

Prepared for: Diocese of St. Cloud  
Study area: Sherburne Area ACC

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## MinistryInsite Report 2021

Prepared for: Diocese of St. Cloud  
Study Area: Sherburne Area ACC  
American Beliefs Study Region: Midwest

Date of Report: 12/20/2022  
American Beliefs Study Version: 2021

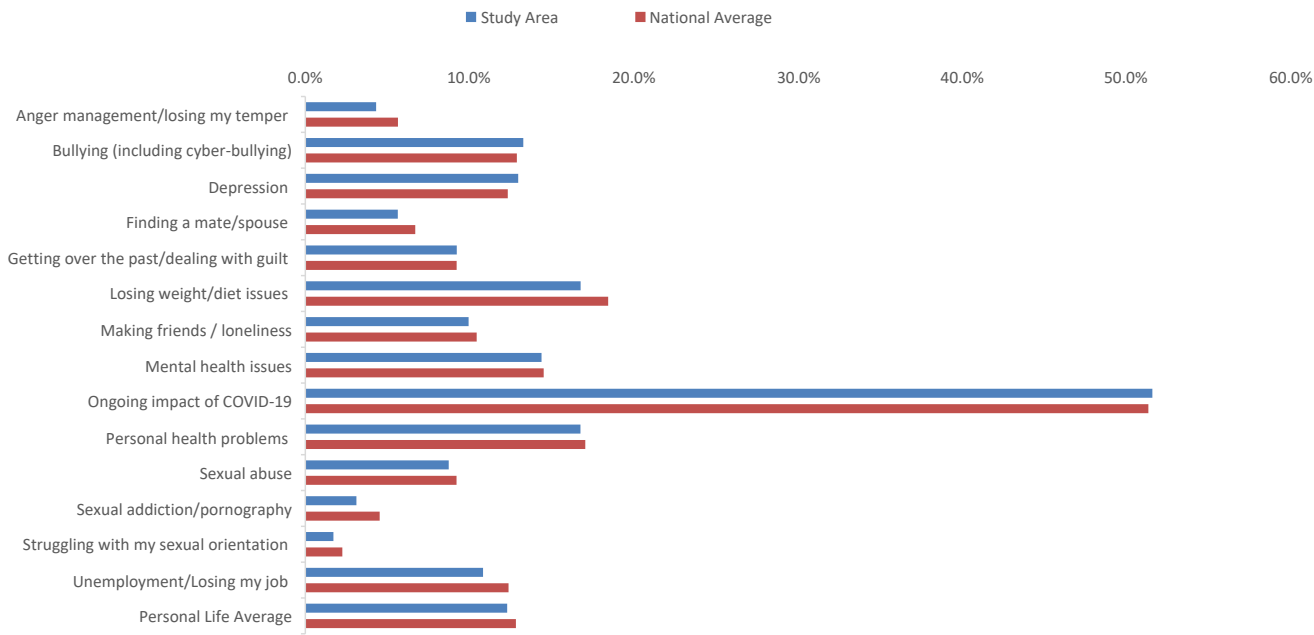
### Life Concerns

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.

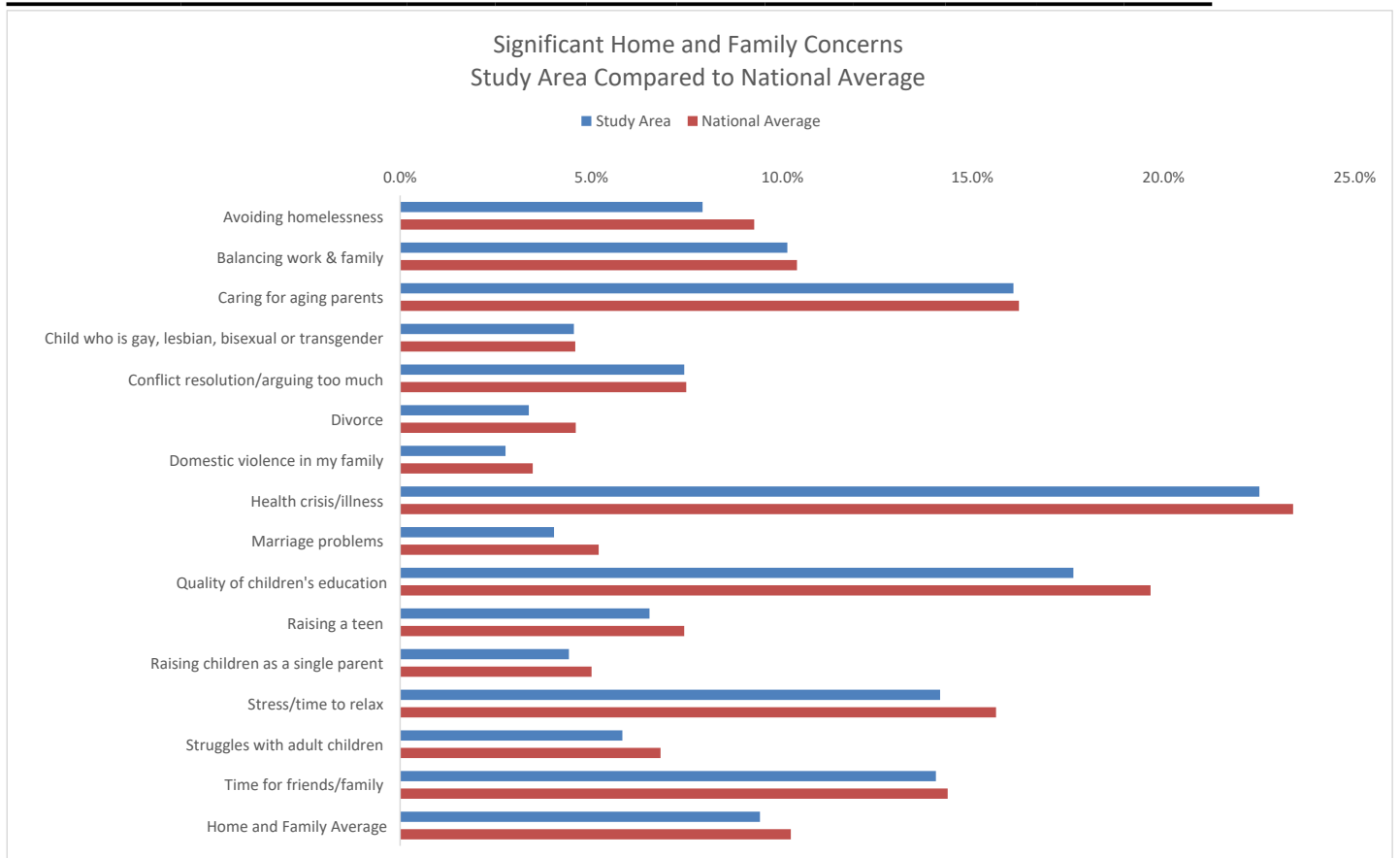
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

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	14.7%	5.2%	15.1%	5.5%	98	95	
Anger management/losing my temper	30.8%	4.3%	30.0%	5.6%	103	76	
Bullying (including cyber-bullying)	27.4%	13.3%	26.0%	12.9%	105	103	
Depression	35.9%	13.0%	35.8%	12.3%	100	105	
Finding a mate/spouse	13.3%	5.6%	13.6%	6.7%	97	84	
Getting over the past/dealing with guilt	37.8%	9.2%	37.4%	9.2%	101	100	
Losing weight/diet issues	48.5%	16.8%	46.4%	18.4%	105	91	
Making friends / loneliness	37.8%	9.9%	38.2%	10.4%	99	95	
Mental health issues	33.5%	14.4%	33.7%	14.5%	99	99	
Ongoing impact of COVID-19	39.3%	51.6%	38.3%	51.3%	103	100	
Personal health problems	54.5%	16.8%	54.6%	17.0%	100	98	
Sexual abuse	13.1%	8.7%	13.8%	9.2%	95	95	
Sexual addiction/pornography	11.6%	3.1%	11.2%	4.5%	104	69	
Struggling with my sexual orientation	4.7%	1.7%	5.3%	2.3%	89	76	
Unemployment/Losing my job	24.9%	10.8%	23.9%	12.4%	104	87	
<b>Personal Life Average</b>	<b>28.5%</b>	<b>12.3%</b>	<b>28.2%</b>	<b>12.8%</b>	<b>101</b>	<b>96</b>	

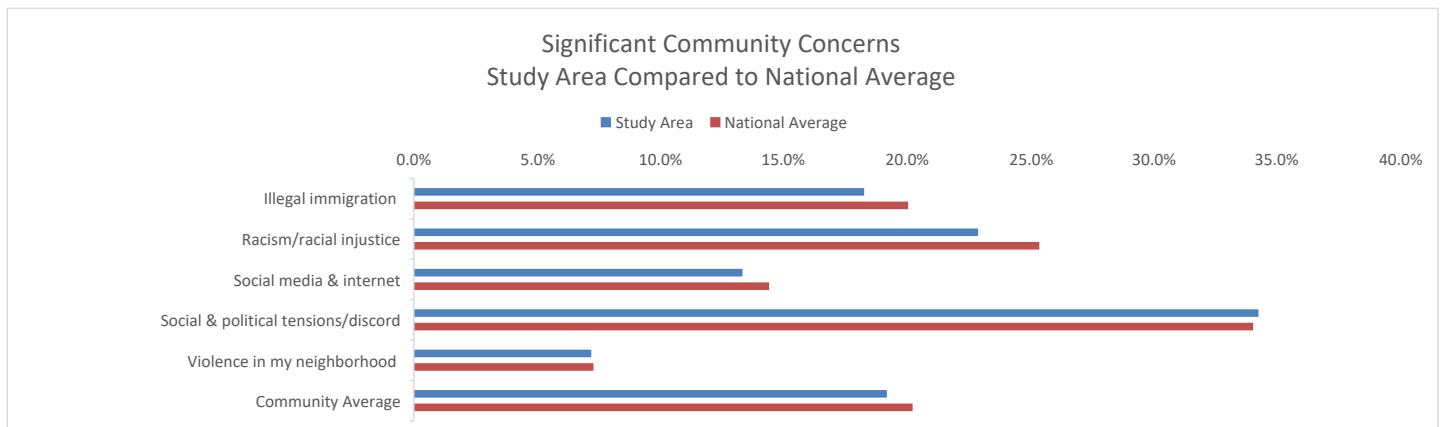
Significant Personal Health & Life Concerns  
Study Area Compared to National Average



