

THE
AMERICAN BELIEFS
STUDY
RELIGIOUS PREFERENCES & PRACTICES

The MinistryInsite Report 2021

Prepared for: Diocese of St. Cloud
Study area: Harvest of Hope ACC

Date of Report: 12/21/22
American Beliefs Study Version: 2021

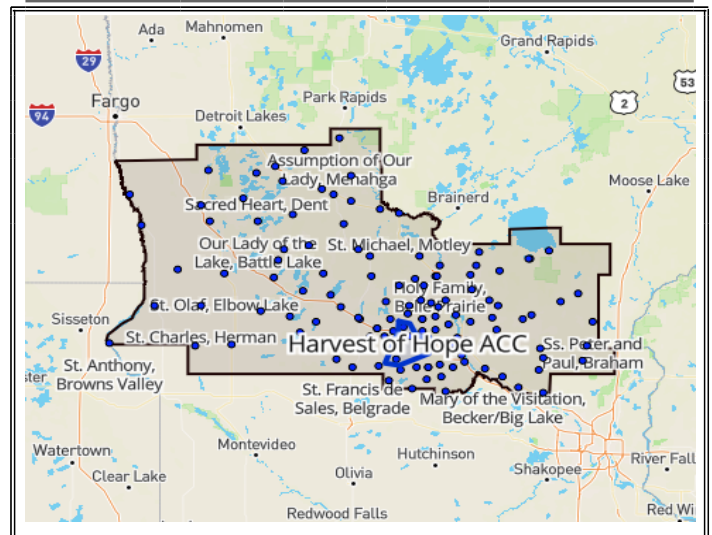
About the American Beliefs Study Reports

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: Diocese of St. Cloud
Study Area: Harvest of Hope ACC
American Beliefs Study Region: Midwest

Date of Report: 12/21/2022
American Beliefs Study Version: 2021

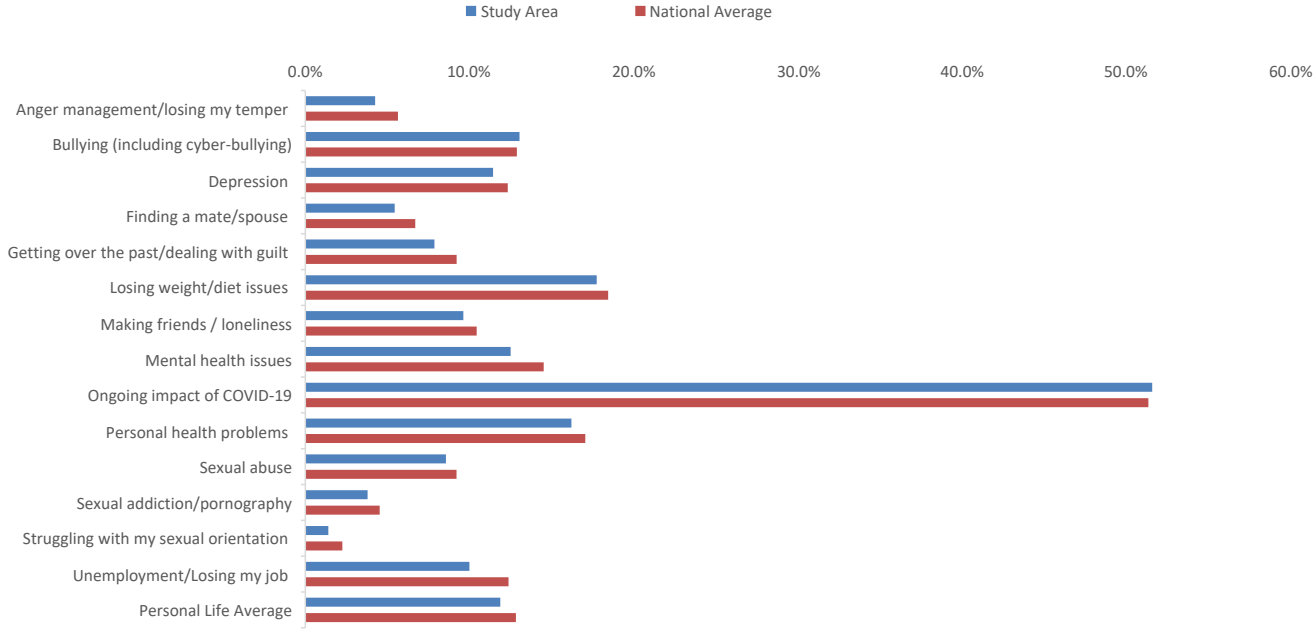
Life Concerns

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.

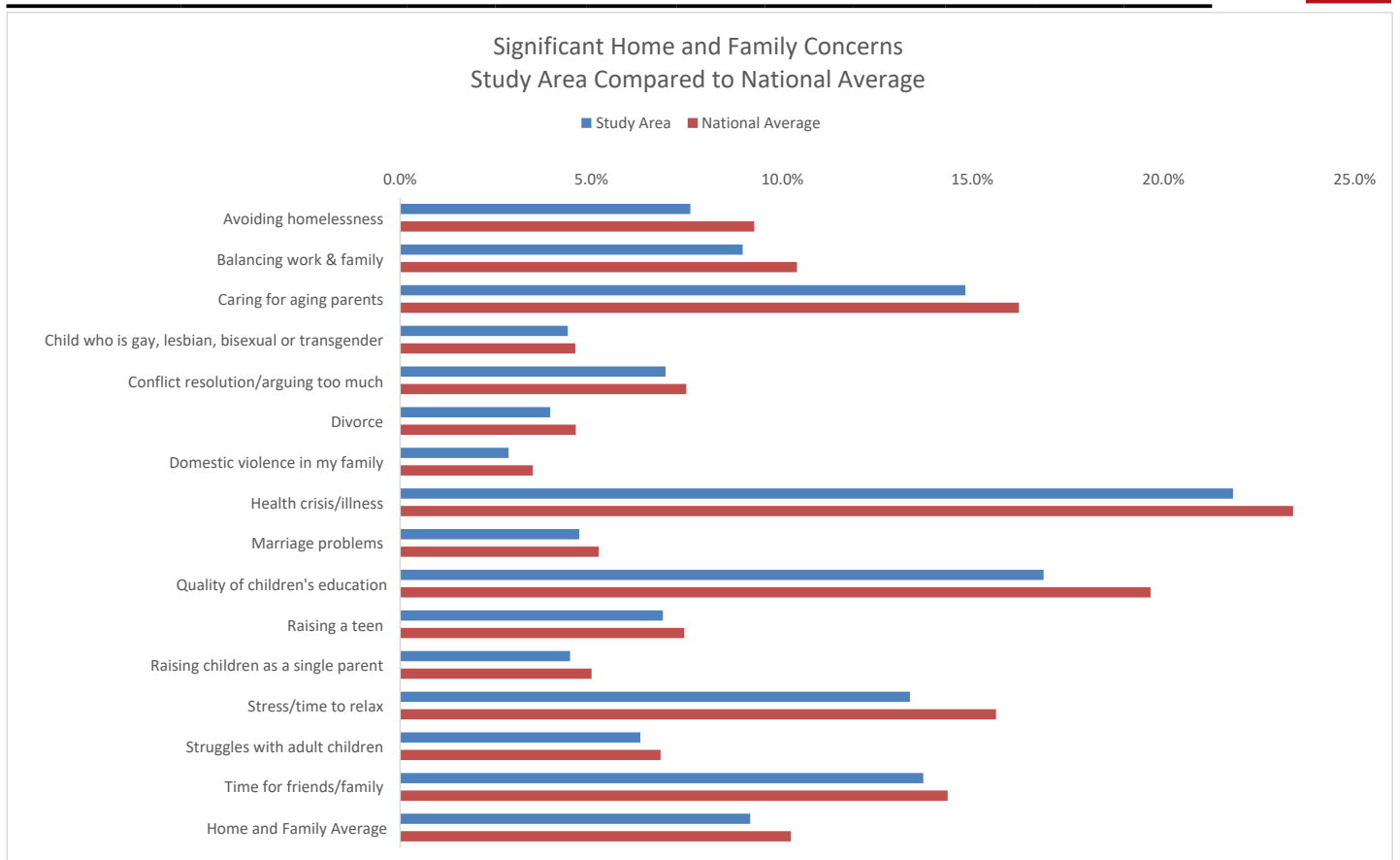
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

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	13.2%	4.7%	15.1%	5.5%	88	85	
Anger management/losing my temper	29.0%	4.3%	30.0%	5.6%	96	75	
Bullying (including cyber-bullying)	27.3%	13.0%	26.0%	12.9%	105	101	
Depression	36.5%	11.4%	35.8%	12.3%	102	93	
Finding a mate/spouse	11.6%	5.4%	13.6%	6.7%	85	81	
Getting over the past/dealing with guilt	38.3%	7.9%	37.4%	9.2%	103	85	
Losing weight/diet issues	47.4%	17.7%	46.4%	18.4%	102	96	
Making friends / loneliness	36.4%	9.6%	38.2%	10.4%	95	92	
Mental health issues	32.2%	12.5%	33.7%	14.5%	96	86	
Ongoing impact of COVID-19	39.4%	51.6%	38.3%	51.3%	103	100	
Personal health problems	54.6%	16.2%	54.6%	17.0%	100	95	
Sexual abuse	12.7%	8.6%	13.8%	9.2%	92	93	
Sexual addiction/pornography	9.7%	3.8%	11.2%	4.5%	87	84	
Struggling with my sexual orientation	4.2%	1.4%	5.3%	2.3%	79	62	
Unemployment/Losing my job	21.9%	10.0%	23.9%	12.4%	92	81	
Personal Life Average	27.6%	11.9%	28.2%	12.8%	98	93	

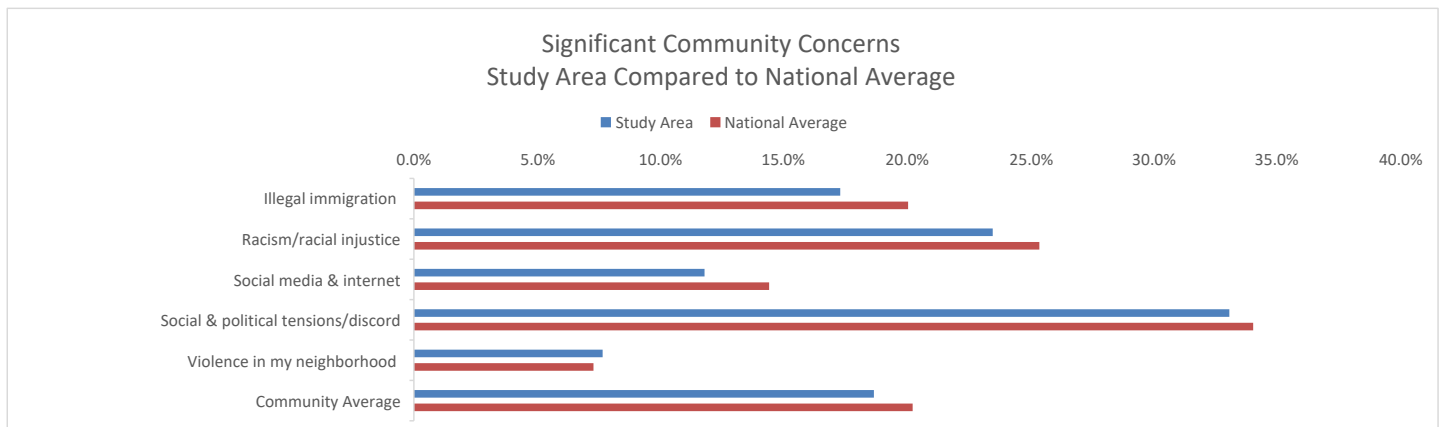
Significant Personal Health & Life Concerns
Study Area Compared to National Average



