

THE
AMERICAN BELIEFS
STUDY
RELIGIOUS PREFERENCES & PRACTICES

The MinistryInsite Report 2021

Prepared for: Diocese of St. Cloud
Study area: Centered on Christ ACC

Date of Report: 12/20/22
American Beliefs Study Version: 2021

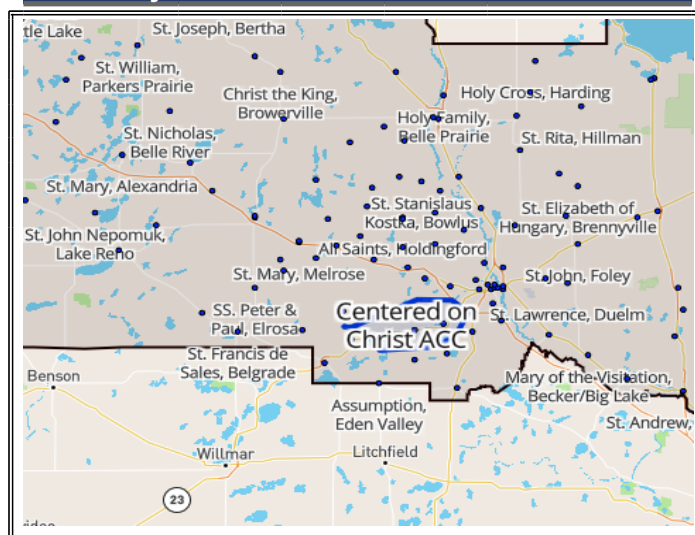
About the American Beliefs Study Reports

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
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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: Diocese of St. Cloud
Study Area: Centered on Christ ACC
American Beliefs Study Region: Midwest

Date of Report: 12/20/2022
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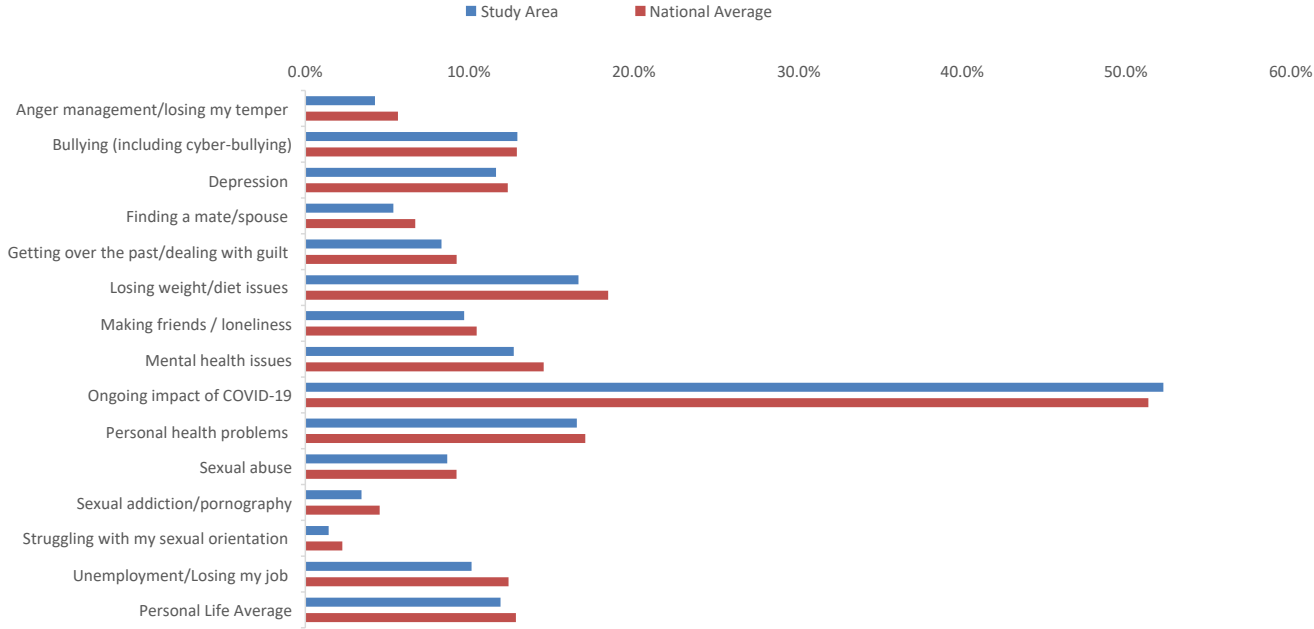
Life Concerns

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.

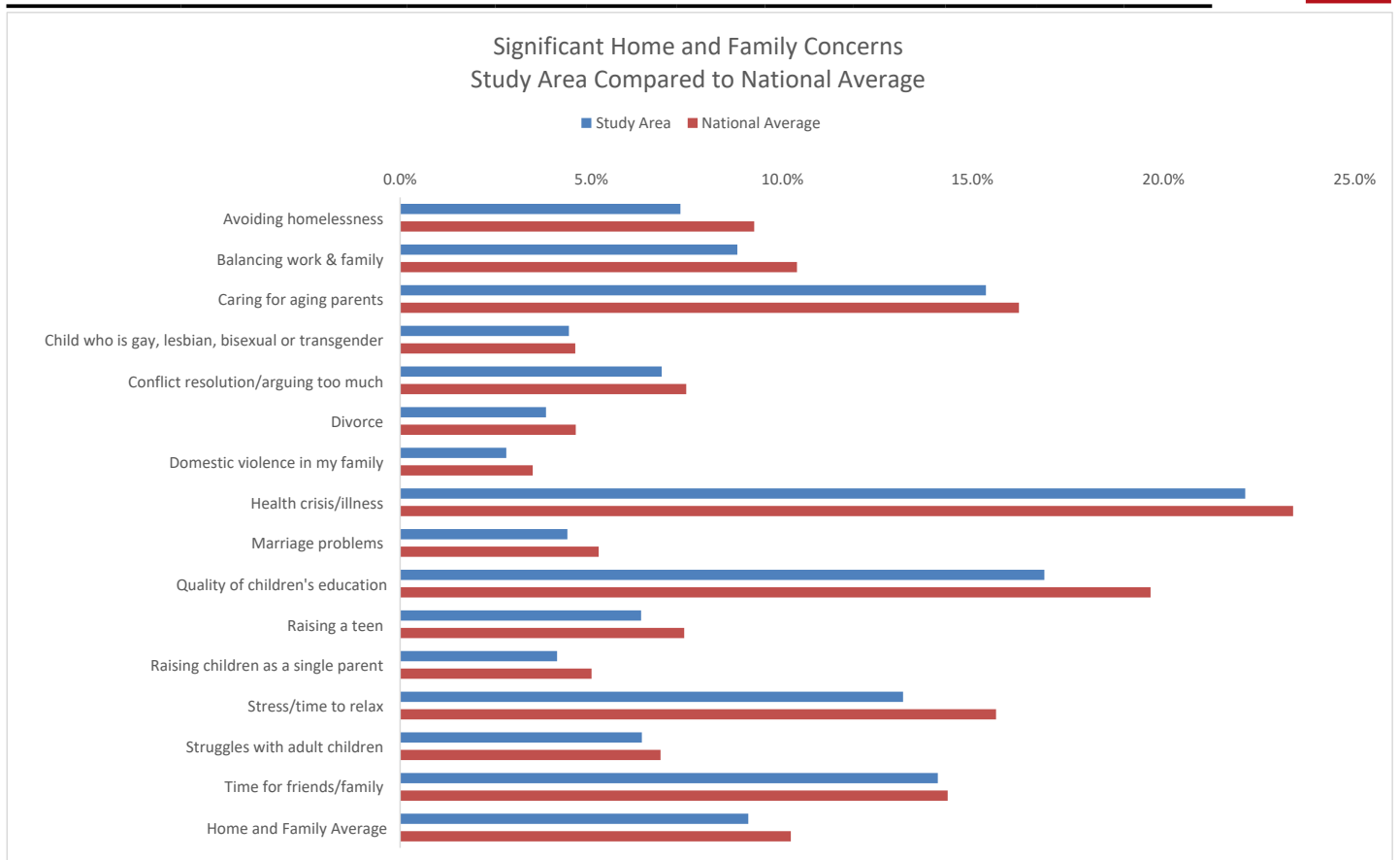
At the end of this section, the top 15 concerns for your study area display, ranked by the strength of concern.

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	13.9%	4.5%	15.1%	5.5%	92	82	
Anger management/losing my temper	29.2%	4.2%	30.0%	5.6%	97	75	
Bullying (including cyber-bullying)	27.0%	12.9%	26.0%	12.9%	104	100	
Depression	36.2%	11.6%	35.8%	12.3%	101	94	
Finding a mate/spouse	11.6%	5.4%	13.6%	6.7%	85	80	
Getting over the past/dealing with guilt	37.5%	8.3%	37.4%	9.2%	100	90	
Losing weight/diet issues	48.2%	16.6%	46.4%	18.4%	104	90	
Making friends / loneliness	36.6%	9.7%	38.2%	10.4%	96	93	
Mental health issues	32.1%	12.7%	33.7%	14.5%	95	87	
Ongoing impact of COVID-19	38.9%	52.2%	38.3%	51.3%	102	102	
Personal health problems	55.3%	16.5%	54.6%	17.0%	101	97	
Sexual abuse	12.3%	8.6%	13.8%	9.2%	89	94	
Sexual addiction/pornography	10.0%	3.4%	11.2%	4.5%	89	76	
Struggling with my sexual orientation	4.1%	1.4%	5.3%	2.3%	78	63	
Unemployment/Losing my job	22.3%	10.1%	23.9%	12.4%	93	82	
Personal Life Average	27.7%	11.9%	28.2%	12.8%	98	93	

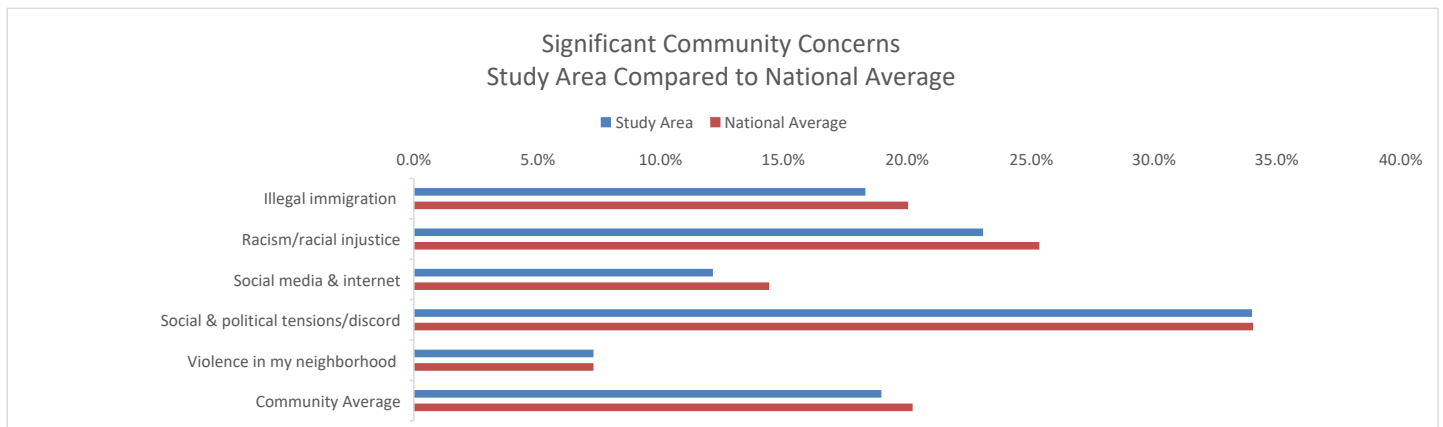
Significant Personal Health & Life Concerns
Study Area Compared to National Average



