

THE
AMERICAN BELIEFS
STUDY
RELIGIOUS PREFERENCES & PRACTICES

The MinistryInsite Priorities Report 2021

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

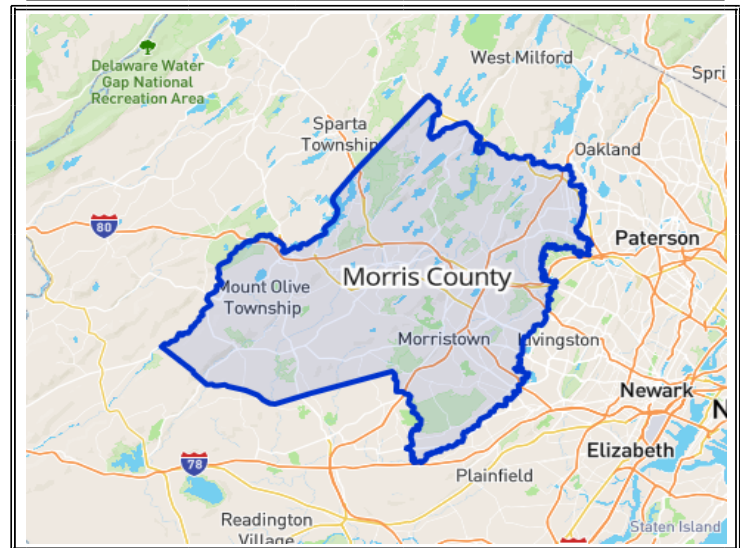
Date of Report: 7/17/23
American Beliefs Study Version: 2021

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 Study Area



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.

Contents of the MinistryInsite Priorities Report

The **MinistryInsite Priorities** Report has five sections that summarize data about these topics.

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Data Detail Reports and Supporting Documents

The **MinistryInsite Priorities** Report provides a top level view of the full **MinistryInsite** Report. To learn more, generate the full **MinistryInsite** Report. To understand your area's religious and social/moral beliefs, run the **ReligiousInsite** Report.

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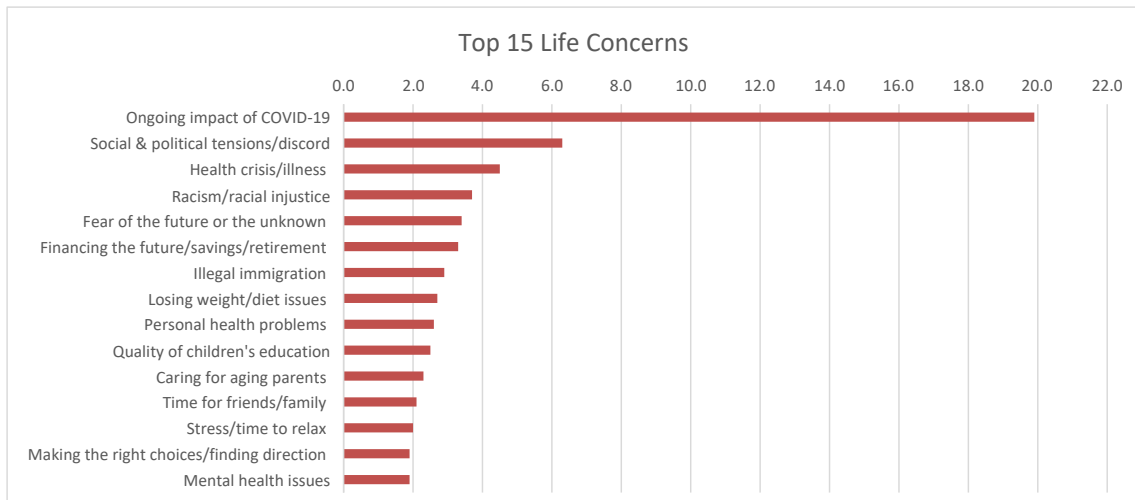
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Prepared for: The Presbytery of the Highlands
Study Area: Geography: Counties - Morris County (NJ)
American Beliefs Study Region: Northeast

