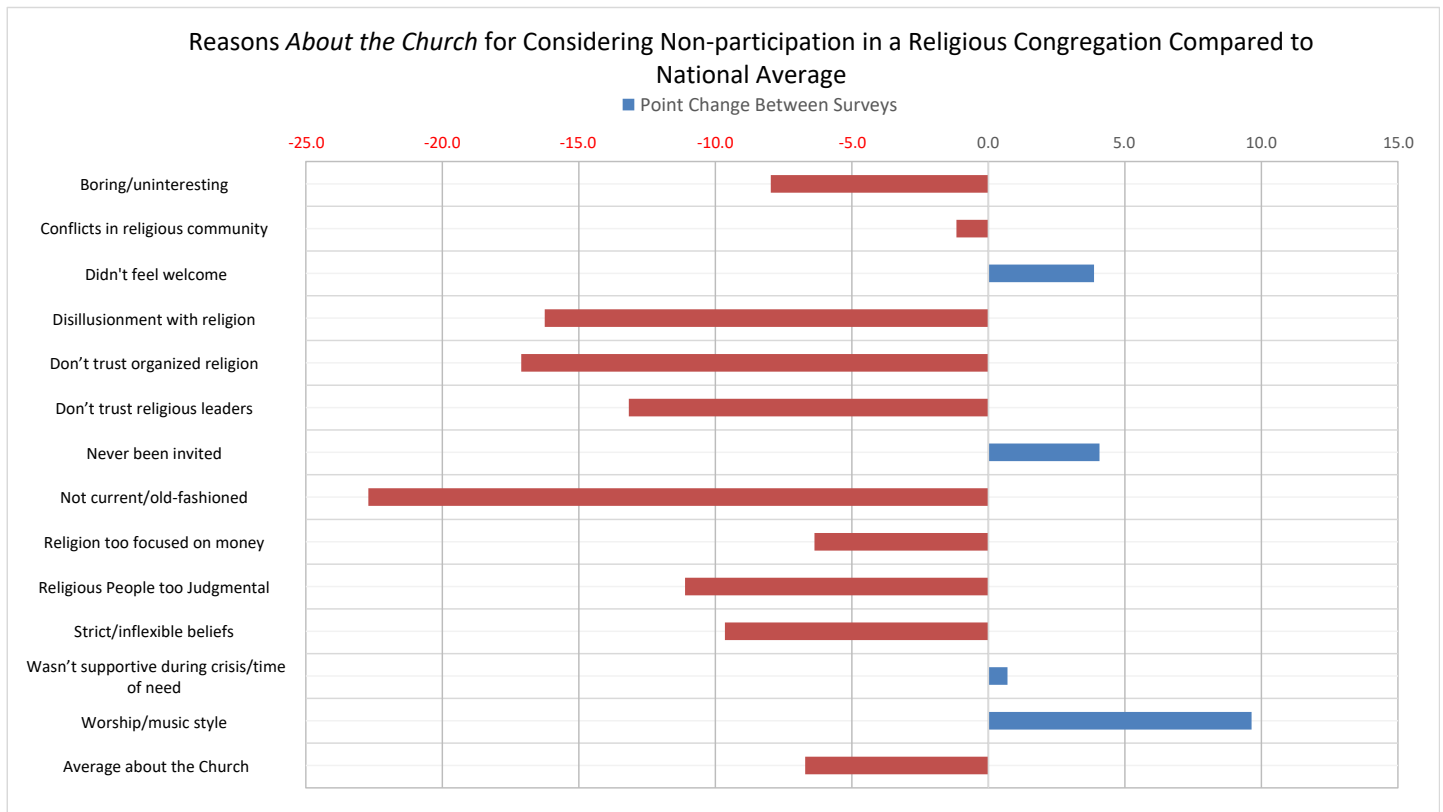


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	49.4%	37.0%	-12.5
No longer believe	52.4%	41.0%	-11.3
Unsure about personal beliefs	57.2%	38.5%	-18.7
Wasn't relevant to my life	62.7%	42.1%	-20.5
Average about Personal Faith	55.4%	39.7%	-15.8