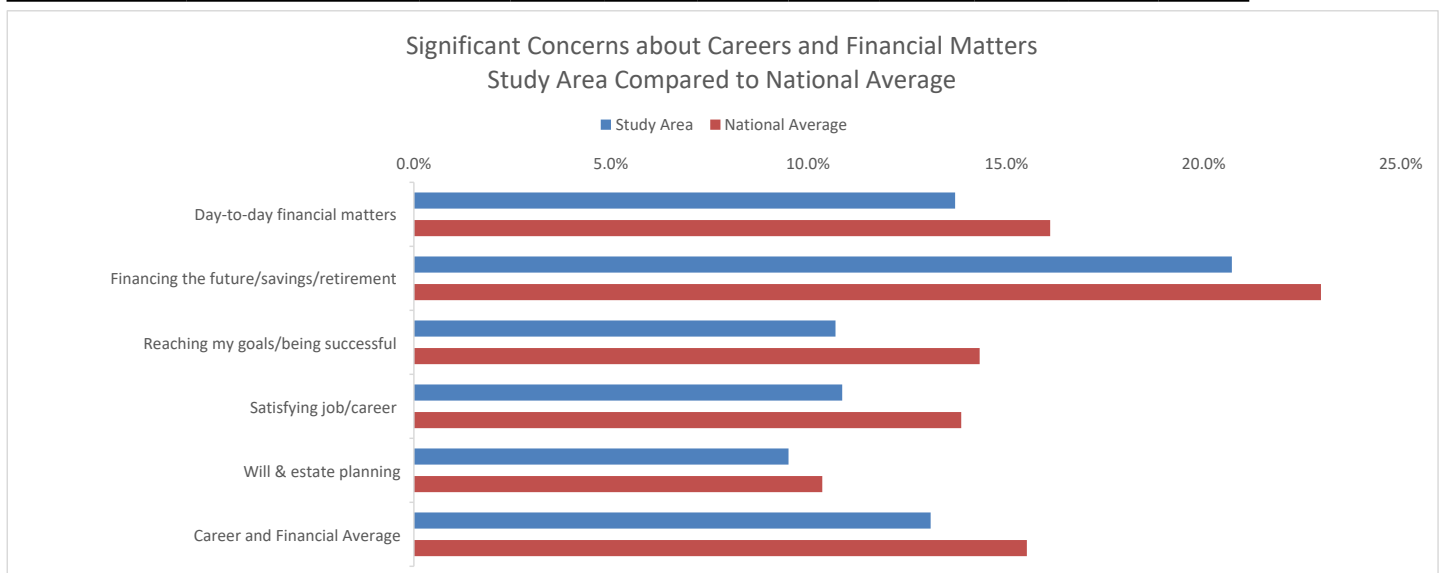
Concerns About Home and Family						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Avoiding homelessness	17.9%	7.3%	19.1%	9.3%	94	79
Balancing work & family	28.6%	8.8%	30.5%	10.4%	94	85
Caring for aging parents	25.5%	15.3%	25.4%	16.2%	100	95
Child who is gay, lesbian, bisexual or transgender	9.3%	4.4%	9.7%	4.6%	96	96
Conflict resolution/arguing too much	30.2%	6.9%	31.2%	7.5%	97	91
Divorce	10.7%	3.8%	11.8%	4.6%	90	83
Domestic violence in my family	6.4%	2.8%	7.8%	3.5%	82	80
Health crisis/illness	49.0%	22.1%	48.9%	23.4%	100	95
Marriage problems	20.2%	4.4%	19.9%	5.2%	102	84
Quality of children's education	24.1%	16.9%	24.0%	19.7%	100	86
Raising a teen	12.8%	6.3%	14.1%	7.4%	91	85
Raising children as a single parent	8.5%	4.1%	9.9%	5.0%	86	82
Stress/time to relax	47.8%	13.2%	46.1%	15.6%	104	84
Struggles with adult children	25.8%	6.3%	24.5%	6.8%	105	93
Time for friends/family	46.8%	14.1%	47.6%	14.3%	98	98
Home and Family Average	24.2%	9.1%	24.7%	10.2%	98	89



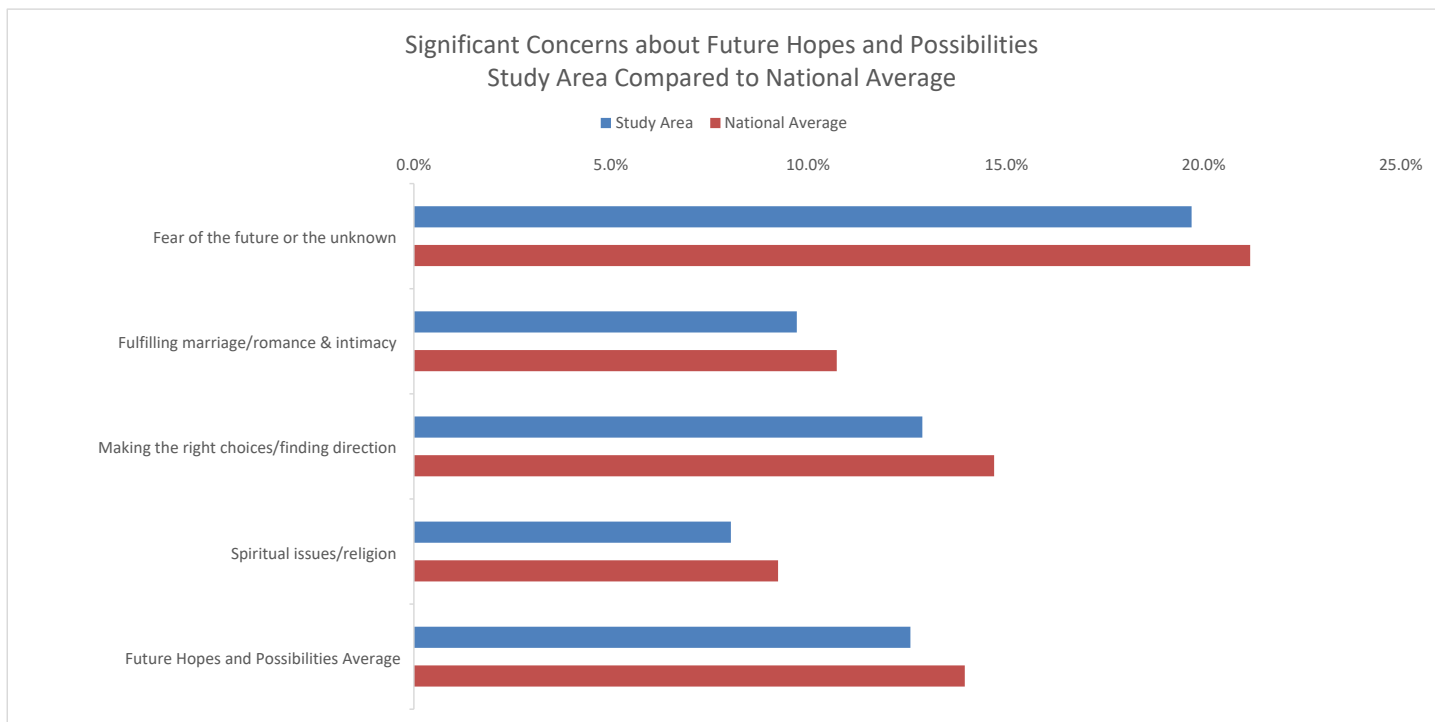
Concerns About Community						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Illegal immigration	26.8%	18.3%	29.2%	20.0%	91	91
Racism/racial injustice	35.9%	23.1%	36.4%	25.3%	99	91
Social media & internet	38.6%	12.1%	38.4%	14.4%	101	84
Social & political tensions/discord	41.0%	34.0%	41.2%	34.0%	99	100
Violence in my neighborhood	28.3%	7.3%	30.7%	7.3%	92	100
Community Average	34.1%	18.9%	35.2%	20.2%	97	94



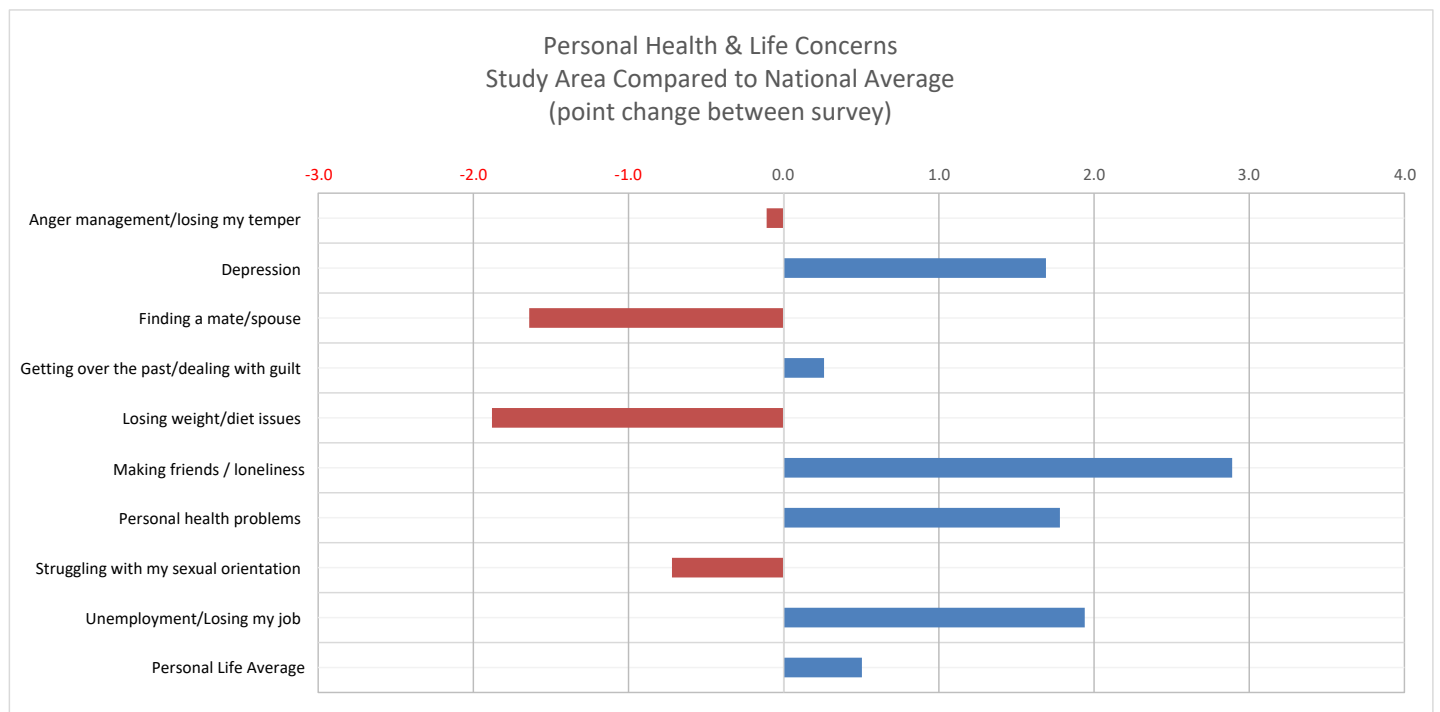
Concerns about Careers and Financial Matters						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Day-to-day financial matters	43.7%	13.7%	42.9%	16.1%	102	85
Financing the future/savings/retirement	47.8%	20.7%	46.8%	23.0%	102	90
Reaching my goals/being successful	39.7%	10.7%	40.3%	14.3%	99	75
Satisfying job/career	28.0%	10.9%	29.1%	13.9%	96	78
Will & estate planning	40.7%	9.5%	40.6%	10.3%	100	92
Career and Financial Average	40.0%	13.1%	39.9%	15.5%	100	84