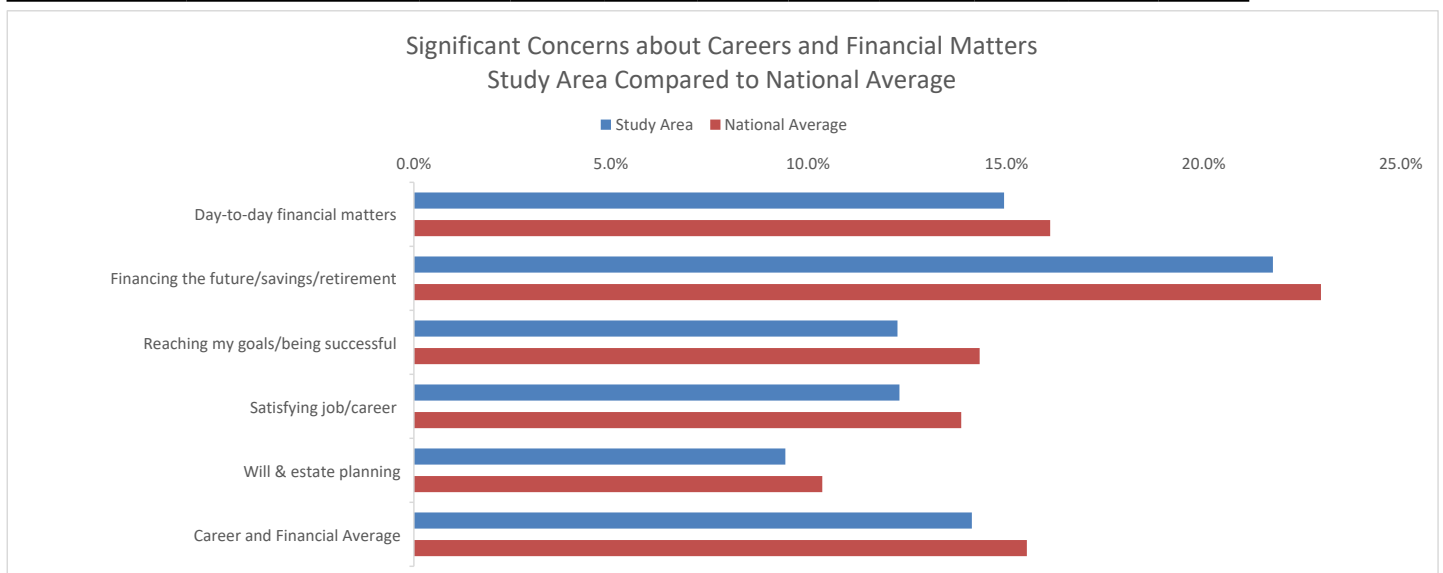
Concerns About Home and Family							
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern	
	Modest Concern	Significant Concern	Modest Concern	Significant Concern			
Avoiding homelessness	18.3%	7.9%	19.1%	9.3%	96	85	
Balancing work & family	30.7%	10.1%	30.5%	10.4%	101	98	
Caring for aging parents	26.0%	16.1%	25.4%	16.2%	102	99	
Child who is gay, lesbian, bisexual or transgender	10.0%	4.6%	9.7%	4.6%	103	99	
Conflict resolution/arguing too much	31.0%	7.4%	31.2%	7.5%	99	99	
Divorce	12.5%	3.4%	11.8%	4.6%	106	73	
Domestic violence in my family	7.5%	2.8%	7.8%	3.5%	95	79	
Health crisis/illness	48.7%	22.5%	48.9%	23.4%	100	96	
Marriage problems	21.7%	4.0%	19.9%	5.2%	109	78	
Quality of children's education	24.8%	17.6%	24.0%	19.7%	103	90	
Raising a teen	13.7%	6.5%	14.1%	7.4%	97	88	
Raising children as a single parent	9.5%	4.4%	9.9%	5.0%	96	88	
Stress/time to relax	49.7%	14.1%	46.1%	15.6%	108	91	
Struggles with adult children	26.2%	5.8%	24.5%	6.8%	107	85	
Time for friends/family	48.5%	14.0%	47.6%	14.3%	102	98	
<b>Home and Family Average</b>	<b>25.2%</b>	<b>9.4%</b>	<b>24.7%</b>	<b>10.2%</b>	<b>102</b>	<b>92</b>	



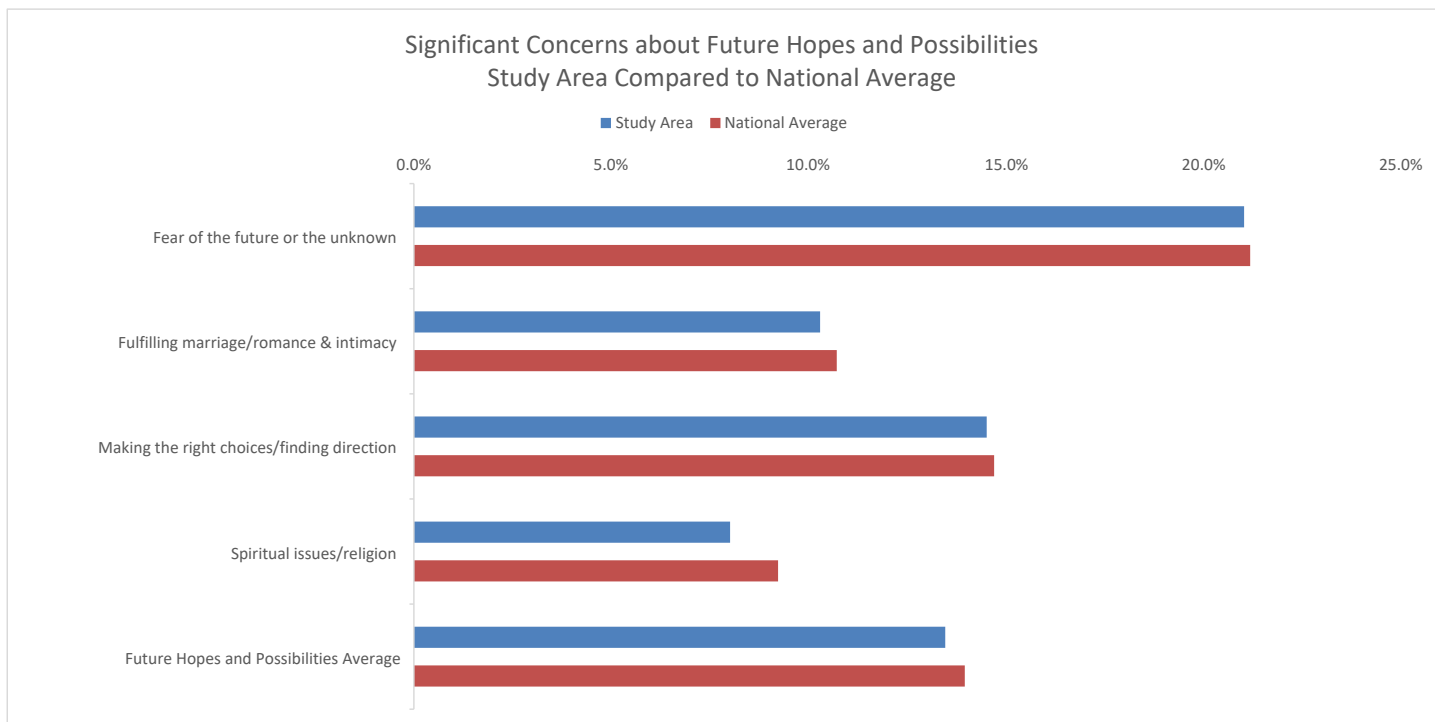
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	26.4%	18.3%	29.2%	20.0%	90	91
Racism/racial injustice	36.6%	22.9%	36.4%	25.3%	101	90
Social media & internet	39.8%	13.3%	38.4%	14.4%	104	93
Social & political tensions/discord	41.9%	34.2%	41.2%	34.0%	102	101
Violence in my neighborhood	29.7%	7.2%	30.7%	7.3%	97	99
<b>Community Average</b>	<b>34.9%</b>	<b>19.2%</b>	<b>35.2%</b>	<b>20.2%</b>	<b>99</b>	<b>95</b>



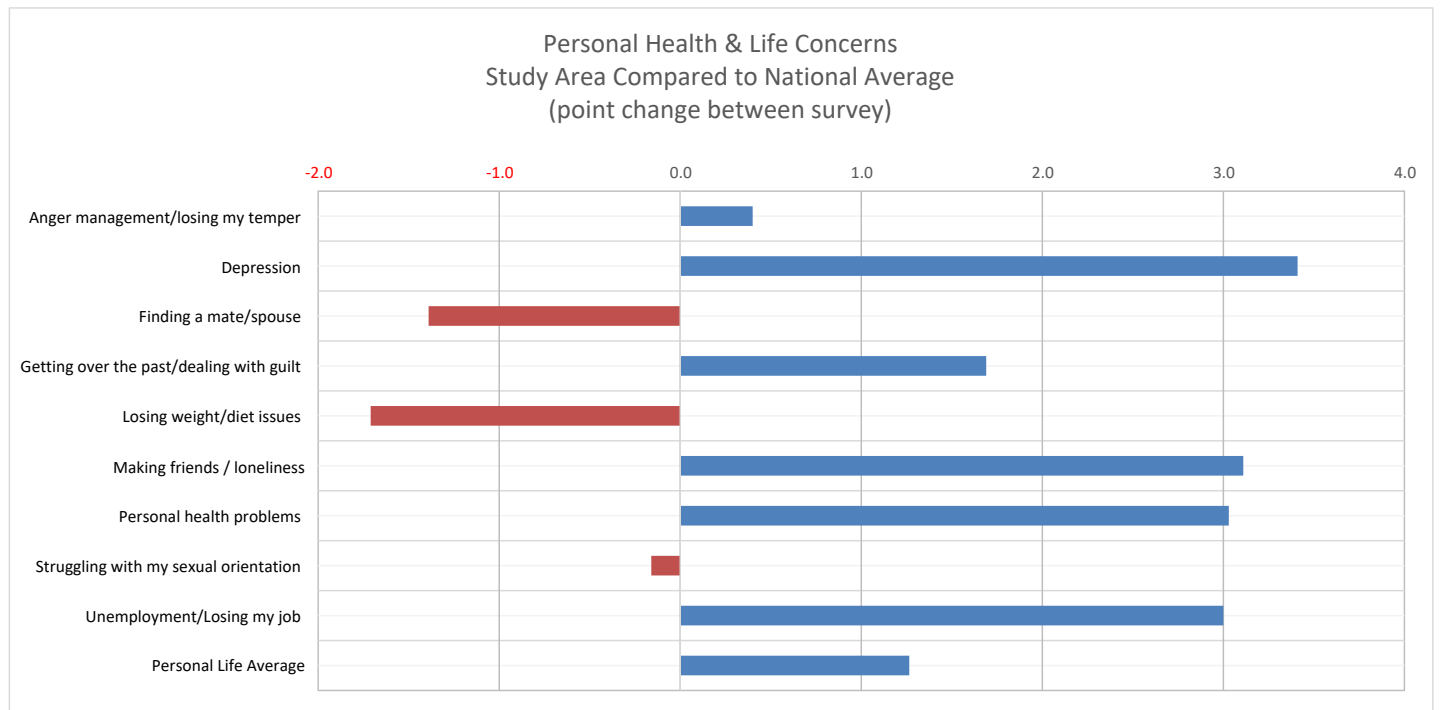
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	45.3%	15.0%	42.9%	16.1%	106	93
Financing the future/savings/retirement	48.9%	21.8%	46.8%	23.0%	105	95
Reaching my goals/being successful	41.9%	12.3%	40.3%	14.3%	104	85
Satisfying job/career	30.2%	12.3%	29.1%	13.9%	104	89
Will & estate planning	41.4%	9.4%	40.6%	10.3%	102	91
<b>Career and Financial Average</b>	<b>41.5%</b>	<b>14.1%</b>	<b>39.9%</b>	<b>15.5%</b>	<b>104</b>	<b>91</b>