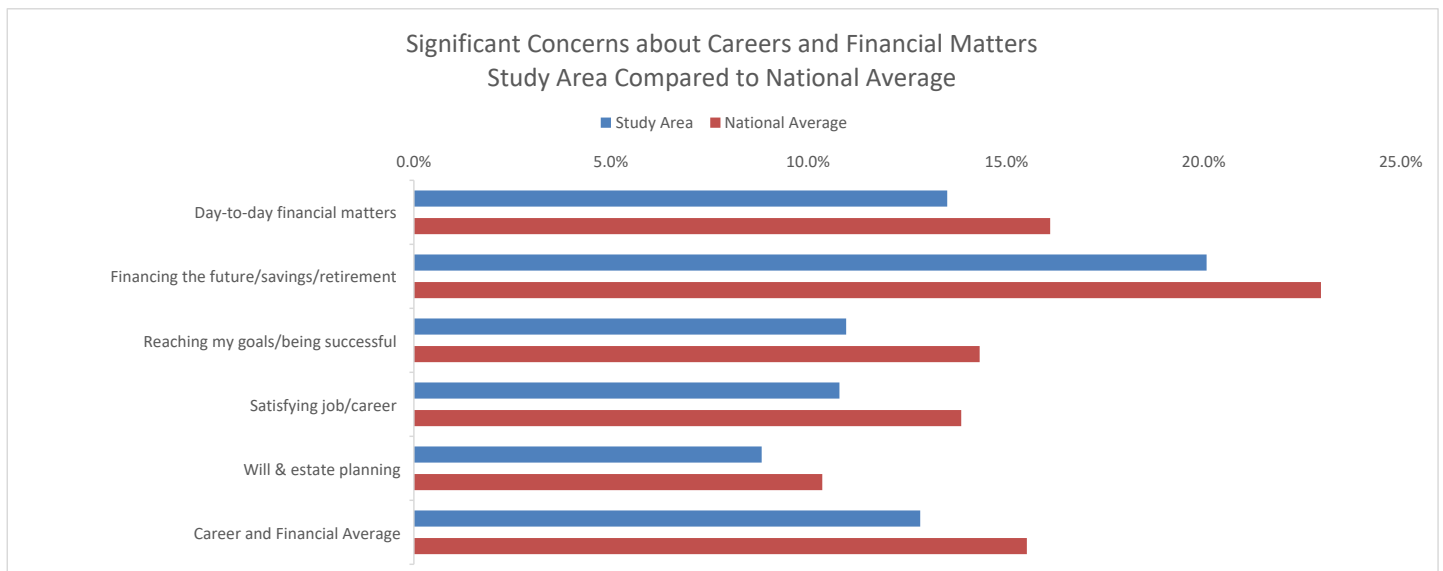
Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	18.4%	7.6%	19.1%	9.3%	96	82	
Balancing work & family	28.7%	9.0%	30.5%	10.4%	94	86	
Caring for aging parents	26.3%	14.8%	25.4%	16.2%	103	91	
Child who is gay, lesbian, bisexual or transgender	9.2%	4.4%	9.7%	4.6%	95	96	
Conflict resolution/arguing too much	30.4%	7.0%	31.2%	7.5%	97	93	
Divorce	10.5%	3.9%	11.8%	4.6%	89	85	
Domestic violence in my family	6.6%	2.8%	7.8%	3.5%	85	82	
Health crisis/illness	49.0%	21.8%	48.9%	23.4%	100	93	
Marriage problems	20.0%	4.7%	19.9%	5.2%	101	90	
Quality of children's education	24.3%	16.9%	24.0%	19.7%	101	86	
Raising a teen	12.9%	6.9%	14.1%	7.4%	92	92	
Raising children as a single parent	8.3%	4.5%	9.9%	5.0%	84	89	
Stress/time to relax	47.9%	13.4%	46.1%	15.6%	104	86	
Struggles with adult children	25.0%	6.3%	24.5%	6.8%	102	92	
Time for friends/family	47.0%	13.7%	47.6%	14.3%	99	96	
Home and Family Average	24.3%	9.2%	24.7%	10.2%	98	90	



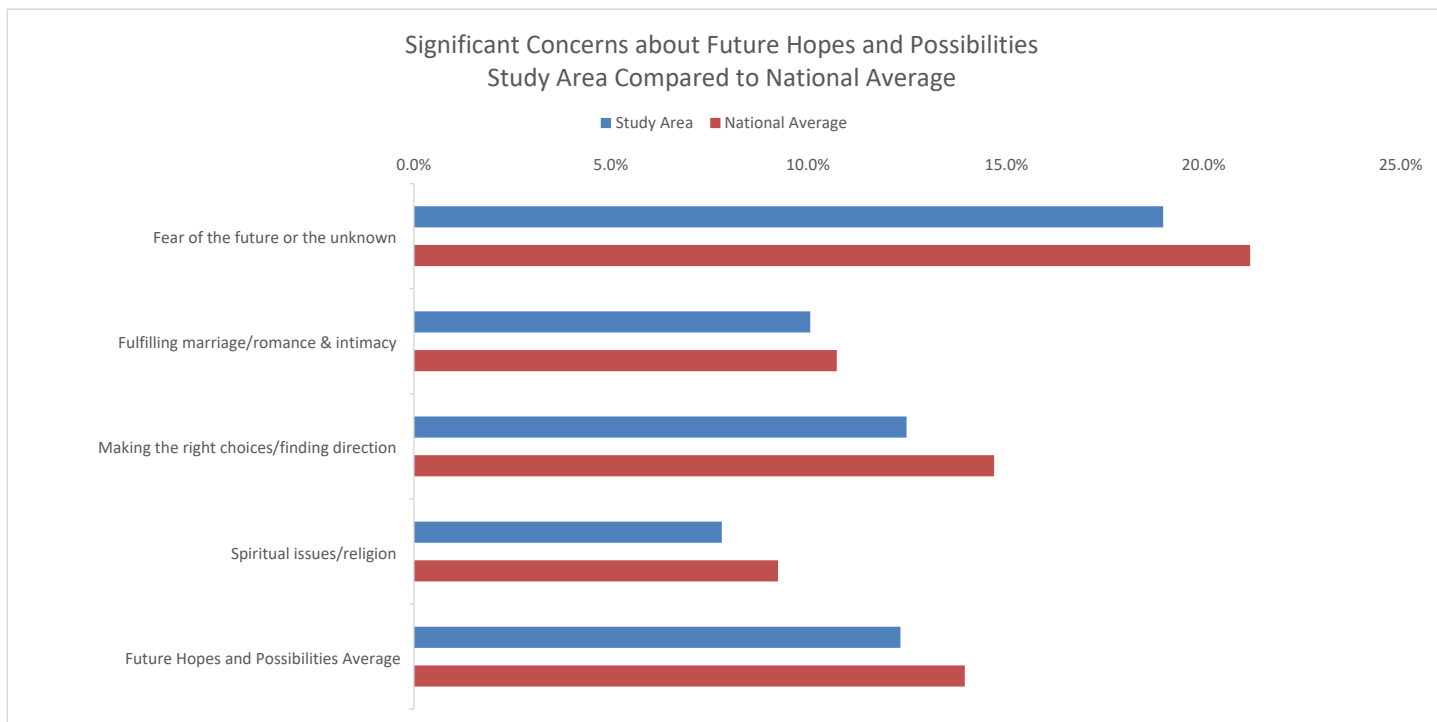
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	27.4%	17.3%	29.2%	20.0%	94	86
Racism/racial injustice	35.8%	23.5%	36.4%	25.3%	99	93
Social media & internet	38.3%	11.8%	38.4%	14.4%	100	82
Social & political tensions/discord	41.3%	33.1%	41.2%	34.0%	100	97
Violence in my neighborhood	28.4%	7.7%	30.7%	7.3%	93	105
Community Average	34.2%	18.6%	35.2%	20.2%	97	92



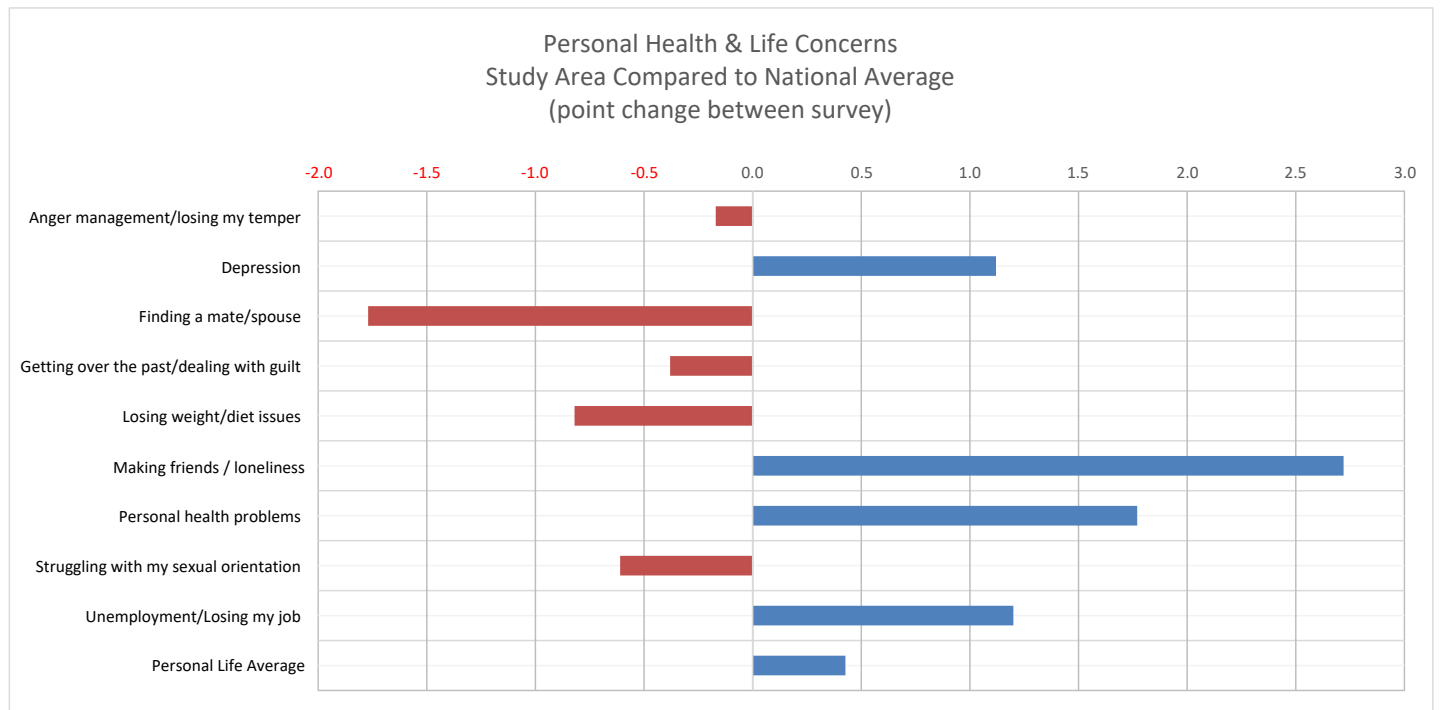
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	42.6%	13.5%	42.9%	16.1%	99	84
Financing the future/savings/retirement	47.2%	20.1%	46.8%	23.0%	101	87
Reaching my goals/being successful	39.6%	11.0%	40.3%	14.3%	98	76
Satisfying job/career	28.3%	10.8%	29.1%	13.9%	97	78
Will & estate planning	40.0%	8.8%	40.6%	10.3%	98	85
Career and Financial Average	39.5%	12.8%	39.9%	15.5%	99	83