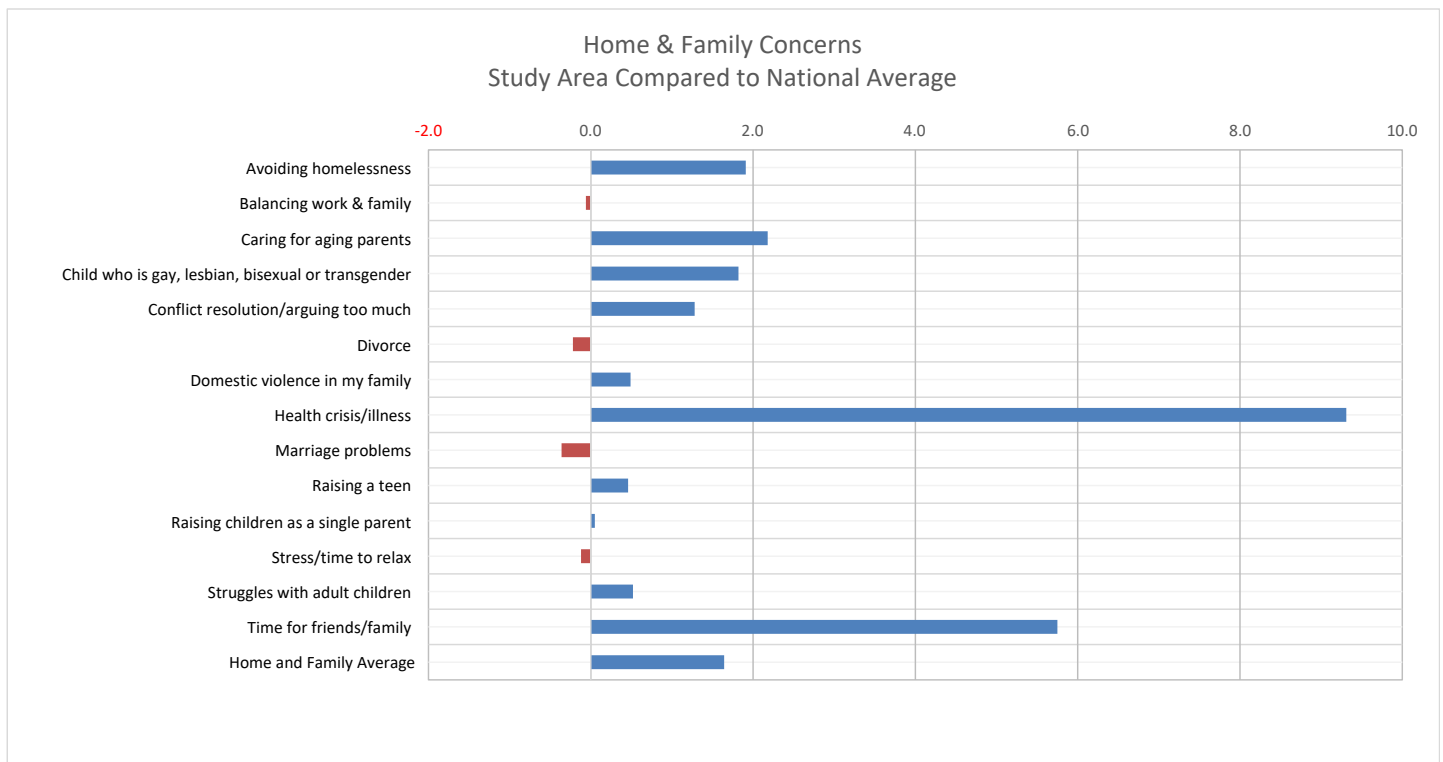
Concerns about Future Hopes and Possibilities						
Study Area Compared to National Average	Study Area		National Average		Modest Concern	Significant Concern
	Modest Concern	Significant Concern	Modest Concern	Significant Concern		
Fear of the future or the unknown	52.0%	19.7%	50.5%	21.2%	103	93
Fulfilling marriage/romance & intimacy	30.8%	9.7%	31.3%	10.7%	98	91
Making the right choices/finding direction	45.7%	12.9%	45.2%	14.7%	101	88
Spiritual issues/religion	29.7%	8.0%	27.6%	9.2%	108	87
Future Hopes and Possibilities Average	39.5%	12.6%	38.7%	14.0%	102	90



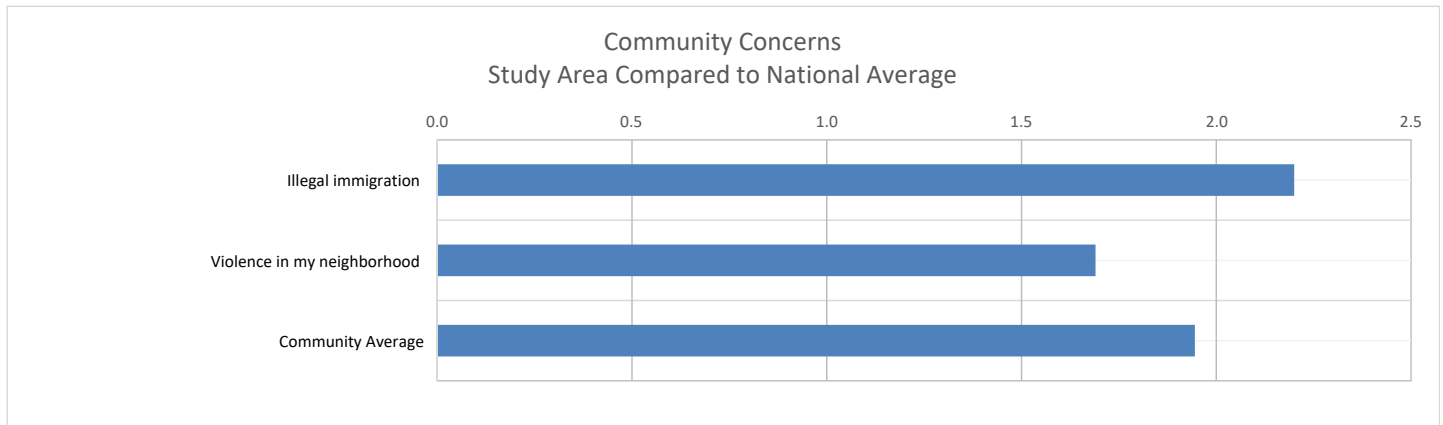
Concerns About Personal Health & Life			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Alcohol/drug abuse	3.7%	4.5%	0.8
Anger management/losing my temper	4.4%	4.2%	-0.1
Depression	9.9%	11.6%	1.7
Finding a mate/spouse	7.0%	5.4%	-1.6
Getting over the past/dealing with guilt	8.0%	8.3%	0.3
Losing weight/diet issues	18.5%	16.6%	-1.9
Making friends / loneliness	6.8%	9.7%	2.9
Personal health problems	14.8%	16.5%	1.8
Struggling with my sexual orientation	2.1%	1.4%	-0.7
Unemployment/Losing my job	8.2%	10.1%	1.9
Personal Life Average	8.3%	8.8%	0.5



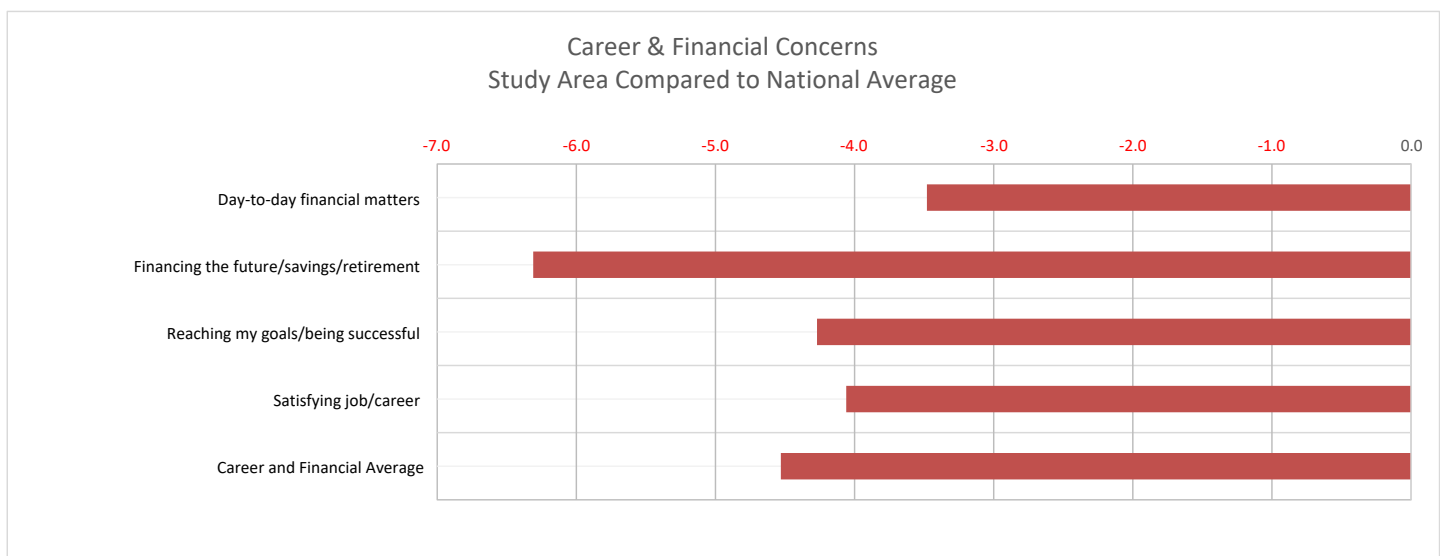
Concerns About Home and Family			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Avoiding homelessness	5.4%	7.3%	1.9
Balancing work & family	8.9%	8.8%	-0.1
Caring for aging parents	13.2%	15.3%	2.2
Child who is gay, lesbian, bisexual or transgender	2.6%	4.4%	1.8
Conflict resolution/arguing too much	5.6%	6.9%	1.3
Divorce	4.0%	3.8%	-0.2
Domestic violence in my family	2.3%	2.8%	0.5
Health crisis/illness	12.8%	22.1%	9.3
Marriage problems	4.7%	4.4%	-0.4
Raising a teen	5.9%	6.3%	0.5
Raising children as a single parent	4.1%	4.1%	0.1
Stress/time to relax	13.3%	13.2%	-0.1
Struggles with adult children	5.8%	6.3%	0.5
Time for friends/family	8.3%	14.1%	5.8
Home and Family Average	6.9%	8.6%	1.6



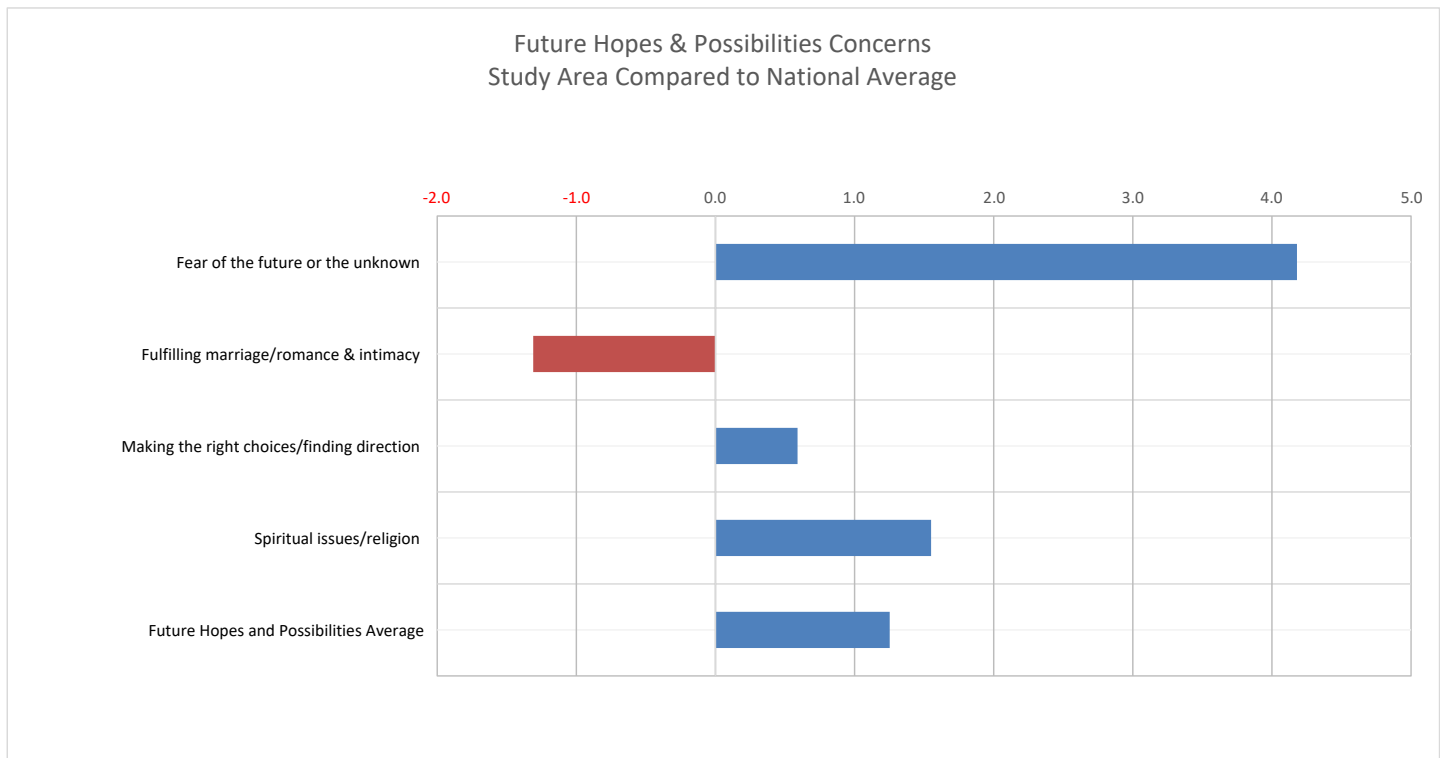
Concerns About Community			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Illegal immigration	16.1%	18.3%	2.2
Violence in my neighborhood	5.6%	7.3%	1.7
Community Average	10.8%	12.8%	1.9