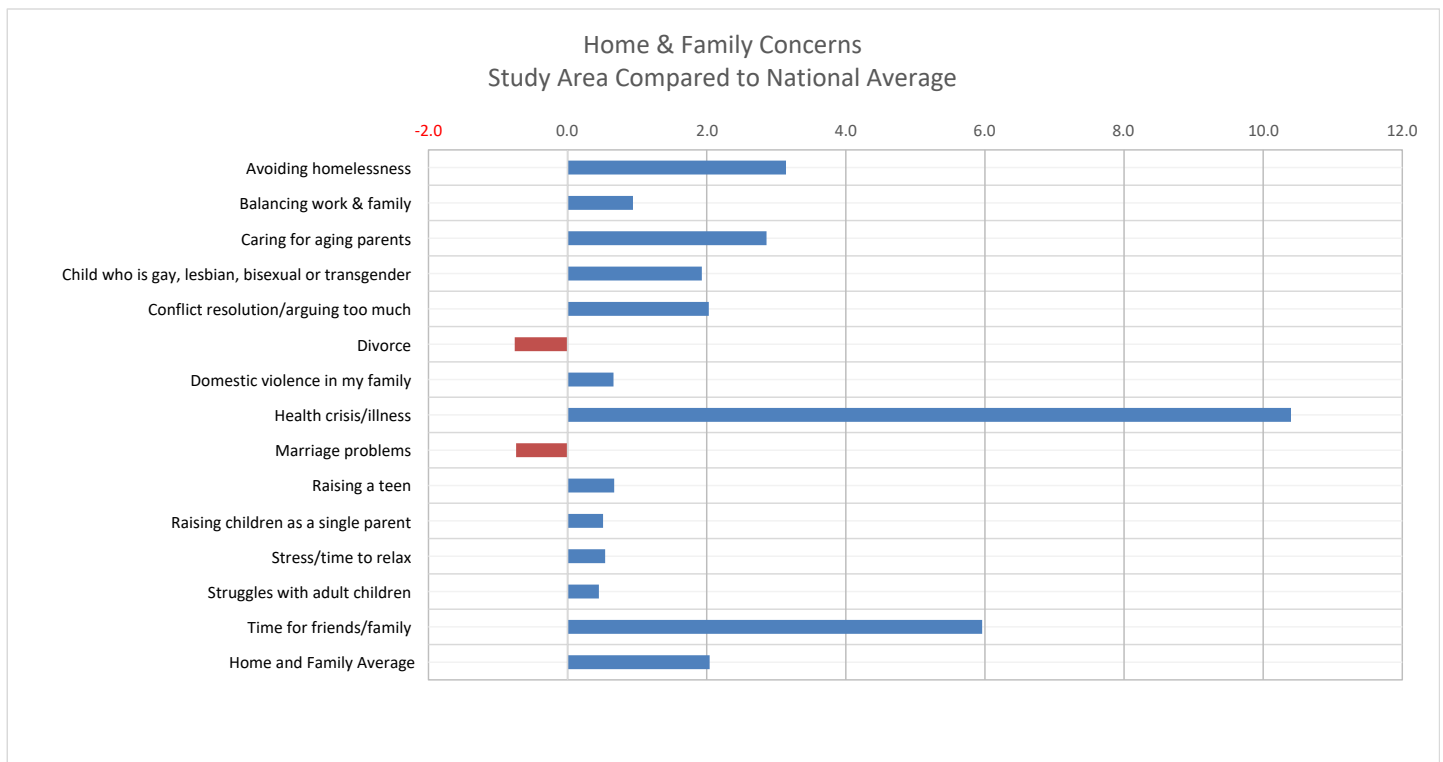
Concerns about Future Hopes and Possibilities						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	51.0%	21.0%	50.5%	21.2%	101	99
Fulfilling marriage/romance & intimacy	31.9%	10.3%	31.3%	10.7%	102	96
Making the right choices/finding direction	45.8%	14.5%	45.2%	14.7%	101	99
Spiritual issues/religion	30.1%	8.0%	27.6%	9.2%	109	87
<b>Future Hopes and Possibilities Average</b>	<b>39.7%</b>	<b>13.5%</b>	<b>38.7%</b>	<b>14.0%</b>	<b>103</b>	<b>96</b>



Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.9%	5.2%	1.3
Anger management/losing my temper	3.9%	4.3%	0.4
Depression	9.6%	13.0%	3.4
Finding a mate/spouse	7.0%	5.6%	-1.4
Getting over the past/dealing with guilt	7.5%	9.2%	1.7
Losing weight/diet issues	18.5%	16.8%	-1.7
Making friends / loneliness	6.8%	9.9%	3.1
Personal health problems	13.7%	16.8%	3.0
Struggling with my sexual orientation	1.9%	1.7%	-0.2
Unemployment/Losing my job	7.8%	10.8%	3.0
<b>Personal Life Average</b>	<b>8.1%</b>	<b>9.3%</b>	<b>1.3</b>

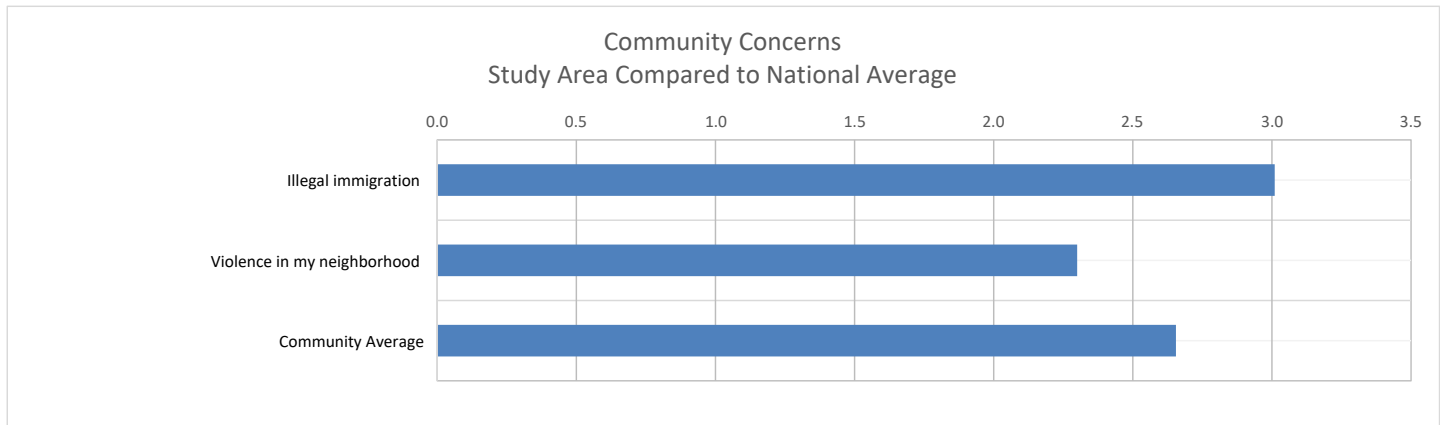


Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	4.8%	7.9%	3.1
Balancing work & family	9.2%	10.1%	0.9
Caring for aging parents	13.2%	16.1%	2.9
Child who is gay, lesbian, bisexual or transgender	2.6%	4.6%	1.9
Conflict resolution/arguing too much	5.4%	7.4%	2.0
Divorce	4.1%	3.4%	-0.8
Domestic violence in my family	2.1%	2.8%	0.7
Health crisis/illness	12.1%	22.5%	10.4
Marriage problems	4.8%	4.0%	-0.7
Raising a teen	5.9%	6.5%	0.7
Raising children as a single parent	3.9%	4.4%	0.5
Stress/time to relax	13.6%	14.1%	0.5
Struggles with adult children	5.4%	5.8%	0.5
Time for friends/family	8.1%	14.0%	6.0
<b>Home and Family Average</b>	<b>6.8%</b>	<b>8.8%</b>	<b>2.0</b>

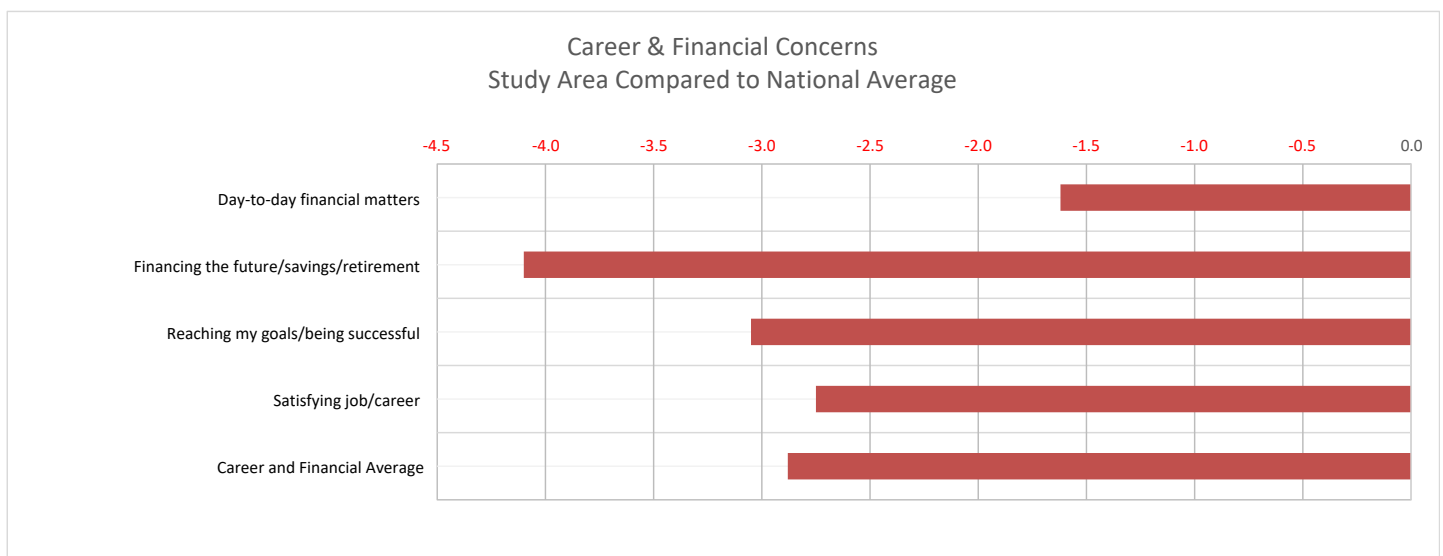




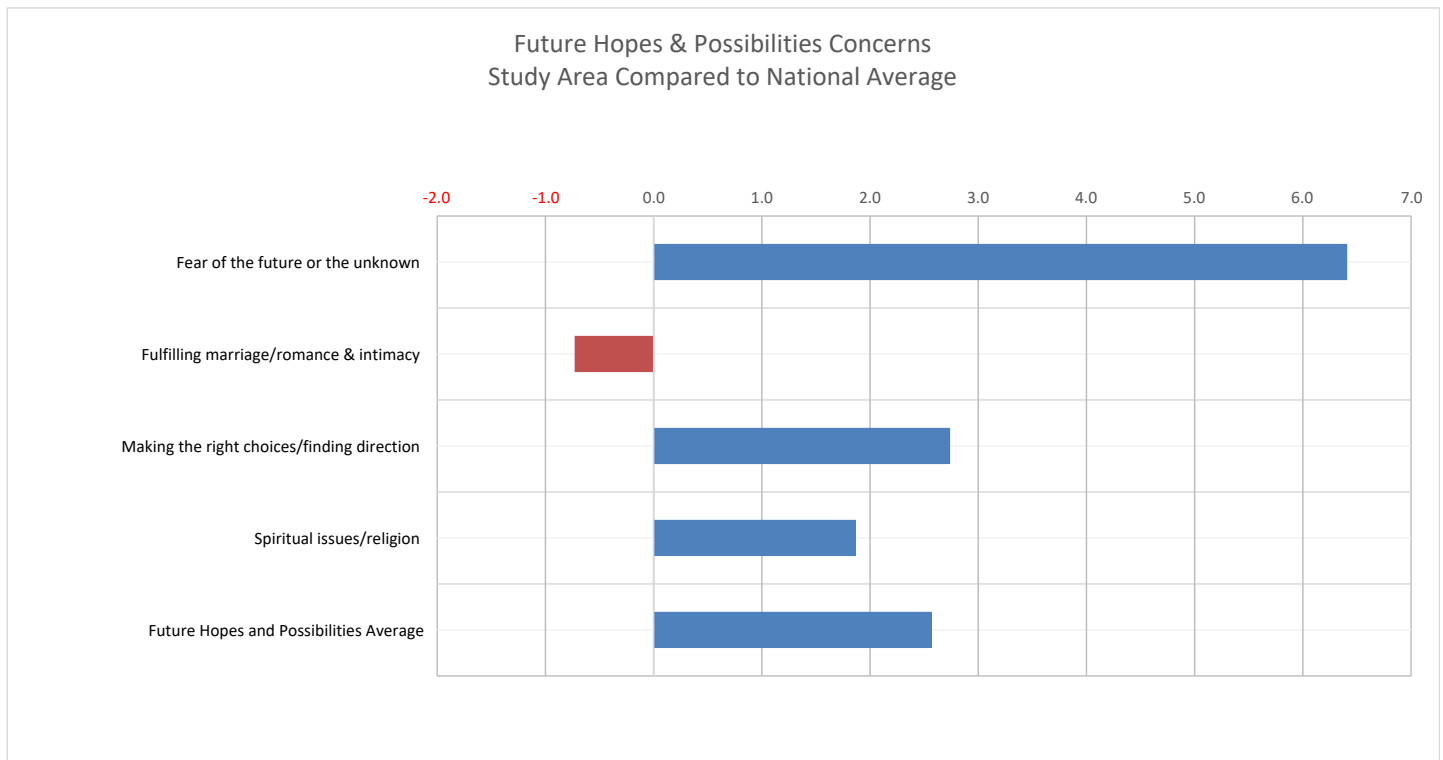
Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	15.2%	18.3%	3.0
Violence in my neighborhood	4.9%	7.2%	2.3
<b>Community Average</b>	<b>10.1%</b>	<b>12.7%</b>	<b>2.7</b>