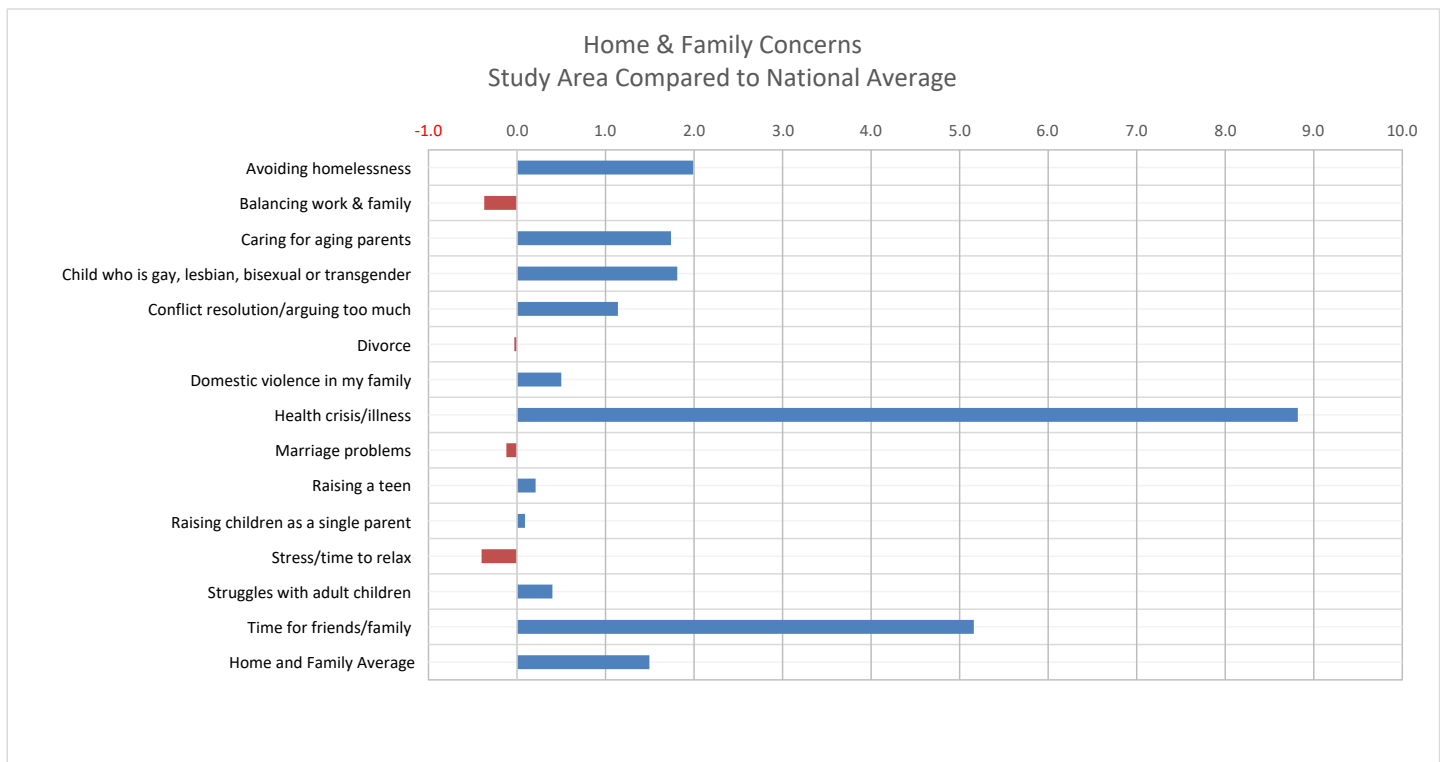
Concerns about Future Hopes and Possibilities							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Fear of the future or the unknown	52.1%	19.0%	50.5%	21.2%	103	90	
Fulfilling marriage/romance & intimacy	30.8%	10.0%	31.3%	10.7%	98	94	
Making the right choices/finding direction	45.6%	12.5%	45.2%	14.7%	101	85	
Spiritual issues/religion	30.0%	7.8%	27.6%	9.2%	109	85	
Future Hopes and Possibilities Average	39.6%	12.3%	38.7%	14.0%	102	88	



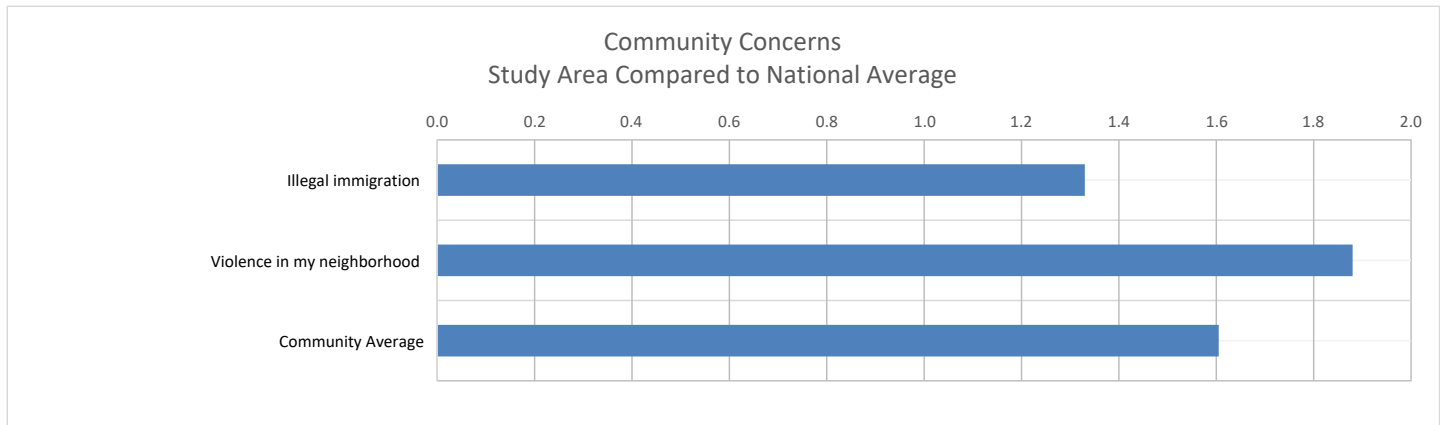
Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.5%	4.7%	1.2
Anger management/losing my temper	4.4%	4.3%	-0.2
Depression	10.3%	11.4%	1.1
Finding a mate/spouse	7.2%	5.4%	-1.8
Getting over the past/dealing with guilt	8.2%	7.9%	-0.4
Losing weight/diet issues	18.6%	17.7%	-0.8
Making friends / loneliness	6.9%	9.6%	2.7
Personal health problems	14.4%	16.2%	1.8
Struggling with my sexual orientation	2.0%	1.4%	-0.6
Unemployment/Losing my job	8.8%	10.0%	1.2
Personal Life Average	8.4%	8.9%	0.4



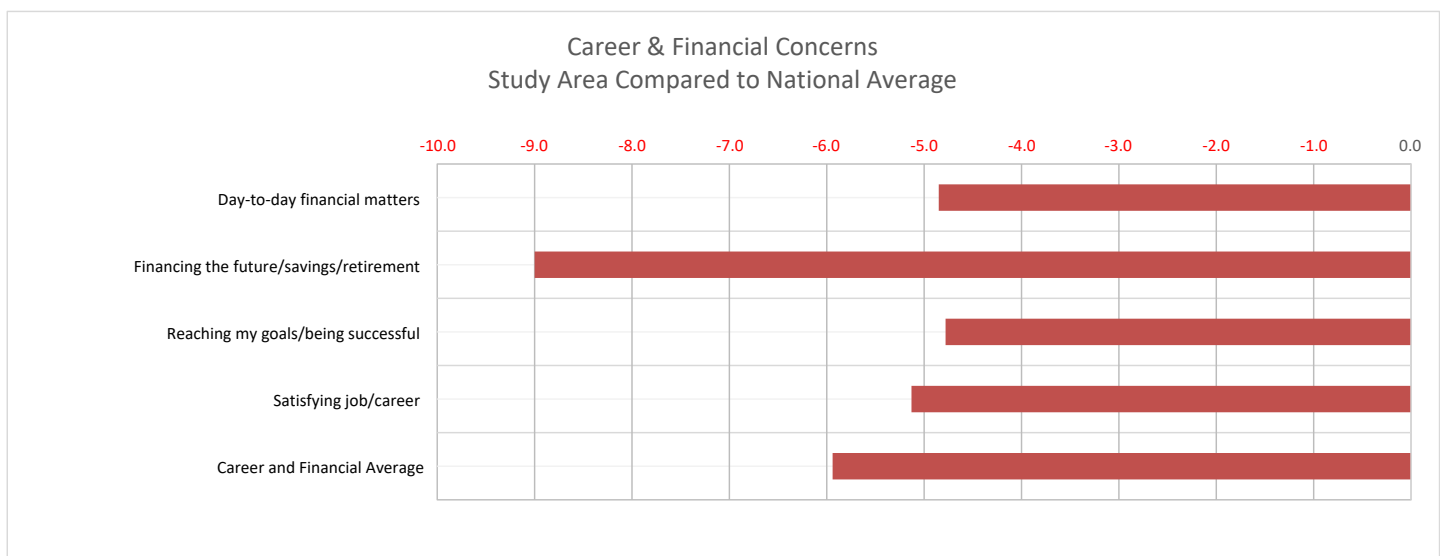
Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	5.6%	7.6%	2.0
Balancing work & family	9.3%	9.0%	-0.4
Caring for aging parents	13.1%	14.8%	1.7
Child who is gay, lesbian, bisexual or transgender	2.6%	4.4%	1.8
Conflict resolution/arguing too much	5.8%	7.0%	1.1
Divorce	4.0%	3.9%	-0.0
Domestic violence in my family	2.3%	2.8%	0.5
Health crisis/illness	13.0%	21.8%	8.8
Marriage problems	4.8%	4.7%	-0.1
Raising a teen	6.7%	6.9%	0.2
Raising children as a single parent	4.4%	4.5%	0.1
Stress/time to relax	13.8%	13.4%	-0.4
Struggles with adult children	5.9%	6.3%	0.4
Time for friends/family	8.5%	13.7%	5.2
Home and Family Average	7.1%	8.6%	1.5



Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	16.0%	17.3%	1.3
Violence in my neighborhood	5.8%	7.7%	1.9
Community Average	10.9%	12.5%	1.6



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	18.4%	13.5%	-4.9
Financing the future/savings/retirement	29.1%	20.1%	-9.0
Reaching my goals/being successful	15.7%	11.0%	-4.8
Satisfying job/career	15.9%	10.8%	-5.1
Career and Financial Average	19.8%	13.8%	-5.9