Concerns about Careers and Financial Matters			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Day-to-day financial matters	17.2%	13.7%	-3.5
Financing the future/savings/retirement	27.0%	20.7%	-6.3
Reaching my goals/being successful	15.0%	10.7%	-4.3
Satisfying job/career	14.9%	10.9%	-4.1
Career and Financial Average	18.5%	14.0%	-4.5

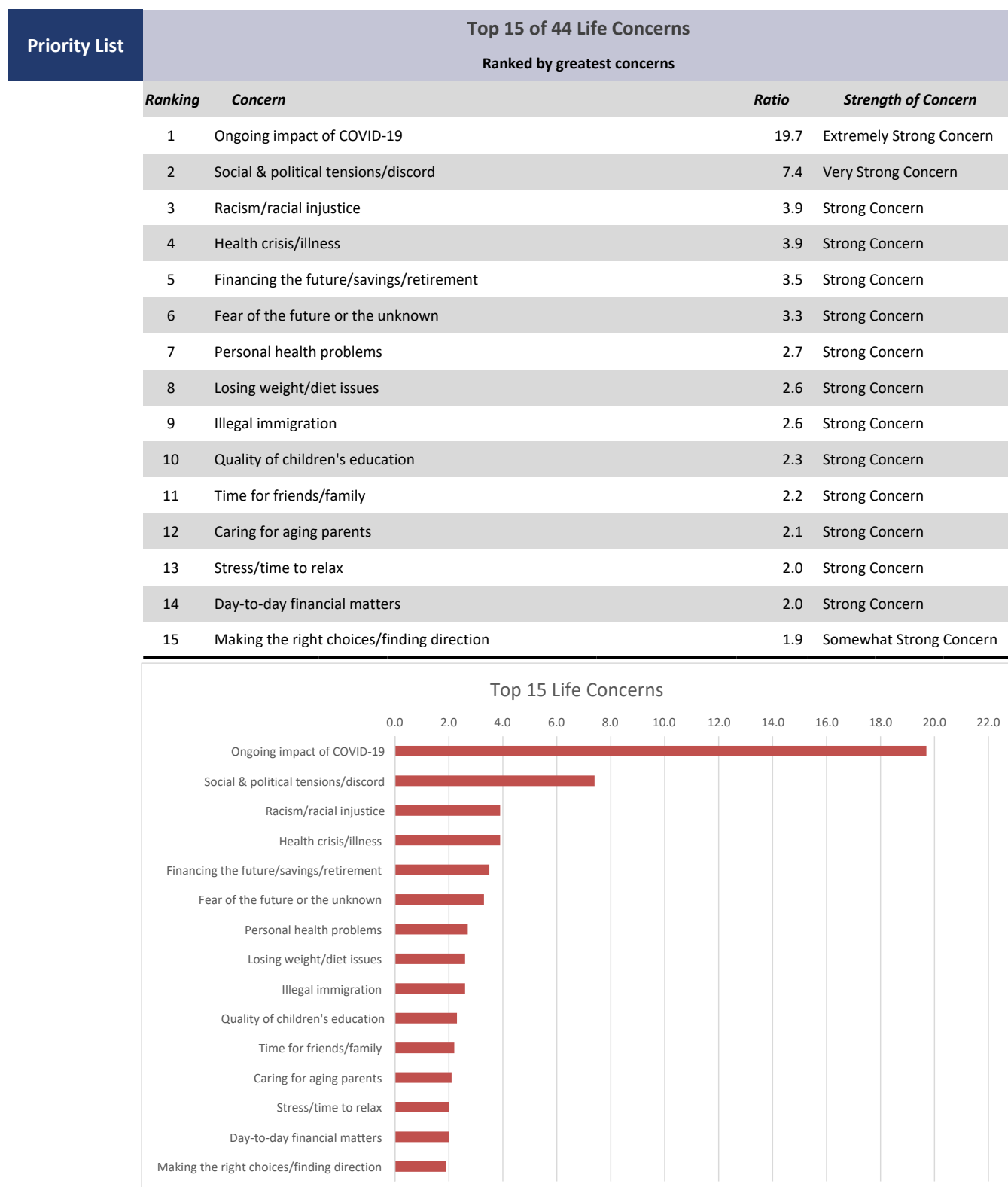


Concerns about Future Hopes and Possibilities			
Study Area Comparison between 2017 & 2021	2017	2021	Point Change Between Surveys
Fear of the future or the unknown	15.5%	19.7%	4.2
Fulfilling marriage/romance & intimacy	11.0%	9.7%	-1.3
Making the right choices/finding direction	12.3%	12.9%	0.6
Spiritual issues/religion	6.5%	8.0%	1.6
Future Hopes and Possibilities Average	11.3%	12.6%	1.3



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.

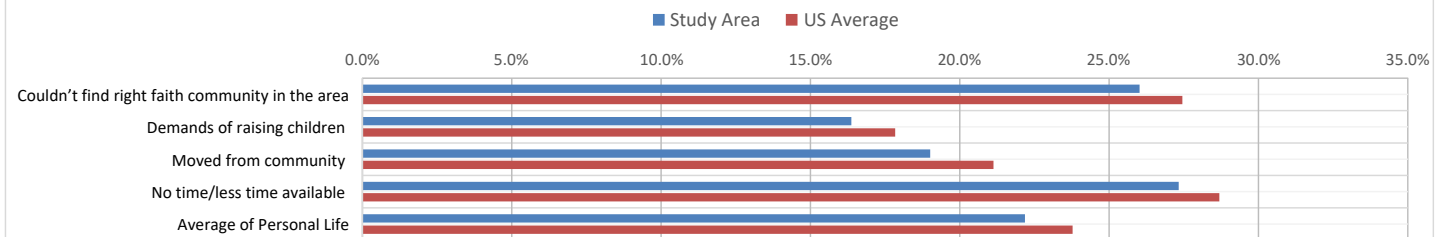
This data may be uncomfortable but important for congregations to consider if their mission is to connect with the community and maintain their congregations. The topics are segmented by themes: personal life, personal faith, and about the church. We compare each theme to the national average. At the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

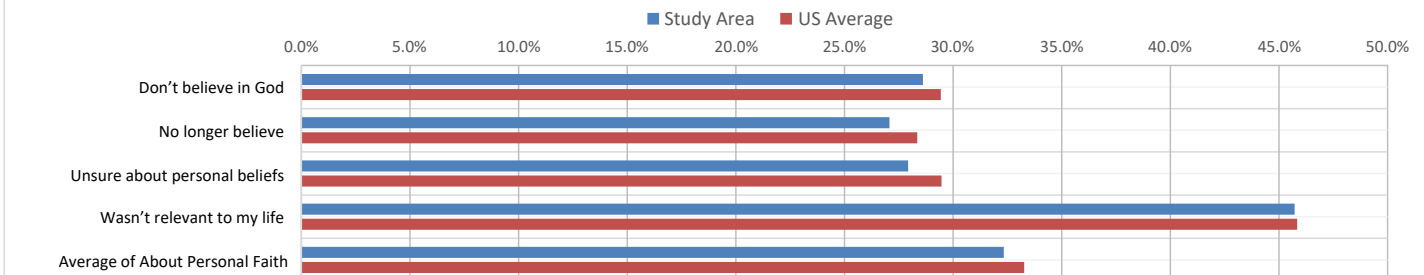
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	26.0%	27.5%	95
Demands of raising children	16.4%	17.8%	92
Moved from community	19.0%	21.1%	90
No time/less time available	27.3%	28.7%	95
Average of Personal Life	22.2%	23.8%	93

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



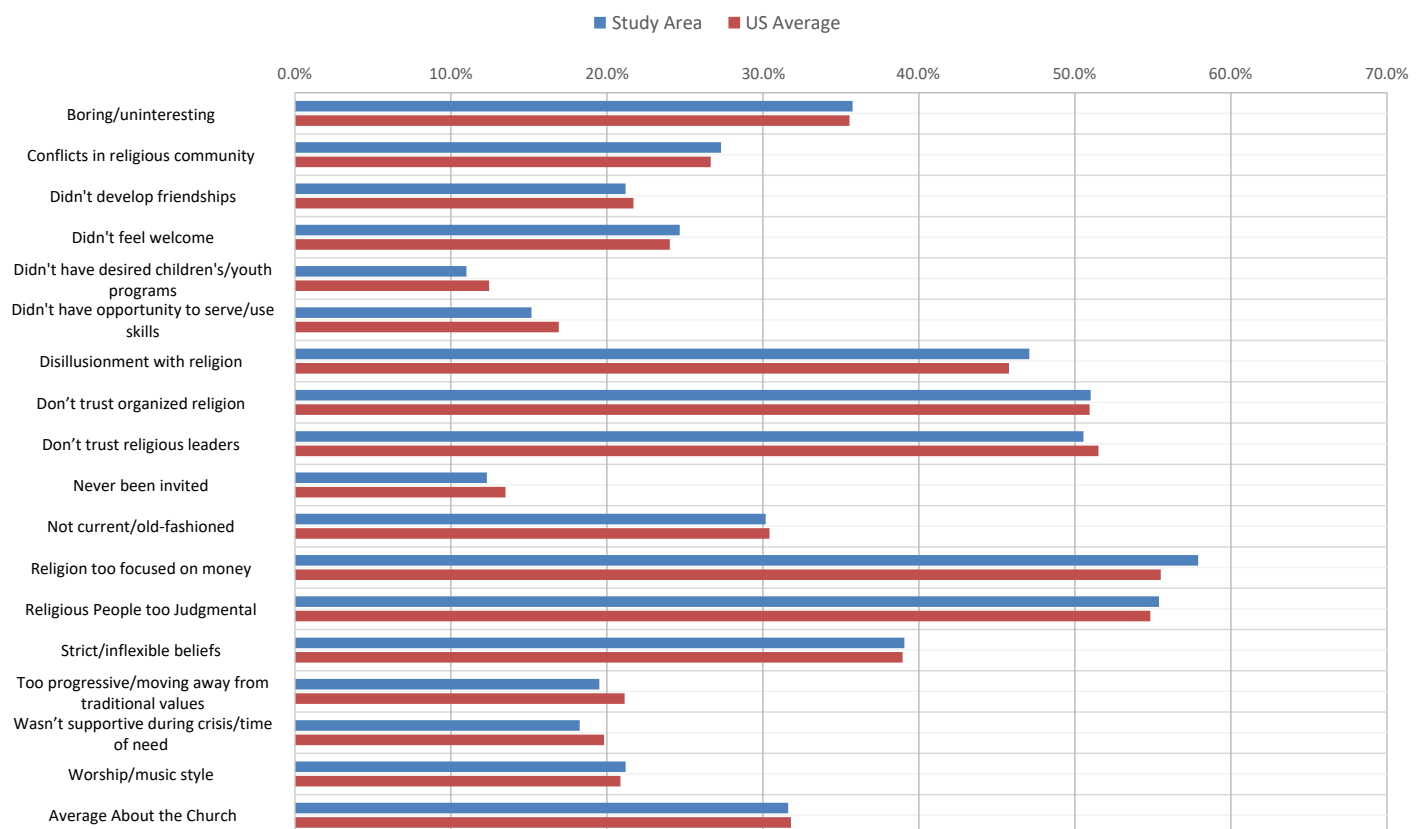
About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	28.6%	29.4%	97
No longer believe	27.1%	28.4%	95
Unsure about personal beliefs	27.9%	29.5%	95
Wasn't relevant to my life	45.7%	45.8%	100
Average of About Personal Faith	32.3%	33.3%	97