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	16.6%	15.0%	-1.6
Financing the future/savings/retirement	25.9%	21.8%	-4.1
Reaching my goals/being successful	15.3%	12.3%	-3.1
Satisfying job/career	15.1%	12.3%	-2.8
<b>Career and Financial Average</b>	<b>18.2%</b>	<b>15.3%</b>	<b>-2.9</b>

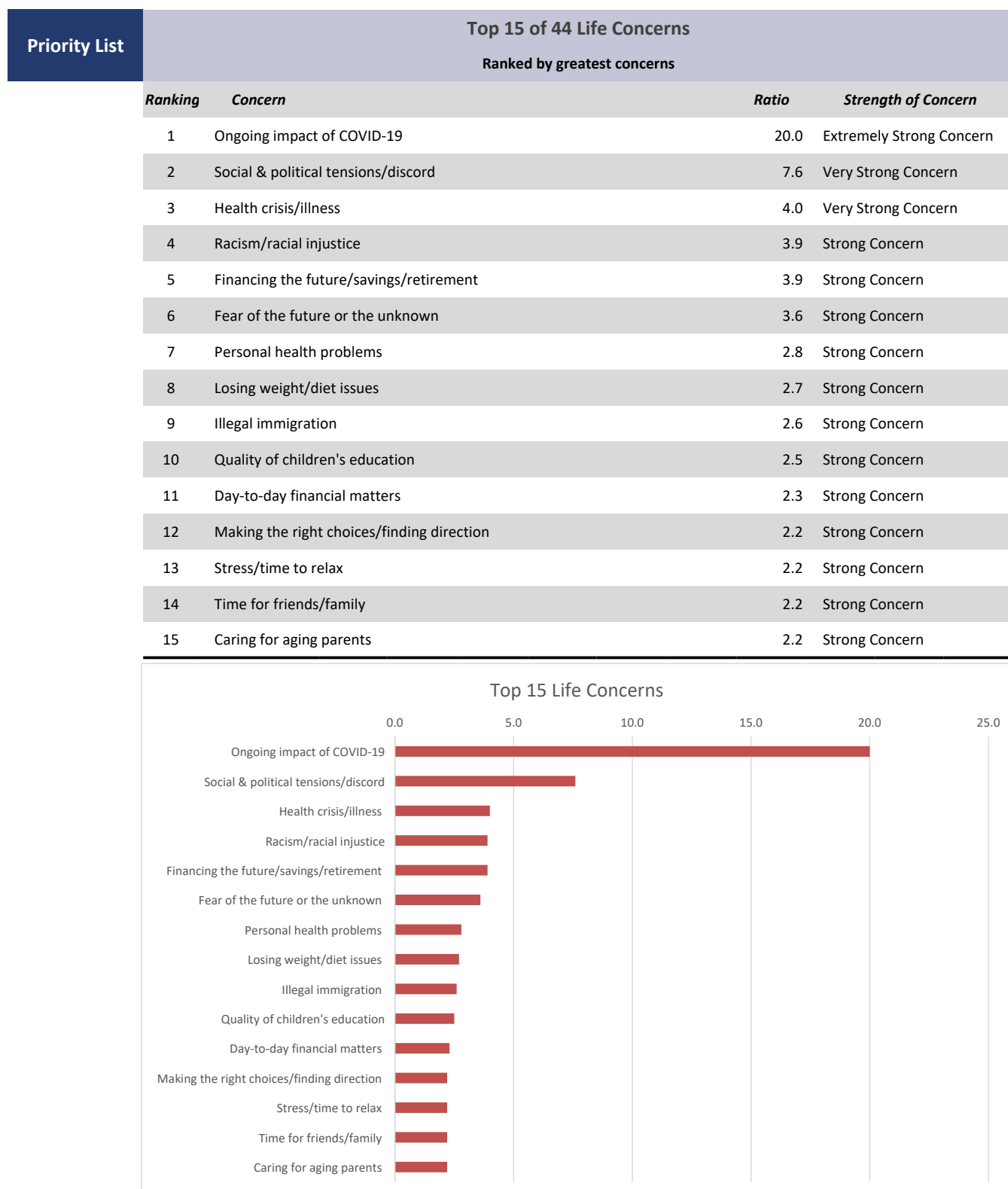


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	14.6%	21.0%	6.4
Fulfilling marriage/romance & intimacy	11.0%	10.3%	-0.7
Making the right choices/finding direction	11.8%	14.5%	2.7
Spiritual issues/religion	6.1%	8.0%	1.9
<b>Future Hopes and Possibilities Average</b>	<b>10.9%</b>	<b>13.5%</b>	<b>2.6</b>



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

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



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

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

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

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

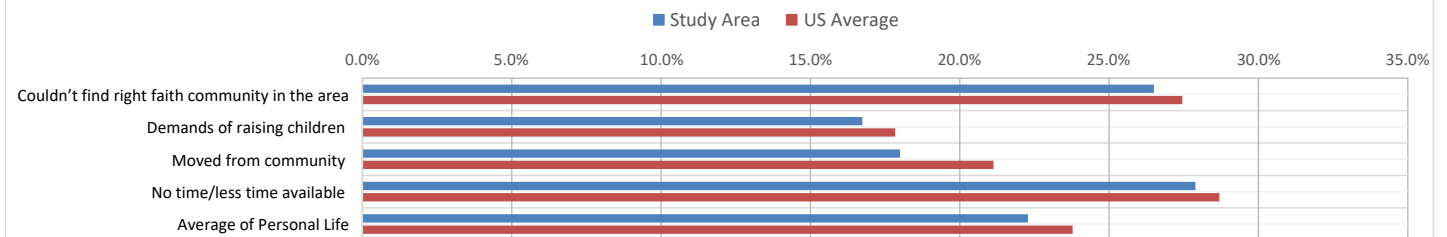
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

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

#### Study Area Compared to National Average

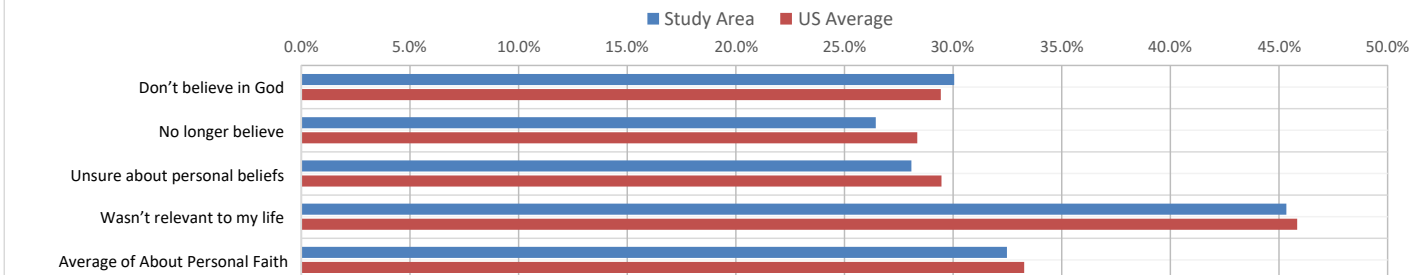
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	26.5%	27.5%	97
Demands of raising children	16.7%	17.8%	94
Moved from community	18.0%	21.1%	85
No time/less time available	27.9%	28.7%	97
<b>Average of Personal Life</b>	<b>22.3%</b>	<b>23.8%</b>	<b>94</b>

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



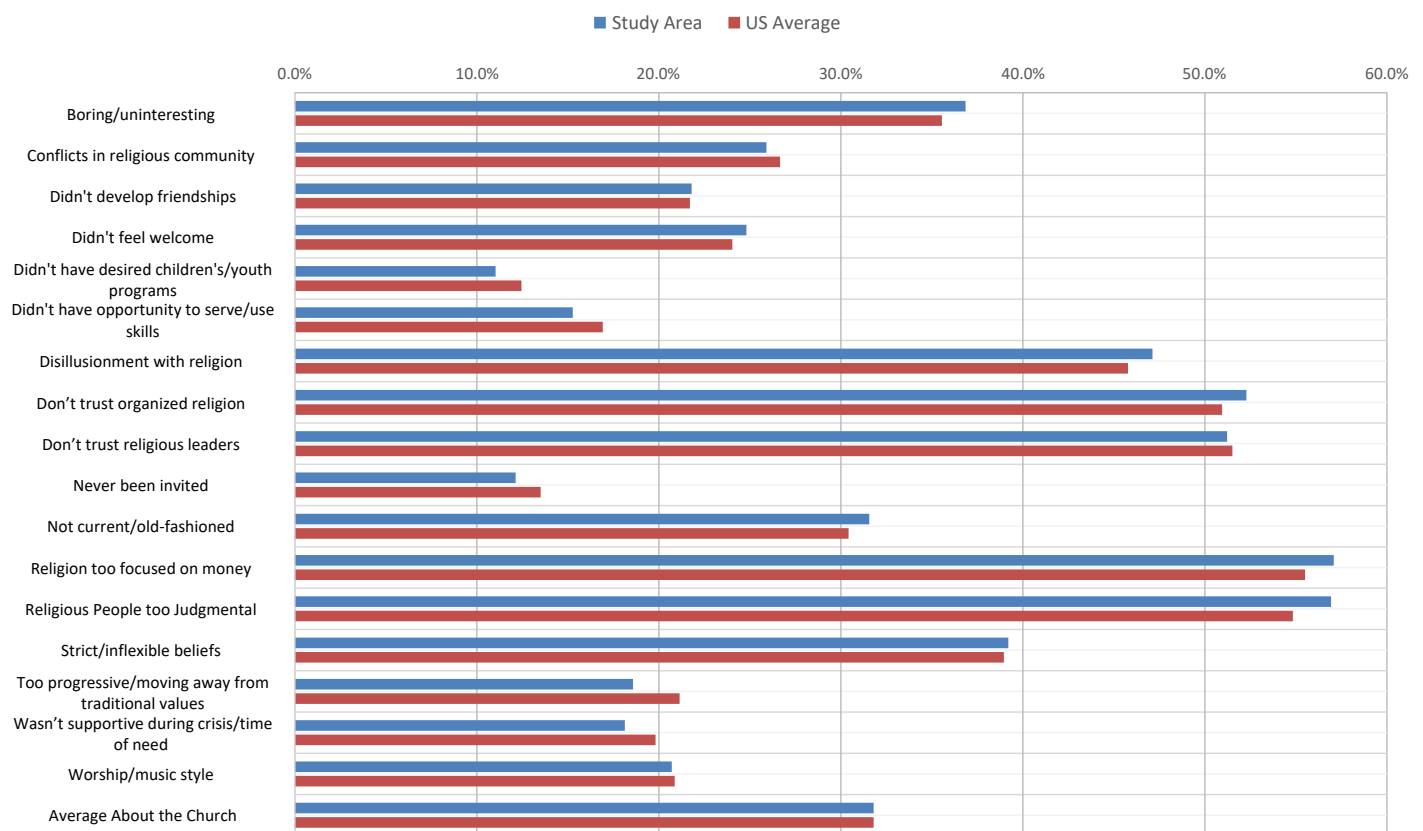
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	30.1%	29.4%	102
No longer believe	26.4%	28.4%	93
Unsure about personal beliefs	28.1%	29.5%	95
Wasn't relevant to my life	45.3%	45.8%	99
<b>Average of About Personal Faith</b>	<b>32.5%</b>	<b>33.3%</b>	<b>98</b>