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



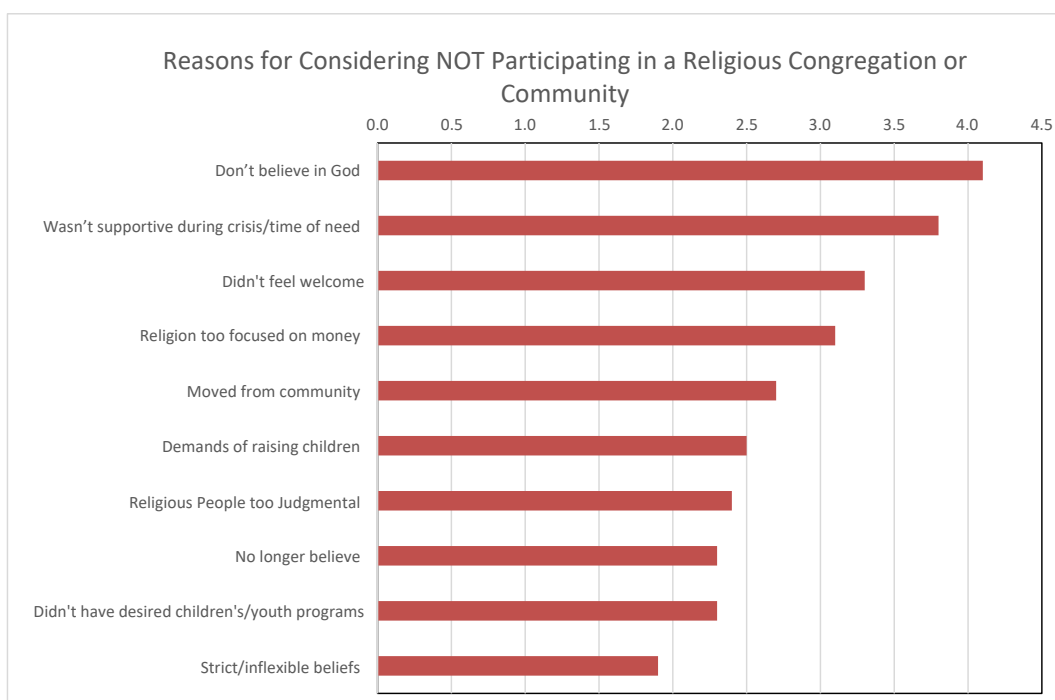
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	59.7%	51.7%	-8.0
Conflicts in religious community	64.7%	63.5%	-1.2
Didn't feel welcome	61.7%	65.5%	3.9
Disillusionment with religion	65.6%	49.3%	-16.3
Don't trust organized religion	61.3%	44.2%	-17.1
Don't trust religious leaders	67.7%	54.5%	-13.2
Never been invited	36.9%	41.0%	4.1
Not current/old-fashioned	63.5%	40.8%	-22.7
Religion too focused on money	67.6%	61.2%	-6.4
Religious People too Judgmental	77.4%	66.3%	-11.1
Strict/inflexible beliefs	71.2%	61.5%	-9.7
Wasn't supportive during crisis/time of need	62.3%	63.0%	0.7
Worship/music style	44.4%	54.1%	9.6
Average about the Church	61.8%	55.1%	-6.7



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	Wasn't supportive during crisis/time of need	3.8	Strong Reason
3	Didn't feel welcome	3.3	Strong Reason
4	Religion too focused on money	3.1	Strong Reason
5	Moved from community	2.7	Strong Reason
6	Demands of raising children	2.5	Strong Reason
7	Religious People too Judgmental	2.4	Strong Reason
8	No longer believe	2.3	Strong Reason
9	Didn't have desired children's/youth programs	2.3	Strong Reason
10	Strict/inflexible beliefs	1.9	Somewhat 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	53.0%	32.6%	0.6	51.1%	35.3%	104	92
Health/weight loss programs	56.6%	30.3%	0.5	55.1%	32.1%	103	94
Membership and leadership training	52.1%	35.5%	0.7	45.9%	41.1%	113	86
Opportunities to develop personal relationships	27.0%	62.5%	2.3	24.5%	65.8%	110	95
Practical training seminars (money management, computer skills, etc.)	50.6%	37.4%	0.7	45.4%	42.4%	112	88
Personal Growth	47.9%	39.6%	0.8	44.4%	43.3%	108	91
Family Support and Intervention Services							
Daycare/After-School Programs	62.0%	24.0%	0.4	59.0%	26.6%	105	90
Crisis support groups	40.0%	46.8%	1.2	37.0%	50.8%	108	92
Family oriented activities	37.1%	52.7%	1.4	33.4%	56.6%	111	93
Marriage enrichment	51.3%	34.9%	0.7	45.2%	41.8%	113	84
Parenting development	58.3%	28.3%	0.5	53.2%	33.0%	110	86
Personal/family counseling	47.3%	41.1%	0.9	40.6%	47.8%	116	86
Family Support and Intervention Services	49.3%	38.0%	0.8	44.7%	42.8%	110	89
Community Involvement and Advocacy Programs							
Adult social activities	28.7%	61.3%	2.1	26.1%	64.3%	110	95
Involvement in social causes	31.3%	57.3%	1.8	30.0%	58.9%	104	97
Mission trips and global outreach	53.9%	30.4%	0.6	47.7%	38.5%	113	79
Opportunities for volunteering in the community	30.3%	58.9%	1.9	25.9%	64.1%	117	92
Social justice advocacy work	40.5%	47.1%	1.2	38.5%	48.4%	105	97
Community Involvement and Advocacy Programs	36.9%	51.0%	1.4	33.6%	54.8%	110	93