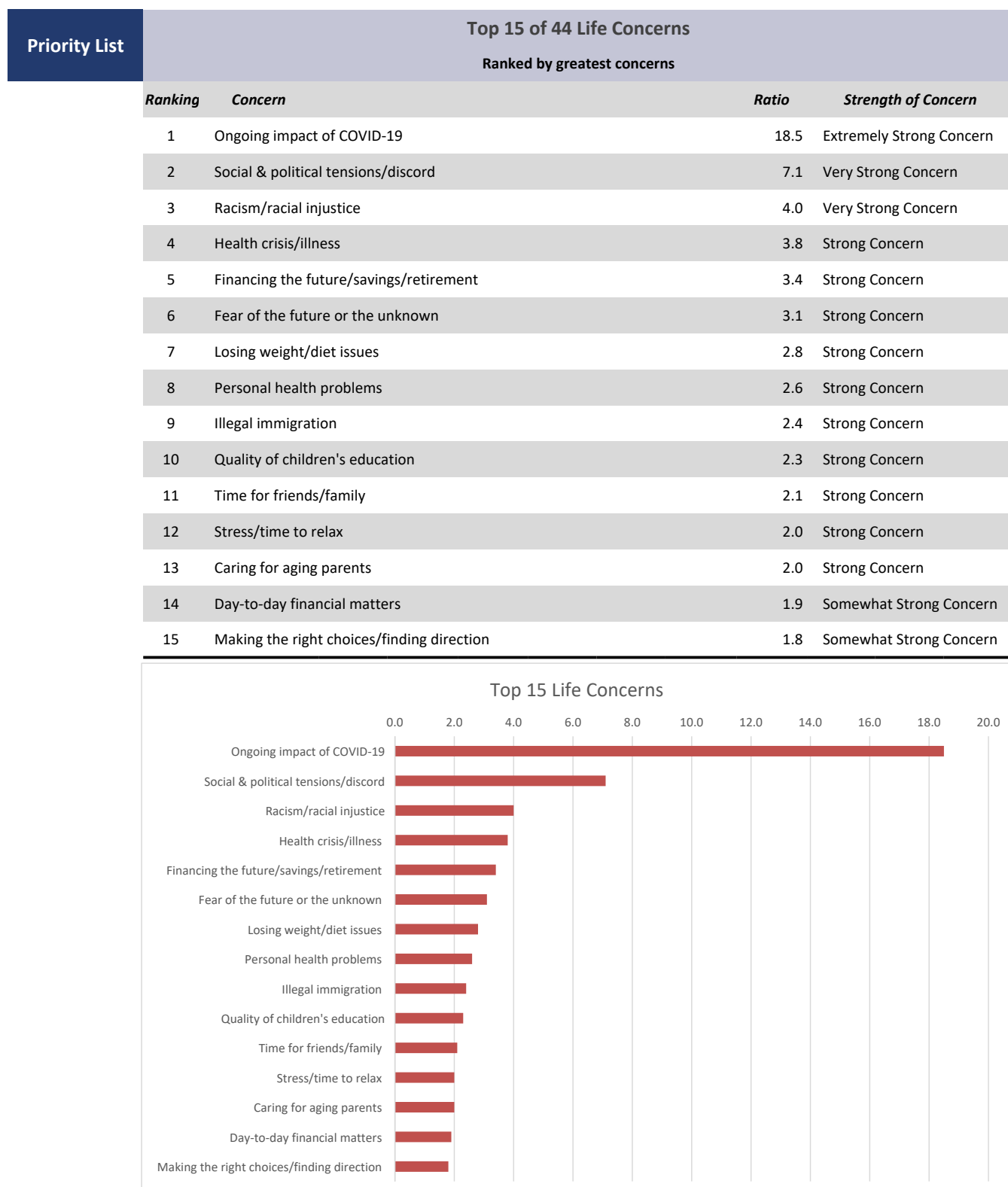


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	16.3%	19.0%	2.7
Fulfilling marriage/romance & intimacy	11.3%	10.0%	-1.3
Making the right choices/finding direction	12.8%	12.5%	-0.3
Spiritual issues/religion	6.6%	7.8%	1.2
Future Hopes and Possibilities Average	11.8%	12.3%	0.6



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.

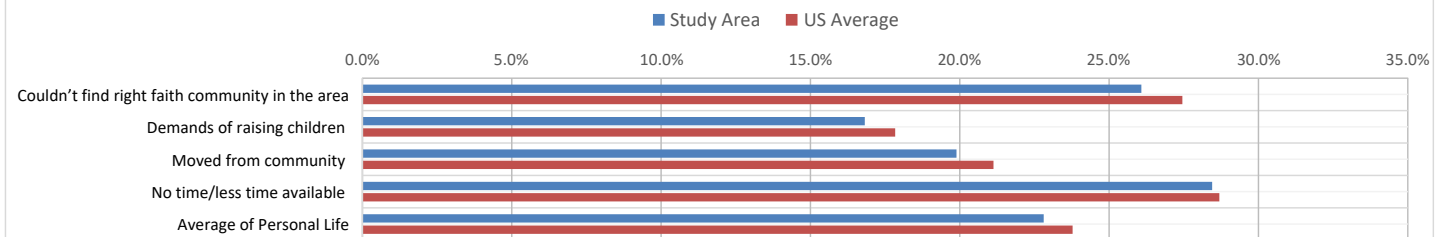
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

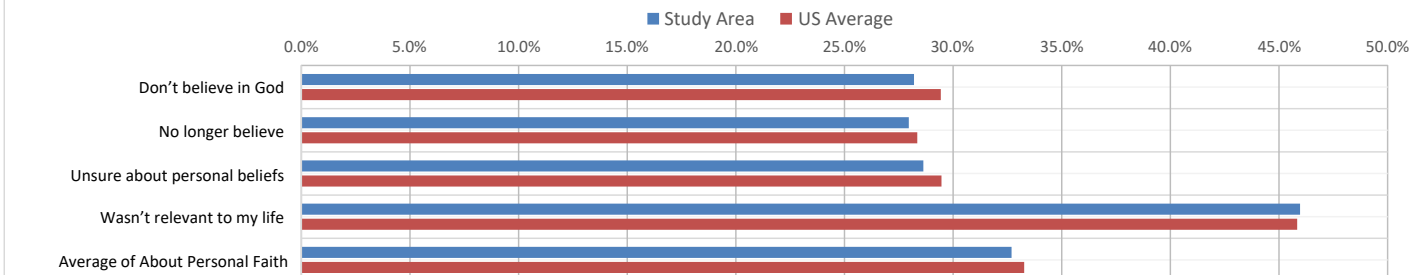
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	26.1%	27.5%	95
Demands of raising children	16.8%	17.8%	94
Moved from community	19.9%	21.1%	94
No time/less time available	28.5%	28.7%	99
Average of Personal Life	22.8%	23.8%	96

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



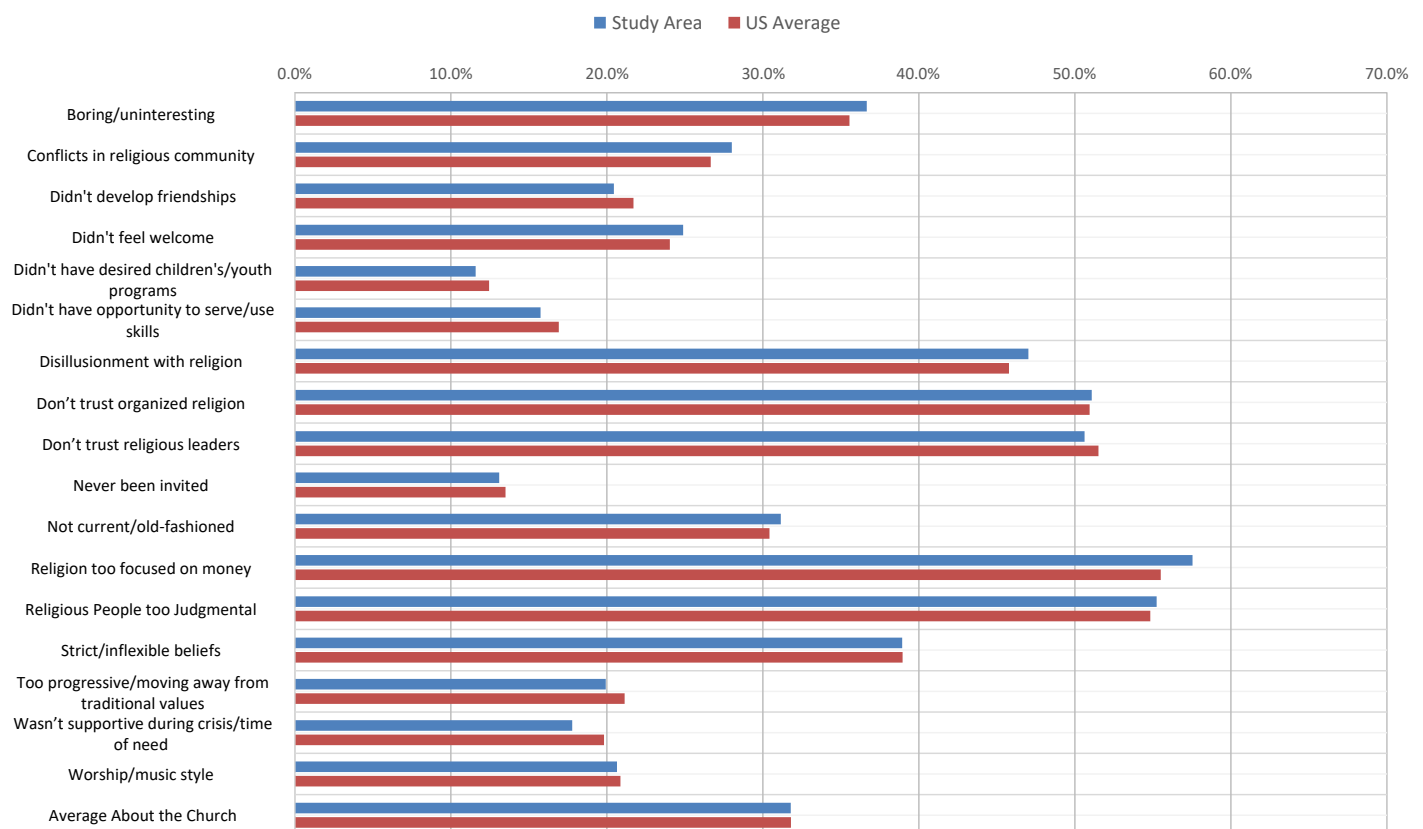
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	28.2%	29.4%	96
No longer believe	28.0%	28.4%	99
Unsure about personal beliefs	28.6%	29.5%	97
Wasn't relevant to my life	46.0%	45.8%	100
Average of About Personal Faith	32.7%	33.3%	98

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	36.7%	35.6%	103
Conflicts in religious community	28.0%	26.7%	105
Didn't develop friendships	20.5%	21.7%	94
Didn't feel welcome	24.9%	24.0%	104
Didn't have desired children's/youth programs	11.6%	12.5%	93
Didn't have opportunity to serve/use skills	15.8%	16.9%	93
Disillusionment with religion	47.0%	45.8%	103
Don't trust organized religion	51.1%	50.9%	100
Don't trust religious leaders	50.6%	51.5%	98
Never been invited	13.1%	13.5%	97
Not current/old-fashioned	31.2%	30.4%	102
Religion too focused on money	57.5%	55.5%	104
Religious People too Judgmental	55.2%	54.8%	101
Strict/inflexible beliefs	38.9%	39.0%	100
Too progressive/moving away from traditional values	19.9%	21.1%	94
Wasn't supportive during crisis/time of need	17.8%	19.8%	90
Worship/music style	20.7%	20.9%	99
Average About the Church	31.8%	31.8%	100