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	36.9%	35.6%	104
Conflicts in religious community	25.9%	26.7%	97
Didn't develop friendships	21.8%	21.7%	100
Didn't feel welcome	24.8%	24.0%	103
Didn't have desired children's/youth programs	11.0%	12.5%	89
Didn't have opportunity to serve/use skills	15.3%	16.9%	90
Disillusionment with religion	47.1%	45.8%	103
Don't trust organized religion	52.3%	50.9%	103
Don't trust religious leaders	51.2%	51.5%	99
Never been invited	12.1%	13.5%	90
Not current/old-fashioned	31.6%	30.4%	104
Religion too focused on money	57.1%	55.5%	103
Religious People too Judgmental	56.9%	54.8%	104
Strict/inflexible beliefs	39.2%	39.0%	101
Too progressive/moving away from traditional values	18.6%	21.1%	88
Wasn't supportive during crisis/time of need	18.1%	19.8%	91
Worship/music style	20.7%	20.9%	99
<b>Average About the Church</b>	<b>31.8%</b>	<b>31.8%</b>	<b>100</b>

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

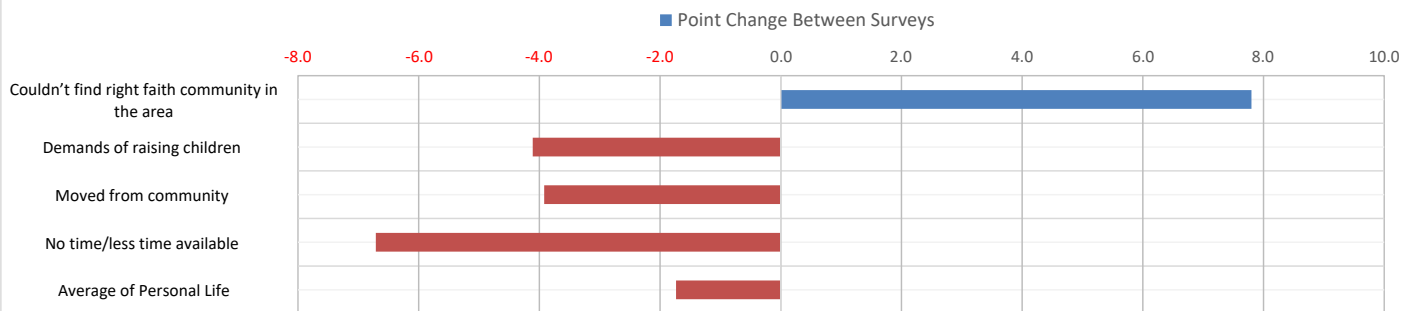


## From Outside: Probable reasons for non-participation in a religious congregation or religious community

### Study Area Comparison between 2017 & 2021

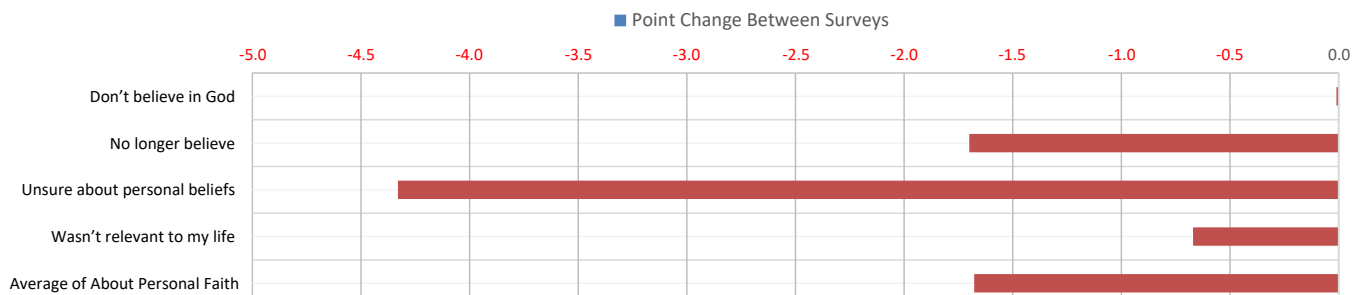
About <i>Personal Life</i>	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	18.7%	26.5%	7.8
Demands of raising children	20.9%	16.7%	-4.1
Moved from community	21.9%	18.0%	-3.9
No time/less time available	34.6%	27.9%	-6.7
<b>Average of Personal Life</b>	<b>24.0%</b>	<b>22.3%</b>	<b>-1.7</b>

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

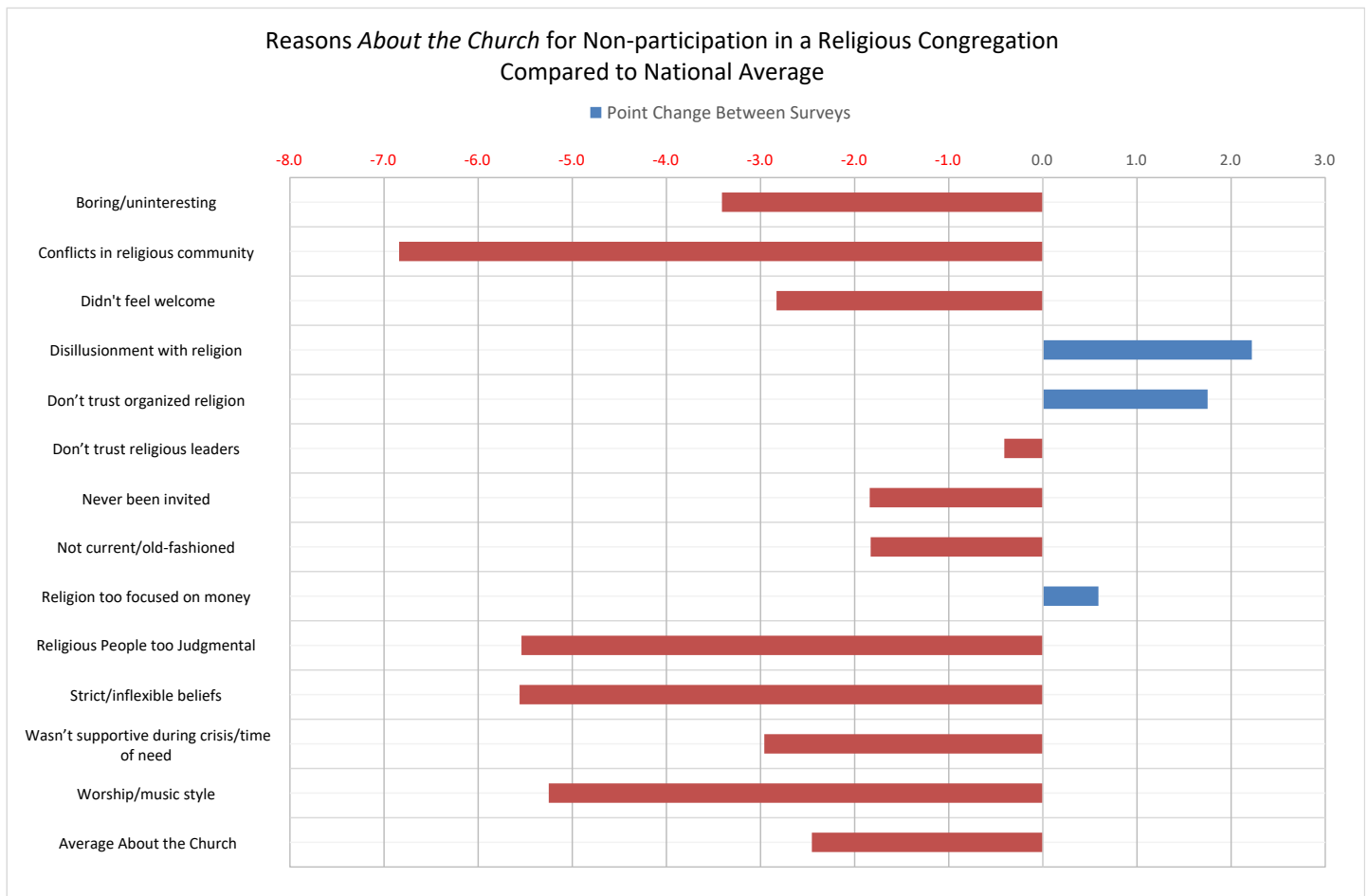


About <i>Personal Faith</i>	2017	2021	Point Change Between Surveys
Don't believe in God	30.1%	30.1%	-0.0
No longer believe	28.1%	26.4%	-1.7
Unsure about personal beliefs	32.4%	28.1%	-4.3
Wasn't relevant to my life	46.0%	45.3%	-0.7
<b>Average of About Personal Faith</b>	<b>34.2%</b>	<b>32.5%</b>	<b>-1.7</b>

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



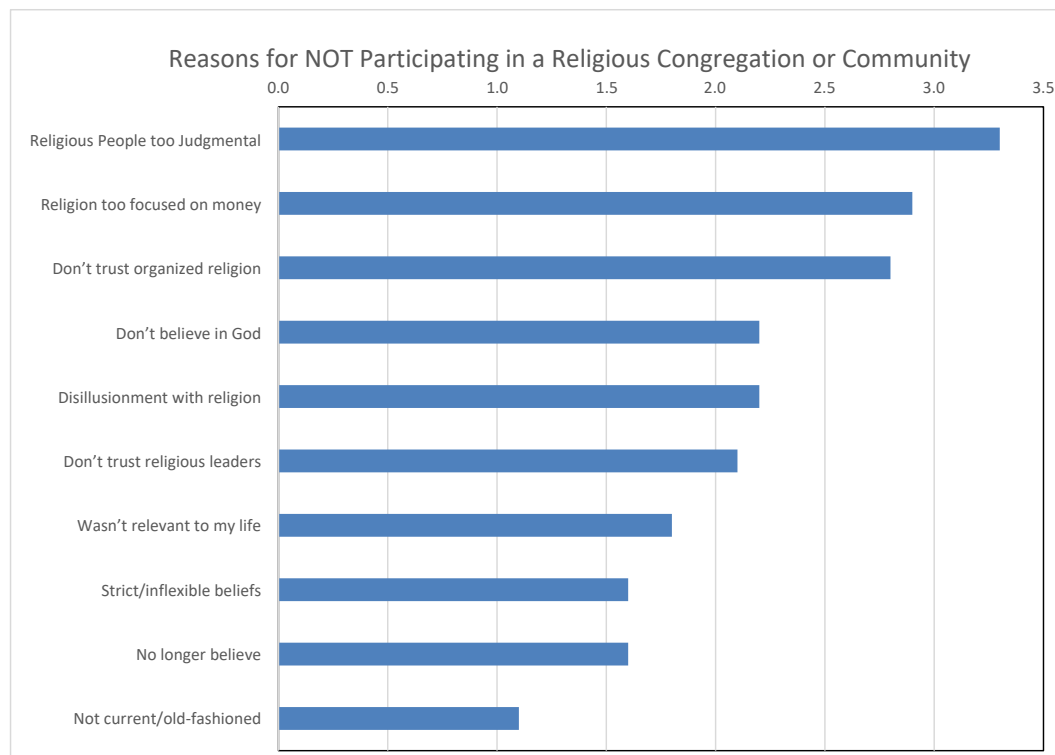
<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	40.3%	36.9%	-3.4
Conflicts in religious community	32.8%	25.9%	-6.8
Didn't feel welcome	27.6%	24.8%	-2.8
Disillusionment with religion	44.9%	47.1%	2.2
Don't trust organized religion	50.5%	52.3%	1.8
Don't trust religious leaders	51.6%	51.2%	-0.4
Never been invited	14.0%	12.1%	-1.8
Not current/old-fashioned	33.4%	31.6%	-1.8
Religion too focused on money	56.5%	57.1%	0.6
Religious People too Judgmental	62.5%	56.9%	-5.5
Strict/inflexible beliefs	44.8%	39.2%	-5.6
Wasn't supportive during crisis/time of need	21.1%	18.1%	-3.0
Worship/music style	26.0%	20.7%	-5.3
<b>Average About the Church</b>	<b>38.9%</b>	<b>36.5%</b>	<b>-2.5</b>



## Priority List

### Top 10 of 25 Reasons for people outside a religious congregation or community for not participating

Ranking	Concern	Ratio	Strength of Reason
1	Religious People too Judgmental	3.3	Strong Reason
2	Religion too focused on money	2.9	Strong Reason
3	Don't trust organized religion	2.8	Strong Reason
4	Don't believe in God	2.2	Strong Reason
5	Disillusionment with religion	2.2	Strong Reason
6	Don't trust religious leaders	2.1	Strong Reason
7	Wasn't relevant to my life	1.8	Somewhat Strong Reason
8	Strict/inflexible beliefs	1.6	Somewhat Strong Reason
9	No longer believe	1.6	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