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



About the Church	Study Area	US Average	Comparative Index
Boring/uninteresting	35.8%	35.6%	101
Conflicts in religious community	27.3%	26.7%	102
Didn't develop friendships	21.2%	21.7%	98
Didn't feel welcome	24.7%	24.0%	103
Didn't have desired children's/youth programs	11.0%	12.5%	88
Didn't have opportunity to serve/use skills	15.2%	16.9%	90
Disillusionment with religion	47.1%	45.8%	103
Don't trust organized religion	51.0%	50.9%	100
Don't trust religious leaders	50.6%	51.5%	98
Never been invited	12.3%	13.5%	91
Not current/old-fashioned	30.2%	30.4%	99
Religion too focused on money	57.9%	55.5%	104
Religious People too Judgmental	55.4%	54.8%	101
Strict/inflexible beliefs	39.1%	39.0%	100
Too progressive/moving away from traditional values	19.5%	21.1%	92
Wasn't supportive during crisis/time of need	18.3%	19.8%	92
Worship/music style	21.2%	20.9%	102
Average About the Church	31.6%	31.8%	99

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

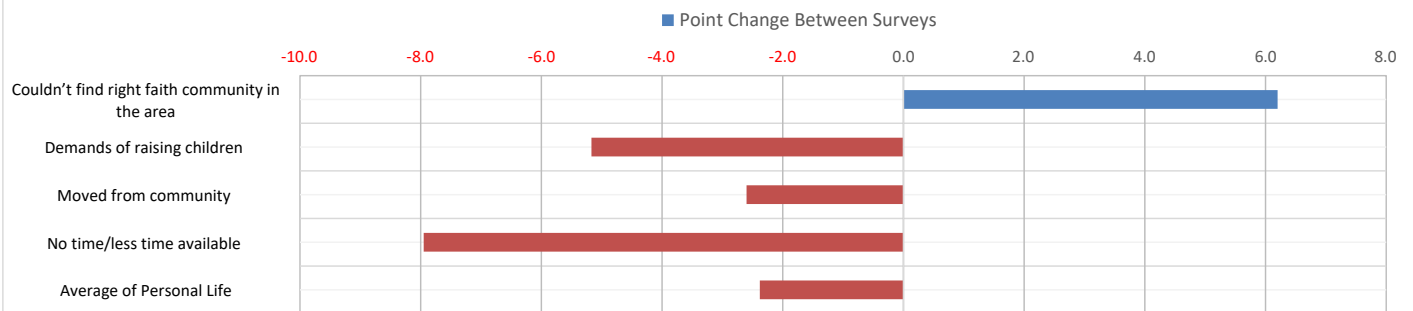


From Outside: Probable reasons for non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

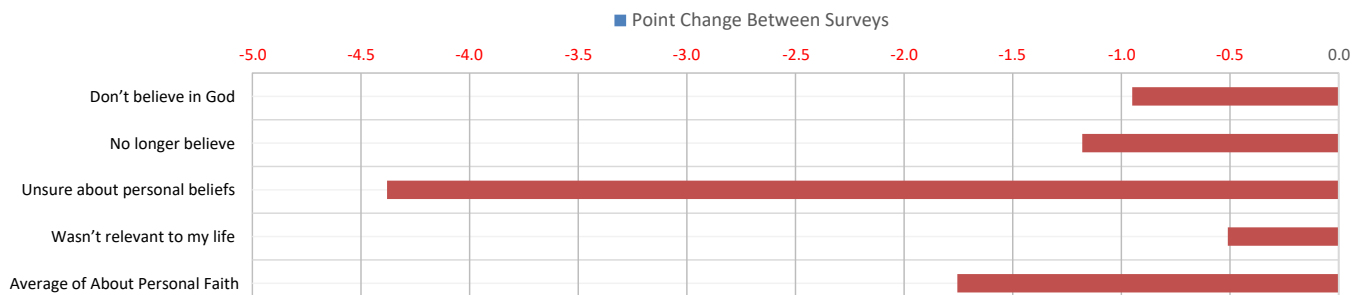
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	19.8%	26.0%	6.2
Demands of raising children	21.5%	16.4%	-5.2
Moved from community	21.6%	19.0%	-2.6
No time/less time available	35.3%	27.3%	-8.0
Average of Personal Life	24.6%	22.2%	-2.4

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

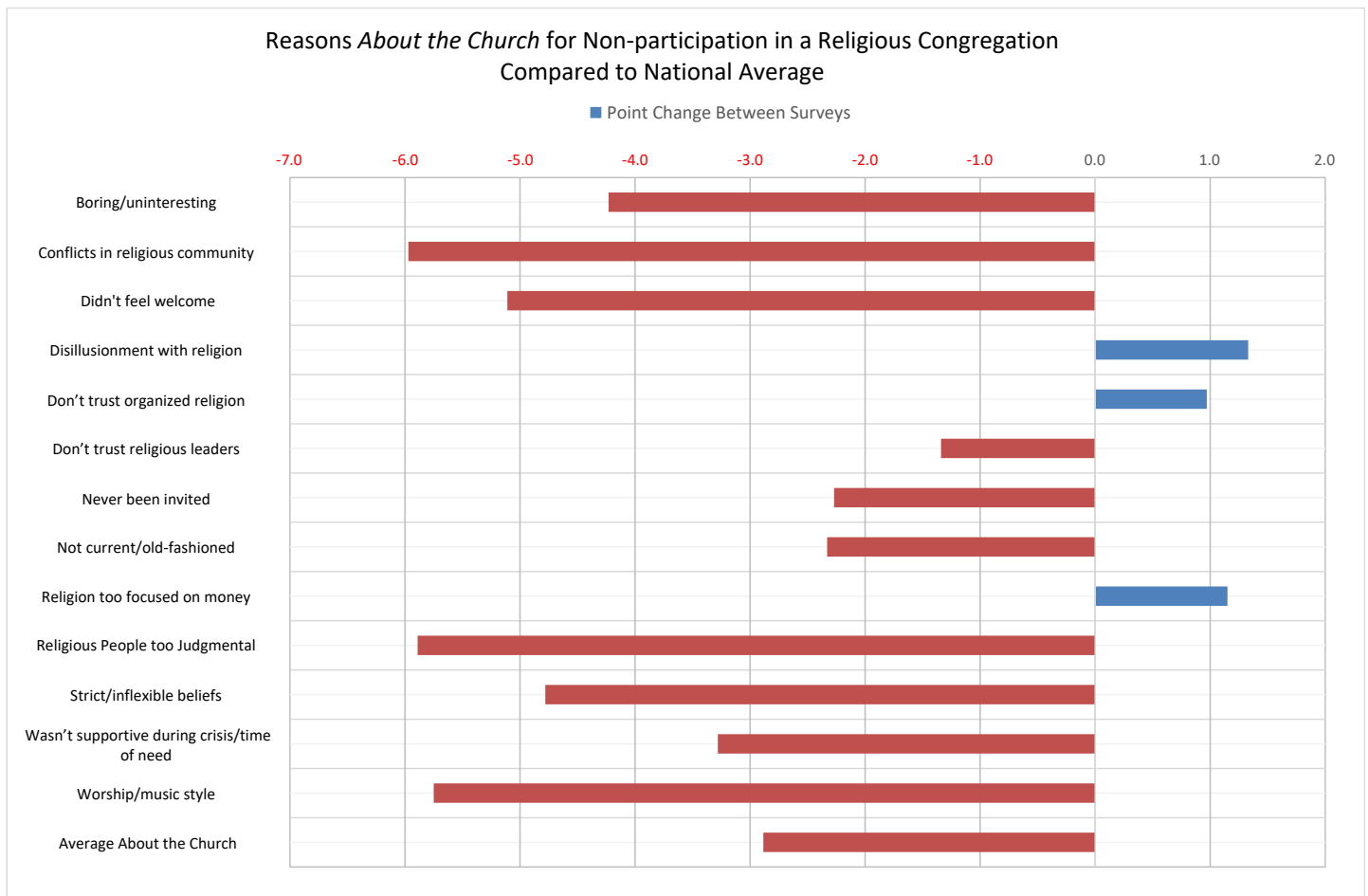


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	29.6%	28.6%	-0.9
No longer believe	28.3%	27.1%	-1.2
Unsure about personal beliefs	32.3%	27.9%	-4.4
Wasn't relevant to my life	46.2%	45.7%	-0.5
Average of About Personal Faith	34.1%	32.3%	-1.8

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



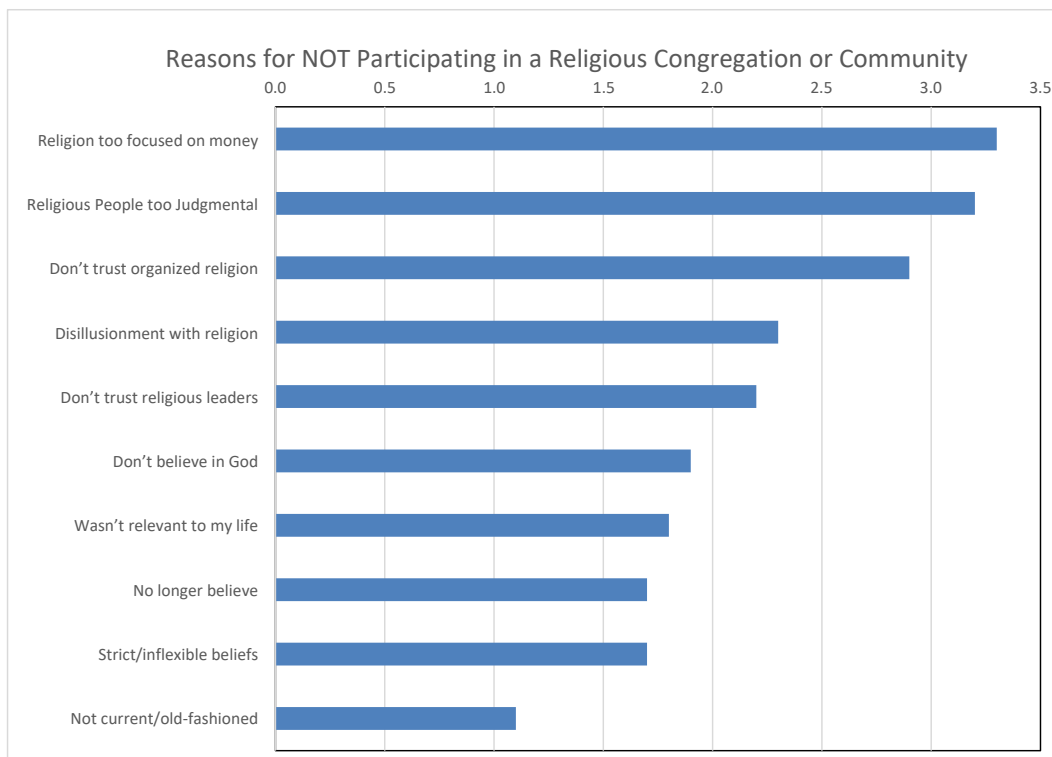
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	40.0%	35.8%	-4.2
Conflicts in religious community	33.3%	27.3%	-6.0
Didn't feel welcome	29.8%	24.7%	-5.1
Disillusionment with religion	45.8%	47.1%	1.3
Don't trust organized religion	50.0%	51.0%	1.0
Don't trust religious leaders	51.9%	50.6%	-1.3
Never been invited	14.6%	12.3%	-2.3
Not current/old-fashioned	32.5%	30.2%	-2.3
Religion too focused on money	56.8%	57.9%	1.2
Religious People too Judgmental	61.3%	55.4%	-5.9
Strict/inflexible beliefs	43.9%	39.1%	-4.8
Wasn't supportive during crisis/time of need	21.5%	18.3%	-3.3
Worship/music style	27.0%	21.2%	-5.8
Average About the Church	39.1%	36.2%	-2.9