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

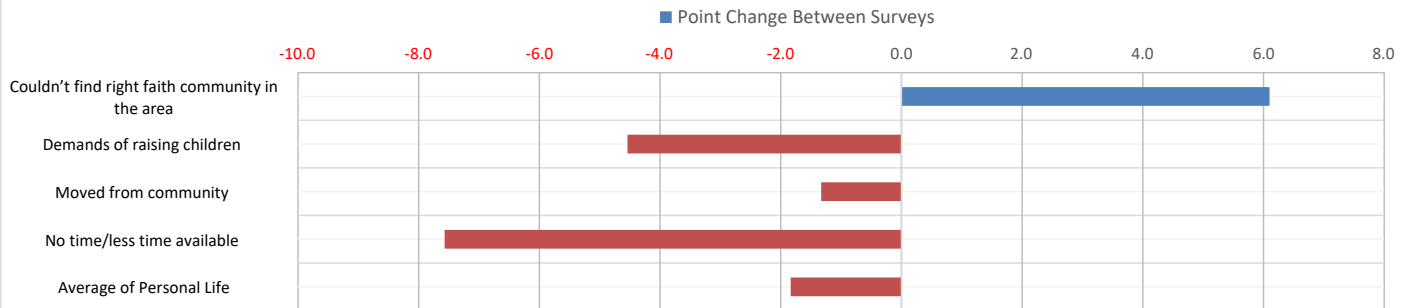


From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

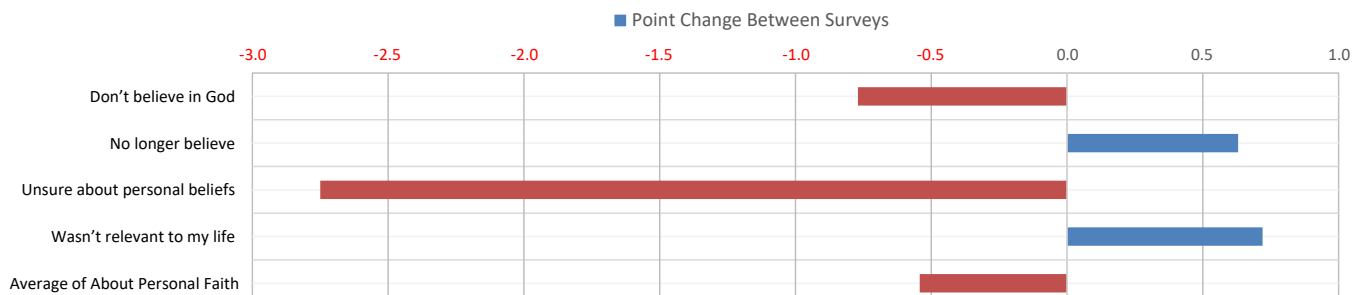
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	20.0%	26.1%	6.1
Demands of raising children	21.4%	16.8%	-4.5
Moved from community	21.2%	19.9%	-1.3
No time/less time available	36.0%	28.5%	-7.6
Average of Personal Life	24.6%	22.8%	-1.8

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

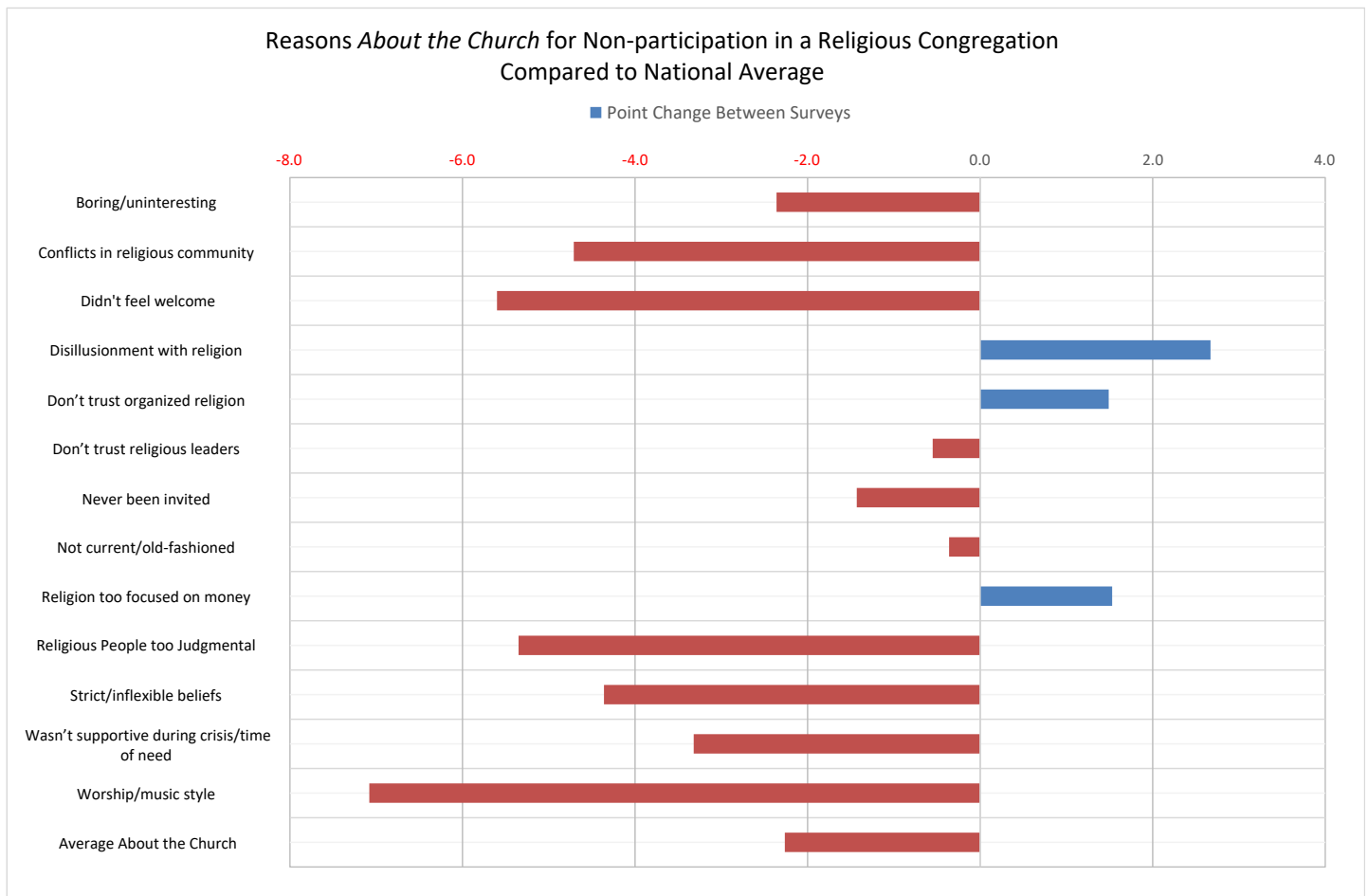


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	29.0%	28.2%	-0.8
No longer believe	27.3%	28.0%	0.6
Unsure about personal beliefs	31.4%	28.6%	-2.8
Wasn't relevant to my life	45.3%	46.0%	0.7
Average of About Personal Faith	33.2%	32.7%	-0.5

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



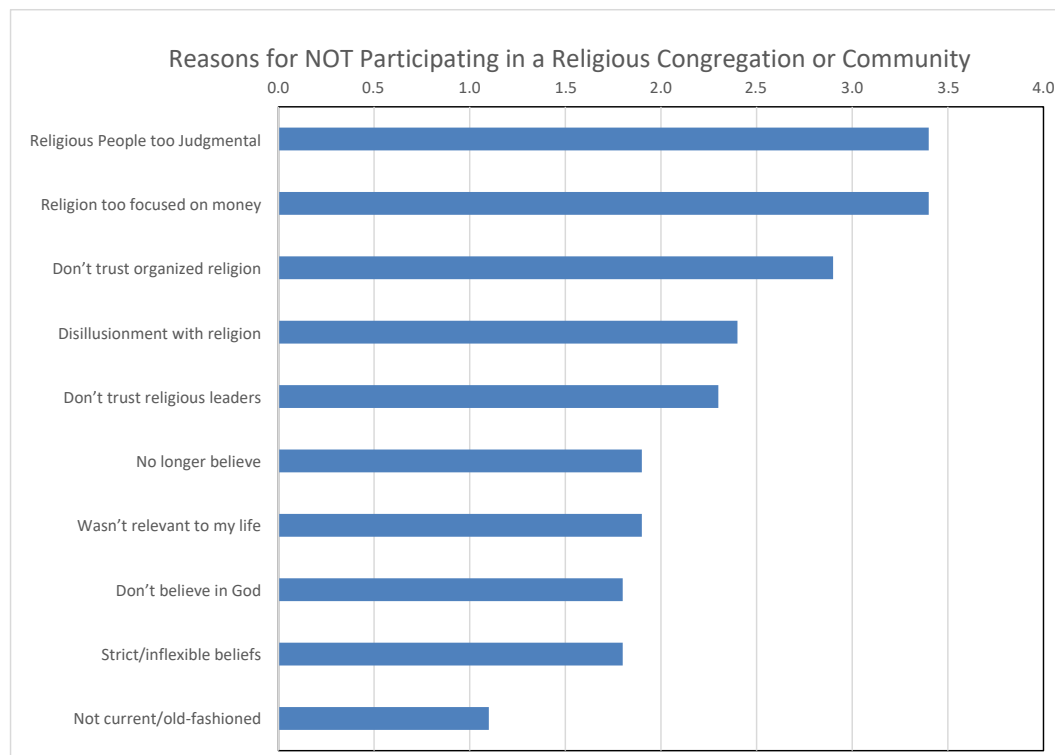
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	39.0%	36.7%	-2.4
Conflicts in religious community	32.7%	28.0%	-4.7
Didn't feel welcome	30.5%	24.9%	-5.6
Disillusionment with religion	44.4%	47.0%	2.7
Don't trust organized religion	49.6%	51.1%	1.5
Don't trust religious leaders	51.2%	50.6%	-0.6
Never been invited	14.5%	13.1%	-1.4
Not current/old-fashioned	31.5%	31.2%	-0.4
Religion too focused on money	56.0%	57.5%	1.5
Religious People too Judgmental	60.6%	55.2%	-5.4
Strict/inflexible beliefs	43.3%	38.9%	-4.4
Wasn't supportive during crisis/time of need	21.1%	17.8%	-3.3
Worship/music style	27.7%	20.7%	-7.1
Average About the Church	38.6%	36.4%	-2.3



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	3.4	Strong Reason
2	Religion too focused on money	3.4	Strong Reason
3	Don't trust organized religion	2.9	Strong Reason
4	Disillusionment with religion	2.4	Strong Reason
5	Don't trust religious leaders	2.3	Strong Reason
6	No longer believe	1.9	Somewhat Strong Reason
7	Wasn't relevant to my life	1.9	Somewhat Strong Reason
8	Don't believe in God	1.8	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.8	Somewhat Strong Reason
10	Not current/old-fashioned	1.1	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