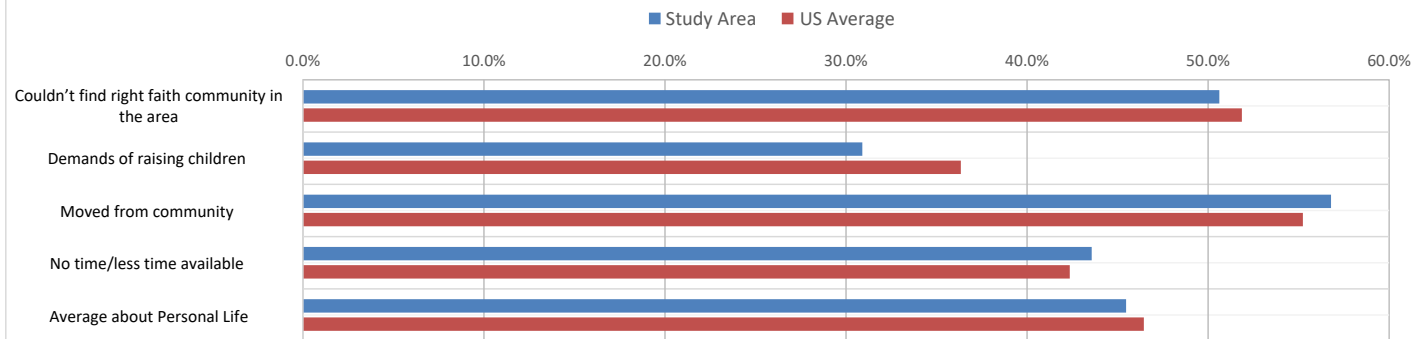
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

#### Study Area Compared to National Average

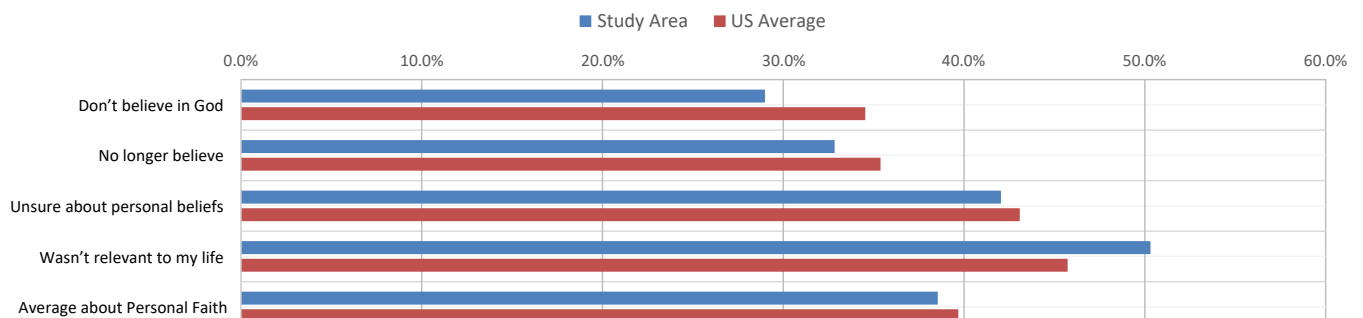
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	50.6%	51.9%	98
Demands of raising children	30.9%	36.3%	85
Moved from community	56.8%	55.2%	103
No time/less time available	43.6%	42.4%	103
<b>Average about Personal Life</b>	<b>45.5%</b>	<b>46.5%</b>	<b>98</b>

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

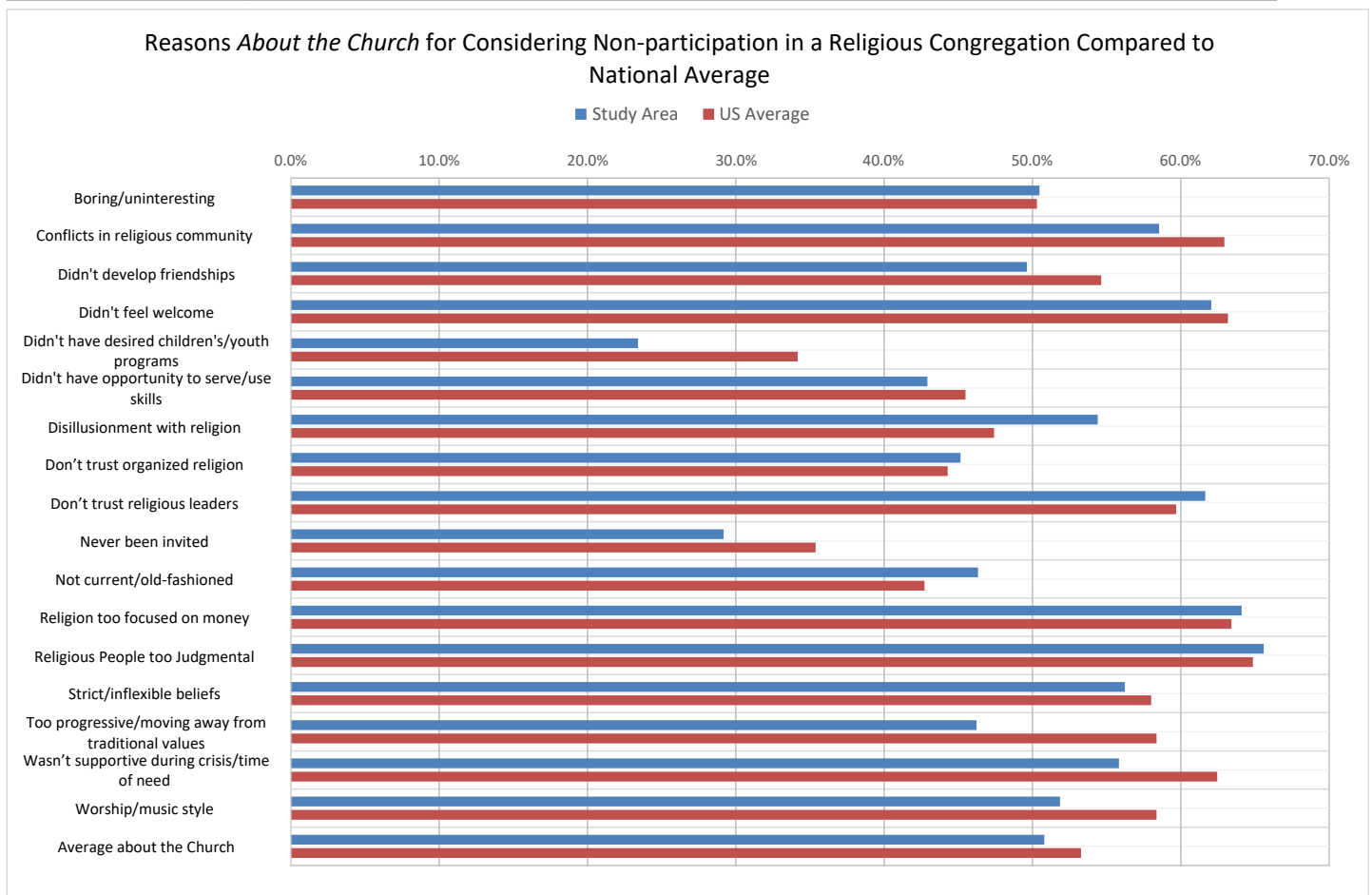


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	29.0%	34.5%	84
No longer believe	32.8%	35.4%	93
Unsure about personal beliefs	42.0%	43.1%	98
Wasn't relevant to my life	50.3%	45.7%	110
<b>Average about Personal Faith</b>	<b>38.5%</b>	<b>39.7%</b>	<b>97</b>

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	50.5%	50.3%	100
Conflicts in religious community	58.5%	62.9%	93
Didn't develop friendships	49.6%	54.6%	91
Didn't feel welcome	62.1%	63.2%	98
Didn't have desired children's/youth programs	23.4%	34.2%	68
Didn't have opportunity to serve/use skills	42.9%	45.5%	94
Disillusionment with religion	54.4%	47.4%	115
Don't trust organized religion	45.2%	44.3%	102
Don't trust religious leaders	61.7%	59.7%	103
Never been invited	29.2%	35.4%	82
Not current/old-fashioned	46.3%	42.7%	108
Religion too focused on money	64.1%	63.4%	101
Religious People too Judgmental	65.6%	64.9%	101
Strict/inflexible beliefs	56.2%	58.0%	97
Too progressive/moving away from traditional values	46.2%	58.4%	79
Wasn't supportive during crisis/time of need	55.8%	62.5%	89
Worship/music style	51.9%	58.4%	89
<b>Average about the Church</b>	<b>50.8%</b>	<b>53.3%</b>	<b>95</b>

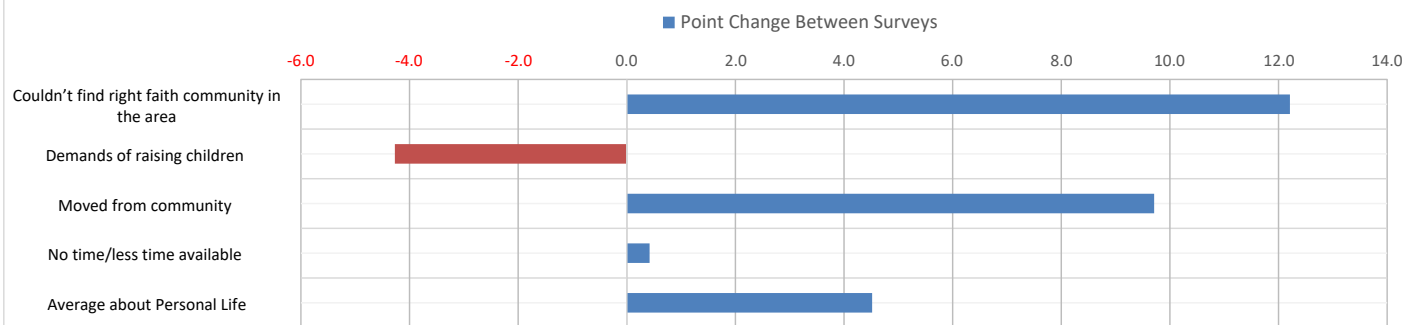


## From the Inside: Reasons for considering non-participation in a religious congregation or religious community

### Study Area Comparison between 2017 & 2021

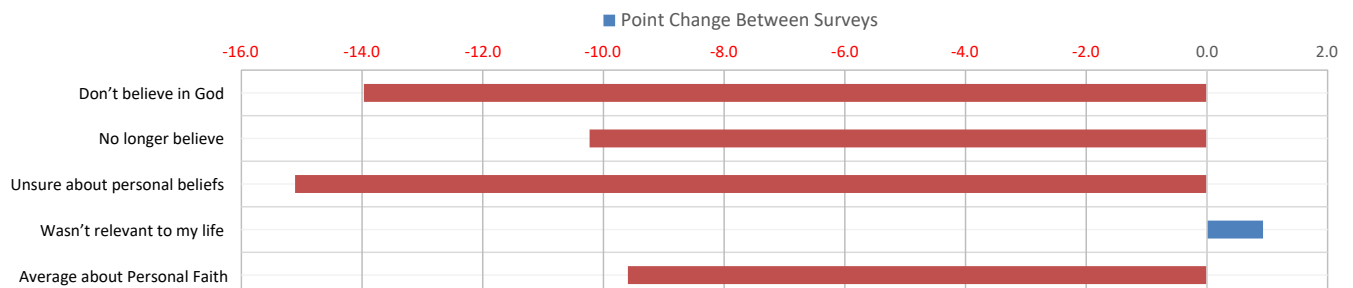
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	38.4%	50.6%	12.2
Demands of raising children	35.2%	30.9%	-4.3
Moved from community	47.1%	56.8%	9.7
No time/less time available	43.2%	43.6%	0.4
<b>Average about Personal Life</b>	<b>41.0%</b>	<b>45.5%</b>	<b>4.5</b>