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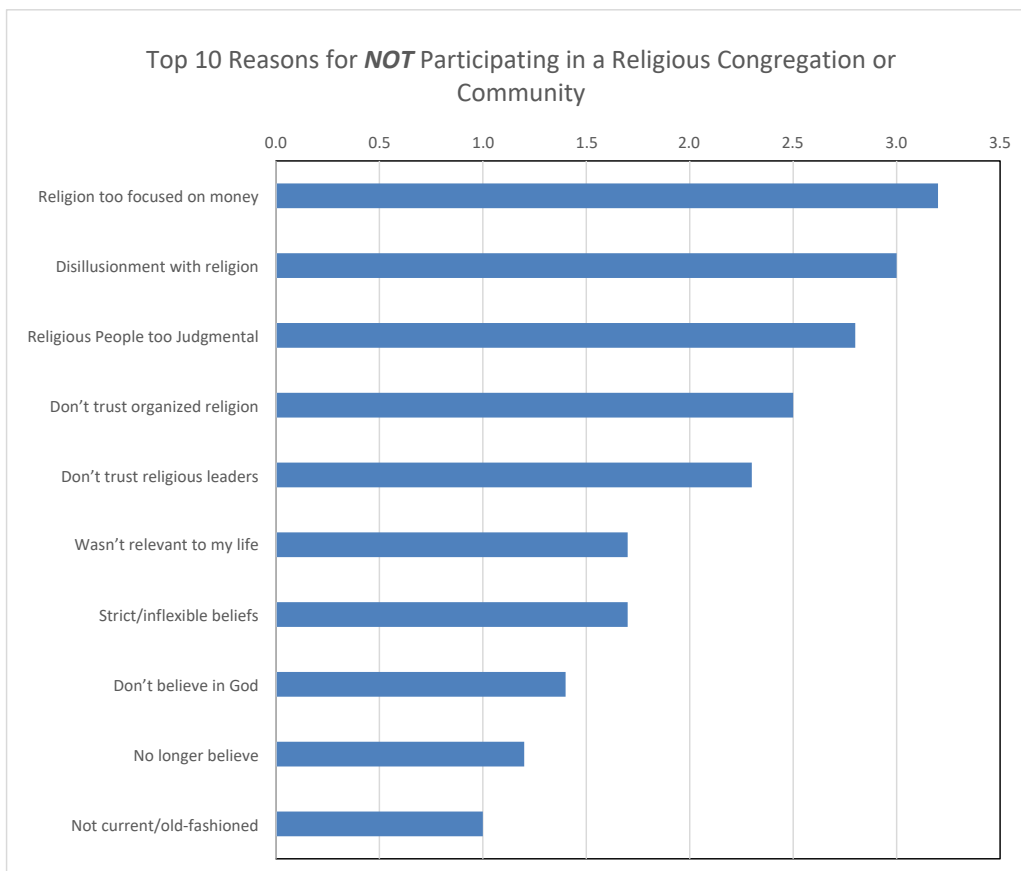
Life Concerns

Priority List	Top 15 of 44 Life Concerns			
	Ranked by greatest concerns			
	Ranking	Concern	Ratio	Strength of Concern
	1	Ongoing impact of COVID-19	19.9	Extremely Strong Concern
	2	Social & political tensions/discord	6.3	Very Strong Concern
	3	Health crisis/illness	4.5	Very Strong Concern
	4	Racism/racial injustice	3.7	Strong Concern
	5	Fear of the future or the unknown	3.4	Strong Concern
	6	Financing the future/savings/retirement	3.3	Strong Concern
	7	Illegal immigration	2.9	Strong Concern
	8	Losing weight/diet issues	2.7	Strong Concern
	9	Personal health problems	2.6	Strong Concern
	10	Quality of children's education	2.5	Strong Concern
	11	Caring for aging parents	2.3	Strong Concern
	12	Time for friends/family	2.1	Strong Concern
	13	Stress/time to relax	2.0	Strong Concern
	14	Making the right choices/finding direction	1.9	Somewhat Strong Concern
	15	Mental health issues	1.9	Somewhat Strong Concern