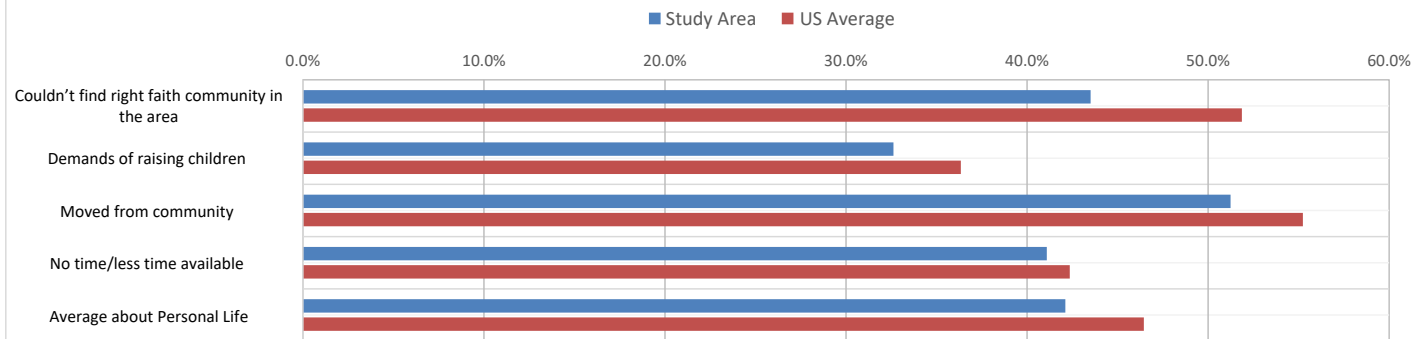
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

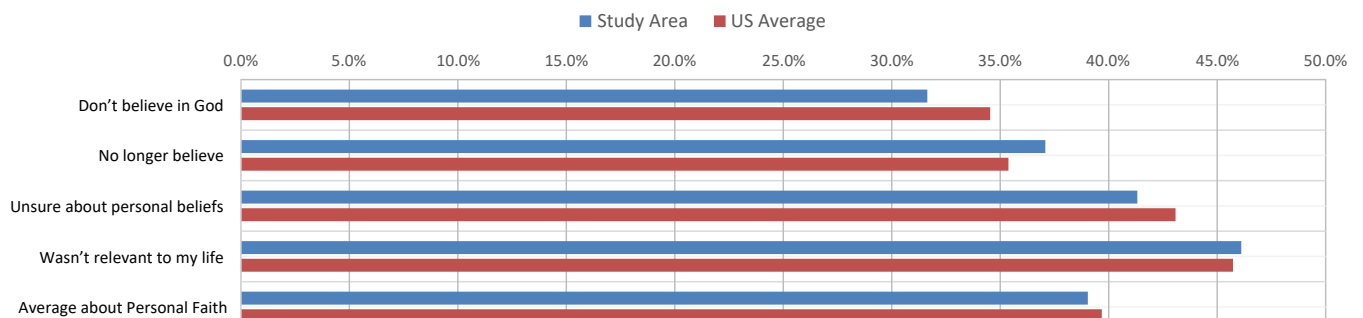
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	43.5%	51.9%	84
Demands of raising children	32.6%	36.3%	90
Moved from community	51.2%	55.2%	93
No time/less time available	41.1%	42.4%	97
Average about Personal Life	42.1%	46.5%	91

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

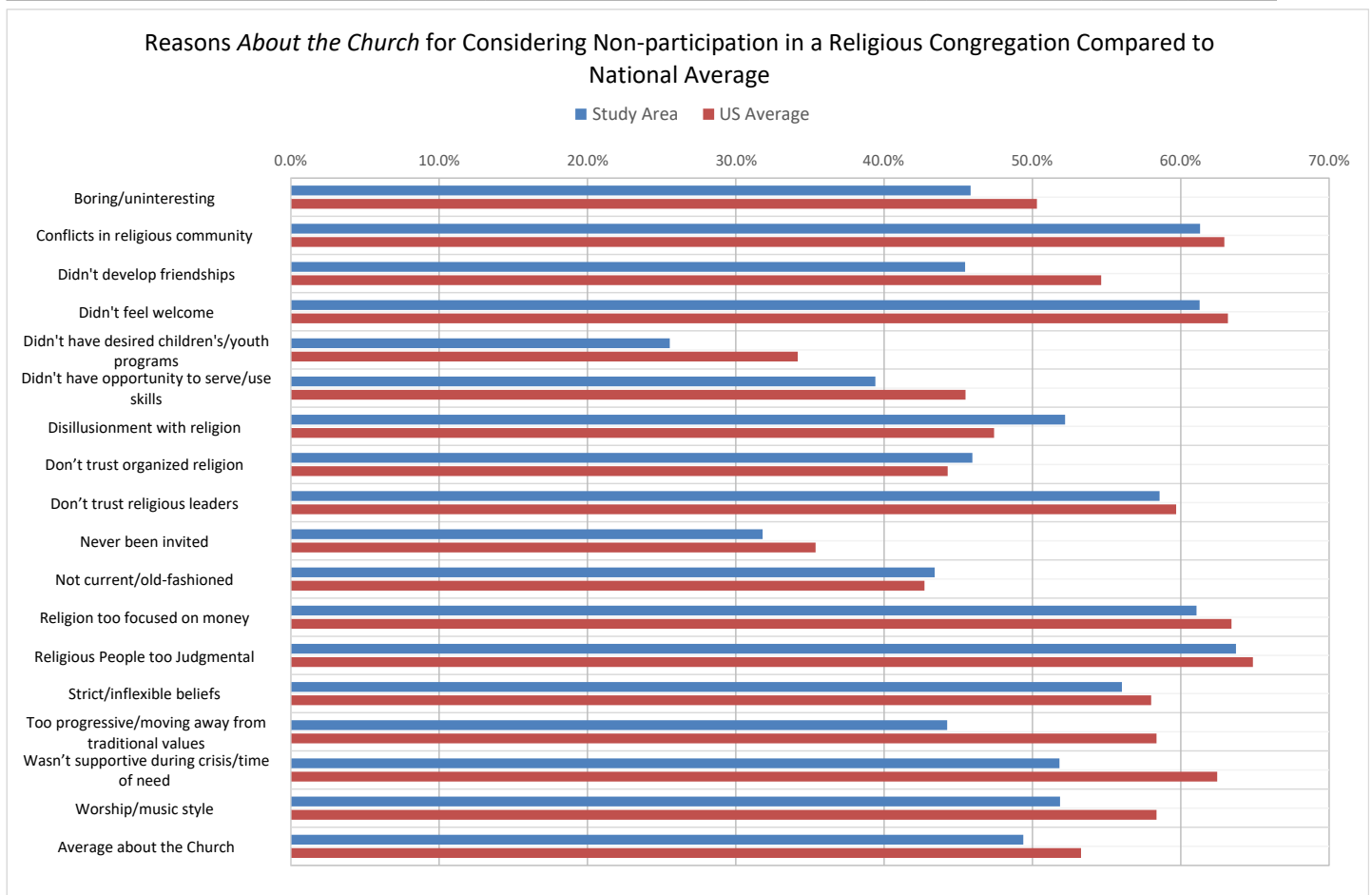


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	31.6%	34.5%	92
No longer believe	37.1%	35.4%	105
Unsure about personal beliefs	41.3%	43.1%	96
Wasn't relevant to my life	46.1%	45.7%	101
Average about Personal Faith	39.0%	39.7%	98

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	45.8%	50.3%	91
Conflicts in religious community	61.3%	62.9%	97
Didn't develop friendships	45.5%	54.6%	83
Didn't feel welcome	61.3%	63.2%	97
Didn't have desired children's/youth programs	25.6%	34.2%	75
Didn't have opportunity to serve/use skills	39.4%	45.5%	87
Disillusionment with religion	52.2%	47.4%	110
Don't trust organized religion	46.0%	44.3%	104
Don't trust religious leaders	58.6%	59.7%	98
Never been invited	31.8%	35.4%	90
Not current/old-fashioned	43.4%	42.7%	102
Religion too focused on money	61.1%	63.4%	96
Religious People too Judgmental	63.7%	64.9%	98
Strict/inflexible beliefs	56.0%	58.0%	97
Too progressive/moving away from traditional values	44.3%	58.4%	76
Wasn't supportive during crisis/time of need	51.8%	62.5%	83
Worship/music style	51.9%	58.4%	89
Average about the Church	49.4%	53.3%	93

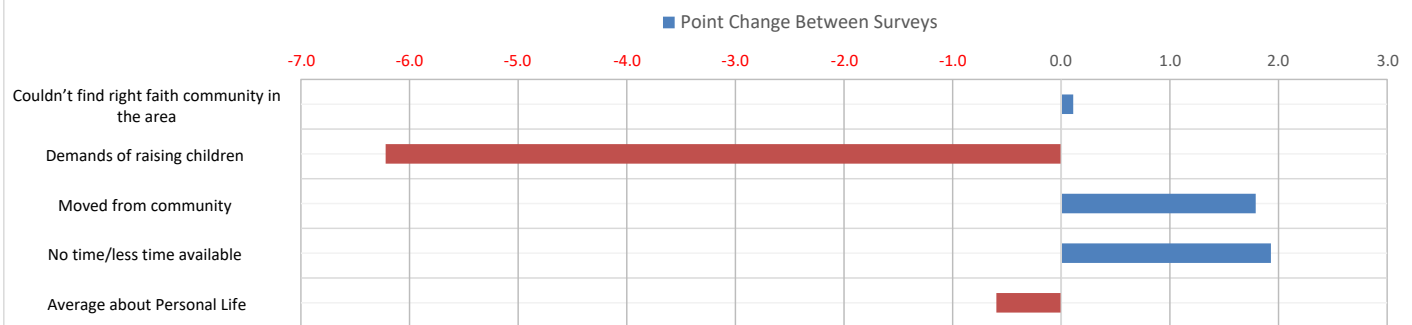


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

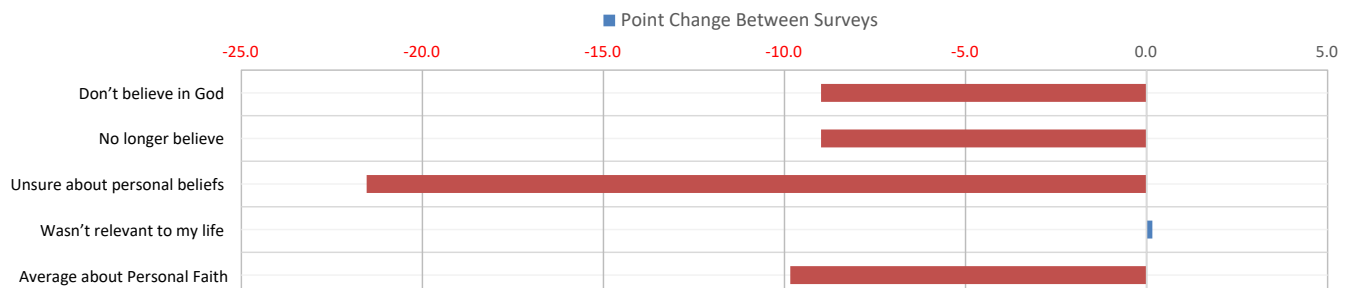
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	43.4%	43.5%	0.1
Demands of raising children	38.8%	32.6%	-6.2
Moved from community	49.5%	51.2%	1.8
No time/less time available	39.2%	41.1%	1.9
Average about Personal Life	42.7%	42.1%	-0.6