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	38.6%	51.2%	1.3	36.4%	52.7%	106	97
Holiday programs/activities	27.4%	62.7%	2.3	25.0%	65.4%	109	96
Seniors/retiree activities	30.1%	58.2%	1.9	30.6%	58.7%	98	99
Singles or college-age groups	57.1%	27.4%	0.5	53.9%	31.9%	106	86
Size of church congregation	48.8%	39.9%	0.8	41.8%	47.6%	117	84
Small groups (i.e., life groups, personal interest groups)	35.1%	53.7%	1.5	31.8%	57.4%	110	94
Youth social activities	52.6%	34.1%	0.6	47.9%	39.7%	110	86
<i>Community Activities or Cultural Programs</i>	41.4%	46.7%	1.1	38.2%	50.5%	108	93
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	49.5%	38.4%	0.8	41.5%	47.2%	119	81
Celebration of sacraments	36.3%	50.6%	1.4	32.8%	53.5%	111	95
Contemporary worship experiences	39.4%	46.3%	1.2	35.9%	51.3%	110	90
Online or virtual worship experiences	46.6%	39.8%	0.9	40.0%	47.9%	117	83
Quality sermons	25.2%	64.5%	2.6	20.7%	69.6%	122	93
Religious education for children	46.4%	39.7%	0.9	42.8%	44.6%	108	89
Spiritual discussion groups	43.5%	43.7%	1.0	38.1%	50.1%	114	87
Traditional worship experiences	29.3%	60.3%	2.1	26.7%	63.4%	110	95
Warm and friendly encounters	13.6%	78.0%	5.7	12.3%	79.9%	110	98
<i>Religious/Spiritual Programs</i>	36.7%	51.2%	1.4	32.3%	56.4%	113	91

You can interpret program and ministry data in three ways.