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	Religious People too Judgmental	3.2	Strong Reason
3	Don't trust organized religion	2.9	Strong Reason
4	Disillusionment with religion	2.3	Strong Reason
5	Don't trust religious leaders	2.2	Strong Reason
6	Don't believe in God	1.9	Somewhat Strong Reason
7	Wasn't relevant to my life	1.8	Somewhat Strong Reason
8	No longer believe	1.7	Somewhat Strong Reason
9	Strict/inflexible beliefs	1.7	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

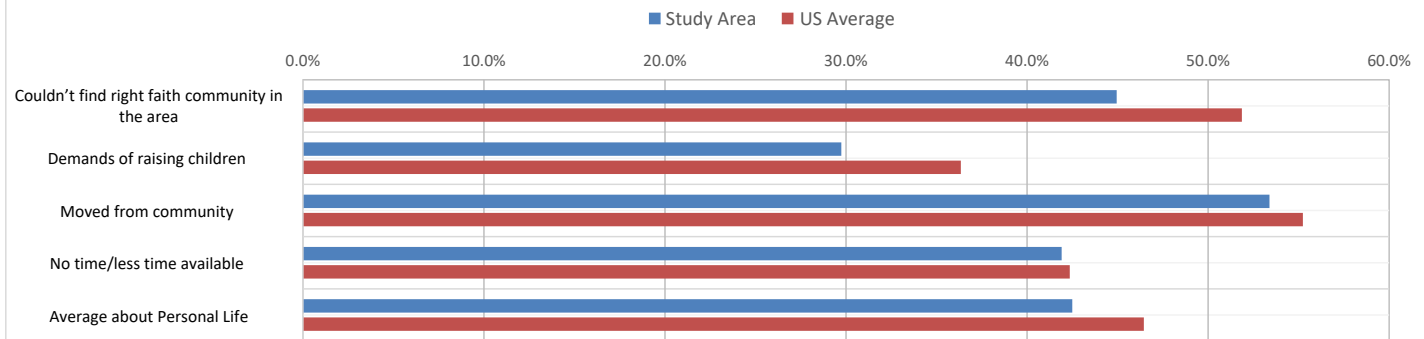
These respondents currently participate in a religious congregation or community but may consider discontinuing participation for some of the following reasons.

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

Study Area Compared to National Average

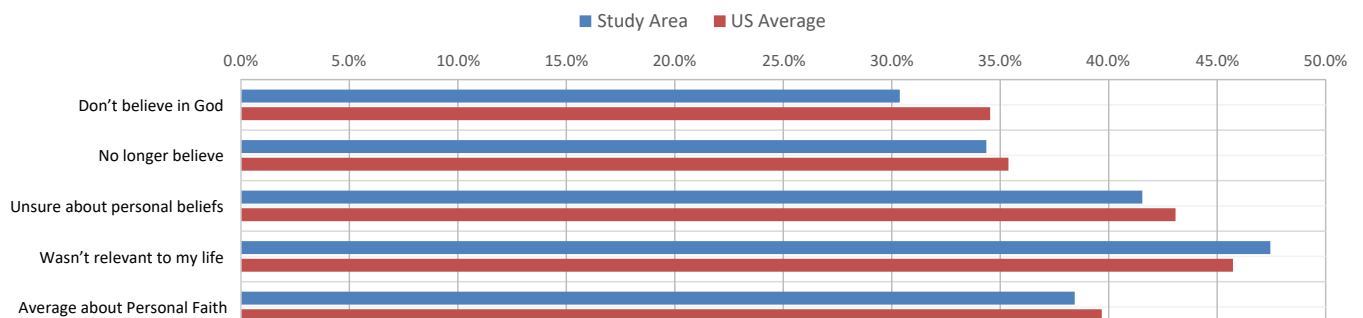
About Personal Life	Study Area	US Average	Comparative Index
Couldn't find right faith community in the area	45.0%	51.9%	87
Demands of raising children	29.7%	36.3%	82
Moved from community	53.4%	55.2%	97
No time/less time available	41.9%	42.4%	99
Average about Personal Life	42.5%	46.5%	91

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

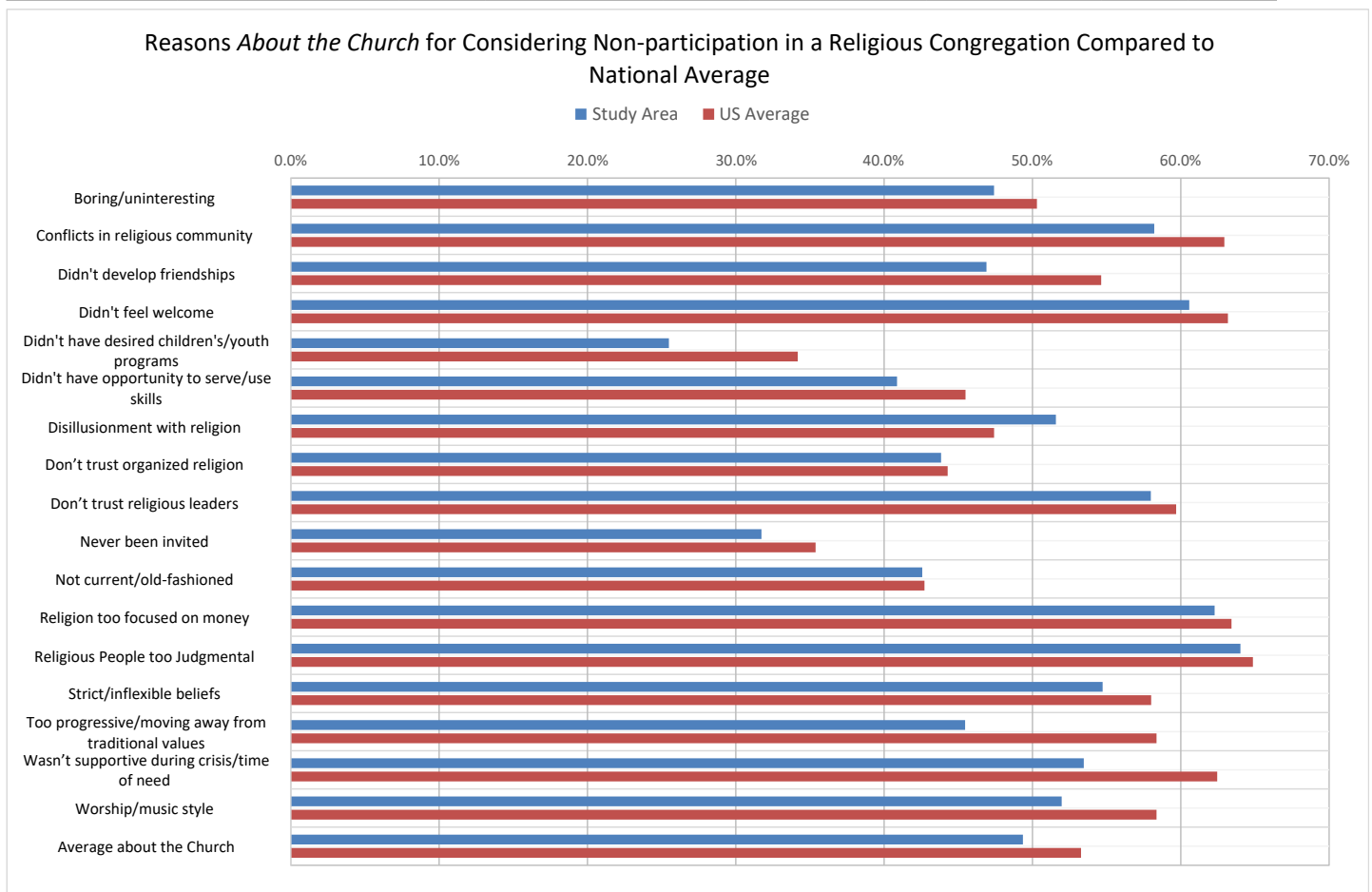


About Personal Faith	Study Area	US Average	Comparative Index
Don't believe in God	30.4%	34.5%	88
No longer believe	34.4%	35.4%	97
Unsure about personal beliefs	41.6%	43.1%	96
Wasn't relevant to my life	47.5%	45.7%	104
Average about Personal Faith	38.4%	39.7%	97

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	47.4%	50.3%	94
Conflicts in religious community	58.2%	62.9%	92
Didn't develop friendships	46.9%	54.6%	86
Didn't feel welcome	60.6%	63.2%	96
Didn't have desired children's/youth programs	25.5%	34.2%	75
Didn't have opportunity to serve/use skills	40.9%	45.5%	90
Disillusionment with religion	51.6%	47.4%	109
Don't trust organized religion	43.8%	44.3%	99
Don't trust religious leaders	58.0%	59.7%	97
Never been invited	31.7%	35.4%	90
Not current/old-fashioned	42.6%	42.7%	100
Religion too focused on money	62.3%	63.4%	98
Religious People too Judgmental	64.0%	64.9%	99
Strict/inflexible beliefs	54.7%	58.0%	94
Too progressive/moving away from traditional values	45.5%	58.4%	78
Wasn't supportive during crisis/time of need	53.5%	62.5%	86
Worship/music style	52.0%	58.4%	89
Average about the Church	49.4%	53.3%	93

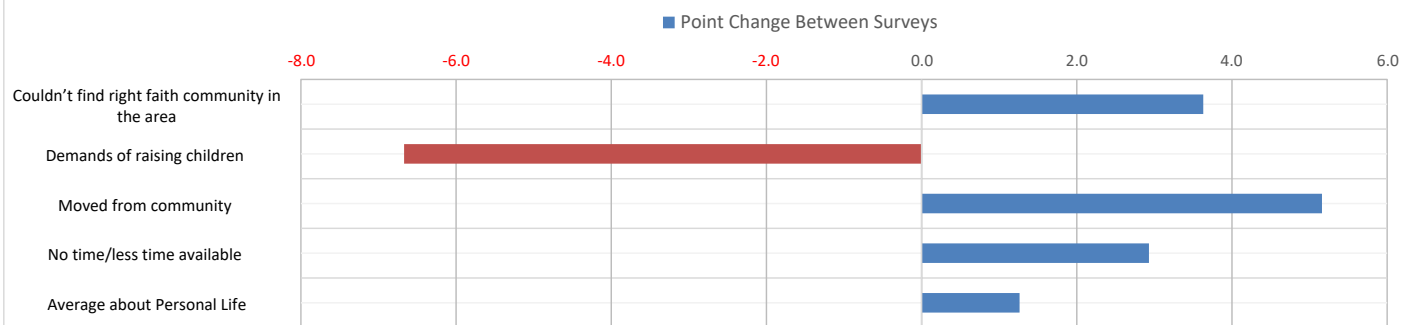


From the Inside: Reasons for considering non-participation in a religious congregation or religious community