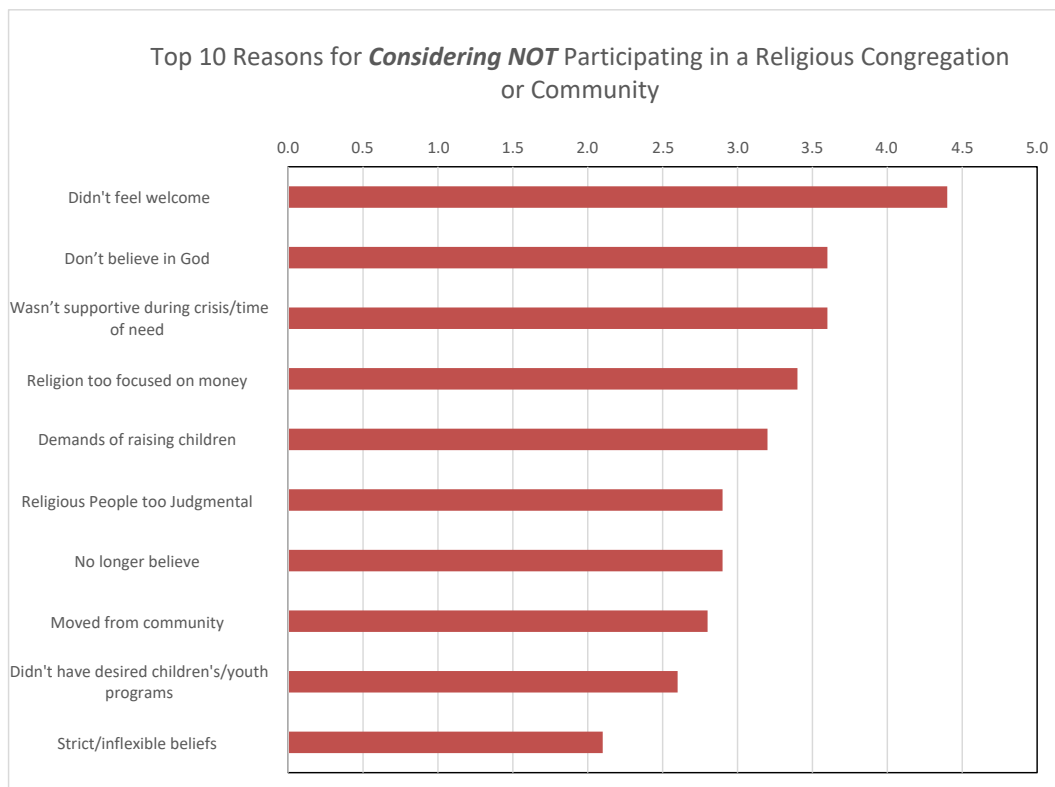
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