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

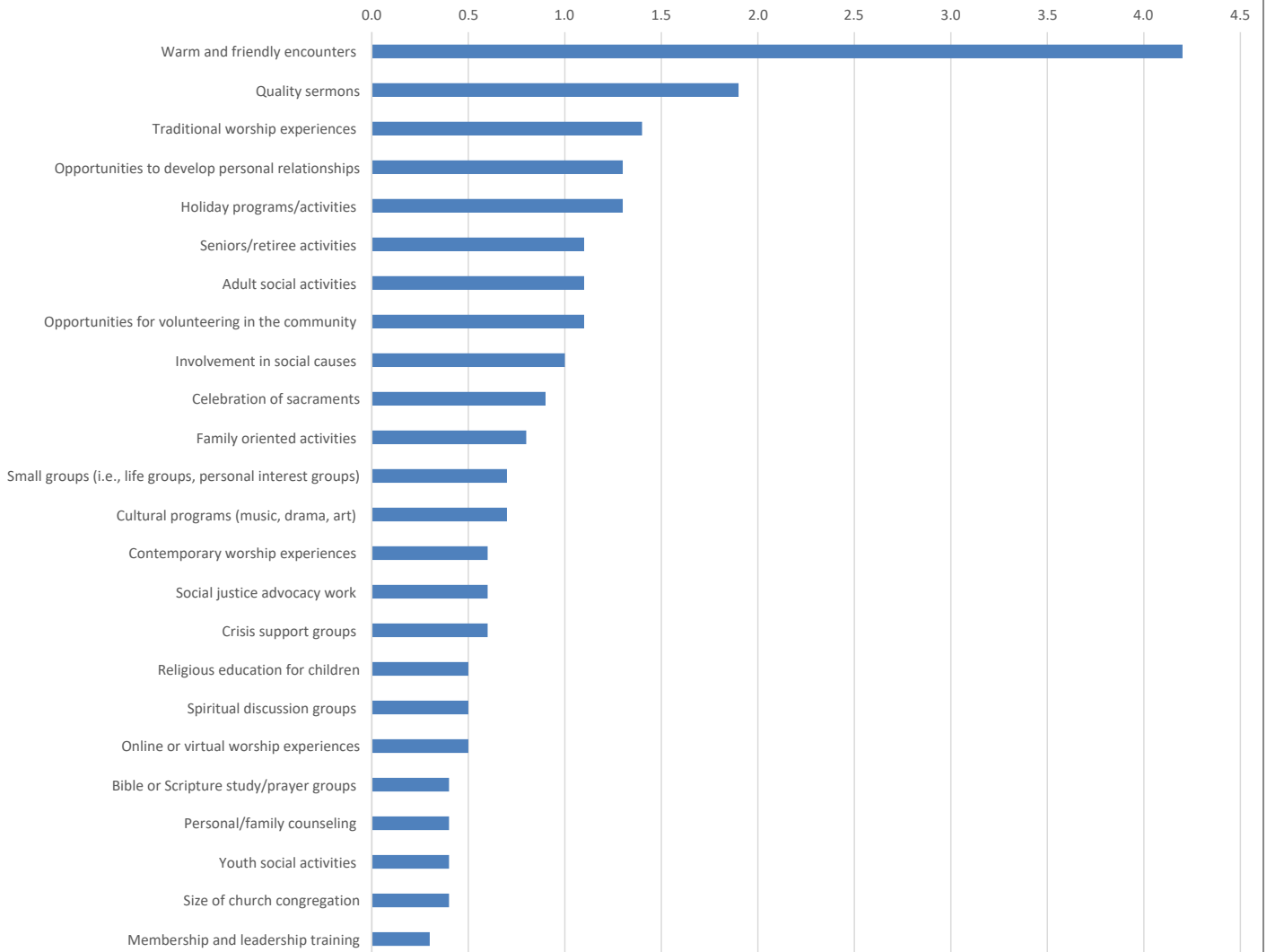
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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

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

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

Program Preferences Ranked by Ratio



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

Information Sources and Social Media Preferences

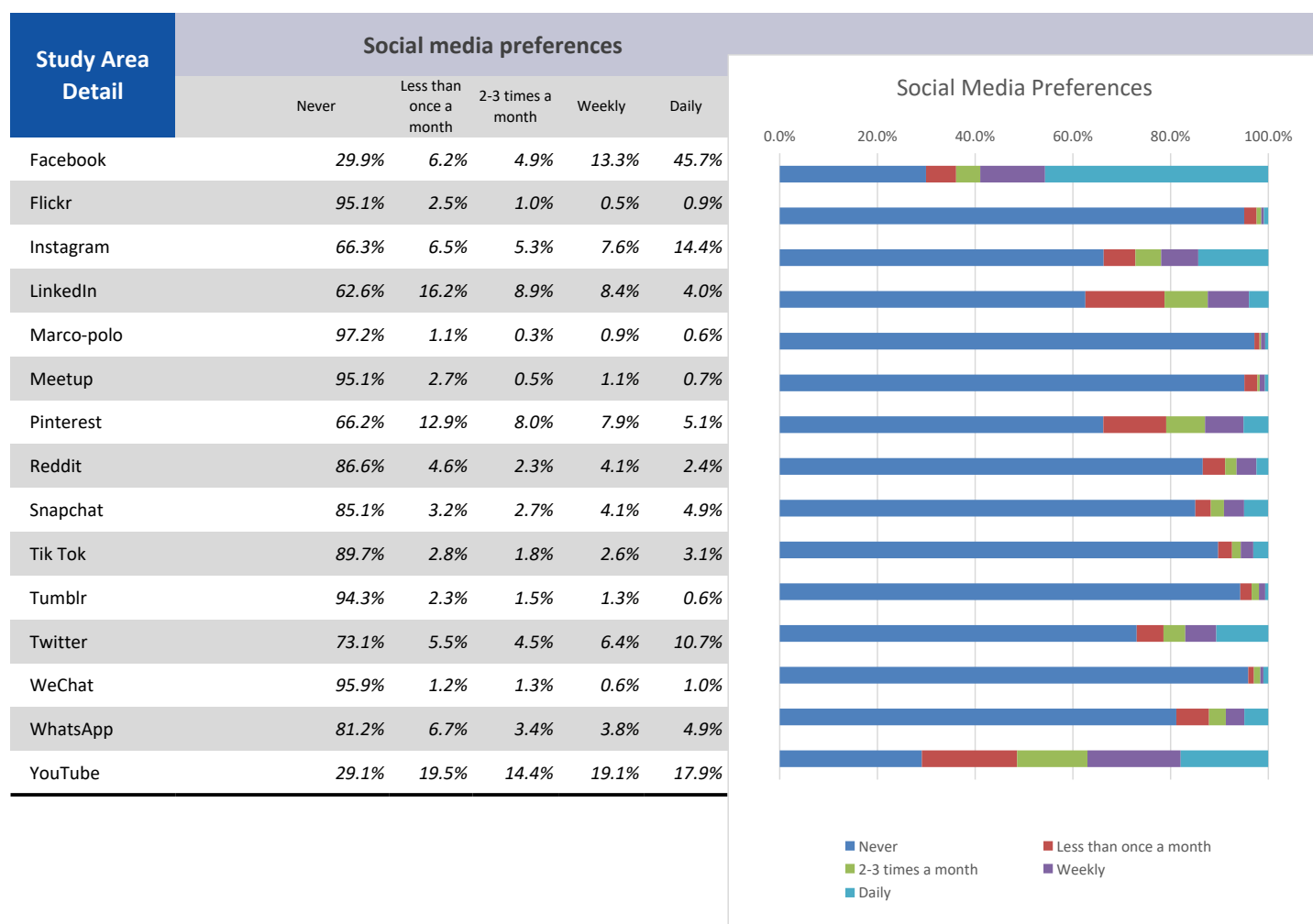
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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