Study Area Comparison between 2017 & 2021

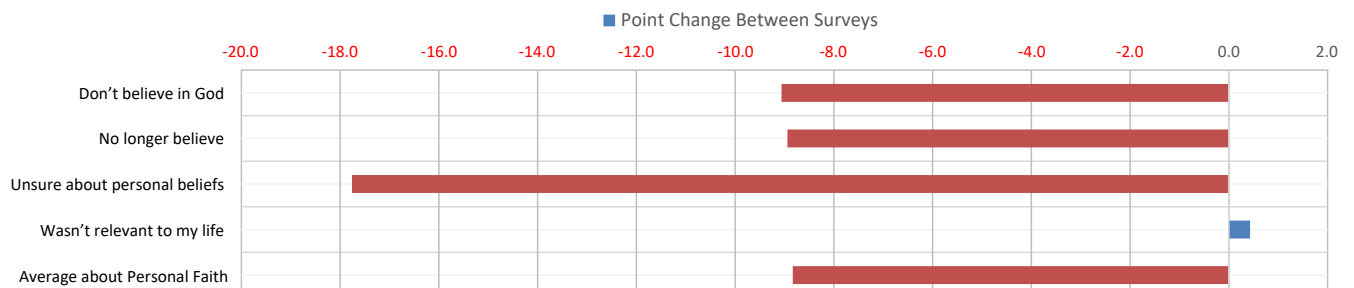
About Personal Life	2017	2021	Point Change Between Surveys
Couldn't find right faith community in the area	41.3%	45.0%	3.6
Demands of raising children	36.4%	29.7%	-6.7
Moved from community	48.2%	53.4%	5.2
No time/less time available	39.0%	41.9%	2.9
Average about Personal Life	41.2%	42.5%	1.3

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

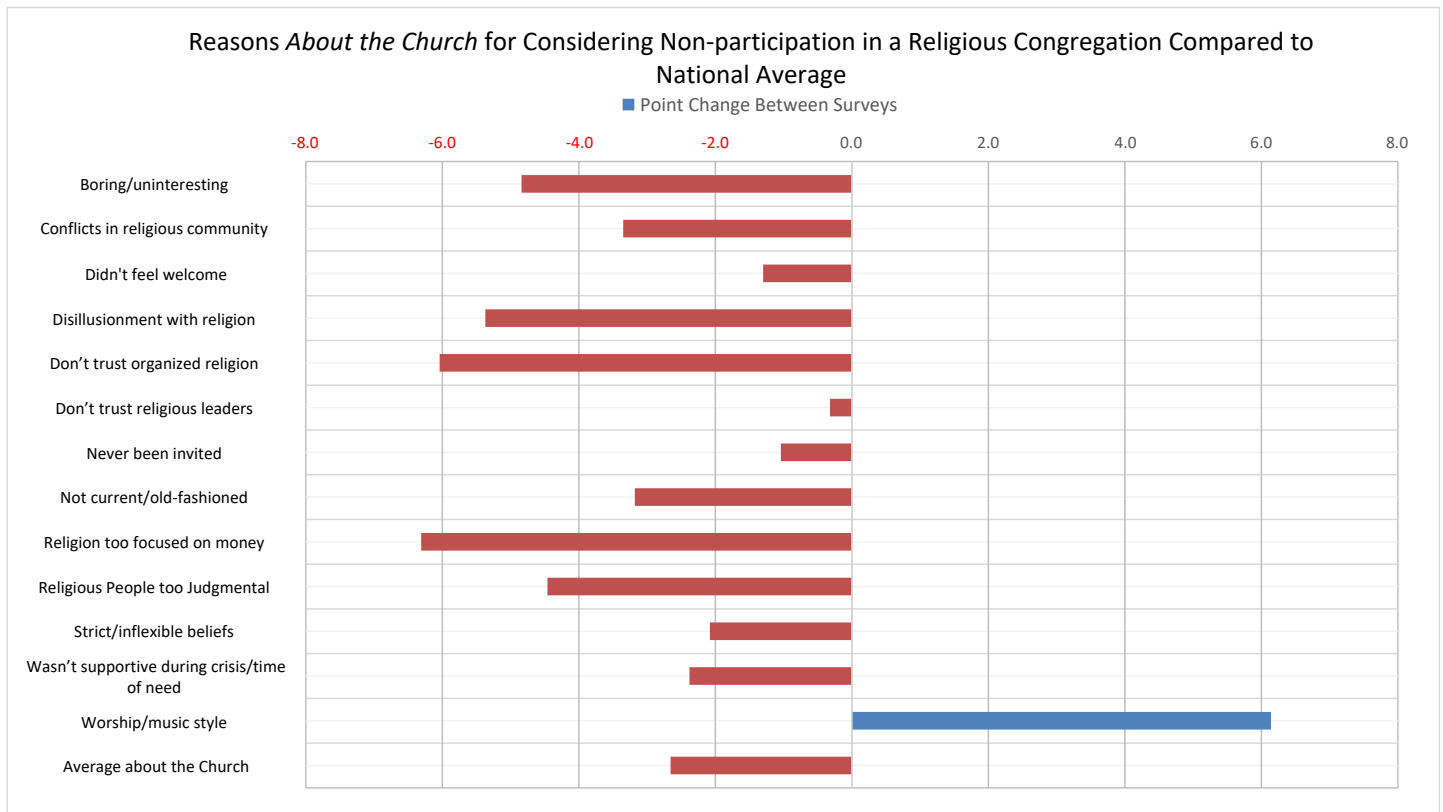


About Personal Faith	2017	2021	Point Change Between Surveys
Don't believe in God	39.4%	30.4%	-9.1
No longer believe	43.3%	34.4%	-8.9
Unsure about personal beliefs	59.3%	41.6%	-17.8
Wasn't relevant to my life	47.0%	47.5%	0.4
Average about Personal Faith	47.3%	38.4%	-8.8

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



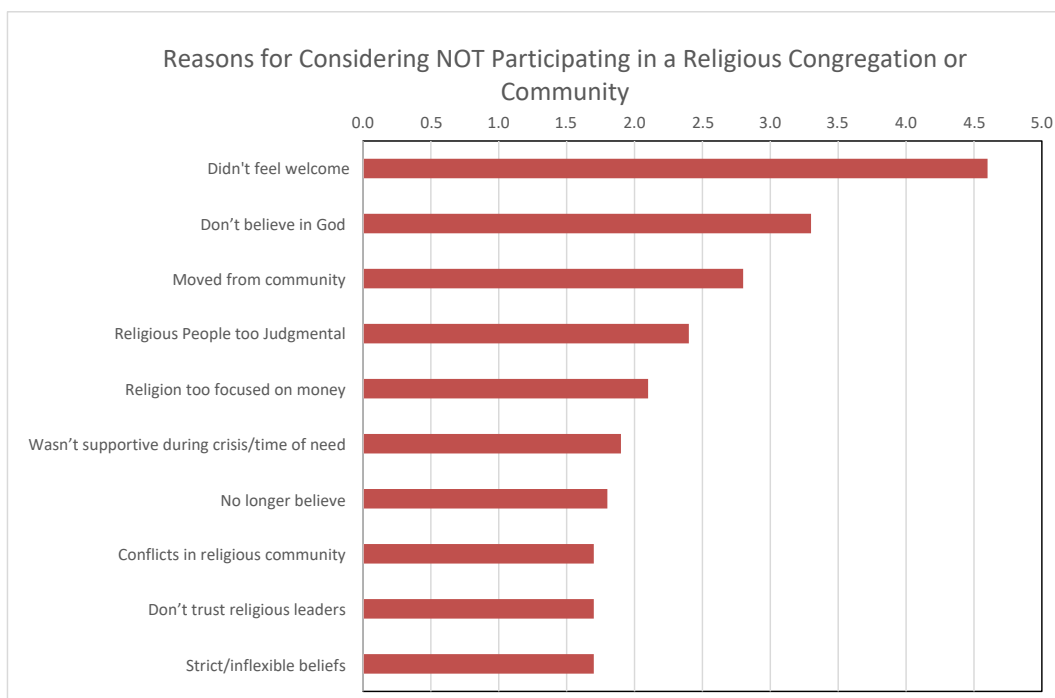
About the Church	2017	2021	Point Change Between Surveys
Boring/uninteresting	52.3%	47.4%	-4.8
Conflicts in religious community	61.6%	58.2%	-3.4
Didn't feel welcome	61.9%	60.6%	-1.3
Disillusionment with religion	57.0%	51.6%	-5.4
Don't trust organized religion	49.9%	43.8%	-6.0
Don't trust religious leaders	58.3%	58.0%	-0.3
Never been invited	32.8%	31.7%	-1.0
Not current/old-fashioned	45.8%	42.6%	-3.2
Religion too focused on money	68.6%	62.3%	-6.3
Religious People too Judgmental	68.5%	64.0%	-4.5
Strict/inflexible beliefs	56.8%	54.7%	-2.1
Wasn't supportive during crisis/time of need	55.8%	53.5%	-2.4
Worship/music style	45.8%	52.0%	6.1
Average about the Church	55.0%	52.3%	-2.7



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	4.6	Very Strong Reason
2	Don't believe in God	3.3	Strong Reason
3	Moved from community	2.8	Strong Reason
4	Religious People too Judgmental	2.4	Strong Reason
5	Religion too focused on money	2.1	Strong Reason
6	Wasn't supportive during crisis/time of need	1.9	Somewhat Strong Reason
7	No longer believe	1.8	Somewhat Strong Reason
8	Conflicts in religious community	1.7	Somewhat Strong Reason
9	Don't trust religious leaders	1.7	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	54.4%	33.2%	0.6	51.1%	35.3%	106	94
Health/weight loss programs	57.2%	29.8%	0.5	55.1%	32.1%	104	93
Membership and leadership training	47.6%	39.2%	0.8	45.9%	41.1%	104	95
Opportunities to develop personal relationships	24.5%	65.3%	2.7	24.5%	65.8%	100	99
Practical training seminars (money management, computer skills, etc.)	47.7%	40.0%	0.8	45.4%	42.4%	105	94
Personal Growth	46.3%	41.5%	0.9	44.4%	43.3%	104	96
Family Support and Intervention Services							
Daycare/After-School Programs	60.6%	25.9%	0.4	59.0%	26.6%	103	97
Crisis support groups	38.1%	50.6%	1.3	37.0%	50.8%	103	100
Family oriented activities	33.3%	57.2%	1.7	33.4%	56.6%	100	101
Marriage enrichment	45.0%	42.4%	0.9	45.2%	41.8%	100	101
Parenting development	54.5%	30.9%	0.6	53.2%	33.0%	103	93
Personal/family counseling	41.2%	47.6%	1.2	40.6%	47.8%	102	100
Family Support and Intervention Services	45.5%	42.4%	0.9	44.7%	42.8%	102	99
Community Involvement and Advocacy Programs							
Adult social activities	24.7%	65.8%	2.7	26.1%	64.3%	95	102
Involvement in social causes	31.2%	58.2%	1.9	30.0%	58.9%	104	99
Mission trips and global outreach	47.8%	38.8%	0.8	47.7%	38.5%	100	101
Opportunities for volunteering in the community	24.7%	65.3%	2.6	25.9%	64.1%	95	102
Social justice advocacy work	40.4%	46.9%	1.2	38.5%	48.4%	105	97
Community Involvement and Advocacy Programs	33.7%	55.0%	1.6	33.6%	54.8%	100	100

<i>Community Activities or Cultural Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Cultural programs (music, drama, art)	37.9%	50.6%	1.3	36.4%	52.7%	104	96
Holiday programs/activities	24.0%	67.0%	2.8	25.0%	65.4%	96	102
Seniors/retiree activities	29.6%	60.5%	2.0	30.6%	58.7%	97	103
Singles or college-age groups	55.4%	31.1%	0.6	53.9%	31.9%	103	97
Size of church congregation	40.9%	49.3%	1.2	41.8%	47.6%	98	103
Small groups (i.e., life groups, personal interest groups)	33.2%	56.7%	1.7	31.8%	57.4%	104	99
Youth social activities	47.4%	40.3%	0.9	47.9%	39.7%	99	102
<i>Community Activities or Cultural Programs</i>	38.3%	50.8%	1.3	38.2%	50.5%	100	101
<i>Religious/Spiritual Programs</i>	Not Important	Important	Ratio	Not Important	Important	Not Important	Very Important
Bible or Scripture study/prayer groups	41.0%	47.9%	1.2	41.5%	47.2%	99	101
Celebration of sacraments	27.6%	60.4%	2.2	32.8%	53.5%	84	113
Contemporary worship experiences	35.9%	51.9%	1.4	35.9%	51.3%	100	101
Online or virtual worship experiences	39.6%	49.4%	1.2	40.0%	47.9%	99	103
Quality sermons	17.6%	73.4%	4.2	20.7%	69.6%	85	105
Religious education for children	42.7%	44.8%	1.1	42.8%	44.6%	100	101
Spiritual discussion groups	37.3%	51.5%	1.4	38.1%	50.1%	98	103
Traditional worship experiences	24.4%	66.8%	2.7	26.7%	63.4%	91	105
Warm and friendly encounters	10.8%	81.9%	7.6	12.3%	79.9%	87	102
<i>Religious/Spiritual Programs</i>	30.8%	58.7%	1.9	32.3%	56.4%	95	104

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..