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



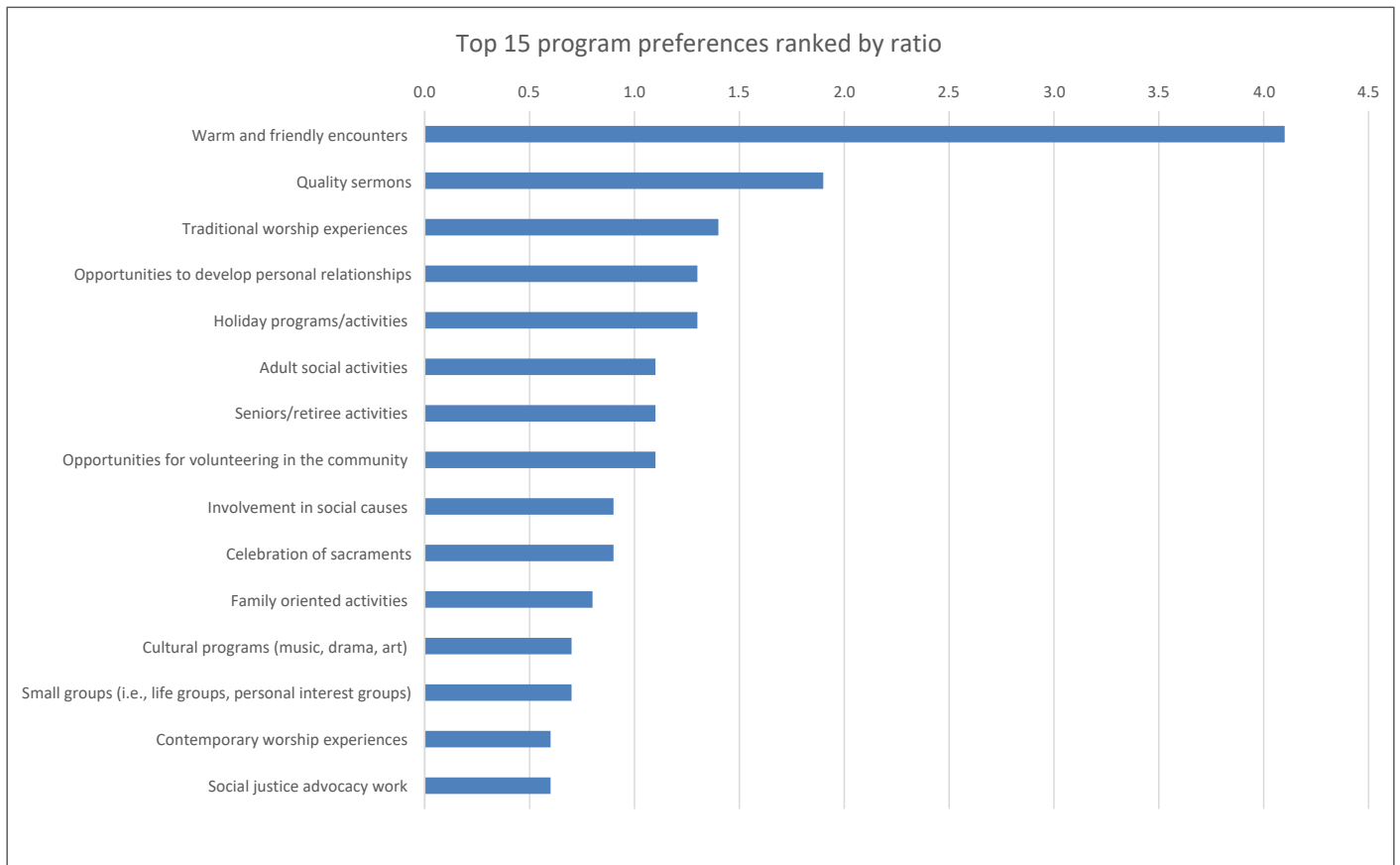
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

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



Program or Ministry Preferences

Priority List	Top 15 ministry or program recommendations based on 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



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

Priority List

Media preferences by category

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

Study Area Detail	Social media preferences				
	Never	Less than once a month	2-3 times a month	Weekly	Daily
Facebook	30.0%	5.8%	5.2%	13.3%	45.7%
Flickr	95.0%	2.7%	0.9%	0.6%	0.8%
Instagram	65.7%	6.8%	5.2%	7.7%	14.6%
LinkedIn	62.6%	16.0%	9.2%	8.2%	4.0%
Marco-polo	97.1%	1.2%	0.3%	0.8%	0.5%
Meetup	94.9%	2.8%	0.5%	1.2%	0.6%
Pinterest	66.0%	12.9%	8.2%	8.1%	4.8%
Reddit	86.2%	5.0%	2.6%	3.7%	2.5%
Snapchat	84.6%	3.3%	2.6%	4.2%	5.2%
Tik Tok	89.6%	2.7%	2.0%	2.6%	3.2%
Tumblr	94.0%	2.5%	1.5%	1.4%	0.7%
Twitter	72.5%	5.7%	4.5%	6.7%	10.6%
WeChat	95.9%	1.3%	1.2%	0.6%	0.9%
WhatsApp	80.8%	6.7%	3.6%	3.9%	5.1%
YouTube	29.0%	19.6%	14.4%	19.1%	18.0%



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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