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

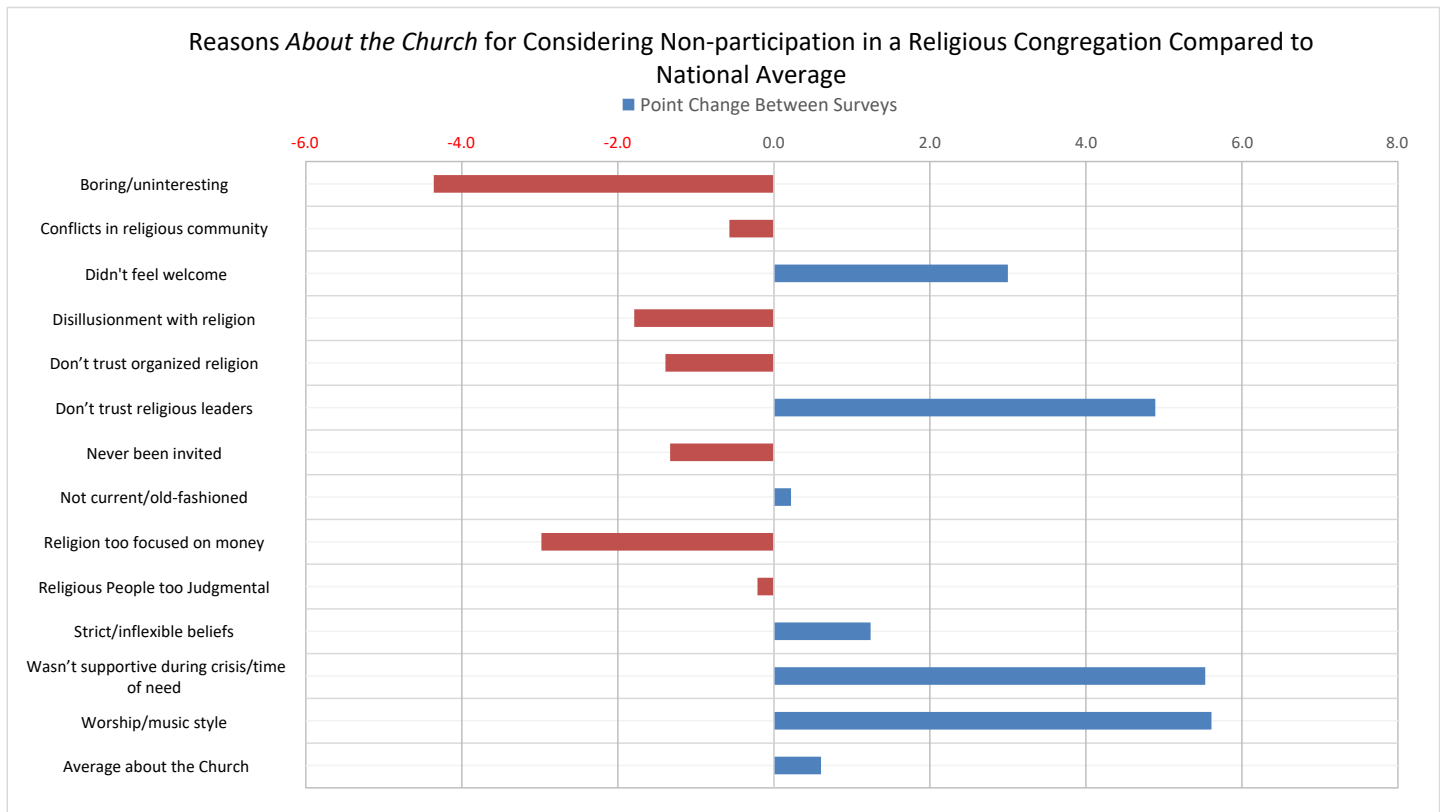


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	43.0%	29.0%	-14.0
No longer believe	43.1%	32.8%	-10.2
Unsure about personal beliefs	57.2%	42.0%	-15.1
Wasn't relevant to my life	49.4%	50.3%	0.9
<b>Average about Personal Faith</b>	<b>48.1%</b>	<b>38.5%</b>	<b>-9.6</b>

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



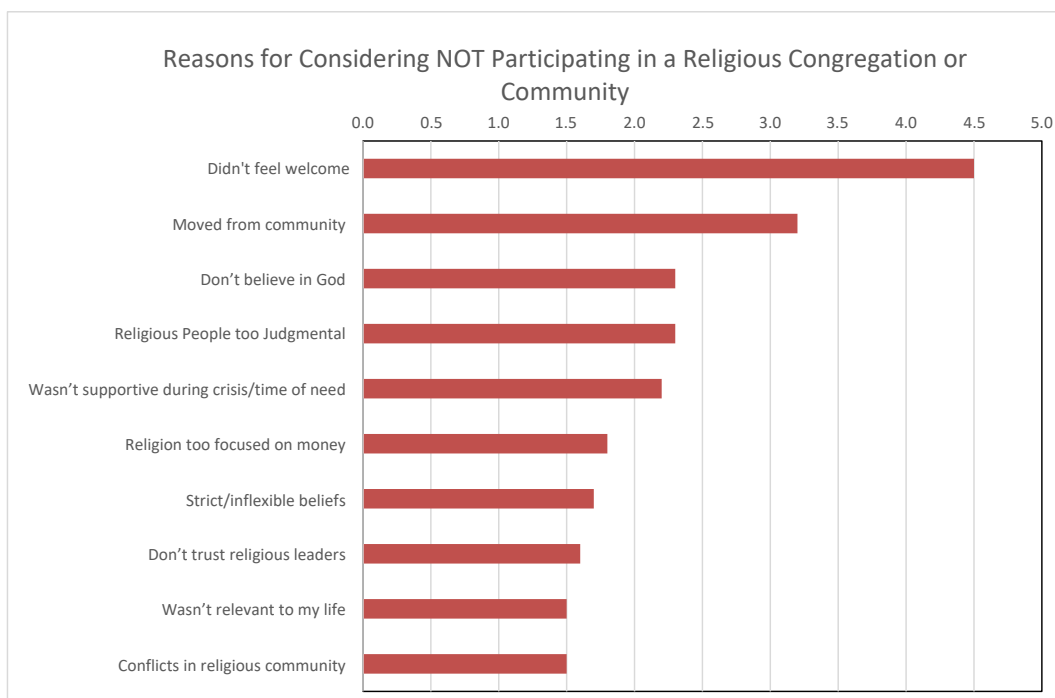
<b>About the Church</b>	2017	2021	Point Change Between Surveys
Boring/uninteresting	54.8%	50.5%	-4.4
Conflicts in religious community	59.1%	58.5%	-0.6
Didn't feel welcome	59.1%	62.1%	3.0
Disillusionment with religion	56.2%	54.4%	-1.8
Don't trust organized religion	46.5%	45.2%	-1.4
Don't trust religious leaders	56.8%	61.7%	4.9
Never been invited	30.5%	29.2%	-1.3
Not current/old-fashioned	46.1%	46.3%	0.2
Religion too focused on money	67.1%	64.1%	-3.0
Religious People too Judgmental	65.8%	65.6%	-0.2
Strict/inflexible beliefs	55.0%	56.2%	1.2
Wasn't supportive during crisis/time of need	50.3%	55.8%	5.5
Worship/music style	46.3%	51.9%	5.6
<b>Average about the Church</b>	<b>53.3%</b>	<b>54.0%</b>	<b>0.6</b>



## Priority List

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

Ranking	Concern	Ratio	Strength
1	Didn't feel welcome	4.5	Very Strong Reason
2	Moved from community	3.2	Strong Reason
3	Don't believe in God	2.3	Strong Reason
4	Religious People too Judgmental	2.3	Strong Reason
5	Wasn't supportive during crisis/time of need	2.2	Strong Reason
6	Religion too focused on money	1.8	Somewhat Strong Reason
7	Strict/inflexible beliefs	1.7	Somewhat Strong Reason
8	Don't trust religious leaders	1.6	Somewhat Strong Reason
9	Wasn't relevant to my life	1.5	Somewhat Strong Reason
10	Conflicts in religious community	1.5	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
<b>Personal Growth</b>							
Addiction support groups	52.7%	34.6%	0.7	51.1%	35.3%	103	98
Health/weight loss programs	54.8%	31.3%	0.6	55.1%	32.1%	99	97
Membership and leadership training	46.5%	39.8%	0.9	45.9%	41.1%	101	97
Opportunities to develop personal relationships	23.7%	66.5%	2.8	24.5%	65.8%	97	101
Practical training seminars (money management, computer skills, etc.)	46.5%	41.4%	0.9	45.4%	42.4%	102	97
<b>Personal Growth</b>	<b>44.8%</b>	<b>42.7%</b>	<b>1.0</b>	<b>44.4%</b>	<b>43.3%</b>	<b>101</b>	<b>99</b>
<b>Family Support and Intervention Services</b>							
Daycare/After-School Programs	57.8%	27.6%	0.5	59.0%	26.6%	98	104
Crisis support groups	37.3%	51.3%	1.4	37.0%	50.8%	101	101
Family oriented activities	32.4%	57.6%	1.8	33.4%	56.6%	97	102
Marriage enrichment	44.3%	42.9%	1.0	45.2%	41.8%	98	103
Parenting development	52.0%	32.9%	0.6	53.2%	33.0%	98	100
Personal/family counseling	39.7%	48.0%	1.2	40.6%	47.8%	98	100
<b>Family Support and Intervention Services</b>	<b>43.9%</b>	<b>43.4%</b>	<b>1.0</b>	<b>44.7%</b>	<b>42.8%</b>	<b>98</b>	<b>101</b>
<b>Community Involvement and Advocacy Programs</b>							
Adult social activities	24.0%	65.9%	2.7	26.1%	64.3%	92	102
Involvement in social causes	30.2%	58.7%	1.9	30.0%	58.9%	101	100
Mission trips and global outreach	47.2%	39.6%	0.8	47.7%	38.5%	99	103
Opportunities for volunteering in the community	22.9%	67.0%	2.9	25.9%	64.1%	89	105
Social justice advocacy work	39.0%	47.7%	1.2	38.5%	48.4%	101	99
<b>Community Involvement and Advocacy Programs</b>	<b>32.7%</b>	<b>55.8%</b>	<b>1.7</b>	<b>33.6%</b>	<b>54.8%</b>	<b>97</b>	<b>102</b>

<i><b>Community Activities or Cultural Programs</b></i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	36.3%	51.7%	1.4	36.4%	52.7%	100	98
Holiday programs/activities	23.7%	66.9%	2.8	25.0%	65.4%	95	102
Seniors/retiree activities	31.4%	57.9%	1.8	30.6%	58.7%	103	99
Singles or college-age groups	53.0%	32.5%	0.6	53.9%	31.9%	98	102
Size of church congregation	40.0%	49.7%	1.2	41.8%	47.6%	96	104
Small groups (i.e., life groups, personal interest groups)	32.1%	57.2%	1.8	31.8%	57.4%	101	100
Youth social activities	46.0%	41.6%	0.9	47.9%	39.7%	96	105
<i><b>Community Activities or Cultural Programs</b></i>	<b>37.5%</b>	<b>51.1%</b>	<b>1.4</b>	<b>38.2%</b>	<b>50.5%</b>	<b>98</b>	<b>101</b>
<i><b>Religious/Spiritual Programs</b></i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	40.4%	47.7%	1.2	41.5%	47.2%	97	101
Celebration of sacraments	27.7%	58.9%	2.1	32.8%	53.5%	85	110
Contemporary worship experiences	35.4%	52.1%	1.5	35.9%	51.3%	99	101
Online or virtual worship experiences	38.1%	50.0%	1.3	40.0%	47.9%	95	104
Quality sermons	16.9%	73.9%	4.4	20.7%	69.6%	82	106
Religious education for children	41.1%	46.6%	1.1	42.8%	44.6%	96	105
Spiritual discussion groups	37.1%	51.4%	1.4	38.1%	50.1%	97	103
Traditional worship experiences	25.0%	66.0%	2.6	26.7%	63.4%	93	104
Warm and friendly encounters	11.1%	81.7%	7.4	12.3%	79.9%	90	102
<i><b>Religious/Spiritual Programs</b></i>	<b>30.3%</b>	<b>58.7%</b>	<b>1.9</b>	<b>32.3%</b>	<b>56.4%</b>	<b>94</b>	<b>104</b>

You can interpret program and ministry data in three ways.