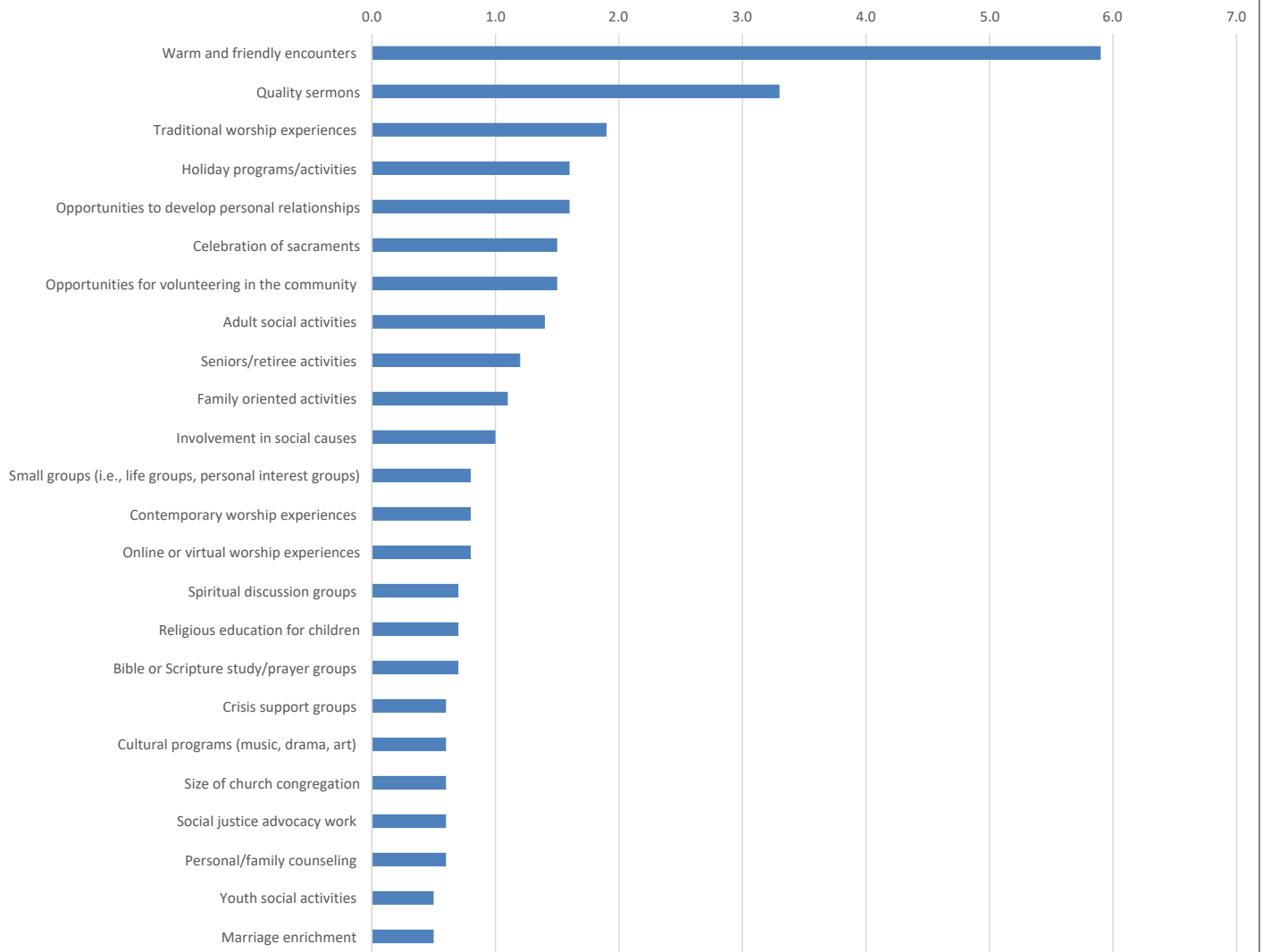
Second, consider the Important percentage. If the percentage is above 20%, your study's population would likely benefit from that particular program.

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	5.9	Very Strong Preference
	2	Quality sermons	3.3	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	1.6	Somewhat Strong Preference
	6	Celebration of sacraments	1.5	Somewhat Strong Preference
	7	Opportunities for volunteering in the community	1.5	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)	0.8	Somewhat Minimal Preference
	13	Contemporary worship experiences	0.8	Somewhat Minimal Preference
	14	Online or virtual worship experiences	0.8	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	Size of church congregation	0.6	Somewhat Minimal Preference
	21	Social justice advocacy work	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

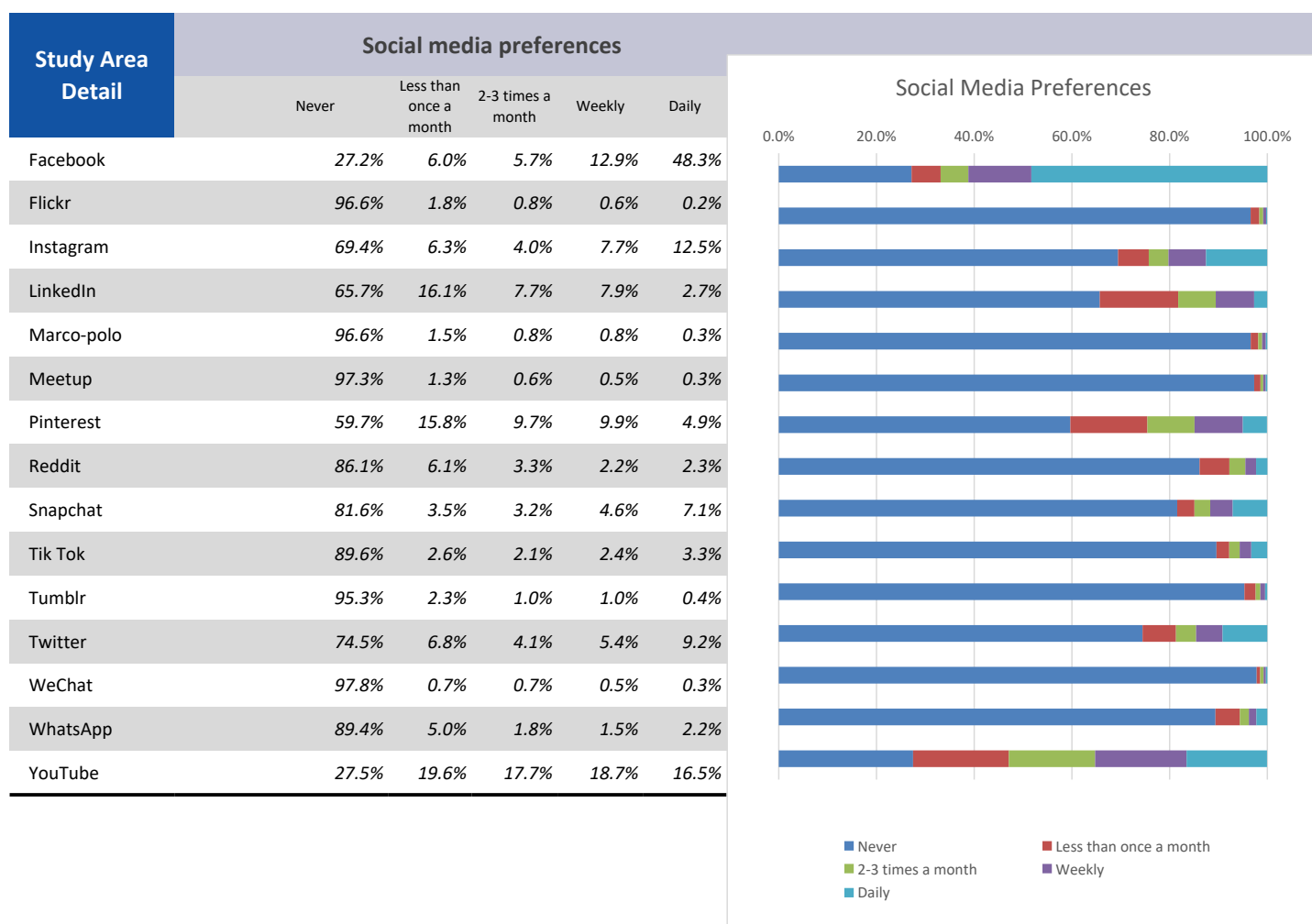
Media options for obtaining information today have exploded. The days of a few sources, such as major newspapers or network news programs have been replaced with multiple cable news networks, online news outlets, and social media sources.

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	17.1%	82.9%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Cable News (e.g. CNN, Fox News)	1	33.2%	66.8%	5	Network News (ABC, NBC, CBS)	
CNN Online News	3	53.7%	46.3%	3	Yahoo News	
CNN Online News	3	52.5%	47.5%	1	Fox News	
Facebook	6	23.2%	76.8%	1	Cable News (e.g. CNN, Fox News)	
Facebook	6	71.0%	29.0%	6	Twitter	
Fox News	1	57.5%	42.4%	6	Facebook	
Fox News	1	31.4%	68.6%	2	Television News (Network OR Cable)	
Huffington Post	3	46.7%	53.3%	1	Fox News	
Huffington Post	3	43.7%	56.4%	3	Yahoo News	
Major Newspapers (e.g. LA Times, NY Times, Washington Post)	4	30.6%	69.4%	2	Television News (Network OR Cable)	
Online News (e.g. Yahoo, Google, CNN, Fox, Huffington Post)	3	49.3%	50.7%	4	Major Newspapers (e.g. LA Times, NY Times, Washington Post)	
Twitter	6	10.6%	89.4%	2	Television News (Network OR Cable)	
USA Today	4	35.8%	64.2%	1	Cable News (e.g. CNN, Fox News)	
USA Today	4	25.0%	75.0%	2	Television News (Network OR Cable)	
Yahoo News	3	44.1%	55.9%	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

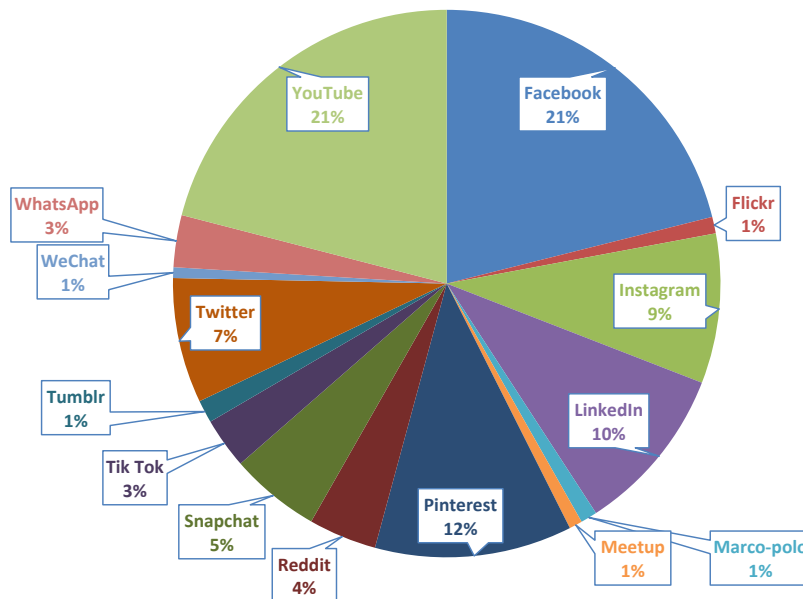


Priority List

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	WhatsApp
10	Tik Tok
11	Tumblr
12	Marco-polo
13	Flickr
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

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