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

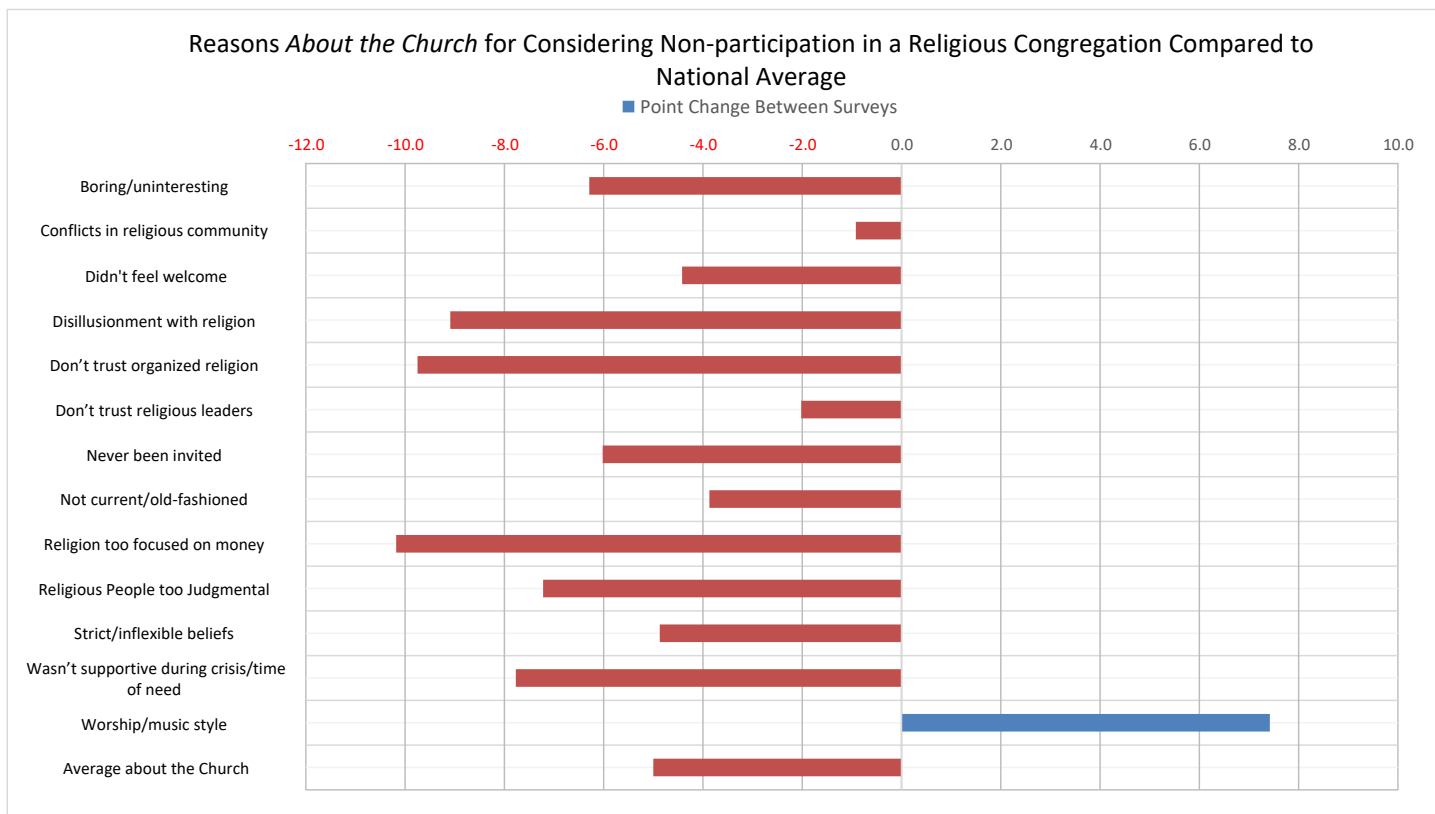


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	40.6%	31.6%	-9.0
No longer believe	46.1%	37.1%	-9.0
Unsure about personal beliefs	62.9%	41.3%	-21.5
Wasn't relevant to my life	46.0%	46.1%	0.2
Average about Personal Faith	48.9%	39.0%	-9.8

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



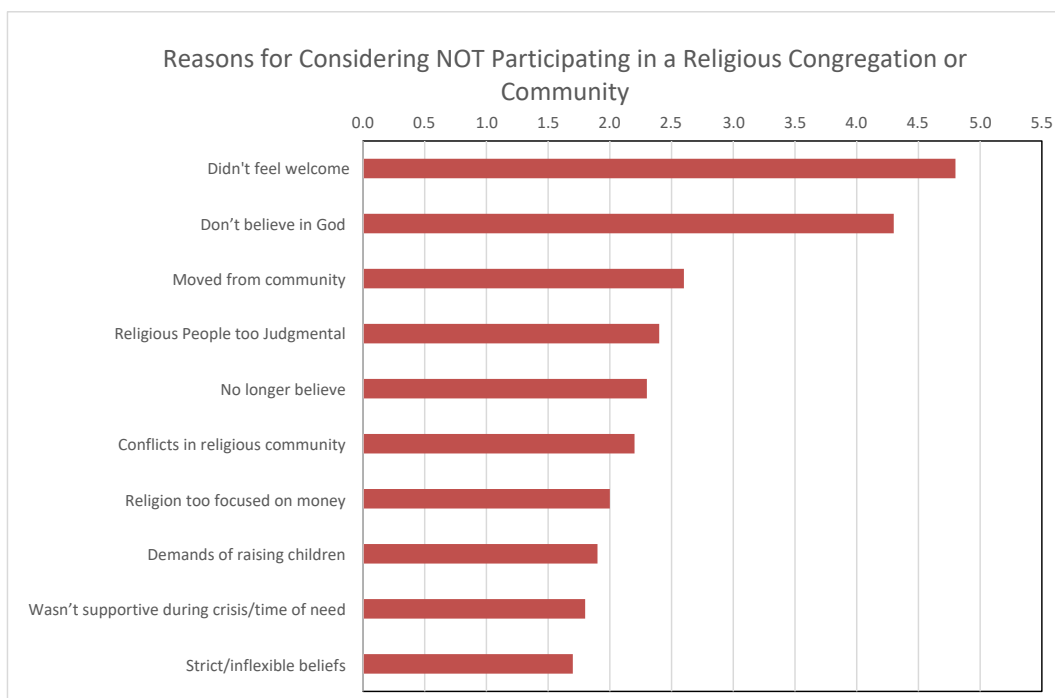
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	52.1%	45.8%	-6.3
Conflicts in religious community	62.2%	61.3%	-0.9
Didn't feel welcome	65.7%	61.3%	-4.4
Disillusionment with religion	61.3%	52.2%	-9.1
Don't trust organized religion	55.7%	46.0%	-9.8
Don't trust religious leaders	60.6%	58.6%	-2.0
Never been invited	37.8%	31.8%	-6.0
Not current/old-fashioned	47.3%	43.4%	-3.9
Religion too focused on money	71.2%	61.1%	-10.2
Religious People too Judgmental	70.9%	63.7%	-7.2
Strict/inflexible beliefs	60.9%	56.0%	-4.9
Wasn't supportive during crisis/time of need	59.6%	51.8%	-7.8
Worship/music style	44.4%	51.9%	7.4
Average about the Church	57.7%	52.7%	-5.0



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	4.8	Very Strong Reason
2	Don't believe in God	4.3	Very Strong Reason
3	Moved from community	2.6	Strong Reason
4	Religious People too Judgmental	2.4	Strong Reason
5	No longer believe	2.3	Strong Reason
6	Conflicts in religious community	2.2	Strong Reason
7	Religion too focused on money	2.0	Strong Reason
8	Demands of raising children	1.9	Somewhat Strong Reason
9	Wasn't supportive during crisis/time of need	1.8	Somewhat Strong Reason
10	Strict/inflexible beliefs	1.7	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	55.2%	32.1%	0.6	51.1%	35.3%	108	91
Health/weight loss programs	56.8%	29.3%	0.5	55.1%	32.1%	103	91
Membership and leadership training	47.7%	38.5%	0.8	45.9%	41.1%	104	94
Opportunities to develop personal relationships	24.7%	64.2%	2.6	24.5%	65.8%	101	98
Practical training seminars (money management, computer skills, etc.)	47.7%	39.4%	0.8	45.4%	42.4%	105	93
Personal Growth	46.4%	40.7%	0.9	44.4%	43.3%	105	94
Family Support and Intervention Services							
Daycare/After-School Programs	60.8%	25.4%	0.4	59.0%	26.6%	103	96
Crisis support groups	38.2%	49.8%	1.3	37.0%	50.8%	103	98
Family oriented activities	33.4%	56.6%	1.7	33.4%	56.6%	100	100
Marriage enrichment	45.0%	42.2%	0.9	45.2%	41.8%	100	101
Parenting development	54.8%	29.9%	0.5	53.2%	33.0%	103	91
Personal/family counseling	41.5%	47.1%	1.1	40.6%	47.8%	102	98
Family Support and Intervention Services	45.6%	41.8%	0.9	44.7%	42.8%	102	98
Community Involvement and Advocacy Programs							
Adult social activities	24.9%	65.2%	2.6	26.1%	64.3%	95	102
Involvement in social causes	31.0%	57.8%	1.9	30.0%	58.9%	103	98
Mission trips and global outreach	48.0%	37.9%	0.8	47.7%	38.5%	101	98
Opportunities for volunteering in the community	25.3%	64.2%	2.5	25.9%	64.1%	98	100
Social justice advocacy work	40.4%	46.2%	1.1	38.5%	48.4%	105	95
Community Involvement and Advocacy Programs	33.9%	54.3%	1.6	33.6%	54.8%	101	99

<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%	49.4%	1.3	36.4%	52.7%	106	94
Holiday programs/activities	24.3%	66.3%	2.7	25.0%	65.4%	97	101
Seniors/retiree activities	30.0%	59.6%	2.0	30.6%	58.7%	98	101
Singles or college-age groups	55.5%	30.8%	0.6	53.9%	31.9%	103	97
Size of church congregation	41.2%	48.5%	1.2	41.8%	47.6%	99	102
Small groups (i.e., life groups, personal interest groups)	33.1%	56.3%	1.7	31.8%	57.4%	104	98
Youth social activities	47.5%	39.9%	0.8	47.9%	39.7%	99	101
<i>Community Activities or Cultural Programs</i>	38.6%	50.1%	1.3	38.2%	50.5%	101	99
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	41.3%	47.3%	1.1	41.5%	47.2%	100	100
Celebration of sacraments	28.3%	59.1%	2.1	32.8%	53.5%	86	110
Contemporary worship experiences	35.9%	51.1%	1.4	35.9%	51.3%	100	100
Online or virtual worship experiences	39.8%	48.6%	1.2	40.0%	47.9%	100	101
Quality sermons	18.3%	72.1%	3.9	20.7%	69.6%	89	103
Religious education for children	43.0%	44.2%	1.0	42.8%	44.6%	100	99
Spiritual discussion groups	37.6%	50.7%	1.3	38.1%	50.1%	99	101
Traditional worship experiences	24.6%	66.0%	2.7	26.7%	63.4%	92	104
Warm and friendly encounters	11.2%	81.0%	7.3	12.3%	79.9%	90	101
<i>Religious/Spiritual Programs</i>	31.1%	57.8%	1.9	32.3%	56.4%	96	102

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..