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

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

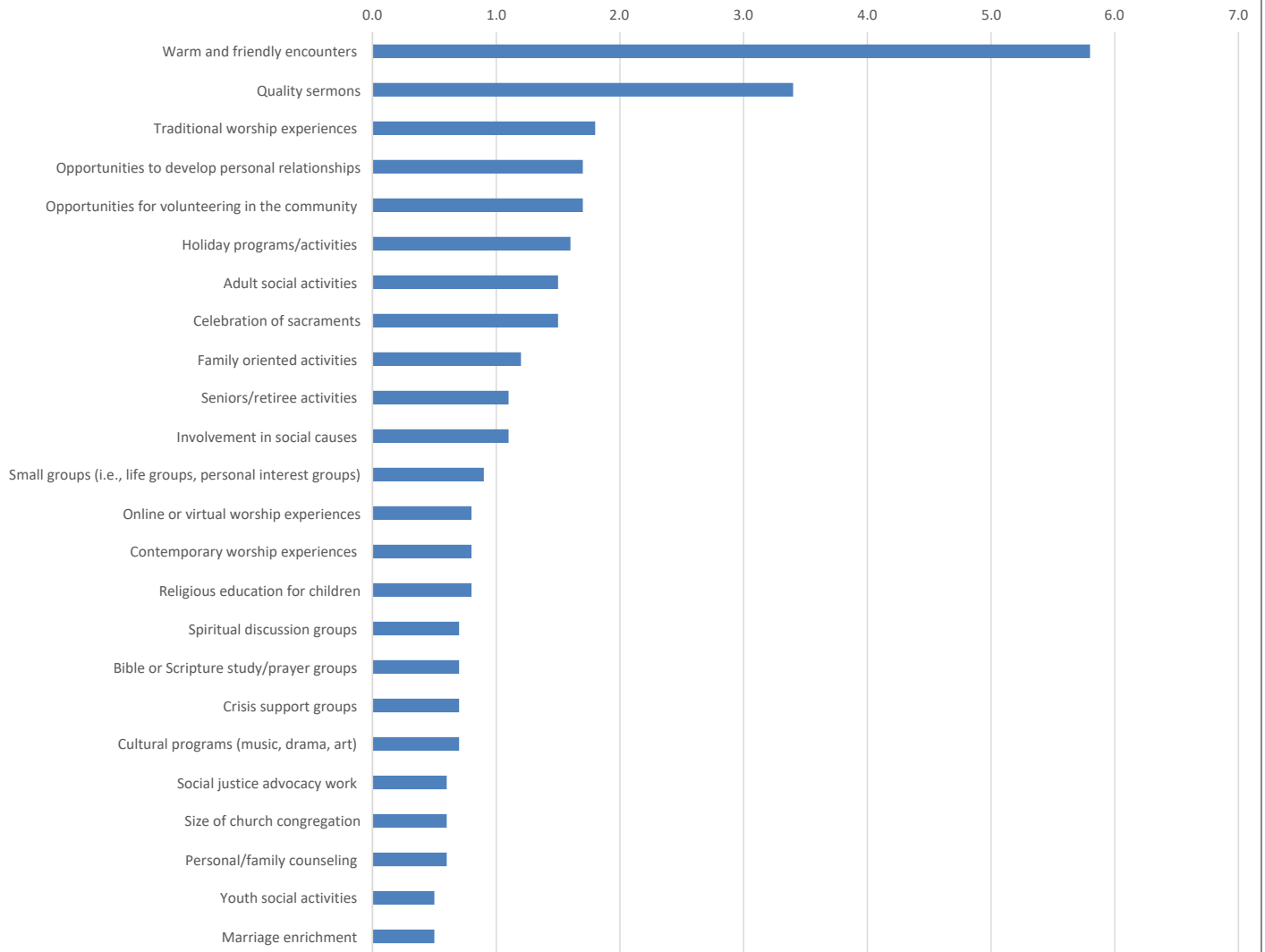
Third, look at the ratio. The ratio is calculated by dividing the Important by the Not Important responses. The higher the number, the stronger the desire for that program, especially if a program has a ratio of "1" or higher.

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

Priority List	Ministry or Program Recommendations Based Upon This Study Area			
	Preferences are ranked by ratio of important to not important			
	Ranking	Program	Ratio	Strength of Preference
	1	Warm and friendly encounters	5.8	Very Strong Preference
	2	Quality sermons	3.4	Strong Preference
	3	Traditional worship experiences	1.8	Somewhat Strong Preference
	4	Opportunities to develop personal relationships	1.7	Somewhat Strong Preference
	5	Opportunities for volunteering in the community	1.7	Somewhat Strong Preference
	6	Holiday programs/activities	1.6	Somewhat Strong Preference
	7	Adult social activities	1.5	Somewhat Strong Preference
	8	Celebration of sacraments	1.5	Somewhat Strong Preference
	9	Family oriented activities	1.2	Moderate Preference
	10	Seniors/retiree activities	1.1	Moderate Preference
	11	Involvement in social causes	1.1	Moderate Preference
	12	Small groups (i.e., life groups, personal interest groups)	0.9	Moderate Preference
	13	Online or virtual worship experiences	0.8	Somewhat Minimal Preference
	14	Contemporary worship experiences	0.8	Somewhat Minimal Preference
	15	Religious education for children	0.8	Somewhat Minimal Preference
	16	Spiritual discussion groups	0.7	Somewhat Minimal Preference
	17	Bible or Scripture study/prayer groups	0.7	Somewhat Minimal Preference
	18	Crisis support groups	0.7	Somewhat Minimal Preference
	19	Cultural programs (music, drama, art)	0.7	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	0.6	Somewhat 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

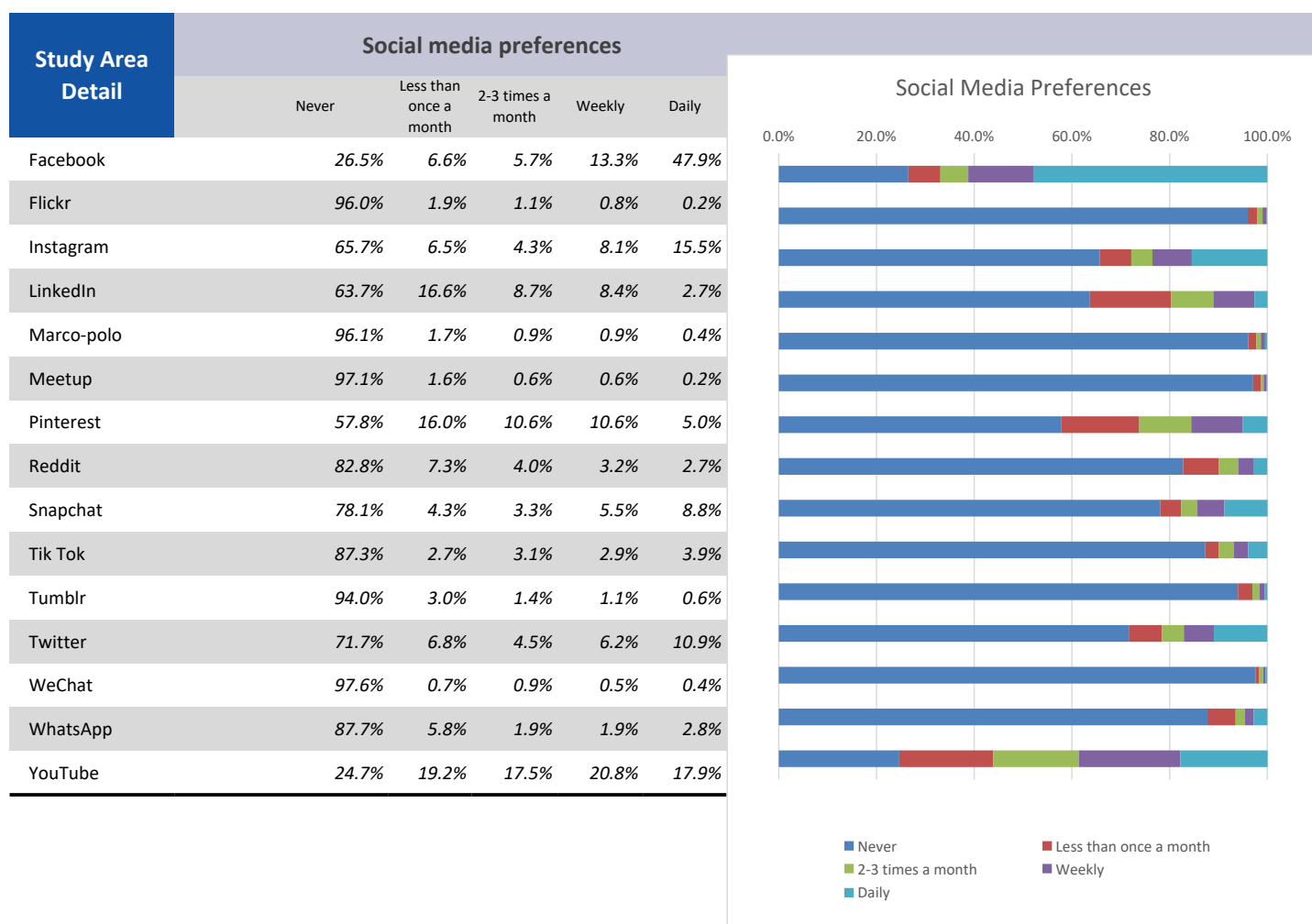
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	17.7%	82.3%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	32.7%	67.2%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	52.9%	47.1%	3	Yahoo News	
CNN Online News	3	52.8%	47.3%	1	Fox News	
Facebook	6	23.7%	76.2%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	68.6%	31.5%	6	Twitter	
Fox News	1	58.0%	42.0%	6	Facebook	
Fox News	1	31.7%	68.3%	2	Television News (Network OR Cable)	
Huffington Post	3	48.0%	52.0%	1	Fox News	
Huffington Post	3	44.5%	55.5%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	32.6%	67.4%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	50.3%	49.7%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	12.3%	87.7%	2	Television News (Network OR Cable)	
USA Today	4	37.0%	63.0%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	26.2%	73.8%	2	Television News (Network OR Cable)	
Yahoo News	3	44.9%	55.1%	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

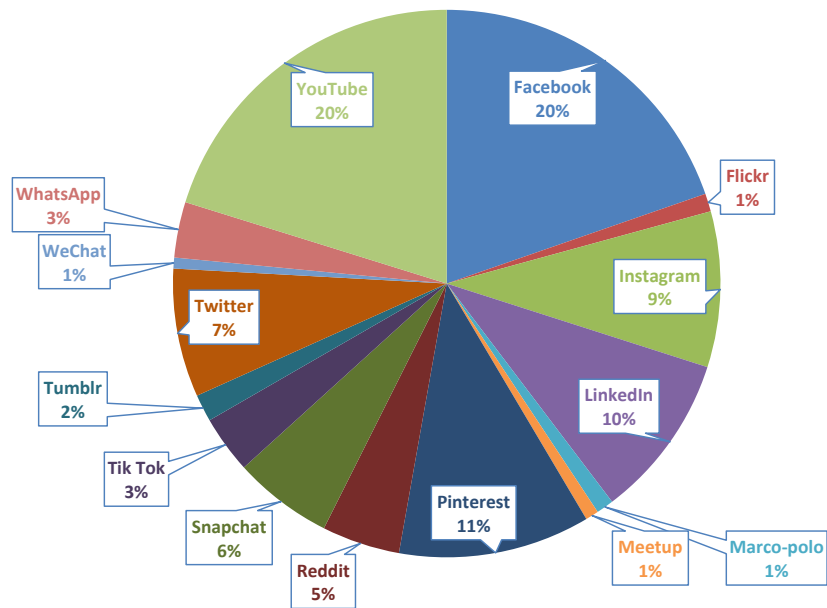


## Priority List

## Category of Media by Popular Use & Ranked Order

Rank Order	Media
1	YouTube
2	Facebook
3	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](mailto:misupport@acst.com) or call 1-877-230-3212.