Study Area Detail	Media Preferences: Forced Pairs					
	Prefer this	Media Category	OR		Media Category	Prefer this
Blogs	6	17.8%	82.2%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	39.9%	60.1%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	57.8%	42.2%	3	Yahoo News	
CNN Online News	3	56.9%	43.1%	1	Fox News	
Facebook	6	18.8%	81.2%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	68.5%	31.5%	6	Twitter	
Fox News	1	57.1%	42.9%	6	Facebook	
Fox News	1	29.9%	70.1%	2	Television News (Network OR Cable)	
Huffington Post	3	49.2%	50.8%	1	Fox News	
Huffington Post	3	44.7%	55.3%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.5%	67.5%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.6%	50.4%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	11.2%	88.8%	2	Television News (Network OR Cable)	
USA Today	4	29.2%	70.8%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	23.0%	77.0%	2	Television News (Network OR Cable)	
Yahoo News	3	41.5%	58.5%	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

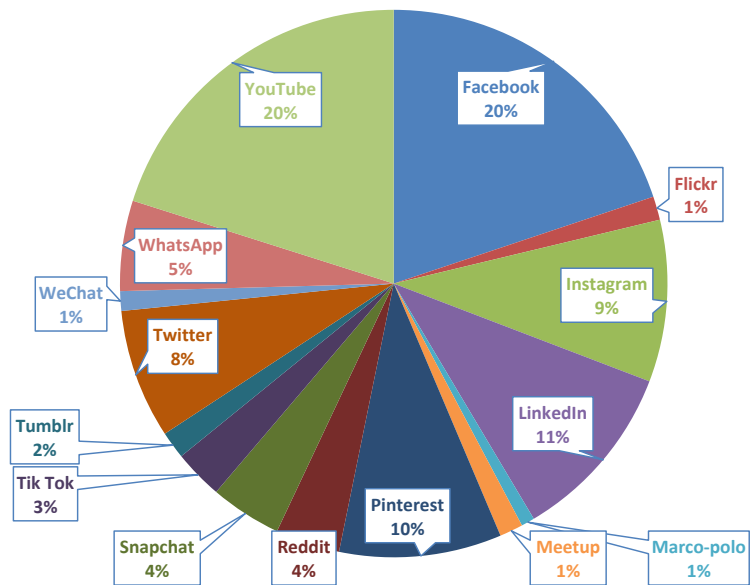


Priority List

Category of Media by Popular Use & Ranked Order

Rank Order	Media
1	YouTube
2	Facebook
3	LinkedIn
4	Pinterest
5	Instagram
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

If you need support, email us at misupport@acst.com or call 1-877-230-3212.