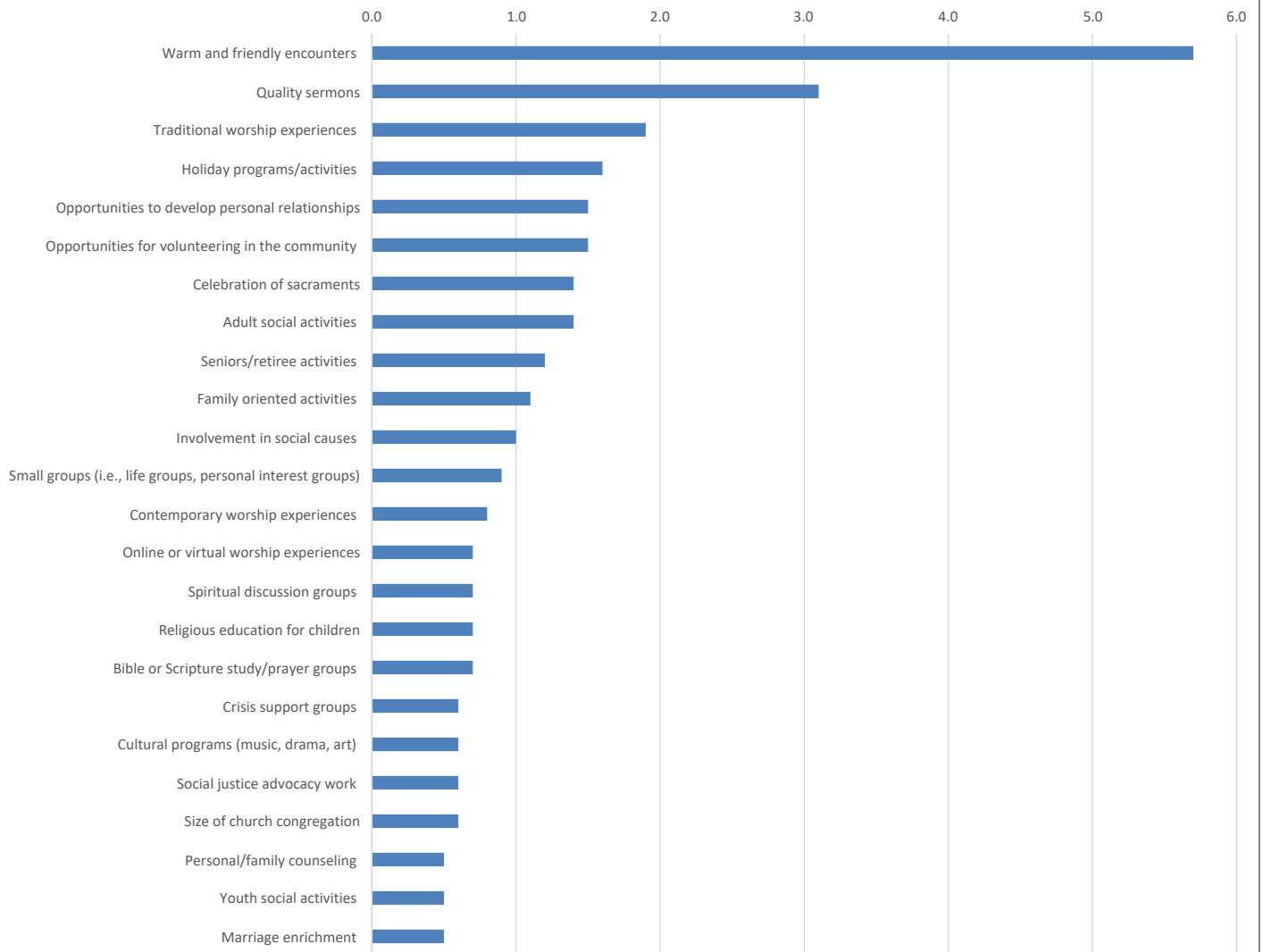
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	5.7	Very Strong Preference
	2	Quality sermons	3.1	Strong Preference
	3	Traditional worship experiences	1.9	Somewhat Strong Preference
	4	Holiday programs/activities	1.6	Somewhat Strong Preference
	5	Opportunities to develop personal relationships	1.5	Somewhat Strong Preference
	6	Opportunities for volunteering in the community	1.5	Somewhat Strong Preference
	7	Celebration of sacraments	1.4	Somewhat Strong Preference
	8	Adult social activities	1.4	Somewhat Strong Preference
	9	Seniors/retiree activities	1.2	Moderate Preference
	10	Family oriented activities	1.1	Moderate Preference
	11	Involvement in social causes	1.0	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	0.9	Moderate Preference
	13	Contemporary worship experiences	0.8	Somewhat Minimal Preference
	14	Online or virtual worship experiences	0.7	Somewhat Minimal Preference
	15	Spiritual discussion groups	0.7	Somewhat Minimal Preference
	16	Religious education for children	0.7	Somewhat Minimal Preference
	17	Bible or Scripture study/prayer groups	0.7	Somewhat Minimal Preference
	18	Crisis support groups	0.6	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.6	Somewhat Minimal Preference
	20	Social justice advocacy work	0.6	Somewhat Minimal Preference
	21	Size of church congregation	0.6	Somewhat Minimal Preference
	22	Personal/family counseling	0.5	Minimal Preference
	23	Youth social activities	0.5	Minimal Preference
	24	Marriage enrichment	0.5	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

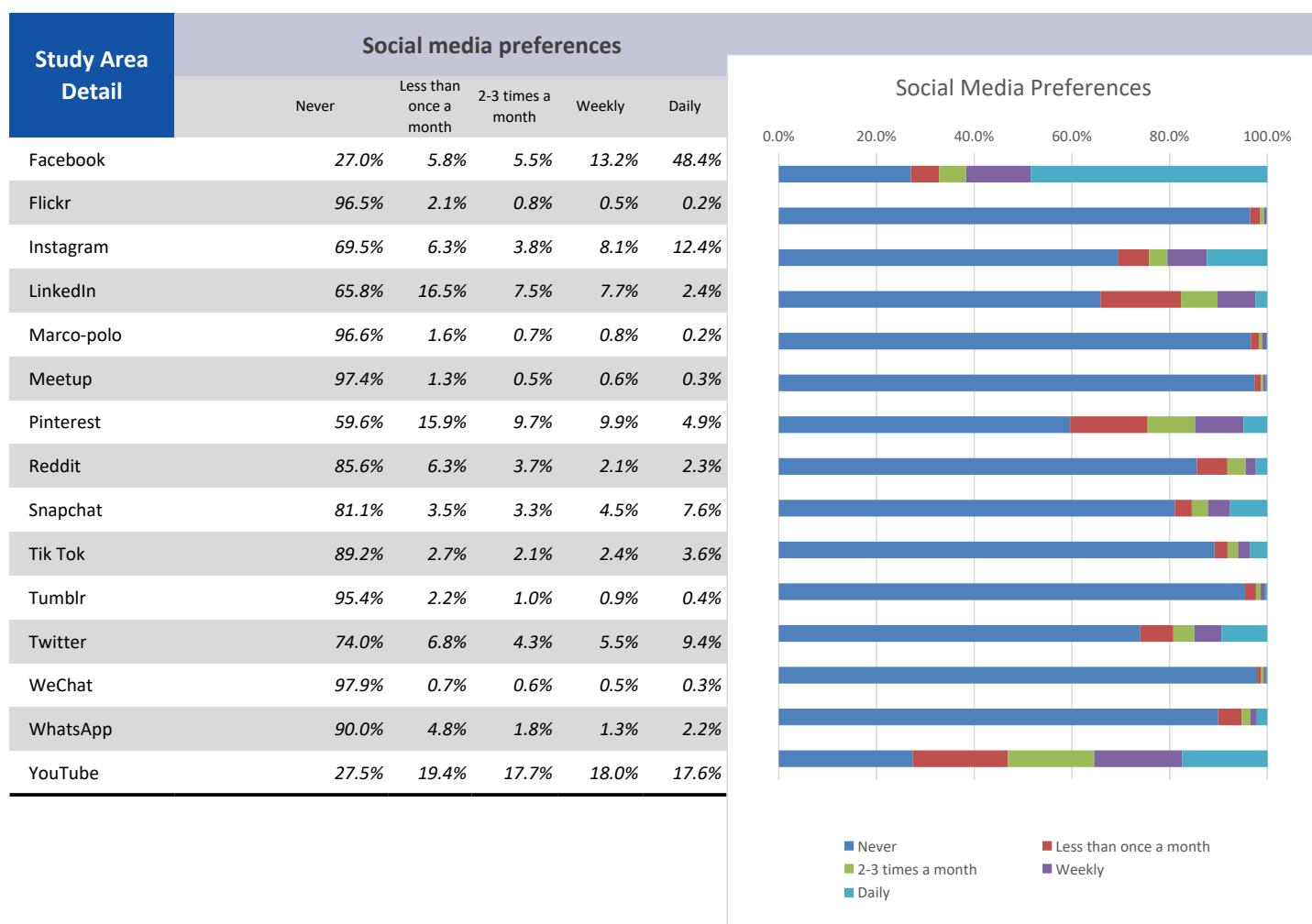
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	17.3%	82.7%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	32.7%	67.3%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	54.4%	45.6%	3	Yahoo News	
CNN Online News	3	53.0%	47.0%	1	Fox News	
Facebook	6	24.2%	75.8%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	70.8%	29.2%	6	Twitter	
Fox News	1	55.9%	44.1%	6	Facebook	
Fox News	1	30.6%	69.5%	2	Television News (Network OR Cable)	
Huffington Post	3	47.4%	52.6%	1	Fox News	
Huffington Post	3	43.4%	56.6%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	30.9%	69.1%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.0%	51.0%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	10.9%	89.1%	2	Television News (Network OR Cable)	
USA Today	4	35.7%	64.3%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	25.3%	74.7%	2	Television News (Network OR Cable)	
Yahoo News	3	43.1%	56.9%	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

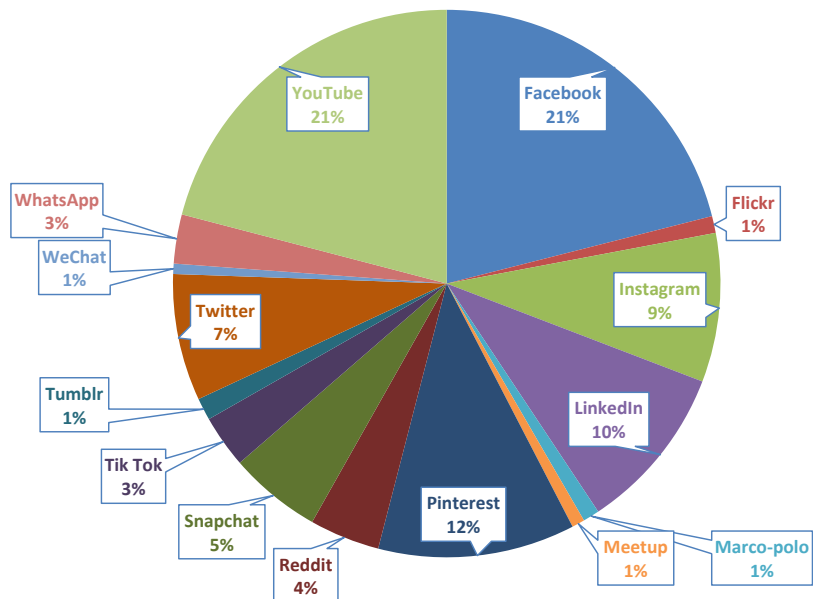


Priority List

Category of Media by Popular Use & Ranked Order

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

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.